

APPENDIX B

<p>Aim 1.1 Develop and support Belfast as a creative and cultural centre</p>											
<p>Objectives</p>											
<p>A. Explore and communicate a strong city identity</p>	<p>Council has developed a five year cultural communications strategy with a one year action plan. This compliments the Integrated Cultural Strategy and is in line with the corporate identity and new brand of the city. The strategy has been incorporated into the work of Culture and Arts Unit. The main message established in the long term is to signal Belfast as a culturally confident animated city.</p> <p>A Communications workshop was held in March 2008 to update on the key communication objectives within Culture and Arts. Three main aims have been established:</p> <ol style="list-style-type: none"> 1. To achieve recognition of Belfast as a confident, culturally animated city by 2013 2. Double the amount of Culture & Arts funding by 2013 3. Continue to advocate that culture makes a valuable contribution to the life of our city and establish methods to place culture and arts firmly on the urban regeneration agenda for Belfast <p>Key stakeholders have been identified to target for 2008/09:</p> <table border="1" data-bbox="658 922 1993 1327"> <thead> <tr> <th data-bbox="658 922 1088 959">Stakeholder</th> <th data-bbox="1095 922 1518 959">Purpose</th> <th data-bbox="1525 922 1993 959">Actions</th> </tr> </thead> <tbody> <tr> <td data-bbox="658 963 1088 1230">1. <i>Councillors</i></td> <td data-bbox="1095 963 1518 1230">To increase awareness of the economic and social benefits of culture, arts and heritage.</td> <td data-bbox="1525 963 1993 1230">Ensure Councillors are made aware of funded activities. Encourage organisations to invite Development Committee to key cultural events. Encourage funded clients to inform local Councillors of work and achievements.</td> </tr> <tr> <td data-bbox="658 1235 1088 1327">2. <i>Statutory partners</i></td> <td data-bbox="1095 1235 1518 1327">Develop partnership working with relevant agencies</td> <td data-bbox="1525 1235 1993 1327">ACNI- Public Art Framework and Re-Imaging Communities DCAL-Community Festivals Fund</td> </tr> </tbody> </table>		Stakeholder	Purpose	Actions	1. <i>Councillors</i>	To increase awareness of the economic and social benefits of culture, arts and heritage.	Ensure Councillors are made aware of funded activities. Encourage organisations to invite Development Committee to key cultural events. Encourage funded clients to inform local Councillors of work and achievements.	2. <i>Statutory partners</i>	Develop partnership working with relevant agencies	ACNI- Public Art Framework and Re-Imaging Communities DCAL-Community Festivals Fund
Stakeholder	Purpose	Actions									
1. <i>Councillors</i>	To increase awareness of the economic and social benefits of culture, arts and heritage.	Ensure Councillors are made aware of funded activities. Encourage organisations to invite Development Committee to key cultural events. Encourage funded clients to inform local Councillors of work and achievements.									
2. <i>Statutory partners</i>	Develop partnership working with relevant agencies	ACNI- Public Art Framework and Re-Imaging Communities DCAL-Community Festivals Fund									

			DSD – Broadway public art PRONI – Heritage Forum HLF– Heritage Forum & Ulster Hall NITB – Titanic Quarter
	3. <i>Flagship organisations (x14)</i> i.e. organisations who receive Multi-Annual Funding	To work towards a shared vision for the development of the cultural offer in the city and examine methodologies of how this shared vision can best be achieved within the available structures and resources	Work with the flagship organisations to advocate and develop the arts and heritage in Belfast and provide leadership to the sector.
	4. <i>Arts and heritage organisations, community organisations and the general public</i>	Provide information on culture, arts and heritage activities	Provide reports, press releases, speeches, publications and promote events. Establish an e-bulletin Develop various directories and web based products
<p>Culture and Arts directory – The directory was established in 1999 but was taken down two years ago when the website was being changed. This has been updated (in line with the Data Protection Act) and is available on the Belfast City Council website. It provides useful information and contact details on over a thousand groups including heritage, theatre, music and visual art.</p> <p>Public Art Directory - We commissioned an external consultant to develop a public art directory that is dedicated to Belfast. It provides information on almost 100 public art pieces located in the city giving relevant background information on the artist, where it is located and funders. This has supported the development of a public art framework for Belfast. Currently working with ISB and the public art directory will be live on the website for people to use.</p>			


Heritage Directory – The main purpose of the heritage directory is to provide information about listed buildings in Belfast which will be up on the website during October. This supports the development of heritage resources in Belfast.

The **Cathedral Quarter guide to historic buildings** was updated and printed in May and was widely distributed. There has been very positive response to the re-print which had been out of circulation. This has helped to strengthen our relationship with organisations in Cathedral Quarter, the Department of Social Development and Belfast City Centre Management.

E-zine – Is an on-line magazine that will go out in autumn with update and forward notice about funding opportunities. The focus will be on developments and projects within BCC. Previous E-zines would have included information on the events listing from the arts and heritage sector, but as other cultural organisation now provide this service we have streamlined content to include Council led events and development information.

Showcasing – Due to budgetary restrictions there will not be a physical showcase in 08/09. However, Culture and Arts Unit is currently compiling research with a view to using the website to showcase some ‘best practice’ examples of organisations who received funding.

New Belfast Brand - Council in association with Belfast Visitors and Convention Bureau has developed a new brand for the city in consultation with relevant stakeholders. This campaign was officially launched in summer 2008 and has been incorporated throughout all Council departments. It acts as the heart of Belfast, reflecting its warm and welcoming nature. It also shows the city as welcoming, dynamic, vibrant, energetic and inspiring. The campaign contextualizes a way forward for Belfast, moving from the past celebrating our assets and moving into the future. Three key messages have been established for citizens, visitors and Investors. The brand aims to: make it easier to attract visitors and investors to the city, help us to sell products and services related to Belfast, provide direction for all marketing activities associated with Belfast and promote Belfast as the main economic and social hub for Northern Ireland. Details of the new Belfast brand will be sent to all clients who receive funding.

	 <p>Example of the new Belfast brand organisations can use the B and add their own slogan such as B entertained, B creative, B artistic etc.</p> <p>The new brand is currently being embedded into all communications activity. Culture and Arts will continue to work with the arts and heritage organisations encouraging them to adopt the logo and principles of the brand. Work has already begun with one example of partnership working being Belfast Festival at Queen’s whose promotional material incorporates the new Belfast brand and will be incorporated into all events.</p>
<p>B. Foster strategic leadership within the cultural sector</p>	<p>Belfast City Council is committed to performing a crucial role in the promotion of inspired leadership for the city. Through the creation of this Cultural Strategy, Council is dedicated to the establishment of a framework which encourages and supports the development and sustainability of good leadership. Through creating opportunities for engagement with a wide variety of organisations, working in partnership with other statutory bodies, funding a diverse range of arts, heritage & community organisations and spearheading innovative and sustainable initiatives, Council demonstrates its ongoing commitment to providing strategic leadership of the highest quality for Belfast in all areas of Culture, Arts and Heritage activity; for example:</p> <p>Funding – Through funding over 70 organisations annually in excess of £1.3 million, Belfast City Council makes a direct and significant contribution to the development of cultural product, skills development, employment and audience development across the city (for further information see aim 1.1 section C).</p> <p>Heritage - Heritage in its advisory role and special programmes has a key role in fostering strategic leadership across the cultural sector (for further information see aim 1.2 section F, aim 2.2 section D, aim 3.3 section G).</p> <p>Public Art – Through the development of a Public Art framework which includes measures for Council policy development, commissioning public art pieces through Council and key statutory agencies, the development of specialised programmes and placement of a public Art Public Officer demonstrates how public art has a key role to play in cultural development (for further information see aim 1.2 section</p>

	<p>G).</p> <p>Forums - Council supports various platforms for leadership and collaboration through various cultural forums (for further information sees aim 1.1 section D).</p> <p>Festivals – Festivals development: From large scale internationally acclaimed events such as the Belfast Festival at Queens and Féile an Phobail to celebrations of Belfast’s cultural diversity, to local community festivals, Council’s inclusive approach to funding for 56 festivals annually demonstrates its support for creativity across the city and its commitment to arts access and participation for all Belfast’s citizens and visitors. (For further information sees aim 1.1,section D, aim 1.2 section H, aim 2.2 section E and aim 3.1 section B).</p>
<p>C. Promote sustainability and work towards security of funding for the cultural sector</p>	<p>The Culture and Arts Unit is a leader, advocate, facilitator, funder and supporter within the cultural sectors. In doing this it builds capacity in culture, arts and heritage, provides information to stakeholders and ensures that Council acts as a junction box and driver for cultural development in Belfast.</p> <p>Funding - We currently support over 70 cultural organisations ranging from the internationally acclaimed Belfast Festival at Queen's, Lyric Theatre, and Ulster Orchestra through to smaller community based projects. We directly invest over £1.3m on an annual basis in their cultural programming, skills development and audience development. The financial support from Council aims to create sustainability whilst developing the cultural infrastructure of the city. It also simultaneously impacts on the economic regeneration and recognition of Belfast as a cultural city.</p> <p>Multi-Annual Funding was established by Council to introduce a degree of longer term sustainability to the city’s flagship arts and heritage organisations. Council currently supports 14 key organisations covering a wide variety of artistic & heritage disciplines with funding annually of £612,000 providing grants ranging from £30,000 to £143,500.</p> <p>Annual Funding for the arts was established by Council to assist arts and heritage organisations by providing financial support on a yearly basis. In the 2008/09 financial year Council has supported 46 cultural organisations covering a diverse range of artistic and heritage disciplines with funding of</p>

