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## Creative Place Thematic Action Planning Team

### Workshop one Meeting Notes

**DATE:** Monday 1<sup>st</sup> October 2018 **TIME:** 9.30 am, **VENUE:** Market Place Theatre, Armagh

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**Attendees:** **Armagh City Banbridge and Craigavon Borough Council** –Brian Johnston, Darren Heasty, Emma Gribben, Jennie Dunlop, Jennifer Doak, Joan Noade, Karen McKernan, Michelle Markey, Riann Coulter, **Armagh Pipers Club** - Ciarán Ó Maoláin, **Brownlow Ltd**- Brendan Curran, **City of Armagh Rugby Football Club** -Ken Redpath, **Department for Communities** - Ciaran Mee, **Education Authority** - Averil Morrow, **John Hewitt Society** -Tony Kennedy, **Libraries NI** - Kirsty McClelland, **Lislea Community Association** -Sheila McCreesh, **Northern Ireland Housing Executive** -Stephen Reynolds, **Wallace Consulting** - Joanne Wallace

**Apologies:** **Armagh City Banbridge and Craigavon Borough Council** –Elaine Gillespie, Karen Clarke, Sharon Daly P2000 – Geraldine Lawless, **The Right Key** – Sheila Smyth, Plunkett Campbell.

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#### 1. Welcome & Introduction

Averil Morrow, Education Authority welcomed members as Chair of the Creative Place TAPT. Jennie Dunlop, Community Planning Manager, ACBC Borough Council outlined the Community Planning (CP) process and role of this group:

1. Develop clear, achievable and measurable shared action plans to cover a 2-year period
2. Consult with stakeholders and promote involvement of Section 75 groups in this process
3. Implementation within a performance management framework
4. Ensure cross-cutting themes are integrated

#### 2. Creative Place

Members were asked what they felt were the ingredients of a Creative Place. Thoughts are grouped thematically in Table 1 overleaf.

#### 3. Baseline Statistics

Jennifer Doak, NISRA presented key statistics relevant to the Action Planning. Further detail is presented in the Baseline Report. Members were asked to familiarise themselves with this as we will explore in Workshop 2.

#### 4. Headline Issues

Members discussed their own experiences and identified current issues and weaknesses within the creative sector. These are inter-linked and summarised as:

- Low profile of the arts
- Weak arts infrastructure
- Lack of value placed on the arts
- Low participation/attendance levels
- Misperceptions about the arts

Further detail can be found in Table 2, alongside member's suggestions for improvement.

**Table 1 What Makes a Creative Place?**

<b>A Creative Place...</b>	
<b>Interesting things happening</b>	Places to visit, galleries, theatres; Creative workshops; Artists, crafts people, writers & musicians live & work here; Where people come together to explore creativity/artistic talents
<b>Innovative</b>	Imagination & thinking outside the box is encouraged; A space to create & make; Continually evolving; Open to new things & ideas
<b>Creative core</b>	People can be creative in their everyday lives Unrestricted by place or definition – it's everywhere including nature, at home playing with kids, working in a group – solving a problem, alone or with others Celebrates diversity Allows fusion of different aspects of life Children are encouraged to explore their creativity A place to express yourself;
<b>Feeds Curiosity</b>	A place to share with others Somewhere to explore; Somewhere people want to be Captures the imagination; Celebrates tradition & tomorrows heritage
<b>Supportive</b>	Nurtures talent; Brings people together; A place to learn from others; Safe; Open to partnership; Self-expression is valued; Encourages engagement & participation

