

## Festivals Forum Draft Action Plan 2013/2014 Draft 4

Theme	Objective	Action	Performance indicators	Timescale	Responsibility	Budget	Link to Cultural Framework
<b>Lobbying and influencing</b>	Increase the awareness of festivals' contribution to the city	Commission and disseminate research on the socio-economic impact of festivals	1 report Media coverage	Q1–Q3	Belfast City Council	£5,000	Distinctly Belfast
		Develop framework for capturing the ongoing impact of festivals	1 framework 1 template disseminated to all Forum members	Q4	Belfast City Council	As part of Cultural Framework outcomes framework	Strengthening the sector
	Ensure a joined-up one council and one-city approach to festivals	Respond to public consultations	Number of consultation responses	As required	Strategy subgroup	Time	Strengthening the sector
		Increase communication between Festivals Forum and key stakeholders including the Arts Council of Northern Ireland, Northern Ireland Tourist Board, Tourism Ireland and Department for Social Development	4 presentations Increased attendance at Forum meetings by non-festival members	Q1–4	Strategy subgroup	Time	Strengthening the sector
		Establish Operations subgroup and agree actions	Quarterly meetings Action plan agreed and implemented	Q1–4	Operations subgroup	Time	Strengthening the sector
	<b>Total</b>						<b>£5,000</b>

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Marketing	Encourage shared resources	Maintain billboards contract	100 billboard sites used  36 festivals supported	Q1–Q4	Belfast City Council	£8,000	Strengthening the sector
		Maintain flag fields and promote usage	No. and duration of use by Forum members	Ongoing	Belfast City Council	Time	Strengthening the sector
		Share information on free and cost effective distribution	1 fact sheet	Q1	Marketing subgroup	Time	Strengthening the sector
		Broker Festivals Forum distribution/collection contract(s)	Uptake on contract by Forum members  No. of leaflets etc. distributed	Q2	Marketing subgroup	Time	Strengthening the sector
		Input in to review and enhancement of on-street communications	Contribution to review	Q2	Full Forum	As per Attracting audiences action plan	Attracting audiences
	Continue to promote Belfast as a city of festivals	Promote and maintain Belfast festivals website	No. of hits  No. of visitors  Uptake among Forum members	Ongoing	Marketing subgroup	£500	Attracting audiences
		Commission, publish and promote 'Jorge Fest' online content	No. of articles, Tweets, Facebook posts, podcasts	Q1–Q3	Marketing subgroup	£2,400	Attracting audiences

			etc.				
			No. of hits, visitors, etc.				
		Develop a P.R. and marketing action plan	1 action plan  Media coverage	Q2	Belfast City Council	As per Attracting audiences action plan	Attracting audiences
<b>Total</b>						<b>£11,400</b>	

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<b>Member support and development</b>	Share information	Host monthly Festival Forum meetings	11 events No. of attendees Feedback from Forum Members	Q1	Festivals Forum chair	£1,500	Strengthening the sector	
		Publish and maintain an up-to-date audit of venues and spaces	1 audit	Q1	Strategy subgroup	£1,000	Strengthening the sector	
	Promote partnership working and collaboration	Host one large-scale, celebratory event to encourage networking	1 event No. of attendees Feedback from Forum Members	Q4	Strategy subgroup	£2,000	Strengthening the sector	
		Facilitate border county networking	Increased partnership working between Belfast and border county festivals	Q1–Q2	Belfast City Council	£6,000*	Strengthening the sector	
	Improve communication	Develop online platform for information and	No. of hits	No. of users	Q1	Strategy subgroup	£1,000	Strengthening the sector
			No. of users					

		resource sharing					
	Facilitate training for organisations where gaps have been identified	Deliver one training and mentoring scheme for small-to-medium festivals	1 needs analysis 8 festivals participating	Q1–Q2	Belfast City Council	£50,000*	Strengthening the sector
<b>Total</b>						<b>£61,500</b>	

\* Supported under the Belfast PEACE III Plan by the European Union's European Regional Development Fund through the PEACE III Programme.

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Governance	Ensure Festivals Forum is fit for purpose	Review of membership to ensure that all members are active and engaged	Revised members list Increased participation rates	Q1	Strategy subgroup	Time	Strengthening the sector
		Agree terms of reference for the Forum and subgroups	TOR adopted	Q1	Strategy subgroup	£1,000	Strengthening the sector
<b>Total</b>						<b>£1,000</b>	

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