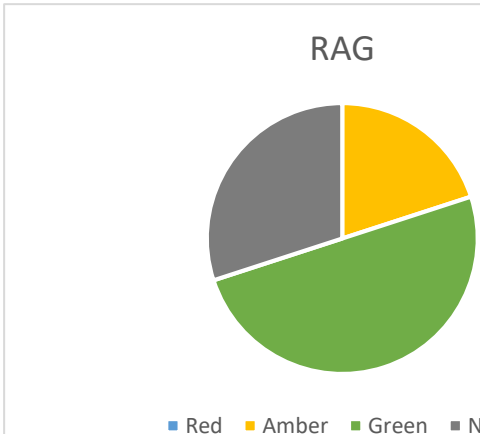




Armagh City Banbridge & Craigavon Borough Community Planning Partnership

Creative Place

Chair Report: One Reporting Period: January 2019 – June 2019

<p>Update from the Chair – Averil Morrow, Education Authority</p> <p>Creative Place is working on a total of 10 actions grouped under three overall strategic actions.</p> <p>The action coordinators have kept in close contact over the months since the initial action plan development to support one another and keep up to date with progress. We know that the profile of Creative Place will take time to develop across the borough however we feel that short term gains have been made that show the potential for scalability – establishing a “brand” – Creative ABC and using the focus of the Get Creative Festival.</p>	<p>RAG Overall</p>  <p>A pie chart titled 'RAG' showing the overall status of actions. The chart is divided into four segments: a large green segment (Green), a smaller yellow segment (Amber), a smaller grey segment (No AC), and a very small blue segment (Red). A legend below the chart identifies the colors: Red (blue square), Amber (yellow square), Green (green square), and No AC (grey square).</p>
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Featured Action – Strengthen Creative Profile: Collaborative Cross-Borough Creativity Campaign, Kirsty McClelland, Libraries NI

<p>How Much? Can measure the number of groups that input information onto the Get Creative Map</p> <p>Please see below the organisations that contributed to the Map this year</p> <table border="1" data-bbox="206 1297 741 1469"> <thead> <tr> <th>Organisation</th> <th>Location</th> <th>No of events</th> </tr> </thead> <tbody> <tr> <td>Libraries NI</td> <td>9 libraries</td> <td>16</td> </tr> <tr> <td>Market Place Theatre</td> <td>Armagh</td> <td>2</td> </tr> </tbody> </table>	Organisation	Location	No of events	Libraries NI	9 libraries	16	Market Place Theatre	Armagh	2	<p>How well? Establish a baseline within the Action Plan for future projects.</p> <p>Baseline for partner organisations engagement in the Get Creative Festival 2019</p> <p>Organisations successfully listed on the map using dedicated #CreativeABC strapline e.g. Libraries NI</p> <p>Organisations successfully listed on map without strapline e.g. Market Place Theatre</p> <p>Organisations submitted events but these were not listed on map e.g. FE McWilliams Gallery</p>	<p>Is anyone better off?</p> <p>A range of participants took part in the range of creative activities offered across the borough.</p>
Organisation	Location	No of events									
Libraries NI	9 libraries	16									
Market Place Theatre	Armagh	2									

GetactiveABC	Armagh	1	Organisations had programme and budget allocated before the decision to participate in the festival was made. Therefore, they had no activity planned during the Festival week to list e.g. AmmA Centre	
The Viking Experience	Portadown	2		
			Organisations knew about the Festival but did not try to participate.	
			Organisations unaware that community planning wanted to actively promote events and activities via the Festival map.	

<p>Successes</p> <ol style="list-style-type: none"> 1. Vision and Action Plan for ABC council area to be a Creative Place is progressing 2. Input and focused efforts from Action coordinators and partner organisations. 3. Positive start with consistent marketing i.e. #CreativeABC 4. Engagement with first creative campaign 5. Lessons can be learned from feedback for this initial engagement 	<p>Challenges</p> <ul style="list-style-type: none"> • Communication between large number of partners • Permissions granted by partner organisations • Engaging with potential audiences and getting the messages out into the wider community about “Creative Place” • Starting the change in attitudes towards creative activities and enabling others to show leadership in this area.
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<p>Issues for follow up by CPSP</p>
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Creative Place

Progress Report 1

January 2019 – May 2019

THEMATIC ACTION PLANNING TEAM: CREATIVE PLACE

CHAIR: Averil Morrow; Education Authority **COUNCIL LEAD:** Brian Johnston; Head of Tourism, Arts & Culture

Creative Place Long- term Outcome

Our borough is an inspirational and creative place offering quality, inclusive arts and cultural experiences

