

SUPPORTING, DEVELOPING  
AND PROMOTING THE ARTS  
2009 – 2011

**Guernsey Arts Commission**





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Quotes throughout are from practitioners, professionals and members of the public who answered the questions *What do the arts mean to you?* and *Why are the arts important?* for the Guernsey Arts Commission's Launch in June 2008.

Image on this page: Showcase of Castle Nights.  
Cover image: Detail of *Untitled* by Mary Thompson, work in progress 10mx1.5m



Street Artists at Sorties de Bain.

# Welcome

Whether it is music, drama or dance, craft, photography or video, prose, poetry or film, fine art, ceramics or singing, the arts are vital to all of us in leading healthy lives and for our community to flourish. That is why I am delighted to welcome you to the first three year plan of the Guernsey Arts Commission.

Although the Commission, which was formed in 2008, ultimately reports to the States of Guernsey, it has as its primary role to be an independent voice for the arts on the island. To me that is such an exciting brief because it offers a wide remit to encourage all sorts of arts activities, and to get involved in all areas of the community. There are many people who do not see that the arts are for them, or are fearful of entering a gallery or a performing arts space. As a Commission, we are determined to break down those barriers, and to take the arts out into the island's communities.

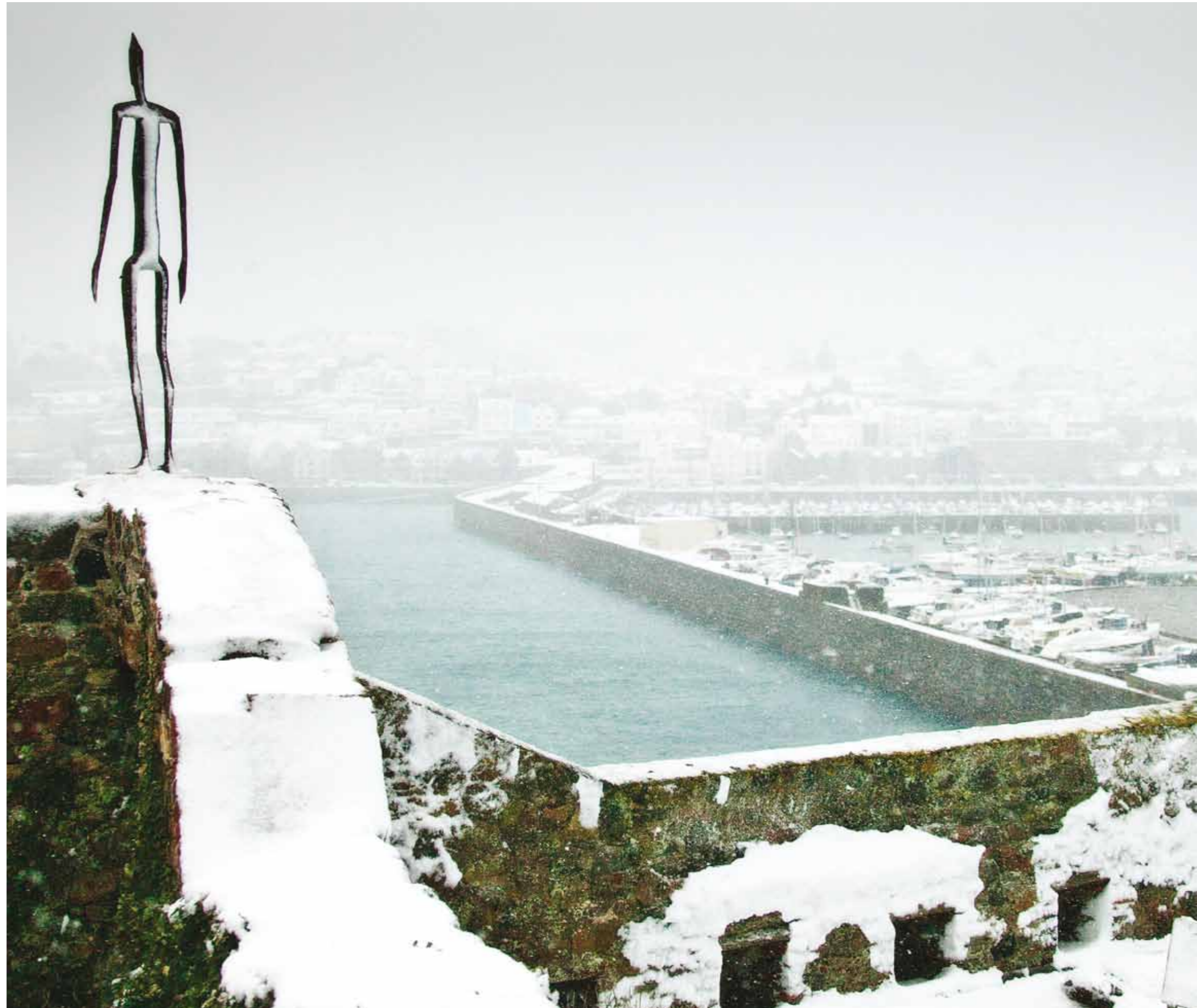
At the same time we wish to promote and encourage the fantastic artistic talent that we have on Guernsey. As an island community there needs to be far greater public recognition and appreciation of the individuals and groups that make up our thriving arts scene, not only so that the arts become a natural part of public life but that others are inspired to get involved.

