

# Belfast Roadmap

## Annexes

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## ANNEX 1 – Other relevant key initiatives and projects

- **“Your Say Belfast”**: Online community engagement hub and platform that allows Belfast’s residents to provide input into projects, activities and decisions made for the city.  
**To see more, [click here](#).**
- **Immersive Belfast**: To enhance the visitor experience of key attractions or locations in Belfast through the innovative use of immersive technology.  
**To learn more about it, [click here](#).**
- **Perspective**: The Belfast story, an app to lead people to the interesting music attractions in the city.
- **Emerge**: A virtual reality project to enhance the work done by the City Hall in the restoration of built heritage that had been destroyed by a fire.
- **AR360: Augmented Reality for Tourism**: An AR platform developed by Belfast-based *Yellow Design*, a member of the Future Screens Northern Ireland (FSNI) creative cluster. The platform helps city councils share local stories with tourists via their smartphone. It was born out of a challenge set by Belfast City Council in 2018 to explore ways in which smart technology can boost infrastructure, health, economic growth and tourism. It works via a multi-lingual smartphone app, providing a series of AR experiences that can be tailored to different cities. For example, in Belfast, visitors can see a full-scale recreation of Titanic in its original dock and at the Belfast Peace Walls, they can use the app to walk along a virtual, interactive timeline to learn more about the city’s history.  
**To read more about it, [click here](#).**
- **Tenx9 Belfast stories**: Storytelling event where nine people have up to ten minutes each to tell a true story from their own life. In addition to organizing meetings in public spaces, Tenx9 has a podcast, a YouTube channel and has expanded to 7 other cities in the world. **To see more, [click here](#).**
- **SMARTbike 2.0** Belfast’s public bike hire scheme, Just Eat Belfast Bikes, has introduced 450 new ‘smart’ bikes to its fleet in the city. The new ‘SMARTbike 2.0’ has a smart technology framelock integrated into the bike which is powered by a solar panel. And, in addition to returning the bikes at the docking stations, people can now park a bike and lock and unlock using their smartphone instead of the current chain bike lock, making the user’s journey more flexible.  
This framelock includes integrated GPS so any missing bikes can be easily located. Funding was provided through the Department for Communities’ Capital Covid-19 Recovery Revitalization Programme.  
The Belfast Bikes scheme launched in 2015 to help reduce car usage and traffic congestion, while offering a low cost and healthy way to travel around Belfast city centre. **To read more about it, [click here](#).**

## RELEVANT PAST INITIATIVES

- **Hello Maritime Mile (concluded)**: a playful interactive experience along the Maritime Mile in Belfast’s Titanic Quarter. From the ‘Big Fish’ at Queen’s Quay to HMS Caroline, people are encouraged to ‘wake up’ the sleeping landmarks by sending them a text message.
- The objects are primed to have a conversation with visitors and residents; encouraging people to explore the Maritime Mile while learning fun facts about an area rich with history and cultural landmarks.  
This was delivered by a partnership between Tourism NI, the Titanic Foundation, Ulster University, Belfast City Council’s Tourism and City Innovation teams and engagement technology company Hello Lamppost.  
It was awarded Best Use of Digital Technology to Improve the Visitor Experience at the 2019 Northern Ireland Tourism Awards and lasted until September 2019.
- **EU’s ILLUMINATE project (concluded)** “Playable” LED lighting technology as a medium for civic expression. It was also based on a new lighting system that reduced energy costs and CO2 emissions **To read more about it, [click here](#).**



## ANNEX 2 – Enablers, Challenges, Key Measures, Tools for Implementation and Other Considerations/Solutions classified per 7 themes. Results of the prioritisation of solutions based on an effort-impact matrix

The enablers, challenges, tools for implementation and other considerations for all the actions included in the Roadmap are classified per seven themes: Digital Technologies, Heritage, Local People and Families, Music and Arts, Talent and Education, Space and Connectivity, Sustainability and Environment. These are based on the Roadmap workshop carried out in November 2021 with cross sector representation. The initial measures identified at the workshop were ranked and prioritised based on an effort-impact matrix during an online multi-stakeholder workshop in April 2022; the results are included below.

### Theme A: Digital Technologies

#### Enablers

- Develop challenge funding to support the development of new product and services and will engage the creative industries sector directly to the project.
- Belfast / Belfast SMEs already have experience and reputation in developing immersive technology, gaming, animation, film and digital twinning projects.
- Belfast harbour are currently developing 5G network in the area.
- Smart Cities team at BCC developing an advanced wireless network in the City.
- BT already starting to look at rolling out 5G in the area.
- Access to content / stories that be utilised.
- City Deal provides additional opportunities in relation to technology and challenge funding
- Belfast has a diverse and core skill base in creative technologies.
- The development of the Smart District and the Innovation District, where we can challenge the ways of applying new technology, bring ideas and test it.
- A Digital Twin is being built for the Smart District, they could include the Maritime Mile into that
- Smart Belfast / Innovation City Belfast is identifying the different case studies that might need this infrastructure

#### Challenges

- Ensure access to the necessary diverse skill base required to deliver.
- 5G availability in the area to ensure long term sustainability and ongoing development of projects developed.
- Ensure product/services developed catch all – not just for visitors but for local communities also.
- Projects and procurement can get caught up in red tape and bureaucracy – need to ensure accessibility and agility for innovation.
- Keep in mind the value of immersive experiences:
  - it's creative but AR cannot be the main hook, it has to be a part of things.
  - important to have another project alongside, otherwise people lose interest quickly
  - it is important to understand from the community what stories they want to be told and what kind of experience they want
- Primacy of the digital is problematic in itself. The notion of “digital” means different things to different people
- The idea of having a digital merge the issue with that is that it begins to sound like the metaverse. We must not let it become the Metaverse. Digital space must be carefully defined in order to not be or resemble the Metaverse.
- Governance of the digital space: we could build that space tomorrow and that will become an elitist space if not everyone has access to it. We need a broader digital strategy in Northern Ireland.
- Economic/social inequality linked with inequality of access of the digital space
- The “digitalization” of Maritime Mile will only work long term if it's aligned with a scaling up strategy, otherwise it becomes a dead space or elitist space.



### Other considerations/Solutions

- Ensure a strategic partnership approach to delivery is taken
- Provision of space to experiment and develop projects – use existing space for pop up creative hubs / working environments,
- Universities and colleges have access to a great skill base – utilise these in project development to support skills and employment benefits.
- People are good at storytelling and potential to deliver new content.
- Agile and open challenge funding platform to support creativity and new product development.
- The idea of playable city: use technology to bring about surprises and the unexpected (education, amusement, attracting visitors to an experience)
- Belfast City – a 5G environment, a technological environment that includes lots of other technology. The idea of connecting objects and so on through the internet AR, VR but even without, we can use 3D or broadband.

### Tools for Implementation

- Challenge funding to support product development and business growth
- Workshops and networking events to ensure buy-in from community and sector.

## Theme B: Heritage

### Enablers

- Develop challenge funding to support the development of new products and services and will engage the creative industries sector directly to the project.
- PRONI and NI Screen have access to a lot of content that can be used to help the creative sector tell the story / heritage of the area.
- Local community and people who have stories to tell and can feel part of the area and history of the City.
- The Creative Sector in Belfast have experience of telling stories and preserving heritage through film, music, animation, gaming, interactive tourism products.
- Good signposting through PRONI and Dept of Communities to resources and information.

### Challenges

- Need to define what it is and who it is for – is it an immersive product or musical performance and if so need to balance the benefit to visitor and local.
- Use of content and stories and intellectual property. Access to some will be easier than others e.g. Game of Thrones content will be harder to access.
- Curation of content and use will be essential to ensure the story is correct, rotated and kept up to date. Key question of who will do this and how (who pays, recruits etc).

### Other considerations/Solutions

- Early engagement with community and stakeholders
- Curator is key to co-ordinate information and fact checking
- Maximise the use of natural and built assets in the area
- Engage SMEs in the area at an early stage
- Challenge funding to support curation and creative product development is key.
- Provision of space to experiment and develop projects – use existing space for pop up creative hubs / working environments,
- People are good at storytelling and potential to deliver new content.
- Storytelling is the heart of heritage and can be told in new and exciting ways through engagement with the creative sector.
- Important to categorise heritage and the stories - built heritage, maritime heritage, Industrial heritage
- Engaging with local people and communities to help tell the heritage story, especially those stories not heard before.
- Important to capture the real time story of “now” – e.g. Game of Thrones and while we are not building ships anymore we are still innovative in the area and instead of drawing and building world class maritime vessels we are drawing and building storyboards and sets for the global entertainment industry.
- Use of music to tell the story and link with BCC’s Unesco City of Music – Riverbox, Sailortown etc.
- Develop creative digital experiences to tell the heritage story and enhance the experience of the area for visitors and local communities.
- Ensure local communities are the story.

### Tools for Implementation

- Challenge funding to support product development and business growth
- Workshops and networking events to ensure buy-in from community and sector.
- Narrated by people – local pride and knowledge
- Prioritise funding for specific heritage areas e.g. “The story of Innovation” in the area – from ship building to movie making.

### Theme C: Local People and Families

#### Enablers

- Space/Places for people to be together
- Places to walk
- Good communication platforms
- Cycle lanes, connected greenways
- Multiple access points
- Play areas
- Local champions
- Areas for sports
- Partnerships with organisations such as Sure Start
- Drinking water fountains
- Events
- Free access
- Maritime Festival
- Water based organisations e.g. Inner City Sail Club, Citizen Sea

#### Challenges

- Financial restrictions
- Families especially working class have limited time
- Weather facilities
- Remove barriers to museums / attractions – parent might not feel comfortable taking children and answering lots of questions
- Density – need clusters of activities
- Public facilities e.g. toilets and lockers
- Need more cafes
- Short lead in times for current events – limited opportunity to engage communities
- Access to the water for activities
- Parking – should look at free parking at weekends
- Public transport – to get from East Belfast you need to get three buses!

