



## 2018: Year of Our Island Evaluation Review



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## **Foreword by Chris Thomas, Minister for Policy and Reform, Chair of Year of Our Island**

In 2016 UNESCO Man and the Biosphere status was awarded to our island, recognising how our community and our environment live in harmony, for economic and social benefit.

We have natural and beautiful amenities on our doorsteps, a culture that is strong and a nation that is proud.

2018: Year of Our Island was a celebration of all these things. It was not about creating something new. It was very much about championing existing events and activities, and the strong sense of community that already exists on our Island.

Year of Our Island was about inspiring people to get involved, to put on their own event or to take part in an event or activity they may not have done before to celebrate life here on our island and all that it has to offer.

Living on our island provides benefits to our health, our well-being and our quality of life. What was important during 2018 was to not only value and celebrate this but to seek to maintain and enhance it.

A variety of events and activities were organised to complement those that already exist, to encourage people to explore more, do more and share more. We have so much right here on our doorstep and we wanted everyone to join in the celebration of this.

#ourisland

## **1. Introduction**

In 2017 The Programme for Government set out an outcome 'We are an Island where people choose to live and visit', and agreed the following action to work towards this;

- *To organise a year celebrating our Island as a special place to live and work in 2018.*

To deliver this action the Cabinet Office established a cross government working group and workshops were held to identify what a celebratory year might focus on. Following focus groups and research into 'themed' years' in other jurisdictions, it was agreed that 2018 would be the 'Year of Our Island' and would be a celebration of our island, our identity, our environment and our community.

The theme for the year was underpinned by the principles of the Isle of Man's UNSECO 'Man and the Biosphere' status, which celebrates our living land and sea scape, and the people living and working within, enjoying and supporting that environment. It is a status that recognises that the Isle of Man is a special place to live, work and visit.

## **2. Programme set up**

### **2.1 Programme Objectives:**

Through the development of the programme of work for the year it emerged that 2018 would be a year to value and support all that our Island embodies and to embrace the community activities and our great outdoors.

A series of themed months were designed to provide an opportunity for Government, the Private sector and the community to work together. The objectives for the 'special year' were:

- To create a feel good factor for living on the Isle of Man
- To encourage people and families to 'get out' enjoy and value the Isle of Man
- To stimulate people and families to invest themselves here on the Island
- To stimulate spending in the local economy
- To encourage Island residents to get involved more in local events
- To contribute to the improvement of the quality of life for Island residents
- To attract or retain younger people to the Isle of Man as residents
- To attract (new) visitors to the Island
- To create partnership and volunteer groups to invest and improve in our natural environment and amenities.

When the programme objectives were set it was hoped that throughout 2018 existing events and activities would be connected to our celebrations; that new events and activities would be developed for the community to become involved with, and that people would be encouraged to do more for themselves and for the community.

### **2.2 Measures of Success**

A series of measures we agreed that would aid the evaluation of this 'special' year. These are outlined in Appendix A.

A number of identified measures are as yet unavailable. An addendum will be added to this review in Dec 2019 when all results are returned.

### **2.3 Programme Resources**

The Year of Our Island Programme began and concluded as a true cross government programme and demonstrated how Government Departments, Boards and Offices can and do work well together.

The Departments, Boards and Offices involved in the project team and the development of the programme of work included:

- The Cabinet Office
- The Department of Education, Sport and Culture (DESC),
- The Department of Environment, Food and Agriculture (DEFA),
- The Department for Enterprise (DfE),
- The Arts Council
- Culture Vannin
- Manx National Heritage
- Manx Utilities
- The Department of Infrastructure (DOI)
- The division of Public Health within the Department of Health and Social Care (DHSC)

A programme of work was agreed, a project team established and work streams created to deliver the comprehensive programme of work with an appropriate governance structure put in place

Approval for the theme and programme of work was given by the Council of Ministers and a budget secured from Treasury through Bona Vacantia.

By October 2017, the programme was agreed, budget provided and recruitment was underway for an 18 month Executive Officer to provide a project co-ordinator role.

### **2.4 Programme Political Board**

The Political Board was established chaired by Chris Thomas, Minister for Policy and Reform, with membership from;

- Geoff Corkish, MLC (retired during 2018)
- Daphne Caine, MHK
- Tanya August Hanson, MLC
- Kerry Sharpe, MLC

## 2.5 Budget

A budget of £330,000, was provided by Treasury through use of the Bona Vacantia fund. This budget was assigned to the Cabinet Office for distribution by the Programme Board, and was available from the 1st January 2018.

The Political Board for '2018 Year of Our Island' approved the allocation of spending, set out as follows;

	<b>ITEM</b>	<b>BUDGET ALLOCATED</b>
<b>A</b>	YEAR OF OUR ISLAND GRANTS	£75,000.00
<b>B</b>	LEGACY PROJECTS	£50,000.00
<b>C</b>	OUR ISLAND TRAIL	£20,000.00
<b>D</b>	COMMUNICATIONS, MARKETING AND ADVERTISING	£25,000.00
<b>E</b>	OUR ISLAND WEBSITE DEVELOPMENT	£20,000.00
<b>F</b>	EVENTS AND ACTIVITIES (inc. Opening and Closing)	£40,000.00
<b>G</b>	OUR ISLAND BIOSPHERE GARDEN	£50,000.00
<b>H</b>	PROJECT MANAGEMENT AND EVENT CO-ORDINATION, INCLUDING OFFICER TIME AND RESOURCES	£50,000.00
	Total	<b>£330,000.00</b>

## 2.5 Programme of funding: Year of Our Island Grants

£75,000 of the Bona Vacantia budget was allocated for the funding of events and activities to be held within the community.

Grants were made available to all island residents and applications were welcomed up to a value of £3,000 for existing events or activities and up to £6,000 for new events or activities. The criterion against which any events or activities funding was focused was in line with the biosphere criteria:

- **Quality of Life**  
Working together to ensure we have the healthiest possible environment to support our wellbeing. Taking time to value and use our environment for our own health. Developing, enhancing and protect our natural and built environment.
- **National Pride**  
Celebrating our identity, our community, our heritage and our culture. Valuing the unique character and beauty of the Isle of Man and being Manx. Positively sharing our experiences and embracing the opportunities offered by Island life. Recognising and valuing our place in the Global community.

- **Stronger Partnerships**

Building relationships and working together to achieve more for our community and our Island. Facilitating the voluntary sector, businesses and government, to achieve and do more. Working with our community to develop our knowledge and using education to develop our community.

The grant award scheme was a key part of Year of Our Island and partnership working with multiple event and project organisers enhanced what was available to residents during 2018 and offered plenty of opportunities for residents of all ages to try something new and different.

Applications were encouraged from areas within; Arts and Culture such as the Isle of Man Film Festival enhancing the annual festival by including an evening of movie music with Mark Kermode; Sports such as the Isle of Man Skateboarding Summerslam '94 offering beginner classes and girls only sessions; the Environment with projects such as "Friends of the Neb" who's funding application has enabled volunteers to be trained in removal of the invasive Japanese Knotweed along the River Neb and therefore contributing to the enhancement of our biodiversity on the Island, and for community improvements such as enhancing two of the Island's youth clubs.

### 3. A Programme of themed months

Following cross Government working to identify what makes the Isle of Man so uniquely special and with the focus being "The Isle of Man: A Special Place to Live and Work", it was decided to give each month a theme that would correspond with annual popular local activities and events. This allowed for the addition of new events and activities around the themed months to complement and enhance what already exists.





### **3.1 January – Celebrating our dark skies**

#### **Overview**

January saw the launch of the Year of Our Island programme, beginning with a dark skies themed photography exhibition launched at the Villa Marina. The Chief Minister officially opened '2018; Year of Our Island' and speeches were also given by the Minister for Policy and Reform and Dr Fiona Gell who spoke about the Island's prestigious 'Man and the Biosphere' status.

The Ballacottier School Choir entertained guests with a space themed set of songs and those in attendance were given the opportunity to view the Dark Skies photography exhibition.



The Year of Our Island got off to a good start with capacity numbers recorded at the dark skies events.

A relatively new addition to the Island's activities, the Dome at the Nunnery, provided a perfect setting for a dark skies evening and an opportunity for attendees to sit back and experience immersive cinema. "Flo" the Coffee Van was in attendance to provide refreshments.

Celebrating our Dark Skies was about recognising that exceptional views of our dark skies can be viewed from our doorsteps as well as one of the many recognised dark skies sites we are lucky to have access to (<https://www.visitiom.co.uk/things-to-see-and-do/dark-skies/>).



## **Events / Activities**

January saw a series of events to mark the celebration of our Dark Skies, which included the popular Stargazing events in Onchan Park organised by the Manx Astronomical Society,

- A Dark Skies Photography workshop was held at Ballakermeen High School led professional photographer and film maker Brook Wassall.
- A Dark Skies Evening at the Dome with guest speakers was held. An event that allowed attendees the opportunity to enjoy a space themed evening with a film in the immersive 360 dome cinema with fascinating talks given by Paulo Godhino (Digital Globe), Dr Richard Arning (SES) and Dr Helmut Kessler (Manx Precision Optics) on satellite technology.
- Open nights at the observatory in Foxdale were arranged the Year of Our Island team, working with the Manx Astronomical Society to put on two open evenings. Guests enjoyed a presentation on 'our dark skies' by Howard Parkin and then had the opportunity to stargaze through the telescope. All 4 sessions were sold out.

A 'Dark Skies' booklet was produced, aimed to inspire residents to step outside and "look up" towards our dark skies.

<b>Event</b>	<b>tickets available</b>	<b>tickets sold</b>
Brook Wassall Photography Workshop	35	35
Observatory Talk and Tour 1	31	31
Observatory Talk and Tour 2	31	31
Observatory Talk and Tour 3	31	31
Observatory Talk and Tour 4	31	31
Evening at the Dome	60	59

## **Connected Events**

- Stargazing at Onchan Park. A popular annual event ran by the IOM Astronomical Society
- Manx National Heritage Space Lecture for Schools. A special lecture for Key Stage 2 students called "Our Place in Space" was held by Manx National Heritage with speaker Mr Howard Parkin

## **Impact**

<b>Event/Project</b>	<b>Legacy/Impact</b>
Observatory Events	<ul style="list-style-type: none"> <li>- Increased membership to the IOM Astronomical Society</li> <li>- Awareness of our international dark skies status</li> </ul>
All January Events	Use of local, independent business
All January Events	Encouraging residents to explore more and do more



### **3.2 February – celebrating our stories**

#### **Overview**

February was an opportunity for the Year of Our Island team to focus on the marketing of Year of Our Island, to optimize the social media campaign, reinforce the positive messaging attached to Year of Our Island and to advise residents on what they could do to get involved and the funding available through the grants scheme.

