



Clár Éire Ildánach
Creative Ireland
Programme



Rialtas Áitiúil Éireann
Local Government Ireland



Culture & Creativity Strategy

2023–2027



Kerry

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Gerry Barry, Paul Woods (Perry Lane)



Foreword

Kerry is a county whose people have a rich culture, heritage, and Irish language. It is a place where many creatives and artists choose to live and work. The county's stunning landscape, and hospitable people have long proven a healthy and compelling incubation place for creativity.

Creative Ireland Kerry has become a significant part of the Local Authority's work as it helps to grow and strengthen creativity. Importantly, key aspects of the initial vision of Kerry's Culture and Creativity Strategy 2018–2022 have been delivered. The Creative Ireland Kerry programme has greatly advanced citizen awareness of, and participation in creativity, as well as increased citizen valuing of wellbeing through creativity, across the county.

From the outset, the vision and delivery of Creative Ireland Kerry was informed by public consultation. Many from the creative sector, from community groups, and interested individuals, gave their time to input towards the shaping of Creative Ireland Kerry. The programme delivery began with a combination of strategic partnerships and grant aid to support multiple project ideas and to grow creativity in local communities. Central to all of this has been societal wellbeing through creative engagement.

The Creative Ireland Kerry programme evolved to deliver larger-scale grant aid towards more ambitious projects, adhering to national guidance for projects of scale and ambition. This approach has yielded increased engagement and wellbeing and, combined with some key partnerships such as with Fighting Words, Film in Kerry, Youth Theatre and Architecture Kerry, has set a strong foundation to share creative opportunities across Kerry.

With the onset of Covid, Creative Ireland Kerry adjusted its programme to deliver projects within the restrictions and challenges arising from the global pandemic. The ensuing programme pivot saw a greater focus on Creative Placemaking and Capacity Building, where murals and mentoring came to the fore.

Supporting magical moments for *Cruinniú na nÓg* and Culture Night have formed a core aspect of the Creative Ireland Kerry programme. These national cultural showcases provide focus to share the breath of creative offerings and cultural achievements in Kerry.

Creative Ireland Kerry is all around us! The past five years gave us projects where communities came together to decide on murals that proclaimed their local culture, collated cultural archives, danced together on the beaches to highlight our changing coastline due to climate change, celebrated our living culture through music, youth theatre, film, and dance, creative writing, architecture, coding, and even building robots was embraced throughout Kerry.

Creative Ireland Kerry is now part of who we are, and as we move into the next stage, we intend to grow access to the programme and grow the impact of the programme. Importantly, we as a county, intend to proudly show our creativity, embracing innovation and wellbeing along our journey.

Cllr John Francis Flynn

Cathaoirleach of Kerry County Council



Festival in a Van, with Cormac Begley in Tralee Town Park.
Photograph: Domnick Walsh.

Creativity is part of the fabric of Kerry; it is as much part of the Kerry experience as the landscape and the hospitality. Through Creative Ireland Kerry, Kerry County Council has developed a stronger engagement with the creative sector.

Over the past five years, the Creative Ireland Kerry programme has delivered over 350 events or projects and engaged over 500 individuals from the Culture and Creative sectors. The programme has had huge reach, both digitally and physically.

Importantly, Kerry County Council has further committed, across the organisation, to strategically grow and support creativity and culture, towards greater societal wellbeing. We understand and value the importance of creativity in our lives, and in our communities.

To develop the creative sector and citizen engagement with creativity and culture, we will better support and advance opportunities for

the creative sector to live and work in Kerry. In doing this, we acknowledge the fact that our lives, collectively, are enhanced by the innovation and inspiration provided by a dynamic creative sector.

The Culture and Creativity Team of Kerry County Council continues to expand, reflecting how creativity impacts across all services. We are committed to developing how we can better communicate, learn, and shape our planning for our future by maximising creative innovation and societal wellbeing through creativity.

Through the interdepartmental all-of-government Creative Ireland Programme, we will ensure Kerry maximises opportunities to grow as a county that treasures creativity, language, and culture. Through our County Development Plan, Corporate Plan, Regional Economic Development Plan, and the Culture and Creativity Strategy, we are committed to enhancing the quality of life in Kerry, where we choose to live and work.