#### Key measures

- Map closest schools and communities
- Monitor engagement
- How many children live near Maritime Mile
- Walkers and cyclists
- Number of steps on the Maritime Mile

#### Tools for implementation

- Need for more social housing – mixed residential developments
- Meeters and greeters
- Audits of existing provision, users
- Funding models
- Digital content developed with communities

#### Other considerations/Solutions

- Have Art Students from University of Ulster/Met college produce Art for the area
- Invite local creatives to create installations
- Local Creatives include Sailortown, local history societies and local schools

- Develop a Maritime Mile Social Inclusion Charter where all programmes reach out to disadvantaged communities
- Identification of voices who might need support to be heard – making room at the table
- Think through the mind of the end users – children, families – what would bring them here as a ‘must see’ destination
- Community involvement (including schools) – creation of content, displays and exhibitions
- Ownership of ideas and materials produced remains property of originators – not commodified and removed from authentic voice
- Keep it simple
- Open Air Art – Community Engagement, Speakers Corner for Innovation
- Develop new ways of engaging communities on proposed projects e.g. planning consultation is dated
- Maritime Connect – community and schools engagement initiative with W5
- Citizen engagement – ‘Post an Idea’
- Make children the audience
- Destinations for new/emerging community to socialise and relax – eat, sport and community areas
- Improve well being and footfall
- More Night time activity
- Why Local Creatives – is everyone not creative / unique perspective – all perspectives valid/ Innovation – are the answers not already there? Where is working class, where is the grit?
- Test ideas in local communities prior to launch
- Make it cost effective for local working class communities to avail of venues / events on the Maritime Mile
- No hierarchy of ideas – everyone is an expert on their own experience
- Tell the Story of Shipyard Women
- Keep the Belfast “grit”
- Make an actual Trail / accessibility
- Inclusive Innovation at Queens University

#### Theme D: Music and Arts (and Activities)

##### Enablers

- Existing events and activities
- Maritime Festival
- Local communities and schools
- People who are here, local businesses, Maritime Belfast Trust
- Arts and Business
- Buddy System – linking up with local people / volunteers
- Activity organisers - including waterbased
- UNESCO City of Music
- Other key events in the City
- Local venues and spaces
- Events calendar
- We’re talking about science, technology and arts and these things are not separate. They are part of the same thing. Science brings in the knowledge, technology brings in the possibilities and arts bring in the meaning. It’s important that those working in the project don’t cherry pick it.
- Future Screens is just about to launch a next phase of calls possibility of a formal partnership between Future Screens and HUB-IN. Future Screens: Future Foundation – mentors that help artists to fill application forms. See here: <https://www.futurescreens.org/future-foundations>
- Innovation UK – 5 projects selected in NI were helped by Future Foundations

##### Challenges

- Find appropriate spaces – need to audit what we have
- Funding and resources
- Communication – telling people what’s on
- Weather
- Activating spaces
- Long term planning – often left too last minute to engage partners
- Standard model for events
- Transport



- Toilets
- It's important that those working in the project don't cherry pick between science, technology and art and understand it as one; creativity for social good
- The cost: In terms of people bringing in content, that is not a problem, there's a lot of people. But the cost needs to be taken into consideration. We need to think about creativity for social good, and that allows people to think about the cost in a slightly different way.
- How do we make heritage accessible in specific parts – research
- Visibility and academic infrastructure that brings in knowledge

#### Other considerations/Solutions

- Storytelling, communication platforms – central platform of what is happening
- Pop up opportunities
- Series of local stages
- Band stand
- Enhance more traditional creative processes with digital tools convincing people that is not about eradicating or replacing traditional methods, but enhancing them with digital
- Crucial for creatives involvement: make things simple as possible

#### Tools for implementation

- Music Homecoming
- Challenge Fund Competitions to encourage local arts, musicians, architects to come together
- Showcasing events
- Wider Hub-in network – sharing ideas, performances across the 8 cities
- Music festival at different locations along the Maritime Mile
- Animation of buildings and animation of the river
- Governance
- Creative cluster
- Social charter

### Theme D: Process and Values

#### Enablers

- Younger generation
- Maritime Belfast Trust, Belfast City Council and Titanic Quarter Limited
- Urban designers
- Integrated team
- BID

#### Challenges

- Economic Sustainability / owners priorities
- Where is the space? Forum for involvement
- Buy in/ needs to be equipped
- How does the involvement happen?

#### Other considerations/Solutions

- Involvement upfront
- Competitions
- Set core values- built into the masterplan
- Contribute to public realm- cultural activity

#### Implementation

- There are already some mechanisms in place and engagement activity that could be scoped out for this project, e.g community engagement by MBT & BCC and Maritime Mile destination forum
- Masterplan
- Pitches for ideas
- Maritime Belfast Trust engagement activity

## Theme E – TALENT & EDUCATION

### Enablers

- Belfast Met College – skills development / pipeline of students
- Businesses in area – range of sectors & expertise (tourism / hospitality / IT / finance etc) - ideal training ground for young students / graduates.
- Example – apprenticeship course in distilling. Collaboration between Met College & Titanic Distillery (Thompson Dock)
- Government's new '10 x Strategy'
- NI Screen – film industry
- Open call challenges: businesses and universities to come together to co-create solutions this will start this year

### Challenges

- Businesses working in silo – miss opps for joined up thinking / collaboration / buying in to a site-wide vision / idea
- Lack of awareness of what businesses already do in terms of apprenticeships / training programmes etc
- What are the skill gaps? – currently and in the next 3-5 years. If we knew this we could develop a pipeline of talent
- Tourism & hospitality industry – hard to attract young talent. Hard to keep staff. Perceived as low paid & long hours
- How can we nurture 'talent'?
- How can we ensure traditional skills are not lost?
- Significant knowledge gap between business sector and education sector in the area – needs to join up

### Other considerations/Solutions

- Would a business destination forum work (wider than MM Destination forum) with skills/education agenda?
- Business sign up to charter / pledge?
- Familiarisation induction programme
- Ambassador programme for the area
- Work with education sector (Met college & Unis ) to develop relevant courses to meet future skills need
- Do an audit to capture what training programmes businesses are running / offering. Also identify the gaps. This info needs to be shared / communicated amongst businesses and Met College /education sector
- 'Secret Cinema' – an event but with skills training programme a vital component  
<https://www.secretcinema.org/charity-and-community>
- Area should be test bed for technology – support idea of taking risks – need financial programme and mentors to support innovation / pilot projects
- Overall greater communication needed between the education and business sectors
- Innovative tourism & hospitality programme – to change perceptions of this industry and make it more appealing as a career of choice
- Smart Belfast could design a challenge programme for the area
- MM Community education & skills programme designed with local employers to create inclusive job opps
- Project based learning – building a pool of projects/problems which could be used by college students to create real world learning opps. Building design / art/ manufacturing / marketing / food / events
- Supporting organisations & businesses in the MM by sharing unique skills/helping plug knowledge & capacity gaps
- Education/passing on of old skills to the youth within Belfast communities
- Fintech skills programme to create a talent pipeline which creates a financial services cluster in MM
- Establish a Creative Industries Quarter – subsidise premises
- Whatever we build include apprenticeships/ trainers
- Engage with local communities / schools through art/ music etc and link back to waterfront
- Community groups... to preserve the environment and take 'ownership'
- Restaurants & bars / café culture in keeping with the waterfront
- "Super sized" Men's Shed – skills hub based on shipyard – set design / modular sheds etc
- Engage 'animation ' programme with college students working to create multi-media content which is held on virtual platform
- Create a 5\* environment to inspire future innovation
- Creativity, Enterprise & Innovation Hub-Ins (& resources) located in college campuses

- Involve school kids in creating suggested initiatives – next generation feeling part of this area
- Get our children to create our (past) stories with AR – skillsets for the future
- Inclusive “mile” programme to engage new arrivals in city heritage & innovation

## Theme F: Space and connectivity

### SPACE

#### Enablers

- Space has people, memories, objects, heritage
- A blank canvas for creatives to work from
- Thompsons Dock – statement of intent example of how old meets new
- Heritage is about the every day
- New investments such as City Quays gardens
- Belfast Met, Sailortown, BCC youth Forum – way to engage young people
- Community orgs – way to engage local residents
- Digital infrastructure investment, 5G
- Communicate what is available – specially free to the visitor
- Build on increased footfall during COVID

#### Challenges

- Not one landowner or organisation to co-ordinate use of space
- Not just one narrative connected to space – there are untold and unheard stories
- Tension between old and new -why need to focus on history?
- Need to acknowledge history, heritage culture and move forward
- Costs can be prohibitive
- Create a safe environment and consider safety when not in use for events
- Digital infrastructure, digital access – children don’t always have access to phone/data
- New developments/consider needs of social housing
- Developers need to consider social/community needs
- Small awareness of the Maritime Mile even among people from Belfast
- COST: In terms of people bringing in content, that is not a problem, there’s a lot of people. But the cost needs to be taken into consideration.
- We need to think about creativity for social good, and that allows people to think about the cost in a slightly different way.
- We need to be thinking about this in the context of what XXI century citizenship looks like. This project will helps us define that in terms of connectivity
- Infrastructure: collective infrastructure system for citizenship we can’t just have people building things without thinking about how these things interact and affect the things around them

#### Key measures

- Cater for a range of ages and demographics
- Regular events
- Involve local people and local talent
- Be able to use space in a variety of ways
- Not always about commodifying/private benefits
- Creatives not giving ideas for ‘free’ – need way to compensate
- Sense of ownership of space
- Communications
- Well-being’ should be in explicit evidence as a desired outcome of initiatives

#### Other considerations/Solutions

- Digital tech to capture stories in a new way
- Pop up venues/facilities for creatives
- Open accessible shared hub for people to access and contribute information on historic environment
- Playgrounds, Parks, basketball, meanwhile use
- Education, culture and health
- Explore opportunities with film industry
- Street and artisan markets
- Access to processes, what is created and conversations



