



STREET CULTURE FOR REGIONS

REGIONAL ALLIANCE ACTION PLAN

102 IRELAND



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Planning the process

What planning actions will you initiate in the formation planning of your Alliance? (What is your goal?)

Our Goal is to bring different stakeholders from the areas of street and social entrepreneurship, cultural inclusivity, VET and youth education from Ireland West/Northwest together to improve their capabilities to understand and support the opportunities through street culture. We particularly wanted them to begin intelligence and resource sharing within a network of support and open communication to share and influence Street Culture for Regions to relevant target groups and organisations where it can have maximum impact in our region.

Key stakeholders were brought together over a series of meetings and events to facilitate setting up an Irish Street Culture for Region Alliance, getting to know each other, our thoughts, hopes and concerns about street culture and how we can divide our skills and resources usefully. These meetings also led to the identification of obstacles, formation of goals and a marketing strategy for the ongoing sustainability of the project.

Analysis (establishing the status quo /existing state of affairs)

1. Identify existing policies and programmes,

There are key policies in place by the Irish government which promote social inclusion, especially for marginalized groups. Of relevance to our project

- The Government roadmap for Social Inclusion Policy 2020-2025 highlights youth, those distant from education, migrants, people with disabilities as particular areas of focus.
- The National Youth Strategy includes a specific objective which recognises that young people are better able to participate in the labour market through enhanced skills and competencies that complement formal learning and training qualifications and entrepreneurship opportunities.

From a culture perspective:-

- The Creative Ireland Programme 2017-22 prioritises enhancing the provision of culture and creativity in every community; empower and support our artists and drive investment in our cultural institutions.
- Measuring the Creative Sector in the Galway, Mayo and Roscommon Region , a consideration of the impacts of COVID 19. This sector survey was commissioned by the WDC and undertaken by Dr Patrick Collins NUIG (School of Geography, Archaeology and Irish Studies and the Whitaker Institute), under the auspices of the West Regional Enterprise Plan. The survey gathered



responses from over 140 Creative Economy businesses and sought to identify and examine the challenges and opportunities they faced during the Pandemic.

From an enterprise perspective:-

- [White Paper on Enterprise 2022-2030](#). Government vision is for Irish-based enterprise to succeed through competitive advantage founded on sustainability, innovation and productivity, delivering rewarding jobs and livelihoods.

