

Digital Arts Policy

the arts
council
as chomhairle
ealaíon

2023—2025

Cover Image:

Culture Works (Arts Council Digital Arts Advisors)

1. Vision

Our vision is for the Arts Council and the arts sector to have the knowledge, skills and funding to support and sustain evolving digital artistic activity in Ireland. We strive to make sure that artists, arts workers and arts organisations are supported to make excellent digital work. Also, that this work is enjoyed and valued both nationally and internationally so that more people can enjoy high-quality digital art experiences.

2. Introduction

The Arts Council's ten-year strategy Making Great Art Work (MGAW) sets out a long-term development plan for the arts in Ireland from 2016–2025.

In MGAW (2016–2025) we state, 'We will reflect the particular significance for the arts of digital knowledge and skills by collaborating to build digital capacity in the arts sector. Our support will focus on new ways of making work and on new possibilities for public engagement.'

To support the MGAW goals for digital, the Arts Council developed a Digital Arts Policy which:

- Defines digital artistic activity.
- Sets out the Arts Council’s position and approach to supporting digital artistic activity.
- Outlines the context and challenges facing the development of digital artistic activity.
- Identifies considerations for the policy relating to the five pillars of MGAW: The Artist, Developing Capacity, Public Engagement, Spatial and Demographic Planning, and Investment Strategy.
- Sets out specific, measurable, attainable, relevant and time-bound actions.

3. Definition, Position and Approach

Definition

Digital is a fundamental part of how we live our lives today. It impacts our work, our home lives and how we engage with culture and the arts. Digital is often used as a catch-all phrase in the arts. It covers everything from production and subject matter to marketing and social media. As such, the first priority of this document is to outline the scope of the policy.

The policy does not focus on marketing or Information and Communications Technology (ICT). Instead, its remit is to enhance and build on the Arts Council's support for digital artistic activity.

The Arts Council defines digital artistic activities as artistic work that:

- Engages directly with digital tools and cultures as the material to create work and/or as the subject for example data art, computer software and artificial intelligence.
- Relies on digital technologies to achieve its artistic purpose for example video and artist moving image, digital lighting, web/online art, virtual reality, augmented reality etc.

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- Is represented through digital platforms or devices for example streaming of theatre, sharing artwork online, streaming music, reading eBooks, multi-media accessibility, etc.

Position

The Arts Council recognises that artists, arts workers and arts organisations are experts in their fields. As such, the goal of the policy is not to prioritise digital artistic activities or to be prescriptive in this area. Rather, the Arts Council is developing its policy to enhance and build on existing capacity and resources in the Digital Arts sector.

This policy aims to make sure that the Arts Council is in a strong position to support and encourage digital artistic activities and to maximise opportunities for artists, organisations, and the public alike.

Approach

The Arts Council's efforts to support digital artistic activity will be most effective when we build on and enhance existing capacity and resources. As such, leveraging existing partnerships and developing new strategic partnerships is fundamental to this policy and its actions.

4. Context and Challenges

In the development of this policy, the Arts Council undertook widespread consultation with the artistic community and a review of public engagement data. This process highlighted a number of challenges inhibiting the further development of digital artistic activity.

These include:

- A lack of digital expertise and technical skills in the arts sector and difficulties attracting these skillsets to the arts.
- The high cost of accessing technical equipment and digital software, skills and expertise for artists and arts organisations.
- Competition posed by other digital offerings, in particular, streaming and catch-up TV services.

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- Barriers to digital access for some artists and audiences.
 - Limitations in the Arts Council’s internal capacity and digital arts expertise.
 - Within this context, the policy aims to increase the Arts Council’s internal capacity and to make sure that artists, arts workers and arts organisations interested in digital arts have the skills and support they require. In this way, the policy builds on all five pillars of MGAW: The Artist, Developing Capacity, Public Engagement, Spatial and Demographic Planning and Investment Strategy.

