



***Clár Éire Ildánach***  
***The Creative Ireland Programme***

**End of Year Report 2017**



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## ***The Creative Ireland Programme Vision***

The Creative Ireland Programme is a five-year initiative, from 2017 to 2022, which places creativity at the centre of public policy. It is a high-level, high-ambition, all-of-government initiative to mainstream creativity in the life of the nation so that individually and collectively, in our personal lives and in our institutions, Irish people can realise our full creative potential.

The Creative Ireland Programme is culture-based and designed to promote individual, community and national wellbeing. The core proposition is that participation in cultural activity drives personal and collective creativity, with significant implications for individual and societal wellbeing and development.

The Creative Ireland Programme encourages, facilitates and supports collaboration across state agencies, organisations and local and national government, in order to cultivate a diverse, accessible and creative cultural ecosystem that sustains wellbeing for all.

The Creative Ireland Programme is a legacy initiative, inspired by the extraordinary public response to the Ireland 2016 Centenary Programme. It is also the main implementation vehicle for the priorities identified in the draft policy document, *Culture 2025/Éire Ildánach*, which states that arts and culture are intrinsic to the Irish State, acknowledges the need to increase access to and participation in the arts, boost our creative industries and preserve our heritage. 2017 was the first year of the Programme and an enabling budget of €5m was allocated to its implementation.

The Programme is a cross-government initiative being led by the Department of Culture, Heritage and the Gaeltacht. The structural elements of the Creative Ireland Programme are:

- A Cabinet Committee chaired by An Taoiseach
- An Interdepartmental Group, led by the Secretary General of the Department of An Taoiseach, comprising senior civil servants from each relevant Department.
- A dedicated Creative Ireland Programme Office, part of the Department of Culture, Heritage and the Gaeltacht.

## **Pillars I - V**

The Creative Ireland Programme has five implementation pillars as set out below:

### **I Enabling the Creative Potential of Every Child**

### **II Enabling Creativity in Every Community**

### **III Investing in our Creative and Cultural Infrastructure**

### **IV Ireland as a Centre of Creative Excellence<sup>1</sup>**

### **V Unifying our Global Reputation**

#### **I. Enabling the Creative Potential of Every Child**

A key objective of Pillar 1 is that every child in Ireland will have practical access to tuition, experience and participation in art, music, drama and coding by 2022. This will be achieved through strategic alliances and partnerships between the formal and non-formal education sectors.

During 2017, *Creative Youth – a plan to enable the creativity of every child and young person*, was developed in partnership with the Department of Education and Skills, the Department of Children and Youth Affairs and the Arts Council. This was launched by An Taoiseach, Minister Donohoe, Minister Bruton and Minister Madigan on 6 December 2017 in St Laurence O’Toole’s Girls National School, Seville Place, Dublin 1.

At this plan’s core is a firm belief that creativity and culture should be at the heart of education for all our young people. While there is a very broad range of cultural activities currently available to children and young people, the plan aims to build on what already exists as well as simultaneously develop new projects and initiatives.

The Creative Youth plan can be accessed [here](#). A link to the Press Release can be accessed [here](#) and associated video clip [here](#).

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<sup>1</sup> Pillar IV is described in the original launch booklet at "Ireland as a Centre of Excellence in Media Production". However the scope of this pillar is much broader and encompasses all creative industries. Therefore, its description has been rephrased here as "Ireland as a Centre of Creative Excellence".

## II. Enabling Creativity in Every Community

The Creative Ireland Programme aims to empower local authorities to lead the engagement of citizens with our arts, heritage and culture so as to enable creativity at local level. In 2017, Creative Ireland Co-ordinators and Culture Teams were established in every local authority and Culture and Creativity Plans were developed. These plans were informed by 35 public engagement workshops held by the Creative Ireland Programme team, with at least one held in every local authority area. An estimated 4,000 people attended the meetings including artists in multiple disciplines, arts organisations and activists, community groups and local stakeholders.

€1m was allocated by the Department of Culture, Heritage and the Gaeltacht to the local authorities to enable them to implement their individual Culture and Creativity Action Plans and an associated programme of events and initiatives in each county. This was bolstered by an additional €1m from the Department of Housing, Planning and Local Government ensuring that each local authority received approximately €64,000. The plans listed over 750 local cultural projects, events and initiatives taking place nationwide in 2017, of which just over 250 were directly supported under the Creative Ireland Programme. An insight into the scope of these projects is contained in the table hereunder. Individual local authority Culture and Creativity Plans can be accessed [here](#).

No of projects supported in LA Creativity Plans	
Type of project	No.
Award Scheme	11
Coding	3
Cultural Policy Development	9
Dance	5
Festival	21
Film	9
Heritage	52
Irish language	4
Literary	24
Multi-Disciplinary	67
Music	25
Theatre	11
Visual Arts	15
<b>Total</b>	<b>256</b>

**Cruinniú na Cásca**, a day devoted to arts, heritage and cultural activities took place on Easter Monday across the country with a special large-scale public event held in Dublin City. That event built on the strength of collaboration and cross-agency partnership between State agencies which was established in 2015 and 2016. The Department of Culture, Heritage and the Gaeltacht, Department of the Taoiseach, RTÉ, the Office of Public Works, An Garda Síochána, Dublin City Council and the local authority network and Transport for Ireland were all involved in producing the event. A video introduction to Cruinniu can be accessed [here](#).

### III. Investing in our Creative and Cultural Infrastructure

A high quality infrastructure is critical for a vibrant arts and culture sector and investment in cultural infrastructure underpins social cohesion and supports strong and sustainable economic growth.

The Department worked closely with the National Cultural Institutions during 2017 to develop an overall Capital Investment Plan. This plan was developed in the context of the Government's mid-term review of capital expenditure and as part of the forthcoming 10 year National Development Plan. It is intended that the Department's plan will be launched in early 2018.

In addition, in 2017, work was carried out to develop a Creative Ireland Programme Plan for each National Cultural Institution to 2022. These plans, based on existing strategies, will set out a vision for each of the nine national cultural institutions, aligning them with the Creative Ireland Programme pillars and having regard to the Capital Investment Plan. These plans will be launched in early 2018.

#### **The National Gallery of Ireland**

The National Gallery of Ireland has long been a creative, enlightening and enriching resource in Irish life. It reopened this summer after extensive refurbishment with its vital cultural role set to continue.

Celebrating the gallery's reopening, a video '*Inspire the nation*' was commissioned by the Creative Ireland Programme to capture the inspiration that people of all ages and from all walks of life, have found within these 19<sup>th</sup> century walls.

### IV. Ireland as a Centre of Creative Excellence

The overarching, long-term objective of this pillar is to elevate, grow and sustain the creative industries including film, TV and animation production, architecture, design, digital technology, fashion, food and crafts, drawing together, on an all-of-government basis, State agencies, industry partners and those engaged in fostering innovation and enterprise.

In 2017, the Creative Ireland Programme in the Department focussed on the audio-visual (film/TV/animation) industries. A high-level workshop was held in 2017 at which all of these sectors – Government and non-Government – were represented with a view to developing a longer term strategy for the sector, to be announced in 2018. An economic report was commissioned into the audio-visual sector which will be published in early 2018 in association with a Government plan for the sector.

### V. Unifying Ireland's Global Reputation

The Creative Ireland Programme presents an opportunity to create a unified articulation of Ireland's values, capabilities and beliefs - based on our culture and creativity - that represents a considered, compelling and imaginative view of how we wish to be seen by the outside world with direct and indirect economic and social benefits. A new portal website [www.ireland.ie](http://www.ireland.ie) articulating this vision was unveiled in March 2017 with an accompanying video '*This is Ireland*'.

## Year One Initiatives

The following ten initiatives were implemented or progressed in 2017:

1. **Creative Youth** – a plan to enable the creative potential of every child and young person was launched in December 2017. At this plan's core is a firm belief that creativity and culture should be at the heart of education for all our young people. The plan aims to build on what already exists as well as simultaneously develop new projects and initiatives.
2. **Culture and Creativity Plans** for every county in Ireland were launched in May 2017. In total, the plans listed over 750 local cultural projects, events and initiatives taking place nationwide in 2017 giving us a snapshot of the rich cultural activity taking place in each country. Work has also commenced on five-year Creative Strategies for each local authority due for publication in the first quarter of 2018.
3. **Creative Ireland Programme Co-ordinators and Culture Teams** were established in each local authority to support and drive the Creative Ireland Programme at local level.
4. **Cruinniú na Cásca**, a day devoted to arts, heritage and cultural activities took place on Easter Monday across the country with a special event in Dublin City.
5. A new **Pilot Initiative** acknowledging the professional status of visual artists and writers applying for Jobseeker's Allowance was launched in June 2017. To participate in this programme, visual artists need a certificate from **Visual Artists Ireland** and writers a certificate from the **Irish Writers Centre**.
6. **Plans** aligning the development of each National Cultural Institution to 2022 with the Creative Ireland Programme have been progressed and will be published early 2018.
7. A major **Capital Investment Plan** for the culture and heritage sector is in the final stages of development and will be announced in early 2018 as part of the National Development Plan.
8. An industry-wide, long-term **plan**, for Ireland as a global hub for the production of film, TV drama, and animation to be announced in early 2018.
9. A new portal website for Ireland - **www.ireland.ie** – was launched in Washington in March 2017 with the ambition to create a unified articulation of Ireland's values, capabilities and beliefs, based on our culture and creativity.
10. The Creative Ireland Programme inaugural **Forum** entitled '*Culture, Wellbeing and the Creative Society, Building the Policy Agenda*' took place on December 2017 in Dublin Castle.

## Citizen Engagement

Parallel to delivering its key 2017 initiatives, the Department undertook a comprehensive citizen engagement programme to showcase the range and depth of Ireland's cultural and creative offering, to encourage participation in arts and creative activities as a means of individual, collective and societal wellbeing and to build awareness of the Creative Ireland Programme.

The vision of the Creative Ireland Programme is that every person in Ireland should have the opportunity to realise their full creative potential. This represented a reframing of creativity and culture policy which required a substantial and sustained communications programme in 2017. A combination of communication and media channels, as well as a series of high profile talks and special events, were used to maximise the impact of the Programme, taking into account the diversity of the target audiences.

