

ABERDEEN CITY COUNCIL

COMMITTEE	Strategic Commissioning Committee
DATE	27 August 2020
EXEMPT	No
CONFIDENTIAL	No
REPORT TITLE	British Art Show
REPORT NUMBER	COM/20/107
DIRECTOR	Rob Polkinghorne
CHIEF OFFICER	Richard Sweetnam
REPORT AUTHOR	Deirdre Grant
TERMS OF REFERENCE	3.1.3

1. PURPOSE OF REPORT

- 1.1 To seek approval for the spend in relation to British Art Show 9 which is a partnership project with Wolverhampton, Plymouth and Manchester Art Galleries, led by Hayward Gallery Touring, Southbank Centre, London.

2. RECOMMENDATIONS

That the Committee: -

- 2.1 approve the expenditure of £100,000 to host British Art Show 9 taking place at Aberdeen Art Gallery from 3 July – 3 October 2021; and
- 2.2 delegate Authority to the Head of Commercial & Procurement Services following consultation with the Chief Officer, City Growth to enter into the contract to host British Art Show 9.

3. BACKGROUND

- 3.1 British Art Show (BAS) is the most ambitious and influential exhibition of contemporary British Art and is held every 5 years. Organised by Hayward Gallery Touring, Southbank Centre, London the exhibition is presented in 4 UK cities.
- 3.2 British Art Show 9 (BAS9), will be held from March 2021 – May 2022, and staged in Wolverhampton, Plymouth and Manchester, travelling to Aberdeen in summer 2021.
- 3.3 Our involvement in the tour is a major coup for the city; the exhibition has never been seen in Aberdeen as we did not have the capacity to undertake this scale of project until the Art Gallery redevelopment.
- 3.4 Aberdeen's involvement in the tour was announced in January 2019 and then again as part of the communications for the reopening of Aberdeen Art Gallery

in November 2019. A national and local media release on 29 June 2020 announced the 48 participating artists and revised tour dates.

- 3.5 BAS9 will be a major cultural event for the city. As part of the Art Gallery's exhibitions and public engagement programme it will play a key part in the city's Socio-Economic Recovery Plan 2021-22. It is included in the annual calendar of Event365 headline events and will be a driver for the return of local, national and international visitors to the city.
- 3.6 Previous British Art Shows have attracted between 80,000 and 120,000 visitors from the UK and overseas. Post Covid-19 we expect this major exhibition to draw visitors to Aberdeen who will spend both at the Art Gallery and elsewhere in the city, boosting the tourism, leisure and hospitality sector. We estimate audiences of 80,000 over the 13 weeks showing period which is a 60% increase on projected visitor figures for the equivalent period. We will work closely with VisitAberdeenshire, VisitScotland, Aberdeen Chamber of Commerce, Aberdeen Inspired and other agencies, to maximise opportunities to promote the exhibition and the city.
- 3.7 The British Art Show's visit to the city also has the potential to kick start a regeneration of cultural activity in Aberdeen through 'fringe' events and to offer an uplifting experience for both local people and visitors to the city as part of Build Back Better. Colleagues from Culture Aberdeen have met with the Hayward Gallery Touring team are keen to be involved in a range of activity during the Aberdeen showing.
- 3.8 Each participating city is to contribute a fee of £100,000 which covers all costs associated with organising the exhibition, including fees and expenses payable to curators and artists, transport and technical equipment, specialist support with the installation, publicity materials, a catalogue and a website.
- 3.9 Art Gallery & Museums staff have worked with the Commercial Legal Team to ensure a thorough review of the BAS9 exhibition contract which is in final preparations for signature. Aberdeen is the only partner still to sign the exhibition contract.
- 3.10 All partners are in regular discussions about the UK tour and how the exhibition can be adapted to comply with Covid-19 guidance.

4. FINANCIAL IMPLICATIONS

- 4.1 Aberdeen Art Gallery and Museums contribution to the project is £100,000.
- 4.2 The £100,000 can be funded from the City Growth revenue budget. The contract is eligible to be considered as match funding for the existing National Heritage Lottery Fund grant awarded for the Art Gallery refurbishment. Officers have established that there are likely to be additional funding and sponsorship opportunities for the event.

- 4.3 BAS9 project is eligible for National Heritage Lottery grants and funding from Creative Scotland's Open Fund. Officers will pursue these funding opportunities in order to reduce the funding required from Aberdeen City Council.
- 4.4 Initial discussions with Creative Scotland are positive and indicate that this is a major cultural event for Scotland which they would want to support. A meeting with Creative Scotland took place on 13 August and an application will be submitted to the Open Fund early in September.