5. Key Considerations

5.1 The Artist

Throughout history, artists have been at the forefront of technological innovation. They used new tools and techniques to create innovative art, such as the invention of lanterns to influence luminism or employing colour tubes to paint plein-air, which eventually led to impressionism. Or the advent of photography to the emergence of radio plays and the ground breaking contributions of dance artists in early experiments with colour television. Artists play a central role in helping us understand developments in technology. In a world increasingly characterised by our relationship with technology, we look to artists to help us interrogate what

this means for our lives and for wider society. This includes examining technology critically and considering its impact on our lives.

As such, this policy aims to make sure that the Arts Council and the arts sector have the knowledge, skills, and funding to support and sustain the vital role that artists play in interrogating this defining aspect of modern life.

The policy recognises that many artists are neither 'digital' nor 'non-digital'. Instead, they move between practices which may encompass several art forms and often involve multiple parties. As such, structures for support, including funding pathways- must not limit digital artistic practice to one art form or

limit collaboration. Rather, they must support artist-led innovation in whatever form it takes.

This policy also recognises that digital affords opportunities for international collaboration and cross-border funding. As such, this policy aims to highlight and support the international opportunities available to Irish artists. In this way, the policy is in line with the Arts Council's International Policy which aims to facilitate peer engagement through digital technologies.

5.2 Developing Capacity

To support artists, arts workers and arts organisations working in digital arts, there is an urgent need to develop capacity both across the broader arts sector and within the Arts Council.

Actions around developing capacity will focus on:

- Building an understanding of the current professional development landscape in digital arts.
- Identifying the key skills that the arts sector requires.
- Working with partners to develop training programmes.

5. Key Considerations

Training will also address access issues, other barriers to participation and avoid assumptions about skill levels. Given the rapid pace of change in digital, the skills required and the training offered will be monitored and updated regularly.

Mentorship and residencies providing support were also identified by stakeholders as key to long-term capacity development. Collaborations will form the basis of the delivery of these actions, with potential partners including the cultural and creative industries and educational bodies.

5.3 Public Engagement

Regarding public engagement, the policy will explore and take advantage of the opportunities posed by digital to expand access to and participation in the arts. Also, the policy aims to support, enable and empower artists and arts organisations working in the digital space in their efforts to reach audiences.

Firstly, the policy proposes to work with support organisations to identify and take advantage of the opportunities posed by digital to increase public engagement with the arts across particular communities. Actions include researching and highlighting national and international case studies of how digital has improved access to the arts.

This includes access amongst older audiences, audiences with a disability and where digital has helped the making of artistic work collaboratively.

However, the policy also recognises that digital will not solve all access issues and that barriers to digital engagement exist. These barriers include digital poverty and the challenges some people face in operating online. As such, the policy aims to support efforts to reduce the digital divide by aligning with existing work regarding access and inclusion in the Arts Council's Equality, Human Rights and Diversity (EHRD) policy and the upcoming Arts Participation policy.

Secondly, The National Arts Engagement Survey 2021¹ highlighted that digital engagement with the arts in Ireland is dominated by streaming services and catch-up TV. As such, the policy aims to support the efforts of artists and arts organisations to highlight a broader spectrum of digital artistic offerings, ensuring that the public is aware of and has access to Irish and international digital arts. The proposed actions in this area include working with artists and arts organisations to showcase digital artistic work.

¹ Arts Insight, The National Arts Engagement Survey 2021. Undertaken by B&A research and insight in 2021.

5. Key Considerations

By increasing communication around and showcasing Irish digital art, the Arts Council can play a role, not only in bringing this work to the Irish public, but in increasing awareness internationally of the work that Irish artists, arts workers and arts organisations are undertaking.

In this way, the policy supports actions in the International Policy aimed at enhancing the online presence and profile of Irish-based artists.

5.4 Spatial and Demographic Planning

Digital provides opportunities to expand public engagement with the arts across the country. This includes improving access for rural dwellers. Proposed actions include leveraging the existing network of regional arts centres and festivals to enhance countrywide access to digital arts.

The potential advantages of increased public engagement must also consider potential barriers such as poor internet connections. As such, the policy aligns with existing work advocating actions in the Spatial Policy supporting the rollout of broadband nationally.

