

Derry City & Strabane District's

Inclusive

Strategic Growth Plan

2017-2032

Our Community Plan

Economic Delivery Plan

- We live in the cultural destination of choice
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Role and Responsibilities of an 'Action Lead'

Context:

In order to progress achievement of the shared outcomes identified in the Strategic Growth Plan (Community Plan) Outcome Delivery Plans will be agreed and taken forward by the community planning partners. The Outcome Delivery Plans will be live and evolving documents, subject to ongoing review, and will be performance through the identification and monitoring of performance level measures. In order to assist in management of these plans, it has been agreed to identify a partner organisation to undertake the role of 'Action Lead' for each individual action.

Role of Action Lead:

An 'Action Lead' does not and, indeed, could not have sole responsibility for achievement of an action. Community planning actions, by their nature, will depend on the active contribution of a number of partners to ensure their successful delivery.

An Action Lead will, however, have a significant interest in ensuring the success of the related community planning action which is highly likely to be closely linked to the remit of their own organisation.

The nature of the role will, primarily, relate to co-ordinating and reporting.

Key Responsibilities:

1. Co-ordinate the contributions of identified partners to define and agree the performance accountability scorecard for each action, including agreeing performance measures and the involvement of each identified partner towards the action
2. Report to the Community Planning Partnership on progress using the identified performance measures
3. Where appropriate, ensure obligations in relation to statutory processes are undertaken, e.g., rural proofing.
4. Act as key point of contact for the Community Planning Partnership in relation to that action.

DRAFT FOR DISCUSSION (Director Review Amends)

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|------------------------------------|---|
| Tourism, Arts & Culture | Outcome: We are the cultural destination of choice. |
| What this means for us: | We are the cultural destination of choice and offer world-class visitor experiences |
| Indicators: | Overnight tourism statistics: <ul style="list-style-type: none"> - Estimated trips - Estimated nights - Estimated expenditure |
| Performance Measure: | No. of Partnership established; No. of strategies developed; % of strategy actions implemented within timescales; No. of events of international appeal; No. of key projects supported; Investment/spend on capital developments; No. of promotional activities; Development of Maritime Museum; No. of bed spaces; % of bed occupancy. |

| SGP Action | Sub Action(s) | Timeframe (S, M, L) | Delivery Partners (Lead in Bold) | Potential Performance Measure(s) | Action Lead |
|--|---|----------------------------|---|---|--------------------|
| Develop a comprehensive Tourism strategy and action plan and establish a Tourism Delivery Partnership to oversee its implementation and the related Community Planning actions and act as an industry voice and lobby group. | Establishment of the Tourism Delivery Partnership to oversee the implementation of the tourism community planning actions and act as an industry voice and lobby group. | S | DCSDC , Tourism Delivery Partnership | Partnership formed (date) | Aeidin McCarter |
| | Develop a comprehensive tourism strategy and action plan to include <ul style="list-style-type: none"> • Destination brand and marketing plan; • Rural tourism • Visitor orientation infrastructure and services • Visitor attractions • Marine tourism • Community Tourism | S | Delivery Partnerships | Value of brand No. tourist inquiries No. attendees at attractions | Aeidin McCarter |

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|---|---|---------------------|----------------------------------|---|-----------------|
| | <ul style="list-style-type: none"> Heritage Product | | | | |
| <p>Develop a comprehensive Arts and Culture strategy and action plan and establish an Arts and Culture delivery partnership to co-deliver its implementation and the related Community Planning actions and act as an industry voice and lobby group ensuring a focus on growing participation, developing audiences, strengthening the sector, valuing our cultural heritage, supporting our practitioners and improving the economic vitality and health and wellbeing of our citizens.</p> | <p>Establishment of an Arts and Cultural Delivery Partnership to oversee the implementation of the Arts and Cultural community planning actions and act as an industry voice and lobby group</p> | S | DCSDC | <p>Date Arts and Cultural delivery partnership formed</p> <p>No. meetings</p> <p>Actions suggested</p> <p>Actions adopted</p> | Aeidin McCarter |
| | <p>Develop a comprehensive arts and cultural strategy to include:</p> <ul style="list-style-type: none"> - Audience Development - Health and Wellbeing - Support for individual artists - Access and inclusion | | | <p>Audience numbers</p> <p>Audience socio - economic profile</p> <p>Artists funded</p> | |
| <p>In conjunction with the Tourism and Arts & Culture strategies develop an ambitious festival and events strategy, sustain and grow the existing festival and events programme, develop capacity, capability and secure events of international appeal and develop</p> | <p>Develop a clear festival and events strategy to maintain the existing festival and events programme, develop capacity and capability and secure events of international appeal – such as the Fleadh, Turner Prize etc and develop signature events around key themes</p> | S/M/L | DCSDC | <p>Audience profile of events, year on year, (survey work)</p> | Aeidin McCarter |