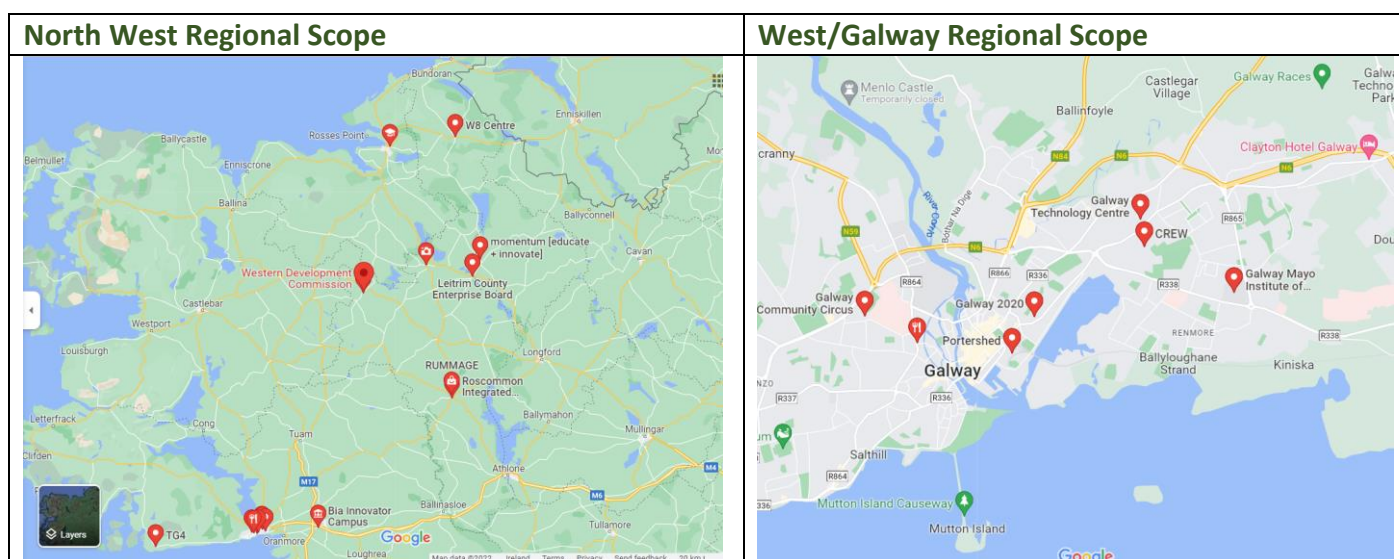
2. Identify possible gaps and needs

In Ireland, street culture is present and varied throughout the country, however there is no specific policy supporting street culture entrepreneurs. As street culture itself is distinct and has many niche parts, it is difficult to define it under one umbrella, even to stakeholders and our target groups. We needed to clearly identify the key components of street culture and make sure target groups are informed of what street culture is through effective social media and print media dissemination.

With Covid-19 necessitating a move towards spending more time eating, drinking, and socializing outdoors, there is a need for a more cohesive and robust network of street culture entrepreneurs to support each other.

The Process to Set Up Regional Alliance

1. Define the Region (where and why?)



The Alliance is based in regional locations in the west/northwest region where Momentum has a strong base and network of collaborators to form the SCR Ireland alliance. In the second part of 2022, we have been able to expand our alliance into Galway City, which has a deep array of businesses, organisations and individuals practicing and interested in street culture. As the European Capital of Culture 2020, Galway is already well stocked to provide our alliance with established networks, contacts, opportunity for further learning and development in street culture entrepreneurship.

2. Bringing together the SCR Alliance - how do you bring the partners together? What do they do (e.g. meetings, study visits)? What possible obstacles do you expect to face? How will you overcome these obstacles?

We brought **partners together** that specifically represent our target groups – Vocational Education Training, cultural entrepreneurship, young people and NEETs, public bodies involved in regeneration of public spaces and community representatives involved in celebrating their unique streetscapes and environment. We developed a shortlist of potential Alliance members and contacted them one by one, offering them the opportunity to become involved, to partake in Alliance meetings and have a say in forming our goals and aspirations. The partners that join us benefitted from access to wider networks.

In all, we conducted 7 meetings which have been formative in brainstorming and sharing ideas through facilitating empathy, ideation, and prototyping solutions. In September – November 2021, while COVID restrictions were still in place, we managed to hold 3 meetings in person.

Meeting One – Roscommon (September 2021)

Our first Alliance meeting brought a select group of people together representative of our target groups. We conducted an open call to join which was disseminated through our email networks and online social media (using the invitation below) The emphasis of the first meeting was to introduce interested attendees to the project itself, then focusing on the project resources, the need, purpose and overall aims of the Street Culture for Regions Alliances.



Our invitation to Alliance meetings 1 and 2 ..





**STREET CULTURE
FOR REGIONS**

INVITATION

**HARNESS THE POWER OF STREET CULTURE TO
MOVITATE A NEW GENERATION OF ENTREPRENEUERS
IN IRELAND WEST/NORTH WEST**



There is a need to boost entrepreneurial innovation, social inclusion and urban revitalization. The Street Culture for Regions project aims to bring people from challenged neighbourhoods, people not in employment or training and people from ethnic minorities or migrant backgrounds, into entrepreneurship training and meaningful economic activity, through the medium of "Street Culture".

There is limited awareness and even less support for street culture. Street culture can conjure up negative connotations. Guidance is needed on how to harness street culture opportunities across the public and private sectors. The topic is absent as a topic of training in enterprise/ entrepreneurship education.