The Arts Council recognises the importance of digital arts archiving. We will work with partner organisations to respond to the changes in digital archival practices. This is particularly important for art-making practices based in and/or circulated in the digital or virtual spaces.

As well as potential environmental advantages posed by digital, such as reduced emissions from travel to see art, the policy must acknowledge the environmental impact of digital activities, including:

- The risk of equipment ending up in landfills.
- The carbon footprint generated through data transmission, streaming content and hosting data in data centres.

As such, the policy will be flexible, adapt to and play its part in any proposed climate action measures. In particular, those recommendations relating to digital which may come out of the Arts Council's Climate Action and Environmental Policy which will be published shortly.

5. Key Considerations

5.5 Investment

The Arts Council recognises that there may be considerable costs associated with some forms of digital artistic activity. In addition to the high up-front cost of equipment and potential obsolescence, the evolving nature of digital calls for a flexible approach which ensures that the Arts Council adapts and responds to changing technology and subsequent needs.

By strengthening its internal capacity in digital, this policy allows the Arts Council to build on and continue to evolve its understanding of the sector's funding needs. Actions in this area include exploring amendments to current funding structures

to make sure that there are clear funding pathways for artists and organisations working in digital arts.

Any amendments will aim to make sure that:

- The collaborative nature of digital artistic activity is understood and does not limit funding opportunities.
- The funding structure is fit for the contemporary innovative landscape and is flexible enough to adapt to and support new practices.

By showcasing existing and upcoming Arts Council funded digital artistic activity, this policy aims to remind artists, arts workers and arts organisations that the Arts Council funds and supports such work.

Although capital funding is not within the Arts Council's remit, we can play a role in researching and advocating for capital investment. Currently, there is limited understanding of what is required in this area and where the Arts Council's efforts might be most impactful.

As such, proposed actions in this area include:

- Identifying equipment needed to support digital artistic activity.
- Researching and identifying suitable models for the provision of digital artistic equipment.
- Evaluating potential partners.
- Advocating to the relevant government department for capital investment.

6. Who is this Policy For?

In developing its Digital Arts Policy, the Arts Council:

- Spoke to artists, arts workers, arts organisations and representatives from resource organisations and educational bodies.
- Reviewed data on how the public engages with digital artistic activity.
- Conducted extensive internal consultation within the Arts Council itself.

Through this consultation process, it was clear that multiple stakeholders stand to benefit from a clearly articulated policy including artists, arts organisations, resource organisations and the wider public.

Importantly, it was made clear by both internal and external stakeholders that the policy will be of particular use in informing the work of The Arts Council itself.

The policy aims to strengthen the Arts Council's capacity in its goals of:

- Supporting artists to make excellent work.
- Ensuring more people enjoy high-quality arts experiences by adapting to and taking advantage of a world dramatically altered by digital.

7. Statement of Policy

The Arts Council, as the national agency with responsibility for the development of the arts, recognises its role in ensuring that the arts sector has the knowledge, skills, and funding to support and sustain evolving digital artistic activity in Ireland. Furthermore, that the public has access to and can enjoy this work.

Our vision is a future where digital artistic activity flourishes and more people can enjoy high-quality digital arts both nationally and internationally.

In publishing this policy, we are committing to taking actions over the course of the coming years to enhance our understanding of digital artistic activity.

Also, we want to ensure that artists, arts workers and arts organisations have the support they require. We recognise that this vision must be embedded in our internal structure to inform our work. As such, strengthening digital capacity within the Arts Council is a key tenet of this policy.

With these key considerations in mind, the Arts Council has co-constructed a set of actions outlined in the following 3-Year Action Plan. This plan will be closely monitored to assess progress, improve efficiency and evaluate impact.

Digital Arts Policy

Implementation Plan
2023—2025

1. Corporate Actions

	Policy action	Desired Outcomes
1.1	Award Digital Arts advice and project management contract.	The Arts Council has a dedicated point person to consult on Digital Arts.
1.2	Undertake a deep dive into arts council funded digital artistic activity.	The Arts Council has a strong understanding of the digital artistic activity it funds and is in a position to share and highlight digital artistic work.

