

FUNDING OF THE ARTS IN NORTHERN IRELAND

1.1 Introduction:

Belfast City Council is a local government council and invests approx £7,700,000 annually in arts and heritage, in addition, through enhanced capital investment in cultural venues in 2008/2009 this has increased to £12,469,437. Our shared vision for cultural development in Belfast is to create a vibrant, cultural capital where arts and culture are placed firmly at the centre of economic, social and environmental regeneration in a way which inspires, empowers and elevates those who live, work in and visit the city. Culture and Arts Unit in Belfast City Council is part of Economic Initiatives section which has a remit for city regeneration.

However, a number of different units and sections within Belfast City Council invest in and support the arts:

- Belfast Waterfront and the Ulster Hall (both managed by Belfast City Council) provide a venue for cultural events and activities
- Good Relations Unit fund a number of projects and those with a Artistic/Cultural elements amount to £121,083
- Creative Industries programme has invested £249,000 in 08/09 on a project to help small companies in the music industry
- Events Unit organise civic events which frequently have a cultural element such as 'Opera in the Gardens', Lord Mayor's carnival parade and Titanic festival
- Tourism Unit has a Cultural Tourism Officer who has spearheaded initiatives like 'Late Night Art', Cultural tours and Music coordination.
- Planning and Transport manage the Re-Imaging Communities project and have worked with the Artist-in-residence to produce public art work as part of the 'Renewing the Routes' programme
- Community Services manage 22 community centres which run community arts programmes throughout the year for people of all ages
- 6 play centres run by Belfast City Council and arts activities are used extensively with the children
- Parks Department have a strong emphasis on public art with approx 30 sculptures in parks throughout Belfast
- European Unit invested £20,000 in an arts event for secondary school children which demonstrated European unity
- Health & Environmental Services invested in the 'Brighter Belfast' programme and a key area was the focus on public art to improve local neighbourhoods
- Waste Management run a 'Junk Art' week each summer using recycled items to create artwork in various locations in Belfast

Appendix 2

The Culture and Arts Unit is a leader, advocate, facilitator, mediator, 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 the Council functions as a 'junction box' for cultural development in Belfast.

Staff in the unit manage funding schemes which are designed to support the strategic development of the cultural sector. There are several funding schemes available at different times of the year – there are details on our website at www.belfastcity.gov.uk/culture. The funding schemes available are:

- a) *Multi-Annual funding* which is for three years and larger amounts. This is aimed at flagship organisations within the cultural sector and assessments are rigorous. The total amount for multi-annual funding is £612,000 and grants range from £30,000 up to £143,500.
- b) *Annual Funding* is for smaller amounts of grants and any arts or heritage organisation can apply. The total amount for annual funding is £373,000 and grants range from £3,000 up to £28,500.
- c) *Rolling Programme for Innovation* has no fixed deadline so organisations can apply throughout the year – this provides organisations with more flexibility. The total amount for annual funding is £27,000 and it offers small grants from £500 up to £3,000.
- d) *Development and Outreach fund* encourages a partnership approach with 3-6 organisations working together and a mixture of community groups and arts or heritage organisations. It targets TSN areas and projects working with disabled people. Total amount for the Development and Outreach fund is £160,000 with grants ranging from £7,500 up to £16,000.
- e) *Community Festivals Fund* has been a joint funding scheme with DCAL and supports local communities organising their own festivals. Total amount for the Community Festivals Fund is £197,750 and grants range from £2,702 to £10,000

1.2 To compare the per capita spend on the arts in Northern Ireland with that of other European countries/regions and to establish the rationale which other countries/regions have used to increase their spend on the arts.

During 2008-2009 (financial year) Belfast City Council has funded a wide variety of arts related projects, ranging from Community Art to Fine Art in Belfast City Council recognises the importance of culture, arts, heritage and leisure and invests in the future of the city and its citizens through the following initiatives: [The following figures are representative of the most recent amounts spent]

Annual Funding	£ 348,000
Multi Annual Funding	£ 612,000
Development & Outreach	£ 160,000
Rolling Programme	£ 28,000
Public Art	£ 190,000
Heritage	£ 50,000
Communications	£ 50,000
Festivals Forum	£ 30,000
Brighter Belfast	£ 177,300
Community Festivals Fund	£ 162,774
Planning & Transport Unit - Arterial Routes project	£ 535,500
Planning & Transport Unit – Renewing the Routes project	£ 97,680
Re-imaging Belfast [spend to date]	£ 22,000
Creative Industries	£ 249,000
Good Relations Fund – awards in 2008/09 with arts element	£ 121,083
St Patrick's Day [Good Relations]	£ 32,000
Waterfront Hall	£2,194,100
Events	<u>£2,600,000</u>
Sub-Total Total:	£7,659,437
Per capita spend	£ 27. 71/person
Special one-off large scale initiatives 08/09	
Ulster Hall Redevelopment	£3,510,000
Lyric Theatre Rebuild	<u>£1,300,000</u>
	£12,469,437
Overall Per capita spend	£ 45.12/person

Detailed Breakdown of areas of Per Capita Spend

Direct Funding Per Capita spend on Culture and Arts	
Annual Funding	£ 348,000
Multi Annual Funding	£ 612,000
Development & Outreach	£ 160,000
Rolling Programme	£ 28,000
Public Art	£ 190,000
Heritage	£ 50,000
Communications	£ 50,000
Festivals Forum	£ 30,000
Brighter Belfast	£ 177,300
Community Festivals Fund	£ 162,774
Arterial Routes – Renewing The Routes	<u>£ 535,500</u>
Total:	£2,343,574
Culture and Arts Funded Per capita spend	£8.47/person
Per Capita Spend on Events activity in the city	
Events	£2,600,000
Per capita spend on Events	£9.40/person
Good Relations Per Capita spend on cultural activity (Chief Executive's Department)	
Good Relations Fund –awards in 2008-09 with arts element	£ 121,083
St Patrick's Day [Good Relations]	<u>£ 32,000</u>
Total:	£153,083
Good Relations Funded Per capita spend	£0.55/person
Per Capita Spend on Key Cultural Buildings	
Ulster Hall Redevelopment	£3,510,000
Lyric Theatre Rebuild	£1,300,000
Waterfront Hall	£2,194,100
Total:	£7,004,100
Overall Per capita spend on Key Cultural Buildings	£25.30/person

Financial support of Festivals Forum

Council is committed to addressing the continuing development of our festivals and invests £32,000 in festival development. 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, 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.

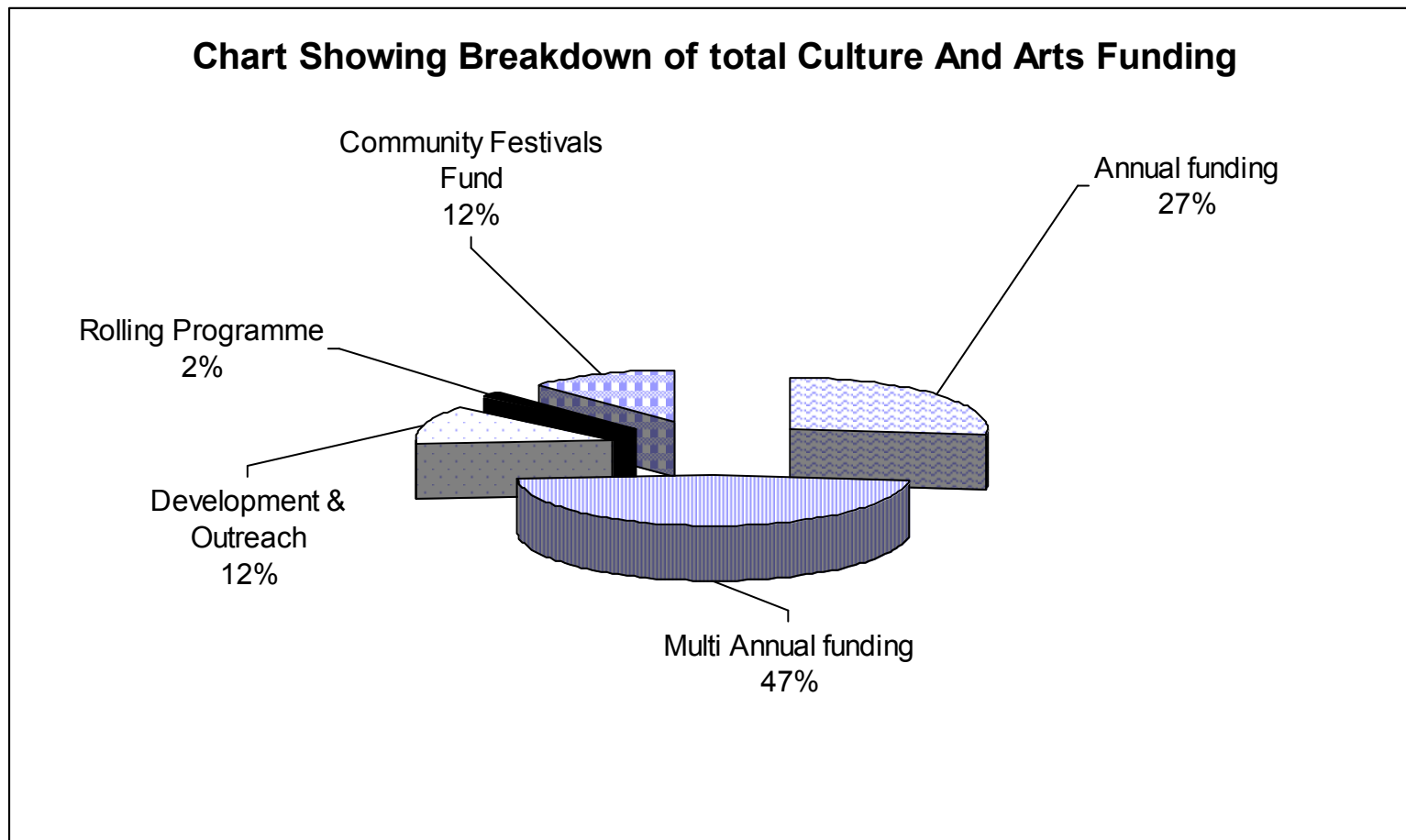
Financial support of Heritage Forum

Belfast City Council invests in the **Heritage Forum** which 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.

