

Report to Arts, Culture and Recreation SPC

14th November 2016



Comhairle Cathrach
Bhaile Átha Cliath
Dublin City Council

Item No. 9

UPDATE ON THE IMPLEMENTATION OF CULTURAL STRATEGY



Dublin City Council is currently piloting a legacy programme 'Dublin's Culture Connects' based on the values and strategic objectives of Dublin's 2020 European Capital of Culture Bid, and the priorities in the Cultural Strategy 2016-2021. The programmes have created space for experimentation, civic engagement, developing new partnerships with and across the city and modeling new ways of working with the people of Dublin, particularly in local communities, co-creating and collaborating. The application of a wider understanding of culture is not only as unique arts experiences but also the way people experience the city, is the basis of the new way of working. Dublin City Council is working in partnership with community groups, with cultural organisations and artists, with the Dublin based National Cultural Institutions and many other organisations on this programme in what is hoped to be the beginning of long-term collaborative relationships, locally, nationally and internationally. The central value is the public and the cultural community working together, with new ownership and on projects that are relevant and accountable. The ambition is to join the dots, to connect, through culture, in Dublin, using the Dublin2020 Bid Book as a manifesto and the Cultural Strategy 2016-2021 as the tool for implementation.

Dublin's Culture Connects 2016 Projects

During 2016, Dublin' Culture Connects was launched, as a platform which brings together projects that are experiments using these new approaches of collaboration, partnership and participation with relevance, training and capacity building and peer learning at its core.

Each of the 2016 projects contain the key values, principles and strategic objectives of the new Dublin City Council Cultural Strategy 2016-2021 and therefore began its implementation.



The **Priorities of the Cultural Strategy 2016-2021** are to:

Priority 1 - To position Culture, Creativity and Creative Industries as central to Dublin's global competitiveness and reputation as a modern European City.

Priority 2 - Increase cultural participation and practice through partnerships in formal and informal education, and planning and delivering improved cultural infrastructure in the City and its Neighbourhoods.

Priority 3 - Continue to increase the resources available to cultural expression through public and private investment, as part of social, economic and tourism development.

2016 Dublin's Culture Connects Projects

Cultural Audit and Mapping Project:

Working with stakeholders across the City, Dublin City Council is managing a detailed Cultural Audit, identifying every community's cultural resources, both 'hard' (such as buildings) and 'soft' (networks, organisations, programmes, histories etc.).

The intention is to create an overview of what is happening in the cultural field with a wider definition of culture in mind. The objective is to create a Cultural Map that will have multiple uses, including informing planning decisions, strengthening the management of resources, supporting tourism development, and underpinning community identify.

Phase 1 started in late September 2016 based on two concurrent approaches:

Firstly, uniting existing research by gathering the information that already exists including cultural and community spaces and access to this information.

Secondly, through working with all stakeholders of the cultural map (Dublin City Council cross departmentally, including Sport Tourism and Cultural Industry), to discuss on an ongoing basis what the requirements for and from a cultural audit and map are, to understand all user requirements to allow for the work that will be undertaken to be functionable and relevant to as many as possible. Outreach work will also begin directly to ask people what they know and think about the culture of their city.

This phase will end in February 2017

The National Neighbourhood:

The National Neighbourhood Project spans the Dublin City Council region, and for the first time brings together the Public Libraries, the Area Offices, the City Arts Office and Dublin City Gallery The Hugh Lane, in partnership with National Cultural Institutions (The Abbey Theatre, The National Museum of Ireland, The National Library of Ireland, The National Gallery of Ireland, The National Concert Hall, The Chester Beatty Library, The National Archives and The Irish Museum of Modern Art). The core value is the public and cultural community working together, connecting Dubliners in significant ways on projects that are relevant to their expressed concerns. The pilots bring national attention to what is going on in a Neighbourhood. Each project has evolved from a series of conversations and is harnessing the appetites of particular groups for cultural engagement. These programmes focus on creating space for experimentation, modelling new partnerships and testing ways of working. The results will be documented and used to inform future programmes in Dublin communities.

EU Funding Lab:

Dublin City Council is working in partnership with Innovate Dublin to pilot a small and dynamic support unit to develop and support applications for EU Funding. The lab is set up to mobilise other ways of financing partnerships. The EU lab will also advise and support other organisations in their applications and disseminate the learning and expertise developed. The objective is to develop Dublin City Council's cultural and social innovation European funding capacity. Ten applications are in preparation.

