

ARTS DEVELOPMENT STRATEGY

2011-2015



SOUTH DUBLIN COUNTY COUNCIL

ARTS DEVELOPMENT STRATEGY 2011-2015

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Acknowledgements

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Contents

MESSAGE FROM THE MAYOR	02
FOREWORD FROM THE COUNTY MANAGER	03
INTRODUCTION	05
DEFINITION OF THE ARTS	06
CONTEXT	06
CONSULTATION PROCESS	07
THE ROLE OF THE LOCAL AUTHORITY ARTS OFFICE	09
CORE VALUES OF THE ARTS SERVICE	09
CORE SERVICES OF THE ARTS OFFICE	09
ARTS DEVELOPMENT STRATEGY 2011-2015	10
PRIMARY OBJECTIVES	10
STRATEGIC THEMES	11
1. SUSTAINABILITY	12
2. LEARNING, ENGAGEMENT & PARTICIPATION	16
3. INFRASTRUCTURE AND POINTS OF ACCESS	22
4. DEVELOPING THE ARTS SERVICE	26
APPENDIX A: SOUTH DUBLIN KEY POLICY AND RESEARCH INITIATIVES	32
APPENDIX B: PROFILE - ARTS ACTIVITY IN SOUTH DUBLIN COUNTY 2006-2011	33

Message from the Mayor Councillor Cathal King

The adoption of this five year arts development strategy by South Dublin County Council marks another step towards the development of an arts service that is inclusive, accessible and sustainable. It recognises that the arts play a vital role in the lives of our communities.

Over the next five years, South Dublin County Council will introduce new initiatives while also strengthening existing programmes and supports. These supports help to cultivate an environment where art forms, arts events, artists and creative talent can develop and thrive. Pathways of progression, cultural diversity and audience development are some of the key concerns that the Council has begun to address in this new arts strategy.

This framework has been developed in close consultation with the community. It is a framework that enables creative initiatives, while emphasising the role of the entire cultural sector in the county in the delivery of arts services. Together with our partners in the amateur, professional and participatory arts, we are building on our achievements since the establishment of South Dublin County Council in 1994.

Through its policies, structures, partnerships and the commitment of resources, this Council contributes to the development of the arts and the cultural vibrancy of the county.

The role of the Council is to provide leadership in the cultural development of the county, to enable opportunities to engage with a quality arts experience, to support and value the artist and to promote the cultural identity of the county.

I would like to thank all those who have helped shape this arts strategy providing policy direction over the next five years.



Foreword from County Manager Philomena Poole

Each year South Dublin County Council invests significantly in the arts. Investment in the arts is an investment in planning for tomorrow and the quality of life of all of our citizens.

The publication of this arts development strategy confirms the continuing priority and value of the arts to this county. It encourages everyone to experience the arts, and values and encourages artistic contributions of people in all life stages.

The previous strategy emphasised policy led initiatives supported by sustainable structures. It was characterised by a strengthening of arts infrastructure in the county that has stimulated new and associated arts programming, opportunities for participation and the development of audiences. It focused on improving the quality of the creative process in participatory programmes particularly for young people. Significant resources were dedicated to local arts development, dance, music education and public art. It supported local arts organisations to deliver programmes and individual artists through bursary awards. Its legacy is a more connected cultural place that is open to the rich depths of creativity.

The dramatic change in public finances presents challenges for the arts sector. Funding, however, is only part of the equation. The other part of the equation is the artists, the participants and the audiences who bring the arts alive. This new arts development strategy sets out the Council's priorities for the development of the arts over the next five years. It presents a strong argument for going forward in partnership, in building a collaborative and sustainable arts environment through the linking of synergies and building on our strengths and achievements. I look forward to its implementation as we maintain and grow South Dublin as a county where artistic possibility is unlimited.

I wish to thank Mayor Caitriona Jones and the Elected Members of the Council as well as the Members of the Arts, Culture, An Ghaeilge, Education and Libraries Strategic Policy Committee, under the chairmanship of Councillor Paddy Cosgrave, for their role in the formation of this arts development strategy





Between Earth Sky and Home with Ciotóg Dance

Introduction

South Dublin County Council which is the primary agency engaged in local arts development within the county is committed to working collaboratively and co-operatively with others to ensure consistency in leadership, approach and delivery of arts services throughout the county.

