

Vision & Strategy



MISSION

Culture Vannin's mission is to take our culture forward in the Isle of Man, in line with our founding legislation, the Manx Heritage Foundation Act 1982.

VISION

Our vision is of an Isle of Man that is confident and articulate in its sense of cultural identity. We recognise a dynamic and living culture as key to an understanding of who we are as a people, informing the ways that we relate to each other within our communities and to how our image is projected internationally. A rich cultural offering makes the Isle of Man a more attractive place to live and shows how we, as a nation, choose to define our world.

We will deliver this through:

- **Communication:** engaging with a broad spectrum of people through multi-media to promote Manx culture as widely as possible.
- **Community activity:** promoting our culture throughout the community, organising and supporting festivals, events and workshops.
- **Creativity and innovation:** putting creativity at the heart of our work through commissions, collaborations and innovative thinking.
- **Education:** developing educational resources and teaching for all ages to inspire lifelong learning and discovery.
- **Funding:** providing funding for a wide range of projects connected to the Island and its people.
- **Recording:** making a record of our changing Island and its communities through photography, film, oral history recordings, etc.
- **Research:** supporting, developing and disseminating research in order to deepen understanding.

POLICY

- **Cultural Impact**
 - Engendering a rich and diverse cultural identity.
 - Creating opportunities for people to experience Manx culture; offering ways to connect with our unique identity.
 - Assisting our communities to develop a contemporary Manx culture.
 - Promoting a sense of belonging for all, recognising its role in supporting community cohesion.
 - Maintaining, developing and promoting our cultural centre in order to raise profile and to develop and increase connections with Manx and visitor economies.

- **Economic Impact**
 - Promoting a vibrant, inclusive national identity for the Isle of Man in order to distinguish ourselves internationally.
 - Recognising the importance of a strong cultural identity to the Manx economy in sending out a confident message of a creative, innovative and proud Island nation.
 - Providing opportunities for everyone to experience cultural activities on Island, encouraging spend within the Manx economy.
 - Attracting visitors and businesses by connecting people to our culture.
 - Investing in our youth by developing a strong sense of cultural identity, encouraging retention and return as an adult workforce.
 - Nurturing the development of professional cultural practitioners.

- **Environmental Impact**
 - Raising awareness of our built and natural environment.
 - Documenting the changing nature of our built and natural environment.
 - Promoting a positive attitude towards the conservation of our built and natural environment.
 - Developing sustainable working practices.

- **Quality of Life**
 - Sharing, developing and promoting our culture, making the Isle of Man a better place to live.
 - Contributing to a well-rounded, confident and healthy society by connecting individuals and communities.
 - Sharing an understanding of our Island story with everyone, everywhere.
 - Ensuring a strong living culture for future generations.
 - Fostering greater community cohesion.
 - Recognising the power of culture to promote inter-generational contact and the idea of a 'social pension'.

- **Good Governance**

Acting in accordance with the Nolan Seven Principles of Public Life and the IOM Government's Corporate Governance Principles and Code of Conduct, and our legislative framework.