Financial support of Carnival Consortium

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.

Figure 1: Belfast City Council Culture and Arts Unit breakdown of funding between difference schemes



Appendix 2

Figure 2: Annually Funded Organisations 2008-2009

Organisation	Amount	Prof/Comm	Art Form	North	South	East	West	Shankill	City Centre	NI Other Areas	Outside NI	Audience	Participants	Under 5	5-11	12-19	20-24	25-64	65+	All Age ranges	Male	Female
Andersonstown Traditional and Contemporary Music School	£ 3,750	Comm	Music	1	1	1	1		1			5000	2000							1		
Arts and Disability Forum	£ 3,250	Both	Visual Arts	1	1	1	1	1	1	1	1	20300	1050			1	1	1	1			
Arts Care	£ 3,000	Comm	Visual Arts	1	1	1	1	1	1	1		25000	28							1		
ArtsEkta	£ 5,250	Prof	Multi-Art Form	1	1	1	1			1	1	20000	3500							1		
Belfast Film Festival	£ 27,250	Prof	Film		1	1	1		1		1	68034	112			1	1	1	1			
Belfast Philharmonic Society	£ 3,000	Comm	Music	1	1	1	1	1	1	1	1	23000	750							1		
Belfast Print Workshop	£ 6,250	Prof	Visual Arts	1	1	1	1	1	1	1	1	6495	92							1		
Bruiser Theatre Company	£ 8,000	Prof	Theatre	1	1	1	1	1	1	1	1	5150	852			1	1	1	1			
Cahoots NI	£ 4,500	Prof	Theatre	1	1	1	1	1	1	1	1	9766	2080							1		
Catalyst Arts Ltd	£ 3,000	Prof	Visual Arts	1	1	1	1	1	1	1	1	12000	360		1	1	1	1	1			
Cathedral Quarter Arts Festival	£ 16,000	Prof	Festival						1			60000	1000							1		
Community Arts Forum	£ 20,000	Comm	Multi-Art Form	1	1	1	1	1	1	1		450000	285							1		1
Creative Writers Network	£ 4,000	Comm	Literature	1	1	1	1	1	1			15450	3105		1	1	1	1	1			
Cultúrlann McAdam Ó Fiaich	£ 8,000	Comm	Multi-Art Form				1					2200	15000							1		
Dance Resource Base	£ 4,250	Prof	Dance	1	1	1	1	1	1	1		500	100							1		
Dance United NI	£ 3,250	Prof	Dance	1		1			1	1	1	9100	597							1		
East Belfast Arts Collective	£ 5,000	Prof	Visual Arts			1						4000	116		1	1	1	1	1			
Educational Shakespeare Company Ltd (ESC)	£ 3,000	Comm	Multi-Art Form	1	1	1	1	1	1	1	1	7000	198				1	1				1
Féile an Phobail	£ 16,500	Comm	Multi-Art Form		1															1		
Festival of Fools	£ 10,250	Prof	Carnival/Circus						1			35000	85							1		
Golden Thread Gallery	£ 7,250	Prof	Visual Arts	1	1	1	1	1	1	1	1	33500	1200							1		
Kabosh Productions	£ 13,250	Prof	Theatre	1	1	1	1	1	1	1	1	14910	233			1	1	1	1			
Kids in Control	£ 12,750	Comm	Multi-Art Form	1		1				1		1800	118			1						1
Maiden Voyage (NI) Ltd	£ 3,500	Prof	Dance	1	1	1	1	1	1	1		1200	1215			1	1	1				

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Organisation	Amount	Prof/Comm	Art Form	North	South	East	West	Shankill	City Centre	NI Other Areas	Outside NI	Audience	Participants	Under 5	5-11	12-19	20-24	25-64	65+	All Age ranges	Male	Female
Moving on Music	£ 17,750	Prof	Music		1				1	1	1	4000	200			1	1	1	1			
Music Theatre 4 Youth	£ 3,000	Comm	Multi-Art Form	1	1		1		1	1		1200	300			1	1	1				
Naughton Gallery at Queen's	£ 3,000	Prof	Visual Arts	1	1	1	1	1	1	1	1	15000	1200							1		
New Lodge Arts	£ 3,000	Comm	Multi-Art Form	1								30000	500	1	1	1	1					
Northern Ireland Music Industry Commission	£ 5,500	Prof	Multi-Art Form	1	1				1	1	1	1574000	3395			1	1	1				
Open House Traditional Arts Festival Ltd	£ 9,500	Prof	Festival	1																1		
Ormeau Baths Gallery Ltd	£ 16,000	Prof	Visual Arts		1				1			5300	25000							1		
Partisan Productions	£ 3,000	Comm	Theatre	1	1	1	1	1	1	1	1	1300	790			1	1	1	1			
Play Resource Warehouse	£ 3,250	Comm	Multi-Art Form	1	1	1	1	1	1	1		350000	7000							1		1
Prime Cut Productions	£ 11,000	Prof	Theatre	1	1	1	1	1	1	1	1	4300	1000			1	1	1	1			
Queen Street Studios	£ 5,250	Prof	Visual Arts						1		1	14500	350			1	1	1	1			
Queen's Film Theatre	£ 11,500	Prof	Film	1	1	1	1	1	1	1		75000	4500							1		
Ransom Productions	£ 4,000	Prof	Theatre		1	1	1	1	1	1		4500	400			1	1	1	1	1		
Replay Productions	£ 11,000	Prof	Theatre	1	1	1	1	1	1	1	1	8230	2903							1		
Source Magazine / Photo Works North	£ 3,000	Prof	Visual Arts	1	1	1	1	1	1	1	1	40000	120			1	1	1	1			
Streetwise Community Circus Workshops	£ 5,500	Comm	Carnival/Circus	1	1	1	1	1			1	85000	10000		1	1	1	1				
Tinderbox Theatre Company	£ 16,250	Prof	Theatre	1	1	1	1	1	1	1	1	4760	800			1	1	1	1			
Ulster Architectural Heritage Society	£ 3,000	Prof	Heritage	1	1	1	1	1	1	1	1		25000					1	1			
Ulster Youth Choir	£ 3,000	Comm	Music	1	1	1	1		1	1		850	870			1	1	1				
WheelWorks	£ 8,250	Comm	Multi-Art Form	1	1	1	1	1	1	1	1	25500	975	1	1	1	1	1				
YouthAction Northern Ireland's Rainbow	£ 8,000	Comm	Multi-Art Form	1	1	1	1	1	1	1		7000	2500							1		
Totals	£348,000.00			35	36	34	33	28	37	32	24	3079845	121879	2	6	22	22	22	15	22	1	3

Figure 3: Multi-Annually Funded organisations 2008-2009

Organisation	Amount awarded	Prof/Comm	Audience	Artists	Others taking part	Area of Impact	Art Form	Children under 5	Children (5 to 11)	Youth (12 to 19)	Young Adults (20 to 24)	Adults (25 to 64)	Older people (65 and over)	All age ranges
Beat Initiative	£33,000	Comm	266,000	150	4,665	City Wide	Carnival / Circus							1
Belfast Community Circus School	£33,000	Comm	210,000	72	1,273	City Wide	Carnival / Circus							1
Belfast Exposed	£30,000	Prof	84,950	35	600	City Wide	Visual Arts			1	1			
Belfast Festival @ Queens	£66,250	Prof	65,000	700	200	City Wide	all							1
Cinemagic	£30,000	Prof	51,000	58	5,100	City Wide	Film							1
Crescent Arts Centre	£33,000	Comm	14,800	250	58,000	City Wide	Multi-Art Form							1
Grand Opera House	£33,000	Prof	5,000	13	8	City Wide	Theatre							1
Lyric Theatre	£36,500	Prof	40,000	60		City Wide	Theatre							1
Linen Hall Library	£41,250	Prof	29,300	50	200	City Wide	Literature							1
New Belfast Community Arts initiative	£32,750	Comm	25,000	65	2,500	City Wide	Multi-Art Form							1
Young At Art	£30,000	Prof	23,385	130	85	City Wide	Multi-Art Form	1	1	1		1		
Old Museum Arts Centre	£39,750	Prof	20,513	569	1,121	City Wide	Multi-Art Form							1
Northern Visions	£30,000	Prof	1,500,000	250	2,250	City Wide	Film		1	1	1	1	1	
Ulster Orchestra		Prof					Music							
Totals	£468,500		2,334,948	2,402	76,002			1	2	3	2	2	1	10

Figure 4: Development and Outreach Scheme 2008-2009

Organisation	Amount Awarded	Main Art Form
Beat Initiative	£ 16,000.00	Circus/carnival
Belfast Community Circus School	£ 7,500.00	Circus/carnival
Beyond Skin	£ 11,500.00	Music
Creative Writers Network	£ 14,000.00	Literature
Lower North Belfast Community Council	£ 14,500.00	Community
Northern Visions	£ 12,000.00	Film
Prime Cut Productions	£ 11,000.00	Drama
Queen's Film Theatre	£ 13,500.00	Film
Sonic Urban Music	£ 12,500.00	Music
Streetwise Community Circus Workshops	£ 12,500.00	Circus/carnival
West Belfast Athletic & Cultural Society	£ 10,000.00	Heritage
Young at Art	£ 13,500.00	Multi-art form
Youth Action NI – Rainbow Factory	£ 11,500.00	Drama
Total	£ 160,000.00	