It recognises the need to create conditions that sustain a concentration of artists, creative people, arts organisations and creative industries within its boundaries. The arts contribute substantially to a county's long-term growth and viability and if appropriately supported, local arts can make an essential contribution to local quality of life. This arts strategy, along with the plans of other Council departments and sectors, provides strategic direction for the future of South Dublin County and its communities.

This is the third framework document for arts development adopted by South Dublin County Council since the establishment of the Council in 1994 and the appointment of an Arts Officer. Formation of arts policy is lead by the Strategic Policy Committee on Arts, Culture, Libraries, Education and An Ghaeilge. It is underpinned by the County Development Board Strategies. Key policy areas that have been produced include Public Art, Youth Arts and Music Education. See Appendix A.

South Dublin County Council's mission is to 'provide open, effective, inclusive and participative local democratic processes together with best quality services, facilities and supports which sustain, improve and promote the social, cultural and economic fabric of South Dublin County or all who live, work and visit here.' It is this mission statement that drives this Arts Development Strategy.

The Arts Development Strategy 2011-2015 has been produced as a result of an ongoing process of research, consultation, review and evaluation.

Definition of the Arts

Artistic activity as interpreted in the Arts Act 2003, defines art as any creative or interpretative expression (whether traditional or contemporary) in whatever form, and includes, in particular, visual arts, theatre, literature, music, dance, opera, film, circus and architecture, and includes any medium when used for those purposes.

For the purposes of this strategy art includes arts education, art collection, community arts, public art, arts training, arts facilities/venues and arts service programmes. It includes production, presentation and distribution activities.

Context

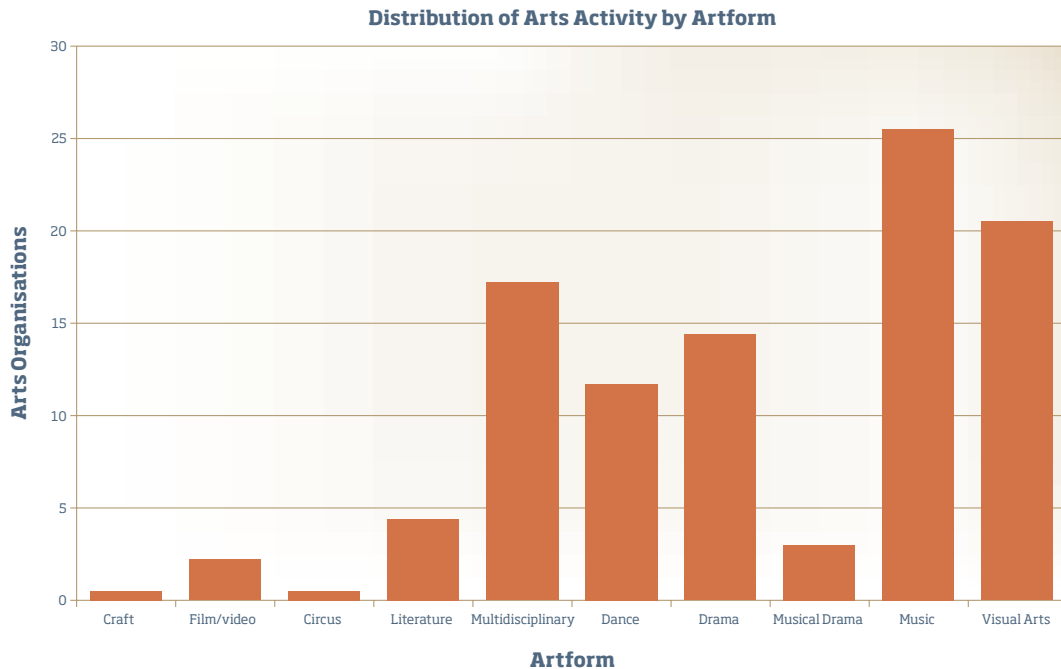
Arts and cultural activity in South Dublin County is set against a backdrop of a population of approximately 265,174 people, 41% of which is under the age of 25. The area of South Dublin County covers 222.74 SQ kilometres. It lies about 10 miles south west of the Capital. It is bounded by the Dublin Mountains to the south and the River Liffey to the north and bordered by three other Dublin Local Authority areas: Dublin City, Fingal and Dún Laoghaire-Rathdown.

