



PROMOTE | SUPPORT | INSPIRE

A PLAN FOR THE ARTS





A PLAN FOR THE ARTS

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A PLAN FOR THE ARTS

PART 1 – OVERVIEW

1. Summary

- 1.1 The Guernsey Arts Commission (GAC) is pleased to present its Plan for the Arts; an overarching plan to cover the development of all forms of visual and performing arts through to 2030, including a more detailed three year plan to cover the initial period of 2022 to 2024. The first version of this Plan was presented to the Committee for Education, Sport & Culture (ESC) in May 2021. While awaiting feedback from ESC GAC has progressed with the Plan within the resources currently available. This revised version of the Plan reflects progress to date and resets its objectives for the next three years. It is being presented to ESC with a view to endorsement by that Committee.
- 1.2 GAC recognises that the needs of the Arts will evolve over time. Accordingly, the Plan will be reviewed in 2024 and on a rolling three year basis. The individual Action Plans form the basis of the Board's key performance indicators (KPIs) and will be a standing item on the Board's agenda. In this way the Board will ensure that the Plan remains on track.

90% of Guernsey residents surveyed say that access to the Arts is good for health

- 1.3 This Plan builds upon the work of the Arts Strategy Working Group, which was established in December 2017 and which presented its report in February 2019. That report set out six principal objectives for GAC:
- secure sufficient and sustainable funding for the arts;
 - ensure that everyone has the opportunity to be creative, regardless of their age or background;

- attract the widest possible audience for the arts, including audiences overseas, helping to boost the economy, and support tourism;
- help deliver all forms of art by connecting artists, arts organisations, and businesses;
- improve facilities and resources for the arts, and to support artists in their creative endeavours;
- ensure strong leadership for the arts and ensure that sector participants and stakeholders have a voice.

GAC endorses these objectives and is grateful for the work of the Arts Strategy Working Group in providing this focus.

- 1.4 The Arts Strategy Working Group, following the strengthening of the GAC Board, has completed its work and been dissolved. It is now GAC's responsibility to complete the translation of the report into a working arts plan for the community.
- 1.5 The GAC Board has developed Action Plans to take forward those key actions. These objectives have been restated as follows as the "Creative Six" which support several aspects of the Government Work Plan. They link to the Action Plans which are summarised at the end of Part 1 and set out more fully in Part 2.

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**
-

- 1.6 GAC recognises the importance of the Arts in all its forms. Creativity leads to a vibrant cultural community with many health and well-being benefits.¹ It is an economic enabler within Guernsey and beyond.

¹ The Value of Arts and Culture to People and Society – an evidence review
https://www.artscouncil.org.uk/sites/default/files/download-file/Value_arts_culture_evidence_review.pdf

The Plan for the Arts envisages a substantial increase in investment in the Arts with its attendant economic benefits

- 1.7 With its modest States funding, together with private sector donations, GAC 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. But GAC could do more with further support from the States of Guernsey and by developing other sustainable funding sources. This Plan sets out not only what GAC can achieve within its current resources but what more it intends to do given additional support. Detailed costings are included as Appendix 1 of this Plan. Some of the events supported by GAC in 2019 (the last year of normal activity prior to Covid related Lockdowns) are summarised in Appendix 3.

At present Guernsey Arts is only able to fund 35% of quality applications, and at a lower level than each need

- 1.8 Nine detailed Action Plans set out how GAC intends to deliver on the ambitions set out in the Creative Six and the details are set out in Part 2 of this plan:

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

The individual Action Plans will continue to benefit the community and aim to create a substantial uplift in support and deliverables.

- 1.9 Five of these Plans can broadly be delivered within the existing resources available to GAC but for four of the Plans we will require a significant increase in resources as follows:

1.9.1 Completion of the Digital Plan

Driver

- Intended to drive engagement and effective access to the Arts in Guernsey for the benefit of the local community and the visitor economy. Phase 1 of the Digital Plan is now complete as the new website has been launched.² As a result, the digital strategy is already demonstrating its value. Social media engagement has increased by more than 100% and total digital engagement (inclusive of the website) has increased by more than 250%, compared with the situation prior to the Phase 1 activity. In particular, the website is now bedding down well as a reference destination. There are more than 100 organic users per day as well as attracting new users from outside Guernsey.

Forecast³

- An initial injection of £20,000;
- Employment of a dedicated full time Digital Development Officer.

The plan envisages a substantial increase in digital support for the Arts, public art, community arts, and the perception of Guernsey as a cultural destination

1.9.2 Delivery of increased Promotion and Community Engagement

Driver

- Community has been at the heart of GAC's work during the pandemic and the importance of the Arts to the health and wellbeing of islanders, has been clear. GAC aims to continue to offer support for the schemes already in place and be in a position to encourage and support new community initiatives.

Forecast

- Annual funding of £40,000;
- Employment of a dedicated Community Arts Development Officer (including a public art role).

² <https://arts.gg/>

³ Further details are provided in Appendix 1

Guernsey Arts...project has lifted everyone's spirits during Lockdown

Guernsey Adult Literary Service

1.9.3 Increase Public Art installations

Driver

- Public art installations such as sculptures and murals provide focal points and increase the attractiveness of the Bailiwick, for residents and visitors alike.

Forecast

- Ongoing funding provided by a Percent for Art initiative;
- Annual funding of £25,000;
- Additional resources provided through Community Arts Development Officer.

Access to culture is the 4th most important aspect in assessing a possible move to a new location

1.9.4 Growth of the Bailiwick's Festival Scene

Driver

- The Bailiwick's festival scene is strong and continuing to grow. It has already proved to provide a positive impact for the local community and the cultural visitor economy.

Forecast

- Additional annual funding of £50,000.

The economic multiplier for Festivals in Guernsey is 6.8x and for Arts Sunday is 10x

1.9.5 Meeting Future Funding Needs

Driver

- Additional resources will be needed to secure the additional funding needed to deliver the Plan for the Arts.

Forecast

- Employment of a Funding Development Officer

- 1.10 Although, during the development of this plan GAC 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.**

States funding for the Arts has reduced over the last 10 years. In the UK state funding for the Arts Council as a percentage of GDP is 10x higher than in Guernsey.

- 1.11 GAC strongly advocates the further development of arts hubs to facilitate creativity, community engagement, and economic outcomes from all art forms. This should include developing our existing facilities for music and performance art, and longer term should include consideration of a dedicated arts hub (or hubs) orientated towards significant temporary and permanent exhibitions, heritage (for example, Victor Hugo), iconic Art, as well as local art.
- 1.12 We look forward to presenting this updated Plan to the Committee for Education, Sport and Culture and to other interested stakeholders.



2. Background

- 2.1 GAC was formed in 2008 on the recommendation of the Culture & Leisure Department of the States of Guernsey. It was set up as a charitable organisation to act as a strong, identifiable voice for the arts sector and to promote the value, relevance, and importance of the arts.
- 2.2 Oversight is now provided by the Committee for Education, Sports & Culture ('the ESC'). At the time of writing the ESC covers administration costs, the provision of a gallery at the Candie Museum, and a Funding Grant of £50,000 per annum. An Events Grant is also provided by the Committee for Economic Development ('ED'). In 2022 this amounted to £28,375.
- 2.3 GAC is managed by a small team led by the Head of Arts Development, a States of Guernsey civil service appointment, on permanent secondment to GAC.
- 2.4 The Arts Strategy Working Group ('ASWG') was established in December 2017 following cuts in States funding which raised concerns about the health and sustainability of Guernsey's arts sector. This Group's membership included representatives of GAC, ESC, Art for Guernsey and the Guernsey Community Foundation. The ASWG Report "A New Vision for the Arts", was published in February 2019.
- 2.5 The ASWG Report set out six principal objectives for GAC -
- To secure sufficient and sustainable funding for the arts;
 - To ensure that everyone has the opportunity to be creative, regardless of their age or background;
 - To attract the widest possible audience for the arts, including audiences overseas, helping to boost the economy and support tourism;
 - To help deliver all forms of art by connecting artists, arts organisations and businesses;
 - To improve facilities and resources for the arts, and to support artists in their creative endeavours;
 - To ensure strong leadership for the arts and ensure that sector participants and stakeholders have a voice.
- 2.6 The ASWG Report was endorsed by the ESC and an Arts Strategy Implementation Group⁴ was created to make the Vision of the Arts a reality. The first step was to strengthen the governance structures within GAC and, following a selection process, six new GAC board members were appointed in December 2019 joining the four already in place.

⁴ The Arts Strategy Implementation Group was made up of representatives from GAC, ESC, Art for Guernsey, GCF, and the arts sector.

- 2.7 The GAC Board developed a new governance structure during 2020. In line with States policies, GAC is now independent of the States, while the States maintains appropriate oversight through a Service Level Agreement.
- 2.8 The legal structure of GAC (which is set up as a company limited by guarantee) has also been updated to reflect the provisions of the Companies (Guernsey) Law, 2008, and the anticipated requirements of the proposed changes to the laws governing charities. As a result the Memorandum of Incorporation has been updated and new Articles of Incorporation have been adopted.
- 2.9 Following the improvements in the governance structure, the ASWG has now concluded its work, transferring the remaining implementation of the arts strategy to GAC.
- 2.10 The GAC Board has reviewed the arts strategy, set out in the ASWG Report, and has developed Action Plans to take forward key actions. These are all based on the principal objectives of the ASWG Report (see paragraph 2.5 above). Those objectives have been restated as the “Creative Six”. These link to the Action Plans which are set out in Part 2.
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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**
-

- 2.11 From these core objectives, GAC has developed its Plan for the Arts. This Plan sets out GAC’s vision for the period to 2030 and includes a more detailed three year plan to cover the initial period 2022 to 2024. The first version of this Plan was presented to the Committee for Education, Sport & Culture (ESC) in May 2021. While awaiting feedback from ESC GAC has progressed with the Plan within the resources currently available. This revised version of the Plan reflects progress to date and resets its objectives for the next three years. It is being presented to ESC with a view to endorsement by that Committee.

- 2.12 GAC recognises that the needs of the Arts will develop over time. The Plan will be reviewed in 2024 and on a rolling three year basis, recognising the need for flexibility. Within the individual Action Plans, the priority actions are detailed, together with the further actions which will be updated in accordance with the periodic reviews.



3. Plan for the Arts Overview

3.1 Give leadership for the Arts and encourage stakeholder participation

- 3.1.1 Key to the ability to provide effective leadership to the Arts has been the recruitment of a strengthened GAC Board. Since the new Board members were recruited, at the end of 2019, the Board has been focussing on four key issues.

Issue 1 - Governance

- 3.1.2 The governance structure has been updated (see paragraph 2.8). This has included the implementation of a governance review programme to ensure that governance remains appropriate and is being driven by the Governance Plan (Part 2A).

Issue 2 – Image

- 3.1.3 The image of the Guernsey Arts Commission needed a refresh in order to connect with the community. Its vision and values needed to be stated more clearly. As a result, while retaining its legal name of the Guernsey Arts Commission, the Board has decided to rebrand as “Guernsey Arts” and to describe its board members as “directors” rather than “commissioners”.

- 3.1.4 Guernsey Arts has adopted a new tagline:

Promote | Support | Inspire

This clearly sets out its ambitions. Its 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.

Issue 3 – Digital Strategy

- 3.1.5 A Digital Strategy, driven by an engaging website⁵, is essential to promote the Arts both within Guernsey and beyond. The impact of the Coronavirus restrictions on everyday activity in 2020/21 has made it clear that there is a rapidly increasing dependence on digital media, including social media, which can only be met through a Digital Strategy. This is being driven by the Digital Plan (Part 2B).

Issue 4 - Community

- 3.1.6 The Board recognised that it was essential to continue to engage the community in its “business as usual” activities in a year that was far from usual. This included reactivating events following the 2020 Lockdown - Arts Sunday, Art on the Beach, the Candie Summer Concerts, the Guernsey Arts Open Exhibition, and the Community Arts Festival. It continued to support many other local events - Vale Earth Fair, the Guernsey Pride Festival, Proms on the Wicket and many more. This continues to be driven by the Community Engagement Plan (Part 2C).
- 3.1.7 The Board recognises that there is more to be done to engage with the community. That will be a priority, going forward, with the publication of this Plan and the launch of the new Guernsey Arts website.

3.2 Provide everyone with the opportunity to be creative

The Arts should be fully inclusive and available to all

Key Objective of Guernsey Arts

- 3.2.1 There is strong evidence that participation in the Arts encourages social and community engagement and increases volunteering across society⁶. Participation in the Arts reduces social exclusion and isolation and makes communities feel safer and stronger. The key objective of GAC is that the Arts should be fully inclusive and available to all.
- 3.2.2 All Action Plans link to the objective of inclusivity and accessibility and build upon the existing activities of GAC.

⁵ <https://arts.gg/>

⁶ The Value of Arts and Culture to People and Society – an evidence review

https://www.artscouncil.org.uk/sites/default/files/download-file/Value_arts_culture_evidence_review.pdf

- 3.2.3 For several years GAC has engaged with the whole community through its own signature events - Arts Sunday, Arts on the Beach, and the Guernsey Community Arts Festival - as well as holding art exhibitions in the Greenhouse Gallery and, more recently, the George Crossan Gallery. GAC has also run an outreach programme for children at Les Genats estate since 2010. The aim of this Plan is to ensure the continuity of these events and activities and to supplement them with new projects.
- 3.2.3 Through the Community Engagement Plan, GAC will engage with the whole community to encourage involvement with the Arts. GAC will engage with the Committee for Education, Sport and Culture and the Committee for Health & Social Care to further develop the Arts within the education and health sectors.