Short-term outcome

- More people benefit from high quality, accessible artistic and cultural engagement and expression
- Better partnership working helps to nurture skills development, foster innovation and raise our profile as a region that champions creativity

Population Indicator

- Percentage of people (ages 16+) engaging with arts/cultural activities in the past year

Links to Programme for Government Draft Outcomes

- We are an innovative, creative society where people can fulfil their potential

Strategic Action one: Strengthen Creative Profile

Action	Tasks	Partners (Action coordinator in Bold)	Time frame	Resource required	RAG	Performance measure
1. Develop ABC Creative Place Message	<ul style="list-style-type: none"> ✓ SRC students will research & develop a strapline based on “the Creative Place” ✓ Font & mode of use to be agreed including social media identity ✓ Communication Plan to raise awareness & include business & innovation sector ✓ Link with Get Creative Festival 	<p>Chris Hobson, SRC Riann Coulter, Tourism, Arts and Culture, ABC Council</p> <p>Libraries NI AMMA Ballyhegan & Kilmore Heritage Group Education Authority Arts Council NI; Creative industries; Tourism; schools; community & voluntary sector groups</p>	Year 1			<p>How much did we do? 18 times of # uses during specified campaign(s) The tag has been used use 18 times by 5 organisations; ABC Community Network have received 572 likes, F.E McWilliams had 7 Shares and 10 likes Create Innovate Armagh received 203 likes Sport NI have also shared and used the tag. #CreativeABC on Instagram has completed 18 posts to date.</p> <p>How well? percentage comparative increase/decrease in # during campaign Percentage of partners who would use # in throughout 19/20 We hope to achieve a 100% increase in the usage of the tag going forward into 19/20.</p> <p>Is anyone better off? Number & percentage of partners who agree that the initiative has established a unified creative identity for the Borough Number & percentage of partners who feel the initiative has helped establish the Borough as a creative place Number & percentage of partners who feel the initiative has led to more effective promotion of local events, businesses and activities</p>
Case Studies						
Challenges						
Branding all events and making the hashtag available to everyone. Rather than being a downloadable image the most accessible approach is to communicate the #hashtag instead.						

Strategic Action one: Strengthen Creative Profile

Action	Tasks	Partners (Action coordinator in Bold)	Time frame	Resource required	RAG	Performance measure															
2. Collaborative Cross-Borough Creativity Month Campaign	<ul style="list-style-type: none"> ✓ Use Get Creative Festival 11-19 May 19 as pilot ✓ Identify groups, creatives & businesses & circulate guidance ✓ Aim is to get groups within the Borough to populate the activity map with what's occurring during this time ✓ Use the Creative Place strapline/hashtag ✓ Link to Creative Place wider group meeting 	Kirsty McClelland, Libraries NI ABC Council; SRC Ed. Authority; AMMA; John Hewitt Society; FE McWilliams Gallery Arts Council NI; DfC; Creativity NI; Visual Arts Ireland; schools; Enterprise Agencies; community/voluntary/arts groups; Flash Fiction Armagh; City Chapter; Mt Ida Pottery; Ferguson's Linen	Year 1 (e.g. Creativity Month-March or Get Creative Festival - May) Year 2			<p>How much did we do? Please see below the organisations that contributed to the Map this year</p> <table style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="text-align: left;">Organisation</th> <th style="text-align: left;">Location</th> <th style="text-align: left;">No of events</th> </tr> </thead> <tbody> <tr> <td>Libraries NI</td> <td>9 libraries</td> <td>16</td> </tr> <tr> <td>Market Place Theatre</td> <td>Armagh</td> <td>2</td> </tr> <tr> <td>GetactiveABC</td> <td>Armagh</td> <td>1</td> </tr> <tr> <td>The Viking Experience</td> <td>Portadown</td> <td>2</td> </tr> </tbody> </table> <p>How well did we do it? e.g. percentage of participants who would recommend course Establish a baseline within the Action Plan for future projects. Baseline for partner organisations engagement in the Get Creative Festival 2019 Organisations successfully listed on the map using dedicated #CreativeABC strapline e.g. Libraries NI Organisations successfully listed on map without strapline e.g. Market Place Theatre</p>	Organisation	Location	No of events	Libraries NI	9 libraries	16	Market Place Theatre	Armagh	2	GetactiveABC	Armagh	1	The Viking Experience	Portadown	2
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<p>Case Studies and achievements</p> <ol style="list-style-type: none"> 1. Vision and Action Plan for ABC council area to be a Creative Place is progressing 2. Input and focused efforts from Action coordinators and partner organisations. 3. Positive start with consistent marketing i.e. #CreativeABC 4. Engagement with first creative campaign 5. Lessons can be learned from feedback for this initial engagement 																					
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Strategic Action one: Strengthen Creative Profile