Ms Moira Murrell

Chief Executive of Kerry County Council

1 Creative Ireland 2023–2027

The Creative Ireland Programme is an all-of-government initiative committed to enhancing access to, engagement with, and enjoyment of Ireland’s culture and creativity. Within the broad range of available definitions, creativity is considered as *a set of innate abilities and learned skills; the capacity of individuals and organisations to transcend accepted ideas and norms and by drawing on imagination to create new ideas that bring additional value to human activity.*

The vision of the Creative Ireland Programme 2023–2027 is to mainstream creativity in the life of the nation so that individually and collectively, in our personal lives and in our institutions, we can realise our full creative potential thereby promoting individual, community and national wellbeing.

The Creative Ireland Programme will deliver through collaboration and partnership, promoting understanding and appreciation of the value of creativity in all its forms — whether through the arts, culture, heritage, or technology.

The Creative Ireland Programme will prioritise its work around five aspects for the period 2023–2027:

- Creative Youth
- Creative Communities
- Creative Industries
- Creative Health and Wellbeing
- Creative Climate Action and Sustainability

Through the Creative Ireland Programme, *Creative Communities* supports the partnership between the Department of Tourism, Culture, Arts, Gaeltacht, Sport and Media, the Department of Housing, Local Government and Heritage, and Ireland’s local authorities. This partnership enables citizens and communities to explore their culture and creativity at local level and, where appropriate, leverage that creativity to strengthen wellbeing, advance social cohesion and support economic development.

Creative Communities is also innovative in deploying creativity to achieve greater integration across targeted policy priorities. This has delivered new creative engagement initiatives in relation to, for example, children and young people, older persons, climate action, and local economies. Individuals and communities’ perception about the role and value of culture and creativity as central to our wellbeing in its broadest sense is being enhanced.

The opportunity embraced within the Kerry Culture and Creativity Strategy 2023–2027 is to support people’s participation, inclusion and expression within communities, and further strengthen local creative economies.



Cruinniú na nÓg (Pop-up Process Art Workshop) at Killarney House.
Photograph: Michael G Kenny.



Creative Projects in Communities.
Photograph: Paul Woods (Perry Lane).

2 Culture and Creativity in Kerry

Kerry is the fourth largest county in Ireland, with a population of over 155,000 (CSO 2022 Preliminary results). A predominantly rural county, with many mountainous areas, including the highest mountain in Ireland, Kerry has a long coastline and two main peninsulas that define the county's unique geographic layout. 'The Kingdom', has a strong tradition in creativity, and a living culture that encompasses arts, craft, design, Irish language, and heritage. Farming, tourism, and several local industries, form the core economic base in the county.

Within the Kerry County Development Plan 2022–2028, the vision described is to “provide for the development of County Kerry as an attractive, competitive and sustainable place to live, visit and do business, and where the quality of employment and educational opportunities, natural and built environment, cultural experiences and the strength and viability of its rural and urban communities are to the highest standards.”

Kerry is home to many artists, musicians, writers, craft makers, designers, animators, and filmmakers. It is the home of numerous arts festivals and events, and venues for arts, culture, and heritage. There are many agencies and groups delivering targeted support to provide cross-community programmes.

Over the past five years, Kerry County Council has expanded its Culture and Creativity Team to include many sections of the Council's work to build Creative Ireland Kerry as a core unit. This development led to a corporate embracing of the potential for Creative Ireland Kerry as a mechanism to enhance societal wellbeing across services and communities. It also supports the delivery of several of the Council's identified priorities such as social cohesion, climate change, economic development, innovation, and community development. The last five years yielded a shift in perspective, as Creative Ireland Kerry is a driving force in strengthening and embedding the value of creativity and culture within the Local Authority. Kerry County Council leads on this to provide the strategic planning and developments for the county, serving its citizens through its Kerry County Development Plan 2022–2028. The value of the work achieved through Creative Ireland Kerry demonstrates how work with the creative sector and creative engagement across communities enriches living culture, creativity, and innovation.

Creative Ireland Kerry will continue to deliver on core strategies to enhance quality of life, societal wellbeing, rural and urban regeneration and development, economic development, and competitive positioning, and to help grow climate action awareness to better preserve and cherish our county.



