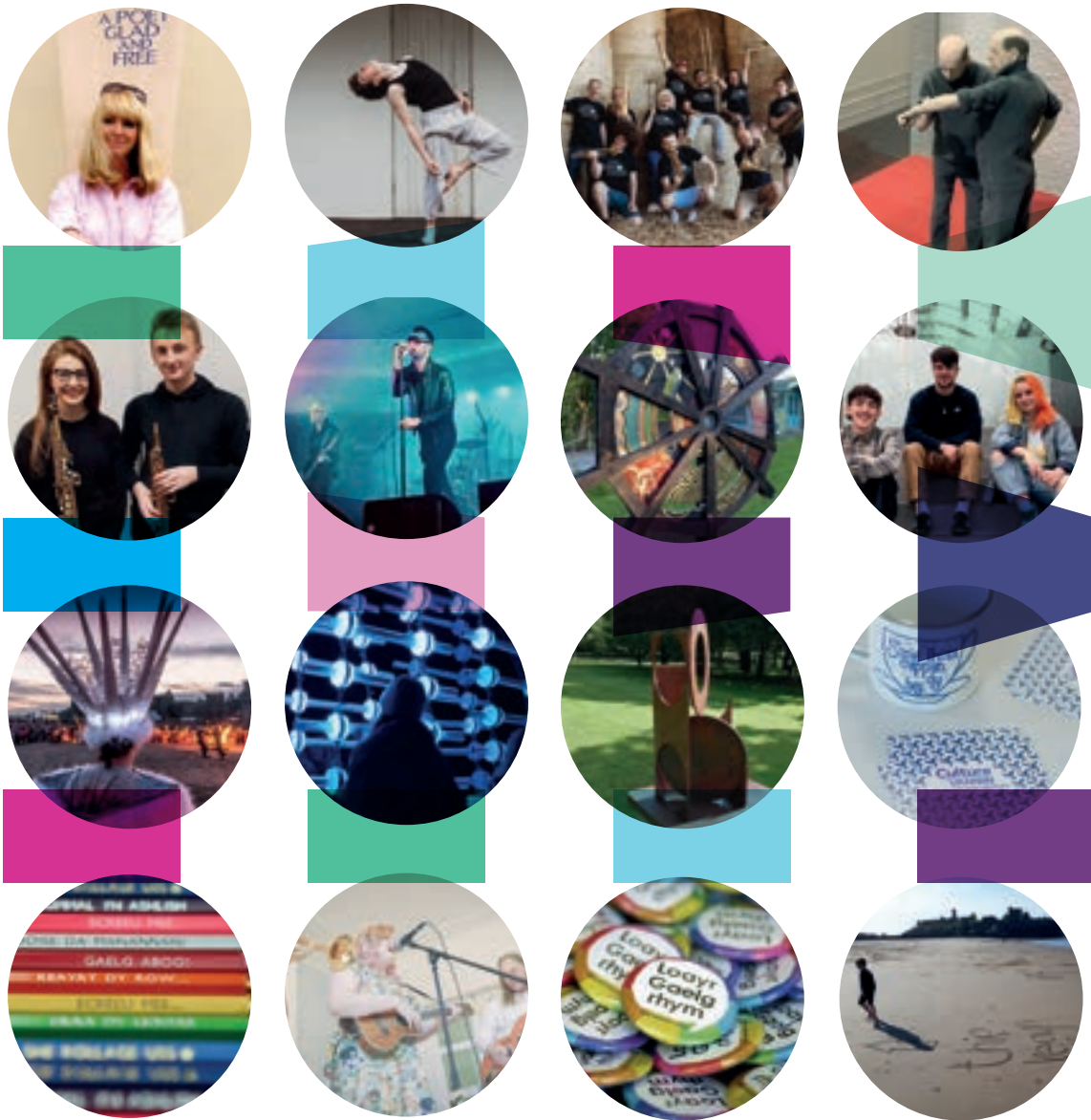
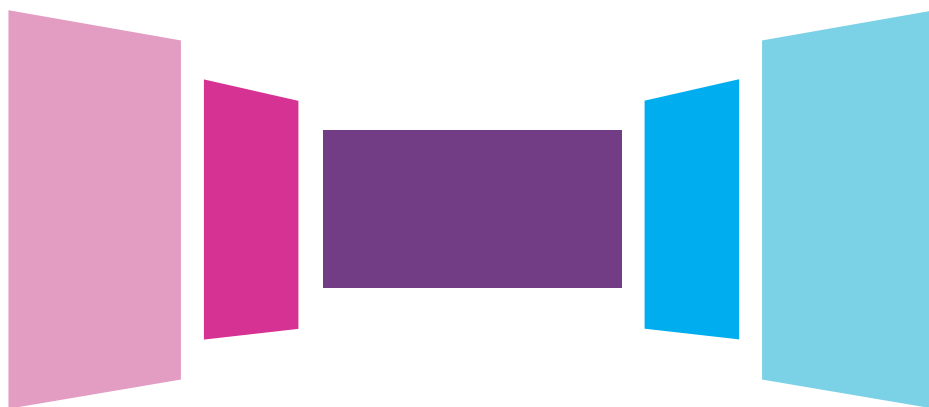