Figure 5: Rolling Programme for Innovation 2008-2009

Organisation	Amount Awarded	Main Art Form	Audience	Participants	Under 5	5-11	12-19	20-24	25-64	65+	All Ages
Arts Care	£1,500	Multi-Art Form	0	11					1		
Bbeyond	£2,000	Visual Arts	2550	14							1
Belfast Festival at Queens	£2,000	Multi-Art Form	1100	30			1	1	1	1	
Creative Media Partnership	£2,000	Film	700	12				1	1	1	
East Belfast Titanic Festival	£2,500	Multi-Art Form	6000	500							1
Feile an Phobail	£2,500	Multi-Art Form	10000	0							1
Friends of Ulster Orchestra	£1,500	Music	3500	0							1
Green Shoot Productions	£2,500	Theatre	9250	36							1
Happenstance	£1,500	Theatre	1700	5			1	1	1	1	
Open Arts	£1,500	Multi-Art Form									
The Beat	£2,000	Carnival Arts/Circus	200	200			1	1	1		
The Linenhall Library	£2,000	Multi-Art Form	100	1500		1	1	1	1	1	
Tinderbox Theatre Co.	£2,500	Theatre	600	50				1	1	1	
TOTAL	£26,000					1	4	6	7	5	5

2.1 To explore INNOVATIVE APPROACHES OF SOURCING ADDITIONAL FUNDING across the arts sector, including reviewing models of best practice that exist elsewhere.

Funding schemes run by Belfast City Council aim to create sustainability so that there is a long-term benefit to the organisations and the sector. The funding from council is invaluable in providing leverage and securing additional funding from public sector, trusts and foundations or the private sector. One of the criteria in our funding schemes is that organisations show value for money in their projected budget and source funding from various sources.

Sponsorship

A number of arts organisations have secured sponsorship from private sector companies or secured sponsorship-in-kind. Belfast City Council has been working in partnership with Arts & Business NI; the January 2009 awards and details of all organisations who were nominated are on their website – www.aandb.org.uk

Some examples of successful sponsorships are:

- Belfast Festival at Queen's secured 3 year sponsorship from Ulster Bank
- Belfast Film Festival secured sponsorship from Jamieson's Whiskey
- Ulster Orchestra has a range of sponsors for concerts such as First Trust Bank, Barclays Commercial, HSBS, Patton Group, Firmus Energy Metal Technology and Ulster Bank
- Open House Festival and Botanic Inns (Coors Light)
- Cinemagic and Coca-Cola

Cultural Tourism Networking Events organised by Belfast City Council have continued to facilitate the opportunity for the cultural and tourism sectors to meet, exchange information and discuss business-to-business opportunities. 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.

Evening economy – Late Night Art - Late Night Art was launched by Belfast City Council in summer 2008 – art galleries in Belfast stay open late for the first Thursday evening of each month. This has helped galleries since they are working together and bringing in new visitors. It is also part of the Evening Economy allowing people to enjoy going to galleries as well as some late night shopping or going for a meal or drinks.

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 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.

Training - Belfast City Council works closely with Arts & Business and paid the organisation to facilitate training for arts and heritage organisations. There have been 15 training sessions throughout the year for organisations funded by the Council and several have focused on issues such as securing sponsorship and building partnerships with the private sector. This training has equipped the organisations with the skills, confidence and expertise to secure private sector sponsorship.

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. Over fifty festival managers attended the various training events, whose main aim was to help the participating festivals to maximise their full potential. Several festival organisations also secure sponsorship in kind from the private sector e.g. hotels and ferry companies.

Summer Sundays - Launched four years ago in partnership with Belfast Community Circus, Summer Sundays aimed to create a quality programme free of charge street theatre that connected to an audience as well as shining a spotlight on the Cathedral Quarter area of Belfast. Performers collect money from the crowd with onlookers throwing money 'in a hat' rather than buying a ticket. 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. 20,000 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.

Economic Diversity - Successful cities that respond well to economic change are those which are least dependent on a single sector. Through training programmes such as those delivered by Arts & Business, Council aims to address aims to promote mutually beneficial relationships between business, arts and public sector in order to increase private sector investment.

Symposium – Belfast City Council is organising a symposium for the cultural sector on 25 **March** 2009 with the theme 'Harnessing cultural value in tough economic times'. One of the issues which the symposium will address is about innovative approaches to funding with speakers from London and Liverpool taking part. The symposium will be an annual event.

Leverage of other funding

The amounts of grants from Belfast City Council make up a small part of an organisation's overall funding; however, securing this funding is extremely helpful for the organisations in securing additional funds. For the private sector the local council support shows a level of quality and acts almost like a stamp of approval which gives more confidence. Similarly, with other public sector funders, trusts and foundation, it is reassuring that another funder has awarded a grant and the project or organisation is not solely reliant on their funding. Please see outline below which shows how Belfast City Council funding helps to leverage other funding:

Multi-annual funding

Belfast City Council funding represents 4.6% of the collective turnover for Multi-Annually Funded organisations. This equates to a direct return for investment of 1:22. This underlines the value for money that these flagship organisations represent and supports the impact of increased investment in these organisations.

Annual funding

Belfast City Council Annual Funding represents approximately 4-5% of the collective turnover of Annually Funded organisations. This equates to a direct return for investment of 1:25.

Rolling Programme for Innovation

Belfast City Council supports high quality innovative arts and heritage development in order to develop and support Belfast as a creative and cultural centre in line with the Integrated Cultural Strategy. It offers small grants 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, promoting

sustainability and working towards security of funding for the cultural sector. It is worth noting that a small award through the Initiative can often lead to leverage of a far greater sum, enabling the staging of a large scale event as a result of Belfast City Council's investment in the project.

Belfast City Council funding represents approximately 10% of the collective budgets for Rolling Programme projects. This equates to a direct return for investment of 1:10.

Development and Outreach

The purpose of Development and Outreach is to enable enhanced engagement with people who would otherwise to be excluded to cultural provision due to Economic/Social deprivation. Therefore it is not a requirement of the scheme to have match funding. We encourage groups to build capacity on the ground through the provision of funding for training, mentoring, marketing, development etc. On average Belfast City Council funding represents approximately 50% of the collective budgets for projects funded through the Development & Outreach Initiative.

3.1 Research which has been carried out to date regarding the measurement of the economic and social benefits of investing in the arts

- KPMG report '**Economic Benefit of the Development Department**' (Dec 2008)
- Millward Brown Ulster '**Tourism Monitor re Opera in the Gardens**' (July 2006)

Economic - Council recognises that viable long term city regeneration can only occur in an environment of strategic partnership working as has proved to be the case across Europe and is even more important in Belfast.

In order to assess the Economic Impact of community festivals within the City, Council has commissioned ongoing research in this area from Millward Brown Ulster.

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. A mixture of traditional and perceived barriers were identified – cost, lack of time, location, lack of public transport, lack of information, unsuitable events and feeling uncomfortable or out of place, leading to the conclusion that audience development is an essential and long-term process. This research led to the creation of the initiative 'Test Drive the Arts'.

Test Drive the Arts - Devised by Arts about Manchester and adopted by Audiences NI the 'Test Drive the Arts' framework was a first in Northern Ireland. Research identified trends in participation of cultural activities and continues to develop Council's audience intelligence. The project reached 80 individuals who had never attended an arts event by providing free tickets for performances to households from Super Output Areas across the city. 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 events at Belfast Waterfront Hall, the Grand Opera House and an Ulster Orchestra concert, resulting in extremely positive feedback.

4a) Find a balance between the community and professional sectors;

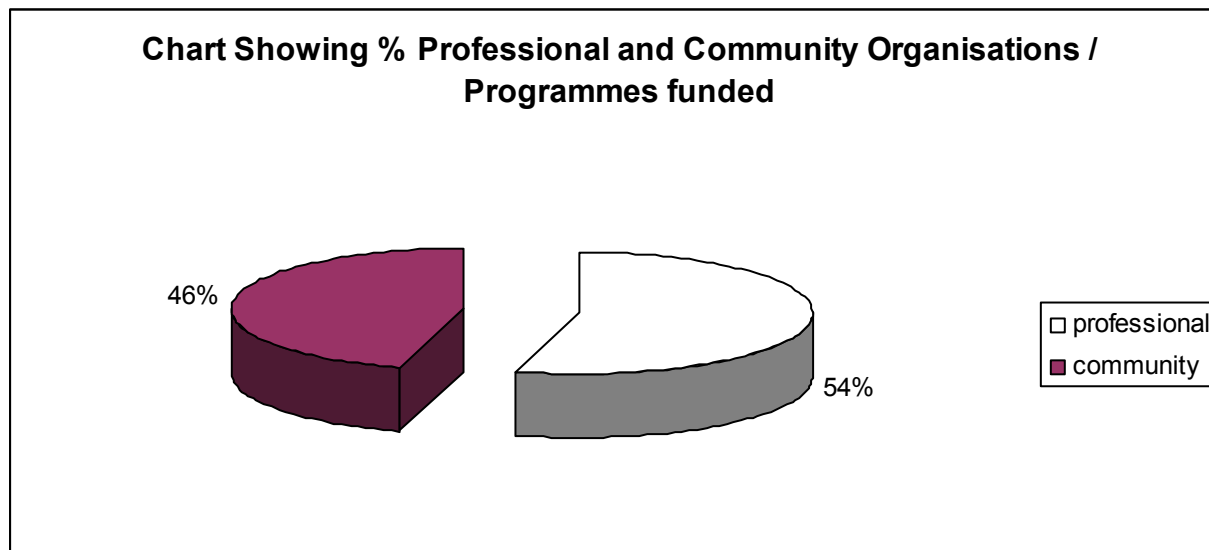
Traditionally, the majority of organisations supported by Belfast City Council were professional. However, this has gradually become more balanced. One of the aims of the Development & Outreach Initiative (which started in 2002) was to help community groups learn new skills from cultural organisations. This has worked very well – one of the criteria is that there is a lead applicant working in partnership with community groups. It has also provided professional organisations with an insight to the needs and difficulties of community groups.

