A Hansel for Art*

Our plan for a creative future
A Hansel for Art: a guide to Shetland Arts and our philosophy; ways and places of working; how you can work with us and join us in our strategy for developing art in Shetland.

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A Gift of Art
A poem by Jen Hadfield

Hello. Thanks to you the gift of art. I never thought I. Was always scared to. First of all I see the. I never believe they make so graceful. I sat like pound of wet spaghetti. You see I’m quite a private. But when the soloist

and

and

this stranger inordinately grabbed my hand and both we. and. and. You see this. Uncried. Had maybe going sour inside.

The best things was the. and.

I loved the whaling days. Way she plunge paws in the sloshing notes. The moonboots at the heliopause. The encore. Incomplete score. And all for audience of five. Now when I’m. I put it on. I love these madglad dotted crochets. Like galloping godly caribou. Most hopeful I have ever be.

You see I speak is funny now. I sing most time. Rhyme come easy. I have like house of children now. Say goodbye Mebury, welcome stranger.

All of this I due to you.

Poet Partner Project

This three year project, run in partnership with the Scottish Poetry Library, Shetland Library and the Paul Hamlyn Foundation is designed to promote the use of the Scottish Poetry Library outreach collection.

Shetland’s Poet Partner is Jen Hadfield, published by Bloodaxe, McClellan prize-winner and recipient of a Dewar Award.
Welcome to A Hansel for Art*
*It’s a little book with big things to say.

Inside you’ll find out who Shetland Arts are, what we do, and how and why we do it. Most importantly, it explains how we work with you and for you whether you’re an individual artist, part of a group or project or audience, a partner agency or funder or sponsor. It’s a guide to Shetland Arts: our systems, values and priorities.

Shetland Arts is the lead arts agency in Shetland. We’re here to support creative people. We believe that creativity is an important part of everybody’s life, no matter who you are, where you live or what you do. We believe that art can change lives.

What’s more, we all have stories to tell about what art has given us. Our challenge is to enable and empower our communities, groups and individuals to fulfil their creative potential.

Shetland has huge pride in its culture and creative traditions. Aspects of Shetland’s creative activity, such as textiles and music, have for many years enjoyed an international profile. Increasingly, Shetland artists of all kinds are receiving the recognition they deserve in a global marketplace.

*Hansel: ‘a gift to commemorate an inaugural occasion, the launching of a new boat, birth of a child, a new home, new enterprise.’

John J. Graham – The Shetland Dictionary
Shetland has an international brand that sets it apart from many other communities whether they exist in islands, towns or cities. The value of this identity cannot be underestimated: it is a gift that we need to nurture and support. It is vital to Shetland’s future.

We believe that aspiration, innovation and ambition fuel creative places. These values support a creative landscape: places and spaces where people can feel safe to experiment, make mistakes and break new ground. We want creative people in Shetland to feel supported; to feel they can try out new ideas.

**Marcel:** a focal point and a promise to Shetland’s creative future; a vital hub in a network which includes Bonhoga Gallery and the Garrison Theatre.
It’s our job as your arts agency to support an environment that allows individuals to dream; to explore new ideas; to be creative and entrepreneurial. With broad horizons and big ambitions we believe that Shetland will continue to be a world player. We promise to keep being different, to embrace new ideas and to help shape the future for the benefit of Shetland.

Gwilym Gibbons
Director

Donald S. Murray
Chair

Promises: In this document you will find our promises. These are supported by our Hansel for Art Action Plan which you can download from our website and which we will update regularly. From time to time we will review these promises and we would like you to take part in that process.
Who we are: Shetland Arts was founded in 2006. It brought together the work of two organisations whose collective histories provide Shetland Arts with a local, national and international reputation for arts development and delivery, built over 20 years of work and innovation.

What we see: Shetland celebrated as a place where inspiration and innovation are valued; where people want to live, work and study; where individual creative opportunity is available to all; where each achieves their full creative potential; where personal development improves life circumstances, styles and choices; the full social and economic potential of the islands is achieved.

Shetland Arts today runs the Garrison Theatre in Lerwick, Bonhoga Gallery in Weisdale Mill and promotes a year round programme of music, craft, theatre, literature, visual arts, dance and film events. We also run a busy and welcoming Arts Office in the centre of Lerwick.

On the horizon is Mareel: a new music, cinema and education venue for Shetland with an estimated opening date of late 2010.