Mapping of the arts in the County is an ongoing activity. An extensive audit was undertaken in 2011 to identify the nature of arts activities in the county, the distribution of activity across artforms and the pattern of geographical spread. The audit included information on professional, amateur, voluntary and community organisations from arts grants awarded (2006 -2011); music education, dance and education surveys, and information from the private/commercial arts sector.

Of the 180 documented organisations, (see Appendix B), 60% of these are in the Amateur, Voluntary and Community sectors, 15% are in the private/commercial sector, 10% in Education, 8% are Professional Arts organisations, 7% are festivals and events.

The geographic distribution of arts activity shows 40% based in the county town of Tallaght, 22% in the Clondalkin area, 17% in Rathfarnham, 17% in Lucan, 2% in Rural areas, 2% based outside of South Dublin County.

Fig. 1 below demonstrates the distribution of arts activity by artform.



The audit provides an overview of the nature and location of arts activity and its spread across artforms. Arts activity appears to be extensive in the county, particularly in the area of music. However given the population of the county there is much potential for further development. This is demonstrated in the example of music education whereby only 3% to 15% of children and young people in any electoral area in the county participate in music education.

Consultation Process

Public consultation plays a key role in developing local services. It addresses the concerns and aspirations, and anticipates the future needs, of a diverse and creative community. It was to this end that

a public consultation was undertaken towards the development of a new five year arts development strategy 2011-2015. The public consultation afforded an opportunity for open debate and a review of existing structures, supports and relationships.

Over 80 participants, who are actively engaged with the arts, met with the Arts Office and shared their views on the future priorities for a new South Dublin County Arts Development Strategy. Of these 43 described themselves as artists, 16 as arts participants, with 26 identifying as administrators or other service professionals facilitating arts practice. The participants represented a cross-section of the community with over 90% living or working within the county boundary.

Focus Events:

- 1 Artists Focus Group
- 2 Youth Arts Focus Events
- 3 Arts & Health Focus Event
- 4 Arts Organisations Focus Group
- 5 Arts & Disability Seminar

Discussions during the focus group events identified key areas of interest which informed the agenda for an open Public Consultation Seminar held at the end of 2010. Key topics for discussion included:

- 1 Cultural entitlement, arts advocacy and audience development
- 2 Youth Arts: A focus for the future
- 3 Artform development: music
- 4 Artform development: dance
- 5 The arts, early childhood and primary education. (This strand was cancelled due to lack of interest).

In tandem with focus group events the public consultation process had an ongoing on-line presence where the outcome of all focus group events were posted, where members of the public were invited to make a submission or comment on the position papers that had been posted. A full report of the consultation is available on www.southdublinartsconsultation.blogspot.com

The draft strategy was made available to the public in libraries across the county.

Role of the Local Authority Arts Office

The role of the Local Authority Arts Office is to work in partnership with individuals and organisations to deliver arts services and programmes that have a public purpose and to assist in research and planning that informs policy development and decision making. To work alongside artists, community, other sectors, other funders and other public service providers to deliver arts programmes and services in order to fill community gaps.

