



**YOUNG**  
*at* **ART**

## ANNUAL REPORT 2016-17



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# Table of Contents

Introduction	2
Summary	3
Strategic Objectives 2015-18	4
Strategic Aim 1: Present arts activities and performances that provoke thought and emotion	5
Strategic Aim 2: Enable access to great arts activities for all children and young people	15
Strategic Aim 3: Engage with children and young people to develop their critical thinking and personal skills	22
Strategic Aim 4: Sustain the organisation's mission for the future	31
APPENDICES	35
APPENDIX 1: SUMMARY IN NUMBERS	36
APPENDIX 2: ANALYSIS OF ATTENDANCE FIGURES	37
APPENDIX 3: FUNDING BREAKDOWN	38
APPENDIX 4: 2017 BELFAST CHILDREN'S FESTIVAL ATTENDANCE	39
APPENDIX 5: SUMMARY OF MARKETING/ ADVERTISING	41
APPENDIX 6: STAFFING STRUCTURE (at 31 March 2017)	46

## Introduction

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.

2016-17 was an important year for Young at Art. Our family grew to comprise three companies: the charity Young at Art, the social enterprise and trading arm Young at Art Events, and our creative writing centre Fighting Words Belfast incorporated as a company and a charity in its own right.

The Belfast Children's Festival remains at the heart of everything we do and is the highlight of the cultural calendar for families across Belfast and beyond. Internationally renowned artists rub shoulders with new and emerging local practitioners, and delegates from across Europe and beyond come 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 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, on behalf of the Board of Directors, I would like to thank Eibhlín and her team for their tireless hard work.

Looking forward, the development of a new corporate strategy will steer the company forward to 2021, whilst 2017-18 will be a landmark year as Young at Art celebrates its 20<sup>th</sup> birthday. We plan an ambitious programme of work including our biggest and best Belfast Children's Festival yet.

We intend to wow, to inspire, to excite, to provoke, to enable, and do so for many years to come.

Maria Lee  
**Interim Chair**

## Summary

2016 – 2017 was a hugely successful year for Young at Art despite ongoing economic and political upheaval and significant cuts to public sector arts funding.

Demand was high as most events were at full capacity throughout the year, and the festival events averaged a 84% occupancy rate<sup>1</sup>. A full programme was offered in dance, theatre, visual arts, literature, music and a range of cross art form events.

Across the year, **46,049 children and adults** took part in **763 events** attended by audiences from all **11 local authority areas**. The company also provided employment for a permanent staff team of 10 (3 fulltime, 7 part-time including agency), 45 casual/seasonal employees, 120 artists, 3 interns, 1 industry placement, 4 placement students and 34 festival volunteers and 85 Fighting Words Belfast volunteers also received valuable mentoring and experience.

Key impacts in the year:

- The 19th annual international Belfast Children's Festival in March 2017 presented **109 events** attended by **28,144 children and adults**.
- Young at Art's touring events agency engaged with a further **10,987 adults and children** throughout NI.
- Equality of Access – **31%** of festival bookers came from designated 'high deprivation' communities, assisted through strategic engagement projects (Fighting Words Belfast, Creative Child) and partnerships (Skainos, 174 Trust, Translink)
- **27%** of festival attenders hailed from outside the Belfast/Greater Belfast area with audiences coming from all 11 local authority areas. Internationally 2% of the festival audience came from outside NI and 10 nationalities were represented among artists and delegates.
- Creative industries and professional development with 3 industry events, *exposure NI* showcase platform, international delegation of producers/promoters, mentoring of 5 ScratchWorks artists, one artist Work-in-Progress, and an agency service.

As Young at Art commenced the second year of the 2015-18 strategy, it also consolidated its strands of work more clearly and developed a more acute clarity of its purpose and the need for its work. These strategic priorities are identified throughout this Annual Report.

2016 – 2017 was a time of transition for the organisation, with considerable change of senior personnel, the appointment of new Director Eibhlín de Barra, and departure of General Manager Ross Parkhill and Marketing Officer Roseanne Sturgeon.

It was with deep sadness that we learned of the passing of our friend and colleague, Patrick Sanders. Patrick was an exceptional artist - a talented creator, performer and illustrator - who co-developed several pieces for Young at Art, as well as performing at the Belfast Children's Festival. He will be much missed here at Young at Art.

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<sup>1</sup> Average of all BCF17 events including capacity restricted free events, and excluding Cahoot's *Nivelli's War*, which was a Lyric Theatre production

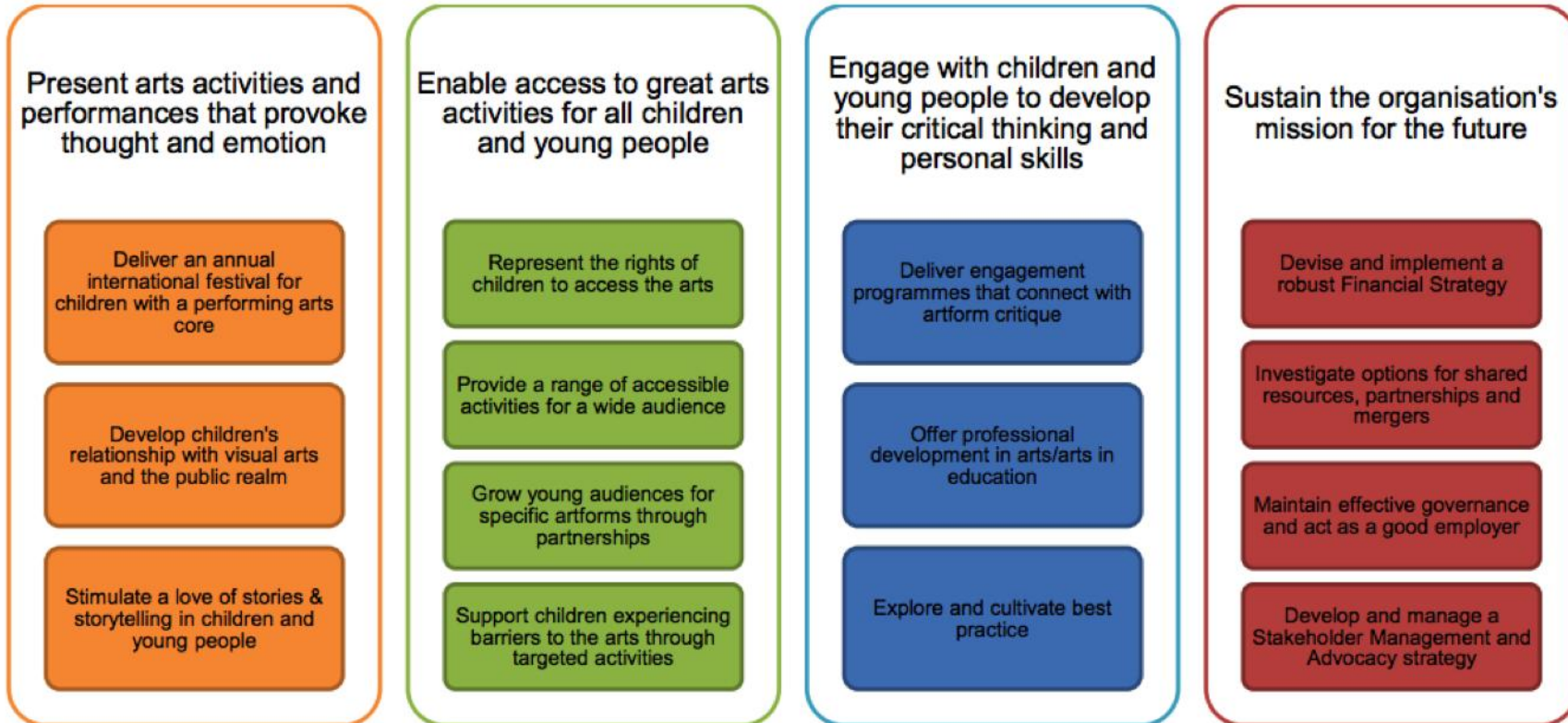
# Strategic Objectives 2015-18

## 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 2017

The annual Belfast Children's Festival in 2017 maintained its success and popularity for the 19th year. For 6 days in March, across 15 venues in Belfast, 28,144 children and adults experienced one of the largest programmes of arts and creativity for children in the UK and Ireland. 103 artists and performers delivered 109 events across the city during the festival.