Fundraising Fellowship, Dublin:

Four small-to-medium sized Dublin arts, cultural or community organisations will receive 50% part-funding towards employing a full-time fundraising or marketing and fundraising person for 24 months. Working in partnership with *Business to Arts*, the four fundraising fellows will be supported through training, mentoring and international peer exchange, and will work with smaller less-resourced Dublin community organisations to mentor them in diversifying their income and to share their learning. The aim is to create sustainable fundraising for cultural and community organisations based in Dublin

Plans for 2017

Project 1 - Continued implementation cross departmentally of the Cultural Strategy

A series of clear actions are set out in the Cultural Strategy that embed Culture and the Creative Industries in Dublin City Council plans and prioritise Participation and Arts Practice. Dublin's Culture Connects, in 2017, wants to work some of these into the planned activity including:

- a. **Organising a Creative industry conference in partnership with UCLG** (United Cities and Local Governments Agenda 21 Culture Programme.) UCLG have recently recommended Dublin City Council as Best Practice for its work in Culture (Part of Priority 1 of the Cultural Strategy 2016-2021)
- b. **Feasibility study for a National Neighbourhood large-scale event** (Part of Priority 1 of the Cultural Strategy 2016-2021.) In the next year we want to work more with neighbourhoods to design and produce a feasibility study for a large-scale event celebrating the 2016 and 2017 project outcomes and participants, their local culture and through themes that are relevant to them locally. The aim is to celebrate the local creativity, its diversity and stimulate local communities to be active on a city wide level through the process and to continue to research with citizens groups, the possibility and relevance of such an event on a city-wide level.
- c. **Feasibility study on a Galway2020 collaboration.** Galway will hold the European Capital of Culture Title in 2020 and this is increasingly being viewed as a national designation. Possible areas of co-operation are in the field of the modes of transport between the cities and connections between neighbourhoods.
- d. **Pilot programme for Dublin City Council's new Arts and Education Policy.** (Part of the Cultural Strategy 2016-2021)

Project 2 - Continuation of Cultural Audit

Extend into 2017 for phase 2: Implementation towards a usable platform for Dublin City Council, Cultural and Tourism operators in the city and citizens and visitors to Dublin.

This project was added on to the work plan after the other projects and has begun in late 2016 on a phased basis. (Part of Priority 2 and 3 of the Cultural Strategy 2016-2021).

Phase 2 will begin in March 2017 and will focus on gap filling the information for the audit and work on a Content Management System that can continually update the cultural map

Arising from the Cultural Audit, this will be dynamic, interactive and online. This phase is expected to end in July 2017.

Best practice suggests that responsibility for maintenance and updating should be performed by a designated member or members of Dublin City Council staff within a designated department in-house.

Project 3 – The National Neighbourhood

For 2017, we will continue and extend the National Neighbourhood (listed above). During 2016 a model of working in partnership with 3 sections of Dublin City Council,

8 National Cultural Institutions, 42 Community Groups, 32 artists on 30 cultural projects. The wish is to extend this to more of the neighbourhoods within the 5 administrative areas of Dublin City Council. This project will again work in partnership with the Department of Arts and also in 2017 in conjunction with National Neighbourhood Grants with the Arts Office, including embedding a pilot Internship apprentice programme into some of the projects and International links with similar ongoing processes in Barcelona, Athens, Montreal and/or other cities. (Part of Priority 1 and 2 of the Cultural Strategy 2016-2021).

Project 4 - Continuation of EU Funding Lab

With the objective to continue to develop Dublin City Council's cultural and social innovation European funding capacity. After the evaluation of current 2016 project in May 2017, and checking targets and KPI's we will extend this project to run until the end of 2017. (Part of Priority 3 of the Cultural Strategy 2016-2021).

Project 5 - Continuation of Fundraising Fellowship

Creating Sustainable Fundraising by continuing the Business to Arts and Dublin City Council partnership on the Fundraising Fellowship Dublin until the end of 2017. Through the project in 2016, new ways of working together have been established that will form a good legacy point for the future of Dublin City Councils relationship in this sector. (Part of Priority 2 of the Cultural Strategy 2016-2021).

**Ray Yeates,
City Arts Officer
14th November 2016**