3.3 Connect artists, arts organisations and businesses

- 3.3.1 GAC has identified the creation of a Digital Strategy, driven by an engaging website, as a key means to connect artists, arts organisations, and businesses. Currently, the digital resources used are often fragmented and underfunded so that individual events, venues, artists, and genres may not be receiving the exposure that they could or should.
- 3.3.2 Through the Digital Plan, GAC has developed a high quality website that promotes venues, events, festivals, artists, exhibitions, workshops and more. It showcases artistic creativity across the whole range of artistic endeavour in Guernsey and includes an easily accessible calendar of events which is intended to become the “go to” place for the latest on the Guernsey arts scene.
- 3.3.3 The website is supported by a range of social media to drive engagement and effective access, both in Guernsey and across the globe, promoting Guernsey as a cultural destination.
- 3.3.4 The website is a platform for promoting fundraising opportunities and connecting businesses and artists.
- 3.3.5 GAC will assist in promoting arts events and engagement through all media communications, including GNET Radio, whose launch and ongoing operations has been supported by GAC.
- 3.3.6 Through the Creative Industries Plan (Part 2E) GAC is planning to work with the Creative Industries Forum⁷ to support and promote creative industries in Guernsey⁸. This is intended to extend opportunities for those working in the creative industries, or wishing to pursue a career there, to work with global clients and on international campaigns.

⁷ A non-profit organisation in Guernsey which promotes the development of the creative industries.

⁸ For example, architecture, publishing, film making, design, advertising, and marketing.

3.4 Attract a wider audience for the Arts

- 3.4.1 Guernsey has a vibrant community in music, performance art, and visual arts, but this is not always well recognised because of a lack of public presence. To encourage artists and to make events and exhibitions worthwhile it is important to attract a wider audience for the Arts.
- 3.4.2 The Digital Plan being developed by the GAC is intended to address this aspect, within the Bailiwick of Guernsey, but more is needed to promote the vibrant arts scene to those outside the Bailiwick. This is being addressed through the Cultural Visitor Plan (Part 2F).
- 3.4.3 GAC proposes to work in partnership with Visit Guernsey (or any successor body) and Locate Guernsey to promote the value of the Arts in Guernsey. A well-defined cultural scene, coupled with a vibrant arts scene are recognised attractions for those contemplating a visit to Guernsey – either for a holiday or longer term. GAC's intention is that the website will be central to advertising campaigns; acting as the cultural “shop window” for Guernsey.
- 3.4.4 A particular strength of Guernsey lies in its range of high quality festivals held throughout the year. Not only do these include a great variety of community engagement but they enhance Guernsey's cultural offerings, attracting a wider audience for the Arts. GAC plans to build upon this success within its Festivals Plan (Part 2G).
- 3.4.5 In addition, through the Public Arts Plan (Part 2D) GAC intends both to promote existing art installations and to encourage more public art in order to regenerate areas of St Peter Port and elsewhere within the Bailiwick. This will include art trails to encourage the appreciation of public art by residents and visitors alike. It will also include promotion of a “Percent for Art” plan in development projects in order to enhance buildings and public spaces for the benefit of the whole community and to enhance the attractiveness of Guernsey as a visitor experience. An outline of such a plan is included in Appendix 2.

3.5 Improve facilities and resources for the Arts

- 3.5.1 A recurring theme, in relation to the Arts, is the need for an arts centre for the arts community. Such a ‘hub’ might incorporate a space which could show-case top tier exhibitions and performances from local and international artists. This ambition continues to be developed, and could be covered by the development of one new venue or could be based on the development of a number of existing venues.

- 3.5.2 The Arts Facilities Plan will set out what can be achieved within the existing physical resources and suggests what could be achieved with further resources for a bespoke arts centre (Part 2H).
- 3.5.3 In the medium term there may be States-owned buildings which could be used for this purpose. For example, the Eastern Seaboard Development Project would be greatly enhanced by the inclusion of an arts centre.
- 3.5.4 In the meantime, GAC will encourage the optimisation of the use of existing assets such as Beau Sejour, the Greenhouse Gallery, the Princess Royal Centre for the Performing Arts, and St James. These facilities, owned by the States of Guernsey, may be in need of further support in order to maintain and improve facilities, but that is beyond the scope of this document.

3.6 Secure increased and sustainable funding for the Arts

- 3.6.1 In the UK the Arts Council receives around 0.05% of GDP in revenue but in Guernsey grants from the States are significantly less. Moreover, there is limited security for the funding which is received, as was demonstrated when the grant funding was reduced without notice in 2017⁹.
- 3.6.2 Much of the States funding, as a matter of States policy, is applied to support Festivals. As a result the main activities of GAC, such as Arts Sunday, have to be funded by voluntary donations. This means there is no security to ensure that such community events can continue to be held.
- 3.6.2 There is now a Service Level Agreement in place between GAC and the ESC, though none, as yet, between GAC and ED.
- 3.6.3 The Service Level Agreement with the ESC covers a five year period to 31st December 2024, though the level of grant funding may be varied with not less than six months' notice. The grant funding from ED is awarded annually and may be reduced or removed without notice. As a result, we are unable to commit to the longer term grant awards that some festival organisers require. In order to secure sustainable funding for this Plan GAC intends to seek an appropriate Service Level Agreement with ED also.
- 3.6.4 States funding is necessary for the GAC to continue to deliver its current services but it does not go far enough. Typically only 35% of the grants requested can be provided within the available resources¹⁰. Since there is an annual shortfall, further finances have to be sourced in order to ensure the delivery of all its current services, let alone the broader range of services which the GAC aims to provide under this Plan.

⁹ That decision was subsequently partially reversed.

¹⁰ Based on applications for grants and grants awarded in 2019.

The Festivals supported by States funding have a substantial economic multiplier within the Guernsey economy. For example, in 2019 States funding of the 9 events supported by the ED grant generated £2.38 of private sponsorship for each £1 of States funding, and total income for the Guernsey economy of £6.82. They attracted total audiences of almost 40,000 (including nearly 5,000 visitors) and involved over 500 local artists.

- 3.6.5 Projections of current private grant funding and general fund raising indicates a significant shortfall in GAC's current financial position with regards to this Plan – especially in the context of longer term, permanent projects; the very projects which will provide the greatest benefits to Guernsey. GAC is in the fortunate position of having received several privately sourced grants and donations which it has been able to utilise to fulfil its current plans. However, funding will need to be increased and fund raising activities will have to be expanded to deliver more services. This is considered in the Funding Plan (Part 2I).
- 3.6.6 **The existing funding will not be sufficient to deliver all elements of this Plan for the Arts.** Further details of the resources required are set out in Part 1.7. What we have identified are additional resource requirements and are not intended to reflect a redistribution of funding for existing established projects or the reduction of fees at States owned facilities.



4. Action Plans and Required Resources

- 4.1 Guernsey has a great level of the Arts in the public arena, a high proportion of which are delivered as individual events by a proliferation of organising groups. The depth of artistic endeavour and talent is very positive for our society, economy, and external perceptions of the Bailiwick. In the UK, the Arts Council has written a seminal report confirming the value of the Arts and Culture.¹¹
- 4.2 The proliferation of organising, creating, and performing groups is a credit to Guernsey and is actively encouraged by GAC through funding and other resource support. However, despite the richness of artistic talent and output, there are several challenges to optimising its impact on our society and Island visitors -
- High fragmentation means that marketing and engagement may be less than it could be. Appendix 5 summarises some of the main organising groups in performance art, classical and contemporary music, and the visual arts, including over 80 organising groups and events;
 - Organisation fragmentation means that the venues are not optimised to support the Islands' needs in the Arts, taken as a whole;
 - Arts are centred around specific events at particular times and so have limited continuous presence in our public spaces and community areas.
- 4.3 Guernsey would benefit from having more cross pollination in the Arts, engagement of artists to deliver their creativity and encourage it in others, and arrangement of art and artist led events in public spaces. Contained in Part 2 of the detailed action plans are key additional resource requirements to bring this about.
- 4.4 The “Creative Six” are accordingly driven by nine detailed Action Plans:
- Governance Plan**
 - Digital Plan**
 - Community Engagement Plan**
 - Public Arts Plan**
 - Creative Industries Plan**
 - Cultural Visitor Plan**
 - Festivals Plan**
 - Art Facilities Plan**
 - Funding Plan**
- 4.5 Each Plan is intended to set out what GAC aims to achieve in two phases. The first phase sets out what is being achieved initially, within resources which are already available. The second phase sets out the next stages, including the additional resources needed to deliver the remainder of the Plan.

¹¹ The Value of Arts and Culture to People and Society – an evidence review
https://www.artscouncil.org.uk/sites/default/files/download-file/Value_arts_culture_evidence_review.pdf

Governance Plan

- 4.6 The Plan for the Arts highlighted the need for a robust governance structure for GAC. Priority was given to implementing updated governance arrangements and the Governance Plan (Part 2A) is now complete. The governance structure includes an annual review process to ensure that emerging best practice principles are incorporated.

Digital Plan

- 4.7 A key priority identified was the need to create a high quality website displaying every aspect of the Arts in a way that is engaging and creative – a website worthy of a vibrant artistic community. This is a key part of the Digital Plan (Part 2B). Its creation has been funded by a donation from the Guernsey Community Foundation. There will be a need for additional funding in order to continue to curate the content and to finance additional phases of its development.

This is anticipated to require an additional £20,000 at the Phase 2 stage and the creation of a permanent position for a digital development officer.¹²

Community Engagement Plan

- 4.8 This Plan (Part 2C) continues work started by the previous board, with GAC already engaging with States Members and relevant States Committees. Engagement with event organisers and the broader artistic community has continued, enabling the board to assess the need for ongoing support and involvement. Priorities for 2022 include –
- engagement with the Committee for Education, Sport and Culture in order to work collaboratively with education professionals to further develop the Arts in education;
 - engagement with the Committee for Health & Social Care Culture in order to work collaboratively with health professionals to further develop the Arts within the health system.

To develop the Arts in all its forms, within the community and in public spaces, will require additional resources of £40,000 per annum both to fund artists and performers and for the cost of mounting performances and exhibitions, together with the appointment of a community arts development officer.

Community Engagement

During the 2020 and 2021 Lockdowns, art packs were provided to care homes and institutions to provide support and engagement.

¹² Further details are included in Appendix 1

Public Arts Plan

4.9 Public art has the potential to energise the beauty of Guernsey and St Peter Port in particular and the Public Arts Plan (Part 2D) has identified three key priorities –

- the establishment of an arts walk to link existing arts installations and points of interest (a “green line”) for the benefit of residents and visitors alike;
- supporting the creation of new art installations both in existing sites (e.g. an art street) and in new developments (e.g. the Eastern Seaboard);
- investigating long term funding of art projects through a Percent for Art plan. This would require an update to current planning guidance and GAC will be engaging with the Development & Planning Authority to request that this be considered. Further details are included as Appendix 2.

Creative Industries Plan

4.10 GAC is supportive of the creative industries in Guernsey. These service industries support the Guernsey economy and provide career opportunities. GAC supported the establishment of Creative Industries Guernsey LBG (CIG) and will continue to provide support to the creative industries. The Creative Industries Plan (Part 2E) is based around supporting creative industries and other professional performers and artists.

Cultural Visitor Plan

4.11 GAC recognises that cultural tourism is one of the largest and fastest-growing global tourism markets. The Cultural Visitor Plan (Part 2F) is intended to promote our cultural tourism offering, enabling all visitors to appreciate and engage with the wide range of artistic and cultural activities across the islands. Equally, Guernsey’s artistic community can benefit from an increase in visiting international artists performing and exhibiting within the Bailiwick. This is an intrinsic aspect of the “Inspire” part of our new strapline of Support, Promote, Inspire, since visiting international artists can provide inspiration to aspiring local artists. While initial activity can be provided within existing resources, the development of cultural tourism relies upon the additional resources set out within the other plans.

Festivals Plan

4.12 Over the past ten years the festival scene across the Bailiwick has developed dramatically. The Festivals Plan (Part 2G) aims to enhance local cultural activity increasing benefits, opportunities, and the rewards this brings across the arts community and the visitor and general economy. Key to this is the continuation of Event Group funding from the Committee for Economic Development and ongoing support from the Committee for Education, Sport and Culture. This provides the seed funding for new festivals and the support of festivals which would not otherwise be commercially viable. While limited activity can be supported within current resources, these only enable a proportion of grant applications to be accepted.

An increase in annual grant funding of £50,000 will be needed in order to deliver the expansion of festival opportunities and the economic benefits planned within Phase 2.

Arts Facilities Plan

- 4.13 Guernsey has a range of art venues, several of which are owned by or supported by the States of Guernsey. The Art Facilities Plan (Part 2H) seeks to maximise the use and potential of these facilities. From GAC's position, this can be implemented within existing resources, although individual facilities may require additional States funding in order to fulfil their potential and this falls outside the scope of this Plan. Priorities recognised by GAC include –

- support for the development of low rental workshop and retail space to assist artists to develop their potential and create viable businesses in order to grow the cultural economy. GAC will engage with the Committee for Economic Development to explore how such a project could be progressed;
- support for the continued development and maintenance of existing facilities in order to meet increasing demands from event organisers;
- the lack of a substantial arts hub in Guernsey. GAC continues to investigate how the development of such a venue can be taken forward.

