

ARTS, CULTURE AND CREATIVITY FOR EVERYONE

A National Development
Strategy for Culture and
the Arts in the Isle of Man

Strateysh
Lhiasee
Ashoonagh
as ellynyn
Mannin

NATIONAL DEVELOPMENT STRATEGY FOR CULTURE AND THE ARTS

2017-2027



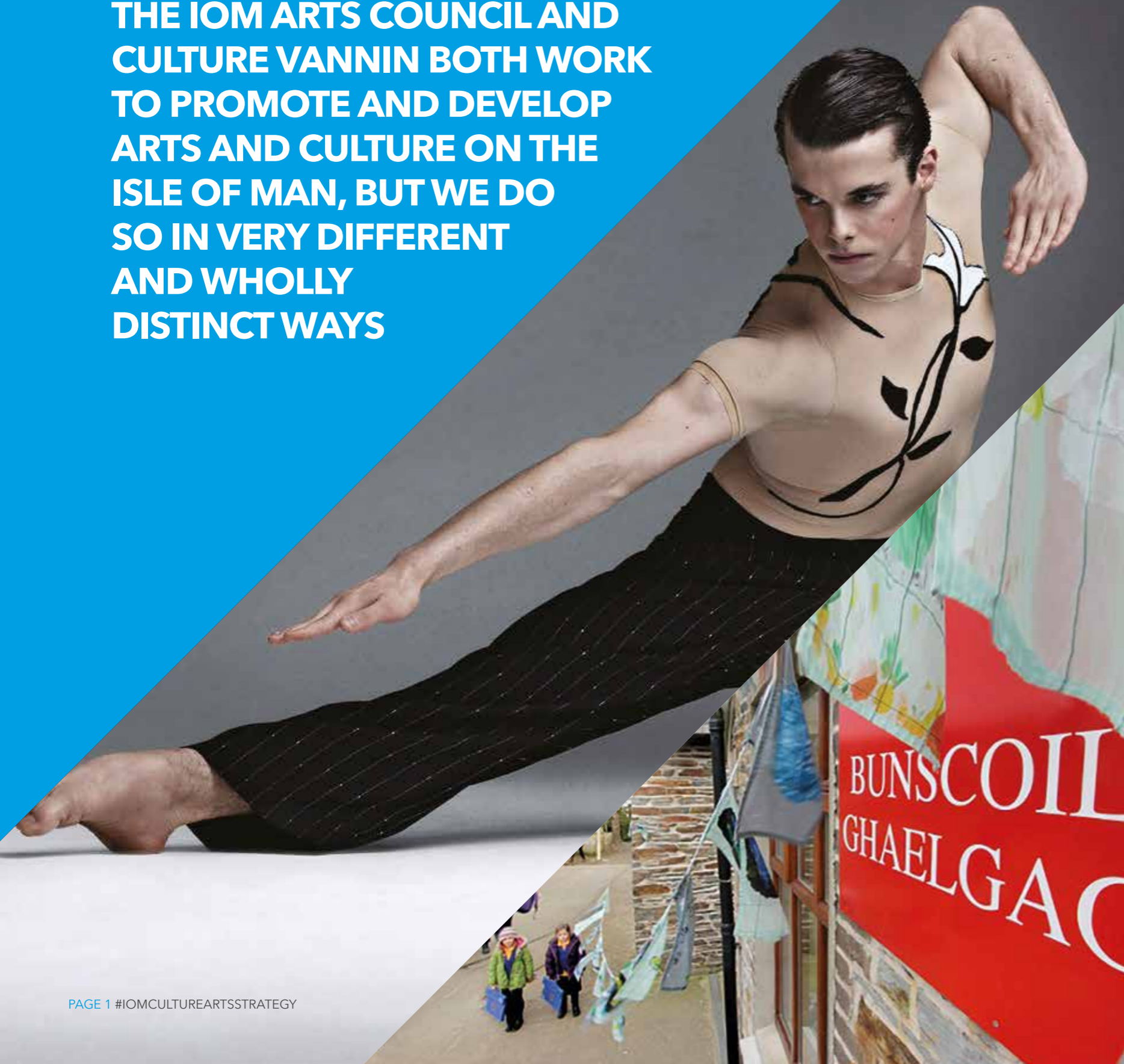
**ARTS
COUNCIL**

Coonceil Ellynyn Ellan Vannin

**Culture
VANNIN**

OUR AMBITIONS

THE IOM ARTS COUNCIL AND CULTURE VANNIN BOTH WORK TO PROMOTE AND DEVELOP ARTS AND CULTURE ON THE ISLE OF MAN, BUT WE DO SO IN VERY DIFFERENT AND WHOLLY DISTINCT WAYS



WORKING TOGETHER, WE HAVE IDENTIFIED SIX KEY AMBITIONS THAT WILL HELP DELIVER OUR SHARED VISION:

1. Inspire people of all ages and backgrounds to enjoy our culture and the arts.
2. Invest in the Island's creative community for success and sustainability.
3. Promote our unique Manx culture and distinctiveness as central to the Island's image, nationally and internationally.
4. Champion the arts and culture as fundamental to our wellbeing and sense of place.
5. Develop knowledge, skills and understanding within our creative and cultural industries.
6. Inspire and enable people to explore new horizons through innovation, media and technology.