Another factor is the Community Festivals Fund which has had a very positive impact in reaching a balance and ensuring engagement of the community arts sector. It has empowered local community groups and given them the opportunity and confidence of securing funding and organising festivals for local people.

Most cultural organisations have an education/outreach officer with the remit of diversifying audiences and tailoring activities for schools or community groups. So while e.g. the Ulster Orchestra is a professional arts organisation, they have an education officer and education assistant that run an extensive programme with schools and community groups.

The approximate breakdown of organisations funded by Belfast City Council in 2008/2009 is **54% professional: 46% community.**

Figure 6: Professional and community organisation funded by BCC



b) Target social need & c) encourage community regeneration; & d) engage with communities which have historically found it difficult to develop an arts infrastructure and therefore access arts funding.

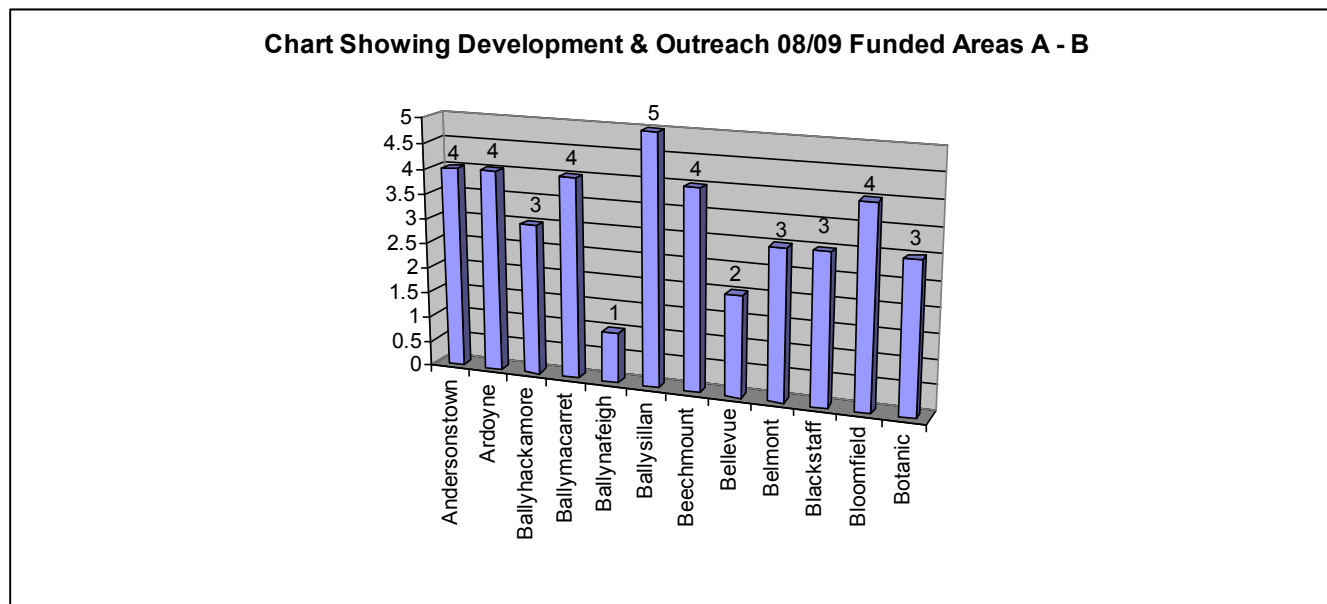
Council has been proactive in developing opportunities for cultural and artistic engagement to enable greater levels of social inclusion, community development and inter-community contact work across Belfast. This has been delivered through the delivery of Culture & Arts / Good Relations funding, Community Festival Development, Training Programmes and Heritage Initiatives. Council aims to 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.

Funding schemes - Through Funding Initiatives such as Development and Outreach which supports creative development in areas of deprivation and with disadvantaged groups, encourages accessibility to and participation in arts and heritage activities. Establishing Good Relations as a key criterion for funding Council has been actively positioning culture and arts as a mechanism for social and political change in Belfast, which has resulted in an increase across the city in the development of an appreciation of the value of arts and heritage leading to further trust and understanding. The majority of programmes have a cross-community element, encouraging people from traditionally polarised areas to imagine, work, play, and create together including programming to tackle various issues such as: sectarianism, racism, prejudice, homelessness identity, substance abuse, multi-culturalism, cultural diversity, disability and citizenship.

Development and Outreach fund

One of the criteria of the Development and Outreach fund is that the project benefits people living in TSN areas. The total amount of grants awarded last year was £160,000 for the Development and Outreach fund. It aims to equip community groups with the skills and partnerships to work on other activities in the future.

Figure 7a): TSN areas where Development & Outreach projects take place (Super Output Areas A-B)



On average Belfast City Council funding represents approximately 50% of the collective budgets for projects funded through the Development & Outreach Initiative.

Figure 7b): TSN areas where Development & Outreach projects take place (Super Output Areas C-G)

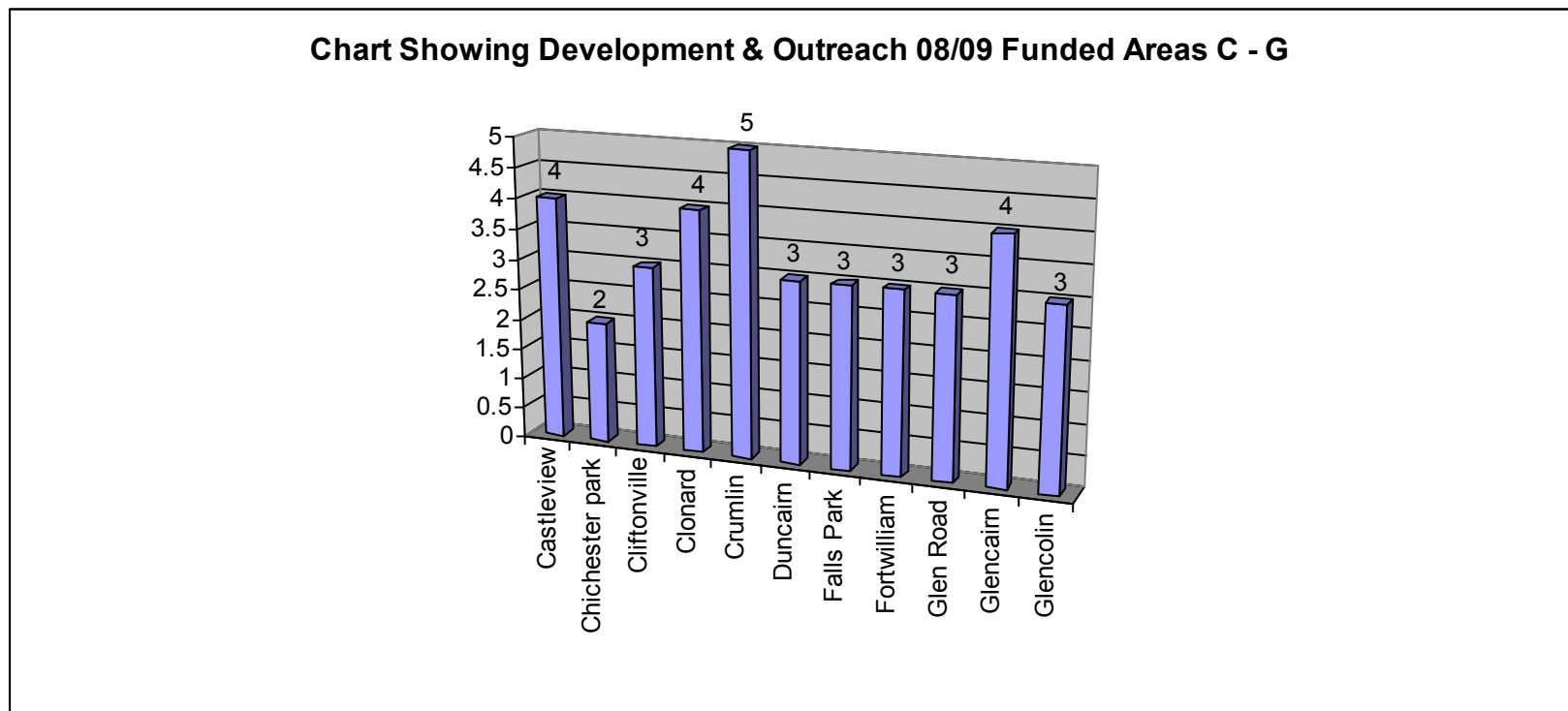
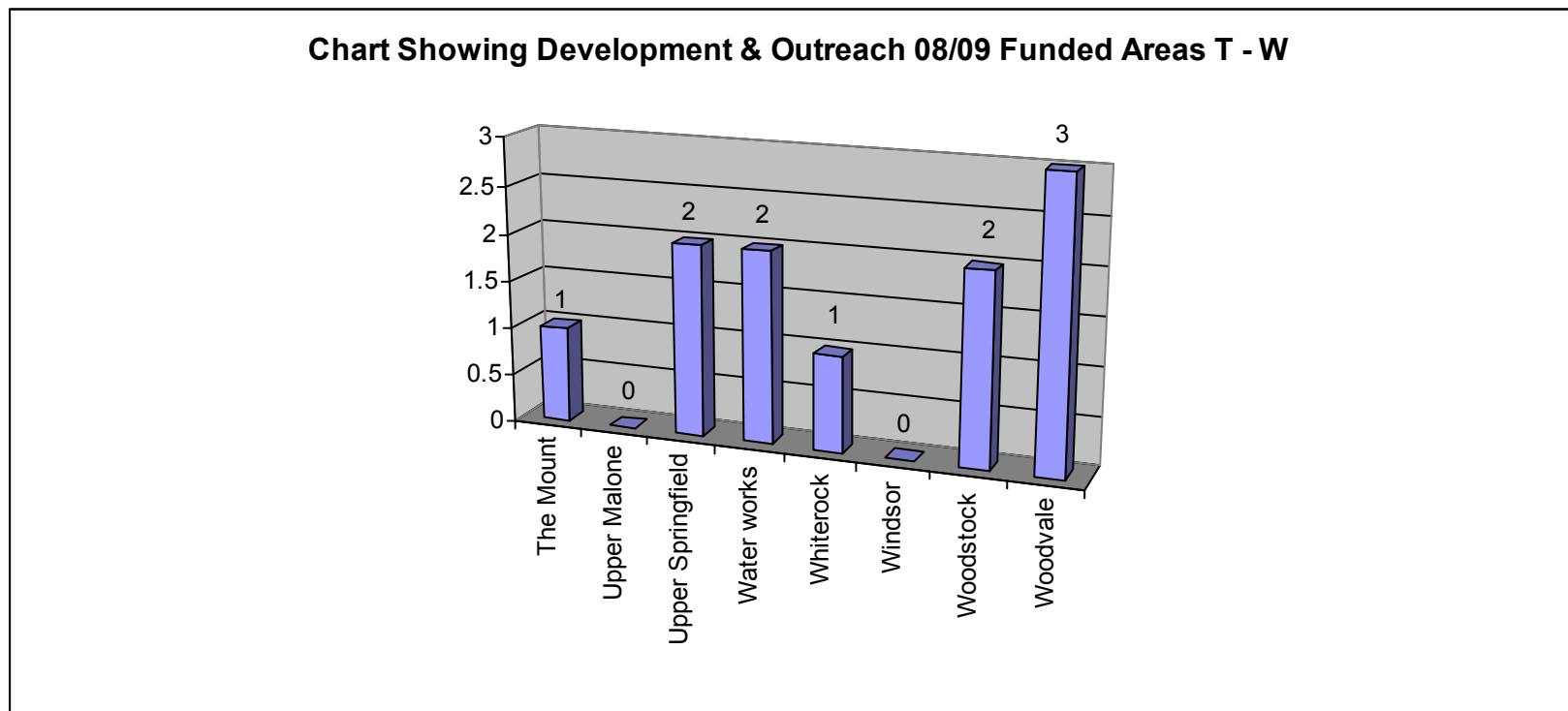


