



COMMUNITY ENGAGEMENT UPDATE

Development Committee, 5:15PM, Tuesday, 3rd April 2012

Introduction

We have worked with a range of partners in developing a programme of activities enabling local communities to be part of the excitement surrounding the opening of Titanic Belfast and the regeneration of Titanic Quarter.

Our community engagement achievements are detailed below.

1. Titanic Ambassador Programme

Our Titanic Ambassadors offer free talks to community groups in Belfast including church groups, senior groups, youth groups or alternative education groups.

No. Ambassadors registered on the programme: 60

Organisations actively participating on the programme:

- Belfast City Council
- Health Trust
- Department for Social Development
- Belfast Visitor and Convention Bureau
- Northern Ireland Tourist Board
- Ocean Youth Trust
- Area Partnership Boards
- NI Science Park
- Feile A Phobail
- Belfast City Centre Management
- Belfast Chamber of Trade and Commerce
- Belfast Metropolitan College
- Dock Church
- PSNI (Titanic Quarter)

No. Information sessions delivered through ambassadors: 185

Ambassador Training: Complete

Toolkit and Presentations: A 'toolkit' pack of information has been developed to support Ambassadors to communicate to the wider community. This toolkit contains key information relating to Titanic Quarter, Titanic Belfast, Titanic attractions, Titanic facts, Titanic impact, Titanic stories, Titanic events, Titanic stories linked to an international dimension and the Titanic Quarter Memorandum of Understanding between Council and Titanic Quarter Ltd.

In addition to the toolkit, banks of Titanic presentations have been prepared for a variety of audiences including community, business, youth and OAPs.

Ambassador Visits:

23/03/2012: Belfast City Cemetery
02/03/2012: Titanic's Dock and Pump-House
22/03/2012: Titanic Belfast (test visit)
03/04/2012: SS Nomadic

Enquiries: All general enquiries relating to the Titanic Ambassador Programme should be directed to titanic@belfastcity.gov.uk.

2. Community Talks

In addition to our Ambassador led events over 50 one-to-one meetings with community groups across the city have been held to help raise the profile of Titanic and its associated benefits.

3. Events

A wide range of local events have taken place across the city offering opportunities for all communities to get involved in Titanic activity. Events include:

Belmont Titanic Festival and Parade

We worked closely with the organisers of this event – Wandsworth Community Centre - to provide indoor themed Titanic exhibitions and delivered talks through our Titanic Ambassadors during 20 – 24 September.

Dr. Ballard

On 31 October children from three of our local community centres (Morton Community Centre, Avoniel Play Centre and Duncairn Community Centre) met Dr Robert Ballard, the oceanographer famed for discovering the wreck of Titanic. A range of photos can be viewed in our community outreach Flickr gallery at www.belfastcity.gov.uk/titanicquarter/titanicoutreach

Tug-of War

A titanic battle was fought at the Kennedy Centre in west Belfast on 7th February involving Northern Ireland's strongest men and 70 local school children.

The children from St Kevin's Primary School and Malvern Primary School took part in a 're-enactment' of the moment Titanic was moved into her dry dock for the final stages of her construction at the Kennedy Centre, Belfast.

Titanic Week Festival in Ulster Hall

During February the Ulster Hall played host to a number of Titanic themed events. Events taking place include:

Film screening – Titanic

Over 60 people attended a film screening of the 1943 Nazi propaganda in the Ulster Hall on Thursday 16 February and film historian, Mike Catto led a post screening discussion.

Ulster Orchestra - Titanic Journey

Friday 17 February, 7.45pm

Tickets: £8 - £22.

The Ulster Orchestra's associate composer Ian Wilson presents a new work inspired by Titanic and her sister ship Olympic.

Lunchtime lecture

Wednesday 29 February, Group Space 1pm to 2pm.

Running in association with PLACE, a panel of specialist speakers addressed issues associated with the regeneration of Titanic Quarter.