During February, Islanders were encouraged to share their stories about 'Our Island' and what makes it so special to them. These stories were then shared throughout the year to continue to create the feel good factor that Island life can bring.

His Excellency the Lieutenant Governor offered his unique view of the Island and where his favourite place to walk is. A section of his contribution can be found below:

*"...Our goal of Corrin's Tower on Peel Hill is always visible; behind us views range down to the Calf. The foreground is peppered with fulmars which, as petrels rather than gulls, glide like mini-albatrosses with scarcely a wing beat, with gulls nesting on tussocks of grass backed by drifts of white campion and pink thrift, with noisy oystercatchers nesting on the shingle lining the small coves below, and with guillemots on their inshore fishing trips before they fly back in pairs, very straight, presumably to nests on ledges somewhere on the steepest cliffs. (We'd need a hang glider or boat to spot them.)..."*

"I love the way that people smile and say hello when you walk past them."

@OURISLAND2018 | #OURISLAND2018



"I love the community spirit, nothing like it anywhere."

@OURISLAND2018 | #OURISLAND2018



"I love how you can walk down Strand Street and always bump into someone you know."

@OURISLAND2018 | #OURISLAND2018



"I love the way the hills hold up the sky from the sea."

@OURISLAND2018 | #OURISLAND2018



"I love that even though we're a small island there's always a new adventure to have on it."

@OURISLAND2018 | #OURISLAND2018



"I love that the great outdoors is on our doorstep. Whether it be walking through the plantations or playing on the beach."

@OURISLAND2018 | #OURISLAND2018



"I love that you're always a stones throw from a beautiful beach or tranquil Glen."

@OURISLAND2018 | #OURISLAND2018



## **Events / Activities**

- A Letter Writing Competition organised as a collaboration between Isle of Man Post Office (IOMPO), Department of Education Sport and Culture (DESC) and Cabinet Office as part of Year of Our Island.

The competition was open to all Island primary and secondary school children up to the age fifteen. The theme for this year's competition was "Imagine you are a letter travelling through time. What message do you wish to convey to your readers?"

To celebrate the Year of Our Island, the participating children were asked to write on the theme considering 'our island as a special place to live and work' and encouraged to consider the Year of Our Island for their entries.

Chris Thomas MHK, Minister for Change and Reform and Culture Vannin Chairman said, "The letters were wonderful to read as they shared a real sense of what makes the Isle of Man a special place for the children that wrote them. It was also lovely to hear how our children love living here on our island and the ideas and passion they have for protecting and improving our environment. " .

A selection of some of the entries:

"Dear Future Me...I want to remind you what life was like in 2018. Our Island is so beautiful that whichever way you look a unique gorgeous view will appear right in front of your eyes..."

"Dear Future Self....I was brought up in a little cottage near the beach with glistening blue water...now I will happily tell you about the wonderful views of the Island, so many beautiful views that I can't count them all..."

Dear Miss Williams...I would like to tell you that the Manx heritage is alive and wonderful and my favourite part of it is the Manx language because it tells you so much about our beautiful, unique island and the history behind it..."



- Isle of Man Youth Service Video. The Year of Our Island team worked with the Youth Service within the Department of Education, Sport and Culture to produce a video showcasing the multitude of different clubs and different types of support that are available through the service.

The video promotes the wealth of young talent we have on the Island, particularly in areas such as the Arts and gives signposting to all the support services available within the Youth Service and where our young people can go to share their stories.

<https://www.facebook.com/iomgovernment/videos/do-you-know-what-your-youth-service-does-the-service-is-known-for-the-numerous-cl/2000004560122557/>

**Partner Events/ Activities (awarded a grant through Year of Our Island)**

- The Festival of Returning Light was new event, free to all and held on the 3rd February by Port Erin Commissioners, made possible with grant funding from Year of Our Island.
- Around 300 people attended this new event for 2018 with Port Erin Commissioners reporting positive feedback.

<b>Event</b>	<b>Partner</b>	<b>Attendance/ Participation</b>	<b>Social Media Reach</b>
Festival of Returning Light	Port Erin Commissioners	300	Website – 458 Twitter – 600 impressions Facebook – 8,000 reach

**Impact**

<b>Event/Project</b>	<b>Legacy/Impact</b>
Letter writing competition	<ul style="list-style-type: none"> <li>- Increased awareness of Year of Our Island</li> <li>- Increase in positive commentary on Island life</li> </ul>
Festival of Returning Light	<ul style="list-style-type: none"> <li>- New event encouraging residents out during winter months</li> <li>- Increase local spend in Port Erin</li> </ul>
Celebrating Our Stories Social Media Campaign	<ul style="list-style-type: none"> <li>- Increase in positive commentary about Island life</li> </ul>



### **2.3 March and April – Celebrating our great outdoors**

During the months of March and April Year of Our Island celebrated 'our great outdoors'. Awareness and promotion of our outdoor spaces was the key aim and a series of events were supported by the creation material, maps and resources to encourage and support people to explore more and do more.

#### **Events / Activities**

- An online map detailing our glens and their locations was prepared, publicised and promoted on line.
- Information relating to our designated Areas of Special Scientific Interest (ASSI's) and what makes them so important and valuable to our Island, was shared on line.
- The Year of Our Island Trail was launched during March, a combination of 12 selected walks from all areas of the Island that included a mix of coastal and inland walks made up of public rights of way, plantations, glens, towns and beaches.

All trails are circular routes of up to 4 miles with consideration given to accessibility and mixed abilities. Facilities such as car parking, refreshments and links to bus routes were included where possible, with interesting information on each area, activities for children and an opportunity to learn something new about the area being visited.

The trail was created to highlight that no matter where you live on the Island there is a footpath nearby giving you access to our countryside.

The Year of Our Island Trail booklet was made available in several locations including the Welcome Centre and Island Libraries. It is also available to download online<sup>1</sup>. As the Trail booklet has proved popular with residents and visitors alike a second edition is planned for 2019. Anecdotal feedback has been positive with one Island resident thanking the team for encouraging her to go out walking on her own for the first time in years.

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<sup>1</sup> Year of Our Island Trail - <https://www.gov.im/categories/leisure-and-entertainment/2018-year-of-our-island/the-2018-trail/>



- IOM Rocks! To coincide with the launch of the Trail, branded rocks with the Year of Our Island logo were placed around different areas of the Trail and in several of the Island’s glens. Residents were encouraged to walk the trail, find the rock and share pictures of their find on social media. For those that found 3 of the rocks around the Island a prize could be collected from the Welcome Centre.
- Isle of Man Girl Guiding and Isle of Man Scouting Association, Year of Our Island Badge. The Year of Our Island team had the opportunity as part of Get Outdoors months to work with the Island’s Scouting and Girl Guiding Associations to develop a special “Our Island” badge. In order to achieve a badge Beavers and Brownies must walk at least 4 of the Trail routes and complete a community pledge such as taking part in a beach clean.

The badges were presented to both groups by members of the Year of Our Island Political Board, and continue to be worked towards beyond 2018 as a legacy badge.



Some feedback received from the Onchan Beavers Group "We had a Beaver Scout hike at Langness at the weekend, there were dozens of us!!! We've done quite a few from the Year of Our Island guide now – it's fab!"

Peel Beavers completed three of the Year of our Island trails. They joined with Beavers from other Colonies on the Ayres nature reserve walk, they went looking for wallabies on the Ballaugh Blackberry walk and they followed the Peel trial in the dark!



For their community project the Beavers were given Smartie tubes to fill with coins which they earned by doing jobs for family and friends. The money was then collected together and the Beavers visited Shoprite to spend their money on items for the Foodbank.



- Easter Guided Walks. During Easter 2018 a series of guided walks across the Island were hosted in partnership with the Year of Our Island team with Manx Wildlife Trust, Isle of Man Wildflowers, the MUA and Charles Guard.

Date	Event	tickets available	tickets sold	Income
31-Mar	Foraging and Wildflowers Walk	30	30	£65.10
03-Apr	Water treatments tour 1	15	12	Free
03-Apr	Water treatments tour 2	15	8*	Free
04-Apr	Pooilvaaish and Balladoole	25	12*	£26.04
05-Apr	Powerstation tour 1	15	15	Free
05-Apr	Powerstation tour 2	15	15	Free
07-Apr	Ayres tour	20	20	£43.40
09-Apr	Great Walls of Laxey 1	20	20	£43.40
10-Apr	Great Walls of Laxey 2	20	8*	£17.36
13-Apr	Meary Veg Tour 1	15	11	Free
13-Apr	Meary Veg Tour 2	15	15	Free
16-Apr	Baldrine and Groudle	20	9	£19.53
19-Apr	Triskelion Way tour	30	16	£34.72



### **Partner Events/ Activities (awarded a grant through Year of Our Island)**

- The Manx Whale and Dolphin Watch society recorded a dramatic increase in public awareness and knowledge of local marine mega fauna as a result of their events and have developed a “following of faithful observers” who would join them each month.
- The Supper Club group, already established, received funding from Year of Our Island which enabled members of the group, who would normally be isolated from the community, to attend local events such as Les Miserables at the Gaiety Theatre and Manannans Winterfest at the Villa Marina. They reported that each member enjoyed the events and as these were new opportunities, experienced motivation and positive social engagement.
- Gefachella was a new event for 2018 and offered a networking opportunity for young entrepreneurs. This was seen as a promising event for grant fund assistance and helped to spread the message of Year of Our Island to the 18-30 year old audience.
- The student who applied for funding for a license for the film “A Plastic Ocean” took it upon themselves to ensure that the film, with a strong environmental message, was seen by as many Manx school children as possible. Year of Our Island were able to introduce the student to talk at an awareness evening with guest speaker, Jo Ruxton (Blue Planet), who produced the film.