The festival has a number of distinct elements that were delivered to a high standard in 2017:

### International Programme

The 2017 Belfast Children's Festival welcomed artists from Spain, Italy, France and Republic of Ireland. Cleary Connolly (ROI/France) presented the unique *Meta-Perceptual Helmets* (10-14 March) in locations across the city. Part artwork, part human, part animal, part machine, the helmets invited participants to view their surroundings through different eyes and experience the world as a chameleon, horse, giraffe, Cheshire Cat and hammerhead shark!



**Vuelos, presented by Arcaladanza (Spain), pictured in The MAC, Belfast**

The stunning and spectacular *Vuelos* (Flights) (14-15 March) from Aracaladanza (Spain) dared us to dream and allow our imagination to take flight, inspired by and celebrating the art and innovation of Renaissance great master Leonardo da Vinci, suitable for all aged 5yrs+.

Bob Theatre (France) presented *Nosferatu* (10-12 March), a quirky, relentless funny and faithful stage adaptation of the Dracula story. This production was suitable for ages 8+ and combined humour, horror and the inventive use of light bulbs and household appliances.

We welcomed two productions from Italy. La Baracca's charming *Spot* (14-15 March) introduced 0-18mths children to an endearing stage light who just loves to play. A mesmerizing spectacle of colour, light and music, *Little Ballad for Peu*, (14-15 March) from Teatro All'Improvviso told the story of a little creature coming to life for children aged 3-8yrs.

*'Vuelos was absolutely incredible – inspiring & highly enjoyable from an adult perspective. The kiddies sitting around us loved it too!'*

BCF17 Audience Feedback

## Exposure



Oona Doherty presents *Hard to be Soft* in Ulster Museum

**exposure** was a new initiative for 2017 presenting a platform of the best work for young audiences being created right here in Northern Ireland, but unlike previous Theatre for Young Audiences NI (TYA NI) Showcases (which were unable to run in 2017 due to lack of funding) this platform placed a strong emphasis on supporting new emerging work and connecting artists with international producers and programmers.

12 delegates attended the platform, including delegates programming in UK, ROI, Denmark, Turkey, the Netherlands, USA and China.

The platform itinerary profiled a range of events over 3 days (11-13 March) including theatre, contemporary dance, music and comedy.

Cahoots NI returned to the festival with their powerful dramatic story of 6-year old German boy Ernst and a great magician against the backdrop of World War II in **Nivelli's War** (10-15 March) for ages 8yrs+. Replay Theatre Company collaborated with Dan Leith to produce **Woofle** (10-12 March) a show about having a dog as your best friend with lots of silly songs for 4-10yr olds.

*'The show [Woofle] was so funny and it's cute. The dog is so so cute and I liked his slippers which could talk.'*

BCF17 Audience Feedback

As well as established producers of work for children and young people, we also profiled many smaller companies and artists with some festival firsts, some producing work for young audiences for the first time. Musician and Mathematician Colin Reid's **To 1/Infinity and Beyond...** (12 March) took a fascinating look at infinite things from the infinity of space to the infinite geometry of fractals, and a new family friendly edition of **Pigeon and Plum's Family Variety Cabaret Circus** (12 March) introduced a smorgasbord of variety acts too numerous to mention in a sell-out success. Our very youngest audience members (0-18mths) enjoyed classical music pieces in an informal, relaxed setting when Belfast Music Society returned with **Chamber Babies** (12 March).

At the heart of **exposure** was the Works-in-Progress and ScratchWorks platform. Oona Doherty presented us with a first look at a Work-in-Progress developed with Ajendance. **Episode II Sugar Army** will form the second piece of what will be a 4-part work **Hard to the Soft**, which she performed in the Ulster Museum alongside the completed *Episode I*. Our **ScratchWorks** evening profiled 5 local artists and companies (ExpLearning Theatre, Nick Boyle, Caoileann Curry-Thompson, Spark Opera, Hard Rain Soloist Ensemble) in an evening of short "scratch" performances curated by Replay Theatre Company's Artistic Director Janice Kernaghan, followed the next morning by a facilitated session during which artists were able to discuss their work with the national & international delegates and receive feedback on strengths and areas for development.

*'It was a valuable, motivational experience!'*

Scratchworks artist feedback

The **exposure** platform also included a series of networking events, including a Supper Club and networking breakfast hosted by Theatre NI, a gallery tour guided by the artist Ann Donnelly and farewell lunch, as well as opportunities for visiting delegates to see other work within the Belfast Children's Festival, and visit some of Belfast's leading visitor attractions.

The platform was supplemented throughout the festival by work from other local companies, including Seedhead Arts with **Junior Street Art Tours** (11 March) and the ever popular **Mini Mid Week Magic** (15 March). Family music sessions also featured



strongly with new offerings from Moving On Music's **Jazz Improv** (10-11 March), the Oh Yeah Centre's **Acoustic Picnic** (11 March) and Bounce Culture's **Black Star Beat Conductors** (11 March).

*'Great value & very family friendly. Really liked the magicians visiting the tables - kids loved it!'*

BCF17 Audience Feedback

Due to popular demand Young at Art's **Baby Rave** was back with **Baby Ska** (11-12 March), this year running over two days with 8 sold out performances.

*'My baby is only 4 months old so the amount of events we could attend was limited, however the ones we were at were fab. The Baby Rave is inspired! We're looking forward to going to loads more events next year!'*

BCF17 Audience Feedback



**Baby Rave: Baby Ska at the MAC**

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

### **Visual Arts Programme**

The 2017 Festival had a strong Visual Arts emphasis. 3 exhibitions were included in the programme, including **100 Works** by Sean Hillen (NI) at the Golden Thread Gallery, and **Lost in Narration** from Riccardo Giacconi, Invernemuto and Luca Trevisani curated by Manuela Pacella at the MAC, and **Under Napoleon's Nose**. The exhibitions were complimented by gallery tours, and, new for 2017, a **Junior Street Art Tour** by Seedhead Arts.



**Under Napoleon's Nose Exhibition**

The highlight of the 2017 visual art programme for families was undoubtedly the exhibition specially commissioned by Young at Art from Ann Donnelly **Under Napoleon's Nose**. Ann worked with a group of P4 children from Cliftonville Integrated Primary School to explore a child's eye view of the city of Belfast. Ann used photography to start conversations with the children about their local environment, inspiring artwork strongly connected with the Belfast landscape. During a series of workshops the children produced a body of work with Ann; in turn Ann produced her own artworks in response to the children's, and they were exhibited together in the main atrium of Ulster University during the Belfast Children's Festival.

*'Exhibition itself [Under Napoleon's Nose] was fabulous. Didn't look like children's exhibition, could have been students work.'*

BCF17 Audience Feedback

Irish Children's Laureate na nOg PJ Lynch returned to his native city with two unique events. **Making Big Pictures with PJ Lynch** teamed PJ with local schoolchildren for an interactive demonstration and drawing workshop, and **Moonshine and Miracles** an industry event for students and professionals (see Industry Events below).

*'P.J Lynch was excellent with the children - all very engaged'*

BCF17 Schools Feedback

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

#### **Fighting Words Belfast**

Our creative writing programme, Fighting Words Belfast, celebrated its second birthday during the Belfast Children's Festival, and in May 2016 was registered as a

company with Companies House and in October 2016 was registered as a charity in its own right with Charity Commission NI.



