Creative Communities Economic Action Fund Plenary

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The Creative Ireland Programme

Creative Communities Economic Action Fund Projects

Cork County Council – **Munster Animation Forum**

Donegal County Council – **Creative Coast**

Dún Laoghaire-Rathdown Council – **Towards a Creative Dún Laoghaire**

Galway City Council – **Wild Galway Immersive Games Initiative.**

Leitrim County Council – **Spark - Art & Business collaboration**

Meath County Council – **Kells - Harnessing Culture, Connecting the Dots**

Sligo County Council – **The Impact of Design in Business and Industry**

Waterford City and County Council – **Creative ecosystem development in the South-East**

Creative Ireland Programme 2023-2027

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Local Government Ireland

Cork County Council

Munster Animation Forum

Team / Partners
Sean O'Sullivan/LEO South Cork
Kevin Curran/LEO Cork North & West
Niall O'Keeffe/LEO Cork City
Tomas Hayes/LEO Kerry
Anthony Fitzgerald/LEO Tipperary
Michelle Guthrie/LEO Clare
Jacqui Gaule/LEO Waterford
Mike Cantwell/LEO Limerick
Ian McDonagh/Arts Office Cork County
Council

Brief project description + project timeline

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- Develop a 3-year strategic plan, incorporating implementation, for the development of the animation sector in Munster
- Support the regional development of animation clusters through an iterative series of design led thinking workshops with industry and stakeholder participation

- *Procurement May-July/ongoing stakeholder/industry engagement in this period*
- *Aug/Sept completion of 4 design thinking workshops with sector*
- *Aug/Nov development of strategic plan*
- *Nov/Dec dissemination of project outputs/learnings*

What success looks like

- Numbers of animation enterprises engaging with the project

- Agreed implementation plan for development of the sector over the subsequent 3 years

- Increased use of the Digital Hubs in the cluster creation by participants

- Agreed support of the LEOs to underpin the roll out of the plan over the 3 year timeline

- Numbers of new animation graduates retained in the region

- Value of additional work secured as a result of engaging with the Forum

- Significant new stakeholder relationships developed with long term goal of supporting the sector

- Increase in applications for support to the LEOs from the sector

How you will deliver this project

- Direct involvement of 8 LEOs in Munster and culture and creativity teams in LAs

- Early engagement with existing practitioners/ stakeholders in the animation support space in Ireland

- Each LEO leading out on a distinct action of the project

- Ongoing engagement with successful tenderer(s)

- Iterative processes with industry practitioners, stakeholders and consultant leads
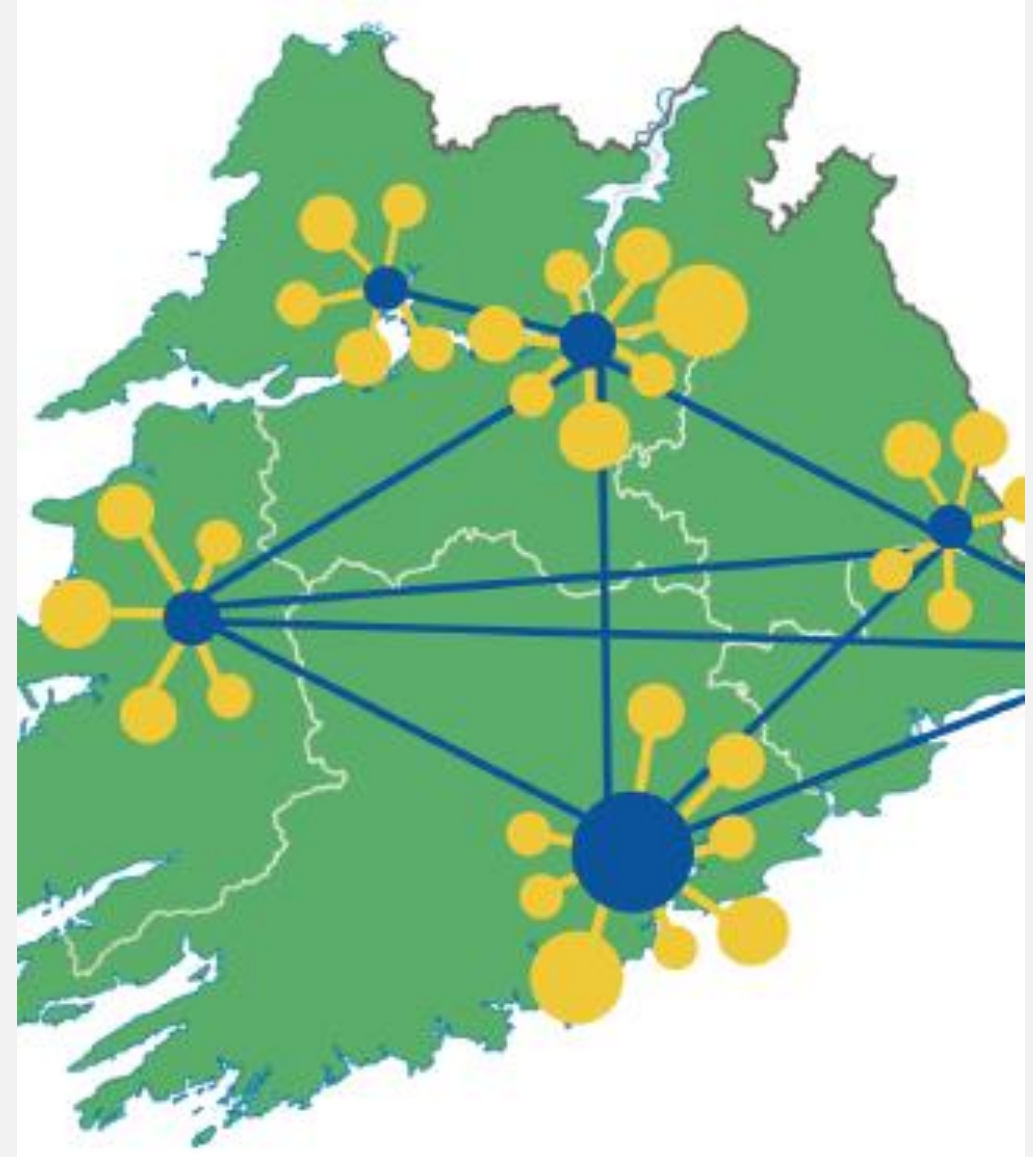
What will be the learnings from your project

