



## Belfast City Council

<b>Report to:</b>	Development Committee
<b>Subject:</b>	Titanic/Maritime Heritage Signage Project
<b>Date:</b>	25 October 2011
<b>Reporting Officer:</b>	John McGrillen, Director of Development, ext 3470
<b>Contact Officer:</b>	Shirley McCay, Head of Economic Initiatives, ext 3459

<b>1</b>	<b>Relevant Background Information</b>
1.1	Members are reminded that at the last meeting of Development Committee it was agreed to defer a decision on Titanic/Maritime Heritage Signage as there was concern that the proposed location of the signs was too heavily focused on the City Centre and did not address the rich cultural and social history which linked the Titanic to communities across the City.
1.2	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 additional connectivity across the city including specifically the East and West.
1.3	The Titanic/Maritime Signage were divided into four main themes including TQ Direct, Titanic Trail, City of Merchants and White on Brown road signage. (For full details of the report see appendix 1)
1.5	Upon further examination of the cultural and social heritage linked to Titanic/Maritime Heritage, signage has been identified and prioritised for the East and West of the City to be met within the existing budget provision.
1.6	Within the East it is proposed to connect to the Yardmen Trail which identifies key sites such as Templemore Avenue, McMaster Street, the Yardmen Statue Pitt Park, and links to the proposed Titanic Halt (Bridge End Station) and the route into Sydenham Road and the Titanic Quarter. Furthermore, the trail will reference the connection with the Connswater Greenway. In the West of the City connectivity will extend within Belfast City Cemetery where it is proposed a number of signs will be erected that will identify key city figures of the period.

1.7	<p>This will include references to the city's industrialists including Harland, Pirrie and Mackie, but also the ordinary people such as Samuel Scott who was the youngest person to lose his life whilst building the Titanic.</p> <p>In both areas, the additional proposed signage will link the Titanic story and add value to the existing award winning Cultural Tourism Signage throughout the city.</p>
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<b>2</b>	<b>Key Issues</b>
2.1	<p>Members are reminded that the Titanic/Maritime Heritage project was developed as Northern Ireland Tourist Board (NITB) had funding available to support a Titanic Trail in the city and was a priority identified in the Belfast Maritime Heritage study.</p>
2.2	<p>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>
2.3	<p>The Titanic/Maritime Heritage signage will be funded from 2011/2012 budgets.</p>
2.4	<p>There will be opportunity to extend generic visitor signage in other areas every year.</p>
2.5	<p>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.</p>
2.6	<p>Whilst this is a signage scheme, the Tourism, Culture &amp; Arts Unit and Belfast Visitor and Convention Bureau (BVCB), will be working through the Local Tourism destinations to develop programmes and initiatives for 2012.</p> <p>These initiatives will include;</p> <ul style="list-style-type: none"> <li>- The integration of tourism signage into the Renewing the Routes programme and other public realm schemes where possible.</li> <li>- Opportunities to extend signage in other areas of the city every year.</li> <li>- Developing storyline content and a suite of products around the Belfast Titanic/Maritime Heritage theme, to link Titanic Belfast with other key places to see around the city. In conjunction with this, a visitor pass has been developed by BVCB to connect visitor attractions via public transport.</li> <li>- The development of Local tourism destination toolkits as a step by step guide for local areas to develop tourism product.</li> </ul>

<b>3</b>	<b>Resource Implications</b>
3.1	<u>Financial</u> The total costs for this project is £385,394. NITB is currently undertaking an appraisal of the figures and this figure may reduce.
3.2	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.

<b>4</b>	<b>Equality and Good Relations Considerations</b>
4.1	There are no equality or good relations considerations attached to this report.

<b>5</b>	<b>Recommendations</b>
5.1	Members are asked to note the contents of this report and: <ul style="list-style-type: none"> <li>- Commit no more than £190,000 towards this scheme subject to the match funding being secured.</li> <li>-</li> </ul>

<b>6</b>	<b>Decision Tracking</b>
A report on NITB's funding decision will be brought back to Committee.	
Timeframe:	November 2011
	Reporting Officer: Kerrie Sweeney

<b>7</b>	<b>Key to Abbreviations</b>
NITB – Northern Ireland Tourist Board BVCB - Belfast Visitor and Convention Bureau	

<b>8</b>	<b>Documents Attached</b>
Appendix 1 - Development Committee report from 27 September 2011 Hard copies of maps will be circulated.	

# Appendix 1

<b>Report to:</b>	Development Committee
<b>Subject:</b>	Titanic/Maritime Heritage Signage Project
<b>Date:</b>	27 September 2011
<b>Reporting Officer:</b>	John McGrillen, Director of Development, ext 3470
<b>Contact Officer:</b>	Shirley McCay, Head of Economic Initiatives, ext 3459

<b>1</b>	<b>Relevant Background Information</b>
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.

<b>2</b>	<b>Key Issues</b>
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 Constance, Harbour Commission, Clarendon Docks and 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.

2.5	(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.
2.6	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.
2.7	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.
2.8	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.
2.9	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.
2.10	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.

<b>3</b>	<b>Resource Implications</b>
3.1	Financial The total costs for this project is £385,394. NITB is currently undertaking an appraisal of the figures and this figure may reduce.
3.2	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.

<b>4</b>	<b>Equality and Good Relations Considerations</b>
4.1	No specific equality or good relations considerations.

<b>5</b>	<b>Recommendations</b>
5.1	Members are asked to note the contents of this report and: <ul style="list-style-type: none"> <li>- Commit no more than £190,000 towards this scheme subject to the match funding being secured.</li> </ul>

<b>6</b>	<b>Decision Tracking</b>
Report on NITB funding decision	
November 2011	Kerrie Sweeney ext 3586