

APPENDIX 1: 2020-21 Tourism, Culture and Events Programme

The proposed programme supports year one actions against the priorities set out in the ten year cultural strategy.

Project Name	Project Description	Actions/ Targets	Timeline	Budget
Cultural Development including Events and Festivals				
City Compact	Implementation of recommendation from Cultural Enquiry by Core Cities network. This will establish a governance and investment model for culture in the city.	Establishment of City Compact consisting of a range of partners. Establishment of participative forum	April 2020 – March 2021	£25,000
Core multi-annual funding	Delivery of new cultural multi-annual funding programme.	54 organisations supported to deliver annual programme of activities in Belfast.	April 2020 – March 2021	Approved
Project Grants	Ongoing delivery of small grants programme including Community Festivals funding.	Fund a minimum of 25 projects to support engagement with audiences and participants across the city in line with existing criteria and alignment to the new cultural strategy.	April 2020 – March 2021	£237,000
Sector support programme	Design and deliver wraparound support programme aligned to investment model to support established organisations to adapt to change and to support new organisations and practitioners to take longer term risks in programming or creative development.	Support a minimum of 70 cultural organisations.	April 2020 – March 2021	£150,000

Research and Development	Commission research, collect and analysis data to ensure strategic approach to investment and delivery.	Complete cultural mapping. Complete infrastructure audit. Complete feasibility on new ticketing platform.	April 2020 – March 2021	£70,000
Heritage Development	Design and deliver 'Telling the Belfast Story' public engagement programme to deliver a co-created and co-designed heritage programme to tell the story of people and places. Develop a heritage plan for the city with cross-cutting actions.	Heritage Action Plan Engage with minimum of 300 citizens	April 2020 – March 2021	£25,000
Cultural animation	Deliver a playful city initiative to improve the quality, accessibility and openness of public spaces. Further develop a 'City as a Gallery' or 'Art in the Public Realm' initiative including scoping, international collaboration. Commission proof of concept for a brokering service to transform empty or vacant spaces into cultural and civic use through one pilot in the city centre and one pilot in a neighbourhood. To be delivered in partnership with Voluntary Arts Ireland.	Number of partnerships created and levels of civic and sector engagement. Evidence based recommendations for long-term programmes. Delivery of pilot programmes including evaluation and recommendations.	April 2020 – March 2021	£30,000
Capacity Building	Support employability skills and capacity building programmes including design of programmes for LGBTQ+ and disabled artists and those from minority ethnic groups.	A minimum of 15 artists supported.	April 2020 – March 2021	£35,000

	Develop schemes to support higher participation and representation at cultural events by disabled people including piloting Gig Buddies in partnership with the Black Box.	Delivery of pilot programmes including evaluation and recommendations.		
Networking	Support participation in relevant cultural networks including but not limited to IETM in partnership with Theatre NI, Eurocities, Culture 21	Support for up to 8 cultural exchanges and networking opportunities.	September 2020 – March 2021	£15,000
Events and Festivals Delivery				
City Events	Deliver programme of city events across the year	Normal growth on 2019/20 targets to be revised in light of Covid-19.	December 2020- March 2021	£410,864
Project Funding	Support for Sport grants Belfast Marathon (subject to rescheduling)	Support for local organisations. Level of return on investment.	April 2020 – March 2021	£90,000
Strategic Development including 2023 and City of Music				
Programme Development	In order to deliver a programme of international standing based on local engagement and sustainable sector development initial commissioning will take place in 2020. This will include conducting full feasibility on major commissions such as Urban Forest in partnership with Eden Project.	Complete feasibility study and business case for programme including leveraging match funding. Outline programme in place.	April 2020 – March 2021	£150,000
Communications	The international reach of the 2023 programme will require a strong identity and strategic	2023 communications strategy and identity in place.	April 2020 – March 2021	£85,000

	communications approach that appeals locally, regionally and across key visitor markets.			
Capacity Building	The success of 2023 is dependent on the ability to support a resilient and innovative cultural sector. This includes retaining and developing talent. An important strand is therefore support for new, emerging and non-core funded practitioners.	Support a minimum of 4 emerging artists/ organisations.	April 2020 – March 2021	£80,000
Music Development	A City of Music steering group has been established following an open process. Council will continue to provide ongoing support to this group to design and deliver a multi-annual music action plan towards the designation of UNESCO Creative Cities.	Deliver music action plan in line with UNESCO bid submission and targets.	April 2020 – March 2021	£120,000
Tourism Development				
Conference Subvention	Contribution to Conference Support Scheme for the City in partnership with Tourism NI. This has been a key element of the business tourism support activity over recent years and will be critical if the growth ambitions are to be achieved in the coming years.	Support for conferences to be measured and evaluated. Will be reviewed in light of Covid-19.	April 2020 – March 2021	£200,000
Lagan Canal Trust	Ongoing annual support for Lagan Canal Trust in partnership with other local authorities to support annual programme of work.	Annual funding agreement with specific targets to be developed.	April 2020 – March 2021	£17,000
City Connections	Ongoing partnership model between Fáilte Feirste and Eastside Partnership to deliver a programme of work that supports development	Complete market research. Support for local businesses through joint initiatives.	April 2020 – March 2021	£100,000

	of local tourism products and citywide connections.	Support for delivery partners with targets to be developed as part of funding agreement.		
Capacity building	Roll out of local tourism development across other geographic areas in the city and to include communities of interest.	Citywide scoping exercise carried out with new partners identified and supported. Capacity building programme delivered. Development of local tourism framework.	April 2020 – March 2021	£80,000
Research	Ensure that ongoing investment and developed is based on better understanding of the needs and behaviours of key visitor markets. Capacity building and skills development programmes will then be designed to meet these needs.	Baseline research and data. Gap analysis. Recommendations for future actions.	April 2020 – March 2021	£30,000
Industry support	Practical support through the development of a clustering model in partnership with Tourism NI to create coherent market offer.	Online toolkit Clustering model	April 2020 – March 2021	£15,000
Sustainable tourism	The purpose of this work will be to lead an innovative response to future proofing the tourism industry working alongside internal and external partners.	Forward Planning for Climate Change: Environmental Impact Audit and Action Plan	April 2020 – March 2021	£25,000