The experience of previous programmes such as the approach taken in the Ireland 2016 Centenary Programme, statistics relating to readership of national and regional newspapers, listenership to local radio and use of social media, all informed the choices made. The Programme was also designed to have as wide a reach as possible, particularly in rural areas. As such, the citizen engagement programme was broken down into the following components

- 1 National Media**
- 2 Regional and Local Media**
- 3 Digital and Online Media**
- 4 International Media**
- 5 Creative Partnerships**
- 6 Other Initiatives**

### 1. National Media

A series of partnerships with national media publications, with high impact and extensive distribution, were developed in order to maximise participation in, engagement with and awareness of the Creative Ireland Programme. The partnerships built on the success and impact of similar strategies undertaken for the Ireland 2016 Centenary Programme. They included a series of high quality supplements and resource materials, based around the five



pillars of the Programme, and providing information on the opportunities for citizens to participate in cultural activity and the wider social and personal benefits that accrue from cultural engagement and participation. The following resource material was produced:

- ***Creative Ireland Programme 2017 Calendar*** (Irish Independent, December 2016). The Calendar was issued free with the paper and included a comprehensive list of dates of key cultural events in Ireland in 2017.
- A special ***Cruinniú na Cásca*** pull-out supplement (Irish Independent, April 2017) which included details of the free programme of family-friendly events taking place across the country.
- A ***County-by-County Guide to Getting Creative in 2017***, (Irish Independent, June 2017) marked the publication of local Culture and Creativity Plans, a 72-page supplement featured details of events and activities taking place in each of the 31 Local Authority areas, as well as interviews with local artists and event organisers.
- The Getting Creative Guide was accompanied by a series of 13 ***weekly double-page features*** on artists, special events and creative and cultural initiatives taking place across the country (Irish Independent, June to September 2017).
- ***Culture, Wellbeing and Creativity*** (The Irish Times, July 2017) - a 26-page supplement featuring interviews, features and articles on the value and importance of Irish creativity and culture, with a special focus on emerging creative artists, the role of arts education and opportunities for citizens to get involved in cultural activity.
- A series of **online digital articles** with IrishTimes.com exploring the links between creativity and our natural ***heritage*** (August 2017), ***the Irish language*** (September 2017) and ***coding*** (November 2017). A fourth article on creativity and wellbeing has been prepared and will be published in January 2018.
- ***Culture, Wellbeing and the Creative Society*** (The Irish Times, December 2017) - a special supplement to accompany the inaugural Creative Ireland Forum which took place in Dublin Castle, it featured interviews, articles and information on the growing importance and role of creativity in education and wellbeing.
- ***Creative Youth*** (Irish Independent, to be published early in 2018). A special workbook for students and teachers to accompany the publication of the Creative Youth plan has been developed. It will be distributed to every primary and secondary school in Ireland and will include practical information and opportunities for teachers and students to explore their creative potential.

## 2. Regional and Local Media

A major regional and local communications campaign was activated during the summer of 2017 to support and promote the publication of the 31 local authority Culture and Creativity Plans. Each print and broadcast media outlet commissioned between three and five features on artists, events and activities taking place in every county across the country. This campaign varied in terms of timing and quantity of features depending on each local authority plan. These were all designed to inform citizens on how they can get involved in the creative activities in their local area and to create awareness and engagement with the Programme. Print media partners were as follows (including links to representative features):

Carlow Nationalist	Nationalist (Clonmel)
Clare Champion	Northern Standard
Connacht Tribune	Roscommon Herald
Cork Evening Echo	Sligo Champion
Derry People & Donegal News	Southern Star
Enniscorthy Guardian	Southside People
<i><u>Fingal Independent</u></i>	South Tipp Today
Galway Advertiser	The Anglo Celt
Gorey Guardian	<i><u>The Donegal Democrat</u></i>
Kilkenny People	The Dundalk Argus
Leinster Express	The Echo (Tallaght)
Leinster Leader	The Kerryman
Leitrim Observer	Tullamore Tribune
Limerick Leader & Chronicle	Waterford News & Star
Longford Leader	<i><u>Western People</u></i>
Meath Chronicle	Westmeath Independent
Midland Tribune	Wexford People
<i><u>Munster Express</u></i>	Wicklow People

A full breakdown of all the above newspapers is contained in **Appendix III**

Broadcast Media were as follows:

Classic Hits 4FM	iRadio NW	Q102
Dublin 98FM	IRS Plus	Radio Kerry
Beat 102-103	KCLR	Shannonside
Clare FM	KFM	South East Radio
Cork 96FM	Limerick Live 95	Spin 103.8
Cork 103	LMFM	Spin South West
East Coast FM	Midlands Radio	Tipp FM
Galway Bay FM	Midwest Radio	WLR
Highland Radio	Northern Sound	
iRadio NE	Ocean FM	

A full breakdown of the above stations is contained in **Appendix IV**

### 3. Digital and Online Media

The development and implementation of a comprehensive digital communications strategy was the primary mechanism for building awareness, engagement and participation in the Programme. This had two distinct but related elements:

#### A. Digital Content/Web Development

This included the development of two bespoke websites, along with associated social media platforms and the commissioning of specific digital content and videos.

##### Website Development

A dedicated national website - <https://creative.ireland.ie/en> - was designed and developed to provide information about the Programme and to share news and updates on progress, partnerships and new initiatives. This website to date has generated over 130,272 unique visitors.

As a core objective of **Pillar 5 Unifying Our Global Reputation**, a new web portal for Ireland – [www.Ireland.ie](http://www.Ireland.ie) – was developed and launched in Washington on St Patrick’s Day by former Taoiseach Enda Kenny T.D. This site, which was developed with support from the Department of Foreign Affairs and Trade and with state agencies with responsibility for promoting Ireland abroad, builds on the strength and distinction of Ireland and the Irish people as a creative nation. Over 240,000 unique visitors have visited this website to date, with over 2.5 million views of a special promotional video '[This is Ireland](#)' created to launch the site. The site was translated into French to coincide with the launch of the Creative Ireland Programme at the [Centre Culturel Irlandais](#) in May 2017. The relevant press release can be accessed [here](#).

## Social Media

Given that Social Media outlets are now the most referenced media touchpoint used by people in their everyday lives, it was essential the above websites were supported by those social media platforms most commonly used, i.e. Facebook, Twitter and YouTube. In the first year of the Programme, therefore, a significant volume of citizen engagement was generated through social media, specifically on the Creative Ireland Programme Facebook page (17,267 friends), on [Twitter](#) (15,900 followers) and on YouTube. **Facebook Live** in particular was used to livestream various launches to increase access to events which have a limited capacity. For example, 26,600 people tuned in to the Creative Ireland Programme Facebook live streams of three key talks with artists, music industry producers and festival promoters at Hard Working Class Heroes. In addition, over 284,700 viewed, shared and liked a special video, produced by the Creative Ireland Programme to promote [Hard Working Class Heroes](#).

## Video Content

A series of 21 specially commissioned videos were developed and promoted extensively on social media to share information on the Programme, promote partnerships, events and opportunities for citizens to access arts and creative activities. This digital content is available on the Creative Ireland Programme [Facebook](#) and on [You Tube channels](#) or by clicking the individual links below:

<a href="#">Creative Ireland Programme Launch</a>	<a href="#">Galway International Arts Festival</a>
<a href="#">Creative Ireland Programme New York Launch</a>	<a href="#">Muldoon's Picnic with Poetry Ireland</a>
<a href="#">Creative Ireland Programme London Launch</a>	<a href="#">My Gallery My Art</a>
<a href="#">Local Community Workshops</a>	<a href="#">Kilkenny Arts Festival</a>
<a href="#">Local Authority Culture and Creativity Plans</a>	<a href="#">Mindshare@Electric Picnic</a>
<a href="#">St Patrick Day</a>	<a href="#">National Ploughing Championships</a>
<a href="#">This is Ireland (English version)</a>	<a href="#">Hard Working Class Heroes 2017</a>
<a href="#">French version</a>	
<a href="#">Cruinniú na Casca</a>	<a href="#">Oireachtas na Samhna</a>
<a href="#">Launch of Social Welfare Support for Artists</a>	<a href="#">Creative Youth Plan</a>
<a href="#">An Taoiseach Leo Varadkar</a>	<a href="#">End of Year Review</a>
<a href="#">Dalkey Book Festival</a>	

## Livestreaming

In addition, a number of launches and events, which had limited capacity, were live streamed on the Creative Ireland Programme Facebook page, to build engagement and as part of our festival and special event partnerships. These included talks with artists, producers, architects and presenters. This livestreaming content remains available on the Creative Ireland Programme [Facebook](#) and on [You Tube channels](#) or by clicking the individual links below:

<a href="#"><u><i>Creative Ireland Programme New York Launch</i></u></a>	<a href="#"><u><i>Hard Working Class Heroes</i></u></a>
<a href="#"><u><i>Creative Ireland Programme London Launch</i></u></a>	<a href="#"><u><i>Sean N6s na n6g</i></u></a>
<a href="#"><u><i>Kilkenny Arts Festival</i></u></a>	<a href="#"><u><i>Creative Ireland Programme Forum</i></u></a>
<a href="#"><u><i>Sounds from a Safe harbour</i></u></a>	

Social media viewing figures for the videos and live streams is included in Appendix V.

## B. Optimising the Creative Ireland Programme's online presence

This involved driving online traffic towards the websites, social media platforms and the use of Search Engine Optimisation (SEO) to optimise engagement with content created.

Web and social media traffic can be defined as the number of people that view a site, the pages that they view and the length of time they spend on those pages. When someone goes to a site, that visit is recorded and any links that individual might click and follow are also recorded.

Search engine optimisation (SEO) is the process of optimising the online visibility of a website in a web search engine's results. In general, the higher ranked on a search, and more frequently a website appears in a search result, the more visitors it will receive from the search engine's users. Optimising a website involves editing its content, adding content, doing HTML, and associated coding to both increase its relevance to specific keywords and to remove barriers to the indexing activities of search engines.

It was important, given the investment in developing websites, social media platforms and commissioned content, that these various elements were properly promoted online. In terms of the overall budget, optimising the Creative Ireland Programme's online presence was included as part of the overall citizen engagement programme.