NY DEANYN AIN

1. Breeaghey sleih jeh dy chooilley eash as aght-baghee dy ghoaill taitnys ayns ellynyn as cultoor.
2. Baih argid ayns pobble crootagh yn Ellan dy ghreinnaghey speeideilys as foays farraghtyn.
3. Cur nyn gultoor as enney Vanninagh er l'heh er y hoshiaght myr aynyn meanagh jeh jalloo nyn Ellan, ayns Mannin hene as ayns çheeraghyn elley.
4. Shassoo seose son ny h-ellynyn as cultoor myr cooishyn scanshoil da slaynt as quallid nyn mea syn Ellan.
5. Lhiasaghey tushtey, schleiyn as toiggal çheusthie jeh ny jeidjyssyn crootagh as cultooroil ain.
6. Greesaghey sleih dy hirrey magh caaghyn noa lesh saaseyn noa, ny meanyn as çhaghnoaylleaght.



ARTS, CULTURE AND CREATIVITY FOR EVERYONE

A JOINT NATIONAL DEVELOPMENT STRATEGY FOR CULTURE AND THE ARTS IN THE ISLE OF MAN

'Arts, culture and creativity for everyone' is a shared vision for an Isle of Man where arts and culture are at the heart of our everyday life and everyone has the opportunity to be creative.

Our arts let us explore, develop and create. Our culture defines us and gives us our identity. Our sense of expression, whether creative or cultural, helps to define us as individuals, as communities, and as a nation. Our vision is for an Island where arts and culture are at the heart of everyday life, and where everyone can experience the very real rewards they bring.

Human beings are naturally creative, and creativity gives us a path to personal exploration, enjoyment and growth. Our culture helps to define our unique collective identity: something we can all be proud of. Creative and cultural expression helps to us to thrive: as individuals, as communities, and as a nation.

A vibrant arts and cultural scene is not just 'nice to have'; it's vital both to our wellbeing and our sense of place. We want the very best for our creative and cultural communities. We want to support people to take part in whichever way is best for them. We want to make sure arts and culture belong to everyone.

There is nowhere else like the Isle of Man. Our dynamic creative and cultural industries reflect this uniqueness - and they are growing in scale and scope. More support and investment would boost the substantial contribution arts and culture make to our economy, and enhance our international reputation still further. We already know that gross additional spend during our 2014 Island of Culture celebrations equated to £6.4 million in the year*. In the UK in 2014, the GVA (Gross Value Added) of the creative industries was £84.1 billion**. If this is extrapolated based on population size*** to the Isle of Man, it would equate to £112.7 million.

In a rapidly changing world it's vital we remain ambitious and make the most of the opportunities that are out there. Technology helps us to connect with the wider world, and empowers, enhances and advances creativity. If we build the right connections and skills in line with our vision, the possibilities are endless.

Where we are today depends on our past; where we will be tomorrow depends on what we do today. We ask you to join with us to turn our vision into a reality - to put arts and culture at the heart of life in the Isle of Man for the benefit of everyone who lives, works and spends time in our unique Island.

* Based on 58,460 adults aged 20-75 Census 2011; not including ticket charges. IOM Arts Council Island of Culture Evaluation Report, July 2015

** UK Department of Culture, Media and Sport, UK Economic Growth, January 2016

*** Illustrative figure based on World Bank estimates (2013)

“ ‘Arts, culture and creativity for everyone’ is a shared vision for an Isle of Man where arts and culture are at the heart of our everyday life and everyone has the opportunity to be creative.”

“ With the incredible support of the Isle of Man Arts Council I have now produced three short films and am in pre-production for my fourth film. Our most recent film Closet has been selected and shown in international film festivals across the globe. Without the support of the Arts Council none of these projects would have happened, without their encouragement I would never have had the confidence to become a film producer. The Isle of Man truly is an Island of culture and our wonderful Arts Council allows this culture to develop and expand. I can never thank you all enough.”

