

Festivals Forum Draft Action Plan 2014/2015 Draft 4

Theme	Objective	Action	Performance indicators	Timescale	Responsibility	Budget	Notes / link to Cultural Framework
Lobbying and influencing	Increase the awareness of festivals' contribution to the city	Share case studies and develop methodology for capturing the ongoing socio-economic impact of festivals	Number of case studies shared Media coverage	Q1-Q3	Belfast City Council	Time	'Strengthening the sector'
		Increase communication between Forum and key stakeholders including ACNI, NITB, Tourism Ireland, DSD	Number of presentations Increased attendance at Forum meetings by non-festival members	Ongoing	Full Forum	Time	'Strengthening the sector' theme
	Ensure a joined-up one council and one-city approach to festivals	Establish outcome-focused working groups	Number of outcomes achieved	Q1-4	Steering Group	Time	'Strengthening the sector'
		Respond to public consultations	Number of consultation responses	As required	Full Forum	Time	Represent all Forum members
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Marketing	Encourage shared resources	Billboards contract - capitalising on economies of scale - free sites to members	Number of billboard sites used; number of festivals benefiting	Q1-4	Belfast City Council	£18,000	'Attracting Audiences'
		Banner fields contract – credit and free use of poles to members	Number of banner fields used; number of festivals benefiting	Q1-4	Belfast City Council	Contract maintained	'Attracting Audiences'
		Share information on free and cost effective marketing & distribution	Number of festivals benefiting	Q1-4	Belfast City Council	Time	'Attracting Audiences'
		Input into review and enhancement of on-street communications	Contribution to review	Ongoing	Marketing working group	Time	'Attracting audiences'
	Continue to promote Belfast as a city of	Promote and maintain Belfast festivals website and Festivals Calendar	Number of visitors Number of festivals	Ongoing	Marketing working group	Time	'Attracting Audiences'

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	festivals	Develop a PR and marketing action plan for Festivals Forum	1 action plan Media coverage	Q1-Q2	Belfast City Council	Time	'Attracting Audiences'
Member support and development	Share information	Host monthly Festival Forum meetings in cultural venues	Number of meetings and attendees Members feedback	Q1-Q4	Festivals Forum chair	£1000	'Strengthening the sector'
		Publish and maintain an up-to-date audit of venues and spaces	Number of venues used	Q1-Q4	Steering group	£0	'Strengthening the sector'
		Intranet on forum website to hold information of use to members	Number of hits Documents uploaded	Q1-4	Belfast City Council	£0	'Strengthening the sector'
	Promote partnership working and collaboration	Host one large-scale, celebratory event to encourage networking	Number of attendees Members feedback	Q4	Steering group	£900	'Strengthening the Sector'
		Facilitate networking opportunities (national / intl) for members	Number of events attended	Q2-Q4	Steering group	£1,000	'Strengthening the Sector'
	Improve communication	Maintain internet site	Number of hits	Q1-Q4	Steering group	Time	'Strengthening the Sector'
		Communicate useful and timely information with Members via email	Number of communications sent	Q1-Q4	Belfast City Council	Time	'Strengthening the Sector'
	Facilitate training where gaps have been identified	Deliver training / mentoring to members	Number of beneficiaries	Q2-Q4	Steering group	£2,000	'Strengthening the Sector'
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Governance	Ensure Festivals Forum is fit for purpose	Review of membership Implement new TOR's	Revised members list Increased participation	Q1-Q4	Steering group	Time	'Strengthening the Sector'