- Programme of events across the year focused on 'arts'
- Fine Arts 7 Engineering students to work with communities to co-design place based community art pieces
- Food security
- Community garden with elements of ship building for flower beds
- Music, stage for events, eg Forestside model
- Use, re-use, regenerate
- Park Run
- Food stalls
- Communication campaign – what is free at point of access
- Website to advertise how people can apply to use space and to promote events etc
- Showcase talent
- Toilet facilities

#### Tools for Implementation

- Small Grants
- Learn from model of operation at Markets, St Josephs and Eastside Partnership, Connswater Greenway
- Forestside model for music - busking

### CONNECTIVITY

#### Enablers

- People will only come if there is something of interest, so use of space will drive connectivity
- Glider provides new ways of connecting people with space
- The development of the Smart District and the Innovation District, where we can challenge the ways of applying new technology, bring ideas and test it. This programme is very wide and will develop the infrastructure for the Smart District and it covers the Maritime Mile area
- Digital connectivity is important but the physical connectivity is going to be an important aspect for Maritime Mile. There is an mobility plan being developed by the Harbour

#### Challenges

- Too much space given to cars
- Not enough space for cycling, walking
- Weir is a natural barrier to connectivity
- Train station, not located in right place
- Safety issues accessing train station at night
- Poor public transport links
- Bridge is a natural barrier making distance seem further than it is in reality from city centre

#### Key measures

- Increased transport including alternative/free transport
- Connectivity linked with reason to visit
- Communications
- What forum will be created to connect all these components and stakeholders together?

#### Other considerations/Solutions

- Strengthen communications about what is available
- 15 mins from city centre but perception can make it seem further
- Build connectivity between spaces
- Combine digital tech with Glider to create new experiences and attract people to the area
- Improve train station and public transport
- Reduce reliance on cars to increase footfall
- Cycle lanes, e-scooters, AVs
- Virtual wayfinding from city centre
- Free/reduced public transport
- Discovery trails using augmented reality
- Explore connections to university campuses
- Could a tram be operational?
- New bridge

- Tap into geography of the 'mind', make connections with space – help people to make stories
- Tools for Implementation
- Opportunity to link with Glider
- New bridge

#### Theme G: Environment and Sustainability

Acknowledgement that embedding environmental considerations in everything is very important. All decisions should be underpinned by sustainability, no/low carbon, zero waste, social inclusion, access for local communities.

##### Enablers

- Green Hydrogen Project
- Technology and Innovation in TQ
- Skills
- Funding
- Collective buying power
- Job Creation
- Social Enterprise
- Re-using heritage assets – eg the anchors
- Sustainability and climate, integrated transport and mobility, economic inclusiveness – a lot of the things the Smart Belfast is doing will benefit the Maritime Mile
- Belfast Harbour want to become the greenest port in the world
  - Electric vessels, water taxis, a lot of projects
  - Integrating the Maritime Mile in terms of tourism with other parts of the city and Northern Ireland

##### Challenges

- Communication
- Skills
- Funding appetite
- Culture of waste – cars
- Social inclusion
- Biodiversity is counter to development!

##### Key Measures/Solutions

- Engage with existing best practice and share
- Develop policy – sustain by design
- Power by renewables
- Mobility: Digital twin of mobility
  - Catagen developed a platform that allows citizens or businesses to be able to understand their sustainable choices and their own carbon footprint, giving them information about their journeys. Using this in that particular area could be interesting

##### Tools for implementation

- Action plan and taskforce
- A Framework or charter to consider collective sharing and learning/cost savings/food waste/carbon/sourcing local/employment
- Policy Framework with green criteria

## Detailed lists

### THEME A: DIGITAL TECHNOLOGIES

The use of creative digital technologies is identified as a key mechanism of engaging the creative sector in the hub in project. The opportunity to develop new products and services using the latest technologies to enhance the experience and tell new and exciting stories relating to the Maritime mile will be of interest to the local creative digital sector and help secure buy-in.

#### Action summary:

- **Develop a Digital Twin of the area that can be used to gamify the area; enable communities to play and interact with a digital version of the area; use of digital twin in schools to support skills development; provide an environment to support regeneration and development of the area.**
- **Develop interactive / Immersive products to gamify and help enhance the experience of the area; tell new stories for visitors and communities; digital playground for all.**
- **Develop Digital Lighting Projects that can change the look and feel of the area and provide a focal point to drive new footfall.**

### THEME B: HERITAGE

The use of creative digital industries identified as key in helping retain the old, new and “now” heritage of the area.

#### Action summary:

- **Develop creative digital experiences to tell the heritage story (especially those stories not heard before) and enhance the experience of the area for visitors and local communities.**

### THEME C: LOCAL PEOPLE AND FAMILIES

#### Action summary:

- **Develop new ways of engaging communities on proposed projects**
- **Make an actual Trail / accessibility**
- **Creating opportunities to show community developed content on the side of buildings / in public realm.**

### THEME D: MUSIC AND ARTS (AND ACTIVITIES)

History and Heritage brought to life through modern technology and music

#### Action summary:

- **Public Art Trail along Maritime Mile**
- **Animation of Buildings – projections, Son et Lumiere, participative opportunities (words, images)**
- **Establish Micro businesses in existing premises / vessels – risk taking pilots, trialling different concepts (arts, food and beverage, music)**
- **An After Hours Strategy enhancing night economy along the Maritime Mile**
- **Develop a series of small stages to showcase live music, theatre and entertainment**
- **Regular events such as Pecha Kucha nights with mini demos of ‘new things’ PechaKucha Night Dundee :: Creative Dundee - Amplifying and Connecting the City**
- **Regular events in buildings showcasing local talent alongside Food and beverage and craft**
- **Music on the water – stage in the marina that hosts live music performances in the summer**
- **Maritime Mile Heritage Fashion show – in partnership with Belfast Met**
- **Storytelling, communication platforms – central platform of what is happening**

### THEME E: TALENT & EDUCATION

#### Action summary:

- **Would a business destination forum work (wider than MM Destination forum) with skills/education agenda?**
- **Create community education & skills programmes**
- **Smart Belfast to design a challenge programme for the Maritime Mile**



## THEME F: SPACE AND CONNECTIVITY

### Action summary:

- **Open accessible shared hub for people to access and contribute information on historic environment**
- **Website to advertise how people can apply to use space and to promote events etc**
- **Discovery trails using augmented reality**

## THEME G: SUSTAINABILITY AND ENVIRONMENT

### Action summary:

- **A Framework or charter to consider collective sharing and learning/cost savings/food waste/carbon/sourcing local/employment**

Cross-cutting key actions linked to the Maritime Mile Values:

### The Maritime Mile is inclusive and accessible:

- **A social inclusion charter** is developed for the area
- It offers **a space to all and the stories of all**, independent of gender, are equally told and displayed
- **A forum for involvement** (competitions, open application to use the space, pitches for ideas) is set up to ensure everyone can contribute to the public realm
- **The old, the new and the “now” heritage is given visibility**
- **Venues and events are cost effective for local working class communities**
- **Creativity for social good** to ensure all spaces are accessible to all and do not become elitist spaces only
- **Generative artwork**, not only interactive, for the major part of the artwork on the Maritime Mile site
- Artwork featured at the Maritime Mile also covers that of **disabled artists** via innovation and technology making art more accessible to these artists

### The Maritime Mile is sustainable:

- **A policy framework with green criteria** is developed for the area
- **A Maritime Mile Sustainability Board** is set up
- **Use-re-use regenerate principle** is applied to the area

