

Option 1	Close the Art Gallery & Museum from 1st January 2011 – in line with the current timescales to commence the de-canting programme of the collections, stores, facilities and office spaces / equipment etc.
Option 2	Delay the closure of the Art Gallery & Museum until 31st March 2011 - when the HLF decision is known.
Option 3	Re-scope the current design for a scheme costing £4.5 million
Option 4	Re-scope the current design for a scheme costing £2.5 million
Option 5	Abandon the Development Scheme project

Appendix II

3.1 Background

- 3.1.1 In April 2005 Cabinet commissioned a strategic review report on culture in Cheltenham, to ensure this was healthy and developing in a sustainable way. The Cultural Review document was approved by Cabinet in March 2006 – outlining the major conclusions and the Council actions to be taken as a result of the findings, which included outline proposals for the construction and refurbishment costs of £4m, as part of a development scheme at the Art Gallery & Museum.
- 3.1.2 Since the DPA review, progress on the scheme has been steadily maintained, and in June 2007, a two-stage RIBA Open Design Competition was launched. The competition brief asked for a design solution that could provide larger temporary exhibitions spaces, improved storage / archive / display areas, general improvements for enhanced visitor facilities and a new pedestrian link between Clarence Street and Chester Walk. A total of 77 international entries were received, and following two stages of public consultation, shortlisting and views from an expert Advisory Panel and the Competition Jury Panel, the architects, Berman Guedes Stretton (an Oxford / London based practice) were appointed.
- 3.1.3 A fundraising strategy has been developed which proposes three stages of fundraising. Phase 1 was launched from May 2008 with a significant allocation from the Summerfield Charitable Trust of £750k - following the final judging for the RIBA Open Design Competition in January 2008. Their proposal was conditional upon the Council allocating a further £2m towards the fundraising campaign (in addition to the £0.5 million earmarked from the sale of the former Axiom building) - and in July 2008 the Council made a commitment to contribute £2 million to the redevelopment of the Art Gallery & Museum. The Midwinter redevelopment was expected to deliver this £2 million contribution. However, with negotiations over Midwinter still ongoing, it was prudent to look for other sources for this capital.
- 3.1.4 The 2009/10 budgets – agreed by Full Council in February 2009 – proposed

to create a £2 million Art Gallery & Museum Development Reserve, which was funded by way of £1,684,300 allocation from the EU Restoration Grant and a £315,700 contribution from the Capital Reserve. This support, and commitment from the Council, ensured that the campaign maintained momentum and credibility – and by June 2009, Phase I (fundraising) had reached £3,300,000 million.

- 3.1.5 To assist further with the fundraising a Development Trust has also been established (during September 2008), and this has enabled the AG&M to access significant grants and donations - which might not otherwise be forthcoming.
- 3.1.6 Since the launch of the Phase II fundraising campaign in November 2009, an additional amount of £1,230,475 has been fundraised from foundations/trusts. Offers have recently been received from the University of Gloucestershire for £60k and a further £40k from the Friends of Cheltenham Art Gallery & Museum's 100k club. (The friends of the AG&M have already contributed £150k to date and have indicated that they are seeking to raise a further £100k). These offers will bring the total funding Phase II commitments to £1,330,475 – excluding the HLF bid. The overall total of funding commitments (with the HLF bid) is therefore now at (April 2011) £5,380,475, leaving an outstanding shortfall of £919,525 against the overall target of £6.3m.
- 3.1.7 A planning application was submitted initially in February 2009 – prior to this submission, a public display of the design scheme was held at the AG&M, and visitors / local interest groups had the opportunity to consult with the architects on the design. This application however, was withdrawn in April 2009, to allow more time to review various elements of the design with English Heritage and CABE. After further consultation, a revised application for planning permission was submitted at the beginning of June 2009, and the Planning Committee of Cheltenham Borough Council approved planning permission for the revised designs on 23rd July 2009. Subsequently, by separate letters both dated 25 August 2009, the Secretary of State for Communities and Local Government has granted Listed Building Consent to carry out works in connection with the extension and Conservation Area Consent for the demolition of 53 and 55 Clarence Street and two derelict cottages on Chester Walk. The Secretary of State became involved because a local authority is not authorised to grant itself Listed Building Consent or Conservation Area Consent.
- 3.1.8 The approved plans for the new extension will still provide 475 sq metres of additional gallery space, with additional storage / study facilities and dedicated areas for lifelong learning, education outreach services and arts development programmes. The ground floor provides a more prominent and accessible entrance to the Art Gallery & Museum – with a café, shop and reception / new tourist information area – creating a pedestrian route through the building from Clarence Street to Chester Walk (designed to draw people into the building from the street), and opening up a 'new gateway' to St Mary's Church. The revised designs also include a new roof-top terrace, providing views out to the church. The building is designed to be eco-friendly – using a mixture of both passive and active features towards building energy efficiency i.e. using natural / reclaimed materials in construction, including natural ventilation and the integration of brise-soleil (where feasible), installing high efficiency condensing boilers (running at low temperatures) and commissioning a feasibility study for incorporating a ground source heating system – and the whole scheme will go through a BREEAM assessment.

- 3.1.9 As the design scheme has progressed, rigorous Value Engineering (VE) has taken place to ensure that value is optimised for both the design scheme and the budget. This means that construction and project costs (including building materials) have been extensively reviewed to ensure that money is being spent appropriately in relation to the project design. The original target of £4 million for construction and refurbishment has been met (based on one-stage construction), and from a cost assessment undertaken during Stage D (post-Planning Application) costs are continuing to remain within budget. The overall project will cost £6.3 million and includes the impact of design changes outlined above as well as construction / refurbishment, prelims / contingencies, fees / surveys and full galleries fit-out.
- 3.1.10 Extensive consultation with the public, key stakeholders and organisations has been at the core of the commissioning / procurement process for the Development Scheme project, from the launch of the Royal Institute of British Architects Open Design Competition to a permanent public display of the design scheme at the Art Gallery & Museum. Throughout this period (and prior to the planning application), the architects have given several presentations of the design scheme to interested groups, such as the Cheltenham Civic Society and Friends of Cheltenham Art Gallery & Museum. Design consultation meetings have also been held with the wider AG&M team (including volunteers), the Summerfield Trust, AG&M Development Trust, Friends CAG&M Committee meetings, CBC: Cabinet / Social and Community O&S Committee, Strategic Board, Planning, Heritage & Conservation and Building Control, as well as English Heritage and CABE South West (Commission for Architecture and the Built Environment).