<b>Event</b>	<b>Partner</b>	<b>Attendance/ Participation</b>	<b>Social Media Reach</b>
Seawatch’s at the Sound & Public Talk (Apr/May/June/Aug/Sept)	Manx Whale and Dolphin Watch	100’s (sold out)	Facebook: April – 9,300 reach May - 9,500 reach June – 8,900 reach August – 543 reach Sept - 6,200 reach Public talk – 11,600 reach
Supper Club	Supper Club – Alpha Centre	Ongoing activities with those normally isolated from community	n/a
Gefachella	Peggy and Mills Ltd	<i>NO EVALUATION RECEIVED</i>	<i>NO EVALUATION RECEIVED</i>
A Plastic Ocean – license for unlimited showings of film	Under 16 individual	Ongoing school showings	n/a

### **Impact**

With Year of Our Island aimed at increasing awareness and involvement in community improvements and activities, the Brownies and Scouts have led the way with their community cleaning kits in order to gain their “Our Island” badges. Another activity required

to gain the badge was to walk at least 4 of the 12 Trail routes this has encouraged families to areas that they have not visited before.

<b>Event/Project</b>	<b>Legacy/Impact</b>
Year of Our Island Easter Events	<ul style="list-style-type: none"> <li>- £249.55 to local businesses and/or charities</li> <li>- Raising awareness of local tour guides</li> <li>- Increased understanding of our waste and power infrastructure</li> </ul>
IOM Rocks!/Year of Our Island Trail	<ul style="list-style-type: none"> <li>- Participants sharing positive stories about our outdoors</li> <li>- Participants exploring glens and footpaths they had not visited before</li> </ul>
Our Island Brownie/Scout Badge	<ul style="list-style-type: none"> <li>- Increased social/community awareness</li> <li>- Participants exploring areas and footpaths they had not visited before</li> <li>- Increase in volunteer participation</li> </ul>
Supperclub	<ul style="list-style-type: none"> <li>- Participants experiencing events and destinations not seen before</li> <li>- Increased positive social engagement</li> </ul>
A Plastic Ocean	<ul style="list-style-type: none"> <li>- Raising awareness</li> <li>- Positive engagement with younger people</li> </ul>
Gefachella	<ul style="list-style-type: none"> <li>- Providing networking opportunity for young Island entrepreneurs</li> </ul>



### 3.3 May – Celebrating our innovation and creativity

The Isle of Man has long enjoyed a strong creative community and has been home to many artists, artisans, entrepreneurs and innovators.

#### **Events / Activities**

- For Islexpo 2018, Year of Our Island commissioned local brothers Hugo and Sholto Brown of id-iom to showcase home grown talent during Innovation and Creativity month. A live installation piece was designed by the brothers and created in the Villa Marina gardens during the course of the day, to celebrate Year of Our Island and what makes the Isle of Man special for them.



Another piece of art was created pre the event as an interactive art installation, designed to inspire and encourage ISLEXPO delegates and the public to consider and celebrate the wealth of special places and things to do and enjoy on the Isle of Man. Contributions to this blackboard were encouraged by the Year of Our Island team at ISLEXPO and other events during the year.



In addition, a trade stand enabled the team to talk about and share more about Year of Our Island to attendees and what to expect in the year ahead.

Positively, an overwhelming number of those visiting the stand had heard about Year of Our Island and encouraging feedback was received. This helped to promote the grant scheme with applications between March and May increasing by 31%

- Creative Workshops were held by the Year of Our Island team to encourage our community to do more, something new or something lost. Eight workshops were held over the 19th and 20th May at a range of different locations around the Island, covering skills such as photography, writing, and illustration. Over the two days 51 people attended

May Events			
Date	Event	tickets available	tickets sold
19-May	Beginners photography workshop	10	7
19-May	Writing workshop 1	20	3
19-May	Writing workshop 2	20	3
19-May	Intermediate photography workshop	10	8
19-May	Illustration Workshop	20	5
20-May	Felt sewing workshop	20	6
20-May	Free photography workshop	10	8
20-May	Life drawing class	10	11

- A photography competition was launched to celebrate innovation and creativity month and focused on the three key themes of the project; *quality of life, national pride* and *stronger partnerships*.

The aim of the competition was to encourage residents to explore more of the Island throughout the year and both professional and amateur photographers of any age were encouraged to enter. The competition was open for photographs taken using camera or phone. The competition ran until December 31<sup>st</sup> 2018.

Following the closing date a panel of judges reviewed the entries, The winners were announced in February 2019 at an exhibition launch event and shortlisted photos were exhibited in the Villa Marina at a special Year of Our Island exhibition.

The overall winning image "Man and Horse", was in the National Pride category and was taken by local photographer and artist Janet Lees.



**Partner Events/ Activities (awarded a grant through Year of Our Island)**

<b>Event</b>	<b>Partner</b>	<b>Attendance/ Participation</b>	<b>Social Media Reach</b>
Oie Voldyn	Peel Town Commissioners	2,500 to 3,000	Promoted via Peel Online and Facebook
Isle of Man Arts Festival	The Creative Network	45 exhibiting artists and festival partners took part	3,997 – Facebook reach
Alumni Design Exhibition	UCM	NO EVALUATION PROVIDED	NO EVALUATION PROVIDED

**Impact**

Peel Commissioners confirmed that local businesses and retailers reported increased sales as a direct consequence of *Oie Voldyn* taking place and as a result it will return in 2019 to become an annual addition to the Manx key events calendar. Feedback received about the event commented on the professionalism of the organisers and support for it to become a regular event

The Creative Network supplied some positive feedback in support of the *Isle of Man Arts Festival*. An already annual event, Year of Our Island funding allowed for the festival to be free to all to enable a diverse selection of art to be made available for all Island residents

The Creative Workshops were very diverse and very well received to those who attended with activities such as painting and felt art. Attendance numbers however, were disappointing and a longer advertising period for these events may have encouraged larger numbers.

<b>Event/Project</b>	<b>Legacy/Impact</b>
IsleExpo/Year of Our Island Art Installation / Blackboard	<ul style="list-style-type: none"> <li>- Positive engagement with residents and local business</li> <li>- Increased awareness of Year of Our Island and its aims</li> <li>- Encouraging positive stories about favourite places to visit</li> <li>- Artwork installed at local youth club for inspiration to local young artists</li> </ul>
Creative Workshops	<ul style="list-style-type: none"> <li>- £183.71 towards local crafters and artists</li> <li>- Encouraging residents to try something new and different</li> </ul>
Photography competition	<ul style="list-style-type: none"> <li>- Positive encouragement for amateur photographers and under 16's to take part</li> <li>- Increased awareness of Year of Our Island and it's aims</li> </ul>



### 3.5 June – celebrating our seas and shores

Year of Our Island began June's celebration of our seas and shores with a series of events, guides and activities designed to help residents understand more about our seascape and coastline.

#### Events/ Activities

- A series of 'Exploring Our Seas' evenings, designed to help people explore what lies beneath the waves, without getting wet!, were hosted with support from the Department of Environment, Food and Agriculture. Films were shown on topics as wide ranging as Manx basking sharks, our local efforts to promote sustainable fishing and an 'underwater tour of the Island', showcasing some of our scientific research and biodiversity.

Over the three events circa 100 people attended. Feedback from the audience was very good and engagement extremely high with each session overrunning due to the high volume of audience questions.

- A record breaking, 'Big Beach Clean' took place Sunday 17th June, arranged with support from Beach Buddies. An invitation was sent to all Government departments, and all public servants with a total of 383 participants turning up to take part.

Political support was provided by the Chief Minister and 14 other members of Tynwald who rolled their sleeves up and took part in the event.

A total of 11 beaches tackled around the Isle of Man, including the Calf of Man, and Jurby beach (which was cleaned by prisoners and prison officers).





- Community Cleaning Kits were purchased and available from the Year of Our Island team for any community groups who wanted to arrange for their own community town, park or plantation clean.

During 2018 Year of Our Island branded cleaning kits were supplied to Local Authorities, the Brownies and Scouts and the Youth Service to enable them to organise their own community cleans.

- Paddleboarding sessions were held by Port Erin Paddleboarding on Saturday 23<sup>rd</sup> June, to encourage people to try something new and explore our seas and shores. Sessions were well attended and feedback was good.



<b>Date</b>	<b>Event</b>	<b>tickets available</b>	<b>tickets ]sold</b>	<b>Income</b>
15-Jun	Exploring our seas - End of the line	40	17	£36.89
22-Jun	Exploring our seas - Underwater island tour	40	30	£65.10
23-Jun	Morning Paddleboard	10	9	£202.14



23-Jun	Afternoon Paddleboard	12	12	£269.52
23-Jun	SUP and Sip Paddleboard	14	3	£81.21
23-Jun	Twilight Glo Paddleboard	9	9	£368.10
29-Jun	Exploring our seas - Gentle Giants	25	22	£47.74

### **Partner Events/ Activities (awarded a grant through Year of Our Island)**

- Rock pooling : took place in Port Erin with the Manx Wildlife Trust on Saturday 9th June
- Seawatch Saturday : at the Sound took place with the Manx Whale and Dolphin Watch on Saturday 16th June.
- Watching Whales: A public talk took place at Noa Bakehouse with the Manx Whale and Dolphin Watch on 27<sup>th</sup> June.

<b>Event</b>	<b>Partner</b>	<b>Attendance/ Participation</b>	<b>Social Media Reach</b>
Mindful Mann	Mike Kewley	400	24,500 – Facebook reach
Ffinlo and Patch – Children’s Story Book	Susie Cooper	500 copies sold so far	Not supplied

### **Impact**

<b>Event/Project</b>	<b>Legacy/Impact</b>
Exploring Our Seas Evenings	<ul style="list-style-type: none"> <li>- £920.97 towards local businesses</li> <li>- Raised awareness of Island’s marine status</li> <li>- Manx Marine Nature Reserve Roadshow planned for 2019</li> </ul>
Big Beach Clean	<ul style="list-style-type: none"> <li>- Increase in volunteer engagement</li> <li>- Breaking a world record provided encouragement for more volunteer working</li> </ul>
Community Cleaning Kits	<ul style="list-style-type: none"> <li>- Increase in volunteer community projects</li> <li>- Encouraging community improvement on an individual level</li> </ul>
Paddleboarding Events	<ul style="list-style-type: none"> <li>- £920.97 towards local businesses</li> <li>- Encouraged residents to try something new</li> </ul>
Mindful Mann	<ul style="list-style-type: none"> <li>- Encouraged residents to try a new event</li> <li>- Created legacy as festival to return in 2019</li> </ul>



### 3.6 JUNE – FULL BLOOM FORTNIGHT

Towards the end of June and into the beginning of July Year of Our Island included a two week celebration of 'our flora and fauna' with "Full Bloom Fortnight". This included the official opening of the Blein yn Ellan Ain (Year of Our Island) Garden.

