



Subject:	Update on Draft response for DfE Tourism Strategy Consultation
Date:	6 th December 2023
Reporting Officer:	John Greer, Director of Economic Development
Contact Officer:	Lesley-Ann O'Donnell, Senior Manager Culture, Tourism & Events

Restricted Reports

Is this report restricted? Yes No

Please indicate the description, as listed in Schedule 6, of the exempt information by virtue of which the council has deemed this report restricted.

Insert number

1. Information relating to any individual
2. Information likely to reveal the identity of an individual
3. Information relating to the financial or business affairs of any particular person (including the council holding that information)
4. Information in connection with any labour relations matter
5. Information in relation to which a claim to legal professional privilege could be maintained
6. Information showing that the council proposes to (a) to give a notice imposing restrictions on a person; or (b) to make an order or direction
7. Information on any action in relation to the prevention, investigation, or prosecution of crime

If Yes, when will the report become unrestricted?

After Committee Decision	<input type="checkbox"/>
After Council Decision	<input type="checkbox"/>
Sometime in the future	<input type="checkbox"/>
Never	<input type="checkbox"/>

Call-in

Is the decision eligible for Call-in? Yes No

1.0	Purpose of Report/Summary of Main Issues
1.1	
2.0	Recommendation
2.1	Members are asked to: Note the contents of report and agree the draft response to the consultation laid out in Appendix 1
3.0	Main Report
3.1	Members will be aware that the Department for the Economy (DfE) opened consultation on their Draft Tourism Strategy for Northern Ireland on the 6 th November the consultation period will close on the 12 th January 2024
3.2	The draft Tourism Strategy for Northern Ireland is a 10 year plan that sets out DfEs vision and mission for the growth of the tourism sector in Northern Ireland over the next decade. It seeks to help position the region internationally as an attractive place to visit, making visitors feel welcome while at the same time helping to make the lives better of all of our citizens. It seeks to deliver on the objectives of 10x by generating economic growth that is sustainable, inclusive and innovative.
3.3	Since the publication of the 10x strategy the Department has been working to consider how the practical implementation of overarching objectives set out in the 10X Economic Vision is to be achieved. It has issued a number of related documents such as the Skills Strategy (Skills for a 10X Economy) and has been working on appropriate metrics to track progress. The Tourism Strategy is a continuation of this delivery and remains aligned to the proposal of DfE investment to be aligned with activity that supports the 10x ambition
3.4	<p>The draft Tourism Strategy is premised on five themes and seeks to strive for a new and ambitious growth trajectory that is:</p> <ul style="list-style-type: none"> • Innovative and uses our creative skills • Inclusive by bringing opportunities for all • Sustainable for generations • Attractive to visitors and investors • Collaborative to deliver a shared vision <p>The document identifies the key challenges and opportunities for growth.</p>
3.5	The Department now wants all interested parties to consider the draft proposals for growth in the tourism sector. And sees this as an opportunity to help shape the final strategy and next steps.
3.6	A summary of the five questions posed and draft responses to each of these have been collated and are attached in Appendix 1. Members are asked to review the draft responses and confirm their agreement that this can be submitted to DfE as the Belfast City Council response to the consultation or to raise any other matters that they wish to incorporate.
3.7	From the perspective of Belfast City Council, the fact that the regional government department with responsibility for economic growth has identified the role that Tourism plays as an economic driver that can deliver for visitors and citizens alike is welcome. As a result, the tone of the draft response is to recognise and support the need for an innovative and collaborative tourism strategy and sector. However the response also suggests that there is a more effective mechanism for achieving this, namely to utilise the data, insights and structures that already exist at local level and to identify greater opportunities for

<p>3.8</p> <p>3.9</p>	<p>collaborative working that takes cognisance of cross cutting objectives and shared resources that focus efforts and facilitate effective delivery.</p> <p><u>Financial and Resource Implications</u></p> <p>No specific financial or resource implications.</p> <p><u>Equality or Good Relations Implications/Rural Needs Assessment</u></p> <p>The Department have conducted and published their EQIA as part of the consultation process.</p>
<p>4.0</p>	<p>Appendices - Documents Attached</p> <p>Appendix 1 – Draft Belfast City Council Response to Consultation Members should note that there is a 1,000 character limit on responses</p> <p>Appendix 2 – Draft DfE Tourism Strategy for Northern Ireland – 10 year plan</p>