	<p>£373,000 ranging from £3,000 to £28,500.</p> <p>Development and Outreach Initiative is a targeted initiative. It was established to increase community participation and access to culture and arts activity in Belfast, as well as building capacity and boosting cultural activity in communities with weak cultural infrastructures. Council currently funds 14 cultural and community organisations with funding annually of £160,000 grants that range from £7,500 to £16,000.</p> <p>Community Festivals Fund (CFF) - The Community Festivals Fund was established in 2006 and administered through the Northern Ireland Events Company on behalf of the Department of Culture arts and Leisure (DCAL). In 2008 it was agreed that this scheme would be managed by local Councils and DCAL awarded a grant of £77,750. In addition, Belfast City Council has agreed to commit £120,000 to the Community Festivals Fund in the current financial year. Belfast City Council recognises the value of CFF and how it contributes to social cohesion, celebrates cultural identity and strengthens community relations. Grants range from £2,500 with a maximum grant amount of £10,000. The Community Festivals Fund can support activities such as exhibitions, family fun days, historical talks, sports tournaments and concerts. Council has awarded grants to 21 Community festivals in this financial year. Grants range from £2,702 to £10,000.</p> <p>Rolling programme to support innovation for Arts and Heritage is a unique fund established by Council. Through its Rolling Programme, Council supports high quality innovative arts and heritage development. The programme offers small grants under that range between £500 and £3,000 for arts or heritage organisations to develop activities, particularly those of a one-off, pilot or developmental nature. The Rolling Programme is currently open.</p> <p>Through various forum meetings (see aim 1.1 section D). Council has work closely with 132 organisations to identify areas in need of development of arts and heritage. This helps to increase sustainability and provide dedicated training in association with Arts & Business to encourage organisations to improve their marketing, securing sponsorship, funding, etc.</p>
<p>D. Commit to engagement between public bodies and the</p>	<p>In 2007 Belfast City Council became a member of the Forum for Local Government and the Arts (FLGA). Originally established in November 1994, the FLGA has been recently reconstituted with a</p>

<p>Sector through existing forums, networking and umbrella organisations</p>	<p>renewed sense of direction and is positioning itself as an effective advocate for developing the arts in Northern Ireland. The Forum works towards formalising the mechanisms and working arrangements through which the Arts Council of Northern Ireland consults with district Councils and promotes a stronger sense of partnership working. The FLGA's role is that of a co-co-ordinating and lobbying organisation, ensuring that the arts are and remain a prominent feature in local politics. It plays a role in raising awareness of the value of the arts and developing arts provision at local community level, by building partnerships between local Councillors, Council officers and arts representatives. The FLGA recently appointed an Arts Policy Support Officer to co-ordinate its programme of activities and optimise its delivery of its strategy to promote effective partnerships for the development of the arts.</p> <p>Council has continued to support networking and umbrella organisations which have a local and regional remit through culture and arts funding programmes and Council led initiatives e.g. Community Arts Forum, Dance Resource Base, Arts for Older People Network and The Creative Writers Network. In addition to funding we regularly meet and provide support and advice to aid the strategic and sustainable development of these groups. When requested and where appropriate we have compiled and disseminated information on the work of these organisations to enhance provision etc.</p> <p>Multi-Annual Funding Forum (MAF) provides an opportunity for flagship organisations to meet, discuss and work in partnership with Council. The MAF forum provides a mechanism to inform future decision making for the Council and is often required to input information into key areas of cultural development. The forum is in a position to provide information on future development procedures and processes such as identifying Key Performance Indicators and Monitoring and Evaluation. As leaders within the creative sector, the MAF clients inform and disseminate relevant information to the rest of the arts sector in Belfast. The forum includes members who represent Belfast City Council in the Forum for Local Government for Arts.</p> <p>Festivals Forum - Council is committed to addressing the continuing development of our festivals. Belfast Festivals Forum was established in response to the growing need of the sector. The Festivals Forum is a pro-active collective of festival organisers and agencies working together to build on the existing strengths of our festivals. Over 60 organisations are members of the festivals forum who meet approx. 4 times a year. Through the Forum, Council supports the Festivals Forum Action plan which is working on eight specific areas; festivals skills development, marketing and ticketing co-ordination,</p>
--	--

performance venues, sponsorship and grants, programming, audience development, good relations and monitoring and evaluation. The action plan is operational and is developing a programme of co-ordination, marketing, and space and venue development. It is delivering a co-ordinated approach to the planning, training, promotion and managing of festival activity across Belfast.

Heritage Forum was set up in May 2008 with a membership including Queen's University, University of Ulster and The Open University, Public Record Office Northern Ireland, Belfast Education and Library Board, Northern Ireland Environment Agency and Heritage Lottery fund. Council recognises heritage is a key element in the social and economic sustainability of Belfast. The Heritage Forum is a network where organisations with an interest in the city's heritage can meet and exchange information. As well as the public sector bodies who are involved with heritage, we have set up a strand encouraging smaller heritage and community groups interested in heritage to become involved. We are keen to help create a space where good practice can be shared and concerns can be addressed through this forum.

The Carnival Consortium was set up as a co-ordinating group to oversee the collaborative development and delivery of Carnival in Belfast and Northern Ireland. It aims to develop carnival in communities by: Actively recruiting in local areas for outreach sessions, training and carnival events, Supporting local carnivals and festivals through sharing experience, resources and capability and developing a calendar of carnival and related activity. The 2008 Consortium has a membership of 12 organisations which is made up of representation from arts, community, and statutory organisations. They manage a database of over 200 community groups across Belfast and aim to engage directly with young people from cross-community areas, single identity areas and Section 75 groupings. They have created an international network which includes organisations from Belgium, Italy, Spain, England and the Republic of Ireland. In addition to the annual Belfast City Carnival, they aim to produce an international Ireland wide Carnival by 2010.

Belfast Arts Marketing Group - Belfast Arts Marketing Group meets approximately once a month and Secretariat support is provided by Belfast City Council (Cultural Communications Officer). There are 15-20 arts organisations represented in the group. It is an opportunity for networking and for marketing staff from arts organisations to share information or voice concerns. The BAMG played an important lobbying role in the Invest in Inspiration campaign to increase funding from DCAL. Various speakers

	<p>have been invited to the group over the past year covering subjects such as securing sponsorship, media coverage and an organised tour of BBC NI with a question and answer session. The group meets at different venues giving the different organisations an opportunity to host meetings.</p> <p>Cultural Tourism Networking Events have continued to facilitate the opportunity for the cultural and tourism sectors to meet, exchange information and discuss business-to-business opportunities. An excellent attendance with over 90 representatives at events from the cultural sector and tourism. A ‘speed networking’ format is used for the events so that participants could discuss potential working relationships and exchange business cards. These events have been endorsed by the tourism and cultural sectors and tangible outputs have been realised including the creation of hospitality packages, pre and post performance restaurant deals and awareness of business opportunities between the sectors.</p>
<p>E. Develop Belfast Champions as ambassadors for culture and arts</p>	<p>It had been anticipated that local Councillors would become Champions of the Arts in order to further enhance the cultural and arts infrastructure of the city. Due to restructuring within the Development Department this has not been achieved at this time, however, Council is continuing to consult with local representatives to deliver this objective.</p> <p>Council has worked with DSD, Belfast City Centre Management, and key stakeholders to set up a steering group to develop and implement a 5 year Strategic Vision and Development Plan which “provides for a thriving arts and cultural area”. The Cathedral Quarter Cultural Tourism Steering Group was established to enable the development of the Cathedral Quarter as a cultural tourism destination. Provision was made for the production of a strategy including the employment of a Cathedral Quarter Development Manager in order to promote the area. The Steering Group’s first meeting was held on 24 July 2006 and included representatives from cultural organisations, hotels, bars, restaurants and property developers. Council anticipates working closely with organisations and individuals living and working in the area to ensure that local expertise and knowledge are drawn upon as the Cathedral Quarter cultural offer is further developed.</p>

Aim 1.2	Provide and support creative responses to the social and political challenges in the city
Objectives	
F. Champion Good Relations and support cultural diversity	<p>Council has been actively positioning culture and arts as a mechanism for social and political change in Belfast. Utilising the capacity of and developing an appreciation of the value of arts and heritage has fostered trust and understanding. Council has been proactive in providing a creative means to enable greater levels of social inclusion and community development. This can be demonstrated through five targeted areas of development:</p> <p>Grant specific criteria in funding programmes to all culture and arts funded programmes. Good Relations has been established as a key criterion. Approx 20% of criteria has been established throughout funding programmes to encourage programmes that are inclusive and widen access to cultural activities, developing audiences for arts / heritage activities supporting Good Relation principles helps to celebrate cultural diversity, undertaking activities which are neither threatening or offensive and engaging with communities and marginalised groups.</p> <p>Targeted funding schemes such as the Development and Outreach Initiative and Community Festivals Fund.</p> <p>Development and Outreach initiative- (for background to the fund see aim 1.1 section H) In addition: The majority of programmes have a cross-community element, encouraging people from traditionally polarised areas to imagine, work, play, and create together. The projects include programming to tackle various issues such as: sectarianism, racism, prejudice, homelessness identity, substance abuse, multi-culturalism, cultural diversity, disability and citizenship. Through discussion and exploration, participants have explored concepts of single identity and shared culture to dispel myths and stereotypes thus championing Good Relations and supporting cultural diversity.</p> <p>Community Festivals Fund – the purpose of this fund is to encourage the development of community festivals in Belfast. The Community festivals fund promotes social cohesion, equality of opportunity, good relations and social inclusion. The aims and objectives of the scheme promote participation,</p>

involvement and common interest, which make an important contribution to the social well-being of the community.

