



PROMOTE | SUPPORT | INSPIRE

# A PLAN FOR THE ARTS

## OVERVIEW







## A PLAN FOR THE ARTS

### Overview

- 1 The Guernsey Arts Commission (Guernsey Arts) is pleased to present its Plan for the Arts; an overarching plan to 2030, including a more detailed three year plan to cover the initial period of 2022 to 2024, which has been endorsed by the Committee for Education, Sport & Culture (ESC).
- 2 The Plan builds upon the work of the Arts Strategy Working Group, which presented its report on 2019. Since then the Guernsey Arts Board has been strengthened and revitalised and has been developing its Plan in consultation with ESC and other stakeholders.
- 3 Guernsey Arts has adopted a new tagline:

**Promote | Support | Inspire**

This clearly sets out our ambitions. Our Vision and Values have also been restated:

Our aim is for Guernsey to be seen as a unique, vibrant, artistic, and creative community both within the Bailiwick of Guernsey and beyond.

We **Support** individuals and groups in all art forms to develop their art and to build an audience. Depending upon needs we offer publicity on our website, exhibition space, and financial support, including the allocation of States funding for the arts. We also encourage and facilitate cooperation within the arts scene in Guernsey.

We **Promote** creativity and arts to all communities within the Bailiwick of Guernsey and to those beyond who have an interest in Guernsey Arts. We are inclusive and actively engage with individuals, groups, schools, and societies. We work with individuals, businesses, trusts, and States bodies in order to increase funding, resources, and facilities for the arts in Guernsey.

We **Inspire** creative and artistic activities in Guernsey by creating and promoting new artistic ventures and by encouraging existing events and organisations to develop further. As part of this we encourage existing festivals and events and will seed ideas and funding for new festivals and events in order to enrich the cultural landscape of Guernsey.

- 4 The Guernsey Arts Board has developed Action Plans based upon six core objectives - the “Creative Six” – which support several aspects of the Government Work Plan.

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## **THE CREATIVE SIX**

- **Give leadership for the Arts and encourage participation at all levels**
  - **Provide everyone with the opportunity to be creative**
  - **Connect artists, arts organisations, and businesses**
  - **Attract a wider audience for the Arts**
  - **Improve facilities and resources for the Arts**
  - **Secure increased and sustainable funding for the Arts**
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- 5 Guernsey Arts recognises the importance of the Arts in all its forms. Creativity leads to a vibrant cultural community with many health and well-being benefits. It is an economic enabler within Guernsey and beyond.
- 6 With its modest States funding, together with private sector donations, Guernsey Arts has made a significant contribution to the cultural life of the Bailiwick, including the visitor experience and in providing an attractive location for prospective residents. This Plan sets out not only what Guernsey Arts can achieve within its current resources but what more it intends to do given additional support.
- 7 Nine detailed Action Plans set out how Guernsey Arts intends to deliver on the ambitions set out in the Creative Six:

**Governance Plan**  
**Digital Plan**  
**Community Engagement Plan**  
**Public Arts Plan**  
**Creative Industries Plan**  
**Cultural Visitor Plan**  
**Festivals Plan**  
**Art Facilities Plan**  
**Funding Plan**

- 8 Several of these Plans can broadly be delivered within the existing resources available to Guernsey Arts but for the remainder we will require a significant increase in resources. Although, during the development of this Plan Guernsey Arts has been mindful of the current economic situation, the events of 2020/21 have strengthened the understanding of just how valuable an investment in the Arts can be. Investment in this Plan provides long-term support for a sector which has proved itself in supporting the community during difficult times and will prove itself as an enabler of the recovering economy in the days and years to come.
- 9 We are pleased that ESC has confirmed our continuing annual grant and that the Guernsey Community Foundation and the Social Investment Fund have also provided grants to enable us to develop our activities further. We are also extending our fund raising activities in order to support the Plan and have recently recruited a Partnership Development Executive.
- 10 The full Plan for the Arts report is available from Russ Fosse, Head of Arts Development at [russ.fosse@gov.gg](mailto:russ.fosse@gov.gg) [or from the Guernsey Arts website at [www.arts.gg](http://www.arts.gg)].

