



isle of man.  
**arts**council

**National Arts Development Strategy Isle of Man 2005 – 2014**



**Isle of Man**  
Government  
*Reillys Ellan Vannin*

## Introduction by the Hon David Cretney, M.H.K., Minister for Tourism and Leisure

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The National Arts Development Strategy, Isle of Man 2005 – 2014 represents a key part of the overall approach by my Department and its partners to put in place long term strategic plans covering all its areas of operation. This strategy needs, therefore, to be read in the context of the Sport and Recreation Strategy, the General Leisure Strategy and the Tourism Strategy, which have recently preceded it.

Whilst the three year rolling Business Service Delivery Plans provide a focus for short-term delivery, it is vital that these are guided by a long-term strategic vision that identifies our goals.

This Strategy provides that long-term vision for the Arts and identifies how the Arts can contribute to our quality of life by addressing every aspect of the Government's high-level aims, from Economic Progress and Social Well Being to the Built Environment and Positive National Identity. Both the Department and the Arts Council are firmly committed to ensuring that arts opportunities are available to everyone, whatever their interests, and this strategy contains many new initiatives aimed at reaching the whole community - especially young people.

The Strategy, like the others before it, sets out an ambitious timetable for delivery. In introducing the Strategy I would, however, make it clear that the resources available must inevitably limit the speed at which the Strategy can be delivered. In this regard the Arts Development Strategy will inevitably have to compete against other priorities at both Governmental and departmental levels. This does not in any way effect its long-term relevance.

It is important that the Arts makes a real contribution to the Island and its way of life in the 21st Century, and I commend this Strategy as a way of achieving that.

*David Cretney.*

**Hon. D. C. Cretney, M.H.K.,  
Minister for Tourism and Leisure.**



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## Structure of the Arts Development Strategy

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The **Preface** and the **What does the Island need?** set out our values and our sense of the key issues. These issues have been discussed at length in the **Needs Assessment** document, which is a companion-piece to the strategy and should be read alongside it (it can be found in **Appendix 2**).

This is followed by **How the Arts can help strengthen and enrich our community**, which describes the contribution which the arts can make to social and economic well-being, and to the key aims and objectives of the Isle of Man Government Plan 2004-2007.

Building on the evidence we have gathered and our fundamental purposes, we then set out **Our Vision** – a ten-year aspiration for the arts in the Island. This long-term view is developed into six Arts Objectives, reflecting those of the Government, which chart the directions to be followed in the future.

The **Arts Objectives** then unfold into a series of **Actions** aimed at realizing them. We list appropriate 'output' indicators, or milestones, at the end of each section, which will make it possible to measure implementation.

We also set expected 'outcomes' that explain what we mean by the successful achievement of our Objectives.

The arts development strategy discusses all forms of arts activity. Some of these are not the administrative responsibility of the Department of Tourism and Leisure and the Arts Council (for example, the built environment, film and heritage). In such cases the appropriate cultural institutions have kindly supplied relevant material in summary form, but for full information of their plans the reader is referred to those strategies or programme activity publications.

While the strategy focuses on change, we recognize the importance of **Maintaining current provision**.

In **Implementing the Strategy** plans are described for regular evaluation and for partnerships among relevant public institutions and Government Departments.

Once the Arts Development Strategy has been adopted, an **Action programme** is set out according to which the relevant agencies will prepare detailed, timetabled and costed action plans.

## Preface

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This development strategy charts an ambitious and exciting future for the arts in the Isle of Man. It shows how they can enrich our quality of life, make a distinctive contribution to the social well-being of all citizens and help to define the nature of Manxness in today's world.

The strategy takes a broad view of what the arts are. Following the findings of the **Scope of the Strategy** paper (see **Appendix 1**), we see them as including every kind of creative expression – not simply professional drama and dance, poetry and classical music, but also the amateur arts, the electronic media – film, video, multimedia and radio, architecture and the built environment, aspects of the heritage, traditional arts, the creative use of Manx Gaelic

We have two interlinked aims: the first is to offer a strategic overview of all the artistic and cultural activities in the Island, and the second is to give a clear direction for those Government Departments and agencies which are entrusted with cultural responsibilities.

Our priorities will not come to pass by edict. They will only do so by the will and hard work of hundreds of Manx citizens, and through negotiation, partnership and adequate resources.

The best-laid plans are flexible and sensitive to changing circumstances. Our next step is to translate the strategy into a fully budgeted action programme, agreed by all the relevant partners in our common enterprise, which will be phased in over the coming years. We will review the implementation of the strategy, and revise it, as appropriate, year by year.

Planning is about effecting change, and it is on change that we concentrate. The Government, through its various departments and agencies, has long helped to support, maintain and develop the fabric of the Island's arts, and will continue to do so. While much of this on-going artistic activity is described in the **Needs Assessment**, it is not the central theme of the development strategy, which focuses on the gaps, not what is already in existence. However, it is essential that what we have achieved so far continues to be sustained and, as appropriate, developed.

We wish no one to be in any doubt as to the direction on which we have decided, so we have set challenging targets. However, these are necessarily aspirations. We recognize that our ambitions will depend on financial resources being made available by the Government. We will only attract support if we can convincingly demonstrate the benefits which the arts can bring to Manx society. This is the fundamental commitment that underpins our vision for the future.

## What does the Island need?

**This section summarises the key findings of the Needs Assessment, which, on the basis of extensive consultation and fact-finding, audits the arts in the Isle of Man and sets out proposals for future development.**

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The full Needs Assessment can be found in the **Appendix 2** to this strategy. It describes in detail the transparent and consultative process by which the audit was prepared.

**This included:**

- questionnaires widely distributed to artists and arts organisations and published in local newspapers as well as on the Arts Council's website
- in-depth interviews with 35 leading personalities in the arts and public life
- four public meetings in Castletown, Douglas, Peel and Ramsey
- a specially established advisory group comprising the President of Tynwald and arts and heritage professionals.

**All documents were posted in draft on the Arts Council's website for public comment.**

The arts – understood as any form of creative expression, whether amateur or professional, including the live performing arts, the visual arts and crafts, traditional or folk arts, film, video, radio and multimedia - are a chief means by which a society defines itself, not only to the present generation but to posterity. The Isle of Man is neither a region nor a locality, but a nation, and its citizens expect the arts in the Island, through their range and quality, to reflect that status.

The arts flourish in the Isle of Man, thanks in no little part to the many voluntary and independent arts organisations and associations, which energetically promote exhibitions, performances and other events across the art forms.

Nevertheless, despite all this activity, the arts are not fully accessible to everyone and there are significant gaps in provision.

As the **Needs Assessment** argues, audiences for the arts tend to come from the better off and the better educated. Special programmes of activity will be necessary if the arts are to be a real option for all citizens, whatever their socio-economic status.

The arts should be better known and better attended than at present. This will not only ensure a greater return on government expenditure, but also increase the financial turnover of the arts economy in the Island.

There is a widespread sense that arts provision in the capital Douglas is not adequately matched elsewhere in the Island. In addition, the point is made that local arts provision is likely to attract non-attenders to try out and enjoy the arts. There is a demand for the establishment of local arts centres outside Douglas, especially (but not exclusively) in the North of the Island.

While many arts events of a high quality are presented in the Island, there is an insufficient and unrepresentative range of the best contemporary professional practice. To help correct this imbalance, the new Villa Marina promises to be a valuable resource, alongside the restored Gaiety Theatre. The arts development strategy seeks to redress the balance, with particular reference to investment in professional drama and the visual arts.

Individual creative practitioners and artists, many of whom are amateur, call for practical support when presenting and marketing their work, and should be helped to become more financially and administratively self-sufficient if given appropriate training.

The case was strongly put for the building of a new art gallery capable of receiving high quality international exhibitions as well as displaying the best of Manx talent; the gallery could also offer access for artists to state-of-the-art computer technology. Also, the Department of Education's Music Centre urgently needs re-housing and the Island's secondary schools require adequate arts facilities. There were numerous calls for music, drama and dance rehearsal studios and a performing arts storage space.

There is insufficient acknowledgement of, and debate about, the question of standards in new architecture and the built environment, and the value of art in public places.

