

## **Public Consultation on DLR Culture & Creativity Strategy 2018-2022**

### **Creative Ireland**

Creative Ireland is an all-of-government initiative designed to facilitate an ecosystem of creativity from an understanding that engagement with the arts, heritage and culture enhances wellbeing and because culture and creativity are essential features of an innovative society.

**The vision of Creative Ireland is that every person living in Ireland will have the opportunity to fully realise his or her creative potential.** The vision is pursued through the five pillars of the Creative Ireland Programme:

Pillar 1: Enabling the Creative Potential of Every Child

Pillar 2: Enabling Creativity in Every Community

Pillar 3: Investing in our Creative and Cultural Infrastructure

Pillar 4: The Creative Industries: Ireland as a Centre of Excellence in Media Production

Pillar 5: Unifying our Global Reputation

### **Dún Laoghaire-Rathdown Culture and Creativity Strategy 2018-2022**

Creative Ireland has identified the role of the Local Authority as principally focused on **Pillar 2: *Enabling Creativity in Every Community***. Each Local Authority must produce a five-year strategy to bring coherence to their individual culture-based strategies and to align the work of the different members of the culture teams over the coming years. As part of this process Dún Laoghaire–Rathdown County Council (DLRCC), through public consultation and inter-departmental culture team engagement, has identified a number of Strategic Priorities to shape and influence the Plan over the next 5 years.

## **Strategic Priorities**

### **1. Creative Place Making**

**To strengthen and develop the role of Culture and its contribution to the vitality and quality of place through an enhanced programme of activities in public spaces and open areas across the County.**

- Develop a joined up, cross departmental approach to animating and enlivening the public spaces and parks across Dún Laoghaire-Rathdown, building on the success and learnings of previous collaborative programmes
- Provide opportunities for artists to develop creative and imaginative responses to the unique natural and built environment to stimulate a greater interest in and appreciation of DLRCC's natural and built heritage
- Support new and imaginative uses of public and private spaces across the County to support the arts, design, fashion, food, craft and textile enterprises

### **2. Empowering Creative Communities**

**To strengthen and develop the distinct cultural identity of towns and villages across the County through community-led creative and cultural initiatives to ensure greater ownership and access.**

- Support existing local festivals and events in villages and towns across the County to celebrate and share their unique sense of place, identity, and meaning through cultural and creative initiatives
- Encourage increased public ownership and engagement of the cultural amenities and facilities through partnerships with community groups
- Facilitate initiatives that provide greater connections and linkages across the County to strengthen a unified identity through new and existing programmes such as *Open House*, *Culture Night*, *Heritage Week* and others

### **3. Creativity and Innovation**

**To lead the development of a creative and knowledge hub for children, young people and adults through pioneering creative technology programmes with more traditional forms of culture.**

- Strengthen the leadership role of dlr LexIcon in the development of S.T.E.A.M (Science, technology, engineering, arts and mathematics) programmes that stimulate discovery and imagination through a collaborative learning environment
- Work in partnerships with higher level education institutes across the County to engage in collaborative research and new learning opportunities
- Harness local strengths in creative and digital enterprise to maximise their contribution to economic development

### **4. Quality of Life and Well-Being**

**To increase opportunities that enable equal access, regardless of age or ability, to the cultural and creative life of the County.**

- Continue to work with partners to provide direction in the areas of arts and health that encourage public participation especially among the older generations
- Build on existing partnerships across internal departments and external organisations to include and support marginalised communities and reduce social exclusion
- Continue to support programmes that contribute to the vision of the DLRCC's Development Plan for the County to possess the best quality of residential life by 2022

## **5. Networks and Connections**

**To continue to work with existing partners to create new networks to deliver on DLRCC's goals in a strategic and a developmental way to ensure value for money.**

- Undertake an audit and mapping exercise of the spaces, facilities and resources to maximise the use of cultural and creative assets
- Strengthen the network of cultural practitioners and creative enterprises in the County to facilitate the exchange of skill, experience and collaborative opportunities
- Continue to build partnerships with a variety of organisations and communities from different sectors local and nationally to ensure the development of cultural and creativity has a broad reach

## **6. Awareness Raising**

**To strengthen and develop Dún Laoghaire-Rathdown's reputation and profile as a County rich in cultural and creative assets and potential.**

- Develop an integrated and joined up multi-platform promotion and marketing campaign to raise awareness of the diverse range of cultural and creative activity taking place across the County
- Build on the potential for Spectacle and Events to strengthen the identity of the County as a creative and cultural hub and support social and economic development
- Harness the wide range of high quality recreational and cultural amenities for communities to promote a welcoming and dynamic county that is accessible to all