



ARTERY

Making great
art accessible
to everyone

Spring 2020



Arts Council of Northern Ireland

The Arts Council of Northern Ireland is the development and funding agency for the arts in Northern Ireland. Last year we invested £18m in the arts, with funds from the Department for Communities and the National Lottery. Our funding goes to people and organisations who develop creative programmes across all of society, from arts/cultural venues and international festivals to grass-roots community events. We also develop significant programmes which use the arts as tools for social development change, adding positive new dimensions to an expanding range of partners in, for example, education, community regeneration, tourism, and health and wellbeing.

The arts inspire and enrich everyone's lives:

- Bring people and communities closer together
- Give a voice to vulnerable people and marginalised communities
- Promote our distinctive cultures in positive and inclusive ways
- Bring international distinction to Northern Ireland.

Public funding ensures
that everyone has
access to the arts





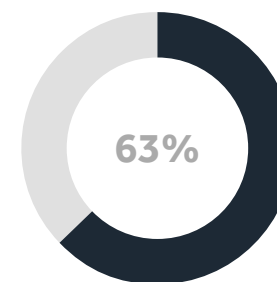
Bringing people and communities closer together

The Arts Sector in Northern Ireland

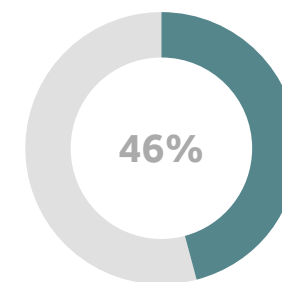
We are incredibly proud of our sector. Northern Ireland's creative sector is driven by a highly-skilled, educated and talented workforce, committed to ensuring that local audiences enjoy the opportunity to access and participate in the full range of creative events and activities.

- International festivals bring the world's best artists and entertainers to local audiences
- World-class creative and performing arts are produced locally
- Artists are active in schools, health and care settings and in our local communities, contributing to improved educational outcomes, health, wellbeing and social inclusion
- Our lively arts and entertainment scene enhances our offering to tourists and visitors and creates a place where we all want to live, work and play
- Creative Industries contribute significantly to the local economy
- Artists raise Northern Ireland's image abroad

Outreach activity



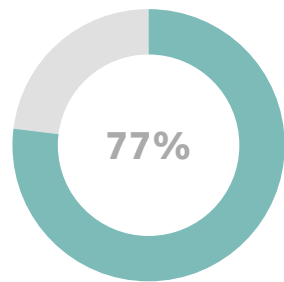
63% of overall activity is outreach



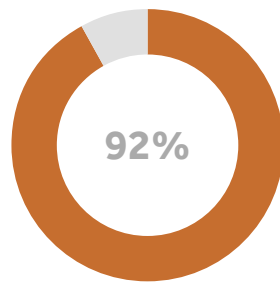
46% of outreach activity is delivered in NI's most deprived areas

All arts organisations funded by us are fully engaged in outreach programmes.

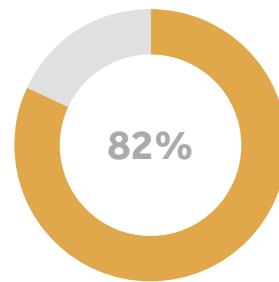
Public engagement



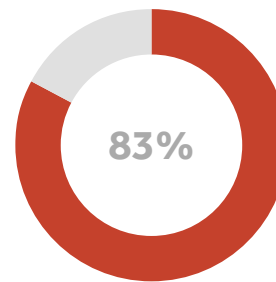
77% of people living in the most deprived areas engage in the arts



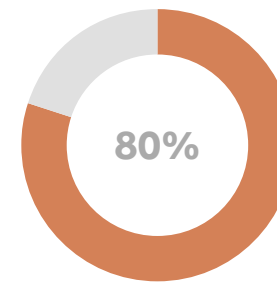
92% of young people engage in the arts



82% of adults engage in the arts



83% urban adult engagement in the arts



80% rural adult engagement in the arts

Public say main benefits of engaging in the arts are:

- 76% enjoyment
- 46% positive impact on my wellbeing
- 28% improved my knowledge

