



Subject:	Cultural Framework for Belfast Action Plan 2016-2020
Date:	Wednesday 13 April 2016
Reporting Officer:	Donal Durkan, Director of Development, Ext.3470
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Is this report restricted?	Yes	<input type="checkbox"/>	No	<input checked="" type="checkbox"/>
Is the decision eligible for Call-in?	Yes	<input checked="" type="checkbox"/>	No	<input type="checkbox"/>

1.0	Purpose of Report
1.1	<p>The purpose of this report is to:</p> <ul style="list-style-type: none">– Update Members on the public consultation on the Cultural Framework for Belfast Action Plan 2016-2020– Seek approval for the revised draft to be adopted as the final Cultural Framework Action Plan 2016-2020– Seek approval for the accompanying year 1 Delivery Plan including approval to enter into relevant legal agreements and Service Level Agreement with named delivery partners.
2.0	Recommendations
2.1	<p>The Committee is asked to:</p> <ul style="list-style-type: none">– Note the contents of this report and– Agree the Cultural Framework Action Plan 2016-2020 and associated Year 1 Delivery Plan.
3.0	Main report
3.1	<p><u>Key Issues</u></p> <p>As Members will be aware, the public consultation on the Council's draft Cultural Framework for Belfast Action Plan 2016–20 closed on 23 March 2016. The Action Plan had been drafted following extensive engagement with the cultural sector and was</p>

	approved for consultation by the City Growth & Regeneration Committee in January 2016.
3.2	Twenty-five formal responses to the consultation were received.
3.3	The findings of the public consultation are summarised below. Copies of written responses and minutes of meetings are available from the Tourism, Culture and Arts (TCA) Manager on request. These have been used to revise the final draft of the Cultural Framework, which is included at Appendix 1 . Copies of the original consultation document, as well as specific amendments to this document, are also available from the Unit.
3.4	<p><u>General Findings</u></p> <p>The majority of respondents to the public consultation were supportive of the draft Cultural Framework Action Plan 2016-2020. In particular, comments were made on the coherent approach to supporting culture, arts and heritage in the city and the level of commitment demonstrated by Council. The feedback is largely an endorsement of the plan with additional comments relating to how some of the proposed initiatives might be further developed and shaped.</p>
3.5	<p><u>Distinctly Belfast Theme</u></p> <p>92% of respondents to the Distinctly Belfast theme fully agreed or mostly agree to the proposed plans. There was endorsement of the role culture and arts can play in helping to position the city internationally. Additional comments included assurance that communities would be at the heart of the development of the Belfast Story and that approaches should be identified to gather feedback from residents on the value of culture, arts and heritage.</p>
3.6	<p><u>Inspiring Communities Theme</u></p> <p>92% of respondents to the Inspiring Communities theme fully agreed or mostly agreed to the plans set out. Additional comments focussed on the need to ensure longer term approaches to developing partnerships.</p>
3.7	<p><u>Attracting Audiences Theme</u></p> <p>84% of respondents to the Attracting Audiences theme fully agreed or mostly agreed to the proposed plans. A number of responses identified the need for leadership from the Council to ensure that the culture, arts and heritage offer had increased visibility in the city. Challenges identified included the financial costs associated with accessing some of the city level marketing opportunities. An action has been proposed to address this by helping</p>

ensure affordable access to existing marketing platforms through collaboration and resource sharing.

3.8 Strengthening the sector Theme

84% of respondents to the Strengthening the Sector theme fully agreed or mostly agreed to the proposed plans and associated actions. This theme attracted the greatest level of response. Respondents praised the 4 year core funding that Council had provided. Requests were made for consideration of other initiatives ranging from practical support through use of vacant spaces to adopting a leadership role to help leverage external funding into Belfast's cultural sector. This feedback has been integrated into the revised plan.

3.9 A year 1 delivery plan has been drawn up to support this four year Action Plan and is included at **Appendix 2**.

3.10 The plan has taken into consideration the range of actions to be delivered over the 4 year period and has identified a number of priorities to be delivered in 2016-17.

3.11 Across each of the 4 themes, proposed actions include:

- Distinctly Belfast:
 - Deliver a "City as a Gallery" initiative and scope potential to attract EU funding or other relevant match funding support
 - Develop international support programme to showcase Belfast's culture, arts and heritage.

- Inspiring Communities
 - Conduct audit of all cultural activity in Belfast to identify current levels of engagement and any gaps in provision creating a cultural map of the city
 - Deliver capacity building programme for community-led arts projects
 - Develop artists in communities programme.

- Attracting Audiences
 - Set up Strategic Attracting Audiences Steering Group for the city
 - Develop and deliver audience development and marketing initiatives
 - Create opportunities for collaborative marketing and clustering to increase the profile of events across the year.

<p>3.12</p> <p>3.13</p> <p>3.14</p>	<ul style="list-style-type: none"> - Strengthening the Sector: <ul style="list-style-type: none"> - Establish Memorandum of Understanding with key partners including Arts Council of Northern Ireland - Benchmark Belfast’s cultural competitiveness against comparator cities - Deliver skills development and training programme - Review non-core funding streams and launch revised programme. <p>Targets set out in the Cultural Framework Action Plan 2016-2020 will be monitored on a quarterly basis and reported on annually.</p> <p><u>Financial & Resource Implications</u></p> <p>The Year 1 Delivery Plan will be supported by 2016/17 Tourism, Culture & Arts budget.</p> <p><u>Equality or Good Relations Implications</u></p> <p>The full Cultural Framework Strategy was subject to an Equality Impact Assessment. This updated action plan will continue to be monitored accordingly.</p>
<p>4.0</p>	<p>Appendices – Documents Attached</p>
	<p>Appendix 1: Final Draft Cultural Framework for Belfast 2016-2020</p> <p>Appendix 2: Cultural Framework Year 1 Plan</p>