AN GRIANÁN THEATRE - VISION, MISSION AND ARTISTIC POLICY

(An Grianán Business Plan 2020 – 2022)

Our Vision

An Grianán Theatre is recognised as a hub for culture, creativity, and the arts, creating excellent work and engaging communities across the North West and beyond through partnership and collaboration

Our Mission

To create great art experiences in the heart of our community

Our Artistic Policy

Everything that An Grianán Theatre does is informed by our artistic policy which is driven by six key artistic ambitions as outlined below:

**To entertain** - We will entertain our audiences with an accessible and eclectic programme of theatre, comedy, music, dance, visual arts, multi-disciplinary work and participatory arts, creating an inclusive, welcoming environment, where every member of our community has access to great art with opportunities through both English and Irish.

**To explore** - We will explore the stories, histories and experiences of our community, our county, and our island, encouraging audiences to participate in the celebration of our distinctive voice and our unique cultural identity.

**To challenge** - We will challenge both audiences and participants with our programme, inspiring discovery, debate, and engagement, whether that be in-building or off-site.

**To nurture -** We will nurture the creative talent and ideas of artists, individuals and groups and businesses, working in partnership to enable our community to be active participants in culture and giving every person the support and encouragement to realise their creative potential.

**To reflect** - We will reflect on and evaluate our ambitions, taking account of demographic, social and environmental changes. We will make sure everyone in our community knows what we do, how to engage with us and the difference An Grianán Theatre makes.

**To inspire** - We will inspire the people of Donegal to unlock their creativity through our work and through the partnerships in which we engage.

**Our Values**

An Grianán Theatre has agreed the values outlined below. These values shape its behaviour in achieving its vision and undertaking its mission, in interacting with its customers, partners, funders and other stakeholders, and in discharging its governance functions. These values complement the vision, mission and artistic policy and reflect the characteristics of a truly unique and inclusive organisation. They are:

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| **Value** | **What it means to An Grianán Theatre** |
| Responsive and proactive | We will ensure that An Grianán Theatre responds to the needs of our audiences, participants, our diverse communities, our partners, and our employees |
| Creative and innovative | We are an energetic, agile organisation ready to build on entrepreneurial opportunities as they arise and ready to embrace and adapt to changes as required |
| Excellence in all that we do | We will strive for excellence in the creation, presentation, and mediation of arts, improving ourselves, our teams, our partnerships, and the quality of and effectiveness of our work |
| Partnership, collaborate and complement | We will build on our existing partnerships and develop new collaborations that connect us to the diverse communities and visitors in our area. We will ensure the contribution and value of arts is fully recognised and nurtured for the wellbeing of the communities of Letterkenny and Donegal |
| Sustainably focused | We will work to become more sustainable, by both diversifying our income streams and delivering on our responsibilities to the planet |
| Customer focused and outcomes focused | We will continue to surpass our customers’ expectations and will contribute to making a meaningful difference to people’s lives through delivering on the outcomes of the Donegal Local Economic and Community Plan (LECP) and those of the Arts Council |
| Inclusive and diversity and equality focused | We are a theatre for all the people in the North West and as such we will create dynamic and diverse opportunities to engage all in our community. We will innovatively strive to address barriers to accessibility. We are committed to delivering in both English and as Gaeilge. |
| A learning environment | We will work as a collaborative, engaged and supportive team, respecting the professionalism and integrity of our individual roles and responsibilities. We will continue to enjoy what we do and will deliver what we do with passion and commitment. We will invest in learning and development opportunities for our staff and board and the artists with whom we work including new skills for a new emerging economy. |