Funding Plan

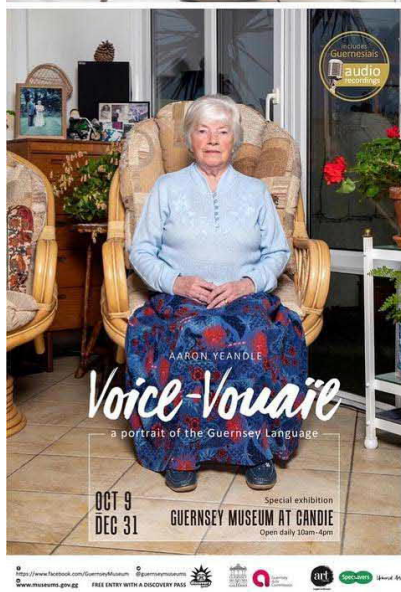
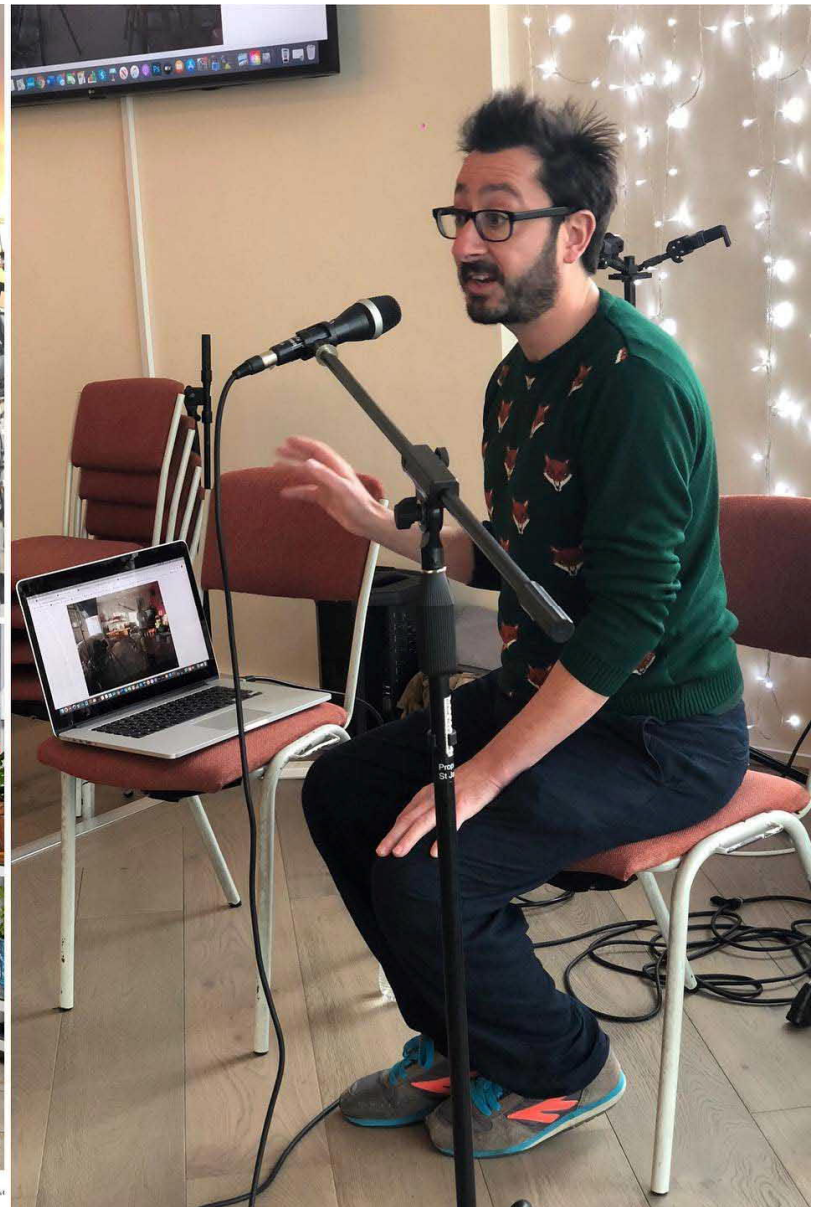
- 4.14 With GAC's increased finding needs to deliver the objectives of the Plan for the Arts there will be an increased need to expand funding sources. While the States of Guernsey will continue to be the major source of funds, other sources of funding, from foundations, sponsorship and from fundraising will also be needed. The Funding Plan (Part 2I) is an essential part of the delivery of the overall Plan.

GAC believes that these resources will be a valuable investment in the Arts, enhancing community life and supporting the wellbeing of islanders, as well as acting as an enabler of the recovering economy within the Bailiwick.

To access these sources of funding GAC is recruiting a dedicated Funding Development Officer, whose primary role will be to assist GAC in delivering its funding needs.

Action Plan Schematic

- 4.15 These Action Plans are summarised in the following Schematic, and further details are provided in Part 2 of this Plan.



PART 2 – ACTION PLANS

2A GOVERNANCE PLAN

Background

In August 2018 “A New Vision for the arts (A Report on the Future of the Arts in Guernsey)” was published by the Arts Strategy Working Group instigated by the Guernsey Community Foundation.

The report’s five main recommendations included refocussing the Guernsey Arts Commission. Following on from this report a briefing paper, “Review of the governance structure of the Guernsey Arts Commission (‘GAC’)” was prepared, with the aim of making specific recommendations for the development of the future governance arrangements of GAC¹³.

Integral to the success of a new arts strategy is a reorganised GAC: better resourced, more autonomous, with greater reach and influence – a single platform to support the arts... To properly discharge its new range of duties it would need committed employees... together with a diverse and experienced board.

A New Vision for the Arts, page 17.

The new GAC would be a charitable organisation limited by guarantee. It would be appropriately resourced with a robust governance structure, accountable to ESC through a service level agreement.

A New Vision for the Arts, page 21.

The recommendations were:–

Recommendation 1: Ensure that the GAC charitable purposes are independently developed (separate from mandated states responsibility) clearly communicated to and consulted on with the Guernsey Community.

Recommendation 2: Ensure that the degree to which the future Arts Commission is an independent body pursuing its clearly defined charitable purpose is agreed with the Committee for Education, Sports and Culture, including a review of the governance structure, removing the States appointed Trustees and ensuring accountability for funding through a legally binding contract and SLA.

Recommendation 3: That the new arts organisation is granted the authority to independently curate the most effective Board from all of the available candidates.

¹³ This briefing paper was prepared to reflect the UK Charity Commissions Guidance RR7 – The independence of Charities from the State.

Recommendation 4: Ensure that the new board is representative of the full range of the Arts and that roles and responsibilities are clearly defined.

Recommendation 5: Review and revise the existing Guernsey Arts Commission Memorandum and Articles of Association (and any other Governing Documents) in line with the new Policy & Resources Guidance for non-profit organisations on developing new constitutions.

Recommendation 6: Revise the SLA in line with the new Policy & Resources best practice guidance and template. Align the KPI's across all State Department Strategies and create a framework of transparent reporting that demonstrates value across priority areas.

Recommendation 7: In order to achieve the greatest degree of autonomy and independence staff, who continue to be employed by the States of Guernsey should be consulted with the aim of formally placing them on Secondment in the arms-length body.

Recommendation 8: Report regularly and publicly about the value, impact and reach of the organisation. Link the reporting to the SLA KPI's.

Ambition

To construct and implement a governance structure, in line with “Non-Profit Organisations: Guidance Paper on Governance Measures¹⁴”, which serves as an exemplar within the Guernsey charitable sector.

To achieve this, we will

- 1) Continue to develop a robust governance structure, following on from the appointment of new directors in January 2020.
- 2) Ensure that vacant positions, within the governance structure, are filled.
- 3) Adopt a policy whereby the governance structure is regularly reviewed, in line with current practice, by the Board and adapted where appropriate.

Current position

The importance of robust governance, within the GAC, was immediately recognised and significant work has been undertaken in this area.

Following on from the briefing paper the Board of the GAC have implemented the proposed recommendations.

The following actions have been successfully completed:–

¹⁴ Policy & Resources Committee, in partnership with the Association of Guernsey Charities, November 2018.

- 1) In December 2019, following an interview process carried out with the help of the Guernsey Community Foundation, several new directors were appointed to the Board of GAC. These directors were appointed for their specialisms in various fields including governance, digital innovation, health and education, in order to strengthen the diversity of the board. The process was held independently from the States (Recommendations 3 & 4).
- 2) The new board set up a Governance Working Group which looked at the proposals for the new, enhanced, governance structure for the GAC. The Working Group produced re-drafted versions of the Memorandum and Articles of Incorporation and these were approved, by the Board in its meeting of 26th October 2020. These have been supplemented by a Handbook of Guidance which has been approved by the Board. (Recommendation 2, 3 & 4).
- 3) The Board agreed to seek the removal of the States representative and trustee and to agree a new SLA with the States. These steps have been taken and the new SLA was agreed and signed on 25th July 2020 (Recommendations 2 & 6).
- 4) The Board has agreed terms of reference for a Company Secretary and a Treasurer and has appointed individuals to both roles (Recommendation 4).
- 5) GAC staff are seconded from the States of Guernsey to GAC thus strengthening its position as an arms-length body (Recommendation 7).

Action Plan

Phase 1

The first phase has been in operation since the commissioning of the briefing paper and is now complete, as summarised above.

Phase 2

ACTIONS - Phase 2 is the ongoing review of the governance processes and subsequent adaptation where necessary.

KPIs - This review process will include -

- an annual “stocktake” of the governance papers, to be led by the Company Secretary, whereby the papers are presented to the board, at an annual meeting, for discussion and approval;
- an annual review of the performance of individual directors; and
- compliance with the new charity law requirements.

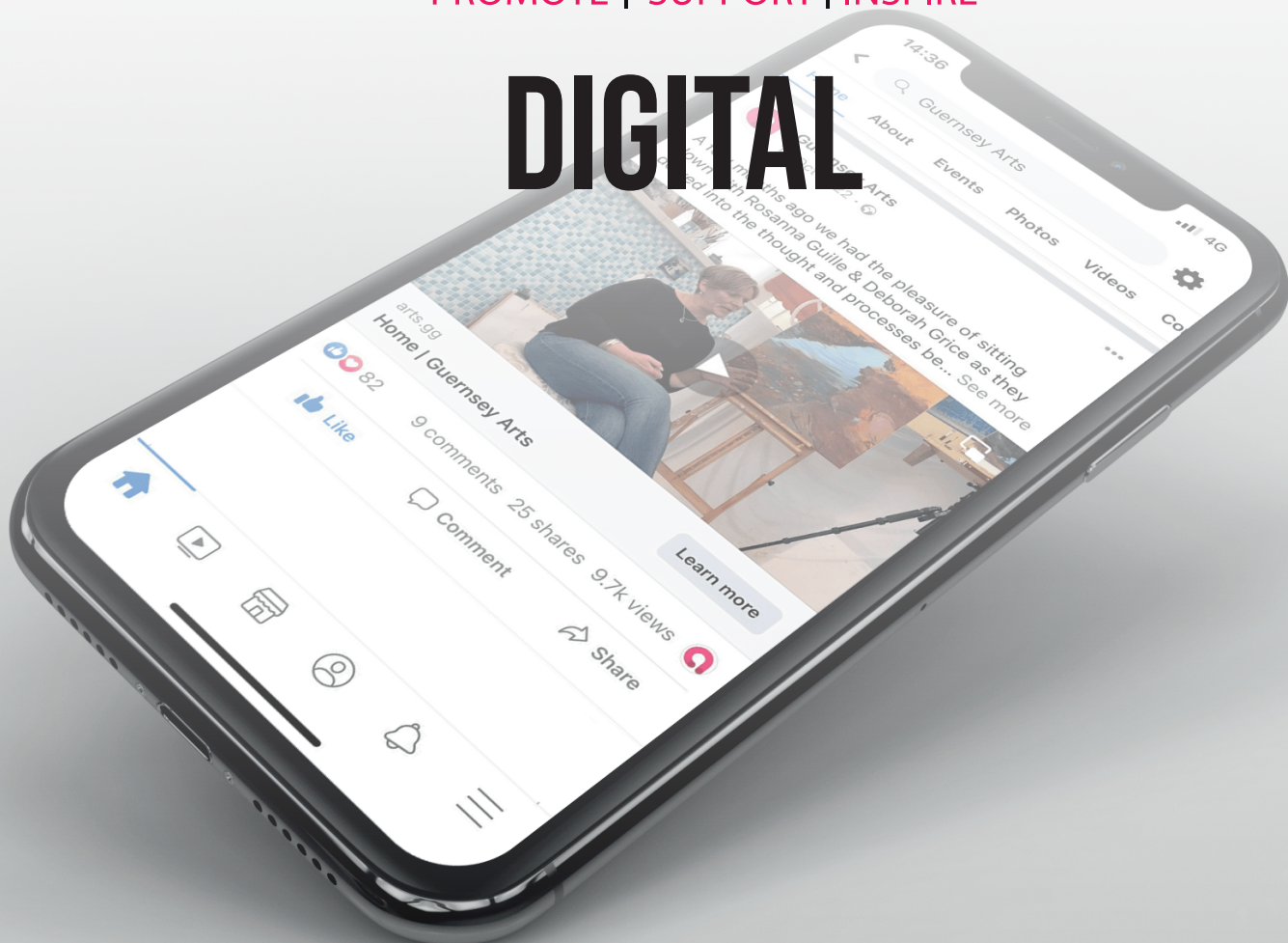
The Phase 2 KPIs will include the review and update of the governance structure and related documents.

RESOURCES - It is not envisaged that these activities will incur any extra cost to GAC.



PROMOTE | SUPPORT | INSPIRE

DIGITAL



2B DIGITAL PLAN

Background

People in Guernsey and off island are increasingly using the internet to find out about what's on, and to seek inspiration, information about particular creatives, news, and entertainment. To be competitive and to manage its profile in the Arts, Guernsey must have an excellent digital proposition in the Arts.

Currently, the digital resources used in Guernsey are often fragmented and underfunded so that individual events, venues, artists, and genres may not be receiving the exposure that they could or should.

