Titanic Quarter Destination Plan
An iconic heritage waterfront
January 2018
"The moment of Belfast’s ascendancy was entirely an act of will - the very ground on which the shipyard stands is man-made. Like the city as a whole, the industry was created by human hands and provides the richest metaphor of the founders’ idea of the world and of themselves."

Robert Johnstone

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| **A Connected Place** | |
| **A Vital Place for Visitors** | |
| **A Place Where Heritage Counts** | |

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**Next Steps**

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How the Plan Works

The plan is based on three core themes, ‘A Connected Place’, ‘A Vital Place for Visitors’ and ‘A Place Where Heritage Counts’. Each of which is supported by a range of projects which have been mapped and visualised. They are not set in stone. The order and shape of the projects can shift with changing priorities and, importantly, with the appetite and enthusiasm of those who are keen to support their delivery. We hope that this menu of possibilities (summarised in a pull out section for easy reference) will stimulate, provoke, enthuse and prompt, as collectively, we endeavour to shape a common and achievable ambition for the future. You can track delivery of the plan on titanic-foundation.org.

1. Introduction

This plan sets out a menu of possibilities and options for the long-term development of Titanic Quarter as a destination. It recommends a series of interventions which in combination will help to position Belfast’s waterfront as a truly international and iconic experience for local people and for visitors.

The plan has been developed in an integrated way within the context of the key planning and development strategies for the city and neighbouring area. It captures the spirit of the original TQ Masterplan and current revisions of the TQ Development Framework led by Titanic Quarter Limited and Belfast Harbour Commission.

We have taken the opportunity to sense check, in light of changed circumstances and the views of a wide range of contributors to our work, the direction of travel to ensure that collectively, we position Belfast’s waterfront as a truly international and iconic experience for local people and for visitors and provide a range of appealing, worthwhile and memorable experiences for all those visiting the area. Once the largest shipyard in the world and home to RMS Titanic, a particular emphasis has been on maximising the heritage assets.

A key aspect of our approach was to engage a wide range of stakeholders through workshops and one to one conversations, including a one day mind mapping exercise ‘Titanic Quarter, What Comes to Mind’ with over 80 participants. An overview of consultation responses can be downloaded from our website titanic-foundation.org. Additionally, we reviewed what’s currently happening across other cities internationally, identifying best practice examples to stimulate local discussion.

We would like to thank the wide range of organisations and individuals listed in Appendix A, who took the time to input into this plan, especially Belfast City Council, Belfast Harbour Commission, Odyssey Trust, Titanic Belfast and Titanic Quarter Limited for providing leadership and direction as members on our Project Steering Group.

Nicky Dunn, Chair
Titanic Foundation

Our Partnership Approach:

30 Strategic 1-2-1 meetings
15 Consultation Workshops
80 Contributors
The Industrial Maritime Heritage Story

- Sites and monuments
- Historic buildings
- Industrial heritage
- Scheduled areas
- And the people who worked here....

This map illustrates the areas of historical interest as classified and mapped by the Historic Environment Division, Department for Communities.
2. The Place

The Lagan Riverfront has played and will continue to play a pivotal role in the development of Belfast. It has fuelled the industrial, social and cultural development of the city, providing opportunities for trade and commerce, land for port development and more recently opportunities for enterprise development, learning, recreation and tourism.

Titanic Quarter is uniquely placed within the city centre to provide continual access to the river as it emerges from the city, is configured as docks, quays and slipways before becoming harbour then lough then sea.

The TQ Destination Plan enriches the riverfront experience - there is no hard boundary in terms of what is in or out. We include the ‘185 acre regeneration area’ under the remit of Titanic Quarter Limited; the innovation and science park, Catalyst Inc; and the Odyssey Complex, comprising SSE Arena, Odyssey Pavilion and W5. The destination contains several buildings and sites of national and international significance which are testament to its rich ship building heritage, including the Thompson Graving Dock, the Titanic and Olympic Slipways, and buildings such as the magnificent Harland & Wolff Drawing Offices, where numerous ships were designed including Titanic. The plan has also considered and responded to adjacent developments - Queens Quay, East Bank as well as advances in Eastside and the successfully completed Connswater Greenway.

Titanic Quarter is a natural extension and part of the city centre as the city grows and embraces its riverfront. Past and present, the Destination has demonstrated that it has a global offer, recently enhanced by the performance of Titanic Belfast, voted the World’s Leading Tourist Attraction 2016.