**Creative writing workshop group**

The project has delivered creative writing workshops to 2,347 children and young people aged 6-18 at Skainos, and at the Duncairn Centre for Culture and Arts.

School groups have travelled from as far afield as Bushmills on the north coast to take part in Fighting Words Belfast schools workshop sessions, and the Write Club after-schools sessions ran year round in Skainos and Duncairn. Fighting Words Belfast also delivered Crosswords, a cross-community cross-border project that linked schools from the East and North of the city as well as from Dublin together to jointly produce their own book "Race to Bananaland". FWB partnered with Young at Art Events to deliver "Through the Wardrobe", a shared reading initiative for Eastside Partnership (For full details on the Agency see Section 2.2 page 16).

Over 80 volunteer mentors from all walks of life, including newly arrived citizens of Belfast, have been recruited, trained and Access NI checks are ongoing. An ongoing relationship has been established with Deloitte as part of their CSR commitment. Through QUB's Seamus Heaney Centre, creative writing post-graduate students can now gain credits as volunteers with Fighting Words Belfast.

Results from workshop monitoring forms for both teachers/group leaders consistently show that levels of engagement are high and that the work is valued.



**Pupils receiving their own published story at the end of workshop**

*Great writing workshops that pupils will readily respond to and transfer the process into their own writing.*

Roisin Lennon, Teacher, St Patrick's Primary School May 2016

*The workshops really unlocked the children's imagination. The way the workshop valued the children's ideas, no matter how outlandish, really alleviated the stresses and pressures sometimes experienced during writing activities. Witnessing reluctant writers really engaging in writing was a pleasant surprise.*

Tracey Anglin, P6 teacher, Nettlefield Primary School May 2016

*I have learned to describe a character more because it helps build better vision for the reader.*

Sarah, Y10 pupil, Slemish College Sep 2016

## **Literature Programme**

The 2017 Belfast Children's Festival supported a range of literary events, including author events.

Author Paul Howard hosted an interactive workshop for schoolchildren aged 4-8yrs including memory games and activities to celebrate the publication of his latest book ***I Went to the Supermarket***, in association with Book Trust. Each schoolchild went home with their very own copy of the book.

*'Children really enjoyed the workshop [I Went to the Supermarket] and came back with a lovely book each and some fantastic illustrations. Thanks Paul'*  
BCF17 Audience Feedback



Children's Books Ireland Book Clinic

We also saw the popular return of Children's Books Ireland's **Book Clinic**, where young readers feeling uninspired by their bookshelves could pop along to discuss their reading preferences at an 'appointment' and get 'prescribed' some exciting new book choices.

The festival also hosted the Shortlist Announcement of Children's Books Ireland's **Book of the Year** (13 March) for the second consecutive year. Held in the home of the Belfast Book Festival, the Crescent Arts Centre, the event was attended by local schoolchildren and introduced by Arts Council of Northern Ireland's Head of

Literature & Drama, Damian Smyth. A selection of the shortlisted authors were on hand to tell the children about their books and answer their questions.

Belfast born Laureate na nÓg, PJ Lynch paid his first visit to the festival to deliver two unique events. **Making Big Pictures with PJ Lynch** for schoolchildren (see Visual Arts & Families Programme above) and **Moonshine and Miracles** an industry event for students and professionals.



**PJ Lynch and schoolchildren**

The festival also included a Young Critics programme, delivered in association with Theatre NI. This included a two-day intensive programme (12-13 March) with acclaimed theatre critic and author Lyn Gardner, and a session specially designed for GSCE age+ schools children *From Stage to Page* (15 March), hosted by leading Irish reviewer Helen Meany (Irish Times, Irish Theatre Magazine, Variety, The Guardian). Helen worked with the students exploring how to approach critical appraisal of a live

theatre or dance performances and what makes a great review. The session included a trip to see contemporary dance performance *Vuelos* by Aracaladanza and concluded with an opportunity for students to pen their own reviews.

(For full details on our Industry Events Programme see Section 3.3, page 29)

## 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. Most of our programme is 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.

#### Access Programme

This includes ensuring all venues during 2017 Belfast Children's Festival were suitable for those with physical disabilities, and the provision of a special Access Programme for children experiencing greater barriers to attendance and engagement, including the provision of three relaxed performances (*Woofle*, *Spot* and *Little Ballad for Peu*), and subsidised tickets for special schools.

(For full details on our Access Programme see Section 2.4, page 19)

#### Creative Child

Our Creative Child engagement programme aims to overcome the barriers to access – economic, educational, social and physical. This programme of 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 Creative Child Programme see Section 3.1, page 22)



Creative Child



## 2.2 Provide a Range of Accessible Activities for a Wide Audience

Young at Art provides a year-round programme of activities across the North of Ireland offering a diverse range of activities serving different ages, experience and needs.

### The Agency: Young at Art Events

The social enterprise agency set up by Young at Art in 2011 reached over 10,000 participants in 2016/17 through a range of productions and projects to an ever-diversifying range of clients.



**Moat Park Project: pupils working on mosaic**

Highlights of the year included:

#### Moat Park Project, Lisburn – March - May 2017

The Agency won a tender to deliver an extensive community arts project on behalf of Lisburn & Castlereagh City Council in the Spring of 2017. A multi-disciplinary project with a strong educational basis, this project was delivered right up until late May 2017, culminating in a public exhibition in Moat Park pavilion.

Activities that were delivered in various local schools and to local community and youth groups included: drama, mosaic, printing and audio-visual work. We also developed a teacher/leader resource pack that was sent out to each group in advance of our sessions beginning which included various educational background, context and additional classroom based activities to compliment our programme.

#### Nearly True Tours & Narnia Toddler Tales – November 2016

A bespoke version of the popular walking tour *Nearly True Tales* was created specifically for Eastside's CS Lewis Festival in Campbell College Belfast linking to the college's arguably most famous pupil - CS Lewis - and was performed by Mary Jordan and Patrick Sanders.

We also developed 'Narnia Toddler Tales' for the younger pupils and their families and friends. 'Mr. Tumnus' led groups around the school grounds on a special quest on Aslan's behalf. This tour was accompanied by two craft workshops: winter lanterns at the beginning to light their way on the tour; and autumn leaf wreaths at the end using some of the materials they collected along the way.

#### Translink Christmas Activity – November 2016

As part of Young at Art's sponsorship agreement with Translink the Agency delivered a range of Christmas activities in 7 stations across NI, including 'Letter to Santa' writing workshops to coincide with Christmas Light Switch On Events in Belfast, Bangor, Portadown, Lisburn and Carrickfergus. Those on the "nice" list also received a festive video message from the Big Man himself!



**Halloween Spooktacular Trail**

#### Halloween Spooktacular Tours – October 2016

Following the success of the bespoke interactive performance tour devised for the Kennedy Centre in Belfast in 2015, we were invited back for 2016. This 'Spooktacular Trail' around the centre is an excellent example of the type of high quality interactive performances the agency can develop and deliver. This tour was also accompanied by one of our off-the-shelf craft workshops staffed by 3 of our Event Managers. The feedback we received from the both the participants and the client was extremely positive.

#### Through the Wardrobe – June & November 2016

Fighting Words Belfast devised a programme of Shared Reading and creative writing

workshops in primary schools that introduced children to the poetry of Larkin, Hughes, and Emily Bronte alongside excerpts from 'The Lion, the Witch and the Wardrobe'. The programme was delivered by the Agency for East Belfast Partnership in the run up to the opening of CS Lewis Square.

#### Once Upon a Time – August 2016

Young at Art Event's production *Once Upon a Time*, performed by Mary Jordan and Patrick Sanders, toured to the Kilkenny Arts Festival.