For the Commission to work and add value to the arts in Guernsey it has to be part of the arts community and part of the island community. One answer is for people to get involved with the Commission, and I invite anybody to get in touch with us to see how you can help the arts in Guernsey. Another answer is for the Commission to be open in what it is doing and what it aspires to.

That is why I believe this publication is so important. It sets out our priorities for the next three years, and it also explains the work of our sub-committees. As we grow these sub-committees will change, with people leaving and others joining, and other sub-committees being formed. The Commission will evolve and change as the demands of, and the opportunities for, the arts evolve and change on the island. At the end of the day the arts are about creativity and ideas so who knows where that will take us. All I know is that creativity and ideas, are at the heart of a vibrant community and so the arts are at the heart of Guernsey life.

Tony Gallienne  
Chairman  
Guernsey Arts Commission

The Arts mean enrichment of society and life; they can mean **personal fulfilment** and stimulus.



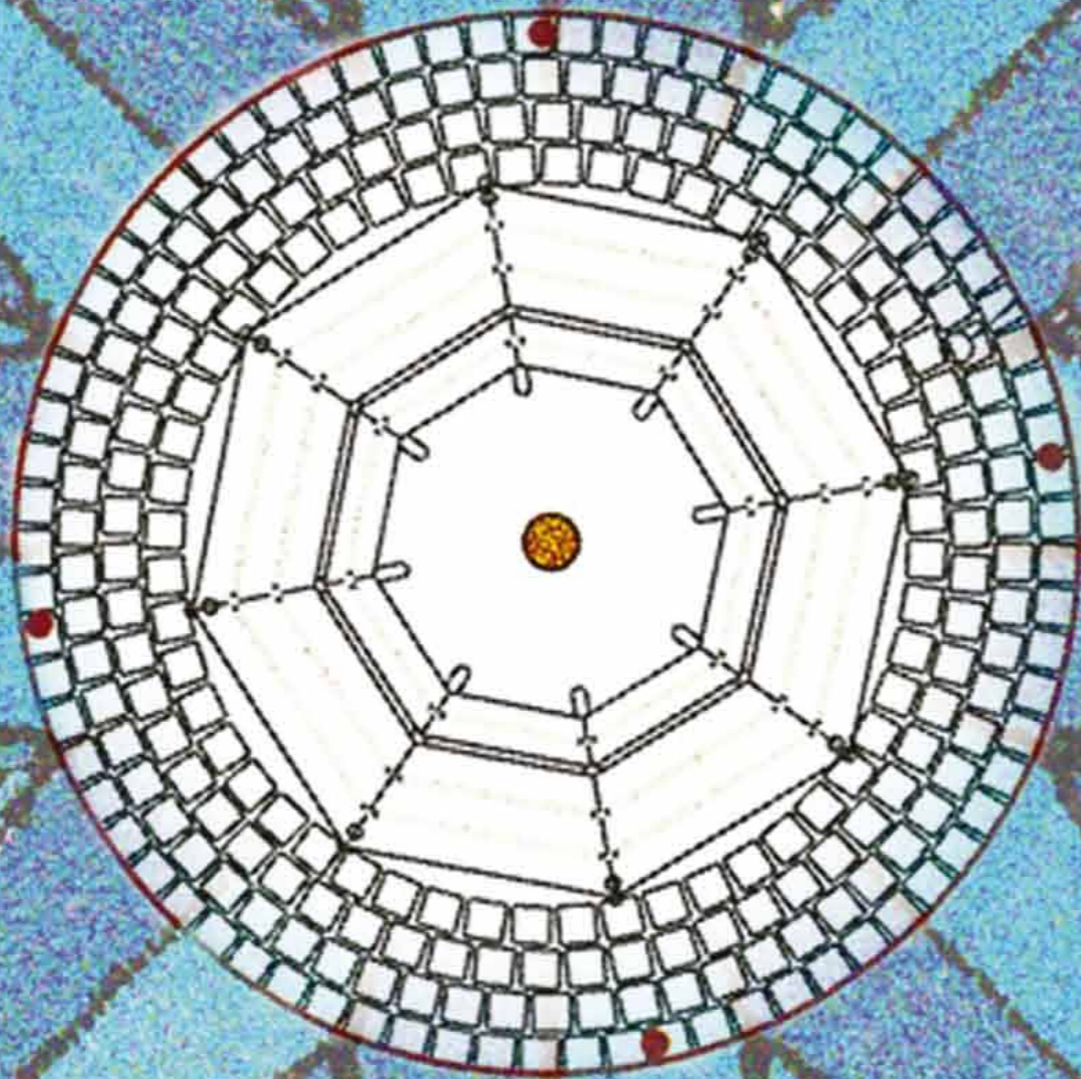
Antony Gormley's *LOT* at Castle Cornet February 2009.