Through harnessing both our historical and contemporary industrial maritime assets, attributes and associations, Titanic Quarter has much more to contribute in supporting the city centre to reach its full potential. Our journey has just begun.

River City

A key stage in the development of the port was the purchase by the Ballast Board of the privately owned quays – Donegall, Cunningham’s, Hanover, Chichester and Merchants – to create a publicly owned harbour. The Ballast Board was reconstituted as ‘The Belfast Harbour Commissioners’ under the terms of the Belfast Harbour Bill of 1847. The new Victoria Channel was opened in 1849, with Dargan’s Island being created from this new cut in the river. Later to become known as Queen’s Island, it was to become the only pleasure park in the town. A crystal palace was built there and the Island continued to be a park for the people, who visited in their droves during the public holidays of the time. It remained a park until such time as Harland and Wolff began in 1882 to lay out four new ship building berths, it would soon to become the world’s largest shipyard.

Belfast Crystal Palace, constructed in 1851 on an area of Queen’s Island known as the People’s Park.
3. Our Collective Ambition

Titanic Quarter

Belfast’s globally recognised, regionally vital and locally embraced historic waterfront

Globally Significant:
This aspect of our ambition speaks to the brand of Titanic, its continuing and compelling global appeal, its particular association with this part of Belfast and the importance of safeguarding and using to best effect the area’s industrial maritime heritage assets, attributes and associations.

Regionally Vital:
This aspect of our ambition speaks to the importance of the maritime city region and this area’s role in powering the visitor economy, demonstrating an enduring spirit of innovation and enterprise and delivering prosperity. Whilst ensuring that it delivers for a range of audiences – visitors from abroad, closer to home and nearby – it must also work for those who live here, learn here and do business.

Locally Embraced:
This aspect of our ambition speaks to the importance of restoring the area’s place within the heart of the city by focusing on the transformative power of the waterfront – from riverside to dockside to harbour mouth – to reconnect, reposition and renew its relationship with the city – making it easy for everyone to get to and easy to get around.

4. The Plan

The plan is based on three core themes that will be delivered in a staged approach. Each section will highlight what’s working, key issues, what else could we do and finishes with priorities for implementation

A Connected Place:
This theme is focused on enabling Titanic Quarter to reach out, draw people in and provide enticements for them to explore. It is concerned with improving connections and permeability with faster, lighter, cheaper solutions which are rooted in a sense of place, make use of visitor orientation opportunities, and explore the scope for meanwhile activities, while better connecting what’s already here. This theme is premised on positioning Titanic Quarter as a significant extension of the city centre.

A Vital Place for Visitors:
This theme is focused on enhancing Titanic Quarter’s capacity to be an even more vital place for entertainment, learning, enterprise & innovation. It is premised on knowing who our audiences are now and in the future, delivering on the experiences they will enjoy - the products, services, facilities and programming - thereby facilitating and supporting the growth and development of the visitor economy of the city and the region.

A Place Where Heritage Counts:
This theme is concerned with finding ways to make the most of the heritage assets, attributes and associations through raising awareness of what is here, ensuring that they are looked after so that they are not at risk, using them to tell the story of the place, and re-using them to provide opportunities for enterprising development, enjoyable learning and intriguing spectacle. This theme is also concerned with improving the visibility and connectedness of these heritage assets so that they become part of a coherent journey of discovery - an interpretive itinerary - through and around the destination.
Redesign public realm for better connectivity and orientation

A CONNECTED PLACE

EXTEND THE INVITATION
- Creative interpretation at key decision points

ON ARRIVAL
- Welcoming gateways and arrival points
- Key orientating views
- Parking
- Proposed rapid transit bus stop

GREENWAYS AND BLUEWAYS
- A continuous greenway linking the rivers of Belfast – a family-friendly cycling & walking route to and through TQ
- The Maritime Mile - Connecting 10,000 heritage steps.
- Existing / suggested water ferry stops
- Existing / suggested Belfast bike stations
- Bridges help reshape economic geography

PAUSE POINTS
- Creative pause points

Connectivity is concerned with the degree to which streets, walking and cycling paths, connect people to the destinations they want to reach. Good connectivity should provide easy access to key destinations within the city for pedestrians. Excellent connectivity should actively seek to make trips not only easier, but more pleasant, inviting and interesting. There is strong evidence that Titanic Quarter is being networked into the new arrangements for moving people - residents, workers and visitors - around the city. Future actions need to ensure that on arrival and once within the Quarter, measures are taken to ensure that the continuity of the network is accommodated, enhanced, optimised and is, above all, responsive to the needs of visitors as well as commuters.

