

APPENDIX B

Development & Outreach Initiative 2002-2009

Purpose of the Development and Outreach Initiative

Since 2002 Belfast City Council's Development and Outreach Initiative was set up in 2002 as a targeted scheme. It aims to build capacity and boost cultural activity in communities with weak cultural and arts infrastructure in areas of multiple deprivation. The initiative is designed to extend participation and access to culture and arts activity to those most marginalised within Belfast's communities. Therefore, project beneficiaries must either have a disability focus or reside within one or more of the designated Super Output Areas in Belfast included in the 50% most deprived areas, according to the NISRA Multiple Deprivation Measure in Northern Ireland.

The scheme is open to collaborative partnerships of community organisations and arts/heritage organisations. There must be a lead applicant, working in partnership with a minimum of 2 and a maximum of 5 other organisations. In addition there must be at least one community and one arts partner. £10,000 has been 'ring-fenced' for projects with young people. The minimum Development and Outreach grant is £2,000 and the maximum is £20,000. The average of the grants recommended in 2008-09 is £12,307.

The scheme was piloted in 2002, revised in 2003 and reopened in 2004/05 with revised criteria and procedures. The scheme has continued to operate on an annual basis and is due to open in January 2009 for projects taking place from May 2009 – April 2010.

To date Belfast City Council has invested £926,000 through the development and Outreach Initiative, providing grant-aid to 46 lead arts and community organisations and 144 partner organisations. Provision of activity has taken place over approximately 36 wards per annum

There has been a consistent and determined effort by Council to enhance capability for marginalised communities to have access to the Development and Outreach scheme. Through information sessions reaching into the communities taking place in Shankill, North, South, East and West Belfast. Officers provide one-to-one advice for organisations in developing the programmes and filling in application forms. Advice is continued through telephone support and if appropriate follow-up meetings. In addition, successful applications require that a meeting should take place with an Officer and all partner organisations before the project commences ensuring a long-term approach and sustainability of the project. It is worth noting, the number of applications for funding under Development and Outreach has risen steadily from 16 in 2004 to 28 applicants in 2008. Correspondingly, the quality of applications increased and the threshold for funding has also risen from 50% in 2002 to 70% in 2008. This is a clear indicator that there is an ongoing and steady increase in the standard of projects and arts access and activities in marginalised communities.

Partnership development

In line with Council's Integrated Cultural Strategy, **[Aim 1.2: Provide and support creative responses to the social and political challenges in the city]**, Development and Outreach has enabled strategic partnership working between the arts, voluntary and community sector building capacity which has created confidence and given skills for long-term development with the aim of creating a legacy for communities involved in the scheme. Inter-community contact is an intrinsic part of the Development & Outreach programmes. They have been purposeful by encouraging people from traditionally polarised areas to imagine, work, play, and create together. The content of programming has been inclusive and varied and relates to community development programmes

which tackle relevant issues such as: sectarianism, racism, prejudice, homelessness, identity, substance abuse, and multi-culturalism, cultural diversity, disability and citizenship. The scheme has benefited approximately 13, 806 participants including but not exclusively, children and young people, elderly people, the disabled and gay communities. Audience development has also played a key role in the initiative with estimated audiences of 165,000 having attended showcase events by March 2009. On average 80% of participants have stated that they felt that the process built confidence, promoted self expression and provided opportunities for participants to work with people and visit parts of the city they may not have otherwise had the opportunity to do so.

Skills development

In line with the Integrated Cultural Strategy, **[Aim 2.2: Provide enhanced pathways for skills development, training and employment]** Development & Outreach provides training in a wide variety of skills development. To enable the successful implementation of skills improvement, provision takes place in a variety of venues ranging from community centres, alternative education providers, homeless shelters and after school facilities. Established as essential criteria of the initiative, all projects must have skills development embedded into the programmes. A minimum of 30% of the training provided is accredited, through bodies such as ASDAN, WEA and OCN. The remaining 70% is aimed at either building confidence or provides transferable skills which will benefit participants in a meaningful way. It is evidenced that the scheme has created tangible outputs for participants and has provided opportunities to increase employability or has created further educational or vocational prospects.