# Supporting and Developing the Arts

The Guernsey Arts Commission's aim is to help the arts in Guernsey to grow and develop, to involve more people in the arts, and to expand horizons. It wants to assist the arts community to pursue excellence and to succeed, and for the arts to be recognised and valued as a vital part of the social, economic, political and environmental life of the island.



This page: A-Z by Abrahams the Artist's Book exhibition. Overleaf: Detail of the proposed Mosaic at the Guernsey Information Centre.



Functionality of buildings and spaces will never be enough. Users and passersby need to be stimulated and inspired. Our forefathers were very much aware of this. Our generation must not leave a bland uninspiring legacy for those who follow.

Geoffrey Rowland  
Bailiff of Guernsey



Mysterious AI at [the greenhouse](#).

# Promoting the Arts

Delivering innovative initiatives, developing existing schemes, and supporting the excellent work that local arts organisations are already doing is at the heart of the Guernsey Arts Commission's role. The Commission's mandate "to provide a strong, identifiable voice for the arts in the community, raising public awareness and promoting the value, relevance and importance of the arts" is far reaching. To deliver this, the Arts Development Team has been seconded to the Guernsey Arts Commission, by the States' Culture and Leisure Department, to build from their existing role in the community and to progress the aims of the Commission. The appointment, by the Guernsey Arts Commission, of a Community Arts Development Officer gives added focus to consistently encouraging and promoting the Commission as a developmental agency across the arts, reaching far into the community and embracing diverse work streams and an ever widening network of partnerships.

## The funding structure

The Guernsey Arts Commission has become the body for distributing public arts funding on the island. With funding allocated for arts events by the States of Guernsey annually (through Culture & Leisure and Commerce & Employment), applications can be made to the Guernsey Arts Commission to receive grants, sponsorship matches and/or underwriting for arts projects or events. In 2008 the Guernsey Arts Commission invested nearly £200,000 in the arts via public money from the States of Guernsey and through additional funds raised through sponsorship. The Guernsey Arts Commission intends to build upon this figure throughout 2009-2011.