### The Maritime Mile is innovative, open and outward looking:

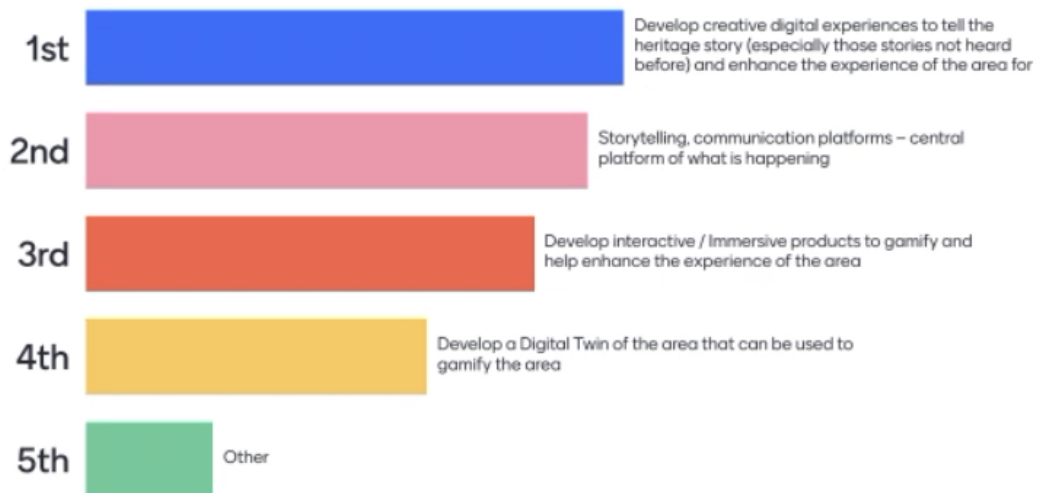
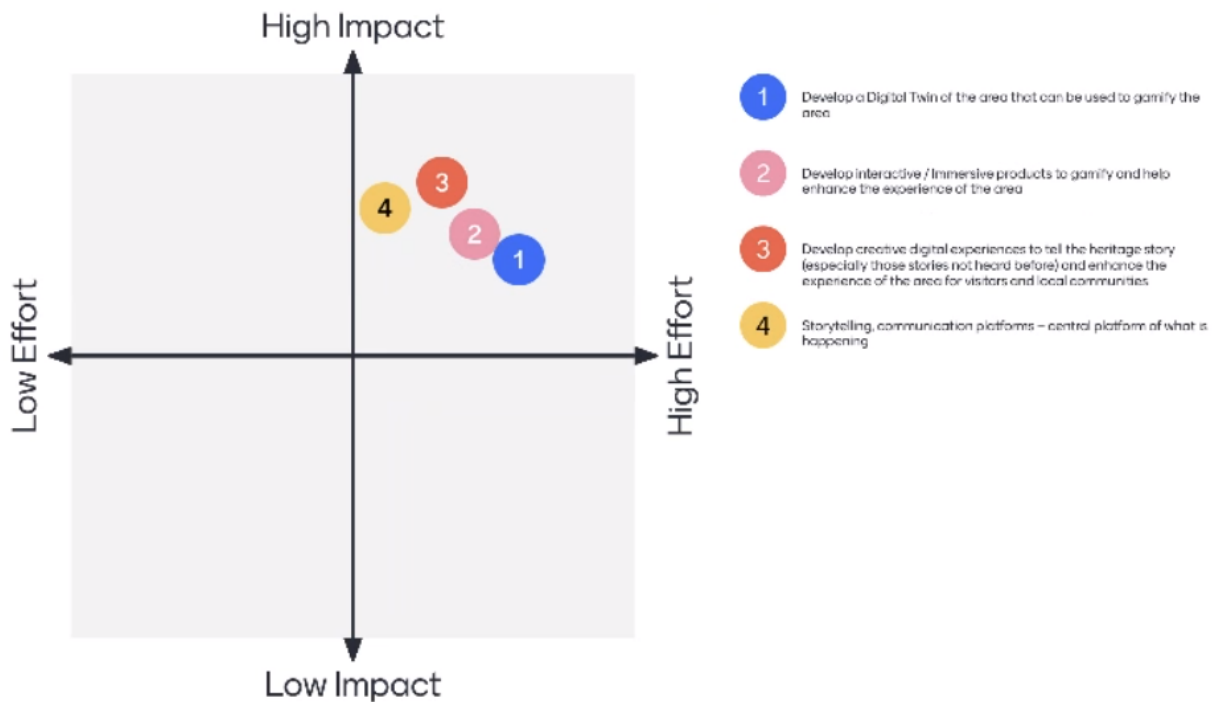
- **It provides space to experiment and the right to fail, it is a test-bed, a living lab and leads to create and develop new projects and products, trialling different concepts**
- **The space is used and re-used**

### The Maritime Mile is future proofed, connecting the past to the future: Looking back to move forward:

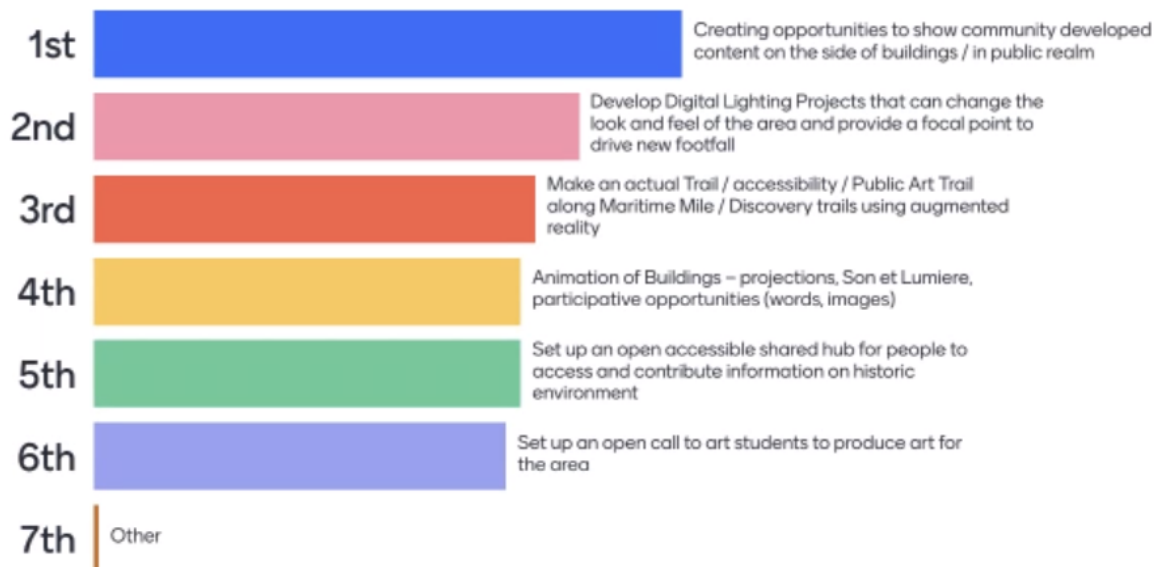
- **Involvement of young people and children** in the co-design of the Maritime Mile
- **Physical space for children**

Results of the prioritisation of solutions based on an effort-impact matrix carried out during a multi-stakeholder online workshop in April 2022.