Cruinniú na nÓg (Making Land Art with Gerry Barry). **Photograph:** Gerry Barry.

As Kerry County Council plan to strategically develop both urban and rural areas, Creative Ireland Kerry will be an integral part of regeneration and community enhancement, targeting specific urban and rural areas and communities. This work will include partners, creative practitioners, communities, residents, and key stakeholders as we build sustainability into all aspects of our vision.

Over the past five years Creative Ireland Kerry engaged or supported over 500 creatives through its programme. Over 120,000 residents directly participated in Creative Ireland Kerry-led activity (approximately 50/50 physical vs digital participations engagements).

We want to grow the county's capacity to support the creative sector through sustained policies, provision of infrastructure, and to develop economic opportunities for creative industries across Kerry. Film is a natural fit availing of the county's beautiful locations and professional services. We will work in partnership with key stakeholders locally, regionally and nationally, to increase Kerry's potential to compete for more film and screen business to locate in Kerry, providing employment opportunities across the creative sector and wider afield.

The Council's Environmental unit and stakeholders across Kerry will work with invested communities to deliver the Council's actions for a transition to a low carbon and climate resilient society. As an effective strategy for engagement and change, Creative Ireland Kerry will work with them to grow climate action awareness through creative engagement. Creative Ireland Kerry projects over the past five years have partnered with the Maharees Conservation Group, Kerry Biosphere, and a Visual Artist in Residence with a focus on valuing nature. Through these projects, a high level of interest in climate action across all ages was identified. We aim to grow creative opportunities and awareness of the need for climate action over the coming five years.

Societal wellbeing remains a core guiding principle. We will work with individuals, organisations, and communities, of all ages, to increase participation in creativity and engagement with culture through our Creative Ireland Kerry programme. It is important that people who want to participate, whether part of the county's creative sector or as an individual looking to include creativity in their daily lives, are provided with opportunities to do so.

The success and awareness of Creative Ireland Kerry is significant with room to grow. Experience of delivery to date, participant feedback, and public consultation revealed great enthusiasm and optimism for Creative Ireland Kerry over the coming five years. The feedback indicated that over 65% of respondents were aware of the Creative Ireland Kerry programme and it is our ambition to grow this over the next 5 years.

Our monthly programme in partnership with Radio Kerry generated an audience of over 400,000 over the five years. With a market share of 50.8% and 73% of the population listening to the channel, we aim to continue this partnership as part of further awareness growth.

Programmes such as *Cruinniú na nÓg*, Covid Care Concerts, Biddy's Day, Valentia Chamber Music, Youth Theatre, Festival in a Van, Local Enterprise Office Mentoring, The Welcoming Project, Architecture Kerry, the filming of Joyride, and numerous county-wide murals, highlight the public's appetite for more opportunities to engage in creativity. There is strong awareness and support for the work of the Kerry Local Creative Youth Partnership (LCYP) where a targeted approach yields great results. Creative Ireland Kerry and Kerry LCYP partner to strategically maximise support towards sustainable outcomes in terms of youth creativity and engagement.

Creative Ireland Kerry, with the Council's Culture and Creativity Team and key stakeholders, will prioritise wellbeing, economic development, and climate action by focusing on:

- supporting regular opportunities to engage for youth creativity
- supporting creative practitioners to work with communities, and
- supporting strategic projects that align with local area development via creativity.

The Creative Ireland review consultation process identified 3 key challenges to public participation in the programme:

1. Cost and economic reasons.
2. Access (digital, language, literacy).
3. Geography (public transport connectivity and rural communities).

Creative Ireland Kerry undertakes that these challenges will be addressed in the development, creation, and delivery of all projects in our programme, by actively delivering solutions. Public feedback to continue with a hybrid delivery model will ensure increased accessibility to participation in the programme. The need to provide transport to attend events in towns and rural areas was cited, as was the need to programme more activity in the county town of Tralee.

Creative Ireland Kerry will assist in the delivery of key areas of the Council's work plans across several sectors, where public funding enables us to support creatives and public engagement, and where creativity raises awareness, supports behavioural change, and augments work programmes. Within the Southern Regional Spatial and Economic Strategies (RSES), the Southern Regional Assembly (SRA) seeks to map areas of culture, heritage, and tourism of regional significance/scale for economic development.

