



## Do Gach Ball do Chomhairle Cathrach na Gaillimhe

**Creative Ireland - "Creative Galway Plan 2018 - 2022."  
Item 4. (g) on the Agenda for the Ordinary Council Meeting, 11<sup>th</sup> February 2017**

### A Chara,

Galway City Council adopted "Everybody Matters – A Cultural Sustainability Strategy Framework for Galway 2016 -2025" in early summer 2016. The Cultural Strategy, as it is more succinctly referred to, sets Galway as a working model of cultural sustainability, community participation, best practice and world-class creative and cultural excellence. This is underpinned by a commitment to facilitating local, national and international hubs, providing support and inspiration for projects, partnerships, and infrastructure.

The Creative Ireland Programme was launched by the Government in December 2016 and is guided by a vision that every person in Ireland will have the opportunity to realise their full creative potential. It is a five year all-of- Government initiative, from 2017 to 2022, to place creativity at the centre of public policy. The Programme aligns initiatives across Government, local authorities, state agencies, organisations and with individuals in support of the Programme's vision. It *encourages, facilitates and supports* initiatives that enable access to and participation in creativity to sustain wellbeing for all. One of the key elements of the programme is the engagement with and cooperation of local authorities and the establishment of Creative & Cultural Teams in each of the 31 local authorities in 2017. Creative Ireland charged each of those local teams with the task of developing a five year Creative and Cultural Plan (for the years 2018 – 2022) for their local authority area, providing both guidance and a template for the writing of each plan.



Galway city had, of course and as outlined above, already developed a Cultural Strategy which was adopted by the Elected Members at its meeting in June 2016 and which spans the years 2016 to 2025.

As "Everybody Matters" already fulfils the need for the development of a creative and cultural strategy and as this has already been approved and adopted by this council, the Galway City Creative Ireland Team is submitting the document ( herewith) "Creative Galway Plan 2018 - 2022" which adapts the key strategies, context and priorities of "Everybody Matters" to the same template being employed by the 30 other local Creative & Cultural plans. The formatted and printed version of this document will be published (simultaneously in Irish and English) in the coming weeks.

A Creative Galway Implementation Plan 2018 is currently being finalised which will advance the roll-out this year of the "**Creative Galway Plan 2018 - 2022**" / "**Everybody Matters 2016 – 2025.**"

This report is presented for your information and for noting.

Le mór meas

A handwritten signature in black ink, appearing to be 'Gary McMahon', written over a horizontal line.

Gary McMahon

Acting Director of Services / Stiúrthóir Seirbhísí Gníomhach,

Economic Development, Community, Culture & Communications, Climate Change & Environment /

Forbairt Eacnamaíoch, Pobal, Cultúr & na Meáin Chumarsáide, Athrú Aeráide & Comhshaol



# Creative Galway Plan 2018 - 2022



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## 1. Foreword

Galway is a vibrant, diverse city. It is a city of learning, a city of youth, a city of rich cultural heritage and of stunning natural environment. Galway is a creative city where everybody matters.

Galway City Council aims to position Galway as a world-class city of innovation and creativity. We want to create a city that people aspire to live in, to work in and to visit. We are actively working on a number of strategies that will guide our vision for Galway over the next few years.

Galway's at the cultural heart of the region, of the West and of Ireland as a whole. We look to Europe and beyond for inspiration and to inspire. We see culture as pivotal to our future and to our development as a city and a region. Culture is also an intrinsic element of our economic, environmental and social sustainability and the development of all four elements in the city and in the region will inter-link and enhance our lives and the lives of children and young people who wish to live and work in this region throughout their lives.

It is an exciting time for Galway. The city's successful bid for European Capital of Culture 2020 builds on previous successes, such as the UNESCO City of Film designation, the Urbanism Great Town award, the Purple Flag award, the FDI Micro-City of the Year award, the European Green Leaf Award 2017, European Region of Gastronomy 2018. There are major challenges and opportunities ahead for the city. These challenges will be addressed and the opportunities maximised through genuine public consultation and multi-agency collaborations.