Shetland Arts is governed by a Board of Trustees.

Shetland Arts is a Foundation Organisation of the Scottish Arts Council, and core funded by the Shetland Charitable Trust. Shetland Arts is a registered charity (SC037082) and VAT registered (671 2655 32).
What we do: we deliver arts development activity across a range of art forms, including film, drama, music, craft, literature, dance and visual art, through a dedicated team of specialist art form officers.

Shetlandartsfund
A source of grants for creative projects led by and for Shetland people. This fund, provided by Shetland Charitable Trust is delivered in partnership with Shetland Arts. Our aim is to launch a Shetland Endowment for the Arts (SEA) by 2010. So if you want some money or want to sponsor, donate or leave a legacy to the arts in Shetland we’d like to hear from you.

Shetlandcraft
Through Craft Development we want to encourage people to experience and appreciate contemporary craft. We offer opportunities at all stages of experience; skills exchanges and workshops in new and indigenous techniques. We give advice on skills development, creative development, exhibition, marketing and promotion to practitioners at all levels.

Shetlanddance
Are you dancing? If not, we’d like to invite you to try some of our taster sessions, from hip hop to line dancing, or join in with our traditional dance workshops and events which are run for all ages in venues around Shetland. We will also be inviting some of the most exciting dance companies in Britain to perform here – come and see them, and be inspired.

Shetlanddrama
Shetland Arts has an international reputation for presenting exhilarating and innovative work through Shetland Youth Theatre. We also aim to support and encourage community drama groups and theatre practitioners throughout Shetland, whether you are interested in acting, stage design, play writing, stage management, lighting or direction.

Shetlandfilm
There is growing interest throughout Shetland in film-making and digital media production. We support groups and individuals in a range of activities, including the provision of a bank of specialist equipment for hire. We support film exhibition also, with various screening initiatives at The Garrison and at other venues, and we run Shetland’s annual film festival, Screenplay.

Shetlandliterature
From writers’ residencies to readers’ groups, song writing to Shetland’s annual book festival, Wordplay, Shetland Arts encourages readers and writers of all ages and interests throughout the islands. We promote Shetland’s literature at home and abroad and encourage the Shetland dialect in its various spoken and written forms.

Shetlandmusic
Music is embedded in our cultural heritage and identity. We take Shetland’s music all over the world and bring the world’s music to Shetland at every opportunity. Shetland Arts strives to inspire and support musicians and music lovers of all ages and in all genres. Now that the digital age is with us, we intend to exploit the opportunities it offers for education, training, marketing and performance.

Shetlandvisualart
We offer a vibrant visual arts exhibition and education programme, supplemented with events, residencies, exchanges and workshops. We are committed to supporting both professional artists and arts in the community by offering training and employment opportunities for artists, and activities for individuals and groups across Shetland.

Every year we allocate funds to each art form and our development officers devise and support a high quality programme of events and activities.
Art is a gift. It has the power to lift us up, to help us find expression and self belief, and to make a profoundly positive difference to our lives.

There is an intellectual and emotional freedom in the enjoyment of creativity. It is a place we can go, internally, that exists as our response to the world about us either as practitioners or audience or both.

Shetland Arts promotes the value of creativity because we believe that it will play a fundamental role in safeguarding Shetland’s future: economically; in terms of the Islands’ health and wellbeing; lifelong learning; cultural tourism and heritage; and new media development in the 21st century.

In a world of competing demands on local, national and international funding, the arts frequently need a champion to speak up on their behalf and argue their true worth. Shetland has a cosmopolitan and talented population with artists in all fields producing exceptional work at all kinds of perceived levels. We all judge art differently so Shetland Arts is here to support all artists and audiences with no boundaries and to stand up for the participation in and delivery of Shetland’s creative work. Art is a wonderful gift to us all. It is one of the most profound and powerful means we have of understanding and depicting all the different worlds we live in.