Young people - Council has responded to the high percentage of young citizens currently residing in Belfast (36.6% of the residents are under the age of 25). With the main aim of unlocking the potential of young people to create a shared future for Belfast. Through its Development and Outreach Programme (see above) which ring fences 10% of the fund specifically for work with children and young people. In the period of 2006-08 approximately 75% of projects through this fund have worked directly with young people. Culture and Arts has representation on the Children and Young People Inter-departmental working group which is developing a cohesive approach to Council's work with children and young people. This group is currently reviewing all activities that Council delivers and is developing a strategic approach for future activities. Council is also advising and supporting the newly formed Cinemagic Parents Group 'Cine PG', which will give parents the opportunity to have their say and input into the Cinemagic Film and Television Festival demonstrating its commitment to ensuring ongoing excellence in process and programming for children and young people.

Council has adopted central Government agenda 'A Shared Future - Policy and Strategic Framework for Good Relations in Northern Ireland'. This strategy builds on the strong underlying commitment for the ethos of promoting and developing Good Relations. It also develops and highlights the role that culture and arts can play in supporting and developing Good Relations in Belfast through; promoting equality of opportunity and community relations; encouraging tolerance and understanding; and, celebrating cultural diversity of all groupings and cultural traditions in culture and arts development. One area of new development can be seen in council's encouragement of Good Relations work is support of the Ulster Scots agenda. Council recognises the cultural agenda of the agency, specifically in areas of literature, music, dance and festival activities which has been developed to promote a wider awareness and understanding of the history of the Ulster-Scots traditions. The main aim of this work is to make a constructive and progressive contribution to delivering a fully inclusive society in which mutual understanding and tolerance are accepted as the norm. Council also recognises and supports the ongoing work that is taking place in the west of the city, in particular Féile an Phobail's annual programme of events. In a Good Relations context, it is important to note Féile's Disability Awareness project, Oscailt. Oscailt ('Open') is a project that centres on equal opportunities and access to all forms of the arts for people with a disability, and strives to promote disability awareness. Féile encourages

	<p>people with disabilities to attend events and ensures participants have an input into Féile's overall a programming. The programme is a catalyst to inspire confidence and independence in citizens who lack confidence and who are more often than not, underestimated by society.</p> <p>Audience Development - Belfast City Council commissioned Audiences NI to deliver 'Test Drive the Arts'. This programme is aimed at people living in deprived areas of Belfast with aim to remove the barriers to access. (For further information on this project see aim 3.5 sections M).</p> <p>Heritage - Specific heritage programmes have been supported through Council such as the 'Getting Back To Where We Came From' project which worked with the Northern Ireland Council for Integrated Education with a Chinese youth group and the Moslem Family Association. The project focused on expressing identity through the medium of material culture. It worked with 27 participants and had a major showcase exhibition in the Belfast City Hall in 2007, the project then toured to Derry. Three other heritage programmes that Council is currently supporting are: 'Indian Community History'</p> <ul style="list-style-type: none"> - a major community project working with the history of the Indian community in Belfast and Northern Ireland - community history project 'Traditions' with Travellers in west Belfast. - 'Shared History Interpretative Project' (SHIP) project working with Dockers and the Sailortown community, bringing together historically conflicted communities in the docks area through events and creative developmental working.
<p>G. Integrated cultural development with the Community Planning and regeneration processes.</p>	<p>The Council is a keen advocate of the role of culture and the arts in contributing to neighbourhood regeneration and to wider city development. This can be seen in four key areas of development: Public Art programmes, Strategic Neighborhood Action Programmes (SNAP) and heritage initiatives.</p> <p>Strategic Neighborhood Action Programme - was set up to help Council to adapt our services to local area working. This team is developing the tools, procedures and policies which are needed to work at smaller, well-defined, geographical levels across Belfast. The Culture and Arts Unit are working with the SNAP team through consultation and advice in the development of these community regeneration plans relating to North, South, East and West Belfast.</p>

	<p>Public Art – Public art has a key role to play in cultural development with the Community Planning and regeneration processes. There is evidence of both need and desire from communities at a grass roots level to create visual landmarks which celebrate local identity as a way to address urban regeneration and improve the physical environmental. Belfast City Council has the opportunity to take the lead in responding to this demand thorough developing good practice and supporting communities and other interest groups. An Artist in Residence was appointed three years ago as part of the continued development of public art; this is part of the Brighter Belfast programme. The Artist in Residence, Dr Eleanor Wheeler has promoted a consultative approach with communities through regeneration initiatives and programmes. A Public Art Officer has been agreed as part of the revenue estimates for 2008/9. This post is essential to provide a focus for the continued development of Public Art in Belfast. A searchable, publicly accessible website database for information relating to public artworks within Belfast is due to be launched. In addition, five major public art programmes are currently being delivered in North, South, East, West Belfast and greater Shankill. Renewing the routes, Brighter Belfast Re- imaging communities programme. (For further information on these programmes see aim 3.4 sections L).</p>
<p>H. Enhance opportunities for cultural and artistic engagement to enable greater levels of social inclusion, community development and inter-community contact</p>	<p>Council has been proactive in developing opportunities for cultural and artistic engagement to enable greater levels of social inclusion, community development and inter-community contact work across Belfast. This has been delivered through the delivery of Culture & Arts /Good Relations funding, Community Festival Development, Training Programmes and Heritage Initiatives. Council aims to offer citizens and visitors the chance to experience high quality cultural products aligned with traditional community cultural expression. Opportunities have been created to dispel myths, stereotypes and promote mutual understanding. Participation in enhanced artistic and inclusive activity provides pathways to explore issues that are often considered difficult/contentious. Council facilitates this by aiming to create safe and creative environments and provides platforms for discussion which promotes empathy, aiming to make our city a more inclusive place for all of its citizens.</p> <p>Development and Outreach – Through the Development and Outreach funding scheme which supports creative development in areas of deprivation and with disadvantaged groups and is targeted to encourage accessibility and participation in arts and heritage activities in areas of social deprivation with disadvantaged groups. Inter-community contact is an intrinsic part of the Development and Outreach Initiative as one of the essential criteria is the formation of partnerships between the arts,</p>

voluntary and community sector with the aim of creating a legacy. The specialist knowledge that each partner group brings is aimed to increase the capacity of community development in a meaningful way. Between 2007 and 2008, 24 groups representing 44 wards across Belfast have created 26 showcases events in local communities and city centre settings. At least 80% of these have included a cross community element, providing opportunities for participants to work with people and visit parts of the city they may not have otherwise had the opportunity to do so. Legacy and social inclusion has been incorporated as key elements into the scheme. Participants have indicated empowerment with on average 80% of participants stating clearly that they felt that the process built confidence and promoted self expression. Through this scheme Council are developing a greater understanding of the needs, requirements and impacts of developing these activities and overall cultural development of Belfast.

Community Festival Development – Council has demonstrated a clear commitment to community festival development through a wide range of initiatives including development work with the two major community festivals Orangefest and St. Patricks Day and the implementation of a new Community Festivals Fund.

Orangefest – (12th July Celebrations/Twelfth) Recently identified as one of Europe’s largest cultural festivals, Orangefest combines a traditional parade with street pageantry and family fun, aiming to attract tourists from across the globe. In the last three years the Twelfth has been re-branded as Orangefest with a range of events added to the traditional parade to create a more carnival atmosphere. The aims of which is to develop the traditional Twelfth parades into festival events which the wider community can join. This image revival has a cultural tourism agenda which has been marketed through N.I. Tourist board and the Belfast Visitor and Convention Bureau as a major festival activity. In the development of Orangefest, a three year plan has been established to aid the rebranding and has added events to make it a more inclusive activity. Several areas have been identified in need of improvement including a more diverse range of programmes to incorporate a broader family appeal and to develop organisational skills to run such an event to make it self-sufficient and sustainable. Council has worked proactively to address these issues. In 2007, through the Art of Regeneration Scheme, funded through Lottery and administered by Arts Council of Northern Ireland, Belfast City Council managed an Enhancement Programme that gave significant funding and support to the Orangefest activities. Council supported activities that would allow Orangefest to be seen as an inclusive occasion, for all those who wish to celebrate. It aimed to promote and encouraged trust and

mutual understanding through dialogue, learning about others and developing meaningful relationships as well as improving shared civic life to build sustainable networks in order to transform contested space and identity collaborative actions for future development. In 2008, Council continued to support to Orangefest through a dedicated training festival training programme which was delivered by Arts and Business on behalf of council, which included not only general management and governance training seminars but also included one to one mentor support in order to necessary skills to build capacity of the organisation.

St Patrick's Day – (17th March Celebrations) St Patrick's Day is an internationally recognised day of celebration across the world. In order to ensure that the St Patrick's Festival is an inclusive event in Belfast, which can be enjoyed by everyone in the City, Council, through its Good Relations Fund has created a small grants scheme for the development of events to celebrate St. Patrick's Day. This fund is intended to support voluntary and community groups who wish to organise celebratory events in local areas throughout the city to mark St Patrick's Day celebrations. It is part of the council's aim to promote and support the cultural diversity of the City, and funds programmes that have been identified to be inclusive occasions, for all those who wish to celebrate. It promotes and encourages trust and mutual understanding through dialogue, learning about others and developing meaningful relationships as well as improving a shared civic life by building sustainable networks aimed to transform contested space and identity and implement collaborative actions.

Community Festival Fund (for addition information see aim 1.1 section F) For many, a Community Festival is seen as being pertinent only to those who live in that community. While there will be issues or cultural traditions that have a local resonance, the aims of delivery and partnership working within this scheme is to promote teamwork, mutual respect, ownership of the city and create acceptance of the diverse cultures that make up Belfast. It provides a platform for partner groups to network effectively and work towards common goals. It has the potential and aims to bring a wealth of experience and expertise to festival development, which in turn enhances capacity. It allows for the promotion of local areas, enhances local economy and encourages tourism across the city.

