



Clár Éire Ildánach
Creative Ireland
Programme



Rialtas Áitiúil Éireann
Local Government Ireland



Culture & Creativity Strategy

2023–2027



South Dublin

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Johnathan Stokes, Aarif Amod

Foreword

South Dublin County recognises that culture and creativity are an integrative influence in bringing social, economic, housing, and environmental objectives together. The cultural and creative sector was heavily impacted by the COVID-19 restrictions of the pandemic; however, creatives were able to innovate new ways to share their work and bring communities together during this difficult period. The Creative Ireland South Dublin programme, as well as the Local Live Performance Fund and other government initiatives, provided supports for creatives and artists to continue to deliver creative work.

The county is in the process of rolling out ambitious and forward-thinking strategies in the areas of housing, economic development, and environment, looking to create communities where common ground is cultivated and social interaction, community, and individual wellbeing, are fostered in culturally rich environments. It is our ambition that the integration of culture and creativity supports these initiatives to establish sustainable communities and create areas of national significance.

Over the past five years, the Creative Communities initiative has highlighted that South Dublin County is made up of strong local identities where diverse and enterprising communities co-exist. There is a strong ecosystem in place for culture and creativity to thrive. South Dublin County has a population of approximately 300,000 and is one of the most diverse and culturally rich areas in Ireland with over ninety-three nationalities living here and 58 named languages spoken in the area. There is an ongoing commitment to the strategic use of funding and resources to deliver high quality creative engagements across the county. Because South Dublin County is characterised by multifaceted diverse identities rather than by a single identity, sustaining strong networks, partnerships, and collaboration within communities and with their leaders is of the upmost importance.

Placing culture and creativity at the heart of growth and regeneration, strengthens localities and brings new opportunities. Injecting additional energy, resources, activity, or people into a community or the local economy brings heightened awareness and elevates key community assets and issues. Culture and creativity provides a platform or voice for residents, for local history, and for cultural infrastructure.

The overall aim of this new Culture and Creativity Strategy 2023 - 2027 is to strengthen community, economy, space, and place, by placing culture and Creativity at the heart of South Dublin County development and regeneration work. The strategy has been enriched by a consultation process with key stakeholders and the wider public. In developing this ambitious strategy, we have begun to engage with the policy developers, decision makers and key stakeholders while providing a platform for communities to inject culture and creativity into the heart of South Dublin County's development work.

Daniel McLoughlin
Chief Executive



Mother Tongues festival 2022.
Photograph: Aarif Amod

1 Creative Ireland 2023–2027

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

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

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

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

1. Creative Youth
2. Creative Communities
3. Creative Industries
4. Creative Health and Wellbeing
5. Creative Climate Action and Sustainability

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

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

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



Síog, Freshly Ground Theatre, Photograph: Johnathan Stokes

Re-imagine Tallaght. Photograph: Irish Architecture Foundation

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Culture and Creativity in Dublin South County

The local implementation of the Creative Ireland Programme 2018 – 2022 in South Dublin County has succeeded in embedding creativity in public policy. People in the county have had increased opportunities to express their culture, experience creativity, and voice new and existing identities. This partnership between South Dublin County Council and Creative Ireland through Creative Communities, has enabled the people and communities of South Dublin County to explore their own culture and creativity in their surroundings and localities. The new Culture and Creativity Strategy 2023 – 2027 further leverages creativity to strengthen wellbeing, advance social cohesion and support economic development by placing the voice of the community and the culture of place at the heart of growth and regeneration. Our new strategy expands the use of creativity to achieve greater integration across targeted local, regional, and national policy priorities.

The current programme (2018 – 2022) has raised the profile of culture and strengthened the importance of creativity in everyday life. With interesting and innovative programmes being delivered, there has been a wide range of engagement, which has been structured and well-focused, providing opportunity for creatives and the public to work across disciplines. A key highlight has been an increase in public engagement across all creative disciplines encompassing various cohorts of people of all ages, ethnicities, genders, abilities, and backgrounds. This has been demonstrated through initiatives with creativity and wellbeing, climate action, older age groups, and creative entrepreneurs and enterprise. Established and emerging creatives have benefited from South Dublin Creative Communities awards. Participants have learned new forms of self-expression and creative experience.