It is difficult to get an idea of the breadth, depth, and quality of the Arts in Guernsey, from the internet, without considerable research time. While Guernsey Tickets, Visit Guernsey, and the St James website give a partial idea, when combined they still represent only a small part of what is going on.

The 2020 and 2021 Lockdowns have accelerated people consuming art online. Music events, performance art, visual art exhibitions and more have migrated to online performance for most large arts venues. Guernsey has put some visual art exhibitions online but is generally behind the major arts centres.

Ambition

To create an excellent digital proposition for the Arts in Guernsey that -

- *Increases access to, and engagement with, all forms of art in Guernsey by local residents as well as visitors;*
- *Increases creative engagement of the population in artistic endeavours;*
- *Improves Guernsey's brand as a cultural centre and increases artistic energy in the community and key locations;*
- *Showcases and promotes artistic creativity from a wide variety of types of art in Guernsey;*
- *Helps bring together the artistic community in Guernsey.*

To achieve this, we will:

1) Create a high quality website that -

- Is the go to place to know what is happening in the Arts in Guernsey;
- Promotes venues, events, festivals, artists, exhibitions, classes, and happenings;
- Maintains a library of arts content and digital events for users;
- Is engaging and creative in a way that reflects an artistic community.

2) Use professional digital marketing in search and social media to drive engagement and effective access both in Guernsey and among potential visitors.

- 3) Create and curate digital artistic content that reflects the creativity of artists and venues in Guernsey.
- 4) Promote thematic digital art collaborations that multiply the impact of Guernsey's creative output.
- 5) Create a digital environment that facilitates artists, arts groups, and event managers to collaborate and boost community creativity and cohesion.

Action plan

Phase 1

The first phase has been completed. It consisted of building the social media presence and an engaging website that focused on promoting the various artists, events, venues, and learning opportunities in the Bailiwick.

In order to do so, funding for Phase 1 was obtained from the Guernsey Community Foundation. This enabled a website development company and a social media company to be appointed and to develop both a new website and a social media presence.

This has enabled us to have engaging content that well represents every aspect of the Arts, including curating digital versions of visual art exhibitions.

Phase 2

Now that Phase 1 is complete, the digital strategy has started to demonstrate its value. Social media engagement has increased by 100% and total digital engagement (inclusive of the website) had increased by 230% as at 31 March 2021, compared with the situation prior to the Phase 1 activity. Accordingly it is now possible to move on to subsequent extensions.

ACTIONS –

Extend the arts experience parts of the website and bring online streaming of events in Guernsey in all artistic mediums, as well as curating a library of key past events. The aim is to become the “arts Netflix” of Guernsey. This will also include expansion of the social media from Instagram and Facebook to include video based apps such as Youtube.

Promote collaborative creative engagement between the artists on the island by developing and curating multidisciplinary events. These should be to create experiences for consumers, focused on key themes that particularly resonate with Guernsey, for instance from our heritage, environment, or our status as an island. This will be in combination with content from engagement with other stakeholders on these themes. We have had several visual art exhibitions of this type, for instance Liberation 75: freedom not forgotten, but this could be extended to create a fully immersive experience.

Incorporate collaborative tools for artists on island to engage with each other and potential customers on and off Island. This will include the provision of ticketing and booking services for smaller event organisers, using existing ticketing systems where possible.

KPIs – KPIs are in development following the completion of Phase 1. These will include targets for increasing the reach of the digital proposition in terms of visitors to the website and

the social media platforms and targets for the numbers of digital exhibitions to be hosted each year.

RESOURCES – In Phase 2 the website will be expanded to include live video links and streaming content with the ability for audiences to virtually attend both live events and virtual reality exhibitions and shows. This will require further website development. Continuing access to social media platforms will also require ongoing funding. This is currently funded up to Year 3 and is undertaken by an external company. A dedicated development officer will bring this expertise 'in-house' and will ensure it remains relevant by building relationships with the community. However, it is recognised that specific expertise may still need to be bought-in for future development.

Phase 2 will require an additional £20,000 in website and digital expenditure. External fees will be needed complete the website development in streaming and ticketing, and in developing an experience library and virtual exhibition spaces.

It will also require a dedicated digital development officer. This will be a full time position, reflecting the importance of the website in the promotion of the Arts in the Bailiwick at an annual cost of £40,000. This will ensure that the website is properly curated and continues to develop, maintaining and increasing social media presence and promoting the website, and its use, within the arts community.



**GSY.
ARTS**

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COMMUNITY ENGAGEMENT



2C COMMUNITY ENGAGEMENT PLAN

Background

A Plan for the Arts should be inclusive and relevant, bringing benefits to artists, arts organisations, and audiences, whilst further developing the understanding of the value of the Arts and creativity across the wider community. This encompasses health, education, and the economy. It is essential that GAC continues to develop its engagement and communication with all relevant communities for input into the development of the Plan.

GAC recognises that there are a number of individuals and organisations currently developing large scale projects and initiatives. GAC aims to engage with these parties, incorporating involvement in these initiatives into the Plan as appropriate and where agreed with these parties.

GAC values accessibility and inclusion and within its current resource focuses broadly on community activities in engaging the wider public. These activities include events such as Art Sunday, the Community Art Festival, and Art on the Beach (*Free, Fun, and For Everyone*). These are family friendly events that engage with all ages whether as performer, artist, or enjoying the events while taking part in free workshops and enjoying the performances. We have been delighted to have developed very strong relationships through these events with organisations such as Guernsey Mind, The Disability Alliance, and the Youth Commission promoting inclusion and the benefits of creativity.

GAC's public exhibitions, such as the Guernsey Arts Open, attract over 70 artists of all ages from 10 to 93, with many exhibiting for the first time. The "Freedom not Forgotten" exhibition celebrated 75 years of Liberation, engaging with schools, the general public, users of the Oberland Centre, The Russel day Centre, and art organisations such as Guernsey Art Network. Many were producing art for the first time to express their emotions and memories of events 75 years ago.

Our long running outreach activities at Les Genats estate, with the Youth Commission, has run for 10 years. Through the last two Lockdowns we have been able to support care homes with activity packs.

Throughout the 2020/21 Lockdowns we continued to engage with the whole community and, as Guernsey emerged from Lockdown 1, we immediately launched the Candie Gardens free Sunday afternoon concerts and held a highly successful Arts Sunday on the St Peter Port seafront, attracting 12,000 islanders during the day.

Lockdown 1

"Thirdly, and this is huge, The Guernsey Arts Commission have organised that each resident was sent a gift relating to a creative task or interest. A lot of thought was given to the selection of the right gift for each individual and I am told that one person actually broke down into tears when he was handed his gift. How caring is all that of someone to have organised it for us"

Resident from Courtil St Jacques

Lockdown 2

"It is with sincere thanks and appreciation I send you and Guernsey Arts, photographs of the craft bags being assembled and distributed to Adults with a learning disability living in lockdown in Guernsey. The whole project has lifted everyone's spirits during this time of lockdown, staff and service users alike. We have reached out to 150 service users from Adult Disability Services as a result of Guernsey Arts donation by enabling people to connect with loved ones and to celebrate special occasions such as Easter and Valentine's Day"

Guernsey Adult Disability Services

Ambition

To ensure that the development of a Plan for the Arts is informed fully by the arts community and relevant stakeholders within the Bailiwick.

To continue to build partnerships with all relevant third sector and public sector stakeholders.

To enable the arts community and other stakeholders to recognise the value and aims of projects and initiatives within the Plan and give their commitment to supporting the Plan.

To ensure that all involved in education, the health services, and other establishments such as care homes and the prison, have the opportunity to engage with GAC in the development of the Arts within those establishments.

To ensure the outcomes of these projects and initiatives are promoted in order to build evidence of the success and value of the Arts, encouraging increased engagement and investment.

To achieve this, we will

- 1) Ensure, that within each initiative or project developed, there is a process for identifying and engaging with stakeholders.
- 2) Set aims, anticipated benefits, and outcomes and, where appropriate, agree stakeholders' commitments to any project or initiative.
- 3) Seek to engage with the relevant organisations, or government bodies, wherever there is an opportunity for the Arts to add value.

- 4) In addition to producing an annual report Guernsey Arts will develop a regular update report on the success of each initiative, updating on progress and highlighting the value and benefits achieved, further promoting and evidencing the value of the Arts.
- 5) Develop initiatives to support the Arts in Education to propose to the ESC.
- 6) Ensure that all those involved in the health services have the opportunity to present their ideas and suggestions as to how GAC can assist in the development of the Arts within the healthcare environment.

Action plan

Phase 1

The first phase is now approaching completion and consisted of building communications, developing relationships, partnerships, and understanding with the community and interested parties, including a number of government departments.

This included building engagement with the head teachers of all educational establishments in the Bailiwick of Guernsey and the issue of a questionnaire to identify where GAC could best assist in the support of arts in those schools

Our digital strategy, which includes a new vibrant website that includes an arts calendar and artist profiles, has been benefiting artists and art organisations, and is already of value to the arts community generally.

Phase 2

Once Phase 1 has been successfully completed there will be a regular engagement plan established.

ACTIONS - Within Education, the agreed initiatives can be launched. A report on the success or otherwise of each initiative will be presented both to the GAC Board and to ESC.

Consideration can then be given to extending these initiatives to other establishments, such as care homes or the prison.

Development of engagement within the Health environment has been deferred until Phase 2 as a result of the Covid 19 Pandemic but will commence once resources within Health and Social Care permit. The intention will be to establish how GAC can best assist in the development of arts within the hospital and healthcare environment.

GAC will seek to engage with professionals, working both within the hospital and healthcare sectors and the arts sectors in order to facilitate a strong vision as part of the Plan for the Arts. This will also encompass the development of Social Prescribing within an arts context.

KPIs – These will be developed in accordance with the needs identified, by the working groups, coming out of the work undertaken at Phase 1.

RESOURCES -

To develop the Arts in all its forms within the community and in public spaces Phase 2 will require a community arts development officer who can specialise in the promotion, development and provision of exhibitions and performing arts projects within community spaces for the whole Bailiwick. This will be a full time role when combined with the public art development role identified in Part 2D. Combined, the two roles would be at an annual cost of £40,000.

The role will involve not only working with artists and institutions throughout Guernsey but also arranging performances and exhibitions in institutions and public spaces.

As well as a community arts development officer an annual budget of £20,000 will be needed to cover the costs of performances and exhibitions (both in venue hire and in mounting of exhibits). Additionally, an annual budget of £20,000 will be needed to fund artists and performers, making a total budget of £40,000 per annum (in addition to the staff costs).¹⁵

¹⁵ Further details are included in Appendix 1



PROMOTE | SUPPORT | INSPIRE

PUBLIC ARTS



2D PUBLIC ARTS PLAN

Background

Public Art has the potential to energise the beauty of Guernsey and St Peter Port in particular.

Our reputation as a financial centre can be developed to include a vibrancy in other areas that promote tourism and trust. The general sense of a vibrant contemporary arts environment has been shown to promote tourism, the feeling of wellbeing in the community, and greater trust from international counterparties.

Public Art can act as a bridge to access and enjoy our heritage; to carry it out into the community and to visitors. A vibrant presence of art, artists, and artistic output in the public domain is essential to maximise the value and perception of our arts assets.

Many significant cities in the developed world have active public arts programmes, financed by some form of Percent for Arts programmes. This includes more than 350 in the US alone as well as Jersey.

Art can help bring people back into regeneration areas such as the Old Quarter in St Peter Port. The public presence of art in Guernsey is limited and the physical arts establishments tend to have limited marketing opportunities and are off the beaten track.

Ambition

Create a high visibility for arts culture in Guernsey encompassing all art forms including visual and performance arts, contemporary and classical music, and literature.

Make St Peter Port and Guernsey more broadly an artistic destination; a feast for the Arts.

Expand linkage between the arts and Guernsey's legacy, increasing its visibility and relevance to people today. In particular expanding the reach of museums/experiences for Renoir, iconic art, Candie Museum, Guernsey historical venues, and Victor Hugo.

Use Public Art to drive the economic viability of local artists and their work.

To achieve this, we will

- 1) Expand the presence of public art and heritage in St Peter Port with an art walk programme. This will include existing art, new art, and heritage items with relevance to Guernsey's heritage and beauty. An arts walk will be created to link monuments of public art – this could be publicised through a “green line” and associated media.
- 2) Promote and support a public arts financing and legislative programme that promotes and facilitates high visibility of art and all artistic forms. This may take the form of a Percent

for Art programme. An outline of such a programme is included as Appendix 2 to this Plan and is for discussion with the States Development & Planning Authority.

- 3) Bring together key parties, in public art, to promote its physical presence in St Peter Port and the Bailiwick.
- 4) Promote and support the creation of art streets in St Peter Port, as well as art and artistic performances in high visibility and regeneration areas.

Action plan

Phase 1

The first phase is projected to continue throughout 2022. It consists of building the base for a public arts programme, extending existing presence, and making initial commissions in key areas.

Actions	KPIs	Situation	Resource needs
Create and get approval for arts walk	Mapped and media brought together	In process	Funds set aside, in current budget, to cover this
	"green line" approved and implemented	In process	
	Committee of interested parties, for placing "green line", in place	To be started	
	Content committee in place	To be started	
Initiate key commissions	Work with existing sites for an art street; the Market Arches project is ongoing	In process	In current resources
	Commission first additional item for art walk.	To be started	Seed funding or Sponsorship will be needed for this
Create basis for long term funding with Percent for Arts programme	GAC recommends changes to Development & Planning Authority	In process; A discussion paper is included at Appendix 2	In current resources
	Public Arts Committee in place which will advise on Percent for Art programme	Completed	
Promote artist presence	Low cost studio community space investigated, possibly in regeneration area, and report made to the Board	To be started	In current resources

Phase 2

This will proceed once Phase 1 has proven itself and demonstrated delivery.

