



Shetland *arts*

2022 - 2023: Quarter 4

Report of activity relating to Social Outcomes

Case Studies: Shetland Young Promoters Group, Creative Sustainable Futures,
Slew by Helen Robertson (Performing Arts Commission)

Interim End of Year Key Performance Indicator Statistics (appendix)



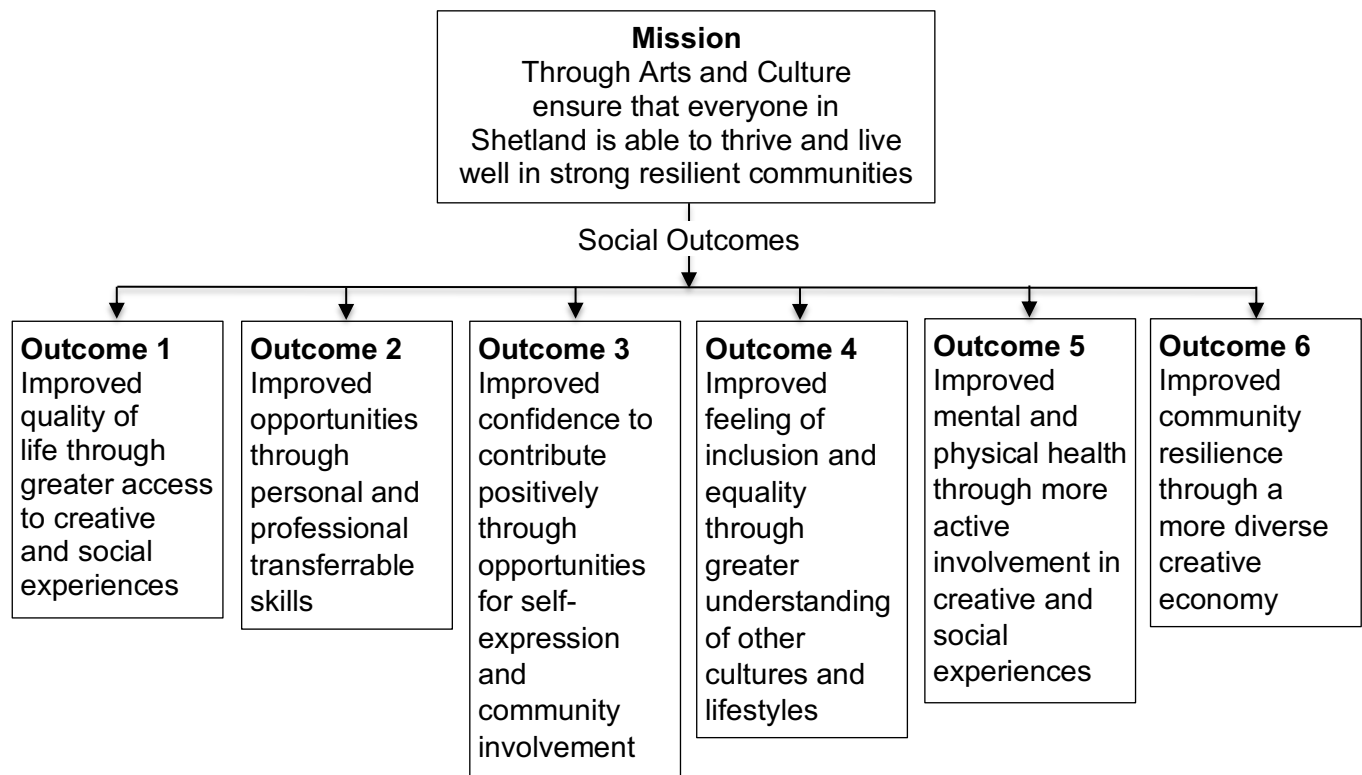
Introduction

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

The cinema programme included something for everyone, with almost 80 films screening in total, from countries including France, Italy, Austria, Poland, India, Pakistan and Bolivia as well as the UK, USA and Ireland. New family films again proved the most popular, particularly ***Puss in Boots: The Last Wish*** and ***Ant-Man and the Wasp: Quantumania***, but older films also featured, with a **Shrek** season, **Audrey Hepburn** classics and a **James Bond** retrospective, with one film representing each actor who has played 007 over the years. The performing arts found their way onto the big screen in the shape of engaging documentary ***Heading West: A Story About a Band Called Shooglenifty***; ***Meet Me in the Bathroom***, which explored the explosive New York music scene of the early 2000s; and innovative performance film ***Creature***, a contemporary dance piece choreographed by Akram Khan and filmed by director Asif Kapadia (*Amy*, *Senna*).

