



Young at Art
2018/19 Report
including
2019 Belfast Children's Festival
BCF19

"We go every year to the festival. We see it as a highlight in the arts calendar (not just as a kids event) locally. We really trust its standards."

BCF19 audience feedback comment

www.youngatart.co.uk #BCF19

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Introductions

Introduction from Director, Eibhlín de Barra

Young at Art is 21 years old and has truly 'come of age'. From our humble start at the dawn of NI's Good Friday Agreement we have grown to become one of the UK and Ireland's largest dedicated children's festivals, with a year round programme of activity that stretches throughout the year and across NI. We believe every child has the right to access high-quality arts and creative experiences, regardless of who they are or where they came from. We look forward to a shared future for our youngest citizens, one in which we challenge and change perceptions and ambitions from early childhood on.

This year we worked with over 45,000 children and adults right across NI. Our key event of the year is our annual international Belfast Children's Festival (BCF) and, under the theme OUR PLACE IN THE WORLD, we stimulated, inspired and excited over 15,000 children, young people and their families over 6 days.

Our education and engagement programmes continue to grow and engage with children and families where it is needed most, ensuring that the impact of our work is felt in some of Belfast's most deprived areas - this festival saw 43% of total attendance coming from areas of high deprivation in NI, a remarkable increase from just 16% in 2013.

2018/19 was a resounding success, despite the challenges and adverse affects of public sector funding cuts on the organisation, and the Board and Staff at Young at Art are proud to share its outcomes with you in this report.

Introduction from Chair, Maria Lee

Young at Art, as Northern Ireland's leading children's arts provider, enriches the lives of children and young people through the arts, delivering high-quality programmes and events that inspire joy, creativity, imagination and curiosity.

The Belfast Children's Festival remains at the heart of everything we do and is firmly established as the highlight of the family cultural calendar. This was an important year for Young at Art as we celebrated our 21st Belfast Children's Festival. Internationally renowned artists rubbed shoulders with new and emerging local practitioners, and international delegates from across the world came to Belfast to experience some of the finest performance work for young audiences.

Our talented staff harness their creativity and imagination daily to present better and more innovative year-round programmes and activities in the face of on-going budgetary constraints and rising costs. Young at Art is indebted to their dedication and resourcefulness, and the Board of Directors would like to thank Eibhlín and her team for their tireless hard work.

Looking forward, next year will see the launch of our new strategic framework that will steer the company forward to 2023. We intend to continue to wow, to inspire, to excite, to provoke, to enable, and to do so for many years to come!

About Young at Art

Young at Art is Northern Ireland's leading children's arts provider. Established in 1998 as the creator of the region's first international arts festival for children and young people, it has grown both the **Belfast Children's Festival (BCF)** and its year-round programme to significant levels of both access and quality. In 2018/19 the organisation and its wholly-owned subsidiaries (Young at Art Events, and Fighting Words Belfast) reached **45,972 children and adults**, delivering performances, workshops, exhibitions and special projects, all tailored to their needs.

The Belfast Children's Festival, which celebrated its 21st edition this year, is recognised as ambitious, sensitive and closely connected to both artists and the society in which it works. It is internationally focused and multi-artform with a long history of positive collaborations with other sectors and organisations. Its work ranges from high quality international contemporary performances to specialist long-term projects, such as engaging with early years groups in a range of art-forms in areas of high deprivation and supporting emerging individual artists to develop their own work.

Young at Art is core funded by Arts Council of Northern Ireland (Principal Funder), Belfast City Council and Education Authority.

Summary of Activity

2018/19 was an important year for Young at Art as we celebrated our 'coming of age' with our 21st Belfast Children's Festival (BCF19).

Despite on-going economic and political upheaval and significant cuts to public sector arts funding, we successfully delivered a significant year-round programme of activity. Across the year Young at Art, our agency Young at Art Events, and our creative writing centre Fighting Words Belfast, delivered, **709 events** attended by **45,972 children and adults** from all **11 local authority areas**. We also provided employment for a permanent staff team of 13 (3 full-time, 6 part-time). We also engaged 55 casual/seasonal employees and 477 artists, and professionally developed 3 interns and 7 placement students and 98 volunteers also received valuable mentoring and experience.

Demand was high as most events were at full capacity throughout the year, and the festival events selling well. A full programme was offered in dance, theatre, visual arts, literature, music, comedy and a range of cross art form events.

Key impacts in the year:

- BCF19: over 6 days from 8-13 March 2019, the festival:
 - Presented 105 events, including the TYANI Showcase of indigenous performance work for young audiences
 - Was attended by 15,325 children and adults
 - Was attended by 33 international delegates (producers, programmers)
 - Presented in 18 performance venues across the city
 - Programmed 4 international and 8 local productions/performance
 - Included Access & Engagement Programmes with Community Transport support.
 - In addition to 5 YAA staff members supported a 6-month marketing assistant, 4 university interns, 192 artists (local and international), 55 professional event managers and 32 volunteers
 - Included participation by 57 schools with subsidised tickets and classroom resources.
 - 43% of audiences came from outside Belfast, including 8% from outside NI
 - 33% of audiences came from the top 100 most deprived super output areas
- Our agency and trading arm, Young at Art Events, engaged with a further **24,988 adults and children** throughout NI.
- Our creative writing centre, Fighting Words Belfast engaged with a further **2,364 children and young people**

YAA's Vision, Mission & Aims

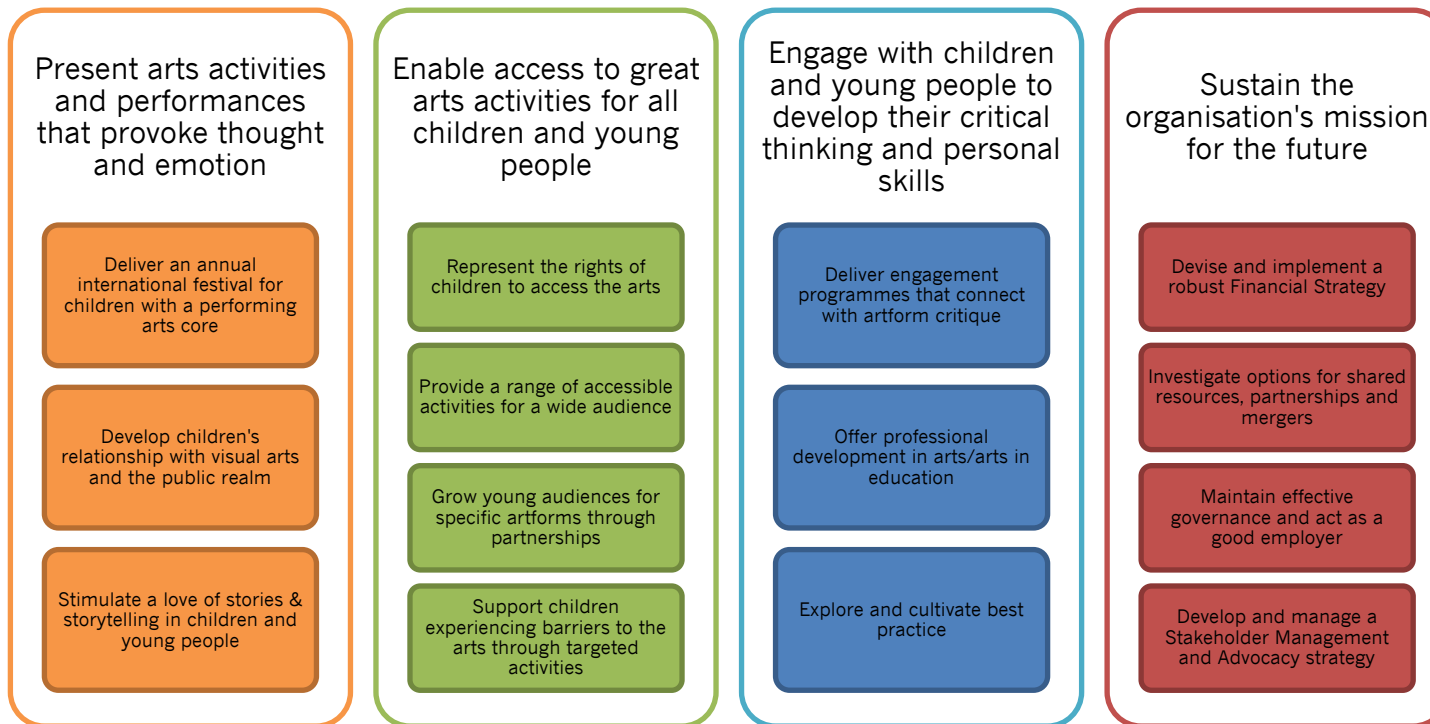
Strategic Objectives

Vision

Young at Art's vision is that all children's lives are enriched through the arts

Mission

We deliver great arts projects and events for children and young people because we believe that the arts inspire joy, creativity and curiosity



Strategic Aim 1: Present arts activities and performances that provoke thought and emotion

1.1 Deliver an Annual International Festival for children with a performing arts core

Belfast Children's Festival 2019 (BCF19)

"We attend every year as I think it is a wonderful festival and I love that my kids get a chance to see amazing theatre from around the world!"

BCF19 Audience Feedback comment

With BCF19 we celebrated our 21st annual Belfast Children's Festival (BCF19). For 6 days, from 8-13 March, 15,325 children and adults attended 105 events delivered by 192 artists and performers in 18 performances spaces across the city of Belfast, and experienced one of the largest programmes of arts and creativity for children in the UK and Ireland.

The festival builds on Young at Art's year-round dedicated engagement and education programmes, engaging with schools and groups from areas of high deprivation.

Strategic partnerships with festival sponsors Destination CQ BID and Translink plus media partnerships with Ni4kids and Q Radio greatly improved the reach across NI.

In terms of demographic and socio-economic data:

- 92% of festival bookers came from Northern Ireland, 57% of that audience coming from the Belfast and Greater Belfast area, 35% from rest of NI, which is similar to BCF18. The remaining 8% Out-of-State comprised 3.5% from ROI, 3.5% from GB, and 1% International Visitors. This represented a growth of 2% in out-of-state visitors.
- 44% of survey respondents were in the 35-44 age group, followed by a quarter (25%) in the 26 -34 age group, 17% were 45-54 age group and 10% were in the 55-64 age group.
- For those who attended with children, the breakdown of age-groups was as follows: 47% were aged 0-4 yrs old, 23% were aged 5-7, 17% were 8-10, 10% were aged 11-14 and 3% were aged 15-18.
- 33% of Belfast audience came from the top 100 most deprived super output areas (NI Multiple Deprivation Measure 2017). This represents a growth of 4% from BCF18.
- Our audience spread across Belfast was 30% from North, 16% from West, 23% from East, 23% from South and 8% from City Centre (See Appendix 6 Audience and Survey Analysis p57)

Post-event evaluation was extremely positive:

- 95% of survey respondents rated their experience as Excellent (66%) or Good (29%);

- 100% of teachers surveyed stated that they would attend Belfast Children's Festival again; and
- 87% of TYANI (Theatre for Young Audiences NI) showcase delegates said they would attend the showcase again and recommend it to others.

"I would have no hesitation in recommending to others to attend any events in this festival."

BCF19 Audience Feedback comment

For many children and their families, Belfast Children's Festival is their first real experience of live professional arts. 62% of festival visitors attended or participated free of charge.

In terms of first-time visitors to BCF19, 49% were new and 51% had been before. This shows that the festival is reaching new audiences every year. When asked if attending BCF had changed perceptions or encouraged more interest and interaction, 43% were keen to attend more arts and cultural events, 30% replied that it had led to discussion of themes raised in the show/event attended, and 22% replied to say that their child is more excited about the arts.

"A wonderful experience for my child. She had so many questions and philosophical thoughts. Just brilliant for expanding creativity."

BCF19 Audience Feedback comment

When asked what they would be doing if not at BCF, 47% stated they would be at home, 39% other leisure activity (e.g. park, day-out, cinema), 3% would be at work and 5% would be shopping. This shows the power of the festival in getting people out of their homes, engaging them with top quality arts & culture, and bringing them into venues and public spaces across Belfast, not to mention the additional spend that accompanies a day out.

In terms of marketing and communications, digital was important with 24% stating that they found out about BCF19 on social media, 23% stating YAA website and YAA e-news. This was followed by 18% Word of Mouth, 17% brochure and 6% Outdoor Advertising.

The satisfaction ratings were extremely positive:

- Quality of events: 95% rated as Excellent or Good;
- Information about events: 91% rated as Excellent or Good;
- Value for money: 86% rated as Excellent or Good; and
- Venue: 95% rated as Excellent or Good.

The festival is multi-art form and had a number of distinct elements, all delivered to a internationally recognised high standard:

The Schools Programme was successful, despite the current financial constraints that schools face. We welcomed 65 individual classes to the schools programme (15 x Children's Access to the Arts, 5 x Disability Special Access, 8 x HOME, 12 x We Come From Far Far Away Engagement Programme (12 classes from 4 schools), 5 x Irish Language Authors Programme and 19 other schools.

The schools attending the theatre shows were provided educational resource packs (pre- and post-show) to support their attendance. Only 29% of respondents made use of the resources in preparation for the show, the majority citing lack of time. 87% stated that they will generate additional activities/discussions in the classroom linked to the performance/event they attended. 100% of respondents would attend Belfast Children's Festival again.

The Theatre for Young Audiences NI (TYANI) Showcase Delegate programme was very popular this year, welcoming 33 delegates, of whom 27 were Out-of-State visitors. These producers and programmers work in USA, Canada, China, Turkey, Chile, ROI, Scotland, England and NI. This demonstrates BCF's growing reputation for top quality programming and a 'go to' destination for international programmers buying performance work. It also profiles Belfast as a key cultural destination. We can build on this and drive more overseas visitors to the festival. 87% said they would attend the showcase again and recommend it to others.

The top reasons for delegates choosing to attend were networking opportunities, the quality of the festival's international programme, the desire to see work from Northern Ireland and a desire to learn more about or build relationships with the NI arts sector. This demonstrates Belfast Children's Festival's growing reputation for top quality programming and as a 'go to' destination for international programmers buying performance work. It also profiles Belfast as a key cultural destination.

87% would attend TYANI Showcase again, and 87% would recommend the TYANI Showcase and BCF to others.

For further information see:

Appendix 3: Event by Event Breakdown on page 51

and Appendix 6: Audience and Survey Analysis on page 57

International Programme

BCF18 welcomed artists from the Netherlands, Spain and Norway/UK/Czech Republic.

BCF19 was proud to open the festival with the UK and Irish Premiere of **Oorlog (War)** (ages 7+), by award-winning Theater Artemis (The Netherlands), in the festival hub, The MAC (8 – 10 March).



Oorlog (Theater Artemis)

This highly imaginative and creative production explored the challenging subject of the effects of conflict and the chaos that this has on people and their surroundings, and ultimately, how the human spirit endures.

"Oorlog, the play about war was fantastic, funny but allowed further discussion of the topic of war"

"inventive attitude to staging a serious theme"

"Your organisation took a gamble on booking the war play and it paid off"

BCF19 audience feedback comments

"We discussed how well Oorlog depicted so many aspects of war in engaging and innovating multi-media ways."

BCF19 Teacher feedback comment

The strong Dutch offering continued as closing the festival was the high energy and playful **Expedition Peter Pan** (ages 7+) by Het Laagland (The Netherlands).

This production, again in Downstairs at the MAC, (12-13 March) proved a fitting finale and took audiences on a wild adventure of imagination, hilarious surprises, and rediscovery of the child in all of us.



Expedition Peter Pan (Het Laagland)

"watching my daughter laugh at Expedition Peter Pan. Also listening to my daughter discuss what Expedition Peter Pan was all about and that adults should play more."

BCF audience feedback comment to question 'What was your highlight?'

Both Dutch productions received supported from Embassy of the Kingdom of the Netherlands and Performing Arts NL.

The festival's closing reception was hosted by the London Embassy of the Kingdom of the Netherlands, during which Head of Culture, Education and Communication Roel van de Ven addressed guests.

Ponten Pie and El Mes Petit de Tots (Spain) made their Irish premiere with the visually stunning **Loo** (ages 2-5) in Upstairs at the MAC (11-12 March). The Loo is a hot, dry wind from Asia.



Loo (Ponten Pie & El Mes Petits De Tots)

Set around the bow of a sunken boat, in a sea of sand, this production used evocative music and stunning visual effects, inviting young audiences to explore how this wind can change its surroundings.

The performances were supported by Acción Cultural Española (AC/E) through the Programme for the Internationalisation of Spanish Culture (PICE).

"Previous excellent experience. We love theatre and want to give children the experience of quality drama that isn't Disney-orientated or pantomime!"

BCF19 audience member

We Come From Far, Far Away (ages 10+), presented by New International Encounter (Norway/UK/Czech Republic), told the powerful story of 2 boys who travelled alone from Syria to Norway and was based on true stories.

The performances were set in a bespoke yurt in the MAC's Factory venue (11-13 March).



We Come From Far, Far Away (NIE)

Thanks to support from Belfast City Council's Good Relations Unit and the Community Relations Council, Young at Art designed an accompanying education and engagement programme working with 315 schoolchildren in areas where Syrian families are settling.

"Helped the class understand the journey that some of their newcomer classmates have gone through and empathize with them"

"Got them asking a lot of questions and thinking about new concepts and new ideas"

Teacher feedback comments

(For full details on our We Come From Far, Far Away Engagement Programme see Section 3.1, page 32)

TYANI SHOWCASE

Thanks to generous support from the National Lottery through the Arts Council of Northern Ireland, British Council and Culture Ireland Young at Art were delighted to host the **TYANI (Theatre for Young Audiences NI) Showcase**.

The 4-day showcase (9 –11 March) profiled some of the finest performance work for young audiences being created here in Northern Ireland. It featured fully-staged performances, a unique work-in-progress from the Belfast Ensemble, a 'scratch' performance platform featuring four emerging individual artists, discussions and networking events.

Cahoots NI presented **Milo's Hat Trick** (ages 3+) in the Naughton Studio at the Lyric Theatre (8-13 March), which was based on the book by Jon Agee.



Milos Hat Trick (Cahoots NI)

Audiences were enthralled by Cahoots NI's trademark blend of magic, music and mischief. The charming production followed a struggling magician on the search for a sensational new trick.

"My highlight was Milo's Hat Trick. The magic involved - I couldn't believe the tricks- it really stumped me on how they were done so WELL DONE on a truly magical experience for young and older!!"

"As a result of attending Milos Hat Trick (as a 24 year old!) I must say I am definitely more eager now to attend children's shows and learn more about them to help broaden my knowledge of different genres of theatre and theatre audiences."

BCF19 Audience Feedback comments

Maiden Voyage Dance made a welcome return with a new show having enthralled previous BCF audiences with Quartet for 15 Chairs and Pause & Effect.

The Alien's Guide to Dance Gone Wrong (ages 4+), was a new contemporary dance commission created by world-renowned choreographer Lea Anderson, followed three alien beings attempting to understand a thing that humans used to do called dancing. Cue big arm movements, fancy footwork, tiny movements of the head and eyes, and unusual props. All performances were audio-described for visually impaired audience members.



The Alien's Guide to Dance Gone Wrong (Maiden Voyage Dance)

"We really enjoyed the Maiden Voyage piece. I especially liked the way it did not spoon feed the information to the audience, but left interpretation up to the children."

BCF19 audience Feedback comment

Removed (ages 11+) was a world premiere and Prime Cut Production's first piece especially commissioned for a young audience, and was developed in partnership with Young art Art. This funny, moving and shocking insight into the experiences of a young man sharing his story of life in the care of the state premiered in the Brian Theater Theatre at Queens University Belfast (8-13 March).

Developed through Prime Cut's Participate and Innovate Programmes and is supported by Creative Europe as part of the EU Collective Plays Project, Prime Cut Productions and writer Fionnuala Kennedy collaborated with VOYPIC (Voice Of Young People In Care), working with looked after young people across Northern Ireland to explore their experiences and learn from them.

The production has since been invited to perform at the Dublin Theatre Festival (Oct 2019), the Baboró International Arts Festival for Children (Oct 2019) and selected for the prestigious IPAY (International Performing Arts for Youth) Showcase in Philadelphia in Jan 2020.

"Removed prompted interest & discussion in my 10&12 year olds around issues of care in a very sensitive & age appropriate way"

"I loved that there was a play for 12+ . I took my teen to see 'Removed' and he loved going to the theatre with me and could identify with the character. He's at an age where some of the other shows are too young for him."

"Fantastic. Such a realistic portrayal of life in care, including the sometimes humorous but often sobering facts. Thank you for helping me analyse my own attitudes, reasons and assumptions about looked after children."

"It felt nice to know that your story is being heard and is being shown through performance and it was touching and powerful".

BCF19 audience feedback comments

Baby Daddy, by Replay Theatre Company, was specifically designed for babies aged 6-18 months, combined sensory theatre, live music and play. Three male performers, each playing a live instrument, interacted with babies and their parents in 8 sold out sessions in The MAC's Lab (9-10 March).

"Really enjoyed it, calm, rhythm (five stars)"

BCF19 audience feedback comment

A new **Family Comedy Club** with the self-professed king of surreal comedy, Paul Currie, took place in the Black Box (11 March) and sold out well in advance. Paul unleashed his unique style which fuses traditional stand-up with puppetry, clowning and sheer exuberance, in a especially created performance for ages 6+

"Amazing. So funny. My sides hurt from laughing."

"Funny, silly, excellent. My favourite was the flying man playing music and when he threw milk all over my Dad!"

BCF19 audience Feedback comments

The TYANI showcase also hosted a works-in-progress sharing of the Belfast Ensemble's **The Musician – a Horror Opera for Children** (ages 6+), a darkly comic work based on The Pied Piper from composer Conor Mitchell.

In a relaxed concert version performed in the Harty Room at Queens University Belfast (10 March), this cautionary tale explored themes of nature, nurture and just desserts.

"Conor Mitchell is one of the most talented artists/composers to come out of NI. Brilliant work everyone involved."

"My 4 year old loved the show (despite being a little scared at the start). Excellently narrated & music was great."

BCF19 audience feedback comments

Scratchworks offered audiences and international delegates a chance to see new and innovative performance works at the very first stages of development. This year the artists, selected by open call, included Gary Crossan, Sarah Lyle, Amanda Doherty and Phillip Sacramento. The programme was curated by Richard Croxford and performed in The MAC's Lab (9 March)

The showcase programme was supplemented by work from other local companies, including:

- **Volume Control** (ages 13+), a music gig organised by young people for young people, took place in the Oh Yeah Music Centre (8 March). In celebration of International Women's Day the line-up reflected the diverse and powerful females lighting up the NI live music scene with performances from Gemma Bradley, Sister Ghost and Girls Rock School NI graduates.

"The Volume Control concert was inspiring for my niece to see women musicians on stage."

BCF19 audience feedback comment



Acoustic Picnic (Oh Yeah Music Centre)

- Also in the Oh Yeah Music Centre, **Acoustic Picnic** (10 March) threw open the centre's doors to families offering an afternoon of live music, crafts, games and activities. The popular event attracted the largest audience so far in its history.
- The Black Box hosted their **Mini Moon Disco** (10 March). The event is specially created for children aged 0-7 with any kind of disability and their families.
- **The Right Twig Showcase** (ages 14+) was the first outing of new plays created through an exciting new young playwrights' programme (14-16 years old) with Fighting Words Belfast and the Lyric Theatre. The six rehearsed readings played to a packed audience in the Lyric's Naughton Studio (10 March).

The TYANI Showcase was attended by 33 delegates, international and national programmers and producers, attended the showcase, including delegates

programming in UK, ROI, USA, Canada, Chile, and Turkey. The showcase itinerary also offered delegates the opportunity to see a selection of the festival's international programme.



TYANI International Delegates (L-R)
Bebê de Soares (Chile), Spring Karlo (USA), Pablo Felices-Luna (Canada), Joanne Beirne (ROI) & Katharine Carol (Canada)

40% of whom had never been to Northern Ireland before.. 87% of TYANI (Theatre for Young Audiences NI) showcase delegates said they would attend the showcase again and recommend it to others. Following the success in 2019 and 2018, future festivals will build our delegate programme and drive more overseas visitors to the festival.

Delegates surveyed rated the following at BCF19 as Excellent or Good:

- Quality of programme – 81%;
- Networking – 81%;
- Welcome – 100%;
- Ease of booking – 93%;
- Accommodation – 80%;
- Value for money – 100%

"I was very grateful to attend. I enjoyed the relaxed atmosphere, the high quality of the programming and the impromptu opportunities to network over drinks or dinner. I made new connections with presenters from all over the world, and deepened some existing ones."

"TYA showcase always a wonderful opportunity to have work seen by international community of programmers. Well done to YAA for the sustained efforts and focus in delivering the showcase and providing an essential gateway linking N.I. companies and the international presenter community."

"Congratulations, it was a wonderful festival filled with great shows and great conversations. Thanks again and can't wait until next year."

TYANI International Delegate feedback comments

inSPIREd Family Fun Day

The flagship event of the 2019 Belfast Children's Festival was a day-long Family Fun Day (9 March), bursting with exciting activities across the Cathedral Quarter.

The day kicked off with a special edition **Baby Rave 'Rave in the Nave'** (0-4 years) which took over the impressive surroundings of Belfast Cathedral. Young at Art Event's team of energetic dance leaders encouraged parents and babies to dance and explore rhythm and music, to the sounds of our resident DJ, Kwame Daniels of Bounce Culture.



Baby Rave: Rave in the Nave (Young at Art Events)

"The event was brilliant. Both my daughter and I had a terrific time. She loved dancing at St Anne's and I was delighted she had great fun in new surroundings. I am keen to broaden her experiences and this was perfect. It was really well organised and we couldn't have had a better time."

"Seeing how excited my daughter was at the sights and sounds at Baby Rave!"

"The Rave in the Nave is a unique event for Belfast and my baby daughter loves dancing. It stood out as great day for kids for something different."

"The Baby Rave inside the main nave of St Anne's cathedral was actually unreal and a special experience altogether"

BCF19 audience feedback comments

This was followed by an afternoon of free activities for all the family across the Cathedral Quarter. A wide range of events included children's art workshops exploring home and the urban landscape around us; DJ workshops with Bounce Culture; digital animation with Can Do Academy; augmented reality workshops with Art Cart; theatre workshops with Northern Ireland Opera; *The Longest Story Ever Told*

creative writing by Fighting Words Belfast; Flower Power craft workshop at Ulster University's 'Unique' shop; and a host of magicians, facepainters and walkabout characters.

"I loved the day at the Cathedral, there was a brilliant atmosphere."

"Organisers communication was excellent and they made every effort to make my child feel welcome and comfortable while still encouraging them to step out. V impressed with their professionalism."

BCF19 audience feedback comments



inSPIREd at Belfast Cathedral

"We like to give our grandchild a variety of places to visit to broaden her mind and social skills and this was another alternative day out and great opportunity to do so."

"Absolutely beautiful day - great use of the space and very welcoming to all."

"Wonderful day for the kids most enjoyable and free. Will definitely be back next year."

