

Galway City Council  
Service Level Agreement  
Quarterly Status Report-Q1 2019

**Quarterly Status Report**

**Service Level Agreement**

**Between**

**Galway City Council**

**and**

**Galway Cultural Development and Activity Company Limited by  
Guarantee**

**T/A Galway 2020**

**Introduction**

Galway 2020 has undertaken to provide a quarterly progress report (along with relevant documentation) on the day to day expenditure of the Company following presentation to and approval by the Board of Galway 2020. The Service Level Agreement was signed on the 8<sup>th</sup> May 2018. Financial information including year to date accounts to the 31<sup>st</sup> March 2019.

Part two of this status report focusses on progress made on the projects that are underway, that have received funding from Galway 2020.

## 1. Financial Statements and Reporting

<b><u>Galway Cultural Development and Activity CLG</u></b>	
<b><u>Income &amp; Expenditure</u></b>	<b>YTD Q1 03-19</b>
<b>Income</b>	
Local Authority Funding City	331,898
Local Authority Funding County	175,000
Government Funding	623,167
Sponsorship and Other	10,110
Deferred Revenue and Capital Grants	(311,599)
<b>Total Income</b>	<b>828,576</b>
<b>Direct Programme Funding</b>	
Flagship Programmes	(40,774)
Weigh Anchor	(34,850)
Forward Motion	(7,700)
<b>Direct Programme Funding</b>	<b>(83,324)</b>
<b>Programme Related Salary Costs</b>	<b>(130,264)</b>
<b>Programme Related Direct Costs</b>	<b>(109,848)</b>
<b>Total Direct Programme Costs</b>	<b>(323,437)</b>
<b>Total Payroll Overheads</b>	<b>(229,338)</b>
<b>Non Payroll Overheads</b>	
Professional Fees	(140)
Legal and Audit Fees	(33,714)
Depreciation	(5,046)
Marketing and Promotions	(21,109)
Office Expenses	(6,464)
External Advisors	(113,951)
IT Costs	(13,405)
Training and Subscriptions	(5,059)
Bank Charges	(1,310)
Board Expenses and other	(11,189)
Rent and Rates	(26,626)
Insurance	(30,957)
Premises Expenses	(6,832)
<b>Total Non Payroll Overheads</b>	<b>(275,802)</b>
<b>Total Expenses</b>	<b>(828,577)</b>
<b>Surplus/(Deficit)</b>	<b>0</b>

## 1.1 Financial Reporting

All annual returns, registration of directors and other returns are fully up to date and filed in accordance with the Companies Regulations Office and Companies Act 2014. There is full compliance with the requirements of the Revenue Commissioners in relation to all relevant tax heads and a valid tax clearance certificate is in place for the Company.

The 2018 audited financial statements were signed on March 22<sup>nd</sup> 2019.

## 1.2 Board and Audit Committee Meetings

Q1 2019 saw the appointment of Mr Arthur Lappin as Chairperson. Regular updates were provided to the chair of the Audit Committee in the quarter. The Audit Committee has also been expanded to include an ex-officio member.

The Board met on the following dates in the quarter:

11<sup>th</sup> January  
15<sup>th</sup> February  
22<sup>nd</sup> March

The Board will continue to meet at least every six weeks for 2019

## 1.3 Sponsorship and Funding

Artichoke was appointed in January 2019 to undertake the sponsorship and fundraising drive for Galway 2020 and a largescale fundraising drive is underway. Since their appointment, under the leadership of Sarah Coop, Partnership Director, we have made contact with over 200 companies and 86 meetings have been held.