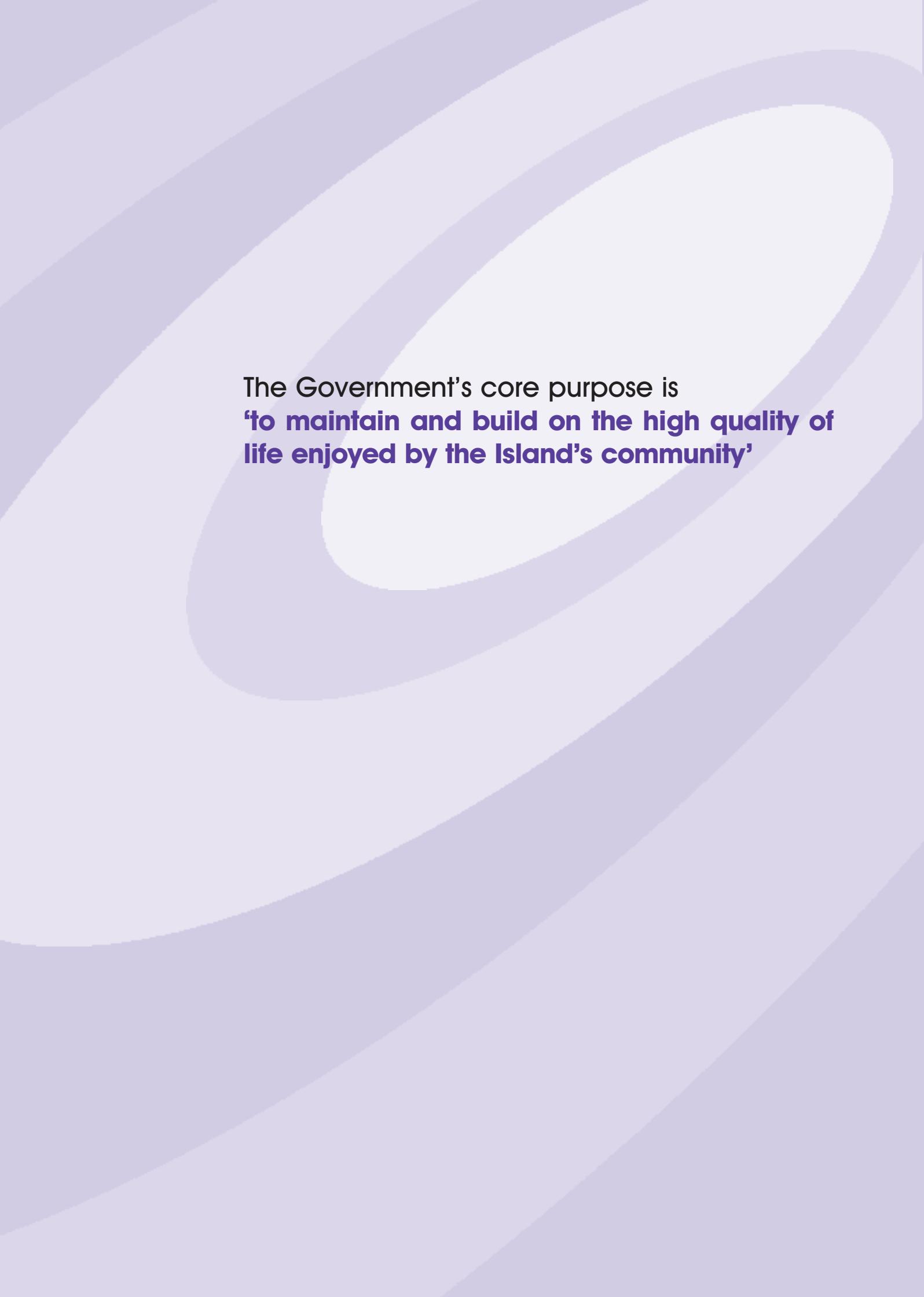
Much emphasis is now placed on fostering the contemporary expression of Manx National identity and the encouragement of Manx Gaelic. Manx National Heritage, the Manx Heritage Foundation and other relevant bodies should receive continued backing for their work. There was a call for the Arts Council actively to increase its support for traditional music and dance.

The arts are an invaluable means of introducing young people to the excitement of creative work; they can help to deliver non-arts subjects in the school curriculum and can foster the development of life skills. There is a need for amateurs in primary schools as well as artists in residence or artists' visits at secondary level. The **Needs Assessment** revealed strong support among the public, creative practitioners and arts organisations for increasing the priority given to the arts in education.

The Isle of Man is a major location for international feature film and television production, thanks to the work of the Film Commission. The potential exists for bringing into being a multimedia industry in the Island. Also, there is a widespread demand for more film exhibition.

The new community emphasis of Manx Radio offers many opportunities for arts coverage and reporting. It deserves active support by Manx National Heritage, the Manx Heritage Foundation and the Arts Council, with which institutions there is great potential for collaboration.

Liverpool's year as European City of Culture in 2008 provides a unique opportunity for the Isle of Man, with its centuries-old relationship with the city, to join in the festival. Manx National Heritage already has formal relations with National Museums Liverpool and is developing a programme of events in collaboration with NML and the County of Rogaland in Norway, with which the Island has a formal cultural agreement, as part of a 'Three Legs Strategy' for 2005-2008 and beyond. It is proposed that the Isle of Man Government negotiate a supporting role in the celebrations as Island of Culture. This will not only provide a real boost for the arts in the Island, but also help to promote its international image and enhance cultural tourism. Many of the proposals in the arts development strategy could be achieved by 2008, thus equipping the Island to make a successful contribution across all the art forms.



The Government's core purpose is  
**'to maintain and build on the high quality of  
life enjoyed by the Island's community'**

How the Arts can help strengthen  
and enrich our community

**This section shows how the arts can support the welfare of the community and address a wide range of social and economic challenges. The arts development strategy will contribute to the Government Plan.**

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**The Government aims to promote**

- 1 Economic Progress**
- 2 Social Well-being**
- 3 Quality Environment**
- 4 Sound Infrastructure**
- 5 Good Government**
- 6 Positive National Identity**

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The Arts Development Strategy will contribute to the achievement of these Objectives in the following ways:

**Aim 1 Economic Progress**

The arts, when fully developed, will facilitate a **diversified economy** by encouraging cultural tourism, by helping to stimulate a multimedia industry in the Island and by contributing to civic regeneration.

The fostering of a multimedia industry and the introduction of the new communications technologies to promote the arts and sell tickets will contribute to cultural and social modernisation.

To help produce a new generation of Manx people able to profit from the 'knowledge economy' and the full range of intellectual property, including that which relates to the arts and entertainment, the strategy encourages multimedia training; professional development for the Island's artists; and, above all, the encouragement of the arts in schools.

The proposed designation of 2014 as the year of Island of Culture, will represent a cultural highpoint at the end of the strategy. It will have a beneficial economic impact as well as making a major contribution to **Aim 6** the promotion of **national identity**.

**Aim 2 Social Well-being**

The development of recreational, leisure-based and cultural opportunities for all Manx citizens lies at the heart of the arts development strategy.

- a) Community spirit will be fostered by the creation of an Island-wide network of local arts centres.
- b) social inclusion, by the institution of community arts programmes for disadvantaged sectors of society and those in closed institutions.
- c) health in the community, by the further development of the Arts Council's arts in health programme; and by support for participation in dance.
- d) education, by arts programmes that enhance life skills and contribute to delivery of the curriculum.
- e) and leisure, by ensuring a more diverse and balanced diet of contemporary arts presentations.

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**Aim 3 Quality Environment**

The arts development strategy will help to raise the quality of the built environment by encouraging high architectural standards and by enabling the arts (including public art) to contribute to urban/town regeneration.

**Aim 4 Sound Infrastructure**

The arts development strategy will seek sufficient investment to complete the Island's physical infrastructure by complementing current achievements with local multipurpose arts venues, a new high-quality visual arts gallery, well-equipped schools and a relocated Music Centre, together with rehearsal and studio spaces. When these projects are complete, the Island will be equipped with the arts buildings appropriate to its national aspirations. Investment in infrastructure will facilitate the realization of the cultural component of **Aims 1 and 2**.

**Aim 5 Good Government**

The arts development strategy has emerged from an open and extensive process of consultation. It will be evaluated annually. The strategy will enable the relevant Government departments and agencies to provide a quality service, accessibility to citizens, artists and arts organisations, stability and continuity of policy. Through marketing and advocacy they will make its work better known and help to raise the status of the arts in public opinion. Its community arts programmes and disability arts policy will enhance equal opportunities for all. It is expected that Local Authorities as well as Government Departments will play a full part in fostering the Island's creative talent.