#### 4. International Media

Building on the launch of the Creative Ireland Programme in New York (January 2017) and Washington (March 2017), a media partnership was established with [www.irishcentral.com](http://www.irishcentral.com) to build awareness of the programme with the Irish diaspora in the United States. With 3.5 million visitors per month, IrishCentral is at the heart of the global Irish community in North America. The objectives of the campaign were:

- Deliver a clear articulation of Ireland's cultural and creative values to the Irish diaspora in the US
- Strengthen Ireland's reputation as a world leader in the creative industries
- Build profile and awareness of the all-of-Government Creative Ireland Programme as a driver of change in Ireland's growing innovation society
- Engage with communities on a county by county basis to build awareness of the strength and diversity of Ireland's culture and creativity

**IrishCentral** created a dedicated *microsite*, located on their home page, featuring a county-by-county profile of arts, culture and creative activities taking place across the country. Individual pages were launched on the website weekly throughout the summer with additional promotion across the IrishCentral Facebook, Twitter and Instagram accounts.

Over 650K people viewed Creative Ireland Programme content across IrishCentral's platforms over the three months of the campaign, with a further 414K people following on Facebook and over 106K on Twitter and Instagram. Creative Ireland Programme videos shared by IrishCentral received 75% more views than any other video on their platforms and Creative Ireland produced content was three times more popular than technology, fashion or business-related content.

#### 5. Creative Partnerships

The opportunity was taken in this initial year of the Programme to engage and collaborate with several key cultural partners at various significant national events and arts festivals in order to encourage deeper understanding and appreciation of the role of creativity and to promote the objectives and underlying values of this new programme. Among the considerations used to select key cultural partners was their high-level profile, their prominence as part of the cultural calendar, a definitive creative element to their programme, their track record in delivering an event and their capacity to attract and engage a significant audience.

##### **Dalkey Book Festival, June 2017**

The Creative Ireland Programme partnered with the Festival on a series of conversations with leading writers, thinkers and artists over the course of the four-day festival. An audience of over 1,600 attended Creative Ireland Programme events.

### Galway International Arts Festival, July 2017

The Creative Ireland Programme partnered with the Festival on the *First Thoughts Talk Programme*. 39 events were attended by 2,750 audience members with a further audience of 7,252 joining on Facebook live.

### Kilkenny Arts Festival, August 2017

Over the nine days of the festival, the Creative Ireland Programme partnership with Kilkenny Arts Festival Centred around a series of discussions, performances and dedicated storytelling workshops for children. Audience numbers of over 2,700 attended with an additional 52,500 people joining the conversations on Facebook live.

### Fleadh Cheoil na hEireann, August 2017

The Creative Ireland Programme partnered with Fleadh Cheoil na hEireann for a new initiative, *The Legacy Day Colloquium*. Over 2,000 people attended the event, which included discussions and performances around the themes of legacy, cultural policy and creativity in education.

### Dublin Theatre Festival, September 2017

To mark the 60<sup>th</sup> Anniversary of the Dublin Theatre Festival, the Creative Ireland Programme and the Festival collaborated on a special initiative targeting first time theatre attendees, children, young people, students, writers, community and welfare groups. The initiative introduced over 700 new attendees to the Festival, many of them participating in a specially designed workshop programme.

### Kinsale Sharks Awards, September 2017

As the longest established national conference for design and advertising creatives, Kinsale Sharks offered a unique opportunity to reach a key audience of national and international professionals in the creative industries. The Creative Ireland Programme in partnership with Kinsale Sharks curated a talks programme aimed at a key audience of design industry creatives as well as a wider audience of students and professional agencies working in the creative industries. Over 550 people attended the three-day event.

### National Ploughing Championship, September 2019

The Creative Ireland Programme, the Department of Culture, Heritage and the Gaeltacht and the Arts Council, in partnership presented *Ardán*, a dedicated performance stage, at the National Ploughing Championships. Thirteen specially curated events took place over the three days of the event, featuring both established and emerging artists in theatre, dance, music and literature, with over **1,000** people attending. This was the first time that such an event took place at the NPC.

### Mindfield@Electric Picnic, September 2017

The Creative Ireland Programme partnered with Mindfield@Electric Picnic in 2017 on a special programme of talks and performances entitled ILLUMINATE. Over 11,000 people attended 69 events over three days with a further 271,000 audience tuning in to the Creative Ireland Programme Facebook live streams.

### Sounds from a Safe Harbour Festival, September 2017

The Creative Ireland Programme partnered with the four-day festival in Cork for a special series of five conversations and talks on creativity with Irish and international artists. Over 400 people attended with an additional 8,800 people joining in the conversation via live streaming.

### Baboró - International Arts Festival for Children, October 2017

The Creative Ireland Programme partnership with Baboró International Arts Festival for Children was centred on a series of specially curated talks and workshops for children and adults.

### Oireachtas na Samhna, Killarney, November 2017

As one of the most important events in the Irish language and Gaeltacht calendar, the Creative Ireland Programme in partnership with an tOireachtas created a dedicated digital campaign to promote and support the event to grow audience, access and participation in an tOireachtas. Over 150,000 engaged with the content on Creative Ireland Programme social media platforms, in addition to the 8,500 people who attended the event

## 6 Other Initiatives

It was also envisaged that where opportunities arose, the Creative Ireland Programme would use specific initiatives to communicate the objectives of the Creative Ireland Programme. In particular, local authorities were invited to submit proposals for additional support for Cruinniu events. The two proposals received are outlined below.

- Support for Cruinniu events Kerry, April 2017 included a dramatized walk along the River Feale in Listowel and story-telling in the Kerry County Museum.
- Support for a Cruinniu event in Laois, April 2017 included an event in the Dunamais Arts Centre, Portlaoise showcasing various art forms. The event included performances by children from local schools and from the Laois Youth Dance Ensemble.

Other specific initiatives included:

- Culture Night, September 2017 - the Department of Culture, Heritage and the Gaeltacht, RTÉ, Dublin City Council and OPW, presented an evening of music, theatre, comedy and poetry in Dublin Castle to a capacity audience of 15,000 with a further 40,000 tuning in to live broadcasts on Arena on RTÉ 1 as well as across social media platforms. This event was also supported by the Programme.
- A pilot collaborative initiative to showcase some of the best of Irish culture and creativity as part of Ireland Week, Los Angeles, October 2017, in partnership with the Department of Foreign Affairs and Trade, the Irish Film Board, Culture Ireland, Enterprise Ireland, the IDA and Tourism Ireland.
- A joint initiative of the Department of Foreign Affairs and Trade, Tourism Ireland, RTÉ and Belfast City Council, the Creative Ireland Programme partnered on a special edition of Other Voices in Belfast, October 2017. This inaugural event featured a series of



workshops for young people in music, digital arts and technology, a one-day conference on creativity and cultural policy (which was streamed live) and an evening music showcase.

- Developing, supporting and promoting a series of special events as part of [Ealaín na Gaeltachta](#) Arts Programme. This included a bespoke digital campaign to promote and increase access to three of their key events. 2,600 people watched the Facebook live stream of the final of *Sean Nós na nÓg*, featuring over 100 young musicians. In addition, Irish and international audiences tuned in to the live stream of a special seminar on Language, Culture and Heritage which took place in the Donegal Gaeltacht. The final initiative was the creation of a special video to showcase the exceptional Irish traditional musicians and performers taking part in *Aisling*, a new performance piece which will tour Ireland in 2018.
- The launch of the [European Year of Cultural Heritage Programme 2018](#) as part of the inaugural Creative Ireland Forum in Dublin Castle and supporting and promoting a programme of special events, in partnership with the Heritage Council.
- Support for the [Teacher-Artist Partnership Initiative](#) in partnership with the Arts Council/Dept of Education and Science towards rolling out this initiative in Education Centres around Ireland.
- In partnership with Tourism Ireland, Failte Ireland and the Department of Foreign Affairs and Trade, the Creative Ireland Programme co-hosted over 500 international travel writers at the world's largest [Travel Bloggers Exchange Europe Conference](#), Killarney, October 2017.
- One of the key objectives of the Creative Ireland Programme is to nurture and develop new creative talent. Hot Press and the Creative Ireland Programme joined forces to launch [Write Here, Write Now](#), an initiative which aims to support and encourage creative writing amongst second and third level students (October 2017).
- A special workshop with children and young people to help inform the development and implementation of Pillar 1 Enabling the Creative Potential of Every Child, in partnership with **Draiocht** (Blanchardstown), the Arts Council and Fingal County Council.
- [Fulbright Commission in Ireland](#) is a bilateral partnership supported by the U.S. Department of State and the Department of Foreign Affairs. The Fulbright Program is the flagship international educational exchange program sponsored by the U.S. Government designed to increase mutual understanding that aims to:
  - Harness the transformative potential of arts, culture, creativity, scientific inquiry and heritage preservation through research collaborations;
  - Provide post-graduate students with dedicated access to the internationally renowned research collections held at one of three world-class museums in the U.S.;
  - Through such access, to enhance the depth, range and quality of research activities conducted by Irish students in the United States;

- Create opportunities for collaboration between Irish, U.S., and other international scholars at those institutions.

The Fulbright-Creative Ireland Museum Fellowship will fund 12 fellowships (3 per year) over four years, 2018-2022 involving a total Investment of €120,000 (approx.) divided equally between the U.S. Department of State and the Creative Ireland Programme.

## Financial Overview

A specific enabling budget of €5m for 2017 was provided to launch the five-year Creative Ireland Programme to ensure that the Programme could deliver its key 2017 initiatives and implement a comprehensive citizen engagement programme supported by high-impact events to communicate - on an ongoing basis - the objectives of the Creative Ireland Programme.

As such this budget had five main aims:

1. Deliver a comprehensive citizen engagement programme supported by the development of specific digital media and content and in partnerships with key cultural players
2. Hold the inaugural Creative Ireland Programme Forum
3. Enable Local Authorities implement their Culture and Creativity Plans for 2017
4. Roll out Cruinniú na Casca on Easter Monday
5. Support new initiatives in the cultural and creativity sector

In addition, the budget covered the everyday operational costs of implementing the above elements including for example the costs involved in brand development, artwork, design, launches and hosting workshops. The final element of the budget covered the costs of supporting the Programme Office including the salaries of seconded and contract staff.

