



Shetland *arts*

2019 - 2020: Quarter 2

Report of activity relating to Priority Areas of Activity Statements

Case Study: Shoormal Conference, Screenplay

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.

Q2 in numbers

2 Concerts / Screenings / Exhibition days
50 Audience attendances
40 Development Sessions
239 Participations

This quarter saw the introduction of our rebranded **Youth Arts Companies** which currently focus on 3 artforms: dance, drama and film. These provide weekly term-time engagement for young people, providing opportunities to develop skills and creative practices throughout the year.

There will also be opportunity for performances and intensives in weekend and school-holidays. We aim to have workshops from visiting directors and choreographers alongside presenting their touring productions. This will provide progression for participants, and different insight into how other professionals work, and will also allow us to develop our theatre and dance audiences.

The Youth Dance Company engaged with international choreographer **Elisabeth Schilling**, who created a short choreography that acted as an opener for her performance **FELT** in July. This built the audience for the performance and the participants had an excellent chance to explore new ways of moving.

July saw the annual **Creativity Camp**, a week long series of multiartform activities hosted by local artists **Raman Mundair**, **Stepheni Pagulayan** and **Keiba Clubb**. This year the theme was 'What's your place?' and culminated with an informal performance in Mareel.

Shetland Youth Theatre celebrated its 25th anniversary with 'Silver Darling - a weekend long intensive focussing on developing an interactive performance. The performance revisited characters from previous Youth Theatre works, and used different places around Mareel as theatre spaces. Participants learned how to respond theatrically to a variety of performance spaces in a short, exciting development time, working with acclaimed Director John Haswell.

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.

Q2 in numbers

64 Concerts / Screenings / Exhibition days
3,262 Audience attendances
229 Development Sessions
1,313 Participations



Marketing and recruitment for the 19/20 academic year continued during July and August culminating in students completing their enrollment and induction at the **Shetland College** campus and Mareel. As part of this year's induction all students participated in a two day residential. The primary aim of the residential was to encourage collaboration between students from across specialisms and year groups. The residential was well received and it is planned to incorporate similar activities into future inductions.

At the start of the 19/20 academic year, there was a student role of 24 part-time **Vocational Pathway**; 7 full-time **NC Creative Industries**; and 3 full-time **HNC Music** students. In addition, 14 students from the networked **BA Contemporary Film** and **BA Applied Music** courses enrolled to study from Mareel.

This academic year Shetland Arts' education staff have been involved in the development and delivery of three new **Masters-level modules** and a **module on the BA Applied Music**. These new courses are all delivered from Mareel on the **University of the Highlands and Islands** VC network.

The exhibition of **INKLAB** works created by local school pupils continued in Mareel.

We hosted two summer themed **Creative Labs** inspired by Shetland Landscape. These had **Bonhoga** as their base however went out and about to be inspired by what's around us. Local artists **Paul Bloomer** and **Aimee Labourne** explored drawing in the landscape, expressively and looking at depth. Both day long workshops sold out.

There were two blocks of creative workshops for adults happening here at Mareel: **contemporary dance** and **life drawing**. Both were moderately successful, with dance's numbers building significantly towards the end.

In August we hosted the **Shoormal Conference** in Mareel (see Case Study)

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.

Q2 in numbers

0 Concerts / Screenings / Exhibition days
0 Audience attendances
43 Development Sessions
233 Participations

Our **wellbeing groups of craft and singing** have been successful as ever. Our Wellbeing Choir was delivered as 'Singalong Sessions', with workshops facilitating a similar vibe to sitting around a campfire. The craft sessions worked on a real variety of approaches, from decoupage to sand mandalas.

Our **Arts in Care** sessions have continued to be a success, with The Gold Group at **Newcraigielea** receiving drama sessions with **Stephenie Pagulayan of Alice Theatre Company** and preparation meetings taking place for them to make an outdoor wall mural with **Jane Cockayne**. **Keiba Clubb** delivered film sessions at **Edward Thomson House**. Here participants either drew characters or made them out of plasticine, which she then superimposed onto green screens to make a video. This really included the participants into the filmmaking process and it was great to see their work transformed through technology.
<https://vimeo.com/359753299/aa46483cc5>

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.

Q2 in numbers

121 Concerts / Screenings / Exhibition days
8,055 Audience attendances
16 Development Sessions
33 Participations

Creative Scotland and Screen Scotland delivered funding advice sessions at Mareel. These were open to everyone who may look to apply for funding, either individually or as a group. The sessions benefit 12 local practitioners who either took part in the 121 sessions or the group one. Our Creative Project Manager was also on hand to discuss the **Visual Arts and Crafts Maker Award** administered here at Shetland Arts.



