



Shetland *arts*

2024 - 2025: Quarter 3 & 4

Report of activity relating to Social Outcomes

Interim Key Performance Indicator Statistics (appendix)

All quotes have been taken from feedback and anonymised



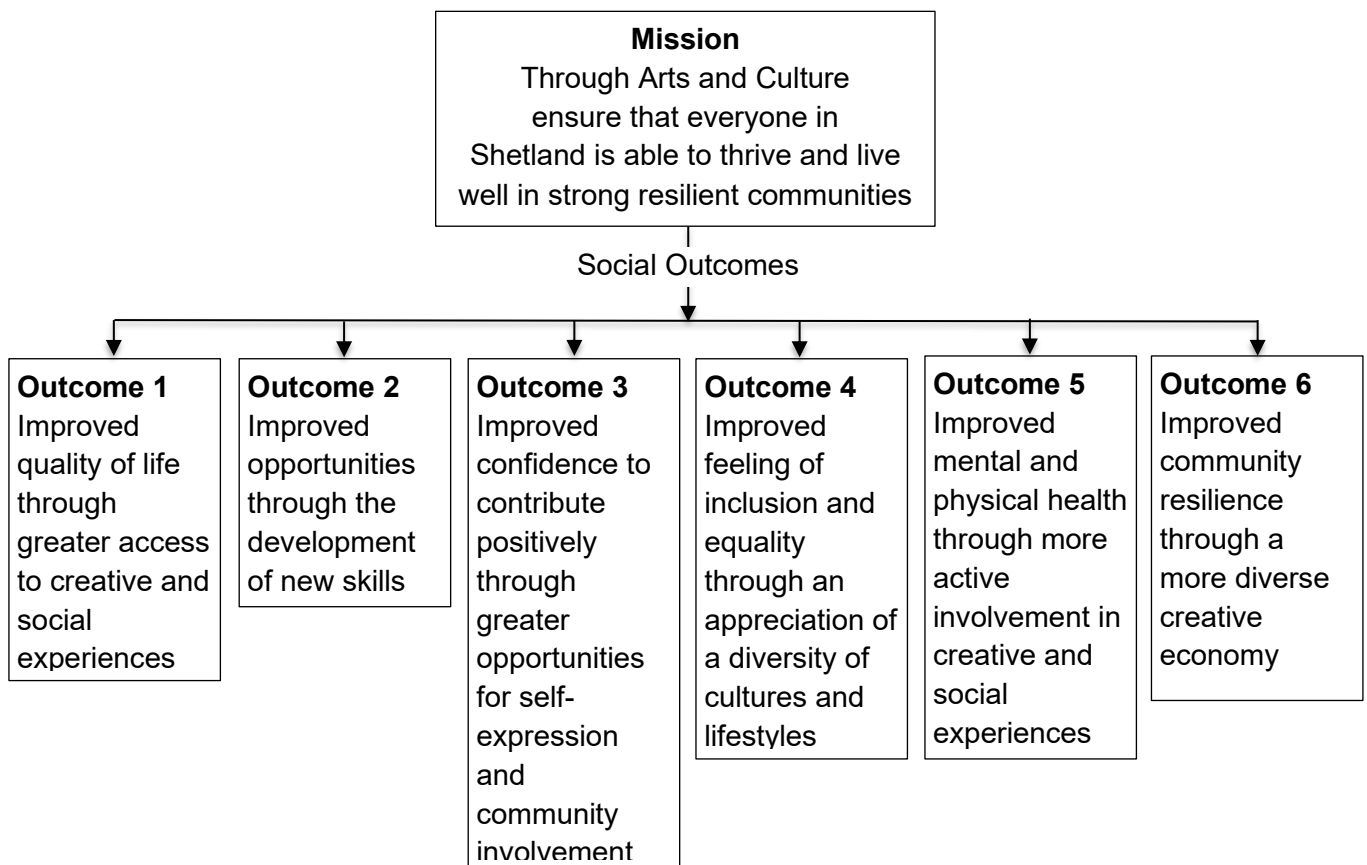
Introduction

In the summer of 2020, Shetland Arts developed a new mission statement and six supporting social outcomes as part of an overall review of strategy. The work was supported by the Social Value Lab and responded to a range of strategy documents, including the Shetland Partnership Plan, Shetland Charitable Trust's Strategy 2020-25, Scottish Government's Islands Plan and Cultural Strategy alongside Creative Scotland's Priorities and Ambitions.

The social outcomes were formally adopted by the SADA Board of Trustees for implementation in April 2021 and complement SADA's purposes:

- To advance the education of the public resident in Shetland in the Arts, in particular the Arts of Dance, Drama, Theatre, Film, Literature, Music, Crafts, Visual Arts and any new form of Media;
- The advancement of Arts and Culture for the benefit of the public in Shetland;
- The advancement of Citizenship and Community Development for the benefit of the public in Shetland.