BCF19 audience feedback comments

Families were also invited to discover a wide range of theatre, dance, music, comedy and interactive events in venues across Cathedral Quarter including The MAC, Oh Yeah Music Centre, Black Box, and Ulster University, all supported by new sponsor Destination CQ BID and enhanced through the Arts & Business NI Invest Programme.

1.2 Develop Children's Relationship with Visual Arts and the Public Realm

Visual Arts Programme

This year's visual arts programme two unique visual art engagement initiatives

HOME/Baile

As part of Belfast City Council's '(Y)Our Home' programme. **HOME/Baile** was a unique visual arts engagement project.

Working with 214 pupils from eight primary schools in West, East and North Belfast (Ballysillan Primary, Bunscoil Bheann Mhadagain, Bunscoil Mhic Reachtain, Cliftonville Integrated Primary, Gaelscoil na bhFál, Our Lady's Girls Primary, Nettlefield Primary and Seaview Primary) project artists Jane Butler and Duncan Ross facilitated the children to reflect on 'HOME' and what it meant to each child and to also think about what home means to others.

The children visited the MAC International exhibition and explored how the selected artists also responded to the theme, and following their visit the children each created a work in response which was exhibition in the MAC Common Room Gallery (8-13 March), adjacent to the exhibition that inspired them. In thinking about how to present the art in an exhibition setting, the artists' considered how to keep the vibrancy of the children's work while also adding some changes to surprise and encourage the children to view their works in a new light, and to highlight the links with artworks in the other galleries. Alongside a video projection of scanned canvases, the room contained over two hundred unique sculptures made by the children. Together with the projection, the installation hinted at an imagined futuristic landscape while also showcasing the diversity and energy of the children's work. Over the six days of BCF19, the exhibition was attended by 1,369 visitors.



HOME/Baile (Young at Art)

Our budding young artists then invited the MAC to see their own exhibition alongside the MAC International exhibition.

An eye-catching 'exhibition toolkit' was developed to help visiting children, young people and their families engage with both exhibitions during BCF19, and over the festival weekend the project artists, Jane and Duncan, were on hand to chat to visitors about the project and the artwork.

"All the art made me feel like home"

"I think the MAC is brilliant this is where my birthday is going to be."

"I think the MAC is so fun and I liked seeing my canvas."

"I loved it, it was the best day ever, so good"

Participant feedback comments

"We thoroughly enjoyed the HOME exhibition. The artists gave so much attention to my class and all the children felt that their ideas were so important we would love to take part in something like this again."

"the exhibition presented on a level with the MAC International and with sensitivity to their own work – it was paralleled with the professional work and really respected their artwork"

Teacher feedback comments

"A unique and insightful expression of what home can mean to each one of us. The use of the floor as the main focus point encourages us to enter a child-like state often getting on your hands and knees reminding me of what it is like to be a child again."

Exhibition Visitor feedback comment

Da Vinci Day

Visual art was also at the heart of **Da Vinci Day**, a day of interactive activities at the Ulster Museum (10 March) connecting families to the museum's much-awaited *Leonardo da Vinci: A Life in Drawing*, an exhibition of the great master's works from the Royal Collection Trust.

Visitors to the Ulster Museum could partake in a range of activities and make items themed around the drawings on display – dragon masks, flying machines, anatomy – and were then encouraged to take their own masterpieces upstairs to the gallery to meet their inspirations face-to-face.

1.3 Stimulate a Love of Stories & Storytelling in children and young people

Literature Programme

Our year-round literature programme included a range of workshops, after-schools sessions, interactive sessions and talks, and author events.

UK Laureate Event

Young at Art partnered with BookTrust and Queen's University Belfast to deliver an event with UK Children's Laureate, Lauren Child. *A Panel on Creativity* was an 'in conversation' event with Lauren Child, Glenn Patterson and Máire Zepf, hosted by Marie-Louise Muir and took place in the Harty Room at Queen's University Belfast (21 September).

Irish Language Author Programme

Our Irish Language Author Programme was delivered in partnership with Cultúrlann McAdam Ó'Fiaich and generously supported by Foras na Gaeilge. The programme consisted of six sold out events with three authors writing for children in the Irish language, and each event was delivered in Irish in An Cultúrlann.

Through storytelling, dressing up and games, **Máire Zepf** introduced Rita's latest adventure in *Rita agus an Dragún* (8 March). Using music and storytelling **Tadhg Mac Dhonnagáin** explored his book *Uinseann Donn* and his translation of Julia Donaldson/Axel Scheffler hit picture books *A Squash and a Squeeze* (*Mo Theachín gan Chuma gan Chaoi*) and *The Smartest Giant in Town* (*An Fathach is Breátha sa Tír*) (11-12 March). Author **Sadhbh Devlin** introduced her new book *Beag Bídeach* (13 March). The events were attended by 308 schoolchildren from local Irish medium schools.

Children's Books Ireland's Book of the Year

For the fourth consecutive year, the festival hosted the **Shortlist Announcement of Children's Books Ireland's Book of the Year** (11 March). Held at the Strand Arts Centre, the event was attended by 156 local schoolchildren. Hosted by Rick O'Shea, a selection of the shortlisted authors and illustrators were on hand to tell the children about their books and answer their questions.

BCF19 Author Events

With fun visuals, creative games and lots of audience participation, Shane Hegarty, author of the *Darkmouth* series of fantasy adventure books, shared his inspiration and approach to writing in a highly entertaining and engaging morning, **Monsters and Heroes**, at The Black Box (12 March).

Also providing lots of fun at the inspired Family Fun Day (9 March), Fighting Words Belfast encouraged everyone to contribute to **The Longest Story Ever Told** in Belfast Cathedral, adding their own piece to the story in 60 seconds.

Fighting Words Belfast

Our wholly-owned subsidiary and creative writing centre, Fighting Words Belfast, delivered creative writing workshops and activities to 2,364 children and young people aged 6-18, and provided over 350 volunteering opportunities to members of the public they recruited and trained. School groups travelled to their creative writing centre at Skainos in East Belfast to take part in regular Fighting Words Belfast

schools workshop sessions, and the Write Club after-schools sessions ran year-round at the Duncairn Centre for Culture and Arts in North Belfast.

The annual **Crosswords** project, an inter-school and cross-border project, this year celebrated the 200th anniversary of Mary Shelly's *Frankenstein*. Entitled **Friends & Monsters**, it included 8 Fighting Words Belfast creative writing workshops and finished with a Monster Slam event in October. Monster Slam was led by QUB Children's Writing Fellow, Máire Zepf, and involved 4 NI schools and 3 ROI Write Clubs. More than 60 pieces of new writing by the young adults were uploaded to a new digital sharing platform and some included in the project anthology published in early 2019.

In partnership with the Lyric Theatre, Fighting Words Belfast launched a new playwriting project in late 2018. **The Right Twig** involved a number of taster sessions, the chance to attend a play at the Lyric, a theatre-devising workshop with Accidental Theatre and a number of facilitated workshops with Jo Egan (writer and dramaturg) for 6 new young playwrights aged 14 to 16 years. A showcase featuring rehearsed readings of the short plays produced by the project was held during the Children's Festival to enthusiastic audience response.

"Such amazing pieces - the talent of the young writers is so impressive. What an inspirational evening."

"Terrific night, Blown away by the standard of the performance and writing. An outstanding nights entertainment."

Audience Feedback for The Right Twig Showcase

Home is Where the Heart is, one of Belfast City Council's (Y)our Home projects, saw P6 students in the city work with FWB volunteer illustrator and conceptual artist, Attila Szabo, to write, draw, read and talk about what 'home' means to them. The series of workshops were centred around and inspired by Szabo's sculpture, *Heart to Heart*. The project evaluation by Maureen Mackin will provide meaningful feedback that can go into the future development of projects.

In March 2019, the **Riverside Theatre** in Coleraine celebrated their 50th birthday. FWB were engaged to run a pop-up pilot project of their Belfast work as part of the celebrations. The project was designed to recruit and train local volunteers to support the running of workshops with 180 local students. An exhibition of the stories and illustrations is planned for the coming year.



*Longest Story Ever Told
(Fighting Words Belfast)*

Strategic Aim 2: Enable access to great arts activities for all children and young people

2.1 Represent the Rights of Children to Access the Arts

At Young at Art we believe that every child should have the right to access exciting and original creative experiences, regardless of who they are or where they come from. Our programme is almost wholly universally accessible and we offer a range of access provisions to ensure accessibility for all. We promote child-inspired work by professional artists with an emphasis on performance and exhibition content over participatory activities.

Disability & Special Access Programmes

This includes ensuring all venues for our activities, including BCF19, were suitable for those with physical disabilities, and the provision of a Special Schools Access Programme for children experiencing greater barriers to attendance and engagement, including special relaxed performances (*Aliens Guide to Dance Gone Wrong*, *Milo's Hat Trick*), and wholly subsidised tickets and special transport for special schools.

(For full details on our Disability & Special Access Programme see Section 2.4, page 28)

Children's Access to the Arts

Children's Access to the Arts was an engagement programme that aims to overcome the barriers to access – economic, educational, social and physical - with direct contact creative experiences using arts-based engagement explores communication, opinion, literacy and creativity with children aged in some of Belfast most deprived areas.

(For full details on our Children's Access to the Arts see Section 3.1, page 30)

HOME/Baile

HOME/Baile was a visual arts engagement programme that aimed to remove barriers to children engaging with the visual arts. 8 primary schools as part of Belfast City Council (Y)Our Home programme, in partnership with The MAC, children visited the MAC International exhibition at the MAC and were facilitated to respond to it by reflecting on the theme 'HOME' and create their own body of work, exhibited alongside the exhibition that inspired them in the MAC during BCF19.

In addition, a 'exhibition toolkit' was developed to aid young visitors to the MAC during BCF19 and their families connect with and engage with both exhibitions.

(For full details on our Visual Arts Programmes see Section 1.2, page 20)

2.2 Provide a Range of Accessible Activities for a Wide Audience

The Agency: Young at Art Events

In 2018/19, Young at Art Events, our social enterprise agency, produced and provided a variety of arts and creative activity for a range of clients including local government, business development groups, retail and private clients. Through this activity, we reached nearly 25,000 (24,988) children and adults. Due to demand for

our work, we were able to expand our staffing capacity and testament to the quality of our team, our Administration & Operations Officer, Belinda Cree, was shortlisted for Creative & Cultural Skills UK Intern of the Year in April.

Activity highlights of the year included:

Two sold-out performances of a special **Baby Rave: Rave in the Nave at BCF19's** inSPIREd family day in Belfast Cathedral (9 March). The day also featured a variety of arts and creative workshops on the festival's theme, Our Place in the World.

Both Antrim & Newtownabbey Borough Council and Belfast City Council also hosted Baby Rave during the year with Young at Art Events running an Autumn Rave in the MAC.

ISLAND Arts Centre's Children's Arts Festival was once again delivered in the summer to Lisburn and Castlereagh City Council. This large project ran from 21 July – 25 August and included 2 week-long art summer camps, a week-long performing arts summer camp including a special finale performance, and 3 community workshops. The children's work was exhibited throughout the arts centre galleries.

"The artists and facilitators appointed by Young at Art Events were all excellent and clearly committed to making the experience a very positive one for all children. Every child went home with a smile on their face at the end of day. The exhibitions and the finale performance really showcased all the hard work and creative energy generated at the Camps and were of a very high calibre."

Client Testimonial, Lisburn & Castlereagh City Council

To encourage people to return to Belfast City Centre following the fire to the Primark building, Young at Art Events were invited to take part in a wide-ranging programme of animation activity. With the Cathedral Quarter Trust, we delivered popular **Halloween and Victorian Christmas Walking tours** and collaborated with the Belfast One BID on a unique Christmas project, **Santa's Post Office**. This project saw Events and the BID take over an empty retail space at the north end of Royal Avenue to provide a fun and creative outlet for children to write a letter to Santa and 'post' it in time for Christmas. The success of this project was testament to Young at Art's ability to draw people to a place with over 3,300 visitors.

Adding to Young at Art's reputation as the 'go to' organisation for the provision of high quality, fun and imaginative arts activity for children, Young at Art Events were engaged to provide workshops and a walking trail to celebrate the opening of the **Tropical Ravine** in Belfast's Botanic Gardens, workshops and animation activity for the **St Patrick's Day Parades in Newry and Downpatrick** and in collaboration with Ulster University and Belfast City Council, a new busking competition project for young children and young adults entitled **Beyond Busk**.

Fighting Words Belfast

Fighting Words Belfast has delivered creative writing workshops and after schools activity to 2,364 children and young people aged 6-18 at Skainos, and at the Duncairn Centre for Culture and Arts, including a range of one-off programmes, inspiring local children and young people to get involved in creative writing.

(For full details on Fighting Words Belfast see Section 1.3, page 22)

2.3 Grow Young Audiences for Artforms Through Partnerships

Visual Arts Programmes

Young at Art developed and delivered a range of visual arts programmes in 2018/19, aimed at encouraging children, young people and family attendance to, and engagement with, the visual arts.

A particular highlight included the engagement programme and exhibition **HOME/Baile** with 8 primary schools as part of Belfast City Council (Y)Our Home programme, in partnership with The MAC.

(For full details on our Visual Arts Programmes see Section 1.2, page 20)

Literature Programmes

Young at Art developed and delivered a range of literature programmes and events in 2018/19, aimed at encouraging children, young people love of stories and storytelling.

Highlights included a range of literary and author events including a special author event with UK Children's Laureate Lauren Child, in partnership with BookTrust; and in BCF19 a schools author event with Darkmouth author Shane Hegarty **Monsters and Heroes**. We gain hosted the **Shortlist Announcement of Children's Books Ireland's Book of the Year** in partnership with Children's books Ireland at the Strand Arts Centre.

Young at Art On partnered with Cultúrlann McAdam Ó'Fiaich on our **Irish Language Programme**, a range of events in the Irish Language including 16 **Babaithe Cultúir** (Culture Babies) interactive creative sessions for little ones aged 0-4 year olds and their adults, delivered in Irish at An Cultúrlann. And an **Irish Language Author Programme** in partnership with Cultúrlann McAdam Ó Fiaich with six sold author events conducted through Irish curated by Máire Zepf

For full details on our Literature Programmes see Section 1.3, page 22)

Fighting Words Belfast has delivered creative writing workshops and after schools activity to 2,364 children and young people aged 6-18 at Skainos, and at the Duncairn Centre for Culture and Arts, including a range of one-off programmes, inspiring local children and young people to get involved in creative writing.

(For full details on Fighting Words Belfast see Section 1.3, page 22)

#Smartmovers Dance Project

As part of our partnership with Translink the #Smartmovers dance project worked in two primary schools along the new Glider route, one from the East of the city and one from the West, supported by Arts & Business NI Investment Programme.

Linking with Translink's desire to promote the benefits of an active lifestyle and encourage good physical and mental wellbeing among young people we delivered a 6-week dance project with Strandtown Primary School and St Mary's Primary School Divis Street.



YAA's dance facilitators interpreted a busy fast-paced Belfast city scene incorporating a 'Tap & Glide' action to reflect how people pay for tickets before entering Glider, resulting in a high-energy and fun group routine with the 60 P6 schoolchildren. The piece was then performed in a 'flash mob' style in the atrium of the newly renovated and named Lanyon Place train station on 21 November 2018.

2.4 Support Children Experiencing Barriers to the Arts Through Targeted Activities

Engagement Programmes

Young at Art delivers a range of arts engagement initiatives and programmes, supported by our dedicated Education and Engagement Officer.

Children's Access to the Arts

Children's Access to the Arts aims to overcome the barriers to access – economic, educational, social and physical - with direct contact creative experiences using arts-based engagement explores communication, opinion, literacy and creativity with children aged 3-11 years in some of Belfast most deprived areas.

(For full details on our Children's Access to the Arts Programme see Section 3.1, page 26)

Home/Baile

As part of Belfast City Council's '(Y)Our Home' programme. **HOME/Baile** was a unique visual arts engagement project, delivered in partnership with The MAC,

working with 214 pupils from eight primary schools during which the children reflected on the theme 'HOME' and what it meant to each child and to also think about what home means to others. The project culminated in an exhibition of the children's work in the MAC during BCF19

(For full details on HOME/Baile see Section 1.2, page 20)

Disability & Special Access Programme

YAA provides special access provisions for children and young people with differing needs. Central to this provision is a commitment to ensuring that as many events as possible across the programme are welcoming, supportive and accessible to a broad a range of needs.

As part of our Access Programme included a range of public Relaxed Performances in BCF19 (***Milo's Hat Trick*** and ***Aliens Guide to Dance Gone Wrong***) for children on the autistic spectrum or who may be living with additional sensory and communication needs including learning difficulties and their families. To respond to the need for a high level of preparation prior to a visit to the theatre for these children and their families, we developed a resource pack that included a printed visual story of the journey to the venue and the performance. The aim of the pack was to make the experience feel more familiar to the children, as some do experience extreme anxiety when trying new activities.

The Programme also included specialist training for our event managers and venue staff to greet the children and their families or schools on arrival, appropriate lighting and sound levels, and the provision of anxiety aids if required to relieve the children's stress levels. These included stress balls and earplugs. Young at Art also created a special 'chill-out zone' beside the venue auditorium so children experiencing anxiety could leave and re-enter the performance as they wished.

"Loved the chill out room available but didn't need it as children so engaged."

BCF19 Audience Feedback Comment

The programme also included four Audio Described performances for those with sight loss for ***The Alien's Guide to Dance Gone Wrong***.

The BCF18 brochure and website listings also included accessibility icons (wheelchair accessible, guide dog friendly, induction loop, relaxed performances) for parents and families to better inform their choices and support their needs.

In addition, we ran a programme for Special Schools so pupils from 5 Special Schools enjoyed a wholly subsidised visit to BCF19 including specialised transport. Each child also received a resource pack specially developed for the show they came to see, access to the 'chill out area' and the provision of anxiety aids

"Brilliant experience for all pupils!"

"Highly attentive to needs of SEN and wheelchair users"

Special School Teacher Feedback Quotes

CPD Programme for Teachers

Our CPD Programme for Teachers, Educational Professionals and Trainee Teachers is tailored to support schools and to develop teacher skills in critical appraisal of performance and engaging with children through drama techniques in the classroom.

“Brilliant course”

“A for the facilitator”*

CPD participant feedback comments

(For full details on our CPD Programme see Section 3.2, page 34)

Strategic Aim 3: Engage with children and young people to develop their critical thinking and personal skills

3.1 Deliver Engagement Programmes that Connect with Artform Critique

Throughout the year Young at Art delivers a range of engagement initiatives, supported by our dedicated Education Officer, to connect children and young people to the creative arts.

In addition to the 24 schools that booked to come to BCF19, we engaged with an a further 1,260 children and young people from 35 schools. Engagement programmes included:

Children's Access to the Arts

Children's Access to the Arts aims to overcome the barriers to access – economic, educational, social and physical - with direct contact creative experiences using arts-based engagement explores communication, opinion, literacy and creativity with children aged 3-11 years in some of Belfast most deprived areas. The programme is a child-led, process based direct contact programme of creative experiences for nursery school children in some of Belfast's areas of highest social deprivation, supporting key development skills in confidence, imagination and critical thinking.



Children's Access to the Arts programme at Naíscóil Mhic Reachtain

Building on the success of our previous Creative Child programme, Children's Access to the Arts grows children's skills in opinion-forming, critical appraisal, imagination and articulation. The programme works with children within their nursery schools. Working with 15 nursery schools in the North, West and East of Belfast, including 2 Irish medium schools, each child in the project received 5 creative experiences, including pre- and post-performance workshops in two mediums (drama or dance and visual art) delivered by specially-trained professional artist facilitators and support workers, and a visit to a BCF19 performance.

Each class also received a 'prop box' related to their chosen performance, and each teacher received an educational resource pack with ideas of how to continue utilising creative play in the classroom.

"We loved that the children were on the same level as the performance. Being seated in the boat felt like we were actually in the boat for real"

"I love it every year! It's very accessible to both my pupils with complex needs and more able children."

Teacher feedback comments

In total in Children's Access to the Arts engaged with **575 children** in 22 classes

Project evaluation has evidenced:

- increased creativity and imagination in children
- increased ability to think individually, to articulate ideas and to critically evaluate
- increased confidence and willingness to try new things
- increased confidence in teachers to try creative techniques in the classroom practices
- increasing awareness of the value of imagination, creativity and the arts among children, parents and teachers.

"Children got to experience a 'live' show and visit a theatre to watch a show they would probably never have seen or been taken to"

"Loved the show. Brought us all into another fabulous world. Great movement, great composition, great lighting and great to see the brilliant reactions of the little people in the audience."

Teacher feedback comments

"The work was great and the conversations, questioning and responses extremely positive. Their sense of fun and their ability to be adaptable and inclusive was reassuring and gave a great tone to the whole work. Great organisation and the children were totally engaged and amazingly remembered the play from 4 weeks ago"

Marie O'Donoghue, Education Authority

Disability & Special Access Programme

YAA provides special access provisions for children and young people with differing needs. Central to this provision is a commitment to ensuring that as many events as possible across the programme are welcoming, supportive and accessible to a broad a range of needs. In 2018/19 this included ensuring all venues are accessible to those with disabilities, the provision of relaxed performances and visual performance guides for children on the autistic spectrum or with specific learning needs, audio described performances for children with sight loss, and a programme specifically for Special Schools that included dedicated relaxed performances and fully subsidised tickets and transport.

(For full details on our Disability & Special Access Programme see Section 2.4, page 28)

“We Come From Far, Far Away” Engagement Programme

We Come From Far, Far Away was a BCF19 international show about the journey of two young boys from Aleppo to Norway, developed by theatre company New International Encounter and working with boys (refugees and asylum seekers) aged 13-18yrs in Oslo. To accompany the production we designed and delivered an education and engagement programme to raise awareness of the challenges faced by refugees and newcomers both prior to and on arrival in Belfast, generously supported by Belfast City Council's Good Relations Unit and the Community Relations Council.

Working with 315 schoolchildren in 8 primary schools in areas where Syrian families are settling (Our Lady's Girls School, Seaview Primary School, Gaelscoil na bhFal, Fane Street Primary School) each class (P6 & P7) received travel-themed creative sessions, including a visit to the MAC to see the performance, to explore the reasons people become displaced, the journeys they may have travelled, the challenges they have/are facing, and ways in which newcomers can be supported to feel part of our communities.

The sessions, developed by playwright and drama facilitator Alice Malseed who was also the lead facilitator of the session, were delivered using open-questioning techniques, allowing space for the children to challenge their own and their peer's attitudes. Conall McCorry, a community youth worker and drama facilitator, worked as a support facilitator on the project. Drawing from techniques used within the performance itself, the children explored the themes raised through drama using role-play and puppetry. The sessions, built around live performance, created a respectful, creative and safe atmosphere allowing for the exploration of challenging subjects, stereotypes and preconceptions that were raised by the performance.

An educational resource pack was developed for teachers, in consultation with project partner, Extern, themed specifically around the project so the discussion could continue after the project was completed.

Project evaluation has evidenced:

- increased understanding of the experience of refugees/asylum seekers
- improved attitudes towards newcomers to Belfast
- building of positive relationships with communities where newcomers are settling

“Very worthwhile for any school, regardless of the amount of newcomers in the school – it built resilience in our children”

“Can be daunting to know how to best deal with all the newcomer children, and make sure they feel safe – this was very empowering”

Teacher Feedback Comments

The project attracted the attention of VPRS (Vulnerable Person's Relocation Scheme) Officer in Education Authority, who is keen to work with us and support us develop the project into a year-round resources for schools.

HOME/Baile

HOME/Baile was a visual arts engagement programme that aimed to remove barriers to children engaging with the visual arts. 8 primary schools as part of Belfast City Council (Y)Our Home programme, in partnership with The MAC, children visited the MAC International exhibition at the MAC and were facilitated to respond to it by reflecting on the theme 'HOME' and create their own body of work, exhibited alongside the exhibition that inspired them in the MAC during BCF19.

In addition, a 'exhibition toolkit' was developed to aid young visitors to the MAC during BCF19 and their families connect with and engage with both exhibitions.

(For full details on our Visual Arts Programmes see Section 1.2, page 20)

#Smartmovers Dance Project

As part of our partnership with Translink we delivered the #Smartmovers dance project working with 60 schoolchildren in two primary schools along the new Glider route, one from the East of the city (Strandtown Primary School) and one from the West (St Mary's Primary School Divis Street). The project culminated in a 'flash mob' style dance performance in the newly renovated and named Lanyon Place train station.

(For full details on our #Smartmovers Dance Project see Section 2.3, page 26)

Fighting Words Belfast

Fighting Words Belfast has delivered creative writing workshops and after schools activity to 2,191 children and young people aged 6-18 at Skainos, and at the Duncairn Centre for Culture and Arts, including a range of one-off programmes, inspiring local children and young people to get involved in creative writing.

(For full details on Fighting Words Belfast see Section 1.3, page 22)

3.2 Offer Professional Development in Arts/Arts in Education

TYANI SHOWCASE

The TYANI (Theatre for Young Audiences NI) Showcase profiled some of the finest performance work for young audiences being created here in Northern Ireland, generously supported by the National Lottery through Arts Council Northern Ireland, British Council and Culture Ireland. The showcase included performances, discussions and networking events which took place over four days. A key element of the showcase is its support for artist development, particularly the work-in-progress and the 'ScratchWorks' platform. Belfast City Council also generously hosted a delegate lunch in the beautiful surroundings of QUB's Senate House.

(For full details on our TYANI Showcase see Section 1.1, page 13)

Industry Events Programme

Interrogating topics in the field, exploring key trends and sharing best and emerging practice across a range of artforms is key to ensuring that we, and the sector as a whole (artists, practitioners, educationalists and researchers) remain at the leading edge of youth arts practice. Our industry programme hosted 4 talks/discussion/symposium events for industry professionals and educationalists working in related fields of youth, education and research.

(For full details on our Industry Events Programme see Section 3.3, page 35)

CPD and DEP Programmes

We offer a range of education support schemes tailored to support schools and to develop teacher's skills in the critical appraisal of performance and engaging with children through the creative arts including:

- CPD Training for teachers in Drama;
- Degree Enhancement Training for student teachers;
- CPD training for artist facilitators in child-led practice;
- Dedicated schools and community groups pre-booking service for festival events;
- Significant ticket subsidies for schools and community groups;
- Special festival events tailored specifically for school groups; and
- Free Teacher Resource Packs for all schools attending festival performances.

Our CPD and Degree Enhancement Programmes (DEP) are tailored to support teachers, artists and facilitators to develop skills in critical appraisal of performance and engaging with children through art-based techniques.

In 2017/18 we delivered 2 CPD training days to **33 teachers**; and 3 CPD artists facilitation training days in child-led practice, strengthening the arts facilitation skills of **19 artists and facilitators** within the NI Creative Sector.

“Led by an excellent facilitator”

“Really enjoyable day, practical and fun. Best CPD training I've been to- especially liked the videos of activities in action.”

“Highly detailed & practical demonstration of why art is critical, skills – rich part of education – truly open to all”

CPD & DEP Training participant feedback comments

Intern and Student Placement Programme

Young at Art continues to lead the way when it comes to developing and investing in future cultural leaders. As part of our Intern and Placement Programme in 2018/19 we hosted 3 interns and 7 placement students.

