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## Creative Place Thematic Action Planning Team Workshop 3 Meeting Notes

DATE: Tuesday 6 November TIME: 9.30 am VENUE: The Market Place Theatre, Armagh

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**Attendees:** Armagh City Banbridge and Craigavon Borough Council – Darren Heasty, Emma Gribben, Jennie Dunlop, Joan Noade, Karen Clarke, , Lynn Esler, Michelle Markey, Riann Coulter, , Education Authority – Averil Morrow, Brownlow Ltd – Brendan Curran, Armagh Pipers Club – Ciarán Ó Maoláin, , City of Armagh Rugby Football Club – Ken Redpath, Friends of FE McWilliam/Banbridge Arts Club – Millie Moore, John Hewitt Society – Tony Kennedy Libraries NI – Kirsty McClelland, Lislea Community Association – Sheila McCreech, Libraries NI – Kirsty McClelland, NIHE – Stephen Reynolds, , Wallace Consulting – Joanne Wallace

**Apologies:** Arts Council of Northern Ireland – Damien Smyth, Armagh City Banbridge and Craigavon Borough Council – Brian Johnston, Elaine Gillespie, Karen McKernan Jennifer Doak, Sharon Daly Department for Communities – Ciaran Mee, P2000 – Geraldine Lawless, Southern Regional College – Christopher Hobson, WB Yeats and Tullylish – Plunkett Campbell

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### 1. Welcome

Averil Morrow, Education Authority welcomed members as Chair of the Creative TAPT. The purpose of this session is to refine & prioritise our actions as informed by our service provider and user engagement.

### 2. Recap of Workshop 2

Partners were reminded of the issues to be addressed. There was discussion around the wording of the “Increasing Attendance & Participation in Arts, Culture and Heritage” priority and this has been changed to:

“Increasing Attendance & Participation by making Creativity, Arts, Culture and Heritage more inclusive”

### 3. Engagement Feedback

Partners discussed the findings from the recent engagement surveys and what this meant for the Creative Place Action Plan. It was highlighted that in developing the Action Plan and collaborative actions, we don't exclude smaller groups/organisations or dilute their uniqueness. Although Tourism appears to be heavily focused on Armagh we need to ensure that other locations are not left out. The rural hinterlands have rich cultural and heritage offering. Council needs to be working collaboratively across its own departments and we need to focus on combining existing efforts, rather than creating new activities that can't be

sustained. It is important that we work smart in terms of marketing & promotion and incorporate technology to ease burden and obtain a wider reach.

**Action:** CP Team to re-approach Peace IV Team for participation at Workshop 4.

#### **4. Action Plan Refinement**

Partners worked through a series of exercises to refine and prioritise the actions emerging from previous workshops. These are presented in Table 1.

**Action:** Partners to read over prior to Workshop 4 and identify any they would like to be involved in at the next stage.

#### **5. Next Steps**

Details of the final Workshop (lunch provided) are:

<b>Workshop 4</b>	<b>Thursday 22 November 2018</b>	<b>9:30 AM</b>	<b>Old Town Hall, Banbridge</b>
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**Workshop 4 will focus on:**

- Recap Workshop 3
- Collaborative Gain & Partner Identification
- Finalising the Action Plans
- Cross-cutting themes
- Next Steps

Table 1 Creative Place Action Plan

Strategic Priority A: Strengthen Creative Profile

Action	Description	Delivery	Gold Tally	Red Tally	Place
<b>1. Develop ABC Creativity, Arts, Culture &amp; Heritage Identity</b>	Develop an ABC “Creative Place” identity for example, using Food Heartland Model	<p>It is likely that a budget will be needed for this.</p> <p>Challenges around balancing own identity &amp; relevance for different groups &amp; audiences. Must be accessible for everyone – need to agree set of values (standalone identity but potentially linked to Tourism “First Place”) Council needs to be involved. Potential issues over how groups use the brand/logos.</p> <p>Recruit high profile/well connected Creative Place Champions. Promote on Big Screens in town centres etc.</p> <p>Need to agree are we targeting residents, visitors? Leaning towards residents &amp; others will follow.</p>	9	3	Y
<b>2. Collaborative Cross-Borough Creativity Month Campaign</b>	<p>Combined promotional activity to showcase wide breadth of arts, culture &amp; heritage</p> <p>This is not about generating new activity, rather it is coordination and joint packaging of existing Borough-wide activity within a designated month. For example, linked to an annual theme.</p> <p>In the longer-term we will work smarter at raising sectoral awareness of and combining forces to piggyback on other campaigns throughout the year (e.g. Culture Night, Year of Food &amp; Drink, Enterprise Week, Science Week). This will raise the creative profile of ABC and the sector.</p>	<p><b>This is linked to the Creative Place brand &amp; the online ABC Creative Calendar.</b></p> <p>Contribute to existing campaigns: Creativity month will incorporate &amp; extend an existing successful event/festival already held within ABC borough wide (e.g. Buskfest). Must be properly planned &amp; exercised. <b><u>Must not be an additional burden to small groups.</u></b></p> <p>Should showcase wide breadth of arts, culture &amp; heritage, things you might do &amp; not interpret as creativity or cultural – sports, cookery, gardening, play, creative decision-making, architecture, folklore etc.</p> <p>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? Showcasing talent via “Creative Shops” initiative (see Action C3). Programme of talks, “Speakers Corner”</p> <p>We need to embrace technology &amp; improve communication methods in order to widen reach &amp; uptake</p>	5	2	Y