Deliverables/KPIs	Timeline
<p>The Digital advisor and project manager will advise on the development of the Digital Arts Policy and implement the recommended actions.</p>	<p>Q4 2021</p>
<p>An analysis of applications from individuals and organisations is undertaken to identify recent Arts Council funded digital artistic activity across all artforms.</p> <p>A regular round-up of digital arts activity is circulated internally to surface existing activity in this space and to encourage sharing of digital arts activity across artforms.</p>	<p>Q3 2022 Q3 2023 onwards</p>

1. Corporate Actions

	Policy action	Desired Outcomes
1.3	Undertake research into the development and funding of digital artistic activity across Europe and outline available funding opportunities.	<p>The Arts Council is in a position to learn from best practice models of funding for digital artistic activity in Europe.</p> <p>The Arts Council encourages and facilitates engagement in pan-European digital arts initiatives.</p> <p>Artists in Ireland take advantage of European programmes for funding and collaboration.</p>
1.4	Advocate for appropriate remuneration for digital artwork.	<p>Artists and arts organisations in Ireland are fairly remunerated for their work in the digital space.</p>

Deliverables/KPIs	Timeline
<p>Comparable countries, arts councils and digital policies are identified and their models for funding assessed.</p> <p>Key learnings from each model is identified.</p> <p>Research is undertaken into various pan-European funding programmes. A list of these is then published on the digital section of the Arts Council’s website and promoted across the industry.</p>	<p>Q4 2023</p>
<p>Monitor the challenges and opportunities that arise from the EU Directive 2019/790 on Copyright Related Rights in the Digital Single Market that was transposed into Irish law and the upcoming EU AI Act which is the first regulation on artificial intelligence and how this will impact on Artist Work.</p> <p>Build greater internal expertise in the area of digital copyright.</p> <p>Build on the Paying the Artist policy to ensure suitable remuneration in the digital space.</p>	<p>Q3 2023 onwards</p>

1. Corporate Actions

	Policy action	Desired Outcomes
1.5	Recruit a Programme Delivery Manager for the Digital Arts policy to the Arts Council.	A member of staff who is working to deliver the objectives and actions of the Digital Arts Policy.
1.6	Appoint a specialist digital assessor to provide secondary assessment of funding.	The Arts Council has the internal capacity to assess digital arts activity.
1.7	The procurement template for new advisors is amended to include digital expertise as a desirable skill in its list of criteria.	The Arts Council's capacity in digital is strengthened.

Deliverables/KPIs	Timeline
<p>Role to be drawn up and advertised both in the arts and technology sectors.</p>	<p>Q1 2023</p>
<p>The ongoing advisor/assessor model review takes into consideration the need for digital expertise at the assessor level.</p> <p>Resources are allocated and an assessor is appointed.</p>	<p>Q2 2024</p>
<p>The procurement template for new advisors includes digital expertise as a desirable skill in its list of criteria.</p> <p>Going forward, advisors have stronger experience in the digital area.</p>	<p>Q2 2024</p>

1. Corporate Actions

	Policy action	Desired Outcomes
1.8	Arts Teams and advisors are offered professional development training in digital.	The Arts Council enhances its internal capacity to advise on and support digital arts activity.
1.9	Explore amendments to current Arts Council funding structures .	Artists and arts organisations in Ireland have the financial support required to carry out their digital artistic vision.

Deliverables/KPIs	Timeline
<p>Consultation is undertaken with arts teams to identify the most needed technical and digital skills.</p> <p>Training programmes are created and offered across the Arts Council to all staff across all art forms.</p>	<p>Q3 2023 onwards</p>
<p>Amendments to current funding structures will be explored to make sure that there are clear funding pathways for artists and organisations working specifically with digital.</p> <p>Amendments will aim to make sure that artists and organisations who wish to engage in digital artistic activity do not fall between art forms; that the collaborative nature of digital artistic activity is understood and does not limit funding opportunities; and that the funding structure is fit for the contemporary innovative landscape.</p> <p>Funding structures need to be flexible enough to adapt to and support new practices.</p>	<p>Q1 2024 onwards</p>

1. Corporate Actions

	Policy action	Desired Outcomes
1.10	Evaluate the Digital Arts Policy.	The efficiency of this Digital Arts Policy is independently and regularly monitored.