"Urbanism works when it creates a journey as desirable as the destination." - Paul Goldberger

"Not to find one’s way in a city may well be uninteresting and banal. It requires ignorance - nothing more. But to lose oneself in a city - as one loses oneself in a forest - that calls for a quite different schooling. Then, signboard and street names, passers-by, roofs, kiosks, or bars must speak to the wanderer like a cracking twig under his feet in the forest." - Walter Benjamin
1. What’s working?

- The new Titanic Walkway extends into Titanic Quarter with docking stations at Odyssey and Belfast Met, two of the most utilised stations in the city.

- The Wee Tram provides a hop on hop off transport service in carriages inspired by the tram cars which ran through the shipyard.

- The Belfast Bike Scheme extends into Titanic Quarter with docking stations at Odyssey and Belfast Met, two of the most utilised stations in the city.

- More generally, plans for the Belfast Rapid Transit (BRT) are being progressed as a series of schemes across the city. The CITI route to Titanic Quarter will result in the development of high quality halts with easy access to vehicles, real time information systems for easier journey planning, off-vehicle ticketing and a frequency of service which will broaden the range of options for visitors wanting to include Titanic Quarter as part of their visit.

2. Key Issues

- The new Titanic Walkway provides 500m of riverfront path, linking the Titanic Slipways to the Alexandra Dock.

- Heavy, fast industrial traffic on Sydenham Road and Queen’s Road.

- Lack of ‘first impressions’ on arrival at Titanic Quarter - not only in terms of the look and feel of the gateway areas but also as a distinctive part of the city.

- Large swathes of yet to be developed land are unappealing and present a significant challenge for visitors getting confidently from one area of interest to the next on foot.

- Connectivity across the quarter between the key attractions, public realm, view points, and heritage spaces.

- Extensive community engagement has been carried out with organisations and community groups from East Belfast. Barriers for people coming to Titanic Quarter are cost of activities, low income, and general lack of information on what’s happening. Locals want educational opportunities for young people, and the activity offer to be fun and exciting.
3. What else could we do?

Trails, pathways, greenways and blueways are like arteries of nature in the city, especially if they include opportunities to be beside or to travel along water. Titanic Quarter is uniquely placed to provide such an experience with its development of a continuous linear access to the city’s waterfront; we propose The Maritime Mile, linking Donegall Quay to the mouth of Belfast Lough, strengthening the city centre connectivity.

Family friendly cycling and walking routes to and around Titanic Quarter, will build on the Lagan and Connswater developments, linking the destination to the East and South of the City. These trails and routes will take in an emerging and animated cityscape and link iconic visitor attractions to an industrial maritime landscape - a fundamental component of making the destination a connected place.

Once here, more is needed in terms of providing visitors with orientation at key decision points on their journey; reassurance in terms of the route ahead; enticements to explore further as well as greater coherence and consistency in the quality and appeal of the walking / cycling experience. There is scope to introduce public art / installations of scale that provide cues to the stories of this place as well as animation and interim design improvements along and off this green / blue spine - projects that make the route feel continuous, welcoming and makes you feel like you’re on the right track.

4. Priorities for Implementation

To match up the icons refer to A Connected Place map on page 12

On Arrival

Welcoming gateways that signal you have arrived and create the right first impressions.

Greenways and Blueways

A system of green and blue infrastructure that is safe, comfortable, inviting and good for you.

Extend the Invitation

Advance signalling through creative interpretation and giant graphics at key decision points that let you know you are heading in the right direction.