DEBS GWINNELL,
FILM PRODUCER

“

I REACHED THE AGE OF 50, LIFE WAS BORING AS CAN BE

SO I STARTED AT THE HUB AND NOW I'M WRITING POETRY

I HAD BECOME INVISIBLE AND THOUGHT THAT NO ONE CARES

BUT NOW I HAVE BECOME ALIVE AND TURNED INTO PAM AYRES

YOU MAY WONDER WHAT IS SPECIAL WITH THE HUB AND MY OLD AGE

WELL NOT ONLY AM I WRITING IT, I'M NOW PERFORMING ON A STAGE

IT'S ALL DOWN TO THE ARTS COUNCIL FOR FUNDING THIS GREAT SCHEME

I COULD NEVER HAVE IMAGINED I'D BE HAVING SUCH A SCREAM

SO A HUGE THANK YOU TO JANET AND EVERYONE INVOLVED

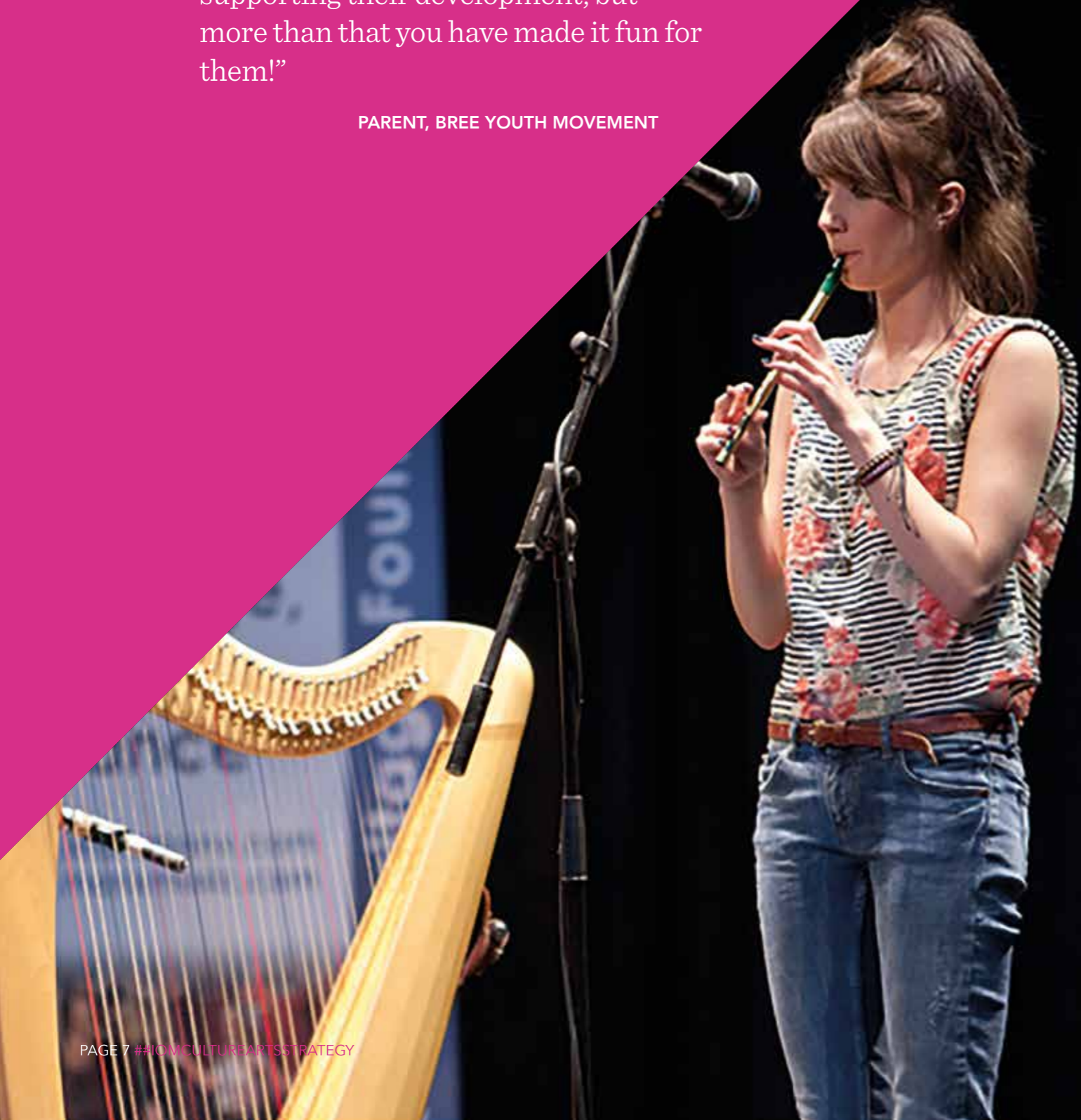
I NEVER THOUGH THAT I WOULD END UP BEING QUITE SO BOLD

BY DI BENSON

”

“ Culture Vannin has had an incredible impact on our family. [You]... have given our family a strong sense of the Manx culture and allowed us all to participate in many different ways, the most obvious is encouraging our children’s involvement with Manx music and supporting their development, but more than that you have made it fun for them!”

PARENT, BREE YOUTH MOVEMENT



AMBITION ONE

Inspire people of all ages and backgrounds to enjoy our culture and the arts

DEAN NANE

Breeaghey
sleih jeh dy
chooilley
eash as
aght-baghee
dy ghoaille
taitnys ayns
ellynyn as
cultoor

INSPIRE

We will inspire people to engage with arts and culture, both by attending events and by taking part in creative activities. We will make sure creative opportunities are open to everyone across our diverse communities.

WE WILL DO THIS BY:

- finding out what people want through surveys and feedback
- developing new programmes of creative and cultural activity where there are gaps
- inspiring grass roots activity by taking culture and the arts to the people
- improving the ways in which we tell people about what we do



AMBITION TWO

Invest in the Island's creative communities so that they are successful and sustainable

DEAN JEES

Baih argid
ayns pobble
yn Ellan dy
ghreinnaghey
speideilys
as foays
farraghtyn

INVEST

We will support and stimulate artistic and cultural excellence, enabling pathways to success. We will develop partnerships and build professionalism to make sure projects and programmes are as effective as possible and achieve value for money.

