



Clár Éire Ildánach
Creative Ireland
Programme



Rialtas Áitiúil Éireann
Local Government Ireland



Culture & Creativity Strategy

2023–2027



Tipperary

Contents

	Foreword(s) from Cathaoirleach and Chief Executive	02
01	Creative Ireland 2023–2027	04
02	Culture and Creativity in Tipperary	06
03	The Creative Ireland Vision for Tipperary	10
04	How the Creative Ireland Programme Works	
	Principles and Values of Creative Communities	12
05	The Strategic Priorities for Tipperary	14
06	Implementation by the Tipperary Culture and Creativity Team	16
	Map of Tipperary / Municipal Districts	18

Forewords

It is with great pleasure that I welcome the publication of the Tipperary Culture and Creativity Strategy 2023–2027. Over the past five years the Creative Ireland programme has supported groups and organisations right across the county in activating and supporting creativity in our communities. As an elected member of the council I have attended and officiated at a large number of these events and have been delighted to support a programme that contributes to a vibrant cultural life and supports the talent and creativity that we have in our county.

I firmly believe that these initiatives enrich the lives of our communities and engaging in cultural activity brings significant benefits for both individual and societal well-being.

This strategy allows our Tipperary County Council to look broadly at creative endeavour and community and identifies strategic priorities for the coming years. I look forward to the collaborations and initiatives that will evolve throughout this process and to seeing the implementation of the plan over the next five years.

Cllr Roger Kennedy
Cathaoirleach Tipperary County Council



I am pleased to welcome the publication of the Tipperary-Culture and Creativity Strategy 2023–2027, our second Culture and Creativity Strategy for the county, which will build on the work undertaken by our Cultural Services and other Directorates over the last five years.

Tipperary County Council has long placed a strong emphasis on our Cultural Services and believes that our role in promoting creativity provides us with a strategy for wellbeing, social cohesion and economic success. We also appreciate the inclusive nature of cultural activity and its importance in bringing people together and building strong communities.

As we emerge from the many unprecedented challenges faced during the Covid 19 pandemic, we have seen first-hand the value of cultural and creative activity in connecting people during lockdown and isolation. The Covid Care concerts, the variety of workshops, talks and classes that moved to an online platform as well as numerous outdoor events that were held in line with HSE guidance gave people opportunities to engage in a safe environment that was important to so many of our communities and citizens. Many of these initiatives were supported through our Creative Ireland programme.

We have also seen, through the lifetime of the programme, the emergence of Crinniú na nÓg as a key cultural date in the county along with other annual events such as Culture Night and Heritage Week.

Looking to the next five years of the programme, I would hope that the foundations created can be progressed and built on. Collaboration has been one of the key strengths of the Culture and Creativity Team and with many new service areas coming onstream such as Age Friendly Action and Healthy Ireland amongst others, I look forward to the potential of broader collaboration across our local authority. Some of the challenges facing us at the moment also present us with opportunity such as living sustainably, waste, climate change and mitigation, housing, vacant properties and town centres. Creative thinking will be required from all of us to address these issues and the Creative Ireland Programme, through the framework of this strategy, has the potential to be part of these conversations.

Joe McGrath
Chief Executive

Clonmel Applefest 2022
— Harvest Procession.
Mick Bolger photographer

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



Fairy walks Crinniu na
Casca Templemore image
— Debbie Hickey photographer

2 Culture and Creativity in Tipperary

Tipperary, situated in the heart of Ireland is a vibrant county with a rich and diverse heritage and a long tradition of cultural and creative activity. It is the sixth largest county in Ireland with a land mass of 4,303 km squared and is bordered by eight counties. It has a population of 167,661 and is one of the most populated rural counties nationally with a settlement pattern based on a strong network of vibrant and robust towns and villages.

It has an active cultural scene, home to many artists and creatives, its iconic landscape and rich heritage has served as an inspiration to many over the centuries. There is a strong network of facilities across the county, Arts Centres, Theatres, Galleries and Heritage Centres that facilitate performances, exhibitions and workshops on an annual basis in some of our larger towns, with community centres and shared use spaces often being the venue in the more rural setting. It has been encouraging to have seen over the last 5 years, creative activity 'popping up' around the county, with mobile projects that went into the community and creative projects moving outdoors and in some cases into unlikely spaces such as wetlands, car parks and on buses. At all times the emphasis was on reaching out and having opportunities for people to engage creatively. Our own Cultural Institutions of course the Library, Museum and Archives which also host a broad range of cultural activity on an annual basis and again are strongly identified as spaces for creative and cultural engagement. Communities and people play a huge part in this and since the inception of the Creative Ireland Programme in 2017 a large number of groups have been working to activate creativity in their own localities.