Deliverables/KPIs	Timeline
<p>Detailed evaluation on the actions completed, in-progress and those yet to be completed after 12 months, 18 months, and 3 years.</p> <p>The Digital Arts Policy may be updated along the way with the inclusion of new projects and stakeholders to respond to the fast-paced and ever evolving nature of digital artistic activity.</p>	Ongoing

2. Developing Capacity Actions

	Policy action	Desired Outcomes
2.1	The Arts Council's Digital Toolbox is promoted to coincide with the launch of the Digital Arts Policy.	Artists and arts organisations are reminded of the existing resources that can help them develop digital artistic work.
2.2	Undertake an audit of all existing digital and technical training courses for the arts that are available in Ireland.	The Arts Council builds a strong understanding of the current professional development landscape in the digital arts space.
2.3	Identify the digital and technical skills that the arts sector requires.	The Arts Council understands the capacity development requirements of the Irish arts sector in the digital space.

Deliverables/KPIs	Timeline
<p>Promoted online in conjunction with the policy launch. Digital Toolbox is reframed.</p>	<p>Q4 2023</p>
<p>Upon consultation with educational bodies, resource organisations and internally within the Arts Council, a compendium of digital arts courses is put together.</p>	<p>Q4 2023 onwards</p>
<p>Gaps are identified in the compendium of existing digital arts courses.</p> <p>An analysis of applications received through the Capacity Building Scheme is undertaken to identify what courses/training artists are looking for in this area.</p> <p>Interviews with artists, art students, arts workers, arts organisations and internally within the Arts Council highlight the most in demand technical and digital skills in the arts sector.</p>	<p>Q3 2023 onwards</p>

2. Developing Capacity Actions

	Policy action	Desired Outcomes
2.4	Explore the possibility of digital capacity grants to support the work of artists and arts organisations.	<p>Artists and arts organisations in Ireland have the technical support required to carry out their digital artistic vision.</p> <p>Digital offers another avenue for increased employment opportunities in the arts.</p>

Deliverables/KPIs	Timeline
<p>Research is undertaken into European funding models for grants for digital assistants and digital arts workers.</p> <p>Partnerships with educational bodies are explored as a way to funnel digital skills into the arts, supporting artists and providing a pathway into paid work in the arts for digital students.</p> <p>The Arts Council will explore how best to facilitate access for artists and arts organisations to existing technical and digital experts working in this area.</p> <p>Taking into consideration the considerable cost of allocating digital resources and the fact that these resources may not be required full time, the Arts Council will explore the possibility of putting together a panel of digital and technical experts which artists and arts organisations can access when required.</p>	<p>Q4 2023 onwards</p>

2. Developing Capacity Actions

	Policy action	Desired Outcomes
2.5	Identify, evaluate and approach potential partners about providing professional development programmes in digital.	Artists and arts organisations in Ireland have access to training in digital and technical skills.

Deliverables/KPIs	Timeline
<p>The Arts Council identifies and approaches key resource organisations across all art forms, educational bodies and relevant organisations in the creative industry about setting up a number of training schemes (with a focus on open-source software, where relevant) to meet the digital and technical skills gaps identified.</p> <p>As well as courses to enable and further the use of digital in the creation of art, professional development programmes will also explore the use of digital to monitor audiences, increase dissemination and accessibility and support artists and arts organisations in ensuring adequate remuneration for digital arts activity.</p> <p>Professional development programmes will also include supports for artists with disabilities, identifying and unlocking the advantages of digital to provide potential new ways of working.</p>	<p>Q4 2023 onwards</p>

2. Developing Capacity Actions

	Policy action	Desired Outcomes
2.6	Initiate partnerships with key strategic players to provide digital and technical mentorship .	Artists and arts organisations in Ireland have access to top quality digital and technical expertise.
2.7	Initiate partnerships with educators to provide Digital Arts Residences .	Artists have the opportunity to collaborate with digital and technical experts to further their skills and inspire new work.