Action	Tasks	Partners (Action coordinator in Bold)	Time frame	Resource required	RAG	Performance measure
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Strategic Action two: Build Creative Capital

Action	Tasks	Partners (Action coordinator in Bold)	Time frame	Resource required	RAG	Performance measure
1. Establish Arts, Creativity, Culture & Heritage Forum	<ul style="list-style-type: none"> ✓ Link to Creative Place wider group meeting in May ✓ Update on progress ✓ Guest speaker ✓ Develop TOR 	Riann Coulter, Tourism, Arts and Culture, ABC Council CP TAP Team + wider Arts Council NI	Year 1-			<u>How much?</u> number of arts, culture and heritage organisations/groups/individuals participating in the forum number of meetings held <u>How well?</u> no and percentage of members who consider the forum is beneficial for their organisation/own practice no and percentage of organisations participating in forum after 2 years <u>Is anyone better off?</u> Number & percentage of members reporting increased in knowledge of other arts, culture and heritage organisations in the Borough and their activities Number & percentage of members reporting improved partnership working Number & percentage of members who feel the Forum has raised the collective profile of the creative and cultural sector

Strategic Action two: Build Creative Capital

Action	Tasks	Partners (Action coordinator in Bold)	Time frame	Resource required	RAG	Performance measure
Case Studies						
Challenges						

Strategic Action two: Build Creative Capital

Action	Tasks	Partners (Action coordinator in Bold)	Time frame	Resource required	RAG	Performance measure
2. Explore Creative Place & Skills & Enterprise TAP Team links	<ul style="list-style-type: none"> ✓ Invite Economic Development to group ✓ Raise awareness via Business Partnership Alliance & similar ✓ Representation at Skills & Enterprise meetings – STEAM speaker 	Jennie Dunlop, Community Planning, ABC Council ABC Council; Ed. Authority; Brownlow Ltd, Invest NI, Creative Industries; Young Enterprise;				To be agreed

Strategic Action two: Build Creative Capital

Action	Tasks	Partners (Action coordinator in Bold)	Time frame	Resource required	RAG	Performance measure
3. Creative Role Models Resource	<ul style="list-style-type: none"> ✓ Create Your Career 12th March ✓ Recruit business/creative contributors to act as a resource for schools, youth groups etc. ✓ Potential page on Creative Place website with contributor profiles & joint projects 	Averil Morrow, Education Authority AMMA, SRC, school careers, community, businesses	Year 1 – Create your Career event March 2019			<p>How much? One Create Your Career event in March 2019 Event was developed and hosted in collaboration with SRC with 4 main contributors from across NI 160 students from across the borough attended Create Your Career</p> <p>How well? Based on evaluations, 100% Create Your Career event attendees were satisfied that the event met their needs</p>
4. Creativity in Business Initiative for schools	<ul style="list-style-type: none"> ✓ 	Averil, Education Authority SRC; Careers Service; Schools; Arts Council				<p>100% of partners and contributors would recommend involvement in the initiative to others and felt that the innovative approach to highlighting careers in the creative industries was something that others could benefit from.</p> <p>Is anyone better off? 160 – 100% Create Your Career event attendees have a greater awareness of local creative sector employment opportunities 160 – 100% of Create Your Career event attendees have a better understanding of creative career pathways Both partners (AmmA and SRC) recognise the inter-dependence of creativity & business Both partners feel the initiative has helped reinforce the regional profile of the Borough as a Creative Place</p>
Case Studies						
<ul style="list-style-type: none"> - The event caused was well attended by young people who are particularly interested in a career in this sector. - Other activities organised by the Create Innovate Armagh project and AmmA were planned to coincidence with Create Your Career, building a synergy at that time. 						

Strategic Action two: Build Creative Capital

Action	Tasks	Partners (Action coordinator in Bold)	Time frame	Resource required	RAG	Performance measure
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Challenges

- Identifying suitable contributors that are relevant for young people
- Ensuring that the event provides a meaningful interaction with young people that schools and colleges can build on within their careers education programmes.