**Aim 6 Positive National Identity**

The arts development strategy argues that the contemporary arts and creative expression, alongside the care and development of the built heritage, enable Manx citizens to determine, develop and enjoy their cultural identity and language, and to enhance the Isle of Man's international reputation. The range and quality of the Island's cultural life should reflect a consciousness of its nationhood.

## Our Vision

Looking forward ten years, the Arts Development Strategy envisions

**‘an Island of Culture, whose citizens can enjoy the arts to the full, both as audiences and as participants, and for whom the arts are an essential means of asserting their national identity’**

## The Arts Development Strategy

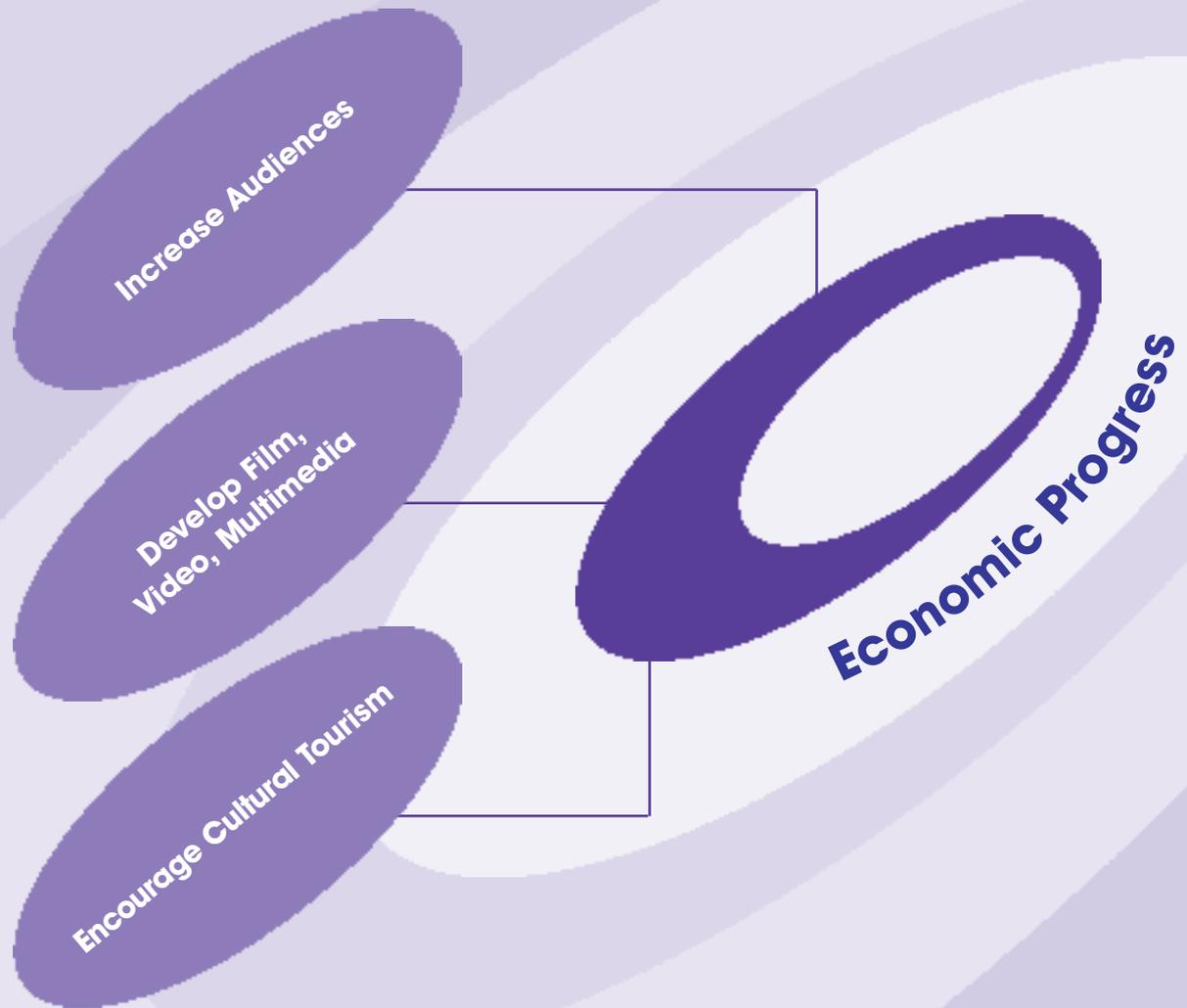
**This section sets out a long-term Vision for the Arts:**

- **Arts Objectives with which to realize it**
  - **specific Actions with which to implement the arts Objectives**
  - **and performance Milestones and Expected Outcomes.**
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### Arts Objectives

**In order to realize the Vision, Government Departments and public agencies concerned with the arts will adopt the following Arts Objectives:**

- 1 to contribute through the arts to the Island's prosperity**
- 2 to encourage the people of the Island to enjoy the arts, whether through attendance or participation**
- 3 to raise the quality of the Island's architecture and built environment**
- 4 to provide a sound and sufficient infrastructure for the arts in the Island**
- 5 to monitor and evaluate the delivery of the strategy, making use of public consultation**
- 6 to promote Manx cultural identity through the arts and architecture.**



## Aim 1 **Economic Progress**

# Arts Objective 1

## To contribute through the arts to the Island's prosperity.

To achieve this Objective, we will seek to

Increase Audiences

### Action 1

increase attendances, ticket sales and art sales for performing and visual arts events.

- a) by extending the Villa Marina/Gaiety Theatre's planned electronic and Internet-based box office system to include the Island's arts centres, the Studio Theatre at Ballakermeen High School and other arts promotions.
- b) by promoting better marketing of the arts (with a special focus on young people).
- c) by encouraging public libraries to be 'one-stop shops' for Island-wide information about the arts.
- d) by publishing on a web-site a comprehensive and authoritative listing of arts events.

### Milestones

Electronic and Internet-based box office facilities to be available to arts promoters across the Island (from 2007).

Arts Council to stage one arts marketing training event for promoters every year (from 2005).

Successful partnership with public libraries, to develop an Island-wide arts information service (by 2007).

Partnerships developed between Manx Radio and venue developers and operators.

### Expected outcomes

10% increase in arts attendances at selected venues (by 2008).

15% increase in ticket sales and associated revenues (by 2008).

Targeted rise in retail and catering income, resulting from cultural tourism (by 2008).

Targeted increase in art sales (by 2008).

Measurable and significant increase in promotional activities and brand development of venues.



## Action 2

develop film, video and multimedia.

- a) by endorsing the work of the Film Commission, the Manx Multimedia Centre and the Isle of Man College in fostering the development of an Island-based multimedia industry through appropriate training programmes.
- b) by the Arts Council establishing a small scale annual film festival in association with the Film Commission.
- c) by assessing the viability for an international film festival with full cost-benefit analysis
- d) by encouraging the establishment of film societies across the Island.
- e) by extending the Arts Council's and the Erin Arts Centre's film seasons.

### Milestones

Annual film festival, showing films/video/multimedia productions by young Manx directors, and screening feature films made in the Island. Screenings to take place at the Island's arts centres, the Villa Marina and the Palace Cinema (from 2007).

Evaluation of the festival's success to include consideration of the viability of a major, commercially driven international film festival.

Film societies to be established in Ramsey and Peel (from 2005).

The Arts Council's film season to be fortnightly (from 2004) and the Erin Arts Centre's screenings to rise by 20% (from 2005).

The Arts Council to negotiate an arts development partnership with the Film Commission (in 2004).