Heritage - A key part of the Culture and Arts unit's work is using the Community Archive approach. This work is centered on building community empowerment. The programme works with communities to take ownership of their history through capturing oral testimonies, images and historic documents

	and is a method of capturing and preserving disappearing community memories. The aim of the project is provide information for the benefit of present and future generations. To date council has worked with six communities across the city incorporating North, East and South Belfast; It is particularly strong in promoting intergenerational understanding and has the capacity to provide a series of interlinked forums which promotes social inclusion and mutual understanding. It is a key process which can be adapted to the needs of a range of different groups and links with a number of other community activities.
Aim 1.3	Develop partnerships with public agencies to promote a holistic approach to cultural development
Objectives	
I. Influence policy agendas for the delivery of public services eg. Transport, housing and health	<p>At the heart of the Council's approach to its urban development work is the recognition that viable long term city regeneration can only occur in an environment of strategic partnership working. This has proved to be the case in cities across Europe and is even more important in Belfast, a city with a legacy of complex and at times, confused urban governance.</p> <p>In 2004 Belfast City Council established the <i>Belfast: State of the City</i> initiative to address the issue of city competitiveness. This identified the mechanisms and relationships required to deliver on a number of activities that had been identified as necessary in delivering success for the city. Underpinning the initiative's approach was the work of Professor Michael Parkinson of Liverpool John Moore's University, who examined Belfast's current standing in relation to its UK and European counterparts. His research highlighted both the strengths and weaknesses in Belfast's ability to compete in European and world markets and it underpins the Development Agenda. Professor Parkinson identified six essential features for a competitive city. The cultural agenda has a key role to play in each area.</p> <p>1. Economic Diversity - Successful cities that respond well to economic change are those which are least dependent on a single sector. This can be seen in the economic impact of festivals. Through Council's inclusion of criteria such as leverage of funding, monies are attracted through a wide variety of sources, from trust and foundations to corporate sponsorship, enhancing the quality of life in a wide range of local communities across Belfast. The Multi-Annual Funding Initiative adds to this through the promotion of mentoring services such as those provided through agencies like Arts and Business. This develops the existing expertise in cultural organisations across the city as well and audience</p>

development is spearheaded by the agency, Audiences NI.

2. **Skilled workforce** – A workforce is a critical feature of competitive cities, as modern economies increasingly depend upon knowledge-intensive sectors, even within manufacturing. Across Council’s funding initiatives and especially in the case of The Rolling Programme for Innovation in the Arts and Heritage, provision is made for the inclusion of training programmes in a wide variety skills development and specialist areas, thus promoting ongoing cultural leadership, as well as excellence of process and product in the city.

3. **Connectivity** –The most successful cities have the physical and electronic infrastructure to move goods, services and people quickly and efficiently - be they internal or external, physical, electronic or cultural. Initiatives such as Public Art and in particular ‘Community in the City’ have proven Council’s commitment to connectivity through ongoing engagement and consultation with individuals and communities throughout Belfast.

4. **Strategic decision-making capacity** - Processes and politics have a strong influence on competitiveness. Networks and relationships between key players in the public and private sectors are crucial and are a defining feature of many of the Council-funded Community Festivals throughout Belfast. Dialogue and engagement with people and organisations throughout the city from a diverse variety of backgrounds are seen as a key aspect of creating festivals that are of the highest quality, are inclusive and welcoming, with the aim to place Belfast a ‘City of Festivals’ firmly at the centre of world tourism. In addition, Council’s ongoing engagement with a variety of umbrella groups throughout the cultural landscape of Belfast demonstrates its commitment to the ongoing successful development of the sector.

5. **Innovation in organisations** - Three features of innovation lead to regional and urban competitiveness: investment in modern, knowledge-based physical equipment; investment in research and education; investment in innovation and labour productivity. Through creative industries initiatives Council provided creative and entrepreneurial springboards promoting the economic potential of creative clusters by focusing on the development of new digital arts in the city.

	<p>6. Quality of life – ‘Soft location’ factors are becoming an increasingly important part of economic decision-making and they are significant in attracting and retaining skilled workers to cities. These ‘quality of life’ factors, in particular, relate closely to the cultural assets of a city – whether as cultural tourism ‘products’, or as innovative enterprises in the creative industries sector; or as assets that contribute to the rich life-experiences of those who live in Belfast – and which are weighed up by those choosing whether to come here to live and work. Initiatives such as the Development and Outreach Programme target thousands of people each year who live in Super Output Areas making provision for arts access and participation which promotes self expression, self-esteem, pride in local communities and skills development. The vast majority of projects funded work specifically with young people, leading to ongoing audience development.</p> <p>Health - Council recognises that there is a clear and beneficial link between the Arts and Health. Arts and Health refers to any creative collaboration between artists and people working in health and social care; and any creative initiative that includes the arts which directly or indirectly is intended to enhance people’s health and well-being. In order to further enhance quality of life in Belfast, Council supports the work of Arts Care. Supported through several funding programmes, Arts Care is an internationally acclaimed organisation which works in partnership on policy development of Arts and Health services with the Dept of Health and Social Services, the University of Ulster and Queens University.</p>
<p>Aim 2.1</p>	<p>Develop the range and quality of the creative, artistic, cultural and heritage offer to attract local, national and international audiences</p>
<p>Objectives</p>	
<p>A. Maximise economic return through development of key cultural assets</p>	<p>Council has made a clear commitment to maximise economic return through development of key cultural assets, by the establishment of the Cultural Capital Infrastructure Fund and Heritage Initiatives.</p> <p>The Cultural Capital Infrastructure Fund – was established in 2007 in order to provide one-off awards for capital development projects, with an allocation of £3m Funding has been made available for projects scheduled for completion in the period 2007-11. One of its main objectives is to substantially raise the profile of Belfast City Council in both the immediate and longer term, as well as to supporting a number of cultural infrastructure projects in the city. It also aimed to include support for some of the large scale capital projects seeking funding at the same time while leaving a positive</p>

	<p>legacy for the City which would be remembered by future generations.</p> <p>Objectives of the fund and successful implementation will establish recognition of the Council as a leader in cultural development, create a substantial and enduring profile for Belfast City Council, reinforce Belfast as a cultural capital and creative driver for the region, strengthen infrastructure for cultural development and develop a unique cultural identity of Belfast, reinforcing the cultural tourism product. It will also create improved sustainability for existing flagship organisations, Improve cost effectiveness for cultural venues as well as creating improved customer and corporate facilities at cultural venues.</p> <p>The Lyric Theatre and the MAC/ City Centre Arts Centre have been identified as strategic priorities. This was established on the basis of recommendations resulting from the Southwood Report on Performing Arts Venues in Belfast. The Lyric Theatre was awarded £1.25 Million towards its Capital Programme in January 2008. The MAC/City Centre Arts Centre are due to present to Council in November 2008 and it is anticipated that a decision on funding the centre will be made by March 2009. The remaining of the fund will be managed through a programme due to be rolled out in 2009-2011 financial years.</p>
<p>B. Develop new and existing cultural products with particular focus on summer, evening and outdoor programming</p>	<p>Council has developed a number of cultural products (see below) which are designed to make specific areas of culture, heritage and leisure more easily accessible to visitors and citizens to leave them with a unique and positive experience.</p> <p>Summer Sundays - Launched four years ago in partnership with Belfast Community Circus, Summer Sundays aimed to create a quality programme of free of charge street theatre that connected to an audience as well as shining a spotlight on the Cathedral Quarter area of Belfast. Initially held at Custom House Square, the event has moved to Cotton Court, where it is attracting steadily growing new and repeat audiences of approximately 200 per day. 20000 brochures were printed and distributed across Greater Belfast. Impact was excellent, with tourists picking up brochures from a variety of venues, attending events and leaving feedback describing positive opinion on the Cathedral Quarter. Canvassing has taken place which highlights that a substantial number of local businesses view the initiative as being of significant benefit.</p>

Evening Economy – City Council undertook the strategic lead in developing Belfast’s Evening Economy which has been excellent in raising the profile of Belfast City Council among the private and public sector. (For further information See aim 2.1 section C). Creative programming has been developed to compliment this initiative.

Outlined below are cultural programmes which have been developed to support and encourage new initiatives focusing specifically on summer evening and outdoor programming. Development has been slow, but is gaining momentum with many key arts organisations becoming directly involved in the development and implementation of the programme. There has been a specific focus on the art forms of visual arts, literature, theatre and music.

Late Night Art: launched in June 2008 it is an initiative which aims to make visual culture more accessible to visitors and Belfast citizens. On the first Thursday of every month, art galleries across Belfast now stay open until 9pm, hosting exhibitions, artist talks and events. It is designed to complement Belfast City Council’s evening economy activity and capitalise on the momentum and interest created by the Belfast Art Guide. The initiative is in partnership with CultureNorthernIreland which manages web based promotional material and information on exhibitions.

Cathedral Quarter Theatrical Walking Tour – Henry and Harriet. This is a outdoor play set Belfast 1912 in partnership with Kabosh Theatre company. ‘Henry and Harriet’ tells the story of an ordinary man whose life changes for ever in the course of one hour. Performed within four shops, each still open and located within the Cathedral Quarter, Kabosh takes the audience on an adventure into the world of Home Rule, emigration and that doomed floating cathedral, RMS Titanic.

CS Lewis Guided Coach Tours. A Sunday guided coach tour telling the story of CS Lewis’ early life in Belfast ‘In the Footsteps of Lewis’. The tour allows visitors to see where his family settled in the 19th century Belfast, stand at his birthplace, see the house, which inspired Narnia, and the icons which sowed the seed of Aslan. The visit provides an opportunity to see Little Lea, Campbell College, and the Lewis window in St Mark’s Church, along with the little known Lewis link to the most famous ship in the world – RMS Titanic.