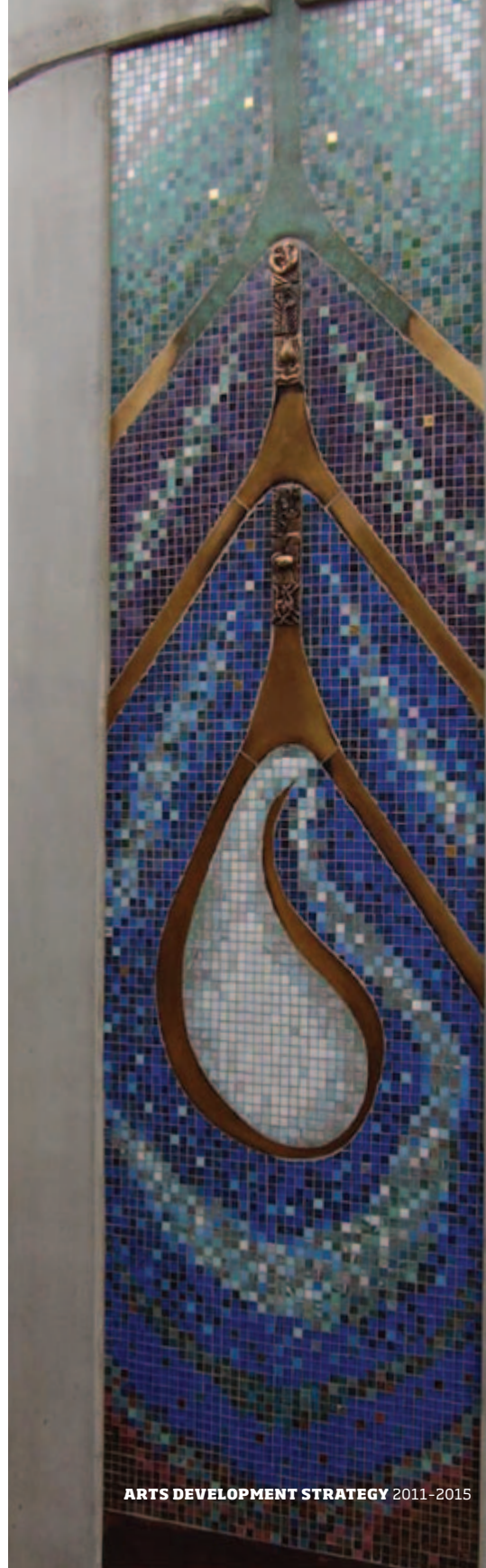
Core Values

The core values that guide the Arts Service are

- Creativity
- Learning
- Excellence
- Inclusion
- Partnership

Core Services of South Dublin County Arts Office

- Research and Arts Policy Formation
- Support for Programme Development
- Infrastructure Development
- Information and Communication
- Provision of Resources and Support
- Creating Linkages



South Dublin County Council Arts Development Strategy 2011-2015

Primary Objectives of the Arts Development Strategy

- Develop the arts countywide through strategic partnership initiatives and programmes with artists, cultural providers, local and national agencies.
- Develop an environment that allows artists to explore their creativity and produce innovative and ambitious works of excellence.
- Create open and socially inclusive access to and participation in a process of cultural and artistic expression that is of the highest standard.
- Promote the creation of a strong cultural identity for South Dublin County.

Tallaght Young Filmmakers on location in Tallaght Library.
Photograph by Diarmuid Durnin

Themes

- 1 SUSTAINABILITY
- 2 LEARNING, ENGAGEMENT & PARTICIPATION
- 3 INFRASTRUCTURE AND POINTS OF ACCESS
- 4 DEVELOPING THE ARTS SERVICE



Theme 1 Sustainability

Strategy 1.1 Promote and support the County's arts and cultural providers including organisations and individual practitioners.

Year

Action: Identify initiatives that will support the development of local audiences in conjunction with organisations of the cultural hub in Tallaght and other arts organisations in the county.

2011-2015

Action: Commission, participate in and support research projects that directly assist arts and cultural development in partnerships with key agencies organisations and individuals.

2011-2015

Action: Develop potential opportunities for artists and arts organisations through multiparty initiatives, residencies and commissions to assist in the delivery of Council's arts and cultural objectives.

2011-2015

Action: Work with the arts sector to identify and support new opportunities in South Dublin County.

2011-2015

Strategy 1.2 Ensure that Council programs continue to support and work in co-operation with other arts and cultural providers.

