



Belifirst!

**Place and Economy Department
Economic Division
Appendix 2
Tourism and Events Update
2022/23 Priorities**

Culture and Events 2022/23 Priorities

Project Name	Project Description	Actions/ Targets	Timeline	Budget
Neighbourhood Tourism				
Investment Programme – local tourism	<p><i>Make Yourself at Home</i> commits to developing product development and infrastructure funds specifically designed to support local tourism.</p> <p>A detailed report will be brought back to Committee setting out proposed process, timeframe and criteria. Initial work has indicated that this programme will have multiple strands recognising that one size does not fit all. It will also include capacity building for those areas of the city or organisations that are at an earlier stage of development in terms of readiness for investment.</p>	Launch of programme Q2.	<p>April 2022 – March 2023</p> <p>Committee report: June 2022</p>	TBC – subject to further Committee update
City Connections	<p>Ongoing partnership model between Fáilte Feirste and Eastside Partnership to deliver a programme of work that supports development of local tourism products and citywide connections.</p> <ul style="list-style-type: none"> • Complete market research. • Support for local businesses through joint initiatives. • Support for delivery partners 	<p>Research completed.</p> <p>2 collaborative projects delivered.</p>	April 2022 – June 2022.	£25,000
Ambassadors Programme	<p><i>Make Yourself at Home</i> commits to building capacity at a local level including a Tourism Futures programme to invest in a new generation of leaders. This programme will be scoped with proposed process and criteria brought back to Committee for approval.</p>	20 individuals supported to compete programme.	<p>April 2022 – March 2023</p> <p>Committee report: June 2022</p>	TBC – subject to further Committee update

Tourism and Events 2022/23 Priorities continued

Project Name	Project Description	Actions/ Targets	Timeline	Budget
Research and Development				
Developing Council's assets	<i>Make Yourself at Home</i> identifies the need for Council to utilise existing assets across the city to drive the visitor experience. Council's own assets should reflect the priorities of the plan in terms of quality and sustainability. It is proposed that an audit takes place of Council's existing tourism assets with assessment of which assets are best placed to complete a development programme with accompanying long-term plans including phase 1 actions.	Up to 6 development plans for Council owned assets.	April 2022 – March 2023	£80,000
Ticketing Platform and Visitor Pass	Previous work has indicated the lack of digital infrastructure to support visitor servicing in the city. The potential for a centralised ticketing platform and visitor pass similar to what operates in other cities will be assessed.	Feasibility with preferred option identified.	April 2022 – March 2023	£27,800
Accessible Tourism	The new tourism plan identifies the need for a accessible tourism programme to deliver training, skills and capacity building to the tourism sector to improve the accessibility of Belfast's current tourism offer.	Completion of programme by 50 businesses/ organisations in year one.	April 2022 – March 2023	£30,000
Food Tourism	Food tourism is identified as one of the city's unique selling points including the promotion of local/ regional produce. This sector has been impacted by the pandemic. It is proposed that Council deliver a tailored programme of support that positions food as part of destination promotion year round as well as uplifting authentic food offer as part of the events and festivals offer.	Food programme introduced to all City Events. Engagement with businesses. Review of marketing.	April 2022 – March 2023	£30,000

