



BELFAST REGION CITY DEAL

Delivering a decade
of **opportunity**
#BRCityDeal

Tourism and Regeneration
August 2024



The Belfast Region



Over 1 million
people

£27.4bn GVA
across the
Belfast Region



Productivity
18% below UK average

64% of the most
deprived wards are
within the Belfast
Region



16% residents
no qualifications

Economic inactivity
rate of 27%



**BELFAST REGION
CITY DEAL**

Delivering a decade
of opportunity



#BRCityDeal

Ambition



£1 billion Investment to boost economy

Delivering more and better jobs by investing in



High growth sectors



Innovation and digital capabilities



Tourism and regeneration

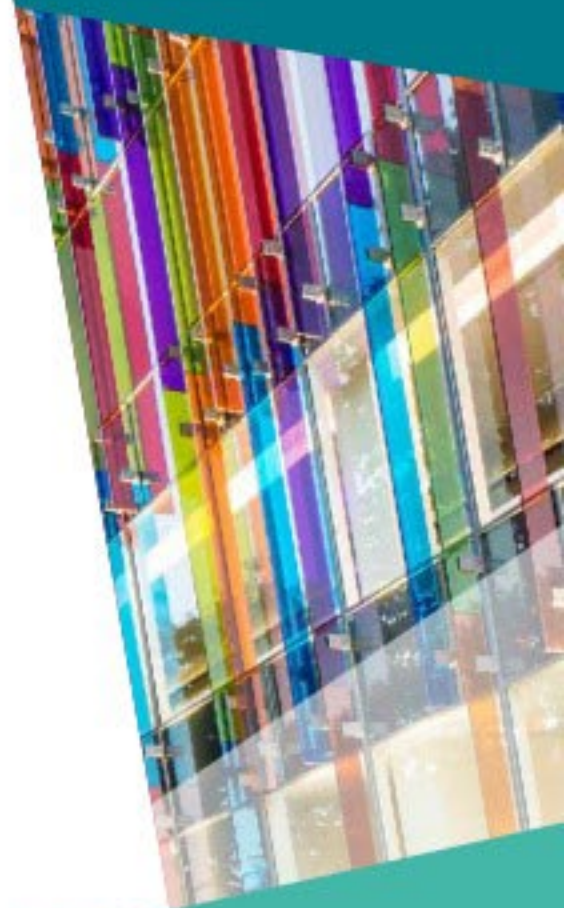


Connecting people to opportunity



**BELFAST REGION
CITY DEAL**

Delivering a decade
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#BRCityDeal

A transformative, sustainable proposal



**BELFAST REGION
CITY DEAL**

Delivering a decade
of opportunity

Globally visible tourism products



Increased
visitor
numbers



Increased
overnight
stays



Increased
visitor
spend



New and
better
jobs



Increased
footfall



Increased
dwell time



Increased
GVA



Reimagined, sustainable town and city centres



#BRCityDeal

Boosting Tourism and Regeneration



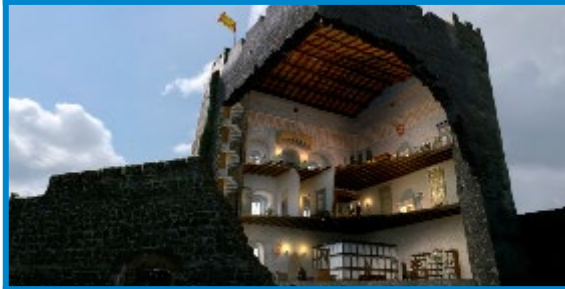
Tourism and regeneration projects

Bangor Waterfront



Reconnecting city and sea

Carrickfergus Regeneration



Creating a must-visit starting point for the Causeway coastal route

Newry City Centre Regeneration



Reimagining the city by developing its economic infrastructure

Belfast Stories



A landmark visitor experience sharing the stories of Belfast and its people

Destination Royal Hillsborough



A world-class heritage destination

The Gobbins Phase 2



Immersing visitors in an exhilarating coastal environment

Mourne Mountain Gateway



Thrilling gondola ride, redefining the Mourne Mountains visitor experience

Regeneration projects

Bangor Waterfront



Public realm connecting investment in Marina and Harbour, Ballyholme Yacht Club, Music hub and Pickie Park

	OBC approved - March 2022 CfF signed - January 2023
	First design team appointed for Ballyholme Yacht Club
	Over £72m total project cost £40m BRCD funding
	2026-2028 onwards

Carrickfergus Regeneration



Investment in the Castle, Town Walls, a new Visitor Hub, public realm in town centre and interpretive works

	OBC approved – January 2022 CfF signed – November 2022
	Design team appointed
	Over £42m total project cost £26.4m BRCD funding
	2027 – 2029

Newry City Centre Regeneration



Theatre & conferencing facilities, new civic / regional hub, Grade A Development Fund and Public realm

	OBC approved – January 2022 CfF signed – January 2023
	Contractor procurement ongoing
	Over £42m total project cost £8m BRCD funding
	2025 – 2026 onwards

Tourism projects

Belfast Stories



Immersive visitor experience, state of the art cultural cinema & digital centre & social spaces

 OBC under development

 Design team appointed

 £100m total project cost
£65m BRCD funding

 2026 - 2030

Destination Royal Hillsborough



Development of courthouse & fort, public realm, parking and a social enterprise café

