



<b>Subject:</b>	<b>Belfast 2024 – Programme Update</b>
<b>Date:</b>	6 November 2024
<b>Reporting Officer:</b>	Damien Martin, Strategic Director Place and Economy
<b>Contact Officer:</b>	Erika Clark, Belfast 2024 Programme Manager

**Restricted Reports**

**Is this report restricted?** Yes  No

**Please indicate the description, as listed in Schedule 6, of the exempt information by virtue of which the council has deemed this report restricted.**

Insert number

1. Information relating to any individual
2. Information likely to reveal the identity of an individual
3. Information relating to the financial or business affairs of any particular person (including the council holding that information)
4. Information in connection with any labour relations matter
5. Information in relation to which a claim to legal professional privilege could be maintained
6. Information showing that the council proposes to (a) to give a notice imposing restrictions on a person; or (b) to make an order or direction
7. Information on any action in relation to the prevention, investigation or prosecution of crime

**If Yes, when will the report become unrestricted?**

<b>After Committee Decision</b>	<input type="checkbox"/>
<b>After Council Decision</b>	<input type="checkbox"/>
<b>Sometime in the future</b>	<input type="checkbox"/>
<b>Never</b>	<input type="checkbox"/>

**Call-in**

**Is the decision eligible for Call-in?** Yes  No

<b>1.0</b>	<b>Purpose of Report/Summary of Main Issues</b>
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1.1	To provide a detailed update to the Committee on the Belfast 2024 programme so far, through the Belfast 2024 Interim Report November 2024 as attached at Appendix 1.
<b>2.0</b>	<b>Recommendation</b>
2.	Note the progress of the programme to date.
<b>3.0</b>	<b>Main Report</b>
3.1	<p><b>Programme Update:</b></p> <p>Belfast 2024 launched officially on 29<sup>th</sup> February 2024, and we've achieved significant successes across the programme so far.</p> <p>There have been a wide range of events, performances, and engagement throughout the city to create an extensive range of artistic and creative work, while supporting the sector to build skills and capacity as well as showcasing Belfast as a cultural destination.</p> <ul style="list-style-type: none"> <li>• £2.7m directly invested into creative and cultural sector commissioning locally</li> <li>• £960k to Direct Commissions and partnerships including Little Amal, Eden Project, BBC concert, International Artist Project</li> <li>• £0.9m towards strategic and music-based events to celebrate and embrace UNESCO City of Music designation and our music strategy</li> <li>• 800+ contracts have been created for B24 delivery within the creative sector including artists, production staff, facilitators and designers</li> <li>• 500+ workshops and events have taken place across the city with more to come by December</li> <li>• 16 artists supported on Creative Bursary programme</li> <li>• 6 International Artists working in residence with communities for 2 years with British Council partnership funding</li> <li>• 35,000 attendees &amp; participants to date</li> </ul> <p><b>Evaluation Framework- Interim Feedback</b></p> <p>3.2 The report gives an overview of the events completed so far and outlines important feedback we've received as part of our Evaluation Framework evidencing the impact this ambitious programme is having for citizens, communities, the creative and cultural sector and city partners. The report covers the period up to end of August 2024.</p> <p>The report (Appendix I) provides an information on;</p> <ul style="list-style-type: none"> <li>• Background &amp; Strategic Context of Belfast 2024</li> <li>• Belfast 2024 Programme Structure</li> <li>• Belfast 2024 Programme</li> </ul>

- Programme Delivery to End September
- Marketing and Communications Update
- Partnership Development & Delivery
- Evaluation, impact & Feedback so far
- Lessons Learned & Legacy Planning

It is important to note that the evaluation findings are at an interim stage, including the statistics outlined below, and the positive analysis and feedback received to date will both be updated and importantly supplemented by work on the lessons learned, recognising some of the significant challenges in delivering a creative programme across our City and our plans as we implement the next stage of our Cultural Strategy, including the delivery of Belfast Stories.

