



KERRY COUNTY ARTS STRATEGY 2016 - 2021



ACKNOWLEDGEMENTS

Kerry County Arts Officer Kate Kennelly would like to acknowledge the contribution, insight and support of the following in the writing and development of this Arts Strategy:

*Kerry County Council Senior Management Team
The members of the Strategic Policy Committee for
Tourism, Arts and Culture*

*Deirdre Enright, Sharon O’Keeffe, Caroline Lynch,
Roisín McGuigan and all those across Kerry who gave
their time to consult on this plan.*

*And Photographers for the use of their images
(as credited within)*

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FOREWORD

Arts and culture are an essential part of Kerry. The arts contribute to well-being, connect people to each other and send out a unique image of who we are across the world. Kerry County Council funds and supports a wide range of arts festivals, events and arts venues across the county.



Kerry County Council recognises the value of artists' work, whether it is in art galleries, theatres, schools or any setting that reaches out to others. This work contributes enormously to the life of communities in Kerry. Kerry has a great artistic heritage and tradition that draws many visitors here. Contemporary artists play an important role in bringing fresh, relevant perspectives that enrich the proud artistic heritage of Kerry.

Cllr Pat McCarthy
Cathaoirleach, Kerry County Council

Arts and culture is coming to the fore as a priority in Kerry County Council, following on from the reform in the Local Government Act 2014. Corporate re-organisation is placing greater focus on arts as an integral part of the fabric of Kerry.



The Arts Office in Kerry County Council is an important partner in this sector. The Arts Office is ideally placed in terms of knowledge, skills and resources to work with the arts community and Kerry County Council to deliver through areas of focus in this Arts Strategy. This strategy will nurture the arts into the next generation, support artists currently working in the county and strengthen the position of the arts through strategic partnerships.

Moira Murrell
Chief Executive, Kerry County Council



The living culture enhances the attractiveness of Kerry as a place to live, work and visit. The Kerry Arts Strategy 2016 – 2021 will build on the Corporate Policy adopted by Kerry County Council in 2015 that acknowledges the importance and centrality of the arts to the people of Kerry.

Cllr Robert Beasley
Chairperson of the Strategic Policy Committee for Tourism, Arts & Culture



This Arts Strategy has been designed to use all available resources to achieve the best outcomes in dynamic and changing situations.

Through the Arts Strategy Kerry County Council will work with artists, administrators and the public to grow, support and partner with the arts sector over the next five years.

John Breen
Director of Services
Sustainable Communities / Quality of Life

KERRY COUNTY COUNCIL CORPORATE VISION

The Local Government Act 2014 set out a new strategic direction for Local Authorities in the areas of economic development and community services. This new direction of a statutory remit in the economic development of its area, along with greater community involvement in policy formation and development will be incorporated into and reflected in this Arts Strategy in a number of ways.

Kerry County Council has adopted its Corporate Plan 2014-2019 which sets out its corporate priorities and objectives for this period. Kerry County Council has identified:

- Job Creation and sustainable Economic Development
- Sustainable Communities and Quality of Life

These strategic objectives are devised from our mission statement of providing leadership and delivering quality services for the people of Kerry in partnership with our stakeholders.

This Arts Strategy builds upon these corporate objectives to develop the arts sector to contribute and enlarge quality of life and be a generator of economic development in our county.

Extensive consultation will be undertaken through the Public Participation Network to ensure that we have a full and wholesome involvement from all communities in Kerry at a local level. In so doing, our strategy needs to reflect the input and involvement of all in Kerry to ensure that the Arts can make a significant, telling and sustainable impact in the quality of life of all our communities.

Research by the National Economic and Social Council has shown that the Creative Arts can play a major role in the enhanced living experience of all communities and of sectors within communities, e.g. Elderly, Youth, Persons with Disabilities and in improving their day to day quality of life.

From an economic perspective, the Arts and the Creative Sector have much to contribute to Kerry from an employment, economic and local enterprise perspective. We aim to ensure that this Arts Strategy will contribute in whatever way possible to the advancement of this economic benefit to Kerry. We will, in particular, pursue in this Arts Strategy the development of the film sector and film production in Kerry given Kerry's landscape and the potential for further productions. We will work closely with the Local Enterprise Office in all such activities to maximise economic potential.

The Arts in Kerry are vibrant, rich in content, in history and in potential. We will ensure in this strategy that this potential is maximised to ensure that in accordance with our new statutory community and economic remit, that the Arts will play a central role in the development of our County over the lifetime of the strategy.

KERRY COUNTY COUNCIL AND THE ARTS

BACKGROUND

Kerry County Council recognises that the arts perform a valuable role in society. We celebrate the arts in our county and support the widest possible access to the arts for all our citizens.

County Kerry has provided an Arts Office since 1987. The Arts Office provides a service advocating support and promotion for arts planning in the Local Authority. The principles which guide the office include advocacy, professionalism, partnership and promotion. The Arts Service responds, leads and acts on behalf of the arts under the guidance of the **Arts Act 2003**, which states that; ***'A Local Authority may provide such financial or other assistance as it considers appropriate to such persons in respect of such activities, projects or undertakings, for the purpose of;***

- (a) 'stimulating public interest in the arts,***
- (b) promoting knowledge, appreciation and practice of the arts, or***
- (c) improving standards in the arts within its functional area.'***

Art forms as defined by the **Arts Act 2003** include:

- The Visual Arts – painting, sculpture, photography, printmaking, live arts, film & video
- The Performing Arts – Drama, Dance, Music
- Film
- Literature
- Circus Arts
- Opera
- Architecture
- New Media

Kerry's arts sector is comprised of practitioners, artists and arts managers who are actively working across the art forms listed above on a daily basis. Arts organisations and arts venues provide a consistent presentation of arts work. Much of their work is supported by funding partners and development agencies based in Kerry and beyond. The Arts Office works to develop the arts, focusing on areas of deficit and demand, working where possible in collaboration with relevant external agencies. The policy direction and financial support from

the Arts Council, as the national agency for funding, developing and promoting the arts, informs the work of the Local Authority Arts Service. Engagement with the arts sector and wider community underpins the work of the Office.