The Creative and Cultural Skills Programme enabled Young at Art to offer two internships to Erin McClean, a Marketing Intern with Young at Art team, and Erin Moore, who worked across both the Young at Art Events agency and the Education and Education Team. Leah Keller joined the Young at Art Events agency for a month in early 2019 through Intern Europe.

Throughout the year, we hosted four Stranmillis University College early years, primary and post-primary education degree students, Jessica Martin, Zara McNally, Emer Walsh and Rhiannon Turner. Kila Vallely, an NUI Galway Children's Studies student, completed a three month placement leading up to and during the 2019 Belfast Children's Festival. Joining her during the festival were Queen's University Belfast English and Drama students, Saskia Hoccom and Maria Hassan.

We continued to support pupil placements from local secondary schools with a regular weekly placement from St Rose's Dominican College.

Volunteer Programme

Young at Art was the first NI arts organisation to receive an Investing-in-Volunteers Kitemark, and we continue to resource, develop and value the vital contribution volunteers make to all areas of the Young at Art family, while working to build and increase the volunteers' skills base.

Key to this is volunteer-led Fighting Words Belfast, which in 2017/18 recruited and trained 37 volunteers in the mentoring and support of children within the creative writing centre.

BCF19 welcomed 42 volunteers from Ulster University's International Hospitality Management Degree Course.

3.3 Explore and Cultivate Best Practice

Industry Events Programme

Interrogating topics in the field, exploring key trends and sharing best and emerging practice across a range of artforms is key to ensuring that we, and the sector as a

whole (artists, practitioners, educationalists and researchers) remain at the leading edge of youth arts practice.

Our industry programme hosted 4 talks/discussion/symposium events for industry professionals and educationalists working in related fields of youth, education and research.

On Sunday 10 March, in association with QUB and Theatre NI, **International Touring**, a panel discussion, focussed on international touring opportunities for performance work for young audiences, including details of practical and financial support available to artists and companies. Chaired by Ciaran Walsh (Culture Ireland), with contributions from Boomer Stacey (IPAY) and Paul McEneaney (Cahoots NI).

On Monday 11 March was **Collective Voices, Collective Plays**. This special industry symposium, in association with QUB and Prime Cut Productions, explored on poly-vocal technique in playwriting and theatre making, of special interest as both **Removed** and **We Come From Far Far Away** employed this technique. The key speakers were Gian Maria Cervo and Gianluca Lumiento.

Tuesday 12 March was **Creative Accounting**, in association with QUB, which explored the challenges of measuring impact of arts interventions on societal change. Presented by Dr Paul Murphy (QUB), with panel discussion, including contributions from a panel of local and national industry contributors

CPD & DEP Training

We offer a range of education support schemes tailored to support schools and to develop the skills of teachers in the critical appraisal of performance and engaging with children through the creative arts.

Our CPD and Degree Enhancement Programmes (DEP) are tailored to support teachers, artists and facilitators to develop skills in critical appraisal of performance and engaging with children through art-based techniques.

(For full details on our CPD Programmes see Section 3.2, page 34)

Strategic Aim 4: Sustain the organisation's mission for the future

4.1 Devise & Implement a Robust Financial Strategy

Young at Art continues to strengthen financial probity, working through best practice guidelines in consultation with Young at Art's accountants Finegan Gibson, supported by our Financial Procedures Policy.

Funders

Young at Art's principal funder is the Arts Council of Northern Ireland, which provides an annual funding award towards some of the costs of the core staffing and a programming award towards the BCF festival programme costs. Belfast City Council also supports core costs under their Core Multi-Annual Funding Programme, while the Education Authority make a small but necessary contribution to the core staffing costs of Young at Art.

Young at Art's creative programme and our engagement activities would not be possible without an array of support from public bodies and the private sector. Our programmes are financed through year-on-year fundraising from a range of sources.

In addition to our core funders detailed above in 2018/19 Young at Art secured funding from 30 additional sources of support, including public bodies, statutory agencies, sponsorships, trusts & foundations, partnership income, and embassies and international performing arts funds including: AC/E Mobility Grant, ARN Foundation, Arts & Business NI, Arts Council NI (the National Lottery Projects Fund (submitted by TYANI for the TYANI Showcase), and Artists International Development Fund), Austin & Hope Pilkington Trust, Belfast Cathedral Sit-out Fund, Belfast City Council (Belfast Festival of Learning, Community Festivals Fund, Family Friendly Belfast, Good Relations Unit, (Y)Our Home), Blackburn Trust, British Council, Community Foundation NI, Community Relations Council, Culture Ireland, Destination CQ BID, D'Oyly Carte Trust, Enkalon Foundation, Foras na Gaelige (Literary Projects Fund), Halifax Foundation, High Commission of Canada, John Thaw Foundation, Kingdom of the Netherlands Embassy, Performing Arts NL, Tourism NI, Translink, Ulster Museum, Victoria Homes Trust, as well as in kind support from the MAC, NI4Kids, Paperjam Design, QRadio, Queen's University Belfast and Ramada Encore.

(See Organisational Income Breakdown in Appendix 4, page 55)

4.2 Investigate Options for Shared Resources, Partnerships and Mergers

Young at Art has a proven track record of working in partnership and we have harnessed this experience to explore increased collaborations with a range of sectoral partners to share resources and facilities and look at joint ways of working to ensure sustainability and viability.

We continue to forge strategic partnerships that strengthen our marketing reach and create press opportunities that help us connect to and build new audiences. New partners in 2018/19 have included Destination CQ BID, and the Drama Department at Queen's University Belfast; as well as deepening relationships with Black Box, BookTrust, Bounce Culture, Cahoots NI, Children's Books Ireland, Crescent Arts Centre, Cultúrlann McAdam Ó Fiaich, Lyric Theatre, the MAC, NI Opera, Oh Yeah! Music Centre, Replay Theatre Company, Strand Arts Centre, Theatre NI, Translink, Ulster University, Ulster Museum and Wheelworks.

The new partnership with Destination CQ BID (Business Improvement District) to deliver synergy between Destination CQ BID's 450+ business members situated within Belfast's Cathedral Quarter and YAA's Belfast Children's Festival. The partnership repositioned the Cathedral Quarter as an essential part of the cultural and civic life of the children of this city, and demonstrated that the Cathedral Quarter is not just a night-time economy destination but a creative cultural area with a strong family-friendly offering. The Cathedral Quarter became the centre of the 21st Belfast Children's Festival's key event, **'inSPIREd'**. The programme of events included a special one-off edition of the ever-popular Baby Rave 'Rave in the Nave', and a wide range of free events and activity across the Cathedral Quarter benefitting the commercial and community development in the area and supporting CQ BID's Business Plan themes to 'Create, Celebrate, Invite and Inspire'. This messaging was supported by a creative marketing campaign across print, radio, social media and online, incorporating the CQ Belfast brand and CQ landmarks. Support from Arts & Business NI enabled us to increase the scale of events so children, young people and their families could enjoy all the Cathedral Quarter has to offer. In addition, we were also able to bring schoolchildren from areas of high deprivation from across the city to experience a world-class theatre performance right in the heart of the Cathedral Quarter. Age-specific itineraries were developed to encourage families to extend their visit, encouraging them to explore other venues, which were located in close proximity to each other; to be pleasantly surprised and entertained by turn-of-the-20th century eccentric explorer walkabout characters; and to explore the area's restaurants and cafés, with several special offers and discounts.

"Creating spaces that are welcoming and appealing to the family market is intrinsic to the rejuvenation and revitalisation of our City Centres. Belfast Children's Festival reaffirmed this and has catalysed a city-wide conversation about regeneration and child friendly spaces, which has been welcomed by the business community."

Gareth Neill, MD, Destination CQ BID

We entered our fourth year of partnership with Translink, comprising a schools engagement project, marketing, branding and PR activities surrounding Belfast Children's Festival and seasonal themed workshop activity in stations and on-board services. The **#Smartmovers Dance Project** extended into a different business area - the new Glider. It also engaged with new schools through a different art-form - dance. Linking in with Translink's desire to promote the benefits of an active lifestyle and encourage good physical and mental wellbeing among young people, Young at Art organised a 6-week dance project with Strandtown PS and St Mary's PS Divis St, (1 East and 1 West) along the new Belfast Glider route. Culminating in a group dance performance in the foyer of the newly named Lanyon Place station, professional dance facilitators choreographed a high-energy and fun group routine with 60 P6 schoolchildren, creatively interpreting '#SmartMovers' and imaginatively

raising awareness of the new Belfast Glider. We added some extra special sparkle to festive journeys, with craft activity in 4 stations in November 2018 (Great Victoria St, Bangor, Derry, Carrickfergus). This craft activity provided a softer way to promote Translink's Christmas travel campaign, which included travel deals, fun events and festive surprises for customers. These events also tied into the local Christmas Lights Switch-On events and positioned Translink as an important conduit to festive family fun.

The partnership was shortlisted in the annual Arts & Business NI 2019 awards (January 2019) for Cultural Branding, Cultural Responsibility and Long-Term Partnership categories.

We also use networks built up over 21 years, such as with Theatre NI, Belfast One, Destination CQ, Belfast Festivals Forum, Dance Resource Base, Community Arts Partnership, CultureNI, Dance Ireland, The Ark (Dublin), Baboró International Arts Festival for Children (Galway), Barnstorm (Kilkenny), Imagine (Edinburgh), ASSITEJ UK (International Association of Theatre for Children and Young People), as well as our fellow TYANI partners, Replay Theatre Company and Cahoots NI.

4.3 Maintain Effective Governance and Act as a Good Employer

Governance

The governance of the charity Young at Art and its wholly owned subsidiaries, the trading company Young at Art Events and the creative writing centre Fighting Words has strengthened with a clearer definition of the separate three companies under the one family banner. Young at Art and Young at Art Events host shared Board meetings regularly overseeing both companies, including an AGM on 6 November 2018. Fighting Words Belfast has a separate Board that includes a YAA Board Member. Each company produces their own individual annual report and statement of accounts.

Strategic Development

This was the final year of Young at Art's Strategy for 2015-2018, and this report presents our activities following the strategic headings as set out by the strategy. Our new strategy for 2020-2023 is in the final stages of development and will be published in Autumn 2019.

Young at Art delivers its ambitious creative programme on limited resources. Despite this, the year's programme was delivered successfully with little outsourcing and a highly effective and skilled team. Young at Art continued to generate the majority of its turnover through fundraising rather than earned income. Its beneficiaries contributed only minimally to activity costs, with all engagement programmes offered free of charge to recipients and BCF ticket prices kept as low as possible. Despite a limited staff capacity available for fundraising this the organisation continues to build and grow and diversify its funding base.

(For more details of funding streams please see Section 4.2 on page 37, and Appendix 4 on page 55)

4.4 Develop & Manage a Stakeholder Management & Advocacy Strategy

Marketing, PR and Communications

The 21st Belfast Children's Festival marketing campaign spanned a seven-month period from September 2018 to March 2019 using a variety of online and off-line marketing media to attract our target audiences of families, schools, and arts/education industry delegates. The BCF19 campaign marked the fifth year under the consolidated Young at Art brand, building on the objectives of the Company Strategy (page 3).

(For full details see: Appendix 7: Media & Online Analysis, page 59 and Appendix 8: Print and Promotional Collateral, page 61)



BCF19 festival host & audience members

We worked with designers, PaperJam, to create eye-catching marketing materials. The first piece of marketing collateral to be created was a digital Schools & Youth Group Programme brochure, downloadable from the YAA website from 3 September 2018. This detailed the BCF19 schools programme and also signposted teachers and youth leaders to Fighting Words Belfast creative writing sessions and Write Club, to CPD training and to the services of the Young at Art Events agency. Next, we released pre-sales for three shows- *Expedition Peter Pan*, *Milo's Hat Trick* and *The Alien's Guide to Dance Gone Wrong*, plus the option to buy gift vouchers, with a beautifully designed e-voucher. These went live on 13 November 2018, in time for the Christmas present buying market.

The main piece of marketing collateral is the 32-page brochure, officially launched on 9 January 2019. The flying hero image from *Expedition Peter Pan* provided perfect visuals for the slow motion Adshel Live and for the billboards. For full details, (see Appendix 8: Print and Promotional Collateral, page 61)

We introduced several improvements to the overall branding of Belfast Children's Festival activity:

The MAC became the official festival hub this year and, to mark the deepening of this relationship, The MAC's foyer was dressed with specially commissioned 3-D branded Y's. These greatly added to the fun festival atmosphere and clearly distinguished the activity as being part of Belfast Children's Festival takeover of the MAC.

The visitor welcome was improved and enhanced at participating venues and to clearly reinforce that these events and activities were part of the Belfast Children's Festival. A team of festival hosts were briefed and trained by Young at Art Events and Lauren Cudden, Young at Art resident artist, creatively interpreted the brand into colourful eye-catching costumes and accessories, which the hosts brought to life.



BCF19 festival host

Two specially commissioned branded ticket booths provided a focal point in the foyers of The MAC and The Lyric.

Digital

In terms of digital communications, we promoted the festival across our company website, social media, and through e-newsletters. From 12 November 2018 to 17 March 2019 (a total of 17 weeks), the Young at Art website received 61,288 page views, which represented a decrease compared to the same period last year. However, improvements to the Event Listing appearance, which added 2 distinct buttons – 'Read More' and 'Book Now', explain this. The Book Now button linked directly to the YAA Ticketsolve site, whereas in previous years, people had to click

into individual event listing pages in order to access the booking link. In terms of acquisition of users, 41% arrived via Organic Search, 28% arrived Direct, 21% arrived via Social Media (Facebook, Twitter and Instagram), and 10% arrived via Referral (the top 3 referral sites were Visit Belfast, CommunityNI and Arts Council NI).

A new development this year was the production of age-specific itineraries, promoted on social media and on website, to encourage families to extend their visit in Cathedral Quarter, encouraging them to explore other venues, which were located in close proximity to each other; to be pleasantly surprised and entertained by turn-of-the-20th century eccentric explorer walkabout characters; and to explore the area's restaurants and cafés, with several special offers and discounts.

Social media again proved an extremely successful way of promoting BCF19, and engaging new audiences. Our social media following increased by 7% on Facebook and 5% on Twitter. We also re-instated the Young at Art Belfast Instagram account, which hadn't been used since 2014. It saw a 34% growth in followers. Young at Art's Facebook currently has 6945 followers, Twitter has 4894 followers and Instagram has 725 followers. From Jan 2019-March 2019, we achieved 376.6k impressions on Twitter, an increase of 28% compared to the same period in 2018. We invested in advertising spend on Facebook, resulting in an extra reach of 78,789, an extra 587 clicks, plus an additional 4245 video views.

We also created a BCF19 highlights taster video, which went live at the launch, and a recap video from the official launch, allowing viewers to see snippets of the performances, speeches and general excitement from the event. Post-festival we released an edit of BCF19, presenting a flavour and overview of the highlights, and this will be a useful tool in advocacy and attracting new sponsorship partners.

Website visitors can opt-in to three different interest group mailing lists on the website depending on their interests, be it family/community, schools/education, and artist/industry. Those booking tickets through Ticketsolve can opt-in to join the family/community list. These sign-ups (7,572 subscribers total) link to our external Mailchimp e-marketing system, where a regular schedule of e-newsletters is formatted to communicate targeted and relevant news to these audiences and stakeholders. E-newsletters are sent monthly from April to December and fortnightly from January to March each year.

Moreover, the festival and festival events were listed on numerous 'What's On' listings, arts, community and lifestyle websites and of course, partner/funder websites and communications.

Print

These digital tools were backed up with strong print and outdoor advertising. We engaged a trusted distribution agent who promptly and effectively distributed across Greater Belfast, Holywood, Bangor and Lisburn and delivered to Libraries NI HQ, who in turn distributed across their branches in Northern Ireland. Thanks to a partnership with Translink, the brochure was distributed across their network to 48 stations and 24 specially designed BCF19/Translink posters were displayed across 17 stations.



BCF19 walkabout performers

Strategically located outdoor advertising sites across Belfast comprised 9 x 48 sheet billboards, 10 Adshel Live sites, 6 outdoor flags (part of Belfast Festivals Forum initiative through Belfast City Council), and new this year, four Adshel sites in shopping centres.

(See Appendix 8: Print and Promotional Collateral page 61)

BCF19 Festival Sales

Total attendance 57% of tickets sold were in the period from 13 November 2018 to 9 February 2019, 16% were sold in the three weeks before festival (10 Feb – 2 Mar), and 27% were sold in the 2 weeks surrounding the festival (3 Mar – 16 Mar).

92% of festival bookers came from Northern Ireland, 57% of that audience coming from the Belfast and Greater Belfast area, 35% from rest of NI, which is similar to BCF18. The remaining 8% Out-of-State comprised 3.5% from ROI, 3.5% from GB, and 1% International Visitors. This represented a growth of 2% in out-of-state visitors.

Overall average of 84% occupancy for ticketed events. In terms of tracking bookings for ticketed events there was a healthy number of general public bookings, an increase in number of schools' bookings, and new programmers and producers attended as part of the TYANI delegate programme.

Media Partnerships

Media partnerships with NI4Kids (75k distribution per issue) and Q Radio (210k weekly listenership RAJAR Q1 2019) involved a mix of paid for and in-kind additional activity encompassing advertising, editorial, interviews, competitions, and social media activity.

In addition to the takeover of the Ni4kids February 19 edition, the in-kind support included increased editorial coverage in Winter, January, February and Spring editions, advertising on NI4kids website, inclusion in e-newsletter and posts on social media. This enabled Young at Art to extend its reach directly to the family market in NI. The 'little adventures' competition prize, live January 10 – Feb 15 received 466 entries. The 4-page Belfast Children's Festival takeover of NI4Kids February 2019 edition (75k circulation, 160k readership) provided an attractive branding opportunity, and raised awareness of the inSPIREd programme, complete with fun games and puzzles on the inside. It introduced the new Destination CQ BID partnership and incorporated the Travel with Translink message. The cover featured iconic Cathedral Quarter landmarks, such as St Anne's Cathedral, Albert Clock and The MAC. A map of Cathedral Quarter including festival venues clearly highlighted, plus the location of public transport stops appeared on the reverse cover.

As part of a media partnership with Q Radio (210k listenership per week RAJAR Q1 2019), we had a competition on The Breakfast Show, resulting in 55 mentions (pre-promote plus week long promotion and winner phone calls daily) from Fri 15 to Thurs 21 February 2019, plus 51 broadcasts of a 30 second ad from 1 to 8 March 2019, and 10 broadcasts of a 30 sec Outdoor Broadcast promotion 8-9 March 2019. Presenter Eoghan Quigg and the QCrew joined the celebrations at the inSPIREd family day in Cathedral Quarter, interviewing festival team and members of the public.

PR

The 21st Belfast Children's Festival programme was officially launched by Lord Mayor of Belfast, Councillor Deirdre Hargey, in Belfast Cathedral on 9 January 2019.

The Lord Mayor was joined by the Chief Executive of Arts Council of Northern Ireland, Roisin McDonough. The calibre of hosts demonstrates that BCF is a firm favourite in our cultural and civic calendar of events and recognises Young at Art's contribution to the quality artistic programming of NI's only international children's arts festival.



BCF19 launch at Belfast Cathedral

Due to the strong track record last year, we continued to work with PR specialist Mackle Communications, to help drive coverage and awareness of BCF19. Of note was securing a media familiarisation visit with Trine Jensen, a journalist with herfamily.ie (750k reach ROI), and an extremely positive piece from Roisin Ingle, Irish Times, about why Belfast should be on everyone's radar for visiting now (see page 60). We secured additional coverage in the Irish News, Belfast Telegraph, Newsletter and sister publications. UTV Life on 8 March 2019 featured fun special feature behind the scenes at Maiden Voyage Dance rehearsals. Radio interviews also increased with placements secured on BBC Radio Ulster The Arts Show, U105 Frank Mitchell Show, BBC Radio Ulster The John Toal Show, BBC Radio Ulster Sunday Sequence, Belfast 89FM, and of course with media partner, Q Radio.

The 2019 festival campaign received 59 national and regional features across print, 116 broadcast items on radio and TV, and 77 online articles that largely contributed to the success of the event. We engaged NIMMS, a media-monitoring agency, from January to March 2019, who calculated the equivalent advertising value for print and commercial broadcast media at £153k.

Through digital, social, and print media campaigns and through specially programmed activity, Young at Art enhanced the experience of families travelling to the festival and indeed encouraged more families to travel with Translink. The Travel with Translink to BCF was a key message in programmes, inSPIREd flyer, online, e-newsletters, videos, and on social media. Young at Art created a specially designed travel activity pack, which also appeared as a wrap on the NI4Kids Feb 2019 edition and was downloadable online. Details of travel deals were prominently placed on the 'Planning a Visit' section on the YAA website. As part of the flagship inSPIREd programme, we delivered a dedicated Translink themed art workshop, encouraging children to personalise a Glider moneybox. The A4 inSPIREd schedule

and map (print run 2k), included a strong call to action to take a #creativejourney with the popular Friends and Family travel tickets, and to plan a journey on Translink.co.uk. The map also referenced bus stops, Glider halt at Custom House Square and Laganside Bus Centre. These were distributed in advance and during the festival weekend. Young at Art was able to leverage further exposure for Translink through our media partner relationships with Ni4kids and Q Radio.

We proactively connect with the Marketing and PR teams at Arts Council of Northern Ireland, Belfast City Council, Visit Belfast, Tourism NI, and many other funders, trusts and supporters.

When survey respondents were asked how they found out about BCF19, digital was important with 24% stating social media, 23% stating YAA website and YAA e-news. This was followed by 18% Word of Mouth, 17% brochure and 6% Outdoor Advertising.

(For more details see Appendix 6: BCF19 Audience and Survey Analysis, page 57)

Awards

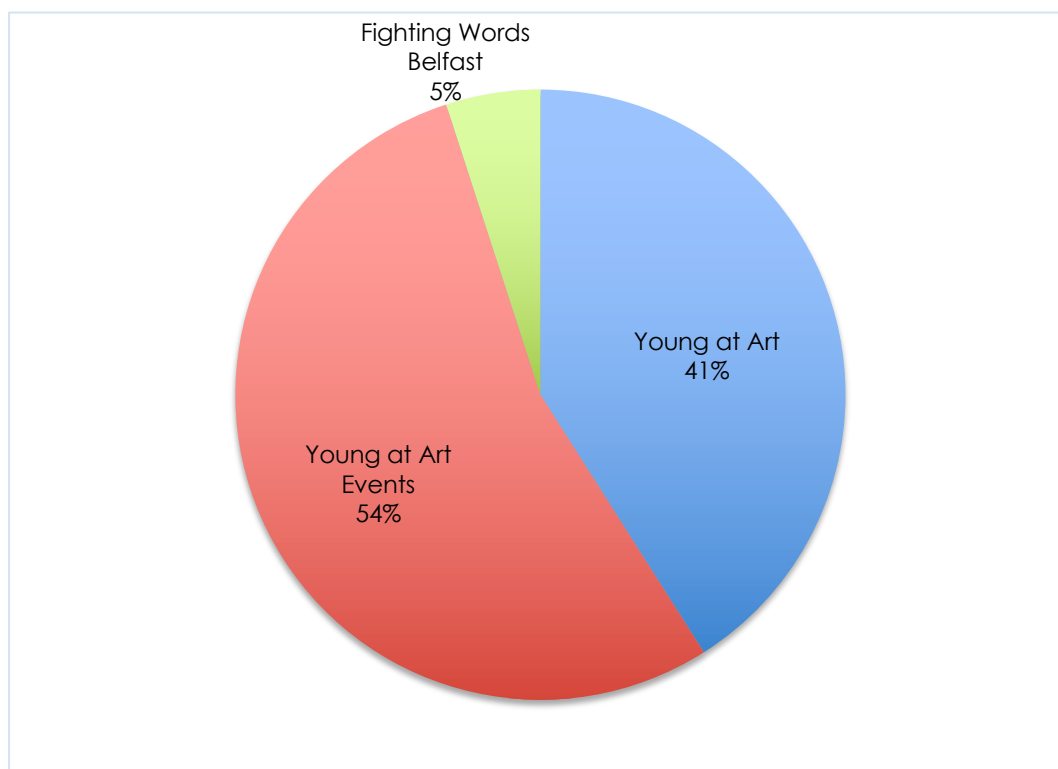
Young at Art continues to receive high-profile recognition of its contribution to the NI Creative Sector including 3 nominations in the Allianz Arts & Business NI Awards: Cultural Social Responsibility, Long-Term Partnership, and Cultural Branding Award for our partnership with Translink.

APPENDIX 1: ANALYSIS OF AUDIENCE & PARTICIPATION FIGURES BY COMPANY

A summary of the figures gathered across all annual activity (Young at Art and Young at Art Events and Fighting Words Belfast). These were gathered via Ticketsolve, documented numbers and simple head count appraisals. Exhibition figures were provided by beam-breaking footfall counters.

