

Multi-Annual Funding Assessments

1. FÉILE AN PHOBAIL

Purpose of Organisation

The Féile an Phobail vision is of a socially and economically regenerated West Belfast where people freely express and celebrate their culture and diversity, develop their creativity through traditional and modern art forms and actively participate in the inter-change of cultural and self-expression across all boundaries.

Aims and Objectives

- To demonstrate at national and international levels the experiences, culture, creativity, skills and potential of West Belfast and its people.
- To further develop social inclusion and cultural diversity by providing opportunities for the expression of Irish Culture in all its forms, promoting inter-change with other cultures and communities and encouraging both traditional and modern forms of artistic expression.
- To provide a diverse range of opportunities for community participation and the expression of self esteem and identity through arts, culture, Languages, sports, environment, education and *discussion*.
- To assist in the economic regeneration of Belfast through the provision of cultural activities.
- To provide a comprehensive and flexible annual programme of activities.
- To establish an effective collaborative working partnership with government and key agencies responsible for the arts, culture, tourism, regeneration and social development
- Promote the work of local artists by giving them the opportunity to showcase their work along with national and international artists

Féile an Phobail is probably best known for its annual summer week long August Féile but also organises Draíocht, a week long Children's Arts Festival, and Féile an Earraigh/Spring Féile, Oscailt disability development programme, A five year full-time Féile FM radio station, a youth arts education and training programme and a community development and training programme.

Outline of Programme Details

Féile an Phobail will develop and create a number of festivals and arts and cultural events over the next two years. The programme includes:

- August Féile 2009/2010 – 10 day community arts festival
- Draíocht - Children's Arts festival Oct 2009/2010 – 6 day youth arts festival
- Féile an Earraigh – Feb 2009/2010 - Traditional music and arts festival
- Féile 'Stand UP' – May 2009/2010 – Stand up comedy festival
- Féile FM – Community radio station 2009/2010 – Arts and music programming
- Oscailt Disability arts programme 2009/2010 – Rolling disability arts programme
- Youth Arts Programme 2009/2010 – Rolling children's arts projects
- Féile Christmas tree project – Dec 2009/2010 – youth art workshops

Summary of the Proposal

April 2009 – March 2010

Féile will create 4 festivals within this timeframe.

- August 2009 Féile
- Féile an Earraigh Feb 2010
- Féile Stand UP Comedy Festival May 2009
- Draíocht Childrens Festival Oct 2009

Action plan for the year includes the following:

Bank Square

3 festivals – 400 person capacity marquee – 3/4 days/nights

Feile an Earraigh – Feb 2010 – traditional music – concerts/arts workshops/drama/exhibitions/food

Féile Stands UP – May 09 - Comedy Festival - bank holiday weekend — comedy workshops/comedy shows/food

Féile summer festival – August 09 – Concerts

Andersonstown Leisure Centre

August Feile - 4 concerts – Comedy/World music/traditional/Rock – 800 person capacity

Dramas (7 per year)

3 major high quality drama productions – August 09

1 major Irish production - Féile an Earraigh Feb 09

1 youth production – Draíocht – Childrens festival - October 08

2 radio drama productions – spring 09 – winter 09

Exhibitions

25 exhibitions featuring local and international artists – Aug 09/Oct 09/Feb 2010

Feile Fm Arts and Culture content

Develop a weekly comprehensive show which highlights arts and cultural events across the city

Carnival Parade and workshops/Party in the Park – June - August 09

Youth Outreach

Create cross community arts and cultural program during August Féile for young people from countries affected by conflict. The program will finish with the creation of public art pieces made by the young people

BCC Parks

Children's festival – main venues Falls Park/Dunville Park/other City centre parks.

Oct 09 – main events – street theatre arts and crafts workshops

Féile to continue to sit on Friends of Falls Park/Dunville Park 09-2010

Falls Park Christmas tree lighting event – Dec 09/10 – choral singing/children's games etc

August Feile – Main outdoor venue – Falls Park/ Dunville Park

GAA

Spring 09 develop a program around the 125 anniversary of the GAA

Venues

April 09 – Identify new venues and public space which can increase our audience base.

Increase Audience and Sponsorship revenue

Increase program of events – Comedy festival – May 09

Develop on line ticket service/website – spring/summer festivals 09

Increase our use of free listings - spring/summer festivals 09

Develop our working relationship with the Ethnic minority groups

Contact 20 new businesses in Belfast - Nov 08 – June 09

Tourism

Oct 08 – May 09 consultation with Failte Feirste Thiar/NITB/Tourism Ireland/Welcome Centre – develop new plan to promote tourism

Festival Template

April 09 - June 09 – facilitate development workshops with new and emerging festival groups from across the city

April 2010 – March 2011

Féile will create 4 festivals within this timeframe.

