



# Culture Night Belfast 2019

## Participant Toolkit

### OUR BACKGROUND

Culture Night Belfast (CNB) is one of the highlights of Belfast's cultural calendar and one of the most vibrant and eclectic events in the city and in NI. The first Culture Night was held in 2009 and was inspired by the possibility of bringing a new and exciting cultural showcase to Belfast, where artists, performers, organisations and venues could promote their creations and work to a wide audience. In its first year, CNB's programme showcased 100 events to an audience of 15,000. Fast forward to 2018 and we have just celebrated our tenth anniversary with over 250 events and an audience of 86,000 people!

CNB is unique. Our event sees venues, galleries, artists' studios, historic buildings, cultural organisations, churches and more open their doors to invite the public to explore what they do and enjoy free performances, events, talks and tours. Alongside, there is a vibrant mix of on-street activities, pop-ups and performances taking place in the public squares and pedestrianised streets of the Cathedral Quarter and city centre.

CNB is for everyone! All ages and backgrounds are welcome and all of our programme is free to enjoy. With around 300 events and attractions each year there really is something for everyone.

### 2019...AND BEYOND!

2018 was a big anniversary for CNB – our tenth birthday! Our collective creation has grown to become much bigger than we could ever have imagined. We are now developing our vision for CNB for the next ten years and believe 2019 is the perfect moment to revitalise our format and explore new opportunities for developing the event. Based on feedback on 2018's event from our partners and our audiences we have therefore made the decision to expand CNB into a second day for 2019.

**CNB 2019 will now take place on Friday 20th and Saturday 21<sup>st</sup> September 2019.** We understand that many participants and audiences enjoy the fun and celebratory atmosphere of Friday evening. However, we have also listened closely to those who prefer a more relaxed atmosphere to celebrate culture and creativity. To accommodate both of these we will now be running CNB across 2 days- 'Culture Night' on Friday 20<sup>th</sup> September and 'Culture Day' on Saturday 21<sup>st</sup> September 2019.

Culture Night will take place as usual on Friday 20<sup>th</sup> September with activity beginning from c1pm and continuing until 9pm.

Culture Day will take place on Saturday 21<sup>st</sup> September and will begin at c10am, continuing until 5pm. The main hub of activity for both days will continue to be in Belfast's vibrant Cathedral Quarter and the wider city centre

## WHY SHOULD I PARTICIPATE IN CNB 2019?

CNB is organised by the charitable organisation Cathedral Quarter Trust. Our event relies on both public funding and private sponsorship to exist. We understand that the funding environment we all operate in has changed drastically since our first event in 2009 and many organisations have limited resources.

However, with over 86,000 attendees last year and significant press coverage, CNB continues to be a way to reach new audiences, promote your work, raise your public profile and expand your network. It's the sort of event where people are expecting to see new, innovative and challenging material. For organisations launching or developing new work, it can be the ideal place to test out ideas.

## WHO SHOULD PARTICIPATE IN CULTURE NIGHT?

CNB celebrates arts, culture and the creativity that is inherent in all of us. CNB is not just open to arts-based organisations but to individuals, businesses, charities, community groups and more – all we ask is that your contribution should be 'cultural'. We are liberal in our interpretation of the term 'cultural', especially if your proposal can bring something new to CNB. We really are open for everyone to participate and get creative!

## WHAT CULTURE NIGHT REQUIRES

All activities and events must:

- Take place on Friday 20<sup>th</sup> and/or Saturday 21<sup>st</sup> September 2019
- Be free and open to the public
- Be creative and innovative – this is a chance to create something wonderful and different!
- Be accurately described. CNB is a family-friendly event. This means that most activities will be appropriate for all ages. If your activity is not suitable for children, please indicate this clearly in your submission form
- Consider the impact on the environment! We strongly encourage you to think about reusing/ recycling event materials and avoiding single-use plastic
- Take responsibility for all relevant insurances, licenses and health and safety requirements associated with your activity and provide evidence upon request
- Fully completed submission form to be received by the deadline of **4pm on Monday 8<sup>th</sup> July 2019.**

## WHAT WORKS BEST?

The following are not requirements but they are good guidelines based on the CNB team's experience. We hope they'll help you make the best of the event.

