

# Sustainability Policy



Maritime Belfast Trust is a charity set up to preserve Belfast's maritime heritage through education and the advancement of arts, culture, heritage and science; promoting and delivering a socially inclusive Belfast waterfront.



## OUR MISSION

To preserve and promote Belfast's rich maritime heritage for the enjoyment of current and future generations and in doing so contribute to sustainable social and economic development.



## OUR POLICY IS TO

- 1 Comply with all relevant environmental legislation and regulations.
- 2 Set targets and actions within our own working environment.
- 3 Demonstrate best practice in sustainability through the delivery of our projects and initiatives.
- 4 Influence and encourage our stakeholders and destination partners to adopt and implement a shared sustainable vision for the waterfront.



## OUR APPROACH TO SUSTAINABILITY

Connecting People & Accessible Spaces





### People

**We will:**

- Continue to grow the **Waterfront Neighbourhood Network**.
- Lead the way in heritage education training with our industry stakeholders, destination partners and volunteers.
- Engage with local people and visitors so as they understand, value, care for and enjoy the waterfront.
- Extend and grow our Maritime Belfast **Volunteer Network**.
- Add to our **Maritime Story Plan** in collaboration with our neighbourhood communities.
- Promote, support and improve good health and wellbeing for our team, board members and volunteers.
- Educate by providing upskilling training programs for our staff, destination stakeholders and provide mentoring and advisory support for partner organisations.
- Advance community development by enhancing and monitoring accessible free public spaces, facilities and amenities e.g. **SoundYard, Riverbox and the Great Light**.
- Continue to support local community initiatives, e.g. Local Community Day.
- Engage with our key stakeholders and build new partnerships.
- Energise Belfast's waterfront to become a vibrant, accessible heritage destination, where everyone feels welcome.
- Ensure Titanic Belfast delivers a socially sensitive pricing policy.



### Prosperity

**We will:**

- Ensure that the operator of **Titanic Belfast** maintains the iconic status of the building and continues to provide an innovative world class visitor experience.
- Promote partnership and collaboration across the **Maritime Mile** through our destination forum, attracting visitors who will stay longer and spend more.
- Ensure Titanic Belfast and our visitor attractions provide innovative world class visitor experiences.
- Reinvest commercial income from our assets into our charitable purposes.
- Continue our partnership as part of the **EU Hub-In initiative**, supporting collaboration between the creative industries and neighbourhoods.
- Provide equal pay for performing artists as part of our ongoing events programme.
- Contribute to Belfast's city growth ambitions along the waterfront, and driving further tourism success by improving access and connections between existing assets through our waterfront framework, including enhancing active travel options.
- Continue working on the creation of a distinctive and competitive place, with a focus on climate resilience, the circular economy and green tourism.
- Improve health and wellbeing, safety and employment for local communities, creating welcoming and safe spaces for the community to flourish.



## Place

### We will:

- Deliver the **Waterfront Promenade Framework**, which will encourage and harmonise new sustainable development on the waterfront, creating a high-quality environment for existing/local communities, new residential and commercial development, and will serve as a major visitor gateway.
- Continue to develop the waterfront as a seamless outdoor visitor experience through the Maritime Mile initiative; delivering an annual events and festival programme for all.
- Increase use of recycled, renewable and environmentally responsible practices and materials in relation to our assets and future capital projects and initiatives.
- Promote and showcase local food & drink through our consumer website maritime-mile.com.
- Continue to support the physical restoration and conservation of the waterfront's maritime heritage.
- Continue to promote Belfast's maritime heritage, especially preserving/gathering and communicating stories of the past utilising Maritime Belfast's online platforms.



## Planet

### We will:

- Work towards a destination accreditation which covers 10km of accessible waterfront.
- Reduce our use of non-renewable resources, reduce waste and increase use of recycled, renewable and environmentally responsible resources in our office.
- Reduce single use plastics and become a zero-waste office by 2025.
- Set specific objectives to reduce our impact on the environment, or to improve or minimise environmental impacts in relation to the Waterfront.

### We commit to reducing energy consumption in the office by 5% by 2025 and will:

- Reduce paper use by 80%.
- Ensure that the operator contract goods and services we procure add value socially or environmentally.
- Support the wider use of sustainable materials and construction techniques.
- Reduce the impact of staff commuting and business travel by promoting low-carbon travel and alternatives to travel.
- Promote sustainable transport working in partnership with **Belfast Bikes** and **Sustrans**.
- Monitor, measure and communicate our carbon footprint to inform our actions and to track and improve our performance.
- Protect our local biodiversity and ecology by implementing the waterfront promenade recommendations, in relation to local ecology and improved site planting.