



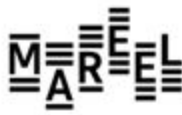
Shetland *arts*

2020 - 2021: Quarter 3

Report of activity relating to Priority Areas of Activity Statements

Case Studies: Hogmanay 2020, Mindful Makkin, Christmas Craft Packs

Interim Key Performance Indicator Statistics (appendix)



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Priority Area: Youth Arts

Shetland has a vibrant Youth Arts scene provided by a range of individuals and groups. We will support and contribute to this provision, create and sustain engagement, and nurture creativity and talent through an annual programme of access-level cross-artform workshops, artform specific "intensives", high-quality music and drama productions and subsidised access to events and activities.

Q3 in numbers

13 Development Sessions

111 Participations

Q3 saw some of our **Youth Companies** coming back to Mareel for socially distanced classes in person in November, a move which was welcomed with enthusiasm by the participants.

Shetland Youth Theatre were working with **Stephenie Pagulayan**, focussing on drama technique as well as a creative approach to devising and script writing.

Film Crew Jnr were with **Keiba Clubb**, building on the experience gained by creating a film together, virtually, during lockdown - setting up the camera and tripod, creating characters, brainstorming ideas, basic storyboarding, filming and editing through the creation of fun short fiction films.

Shetland Youth Dance Company have been taking a short break while choreographer Kathryn Spence is on maternity leave.

Priority Area: Education & Learning

Our Education & Learning programme is diverse and offers provision at all levels. From the highly successful schools outreach work run from Bonhoga, through to our formal education programme delivered under contract and in partnership with Shetland College UHI, and informal opportunities such as regular cross-artform workshops, business development, masterclasses and Creative Insight events.

Q3 in numbers

439 Development Sessions

1,410 Participations

Q3 has been a challenging time for the education team and students, but despite the challenges of Covid we have continued to deliver a mix of online blended and face-to-face lessons.

S3 Skills for Work students have been able to attend Mareel every second week for the whole of the third quarter. The student's time in the building has been reduced by two hours every session. In response to the reduction in hours, the education team has utilised a blended learning model of delivery to ensure that students have appropriate work that they can



complete at home every week. All of this quarter, students have still been able to complete practical elements of their coursework in Mareel.

Q3 has seen delivery of the new **Creative Enterprise Skills for Work** programme. Students have been working on a promotional video for the Skills for Work creative industry courses that will be used by Shetland College for future recruitment. Practical elements have been delivered in Mareel with the Virtual Learning Environment (VLE) being utilised for blended elements that students have completed at home.

NC Creative Industries Music, Film and **HNC Music** students have been in Mareel two days a week to participate in practical work such as camera operations, live performance and audio technology modules. The practical elements of the NC and HNC courses were front-loaded in anticipation that there might be a second wave of COVID.

Our **BA Contemporary Film**, **BA Applied Music** and **Masters** level students continued their studies online and have more than met the challenges presented by socially distant learning.

Priority Area: Arts & Well-being

The value of arts to personal and community development is becoming increasingly recognised in Shetland. We will continue to develop our Arts & Wellbeing work through the support of groups which use the arts as a vehicle to wellbeing, providing activities for individuals in care settings and providing free access to events or activities for individuals who have been referred by medical, care or support professionals.

Q3 in numbers

25 Development Sessions
514 Participations

Q3 saw our **Wellbeing** classes continue to be offered online and free of charge. **Wellbeing Choir with Suzanne Briggs** has gradually been gaining momentum on Facebook Live and by the time it came to December the **Christmas Singalong**, with a mix of traditional carols and popular Christmas songs, was very popular and attracting participants singing along from both Shetland and as far afield as the United States and Canada. *"The perfect way to start the Christmas holidays! Thank you for sharing these carols with us!" "Thank you Suzanne, it was so lovely, especially on such a dark day... Lifted my spirits up!"*

Wellbeing Writing continued as drop-in sessions via Zoom with **Claire Davenport**. This term participants worked with Claire, finding words and stories to her pictures and drawings of the local Shetland land- and cityscape, using her photography and sketches as catalysts to mysteries, poems and conversations.



