









CELEBRATING COMMUNITIES THROUGH CREATIVITY

Offaly Arts Strategy 2024–2028

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Culture Night Edenderry, Eden Chorale, photography by Yvonne Cole Dupuis G/ass Shoes, art commission by Michelle O'Donnell, Edenderry, photography by Michelle O'Donnell Hullabaloo! Offaly Children's Arts Festival, photography by Paul Moore Art in the Landscape - Festival of Change, performance by Hardeep Singh Sahota, photography by Evin O'Toole Cruinne, Geashill, Public Art, by Holger Lönze, photography by Holger Lönze



FOREWORD



Cllr Eddie Fitzpatrick, Cathaoirleach, Offaly County Council

As a provider of a public art service, Offaly County Council continues to place the needs of the people of Offaly at the heart of strategy, to grow and deepen the reach of the arts by supporting high quality arts experiences for Offaly's citizens and visitors to the county.

Celebrating Communities through Creativity 2024–2028 is the fifth arts strategy developed by Offaly County

Council's Arts Office. It celebrates and builds upon the work carried out by the people of County Offaly as professional artists, passionate enthusiasts, volunteers, and citizens over the last twenty years, carried out in collaboration with the Arts Office, the wider Local Authority, and elected representatives, and with national agencies and government.

These collaborations are shaped by local and national policies – including Offaly County Council's Local Economic and Community Plan 2023 –2028, The Arts Council's Making Great Art Work, 2016 – 2025 and Culture 2025 – Éire Ildánach: A Framework Policy to 2025. The Arts Office delivers on the objectives and requirements of these and other relevant policies and responds to and supports the creative work of the people of Offaly in their towns and communities, working together to grow the well-being of our society.

Collaboration is key to this development and it is for this reason that we would like to convey a special thanks to everyone who gave their time so generously during the consultation process, crucial to the writing of this strategy.



Anna-Marie Delaney, Chief Executive, Offaly County Council

Celebrating Communities through Creativity sets out a strategy for the continued development and support of the arts in County Offaly for the period 2024–2028.

This strategy recognises the significant contribution that engagement with the arts brings both to individual wellbeing and to the wider society, and so it's impact will be felt by all the people of Offaly. The strategy will

identify and seek to address any disadvantage associated with gender, race, ability, experience, geography, or by any other factor that may inhibit or impair participation, and we will encourage our partners, clients, and other stakeholders to do likewise.

The strategy is designed to recognise and value the diverse range of artistic practices and engagement taking place in our county. It is built on our belief that a thriving arts community is integral to nurturing and enriching the county's unique sense of place, and it aims to ensure that our artistic heart beats strong. The people of Offaly have a rich heritage and culture, and their expression through our arts and artists is vital to the development of our communities and the wider Midland regions.

On behalf of Offaly County Council, we warmly commend this five-year art strategy as we celebrate our communities through creativity.

"How might the arts office position itself to make the best use of available capacity, capabilities, and resources and best respond to the requirements of artists, arts organisation and community interests in the county?"

INTRODUCTION

Background

This strategy was informed by The Offaly Arts Infrastructure Strategy 2023 -2028, The Future of Film in Offaly – A Review of Offaly Film (2023), The Makings: Fostering Youth Creativity (2020), and reports produced under the Invitation to Collaboration scheme namely Art in the Landscape (2020) and Mapping Arts and Health Across the Midlands (2021), plus several independent reports including Seeing The Beyond (2020), Local Film Needs Analysis (2020) and the Review and Assessment of the current promotional resources of Film Offaly (2019).

In addition, a programme of stakeholder engagement and consultation, supported and guided by the Arts Office, was undertaken throughout the Autumn of 2023. This included a series of semistructured interviews, four public workshops in Birr, Tullamore and Edenderry, an online survey and a series of internal workshops all facilitated by an independent consultant.

This approach allowed us to frame the strategic challenge as "How might the arts office position itself to make the best use of available capacity, capabilities, and resources and best respond to the requirements of artists, arts organisation and community interests in the county?"

This approach is in keeping with the Governments *Action Plan for Designing Better Public Services* (Department of Public Expenditure, NDP Delivery and Reform 2023). The full details of the research and engagement can be found in the document *Designing Offaly's Arts Strategy* 2024 –2028.



