

**NORTH LINCOLNSHIRE COUNCIL**

**ASSET MANAGEMENT, CULTURE AND HOUSING  
CABINET MEMBER**

**STRATEGIC TOURING FUND**

**1. OBJECT AND KEY POINTS IN THIS REPORT**

- 1.1 20-21 Visual Arts Centre would like to apply to Arts Council England's Strategic Touring Fund.
- 1.2 The funding would allow us to:
- Work in partnership with two other galleries.
  - Develop three very high quality exhibitions over three years.
  - Tour these exhibitions to at least seven galleries.
  - Develop extra exhibitions in libraries and other spaces.
- 1.3 The total amount of funding we wish to apply for is around £530,000.

**2. BACKGROUND INFORMATION**

- 2.1 20-21 Visual Arts Centre is working with The Civic, in Barnsley and darts (Doncaster Community Arts) in Doncaster to develop three touring exhibitions. Children and young people will create the exhibitions specifically for children and young people.
- 2.2 The Centre would like to apply, as the lead applicant, to the Arts Council England's Strategic Touring Fund in support of this project.
- 2.3 The project proposes to create three major touring exhibitions:
- In year one, we will create an interactive exhibition about the work of world-renowned children's book illustrator and author Nick Sharratt.
  - In year two, we will create an exhibition about the work of internationally acclaimed Mackinnon and Saunders. They developed the films Fantastic Mr Fox, Corpse Bride and Frankenweenie. Children and young people will be involved in the making of an animated film with Mackinnon and Saunders. This will form part of the exhibition.

- In year three, children and young people will create an as yet unknown exhibition. This exhibition will be developed with and for children and young people.
- 2.4 The intention is for each exhibition to begin their tour at each of the three main venues. They will then travel to four more venues where people have little access to high quality exhibitions. In addition a number of extra exhibitions are planned for other venues. These venues include places such as local libraries, supermarkets, hospitals, doctors' and dentists' waiting rooms, mobile libraries, schools and empty shops.
- 2.5 All seven galleries are in areas with the lowest levels of arts participation according to the Active People's Survey. The exhibitions will be branded as 'Showstoppers'.
- 2.6 The Centre will need to engage a number of specialist services throughout the three years to assist in the development and promotion of these exhibitions. In the first instance the Centre will seek to secure these services from within the council. However, it may prove necessary to source these externally. The services in question include the following:
- An experienced exhibition design company to ensure that the exhibitions have a high quality and cohesive look to them
  - A company to design multi-media interactives
  - A Marketing/PR specialist to produce a marketing plan for the project. They will also create a press pack and help with the national promotion of each exhibition as it tours
  - A Designer to produce the 'Showstoppers' brand and any additional promotional material
  - A Web designer
- The Centre will tender for and contract any externally sourced specialists in compliance with the council's procurement rules.
- 2.7 A budget for advertising the exhibitions has also been included to raise the profile of the exhibitions amongst the general public.

### 3. OPTIONS FOR CONSIDERATION

- 3.1 **Option 1** – To allow the Centre to apply for funding in support of this proposal.
- 3.2 **Option 2** – To not allow the Centre to apply for funding in support of this proposal.

## 4. ANALYSIS OF OPTIONS

### 4.1 Option 1 – The benefits of this project are manifold:

To attract a high profile children's illustrator like Nick Sharratt is a real coup for the area. Nick's bold, simple and colourful style is instantly recognisable, appealing to children and adults alike.

Nick has worked with many high profile children's authors including Julia Donaldson and Jeremy Strong. His picture books have sold more than nine million copies worldwide. His most famous work is with Jacqueline Wilson. He has illustrated 40 of her books and UK sales now exceed 30 million. As a result, this project will create positive media coverage and help raise the profile of the area.

It will give local people the chance to visit and participate in a series of high quality exhibitions and related activities. These exhibitions will equal the quality of those seen in large city centre galleries.

We are certain that this series of exhibitions and related events will attract high audience numbers to all venues. One of the aims of this project is to increase visitor figures to all venues by 20%. This increase in visitors will, in turn, increase sales in our shop and café. Not only do we hope to increase visitors to the Centre but believe that these exhibitions will increase the number of visitors to Scunthorpe town centre.

As these exhibitions will tour to at least six other venues, the project will raise the profile of the council and the Centre. This will increase the Centre's reputation for developing and touring high quality exhibitions.

### 4.2 Option 2 – Without this funding, exhibitions of this scale or quality cannot be produced.

## 5. RESOURCE IMPLICATIONS (FINANCIAL, STAFFING, PROPERTY, IT)

This project will require support from a number of council departments:

- Procurement - for help in the tendering of sub-contracts.
- Legal – to prepare a partnership agreement.
- Finance - for setting up a project and expenditure code.
- IT – for advice and support.

### 5.1 Financial implications – The budget for this project is estimated to be around £580,000. We will apply to Arts Council England for around £530,000. The project is expected to raise £50,000 from the hire fees, workshop fees and merchandise sales. Partners will contribute a further £50,000 through staff time and the loan of books and illustrations by the artist.

- 5.2 Staffing implications – the Centre, The Civic and darts will have a partnership agreement that outlines each organisation's role and responsibilities.

The Touring Exhibitions Officer is currently contracted to work 22 hours a week. We will apply for an additional seven hours per week as part of the funding bid, to allow the Officer time to work on this project.

We have also included a budget for the cost of providing necessary administrative support. This will allow for the additional budget monitoring and the processing of invoices.

- 5.3 Property implications - None

- 5.4 IT implications – We will need to buy a range of equipment for the interpretation and interactive elements of these exhibitions. Some of this equipment will need to be bought and supported by IT, such as, computer tablets and touch screen monitors. We have included a sum in the budget to cover the cost of the support of any IT equipment, over the course of the project.

We will also need help from the council's IT department to help set up a shared file system for the project to allow all partners access to project documents.

**6. OTHER IMPLICATIONS (STATUTORY, ENVIRONMENTAL, DIVERSITY, SECTION 17 - CRIME AND DISORDER, RISK AND OTHER)**

- 6.1 Statutory implications - None

- 6.2 Environmental implications - None

- 6.3 Diversity implications - None.

- 6.4 Section 17 – Crime and Disorder implications – As part of this project, we would like to work with hard to reach children and young people. This will include Looked After Children and children from Pupil Referral Units. Darts have a wealth of experience in this area and will assist us with this. This will impact on our ability to engage with and provide activities for disaffected young people.

- 6.5 Risk and other implications – A partnership agreement will be drafted by the council's Legal Department which will consider elements of risk.

The partnership will be registered on the council's PMS system and a Joint Working Arrangement Checklist will be completed.

We will allow a contingency of 5% in the budget to help to deal with any shortfall of income or changes to the expenditure budget.

## **7. OUTCOMES OF CONSULTATION**

- 7.1 This project has been developed in partnership with several other galleries all of which have expressed an interest of growing their audience amongst children and young people. The project aims at sharing resources and skills.
- 7.2 The council's Library Service have been involved in the development of this project and are very supportive of it.
- 7.3. The council's Finance, IT, Procurement and Communications teams have all been informed of this project and are happy with it to go ahead, pending further discussions should the application for funding be successful.

## **8. RECOMMENDATIONS**

- 8.1 That the Cabinet Member agrees to the 20-21 Visual Arts Centre applying for funding from the Strategic Touring Fund in support of the project outlined above.

DIRECTOR OF PLACES

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**Background Papers used in the preparation of this report: None**