### Expected outcomes

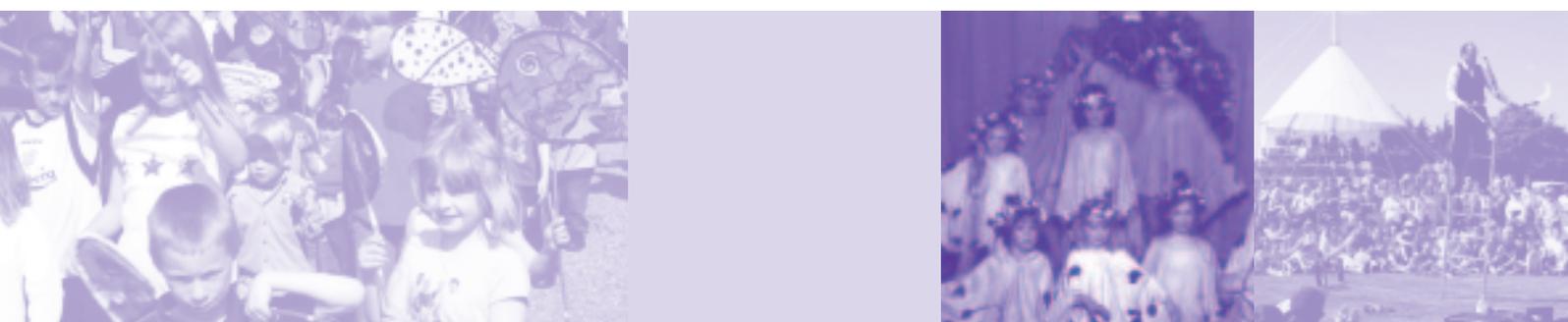
Isle of Man Film Commission, now operating as Isle of Man Film Limited, will continue to co-finance and co-produce quality feature film and television drama on the Isle of Man, thereby ensuring revenue, employment and training opportunities and positive exposure for the people and Government of the Island.

The further development of an animation and image capture industry will be actively pursued, thus expanding the production base across the Island.

20% increase in subsidised film attendances (by 2008).

30% increase in subsidised film attendances (by 2013).

The Arts Council to negotiate a partnership agreement with the Film Commission (in 2004).



### Action 3

devise an action plan to take maximum advantage of Liverpool's city of Culture in 2008 and to assess viability of naming the Isle of Man Island of Culture in 2014 – the final year of this strategy.

#### Milestones

Programme of celebratory arts events (in 2008).

Implementation of Manx National Heritage's 'Three Legs Strategy' (involving the Isle of Man, Liverpool and Rogaland, Norway) (from 2005).

Development by the Department of Tourism and Leisure of a cultural tourism strategy in association with Manx National Heritage, the Arts Council and other partners (by 2005).

Estimated total audience for Island of Culture events – 30,000 attendances.

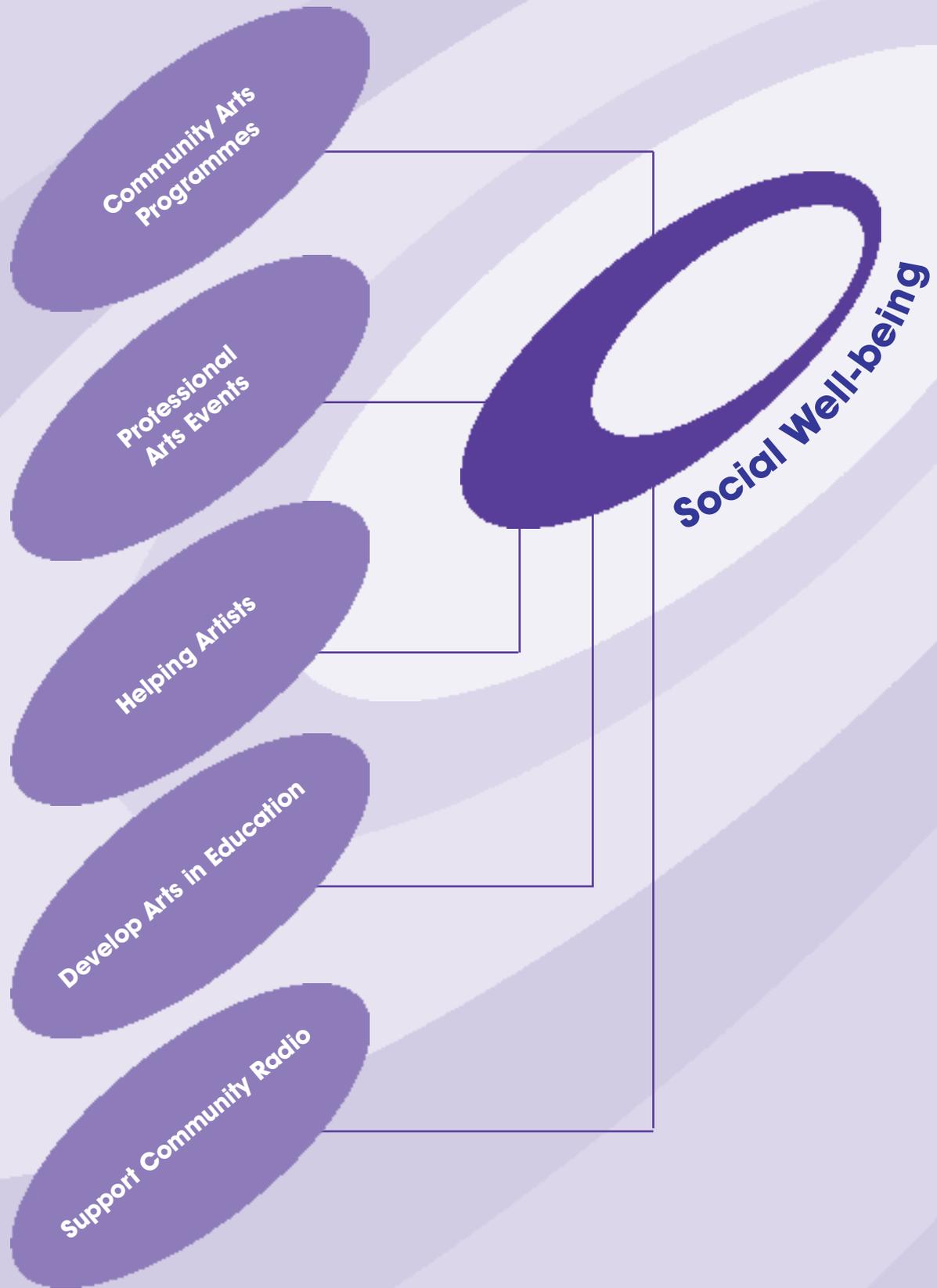
10,000 tourists attracted to the Isle of Man for Island of Culture celebrations.

#### Expected outcomes

International enhancement of the Isle of Man 'brand' – measured through international media coverage and surveying opinion in the Island's financial sector.

Targeted rise in retail and catering income.





## Aim 2 **Social Well-being**

## Arts Objective 2

**To encourage the people of the Island to enjoy the arts, whether through attendance or participation.**

To achieve this Objective, we will seek to

Community Arts  
Programmes

### Action 1

**work with disadvantaged or socially excluded communities through an Arts Council-funded community arts programme.**

#### Milestones

The first project, to be youth orientated, to take place in 2005; two projects in 2006; three projects in 2007. Then three projects a year for the rest of the strategy's term.

One of the projects for 2006 to be concerned with traditional Manx music, in association with the Youth Service.

At least twenty people, new to arts practice, to take part in each project.

Community arts projects to take place in partnership with Local Authorities.

An action plan to be prepared with a view to encouraging access to the arts, whether as audiences or participants, for disabled people.

The Villa Marina and Gaiety Theatre Complex and other building-based arts organisations to be encouraged to undertake community outreach/education projects.

Further development of the Arts Council's support for 'arts in health'.

#### Expected outcomes

Increase in on-going arts participation in the localities or neighbourhoods where community arts projects take place to be maintained. 15% increase by 2008 and 25% increase the end of the strategy period, measured through surveys.

Rise in the reported level of social well-being in localities or neighbourhoods where projects take place. Qualitative survey at outset of projects, in 2008 and another at the end of the strategy period.

Targeted rise in attendance at arts events and participation in creative activity by disabled people. Quantitative survey at outset of projects, in 2008 and another at the end of strategy period.

Targeted contribution by arts activity to the improvement of healthcare at Noble's Hospital.



## Action 2

increase the number of professional arts events

- a) by establishing an international contemporary arts exhibition programme at the proposed new visual arts gallery (see **Arts Objective 4, Action 2**).
- b) by the new visual arts gallery providing small-scale travelling art exhibitions for the Island's arts venues/exhibition spaces.
- c) by creating an on-going relationship between the Gaiety Theatre and a producing theatre in the Republic of Ireland or the United Kingdom (perhaps the Liverpool Playhouse/Everyman Theatre).
- d) by annually supporting the promotion of high-profile arts events at the Villa Marina and Gaiety Theatre Complex.
- e) by helping the Centenary Centre in Peel, the Erin Arts Centre and, in due course (see **Arts Objective 4, Action 1**) the arts venue at Ramsey Grammar School to maintain and develop their programmes.
- f) by the Arts Council and the Villa Marina and Gaiety Theatre Complex jointly promoting an annual visit by a symphony orchestra.
- g) by researching into the needs of the popular music (rock and pop) sector with a view to preparing an action plan.