**Digitising the Maritime Mile**

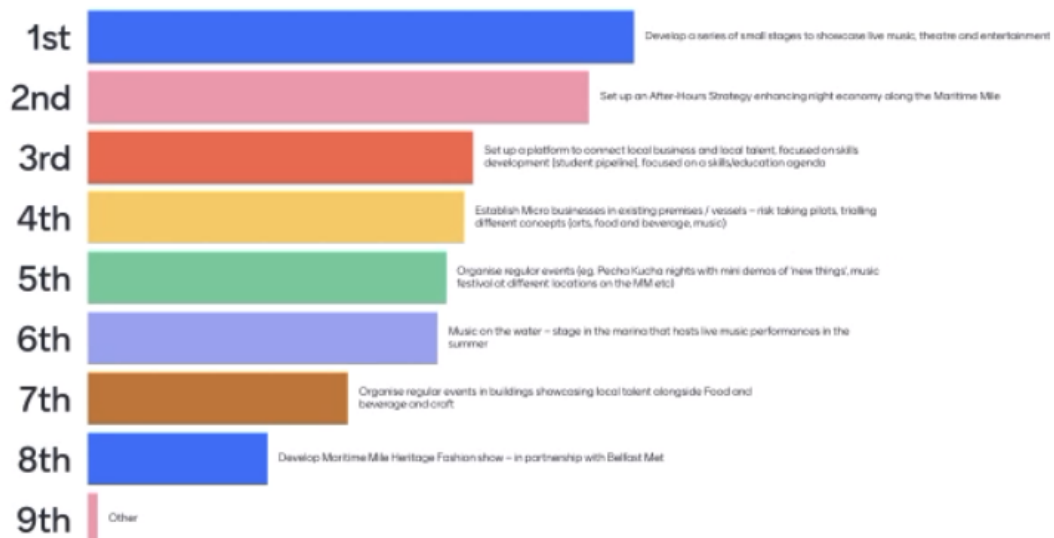


## A new way to explore the Maritime Mile

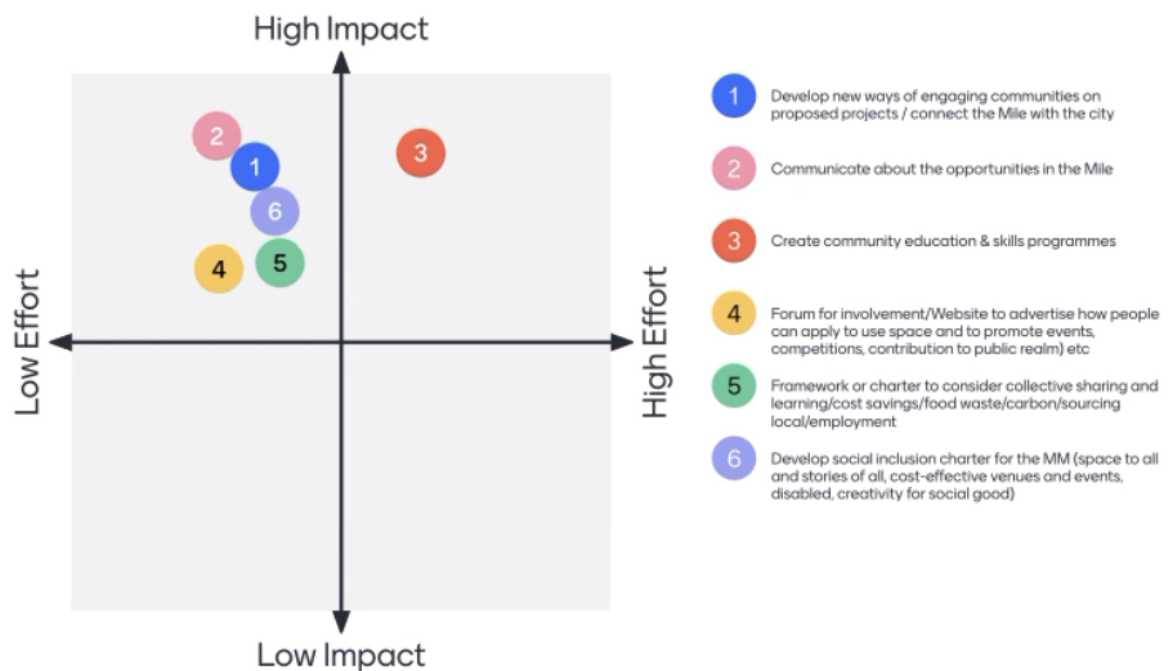




## A new Maritime Mile Economy



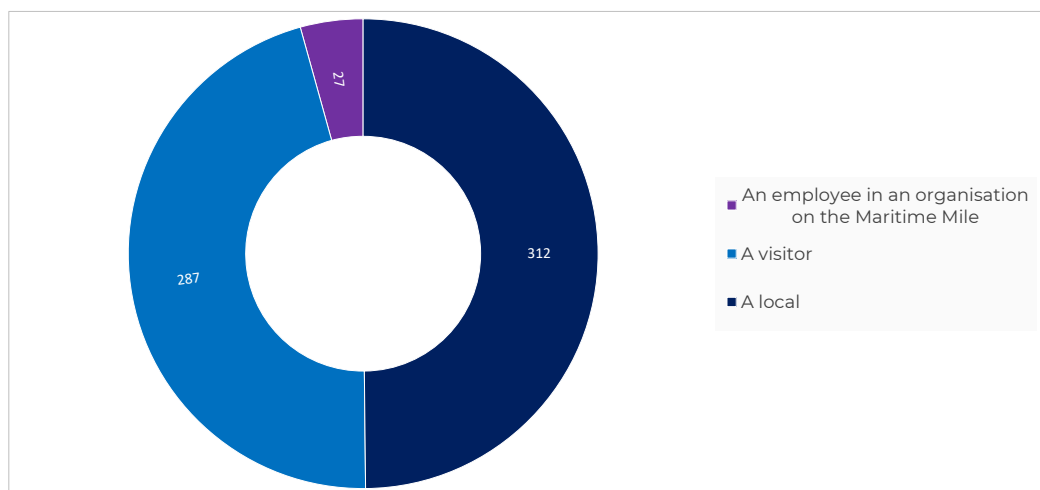
## A Maritime Mile for the Belfastians



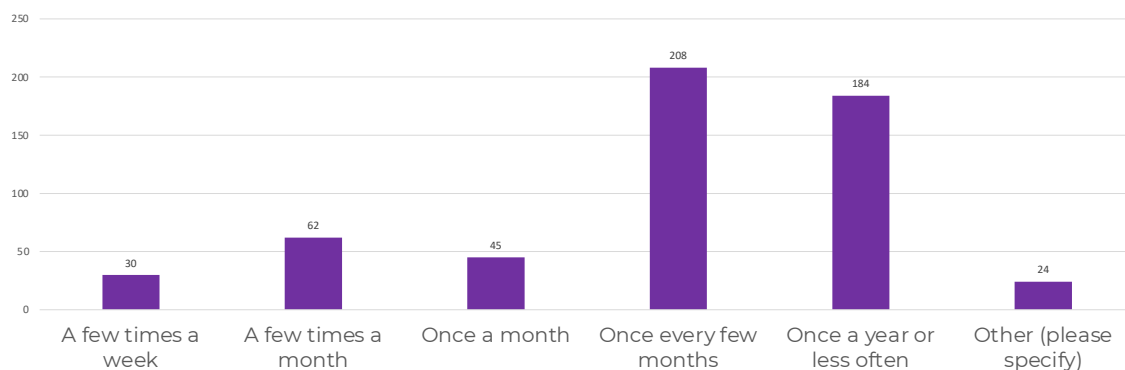
## ANNEX 3 – Results of the citizen survey carried out in April 2021 with over 600 responses on the sights, sense, taste, touch of the Maritime Mile

Maritime Mile user Survey:  
Total Responses: 634  
Complete Responses: 429

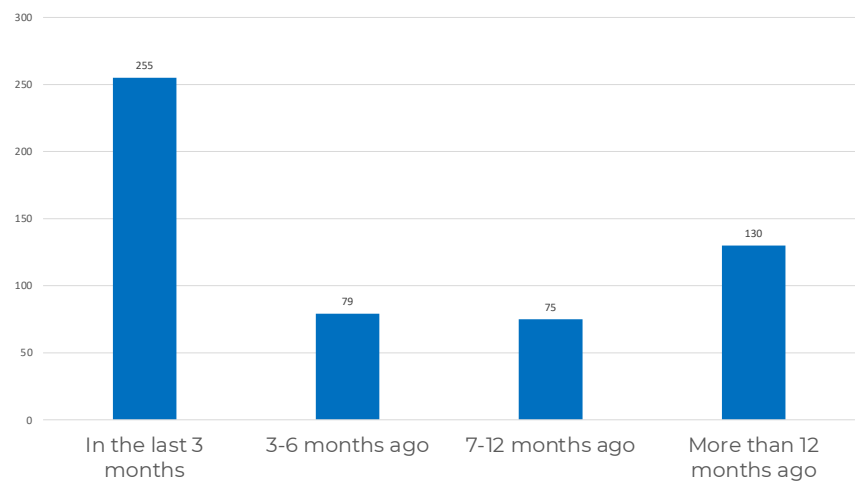
Q1: What is your purpose for visiting the Maritime Mile?



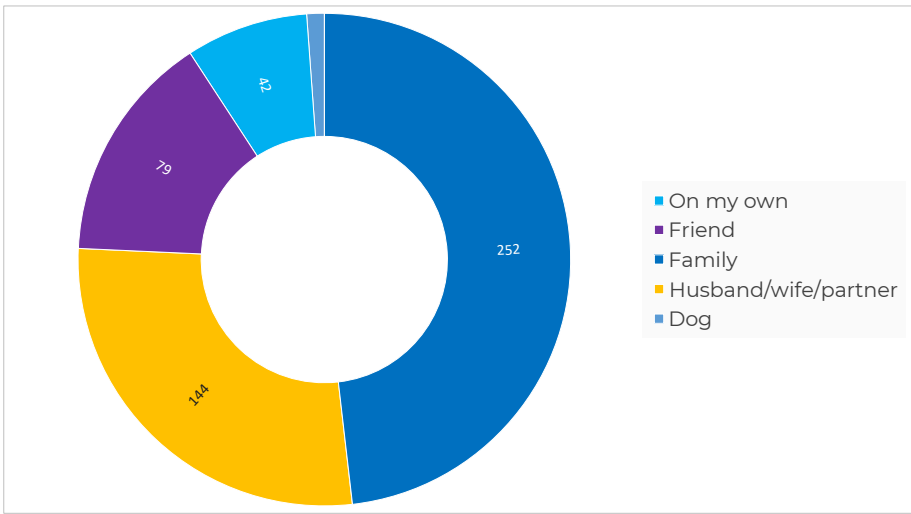
Q2: How frequently have you visited the Maritime Mile in the last 12 months?



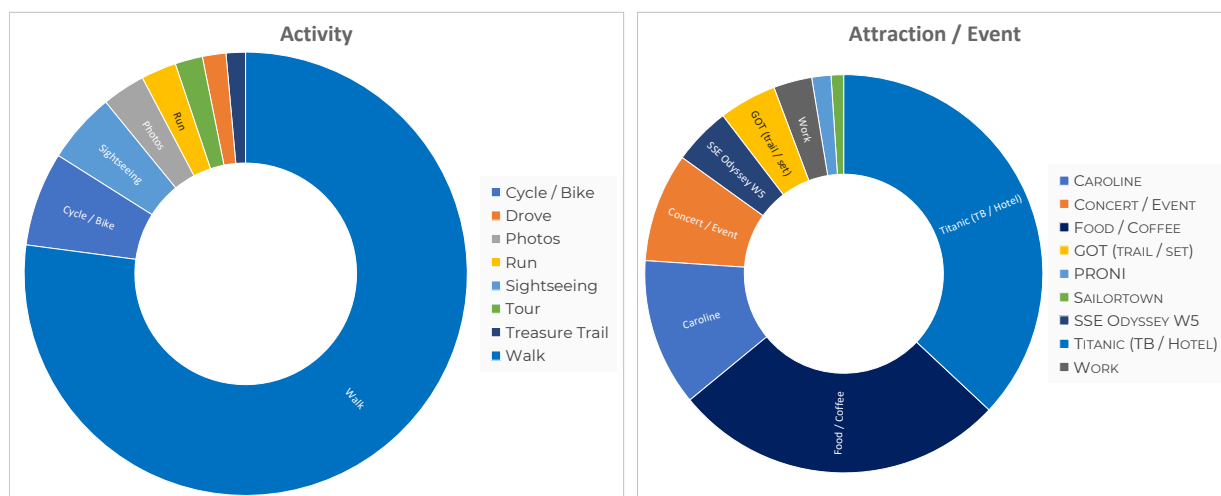
Q3: When was the last time you were in this part of Belfast?



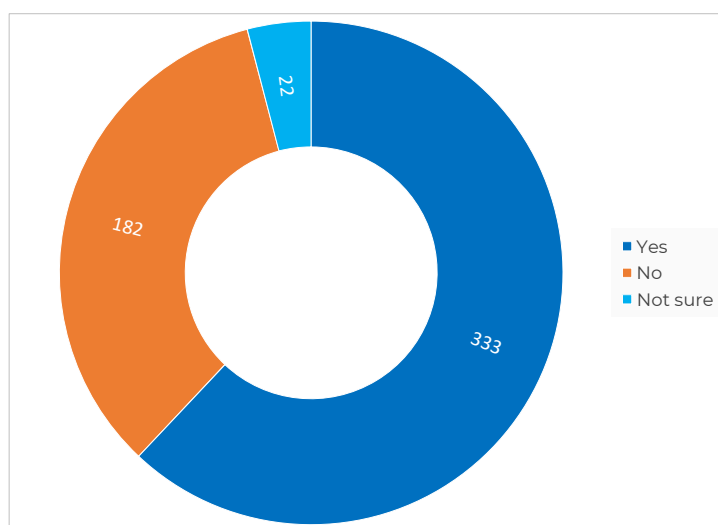
Q4: Who did you visit with?



