



<b>Subject:</b>	Tourism Delivery Plan Update
<b>Date:</b>	11 May 2016
<b>Reporting Officer:</b>	Donal Durkan, Director of Development, ext 3470
<b>Contact Officer:</b>	Brian Johnston, Tourism, Culture, Arts and Heritage Manager

<b>Is this report restricted?</b>	Yes	<input type="checkbox"/>	No	<input checked="" type="checkbox"/>
<b>Is the decision eligible for Call-in?</b>	Yes	<input checked="" type="checkbox"/>	No	<input type="checkbox"/>

<b>1.0</b>	<b>Purpose of Report</b>
1.1	The purpose of this report is to update Members on progress against the 2015-16 tourism delivery plan and to seek Members' approval for the actions contained within the 2016-17 draft tourism delivery plan.
<b>2.0</b>	<b>Recommendations</b>
2.1	Members are asked to: <ul style="list-style-type: none"><li>- Note the detail of the 2015-16 delivery plan as outlined in Appendix 1</li><li>- Consider the draft 2016-17 draft tourism delivery plan and endorse delivery of the actions as outlined in Appendix 2</li><li>- Approve the delivery plan and associated budgets as identified in Appendix 2</li></ul>
<b>3.0</b>	<b>Main report</b>
3.1	<u>Key Issues</u> The Integrated Tourism Strategy was approved by the Strategic Policy and Resources Committee in May 2015.
3.2	The strategy was developed in tandem with the City Centre Regeneration Strategy and Investment Plan and the proposals are aligned to support the future development,

	economic growth and profile of the city.
3.3	During year 1 of the Integrated Tourism Strategy there was delivery across a number of work streams as outlined in Appendix 1. The partnership continues to develop between the key public agencies involved in tourism in the City (Belfast City Council, Visit Belfast, Tourism NI and Tourism Ireland) and, where possible, greater alignment of resources has occurred in order to deliver on the ambition of doubling the value of tourism.
3.4	The development of partnerships with the public and private sectors will be fundamentally important for Belfast City and will be a key pillar in delivering the targeted doubling of the value of tourism by 2020. Resources will need to be fully aligned behind the Belfast Integrated Tourism Strategy and to this end we will develop an MOU between the key agencies to ensure that this is achieved.
3.5	Belfast City Council will provide a leadership role in this respect and will facilitate partnerships between the public sector bodies in particular involved with tourism in the City. We will fully engage in the development of the new tourism strategy for Northern Ireland currently being led by DETI ensuring that Belfast is adequately represented within this. This will be important in ensuring that the tourism priorities for Belfast are fully considered in the next round of the Programme for Government, to include the new Cultural Hub.
3.6	Visit Belfast will facilitate active engagement with the private sector ensuring they have an influence on tourism activity and policy going forward. A number of industry events have taken place in recent times with more scheduled throughout the year. The private sector will have a key role to play in helping shape and deliver future tourism growth.
3.7	Tourism Northern Ireland will continue to be key partners in the City and will spend £1m promoting Northern Ireland in the Republic of Ireland during 2016-17. Tourism Northern Ireland working alongside Food NI will roll out Year of Food activity during 2016 and will deliver an events programme and series of other funding opportunities. Belfast City Council will work closely with Tourism NI to ensure Belfast secures maximum return from this activity.
3.8	Tourism Ireland will provide the lead on the International stage with offices in 23 locations across the world and a significant spend on promoting Ireland and the Northern Ireland

	<p>message within this. Belfast City Council officials have worked closely with Tourism Ireland during 2015-16 to ensure that the new place positioning proposition being developed for the City will be a key message in all Tourism Ireland activity. This will provide significant and consistent International messaging for Belfast City during 2016-17. We will seek to ensure this continues in the future.</p> <p>3.9 The action plan for the coming year includes a range of priority projects such as:</p> <ul style="list-style-type: none"> <li>– Supporting Business Tourism growth, focusing on the Belfast Waterfront</li> <li>– Development &amp; refinement of a tourism brand proposition, as part of a wider city positioning piece, to be adopted by key tourism stakeholders in the City.</li> <li>– Development of a new tourism research framework and agreement by all parties on the baseline and methodology</li> <li>– Delivery of the Year of Food Belfast action plan</li> <li>– Identification of key skills development challenges on the basis of research soon to be presented by the Department for the Economy and collaboration with partners to address these issues, in the context of the Councils employability and skills support initiatives</li> <li>– Continued focus on supporting additional hotel capacity in the city</li> <li>– Development of new tourism product that is authentic to Belfast in order to continually refresh the offer and maximise tourist spend.</li> </ul> <p>3.10 <u>Financial &amp; Resource Implications</u> Activities identified will be resourced from the agreed Departmental budget allocations for the current financial year. Individual project allocations are outlined as per appendix 2.</p> <p>3.11 <u>Equality or Good Relations Implications</u> The Tourism Strategy was screened out and any major projects will be taken forward in consultation with the Council's equality and diversity officer.</p>
<b>4.0</b>	<b>Appendices – Documents Attached</b>
4.1	<p>Appendix 1: Update on 2015-16 tourism delivery plan.</p> <p>Appendix 2: Draft 2016-17 tourism delivery plan.</p>