



Creative Place Thematic Action Planning Team Workshop one Meeting Notes

DATE: Tuesday 9th October 2018 TIME: 9.30 am VENUE: Millennium Court & Arts Centre, Portadown

Attendees: Armagh City Banbridge and Craigavon Borough Council – Darren Heasty, Jennie Dunlop, Jennifer Doak, Karen Clarke, Karen McKernan, Lynn Esler, Michelle Markey, Riann Coulter, Sharon Daly, Education Authority – Averil Morrow, Brownlow Ltd – Brendan Curran, Armagh Pipers Club – Ciarán Ó Maoláin, P2000 – Geraldine Lawless, City of Armagh Rugby Football Club – Ken Redpath, Friends of FE McWilliam/Banbridge Arts Club – Millie Moore, Lislea Community Association – Sheila McCreesh, Libraries NI – Kirsty McClelland, NIHE – Stephen Reynolds, John Hewitt Society – Tony Kennedy, Department for Communities – Simon Sloan, Wallace Consulting – Joanne Wallace

Apologies: Arts Council of Northern Ireland – Damien Smyth, Armagh City Banbridge and Craigavon Borough Council – Elaine Gillespie, Emma Gribben, Brian Johnston, Joan Noade, Department for Communities – Ciaran Mee, The Right Key – Sheila Smyth, WB Yeats and Tullylish – Plunkett Campbell

1. Welcome & Introduction

Averil Morrow, Education Authority welcomed members as Chair of the Creative TAPT. The purpose of this session is to agree strategic priorities, start to develop actions under these and plan our community engagement activities.

2. Recap of Workshop 1

Partners were reminded of the issues highlighted in the first workshop. These were combined under various themes and preliminary actions arising from conversations and those suggested at the Phase One Thematic Action Group sessions included (see Table 1).

Partners agreed that this reflected the discussions undertaken and agreed the three priorities for Creative Place to be:

- **Strengthening the Borough's Creative Profile:** addressing lack of uniqueness, visibility, promotion, poor economic/business connections
- **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

Partners stated that language mustn't be off-putting and potentially we should be focusing on creativity rather than "arts" and "artists" as this may present barriers in itself. Potential to rename "Increasing Attendance & Participation in Arts, Culture and Heritage" priority to:

"Extending Creativity, Culture and Heritage Experiences"

Partners had no comments on the Terms of Reference and Values highlighted at Workshop 1 will be included in document.

Action: Renaming of Priority for discussion at Workshop 3

Update to Terms of Reference

Partners not at Workshop 1 to complete Partner Mapping Template

3. Introduction to Action Planning

Partners were asked to discuss preliminary action ideas and develop these further, highlighting how their own connections/activities could be used to provide added value (see Table 1).

Action: These will be developed further at Workshop 3, in light of engagement feedback.

4. Effective Targeting

Jennifer Doak, NISRA presented a statistical breakdown of sections of the community with lower levels of engagement in the arts. These included males, over 65s, widowed/separated/divorced, people with no dependants, people with disabilities, people in rural areas, areas of socio-economic disadvantage. It was suggested that actions should be shaped to target these individuals.

5. Engagement Needs & Mapping Exercise

CP Partners are required to seek the views of the community and take them into account when planning and delivering activities. Engagement should involve Section 75 groups and rural dwellers. The group conducted an exercise to identify who to consult and by which methods. Partners were assigned to targets using their contacts and networks (see Table 2).

Joanne agreed to develop a Children and young people version for circulation.

Action: Joanne and CP Team to circulate surveys and list of engagement commitments.

Partners to complete engagement and submit feedback to CP Team as soon as possible and by **30 October 2018** at the latest.

6. Next Steps

Engagement process to be completed and information submitted by **30 October 2018 at the latest**. Reminder for anyone **not at Workshop 1** to complete Partner Mapping Template for update also by 30 October 2018.

Remaining Workshop dates (lunch provided) are:

Workshop 3	Tuesday 6 November 2018	9:30 AM	The Market Place Theatre Armagh*
Workshop 4	Thursday 22 November 2018	9:30 AM	Old Town Hall, Banbridge

**Please note a change of venue for workshop three.*

Workshop 3 will focus on:

- Recap Workshop 2;
- Engagement Feedback;
- Collaborative Gain;
- Action Planning.