- *Activities offered continuously throughout the afternoon/evening or at scheduled times*

People tend to dip in and out of activities and rarely spend long periods of time in one location. If your event is scheduled at a particular time, it's important that you stick to it so people who plan to be there for your event are not disappointed.

- *Activities that are interactive, engaging, and unusual, as opposed to passive viewing*

People love to ‘have a go’ i.e. a workshop. CNB can help the public in broadening participation in the arts. Above all, activities should be accessible to a broad range of people.

- *Activities that are grouped together to ensure a critical mass of people and activity*

As in previous years, the vast majority of the activities will be located in the Cathedral Quarter, although events will take place throughout key city centre sites. If you’re based outside this area you may want to consider relocating your activity to the Cathedral Quarter to maximise your audience.

- *Keep a record of your CNB 2019 experience*

To make the best of your experience, try to think of a way to generate images, videos, poems, performances, drawings and other outputs that can be shared before, during, and after your event, (in particular via social media).

## HOW TO PLAN YOUR SUBMISSION

This outline accompanies the online submission form and expands on each question in turn. Our online submission form is available [through our website](#)

**Website/ Facebook/ Twitter/ Soundcloud/ Instagram/ YouTube:** Any additional resources you can provide will be very helpful in making our final programme decisions.

**Event Title:** What is your event called? Remember this is a gateway event, aimed at people not necessarily engaged in arts or culture. You will want your event to stand out amongst the 250+ others! Short and snappy works best here.

**Proposed Day:** CNB will be held over Friday 20<sup>th</sup> and Saturday 21<sup>st</sup> September 2019. The team will be happy to discuss what might be the best option for you.

**Times:** Many events will simply run for the duration of the event, others for a couple of hours and some may run at specific times (for instance 10 minute intervals or on the hour). We want to make sure that audiences have the best opportunity to see your event. We recommend that you adhere to timings or that you plan an event that people can dip in and out of. Remember- audiences at CNB tend to be on the move and prefer short bursts of activity! Please note we might ask you to adjust timing to help with scheduling.

**Scheduling information:** Is your activity a single event? A walking tour on the hour? Let us know what schedule you’re proposing in more detail in this part of the form.

**Preferred Location/Address:** If you’d like to host an indoors event, we’d encourage you to take ownership of organising a venue before you send your submission to us. Some events approach us with venue secured, some with a venue in mind, and some with an event that could work in a number of locations. If you need assistance finding a venue, please make this clear in your submission. If you are interested in performing in some form of street performance or intervention, please run it by us as soon as possible.

**Confirmation of Location:** It's helpful if we know whether you've already secured your preferred venue/location with confirmation from the venue owners/managers. Many venues are particularly popular on CNB! If you've been approved to perform in your preferred location, please tick **yes**. We will get in touch with you to confirm arrangements. If you have not secured a location with confirmation from owners/managers, please tick **no**. The team will be happy to find the best location for you but preferred locations are not guaranteed.

**Short and Long Description:** In your submission you will be asked for a 50 character (about 10-12 words) description. This will be used in the print programme, website and CNB app. The longer description is to give the CNB team a clear understanding of your event from concept to impact.

**N.B.** 50 characters is incredibly short (it's basically just a subheading), but given the growth of the event, it's the only way we're able to fit everything in to the printed programme. Again- remember this is your chance to really sell your event! A snappy, intriguing and sometimes funny statement works really well.

**Event Production Details:** CNB need a clear breakdown of the production and technical requirements of your event. It's really important to mention what resources you'll be providing and if you have any requests for CNB's production team. Please note - CNB can't provide any musical instrumentation.

**Event Classification:** Please tick any boxes that best describe your event. This is not an exhaustive list but it will help with theming our programming. For example; if you'd like to run a dance workshop aimed at kids, tick 'child-orientated' and 'dance'.

**People Involved:** This is a chance for you to give us an idea of the number of people involved in your event. Please estimate as true a figure as you can; this will factor into location consideration. Any musical groups/bands please break down your player/performer structure i.e. '30-person choir' or 'Band: 1 vox, 1 guitar, 1 bass, 1 drummer' etc.

**Child-friendly:** As CNB is a freely accessible and inclusive event appropriate to all, we encourage family-friendly activity. We ask that event organisers refrain from coarse language in public settings. If your event is more suitable for an 18+ audience, please let us know so we can find you a suitable location for an age-appropriate audience.