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- Féile an Earraigh Feb 2011
- Féile Stand UP Comedy Festival May 2010
- Draíocht Children's Festival Oct 2010

Areas of program development will include:

- Literary - increase events and increase use of libraries as Féile venues
- Youth – Interactive photographic programs – Use public space for exhibition material including Divis/Black Mountain area/Bog Meadow and public parks
- Develop Conflict Resolution Youth Program – extend project into other areas of city
- Cascade festival events from Bank square area into Castle street area with literary events, exhibitions and street performers.
- Use of Ulster Hall and other City Centre venues for major festival events
- Use international artists to develop carnival parade floats
- Establish an exhibition of student art from across universities of Ireland
- Create radio documentaries which examine the history and cultures of Belfast
- Establish a series of cultural radio programs that reflect new ethnic groups in the city
- Develop new public art forms within festival programs that add to current mural projects

Multi-annual grant from Belfast City Council

Féile wish to use the grant for the following events as they are key in the development of Féile's objectives concerning creating a greater audience base across the city. They also wish to develop a youth program that mirrors the main festival which will target young people from areas of conflict and bring them to the city during the August festival. The young people will participate in events based around our overall festival (debates/concerts/public art projects/carnival parade etc.)

August Carnival Parade and Féile in the Park, which have attracted 50,000 spectators and participants in the past and they will continue to develop it through:

- Arts workshops x 10 in June and July – local artists training 120 people to make masks and costumes to enable them to take part in the carnival parade.
- Training sessions for community leaders to enable them to work with young people in their centres to make colourful pieces for the carnival.

APPENDIX 4

- Work with carnival and local artists to showcase local groups' work by hiring floats to take part in the carnival parade.
- Organising a range of family entertainment for Féile in the Park such as stilt walkers, jugglers, and bouncy castles.
- Booking a live band to provide entertainment for Féile in the Park.
 - o To organise a marquee for Bank Square for a comedy stand up festival to be held over the first bank holiday in May. This festival will consist of 3 nights of international and local stand up comedians performing to an audience of 350 people per night. They will also organise a comedy matinee performance for young people.
 - o Street theatre performances for 10 days during August Féile. Different groups will perform at various public venues throughout West Belfast such as shopping centres, and car parks. This will bring arts to new audiences.
 - o To employ a number of musicians to perform on buses travelling from the city centre for 4 days during Féile an Earraigh, Draíocht and August Féile. They are working in partnership with Translink on this project.
 - o To organise a Féile marquee for Bank Square for Féile an Earriagh which will hold city centre concerts, discussions and arts and language workshops during our February festival events.
 - o To organise an International Food and craft Fayre. Fourteen Belfast ethnic minority organisations will present a day of music, food, and arts and crafts to enable people to celebrate cultural diversity.

Projected Budgets

Income

Earned income	£166,000
Other public funding	£413,000
Private income	£115,677
'In Kind' Support	£46,773
Belfast City Council Annual Funding	£30,000
TOTAL	£771,450

Expenditure

Artistic Expenditure	£178,500
Capital Expenditure/Core Costs	£62,645
Marketing and Publicity	£63,500
Overheads	£29,345
Wages/Organisational Development	£218,960
Programming	£190,500
Other Expenditure	£28,000
TOTAL	£771,450

Outline Expenditure 2010/2011

Core Costs	£314,099
Programme Costs	£448,755
TOTAL	£762,854

Outline Expenditure 2011/2012

Core Costs	£325,064
Programme Costs	£462,218
TOTAL	£787,282

Belfast City Council Subvention

A grant of **£30,000** is requested from Belfast City Council.

Féile an Phobail [Féile] produce a series of festivals each year with activity taking place in the west of the city and city centre. With audiences of 200, 000 they provide strong evidence of demand for their activities and that they should be funded multi-annually. Féile are requesting £30,000 from Council representing 4% of their overall budget Leverage of other funding is strong with 53% through other public funders, 14% through sponsorship, 7% through inkind income/ donations and a positive 22% through earned income. Overall it demonstrates good value for money. Now in its 20th year Féile's track record in the development and delivery of festivals is excellent. There is clear evidence of the strength and quality of their activities through the provision of a strong and diverse programme. Their ongoing development and growth demonstrates a strong commitment to creativity and innovation. Feile makes a significant contribution to the cultural experience of those living, working and visiting Belfast. Féile score highly in Good Relations. Their commitment to widening access is evidenced strongly through provision of a wide variety of free events and policy of price capping. Their commitment to audience development and Good Relations and cultural diversity are demonstrated well in their targeted work with children and young people, a variety of ethnic communities and their disability access programme, Oscailt. Their engagement with marginalised groups and communities is excellent. Féile's contribution to Belfast's cultural infrastructure is strongly evidenced through a wide range of partnerships in the cultural and community section and they demonstrate a strong commitment to cultural tourism. Skills Development is an area they score well in, with provision of training core to their programme. There is significant contribution to the enhancement of public spaces through the scheduling of events in parks and public squares. It is governed by a Board of 14 Directors who meet monthly, supported by 5 subcommittees on Finances appear sound. Féile provide clear evidence on staff and Board development. Their policies are wide ranging, appropriate and up to date. Marketing and strategic documents are strong. Monitoring and Evaluation is comprehensive

2. CATHEDRAL QUARTER ARTS FESTIVAL

Purpose of Organisation

The Cathedral Quarter Arts Festival's Mission Statement carries the following aims;

- (i) To highlight the social, celebratory and enjoyable aspects of engagement with the arts.
- (ii) To appeal to less mainstream, less traditional and younger audiences.
- (iii) To make arts available in centrally located, accessible and often, unfamiliar venues.
- (iv) To meet a gap in arts provision during the good weather of early summer.
- (v) To provide a showcase for the best of our local talent.