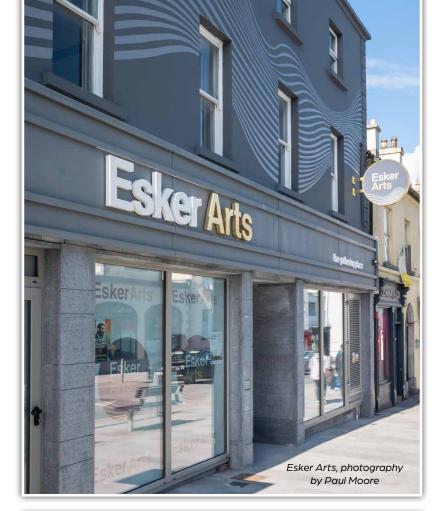
Guiding Principles

Designing a Strategy for the Arts comes with a unique set of challenges, primarily because the phrase "The Arts" can be misleading. It is a simple phrase, but the activities it points toward constitute a complex eco-system of places and people, of aspirations and expectations, of ambitions and constraints. The best approach to designing strategy for such a complex system is to work with the system as opposed to on it; to be agile, responsive, and supportive as ideas, opportunities, and aspirations emerge. As the Action Plan for Designing Better Public Services states:

"The pressing need for human-centricity, co-creation and innovation in public service has never been greater. Adopting a design mindset positions us at the forefront of this challenge, laying the foundation for a brighter, more efficient inclusive future" (Gov. of Ireland, 2023, Pg. 8)

In keeping with the underlying principles of Design Thinking this strategy is built on the extensive and focused public consultations, on the research that informed the reports cited above, and on their recommendations.

It has been designed to address and respond to the challenges and opportunities that have emerged, and to be flexible enough to respond to challenges and opportunities that will continue to emerge over the course of this plan.





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Results

The research, consultations, survey, written submissions, and public workshops all highlighted three strands of the arts sector in need of attention: Capacity, Collaboration and Communication.



The research identified the following needs within these three strands:

1. Capacity – a need to build capacity across the community of artists, volunteers, venues, organisations, festivals and the Arts Office itself. This includes the need for staff, venues, and improved community engagement and marketing skills across the sector.

- 2. Collaboration a need to work together across the arts sector to develop new partnerships and investments, share knowledge and skills, and maximise available resources.
- 3. Communication a need to develop clear and effective communication channels so that information on funding and supports is accessible, so that advice and mentoring can always be found, so that the venues, festivals and organisations can reach and engage with a wider audience, and so that the size and impact of the wider arts sector in the county is captured and presented.

These three elements are interconnected. Attention given to one of them will affect the other two. For example, we can build the capacity of the wider arts sector through more and better collaborations, which in turn require changes in how we communicate with each other. That process also works in reverse — if we improve communication between organisations and across the local authority then this can lead to more and better collaboration resulting in a growing capacity.



Strand	Action	Outcomes
Capacity	Design innovative ways to increase resources of knowledge skills and investment.	Increased capacity across the entire arts sector in the county.
Collaboration	Build networks, broker partnerships, and share knowledge and skills.	Effective collaboration between the arts sector and the diverse communities in the county, and between the sector and external partners in business, tourism, health and education.
Communication	Connect effectively and strategically with all stakeholders to drive collaboration, capacity, and wide engagement.	Improved communication between all stakeholders to support effective collaboration across the wider community and build capacity and capabilities.

The research also suggested the kinds of actions the arts office needs to focus efforts on to effectively address the needs across these strands, and achieve the desired outcomes of those actions:

This strategic framework positions the arts office as a strategic partner in the development of the wider arts sector. This means that delivering this strategy will result in:

Shifting the work of the Arts Office to a more strategic and enabling function. The arts office will focus on supporting artists, signature arts infrastructure, organisations, and communities to deliver on their potential, and to deliver on Offaly County Council's strategic priorities.

Exploring an effective and formalised collaborative process between internal departments. This process will be based on an exploration of the Public Art Working Group model and Creative Ireland team and informed by the Action Plan for Designing Better Public Services. Increased collaboration will ensure the Arts can optimise opportunities and are fully integrated across departments.

VISION STATEMENT

Offaly County Council's overarching vision is for a county with a vibrant, valuable arts sector, integrated into people's lives throughout the county.

The Arts Office will be instrumental in the ongoing development of the arts in the county, collaborating with artists and arts organisations to create and present valuable work, supporting all sectors of society to celebrate their communities through the arts





MISSION

Our mission, within the timeframe of this strategy, will be to develop capacity, to collaborate with our stakeholders, and to develop clear and effective communication channels across the entire arts sector in Offaly.