Deliverables/KPIs	Timeline
<p>Identify key strategic players to approach including the cultural and creative industries and educational bodies.</p> <p>A mentorship structure is developed and mentorship is provided to a number of artists/ organisations annually.</p>	<p>Q4 2023 onwards</p>
<p>A list is compiled and an evaluation undertaken of existing digital arts residences including the Arts Council and DCU’s Artist in Residence in Technology and Innovation.</p> <p>European models for digital and technical residences are explored.</p> <p>Residences are set up for artists in a pilot number of universities and technical institutes across Ireland and reviewed and evaluated annually.</p>	<p>Q1 2024 onwards</p>

3. Public Engagement

	Policy action	Desired Outcomes
3.1	Create online content to coincide with the launch of the Digital Arts Policy.	<p>There is greater public awareness both nationally and internationally of digital artistic activity.</p> <p>The Irish arts sector is aware of the Digital Arts Policy and is reminded of the support the Arts Council offers in this area and encouraged to apply for funding.</p>
3.2	Assess demand for digital arts activity among Irish audiences.	<p>The Arts Council and the Irish arts sector has a better understanding of audiences' needs in this space.</p>

Deliverables/KPIs	Timeline
<p>Identify and engage a digital arts narrator to work with Arts Council funded digital artists and arts organisations from the beginning stages of projects to highlight their work. This could include PR training with artists, creating digital storytelling packs and improving discoverability.</p> <p>Short videos/snippets, images and other social media friendly forms of content are created to highlight Arts Council funded digital artistic activity.</p> <p>A longer video which might include interviews with curators and research experts in Ireland will be published on the Arts Council website, as well as its social media platforms, alongside the Digital Arts Policy.</p>	Q4 2023
<p>Existing internal research including the digital mapping exercise and The National Arts Engagement Survey are analysed to understand the level of digital activity and the appetite of various audiences for digital arts activity.</p>	Q2 2024

3. Public Engagement

	Policy action	Desired Outcomes
3.3	Explore the role that digital can play in increasing access to the arts for individuals with disabilities .	Digital is leveraged to increase access to the arts for individuals with disabilities. The Digital Arts Policy is in alignment with the EHRD policy and the upcoming Arts Participation policy.

Deliverables/KPIs	Timeline
<p>Partner with support organisations working in the arts and disability to explore opportunities posed by digital to increase engagement with the arts.</p> <p>Ensure that professional development programmes delivered by partners include training in how to use digital to improve access to the arts for individuals with disabilities.</p> <p>Put together national and international case studies of projects where digital was used to improve accessibility to the arts amongst audiences with a disability.</p> <p>Organise further language accessible/graphic versions of this policy and action plan.</p>	<p>Q2 2024 onwards</p>

3. Public Engagement

	Policy action	Desired Outcomes
3.4	Explore the role that digital can play in increasing access to the arts amongst audiences in rural communities .	Audiences across Ireland have access to world-class digital artistic activity.

Deliverables/KPIs	Timeline
<p>Leverage the existing network of regional arts centres and festivals to make sure access across the country for artists and the public alike. This might include launching pilot projects with local authorities in Irish towns using digital mediums to bring culture to a broader audience.</p> <p>Put together national and international case studies of projects where digital has facilitated the making of artistic work within rural areas and across distances, nationally and internationally.</p> <p>Ensure alignment with actions in the Place, Space & People Policy including supporting and capitalising on the rollout of national broadband to ensure access to digital platforms for accessing the arts.</p>	<p>Q2 2024 onwards</p>

3. Public Engagement

	Policy action	Desired Outcomes
3.5	Explore the role that digital can play in increasing access to the arts amongst older audiences .	Digital is leveraged to increase access to the arts amongst older audiences.
3.6	Support efforts to address and reduce the digital divide in Ireland.	The Arts Council plays a role in ensuring digital equality in Ireland.
3.7	Complete an Economic Impact Assessment (EIA) of the Cultural and Creative Industries (CCIs) in Ireland.	The Arts Council has an understanding of the impact of the CCIs on the economy.