The Arts Office is part of the Community Section of Kerry County Council and links closely with the Tourism Development Unit and the Local Enterprise Offices within Kerry County Council. The arts are organic by nature and the Arts Office is flexible in responding to initiatives locally, nationally and internationally. Professional, voluntary and community based activities fall within the remit of the Arts Service of Kerry County Council.

The Arts Officer works with schools, community groups, external agencies, both local and national, and other sections of Kerry County Council to maximise funding opportunities for the arts, inclusive of strategic planning for the arts and promotion of the Percent for Art Scheme. The Arts Officer encourages arts promotion across the entire Local Authority. The Local Authority values the arts in Kerry and acknowledges the importance of the arts for the social, cultural and economic development in our County.

KERRY COUNTY COUNCIL ARTS SERVICE

The service is staffed by an Arts Officer and a shared Clerical Officer. The office currently has an additional temporary Clerical Officer and the benefit of extra expert staff is visible in terms of increased work output. Additional staff allocated to the arts service over the lifetime of this plan will help to deliver in full this plan. The Arts Office facilitates arts internships which to date have been hugely beneficial.

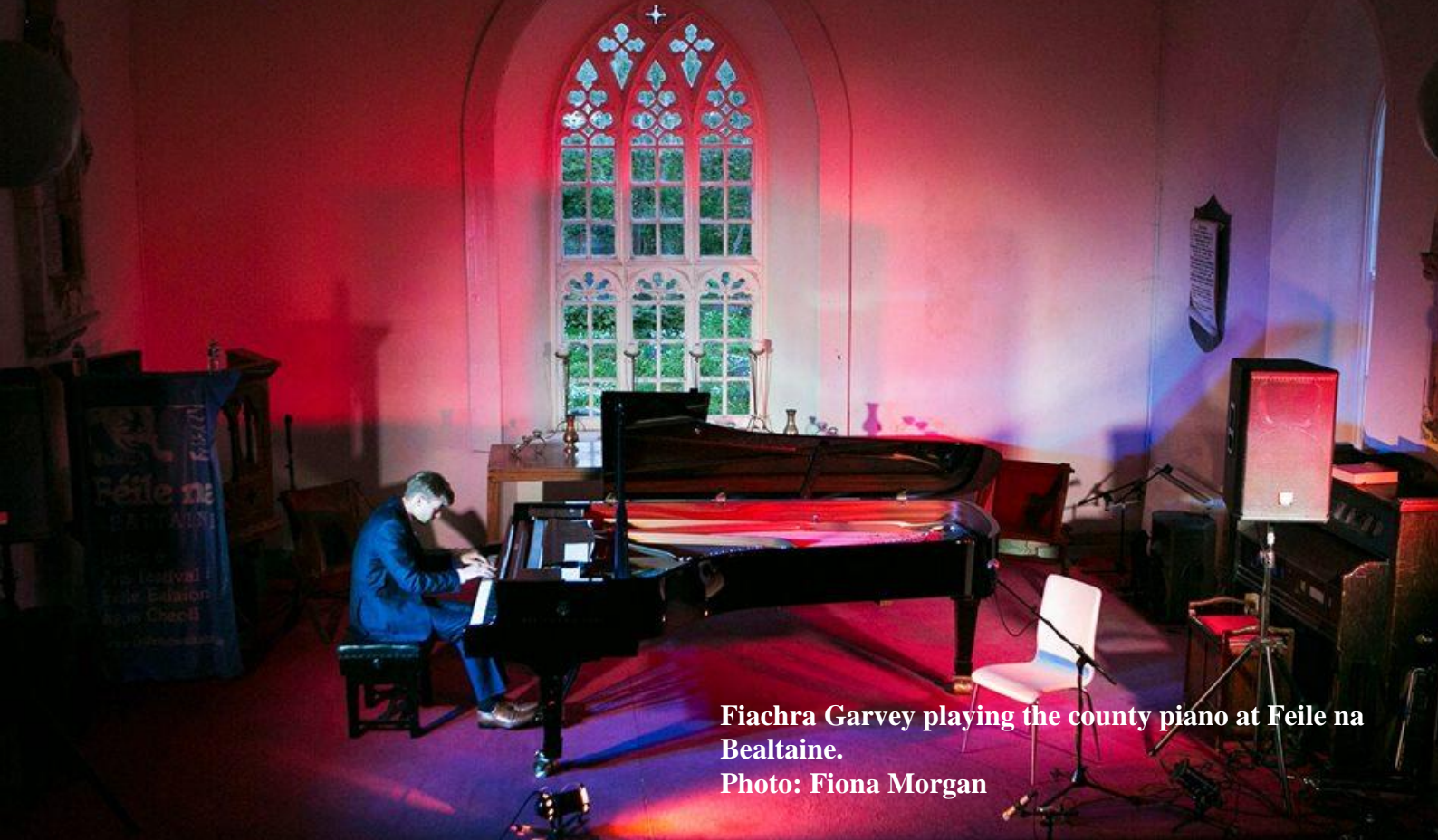
Kerry County Council has researched and developed two previous arts plans (2001-2006, 2007-2012). It is acknowledged that the investment agreed in these plans was not realised due to the changes in the economy and therefore the delivery of the plans was less than originally adopted. However, certain aspects of the plans were delivered. In the context of available staff resources and funding allocated, much was achieved. With the enhanced remit of the Local Authority (Local Government Act 2014), Kerry County Council is committing to greater investment in the arts as a business sector in Kerry.