Core Values

The core values of the local authority underpin this strategy and will drive its implementation:

DIVERSITY: Offaly County Council Arts Office will act in accordance with Article 27 of the Universal Declaration of Human Rights¹ and support diversity in all its forms throughout Offaly's arts sector, including:

- Diversity of practice in supporting a wide range of artistic genres and the variety of ways of creating work;
- Diversity of opportunity ensuring that people from all backgrounds, ability and age, can participate in and have access to the arts;
- Diversity of place enabling arts events to happen in rural and urban locations.

CO-OPERATION: Planning for arts development in the county will be based on a model of cooperation, collaboration, and partnership. Arts practice and arts activity do not take place in isolation: they respond to different aspects of people's lives. Cross-sectoral and interagency cooperation facilitate the reach of and access to the arts, enriching the quality of the experience for people in different settings.

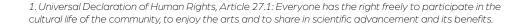
INNOVATION: We will develop new, creative, and diverse ways to deliver services and respond to challenges and opportunities, and we will support innovation in practice.

SUSTAINABILITY: We will meet the needs of today without harming the ability of future generations to meet their needs.

PRIDE: We are proud of our people and our places and will actively promote Offaly.

TRANSPARENCY: The Arts Office will conduct its business in an open and transparent manner so that Offaly artists and citizens are informed of opportunities, activities, and events in a timely fashion.





Priorities

A number of priority actions emerged from the consultation process including:

- Support the development and implementation of the Arts
 Infrastructure Strategy including support for the development of the
 Birr Creative Court as part of a cultural quarter for Birr
- Support the development of Film Offaly
- Support the development of Arts and Health and Anam Beo
- Work in partnership to develop the provision for Youth Arts in the County
- Support for the development of professional artists living and working in the county.
- Support the development of inclusive community engagement in the arts across the county
- Work in partnership towards improved communication within the arts sector and between the sector and the many diverse communities in the county.

We will continue to work with all stakeholders to progress each of these priorities over the course of this strategy.





GOALS, OBJECTIVES, & PLANNED ACTIONS 2024 - 2028

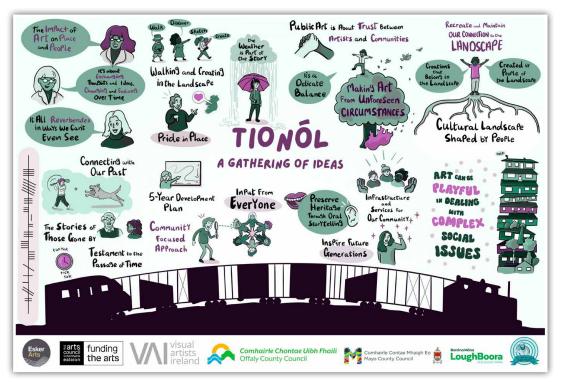
Each specific goal is aspirational and dependent on the availability of funding resources. The Arts Office currently has a team of three, an Arts Officer, and Assistant Arts Officer, and an Administrator.

The overall implementation of this strategy will depend on increasing staffing resources for the Arts Office. To this end we will:

- Explore the potential for contracting new staff member(s) to manage and deliver specific areas of need such as FilmOffaly, and the Per Cent for Art Programme.
- Explore potential funding opportunities for an additional staff member to take responsibility for programming the arts space in the new Edenderry Library.

1. Capacity

OBJECTIVE 1.1: To develop capacity within the arts office as an internal operational goal and to develop capacity working with external partners across the arts sector in Offaly.



Art in the Landscape - Festival of Change, A Gathering of Ideas, image created by Gary Dempsey



	Target	Action	Goal	Potential Partners
1.1.1	Public Art	Create a Public Art Policy for the county, in alignment with National Guidelines.	More opportunities for artists, arts organisations, and communities to benefit from Public Art.	Arts Council; Local Authority Public Art Working Group.
1.1.2	FilmOffaly	Develop a 3–5-year plan based on the findings and recommendations of <i>The Future of Film in Offaly Report</i> 2023.	A sustainable business model for FilmOffaly.	Arts Council; FilmOffaly Board; LEO; Local and National Film Sector.
1.1.3	Youth Arts	Continue to support Youth Arts Commissions, Hullabaloo Children's Arts Festival, and Mini Movies	More young people actively engaged in the arts across the county.	Arts Council; Young People and Youth Services; Offaly Arts Venues.
1.1.4	Arts and Health	Continue to support Anam Beo in their current phase of growth and diversification.	More sustainable arts and health activity across the county. Arts and Health in Offaly will become a model of Best Practice.	Arts Council; Anam Beo; HSE.
1.1.5	Offaly Arts Infrastructure Strategy 2023 – 2028	Implement the recommendations of Offaly Arts Infrastructure Strategy 2023 -2028.	A strong coordinated and collaborative approach to arts programming delivered across the whole county, resulting in a raised profile of the Arts in Offaly.	Arts Council; Offaly Arts Venues; Bord na Móna.





