

Title of Report: Heritage Tourism Update	Officer Presenting: Head of Culture Author: Tourism Manger, Arts & Culture Manager
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1 Purpose of Report/Recommendations

- 1.1 To update members on the range of programmes that are being delivered to support heritage tourism development and the respective sector.
- 1.2 To approve the summer animation programme & Heritage framework.

2 Background

- 2.1 Members will recall previous reports to this committee approving the under spend from the Heritage Animation & Visitor servicing Fund in 2018/2019 would be utilised to further support and develop this sector including collaborative & capacity building projects.
- 2.2 An independent health check of seven participating venues across the city and district was delivered to better understand the individual needs of each organisation. It was recommended that a two year mentoring programme was established to support with the delivery of each organisations detailed action plans and develop projects through collaborative working.
- 2.3 Members will also be aware that 2019 marks the 400th anniversary of the completion of the Walls and that officers and stakeholders have co-ordinated a programme of existing events and an associated marketing plan to promote.

3 Key Issues

- 3.1 In line with council procurement policy Full Circle have been appointed to deliver a two year mentoring programme with seven heritage venues across the city and district. Further to this each venue has developed a 5-year strategic plan which was supported by the Business Boost Programme and aligns with the Tourism and Arts & Culture strategies. The mentoring programme will support each venue to deliver their individual action plans and business plans and will also see the development of a heritage network being established to support collaborative working between these venues. This programme commenced in January 2019
- 3.2 The Tourism Strategy outlines the need to develop the Walled City product and visitor experience. A heritage framework (appendix 1) has been developed which outlines the most compelling stories which have the potential to resonate with visitors. This framework has been developed in consultation with our strategic partners and heritage sector and will be used to identify gaps in our current visitor experience and support all heritage related product development going forward.
- 3.3 Members will also be aware from previous reports taken to this committee that officers secured £50k to develop Walls Alive 400 –Bringing the Walls to life through augmented reality’ pilot project. Officers have been working with the sector to develop the content for this project and identifying 10 sites that that be brought to life using immersive technology. This is a pilot project to initially test the use of digital technology within heritage sites and has the potential to be expanded upon. Following council procurement policy Retinize were appointed to deliver this project which is due to be complete and launched by June 2019.
- 3.4 To maximise on the 400th anniversary of the completion of the Walls officers have co-ordinated a full and vibrant programme of events which can be found on www.walledcity400.com. Council led events have incorporated the Walls 400 theme for 2019 and a small events fund was established to support small heritage led events that would give vibrancy to the programme. This was funded by Historic Environment Division (£10k) and the Honourable and the Irish (£8k) and supported nine events which took place from September 2018- March 2019. A second call will open at the end of January and will support events taking place from April 2019- March 2020. Officers are currently trying to secure additional funding to support this initiative.
- 3.5 As part of the Walled City 400 programme, officers are currently developing a summer animation programme to build on the success of the 2018 ‘Walls have Ears’ programme which was funded by the Peace Tourism Project. This will include daily animation within key spaces of the Walled City to enhance visitor experience, attract additional visitors, increase dwell time and drive footfall into our heritage venues.

4 Financial, Equality, Legal, HR, Improvement, Rural Needs and other Implications

- 4.1 The projects detailed above are covered from existing member approved budgets.
- 4.2 The Summer Animation programme will have a budget of £63,000 which will be funded through the Peace Tourism Project to the value of £46,000 (ref. Peace Tourism Update Committee Paper also being brought through this committee) and £17,000 from existing member approved budgets. Officers are currently scoping additional external funding opportunities that could maximise this activity.

5 Recommendations

- 5.1 To note the contents of the report.
- 5.2 To approve in advance, the appointment of the suppliers to deliver all elements of the 'Summer Animation Programme following council procurement policy
- 5.3 To approve the Heritage Framework (Appendix 1) which will support with the development of this sector going forward

Background Papers

Appendix 1 – Heritage Framework