Street Culture for Regions is an Erasmus project to raise the motivation and knowledge of trainers, leaders and stakeholders to offer opportunities for street culture entrepreneurship and to work interactively to provide joined up support. With Covid-19 necessitating a move towards spending more time eating, drinking, and socializing outdoors, there is a need for a more cohesive and robust network of street culture entrepreneurs to support each other.

www.street-culture.eu

OUR GOAL

The goal of the Street Culture for Regions Alliance is to bring different stakeholders from the areas of creative and social entrepreneurship, cultural industry, VET, and youth education from Ireland West/Northwest together to improve their capabilities to understand and support the opportunities through street culture.

GET INVOLVED

The Street Culture for Regions Alliance Ireland West/Northwest will be a collaboration of individuals and organisations who share a common interest in Street Culture Entrepreneurship, social cohesion, cultural promotion, and economic development. They will benefit from its outcomes and impacts and commit to working together for the benefit of all involved. The power of an effective alliance is that it can harness the expertise and energy of all those participating, achieving results that no single partner could achieve alone.

WHERE + WHO WILL BENEFIT

The Street Culture for Regions Alliance Ireland will focus the West/Northwest, and will provide a platform to work collaboratively, enable our members to map resources and identify gaps that others can accommodate.

The Alliance is open to:

- (i) The Public Sector (representatives from local and regional Government, civil servants and public representatives)
- (ii) Education and the Training sector (including schools, VET providers and Universities)
- (iii) The Business community and industry bodies,
- (iv) Third sector representatives including community and voluntary organisations, charities and social enterprises.

A key benefit to involvement in this Regional Alliance is a shared learning and a natural opportunity for cross-sectoral networking. This in turn will lead to the cross-fertilization of ideas that can be delivered collaboratively within the context of street culture. The Alliance will also work effectively to shape policy and represent local/regional interests.

JOIN US

We are hosting our first Alliance meetings in two parts on 15th and 16th September at 2pm on each day.

To follow Covid-19 protocols, at each meeting, a small (5) group of attendees will meet in social distanced format, but online attendance is encouraged.

Wednesday 15th September from 2pm - 3pm
Trinity Arts Centre, Castlereagh, Co. Roscommon

Thursday 16th September from 2pm - 3pm
W8 Centre, Mananhamilton, Co. Leitrim

Please email can@momentumconsulting.ie to facilitate your attendance.

The first meeting was attended by 15 attendees ranging from traditional bricks and mortar business owners who were interested in the concept of street enterprise to rejuvenate their public realm, creative and food businesses that produce goods for sale at weekly street markets, performance artists, VET trainers of entrepreneurship, a Councilor representing the municipality and local craftspeople who sell online and were looking for an in-person presence selling in their local area. Feedback on the project was positive although many attendees expressed concerns over time commitments to any potential Alliance and highlighted the fact that they were interested in setting up a formalized approach to supporting street enterprises but had not yet done so.

Topics discussed:

- Potential of Street Entrepreneurship in the area
- Individual concerns/problems with setting up a street business
- The benefits of a regional Street Culture Alliance to share information and contacts



Meeting Two – Leitrim (September 2021)



To gain a cross regional approach, our second meeting was held in Manorhamilton, Leitrim, following the same agenda with different attendees. Of note, attendees were more established in enterprise and saw street enterprise as an offshoot or addition to their existing operations rather than being a key aspect of their business model. This meeting did involve members of the local development company Roscommon Leader Partnership (RLP) who themselves have many contacts and access to networks in the areas of social innovation, entrepreneurship and culture in our target areas. RLP have since been a regular member at Alliance meetings and see the meetings and action plans as having a direct benefit for many of the entrepreneurs, cultural actors, and individuals in their community.

Topics discussed:

- Introduction to the project and the alliances, our aims
- How can street-based enterprise add value to bricks and mortar business?