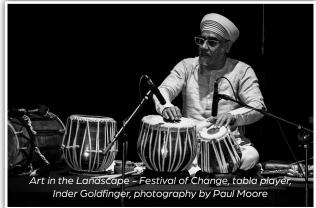




	Target	Action	Goal	Potential Partners
1.1.6	Birr Theatre and Arts Centre (BTAC).	Continue to provide resources and support to Birr Theatre and Arts Centre and their vibrant programme of work.	More opportunities for artists, greater community participation.	Arts Council; Birr Theatre and Arts Centre (BTAC).
1.1.7	Esker Arts	Develop a quality model of governance and public engagement. Provide resources to support their vibrant programme of work.	A vibrant and well governed arts and cultural facility, which serves the people of Offaly and increases the profile of the county, locally, regionally and nationally.	Arts Council; Esker Arts.
1.1.8	Edenderry Arts and Studios Space with Edenderry Library	Continue to work in conjunction with Offaly Library Service to develop an Arts and Studios Space for Edenderry.	An arts and studios space in Edenderry, well utilised by artists and community, leading to an increase in artistic and cultural engagement for the town and locality.	OCC across sections Offaly Library Service; Creative Places Edenderry.
		Continue to inculous out the Management was		
1.1.9	Lough Boora Sculpture Park	Continue to implement the Memorandum of Agreement between BNM and OCC for the development of Lough Boora Sculpture Park. Work to develop a new agreement between the two stakeholders from 2025.	Lough Boora Sculpture Park is acknowledged as a Nationally significant facility.	Arts Council; Bord na Móna; Creative Ireland.
1.1.10	Birr Creative Court	Work in partnership with Birr 2020 to develop the concept for the Birr Creative Court.	An accessible creative space in a heritage town that facilitates sustainable collaboration between local and visiting professional practitioners, and the wider community, in the pursuit of creative excellence.	OCC across sections; Birr 2020; Birr Theatre and Arts Centre (BTAC).

	Target	Action	Goal	Potential Partners
1.1.11	Offaly's Arts Festivals	Continue to grow support for Offaly Arts Festivals across the county through the Art Festivals Grant Scheme.	More opportunity for arts festival development in Offaly.	Failte Ireland; Offaly Arts Festivals; Chambers of Commerce; Offaly Volunteer Centre.
1.1.12	Professional Artists Supports	Increase the range of advice and support through the Professional Artist Support Scheme and continue to apply the principles of the Arts Council's 'Pay the Artists Policy' in accordance with existing rates and available resources.	An increase in the number and diversity of professional artists living and producing work in the county.	Arts Council; Professional Artists; Offaly Arts Organisations and Venues.
1.1.13	Professional Artists and Community Support	Continue to support communities interested in developing high quality socially engaged arts projects through the Arts Acts Grants.	Increase the number and range of professional artists working in a community context.	Community Groups; PPN.







OBJECTIVE 1.2: TO DEVELOP CAPACITY WITH EXTERNAL PARTNERS ACROSS THE ARTS SECTOR IN OFFALY.

	Target	Action	Goal	Potential Partners
1.2.1	Youth Arts and the Voice of Young People	Continue to support Music Generation Offaly.	More young people actively engaged in the arts across the county.	Arts Council; Music Generation Offaly Youth Services; Birr Theatre and Arts Centre (BTAC); Esker Arts.
1.2.2	Youth Arts and the Voice of Young People	Explore additional partnerships and sources of funding to develop youth led arts programming in the county e.g. Develop the existing programme including; Youth Commissions, Hullabaloo and Mini Movies to respond directly to the voice of young people. Consider an alternative governance model for Hullabaloo.	More young people actively engaged in the arts across the county so that we hear the voice of young people and enable action and influence in the delivery of Youth Arts	Arts Council; Youth Services; Birr Theatre and Arts Centre (BTAC); Esker Arts; Creative Places Edenderry.
1.2.3	Professional Artist Development	Research and explore sources of funding and external partnerships to increase the opportunities for professional artist development.	An increase in artist residencies and potential projects with schools, healthcare settings, and businesses.	Anam Beo; HSE; LEO; Businesses; Schools; LOETB.
1.2.4	Arts and Health	Continue to broker the relationship with the HSE and other key stakeholders to explore a multi strand funding model for Anam Beo.	A more sustainable Arts and Health Programme for Offaly.	Anam Beo; HSE