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Mindful Makkin with Helen Robertson proved a real hit on Zoom and was fully booked at each session with a mixture of local and international participants who enjoyed the opportunity to get together and knit when the local knit nights and craft groups weren't able to run.

Helen Robertson also developed and sent out craft packs to twelve care homes across Shetland as part of our **Arts in Care** strand. The **Christmas Craft Packs** were delivered in December and contained instructions and materials for up to twelve residents in each care setting to make pom-poms in the shape of Tammie Nories (puffins), robins and Christmas puddings (see Case Study).

Priority Area: Development & support

The development and support of individuals and groups, along with the promotion of excellence and experimentation, is integral to our work. This includes the provision of funding both directly and through signposting, access to equipment and facilities, paid work placements, volunteering opportunities, commissioning productions and providing support and training to allow creatives to access new markets. We will continue to provide numerous paid opportunities for freelance artists, education staff and performers.

Q3 in numbers

6 Development Sessions
34 Participations

During Q3 we supported **Jenny Sturgeon** to offer the first in a series of **Unlocking our Sound Heritage** online workshops. In these workshops participants explored using the National Library of Scotland Sound Archive as inspiration for creating new spoken word poetry and song. Over the two workshops they worked with a collection of sound recordings focused on plants and ecosystems to create a collaborative piece of immersive, site specific music. Following on from the workshops each participant has the opportunity to contribute to the recorded piece.

The 1st round of the **Visual Artist and Craft Makers Awards** were in November with awards being made to 3 local artists.



Priority Area: Programming

We offer a varied and engaging programme of events, exhibitions, screenings and festivals across a range of artforms, including film, music, drama, literature, visual art, craft, dance and digital. We also provide spaces and support for other promoters and groups to stage their shows.

Q3 in numbers

402 Concerts / Screenings / Exhibition days

31,277 Audience attendances

4 Development Sessions

223 Participations

EXHIBITION

PERIMETER, our new, temporary exhibition space for new work created by local artists has been a huge success since its installation at the end of September. The reinforced 8x6ft polycarbonate greenhouse offers an outdoor, locked space with lighting and power, for passers-by to engage with contemporary art. A series of 3-4 week exhibitions have used the space in very different ways and will continue to do so until March 2021.

Throughout October **Vivian Ross-Smith's** exhibition **Ways of Seeing** filled the space with a blend of filmed and real performance work incorporating 'wearable paintings' by the artist. This drew on Vivian's work made throughout the summer in which she commandeered the Shetland Webcam network to make a performance piece exploring accessibility of the art world, perceptions of place and her identity as an islander. It tackled questions around the presentation of artwork in our current Covid-climate. For **PERIMETER**, Vivian also periodically dressed in her wearable paintings and occupied the greenhouse, which acted as a window in as well as a barrier and screen, to contemplate the tensions between absence, presence, and physical and digital forms of connection.

Vivian said, "There are many challenges to sharing artwork right now, and these strange times are teaching us important lessons in rethinking how we access art too. I am delighted to be the first artist to occupy the **PERIMETER** space with Shetland Arts. The ethos of the space works perfectly in tandem with my recent work and I hope folk will enjoy stopping by to be both intrigued and amused."

In November the space was taken over by **MAMhouss**, a collective of artists, writers and makers who aim to navigate and combine parenting with creative practice. Their work is driven by dialogue with a wider community, particularly a community underrepresented or an otherwise non-traditional art audience. Their **PERIMETER** exhibition, **A Moment in Time**, was an opportunity to present the work created as part of their Booth residency in September (see Q2), in which they explored the strange times we currently find ourselves in. Their socially-engaged practice asked questions about the Covid-19 lockdown and how it made people feel. The resulting work was both fun and emotive, combining painting, jewellery, moving image and sound. A socially-distanced community event on 7 November invited



passers-by the opportunity to chalk their feelings onto the ground around the greenhouse and take away a colour-in print, created by MAMhouss.