5. LEGAL IMPLICATIONS

- 5.1 There are no direct legal implications arising from the recommendations of this report.
- 5.2 The British Art Show 9 contract has been reviewed and is in the process of being signed off by colleagues in the Commercial Legal Team.

6. MANAGEMENT OF RISK

Category	Risk	Low (L) Medium (M) High (H)	Mitigation
Strategic Risk	Non delivery of a major exhibition which is part of the public programme of exhibitions 2019-2021, supported by the National Heritage Lottery Fund as part of the redevelopment of Aberdeen Art Gallery.	H	To proceed with the exhibition as part of the public programme at Aberdeen Art Gallery 2021.
Compliance	N/A	N/A	N/A
Operational	This is a large-scale exhibition featuring the work of 48 artists. The exhibitions team will work with staff and technicians from Southbank Centre	L/M	The exhibition will be installed following sector best practice and in line with the current social distancing advice if this is still in place in 2021.
Financial	Non approval of spend does not allow us to proceed with the exhibition	H	Approval of spend and completion of contract.
Reputational	Aberdeen Art Gallery & Museums has been selected as a partner in the British Art Show tour which has	H	Proceed to sign the contract for this partnership allowing us to be fully engaged in all plans to progress the tour

Category	Risk	Low (L) Medium (M) High (H)	Mitigation
	been announced and promoted to the media. If we were to withdraw it would be detrimental to our relationship with national and local partners. It would also be difficult to source a replacement exhibition of this scale thus reducing visitor and tourism potential.		and exhibition at Aberdeen Art Gallery.
Environment / Climate	N/A	N/A	N/A

7. OUTCOMES

<u>COUNCIL DELIVERY PLAN</u>	
	Impact of Report
<p>Aberdeen City Council Policy Statement</p> <p>Economy</p> <p>3. Complete the refurbished Art Gallery.</p> <p>4. Increase city centre footfall through delivery of the City Masterplan, including the redesigned Union Terrace Gardens.</p> <p>7. Deliver Aberdeen 365, an annual calendar of headline and feature events.</p>	<p>The proposals within this report supports the delivery of Policy Statement 3, 4, and 7 under Economy. The British Art Show will deliver on the public programme 2019-2021 as part of the relaunch of Aberdeen Art Gallery. It forms part of the annual calendar of Aberdeen 365 headline events and will be a driver for the return of visitors local, national and international to the city.</p>
Aberdeen City Local Outcome Improvement Plan	
<p>Prosperous Economy</p> <p>Stretch Outcomes</p>	<p>The proposals within this report support the delivery of the Regional Economic strategy; internationalism – delivery of cultural, heritage and tourism attractions; LOIP Stretch Outcome 1. 1 and 1.2: increasing employment by 2026, diversification of the economy including tourism and improving investment.</p>

<u>COUNCIL DELIVERY PLAN</u>	
Impact of Report	
Prosperous People Stretch Outcomes	The proposals within this report support the provision of engagement and quality of life opportunities through activity programmes within Museums and Galleries venues; LOIP Stretch Outcome 2.1: contributing to community learning and development
Prosperous Place Stretch Outcomes	Aberdeen Art Gallery & Museums contributes to making Aberdeen a welcoming place.
Regional and City Strategies Regional Economic Strategy and Action Plan; Tourism Strategy and Action Plan and Aberdeen 365 Plan.	The proposals within this report support the Regional Economic Strategy and Action Plan; Tourism Strategy and Action Plan and Aberdeen 365 Plan. Also supports the Socio-Economic Recovery 2020 plan Business theme (Tourism, Leisure Hospitality strand) and Place theme (strands 1 & 3)

8. IMPACT ASSESSMENTS

Assessment	Outcome
Impact Assessment	Not required
Data Protection Impact Assessment	Not required

9. BACKGROUND PAPERS

None

10. APPENDICES

1. British Art Show Artists, Venues and Visitor Figures 1979 – 2017
2. Media Release issued by Southbank Centre, July 2020
<https://www.southbankcentre.co.uk/about/press/press-releases/british-art-show-9-list-artists-and-new-dates-announced>
3. Media release issued by Aberdeen City Council, July 2020
<https://news.aberdeencity.gov.uk/artists-and-new-dates-announced-for-prestigious-british-art-show-in-aberdeen/>

11. REPORT AUTHOR CONTACT DETAILS

Name	Deirdre Grant
Title	Head of Public Programmes
Email Address	degrant@aberdeencity.gov.uk
Tel	01224 523711