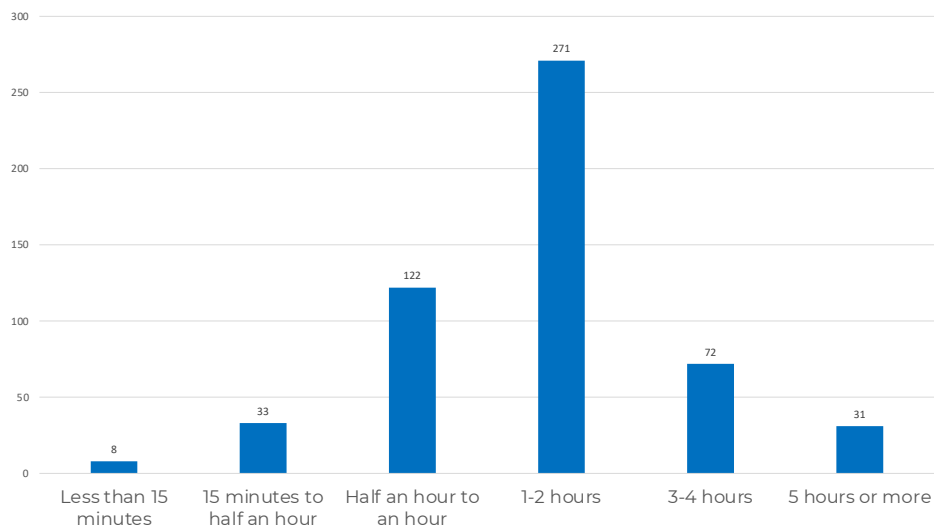
Q5:What did you do on your last visit to the Maritime Mile?



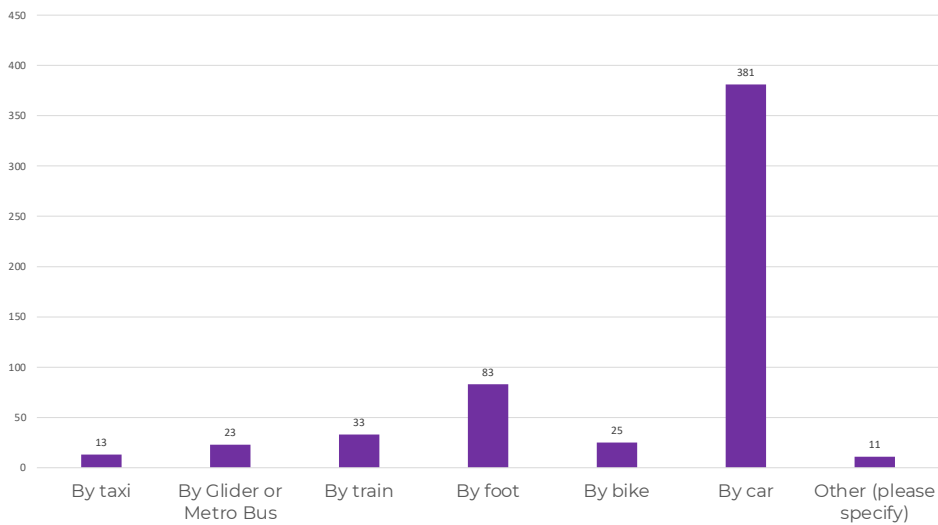
Q6: Is this activity something you do on a regular basis?



Q7: How long were you there for?



Q8: How did you travel to the area?





Q9: What is your favourite thing about the Maritime Mile?



Q9: What is your favourite thing about the Maritime Mile?

Its history, its feeling of hope and just the atmosphere

The wide open space and historic character of the area.

The diversity of the area and activities and range of people.

I love just walking along the river and taking in the sights.

I like how it straddles history and modernity, it makes me proud to live in Belfast

History and so much in such a small area to discover

The old quays, brickwork and industrial areas

Everything, love the walkway, love the hotel and the Titanic centre, it's a fab place

Q10: What is unique about the Maritime Mile that would attract people to visit?



Q10: What is unique about the Maritime Mile that would attract people to visit?

The blend of history and modern-day; the opportunity to learn about Titanic and related history in several venues in one area - Like a giant museum

Irish maritime history is brought into the modern day. It's an immersive history experience that is quite unlike anything I've seen before.

The historical significance of the area that we can enjoy today. It feels like walking through living history

It is a good open space very close to the city centre. Good road links into it with brilliant wide paths for cycling, walking and running

Its a very scenic but active space with historic sights sitting alongside modern technologies, shops, cafes etc. Its a very now space

It's a beautiful space, with an interesting history and lots to catch the eye. There's a real buzzing vibe and it's great for family walks and eateries.

Q11: If Maritime Mile was a superhero / character who would it be?

Ironman – A loyal friend with an unshakeable self-confidence and has a rare combination of 'know how' and 'can do' to back it up.	Superman – Has lots admirable qualities and supports many people.	Wonder Woman – A natural leader with a keen insight into the world around, and not afraid to step up and take control of any situation.	Batman – Embraces a little bit of crazy but has a strict moral code.
		Super Woman – Puts needs of others first, and much more charismatic and organised than most heroes.	Spiderman – Quick witted and creative, will be ready no matter what life throws at it.
			Black Widow – Has strong values and not afraid to step up and take charge when it...

Q12: Why have you selected this superhero?

New designs and experiences and bringing support and jobs to the community

Because Belfast grew from the water's edge, it's steadfast along there and has a resolute determination

The area is beautifully presented - combining modern technology whilst being sympathetic to the history of the area. It also encourages new and innovative projects and businesses - again by being sympathetic to the surroundings. It also does its best to be accessible and inclusive

The area has so much to offer to everyone. Not just the sights but hotel accommodation, learning institution, eating and drinking and our very own Supermen Samson and Goliath

I can see Iron Man loving HMS Caroline, maybe emerging from her iron!

Shipyards had a global link and punched above their weight. Providing jobs for the people of the city and made them hero's themselves.

Q13: If the Maritime Mile were a breed of dog, which breed would it be? (single choice)



Q14: Why have you selected this breed of dog?

Giants in the sense of the H&W cranes and Titanic visitor centre, playful and curious as lots to see and learn along the walk.

Its a hybrid (I'd say a charming mongrel, a bit street wise and can clean up well)

Lots of new large and exciting adventure, and buildings to explore and as always such a friendly people

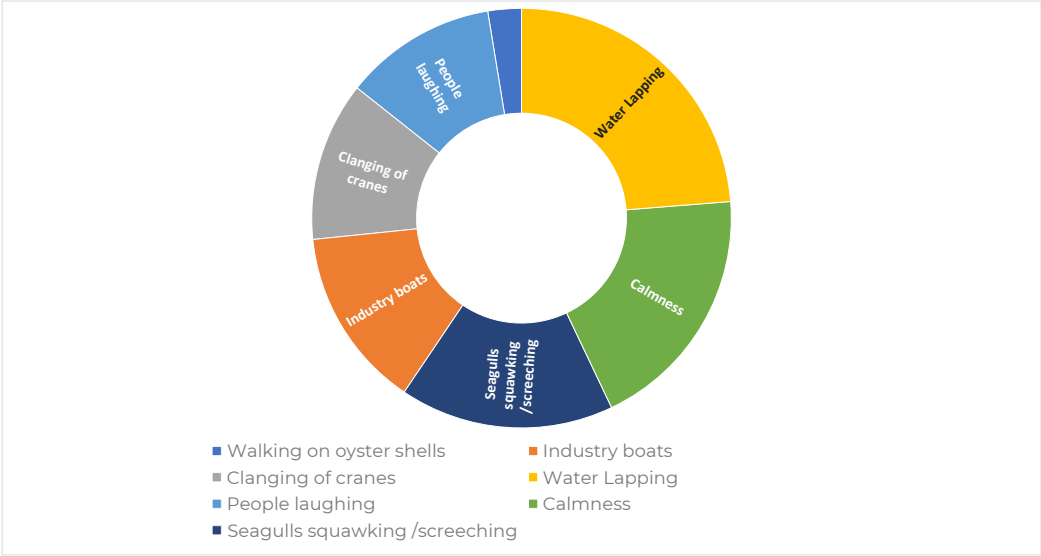
Just like Maritime Mile, giant, playful, curious and friendly

Belfast has always had a cheeky charm with lots of banter

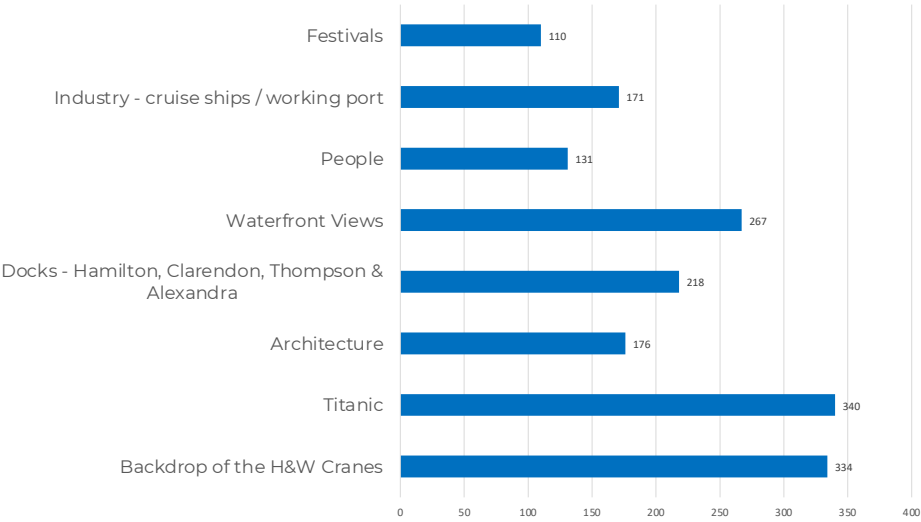
Boxer dog has massive personality - just like the maritime mile has lots of offer, variety, different aspects for various elements of mile