Creative Ireland South Dublin programming has resulted in multiple tangible successes. Over the past 4 years, 273,000 people have experienced a South Dublin County Creative Ireland programme. This includes both live and online events, both active and passive audience participants.

The essential restrictions implemented throughout the COVID-19 pandemic brought significant changes and challenges to every organisation's programmes. This created new opportunities for digital engagement with audiences and participants. Some examples of this were Cruinniú na nÓg South Dublin 2020, which was shifted from completely live events to completely digital, Covid Care Concerts for older age people, and SoloSIRENS' Cessair, which explored having a performance both indoors and outdoors for a limited audience. There was also an injection of additional funding through the Local Live Performance Scheme and various capacity building schemes. These schemes help cultural and creative organisations and individuals further develop and innovate new ways to bring their practice and work to audiences across South Dublin County. The pandemic highlighted the resilience of culture and creativity in South Dublin County through the continuation of the delivery of services to communities.

The Creative Ireland South Dublin programme has enabled creative programmers to achieve ambitious large scale collaborative initiatives that have had a broader impact on communities and have built confidence to continue further.

Programme highlights from 2018 – 2022 include:

- *Tallaght Community Arts* provides arts services and programmes across South Dublin County. They have been a large benefactor of various funding sources including the Creative Ireland South Dublin programme. When speaking with various groups affected by these resources, the positive impact that the work has had on individual's lives is clearly evident and has been described as 'priceless'.
- *Kingswood Community Choir*, which is made up of adults aged 22 – 79 based in Kingswood, talked about how their performance experiences with Tallaght Community Arts have built their confidence as human beings. The group members said they are "like family watching out and checking in with one another". At the core of their work is personal wellbeing.
- *Doors to Elsewhere* meet weekly in Rua Red. This multi-abled group spoke about how coming together once a week for drama workshops was a highlight of their week. They all have made friends and their participation in additional Tallaght Community Arts programming provides them with this important wellbeing work.
- The *MacUilliam Youth Arts Action Group* who are part of Tallaght Community Arts' Creative Places MacUilliam initiative gives voice and space to young people on what they want to see programmed for the children and young people of their community. This is an important strand for Tallaght Community Arts in creating bespoke arts experiences for the MacUilliam community. Practical arts work and team building facilitation by Tallaght Community Arts have given the young people confidence to voice their opinions on the Cruinniú na nÓg South Dublin programming, thus expanding their networks from their community to county wide. Their arts experiences have supported them to have a creative voice in South Dublin County.
- In *Reimagine Tallaght: Melt The Walls*, Chamber Square was used as a canvas for creative strategies and architectural interventions to better connect people, place, and institutions in Tallaght town. Chamber Square is the apex of a vibrant cultural community in Tallaght, connecting organisations such as the Civic Theatre, Tallaght Library & County Hall and Tallaght Community Arts. The aim of this project was to welcome the community's residents nearby into this public space and these cultural venues. The mission was to 'melt the walls' between the institutions themselves, and between the institutions and their residential neighbours. Reimagine Tallaght increased collaboration and engagement between key cultural organisations through activation of Chamber Square, bringing a dominant outdoor space in the neighbourhood to life.
- The *Incubation Award* is a Creative Ireland South Dublin initiative which aims to support emerging ensembles, collectives, and individual young creatives, in any discipline or working across cultural and creative disciplines to develop their practice and promote their presence as a creative voice. The award is available to young people under 25 years of age who are living in South Dublin County. Over the last few years, more than 10 emerging creatives were honoured with this award, launching, and supporting many in the next stages of their creative journeys.
- The *Film Award* supports both the development of the county's Creative Industries in film, and the proposed Media Park to be run by Lens Media at Grange Castle. This award bolsters the collaboration between the Creative Ireland South Dublin programme and the Local Enterprise Office South Dublin with the aim to develop talent, creativity, and activity in filmmaking within South Dublin County. The inaugural and culminating film showcase provides a platform of celebration for the award recipients' work.