Literary Walking Tours –Belfast was and is the home of many literary greats. Through the evening economy initiative Council organised a series of walking tours for residents and visitors highlighting

	<p>Belfast`s literary heritage on Monday evenings. Organised by Council in partnership with the Linen Hall Library and the Kitchen Bar, the one hour walks were guided by literary experts Robbie Meredith and Hugh Odling-Smee.</p> <p>Titanic Festival – Hosted by Belfast City Council, Titanic Made in Belfast took place March 2008. The ultimate Titanic festival is a celebration of the ship, her city and the artisan skills of the people who created her. The week long festival, which takes place annually, hosted a packed programme of events including Titanic tours and special exhibitions.</p> <p>Heritage – In addition, to the initiatives outlined above, heritage has a vital role in developing outdoor programming. The Thompson Dock attraction and Lagan Legacy projects.</p> <p>The Thompson Dock attraction developed by the NI Science Park has had support in an advisory capacity from the Council’s Culture and Arts unit as well as Economic Initiative funding. It opened in 2008 and is a valuable new visitor attraction, which will act as the main gateway to Titanic Quarter, at least until the proposed Signature building is opened. It combines indoor interpretation with the outside space and is already attracting substantial visitor and education use</p> <p>Lagan Legacy- Through advice, and support through the Rolling Programme to Support Innovation, Council have assisted Lagan Legacy from Stage 1 to Stage 2 of a £0.75m Heritage Lottery Fund grant. The Lagan Legacy barge, moored behind the Waterfront Hall, will become both an important heritage asset and an exciting new cultural venue.</p>
<p>C. Increase private sector partnership and investment in our Cultural Offer.</p>	<p>Council have built-in targets and developed initiatives to promote the role of culture and arts in attracting businesses and employees to the city. We have aimed to assist businesses in using culture and arts to promote Belfast as a place to live and work through ‘business link’ events.</p> <p>The Evening Economy project is an impressive example of partnership work formalised by the establishment of an Evening Economy Steering Group with membership from the private and public sector. The core aim of the Evening Economy Initiative, launched in spring 2006 is to increase the commercial competitiveness of the city by focusing on access/opening hours, value for money and developing commercial product accordingly. Objectives of the initiative include increasing trade, increasing footfall in Belfast City Centre between 5pm and 8pm, Increasing the attractiveness and</p>

	<p>vibrancy of the city centre, creating a pleasurable city centre experience for visitors and locals, ensuring that Belfast continues to develop into a vibrant cosmopolitan European city.</p> <p>Council has membership of Arts & Business which aims to promote mutually beneficial relationships between business, arts and public sector in culture inspired Council in order to increase private sector investment. They are keen to encourage sustainable partnerships and maximize the benefits of collaborative working. The two strands of their Investment Programme are designed to enable us to support and encourage such partnerships. In 2007-2009, through the festival training (for further information see aim 2.2 section E)</p> <p>In, addition 46 organisations were funded on an annual basis by Belfast City Council. The organisations vary in size, capacity, and structure and board composition. Council recognise the value of skills development with Annually Funded (AF) clients and Arts & Business were commissioned to undertake a skills audit which identified the most pertinent requirements in terms of organisational development for the sector as a whole. The information enabled Belfast City Council to tailor training and skills development for the sector with a particular focus on training organisations to engage with the private sector and be more effective in attracting investment to their cultural products.</p>
Aim 2.2	Provide enhanced pathways for skills development, training and employment
Objectives	
D. Enhance employability through work within both formal and informal education	<p>Council has worked within formal/informal and community approaches to promote creative development through Advise and support to community organisations in developing cultural frameworks and programmes. Through this work Council has continued to enable arts providers across the city add to the skills base and enhancing the lives of participants. Within formal education funding through Annual and Multi-Annual Initiatives has been core to arts and heritage organisations programme development. It has enabled a wide variety of arts providers across the city to make provision for education/outreach activities who now engage directly with schools This is most evident in theatre and visual arts but is evident in all artforms. Overall, it enhances the provision of arts access and participation for arts education across Belfast. Targeted culture, arts and heritage schemes require capacity building as key criteria of the programmes. This is evidenced in the Development and</p>

Outreach initiative, Community Festival Fund and Rolling Programme. The implementation of these schemes had provided training in a wide variety of skills development. Within these funded programmes, training has been illustrated as a catalyst for career development and the building of self confidence of the individual and the communities in which they are located. Provision takes place in a variety of venues ranging from schools to community centres, alternative education providers and homeless shelters. Through the D&O initiative, A minimum of 30% of the training provided is accredited, through bodies such as ASDAN, WEA and OCN. In 2007-08 58 adults received training that has the potential to enhance employability and 52 young people receiving training that can applied to employment in the creative sector, however as these are considered transferable skills they be used in a wide variety of career paths.

Creative Youth Partnership - Creative Youth Partnerships (CYP) has been developed to provide more opportunities for children and young people to participate in the arts within the formal education sector, the non-formal sector and in the context of community and voluntary groups and organisations and builds on the unlocking creativity agenda. This is an initiative led by the Department of Culture Arts and Leisure, with the primary aim to co-ordinate work on the implementation working across Government Departments including the Department of Enterprise, Trade and Investment, the Department of Education and the Department for Employment and Learning, to harness and mainstream creativity within the cultural, educational, training and economic areas. This work is committed to a cross-cutting strategy to promote creativity in Northern Ireland. To develop the capacities of all our young people for creativity and innovation to promote and sustain the social, cultural and economic well-being of Northern Ireland. CYP has been in operation since 2004, and is managed by the Arts Council of Northern Ireland, the Department of Culture, Arts & Leisure, the Department of Education and the Education & Library Boards. They are supported and advised by a regional consortium including Belfast City Council membership that operates on a consultative basis on the Belfast Action Zone which makes recommendations for funding projects within the Belfast City Council area. Others, representatives include artists, arts organisations, youth organisations, FE colleges and the Education & Training Inspectorate. The scheme ensures that as many children and young people as possible have the opportunity to participate in programmes of creative arts activities, in contexts of their own choosing, and across all art forms. This has required developing the creative arts infrastructure, at both local and regional levels, in order to address the needs of children and young people, artists/arts organisations and teachers/youth workers involved in creative arts. It is

	<p>considered that the contribution of artists and arts organisations in supporting the Northern Ireland Schools' and Youth Service curricula and other models of youth work practice has a continued need to be expanded and deepened so that creative arts becomes an integral element in learning and personal and social development.</p> <p>Heritage Skills Programmes - Council is currently collaborating with the University of Ulster Planning Department on the development of an Arts & Humanities Research Council grant application which aims to build skills and capacity by sharing learning both at a local level in Belfast and at a national level. We have also worked with the Architecture Department delivering outreach work in the community which aims in the long term to enhance opportunities for participants for employability. Officers have delivered lectures to the Heritage and Museum Studies MA, and also facilitated direct skill development and volunteer opportunities for students. In addition, A training course was delivered through Queens University Institute of Continuing Education programme which focused on heritage. The course 'Histories, Heritage and Communities' focused on research on how pluralistic values are interpreted, represented and balanced, and how multiple publics are engaged and empowered so as to inform public policy development and decision-making.</p>
<p>E. Build capacity through work with arts and heritage organizations and practitioners</p>	<p>Council has provided enhanced pathways for skills development, training and employment and built capacity through work with arts and heritage organisations and practitioners. We have achieved this through various training and capacity building programmes.</p> <p>Festival Training programme - Council commissioned Arts & Business to develop and deliver a training and development programme to assist festival organisations operating in Belfast to develop capacity and business skills for the long term sustainability of festivals. This bespoke programme was delivered between March-June 2008 with over fifty festival managers attended the various training sessions. "Skills development and capacity building" was identified as a requirement within the Council's Integrated Cultural Strategy , while "PR & Marketing Planning" and "Fundraising & Sponsorship" had been identified as the highest priority training needs by these festival organisations. The work that Arts & Business undertook on behalf of Belfast City Council incorporated a two-tier approach, addressing "skills development" and "capacity building." The main aim of the programme was to help the participating festivals to maximise their full potential. It is hoped that this support will translate into tangible and sustainable benefits for Belfast by helping to ensure our status as a thriving</p>

local, national and international cultural centre of excellence, The festival organisations identified and prioritised key areas of training or development to be incorporated into their programmes. Arts & Business scheduled a series of nine sessions which were facilitated by professional A&B business consultants. A competitive professional mentoring support element was also incorporated into this training programme. Ten festival organisations availed of this opportunity and worked with an experienced Arts & Business mentor to assist them on a specific area of business need in their organisation.

Annual Funding Training Programme - A similar programme to the Festival Training Programme is being rolled out to 43 of Council's annually funded Culture and Arts clients through Arts and Business. A training needs analysis has been undertaken and a bespoke programme has been developed, due to commence in October 2008 and be completed in June 2009. Arts & Business has scheduled a series of training sessions to be facilitated by professional A&B business consultants. A competitive professional mentoring support element is also incorporated into this training programme and will assist organisations to develop a specific area of business need for their organisation.

Evaluation of both programmes will be rolled out in future years to evaluate and establish the impacts of this training.