This plan takes full account of independent research as well as arts office consultation (detailed in Appendix 1). The budget for the plan is targeted and focused. It has the commitment of the Elected Representatives, The Strategic Policy Committee as well as the Senior Management Team of Kerry County Council. In addition, this plan takes account of the proposals put forward in consultation with the Department of Arts, Heritage and the Gaeltacht in the 'Interactive Strategy for the Arts', 2011, which provided the foundation on which to focus public consultation for this plan.

ARTS OFFICE ROLES AND RESPONSIBILITIES

- **Formulating** policy – **contributing** to corporate, local and national plans as they reference the arts.
- Integrating national policy with local initiatives
- **Budget** submission, allocation, monitoring & office administration
- **Supporting** arts venues, festivals, projects & initiatives in Kerry
- Ideas generation as it applies to the development of the arts
- Supporting individual **artists** of all disciplines
- **Leading** & supporting **strategic partnerships**
- Kerry Screen Commission – maintaining and supporting our link with the Irish Film Board
- **Promoting** the profile of the arts locally and nationally
- Promoting arts in **education** through schools, libraries and communities.
- **Initiating** arts programming and events
- Advocating arts **tourism** development and planning (seminar '06, Original Kerry Craft Trails)
- Supporting arts infrastructure **development**
- Culture Night **planning**, coordination, **administration** & **evaluation**.
- Arts database development, website development
- **Media** liaison
- Circulation of information on awards, commissions, and exhibitions
- Administration of commissioning under the Percent for Art Scheme by Kerry County Council
- **Advocating** for the arts internally and externally.
- Contributing to the following digital platforms: www.kerrycoco.ie www.kerryfilm.ie
www.sliabhluachra.ie /KerryCoArts www.culturekerry.com
- Working to support the development of the arts in Kerry's four Municipal Districts as part of the Municipal District Team in each area (Listowel, Tralee, Killarney, South West).





**Fiachra Garvey playing the county piano at Feile na Bealtaine.
Photo: Fiona Morgan**

Our vision seeks to foster greater levels of engagement in the arts, and to support a high standard of practice in the arts throughout the County for our people. Our vision for the arts is based on four core values: Quality, Access, Inclusion and Sustainability. The Arts Service prioritises spend on arts activities that reflect these core values. Three key strategic areas for prioritisation include:

1. **Youth Arts and Arts in Education initiatives**
2. **Supports to Artists in terms of career and arts practice development, promoting Kerry as a place to both create and show work.**
3. **Strategic Partnerships that will better develop the arts locally.**

These three areas of prioritisation are underpinned by the following:

1. Professional development
2. Community engagement
3. Audience development
4. The availability of grant aid, other supports & opportunities that exist for clients
5. Space to create and showcase work
6. Arts tourism and the development of the Culture Night initiative
7. The Kerry Screen Commission to accommodate and support the use of Kerry as a location for Film and TV and for feature films, commercials and documentaries.

The Arts Office will work with partners or invest in initiatives that can display a commitment to these areas of prioritisation. We are committed to all art forms but will be practical on how to best invest across art forms, while at all times recognising current practice within each art form.

The strategic development of the arts service and the Arts Plan is guided by the following values:

- access to the arts for all of our citizens equally
- artistic excellence in all forms
- sustainable partnerships and investments locally, nationally and internationally
- quality and innovation
- financial and social responsibility
- clear goals to guide both short and long term

All of these are underpinned by fairness and transparency.

DEVELOPING THE ARTS STRATEGY

Key Strategic Objectives

1. To communicate clearly and widely the value and scale of cultural and arts activity in Kerry, nationally, locally and internationally.
2. To promote the integration of the arts into development policy overall for the county and in particular in areas such as Youth Arts and Arts in Education, Support to Artists and Strategic Partnerships. The aforementioned will include links with community & quality of life, social inclusion, audience development & recreation, business development, leisure and tourism policies.
3. To ensure that the arts service is integrated into mainstream service provision within Kerry County Council.
4. To maximise opportunities which will arise over the next five year period where developments will offer benefits countywide, with a focus on key priority areas as previously detailed on page six of this plan.
5. To support the growth and development of the arts organisations and artists based in the County so their full creative potential and ambition can be realised.
6. To provide training and support opportunities for all of those engaged in the arts in Kerry.
7. To fully maximise Kerry County Council's available resources to ensure best possible support for the arts in Kerry, for our citizens and our visitors. (*Actions to deliver objectives are detailed on page 7 and 8*).
8. To work in partnership with the Arts Council and Listowel Writers' Week to grow the festival's potential as an international literary festival. This will entail support across Kerry County Council, including the Arts Office, Enterprise and Corporate Tourism Business Units.

Research and Consultation:

Arts Plan Research and Consultation has informed our strategic thinking. Independent research undertaken for the compilation of this strategy shows a sector with stymied growth in terms of art sales and audience numbers, in need of investment. Independent consultation highlighted repeatedly an opinion among the arts community that Kerry County Council has a reduced level of spend on the arts in comparison with other counties. Furthermore, there is a concern that investment will not be forthcoming. Belief in the commitment to an Arts Service needs to be addressed. Increased Local Authority financial support for the arts and increased engagement with arts festivals and venues is paramount to Kerry's arts sector seeing Kerry County Council's commitment to the arts. The requirement to deliver a practical and successful plan is very real.