Focus, photography open call and exhibition at **Bonhoga**. During December 2022 we invited folk to take six photographs that told a story around one of three themes: climate, blyde and home. The photographs were then submitted via the **Camera Centre** website and printed by them as support in kind. The photo stories were exhibited at Bonhoga throughout January and February and a winner from each category was chosen by public vote; the three winners received £50 Shetland Arts vouchers.

Helen Robertson, a Shetland knitwear and jewellery designer was one of five recipients for the 2022 Performing Arts Commissioning fund for her project ***Slew*** (see case study).

2: Improved opportunities through personal and professional transferrable skills

Skills for Work

The 4th year SFW students completed the last of the work required to complete the NPA in Enterprise and Employability. This year's class has been plagued by school closures, strikes and staff and pupil absences due to COVID. Despite the challenges, all students managed to complete the necessary work and will be receiving the NPA group award.

Mareel education staff have been busy interviewing for the 3rd and 4th year SFW August intake. Application numbers have been high and are up slightly for 4th year and staying similar for 3rd year.

HNC Music

HNC Music students have been working on their year-end portfolios, designed to highlight significant milestones achieved by the students during the academic year. The portfolios include examples of HNC recordings, compositions and essays/presentations students have produced throughout the year.

BA Applied Music

During Q4 BA students have been using Mareel's facilities to rehearse for their final performance assessments that take place in April.

BA Film Making in the Highland and Islands

3rd year students participated in a Live Event Production residential based in Mareel from 29th – 31st March. Students arrived in Shetland on Wednesday and went through an equipment and venue

induction in preparation for a live event which took place in the Mareel Auditorium on Thursday 30th. The live event was followed by a full day of video editing in the Mareel education space.

Linda Richardson delivered a 4-hour **Creative Lab** on printmaking, which sold out quickly and had great feedback. *“A very relaxed and enjoyable afternoon”* said one participant and *“Fabulous! Sheer therapy. Loved it!”* said another.

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

Film Crew is led by freelance tutor **Keiba Clubb**. By popular demand there are two sessions that run each Saturday for up to 20 young people, aged 7-12 years. This is a tight-knit group that support one another in the sessions. These sessions have been supported by our **Creative Assistants**, who are gaining more confidence in delivery through shadowing these classes and are now helping in delivering the editing provision.

Shetland Youth Theatre also meet weekly, on Wednesdays at **The Garrison Theatre**. This term they have been building skills that they can draw upon in the Easter Intensive alongside a visiting Director from **Diverse Marine Values** projects. SYT Director **Stephanie Georgia** has been preparing the group for this work and beginning to explore the themes. We have a solid group of regular attendees in these sessions, which are supported by a Creative Assistant.

February saw the first of the 2022 award Performing Arts Commissions ***A Journey of Flight*** by **Kathryn Spence**. Kathryn's powerful dance piece focused on how environmental changes influence the journey of migratory birds, the human impact upon the environment as well as migration and movement in people, as well as our emotional connection to place and one another.

“Wow! Loved the slidey bits.”

“Moving - especially the moment when we all realised what to do with our pieces of paper.”

“Calming; mesmerising; captivating; energetic.”

4: Improved feeling of inclusion and equality through greater understanding of other cultures and lifestyles

As well as showcasing films from a variety of countries, the cinema programme also explored a wide range of complex issues such as the civil rights movement (***Till***), terminal illness (***Living*** and ***More Than Ever***), women's rights (***She Said*** and ***Women Talking***), climate change and its effect on remote communities (***Utama***), disabilities (***Champions***), LGBTQI+ issues (***Joyland*** and ***Blue Jean***), mental health and PTSD (***Wildcat***), radicalization and terrorism (***You Resemble Me***), domestic violence and coercive control (***Alice, Darling***) and the Holocaust (***Three Minutes: A Lengthening***, which screened for Holocaust Memorial Day in January).

In February, Flamenco sensation **Juan Martín** delighted a near-capacity Mareel audience, having sold 171 tickets. There were members of the audience who had seen Juan Martín performing in Shetland

back in 2006 who came back for more, along with several new audience members. The following message was sent to Juan Martín's social media page and passed on by Juan's wife Helen:

"Hello, I would just like to take this opportunity to say just how amazing a player you are. I was privileged to get a ticket for your recent performance in my home island of Shetland and I can safely say I have never in my life seen such an unbelievable musician. Your playing made me laugh, cry and all the emotions in between. Thank you so very much for visiting our little island. The best performance I have ever had the good fortune to witness. Absolutely remarkable. Thank you"

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

All five **Creative Islands Network (Culture Collective)** projects were engaging participants and developing creative work in this quarter. **Berenice Carrington** continued working with young people in Yell, creating animations based around the aspirations and vision of Yell in the future. **Helen Robertson** visited more of our northern and outer isles to continue her fizzy fair isle knitting workshops for island residents of all ages.