A Culture and Creativity team was established in Tipperary following the merger of North and South Tipperary County Councils when the cultural services of Libraries, Museum, Arts and Heritage were brought together under one Directorate

for the first time. This was an ideal basis for a cohesive Culture and Creativity team under the Creative Ireland programme, which could operate effectively as a unit but also had a cross sectoral reach within the council which could also be channelled to deliver on the programme. We are strongly committed to the core purposes of the *Creative Communities* which includes:

- Enabling a shift in how the creative and cultural sector is valued within and across local authorities by using innovative approaches to project development
- Driving cross collaborative actions to support change and positive outcomes locally
- Be innovative and take risks-try new projects and new ways of working
- Build on existing in-house expertise and strategies to offer real strategic support for culture and creativity to thrive through the Creative Ireland programme
- Focus on diversity and inclusivity and enable hard to reach communities to participate
- Provide a unified voice within the local authority structure for the creativity and cultural sector

The Creative Ireland Programme has in the last 5 years been used as an activation tool for creativity across the county but also a great facilitator. Due to its broad and multifaceted remit it gave great scope for cross sectoral collaborations and partnerships the freedom to and exist outside the possibly more traditional rigid boundaries. By focusing on culture and creativity it has opened up opportunities for a broad range of cultural practitioners across, arts, heritage and other disciplines and a large number of projects have been experienced by young and old in urban and rural settings right across the county. The programme has brought people together, and during the unprecedented disruption

of the Covid 19 pandemic, when all of our worlds were turned on their heads, it was supported some of the little rays of light that kept people together (albeit mostly in a virtual space). What we learned from the pandemic years was that culture connects. When the calls were going out around the Local Authorities for community supports the Culture and Creativity Team through its services and networks provided activity, engagement, opportunity and most importantly a connection that was so vital at the time.

Looking back on our last *Culture and Creativity Strategy 2018–2022* our strategic priorities reflected our aspirations at the start of our Creative Ireland journey.

1. Nurturing creativity across the county by fostering relationships and encouraging collaboration between our artists and other creative practitioners
2. Fostering cultural innovation while nurturing and supporting artists and all cultural creators within the county
3. Audit of creative resources leading to enhancement of local cultural and creative infrastructure
4. Promoting inclusivity in participation | cultural activity through intergenerational programming as well as working with minority and excluded groups
5. Focus on the many diverse elements of culture from traditional to arts with a focus on community participation and access to cultural activity
6. Knowing our place — culture ecology and environment

A review of the projects that have taken place since 2018 shows strong collaboration and innovation in the delivery of projects in a variety of media including installations, poetry, film, dance, pottery, sound, music, performance and public art. It also explored a wide range of topics including inclusivity, belonging, ageing, history, heritage, biodiversity and many more. Following a review of the actions undertaken in September 2022 we are satisfied that all of our strategic priorities have been met. We do feel that Priority number 4 was impacted by the pandemic and lockdown. We had a number of strong initiatives in the early years of the programme looking at intergenerational programming as well as a hugely successful dance project with older participants which linked into a Spanish dance project. We had a series of programmes looking at relaxed performances to facilitate families that had members with additional needs and a very successful residency in one of our Special Needs schools. The restrictions brought about by lockdown made these projects where person to person engagement was critical impossible to continue so there has been a break in delivery. The return to in person events and projects in 2022 has restarted this process and we are happy to be back in this space again. We feel that there is huge potential with the Creative Ireland Programme to facilitate and empower inclusivity in our communities and we intend to enhance this over the next 5 years of the programme. What we learned through the last 5 years is that culture and creativity is a very resilient medium. Despite the challenges thrown up by the years 2019–2021 and the difficulties for professional and creative industries, time and time again creative expression found a way. Community projects that we thought could not happen, reimagined and went digital, underpinning it all was this basic human need to engage and stay in touch during those dark times and creativity did in essence find a way. It has

been difficult but certainly in the last year there is a sense that we have come through it and there is a renewed sense of vigour and an optimism shining through. The feedback from organisers and even what we have seen ourselves through Bealtaine, Biodiversity Week, Crinniú na nÓg, Culture Night and Heritage Week is that people are delighted to be back out meeting each other and attending cultural events.