### Milestones

Four international touring art exhibitions a year to be presented at the new visual arts gallery (from 2012).

Access for artists to IT technology at the new visual arts gallery.

Four small-scale travelling exhibitions for the Island's arts venues to be presented every year, planned in association with the arts venues (from 2012).

The Gaiety Theatre to co-produce one production a year each with the Liverpool Playhouse and the Everyman Theatre, or another producing theatre, for presentation either at the Gaiety or the Studio Theatre at Ballakermeen High School (from 2008).

A targeted number (to be determined) of professional touring drama and/or dance productions a year (including culturally diverse shows), usually two at the Gaiety Theatre and two at the Ballakermeen Studio Theatre (from 2005).

Popular music action plan to be published (by 2007).

### Expected outcomes

Balanced programme of professional arts events (assessed through the annual monitoring and evaluation of the strategy).



**Action 3**

assist individual creative practitioners, whether amateur or professional.

- a) by supplying professional expertise and support in the presentation and marketing of arts events.
- b) by offering 'survival' training in business and administrative skills to creative practitioners.
- c) by providing professional advice to writers on publishing their work.

**Milestones**

The part-time appointment of an arts administrator, either employed or contracted by the Arts Council (from 2006).

Two short 'survival' training courses every year (from 2006).

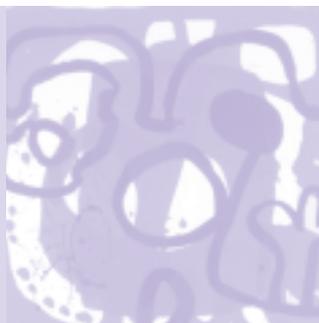
Review of the success of the arts administrator post (in 2010).

**Expected outcomes**

20% increase in earnings by creative practitioners who take part in 'survival' training courses. Survey in 2009.

10% increase in the number of arts promotions by individual artists or artists' groups. Survey in 2009.

Maintain or enhance role of the arts administrator post to 2013, in the event of a positive review. Maintain or enhance 'survival' training to 2013, if the 20% earnings target is met.



#### **Action 4**

as a partnership between the Arts Council, the Department of Education and schools, increase support for the arts in education.

- a) by the Arts Council offering joint funding, reducing annually over three years, for four arts 'animateurs' (hands-on arts and crafts workers) with creative experience of dance, drama, writing and multimedia to support arts activity in the Island's primary schools.
- b) by the Arts Council increasing support for 'artists in schools' placements and residencies in secondary schools.

#### **Milestones**

Appointment of a qualified dance animateur for primary schools for one year, followed by evaluation (in 2006).

Appointment of four qualified arts animateurs in music, drama, dance and creative writing on three-year contracts, in the event of a positive evaluation of the dance animateur post (from 2007 to 2010).

Arts Council to negotiate an arts development partnership with the Department of Education (in 2005).

#### **Expected outcomes**

Targeted increase in school student participation in creative expression (by 2014).



### Action 5

support the new community policy of Manx Radio, which will develop a platform for regular arts programming, create new arts events, enable the dissemination of arts information and provide opportunities for presentation and reporting of the Island's arts.

- a) by creating on-air slots for Manx-centric Short Stories and for developing a culture that encourages new local writers through competitions, broadcasts and publishing opportunities.
- b) by providing daily and regular features on Manx and visiting arts events
- c) by prominently featuring music from local artists within daily programming, in specialist contemporary music shows and through developing greater broadcast coverage of existing music events.
- d) through launching a new weekly programme on aspects of Manx life, language, culture and education.
- e) by developing an annual Composition Competition culminating with a concert at an Island venue.
- f) by developing a sub-section of the Manx Radio website to promote local artists, events and venues.
- g) by creating opportunities for innovative arts-based programming to be developed for broadcast.
- h) by building Manx Radio studio facilities within major arts complexes to drive public awareness of the venue, its facilities and events.

### Milestones

Launch a new Programme Schedule to create air-time opportunities (from early 2004).

Launch new arts-based competitions (from 2004 and ongoing).

By introducing a hard drive music playout system driven in conjunction with a highly formatted station music policy (from early 2004).

To develop plans in conjunction with venue developers and operators for new studio facilities.

By increasing the budget for arts programming commissioning performance.

### Expected outcomes

A 250% plus increase in broadcast arts coverage.

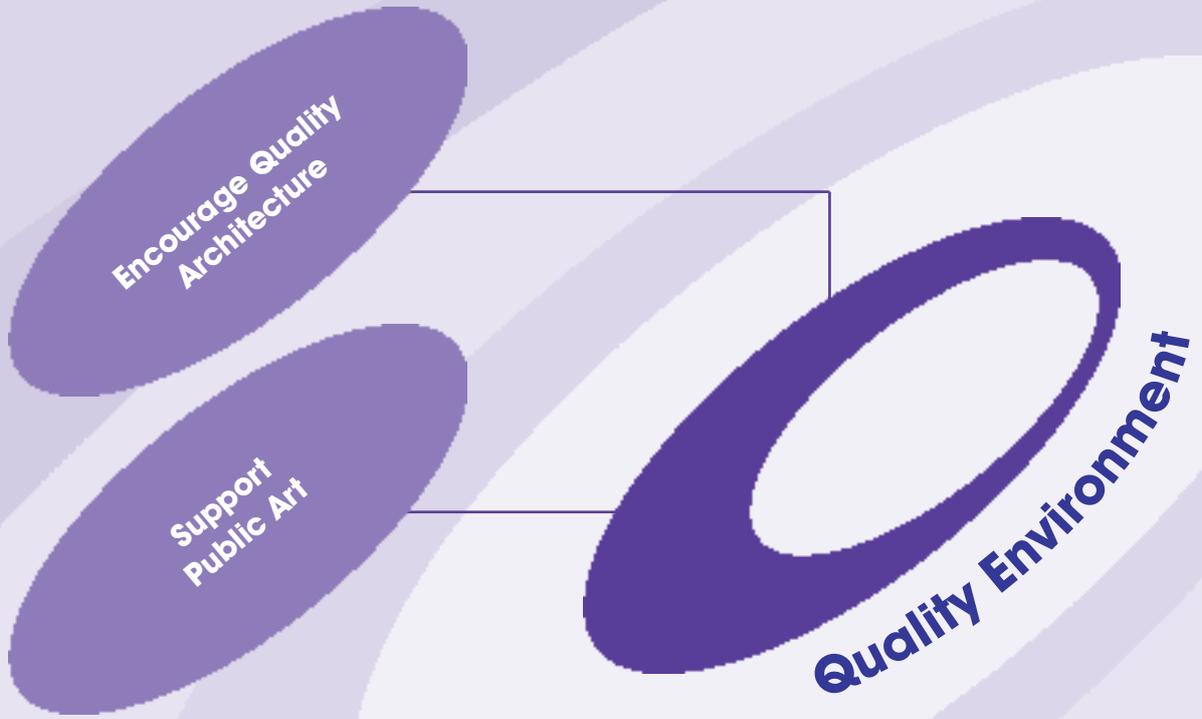
A minimum of two annual arts competitions.

An increased awareness of indigenous contemporary music.

Significant measurable Island and off-Island hits on the web pages of the Manx Radio site.

New arts programming developed and broadcast.

Measurable promotional and branding activity for major venues.



### Aim 3 **Quality Environment**

## Arts Objective 3

# To raise the quality of the Island's architecture and built environment.

To achieve this Objective, we will seek to

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### Action 1

encourage debate on architectural standards, town and country planning, urban regeneration and public art.

- a) by supporting the Department of Local Government and the Environment's strategic commitment to works of art in public places.
- b) by encouraging the development of an architectural forum to discuss and promote standards in architecture and the possibility of a Manx architectural style, to stage exhibitions and to issue publications.
- c) by establishing a biennial Manx Architecture Prize for outstanding contribution to architecture and the built environment in the Island.

