

BELFAST STORIES

Public Consultation

BELFAST CITY COUNCIL

The story so far...



A Public Space

A Visitor Attraction

A Creative Hub

Three things as one



WE BELIEVE

What's the idea behind Belfast Stories?

The story of Belfast is complex. As a city that has seen its fair share of challenges, some of our stories will be born out of conflict. Difficult to tell for sure, but we want to do it in a way that openly acknowledges the fragmented nature of this place and explores its identities. Identities that as well as being sometimes contentious, are also intricately connected. And beyond that lies an ocean of memories, notions, thoughts and dreams that are all linked to the fabric and the feeling of Belfast.

Belfast Stories will be a building to show the world how much we value our city, our people and their Belfast stories. A place that helps orientate visitors, where city lines become story lines as we send people out to explore our communities.

This will be the story of the city in the richest possible detail told by those who know it best.



GOOD FOR YOU

Why is Belfast Stories of benefit?

1. Better together

Quality **public space** to enjoy and explore, where they will recognise themselves, their heritage and their sense of community. **Belfast Stories will bring people together.**

2. Welcoming all

A new **visitor attraction** that helps people orientate themselves and better understand the city they have come to see and experience. **Belfast Stories will enhance the city's reputation as a visitor destination.**

3. Inspiring creativity

A **creative hub** in which to meet, learn and collaborate enabling people **of all ages and background to become involved** in one of the fastest developing sectors of the economy.



Benefits in numbers

£100m investment in worldclass attraction

Estimated £15m GVA (Gross Value Added)

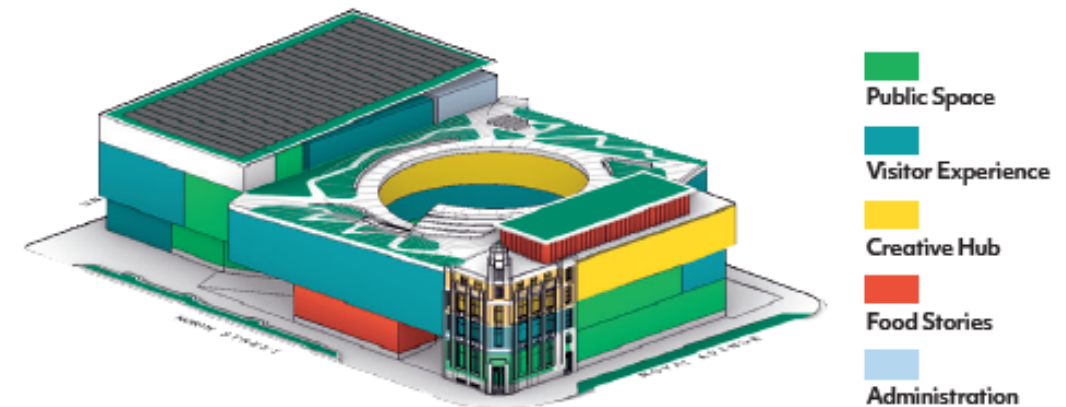
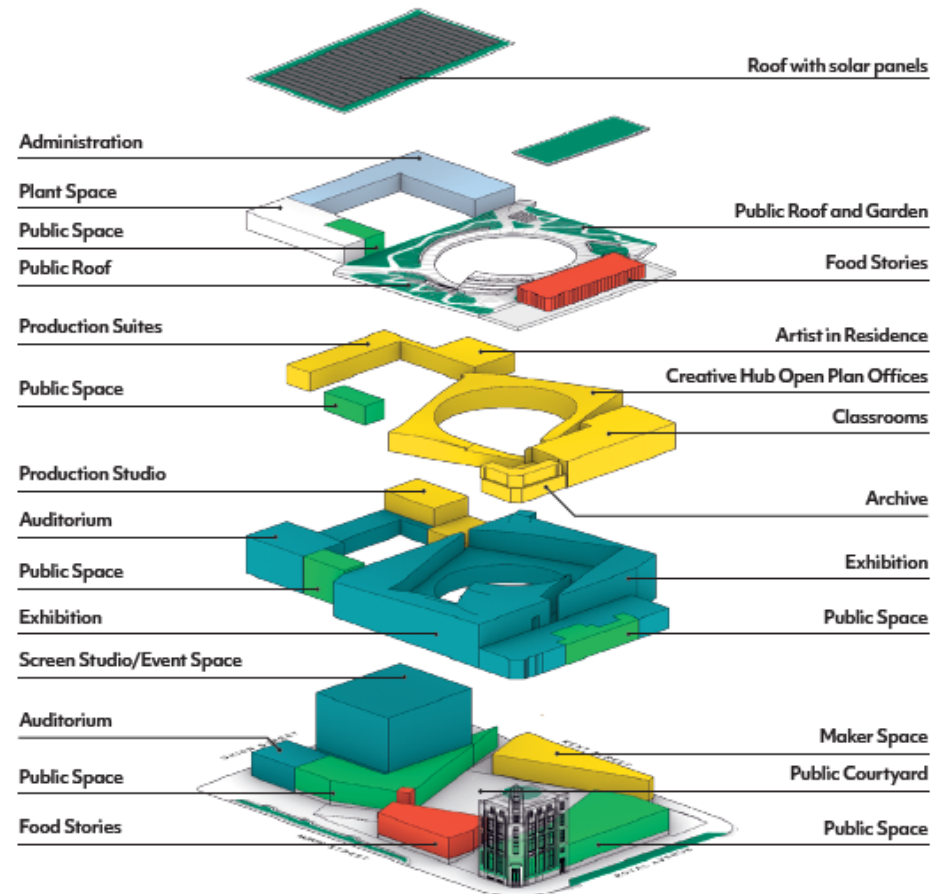
700,000 visitors per year anticipated

