

Appendix 1
Cultural Action Plan 2016-2020; Year 3 Delivery Plan: 2018/19

Strategic Alignment	Proposed Actions	Approval/ Budget	Other resources/ stakeholders
Distinctly Belfast	<p>Action: Deliver a “Bringing Heritage to Life” Programme</p> <p>As part of European Year of Cultural Heritage, this project will support a number of animation events in a range of historic buildings throughout the City. This will include engagement in and support for the European Heritage Open Days that take place each September.</p> <p>Seek match funding opportunities for the programme from TNI and Heritage Lottery.</p>	£10,000	<ul style="list-style-type: none"> - Department for Communities - Heritage partners
Distinctly Belfast	<p>Action: Deliver a Heritage Skills Development Programme</p> <p>A skills development programme will be developed and delivered to a number of key organisations based on the needs and recommendations of the Tourism NI report “Exploring the Potential of Heritage Tourism.</p>	£10,000	<ul style="list-style-type: none"> - Statutory partners - Heritage & Community sectors - Heritage Lottery Fund - Tourism NI - Heritage Partners
Distinctly Belfast/ Attracting Audiences/ Inspiring Communities/ Strengthening the sector	<p>Action: Deliver a Cultural Animation Programme</p> <p>Deliver the Belfast Arts Weekender Programme. This programme was developed to help animate the City’s neighbourhoods through a range of collaborative cultural events. The inaugural event (2018) will be reviewed and the lessons learned will inform the year two event in 2019. There will also be a focus on leveraging partnership support for the event from other funding partners.</p>	£60,000	<ul style="list-style-type: none"> - Local cultural organisations
Distinctly Belfast	<p>Action: Develop and Publish an Art in the Public Realm Framework</p> <p>Officers will work in conjunction with ACNI to develop a Public Art Framework. This will involve a review of models of good practice and alignment with the planning process, including public realm</p>	No costs associated (apart from staff resources)	<ul style="list-style-type: none"> - ACNI - Council Departments (Planning, City Centre Development) - Development partners

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Distinctly Belfast	<p>investments.</p> <p>Target: Agree and develop partnership agreements to support city profiling in key international markets, focusing on cultural development and promotion.</p> <p>Action: Develop an action plan which supports the Memorandum of Understanding with the British Council to enable the joint planning of partnership projects and initiatives that will raise the profile of the city in key international markets.</p>	£20,000 (co-funded through British Council)	<ul style="list-style-type: none"> - British Council & other key bodies such as local universities.
Inspiring Communities	<p>Action: Deliver an Artist in Residence programme, funded through Peace IV programme.</p> <p>There are a number of phases to this programme including;</p> <ol style="list-style-type: none"> 1) A cultural mapping exercise to identify 8 key areas for intervention. These will be in areas where cultural output or provision is low, in interface areas or in areas that are in close proximity to interfaces. 2) Rolling out of a Capacity Building programme in each of the 8 areas. The outcome will be the development of a Terms of Reference for the artist. 3) Commissioning of 8 artists to undertake an 18-month residency in each of the identified areas. All residencies will explore the themes of diversity, tolerance and respect as part of the process of co-creation. All residencies will focus on removing barriers to participation to ensure that all sections of the community can engage with high quality culture, arts and heritage. 	No BCC funding required (100% funded by Peace IV) £400,000	<ul style="list-style-type: none"> - SEUPB - Community sector - Arts sector - Statutory partners - Internal departments
Attracting Audiences	Proposed Actions: Attracting Audiences is a key strategic theme in the Cultural Framework. The theme is about engaging, retaining and move to target developing audiences. The Cultural Framework identifies the need for a strategic partnership with Thrive (previously Audiences NI) to undertake the delivery of actions in	£50,000	Project delivery partner - THRIVE for the delivery of proposed actions under the Attracting Audiences theme of the SLA.

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	<p>relation to growing and retaining cultural audiences. Officers are currently working with Thrive on the identification of key actions for 2018/19. However, some indicative areas for action include:</p> <p><u>Thrive:</u></p> <p>Key Actions:</p> <ul style="list-style-type: none"> • Undertaking a programme of research to enhance the understanding of cultural audiences in Belfast through ticketing data across venues and festivals. • Work to embed the insight from this research through practical actions and advocacy. • Work with other organisations at policy level to improve the quality of data collection across arts, culture and heritage sector in Belfast (inc NISRA, TNI, ACNI, DfC, other councils, etc) • Examine opportunities for data collection across large scale, non-venue based events. • Undertake a series of organisational level interventions. <p><u>Audience Experience:</u></p> <p>Key Actions:</p> <ul style="list-style-type: none"> • Develop a long-term collaboration, cross art form campaign to address and attract audiences – e.g. family arts campaign in the UK. • Embed audience development in organisations receiving BCC funding – i.e. submission of an audience development plan with all applications. • Deliver sessions between the cultural and tourism sectors to be delivered in order to create new business to business working. <p><u>Digital</u></p>		

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	<ul style="list-style-type: none"> • Examine the potential to create a one stop platform to promote culture, heritage and arts events. • Scope/explore the potential for digital platform in partnership with other strategic partners. • Deliver workshops/training to assist organisations in the use of digital media at various levels. <p><u>Strategic Connections Partnership</u></p> <ul style="list-style-type: none"> • Establish a strategic attracting audiences steering group. • Establish a communications working group to increase the profile of culture, heritage and arts across the city. 		
Strengthening the sector	<p>Target: Establish Memorandum of Understanding with key strategic partners</p> <ul style="list-style-type: none"> • Engage with ACNI to roll out the second year of the Resilience Programme for key cultural organisations 	£100,000 (equally matched by ACNI)	- ACNI
Strengthening the sector	<ul style="list-style-type: none"> • Action: Develop and deliver a programme of support through Arts and Business NI. Support and build the sustainability of small to medium sized cultural organisations. Officers are in the process of identifying key programmes to be delivered as part of this programme and will bring back a further report on this for Committee approval. • Identify the potential for this programme to be match funded by ACNI. 	£30,000	- Arts & Business NI
Strengthening the sector	Target: Ongoing delivery of small grants programme including Community Festivals funding	£237,000 + (50% match funded by DfC)	<ul style="list-style-type: none"> - Department for Communities (DfC) - Central Grants unit

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	<ul style="list-style-type: none"> Review the provision of small grants in line with the corporate review timetable. 		<ul style="list-style-type: none"> Internal departments
Strengthening the sector	<p>Target: Support collaboration and partnerships on a local level</p> <ul style="list-style-type: none"> Develop a programme of capacity building support for festival organisations on areas such as marketing and audience development. Support the Visual Arts Forum and Festivals Forum in partnership with other bodies such as DfC. Develop annual action plans for both fora. Provide ongoing Officer support as required. 	<p>£20,000</p> <p>£22,000</p>	<ul style="list-style-type: none"> Visual Arts Forum Festivals Forum Cultural sector Creative industries sector Key sectoral bodies eg CC Skills, NI Screen Private sector Educational establishments