

Overview of Creative Ireland Kerry Strategy

The Creative Ireland Programme is the main implementation vehicle for the priorities identified in the Government's policy document, Culture 2025 – Éire Ildánach. In that document arts and culture are determined as intrinsic to the Irish State; it further acknowledges the need to increase access to and participation in the arts, the need to boost our creative industries, and to preserve our heritage with a particular focus on language, landscape and the environment. Creative Ireland is the delivery vehicle for Culture 2025. As the co-ordinating body, Creative Ireland Head Office has been working through Local Authorities to deliver Pillar 2 of the Creative Ireland programme: 'Enabling Creativity in Every Community'. Other pillars of the programme, (namely Pillars 1, 3, 4, and 5) cross over occasionally with Pillar 2 and we welcome this. Our work in Kerry oftentimes has a national significance and relevance.

The Creative Ireland Office in Kerry (CIK) is based within the Arts Service of Kerry County Council. In order to deliver on Pillar 2 we have developed a strategy that is aligned to other cultural strategies already developed by Kerry County Council (Kerry Arts Strategy, Heritage Action Plan, Kerry Tourism Strategy, Local Community & Economic Development Plan, Kerry Library Development Plan, Community Engagement Plan, and LEO Action Plan for Jobs). We have also developed a vision for culture and creativity. **Culture** is determined in the Strategy as the ideas, customs and social behaviour of people in Kerry. In its diversity, multiplicity and range, our culture reflects the way we are, the way we have been and our way of being into the future. **Creativity** is determined in the Strategy as the use of imagination and original ideas to create something new (intellectual property). Creativity is also determined as an essential ingredient in the innovation equation, and its usability leads to the generation of wealth and opportunity. The Strategy acknowledges innate creativity and talent and also advocates creativity as a technical skill which can be enabled and learnt. Artists across all artforms, disciplines and practices as well as creative practitioners, designers, makers and producers are central to the development and delivery of projects under the strategy. The vision is to ensure people across Kerry truly value and experience creativity. As the Creative Ireland programme is a well-being strategy it promotes the fact that healthy communities that have opportunity for to develop creative capacities through cultural engagement are the most vibrant and therefore the most significant for the local and national economy and society. CIK will use creativity to cultivate wellbeing in communities; increasing people's participation in and ownership of creative experiences will also grow Kerry's creative profile.

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

Pillar 1: Enabling the Creative Potential of Every Child

Pillar 2: Enabling Creativity in Every Community

Pillar 3: Investing in our Creative and Cultural Infrastructure

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

Pillar 5: Unifying our Global Reputation

Participation and access are central to the vision. Connecting artists and other creators to communities is also regarded as essential to realising the vision.

Kerry County Council will deliver under **Pillar 2 of the Programme: Enabling Creativity in Every Community**. The role of Local Authorities in the delivery of the programme at local level is acknowledged and supported by central Government. The national Coordinating office for the programme is located within the Department of Culture, Heritage and the Gaeltacht in Dublin.

The Creative Ireland Vision for Kerry is: to ensure people across Kerry truly value and experience creativity. Through creativity we will cultivate wellbeing in communities; increasing people's participation in and ownership of creative experiences whilst growing Kerry's creative profile.

Creative Ireland Kerry: own it, be it!

As a Local Authority, we work to enhance the lives of our citizens and recognise that, by enabling greater access to creativity, we are working for a better quality of life for people. Kerry is internationally renowned for its scenic beauty and nationally renowned for its football achievements; through the Creative Ireland Programme we will work to ensure our equally impressive living culture receives due recognition and a vastly increased profile.

The Creative Ireland Programme gives us more opportunity to build on Kerry's reputation as a place of culture. We will work with the people of Kerry to ensure we are delivering a strong programme that reflects and promotes the wealth of creativity in our county.

Creative Ireland Kerry values community, collaboration, communication, participation, inclusivity and empowerment. These values have been informed through public consultation, conducted in the form of focus groups, one to one meetings, and open calls for participation. An online survey and questionnaire were also developed at county level. Planning meetings with the Culture Team were organised as it is the Culture Team in each Local Authority who is charged with delivering the CIK programme. A central co-ordination role lies with the Arts Office at Kerry County Council.

Public feedback through consultation is clear. It can be captured as follows:

- Focus resources on increasing opportunities for young people to participate in creativity
- Involve artists and the creative sector in the work of Creative Ireland Kerry
- Support intensively the arts in Kerry, across artforms, *in particular* developing arts in education
- Access to creativity for communities- offer support for communities to engage with creative practitioners
- Offer greater awareness of what is available to support careers in the creative sector.
- Ensure the sector has profile and is publicly promoted and updated
- More centralised access to support for bringing creative work to a market
- Support for communities to grow their creative experiences so that the impact of this support will create a legacy in terms of cultivating creative communities
- Creative hubs in Kerry to incubate and support creative work development in Kerry, in particular for artists and producers to create work and access markets.
- Assist with greater engagement opportunities with heritage, the County Museum and archaeology

To reflect the needs of communities we have developed **four key themes** in the Strategy:

- (1) Extending access to arts and creativity across our communities**
 - (2) Nurturing the creative sector and fostering cultural innovation**
 - (3) Enhancing our cultural and creative profile & infrastructure**
 - (4) Nurturing and Supporting Artists and other creators**
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