- The current status and prevalence of street culture/enterprise in the Northwest Area and how our alliance can increase their presence

Meeting Three – Dundalk (November 2021)



Our third Alliance meeting took place outside of our target area as we brought Alliance members from the northwest to Creative Spark, Dundalk in the east of the country to see firsthand best practice examples of cultural enterprises. Although Creative Spark is a centre for creative entrepreneurship, many of its businesses have street business operations and move into open town markets temporarily during specific times of the year. We wanted to show members of our Alliance how a street culture alliance could look in a few years' time. Attendees found many aspects of Creative Spark that could be replicated back in the West/Northwest. Creative Spark is also strongly associated with the SEEK Festival which highlights street art and mural painting around the town. Overall, the alliance members were very impressed by the visit and it provided a realistic future goal for the alliance to aim for in our own area. Creative Spark, although not formally within our alliance region, has remained influential on our alliance members.

Topics Discussed:

- Potential long-term benefits of building alliances over many years



- Aspects of street art and public area murals that could be replicated in our alliance area
- Differences and difficulties in replicating good practices from Dundalk to the Northwest
- Guided tour of SEEK street art focus



Meeting Four – Roscommon (February 2022)



Our first meeting of 2022 was hosted by Alliance member Roscommon Leader Partnership with a focus on creative/cultural entrepreneurship and street culture entrepreneurship. The meeting included a guest presentation from Catia da Nova, a Brazilian entrepreneur who has settled in Roscommon for many years and now runs a vintage store called Rummage with upcycling and repair services, and is a member of Roscommon Town Team involved in a major urban regeneration of the town centre with dedicated street culture space.



Topics discussed:

- Overlap between street culture and creative entrepreneurship
- How people of different cultures are adding entrepreneurial benefit to the area
- Different needs of street businesses and traditional businesses
- Presentation by RLP of a new project they are involved in called 'Empowering Creative Circular Entrepreneurs'.

Meeting Five, Leitrim (June 2022):

Back to Co. Leitrim for the fifth SCR Alliance meeting



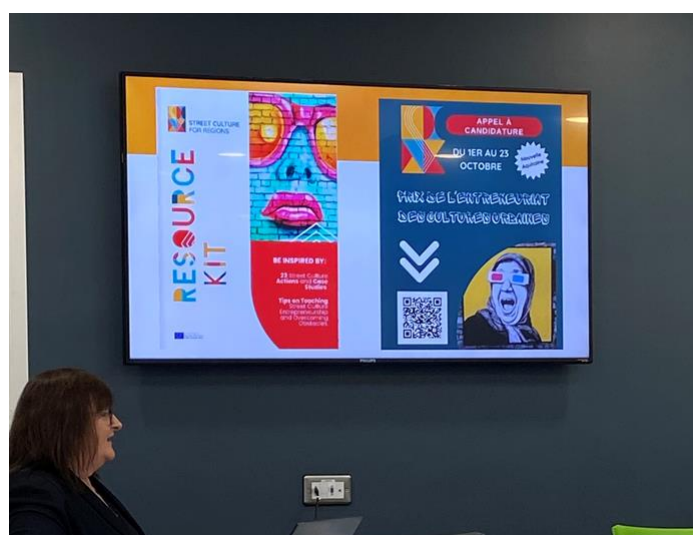


Our 5th Alliance meeting took place in person in Leitrim. Once again, we were joined by Alliance members from Roscommon Leader Partnership and new attendees included members of the Carrick-on-Shannon Market Yard group which runs a weekly market including street food businesses. Farmers and their families are key members of this market and their input and opinion was an interesting addition to the Alliance meeting.

Topics Discussed:

- How rural businesses/farmers can play a part in 'urban' street culture
- Further ideas on cooperation between the current alliance members, taking advantage of regional events to promote progress and grow the alliance.