Potential to create **1200 jobs** including construction

Ambitions to become a **net zero exemplar** for the city

SEEING IS BELIEVING

What might be in Belfast Stories?

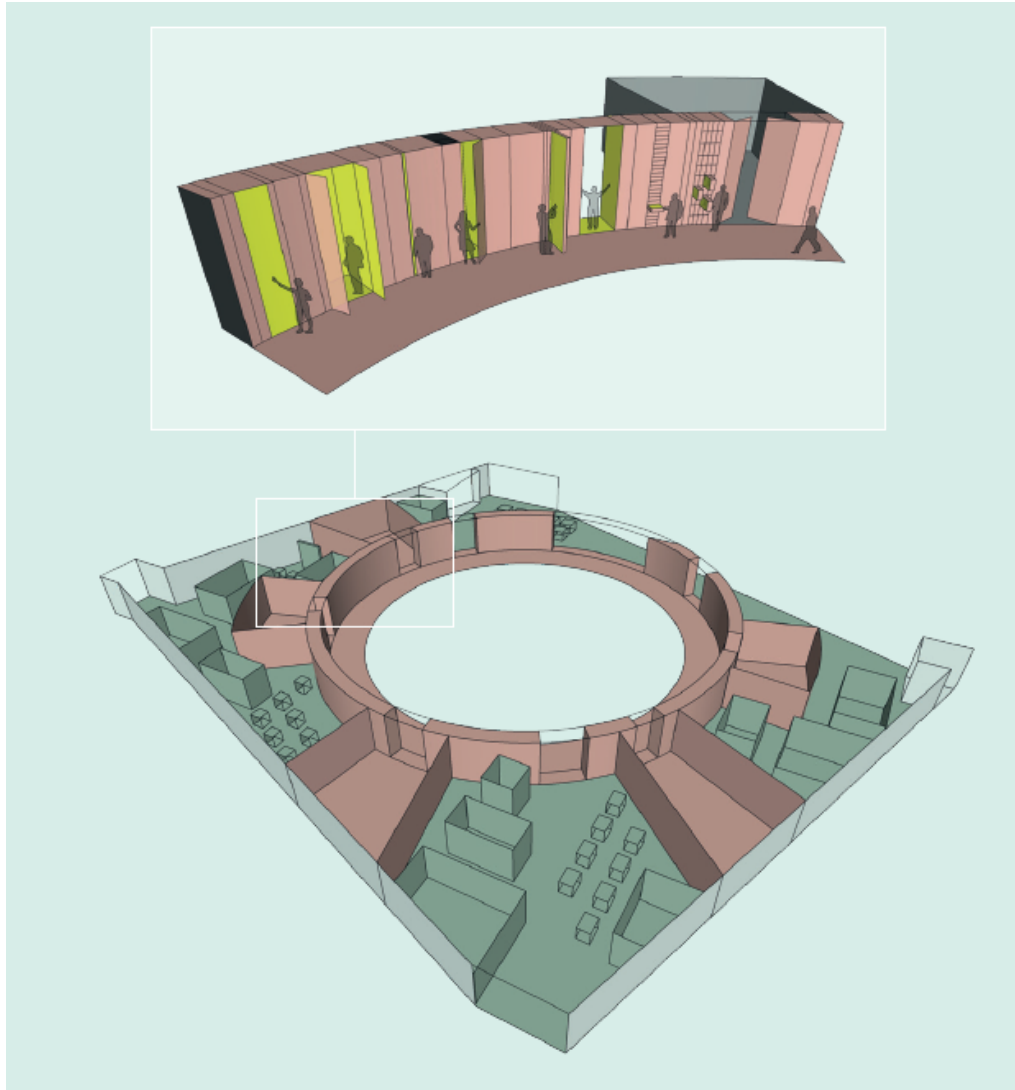


19
November
2024
— 23
February
2025
BELFAST
STORIES



SEEING IS BELIEVING

What would we do there?



TIME
AND
SPACE

19
November
2024
— 23
February
2025
BELFAST
STORIES

SEEING IS BELIEVING

What would we do there?

19
November
2024
— 23
February
2025

BELFAST
STORIES



STORIES
ENGINE



HELLO IT'S ME

How can we be sure Belfast Stories represents

everyone?

Inclusive growth

- **Needs assessment** - use the evidence to consult with the community
- Develop a data informed response to how will we ensure local people **can benefit** from the
- economic success at each project stage, **setting the direction** for the project.