By greater investment in the practice and promotion of the arts we will ensure the strategic development of the best that Kerry has to offer in terms of an arts scene that is exciting, vibrant and visionary. The sector requires substantial stimulation following years of hardship.



Kilgobnet Bidy, Photo: Valerie O'Sullivan

Straitéis Ealaíon Chontae Chiarraí 2016-2021

Independent consultation as part of research in compiling this Arts Strategy offered the opinion that the Arts Service provided by Kerry County Council while limited in its resources, is effective and impacts almost countywide. However, in the context of the extent of the arts sector in Kerry, there is a widespread opinion that Kerry County Council needs to go further in terms of staff and financial support to the arts sector. The needs of the sector are clear; these needs can be met but require increased resources.

Key Points of Satisfaction

1. The facility that is the Arts Office and the presence of a County Arts Officer.
2. Support for the work of the Arts Officer was consistent. This is tempered with a consistent observation that increased impact without increased funding cannot be realised through the Arts Office.
3. In terms of leadership and advice, the Arts Office is readily available to support and advise.
4. The Arts Office delivers a strong programme in the context of resources available.
5. The fact that Kerry County Council offers bursaries that support the work of artists is positive.
6. Arts Office support to key arts venues and to the main arts festivals across the county is positive. The success of Writers' Week and the role it plays with regard to literature in the County is evident. Literature appears to be one of the most active disciplines within the County. The Kerry Film Festival, Féile Na Bealtaine and KFest were also cited as being of significance to the wider arts sector and community. These and many others are supported financially and provided with advice and guidance from the Arts Office.
7. Support for film through activities such as Kerry Screen Commission, film festivals, and production supports.

Key Points of Dissatisfaction

1. Kerry County Council invests less in the arts than other County Authorities.
2. The lack of secure guaranteed annual funding to venues and festivals
3. Better cross selling among venues is required to assist all programmers of venue based activity.
4. The need for more consistent marketing communications, for arts information sources such as newsletter via e-zine and the need for modern web pages were mentioned.

5. Sharing information; letting the wider public know about the work and successes of the arts sector locally, nationally and internationally arose consistently. Better marketing of the arts in the county was a recurring theme.
6. The lack of a professionally run and dedicated visual arts exhibition and studio space in the County is noticeable.
7. The lack of a County Art Collection was noted by visual artists and arts managers
8. The need for heightened awareness within the Council (both Elected Members and Senior Executive) to provide support to develop the arts and cultural tourism.

Key Requests from the Arts Sector

1. Increased funding for arts venues and festivals, multiannual funding arrangement if possible.
2. Assistance with EU funding opportunities and with marketing the arts and the professional development of artists.
3. The need for a film bursary for emerging film makers to film in Kerry
4. More financial support for community arts and youth reach arts, engaging a greater number of professional artists in these contexts.
5. A space for visual artists and performing artists to create and showcase work
6. Increased visibility and promotion of the work of the Arts Office and of the wider arts sector.
7. Better communication on-line with regard to grants awarded.
8. Request for an improved artists' database and a better designed Kerry Arts webpage.
9. Professional development and practice mentoring for artists, venues and festivals on marketing, accessing new markets and audiences, advice on how to collaborate with the business sector working with the Local Enterprise Office, and advice on leveraging sponsorship.
10. Encouraging curators to come to Kerry to meet visual artists, and more professional programming of the arts and the 'bringing in' of arts content that has been created outside of the County.
11. More significant action and support under the Arts in Education Charter, and opportunities to collaborate with other providers.



Audience enjoying performance in Muckross Schoolhouse, Killarney
Culture Night 2014
Photo: Don MacMonagle

DELIVERING THE STRATEGY

MEETING THE DEMAND

Resources

Kerry County Council will seek to increase its spend on the arts over the five year period of this Strategy. When possible, we will encourage financial support to the sector from other resources and agencies with a view to matching support. Additional funds will be allocated to the delivery of this strategy; promoting the arts through investment on the principle of additionality.

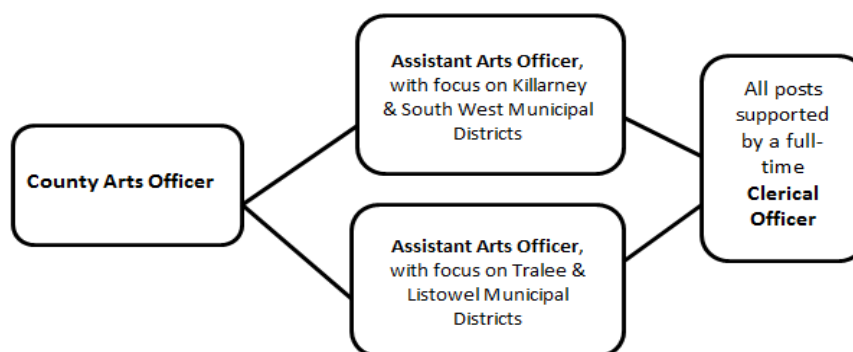
The realisation of this strategy depends on the availability of continued funding and expert staff.

Staffing Structures

The Arts Office is currently staffed by one full time Arts Officer who is supported by a shared Clerical Officer. It is an objective of this strategy to access increased staff resources for the Arts Office. An Assistant Arts Officer or Municipal District Arts Co-ordinator (or equivalent grade) may be contracted over the course of this strategy.