 OBC approved – March 2023
CfF signed – June 2024

 Design team procurement ongoing

 £26m total project cost
£20m BRCD funding

 2025 – 2027 onwards

The Gobbins Phase 2



Exhilarating staircase, cliff top path upgrade, rope bridge & welcome hub with AR

 OBC approved – Nov 2023
CfF signed – May 2024

 Design team appointed

 Over £13m total project cost
£12.6m BRCD funding

 2026 - 2028

Mourne Mountains Gateway



Thrilling gondola ride & visitor centre providing unique access to the Mourne Mountains

 OBC approved – Feb 2022
CfF signed – May 2024

 Design team appointed

 £44m total project cost
£30m BRCD funding

 2027 - 2029

Bangor Waterfront

Tourism & regeneration



Ards and North Down
Borough Council

✓ 2 mile stretch high-quality public realm ✓ Redesign of Marina and Harbour ✓ New Watersports Centre (Ballyholme Yacht Club) ✓ Music Hub (Court House Phase II) ✓ Modernise and extend Pickie Fun Park	
	Bangor City
	OBC approved – March 2022 Contract for Funding – signed January 2023
	Delivery of procurement strategy ongoing. First Design team appointed for Ballyholme Yacht Club
	Over £72m total project cost £40m BRCD funding
	2026 – 2028 onwards
• Reconnect the city and the sea • Increase visitor numbers by 100,000 per year • Enhance the city's appeal encouraging investment • Increase GVA by £110.2m at current prices • Over 450 jobs created*	



*direct, indirect & induced in construction and operational phases

Updated: August 2024

#BRCityDeal

Carrickfergus Regeneration

Tourism & regeneration

✓ Investment in Carrickfergus Castle and Town Walls ✓ A new Visitor & Community Hub ✓ Public realm including a Harbour Square ✓ Rebranding and interpretive works	
	Carrickfergus town
	OBC approved – January 2022 Contract for Funding - signed November 2022
	Design team appointed and community engagement commenced
	Over £42m total project cost £26.4m BRCD funding
	2027 - 2029
• Heritage-led regeneration project • Improving physical links between the Castle and town • Increase average weekly footfall to 85,000 • 210,000 visitors from 2034 onwards • Over 500 jobs created*	



Newry City Centre Regeneration

Tourism & regeneration

- ✓ Theatre with new conferencing facilities
 - ✓ A new Civic / Regional hub
 - ✓ Grade A Development Fund
 - ✓ Public realm



	Newry city centre
	OBC approved – January 2022 Contract for Funding – signed January 2023
	Planning submitted and Contractor procurements ongoing
	Over £42m total project cost £8m BRCD funding
	2025 – 2026 onwards
• Increase footfall by 10% • Increase evening expenditure by 15% • Increase private sector investment • Enabling a competitive economy • Over 600 jobs created*	



Belfast Stories

Tourism & regeneration

✓ A world-class, landmark visitor experience sharing the stories of Belfast and its people ✓ Interactive screen galleries ✓ Creative learning centre ✓ Connected by vibrant social spaces	
	Bank of Ireland site, Royal Avenue, Belfast
	OBC under development
	Integrated Consultancy Teams appointed
	£100m total project cost £65m BRCD funding
	2026 - 2030
• Transformative tourism-led regeneration project • Unparalleled programme of story collection • Approx. 1 million annual visitors from 2031/32 • Over 1,400 jobs* • £15.3m est. annual tourism GVA by steady-state year	



Belfast
City Council

Destination Royal Hillsborough

Tourism & regeneration

✓ Public realm and car parking ✓ Courthouse restoration and development ✓ Fort restoration and development ✓ Social enterprise café	
	Royal Hillsborough village
	OBC approved – March 2023 Contract for Funding – signed June 2024
	Planning submitted for public realm. Design team procurements ongoing
	£26m total project cost £20m BRCD funding
	2025 – 2027 onwards
• A coherent, compelling heritage village experience • Digital interpretation and animation programme • Increase GVA by £3.9m pa over the life of the project • Stimulate >110,000 additional out of state visitors pa • Over 200 jobs created*	



The Gobbins Phase 2

Tourism & regeneration

- ✓ New iconic staircase structure
 - ✓ New rope bridge
- ✓ Major upgrade to cliff top path
- ✓ New Welcome Hub and Virtual Reality Dome



Islandmagee



OBC approved - November 2023
Contract for Funding – signed May 2024



Design team appointed



Over £13m total project cost
£12.6m BRCD funding



2026 – 2028

- Exhilarating and accessible ‘must see’ attraction
- Circular loop increasing visitor numbers to 300,000pa
- Over 250 jobs created*
- £3.103m annual GVA by 2033



Mourne Mountains Gateway Project

✓ Gondola ride starting at Donard Park ✓ to a state-of-the-art Visitor Centre at Thomas Quarry ✓ Experience unobstructed views across Dundrum Bay, the Irish Sea and the Isle of Man.	
	Slieve Donard, Newcastle
	OBC approved – February 2022 Contract for Funding – May 2024
	Design team appointed
	£44m total project cost £30m BRCD funding
	2027 - 2029
• Provide a “must-see” world-class tourism offering • Providing accessible access to the Mourne Mountains • 367,000 visitors by 2030 • Over 450 jobs created* • Protecting & enhancing the natural heritage & habitat	