In December the greenhouse became an audio-visual festive spectacle for **Sounding Joy**, a collaboration between Shetland Arts and graphic artist Jono Sandilands. Six electro-conductive graphic artworks on the inside surface of the greenhouse were the triggers for six separate Christmas tracks that could be activated by a hovering hand (no touch required). The music, in turn, activated the giant LED lit star in the centre of the space, creating an uplifting audio-visual experience that could be played like a huge interactive festive jukebox.

Meanwhile, in Mareel itself, an exhibition of portraits by photographer **Samuel Temple**, extended from the Feature Space down into the cafe bar. Samuel grew up in Shetland and moved to Glasgow to study Art in 2015. He was one of Shetland Arts' Northern Lights Ambassadors working on a documentary photography project as part of the ARTIST ROOMS Fallen exhibition in 2014. This gave him the opportunity to travel to London to meet legendary photojournalist Don McCullin, an experience he describes as life changing. In 2020, Samuel's photograph Dryon was shortlisted for The Scottish Portrait Award in Photography, which we saw as a perfect opportunity to showcase his work as an emerging artist and feature his work in Mareel.

FILM

The continuing situation regarding restrictions and the fact that many cinemas across the UK remained closed meant that there were very few distributors willing to release bigger titles this quarter. Release dates that had been set only a few weeks previously were continually postponed, sometimes with only a week or so's notice, which meant planning a month's schedule at a time was impossible. The smaller distributors, however, kept enough new titles coming onto the market that those cinemas that were still open were able to put together an interesting and varied programme.

Family films proved the strongest box office draw, mostly smaller animated adventures that were made abroad and dubbed into English rather than the bigger Disney titles audiences are more used to, but they seemed to go down well nonetheless! A new adaptation of **The Secret Garden** did well, and **Summerland**, a wartime drama starring Gemma Arterton, attracted families with older children.

There was a decided lack of big-budget action movies, though thriller **Honest Thief**, starring Liam Neeson, did respectable business, and a 40th anniversary re-release of **The Empire Strikes Back** did well. We were scheduled to screen the biggest release of the period, **Wonder Woman 1984**, from Boxing Day, but sadly by then Shetland had been moved into Level 3 and we had to close the cinema.



In the run up to Christmas our festive programme did very good business - old favourites such as **It's a Wonderful Life**, **The Muppet Christmas Carol**, **Home Alone**, **Frozen II** and **The Wizard of Oz** alongside a new theatrical adaptation of **A Christmas Carol** and the self-explanatory **Katherine Jenkins: Christmas Spectacular from the Royal Albert Hall**. Concert films and music documentaries did well in general over the whole period, with a diverse line-up that included **Little Mix**, **Michael Ball & Alfie Boe**, **Stevie Nicks**, **Phil Lynott** of Thin Lizzy, and Pogues frontman **Shane MacGowan**.

The star of the quarter though was **Harry Potter**. We screened all eight films, starting on Halloween and finishing on Christmas Eve, with two screenings of each, and every one was either sold out or close to it. Even bearing in mind a sell out is about a quarter of our normal capacity, that's a great result!

The ever popular **Film Quiz**, which moved online when lockdown started in early 2020, continued to attract healthy numbers of entrants each month.

PERFORMANCE

With Shetland's Level 1 status, we were able to revisit live events in November and December, with two different **Live@Lunch** offerings in the auditorium.

Ross & Ryan Couper's And Den Dey Made Tae, a brand new album recorded in Mareel's Recording Studio, was launched as part of the Live@Lunch series on Saturday 12th December to a sold-out (socially distanced) audience of 58 in the auditorium. This event was a very well received return to live music for the musicians and audience alike and there is a clear desire for more events as soon as circumstances permit. The event was also filmed and streamed on our Facebook pages as part of our streamed offering with a peak number of live viewers at 151. The video has since received 12,000 views, been shared widely and had many positive comments such as; "What a fantastic way to spend a Saturday denner time." (David Henry, Mareel Facebook)

The following weekend Director Jaqueline Birnie staged a 2020 set version of the seasonal classic; **"A Christmas Carol"**, again as part of our Live@Lunch programme. The play featured John Haswell as Scrooge, live on stage and performing with actors via Zoom. With two performances on Friday 18th and Saturday 19th, the play was performed to an audience of 43 in the auditorium and live streamed to 25 viewers. There have since been 609 views on Facebook. Once audience member commented; "A great production, similar to the standard of what you'd see in the sooth" (audience member)

From the 19th November, **Storytime for Under 5's**, in association with Shetland Library, returned to Mareel, with a socially distanced set up for children and their parents/carers in the Auditorium. With an initial of 10 adults and up to 20 children, the sessions, which ran up until 17th December, were all sold out with many repeat attendees.



