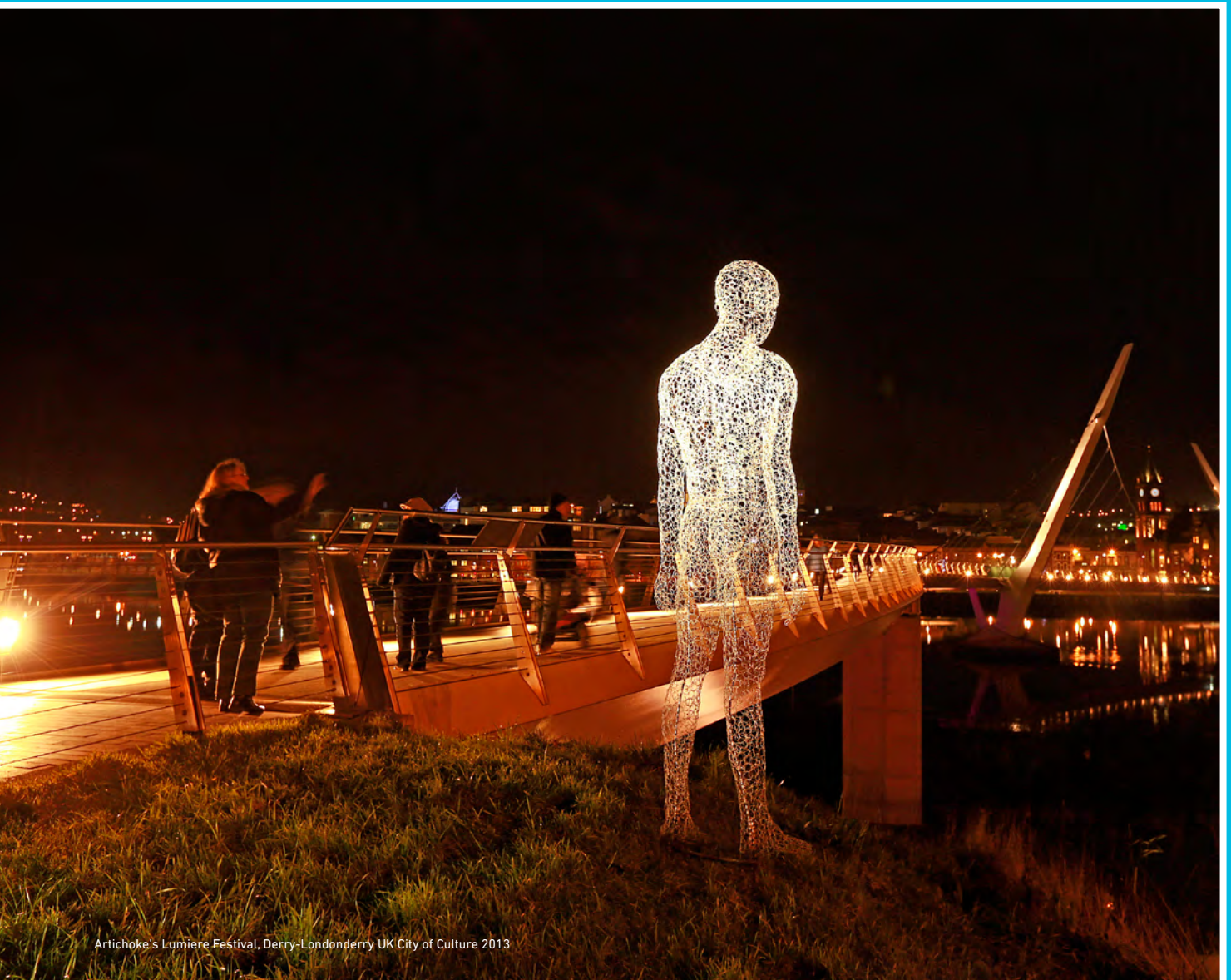

ARTS DIGEST NI

A small investment in the
ARTS yields BIG returns for
EVERYONE



ARTS DIGEST NI

The Arts Council is the funding and development agency for the arts in Northern Ireland.

- It provides the main support for artists and arts organisations throughout the region.
- In addition to distributing Public funds (c. £10m), the Arts Council is a National Lottery distributor (c. £10m).
- Each year the Arts Council invests c. £20m in the arts.
- 79% of the funding invested by the Arts Council goes to the most deprived areas of Northern Ireland, helping to deliver social change and build a strong and shared community.



Bringing people and communities closer together

The arts have intrinsic creative and cultural value and encompass all creative activity from storytelling to books, music, TV, film, drama and dance, across all sectors of society, with artists engaged in schools, communities and healthcare environments.