- Stronger understanding of the sector and ineeds by the LEOs such that these can be shared throughout the national LEO network and by extension all Las

- How design-led thinking can support a sector evolve new methods of working together and attracting talent and business

- Development of a network/clustering strategy for the sector in Munster including potential commercial collaborations and consortium models

CLUSTERS

A strategic grouping of companies in a sector or region (and sometimes both) whose focus is on working together to address market challenges or opportunities in their field (and region) either nationally or internationally.

Donegal County Council
Local Enterprise Office

Creative Coast 22 (CC-22)

Team / Partners

DCC
LEO Donegal
Donegal Film Office
Regional Cultural Centre
Members of Creative Coast
ATU
Udaras na Gaeltachta

Brief project description + project timeline

Creative Coast 22 (CC-22)

Strategic Action Plan for Creative Entrepreneurship – 7 key actions (Reviewed three years ago).

Two strands:

- Research and identification and piloting of creative clustering model.

- Development of three year action plan.

Concluding with conference to present the findings and launch the three year plan.

What success looks like

- Strong engagement with creative community in the county.

- Action-oriented yet ambitious three year plan.

- Strong links with the 10 year Enterprise Development Plan.

- Meaningful and relevant clustering model identified.

- Significant shared learning within the project and between Creative Cost members and stakeholders.

How you will deliver this project

- **Existing structures** – Creative Coast (Donegal), Donegal Film Office, Regional Cultural Centre, Udaras…

- **Active engagement and consultation with the sector.**

- **Facilitated piloting of the clustering model** – challenge may be to get commitment.

- **Full-time executive to carry out research and write up the findings.**

- **Challenge** – buy-in and commitment of the sector.

What will be the learnings from your project

- 3 year action plan for delivery (and sharing).

- Identified cluster model suitable for local and other regions.

- Research paper that can be shared.

- Experience that can be shared.

Dún Laoghaire-Rathdown County Council

Towards a Creative Dún Laoghaire

Arts Office & Economic Development Unit, Dún Laoghaire-Rathdown County Council

Public Design Lab, IADT

Brief project description + project timeline

Explore and propose new ways to deepen the relationship between IADT and DLR

Discover ways to enable IADT graduates and other creatives to stay working in and with Dún Laoghaire

Employ co-design methods to research, ideate, and propose, with local stakeholders, actionable ideas to facilitate development of the local creative economy

- Initial research/mapping the environment: May-July
- Workshops/Problem Statement definition: August-September
- Ideation (inc. Open Call Charette, workshops), Prototyping, Testing: September - November
- Wrap-up/Conclusions/Public Launch: November-December