On the 25th November and 16th December, **Play@Mareel** sessions, delivered with the assistance of Playworkers from the Bruce Family Centre, provided a Covid safe, relaxed and friendly environment for young children and their parents/carers to play together. With a variety of play experiences set up in the auditorium, children aged 0-3 could explore and interact with the toys for 45 minutes. These sessions were open to 5 adults and up to 10 children and were sold out each time with requests for more in the future.

Hogmanay 2020 from Mareel was an online event this year, with a programme of Shetland based performers from folk, rock and roll, Shetland fiddle tradition, Americana, poetry and storytelling. Comedian and storyteller Marjolein Robertson presented the evening, leading the audience through performances by Odessa, Jenny Sturgeon, Freda Leask, Sauerkraut Seth and The Plantiecrubs, Isaac Webb Trio and Hjaltibonhoga as well as poet Jen Hadfield and author Ann Marie Anderson. There were also segments from Shetland Arts TV archive and highlights of the work Shetland Arts had continued throughout a challenging year. On the night audience numbers peaked at 151 at any one time and total views have since tallied around 12,000 with 88 comments and 75 shares.

Priority Area: Mareel Recording Studio

Maximising Mareel's digital production facilities (principally for music and video recording and broadcast), we will provide opportunities for musicians and producers to generate revenue and Intellectual Property.

Q3 in numbers

6 Development Sessions
8 Participations

Ross & Ryan Couper's album *An Dan Dey Made Tae* was mixed and mastered at Mareel Recording Studio in October, having been recorded there by Tim Matthew in September. The album launch in December was a socially-distanced success and was streamed online with a live audio mix, the first such event since before lockdown.

There were a few sessions in October for **Promote Shetland**, providing music for a series of promotional videos, and a session for **Living Lerwick**, recording a bespoke audio track for their seasonal advert. **Keiba Film** also brought several projects to the studio in November and December for mixing and mastering.

The **Hogmanay 2020** broadcast involved a considerable amount of input from the Mareel technicians, with six local artistes being filmed and recorded on the Mareel stage and all audio post-production taking place in the Mareel Recording Studio (see Case Study).



Case Study: Hogmanay 2020

Shetland Art's Hogmanay event went online this year, showcasing Shetland's musicians, performers, artists and craft makers to a world-wide audience via Facebook and YouTube.

Restrictions in 2020 meant that Hogmanay would always look a little different to the tried and tested format audiences and performers have come to love, but we kept the spirit and the familiar frame-work of the event. The variety concert was now extended throughout the evening and the bells were taken in with a headline act. There was also a DJ set available from our Mixology DJs on Spotify to recreate the after-party atmosphere late on into the night.

Due to the unpredictability surrounding ever-changing Covid restrictions, and our decision not to contract performers resident in tiers higher than Shetland's, the acts had to all be local. This made for a Shetland-focused showcase of musicians, performers and writers.

A varied night of entertainment was programmed with Odessa opening the evening, followed by Freda Leask, Sauerkraut Seth and The Plantiecrubs, Jenny Sturgeon, Isaac Webb Trio and bringing in the bells with Hjaltibonhoga. All of the bands performances were filmed and recorded in Mareel by our Marketing and Production Technicians throughout December. Covid-safe procedures, such as only filming one act per day, limiting the spaces performers had access to, wearing masks and social distancing were in place throughout.

These specially filmed performances were presented by comedian and storyteller Marjolein Robertson, who also told a traditional Shetland Folk Tale. Poet Jen Hadfield performed her poem "Nettles" and dialect author Ann Marie Anderson performed "A Shetland Blissin", by Bertie Deyell.