# arts culture & creativity

for everyone 2017 - 2027



**NATIONAL DEVELOPMENT STRATEGY FOR ARTS AND CULTURE**  
STRATEYSH LHIASEE ASHOONAGH SON CULTOOR AS ELLYNYN AYNS MANNIN



Further information can be obtained via the following contact details:



Culture Division,  
Department of Education,  
Sport and Culture,  
Unit 8,  
Villa Marina Arcade,  
Harris Promenade,  
Douglas,  
IM1 5HN  
Tel: (01624) 694598  
[www.iomarts.com](http://www.iomarts.com)



Main Road,  
St. John's,  
IM4 3NA  
Tel: (01624) 676169  
[www.culturevannin.com](http://www.culturevannin.com)

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arts  
culture  
&  
creativity

for everyone 2017 - 2027

**INSPIRE**

JEAN BREEAGHEY

**INVEST**

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# Arts, culture and creativity for everyone.

## Our mid-point message

The mid-point in a ten year strategy is a time to reflect on what has been achieved, but also to look forward to what can be delivered in partnership with the Island's creative and cultural communities over the next five years.

'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, and experience the very real rewards they bring.

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.



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.



A global pandemic is not something that anyone expects to experience, but even the darkest of clouds can have a silver lining. In many ways, the Covid-19 lockdowns moved arts and culture to centre-stage as people re-evaluated what brings meaning and joy to their everyday lives, discovering what can support mental and physical wellbeing. From popular TV and films, which showed explicitly how the visual arts are a key to expressing who we are and how we relate to each other, streamed live and archive performances, to viral videos and online projects produced by our creative communities, arts and culture reminded us of the need to connect with what it is to be human. The need to embrace online platforms during the pandemic is something accepted by all now, and we have learnt that a blended delivery of arts and culture can enable greater accessibility to performances, exhibitions and lifelong learning.

The strategy has helped funding applicants focus their efforts on projects which make a real difference to our Island - we have seen the number of applications increase, which gives us great confidence in the future of arts and culture. We have many highlights, too, from both grant-giving and development work with the community. Our online projects during lockdown – IOM Arts Council's 'Home is Where the Art Is' and 'Literary Lockdown' and Culture Vannin's #treisht projects – provided connection and support when people needed it the most.

IOMAC is particularly proud of its support for the Hospice Wallaby Wild in Art Project and the development and appreciation of community public art around the Island. Culture Vannin opened its cultural centre in St John's, launched the first Manx Language Strategy and worked to support the Isle of Man signing up to an international charter on minority languages.

Culture Vannin's YouTube channel has generated 3.4 million views for Manx culture, Manx harpist, Mera Royle, won the BBC Young Folk Award 2018, and IOMAC's graduate intern worked on the stunning Ellyn exhibition and book, which showcased the work of so many Manx artists and reached thousands of people.

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.

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 on the Isle of Man for the benefit of everyone who lives, works and spends time in our unique Island.

Here's to working together as we fulfil this ten-year vision!



“The impact of the Isle of Man Arts Council reaches all corners of the Manx community. The officers and members of the board are very approachable, they're not afraid to try out new creative ventures or to listen to new ideas, and they are always keen to ensure the arts are accessible to everyone, young and old”







# AMBITION ONE

## DEAN NANE

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

**Breeaghey sleih jeh dy chooilley eash as aght-baghee dy ghoail taitnys ayns ellynyn as cultoor.**

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.