Budding young musicians worked with **David Boyter** to learn the basics of electronic music production using Teenage Engineering's Pocket Operators. They learnt to program beats, create bass lines and sequence melodic synth patterns and each group created a final piece of music incorporating their ideas: <https://www.soundtech.info/projects/operation-makey-music>

Niela Nell Kalra and **Katie Leask** worked with **Bridges Project** students delivering design and glass-fusing workshops. Together they created plates, coasters and glasses to form a dinner service using a shared colour palette with their own unique designs. This work was inspired by the time the group spent together drinking tea, eating cake and talking to each other. There was a sharing event at Bridges, and the work was exhibited in the café area at **Bonhoga** from 20 March – 16 April.

Jane Cockayne has been leading a team of creative practitioners, with support from NHS practitioners, working with neurodivergent young people to develop films about their interests and experiences of their neurodiversity in their own words. The participants have all shared their ideas about what they want to share, where and how, and the team is now planning the production of the films for April.

Youth Music Initiative Access Fund delivered in collaboration with Shetland Islands Council - Freelancer **David Boyter** has been delivering weekly sessions in our Education Space to pupils of Bridges Project, with support from Bridges Project staff and a Creative Assistant. Sessions have been going really well. Feedback from the Creative Assistant is that the young people are getting more comfortable and becoming more involved each week. They evaluate song structure and composition and do some vocal and rhythmic exercises to teach time-keeping and to build musical confidence. Sessions are looking to continue and develop throughout the year. The Creative Assistant will take a more active role in leading parts of the sessions and is editing a track that they have made.

Wellbeing Writing returned to Mareel this quarter, led by **Genevieve White**. These informal sessions, with tea and coffee, along with Creative Writing exercises, have attracted new participants as well as those who have attended previously. Feedback from participants was all positive, such as *"I have found*

that it has helped me deal with things a bit or look at it from different perspective” and “I have really enjoyed the Wellbeing Writing Group”. We will bring the Wellbeing Writing group back next Autumn.

Jane Cockayne has been delivering the **Wellbeing Craft** sessions, which have all been well attended. Wellbeing sessions are held in the Education Space at Mareel and are informal arts activity providing opportunities to socialise as well as get creative. Jane focused on a new craft each week, covering a broad range of topics. Feedback from participants was positive:

“I have really enjoyed coming to these sessions with my son, it’s lovely to be able to do something together.”

6: Improved community resilience through a more diverse creative economy

Visual Arts and Crafts Makers Awards, a longstanding partnership program with **Creative Scotland** and **Shetland Islands Council**, had our highest number of applications to date, with 18 in total. As this was our second of two funding rounds for this financial year, we could only fund five awards. Prior to the application deadline, our Creative Project Programmers Kathryn and Maya delivered a workshop in application writing and how to provide appropriate supporting material for an application, and Kathryn had 1-1 development sessions with applicants to develop their application writing skills and answer any questions appropriate to their projects. Feedback was offered to all applicants, and many have since had development sessions to go over their feedback.

Prototypes were developed for the third round of **Retail Commissions**. The makers were supported by the Shetland Arts retail team and had the opportunity to meet as a group to discuss their specific challenges and projects. Of the prototypes submitted we have placed an order for three new products and are speaking to the makers about further developments on two more.

Curated Retail at Bonhoga and Mareel continues to support Shetland makers and designers.

In December 2022, five applicants were awarded the Performing Arts Commissions fund: **Kathryn Spence, Renzo Spiteri, Helen Robertson, Jordanna O’Neill** and **Jenny Sturgeon**. Each applicant was awarded up to £10,000 for their choice of work, through music, theatre, dance or any performing art. Kathryn Spence’s **A Journey of Flight** was a dance theatre piece about the migration of birds and how it relates to human factors; Helen Robertson’s **Slew** was a 12-hour knitting performance to knit the sling of a deckchair; Renzo Spiteri teamed up with David Boiter and Sophie Wishart for **The Eyland Project**, a mix of Mediterranean sounds which toured three venues in Shetland; Jordanna O’Neill teamed up with local comedian and performer **Marjolein Robertson** for comedic theatrical performance **Me, Myself & Mary** and Jenny Sturgeon’s **The Living Mountain Trio** is an adaptation of her successful solo project.

In the **Mareel Recording Studio**, **Lisa Ward** began tracking sessions in January for a new album. There were recording sessions for **Charity Johnson** and **Kyle Manson**, and mixing was completed on the **Laeverick** album project.