Table 1 Issues, Aspirations & Long List of Actions

1. STRENGTHEN THE BOROUGH'S CREATIVE PROFILE					
Current Weakness		Our Creative Place will...		We Should...	
Low Profile	Lack of champions; No uniqueness or identity; Lack of promotion; Not making most of talented people – missed opportunities	Feed Curiosity	A place to share with others Somewhere to explore; Somewhere people want to be Captures the imagination; Celebrates tradition & tomorrow's heritage	Find what is Unique & Special to us & Promote It	Be bold & showcase what we have (e.g. Game of Thrones) Engage private sector Link to tourism Define individual & combined strengths – product Celebrate uniqueness Better marketing Hotel & venue packages
Action		Description/Detail			Partner Contributions
ABC Creativity, Arts, Culture & Heritage brand		Develop a "Creative Place" brand using Food Heartland Model Link Tourism/Enhanced/Revitalised/Community TAPs, business connections			<ul style="list-style-type: none"> • Economic Development expertise • Support under Council Cultural Framework?
Collaborative Cross-Borough Creativity Month Campaign		<p><i>Need to agree timing (is it 1 month?)</i></p> <p>Combined promotional activity Should showcase wide breadth of arts, culture & heritage, things you might do & not interpret as creativity or cultural – sports, cookery, gardening, play, creative decision-making, architecture, folklore etc. Links to idea of being creative in everyday life – theme of Creative Minds? Employers get involved - staff create something reflecting their work – will have people with creative interests in workforce, could be using materials they work with, competition? <i>Supports Participation Priority</i></p>			<ul style="list-style-type: none"> • AMMA has digital expertise • Council support with branding • Partner connections encourage sectors to programme around slot • Economic Development links
Map & Contribute to Existing Campaigns		<p>Outside of Creativity Month - Provides more opportunities to get involved, extends reach & raises profile as Creative Place e.g. Culture Night, Year of Food & Drink, Enterprise Week <i>Potentially linked to Creative Place branding & Clustering</i></p>			<ul style="list-style-type: none"> • Partner connections – through TAPs

2. BUILDING & SUPPORTING CREATIVE CAPITAL

Current Weakness		Our Creative Place will...		We Should...	
Weak Arts Infrastructure	Low capacity; Lack of investment; Artists work alone; Legislative barriers around events prohibit small groups; Working in silos; More funding Belfast & Derry	Have Interesting things Happening	Places to visit, galleries, theatres; Creative workshops; Artists, crafts people, writers & musicians live & work here; Where people come together to explore creativity/artistic talents	Harness People Power	Champions Combine forces, network & celebrate together Central Calendar–Arts Month Follow journey of successes – get them back & showcase Disseminate funding opportunities Joint funding applications
Action	Detail			Partner Contributions	
Establish Arts, Creativity, Culture & Heritage Forum	Lobbying role to raise the profile of the sector & improve partnership working. Mentoring, sharing information on funding opportunities			<ul style="list-style-type: none"> • Support under Council Cultural Framework? • Venues -space for meetings? • Exploit Council & partner links 	
Research to Identify “Hot Spots” & Clusters	Develop Interactive Map capturing creative & cultural activities <i>This would be first step in Creative Clustering & would reinforce Creative Place concept</i> Based on mapping, develop and support development of Creative Clusters - themed approach across the Borough potentially using storytelling, sense of place, characters messages (these will support the ABC Brand, infrastructure & Participation priorities). <i>Could Council grants support sharing & cluster development? Recipients must contribute to Creativity Month?</i>			<ul style="list-style-type: none"> • Support under cultural Framework? • Link to Community and Enhanced/Revitalised place TAPs • Support under Council Cultural Framework? 	
Expand Arts & Business	Encourage corporate responsibility, build relationships arts & business. Support with business plans, marketing, accounts etc.			<ul style="list-style-type: none"> • Arts & Business links 	