**Table 2: Current Issues & Ways to Address**

Current Weakness		Our Creative Place will...		We Should...	
<b>Low Profile</b>	Lack of champions; No uniqueness/identity; Lack of promotion; Not making most of talented people – missed opportunities	<b>Feed Curiosity</b>	A place to share with others Somewhere to explore; Somewhere people want to be Captures the imagination; Celebrates tradition & tomorrow’s heritage	<b>Find what is Unique &amp; Special to us &amp; Promote It</b>	Be bold & showcase what we have (e.g. Game of Thrones) Engage private sector Link to tourism Define individual & combined strengths – product Celebrate uniqueness Follow journey of successes – get them back & showcase Better marketing Hotel & venue packages
<b>Low Value</b>	Lesser subject in schools; Not taken seriously; Separate entity	<b>Be Innovative</b>	Imagination & thinking outside the box is encouraged; A space to create & make; Continually evolving; Open to new things & ideas; Children are encouraged to explore their creativity	<b>Make Arts Relevant</b>	Connect to employment, wellbeing, education/skills; Highlight benefits to economy; Promote young entrepreneurs; Links to enterprise centres; Good arts means good business; Reduce isolation Builds cohesion
<b>Weak Arts Infrastructure</b>	Low capacity; Lack of investment; Artists work alone; Legislative barriers around events prohibit small groups; Working in silos; More funding Belfast & Derry	<b>Have Interesting things Happening</b>	Places to visit, galleries, theatres; Creative workshops; Artists, crafts people, writers & musicians live & work here; Where people come together to explore creativity/artistic talents	<b>Harness People Power</b>	Combine forces Network Disseminate funding opportunities Joint funding applications Celebrate together Central calendar of activities –Arts Month

Current Weakness		Our Creative Place will...		We Should...	
<b>Misperceptions</b>	Think too expensive - formal paid activities; “Not for me”; No good art – ability; “stick to what they know”	<b>Have a Creative Core</b>	Be creative in everyday lives; Unrestricted by place/definition – it’s everywhere including nature, at home playing with kids, working in a group – solving a problem, alone or with others; Celebrates diversity/fusion of different aspects of life; A place to express yourself;	<b>Change the way we think about the arts</b>	Show wide range of mediums Improve links with artists Challenge understanding of what art is Improve cultural understanding Tap into people’s interests Can be no cost – imagination & play Digital media Reimaging All abilities
<b>Low Participation &amp; Attendance Levels</b>	Not appreciated - free activities; Not prioritised over competition; Wont travel/can’t be bothered; Marketing & promotion not good; NI divide – lack of intercommunity mobility; Physical Access/Geographic skew (rural)	<b>Be Supportive</b>	Nurtures talent; Brings people together; A place to learn from others; Safe; Open to partnership; Self-expression is valued; Encourages engagement & participation	<b>Make us more Customer Focused</b>	Raise profile of arts venues Convince people to attend Make it relevant Improve way we communicate, language used Better links community/venues Use of social media Doesn’t have to be in a venue Tailor around customer (e.g. times) Dedicated programmes – rural areas, specific groups, provide transport Provide learning opportunities

## 5. Strategic Priorities

Strategic Priorities will inform the development of actions and beneficiary targeting. There were discussions regarding priority areas for future collaborative working within community planning. Based on collation of the feedback these are suggested as:

- **Strengthening the Borough's Creative Profile:** addressing lack of uniqueness, visibility, promotion, relevance
- **Building & Supporting Creative Capital:** addressing weak sectoral infrastructure
- **Increasing Attendance & Participation in Arts, Culture and Heritage:** addressing access & inclusion issues for target groups, building confidence & skills to support engagement, better "connecting" with people, addressing narrow definition & low value

Action: Members to consider the above for agreement in Workshop 2.

## 6. Service Mapping

Members completed a template describing their creative interests and current partnerships. Introductions were made around the room, highlighting the wide breadth of activities and scope for collaboration. The collated snapshots will be provided at Workshop 2 and will assist members when formulating actions and identifying partner's/target groups.

## 7. Successful Partnerships

Members identified the following as being important to a successful partnership.

### **Our Partnership**

**Legal Framework Trust Communication Shared  
Vision & Purpose Diverse Community Inclusive  
Representative Equality Openness Respect  
Clear Roles & Purpose Complementarity  
Patience Win-Win Bigger Picture Understand  
Each Other Passion Discussion Best Use of  
Resources Best Practice Outside the Box  
Change Funding Commitment Confidence in  
Each Other Opportunities Share Stronger  
Listens & Reflects Enthusiastic Accountable  
Teamwork Loyalty Focus Good Decisions**

## **8. Next Steps**

Members were asked to read over the Terms of Reference and Baseline Reports, contained in the attendance pack for agreement and discussion at Workshop 2.

- Workshop 2 is Tuesday 9<sup>th</sup> October, 9:30am-1:00pm at Millennium Court Arts Centre, William Street, Portadown (Lunch provided).

### **Workshop 2 will focus on:**

- Recap Workshop 1;
- Exploring the Baseline;
- Introduction to Actions & targeting;
- Engagement.