It has been a very successful quarter at **Bonhoga** with another busy summer season. The third of this year's **ShetlandMade** showcase programme was delivered in the main gallery. The showcase featured the work of **Andrea Williamson, Cecil Tait of Paparwark, Esme Wilcock, Nielanell, Cheryl Jamieson of Glansin Glass** and **Mike Finnie of Red Houss**. Each designer exhibited current ranges as well as new work.

The showcases provides a unique opportunity for each designer/maker to sell their work within an exhibition context allowing a deeper level of engagement from the visitor. Included in the offer to makers was the creation of an online feature, fully tailored to them, from which they received full marketing support. Each maker delivered an **online Creative Insight** into their practice, the inspiration behind their work and the realities of running a creative business in Shetland. This activity helps to develop audience awareness of local craft practices and an understanding of the value of 'handmade'. As well as a development opportunity, this is a successful marketing tool.

All work featured in the showcases is for sale, providing a unique opportunity for both visitors and locals alike to purchase from a large and diverse collection of high quality, contemporary applied art and craft and consequently supports our local craft sector. Income from the showcases this summer was in excess of £27,000, an increase on last year.

The **Curated Retail** offer in the Bonhoga shop continues to prove successful with sales of contemporary prints and craft products from both Shetland and UK craft continuing to grow.

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.

Q2 in numbers

1,061 Concerts / Screenings / Exhibition days
46,400 Audience attendances
32 Development Sessions
208 Participations

This Summer we started **Jazz Sunday Lunch** - a free entry concert once a month in the Cafe/Bar featuring local Jazz musicians **Girsie and the Loose Ends**. This has proved very popular, attracting a demographic who wouldn't normally attend Mareel.

Also in the Cafe/Bar but upstairs, we now have a weekly **Storytime for under 5's**. This is run in partnership with the **Shetland Library** and has been a success from its outset with between 12 and 15 children attending each time.

Theatre Group **Birds of Paradise** brought exciting and challenging work to Shetland for **Brae is Where the Heart is**.



Comedian **Jack Dee** packed out Mareel's auditorium for a comedy night.

Space Ape was an excellent one-person theatre production which we put on in Unst and Cunningsburgh.

Scottish Ballet staged **Wee Hansel and Gretel** in the Garrison Theatre and on the same day, contemporary dancer **Elizabeth Schilling** performed **FELT** in Mareel

The **Cash** tribute band delighted Johnny Cash fans.

In July we held our summer school/festival, **Folk Frenzy**. Around 100 participants from around the world spent the week in Mareel learning traditional music techniques from **Kevin Henderson, Catriona Macdonald, Ross Couper and Antti Jarvela**. Added to this we had evening concerts, trips and tours, music and craft workshops, academic talks and a beach party.

Front Country played to a very appreciative audience at the beginning of September and **Little Mix Magic** entertained a younger crowd later in the month.

Our rural tour programme **Oot and Aboot** continued with **Open Mic on Tour** taking a show which combined programmed acts with an open mic session to Sandwick and Walls. The Fetlar show on this run had to be postponed due to bad weather. These events were well attended and the open mic section very popular with performances ranging from solo singing to poetry to book reading.

We hosted the joint **Shetland College / NAFC Graduation Ceremony** in August

Comedy fans turned out for **James Acaster** who sold out Mareel's Auditorium at the end of September.

The **Beyond Bonhoga** programme of off-site contemporary art exhibition moved to The Booth in Scalloway for the month of September with **Stoal**, a solo exhibition by poet, musician and filmmaker **Roseanne Watt**. The venue was successfully transformed from live/work studio space to a gallery to showcase Roseanne's filmpoems exploring the language, landscape and folklore of Shetland, combining moving image and poetry to re-examine tradition and evoke new perspectives.

It was quite by chance that we came here, & I'm so glad we did! The films & words are haunting in every sense - some surprising & very subtle visuals. Loved it - particularly Kishie Wife.
*Sue David
Kendal*

An accompanying series of production photographs from the making of the work was shown concurrently in **Mareel's Feature Space**, providing a connection to both the Screenplay festival and Shoormal conference at which Roseanne's work also featured. This comes after the successful launch in July of Roseanne's first collection of poetry, published by Picador. **Stoal** was well attended and feedback was excellent, reinforcing the value of our mission to take the best visual art out to unusual and unexpected settings.

As always in Q2 there were highs and lows at the **cinema box office**, with big family films in the summer holidays and the usual dearth of hits being released in September. Overall admissions were slightly up, by 1.6% on last year and by 4.6% on 2017/18.

Our star performer was the wonderful **Toy Story 4**, which was seen by more than 3000 people over the course of its run, followed by the new version of **The Lion King**. Not all family films proved as popular - hardly surprising given the huge amounts Disney spends on marketing their product - and there were disappointing audiences for **The Angry Birds Movie 2**, animated comedy **The Queen's Corgi**, the big screen debut of Dora the Explorer in **Dora and the Lost City of Gold**, and cult TV and book adaptation **Horrible Histories: Rotten Romans**.