	Target	Action	Goal	Potential Partners
1.2.5	Supporting Artist Spaces	Provide advice to organisations interested in developing artists spaces.	Increased provision of arts spaces throughout the county.	Various.
1.2.6	Supporting Artist Spaces Birr Courthouse	Work in partnership with Birr 2020 to develop the concept for the Birr Creative Court.	Increased provision of arts spaces.	Birr 2020
1.2.7	Creative Places Edenderry	Continue to work in conjunction with Creative Places Edenderry, and seek further funding to continue the development of the project	Increase opportunities for artistic and community engagement in Edenderry	Arts Council; Offaly Library Service; Creative Lives.
1.2.8	Arts Festival Development	Provide support to Offaly Arts Festivals seeking advice on development; Esker Arts	A strong coordinated and collaborative approach to Arts Festivals across the county.	Arts Council; Arts Festival stakeholders; Birr Festival Collective; Birr 2020; Birr Theatre and Arts Centre (BTAC); Offaly Volunteer Centre; Esker Arts.
1.2.9	Arts Festival Development Birr Festivals Collective	Work with Birr Festivals Collective to develop it further and promote their model as an example of best practice.	A strong coordinated and collaborative approach to Arts Festivals across the county	Arts Council; Arts Festival stakeholders; Birr Festival Collective; Birr 2020; Birr Theatre and Arts Centre (BTAC).
1.2.10	Audience Development and Engagement	Work with Offaly arts venue partners to develop an effective and compliant way of utilising audience data to inform effective local marketing and engagement strategies.	Increased awareness, attendance, and engagement.	Arts Council; Offaly Arts Venues.







In the Open, mural of Amanda Nyoni at Tullamore Train Station by Joe Caslin, photography by Joe Caslin

Men, Music, Movement, Anam Beo, Riada House, photography by Julie Spollen

2. Collaboration

OBJECTIVE: To work with our stakeholders across the arts sector to build new partnerships and investments, to share knowledge and skills, and maximise available resources.

	Target	Action	Goal	Potential Partners
2.1	Offaly Arts Infrastructure Strategy 2023 – 2028	Convene a network working group as outlined in the Offaly Arts Infrastructure Strategy.	New collaborations in programming, audience development and community engagement.	All key Offaly arts infrastructure partners.
2.2	FilmOffaly	Build partnerships to develop and deliver relevant training, gain insights and drive FilmOffaly's development and growth.	More training partnerships and an enhanced skill base.	FilmOffaly Board; Laois Offaly Education and Training Board; ScreenSkills Ireland; Cultural and Creative Skillsnet.
2.3	Youth Arts and the Voice of Young People	Collaborate with local Youth Services, Young people, and Offaly arts venues to develop a Youth Arts Forum, prioritising youth participation and leadership.	Young people will become instrumental in developing youth arts. More professional artists working with young people. More young people becoming professional artists.	Youth Service; Arts Venues; Young People.
2.4	External Collaborative Partnerships	Develop and expand the existing range of partnerships with the Local Enterprise Office and Local Businesses, and across sectors including tourism, health, education, enterprise, etc.	An expanded model of partnership and collaboration to include the wider business community.	LEO and Local Business; Tourism; HSE; Youth Services; LOETB, etc.

3. Communication

OBJECTIVE: To develop clear and effective communication channels and strategies so that:

- Information on funding, advice, mentoring and other supports can be found;
- Offaly venues, festivals, and organisations can effectively reach and engage a wider audience in their communities; and
- The size, value, and impact of the wider arts sector in the county is captured and presented to decision makers and the wider public.