Our **Creative Sustainable Futures** project was delivered in this quarter (see case study). The many facets of the project will embed themselves on the coming months but have started with positive feedback:

“So happy that the Tool Library has finally opened to the public, such a brilliant idea.”

Case Study: Shetland Young Promoters Group

Introduction

On January 6th 2023, the **Shetland Young Promoters Group** (SYPG) held their first meeting for almost three years. The group had been put on hold during the COVID lockdown, and this was the beginning of a programme of meetings scheduled to be held in the run-up to a youth event on the March 30th.

SYPG is a constituted youth group that organizes events in conjunction with music industry professionals. A primary aim of the group is for youngsters to obtain practical experience in event management, promotion, business, health and safety, and technical production.

Through the **Time To Shine** programme of locally-led National Youth Arts Advisory Group (NYAAG) Forums, SYPG was able to secure funding to facilitate a programme of workshops and guest speakers in the run-up to a SYPG-run youth event at Mareel on March 30th.

The Workshops

The initial meetings were used as an opportunity to highlight previous SYPG events and to explain the constitution and office bearer roles. An AGM date was set, and new office bearers were elected.

Following the AGM, the members met every week from mid-January to March 30th to work on marketing for the event and to organise the technical production. During this time the group learned how to design posters and flyers, promote the event through social media platforms and create technical specifications.

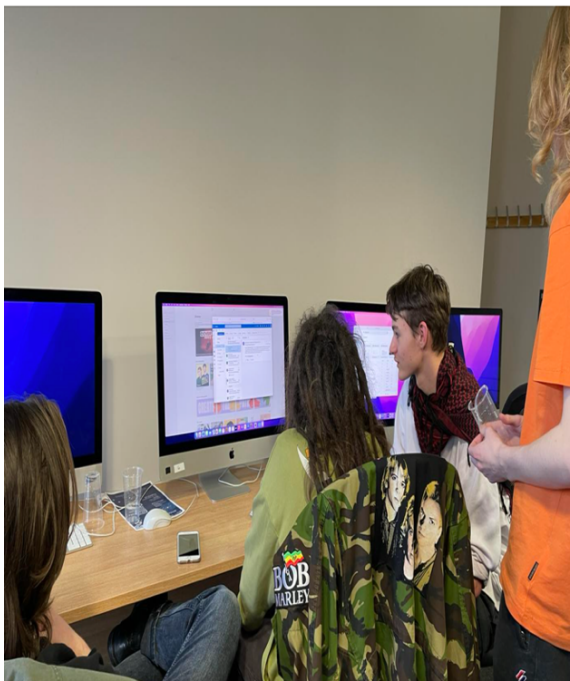


Shetland Young Promoters Group
 March 22 at 7:00 PM · 🌐

With our gig approaching, we have all been working very hard to get everything organised for you guys!

Remember to get your tickets at the box office!

[Shetland Arts...](#) [See more](#)

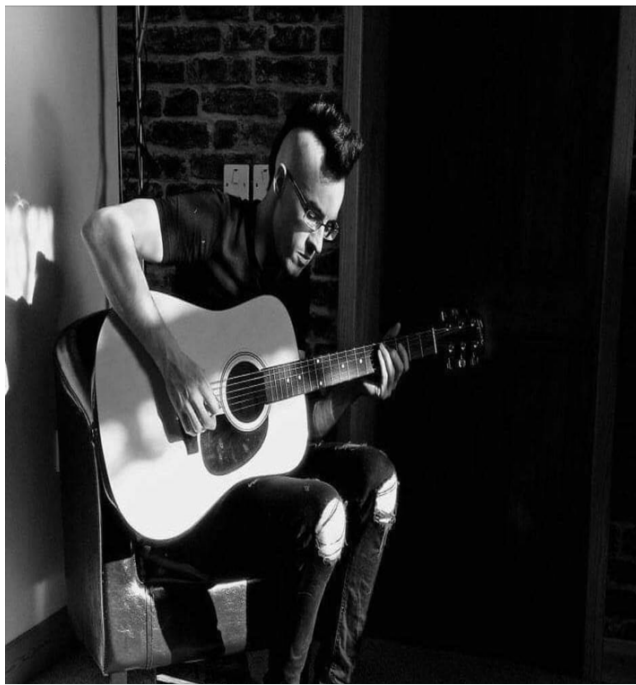


Shetland Young Promoters Group
 March 23 at 7:00 PM · 🌐

If you haven't bought a ticket already, you definitely will want to now that we've announced that the phenomenal HNC student Trey Drury will be playing!

You can buy your tickets at the box office!