- (vi) To contribute to the regeneration of Belfast's north city centre through the arts and cultural sectors.
- (vii) To promote Belfast as an attractive cultural tourist destination

Outline of Programme Details

Our programme of work over the next two years will include the following;

- Present the Cathedral Quarter Arts Festival May 2009, a model of artistic excellence with exceptional audience inclusion and participation.
- Present Out to Lunch January 2010, their Audience Development initiative
- Present the Cathedral Quarter Arts Festival May 2010.
- Present Out to Lunch January 2011.

In addition they will continue;

- To work closely with the Black Box providing programming and strategic support.
- Assist in the delivery of Belfast Culture Night, September 2009
- Continue to lobby for increased resources for the arts sector and arts infrastructure in Belfast.

Summary of the Proposal

The Cathedral Quarter Arts Festival is planning a significant body of work over the next two years and, despite the recent downturn in the economy, believes that their organisation is in a robust position to deliver these plans.

The main focus will be to continue to present and grow the main Cathedral Quarter Arts Festival each year. 2009 will see CQAF celebrate its 10 year anniversary and they hope to make this festival especially memorable. A number of high quality music, theatre, literature etc. events have already been booked and they are confident that they will continue to build audiences and extend access for this festival.

Following the May Festival they will move straight into planning Out to Lunch 2010. The organisation believes that this festival has the potential to grow exponentially and they are looking at various new options in respect of adding new venues and additional events.

At the same time they will be planning the Cathedral Quarter Arts Festival in May 2011. Following a recent staffing review, they have decided to do additional fundraising for our work in 2011 by using an external fundraising body who take a modest commission on funds received. They think this will allow them to maximize income while retaining the 'lean' ethos of the organisation.

The organisation anticipates continued growth in 2011 due to an ever increasing database of attendees, combined with enhanced marketing and audience development strategies.

Finally in January 2011 they will present the 6th Out to Lunch festival and they project steady audience and artistic growth for this festival for the next 3-5 years.

In addition, they will continue to programme occasional events in the Black Box as and when the opportunity arises and may also be involved in a new project to animate the Northern Bank building during this period.

APPENDIX 4

In terms of allocation from Belfast City Council, it would be the organisation's intention to spend the greater part of this on Marketing and the remainder on enhancing the programme;

Year 1 £20,000 Marketing, £10,000 Artistic Costs

Year 2 £21,000 Marketing, £10,000 Artistic Costs

The organisation feels that in an ever more competitive climate for audiences they will need to work harder to increase market share and also be as creative as possible through the use of new media. Therefore they believe that this increased spend on Marketing is fully justified.

Projected Budgets

Income

Earned income	£52,000
Other public funding	£195,000
Private income	£47,000
Belfast City Council Annual Funding	£30,000
TOTAL	£324,000

Expenditure

Artistic Expenditure	£126,000
Capital Expenditure/Core Costs	£11,500
Marketing and Publicity	£34,500
Overheads	£12,000
Wages/Organisational Development	£79,000
Other Expenditure: Production Costs	£61,000
TOTAL	£324,000

Outline Expenditure 2010/2011

Core Costs	£108,500
Programme Costs	£238,500
TOTAL	£347,000

Outline Expenditure 2011/2012

Core Costs	£116,000
Programme Costs	£254,000
TOTAL	£370,000

Belfast City Council Subvention

A grant of **£30,000** is requested from Belfast City Council.

Assessment

There is excellent evidence in the need and demand for the Cathedral Quarter Arts Festival (CQAF). The CQAF present the main festival in May, the Out to Lunch festival in January and in addition they work closely with the Black box by providing programming and strategic support. In the coming year they will also assist in the delivery of Belfast Culture Night. Funding from Belfast City Council of £30,000 equates to approximately 9% of the organisation's total projected income. There is excellent evidence of leverage of other funding. Overall they demonstrate very good value for money. The strength and quality of the CQAF's product provides excellent evidence to the enhancement of the cultural infrastructure of those living and visiting Belfast. Covering many artistic disciplines there is innovation and creativity in the organisation's programme. Now in their 10th year, CQAF have demonstrated clearly their track record in arts/heritage activity. There is excellent evidence of Cathedral Quarter Arts Festival's widening access to cultural activities, audience development and celebration of cultural diversity. CQAF is committed to broadening access by taking part in Belfast City council's Barriers to Access programme. CQAF are members of Audiences NI where they have a wealth of marketing support. There is excellent evidence of the contribution CQAF makes to the cultural and economic infrastructure of the city. Their use of public spaces is strong. The success of the festivals has undoubtedly raised investor confidence in the area. All appropriate policies are up-to-date. There is evidence of strong financial management and the organisation has recently incorporated a budget line for staff training, development and governance training.