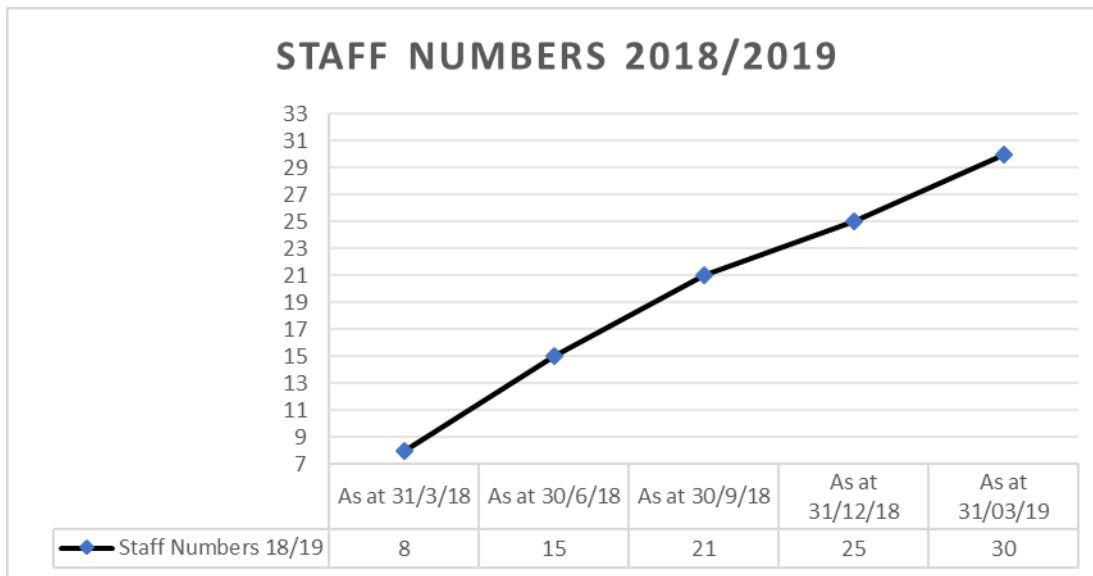
Galway 2020's fundraising team is engaging with local, national and international businesses very positively and effectively. This process to negotiate and agree packages with fundraising partners takes time to finalise for each individual business. We are passionate about ensuring that both sides get the same level of satisfaction from the partnership.

As is normal for projects of this scale, it is envisaged that the fundraising drive will continue throughout 2019, into and during 2020, with funding realised throughout the entire duration of the project.

## 1.4 Staffing

The Galway 2020 team is 30 as at 31/03/2019. Artichoke, under the leadership of the Company’s CEO and Artistic Director, Helen Marriage joined the team in Q1 2019, adding a complement of 6 to the existing team. An Irish Language Officer will join the team on 1 April 2019.

Department	Total
Creative and Cultural Programme	8
Communications	4
Finance and Operations	4
Partnerships	4
Marketing and Promotion	2
Production	1
Digital Programme	1
CEO	1
International Relations	1
Community Engagement	1
Human Resources	1
Tourism	1
Volunteering	1
<b>Total</b>	<b>30</b>



## **2. Galway 2020 Cultural Programme Update**

### **2.1 Contract Milestone Update**

Galway 2020 are currently in contract negotiations with all of our Cultural Partners. Almost 40% of all contracts are now complete. We are progressing draft contracts and agreements under the following headings;

- Agreed funds and funding schedules
- Ticketing
- Billing
- Production assistance
- Press and marketing supports
- Branding
- Volunteering

### **2.2 Cultural Partners**

We have ongoing meetings with our Cultural Partners on a weekly basis to agree contracts, media opportunities and capacity assistance.

The Cultural Partners met with the newly appointed Creative Director Helen Marriage in March 2019 and also with TG4 in respect of programme content. These meetings will continue as we move forward with the programme for Galway 2020.

### **2.3 Capacity Building and Training**

Galway 2020 has developed a series of workshops/seminars and training opportunities for all of our cultural partners, our community participant on Small Towns, Big Ideas and artists which are now underway, these include;

- Volunteering
- Community Engagement
- Digital Skills
- European opportunities to include Tandem
- Online and social media training
- Branding and Public Relations
- Information sessions on EU Networks
- Funding

## 2.4 Community Engagement

Community Engagement is embedded across the work of Galway 2020 and is fully aligned to the development of the cultural programme, the volunteer programme, and our communications strategy. These areas all have a strong community and social inclusion focus.

Some of the main areas of work for community engagement in recent months have included:

- Hosting a number of workshops in January as part of *First Fortnight*, the national arts and mental health festival.
- The official launch and ongoing development of our *Wave Makers Volunteer Programme* in February (see below).
- Ongoing support to existing *Small Towns Big Ideas* projects and the launch of Round 2 of Small Towns Big Ideas (see below).

### 2.4.1 Small Towns Big Ideas

Small Towns Big Ideas is a Galway 2020 flagship programme. The programme commenced in the summer of 2018 with 51 different community generated projects spanning Galway city and county with 24 city-based projects. Most of these projects are now well underway and many have already been realised with considerable success.