Meeting Six – Galway (October 2022)



Having focused initially on Roscommon and Leitrim within the geographical scope of our Alliance, our sixth meeting bore the fruits of months of contacting and efforts with Galway based stakeholders to come together to discuss an Alliance of creative and cultural groups based in Galway City and the wider West region. This meeting took the form of a workshop, co-hosted with Galway Culture Company in partnership with the Northwestern Regional Assembly and facilitated by Momentum. This meeting broke new ground in terms of sharing progress for our Alliance so far. It has set the stage for a more ambitious and sustainable alliance going forward after the project ends. This



workshop brought together a collective of stakeholders from across Galway City and County, many with a regional remit. Organisations that sent representatives included:

- CREW Digital
- Galway County Arts Officer
- University of Galway Creative Office
- School of Design & Creative Arts ATU
- Galway City Innovation District/ Portershed
- Western Development Commission
- Galway Technological Centre
- Údarás na Gaeltachta
- TG4
- BIA Innovator Campus
- Galway Technical Institute
- Local Enterprise Office - LEO Galway

This workshop brought the opportunity from county to regional in scope and scale. After introductions from each member and an insight into the work they do to promote culture, creativity and entrepreneurship in the area, we looked at good practices from Cork ([Let's Play Cork | urbact.eu](https://urbact.eu)) and Waterford (<https://waterfordculturalquarter.ie/creative-spirits/>). Each attendee outlined other networks and clusters they are associated with and not surprisingly there is a wide scope and overlap.

As the workshop developed, the topic of EU funding became a focus, and what needed to be done by each member, and the Alliance as a whole to gain more funding through Irish and European programmes.

Meeting Seven – Galway (December 2022)





To build on the momentum of the Galway based workshop, our Alliance held a second workshop and 7th meeting in the Portershed in Galway in mid-December. Attendees from our first workshop were added to an information sharing platform (Monday.com) where we have their names, contact details, presentations and any other useful documents or resources to our data base of members outside of Galway who were already established. We had 14 in person attendees and 10 online attendees from the same organisations who attended the previous meeting. This workshop focused on European collaboration opportunities for our members, looking specifically at funding opportunities for cultural projects under programmes such as the Shared Island Initiative, Horizon Europe, Centers for Vocational Excellence (COVE) and Interreg Northwest Europe as well as Erasmus+. Members left feeling much more certain of the different EU and Irish opportunities available to them to promote street culture projects and with clear ideas going forward to our next workshop in January.

Other Activities and Updates:

As well as our in-person alliance meetings, we have held smaller zoom calls with individual people and organisations based in Galway, Roscommon and Leitrim, many of these through the medium of design thinking clinics in which we discuss many challenges and opportunities of social, cultural and entrepreneurial initiatives and how strategic partnerships and alliances can create more impact in the area and better synergy between individual and groups in this space. These enterprises are located in a culturally diverse area in the northwest that hosts Irelands largest refugee population, adding to the potential but also the need for strong alliances of cultural organizations and street enterprises here. Attendees on these calls included:-

- Little Oak Enterprises who operate in temporary spaces and involve local schools in their activities,
- Castle Grove Tails and Trails who operate outdoor events
- Una Bhan Tourism who promote the Boyle craft shop, courtyard market and other outdoor activities and food outlets.

Who is involved?

Northwest Region contributors

- Leitrim County Enterprise Board (LEO)
- Roscommon Leader Partnership
- Momentum



- Atlantic Technological University
- W8 Centre

Galway contributors

- CREW Digital
- Galway County Council
- University of Galway Creative Office
- School of Design & Creative Arts ATU
- Galway City Innovation District/ Portershed
- Western Development Commission
- Galway Technological Centre
- Údarás na Gaeltachta
- TG4
- BIA Innovator Campus
- Galway Technical Institute
- Local Enterprise Office - LEO Galway

Identify other key stakeholders necessary to support the SCR Alliance

- Notable street artists e.g., Neil O' Dwyer, Anna Doran or Vanessa Power, Galway Community Circus. Artist Neil and performers from the Galway Community Circus in particular contributed to our Street Culture for Regions Resource Pack.
- Music promotion organizations such as Global Music Match
- Businesses and buildings that promote culture such as certain museums and art galleries such as Trinity Arts Centre (Roscommon)

Action Plan and resources

What actions are planned by the Alliance?