## Strategic Priority B: Build Creative Capital

Action	Description	Delivery	Gold Tally	Red Tally	Place
<b>1. Establish Arts, Creativity, Culture &amp; Heritage Forum</b>	Lobbying role to raise the profile of the sector & improve partnership working. Mentoring, sharing information on funding opportunities	There is potential for Council to establish & service this Forum as recommendation in Cultural Framework. It should have a wide and representative membership. Could be a constituted group & have a terms of reference. Meet 4 times a year for networking, learning & information sharing. Speakers/trainers at meetings, rotate across ABC. Request for CP TAP members to be invited. If Forum had a designated budget participatory budgeting could be used to help link groups to not only small amounts of money but to in-kind support.	9	2	Y
<b>2. "Hot Spots" &amp; Clusters</b>	Research & develop Interactive Map capturing clusters of creative & cultural activities	Mapping had been suggested for Tourism sector but it was felt that it would be very difficult to do. Don't understand purpose/what it would achieve. Would need a budget. Could develop and support Creative Clusters through collaborative grants	5	3	N
<b>3. Explore Creative Place &amp; Skills &amp; Enterprise TAP Team links</b>	Need to encourage business to collaborate with us, potentially through Council Economic development connections & Skills & Enterprise TAP Team. Can we mutually support delivery of specific actions?	The following collaborative initiatives have been identified for exploration: <ul style="list-style-type: none"> <li>• "Creative Place" representation and branding at business events &amp; careers fairs</li> <li>• Improve awareness &amp; promotion of STEAM across the Borough</li> <li>• Business/Employer involvement in promoting Creative Place identity, Creativity Month initiatives, Creative Role Model Resource, Creativity in Business &amp; use of STEAM shop</li> </ul>	Not Scored		Y
<b>4. Creative Role Models Resource</b>	Create Your Career – Promotes & reflects range of sectors (including industry) that involve creativity	Need to recruit network of individuals & develop database. Establish links with careers teachers etc. but ideally not limited to young people. Wide range of art forms to include vloggers/bloggers. Offer talks, school assemblies, alumni visits, local talent return & discuss career paths. E.g. AMMA Animation Academy Partnership	7	2	Y
<b>5. Creativity in Business Initiative for schools</b>	These will demonstrate the inter-dependence of creativity and business through planned initiatives/projects	Must improve links between <b>existing</b> rather than new initiatives For example, Artist supported LinenLab project for schools – costume & textile design. Employer input could be Ulster Carpet Mills, tour taking people through design to product stages. Possible link to LinenLab exhibition Autumn 2019 & to STEAM	These will be linked to initial Action C3. Emphasis on better coordination & "creative angle" on what is already happening		Y
<b>6. STEAM Shop</b>	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.			Y

## Strategic Priority C: Increase Creative Participation

Action	Description	Delivery	Gold Tally	Red Tally	Place
<b>1. Central Calendar for creative &amp; cultural events</b>	<p>Online resource that compiles information &amp; promotes what is going on locally &amp; promote</p> <p>Links to Clusters Action</p> <p>Use interactive map to identify “not spots” for targeting &amp; promoting existing local activities</p>	<p>Rather than undertake separate activity mapping research, we could encourage groups to upload information on courses/events they are running.</p> <p>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.</p> <p>Potential to develop specific ABC online calendar, could take the form of an interactive map - then data could be used to analyse “hot &amp; not spots” to inform development of Clusters &amp; target audience development initiatives.</p> <p>Would be useful to highlight/promote existing venues/facilities/group interests/contact details on section of site. Concern over budget &amp; hosting/maintenance implications. Consider free admission (doesn't mean won't spend money)</p>	8	4	Y
<b>2. Audience Development Initiatives</b>	<p>Specific initiatives aimed at overcoming barriers &amp; encouraging participation of target groups</p>	<p>E.g. tell a friend, arts, culture &amp; heritage free pass, rural pilots with transport operators, befriending initiative. The following were suggested:</p> <ol style="list-style-type: none"> <li>1. New Communities: Link via minority ethnic groups/Consulates/Council/Community Relations Council/Employers, establish creative relevance/commonalities &amp; develop Cultural Ambassadors within communities. Explore activity promotion in variety of languages.</li> <li>2. General Public/Low Income: Similar to models elsewhere, entry to culture, arts, heritage facilities &amp; events is free on the first Wednesday of every month</li> <li>3. Rural Dwellers: Rural storytelling/archiving initiative based in local community facilities &amp; promoted through local community groups. Potential to develop Cultural Companion model based on Councils in ROI – potentially overcome transport barriers.</li> </ol>	Not scored. This is an important action to achieve CP outcome & population measure. Feasibility to be explored by relevant partners		Y
<b>3. Creative Shops</b>	<p>Creativity in unexpected places, not just arts venues (supports Raising profile action). Schools &amp; Creative Businesses involved</p>	<p>Could be linked to Creativity month. Links to Enhanced &amp; 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</p>	6	1	Y