The role of the County Arts Officer is diverse and specialised, and includes a strategic development function as well as the practical delivery of policy, plans and actions. The arts sector requires stimulation and greater support from Kerry County Council. In addition, Kerry County Council now has four Municipal District Areas and the Arts Service is to form part of each Municipal District Team. This will allow for more focused development over time. To service this developmental area based structure, and in order to respond to the arts sector's needs in a more effective action based way, the objective is to increase the staff resources available to the arts office. The Arts Office may look to graduate programmes in partnership with partner organisations. The intention is to enhance the capacity of the office to work on marketing, promotion, grant sourcing, investigate EU and local LEADER funding for the arts sector so that reliance on the funding of the arts from within the Local Authority budget will not rest solely with Kerry County Council. The aim is to stimulate activity across the County, recognising best performing practitioners and to decide on a number of set actions that the Arts Office itself will promote and develop. This will also allow the Arts Officer to focus on strategic partnerships, investment and future planning.

The Arts Office will also seek to advance the promotion and recognition of the Arts through the dedicated Municipal District Offices now in place.



Strategic Development:

The role of the County Arts Officer is as diverse as it is specialised, the required skill set embraces strategic development as well as the practical application of policy, plans and action. With this in mind and in recognition of the fact that the sector requires stimulation and greater support and commitment from Kerry County Council, we are proposing a new management system.

1. The Arts Office will operate at Municipal District level. The Municipal District Team will assist by increasing efficiencies and joining up the services in Kerry County Council to ensure the arts sector is being served to maximum effect by Kerry County Council. Additional staff available to the Arts Office will free up the current County Arts Officer to focus on strategic partnerships, investment, funding and future.
2. Increasing expenditure on venues and festivals from the Council's Voluntary Contributions Fund is a priority in the next number of years. This will allow clients to forward plan more intensively, and be more strategic.
3. Increased expenditure on the Arts Office Residency Programmes will allow more intensive and strategic project work across artforms.



Film shoot, Ballybunion Beach, 2014 Photo: Domnick Walsh

THE ARTS STRATEGY IN ACTION

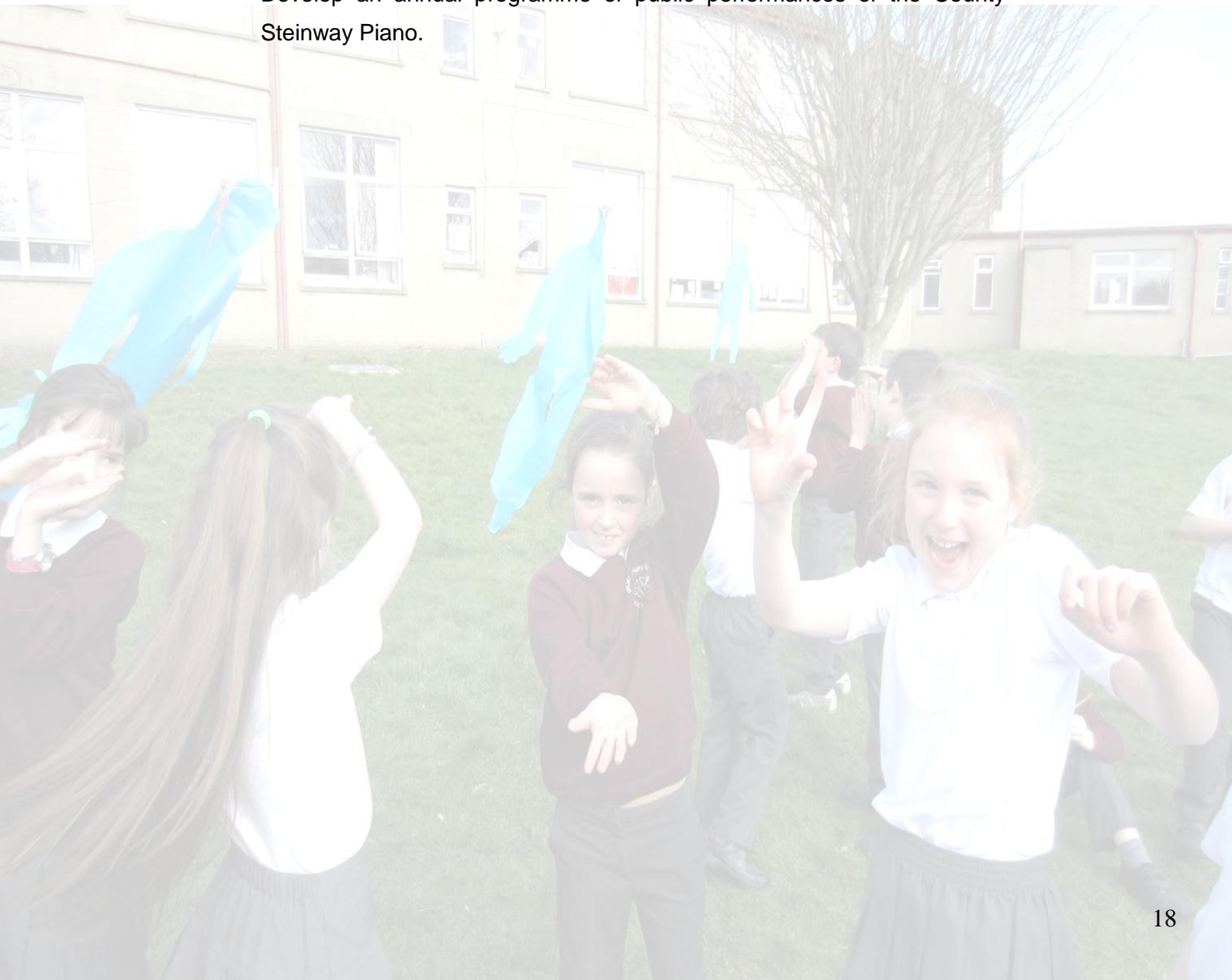
EXISTING SERVICES

Building on the accomplishments of the previous Arts Plan, we will continue to work on:

- Grant aid through the Arts Act Grant, focusing on improving standards of delivery, with a new focus on support to professional artists.
- Continue to offer Artist Bursaries; we will aim to expand the number of bursaries as budgets improve
- The Artist in Residence programmes: we will continue to focus on mentoring emerging artists, supporting existing artists, reaching new audiences and practitioners and providing support to venues and festivals where possible.
- Continue to participate in the Bealtaine Festival, celebrating creativity in older age, and partner with/support other agencies and organisations currently delivering quality arts services to this sector.
- Leading and promoting Culture Night in Kerry.
- Continue to lead and develop the Kerry Screen Commission.
- Liaising with the Kerry Education Centre, promoting the development of specific programmes to increase arts activity for young people in education, working with artists as much as possible.
- Continue to work with Kerry Education and Training Board to increase access to arts for young people and to develop required training opportunities in arts for adults.
- Reviewing and improving the Arts Office webpage and Facebook page.
- Supporting KYDT Youth Theatre.
- Funding the Artist in Schools support scheme.
- Continue to work with national resource organisations to identify bursary opportunities for young people e.g Association of Irish Choirs.
- Developing Kerry Music Education Partnership to promote and expand the delivery of high quality music education opportunities across Kerry for children that do not access music in education at present.
- Acknowledging the need for space to create work, Kerry County Council will continue to make available the space above Dingle Courthouse to Artists for work creation and will seek to provide additional space throughout the county during the term of this strategy.

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- Supporting individual artists and arts organisations through advice, facilitations and support, including information sessions on the various supports, financial and otherwise, offered by the Arts Service and where possible other Local Authority sections such as Tourism, Enterprise, Community.
- Provide information through monthly e-newsletter, extensive e-mailings, press/ media, parish newsletters, posters, radio and social networks. Use established relationships and networks to maximize information coverage, working with the Community section and the Public Participation Network, the Library Service and Tourism Unit of Kerry County Council.
- To provide training and support opportunities for all those engaged in the arts in Kerry when possible via the Local Enterprise Office (LEO).
- Supporting artists and arts organisations to maintain income from their practice, looking at issues of audience development through learning, networking, mentoring and marketing.
- Develop an annual programme of public performances of the County Steinway Piano.



NEW INITIATIVES

Informed by experience, work to date and public responses we will initiate and develop:

- Funding under the Arts Act Grant; **priority allocation** will be made to applications that involve direct participation of professional artists.
- A Visual Arts Project to showcase new work
- A professional development programme across art forms
- Mentoring session to assist professional application form filling
- Space to create and showcase work for artists - with priority weighted towards the needs of visual artists. Kerry County Council will 1) investigate potential resources already owned by Kerry County Council to fulfil this aim, & 2) advocate the inclusion of a space to create and showcase artwork in future Kerry County Council Capital Development Programmes. Delivering at least one space to create and show artwork during the lifetime of this Strategy.
- Business Mentoring for arts practitioners in association with Kerry Local Enterprise Office; strategically work with the arts festivals, on business development.
- Work on a rates rebate for artists and arts venues, encouraging towns to make space available to artists. This will be offered on a case by case basis, supported by the Finance Department, Kerry County Council.
- A closer working relationship with the Community Services Unit of Kerry County Council and Comhairle Na Nóg developing better communication with young people through schools, youth groups and social networking.
- Service level agreements for organisations in receipt of funding in excess of €10,000. These agreements will agree key targets; provide statistical information and qualitative assessment of annual funded clients. Increased funds on a business case basis annually will be explored. Funding secured in any given year does not guarantee future funds, but each year a case must be made that evidences impact of financial support and the delivery of the arts plan.
- A wide ranging digital strategy including the web marketing and arts information in the form of a regular e-zine from the County Arts Office.
- Encourage all arts events to avail of Culture Fox for promotion.
- Marketing support programme for artists, arts centres and arts festivals via the Local Enterprise Office

- Kerry County Council will work across departments to increase Kerry's cultural profile and promote the county widely as a creative and artistic hub
- Advocate that the newly developed Tourism unit and Municipal District Officers at Kerry County Council assist with Culture Night and profiling of arts in Kerry, specifically the main venues, festival and events with tourism potential.
- We will undertake a needs assessment of the training requirements of the sector, leading to the implementation of a supported training and development programme with a link to the Local Enterprise Office.
- Street spectacle for festival, investigating co-funding to offer up-skilling in artistic content for arts festivals and community festivals that carry substantial arts content. This will be explored via mentoring from professional artists who work on visually animating festivals, performance content may be included
- The undertaking of a feasibility study with regard to the film infrastructure in Kerry and future potential.
- A film bursary to promote filming in Kerry for emerging film makers.
- Increase funds for Residencies and their geographical spread across the county allowing for greater access to a wide range of art forms to schools, and community groups. A greater focus will be on project based work that links with either arts festivals or arts venues.