60 plus attended.

Photographic exhibition

Our 2012 Titanic centenary celebrations continue with a special photographic exhibition at the Ulster Hall. The free exhibition ran in the Group Space throughout February and featured pictures from photographer Christopher Heaney of H&W headquarters building and drawing offices, where Titanic and her sister ship Olympic were designed.

Tea Dance

600 people attended two Tea Dances in the Ulster Hall on 7 March 2012.

Titanic Tea Dances, Belfast City Council Community Centres

We have hosted a series of Titanic themed tea dances in our community centres during February and March. These dances were aimed at older people in the community and featured quizzes, Titanic talks and dancing as well as an opportunity to relive old memories and family stories about shipbuilding in Belfast.

- Ardoyne Community Centre – 22 March, 2pm to 4pm
- Concorde Community Centre – 9 March, 12pm to 4pm
- Dee Street Community Centre – 2 March, 2pm to 4pm
- Divis Community Centre – 29 February, 2pm to 4pm
- Donegall Pass Community Centre – 15 March, 2pm to 4pm
- Duncairn Community Centre – 15th February 2012, 1pm to 4pm
- Finaghy Community Centre – at Suffolk Community Centre
- Glen Road Community Centre – 29 February, 2pm to 5pm
- Hammer Community Centre – 14th March 2012, 1pm to 4pm
- Highfield Community Centre – at Hammer Community Centre
- Horn Drive Community Centre – 29th February 2012, 1pm to 4pm
- Inverary Community Centre - Tuesday 6th March 2012, 2pm to 5pm
- Knocknagoney Community Centre – 29th February 2012, 1pm to 4pm
- Ligoniel Community Centre – 20 March, 12pm to 4pm
- Markets Community Centre – 7 March, 2pm to 4pm
- Morton Community Centre – 1 March, 2pm to 4pm
- North Queen Street – 29 March, 1.30pm to 4pm
- Olympia Community Centre – 14 March, 2pm to 4pm
- Sandy Row Community Centre – 20 March, 2pm to 4.30pm
- Suffolk Community Centre – 21 March, 2pm to 4pm
- Whiterock Community Centre – 15 March, 1pm to 3pm
- Woodvale Community Centre – at Hammer Community Centre

Titanic Yardmen Cycle and Walk

We continue to work with East Belfast Partnership in delivery of the 2012 Yardman Cycle which aims to get 1000 people on their bikes along the Comber Greenway to Titanic Belfast on Sunday 1 April.

Titanic Fashion Show

We will host a Titanic Fashion Show in partnership with Belfast MET and the college design students on 24 May 2012. Over 150 students will be involved in the fashion show which will take place in the main gallery in Titanic Belfast.

Titanic Foundation and Children of Conflict

Titanic Foundation has partnered with the Children of Conflict International Conference to be held in Belfast on 26 – 28 March. With TFL sponsorship, Children of Conflict are now able to provide 40 half price places for delegates in the community and voluntary sector within Northern Ireland to attend the conference. The conference brings together world experts and showcases practical solutions to the problem of young people not in education, employment or training (NEETs).

4. Heritage Plaques (The Guarantee Group)

Council worked with Belfast Met Foundry and related facilities to design and manufacture nine high quality bronze plaques to commemorate those from the Harland and Wolff Guarantee Group who perished in the disaster and to recognise and celebrate the skills of each individual.

The plaques are currently being installed within tarmac footpaths across the City to commemorate members of Harland and Wolff Guarantee Group who sailed on Titanic on her maiden voyage.

5. Exhibitions Roadshow

Based on the work of RJ Welch, official Harland and Wolff photographer at the time of Titanic, the exhibition celebrates the building of the great ship from its inception to launch.