### **Fighting Words Belfast**

Fighting Words Belfast has delivered creative writing workshops and after schools activity to 2,347 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 9)

## **2.3 Grow Young Audiences for Artforms Through Partnerships**

### **Visual Arts & Families**

Young at Art hosts visual arts events and initiatives throughout the year, aimed at encouraging family attendance to, and engagement with, visual art.

Highlights included **100 Works** by Sean Hillen (NI) at the Golden Thread Gallery, and **Lost in Narration** from Riccardo Giacconi, Invernemuto and Luca Trevisani curated by Manuela Pacella at the MAC, and Young at Art's own commission **Under Napoleon's Nose** as part of the 2017 Belfast Children's Festival.

(For full details on our Visual Arts Programme see Section 1.2, page 8)



**Under Napoleon's Nose - pupils from Cliftonville Integrated Primary School**

## **Literature Programme**

The 2017 Belfast Children's Festival supported a range of literary and author events, including author event ***I Went to the Supermarket*** by Paul Howard, Children's Books Ireland's ***Book Clinic***, and two unique events by Belfast born Laureate na nOg, PJ Lynch. The festival also hosted the Shortlist Announcement of Children's Books Ireland's *Book of the Year* (13 March) for the second consecutive year.

(For full details on our Belfast Children's Festival Literature Programme see Section 1.3, page 11)

## **Fighting Words Belfast**

Fighting Words Belfast has delivered creative writing workshops, after schools sessions and special projects to 2,347 children and young people aged 6-18, working in partnership with Skainos and the Duncairn Centre for Culture and Arts, inspiring local children and young people to get involved in creative writing.

(For full details on Fighting Words Belfast see Section 1.3, page 9)

## **2.4 Support Children Experiencing Barriers to the Arts Through Targeted Activities**

Young at Art delivers a range of engagement initiatives, supported by a dedicated Education Officer, most notably Creative Child and our Access Programme.

### **Creative Child**

Our Creative Child engagement programme directly targets the barriers to access – economic, educational, social and physical. This programme of 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 Creative Child Programme see Section 3.1, page 22)

### **Access Programme**

Our Access Programme includes a number of initiatives to tackle the barriers children experience to attendance and engagement in the creative arts, including:

#### **Community Ticketing Scheme**

Many of the festival events are free to attend. We also offer highly subsidised ticket prices, from as little as £3 (this is discounted from full ticket price, which varies £10-£15), to community groups in areas facing social need, and to special schools, to aid their ability to attend festival performances.

## **Audiences with Special Needs**

Central to our Access Programme are the provisions embedded with the Belfast Children's Festival to cater for and engage children and young people with differing or special needs. It is our intention that as many events as possible across our programme should be welcoming, supportive and accessible to as broad a range of needs as possible, and that teachers, community leaders and parents should have the information they need to select the event best suited for their child.

The festival brochure also included accessibility notes for parents and families to better inform their choices and support their needs. The Education Officer prepared internal briefing notes for Box Office staff to support enquiries from teachers and parents on appropriate programme events, while the artistic programming of the festival considered not only physical access but also content and approach of individual artists, workshops and performances to ensure a broad range of diverse needs could be met.

Through subsidised tickets for special schools, we welcomed 2 groups from Glenveagh Special School, and 1 group from Roddenvale Special School, totalling 107 pupils and teachers.

## **Relaxed Performances**

Our relaxed performances are intended to be specifically sensitive to and accepting of audience members who may benefit from a more relaxed performance environment, including (but not limited to) those with autistic spectrum conditions, and for children and their families who may be living with additional sensory and communication needs.

During the 2017 Belfast Children's Festival we offered three relaxed performances for both schools & general public: *Woofle*, *Spot* and *Little Ballad for Peu*. Our venue partners at the MAC and the Lyric Theatre continue to be supportive and willing partners in this provision.

*'We are a Special Needs School for pupils with severe learning difficulties and we went to see Spot. It was absolutely amazing, the pupils were totally enthralled by it. Thank you.'*

BCF17 Audience Feedback

## **'Get Behind the Hub' Community Engagement Programme**

Our ongoing partnership with Translink, supported by investment from Arts & Business NI, will enable us to offer free creative workshops in May 2017 with inner city school children at Donegall Rd PS, Blythefield PS, St Mary's PS, Fane St PS and St Joseph's PS for the second year running.

These workshops will build upon engagement from 2016 with these 5 local schools situated close to Translink's proposed Belfast Hub site and the surrounding 'Weavers Cross' neighbourhood.

## **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.

(For full details on our CPD Programme see Section 3.2, page 27)

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 Arfform Critique

#### Creative Child

Now in its third year, **Creative Child** is a child-led direct contact programme of creative experiences for nursery and primary school children in some of Belfast's areas of highest social deprivation. The programme aims to overcome the barriers to access – economic, educational, social and physical, and uses arts-based engagement to explore communication, opinion, literacy and creativity and supports the development of key skills in confidence, imagination and critical thinking.



Creative Child artist Stephen Beggs with pupils from Naiscoil Mhic Reachtain

In 2016/17 we worked with 23 schools (15 nurseries, 8 primary schools) in the North, West and East of the city, delivering 205 workshops, and engaging with 788 children, 145 teachers and 110 parents/grandparents.



**Black Mountain Nursery pupils along with teacher, artist Deborah Malcomson, Co-ordinator Alice Malseed, and artist Trisha McNally**

Each child received 7 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, a visit to a festival performance, a parent/child workshop, and nursery schools also received an 'extended cultural experience' visit to another venue, partnering with Cultúrlann McAdam Ó Fiaich and the Strand Arts Centre.



**The Extended Cultural Experience visit to The Strand Arts Centre**

Teachers receive dedicated CPD training, accredited through Stranmillis University College, and resource box to support them to extend use of drama techniques when



back in the classroom. (For full details on our CPD Programme see Section 3.2, page 27)



**The Extended Cultural Experience visit to An Culturlann**

In 2016/17 we also piloted the programme's delivery in Irish for an Irish Medium school, Gaelscoil na bhFál. Working with Irish language artists and project support, 24 children from P2 received all 7 experiences completely through Irish.

Project evaluation has evidenced increased creativity and imagination in children; increased ability to think individually, articulate ideas & critically evaluate in children; increased confidence & willingness to try new things in teachers, parents & children; increased level of creativity in teachers, teaching methods & classroom practices; and growing awareness of the value of imagination, creativity & the Arts among children, parents & teachers.

*"This is the best show I've ever seen in my life"* - Child from Bunscoil Bheann Mhadagain

*"It was best trip I have ever been on in 15 years at school... Every part of the YAA project was enjoyable, not only for children but also for the staff. The experiences children got were second to none - our children definitely wouldn't have these experiences otherwise - live theatre, backstage tours, drama, and visual art workshops. Every person we encountered from YAA was professional, friendly, fun and able to build a lovely rapport with the children...the organisation of the project was fabulous. We loved every minute of it. Thank you so much for everything"* – Teacher from St Matthew's Nursery

*"The project reminds me that this age group deserves good arts experiences specifically for them - not merely as 'consumers' of the arts. It is our responsibility to make their earliest experiences good ones"*. – Creative Child Artist

## Fighting Words Belfast

Fighting Words Belfast celebrated its second birthday during the Belfast Children's Festival. The project has delivered creative writing workshops to 2,347 children and young people aged 6-18 at Skainos, and at the Duncairn Centre for Culture and Arts.

(For full details on Fighting Words Belfast see Section 1.3, page 9)



Fighting Words Belfast workshop delivered at the New Lodge Community Festival August 2016

## 3.2 Offer Professional Development in Arts/Arts in Education

### Creative Child

Teachers and student teachers were provided with specialist CPD training, accredited through Stranmillis University College, and parents attended a session to

give them skills and drama games to help encourage their child to develop imaginative skills at home.

