



Derry City & Strabane
District Council
Comhairle
Chathair Dhoire &
Cheantar an tSraitha Bain
Derry Cittie & Strabane
Districk Council

Derry City & Strabane District

ARTS & CULTURE STRATEGY 2019-2024

Executive Summary



“Not the knitting police again”

Image: Kevin Murphy

derrystrabane.com/artsandculture

Derry City & Strabane District Arts and Culture Strategy 2019-2024

We know that arts, culture and heritage can transform people's lives, helping them and their communities combat social and financial exclusion. So we will work to ensure that the opportunities it offers are open to all as creators, performers, participants and audiences. We will do this by developing the creativity and capacity of residents to devise and run arts, culture or heritage events and activities and creating local cultural hubs in isolated and marginalised communities across the city and district. Our goal is to enable creativity for all wherever they live and for every resident and visitor to be inspired by world class arts and culture.

We want our sector to play a key role in developing a strong competitive economy in which artists can earn a living, connecting people and opportunities, building shared, equal and safe communities, and enabling everyone to live healthy and fulfilling lives.

Of course, we have physical walls and borders but the biggest ones are inside our heads. We believe in the power of arts and culture to inspire people to think, act, experiment, share and learn. But we need the resources to make that happen. We need to see investment in the sector's infrastructure and marketing to achieve our ambitions. We need to continue to deliver quality programmes, products and practice and invest in the skills and capacity of our creators and artists to continually grow and improve our cultural offering and maintain our world class standing. We will continue to seek this investment.

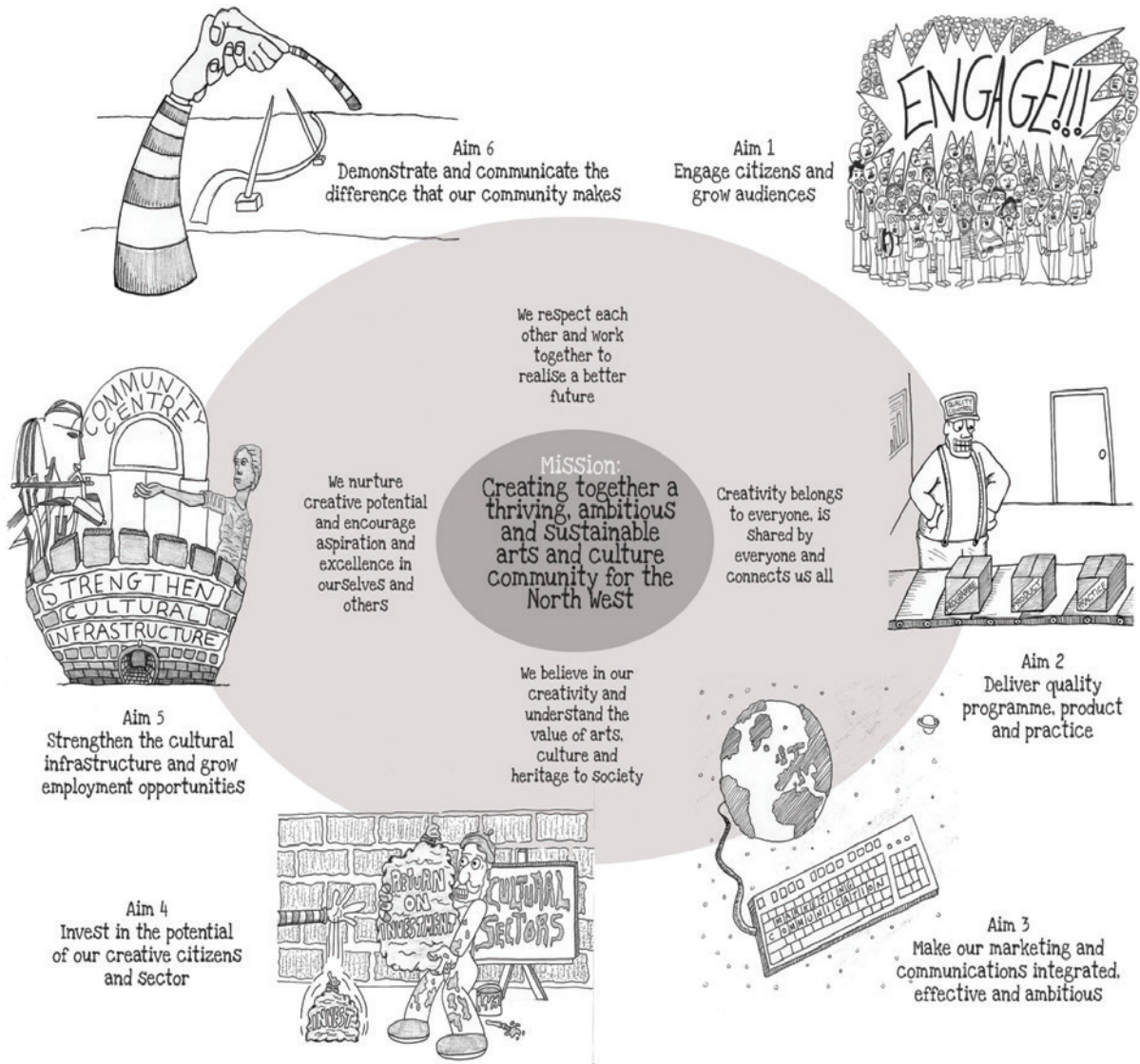
And we dream of Derry City and Strabane District moving centre stage, daring to become an innovator, an incubator and a leader regionally, nationally and internationally.