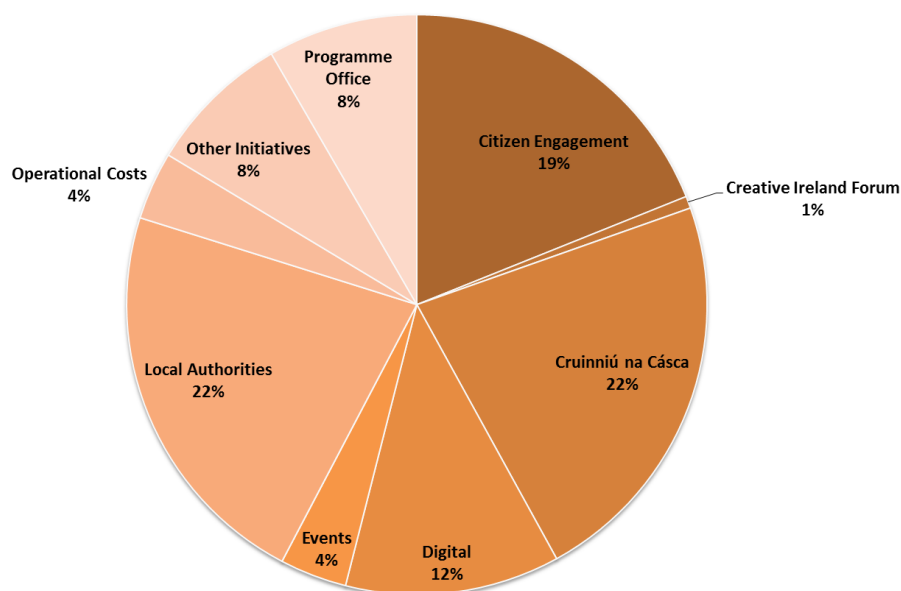
As with any new programme, the overall allocations to each of the above elements were adjusted as the Creative Ireland Programme evolved throughout 2017.

**A full overview of how the budget was expended is laid out on the following page. Please note that these figures are subject to final audit.**

## Overview of Creative Ireland Programme Budget 2017

Area	Amount	% of overall spend
Citizen Engagement Programme	€936,542	19%
Creative Ireland Forum	€33,304	1%
Cruinniú na Cásca	€1,109,507	22%
Digital/Web Development	€591,813	12%
Creative Partnerships/Events	€185,000	4%
Local Authorities*	€1,096,617	22%
Operational Costs <sup>2</sup>	€187,318	4%
Other Initiatives	€396,500	8%
Programme Office (salaries/expenses)	€413,923	8%
<b>Total</b>	<b>€4,950,524</b>	<b>100%</b>

\*Support for the local authorities was bolstered by an additional €1m from the Department of Housing, Planning and Local Government.



<sup>2</sup> Operational costs of the Creative Ireland Programme Office included for example the costs involved in brand development, artwork, design, launches and hosting workshops.

**Appendix I**  
**Detailed breakdown of budget**

<b>Citizen Engagement Programme</b>	
<b>01. National Media<sup>3</sup></b>	<b>€ 386,317</b>
01. Creative Ireland Programme 2017 Calendar in Irish Independent (146,000 copies)	€ 73,800
02. Cruinniu na Casca supplement April 2017 in Irish Independent	€ 27,060
03. Culture and Creativity Plan supplement June 2017 in Irish Independent	€ 98,806
04. Culture Wellbeing and Creativity supplement July 2017 in Irish Times	€ 37,523
05. Online digital article on heritage in Irish Times (August 2017)	€ 7,073
06. Two online digital articles on the Irish language (Sept 2017 and on coding (Nov 2017) in IT	€ 14,139
07. Creative Ireland Forum supplement Dec 2017 in Irish Times	€ 34,744
08. Preparatory work iro Creative magazine supplement in Independent (to be published in 2018)	€ 93,173
<b>02. Regional Media</b>	<b>€ 244,518</b>
Regional newspapers	€ 73,122
Regional radio	€ 171,396
<b>03. Optimising the Creative Ireland Programme's online presence</b>	<b>€ 165,841</b>
Social Media - online traffic driving	€ 106,022
Website Search Engine Optimisation (Google Search & YouTube)	€ 41,830
Websites (2) - online traffic driving	€ 17,989
<b>04. International Media</b>	<b>€ 53,468</b>
Raising Awareness of Programme in North America	€ 53,468
<b>05. Media Management Fees</b>	<b>€ 86,399</b>
Media Management & Planning Development Fees	€ 74,099
Web Traffic Activation/Monitoring Fees	€ 12,300
<b>Citizen Engagement Total</b>	<b>€ 936,542</b>
<b>Creative Ireland Forum</b>	
<b>Associated Costs</b>	<b>€ 4,170</b>
Performance/Production fees	€ 4,170
<b>Catering</b>	<b>€ 10,016</b>
Dublin Castle, Dec 2017	€ 7,542
National Library, Dec 2017	€ 2,474
<b>Design and print costs</b>	<b>€ 17,154</b>
European Year of Cultural Heritage brochure, etc.	€ 8,011
Forum brochure, etc.	€ 9,143
<b>Translation</b>	<b>€ 1,964</b>
Interpretation/sign language services	€ 785
Translation of Forum brochure, etc. into Irish	€ 1,180
<b>Creative Ireland Forum Total</b>	<b>€ 33,304</b>

<sup>3</sup> This excludes the cost of the weekly 2 page spreads from June to Sept in Irish independent of €19,188, the invoice for which was not received in time for payment in 2017.

<b>Cruinniú na Cásca</b>	
<b>Associated Costs</b>	<b>€ 3,772</b>
Launch Event Performance fees	€ 1,500
Launch Event technical fees	€ 2,272
<b>Design and print costs</b>	<b>€ 4,059</b>
Design, artwork and printing	€ 4,059
<b>Event Management</b>	<b>€ 1,290,114</b>
Office of Public Works Event Management	€ 745,732
RTE, Design, Curation & Event Delivery	€ 544,382
<b>Event Management – additional support</b>	<b>(€ 200,000)</b>
Dublin City Council contribution	(€ 200,000)
<b>Licencing</b>	<b>€ 11,562</b>
IMRO fees	€ 11,562
<b>Cruinniú na Cásca Total</b>	<b>€ 1,109,507</b>

<b>Digital Content/Web Development<sup>4</sup> (see explanation of terms below)</b>	
<b>Digital Content</b>	<b>€ 454,323</b>
Digital Copywriting	€ 59,170
Licencing	€ 174
Social Media Content	€ 64,167
Translation of content into Irish	€ 41,425
Video Production (21 videos)	€ 174,329
Websites (2) Content Management	€ 115,057
<b>Web development (Two websites)</b>	<b>€ 137,490</b>
Creative Concepts	€ 25,648
Design	€ 39,134
Development	€ 65,820
Hosting	€ 3,856
Project management	€ 3,032
<b>Digital Total</b>	<b>€ 591,813</b>

#### **Digital Copywriting**

- Copywriting news articles, or any text used on the websites, editing and proofing text before publishing.

#### **Social Media Content**

- Research for social posts, copywriting social posts, scheduling of social posts, image sourcing and editing and media spend for promoted posts, scheduling and managing promoted posts and campaigns

#### **Website content management**

- Creation and management of editorial calendar for website content, content strategy, managing translations, image sourcing for article, image editing, research for news and content articles and uploading, scheduling and publishing content .

#### **Creative Concepts**

- The process of generating the ideas and creative for content - whether video, copywriting or social.

#### **Design**

- Anything that needs visual design e.g. designing the graphics used for videos, infographics, website etc.

#### **Project Management**

- Ensuring the work is done on time, on budget and to the highest possible standard.

<sup>4</sup> Previous queries into spend on website development costs included digital copywriting. However, for the purposes of clarity, it has been moved here into digital content.

**Creative Partnerships/Events**

<b>Creative Partnerships</b>	<b>€ 185,000</b>
01. Dalkey Book Festival, June 2017	€ 20,000
02. Galway Arts Festival July 2017	€ 15,000
03. Kilkenny Arts Festival, August 2017	€ 15,000
04. Fleadh Cheoil na hEireann, August 2017	€ 20,000
05. Dublin Theatre Festival, September 2017	€ 40,000
06. Kinsale Sharks Festival, September 2017	€ 10,000
07. Ploughing Championship, September 2019	€ 5,000
08. Mindfield@Electric Picnic, September 2017	€ 25,000
09. Sounds from a Safe Harbour Festival, September 2017	€ 15,000
10. Baboró - International Arts Festival for Children, October 2017	€ 10,000
11. Oireachtas na Samhna, Killarney, November 2017	€ 10,000
<b>Events Total</b>	<b>€ 185,000</b>

