



The Gardens Gallery
 Cheltenham's Community Art Gallery
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 27 February 2012

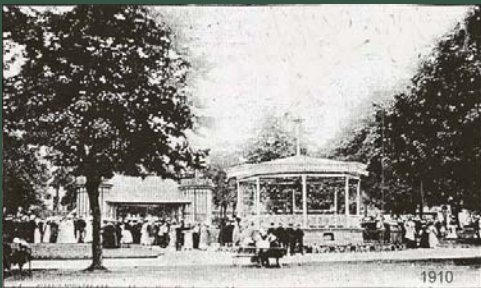
1 : BACKGROUND – PROSCENIUM :1900 - 2007

2 : THE GARDENS GALLERY : 2007 - 2012

- Arrangements
- Achievements
- Benefits
- Challenges

3 : CONCLUSION

1 : BACKGROUND : 1900s



19 July 1900 the Proscenium Building was opened in Montpellier Gardens for Vocal Concerts as an adjunct to the bandstand which had existed since 1864

1 : BACKGROUND : 1900s



Seating for audiences was placed between the Proscenium and the Bandstand with reversible backrests and an awning for shelter

1 : BACKGROUND : 1980s



Concerts were held regularly until 1937. Subsequently a brick built building was added which was used as a Gym Centre as seen above in the watercolour sketch by Alwyn Sampson dating back to the 1980s

1 : BACKGROUND : 1999 - 2006



1999 : The brick built Gymnasium was removed
 1999/2006 : The Proscenium fell into disrepair

1 : BACKGROUND : 2006/2007

- The Council's successful bid to the Heritage Lottery Fund for the restoration of Montpellier Gardens indicated that the Proscenium Building would be used to provide "community and arts related uses".
- CBC agreed to lease the Proscenium Building to a Consortium of 5 local art groups led by Hazel Kitchin.
- The Consortium set up The Gardens Gallery Community Interest Company to manage and run the Proscenium Building as Cheltenham's Community Art Gallery.
- The Gardens Gallery CIC raised funds to convert the interior of the Proscenium Building into an art gallery.

1 : BACKGROUND – 2006/2007



- 2006/2007 the Proscenium Building was restored by CBC
- 9 June 2007 The Gardens Gallery was officially opened

2 : THE GARDENS GALLERY : 2007 - 2011 ARRANGEMENTS (1)



- **Gardens Gallery Community Interest Company**
 - Corporate Members
 - Cheltenham Art Club, Cheltenham Group of Artists, Cheltenham Open Studios, Fosseway, Cotswold Art Group
 - Board of Directors
 - Management Committee
 - Directors + Councillor Diggory Seacome
 - A 'Not for Profit' Organisation
 - Run on a voluntary basis
 - Responsible for equipping and maintaining the Gallery
 - Provides general marketing

2 : THE GARDENS GALLERY : 2007 - 2011 ARRANGEMENTS (2)



- **CBC Lease & Service Level Agreement**
 - Rent (~£10K/yr) offset by a Matching Grant from CBC
 - 80% Discount on Business Rate (~£1K)
 - The Gallery pays for the internal upkeep (equipment, cleaning, painting, alarm systems, Insurance) and reimburses CBC for Buildings Insurance and Electrical (heating & lighting) Consumption
 - Income ~ £10K/yr Expenditure ~ 10K/yr
 - Requires an Annual Monitoring Report

2 : THE GARDENS GALLERY : 2007 - 2011 ARRANGEMENTS (3)



- **Customers**
 - Artists
 - Hire the Gallery : £250/week
 - Arrange & market their own exhibitions
 - Cheltenham Art Gallery & Museum
 - Lease entitles CBC to use the Gallery 4 weeks/annum without charge
 - Public
 - Local population & tourists
 - Free Entry
 - **Affiliations & Links**
 - GAVCA FOMBAG Cheltenham Arts Council
 - Cheltenham Festivals, Martin's Gallery, Nature in Art, New Brewery Arts Centre