**Public Liability Insurance:** In order to participate in CNB19 you must have evidence of Public Liability Insurance that is valid over CNB19 dates. Please contact the team to discuss if you need more information.

**Confirmations:**

- It's really important that you confirm you've had a good read through this Culture Night Belfast 2019 Participant Toolkit document. It contains all the information needed to set up for a successful event. All event organisers must confirm they have relevant insurances, licenses and health and safety certifications associated with

running their activity. You will be asked for evidence of these documents and we may not be able to accept your event without these in place.

- We'd also really like to know the in-kind value of your event/performance if you can provide this. This is not compulsory but is very useful information for CNB evaluations and reiterating the contribution the Arts make to our society.
- We would also like to remain in contact regarding future Cathedral Quarter Trust news. If you opt into this list, you can be removed at any time.

Contact CNB staff if you have any questions: [hello@culturenightbelfast.com](mailto:hello@culturenightbelfast.com)

## 2019 TIMELINE

Submission Deadline for CNB 2019 Programme: **4pm Monday 8<sup>th</sup> July 2019**

CNB Dates: Friday 20<sup>th</sup> & Saturday 21<sup>st</sup> September

PLEASE SUBMIT YOUR EVENT ONLINE [HERE](#)

## WHAT CULTURE NIGHT ORGANISERS AGREE TO DO:

- Work with the cultural sector and local communities to involve as many people as possible
- Liaise with participants to help develop appropriate activities
- Produce an extensive marketing campaign to include publication and distribution of CNB print programmes, e-marketing, advertising and other promotional activities
- Develop a press and radio campaign to highlight participating organisations and communities and their cultural output
- Provide event infrastructure where possible to ensure a concentrated hub of activity
- Liaise with PSNI and other authorities to ensure compliance with licensing and other legal requirements and Road Closure where appropriate

IMPORTANT: Please note that submission of an event or proposal does not guarantee inclusion in the final programme for CNB 2019. While we would love to accommodate every submission, our resources are very limited and this may not always be possible.

## WHAT YOU AGREE TO DO:

- Take responsibility for all costs associated with your participation in CNB
- Take responsibility for all relevant insurances, licenses and health and safety requirements associated with your activity. (Contact CNB staff if you have any questions)
- On-street selling of goods, flyering or fundraising is not allowed unless appropriate licenses are in place. Please visit <http://www.belfastcity.gov.uk/buildingcontrol-environment/licences-permits/licenses-about.aspx> for more information.
- Respect existing legislation regarding alcohol. CNB is not a 'bring your own' event. Usual street drinking legislation applies.
- Publicise CNB as a whole and your own involvement on your social channels (website, Facebook, Twitter etc.) brochures and in any other generic print and publicity material.

## A NOTE ON DIGITAL PROMOTION

With upwards of 250+ events, we're sure you realise it's impractical for CNB to create Facebook events for individual activities! We set up one main Facebook event. If each participant also takes responsibility for setting up their own individual event page, you'll have the potential to reach a far greater number of people, for both the event and the participating organisations.

A hashtag (#) is a way of signalling that you are talking about a particular topic on Twitter, Instagram, Facebook, etc. It allows everyone to track what people are saying about CNB. Our hashtag for our event this year is **#CNB19**. Please use it when talking about the event on Twitter!

## KEY CONTACTS

**Event Manager:** Claire Hall / [hello@culturenightbelfast.com](mailto:hello@culturenightbelfast.com)

**Programme Officer:** Claire Leonard / [claire@culturenightbelfast.com](mailto:claire@culturenightbelfast.com)

**Project Assistant:** Ruby O'Rourke / [ruby@culturenightbelfast.com](mailto:ruby@culturenightbelfast.com)

**Culture Night Office:** 02890 314 011

## CNB SOCIAL CHANNELS

**CNB Facebook:** <https://www.facebook.com/CultureNightBelfast>

**CNB Twitter:** <https://twitter.com/CultureNightBel>

**CNB Instagram:** <https://www.instagram.com/culturenightbel/>

**CNB Website:** <https://www.culturenightbelfast.com/>

**CNB YouTube:** <https://www.youtube.com/channel/UCGHRzckoPZ2NuylcMtNtpLg>

Culture Night Belfast is a project of The Cathedral Quarter Trust.