

## Rent Support Assessment Process

<b>Date of rent support assessment:</b>	16.8.23 and 19.10.23
<b>Carried out by:</b>	Richard Gibson, Andy Taylor, Helen Down, Simon Hodges, Councillor Peter Jeffries
<b>Name of Applicant:</b>	The Gardens Gallery
<b>Is the applicant a legally constituted, not-for-profit voluntary and community sector organisation?</b>	Company limited by guarantee, number 6156629. Not for profit.
<b>Name /address of property</b>	Proscenium Building, Montpellier Park, Cheltenham
<b>Current rent</b>	The current rent is £3500 and the applicant has been in receipt of a 100% rent support grant.

<b>Rent Support outcomes</b>	<b>Submission</b>	<b>Proposed score against the sub-elements (up to a maximum of 20% per outcome)</b>
<p><b>Cheltenham's environmental quality and heritage is protected, maintained and enhanced.</b></p> <p>This could include</p> <ul style="list-style-type: none"> <li>• Promoting bio-diversity</li> <li>• Responding to climate change</li> <li>• Promoting sustainable living</li> <li>• Protecting and enhancing parks, gardens and open spaces</li> <li>• Protecting and enhancing the built environment</li> </ul>	<p>The submission demonstrates efforts that have been made to respond to climate change and reduce the carbon footprint through replacing the old lighting with LED lighting and exploring solar panels (although these were not possible). Electricity consumption has been reduced by 70% through actions including fitting an air to air heat pump.</p> <p>The organisation maintains and makes available to the public a building which is a focal point in the Montpellier Gardens. It enhances the visitor experience in the park as well as attracting visitors to the park when they come to visit the gallery and its exhibitions.</p> <p>The gallery is responsible for the maintenance of the interior, so looking after the well-being of the building. Its uniqueness adds to the enjoyment of the park by visitors and local people alike.</p>	<p><b>Promoting bio-diversity</b>  <b>Responding to climate change – 4%</b>  <b>Promoting sustainable living – 4%</b>  <b>Protecting and enhancing parks, gardens and open spaces – 4%</b>  <b>Protecting and enhancing the built environment – 4%</b></p> <p><b><u>The recommended rent subsidy for this element is 16%</u></b></p>
<p><b>Sustain and grow Cheltenham's economic and cultural vitality.</b></p> <p>This could include:</p> <ul style="list-style-type: none"> <li>• Helping people into employment</li> </ul>	<p>The gallery provides an inexpensive facility for local artists and craftsmen to exhibit their work to the public, regardless of ability and age. The gallery sponsored the inaugural "en plein aire" event in the Montpellier Park in the summer of 2022. The gallery</p>	<p><b>Helping people into employment – 4%</b>  <b>Helping businesses to get established – 4%</b>  <b>Supporting cultural activity – 8%</b></p>