As the Local Authority, Kerry County Council undertakes the delivery of national priorities that impact locally, such as town and village renewal, economic development, wellbeing, and social inclusion. This is achieved by:

- County Development Plan 2022–2028: *“we will honour the past and embrace the future, recognising our unique cultural and social and sporting heritage and our Gaeltacht.”*
- 2019–2024 Corporate Plan: *“develop empowered, vibrant, resilient, and sustainable communities”* and *“engage the wider community, increase participation while promoting social inclusion, equality, human rights, and age friendly measures.”*
- 2016–2021 Kerry LECP has 27 Higher Level Goals under three socio-economic statements: Economic Development and Job Creation; Quality of Life and Community; Social Inclusion.

Examples of successful initiatives that are interdisciplinary, innovative and collaborative and that have been central within the Creative Ireland Kerry programme over the past five years are:

1. Architecture Kerry

Now in its fifth year, Architecture Kerry celebrates Kerry's architectural landscape and heritage. With a vision to show good architecture, design and vibrant public spaces, the festival encourages an appreciation, understanding and access to built heritage (new and old) through tours, exhibitions, and events for all ages.

2. Festival in a Van

Festival in a Van brings live, outdoor entertainment to audiences in Kerry and is now in its third iteration. Situated in open spaces where people can come together, this specially equipped van houses a mini arts venue, kitted out with everything necessary for half-hour performances by top-class Kerry musicians.



Heritage Week (Maharees Conservation Association's *Imprints*).
Photograph: Domnick Walsh.

3. Kerry Biosphere

Kerry Biosphere and Creative Ireland Kerry's 'Our Planet, Your Biosphere', is a strategic initiative that commenced in 2020. Running over several years, it encourages community wellbeing through arts and heritage engagement with the native habitats and species of the Kerry Biosphere Reserve. It builds awareness of the part we, as stewards of the land, play in protecting nature and biodiversity.

4. Listowel Characters

The project takes quotes, conversations, and excerpts from the work of Listowel and North-Kerry poets, songwriters and writers and turns them into bold, colourful, and thought-provoking typographic murals around the town. This multi-partner project came together to achieve a successful town centre, under the framework for town centre renewal.

5. Covid Care Concerts

The Covid Care Concerts were established by cellist Gerald Peregrine in May 2020 as a rapid response to the pandemic. To date over 105 of Ireland's best-known artists have performed over 1,300 live concerts to over 125,000 people in 23 counties. The project is supported by Creative Ireland and the Department of Tourism, Culture, Arts, Gaeltacht, Sport and Media in collaboration with local authorities.

A selection of testimonials from Creative Ireland Kerry artists, facilitators and stakeholders highlighting successes and the impact on the daily lives of Kerry people.

Edwina Guckian

— Modern Day Mummers project:

"The reactions of those that were visited was wonderful. They can be clearly seen in the video and photos, but the written and spoken response afterwards was beautiful. Many of the people in West Kerry sent cards and paintings afterwards to the local mummers as a showing of thanks and how much the mummers calling meant to them. It was wonderful to see how much it meant to them all. One lady rang me to tell me she hadn't danced in over 2 years

because of an operation and feeling so down during the whole lockdown and the first time she danced again was when the mummers were on her doorstep, and she said it brought new life to her. She can be seen dancing in Sean's video. The mummers involved also spoke of the joy and rejuvenation it brought them. After a very long period of not performing, the reconnection within their community and live audience was something they all mentioned — it was such a success amongst all involved."

Culture and Creativity Team comments on programme strengths:

"Strength of Kerry arts sector and ambition and building on Kerry's natural creativity base are great strengths."

"Working with other departments across Kerry County Council — cross organisation collaborations — have worked really well."

"Murals have been hugely successful in raising awareness and creating discussion."

"The normalising of creativity and bringing [it] into daily operations has effectively resulted in the 'mainstreaming' of creativity."