Heritage - This objective is also delivered through Community Archives project – including skills building. The direct training mentioned above also delivers on this, supported by direct engagement to guarantee quality. The community archive approach is core to capturing, preserving and communicating disappearing community memories

Cultural Tourism Skills Development - Successful initiatives have been delivered in the Queen's Quarter and Cathedral Quarter on a bi-annual basis. They are attended by over 80 representatives from the business sector including hotels, Tourist Information Centres, tour guides, taxi drivers, venues, bars and restaurants. The aim is to update front-of-house staff so that they can give information on the cultural activity on offer in the Quarters to help them guide and provide advice to visitors. Workshops informed them on the history of the Quarters and places of cultural interest, this was followed by walking tours and visits to venues, hotels and galleries with a chance to meet cultural organisations.

<p>Aim 2.3</p>	<p>Provide creative and entrepreneurial springboards for individual and collective economic benefit</p>
<p>Objectives</p>	
<p>F. Grow the creative economy</p>	<p>Council through the Creative industries initiative has developed specific programming to grow the creative economy. Throughout 2007 - 2008 business development programmes have been implemented focusing on Film, Television, Music, Digital Media and Design. Over £250,000 has been secured in new business and a business incubation facility established. This has aided the development of 10 new creative businesses with over 100 small creative businesses supported in the programmes. Throughout 2008 – 2009, 10 programmes are currently in development covering business development, research and development, collaborative networks and international showcasing.</p> <p>South by Southwest SXSW is a premier global event focusing on the creative side of the music and entertainment business which takes place in Austin Texas in March each year. The SXSW conferences and festival events have involved appearances by major stars such as Tony Bennett, Pete Townsend, Johnny Cash, Neil Young, Elvis Costello, Snow Patrol and Willie Nelson. SXSW is the key US event for showcasing, deal striking and networking for the international media industry. Participation in this event enables Council to act on a global platform showcasing the wealth of talent and creativity in the city through Belfast's up and coming musicians and promoting Belfast as a 'place to be' for tourism, business development, inward investment and innovation..</p> <p>Creative Entrepreneurs Club The Creative Entrepreneurs Club is for companies working in Belfast's Creative Industries and offers a unique platform for people to keep up-to-date with the sector and the issues that affect it providing a forum for discussion and the cultivation of contacts. The Creative Entrepreneurs Club is also a place for people working within the Creative Industries to develop new business ideas, new partnerships and create new employment opportunities.</p>
<p>G. Develop creative talent</p>	<p>The Creative Industries programmes have been effective in building capacity through delivering key skills and intervention programmes for new high growth creative companies. This work has supported business development and growth within the sector. Two major initiatives 'The Film and Creative Entrepreneurship Programme' and 'Dare to be Digital' have been successfully delivered in 2007/2008.</p>

	<p>Film and TV Creative Entrepreneurship programme (CEP) The Film and Television Business Development Programme for SME's working in the Film and Television Industry delivers key skills and company development opportunities for the Northern Ireland film and television industries. The Northern Ireland Sector Skills Agreement has identified skills gaps and possible action plans arising from them. Gaps identified are: Producers/writers who understand the international markets, Project management Skills, commercialisation and new distribution models and, new (digital) production techniques. The Film and Television Business Development Programme has been specifically designed to help address these issues.</p> <p>Dare to be Digital Dare to be Digital is a unique digital product development competition open to graduates from Universities and Colleges of Art. It offers the opportunity for a technology team to develop digital product concepts and ideas into a marketable product. It is not linked to academic attainment, but concentrates on skills and capability development via product development and industry support, with a clear focus for the games and entertainment industries.</p>
<p>Aim 2.4</p>	<p>Promote the economic potential of creative clusters in the city</p>
<p>Objectives</p>	
<p>H. Develop the potential of cultural quarters such as Cathedral Quarter, Queen's Quarter, Titanic Quarter and Gaeltacht Quarter</p>	<p>Council has defined creative and cultural hubs as a focus for vibrant creative enterprises, tourism and cultural endeavour. We have continued to develop the potential of cultural quarters such as the Cathedral, Queen's and Titanic Quarters as well as new emergent cultural quarters. Within this context we aim to create an awareness of cultural quarters through branding, training and familiarisation visits, Deliver the Queen's Quarter Action Plan and establish a collective to stimulate and sustain cultural development within the Cathedral Quarter</p> <p>The Four Quarters Queen's, Cathedral, Titanic and Gaeltacht Quarters – offer distinct experiences and boast an authentic and culturally rich environment. Through steering groups, Council has worked on the ground with the cultural organisations and the hospitality industry to encourage greater co-operation, integration, and community tourism. We have supported each quarter through co-ordinated events and marketing activities. The steering groups' input is crucial to formulating programmes promoting individual characteristics and attractions.</p>

	<p>Queen’s Quarter – The most developed of the quarters, centred on the University in the South, it has set a benchmark in terms of attractive signage, availability of information, and a coherent approach to highlighting its appeal as a cultural tourism destination.</p> <p>Cathedral Quarter - The Cathedral Quarter Cultural Tourism Steering Group was established in 2006 to support the development of the area as a cultural tourism destination. The aim of the group is to identify and implement an action plan to improve communication, and work collaboratively to enhance the quality of the visitor experience. Activity to date has included workshops, production of the Cathedral Quarter Guide and advertising, promotion and editorial in publications. Council is working closely with organisations and individuals living and working in the areas to ensure that local expertise and knowledge is drawn upon as the Quarter is developed. Recently a Cathedral Quarter manager has been recruited to aid the delivery of the action plan.</p> <p>Titanic Quarter- Within the development of the Titanic Quarter there has been substantial heritage input through consultation and advice. In addition there has been close liaison with NITB over Thompson Dock and Titanic Signature Project; this has included support for Northern Ireland Science Park, ensuring proper process and quality product.</p>
<p>I. Support creative clusters as drivers for creative industries</p>	<p>Council have provided creative and entrepreneurial springboards for individual and collective economic benefit whilst promoting the economic potential of creative clusters in the city. Two specific programmes have been delivered under this objective.</p> <p>Creative Connections The Creative Export programme is designed to promote the wealth and breadth of the creative talent in Belfast City and provide business opportunities for participants to work at an international level through exporting creative products and services. The Creative Export programme enabling 10 companies working in the film, TV, Digital Media and Design industries to identify business development opportunities in new external markets. Through the programme; companies will be assisted developing export opportunities in newly identified markets, meeting with potential buyers and will receive specialised mentoring and support to identify specific requirements and match them to the appropriate market.</p> <p>Blick Studios Creative Incubation - The University of Ulster Creative Incubation project is aimed at developing a creative incubation unit in Cathedral Quarter to help seed the Creative Industries and</p>

	<p>promote education, innovation and entrepreneurship. The incubation will be based in the Blick shared studio space in Great Patrick Street. This cross-disciplinary space was set up to provide affordable space for companies in the creative industries. It is an initiative designed to support embryonic creative enterprises within Belfast.</p>
Aim 3.1	Enhance the cultural and artistic experience in the City
Objectives	
A. Build quality and sustainability in the cultural offer	<p>Quality and sustainability is integral to Council's approach to culture in the city. Through ongoing engagement with a wide variety of organisations and individuals, provision of mentoring and consultancy, tailored advice clinics and a comprehensive range of funding initiatives Council demonstrates its commitment to promoting longevity and excellence in the city's cultural offer.</p> <p>Each year, Council funds over seventy arts, heritage and community organisations which provides the city with an array of cultural offer. From Public Art to Community Festivals, Carnival to Classical Art, Belfast is fast earning an international reputation as a city that can offer both those citizens and visitors a vast array of cultural offer throughout the year. Ongoing initiatives such as the refurbishment of existing cultural flagship buildings and the provision for long-term strategic programming through Multi-Annual Funding further demonstrates Council's dedication to ensuring the consistent development of high quality culture and arts in the city. This is enhanced by the provision of support for training, ongoing work as well as outreach and development in order to encourage new audiences and support the growth of new or emerging cultural providers across the city.</p>
B. Make culture more accessible and grow audiences	<p>Council has worked to develop the range of the creative, artistic, cultural and heritage offer to attract local, national and international audience. Within this context we have promoted community and individual development and expression through cultural activity and created enhanced opportunities for cultural engagement and participation with greater and more diverse audiences for cultural attractions. A number of programmes have been developed to help achieve this objective.</p> <p>Belfast City Council is a member of Audiences NI, which was established in August 2004 to help grow and diversify audiences for the arts and cultural sector in Northern Ireland. It is one of 15 audience</p>

	<p>development agencies in the UK providing vital audience development support to organisations through the provision of market intelligence, training, projects, research and forums. Council have commissioned Audience N.I. to deliver two specialised audience development initiatives. (for further information see aim 3.5 section M)</p> <p>Festivals - Belfast has witnessed phenomenal growth in festival activity over the last ten years. Belfast is now home to over 56 festivals annually. Last year alone, over half a million people attended festival events in Belfast. Belfast festivals offer activities ranging from community based gatherings to internationally acclaimed programmes. Festivals in Belfast create memorable opportunities for audiences to engage in a wealth of unique and often new experiences in a celebratory atmosphere, one example is the Festival of Fools Street Theatre Festival. The Festival of Fools was supported initially through the Celebrate Belfast Programme and later through Council's Annual Funding scheme, Festival of Fools has run for five years in Belfast's city centre, with over 100 circus and street theatre performances per festival. The Festival of Fools has garnered an international reputation showcasing the best of local talent as well as attracting artists from across the globe and developing public audiences of approximately 40,000.</p> <p>Educational audience development - Council funding schemes have enabled the provision of Education and Outreach Officers across the city in a wide variety of arts organisations. Working not only with community groups, but also schools across the city. Future audiences are being developed through children and young people being given access to participate in a wide range of events. The main aim is to develop an understanding and appreciation of culture and the arts with young people who would not normally have access to activities.</p>
<p>C. Showcase talent and good practice</p>	<p>Council has been showcasing local talent and highlighting best practice by providing enhanced opportunities for cultural experience. In addition, the European INHERIT project and publication, Arts for Arterial routes publication have supported this objective.</p> <p>Cultural Communication Plan – through the delivery of the cultural communications plan we have developed opportunities for collaborative marketing and public relations. This is most evident through the use of web based resources. Through the development of directories (Culture and Arts directory, Heritage directory, etc) there is an opportunity for organisations to promote events and products. In addition, Council is currently compiling research with a view to using the website to showcase and</p>