Figure 7c): TSN areas where Development & Outreach projects take place (Super Output Areas T-W)



Criteria in funding schemes The criteria established for funding programmes are relevant to both professional arts and community organisations. There are five specific areas included which are Leadership, Celebration Good Relations, Economic Regeneration and Management and Governance. Each are has equal weighting therefore providing the opportunity to address all areas of regeneration process that applies to Strategic Leadership, Creating Wealth and Quality of Life as outlined in the Integrated Cultural Strategy.

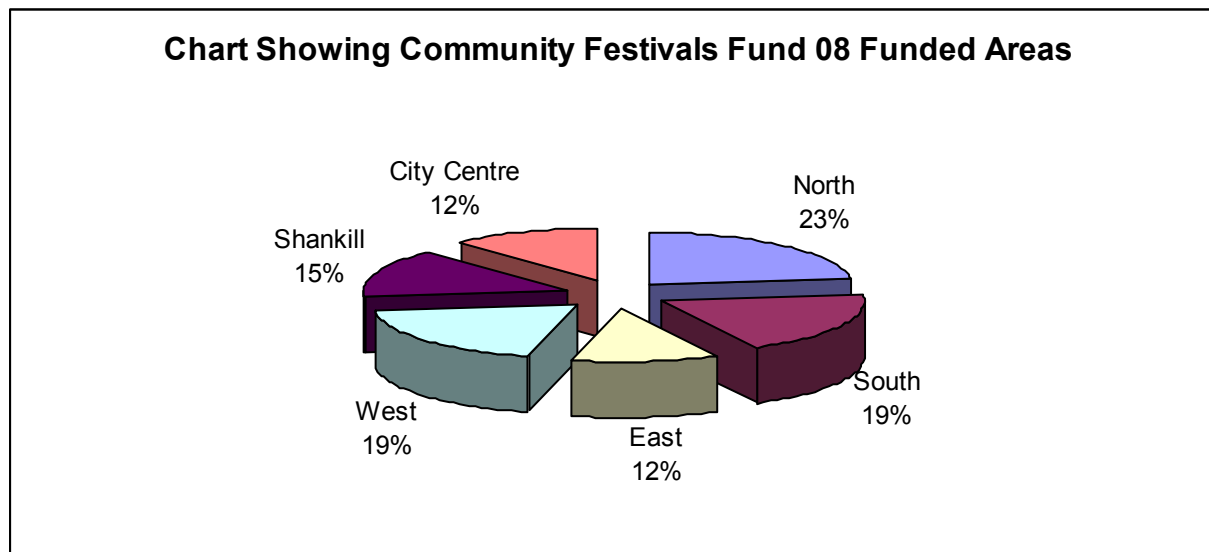
Community Through numerous initiatives such as Re-Imaging Belfast, Training Programmes and the implementation of the Community festival Fund Council demonstrates a clear commitment to the communities of Belfast. This is enhanced by ongoing development work with the two major community festivals Orangefest and St. Patrick's Day .

Through its involvement with the ACNI funded **Re-Imaging Communities Project** Council targets community groups throughout Belfast. This was initiated by conducting a series of workshops, 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 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.

In addition, funding initiatives such as Development & Outreach and the Rolling Programme, support arts access and participation in communities across the city in Super Output areas. Initiatives such as **Public Art** and **Community in the City** are further examples of Council's commitment to connectivity through ongoing engagement and consultation with individuals and communities throughout Belfast.

Community Festivals Fund The purpose of this fund is to encourage the development of community festivals in Belfast. Promoting social cohesion, equality of opportunity, good relations and social inclusion, the aims and objectives of the scheme encourage participation, involvement and common interest, making an important contribution to the social well-being of the community. It aims to encourage activities in areas of social need. Belfast City Council held advice clinics in venues throughout Belfast. Almost £160,000 was awarded in grants in the first tranche of the Community Festivals Fund. It is anticipated that the 2009/2010 scheme will receive requests of up to six times available resources.

Figure 8: Local areas funded by Community Festivals Fund



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.

Skilled workforce - A skilled workforce is a critical feature of competitive cities. Across Council’s funding initiatives and specifically through the Community Festivals Fund and The Rolling Programme, provision is made for the inclusion of training programmes in a wide variety of skills development and specialist areas.

4c) Encourage community regeneration – 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 environment. Belfast City Council has the opportunity to take the lead in responding to this demand through 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.

'Rise' sculpture at Broadway roundabout Belfast City Council has worked closely with Roads Service and the Department for Social Development and the Arts Council of NI who are key funders of the new sculpture which will be built at Broadway roundabout in Belfast. The total cost of the sculpture will be £400,000 and it will provide a beautiful landmark sculpture at a gateway to Belfast. The artist has been working with the local community groups who will have an input to the sculpture which will improve the local area at Broadway/St James.

5. To compare those organisations which provide public funding to the arts in Northern Ireland with similar organisations across these islands, in terms of how they allocate funding across the various art forms – DCAL will compile from responses received.

6. To consider whether there are any art forms which are currently not receiving adequate funding, given their levels of participation and/or impact with regards to targeting social need and regenerating communities.

The art forms which receive the lowest levels of funding from Belfast City Council are Dance and in particular Ballet, Opera and literature, – please see Figure 9 However, it is also important to note that umbrella organisations are under-represented. One difficulty is that they cannot be categorised as a particular art form yet they do invaluable work in strengthening the sector, almost acting like the cement and catalyst of the arts infrastructure in Northern Ireland.

NB - All organisations who secured funding from the Community Festivals Fund have been classified under the art form ‘Festivals’.

Figure 9: Funding of art forms by Belfast City Council – aggregate of five funding schemes.