ACTIONS - The key to a successful public arts programme is political and community recognition of its value and the political will to create the legislative tools for enabling and funding long term programs. The most successful programmes culminate from multi decade commitment.

Phase 2 must put in place those ingredients -

- Long term funding sources from key beneficiaries, e.g. Percent for Art from infrastructure improvements and developments, whether private or public. Legislation enabling art in empty or redeveloping spaces, as well as low cost artistic locations;
- Extend existing rules on commissioning to bring together a widely supported plan agreed by interested parties for overall feel and objectives of public art, where and when, including infrastructure requirements;
- Commission new public art installations in key locations.

KPIs – Phase 2 KPIs will be developed in accordance with the projects initiated following on from Phase 1. They will include targets for engaging with interested parties on each of the agreed initiatives and the increase of accessible public art throughout the Bailiwick.

RESOURCES – Seed funding for additional art installations will be needed and one of the roles of the Funding Development Officer being recruited under the Funding Plan (Part 2I) will be to secure sponsorship for such projects..

In addition, the employment of the community arts development officer identified in Part 2C will be needed to deliver the Public Arts plan in full. This would include the curation of existing public arts; public art that is privately sponsored and public art that comes through the Percent for Arts programme.



PROMOTE | SUPPORT | INSPIRE

CREATIVE INDUSTRIES



2E CREATIVE INDUSTRIES PLAN

Background

The Creative Industries can be described as being at the crossroads between arts, business, and technology. The term 'creative industries' originated in the mid-to-late 1990s. The concept was an attempt to change the terms of the debate about the value of arts and culture, which were then seen as marginal to economic life and dependent on public subsidy.

Advocates of the creative industries idea believed that this was too narrow a view – the totality of economic activity stemming from creativity and culture, including their commercial forms, needed to be considered to understand their true contribution. This activity included not just the traditional art forms, such as theatre, music, and film, but service businesses such as advertising, manufacturing processes that feed into cultural production, and the retail of creative goods. It was argued that the industries with their roots in culture and creativity were an important and growing source of jobs and wealth creation.

Commercial Creative Industries

In Guernsey the commercial creative industries include architecture, publishing, film making, design, advertising, and marketing. To encourage the sector, Creative Industries Guernsey LBG (CIG) was established as a separate charity in 2013 with the support of GAC. It staged two successful symposia and initiated an internship programme but became dormant due to lack of resources. It is now in the process of being wound up. GAC will continue this activity through the Creative Industries Plan.

Whilst Creative Industries are highly innovative, the sector is characterised by an abundance of small and medium enterprises, micro-businesses, and individuals spread across advertising, architecture, photography, animation, web design, the media and more. This diversity means that it is difficult to undertake strategic, co-ordinated work with direction. The challenge is to coordinate and maximise the economic outcomes and consequential cultural benefits of the sector.

Professional Artists and Performers

As well as these commercial creative industries, GAC recognises that there are many artists and performers within Guernsey who have made, or aspire to make, a living out of their art as a professional performer or artist. We regard these as falling within the broader creative industries and include them within the Creative Industries Plan. They are also important to the development of the arts scene within Guernsey and we will aim to work in partnership with the Committee for Economic Development and with Locate Guernsey to support and attract such artists and performers in their business development.

Ambition

To

- Provide support and advice for new creative enterprises
- Develop opportunities within the creative industries sector
- Identify premises in which creative industries can be established
- Create a Creative Cluster in Guernsey

To create an environment where professional performers and artists can flourish in Guernsey

To achieve this we will

Continue to encourage and support the Creative Industries in Guernsey.

Encourage aspiring and current professional performers and artists in their endeavours through all the plans, in particular, the enabling of a digital presence through the Digital Plan and the development of workshop space through the Art Facilities plan.

Action Plan

Phase 1

The first phase is approaching completion as discussions with CIG have established that it does not have a continuing role in this space and that GAC could usefully extend its activities into the creative industries sector.

GAC is continuing to support aspiring and current professional performers and artists through the Digital Plan and the Art Facilities plan.

Phase 2

ACTIONS - Now that Phase 1 is approaching completion the need for further support from GAC has become clearer and GAC will need to become more active in the creative industries space and will need to identify additional funding sources.

KPIs – These will be developed once Phase 1 has been completed.

RESOURCES - It is not envisaged that these activities will incur any extra cost to GAC.



PROMOTE | SUPPORT | INSPIRE

CULTURAL VISITOR



2F CULTURAL VISITOR PLAN

Background

Cultural tourism is one of the largest and fastest-growing global tourism markets. Culture and the creative industries are increasingly being used to promote destinations and to enhance their competitiveness and attractiveness.

A higher level of visibility both on and off the islands can enrich our cultural tourism offering and enable all visitors to appreciate and engage with the wide range of artistic and cultural activities across the islands, enhancing the overall visitor experience. This will attract more international visitors. Equally, Guernsey's artistic community can benefit from international artists performing and exhibiting within the Bailiwick.

The islands have the benefit of a thriving, expanding, and increasingly professionally delivered festival scene (see the Festival Plan). There is the unique heritage of Victor Hugo's 15 years spent in exile on Guernsey together with the further historic connections with Renoir, Turner, Toplis, Beresford, Peake and many others.

Accordingly, there is great opportunity and potential for enhancing cultural exchanges, for example through hosting international artists, providing opportunities for local artists, and developing cultural diplomacy.

Although each organiser and venue markets their own events there is no coordinated marketing to bring the complete offer together and that would have the potential to benefit all parties.

Ambition

To see the asset of the Islands' culture maximised and utilised in promoting and marketing the Islands as vibrant and culturally rich.

To maximise the opportunity for the festivals, events, venues, and the Islands as a whole to benefit and prosper through increased Cultural tourism.

To this can be added the ambition to create an iconic art gallery in Guernsey and investigations into the development of a Victor Hugo visitor centre, which could become the world study centre for Victor Hugo in English.

To achieve this, we will

- 1) Through the development of our new website, bring together a complete and comprehensive Calendar of art and music events. (See Digital Plan)

- 2) Engage with the Committee for Economic Development and Visit Guernsey in utilising this website to market the Islands' cultural offer.
- 3) Liaise with the hotel and tourism industry in the promotion of the website both on Island and through their marketing channels.
- 4) Through the Festivals Plan continue to work closely with festivals in supporting their ambitions and further developing their potential.
- 5) Identify currently underutilised/undiscovered assets and engage with interested parties on opportunities.
- 6) Identify large scale opportunities where a cultural offering can further contribute, for example the Island Games in 2023.
- 7) Identify where additional offerings can supplement an existing event.

Action plan

The first phase is projected to last throughout 2022 as we recover from the pandemic and understand how a new normal shapes tourism.

Actions	KPIs	Situation	Resource needs
Maximise publicity for events	A comprehensive calendar of events is in place	Completed	Within Digital Plan
	Engagement with Visit Guernsey and Economic Development	In process	In current resources
	Engagement with Guernsey Hospitality Association & tourism industry	To be started	In current resources
	Development of the festivals scene	Being developed within Festivals Plan	Within Festivals Plan
Maximise cultural assets	Underutilised/undiscovered cultural assets identified and reported to the Board	To be started	In current resources
	Opportunities around Island Games identified and in development	To be started	In current resources
	Opportunities to support Renoir 2023 identified and reported to the Board	In contact with Art for Guernsey	In current resources

Phase 2

The economic benefits of Cultural Tourism, as promoted by the Cultural Visitor Plan, will be measurable as a result of the KPIs included in this Plan, the Festivals Plan, and the Digital Plan.

In Phase 2 there will be further encouragement of Cultural Tourism.

ACTIONS – Phase 2 actions will be new opportunities recognised through the work done, in Phase 1, throughout the various Action Plans.

KPIs - Phase 2 KPIs will be developed once Phase 1 has been completed. These will include targets for engaging with interested parties and developing partnerships for moving forward on each of the agreed initiatives.

RESOURCES – This Plan is resourced from initiatives set out in the other Action Plans.



PROMOTE | SUPPORT | INSPIRE

FESTIVALS



2G FESTIVALS PLAN

Background

Over the last ten years the festival scene across the Bailiwick has developed dramatically in the number of festivals being held, the quality of the events, and the ambitions of the festival organisers. In 2019, events which received funding support from Guernsey Arts through the Event Group budget (from the Committee for Economic Development) and Arts Funding (from the Committee for Education Sport and Culture) contributed at least 32 days of cultural activity across the Bailiwick and attracted at least 2,955 visitor bed nights.

Festivals create vibrancy and activity across the islands and they give local artists the opportunity to perform and exhibit alongside international artists. They give audiences an opportunity to broaden their engagement and understanding of the Arts. They attract visitors and enhance visitor experience. They contribute to the local economy through tourism, venue hire, logistics, and catering supplies.

It is a particular feature of Guernsey, unlike many other communities, that most festivals are run by volunteers on a not-for profit basis and not on a purely commercial basis. This generates significant community spirit and ensures that all proceeds remain within the local community. All festivals supported by GAC are run on a not-for profit basis as a condition of grant funding.

Further funding support for major festival events across the Bailiwick, would allow the GAC to step change our engagement, with these major not-for profit events, in working positively with them in realising full potential, continually raising the cultural impact across the islands.

Over the shorter period the power of these events to stimulate travel within the Bailiwick and bring vibrancy to St Peter Port, with the associated economic and social benefits, should not be underestimated. In the midterm there is the opportunity for the islands to benefit from this wide calendar of events in promoting the islands through the wider visitor economy, further stimulating cultural activity and promoting the islands as vibrant cultural destinations to live (relocate) and work.

The majority of festival events are run by not for profit organisations that rely on a dedicated and experienced volunteer base, supported by private sector sponsors and the States via GAC. Details of recent and current festivals are included in Appendix E.

The Festivals, supported by States funding, have a substantial economic multiplier within the Guernsey economy.

For example, in 2019 States funding of the 9 events supported by the ED grant generated £2.38 of private sponsorship for each £1 of States funding, and total income for the Guernsey economy of £6.82. They attracted total audiences of almost 40,000 (including nearly 5,000 visitors) and involved over 500 local artists.

The ongoing effect of the pandemic in 2020/21 was a major blow to festival organisers. However, as lockdown restrictions were eased, events that were able to go ahead were

incredibly successful in attracting audiences, lifting community spirits, and supporting the local economies.

Following the announcement of the lifting of the 2021 lockdown, organisers of The Guernsey Together Festival reported selling out within 3 hours of tickets going on sale.

GAC have kept in close dialogue with all festival organisers and, despite having to cancel many events and the current uncertainty, they are motivated and have been reviving their events in 2022.

Ambition

GAC values the contribution that the current festivals make to the Bailiwick's cultural programme. Current events can bounce back and adapt to a changed environment. We aim to -

- *Develop further festival activity by supporting the organisers' ambitions for their events;*
- *Further enhance Guernsey's cultural activity and the benefits, opportunities, and rewards this brings across the arts community and the economy by encouraging new ventures;*
- *Support festivals in increasing excellence, further developing inclusion, accessibility, and educational programmes.*
- *Create increasing opportunity for local artists, bringing international artists to the islands and increasing audience participation in arts events to all ages.*

To achieve this, we will

- 1) Continue to develop our relationship with organisers. Private sector sponsorship is likely to remain uncertain over the short to midterm. GAC recognises this and is keen to engage with organisers in the further understanding of challenges they face, whilst communicating clearly the support we can offer through website and social media channels, and bringing the organisers together to investigate opportunities to reduce shared costs.
- 2) Continue to provide value to organisers, through the grants application process, by advising on how best to address issues such as accessibility, inclusion, education, excellence, and affordability.
- 3) Emphasise, to Visit Guernsey and the Committee for Economic Development, the importance of the festivals within the cultural programme, the value of these festivals, and need for continued and increased funding support. We will do this whilst developing the

website calendar as part of the Digital Plan, which will be an asset to both Visit Guernsey and Locate Guernsey in the promotion of the Bailiwick.

- 4) Support the promotion of festivals and major arts events to a wider audience, across the islands and further afield, through the development of our new website and social media channels. We will engage with the organisers to supply high quality content with the ambition to create a cultural calendar that is of value to both Visit Guernsey and Locate Guernsey.
- 5) Look for opportunities to encourage and support new activity in quiet periods once the cultural calendar is established for 2022 and beyond.
- 6) Engage with key local activities such as heritage events, sport, and environmental opportunities.

Action plan

The first phase is projected to last throughout 2022 as we recover from the pandemic and understand how a new normal shapes the festival scene. The Event Group funding has been agreed for 2022 at an unchanged level and grant applications from festival organisers are being processed on a regular basis.

Engagement with Visit Guernsey and Locate Guernsey will continue, promoting the benefits of the website, and the cultural calendar of events.

New opportunities for festivals, particularly in the quieter times of the year, will be investigated.

Phase 2

Before the end of Phase 1 the economic benefits of festivals, as promoted by the Festivals Plan, will be measurable.

ACTIONS - In Phase 2 the encouragement of festivals will continue, which may include some practical guidance on legal and regulatory requirements for festival organisers. This will require additional investment in grant funding from the Committee for Economic Development and the Committee for Education, Sport & Culture.

KPIs - Phase 2 KPIs will be developed once Phase 1 has been completed. These will include targets for engaging with interested parties on each of the agreed initiatives and the continued staging of a wide variety of festivals across the Bailiwick.