(For full details on Creative Child see Section 3.1, page 22)

## Professional Development Programme

### **exposure**

The TYANI (Theatre for Young Audiences NI) Showcase was unable to run in 2017 due to lack of funding. Instead TYANI consortium partners Replay Theatre Company, Cahoots NI and Young at Art delivered the **exposure** platform.

**exposure** presented a range of performance work for young audiences from local companies and artists (including Cahoots NI, Replay Theatre Company and Dan Leith, Colin Reid, Oona Doherty, Pigeon & Plum, Belfast Music Society, Bounce Culture, Young at Art and Ann Donnelly). The platform included performances, Work-in-Progress, a ScratchWorks evening, and hosted a number of industry events, discussions, and networking events.

**exposure** was attended by 12 delegates, including international delegates programming work in UK, ROI, Denmark, Turkey, the Netherlands, USA and China.

Young at Art continued to support contemporary dance artist Oona Doherty following her presentation of Hard to be Soft Episode I as part of the ScratchWorks programme in the 2016 Belfast Children's Festival, and in the 2017 festival she presented the Work-in-Progress of Hard to be Soft Episode II, performed alongside the complete Episode I, as part of the *exposure* platform.

The evening of works-in-progress *ScratchWorks*, selected by open all and curated by Replay's Artistic Director Janice Kernaghan, profiled five local artists/companies (Nick Boyle, Caoileann Curry-Thompson, Spark Opera, Hard Rain Soloist Ensemble, and Explearning Theatre). Each presented extracts of ideas/works in development to an audience including the 12 national/international producers and programmers, followed by a Supper Club hosted by Theatre NI. The following morning, during a breakfast event, which each artist was able to sit down with the producers/programmers and receive structured feedback on their pieces.

Delegate Feedback:

*'A wonderful welcome, thank you!'*

**exposure** Delegate

*'The hosting of the festival director was superb!'*

**exposure** Delegate

*'Thank you for your hospitality and great programme'*

**exposure** Delegate

## CPD and DEP Programme



### CPD Training

Our CPD and Degree Enhancement Programme (DEP) 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, and strengthen the artists facilitation skills within the NI Creative Sector.

This includes:

- CPD Training for teachers and educational professionals
- DEP for student teachers
- CPD training for artist facilitators in child-led practice
- Dedicated schools/community groups pre-booking service
- Significant ticket subsidies for schools and community groups
- Special festival events tailored specifically for school groups
- Free Teacher Resource Pack for all schools attending festival performances

In 2016/17 21 teachers and 59 trainee teachers received CPD and Degree Enhancement, and 24 artists received CPD training.



**Creative Child artist training**

## **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 2016/17 we hosted 3 paid interns, 1 industry placement and 4 student placements.

Sophie O'Donnell joined us on a 12 month fundraising internship, supported by Arts & Business NI. Sophie has been working closely with Director Eibhlín de Barra and taking the lead in researching and preparing funding applications to Trusts and Foundations. In the early stages of her internship Sophie also received mentorship from professional fundraiser Karen Gallagher.

We were fortunate to be successful in applying to the Creative and Cultural Skills Programme to support the costs of two 6-month internships. Katie Armstrong joined the Young at Art team as Marketing Intern, and Belinda Cree worked in the Young at Art Events agency as Creative Coordinator Intern.

Caoimhe McNulty joined the festival team for 3 weeks, supported by Theatre NI's Technical Bursary Programme. Caoimhe worked closely with Festival Production Manager Siobhán Barbour during the final stages of festival preparations and delivery. We also welcomed 2 trainee teacher students, Stephanie Pollock and Louise Boyd, from Stranmillis University College, who were with us for 2 weeks each. They were Education focused and split their time between general education, Creative Child & Fighting Words Belfast.

Sophie Hill came on a week-long placement from Warwick University where she is reading Drama, and focused on marketing and evaluation of the festival marketing campaign. We continue to support pupil placements from local secondary schools, most notably Sophie Forgione, a Year 13 pupil from St Rose's Dominican College,

Belfast, who came one day per week throughout the academic year and worked across the organisation, particularly supporting workshop preparation.

## **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 2016/17 trained 85 volunteers in the mentoring and support of children within the creative writing centre. This resulted in 50 active volunteers.

Belfast Children's Festival welcomed 34 volunteers.

## **3.3 Explore and Cultivate Best Practice**

### **Industry Events**

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.

This year Young at Art presented a series of industry events aimed at students, professional arts practitioners and those working in related fields of youth, education and research.

This year saw Belfast-born Laureate na nOg PJ Lynch return to his native city to deliver two events in his first visit to the Belfast Children's Festival, including **Moonshine and Miracles**, an illustrated lecture for students and art professionals in which PJ reflected on his career in illustration.

Ann Cleary from *Connolly Cleary* delivered **The Art of Looking** in which she presented the development of the *Meta-Perceptual Helmets* and their complex optics, and the plans the pair have for the next stage of development.

Both of these events were delivered in association with Ulster University's Culture & Arts Programme.

**exposure** was a unique intensive platform featuring some of the finest established and emerging work for young audiences, offering delegate packages, discussions and networking events. These included two events in association with Theatre NI, a Supper Club and a networking breakfast.

(For full details on *exposure* see Section 1.1, page 6)

## **Young Critics Programme**

In 2016/17 we partnered with Theatre NI to deliver a **Young Critics Programme**. This included two initiatives:

**From Stage to Page** was hosted by leading theatre critic Helen Meany (Irish Times, The Guardian, Irish Theatre Magazine) and delivered to schoolchildren of GCSE standard and above. Helen introduced them to the concept of critical appraisal and how to approach a performance from this view, then all attended one of the festival's international performances, followed by a session afterwards unpacking what they had seen and starting to format their review.

The second initiative, the **Young Critics Programme with Lyn Gardner**, was a 2-day intensive programme for up to 12 young critics aged 18 -30 yrs with the UK's leading theatre critic, Guardian journalist and successful author Lyn Gardner. The programme included practical workshops, a selection of performances and one-to-one sessions.

## 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 grant towards some of the costs of the core staffing, overheads and the festival programme. 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 overheads 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 2016/17 Young at Art received a total of 26 different sources of support, directly and indirectly, including public bodies, statutory agencies, sponsorships, trusts & foundations, partnership income, in-kind support, and embassies and international performing arts funds including: BBC Children in Need, Tourism NI, ACNI International Artist Development Fund, Belfast City Council Community Festivals Fund, Halifax Foundation, Arts & Business NI, Translink, Ulster University, NI4Kids, QRadio, Paperjam Design, Street Monkey, Ramada Encore, Creative and Cultural Skills, Cultúrlann McAdam Ó Fiaich, Italian Cultural Institute, The Office for Cultural and Scientific Affairs at the Embassy of Spain to the United Kingdom, Thomas Devlin Community Arts Fund, Victoria Homes Trust, Enkalon Foundation, Belfast Cathedral Sit-out Fund, Esme Mitchell Trust, and Belfast Strategic Partnership.

(See Funding Breakdown in Appendix 3, page 38)

### **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.

New partners in 2016/17 have included QFT, Oh Yeah! Music Centre, Bounce Culture, Black Box; as well as deepening relationships with Ulster University, Ulster Museum, the MAC, Lyric Theatre, Titanic Belfast, Theatre NI, Crescent Arts Centre, Cahoots NI, Replay Theatre Company, Book Trust, Children's Books Ireland, Cultúrlann McAdam Ó Fiaich, QUB, Seamus Heaney Centre, Skainos, Duncairn Arts & Cultural Centre, 174 Trust, Stranmillis College, St Mary's University College and Audiences NI.



## **4.3 Maintain Effective Governance and Act as a Good Employer**

### **Governance**

The governance of both charity (Young at Art) and trading company (Young at Art Events) was combined in 2014 and this proved effective throughout the year with the Board meeting regularly and overseeing both companies at every meeting, including an AGM in Autumn 2016.