## Providing a voice for the arts

The Guernsey Arts Commission works to provide a public voice for the arts in Guernsey, to emphasise the crucial role that the arts can play in the island and to make sure islanders involved in the arts are recognised. Working towards placing the arts at the centre of island life is vital to the Commission's recognised developmental purpose and central to the outlined priorities in this booklet.

## Venue for the arts

[the greenhouse](#) is the Guernsey Arts Commission's project space in the Guernsey Information Centre (where the offices of the Commission are housed) which commits, as a non-commercial space, to the nurture, cultivation and exhibition of ideas and projects. Projects realised in this innovative space in St Peter Port have ranged from exhibitions showing photography, painting, street art and artists' books to films, lectures, storytelling sessions and poetry readings.



The Arts educate, provoke, to make people **think** and widen people's interest in life.

# Our Priorities

The guiding purpose for the Guernsey Arts Commission for the period 2009-2011 will be that of **strategic development**.

As well as supporting existing initiatives the Commission will encourage those arts groups and individuals who wish to break new ground, who wish to take a risk and innovate, who will look at things afresh and reinvent. The Commission will pursue this purpose both through supporting those arts organisations and individuals who are prepared to embrace this ethos, and through its own initiatives via its sub-committee structure. This is what is meant by strategic development.

Much more can be done to expand horizons, to educate and engage people about what the arts are, to anchor the arts at the centre of island life, and to broaden and deepen the range of opportunities to experience and participate in the arts. This is the Commission's developmental purpose.

In order to fulfil this aim to help the arts in Guernsey to grow and develop, to involve more people in the arts, and to expand horizons, it was decided to identify certain key objectives for 2009-2011. This would enable focus, while giving a clearly defined list of priorities to the numerous arts practitioners and organisations that apply for support and funding.



*Let's Play, pianos in St Peter Port.*

The Commission has set itself five priorities for 2009-2011

## 1 Accessibility

- Engage a wider audience
- Broaden opportunities
- Increase involvement

Many thousands of Guernsey people take part in, and attend, arts activities and events each year. But many others do not, even though they would benefit and enjoy the experience. In all events and activities that the Commission supports, and is involved with, it will particularly focus on how accessible those events and activities are, and look for ways of improving accessibility.

## 2 Audience Engagement

- Increase understanding of the arts
- Provide a wider context
- Enhance learning opportunities

Artists need their art to be seen, heard or felt. Artists communicate by engaging with people, with an audience. The audience is also needed to financially support an event or an activity. Another issue is that of audience experience – is the venue pleasant to be in; is the environment stimulating; is the audience fully able to appreciate the event or activity which it has gone to see, or would it benefit from explanatory literature or talks, engagement with the artists or the director?

## 3 Art in Public Places

- Provide framework to deliver public art projects
- Reclaim public spaces as venues for the arts
- Put in place a programme of initiatives in the public realm

Public Art refers to artists and craftspeople, working within the built, natural, urban or rural environment, creating visually stimulating spaces which go beyond the purely functional and creating places that reflect the life and aspirations of the parish, town or island. The Guernsey Arts Commission would like to help claim these spaces for the arts.

## 4 Communications

- Develop website
- Prioritise marketing in its widest form
- Enhance the public profile of the Guernsey Arts Commission

Communication is integral to what the arts are about, and the Guernsey Arts Commission needs to embed communication at the core of its ethos. The Commission wishes to develop appropriate channels of communication through which the arts community can discuss issues and talk to each other and to the general public.

## 5 Research

- Gather statistics
- Maximise feedback opportunities
- Commission specific arts reports

To underpin Commission activities there needs to be a sound understanding of the range and breadth of arts activities. At present there is very little data available on which to base decisions and yet this could provide a sound base for policy development and for putting forward the case for the arts to government and other supporters.

It is an exciting time for the arts in Guernsey. There is so much energy and aspiration on the island. Together let us expand those horizons and make it happen!



Arts are all about making life better and more **exciting**.

# Delivery

The performance of funded arts organisations and also the Guernsey Arts Commission itself is very important. The public rightly expect the institutions that they finance to be effective, efficient and aspire to continuous improvement. In pursuit of strategically developing the arts in Guernsey several Commission sub-committees have been formed with a Commissioner at the helm of each. The Chairs of these working groups indicate below their priorities and areas of responsibility.

