



Culture Connects: UK-Ireland

Mapping arts and cultural connections

Webinar

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- **British Council**

- Dr Kerry McCall Magan, Director Ireland
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- **Starling Start**

- Amberlea Neely, Founder
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Enabling creative economies to find new ways to thrive

The British Council has been advocating and supporting the development of global creative economies for more than 20 years, in over 40 countries. Combining pioneering expertise with local knowledge, we champion the creative economy as a key driver of sustainable and inclusive growth. We connect ideas and experience from the UK with partner countries to co-create activities that develop policy, improve infrastructure, empower local creative talent, and increase greater international understanding of the value of the creative and cultural industries.

We work through three Strands:

01. Research, Insight and Advocacy
02. Leadership and Learning
03. Sector Development



50m

People are employed by
the cultural and creative
industries globally

6.2%

Worldwide employment
in the cultural and
creative industries

Research Insight and Advocacy



- **All our work is underpinned by research and mapping of the local context we do this to understand the local needs and context of the country**
- Once we have the data and evidence, we source UK experts to co design with local partners projects that are then delivered in the country through local partners and managed by our teams there
- **1) Research, Insight and Advocacy**
- We commission research around the world, and we share that research with the UK and with the countries where we work to inform and influence governments, leaders and policy makers
- We share insights through case studies and through roundtables, forums, briefings, and engagement with HMG / DBT etc.
- We use existing platforms to advocate for more inclusive future facing creative economies e.g. Beyond, Creative UK Summit, World Conference on Creative Economy, World Culture Cities Summit etc.

- Context
- Methodology
- Findings
- Recommendations

Strategic importance

- Context of recent intergovernmental statements of shared intent.
- The resilience of individuals and the adaptability of the sector following the COVID-19 pandemic and the UK's departure from the EU.
- Funding disparities, administrative complexities, and inconsistent data collection also remain significant barriers to bilateral collaboration.
- Research and analysis gap in Ireland of subsidised arts and/or creative industries, whilst in the UK, the creative industries are a heavily researched and quantitatively assessed sector.
- Funding discrepancies for culture within the UK's devolved administrations.
- The introduction of the Basic Income for the Arts pilot scheme in Ireland.

Research aims

Establish the current state of play between UK and Ireland, what works well and where barriers exist, and gather thoughts on how to build greater connectivity



Methodology



Review of literature



Review of funding



Semi-structured interviews



Survey

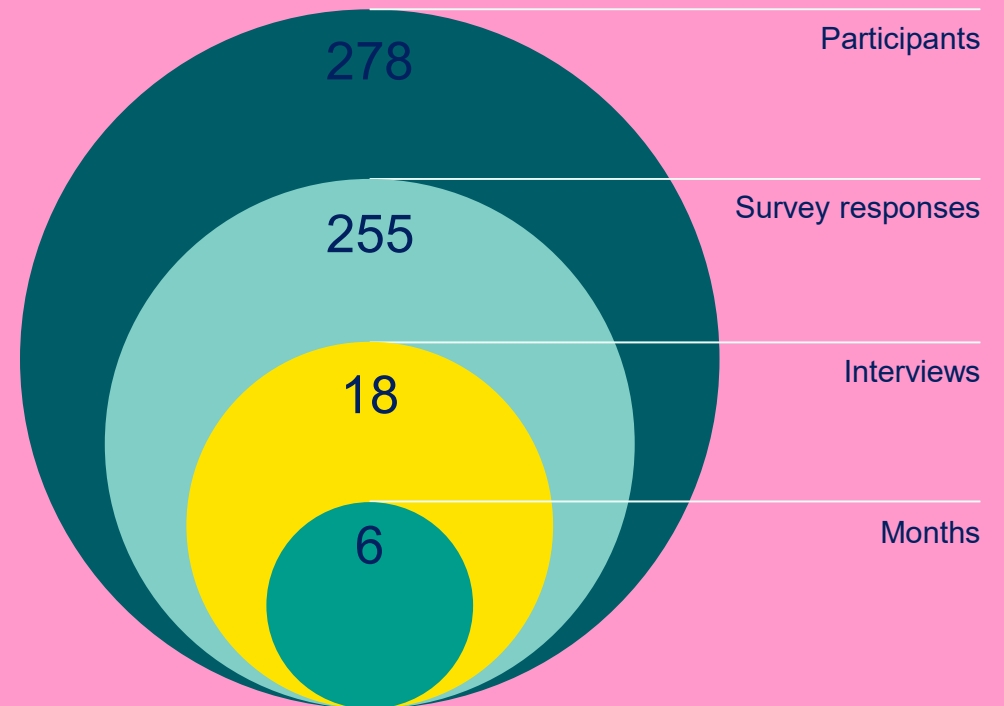
Our research in numbers...

Survey snapshot:

- 255 respondents completed the survey
- 47% (119) were resident in Ireland
- 53% (136) were resident in the UK

UK respondents were located across the four nations as follows:

- 42 responses from England
- 40 from Wales
- 32 from Northern Ireland
- 22 from Scotland



／ What we heard...

Arm's-length bodies and government agencies



- Strong desire to strengthen UK-Ireland cultural collaboration
- There is power in strategic partnerships
- UK's departure from the EU has disrupted many previous relationships
- Struggle with financial resourcing
- A lack of aligned data

／ What we heard...

Arts and cultural organisations



- Active collaboration between organisations
- Disconnect between policy and practice
- Lack of a dedicated UK-Ireland joint funding mechanism
- International touring networks are fragmented
- Barriers to accessibility and inclusion

／ What we heard...

Individual practitioners & producers



- Disconnect between policy and practice also referenced
- Lack of structured networking opportunities; personal networks drive collaboration
- No dedicated UK-Ireland joint funding stream
- Complex cultural landscapes
- Value time and space for experimentation
- Focus on sustainability

／ Recommendations: Steer

- 1.** Position arts and culture as a strategic cultural relations asset across the UK and Ireland.
- 2.** Support arts and cultural worker representation in policy development.
- 3.** Lobby for the simplification of administrative barriers for artists and organisations.



Recommendations: Collaborate



- 4.** Explore development of a UK-Ireland cultural forum to bring together key stakeholders in policy, organisations and practice.
- 5.** Enhance the consistency of data collection and mapping of cultural mobility between UK-Ireland.
- 6.** Develop a joined-up UK-Ireland arts opportunities hub.

／ Recommendations: Support

- 7.** Address funding disparities and establish a UK-Ireland cultural collaboration and mobility fund.
- 8.** Enable mechanisms for professional peer development for individuals that is inclusive, sustainable and accessible.



／ Recommendations: Support

- 9.** Create conditions (supports and enablers) for research, experimentation and innovation.
- 10.** Review touring networks with sustainability in mind.



**Thank you,
and we welcome
your questions...**