Action movies had mixed fortunes, with **Spider-Man: Far From Home** and **Fast & Furious: Hobbs & Shaw** doing fairly well, but **Men In Black International** and action comedy **Stuber** failing to pull in the crowds. Quentin Tarantino's **Once Upon a Time in Hollywood** did very well, particularly given its 18 certificate which can be offputting to some, and **Downton Abbey** made a very successful transition to the big screen.

This has been a particularly good year for **documentaries**, and audiences for them are growing all the time. This quarter, we've screened films about football legend Diego Maradona, the moon landings, speedway racing, whistleblower Chelsea Manning, the extraordinary life and career of Luciano Pavarotti, the story of Leonard Cohen and his Norwegian muse Marianne Ihlen, and the ongoing conflict between environmental campaigners and a family of fishermen in the north of Scotland. We also paired a locally-made short film about Shetland-based artists, **My Island My Studio** by **Roberto Getto**, with **Prophecy**, a feature documentary about Scottish artist **Peter Howson**.

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.

Q2 in numbers

0 Concerts / Screenings / Exhibition days

0 Audience attendances

29 Development Sessions

81 Participations

Q2 in the Mareel Recording Studio mainly focused on three significant album projects. The **Herkja** album was recorded across a single weekend in the Mareel Green Room in August, with mixing completed in September. The **Haltadans** album mix was completed through August and September, with mastering scheduled for October, and work gathered pace on a long-term album project for **Gemma Anderson**, with an aim to have the album complete in time for Christmas 2019.

Amongst these larger bookings there were various smaller sessions that took place. Mastering of a 3-track online release by **Jack Sandison** in August; recording and mixing of a commissioned track by young fiddler **George Spence** in September; and a two-day voiceover session for a nature documentary in September, a return visit from a French TV company. Mareel also hosted the **BBC Election Hustings** in August, which was recorded in the studio for online release the following day.



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Case Study: Shoormal Conference

The Centre for Rural Creativity at Shetland College UHI and Shetland Arts Development Agency invited creative practitioners, researchers, professionals and arts organisations to join us in exploring, debating and celebrating creative practice and collaboration in the creative economy.

Over 100 delegates and 20 guests representing a range of organisations and academic institutions explored, created and debated creative practice; the environment; innovation in the creative economy; islands and creative solutions; digital collaboration; heritage and culture.

Through each day there were talks, presentations of academic papers and practical workshops, and each evening there were specially commissioned performances.

The conference programme included the following elements:

Wednesday 18th Sep: Shaping Futures

On day one, we looked to the future and asking how we get there. Presentations and workshops featured some technology talk and a long view of the creative economy, followed by an evening of contemporary entertainment featuring Fraser Fifield and Graeme Stephen, Roseanne Watt and Kathy Hubbard, and Suzanne Briggs, with a little bit of time travel along the way.



You Retweeted



Dr Mandy Haggith @cybercrofter · 21 Sep

Heading home after the best conference I've ever been to: #Shoormal - a creative, intellectually-challenging, fun, serious, radical gathering of free-thinkers. In Shetland. Brilliant. Thanks @S_Carden and all the others who made it happen @ShetlandArts @ShetlandCollege #thinkuhi

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Siún Carden @S_Carden · 20 Sep

Shetland ForWirds closing the final night of #Shoormal with amazing music from Zoe Spence and Magnus Stout



Shetland Arts and Mark Sheridan



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Thursday 19th Sep: The Space Between

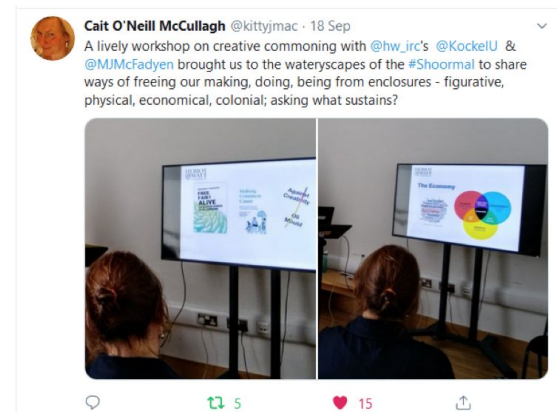
On day 2, we explored the spaces between land and sea, human and non-human, dispersed communities and island places. Researchers and creative practitioners investigated the potential of in-between spaces and points of contact for intellectual and creative engagement, which was followed by an evening of multimedia performances by Martin Disley, Renzo Spiteri and Morag Currie that crossed boundaries.

