

Cultural Framework Year 3 Action Plan

Unit Strategic aim/objective	Proposed Action	Expected Outcome As measured by Framework of arts outcomes	Target	Approval/ Budget	Other resources/ stakeholder
<p><i>Cultural Framework:</i></p> <p>Distinctly Belfast: Connecting people to the city, its stories, places, arts and heritage</p> <p>Inspiring Communities: Removing barriers to participation; Developing shared cultural spaces</p> <p>Attracting Audiences: Increasing the number of residents &amp; visitors taking part in culture and arts</p> <p><i>Tourism Strategy:</i> Product development: Contemporary art &amp; design</p>	<p>Delivery of ‘City as a Gallery’ by curating exhibitions across the city through display of historical collections and contemporary work in accessible locations including popular attractions, vacant spaces and public realm.</p> <p>Strand One: Working with a range of partners in Belfast to transform a number of vacant spaces in both city centre (retail) and in community locations into pop up galleries and hubs for exhibitions, community arts displays and public artworks.</p> <p>Strand Two: Transformation of iconic buildings such as City Hall through large-scale community and international art projects.</p> <p>Delivery of a flagship event to animate iconic building in the city helping to drive footfall and increase accessibility. This could include a live public art project at City Hall with outreach activities and workshops across the city.</p>	<p>Individual capabilities: Pleasure – feel good</p> <p>Affiliations – connecting with, and feeling that you are a member of the community</p> <p>Community assets: Social capital – increased networks and co-operation</p> <p>Capital assets: preservation and sustainability of physical assets</p> <p>Societal resources: Increase in good will and value of the arts</p> <p>Excellence – creation of quality art</p>	<p>Contribute to: 200,000 participants</p> <p>4 million audience</p> <p>Use of 10 vacant spaces for pop-up galleries/ exhibitions and events</p> <p>One flagship event to animate public realm and buildings</p> <p>Increased sense of community and civic pride</p>	<p>Approval pending</p> <p>£40,000</p>	<p>Council partners – City Hall</p> <p>DCAL</p> <p>Ulster Museum</p> <p>Belfast Festival</p> <p>Visual Arts Sector</p>

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<p><i>Cultural Framework:</i></p> <p>Distinctly Belfast: Promoting the value and authenticity of the city's heritage</p>	<p>Delivery of Bringing Belfast Heritage to life project including display and interpretation of Belfast artefacts in community and public locations across the city.</p>	<p>Individual capabilities: Pleasure – feel good</p> <p>Learning &amp; increased skills</p> <p>Community assets: Social cohesion</p>	<p>Contribute to the Belfast Story with 4 permanent but mobile displays across the city.</p> <p>Increased perception of the value of Belfast's heritage</p>	<p>Approval pending</p> <p>£10,100</p>	<p>City venues</p>
<p><i>Cultural Framework:</i></p> <p>Distinctly Belfast: Connecting people to the city, its stories, places, arts and heritage</p> <p>Inspiring Communities: Removing barriers to participation; Developing shared cultural spaces</p>	<p>Through Service Level Agreement with Community Arts Partnership support the development of community and arts partnerships by providing training, advice, networking and advocacy.</p>	<p>Individual capabilities: Learning &amp; increased skills</p> <p>Community assets: Social capital – increased networks and co-operation</p> <p>Societal resources: Increase in good will and value of the arts</p>	<p>50 partnerships between community and arts groups</p>	<p>Approval for year 3 pending</p> <p>£15,000</p>	<p>Community Arts Partnership (SLA)</p>
<p><i>Cultural Framework:</i></p> <p>Attracting Audiences: Increasing the number of residents &amp; visitors taking part in culture and arts</p> <p>Promoting Belfast as a diverse and dynamic cultural city</p>	<p>Implementation of Attracting Audiences Action Plan including Service Level Agreement with Audiences NI to include research, training, ticketing schemes and campaign for participation in the arts</p> <p>Marketing and communication support for flagship projects to include</p> <p>Review of marketing of culture and arts in the</p>	<p>Societal resources: Increase in good will and value of the arts</p> <p>Individual capabilities: Pleasure – feel good</p> <p>Community assets: Organisational capacity including</p>	<p>Contribute to: 200,000 participants</p> <p>4 million audience</p> <p>10m in positive media coverage (over</p>	<p>Approval pending</p> <p>£70,000</p>	<p>Audiences NI (SLA)</p> <p>Visit Belfast</p> <p>Tourism NI</p> <p>Tourism Ireland</p>