### Milestones

A conference on architecture and the built environment in the Isle of Man, leading to the development of a strategy for promoting architectural standards (in 2007).

A co-ordinated programme of art in public places, in association with Government Departments, Arts Council, Manx National Heritage, Local Authorities, Douglas Development Partnership and other stakeholders (from 2007).

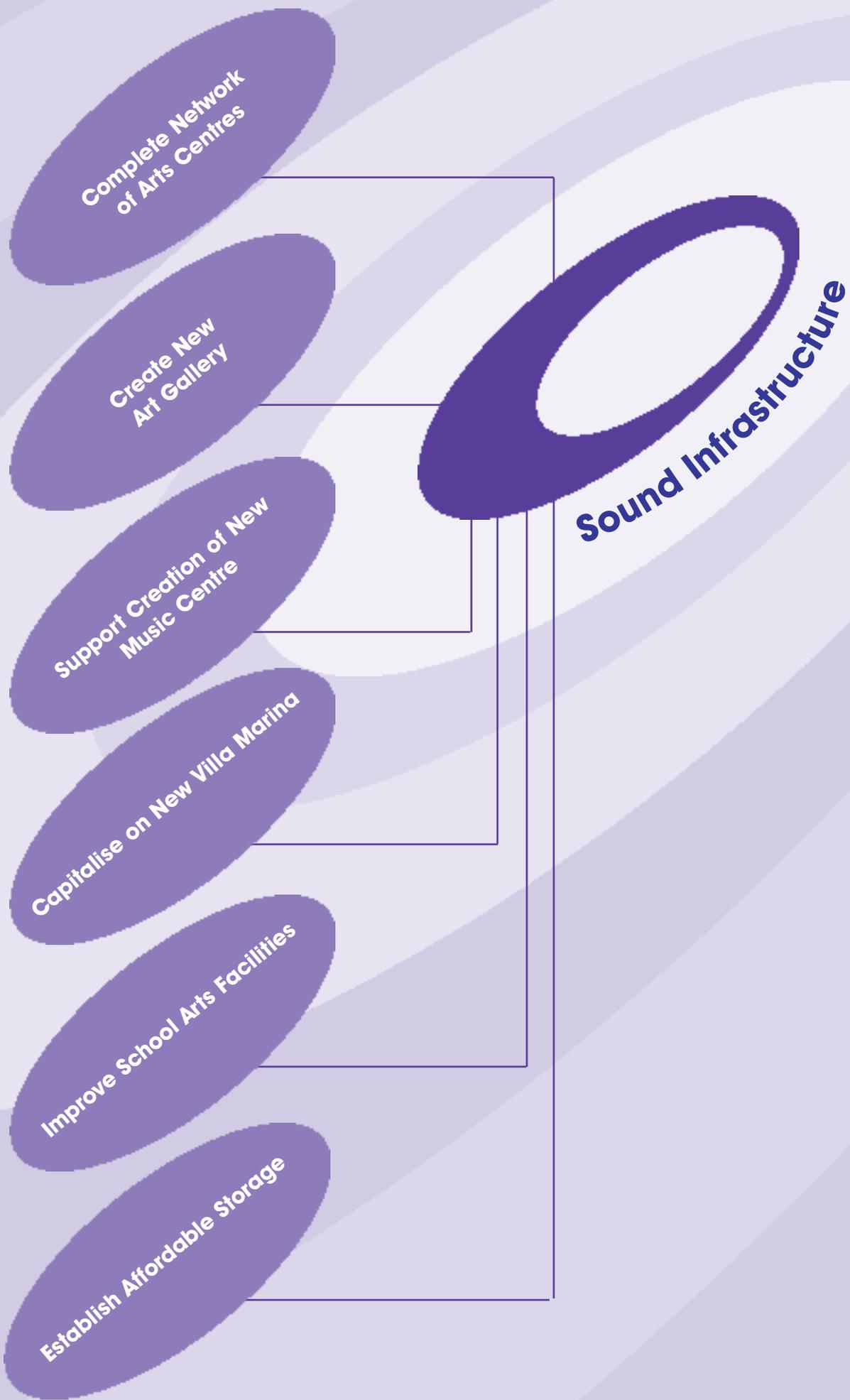
Architecture Prize launched in 2008.

The Arts Council to negotiate an arts development partnership with the Department of Local Government and the Environment (in 2005).

### Expected outcomes

Higher architectural standards of new public buildings and commercial developments in 2013 (measured through external peer review and international media criticism).





**Aim 4 Sound Infrastructure**

## Arts Objective 4

### To build a sound and sufficient infrastructure for the arts in the Island.

To achieve this Objective, we will seek to

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#### **Action 1**

**complete an Island-wide network of local arts venues, incorporating performance spaces and dance, drama and music rehearsal facilities, by planning, in partnership with the Department of Education, for a performing arts centre at Ramsey Grammar School, open to the public as well as available to students, and helping the development of the new Centenary Centre in Peel.**

#### **Action 2**

**create a new gallery for temporary art exhibitions, with appropriate security for major international touring exhibitions.**

#### **Action 3**

**support the creation of a new Department of Education Music Centre, with adequate rehearsal facilities for music ensembles and music library.**

#### **Action 4**

**ensure that the stalls of the Royal Hall at the Villa Marina are available as a medium-scale (500-seat) concert venue for the schools orchestras, the Manx Sinfonia and other musical ensembles, at affordable rentals.**

#### **Action 5**

**improve arts facilities in secondary schools to facilitate curriculum delivery.**

#### **Action 6**

**support the establishment of affordable storage facilities (for equipment, sets and costumes) for performing arts companies.**

#### **Milestones**

The opening of a multipurpose arts venue at Ramsey Grammar School (by 2014).

Opening of a new art gallery (by 2012).

The opening of a new Music Centre (by 2014).

Use of the Royal Hall at the Villa Marina by the Island's leading musical ensembles (from 2004).

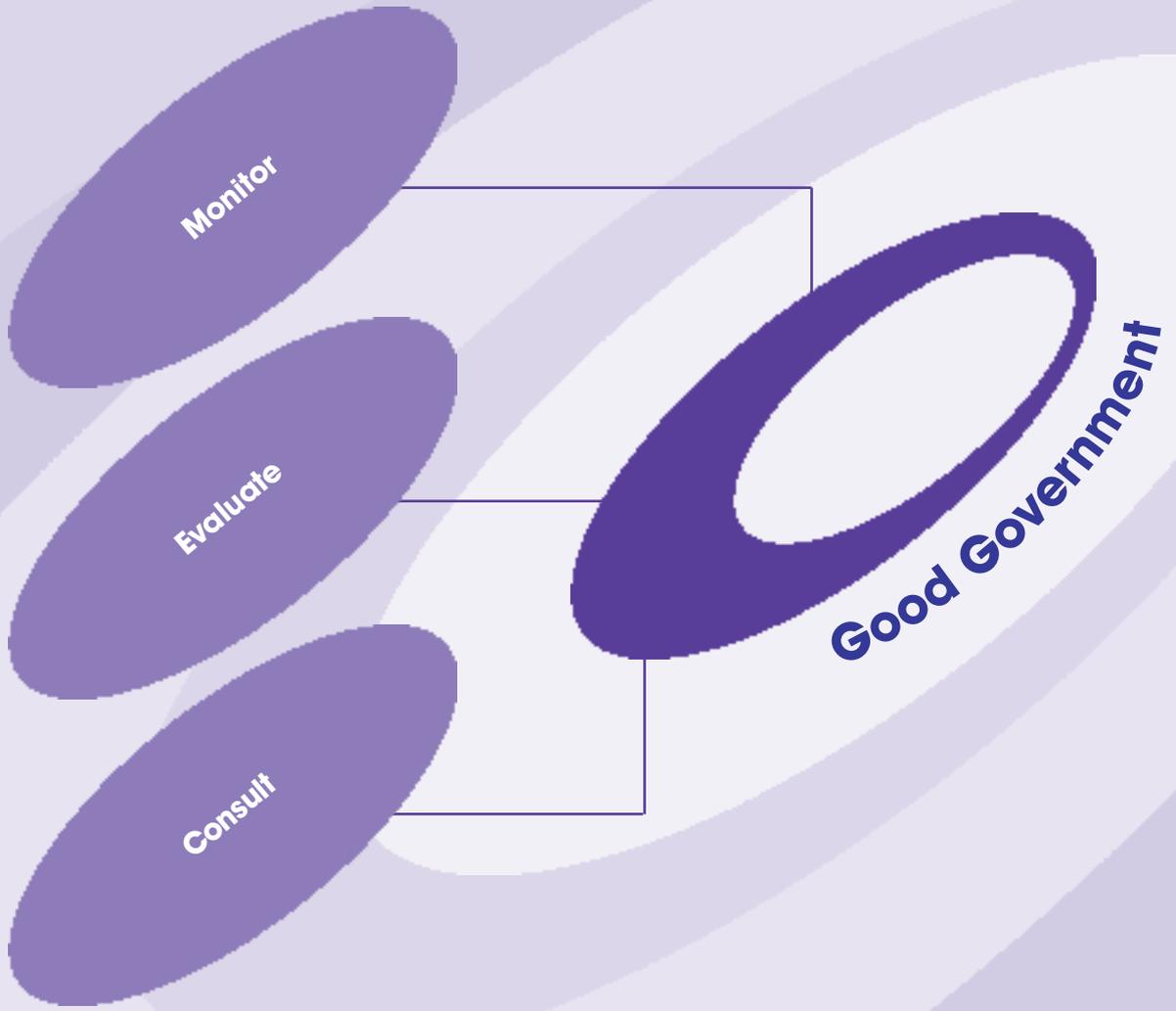
Creation of a storage facility for performing arts groups (by 2007).