	Target	Action	Goal	Potential Partners
3.1	Communications Policy	Develop a comprehensive communications policy informed by clinics held across the Municipal Districts.	Artists, arts organisations, and community groups are aware of all events and opportunities.	All key stakeholders.
3.2	Local Venues Data Collection and Sharing	Work in partnership with Offaly arts venues, festivals, and organisations to capture, communicate and utilise relevant arts data to communities.	Artists, arts organisations, and community groups are aware of all events and opportunities.	Offaly arts venues, festivals and organisations.
3.3	Inclusive Community Engagement	Work with and encourage key arts venues and organisations to identify, programme for, and communicate with hard to reach or marginalised communities and consider measures to accommodate inclusivity.	The arts are accessible to all sectors of the community.	Irish Wheelchair Association; Immigrant Council of Ireland; Offaly Travellers Movement; Jigsaw Offaly; Offaly Association for People with an Intellectual Disability; Age Friendly Offaly; SICAP, and others.



	Target	Action	Goal	Potential Partners
3.4	Irish Language	Work with and encourage key venues and organisations to programme and promote arts through Irish.	More local artists can work through Irish. More people can engage with the arts through Irish; The arts are accessible to all sectors of the community	Local Irish Language community; National Agencies such as Cumann na bhFiann, Foras na Gaeilge, an tOireachtas, Conradh naGaeilge; Gaelscoileanna.
		Encourage and support venues,		
3.5	Arts Networks	organisations and community groups to develop and maintain networks, and to present their work to potential champions and supporters within the local authority and elsewhere.	The impact of the wider arts sector in the county is captured and presented to decision makers and the wider public.	All key stakeholders; Elected Representatives; OCC Management
3.6	Raising Profile of Offaly Arts	Championing artists and the arts of Offaly to all relevant local and national stakeholders by implementing the Arts Strategy. Work proactively and collaboratively with national agencies to deliver projects and collaborations as opportunities arise, e.g. Culture Night, Creative Ireland etc.	Increased awareness of Offaly arts nationally.	All key stakeholders.









Implementation, Monitoring and Evaluation

This Strategy is designed as a high-level guide for the development of the wider arts sector across the county. It is built on the achievements of the artists and arts organisations in collaboration with the arts office across the county over the last five years.

It sets an overarching vision for the arts in Offaly, acknowledges several priority areas and actions, and sets out how the mission will be achieved over the life of the strategic plan through individual actions defined in terms of Target Areas or Groups, Actions, Goals and Potential Partners. The strategy positions the arts office as a strategic partner for the development of artists, arts organisations, and festivals across the county. Its role is to work with its partners within the local authority, with national and international agencies, and with artists, arts organisations, and festivals to build capacity and foster ambition across the county through the creation, programming, and management of arts programmes, festivals, and community engagement practices.

Key to developing capacity is collaboration and networking between artists and arts organisations, and between the wider arts sector and the business, educational, youth services, health, heritage and tourism, and local communities.

The development of capacity, driven by collaboration, requires clear and strategic communication and the arts office will target communications so that artists, arts organisations, festivals and community organisations are aware of opportunities in a timely manner; we will work with our partners to develop their communication and engagement practices to ensure the widest reach, and we will work with our partners to develop a robust data collection practice throughout the sector to present the strongest case for the arts across the county.

Managing this complex web of partnerships, brokering collaboration, supporting the development of networks, and ensuring clear and effective communications will require a comprehensive communication strategy.

The arts office will oversee, in consultation with stakeholders, the delivery of this five-year arts strategy, implemented through annual operational plans that are budgeted and resourced in line with allocated resources, the outputs of which are monitored and evaluated and published in the arts office's Annual Report to Offaly County Council. These operational plans will inform those strategic interventions that require more long-term planning and a greater level of investment.

Conclusion

This strategy is a living document that acknowledges that in practice strategy emerges over time. Its successful implementation requires an integrated, co-operative approach, interdepartmentally within Offaly County Council; within and between the artists, arts organisations, festivals, and community groups across the county; between the arts office and wider sector; and between local, national and international partners complementary to the strategy's vision.

Acknowledgments

Offaly County Council acknowledges all the individuals, artists, young people, arts organisations, community groups and service providers who generously gave their time, participating in consultation meetings and contributing to the development of Offaly's five-year arts strategy, 2024–2028.

A special thanks to:

- The elected members of Offaly County Council
- Members of the Community, Culture & Emergency Services SPC
- Anna Marie Delaney, Chief Executive, and members of the Senior Management team of Offaly County Council
- The Arts Council/An Comhairle Ealaíon







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Offaly Arts Strategy 2024–2028