2018/19	Young at Art	Young at Art Events	Fighting Words Belfast
April	1,222	3,331	272
May	350	685	112
June	88	88	58
July	-	729	26
August	-	4,268	27
September	14	1,356	141
October	180	3,555	239
November	540	2,592	568
December	-	4,576	133
January	256	70	163
February	645	80	293
March	15,325	3,658	332
TOTALS	18,620	24,988	2,364
18/19 TOTAL	45,972		

Table 1. Spread of activities across the three companies: Young at Art, Young at Art Events, Fighting Words Belfast



Appendix 2: BREAKDOWN OF SCHOOLS ENGAGED IN 2018/19

	SCHOOL	TOWN	POSTCODE	TOTAL NUMBERS
BCF LAUNCH (1)	Seaview Primary	Belfast	BT15 3NB	60
CHILDREN'S ACCESS TO THE ARTS PROGRAMME (15)	Naiscoil Bheann Mhadagain	Belfast	BT14 6LB	29
	Naiscoil Mhic Reachtain	Belfast	BT14 6BP	20
	Seaview Nursery	Belfast	BT15 3NB	52
	Cliftonville Nursery	Belfast	BT14 6JQ	30
	Glenbank Nursery	Belfast	BT14 8BW	26
	Ballysillan Nursery	Belfast	BT14 8LT	28
	Hope Nursery	Belfast	BT13 1DN	52
	Tudor Lodge Nursery	Belfast	BT13 1LY	52
	Shaftesbury Nursery	Belfast	BT13 2HS	52
	Hobby Horse Playgroup	Belfast	BT13 2JF	28
	Edenderry Nursery	Belfast	BT13 3BD	52
	Black Mountain Nursery	Belfast	BT13 3TT	26
	Nettlefield Nursery	Belfast	BT6 8BG	52
	Knocknagoney Nursery	Belfast	BT4 2NR	26
	St Matthew's Nursery	Belfast	BT5 4EW	50
SPECIAL SCHOOLS ACCESS PROGRAMME (5)	Riverside Special School	Antrim	BT41 4PB	16
	Harberton Special School	Belfast	BT9 6TX	17
	Glenveagh Special School	Belfast	BT9 6TX	40
	Ceara Special School	Lurgan	BT66 8NY	14
	Fleming Fulton	Belfast	BT9 6TY	11
HOME/Baile VISUAL ARTS ENGAGEMENT PROGRAMME (8)	Ballysillan Primary	Belfast	BT14 8LT	28
	Bunscoil Bheann Mhadagain	Belfast	BT14 6LA	28
	Bunscoil Mhic Reachtain	Belfast	BT15 1EZ	33

	SCHOOL	TOWN	POSTCODE	TOTAL NUMBERS
	Cliftonville Primary	Belfast	BT14 6JQ	26
	Gaelscoil na bhFal	Belfast	BT12 6AW	27
	Nettlefield Primary	Belfast	BT6 8BG	25
	Our Lady's Girls	Belfast	BT14 6NN	30
	Seaview Primary	Belfast	BT15 3NB	25
"We Come From Far Far Away" SCHOOLS REFUGEE AWARENESS PROGRAMME (4)	Our Lady's Girls	Belfast	BT14 6NN	29
		Belfast	BT14 6NN	28
		Belfast	BT14 6NN	27
		Belfast	BT14 6NN	28
	Seaview Primary	Belfast	BT15 3NB	31
		Belfast	BT15 3NB	30
		Belfast	BT15 3NB	26
		Belfast	BT15 3NB	30
	Gaelscoil na bhFal	Belfast	BT12 6AW	21
		Belfast	BT12 6AW	21
	Fane Street	Belfast	BT9 7BW	22
		Belfast	BT9 7BW	22
SCHOOLS ATTENDING BCF19 (24)	Lowood Nursery	Belfast	BT15 4BL	52
	Kirkinriola Primary School	Ballymena	BT43 6TB	19
	Ben Madigan Prep School	Belfast	BT15 5GP	57
	Carryduff Primary School	Carryduff	BT8 8EE	52
	St. Genevieve's High School	Belfast	BT11 9JP	24
	Strandtown Primary	Belfast	BT4 3DJ	150
	Scoil an Droichid	Belfast	BT7 2EP	28
	Bunscoil an tSleibhe Dhuibh	Belfast	BT12 7JL	80
	Scoil na Faiseoige	Belfast	BT17 0DF	66
	Gaelscoil Eanna	Newtownabbey	BT36 7AU	30
	Gaelscoil an Lonnain	Belfast	BT12 4PD	30
	Colaiste Feirste	Belfast	BT12 7PY	17

	SCHOOL	TOWN	POSTCODE	TOTAL NUMBERS
	St. Pius the 10th College	Magherafelt	BT45 6HQ	21
	St. Louise's Comprehensive College	Belfast	BT12 6EN	14
	St. Malachy's	Belfast	BT7 2BJ	20
	Rockport School	Hollywood	BT18 0DD	36
	St. Michael's Primary School	Belfast	BT6 0BW	60
	Rockport School	Hollywood	BT18 0DD	23
	Holy Cross Primary	Belfast	BT14 7HZ	34
	Victoria Park Nursery	Belfast	BT4 1JY	25
	Bunscoil Mhic Reachtain	Belfast	BT15 1EZ	25
	Lowood Primary	Belfast	BT15 4BL	30
	Campbell College	Belfast	BT4 2ND	47
	St. Mary's Divis Street	Belfast	BT12 4AL	73

TOTAL 60 classes

2283

APPENDIX 3: BCF19 Event by Event Breakdown

EVENT	ARTIST	COUNTRY	VENUE	AGE	NO. OF EVENTS	AUDIENCE/ PARTICIPANTS/ VISITORS
International						
Oorlog (War)	Theater Artemis	Netherlands	Downstairs at The MAC	7+	4	504
Expedition Peter Pan	Het Laagland	Netherlands	Downstairs at The MAC	3+	3	462
Loo	Ponten Pie & El Mes Petit De Tots	Spain	Upstairs at The MAC	2-5 years	5	294
We Come From Far, Far Away	NIE	Norway/UK/Czech Republic	Factory at The MAC	10+	6	377
TYANI Showcase						
Baby Rave: Rave in The Nave	Young at Art Events	NI	Belfast Cathedral	under 4's	2	707
The Alien's Guide to Dance Gone Wrong	Maiden Voyage Dance	NI	Upstairs at The MAC	4+	6	669
Baby Daddy	Replay Theatre Company	NI	LAB at The MAC	6-18 months	8	126
Milo's Hat Trick	Cahoots NI	NI	Naughton Studio, Lyric Theatre	3+	11	1294
Removed	Prime Cut Productions	NI	Brian Friel Theatre, QUB	11+	11	796
Scratchworks	Selected Artists	NI	The MAC	12+	1	50
Family Comedy Club	Paul Currie	NI	Black Box	6+	1	141
Intro to Jazz	Moving on Music	NI	Black Box	7-11 years	2	172

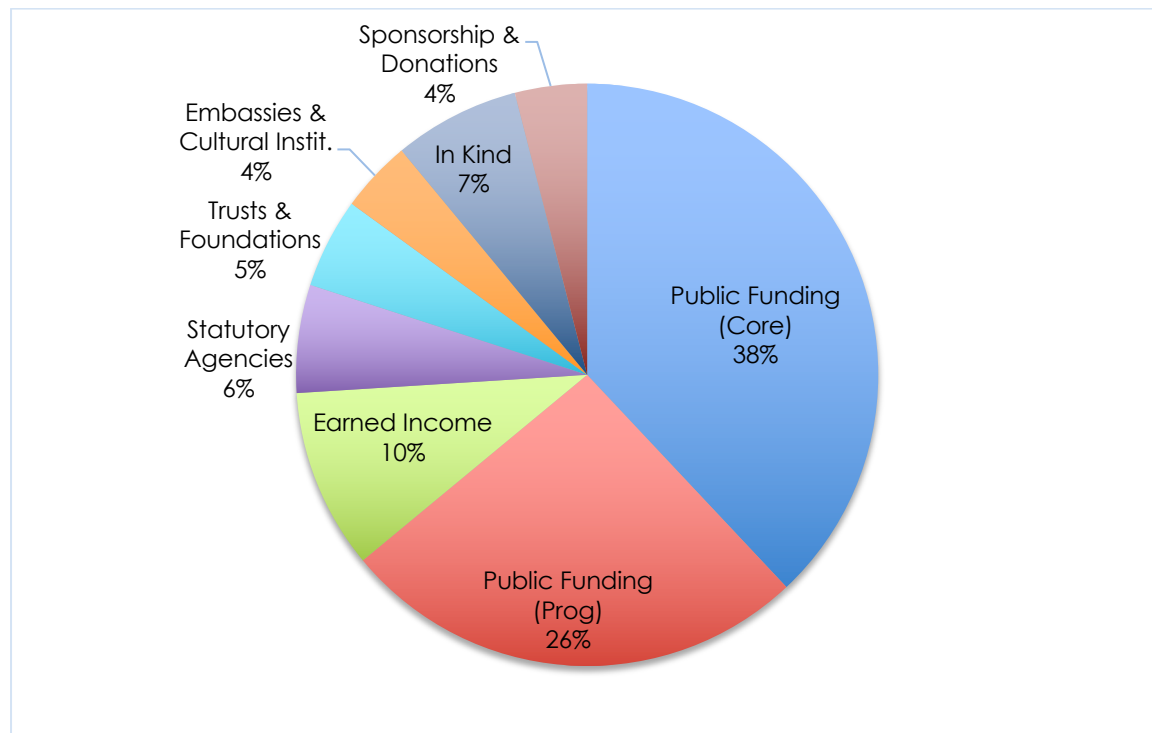
EVENT	ARTIST	COUNTRY	VENUE	AGE	NO. OF EVENTS	AUDIENCE/ PARTICIPANTS/ VISITORS
Acoustic Picnic	Oh Yeah Music Centre	NI	Oh Yeah Music Centre	all ages	1	150
The Musician	The Belfast Ensemble	NI	Harty Room, QUB	6+	1	120
BCF Events						
Can Do Academy: Claymation	Can Do Academy	NI	HUB at The MAC	12-15 years	1	14
DJ Workshop	Bounce Culture	NI	Belfast Cathedral	all ages	2	24
Face Painting	Young at Art Events	NI	Belfast Cathedral	all ages	1	120
Longest Story Ever Told	Fighting Words Belfast	NI	Belfast Cathedral	all ages	1	80
Craft Workshops	Young at Art Events	NI	Belfast Cathedral	all ages	1	840
Other Activities (Magician etc.)	Young at Art Events	NI	Belfast Cathedral	all ages	1	120
Can Do Academy: Lego Animation	Can Do Academy	NI	Belfast Cathedral	all ages	1	100
inSPIREd	Young at Art Events	NI	Cathedral Quarter	all ages	1	1541
ArtCart	Wheelworks	NI	Belfast Cathedral	all ages	1	50
Unique: Flower Power Workshop	Unique at Ulster University	NI	Ulster University	6+	1	76
Da Vinci Day	Young at Art Events	NI	Ulster Museum	all	1	2,193
Volume Control	Oh Yeah Music Centre	NI	Oh Yeah Music Centre	13+	1	42

EVENT	ARTIST	COUNTRY	VENUE	AGE	NO. OF EVENTS	AUDIENCE/ PARTICIPANTS/ VISITORS
Babaiithe Cultuir	Young at Art in partnership with Cultúrlann Mc Adam Ó Fiaich	NI	An Cultúrlann	0-4 years	1	19
Empowerment	Northern Ireland Opera	NI	Belfast Cathedral	8+	2	50
CBI Shortlist	Children's Books Ireland	ROI	Strand Arts Centre	7-11 years	1	156
Mini Moon Disco	Black Box	NI	Black Box	0-7 years	1	30
The Right Twig Showcase	Fighting Words Belfast & Lyric Theatre Belfast	NI	Naughton Studio, Lyric Theatre	14+	1	118
Monsters and Heroes	Shane Hegarty	ROI	Black Box	8-11 years	1	78
Irish Language Author's Programme	Various Authors	NI & ROI	An Cultúrlann	4-10 years	6	308
Ponyo Film	Hayao Miyazaki	Japan	Strand Arts Centre	5-11 years	1	70
Ponyo Workshop	Debbie Doolittle	NI	Strand Arts Centre	5-11 years	1	20
Visual Art						
HOME	Young at Art	NI	Common Room at The MAC	all	6	1584
MAC International 2018	Various Artists	Various	The MAC	all	6	1671

EVENT	ARTIST	COUNTRY	VENUE	AGE	NO. OF EVENTS	AUDIENCE/ PARTICIPANTS/ VISITORS
Industry Events						
TYA NI Delegates Programme	TYANI	Various	Various			33
Creative Accounting	YAA& QUB	NI	Brian Friel Theatre, QUB	adults	1	39
International Touring	YAA & Theatre NI	Various	Brian Friel Theatre, QUB	adults	1	40
Collective Voices, Collective Plays	YAA, QUB & Prime Cut Productions	Various	Brian Friel Theatre, QUB	adults	1	47
TOTALS					105	15325

Appendix 4: Organisational Income Breakdown

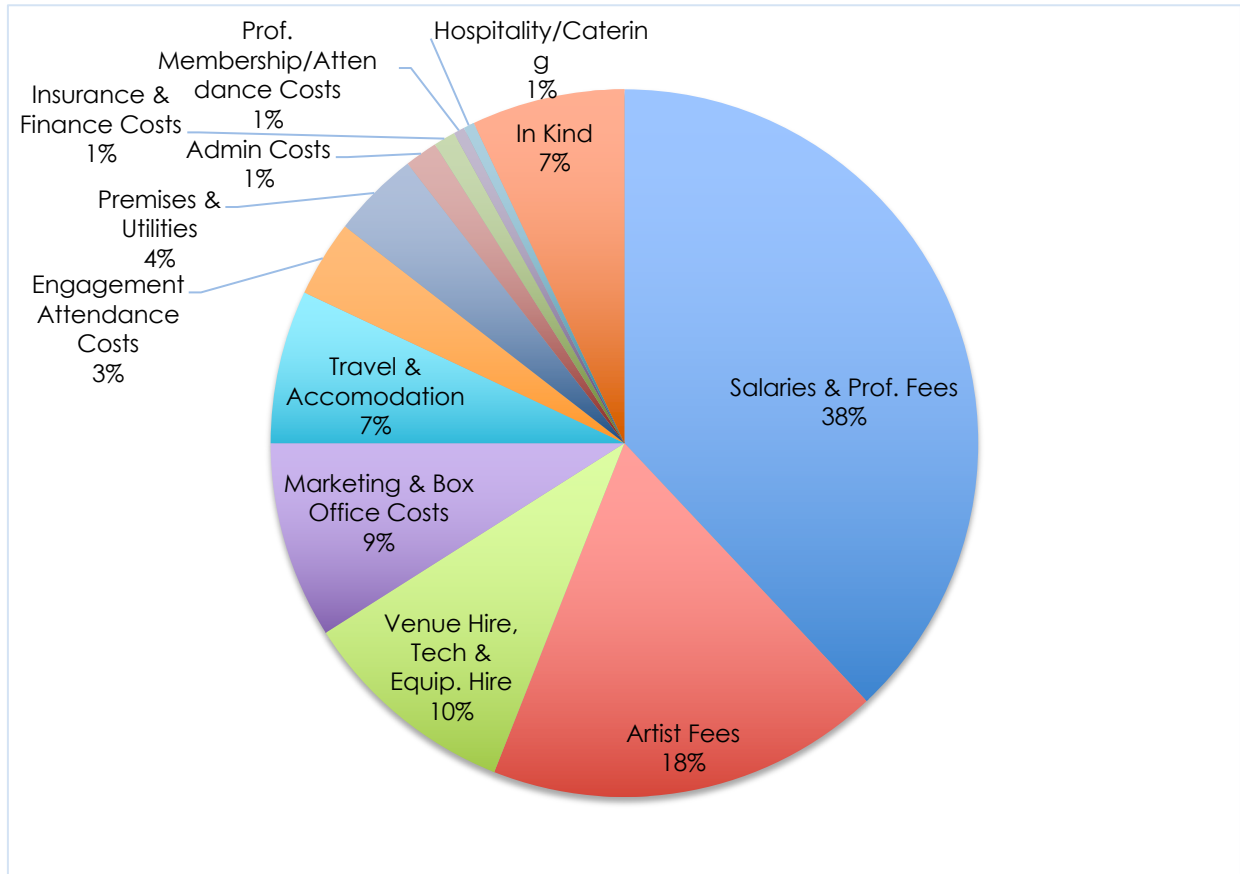
The following pie chart illustrates a breakdown of the organisation's income, both core (our staff and overheads) and programming (our activities). In-kind support has only been included where there is a verifiable figure available but it is estimated the actual value of in-kind support is significantly greater. 64% of our funding comes from public bodies, and box office income (ticket sales) represents 77% of earned income.



The levels of support achieved are broadly similar to 2017/18 except an increase in programming funding from public bodies due to the successful tender to deliver HOME as part of Belfast City Council's (Y)Our HOME programme, and a decrease in Trusts & Foundations income due to support from BBC Children in Need ending after 2017/18

Appendix 5: Organisational Expenditure Breakdown

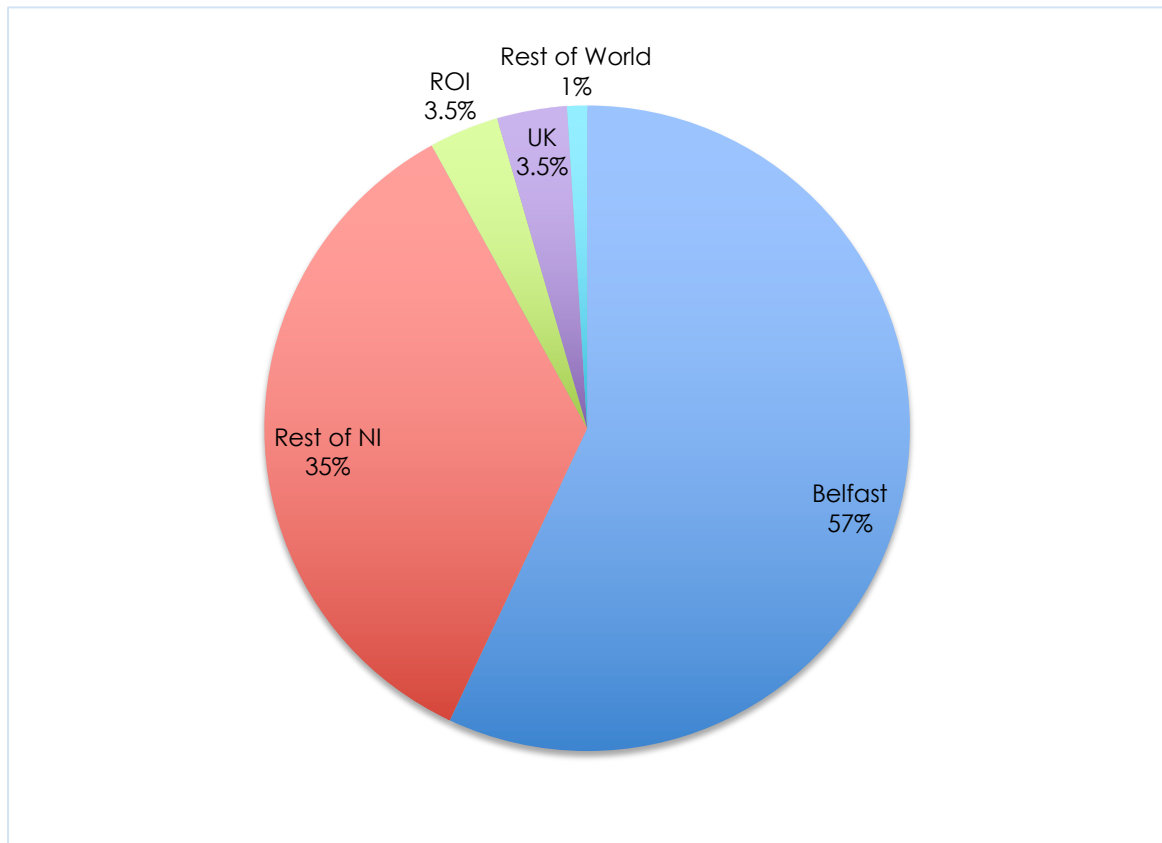
Expenditure in 2018/19 was slightly down on 2017/18 expenditure due to two factors: the increased spend in BCF18 artists costs and their associated travel/freight/accomm. Due to increase scale of 2018 festival due to it being the 20th anniversary year; and a reduction in engagement artists costs in 2018/19 due to the 'bridging year' approach to what was formerly Creative Child due to BBC Children in Need funding finishing at end of 2017/18.



Appendix 6: BCF19 Audience & Survey Analysis

Analysis for this year's festival has been taken from online analytics, Ticketsolve box office system, surveys, and effective data capture at many events. This has produced a coherent picture of where audiences are coming from.

Figure 1: Overall Breakdown of Unique Customers



By manually interrogating the postcode data for Belfast and employing the NI Multiple Deprivation Measure 2017 per Super Output Area (NI Statistics & Research Agency), we can see how the festival is reaching areas of high deprivation. In terms of the top 100 most deprived areas, this accounted for 18% of Belfast unique bookers and 33% of Belfast audience (tickets), reflecting our work with schools in these areas. See figures 5 and 6.

The Delegate Programme welcomed 33 delegates (9 International, 5 from ROI, 13 from UK, and 6 from NI). These delegates each attended 10-15 events as part of a planned itinerary.

Figure 2: Total Belfast Tickets Geo-Data Breakdown

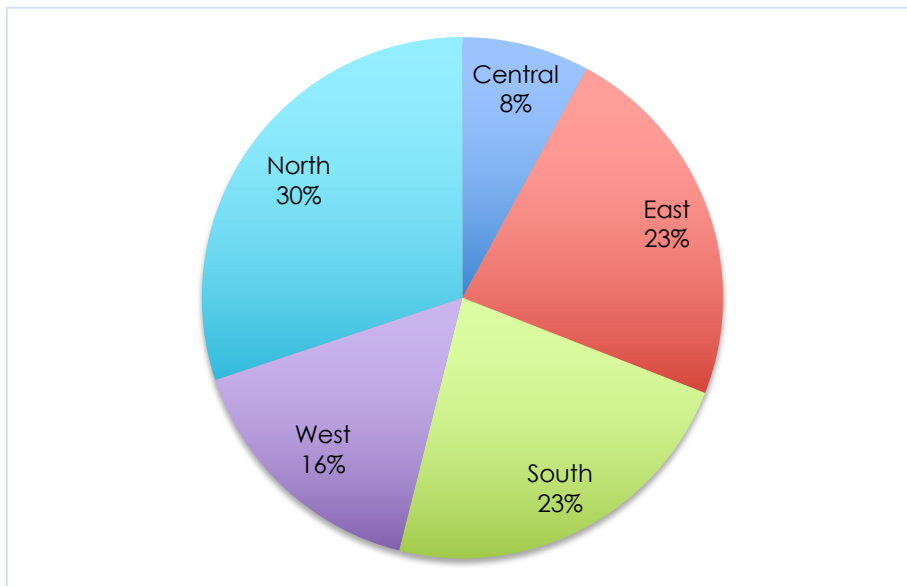
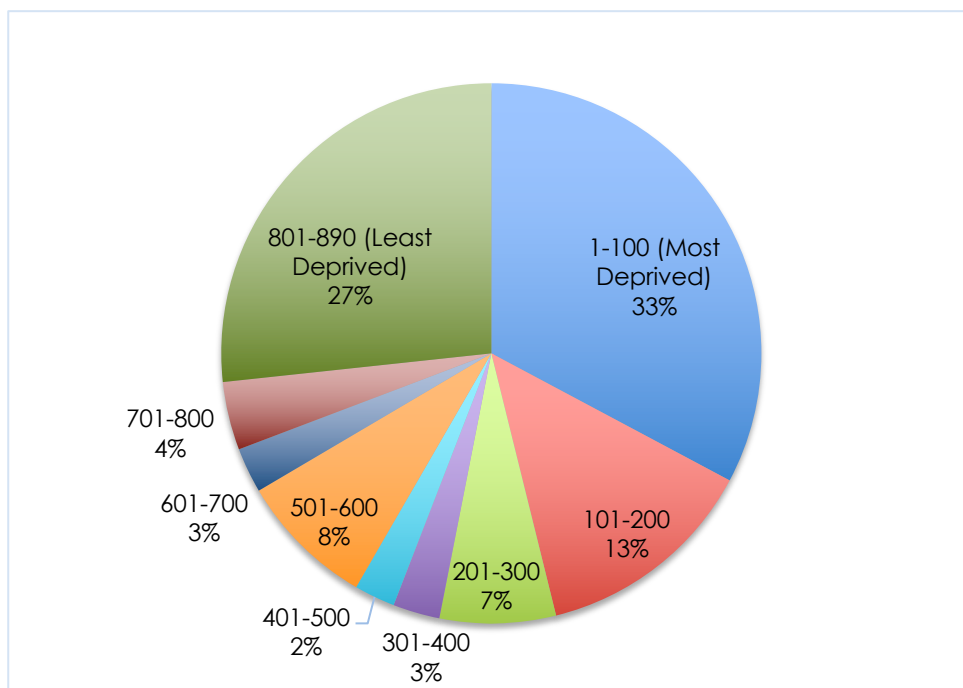


Figure 3: Postcode Deprivation Scale breakdown for Belfast tickets (based on NI Multiple Deprivation Measure per Super Output Area, NI Statistics and Research Agency)



Within its planning for BCF20, Young at Art will continue to look at how to improve its capture of accurate and usable data to support evaluation and audience development/growth.

Appendix 7: Media & Online Analysis

The 2019 festival campaign received 59 national and regional features across print, 116 broadcast items on radio and TV, and 77 online articles that largely contributed to the success of the event. We engaged NIMMS, a media-monitoring agency, from January to March 2019, who calculated the equivalent advertising value for print and commercial broadcast media at £153k.

Of note was securing a Media Familiarisation visit (supported by Tourism NI) with Trine Jensen, a journalist with herfamily.ie (750k reach ROI), and an extremely positive piece from Roisin Ingle, Irish Times, about why Belfast should be on everyone's radar for visiting immediately. This highlights a growth in interest from ROI and potential to explore a campaign to encourage family day trips and overnight stays in 2020.

Publicity

Strategic partnerships, in-kind marketing support, and partnership investment from Arts & Business NI allowed Young at Art to further its advertising spend and reach in 2019.

- Destination CQ BID provided marketing and publicity in-kind support comprising press release to business press announcing partnership, various blog articles, and inclusion in social media channels
- Marketing in-kind support from Translink comprised 6-sheet and poster sites across their network in Northern Ireland.
- The 2019 festival received an estimated £4k in-kind support from media partner NI4Kids, including Homepage takeover of NI4Kids website, online adverts, editorial features, competitions, and bespoke e-zine to 20k subscribers.
- BCF19 received £6.5k in-kind support from media partner, Q Radio, including additional adverts, a week-long competition on Q Breakfast, studio interview, outdoor broadcast including street team promotion, and social media.
- We maintained a healthy share of 'Rest of NI' bookers at 35%, and increased Out-of-State bookers to 8% (a 2% increase), attributed to the reach of this campaign.

Online Analysis

- In the period Apr 18- Mar 19, the Young at Art website received 25,807 users, totalling 105,863 page views. From 12 November 2018 to 17 March 2019 (ie. from the early release shows going live on 13 Nov to the end of the Festival), the website received 61,288 page views.
- Acquisition of users: 41% arrived via Organic Search, 28% arrived Direct, 21% arrived via Social Media (Facebook, Twitter and Instagram), and 10% arrived via Referral.
Top 3 referral sites:
 - Visit Belfast
 - Community NI
 - Arts Council of Northern Ireland.
- Increased followers by 7% on Facebook, 5% on Twitter, and 34% on Instagram

- Invested in advertising spend on Facebook, resulting in an extra reach of 78,789, an extra 587 clicks, plus an additional 4245 video views.
- From Jan 2019-March 2019, we achieved 376.6k impressions on Twitter, an increase of 28% compared to the same period in 2018

Forget Brexit, borders and backstops. Let's all go North

Despite the negative portrayal in the media, Northern Ireland is a place full of warmth and wit

Are we there yet?

Róisín Ingle



I love Northern Ireland. And because I'm very fond of the place I've been feeling a little annoyed on Northern Ireland's behalf lately. In the not too distant past, the whole population was unfairly tarred with the same Troubles brush. The unfairness continues these days as Northern Ireland gets mentioned mostly in tedious Brexit dispatches, the whole place cast as a beleaguered backstop of backstops and borders and potential sandwich shortages.

When many people think of Northern Ireland these days, they think – and not fondly, it has to be said – of Arlene Foster and the DUP. They think of Stormont, a building packed to the rafters with frustrated civil servants in search of a government. (In what is a world record, Northern Ireland last now gone 717 days without a government. But the politicians all still get paid and have cost the taxpayer over €9 million since Stormont was suspended. “It’s demoralising,” says my civil servant friend.)

And when people think of Northern Ireland they also think of certain British politicians Mogsplaining endlessly about the impact of Brexit on the actual real lives of those who live there.