What success looks like

Further strong links between the lead partners and the identified stakeholders will be fostered in a variety of ways

IADT graduates and other creatives will be encouraged and supported to remain working in and with Dún Laoghaire Town

Knowledge gaps around building and supporting a creative economy will be identified

Research findings will be documented and disseminated widely

Propositions will be developed with the aim of supporting a sustainable creative ecosystem into the future
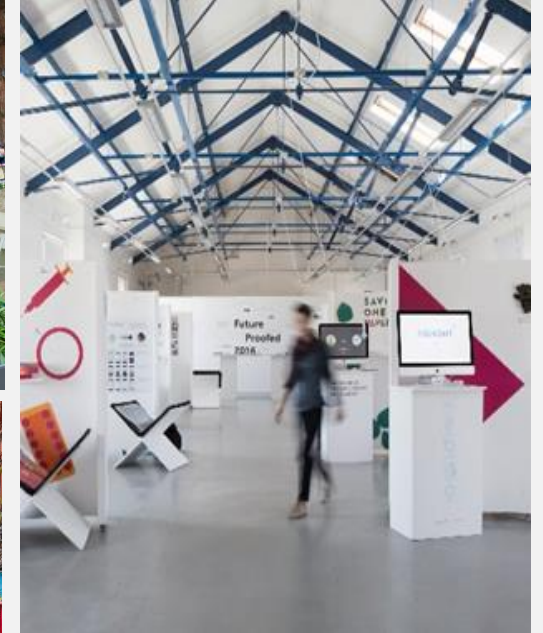
How you will deliver this project

Stage	Participants
Establish Mission and values of project, partner identification	IADT/Public Design Lab (PDL); DLR COCO
Exploratory research, Systems mapping, Precedence search	Identified stakeholders/ partners (PDL, DLR, Grads, Local Business, TBD)
Primary research - Workshops/surveys/ community engagement	DLR/IADT/PDL/Partners/ General Public
Iteration – World building, Speculation, prototyping, testing	DLR/IADT/PDL/Partners
Dissemination – public facing event/ publication/launch	DLR/IADT/PDL/Partners/ General Public

What will be the learnings from your project

We will develop and test a meaningful, and replicable, process of engagement between a local authority and a third level institute using convivial, co-design methods.

Discover existing relationships and connections within the current ecosystem and see how they could be supported, enhanced and developed.

Propose how can we foster new, sustainable, working relationships between creatives and the local community, including local business, residential and creative communities.

Consider what the future(s) of IADT and DLR might look like, and how could these futures be facilitated.

Galway City Council

Wild Galway Immersive Games Initiative

Galway City Council
Ardán (Galway Film Centre)
Unesco City of Film
Fáilte Ireland
Galway City Museum

Wild Galway Immersive Games Initiative

- This project weaves the games and tourism sectors together to create an immersive games experience that will tell the stories of the city's waterways

- For locals and visitors the city's stories, myths and legends will be brought to life through games technology in a new interactive experience adding a new dimension to the tourism product

- We will develop this project with emerging games developers with assistance from established games companies in the city who will advise the emerging talent

- The content will be provided by local historians, personnel in the Galway City Museum and members of the artistic community

- This pilot project will run from May to December 2022 with regular engagement with stakeholders, contributors, and public test groups.