Mieke Vanmechelen

— Kerry Filmmaker in Residence:

"In my role as Kerry Filmmaker in Residence, I meet and work with young people from all over Kerry. Every time I am impressed by their enthusiasm, dedication, and willingness to collaborate on creative projects. They have a strong sense of place and take pride in their county and community. We owe it to them to give them support and recognition, the ripple of positivity they generate continues and spreads out into our society, they will be our champions in the near future."

3

The Creative Ireland Vision for Kerry

Creative Ireland Kerry's vision is to ensure creativity is an integral part of everyday life for the people of Kerry. Central to our strategy is creative engagement that enriches our lives and supports wellbeing. Creativity is an integral part of Kerry and its people. The Creative Ireland Kerry Strategy is guided by acknowledging the inherent value in preserving and promoting creativity, advancing opportunities for innovation and creativity in the county, with a clear focus on wellbeing.

We will achieve this by:

1. Growing capacity in the creative sector to engage with communities in Kerry
2. Targeting support that aligns to local and national strategic priorities
3. Maintaining a flexible approach to enable us to work in partnership to develop and sustain engagement opportunities across communities.

We will advance exploration and enjoyment, ownership and valuing of creativity, throughout the county. Supporting creatives to live and make work in Kerry, and to engage with us and inspire us, is central to our vision.

This advancement begins 'at home'. As a Local Authority, we will lead by example, working across sections and departments, through the Culture and Creativity Team, to ensure support for creativity is embedded across corporate planning and priorities. The Local Authority shapes the county for all our futures, working to deliver on national and local strategic priorities. We will ensure creativity



has a central role in this shaping of our collective future. This will be enacted in part, through the Culture and Creativity Team, which comprises Local Authority staff across many core sections and departments and within the work of the Local Area Plans and the Local Economic & Community Plan. We will work alongside key local, regional, and national strategic partners and stakeholders with a shared vision to strategically grow the creative capacity and engagement for our citizens.

This strengthening of partnerships and collaboration will increase opportunities available to the Creative Ireland Kerry team to advance creativity as an integral part of living. We will work

with the many vested stakeholders — communities, organisations, schools, businesses, and the creative sector — to grow creativity, creative engagement and offerings, and work to widely communicate the ensuing positive impact on all our lives.

Through our consultations one of the greatest challenges identified to participation in creativity and culture was transport and geographical disconnection. We will strive to ensure that accessibility is a priority within our work and the programmes we develop and support. We want to ensure Kerry, and its people, have every opportunity to deepen relationships with creativity, and through this, a stronger affiliation to innovation and societal wellbeing.

By 2027, we want creativity to be easily accessible, across the county, to all that wish to participate. We want a better supported creative sector, living and working in Kerry. We want a county where the citizens of Kerry have opportunities to experience and participate in creativity on a regular basis, and that collectively we proudly proclaim our valuing of creativity and culture.

Kerry Cattle Film Project, with Mieke Vanmechelen (right).

Photograph: Sean Rea.

4

How The Creative Ireland Programme Works

Principles and Values of Creative Communities

Creative Communities will continue to support local authorities as a wellbeing strategy through:

- **Policy** — Working in partnership across government supporting local authorities to deliver relevant local, regional, and national policies and priorities;
- **Practice** — Flexible, cross-cutting Culture and Creativity Teams providing an agile and adaptable approach central to the delivery of *Creative Communities* as it addresses locally-relevant priorities;
- **Participation** — Providing more opportunities for people to engage with and enjoy culture and creativity at local level in ways that underpin equality of access; and
- **Partnership** — Between central and local government, and Kerry County Council and our local culture and creative sectors.

This approach is based on addressing a shared, strategic agenda while delivering on the challenges and opportunities unique to each local authority area.

The *Creative Communities* partnership will be delivered in line with the following principles and values:

1. Broaden access to, and participation in, cultural and creative activities locally.
2. Use culture and creativity as a catalyst for collaboration and innovation in achieving greater wellbeing, social cohesion, and economic development.
3. Strengthen the capacity of local authorities to integrate culture and creativity across place-making, regeneration, renewal, and the development of more vibrant, creative, and sustainable places.
4. Investing in culture and creativity to support environmental, social, and economic returns that help deliver local authority agendas — from local and regional, to national and international.
5. Build on the agility and integrated approach of Culture and Creativity Teams to sustain further delivery of targeted collaborative programmes.