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| signature events around key themes and designations. | such as the 400 th anniversary of the walls. | | | | |
| Secure international designations building on the legacy of City of Culture 2013. | Securing international. | M | DCSDC | | Aeidin McCarter |
| Develop and promote our heritage assets - in particular managing the Walled City to realise its full potential to the standard of a world heritage site - through capital investment, preservation and a marketing programme. Expand and develop the Walled City Signature Project including Phase 2 of the Lighting Strategy to encompass new attractions. | Develop and promote our tangible and intangible heritage assets - in particular managing the walled city to realise its full potential to the standard of a world heritage site - through a capital investment, preservation and marketing programme. | S/M/L | DfC (HED) /NIEA/HLF/ C&V Sector | £ spent | Iain Greenway (DfC) |
| | Expand and develop the Walled City Signature Project including Phase 2 of the Lighting Strategy to encompass new attractions. | M | TNI/DCSDC | £ spent % of phase 2 complete | Tony Monaghan |
| Develop and promote the use of the District's waterways and in particular the River Foyle as a tourism attraction. | Promote the use of the district's waterways and in particular the River Foyle as a tourism attraction including progressing angling development and environmental education. | S | Loughs Agency/DCSDC/Foyle Port | Fishing licence approved Educational programmes carried out No attendees | Kevin Wilson (Loughs Agency) |

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| Scope the potential of a regional gallery/museum hub being located in the City with relevant partners | Scope the potential of a regional gallery being located in the City with relevant partners | M | | | |
| Develop a maritime museum and archive at Ebrington. | Develop a maritime museum and genealogy centre at Ebrington | S | <u>DCSDC</u> , TNI, HLF, DAERA, EO, DfC | Date opened Numbers Audience profile (survey work) | Aeidin McCarter Stephen Gillespie |
| Develop a regionally significant, family friendly wet weather attraction as part of Council's new leisure estate. | Development of a regionally significant, family friendly wet weather attraction as part of Council's new leisure estate. (ref Social pillar) | M | <u>DCSDC</u> | £ spent Numbers BC objectives | Barry O'Hagan |
| Support the arts and cultural ecosystem to become sustainable through new revenue opportunities including additional investment and commercial activity. | Support the core cultural sector to become sustainable through new revenue opportunities including funding and commercial activity. | S | <u>Arts and Cultural Delivery Partnership</u> | Opportunities identified £ raised / levered | Aeidin McCarter |
| Develop and deliver an Access and Inclusion Programme in partnership with the Public Health Agency encouraging participation and engagement, | Develop and deliver an access and Inclusion Programme in partnership with the Public Health Agency encouraging participation and engagement, | S | <u>DCSDC</u> / PHA / DfC | | John Kerr |

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| promoting intercultural diversity, wellbeing and promoting accessible cultural experiences. | promoting intercultural diversity, promoting accessible cultural experiences. | | | | |
| | Delivery a Disability Access Programme | S | DCSDC , Cultural Partners, Private Sector, Tourism NI, Disability Action | | |
| Drive capital investment in visitor orientation and infrastructure via securing new visitor destination premises with state of the art digital visitor services; and improve accessibility and the development of community tourism initiatives | Capital investment in Visitor Orientation and Infrastructure to improve accessibility. | S | DCSDC , Tourism NI, Visit Derry, Tourism Ireland, CCI, Chamber, Private Sector | £ spent Number of signs complete Number of areas with visitor orientation signage? | Aeidin McCarter |
| | Secure new visitor destination premises with state of the art digital visitor services. | S | <u>Visit Derry/</u> <u>Tourism NI/DCSDC</u> | | Odhran Dunne (Visit Derry) |
| Support the development of key tourism, arts, heritage and cultural capital projects, that will have a significant impact on the delivery of the Tourism and Arts & Culture strategies including the completion of a scoping | Support the development of key tourism, arts and cultural capital projects that will have a significant impact on the delivery of the TAC strategies and complete a scoping | M | DCSDC | | Aeidin McCarter |

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|--|---|---------------------|----------------------------------|----------------------------------|-----------------|
| exercise on the feasibility of a significant major new iconic tourism/visitor attraction. | exercise on the feasibility of a significant major new tourism/visitor attraction | | | | |
| Create and support local, national and international cultural exchanges and collaboration. | Create and support national and international cultural exchanges and collaboration. | S/M/L | DCSDC | Number of collaborations listed. | Aeidin McCarter |