What success looks like

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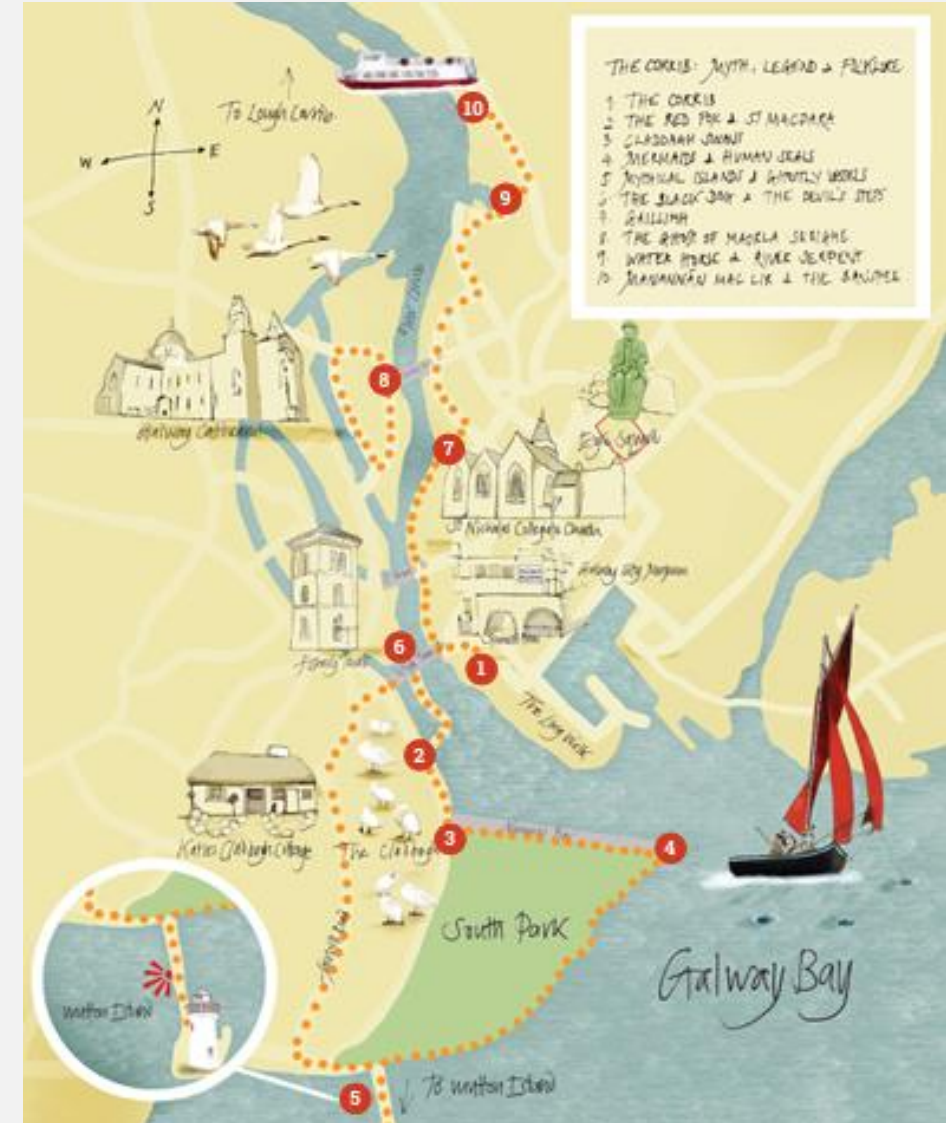
- This is a pilot project for future and upcoming projects that are being developed across the city through URDF funding such as the Connemara Greenway, public realm redevelopment, Galway City Museum redevelopment, and the Galway Port regeneration etc.

- This project will showcase how we can engage with the local games sector to bring these projects to life and improve the user experience by integrating projects such as this in the development and planning stages.

- Projects such as this will be integrated into the process of these major infrastructure projects and become a standard part in these developments and how we engage with our younger citizens going forward.

- This project will be ultimately measured by the number of users and feedback from the experience. We have set a target of 10,000 users during 2023 improving to 50,000 users per annum by 2025.

6 The Black Dog & the Devil's Steps
An Madra Dubh agus Céimeanna an Diabhail

Stop: Fishery Tower

According to local folklore, a large black dog, with "fiery eyes" and "snow white sharp teeth", would rise up out of the Corrib and follow anyone who dared to cross the Claddagh Bridge (now called Wolfe Tone Bridge) after midnight. It was said that in the absence of a crucifix or holy water, which provided protection from the beast, anyone who was followed would have to outrun the dog as far as the crossroads at Lynch's Castle – the dog could not pass the cross! Downriver of the bridge, by the Spanish Arch, are the so-called Devil's Steps. It was said that anyone who approached the steps after midnight would be pulled or lured into the river by the devil himself.

How you will deliver this project

- Game Jam with games developers and local storytellers from the Galway City Museum, local historians, and members of the local arts community to share ideas

- A Pitching session with game developers and a review panel to select the experiences to be progressed through this initiative

- Mentoring workshop between internationally established games companies and emerging games developers in the City of Galway

- Design-led iterative development of an augmented reality product/game experience with regular review and testing

- Creative workshops with local storytellers, historians, artists

- Business mentoring and advice for emerging games developers with the local Galway LEO office and Fáilte Ireland teams

- Implementation of the experience facilitated by Galway City Council and Fáilte Ireland that will help put the product in the hands of consumers.

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② The Red Fox & St MacDara
An Madra Rua agus Naomh Mac Dara
Stop: Ballyknow Quay (opposite the Claddagh Church)

The old Claddagh fishing village encircled the Claddagh Church. The fishermen were well known for their superstitious beliefs and did not like to mention by name any four-legged animal while at sea for fear that it would affect their luck. In particular, the sight or mere mention of a fox was enough to prevent the usually fearless fishermen from venturing out to sea. Ironically, the patron saint of Connacht fishermen is Sionnach MacDara. As sionnach is the Irish word for a fox, he was known as St MacDara instead of St Sionnach.