Since the Creative Ireland Programme was introduced in 2017, with the *Creative Communities* pillar) seeking to harness the potential to deploy creativity as a strategy for wellbeing, social cohesion and economic success much has changed within the Local Authorities. A broad range of programmes have come on stream such as Healthy Ireland, Age Friendly, Keep Well Campaign among others as well as a number of roles such as Migrant Liaison that also focus on social cohesion and wellbeing. A number of strategies have been developed to deliver on those mentioned above. We also of course have a number of core strategic documents within the Local Authority including our Arts Plan, Biodiversity Plan, Climate Adaptation Plan, Corporate Plan, County Development Plan, Heritage Plan, Library Strategy, Local Economic and Community Plan, Museum Development Plan. The strength of the Creative Ireland Culture and Creativity Strategy is that it can be used cross sectoral to deliver actions that support the strategic priorities across these plans and support the work of the council as a whole.

Collectively we face a number of key issues like the climate and biodiversity crisis, sustainability, waste production and energy. Creativity has been proven a very useful tool in the process of engaging with people to address such challenges. Bringing people together with a creative process, even on the tough issues has the capacity to challenge and change hearts and minds. We also have people that are coming into the county to make Tipperary their home, some have chosen to do this and for others such as the refugee community that choice was not theirs alone. We have mentioned already culture is a great connector within our communities. As we move in to another 5 year cycle we aim to

facilitate connections, we want to build on what we have done but also push ourselves once more to reach out that bit further, engage that bit more and ensure that opportunity is something that is available to all of our communities and citizens.

We have had a series of discussions in the development of this strategy with our colleagues right across the Local Authority to pin point the areas that the Creative Ireland Programme could support and enhance the work that is planned. Our objectives for the next five year cycle is to be proactive, creative and flexible. The lesson of the last 5 years is that the unexpected can happen and flexibility is key to being able to adapt to circumstances as they arise. That being said, we feel that the programme offers so much potential and it is our role to ensure that we fulfil that. Resources over the years have been a challenge, across the board in the local authority sector there has been a sharp increase in programmes being delivered which has put pressure on existing structures. We very much welcome the news of a dedicated engagement officer for the programme and feel that this will help bed in the Creative Ireland Programme in the local authority sector. We look forward to the next 5 years and hope that the experience of the last programme will help us deliver an ambitious and creative programme until 2027.



Clough Jordan Circus Club 2021
— Summer workshops

3 The Creative Ireland Vision for Tipperary

The Tipperary Culture and Creativity Strategy 2023–2027 is uniquely placed to support and enhance the objectives of the existing suite of cultural strategies within Tipperary County Council. The priorities as outlined in this new strategy align closely with other key local cultural policies

such as The Heritage, Arts, Library and Museum development strategies. Our priority with this new strategy is to build on the strong partnerships and relationships that have developed over the last 5 years and to collectively champion the cultural development of our county as we continue

to enable creativity across all communities in Tipperary. We aim to promote collaboration between practitioners and people and create a space for creativity and innovation. Participation and access are central to this vision. We strive to ensure that we foster an inclusive experience,

available and accessible to all of our communities. We have a solid foundation on which to build and we look forward ambitiously to implementation of a new Creative Ireland Tipperary Programme in the next 5 years.



Horse Head workshop

Daughters of Dun Iascaigh,
Hats, Bonnets and Ribbon event
March in Cahir, 2022 — Caroline
Lafford Photography

4

How The Creative Ireland Programme works The 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 [Local Authority] and our local culture and creative sectors.

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

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

- 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.



Láidir — Borrath Nua project, 2021 credit Laoise Carey Studio

5 The Strategic Priorities for Tipperary

In developing the new creative strategy for the county, a review of the Strategy 2018-2022 was carried out to assess our initial strategic priorities and the delivery of same. We also asked the question as to whether these priorities are still relevant or has the focus of the council shifted.

We engaged with people who had participated in or organised activity with support from Creative Ireland over the last 5 years to get their feedback. We spoke to colleagues across the council, as in developing these priorities, cognisance was given to alignment with existing cultural and other relevant strategies within the council to enable us through Creative Ireland to support the delivery of a broad range of the council's strategic priorities. Finally, consideration was given to the high-level priorities for local authorities again to assess the potential impact of our priorities to deliver in the most effective and holistic manner. These priorities which will frame the work of local authorities over the coming years include:

1. Making cities/counties places great places to live, work, visit and invest in.
2. Housing
3. Climate Action (including sustainable / active travel)
4. Local economic development
5. Attracting inward investment
6. Town Centre First (Challenges to retail economy) and/or Rural economy
7. Changing population / demographics
8. Post-COVID renewal and resilient communities
9. Digitalisation and ongoing transformation

In developing our strategic priorities for 2023–2027, consideration was given to all of the above and a set of priorities have been developed that aims to be true to the core vision of Creative Ireland by targeting the individual collective and national wellbeing of citizens and communities and to enhance access, participation and engagement with/enjoyment of culture and creativity in our council. In tandem with this however we also seek to embed culture and creativity within public policy and across wider local authority priorities, policies and plans.