In May 2016 Fighting Words Belfast became a separate company with Companies House and became a registered charity with Charities Commission for NI in October 2016

### **Strategic Development**

2016/17 was the second 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.

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. With limited staff capacity available for fundraising (a significant public engagement event during the festival was lost as a result) but despite this the organisation continues to build and grow and diversify its funding base. A full list of funders can be found in the company's audited accounts and their support across an array of programmes cannot be underestimated.

The social economy business, Young at Art Events, continued to operate without subsidy but under a challenging economic environment with very tight profit margins.

2016/17 was a year of transition within the staff, with the departure of Ross Parkhill, General Manager and Roseanne Sturgeon, Marketing Officer.

## **4.4 Develop & Manage a Stakeholder Management & Advocacy Strategy**

### **Marketing and Communications**

#### **Belfast Children's Festival 2017**

The 2017 festival marketing campaign spanned over a six-month period using a variety of different online and offline marketing media to attract its target audiences of families, schools, and arts / education industry delegates.

The 2017 campaign marked the third year under the consolidated Young at Art brand, building on the objectives of the 2015 - 2018 company strategy. The emphasis on using our digital systems prevailed to promote the festival across our company website and social media and through e-newsletters to our customer database.

Young at Art produced two promotional videos and 3 GIF adverts to promote the festival and invested in online advertising spend on Facebook to boost the organic reach of campaign, with a combined reach of 182,658 (average reach of digital posts – 36,500). This once again proved a hugely successful campaign to attract new audiences online.

Young at Art website received 80,189 page views between 1 Jan – 31 March 2017. This is an increase of 39% compared to the same period in 2016. Social media following also increased by 6% on Facebook and 3% on Twitter.

The digital marketing tools were backed up with a strong print campaign, primarily led by the distribution of a festival brochure. Eye-catching advertising on Belfast billboards, and on bus shelters and poster sites in partner Translink's stations all over Northern Ireland resulted in out of Belfast visitors to the festival accounting for 27% of the total audience.

The 2017 Belfast Children's Festival campaign received 89 national and regional features across print and online media and 40 broadcast features across TV and radio – including the two main national TV networks UTV and BBC NI (an estimated AVE of £75,000) that largely contributed to the success of the event.

The relationship between Young at Art and Translink offered mutual benefits such as boosting awareness of the Belfast Children's Festival across the province through an extended marketing campaign, and the engagement and ongoing relationship building with the new transport hub area community through additional community work with targeted inner city schools. Activity began in Nov 16, with 7 special in-station visits from the Young at Art elves who helped children across the province to write and design their letter to Santa, building a positive connection for Translink among children and families, and increasing awareness of the Young At Art brand. The partnership is on-going and will include working with 5 schools to create art pieces, as part of the engagement and ongoing relationship building with the new Hub area community.

The 2017 festival campaign introduced two highly beneficial media partnerships with Q Radio and NI4Kids.

NI4Kids offered Young at Art a wide range of additional in-kind support to help promote the festival across their digital and print platforms. In addition to the paid for takeover of the February edition, with a print-run of 75,000, the in-kind support included extended website takeover of Ni4kids, increased editorial coverage in Jan, Feb and Spring editions, advertising on Ni4kids app and increased number of posts on social media. This enabled Young at Art to extend its reach directly to the family market in NI. The partnership is ongoing and will extend into Young at Art delivering bespoke activity and entertainment at the NI4kids Family Awards in July 17. In terms of audience development and brand awareness this partnership has significantly benefitted Young at Art to reach new audiences and for families to associate the Young at Art brand with unique quality arts experiences. In addition to increasing visitor figures to the festival, it is hoped that it will increase participation in year round Young at Art outreach and educational activity.

Q Radio offered additional adverts, features and competitions in association with our travel and hospitality partners Translink, the Ramada Hotel and SQ Bar and Grill. This was a fantastic promotional boost for the limited budgets available to promote the festival and a huge audience development opportunity for Young at Art.

Further investment from Arts & Business NI towards the partnerships with Translink and NI4Kids allowed Young at Art to significantly increase the reach of the 2017 campaign.

A full report of the 2017 festival marketing campaign is available in the online library available at [www.youngatart.co.uk/who-we-are/press-media/documents-library](http://www.youngatart.co.uk/who-we-are/press-media/documents-library) while further details are contained in the Appendices.

(See Summary of Marketing/Advertising in Appendix 5, page 41)

# APPENDICES

## APPENDIX 1: SUMMARY IN NUMBERS

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

	Number of Events	Number Attending
April	69	1,488
May	21	628
June	46	1,259
July	83	2,736
August	40	4,197
September	11	241
October	34	1,201
November	41	1,356
December	26	773
January	35	532
February	69	997
March	308	30,641

TOTAL:

	783	46,049
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## APPENDIX 2: ANALYSIS OF ATTENDANCE FIGURES

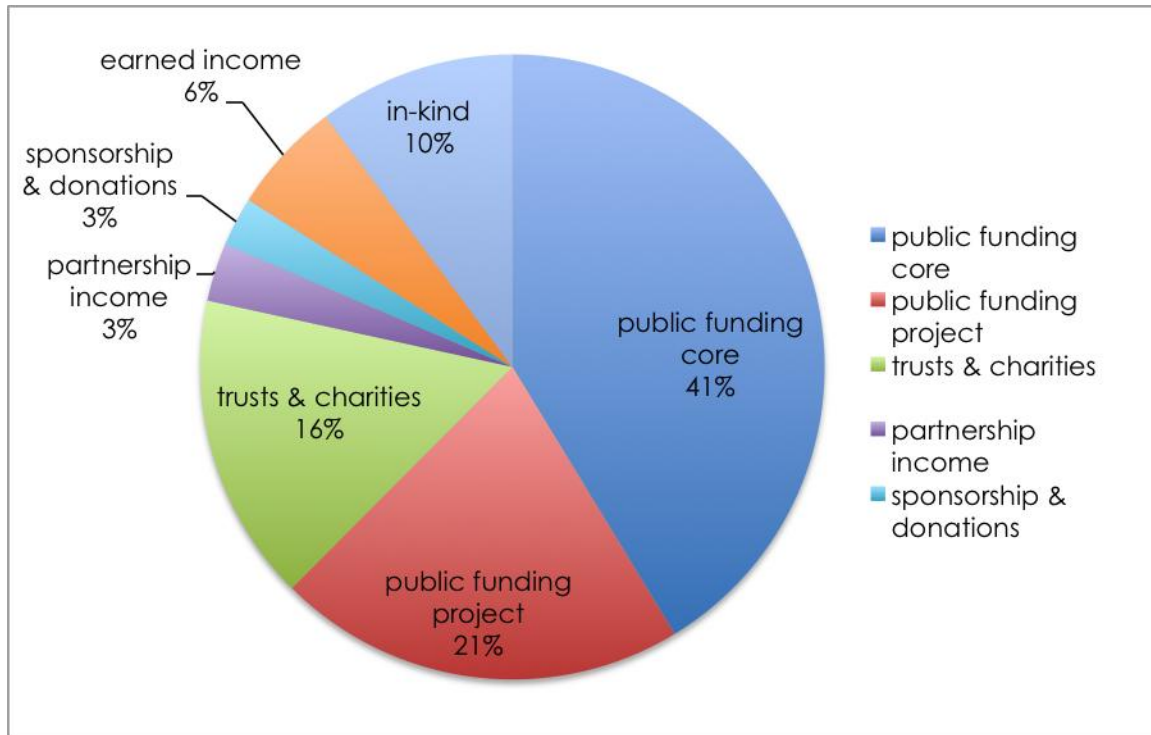
The following data was collected via our festival box office data, events agency data and engagement projects data, it gives an interesting snapshot of the local authority areas in which Young at Art activity took place in during 2016-17. As many of these events were free, or the client controlled the ticketing it was impossible to collect the postcode data of all the participants for full analysis. However, from our own Box Office festival data, we were able to accurately monitor that audiences came from all 11 local authority areas.