Equality

- Consultative forum
- Ongoing engagement

Sustainability

- Ambition to be a **net zero exemplar** for the city



BEING REAL

How can I let Belfast Stories know what I think?

The purpose of this second public consultation is to:

- Continue to promote the project, raise awareness and gain buy-in
- Make sure that Belfast Stories is for everyone – including completion of an equality impact assessment and a rural needs impact assessment
- Gain feedback on current design thinking and plans, and for what we hear and learn to inform the next phase of the project

The primary focus will be:

- The overarching concept
- The facilities mix
- The visitor experience including the Interpretive (stories) Masterplan

and visitor journeys



In 2022 Belfast Stories recorded:

2,755 visits and **2,495** unique visitors to Belfast Stories online consultation hub

234 unique visitors viewed or downloaded the consultation documents and videos

149 responses to online survey and polls

65 consultation workshops

1,148 participants engaged through consultation workshops and events

BEING REAL

How can I let Belfast Stories know what I think?

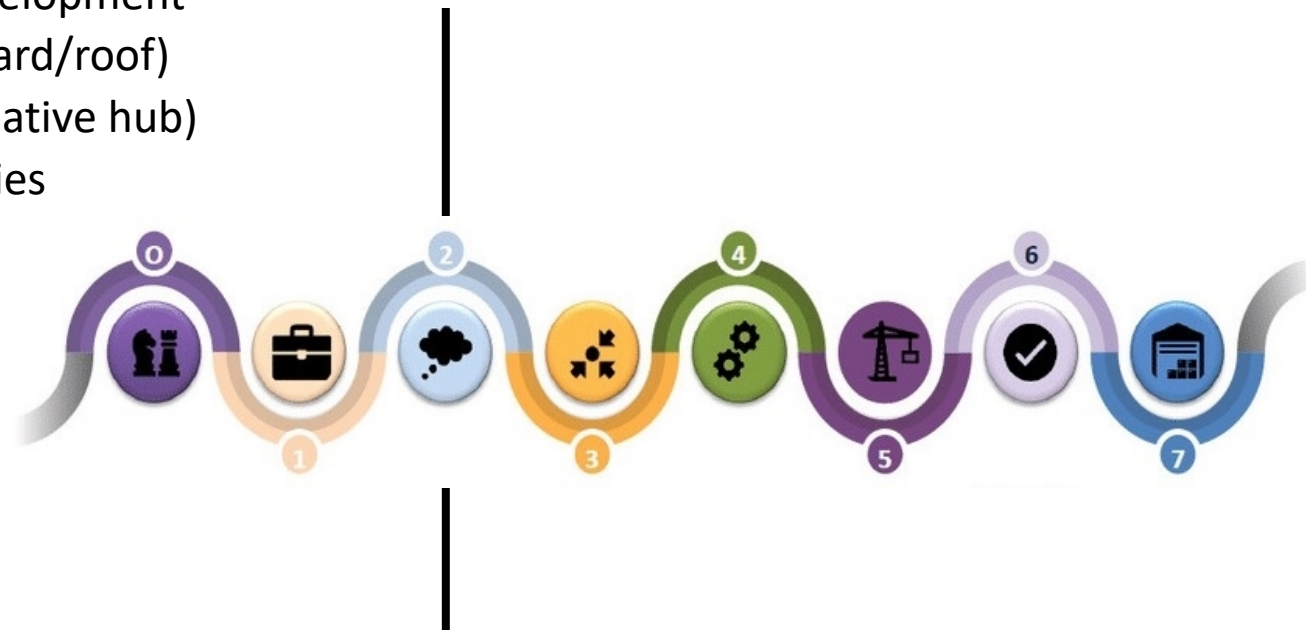
The consultation activity and materials will be developed around **5 key areas** or project ambitions.

- Be somewhere that Belfast people are proud of (something new)
- Regenerate our city centre and support our city's development
- Provide open outdoor space, accessible to all (courtyard/roof)
- Provide facilities, activities, events, programming (creative hub)
- Be a trusted storyteller - gathering & presenting stories

Alongside this there will be:

- Local engagement with **tourism providers**
e.g. food and drink, community tourism
- International **consumer testing** facilitated by Tourism NI as part of BRCD

19
November
2024
— 23
February
2025
**BELFAST
STORIES**



We are here

BEING REAL

How can I let Belfast Stories know what I think?

Materials



Additional Collateral

- Touring Exhibition
- Building models



BEING REAL

How can I let Belfast Stories know what I think?

Deep dive events
with local
communities -
vicinity

Creative projects
including Belfast
2024, Our Stories
Festival 21-24
November

Targeted events for
priority groups and
Section 75 - EQIA

Community
stakeholder events
with local partners

Partnership
sessions with
strategic partners
e.g. CoC, NITA,
RSUA

Pop up hubs in city
centre and
neighbourhoods e.g.
2RA & St George's

General Public
events and activities

Your Say – Online
consultation hub

Political
Engagement

Northern Bridge
Research Project
focusing on young
people 14-18 years