## Performing Arts

**Barbara Minta - [bminta@cwgsy.net](mailto:bminta@cwgsy.net)**

This sub-committee covers drama, dance and classical music. Each of these artistic areas is strongly represented in Guernsey. However areas are being identified where opportunities for young people can be enhanced, particularly by off-island trips, when the island would benefit from more visits by professional performers and groups, and where innovative festivals could encourage interdisciplinary collaboration and attract a wider range of audience. The need to promote the performing arts is also recognised, particularly amongst young people, many of whom become disengaged once they leave school.

## Film, Poetry and Prose

**Catriona Stares - [catriona\\_stares@hotmail.com](mailto:catriona_stares@hotmail.com)**

Film appreciation and film making are developing fast but a key aim will be to facilitate a “community of filmmakers” to generate momentum and sustainability. Poetry is a well established scene on the island but we strive to promote events that will increase the poetry profile, get more people involved and give poets a forum for expression. Prose, often the reserve of the individual writer or the book group, would benefit from wider exposure and we are working on a number of initiatives, including a radio drama competition.

## Public Art

**Eric Snell – [snell@guernsey.net](mailto:snell@guernsey.net)**

The term ‘Public Art’ refers to the idea of the artist, and/or craftsperson, working in the natural or built environment. It is an area that the Commission feels should be developed. Working together with a wide range of organisations both within the private and public sectors the aim is to instigate, encourage and support initiatives to enhance and animate the landscape, with the ultimate goal of creating a visually stimulating and exciting environment: The art of today will become our heritage of tomorrow.

## Conference

**Joanna Littlejohns – [joanna.littlejohns@cultureleisure.gov.gg](mailto:joanna.littlejohns@cultureleisure.gov.gg)**

This sub-committee was formed in response to the *Art & Islands Conference* held at Castle Cornet in September 2008 which attracted an international array of speakers. The main aims of this sub-committee are to develop a strategy and overall context for arts related conferences, develop ways to put culture and the arts on the public agenda, engage the business community and other non-arts audiences with the arts, and to work towards the next Art & Islands conference in 2010.

## Funding

**Mark Helyar – [info@artsdevelopment.gg](mailto:info@artsdevelopment.gg)**

The funding sub-committee is responsible for considering applications to the Guernsey Arts Commission for grant aid, and for the fund raising sub-group within the Commission. Advocate Mark Helyar was formerly the chair of Culture Guernsey for three years, and part of the Events Group within the States of Guernsey responsible for culture and arts funding. The sub-committee considers applications for funding against the business plan and objectives of the Commission, with the most significant funding requests being referred, with recommendations, to the Commission board.

## International Artist In Residence Programme

**Eric Snell – [erics@gcfe.net](mailto:erics@gcfe.net)**

Established in 1996, the International Artist in Residence Programme hosts artists with a truly ‘international’ reputation, in Guernsey. Grounded in education and part of the Guernsey College of Further Education, it aims to provide a high profile platform for art and design. The Programme’s various initiatives, supported by HSBC Private Bank and the Guernsey Arts Commission, address the idea of how creativity and creative projects can contribute to the economy while enriching the texture and quality of island life.

## In development a Music and Community Arts sub-committee

## Arts Development Team

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Based at the Guernsey Information Centre, the arts development team supports the activities of the Guernsey Arts Commission. The Community Arts Development Officer, whose post has been sponsored by the Lloyds TSB Foundation, is specifically charged with taking the arts out of their usual venues and into the community. However all of the team’s work is about accessibility, new ways of engaging with the audience, developing opportunities for self-expression, and bringing a wide range of arts to all parts of the island community.



The Lord Chamberlain's Men production of *Much Ado about Nothing*.

## Guernsey Arts Commission

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Graham Daldry: Commissioner (Creative)

Connie Helyar: Commissioner (Fundraising)

Mark Helyar: Chair of Funding sub-committee

Claire Le Pelley: Commissioner

Barbara Minta: Chair of Performing Arts sub-committee

Eric Snell: Chair of the Public Art sub-committee

Catriona Stares: Chair of Film, Poetry & Prose sub-committee

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