But, not these in the know will tell you, all of that has nothing to do with the real Northern Ireland. The real Northern Ireland is the raucous place of Derry Girls and the warmth and wit of the late, great Gerry Anderson. It’s the storied land of Van Morrison and your first crush of Yellowman honeycomb. It’s Rathlin Island and Fortnagavle Strand and the Carrick-a-Rède rope bridge which my kids bounce over like goats but which I can only cross very slowly, backwards, on hands and knees.

It’s a place like Belfast, both grand and gritty at the same time, where wandering around shops is a joy not because of the smiles and wily chats with staff who seem always to be falling over themselves to help you out. It’s playing pool in Laverty’s bar and later discovering a great new cocktail bar modelled after a speakeasy. It’s catching a show at the Black Box or the MAC and snuggling on the cobbles in the Cathedral Quarter.

Some of the best, most friendly, greatest-craic people you will ever meet live there. It has some of the most dramatic coastlines on this island and some of the best tourist attractions. And, apart from all that, it’s a brilliant place for children, with the Belfast Giants ice hockey team, a W5 interactive science facility and – case closed – *Game of Thrones*.

So here’s what I think we should all do. We should forget Brexit, backstops and borders. We should take the children in our lives on a magical mystery daytrip or an action-packed overnight to Northern Ireland.

But what will we do when we get there. I hear some of you wonder. I’m so glad you asked because I’ve been doing a bit of research and (I am begg’ring your pardon, please) here are some great things to do with kids in Northern Ireland over the next few weeks. Brexit or no Brexit...

The 21st Belfast Children’s Festival Friday in Westieside, March 8th-12th
Belfast Children’s Festival is an annual international festival for children aged from zero to 17 and their accompanying adults. Events take place both in and out of school time for schools, groups and families to attend. You can expect a

packed programme of theatre, visual art, music, dance, literature, workshops and talks, guaranteed to inspire joy, creativity and curiosity over the six days, with several world, UK and Irish premieres. The festival is organised by Young at Art, one of Northern Ireland’s leading children’s arts not-for-profit companies and home of the Belfast Children’s Festival. A few highlights include:

- **Opening the festival at the festival hub, The MAC, on Friday 8 March. Opening by award-winning Theatre Aramis from The Netherlands explores the challenging subject of the effects of conflict and the chaos that this has on people and their surroundings and, ultimately, how the human spirit endures. Ages 7 plus.**
- **Remoted** is a funny yet moving and shocking insight into the experiences of a young man sharing his story of life in the care of the State, and will have its world premiere at the festival. For three years, Prime Out Productions and writer Pionnuala Kennedy have collaborated with VOYPC (Voice Of Young People In Care), working with looked after young people across Northern Ireland to explore their experiences. Ages 11 plus.
- **Ponten Pie and El Moe Petit de Tois** from Spain make their Irish premiere with the visually stunning *Loe*. The Loe is a hot, dry wind from Asia and not the other kind of loe. Set around the bow of a sunken boat, in a sea of sand, this production uses evocative music and stunning visual effects, inviting young audiences to explore how this wind can change its surroundings. Ages 2-6.
- Another incredibly powerful performance in *We Come From Far, Far Away* presented by NIE (Norway/UK/Czech Republic), which tells the story of two boys who have travelled alone from Syria to Norway and is based on true stories. Young at Art have designed an accompanying education programme and will be working with 360 schoolchildren in areas where

Syrian families are settling. Ages 10 plus.

■ **Maiden Voyage Dance** return with a new show having enthralled previous festival audiences with *Quarter for 45* Choirs and *Pinet & Effie: The Actors’ Guide to Dance Gone Wrong*, created by world-renowned choreographer Lea Anderson, promises to be a feast for the senses, as dancers attempt to rediscover a thing humans used to do called dancing. Ages 4 plus. For more information see youngatart.co.uk

Tim Peake Spacecraft
The Soyuz TMA-19M descent module is the historic spacecraft that brought Tim Peake back to Earth after his mission to the International Space Station. You can marvel at it by visiting the Ulster Folk and Transport Museum. It’s there until May 11th. Tickets from £6.90.

Game of Thrones Tapestry
Ulster Museum, Belfast, until July 20th
From Winterfell to the Iron Islands, this epic tapestry brings to life the infamous events, locations and story of *Game of Thrones*. (I’ve never watched an episode myself, but I hear it’s quite popular.) Weaving the story from Seasons 1 to 7, the tapestry gives *Game of Thrones* fans the perfect chance to reminisce over all the action that led to the finale of Season 7, with further panels depicting the story of Season 8 due to be added in June 2018.

Designed by hand but woven by a state-of-the-art machine and hand-finished in Northern Ireland, the linen used to form the background of the tapestry has been sourced from Fergusson’s Irish Linen, one of the last surviving linen mills in Northern Ireland. Admission is free. For more see mmn.com.

Derry Walls 400
Next month will mark the 400th anniversary of the completion of the famous Derry Walls. A vibrant programme for

■ The real Northern Ireland is the raucous place of Derry Girls and the late Gerry Anderson. It’s the Carrick-a-Rède rope bridge and *Game of Thrones*

this significant heritage-led anniversary has been developed with musical ensembles, dance audio plays, historical and contemporary exhibitions, symposiums, films, living archaeology demonstrations and workshops, visual art exhibitions and more. This celebration will provide a great opportunity for visitors to experience the Walled City at its very best. Events include *Locky Morris – Walking the Walls* exhibition (March 1st-29th at the Verbal Arts Centre), Walled City Market (Saturday March 2nd & Sunday April 9th at Guildhall Square), Spring Carnival (March 16th-17th). For more see walledcity400.com

Where to eat?
I thought my boyfriend’s mum Queenie and his sister Caroline to James Street South for a mini-bert party recently – Caroline is getting married soon. This great restaurant is currently offering a pre-theatre menu (Mon-Fri, 4.30-6.30pm), priced at only £19.50 (£22.50) for two courses, or £24 (£27.50) for three. We all recommend the baked Alaska which the kids will love. jamesstreet3.com

Where to stay?
One of the city’s newest places to stay the AC Hotel Belfast, opened on Belfast’s waterfront only last April. There are gorgeous views of the river Lagan and it’s just a stroll to the Cathedral Quarter, so it’s the perfect base for a weekend exploring Belfast. There’s a great deal on Sunday nights, where you can get a room for only £35 (£40.27) when you spend £75 (£95.28) in Novelli at City Quay. Jean-Christophe Novelli’s first restaurant in Ireland. marriott.com

Appendix 8: Print & Promotional Collateral

PRINT

- 10,000 Highlights Flyers, distributed around Belfast from 13 November 2018, and at YAA Events agency bookings
- 15,000 Programme brochures (Distributed to family friendly venues, retail outlets, cafes, visitor attractions, libraries, leisure and community centres, cafes, restaurants and hotels across Belfast City Centre and the Greater Belfast surrounding suburbs. Plus NI wide distribution to all Libraries NI branches and Translink stations across network.
- 200 x Launch Invites
- 75,000 print run takeover of February 2019 edition of NI4Kids (Distribution province-wide in family friendly venues and in school bags. 160 k readership)
- 6 x Festivals Forum Flags
- 4 x teardrop flags
- 150 x A3 posters
- 1x A0 Poster
- 10 x A2 Posters
- 4 x A1 posters
- 4 x A1 posters inSPIREd schedule
- 2000 x A4 inSPIREd schedule and map
- 2000 x A4 folded to A5 HOME exhibition toolkit
- 1000 x A6 Feedback Postcards
- 4 x Pop up stands
- 70 x T-shirts (for Event Managers & Volunteers)
- 130 x Stamped YAA Tote Bags for artists and delegates
- 2000 YAA Stickers
- 33 x Launch Goody Bags

Outdoor Advertising

9 billboard sites, 10 Adshel Live sites, 4 Adshel Mall sites

Type	Site Address	Cycle 4 (11/2/19- 24/2/19)	Cycle 5 (25/2/19- 10/3/19)
Billboard	21-27 CORPORATION ST BELFAST (LIT) *	x	
Billboard	MILLFIELD/SAMUEL STREET (LIT)	x	
Billboard	340-354 ALBERTBRIDGE ROAD (LIT)*	x	
Billboard	HD 242 NEWTOWNARDS ROAD (LIT) BELFAST	x	
Billboard	HD 48-48 ORMEAU ROAD BELFAST (LIT)		x
Billboard	61-67 GT VICTORIA ST (LIT)*		x
Billboard	85 Castlereagh Road	x	
Billboard	276 Shankill Road	x	
Billboard	York Street opp Yorkgate Shopping Centre	x	
Adshel Mall	Castlecourt - Royal Ave - Facing Exit	x	x
Adshel Mall	Park Centre - Facing exit	x	
Adshel Mall	Abbeycentre - Central Mall - Facing Ernest Jones	x	

Type	Site Address	Cycle 4 (11/2/19- 24/2/19)	Cycle 5 (25/2/19- 10/3/19)
Adshel Mall	Cityside - Ground Floor @ Main Entrance/Exit		x
Adshel Live	Belmont Road opp Tesco's (o/w)	x	x
Adshel Live	Botanic Ave opp 86 (o/w)	x	x
Adshel Live	Bradbury Place o/s Lavery's (o/w)	x	x
Adshel Live	Bridge St o/s 3	x	x
Adshel Live	Falls Road - Children's Hospital ClB	x	x
Adshel Live	Great Victoria St o/s Gt Northern Mall	x	x
Adshel Live	Howard Street o/s Lesley Buildings	x	x
Adshel Live	Ormeau Rd adj 278	x	x
Adshel Live	Ravenhill Rd / Albertbridge Rd	x	x
Adshel Live	Stranmillis Rd o/s Ashby Buildings (i/w)	x	x

6 x Outdoor Flags (part of Belfast Festivals Forum)

2 x Belfast City Hall
 2 x Queens Quay
 2 x SS Nomadic

24 x Poster sites in Translink Bus and Rail stations around Northern Ireland

- Antrim NIR
- Ballymena NIR
- Bangor Bus and Train x 2
- Botanic NIR x 2
- Carrick NIR
- Coleraine NIR and bus x 2
- GVS NIR x 2
- Lisburn NIR
- Ballymoney NIR
- Central NIR x 2
- Antrim Bus
- Ballymena Bus
- Laganside bus
- Derry Bus
- Newry Bus
- Lisburn Bus x 2
- Newtownards Bus

BROADCAST

Q Radio: 52 x 30 sec adverts
 Q Radio: 1 week long Radio Competition

ONLINE

Regular e-newsletter sent monthly from April to December and fortnightly from January to March to over 7,000 subscribers through Mailchimp

Digital Schools Brochure: - Distributed from September 2017

http://www.youngatart.co.uk/sites/default/files/downloads/YAA_Schools_%20Groups_Brochure_1718.pdf

Digital Festival Brochure:

<http://www.youngatart.co.uk/sites/default/files/BCF18%20brochure.pdf>

NI4Kids website homepage takeover from 1 February to 10 March 2018

2 x Promotional Videos

Highlights: <https://www.youtube.com/watch?v=GDyqZEUC8Fg>

Animation: <https://www.youtube.com/watch?v=1LvmLetkm6s>

Digital Download (Travel Activity Pack):

http://www.youngatart.co.uk/sites/default/files/downloads/TravelActivity_download.pdf

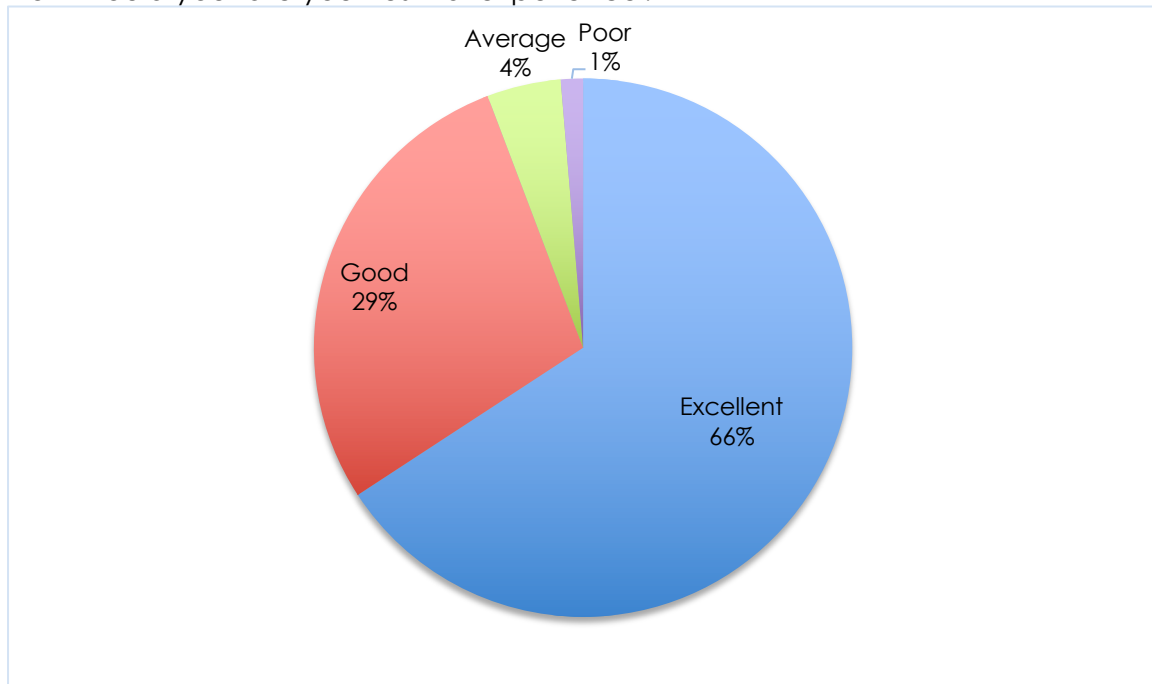
Various MPU banner adverts

Appendix 9: BCF POST EVENT SURVEY RESULTS

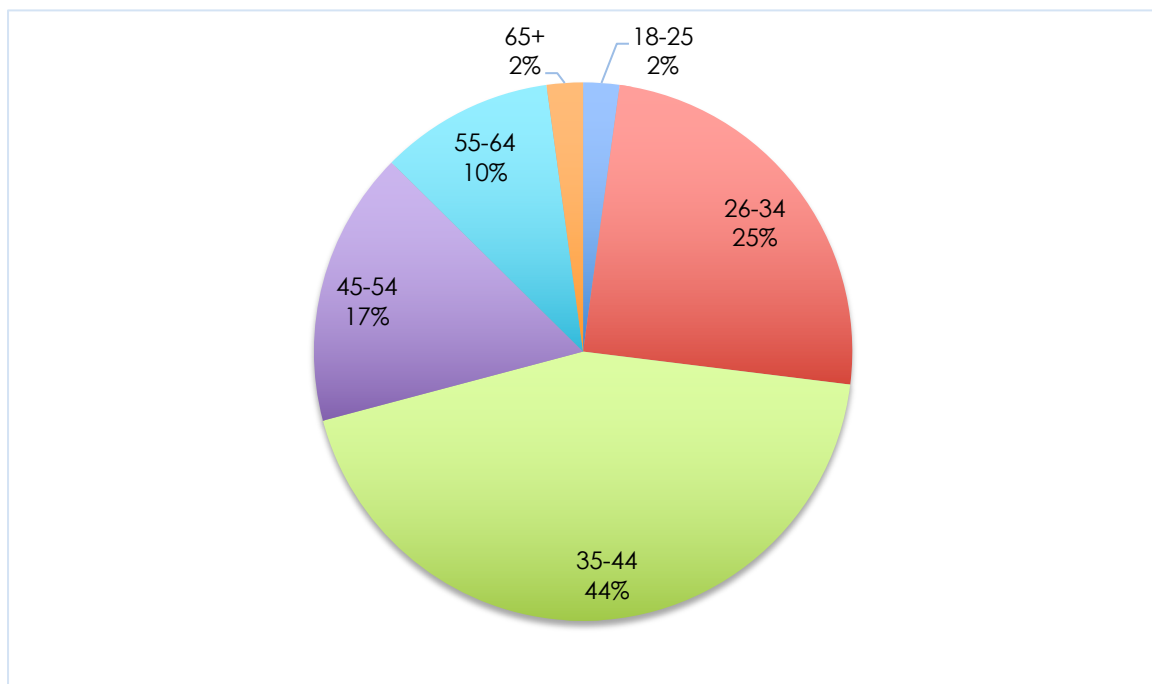
Public Post-Event Survey

The post festival survey was sent to all Ticketsolve bookers who had opted in to be emailed, was a top feature in our e-newsletters (over 7,500 subscribers), and was sent to those who had filled in a postcard requesting audience feedback at events. We received a total of 234 responses. (The following does not include Schools or Delegate feedback).

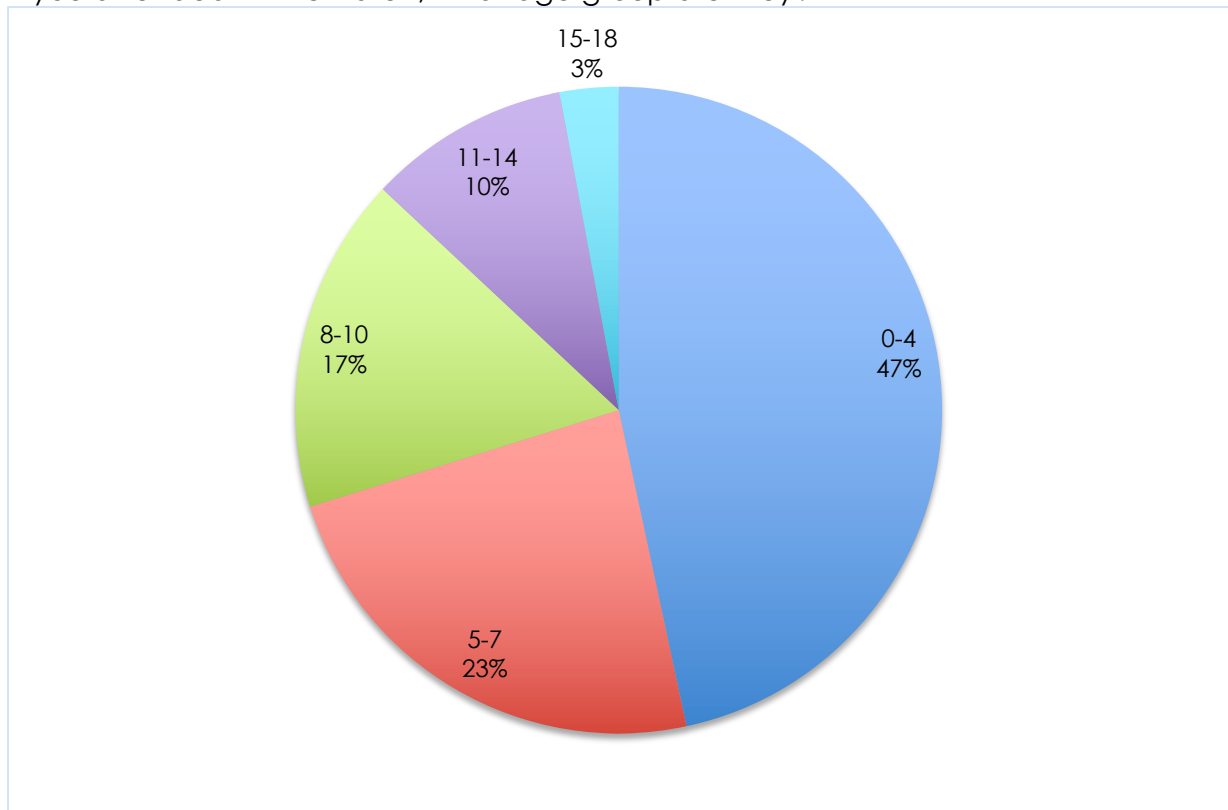
How would you rate your festival experience?



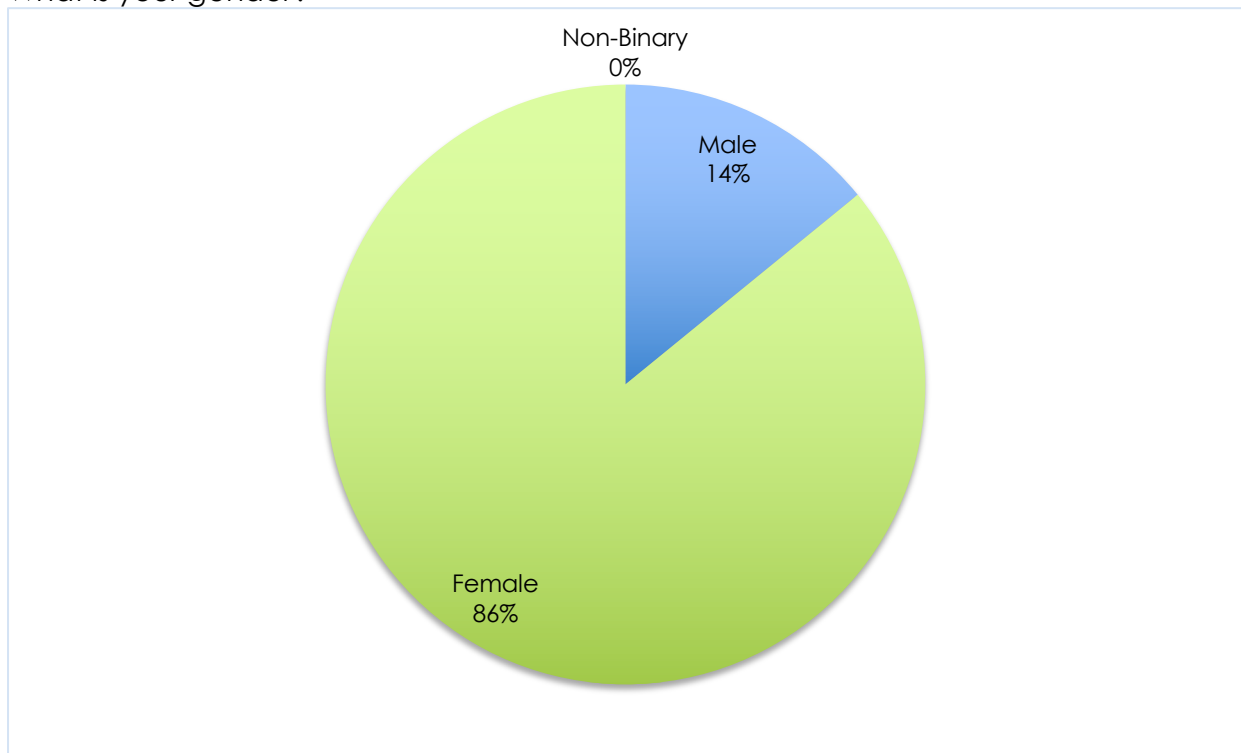
To which age group do you belong?



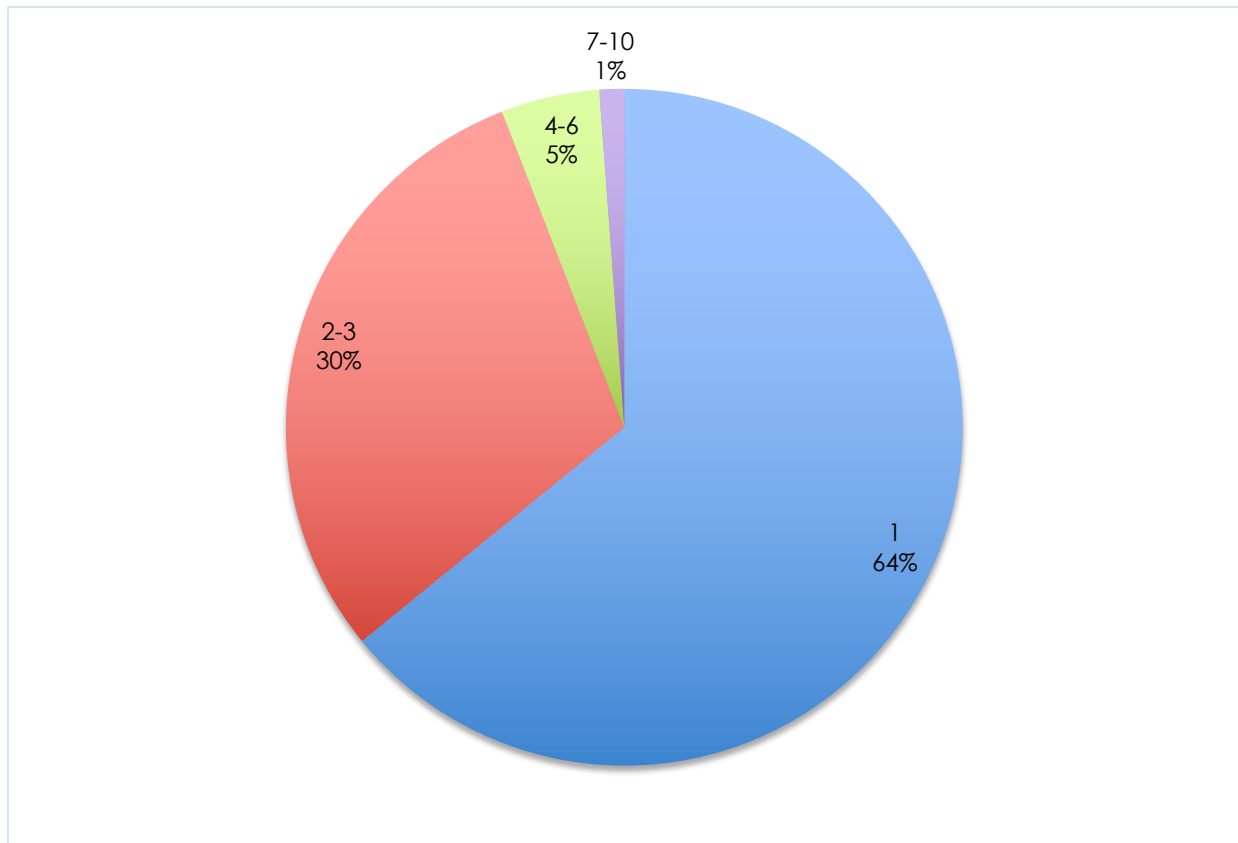
If you attended with children, what age group are they?



