

## **End of Year One of National Development Strategy for Culture and the Arts**

### **Progress Report**

#### **Summary**

The Action Plan that accompanies the National Development Strategy for Culture and the Arts 'arts, culture and creativity for everyone' clearly outlines actions which should be achieved or started in Year One. This first annual report gives a summary of actions achieved and in progress as submitted to the Council of Ministers.

#### **YEAR ONE ACTIONS**

##### **Review Communications**

Both organisations started the process of reviewing communications during the year. The strategy has helped us to talk confidently and clearly about culture, the arts and creativity, and to get the message across within mainstream media that this sector contributes greatly to quality of life, social inclusion and to the future of the economy.

Culture Vannin has strengthened its online messaging and has identified the need to modernise one of its websites, manxmusic.com, which will be actioned later in the calendar year. The organisation has excellent reach through its various Facebook pages and groups (over 10,000 likes/members), Twitter accounts, and social media portfolio, with videos receiving over 90,000 views annually.

Newsletter distribution lists have been refined in relation to GDPR.

The Isle of Man Arts Council ("IOMAC") has actively grown its communications during Year One. Grainney Sheard joined the team as the Arts Engagement Officer (this post is fully funded by IOMAC) in November 2017 and since then the IOMAC website (iomarts.com) has been completely updated and is kept current with regular news, events and articles. IOMAC now has a strong presence on Facebook, Twitter and Instagram, releases a monthly newsletter and supports a weekly podcast, Spotlight (broadcast every Wednesday on Manx Radio this programme is funded by IOMAC). Engagement is growing with approximately 8,000 hits on the Facebook page alone on a monthly basis.

##### **Engagement survey**

Developed in conjunction with Economic Affairs, the cultural engagement survey was released in July, closing mid-August. The survey will give us important baseline data from which to plan our future engagement programmes. We expect to be able to interpret the findings later in the calendar year and use them to directly determine how we increase engagement with arts and culture via the strategy.

##### **Audit alternative sources of arts/culture funding**

IOMAC has updated its list of outside bodies who fund the arts and this is available on the IOMAC website. The two organisations are placing a combined bid to the *bona vacantia* fund, as outlined in the Pink Book.

##### **Establish a Legacy Bursary Charity**

ArtsAid, the IOMAC legacy bursary charity, became a registered company established on 16 July 2018, with formal charity status also received. Based on the Isle of Man Sport Aid Award model, the Directors of the Charity are David Wertheim, Geoff Karran MBE and Mark Denton and the charity money is the residual amount remaining from the Isle of Culture bursary from the Lord Cockfield Trust. IOMAC will support the Charity annually with grants being awarded to students of excellence and the first award has been recently made.

### **Investigate a Government Indemnity Scheme**

IOMAC are currently meeting with Treasury representatives to discuss Treasury's involvement in a proposed indemnity scheme supported by AON. The scheme will enable more visiting exhibitions to be brought to the Island mirroring an existing and successful scheme in the UK. IOMAC will be preparing a paper to be submitted to Treasury detailing the merits of introducing this scheme in due course.

### **Celebrate the importance of arts and culture to our UNESCO Biosphere status**

As taking care of culture and heritage is part of the UNESCO Biosphere mission, both the IOMAC and Culture Vannin are represented on the Biosphere Isle of Man Stakeholder Partnership group. Officers have met with Jo Overty to talk about possible collaboration, and we are already planning new projects which will be developed in Year Three, in accordance with the Action Plan, some of which form part of our *bona vacantia* application. We were delighted to see that Manx Gaelic singer, Ruth Keggins, was chosen as one of the youth ambassadors, and we look forward to working with her in future to ensure that culture and the arts play an active role in the continued success of Biosphere Isle of Man.

### **Investigate potential for international representation and exchange**

Manx language, music and culture continue to attract international interest, with four high profile examples of international exchange at Culture Vannin this year: 1) visit of field-school from the University of Northern British Columbia 2) visit of field-school from SOAS, University of London, incorporating students from the University of Warsaw 3) visit of the Council of Europe Secretariat for Minority and Lesser Used Languages (in conjunction with DESC) 4) Manx representation at Leeuwarden European Capital of Culture (Friesland, the Netherlands). The Manx Language Development Officer continues to share ideas and offer expertise to other language communities and helped facilitate a recent trip to the Island of language teachers from Jersey.

IOMAC and Culture Vannin have now established a solid partnership in representing the Isle of Man at Europe's largest Celtic festival in Lorient, Brittany. This partnership supports the Isle of Man pavilion and stage, which provides a further platform performers and artists who are paid for by the festival itself, as well as for Manx food, drink, merchandise and tourist information.

The Programme for Government includes the following policy statement:

Ensure at least 2% annually of the combined budgets of Culture Vannin and IOMAC is used to promote Manx representation at international cultural events.

Based on the 17/18 budget forecast 2% of the combined budgets would be £18,320. The quarter four report for the Programme for Government evidenced that:

Funding awarded to date for this purpose (cumulative):

Culture Vannin awards = £17,895

IOMAC awards = £ 38,858

Total awarded to date = £56,753

IOMAC has provided £38,858 of funding to support Manx representation and participation at international cultural events such as the Edinburgh Fringe Festival, the Hennigsvaer Festival

in Norway and the Affordable Art Fair in London during the last twelve months. This represents 7.6% of their annual budget.

Culture Vannin has provided £17,895 of funding to support Manx participation in festivals such as the Pan-Celtic in Ireland, Dumfries and Galloway literary festival, Woolfest and Furness Tradition in Cumbria, Llangollen Eisteddfod, and performances by the Youth Arts Choir in Hungary. This represents 3.32% of their annual budget.