Promises

Shetland Arts will take the lead in championing art and creative people in Shetland. 13

Shetland Arts will promote Shetland’s creativity and creative identity, locally, nationally and internationally to support cultural tourism. Shetland as a creative place to live, work and study, and maintain Shetland’s place as a world player in a connected world. 12

Shetland Arts will increase the value of local investment in the arts by working with external partners to generate extra resources. At present we double the local investment in the arts. Our target is to raise £2 from other sources for every £1 we receive from local funds. 11

Shetland Arts will continue to partner Shetland Charitable Trust in the delivery of the Shetland Arts Fund and to explore partnerships with other funders to develop its scope and impact. 11

Shetland Arts will work in partnership to add value and creativity to our work and the work of our partners wherever possible. 11

Shetland Arts will maximise openness and transparency in the way we work, from artistic decisions to the governance structures and decisions that shape that work. 11

Shetland Arts will promote the value of creativity because we believe that it will play a fundamental role in safeguarding Shetland’s future: economically; in terms of the Islands’ health and wellbeing; lifelong learning; cultural tourism and heritage; and new media development in the 21st century.

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Art enriches and transforms individuals, societies and cultures. A culture without art is one that has committed spiritual suicide. Art is part of our very make up as human beings and as such is not a luxury to be tagged on at the end. People turn to art for meaning, comfort and purpose in a world that has lost its way.

Paul Bloomer Painter

Art is the outward expression of a person creatively interpreting the world around them - culture, belief and life experience combine to create unique work from every individual. For me the work that I create reflects my Shetland identity and culture, my Christian beliefs and a love of the natural world. I find the process of designing and making furniture deeply rewarding, character building and fun, but not for the faint hearted.

Cecil Tait Furniture Designer
I’ve got this great idea...
An Arts Development Strategy for Shetland

Have you got a great idea for an arts project?

Shetland Arts has a dynamic approach to arts development. It is based on the belief that creative opportunity should be available to all and that an arts organisation should listen to the ideas of the community it serves, develop skills, and wherever possible, facilitate dreams, ideas and ambitions. As you’ve seen, we’re here to provide events and activities in all the art forms and we will continue to challenge and inspire in the work we do. But we want you to be a key voice in the shaping of our future plans.

Essentially, we think it’s about Shetland Arts being ready for ideas, and being able to respond and enable our community to participate in arts activity. We realise the need to be flexible and adaptive; to be driven by our community and its aspirations. It is our arts officers’ job to work with you to devise radical and exciting new activity.

Shetland Arts has an ideas box on its website. Suggestions for future arts activity can go straight from your keyboard to our planning meetings. It might not be your own project, but just something you’d like to see happen, or an artist you’d particularly like to see visit Shetland. Let us know, and we’ll get back to you.
This is how it works… Every fortnight, our arts officers meet to discuss ideas for future arts development. At these meetings our skilled team plans programmes of activity in all the art forms. If you have an idea for something you’d like to see happening or deliver yourself as part of this process, contact one of them and we guarantee that your idea will be discussed. You are welcome to come along to these meetings.

Sudden Opportunity?
Has your creative project run into trouble or have you just been offered an opportunity that’s too good to miss but somehow seems crowded with barriers? Contact us to set up a special meeting to discuss your situation. We’re here to help. We can’t always promise to be able to solve things but we are here to support artists and the creative community and we will do all we can. We do have an arts development process and a time frame which we work to but we completely understand that art doesn’t always work to processes. If you need help, and quickly, let us know. There might be something we can do or someone we know who can help.

We aim to make all our programming decisions as a team which often facilitates exciting cross-artform work. Our Trustees are invited to these meetings too. We need to ask ourselves all sorts of questions at this stage. How will the project be funded? When will it take place? What resources does it need? Is there anything else on at that time? Questions like these and many more are part of our planning process. The process is described in more detail in the plan on pages 22-23.

Shetland Arts Trustees have their own quarterly arts development meetings where they have an opportunity to discuss the artistic direction of the organisation and get involved in the planning. They’ll get to know about your idea at these meetings. Each Trustee has adopted an artform area and works closely with respective arts officers to gain an in-depth knowledge of the specific priorities, issues and challenges. Arts officers capture all ideas, wherever they come from, on what we call Origin Sheets, named after the origin stories that explain how comic book superheroes get their powers and motivations. Every idea is formally recorded and you have our promise that it will be considered for support, delivery and evaluation. It’s the LEAP model in action for the arts.

“LEAP (Learning Evaluation and Planning) is a framework designed to support the process of planned social change. It links the principles of participation; partnership; need led planning with the principles of outcome focused, integrated planning and evaluation.”
Scottish Community Development Centre. www.scdc.org.uk (2007)

At the heart of LEAP, and the development of any creative idea, is the process of continuous learning and experimentation. We will continue to take creative risks and learn from unintended discoveries. We use a counterpart to our Origin Sheets, the Echo Sheets, to record these evaluations.