Children learning music at Acadamh Ceoil
Chaoimhín Úi Dhochartaigh

Image: Lorcan Doherty



Our Strategy is summarised in this diagram:



Illustrations by Matt Deery

Making our dream a reality

OUR VISION

thriving, prosperous and sustainable City and District with equality of opportunity for all to be inspired by arts and culture

OUR MISSION

Creating together a thriving, ambitious and sustainable arts and culture community for the North West

OUR GOALS

We want to help create a City and District where everyone:

- lives in the cultural destination of choice;
- is better skilled and educated;
- prospers through a strong, sustainable and competitive economy;
- is at peace with each other and within and beyond their communities;
- has an increased sense of belonging and hope for the future;
- is confident in their own sense of identity;
- has increased equality and opportunity;
- lives sustainably - protecting and enhancing the environment;
- is active in their engagement with arts and culture and connected to others;
- is more engaged in cross-cultural and cross-border cultural opportunities; and
- has the best start in life, reaping the benefits of involvement with arts, culture and heritage.

Aim 1: Engage citizens and grow audiences

We want to ensure every resident can engage in arts and culture, demolishing barriers, ensuring borders don't thwart creativity, inspiring engagement and giving everyone a voice.

To attract new audiences and increase frequency and depth of engagement by existing audiences with arts and culture across Derry City and Strabane District

To remove practical barriers to engagement with arts and culture in Derry City and Strabane District by developing an edge to centre approach to the development of community cultural infrastructure and event delivery

To grow the evening economy in Derry and Strabane

Royal Naval Association members Davy Adams, Frank Brown and Eddie Lavery explore Derry City and Strabane District's maritime collections



Aim 2: Deliver quality programme, product and practice

We want to take Derry City and Strabane District from the edge to the centre, with our artists, arts and heritage groups and organisations recognised regionally, nationally and internationally as creative leaders and innovators.

To increase the impact of arts and culture through new ways of working

To create more opportunities for residents and visitors to experience quality arts and culture

To improve practice and develop capacity within the sector

FabLab digital fabrication workshop



Aim 3: Make our marketing and communications integrated, effective and ambitious

We want to better understand the people who already create, read, listen, watch and join in with arts and culture so we can engage more effectively with every one of Derry City and Strabane District's residents and visitors. Working together, we can grab attention worldwide and build closer relationships with all our communities at home.

To join the marketing dots

To build marketing skills and knowledge within the sector

Lilliput Theatre Company based at The Playhouse and supported by the Western Health and Social Care Trust



Aim 4: Invest in the potential of our creative citizens and sector

Our arts and heritage sector needs investment if we are to achieve our potential to deliver economic, social and cultural outcomes for our citizens. We need to find imaginative ways of leveraging new investment and make resources stretch further by working together.

To lever additional external investment

To move away from the low wage economy

To make resources go further

To create pathways to work

Living history: a Georgian soap opera on the Derry Walls



Aim 5: Strengthen the cultural infrastructure and grow employment opportunities

We need to further strengthen our rich and diverse arts and culture ecosystem because a fragile or under-developed element impacts on the ability of all of us to nurture creativity, attract visitors, create jobs and enhance the well-being of our citizens.

To take a planned approach to the cultural infrastructure

To fill the gaps in the infrastructure

To create jobs in the arts and culture sector

Mayor's Initiative Project working with young people of the Glen Development Initiative, Cedar Street, Derry



Aim 6: Demonstrate and communicate the difference that our community makes

We believe passionately in our ability to help create a thriving, prosperous and even more creative City and District but we need to prove that we deliver.

To align policies

To compile and use evidence to prove the impact of the arts and culture

To measure what matters

Carnivale of Colours by In Your Space



The arts, culture and heritage sector worked together to create this strategy and we will work together to deliver it. We will involve representatives from our audiences and participants, the voluntary, community and private sectors, the arts and culture sector, other relevant statutory bodies, agencies and support organisations co-ordinated by Derry City and Strabane District Council. This will ensure every aspect of the strategy continues to be practical and achievable and meets local needs.

To find out more, download the full strategy at
www.derrystrabane.com/artsandculture



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This document is available upon request in a number of formats including large print, Braille, PDF, audiocassette and minority languages.

For further information on alternative formats please contact:

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