**Local Authorities**

<b>Design and print costs</b>	<b>€ 96,619</b>
Design, artwork and printing of local Culture and Creativity Plans 2017	€ 83,579
Translation into Irish	€ 13,040
<b>Implementation of Culture &amp; Creativity Plans</b>	<b>€ 999,998</b>
Implement local Culture & Creativity Plan 2017 in Carlow	€ 32,258
Implement local Culture & Creativity Plan 2017 in Cavan	€ 32,258
Implement local Culture & Creativity Plan 2017 in Clare	€ 32,258
Implement local Culture & Creativity Plan 2017 in Cork City	€ 32,258
Implement local Culture & Creativity Plan 2017 in Cork County	€ 32,258
Implement local Culture & Creativity Plan 2017 in Donegal	€ 32,258
Implement local Culture & Creativity Plan 2017 in Dublin City	€ 32,258
Implement local Culture & Creativity Plan 2017 in Dun Laoghaire/Rathdown	€ 32,258
Implement local Culture & Creativity Plan 2017 in Fingal	€ 32,258
Implement local Culture & Creativity Plan 2017 in Galway City	€ 32,258
Implement local Culture & Creativity Plan 2017 in Galway County	€ 32,258
Implement local Culture & Creativity Plan 2017 in Kerry	€ 32,258
Implement local Culture & Creativity Plan 2017 in Kildare	€ 32,258
Implement local Culture & Creativity Plan 2017 in Kilkenny	€ 32,258
Implement local Culture & Creativity Plan 2017 in Laois	€ 32,258
Implement local Culture & Creativity Plan 2017 in Leitrim	€ 32,258
Implement local Culture & Creativity Plan 2017 in Limerick	€ 32,258
Implement local Culture & Creativity Plan 2017 in Longford	€ 32,258
Implement local Culture & Creativity Plan 2017 in Louth	€ 32,258
Implement local Culture & Creativity Plan 2017 in Mayo	€ 32,258
Implement local Culture & Creativity Plan 2017 in Meath	€ 32,258
Implement local Culture & Creativity Plan 2017 in Monaghan	€ 32,258
Implement local Culture & Creativity Plan 2017 in Offaly	€ 32,258
Implement local Culture & Creativity Plan 2017 in Roscommon	€ 32,258
Implement local Culture & Creativity Plan 2017 in Sligo	€ 32,258
Implement local Culture & Creativity Plan 2017 in South Dublin	€ 32,258
Implement local Culture & Creativity Plan 2017 in Tipperary	€ 32,258
Implement local Culture & Creativity Plan 2017 in Waterford	€ 32,258
Implement local Culture & Creativity Plan 2017 in Westmeath	€ 32,258
Implement local Culture & Creativity Plan 2017 in Wexford	€ 32,258
Implement local Culture & Creativity Plan 2017 in Wicklow	€ 32,258
<b>Local Authorities Total</b>	<b>€ 1,096,617</b>

## Operational Costs

<b>01. Development of Creative Ireland Programme Concept</b>	<b>€ 75,444</b>
Creative Ireland Programme identity, branding and logo development	€ 50,172
Design, artwork and printing of Creative Ireland Programme Booklets	€ 25,272
<b>02. Launch of Creative Ireland Programme, National Gallery Ireland, Dec 2017</b>	<b>€ 29,561</b>
Interpretation/sign language services	€ 212
Launch Branding	€ 13,733
Production/Performance fees	€ 6,293
Technical fees	€ 9,323
<b>03. Launch of Creative Ireland Programme in New York, Jan 2017</b>	<b>€ 9,685</b>
Courier (pull-ups)	€ 317
Performance fees	€ 2,803
Public relations	€ 2,988
Technical fees	€ 3,577
<b>04. Launch of Creative Ireland Programme in London, Feb 2017</b>	<b>€ 367</b>
Courier (pull-ups)	€ 68
Performance fees	€ 299
<b>05. Local Authority Workshop, National Concert Hall, Feb 2017</b>	<b>€ 1,049</b>
Catering	€ 1,049
<b>06. Launch of Creative Ireland Programme in Paris, May 2017</b>	<b>€ 4,997</b>
Centre Cultural Irlandais fee	€ 4,997
<b>07. Gender Policy Workshop, National Museum of Ireland, May 2017</b>	<b>€ 1,004</b>
Catering	€ 1,004
<b>08. Children &amp; Creativity Workshop, National Concert Hall, May 2017</b>	<b>€ 1,463</b>
National Concert Hall - catering	€ 1,463
<b>09. Launch of Local Authority Culture &amp; Creativity Plans, Dublin Castle, May 2017</b>	<b>€ 7,482</b>
Design and artwork	€ 554
Performance fees	€ 550
Technical fees	€ 6,378
<b>10. Pillar IV Media Workshop, Irish Museum of Modern Art, May 2017</b>	<b>€ 10,176</b>
Catering	€ 3,355
Design, artwork and printing	€ 300
Management fees	€ 726
Production fees	€ 3,018
Technical fees	€ 2,778
<b>11. Culture Night, Dublin Castle, Sept 2017</b>	<b>€ 431</b>
Design, artwork and printing of material	€ 431
<b>12. National Ploughing Championship, Sept 2017</b>	<b>€ 5,580</b>
Design, artwork and production of material	€ 5,580
<b>13. Coordinators Workshop, National Concert Hall, Sept 2017</b>	<b>€ 3,528</b>
Catering	€ 3,220
Technical fees	€ 308
<b>14. Ireland Week, Los Angeles, California, Oct 2017</b>	<b>€ 1,181</b>
Design and artwork	€ 1,181
<b>15. Culture Teams Workshop, Irish Museum of Modern Art, Nov 2017</b>	<b>€ 4,933</b>
Catering	€ 628
Production fees	€ 4,305
<b>16. Launch of Creative Youth Plan, Dec 2017</b>	<b>€ 8,775</b>
Design, artwork and printing	€ 6,903
Technical fees	€ 504
Translation into Irish	€ 1,368
<b>17. Preparatory Work on NCI Alignment Plans (to be published 2018)</b>	<b>€ 19,785</b>
Design and artwork	€ 15,375
Translation into Irish	€ 4,410



<b>18. Equipment</b>	<b>€ 1,878</b>
Computer/Printer maintenance	€ 1,878
<b>Operational Costs Total</b>	<b>€ 187,318</b>
<b>Other Initiatives</b>	
<b>Other Initiatives</b>	<b>€ 396,500</b>
01. Cruinniu programme in Kerry, April 2017	€ 10,000
02. Cruinniu programme in Laois, April 2017	€ 5,000
03. Culture Night September 2017	€ 60,000
04. Travel Bloggers Exchange Europe Conference, Killarney, October 2017	€ 15,000
05. Other Voices Concert, Belfast, October 2017	€ 40,000
06. Ireland Week, Los Angeles, October 2017, in partnership with the D/Foreign Affairs and Trade	€ 25,000
07. Your Say/Your Way Workshop in partnership with Fingal County Council	€ 1,500
08. Teacher/Artist Partnership with the Arts Council/Dept of Education, 2017	€ 70,000
09. Planning & Development of Ealaín na Gaeltachta Arts Programme 2017/2018	€ 75,000
10. Write Here Write Now Competition in partnership with Hotpress and Dublin City Council,	€ 20,000
11. Planning & Development of EYCH Programme in partnership with the Heritage Council, 2018	€ 75,000
<b>Other Initiatives Total</b>	<b>€ 396,500</b>
<b>Programme Office (salaries/expenses)</b>	
<b>Contract Staff</b>	<b>€ 200,424</b>
Salaries	€ 200,424
<b>Expenses</b>	<b>€ 53,992</b>
Travel and subsistence	€ 53,992
<b>Seconded Staff</b>	<b>€ 159,507</b>
Salaries	€ 159,507
<b>Programme Office Total</b>	<b>€ 413,923</b>
<b>Total</b>	<b>€ 4,950,524</b>

## Appendix II

### Table C: Breakdown of Budget by type of expenditure

Budget Area	Amount
<b>Citizen Engagement</b>	
Newspapers (National & Regional)	€459,439
Online/International	€219,308
Radio	€171,396
Management Fees	€86,399
<b>Total</b>	<b>€936,542</b>
<b>Creative Ireland Forum</b>	
Catering	€10,016
Design, artwork and printing	€17,154
Performance/Production Fees	€4,170
Translation/Interpretation	€1,964
<b>Total</b>	<b>€33,304</b>
<b>Cruinniú na Cásca</b>	
Design, artwork and printing	€4,059
Dublin City Council contribution	(€200,000)
Event Management & Delivery	€1,290,114
Licencing	€11,562
Performance Fees	€1,500
Technical Fees	€2,272
<b>Total</b>	<b>€1,109,507</b>
<b>Digital Content/Web Development</b>	
Digital Content	€454,323
Website Development	€137,490
<b>Total</b>	<b>€591,813</b>
<b>Creative Partnerships/Events</b>	
Cultural Partners	€185,000
<b>Total</b>	<b>€185,000</b>
<b>Local Authorities</b>	
Design, artwork and printing	€83,579
Implementing Culture & Creativity Plans 2017	€999,998
Translation/Interpretation	€13,040
<b>Local Authorities Total</b>	<b>€1,096,617</b>
<b>Operational Costs</b>	
Administrative (equipment/courier)	€2,263
Catering	€10,719
Design, artwork and printing	€55,595
Development of Programme identity	€63,905
Performance Fees	€9,649
Production fees	€16,330
Technical Fees	€22,868
Translation/Interpretation	€5,989
<b>Total</b>	<b>€187,318</b>

<b>Other Initiatives</b>	
Cultural Partners	€396,500
<b>Total</b>	<b>€396,500</b>
<b>Programme Office</b>	
Salaries/Expenses	€413,923
<b>Total</b>	<b>€413,923</b>
<b>Total</b>	<b>€4,950,524</b>

**Appendix III**  
**Regional Newspapers**  
*(All figures are rounded)*

Medium	Title	Publication Scheduled	Cost inc. VAT
Press	Carlow Nationalist	16/09/2017	€524
Press	Carlow Nationalist	25/09/2017	€524
Press	Clare Champion	31/07/2017	€524
Press	Clare Champion	04/09/2017	€524
Press	Clare Champion	09/10/2017	€524
Press	Clare Champion	16/10/2017	€524
Press	Connacht Tribune	31/07/2017	€524
Press	Connacht Tribune	07/08/2017	€524
Press	Connacht Tribune	21/08/2017	€524
Press	Connacht Tribune	04/09/2017	€524
Press	Connacht Tribune	09/10/2017	€524
Press	Cork Evening Echo	01/09/2017	€1,362
Press	Cork Evening Echo	01/10/2017	€1,362
Press	Cork Evening Echo	01/11/2017	€1,362
Press	Donegal News & Derry People	31/07/2017	€524
Press	Donegal News & Derry People	07/08/2017	€524
Press	Donegal News & Derry People	02/10/2017	€524
Press	Enniscorthy/Gorey Guardians	31/07/2017	€524
Press	Enniscorthy/Gorey Guardians	16/09/2017	€524
Press	Enniscorthy/Gorey Guardians	09/10/2017	€524
Press	Enniscorthy/Gorey Guardians	23/10/2017	€524
Press	Fingal Independent	31/07/2017	€524
Press	Fingal Independent	14/08/2017	€524
Press	Fingal Independent	21/08/2017	€524
Press	Fingal Independent	11/09/2017	€524
Press	Galway Advertiser	10/08/2017	€1,310
Press	Galway Advertiser	14/09/2017	€1,310
Press	Galway Advertiser	12/10/2017	€1,310
Press	Kilkenny People	31/07/2017	€524
Press	Kilkenny People	23/10/2017	€524
Press	Leinster Express	31/07/2017	€524
Press	Leinster Express	25/09/2017	€524
Press	Leinster Express	06/11/2017	€524
Press	Leinster Leader	31/07/2017	€524
Press	Leinster Leader	14/08/2017	€524
Press	Leinster Leader	09/10/2017	€524
Press	Leitrim Observer	31/07/2017	€524
Press	Leitrim Observer	02/10/2017	€524
Press	Leitrim Observer	09/10/2017	€524
Press	Leitrim Observer	16/10/2017	€524
Press	Limerick Chronicle	31/07/2017	€524
Press	Limerick Chronicle	07/08/2017	€524