Bhíodh seansráidbhaile iascaireachta an Chladaigh timpeall ar Eaglais an Chladaigh. Bhí cáil fhorleathan ar na hiascairí mar gheall ar na creidimh phiseogacha a bhí acu agus níor mhaith leo aon ainmhí ceithre chos a lua de réir a n-ainm fad a bhí siad ar muir ar eagla go mbeadh mí-ádh orthu dá bharr. Ba leor sionnach a fheiceáil nó fiú a lua chun na hiascairí, ar gnách nach raibh eagla ar bith orthu, a spreagadh gan dul ar muir. Is iorónta gurb é Sionnach Mac Dara éarlamh iascairí Chonnacht. Tugadh Naomh Mac Dara air, seachas Naomh Sionnach, ar an gcúis seo.

What will be the learnings from your project

- A refined process of engagement with local games industry to tell local stories as a new tourism product for an area. This should be repeatable and allow us to maximise the digital interactive value of local culture and heritage.

- Increased engagement with younger citizens and tourists on active travel routes encouraging more family exploration of the city on foot and through slow tourism.

- A viable product development avenue and route to market for the local games industry practitioners providing new potential revenue streams for these individuals and small companies to support their growth and development.

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3 Claddagh Swans
Ealaí an Chladaigh

Stop: Claddagh Hall

The west bank of the Corrib, by the old Claddagh fishing village, is home to a colony of mute swans. In Irish folk belief swans were thought to represent the souls of the dead so it was considered unlucky to harm or kill them. It was said that anyone who killed a swan would be dead within a year. In the 1940s, a local fisherman scolded a young boy who was throwing stones at the swans in the Claddagh Basin: "Do you know who those birds are? Well I'll tell you. They are the souls of your ancestors. When the old fishermen died, their souls left their bodies, took the forms of swans and returned to the basin to watch over the boats".

Tá coilíneacht ealaí balbha ann ar bhruach thiar Abhainn na Gaillimhe, taobh le seansráidbhaile iascaireachta an Chladaigh. De réir na piseoige, ceapadh gurbh anamacha na marbh iad ealaí agus ceapadh, dá bharr, go mbeadh an mí-ádh ort dá ndéanfá iad a ghortú nó a mharú. Dúradh go bhfaigheadh duine ar bith bás laistigh de bhliain a dhéanfadh eala a mharú. Sna 1940idí, thug iascaire áitiúil íde bhéil do bhuachaill óg a chaith clocha leis na healaí in imchuach an Chladaigh. "An bhfuil a fhios agat cé hiad na héin sin? Inseoidh mé duit, mar sin. Is iad anamacha do shinsear." Nuair a fuair na seaniascairí bás, d'fhág a n-anamacha a gcoirp, rinneadh ealaí díobh agus d'fhill siad ar an imchuach chun súil a choimeád ar na báid".

Onward Directions: Continue along Nimmo's Pier, named after a famous Scottish civil engineer, Alexander Nimmo (1783-1832). Here the river meets the sea!

Leitrim County Council

Leitrim Arts Office

Leitrim LEO

Hair & Beauty Industry Confederation of Ireland (HABIC)

Developed by Leitrim's Arts Office and LEO in 2011, Spark is a unique programme encouraging businesses to explore how creativity can positively impact on what they do by working with artists to achieve common goals.

Spark Projects to date have included:

The Bush Hotel; Leitrim Organic Centre; Café Lounge; Leitrim Association for People with Disabilities; The Hive Tech Hub; The Leitrim Observer; Merenda, Mohill Enterprise Centre; and Prior PLM Medical.

This particularly innovative Spark project with HABIC is a one-off opportunity with the capacity to better understand and demonstrate the capacity of creativity and the benefits of Spark to artists, industry and agencies in a much more effective manner than heretofore possible.

What success looks like

- Comprehensive understanding of national and international policy and best practice.

- Demonstrated example of best practice - proof of concept.

- Thorough research and evaluation to back that up.

  and

- Furtherance of HABIC's goals to have the hairdressing industry valued and developmental needs addressed.
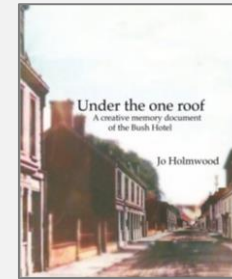
How you will deliver this project

- Develop project artistic outputs including drawings, installations and 3D printed sculptures based on drawings.