Deliverables/KPIs	Timeline
<p>Partner with support organisations working with older audiences to explore opportunities posed by digital to increase engagement.</p> <p>Put together national and international case studies of projects where digital was used to improve accessibility amongst older audiences.</p>	<p>Q2 2024 onwards</p>
<p>Partner with support organisations and government programmes to advocate for measures to address the digital divide.</p>	<p>Q3 2024 onwards</p>
<p>Create a steering group involving Arts Council, Department of Tourism, Culture, Arts, Gaeltacht, Sport and Media, Irish Universities.</p> <p>An independent body is procured to complete an EIA of CCIs in Ireland.</p> <p>The EIA CCI is presented broadly across the sector, including to educational bodies to highlight the opportunities, particularly in terms of employment, within the sector.</p>	<p>Q1 2024 onwards</p>

3. Public Engagement

	Policy action	Desired Outcomes
3.8	Research digital artistic access to audiences.	Audiences have access to world-class Irish digital artistic activity.

Deliverables/KPIs	Timeline
<p>Opportunities are explored for a dedicated space for digital artistic activity.</p> <p>The content would be curated to be considered for a digital arts space.</p> <p>Measurement of the number of individuals accessing and consuming digital artistic content.</p>	<p>Q2 2024 onwards</p>

4. Investment Actions

	Policy action	Desired Outcomes
4.1	Research is undertaken to identify the equipment needed to support digital artistic activity.	The Arts Council has a clear understanding of the equipment required to support digital artistic activity in Ireland.
4.2	Research is undertaken into existing and potential models for the provision of digital artistic equipment to the arts sector.	Artists and arts organisations have access to the latest technology to experiment and develop their digital arts practice.

Deliverables/KPIs	Timeline
<p>An analysis of applications received through the Capacity Building Scheme is undertaken to identify what equipment artists, arts workers and arts organisations are seeking in the digital space.</p> <p>Consultation is undertaken with artists, arts organisations and relevant bodies, to further understand the sectoral needs for the development of digital artistic activity.</p>	<p>Q3 2023 onwards</p>
<p>Research is undertaken into previous and existing equipment provision schemes in Ireland, including equipment rental schemes.</p> <p>Research is undertaken into equipment provision schemes throughout Europe.</p> <p>Risks are assessed including the cost of maintaining equipment, resources required to operate equipment, fast-evolving equipment requirements in this area and associated depreciation and redundancy risks.</p> <p>Pathways for ensuring access to the required equipment are identified, scoped and costed.</p>	<p>Q4 2023 onwards</p>