Press	Limerick Chronicle	25/09/2017	€524
Press	Limerick Leader	31/07/2017	€524
Press	Limerick Leader	07/08/2017	€524
Press	Limerick Leader	25/09/2017	€524
Press	Longford Leader	31/07/2017	€524
Press	Longford Leader	14/08/2017	€524
Press	Longford Leader	16/10/2017	€524
Press	Meath Chronicle	31/07/2017	€524
Press	Meath Chronicle	11/09/2017	€524
Press	Meath Chronicle	25/09/2017	€524
Press	Midland/Tullamore Tribunes	31/07/2017	€524
Press	Midland/Tullamore Tribunes	07/08/2017	€524
Press	Midland/Tullamore Tribunes	09/10/2017	€524
Press	Midland/Tullamore Tribunes	20/11/2017	€524
Press	Munster Express	31/07/2017	€524
Press	Munster Express	04/09/2017	€524
Press	Munster Express	09/10/2017	€524
Press	Nationalist Clonmel	31/07/2017	€524
Press	Nationalist Clonmel	14/08/2017	€524
Press	Nationalist Clonmel	16/09/2017	€524
Press	South Tipp Today	31/07/2017	€524
Press	Northern Standard	31/07/2017	€524
Press	Northern Standard	14/08/2017	€524
Press	Northern Standard	21/08/2017	€524
Press	Northern Standard	16/10/2017	€524
Press	Roscommon Herald	31/07/2017	€524
Press	Roscommon Herald	07/08/2017	€524
Press	Roscommon Herald	28/08/2017	€524
Press	Roscommon Herald	02/10/2017	€524
Press	Sligo Champion	31/07/2017	€524
Press	Sligo Champion	11/09/2017	€524
Press	Sligo Champion	16/09/2017	€524
Press	Sligo Champion	25/09/2017	€524
Press	Southern Star	31/07/2017	€524
Press	Southern Star	07/08/2017	€524
Press	Southern Star	14/08/2017	€524
Press	Southern Star	21/08/2017	€524
Press	Southern Star	28/08/2017	€524
Press	Southern Star	11/09/2017	€524
Press	Southside People	07/08/2017	€524
Press	Southside People	21/08/2017	€524
Press	Southside People	16/10/2017	€524
Press	The Anglo Celt	31/07/2017	€524
Press	The Anglo Celt	14/08/2017	€524
Press	The Anglo Celt	09/10/2017	€524
Press	The Donegal Democrat	31/07/2017	€524
Press	The Donegal Democrat	07/08/2017	€524

Press	The Donegal Democrat	02/10/2017	€524
Press	The Dundalk Argus	31/07/2017	€524
Press	The Dundalk Argus	21/08/2017	€524
Press	The Dundalk Argus	02/10/2017	€524
Press	The Echo (Tallaght)	31/07/2017	€524
Press	The Echo (Tallaght)	07/08/2017	€524
Press	The Echo (Tallaght)	14/08/2017	€524
Press	The Echo (Tallaght)	02/10/2017	€524
Press	The Echo (Tallaght)	16/10/2017	€524
Press	The Echo (Tallaght)	23/10/2017	€524
Press	The Kerryman	31/07/2017	€524
Press	The Kerryman	14/08/2017	€524
Press	The Kerryman	25/09/2017	€524
Press	Waterford News & Star	31/07/2017	€524
Press	Waterford News & Star	07/08/2017	€524
Press	Waterford News & Star	16/10/2017	€524
Press	Western People	31/07/2017	€524
Press	Western People	07/08/2017	€524
Press	Western People	14/08/2017	€524
Press	Westmeath Independent	31/07/2017	€524
Press	Westmeath Independent	07/08/2017	€524
Press	Westmeath Independent	21/08/2017	€524
Press	Wexford People	31/07/2017	€524
Press	Wexford People	28/08/2017	€524
Press	Wexford People	16/09/2017	€524
Press	Wexford People	09/10/2017	€524
Press	Wexford People	23/10/2017	€524
Press	Wicklow People	31/07/2017	€524
Press	Wicklow People	21/08/2017	€524
Press	Wicklow People	28/08/2017	€524
Digital	<a href="http://www.anglocelt.ie">www.anglocelt.ie</a>	31/07/2017	€79
Digital	<a href="http://www.anglocelt.ie">www.anglocelt.ie</a>	14/08/2017	€79
Digital	<a href="http://www.argus.ie">www.argus.ie</a>	31/07/2017	€79
Digital	<a href="http://www.argus.ie">www.argus.ie</a>	21/08/2017	€79
Digital	<a href="http://www.carlow-nationalist.ie">www.carlow-nationalist.ie</a>	31/07/2017	€79
Digital	<a href="http://www.carlow-nationalist.ie">www.carlow-nationalist.ie</a>	16/09/2017	€79
Digital	<a href="http://www.carlow-nationalist.ie">www.carlow-nationalist.ie</a>	25/09/2017	€79
Digital	<a href="http://www.clarechampion.ie">www.clarechampion.ie</a>	31/07/2017	€79
Digital	<a href="http://www.clarechampion.ie">www.clarechampion.ie</a>	04/09/2017	€79
Digital	<a href="http://www.connacht-tribune.ie">www.connacht-tribune.ie</a>	31/07/2017	€79
Digital	<a href="http://www.connacht-tribune.ie">www.connacht-tribune.ie</a>	07/08/2017	€79
Digital	<a href="http://www.connacht-tribune.ie">www.connacht-tribune.ie</a>	21/08/2017	€79
Digital	<a href="http://www.connacht-tribune.ie">www.connacht-tribune.ie</a>	04/09/2017	€79
Digital	<a href="http://www.donegaldemocrat.ie">www.donegaldemocrat.ie</a>	31/07/2017	€79
Digital	<a href="http://www.donegaldemocrat.ie">www.donegaldemocrat.ie</a>	07/08/2017	€79
Digital	<a href="http://www.donegalnews.ie">www.donegalnews.ie</a>	31/07/2017	€79
Digital	<a href="http://www.donegalnews.ie">www.donegalnews.ie</a>	07/08/2017	€79

Digital	<a href="http://www.echo.ie">www.echo.ie</a>	31/07/2017	€79
Digital	<a href="http://www.echo.ie">www.echo.ie</a>	31/07/2017	€79
Digital	<a href="http://www.echo.ie">www.echo.ie</a>	14/08/2017	€79
Digital	<a href="http://www.enniscorthyguard.ie">www.enniscorthyguard.ie</a>	06/08/2017	€79
Digital	<a href="http://www.enniscorthyguard.ie">www.enniscorthyguard.ie</a>	28/08/2017	€79
Digital	<a href="http://www.enniscorthyguard.ie">www.enniscorthyguard.ie</a>	16/09/2017	€79
Digital	<a href="http://www.fingal-independence.ie">www.fingal-independence.ie</a>	31/07/2017	€79
Digital	<a href="http://www.fingal-independence.ie">www.fingal-independence.ie</a>	14/08/2017	€79
Digital	<a href="http://www.fingal-independence.ie">www.fingal-independence.ie</a>	11/09/2017	€79
Digital	<a href="http://www.kerryman.ie">www.kerryman.ie</a>	31/07/2017	€79
Digital	<a href="http://www.kerryman.ie">www.kerryman.ie</a>	14/08/2017	€79
Digital	<a href="http://www.kerryman.ie">www.kerryman.ie</a>	16/09/2017	€79
Digital	<a href="http://www.kerryman.ie">www.kerryman.ie</a>	25/09/2017	€79
Digital	<a href="http://www.kilkennypeople.ie">www.kilkennypeople.ie</a>	31/07/2017	€79
Digital	<a href="http://www.leinsterexpress.ie">www.leinsterexpress.ie</a>	31/07/2017	€79
Digital	<a href="http://www.leinsterexpress.ie">www.leinsterexpress.ie</a>	25/09/2017	€79
Digital	<a href="http://www.leinsterleader.ie">www.leinsterleader.ie</a>	31/07/2017	€79
Digital	<a href="http://www.leinsterleader.ie">www.leinsterleader.ie</a>	14/08/2017	€79
Digital	<a href="http://www.leitrimobserver.ie">www.leitrimobserver.ie</a>	31/07/2017	€79
Digital	<a href="http://www.limerickleader.ie">www.limerickleader.ie</a>	07/08/2017	€79
Digital	<a href="http://www.limerickleader.ie">www.limerickleader.ie</a>	25/09/2017	€79
Digital	<a href="http://www.longfordleader.ie">www.longfordleader.ie</a>	31/07/2017	€79
Digital	<a href="http://www.longfordleader.ie">www.longfordleader.ie</a>	14/08/2017	€79
Digital	<a href="http://www.meath-chronicle.ie">www.meath-chronicle.ie</a>	31/07/2017	€79
Digital	<a href="http://www.meath-chronicle.ie">www.meath-chronicle.ie</a>	11/09/2017	€79
Digital	<a href="http://www.meath-chronicle.ie">www.meath-chronicle.ie</a>	25/09/2017	€79
Digital	<a href="http://www.munsterexpress.ie">www.munsterexpress.ie</a>	31/07/2017	€79
Digital	<a href="http://www.munsterexpress.ie">www.munsterexpress.ie</a>	04/09/2017	€79
Digital	<a href="http://www.nationalist.ie">www.nationalist.ie</a>	05/08/2017	€79
Digital	<a href="http://www.nationalist.ie">www.nationalist.ie</a>	14/08/2017	€79
Digital	<a href="http://www.nationalist.ie">www.nationalist.ie</a>	16/09/2017	€79
Digital	<a href="http://www.roscommonherald.ie">www.roscommonherald.ie</a>	28/08/2017	€79
Digital	<a href="http://www.rosocommonherald.ie">www.rosocommonherald.ie</a>	07/08/2017	€79
Digital	<a href="http://www.sligochampion.ie">www.sligochampion.ie</a>	31/07/2017	€79
Digital	<a href="http://www.sligochampion.ie">www.sligochampion.ie</a>	11/09/2017	€79
Digital	<a href="http://www.sligochampion.ie">www.sligochampion.ie</a>	16/09/2017	€79
Digital	<a href="http://www.sligochampion.ie">www.sligochampion.ie</a>	25/09/2017	€79
Digital	<a href="http://www.southernstar.ie">www.southernstar.ie</a>	31/07/2017	€79
Digital	<a href="http://www.southernstar.ie">www.southernstar.ie</a>	31/07/2017	€79
Digital	<a href="http://www.southernstar.ie">www.southernstar.ie</a>	14/08/2017	€79
Digital	<a href="http://www.southernstar.ie">www.southernstar.ie</a>	21/08/2017	€79
Digital	<a href="http://www.southernstar.ie">www.southernstar.ie</a>	28/08/2017	€79
Digital	<a href="http://www.southernstar.ie">www.southernstar.ie</a>	04/09/2017	€79
Digital	<a href="http://www.southernstar.ie">www.southernstar.ie</a>	11/09/2017	€79
Digital	<a href="http://www.waterford-news.ie">www.waterford-news.ie</a>	31/07/2017	€79
Digital	<a href="http://www.waterford-news.ie">www.waterford-news.ie</a>	31/07/2017	€79
Digital	<a href="http://www.westernpeople.com">www.westernpeople.com</a>	01/08/2017	€79