1. Our Peoples Creativity
2. Our Creative Economy
3. Our Creative Place
4. Creative Climate Action

Our Peoples Creativity

Our people are at the heart of what we do. When we first embarked on the Creative Ireland Programme a key priority was to nurture creativity across the county, foster relationships between creative practitioners and communities and provide opportunity for creative engagement to all of our citizens. This went hand in hand with a priority to promote inclusivity in access to participation in cultural activity. For our new strategy we are building on these priorities to focus on our people's creativity.

We are now in the aftermath of a global pandemic the impact of which could not have been foreseen 5 years ago. More than ever we need culture and creativity to connect people and bring them together and to help build strong resilient communities. A broad range of wellbeing and social cohesion programmes now exist within the Local Authority and Creative Ireland has the power to support delivery of measures under these programmes. The key priorities of our cultural strategies are about engagement and Creative

Ireland can play an instrumental role in the delivery of these core priorities. It also has a role to play in creating that sense of community in response to the change in population/demographics over the last number of years.

A core objective of the local authority work is to make our county a great place to live, work visit and invest in. There is opportunity here for creative Ireland to have a positive impact in this area. People make the place and a dynamic and vibrant cultural life with an active and engaged community is what makes these places attractive. Access could be seen as a challenge in this area but it is one that we have considered. We have a considerable amount of facilities already referenced in the strategy which can provide engagement points right across the county. We have seen from the work of the last 5 years that we can provide engagement in communities as well, we don't necessarily expect them to come to us there are ways that we can 'go out' to them. We also have built a strong basis for pushing our engagement out to a broader demographic and coupled with new opportunities and networks we are confident of a broader reach in this new 5 year cycle.

Our Creative Economy

The key goal of this priority is to demonstrate the value of culture to our communities and to have people see it as more than just a pastime or leisure activity. Looking back to our experience of the last 2 years, the value of culture and creativity and the economic impact of it became very apparent during the periods of lockdown when we had to do without it. Not only did it have an impact on wellbeing and social cohesion but the temporary suspension of the cultural activity had a significant economic impact on the areas in which this took place. It also more significantly of course had a far-reaching impact on the creative sector itself as well as its ancillary and supporting sectors. The creative sector showed resilience in terms of the way it responded to circumstances but it is still in a period of recovery, what this has shown us is that our creative economies must be respected and nurtured and in so far as possible protected.

Our Creative Place

All of our actions under this programme are grounded in Tipperary so sense of place is very central to the outputs of the programme. Building on our last strategy in terms of knowing our culture, landscape and environment, we know that creativity connects spaces, places and people. Our rich landscape and cultural heritage has long been the inspiration for the cultural and creative sectors in the county. With the challenges that we now face as a society we may also have an opportunity to look for creative solutions to some of these issues and challenges. Heritage led regeneration for example and creative uses of our architectural heritage have a role to play in terms of Housing for All. Creative thinking is also needed in terms of the challenges faced and being addressed by the Towns Centre First strategy and for communities in our urban and rural environment. There are opportunities to be explored in terms of creative placemaking and using cultural heritage as inspiration for space. Through all of our programmes Tipperary County Council is looking at these challenges in a cross sectoral way to embrace opportunities for Creative Ireland in the next 5 years to support these initiatives.

Creative Climate Action

Since our last strategy Climate Change and Climate Action is an issue which we are now faced with not only in our working lives but also in a personal capacity. All of our programmes now have a climate action element whether it is in heritage or culture and as a society we need to act and to move forward collectively to address these issues. The Creative Climate Action scheme piloted by the national Creative Ireland Programme has shown that there is space for creativity in these conversations and also in changing the hearts and minds. The response to these challenges need to be at national level but also collectively and individually so we look forward to working with our colleagues in the CARO and our own Climate Action Officers to prompt those creative conversations and actions in response to a challenge that faces us all.

6 Implementation by the Tipperary Culture and Creativity Team

Tipperary 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 Libraries Cultural Services & Biodiversity and the members of the Culture and Creativity Team for Tipperary include County Librarian, Heritage Officer, Arts Officer, Museum Curator.

The Culture and Creativity team also engages with the Tourism Office, L.E.O, Environment Section, Climate Action Officer, Age Friendly Coordinator, Healthy Ireland Coordinator and IT in relation to creative projects on an informal basis and any section of the Council can attend meetings to discuss same.