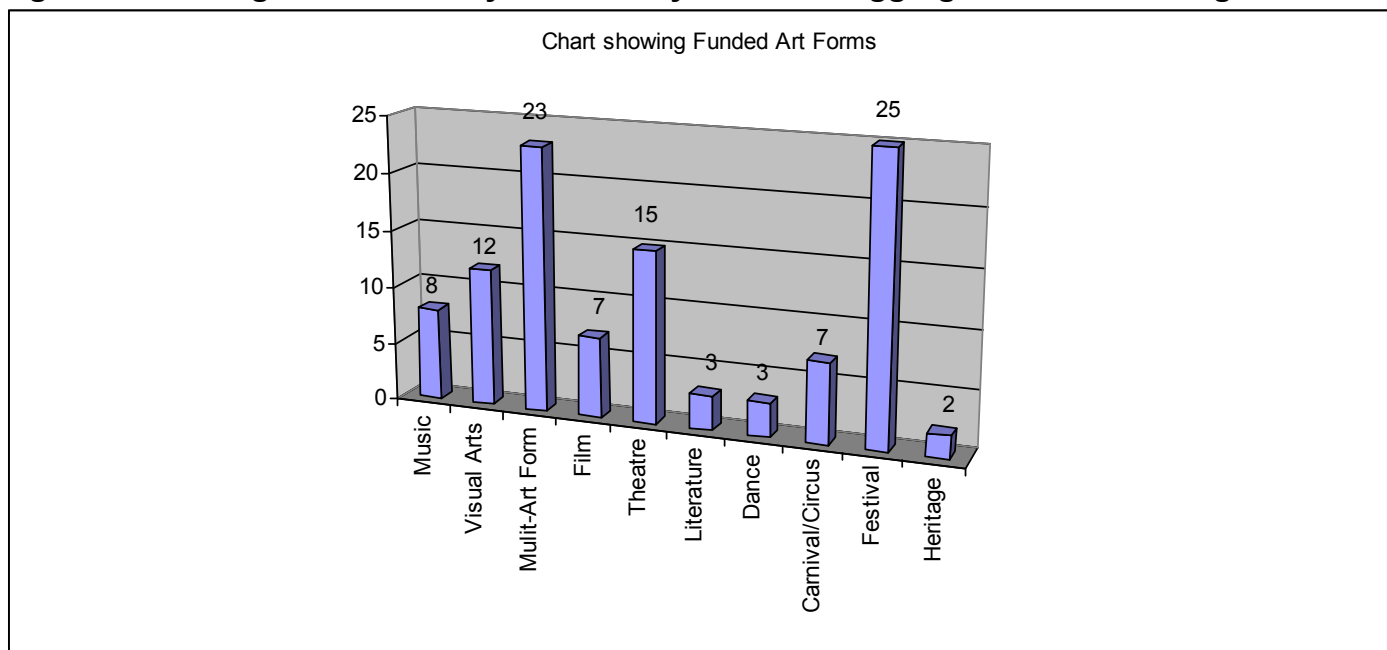


Chart Showing Annual Funding 08/09 Funded Art Forms

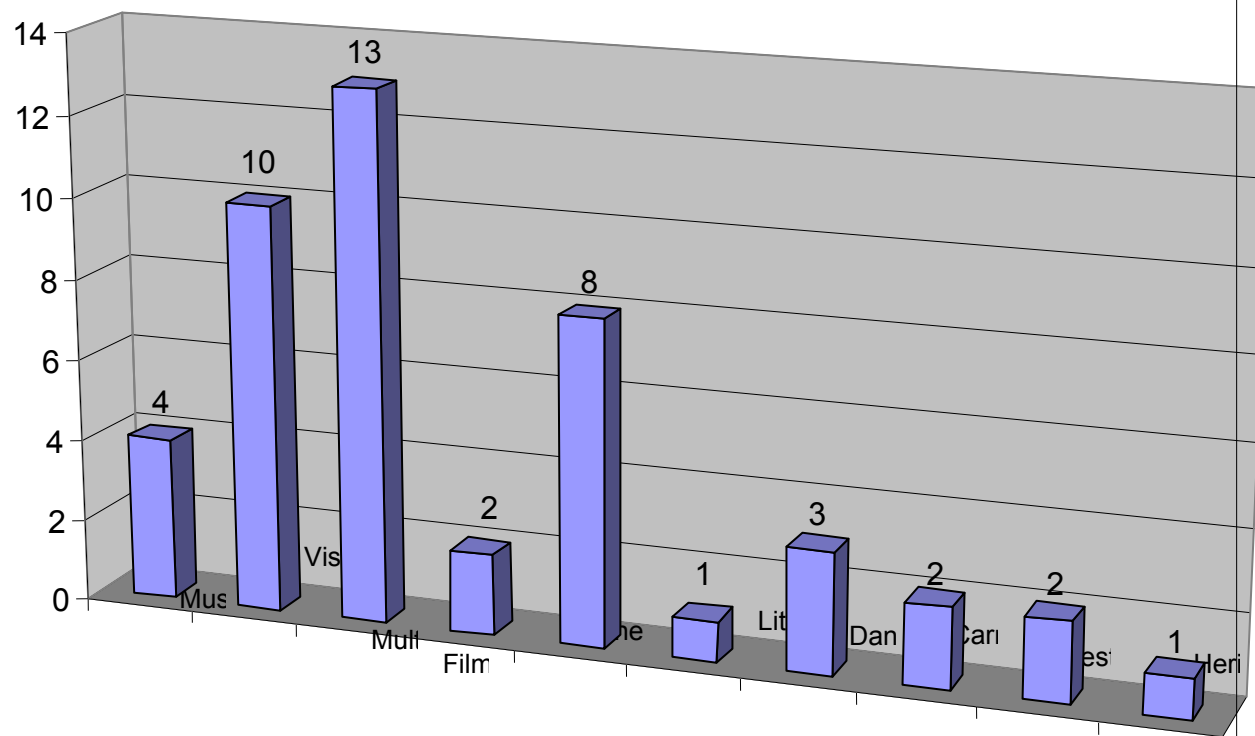


Chart Showing Multi- Annual 08/09 Funded Art forms

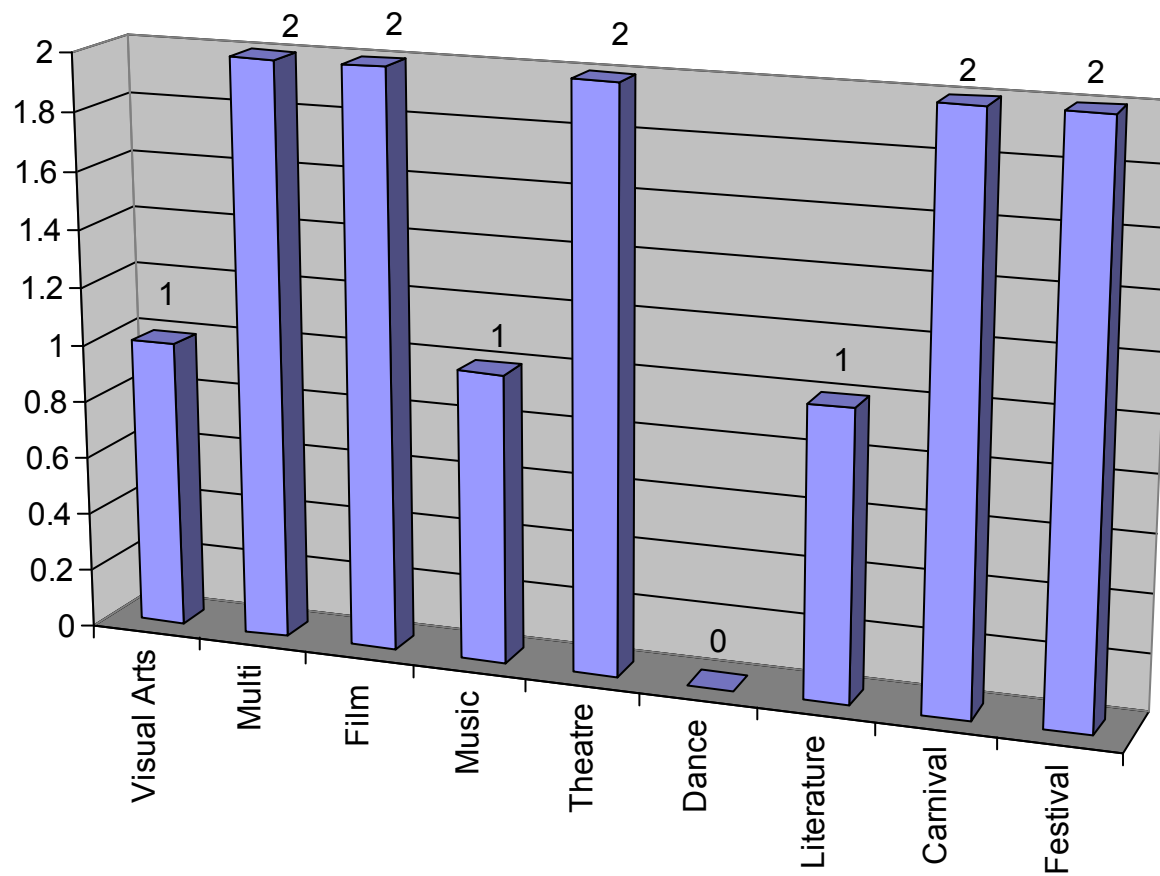


Chart Showing Development & Outreach 08/09 Funded Art Forms

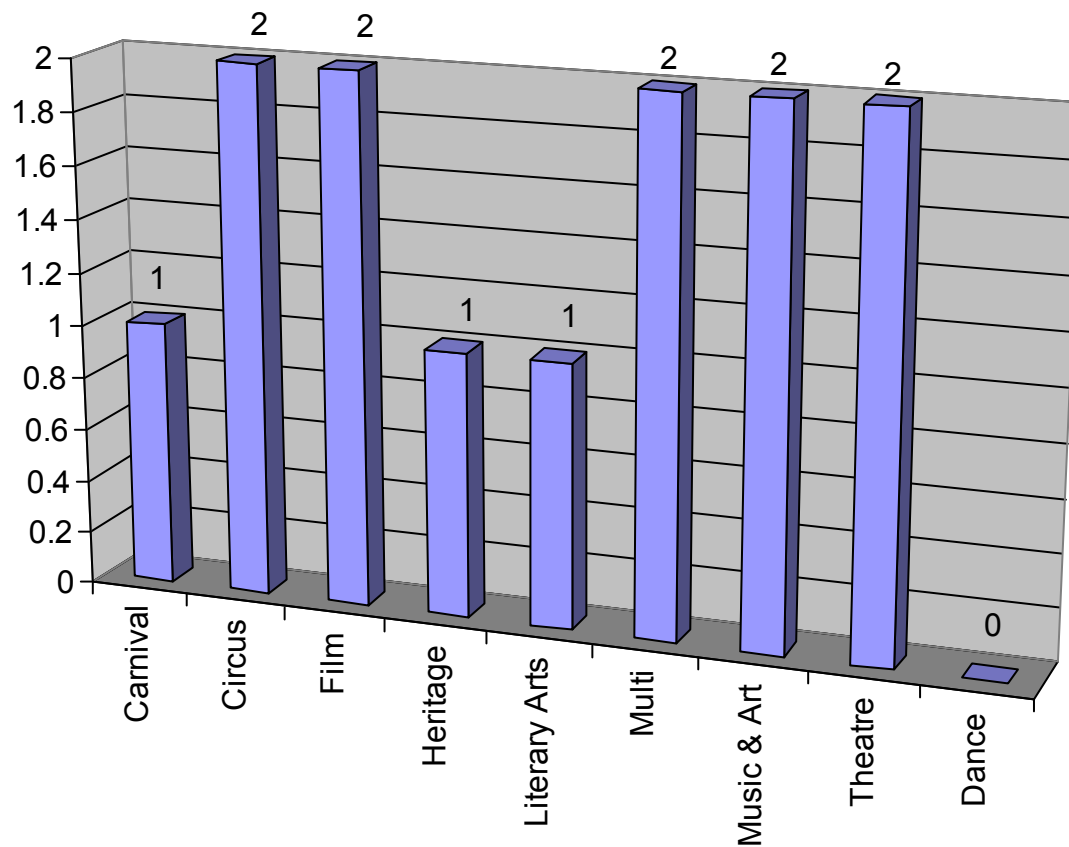
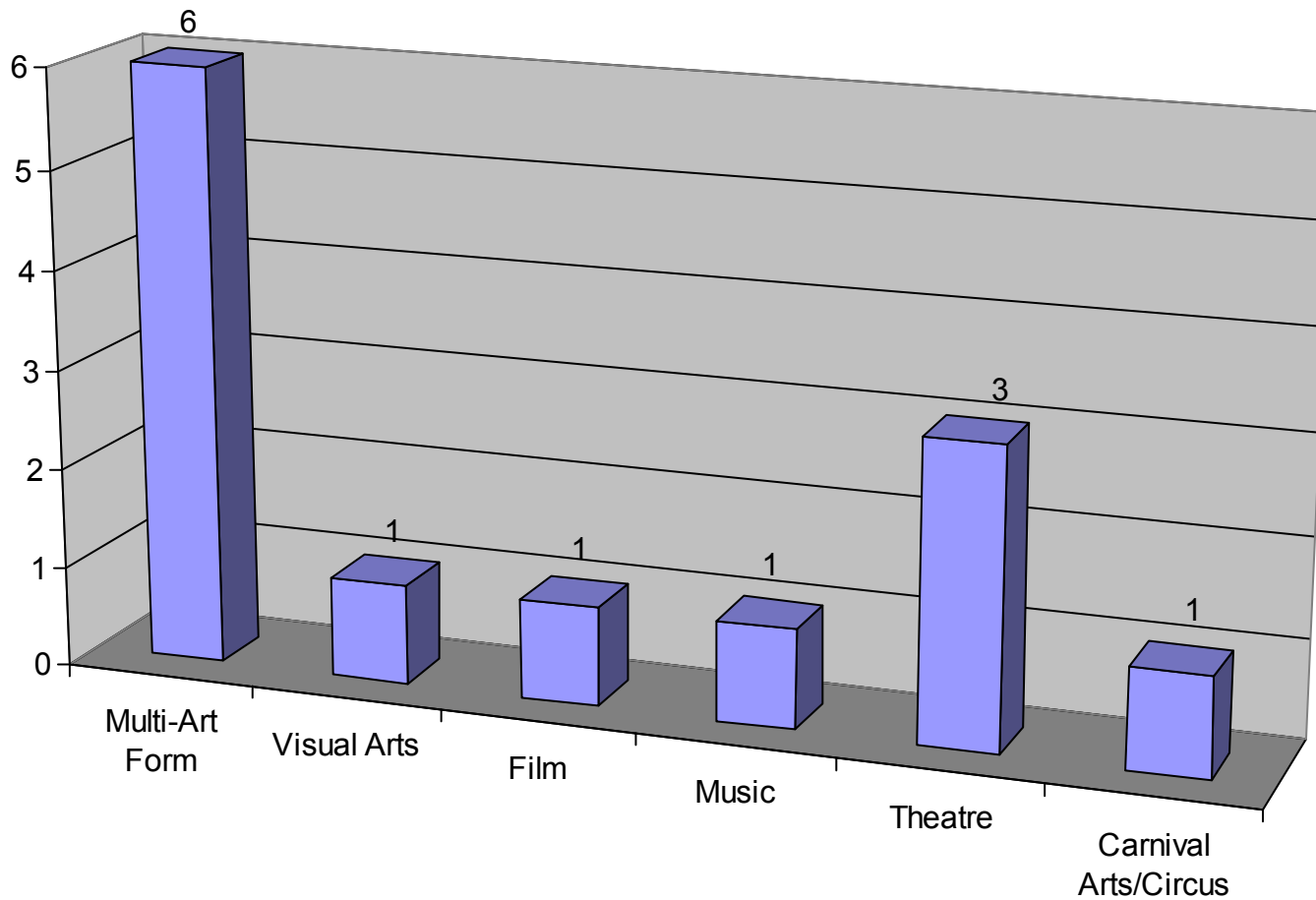


Chart Showing Rolling Programme 08/09 Funded Art Forms



7. To report to the Assembly making recommendations to the department and/or others

Belfast as a Capital City – Regional Driver to maximise economic return to the city and regeneration.

With a population of 300,000 in the city and approximately 600,000 in the Greater Belfast area, Belfast holds over one third of the population of Northern Ireland within a 20 mile radius of the city centre. It is home to a wide variety of internationally acclaimed arts organisations, festivals and events, ranging from the world famous Ulster Orchestra to critically acclaimed theatre companies such as Tinderbox and Kabosh, to the award winning Belfast Carnival. It is home to a minimum of 80 festivals each year ranging from small community based festivals across local areas in the city to international events such as Young at Art Children's Festival and the Belfast Festival at Queens. The development and implementation of Community Arts in Belfast and the impact that it has had across the city is internationally recognised. Each year Belfast City Council funds a wide variety of visual arts, performing arts, festival, dance, music, drama, literary and heritage organisations. Each of these organisations contribute to the quality of life, economic wealth and regeneration of the city, the greater the investment - the greater the return. It is important that DCAL recognise Belfast as the regional driver for Northern Ireland and the capital city of the region.

Integrated Cultural Strategy: The development and implementation of the Integrated Cultural Strategy, created in partnership with the Arts Council of Northern Ireland and the Department for Culture, Arts and Leisure, creates a structure within which culture and arts have the potential to play an ongoing, sustainable and significant role in the ongoing urban regeneration of the City, helping to make it a healthier, more creative and inclusive place to live. It is vital that all partners remain pro-active in the implementation of the Strategy, in order to ensure that its aims and objectives are achieved strategically, strengthening the sector and as a result the city as a whole.

Belfast City Council would encourage DCAL to take a more pro-active partnership approach with other funders, which would strengthen the sector and ensure a more strategic approach.,

Investment in Cultural Infrastructure Belfast City Council welcomes the cultural infrastructure investment and recognises the positive impact that it will have on the city for those who live there and those who visit it.