Strategic Action three: Increasing Attendance & Participation by making Creativity, Arts, Culture and Heritage more Inclusive

Action	Tasks	Partners (Action coordinator in Bold)	Time frame	Resource required	RAG	Performance measure
2. Audience Development Initiatives	<ul style="list-style-type: none"> ✓ Priorities are children & older people (Live Well) ✓ SLAs with community arts organisations to identify barriers & target groups 	<p>Riann Coulter, Tourism, Arts and Culture, ABC Council</p> <p>Health and Recreation, ABC Council; SRC Ed. Authority; AMMA; John Hewitt Society; FE McWilliams Gallery Arts Council NI; Community & Voluntary Sector Panel; Community networks; FAP (ABC)</p>	Year 1 -			<p>How much?</p> <ul style="list-style-type: none"> Number of groups targeted Number of venues participating Number of artists participating Number of audience development projects Number of audience development participants <p>How well?</p> <ul style="list-style-type: none"> Number & percentage of audience development participants who would recommend the arts, culture or heritage activity to others Number & percentage of venues/artists more aware of participant/audience barriers/needs Number & percentage from target groups <p>Is anyone better off?</p> <ul style="list-style-type: none"> Numbers & percentage of participants who intend to take part in arts/culture/heritage activity again Number & percentage of participants who have developed new skills/new friendships/feel part of their local community/increased confidence Number & percentage of participants who intend to visit venue in the future Number & percentage of artists/venues who have developed or changed their practice as a result Venues feel that their audiences/participants are more diverse as a result of this project

Strategic Action three: Increasing Attendance & Participation by making Creativity, Arts, Culture and Heritage more Inclusive

Action	Tasks	Partners (Action coordinator in Bold)	Time frame	Resource required	RAG	Performance measure
Case Studies						
<ul style="list-style-type: none"> - The event caused was well attended by young people who are particularly interested in a career in this sector. - Other activities organised by the Create Innovate Armagh project and AmmA were planned to coincidence with Create Your Career, building a synergy at that time. 						
Challenges						
<p>Shortage of resources within Council team to run additional programmes to target new communities and extend existing work with rural people, low income and people who do not currently engage.</p> <p>Need to work with partners to devise and deliver new initiatives.</p>						

Action Coordinators to be identified

Strategic Action two: Build Creative Capital

Action	Topic for consideration	Partners (Action coordinator in Bold)	Time frame	Resource required	RAG	Performance measure
5. STEAM Shop	Creative sector & small businesses bring problems for solution during work experience. Arising from AMMA initiative. Potential to model the Queens Science Shop & potentially bring in SRC. Provides a resource for creative & business sectors & showcasing the value & application of creative skills to operations.	ACTION COORDINATOR TO BE CONFIRMED ABC Council; Ed. Authority; Brownlow Ltd; Social Enterprise, NIHE; SRC; Invest NI; Enterprise Centres; Area Learning Communities; Observatory, Planetarium				

Strategic Action three: Increasing Attendance & Participation by making Creativity, Arts, Culture and Heritage more Inclusive

Action	Topics for consideration	Next Steps	Partners (Action coordinator in Bold)	Timeframe	Performance measure
<p>1. Central Calendar for creative & cultural events</p>	<p>Online resource that compiles information & promotes what is going on locally & promote. Rather than undertake separate activity mapping research, we could encourage groups to upload information on courses/events they are running. We will research the suitability of existing platforms such as Creativity NI. However, danger in ABC Creative Place identity getting lost in NI wide platform. May need a micro-site with listings. Potential to develop specific ABC online calendar, could take the form of an interactive map - then data could be used to analyse “hot & not spots” to inform development of Clusters & target audience development initiatives. Would be useful to highlight/promote existing venues/facilities/group interests/contact details on</p>	<ul style="list-style-type: none"> ✓ Initial step analyse data from Get Creative Map ✓ Link to Forum 	<p>TBC Libraries NI SRC; AMMa; ABC Council Education Authority Arts Council NI; DfC; community & voluntary sector groups; Creativity Forum</p>	<p>Year 1 -</p>	

Strategic Action three: Increasing Attendance & Participation by making Creativity, Arts, Culture and Heritage more Inclusive

Action	Topics for consideration	Next Steps	Partners (Action coordinator in Bold)	Timeframe	Performance measure
	section of site. Concern over budget & hosting/maintenance implications. Consider free admission (doesn't mean won't spend money)				
3. Creative Spaces	Creativity in unexpected places, not just arts venues (supports Raising profile action). Schools & Creative Businesses involved. Could be linked to Creativity month. Links to Enhanced & Revitalised Place TAP Team. Promotes town/village centre regeneration. Creative use of bandstands (as per Scarva). Blacksmith, tin making (link Moneypennys). In Bangor used Shipping containers. Could do pop up play events. SRC students video events. Don't have to be in shops	<ul style="list-style-type: none"> ✓ Recruit Action Coordinator ✓ Raise awareness with Enhanced Place TAP Team ✓ Potentially link with Get Creative Festival in May 19 	Regeneration/ Town Centre Manager AMMA, Banbridge Art Club; SRC; EA Youth Service; Council; Arts Council; Business Enhanced and Revitalised Place TAP Team	Year 1 -	