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Inspiring Communities: Removing barriers to participation  <i>Tourism Strategy:</i>  Reputation management development: Marketing activity	city – to include review of marketing roles and responsibilities in the city and identify and address gaps and review and enhancement of on street opportunities, digital media and co-promotion across the city and city venues	increased sustainability, diversity and resilience	3 years 2012-15)  Establish a baseline for international media coverage		
<i>Cultural Framework:</i>  Inspiring Communities: Removing barriers to access  Attracting Audiences: Increasing the number of residents taking part in culture and arts	Delivery of “Get Belfast Reading” project including book boxes in locations across the city and support for shared reading initiatives.	Capital assets: preservation and sustainability of physical assets  Individual capabilities: Pleasure – feel good  Learning & increased skills	15 book boxes at locations across Belfast  Contribute to: 200,000 participants	Approval granted  £10,000	Community venues  Libraries NI  Verbal Arts
<i>Cultural Framework:</i>  Strengthening the sector: Providing opportunities for organisations to develop and diversify their income streams	Delivery of Cultural Framework's training & development programme.  Over 100 culture and arts organisations in Belfast will be offered training to include workshops, mentoring and networking. In addition at least 4 online toolkits will also be created.  The programme will include a one day event on 18 <sup>th</sup> May – Culture Forum that will bring together stakeholders from across the city to discuss future of culture and arts in Belfast.	Individual capabilities: Pleasure – feel good  Learning & increased skills  Excellence: Good practice  Community assets: Organisational capacity including increased sustainability, diversity and resilience	Provide a minimum of 5 workshops, 4 toolkits, 60 hours mentoring  Delivery of annual Culture Forum  For every £1 we invest a further £8 will be generated	Approval granted  £40,000	Culture & arts sector

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<p><i>Cultural Framework:</i></p> <p>Strengthening the sector: Developing a better infrastructure of skills development and promoting partnership working and collaboration</p>	<p>Co-ordinate Belfast Visual Arts Forum to include 5 working groups:</p> <ol style="list-style-type: none"> <li>1. Governance</li> <li>2. Training</li> <li>3. Advocacy &amp; Research</li> <li>4. Collaboration</li> <li>5. Events</li> </ol> <p>Delivery and support for associated action plan.</p>	<p>Individual capabilities: Learning &amp; increased skills</p> <p>Excellence: Good practice</p> <p>Community assets: Organisational capacity including increased sustainability, diversity and resilience</p>	<p>Monthly Forum meetings.</p> <p>Monthly working group meetings</p> <p>For every £1 we invest a further £8 will be generated</p>	<p>Approval for year 3 pending</p> <p>£12,000</p>	<p>Visual arts sector</p>
<p><i>Cultural Framework:</i></p> <p>Strengthening the sector: Developing a better infrastructure of skills development and promoting partnership working and collaboration</p>	<p>Co-ordinate Belfast Festivals Forum to include 2 working groups:</p> <ol style="list-style-type: none"> <li>1. Strategy</li> <li>2. Marketing</li> </ol> <p>Delivery and support for associated action plan including billboards contract.</p>	<p>Individual capabilities: Learning &amp; increased skills</p> <p>Excellence: Good practice</p> <p>Community assets: Organisational capacity including increased sustainability, diversity and resilience</p>	<p>Monthly Forum meetings.</p> <p>Monthly working group meetings</p> <p>For every £1 we invest a further £8 will be generated</p>	<p>Approval for year 3 pending</p> <p>£23,000</p>	<p>Festivals sector</p>
<p><i>Cultural Framework:</i></p> <p>Strengthening the sector: Increasing investment in culture, arts and heritage</p>	<p>Implement Art Affects &amp; carry out monitoring, evaluation &amp; research</p> <p>Following a period of consultation and development an outcomes framework to measure impact of the arts has been created. This framework will be implemented across programme delivery to include funded projects.</p>	<p>Societal resources: Increase in good will and value of the arts</p> <p>Excellence: Good practice</p> <p>Community assets: Organisational</p>	<p>For every £1 we invest a further £8 will be generated</p> <p>Increased understanding on the impact of Belfast's</p>	<p>Approval granted</p> <p>£-</p>	<p>Culture &amp; arts sector</p>