Examples of recent events in Galway city by Small Towns Big Ideas projects include:

- *Telling Stories, Sharing Cultures* – a storytelling project working with refugees hosted an alternative Valentines Night event in Blue Teapot Theatre on 14<sup>th</sup> February.
- *Mother Tongues Festival* – a new weekend festival celebrating linguistic diversity was hosted in various city centre venues on 22<sup>nd</sup> & 23<sup>rd</sup> February.
- *Culture Café 2019* – the final instalment of the new monthly pop-up culture café in Doughiska was hosted on 8<sup>th</sup> March.

Galway 2020 opened Round 2 of Small Towns Big Ideas for new applications on 2<sup>nd</sup> April. **The deadline for applications is 10<sup>th</sup> May** and a number of public information sessions promoting the call will be held in early April in Ballinasloe, Clifden, Galway City, and An Spidéal.

All information on Small Towns Big Ideas Round 2 is available on Galway 2020's website at <https://galway2020.ie/en/small-towns-big-ideas-round-2/>.

### 2.4.2 Galway City Based Small Towns Big Ideas Projects

City Area	Group	Project
Ballybane	Ballybane Taskforce	Music and food project
Knocknacarra	Knocknacarra 2020	Public art project celebrating local community
Salthill	Devon Park Residents Assoc	New community festival
City-wide	Galway Mother Tongues Festival	New festival celebrating multilingualism
City Centre	Galway Civic Trust	New medieval festival for Galway City
City-wide	Citóg	Series of pop-up outdoor music events
West End	Galway Arts Centre	Series of pop-up exhibitions, debate and food events
City-wide	Croí na Gaillimhe	Crafting project
City-wide	COPE Galway	New football tournament
Menlo	Menlo Scouts	New scouts and community cultural event
City-wide	Galway African Diaspora	Exhibition of African art
Merlin Woods	Friends of Merlin Woods	Project celebrating history of the local area
Claddagh	Brú Theatre	Street theatre project
City & County	Doire Press	New literary project involving Galway writers
Ballybane	Oirthear Le Cheile	Dance project exploring diversity and identity
Westside	Westside Arts Festival	Programme of craft workshops
Shantalla	Scoil Bhríde Shantalla	Film project with local school and community
City & County	Galway Autism Partnership	Multisensory theatre and film project
Salthill	The Village Salthill	Community film making project
City & County	Galway Traveller Movement	New festival celebrating nomadic cultures
City-wide	Galway Integration Consortium	Storytelling workshops with new communities
City-wide	Skylight 47	Creative writing classes with local communities
Doughiska	ARD Family Resource Centre	Series of pop-up cultural café events
City-wide	Galway Congolese Association	Development of new performing arts group

### 2.4.3 Wave Makers Volunteer Programme

The Galway 2020 *Wave Makers Volunteer Programme* was officially launched on 16<sup>th</sup> February with approx. 200 people attending the event. The Wave Makers programme is being developed in line with best practice from other European Capital of Culture volunteer programmes.

We aim to recruit in the region of 1,000 volunteers during 2019. The application process is now open and 213 individuals have already registered to be Wave Makers. The application process will remain open throughout the year and all information can be found on the Galway 2020 website at <https://galway2020.ie/en/volunteering/>.



## 2.5 European Dimension

European cooperation across the programme continues and projects are forging links with European partners. Discussions with Kaunas 2022 and Rijeka 2020 are advancing in addition to existing programme links. Bi-weekly catch ups are scheduled between Galway 2020 and Rijeka 2020 to exchange information and advance cooperation between the two Capitals of Culture.

Below is a summary of International Relations activities abroad and in Ireland held with a view to advancing the European Dimension in the Galway 2020 project.

### *Events / activities abroad*

<b>Date</b>	<b>Event / activity</b>	<b>Location</b>	<b>Galway 2020</b>
11 – 13 January	Plovdiv 2019 opening ceremony  Good practice exchange, learning from opening ceremony	Plovdiv (Bulgaria)	Cultural Producer Visual Arts and Public Art, Head of Production, Director of Communications and International Relations
18 – 20 January	Matera 2019 opening ceremony  Good practice exchange, learning from opening ceremony	Matera (Italy)	Head of Programme, Head of Production, cultural producer street art, theatre and dance and international relations
18 – 26 January	Galway City Delegation visit to China  Representing Galway 2020 and cultural opportunities in Galway to Chinese partners	Shanghai and Hubei Province (China)	CEO
19 – 23 February	EU Japan Fest – annual meeting Tokyo  Presentation of Galway 2020 to Japanese stakeholders, meeting Irish ambassador to Japan	Tokyo (Japan)	CEO, cultural producer Music and EU Japan Fest
26 – 27 February	Meetings in Brussels, promoting Galway 2020 and exploring opportunities for collaboration	Brussels (Belgium)	International Relations and PR Manager