Adequate arts facilities in all secondary schools (by 2013).

#### **Expected outcomes**

Completion of an appropriate and comprehensive arts infrastructure for the Island (by 2013).





Aim 5 **Good Government**

## Arts Objective 5

### To monitor and evaluate the delivery of the strategy, making use of public consultation.

To achieve this Objective, we will

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#### **Action 1**

**evaluate the implementation of the arts development strategy by annual monitoring and evaluation.**

#### **Milestones**

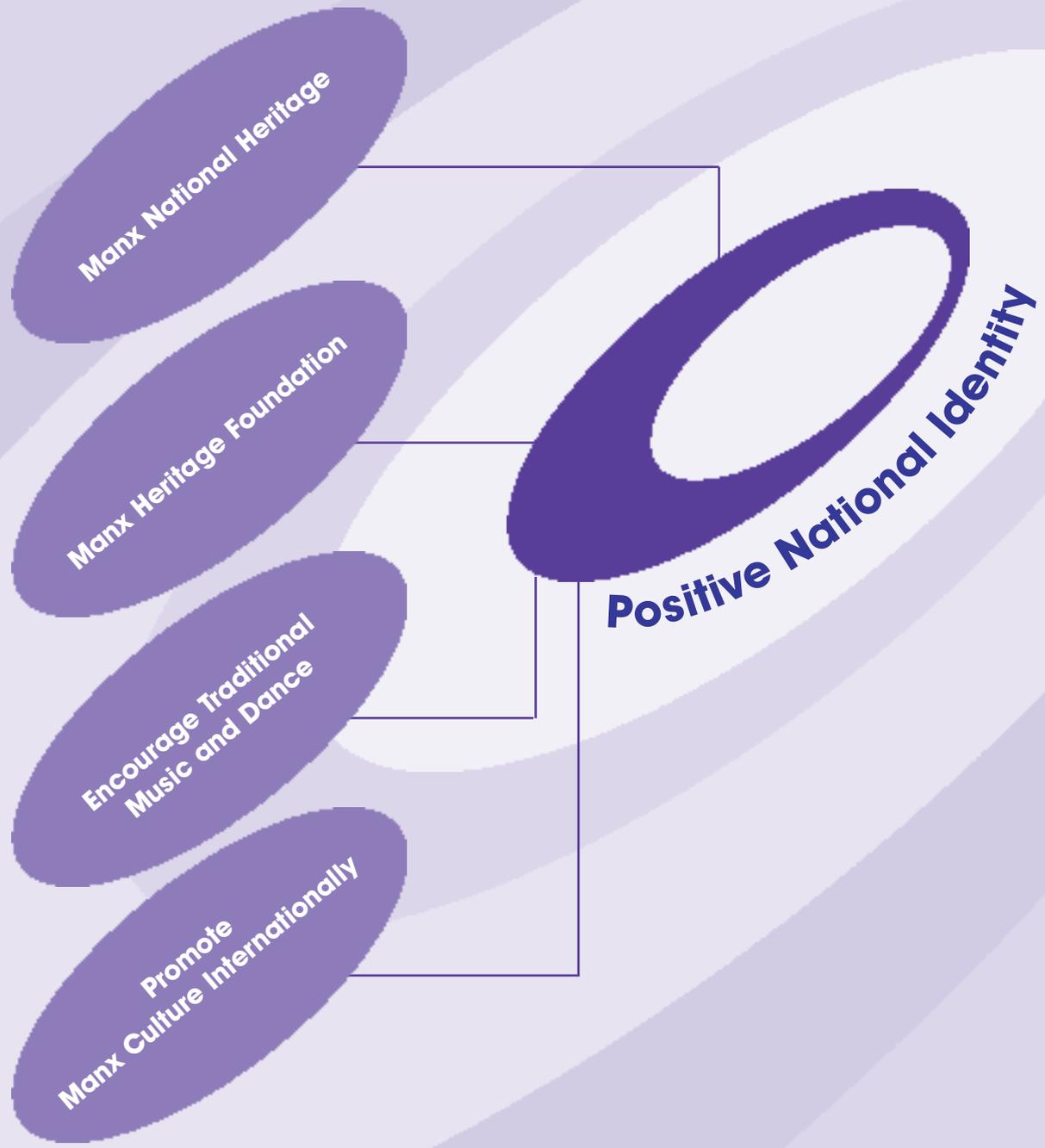
An annual monitoring report to be published, debated at a biennial conference for artists and arts organisations, and presented to the Minister for Tourism and Leisure.

The arts development strategy to be revised, as necessary.

#### **Expected outcomes**

Full implementation of the strategy (by 2013).





**Aim 6 Positive National Identity**

## Arts Objective 6

# To promote Manx cultural identity through the arts and architecture.

To achieve this Objective, we will seek to

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### Action 1

endorse the work of Manx National Heritage to directly provide and facilitate the arts in the Isle of Man.

### Action 2

the Manx Heritage Foundation will continue to initiate projects that strengthen Manx identity including the publishing of books, CDs, and videos relating to Manx history and culture; support for local Celtic festivals; support for the propagation and development of the Manx language; support for research into archives and matters of historical interest; offering annual bursaries to Manx students for Manx studies; making annual awards for Manx cultural achievers and, where appropriate, commissioning research into Manx related topics.

### Action 3

encourage the development and evolution of traditional music and dance through Arts Council support.

### Action 4

promote Manx culture internationally through Manx National Heritage and other bodies (see also Arts Objective 1, Action 3).

### Milestones

Manx National Heritage to continue and develop its work as a direct provider of arts through their own displays and exhibitions; as a facilitator for exhibitions and arts events in its museums and on its land; as a supporter of the cultural heritage of the Island in its widest sense; as an adviser on architectural and landscape development and as an international ambassador for the Island bringing to fruition a cultural agreement with the County of Rogaland in Norway, with the National Museums Liverpool and a Three Legs Strategy to take maximum benefit from those international connections in 2005-2008 and beyond.

Manx Heritage Foundation to deliver actions as above.

Traditional Music and Dance project (in 2005).

Joint projects between Manx National Heritage, Manx Heritage Foundation and the Arts Council, as and when appropriate, on the basis of an arts development partnership.

Targeted increase in international promotion of Manx culture.

### Expected outcomes

Increased awareness of traditional music and dance (measured through media coverage and local impact of the project).

Increased awareness by Manx people of Manx cultural identity (measured through media coverage and contemporary cultural activity with Manx dimension).

Increased international awareness of Manx culture (measured through media coverage and surveying opinion in the Island's financial sector – see also Performance Measure on page 17).



## Maintaining current provision

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A range of Government agencies have long given on-going support to artistic expression of various kinds. These include

**The Arts Council**, which backs

- amateur, or voluntary, activity across the art forms (in particular drama and music theatre, brass bands, and the visual arts), and arts in education projects
- direct promotions in drama, dance, music and literature
- core annual funding for arts organisations (such as the Erin Arts Centre).