The outdoor exhibition has been located at various locations across the city including:

- Victoria Square
- Connswater Shopping Centre
- Kennedy Centre
- Park Centre
- Belfast City Hall

A smaller photographic exhibition has also toured different sites throughout Belfast including:

- Drawing Offices
- Strandtown Church
- Cityside Shopping Centre
- Spectrum Centre
- Belfast Royal Academy
- Dominican College
- Waterfront Hall
- Belfast City Hall

6. Titanic street art projects

We are working with community groups across the city to develop a series of street art installations. Titanic themed wall murals will transform the look and feel of currently unkempt areas that can be a target of vandalism and antisocial behaviour.

Castlereagh Street

Under the theme 'The Titanic and Titanic Quarter', local community groups are working with the appointed artist to transform the hoarding around a derelict site on Castlereagh Street.

Groups involved with this project are:

- East Belfast Alternatives
- Short Strand Community Centre
- Oasis
- Mountpottinger Presbyterian Church
- Charter NI
- Lower Castlereagh Street Residents

Colaite Fierste – Giant's Foot area off Falls Road

This art project has developed from ongoing council work in this area to tackle issues of antisocial behaviour and criminal damage through regeneration.

The large wall will feature two murals: one on an Olympic 2012 theme and one on a Titanic theme.

For the Titanic element of the project, local children will research the links between Titanic and the Irish community. As well as stylised images of the ship it is hoped that the final art piece will contain some stories about Irish Nationals and Irish language links to the great ship.

Mountjoy Street – Bellevue Street, Shankill

Temporary, lightweight aluminium panels will be securely fixed to the existing wire fencing at this site.

The aim of this project is to improve the look and feel of the area and encourage community pride in the Titanic and Belfast's industrial past.

The theme for the piece of work is: The Titanic and Titanic Quarter.

Groups involved with this project are:

- Shankill Historical Society
- Department for Social Development.

Donegall Road

Working with Sandy Row Community Forum, we are working to transform the gable end of their property by installing a Titanic Belfast themed mural.

The appointed artist will facilitate community workshops to deliver a high quality piece of community artwork. Due to the site's close proximity to an international youth hostel, the mural will focus on the Titanic and maritime related tourism opportunities.

Council officers will work closely with the artist and the local community to deliver a high quality project to inspire visitors staying at the youth hostel to visit Titanic Quarter.

The HUBB Community Resource Centre – Shore Road

Local historian Jim Campbell will work alongside the appointed artist, council staff and community groups to facilitate a number of historical art workshops focused on Titanic and other historical events such as the Dockers and Carters Strike of 1907.

The project aims to develop a community mural based on north Belfast's links to the shipyards and Titanic, while also developing a sense of pride amongst the contributing community groups in the history of their area and its industrial past.

Victoria Square

A Titanic Belfast themed canvas artwork was commissioned to dress a vacant retail unit on the Upper Ground level of Victoria Square.

7. Community and Schools Projects

As the Titanic theme has grown in momentum over recent months Council has been approached by a number of schools and community and youth organisations in developing Titanic themed projects across a wide range of areas. These include:

Malvern Primary School, Shankill Road

This project will give school children an opportunity to develop their ideas of Belfast in relation to the Titanic and its affiliated landmarks, statues, artefacts, memorabilia and modern Belfast public art attributed to the shipyard and the Titanic. The project will:

- Engage with year 6/7 Malvern Primary School, Shankill, approximately 24 pupils
- Create 4 groups of six pupils
- Plan a workshop day with pupils to deliver the background of the project
- Equip pupils with disposable cameras & project binders
- Pupils to be taken on a pre planned tour of the associated sites, City Hall and Shipyard
- Pupils to gather information through libraries, internet and inter generational sessions
- Each group to produce a project binder, a piece of art work, and a photo board with explanations

The project will conclude in April with a small exhibition of the pupils work throughout the project. The project will deliver the pupils view of how they see modern Belfast and how it tells the story both past and present of the Titanic.