*Events/ activities in Ireland*

<b>Date</b>	<b>Event / activity</b>	<b>Location</b>	<b>Galway 2020</b>
22 – 23 January	Mr Kogi, EU Japan Fest Director, visiting Galway  Opportunity to meet Galway 2020 team and our cultural partners	Galway city and county	Led by Cultural Producer for Music and EU Japan Fest and International Relations Manager, plus other members of the Galway 2020 meeting Mr. Kogi
25 January	Meeting with EC representation in Dublin and Goethe Institut  Attendance at Burns Night Dinner with Scottish Government and British Council	Dublin	International Relations Manager and Digital Programme Manager
21 February	Welsh Stakeholder Roundtable at the National Museum. Presentation on Galway 2020 and collaboration opportunities  Meeting with the French Embassy	Dublin	International Relations Manager and Development Manager

**2.6 Galway 2020 Links to The Galway Cultural Strategy 2016-2025**

	<b>Cultural Strategy Strategic Aim</b>	<b>Galway 2020 Project</b>
1	Access and Cultural Rights	Small Towns Big Ideas/Legacy
2	Cultural Heritage	Small Towns Big Ideas/Legacy
3	Culture Education and Excellence	Symphonic Waves/Legacy
4	Culture Environment and Place	Hope It Rains/Legacy
5	Culture Economy	Galway 2020 audit of venues/Legacy
6	Culture, Health and Wellbeing	Wires Crossed/Legacy
7	Culture Information and Knowledge	The Digital Programme/Legacy

### **3. Audience Development Update**

Galway 2020 has developed a second draft of its Audience Development Strategy. A broad definition of audience development is taken in this strategy as defined as follows:

*A planned, organisation-wide approach to extending the range and nature of relationships with the public, based on an understanding of their needs. It helps a cultural organisation to achieve its mission, balancing social purpose, financial sustainability and creative ambitions.*

The Audience Agency

This is in line with concepts of audience development articulated in ‘Engaging Audiences’ endorsed by the European Union and the European sequence of Adeste projects (cited in the original Galway 2020 bid and which had contributions from The Audience Agency).

In terms of the ‘development’ outlined, this is taken to mean widening, deepening or furthering audience engagement. This does not mean attracting ‘new’ or ‘hard-to-reach’ audiences, which are both problematic terms. Rather, it is about the development of stronger and deeper relationships between members of the public and cultural providers. This should be strategic and long term and in the case of a large-scale partnership such as this one, ideally leading to a richer cultural life, an enhanced sector and the achievement of further impacts. It is a holistic concept of audience development that incorporates all parts of Galway 2020’s organisational operations.

### **4. Monitoring and Evaluation**

Galway 2020 and the National University of Ireland Galway (NUI Galway) have committed to working together to deliver the monitoring and evaluation (M&E) framework for Galway 2020, as part of a broader partnership between the two organisations. The aim will be to establish a wide-ranging project that is responsive to the M&E remit of the EU for Galway’s European Capital of Culture but also to envisage and include the creative arts practice in Galway and its regions, economics and educational benefits for the longitudinal qualitative and quantitative dimensions of such research.

NUIG will bring a multi-disciplinary research team to lead the project that will include expertise in the arts, data science as well as other additional areas. The data science activities will be carried out by the Insight Centre for Data Analytics at the university.

## 5. Government Relations

Galway 2020 continues to have strong political support nationally. A Programme Delivery Agreement for €15 million was signed with the Department of Culture, Heritage and the Gaeltacht in 2018. This contains specific quarterly reporting requirements and quarterly independent accountants report requirements. An independent accountants report was submitted in January in relation to the period Q4 2018. The PDA also details the profiling of funding to Galway 2020 over the period 2018 to 2020. €6 million will be paid to Galway 2020 in 2019

## Approval

SIGNED for and on behalf of the Galway Cultural Development and Activity  
Company Limited by Guarantee T/A Galway 2020

By: Patricia Philbin

Name: Patricia Philbin

Title: CEO

20<sup>th</sup> May 2019

By: Cepta O'Connell

Name: Cepta O'Connell

Title: Head of Finance

20<sup>th</sup> May 2019