We used 2021-22 to transition to this new way of thinking about our work and we now actively design our workplan using the social outcomes developed and report against them.



When planning an activity, we consider which two Social Outcomes the activity will deliver against. Many of our activities will deliver against more than two of our Social Outcomes, however our KPI reporting only takes into account the two outcomes defined at the beginning of the project. In our narrative reporting we acknowledge that a participant or audience member may well have experienced a different impact than we intended, and we will make every attempt to capture their story.

1: Improved quality of life through greater access to creative and social experiences

Shetland Arts has presented a wide variety of events in the last half of the year. Highlights have included Attention All Shipping, Da Peerie Xmas Spree, Fiery Sessions, Make More Noise, Mayflies and Tae Sup wi a Fifer. Pianists and Shetlanders Neil Georgeson and Amy Laurenson were well received and The Willow Trio, fronted by Sophie Rocks, presented their contemporary take on the Swan of Salem.

There was a range of local and national promoters hiring Mareel including Blue Rose Code, John Smith, Laura Wilkie, Scottish Opera Highlights and Arthur Nicolson - Songs of the Highwaymen. The Garrison hosted the Accordion and Fiddle Festival, the County Drama Festival, Babes in the Wood was this years Panto offering and Kindertransport by IDG.

The young musicians sessions continued monthly in the Café / Bar and the monthly Singer Songwriters sessions were well attended.

Film availability continued to improve. in this period as the industry recovers from the writers and actors strike. A big range of mainstream films were available including Paddington 2, Megalopolis, Gladiator II, Transformers One, Venom: The Last Dance, Wicked, Wonka, Mufasa: The Lion King, Becoming Led Zeppelin, Captain America: Brave New World, The Brutalist and Mickey 17.

“Great night, really enjoyed it. / Wow what a brilliant evening amazing musicians, just fabulous”

“Always an amazing mix of talent and you never know what you're gonna get. well worth a pop along”

“Really interesting and entertaining evening”

“It was my 4 year old daughters first time at the cinema. Staff were welcoming and friendly. Film was great. She had a brilliant time”

“Really appreciated seeing world class ballet on the big screen”

2: Improved opportunities through the development of new skills

Various workshops took place including the Art of Action, teaching stage fighting along side a series of Gun Fu films and Life Drawing Sessions. Skill sharing was also at the core of a series of Artists meet ups hosted through Even Here, Even Now.

We successfully recruited a great cohorts of students, studying from Vocational pathways through to Masters modules across film, music and drama.

For young people we hosted, SYPG, SYT and Film Crew.



“inclusive and fun”

“Lovely group and great tutor”

3: Improved confidence to contribute positively through greater opportunities for self-expression and community involvement

Through VACMA, Tony Humbleyard gained funding to frame his works enabling him to exhibit them, with the main pretence being to build new contacts. We showcased these works in the cafe bar. There were 3 poems and 5 pictures, titled ‘UseHistories’.

Aimee Labourne exhibited sketches from her recent developmental award in the Feature Space. This allowed Aimee to focus on the process as opposed to product, and to share this with an audience.

We launched a call out for local photographers to showcase images that highlighted an alternative perspective on Shetland’s Fire Festivals. 8 applicants were selected to show 12 images. These ranged from professional to amateur, ages 19 – 60+. The selected images represented a number of Fire Festivals across the isles and will be showcased in January 2025, alongside MayFlies exhibition by Darren Smith. Darren, alongside Creative Project Manager, Kathryn, formed the panel in selecting the images which was incredibly developmental for Kathryn. He shared his thoughts on each image and what highly skilled photographers look for in making images stand out.

“It was an excellent space for the session with fantastic session leadership, engaging and encouraging”

“Absolutely brilliant venue for these young people to showcase their talent”

4: Improved feeling of inclusion and equality through an appreciation of a diversity of cultures and lifestyles

The Eric Gray center used Mareel to host their disco and awards night. We also toured to Shetland Demetia the musical a radical new musical theatre production by Ron Coleman, Scottish poet and writer living with dementia, in collaboration with renowned director Magdalena Schamberger and one of Britain's top jazz musicians Sophie Bancroft as composer and musical director.

The Shetland Improvisers Collective explored a range of musical and performance styles from around the world.

Legacy of an Invisible Bullet took over the auditorium for a celebration of Slow Film in a ten hour screening exploring one individual's journey from their cancer diagnosis through treatment to recovery.

Film continues to be a great medium for bringing other cultures and lifestyles into focus and highlights from the last six months include Lee, Mandoob (Night Courier), Notes from Sheepland, Girls Will be Girls, No Other Land, Queer, Nickel Boys and Hard Truths.

“Always a fantastic evening. So well run and organised.”

“Lovely great and great tutor”

“I admire the ambition. thank you for bringing this to Shetland.”