- Host exhibition and mediation programme.

- Develop and publish research.

- Host two conferences exploring concepts of creativity and exploring creativity and development needs within hairdressing sector specifically.

- Use evaluation of previous and current Spark projects and similar international projects to improve methodology for project implementation.

Partnerships:

- Leitrim Arts Office, Leitrim LEO, HABIC.

- HABIC stakeholders and research partners including Jim Power Economics and the Kemmy Business School

- Irish Architectural Archive

- Conexiones improbables (ES), TILLT (SE), KEA (BE).

What will be the learnings from your project

- Insights into characteristics of creativity and how the thinking and practice of artists can have value in ways and contexts not often considered.

- Insights in models of best practice

- New methodologies to incorporate into Spark

Meath County Council

Kells – Harnessing Culture, Connecting the Dots

Kells – Harnessing Culture, Connecting the Dots is a programme under the Kells Creative Placemaking Project. This proposition will positively impact on the strategic development of the creative economy locally, regionally and nationally

Team / Partners

Meath County Council/Meath Local Enterprise Office
Boyne Valley Tourism Ltd
Kells Festival Consortium – Hinterland; Guth Gafa & Type Trail
Sóilsiú Films
Sawmills Studio Company Ltd, National Print Museum, Print industry and third level institutes

Brief project description + project timeline

The regeneration and adaptive re-use of four key heritage buildings to develop an integrated network of arts initiatives, cultural facilities and bespoke dedicated spaces for artists and the creative industries.

Key Milestones:

May
Prepare detailed project brief(s) to engage suitability qualified personnel

June-August
Scoping/Audit third levels with printing, design and typography courses, marketing collateral, Operationalise key elements of the vision for the Courthouse Cultural Hub

Sept –Nov
Engage with third levels, letter press printing/design industry, implementation of key strategic priorities the Festival Consortium (Hinterland, Guth Gafa & Type Trail) strategic priorities identified through capacity building process

Nov/Dec
Project reporting, drawdown and evaluation.

What success looks like

- Increase in cultural programming capacity of Kells through an increased offering of artistic training, enterprise incubation, creative residency, events and tourism offerings

- Create a new nationally significant learning centre based on letterpress printing for second, third-level students, the print industry, culturally curious visitors and life-long learning;

- Drive the development of sustainable creative industry in Kells and beyond

How you will deliver this project

(Challenges / partnerships / processes) – so that projects can learn from each other;

- Collaboration

- Building partnerships

- Creating opportunities for skills transfer (letterpress printing – *Ireland's National Inventory of Intangible Cultural Heritage*)

What will be the learnings from your project

In terms of results, findings or processes – that you expect can be shared with other local authorities and partners?

- Festival consortium – benefits

- Development of skills transfer programme and creating partnerships with third levels/study abroad

- Value of creative collaboration

THE IMPACT OF DESIGN IN BUSINESS AND INDUSTRY

NETWORK - ENGAGE -CONNECT

Brief project description

- The project aims to activate recommendations by the Design Practice in Ireland report 2021 which identified a need for engagement and communications initiatives to demonstrate the value of the design industry to business and wider stakeholders.

An opportunity to deliver this across industry in all regions, with thanks to partners.

Design industry verticals:

- Product/Industrial design
- Communications design
- Strategic design
- Immersive design
- Structures & Spaces design
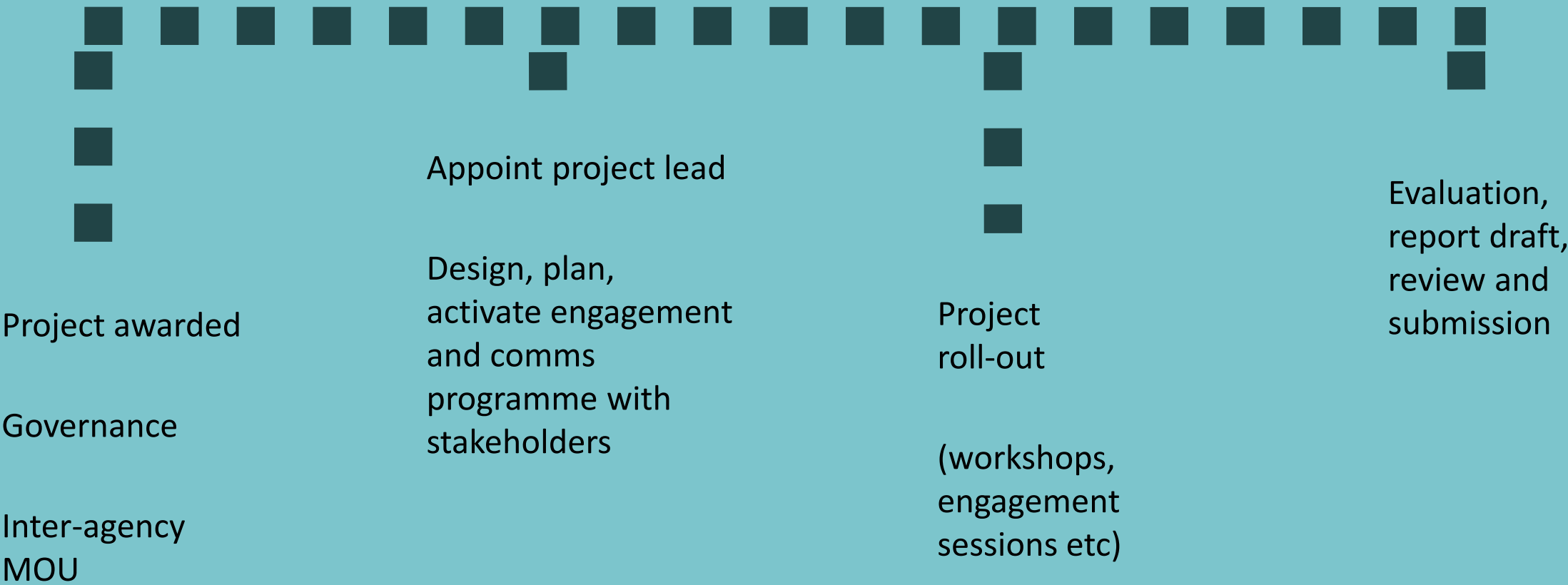
Cross sectoral industry segments:

- AR/VR
- Construction
- MedTech
- Mobility

PROJECT TIMELINE 2022

APRIL **MAY - JUNE** **JUNE - NOV** **NOV/DEC**

Appoint project lead

Evaluation, report draft, review and submission

Design, plan, activate engagement and comms programme with stakeholders

Project roll-out

Project awarded

Governance

(workshops, engagement sessions etc)

Inter-agency MOU

What success looks like

This proposal is West centric; however, it is a pan-design industry pilot with view to rollout on a permanent, national basis from 2023 onwards

NETWORK - To have successfully engaged with business support entities that heretofore may not be particularly engaged with Irish design, IDI or Design Skillnet

ENGAGE - Communicate the value of design through networks, focusing both on educating the industry and educating the client

CONNECT - Create lasting frameworks for continuous working relationships

How you will deliver this project

- A multi-agency collaboration – key is to ensure the project addresses individual strategic aims - sustainable creative enterprise growth.

- Design Lead and Operational Lead appointed to ensure processes and schedules are managed appropriately and key aims achieved

- Process to be documented carry learnings in order to shape permanent engagement and communications network from 2023+

What will be the learnings from your project that you expect can be shared with other local authorities and partners?

➢ Identify appropriate mechanisms for inter-industry and cross-industry engagement for sustainable enterprise development

➢ Establish mechanisms for engagement between design industry and enterprise

➢ Establishment of a "virtual" meeting place for IDI members and the design industry possibly via Connected Hubs

➢ Working via the new network, activation of other Design Industry report recommendations

Waterford City & County Council

Creative ecosystem development in the South East

Team / Partners
Creative Waterford
Waterford Cultural Quarter
LEO Waterford

SETU

Kilkenny County Council
Wexford County Council

Industry

Three Elements
May – Nov 2022

Refine and update database of cultural businesses in the South East captured as part of European Capital of Culture 2020 Bid to database of **creative** businesses in the South East. (Lead-WIT)

Develop an **IT solution** that will allow for y**early updating** of the database. This is specific to Waterford and linked in with **GovLab Project**. (Lead LEO Waterford)

Explore **network development** with 4 digital creative sectors in Waterford;
- **Design** including UX/IX
- **VR/AR**
- **Content Creation**
- **Digital Creativity in Youth**

(Lead Cultural Quarter/LEO Waterford)

What success looks like

➢ Refined and updated **database of creative businesses** in the South East (visibility of sector in the South East region)

➢ IT System developed and linkage created with GovLab project (this will allow for updating of sector and inclusion of sector in economic datasets which are being developed)

