



**EXPRESSIONS OF INTEREST**

**for**

**Amplifier Projects**

## **1. Introduction**

Music is one of the unique aspects of Belfast's cultural profile with audience research indicating high levels of engagement locally as well as strong links internationally. Building on the momentum of our European Capital of Culture bid, Belfast City Council has agreed to work on the ambitious goal of applying for the designation of UNESCO City of Music. The prestigious designation is awarded to cities who have identified creativity as a strategic factor and enabler for sustainable urban development. The designation will allow Belfast to gain access to the Creative Cities network, opening the door for international cooperation and knowledge exchange. It will raise the city's profile as a global destination with a rich musical history dedicated to promoting and supporting music in modern times. It will also be a determined step towards ensuring that culture adds positive value to people's lives in Belfast. The application will have a number of key strands, including research-based support for local infrastructure and artists, long-term strategic development and capacity building. Submission of the formal application must be made by Council, however, the development for this project will be undertaken and owned by a cross-sectoral platform of representatives from the music, public, private and community sectors.

## **2. About the Amplifier Project**

Belfast City Council is seeking to support music programming which can further enhance the city's existing musical offer. As part of this project we are inviting expressions of interest from experienced music producers to deliver exciting initiatives which will enhance their existing programmes and provide an opportunity to demonstrate the potential that their events have for growth as significant music events for the city. The Amplifier Project aims to provide additional support for local infrastructure and artists by offering them the opportunity to enhance their core programming in order to attract new audiences, inspire communities and present a world-class, distinctly Belfast offer which has both social and economic return for the city. In keeping with Belfast's recent re-branding exercise, the Amplifier Project aspires to bring 'energy' to the city and enhancement initiatives should reflect this.

### **3. Background: The Belfast Agenda**

The Belfast Agenda sets out a vision for Belfast as a city which is:

- Vibrant, attractive, connected and environmentally sustainable
- Where everyone experiences good health and well-being
- Which is welcoming, safe, fair and inclusive for all
- Where everyone fulfils their potential and
- Where everyone benefits from a thriving and prosperous economy

In addition to this, Belfast's Cultural Framework 2016-2020 specifically recognises the vital role that culture, arts and heritage play in establishing Belfast as a shared, welcoming and proud city. The Framework's vision is that: 'Everyone in Belfast experiences and is inspired by our city's diverse and distinctive culture and arts. Arts and heritage are valued for enriching quality of life and creating wealth, and the city's culture and creativity is renowned throughout the world.'

Belfast's Cultural Framework has four key themes:

- Distinctly Belfast
- Inspiring Communities
- Attracting Audiences
- Strengthening the Sector

The Amplifier Project cuts across all four themes of Council's Cultural Framework. Further details of the Cultural Framework can be viewed here <http://www.belfastcity.gov.uk/tourism-venues/culture/culture-about.aspx>. Expressions of interest should demonstrate how their proposed music activities feed into the four themes outlined above.

#### 4. Invitation

The Amplifier Project is inviting expressions of interest from music producers and arts organisations to deliver music initiatives that enhance their existing projects and ideally demonstrate the potential that their event has for growth as significant music events for the city. For the purposes of this programme, a significant music event is an event that:

- is produced annually or periodically
- is home produced or commissioned;
- is distinctive to Belfast;
- enhances the sense of place and visitor experience;
- has reach beyond the local through media coverage;
- attracts local, regional and international audiences;
- demonstrates economic, social and cultural impact

Expressions of Interest are invited for enhanced programming activities of up to £15,000. It is anticipated that no more than four awards of up to a maximum of £15,000 will be made.

**Planned music activities must take place between 1<sup>st</sup> October 2019 and 31<sup>st</sup> March 2020. Activities outside these dates will not be considered.**

#### Who can apply?

To be eligible, organisations must be:

- Formally constituted (in other words, have a constitution or memorandum and articles of association);
- Operating on a not-for-profit basis (taken from the constitution or memorandum and articles of association). Commercial projects or projects that could be carried out commercially are not eligible. If, in the reasonable opinion of the Council, the Organisation applying for funding is a de facto commercial Organisation, whatever the legal make-up of the Organisation, then the Council shall not fund that Organisation. The decision of the Council shall be final in this regard;
- Based in and have an operational focus in Belfast;
- Already involved in programming music-related activity in Belfast;
- Already be adherent to all relevant legislation and have all relevant policies in place.

## Your Proposal

If you are interested in submitting an Expression of Interest to enhance your current music programme, your proposal must include the following information:

- Details of the individual in the lead organisation with overall responsibility for the management of the contract (the lead partner)
- A detailed outline of the proposed music event/activity including timeline and summary of approach
- Summary of outcomes you hope to achieve in keeping with the aims of the Belfast Agenda and Cultural Framework for Belfast 2016 - 2020
- A budget to include all artistic and production costs
- Demonstration that your event has the potential to attract local, regional and international audiences and is open and accessible to all

## Assessment Criteria

Each music proposal will be assessed against the following criteria:

- *Need and potential impact of the project* (Your response should detail how the proposal is distinctive to Belfast and will enhance existing programming activity. You should detail the potential of the activity to attract local, regional and international audiences and the potential for future growth as a significant music event. Social, cultural and economic impacts should be considered. To assist with future planning, details of any further help from Belfast City Council which may assist long-term ambitions should be noted) (60%)
- *Programme plan* (Your response should include a detailed programme plan, including who is responsible for implementing the actions and how the impact of the project will be monitored and evaluated. A detailed budget breakdown and timeline must be included. Your budget should include the overall expenditure of your project and all income sources relating to this project. Details of other income from Belfast City Council sources must be included. All costs must be reasonable, necessary and demonstrate good value for money) (40%)

## Please note

- The submission should be completed by the lead partner
- The submission should be no more than 4 x A4 pages

- A signed Declaration Form must accompany all Expressions of Interest. Expressions of Interest submitted without a signed declaration form will not be considered
- All initiatives must be not for profit
- This is a competitive process and all decisions are subject to ratification by Council

### **Submission of Expression of Interest**

All submissions must include:

1. One signed copy of the Declaration Form
2. One copy of your Expression of Interest no more than 4 x A4 pages long

Completed Expressions of Interest can be emailed to [culture@belfastcity.gov.uk](mailto:culture@belfastcity.gov.uk) or posted to Marbeth Lynch, Belfast City Council, Tourism, Culture, Heritage and Arts Unit , 9 Adelaide Street, Belfast, BT2 8DJ and must be received **no later than 12 noon on Wednesday 17th July 2019**. Expressions of Interest sent by post should be registered. Receipts will be administered on request.

### **Further information**

Applicants should seek to clarify any queries as soon as possible. Queries should be sent via email to [culture@belfastcity.gov.uk](mailto:culture@belfastcity.gov.uk)

Copies of the Belfast Agenda are available online at:

<http://www.belfastcity.gov.uk/council/Communityplanning/BelfastAgenda.aspx>

Successful applicants will be notified pending ratification by Council. It is anticipated that this will be at the end of September 2019.