It should be noted there is a requirement for investment in indigenous cultural product. Undoubtedly, the redevelopment of venues such as the Ulster Hall, the Lyric Theatre, the Crescent Arts Centre and the creation of the new Metropolitan Arts Centre will help strengthen Belfast's cultural infrastructure and will enable the showcasing of Belfast as a cultural tourist destination throughout the world, however, it is crucial that the current investment in these venues continues in conjunction with greater support and development of cultural product within the city. It is vitally important that the excellence of Belfast's venues is matched by the quality of cultural product showcased within them.

Legacy and sustainability Northern Ireland currently has an international reputation for excellence in the area of Culture and Arts, with many local artists internationally and critically acclaimed for their work, however Northern Ireland is also experiencing a cultural diaspora that must be stemmed if we are to create a cultural legacy of the highest quality for future generations. It is important that the issues within the sector that have led to this are addressed in order that Belfast is allowed to develop as a city internationally recognised as a centre of cultural excellence.

Examples of this include:

- Greater investment in existing local arts organisations, leading to increased employment, greater outputs and artistic development.
- Greater encouragement for the development of new arts organisations, especially in areas within the sector that are currently under-represented
- Ongoing and increased support for outreach and education initiatives that help develop audiences for the future that are arts literate and culturally aware
- Audience development initiatives that ensure that access to the arts becomes a right rather than a privilege
- Increased support for Artists, ongoing training in order to increase capacity.

In addition to these it is important to explore the way arts organisations and initiatives are currently funded. It is not enough to put in place funding that is initially appropriate and then either stops or is gradually eroded. Short term/gap funding leads to disillusionment and disappointment within the cultural sector and society at large. Put simply if a successful initiative is run and there is a demand for it, then the supply should where possible attempt to meet this need. Greater investment in Culture and Arts

leads not only to increased cultural activity, it creates increased wealth, increased employment across a variety of sectors, increased tourism for the city and a confident cultural sector who are not afraid to take risks and develop leading to a legacy of cultural excellence for the city.

National Gallery - A National Gallery for Northern Ireland is a vitally important part of the continuing cultural development of the region. It is equally important that the Gallery is placed in Belfast. It is to be noted that the National Galleries of most countries are situated in their capital cities [London, Dublin, Paris] and Belfast is the regional capital for Northern Ireland. There are other reasons to argue for Belfast being the most appropriate site for the Gallery listed below.