We wish to thank everyone who has contributed to the development of "Everybody Matters" and to "Creative Galway" from the cultural, social, business, community and statutory sectors. We look forward to their continued roll-out. We look forward to continue to work closely with colleagues nationally in Creative Ireland.



## 2. Members of Creative Ireland

### **The Creative Ireland Team in Galway City**

#### Members of the Galway City Culture Team

- Gary McMahon,  
Creative Ireland Coordinator for Galway City
- James Harrold;  
Arts Officer
- Jim Higgins;  
Heritage Officer
- Fergal McGrath,  
Director, Town Hall Theatre;
- Caitríona Morgan;  
Economic Development Officer
- Ailish Bhreathnach;  
Irish Language Officer
- Catherine Gallagher,  
County and City Librarian
- Eithne Verling; Director,  
Galway City Museum
- Mark O'Donnell;  
Project Manager, Galway 2020
- Breda Fox,  
Local Enterprise Officer
- Loretta Raftery,  
Community & Culture Department

Contact the Galway City Culture Team care of the Community & Culture Department of Galway City Council [candc@galwaycity.ie](mailto:candc@galwaycity.ie)



### 3. Culture and Creativity in Galway City

#### Galway City Cultural Profile

Galway is located in the West of Ireland, on the shores of Galway Bay and within sight of the Atlantic Ocean. The city is surrounded by the phenomenal landscape of Connemara to the west and Lough Corrib to the north. It is bisected by the river Corrib, whose stony bed (Gaillaimh) gave the city its name, and the city centre is interwoven with canals and mill races which have their origins in the commercial heritage of earlier centuries.

Over a period of a thousand years Galway continually adapted to its given circumstances – economically, socially and culturally. Most recently, an economic and cultural lull in the 1970s resulted in an unexpected creative explosion that has sustained, grown and developed into a series of internationally known arts and cultural organisations and festivals – such as **Galway International Arts Festival**, **Druid Theatre**, **Macnas**, the **Galway Film Fleadh** (the only film festival in Ireland that nominates to the Oscars Short Film category), **Cúirt International Festival of Literature**, **Baboró International Arts Festival for Children**, **Branar Children’s Theatre Company**, **Clifden Arts Festival** and **CruinniúnambÁd**– all of which have helped to make Galway an internationally recognised cultural destination. The **Galway Races**, **Connacht Rugby** and the **Ballinasloe Horse Fair** are the three more international cultural brands that have marked Galway out on the world map.

Recent high profile cultural designations provide Galway with great opportunities to further enhance its existing reputation while also greatly adding to the cultural cachet of the city. These include, **European Capital of Culture 2020**, **Galway City of Film** by UNESCO along with Galway’s membership of the **UNESCO Creative Cities Network**. In 2018, Galway will become a **European Region of Gastronomy** and will be the first region in Ireland to be awarded the honour.

Galway has a very strong annual music programme with events from organisations such as **Music for Galway**, the **Early Music Festival**, **CoisCladdaigh**, the **Galway Baroque Singers** and the much loved **Contempo Quartet**. In addition Galway City & County has over eighty-three festivals in its annual festival programme.

Galway is a growing multicultural city. The population of the city has grown from 47,000 in 1986 to currently stand at 79,504, with 18.6% of the population non-Irish nationals. This growth not only reflects a national and international trend of increased urbanisation but more specifically reflects the attractiveness of Galway as a city in which to study, to work, to visit, and to live.

Galway is rich in cultural heritage both in the built and natural environment. The City has retained its medieval fabric and scale and presents a walkable city with a coherent core. The county offers a huge variety of landscapes, monuments and biodiversity. Galway City Museum has one of the highest visitor numbers in the country for non-fee paying attractions outside the capital with over 170,000 visitors annually. Galway has a thriving indigenous boat building industry and is a centre for marine research and development for both marine and fresh water with institutions such as the Martin Ryan Institute in NUI Galway and the Marine Institute leading the way in the field.

Galway has the largest population of inhabited islands in the country and these hold unique communities with strong traditions and heritage as well as outstanding areas of beauty.

Galway has a high number of forest parks in the city and country, providing green spaces and environmental education to local and visiting populations. Connemara National Park provides a variety of facilities for over 170,000 visitors annually.