WE WILL DO THIS BY:

- helping to coordinate our Island's arts and culture resources, minimising duplication and maximising value for money
- promoting mentoring opportunities
- providing opportunities for visiting exhibition programmes
- recognising and investing in future stars
- creating a mark of excellence in arts and culture
- establishing a national brand - a 'stamp of quality' - for Isle of Man creative products

PROMOTE

For the Isle of Man to stand out on the international stage, it's essential that we know who we are, where we've come from, and where we're going. Arts and culture are at the heart of the stories that shape our communities, and they create the opportunities that will shape our shared future. In demonstrating that arts and culture belong to everyone, we will help unlock the creativity that's in us all.



WE WILL DO THIS BY:

- opening a cultural centre in St John's
- producing a Manx Language Strategy focused on education, awareness and accessibility
- developing Manx cultural awareness programmes for business and community groups
- celebrating the importance of arts and culture to our UNESCO Biosphere status
- representing our arts and culture on an international platform and encouraging international exchange
- investigating the potential for public artwork and cultural trails
- working with the Department of Education and Children to support delivery of the Manx curriculum

AMBITION THREE

Promote our unique Manx culture and distinctiveness as central to the Island's image, nationally and internationally

DEAN TREE

Cur nyn gultoor
as enney
Vanninagh
er lneh er y
hoshiaght myr
ayrnyn meanagh
jeh jalloo nyn
Ellan, ayns
Mannin hene as
ayns cheeraghyn
elley





AMBITION FOUR

Champion the arts and culture as fundamental to our wellbeing and sense of place

DEAN KIARE

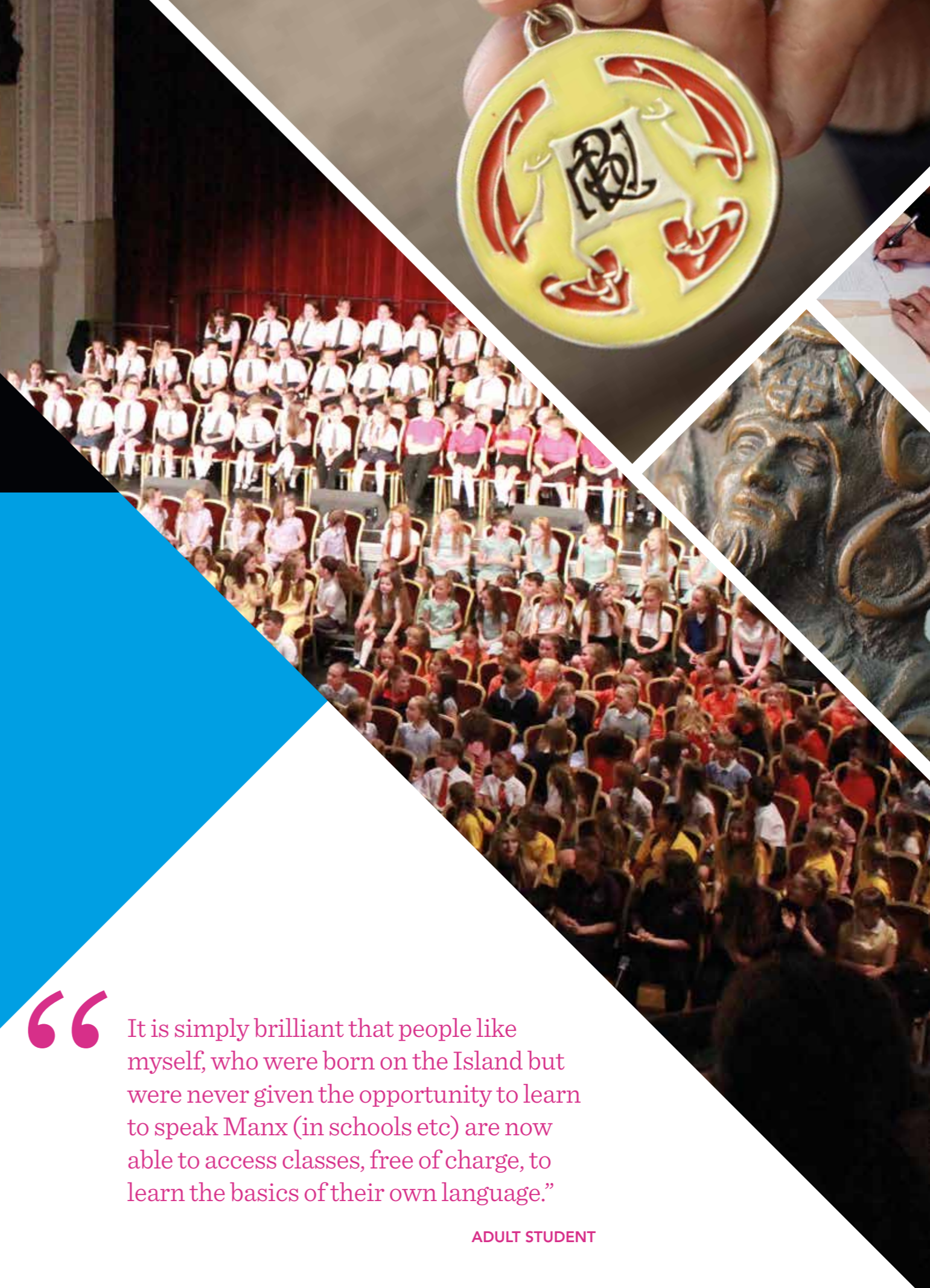
Shassoo seose son ny h-ellynyn as cultoor myr cooishyn scanshoil da slaynt as quallid nyn mea syn Ellan

CHAMPION

It's well recognised that good health goes many levels deeper than the physical. The World Health Organisation defines it as a complete state of physical, mental and social wellbeing, not merely an absence of disease or infirmity. Arts and culture play an important part in our wellbeing, while the places we live and work in are fundamental to our quality of life. Our uniquely beautiful landscapes and attractive towns, villages and ports inspire residents and visitors alike. Taking part in creative and cultural activities helps us to connect with ourselves, with each other and with our communities. All these things underpin our confidence, sense of self, sense of belonging and our enjoyment of life.

