

Post Covid-19 Recovery Plan

This plan has been developed in consultation with local businesses and is implementation is subject to government restrictions and funding





Recovery Plan

- Activity / Initiatives
- Plan to Achieve
- Timeframe
- Resources
- Budget / Funding Requirements
- Project Delivery
 - Quick Wins to Longer Term



Objectives

- To increase footfall to Maritime Mile.
- To generate revenue to sustain/kickstart Titanic Belfast.
- To support consumer confidence and wider revival of tourism sector locally and nationally.
- To support, contribute and build on the sense of community spirit established during the lockdown.



Target Markets

- Family Unit and extended Families
- FIT
- Local Communities
- Belfast Citizens
- NI Domestic (both day trippers and overnight including VFR)
- ROI
- GB (Home Holidays – Short Breaks)



Marketing and Comms plan / Campaigns Post Covid-19

- Three-year Maritime Mile Marketing & Engagement Plan
- Series of initiatives that can be delivered post Covid-19
- Maritime Mile Website



Site Wide Dressing & Animation

Dressing

- Call To Action - a welcoming safe outdoors area for all to enjoy
- Flag field sites / pop-up picnic park / staging for small musical performances or SS Nomadic / food traders / hand sanitisers
- Hoarding Opportunities

Animation (dates/timings to be agreed)

- Devise 'call out' for street artists and performers
- Music / Mascots / Street Performers / Poet for Hire
- Kite Flying Demos



Maritime Mile Treasure Trail

Phase One

- Basic self-guided trail.

Phase Two

- Develop AR Trail App - utilising artefacts and outdoor museum concept
- Partnership approach
- Link with graffiti artist
- Possibly link in idea of visitor pass / voucher discount code to people who complete trail



Maritime Mile Benches

- Develop concept to include 'oversized' benches and artefacts (tool bench idea)
- Large scale & large capacity seating
- Between 5m -10m in length
- Basic, elemental, robust and resilient, reclaimed and sustainable
- Work with local carpenters





Bring the Inside Outside

- Promote a destination wide public display of - 'bring the inside out'
- Communicative windows, supergraphics on buildings, goods & other items displayed outside businesses (props, artefacts)
- Considering areas adjacent to walking routes that invite visitors to slow down
- Destination partners
- Use RiverBox opportunity



Guided Tours Programme

- Titanic Taster iPhone Tour
- Great Light Tour
- Titanic Seafaring Walking Tours
- Titanic Boat Tours with Lagan Boats
- Titanic Taster Art Tour
- Maritime Mile Running Tour



Partnership Tours

- Glass of Thrones – guided walking tour in partnership with Game of Thrones Tours Ltd
- Today at Apple Walking Tours - learning creative techniques in partnership with Apple



Develop 18 Month Events Programme

- EHOD (Sept 20)
- Bank Holidays / Mid Term / Christmas
- IFEX Exhibition, TEC (Nov 20)
- Harbour Lights Festival
- Christmas Lights Strategy
- NHS Appreciation Day (Jan 21)
- ShowcaseMaritime Festival 2021



Heritage Volunteers

- Development plan
- Assess current roles
- Call out for volunteers



Maritime Mile Visitor Packs

Pack to include

- treasure trail (tbc)
- branded facemask
- hand sanitiser
- Information on incentivised offers from partners (flyer)
- Option of mailing visitor pack with invite to Maritime Mile to local neighbourhood communities



Medium Term Projects...

- SoundYard
- Joint Ticketing
- pop-up 'guerrilla' garden / urban green houses / popup parks
- Million Trees
- Outdoor Museum
- Travel Plan



Partnership and Engagement

Belfast Harbour

Titanic Quarter Limited

Belfast City Council

Odyssey Trust

Destination Forum

Visit Belfast

Tourism NI

Arts Council

Department for Communities

PlayBoard

Maritime Mile