*Dance group Ny Fennee representing the Isle of Man at the Lorient Festival*

### **Establish a national quality brand for IOM creative products**

Our plans to establish a quality brand were overtaken by the arts and cultural communities' own exploration of the concept and of forming branded groups such as the Longhouse Collective at Grenaby. We have gained valuable insight from DEFA in terms of the development and application of their IOM provenance label, and will continue to work with practitioners to see when the time is right to develop something for the whole Island.



*Ceramicist Katy Mitchell's personal stamp (photo: Phil Kneen)*

## Open a cultural centre at St John's

Culture Vannin's cultural centre was officially opened by the President of Tynwald and Irish politician Eamon O Cuiv in July 2017. The centre includes a Tynwald exhibition, a Lego model of Tynwald Day, panels relating to political and cultural heroes, the Manx Year (calendar customs), iPads with short films, as well as a small lending-library for Manx language books. It is utilised as a teaching and meeting space for young people and adults outside of office hours.



*The opening of Culture Vannin's cultural centre in St Johns (photos: Mike Wade)*

## Launch Manx Language Strategy

The Manx Language Strategy was brought to Tynwald by Ministers Cregeen and Thomas, and projects a five year cross-government and community plan for the language based on four themes: 1) appropriate and accessible resources 2) Manx as an important part of national and cultural identity 3) Manx for the Manx-speaking community 4) Lifelong learning of Manx from early to later years.

## To support DESC delivery of Manx curriculum

Culture Vannin has a long history of partnership with the schools, and continues to support the Advisory Teacher for the Manx curriculum. We work together to produce resources like manxhistory.com, to deliver workshops relating to music, dance and traditional customs such as Hop tu Naa. Both organisations are involved with the DfE Hop tu Naa Stakeholders' Steering Group and IOMAC worked to support the development of resources relating to Manx visual artists which are available on the educational wiki.

### **Develop Manx cultural awareness programmes for business**

Culture Vannin successfully trialled a cultural awareness programme in conjunction with Lloyds Bank, introducing staff members to activities which will afford them a greater sense of connection with the Isle of Man. A range of speakers provided talks, activities and resources which were extremely well received. The plan is to roll out the programme through the Chamber of Commerce wherever possible. The programme is self-funding in that session leaders received a donation by the company, with 10 hours of officer time organising and delivering some sessions for the pilot. The programme reached 200 people and over 60,000 people internationally had access to the Ellan Vannin Hive page created by Lloyds. Feedback reflected a greater understanding and appreciation of the Island and new opportunities to connect with culture and history. The programme was recognised by the Council of Europe Secretariat as being innovative and something other jurisdictions should consider replicating.

### **Provide opportunities for lifelong learning**

Culture Vannin's development work with the community involves regular Manx lessons for adults and a parent and toddler group, as well as music workshops on a demand basis within the Island's schools, as well as occasional workshops for adults. We reach our widest audience online on our various social media channels, especially through our educational posts and short films about our cultural life. The greatest reach of a single post in July was almost 40,000, with good regular engagement figures throughout the year.

IOMAC offers student bursaries, providing some £17,000 during Year One to promote further studies in the arts to those entering higher education or leaving the Isle of Man to study the arts at an institution specialising in a specific art form e.g. Chetham's Music School in Manchester. IOMAC also provides regular grants to community projects running classes and workshops such as the Youth Arts Centre and the Artreach Studios, bringing the arts to all ages.

### **Representation at Department for Enterprise Creative Industries stakeholder group**

Both organisations play an active part in the Creative Industries stakeholder group, and have been asked to give advice on the Department's emerging policy, and at community stakeholder meetings.

### **Support island-wide opportunities for live screening of arts events**

IOMAC support funding applications from the various venues around the Island providing live screenings – the Studio Theatre at Ballakermeen, the Broadway Cinema, the Northern Cinema Experience, the Erin Arts Centre and the Kings Theatre, KWC. Over the 2017/18 season there have been more than 60 screenings between the venues of live opera, ballet and theatre performances at The National Theatre, The Royal Shakespeare Company, The Royal Opera House and The Royal Ballet. IOMAC awarded £21,900 funding during 2017/18 with audiences growing with some 4,000 people having attended a live screening this year.

### **PLANNING AHEAD**

We have also started discussions with key partners for future actions, such as digital exhibitions, apprenticeships in the creative and cultural industries and the Douglas cultural quarter regeneration.

## Summary of Year One Actions:

Review Communications	GREEN
Engagement Survey	GREEN
Audit alternative sources of arts/culture funding	BLUE
Establish Legacy Bursary Charity	BLUE
Investigate a Government Indemnity Scheme	AMBER
Celebrate the importance of arts and culture to our UNESCO Biosphere status	GREEN
Investigate potential for international representation and exchange	GREEN
Establish a national quality brand for IOM creative products	AMBER
Open a cultural centre at St John's	BLUE
Launch Manx Language Strategy	BLUE
To support DESC delivery of Manx curriculum	GREEN
Develop Manx cultural awareness programmes for business	BLUE
Provide opportunities for lifelong learning	BLUE
Representation at Department for Enterprise Creative Industries stakeholder group	BLUE
Support island-wide opportunities for live screening of arts events	BLUE

### Colour coding:

GREEN: Project progressing to plan

AMBER: Project may need assistance in the future; currently handling within the project team but management team: be aware

RED: Escalation: project team need help to resolve a problem

BLUE: Action is completed or superseded and has been closed

Summer 2018