Viewership on the night peaked at 1183 and with almost 35,000 total views across all our online platforms with positive comments such as:

"What an amazing job you have all done putting this together. Thank you." (Louise Wood, Shetland Arts Facebook)

"Watching with joy and gratitude from Madison, Wisconsin USA. Happy 2021 Shetland." (Jean Marie Kammer, Shetland Arts Facebook)



Case Study: Mindful Makkin

Mindful Makkin with **Helen Robertson** has proved very popular with sessions booking out rapidly. The classes focus on a simple knitting project every week, something the participants can usually finish within the session, these have varied from 'peerie croft houses' to patchwork style squares. The focus is on relaxation and using knitting as a method of practicing mindfulness. Helen guides participants through the project, supporting those who may be unsure of the techniques as needed and encouraging them to slow down and appreciate the creative process.

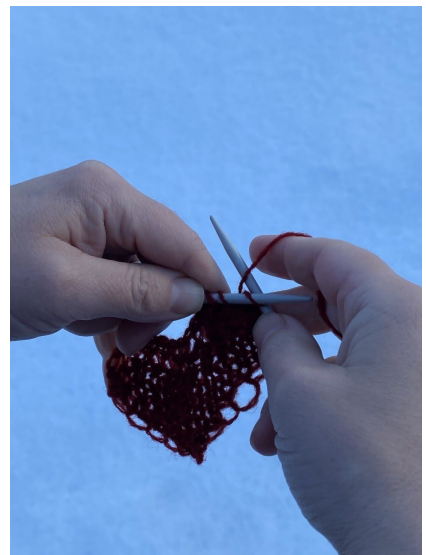


"This is a wonderful course. I look forward to it every week."
(participant, via email).

"Well, that was just lovely! Thank you. I have already signed up for the next one, and am looking forward to it already."
(participant, via email)

"Very friendly and welcoming zoom knitting session. Helen is inspiring, knowledgeable and helpful." (participant, via Facebook)

"These classes have made all the difference to my mental health during lockdown, I live alone, my family aren't on Shetland and my usual craft classes have all been cancelled. Mindful Makkin is the highlight of my week and it's free, so I don't even need to worry about the cost". (participant, via phone).



Case Study: Christmas Craft Packs - Arts in Care

Helen Robertson prepared craft packs with the materials and instructions for making pom-pom Christmas decorations and Tammie Nories (puffins) and distributed them to 12 care homes across Shetland. These allowed participants to get involved in craft activities while we were unable to visit them in person.

“Thank you so much for the pom-pom kits, they are great and have nearly all been made...it’s been good to have something different to work on. Hope there is funding for more kits as they are great and we really appreciate you taking the thought and time to make them up”. (Jackie Moar, Wastview Care Centre).



Indicative 2020/21 KPIs	Concerts, Screenings, Exhibition Days					Audience attendances					Development Sessions					Participations				
	Q1	Q2	Q3	Q4	Total	Q1	Q2	Q3	Q4	Total	Q1	Q2	Q3	Q4	Total	Q1	Q2	Q3	Q4	Total
1. Youth Arts	11	2	0		13	3944	44	0		3988	39	21	13		73	310	155	111		576
2. Education & Learning	0	0	0		0	0	0	0		0	268	133	487		888	1274	584	1481		3339
3. Arts & Well-being	0	0	0		0	0	0	0		0	22	23	25		70	685	486	514		1685
4. Development & Support	0	62	0		62	0	798	0		798	11	4	6		21	11	4	34		49
5. Programming	17	106	402		525	5288	4108	31277		40673	4	2	4		10	162	143	223		528
6. Recording Studio	0	0	0		0	0	0	0		0	0	5	6		11	0	7	8		15
Programme Total	28	170	402	0	600	9232	4950	31277	0	45459	344	188	541	0	1073	2442	1379	2371	0	6192
SCT Annual Target					4229					161112					2218					20902
% of SCT Target					14.2%					28.2%					48.4%					29.6%