- The *Creative Communities Partnership* has afforded the South Dublin Libraries the opportunity to explore and expand their offerings to the public by capitalising on available space within libraries as venues of access and participation. This has further enhanced the confidence of both the library staff delivering and the public participating in these creative initiatives.
- The *Magdalene Series* at Rua Red explores Mary Magdalene's associations with the incarceration and institutionalisation of women and other themes such as forced labour, morality, shame, reparation, and penitence. The series proposes a new world, uncurbed by religious, political, or societal doctrine, a world led by the experience of the Magdalene and viewed through the lens of contemporary feminism and feminist theology. The Magdalene Series is the culmination of a three-year collaboration between the artists (Amanda Coogan, Alice Maher, Rachel Fallon, Jesse Jones, and Grace Dyas) and curator, Maoliosa Boyle. The process has included input from theologians, academics, and researchers. Writers such as Sinead Gleeson, Silvia Federici, Tara Londi, and Kate Antosik Parsons are working with the artists to create a series of essays and responses to the work. Participation programming with focused cohorts, young people, and the public has been conducted exploring each artists' thoughts and themes.

The success of these initiatives, as multiple projects and programmes, have brought a media spotlight to the cultural institutions and organisations within the county. We look forward to expanding and refining these successes with the new Culture and Creativity Strategy 2023-2027.

The Culture and Creativity Team for South Dublin County has been in existence since 2018. This collaborative team is made up of members from a variety of departments in the Council, (including Architecture, Arts, Enterprise, Environment, Heritage, and Libraries) in collaboration with cultural organisations and venues

(Áras Chrónáin, Rua Red, Tallaght Community Arts, and The Civic). The group is chaired by the Director of Economic, Enterprise, and Tourism Development. This interdisciplinary team provides a distinct space for cross collaboration and interdepartmental partnerships to be established, to share ideas and drive innovation.

A strong and focused programme of initiatives was delivered between 2018 and 2022. Much has been learned by all involved on partnership, collaboration, and communication. Our new strategy draws on that experience to lead the delivery of a comprehensive and coordinated Culture and Creativity Strategy for South Dublin County. Roles have been identified to reflect how the Culture and Creativity Team will deliver this strategy. These roles will be undertaken working in partnership with other departments within South Dublin County Council as well as local, regional, and national stakeholders and include:

- **Advocate:** Consolidating and valuing the role of culture and creativity in South Dublin County in a local, regional, and national context.
- **Collaborate:** Connecting people, organisations and opportunities through culture and creativity.
- **Innovate:** Successfully developing new ways of working, new enterprise opportunities and supporting growth of creatives, cultural organisations, and communities.
- **Support:** Continuing to create sustainable support, resources, and investment in the cultural and creativity sector.
- **Platform:** Finding engaging ways to showcase, host or communicate culture and creativity in South Dublin County, identifying exciting ways for the county's towns and villages to 'be the venue'.
- **Reflect:** Reviewing, monitoring, analysing, and critiquing the Culture and Creativity strategy



She Said – a performance by Katherine Aaliyah Nancy Chinenye for Cruinniu na nÓg in association with the exhibition *They Come Then The Birds*. **Photograph:** Ciara McMullan

The new Culture and Creativity strategy is written from the premise that culture and creativity is for EVERYONE. This position is held at the core of the county's sustainable development goals. With the abundance of existing culture and creativity in South Dublin, we will harness the resources, creatives and organisations living and working within the county whilst supporting our own aims and ambitions. In particular, we will work to build links between creatives of various backgrounds across the geographical region and develop connected programming that is complementary to the individual elements, promoted by a unified communicative voice.