**The Department of Education**, which encourages

- the arts in the curriculum
- youth arts (through extensive provision by the Youth Service and with a recently appointed youth arts worker).

**Manx National Heritage**, which

- provides arts exhibitions and events at the Manx Museum and at its historic monuments and sites
- facilitates arts events at these venues in collaboration with others.

**The Department of Trade and Industry**, which supports feature film and television production in the Island.

### **Action 1**

**As essential components of the arts development strategy, these agencies will maintain their support and, as and when appropriate, develop it.**

It is possible that the strengthening of professional arts provision in drama, music and the visual arts may have an adverse impact on attendances at the amateur arts. To guard against this risk, the following measures will be taken.

### **Action 2**

**Amateur arts organisations will benefit fully from the measures proposed to enhance audiences (see Arts Objective 1, Action 1).**

### **Action 3**

**The Arts Council will continue, and (as appropriate) develop, its support for professional input into amateur arts production.**

# Implementing the Strategy

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## Partnerships

The Arts Council, supported by Department of Tourism and Leisure staff, will be responsible for managing and delivering the Strategy.

It will monitor implementation and produce an annual evaluation, which it will discuss with artists and arts organisations and the Arts Council's partners (see below) at an annual conference.

It will then submit a progress report to the Minister of Tourism and Leisure, with recommendations for any revisions that may be appropriate in response to changing circumstances.

By April 2005, the Arts Council will negotiate formal arts development partnerships with other relevant public institutions and Government Departments, including

- Department of Education
- Department of Local Government and the Environment
- Department of Trade and Industry
- Douglas Development Partnership
- Film Commission
- International Business School
- Local Authorities
- Manx Heritage Foundation
- Manx National Heritage
- Manx Radio
- public libraries

The purpose of these agreements will be, firstly, to identify how different organisations intend to contribute to arts development in the Island; secondly, to ensure a clear understanding of their distinct roles; and, thirdly, to seek ways by which the parties can collaborate effectively to achieve shared goals.

In order to measure the changes brought about by the Strategy, the Arts Council will need to collect baseline data about the current situation. This is likely to be largely a question of assembling existing information; however, in some cases it may be necessary to commission research.

## Action programme

With a view to delivering the arts development strategy, the following major, costed action programmes will be prepared by relevant partners. It should be noted that some aspects of the strategy may not need a fully-developed action plan; in such cases, the relevant body will be expected to bring forward proposals as and when appropriate.

The action plans will be timed to meet the Government's annual budget round, and will be completed by June every year.

### By June 2005

Arts Objective	Action	Expected Outcome
1	3	'Island of Culture 2008' (lead body, Department of Tourism and Leisure)
2 6	1 and 3	Community arts programme (lead body, Arts Council)
2	2 c	Link with UK/Ireland theatre (lead body, Arts Council)
2	2 d	Drama/dance/music touring programme (lead body, Arts Council)
2	4 a & b	Arts in schools programme and pilot animateur scheme (lead bodies, Department of Education and Arts Council)
2	5	Manx Radio development plan (lead body, Manx Radio)
6	1	Continuing activity by Manx National Heritage
6	2	Continuing activity by Manx Heritage Foundation

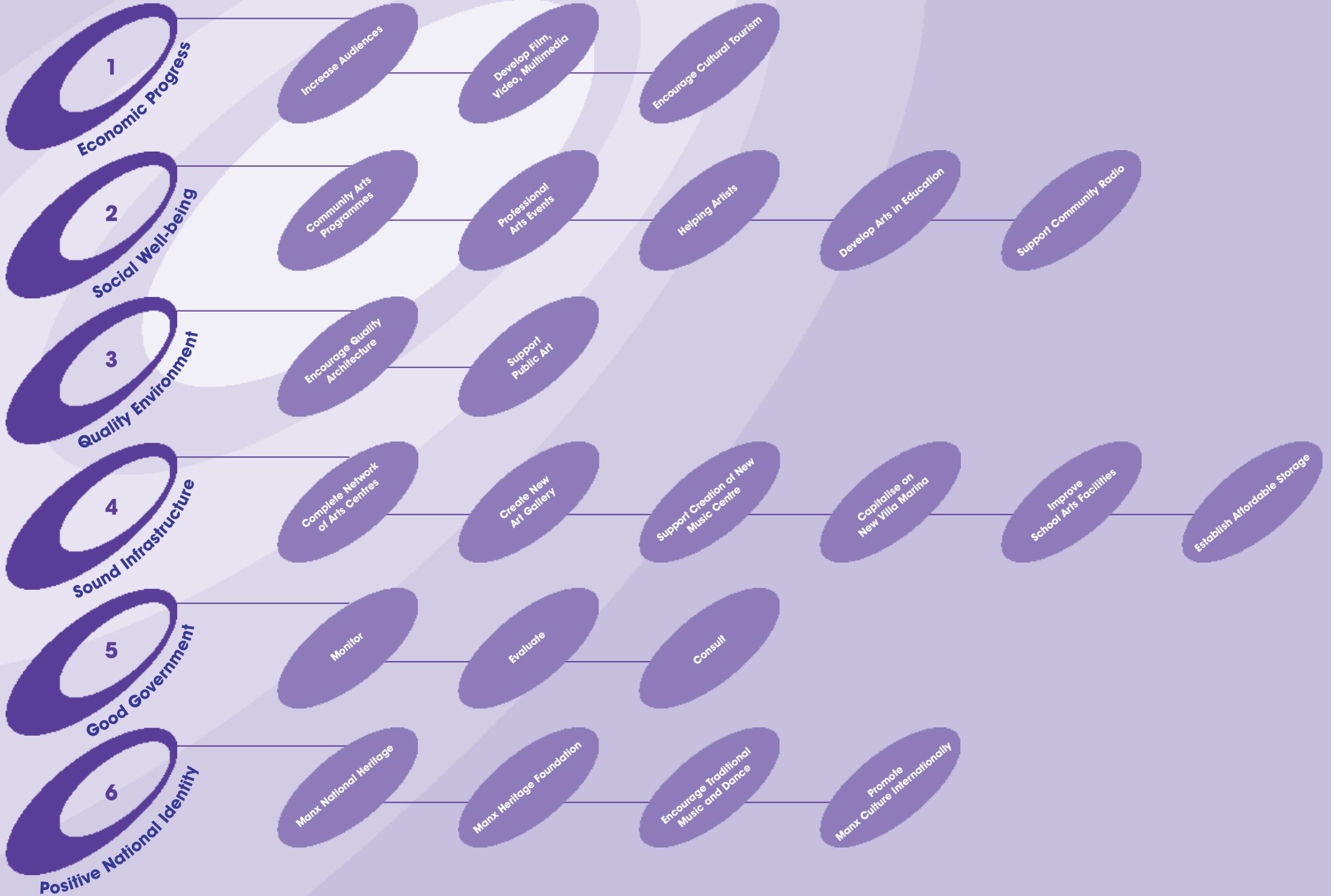
### By June 2006

Arts Objective	Action	Expected Outcome
1	1 b & c	Audience development and marketing plan (lead body, Arts Council)
1	2 b-d	Film exhibition development plan (lead body, Arts Council with Film Commission)
1	3	Cultural tourism strategy (lead body, Department of Tourism and Leisure)
1	2	Film and video training programme (lead body, Film Commission)
2	3 a-c	Support for creative practitioners (lead body, Arts Council)
4 2	2 and 2, a & b	Visual art gallery development (lead body, Arts Council and others)
2	2 g	Rock/pop research project and development plan (lead body, Youth Service)
4	3	Music Centre redevelopment project (lead body, Department of Education)
4	5	Ramsey Grammar School arts venue development and general arts facilities improvement at secondary schools (lead bodies, Department of Education and Ramsey Grammar School)

### By June 2007

Arts Objective	Action	Expected Outcome
1	1 a	Plan to extend computerised arts box office facility on an Island-wide basis (lead body, Department of Tourism and Leisure)
1	1 c	Libraries arts information project (lead body, Department of Education)
3	1 a-c	Architecture programme (lead bodies, Department of Local Government and the Environment and Arts Council)
4	6	Plan to provide studio, rehearsal and performing arts storage spaces (lead body, Arts Council)
6	4	International promotion of Manx culture (lead bodies, Department of Tourism and Leisure and Department of Trade and Industry)

# National Arts Development Strategy Aims Summary



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