



Belfast
City Council



Belfast 2024 Update

Cultural Strategy 2020-30 and Belfast 2024

Culture & Tourism Team, Belfast City Council

October 2022



Cultural and Tourism Unit – strategic way forward

Catalysed by the European Capital of Culture Bid development since 2017 City Council has been undergoing significant strategic development in Culture & Tourism. The results of which are 3 new strategies for the city – putting creativity, and the people of this city, at the heart of Belfast's development and growth opportunities.



Cultural Strategy 2020-30

Putting creativity and the city's people at the heart of development, bringing our city to life through cultural expression and ambition.



Tourism Plan

Planning for the future of tourism in Belfast celebrating the city's people and their stories and focusing on growth, sustainability and raising Belfast as a global destination.



Music Strategy 2022-25

Capitalising on our UNESCO City of Music status to develop and sustain our local music sector & celebrate the Belfast music story and our local talent.

2024 and Cultural Strategy themes

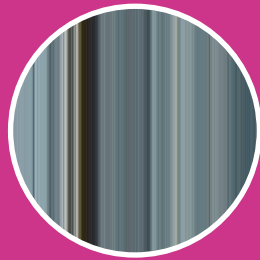


A core ambition of Belfast's cultural strategy – *A City Imagining* - is to deliver our own **home-grown year of culture in 2024** (holding title *Belfast Imagining 2024*) to build creative capacity and ambition across our city whilst placing Belfast on the map internationally as a culturally vibrant destination. As laid out in the cultural strategy the ambitions of an upscaled year of cultural celebration will directly deliver on all 4 strategic themes and their associated priorities:



A City Belonging:

Make Belfast a city where you feel at home and can express yourself culturally through increased civic participation



A City Challenging:

Open our doors and celebrate our diverse lifestyles, traditions and attitudes together across the city's spaces and places



A City Creating:

Allowing creativity to push boundaries by building capacity of local artists and the cultural sector



A City Exploring:

Strengthen our place in the world locally, regionally and internationally as a culturally vibrant destination

Building back better



Culture will be at the heart of Belfast's recovery post-covid.

We will build back better and to a more sustainable position than we were in before the effects of the pandemic set in.

We aim to leave a lasting legacy for the cultural sector, as well as the people of the city and the tourism, hospitality & retail sectors.



Belfast 2024 – a year of cultural celebration



The development and delivery of a programme of this scale and ambition in 2024 has been an ambition of the city's since 2017. Covid has delayed these plans but we believe the year of cultural celebration is more vital than ever post-pandemic as it will have significant benefits and long-term transformation across the city including:

- **Build capacity, raise ambition and secure sustainability** for cultural sector
- Better **partnership working with DfC** & co-delivery on cultural strategies
- City-wide civic engagement and buy-in on **transformational power of culture**
- A new **commissioning model** for the city's events and festivals
- Strengthening the **tourism proposition** in the city internationally
- Integration of planned major developments and strategies such as **The Bolder Vision, Belfast Stories & UNESCO City of Music**
- Citywide approaches maximising **inclusive growth** opportunities for this investment
- Cross-departmental, cross-sector and cross-city **collaborative working models**
- Compete nationally/ internationally as a **cultural destination**
- **Retain talent / attract talent / attract investment**
- Deliver on **Belfast Agenda** – as culturally vibrant city

Belfast 2024 – concept



Belfast 2024* is an investment in the collective imagination of the city.

It will give space, time and resources for the coming together of its **people to imagine, dream and invent.**

To speculate and investigate.

To learn and experiment.

To build and develop plans for new futures, new spaces, new relationships with nature and place. Sharing our stories and creating new experiences that will assemble us together across the city.

Embracing the power of creativity, we will release new meanings and connections and pave our way into a culturally vibrant future for our city.

**holding/working title*

Belfast 2024 – programme principles



Collaboration and Co-design

An opportunity for the city to connect, assemble and collaborate in a multitude of new ways. It is a year to make new connections, to build new relationships and to invent new ways of working and creating through partnership and genuine co-design



New work

Through a new processes to development, commissioning and investment in creativity the city will have opportunity to find new approaches to developing creative and cultural experiences.



Our shared planet

How can we use creativity to engage with the climate crisis? The city will open itself to fresh perspectives and new arrivals...a search for harmony and a greener, more sustainable shared future



Future thinking

What lies ahead for Belfast? 2024 will give space for our collective imagination to experiment and innovate, explore the potential for our future city



Public space

In 2024 we want to see Belfast's streets, places and spaces come alive with creativity all of the extraordinary ordinary places that make up the fabric of our city

Belfast 2024 – next steps

As the Council's Culture team continue to work on the development and delivery of the ambitions of 2024 progress will now focus on delivering the following:



Marcomms & Brand:

Develop a brand and Marcomms plan for 2024 including logo and models for digital and social media delivery which can be adopted across the city



Commissioning & Programme Design:

Design a brand new procurement model to commission creative projects under 2024 principles alongside a complimentary grant programme



Civic & City Engagement:

Design and deliver an ambitious and innovative engagement plan for civic and city stakeholders to co-design and deliver 2024



Governance:

Develop partnership models with key stakeholders to deliver on ambitions of 2024 and its on-going transformational opportunity for Belfast – including DfC, ACNI, Tourism NI, BBC, British Council and more

Belfast 2024 – open call



- Up to £2.5million available across 2023 for civic and creative organisations, and creative individuals, to submit ideas for Belfast 2024 programme – we'll be launching call for ideas in November 2022
- We want the city to have ownership of this year of celebration and will give space and funds for co-design and co-creation throughout 2023 to achieve people's ambitions for the year

Stage 1 Nov 22:	Idea Open Call launches
Stage 2 Mar 23:	Seed funding for Feasibility
Stage 3 Apr 23:	Commissioning
Stage 4 Apr+ 23:	Development
Stage 5 Throughout 2024:	Delivery

- Commissioned Ideas must fulfil one or more of the 2024 principles:
 - New work
 - Our shared planet
 - Public space
 - Co-design & collaboration
 - Future thinking

Council's 2024 team will be hosting one to one Advice Clinics on **2024 Open Call from November to February – we will be in touch with more details on when and how to book shortly**

Belfast 2024 – sector meeting



We understand the sector is facing continued economic and capacity pressures and we are keen to work together to deliver on the ambitions of our strategy, especially regarding sectoral support and capacity building, as well as development of our year of cultural celebration in 2024.

We will be holding a sectoral meeting to discuss the 2024 Open Call, as well as on-going Council-based support for the cultural sector throughout 2022/23 this December.

Wednesday 7th December 2pm – 4pm
@ 2 Royal Avenue, city centre

Tea/Coffee/refreshments served

Please register by emailing culture@belfastcity.gov.uk by Friday 25th November