



# Strategy

## INTRODUCTION

Culture is key to an understanding of who we are as a people, informing the ways that we relate to each other within our communities and to how our image is projected internationally and in taking our culture forward. A rich cultural offering makes the Isle of Man a more attractive place to live; a vibrant and dynamic living culture shows how we as a nation choose to define our world. An exploration of the stories and images that shape a strong and inclusive sense of belonging is at the heart of the work of Culture Vannin.

## PROMOTING MANX CULTURAL IDENTITY IN THE AREAS OF:

- Art
- Crafts
- Dance
- Ecology
- Folklore
- History
- Language
- Literature
- Music

## THROUGH

- Communication
  - Exploring a broad spectrum of traditional and multi-media publishing and broadcasting in order to promote Manx culture as widely as possible.
- Community activity
  - Promoting our work throughout the community, organising events and workshops.
- Creativity and innovation
  - Putting creativity at the heart of our work through commissions, collaborations and innovative thinking.
- Education
  - Developing educational resources for all ages to inspire lifelong learning and discovery.
- Funding
  - Providing funding for a wide range of projects connected to the Island and its people.
- Partnership
  - Working with societies, individuals and government departments within the Isle of Man.
- Recording
  - Making a record of our changing Island and its communities through photography, film, oral history recordings, etc.
- Research
  - Identifying and developing research opportunities in order to deepen understanding.

## POLICY

- Economic Impact
  - Promoting a vibrant, inclusive national identity for the Isle of Man in order to distinguish ourselves from international competitors.
  - Recognising the importance of a strong cultural identity to the Manx economy in sending out a confident message of a creative, innovative and proud Island nation.

- Providing opportunities for residents and visitors to experience cultural activities on Island, encouraging spend within the Manx economy.
  - Attracting visitors and business by connecting people to our culture.
  - Investing in our youth by developing a strong sense of cultural identity, encouraging retention as an adult workforce.
  - Nurturing the development of professional cultural practitioners.
  - Contributing to the developing creative industries.
  - Embracing appropriate commercial opportunities, seeking additional funding from sources outside of the public sector.
- Cultural Impact
    - Engendering a sense of cultural identity.
    - Creating opportunities for people to experience Manx culture; offering ways to connect with our unique identity.
    - Assisting our communities to develop a contemporary Manx culture.
    - Promoting a sense of belonging.
    - Establishing a cultural centre in order to raise profile and to develop and increase connections with Manx and visitor economies.
  - Environmental Impact
    - Raising awareness of our built and natural environment.
    - Documenting the changing nature of our built and natural environment.
    - Promoting a positive attitude towards the conservation of our built and natural environment.
    - Promoting the Island's biodiversity.
  - Quality of Life
    - Sharing, developing and promoting our culture, making the Isle of Man a better place to live and grow up.
    - Contributing to a well-rounded and confident society by developing happy, connected individuals and communities.
    - Sharing an understanding of our Island story with everyone, everywhere.
    - Encouraging participation in communities and their cultural life.
    - Ensuring a strong living culture for future generations.
  - Good Governance
 

Acting in accordance with the Nolan Seven Principles of Public Life and the IOM Government's Corporate Governance Principles and Code of Conduct, with focus on:

    - Transparency
    - Flexibility
    - Financial accountability.
    - Annual external audit and publication of annual accounts.
    - Appointment of board, role, responsibilities etc. as per Statutory Board Act.
    - Representatives nominated by IOM Arts Council and Manx National Heritage.
    - Clear funding process with application forms and deadlines published online.
    - Financial practices as set out in the IOM Statement of Recommended Practice 2007.
    - Systems of internal control and annual review thereof.
    - Policy documents for general and development work.
    - Increasing cooperation with other organisations.