

Information/Discussion Paper

Social and Community – 9 May 2011

Progress update on the Art Gallery & Museum Development Scheme

This note contains the information to keep Members informed of matters relating to the work of the Committee, but where no decisions from Members are needed

1. Why has this come to scrutiny?

- 1.1** To update the committee on progress of the Art Gallery & Museum Development Scheme – following the submission of a report to Council on 11 February 2011, and the outcome of a second-round application to the Heritage Lottery Fund.

2. Summary of the Issue

- 2.1** A report was submitted to Council, to seek approval for a recommendation from Cabinet, that Council – subject to a wholly successful HLF bid – approved the underwriting of any shortfall to the £5,500,000 funding required for the Development Scheme, up to a maximum of £922,000. Council was also asked to approve the final project cost of £6.3 million.
- 2.2** At the time of the report (February 2011), the Art Gallery & Museum (AG&M) fundraising campaign had achieved current funding commitments of £4,630,475 towards the Development Scheme – leaving an outstanding amount of £1,669,525 to find, out of the total project cost of £6.3 million.
- 2.3** To address the total shortfall, the Art Gallery & Museum submitted a second-round bid to the Heritage Lottery Fund (HLF) for £750,000; with further funding applications / approaches for the remainder of the Phase II campaign of £369,525, being made through the Art Gallery & Museum Development Trust and by the Friends of Cheltenham Art Gallery & Museum. To complete the overall funding target, it is proposed to raise the final £550,000 through the Phase III campaign, to be launched late May / early June 2011.
- 2.4** Prior to the submission of the second-round application to the Heritage Lottery Fund, they advised that the Development Scheme fundraising campaign would need to have secured or underwritten (excluding their HLF grant) the total shortfall amount, before the second-round application could be submitted in November 2010. Therefore, in light of this decision, a report was taken to Cabinet on 25 October 2010 to discuss a number of options (outlined briefly within the Background Papers). The outcome from the meeting was to pursue option 2, through: ‘supporting the underwriting of any shortfall to the £5,500,000 funding required for the Development Scheme up to a maximum of £922,000 and Cabinet to recommend to Council that this is agreed as part of the budget process for 2011/12’; including the decision: ‘to delay the closure of the Art Gallery & Museum until 31 March 2011 – when the outcome from the HLF bid is known’.

3. Summary of evidence/information

3.1 Background information to the Development Scheme – please see attached Background Papers.

3.2 Progress to date (since February 2011):

3.2.1 The second-round bid to the Heritage Lottery Fund was successful with a grant of (the full requested) £750,000.

3.2.2 The Art Gallery & Museum closed on 1 April 2011 for the start of the de-canting programme of the collections / fixtures and fittings within the on-site stores, galleries, visitor facilities and offices. The AG&M have been allocated an additional larger store at the Depot and a ground floor retail space, 3 St. Georges Place (for the location of a temporary base for family activities), during the closure period. The Art Gallery & Museum are not being charged rental for these spaces – just covering costs for business rates, heating and security systems. The existing 1989 extension and adjacent buildings (Nos. 51, 53 and 55 Clarence Street) will be cleared by the middle of July 2011 – the existing galleries (above the Library) are being used as a base for the Collections team and additional storage during the closure period.

3.2.3 The design scheme has been completed up to Stage G (within the RIBA Design Stages) – which in effect means collating and issuing information for the pricing schedule and tender issue for the procurement of a contractor. Working to current timescales, this will mean that mobilisation commences from 26 July 2011, with the completion of the new extension by August 2012. A further six months is being allowed for the re-canting and fitting-out programme.

3.2.4 Following the successful news of the HLF bid, the fundraising campaign has so far raised a total of £5,380,475 (April 2011), which leaves a shortfall of £919,525 to achieve the estimated target of £6.3 million. However, notwithstanding the decision by Council to underwrite this shortfall, the fundraising campaign will continue to raise funds with applications / approaches through the AG&M Development Trust and the Friends of Cheltenham Art Gallery & Museum – including the launch of the Phase III fundraising campaign from the end of May / early June 2011. This campaign will include high profile public fundraising, corporate events and further applications to other charitable trusts / organisations.

3.2.5 A partnership agreement with the University of Gloucestershire (Faculty of Media, Art & Communications) is currently being developed, with reference to a collaboration within the new building, of hosting their existing touring exhibitions (in the light of the closure of their Summerfield Gallery / Pittville Campus), evening events / workshop sessions for the students - and also offering work / project placements for post-graduate courses. Further meetings are being arranged with the University and the Summerfield Trust (who originally grant-aided funding for the Summerfield Gallery) – to date, the University have offered £60k towards the Development Scheme fundraising campaign (as outlined within the Background Papers).

3.2.6 The Art Gallery & Museum is also in discussion with a Gloucestershire-based crafts guild to operate from the ground floor retail area within the new development scheme. The aim will be to create a 'crafts hub' within the new development, linking into the AG&M's nationally designated Arts and Crafts Movement collection, and in turn, supporting the local economy / creative industries.

3.2.7 A series of off-site exhibitions and projects, under the banner ***Off the wall, on the move***, are being planned throughout the closure period. These will take place in and around Cheltenham, in partnership with other organisations / venues, practitioners and artists. The aim will be to provide a lively and inspiring programme through which the Art Gallery & Museum can consult, engage and develop new audiences – as well as continuing to engage and interact with current audiences. ***Off the wall, on the move*** is inspired by the AG&M's collections and Cheltenham's local stories, the programme has three key strands, which are: *Fine Form - the horse in art*, *Stanley's Story* and *Shot in Cheltenham – photographs past and present*. *Fine Form* concentrates on the horse in art, in collaboration with Cheltenham Racecourse, and the 100th birthday celebrations of the prestigious horse racing event, the Cheltenham Festival. From May onwards, *Stanley's Story* focuses on one of the AG&M's most important paintings, *Village Life*, by Stanley Spencer and marks the 70th anniversary of the period he spent in Leonard Stanley (the village where this painting was created). From July onwards, *Shot in Cheltenham* draws on the AG&M's collection of local photographs – and one of the main partners and venues is Cheltenham Library.

4. Next Steps - possible next steps for the committee to consider eg potential witnesses, further report, site visit etc.

4.1 An event is being hosted at the Art Gallery & Museum on the 25 May 2011 – to celebrate the start of the Development Scheme, *Building for a New Future*, and the launch of the Phase III fundraising campaign.

Background Papers	Outline of options from Cabinet (26 October 2010) Report Background information on the Development Scheme
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Accountability	Councillor Andrew McKinlay
Scrutiny Function	Social and Community