Young people

It was agreed through Council that £10,000 is to be 'ring-fenced' for projects which promote creative expression and increase opportunities for participation in the arts and / or engagement with Belfast's heritage with young people. The ring-fencing has had a positive impact and to date on average 80% of programmes have included Children and Young People. This has been consistent throughout the period and has resulted in a number of positive impacts including; enhanced skills levels, dispelling of prejudice, increased self confidence and a desire for further arts engagement. Evaluation is an intrinsic aspect of the Development & Outreach Initiative and participant testimonial has demonstrated consistently that involvement in the scheme has clear benefits. Please see below for examples of quoted feedback.

Disability

A key aim of the Development and Outreach Initiative was to extend participation and access to culture and arts activity to those considered marginalised in society. In 2006 it was proposed that by targeting projects with a disability focus through the Development and Outreach Initiative, it would provide greater opportunity for people with disabilities to be represented in culture, arts & heritage activities in Belfast. Subsequently since 2006 over 120 people with disabilities have taken part in arts activities, receiving a variety of skills training and performance opportunities in Belfast and beyond. An example of a Development & Outreach Project that has had a number of positive impacts for the disabled community is the Streetwise Community Circus Disability Outreach Programme which promotes equality of access to opportunity through interaction with non-disabled performers. The Disability Outreach Project provided people with disabilities with a wide variety of circus skills training to performance standard. It has led to partnerships being created between participant groups and local schools encouraging further integration between disabled and non-disabled people. The emphasis on the skills of the participants and the showcase events have positively received by over 10,000 people and as helped dispel myths and stereotypes about people with disability. In addition, Streetwise Community Circus has been able to provide employment for approximately

13 professional artists per annum. Participation in the Initiative has also led to Streetwise receiving lottery funding from the Arts Council in order to mainstream the project into their core activities.

Legacy

Creating long-term development and legacy is key to the Development and Outreach Initiative. All projects have been unique, designed to meet the needs of the participants and have played a vital role in developing the arts/ community infrastructure in areas of multiple deprivation. By way of example, from past and ongoing Development & Outreach Projects, listed below are four case studies demonstrating good practice:

Organisation	Project	Description & Legacy
The Lyric Theatre	The Lyric Connects With You	Provided performance training and showcase opportunities at the Lyric Theatre to a group of 12 children from Dee Street Community Centre in 2005-06. Group leaders also received training in acting, voice and movement for theatre. Subsequently, drama has become an integral part of provision at Dee St Community Centre with the group creating and performing their own work in the community centre as well as outside venues such as Tower St Theatre Belfast and the Market Place Theatre, Armagh
Creative Media Partnerships	The FutureLight Project	In its first year FutureLight engaged with Dee St Community Centre, producing two films with participant children. Of these one girl appeared in the recently released film City of Ember, while another joined Youth Lyric and performed in the Lyric Theatre's production of The Wizard of Oz. In its second year, the Project worked with Education By Choice, Alternative Education Provider and John Paul II Youth Club. Upon completion of the film a boy from John Paul II delivered a presentation at Community Arts Forum to community and arts practitioners from across Northern Ireland and a girl from Education by Choice has joined the Rainbow Factory of Performing Arts and is currently taking part in a Work Placement Programme with Creative Media Partnerships.
Streetwise Community Circus	The Disability Outreach Project	The Disability Outreach Project provided people with disabilities with a wide variety of circus skills training to performance standard. A showcase at The Kennedy Centre was seen by an audience of approximately 10,000 and has led to invitations to participate in a variety of other public events including Lisburn's Mayor's Day and an ongoing sustainable programme of activities for participants
The Beat Initiative	The East Belfast Lantern Parade	Since 2005 approximately 600 participants through on average 30 community groups including womens' groups, youth clubs, 50+ groups and ethnic minorities groups from across Belfast have taken part in the East Belfast Lantern Parade each December. Participants have had the opportunity to work with international, national and local artists to learn a variety of skills and take part of the parade.