Year

Action: Develop relationships and complementary activities with key cultural organisations in the county including the Civic Theatre, Tallaght Community Arts, Rua Red South Dublin Arts Centre, Alternative Entertainments, South Dublin Libraries and Áras Chrónáin.

2011-2015

Action: Continue to support the programmes of the Civic Theatre and Rua Red South Dublin Arts Centre so that they facilitate opportunities for artists and producers to present in a professional environment; and to ensure their continuing development as complimentary elements to other presenters, while taking into account local, regional and national contexts.

2011-2015

Action: Support the continuing development of Tallaght Community Arts and Alternative Entertainments and to remain open to supporting new organisations and initiatives.

2011-2015

Tara Brandel, Croí Glan, collaborates with members of St. Kevin's integrated Youth Arts group.
Photograph by Victoria Durrer



Strategy 1.3 Offer opportunities for the improvement and development of skills and the expansion of professional practice.

Year

Action: In collaboration with local, regional and national partners, facilitate access to skills development for artists and cultural workers through a skills development programme.

2012

Action: Examine the supports required by artists who work in the contexts of children, youth, health and disability.

2012

Action: Sustain the Council's Individual Artist Bursary Award which supports the development of artistic practice and career development for artists of all artistic disciplines through innovation, education, travel, and project development.

2011-2015

The Marker Tree by Andreas Kopp.
Photograph by Tim Hunt



Theme 2

Learning, Engagement and Participation

Strategy 2.1 To provide opportunities for children and young people to explore their creative potential and expand their experience of the arts.

Year

Action: Support the development of quality arts experience for young people outside of the formal education sector through participative programmes and collaborative projects.

2011-2015

Action: Provide opportunities for performance and exhibition through events such as Noise Music Festival, Noise Moves and Noise Flicks and support other arts initiatives providing such opportunities for young people.

2011-2015

Action: Promote the establishment of relationships between schools and local arts venues to enable visits to local arts venues for workshops/events.

2012

Action: Raise awareness of training opportunities, pathways for progression and career opportunities for young people.

2011-2015

Suburban Sounds
Photograph by Diarmuid Durnin



NOISE Battle of the Bands.
Photograph by Victoria Durrer

Strategy 2.2 Assist youth audiences to access a broad range of arts and cultural experiences.

Year

Action: Support the development of arts and cultural initiatives that respond to the needs of young people through the NOISE South Dublin on line and off line platform.

2012-2013

Action: Create opportunities for youth participation and involvement in Council organised activities by considering key factors such as cost, times, location, transport, welfare and child protection procedures.

2011-2015

Action: Support youth based initiatives through the Council's Grant and Bursaries programme.

2012-2015

Action: Encourage the voice of young people in cultural planning and recognise their role as cultural initiators, participants and audiences.

2011-2015

Action: Support the development of Ruaille Buaille Lucan Children's Music Festival which provides performance opportunities to children in the county, commissioning opportunities for music for children and exposure to professional performances in a number of music genres.

2011-2015



Tallaght Young Filmmakers, Sweded project for RTÉ
Photograph by Victoria Durrer

Strategy 2.3 Support Capacity Building

Year

Action: Identify strategic opportunities for programme and service development with regard to: early years, children and arts literacy; youth and disability, arts and older people, through research and policy development and allocate resources towards policy implementation

2013-2015

Action: Support creative learning initiatives for young artists such as the Creative Campus, Suburban Sounds, Youth Dance, Tenderfoot and Tallaght Young Filmmakers.

2011-2015

Action: Support peer to peer learning, sharing of practice and mentoring amongst young people.

2011-2015

Action: Explore ways to support quality arts practice within formal education contexts through artist residencies, teacher and curriculum support and by encouraging communities of practice amongst teachers.

2012

Action: To develop opportunities with other agencies, organisations and artists to support quality arts experiences for young people outside of the formal education system through collaborative partnerships, project development and evaluation support.

2011-2015

Action: Work with partners in South Dublin Music Education Partnership to deliver music education opportunities across the county.

2011-2015

Action: Provide support for documentation and review of activities and create opportunities for the sharing of practice.