	<p>promote some 'best practice' examples of organisations who are current funding clients across a broad range of art forms including Contemporary, Community Arts and Festivals.</p> <p>INHERIT - Belfast City Council was a partner in the European INHERIT project (for further information see aim 3.3 section I). The INHERIT project culminated in the publication of a 'Good Practice in Heritage-Led Regeneration' guide which has been distributed internationally, as well as locally, Case studies examine the context of Belfast's cultural quarters, Cathedral Quarter and Titanic Quarter.</p> <p>Art for Arterial Routes -The Art for Arterial Routes catalogue was launched in April 2007 at PLACE. It features 20 permanent and temporary art pieces that were produced; artists worked with community groups. The catalogue was an opportunity to mark the progress of three years work of the artist in residence. An additional catalogue will be produced at the end of the 'Brighter Belfast' commission. This will be a second volume and will be a best practice guide for artists and community groups who want to do similar projects.</p>
<p>D. Maximise the effectiveness of culture and arts and Heritage funding</p>	<p>The Culture and Arts Unit acts as leader, advocate, facilitator, funder and supporter within the cultural sectors. In doing so it builds capacity in culture, arts and heritage, provides information to stakeholders and ensures that Council acts as a junction box and driver for cultural development in Belfast.</p> <p>Funding from Belfast City Council enables arts, cultural and heritage organisations to pursue further funding from other public bodies and the private sector. Overall, funding from the Council awarded to arts, cultural and heritage organisations in the city provides approximately 4% of organisations total funding. In actual terms this would equate to £24 million spend in multi-annual and annual funded clients in Belfast.</p> <p>Monitoring and evaluation processes established by the Culture and Arts Unit, with interim and final reporting, ensure correct usage of grants awarded and ensure programming excellence. This has been beneficial in observing activities of the organisations. Monitoring and evaluation helps to develop a far greater understanding of the needs, requirements and impacts of developing arts, heritage and overall cultural development of Belfast.</p> <p>Internal audits are regularly performed and external public sector consultancy agencies have carried out reviews to ensure best practice and value for money.</p>

	<p>Leverage of other funding Council's Culture and Arts funding programmes has supported successful Heritage Lottery Fund applications from a number of organisations, most recently £25,000 for Ledley Hall in east Belfast and £44,000 for the Indian Community Centre. Support for Lagan Legacy through a £2,000 Rolling Programme grant enabled a £100,000 Lottery Fund stage 1 grant and further advice/training is helping with a £776,000 Stage 2 application.</p> <p>Economic research- Council commissioned Millward Brown Ulster to undertake research to define and establish the economic impact of 8 Belfast festivals. The festivals range from public festivals, music festivals, youth and children's festivals, community festivals and multi-art form festivals. The research started in April 2008 and will continue until March 2009 with a report scheduled for April 2009.</p>
<p>Aim 3.2</p>	<p>Invigorate public spaces</p>
<p>Objectives</p>	
<p>E. Enhance and promote cultural use of public spaces</p>	<p>Council has developed initiatives to invigorate public spaces to enhance and promote cultural use of public spaces. We have achieved this through establishing criteria in funding programmes and partnership with arts and heritage organisations.</p> <p>Place - has been established as key criteria to ensure that art remains accessible to all our citizens, regardless of age, race gender or economic status. Through funding initiatives such as Multi-Annual Funding, Annual Funding, Development and Outreach and Community Festivals Fund, Council continues to promote and encourage the cultural use of events in public spaces and encourages events such as Belfast City Summer Carnival and the Winter Lantern Parade which attract audiences of thousands of people from all parts of our society as well as tourists.</p> <p>Festival of Fools/Summer Sundays - Culture & Arts fund the Festival of Fools and Summer Sundays which make excellent use of public spaces in the city centre such as Cotton Court, Cornmarket and Writers' Square.</p>

	<p>New festivals- Funded by the Rolling Programme, the new East Belfast Titanic Festival and Féile new Celtic Village have transformed public spaces in the east and west of the City into interactive, participative cultural experiences for people from across Belfast City.</p> <p>Heritage - Work with Titanic Quarter, Ulster Hall, NI Science Park and Lagan Legacy have all enhanced the use of public space. Support from Council has resulted in the refurbishment of the Ulster, hall, Thompson Dock and in particular the Lagan Legacy barge which is becoming a vibrant cultural and heritage space.</p>
F. Advocate the inclusion of cultural elements in new developments	<p>Council consistently endeavours to ensure that new developments in the city are balanced and that cultural elements are fully considered by providing expertise and promoting best practice. A striking example of this is Council's participation in the Cathedral Quarter Steering Group, in order to promote the sustainability of creativity within the area as it develops further. As a result, the post of Cathedral Quarter Development Manager was created earlier in this year In Addition, within the context of the Titanic Quarter development Council is currently advocating the inclusion of high quality temporary exhibit, community and education spaces within the Titanic Signature Project.</p>
Aim 3.3	Protect and promote the built heritage
Objectives	
G. Promote development sympathetic to Belfast's built heritage	<p>Council recognises that the culture of the city expressed through its architecture and art, helps to define and identify both the place and its people. Through the development of organisations such as PLACE and consultations with heritage institutions and forums in which Council has been proactive to promote developments sympathetic to Belfast's built heritage.</p> <p>PLACE- PLACE is a joint project between Belfast City Council and the Royal Society of Ulster Architects, in association with the Commission for Architecture and the Built Environment, which opened in 2004. PLACE is An acronym for Planning, Landscape, Architecture Community and Environment, PLACE acts as a focus for education, information sharing and debate on aspects of the built environment, targeting both the general public and those who have a role in developing the built</p>

	<p>environment. The centre acts as a focal point for collaboration between building professionals, the arts sector and the public. Place is an important initiative for Council as we work to champion and promote standards of excellence in urban design and to promote understanding of the importance of the built environment. Throughout 2007/08 Council has continued to present exhibitions, host seminars and delivered workshops. It has created opportunities for open dialogue in public art and heritage between diverse groups in a neutral environment.</p> <p>Council has actively engaged with and given support the two most relevant organisations in the heritage sector, the most active of which is Belfast Civic Trust, with whom we have been building a more active partnership. The second is Ulster Architectural Heritage Society, which in 2008/09 Council awarded annual funding for the first time. We also work closely with HEARTH a building preservation trust, which refurbishes old building for current use to ensure their preservation by bringing them back into various uses.</p> <p>Council's Heritage officer engages with Belfast City Centre Management, Character and Style Group developing potential programmes such as 'Living Over The Shop' with the aim of ensuring the protection of the city's identity and preserving the style of Belfast city centre. There is also on-going partnership working with the Belfast Civic Trust to advise and consult in improving the city environment.</p>
<p>H. Develop the historical resource in the City</p>	<p>Council have developed historical resources in the City by making materials available through the development of the Royal Irish Academy Atlases and accompanying exhibition, the Benn and Young reprints; support of special Belfast issue of Ulster Journal of Archaeology; liaison with PRONI re maps and other resources and community archive projects.</p> <p>RIA Atlas and accompanying exhibition – The Belfast Atlases are part of a wider European programme bringing together and making accessible for the first time vital materials for the understanding of Belfast's history and development. This work was completed in October 2007.</p> <p>Ulster Journal of Archaeology - Support was provided for a special Belfast volume of the Ulster Journal of Archaeology, making recent developments in Belfast archaeology available for the first time to a wider public as well as a valuable aid to researchers.</p>

	<p>Benn's 'History of Belfast' - Benn publication - Over 130 years later Benn is still the standard history for the earlier period of Belfast. This is a significant publication on a general note has been unobtainable through rarity and price. Council is hosting the launch of George Benn's book 'at Clifton House with the Lord Mayor attending on October 2008.</p> <p>Young publication - Young's 'Town Book of the Corporation of Belfast' is currently being developed . Young makes an important archival source for the history of the corporation. It will be available again at an economic cost for the first time in a century. This is due to be completed in November 2008.</p> <p>NI Environment Agency - Council are currently consulting with the NI Environment Agency with the intention of developing further heritage publications with the aim of making archaeological work in Belfast more accessible.</p> <p>Heritage Directory - A Heritage databases of listed buildings in Belfast and archeological sites is currently being updated and will be up on the website by the end of the year. With the aim of making information available and increasing ownership of heritage of the people of Belfast.</p> <p>Leaflets - Various leaflets have been produced and supported by Culture and Arts Unit which help people to learn more about an area. Examples are the Cathedral Quarter – a guide to its historic buildings, art trail leaflet and Belfast, a historical walking tour. The booklet 'Cathedral Quarter – a guide to its historic buildings' was updated and printed in May 08 and was widely distributed to schools, libraries and arts/heritage organizations. It is available to download from the internet as a PDF.</p>
Promote heritage led regeneration in the City	<p>Council has promoted heritage-led regeneration through the European Inherit programme.</p> <p>Inherit– Inherit was an investigation into heritage led regeneration funded by Intereg III funds. It was a partnership between historic towns and regions. Its purpose was for 5 European cities to examine best practice in heritage–led regeneration. The lead partner was the European Association of Historic Towns and Regions. With Gdansk, Gothenburg, Newcastle, Ubeda and Verona as well as Belfast. The programme consisted of a series of site visits and project meetings which took place in each city. There was also the opportunity for exchange visits which was a useful learning experience and gave Belfast City Council the opportunity to present case studies and highlight Belfast's cultural heritage at a</p>