RESOURCES - In order to promote an expansion of festivals, for the benefit of the local and visitor economy, an increase in grant funding of £50,000 per annum will be required. This will enable GAC to provide seed funding for new festivals and to meet a greater proportion of the requested funding from existing Festival organisers, thus providing an even more vibrant festivals scene for Guernsey and hence acting as an economic enabler for the reviving tourist economy.¹⁶

¹⁶ Further details are included in Appendix 1



PROMOTE | SUPPORT | INSPIRE

ART FACILITIES



2H ART FACILITIES PLAN

Background

For the Arts to flourish across all disciplines it is important that there are the facilities and venues to accommodate this. The artistic and music community must have the opportunity to perform/exhibit to their full potential. Audience numbers and experience must be maximised. Artists, musicians, and performers also require properly equipped rehearsal space and workshop space that is affordable and accessible.

The value of creating an arts hub (or hubs) has been identified. This may be achievable from current assets. For example, The Princess Royal Centre for the Performing Arts and St James have indicated their ambitions to play a broader role as an arts hub. In addition, Arts for Guernsey has announced the purchase of a property in Mill Street, intended to become an arts centre in the Old Quarter of St Peter Port.

Appendix 4 sets out the venues and facilities which currently exist in Guernsey. This shows that there are a wide range of arts facilities already available but that several are of limited size and potential and some are unaffordable for many groups. Gaps do exist, though any new developments will need to be sensitive to what is already available, so that no harm is done to current venues.

The availability of exhibition space is insufficient for the number of artists wanting to display or sell their work.

There is a lack of workshop and rehearsal space for artists to hire for short periods of time or a longer term basis. There is also a need for somewhere where artists could come together and network; building the arts community and giving it visibility. Areas such as Mill Street could, with the right support from the States and landlords, sustainably support the artist base and help regenerate the area by creating a hub with workshop and selling space. The Arts are ideally placed, with the right support, to help fill long term empty shop space within St Peter Port; an issue which is likely to continue into the future with the pressures on physical retail spaces through the pandemic and beyond. Exploring the opportunity to use arts facilities within educational buildings, through holiday periods, could provide positive outcomes.

A number of our festivals are held within heritage sites, such as Castle Cornet or Vale Castle, and various artistic events are held in local churches and other unique venues such as the Underground Hospital. The sea front, town areas, and exhibitions in outdoor space continue to raise the profile of the Arts. The process for permissions for these activities could be streamlined and their facilities would be greatly improved by logistical support (such as access to power supplies). This would also benefit the wider community.

Recent reports have clearly identified the value and benefits of an Iconic Art gallery and a Victor Hugo centre to the Island. We are very supportive of these ambitions, which are currently being developed outside of GAC.

Ambition

Our aim is to engage with the current facilities and venue providers to identify and fully understand the current assets, potential, and aspirations of the venue and to understand the barriers they encounter in achieving this potential. We

will also continue to engage with the arts community to fully understand their needs and aspirations and facilitate communications and opportunities for the benefit of both.

The island benefits from a number of art facilities. There are initiatives, currently being pursued by two of our largest venues, intended to develop their strategy. GAC is keen to see all venues operating to their full potential and to encourage these venues to build strong, solid relationships with artists, art organisations, and audiences. While these venues and activities are marketed individually by the venue and artists, we are keen that they also engage with wider marketing opportunities such as GAC and Visit Guernsey, Alderney and Sark. GAC will support promotion of such activities through its new website.

We will identify the opportunities in helping the development of workshop space that both meets the current needs of artists and offers the facilities and tools to develop both their own potential and engage the wider community in opportunity to develop their creative skills.

We will support the arts community in achieving further visibility and opportunity whilst also supporting the regeneration of St Peter Port through investigating the empty shops opportunity.

To achieve this, we will

- 1) Engage purposefully with venues and artists in order to build relationships, to support current activity, and understand further challenges, opportunities, needs, and wants.
- 2) Engage with the Committee for Education Sport & Culture to assess the opportunity to access workshop space and equipment in down time.
- 3) Engage with the committee for Economic Development in supporting a sustainable viable model for low rental workshop and retail space for small creatives and arts and crafts individuals.

Action plan

Phase 1

The first phase is projected to last throughout 2022. It consists of exploring further the way in which existing arts facilities can be maximised and entering into dialogues with relevant States Committees.

Actions	KPIs	Situation	Resource needs
Maximise use of current venues	Understand individual strategies	Ongoing	In current resource
	Set up a system for communication with venues to match the needs	Ongoing	In current resource

	and opportunity for the benefit of both venues and artists		
Improve affordable workshop and equipment access for artists and community	Investigate opportunity for workshop space, within education assets, through ESC, and database set up for artists use	Contact to be made with ESC	In current resource, with assistance from volunteer GAC directors
Small creative businesses and individuals have opportunity to develop their activity in affordable visible retail settings	As above	Contact to be made with ED	In current resource
Artists have opportunity to exhibit in affordable space	Investigate opportunity for affordable space, such as empty retail units, through Economic Development and interested stakeholders, and database set up for artists use	Contact to be made with ED	In current resource, with assistance from volunteer GAC directors

Phase 2

Once Phase 1 has been completed the agreed initiatives can be launched and followed up throughout Phase 2.

ACTIONS - Discussions will move on to the creation of an Iconic Arts Venue and how best that ambition can be supported or enabled.

KPIs - Phase 2 KPIs will be developed once Phase 1 has been completed. These will include targets for engaging with interested parties on each of the agreed initiatives and exploring the development of an iconic arts venue.

RESOURCES – The projected resources, for Phase 2, will depend on the decisions made on how to take forward the development of arts facilities. This project is still in the development stage but is likely to require significant funding.



GSY.
ARTS

PROMOTE | SUPPORT | INSPIRE

FUNDING



21 FUNDING PLAN

Background

Funding for the Arts in Guernsey, over the years, has come from various sources. This has included grants provided by the States of Guernsey, sponsorship from corporate entities, individual donations, bequests, and funds generated from fund-raising activities.

One primary responsibility of GAC is the distribution of certain grants provided by the States of Guernsey. Through the Committee for Education, Sport and Culture, the States allocates £50,000 each year for arts activities and projects in the Bailiwick.

In addition, the Committee for Economic Development allocates an amount each year from its Events Budget. This is usually between £25,000 and £30,000 and is primarily to help fund specific events which can be seen to support tourism. Examples include the Literary Festival and the Photography Festival as well as the various annual music festivals.

Although the States grants continue to provide the backbone of the funding for re-allocation across the spectrum of arts activities in the Bailiwick, an ever increasing interest in the Arts locally will generate increased demand for additional funding.

Many projects in the past have provided excellent opportunities for a sponsor to be associated with, and benefit from, a specific event or installation.

The Guernsey Arts Open Exhibition involves many local artists and attracts a large audience.

The installation of the Victor Hugo Man on the Bench has the names of the sponsors inscribed into the granite.

With GAC's increased funding needs to deliver the objectives of the Plan for the Arts, there will be an increased need to expand funding sources. While the States of Guernsey will continue to be the major source of funds, other sources from foundations, sponsorship and from fund raising will also be pursued.

Arts Foundation Guernsey

The Arts Foundation Guernsey ("AFG") was created in 2016¹⁷ as an independent entity to provide a fundraising vehicle for GAC. A reduction of Government funding, in real terms, has proved to be a reality in the years since the formation of the Foundation and the support that it has been able to provide, to many different projects, has proved highly beneficial.

Guernsey people and businesses are extremely generous in their support of the Arts via individual donations, ticket purchases, and corporate sponsorship. However, there are still too many cases of artists, without the expertise of corporate reach, not being able to get hold of sufficient funding support to enable them to stage their desired events. The limitation on funds available has meant that artists have not always been successful with their applications

¹⁷ Under its formal name of the Guernsey Arts Commission Charitable Foundation.

to GAC. Other than supporting individual artists, events, or projects, there was no clear way to support local artists in general. This was another reason for the Foundation's creation.

To date AFG has successfully created a platform for raising funds for the Arts with over £100K raised since its inception. The staging of the Guernsey Literary and Potato Peel Pie Society premieres, and bringing OperaUpClose to Guernsey with its production of La Boheme, have been particular highlights. However, to coincide with the re-organisation of GAC and the ambition for it to be the central hub for art and artists in Guernsey it has been agreed to integrate AFG within GAC so that the fundraising activities can be expanded.

Ambition

The aim is to increase funding for the Arts by increasing grant funding from the States and from other grant providing foundations and by adopting a number of fund-raising strategies which build a reserve, so that funding for the Arts, in their widest sense, can be increased across the Bailiwick.

It is recognised that successful fund raising does not stand alone. GAC will undertake the staging of fund-raising projects which will improve Guernsey's 'brand' as an artistic community and as a vibrant arts centre. It will also work with other cultural bodies, such as the Victor Hugo Society and Guernsey Literary Festival, in order to support them with their plans for development.

We will -

- *Negotiate with the States of Guernsey to increase the grant funding to a more appropriate level;*
- *To the extent that there are gaps in the available States funding, make application for additional grants from foundations*
- *Increase the fund raising programme by increasing the awareness of GAC amongst local individuals, trusts, foundations, and corporates who would be willing to support the Arts on a broad basis;*
- *Create events and projects that will continue to increase corporate engagement with local interests, providing benefits to both the community and the sponsors;*
- *Seek to gain access to "unique" venues to create special experiences and increase fund raising opportunities;*
- *Encourage participation by providing unique opportunities for private capital providers to be more engaged with the Arts.*

To achieve this we will

- 1) Conclude our funding discussions with the States of Guernsey;
- 2) Identify foundations who support the Arts and approach them for support;

- 3) Develop a Friends scheme;
- 4) Undertake fund-raising for specific projects when opportunities arise;
- 5) Promote ticket sales and sponsorship for individual events, especially via online sales;
- 6) Promote GAC as a beneficiary of legacies.

Action plan

The first phase of integrating AFG into GAC has been completed and successful fund raising activities have continued.

Phase 2

ACTIONS - Phase 2 of the Action Plan is to create a sustainable funding model and to identify further fund raising projects so that annual fund raising targets can be set.

KPIs – These will be based on the realistic fund raising targets achievable.

RESOURCES –

To develop the Funding Plan Phase 2 will require a funding development officer who can lead the fund raising efforts of GAC to enable the funding needs to be adequately sourced. This will be a full time role at an annual cost of £40,000.



APPENDIX 1

DETAILED FUNDING COSTS

Plan	Resource Requirement	Initial Cost £	Annual Cost £
Existing Business as Usual Services	ESC Staff & Admin Grant		64,000
	ESC Funding Grant		50,000
	ED Event Group Funding		28,375
	Current States Funding		142,375
Addition needed to maintain BAU services	Staff salaries adjustment to align with skill set requirements of current roles: States of Guernsey Salary Grade equivalent AA2 – Communications and Administration Full time. Community and Outreach development officer Full Time. Salaries to reflect skill level, flexible working hours across 7 days and evenings. Includes SS and Pension provision.		20,661
	Addition needed to maintain increase in administration/office costs		5,000
Digital Plan	External Fees to complete Website Development (to include Streaming, Ticketing, an Experience Library, and Virtual Exhibition Spaces)	20,000	
	Development Officer to maintain and develop website and social media feeds – States of Guernsey Equivalent EGI Full time role Salaries to reflect skill level; flexible working hours across 7 days and evenings. Includes SS and Pension provision. made up by: Website curation - 10 hours per week Diary maintenance and liaison with event organisers - 5 hours per week Promotion of website to arts community and to external stakeholders such as Visit Guernsey - 5 hours per week		40,399

	Maintain, monitor and increase social media presence – 10 hours per week Attendance at events to produce material for website and social media feeds – 6 hours per week		
Community Engagement Plan	Venue hire and mounting of exhibitions for 10 performances and exhibitions at £2,000 each		20,000
	Provision of artists and performers for 20 full day workshops or equivalent at £1,000 each (to include two artists/performers)		20,000
	Community Arts Development Officer to promote, develop, and provide regular arts exhibitions and performing arts projects within public/community spaces throughout the Bailiwick. States of Guernsey Equivalent EGI full time role (including support to Public Arts Plan). Salaries to reflect skill level, flexible working hours across 7 days and evenings. Includes SS and Pension provision. Made up by: Liaising with arts community - 4hrs per week. Planning and organising - 5hrs per week .Event management - 4hrs per week. Promotion and development of full community inclusion - 5hrs per week Liaising with States Departments a Developers – 4 hours per week. Implementing projects – 8 hours per week. Development of Public Art Trail 6 hours per week.		40,399
Public Arts Plan	Annual funding of new arts installations (assumes 2-3 installations a year at £10,000 per installation)		25,000
	Ongoing funding through Percent for Art programme		N/A
Festivals Plan	Additional annual funding to initially seed new festivals (£30,000 needed to target and seed three new festivals each year at £10,000 each) and to provide additional support to existing festivals		50,000

	(£20,000, being a 40% increase on current grants in order to meet unmet demand and to enable more professionally run festivals)		
Funding Plan	Funding Development Officer to lead the fundraising activities of GAC. States of Guernsey Equivalent EGI half time role. Salaries to reflect skill level, flexible working hours across 7 days and evenings. Includes SS and Pension provision. Promotion of fundraising and corporate funding sponsorship – 18 hours per week. May be combined with the Community Arts Project Leader to provide a full time role.		40,399
	Addition needed to fund Plan for the Arts	20,000	261,858
	Total Resource Requirement	<u>20,000</u>	<u>404,233</u>



APPENDIX 2

Percent for Art – A Discussion paper prepared by Guernsey Arts

Public art

Throughout history, the artist has shown an overwhelming desire to engage with the physical and geographical context of society. This has been successfully achieved when the artwork engages with a specific place or event. It can contribute to the distinctiveness of the local area and can offer an insight into the history of the environment.

