



## Values & Strategic Priorities 2020-2023

Ethos: Anam Beo artists facilitate arts inclusion with the delivery of collaborative projects in care & community settings. An arts organisation that encourages self-activations, research & development & empowerment through meaningful engagements with contemporary arts practices. We envisage is that the creative potential of older people is recognised and an intrinsic part of healthcare and life.

This document will outline the strategic priorities and actions for Anam Beo to consolidate as an organisation, to design and implement an arts programme that enhances the artistic development of those participating in the Arts, Health and Wellbeing projects being run by the organisation. The plan incorporates the obligations that Anam Beo has to its artists, participants and stakeholders.

Company registered as Anam Beo Cuideachta Faoi Theorainn Rathaiochta

CRO No: 475955

CHY No:18898

# Anam Beo Values

## Individual & Community Health

Anam Beo value arts and culture encourage individuality and a community voice for older people. Through deep listening, engagement, critical thinking, and communication we believe the arts enrich societal health and contemporary culture. We value its benefits to participants and to be part of an inclusive society.

## Arts Practices

We value and have a duty of care to artists. The organisation provides a conduit for an arts & health environment of quality experiences for older people, from planning through to outcomes, research, documentation and evaluation. Anam Beo work with professional arts practices that have an empathy to the individuals and the community they work with.

## Participation

Participation within an arts practice is a core value. We enable accessible arts which bring artists together with specific groups of people in a mutually beneficial two-way engagement that nurtures and values the different ideas, experiences and skills of those involved.

## Collaboration

We value collaboration and listen to all involved in our projects and programme, the participants, artists, management and key staff, agencies and organisations that we work with. Collectively and collaboratively networking nationally, providing an arts service that enhances wellbeing and contemporary culture for older people and the community.

*'Each facilitating artist must possess warmth and empathy with respect for the individuals and a trust in the creative and artistic process. By generously living together the artist's practice facilitates individual expression in a safe and socially inclusive environment.'*

*Julie Spollen Anam Beo 2019*

# Anam Beos Strategic Priorities

**Source** | Support | Share

*Anam Beo to **source** core funding for the organisations sustainability to ensure that it has the internal capacity & governance to fulfil its values & strategic aims.*

## To achieve this goal actions needed...

Establish a solid funding base – link with Offaly Community Development Company, An Expression of Interest application to enable employment of an experienced full time administrator.

Liaise with Offaly Co Council, Arts Office and HSE departments in seeking out funding to build on services appropriate to our size and resources available and maintain standards.

Apply for philanthropic and community funding for projects, research and resources.

Board Members create a letter for organisation advocacy - writing to local businesses for charitable donations. Projects have at least one local partner involved.

Update charitable regulations and corporate governance structures and compliance using established organisational knowledge and resource- BOM and Company Secretary.

Ground Anam Beo in legal opinion and annual audits of our corporate governance.

## Confirmation of achievement

Income from Community Services Programme, Dep of Rural & Community Development for core funding to employ a full time Administrator.

Established administration and Secretary to guide and reflect the growing need of the organisation.

Applications are successful, programme and projects outcomes are evaluated and used to heighten organisations profile.

Board of Management become active in communicating with Local Businesses that allocate resources. (Chamber of Commerce, Lidl, etc.) approached = response.

BOM to become involved and skilled in corporate governance obligations.  
Annual audit of our corporate governance and charity regulation compliance at all meetings.

Appoint solicitor/legal expertise onto board  
Annual audits of our corporate governance.

# Anam Beos Strategic Priorities

Source | **Support** | Share

*Anam Beo will **support** professional arts practices in arts & health & community settings to ensure an internal capacity to fulfil its values & strategic aims.*

## To achieve this goal actions needed...

Anam Beo will provide existing services and projects by artists at care centres annually.

To increase artists workshops and expand services and reach, locally and regionally.

Artists and established administration proactively network and communicate and listen to each other. Use existing research to inform our decision making and current practice with feedback from artist, participants and key staff to learn from.

Established administration and Artists will develop documents on the organisations duty of care, artistic development AD & CPD.

Network and attend events to generate opportunities to inform Anam Beo about partnership possibilities.

Advocate & mentor artists funding application processes with clear aims and objectives.

Establish resources for artists and key staff, exhibitions, events, seminars and workshops to support and mentor artists and key staff in arts and health contexts.