Friday 20th Sep: Heritage and Resilience

The emphasis of panel sessions on day 3 was on heritage-making practices and how they shape resilience in cultural, community and ecological terms. After talks and workshops, attendees enjoyed an evening of entertainment featuring performance artist David Sherry, and a celebration of dialect with Shetland ForWirds.

Saturday 21st Sep: Goodbye!

On the final morning of Shoormal, we said goodbye with an informal, open-mic brunch in the café-bar.



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Case Study: Screenplay Film Festival

This year the **13th edition** of Screenplay, Shetland's annual film festival, took place from Friday 30 September - Sunday September. With previous Festival Director Kathy Hubbard having stepped down after last year's event, Shetland Arts' Film Programme Manager **Jenny Leask**, who already programmes the cinemas year-round, stepped in to deliver the festival, with esteemed film critic **Mark Kermode** and film academic **Linda Ruth Williams** remaining as co-curators.

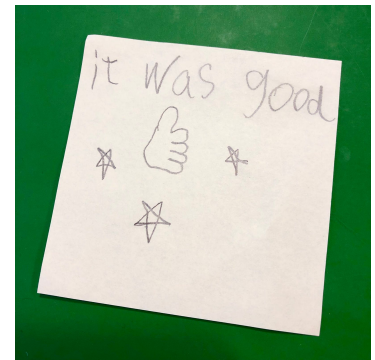
The programme included **more than 30 films** from all over the world – dramas, documentaries, comedies, thrillers and family films from as far afield as **Cuba, Nepal, Lebanon and Kenya**. With most of the festival taking place at Mareel, there were also schools screenings at Mid Yell Public Hall and public screenings at Mid Yell and Aith halls and the Bop Shop, Lerwick's record shop, which hosted a screening of Sound It Out, a charming documentary about another record shop in the North East of England.



The established **Look North** strand, which comprises films from Nordic countries and the North in general, was this year mirrored by **Look South**, which showcased two films each from Australia and New Zealand. Another new strand was **Women's Work**, which highlighted the extraordinary work currently being brought to the screen by female directors. **More than 50%** of the films in the overall programme, including both features and shorts, were directed by women – a pleasing statistic when many festivals are facing criticism for the gender imbalance of their programmes.

As always, guests were a popular addition to the programme, with actor and writer **Sanjeev Bhaskar** and documentary maker **Jeanie Finlay** attending over the first weekend, and British director **Harry Woolf** presenting her debut feature Only You on the closing night.

The family films in the programme also formed the core of the education programme, with **six features and two shorts programmes** being screened to schools as well as to public audiences. Schools screenings ran from the Monday to the Friday, and were attended by **more than 900 pupils** from primary and secondary schools across Shetland. After the screenings there were optional workshops, which were attended by more than 250 pupils, generating **great feedback** from teachers and pupils alike! There were also two public workshops, one on documentary filmmaking and one on stop-motion animation.



Always popular, the **Home Made** screening this year included 25 sub-four-minute films made by Shetland filmmakers, with the usual wonderfully eclectic and entertaining mix of styles and genres on display! It was complemented by **Made At Home**, a compilation of films from the Shetland Film Archive, curated by PhD student Maya Darrell Hewins and screening for free in the Mareel Auditorium.

Presented in partnership with the **Hippodrome Silent Film Festival**, there was a rare opportunity to see the 1922 silent version of **Rob Roy**, accompanied by a live performance of a newly commissioned score by multi-instrumentalist **David Allison**.

New this year was the Screenplay Audience Award, which saw audiences being asked to grade the films they saw, from one to five stars. The scores were extremely high overall, with **more than 70%** of the films in the programme achieving an average of at least four out of five. The winner was Jeanie Finlay's documentary **Sound It Out**, with an impressive 4.89!



Over the ten days of the festival, public screenings and events achieved attendances of more than **3400**. **Thirty people** purchased Screencards, which give access to all the films in the programme, and **five of those** travelled to Shetland especially for the festival. **Fourteen fantastic volunteers** helped ensure the smooth running of the festival, from manning the information desk and collecting audience award voting slips to helping run workshops and outreach events.

2019/20 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	68	2			70	4302	50			4352	16	40			56	111	239			350
2. Education & Learning	41	64			105	2606	3262			5868	377	229			606	2566	1313			3879
3. Arts & Well-being	3	0			3	61	0			61	58	43			101	524	233			757
4. Development & Support	125	121			246	7984	8055			16039	6	16			22	24	33			57
5. Programming	775	1061			1836	36318	46400			82718	8	32			40	1150	208			1358
6. Recording Studio	0	0			0	0	0			0	34	29			63	91	81			172
Programme Total	1012	1248	0	0	2260	51271	57767	0	0	109038	499	389	0	0	888	4466	2107	0	0	6573
SCT Annual Target					4229					161112					2218					20902
% of SCT Target					53.4%					67.7%					40.0%					31.4%