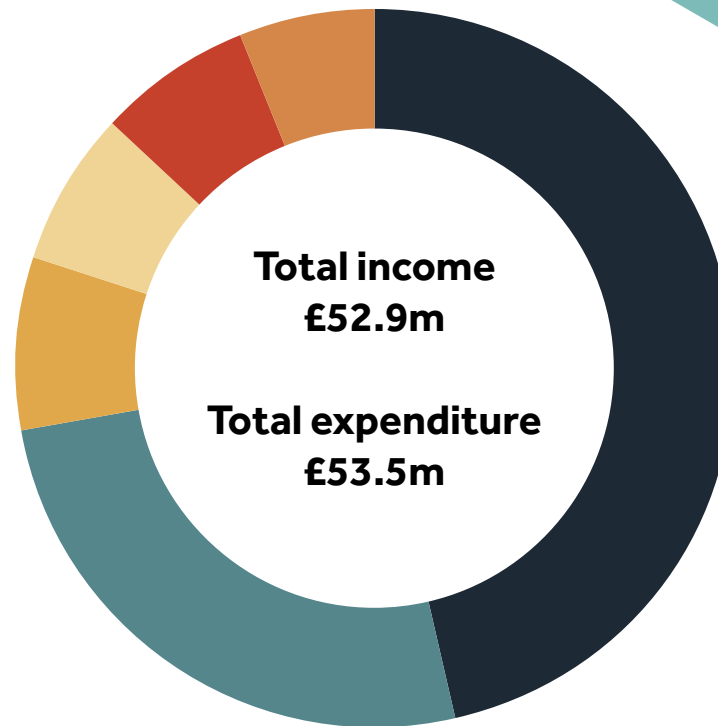
Northern Ireland's creative sector is driven by a highly-skilled, educated and talented workforce,

The Arts Council's 102 annually funded organisations

68,966 arts events
delivered annually

4.5 million
attendees
annually

7,465 workers and
4,155 volunteers



Income sources for annually funded organisations

● Earned income (eg. box office)	47%	(£24.9m)
● Arts Council	26%	(£13.6m)
● Other public subsidy	8%	(£4m)
● Local authorities	7%	(£3.6m)
● NI government departments	7%	(£3.5m)
● Contributed income (eg. trusts and foundations)	6%	(£3.3m)
Total income		£52.9m
Total expenditure		£53.5m

Increasing engagement: Percentage of activity spent targeting specific groups

Children and young people	38%
Deprived neighbourhoods	30%
Older people	13%
Disabled people	13%
Ethnic minorities	7%
LGBTQ community	5%
Offenders/ex-offenders	3%

5,000 professional
arts activities are
delivered annually in
schools throughout
Northern Ireland,
including over 500 in
special needs schools



21,000 arts
activities delivered
annually in areas of
highest deprivation

Arts, Health and Wellbeing

Arts & Older People Programme

For ten years this programme, which we developed in partnership with the PHA and The Baring Foundation, has been using participation in arts activities to combat poverty, isolation and loneliness amongst older citizens – factors which are known to have an impact on physical, mental and emotional wellbeing and even mortality. The programme is internationally acknowledged for its pioneering achievements. Activities range from intergenerational storytelling to musical reminiscence for people living with dementia, to stilt walking!

- £2m invested in increasing opportunities for older people to engage in the arts
- 28,000 older people participated
- 69% live in areas of high deprivation
- 44% have long-term illness, health problem or disability
- 88% felt empowered by their achievements
- 82% now want to participate in more arts activities



£2m invested
in increasing
opportunities for
older people to
engage in the arts

28,000
older people
participated

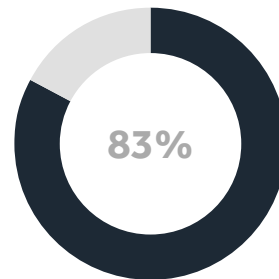
69%
live in areas of
high deprivation



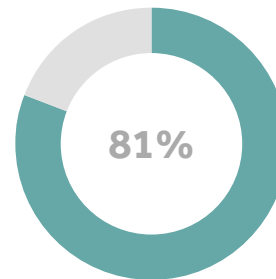
'ARTiculate' Young People & Wellbeing Arts Programme

This Arts Council / PHA pilot programme (2016 - Sept 2019) supported the five local Strategic Suicide Prevention Implementation Groups to engage young people throughout Northern Ireland in custom-made creative activities designed to strengthen their voice and empower them to articulate their story through words, drama and the visual arts. The process helped the young participants to achieve greater personal wellbeing, encouraged help-seeking behaviour, built resilience, self-confidence and self-motivation. Each project engaged with vulnerable young people and targeted those at higher risk of suicide or self-harm.