		Participants have also become involved in other carnival parades such as St Patrick's Day Parade and the City Carnival in June. There has been strong cross-community partnership especially with New Lodge Arts based in north Belfast. In addition, an estimated 10,000 people watch the carnival which received widespread coverage in the media, generated an extremely positive response in the local community and has become an highlight.
--	--	---

Feedback received from Development & Outreach Participants/Audience

Participant Feedback	<ul style="list-style-type: none"> ○ <i>We are sorry that it is over and we would really like to do more projects in the future and learn more new things.</i> ○ <i>I now know I'm good at art, I didn't know that before</i> ○ <i>Brilliant, exciting and also very enjoyable to go to</i> ○ <i>Brilliant, great craic</i> ○ <i>It's life changing, makes me more confident. I've learnt more in 8 weeks than at any other creative writing class previous to this. Bonding, critical acclaim, ideas, sharing and friendly banter</i> ○ <i>Want to sign up for more courses</i> ○ <i>I just tried everything, acting, writing the script and how to work the camera</i> ○ <i>The other group was dead on</i> ○ <i>It was brilliant and I loved it</i> ○ <i>I enjoy the experience of drama</i>
Partner Groups/Audience Reaction	<ul style="list-style-type: none"> ○ <i>I'm very impressed with the art work of this project – Nigel Dodds MLA MP [WW]</i> ○ <i>It was very obvious that the kids were enjoying themselves, the youth workers were giving it the thumbs up and the project was working on all levels [Audience Member Golden Thread Gallery]</i> ○ <i>Excellent. Thorough and extremely well organised. Combining new technology and the oldest artform of storytelling. – David Lewis: Culture NI</i> ○ <i>The most touching exhibition I have seen in Belfast in a long time [Belfast Exposed Audience Member]</i> ○ <i>The project was amazing. The young people learnt so many different and valuable skills that will help them throughout life [Youth Worker, John Paul II Youth Club]</i> ○ <i>They grew with confidence as the show went on and the audience could feel how proud they were of their achievements [Audience Member; Rainbow Factory]</i>

Please note following colour code on below tables:

Community Organisations

Arts Organisations

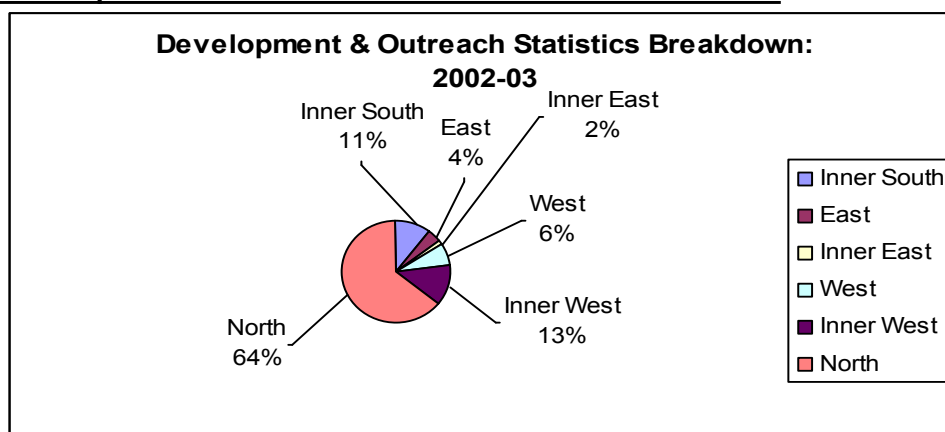
• **2002-03**

24 organisations applied for funding under the scheme requesting a total of £506,277. The budget available was £180,000 and in the pilot year of Development & Outreach, 12 projects were funded.