In Galway city alone there are 40,000 pupils and students engaged in Education with 26,000 students enrolled in third level education. The population of 20-24 year olds is twice the national average.

The National University of Ireland Galway, Galway-Mayo Institute of Technology, Galway Technical Institute amongst others offer a wide range of undergraduate, post-graduate and short-term courses for those interested in pursuing a career in the creative sectors. NUIG has developed a three year Creative Momentum programme that aims to support the creative industry sector in Europe's northern edge. Galway Mayo Institute of Technology is leading out a significant expansion of its engagement with Cultural & Creative industries through the centre of Creativity, Culture Arts and Media including the roll-out of Creative Hubs.

#### The Unique role of the Gaeltacht

Galway is unique in Ireland in having a city that has Gaeltacht status for almost half its geographical area. The Galway Gaeltacht has a higher proportion of Irish speaking inhabitants (75.2%) than all other Gaeltacht areas in the country combined (69.5%). Over the past ten years there has been a growth in the amount of Irish speakers living and working in the city and county due mainly to the growth of the communications industry as led by TG4 (the national Irish language television station) Irish language cultural activities and gaelscoilenna (Irish language schools). The Irish language and linguistic heritage is an intrinsic part of the cultural experience and life of Galway, it includes language, literature, music, artworks, crafts, skills, traditions, dance and oral history. An Taibhdhearc is the National Irish Language Theatre and sees its role as important in the commissioning and presentation of existing and new work in the Irish language. The Irish language is a considerable asset contributing in the region of €59m to the City. In March 2016 the elected members of Galway City Council launched Galway's ambition to be a bi-lingual city, outlining a vision to support the implementation of this initiative. In addition, Galway has also been designated a Gaeltacht Service Town under Achtna Gaeltachta 2012 and a language plan is being prepared as part of this, assisted by Údarás na Gaeltachta.

#### 4. The Creative Ireland Vision for Galway City

The Creative Ireland Programme is the Government's Legacy Programme for Ireland 2016 – a five-year initiative, from 2017 to 2022, which places creativity at the centre of public policy. It is a culture based programme designed to promote individual, community and national wellbeing.

The vision of Creative Ireland is that every person living in Ireland will have the opportunity to fully realise his or her creative potential. Participation and access are central to the vision. Connecting artists and other creators to communities is also regarded as essential to realising the vision.

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 Centre of Excellence in Media Production

Pillar 5: Unifying our Global Reputation



**Creative Galway Plan 2018-2022** acknowledges the government's recent policy document *Culture 2025*<sup>1</sup>. This includes the arts, as defined by the Arts Act 2003; the creative industries; cultural heritage; new cultural diversity and languages which have become part of Irish life in recent years.

Galway City in "Everybody Matters" 'culture' references as including, landscape; the natural and built environment; material culture; cultural heritage; documentary and archival heritage; architecture; music; dance; design; cultural infrastructure; language; history; folklore; all artistic expression; sport; craft; food; traditions; traditional skills, memory; beliefs and values.

**Our vision** is to design, drive and deliver a strategy that transforms Galway into a working model of cultural sustainability, community participation, best practice and world class cultural and creative experiences.

#### **Realising our vision:**

Our model of cultural sustainability, community participation, best practice and world-class cultural and creative experiences will be underpinned through:

- Highlighting our cultural assets, putting culture at the heart of Galway's development and using culture to examine new ways of creating a better future.
- Embracing communities and diversity, finding room for all aspects of cultural identity and expression and new ways to collaborate and participate.
- Facilitating local, national and international collaborations and hubs, providing support and new sources of inspiration for projects, partnerships and infrastructure.
- Showcasing what Galway does best and delivering it to new audiences and participants.

#### 5. The Creative Ireland Values in Galway City

The foundation of this plan addresses the intrinsic and diverse value of culture at the heart of the population of Galway City. It builds on comprehensive collaborative and communicative processes involving engagement with individuals, organisations, communities and sectors and careful research into best local, regional, national and international policies, strategies and practices identified within existing culture-related strategies relevant to Galway City.