2 : THE GARDENS GALLERY : 2007-2011 ACHIEVEMENTS (1)



- **EXHIBITIONS**
 - 38 – 40 Exhibitions/year
 - Fully booked each year
 - 2012 Fully Booked
 - 2013 70% Booked
- **ART WORKSHOPS**
 - Adult & Child workshops
- **ARTISTS**
 - 150 – 250 Artists/year exhibit
 - 100% Hirers rank their overall experience of using the gallery as Good/Satisfactory
- **VISITORS**
 - 23,000 Adult visitors/year
 - 2,000 School age child visitors/year



2 : THE GARDENS GALLERY : 2007-2011 ACHIEVEMENTS (2)



- **ADULT EXHIBITIONS**
 - A diverse range of local talent, media & subjects
 - Painting, sculpture, ceramics, illustration, printmaking, photography, textiles, jewellery
- **GRADUATE EXHIBITIONS**
 - New local art graduates have held their 1st exhibition
- **STUDENT EXHIBITIONS**
 - Local students have organised their own exhibition or as part of their Art Degree Course personal development
 - A student is also organising two exhibitions as part of their Event Management Degree



2 : THE GARDENS GALLERY : 2007-2011 ACHIEVEMENTS (3)



- **CHILDREN EXHIBITIONS & WORKSHOPS**
 - Street Impact Art project exhibition by youngsters from the Cheltenham Community Project (CCP)
 - Exhibition of a visual arts project by youngsters from Sandford School & CCP
 - Carousel – a hobby horse painting workshop & exhibition organised by Cheltenham AG&M
 - Painting & mask making workshops organised by Gardens Gallery



2 : THE GARDENS GALLERY : 2007-2011 ACHIEVEMENTS (4)



- **CHARITABLE, HEALTH & SOCIAL CARE & VOLUNTARY SECTOR EXHIBITIONS**
 - STARART : exhibition & auction organised by PJ Crook raised £25K for National Star College
 - ART IN AID OF AIDS : annual 2 day exhibition raises ~ £2.5K for AIDS sufferers in Africa
 - Many artists collect for a charity eg Maggie's Centre
 - Exhibition of artwork by individuals attending Cheltenham Health & Social Care Centre
 - Exhibition by Snapper the voluntary photographic agency supporting the third sector



2 : THE GARDENS GALLERY : 2007-2011 BENEFITS (1)

- CBC have returned the Proscenium Building as a valuable asset for the community
- Existence of The Gardens Gallery CIC relieves CBC of the day to day management of the building
- Occupation of the building as an art gallery increases footfall in Montpellier Gardens and reduces anti-social behaviour/vandalism
- The Gallery's USP – the only gallery in the area dedicated to showing the public the work of our numerous local artists
- Enables the public to engage with artists within their community



2 : THE GARDENS GALLERY : 2007-2011 BENEFITS (2)

- The garden location provides opportunity for those adults & children who do not normally visit an art gallery to experience the visual arts
- Removes the pressure on the Cheltenham Art Gallery & Museum of demands for hanging space from local art groups
- Provides a supplementary location for the Outreach work of the Cheltenham Art Gallery & Museum
 - extra valuable usage during the period of AG&M redevelopment
- An additional tourist attraction – adds to Cheltenham's reputation as a cultural centre



2 : THE GARDENS GALLERY : 2007-2011 BENEFITS (3)

- The opportunity of somewhere to exhibit encourages the creative talent of all ages thereby adding to the cultural life of the town
- Provides work experience opportunities for local students as part of their degree courses adding to the educational value of the Town
- The opportunity for the public to view a very large number of diverse exhibitions each year adds to the quality of life



2 : CHALLENGES

- Increase the number of visitors
- Reduce energy consumption

3 : CONCLUSION

The Gardens Gallery is providing a valuable service as Cheltenham's Community Art Gallery