WE WILL DO THIS BY:

- engaging with the health sector and not-for-profit organisations to promote wellbeing through creative engagement
- providing opportunities for lifelong learning
- promoting participation in an Achievement Award for the Arts, and other schemes
- developing a public arts policy and programme
- working with education and other public services to promote wellbeing through the arts



“

It is simply brilliant that people like myself, who were born on the Island but were never given the opportunity to learn to speak Manx (in schools etc) are now able to access classes, free of charge, to learn the basics of their own language.”

ADULT STUDENT



AMBITION FIVE
 Develop knowledge, skills and understanding within our creative and cultural industries

DEAN QUEIG

Lhiasaghey tushtey, schleiyn as toiggal
 :cheusthie Jeh ny
 Jeidjyssyn crootagh as cultooroil ain

DEVELOP

We will work with a range of voluntary, public, and privately funded organisations to share knowledge and develop skills that will help our creative and cultural industries to thrive. We will work in partnership to create training opportunities for young people and adults that encourage enterprise, innovation and collaboration. We will broaden understanding of the creative and cultural industries, and how important they are to our economy, today and tomorrow.

WE WILL DO THIS BY:

- highlighting the economic impact of the creative and cultural sector
- promoting and supporting a creative apprenticeship programme
- supporting people to start up businesses in the creative and cultural sector, through mentoring and sharing best practice
- supporting a creative and cultural sector leadership training programme in partnership with organisations operating in these sectors
- developing short training programmes for practitioners to work in environments that promote wellbeing

AMBITION SIX
 Inspire and enable people to explore new horizons through innovation, media and technology

DEAN SHEY

Greesaghey sleih dy hirrey magh caa-ghyn noa lesh saaseyn noa, ny meanyn as chaghnoayl-leeaght

TECHNOLOGY

Technology is a thread that runs through all the other ambitions in this strategy, because it opens doors and creates opportunities for audiences and practitioners at a global level. We will work to harness the power of the latest technologies, connecting the Isle of Man to the excitement of emerging possibilities.

WE WILL DO THIS BY:

- developing apps and online courses in line with the Manx Language Strategy
- supporting the IOM Arts Council's Island wide policy on live screening
- engaging with organisations that use new technologies, to further creative and cultural practices and learning
- exploring the potential for digital exhibitions
- fostering partnerships with digital innovators





ACTIONS

1

INSPIRE PEOPLE OF ALL AGES AND BACKGROUNDS TO ENJOY OUR CULTURE AND THE ARTS

| JOINT | | | |
|---|--|-----------|---|
| WHAT | WHY | WHEN | HOW |
| Arts and Culture engagement survey | To find out what people want in order to establish baseline and ongoing data | Year One | Survey report/results |
| Complete mid-term review and evaluation to inform the strategy as it develops | To broaden access and opportunity for cultural engagement | Year Five | Increased cultural engagement as per above measurements |

| ARTS COUNCIL | | | | CULTURE VANNIN | | | |
|---|---|----------|---|---|---|----------|---|
| WHAT | WHY | WHEN | HOW | WHAT | WHY | WHEN | HOW |
| Develop new arts engagement programmes | To broaden access and opportunity for arts engagement | Year Two | Increase arts engagement annually by a percentage based on survey baseline data | Develop new cultural engagement programmes | To broaden access and opportunity for cultural engagement | Year Two | Increase cultural engagement annually by a percentage based on survey baseline data |
| Taking arts activities into communities | To inspire grass-roots activity | Year Two | Work in partnership with commissioners | Taking cultural activities into communities | To inspire grass-roots activity | Year Two | Work in partnership with commissioners |
| Review communications | To ensure communications are clear | Year One | Survey | Review communications | To ensure communications are clear | Year One | Survey and focus group sessions |

2

INVEST IN THE ISLAND'S CREATIVE COMMUNITY FOR SUCCESS AND SUSTAINABILITY

| JOINT | | | |
|---|--|------------|--|
| WHAT | WHY | WHEN | HOW |
| Audit alternative sources of arts/cultural funding | To maximise funds available for arts and culture | Year One | Published list available to applicants; new partnerships established |
| Establish a mark of excellence for arts and culture organisations | To promote excellence | Year Three | Pilot scheme designed and implemented |
| | | Year Four | At least three organisations recognised by the scheme |

| ARTS COUNCIL | | | |
|--|--|-----------|--|
| WHAT | WHY | WHEN | HOW |
| Establish Legacy Bursary Charity | To aid students demonstrating excellence in their discipline | Year One | Registered charity status |
| | | Year Five | Increase endowment to £1 million |
| Provide and Promote Mentoring programme | Improved arts and cultural leadership skills | Year Five | At least three creative/cultural leaders complete mentorship programme |
| Investigate a Government indemnity scheme | To enable increased visiting exhibitions | Year One | Scheme agreed and established |
| Establish a national quality brand for IOM creative products | To promote quality assurance | Year Five | Use of quality brand by at least five creative practitioners |