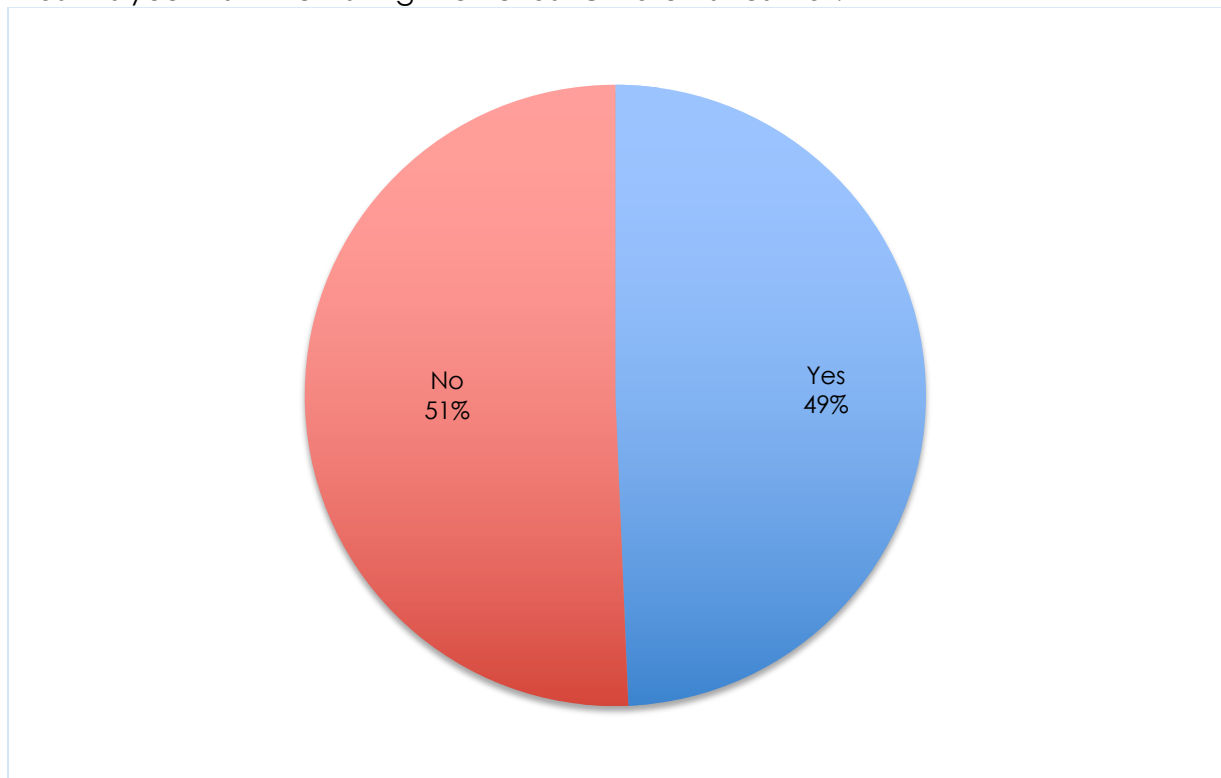
What is your gender?



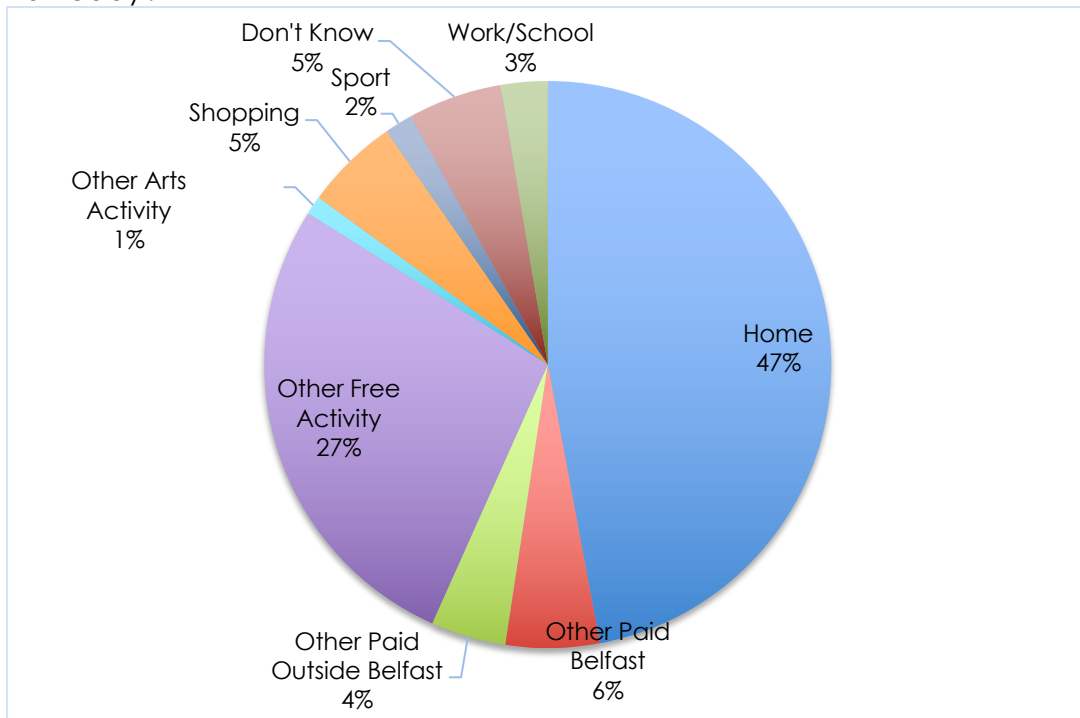
How many shows/events did you attend?



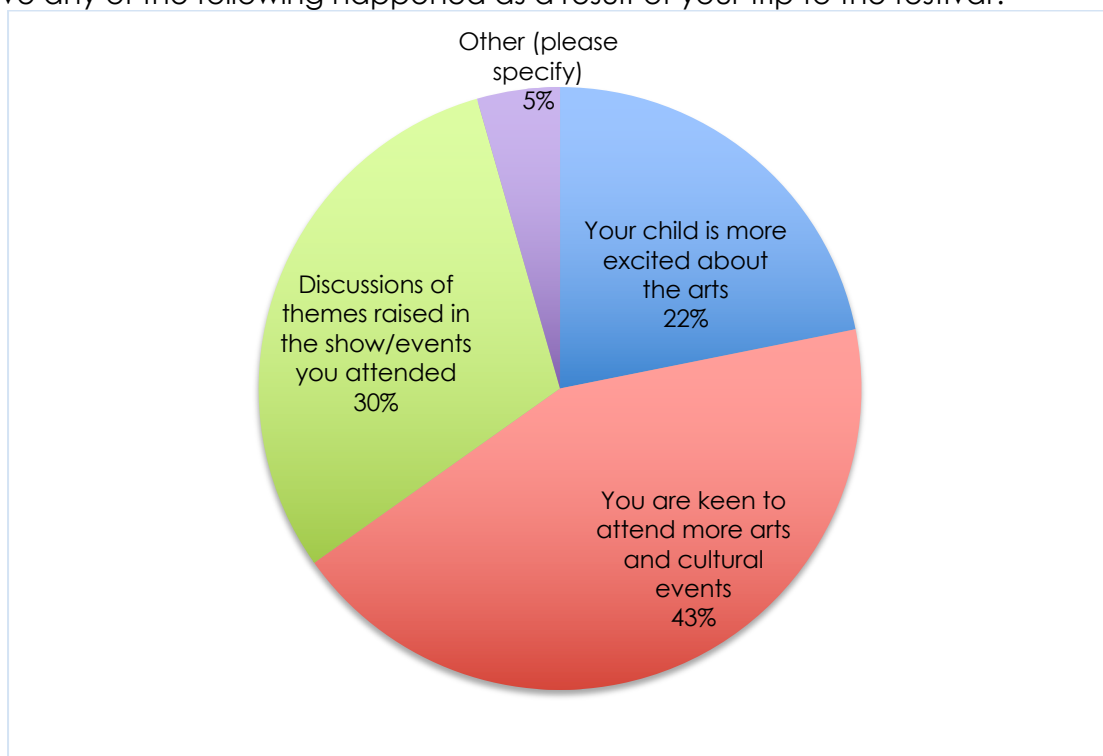
Was this your first time visiting the Belfast Children's Festival?



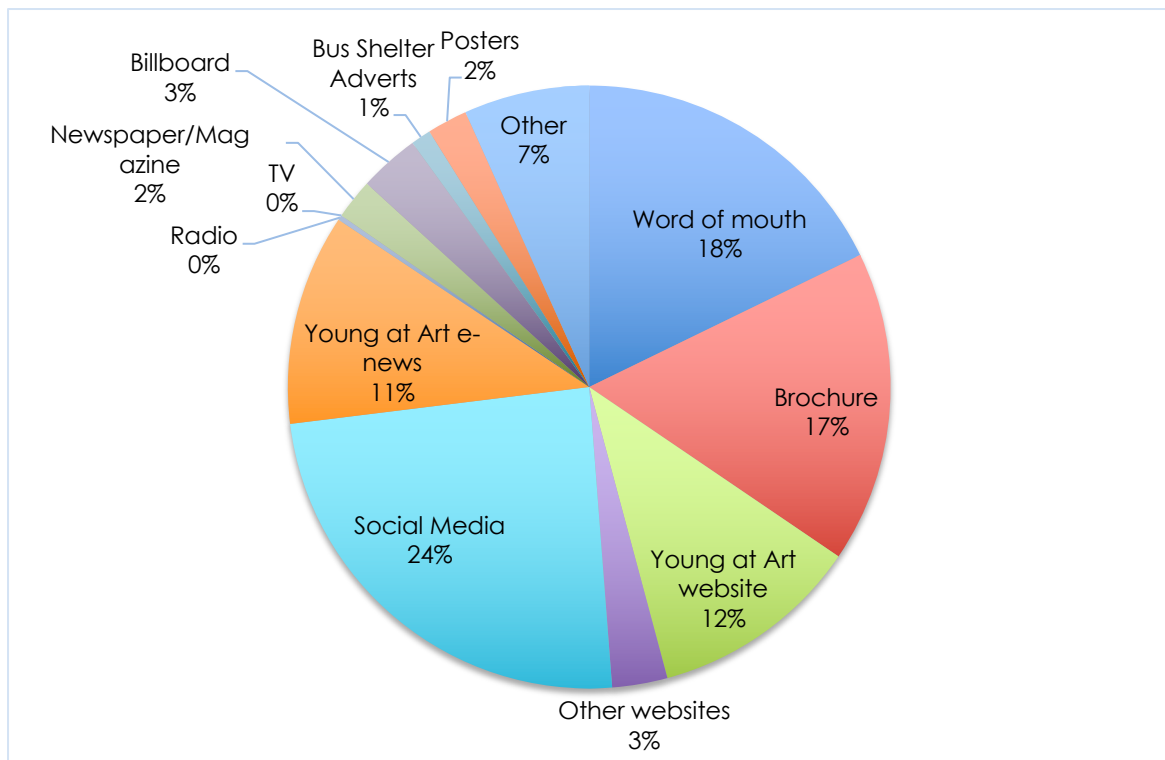
How would you have spent your time if you had not attended the Belfast Children's Festival today?



Have any of the following happened as a result of your trip to the festival?

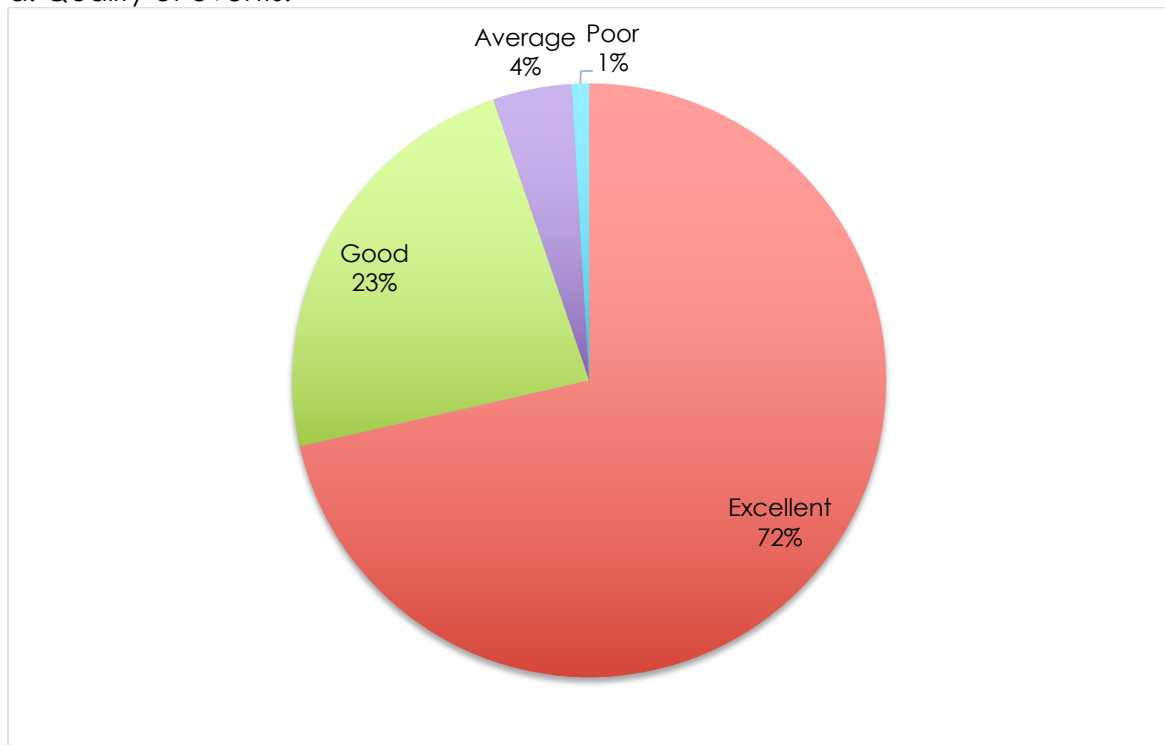


How did you find out about the festival?

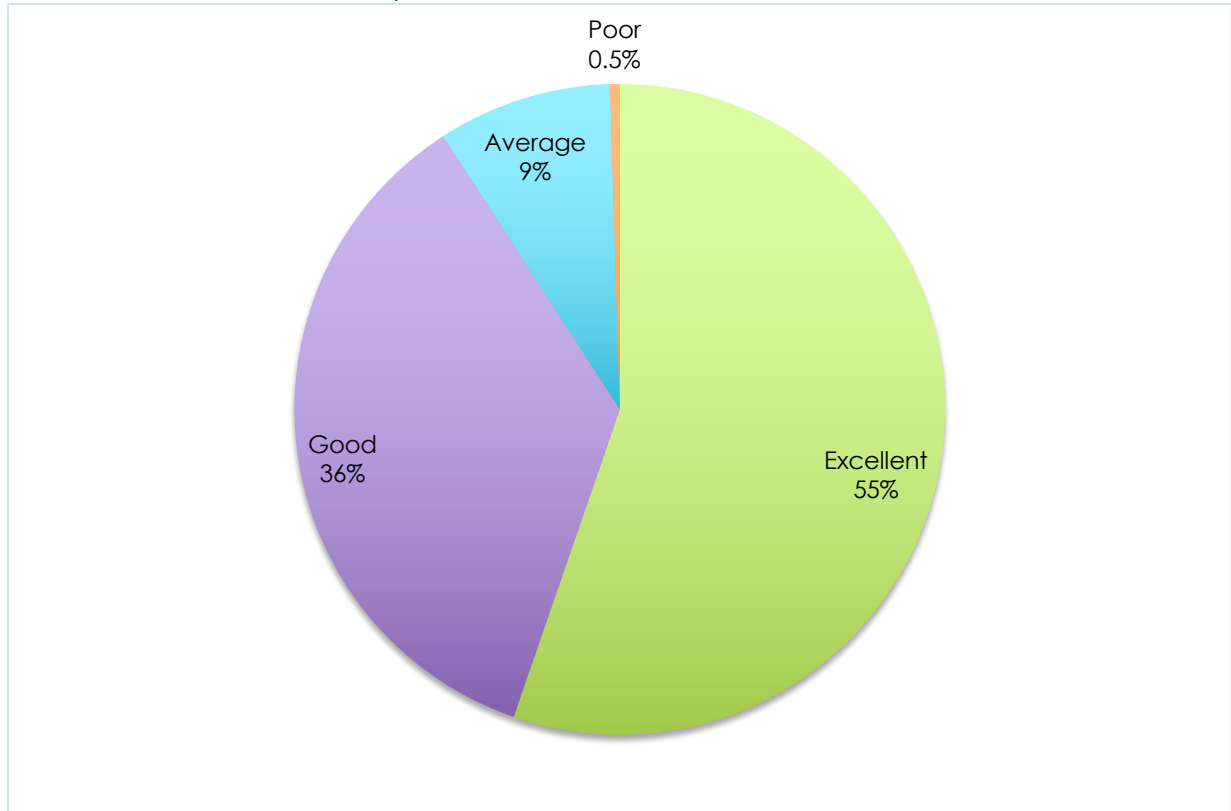


11. How would you rate the following?

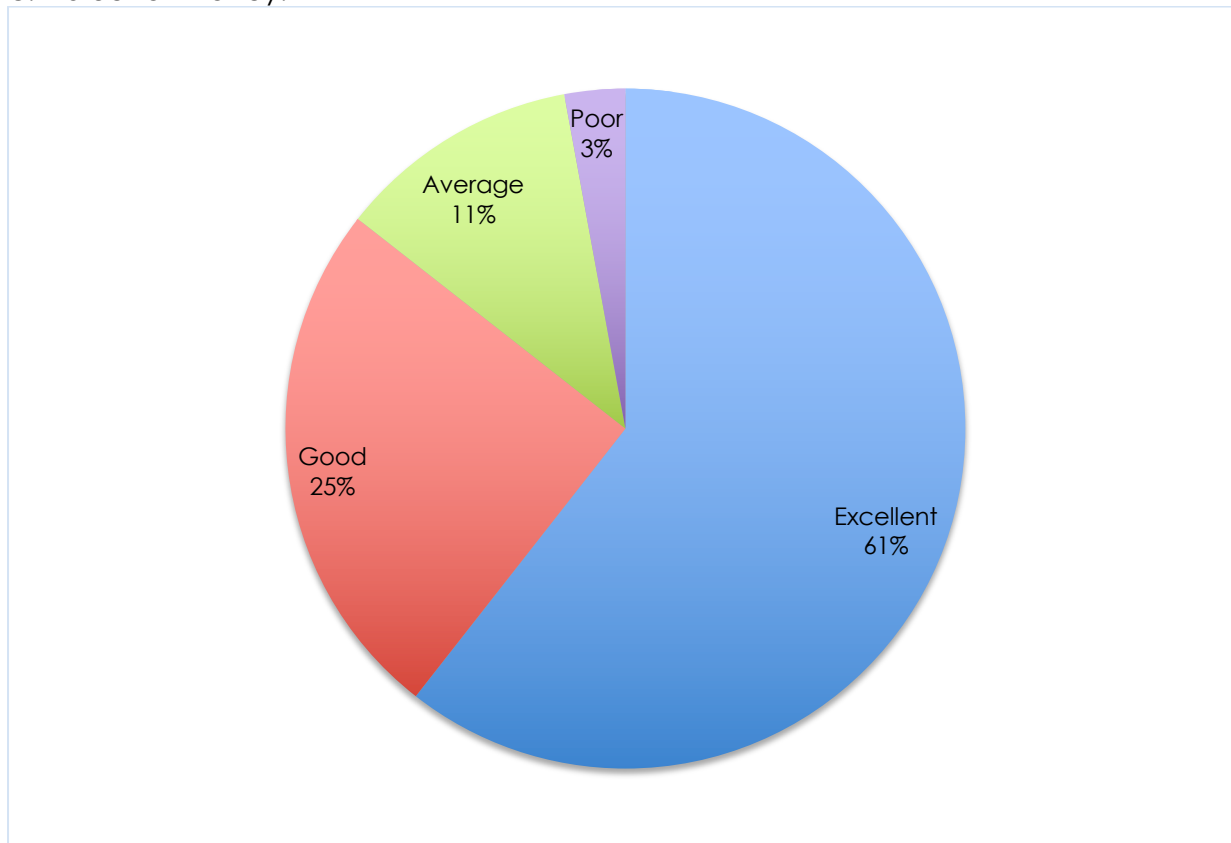
a. Quality of events:



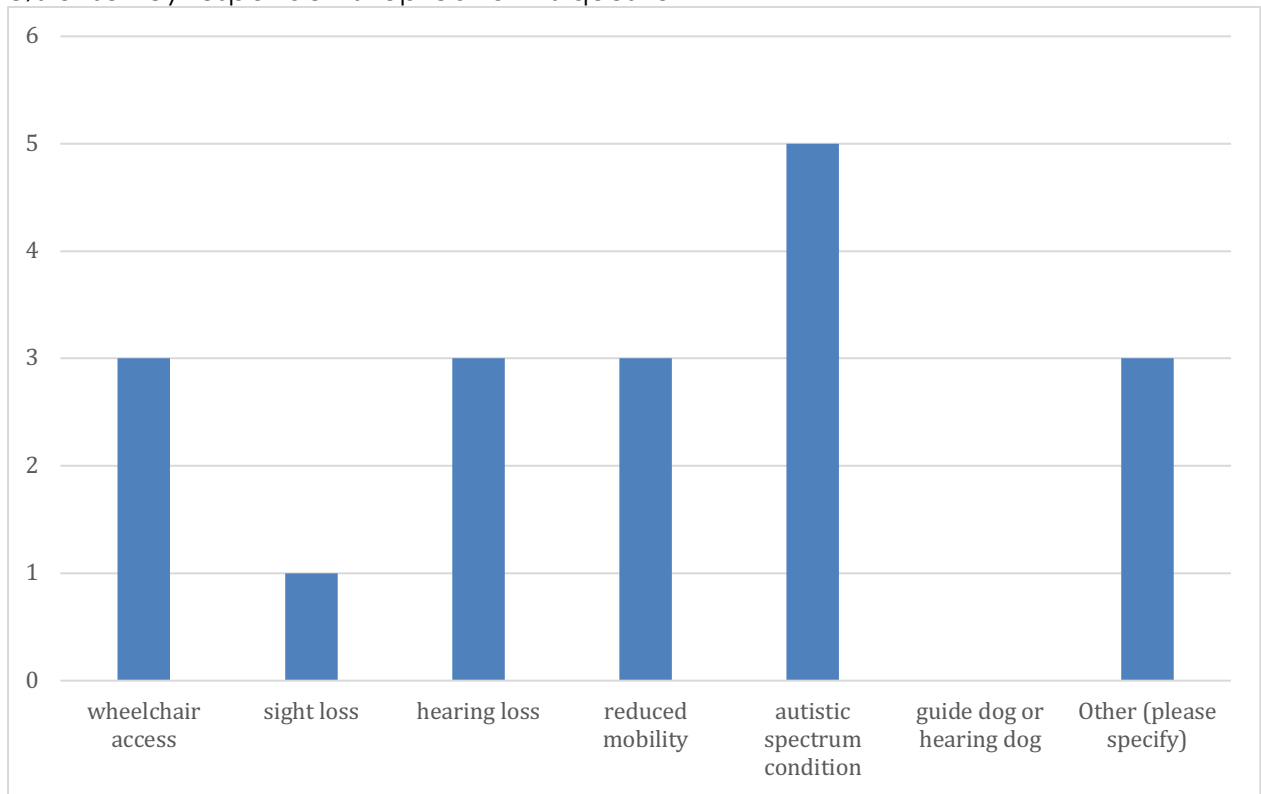
b. Information about shows/events:



c. Value for money:

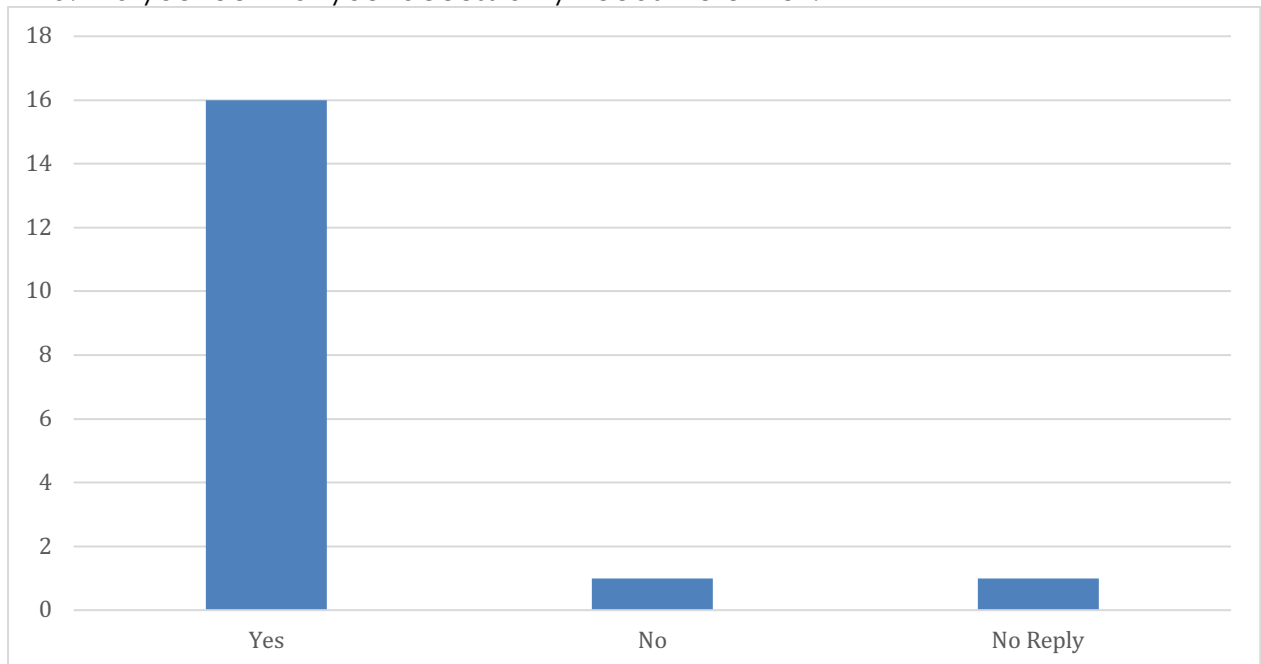


12 a. Did you or anyone in your group have specific accessibility needs?
8% of survey respondents replied to this question



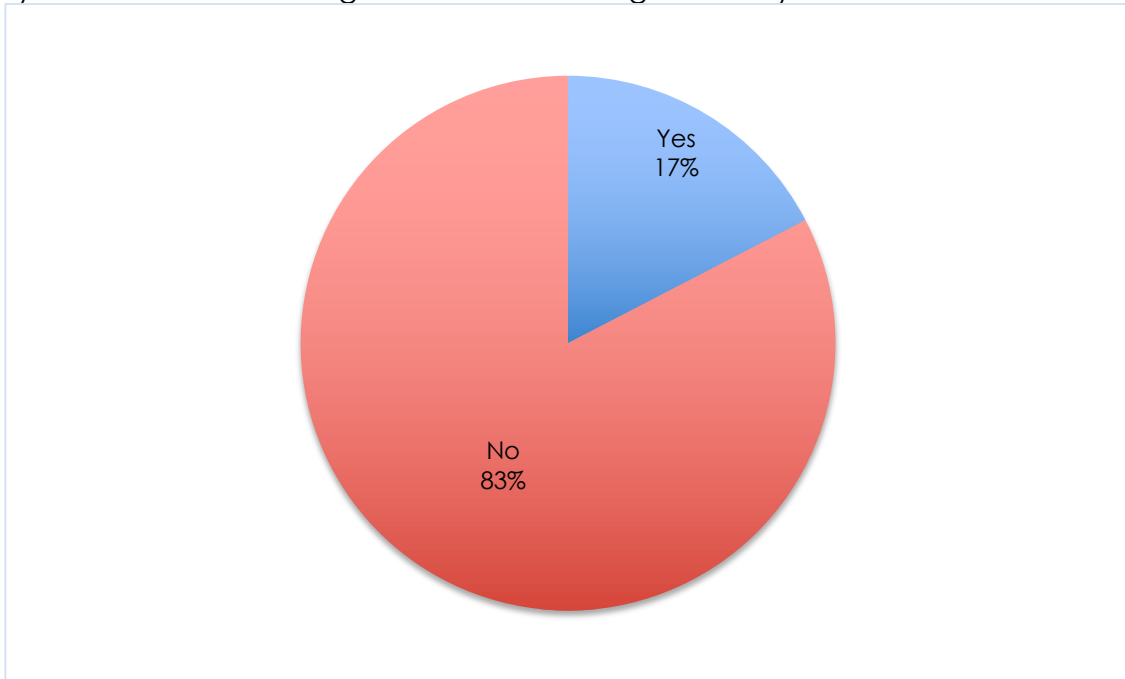
'Other' replies:
User of Chill Out Zone
Moderate and severe learning difficulties
Pram Access

12 b. Did you feel that your accessibility needs were met?