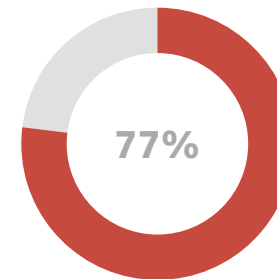
- 49 projects
- 2,839 young participants
- 83% said their self-confidence has improved and they have more belief in themselves
- 81% said the project helped them find out where to find help and support
- 77% said they are now more confident in expressing themselves
- 71% said they are now better able to cope with a setback



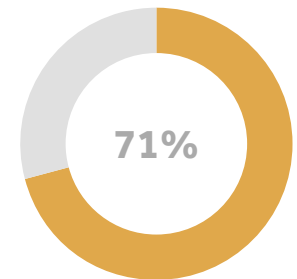
83% said their self-confidence has improved and they have more belief in themselves



81% said the project helped them find out where to find help and support



77% said they are now more confident in expressing themselves



71% said they are now better able to cope with a setback

2,839
young participants

Each project
engaged with
vulnerable
young people



Arts and Education

Creative Schools Partnership

The Arts Council, in partnership with the Education Authority and Urban Villages Initiative and Education Authority, launched the three-year Creative Schools Partnership in spring 2018. Our aim is to bring more creativity into the classroom in order to:

- improve educational outcomes throughout the curriculum for students from disadvantaged areas or backgrounds
- reduce educational inequalities
- improve community relations
- contribute to delivering the TBUC strategy.

Wider benefits include the acquisition of new life skills, advances in personal and social development, better communication and thinking skills, and opportunities for positive interaction with others, resulting in enhancing student confidence, motivation, mental health and wellbeing and leading to an overall improvement in engagement and attendance levels.

- 11 schools participated
- 306 pupils participated
- 100% schools reported the programme supported their school development priorities
- 100% schools reported the participating pupils gained in confidence
- 100% schools reported the participants have improved attitude towards their education
- 100% schools reported the programme has enhanced connections with local communities

306
pupils participated





Children's literature laureate PJ Lynch at a school's workshop.
Photo: Brian Morrison

Arts and Local Government

In 2016 we launched the Local Government Challenge Fund to incentivise district councils to increase their investment in the arts.

We made £150,000 match funding available to each local authority to enable them to embed arts policy and programming in their Community Plans and for the arts to become lead delivery partners in key areas of civic responsibility.

Eight of the ten eligible councils developed significant new arts programmes, ranging from issues-based theatre helping the PSNI to increase drug awareness among younger people in Arts and North Down Borough Council, to social circus helping the South West Age Partnership to improve the health of older people in Fermanagh and Omagh District Council.

Mid Ulster District Council opened the Seamus Heaney HomePlace with the Challenge Fund supporting its programming costs, transforming Bellaghy into a cultural tourism destination and raising Mid Ulster's profile locally, nationally and internationally.



Arts and Economy

Creative Industries

The Creative Industries are one of the fastest growing sectors of the UK economy, contributing £100 billion of GVA and 2 million jobs. They are one of Northern Ireland's main sources of job creation, wealth and competitive strength, contributing:

- 24,000 jobs
- £1,012 million GVA to the local economy

The Arts Council has developed two funding programmes to help maintain the continuing growth and resilience of Northern Ireland's creative and cultural capital by supporting creative talent in key areas of skills, accessible career pathways, sustainable employment and technological innovation.