3

PROMOTE OUR UNIQUE MANX CULTURE AND DISTINCTIVENESS AS CENTRAL TO OUR ISLAND'S IMAGE, NATIONALLY AND INTERNATIONALLY

| JOINT | | | |
|---|--|------------|---|
| WHAT | WHY | WHEN | HOW |
| Celebrate the importance of arts and culture to our UNESCO Biosphere status | To show the importance of Manx culture and arts within the Biosphere | Year One | Work with DEFA and other partners to identify the role of culture and arts in the Biosphere |
| | | Year Three | Develop new projects inspired by the Biosphere status |
| Investigate potential for international representation and exchange | To promote culture and the arts internationally | Year One | Annual presence at Festival Interceltique de Lorient, Brittany |
| | | Year Two | Participation in the International Edinburgh Cultural Summit |
| | | Year Two | Explore potential to attach cultural and artistic programmes to international sporting events at which the Isle of Man is represented |
| Investigate opportunities for a programme of public art and cultural trails | To take arts and culture to the community by making it more visible | Year Five | Increased public art and cultural trails, working with Cabinet Office/Regeneration where appropriate |
| Establish a national quality brand for IOM creative products | To promote quality assurance | Year One | At least one business engaged |

| CULTURE VANNIN | | | |
|---|---|----------|--|
| WHAT | WHY | WHEN | HOW |
| Open a cultural centre at St John's | To provide a physical hub for intangible culture | Year One | Open to the public |
| Launch Manx Language Strategy | To promote awareness, accessibility and education relating to the Manx language | Year One | As detailed in the Manx Language Strategy action plan |
| To support DEC delivery of Manx curriculum | To ensure opportunities to access Manx culture are available to all | Year One | In conjunction with DEC Advisory Teacher for the Manx Curriculum |
| Develop Manx cultural awareness programmes for business | To promote a sense of place within the business community to aid retention of staff and connection with the community | Year One | At least one business engaged |

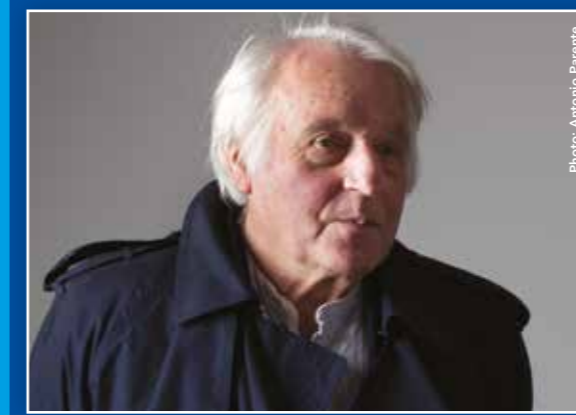


Photo: Antonio Parente

“The Island has played a very important part in my development as an artist and for that I will always be grateful.”

MICHAEL SANDLE RA

“Until you see for yourself the scale of the festival and the high regard in which it is held throughout the region and farther afield in other Celtic Nations, it is difficult to appreciate the impact which this year's event had in terms of delivering the Isle of Man's message to the wider world... This event offers an incomparable opportunity to showcase all things Manx and the Isle of Man was represented at the highest level in every quarter.”

LORIENT FESTIVAL PERFORMER



“After a series of major operations I was at an all time low. I didn't want to leave the house, I was in pain and depressed. I was persuaded/coerced to come along to a session and that was it; I have been to just about every session. It has literally changed my life and helped my recovery. I have discovered a writing talent I never knew I had and made some really lovely friends. I also now facilitate a spin off session of Art Journaling at the Hub which knits well with the writing and now I am helping people discover their creativity.”

PARTICIPANT AT THE HUB, THIE ROSIEN

“

Art and culture is important for a healthy life and being connected with your community, from a financial point of view it helps to generate the economy.”



MARK KERMODE, PATRON OF ISLAND OF CULTURE 2014 AND THE IOM FILM FESTIVAL

“

The Isle of Man Arts Council’s support and collaboration to produce Theatrefest ‘15 was incredibly inspiring. I was able to witness first-hand their dedication and efforts to support this event. It was a wonderful weekend of theatre at the beautiful, historic Gaiety Theatre. I hope they continue supporting new works and theatrical projects/events in the future!”

SPENCER WILLIAMS, COMPOSER, WRITER AND PERFORMER.

“

At the YAC we encourage all sorts of performing arts and from its opening three years ago Bree and Manx music and dance has always been a vital part of its programme. It is as important to youth culture as any modern art form and we welcome it”

FIONA HELLEUR, HEAD OF YOUTH ARTS, YOUTH ARTS CENTRE

“

It was heartening to see the power of the message which our young musicians, dancers and other team members gave out – the Isle of Man is a unique force to be ranked alongside the best!”