If your idea can become part of our future plans we’ll work with you to create a process to make it happen, how to find funding, how the project may be delivered and evaluated, just as our arts officers do for our own ideas.
A creative project in action…
*Shetland Arts and the LEAP Model*

The diagram below shows how Shetland Arts has integrated its arts development strategy and the Scottish Arts Council Quality Framework into the LEAP cycle.

This new way of working is under regular review and will be adapted and refined over time. It illustrates how we measure our effectiveness at every step in an arts project or programme: from that first creative spark to a project’s completion.

The Scottish Arts Council will measure Shetland Arts’ success as a Foundation Organisation in the three key areas where quality is of paramount importance:

· the artistic leadership and vision that creates high quality programmes of work
· public engagement
· accountability – governance, finance, management and compliance.

**The Shetland Arts Fund**
Shetland Arts can also fund your projects directly and independently. We jointly administer the Shetland Arts Fund with Shetland Charitable Trust. Grants of up to £3,000 are available for groups and individuals. Contact us to find out more.

**Promise**

Shetland Arts will review and refine the Arts Development System to maximise community involvement and participation in the arts. 87

Shetland Arts will see projects and ideas right through, from the concept stage into the artistic process and beyond. 88

We will seek quality of delivery and fresh influences at all levels of the arts. 49

Shetland Arts will deliver quarterly programmes of quality arts activity which are accessible, responsive, and well promoted. 88

Shetland Arts will develop and promote equality of opportunity in our services, our employment practises and our artistic programme. 89

Shetland Arts will integrate education and life long learning into the very core of who we are, the work we do and the activities we promote. 12

Shetland Arts will use data from the Shetland Box Office to gain a greater understanding of our audiences and to shape our programming and marketing. 13

Shetland Arts will advocate the importance of culture in the sustainability of the Shetland Community. 24

Shetland Arts will seek to enable, empower and nurture our creative community. We will seek to support ideas whether they come from an individual, a group or the whole community. 14
Arts Development System: Step by Step

1
Got an idea?

The process begins with an idea, a research demand, an opportunity, an in-house project; from external needs analysis, or a check against Shetland Arts outcomes. It can be any of these. Simply put, it is the moment when a creative project takes life.

2
Contact us

Take your idea to Shetland Arts. This could be through the Ideas Box, direct contact with one of our officers or trustees, an email, a phone call, a response to an event. At this stage we will put you in touch with the right person and they will record your idea on one of our Origin Sheets: it’s then formally part of our development discussions.

3
A Place for Discussion

At an arts development meeting your Origin Sheet and your idea will be discussed by all our officers. It might even be that you are part of that meeting. Everything about the project will be judged against Shetland Arts’ aims, the aims of Shetland Charitable Trust and the Quality Framework of the Scottish Arts Council. It sounds complicated but it’s not: our officers know these processes well. There might also be discussion of your idea by our Board of Trustees, or through a Trustee’s comments at one of our meetings. If your project is unsuccessful at this stage one of our officers will meet with you to discuss how it could be reworked, or where alternative sources of support might be found.

4
Research and development

Work with our arts team, trustees and volunteers to research and plan how your idea can be developed into an event or project. This step is vital – it makes your idea ready to move forward.

5
Go?

There will be a last, thorough discussion of your idea at an arts development meeting. Is it a strong project? What will it achieve? Can we do it? How will it be resourced? If it’s a no, one of our officers will work with you to look again at your project and see how it can either be resubmitted or where additional or different support can be found. If it has got this far it won’t be abandoned! If it is successful at this stage, we go on.

6
Make it happen!

Meet with our arts development and events teams to discuss the practical organisation and delivery of your activity or event. At this stage, if appropriate, our Events and Venues Team will take over the production of the project. Your Arts Development Officer won’t disappear completely though and will meet regularly with you to see how things are progressing.

7
Event or Activity

The event or activity takes place. Shetland Arts’ Events and Venues Team will help you deliver the project and monitor its success.

8
How did it go?

At Shetland Arts we have to carefully evaluate every project we’re involved in. You’ll take part in an evaluation meeting with your Arts Development Officer, the Events and Venues Team and any stakeholders in the project, such as funders or partners. We use ‘Echo Sheets’ to record these evaluations.
For me the importance lies in the consistency of design and quality, and not losing the unique aspects of each Burra Bear, the main one being the face. Every expression is different which people have come to love, making every one an original. What could be better than having the freedom to create and express yourself through your work and be appreciated for it?

