

APPENDIX 1: 2019-20 Tourism, Culture and Arts Delivery Plan

The proposed programme below aligns ongoing development of the draft Cultural Strategy 2020-2030 with existing commitments from the Cultural Framework 2016-2020 and the Integrated Tourism Strategy 2015-2020 for the period up to March 2020.

Strategic Alignment	Project Name	Project Description	Actions/ Targets	Timeline	Budget
Strand One: Engagement					
New Cultural Strategy	Public Consultation	Building on the extensive engagement that has already taken place, we will carry out a 12-week public consultation on the draft cultural strategy including in depth civic engagement through a series of creative workshops and initiatives.	<p>Delivering:</p> <ul style="list-style-type: none"> – Online Surveys – Public exhibitions – Workshops – Creative projects <p>Reaching:</p> <ul style="list-style-type: none"> – 50,000 digital audience – 30,000 on-street engagement – 4,300 audience – 400 participants 	April – June 2019	£40,000
Cultural Framework Inspiring Communities/ New Cultural strategy	(Y)our Home Engagement Projects	Following on from the success of 8 pilot project in 2018/19 we will deliver phase 2 of this programme working across the city to work with target groups to increase participation in cultural life.	4 further pilot projects working with groups across the city reaching 480 participants.	April 2019 – March 2020	£60,000
Cultural Framework Distinctly Belfast/ New	Heritage Development	Deliver a “Bringing Heritage to Life” Programme As part of this project we will continue to work with UAHS to support a number of animation	Deliver minimum of 4 engagement sessions with heritage sector.	April 2019 – March 2020	£15,000

Cultural Strategy		<p>events in a range of historic buildings throughout the City. This will include engagement in and support for Heritage Open Days.</p> <p>In order to support the development of the new Cultural Strategy we will also establish a Heritage Forum.</p>	Deliver events in 6 heritage buildings across the city.		
Cultural Framework Distinctly Belfast/ New Cultural Strategy	Art Unwrapped	Following pilot of a partnership project in 2018 including Belfast City Council, National Museums and Ulster University we will deliver a public engagement programme and public exhibition to increase awareness and access to existing collections.	<p>Deliver engagement project in minimum of 6 schools across Belfast with 180 participants.</p> <p>Deliver public engagement campaign.</p> <p>Deliver public exhibition to reach audience of 5,000.</p>	April – December 2019	£10,000
Strand Two: Investment					
Cultural Framework	Core multi-annual funding	Delivery of year 4 of approved 4-year multi-annual funding programme to support arts and heritage organisation.	56 organisations supported to deliver annual programme of activities in Belfast.	April 2019 – March 2020	£1,450,592
Cultural Framework	Project Grants	Ongoing delivery of small grants programme including Community Festivals funding.	Fund a minimum of 25 projects to support engagement with audiences and participants across the city in line with existing criteria and alignment to the Cultural Framework.	April 2019 – March 2020	£237,000

Cultural Framework / New Cultural Strategy	Resilience Programme	Delivery of Year 3 of resilience programme offering additional support and development to 14 Belfast based arts organisations. (This programme has previously been approved by CGR).	Professional Development Programme. Implementation of development and business plans for 14 organisations.	April 2019 – March 2020	£100,000
New Cultural Strategy	City Compact	Implementation of recommendation from Cultural Enquiry by Core Cities network. This will establish a governance and investment model for culture in the city.	Establishment of City Compact consisting of range of partners.	September 2019 – March 2020	£20,000
New Cultural Strategy	Investment Programme	To support the delivery of the new Cultural Strategy there will be a new investment model and financing strategy. This will require procuring external services including design of online application system.	New online funding programmes	April – September 2019	£50,000
Tourism Strategy	Conference Subvention	Contribution to Conference Support Scheme for the City in partnership with Tourism NI. This has been a key element of the business tourism support activity over recent years and will be critical if the growth ambitions are to be achieved in the coming years.	Support for conferences to be measured and evaluated.	April 2019 – March 2020	£200,000
Tourism Strategy	Lagan Canal Trust	Ongoing annual support for Lagan Canal Trust in partnership with other local authorities to support annual programme of work.	Annual funding agreement with specific targets to be developed.	April 2019 – March 2020	£17,000

Strand Three: Strategic Initiatives					
Cultural Framework Inspiring Communities		<p>Ongoing delivery of an Artist in Residence programme, funded through Peace IV programme.</p> <p>There are a number of phases to this programme including;</p> <p>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.</p> <p>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.</p> <p>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.</p>		Ongoing	Ongoing Peace IV funding
Cultural Framework/ Distinctly Belfast/ Tourism Strategy/ New Cultural Strategy	City of Music	<p>Deliver of Year 2 of City of Music programme to support:</p> <ul style="list-style-type: none"> - Bid for UNESCO Creative Cities Status - Baseline research - Enhanced programming support 	<p>Baseline research published</p> <p>UNESCO bid phase 1 complete</p> <p>Support local music organisations</p>	April 2019 – March 2020	£90,000

			Support for Other Voices to be delivered in Belfast in 2019 with wider programme delivered across the city.		
Tourism Strategy/ New Cultural Strategy	Local tourism	Deliver capacity building programme to support existing delivery partners as well as appropriate scoping and development work to help bring forward new tourism products, in line with the tourism narrative.	Support for delivery partners with targets to be developed as part of funding agreement. Citywide scoping exercise carried out Capacity building programme delivered	April 2019 – March 2020	£160,000
Strand Four: Sector support					
Cultural Framework Strengthening the sector	Festivals & Visual Arts Forum	Target: Support collaboration and partnerships on a local level - 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 ACNI. - Develop annual action plans for both fora. - Provide ongoing Officer support as required.	Actions plans to be developed and delivered.	April 2019 – March 2020	£34,000
Cultural Framework Attracting Audiences	Audience Development	Deliver key audience development actions via Service Level Agreement with Thrive to include: Key Actions:	Publish research on levels of engagement and barriers to accessing cultural activities.	April 2019 – March 2020	£50,000

		<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. - Examine opportunities for data collection across large scale, non-venue based events. - Undertake a series of organisational level interventions. 	Training programme for organisations to support audience development.		
Cultural Framework Strengthening the sector		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 next phase of this programme.	Deliver of professional development programme for up to 10 participants.	April 2019 – March 2020	£20,000
Strand Four: Sector support					
Tourism Strategy	Data	The Council has been working with partners including Tourism NI, Visit Belfast and the Smart Cities team to develop new technology-based solutions to improve data collection in order to provide the tourism industry with improved insights into visitor numbers as well as qualitative feedback on their experiences of the City.	Tourism insights data to inform implementation plans and ongoing development.	April 2019 – March 2020	£17,000
Tourism Strategy/ New Cultural Strategy	Market Research	New cultural strategy presents a draft tourism narrative and themes for the city. This requires market testing.	Market testing results to inform final narrative and themes.	April 2019 – March 2020	£30,000