2012-2015

Action: Explore the potential for development of arts in health in the county with the Arts in Health sector.

2012

Strategy 2.4 Sustain Local Arts development

Action: Support participation in the arts at all levels through inclusive access to arts spaces and expertise.

Year

2011-2015

Action: Improve the quality and delivery of community festivals, activities and events through the provision of grant funding.

2011-2015

Action: Sustain grant investment to support existing amateur, voluntary and community arts organisations including event subsidy, professional support, materials, project completion, training and development.

2011-2015

Action: Award an annual project funding grant to a group in the amateur, voluntary and community sector, for an innovative or developmental project.

2011-2015

Action: Provide information and advisory support services.

2011-2015





South Dublin Music Education Service (opposite page)
South Dublin Music Education Service (top)
Ruaille Buaille Lucan Childrens Music Festival (middle)
Rua Red South Dublin Arts Centre (opposite)

Theme 3

Infrastructure and Points of Access

Strategy 3.1 Continue to provide opportunities for artists as part of Council's infrastructure, built and natural environment projects.

Year

Action: Review the Council's current public art policy and process and develop a public art programme under the Per Cent for Art Scheme with new commissioning strands that are relevant to the context of South Dublin County.

2012-2013

Action: Work in an integrated way with Council departments charged with the planning and delivery of capital projects: Roads, Environmental Services, Housing, Parks, Libraries, Urban and Village Renewal Schemes and incorporate cultural provision into Local Area Plans and capital budgets.

2011-2015

Action: Support planning services to ensure a high quality public realm through the commissioning of public art in private development as per 2007 Guidelines for Public Art in Private Development.

2011-2015

Action: Work in an advisory capacity to support other public art commissioning agencies and organisations in the county to ensure consistency in approach.

2011-2015



Strategy 3.2 Promotion of the Councils Public Art Collection

Year

Action: Promote the Councils on-line public art database South Dublin County Public Art <http://arts.southdublin.ie> Develop this resource as a tool for education and research purposes.

2012-2015

Action: Create links with national databases such as PublicArt.ie and with local tourism and heritage websites.

2012

Action: Maximise the opportunities to communicate through the Councils public artworks that reflect the richness and diversity of the County.

2012-2015



Cats and Dogs Do Yoga by Michael Disley

Strategy 3.3 Encourage better use of public and commercial spaces, and Council facilities and venues.

Year

Action: Work with festivals, events and arts and cultural organisations to facilitate the use of a variety of Council and non-Council owned venues and spaces.

2012-2015

Action: Encourage the development of arts and cultural projects which utilise spaces not normally used for such activities, such as commercial spaces particularly where it supports the development of cultural hubs.

2013-2015

Action: Examine the potential for the development of cultural and creative hubs/clusters in both the larger demographic centres in the county and in the rural areas.

2013-2015

Action: Support a diversity of programming providers by providing spaces for productions, exhibitions and process-based activities and workspaces for arts organisations and artists.

2011-2015

Action: Work towards realising a flexible policy toward planning gain such as the pooling of funds to realise the development of working and living spaces for artists.

2011-2015



Tallaght Cross by Eileen McDonagh

Theme 4

Developing the Arts Service

Strategy 4.1 Working in partnership to ensure the development of a dynamic cultural environment

Action: Initiate a fund to support innovative collaborative partnership initiatives between key professional venues and cultural organisations to deliver common objectives particularly in the areas of:

- 1) audience development;
- 2) public engagement;
- 3) artist support and
- 4) early literacy across the arts.

Action: Host an annual exchange between artists in the county to provide an opportunity for sharing of practice, networking, to communicate opportunities and to ensure the voice of artists in planning and development.

Action: Establish sector specific networks in health and disability.

Action: Progress the second stage of development of South Dublin Music Education Partnership in conjunction with the VEC, Dublin West Education Centre, Leader and other partners in music and innovation to deliver South Dublin Music Education Strategy.

Action: Introduce service level agreements to include the regular provision of information and data regarding audiences and participation, and the documentation and evaluation of all Council directly funded projects and programmes.

