

Belfast Stories Workplan 2025/26

ENGAGEMENT, COMUNICATIONS AND STORIES DEVELOPMENT

Reference Documents

| Engagement (including public consultations) | Communications | Stories programme and development |
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| <ul style="list-style-type: none"> - Public consultation 2022 documents: <ul style="list-style-type: none"> o Public consultation document 2022 o Equality Impact assessment (EQIA) and Rural Needs Impact Assessment 2022 o Public Consultation Report 2022/23 o EQIA decision report 2024/25 - Engagement and communications strategy 2024 - Draft Engagement Plan from interpretive masterplan team 2024 - Public consultation 2024/25 document: <ul style="list-style-type: none"> o Public Consultation document 2024/25 o Equality Impact assessment (EQIA) and Rural Needs Impact Assessment 2024/25 o Public Consultation Report 2024/25 o EQIA decision report 2024/25 | <ul style="list-style-type: none"> - Communications Strategy 2024 - Key messaging 2023/24 - Belfast Stories partners toolkit 2024 - Issues management document 2025 | <ul style="list-style-type: none"> - Story Collection Framework 2021/22 - Stories Audit 2023 - Stories Pilot Programme 2024 - Interpretive masterplan 2024 - Experience concept design 2025 - Ethical Framework (RAA) 2025 |

Key Activities – July 2025 – March 2026

Detailed action plans to be developed that respond to:

- Public Consultation Findings
- Draft Ethical Framework
- RIBA stage 2 – Final Concept Designs

| Engagement | Complete by |
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| Host programme of public tours of Bank of Ireland and site | Ongoing (May 2025 +) |
| Continue and commence planned creative engagement/ stories-based pilots with neighbouring communities in Carrickhill and Lower Shankill | Ongoing (February 2025 +) |
| Host Stories Network #4 to share public consultation findings and initial actions Schedule 1 to 1 follow up meetings | July 2025 |
| Engage with local businesses to outline timeline and planned activity on the site | July / August 2025 |
| Appoint engagement partner (quotation) to focus on engagement with S75 and manage groups such as the equality consultative forum and proposed young people forum | August 2025 |
| Participate in European Heritage Open Days | September 2025 |
| Review and update stakeholder mapping | September 2025 |
| Develop structured & long-term engagement plan to 2030 with key stakeholders and groups incl. S75 groups | September 2025 |
| Review structures and implement recommendations from the 2024/25 public consultation feedback i.e. Stories Network, Equality Consultative Forum, young people forum, statutory partner engagement | September 2025 |
| Map out and deliver ongoing engagement with city stakeholders through established Council structures | September 2025 onwards |
| Deliver a third public consultation as part of the planning process | October 2025 – December 2025 |
| Deliver key programmes and partnerships agreed in long term engagement plan | October 2025 – March 2026 |

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| Develop and implement a plan for ambassadors and project champions moving forward | December 2025 |
| Complete an update to the equality screening as part of planning consultation | December 2025 |
| Agree priorities for next phase of consumer testing and map out against design development and business modelling | February 2026 |
| Communications | Complete by |
| Publicly share findings and report from Public Consultation 2024/25 (<i>following Committee Approval</i>) | July 2025 |
| Social media – repost dates for public tours of the Bank of Ireland building and surrounding site | July 2025 |
| Social media – European Heritage Open Day (EHOD) activity promotion and digital assets development | August 2025 |
| Issues management (<i>site investigations begin late 2025</i>) | August 2025 |
| Review of marketing and communications to promote key messages going forward including in plain, accessible and augmented formats | October 2025 |
| Manage and media scan re new concept designs shared publicly as part of planning consultation | October 2025 |
| Consultation launch (<i>RIBA Stage 3 planning consultation - planning and design</i>) | October 2025 |
| Launch of stories gathering programmes and pilots | October 2025 |
| Social media – consultation activities | November 2025 |
| Develop branding brief and strategy to be taken forward following Contract for Funding | January 2026 |
| Develop long-term marketing plans with critical path working with Tourism Ireland, Tourism NI and Visit Belfast | March 2026 |
| Stories Programme and Development | Complete by |
| Stories development plan presented to SP&R to set out: <ul style="list-style-type: none"> - Updated Ethical Framework - Stories Panel Terms of Reference - Relationship with Council’s heritage development and neighbourhood tourism programmes - Strategic Partners - Criteria for support for partner projects - Direct delivery – story gathering including: <ul style="list-style-type: none"> o Story sharing sessions – format-based o Story sharing sessions – partner-based | September 2025 |

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| <ul style="list-style-type: none"> ○ Digital story sharing campaign ○ Co-curation pilot (to interrogate time-space) | |
| Set up Stories Panel | October 2025 |
| Develop and implement Partnership Agreement with NI Screen | September 2025 |
| Deliver Stories development plan | Oct 25 – March 26 |
| Complete Phase 3 of Augment the City | January 2026 |
| Develop and implement volunteering plan | January 2026 |
| Pilot creative commissioning approaches including: <ul style="list-style-type: none"> - Local artist advisor group workshops - Pilot commissioning cycle (trial / open call) - Pilot pitching window (temporary / long term) - Belfast Stories artist in residence programme | February 2026 |
| Deliver project to test how Belfast Stories infrastructure and assets could act as a hub for communities – tools for togetherness pilot | March 2026 |
| Deliver project on relationship between climate resilience and stories | March 2026 |
| Develop specification for digital ‘stories engine’ and appoint software developer/contractor | March 2026 |
| Agree commissioning model and curatorial guidelines | March 2026 |