Cruinniú na nÓg (Innabubble's *Spirit of the Forest* multi-sensory show), at Cahersiveen Library.
Photograph: Alan Landers.



Cruinniú na nÓg (Fanzini Productions' *Craic Cruinniú* circus event), with Urs Wenk (centre).
Photograph: Anna Hurkowska.

5 The Strategic Priorities for Kerry County Council

Creative Communities (Pillar 2) is the focus for Local Authority Culture and Creativity Strategies. As such, the following six strategic objectives have been identified through the processes of public and stakeholder consultations and internal discussions with the Creative Ireland Culture and Creativity Team. The priorities identify the Creative Ireland priorities appropriate to Kerry County Council.

Strategic Priority 1: Creative sector capacity growth

Creative Ireland Kerry will grow the capacity of the creative sector through:

1. Direct programming, across the Culture and Creativity Team.
2. Grant support, and at a more strategic level, to ensure long-term development and sustainability.
3. Working with the creative sector, partners, and funding agencies to support the delivery of additional spaces for creative sector development, activity, showcasing and citizen engagement.
4. Partnership opportunities with the creative sector
 - a. Working in partnership to assist the creative sector to better work in Kerry and by doing so to provide creative engagement opportunities across many communities. The need for access to more space for creatives to make work, to engage with people, to showcase and share work has been strongly reiterated from public consultation.

- b. Working in partnership with the creative and community sector to increase skills and capacity to develop, create and deliver creative projects of high quality.
 - c. Working in partnership with key county, regional and national partners to support the long-term professional progression of creatives living and working in Kerry.
5. Targeted programming
 - a. Working with diverse communities to support greater access to creativity, highlighting their cultural identity to ensure linguistic, ethnic, and social inclusion.
 - b. Support a funding matrix to continue to offer grant and project funding across a number of strands — specific targeted funding, strategic community funding, arts and community creative project funding, individual capacity building and project opportunities.

Strategic Priority 2: Growth of youth creativity opportunities

Public consultation reported a large interest in ensuring Creative Ireland Kerry retains a focus on delivering youth creativity:

1. Work in partnership with Kerry Local Creative Youth Partnership, Music Generation Kerry, and other key stakeholders to advance sustainable, regular delivery throughout the county.
2. Focus on providing opportunities for young people to grow their sense of self, self-confidence, and provide opportunities to explore creative expression in a way that builds youth creativity as an educational and societal norm. Working with partners will be a priority to grow resourcing and continuity of youth creative engagement.



Creative Projects in Communities (Lost Palace Lixnaw). **Photograph:** Alison MacCormaic.



Culture Night (*Fiúntas* video piece featuring circus artists) taken in Tralee. **Photograph:** Maurice Supple (Blushed Productions).

3. Increasing the reach of, and participation in, *Cruinniú na nÓg* is a priority.
4. Engage on an annual basis with Comhairle na nÓg as we plan, and devise content for *Cruinniú na nÓg* and work to address matters arising on developing access to and opportunities for youth creativity.
5. Work in partnership with key educational and vocational educational providers at local and regional level to ensure educational and professional pathways for young people are supported to create a sustainable creative sector in the County.

Strategic Priority 3: Retain flexible and adaptable programme approach

Creative Ireland Kerry's ability to adapt to change has worked well and was noted consistently in the public and stakeholder consultation pieces:

1. Continue to respond to national or international funding, and other opportunities that advance our creative sector capacity and citizen engagement with creativity.
2. Adapt to macro factors that give rise to challenges.
3. Maintain the potential to pivot in approaches.

Strategic Priority 4: Increased opportunities for creative activities

Focus on growing wellbeing through targeted, creative, social engagement. This will entail working strategically across organisations and communities with creatives vested in this area.

1. Work to ensure citizens across Kerry have more opportunities to be part of creative activity.
2. Advance individual and societal wellbeing through Creative Ireland Kerry's programme delivery and strategic developments.
3. Continue to work across the Council with multi-disciplinary teams to collaborate and create projects which support a series of priorities and objectives within the Council's work plans for increased participation, promoting social inclusion, equality, human rights, healthy towns, and age-friendly resources.
4. Prioritise expanding the reach of creative community engagement across the county. The Culture and Creativity Team's work connects with many sectors of society across Kerry; the Team will work to best advance a stronger creative offering throughout the county.

