Total Draft of Script

**Problem section**

[SHOW IMAGES OF NICE AREAS OF BELFAST]

Despite having many beautiful landmarks and attractions,

[SHOW IMAGES OF UNAPPEALING AREAS OF BELFAST]

Belfast’s city center is full of blank canvases, each of which could be a memory to tourists and locals.

[SHOW AI IMAGES- COLOURFUL PROJECTOR]

With a well-needed splash of colour, Belfast’s image can be improved, making it all the more attractive as both a tourist destination and a home.

[SHOW MURALS]

Before, we covered walls with many murals, but painting these is expensive and time consuming.

Don’t you think that Belfast could do with a splash of light, showing off both its rich past while striving to the future?

**Solution section**

CUT TO PROJECTOR IN A ROOM SHOWING ARTISTIC IMAGES

We propose installing projectors around Belfast, with which we can seamlessly fill the city with light and images in a sustainable and non-intrusive way.

We can attach these projectors to lamp posts, which would provide the necessary power, and provide some protection from theft.

…All that is needed is a protective casing with a transparent area, which can easily be found online. This will protect them from the elements and theft.

Imagine a clear night, where Belfast’s bustling city center is illuminated with beautiful, historic patterns, images and designs calling back to its rich past. Suitable locations include the city centre, parks, popular walkways and roads, or dilapidated and ugly areas. We could also experiment with water projection to allow the population to better embrace the river Lagan.

Alongside this use, the projectors could be placed in areas with many pedestrians, such as parks and main roads. Using the OpenDataNI datasets alongside Generative AI, we have identified the most popular walkable roads in Belfast, created a dynamic map of the relevant parks and identified  the roads which are  encapsulated in the BCC area.

[ON SCREEN] Shorten the bullet points eg Tourism attraction, City safety and accessibility, etc so it is easier for the user to read

#03 Future City Centre & Wider City Redevelopment​

* Increase the number of and length of stay of tourists.​
* Improve city safety and/or accessibility.​
* Implement A Bolder Vision goals for the City Centre.​
* Adoption of a placemaking approach to develop the City Centre.

**Showcasing section**

How would this work in detail? And how expensive would it be?

There’s a number of small projectors available online; each projector could be fixed to a lamp post with a bracket, such as these.

The control the images projector could be plugged into a Raspberry Pi Zero, which is basically a computer smaller than a credit card; the raspberry pi and projector could both be powered by the lamp post. Software on the raspberry pi could be used to display the image to the projector automatically, when the lamp post turns on, and cycle through the images provided.

There are a couple ways we could provide these images: first, images could be securely uploaded to a public file hosting service, which are then downloaded wirelessly. Wireless connectivity can be achieved with the raspberry pi’s built in wifi, or a SIM card plugged into the raspberry pi via an adapter. Alternatively, images could be stored on the raspberry pi, and updated manually, perhaps every month or quarter. Access to the raspberry pi could be restricted if the protective casing was locked.

All the hardware sums up to approximately £151 for the manually updated build, and £191 for the automatically updated build.

In the end, we believe that our product is the best way to improve the memorability and impact of Belfast’s city centre and tourist hotspots, at a great price and in a sustainable way. We can divert attention from the more dilapidated areas and to Belfast’s rich culture, while creating a magical atmosphere.

***Belfast is a sight, let’s fill it with light!***

Traffic Data: <https://admin.opendatani.gov.uk/dataset/northern-ireland-traffic-count-data/resource/5fb8e9cd-1587-4936-ac38-fad9b099bdad>

City Parks: <https://admin.opendatani.gov.uk/dataset/city-parks/resource/80cef4f1-93e1-44b7-8134-336ce30f30d7>

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Route | Divn. | Location | Channel 1 | Channel 2 | 24 Hour AADT (7 day flow) |
| A2 | East | Belfast - Bangor, at Cultra, East of Folk Museum | To Belfast | To Bangor | 33,883 |
| A2 | East | Belfast Road, Bangor Side of Ballyrobert Road Junction | To Belfast | - | 13,620 |
| A12 | East | Westlink, Belfast, South of Roden Street | To M2 | To M1 | 65,023 |

Credits:

Leo Chartier - Made the catchphrase

Caleb Hair -

Daniel Mackle -

Arpit Kumar Sahoo -

Craig Thompson -

A large building with a statue in front of it

Description automatically generated

A large building with a large triangular design

Description automatically generated with medium confidence

A mural on a wall

Description automatically generated

A couple of people standing in front of a mural

Description automatically generated

COMPONENTS

A white and yellow projector with a remote control

Description automatically generated

<https://www.amazon.co.uk/Portable-Projector-1920x1080-Resolution-Interface-3/dp/B0B6WQLJZD/ref=asc_df_B0B6WQLJZD/?tag=googshopuk-21&linkCode=df0&hvadid=696285193871&hvpos=&hvnetw=g&hvrand=9185505201007202356&hvpone=&hvptwo=&hvqmt=&hvdev=c&hvdvcmdl=&hvlocint=&hvlocphy=1007270&hvtargid=pla-2281435176858&mcid=92a72a6466fd39ecb1f7de31e4d4bd55&hvocijid=9185505201007202356-B0B6WQLJZD-&hvexpln=74&gad_source=1&th=1>