The Arts:

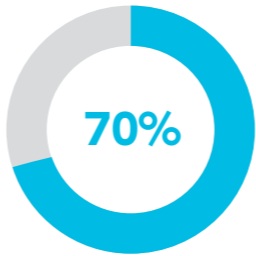
BRING PEOPLE AND COMMUNITIES CLOSER TOGETHER
SUPPORT DIVERSITY

PROMOTE OUR DISTINCTIVE CULTURES IN AFFIRMATIVE AND INCLUSIVE WAYS
DISTINGUISH NORTHERN IRELAND FROM OTHER PLACES
MAKE THE WORLD TALK ABOUT US FOR ALL THE RIGHT REASONS
RAISE OUR GLOBAL PROFILE AS A CREATIVE AND PROGRESSIVE PLACE THAT'S READY TO COMPETE AND DO BUSINESS

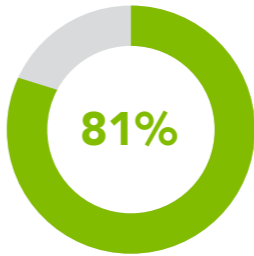
INSPIRE AND ENRICH OUR LIVES
ENGENDER CIVIC PRIDE

SUPPORT THE WORK OF GOVERNMENT PARTNERS ACROSS DEPARTMENTS, HELPING THEM TO ACHIEVE THEIR OBJECTIVES IN
- SOCIAL AND ECONOMIC REGENERATION - RECONCILIATION - TOURISM - CREATIVE INDUSTRIES - EDUCATION - HEALTH

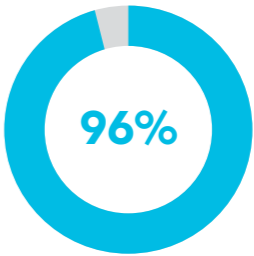
Public support for the arts in NI



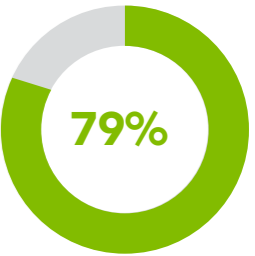
70% of people living in the most deprived areas engage in the arts



81% of the public believe the art enriches the quality of our lives



96% of young people engage in the arts



79% of adults engage in the arts

Rural engagement now exceeds urban engagement in the arts

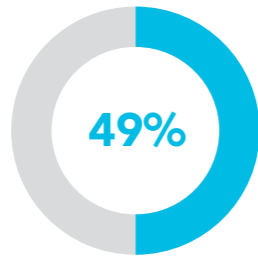
ARTS IN SOCIETY

A small investment in the Arts yields **BIG** returns for **EVERYONE**

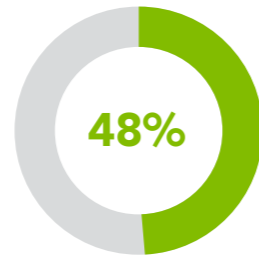
OUTREACH

All arts organisations funded by the Arts Council engage fully in Education and Outreach programmes.

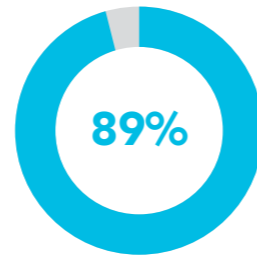
112 core arts organisations deliver:



49% of all activity is outreach (21,718 outreach activities delivered at 1,530 locations across NI)



48% of outreach activity is delivered in NI's most deprived areas (10,503 outreach activities)



89% of activity delivered within NI's most deprived areas takes place in Neighbourhood Renewal Areas (9,366 outreach activities)

COMMUNITY REGENERATION

The arts give a voice to vulnerable people and marginalised communities. Arts and culture are prime catalysts in social, creative and economic regeneration.

Building Peace through the Arts - Re-imagining Communities Programme

Arts-led community regeneration programme operating in economically disadvantaged and marginalised communities throughout Northern Ireland and the border areas of the Republic.

- neighbourhoods have challenged sectarian and racist attitudes by engaging artists to work with local people to develop public art that promotes peace and reconciliation.
- 20,000** people have embraced change and, through the arts, realised new potential for their communities

Arts & Older People's Programme

Strengthening the voice of older people by using the arts as a tool to address age-relevant concerns such as poverty, isolation, loneliness and wellbeing.

- 9,000** older participants have engaged in arts activities promoting active ageing and positive health and wellbeing for older people living in disadvantaged and harder-to-reach communities across Northern Ireland.
- leading to positive changes in participants' physical and mental health

Intercultural Arts Programme

Promoting cultural diversity and understanding by bringing our diverse cultural and ethnic backgrounds together through shared creative activities.

- exploring and celebrating each other's cultural identity and heritage
- 3,500** people from marginalised and harder-to-reach communities participated
- 5,000** people attended events.



THE ARTS BRING PEOPLE AND COMMUNITIES CLOSER TOGETHER

HEALTH & WELLBEING

"To see a pupil who would normally be so shy that they would cry with unknown people, form bonds and relationships with the actors was inspiring. He found his voice and has been using it ever since!"

Teacher on Replay Theatre Company's innovative multisensory performances for children and young people with Profound and Multiple Learning Difficulties.

Professional arts organisations contribute across the range of health and care services, eg.:

- Artscore** works across the five Health and Social Care Trusts, engaging staff and service users in arts-based programmes. Arts Care's team of Clown Doctors visit 4,000 family members every year, working alongside clinical and nursing staff to improve

the hospital experience for sick children.

