



'Living the name'

**A strategic and executive plan
for the development and performance of Traditional Irish Music at
glór, Ennis (2008 – 2013)**

Brief: December 2007

To examine the current remit of glór within the Traditional Arts
and to develop a working strategy for the future.

Areas of concentration

Organisational resources and practices

Education

Artistic & Professional Development

Performance

Marketing & Audience Development

Organisational resources and practices

Glór will:

Create and sustain within it's staff structure the role of Traditional Arts Specialist who will be responsible for the implementation of this strategy. The first such executive shall be Marie O'Byrne. (Priority **A**)

Apply a fixed percentage of Arts Council programming funding annually to fund this strategy. The percentage shall be no less than 33%. (Priority **A**)

Seek to further develop a symbiotic relationship with Clare Arts Office (CAO) and engage in joint projects, promotions and resource sharing. (Priority **A**)

Develop, within it's retail section, an area devoted to the Traditional Arts to include merchandising and in association with CAO, an information point for both musicians and public. (Priority **A**)

Adopt a most proactive approach to its communication function with the Traditional community. It shall adopt an open, transparent and helpful demeanour in dealings with **all** elements of the Trad. community within the county and beyond for the benefit of the art. (Priority **A**)

Utilise lighting effects or other creative means to enhance appropriate performance spaces within the building. (Priority **B**)

Education

Glór will: Continue with the 'Trad for Teens' model utilising musicians from main stage concerts the previous evening to lead the sessions. (Priority **A**)

Develop specific 'Master and Apprentice' public and private workshops utilising musicians from main stage concerts the previous evening. (Priority **A**)

Re-invigorate the excellent 'School to Stage' initiative with a mix of schools and / or schools outside the county. (Priority **A**)

Present specific instrument events with stylistic lectures. (Priority **A**)

Investigate a summer residency programme for the international and domestic market directed at 'absolute beginners'. (Priority **B**)

Investigate and facilitate student exchanges with other 'traditional arts' communities (Scotland, Shetland, Faroes, Cornwall, Normandy)
(Priority **B**)

Invest in Traditional Music appreciation through the following means:
(Priority **B**)

- In association with responsible agencies, position itself as the primary national resource for Secondary teachers in all aspects of the teaching of traditional music as part of the Leaving Certificate curriculum.
- Develop a range of audio CD's solely for the purpose of music appreciation along the lines used by the Canadian module.
- Develop and offer workshops / residencies to schools in the county and beyond. Work with the schools to offer term-time programmes and events during the day.

Professional & Artistic Development

Glór will:

Develop and present (with Clare Arts Office) an international showcase event TradSpace© where local and national artists will showcase to international promoters. The event will also feature professional development workshops and lectures and commercial trade stands. This event replaces Cruinniú. (Priority **A**)

In association with CAO and possibly through the TradSpace© brand develop an 'on-line' Directory within it's website as the first stages of an artist resource. The directory will include but not limited to such subjects as instrument making and repairing, gig-guides, national & international festivals, professional resource guides (marketing, recording, legal, taxation etc.); discussion forum. (Priority **A**)

Offer artists and students opportunities to practice on-stage performance technique. (Priority **A**)

Discuss with the Arts Council the development of a resource organisation for the Traditional Arts similar to Theatre Forum. (Priority **B**)

Instigate a range of artist workshops in:

- Film Scoring
- Orchestral arrangements for trad.
- Composition
- Stagecraft
- Self – recording : sound and visual
- Sound reproduction and professional recording
- Instrument making

(Priority **B**)

Performance

Glór will:

Nominate one consistent day per month (First Friday) to promote performances (Priority **A**)

Continue with the local musician celebration events (e.g. Tom Carey)
(Priority **A**)

Encourage RTÉ or independent production company to make Transatlantic sessions type product (Priority **A**)

Promote performances for international broadcasting 'Live from glór'
(Priority **A**)

Promote Classic Album performances (Priority **B**)

Marketing, Communication & Audience Development

Glór will:

Establish a Trad database with regular newsletter or e-zine on glór activities.
(Priority **A**)

Develop appropriate and enduring relationships with other providers both locally and nationally. Develop relationships with like organisations: GAA, Irish language institutions, etc (Priority **A**)

Create an 'on-line' audio archive (with Clare FM) (Priority **A**)

Utilise the Glór web site for information, merchandising and networking.
(Priority **A**)

Utilise Glór foyer space for themed exhibitions of musicians (audio / visual)
Invest in 'listening posts' in the foyer to hear upcoming concerts / artists.
(Priority **A**)

Play through the in-house PA system appropriate traditional music at key times of public engagement with the building. (Priority **A**)

Develop international broadcasting opportunities with Clare FM to USA, Australia and Continental Europe. (Priority **A**)

In association with CAO re-establish a County Clare strategy for branding the county as 'The Irish Trad Capital of the World'. ('Clare for the music')
(Priority **B**)

Present an annual 'Open Day' as part of the TradSpace© initiative, directed at the Traditional community within the county whereby its range of products and supports will be actively promoted. (Priority **B**)

Consider late-night gigs / Trad club subject to financial consideration
(Priority **B**)

Contributors

Glór kindly acknowledges the contribution of the following in the creation of this strategic plan:

Strategy Group: Muiris Ó'Rocháin
 Pat Hayes
 Anthony Quigney
 Tara Connaghan
 Marie O'Byrne
 David Collopy

Contributors: Tóla Custy
 Joan Hanrahan
 Niall Keegan
 Mary MacNamara
 Siobhán Mulcahy
 Carmel O'Dea
 Siobhán Peoples

Glossary: Priority **A**: Projects which will continue or commence
 in 2009
 Priority **B**: Projects which will commence thereafter.