3

The Creative Ireland Vision for South Dublin County

The Creative Ireland vision for South Dublin County is a culturally rich, multi-faceted, and inclusive environment that works to develop an ethos in which key decision makers and citizens value and embrace the importance of culture and creativity as a powerful agent for change, celebration of identity, solidarity, wellbeing, sustainable community, and economic development.

As a relatively young Local Authority, there has been significant development over a short period. South Dublin County has a culturally rich and diverse population rather than one single identity. This provides a significant potential for collaboration and innovation creating spirited cultural hubs. This inherent integration of communication, supports, networks, and collaborations will lead to improved engagement within public places and spaces. Communities throughout the county will become hives of creative and cultural activities.

Our vision includes:

- Multicultural, multilingual, accessible festivals, celebrations, programmes, activities, and experiences providing a sustainable, holistic programme of opportunities to support artists, organisations, enterprises, and communities.
- Vibrant, visible neighbourhoods with engagement and access for ALL to creative and cultural experiences.
- A diverse ecosystem of activity, which nurtures growth leading to culture and creativity being ingrained in the DNA of the county's towns, villages, and places, improving a sense of place and identity for South Dublin. Our uniqueness is a multifaceted, culturally rich, and diverse

identity rather than one single identity that points to a potential for collaboration and innovation creating spirited cultural quarters and hubs.

- A rich network with essential integrated communication tools where communities are fully aware of one another, what is happening and what is being done. This inherent integration of communication, supports, networks, and collaborations sees improved engagement within public places and spaces. Communities throughout the county will become hives of creative and cultural activities.
- Awareness of our planet, environment, and climate change.

To achieve this ambitious vision set out by the Culture and Creative Strategy 2023–2027, we are building on our key strengths, including:

1. Diverse and enterprising local communities
2. A strong sense of local identity
3. A vibrant and energised Culture and Creativity Team
4. Strategic use of funding and resources to deliver high quality arts and creative programming across communities delivered by local and national arts organisations
5. Strong/Sustaining networks, partnerships, and collaborations
6. Utilisation of venues and spaces located across the county, including vacant spaces

Our potential for further growth and development places us on this hinge of opportunity. We are excited about the opportunities for culture and creativity that this strategy presents.



The Map – a collaboration by Alice Maher and Rachel Fallon at Rua Red Gallery. **Photograph:** Ros Kavanagh

4 How The Creative Ireland Programme Works

Principles and Values of Creative Communities

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

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

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

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

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



As if by Chance. **Photograph:** Jonathan Stokes



The Tower by Jesse Jones at Rua Red Gallery. **Photograph:** Ros Kavanagh

5

The Strategic Priorities for South Dublin County

To deliver the vision for Culture and Creativity in South Dublin County over the next five years, four strategic priorities underpin this Strategy. Collectively, these priorities will enable us to use culture as an agent for social transformation and change.

The four priorities seek to:

1. optimise public venues, spaces, and communities for access and participation to cultural and creative initiatives
2. celebrate identities among diverse groups of people
3. cultivate inclusivity and equity, giving a voice to local communities
4. strive for excellence, appreciation and understanding

1. Inspiring Spaces

Our key goal with **Inspiring Spaces** is to use creative and healthy placemaking practices in South Dublin County through accessible participatory programming to advance the liveability, sustainability, and equity within communities. By putting the voice of the local community at the centre of this work, places will be transformed into spaces, which are inspiring to be a part of.

Our objectives include:

- Explore underutilised public and private spaces to activate, repurpose and revitalise existing places through exciting and innovative cultural and creativity programming.
- Enhance the visual appeal of existing structures and streetscapes through collaboration with communities.

- Improve local economies by providing and supporting opportunities for both local creatives and community members to participate through the Local Enterprise Office.
- Bring communities together through experiencing and participating in creative work.