5: Improved mental and physical health through more active involvement in creative and social experiences

Two exhibitions catalogued the work by Heather Christie’s and Malcolm Innes’ work on the Remembering Together memorial.

Wellbeing Writing was well attended and a lot of fun was had at the ariels workshop delivered alongside Make More Noise. Bookbug, delivered in partnership with Shetland Library Service came to an end in November.

Mareel continues to host a wide variety events that delivers on its civic role including Employability Pathway meet ups, Shetland for Bairns, the Film Quiz and Chess Club.

“Great setup. [Tutor] is brilliant”

“I was on Shetland for a break and having been to Mareel before (Crime Festival 2023) I thought I would see what was on. I have never attended anything like this before, anywhere. I was made to feel very welcome and the tutor and group were great. It has encouraged me to look in my home area for something similar when I return home.”

“Relaxed sessions are an absolute winner for my ADHD and autistic sons. Lights up and space is brilliant thank you for providing such an enjoyable experience”

“It was a really different way to spend an evening, with a lovely group of people and a very engaged host. It made me think, yesterday and today. I thoroughly enjoyed it, thank you for your hospitality.”

6: Improved community resilience through a more diverse creative economy

Even Here, Even Now has had a significant impact on the presence of Islands based artists in the minds of policy makers. – See Case Study

A variety of sector support projects have been run including, Advocating for Yourself, Building Your Own Arts Scene and Sustainable Practice and Swap Shop.

Shetland Arts and Crafts association held a couple of craft fairs and various meeting were had to support artists to apply for commissioning opportunities.



Ten projects received funding through the Shetland Creative Commissioning Fund and a successful round of VACMA was run.

“Awesome workshop. Fantastic folk running it. What a talent!! So grateful. Just more like this please!! Would have loved this to have been a whole day event.”

“Rehearsal room was excellent!”



Case Study

Even Here, Even Now

Even Here, Even Now, initiated by Shetland Arts in collaboration with An Lanntair, Pier Arts Centre, and Taigh Chearsabhagh, has made significant strides in advocating for island-based artists across Scotland. Building upon the 2024 manifesto of the same name, the campaign has successfully highlighted the unique contributions and challenges of artists residing in Shetland, Orkney, and the Outer Hebrides.

Key Achievements



Amplifying Island Voices

The campaign has provided a platform for artists from remote communities to share their stories, emphasizing their vital role in Scotland's cultural landscape. Through national media coverage and social media engagement, the campaign has brought attention to the distinctiveness of island-based art and the need for equitable support.

Artist Advocacy and Community Engagement

Four Artist Advocates—Jane Matthews (Shetland), Aine King (Orkney), AJ Stockwell (Uist), and Bronwyn Mackenzie (Isle of Lewis)—have been instrumental in organizing events and workshops that foster

collaboration among island artists. These initiatives have strengthened community ties and encouraged the sharing of resources and experiences.

Addressing Systemic Challenges

The campaign has shed light on the systemic issues faced by island artists, such as limited access to funding, infrastructural challenges, and the high costs associated with remote living. By bringing these concerns to the forefront, the campaign advocates for policy changes that recognize and address these unique obstacles.

Building Sustainable Networks

The campaign has facilitated the creation of sustainable networks among island artists, encouraging ongoing collaboration and support. These networks aim to ensure the longevity of the campaign's impact, fostering a resilient and interconnected artistic community across the islands.



Through these achievements, Even Here, Even Now has not only amplified the voices of island-based artists but has also laid the groundwork for lasting change in how these artists are supported and recognized within Scotland's broader cultural framework.

More information including the manifesto and national media coverage can be viewed here [LINK](#)



KPI's – April 2024 – March 2025

Please note these figures are draft, final numbers will be included in the annual accounts.

Actuals	Concerts, Screenings and Exhibition Days	Attendances	Development Sessions	Participations
Delivered	3,294	197,624	1,533	12,891
Target	4,000	210,000	1,600	14,000
% of Target Delivered	82%	94%	96%	92%
Impact	Concerts, Screenings and Exhibition Days	Attendances	Development Sessions	Participations
Improved quality of life through greater access to creative and social experiences	2,642	148,139	87	1239
Improved opportunities through personal and professional transferrable skills	225	12,600	1,060	5,082
Improved confidence to contribute positively through opportunities for self-expression and community involvement	253	16,418	1266	8,431
Improved feeling of inclusion and equality through greater understanding of other cultures and lifestyles	183	6,295	22	187
Improved mental and physical health through more active involvement in creative and social experiences	2,272	92,818	162	1,566
Improved community resilience through a more diverse creative economy	982	114,328	286	5,825

1: Attendances are the number of people who attend concerts, screenings or exhibitions. Participations are the number of times people take part in development sessions

2: Our activity is planned and measured against the 'Social Outcomes' (SOs) listed under the Impact heading - each event, session or project has two priority SO, and the table above cumulatively captures these priority SOs