Total Awarded: £180,000 [33.3% arts organisation; 66.6% non arts organisations]

LEAD ORGANISATION APPLICANT	AMOUNT AWARDED
Arts For All	£27,000
Arts Care	£12,000
Ballymacarrett Arts and Cultural Society	£3,000
Cairde Ghaelscoil An Lonnáin	£23,500
Greater Shankill Community Festival	£34,000
Greater Shankill Youth	£11,500
Groundwork Northern Ireland	£7,000
Ligoniel Improvement Association	£16,000
Open Arts	£7,000
Sandy Row Community Development Agency	£8,000
Sticky Fingers Early Years Art	£20,000
Vine Centre	£11,000

Development & Outreach Statistics Breakdown: 2002-03



Area	North	Inner South	East	Inner East	West	Inner West
Spend	£115,000	£20,000	£7,000	£3,000	£11,500	£23,500
Projects	5	2	1	1	2	1
Activities Range	Visual art, drama, creative writing, poetry, craftwork, puppetry, music, sculpture and photography.					
Participant Range	Children, young people, people with disabilities, older people.					

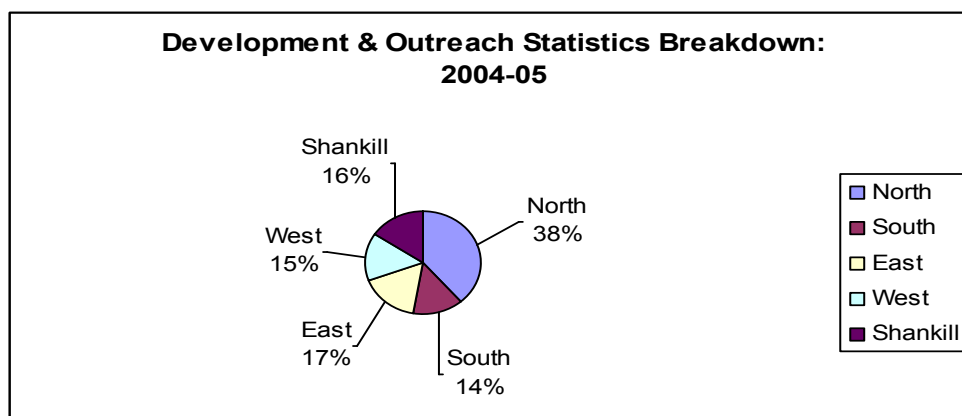
- **2004-05**

12 projects were funded in 2004/5, for which there was a budget of £140,000.

£10,000 of this was 'ring-fenced' for projects which promoted creative expression and increased opportunities for participation in the arts and/or engagement with Belfast's heritage among young people. This was showcased as a specific Youth Programme.
Total Awarded: £138,500 [66.6% arts organisation; 33.3% non arts organisations]

LEAD ORGANISATION APPLICANT	AMOUNT AWARDED
New Lodge Forum	£15500
Lyric Theatre	£16000
Creative Writers' Network	£4000
South Belfast Partnership Board	£16000
Arts for All	£16000
Failte Feirste Thiar	£16000
Young At Art	£7000
Greater Shankill Partnership Board	£11000
Beat Initiative	£11000
Dance United	£8500
Flax Art Studio	£9000
Belfast Festival at Queen's	£8500

Development & Outreach Statistics Breakdown: 2004-05



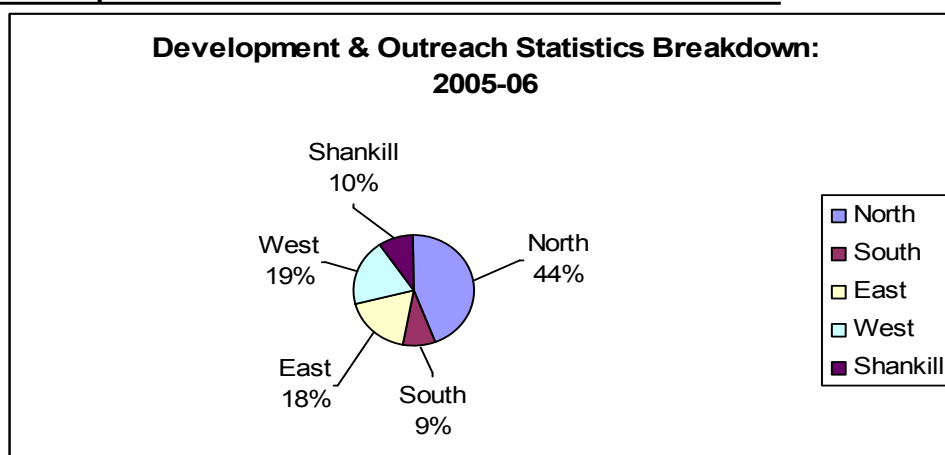
Area	North	South	East	West	Shankill
Spend	£52,916	£20,000	£23,334	£20,416	£21,834
Projects	7	2	4	4	3
Overview	9 Arts and 3 Community Led Organisations partnered with 24 community/voluntary organisations and 7 other arts organisations.				
Activities Range	Visual art, drama, carnival arts, creative writing, heritage arts and photography				
Participant Range	Children, young people, people with disabilities, older people				