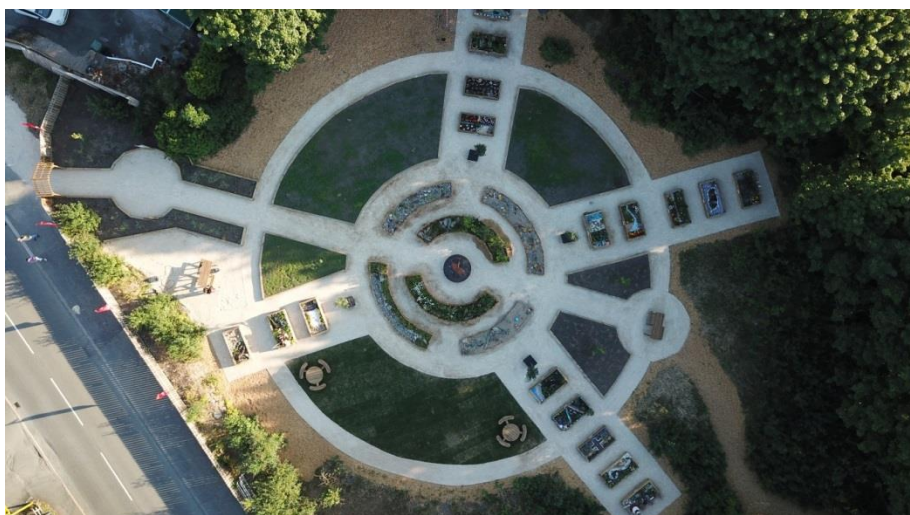
#### **Events/ Activities**

- The annual Flower Festival were supported by Year of Our Island who developed a series of geographical and gastronomical routes, "Blooms and Brews" to encourage exploration of the Flower Festival. The theme for the Flower Festival was set by organisers in celebration of Year of Our Island.
- In addition a series of wildflower walks were organised by Year of Our Island; from Ballaugh to Scarlett and IOM Wildflowers helped attendees to discover something new about the fauna they walk past every day.
- ***The Blein yn Ellan Ain Garden (renamed the Yn Ellan Ain Garden in 2019)***

The Blein yn Ellan Ain (Year of Our Island) Garden opened on the 25th June by His Excellency, the Lieutenant Governor. The garden was designed and developed over 9 months on the site of the former Farmers Arms Public House and Mart.

The Blein yn Ellan Ain garden was designed with the intention of highlighting our Biosphere status and to celebrate what makes our Island such a special place to live, work and go to school. Schools from across the Island were invited to take part and design and build a plot based on their interpretation of the environment around them and what makes it so special.

The central feature of the garden is an interpretation of our Island and our status as a world Biosphere reserve. It takes its inspiration from the concentric circles of Tynwald Hill with each circle representing a part of our Island – the SEA, the LAND and the people of MANN. The garden was the centrepiece of the Year of Our Island celebrations and is a visual reminder of how unique our island is in its land and seascape



The garden was well received with positive feedback being received from as far away as Ottawa, Canada, "what a fantastic eco project for schools on the isle! Being part of the eco and garden club at our school I have found that children truly embrace gardening. Can't wait to share your idea with my team come September"



<b>Date</b>	<b>Event</b>	<b>tickets available</b>	<b>tickets sold</b>	<b>Income</b>
24-Jun	Wildflower walks - Scarlett	25	23	£49.91
01-Jul	Wildflower walks - Conrhenny	25	24	£52.08
08-Jul	Wildflower walks - Ravensdale	25	22	£47.74

### **Impact**

All walks organised during 2018 were well attended which indicated that residents have real affection for our outdoors, our nature and our environment.

- Mindful Mann, a successful new event for 2018 returned in 2019 and is set to be part of our island's events calendar. The festival raised the profile of mental health, wellbeing, the work that continues at the Community Farm (where the festival was held) as well as the Island itself.

<b>Event/Project</b>	<b>Legacy/Impact</b>
Blein yn Ellan Ain Garden	<ul style="list-style-type: none"> <li>- Creation of an educational engagement off-site facility</li> <li>- Increased awareness of Island's Biosphere status</li> <li>- Legacy of Garden remaining on site until 2021</li> </ul>
Wildflower Walks	<ul style="list-style-type: none"> <li>- £149.73 towards local businesses</li> <li>- Increased awareness of Island's Biosphere status</li> <li>- Encouraged residents to explore more</li> </ul>



### **3.7 JULY – CELEBRATING OUR CULTURE**

July's celebration of our culture began with the launch of the 'Isle of Man Cultural Engagement Survey' which asks all Island residents for their opinions on the arts, recreation and Manx culture, with views helping to shape the development of our Island's arts and culture scene.

The Celtic Gathering, Tynwald Day, Junior Tynwald and Ramsey National Week are some of the key events that take place each July. In 2018 these events were joined by tin whistle workshops, the visit of a vintage mobile cinema bus, a cultural guide booklet, a children's treasure hunt and a series of Manx walks and talks to create a month of events and activities celebrating our Manx culture.

#### **Events / Activities**

- *A Guide to Manx Culture*, a short booklet, was designed by Culture Vannin and produced by Year of Our Island to encourage people to learn more about our culture and to take part in cultural activities during the month. This booklet was launched by Year of Our Island on Tynwald Day and was also made available online.
- In conjunction with the booklet a Cultural Treasure Hunt around St Johns was created by Culture Vannin. The treasure hunt took participants around the sights of St John's and gave them an opportunity to explore places such as Cooil y Ree. Prizes were available for those who completed it and submitted their entries.
- *Manx Lessons were held by* Culture Vannin for Government employees. These were well attended and feedback received from Officers was encouraging with most indicating they would like further training in the Manx language.
- Year of Our Island held a number of activities on Tynwald Day;
- In the Manx Tent Year of Our Island had a stall with literature and lots of enticing ways for people to get involved in Year of Our Island, together with 'Our Blackboard' where people were encouraged to share more about what they love to do and where they love to go on our island.
- *The Blein yn Ellan Ain Garden* was presented by a member of the Year of Our Island team, who welcomed people and explained more about the garden and Year of Our

Island, handing out a booklet created that tells the story of each of the schools' gardens.

- A *Vintage Mobile Cinema Bus*, a UK festival favourite, was brought to the Island by Year of Our Island and was situated in the car park at the Bunscoil Gaelgagh and the following day was available for school visits and then travelled to Ramsey. The cinema bus showed Pathe footage of our island – a selection of films that showcase and sum up our island and our culture through the years.
- A 'voxpath' was held next to the bus asking people to share what they love about our island and what makes them proud to be Manx.



### Vintage Mobile Cinema Bus Numbers

Thursday 5th July 2018 (09:30 – 17:00)	Friday 6th July 2018 (schools visit)	Saturday 7th July 2018 (10:30 – 17:30)
360	250	480
	<b>Total:</b>	<b>1090</b>

**Partner Events/ Activities (awarded a grant through Year of Our Island)**

<b>Event</b>	<b>Partner</b>	<b>Attendance/ Participation</b>	<b>Social Media Reach</b>
The Celtic Gathering	Yn Chruinnaght	700 tickets sold 800 schoolchildren (daytime concerts)	2,500 – Facebook reach 600 – Twitter reach
Peel Cathedral Gardens	Cathedral Isle of Man	1389 during Flower Festival Week Garden continues to attract visitors in 2019	1,100 – Facebook reach
Strictly Manx	James Turpin	-	Project completion forms not submitted

**Impact**

- A well-established annual festival, Yn Chruinnaght re-launched in 2018 as the Celtic Gathering and with Year of Our Island support were able to bring artists over from off-island to take part. Organisers stated that a substantial number of festival goers in 2018 were newcomers or tourists who had planned their visit to the Island especially for the Celtic Gathering. The festival is set to continue in 2019.
- Cathedral Isle of Man have confirmed that visitors continue to be attracted to the story within the Cathedral Gardens with a network of volunteers in place to give the garden a “young people’s element”

<b>Event/Project</b>	<b>Legacy/Impact</b>
Treasure Hunt	<ul style="list-style-type: none"> <li>- Encouraged residents to explore more</li> <li>- Increased visits to Culture Vannin and businesses in St John’s</li> </ul>
Manx Lessons	<ul style="list-style-type: none"> <li>- Increased national pride amongst Government Officers for the Manx language and encouraging them to try something different</li> <li>- Development of Manx culture</li> </ul>
Vintage Mobile Cinema Bus	<ul style="list-style-type: none"> <li>- Encouraged residents to try something new</li> </ul>
Yn Chruinnaght	<ul style="list-style-type: none"> <li>- Increased awareness of the Island and it’s culture to other areas</li> <li>- Encouraging young people to engage with Manx culture and the Arts</li> </ul>



### 3.8 AUGUST – CELEBRATING OUR QUALITY OF LIFE

As the Year of Our Island celebrations moved through the summer the focus moved to the activities and amenities which contribute to the quality of life we have here on our island. With an abundance of natural amenities, local parks and a huge range of clubs and societies to become members of, August was an opportunity to reflect on the positive impact that living on the Isle of Man can have on our quality of life.

#### **Events / Activities**



A series of taster wellness events were organised to encourage people to enjoy our outdoors in larger, community gatherings. It started with Shine Om hosting “Yoga in the Gardens” which took place in the Villa Marina Gardens. The next events was “Pilates in the Park” held by Mo Sherring in the setting of Onchan Park. The final event in the series was “Mindfulness in the Glen” held by Mike Kewley of My Free Mind in Silverdale Glen.

Date	Event	tickets available	tickets sold	Income
04-Aug	Yoga in the Gardens	60	53	£213.06
11-Aug	Pilates in the Park	20	20	£98.00
18-Aug	Mindfulness in the Glen	50	31	£124.62

- Year of Our Island ran 2 competitions with residents invited to comment on the Our Island Facebook page with an aspect of living on the Isle of Man which they believe enhances their quality of life.



- At the Royal Show, the Year of Our Island team encouraged residents to describe their quality of life and what makes the Island special to them on a postcard and post it to families and friends in other parts of the world. 1250 Year of Our Island postcards, pre-stamped postcards, were provided by IOM Post.



- Year of Our Island Summer Passport; The Summer Passport initiative was designed for those aged from 4 – 11 and aimed to encourage children to explore more of our Island and its attractions throughout July and August. The passport allowed school children and their parents to discover something new in 2018 all whilst being in with a chance to win a Year of Our Island themed prize.

Children were asked to complete a series of activities in the passport over the summer holidays, collecting stamps for their passport as they did so. Stamps were located all around the Island both outdoors in our Glens and along the Year of Our Island Trail and indoors at locations such as the Manx Museum and MER stations.