Kerry Film Festival, Outdoor Screening, Culture Night 2013
Photo: Domnick Walsh

Arts Business Development

The new remit of the Local Authority (Local Government Reform Act 2014, Putting People First) places an emphasis on business development. The arts sector and the creative industries in Kerry are an integral element of the local economy. While the creative industries cannot be measured purely and solely in business terms, the creative industries sector provides for Kerry livelihoods, wages and a standard of living for many employed in the arts in the County and who generate revenues and business through the arts. The business of creation in the arts, arts programming and arts management in Kerry is supported and enhanced by the work of the Arts Office. This work promotes pride in Kerry's creative uniqueness and underlines our sense of self and place. Providing a platform for the arts in our County ensures citizens have access to creativity. Kerry County Council will look to areas of deficit in our County as it applies to arts activity, it will also look for opportunities where potential development can take place. Investment in the practice and development of art forms across our communities assists social cohesion, economic generation and tourism development in terms of cultural accessibility. Prioritising certain activities will allow for a realistic delivery on activities that can be supported.

Investing in the business of arts development: ADDITIONALITY

As part of this new arts plan, we are committing:

1. An additional fund of €25,000 per annum to those in receipt of an annual amount from the Contributions to Voluntary Organisations Fund of Kerry County Council. These clients who are arts centres and main arts festivals will compete on an annual basis to secure additional funds. Applicants must demonstrate a clear business case that addresses Kerry County Council's prioritised strategic development intentions (see page 3).

The impact of the additional investment must be clearly demonstrated annually. Funding awarded in any given year does not guarantee funding in subsequent years. The Arts Office will consider best practice in terms of key priorities whilst taking account of areas of deficit across the county. Areas of strengths will be capitalised upon. Duplication of funding with other agencies and of similar events will not be a priority.

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2. An additional €10,000 will be invested in Kerry County Council's Artist in Residence Programme, (currently co-funded by The Arts Council), subject to a matching additional €10,000 from The Arts Council. This will see an increase of €20,000 to broaden the reach, impact and duration of the Programme. (Further referenced on page 20).

3. The Art Office will invest an additional €5,000 in a Film Bursary in response to demand.

4. Street Spectacle: To encourage more visible arts content during arts festivals, encourage family participation in these festivals, and develop arts audiences at a younger age. (Further referenced on page 21.)

Measuring Impact

In consideration of the fact that the Arts Service is constantly receiving requests for assistance, it is proposed that each decision made is measured using a set of clear and transparent metrics. Financial assistance or in-kind assistance on the part of Kerry County Council as it relates to arts development will be measured. We are proposing a very simple metric that will offer transparency in terms of decision making and a baseline from which standards are maintained.

a. A quantitative measurement in terms of increased revenues, greater sales, participating numbers and wider audience development. A broad range of questions to include the following will assist our measuring the impact of Kerry County Council investment:

- has funding assisted audience numbers and to what degree
- has an increase in revenues allowed for flexibility in spending and greater financial security
- how much has been spent and how often and what has it resulted in?

b. A qualitative measurement in terms of increased standards of practice, as well as greater emphasis on the professionalisation of management, customer relations and marketing. A broad range of questions to include the following will assist our measuring the impact of Kerry County Council investment:

- Has a baseline in performance and promotion standards been achieved?
- Is there a greater degree of organisation and consistency in terms of management?
- Have any skills gaps been addressed and how?

- Is the experience offered by attending the event been enhanced?
- Are there clear and consistent logistical management processes in place?
- Is there a greater degree of presence and promotion of events as well as the promoting organisation as a result of the investment?
- How professional and welcoming is the organisation and its staff?

With increased staff resources, Kerry County Council will commit to monitoring the social and economic impact of Kerry County Council funding across the arts sector in terms of standards of practice, audience development, youth arts engagement, support to professional artists and strategic partnerships that demonstrate commitment to our core values and the seven areas of prioritised focus

A Continuation of the Percent for Art Scheme: Kerry County Council will continue to commission Public Art under the Per Cent for Art Scheme, adhering to National Guidelines (Department of Arts, Sports & Tourism 2004) to ensure professional artists are afforded the opportunity to create work in Kerry. Commissions will be developed across art forms and will focus on delivering our new actions and objectives as outlined in this plan previously. This includes commissions where artists engage with young people and local communities, and add to the professional development of arts festivals, venues and arts organisations, in the county in partnership with the arts office.

PARTNERSHIPS

Kerry County Council will seek to create sustainable partnerships for key initiatives that are promoted by the Arts Office such as Culture Night. This event will be promoted across Local Authority Departments including Tourism, Enterprise and Community. The intention is to harness the potential for Cultural Tourism and economic growth within the sector.

The Arts Office will continue to support the access and appreciation of the arts internally within Kerry Local Authorities by finding ways to increase exposure to arts content within the public sector with whom it engages. This will be achieved through an Artist in Residence programme within Kerry Local Authorities. The aim is to raising awareness and appreciation of the arts by public sector managers and elected representatives so that an increased awareness of the power of arts

development takes place. This approach will also extend the impact of this Arts Strategy.

Partnering for Better Arts Development

Kerry County Council wishes to prioritise the importance of strategic partnerships to ensure the longer term viability and visibility of the arts in Kerry. Ensuring the best, most innovative and excellent arts content is sustained and allowed to grow is a priority into the future. This approach will allow all of our people social vibrancy, those who make art and those who enjoy the arts as audiences and participants, and makers of the future who will enhance and advance arts and culture in our County.