	<p>European level. Additionally, Belfast took on the management of the academic research, which was awarded to Queen's University. This research document has been widely distributed. At the end of the programme a publication has been produced. The publication consists of a series of case studies from each area and a descriptive methodology. This has been widely distributed and is available to the general public.</p>
AIM 3.4	<p>Develop creative and cultural means to promote physical regeneration in the city</p>
J. Promote creativity in architecture and the built environment	<p>Place: Council supports Place which is the main venue for the display and discussion of architectural initiatives. (for further information see aim 3.3 section G)</p> <p>Council has a growing and productive relationship with the University of Ulster Architecture department. There has also been engagement and support for the Space project based on the Crumlin Road and the Yellow Space process seeking to develop community use and engagement within Woodvale Park.</p>
K. Support sustainable development of cultural venues in the city	<p>Council demonstrates its commitment to the sustainable development of cultural venues in the city through the Ulster Hall, Lyric, MAC/City Arts Centre, Crescent Arts Centre and Black Box.</p> <p>Ulster Hall - The Ulster Hall redevelopment is part-funded by Belfast City Council through its Capital Funding Programme, in partnership with DCAL, ACNI, Heritage Lottery Fund and the Environment and Heritage Service. This will result in a complete re-fit and redecoration of the main hall, while the newly restored and refurbished building will become the new home of the Ulster Orchestra, re-opening in March 2009.</p> <p>Crescent - Through its Multi Annual Funding Initiative, Council sustains the work of the Crescent Arts Centre by encouraging its strategic development through its current period of redevelopment. Through funding £33K the Crescent is supported in delivering an comprehensive Programme of activities to approximately 60,000 people per annum from its temporary premises. The newly refurbished Crescent Arts Centre will open in 2010.</p>

	<p>Black Box - Council is currently providing bi-annual funding of £25,000 with the purpose of developing sustainability of The Black Box in Cathedral Quarter which was formed in 2004 providing a dynamic and flexible performance space in the city's cathedral quarter, an area becoming known as a cultural hub yet lacking in suitable and sympathetic performance for the increased activity in the area.</p> <p>Lyric/MAC- Cultural infrastructural fund (for further information see Aim 2.1 section A).</p>
L. Develop public art in the city	<p>Council has committed to playing an important and strategic role in the development of public art in Belfast. From the consultation and evaluation of the work undertaken so far, it is a strong support for public art both within and outside Belfast City Council. There is a desire from communities to create visual landmarks which celebrate local identity as part strategies to address urban regeneration and environmental improvement.</p> <p>Broadway - This major commission of £400K will be located at Broadway junction. It aims to create an ambitious and large scale piece of public art which will form the centrepiece of a major new motorway redevelopment. It is hoped that the commission will become a recognised symbol or landmark for Belfast; creating a sense of place and 'arrival' at a major gateway site and achieving international recognition. Council is working in Partnership with the Department for Social Development, Arts Council of Northern Ireland and Department of the Environments through Roads service in the delivery of this programme. It is anticipated that this public art project will be completed in 2009.</p> <p>Renewing the Routes - The Renewing the Routes initiative (or arterial routes programme) is a partnership initiative promoting the physical and environmental regeneration of some of the city's arterial routes. Incorporated into the action plan is the continued development of public art. This project has improved many areas of Belfast, helping to regenerate the city. Our artist-in-residence worked with community groups and artists over the past three years to develop public art which local people can enjoy. Work has been carried out since 2005 delivering 39 public art programmes city wide. These include both temporary and permanent artworks. By March 09 Council will have completed five permanent gateway sculptures in:</p> <ul style="list-style-type: none"> - North Belfast (Oldpark Road) - Greater Shankill (Peters Hill)

	<ul style="list-style-type: none"> - South Belfast - East Belfast (Newtownards Road) - West Belfast (entrance to Falls Park). <p>Brighter Belfast - Through the Brighter Belfast campaign Council has initiated 'The Community in the City' which is a collaborative project which will capitalise on the work already achieved. <i>Renewing the Routes</i> will be rolled out in 2008/09 and will engage communities in creating pieces of public art to be sited within the city centre. Through the mechanisms of the project, which will be facilitated by Council's Artist in Residence, communities will enhance their skills and capabilities both in the creation of public art and an appreciation of the benefits which are brought by engagement with the shared space in the city centre.</p> <p>Re-Imaging communities' programme - This initiative is funded by the Arts Council of Northern Ireland `Re-imaging Communities` programme, which is helping to transform local communities across Northern Ireland by tackling the visible signs of sectarianism and racism and creating a more welcoming environment for everyone. The aim of this project is to target community groups throughout Belfast and was initiated by conducting a series of workshops which was managed by New Belfast Community Arts Initiative. These workshops resulted in a strategic plan which Belfast City Council is now taking forward through the current Re-imaging Communities Programme, contributing to capacity building within the community and improving community relations. A project officer and two facilitators have been recruited to deliver a series of public art programmes. A total of 12 re-imaging projects across Belfast will reflect the positive changes and social regeneration taking place in these communities, including helping the communities to replace existing murals with positive images reflecting their culture. Each project will involve an artist working with the relevant community to develop artwork of high quality which will replace existing sectarian murals and slogans and tidy up unsightly areas to reclaim space for the communities to enjoy and celebrate their culture in a non-offensive way.</p>
AIM 3.5	Promote community and individual development and expression through cultural activity
M. Widen access and remove	Council has developed partnerships with public agencies to facilitate enjoyment and participation in

<p>barriers to arts and heritage participation</p>	<p>cultural activities. The aim is for the recognition of the need for integrated public services which address cultural needs as a key element to improve quality of life. We have widened access to cultural activities and have commissioned developmental programmes for reducing barriers to access. These include 'Barriers to Access' and 'Test Drive the Arts'- Audience NI commissions.</p> <p>Barriers to Access - Belfast City Council commissioned Audiences NI to carry out the 'Barriers to Access' research which identified barriers to people attending the arts. There was a mixture of traditional and perceived barriers – cost, lack of time, location, lack of public transport, lack of information, unsuitable events and feeling uncomfortable or out of place. Conclusions were that audience development is essential and is a long-term process. Different people require different approaches; a tailored approach was needed to be delivered. Conclusions were that audience development is essential and is a long-term process. Different people require different approaches; a tailored approach needs to be taken. The results from the 'Barriers to Access' research led to the initiative 'Test Drive the Arts'.</p> <p>Test Drive the Arts - Audiences NI adopted the 'Test Drive the Arts' framework which was devised by Arts About Manchester and was the first time this initiative has been carried out in Northern Ireland. A Research programme was established to identify trends in participation of cultural activities and continue Council's develop audience intelligence. In 2007 this work involved 4 key flagship arts organisation and has been expanded in 2008 with another 4 slightly more diverse arts organisations. 'Test Drive the Arts' project reached 80 individuals who had never attended an arts event. Venues then followed up with these people with flyers/email about future performances. It worked by venues providing free tickets for performances and Audiences NI targeting households from Super Output Areas in Belfast in deprived areas. A direct mail-shot was sent to 2,500 households with a personalised letter offering two complimentary tickets. 120 complimentary tickets were offered in total during spring 2007 for <i>Aida</i> opera at Belfast Waterfront Hall, <i>Swan Lake on Ice</i> at the Grand Opera House, <i>The Woman in Black</i> at the Grand Opera House and an Ulster Orchestra concert. 'Test Drive the Arts' removed the barriers of cost and lack of information. On the evening of events, respondents were met at a welcome desk staffed by Audiences NI and given a complimentary programme. Feedback was extremely positive from people who had attended an arts event for the first time and commented on how interesting they found it and more relaxed and less formal than they imagined.</p>
--	--

<p>N. Diversify audiences for the arts</p>	<p>Council has worked to develop the range and quality of the creative, artistic, cultural and heritage offer to attract local, national and international audiences. Targeted funding initiatives and heritage programmes have been rolled out to communities throughout Belfast.</p> <p>Funding programmes - Through Culture and Arts funding programmes audience development is considered an ongoing priority. Council funding supported a rise across a broad spectrum of audience development. Data captured shows an overall increase in audiences in Belfast between 2006 and 2008:</p> <ul style="list-style-type: none"> - Multi Annual Funding and Annual funding audiences increased by approximately 35%, - Development & Outreach audiences increased by approximately 20% and - Rolling Programme by approximately audiences increased 18%. <p>Criteria within these programmes have been established to enhance the ongoing diversification of audiences for art within the city of Belfast. From large scale city centre events such as the east Belfast Winter Lantern Parade, which attracts large audiences to smaller local showcases targeting people from areas of multiple deprivation across the city. The Development and Outreach Initiative has a high percentage of participants whose previous access to arts and heritage has been limited for a variety of reasons, economic, cultural etc. The scheme has been generating enthusiasm for sustained arts activity and participation across the arts scene. In the past two years 36 professional arts organisations have worked with 30 community and voluntary groups in order to provide 5,000 people with the opportunity to engage with and be trained in a variety of arts activities.</p> <p>Heritage – Heritage within the Council has supported cultural developments focused on audience development in four key areas. The Community Archive process is enabling and mediating between expressions of community and individual identities. Ongoing consultation and advice has contributed to major programmes and initiatives. The establishment of the Thompson Dock is an example of how Council has been instrumental in developing a high-quality heritage product which appeals to local and international audiences. The Titanic Project has been a result of working closely with NITB in developing an overall Northern Ireland brand and a subsidiary brand for this Signature Project. All programmes will create opportunities to generate new and diverse audiences.</p>
--	--

BLANK PAGE