Alice, Finlo, Orry, Rob and Scarlett told us that they “loved the summer passport experience! It let us explore so many new places and helped us travel around the Island on loads of new adventures!”

One of our Libraries also told us “It’s been a fantastic initiative and the beautifully illustrated booklets have inspired Islanders of all ages to make the most of all the Isle of Man has to offer. Children have loved collecting the stamps!”

Another Library told us that new membership had increased during the running of the summer passport scheme.

The success of the summer passport has inspired Manx National Heritage to produce one in 2019 encouraging residents and visitors to visit the various heritage sites around the Island.

During the summer of 2018 a total of 2,800 summer passports were issued to local children and visitors.

### **Partner Events/ Activities (awarded a grant through Year of Our Island)**

<b>Event</b>	<b>Partner</b>	<b>Attendance/ Participation</b>	<b>Social Media Reach</b>
Summer Slam '94	ISB Skateboarding	200	3,000+ - Facebook reach 200+ - Instagram reach
Island at War	Ramsey Town Commissioners	200+	Ramsey Town Commissioners Facebook promotion
Peel Carnival	Peel Carnival Committee	5000 250 circus workshop	Peel Carnival Facebook page promoted event

### **Impact**

- The wellness events hosted by Year of Our Island over three weekends proved very popular. A similar event took place in Peel Castle in 2019 demonstrating that residents enjoy communal gatherings for wellness events and that the Island offers lots in the way of variety of outdoor venue.
- Summer Slam '94 was a successful event aimed at the younger Year of Our Island audience. One skateboarding event in particular, aimed at young females, was oversubscribed and received positive press coverage.
- Peel Carnival whilst a well-established annual event on the Island benefitted from Year of Our Island funding and so organisers were able to enhance their celebration for 2018. The circus workshop enabled participants to try something new and to be involved with the carnival.
- Year of Our Island grant funding was awarded to Ramsey Town Commissioners to hold an Island at War event. The Commissioners have confirmed that due to the success of the event they will hold it again in 2019.

<b>Event/Project</b>	<b>Legacy/Impact</b>
Yoga/Pilates/Mindfulness Events	<ul style="list-style-type: none"> <li>- Encouraged residents to try something new</li> <li>- Raised £435.68 for groups</li> <li>- Increased footfall to the sites where events held – explore more</li> </ul>
The Royal Show	<ul style="list-style-type: none"> <li>- Positive engagement with residents and local business</li> <li>- Increased awareness of Year of Our Island and its aims</li> <li>- Encouraging positive stories about living on the Isle of Man</li> </ul>
Year of Our Island Summer Passport	<ul style="list-style-type: none"> <li>- Encouraged residents to try something new or visit somewhere they haven't been before</li> <li>- Increased footfall at some Libraries and heritage sites</li> </ul>
Summer Slam '94	<ul style="list-style-type: none"> <li>- Encouraged residents to try something new in 2018</li> <li>- Encouraged female participants to a predominantly male dominated sport</li> </ul>
Island at War	<ul style="list-style-type: none"> <li>- Raised awareness of the Island's role during wartime</li> <li>- Created legacy event that will run again in 2019</li> </ul>



### **3.9 SEPTEMBER – CELEBRATING OUR FESTIVALS**

The four weeks in September are annually a particularly busy time in the Island’s social calendar with a diverse mix of activities in the way of festivals available to residents and visitors, from music and culture to salsa dancing and food.

#### **Partner Events/ Activities (awarded a grant through Year of Our Island)**

- The month started with a new event funded by Year of Our Island “The Great Manx Shindig” which was a festival with a family focus. The event featured music and creative workshops which had an eco-friendly theme such as how to make plastic free beeswax wraps. It quickly sold out and is returning in 2019.
- Another new event funded by Year of Our Island was introduced in September. “Our Island, Our World” had a focus on world music, food and culture. Renowned artists from around the world were featured alongside local artists. This event was successful and will also return in 2019.



- Through funding from Year of Our Island the annual Isle of Man Film Festival was enhanced for 2018 with an evening of film music hosted by Mark Kermode at the Gaiety Theatre.

- Manx Litfest was another annual festival that took place in September. The Year of Our Island team worked to promote the individual festival events through the social media pages and they were also able to facilitate the Suffragette flag to be displayed for a 'Women in Literature' event that took place.



Event	Partner	Attendance/ Participation	Social Media Reach
Our Island: Our World	Peel Centenary Centre	266 tickets with ongoing free events and 1200 participants	2,000 – Facebook reach
The Great Manx Shindig	Annabel Gentry	460	608 – Facebook likes 600 – Eventbrite direct traffic 2,000 – website reach
Ile of Man Film Festival – Movies, Music and Mark Kermode	IOM Film Festival	413	13,040 total social media reach
Trad Weekend	Mary Molloy	50+ musicians took part – no attendance numbers	Not supplied

### **Impact**

The Great Manx Shindig was supported entirely by local artists and local producers/artisans (Apple Orphanage, Roots etc) providing an opportunity for local enterprises to increase revenue.

Western Rugby Club received their £400 donation from car passes sold as part of the community aspect to The Great Manx Shindig mission statement

Feedback received by the festival organisers included the following: "It might have been cloudy but there was still plenty of magic and sparkles. My family had an awesome time together and making new like-minded friends. It was a temporary village of many kindred spirits brought together by your lovely vision. Well done team Flo and all your helpers."

<b>Event/Project</b>	<b>Legacy/Impact</b>
Our Island: Our World	<ul style="list-style-type: none"> <li>- Encouraged residents to try something new</li> </ul>
The Great Manx Shindig	<ul style="list-style-type: none"> <li>- A legacy event that will continue to run in 2019</li> <li>- Encouraging residents to try something new in 2018</li> <li>- Money towards local businesses and artists</li> </ul>



### **3.10 OCTOBER – CELEBRATING OUR HERITAGE**

Year of Our Island began its celebration of Heritage in October with a series of events designed to encourage residents to explore more of the historic people and places that make our island special.

#### **Events / Activities**

- A series of Heritage Walks were mapped by Year of Our Island and were published to promote the heritage walks across the Island.
- Hop-tu-Naa Packs were designed and printed in celebration of our unique tradition; Hop-tu-Naa. As one of our oldest continuous Manx traditions Year of Our Island worked hard to develop decorations for homes and businesses that celebrated Hop tu Naa (rather than Halloween!), these decorations included moot window stickers, banners and posters and packs were distributed to shops and individuals around the Island.

A comment received via Culture Vannin said “the coverage of Hop tu Naa, in all its various aspects this year, has been absolutely excellent. Well done to you all!”

- A Hop-tu-Naa booklet was also produced to encourage gamiles to celebrate the festival with local traditions. The booklet had recipes and games and folded out to also be a decorative poster for the home.



- Hop-tu-Naa Jurby Transport event was held in partnership with Year of Our Island, and saw Jurby Transport Museum open its doors to over 400 people to celebrate Hop-tu-Naa. The event included spooky face painting for children and the haunted “Hop-tu-Naa bus”. Residents were encouraged to bring along their moots to be

carved and Dr Chloe Woolley from Culture Vannin gathered the children up at the end of the event to teach them the traditional hop-tu-naa dance.

A successful new event supported by Year of Our Island, which will return in 2019.

- Moot Carving Competition. Working with Culture Vannin and Isle of Man Post Office Year of Our Island launched a "moot carving competition". Residents were encouraged to share their designs. The best moot won a railway season pass, t-shirts, hop-tu-naa themed stamps and some Manx books and CD's.



### **Partner Events/ Activities (awarded a grant through Year of Our Island)**

- Year of Our Island worked with Manx National Heritage to expand and promote their wildly popular Heritage Open Days. Tours and drop-in sessions ran from the 5th to the 14th October and attendees were given the opportunity to discover some previously unseen heritage sites with tickets for events being booked up sometimes less than 48hrs of being made available.
- Isle of Architecture ran a series of events running from the 9th to the 12th October. The Isle of Man Society of Architects (SofA) hosted film nights, drawing workshops, music concerts and Pecha Kucha talks which celebrated the Island's architectural heritage.
- A four-month long exhibition at the Manx Museum was opened in October; The Archibald Knox Forum hosted a celebration of the famed Manx artist's work from the 11th October. The exhibition featured 30 pieces of work from Knox's collection, many of which have never been seen on the Island before. As a Year of Our Island partner, the Knox Forum received funding for the exhibition through the Our Island Grant Awards scheme.

- Archibald Knox is not only familiar to local residents but has a huge worldwide reach with his pieces popular at auctions across the globe. This was an opportunity for some of those pieces to be displayed for residents and visitors and attracted a large numbers of visitors to the Manx Museum.

Event	Partner	Attendance/ Participation	Social Media Reach
Hop-tu-Naa Jurby Transport Museum	Jurby Transport Museum	400	n/a
Creative Writing Workshop	Southern Community Initiative	35	Not supplied
Archibald Knox Exhibition	The Archibald Knox Forum	6000 visitors 275 to organised talks	42,503 – Facebook reach
Isle of Architecture – Mini Festival	SoFA	164	2,500+ - Facebook reach
Great Laxey Mine Railway Hop-tu-Naa Trains	Laxey and Lonan Heritage Trust	1320	Not supplied

### **Impact**

Attendance numbers were good for the various Heritage events. Messaging for the month encouraged residents to celebrate Hop tu Naa in a truly Manx style rather than the international customs which have become more commonplace over the years.

Event/Project	Legacy/Impact
Heritage Walks	<ul style="list-style-type: none"> <li>- Creation of maps encouraging residents to try something new</li> </ul>
Hop tu Naa Event – Jurby Transport	<ul style="list-style-type: none"> <li>- A legacy event that will continue in 2019</li> <li>- Creating an alternative event in the north of the Island – encouraging residents to try something different</li> </ul>
Hop tu Naa Merchandise	<ul style="list-style-type: none"> <li>- Encouraging Island residents to celebrate in a traditional way and to teach about old customs</li> <li>- Create a legacy where design work will be used in future years – encouraging residents to display Hop tu Naa inspired decorations</li> </ul>
Moot carving competition	<ul style="list-style-type: none"> <li>- Encouraging residents to try something new</li> <li>- Encouraging residents to celebrate Hop tu Naa in a traditional way</li> </ul>





### **3.11 NOVEMBER – CELEBRATING OUR RAINY DAYS**

Celebrating our rainy days in November was about bringing appreciation to those activities both indoor and outdoor that can be enjoyed at any time of year but particularly during the darker months of winter.