The first priority is to optimise the use of space across South Dublin County for access and participation in culture and creativity. South Dublin County is a diverse geographical area, without a single centre, which has a rich tapestry of venues where people gather such as various libraries, community centres, performance and arts centres, creative hubs, and places of worship.

For South Dublin County, the drive to improve the quality of spaces and places is highly visible in the new 2022 – 2028 County Development Plan. The recognition of the importance of Culture and Creativity as one of the central focuses driving this improvement, places this new five-year Culture and Creativity Strategy for South Dublin in a unique position to develop the infrastructure to deliver successful new creative communities and build upon existing ones. The Culture and Creativity Strategy will provide access and participation within this newly developed and regenerated infrastructure.

Creative Placemaking is an innovative approach to advancing planning objectives of liveability, sustainability, and equity. Specifically, Creative Placemaking is a planning process that places creativity at the centre of shaping the character and vitality of villages, cities, towns, and regions. Artists, creatives, arts organisations, and community development practitioners deliberately integrate arts and culture into community development revitalisation work, placing arts at the table with land use, transportation, economic development, education, housing, infrastructure, and public safety strategies. It requires partnership across sectors, deeply engages the community, involving artists,

creatives, designers, and community workers. It assists in advancing local economic, physical, and/or social change, laying the groundwork for systems change. Creative placemaking draws on all creative disciplines and is deployed as a strategy to address a wide range of community issues and challenges from public health to safety, economic development to housing.

Major advancement of new strategic development zones alongside the significant regeneration of lands within South Dublin County further creates opportunities for the establishment of strong Creative and Healthy Placemaking within the county, delivering attractive, sustainable, and creative environments in which to live, expressing the culture and heart of the communities.

2. Celebrating Diverse Identities

Our key goal with **Celebrating Diverse Identities** is to create a framework to foster interconnected cultures, aiming to build varied but shared identities that are reflective of individual cultures and communities through a robust and creative programme of activities. This will be achieved through:

- Nurturing, fostering and growing networks and partnerships
- Exploring and developing new channels of communication and cross collaborative ways of working
- Supporting growing ventures, creative economies, emerging creatives, innovative ideas and unique community-led projects

South Dublin County was established in 1994 with Tallaght at its centre, spreading out from the foothills of the Dublin Mountains to the edges of the city and nearby administrative areas of Dún Laoghaire-Rathdown, Fingal, Kildare, and Wicklow. The county is a place of complex identity, a place where the urban and rural unexpectedly meet, and where historic villages intersect with new suburbia and urban localities.

The Council of the European Union has recognised the value of an inclusive, diverse identity in promoting sustainable development and balancing conflicts between economic and environmental concerns. Diversity abounds in South Dublin County, which includes over 93 different nationalities as of 2022, but identity transcends origins and nationalities. The rich tapestry of identities in South Dublin County reflects how people have moved, changed, and influenced one another's cultures. Community is vital and manifests locally across the county. Different communities of people and place live together creating diverse social, cultural, age, ability, and ethnic groups. Because of the vast diversity, access, equality, and inclusion are hallmark priorities for South Dublin County Council.

“Understanding others makes possible a better knowledge of oneself: any form of identity is complex, for individuals are defined in relation to other people – both individually and collectively – and the various groups to which they show allegiance, in a constantly shifting pattern.”
(UNESCO (1996) ‘Learning: The Treasure Within’)

3. Equal Voices

The main aim of the third strategic priority, **Equal Voices** is to put the voice of the people at the centre of initiatives and programming so that creative experiences are inclusive, relevant, and accessible to all.

Our objectives include:

- Place people at the heart of Culture and Creativity initiative development
- Strive for Culture and Creativity programming that considers multi-abled people and honest Culture and Creativity for all
- Evaluate Culture and Creativity programming to inform further considered approaches to new or existing initiatives
- Engage with creatives and organisations who put participants' voices at the forefront of their work

South Dublin County has a relatively young population with 35% of the population under the age of 24 and 54% of the population between the ages of 25 – 64. The county has an ethnically diverse population with 19% identifying as 'not White Irish' (Census 2016). Article 27 in the Universal Declaration of Human Rights states that it is a basic human right to take part in cultural life which implies access to the full cultural life of a group or community. For this single reason, it is vitally important to provide experiences that are accessible to all, including embracing and promoting cross cultural awareness aligned with mutual understanding and appreciation for people.