Specifically, the plan reflects the priorities set out in:

- Everybody Matters, the Cultural Strategy Framework for Galway 2016 – 2025;
- Children & Youth, Culture & Creativity Plan 2017;
- Galway City Local Economic & Community Plan;
- Agenda 21 for Culture Pilot Cities Programme for Galway City;
- Galway City Creative Ireland Plan 2017;, 2018 and it's successors;
- Galway City Council Arts Plan 2016 – 2018 and it's successors;
- Galway City Council Heritage Plan and it's successors
- Galway City Museum Strategic Plan 2017 – 2022;
- Making Waves – Galway European Capital of Culture 2020 Final Bid Book;
- Galway West of Ireland European Region of Gastronomy 2018 Plan;
- Other strategic plans current for Galway City and environs which impact on the broad cultural sphere (as defined in *Everybody Matters*).
- Galway City Development Plan, Galway Library Development Programme, City & Co. Development Plan.

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<sup>1</sup> Department Arts, Heritage, Gaeltacht and the Islands – discussion document *Culture 2025*, 2015.

The strategic priorities stemming from this process, and outlined in the next section, highlight the value of culture as a means of fostering a more sustainable future for Galway City. They address the rights of everyone to take part in the cultural life of Galway City by encouraging greater access, engagement and participation from multiple communities. They highlight the importance of our cultural heritage, of our natural, built and creative environments that shape who we are and where we come from, along with the uniqueness of the Irish language. It seeks to empower people of all ages at both the individual and community level through education by bringing together key players in the field of culture, education and life-long learning. It pursues collaborations across shared services, and programmes that explicitly recognise the connections between cultural and environmental sustainability.

Additionally, the strategy fosters and builds upon the vibrant creative economy sector of Galway City and seeks to enhance collaborative practices between artists/creative's and The Business Sector. Attending to the value of culture as beneficial to health and wellbeing ensures greater support, inclusivity, and capacity building programmes among communities suffering physical or mental health issues.

Lastly, placing the opportunity to access and use ICT for cultural production, presentation and communication prioritises the basic conditions of sustainable cultural development for Galway City. It further ensures the presentation of Galway City's cultural and creative assets are maintained through participation in international co-operation networks.

#### 6. Strategic Priorities for Galway City

Notwithstanding this plan, the key accelerator for Cultural Development in Galway and the west in the coming years is and will be our designation as European Capital of Culture 2020 and the legacy which will follow.

- **Access and Cultural Rights**

Galway City Council's strategies and plans should help people to exercise their rights to determine freely their identity; develop and exercise their creative abilities; recognise and accept foreign cultural expressions; and to take part in collective decision-making in all facets of community life. These local plans should recognise citizens as the main actors in local cultural life ensuring the full integration and equality of all people within our community.

#### Implementation Actions:

- a. Facilitate greater access to and engagement with culture through targeted participation and inclusion measures.
- b. Develop a Charter of Cultural Rights to address issues of exclusion through disability, financial means, geographic remoteness or other sources of disadvantage.
- c. Improve engagement with the public through more open and effective consultation processes.
- d. In collaboration with the relevant agencies, improve the provision of and access to more child/youth/older people oriented cultural spaces.



## Resources

- Creative Ireland
- Local Authority annual budgets and targeted grant schemes.
- Central government funding through:
  - Department of Culture, Heritage and the Gaeltacht (including Arts and Heritage Council funding).
  - Galway City Council's own funds (capital)
  - European Integration Fund/Pobal
  - EU Programme Funding
  - Other National, regional and local stakeholders and partners
  - Philanthropy
- National and local Grant schemes
- Other national/international funding sources that may emerge over the life of the plan.

## • Cultural Heritage

Galway's natural, built and creative environments shape who we are and where we come from. Our landscapes, habitats, ecosystems, monuments, material culture, language, traditions, beliefs, folklore, music and dance combine to form our individual and collective identities. We will work in partnership with communities, organisations, agencies and individuals to safeguard these enriching and inspiring aspects of our shared histories and how they can contribute to the sustainable growth of cultural tourism.

## Implementation Actions:

- a. Provide our visitors/tourists with better information about and greater access to our natural and built environments, and our material culture and our cultural heritage.
- b. Build on Galway's unique bi-lingual status to strengthen the use of the Irish language in Galway.
- c. Develop projects and programmes of work with other cultural heritage sites in Europe that complement Galway's cultural heritage.