Animated and Creative Pause Points

A focus on those places of orientation on the visitor journey which can provide cues to the visible and hidden heritage of the area as well as clearings in which to rest, take in the view, encounter public art of scale and enjoy nature in an urban setting.
Titanic Quarter offers a rich maritime, heritage and entertainment experience for both locals and tourists. Titanic Belfast attracts in the region of 700,000 visitors annually, mainly from non UK markets. Other attractions such as the Odyssey Complex - comprising Odyssey Pavilion, SSE Arena Belfast and W5 - play a critically important role in the local market - W5, for example, attracts in the region of some 375,000 visitors annually. In conjunction with Titanic Belfast, other attractions in Titanic Quarter - SS Nomadic, HMS Caroline, Lagan Boat Tours and Thompson Dock - play a vital role in telling the industrial maritime heritage story whilst Belfast’s Window on Wildlife, Victoria Park and the Lagan River provide ample opportunity to explore nature in an urban setting. Smaller scale activity such as Titanic Taster Tours which focus on photography and art serve to link the various sites together along with meanwhile pop up opportunities such as the Dock Café and Dock Market. The emerging food offer - Spar Titanic, Titanic Belfast, Cast and Crew, Café 1404 - all work to enhance the appeal of the area, adding to its vitality and interest. Accommodation in the area includes the Premier Inn and the newly opened Titanic Hotel Belfast - collectively offering 240 rooms in the destination with more hotels planned for development soon.
A Vital Place for Visitors

1. What’s working?

- Range of visitor attractions including Titanic Belfast - World’s Leading Tourist Attraction 2016 acts as a magnet for international visitors.
- Event infrastructure such as SSE Arena, Belfast & outdoor space including the Titanic slipways and padock area, which can accommodate 30,000 people. Key events have included the Giro d’Italia, BBC Proms and Belsonic.
- The Belfast Titanic Maritime Festival, which incorporates the Tall Ships, is increasingly popular, attracting over 100,000 per annum.
- The TQ Destination Forum established in 2014 has over 30 members and works collaboratively with its partners across the destination. The Forum develops and promotes an ever increasing range of activities, initiatives and programmes to promote the destination’s industrial maritime heritage credentials as well as its contemporary visitor offer.

2. Key Issues

- Lack of an evening economy despite being home of Northern Ireland’s largest entertainment venue – SSE Arena, Belfast and home to the Belfast Giants.
- The Titanic brand is a significant strength but challenging. The physical area of Titanic Quarter is linked to the physical boundary of Titanic Quarter Limited’s remit as the regeneration area however the destination encompasses a wider area. The multiple use of ‘Titanic’ can at times be confusing (Titanic Belfast, Titanic House, Titanic Hotel Belfast, Titanic Studios, Titanic Exhibition Centre). There is a rich source of place names associated with the footprint of the shipyard that could be used to provide great depth to the Titanic brand.
- TQ attracts over 1 million visitors per year but they tend not to circulate around the site - more needs to be done to animate the public realm and incentivise visits to less known sites and attractions through signage, marketing and cross selling.
- There is a risk that the destination is regarded as an ‘expensive’ tourist spot and not for locals. Local people are key to creating an animated spine that bursts with vitality. As demonstrated by the accommodation projects underway and planned it will be important to enable visitors to have longer encounters with the destination – spend more time here and armed with insights and information go deeper. There may well be scope to broaden the appeal of the accommodation offer to cater for younger audiences and more limited budgets. The importance of enabling and facilitating events and a creative programming of happenings, and activities which showcase and profile not only the heritage but also the contemporary significance of Titanic Quarter is a key requirement i.e. bringing the inside, out.
- There are limited opportunities to promote what is happening behind closed doors, especially the Titanic Film studios and the global phenomenon that is HBO’s Game of Thrones. We need to bring the inside outside and celebrate what is happening across the Destination.

3. What else could we do?

Whether for marketing, communication or data harvesting purposes, digital is no longer an option but a necessity for a destination keen to promote its ‘cutting edge’ credentials. Titanic Quarter must be a data-driven, experience-driven and digitally connected world providing visitors with informative, visually appealing, up to date and relevant content about the destination in an easy to use format e.g. mobile responsive website, Wi-Fi zones, event apps.

Titanic Quarter must be an area that stimulates and supports effective collaboration between all the players and through the initiation of a Brand Charter, supported by a communication and engagement plan, achieves a shared ownership of the destination message. This in turn is a recognised subset of the Belfast and Northern Ireland brands.

There is also huge scope to animate different parts of the destination – including the water itself - through the creative development of play, markets, spontaneous happenings and the surprising use of spaces. The Maritime Mile concept identified under A Connected Place, will become an animated spine that bursts with vitality. As demonstrated by the accommodation projects underway and planned it will be important to enable visitors to have longer encounters with the destination – spend more time here and armed with insights and information go deeper.
4. Priorities for Implementation

To match up the icons refer to A Vital Place For Visitors map on page 18

**Digital Quarter**

Focusing on content that matters through facilitating shareable destination moments and experiences through easily accessible digital platforms.