Table 1. Distribution of activities by local government areas.

Local Government Area	No. of recorded attendance /participation
Antrim/ Newtownabbey BC	539
Ards / North Down BC	788
Armagh City/ Banbridge/ Craigavon BC	122
Belfast City Council	27101
Causeway Coast & Glens BC	613
Derry City / Strabane DC	54
Fermanagh/ Omagh DC	4
Lisburn / Castlereagh City Council	942
Mid & East Antrim BC	251
Mid Ulster DC	66
Newry Mourne & Down DC	2648
TOTAL:	33,128

## APPENDIX 3: FUNDING BREAKDOWN

The following pie chart illustrates a breakdown of the organisational income for Young at Art, excluding Young at Art Events and Fighting Words Belfast. In-kind support has only been included where there is a verifiable figure available but it is estimated the actual value is significantly greater.



## APPENDIX 4: 2017 BELFAST CHILDREN'S FESTIVAL ATTENDANCE

The box office system and effective data capture at many events produced a coherent picture of audiences.

In 2016/17 our audience, as has traditionally been the case, came predominantly from the Belfast/Greater Belfast area, and we maintained out-of-Belfast visitors, attributed to a province-wide marketing campaign. (see section 4.4, page 32 and appendix 4)

A further review shows that the majority of non-Belfast audiences came from Northern Ireland, and these include audiences from all 11 local authority areas. A small but steady percentage of out-of-state visitors remain from ROI, the UK and Europe generally made up of visiting artists and their families and those attending industry events rather than local families.

Fig 1: Overall % breakdown of bookers

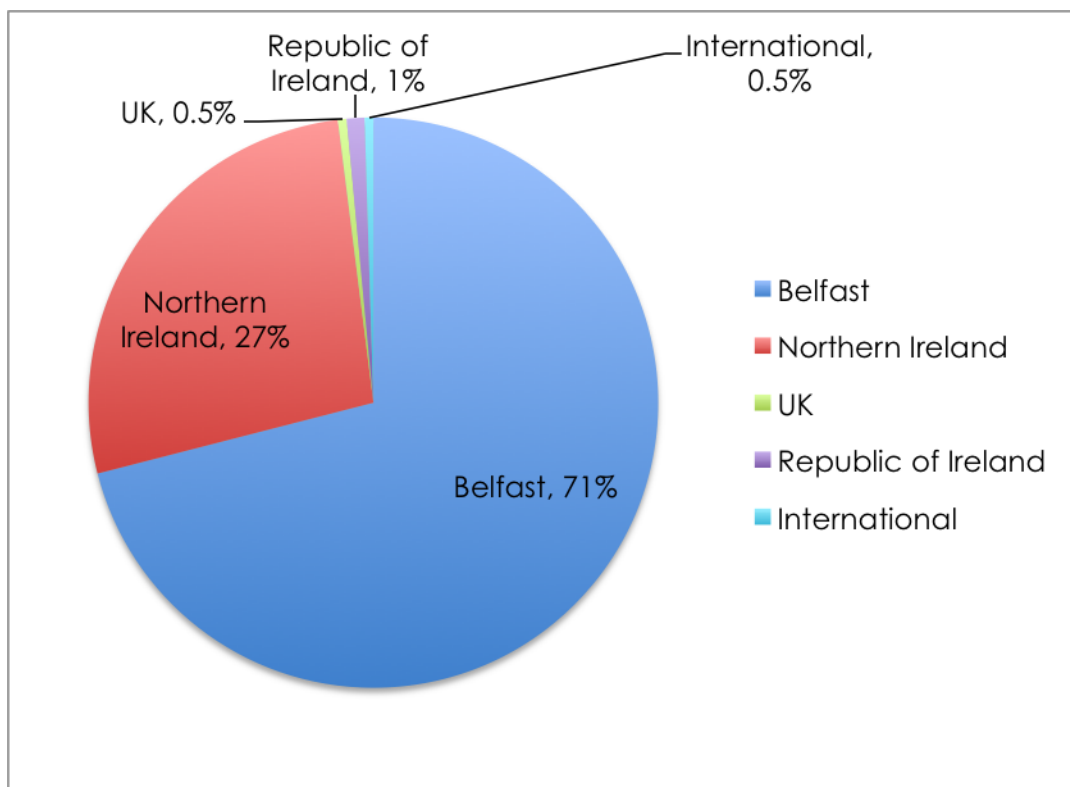
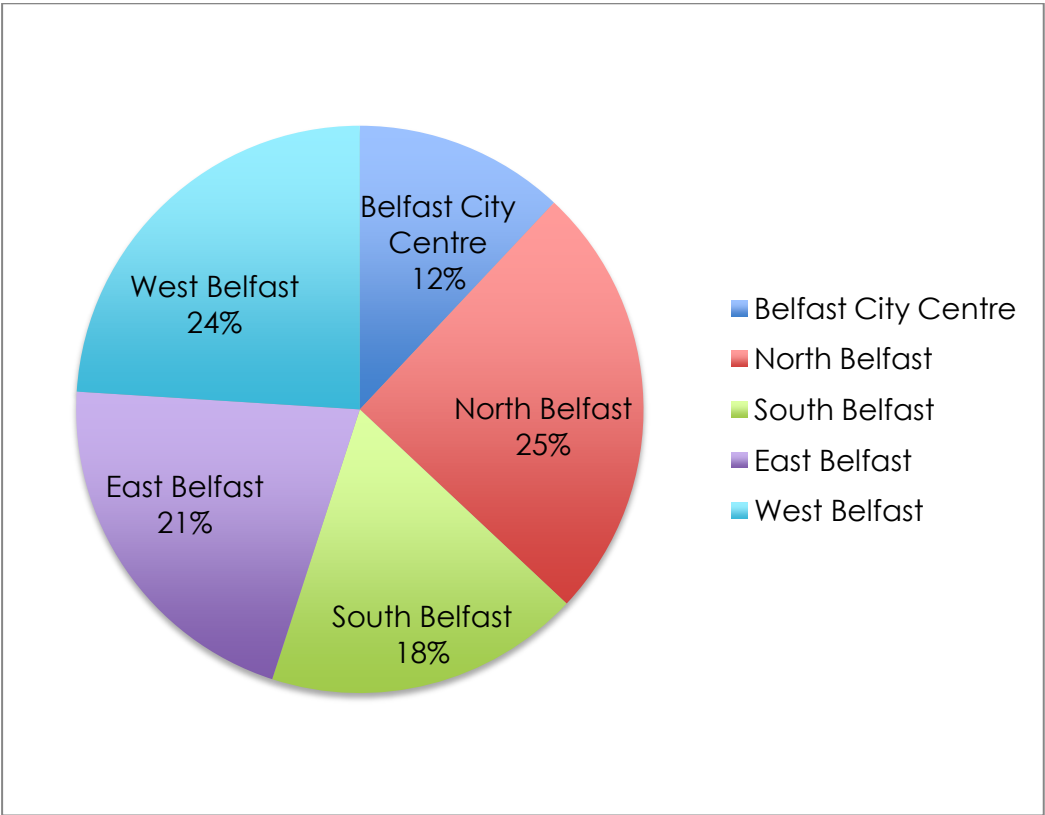




Fig 2: Belfast bookers broken down by district  
(% shown as portion of total Belfast attendances only)



It is worth noting that the tables above are not a complete picture, as ticketing software available measured by bookers rather than by tickets. As a result, a single booker is counted once whether they purchased 1 or 100 tickets. In addition, data can only be captured for ticketed/controlled entry events leading this to be a significant sample picture rather than the full overview. Young at Art will continue to look at how to improve its capture of accurate and usable data to support evaluation and audience development.