CORE GAC AIMS	CREATIVE SIX PLAN FOR THE ARTS									SUPPORTS GOVT WORK PLAN
	Give Leadership for the Arts and encourage participation at all levels	Provide everyone with the opportunity to be creative	Connect artists, arts organisations and businesses	Attract a wider audience for the Arts	Improve facilities and resources for the Arts	Secure increased and sustainable funding for the Arts				
	GUERNSEY ARTS WORKSTREAMS									
	GOVERNANCE	DIGITAL	COMMUNITY ENGAGEMENT	PUBLIC ARTS	CREATIVE INDUSTRIES	CULTURAL VISITORS	FESTIVALS	ART FACILITIES	FUNDING	
	ACTION PLANS	Maintain a robust governance structure and review it regularly  Assist arts organisations to improve their governance and leadership	Maintain and enhance the 'go to' website for the Arts  Promote all aspects of local Arts  Innovate and develop digital Arts content	Engage with the Arts community to deliver the Arts Plan  Support accessibility for the Arts  Report on the successes of all initiatives	Promote the Arts to be highly present and visible  Promote a "Percent for Arts" scheme  Promote arts streets in high visibility and regeneration areas	Create a positive environment for professional performers and artists  Support new creative enterprises and opportunities  Promote skills and resource sharing	Promote Guernsey's vibrant, rich culture  Support cultural events for both visitors and locals alike  Advocate for investment in arts and facilities to encourage visitors	Seed, develop and support new Festivals  Support Festivals to excel and adopt best practices  Encourage and support inclusion and accessibility	Engage with venues and artists to better support activities  Engage with States for the regeneration of St Peter Port and the development of more arts facilities	
RESOURCES NEEDED	Within Team and Volunteer Resources	Additional Digital Development Officer plus one off £20,000 to complete Website Development	Additional Community Arts Development Officer plus £40,000 pa to fund events and artists	Additional Funding of £25,000 pa	Within Team and Volunteer Resources	Within Team and Volunteer Resources	Additional Funding of £50,000 pa	Within Team and Volunteer Resources	Funding Development Officer being appointed to coordinate Funding Activities	
CURRENT ACTIVITIES	Initial Governance review completed  Committees established for Grants, Funding, Public Arts and Governance Support Grant applicants in reporting and compliance, as well as artistic, cultural and economic benefit	Website Phase 1 completed, providing Guernsey's digital hub for what's on, together with content from leading artists of all genres  Social media supports activity from all organisations and events	Arranged free community events attracting over 20,000 participants , including Arts Sunday, Liberation Royal visit, KPMG Castle Nights and Open Art competition  Supported other events with at least 60,000	Completed Victor Hugo bench project  Commenced discussions on green line public art trail and Market Arches project  Oversaw busking and supported all forms of art and music in public spaces	Supported young creatives in film, theatre, photography and music  Held Guernsey Arts exhibitions and used website to raise the profile of local artists  Development of Arts & Crafts Market	Supported festival events that attract c3,000 bed nights per annum and at least 200 visiting artists/musicians  Provided information to visitors and potential visitors about cultural activities through website	Seeding and initial support of new Festivals  Supported Festivals including Street Festival, Pride, Guernsey Photography , Guernsey Literary , Alderney Performing Arts and Literary , CHAOS, Vale Earth Fair	Engaged with venues and artists to understand needs and aspirations	Ongoing discussions with States ESC Committee to commit to funding needs  Combine fundraising with Arts Foundation Guernsey  Recruit Funding Development Officer	
NEXT STEPS	Update governance to reflect new Charities Law	Website Phase 2 will organise, manage and promote creation of leading digital content reflecting Guernsey and its artistic community	Continue to arrange community events and engage with schools and other community organisations	Complete Green Line and Market Arches projects. Continue to promote a Percent for Art programme and sponsorship of the Arts	Promote Guernsey Creative Industries with the States Committee for Economic Development	Encourage new Festivals. Develop cultural relationship with Jersey and France through BIAN. Early contact with CIBO	Encourage new Festivals to enhance Guernsey and bring extra visitors, including choirs, jazz, iconic visual art, digital art etc.	Engage with States for regeneration of St Peter Port and the development of arts outlets	Funding applications to States and to grant giving foundations to enable delivery of the Plan for the Arts	
Inclusion and Community Potential										
Lifelong Learning and Skills Devp't										
Supporting Culture and Heritage										
Economic Benefits										
Health and Wellbeing										