[Shetland Arts ...](#) [See more](#)



The Event

An audience of 150 witnessed seven bands playing a two-hour eclectic mix of music ranging from solo singer-songwriters to full on punk. SYPG ensured that they provided a development opportunity for new bands, and three new acts were given the opportunity to perform for the first time.





Shetland arts



SHETLAND YOUNG PROMOTERS GROUP

Are you aged 14 - 25 and interested in
learning about promoting arts events?

Shetland Young Promoters Group (SYPG) will be
hosting a series of meetings about planning,
promoting and hosting an event in March 2023.

Young people are invited to get involved and
have a say on the artistic direction of this and
other future events.

Meeting every Friday in Mareel
from 3-4.45pm.

No need to book a place, if you're interested
just pop along to the first meeting.



UHI SHETLAND



Funded by
 Shetland
Charitable Trust

Case Study
Creative Sustainable Futures
Project Manager: Jane Matthews

Social Outcomes:

- 6: Improved community resilience through a more diverse creative economy
- 1: Improved opportunities through personal and professional transferrable skills

Project Summary:

To develop and deliver a creative community cluster incorporating a workshop, tool library, paint recycling scheme, dye garden and dye studio - a resource designed to grow the circular economy in Shetland supporting sustainability, creativity and skill-sharing.

Facilities complement and enhance the existing plans for a creative hub at The Knab and will provide community outreach and education opportunities across a range of creative disciplines.

'Around four fifths (80%) of Scotland's carbon footprint comes from all the goods, materials and services which we produce, use and often throw out after just one use. This is the single greatest cause of the climate crisis... Carbon savings can be still achieved by accelerating the transition to a circular economy and eliminating the generation of waste in the first place. Waste prevention will not only help us to slash our carbon impacts but also reach the 15% national waste reduction target by 2025.'
Source: Zero Waste Scotland

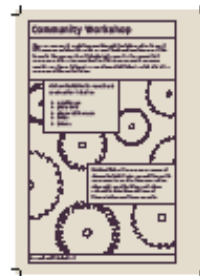
A circular economy involves sharing, leasing, reusing, repairing, refurbishing and recycling existing materials and products as long as possible.

Creative Sustainable Futures was made possible through generous funding from the Scottish Government's Community Led Local Development Fund via The Shetland Local Action Group.

The six deliverable elements of Creative Sustainable Futures are:

- > Dye Garden
- > Dye Studio
- > Community Outreach
- > Tool Library
- > Paint Recycling Scheme
- > Community Workshop

The project was launched at **MAKE-DYE-GARDEN-GROW** - an event in the auditorium on 24 February 2023 to showcase each of these initiatives.





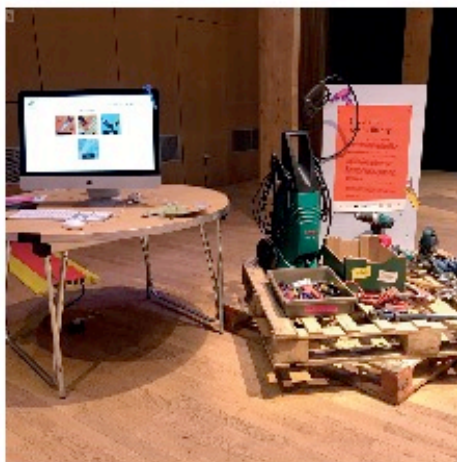
images:

MAKE-DYE-GARDEN-GROW, Mareel Auditorium, 24 Feb 2023

This page: Event opening & print material

Previous page: Print material designed by Chloe Keppie

Overleaf L-R: Natural dye display by Bunchy Casey, Community RePaint display, Erian Withoutuk Printing with Nature Workshop, Dye Garden Seed Kits, Tool Library display and signup station, Dye Garden planting



1. Dye Garden

Our new community dye garden provides a sustainable local resource for community benefit focusing on nature, creativity and wellbeing. It offers a place to explore the relationships between nature and nature-based solutions to addressing climate change while promoting wellbeing and inclusion across the whole community.

A dye garden provides space for growing plants that can be used for their colour. Everything from onions, heather and willow to marigolds and chamomile can create amazing dyes for fabrics and yarns, and have been used for hundreds of years to dye our clothes.

The environmental benefits of a connection between what we wear and what we grow are well documented and relate closely to our local creative and agricultural industries in Shetland. We want people of all ages and backgrounds to be part of the dye garden and kitchen.

We worked with local expert Bunchy Casey who has a private dye garden in Brae and we took advice from Deborah Gray and Naoko Mabon who have created a successful community dye garden at The Rockfield Centre in Oban. Our dye garden is a mobile series of 10 planters that can easily be transferred from Mareel to the Creative Hub at The Institute once established. We have willow, heather, alder, onions and rhubarb already planted and growing in them.

