



<b>Subject:</b>	Cultural Framework Year 3
<b>Date:</b>	22 April 2015
<b>Reporting Officer:</b>	John McGrillen, Director of Development
<b>Contact Officer:</b>	Brian Johnston, Tourism, Culture and Arts Manager

<b>Is this report restricted?</b>	Yes	<input type="checkbox"/>	No	<input checked="" type="checkbox"/>
<b>Is the decision eligible for Call-in?</b>	Yes	<input checked="" type="checkbox"/>	No	<input type="checkbox"/>

<b>1.0</b>	<b>Purpose of Report or Summary of main Issues</b>
1.1	<p>In October 2012 the Cultural Framework for Belfast 2012-15 was agreed. The vision for the Cultural Framework is that:</p> <p>“By 2020, everyone in Belfast experiences and is inspired by our city’s diverse and distinctive culture and arts. Arts and heritage are valued for enriching quality of life and creating wealth, and the city’s culture and creativity is renowned throughout the world.”</p>
1.2	<p>The Framework supports culture and arts in the city with an annual investment of £1.83m through 4 funding streams:</p> <ul style="list-style-type: none"><li>- Core multi-annual funding – revenue funding for 52 organisations for 3 years</li><li>- Community Festivals Fund – up to £10,000 per festival annually</li><li>- Arts and Heritage Project Grants – up to £10,000 per organisation annually</li><li>- Creative and Cultural Belfast Fund – support for 7 flagship projects across 3 years</li></ul>
1.3	<p>Each of these funds is designed to support the four key themes of the Framework: Distinctly Belfast, Inspiring Communities, Attracting Audiences and Strengthening the Sector.</p>
1.4	<p>In addition to funding of the culture and arts sector the Council also delivers a number of initiatives directly through the Tourism, Culture and Arts unit or through Service Level</p>

	<p>Agreements with key strategic partners identified in the Framework. These initiatives are developed to meet specific targets set out in the Framework. A review of Year 1 and 2 has been carried out and this alongside the priorities set out in the Draft Integrated Tourism Strategy has helped inform a proposed programme of work for the final year of the Framework. The programme has also taken into consideration the new Council boundaries and the need to increase access to culture and arts across the city, as well as the reduction in culture and arts expenditure by other organisations. The proposed programme is included in Appendix 1.</p>
<b>2.0</b>	<b>Recommendations</b>
	<p>Members are asked to;</p> <ul style="list-style-type: none"> <li>- Note the contents of this report and approve the programme of work for 2015-16 as set out in Appendix 1</li> <li>- Grant delegated authority to the Director of Development for the procurement of services associated with the delivery of this programme, subject to a form of legal agreement being drafted by Legal Services</li> <li>- Agree to renew the Service Level Agreements with Audiences NI and Community Arts Partnership</li> </ul>
<b>3.0</b>	<b>Main report</b>
3.1	<p><u>Key Issues</u></p> <p>The proposed programme of work as detailed in Appendix 1 has been developed to meet the targets set out across 4 themes of the Framework.</p>
3.2	<p>To support Distinctly Belfast and Inspiring Communities specifically:</p> <ul style="list-style-type: none"> <li>- Connecting people to the city, its stories, places, arts and heritage</li> <li>- Placing culture, arts and heritage at the heart of Belfast's ongoing narrative</li> <li>- Removing barriers to participation</li> <li>- Developing shared cultural spaces</li> </ul>
3.3	<p>We will promote the use of culture, arts and heritage to animate the city and create vibrant, welcoming places by:</p> <ul style="list-style-type: none"> <li>- Delivering a project that helps to bring Belfast's heritage to life by the display and interpretation of artefacts in community and public locations across the city.</li> <li>- Delivering a city animation project that uses public and vacant spaces as a gallery</li> </ul>

	including the use of iconic buildings such as City Hall
3.4	<p>To support Attracting Audiences and Inspiring Communities specifically:</p> <ul style="list-style-type: none"> <li>- Increasing the number of residents and visitors taking part in culture and arts reaching 200,000 participants and 4 million audience members</li> <li>- Promoting Belfast as a diverse and dynamic cultural city to existing and potential out of state visitors</li> <li>- Removing barriers to participation</li> </ul>
3.5	<p>We will develop targeted initiatives, enhance communications and support collaborative marketing and cross selling initiatives by:</p> <ul style="list-style-type: none"> <li>- Commissioning an annual Belfast Audience audit and research report</li> <li>- Supporting community and individual ticketing schemes to increase access to activities in the city</li> <li>- Support marketing of flagship Creative and Cultural Belfast projects</li> <li>- Developing a citywide online and offline marketing and audience development campaign</li> </ul>
3.6	<p>To support Strengthening the sector specifically:</p> <ul style="list-style-type: none"> <li>- Providing opportunities for organisations to develop and diversify their income streams</li> <li>- Developing a better infrastructure for skills development in Belfast</li> </ul>
3.7	<p>We will support employability, facilitate skills development and training to help generate £8 for everyone £1 we invest by:</p> <ul style="list-style-type: none"> <li>- Delivering a training and development programme for the cultural sector</li> <li>- Co-ordinating sector forums such as visual arts forum and festivals forum to help share resources, promote best practice and provide opportunities for collaboration</li> </ul>
3.8	<p>The impact of these initiatives will be monitored and evaluated through the new culture and arts Outcomes Framework.</p>
3.9	<p>While many of these activities have already been approved by the relevant council committees, there are a number of projects which require budgetary approval for the coming year. Details of these specific activities are outlined below (3.11).</p>

3.10	<p>The planned programme of activity for the coming year is significant. It includes:</p> <ul style="list-style-type: none"> <li>- Delivery of the flagship Creative and Cultural Belfast programme, with three major productions scheduled for later in the year, with a combined funding allocation of £285,000 from the council.</li> <li>- Delivery of Community Festivals Fund – supported by resources from DCAL – to assist a minimum of 15 festivals and events across the city.</li> <li>- Management of £1.37 million of core multi-annual funding to key organisations.</li> <li>- Allocation of £160,000 towards arts and heritage project grants.</li> <li>- Development of a new ‘City as a Gallery’ project - curating an ambitious programme of historical collections and contemporary work in a range of innovative locations across the city.</li> <li>- Continuing work to attract new audiences to Belfast’s culture and arts based activities through a series of audience development initiatives.</li> <li>- Provide capacity building support to cultural organisations to help them diversify their sources of income.</li> </ul>
3.11	<p><u>Financial &amp; Resource Implications</u></p> <p>Specific projects requiring budgetary approval for the coming year include:</p> <ul style="list-style-type: none"> <li>- Distinctly Belfast/ Inspiring Communities - £65,100 including Service Level Agreement with Community Arts Partnership, “City as a Gallery” project and “Bringing Belfast Heritage to Life” project</li> <li>- Strengthening the sector: £35,000 to develop and coordinate the work of the Belfast Festivals Forum and Belfast Visual Arts Forum and £40,000 for Strengthening the Sector Training &amp; Development Programme.</li> <li>- Attracting Audiences: £70,000 to support service level agreement (SLA) with Audiences NI, provide marketing and communications support to flagship projects to increase access for targeted groups and review of marketing roles and responsibilities for culture and arts activity.</li> </ul>
3.12	<p><u>Equality or Good Relations Implications</u></p> <p>The Cultural Framework was subject to a full Equality Impact Assessment and relevant equality and good relations implications have been taken in to consideration.</p>

<b>4.0</b>	<b>Appendices – Documents Attached</b>
4.1	Appendix 1 - Cultural Framework Year 3 Action Plan