

Festivals Forum Action Plan 2010/2011

Core Themes

- Celebration of Culture and Arts
- Community cohesion
- Shared space
- Cultural tourism
- Civic pride
- Internationalism

Priorities for Action	Budget – indicative*	Lead	Timescale
1. Develop and disseminate a short and practical Festivals Strategy (2010–2012) for Belfast that addresses opportunities, removes barriers and leads to action	£1,000	Co-ordinator and Forum	Completed by March 2011
2. Use Festivals Forum to lobby for increased resources and recognition of festivals as integral to arts, culture and tourism in the city		Co-ordinator and Forum	Ongoing
3. Create a coordinated campaign to improve awareness of Belfast as a City of Festivals, including co-ordinated marketing approach through key agencies such as BVCB and NITB	£5,000	TCA team/BVCB/NITB	Ongoing
4. Council to ensure that festival-related plans in and across Council are aligned		TCA	December 2010
5. Involve key stakeholders in an initiative to share, and where possible, integrate festival plans across the city	-	Co-ordinator and Forum	Ongoing
6. Hold knowledge-sharing meetings between funders and festivals to improve understanding of needs associated with festivals e.g. funding timelines, flexibility, as well as needs of funders	-	Co-ordinator	2 meetings 1 by December 2010 1 by March 2011

Priorities for Action	Budget – indicative*	Lead	Timescale
7. Develop a policy toolkit for measuring the social and economic impact of festivals. This may require a recalibration of target markets to get a better balance between visitor and community targets	£5,000	Co-ordinator and TCA Team	June 2011
8. Coordinate a new, integrated and shared box office/ticketing system for the city	-	ACNI, Audience NI, Culture NI	Ongoing – initial feasibility by June 2011
9. Undertake a series of practical measures to support festival organisation: <ul style="list-style-type: none"> ▪ Create a pool of resources such as equipment that can be shared ▪ Run training and mentoring programmes ▪ Encourage clusters and joint marketing campaigns ▪ Create an operational toolkit 	£5,000	Co-ordinator	June 2011
10. Council to investigate access to its properties, spaces and infrastructure as an available resource for festivals	-	TCA Team	Database on website March 2011
11. Develop a Belfast Festivals Charter	£5,000	Co-ordinator	June 2011
12. Develop cross border networking opportunities	£5,000	Co-ordinator	June 2011
13. Festival Forum meetings and capacity building	£4,000	TCA Team	Ongoing
14. Festivals co-ordinator, overheads, supplies etc	£20,000	TCA Team	November–June 11
TOTAL	£50,000		

* Indicative budget – revised on appointment of Co-ordinator