Strategic Priority 5: Advance value, ownership, and sectoral development within the Local Authority

Planning, strategic development and priority programming within Kerry County Council towards a stronger creative infrastructure and programme delivery across Local Authority business units:

1. The Director of Service with responsibility for Creative Ireland Kerry, working with the Creative Ireland Coordinator and Culture and Creativity Team, will
 - a. Review potential new additions to the Culture and Creativity Team to grow the team's impact across services over the next five years as services change and grow.
 - b. Ensure Senior Management and Elected Members are aware of the impact and potential of Creative Ireland Kerry's policy and programme delivery.
 - c. Work to identify strategic opportunities to grow sustainability in creativity across the county and continue to promote awareness and valuing of creativity and its benefits across communities.
 - i. This will involve greater engagement with the Public Participation Network.
 - ii. Ensuring that creativity and culture is embedded in the work of the 5 Local Area Plans, the Kerry Local Economic & Community Plan, and the Local Community Development Committees.

2. Creative Ireland Kerry Culture and Creativity Team will support strategic partnerships to deliver sustainable community engagement with creativity, with a focus on embedded delivery into the future.
3. The team will continue to work in partnership with key stakeholders to strategically advance creative industry opportunities, with a keen focus on advancing Kerry's competitive position as a centre for film, TV and screen location and production.

Strategic Priority 6: Support creative climate action to better support our collective future.

As accelerated climate change impacts everyone, Creative Ireland Kerry will:

1. Engage with the creative sector, and lead in climate awareness of both adaptation and mitigation.
2. Better grow awareness of societal and individual responsibilities and potential positive actions, via creative processes.
3. Work to align with both national and Kerry County Council's Climate Action Plans (CAP), supporting raising awareness through creative engagement between communities, agencies, organisations and the creative sector.



Architecture Kerry, with Emer Corridan (manager; centre foreground) at Cahernane House Hotel, Killarney. **Photograph:** Valerie O'Sullivan.

Flesk Cycleway mural, Killarney. **Photograph:** Eileen O'Donoghue.

6 Implementation by the Kerry Culture and Creativity Team

Kerry County Council has a Culture and Creativity Team in place to guide and oversee implementation of this Strategy.

The Culture and Creativity Teams are the cornerstone of *Creative Communities* across all 31 local authorities in Ireland. These teams bring together a significant range and level of expertise and, in many cases, include professionals from architecture, archives, the arts, climate action, community, enterprise and environmental development, heritage, information and communication technologies, Irish language, libraries, spatial planning, tourism and more. This depth of technical expertise affords each local authority a level of insight, resources and delivery experience which few other public or private sector organisations can match.

The role of this team is to:

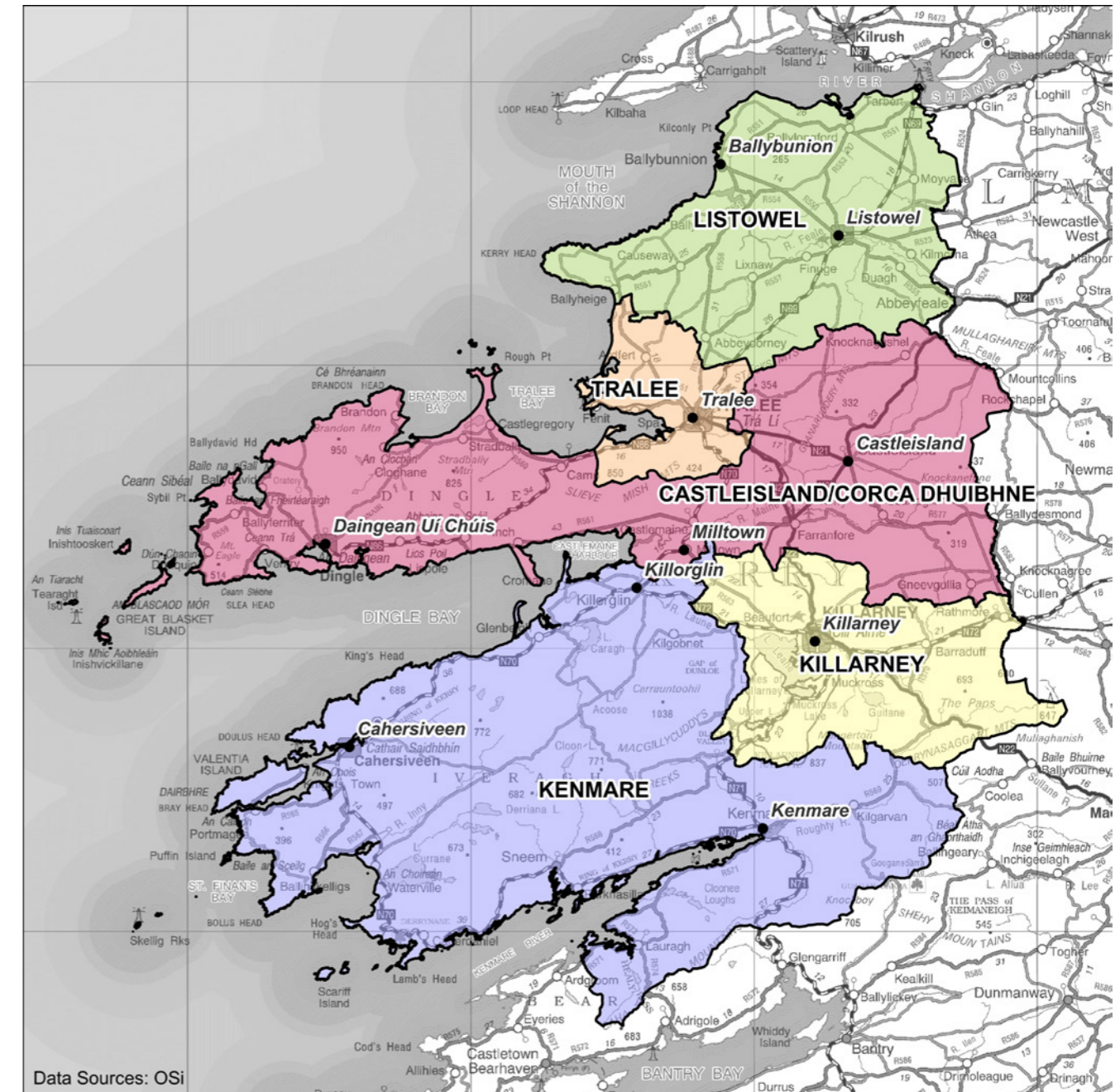
- Provide a collective forum for the ambition of culture and creativity within the local authority.
- Focus on diversity and inclusivity and enable harder-to-reach communities to participate in cultural and creative activities.
- Build on existing in-house expertise and strategies across areas of wellbeing, social cohesion, and economic development to leverage culture and creativity to deliver on targeted local authority agendas.
- Enable a shift in how the cultural and creative sector is valued within and across local authorities and ensure that culture and creativity is embedded across local authority plans, policies, and project teams.

- Drive cross-collaborative actions that support change and positive outcomes locally, and potentially between local authorities at regional level; and
- Be innovative and take risks — try new projects and new ways of working.


The delivery of the Strategy is led by the Director of Services for Planning, Community & Economic Development and the members of the Culture and Creativity Team for Kerry County Council include the Kerry Arts Officer, Creative Ireland Coordinator, Creative Ireland Project Administrator, County Librarian, Architectural Conservation Officer, LEO Manager, Economic Development Officer, Tourism Support Officer, Age Friendly Officer, Municipal District Officers x 5, Kerry Biosphere Officer, Environmental Awareness Officer, Kerry Local Creative Youth Partnership Coordinator (Kerry LCYP), Housing Office, Irish Officer, Kerry County Museum, Conservation Architect & Heritage Officer.


These structures and processes are a critical success factor that will enable *Creative Communities* to deliver on strategic priorities for Kerry County Council.


Map of Kerry and Municipal Districts



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Tionscnamh de chuid Rialtas na hÉireann.

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