## Resources:

- Creative Ireland
- Local Authority annual budgets and targeted grant schemes.
  - Department of Culture, Heritage and the Gaeltacht (including Arts and Heritage Council funding).
  - Department of Housing, Planning & Local Government.
  - Galway City Council's own funds (capital)
  - Department of Foreign Affairs and Trade
  - Fáilte Ireland capital grants scheme
  - Galway City's Corporate Sector
  - Local Business networks
  - EU Programme Funding
  - Other National, regional and local stakeholders and partners
  - Philanthropy
- National and local Grant schemes
- Other national/international funding sources that may emerge over the life of the plan.

- **Culture Education and Excellence**

Learning is key to sustainable development. This plan will look at blended learning models for Galway that support training at both the individual and community level; contribute to learning opportunities for all age groups and provide access to models of best practice and continuing professional development. It will support learning in a wider European/international context and strengthen and support partnerships to make this possible. It will also help to develop education and outreach programmes attached to cultural and creative hubs and networks.

**Implementation Actions:**

- a. Identify and support European mobility projects, international residencies, access to areas of artistic excellence and curatorial exchange programmes for artist and cultural workers.
- b. Work with artists, cultural players and educational institutions to build participative informal learning platforms around new skills, entrepreneurship and creativity with hard-to-reach communities.
- c. Create a local platform, using models of best practice and international standards of excellence that will bring together key players in the field of culture, education and life-long learning.

**Resources:**

- Creative Ireland
- Local Authority annual budgets and targeted grant schemes.
- Children & Youth, Culture & Creativity Plan 2017.
  - Department of Culture, Heritage and the Gaeltacht (including Arts and Heritage Council funding).
  - Department of Education & Skills
  - Department of Housing, Planning & Local Government
  - Galway City Council's own funds (capital)
  - Galway Roscommon Education Training Board (GRETB)
  - Udaras na Gaeltacht
  - EU Structural Funds/Creative Europe
  - Department of Foreign Affairs and Trade
  - Galway City's Corporate Sector
  - Local Business networks
  - EU Programme Funding
  - Other National, regional and local stakeholders and partners
  - Philanthropy
- National and local Grant schemes
- Other national/international funding sources that may emerge over the life of the plan.

- **Culture Environment and Place**

This plan will address Galway City's cultural infrastructural deficit. It will support public realm works and improve the look and feel of the city and county. It will seek to develop a sustainable model to reuse existing redundant infrastructure and buildings. The plan, in recognition of the connection between culture and environmental sustainability, will research and develop Cultural Impact Assessment tools for all civic departments.

### Implementation Actions:

- a. Develop a cultural infrastructure Delivery Programme that addresses the need for new cultural venues and creative hubs that include the public realm as set out in “Everybody Matters”
- b. Increase shared services across heritage and arts provision – particularly in areas such as recording, conservation, storage and archiving – for collection based institutions such as the Museum and Library Services.
- c. Establish programmes that explicitly recognise the connections between culture and environmental sustainability.

### Resources:

- Creative Ireland
- Local Authority annual budgets and targeted grant schemes.
  - Department of Culture, Heritage and the Gaeltacht (including Arts and Heritage Council funding).
  - Department of Education & skills
  - Galway City Council’s own funds (capital)
  - EU Structural Funds/Creative Europe
  - Fáilte Ireland capital grants scheme
  - Department of Foreign Affairs and Trade
  - Galway City’s Corporate Sector
  - Local Business networks
  - EU Programme Funding
  - Other National, regional and local stakeholders and partners
  - Philanthropy
- National and local Grant schemes
- Other national/international funding sources that may emerge over the life of the plan.

### • Culture and Economy

Ireland is evolving into a creative knowledge economy. Galway City has met this challenge, in particular with regard to the strong growth in exports attribute to the medical devices sector and the ICT services in recent years. Building on its history of inward foreign investment, Galway has also developed a strong entrepreneurial culture and track record of innovation. This cultural strategy will support creative economy sector incubation, knowledge transfer, networking, design and production.