LORIENT FESTIVAL PERFORMER

4

CHAMPION THE ARTS AND CULTURE AS FUNDAMENTAL TO OUR WELLBEING AND SENSE OF PLACE

| JOINT | | | |
|---|---|------------|---|
| WHAT | WHY | WHEN | HOW |
| Engage with the health sector and not for profit organisations to promote ways to wellbeing through creative activity | Enhance and improve wellbeing, mental and physical health | Year Three | Creative Schemes available by referral or with open access which aid and promote wellbeing |
| Provide opportunities for lifelong learning | Increase cultural engagement and promote wellbeing | Year One | Fund and provide opportunities for artistic and cultural education – some measures against Manx Language Strategy |

| ARTS COUNCIL | | | |
|---|--|------------|--|
| WHAT | WHY | WHEN | HOW |
| Promote participation in an Achievement Award for the Arts and other schemes | Increase engagement and recognise achievement | Year Three | Award available from at least one artistic venue/organisation |
| Engage with education and other public services to promote wellbeing through the arts | Increase cultural engagement and assist with e.g. crime prevention rehabilitation objectives | Year Five | Creative and cultural schemes actively used as a tool for rehabilitation |

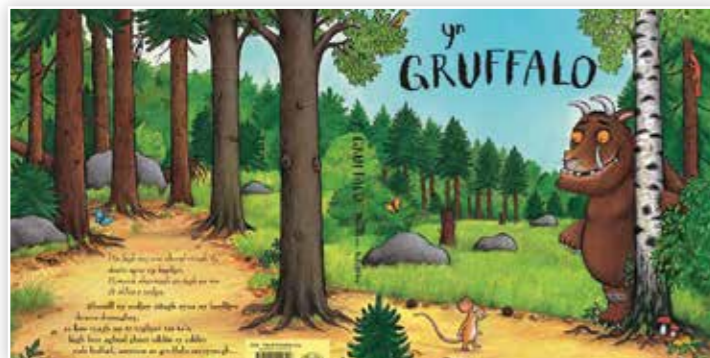


5

DEVELOP KNOWLEDGE, SKILLS AND UNDERSTANDING WITHIN OUR CREATIVE AND CULTURAL INDUSTRIES

| JOINT | | | |
|--|---|------------|---|
| WHAT | WHY | WHEN | HOW |
| Representation at Department for Enterprise Creative Industries Stakeholder group | To promote the understanding of the impact of arts and culture economically | Year One | Attendance at regular meetings to support Department for Enterprise's Creative Industries Strategy and reporting to BIC |
| Support a Leadership Training Programme specific to and delivered in partnership with the creative and cultural sector | Develop leadership in the arts and culture | Year Three | Training programme implemented with at least five participants in the first year of delivery |

| ARTS COUNCIL | | | |
|---|---|------------|---|
| WHAT | WHY | WHEN | HOW |
| Promote and identify support and funding for a creative apprenticeship programme | Provide career pathways for the creative industries | Year Three | At least two creative apprenticeships available |
| Develop short training programmes that enable creative practitioners to work within environments that promote wellbeing | Develop leadership in the arts and culture | Year Five | At least two creative practitioners commissioned and/or engaged in health and wellbeing schemes |



6

INSPIRE PEOPLE TO EXPLORE NEW HORIZONS THROUGH INNOVATION, MEDIA AND TECHNOLOGY

| JOINT | | | |
|---|---|------------|--|
| WHAT | WHY | WHEN | HOW |
| Engage with organisations which promote and utilise new technologies for creative and cultural practices and learning | Develop knowledge and opportunity for creative activity in the digital market | Year Three | Partnerships identified and established with at least two digital/technology organisations |
| Explore partnerships with digital innovators | Discover new ways of promoting arts and culture | Year Three | Establish at least one new technological pathway for the promotion of arts and culture |

| ARTS COUNCIL | | | | CULTURE VANNIN | | | |
|---|---|-----------|---|--|--|-----------|-----------------------------------|
| WHAT | WHY | WHEN | HOW | WHAT | WHY | WHEN | HOW |
| Support island wide opportunities for live screening of arts events | Increase cultural engagement and broaden access | Year One | Live screening programmes available at venues in the four main regions of the Isle of Man | Develop more apps and online courses in line with the Manx Language Strategy | Promote Manx language using technology | Year Five | More apps and courses available |
| Explore the potential for digital exhibitions | Increase cultural engagement | Year Four | Support and promote at least one digital exhibition | Develop online presence with respect to educational provision | Promote Manx culture in accessible and innovative ways | Year Four | More online educational provision |

We will continue to seek opportunities to work with Departments and colleagues ensuring we complement shared aims and actions within the Programme for Government. The following partners have already been identified:

- Department of Environment, Food and Agriculture: UNESCO Biosphere
- Department of Education and Children: Manx Language Strategy, Education Improvement Service Advisory Teachers
- Department for Enterprise: Destination Management Plan (Tourism), Villa/Gaiety and Creative Industries Strategy
- Department of Infrastructure: Regeneration and public art
- Cabinet Office: Regeneration and 'Special year in 2018' celebrations
- Manx National Heritage: Forward Plan relating to cultural heritage strategies
- Government Technology Services: Digital and technology development

CULTURE VANNIN AND THE IOM ARTS COUNCIL AS ORGANISATIONS

“Working together to put arts and culture at the heart of life in the Isle of Man for the benefit of everyone.”