The proposed actions are based on the insights and results from our meetings and consultations>-

1. Establish A 'Driver'

Our Alliance partners are clear 'the success of any alliance depends on a key driver, nothing happens without one!' It may seem obvious, but at a minimum someone needs to take on the role of convening meetings, recording the contributions and monitoring the progress of the action points which emerge from those meetings. The key driver will become the 'go-to person' who can respond to queries from other stakeholders and if necessary challenge alliance members in the case of action points



not being acted upon. To be able to challenge senior actors within organisations requires that the key driver has the confidence and respect of all alliance members.' This driver will be twofold – Momentum and Roscommon Leader Partnership – will provide co-ordination resources until the end of 2025.

2. Establish Targeted Initiatives

We also plan to explore more targeted initiatives for street culture entrepreneurship promotion with stakeholders, such as a '**Street Culture Enterprise**' Month, a series of events organised for one month that gives established street businesses and budding street entrepreneurs an opportunity to network and discover the assistance available to them in growing and sustaining a business in the Northwest/West region. This is proposed for May 2023.

3. Utilise Complimentary Initiatives

Alliance members will champion a collaborative approach between stakeholders in the northwest/west region who are involved in street culture entrepreneurship.

- Through a new Erasmus+ project called 'Circular Creatives', we will continue to bring entrepreneurs and creative sector stakeholders together through brand new 'regional discussion panels' aimed at promoting creative entrepreneurship in the northwest area. Many stakeholders from our Street Culture Alliances have already attended the first of these panels.
- BIA Innovator Campus and Momentum will build on their work in street food entrepreneurship so it can be a key part of the wider street culture ambition going forward.

4. Organisation of our first press opportunity and media announcement

Following the next Meeting planned for January 2023, we feel our Alliance will be in a strong enough position to disseminate our purpose and activities throughout local and regional media. We will use existing contacts in the press to create a coordinated announcement between all members, outlining the vision and mission of the alliance.

5. Experience and establish contacts with international best practice

The Alliance will look to other best practice across Europe to see the potential that our region can achieve. Trips to impressive street culture initiatives such as [Darwin Urban Ecosystem](#) will be planned to inspire members and offer opportunities to share knowledge and resources in the future.

6. Outline Funding and collaboration opportunities for Q1 2023 and beyond



Our members are eager to gain regional, national and EU funding opportunities, these are being defined and specific calls will be targeted according to the interests and strengths of each members. We will act together to ensure members can share the benefits of these opportunities and work together.

What resources are required? How are they found?

Several different pieces of information, online tools and resources are needed for the effective progression of the Alliance .

REGIONAL CONNECTIONS

A body of investigation and reporting is needed to find contact details of organisations that could potentially join the Alliance. Records of meetings that have taken place will need to be kept and disseminated for all to stay connected to the project.

MEETING FACILITIES

For in person meetings, a suitable location, space, and equipment for presenting such as Wi-Fi and projectors are needed. Our Alliance benefitted from moving the meetings around the region to be hosted in member premises.

ONLINE COLLABORATION SPACE

For our Alliance members to share information, calendar invites, and meeting agendas is advised. Our group has chosen Monday.com and the platform is very active.

FIRST OF USE AND TEST OUR RESOURCES

One of the most powerful actions for our Alliance members is the opportunity to pilot test our resources, to be the first to use the valuable results and provide first hand feedback into the shaping of the materials. This have given Alliance members a vested interest in the materials and brings a commitment to their use in their organisations and their wider networks.