Wendy Inkster Craft Maker

I curated Screenplay, the Shetland Arts Film Festival and look forward to doing so again in the future.

The celebration of cinema is an essential part of the cultural life of Shetland, and I believe that all involved in Screenplay were very proud of the range of material, and the audience response.

Mark Kermode Broadcaster & Film Critic
**How do you light up an island?**

*Shetland Arts Events and Venues*

Shetland Arts has four venues that occupy a lot of our thinking… our Offices at Toll Clock Centre, The Garrison Theatre, Bonhoga Gallery and Mareel.

Promises

**Garrison Theatre:** Shetland Arts will, in consultation with the Shetland Community and external stakeholders, develop a 10 year plan for the venue which will include community use and involvement as well as building improvements, accessibility, and programming.

**Bonhoga Gallery:** Shetland Arts will, in consultation with the Shetland Community and external stakeholders, develop a 10 year plan for the venue which will include community use and involvement as well as building improvements, accessibility, and programming.

**Mareel:** Shetland Arts will seek to build local ownership and involvement in Mareel. We will work with local promoters and interested groups to ensure the venue is affordable, safe and thriving with activity. We will provide free wi-fi access and promote the venue as a gathering place for creatives to share ideas and develop work. We will support a balanced programme of music, film and educational activity.

Mareel isn’t built yet but we have already done a lot of thinking about how it will work: what will happen in the building itself and through outreach activity. Even more exciting, we’re thinking about how all our venues will co-operate with other venues and partnerships in Shetland and much further afield. After all, Shetland has a golden opportunity to use its unique location and culture to its advantage - particularly in a new digitised global economy.
The Shetland Arts Events and Venues Team works alongside our Arts Development Team.

Once a project has reached the stage of going on tour, exhibition, hitting the stage and turning on the lights, the Arts Development Team turns to our dedicated Events and Venues Team which makes sure things run smoothly, so that the audience and visitors have the best possible experience at a Shetland Arts supported event or activity.

Our Events and Venues Team delivers our arts activities to the highest possible standard for the maximum public accessibility and enjoyment. They take your tickets, look after your safety and comfort, light up the stage with technical wizardry. They put on the show.

Promises

**Places to Meet, Places to Think:** Shetland Arts will enable all its venues to be meeting places, workspaces, exhibition and presentation locations for Shetland’s creative community. Shetland Arts recognises the need for artists’ spaces and creative places to meet, share ideas and to network.

**Toll Clock Offices:** Shetland Arts will seek to improve access to its offices with the ambition that we develop a vibrant public facility for meetings, presentations and groups.

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The Bonhoga Gallery, which exhibits local, national and international art and craft, the Mill café and the Gallery Shop, are all housed within historic Weisdale Mill. Open all year round, plans are in place for this venue to be wi-fi enabled in 2008.

The Garrison Theatre, located in Lerwick’s old town, hosts a varied annual programme of community and professional shows, including live theatre, stand up comedy, concerts, pantomime, dance and film.
Music brings people together. My family are from Cornwall, I grew up in London, and here I am living in Edinburgh, working with the Scottish Chamber Orchestra. In 2007 we travelled to Shetland and it was the first time a professional orchestra had been to the islands in 15 years, so it was a very special occasion. I met a lady who had come out on the boat across from Fair Isle, with her young daughter, just to hear our concert! Isn’t that wonderful?

Rosenna East Scottish Chamber Orchestra Musician

Art can be seen to be pointless but with the spiritual basis - not religion as such, but the better side of people - it becomes a whole different thing. It brings about a sense of community, a sense of identity being established and re-worked and made contemporary with the times. Art is the way to modernise and also keep the traditional. It is a way to express the scientific, the morals, the problems, the way life is.

Diane Lees Artist
Let us know how you feel…
Have your say about the work of Shetland Arts.

In 2007 Shetland Arts piloted a small scale consultation process called Art Focus. People were invited to focus group meetings to discuss issues for the arts in Shetland.

Promises
Shetland Arts will develop an organisational health check and appraisal system informed by: Art Focus; consultation with all staff and volunteers; ideas and comments arising from the Arts Development Process and external sources such as SQA Quality framework and Investors in People. 31

Shetland Arts will seek to be connected to and be led by the community we serve. We will develop an annual consultation exercise (ArtFocus) and encourage year round feedback about our work, which we will share. 31

The Art Focus questions were also available as a download from our website, and are still up there.

