

Programme of activities for 2009-10

HI~Arts is an independent cultural development company, which is both a Foundation client of the Scottish Arts Council, and a contractor to Highlands and Islands Enterprise delivering programmes of Community Cultural Sector Support and of Cultural Enterprise Growth in the Highlands and Islands of Scotland. It is not, primarily, a funding body.

The funding from the Scottish Arts Council is part of a five-year commitment which ends in March 2011. The contract from HIE also runs until March 2011, although the targets and budget for the Cultural Enterprise Growth programme will be agreed annually.

The following details the activities which HI~Arts will undertake in 2009-10 under the terms of the annual contract with Highlands and Islands Enterprise.

Community Cultural Sector Support

HI~Arts will provide information, advice and guidance services to HIE and its area offices, and to individuals, groups and companies in and around the HIE area, to develop a strong and sustainable cultural infrastructure in the Highlands and Islands.

Activities to support and grow the Highlands and Islands cultural community will include:

- Maintaining and developing the HI~Arts website. Including the arts directory, events guide, and Northings Internet Arts Journal
- Providing support, as requested, to HIE's area offices in 'account managing' arts clients
- Organising and promoting opportunities for networking and information-sharing throughout the cultural sector
- Providing information and guidance on fundraising, capacity building marketing and audience development, both to HIE Area offices, and to cultural groups and companies
- Provide HIE officers with intelligence on cultural policy
- Informing national agencies, such as the Scottish Arts Council, on issues specific to the cultural sector in the Highlands and Islands
- Liaising with Local Authorities and other public agencies whose work has a cultural impact in the Highlands and Islands (eg Scottish Natural Heritage, Forestry Commission Scotland)

Cultural Enterprise Growth Programme

Supporting Community Cultural Growth Sectors:

- Theatre—funding to support the administration of the Highlands and Islands Theatre Network, supporting the extensive range of professional performing arts companies in the Highlands and Islands
- Music—providing training, guidance and showcasing for new and emerging performers and bands
- Writing—working with HIE’s Creative Industries team to provide a comprehensive range of development services to writers and publishers in the Highlands and Islands
- Visual Arts and Craft—delivering the second year of a three-year Craft Development Programme, and establishing a project to set up an overarching umbrella group for the many regional groups of professional artists and makers in the Highlands and Islands

Fostering a Supportive Environment for Cultural Enterprises:

- Audience development—enhancing the marketing capacities of arts organisations and promoters
- Conventions and Fora—presenting opportunities for those delivering professional cultural activities to meet, share experiences, and inform strategies
- Website and Internet Journal—commissioning content for the HI~Arts website and improving the website’s technical functions
- Arts and Business—ensuring that Arts and Business Scotland’s services and opportunities are fully exploited by companies based in the Highlands and Islands
- Seed funding—enabling support for significant opportunities which arise in the coming year

New Activities:

- Equalities and Inclusion—the research and development of a training and awareness programme which will assist cultural organisations to fully address equalities legislation and inclusion issues
- Emergent theatre companies—funding for key projects which will enable individual theatre companies to exploit a major developmental opportunity

The Archipelago—projects initiated by HI~Arts which have now grown to an independent existence

- Regional Screen Scotland—funding to assist this newly formed agency to deliver its services (including the continued operation of the Screen Machine) in the Highlands and Islands

- Booth Scotland—to assist the continued development of online box office services in the Highlands and Islands

Future Growth Activities

- Heritage--Investigate and advise HIE on a potential future role in supporting the heritage sector in the Highlands and Islands
- Year of Island Cultures 2011—investigate and advise HIE on its potential involvement in this initiative
- Account Management support services—provide services as requested to support HIE in account managing cultural enterprises of growth.

July 2009