Action: Encourage innovation through partnership with third level institutions, particularly in the areas of social inclusion and public engagement.

Year

2013-2015

2012

2012-2013

2012

2012

2011-2015



Unwrapped 2011.
 Photograph by Abe Tarush (opposite page)
 Music Together at Tallaght Youth Arts Forum.
 Photograph by Victoria Durrer (above)
 Beyond Eye Level.
 Photograph by pacstudio (opposite)



Strategy 4.2 Research and Development

Year

Action: Continue to map and make available information on the range of arts activity in the county.

2011-2015

Action: Research and identify suitable cultural indicators to inform and support policy development.

2012

Action: Undertake research in key policy areas for development with regard to early years, children and arts literacy, digital literacy, and integrated youth arts practice.

2013-2015

Action: Undertake research into the practices of professional artists from immigrant and new communities backgrounds.

2011-2015

Strategy 4.3 Promote the value of the arts and cultural sector to residents and visitors.

Year

Action: In consultation with other organisations support the production and distribution of an arts and cultural information database.

2012

Action: Develop local and national partnerships to deliver an interactive events website specifically for young people.

2012-2017???

Action: Promote the arts and cultural sector using existing Council communication platforms.

2011-2015

Action: Examine the potential for shared arts and culture marketing initiatives.

2013

Action: Examine the potential with partners for business involvement in arts partnerships and artistic support.

2013

Strategy 4.4 Ensure that the arts and culture are prominent across South Dublin County's activities.

Year

Action: Work with units in Council to embed arts and culture into the activities of all Council provided services and in Council provided places.

2011-2015

Action: Consideration of artistic and cultural impact to be included in reports received by Senior Executives, Strategic Policy Committees and Council.

2011-2015

Action: Continue to develop collaborative projects with Council provided services to increase opportunities for arts and cultural engagement as an everyday experience.

2011-2015





Tallaght Young Filmmakers visit RTÉ studios. Photograph by Victoria Durrer (Opposite page)
Storyboarding with Tallaght Young Filmmakers

Appendix A

South Dublin County Key Policy and Research Initiatives

- 2004 > Feasibility Study for an Arts Centre
- 2005 > South Dublin County Public Art Policy and In Context III % for Art Strategy
- 2006 > South Dublin Arts Development Strategy 2006 -2011
- 2006 > Public Art Strategy for Adamstown
- 2007 > Youth Arts Policy
- 2007 > Guidelines for Public Art in Private Development
- 2010 > NOISE Feedback Report 2010
- 2010 > Research for a Cultural Hub
- 2011 > South Dublin Music Education Strategy
- 2011 > Youth / Events /Interactive map

Appendix B

Arts Activity in South Dublin County 2006 - 2011

Location	Number 2006 - 2011	Number 2001 - 2003
Clondalkin	38	16
Lucan	30	7
Tallaght	67	51
Terenure/Rathfarnham	30	10
Rural Areas	6	0
Outside the county	4	5
Unknown	0	3
Total	180	98

Nature of Activity	Number 2006 -2011	2001 - 2003
Amateur Arts	45	23
Community	39	31
Voluntary	25	Included in amateur category
Education	18	16
Professional Arts	14	16
Private/Commercial	27	Not documented
SDCC initiatives	0	2
Event or festival	12	10
Total	180	98

* Community is defined to include arts activities in contexts such as, healthcare, local, older persons, disabled people, ethnic minorities, religious, etc.

Analysis of Arts Activities by Artform	Number 2006 - 2011	2001 - 2003
Craft	1	3
Film/video/media	4	4
Circus/Spectacle/ Street Performance	1	0
Literature/Creative Writing	8	8
Multi-disciplinary	31	18
Dance	21	6
Drama	25	17
Musical Drama	6	7
Music	46	14
Visual Arts	37	15
Unknown	0	6
Total	180	98

ARTS DEVELOPMENT STRATEGY



Alight Exhibition, In Context 3
at Rua Red South Dublin Arts Centre featuring
City Loops by Cleary Connolly and A=aght by Jackie Sumell



ARTS DEVELOPMENT STRATEGY

2011-2015