Greater Village Regeneration Trust, Women's Project

Greater Village Regeneration Trust has been working with the Donegall Road Women's Group since September 2011. This work has involved the development of a weekly programme of activities that cover a wide range of personal and social development issues, for example fund-raising events for charity, Christmas crafts, excursions to shows in the Black Box and training from FASA on hidden harm from misuse of drugs and alcohol etc.

The Trust has worked with the women of the group to develop this programme, which we feel incorporates a range of tangible outputs / outcomes, while ensuring that other issues such as social interaction / removing fear of travelling outside the area for some of the women is also carefully addressed.

In the delivery of the programme we hope to achieve:

- 20 local women participating in an education programme over eight weeks
- Delivery of a programme that ties in with wider celebrations across the City in relation to the History of the Titanic in its centenary year
- Delivery of Visual Artwork (Tapestry), Historic Booklet and associated Launch

This project is important to GVRT as it provides a more sustained programme of capacity building for the women. The Trust sees this as an opportunity to work with the women to empower, educate and support them in ascertaining their position within the community and Belfast in a wider context.

Titanic Movie and Dinner Night, Sandy Row

We are supporting the Sandy Row Community Forum in delivery of a dinner evening and movie night at the Days Inn, Hope Street.

50 local people will be invited to the night on the 15th April 2012 to remember the 'fateful night' and all those affected by the tragedy. This project will link into other Titanic activities in the area, as well as other tourism projects, as the Council works pro-actively with Sandy Row community to promote Titanic and its tourism potential.

Titanic Foundation and Belfast Harbour's Junk Modelling Competition

Primary Schools in Northern Ireland were offered the opportunity to register for this competition and 90 schools have now registered their interest. The entry deadline was 27 January 2012 with winners being notified by 20 February. An awards presentation will be held in Belfast Harbour offices in 08 March 2012. The competition prizes are tickets to Titanic Belfast.

W5, BCC & TFL Titanic Time Travellers

Primary six and seven children from across Northern Ireland have taken part in an educational and fun programme to design a special comic telling the story of the 'Titanic Time Traveller', as part of the build up to the opening of the new Titanic Belfast tourist attraction.

The children attended comic book creation sessions at W5 during November – January and W5 is now finalising the artwork for the comic which will be launched with Andrews Memorial Primary School and invited guests in W5 on Friday 23 March.

An early evaluation report indicates:

- 2012 schools applied to participate on the programme – 46 from Belfast schools and 166 from non Belfast schools;
- 52 schools (1,999 pupils) participated - 26 from Belfast and 26 from areas outside of Belfast;
- 100% of respondents agreed the comic book creation sessions gave pupils a greater insight into the Titanic story;

- 87% of teachers thought their pupils enjoyed the creative story sessions; and
- 98.6% of teachers agreed the project raised awareness of Titanic Belfast;

To date there have been 33 press clippings and 748,871 opportunities to see the Titanic Time Traveller message with more to follow after the launch of the completed comic later this month.

8. Titanic Tales

We worked with Belfast Titanic Society to produce a collection of short, real stories about RMS Titanic helping to highlight its very personal connection with all communities of Belfast.

Stories relate to the people of Belfast who built and sailed on her and will cover the themes of education, workplace, homes, diet, clothing, daily life, sport, leisure, the H&W Guarantee Group and local myths and legends and can be viewed online at www.belfastcity.gov.uk/titanicquarter/titanictales or in the monthly Titanic Community News ezine.

9. Titanic Summer Schemes Exhibition

During the summer, Council, Titanic Foundation and Play Resource collaborated on an innovative Titanic themed art project delivered to over 500 children and young people who attended council run summer schemes throughout the city. Through the medium of art, Belfast's young citizens learned more about Titanic Belfast and the world class visitor attraction. Local community artists worked alongside 23 summer schemes and encouraged the participants to be creative thinkers, sparking imaginations which produced a variety of drawings and models that reflected the Titanic story past, present and future.