### Implementation Actions:

- a. Develop creative/innovative spaces and hubs for individuals, companies and start-up businesses involved in the creative economy sector using a multi-disciplinary approach.
- b. Increase the practice of pairing artists/creatives with industry/multi-national campuses to promote the benefits of collaborative practice.
- c. Support the digital/online presence of cultural/heritage institutions and workers, craft workers, designers, artists and all those working in the creative industry sector.



### Resources:

- Creative Ireland
- Local Authority annual budgets and targeted grant schemes.
- Central government funding through:
  - Department of Arts, Heritage and the Gaeltacht (including Arts and Heritage Council funding).
  - Galway City Council's own funds (capital)
  - EU Structural Funds/Creative Europe
  - Department of Business, Enterprise and Innovation
  - Enterprise Ireland
  - Science Foundation Ireland
  - IDA Ireland
  - Department of Foreign Affairs and Trade
  - Galway City's Corporate Sector
  - Local Business networks
  - EU Programme Funding
  - Other National, regional and local stakeholders and partners
  - Philanthropy
- National and local Grant schemes
- Other national/international funding sources that may emerge over the life of the plan.

### ● Culture, Health and Wellbeing

A great number of studies<sup>2</sup> have shown that access to and participation in arts and cultural activities is beneficial to health. The benefits to both the mind and the body come from the mental and physical exercise involved in activity such as sport, walking, reading, participating, attending, producing and making. This plan will ensure that more of the local population – both visiting and resident – will be offered opportunities to engage in cultural activity in a meaningful and measureable way.

### Implementation Actions:

- a. Provide support to cultural institutions and agencies to carry out programmes with communities with high levels of poverty and exclusion.
- b. Develop, with the creative sector, capacity building programmes for social services and other health workers that improves health and well-being among staff and service users.
- c. Develop, on a pilot basis, one directed health and culture initiative, with the local and national HSE.

### Resources:

- Creative Ireland
- Local Authority annual budgets and targeted grant schemes.
- Central government funding through:
  - Department of Culture, Heritage and the Gaeltacht (including Arts and Heritage Council funding).
  - Galway City Council's own funds (capital)
  - EU Structural Funds/Creative Europe

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<sup>2</sup> To be listed from *Everybody Matters*

- Fáilte Ireland capital grants scheme
- Department of Foreign Affairs and Trade
- Galway City's Corporate Sector
- Local Business networks
- European Integration Fund/Pobal
- EU Programme Funding
- Other National, regional and local stakeholders and partners
- Philanthropy
- National and local Grant schemes
- Other national/international funding sources that may emerge over the life of the plan.

- **Culture Information and Knowledge**

Increasing opportunities to access information and participate in knowledge generation is a cultural process that is core to the basic conditions of sustainable development. This strategy will identify improved ways to access and use ICT for cultural production, presentation and communication and with reference to copyright and open source, and European and international co-operation and networking.

**Implementation Actions:**

- a. Develop policies that guarantee access to free and plural information, as well as measures to guarantee that information is harnessed to promote citizens' rights to participate in cultural life.
- b. Implement a system that ensures the relationship and outcome between grassroots cultural processes and social innovation is analysed regularly.
- c. Develop policies and programmes that allow people, active in Galway's cultural sector, to participate in international cooperation networks.

**Resources:**

- Creative Ireland
- Local Authority annual budgets and targeted grant schemes.
- Central government funding through:
  - Department of Culture, Heritage and the Gaeltacht (including Arts and Heritage Council funding).
  - Galway City Council's own funds (capital)
  - EU Structural Funds/Creative Europe
  - Fáilte Ireland capital grants scheme
  - Department of Foreign Affairs and Trade
  - Galway City's Corporate Sector
  - Local Business networks
  - EU Programme Funding
  - Other National, regional and local stakeholders and partners
  - Philanthropy
- National and local Grant schemes
- Other national/international funding sources that may emerge over the life of the plan.

## 7. Implementation

The implementation of this 5 year plan will be rolled out through a specific, year-long implementation plan for each year. This annual plan, with specific, timed and resourced actions must and will reference and complement each of the priority actions of the specific plans in place in Galway City as referenced at 5 above.