The maritime mile is industrial and elegant all at the same time

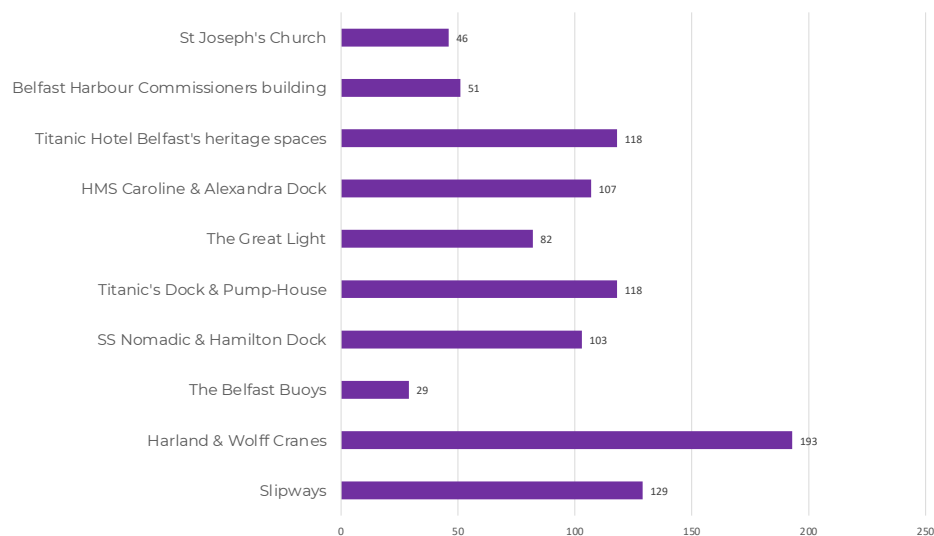
Q15: What sounds do you associate with the Maritime Mile



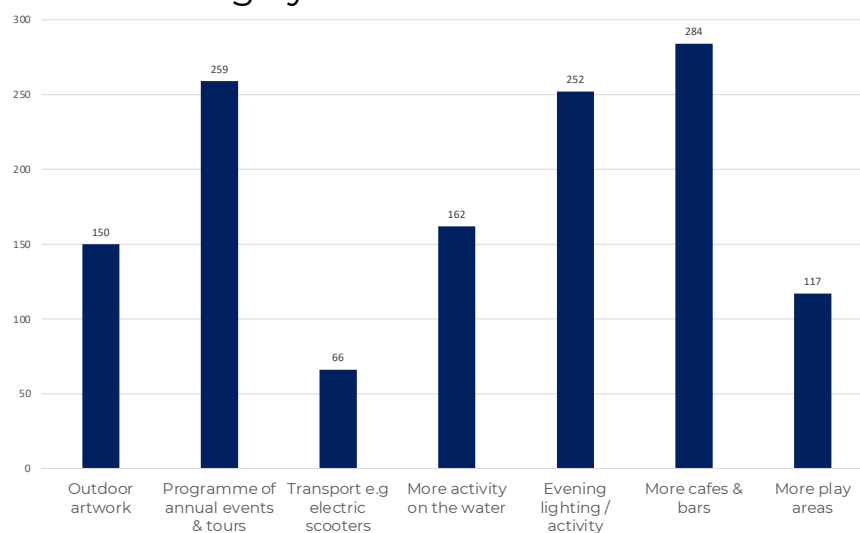
Q16: What sights do you associate with the Maritime Mile



## Q17: What is your favourite piece of heritage on the Maritime Mile

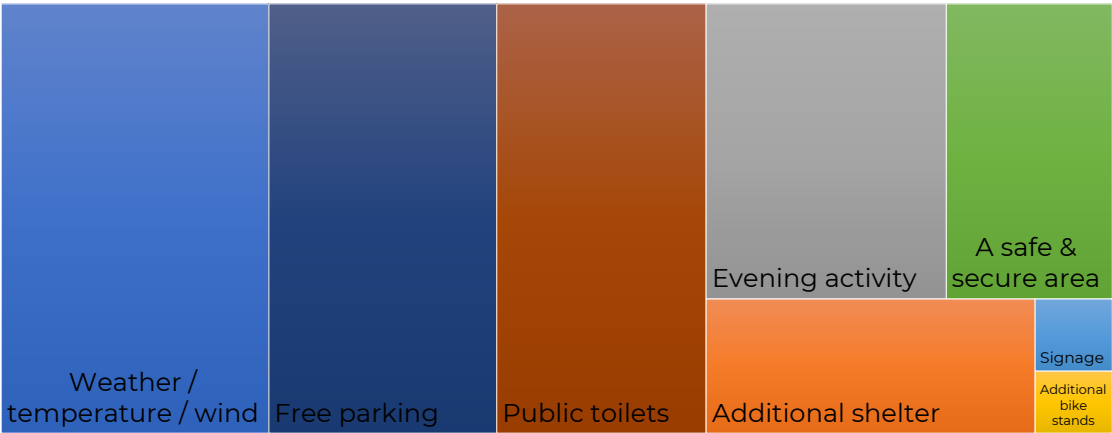


## Q18: What would you like to see or do on the Maritime Mile that would encourage you to visit more often?





Q19: What would impact on your decision to visit the Maritime Mile?



Q20: What is different or special about the Maritime Mile?



## Q20: What is different or special about the Maritime Mile?

Unique history. My father worked in H&W and I went down there as a kid to see Sea Quest the first oil rig. Going down there brings back so much memories

There are many places with maritime history, but none as rich in history as the maritime mile.

Its like no other part of Belfast. The harbour estate is my favourite part of the city.

It is interesting and has a vibrancy- a great place to walk or take visitors to show Belfast in a positive light! Through lockdown we have walked many times round this area and made us feel more positive and good to be alive.

It's just a small part of old Belfast that must be preserved while still offering a function for both modern business (to illustrate the progression) and events that educate of the original purpose and subsequent developments.

## Q20: What is different or special about the Maritime Mile?

My family and I have created some really special memories in the this area over several years. We enjoy walking and cycling and find the nice flat walkway brilliant for tiny legs and our elderly relatives. Our two little boys are huge Titanic fans, we have taken them on the Titanic building tour several times. We have enjoyed a few fabulous meals in the area both at the Titanic Hotel and the AC Marriott., and taken the Wee Tram ride too. We really look forward to the tall ship festival, it always a great weekend! We just love Belfast, we are so lucky to call it our home town and love to show this area in particular off to our visiting guests.



## Q20: What is different or special about the Maritime Mile?

The water! Belfast was built on the water and that connection is so special. We should make more of it.

Connection with the past, stories that built the city and embracing those traditions that might be lost forever which are part of our shipbuilding global reputation

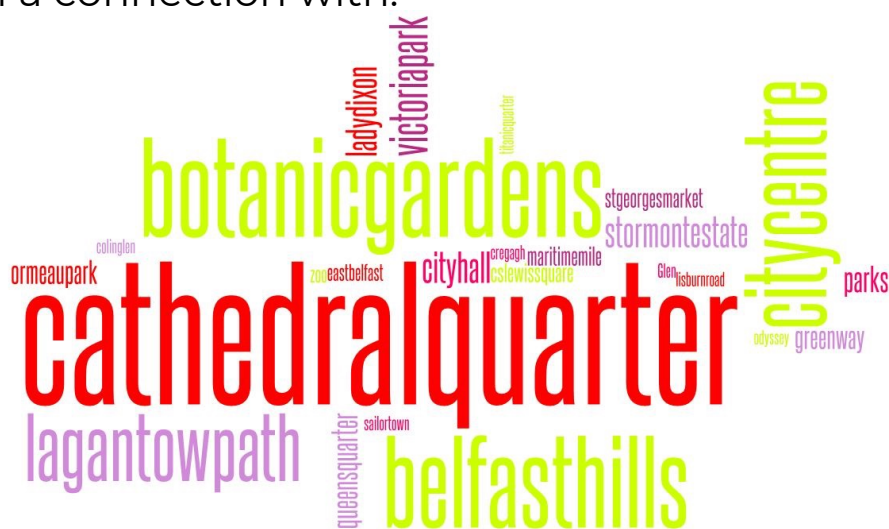
There is so much history in the Maritime Mile it's a must for everyone to visit. I have recommended the Maritime area to friends and family

For me, the Maritime Mile symbolises the rich history of Belfast's manufacturing industry. From world class shipbuilding, Shorts aircraft factory and the docks area where my great grandfather lived and worked. The Maritime Mile has reinvigorated itself since the development of Titanic Belfast and Titanic Quarter.

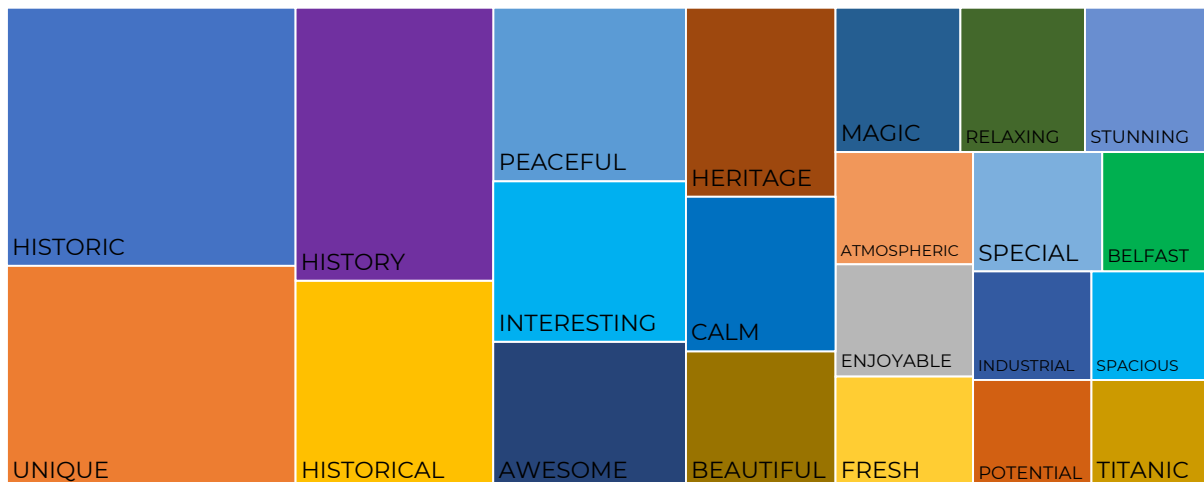
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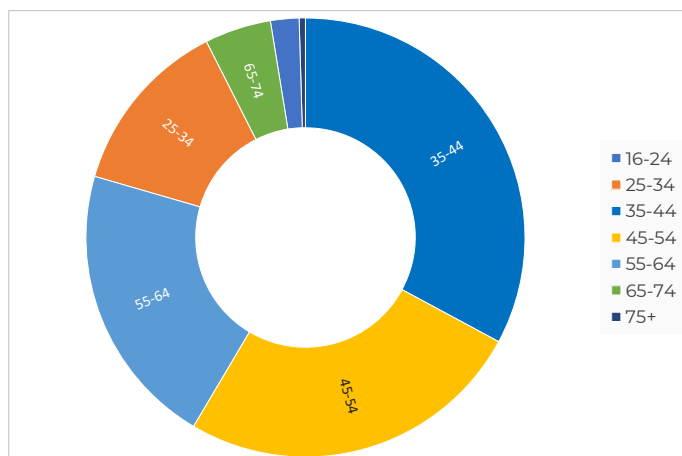
Q21: Are there other parts of Belfast that you like to spend your time? Please tell us about any places or spaces that you feel a connection with.