To celebrate this work, children and volunteers, along with invited councillors and representatives of partner organisations took part in a celebratory event in City Hall on Wednesday 28 September. It is hoped the exhibition will feature in Titanic Belfast after its opening in March 2012.

10. Study visits for Members and Ambassadors

Members and officers - including Titanic Ambassadors (volunteer employees from throughout the council and partner organisations) - took part in a number of onsite hard hat guided tours of Titanic Belfast during August and September. These tours provided insight into the scale of work on site and background information on the various galleries that will form the visitor attraction.

11. Marketing and Communications

Community Engagement Film

We are currently producing a short film to capture the positive impact of our community engagement and outreach activities. The final product will be available to view in June and will combine live footage and high resolution still photographs from key events as well as interviews with 'talking heads' who will demonstrate the importance of effective community engagement and the significance of engaging with all sections of society.

Two versions of the film will be produced (a 10 – 12 minute version and a 3 – 4 minute version) to help capture the impact of our work.

Titanic Quarter Access Leaflet

A 'How to get to Titanic Quarter' leaflet was designed and distributed to all community centres across the city and is available to download from www.belfastcity.gov.uk/titanicquarter/access

Live Site Big Screen

Images showing coverage of Titanic related news and community information events have been displayed on the Big Screen in the grounds of City Hall.

Special Titanic Publication

A souvenir Titanic publication was produced in-house and distributed to households throughout Belfast from Monday 27 February.

The 36 page publication falls into two parts:

- providing information on Belfast of the early 1900s, the shipyard, the Titanic build and voyage; and
- information on all 2012 activity throughout Northern Ireland, details of the new Titanic Belfast building, information on community involvement with the project, children's involvement through a 'Titanic thinkers' slot and interview questions from Project manager Noel Molloy, a piece written by BBC journalist Mike McKimm on his dive to the Titanic wreck site and an interview with local actor Gerard McCarthy.

Titanic Community News Ezine

We have produced a monthly Titanic Community News ezine since October 2011 to help disseminate information relating to job vacancies in the quarter, upcoming Titanic events and all community engagement activities amongst local citizens.

Articles in the most recent edition included:

- Current job vacancies
- Titanic events in February
- Titanic 2012 Festival
- Titanic partners – Titanic Society, including Una Reilly's MBE
- Titanic tales
- Competition to win tickets to the Titanic Boys play in the Opera House
- How to buy your Titanic Belfast tickets on-line
- Community outreach
- Titanic publication (trailer)

You can sign up to receive all future editions of the ezine at www.belfastcity.gov.uk/titanicezine

Web and social media

The Titanic section of council's website (www.belfastcity.gov.uk/titanicquarter) continues to grow with 'Titanic' frequently being the most searched for term on the Belfast City Council website.

We continue to utilise all council social media accounts to promote various events, initiatives and updates to the site.

City Matters

Our City Matters magazine is regularly utilised to feature information relating to the regeneration of Titanic Quarter, Titanic Belfast and our community engagement activities. A recent edition included:

- an overview of the new visitor attraction, highlighting the opening date;
- a map and access information for Titanic Quarter;
- details of Titanic events running at the Ulster Hall throughout February;;
- information on booking a Titanic Ambassadors talk; and
- Titanic Quarter and Titanic facts.

Work is now underway for the April – June edition. Within this edition we will feature:

- an overview of the community engagement activity happening throughout the city, focusing on:
 - art hoarding projects;
 - tug of war at Kennedy Centre;
 - city wide community tea dances; and
 - BMET's fashion show in May 2012.
- information on the recently launched extension to the Comber Greenway which offers eased access to Titanic Quarter from east Belfast; and
- an article on the soon to be launched Titanic heritage plaques focusing on the Guarantee Group.

Media coverage

Recent Titanic related media coverage has included:

- opening of new cycle route from Comber Greenway to Titanic Quarter;
- community 'Tug-of-war' event at Kennedy Centre;
- tea dance at Duncairn Community Centre;
- launch of Titanic publication.