A hand holding a black round object

Description automatically generated

<https://www.ebay.co.uk/itm/394892110004?chn=ps&_ul=GB&_trkparms=ispr%3D1&amdata=enc%3A1BWNFdTzGRMeyk5PmvkXlsQ4&norover=1&mkevt=1&mkrid=710-134428-41853-0&mkcid=2&mkscid=101&itemid=394892110004&targetid=2425733423477&device=c&mktype=pla&googleloc=1007270&poi=&campaignid=21697391927&mkgroupid=162558106770&rlsatarget=pla-2425733423477&abcId=10027104&merchantid=423924389&gad_source=1&gbraid=0AAAAAD_Lr1dOxDPJ6ZCmrt0b9h1T21-in&gclid=Cj0KCQjwjY64BhCaARIsAIfc7YZOTK2fNRVqXYj79Z92SkIEoRn2EB6qG96gku43OPtCEdjRRli0txMaAuKAEALw_wcB>

A green circuit board with many different colored wires

Description automatically generated

<https://thepihut.com/products/raspberry-pi-zero-2?variant=41181426942147&currency=GBP&utm_medium=product_sync&utm_source=google&utm_content=sag_organic&utm_campaign=sag_organic&gad_source=1&gclid=Cj0KCQjwsJO4BhDoARIsADDv4vAajB_eclu83vCH3QoA_j6DQ3rjYXUNXBSHfVZIBwKtBMUT73Xp8isaAoTJEALw_wcB>

A close-up of several memory cards

Description automatically generated

<https://www.amazon.co.uk/KEXIN-MicroSDHC-Memory-Smartphones-Security/dp/B08JXK8S2Z/ref=sr_1_1_sspa?adgrpid=164060310151&dib=eyJ2IjoiMSJ9.YHTRkeGp50dh7VHf9hrlAkpxsxK7VwqyCZkP2JlSEHRHtBQyLu8HmCY2Xa4MjJivruVDNhLPkhYq5rLW6s5FC2Ke-2vE7a0T11v4Rez1OykiSqOeu6J6fpt3e2hMNoXIs1XxIC1QvBmPktXi5w-HQX7lPzQfO58PdADF_xPTSckzLrqu7_Q9ehtxz7ipkNqU1nyP6XJSxxZ4d3A7vbMdglKDX16GsAw5SCFPWmC2D08.X3oO08ltcTzsrjT0Dz3MHwJO-QRcZMMxnYftUauPBE8&dib_tag=se&gad_source=1&hvadid=696893333264&hvdev=c&hvexpln=69&hvlocphy=9045199&hvnetw=g&hvocijid=3342310611362891462--&hvqmt=e&hvrand=3342310611362891462&hvtargid=kwd-298740991103&hydadcr=28147_2253838&keywords=sd+card+mini&qid=1728394105&sr=8-1-spons&sp_csd=d2lkZ2V0TmFtZT1zcF9hdGY&psc=1>

A white projector with a blue light

Description automatically generated

<https://www.amazon.co.uk/Duronic-Projector-PB05XB-Universal-Projection/dp/B01D3OHCC8/ref=asc_df_B01D3OHCC8/?tag=googshopuk-21&linkCode=df0&hvadid=696285193871&hvpos=&hvnetw=g&hvrand=16832855913481010803&hvpone=&hvptwo=&hvqmt=&hvdev=c&hvdvcmdl=&hvlocint=&hvlocphy=9045199&hvtargid=pla-2281435177418&psc=1&mcid=9bd546fd0b42378ca58aeba6f56fdeb6&hvocijid=16832855913481010803-B01D3OHCC8-&hvexpln=74&gad_source=1>

A black cell phone with a white logo

Description automatically generated

<https://www.amazon.co.uk/Huawei-E392-Surfstick-LTE-4G/dp/B0085C6IY2/ref=sr_1_10?crid=13CPQS38BFC4G&dib=eyJ2IjoiMSJ9.XmiqJvrcJIW_ulUbjfyhY-R2L359_SKsUCBL9VON0Z6zw1z6P_IN_uR7loi1Tq5rlhdj4KQlBFKw-HJzcmTe0yUMcU9sYXeKLIREcg6uj4H4WmiGbCVwq3Jv3Mjo5cm7E17dvPsMdwonEV-x95asUa9Qmqg9PWEITXJ09y6-JRjomtLeCHmqc0wmFhv6HXFQGWeM_MHdc5nw8H-oMwLkfaqGDCZFphHJFQOnd-mtKEOESVwAq8L1XYb3uQhzuRid5AmFJ-pJxuZgRafW3xbrfZf46DP7vfEfTzOcskTooJ8.c5AOa9QjExxtKtqABUBqRisU8PdhQ_CQHiHLbXi5Ask&dib_tag=se&keywords=4g+usb&qid=1728333183&s=electronics&sprefix=4g+usb%2Celectronics%2C69&sr=1-10>

Leo – 20s

Despite having many beautiful landmarks and attractions, Belfast’s city centre is full of blank canvases that need a splash of colour. With this, Belfast can become more attractive, both as a tourist destination and as a home.

Don’t you think that Belfast could do with a little light show, showing off both its rich past while striving for a bright future?

Daniel – 20s

Imagine a clear night, where Belfast’s bustling city centre is illuminated with beautiful, historic patterns, images and designs. Suitable locations include the city centre, parks, popular walkways and roads to mask dilapidated and ugly areas. We could also experiment with water projection to allow the population to better embrace the river Lagan.

Caleb – 20s

Alongside this use, the projectors could be placed in areas with many pedestrians, such as parks and main roads. Using the OpenDataNI datasets alongside Generative AI, we have identified the most popular walkable roads in Belfast, created a dynamic map of the relevant parks and identified the roads which are encapsulated within the city centre.

Arpit – 20s

The projector could be plugged into a Raspberry Pi Zero, both being powered by a lamp post. The Raspberry Pi will control the projector, and cycle through the images automatically.

All the hardware sums up to approximately £150 for the basic build, and £190 for a potential wireless build.,.

Craig – 10s

In the end, we believe that our product is the best way to improve tourism in Belfast in a sustainable way, while creating a magical atmosphere.