➢ Interest and engagement from Industry in the concept of **Digital Creative Economy** (opportunity created to further explore growth within this sector)
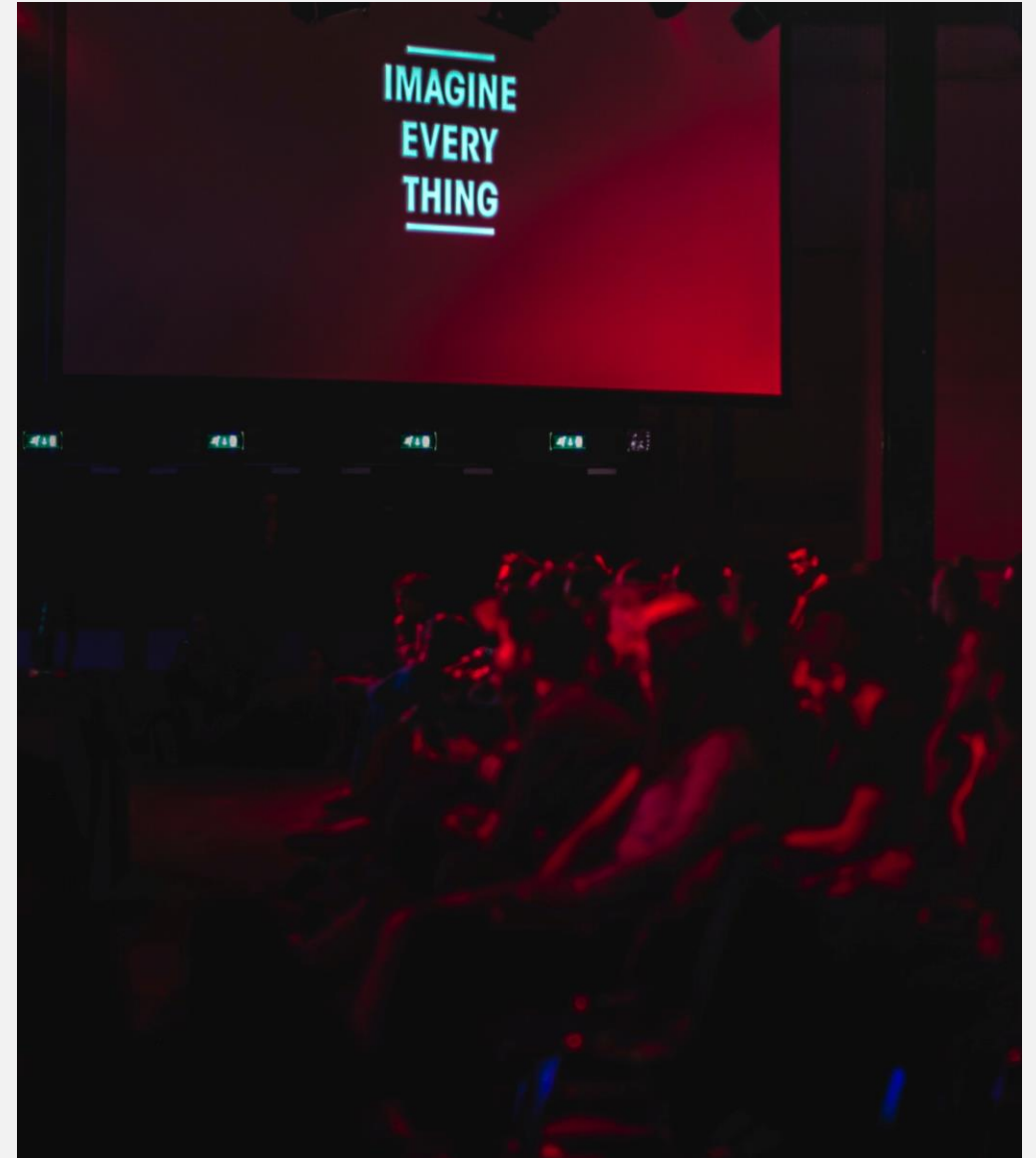
How we will deliver this project

Partnerships
- Waterford City & County Council sections working together
- SETU

Challenges
- Timeline is tight, elements need to be developed simultaneously
- Industry engagement – will they connect with concept of creative industry and more specifically digital creative industry
- Research crawl

Processes
- Quadruple helix framework; university – industry – government – public – environment.
- Focus on Action Research
- Network development based on research.

What will be the learnings from your project

- Linkages to policy makers and influencing local policy

- Engagement from Industry – what works and does not work

- Network development with various sectors

- Data supporting cultural, creative and economic planning – how best to use this.

- Strengthening regional focus on creative industry

Thank you

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