**Brand the Experience**

Develop, communicate and promote the unique values and attributes of Titanic Quarter as a visitor destination.

**Let's Celebrate**

Enabling and facilitating a creative programme of events and activities to showcase our distinctive offer, building on existing events such as the Belfast Titanic Maritime Festival and looking at bringing elements of what is happening inside Titanic Quarter buildings outside, e.g. Catalyst Inc, Titanic Film Studios, Belfast Metropolitan College, Bombardier.

**Longer Encounters**

Maximise the potential of available land, brand awareness and track records to date. Titanic Quarter has the space and infrastructure to offer a cluster of attractions and accommodation that would contribute to the city's growth targets for tourism and this should be exploited further in terms of clustering visitor attractions and accommodation.

Within the wider context, new brands are being developed not only for Northern Ireland tourism but also for Belfast. The former is deriving its essence from the concept of the destination being small in scale but having a giant like ambition with experiences to match. This theme of the ambition of the place, a place that is no longer held back but is keen to channel its energies in new directions is also picked up in the new city branding, Energy Unleashed. Both propositions align well with the essence of what Titanic Quarter stands for - an ever changing yet enduring place; a place which provides a unique juxtaposition of scales - the tiny rivet as well as the enormous ship; a place which knows no bounds in terms of the scale of its ambition; a place where new ideas are being forged, energy is purposefully channelled, where experimentation is encouraged, innovation rewarded and where perspectives are outward facing rather than inward looking; a place where global meets local to great effect.
It is well understood that when it comes to competition, destinations have recognised that their cultural distinctiveness – that which gives a place its identity – is perhaps the unique asset they have to offer the external world. Distinctiveness not only generates pride locally but can act as a draw not only for visitors but also for potential investors thereby creating longer term economic impacts.

A key component of the cultural distinctiveness of a place is its buildings - the traces, marks and remnants of the human intervention that has shaped its form and function. The culture of Titanic Quarter is etched into its maritime landscape. Once the largest shipyard in the world; buildings, cobbled surfaces that still bear the traces of tracks; gates and locks; quay walls and docks, slipways, cranes and gantries - are all evidence of how the place was put together.

The place is also shaped by the contemporary features of the working port - the enormous rigs complete with helipads; the shiny and neatly arranged component parts of the machinery of power generation; the floating mini cities of the cruise industry that loom above the horizon and dwarf the scene below as Belfast grows into its accommodation of new and growing markets.

But the starting point for the destination has to be what we have inherited - the fantastic if somewhat diminished heritage of Queen's Island - the features, artefacts and associations that mark out and remind us of what it stood for, its role and reputation as well as its ambition.
A Place Where Heritage Counts

1. What’s working?

- A dedicated heritage trust, Titanic Foundation, was established in 2007 to develop Titanic Belfast. The success of this project has supported the ongoing viability of the charitable trust who is committed to preserving Belfast’s maritime and industrial heritage. It is a unique model whereby Titanic Quarter has developed a strong partnership approach between the regeneration company committed to the commercial development of the area and the charitable trust, committed to preserving and promoting the heritage.

- A number of major heritage projects have been completed across Titanic Quarter including SS Nomadic, the last remaining white star line ship, Titanic & Olympic Slipways, Thompson Dock and Pump-House, HMS Caroline and the restoration of the Harland & Wolff Drawing Offices and Headquarter Building into a four-star, luxury, Titanic Hotel Belfast.

- High quality public realm including the Arc Apartments, Titanic and Olympic Slipways, Hamilton Dock, and the new Titanic Walkway, due to be completed by the start of 2018, follows the old rail tracks used by the steam cranes in the shipyard. The focal point on the walk will be The Great Light - a 130 year old lighthouse optic, one of the largest of its kind ever constructed and internationally significant.

- We have one of the largest sources of original research material as Titanic Quarter is home to the Public Record Office of Northern Ireland. Outside, large scale artefacts such as the Caisson Gate, Steam Cranes and the Great Light are dotted throughout the destination whilst the many attractions, SS Nomadic, Titanic Belfast, HMS Caroline, Titanic Hotel Belfast all display authentic and original artefacts. There is a huge sense of ownership of the story of this place amongst local communities - many offering family heirlooms for public display.