Creative Industries Seed Fund

To encourage innovation and collaboration across the arts and creative industries, and to assist entrepreneurs, creative businesses and arts organisations to unlock future income generation, we are providing an innovation seed fund which will support 25 projects with the development of prototypes and access to higher education facilities, industry expertise and commissioning bodies. The new programme is funded by DfC and Future Screens NI, and supported by Digital Catapult.

Creative Employment Programme

The Arts Council and Creative & Cultural Skills are establishing paid internships in areas such as technical theatre, music, cultural heritage, community arts and live events, to encourage employers to nurture the next generation of arts professionals and cultural leaders. Employer wage incentives of up to £2,500 are available to support 40 interns. An earlier version of this programme resulted in the creation of 89 new jobs for young people, with employers investing £500,000 back into the NI economy in wages.

Arts are the grass roots of the creative industries

Arts and International Exchange

Extending the range of international opportunities for creative and cultural exchange is one of our priorities. Working in close partnership with the British Council and other partners, we have established Northern Ireland's place at major arts showcasing events in the UK, Europe and north America.

We ran the first annual JLF Belfast festival in 2019, linking Belfast to the Jaipur Literary Festival in India, the world's biggest literary festival. JLF Belfast attracted writers and opinion-formers from around the world to the city, engaging with the local Indian community and celebrating diversity through the arts. We also supported the first 'Embrace China' Cultural Gala in 2019 and we are working closely with the Chinese Consulate in Belfast to build on this event and further enhance creative and cultural relations between our two peoples.

Arts and Programme for Government

Northern Ireland's creative sector has a strong track record of supporting the work of government departments and agencies, helping them to achieve PfG priorities across a wide range of objectives in, notably, social and economic regeneration, reconciliation, tourism, creative industries, education, health and wellbeing. Arts and cultural activity impacts directly or indirectly on most of the indicators of the current draft PfG, 2016-2021, but specifically on Indicator 27, **'Improve Cultural Participation'**:

"Cultural engagement impacts positively on general wellbeing. Cultural participation is known to bring benefits in learning and education; and there is a significant association with cultural engagement and good health and satisfaction with life. Culture is key to our sense of identity as individuals and as communities. Cultural offerings encourage visitors and day-trips, creating and maintaining jobs in cultural tourism; and contribute to the development of creative industries in our economy."

Indicator 27 is aligned to five strategic outcomes:

Outcome 5

We are an innovative, creative society, where people can fulfil their potential

Outcome 9

We are a shared society that respects diversity

Outcome 10

We are a confident, welcoming, outward-looking society

Outcome 12

We have created a place where people want to live and work, to visit and invest

Outcome 14

We give our children and young people the best start in life.

The Arts Council is fully committed to working with government to deliver the PfG. This commitment is reflected throughout our current 5-Year Strategic Framework for the arts, **'Inspire, Connect, Lead'**, 2019-2024.

Inspire

Great art inspires us, nurtures our understanding of who we are and the world around us, and brings us together

Connect

The arts are without boundaries. They connect communities, help build creative places, define a new sense of identity and help us tell our stories, seek out and engage wider audiences. We want to reach out and reach further, bringing people together

Lead

We see our role as enabling and empowering the sector to achieve its ambitions and to speak out for the arts; but we won't be able to do that alone – we will need to work together with other stakeholders to deliver on this promise.

Annual per capita arts spending

ROI	£13.30
Wales	£10.06
NI	£5.63

The rest of the UK and the Republic of Ireland are enjoying a period of reinvestment in the arts, in recognition of their contribution to government priorities.

It's time for Northern Ireland to reinvest in its arts!



Further reading

www.artscouncil-ni.org

Arts Council five-year strategic framework, 2019-2024

Annual Funding Survey 2018-19

'A Year in the Arts' – Annual Review 2018-19

'A Decade On' – The Arts & Older People Programme

Evaluation of ARTiculate Young People & Wellbeing Arts Programme

Evaluation of Creative Schools Partnership

Arts Council of Northern Ireland

Comhairle Ealaíon Thuaisceart Éireann

Airts Cooncil o Norlin Airlann

T: 028 9262 3555

E: info@artscouncil-ni.org

www.artscouncil-ni.org

 ArtsCouncilNI

 @ArtsCouncilNI

This publication may be available in other formats upon request

Published: March 2020

