



Comhairle Cathrach
Bhaile Átha Cliath
Dublin City Council

Strategic Policy Committee

Economic Development & Enterprise Tuesday 23rd October 2018

Agenda Item 4: **Your Dublin Your Voice**

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Your Dublin Your Voice: Arts & Culture Survey August 2018

The Economic Development Office have re-launched the Your Dublin Your Voice Initiative

Background

Originally launched in October 2010 the Your Dublin Your Voice is an exciting initiative of the four Dublin local authorities that gives Dubliners and visitors alike a unique opportunity to provide opinions and views on what they love, like and would be glad to see improved in the capital.

Anyone can sign up to the opinion panel at <http://bit.ly/ydyvreg> and have their say on a range of issues that impact on the quality of life in Dublin. The survey provides an effective mechanism for local government to engage with the users of the City and potentially help to inform policy for the region. It is intended that the survey will be run up to 4 times a year.

It is also intended that the findings of each survey are disseminated to the Economic and Enterprise SPC, to relevant stakeholders and to the public via the Dublin.ie website.

Your Dublin Your Voice Arts & Culture Survey August 2018

Following a break in conducting the survey the Economic Development Office assumed responsibility for the management of the Your Dublin Your Voice platform and launched the first survey from its office in August 2018 on the theme of Arts and Culture.

This first survey proved to be popular with just over 1,000, or 27%, of the panel responding ensuring that the findings are robust and confirming that the panel remains engaged. A summary of the

findings is attached and further detail is available from the Economic Development Office as required.

The following were the key points:

1. Dubliners have an overwhelmingly positive attitude to the impact of Arts and Culture on city life with over 70% rating it as positive for tourists, social interaction and the local economy.
2. Engagement rates are very high with the cinema (81%), museums (73%) and music events (71%) all very popular.
3. Despite competition from online sources Library usage today (63%) is similar to 4 year ago a very positive result for the service. Innovation mainly in the form of expanded community focused services appears to be the key to remaining relevant.
4. By contrast online has taken over when it comes to finding information about events in the city with 61% of people relying on digital sources.
5. There is strong brand awareness for art galleries in the capital with the National Gallery of Ireland scoring particularly well (81%). However, there is scope for some of the other galleries to improve. It appears that people are more aware of galleries than they know – they just need prompting.
6. Monthly spending on Arts and Culture averages just €41 per month and interestingly does not vary significantly by age group, gender or location. It only varies significantly between the “at work” or “not at work” segments with 17% of unemployed people spending nothing.
7. This underlines the importance of Dublin City Council’s support and promotion of free events. This also came up amongst the most popular suggestions to improve the City’s Arts and Culture offering. The success of Culture Night (the most recognised event) further highlights this.

Finally, it was reassuring to see that against a background of change the best thing about Dublin is resoundingly its people.

If you want your voice to be heard on issues affecting the city you can sign up to the Your Voice Your Dublin survey panel here <http://bit.ly/ydyvreg>