We have also established a growing initiative that was launched at our Creative Sustainable Futures event in February. As many of the plant species need to be grown indoors, from seed, we made 25 complete Dye Garden Seed Kits for members of the community to take. Each kit contained the following: Seeds (7 types), baby onions, plant pots and trays and a bag of peat-free compost. 25 growing kits have been distributed.

Seed types:

- WELD (*Reseda luteola*) - acid yellow dye
- WOAD (*Isatis tinctoria*) - blue dye
- JAPANESE INDIGO (*Persicaria tinctoria*) - blue dye
- DYER'S CHAMOMILE (*Cota tinctoria*) - warm yellow dye
- COREOPSIS (*Coreopsis lanceolata*) - orange dye
- TANSY (*Tanacetum vulgare*) - yellow dye
- BURR MARIGOLD (*Bidens tripartite*) - orange dye

The growing kits provide an opportunity for members of the public to get involved with the community dye garden and we hope that they will then be keen to help maintain the garden in the future. We will be in contact with all those who took a kit to see how their plants are growing and, in June, we hope to be able to gather the plants and plant them out in our garden, alongside the plants already established.



2. Dye Kitchen

The dye kitchen will complement the dye garden as a resource for creating the dyes from the plants in the dye garden. Through consultation with plant dye expert Bunchy Casey of Spindrift Crafts we have been able to create a fully equipped mobile facility that can be transferred to the Creative Hub at The Institute when ready. The Creative Sustainable Futures event on 24 Feb was an opportunity to present the new Dye Kitchen facilities. Alongside it, Bunchy Casey displayed a huge variety of plants and their resulting colours, incorporating both wool and fabric, and explained the processes involved. Textile artist Erien Withouck ran a concurrent workshop at the event, exploring printmaking with natural dyes. This was a continuation of her schools outreach work (see below). We plan to deliver a series of workshops in September, once we have harvested our first crop of plants.



3. Learning & Outreach

In February, we delivered workshops in six Shetland primary schools with visiting textile artist Erien Withouck. On 24th February Erien delivered the workshop as a free session at Mareel as part of the wide MAKE-DYE-GARDEN-GROW event.

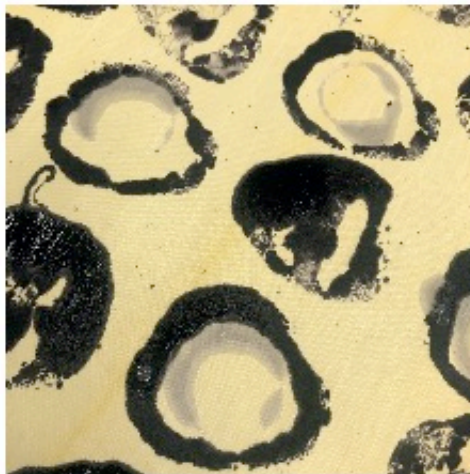
Erien Withouck is a visual artist based in Brussels. In 2022 she started a long-term artistic research project studying old plant-based practices and rituals. These practices include natural textile dyeing methods used across Europe. In Brussels she is cultivating a 'playgarden' in which she grows plants which are used in children's games and rituals. Through a participatory trajectory with children she aims to make them playfully conscious of the stories and uses plants carry.

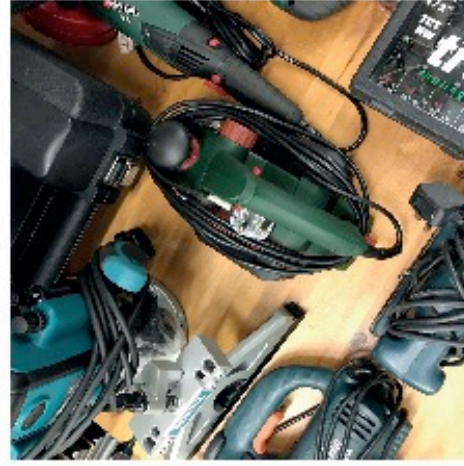
Erien worked with a total of 110 Upper Primary pupils and their teachers in the following schools: Sound (in place of Whalsay as ferries were suspended due to weather), Ollabarry, Brae, Whiteness, Sandness and Happyhansel. She also delivered the workshop in Mareel to 14 children (some with accompanying parents) and one adult. Pupils learned about plants that can be used for their colour, as natural dyes, and the colours that different plant species produce. They each carved their own potato to use for printmaking, using a dye made by Erien from oak galls, and lemon juice. Each pupil had a fabric square, also dyed by Erien using natural dyes, and produced a printed artwork during the workshop, exploring the reaction between the dyes and the bleaching effect of the lemon juice. Erien returned to Belgium with all the fabric squares and will assemble them into a series of patchwork 'quilts', one for each school involved. These 'quilts' will be exhibited at Mareel later this year before being given out to each school afterwards.