Tourism and Events 2022/23 Priorities continued

Project Name	Project Description	Actions/ Targets	Timeline	Budget
Positioning Belfast				
Belfast Stories - citywide	<p>Implementation of stories based approach to city marketing and positioning that highlights diversity of city's tourism offer.</p> <p>Working with Visit Belfast, Tourism NI and Tourism Ireland to strengthen position of Belfast as translated through marketing campaigns and activity.</p> <p>Sharing of content with key partners to embed cultural vibrancy messaging into tourism, investment and education positioning.</p>	<p>Media monitoring to measure impact of positioning, consumer sentiments and changing perceptions.</p> <ul style="list-style-type: none"> Digital showcase Video and photography Webinars 	April 2022-March 2023	£50,000
Business Tourism	<p>In January 2021 CGR agreed ongoing support for Conference Subvention in line with updated process.</p> <p>This fund is administered by Visit Belfast and match funded by Tourism NI. The purpose of the fund is to ensure that Belfast including ICC remains competitive as a business tourism destination.</p>	Maintain 1:29 return on investment.	April 2022-March 2023	£200,000
Sustainable Tourism				
GDSI & Action Plan	<p>Belfast completed index benchmarking in 2020. This is due to be repeated in 2021 with the results published as part of the index Global Destination Sustainability Index.</p> <p>Green Tourism programme will provide access to the GreenCheck tool, completing individual assessments for tourism businesses including accommodation, hospitality, events and attractions. Cultural organisations will also access the programme.</p> <p>Working with the supply chain to incentivise change programmes, raise awareness and pilot projects e.g. food waste.</p>	<p>Forward Planning for Climate Change: Update to Index including Environmental Impact Audit and Action Plan.</p> <p>Ongoing support to Council and partners including Visit Belfast and ICC.</p>	April 2022-March 2023	<p>£7,500 – GDSI</p> <p>£32,500 – wider action plan.</p>

Tourism and Events 2022/23 Priorities continued

Project Name	Project Description	Actions/ Targets	Timeline	Budget
City Events				
	<p>On an annual basis, the Council’s City Events Unit delivers a series of large-scale public events, which are free to access by both citizens and visitors to the city, on behalf of Belfast City Council. The Tourism, Culture, Heritage and Arts Unit also support a number of annual programmes and activities. Our cultural and tourism strategic priorities sets out long-term recommendations for events in the city including better alignment across the Council in the design, delivery and funding of events.</p>	<p>3 largescale city events attracting local audiences and out of state visitors measuring socio-economic impact.</p>	<p>June 2022- March 2023..</p>	<p>As detailed below.</p>
Christmas	<p>Building on 2021 that focussed activity on an opening weekend of family friendly activity and animation on subsequent weekends throughout November and December.</p>	<p>Large-scale commission working with local creatives.</p>	<p>April 2022- December 2022.</p>	<p>£182,864</p>
St Patrick’s Day	<p>Building on success of 2022 and new model. An evaluation and next steps will be presented to Committee in May 2022 detailing proposed approach for 2023.</p>	<p>Development of new model including parade, concert and citywide music programme.</p>	<p>June 2022- March 2023.</p>	<p>£240,000</p>

Tourism and Events 2022/23 Priorities continued

Project Name	Project Description	Actions/ Targets	Timeline	Budget
Maritime Weekender	<p>It has been agreed to deliver the full Maritime Festival on a biennial basis in order to grow ambition, budget and impact of the Festival. In 2022 it is proposed that activity follows a similar format to 2021 alongside activating international commissions for the return of the Festival.</p> <p>The Festival has been successfully delivered as part of a partnership model. A Service Level Agreement will be drawn up in 2022/23 with Maritime Belfast Trust to support the delivery of this activity.</p>	<ul style="list-style-type: none"> Commissioning a large scale work for Festival. Reaching 20,000 audience through current year programme. Securing match funding 	April 2022- March 2023.	<p>£159,000</p> <p>£100,000 (MBT)</p>
Events Development				
International Events	<p>Working with city partners to plan ahead for bids that best align to strategic priorities and maximise legacy.</p> <p>Ongoing review of Council delivered events and collaboration with extensive range of events and festival funded by Council across the city and across the year.</p>	Establish a city events calendar and collaborative programming approach.	April 2022- March 2023.	£30,000
Culture Night	Committee agreed to co-commission with Cathedral Quarter Trust a review of Culture Night. A new approach to Culture Night will now be taken forward that refocuses the event on quality audience experience and support for local cultural sector. This will include development activity in 2022 and 2023 leading to large-scale event in 2024 as part of Year of Culture.	<ul style="list-style-type: none"> Commissioning of content Engagement with audiences Relaunch of brand 	April 2022- March 2023.	£80,000
Small Grants				
Project Funding	Support for Sport grants to ensure development and delivery of community based sporting events.	Support for local organisations with up to 15 projects supported.	April 2022 – March 2023.	£70,000