We asked three questions:

How well do you think Shetland Arts supports artists and how can we increase the range and quality of our support?

Do you feel Shetland Arts creates a wide range of opportunities for participation in the arts and how can opportunities for participation in the arts be widened?

Do you think Shetland Arts works effectively and cooperatively to build a creative community and how can the organisation develop its work in this area?

This may have been limited in size and just a pilot programme but it was a new step and an important one. The responses were challenging and at times very critical about how we work. You asked us to: broaden our horizons and take on new ideas; make what we do more accessible; be inclusive and communicate better the opportunities we offer.

You found lots of positive things to say about our work, but great value from Art Focus will come through learning from the mistakes that you tell us about.

So, we’re going to keep asking these questions and questions like them every single year. All year round the Art Focus documents will be available from our website or from our office. It’s going to go from a small scale consultation to a complete means of assessing how we’re doing. The priorities you see in this document have been driven and informed by the meetings this year.

Art Focus will become Shetland Arts’ most important means of continuous public feedback. It is important to us that the Shetland community believes we serve it well. We’re already responding to the 2007 findings - you’re reading the results!

Let us know how you feel. www.shetlandarts.org

www.shetlandarts.org

Shetland Arts A Hansel for Art

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Shetland Arts A Hansel for Art
Volunteering in the arts. In 2007 Shetland Arts launched a volunteering policy. It was an ambitious and new initiative. Volunteers change our way of thinking; they challenge our perceptions and processes. They offer a wealth of experience and passion and enthusiasm for the arts by getting involved in what we do.

Volunteers make a real difference. We have a volunteer Trustee Board which provides a strategic overview and governance. We are now on a journey to enable volunteers young and old to take an active part in shaping Shetland Arts at all levels of our work and organisation.

People volunteer for a whole range of reasons: for fun; to meet new people and socialise; to try out new things. Our new volunteering initiative gives us the opportunity to value this gift of time with expenses like child care or travel and a dedicated volunteering role profile. This can help some people back into work; help people to make career decisions; give people routes into employment; enable people to be involved. We can act as referees and CVs can be built with new and different skills and experiences. We can also help fund volunteer training opportunities.

A lot of us came into working in the arts as volunteers in some way or another and Shetland Arts has a tradition of keen volunteering and enjoyment. This new initiative is designed to add extra value to that and to help people along their greatly varying life paths which lead to volunteering and beyond.

Contact us for a volunteering pack.

Promises

Shetland Arts will seek to maximise the involvement of volunteers in the development of the arts in Shetland and ensure our volunteers enjoy a rewarding and valuable experience. 23

Shetland Arts will seek opportunities to add value to the Volunteering Policy by exploring partnerships with national and international volunteering initiatives. 24
**Are you creative?** Shetland Arts is in the process of building a Creative List of people in Shetland.

Are you a musician or a photographer? A poet or a sculptor? A screenwriter or a film-maker? A painter or an actor? A dancer or a singer? A director or a playwright? A designer or a novelist? A craft maker or a choreographer?

Are you **creative** in any way?

We want to know how many of you there are out there and who you are, in case an opportunity comes our way that suits you. It might be a commission, a performance or even a job possibility. We’re building a dedicated database of all Shetland’s creatives. But to be included on it, we need you to get in touch.

In the first instance it could just be your name and contact details and the fields you work in but we’re also building a Creative List library in our offices at the Toll Clock.

If you want to, you can submit a DVD portfolio, a music demo, a manuscript, some slides, sample designs or prototypes. Indeed, any relevant supporting material can be stored and catalogued there.

We want to be a shop window for as many Shetland artists as we can. We want to know about you so we can tell other people about you.

For more information: creativelist@shetlandarts.org
Restlessly carving the shore, or lying quiet and deep, blacker than night or full of the sun and sparkling. It’s in the air we breathe, an endless horizon, the sound-track. We all live on dry land but the sea is everywhere, that’s how I feel about art. There’s no one thing to say about the unfathomable but if sometimes, among the new things made from nodes or paint, wood or words, something stands out, then maybe we can see better for a moment.

Lise Sinclair  Writer & Musician

There are so many reasons to write: from the noble exchange of ideas to extracting bloody vengeance without the worry of arrest! But at the end of the day, when you’ve got home from work, from the office, the craft, the fish farm, the ferry, or the factory, what better way to ease the pressure in your head than lose yourself in someone else’s world or create your own?

