



Subject:	Destination Hub, Outline Business Case
Date:	9 May 2018
Reporting Officer:	Nuala Gallagher – Director of City Centre Development
Contact Officer:	James Collier – Development Manager

Restricted Reports	
Is this report restricted?	Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>
If Yes, when will the report become unrestricted?	
After Committee Decision	<input type="checkbox"/>
After Council Decision	<input type="checkbox"/>
Some time in the future	<input type="checkbox"/>
Never	<input type="checkbox"/>

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

1.0	Purpose of Report or Summary of main Issues
1.1	Members will be aware that feasibility work is ongoing on a major cultural and visitor destination in the city centre. Belfast City Council in partnership with Tourism NI have commissioned Deloitte together with CHL Consulting to take this work forward. The outputs will include: <ul style="list-style-type: none">– Emerging Concept– Governance and Organisational Structure– Outline Business Case
1.2	The Committee is asked to consider a request for consultants from the project team to attend a future meeting of the City Growth and Regeneration Committee to present an update to Members on the work undertaken to date and the emerging findings and recommendations.

2.0	Recommendations
2.1	<p>The Committee is asked to:</p> <ul style="list-style-type: none"> – Agree to receive a presentation from the consultants undertaking the outline business case on a new visitor destination at the next committee meeting. – Note that a future report will be taken to Committee upon completion of this work.
3.0	Main report
3.1	<p>In September 2015, Belfast City Council published the Belfast City Centre and Regeneration Strategy. This Strategy recommended that serious consideration should be given to developing an international visitor destination in the city centre to complement Titanic Belfast. Early feasibility work was conducted culminating in the completion of a Strategic Outline Case (SOC) in June 2016 that endorsed this goal.</p>
3.2	<p>The SOC indicated that a visitor destination that can be an attractor of people and investment, has the potential to make a real and lasting impact through increasing footfall in the city centre, increasing tourist dwell time, improving connectivity and supporting retail, food and beverage including daytime and evening economy. It will also be a catalyst for supporting neighbourhood tourism.</p>
3.3	<p>This project aims to deliver an exciting, engaging and accessible world-class facility that integrates with existing assets and organisations and builds on the growing visitor economy. It should create opportunities for new jobs and skills development, as well as be aligned and add to the wider visitor offer across Belfast. It will provide both local and international visitors with an outstanding visitor experience and the opportunity to engage with our rich cultural heritage. This addition to the tourism offer will encourage people to stay longer, increase the dwell time and spend more in the local economy.</p>
3.4	<p>Belfast City Council in partnership with Tourism NI commissioned a consultant team to take forward the recommendations from the SOC of 2016 to progress and conclude a number of workstreams in order to take the delivery of a new city centre visitor destination to the next stage. These workstreams and associated outputs are set out below.</p>
3.5	<p>Output A: Outline Business Case</p> <p>The Outline Business Case will be compliant with the Northern Ireland Guide to Expenditure Appraisal and Evaluation.</p>

<p>3.6</p> <p>3.7</p> <p>3.8</p> <p>3.9</p> <p>3.10</p> <p>3.11</p>	<p>Output B: Governance, structure and organisational design</p> <p>This will include assessment and identification of the optimal structures for the delivery of a new visitor destination to include governance during procurement, delivery and the ultimate ownership and operation of the facility.</p> <p>Output C: Concept development</p> <p>This will include a review of previous feasibility work and further consideration of the key components of the visitor destination including recommendations on how any investment could support the wider development of the creative and cultural sectors in Belfast. Therefore consideration is being given to the activity currently being delivered by various stakeholders and how a new visitor destination could:</p> <ul style="list-style-type: none"> - help to foster city, regional and international collaborations; - provide a facility of the scale and quality to enable audience development; - help to address skills and employability gaps identified in these sectors. <p>Progress against these outputs will be provided as part of the presentation to Committee.</p> <p>Early discussions around the concept are considering the Belfast Stories experience, a gallery space of 'all island' scale, a film centre and an animated flexible outdoor space. It is anticipated that this will be one of the City Deal projects.</p> <p><u>Financial & Resource Implications</u></p> <p>Costs associated with the outline business case are included in departmental budgets with partnership funding from Tourism NI.</p> <p><u>Equality or Good Relations Implications</u></p> <p>There are no equality or good relations implications.</p>
<p>4.0</p>	<p>Appendices – Documents Attached</p>
	<p>None</p>