• **2005-06**

13 projects were funded in 2005/6, for which there was a budget of £145,000. Total Awarded: £145,000: [75% arts organisation; 25% non arts organisations]

LEAD ORGANISATION APPLICANT	AMOUNT AWARDED
Beat Initiative	£18,000
Belfast Festival at Queen's	£12,000
Challenge for Youth	£9,000
Creative Writers Network	£5,000
Flax Art	£9,000
Greater Shankill Partnership	£11,000
Indian Community Centre	£12,000
Lyric Theatre	£12,000
New Belfast Community Arts Initiative	£12,500
New Lodge Arts	£15,000
Old Museum Arts Centre	£5,500
Queen's Film Theatre	£12,000
Ulster Orchestra	£12,000

Development & Outreach Statistics Breakdown: 2005-06



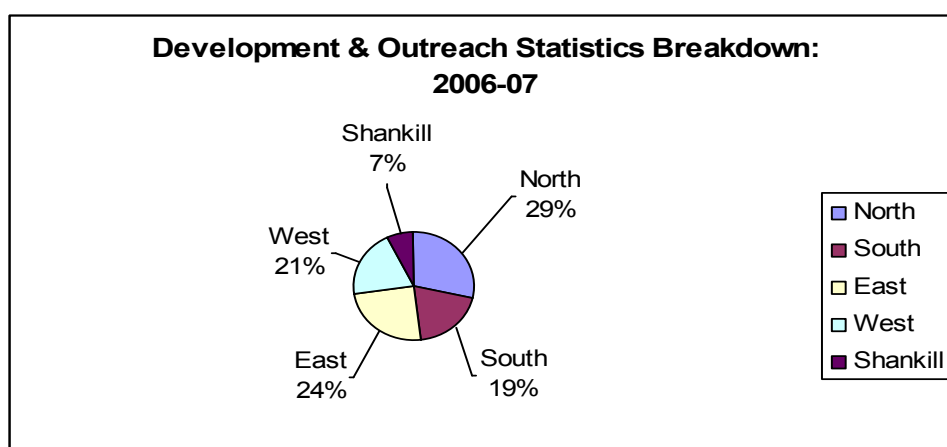
Area	North	South	East	West	Shankill
Spend	£63,583	£13,000	£26,250	£28,084	£14,083
Projects	7	3	4	4	3
Overview	10 Arts and 3 Community Led Organisations partnered with 22 community/voluntary organisations and 11 other arts organisations.				
Activities Range	Visual art, drama, carnival arts, creative writing, film, and photography				
Participant Range	Children, young people, people with disabilities, older people				
Participant Numbers	1,719				
Audience Figures	11,134				

• **2006-07**

12 projects were funded in 2006/7, for which there was a budget of £145,000. Total Awarded: £145,000 [75% arts organisation; 25% non arts organisations]

LEAD ORGANISATION APPLICANT	AMOUNT AWARDED
Ashton Community Trust	£15,500
Beat Initiative	£16,000
Belfast Exposed	£ 6,500
Creative Media Partnerships	£14,500
Creative Writers Network	£12,500
Golden Thread Gallery	£10,000
Greater Village Regeneration Trust	£12,000
Indian Community Centre	£10,000
Lyric Theatre	£15,500
Queen's Film Theatre	£15,500
Streetwise Community Circus	£10,500
Youth Music Theatre	£6,500