- With a population of 300,000 Belfast City alone holds over three times the amount of people as the next biggest urban centre in Northern Ireland, leading to a captive audience of hundreds of thousands of local people. This figure is doubled when one includes the population of the greater Belfast area.
- Belfast's position within Northern Ireland is easily accessible to the rest of the region. It is a gateway to the region with a strong transport infrastructure, for both public transport as well as private.
- It is positioned strongly for attracting audiences from the Republic of Ireland and in particular its proximity to Dublin will attract many more visitors and tourists to the city.
- Its position beside two airports will also attract many visitors from the UK and farther afield. The Cultural Tourism agenda embraced by Belfast City Council will support the Gallery both as a tourist attraction and also a centre of artistic excellence for over a half a million people living within 20 miles of it.
- The University of Ulster's Art College is situated in Belfast and the lack of a National Gallery within the city puts students of art at a serious disadvantage to many of the peers within the UK and Europe.
- Belfast is a city with a rich Visual Arts tradition but a relatively weak visual arts infrastructure. While it has many small arts collectives and some medium range art galleries it lacks a major dedicated Visual Arts Exhibition Space. In addition to the provision of a National Gallery in Belfast will raise the profile of the many visual arts organisations within the city, increase tourism, provide new educational opportunities and provide inspiration for future generations of emerging art.

Percent for art The development of the cultural sector has been undermined by comparative under-funding of the arts and heritage sectors across Northern Ireland. Per capita funding lags behind the rest of the UK and the Republic of Ireland and this looks set to continue. If the cultural industry is to gain the support of the private sector it needs to be seen to be confidently supported through public investment. This is vital given that 38% of businesses currently operational in Northern Ireland can be classified as Creative Industries.

Increased funding Community Festival Fund Increased funding for the community festival Fund Belfast City council has accepted the commission from the department of Culture arts and Leisure to manage the Community festival Fund in the Belfast Area. DCAL allocation to Belfast was £77,300 which is considered wholly inadequate by Belfast City Council at the time BCC agreed to a match funding allocation of £120,000. DCAL was challenged by BCC over the level of funding and an increase in financial support was requested of that allocated by BCC, but DCAL did not respond positively to the request.

In February 2009 DCAL announced that the amount to be awarded to Belfast City Council was to remain at £77,300 which represents a standstill funding. Belfast City Council is disappointed at the amount allocated for 2009/2010 as it had clearly identified a need for greatly increased funding to effectively deliver the initiative across the communities of Belfast.

Increased funding for art forms which are currently under-represented (e.g. literature, dance)

Funding through the Belfast City Council schemes show that there are a number of art forms currently under-represented in Belfast These include Dance and Literature. In particular although there is a world-class orchestra, the Ulster Orchestra, there is neither Ballet nor Opera Company of even comparable standing, which is an overwhelming cultural disadvantage to those who live in Belfast and across Northern Ireland in comparison with other regions and countries the UK and Europe.

Increased funding for cultural activities for older people Many projects focus on work with young people yet there are few initiatives aimed specifically at older people. Within the arts sector, there is a strong focus on children and young people with educational and community projects. With an ageing population, it is increasingly important to meet the needs of the over 60 age group. In 2008 Belfast City Council set up an Older Peoples' Steering Group to address the needs of the over 60s. It is a cross-departmental group with representatives from different departments including Development Dept, Parks & Leisure and Health & Environmental Services. It is recommended that in line with the Integrated Cultural Strategy's Aim of Increasing Quality of Life that DCAL support and develops this area further.

Increased funding for disabled people who are also under-represented The Disabled Community are under-represented within the arts. Even though there are many arts organisations that run outreach programmes that are disability focused, this can often be tokenistic due to a lack of resources. There are still a significant amount of venues with limited disability access. This is an area that needs to reinforced . In order to have a fully inclusive and equal society all events and venues must be fully accessible for all Belfast's citizens. Belfast City Council would encourage DCAL to increase support for disability access to and participation in the arts.

Figure 10 –Breakdown of age beneficiaries through funding initiatives

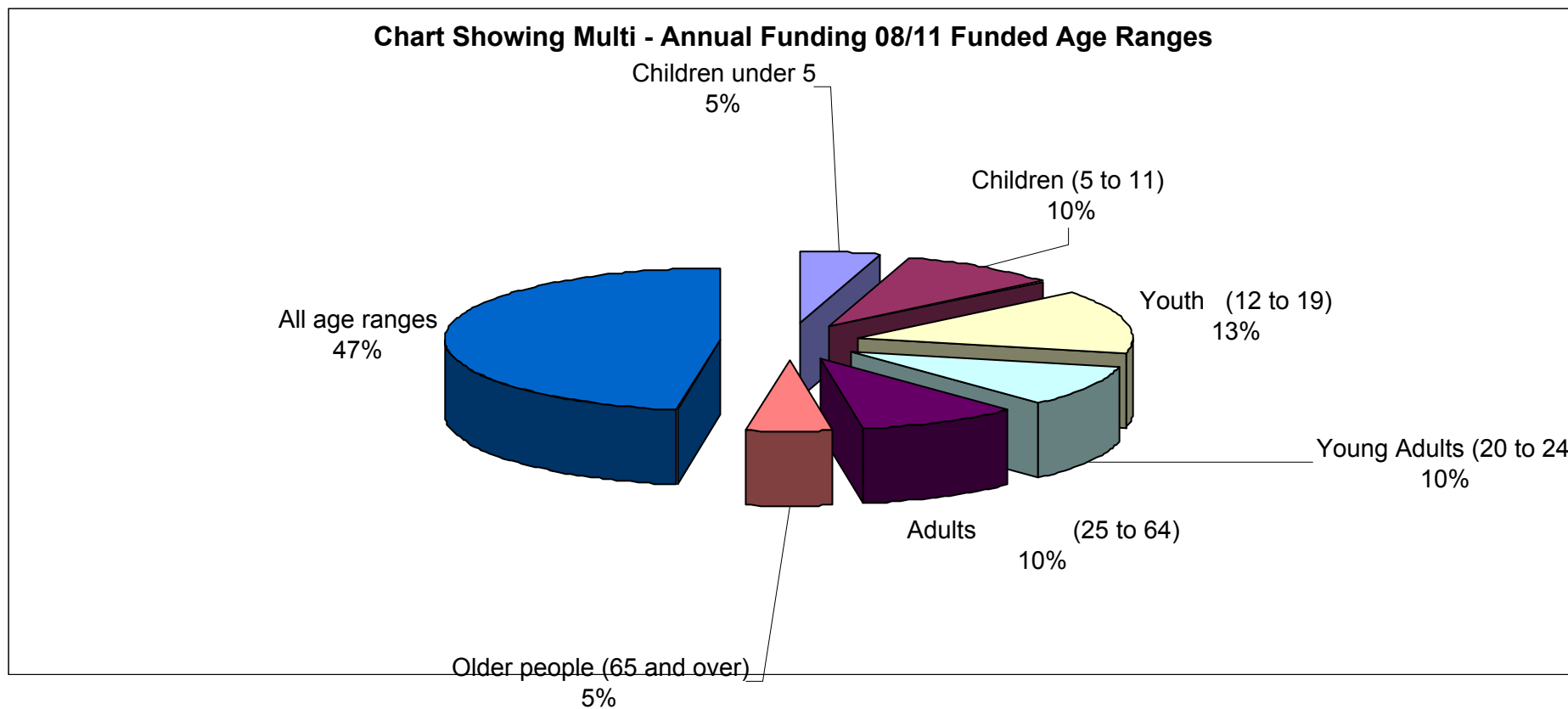


Chart Showing Rolling Programme 08/09 Funded Age Ranges

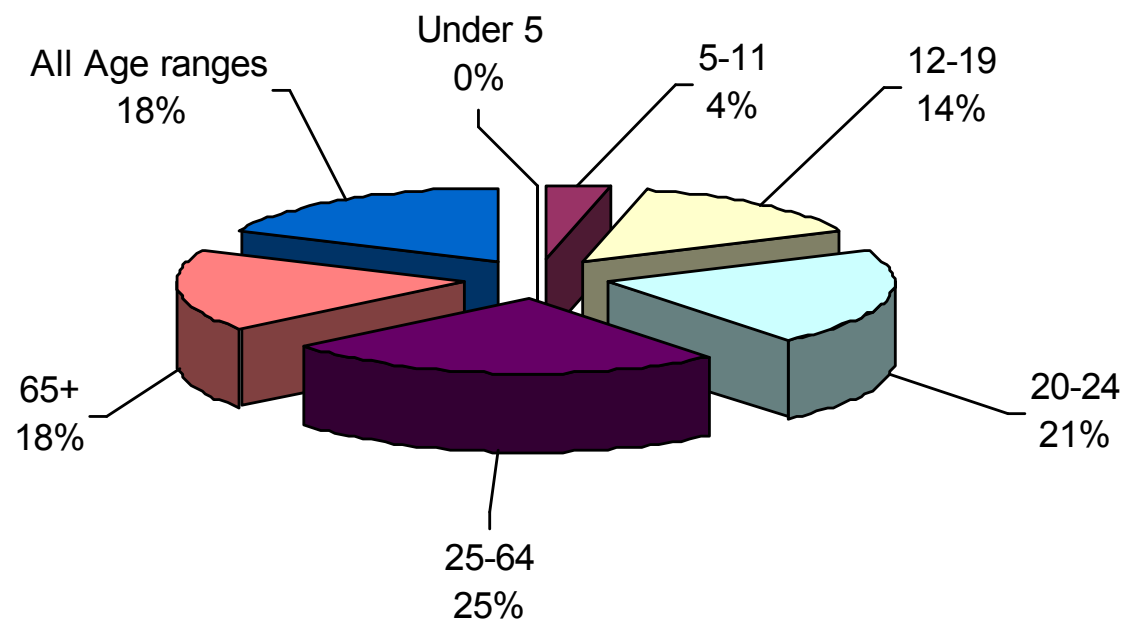


Chart Showing Community Festivals Fund 08 Funded age ranges