Rent Support outcomes	Submission	Proposed score against the sub-elements (up to a maximum of 20% per outcome)
<ul style="list-style-type: none"> <li>Helping businesses to get established</li> <li>Supporting cultural activity</li> <li>Providing advice and information</li> <li>Supporting tourist activities</li> </ul>	<p>is an integral part of the biannual Cheltenham Open Studios event where about 150 local artists exhibit their work at over 80 locations.</p> <p>The Gallery performs an important role in assisting aspiring artists on their journey to reaching their potential. An important part of this is learning how to exhibit and price their work. To be able to do this in a good gallery at a reasonable price in a great location is phenomenal and the Council showed much forethought in delivering this.</p> <p>There are a number of commercial art galleries in the Montpellier area as well as the Wilson in the town centre. The Gardens Gallery is an integral part of that art scene in Cheltenham and due to its unique location is the focal point for many visitors who are interested in the arts.</p>	<p><b>Providing advice and information – 0%</b></p> <p><b>Supporting tourist activities – 4%</b></p> <p><b><u>The recommended rent subsidy for this element is 20%, due to the high level of support for cultural activity provided by the organisation.</u></b></p>
<p><b>People live in strong and safe communities.</b></p> <p>This could include</p> <ul style="list-style-type: none"> <li>Enabling local residents to meet together and socialise</li> <li>Engaging residents in positive social networks</li> <li>Enabling local residents to contribute their time and efforts into community activity</li> <li>Enabling local residents to feel safer in their communities</li> <li>A place for young people to meet and feel safe</li> </ul>	<p>Artists are encouraged to interact with the visitors and discuss both their work and the wider art scene. It has been observed that a number of older residents come to the gallery on a weekly basis. In doing so, they often meet up with friends to enjoy the art and to socialise.</p> <p>The gallery is run by volunteers who are not paid. Professional services such as cleaning, IT support and book keeping are paid for at pepper corn rates. Each exhibition is manned by the artist(s), bringing them into contact with the wider community.</p> <p>The Gardens Gallery has also indicated that they are happy to sign up to the No Child Left Behind community agreement and to explore use of the space for young people’s workshops.</p>	<p><b>Enabling local residents to meet together and socialise – 4%</b></p> <p><b>Engaging residents in positive social networks – 4%</b></p> <p><b>Enabling local residents to contribute their time and efforts into community activity – 4%</b></p> <p><b>Enabling local residents to feel safer in their communities – 0%</b></p> <p><b>A place for young people to meet and feel safe – 4%</b></p> <p><b><u>The recommended rent subsidy for this element is 16%.</u></b></p>
<p><b>We will work to strengthen the emotional and physical wellbeing of all Cheltenham residents</b></p> <p>This could include:</p> <ul style="list-style-type: none"> <li>Enabling local people to be active</li> <li>Helping local people make healthy</li> </ul>	<p>Visitors have to walk to the gallery as there is no on-site parking. Visits are frequently part of a longer trip around Cheltenham.</p> <p>Creativity and especially painting and drawing have long been recognised as beneficial to mental health. Providing a facility for local people to take pride in their work by displaying it to the</p>	<p><b>Enabling local people to be active – 4%</b></p> <p><b>Helping local people make healthy lifestyle choices – 0%</b></p> <p><b>Reducing the harm caused by alcohol – 0%</b></p> <p><b>Improving mental health – 4%</b></p> <p><b>Improving health &amp; wellbeing into older age</b></p>

Rent Support outcomes	Submission	Proposed score against the sub-elements (up to a maximum of 20% per outcome)
lifestyle choices <ul style="list-style-type: none"> <li>• Reducing the harm caused by alcohol</li> <li>• Improving mental health</li> <li>• Improving health &amp; wellbeing into older age</li> </ul>	<p>public is an integral part of this process.</p> <p>It has been observed that a number of older residents come to the gallery on a weekly basis. In doing so, they often meet up with friends to enjoy the art and to combat isolation.</p>	<p>– 4%</p> <p><b><u>The recommended rent subsidy for this element is 12%.</u></b></p>
<b>Summary and recommended rent support grant</b>	<p><b>The Gardens Gallery has demonstrated its contribution across all of the themes assessed against, most particularly in helping to sustain and grow Cheltenham’s cultural vitality through providing an outlet for aspiring artists.</b></p>	<p><b><u>The total recommended rent support grant is 64%.</u></b></p> <p>Cabinet has discretion to add a further 10% which would bring the total rent support grant to 74%.</p>

<b>Financial considerations</b>	<b>Panel assessment</b>
<p>Will the grant award will support the financial viability of the operation of the building?</p>	<p>The CIC makes either a small profit or loss each year and strives to keep the weekly rental fee affordable for local artists, craftsmen and community groups. The Gardens Gallery has had to increase weekly rental charges to artists following increases in utility costs.</p> <p>The organisation has previously been in receipt of 100% rent subsidy and will now be paying 26% of the market value rent, which has increased to £4000 since the last review. The organisation will therefore pay £1040 per annum, which will have an impact on an organisation which runs at making only a small surplus.</p> <p>There are also weeks where footfall is very low, when summer festivals are in the park so the number of weeks which can be let has reduced, which has been taken into account when determining the recommended award.</p>
<p>Has the organisation got reasonable longer-term plans to sustain activities being delivered from the building beyond the term of the grant?</p>	<p>The organisation will need to generate additional income in the longer term, through increasing the rental charges.</p>