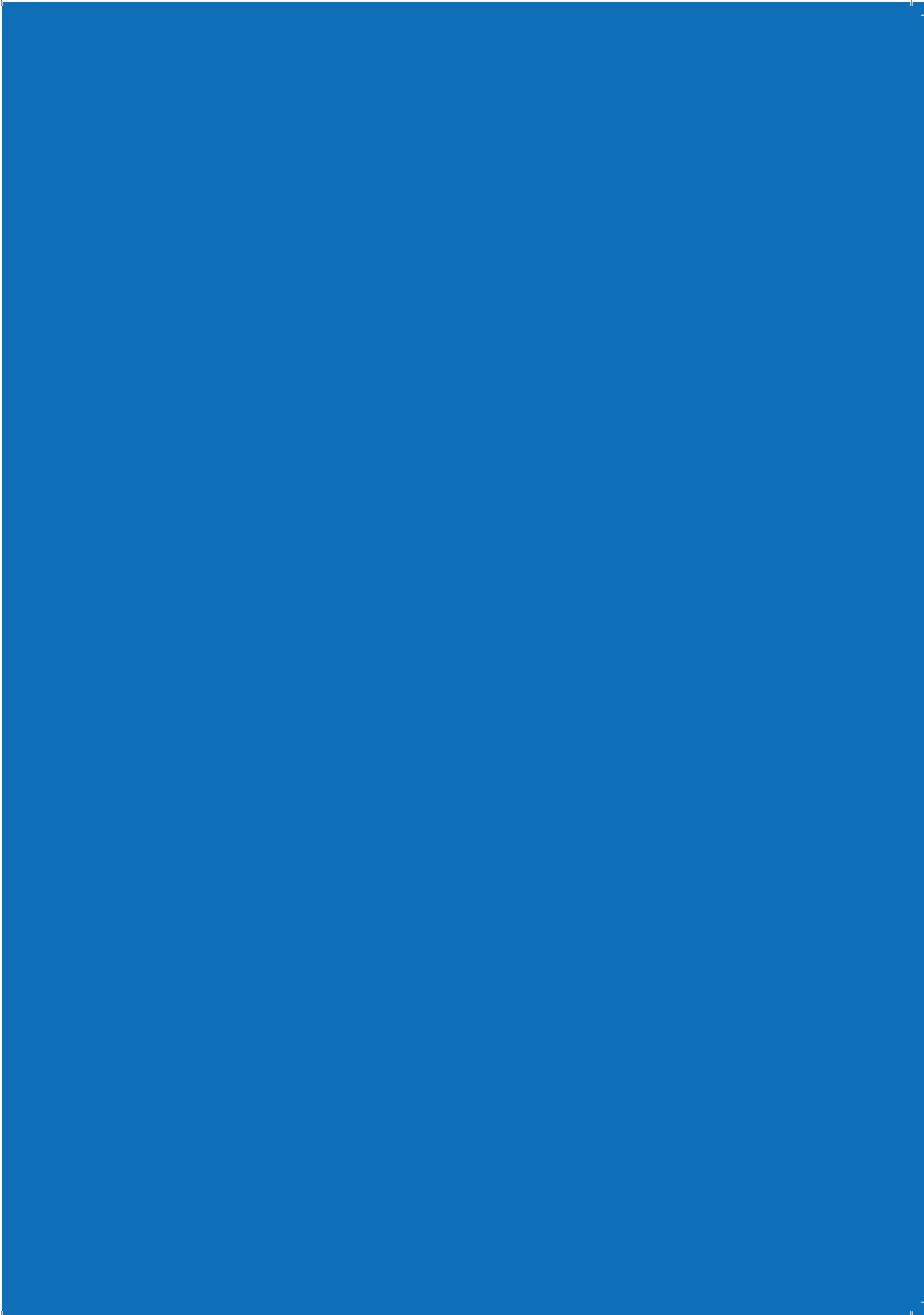
4. Investment Actions

	Policy action	Desired Outcomes
4.3	An evaluation of existing and potential partners to support the provision of digital artistic equipment in Ireland is identified.	The Arts Council builds on existing networks to make sure that artists and arts organisations have access to the latest technology to experiment and develop their digital arts practice.
4.4	A Strategic Assessment Report (SAR) is completed for a potential digital arts hub and a decision made as to whether a digital incubator/hub for the arts is feasible and/or appropriate.	<p>The Arts Council has a strong understanding of the scope, benefits and costs of a potential digital arts hub.</p> <p>The possibility of a digital hub has been explored from all angles and a decision made as to its suitability.</p>

Deliverables/KPIs	Timeline
<p>A list is compiled of potential partners to provide access to capital equipment; this includes the possibility of working with the existing network of local arts centres and resource organisations.</p> <p>An evaluation is undertaken of the potential partners.</p> <p>If relevant, a proposal is put to the Department of Tourism, Culture, Arts, Gaeltacht, Sports and Media to advocate for capital investment for our proposed partners.</p>	<p>Q1 2024</p>
<p>The SAR includes demand analysis + business case incl. Cost Benefit Analysis (all of which follow the public spending code).</p> <p>All key stakeholders are consulted.</p> <p>Decision is made whether or not to proceed with the development of a digital artistic hub in Ireland.</p>	<p>Q1 2025</p>

Review and Oversight

The progress of the Digital Arts Policy, and in particular, its first Action Plan will be reviewed at Arts Council board meetings.



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