There's no escaping that our island has its fair share of rainy days but Year of Our Island messaging during November was to challenge the attitude that there is nothing to do and embrace our rainy days.

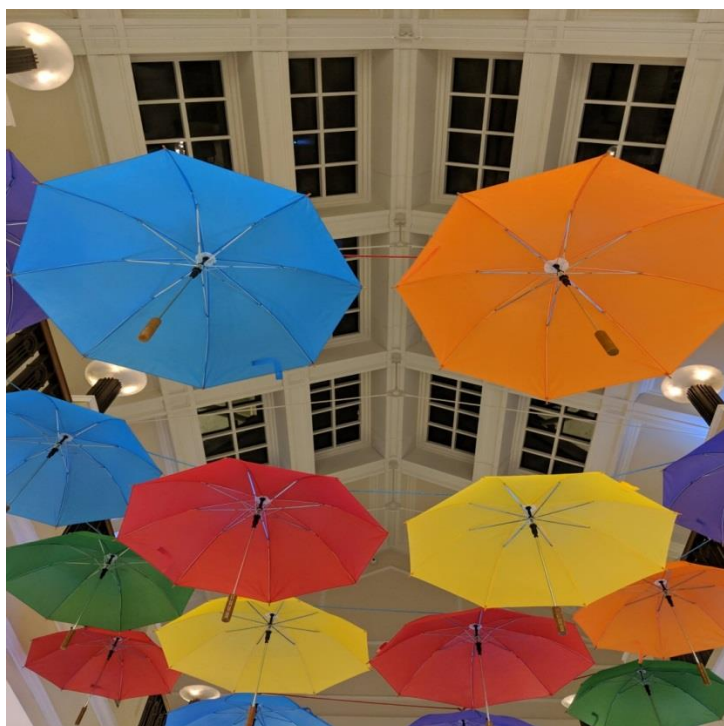
#### **Events / Activities**

- Calling All Clubs and Societies! Year of Our Island ran a campaign during November encouraging as many clubs and societies, whether outdoor or indoor, to get in touch and share a little about their organisation.

This campaign enabled Year of Our Island to start to build a list of clubs and societies that would contribute to the Our Island Website [www.ourisland.im](http://www.ourisland.im)

- The Winter Garden Weekend. During a weekend over half term in November a series of talks and workshops were held in a marquee on the site of the Blein yn Ellan Ain Garden. Children's workshops were held during the day and gave the chance to get up close to hedgehogs and bugs and learn about what important visitors they are to our winter gardens. The Manx Wildlife Trust also ran a class to show children how to build "bug hotels". The evenings gave way to a series of talks with a focus on our Biosphere. Topics included Bees, Biosphere, A Life Less Plastic and Physic Gardens.
- Toadstool Treasure Hunt. As part of the Winter Garden Weekend, and to encourage continued visitors to the garden, Year of Our Island developed a Toadstool Treasure Hunt where participants could learn about the different fungus that can be found around the Island. Those that completed the treasure hunt were eligible for a prize.
- Awards for Excellence. In 2018 the annual Awards for Excellence was themed around Year of Our Island. The Villa Marina was given a Year of Our Island makeover with

the table designs focus being our Biosphere status with the foyer of the Villa Marina being decorated with umbrellas to celebrate our rainy days.



**Partner Events/ Activities (awarded a grant through Year of Our Island)**

<b>Event</b>	<b>Partner</b>	<b>Attendance/ Participation</b>	<b>Social Media Reach</b>
Celebrating Manx Birds	Manx Birdlife	310	Not supplied
Nightmare Nights at Castle Rushen	Michelle Stavert	1500	Not supplied
Rainy Day Play	Mother T's	34	1,050 – Facebook reach

**Impact**

Attendance numbers at the Winter Garden Weekend gave an insight into how well the marketing campaign for Year of Our Island has been going – children’s workshops were oversubscribed suggesting a successful reach with the Families with small children audience. There were disappointing numbers for the adult evening talks but this could also be down to factors such as very poor weather as other adult aimed events such as the wildflower walks earlier in the year during spring were extremely well attended.

The Celebrating Manx Birds event allowed for a greater appreciation of the Island’s natural heritage as well as a desire to protect the Island’s wild birds and their habitats

Nightmare Nights was a new and exciting event for 2018 which took place at Castle Rushen. It was well attended and attracted visitors from the UK and Northern Ireland.

A somewhat smaller event, Rainy Day Play by Mother T's in Laxey encompassed all that Celebrating Our Rainy Days was about. It gave those who attended ideas for activities on rainy days in a community based environment.

<b>Event/Project</b>	<b>Legacy/Impact</b>
Calling All Clubs and Societies!	<ul style="list-style-type: none"> <li>- Campaign to bring together all clubs and societies to be accessible via ourisland.im website</li> <li>- Encourage residents to try something new</li> <li>- Creating awareness of local businesses/services</li> </ul>
Winter Garden Weekend	<ul style="list-style-type: none"> <li>- Increased awareness of our Biosphere status</li> <li>- Encouraging young people to enjoy and appreciate our outdoors</li> </ul>
Awards for Excellence	<ul style="list-style-type: none"> <li>- Positive engagement with local business</li> <li>- Increased awareness of Year of Our Island and its aims</li> </ul>
Nightmare Nights	<ul style="list-style-type: none"> <li>- Encourage residents to try something new</li> <li>- Increased footfall in local town during quiet season</li> </ul>
Rainy Day Play	<ul style="list-style-type: none"> <li>- Encourage residents to try something new</li> <li>- Community led event</li> </ul>



### 3.12 DECEMBER – CELEBRATING OUR ARTISANS AND PRODUCERS

December rounded off the year off with a focus on the Isle of Man’s wealth of talented artisans and producers – Year of Our Island ran a 12 Days of Manx Christmas campaign with the aim of encouraging residents to shop local for their food produce and gifts for Christmas.

With the many existing events, and extremely full calendar already in place for December the focus was on highlighting the multitude of activities and shopping opportunities to do on Island during December and the festive season.



#### **Partner Events/ Activities (awarded a grant through Year of Our Island)**

<b>Event</b>	<b>Partner</b>	<b>Attendance/ Participation</b>	<b>Social Media Reach</b>
Manannan’s Winterfest	David Kilgallon	462	45,000 – Facebook reach
Astronomical Outreach Events	IOM Astronomical Society	300+	Not supplied
Christmas Crafts in Balley Cashtal Beg	Balley Cashtal Beg	65	7,400 – Facebook reach 744 – Event views

## **Impact**

Manannan's Winterfest was a new event for 2018 – using local musicians of all ages audience members were delighted by the Manx Christmas traditions on offer - a reminder of times past with the focus on the wealth of musical talent available on the Island.

Year of Our Island funding was granted to the Isle of Man Astronomical Society to provide outreach, educational events on our dark skies. This is credited to the relationships built with the Astronomical Society during Dark Skies month and the interest gained from the observatory evenings held.

<b>Event/Project</b>	<b>Legacy/Impact</b>
12 Days of a Manx Christmas	<ul style="list-style-type: none"><li>- Opportunity for increased spend on local produce</li><li>- Creating brand awareness for "buy local"</li></ul>
Mannannans Winterfest	<ul style="list-style-type: none"><li>- Encouraging resident to try something new</li><li>- Opportunity for local artists and creatives to perform together</li></ul>
IOM Astronomical Society Outreach	<ul style="list-style-type: none"><li>- A project/legacy that has come about as a direct result of a Year of Our Island event</li><li>- Providing knowledge to our residents on our dark skies</li><li>- Increased membership to the society</li><li>- Encouraging residents to try something new</li></ul>
Balley Cashtal Beg Craft Workshops	<ul style="list-style-type: none"><li>- Encouraging residents to try something new</li><li>- Providing income to local business and creative</li><li>- Increased footfall to local town</li></ul>

### 3.13 Year of Our Island - 2019

Whilst Year of Our Island funding was made available during 2018, some projects had additional requirements such as planning applications, printing timelines, training and installation completion dates that meant projects would not be completed until 2019. A list of those exciting schemes, projects and events are listed below:

<b>Event/Project</b>	<b>Partner</b>	<b>Attendance/ Participation</b>	<b>Information</b>
'M' is for Manx Cat	Gemma Hjerth	500 copies sold so far	Published April 2019
Youth Club Improvements	Rushen Youth Club	n/a	Subject to planning permission in 2019
Manx Youth Bard	Bridget Carter	n/a	Event took place in February 2019
The Irish Sea Centre at the Centre of the Irish Sea	The Irish Sea Centre Ltd	110	Event took place in February 2019
Youth Club Improvements	Pulrose Youth Club	n/a	Work to be completed by March 2019
Adventure Playground Facility	Isle of Play	n/a	Opening October 2019
The Rainbow Story Tent	Susan Rossouw	n/a	Part of Global Village – 5th July Part of MannKind Festival – 13th July
Eradication of Himalayan Balsam & Japanese Knotweed in the River Neb catchment area	Friends of the Neb	Ongoing volunteer work	5-10 year plan with KPI's for progress
The Land Art Trail	The Creative Network	n/a	Land Art Trail from Poulson Park to Silverdale. Completion works to begin 17th June 2019
The Talking Bench	Arbory Commissioners	Estimated 1000's will use and enjoy bench	Completion due during summer 2019
Oie Voldyn	Peel Town Commissioners	Anticipated 3,000+	Year of Our Island were able to fund Oie Voldyn for 2019
Two Days in the Life of Port St Mary	Port St Mary Commissioners	400+	Event took place from 31st May until 3rd June 2019
Native Oak Project	Balladarree	n/a	Work to be completed by summer 2019
Orienteering	William Higgins	n/a	For completion August 2019
Foxdale Heritage Centre	Stuart Lambie	Anticipated 100's	Interpretation boards to be in place by September 2019

*'M' is for Manx Cat* is an illustrated children's book that offers an A-Z of Manx words and a soft introduction to the Manx language.

The *Youth Club* improvements include improved outdoor areas for the Youth Clubs with the aim of encouraging new members and improving the look of community areas in certain towns.

2019 saw the introduction of a new *Manx Youth Bard*. Grant funding from Year of Our Island during 2018 enabled a distinctive cloak for the winner to be made.

*Isle of Play* received funding to assist with the setting up of their new adventure playground in Douglas. *Isle of Play* has demonstrated earlier success with Forest School around the Island encouraging children to play outdoors. This very much met with the theme of quality of life with children's wellbeing being improved by creating their own fun by building and making in our great outdoors.