# AMBITION ONE

## DEAN NANE

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

### ACTIONS

JOINT	WHAT	WHY	WHEN	HOW
	Arts and Culture research	To find out what people are already doing and why, as well as establish a baseline.	YEAR SIX	Commissioned research
	Development and support for arts and cultural engagement programmes which recognise diversity, equality, inclusion and sustainability in our community	To broaden access and opportunity for arts engagement, and to encourage new material that has diversity and inclusion at its heart.	YEAR SIX	Partner with organisations and individuals who can explore these themes and reach new audiences. Explore opportunities for free or subsidised tickets, where appropriate.
	Taking arts and cultural activities into schools	To ensure diverse and equal access is available through schools' engagement	YEAR SIX	Work in partnership with schools to deliver programmes and workshops, and support the creation of resources and schemes of work.
	Promotion of excellence and best practice in culture and the arts in order to inspire audiences and practitioners.	To showcase the best to raise standards and push boundaries	YEAR SIX	Supporting and bringing world class acts (e.g. orchestras, bands and workshop leaders) and exhibitions to the Isle of Man

IOM ARTS COUNCIL				
	Support and provision for creative hubs	To enable access to arts and culture for the whole community.	YEAR SEVEN	Continued funding support and development.
	Explore possibilities for national creative spaces and galleries	To explore the provision of identifiable spaces for the arts and creativity for the whole Manx nation.	YEAR NINE	Investigate further development of existing spaces or a new bespoke facility.



# AMBITION TWO

## DEAN JEES

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

**Baih argid ayns pobble crootagh yn Ellan dy ghreinnaghey speeideilys as foays farraghtyn.**

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.

# AMBITION TWO

## DEAN JEEES

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

### ACTIONS

JOINT	WHAT	WHY	WHEN	HOW
	Skills development programme	To educate, inform, support and develop our creative and cultural communities in developing their skills	YEAR EIGHT	Continued development and delivery of programmes of workshops, lectures, mentoring and funding.
	Explore the possibility of the introduction of a cultural levy.	To support arts, creativity and culture on the Isle of Man.	YEAR TEN	Investigate how this can be achieved most effectively through collaboration with IOM Government - DfE and Treasury.
	Explore ways that arts and culture can support the visitor economy.	To promote arts and culture to wider audiences and to explore and promote their economic impact.	YEAR SIX	Work with Visit IOM and creative and cultural practitioners to facilitate the development of skills, products and packages which are attractive to the industry.

IOM ARTS COUNCIL				
	Creative business start-up funding	To support and develop new creative businesses.	YEAR SIX	Development of creative business funding scheme.
	Separate film funding	To encourage and develop film on the Isle of Man	YEAR SIX	Development of specific funding streams by IOM Arts Council.
	Artist studio space subsidy	To allow artists and creatives to develop their practices	YEAR EIGHT	Development of specific funding streams by IOM Arts Council.



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# AMBITION THREE

## DEAN TREE

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

**Cur nyn gultoor as enney Vanninagh er l'heh er y hoshiaght myr aynryn meanagh jeh jalloo nyn Ellan, ayns Mannin hene as ayns çheeraghyn elley.**

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.





# AMBITION THREE

## DEAN TREE

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

### ACTIONS

JOINT	WHAT	WHY	WHEN	HOW
	<b>Celebrate the importance of arts and culture to our UNESCO Biosphere status.</b>	<b>To show the importance of Manx culture and arts within the Biosphere.</b>	<b>YEAR SIX</b>	<b>Work with Department of Environment, Food and Agriculture (DEFA) and other partners to identify and promote the role of culture and arts in the Biosphere, developing new schemes and projects.</b>
	<b>Encourage partnerships with other bodies such as Visit IOM and Locate IOM, to creatively promote the Isle of Man</b>	<b>To broaden, diversify and support Manx culture and creativity nationally and internationally.</b>	<b>YEAR SIX</b>	<b>Work in partnership with Government departments, Blue badge and other tour guides and operators.</b>
	<b>Explore residencies and internships, academic research, international representation and exchange.</b>	<b>To encourage new talent and broaden knowledge and opportunities.</b>	<b>YEAR NINE</b>	<b>Through development and grant-giving work at IOM Arts Council and Culture Vannin, in partnership with other organisations and festivals.</b>
	<b>Investigate a "Manx Diaspora" event</b>	<b>To recognise and celebrate Manx talent on the international stage, and to connect with the Manx diaspora culturally.</b>	<b>YEAR TEN</b>	<b>Identify Manx artistic and cultural diaspora and investigate ways to connect.</b>



<b>CULTURE VANNIN</b>	<b>WHAT</b>	<b>WHY</b>	<b>WHEN</b>	<b>HOW</b>
	Create an environment for contemporary and traditional collaborations	To recognise the depth and diversity of Manx creativity and to promote on a wider stage.	YEAR EIGHT	Develop opportunities for traditional practitioners to collaborate with contemporary counterparts
	Promote awareness of the historic built environment, showcasing good design.	To recognise the importance of the built environment to the quality of people's lives and to a sense of community.	YEAR SEVEN	Work with Building Conservation Forum and organisations such as the Society of Architects (SoFA) to raise awareness and create events and opportunities.
	Support delivery of the Manx Language Strategy	To support and encourage a strategic approach to Manx language delivery across our communities.	YEAR SIX	Working with partners in Jeebin, the Manx Language Network.
	Manx Folklore Study	To connect people with folklore in its locations, enhancing our sense of place.	YEAR SIX	Cultural development work at Culture Vannin.