The following diagram provides an illustration of our current partnerships:





The Lobster (2015), shot on location in Co. Kerry, still courtesy Irish Film Board

THE ARTS IN COUNTY KERRY

Stakeholders in the arts throughout Kerry and beyond include:

- Artists (of all disciplines)
- Arts venues: arts centres, galleries, facilities
- Arts organisations and groups (professional and amateur)
- Arts managers/ administrators
- Arts Festivals and events
- Audiences for the arts
- Communities (including specific groups – youth/ older people/ people with disabilities/ children/ intercultural groups/ marginalised people)
- The public
- Elected members and public representatives
- Kerry County Council
- Kerry Local Committee and Community Development Board

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- Partnership agencies - The Arts Council/ An Chomhairle Ealaíon
- Other regional and national arts organisations

The Arts Service endeavours to ensure the quality of arts activities, promotes access and inclusion on behalf of the public, strives for best practice, and adopts a long-term perspective to the provision of support.



OUTCOMES OF THIS PLAN

The successful delivery of this Arts Plan will be measured by the following:

- Increased participation as a result of increased investment in the arts in the County
- A growth in awareness and appreciation at a local, national and international level of the influence of the arts born out of County Kerry
- The results of increased investment in arts venues and artists that are current and future clients of Kerry County Council
- The increased investment and expansion of the Arts Service of Kerry County Council
- A greater awareness and prioritisation of the arts as a strategic and important component of corporate life within Kerry County Council

Monitoring and Evaluation

The actions set out in the plan will be regularly reviewed and tracked for progress. This information will be shared with the Director of Service and by the Strategic Policy Committee for Tourism, Arts and Culture.

As a professional entity, the County Arts Service regularly considers and evaluates all of its work. This informs relevant changes in the work. This Arts Service will collect quantitative data; the numbers of grants administered, number of recipients, the number of service users, attendances at events and festivals, the number of increased sales and the type of enhanced audience reach evidenced by increased spend among its client base. The Arts Service will collect qualitative data through the instigation of client satisfaction surveys, and regular feedback bulletins. The Freedom of Information Act applies to the work of Kerry County Council. A formal mid-term review and evaluation will be undertaken availing of both internal and external expertise.



Burren Shore, Oil on Paper, 2009, Roisín McGuigan,
Kerry County Art Collection

APPENDIX

EXTENT OF CONSULTATION AND ENGAGEMENT

Focus document and questions were informed by National Strategy Arts Council Arts Plan and 2011 Strategy for Arts in partnership with Department of Arts, Heritage and the Gaeltacht.

Strategy Policy Committee consulted re focus documents and questions. Focus document and questionnaire were circulated to PPN, Arts Database and advertised through local media across the county.

Meetings were held with CE and Director of Service to define the scope of the Strategy.

Following the Draft Strategy compilation a meeting was held with Orlaith McBride, Director of The Arts Council, Liz Meaney, Artform Director at The Arts Council, Moira Murrell, Chief Executive Kerry County Council and John Breen, Director of Service Kerry County Council.

Arts Officer and Arts Professionals Consultation meetings:

Susan Walsh, Tech Amergin
Jeanette Cullen, Artist
Hugh Horgan, Caherciveen Celtic Music & Arts Festival
Mike Dowd & Mike Ahern, K-Fest
Maire Logue & Eilish Wren, Listowel Writers' Week
Joe Murphy, St John's Theatre & Arts Centre
Ann O'Dwyer, Kerry ETB
Susie Conway
Bill Corcoran, Tralee Choral Union
Phil McSweeney
Abigail Joffe, Visual Artist & Singer
Lisbeth Mulcahy, Artist
Mrs Quinlan, Principal Moyderwell NS
Richard Dwyer, Spinning Yarns
Claire Bambury, Carneige Arts Centre
Anne Barrett, Writer
Faye Boland, Writer & Composer
Ruti Lachs, Musician
Toddy Doyle, Muckross Traditional Farms
Betty Rohan, Visual Artist
Tony O'Connor & Tadhg Creedon, Comhaltas Chiarraí
Joan Murphy

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Áine Moynihan, An Lab, An Daingean
PJ Teehan, Handed Down Series, Scartaglen
Gerald Hurley, Yamaha School of Music
Alexander Maguire
Donal Moroney, KMEP, Musician & Teacher
Maggie Breen, Writer
Tracy Cronin, Visual Artist
Silke Michels, Artist
Elizabeth Colins, Tralee Art Group
Emmet Condon, Music Producer

Independent Advisor & Researcher meetings:

Andrew Duggan, Artist, Courthouse Studio
Catriona Fallon, Manager Siamsa Tire
Etienne Muller, Artist
Feile na Bealtaine
Fran O'Connor, Free Radicals Youth Theatre
Gabriel Fitzmaurice, Writer
Jerome Stack, Arts Centre Manager, Drama
Joe Murphy, St John's Theatre & Arts Centre
Jonathan Kelliher, Siamsa Tire
Lisa Fingleton, Film Maker, Visual Artist
Lisbeth Mulcahy, Craft Artisan
Máire Logue, Listowel Writers' Week
Margaret O'Sullivan
Mary Lucey – Tralee Institute of Technology
Michael Kelly, Film
Mike Ahern, Visual Artist, K-Fest
Mike O'Mahony, Actor
Paul O'Raw, Consultant
Roisin McGuigan, Kerry Film Festival, Visual Artist

Arts Strategy consultation responses via questionnaire:

Fiona de Buis
Cill Rialaig Project
Catherine Pearson O'Dwyer, Tralee Art Group
Betty Rohan
Mary Shanahan
Lily Tangney, KWWN & Writers Resource Centre
Áine Uí Dhubhshláine, Tig Áine
Faye Boland, Clann na Farraige Writers Group
Anne Barrett

CONTACT

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www.culturekerry.com