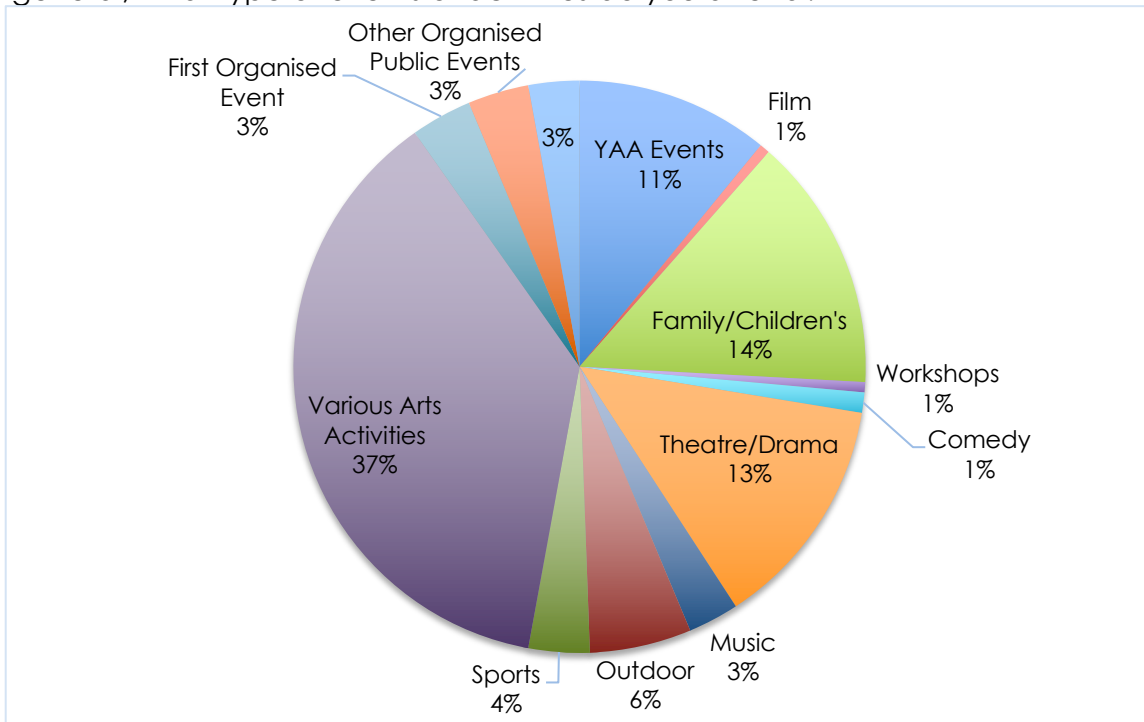


No: A respondent felt that pram access was ok, but not for large prams
No reply: A respondent who indicated that they required wheelchair access didn't reply to this question

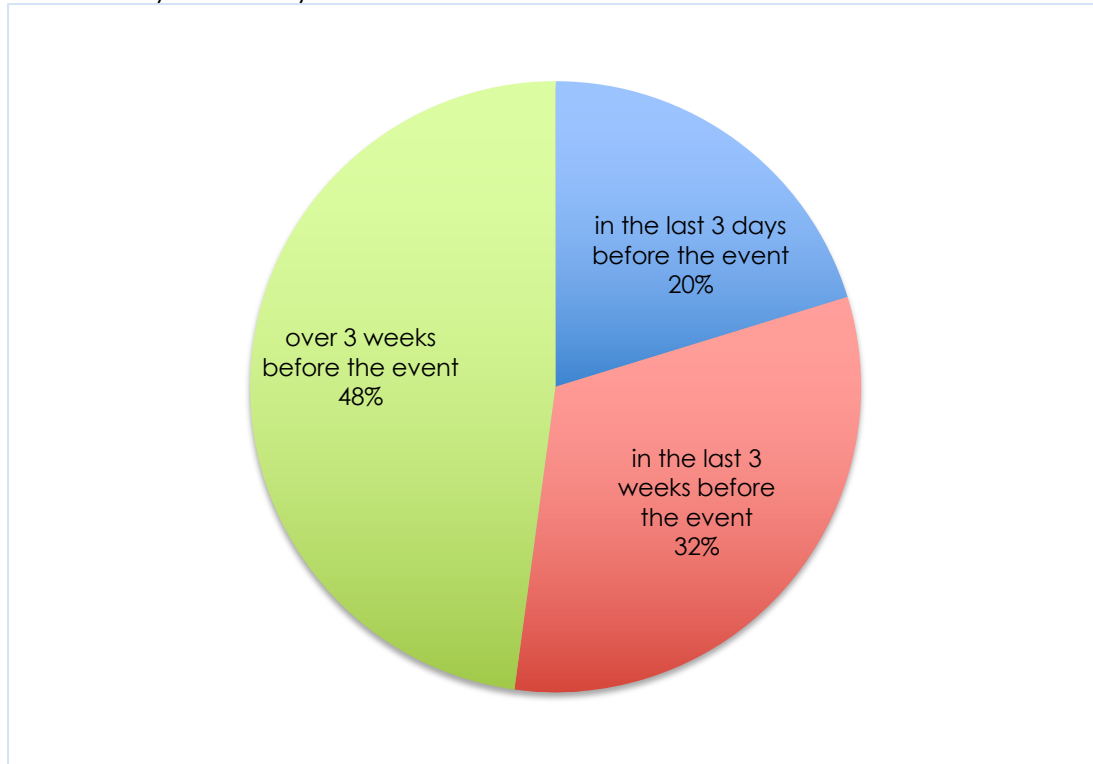
Do you attend other Young at Art events throughout the year?



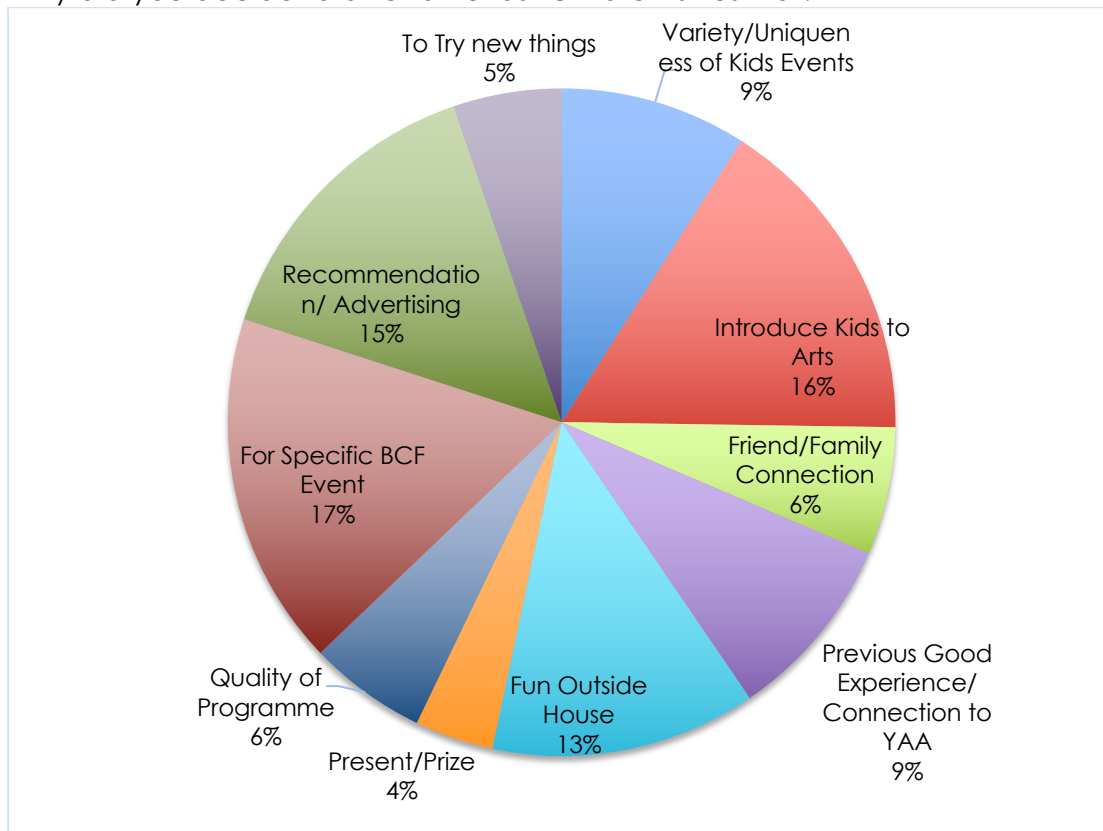
In general, what type of events or activities do you attend?



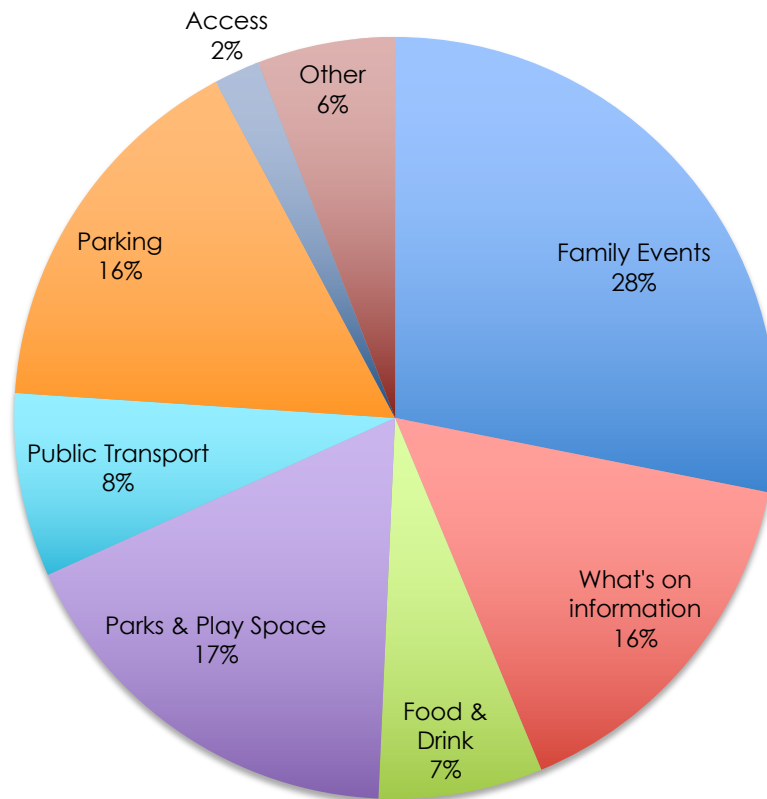
When did you book your tickets for the Belfast Children's Festival?



Why did you decide to attend Belfast Children's Festival?

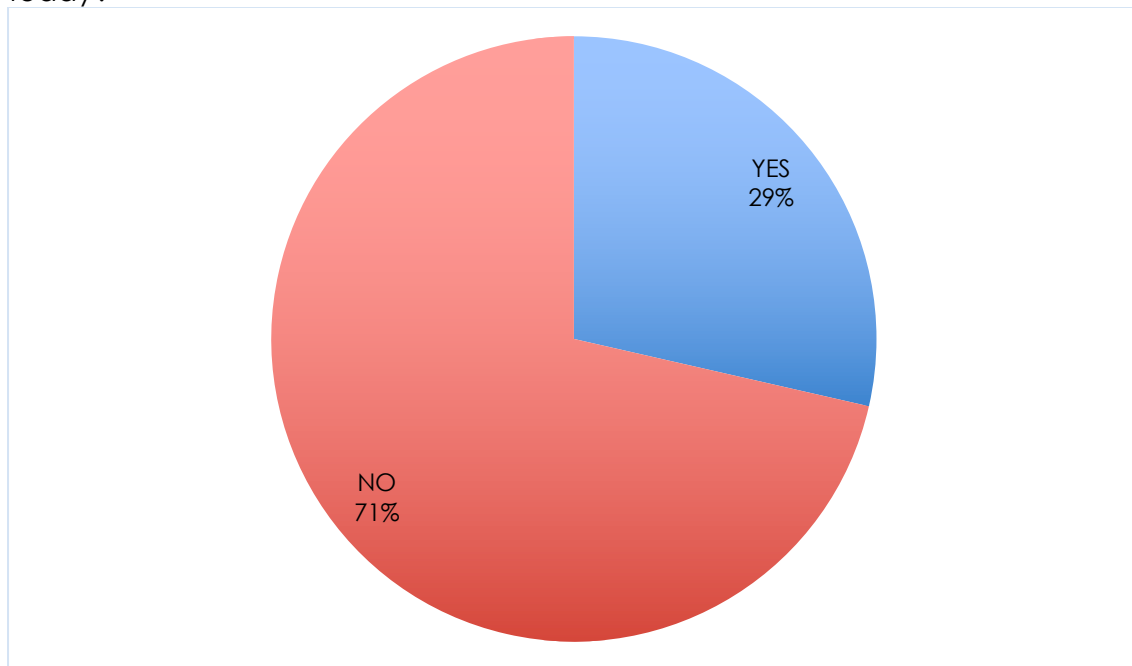


What would improve your experience in Belfast's Cathedral Quarter?

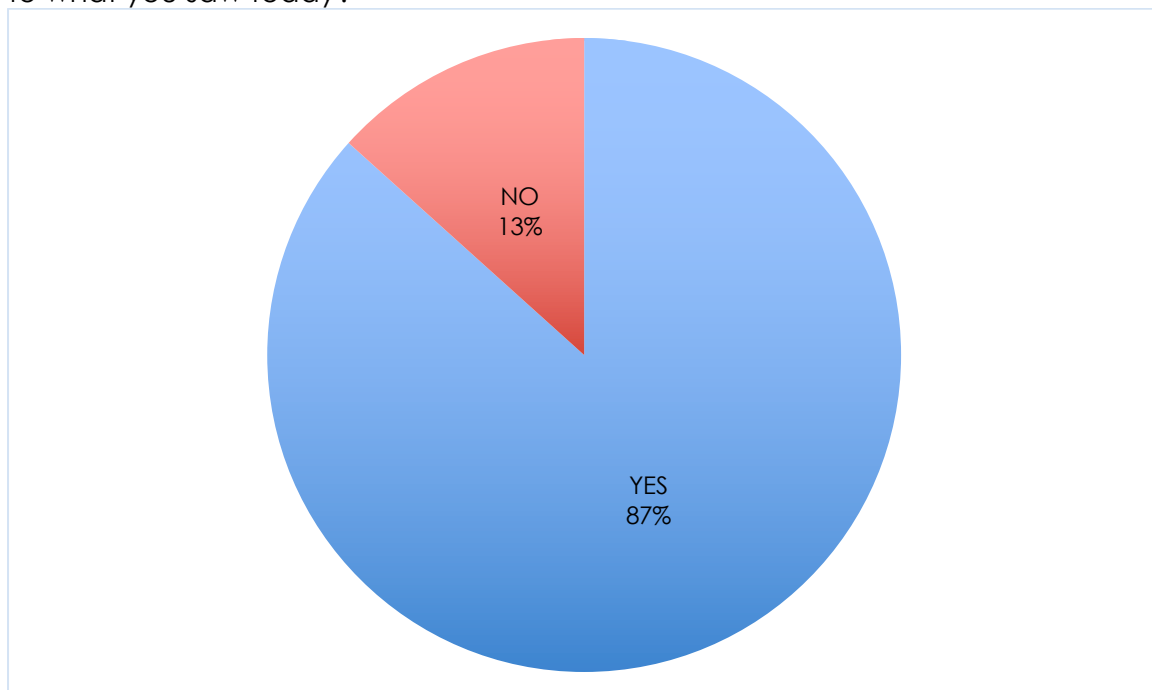


Schools Feedback

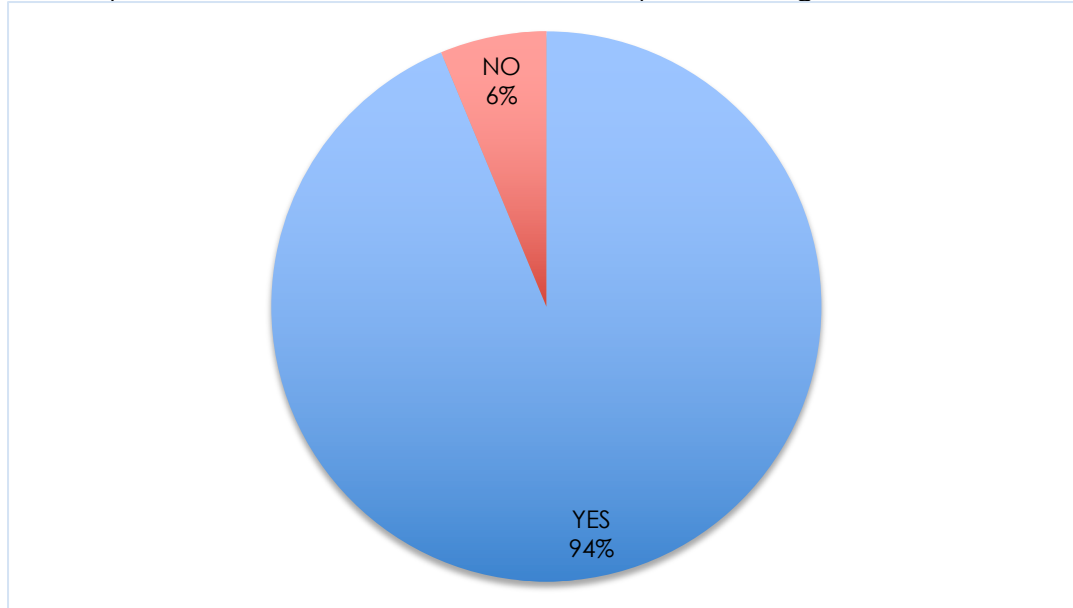
Have you used the Educational Resources made available to you in preparation for today?



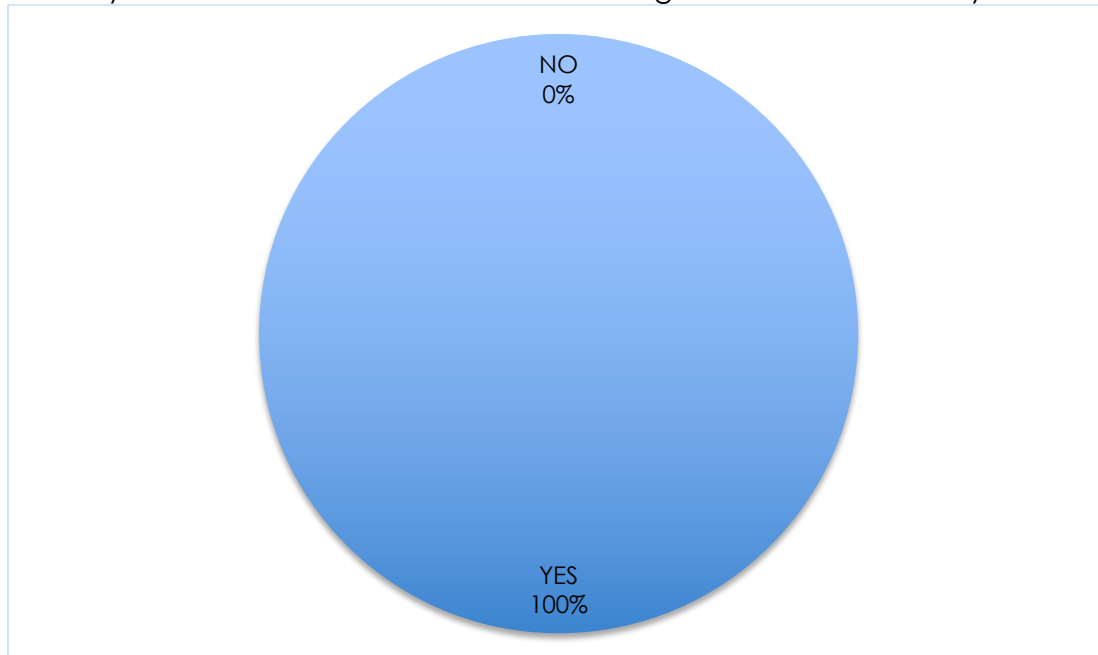
Do you think you will develop additional activities/discussions in the classroom linked to what you saw today?



Would you recommend this festival/show to your colleagues?



Would you attend Belfast Children's Festival again in the future with your class?



Schools Feedback Comments:

"The pre-show workshop engaged all the children and helped to prepare them by letting them explore ways the animals in the story moved, as well as hearing the story"

Hope Nursery School

"I used the powerpoint to prepare the children for the visit – it was very helpful and useful; the children knew exactly what they were going to see" Nettlefield Nursery

"Difficult for SEN – lots of discussion elements" Riverside School

"The children did the pre-performance activities, they loved working as a team"
Holy Cross Girls PS

"The topic was interesting and stimulated discussion which we used for Speaking and Listening activities in the class"
St. Genevieve's High School

"This was a really good experience for the children. This year, the workshop before the theatre visit was particularly well pitched for our children – all were involved and engaged"
Hope Nursery school

"Brilliant experience for all pupils!"
School Riverside Special

"It was different from other usual art performances the pupils would have experienced"
Holy Cross Primary School

"It allows the children to experience visiting the theatre which most of them have probably never done"
Lodge Nursery School Tudor

"Well resourced, inclusive. The facilitators were friendly and worked with the children creating a calm and creative space"
School Cliftonville Primary

"Love that the children avail of an alternative arts experience"
St. Michaels Primary School

"To remind the pupils of other forms of theatre available in Belfast"
Holy Cross Primary School

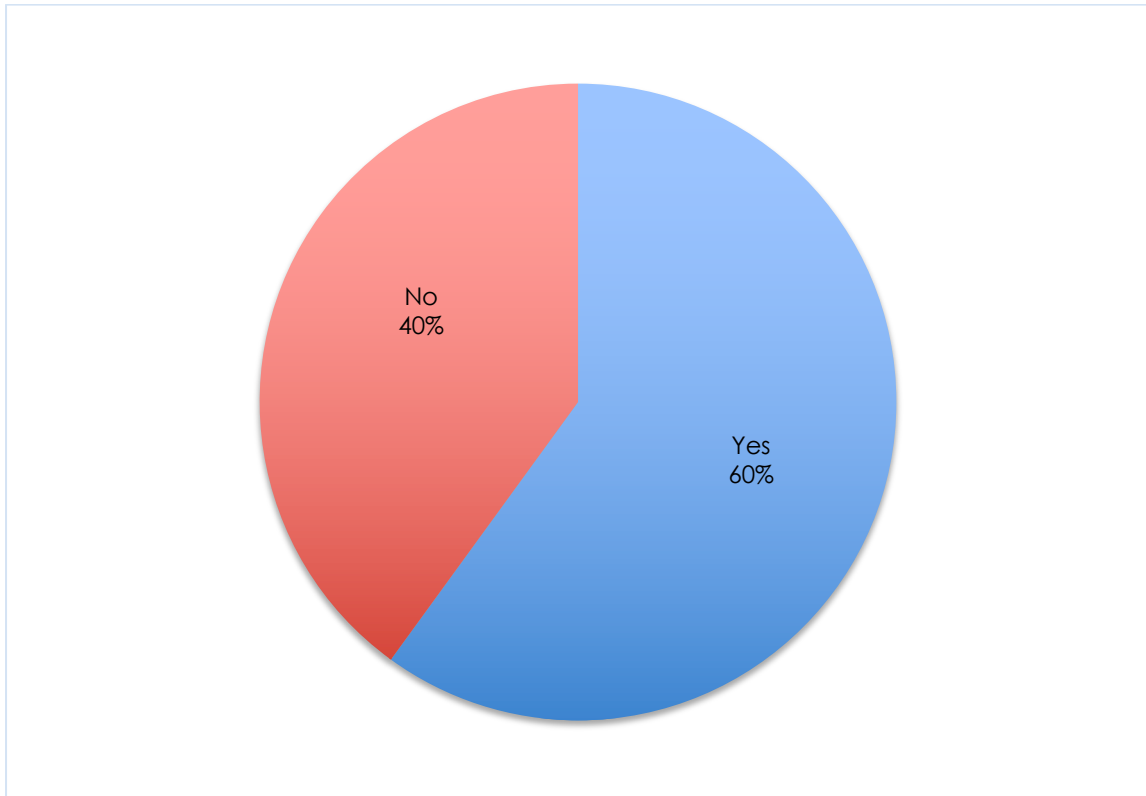
"Highly attentive to needs of SEN and wheelchair users"
School Riverside Special

'Great opportunity for children to experience 'new' things' – Nettlefield Nursery school

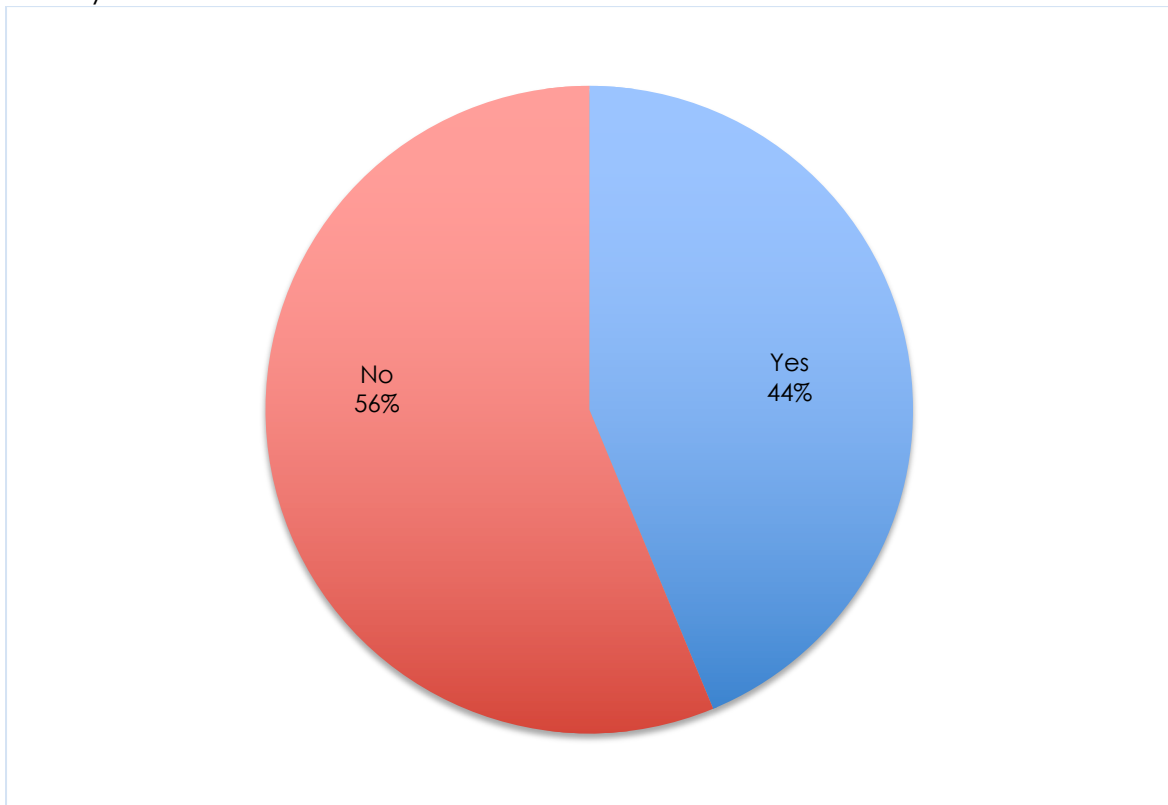
'I wasn't sure what to expect or how the children would react but the show was perfectly pitched' – Cliftonville PS