Development & Outreach Statistics Breakdown: 2006-07



Area	North	South	East	West	Shankill
Spend	£41,708	£27,875	£35,124	£30,376	£9,917
Projects	5	4	6	7	3
Overview	9 Arts and 3 Community Led Organisations partnered with 22 community/voluntary organisations and 11 other arts organisations.				
Activities Range	Visual art, drama, carnival arts, creative writing, film, and photography				
Participant Range	Children, young people, people with disabilities, older people				
Participant Numbers	3,293				
Audience Figures	22,459				

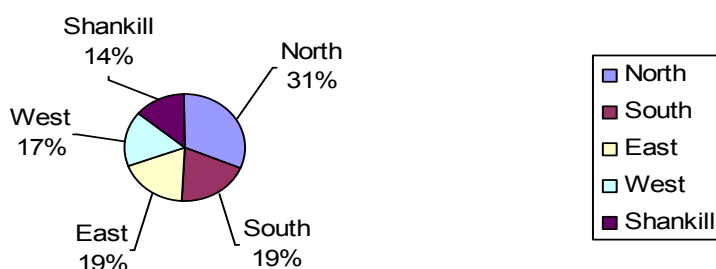
- **2007-08**

13 projects were funded in 2007/08, for which there was a budget of £155,000.

Total Awarded: £155,500 [90% arts organisation; 10% non arts organisations]

LEAD ORGANISATION APPLICANT	AMOUNT AWARDED
Beat Initiative	£16,000
Belfast Exposed	£ 5,500
Creative Media Partnerships	£10,000
Creative Writers Network	£15,000
Flax Art Studios	£9,500
Golden Thread Gallery	£14,500
Linen Hall Library	£15,500
Queen's Film Theatre	£15,500
Streetwise Community Circus School	£12,000
Tinderbox Theatre Company	£15,500
Wheelworks	£4,500
York Island Arts and Heritage Association	£ 10,000
YouthAction NI	£12,000

**Development & Outreach Statistics Breakdown:
2007-08**



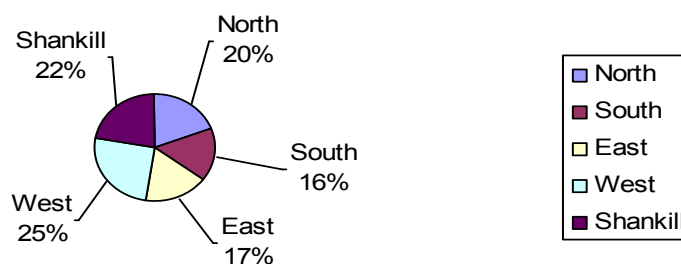
Area	North	South	East	West	Shankill
Spend	£49,000	£29,333	£29,000	£26,000	£22,166
Projects	9	5	5	7	5
Overview	12 Arts and 1 Community Led Organisations partnered with 20 community/voluntary organisations and 10 other arts organisations.				
Partner Organisations: Arts	ArtsEkta [Diversity], Educational Shakespeare Company Ltd – Escape into creativity (ESC) [Drama], Beyond Skin [Diversity], Creative Writers Network], Studio On [Multimedia Arts], Belfast Exposed [Photography], Community Arts Forum , Linen Hall Library, Queen Street Studios [Visual Arts],BELB [Literary]				
Partner Organisations: Community/Non arts	Action on Disability Youth Group, Ardoyne Community Healthcare Centre [Youth], Skys The Limit [Disability/Youth], Ballymacarrett Friendship Trust [Youth], Concorde Community Centre [Youth], Donegal Pass Community Centre [Youth], Education By Choice [], Glen Parent Youth Group John Paul II Youth Club, Mornington Community Centre [Youth], The Oasis Centre [Youth], The Short Strand Community Centre [Youth], The Polish Association of Northern Ireland [Stadium Youth, Chinese Welfare Association], Newington Residents Association [Youth], Carrick Hill Residents Association [Youth], Simon Community [Homelessness], The Welcome Organisation [Homelessness], Newtownards Rd. Women’s Group Limited				
Activities Range	Visual art, drama, carnival arts, circus skills, creative writing, film, music and photography				
Participant Range	Children, young people, people with disabilities, older people, homeless people from across 34 Super Output areas				
Participant Numbers	1,718				
Participant Percentages	29%	6%	20%	29%	16%
Audience Figures	28,250				
Areas in which D&O Projects took place 2007-08	Andersonstown, Ardoyne, Ballymacarrett, Ballysillan, Beechmount, Bloomfield, Botanic, Castleview, Chichester Park, Clonard, Cliftonville, Crumlin, Duncairn, Falls, Falls Park, Fortwilliam, Glen Road, Glencairn, Glencolin, Highfield, Island, Knock, Ladybrook, Ligoniel, New Lodge, Shaftesbury, Shankill, Sydenham, The Mount, Upper Springfield, Water Works, Whiterock, Woodstock, Woodvale.				