Digital	<a href="http://www.westernpeople.com">www.westernpeople.com</a>	01/08/2017	€79
Digital	<a href="http://www.westernpeople.com">www.westernpeople.com</a>	14/08/2017	€79
Digital	<a href="http://www.westmeathindependent.ie">www.westmeathindependent.ie</a>	02/08/2017	€79
Digital	<a href="http://www.westmeathindependent.ie">www.westmeathindependent.ie</a>	02/08/2017	€79
Digital	<a href="http://www.westmeathindependent.ie">www.westmeathindependent.ie</a>	21/08/2017	€79
Digital	<a href="http://www.wexfordpeople.ie">www.wexfordpeople.ie</a>	03/08/2017	€79
Digital	<a href="http://www.wexfordpeople.ie">www.wexfordpeople.ie</a>	28/08/2017	€79
Digital	<a href="http://www.wexfordpeople.ie">www.wexfordpeople.ie</a>	16/09/2017	€79
Digital	<a href="http://www.wicklowpeople.ie">www.wicklowpeople.ie</a>	04/08/2017	€79
Digital	<a href="http://www.wicklowpeople.ie">www.wicklowpeople.ie</a>	21/08/2017	€79
Digital	<a href="http://www.wicklowpeople.ie">www.wicklowpeople.ie</a>	28/08/2017	€79
			<b>€73,122</b>



## Appendix IV

A major regional and local communications radio campaign as follows was activated during the summer of 2017 to support and promote the publication of the 31 Local Authority Culture and Creativity Plans. *Please note that all figures are rounded.*

Station	Date	Content/Promotions per week	Cost inc. VAT	Further information
4FM	w/c 21 Aug	15	€437	Each promo cost €29
4FM	w/c 28 Aug	15	€437	Each promo cost €29
4FM	w/c 4 Sept	15	€437	Each promo cost €29
4FM	w/c 11 Sept	15	€437	Each promo cost €29
4FM	w/c 18 Sept	15	€437	Each promo cost €29
4FM	w/c 25 Sept	15	€437	Each promo cost €29
4FM	w/c 2nd Oct	15	€437	Each promo cost €29
4FM	w/c 9 Oct	15	€437	Each promo cost €29
4FM	w/c 16 Oct	15	€437	Each promo cost €29
4FM	w/c 23 Oct	15	€437	Each promo cost €29
4FM	w/c 30 Oct	15	€437	Each promo cost €29
4FM	w/c 6 Nov	15	€437	Each promo cost €29
98FM	w/c 21 Aug	15	€1,703	Each promo cost €113
98FM	w/c 28 Aug	15	€1,703	Each promo cost €113
98FM	w/c 4 Sept	15	€1,703	Each promo cost €113
98FM	w/c 11 Sept	15	€1,703	Each promo cost €113
98FM	w/c 18 Sept	15	€1,703	Each promo cost €113
98FM	w/c 25 Sept	15	€1,703	Each promo cost €113
98FM	w/c 2nd Oct	15	€1,703	Each promo cost €113
98FM	w/c 9 Oct	15	€1,703	Each promo cost €113
98FM	w/c 16 Oct	15	€1,703	Each promo cost €113
98FM	w/c 23 Oct	15	€1,703	Each promo cost €113
98FM	w/c 30 Oct	15	€1,703	Each promo cost €113
98FM	w/c 6 Nov	15	€1,703	Each promo cost €113
Beat	w/c 21 Aug	15	€830	Each promo cost €55
Beat	w/c 28 Aug	15	€830	Each promo cost €55
Beat	w/c 4 Sept	15	€830	Each promo cost €55
Beat	w/c 11 Sept	15	€830	Each promo cost €55
Beat	w/c 18 Sept	15	€830	Each promo cost €55
Beat	w/c 25 Sept	15	€830	Each promo cost €55
Beat	w/c 2nd Oct	15	€830	Each promo cost €55
Beat	w/c 9 Oct	15	€830	Each promo cost €55
Beat	w/c 16 Oct	15	€830	Each promo cost €55
Beat	w/c 23 Oct	15	€830	Each promo cost €55

Beat	w/c 30 Oct	15	€830	Each promo cost €55
Beat	w/c 6 Nov	15	€830	Each promo cost €55
Clare FM	w/c 7 Aug	Launch feature	€1,467	Played 7 times €210 each
Clare FM	w/c 9 Oct	Content feature	€524	
Clare FM	w/c 30 Oct	Content feature	€524	
Cork 103	w/c 14 Aug	Interview & promos	€629	
Cork 103	w/c 28 Aug	Interview & promos	€629	
Cork 103	w/c 28 Aug	Outside broadcast	€3,406	
Cork 96 & 103 FM	w/c 31 July	Interview & promos	€1,886	
Cork 96& 103FM	31 Jul - 11 Sep	Interview & promos	€2,096	
Cork 96FM	w/c 11 Sept	Interview & promos	€1,258	
Cork 96FM	w/c 11 Sept	Outside broadcast	€4,192	
East Coast FM	w/c 7 Aug	Launch feature	€1,467	Played 7 times €210 each
East Coast FM	w/c 11 Sept	Content feature	€524	
Galway Bay FM	w/c 31 July	Interview & promos	€576	
Galway Bay FM	w/c 21 Aug	Interview & promos	€576	
Galway Bay FM	w/c 11 Sept	Outside broadcast	€1,886	
Galway Bay FM	w/c 16 Oct	Interview & promos	€576	
Galway Bay FM	w/c 23 Oct	Interview & promos	€576	
Galway Bay FM	w/c 23 Oct	Interview & promos	€576	
Galway Bay FM	31 Jul - 23 Oct	Interview & promos	€652	
Highland Radio	w/c 7 Aug	Launch feature	€1,467	Played 6 times €244 each
Highland Radio	w/c 28 Aug	Content feature	€524	
Highland Radio	w/c 16 Oct	Content feature	€524	
iRadio NE	w/c 21 Aug	15	€742	Each promo cost €49
iRadio NE	w/c 28 Aug	15	€742	Each promo cost €49
iRadio NE	w/c 4 Sept	15	€742	Each promo cost €49
iRadio NE	w/c 11 Sept	15	€742	Each promo cost €49
iRadio NE	w/c 18 Sept	15	€742	Each promo cost €49
iRadio NE	w/c 25 Sept	15	€742	Each promo cost €49
iRadio NE	w/c 2nd Oct	15	€742	Each promo cost €49
iRadio NE	w/c 9 Oct	15	€742	Each promo cost €49
iRadio NE	w/c 16 Oct	15	€742	Each promo cost €49
iRadio NE	w/c 23 Oct	15	€742	Each promo cost €49
iRadio NE	w/c 30 Oct	15	€742	Each promo cost €49
iRadio NE	w/c 6 Nov	15	€742	Each promo cost €49
iRadio NW	w/c 21 Aug	15	€742	Each promo cost €49
iRadio NW	w/c 28 Aug	15	€742	Each promo cost €49
iRadio NW	w/c 4 Sept	15	€742	Each promo cost €49

iRadio NW	w/c 11 Sept	15	€742	Each promo cost €49
iRadio NW	w/c 18 Sept	15	€742	Each promo cost €49
iRadio NW	w/c 25 Sept	15	€742	Each promo cost €49
iRadio NW	w/c 2nd Oct	15	€742	Each promo cost €49
iRadio NW	w/c 9 Oct	15	€742	Each promo cost €49
iRadio NW	w/c 16 Oct	15	€742	Each promo cost €49
iRadio NW	w/c 23 Oct	15	€742	Each promo cost €49
iRadio NW	w/c 30 Oct	15	€742	Each promo cost €49
iRadio NW	w/c 6 Nov	15	€742	Each promo cost €49
IRS Plus	NA	Production on feature	€369	
KCLR	w/c 7 Aug	Launch feature	€1,467	Played 7 times €210 each
KCLR	w/c 7 Aug	Launch feature	€1,467	Played 7 times €210 each
KCLR	w/c 14 Aug	Content feature	€524	
KCLR	w/c 14 Aug	Content feature	€524	
KCLR	w/c 11 Sept	Content feature	€524	
KCLR	w/c 30 Oct	Content feature	€524	
KFM	w/c 7 Aug	Launch feature	€1,467	Played 7 times €210 each
KFM	w/c 2nd Oct	Content feature	€524	
KFM	w/c 11 December	Content feature	€524	
Limerick Live 95	w/c 31 July	Interview & promos	€613	
Limerick Live 95	w/c 4 Sept	Interview & promos	€613	
Limerick Live 95	w/c 25 Sept	Interview & promos	€613	
Limerick Live 95	w/c 25 Sept	Outside broadcast	€2,882	
Limerick Live 95	31 Jul - 25 Sept	Interview & promos	€652	
LMFM	w/c 31 July	Interview & promos	€550	
LMFM	w/c 18 Sept	Interview & promos	€550	
LMFM	w/c 25 Sept	Interview & promos	€550	
LMFM	w/c 16 Oct	Interview & promos	€550	
LMFM	w/c 6 Nov	Interview & promos	€550	
LMFM	31 Jul - 6 Nov	Interview & promos	€652	
Midlands	w/c 7 Aug	Launch feature	€1,467	Played 7 times €210 each
Midlands	w/c 30 Oct	Content feature	€524	
Midlands	w/c 6 Nov	Content feature	€524	
Midlands	w/c 13 Nov	Content feature	€524	
Midlands	w/c 20 Nov	Content feature	€524	
Midlands	w/c 11 Sept	Content feature	€524	
Midlands	w/c 13 Nov	Content feature	€524	
Midwest Radio	w/c 7 Aug	Launch feature	€1,467	Played 7 times €210 each
Midwest Radio	w/c 14 Aug	Content feature	€524	