## APPENDIX 5: SUMMARY OF MARKETING/ ADVERTISING

### 2017 Belfast Children's Festival

#### PRINT

- 10,000 Promotional Postcards.  
Distributed around Belfast from Nov 16, and at YAA Events agency bookings
- 10,000 Print run of A2 poster folded into DL size leaflet. (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 and a 1,000 mailing to previous festival bookers.)
- 75,000 print run takeover of Feb 2017 edition of NI4Kids (Distribution province-wide in family friendly venues and in school bags.)
- 200 x A3 posters
- 10 x A0 posters
- 10 x A1 Posters
- 300 x Launch Invites
- 4 x Pop up stands
- 100 x T-shirts (for Event Managers & Volunteers)
- 200 x Stamped YAA Tote Bags for artists and delegates
- 100 x Launch Goody Bags



1 of 3 poster designs

#### Outdoor Advertising

10 x Adshel sites

1. Ann St Cornmarket
2. Bedford St
3. Botanic Ave
4. Central Station
5. Gt Victoria St
6. Oxford St
7. Queen St
8. Royal Ave
9. Victoria St
10. Wellington Place

3 x Billboard sites

1. Gt Victoria Street
2. Botanic Avenue

### 3. Corporation Street

1 x 6 sheet screen at Gt Victoria St Station

6 x Outdoor Flags (4 x Belfast City Hall/ 2 x Cotton Court)

24 x Poster sites in Translink stations around Northern Ireland

1. Europa Buscentre X 2
2. Great Victoria Street Station X 2
3. Belfast Central Station X 6
4. Foyle Street Bus Station X 1
5. Coleraine Bus & Rail Centre X 2
6. Ballymena Train Station X 1
7. Omagh Bus Station X 2
8. Enniskillen Bus Station X 1
9. Portadown Train Station X 1
10. Newry Bus Station X 1
11. Lisburn Buscentre X 2
12. Bangor Bus & Rail Centre X 2
13. Carrickfergus Train Station X 1

## BROADCAST

Q Radio: 34 x 30 sec adverts

## ONLINE

Digital Schools Brochure: - Distributed from September 2016

[http://www.youngatart.co.uk/sites/default/files/downloads/SchoolsBBrochureA4\\_05%20%282%29.pdf](http://www.youngatart.co.uk/sites/default/files/downloads/SchoolsBBrochureA4_05%20%282%29.pdf)

Digital Festival Brochure:

[http://www.youngatart.co.uk/sites/default/files/downloads/Brochure\\_17\\_web-1.pdf](http://www.youngatart.co.uk/sites/default/files/downloads/Brochure_17_web-1.pdf)

NI4Kids website homepage takeover from 1 Feb – 10 March

2 x Promotional Videos

Highlights: <https://youtu.be/T4W4hg5tcr4>

Animation: <https://youtu.be/nDnNRCD2UxY>

3 x Promotional GIFS

Digital Download (Translink Travel Activity Pack):

[http://www.youngatart.co.uk/sites/default/files/downloads/NI%20For%20Kids\\_iinside%26cover%20%281%29.pdf](http://www.youngatart.co.uk/sites/default/files/downloads/NI%20For%20Kids_iinside%26cover%20%281%29.pdf)



NI4Kids homepage takeover



## Media Coverage

- The 2017 festival campaign received 89 x national and regional features across print and online media and 40 broadcast features across TV and radio – including the two main national TV networks UTV and BBC NI with an estimated AVE of £75,000.

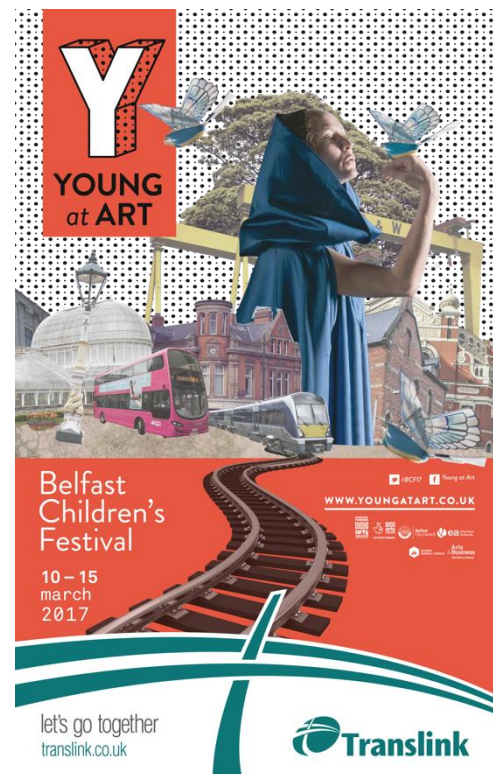


Excerpt of article by Lyn Gardner

## 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 2017.

- Marketing in-kind support from Translink comprised 6-sheet and poster sites across their network in Northern Ireland.
- The 2017 festival received an estimated £12k 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.
- BCF17 received £3K in-kind support from media partner Q Radio, including additional adverts, a week long competition on Q Breakfast, street team promotion, and social media.
- We maintained out of Belfast visitors at 27% in 2017 attributed to the reach of this campaign.

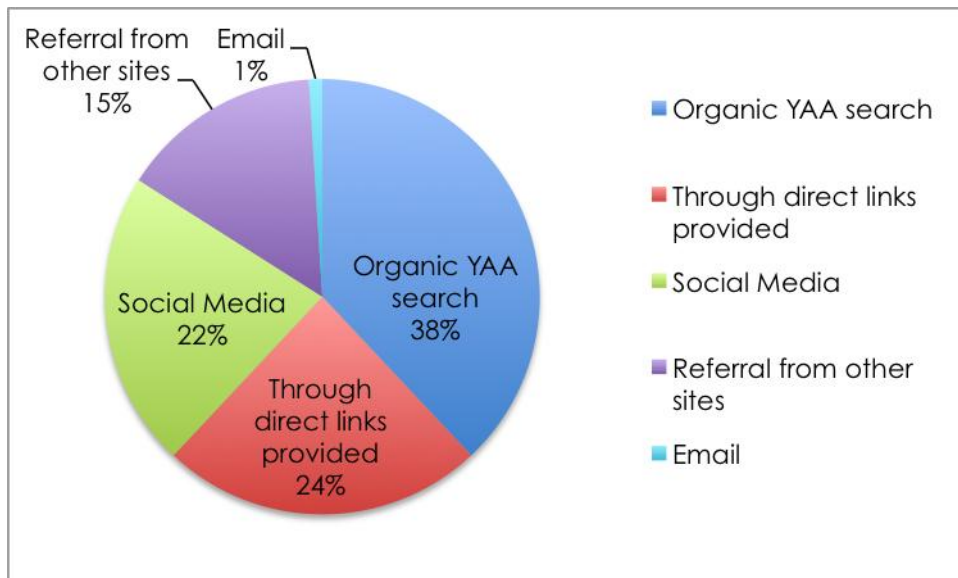


1 of 3 poster designs for Translink stations

## Online Analysis

- Young at Art website received 80,189 page views between 1 Jan – 31 March 2017. This is an increase of 39% compared to the same period in 2016.
- Young at Art produced two promotional videos and 3 GIF adverts to promote the festival and invested £241 in online advertising spend on Facebook to boost the organic reach of campaign. These 5 promoted posts had a combined reach of 182,658; the average reach being 36,500.
- This content proved engaging, increasing followers by 6% on Facebook and 3% on Twitter.

**Fig 1: Young at Art website - how people arrived at website**



Top 3 referral sites:

- Visit Belfast
- Belfast City Council
- NI4Kids

# APPENDIX 6: STAFFING STRUCTURE (at 31 March 2017)