A key tenant of successful participation in cultural and creative programming is ease of access. To ensure success, it is critical to identify, acknowledge and work with underrepresented groups in the development, design and implementation of events. It is important to extend the reach to non-traditional audiences by removing barriers and adopting a collaborative, consultative approach.

The South Dublin County Development Plan recognises the need to establish infrastructure for promoting cross cultural awareness, racial harmony, mutual understanding, and appreciation of all religious and ethnic traditions within the county, including the development of public spaces with cross-cultural appeal and relevance. The Culture and Creativity Strategy for South Dublin delivers on the practical and accessible experiences community members can participate in.

4. Leaving it better

The main aim of the fourth priority, **Leaving It Better**, is to strive to create initiatives and engage with creatives who value and whose work is inherently connected with making the world a better place. Coming from an understanding that culture and creativity have the potential to improve lives and wellbeing and the belief it is the glue that binds communities, this priority endeavours to:

- Create a framework to capture the impact of culture and creativity initiatives on communities
- Enable creatives whose work challenges existing or traditional hierarchies
- Build partnerships and collaborations with creative individuals and organisations who value sustainability, legacy, and the enactment of positive community development in their work
- Engage with creative individuals and organisations who are sensitive to where their materials come from and how it is delivered

Key attributes to all creative forms include communication, shared experiences, and inspiration through new ways of perceiving and thinking. At the core of Creative Communities, is the participation and engagement with the public. Therefore, it is recognised that cultural and creativity practice has a key role in leading participatory experimentation with changes in the way we might live. If properly resourced, creatives and cultural organisations are able to assist with this experimentation leading to the potential of transformation.

“To leave the world a bit better, whether by a healthy child, a garden patch, or a redeemed social condition; to know that even one life has breathed easier because you have lived — that is to have succeeded”, Ralph Waldo Emerson.
Leaving something better than when one finds it is a very powerful and challenging concept in 2022.

Effective, transformative creative initiatives, inspire and form new ways of being and create the conditions for these new ways to emerge. It is a means to ignite multiple different experiments in living, all able to contribute to a bigger story of change and move the world beyond its current state.

A proposed model to achieve this, ensures that people have the elements that together support transformative change:

- **Forum** – a space to contribute and for people to connect to
- **Motivation** – the desire to contribute
- **Articulacy** – the fluency to present one’s ideas in a particular domain
- **Confidence** – the assurance to become involved
- **Knowledge** – enough understanding to have an informed opinion
- **Sense of Agency** – an awareness that change is possible and of oneself as an agent of change
- **Association** – the ability to interpret things together or see links, such as old and new, people and things, etc.

Together, these lead to Transformation – the act of combining to make new ideas, feelings, concepts, associations, and connection.

These four Strategic Priorities of the new Culture and Creativity Strategy set the stage for this transformation to begin.

6

Implementation by the South Dublin County Culture and Creativity Team

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

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

The role of this team is to:

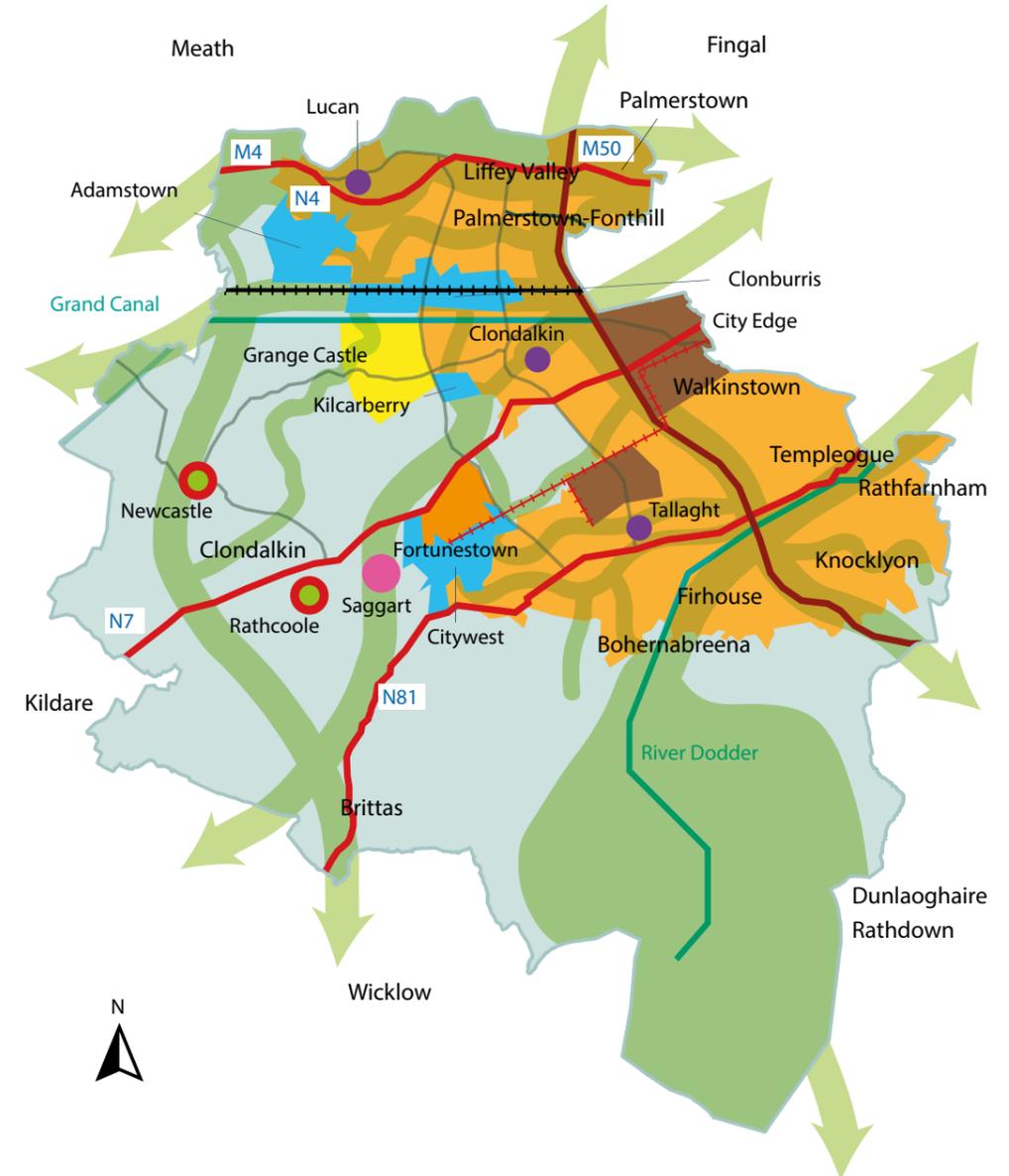
- Provide a collective forum for the ambition of culture and creativity within the local authority;
- Focus on diversity and inclusivity and enable harder to reach communities to participate in cultural and creative activities;
- Build on existing in-house expertise and strategies across areas of wellbeing,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

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

The delivery of the Strategy is led by the Director of Services for Economic, Enterprise and Tourism Development and the members of the Culture and Creativity Team for South Dublin County include Head of Local Enterprise, County Librarian, Arts Officer, Environmental Awareness Officer, Heritage Officer, Architectural Conservation Officer, Executive Director of Rua Red, Directors of Tallaght Community Arts and the Civic theatre. Carla Fazio consulted on this strategy.

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

Map of South Dublin County Council



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