TYANI SHOWCASE Delegate Feedback

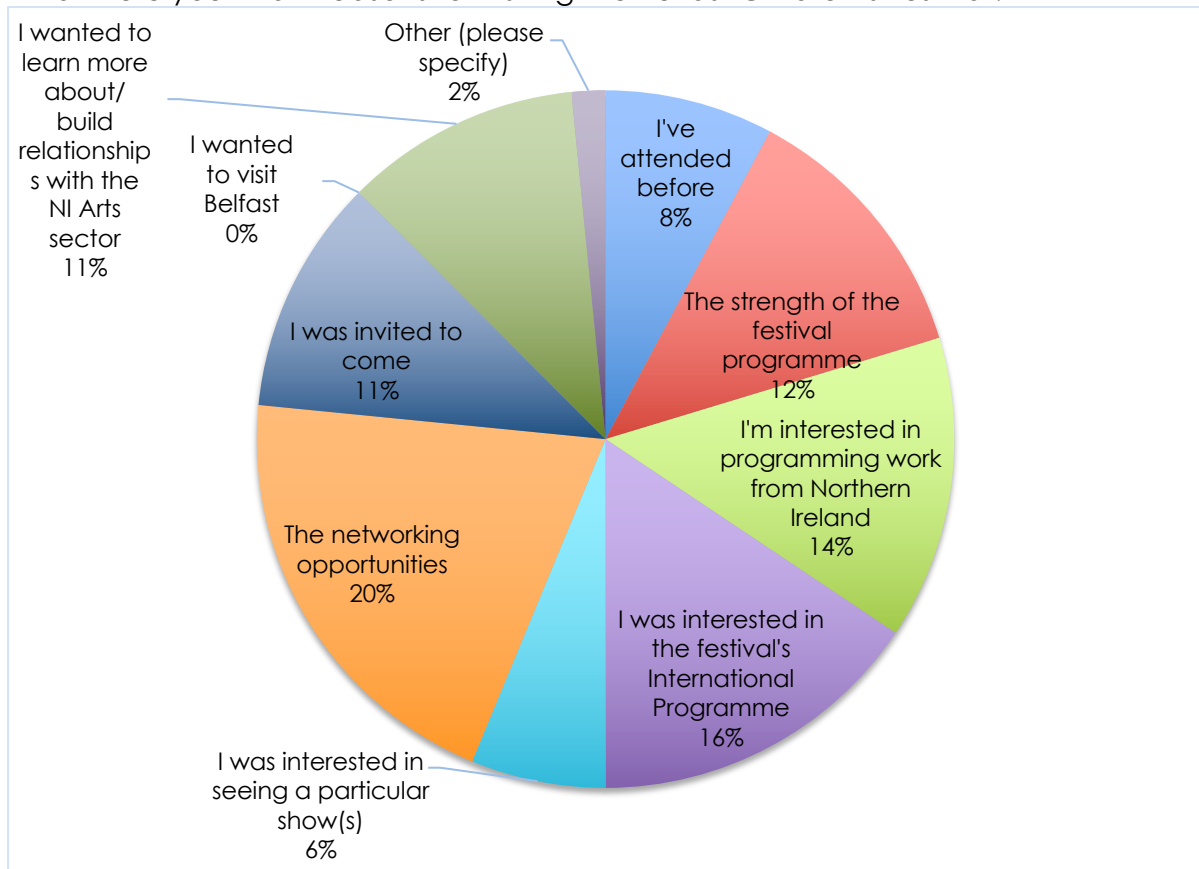
If you are from outside NI, have you visited NI before?



Have you attended a TYA NI showcase or BCF before?

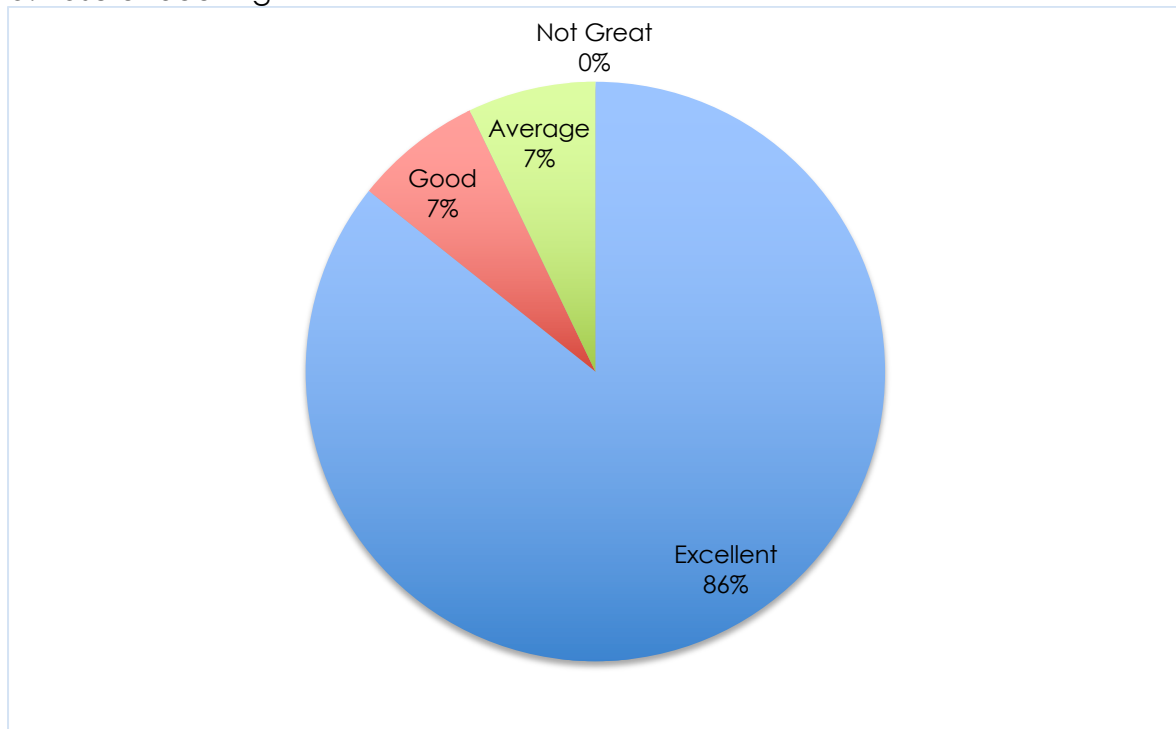


What were your main reasons for visiting the Belfast Children's Festival?

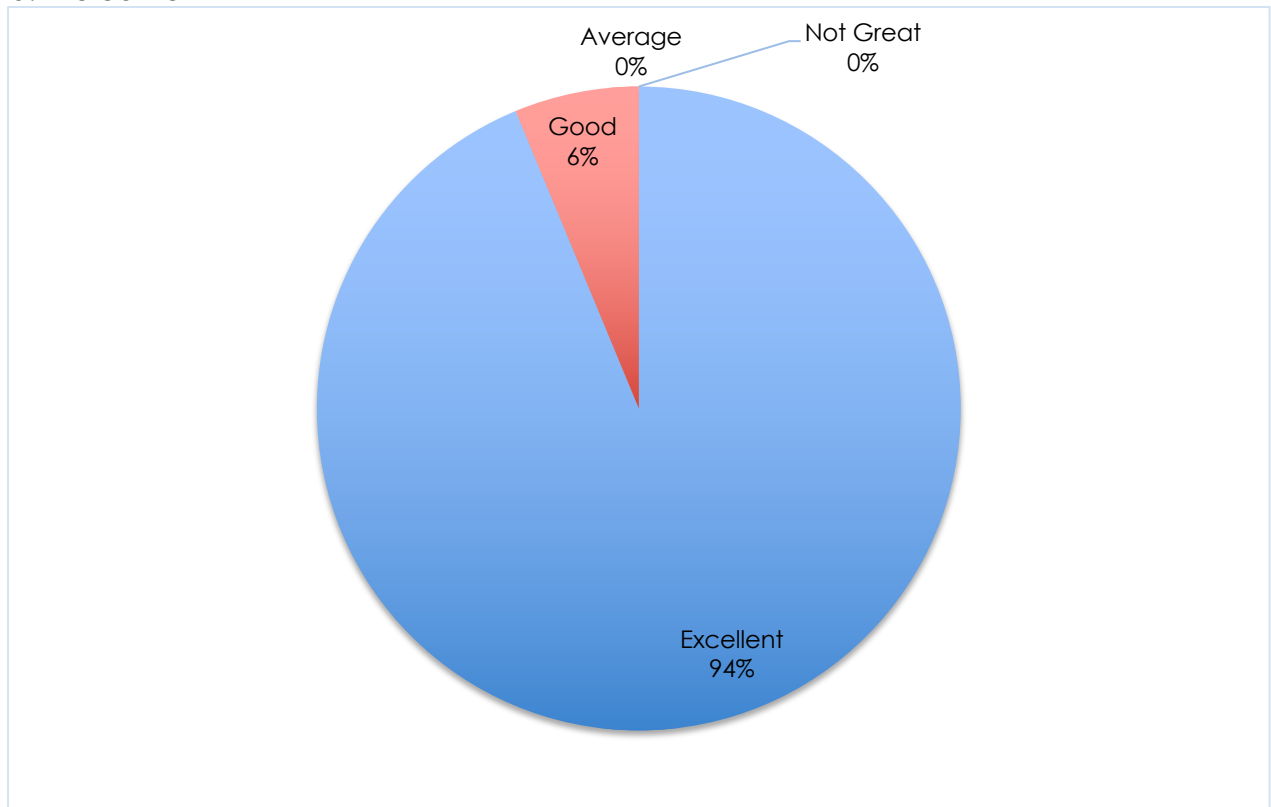


How would you rate the following aspects of the TYA NI Showcase?

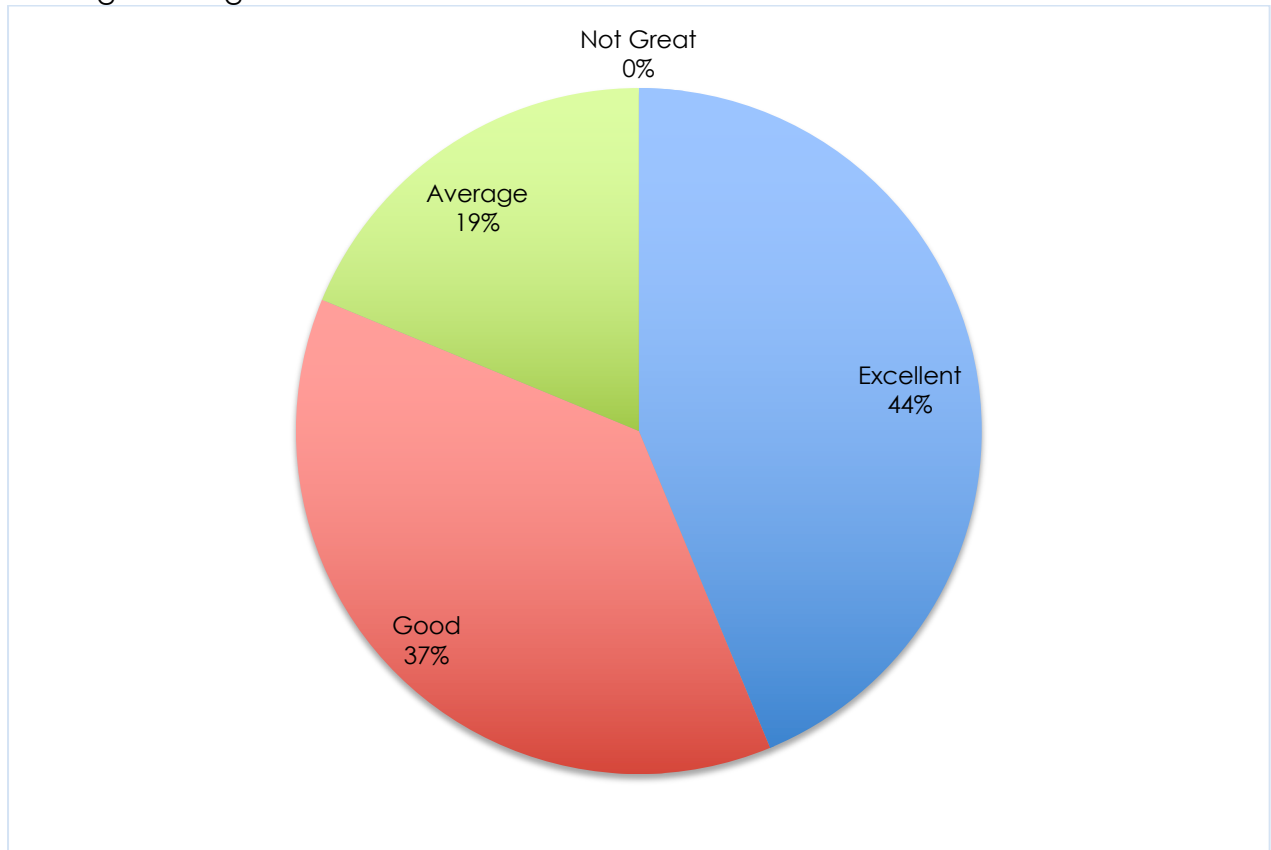
a. Ease of booking



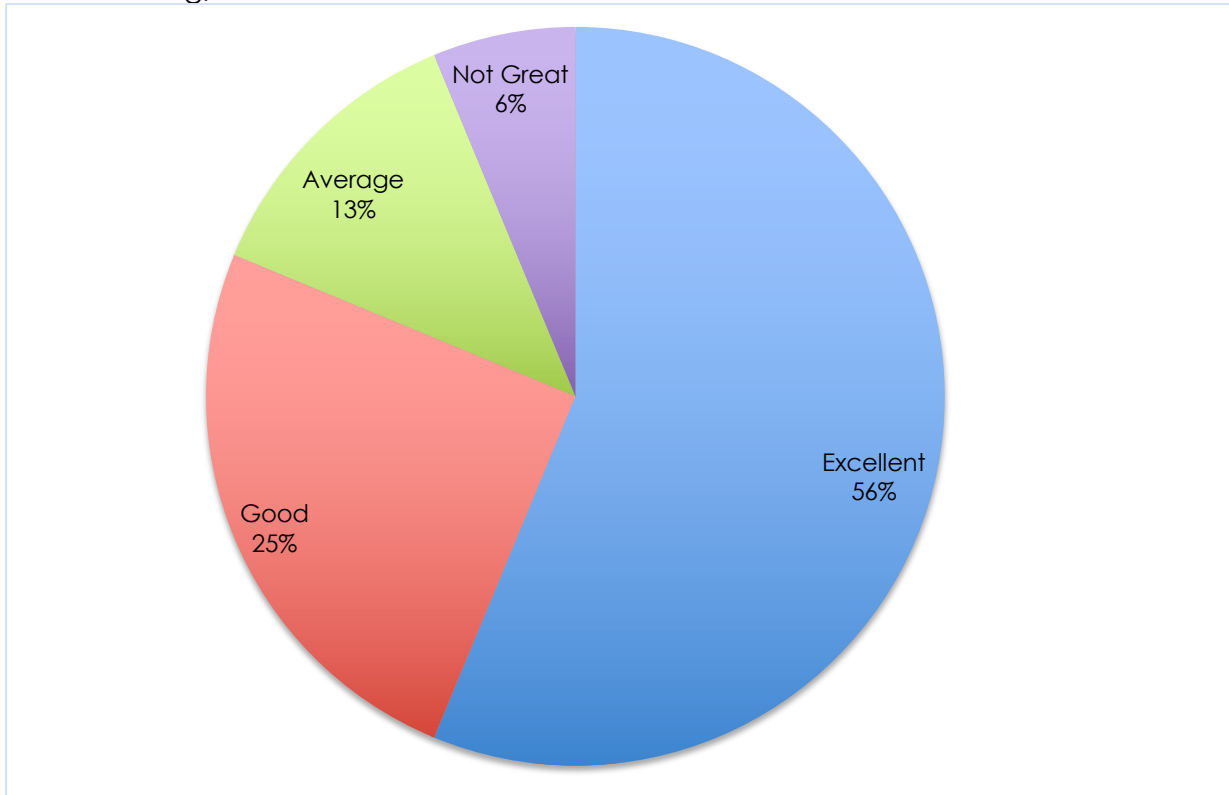
b. Welcome



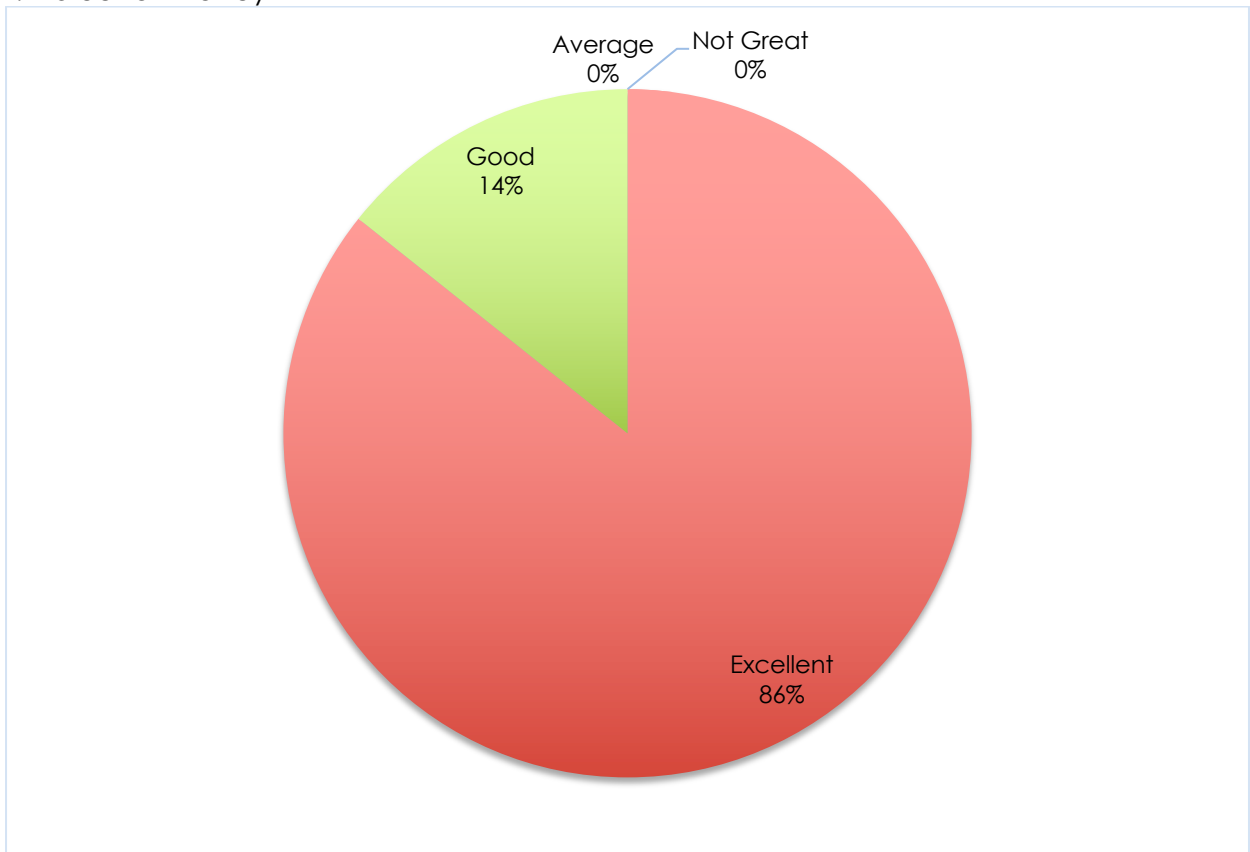
c. Programming



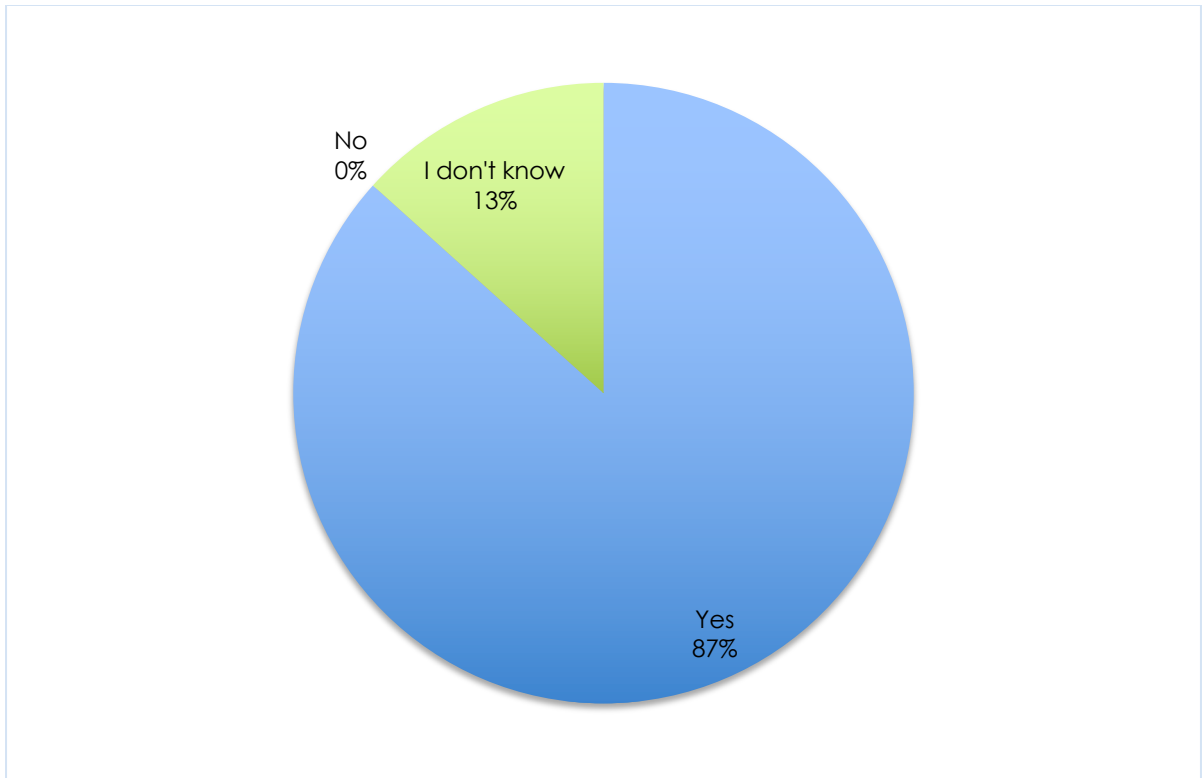
d. Networking/Discussion Events



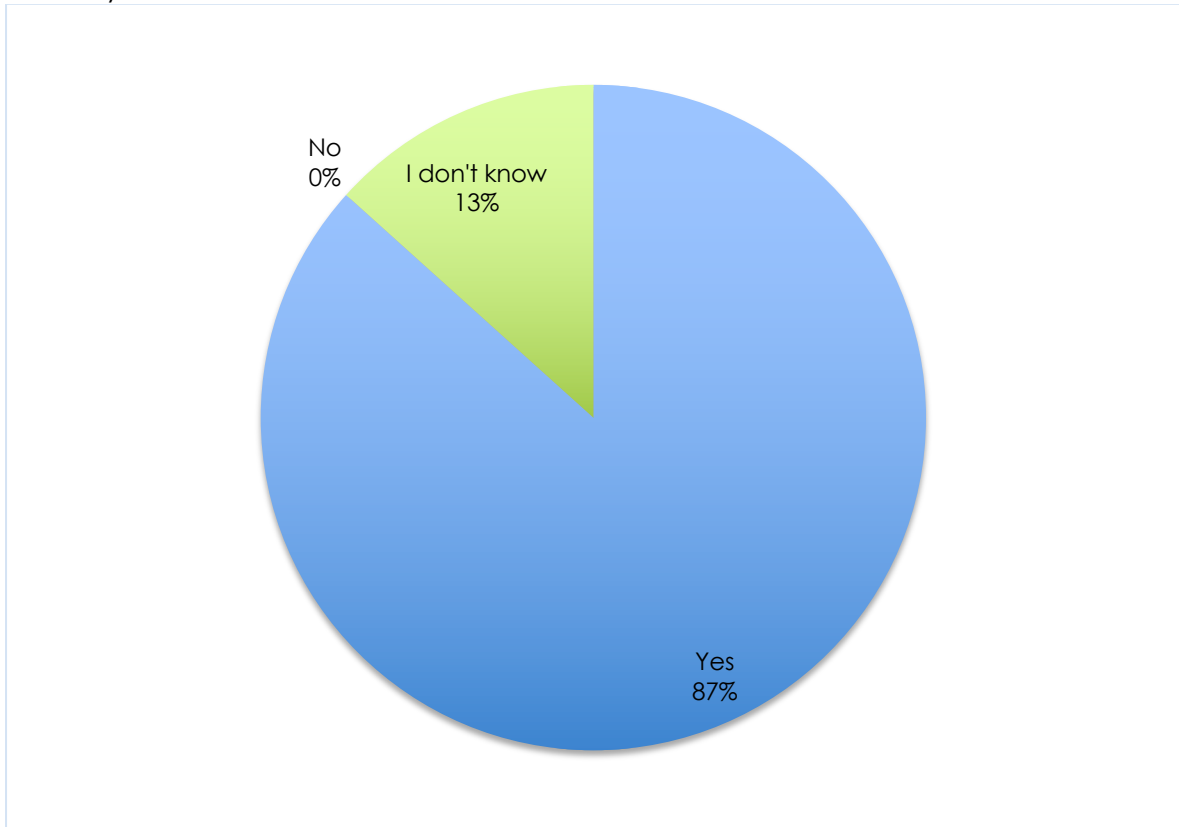
f. Value for money



Would you attend the TYA NI Showcase again?



Would you recommend the TYA NI Showcase and the BCF to others?



APPENDIX 10: STAFFING STRUCTURE (at 31 March 2019)