In recent times we have become more conscious of the environment and the effect it has on the lives of the community. Art has a vital role to play in the environment and has, in fact, become an integral part of many urban areas. A high quality environment is essential for good quality of life, and high quality public art is necessary to create that environment, be it an open space, public building, hospital, commercial centre or education facility. Public art, although perhaps only experienced in passing, can make an impact and create lasting memories.

As well as enriching the environment for the community, public art can also enhance the attractiveness of a location as a visitor experience and hence make a positive contribution to the economy.

A Percent for Art scheme provides the means for collaboration between the artist and the community. It also offers the developer the opportunity to enhance buildings and spaces.

Percent for Art

The Percent for Art principle refers to the practice of spending a certain portion of a construction project's budget on art. It is an internationally recognised funding mechanism where developers allocate a percentage of the capital costs towards the provision of public art,

In most jurisdictions adopting the principle, around one per cent of the construction budget is spent on art.

The principle can manifest itself as a planning or funding decision, or it may be imposed as a planning condition for a development.

The Percent principle is suitable for new constructions, renovations, infill development and building infrastructure.

Public recognition of the benefits of public art, together with Percent for Art as a funding mechanism, will allow a much wider range of opportunities to be explored and for the Island to assert its cultural identity and to express its confidence in the future.

The Development and Planning Authority welcomes works of art that can give a sense of identity to developments and add character to a locality. Works that celebrate the cultural and historic context of a site or locality are particularly welcome.

What is public art?

Public Art can be defined as; “permanent or temporary works of art visible to the general public, whether part of the building or free standing; can include sculpture, lighting effects, street furniture, paving, railings and signs”

Although traditionally public art has consisted mainly of monuments, sculptures and fountains, a much wider range of possibilities are available today. Forms of artistic expression employed in public art projects have broadened greatly over the past 20 years or so, resulting in changes about what is understood by the term public art.

There are a number of reasons for this:

- changes in technology and, in particular, developments in digital technology,
- the possibilities for the community to be engaged in the process, and not always the expression of the artist alone,
- the recognition of art as a means of achieving educational objectives,
- the role of art in expressing Guernsey's identity and engendering civic pride,
- the role of art in creating a contemporary image for Guernsey,
- the role of art in contributing to quality of life, through good design and high quality surroundings,
- the beneficial role of art in improving health & wellbeing,
- the role of art in celebrating culture, history and heritage,

Other benefits include:

- enhancing the quality and experience of the Island's public spaces,
- celebrating cultural diversity and confidence in Guernsey,
- promoting cultural production by local artists,
- promoting collaborative working,
- playing a role in community development,
- raising the profile of the developer and presenting a positive image,
- being an effective marketing tool,
- enhancing the tourism offer,
- adding value to, and creating uniqueness for, the development project,
- contributing to environmental improvements.

Examples of projects offering scope for public art include;

- major new public and private developments including commercial – retail, office, industrial and agricultural - residential, tourism, leisure and community projects,
- heritage, cultural and tourism initiatives,
- town centre redevelopment/ regeneration projects including traffic and transport and environmental improvement schemes,
- landscaping, woodland, coastal, park and public open space schemes,
- signage and interpretation,
- restoration of important buildings/ architectural features.

Enlightened developers, and those with past experience of incorporating public art, will see Percent for Art as a real opportunity.

If a development is deemed appropriate for Percent for Art, it is considered essential;

- that a professional artist or craftsperson is commissioned;
- that the work should be unique;
- that the work is publicly accessible.

Examples of public art include:

- textiles, hangings, banners, mobiles, interior lighting, signage, and floorworks such as paving, pebbles, mosaics, tiles, ceramics.
- wallworks such as glass, murals, ceramics, photography
- sculptures, monuments, fountains, photography, prints, paintings, moving images, computer generated images, performance, events, music commissions
- street furniture including seating, lighting, railings, gates, clocks

It may be that semi-permanent and temporary works or artistic events or cultural festivals within public spaces will best meet the requirements of a particular project in some cases.

Percent for Art contributions may also be considered for the creation of public art in other community spaces, not attached to, or associated with, the development. In these cases, there should be some acknowledgement of the developer. However, it is envisaged that the majority of Percent for Art contributions will be on-site and integral to the development of that site.

The process

In Guernsey the proposal is that the Percent for Art principle be included in supplementary planning guidance, and as a condition of planning, at the discretion of the DPA, for projects whose capital cost is in excess of £5M. Where it is appropriate to apply the principle to a construction project, 0.75% per cent of the capital costs will be allocated to public art, up to a maximum of £100,000. In some cases it may be appropriate for the principle to be applied to projects with a capital cost of less than £5M.

Should the Development and Planning Authority decide that the Percent for Art principle should be applied to a project, then it is essential that the contractor and lead architect engages with Guernsey Arts at the earliest possible stage in the design process to agree the form of the public art.

It is also proposed that similar principles should be applied to States of Guernsey construction projects. Percent for Arts funding associated with States of Guernsey projects should be considered as available for projects with broader societal objectives, rather than tied to that particular project. For instance, there could be an allocation to projects in regeneration areas or as part of the funding for high visibility public art projects.

Guernsey Arts, through its Public Art Committee, will work with the developer to create a brief. The Public Arts Committee will invite relevant experts to form a steering group for each project. These experts may include artists, structural engineers, architects, and representatives from relevant States Committees such as Heritage, Health and Safety, or other appropriate departments. For smaller developments with lower budgets, it may not be necessary to form a steering group. However, relevant States departments will still need to be consulted.

The brief will include:

- a general description of the project,
- a description of the artist's role,
- membership and responsibilities of the steering group,
- details of the management of the project,
- health and safety consideration and relevant risk assessments,
- where appropriate, plans for community consultation,
- any requirements for maintenance,
- timetable,
- budget,
- artist's copyright position,

Once the brief is agreed, the developer can select an artist or craftspeople themselves, or do so in consultation with the Guernsey Arts Public Art Committee.

Commissioning of artists and craftspeople can be done in one of three ways:

1. Commissioning a named artist based on reputation and suitability for the project. This method may be beneficial where the programme prohibits a longer competition process, or where an unusual range of skills are required. For example if an artist is brought in at a very early stage to become part of the design team his or her ability to work with the architect and others can be key to delivering a successful project.
2. Limited competition where a shortlist of suitable candidates (usually no more than 5) is invited to submit proposals. In order to encourage serious entries it is often beneficial to pay a nominal fee and be specific about what is expected by way of a presentation. This is an effective method in that it provides a range of possibilities at a defined cost.
3. Open competition where invitations are published through appropriate publications and other media locally. Artists are invited to submit examples of work together with a CV from which a shortlist is drawn up. The shortlist will be issued with a brief and at this point the process will be similar to that of a limited competition. Clearly this approach requires more time, but may have benefits, particularly with high profile/high budget projects, where there may be value in the added publicity.

Once the artist has been commissioned, they will work with the developer to create a detailed proposal for the public art element of the project.

In creating the proposal, all relevant States Committees must be consulted and their policies understood and adhered to.

On completion, the proposal will be submitted as part of the planning application process.

Criteria considered when assessing the proposal will include:

- will the art be unique rather than derivative?
- will it be imaginative and distinctive?
- is it relevant to Guernsey?
- does it integrate well with its surroundings?
- is it thought provoking and stimulating?
- is it challenging and experimental?
- is it engaging, inspiring or reflective?

- can it be seen as diverting or amusing in some way?
- does it contribute to the quality of the environment/ development?
- does it contribute to the community; to contribute to the character of an area?
- does it comply with the principles contained in the DPA guidance?

Should the application be successful, then Guernsey Arts will work with the developer to realise the commission.



APPENDIX 3

Selected events supported by GAC in 2019¹⁸

Victor Hugo's *The Toilers of the Sea* written in Guernsey during his exile here. Many islanders know little of the book and the story and Patrick Dickson; director, writer, producer and actor, locally born now living in Australia returned to the island to perform his one man play based on the book. Theatre is an art-form grounded in storytelling and this production seeks to de-mystify Hugo's novel by engaging the imagination of the audience and 'cutting to the chase', of the adventure. Performed to over 350 to great acclaim.

Patrick Dickson - *VH The Brainstorm*



Proms on the Pier, a wonderful opportunity for an open air perform from the Guernsey Jazz Orchestra to perform to an enthusiastic audience who later also enjoyed the live broadcast from London; a brilliant experience for a local audience to be part of a world-class event

Proms on The Pier (GEG)

Guernsey Art Network's annual exhibition, this year in the beautiful open air setting of La Vallette. Free for all to enjoy and running for the month of August. A superb exhibition giving local artists the opportunity to have their work displayed to a wide audience.

Guernsey Art Network - *Art in the Environment*



Bridget Spinney and Aaron Yeandle were delighted to have their applications accepted to represent Guernsey at an Arts residency in Gibraltar coinciding with the 2019 Island Games. The residency culminated in an exhibition and also allowed artists from islands to examine the unique cultural of islands and celebrate cultural exchange.

Gibraltar Games artist in residence

GNet Radio was originally set up in 2006 and went offline in 2008. Ten years later in 2018 it relaunched as a non-profit community station with the aim of providing a platform for local talent. They now have a permanent base at St James, unique online viewers have moved above 2,500, and are also a platform for other cultural events to promote themselves

GNET RADIO



¹⁸ Extracts from the 2019 Annual Report of the Guernsey Arts Commission
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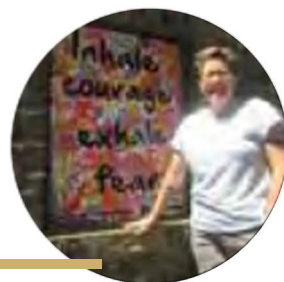
Tin Whistle productions, a locally based professional theatre company, produced their take on A Christmas Carol. Support from the grant went towards schoolchildren experiencing what was for many, their first theatre experience, with a professional cast delivering a superb performance.

Candie Concerts, a series of 21 outdoor concerts, in the beautiful setting of Candie Gardens. The concerts organised by the Town Centre Partnership are free and available for both locals and visitors to enjoy, attracting an audience of up to 4000 across the 21 events. They are very much enjoyed by the artists who relish playing in this wonderful setting.



Without doubt one of the Alderney Theatre Group's most ambitious shows ever produced and performed on a unique stage: Douglas Quay on Braye Beach. This outdoor spectacular was watched by over 800 enthusiastic spectators who gave standing ovations at the end of each performance. Produced and directed by Charlotte Newton, the 1-hour non-stop show was performed by an all-singing, all-dancing, 25-strong cast – which included many new faces.

Sian Jones is a champion in encouraging creative activity to improve sense of wellbeing, uplift spirits and having a positive effect on mental health. The support given to Sian allowed her to purchase materials for a series of one to one workshops with individuals interested in exploring their own creativity and the positive effects this could bring to them.

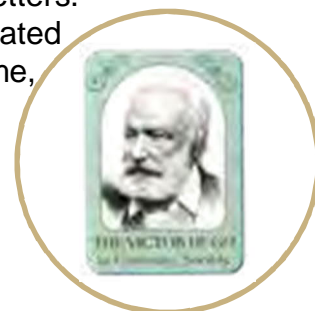




Two brilliant shows by the amazing Oddsocks team - great music, singing, acting and very funny. They really do bring Shakespeare to life and make it very easy to follow the story; very accessible and entertaining. The venue, the new amphitheatre area in front of the Seigneurie, is perfect for this kind of show.

ODDSOCKS ON SARK, A MIDSUMMER NIGHT'S DREAM

In France Victor Hugo is a giant and he lived here in exile for nearly 15 years writing, sketching and making his home unique in the world. He brought his family here, he fed the poor children of St. Peter Port, his mistress lived in the same street and she wrote him thousands of letters. There is much more to him. Victor Hugo is part of our history, too, and he even dedicated his book *The Toilers of the Sea* to us – the people of Guernsey. You should have come, but there is always next year. The annual weekend seminar is dedicated to celebrating the cultural asset we have in our legacy.



THE VICTOR HUGO IN GUERNSEY SOCIETY SEMINAR



The Guernsey International Poetry Competition has 3 categories a) Open b) Channel Islands c) Young people's. The competition attracts entries from all over the UK, Uzbekistan, Australia, Canada, France, Nigeria, Hong Kong, Singapore, USA, New Zealand, India, Tunisia, with around 800 entries in 2019. This gives great exposure to Guernsey. Winning poems were displayed on Aurigny planes, buses and at the Guernsey airport.

Guernsey Literary Festival Poems

TRU` A folk trio from Northern Ireland, when visiting to play at the final Sark Folk Festival and hearing Guernsey had its own unique language was keen to explore the musical heritage and record a song in their style in Guernesiais. Supported by locally based musician James Dumbleton to ensure authenticity, they recorded and created a beautiful video of Cha Chon. Perhaps its only when people from other places explore our cultural heritage do we understand the true value.
Click link <https://youtu.be/EDkQig38LC8>

Tru` recording of Guernsey language song and video



The weekend of our landscape workshop with Tony Worobiec FRPS arrived with a cool breeze and threatening cloudy sky; excellent conditions for putting into practice the theme - Photographing Landscape Whatever the Weather.



Much use was made of the coastal landscape predominant in the island of Guernsey, following on from the previous day's illustrated presentation by Tony on Coastal Landscapes. Both workshop events were at capacity and, as always, it was a opportunity for local members to meet other members and align themselves with current trends in photography.

This year's Guernsey Literary Festival enjoyed a record attendance of 8,605 over its six days. The figure, which includes more than 2,000 children taking part in its education programme, was 18% up on last year's event, itself a record. Festival Director Claire Allen said that she was 'absolutely delighted' with the event's success. 'We've had so much positive feedback, not just from those who went to the talks and performances, but from the authors themselves.

They commented on the warm welcome they received from the Festival team and the excellent organisation of events. 'Over the six days, there were 67 speakers and 84 events organised, including 18 educational talks by authors in schools to 2,283 children.