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



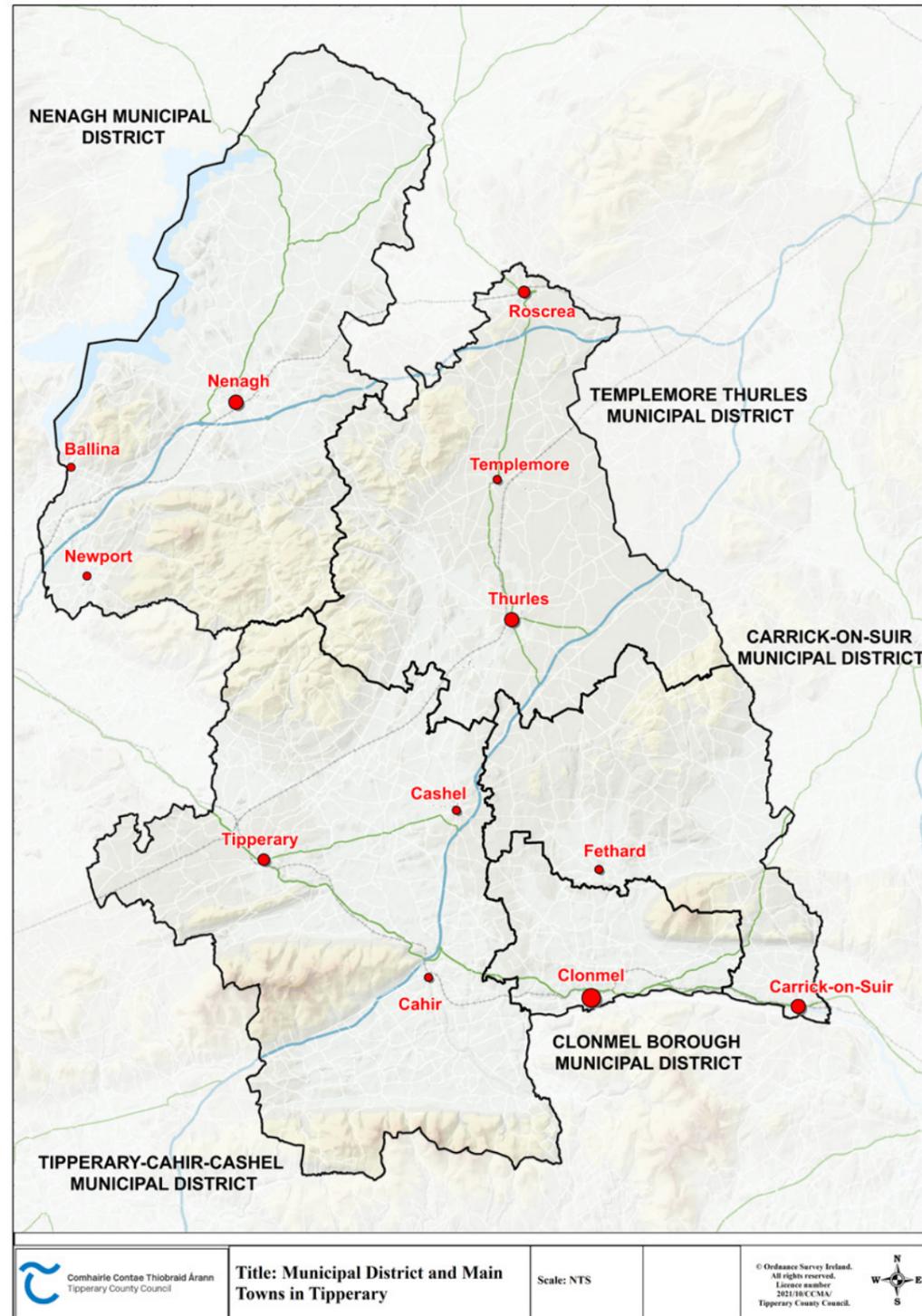
Sensory Tent at Roscrea Autism Awareness event, Summer 2022

Creativity as we Age event, Damer House Gallery, Roscrea Summer 2022.

7

Map of Tipperary

Note A – for [Local Authority] Culture and Creativity Strategy drafting purposes only.



A Government of Ireland Initiative.
Tionscnamh de chuid Rialtas na hÉireann.

—
 CreativeIrl

 creativeirl

 creativeireland

—
creativeireland.gov.ie

CREATIVE IRELAND

*Inspiring and transforming people,
places and communities through creativity.*