The *Talking Bench* is a unique legacy project in development by Arbory Commissioners. It will be located in the area of Balladoole and as residents and visitors sit and admire the sights the bench will tell you stories about the area.

Grant funding was made available to *Friends of the Neb* to provide volunteers with the correct training to carry out a large scheme of works along the River Neb to remove and dispose of the invasive Japanese Knotweed. The project will be measured by ongoing KPI's and it's success will see other plants and flowers flourishing in the area.

On Tynwald Day the *Rainbow Story Tent* was part of the Global Village where stories were hosted from all around the world. Sharing of stories in this way had positive outcomes, in particular, inclusion and community cohesion with stories shared in their original language and then translated for an English speaking audience.

*The Art Trail* is located along the Silverburn between Poulson Park and Silverdale Glen. As well as an opportunity for local artists to be involved, those walking the Silverburn will be treated to an enhance experience by way of locally produced art installations.

'*Two Days in the Life of Port St Mary*' was an exhibition of local photography of the arwas through the ages to be held in May 2019.

*The Native Oak Project* received grant funding to supply fencing for ongoing protection of a native oak wood in the north of the Island.

*The Orienteering Project* was the brainchild of a local teacher. To educate on the skills required in map reading and route finding, and to encourage enjoyment of our countryside, orientation markers are to be mapped and placed in South Barrule, Ballaglass Glen and the National Arboretum.

Following a successful planning application the Foxdale Heritage Centre will be erecting interpretation boards around the village. This will inform and educate visitors and hopefully encourage new visitors to the area.

## 4. Year of Our Island Closing Festival of Light



With Year of Our Island beginning in January in celebration of our Dark Skies, the Year of Our Island concluded in March 2019 with a Festival of Light.

The closing of Year of Our Island also coincided with the anniversary of the lighthouses at Chicken Rock and the Point of Ayre so the opportunity to celebrate this was taken with 'the Festival of Light' kicking off with dinner and a talk about the history of our lighthouses at the Sound with Charles Guard.

Castletown and Ramsey played host to the flagship events for the Festival of Light. A series of community lantern making workshops were held in both Castletown and Ramsey with the lanterns created going on display around Castle Rushen and the Mooragh Park. Castle Rushen was specially lit for one evening and Manx National Heritage kept the drawbridge open to the castle for an opportunity for residents to explore the Castle up to 8pm in the evening. The team also enhanced the Balley Cashtal Beg Fairy Trail by adding mini street lights to the fairy doors and producing a map for children to find them.

Ramsey played host to Illumaphonium an interactive, sensory, music making installation. The inventor of Illumaphonium accompanied the grand structure to the Island and was on hand to delighted to see residents embrace it.

Some feedback for the Closing Ceremony was received via Ramsey Commissioners "a big well done for the Festival of Light in the park tonight. Coloured lights in the darkness, Illumaphonium, half a moon, silhouetted trees on the bank - lovely, lovely. Thank you!"

Manx National Heritage confirmed that visitors to Castle Rushen on the day of the Castletown leg of the closing festival was 429. This was a 1200% increase on the week previous (33).



Event/Project	Legacy/Impact
Closing Festival: Castletown Ramsey Workshops Illumaphonium Lighthouse Talks	<ul style="list-style-type: none"> <li>- Increased footfall and spend in local towns during quiet season</li> <li>- Increased visitor numbers at Castle Rushen</li> <li>- Income for local vendors</li> <li>- Encouraging residents to try something new</li> <li>- Create feel good factor with public gatherings at local sites</li> </ul>



## **5. Year of Our Island Communication and Engagement**

Communication and engagement with our community played an integral part to the year and enabled messages and news to be generated and shared about how much there is to enjoy and value about living on our island, and how living on our island can enhance our health and wellbeing and quality of life.

### **5.1 Year of Our Island Social Media Campaign Strategy**

The 2018 Year of Our Island campaign proposed a simple yet recognisable presence on social media.

The #OurIsland tag formed the basis of 2018 Year of Our Island's social media marketing strategy and the intention was to permeate through all media and communications associated with the project. Services such as Facebook, Instagram and Twitter allowed members of the public to share their experiences directly with project pages and peers.

#### **Benefits of the Social Media campaign:**

- **Simplicity:** A single brand identity with a clear objective to promote events and activities available to residents.
- **Cost effective:** User-generated content will reduce the workload of project officers and associated production/marketing costs.
- **Limited Government presence:** The campaign will primarily focus on residents and partners with Government providing oversight and guidance.
- **Longevity:** The "#OurIsland2018" campaign is to be extended past 2018, re-phrased as "#OurIsland" and can be utilised for both residents and tourists

From January our Facebook events garnered a lot of engagement. The Stargazing at Onchan Park events reached 27,000 people and received almost 800 responses. The photography workshop reached 3,500 people and received almost 100 responses.

A Social Media Manager was employed from June 2018 and this led to Facebook membership increasing by 107%, Facebook average weekly engagement increased by 166%, with an increase in Facebook average weekly reach of 148% with 17,103 people reached each week. Instagram followers were increased by 65%, with an average weekly engagement increase on Instagram of 124%.

#### **OurIsland.im**

Throughout 2018 the Our Island website received 29149 website views and 25556 unique visitors.

## **6. Year of Our Island Grant Funding**

Throughout 2018 the Year of Our Island Grants Committee met every 2 months to review applications and recommend funding to the Political Board. Recommendations were made based on the applicants demonstrating one or more of the set criteria which was:

- Quality of Life
- National Pride
- Stronger Partnerships

Up to a maximum of £6,000 was available for new events and projects with up to £3,000 available for existing events.

A total of £418,670.76 was applied for with £74,411 issued to date.

92 applications were received over the course of the year with 45 given funding approval.

Out of those 45 applications:

21 applications were for new events for 2018

10 applications were to enable enhancements to existing events for 2018

14 applications were for community or art based projects

Where an application did not meet the required criteria, applicants were offered feedback on their application. Applicants were not restricted from applying again if they were unsuccessful in their first bid and in some cases support was provided in other ways, for example, by way of promotion through Year of Our Island or by referral to another Department.

Ref No	Name of Project/Event	Amount Granted
<b>Funding Round A</b>		
1	Festival of Returning Light	£1,000
6	Our Island, Our World	£6,000
7	The Celtic Gathering	£2,000
8	Isle of Man Art Festival	£1,000
10	Peel Festival of Fire	£3,000
11	Land Art Trail	£5,000
<b>Funding Round B</b>		<b>£18,000</b>
1	Mindful Mann 2018	£500
4	Gefechella	£500
5	Manannan's Winterfest	£3,000
6	Showing of 'A Plastic World'	£300
8	Seawatch, Public Talk	£2,185
10	Ffynlo, Patch and the Magical Manx Half Term	£1,000
12	Cathedral Gardens Regeneration Project	£4,000
<b>Funding Round C</b>		<b>£11,485</b>
1	The Great Manx Shin Dig	£4,000
2	Celebrating Manx Birds 2018	£1,500
6	Alpha Centre Transport for Event	£500
7	Creative Writing and Nature Workshops at the Hub	£2,500
8	Conrhenny Trail Development	Ongoing legacy work
9	Archibald Knox – Artist, Designer, Teacher	£4,000
10	Foxdale Heritage Trail	£1,000
12	Strictly Manx 2018	£500
13	Summer slam 94	£2,500
14	Isle of Man Film Festival: Movies, Music and Mark	£1,500
17	Island at War	£675
18	Isle of Play Adventure Playground	£3,300
20*	Katie's Race - Sea to Summit	See below
21	Peel Carnival	£646
<b>Funding Round D</b>		<b>£22,621</b>
1	Romance at the River	£660
2	The Talking Bench	£1,500
5	Isle of Man Film Festival: Music, Movies and Mark	£1,995
9	Isle of Man Traditional Weekend	See below
<b>Funding Round</b>		<b>£4,155</b>

<b>E</b>		
2	Isle of Architecture 2018	£650
3	M is for Manx Cat	£1,000
4	Cybercenturion Competition	£1,500
6	Map Areas of Orienteering and Set Up Markers	£2,000
7	Nightmare Nights	£2,000
8	Rainy Play Days	£700
<b>Funding Round F</b>		<b>£7,850</b>
0	Great Laxey Mine Railway Hop tu Naa Event	£1000
4	IOMAS Public Outreach Events	£600
5	Rushen Youth Club	£900
6	Balladarree Improvements	£700
8	The Young Bard	£1500
9	The Irish Sea Centre	£500
11	Pulrose Youth and Community Redevelopment Project	£1000
13	Friends of the Neb	£2000
15	Story Tent	£1000
24	Balley Cashtal Beg Christmas Grotto and Activities	£500
25	A Day in the Life	£600
		<b>£10,300</b>
	<b>Total Requested:</b>	<b>£418,670.76</b>
	<b>Total Granted:</b>	<b>£74,411</b>

## Note

\*C8 Grant Funding Committee did not support project but instead is supporting initiative as legacy work

\*C20 Grant Funding Committee supported partial funding but applicant did not accept

\*D9 Grant Funding Committee did not support funding but Visit Isle of Man provided support

## 7. YEAR OF OUR ISLAND LEGACY PROJECTS

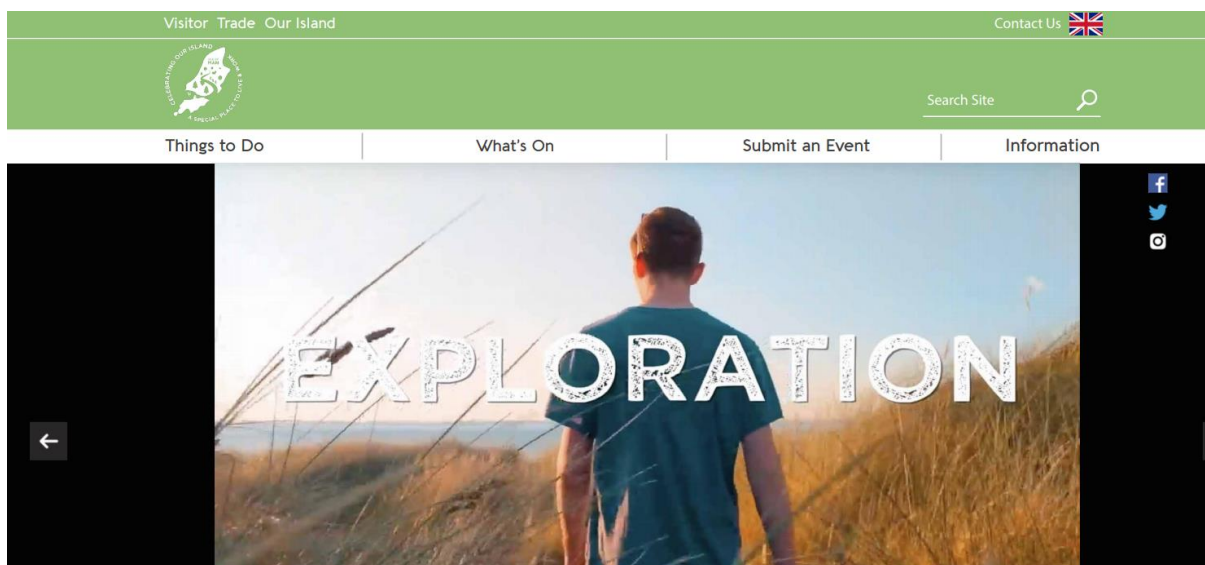
A total of £75,000 of the Year of Our Island Bona Vacantia funding was allocated to the following legacy projects:

- A community website
- Community beach cleaning kits
- A contribution towards creating and extending trails within the Conrhenny Community Woodland
- Improvements to Dark Skies Discovery sites
- The continuation of the Blein yn Ellan Ain Garden in St Johns for a further 5 years
- Dark Skies Photograph Collection

### 7.1 Our Island Community Website

A legacy community website will continue the positive messaging of Year of Our Island and will encourage residents to explore more, share more and do more by helping signpost residents to activities, clubs and societies across the Island. The website will provide a single source of information to find out 'what's on' and 'what there is to do' on the Island.

The Our Island website [www.ourisland.im](http://www.ourisland.im) will be hosted on [www.visitiom.im](http://www.visitiom.im) as a separate section for 'our community'. Year of Our Island funding has enabled this project and the Department for Enterprise will provide ongoing management of the site alongside the tourism based site, with social media marketing and input from the Welcome Centre.



## 7.2 Community Beach Cleaning Kits

Following the successful community beach clean in 2018 cleaning kits have been put together and distributed across the Island to encourage further community beach/countryside cleaning projects and events.

Community Beach Cleaning kits have been provided to Local Authorities, the Youth Service and the Isle of Man Prison, along with kits presented to Beach Buddies, the Isle of Man Girl Guiding and the Isle Of Man Scouting.

## 7.3 Conrhenny Community Woodland Trail Enhancement

The Loaghtan Loaded group will create a new trail to extend the network of trails in the Conrhenny Community Woodland and build on the great work already completed by volunteers and DEFA in the area.



## 7.4 Improvement to Dark Skies Discovery Sites



Five of the 26 Island's Dark Skies Discovery Sites were identified to benefit from bespoke seating which will encourage users to look up at the night sky.

The Dark Skies benches were made by the DEFA Sawmill can be found at Ramsey Mooragh Park, Poulson Park in Castletown, Axnfeld Plantation, Niarbyl and Sulby Reservoir.

## 7.6 The Ellan Ain Garden

With the success of the Ellan Ain Garden and the ongoing engagement with schools, the garden has been open again in 2019, with plans to continue on the site of the former Farmers Arms Public House and Mart until 2021.

During 2018 the Isle of Man Butterfly group sampled the garden and found a total of 11 different species of butterfly on the site. In 2019 the Isle of Man Bee Federation and the Isle of Man Butterfly Group will have plots of their own for display.

The Isle of Man Bee Federation wrote to Year of Our Island to compliment the team on the "excellent garden". They also commented that "many of the plants you have chosen are nectar rich and very beneficial to local bees"

The Year of Our Island team are incredibly grateful to the Department of Infrastructure for their ongoing lease of the site.

## **7.7 Year of Our Island Photograph Collection**

Finalist entries for the Year of Our Island Photography Competition were introduced as part of an exhibition held in the Villa Marina which was opened on the 27th February 2019. The images now form part of a loan collection of images along with the Dark Skies Exhibition images which are currently on display within Government Building and the Family Library

## **8. Legacy Benefits**

### **8.1 Volunteering**

From a record-breaking turn out for a multi-beach clean to Brownies and Scouts completing community projects to gain their Our Island badge, 2018 was a year to mobilise volunteers and increase awareness of community work.

Other volunteer led projects include the Loaghtan Loaded group's trail work in Conrhenny which will benefit all those who use it both on foot and on 2 wheels and the River Neb project which looks to train volunteers to complete a large programme of work to eradicate Japanese Knotweed from the River Neb catchment area.

### **8.2 Amenity Improvements**

During 2018 improvements were carried out in the lower section of Groudle Glen and work commenced to improve the surface of the Heritage Trail. Alongside this work is the Conrhenny track creation and funds for the Rural Signage Project which aims to rollout new, comprehensive, uniform signage across our countryside

### **8.3 Events**

Funding through Year of Our Island enabled the establishment of the following annual events: Oie Voldyn; Mindful Mann; Our Island: Our World and; Manannan's Winterfest

### **8.4 Other Projects**

Year of Our Island funding enabled completion of some large scale projects including the Cathedral Gardens in Peel and the Isle of Play outdoor playground in Douglas

## APPENDIX A

### MEASURES OF SUCCESS

#### Expected Benefits for 2018 – Year of our Island

- Increased participation by residents in local events, leading to improved financial return for events which can provide confidence for the hosting of other or repeat events, creating more 'to do' on the Island and enhancing quality of life for residents.

##### **How will it be measured?**

Through feedback from partners on event participation numbers and spend.

Event/Scheme	Positive Impact
Oie Voldyn	Successful event – 3000+ attendees – returning in 2019
Mindful Man	Successful event – returning in 2019
The Great Manx Shindig	Successful, sold out event – returning in 2019
Year of Our Island Summer Passport	Library report membership increase

- Increased use of Island amenities and facilities provided from our environment and local enterprise, encouraging people and families to 'get out' enjoy and value the Isle of Man and contributing to the sustainability of local businesses and facilities.

##### **How will it be measured?**

Increased use of amenities, as measured by the National Outdoor Survey (Due September 2019) and the Social Attitude Survey (Due September 2019).

- Increased activity and improved health and wellbeing for Island Residents through increased use of our natural and built environment.

##### **How will it be measured?**

Increased numbers of people who are classed as healthy or very healthy through the Health and Well being survey (results awaited) and the Social Attitude Survey (Due September 2019).

- Increased spend in the local economy which will increase proportion of local VAT generated which will give positive contribution to the FERSA review.

##### **How will it be measured?**

Increased local VAT spend through the Customs and Excise Division of the Treasury

- Increased number of positive stories of the Isle of Man as a special place to live, work and visit generated by Island residents and visitors improving the reputation of the Island.

##### **How will it be measured?**

Through social and traditional media coverage – See Appendix B



- Increased promotion of the Isle of Man through social media to generate more visits / inspire more people to visit (visit again, more often)

**How will it be measured?**

Through social media and Visitor Survey by DED and Cabinet Office – Results awaited

- Improved visitor experience and increased visitor spend, through the increased awareness of events and amenities, and the improved information and signage available.

**How will it be measured?**

Through passenger exit surveys – Results awaited

- Increased number of people viewing the Island as a good place to live, though the improved perception of Island life and quality of life, resulting in a growth in the economically active population.

**How will it be measured?**

Increase in number of people settling in the Isle of Man to be measured by economic affairs.

280 people settled in the Isle of Man in 2018

- Increased level of volunteering, which can reduce loneliness and isolation, build confidence and develop skills for people whilst providing support for developing and improving our Island. Through the creation of partnership and volunteer working

**How will it be measured?**

Increased number of people saying they volunteer through social attitudes survey (due September 2019)

**Public Feedback**

113 respondents completed the Year of Our Island Feedback Survey

<b>Activity</b>	<b>% of respondents who said they were inspired by Year of Our Island to visit</b>	<b>% of respondents confirming this activity was new or different for them</b>
Museum or Heritage Site	55%	7%
Live Performance/Gig	40%	5%
Theatre/Show/Performance	45%	2%
Workshop/Lecture/Class/Lesson	25%	7%
Library	39%	6%
Glen	65%	5%
Woodland	55%	4%
Beach	66%	3%
Park	65%	4%
Walk a footpath/trail	62%	6%

30% answered that they were inspired by Year of Our Island to visit somewhere in the Island that they have never been before

13% answered that they were inspired to join a new club, group or society or take up a new hobby

13% answered that they had taken part in a community or volunteering event during 2018

## **Appendix B - Links to a wide selection of the Year of Our Island Press Coverage**

During 2018 a total of 223 stories and articles about Year of Our Island were collected via traditional media such as IOM Newspapers and other publications and online news such as Manx Radio and MTTV.

A small selection of that media coverage for Year of Our Island during 2018:

January 2018 ['Creatives Invited to Share Ideas'](#)

January 2018 ["Government's Island Promotional Campaign Begins"](#)

January 2018 ["Our Island Launch Event"](#)

February 2018 ["I Wouldn't Live Anywhere Else"](#)

February 2018 ["Year of Our Island Grants and Funding"](#)

March 2018 ['Year of Our Island' Treatment for Old Railway Line](#)

March 2018 ["Campaign to Get More Outdoors"](#)

April 2018 ["Pupils to Create a Garden with a Manx Theme"](#)

April 2018 ["Explore and Enjoy"](#)

May 2018 ["The Isle of Man Art Festival"](#)

May 2018 ["Business Seminar Focus on Year of Our Island"](#)

June 2018 ["Artwork is Pictured from Space"](#)

June 2018 ["Record Turnout to Clean Beaches"](#)

June 2018 ["Year of Our Island: The Garden"](#)

June 2018 ["Mobile Cinema During Tynwald Week"](#)

July 2018 ["Young Scientists Highlight Real World Issues"](#)

July 2018 ["Looking for Our Cultural Treasure"](#)

August 2018 [Year of Our Island Issue Summer Passports for Kids](#)

August 2018 ["Eighty Residents Enjoy Views of Villa Gardens While Doing Sun Salutations"](#)

August 2018 ["Celebrating a Manx Way of Life"](#)

September 2018 ["IOM Film Festival: Mark Kermode"](#)

September 2018 ["Free Events to Celebrate the Isle of Man's Heritage"](#)

March 2019 [Year of Our Island Photography Competition on Mandate](#)