Matthew Wright  Writer
The Creative Industries: Shetland Arts believes that the creative industries will be one of the key areas of economic growth this century. It is of vital importance that a small community like Shetland strives to be a world leader in this area. That’s why we have identified the Creative Industries as a Hansel Priority for 2008/2010.

“…those activities which have their origin in individual creativity, skill and talent and which have a potential for wealth and job creation through the generation and exploitation of intellectual property”

Department of Culture, Media and Sport

“There are two aspects to cultural products. Physically, they are usually simple: a reel of film, a CD, a computer disk, a sheet of printed paper. But their value lies in their content, in their meaning, or what they represent. The content could be a film, a story, a photograph, a game or a pop song, and it might be entertaining or persuasive or informative or attractive. It is this information that has value, not the physical object that carries it.”

Creative Clusters (2007)
www.creativeclusters.com

Promises

Shetland Arts will promote Shetland as a creative place with global recognition of its creative industry sector and we will support the development of that industry sector and the relocation of creative industries to Shetland. 25

Through our partnership in the Shetland Creative Industries Unit, Shetland Arts will work to deliver a 10 year plan for the development of creative industry and its supporting infrastructure. 27

Shetland Arts will ensure Mareel fulfils its role as a creative hub. We will work with the creative industry sector to develop spaces and places across Shetland to support people working in that sector. 46
In 2004 the United Nations revealed that creative industries account for:

- 7% of global GDP and will expand globally at a rate of
- 10% a year. In the UK, KPMG predicts
- 46% employment growth and some
- 136% output growth in the creative industries between 1995 and 2015.

Shetland Arts will spend more of our resources and time to promote and support creative people and creative industry in Shetland over the next two years.

Shetland has a chance to exploit its unique place in a connected digital world that makes us more accessible than ever before.

Shetland must not miss this boat.

So much of the environment of creative industry is suited to our islands: the tendency for creative industry to thrive in small clusters; to utilise digital communication technology; to exploit the particular strengths of a community and its identity. As other sources of income may fall away, we will need our creative industries and we will need to keep and attract creative talent.

“Mareel is a flagship development for the creative sector in Shetland and its symbolic value can not be underestimated. It will provide valuable resources for the sector... and will be a critical focal point for creative people across the region and beyond”.

EKOS Consultants, 2008

It is not the case that success in creative industry springs from a standing start. Tomorrow’s film makers, video game designers, craft artists, publishers, technicians will need a community that prizes their abilities and provides the infrastructure and the opportunity for them to grow into creative achievement and business success.

Shetland Arts knows that Shetland artists live in a global market. We’re here to support them and promote what they do.


Charlie Tims and Shelagh Wright, Demos, 2007
## Shetland Arts Contacts

### Shetland Arts  
**Development Agency**

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### Trustees

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- **Johan Adamson**  
- **Leslie Angus**  
- **Joanne Jamieson**  
- **James Johnston**  
- **Alan Murdoch**  
- **Willie Shannon**  
- **James Sinclair**  
- **George Smith**

### Volunteers

- We enjoy the support and involvement of a team of active volunteers who make a vital contribution to what we do.

### Administration and Finance Team

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### Shetland Arts also employs a range of part-time staff in all its venues:

- Bonhoga Gallery, Mill Café and the Garrison Theatre.
Acknowledgements

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Shetland Youth Theatre production of Red Sky by Bryony Lavery performed as part of the NT Connections Festival 2007. Opened at Scalloway Woollen Mill and toured to: Garrison Theatre, Lerwick; Royal Lyceum, Edinburgh and to the NT Olivier Theatre, London. Photo Pete Glanville.

Page 18
Experimental textile work by artist Andrea Williamson. Developed during a Shetland Faroe collaboration ‘Sheep Seydur’ in 2007.

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Please note: A Hansel for Art is a living, evolving approach to our work. We seek to learn from this and adapt it over time.

The contacts, trustees and their respective roles may change and were correct at the time of going to print.

Creative, confident, connected ~ art changes lives
Shetland Arts Development Agency

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This book can be made available in other print formats on request.

*Hansel: ‘a gift to commemorate an inaugural occasion, the launching of a new boat, birth of a child, a new home, new enterprise.’

John J. Graham – The Shetland Dictionary

Shetland Arts

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