2. Key Issues

- There is no doubt that over time much of the physical heritage has been lost and only a few buildings exist now where the shipyard would have had hundreds. It is important that whatever is left is cared for and maintained appropriately and that the scale of the shipyard is not lost.

- There is no dedicated conservation manager/office for the area, although each heritage project has utilised conservation professionals to inform all developments.

- A number of significant heritage assets require attention - the Caisson Gate and Steam Cranes need significant restoration works and the future of the Thompson Dock needs resolved.

- It is not only the physical heritage we need to preserve but also the stories and narrative that belong to this place. It is reported that up to 50,000 people worked for Harland & Wolff at their peak, many of whom lived in local neighbourhoods. Whilst some work has been undertaken to date, specifically linked to the restoration of the Drawing Offices, we must continue to engage with these communities to capture these stories before it is too late.

- Titanic Quarter’s heritage should be a beneficiary of the destination’s commercial success.
There are many aspects of the industrial maritime heritage in need of attention and where appropriate, a considered repurposing. The preparation of a Conservation Management Plan is a critical first step so that a comprehensive audit and evaluation of the assets can be undertaken. This will ensure that the necessary guidance is available for all to see on the steps to be followed, ensuring that protection is afforded all aspects of the heritage resource and recommendations made on the restoration of significant in situ features, such as the Caisson Gate, before moving on to other initiatives including the restoration and relocation of the Schooner Result, which is currently in ownership of National Museums NI.

Priority attention needs to be given to the future of the Thompson Dock and the associated assemblage of buildings. An initiative of scale here would not only add significantly to the portfolio of heritage attractions, but would also serve to significantly complement an emerging, and very welcome, critical mass of heritage interest at this location, alongside the attraction of the HMS Caroline and, further along, the Great Light. In conjunction with these priority interventions, consideration needs to be given to a very simple naming of the heritage features as a precursor to the development of an outdoor museum.

The scope to provide a space or spaces where a conversation about the destination - what’s happening now, what’s new and what’s next - can happen would provide a unique opportunity for visitors and people locally to discuss, engage in and challenge, the shaping of the destination.

The Thompson Dock, is Titanic’s physical ‘footprint’ in history. In today’s money the dock cost £50m to build, is almost 900ft long (Titanic just fitted in) and can hold 23 million gallons of water. Nothing else conveys just how enormous Titanic must have appeared to those who saw her completed and ready to sail.

Built in 1867, the Caisson Gate is one of the oldest remaining Harland and Wolff constructions, and is actually a vessel, given the hull number 50 in H&W’s shipping register. A hollow vessel built from wood and steel, its job was to stop water from going in or out of the Hamilton Dock.
4. Priorities for Implementation

A Place Where Heritage Counts

- Creating an Outdoor Museum
  - Finding ways to raise awareness of the heritage asset by introducing artefacts into the public realm.

- Reimagining the Thompson Dock
  - An initiative of scale to augment the portfolio of heritage attractions.

Looking After, Restoring & Repurposing

- New, Now, Next
  - Inviting people into a conversation about the future development of the destination.

- Starting with a Conservation Management Plan and developing a route map for conservation, restoration and reuse.

5. Next Steps

Inviting people into a conversation about the future development of the destination.

We hope that this menu of possibilities will stimulate, provoke, enthuse and prompt as, collectively, we endeavour to shape a common and achievable ambition for the future. We have summarised these in a pull out section for easy reference, and if you visit titanic-foundation.org we have further developed an Action Plan that details the huge list of possibilities from which we selected these 12 innovative projects.

You can track delivery of the plan on titanic-foundation.org.
Twelve Projects

Our Collective Ambition

Titanic Quarter

Our Collective Ambition

Titanic Quarter

GLOBALLY SIGNIFICANT
This aspect of our ambition speaks to the brand of Titanic, its continuing and compelling global appeal. In particular, it is about the brand of Belfast and the importance of maintaining and repositioning the brand to best effect the area’s unique maritime heritage assets, attributes and associations.

REGIONALLY VITAL
This aspect of our ambition speaks to the dynamic and innovative character of the area’s role in powering the maritime city region and this area’s role in the visitor economy, demonstrating an enduring spirit of innovation and enterprise and delivering prosperity. Whilst ensuring the area delivers on many of the audiences’ visitor journeys and enables visitors to have fun, learn and travel whilst also forming part of the yarns of history with the city, making trips for get to and easy travel around.