images

Previous page: Dye Garden at Mareel, Dye Kitchen facilities and natural dye display, with Bunchy Casey being interviewed by Ross Cowper-Fraser of BBC Radio Shetland

This page: P6 Sound Primary with their printed work





4. Tool Library

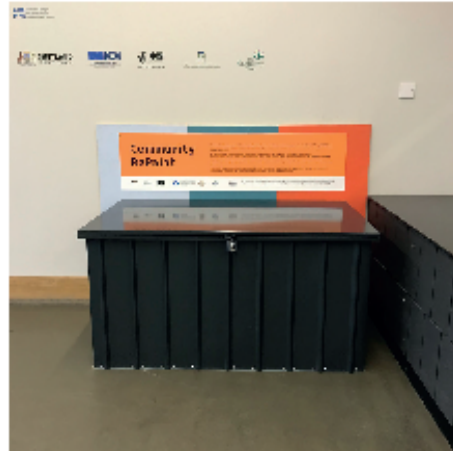
The Shetland Tool Library is a new community resource of tools and equipment, enabling members to mend, maintain, make or experiment without the need to buy new. It saves money and resources, reduces waste and promotes creativity. The tool library provides affordable access to a wide range of tools and equipment. There is now a big selection of items – hand tools, power tools, gardening equipment and general DIY items - all suitable for domestic use. For a small annual membership the library allows users to reserve tools for loan on a weekly basis.

The tool library has been established at Mareel (Lerwick) and includes a collection & drop-off facility in the car park. An online database allows users to view the tools and make their reservations

shetlandarts.org/projects/tool-library

We have established the tool library with a mix of unwanted, donated tools from the community and new tools purchased through CLLD and additional support from the SSE renewables Community Engagement Fund. We now have over 220 tools for community use, and our first members and reservations. We have established a dedicated Instagram for building the local tool library community: Shetland Tool Library ([@shetlandtoolibrary](https://www.instagram.com/shetlandtoolibrary)) • [Instagram photos and videos](#)

*Previous page: Workshop images from Sound, Ollaberry and Sandness
This page: Tool Library at Mareel*



5. Paint Recycling Scheme

An estimated 50 million litres of the 400 million litres of paint which are sold in the UK each year go to waste? This paint is either thrown away or stored in homes or garages.* Through Creative Sustainable Futures, Shetland Arts has become part of the national Community RePaint scheme, a network that prevents reusable paint from entering the waste stream. *Source: Community RePaint

Unwanted but reusable paint can now be dropped off at two locations in Lerwick: Mareel and the SIC's Gremista Waste Management Facility. There is a large storage bin at each location for paint to be deposited in and signage to explain the initiative and what paint can/can not be reused. Once collected by us it will be checked, relabelled and made available as a low-cost alternative to buying new. All processes are within the guidelines set out by the Community RePaint network.

Once we have collected and processed a stock of paint it will be sold via our new sales point in Mareel's foyer, until it can be transferred to The Institute.

The Community RePaint Network is managed by Resource Futures, an independent non-profit distributing environmental company. It has been sponsored by Dulux, part of AkzoNobel, since its inception in 1993.

images

This page: Community RePaint collection box for Gremista and drop-off point at Mareel

Overleaf: Tools and machinery being delivered to the Community Workshop



6. Community Workshop

Our new community workshop will provide a dedicated woodworking and DIY space, complete with a wide range of tools and machinery available to use by the community, with technical support and an associated programme of learning opportunities. This is a community resource providing a gateway to learning, upcycling and skill-sharing while alleviating pressures of the cost of living.

We have facilities for most basic construction including a table saw, pillar drill, planer thicknesser, drills, drivers, a jigsaw, bandsaw, chop saw and sander.

The workshop space will have extraction facilities and a large workbench, with PPE, signage and first aid facilities at The Institute and will be fully operational once the building occupation is complete.

Shetland Arts will programme a range of classes for both beginners and those with more experience of making, supporting placemaking and building a volunteer network to drive the ambitions of the project across the community.

Case Study: *Slew* by Helen Robertson

Introduction

In December 2022 five projects were awarded the Performing Arts Commissioning fund, one of these being *Slew* by Helen Robertson. Her plan was to knit the sling of a deckchair in the print and the wave pattern in a single 12-hour session, live-streamed from Unst, whilst calling out the names of men who have been lost at sea in the last 200 years. She feels that Shetland has a strong connection with the sea, as many families were reliant on the sea and knitting for survival and the fact that Shetland Lace was added to the Red List of Endangered Craft by the Heritage Crafts Association in 2021.

