



Belfast

**Augment
the City**





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Mark McCann

City Innovation Manager,
Belfast City Council



Agenda



Agenda	
The Challenge	Eimear Henry and Nigel McAlpine
What is Small Business Research Initiative	Joanne King
Application Process	Josh Barnett
Questions and Answers	Brenda Murphy



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Eimear Henry

Belfast Stories, Belfast City Council



- [Watch Belfast Stories video – Belonging to Belfast](#)

Belfast Stories overview

- Belfast Stories is a key project within the **Belfast Regional City Deal** (BRCD) which was agreed in December 2021. It has the ambition of driving inclusive economic growth that delivers more and better jobs, a positive impact on the most deprived communities and a balanced spread of benefits across the region.
- Due to open in 2029, the project will restore one of the city's most loved and unique heritage buildings, the art deco former Bank of Ireland building on Royal Avenue.
- Our design teams have been appointed including Snøhetta, TODD and Ralph Appelbaum Associates.

Why Belfast Stories?

- **Grow Belfast's economy** through tourism led regeneration and support for screen-based creative industries.
- **Create and sustain** a diversified, vibrant city where people want to live and work, visit and invest.
- Create a new **shared space**, to support a greater sense of connection and belonging.



What is Belfast Stories?

Belfast Stories embodies three things as one

- It's a **public space** – a place for everyone to **gather**, helping us to express our unique identities and share them with others.
- It's a **visitor attraction** that visitors can **engage** with, which clearly communicates the spirit of the city – its past, its present and its future.
- It's a **creative hub** where writers, musicians, artists and film makers can meet to **create**, collaborate and developing art and stories to sustain us.

Who is it for?

- Primarily Belfast Stories is for Belfast and its people – the vision is to help create a sustainable, diversified and vibrant city centre where people want to live, work, visit, and invest.
- It is also for visitors to Belfast and will tell the powerful and moving stories of Belfast in a way that makes the city distinctive and memorable. In doing so it will help grow Belfast's economy through tourism led regeneration and support for screen-based creative industries.

Storytelling Approach

Story Collection Framework recommended:

- First person storytelling with a distinctive voice, told from a personal point of view rather than by an official or authority.
- Oral testimonies however many ways to give depth - Still and moving images, Performing arts, Other forms of intangible heritage such as food experiences, sounds, Art and creative installations, Digital forms of expression, Writings & other 2D assets such as newspapers, journals, books, maps, and drawings, Objects.
- Missing voices.
- A building without walls.
- Locating Belfast Stories within a wider ecosystem of storytelling connected to culture, heritage and tourism.

Why this challenge?

- The challenge – long term sustainability of Belfast Stories relies on the quality of its stories and that they reflect an ever changing and evolving city.
- A past – present – future continuum.
- The challenge seeks to explore the potential of immersive technology to:
 - Effectively facilitate the generation of first-person stories for future curation, presentation and publication.
 - To lower thresholds, to remove barriers to participation and to deliver a ‘building without walls’.
 - Present the stories in ways that engage, inspire and entertain others.

Long-term vision

Story Engine

- Long term need is to develop a story engine that reflects the full story cycle (end to end process to enable, store and publish stories).
- In preparation for the development of a story engine (a large database and publishing platform) Belfast Stories are bringing the competition forward to inform our future designs and thinking.
- The competition can help us better understand how stories enter (story capture and content generation) a 'stories engine' as well as how they leave the engine (story curation and presentation).



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Nigel McAlpine

Digital Catapult





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Joanne King

Strategic Investment Board

SBRI Overview



The SBRI Process

- Sits within Pre-Commercial Procurement
- Various SBRI projects each year
- Acceleration of R&D / Stimulation of local innovation ecosystem
- Low risk mechanism to solving unmet needs within public sector
- Solutions must be innovative/ not exist in the marketplace
- Applicability – all businesses eligible to apply
- Application form requirements – demonstrate innovation
- Phased approach
- Supplier benefits
- SBRI team provide supplier support & guidance

