



<b>Subject:</b>	<b>Long-Term Cultural Strategy for Belfast</b>
<b>Date:</b>	5th December 2018
<b>Reporting Officer:</b>	Eimear Henry, Cultural Regeneration Manager, ext. 3582
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<b>Restricted Reports</b>	
<b>Is this report restricted?</b>	Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>
<b>If Yes, when will the report become unrestricted?</b>	
<b>After Committee Decision</b>	<input type="checkbox"/>
<b>After Council Decision</b>	<input type="checkbox"/>
<b>Some time in the future</b>	<input type="checkbox"/>
<b>Never</b>	<input type="checkbox"/>

<b>Call-in</b>	
<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/Summary of Main Issues</b>
1.1	The purpose of this report is to update Members on the development of a long-term cultural strategy for Belfast.
<b>2.0</b>	<b>Recommendations</b>
2.1	<p>The Committee is recommended to:</p> <ul style="list-style-type: none"><li>• note the contents of this report and agree to proceed with the development of a ten-year strategy, as set out in the presentation to Committee; and</li><li>• agree the timeline as set out in paragraph 3.8</li></ul>

3.0	<b>Main Report</b>
3.1	<p data-bbox="272 226 448 255"><b><u>Background</u></b></p> <p data-bbox="272 275 1433 456">Members will be aware that, at a meeting of the City Growth and Regeneration Committee in June 2018, it was agreed that officers would develop options for an approach to long-term cultural development in the city. At this stage, it was proposed that this would be a five-year initiative.</p>
3.2	<p data-bbox="272 530 1433 607">The timing of this work was in response to a number of important developments and milestones including:</p> <ul data-bbox="320 629 1433 1021" style="list-style-type: none"> <li data-bbox="320 629 1299 658">– End of participation in the European Capital of Culture bidding process.</li> <li data-bbox="320 680 1230 710">– Initial recommendations from a draft Festival and Events strategy.</li> <li data-bbox="320 732 1086 761">– Current Cultural Framework due to end in March 2020.</li> <li data-bbox="320 784 1054 813">– Current Tourism Strategy due to end in March 2020.</li> <li data-bbox="320 835 1433 911">– Core multi-annual funding programme for arts and heritage organisations in the city due to end in March 2020.</li> <li data-bbox="320 934 1433 1010">– Tourism as a key strand in the Belfast Region City Deal including proposals for a new visitor attraction, the Destination Hub.</li> </ul>
3.3	<p data-bbox="272 1090 1433 1167">All of these strategies and developments are in the context of the Belfast Agenda clearly setting out a vision for Belfast to be a ‘culturally vibrant’ city.</p>
3.4	<p data-bbox="272 1238 1433 1373">Furthermore, it has now emerged that the Arts Council of Northern Ireland is working on a new five-year framework as well as work by Tourism NI to further develop the regional events offer.</p>
3.5	<p data-bbox="272 1440 552 1469"><b><u>Proposed approach</u></b></p> <p data-bbox="272 1489 1433 1671">Following a review of previous approaches and an assessment of models from elsewhere it is now proposed that a minimum of a ten-year strategy should be developed. As well as supporting the Belfast Agenda it will also respond to and help define the role of culture across other priority areas including:</p> <ul data-bbox="320 1693 1031 1827" style="list-style-type: none"> <li data-bbox="320 1693 699 1722">- Local Development Plan</li> <li data-bbox="320 1744 1031 1774">- City Centre Regeneration and Investment Strategy</li> <li data-bbox="320 1796 692 1825">- Good Relations Strategy</li> </ul>
3.6	<p data-bbox="272 1897 1433 1973">The Strategic Framework will better integrate a number of existing standalone strands within the Place and Economy Department including culture, arts, heritage, events,</p>

festivals and tourism. It will also set out a template for effective cross-departmental and citywide collaboration. The result will be a clear set of strategic priorities and a proposed investment model that will be cognisant of the cultural ecosystem and interdependencies within the city. This will in turn be supported by detailed implementation plans.

3.7 The proposed approach follows 6 key steps:

Step one: Articulating a cultural statement for the city. This will be based on extensive engagement and consultation with citizens, the cultural sector and other stakeholders. The purpose of the statement will be to present a vision for transformation recognising the value of culture in the city.

Step two: Establishing an outward facing narrative. This will present a coherent and authentic story that will be resonate both locally and internationally. As part of this process, a number of key thematic areas will be tested in the local and key visitor markets. This will then help to give greater focus to the city's tourism and events offer.

Step three: Creating a Framework establishing crosscutting strategic priorities. These priorities will focus on the contribution of culture to place-making and will set out an approach to long-term measurement of progress against agreed indicators.

Step four: Designing an investment programme to support delivery of strategic priorities. This will include leveraging non-Council sources of funding including contributions from the private sector. This will include the implementation of key recommendations from the Core Cities Cultural Enquiry due to be published later this month.

Step five: Developing detailed implementation plans. Key strands will include cultural development; events and festivals; and tourism development as well as a cross-departmental and city partnership model for delivery.

Step six: Producing a bespoke programme of activity centred around 2023. A yearlong programme of activity is considered as a key milestone in the ten-year strategy. A dedicated year is considered as the critical catalyst for change and transformation. This is to coincide with a precursor to the opening of the Belfast Story.

3.8	<p><b><u>Next Steps</u></b></p> <p>The proposed timeline associated with next steps is set out below:</p> <table border="1" data-bbox="276 405 1426 916"> <tr> <td data-bbox="276 405 624 555">Dec 2018 – March 2019</td> <td data-bbox="624 405 1426 555">Ongoing engagement Development of cultural statement, narrative, strategic framework and investment programme</td> </tr> <tr> <td data-bbox="276 555 624 607">March 2019</td> <td data-bbox="624 555 1426 607">Approval for draft strategy to go out to public consultation</td> </tr> <tr> <td data-bbox="276 607 624 658">April 2019 – June 2019</td> <td data-bbox="624 607 1426 658">Public Consultation</td> </tr> <tr> <td data-bbox="276 658 624 710">August 2019</td> <td data-bbox="624 658 1426 710">Approval of final strategy</td> </tr> <tr> <td data-bbox="276 710 624 761">Sept 2019 – Feb 2020</td> <td data-bbox="624 710 1426 761">Development of implementation plans</td> </tr> <tr> <td data-bbox="276 761 624 813">October 2020</td> <td data-bbox="624 761 1426 813">Opening of new funding programme</td> </tr> <tr> <td data-bbox="276 813 624 916">March 2020</td> <td data-bbox="624 813 1426 916">Approval of funding recommendations and implementation plans</td> </tr> </table>	Dec 2018 – March 2019	Ongoing engagement Development of cultural statement, narrative, strategic framework and investment programme	March 2019	Approval for draft strategy to go out to public consultation	April 2019 – June 2019	Public Consultation	August 2019	Approval of final strategy	Sept 2019 – Feb 2020	Development of implementation plans	October 2020	Opening of new funding programme	March 2020	Approval of funding recommendations and implementation plans
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3.8	<p><b><u>Financial and Resource Implications</u></b></p> <p>There are no specific financial or resource implications at this stage. All costs associated with developing the long-term strategy are included in existing 2018/19 budgets.</p>														
3.9	<p><b><u>Equality or Good Relations Implications/ Rural Needs Assessment</u></b></p> <p>Full consideration will be given to Equality and Good Relations implications as part of the development of the strategy.</p>														
4.0	<p><b>Documents Attached</b></p>														
	None														