Midwest Radio	w/c 18 Sept	Content feature	€524	
Midwest Radio	w/c 16 Oct	Content feature	€524	
Northern sound	w/c 7 Aug	Launch feature	€1,467	Played 7 times €210 each
Northern sound	w/c 18 Sept	Content feature	€524	
Northern sound	w/c 30 Oct	Content feature	€524	
Northern sound	w/c 6 Nov	Content feature	€524	
Northern Sound	w/c 20 Nov	Content feature	€524	
Ocean FM	w/c 7 Aug	Launch feature	€1,467	Played 7 times €210 each
Ocean FM	w/c 11 Sept	Content feature	€524	
Ocean FM	w/c 11 Sept	Content feature	€524	
Ocean FM	w/c 25 Sept	Content feature	€524	
Q102	w/c 31 July	Interview & promos	€723	
Q102	w/c 21 Aug	Interview & promos	€723	
Q102	w/c 11 Sept	Interview & promos	€723	
Q102	w/c 9 Oct	Interview & promos	€723	
Q102	w/c 23 Oct	Interview & promos	€723	
Q102	w/c 6 Nov	Outside broadcast	€2,987	
Q102	w/c 4 Dec	Interview & promos	€723	
Q102	w/c 23 Oct	Interview & promos	€723	
Q102	w/c 30 Oct	Interview & promos	€723	
Q102	31 Jul - 11 Sep	Interview & promos	€2,002	
Radio Kerry	w/c 4 Sept	Launch feature	€1,467	Played 7 times €210 each
Radio Kerry	w/c 4 Sept	Content feature	€524	
Radio Kerry	w/c 11 Sept	Content feature	€524	
Radio Kerry	w/c 30 Oct	Content feature	€524	
Shannonside	w/c 7 Aug	Launch feature	€1,467	Played 7 times €210 each
Shannonside	w/c 14 Aug	Content feature	€524	
Shannonside	w/c 4 Sept	Content feature	€524	
Shannonside	w/c 25 Sept	Content feature	€524	
Shannonside	w/c 13 Nov	Content feature	€524	
South East Radio	w/c 7 Aug	Launch feature	€1,467	Played 7 times €210 each
South East Radio	w/c 21 Aug	Content feature	€524	
South East Radio	w/c 25 Sept	Content feature	€524	
South East Radio	w/c 23 Oct	Content feature	€524	
South East Radio	w/c 30 Oct	Content feature	€524	
Spin 103.8	w/c 21 Aug	15	€1,703	Each promo cost €113
Spin 103.8	w/c 28 Aug	15	€1,703	Each promo cost €113
Spin 103.8	w/c 4 Sept	15	€1,703	Each promo cost €113
Spin 103.8	w/c 11 Sept	15	€1,703	Each promo cost €113

Spin 103.8	w/c 18 Sept	15	€1,703	Each promo cost €113
Spin 103.8	w/c 25 Sept	15	€1,703	Each promo cost €113
Spin 103.8	w/c 2nd Oct	15	€1,703	Each promo cost €113
Spin 103.8	w/c 9 Oct	15	€1,703	Each promo cost €113
Spin 103.8	w/c 16 Oct	15	€1,703	Each promo cost €113
Spin 103.8	w/c 23 Oct	15	€1,703	Each promo cost €113
Spin 103.8	w/c 30 Oct	15	€1,703	Each promo cost €113
Spin 103.8	w/c 6 Nov	15	€1,703	Each promo cost €113
Spin South West	w/c 21 Aug	15	€830	Each promo cost €113
Spin South West	w/c 28 Aug	15	€830	Each promo cost €113
Spin South West	w/c 4 Sept	15	€830	Each promo cost €113
Spin South West	w/c 11 Sept	15	€830	Each promo cost €113
Spin South West	w/c 18 Sept	15	€830	Each promo cost €113
Spin South West	w/c 25 Sept	15	€830	Each promo cost €113
Spin South West	w/c 2nd Oct	15	€830	Each promo cost €113
Spin South West	w/c 9 Oct	15	€830	Each promo cost €113
Spin South West	w/c 16 Oct	15	€830	Each promo cost €113
Spin South West	w/c 23 Oct	15	€830	Each promo cost €113
Spin South West	w/c 30 Oct	15	€830	Each promo cost €113
Spin South West	w/c 6 Nov	15	€830	Each promo cost €113
Tipp FM	w/c 28 Aug	Content feature	€524	
Tipp FM	w/c 9 Oct	Content feature	€524	
WLR	w/c 31 July	Interview & promos	€472	
WLR	w/c 31 July	Interview & promos	€472	
WLR	w/c 31 July	Sponsorship	€4,139	
WLR	w/c 9 Oct	Interview & promos	€472	
WLR	w/c 23 Oct	Outside broadcast	€1,886	
WLR	31 Jul - 23 Oct	Interview & promos	€652	
<b>Total</b>			<b>€171,396</b>	

## **Appendix V Programme Office Costs**

### **Contract Staff**

The Department ran an open competition on eTenders for the provision of:

- *the supply of services to include the supply, design and implementation of communication strategies and other services as required by the Creative Ireland Programme. MB Arts International won this contract; and*
- *the supply of services to include the development and management of external partner relationships, such as with local authorities, National Cultural Institutions, etc., and other services as required on behalf of Creative Ireland. Panikos Consulting won this contract.*

These services were provided on a daily cost basis and total cost to year end for the provision of these services was €200,424 including VAT.

### **Expenses**

Travel and subsistence expenses incurred relate to a range of activities associated with delivering the Creative Ireland Programme including engagement with other Government Departments and public bodies, international engagement under Pillar V and an extensive consultation programme which was undertaken nationwide earlier in 2017 as part of Pillar II. This included setting up and attending workshops which were held with all thirty-one local authorities (in some instances more than one workshop in individual counties) in respect of their Culture and Creative Plans for 2017, setting up Culture Teams in each county, attending launches of individual county plans, meetings to plan for long-term Culture and Creative Strategies, and planning events with cultural partners. Expenses were paid in accordance with the rates specified in DPER circulars relating to domestic subsistence allowances and subsistence allowances abroad.

### **Seconded Staff**

Both the former Director of Creative Ireland Programme and an event co-ordinator were seconded to the Creative Ireland Programme from Fáilte Ireland from December 2016 to early September 2017. The total cost for the salaries of seconded staff for this period was € 159,507. The now vacant position of Director of the Creative Ireland Programme was advertised through the public Appointments Service and the recruitment process is ongoing. Duties relating to the event co-ordinator are currently being managed within existing staff resources.

## Appendix VI Social Media Viewing Figures

EVENT/VIDEO	LIVE STREAMED	VIDEO RELEASED	FACEBOOK VIEWS (000)	YOUTUBE VIEWS (000)	TWITTER VIEWS (000)
Creative Ireland Programme Launch		08/12/2016	51.5	183.5	
New York Launch	13/01/2017	23/01/2017	110	41.2	
London Launch	28/02/2017	03/03/2017	21.1	16.8	
Local Community Workshops		28/02/2017	64.8	32.4	75.8
LA Culture & Creativity Plans		29/05/2017	29	4.9	14.8
St Patrick Day		16/03/2017	107	42.7	233
This is Ireland (English Version)		15/03/2017	750	473.7	316
This is Ireland (French Version)		23/05/2017	40	51.7	
Cruinniu na Casca		20/04/2017	66	41.6	18.8
Social Welfare Support for Artists		12/06/2017	72	15.8	2
Taoiseach endorses Creative Ireland		27/06/2017	45	23.8	27.5
Dalkey Book Festival		29/06/2017	24	24.9	29.2
Galway International Arts Festival		28/07/2017	25	31.2	74.6
Muldoon's Picnic with Poetry Ireland		04/08/2017	5	1.1	1
My Gallery My Art		18/08/2017	37	42.3	33.5
Kilkenny Arts Festival	17/08/2017	23/09/2017	29	510.1	35.1
Mindfield@Electric Picnic		31/08/2017	88	45.9	
Sounds From a Safe Harbour	15/09/2017		8.8		
National Ploughing Championships		27/09/2017	29	18	30.3
Hard Working Class Heroes 2017	29/09/2017	28/09/2017	26.6	284.7	37.1
Oireachtas na Samhna		08/11/2017	44.4	60.3	43.5
Sean Nós na nÓg	01/12/2017		2.6		
Creative Youth Plan		08/12/2017	109	59.1	42.3
Creative Ireland Forum	13/12/2017		12.3		
End of Year Review		19/12/2017	100		87.1
<b>TOTAL VIEWS</b>			<b>1,897,100</b>	<b>2,005,700</b>	<b>1,101,600</b>
<b>Total views across all digital platform</b>					<b>5,004,400</b>