Augment the City Competition timetable

Date	Action
15th April 2024	Phase 1: Challenge statement published
10 th May 2024	Applications close (3pm BST)
17 th May 2024	Successful applicants notified
20 th May 2024	Inception meeting
26 th June 2024	In person ‘pitch session’
30 th June 2024	End Phase Report deadline
Autumn 2024	Phase 2 opens
Spring 2025	Phase 3 opens



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Josh Barnett

SimplyDo

Application process online



Application process – <https://sdi.click/bcc>



2024/2025 BCC Phase 1

Belfast Augment the City Challenge

Managed by SBRI Northern Ireland

Posted by SBRI Northern Ireland

[Open](#)

📅 Deadline: 15:00 on 10/05/2024

[+ Create your idea](#)



Challenge details

« Collapse sidebar

OVERVIEW

The Context

Belfast City Council invites creative digital technology organisations to take part in a R&D competition that will explore how immersive technology can be used to gather and curate personal stories from the people of Belfast in new and engaging ways. The outputs of the programme will inform plans for the Belfast Stories landmark development.

Opening in 2029, Belfast Stories is a multi-faceted international visitor attraction that puts local people and their stories and experiences at its heart. Curated stories will be exhibited using a wide range of media including words, art, photographs, animation, film and virtual technology. You can learn more at [Belfast Stories](#) and [Story Collection Framework](#).

Please register for a free online information session on Thursday 18 Apr 2024 at 10:00 BST (see link below in "How do I get help with my application?" section)

Copies of the presentations from the event will be available here after the 18th April. If you have further questions or need help with your application, please submit questions/seek clarifications through this website.

The Challenge

Belfast Stories will generate and curate a unique, long term story collection that is representative and reflective of the city's residents and communities, particularly from lesser-heard voices.

With this in mind, Belfast Stories invites concepts and proposals from immersive technology providers that will:

1. Motivate and facilitate individuals to recall, generate and share their first-person stories for future curation and publication. This may involve using immersive technology as a stimulus to encourage a person to connect to a story from the past, present or even the future.
2. Present the stories in ways that engage, inspire and entertain others. This may include establishing 'City Moments' or emotive narratives that capture life in our city across time, ages, communities and neighbourhoods.

A successful proposal will also demonstrate how it can:

- Inform the Belfast Stories team in thinking about the role of immersive technology in defining future requirements for a 'story engine' (i.e. a large database(s) of stories in multiple formats) and the management of the 'story cycle' (capture, collection, recording, curation, visualisation, presentation and promotion);
- Demonstrate the convergence of immersive technologies with other technologies, and particularly the benefits of operating in a 5G enabled environment;
- Demonstrate routes to real-world application, scaling and replication in other scenarios in addition to Belfast Stories; and
- Include an understanding of the local geographical, historical, social and environmental context of Belfast and Northern Ireland.

Application process – <https://sdi.click/bcc>



A screenshot of the 'sbri ni' application process interface. The top navigation bar includes 'Home', 'Challenges', 'Ideas', and 'Groups'. A search bar is present. The main content area is divided into a left sidebar and a main form area. The sidebar contains a progress list with 8 steps: 1. Application (selected), 2. Company Details, 3. Proposed Idea/Technology [20%], 4. Current State of the Art & IP [20%], 5. Project Plan & Methodology [30%], 6. Technical Team & Expertise [10%], 7. Commercial Potential [20%], and 8. Declaration. Below the list are sections for 'Collaborators' (listing Josh Barnett) and 'Tags' (with an 'Edit tags' button). The main form area has a 'Save' button at the top. The 'Idea name' section has a text input field with the placeholder 'Name your idea...'. The 'Cover image' section has a 'Choose a cover image' button. The '1. Application' section contains a 'Supporting information' box with an 'IMPORTANT' notice and instructions on adding collaborators. Below this is a 'Project Title' section with a text input field and a 'Total Budget Exclusive and Inclusive of VAT (£) (Maximum exclusive of VAT £10,000)' section with a text input field. A blue chat bubble icon is visible in the bottom right corner of the interface.



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Brenda Murphy

Innovation Broker,
Belfast City Council



Q&A





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