WHILE CULTURE VANNIN AND THE IOM ARTS COUNCIL HAVE MANY SYNERGIES, THEY ARE TWO SEPARATE ORGANISATIONS WITH VOLUNTARY BOARDS AND OPERATE AS FOLLOWS:

CULTURE VANNIN

Manx Heritage Foundation, trading as Culture Vannin, is registered charity 333 in the Isle of Man. It presents published accounts and a report to Tynwald annually which are made readily available online. The Manx Heritage Foundation Act 1982 specifies the following objects for Culture Vannin:

- to promote and assist in the permanent preservation of the cultural heritage of the Island, and in particular to provide facilities for members of the public to enjoy and acquire knowledge of that heritage;
- to establish and maintain at St. John's...a centre for the promotion, and encouragement of an active interest in, and the study of, the Island's cultural heritage by its people;
- to arrange and provide for or to join in arranging and providing for the holding of exhibitions, meetings, lectures and classes and the printing and publishing of any reports, pamphlets, periodicals, books or other documents in furtherance of these objects;

The Act empowers Culture Vannin to carry out in-house development work and to give external grants, both of which are employed. Culture Vannin's remit is wide-ranging and includes: crafts, **language, history, natural history**, literature, music, **folk-lore**, art, folk-dance, architecture, **archaeology, industrial development, law and ecology** of the Island or associated with the Island and its people. Those highlighted in **bold** fall outside the remit of Arts Council.



ISLE OF MAN ARTS COUNCIL

The Isle of Man Arts Council is a sponsored body of the Department of Education and Children and operates through the delegation of functions from the Minister for Education and Children under section 3 of the Government Departments Act 1987. Funding awards and details of the Arts Council's budget are publicly available at www.iomarts.com

The Arts Council provides advice and expertise, on request, to the Minister and the Department on all matters pertaining to the Arts and Arts Strategy in the Isle of Man. It manages, on behalf of the Minister, the allocation of funding including by way of grant assistance, sponsorship or guarantee against loss, to applicants including major arts venues and organisations, taking into account the following priorities:

- to encourage the people of the Isle of Man to enjoy the arts whether through attendance or participation
- to provide a sound and sufficient infrastructure for arts on the island
- to promote Manx cultural identity



SHARED AIMS

Both organisations consider funding and initiatives that promote the traditional and contemporary arts as part of our culture, education, economy and quality of life with the aim of increasing **engagement and participation**.

Both organisations recognise the value of **culture and the arts** and growing evidence that they:

- contribute greatly to our high quality of life and visitor economy on the Isle of Man
- benefit our health and well-being
- are key to a robust and imaginative education system
- develop confident and skilled young people
- are inclusive and participatory
- develop excellence
- have a growing economic impact
- foster innovative thinking and approaches, essential to all walks of life
- promote a sense of connection to the Isle of Man
- promote a sense of national identity
- help shape our presence internationally – they make us a ‘somewhere place’ rather than an ‘anywhere place’
- use public funding to make access equal and fair
- are at the heart of the creative industries, a growth sector for the IOM

PRINCIPLES

The two organisations resolve to:

- work cooperatively (including reciprocal representation at respective meetings)
- share information on grant applications, awards and good practice
- ensure officers meet regularly to look for common interests and a coordinated approach
- support and work with other Government departments and bodies where appropriate
- not issue awards which are conditional on matched funding being made available by the other organisation
- work together to demonstrate the social, public and economic benefits of culture and the arts to the IOM providing evaluation, evidence and measurement
- continue good governance and transparency in accordance with the Nolan Principles on public life
- support the work of the Department of Economic Development in their development of the creative industries, focussing on activity that leads to jobs and the British Irish Council ‘Creative Industries’ work stream that is currently focusing on skills development

REPORTING AND STRATEGY

The two organisations will:

- make a joint annual summary based on their annual reports
- work together to develop a national development strategy for culture and the arts (for Tynwald and the Council of Ministers as appropriate)
- maintain and annually review a Memorandum of Understanding

“

The Arts are a salve, (as in Salvation) of Culture and harmony across each nation; giving dusty civic memories venerable ventilation; easing anxiety, ill-health and frustration.

Embracing racing pace of changed faced by generations strangely placed in modernity’s brave new market-place gives balance to the ringie-race.

When something is remembered, we speak of it “by heart” and our culture’s richest vein beats on in hand-me-down art. It’s impossible to burn a verbal history and dances convey much more than simple eyes can see.

Songs are sung and words are learned and carried far across the earth where images, a thousand times as strong have already beamed, taking all of us along.

Pragmatic patronage provides the promise of passionate pathways paved by personal journeys, artistically engraved on domesday stones for a future age.

How to protect our ancestral legacy? Create renaissance in Art and Culture, permanently.

GEORGIA ZAPPAROLI

”



**FURTHER INFORMATION ABOUT
EITHER ORGANISATION CAN BE
OBTAINED VIA THE FOLLOWING
CONTACT DETAILS:**

IOM ARTS COUNCIL

Department of Education and Children
Hamilton House
Peel Road
Douglas
Isle of Man
IM1 5EZ

Tel: (01624) 694598

Website: www.iomarts.com

CULTURE VANNIN

Fairfield House
Main Road
St John's
Isle of Man
IM4 3NA

Tel: (01624) 676169

Website: www.culturevannin.im