**Belfast 2024 programme statistics summary to date:**

<b>Events</b>	<b>549</b>
<b>Participants/attendees</b>	<b>35,000</b>
<b>Artists &amp; Contractors involved</b>	<b>811</b>
<b>Programme Partners</b>	<b>203</b>

**Feedback so far based on 600 audience/contractor surveys:**

- **99 % of attendees agreed they had a good time**
- **97 % agreed the activity was absorbing and held their attention**
- **98 % agreed they would come to something like this again**

**Attendees also report:**

- **98 % of attendees agreed they felt welcome and included**
- **95 % agreed they felt connected to others**
- **97 % agreed that they felt proud that it was happening in Belfast**

**Lessons learned and Legacy**

3.3

Belfast 2024 was at its core an 'accelerator' project for our Cultural Strategy 2020-30, create the conditions to support capacity building, test new ways of working, strengthen existing and forge new connection between cultural delivery within the council and the wider city. The legacy of this significant project is critical to show the return on investment, to ensure lessons learnt are captured, and to embed critical elements of the programme into 'business as usual'.

Work is ongoing to capture and learn lessons both positive and negative in relation to the planning and delivery of Belfast 2024 and to consider how these can be applied to future programmes and plans, including through application of co-design models for delivery of City events and Tourism

	<p>and to ensure that there is an effective legacy from the programme. Emerging Themes for legacy development include:</p> <ul style="list-style-type: none"> <li>• Informing Implementation Plan for Second Phase of Cultural Strategy A City Imagining 2025-2030</li> <li>• Supporting the delivery of Belfast Stories, including through Our Stories Festival</li> <li>• Supporting legacy of the projects and artists /creators</li> </ul> <p><b>Still to come in Belfast 2024</b></p>
3.4	<p>As we head into Autumn, the programme continues to deliver a broad range of events, activities, workshops and participative opportunities across the city appealing to a range of audiences from communities to visitors and international tourists. We will have the City Hall Immersive Experience, <i>Are You On The Bus, Touch, Hear, Feel</i> premiere – an inclusive performance engaging all senses and <i>Hearth</i> our film of Belfast by Belfast with Mark Cousins and Belfast Film Festival and the Our Stories Festival In partnership with Belfast Stories.</p>
3.5	<p><b>Belfast Stories Partnership – Our Stories Festival 20<sup>th</sup> – 24<sup>th</sup> November</b></p> <p>The Belfast 2024 and Belfast Stories partnership for this programme will culminate with Our Stories Festival in November, designed in partnership with Oliver Jeffers/Jeffers Studios, Nerve Centre, and NI Science Festival as well as Ulster University, who are celebrating their 175<sup>th</sup> year. This exciting programme will see our city centre come to life with a combination of talks, workshops, art installations, comedy, music and food and engagement with local communities on the future of our city – housed at City Hall, 2 Royal Avenue, Belfast Stories site and Ulster University’s new campus. Guests include Oliver Jeffers, Tim Smit – founder of Eden Project, Martin Green CBE, Hannah Peel, Ruth McCarthy, Stacey Gregg with further names to be confirmed including Chris Packham and local artists who will lead on a series of engagements, as well as integration with a number of our Bank of Ideas projects who have come through our participatory budgeting programme.</p>
<b>4.0</b>	<b><u>Financial and Resource Implications</u></b>
4.1	The programme as outlined above will be delivered within existing budgets.
<b>5.0</b>	<b><u>Equality or Good Relations Implications/Rural Needs Assessment</u></b>
5.1	The Cultural Strategy - <i>A City Imagining</i> - carried out an extensive EQIA covering the duration of the strategy 2020-2030. Belfast 2024 is one of the major outputs of the Cultural Strategy with wide and varied ambition. Promotion of opportunity for all Section 75 groups to be celebrated within the overall Belfast 24 cultural programme is important to it’s success. The Council’s Culture team have a dedicated, full time and permanent Engagement Officer focussed on accessing a wide range of marginalised groups to co-design an extensive Engagement Programme which has fed directly into the development and delivery of the Belfast 2024 programme.
<b>6.0</b>	<b><u>Appendices - Documents Attached</u></b>
6.1	Appendix 1 Belfast 2024 Interim Report