All the events were planned and organised by a team of volunteers. In addition to its large education programme, the Festival organised one talk in the prison and two at the Princess Elizabeth Hospital as part of its community programme.

Claire Allen - post event press release extract.



Chaos is a boutique festival, focused on the alternative music genre and motorcycle enthusiasts. The festival has been running successfully for 14 years and has both a core dedicated number of visitors each year, alongside a diverse range of festival goers from across the world. The core mission of Chaos is to provide a safe, inclusive and diverse festival experience for all, with high quality bands at an affordable price. We pride ourselves on creating a space which brings acts from across the globe to our Island, generating inspiration for the next generation and empowering the local music scene in a unique way.

To deliver an island themed event of the highest quality at the most affordable rate and to provide choice to the widest audience. Events included Opera, song recitals, saxophone recital, an 8 piece Cuban band, an Art Exhibition with Anna Gillespie and local artists, folk musicians from the other Channels Islands and Salsa lessons.



Following on from the book launch of "Traditional Guernsey Music" which is an invaluable as a record of our traditional musical heritage.

Musicians close to the book project and steeped in traditional music, from France, Canada and including James Dumbleton based in Guernsey formed a group to perform a number of the pieces from the book. bringing the music back to life, and interpreted in a contemporary style The concert performed at St James was very well received and supported by a workshop at Castle Cornet. Music is clearly a great way to keep Guernesiais alive.

LIHOU (GUERNSEY LANGUAGE MUSIC AND WORKSHOP)

APPENDIX 4

Summary of Venues within Guernsey

1. Performance Venues

Guernsey has substantial physical centres for music and performance arts, including the Beau Sejour Leisure Centre, St James, and the Princess Royal Centre for the Performing Arts.

1.1 Beau Sejour Leisure Centre

In the last two years, the Beau Sejour Theatre has renewed its cinema screen which is the largest in Guernsey. Theatre capacity is c400, with disability access provided for both seating and stage. It is the performance home for both GADOC and Evoke Productions, and ideal for large seated music events, with a permanent tiered seating arrangement. The seating is scheduled to be replaced in 2022/2023. The Centre has two other halls available for events - the sports hall, being the largest hall in the Island, has traditionally been the venue for major visiting acts, hosting up to 1,500 seated. However these acts have diminished over the last few years, possibly due to the increasing costs associated with hosting these performances, as well as the lack of commercial event organisers willing to take the associated financial risk in this area. The David Ferguson Hall is a slightly smaller hall and is available for concerts, shows, exhibitions etc.

1.2 St James

St James has implemented a number of initiatives over the last three years to widen the opportunities for performers and increase its audience base, including the purchase of a purpose built PA system (with support from GAC) for the main hall and café. Capacity in the main hall is circa 500. Following the extension of the Café area, it now can accommodate smaller music, comedy, and theatre events. With the installation of recording and streaming equipment it has the ambition to create rehearsal space for younger musicians and create an affordable workshop area for artists holding classes. St James has recently reviewed its venue hire policy; introducing a “less risk” approach to hiring of the venue.

1.3 The Princess Royal Centre for the Performing Arts

The Princess Royal Centre for the Performing Arts is an excellent facility for the Guernsey Institute College and is the teaching venue for performing art students. The venue has a modern adaptable theatre space (with a maximum capacity of circa 300), which is available for hire, as well as a number of smaller studios that are ideal for dance theatre rehearsal and performance. These areas are also available for hire to yoga/dance clubs. The centre has been screening, NT Live (National Theatre) performances, for a number of years, which have grown in popularity, offering easy access to professional theatre for the Guernsey community. It is aware that its theatre equipment is aging and will need updating. The centre will form the central hub of the post-16 education campus with increased opportunity to stage events and exhibitions in the future.

1.4 Other Venues

The island also has a number of pub and hotel venues that host live music, poetry and “open mic” nights. Similarly, in Alderney there are a number of forts that can be used for cultural events.

2. Exhibition Space Venues

Guernsey also has a number of smaller exhibition space venues, including the Guernsey Museum, the Greenhouse Gallery, and the Gate House Gallery.

2.1 Candie Museum

The Guernsey Museum at Candie houses the Rona Cole Gallery, which features 200 permanent works of significantly important artists relating to the Bailiwick. It also houses the Brian White gallery which hosts the temporary exhibition programme. That programme is wide ranging and often focuses on the heritage and historical connections of the Bailiwick. The gallery space is also made available to the Guernsey Photography Festival (GPF) as part of its Festival and its GPF artist in residence programme.

2.2 Greenhouse Gallery

The GAC office is based at the Guernsey Museum and, through the agreement with the States, its own Greenhouse Gallery is based there. GAC dedicates the space to local artists and presents six exhibitions annually incorporating established, student, and upcoming artists, and local themes. Exhibitions are sponsored by the Art Foundation Guernsey.

All three galleries within the Candie Museum are comparatively small but offer distinctively different programmes. However, GAC and the Museum Service do collaborate in hosting larger exhibitions together across the Brian White Gallery and the Greenhouse Gallery, such as the significant Voices (Guernsey language) exhibition.

There is a cost for entry to the Museum and this is required for entry to the Greenhouse Gallery. As the Greenhouse Gallery is non-commercial there is no opportunity for artists to sell their work viably during the exhibitions.

2.3 Gatehouse Gallery

The Gatehouse Gallery, within the grounds of Elizabeth College, is run by the head of the Art Faculty at the College and focuses on opportunities for local artists. It also features exhibitions from its artist in residence programme. The Gallery has free entry but limited opening hours. Artists are able to sell their works at the Gallery

2.4 Other Galleries (Commercially Run)

The Coach House Gallery, situated in St Pierre du Bois, offers a rolling programme of exhibitions as well as housing individual pieces by local artists on its lower floor. The gallery has free entry and is open seven days a week.

Sula Gallery, situated in St Sampson, houses a number of pieces for sale, by local artists, and has themed exhibitions across the year.

The Gallery, based at the bottom of Mill Street, incorporates a number of local artists within its retail offering.

The George Crossan Gallery, within the Inner Street of the Market Building on a mezzanine floor, is under the ownership of Bailiwick Estates and is part of the latest development of the Market Buildings. The space is available to hire on a daily basis and, at this stage, is yet to fully establish itself. GAC has committed to hosting a limited number of exhibitions within the space. The Gallery is ideally placed in the centre of St Peter Port, free to the public and offers great potential for local artists.

3. Public Buildings

Guernsey has limited venue space within its public buildings, exceptions being:

3.1 Beau Sejour Leisure Centre

The Beau Sejour Leisure Centre has accommodated exhibitions within its foyer areas and has had, and continues to have permanent and semi-permanent installations. In addition, it is the home for the Guernsey Eisteddfod Arts and Crafts exhibition, which is usually held in the Concourse and David Ferguson Hall. In recent times, the outstanding Renoir Exhibition, curated by Art for Guernsey, was also hosted in this Hall.

3.2 Hospital environment

The Committee for Health & Social Care have been proactive in the last few years identifying the value of art and creativity within health. They now employ a culture and arts manager who is proactively seeking to create high quality exhibition space with the corridors of the hospital environment.

3.3 St James

St James has made its café walls and stairwells available to local artists to sell their work subject to a maximum charge.

3.4 Royal Court Grand Hall

The Bailiffs Office have been very supportive of exhibitions within the Royal Court Grand Hall and GAC has hosted two exhibitions in this space.

4. Outdoor Venues

The Guernsey Photography Festival display a rolling exhibition with high quality display boards in the Sunken Garden area of St Peter Port. There are also an increasing number of temporary outdoor displays. GAC and the Priaulx Library both hosted outdoor exhibitions in 2020.

A number of festivals are held within heritage sites, such as Castle Cornet or Vale Castle, the sea front, and town areas. Other possibilities include States controlled open spaces, such as Beau Sejour Park, Delancey Park and Saumarez Park.

5. Public workshop/Class space

There are no permanent workshop spaces currently available that are appropriately equipped (photography equipment/easels etc.) and affordable for visual artists.

Community centres can offer affordable spaces. St James is currently developing a workshop space at an affordable hourly rate.

Performing arts fare slightly better with theatre groups/ orchestras and concert bands able to use halls and community centres for rehearsal. Younger bands often struggle for rehearsal space, although St James is looking to develop support in this area.

APPENDIX 5

ARTS ORGANISATIONS AND EVENTS

Performance Art

Princess Royal Theatre, Beau Sejour, St James, the Eisteddfod, and GADOC put on an increasing amount of performance art as well as supporting newer acting and other performance art groups. The planned Little Theatre, as well as redevelopment plans at St James and Princess Royal Theatre, will increase the facilities and locations available for performance art at the same time as a mushrooming of small theatre groups. Other organising groups include:

GADOC
GATE
Music Theatre Guernsey
Guernsey Classical Greek
Academy of Dance and Theatre Arts
Tin Whistle Productions
Freaky Geese Theatre
Avril Earle Dance and Theatre
LeT's dance
Alderney Performing Arts
5 Quarters Theatre
Guernsey Salsa
Guernsey Ballroom
Irish Dancing Academy
KD Dance
Cheshire Dramatic Art Academy
Irish Dancing Academy
Bandwagon Academy
Evoke Productions
Music Box Drama
Guernsey Street Festival

Classical Music

St James and the Guernsey Music Service have been central to the expansion of classical music on the Island. There is an abundance of Choirs and Orchestras as well as individual and small group performers. St James and the churches are the main venues and facilitators of performance, while the individual groups organise themselves. Here is a selection of the organising and performing groups:

Glee Singers
Chamber Choir
La Roque Choir
Bach Choir
Guernsey Eisteddfod
St James
Liberation day performance
Last of the Proms performance
Welsh Male Voice Choir
Festiva

Guernsey Symphony Orchestra
Symphonic Winds
Rainbow Choir
Quatuor Hanois
Choral and Orchestra Society
Alderney Chamber Music Festival

Contemporary Music

The very active festivals, club and pub venues, heritage sites (such as Castle Cornet, Vale Castle, and Candie Gardens) support a very active contemporary, jazz and other music scene that is also supported by various teaching groups. Each event or venue organises itself, including:

Chaos
Retro Festival
Sark Fest
Guernsey Folk Club
School of Contemporary Music
Street Festival
Guernsey Pride
Vale Earth Fair
Cobo Balcony
Castle Cornet events
Candie Gardens
St Peter Port Busking
Jazz Orchestra
Guernsey Jazz
St James
Pinquay
The Doghouse
Fermain Tavern
The Cock and Bull
The Vault
Thomas de La Rue

Literature

The Literary Festival and Guille-Alles Library put on many literary events and support various literary groups.

Visual Art

There are several public and commercial galleries for visual arts as well as groups that separately organise exhibitions of contemporary, emerging, heritage, and diplomatic visual art. In addition there are events that bring together the visual arts with other art forms, including both performing art and music.

Candie Museum Rona Cole Gallery
Greenhouse Gallery
Gatehouse Gallery
St James
George Crossan Gallery
The Coach House Gallery
Sula Gallery

The Gallery
Hospital Art
GAC
Arts for Impact
Art for Guernsey
Photography Festival
International Film Festival
Sarnia Arts and Crafts
Guernsey Art Network
Iris and Dora
Photographic Club
Spectrum
Prism
Arts Sunday
Community Arts Festival
Alderney Week
Art on the Beach
Fox Art Competition
Sovereign Art
Our Islands Creative Competition

APPENDIX 6

FESTIVALS SUPPORTED OR ARRANGED BY GAC

Guernsey Literary Festival
Guernsey Photography Festival
CHAOS
Vale Earth Fair
Guernsey Street Festival
Proms on the Wicket
Bailiwick Choral Festival (New2021)
Alderney Performing Arts Festival
Pride Festival
Alderney Literary Festival
Creative Sark
Le French Festival
Arts Sunday
Guernsey Community Arts Festival
KPMG Castle Nights

FESTIVALS FUNDED SEPARATELY FROM GAC

Sark Festival Retro Festival
Guernsey Together Music Festival

SELECTED FESTIVAL QUOTES

The 2019 Alderney Literary Festival

2019 was its most successful year in the 5 years of its existence. We attracted more off-islanders than ever before as well as more private funding than before. A huge step forward was our ability to finance and support. On behalf of the Trustees of the Alderney Literary Trust, I thank Economic Development for its support in making Alderney Literary Festival 'world class' (in the words of one visitor) and something that the Bailiwick of Guernsey can be proud of.

Guernsey Literary Festival

The festival contributed to raising awareness and promoting Guernsey as a holiday and short break destination, encouraging tourism to the island.

This was achieved through significant off island media coverage of the high profile international authors who attended the 2019 Festival.

Our ticket booking data revealed that 18% of our audience came from outside of Guernsey, with 12% from the UK, 4% from other Channel Islands and 2% from other locations.

CHAOS

This year we believe there were around 200 visitors to Chaos from Jersey and UK. In addition to that there were many more who attended but paid on the gate so could not be accurately we would estimate at a further 70-80 visitors. Most of these stayed for 2 or 3 nights in Guernsey, but at least 40 of these stayed on the Island for 5 nights or more. We have calculated this led to a 600 bed nights being generated in Guernsey over the Chaos 15.

Victor Hugo Seminar

The conference featured internationally recognised experts on Victor Hugo. This was the 1st time that we managed to secure directly booked delegates from France, all of whom have promised to return and to spread the word. For the first time we provided simultaneous translation so that delegates could understand French and/or English speakers.

Alderney Performing Arts Festival

All flights to Alderney over the festival weekend were sold. The Little Ferry although out of action sub contracted to Buzz White who ran the service with an alternative boat. Private planes and boats also came up for the event.