- **2008-09**

Total Awarded: £160,000 [85% arts organisation; 15% non arts organisations]

LEAD ORGANISATION APPLICANT	AMOUNT AWARDED
Beat Initiative	16,000
Belfast Community Circus School	7,500
Beyond Skin	11,500
Creative Writers' Network	14,000
Lower North Belfast Community Council	14,500
Northern Visions	12,000
Prime Cut Productions	11,000
Queen's Film Theatre	13,500
Streetwise Community Circus Workshops	12,500
Sonic Urban Music	12,500
West Belfast Athletic & Cultural Society	10,000
Young at Art	13,500
Youth Action Northern Ireland	11,500

**Development & Outreach Statistics Breakdown:
2008-09**



Area	North	South	East	West	Shankill
Spend	£31,500	£25,084	£26,583	£41,333	£35,500
Projects	5	4	6	7	3
Overview	11 Arts and 2 Community Led Organisations partnered with 16 community/voluntary organisations and 14 other arts organisations.				
Partner Organisations: Arts	Alternative Ulster [Media], Arts for All[Community Arts], Artability [Disability, Visual arts], Belfast Education & Library Board [Literary], Belfast Exposed [Photography], Beyond Skin [Cultural Diversity/Music], Bruised Fruit [Music], Digital Communities [Multimedia Arts] Educational Shakespeare Company LTD – Escape into creativity (ESC)[Drama], New Lodge Arts [Community Arts], Northern Visions TV [Film], Ossia Music [Music], Soundlines [Music], Ulster Scots Heritage Council [Cultural tradition/heritage]				
Partner Organisations: Community/Non arts	Ardoyne Women’s Group , Action on Disability Chinese Welfare Association [Diversity], Clonard Monastery Youth Centre , Donegall Pass Community Centre [Youth], Elmgrove Community Group [Children], Early Years Daycare [Children], Hammer Centre [Youth], Lower Ormeau Residents’ Action Group [Youth], Mornington Community Centre [Youth], Open Door Homeless Shelter Home [Homeless], Shankill Surestart [Children], Sky’s the Limit [Disability], Suffolk Community Forum [Youth], The Bridge Community Association [Youth], Tudor Renewal Area Residents Association Community/Youth]				
Activities Range	Visual art, drama, carnival arts, circus skills, creative writing, film, music and photography				
Participant Range	Preschool children, children, young people, people with disabilities, to older people.				
Participant Numbers	Participant figures are projected at 3076				
Participant Percentages	25%	8%	25%	25%	12%
Audience Figures	Audience figures are projected at 97720				
Areas in which D&O Projects are taking place 2008-09	Ardoyne Andersonstown, Ballyhackamore, Ballymacarrett Ballynafeigh, Ballysillan, Beechmount, Belmont, Bellevue, Blackstaff, Bloomfield, Botanic, Castleview, Chichester Park, Cliftonville, Clonard, Crumlin, Duncairn, Falls Park, Fortwilliam, Glen Road Glencairn Glencolin Highfield Island, Knock, Ladybrook, Ligoniel Musgrave, New Lodge Orangefield, Shaftesbury Shankill, Sydenham, The Mount, Upper Springfield, Water Works, Whiterock, Woodstock, Woodvale.				