**THE  
ART**

A  
COLLECTION  
OF WORKS BY  
TALENTED BLACK  
WRITERS

**LOVE**







# AMBITION FOUR

## DEAN KIARE

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

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

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.

# AMBITION FOUR

## DEAN KIARE

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

### ACTIONS

JOINT	WHAT	WHY	WHEN	HOW
	Investigate opportunities for a programme of public art and cultural trails.	To make arts and culture more visible and easier to engage with.	YEAR TEN	Increased public art and cultural trails, working with Government and external bodies.
	Development of digital engagement for wellbeing	To ensure that all members of the community have access to arts and culture	YEAR NINE	Partnerships with digital developers.
<b>IOM ARTS COUNCIL</b>				
	Promote ways to wellbeing through creative activity.	To enhance and improve wellbeing, both mental and physical health.	YEAR EIGHT	Develop open access creative schemes which aid and promote wellbeing and rehabilitation.
	Identify outdoor performance opportunities linking to the Biosphere.	To enhance arts and culture for wellbeing and to foster a sense of connection with the natural world.	YEAR SEVEN	Identify outdoor performance opportunities and potential venues.
<b>CULTURE VANNIN</b>				
	Provide opportunities for lifelong learning.	Lifelong learning benefits mental and physical health. Increased cultural engagement promotes community cohesion and wellbeing.	YEAR NINE	Provide equitable opportunities for Manx cultural education, and support others who provide it.



# AMBITION FIVE

## DEAN QUEIG

**Inspire and enable people to explore new horizons through innovation, media and technology.**

**Greesaghey sleih dy hirrey magh caaghyn noa lesh saaseyn noa, ny meanyn as çhaghnoaylleegh**

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.

# AMBITION FIVE

## DEAN QUEIG

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

### ACTIONS

JOINT	WHAT	WHY	WHEN	HOW
	Development of opportunities for live streaming	To increase engagement with different genres, to broaden horizons	YEAR SIX	Live screening programmes available at venues around the Island and live streaming via social media to access new audiences
	Explore possibilities for innovation centre / technical hub	To facilitate engagement with latest technology and to encourage innovation.	YEAR NINE	Work with UCM, DfE or other bodies to advocate for delivery, perhaps as part of a creative hub
	Development of apps and online content in arts, culture and creativity	To widen engagement and make arts, culture and creativity easily available and relevant to the digital age.	YEAR EIGHT	Work with IT and digital professionals to develop, including more online educational provision to support the delivery of the Manx curriculum.
<b>IOM ARTS COUNCIL</b>				
	Explore options for a virtual gallery	To promote the visual arts internationally and to increase accessibility.	YEAR TEN	Explore potential partnerships with bodies such as Manx National Heritage and UCM.





**“Learning about Manx  
history and culture gives  
you a sense of belonging,  
and a real pride in the Isle  
of Man.”**











**Arts Council work is invaluable because it gives people agency, a sense of achievement, and the immeasurable joy of creating, empowering them to live more rewarding lives”**



SKEDDAN

**“Culture Vannin’s support was deeply important to me as it enabled me to combine my two great loves, the subjects of many years of study, poetry and art.”**



# Culture Vannin and the Isle of Man Arts Council as organisations

While Culture Vannin and the Isle of Man 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:

- a) 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;
- b) 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;
- c) 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, folkdance, 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, Sport and Culture and operates through the delegation of functions from the Minister for Education, Sport and Culture 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](http://www.iomarts.com)

The IOM 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, or guarantee against loss, to applicants including major arts venues and organisations, taking into account the following priorities:

- a) to encourage the people of the Isle of Man to enjoy the arts whether through attendance or participation
- b) to provide a sound and sufficient infrastructure for arts on the island
- c) 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 who 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 for Enterprise
- development of the creative industries, focusing 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.

# Acknowledgments

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Culture Vannin

Isle of Man Arts Council