CONNECTING WITH OTHER ALLIANCES

The opportunity to introduce our Irish Alliance members to other Alliances across Europe is a compelling reason for them to get involved, share innovative approaches, and transfer best practice.

FUNDING

As mentioned, our members are eager to gain regional, national and EU funding opportunities.



Communications within an SCR Alliance/ External communication – sharing the work and achievement of the SCR Alliance (What communication channels are planned?)

Communication is designed in branded social posts,, print and press media, hosting the Alliance on the main project website, newsletters and notice boards at enterprise and cultural centres and other target group.

There will also be ongoing communication between members of the project teams and alliances, occurring through email, zoom/teams and a dedicated online collaboration space e.g. Monday.com

What could be the main success factors in your Alliance?

- The groups already involved have experience working in projects that promote culture or entrepreneurship, but rarely have the two been brought together into a clear offering.
- That the power and potential of street culture is validated and recognised. We are working to promote a sector that is lively and very visible when done correctly, people have a natural inkling for street culture and its authenticity.
- These groups and have wide networks available to them. Ireland has had an abundance of creative talent; Galway was a Capital of Culture in 2020 and the West/Northwest is a melting pot of different cultures and ideas. Ireland is also a very entrepreneurial country.
- Success depends on these different groups and ideas coming together to benefit all, and time commitments from all sides being honored and respected.
- Success will be realised if the Street Culture for Regions resources – Resource Kit, Open Education Resources and App are utilized in the VET, adult and youth education sectors. Already,
 - BIA Innovator Campus have agreed to use the OERS as part of a street food for youth training course in early 2023
 - Roscommon Leader Partnership have agreed to use the OERS and App as part of a creative entrepreneurship training course in early 2023

What challenges do you expect in managing your Alliance?

- As mentioned before, street culture has a broad and loose meaning, and it may be difficult to nail down an exact structure for all street culture entrepreneurs to follow and find success. ‘Street culture’ can mean many different things to people, such as negative associations with crime or violence in some areas.
- Our members are typically time poor. As our Alliance grows, it may be a challenge to define roles and communicate effectively between members.
- Throughout early 2022, our alliance was only able to meet once in person, so online meetings made it difficult to get many members together at once and



build on our early momentum. This has not been as problematic in the latter half of 2022, as we have been able to hold multi stakeholder meetings in person within Galway city.

What tools will be useful in setting up and managing your Alliance?

Several online tools have been useful to set up and manage the alliance, especially for establishing work roles and flow of tasks and responsibilities.

- Monday.com is very effective for communicating between partners and sharing documents and folders. It is in place and used for collecting and storing information about members and potential projects to become involved in together.
Interactive and multi-user tools such as Miro have helped us to collaborate together while still being remote.
- Microsoft Teams and Zoom are useful for live or recorded virtual meetings and screensharing. Use of the main project social media and project website will be needed to promote events and key points to wider audiences.
- Direct phone contact and surveys will be utilized to reach out to people and gather feedback promptly.

Going Forward

- Maturing the Alliance - Our focus for the Alliance as 2022 turns to 2023 is to intertwine the many individuals, businesses, and organizations that we have met and engaged in the project so far. The different locations of our meetings, the interruption of Covid-19 in 2021 and early 2022, as well as the varying time commitments and schedules of Alliance members, meant our meetings often involved new attendees. This required us to introduce the concept of the project and alliances each time, although interest and engagement at these meetings is always high.
- Our aim for further meetings is to bring all participants together to exchange ideas and practices with the support and guidance of Momentum. Each alliance member has committed to bi-monthly in person meetings where one member will host everyone else, giving each a chance to get further insight into their fellow members and to create a sense of shared initiative that will sustain the alliance after the project ends. Once our actions are realised, members will enjoy the real value of being part of the Alliance.
- Focus on future project development and securing EU funding to build on SCR actions to date e.g. a series of Erasmus+ mobilities to allow street culture entrepreneurs to seek out best practice across Europe.