



Belfast City Council

Report to:	Development Committee
Subject:	Campaign for Attracting Audiences and Participation in the Arts
Date:	16 September, 2014
Reporting Officer:	John McGrillen, Director of Development, ext 3470
Contact Officer:	Lisa Toland, Head of Economic Initiatives & International Development, ext 3427

1	Relevant Background Information
1.1	<p><u>Cultural Framework for Belfast 2012–15</u> The Cultural Framework for Belfast 2012–15 was published in October 2012. Its vision is that:</p> <p style="padding-left: 40px;">By 2020, everyone in Belfast experiences and is inspired by our city’s diverse and distinctive culture and arts. Arts and heritage are valued for enriching quality of life and creating wealth, and the city’s culture and creativity is renowned throughout the world.</p>
1.2	<p>The Cultural Framework complements the Investment Programme, which recognises arts and heritage as key drivers of the city’s economy. It was developed in consultation with the arts and heritage sectors, and the Council’s approach has been cited as best practice. Its aims are arranged under four themes – Distinctly Belfast, Inspiring communities, Attracting audiences and Strengthening the sector – and its targets include:</p> <ul style="list-style-type: none">– Increasing audiences from Belfast by 10 per cent– Growing visiting audiences from 15 to 25 per cent– Establishing a strong, skilled, multifaceted arts and heritage infrastructure– Generating £8 in income for every £1 invested in the sector.
1.3	<p>The most common thematic areas that emerged from the consultation on the Framework were:</p> <ul style="list-style-type: none">– Facilitating leadership and collaboration– Marketing and audience development– Strengthening the sector– Promoting the city.
1.4	<p>As part of the Framework, Council committed to doing more to improve access to culture and arts across Belfast, including working closely with stakeholders, agencies and media to encourage enjoyment of what the city has to offer.</p>

1.5	<p>Under the Attracting Audience theme, three key aims were established:</p> <ul style="list-style-type: none"> – Increasing the number of residents taking part in culture and arts. – Increasing the number of visitors taking part in culture and arts. – Promoting Belfast as a diverse and dynamic cultural location to existing and potential local and out-of-state audiences.
1.6	<p>Associated with these aims is a commitment to develop targeted initiatives such as an audience development campaign.</p>

2	Key Issues
2.1	<p>It is proposed that the Tourism, Culture and Arts Unit (TCA) in partnership with Audiences NI and a campaign agency (appointed through an open procurement process) will deliver an audience development campaign to encourage participation in the arts across the city. This campaign will identify and address barriers to participating in the arts and present opportunities to take part including ticketing schemes that can offer free and/or discounted access.</p>
2.2	<p>Audiences NI is a named partner in the Cultural Framework. They are the audience development agency for arts in NI and as such they have large membership and only agency with access to data and box office systems of their members to help indentify gaps, inform campaigns and analyse/evaluate success. They also have exclusive rights to “Test Drive the Arts” - the free ticketing programme for first time users/participants.</p>
2.3	<p>In developing the campaign, efforts will be made to ensure that it:</p> <ul style="list-style-type: none"> – Represents the diversity of arts in the city including professional, community and voluntary arts. – Represents audience and participant-based opportunities to engage with the arts across the city. – Is accessible and that the methods employed are best placed to reach all communities within the city. – References the value, benefits and accessibility of participation of the arts – Focuses on a number of target groups – identified in advance of the campaign.
2.4	<p>The campaign will also contribute to investment in community arts, audience development and outreach projects and will promote the value and impact of voluntary and amateur arts and heritage groups.</p>
2.5	<p>Audiences NI – working with Council – will be responsible for the management of the campaign. An annual evaluation will be carried out at the end of the first year and this will provide the basis for a decision as to whether or not to proceed into the second and third years of the contract (subject to funding availability in future years).</p>
2.6	<p>Subject to agreement of the approach outlined, it is proposed that delegated authority be given to the Director of Development to approve the tender, subject to the completion of a contract by the Legal Services section. Progress to year 2 and year 3 of delivery will be subject to satisfactory progress against target and budget availability.</p>

3	Resource Implications
3.1	<p>£40,000 a year for three years (£120,000) from TCA budget. Budget for 2014/2015 has been provided for within current TCA budget. £10,000 to Audiences NI for management and evaluation of the campaign over the three year period.</p>

4	Equality and Good Relations Considerations
4.1	A full equality impact assessment of the Cultural Framework was carried out.

5	Recommendations
5.1	<p>It is recommended that Members note the contents of this report and:</p> <ul style="list-style-type: none"> – Approve the procurement of the campaign for attracting audiences and participation in the arts. – Commit £40,000 a year for three years (£120,000) to design and deliver the campaign with funding to be secured from the Tourism, Culture & Arts unit budget on an annual basis. – Give delegated authority to the Director of Development to approve the most economically advantageous tender for the campaign, subject to a form of contract being drawn up by Legal Services. – Allocate £10,000 from the Tourism, Culture and Arts unit budget to Audiences NI for the management and evaluation of the campaign over the three year period.

6	Decision Tracking
	<p>A report on year one of the campaign will be brought back to the Committee in June 2015.</p> <p>Timeline: June 2015 Reporting Officer: Lisa Toland</p>

7	Key to Abbreviations
	TCA – Tourism, Culture and Arts.