- Cahoots** children's theatre company brings bespoke theatrical shows to children living with cancer at home with their families.
- Seacourt Print Workshop** runs bespoke programmes for older people in residential care, including people with Alzheimer's, fibromyalgia, autism and brain injury.

A DCMS STUDY FOUND THAT ARTS ENGAGEMENT WAS ASSOCIATED WITH HIGHER WELLBEING, VALUED AT **£1,084** PER PERSON PER YEAR.

TACKLING DISADVANTAGE

"Whatever is thrown at me in the future, I have learned from Kids In Control that I must not give up when things get tough, as long as I am pursuing what I truly want to be."

Youth member of KIC, a physical theatre company working with young people of all abilities from disadvantaged communities to examine societal problems such as sectarianism, racism, mental health and wellbeing.

The arts proactively engage with harder-to-reach and disadvantaged communities, eg.:

174 Trust/Duncairn Arts and Cultural Centre serves four of the most deprived wards in Northern Ireland on a cross-community basis, targeting older people, disabled people, young people and BME groups.

The Playhouse engages local young people with the PSNI to improve relations, deter anti-social behaviour and re-connect young people with education and training.

Sticky Fingers are specialists in Early Years arts and in devising tailored arts activities for children, families, carers, teachers and childcare professionals. The company works with the Cedar Foundation, Irish Travellers Project and Autism Ireland.

VOLUNTARY ARTS

Over half the UK adult population is involved in voluntary arts and crafts. Investing and encouraging participation in the voluntary arts is a cost-effective way of creating social cohesion, a culture of life-long learning and a healthy nation with an enviable quality of life.

ECONOMY & EMPLOYMENT

A small investment in the Arts yields **BIG** returns for **EVERYONE**

The creative sector is one of the fastest growing sources of competitive strength, wealth and job creation. The arts promote Northern Ireland as a creative place with a creative workforce and as a location of choice for international businesses.

CREATIVE INDUSTRIES

Successful economies are characterised by a strong creative sector and the creative industries are recognised across the world for their potential for wealth and job creation. They create wealth and jobs through the development of intellectual property and creative content, produces, services and experiences. **Artists are the lifeblood of the creative industries.**

5% The Creative Industries represent 5% of total **employment** in Northern Ireland (43,000 people)

£797m

and generate £797m **gross value added** to the local economy.

The Cultural and Creative Industries are the fastest growing industries in the UK

ORGANISATIONS

Arts Council-funded organisations provide year-round the full range of professional arts and entertainment services, from carnival and circus skills to theatre and opera.

5,974
employed

3,608
volunteers

BELFAST CITY COUNCIL ESTIMATES A RETURN ON INVESTMENT OF
£8 FOR EVERY £1
SPENT ON THE ARTS

COMMUNITY PLANNING

With the re-configuration of local council boundaries and the new powers conferred as a consequence under RPA, the arts are well positioned to help councils achieve strategic objectives in their Community Planning agendas; economic regeneration, community relations & social cohesion, tourism and health.

Local Government Challenge Fund

The Arts Council is establishing a Local Government Challenge Fund of up to **£150,000** for each council area. The money must be match funded and additional to the current levels of arts funding provided by each Council.

The Local Government Challenge Fund is based on the proven success of joint partnership programmes with Derry and Strabane District Council and Belfast City Council.

FESTIVALS & EVENTS

Cultural festivals and events are acknowledged by the NI Tourist Board as key anchors for cultural tourism, one of the fastest-growing tourism sectors

NITB ESTIMATES THAT FIVE OF THE BIG ARTS EVENTS OF THE DERRY~LONDONDERRY UK CITY OF CULTURE 2013 TOGETHER PRODUCED
£20 RETURN ON EVERY £1 INVESTED;
£15.5M TOURISM IMPACT;
330,396 VISITORS

THE 2012 ULSTER BANK BELFAST FESTIVAL AT QUEEN'S GENERATED
£2M BENEFIT TO LOCAL BUSINESSES;
£577,180 TOURISM REVENUE;
311 FULL-TIME EQUIVALENT JOBS

BELFAST CULTURE NIGHT ATTRACTED
65,000 PEOPLE
TO THE CITY CENTRE FOR
200 FREE FAMILY EVENTS,
CONTRIBUTING TO AN ESTIMATED
£2.5M
SPEND IN THE CITY

VENUES

Arts venues are helping to regenerate our towns and cities, reviving the evening economy and restoring civic pride.

£70m

The Arts Council has invested over £70m of capital funding to establish dedicated cultural venues in towns and cities across Northern Ireland

There is now an arts venue within 20 miles of every citizen of NI

£8m

Arts and cultural venues outside of Belfast make a significant net economic impact of over £8m each year.

20 MILES

Public funding ensures that everyone has access to great arts



Replay Theatre Company, TiNY, performer Cat Barter, photo: Neil Harrison.

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www.artscouncil-ni.org