Current Weakness		Our Creative Place will...		We Should...	
Low Value	Lesser subject in schools; Not taken seriously; Separate entity	Be Innovative	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	Make Arts Relevant	Connect to employment, wellbeing, education/skills; Highlight benefits to economy; Promote young entrepreneurs; Links to enterprise centres; Connect Creative Industries & schools Good arts means good business; STEAM
Action		Detail			Partner Contributions
Creative Role Models Resource		Create Your Career - Reflects range of sectors (including industry) – recruit & establish database; Offer talks, school assemblies, alumni visits, local talent return & discuss their career paths <i>Is this linked to Careers Guidance Officer in schools or short-term & linked to Creativity Month??</i>			Links to Skills & Enterprise TAP SRC – area learning communities Draw in big employers FabLab
Creativity in Business Initiative for schools		Artist supported LinenLab project for schools – costume & textile design. Possible link to LinenLab exhibition Autumn 2019, relevant to STEAM Libraries previously worked with Film/TV producers – creative conversations & production skills Mini-versity private afterschools initiative <i>Again longer-term initiative with local businesses or linked to ABC Creativity Month??</i>			Links to schools AMMA Film Academy Use of museums, libraries Ferguson's, Banbridge Potential Ulster Carpet Mills
Promote Creative Place Branding/Messages		Creative Place representation and branding at business events & school open days.– <i>Links to mapping existing campaigns</i>			Link to Enterprise & Skills TAP
STEAM Shop		AMMA provides work experience for students. Creative sector to bring real life problems for solution. <i>Could we use QUB Science Shop model & extend to SRC to help support sector?</i>			• Use of AMMA expertise

3. INCREASING CREATIVE, CULTURE & HERITAGE EXPERIENCES					
Current Weakness		Our Creative Place will...		We Should...	
Mis-perceptions	Think too expensive - formal paid activities; "Not for me"; No good art – ability; "stick to what they know"	Have a Creative Core	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;	Change the way we think about the arts	Show wide range of mediums Improve community links with artists Challenge understanding of what art is, Doesn't have to be in an arts venue– libraries, re-imaging Improve cultural understanding No cost – imagination & play All abilities
Low Participation & Attendance Levels	Not appreciated - free; Not prioritised over competition; Wont travel/can't be bothered; Poor marketing & promotion; NI divide – lack of intercommunity mobility; Poor physical Access/Geographic skew (rural)	Be Supportive	Nurtures talent; Brings people together; A place to learn from others; Safe; Open to partnership; Self-expression is valued; Encourages engagement & participation	Be more Customer Focused	Raise profile of arts venues Convince people to attend Better links community/venues Tailor for customer (e.g. times) Make it relevant, tap into interests Improve way we communicate, language, use social media Reduce isolation, cohesion Provide learning opportunities Dedicated programmes – rural areas, specific groups, provide transport Provide learning opportunities

Action	Detail	Partner Contributions
Thematic Interactive Map to identify “Not Spots”	Use Interactive map to identify “not spots” for targeting Use partners to promote existing local activities – <i>link to calendar action below</i>	<ul style="list-style-type: none"> • Community TAP
Develop/extend/promote audience development initiatives	E.g. tell a friend, arts, culture & heritage free pass, rural pilots with transport operators <i>Could we shape audience development initiatives to attract priority groups?</i> Develop befriending initiative – older people, people living alone, with disabilities	<ul style="list-style-type: none"> • Link Community TAP
Central Calendar/Digital Communications for creative & cultural events	Get away from ad hoc approach. Compile information – cluster activities e.g. arts clubs <i>Could venues be a central source of information? Or Creativity Forum?</i> <i>Link to Interactive Mapping & Clusters Actions</i>	<ul style="list-style-type: none"> • Could this be supported under Cultural Framework?
Creative Shops	Creativity in unexpected places, not just arts venues (supports Extending Creative Experiences action). Schools & Creative Businesses involved in showcasing work in town centres	<ul style="list-style-type: none"> • Link to Enhanced/Revitalised place TAP

Table 2 Partner Engagement Commitments

Sector	Who	Partner	Method
Arts/Cultural	Banbridge Arts Group	Millie	Survey
	Friends of FE McWilliams	Millie	
	Kilmore Heritage Group	Averil	
	Amma Staff	Averil	
	FE McWilliams Gallery Staff	Riann	
	Cama Orange Hall	Sheila	
	Brownlow Festival Committee	Brendan	
Education	Schools	Averil	Survey/Meeting
	SRC Music Dept. students	Sharon	
Sports	Various Contacts	Ken	Survey
Community	FACT via Gladys O'Callan	Sheila	
	Colleagues	Karen	
	Lislea Community Association	Sheila	
	Community Residential	Kirsty	
	Colleagues/neighbours/family/friends	Karen	
		Darren	
		Stephen	
	Simon		
	Michelle		
	Brownlow Resource Centre	Kirsty	
	U3A	Millie	
Business	Brownlow Enterprise Centre	Brendan	meeting
	Digital Ambassador (Aaron Taylor)	Sharon	

