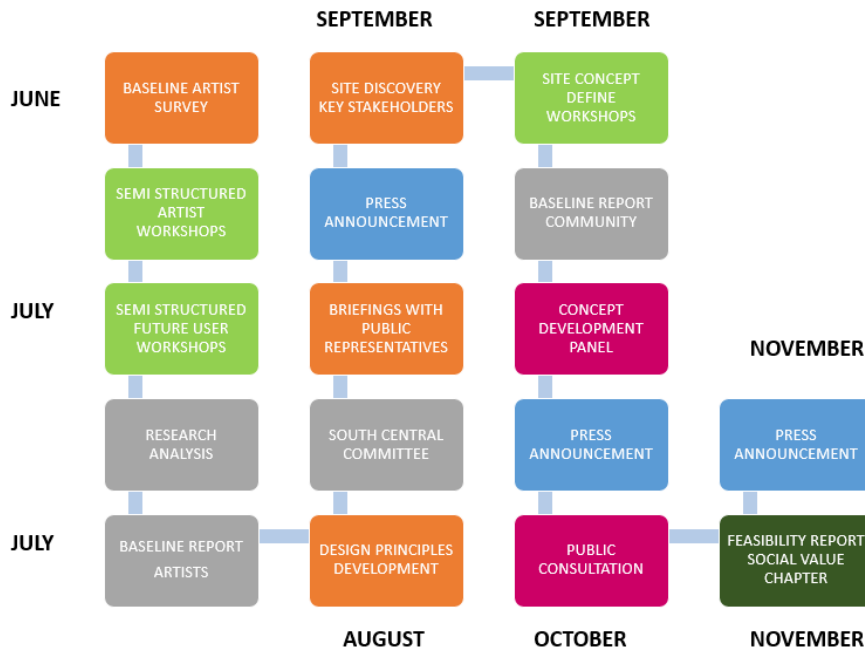


# Artist Workspaces

## Summary Communications & Consultation Plan

### COMMUNITY CONSULTATION CO-DESIGN PROCESS - OVERVIEW

- The time line below illustrates the co-design consultation approach developed to consult on the feasibility of Artist Workspace in Dublin.



### BASE LINE ARTISIT RESEARCH (DISCOVER PHASE)

- In June the project launched a baseline survey issued to organisations, practitioners, producers, managers, educators, and students across all art forms as defined in the Arts Act 2003, alongside a series of workshops with c.50 representatives of the arts sector. The project is particularly interested in assessing the needs of future users (Students and Artists with less than 5 years post-graduate experience)
- The baseline insights are **non-site specific**, and can be applied to any Artist Workspace feasibility assessment in the future across the city. The Findings Report, prepared by Turley Strategic Communications, is available as a separate document.

### STAKEHOLDER ENGAGEMENT & WORKSHOPS (SITE SPECIFIC – DISCOVER AND DEFINE)

- Working with Dublin City Council's South Central Community Development team we have identified a detailed list of critical stakeholders for engagement prior to public consultation about the feasibility study sites - **BRIDGEFOOT STREET** and **8 and 9 MERCHANT'S QUAY**. A full list of these stakeholders is available on request.

5. In late **September (w/21st)** we will write to these organisations via email (and letters where appropriate) informing of the intent to undertake feasibility into the development of “Artist Workspace with appropriate associated community space” within the proposals, sharing elements of the artist baseline research and inviting them to participate in the co-design process.
6. We will circulate a design-survey (online and print circulation) required to assess the needs of the local community **late September/early October**. This will be followed by a series of co-design feasibility workshops in **mid-October**, including participation from representatives of the Arts Sector, which will explore convergent design principles.
7. A series of divergent concept proposals will be prepared by architects OBFA for public consultation with arts, local community and wider public consultation. Due to the current lockdown restrictions these feasibility workshops will be undertaken online via video-conference. It is proposed that 4 workshops will be held (2 x each location) and will last 60-90 minutes.
8. The design survey and co-design process will be communicated via a range of mediums including (but not limited to) written and verbal briefings with local committee and public representatives, a leaflet drop to all properties in a 400m radius of each site, targeted social media advertising, updates to the [www.artistworkspaces.ie](http://www.artistworkspaces.ie) project website, and press releases issued to a targeted media list.
9. Each of the above communications will clearly provide the multiple feedback channels available including: freepost survey, an online survey, Freephone consultation hotline, dedicated email address, and video conferencing appointments where required.

#### **CONCEPT DEVELOPMENT CO-DESIGN PANEL (SITE SPECIFIC - DEVELOP)**

10. Following the workshops we will recruit a representative co-design panel made of participants from the Bridge Foot Street Community, the Merchant’s Quay Community, Arts Sector representatives, and relevant governing bodies / funding organisations. This smaller group will be used to provide initial assessment of concept design proposals, informed by the convergent co-design principles, prepared by project architects OBFA.

#### **COMMUNITY / PUBLIC CONSULTATION VALIDATION (DEVELOP PHASE)**

11. We propose to hold affirmatory public exhibitions online, in late October, to consult on final concept proposals for each site, and seek community and arts sector input into final feasibility proposals. The plans will be hosted on the project website alongside a short quantitative-led survey to allow users to review the concept proposals and provide indicative levels of support that will validate the final concept proposals ahead of the feasibility study being finalised.
12. The proposal information and survey will be communicated primarily through targeted social media and will invite participation from the wider Dublin community.

#### **REPUTATION & MEDIA MANAGEMENT PLAN**

13. A light-touch media plan is proposed to manage the project’s reputation whilst also promoting the engagement points listed above to the public.

14. Following the agreement of key messages and alignment with the Dublin City Council Communications Team, Turley will draft a press release to launch the public consultation process highlighting the findings of the baseline survey and invite the community to complete the online survey. This initial release will also include headline stats from the baseline research and provide context to the URDF application. This release will be targeted at the Arts desks of national print, online and broadcast press.
15. If required to further garner support for the development of artist workspaces in Dublin 8, the issuing of an extended and caption and PR picture with relevant personalities is proposed. This second media outreach would target local media (e.g. The Echo, Leinster Leader, Southside People, Dublin Inquirer) and local website and online forums such as The Liberty.