



Subject:	Support for Cinemagic programme
Date:	12 April 2017
Reporting Officer:	Donal Durkan, Director of Development
Contact Officer:	Lisa Toland, Head of Economic Initiatives and International Development

Restricted Reports

Is this report restricted?

Yes

No

If Yes, when will the report become unrestricted?

After Committee Decision

After Council Decision

Some time in the future

Never

<input type="checkbox"/>
<input type="checkbox"/>
<input type="checkbox"/>
<input type="checkbox"/>

Call-in

Is the decision eligible for Call-in?

Yes

No

1.0	Purpose of Report
1.1	<p>The purpose of this report is to:</p> <ul style="list-style-type: none">- Update Members on proposals for a collaborative project between young people from Belfast and their counterparts from west coast USA as part of Cinemagic- Approve a budget of £15,000 to cover costs associated with the delivery of the project.

2.0	Recommendations
2.1	<p>The Committee is asked to:</p> <ul style="list-style-type: none"> - Note the request to support a joint educational project between young people from Belfast and their counterparts from west coast USA in Summer 2017 - Approve a financial allocation of £15,000 towards the costs of the programme.
3.0	Main report
3.1	<p><u>Key Issues</u></p> <p>Members may be aware that Cinemagic is an organisation that works with young people to develop skills within the growing film and television sector. The organisation engages in a significant programme of outreach and engagement and also organises an annual festival in Belfast for young people aged 4-25.</p>
3.2	<p>Cinemagic is working on a number of projects across Belfast, including activities focused on the Urban Villages areas of the City. The projects, to date, have engaged with 30 youth groups and schools in North Belfast, (Greater Ballysillan, Ardoyne and Marrowbone); Eastside in East Belfast; South Belfast, (Donegall Pass, Markets and Sandy Row) and the Colin area in West Belfast. In the most recent example, young people have engaged with film and television professionals to provide an opportunity to let their voices be heard on a wide range of issues in their areas. This material has been used to create original stories from idea generation and script development right through to casting, production co-ordination, directing and cinematography. The young people shadowed professionals in each of these specialisms and were named as part of the production team on the final product.</p>
3.3	<p>The young people worked together for a very intensive one week programme to carry out all of this work. The films were recently premiered in the Odyssey Cinemas Belfast at a special showcase event that included a Q&A with representatives from all of the groups, focusing on their experience and the benefits of using film as a vehicle to get their voices heard.</p>
3.4	<p>One of the unique elements of the Cinemagic programme is their access to international networks and contacts within the global film and television business. Cinemagic currently delivers festivals and events not only in Belfast but also in Dublin, London, New York and Los Angeles. Local young people are given the opportunity to take part in these global events</p>

	<p>and to undertake joint productions with their international counterparts. Cinemagic's ethos is to ensure that the young people accessing these opportunities are predominantly those from more deprived neighbourhoods. For many of these young people, it is the first time for them to become involved in an international production event. The experience and learning is hands-on and much of the delivery is done by the young people themselves, under the supervision of Cinemagic staff and industry professionals.</p>
3.5	<p>In late June this year, Cinemagic plan to bring a group of young people from west coast USA to Belfast for a collaborative project with young people from Belfast. The young people will undertake a programme of sharing their experiences of living in their City environments, engaging around their hopes and ambitions for the future and producing a film to share their learning.</p>
3.6	<p>The US element of the programme will receive some support through the Ireland Funds. Cinemagic have now approached the Council to request a contribution of £15,000 towards the costs of hosting the visitors, undertaking the development and production of the film and organising a celebration event for friends and family to recognise and celebrate the work undertaken by the young people.</p>
3.7	<p><u>Financial & Resource Implications</u></p> <p>The overall cost of the programme will be around £32,000. Cinemagic has been successful in attracting £17,000 from the Ireland Funds to support the costs associated with supporting the international visitors. They have requested a contribution of £15,000 from the Council towards the wider programme costs. This budget is available within the city development stream of the departmental budget that was approved by this Committee and by Council in February 2017.</p>
3.8	<p><u>Equality or Good Relations Implications</u></p> <p>The young people from Belfast will be drawn from more deprived communities across the City. The Council will work with Cinemagic to promote the opportunity to relevant target groups.</p>
4.0	Appendices – Documents Attached
	None