

# Creative Place Thematic Action Plan

**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

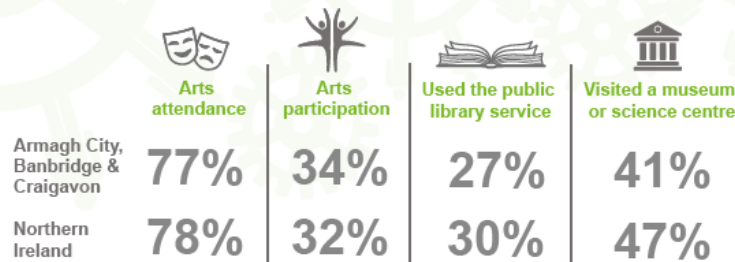
Our borough is an inspirational and creative place offering quality, inclusive arts and cultural experiences

### KEY STATISTICS

#### Arts and Culture

Engagement in Arts and Culture

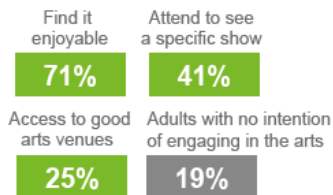
**85%**  
of adults in Northern Ireland had engaged in arts/cultural activities in the previous 12 months (2015/16)



(2011/12 - 2013/14)

Continuous Household Survey, Department for Communities

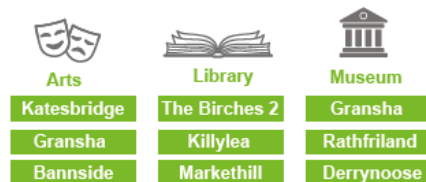
Top factors influencing engagement in the arts - adults in Northern Ireland (2011)



NI Omnibus Survey, Department for Communities

#### Cultural Deprivation Index (2014)

Top three most deprived areas in Armagh City, Banbridge & Craigavon - proximity to cultural facilities



NISRA

#### Local Authority Arts and Culture Expenditure (2013/14)

Armagh City, Banbridge & Craigavon



Local Authority Arts and Culture Expenditure Survey, Arts Council of Northern Ireland

## Strategic Action one: Strengthen Creative Profile

| Action   | Topics for consideration  | Suggested Partners (Action coordinator in Bold)   | Performance measure |
|--|---|---|---------------------|
| <b>1.1 Develop ABC Creative Place Message</b>                    | <p>Strapline, ‘the creative place’ could be used by statutory &amp; voluntary organisations and businesses in the Borough without the need for ‘brand guidelines’.</p> <p>Focused on residents and local organisations to reinforce the message that we are a creative place where arts, culture and creativity are important. Focused on residents, others will follow.</p> <p>Keep it simple &amp; build momentum, budget may be needed in the future.</p> <p>Encourage high profile/well connected Creative Place Champions.</p>   | <p><b>SRC - Chris Hobson</b><br/> <b>Tourism, Arts and Culture, ABC Council - Riann Coulter</b></p> <p>Libraries NI<br/> AMMA<br/> Ballyhegan &amp; Kilmore Heritage Group<br/> Education Authority</p> <p>Arts Council NI; Creative industries; Tourism; schools; community &amp; voluntary sector groups</p>  |                     |
| <b>1.2 Collaborative Cross-Borough Creativity Month Campaign</b> | <p>Combined promotional activity to showcase wide breadth of arts, culture, heritage &amp; creativity. This is not about generating new activity, rather it is coordination and joint packaging of existing Borough-wide activity within a designated month. <b>This is linked to the Creative Place identity &amp; the online Creative Calendar.</b> Could incorporate &amp; extend an existing successful event/festival already held within ABC (e.g. Buskfest). <b><u>Must not be an additional burden to small groups.</u></b> Should showcase wide breadth of arts, culture &amp; heritage, things you might do &amp; not interpret as “arts”/creativity.</p> | <p><b>Libraries NI - Kirsty McClelland</b></p> <p>ABC Council<br/> SRC<br/> Education Authority<br/> AMMA<br/> John Hewitt Society<br/> FE McWilliams Gallery</p> <p>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</p> |                     |

## Strategic Action two: Build Creative Capital

| Action   | Topics for consideration   | Suggested Partners (Action coordinator in Bold)  | Performance measure |
|--|--|--|---------------------|
| <b>2.1 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. It should have a wide and representative membership. Meet 4 times a year for networking, learning & information sharing. Speakers/trainers at meetings, rotate across ABC. 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 from each other.  | <b>ABC Council Tourism, Arts and Culture - Riann Coulter</b><br><br>CP TAP Team + wider<br><br><b>Arts Council NI</b>  |                     |
| <b>2.2 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> | <b>ABC Council Community Planning - Jennie Dunlop</b><br><br>ABC Council;<br><br>Ed. Authority; Brownlow Ltd<br><br><b>Invest NI, Creative Industries; Young Enterprise;</b> |                     |
| <b>2.3 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  | <b>Education Authority - Averil Morrow</b><br><br>AMMA, SRC, school careers, community, businesses   |                     |

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|--|---|--|---------------------|
| <b>2.4 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 | <b>Education Authority – Averil Morrow</b><br>Ed. Authority; SRC;<br><i>Careers Service; Schools; Arts Council</i>   |                     |
| <b>2.5 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.  | <b>EA - AMMA</b><br><b>SRC</b><br>ABC Council; Ed. Authority; Brownlow Ltd; Social Enterprise, NIHE; SRC; Invest NI;<br><i>Enterprise Centres; Area Learning Communities; Observatory, Planetarium</i> |                     |

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

| Action   | Topics for consideration   | Action Coordinator  | Performance measure |
|--|--|---|---------------------|
| <b>3.1 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>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.</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>   | <p><b>TBC</b></p> <p>Libraries NI; SRC; AMMA; ABC Council; Education Authority</p> <p>Arts Council NI; DfC; community &amp; voluntary sector groups; Creativity Forum</p>   |                     |
| <b>3.2 Audience Development Initiatives</b>                    | <p>Specific initiatives aimed at overcoming barriers &amp; encouraging participation of target groups. E.g. tell a friend, arts, culture &amp; heritage free pass, rural pilots with transport operators, befriending initiative. Potentially linked to small grants criteria. 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 Rol – potentially overcome transport barriers.</li> </ol> | <p><b>ABC Council Tourism, Arts and Culture - Riann Coulter</b></p> <p>Health and Recreation, ABC Council; SRC</p> <p>Ed. Authority; AMMA; John Hewitt Society; FE McWilliams Gallery</p> <p>Arts Council NI; Community &amp; Voluntary Sector Panel; Community networks; FAP (ABC)</p> |                     |
| <b>3.3 Creative Shops</b>                                      | <p>Creativity in unexpected places, not just arts venues (supports Raising profile action). Schools &amp; Creative Businesses involved. Could be linked to Creativity month. Links to Enhanced &amp; Revitalised Place TAP Team. Promotes town/village centre regeneration.</p>  | <p><b>Enhanced and Revitalised Place TAP Team</b></p>   |                     |

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

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|--------|--|---|---------------------|
|        | 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 | AMMA, Banbridge Art Club; SRC; EA Youth Service; Council;<br><br>Arts Council; Business |                     |