



Subject:	Belfast Imagining 2024: partnerships development opportunities
Date:	28 September 2022
Reporting Officer:	John Greer, Director of Economic Development
Contact Officer:	Erika Reid, Cultural Programme Manager

Restricted Reports	
Is this report restricted?	Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>
If Yes, when will the report become unrestricted?	
After Committee Decision	<input type="checkbox"/>
After Council Decision	<input type="checkbox"/>
Some time in the future	<input type="checkbox"/>
Never	<input type="checkbox"/>

Call-in	
Is the decision eligible for Call-in?	Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>

1.0	Purpose of Report or Summary of Main Issues
1.1	The purpose of this report is to: <ul style="list-style-type: none">- update Members on pre-launch activity with existing and prospective partners for Belfast Imagining 2024- update Members on unique opportunities recently presented for showcasing, collaboration, and match funding from partners.
2.0	Recommendations
2.1	The Committee is asked to: <ul style="list-style-type: none">- note the content of this report and agree to co-host Belfast Imagining 2024 engagement events and note recent partnership investment in same

	<ul style="list-style-type: none"> - agree participation by Members at two events to be held 26 October at The MAC and 2 November at the Lyric
3.0	Main report
	<p><u>Background</u></p> <p>At City Growth and Regeneration meeting on 8 June 2022, Members noted the concept and work related to the development of a year of culture in 2024, Belfast Imagining, and agreed to receive future reports as the work developed further.</p> <p>3.1</p> <p>3.2 A full update report on plans will be presented at the November 2022 meeting of City Growth and Regeneration committee, with a view to commencing public communications in November 2022.</p> <p>3.3 We are identifying opportunities to help us progress our plan to develop relationships and map stakeholders and grow collaboration and investment opportunities for our year of culture. Our partnership engagement plan includes meetings, events and presentations locally and internationally to inform our existing and prospective partners of our plans and invite their collaboration and support in the development and delivery of Belfast imagining 2024. Our co-design and partnership approach is led by best practice and enables strategic relationships and plans to be scoped and developed where possible before, during and after the public launch communications.</p> <p>3.4 This activity fits with the themes of our cultural strategy, <i>A City Imagining: A City Belonging, A City Challenging, A City Creating and a City Exploring</i> – and contributes to outputs, including:</p> <ul style="list-style-type: none"> - Long-term capacity building and ensuring sustainability of the cultural sector - City-wide civic engagement and buy-in on culture and regeneration development for Belfast - A new commissioning model for the city's events and festivals - Strengthening the tourism proposition in the city through greater understanding of the city's cultural narrative and international appeal - Integration of planned major cultural developments, such as the Belfast Stories & UNESCO City of Music status, into a citywide approach maximising inclusive growth opportunities for this investment <p>3.5 <u>Partnership Opportunity</u></p> <p>A unique opportunity has arisen to work with Belfast International Arts Festival during its 60th year celebrations to deliver two key pre-launch special events. These will enable us to showcase the talent of globally recognised local artists Oona Doherty and Conor Mitchell to potential sponsors and key partners.</p>

3.6	<p>These engagement events align with key principles of the year of culture which include new work and collaboration. The events will create important opportunities to position our year of culture and help us build relationships with wider stakeholders in the public and private sectors.</p>
3.7	<p>The events align with the themes of <i>A City Imagining</i> Cultural Strategy 2020-2030 including <i>A City Exploring</i> as they showcase Belfast's creative talent locally and internationally; and <i>A City Creating</i> as it supports cultural excellence and cultural entrepreneurialism by providing support for artistic innovation and improved networking.</p>
3.8	<p>Belfast International Arts Festival will work with two local artists with considerable global reputations to develop and showcase their new works and host two special performances in partnership with us and the venues. This will be a one-off opportunity in the 60th year of Belfast's International Arts Festival. In addition, for the MAC event, British Council Chief Executive, Deputy Chief Executive and other senior staff and international delegates will be in attendance</p> <ul style="list-style-type: none"> - Oona Doherty will present her original dance piece as a premiere at The MAC arts centre, at end of October. British Council have agreed to partner with us on this event and have offered match funding towards delivery costs. - Conor Mitchell will present his new original opera, Propaganda at the Lyric theatre in early November before it's international tour.
3.9	<p>This is a unique and timely opportunity to showcase the best of local talent to potential sponsors and partners for our year of culture. Both events will develop and showcase the talent of two local artists, create new work, and provide a platform of exposure to new audiences. They will include pre-show presentations of the Belfast Imagining 2024 year of culture principles and we will host valuable post-show discussions to help develop partnership opportunities.</p>
3.10	<p>The events will outline investment and collaboration opportunities of our Belfast Imagining 2024 year of culture to actual and potential supporters and partners from the public and private sector in advance of its official public launch in November. The events will be delivered in partnership with our key partners, demonstrating collaboration and shared resources.</p>
3.11	<p>Members should note that Council would have been investing in promoting Belfast Imagining 2024 as part of its partnership engagement plan, and therefore this partnership support means that our spend is more efficient.</p>
3.12	<p>Members are encouraged to attend either or both events. Details will be confirmed and invitations issued to Members in early October.</p>

3.13	<p><u>Financial & Resource Implications</u></p> <p>£15,000 will be allocated to Belfast international Arts Festival towards the events (artists and venues). These monies are within existing departmental budgets agreed by Committee in March 2022 for the purpose of enagement and promotion for City Imagining 2024.</p> <p>The British Council has agreed a contribution of match funding hospitality to offset the cost of hosting the MAC reception and enhance value of our investment.</p>
3.14	<p><u>Equality or Good Relations Implications/Rural Needs Assessment</u></p> <p>There are no equality or good relations implications and no rural needs have been identified.</p>
4.0	Appendices – Documents Attached
	None