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		capacity including increased sustainability, diversity and resilience	culture and arts		
<p><i>Cultural Framework:</i></p> <p>Contributes to all 4 strategic themes with additional focus on Inspiring Communities</p>	<p>Delivery of Creative &amp; Cultural Belfast fund</p> <p>Administration, monitoring and evaluation of approximately 7 large-scale grants</p> <p>Project support across 7 programmes of events and activities.</p>	<p>Societal resources: Increase in good will and value of the arts</p> <p>Community assets: Social capital – increased networks and co-operation</p> <p>Individual capabilities: Pleasure – feel good</p>	<p>Contribute to:</p> <p>200,000 participants</p> <p>4 million audience</p> <p>4000 artists' contracts</p> <p>700 volunteers</p> <p>1.5m external funding</p>	<p>Approval granted</p> <p>£150,000</p>	<p>Arts Council of Northern Ireland funding of £450,000 across 3 years secured.</p> <p>Central Grants Unit</p>
<p><i>Cultural Framework:</i></p> <p>Contributes to all 4 strategic themes with additional focus on Inspiring Communities</p>	<p>Delivery of Community Festivals Fund</p> <p>Assessment and moderation of approximated 150 applications.</p> <p>Administration, monitoring and evaluation of approximately 20 grants</p>	<p>Community assets: Organisational capacity including increased sustainability, diversity and resilience</p> <p>Community assets: Social cohesion</p> <p>Individual capabilities: Pleasure – feel good</p>	<p>Contribute to:</p> <p>200,000 participants</p> <p>4 million audience</p> <p>4000 artists' contracts</p> <p>700 volunteers</p> <p>1.5m external</p>	<p>Approval granted</p> <p>£150,000</p>	<p>DCAL funding of £72,500 secured</p> <p>Central Grants Unit</p> <p>Community, Culture &amp; Arts sectors</p>

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<p><i>Cultural Framework:</i></p> <p>Contributes to all 4 strategic themes with additional focus on Strengthening the sector</p>	<p>Delivery of Arts &amp; Heritage Project Grants</p> <p>Assessment and moderation of approximated 150 applications.</p> <p>Administration, monitoring and evaluation of approximately 20 grants</p>	<p>Community assets: Organisational capacity including increased sustainability, diversity and resilience</p> <p>Excellence: Quality product</p>	<p>funding</p> <p>Contribute to: 200,000 participants</p> <p>4 million audience</p> <p>4000 artists' contracts</p> <p>700 volunteers</p>	<p>Approval granted</p> <p>£160,000</p>	<p>Central Grants unit</p> <p>Culture &amp; Arts sector</p>
<p><i>Cultural Framework:</i></p> <p>Contributes to all 4 strategic themes with additional focus on Strengthening the sector</p>	<p>Delivery of Core-multi annual funding programme.</p> <p>Administration, monitoring and evaluation of 52 grants</p>	<p>Community assets: Organisational capacity including increased sustainability, diversity and resilience</p>	<p>Contribute to: 200,000 participants</p> <p>4 million audience</p> <p>4000 artists' contracts</p> <p>300 full time jobs a year</p> <p>700 volunteers</p>	<p>Approval granted</p> <p>£1.37m</p>	<p>Central Grants unit</p> <p>52 core multi-annual clients</p>