LOCALLY EMBRACED
This aspect of our ambition speaks to the importance of restoring the area’s place within the heart of the city by focusing on the transformative power of the waterfront - from riverside to dockside to harbour mouth - to reconnect, reposition and renew the relationship with the city and make it easy for everyone to get to and easy travel around.

On Arrival
Welcoming gateways that signal you have arrived and create the right first impressions.

Greenways and Blueways
A system of green and blue infrastructure that is safe, comfortable, inviting and good for you.

Digital Quarter
Focusing on content that matters through facilitating sharable destination moments and experiences through easily accessible digital platforms.

Brand the Experience
Develop, communicate and promote the unique values and attributes of Titanic Quarter as a visitor destination.

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Twelve Projects

A Connected Place

On Arrival
Advance signalling through creative interpretation and giant graphics at key decision points that let you know you are heading in the right direction.

Greenways and Blueways
A focus on those places of orientation that provide cues to the wider and contextual narratives as well as clear ways in and out, to help visitors to enjoy and explore in an urban setting.

A Vital Place for Visitors

Let’s Celebrate
Enabling and facilitating a creative programme of events and activities to showcase our distinctive offer, building on existing events such as the Belfast Titanic Maritime Festival and the exploration of what is happening inside Titanic Quarter buildings, museums, a Creative Hub, Titanic Film Studios, Belfast Metropolitan College, Bombardier.

Longer Encounters
Maximise the potential of available land, brand awareness and track records to date. Titanic Quarter has the space and infrastructure to offer a cluster of attractions that can work together and contribute to the city’s growth. Opportunities for future events should be exploited further in terms of dosage, visitor attractions and accommodation.

Looking After, Restoring & Repurposing
Inviting people into a conversation about the future development of the destination.

A Place Where Heritage Counts

Extending the Invitation
Pause Points
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A Vital Place for Visitors

Let’s Celebrate
Enabling and facilitating a creative programme of events and activities to showcase our distinctive offer, building on existing events such as the Belfast Titanic Maritime Festival and the exploration of what is happening inside Titanic Quarter buildings, museums, a Creative Hub, Titanic Film Studios, Belfast Metropolitan College, Bombardier.

Longer Encounters
Maximise the potential of available land, brand awareness and track records to date. Titanic Quarter has the space and infrastructure to offer a cluster of attractions that can work together and contribute to the city’s growth. Opportunities for future events should be exploited further in terms of dosage, visitor attractions and accommodation.

Looking After, Restoring & Repurposing
Inviting people into a conversation about the future development of the destination.
Three Core Themes

A CONNECTED PLACE
This theme is focused on maximising Titanic Quarter's opportunities to be an even more vital part of the creative, learning, enterprise & innovation. It is concerned with how the community of our audience are now and in the future. Helping to ensure that the experiences they enjoy - the products, services, facilities and programming - thereby are sustainable and supporting the growth and development of the operator economy of the city and the region.

A VITAL PLACE FOR VISITORS
This theme is focused on ensuring Titanic Quarter's capacity to be an even more vital place for current and future visitors - thereby making them a more exciting and interesting spectacle. This theme is also concerned with improving the visibility and awareness of all heritage assets as they become part of a coherent journey of discovery - an immersive storyline that connects them and the audience.

A PLACE WHERE HERITAGE COUNTS
This theme is concerned with finding ways to make the true value of the heritage assets, attributes and associations, through the visibility of what is here, ensuring that they are brought alive for all. They are not at risk, young people are able to tell the story of the place, and reusing them to make them more accessible and opening up opportunities for enterprise development, couple heritage and tourism.

Appendix 1
"Titanic Belfast: Three ocean liners in Belfast, the last of which was Titanic. The Ulster Folk Museum in the Twenties, the last of which was Titanic. The Ulster Folk Museum in the Twenties, the last of which was Titanic. The Ulster Folk Museum in the Twenties, the last of which was Titanic. The Ulster Folk Museum in the Twenties, the last of which was Titanic. The Ulster Folk Museum in the Twenties, the last of which was Titanic. The Ulster Folk Museum in the Twenties, the last of which was Titanic. The Ulster Folk Museum in the Twenties, the last of which was Titanic. The Ulster Folk Museum in the Twenties, the last of which was Titanic.
Titanic Foundation would like to say a special thanks to all TQ stakeholders & partners who have been involved and contributed to the production of the Titanic Quarter Destination Plan, an iconic heritage waterfront.