## Confirmation of achievement

Workshops/projects documented, evaluated, data recorded & disseminated to promote.

More workshops at established centres and regionally.

Use of sharing platforms to communicate, network meetings, projects reflection.  
Methodologies and best practice used for development of the programme.

BOM agrees a policy document for duty of care, artistic development AD & continued professional development CPD.

Interactions with Create, WHAT, Arts in Health.ie, The Arts Council, Offaly Public Participation Network, IACAT etc.

Successful applications with project outcomes to promote the organisations and arts practice.

Availability of a projects archive, best practice guidelines online via Facebook notes and Instagram.  
Recorded methodologies shared on specific projects.

# Anam Beos Strategic Priorities

Source | Support | **Share**

*Anam Beo will **share** collaborative artwork, methodologies, research, evaluation & processes which contribute to the evidence based benefits of the arts.*

## To achieve this goal we will

Develop and design a mentoring and training services and workshops for artists and key staff based on best practice and experience.

Develop new partnerships or directions such as an Intergenerational project.

Develop research partnerships to provide evidence - based academic research and evaluation for regional arts and health. To enhance and expand the reach of the overall programme. Application to Arts Council for Mapping Arts in Health in the Midlands.

Share resources for artists and key staff, exhibitions, events, seminars and workshops to support, and mentor artists and key staff in arts and health contexts.

BOM to formally propose to the Council Executive for an allocated space in the new arts centre in Tullamore to heighten arts in health organisation participation and profile potential.

Anam Beo will advocate public investment to improve socially creative facilities and services in Offaly.

## Confirmation of achievement

Evidence based evaluation of a successful pilot  
Implementation of a training / mentoring programme.

Project with Artist Musician Andy Spearpoint, Music Generation & Offaly Co Council.

Offaly, Westmeath and Laois Arts Offices along with Anam Beo, Helium Arts have secured funding for a collaborative research programme linked with Waterford Healing Arts to collect data regarding the sector of Arts, Health and Wellbeing.

A projects archive, guidelines and information online via Facebook notes and Instagram. Recorded methodologies shared for example by case study on Facebook notes.

Space/ time allocated for engagement with the community, allowing for greater participation. A generated connectedness of and awareness of Anam Beo.

Meetings with stakeholders and relevant bodies that strengthen community voice through participation and feedback.

## Executive Summary

### Values & Strategic Priorities 2020 – 2023 are to Source | Support | Share

Anam Beo, arts, health & wellbeing organisation have a professionally developed & strong method of practice in Offaly. Anam Beo provides infrastructure and supports to the arts participation for older people in Offaly. It has an artistic focus for quality methodologies for engagement and collaborations. It networks with other arts and health organisations and disseminates its work nationally. As an arts organisation the programme and workshops are evaluated through feedback and documentation. Currently it is involved in a research paper funded by The Arts Council, Mapping Arts and Health in the Midlands with Laois, Westmeath and Offaly County Councils, Helium Arts and Music Generation Offaly/Westmeath with Waterford Healing Arts Trust.

Anam Beo needs to identify monies to secure core funding for ongoing administration purposes i.e. charitable and governance regulations, preparation of accounts and services. This would enable it to develop as an organisation and increase its services and workshop delivery, expanding its arts programme to provide creative experiences, informing local and national strategies for Art, Health and Wellbeing. Its arts policy is to generate opportunities for older people to come together and participate in the creative process within the midlands under best practice guidelines.

## Governance

Anam Beo is a limited company by guarantee with charitable status and currently has three directors and four board members. Anam Beo has started the process of producing its required Charities Governance Code 2020 which is an update from its Governance Code. Every year Anam Beo evaluate the arts projects with participants and staff. The programme receives ongoing monitoring and evaluation by Anam Beo and an annual report to account all activities.

Directors – Dr Gerard Crotty, Haematologist Consultant, Tullamore Hospital, Paula Phelan, HSE Line Manager and Angela Ryan, Jasango Theatre.

Board Members - Nick Devery HSE Representative, Molly Buckley Active Age Representative, Frances Kawala Offaly Older Peoples Network Art Representative, Kathleen Carroll IWA Disabilities Representative.

Company Secretary & Artist Rowena Keaveny.

Projects Manager, Liaison & Artist Julie Spollen.

Signatories - Dr Gerard Crotty & Kathleen Carroll

Treasurer - Dr Gerard Crotty