Planning

Helen planned that she would need approximately 7200 stitches for the piece, and it would take her approximately 12 hours. The project would be live-streamed to the world via webcams by the technical and video expertise of **JJ Jamison, Liz Musser & Andy Steven**. The time frame of 12pm – 12am gave enough opportunity to reach as many as possible around the world.

Performance

Helen began winding on the hank of her yarn at 12 noon with her mother by her side helping her. Throughout the day Helen had visitors that came to yarn about knitting, family ties with the sea, and relations they knew. This was an interesting part for both the audience and the visitors themselves, learning and hearing each other's stories. Helen read out a poem by Paula Jennings, *Knitted from Frost*, along with an extract from the Shetland Times that was written by John Henderson, Norwick, Unst, about the Gloup Disaster in 1881. The day progressed, and more visitors came and went, the sling getting longer and longer. Greetings and questions were coming in thick and fast on the Shetland Webcams website, with various comments:

"I've had a lovely night tuning in. Well done Helen and all involved - very inspiring! Love from Aberdeen"

"Greeting from Norway from Hadewych and Meinir, good luck with the knitting!"

"Greetings from Stoughton, Wisconsin, USA. I have been watching/listening while working and am so appreciative of your work and effort!"

"This is brilliant Helen! Good luck with your knitting project. Libby in Newfoundland"

"Hi Helen and Joan -- greetings from Helsinki, Finland! Thank you for sharing your memories linked to knitting. It is such a pleasure to listen to you while watching you knit."

The last hour was a nervous watch, but Helen did it; she got the sling casted off and boarded on the deck chair.



Screenshot of the live stream (Shetland Webcams)

Evaluation

With Helen's skills and her use of the Shetland makkin' belt, she has inspired many across the world with viewers from Wisconsin to Australia. This was a very successful and addictive watch, and certainly one to remember. In all, viewers around 4000 people tuned in from 23 countries. Helen plans to have the chair displayed during the Tall Ships visit to Shetland later this summer and it could eventually be gifted to the **Unst Boat Haven Museum**.

JJ Jamieson said: *"Helen's project mixed art, craft, culture and slow TV to excellent effect. We really couldn't be happier with the result. The Unst folk helped raise the whole thing to another level, and I think together we made something really special."*

Helen said: *"I'm just delighted how well it all went and very grateful to my Unst visitors. It's so fine to think of Shetland Lace being celebrated on a global platform and being recognised as a valid artform. Its precious and we need to treasure it. I hope that other crafting endeavours can be shared on the Shetland Webcams Connecting Creativity channel. There's a worldwide audience waiting to watch"*



The Shetland Webcams team, and Helen (sitting, right) with the finished deckchair

End of Year Key Performance Indicators

Actuals (see footnote 1)	Concerts, Screenings and Exhibition Days	Attendances	Development Sessions	Participations
Delivered	3,864	210,700	1,442	10,643
Target	4,000	140,000	1,600	14,000
% of Target Delivered	97%	151%	90%	76%
Impact (see footnote 2)	Concerts, Screenings and Exhibition Days	Attendances	Development Sessions	Participations
Improved quality of life through greater access to creative and social experiences	3501	182271	240	3749
Improved opportunities through personal and professional transferrable skills	371	26409	887	4496
Improved confidence to contribute positively through opportunities for self-expression and community involvement	368	24514	831	5628
Improved feeling of inclusion and equality through greater understanding of other cultures and lifestyles	413	6631	79	1830
Improved mental and physical health through more active involvement in creative and social experiences	2136	80065	320	3134
Improved community resilience through a more diverse creative economy	922	99143	384	1913

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

	Practitioners supported (instances of)	Groups supported (instances of)	Micro Businesses supported (instances of)
Delivered	1108	190	42
Target	1500	150	65
% of Target Delivered	74%	127%	65%

Notes on KPI variances

The number of concerts, screenings and exhibition days was lower than targets in the early part of 22/23, but the trend moved in a positive direction as activity moved toward pre-covid levels. Audience numbers have remained consistently higher than targeted in part due to the Locus public art installations in Lerwick town centre.

The number of development sessions was lower than the target, as has the number of participations. This can be attributed to a lower-than-expected student role and some continuing Covid concerns amongst more vulnerable participants.

The number of individual practitioners supported was lower than the target, but this was balanced against the equivalent higher than target number of groups supported.

The lower than target number of micro businesses supported is in large part due to less economic activity in the creative and performance sectors during the early 'post covid' part of 22/23.