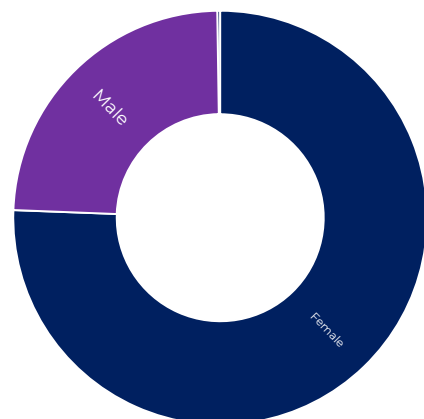
Q22: Please include one word that sums up the Maritime Mile? one word answer



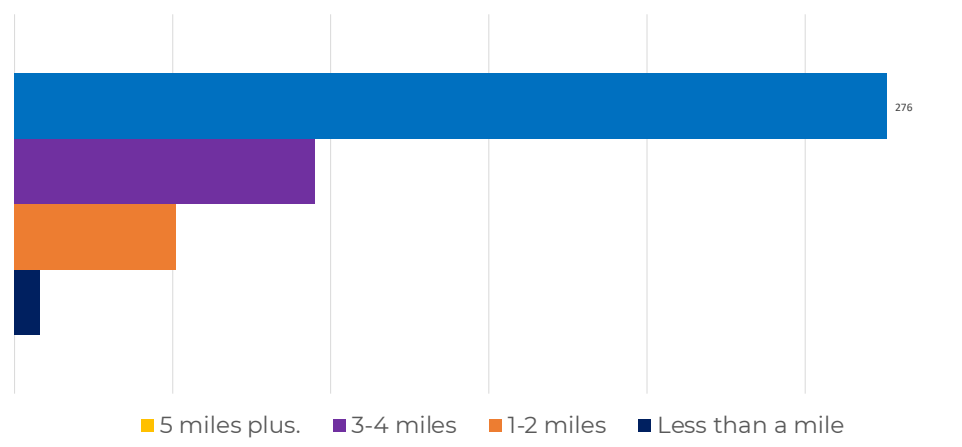
Q23: Which of the following best describes your age range?



Q24: What is your gender?



Q25: How far do you live from the Maritime Mile?



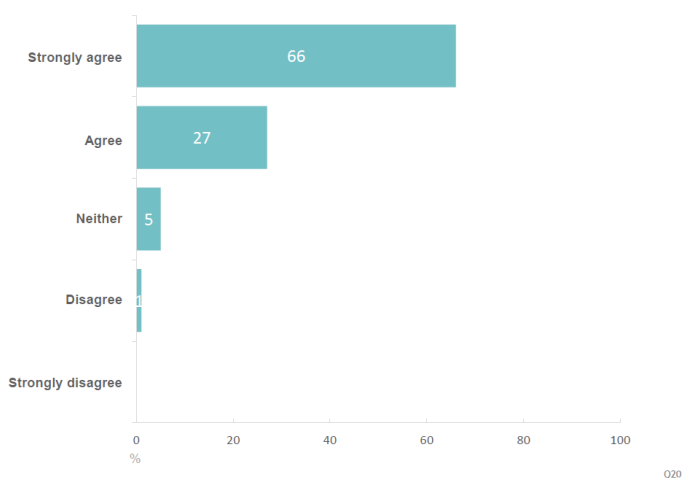
## ANNEX 4 – Results of the survey carried out in September 2021 at the Maritime Mile Weekender

**To what extent does Maritime Mile have its own unique cultural and historical identity?**

- Strongly agree
- Agree
- Neither agree/disagree
- Disagree
- Strongly disagree

To what extent do you agree or disagree that the Maritime Mile has its own unique cultural and historical identity?

Base: 222. All respondents

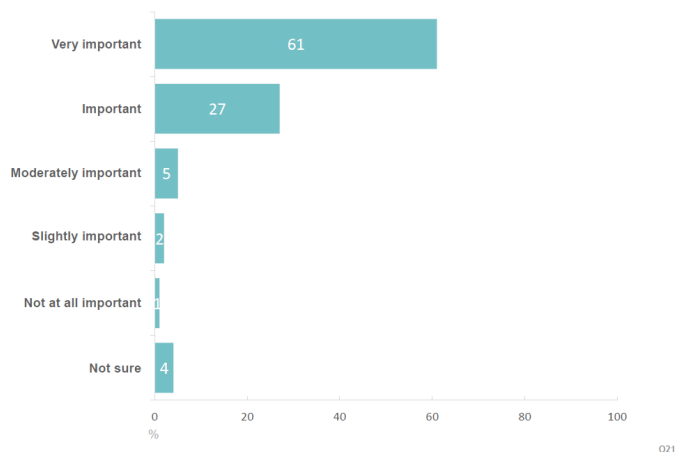


**How important is the role of the creative industry sector in the conservation, enhancement and promotion of heritage of the maritime mile?**

**Prompt (this sector includes Immersive Digital Technology, design, music, architecture, film and TV, crafts, visual arts, fashion, literature, computer games and the performing arts)**

To what extent is the role of the creative industry sector important in the conservation, enhancement and promotion of heritage of the Maritime Mile?

Base: 222. All respondents





## ANNEX 5 – The now picture of the Maritime Mile

### Maritime Mile Destination Forum Workshop

Imagine you are walking through the Maritime Mile.

#### What do you . . .

##### See

- Cranes
- Footfall of people evening in late evening
- Titanic Belfast
- SS Nomadic
- Water
- Driving passed (M3) seeing the overarching landscape
- Development - construction - excitement for new changes/developments
- Space - that is still to be developed - shows opportunity in the area.
- Working ships coming in and out and cruise liners (post covid)
- St Josephs
- Ships in the marina
- Titanic Studios
- Diversity of all the above in one space
- Harbour Commissioners Offices
- Clarendon Docks
- Diversity of people - age groups/families/students
- Sailors from around the world

##### Hear

- Languages from different countries
- Birds - seagulls
- Cranes moving
- Airplanes (near airport)
- Traffic
- Construction sounds/machinery
- Open top buses

##### Touch

- Feeling of ropes
- Cobbles outside nomadic
- Slipways - tram tracks
- A general industrial feel of the area has been maintained - rust effect/industrial era
- Mussels shells along the pathway (seagulls drop them)
- Nomadic features - walk on it
- HMS Caroline - interactive attraction
- Exposed site - wind and cold

##### Smell

- Water
- Fresh
- Low tide it can smell a little
- Hotels and Cafes- smell of food and drink
- Festivals - food vendors - carnival feel

##### Taste

- Coffee
- Saltiness of the sea
- Taste when there is food/hotels open

##### Learn

- Learn about the maritime heritage
- Great light
- Belfast history
- Belfast industrial heritage
- A new part of the city that citizens haven't been familiar with before.
- Learning about the potential of the area and how it has developed -busy area
- Another reason to come to Belfast - Belfast is more than shopping

## Maritime Belfast Trust Volunteer Workshop

Imagine you are walking through the Maritime Mile.

### What do you . . .

#### See

- Looking over to the boats and seeing them being unloaded
- Watching products/packages being unloaded - see the dust (grain) etc
- Coal boats - the black dust seeps through the HMS Caroline exhibits.
- A vision of the old and the new. Its history and current day
- Hidden features - fine details when on the photography tour
- Boats near the Great Light
- Stain glass windows - Game of Thrones
- Film industry - studios

#### Hear

- Hearing children at the play park and HMS Caroline and the walkways discussing the boats and heritage (Children's Chatter)
- Boats on the water, fog horns
- The sounds of boats being loaded and unloaded - clattering when dropping on to the boats
- Cranes moving - sounds - Crane Sirens
- At Thompson Dock - hearing the natural sounds - the waves, fewer people.
- Sounds of the wind.
- There is something calm and peaceful - quiet
- Hearing other languages - doesn't feel like it is on our doorstep
- Walking over shells - especially when it is quiet
- HMS Caroline and other audio visuals

#### Touch

- Crunch of walking over shells
- Ropes
- Kids climbing and touching/interacting rails, ropes etc
- Old structures - link to the past (their age)
- Weather beaten - sun blasted and wind swept - micro climate
- Wind especially when travelling on a Belfast bikes
- In Caroline- you can still feel the ship - the steel (sensory issues) feel how cold it is - feel the wind up the lough as exposed at the top of the ship. Very much a sensory experience of what it would be like out on the water.

#### Smell

- The sea - saltiness
- Fresh air
- HMS Caroline - industry smell- fuel, turbines, intense oil smell
- Whenever restaurants and hotel open the smells of food.

#### Taste

- Saltiness
- The taste of food/coffee - take away at the minute (COVID)
- But when the restaurants and hotels are open the food and drink options are fantastic.

#### Learn

- Learning about the heritage of the area - all the different types - ship building, film heritage
- Learning from the great light - lighthouse heritage
- Every time you go you see or learn something new - photograph days - through a new lens (photography day)



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