

ABERDEEN CITY COUNCIL

COMMITTEE	Finance, Policy and Resources
DATE	15th September 2015
DIRECTOR	Gayle Gorman
TITLE OF REPORT	Art Gallery Redevelopment - fundraising
REPORT NUMBER	ECS/15/048
CHECKLIST COMPLETED	Yes

1. PURPOSE OF REPORT

This report provides the Committee with information on the philanthropic and public fundraising campaign for the Art Gallery redevelopment.

2. RECOMMENDATION(S)

The Committee notes progress with the campaign.

3. FINANCIAL IMPLICATIONS

The Art Gallery redevelopment cost is expected to be £30m. £10m has already been secured from the Heritage Lottery Fund. The City Council has committed £10m and in addition, has agreed to underwrite a public and philanthropic fundraising campaign to raise £10m.

4. OTHER IMPLICATIONS

The investment in the Art Gallery and its collections is critical to ensure the protection of key elements of the history, heritage and collective memory of the city. In doing so, the redevelopment will also result in innovative ways to display and exhibit the collections.

5. BACKGROUND/MAIN ISSUES

5.1 The report to Committee on 18th February 2015 outlined the initial support from the Marguerite McBey Trust, the stage one funding received from the Heritage Lottery Fund and the successful achievement of the stage two application, for £10m. The report also reflected on the work undertaken to assess the approaches which

might best assist raise other external funding to offset the Council's underwriting of the cost of the redevelopment.

5.2 One key aspect of the advice was to set up an independent charitable body, formed as the Aberdeen Art Gallery and Museums Development Trust, a Scottish Charitable Incorporated Organisation, SC045363. The Trustees, working closely with the Campaign Manager, have been developing the fundraising campaign. The Development Trust has been undertaking this "behind-the-scenes" work, including commencing the many conversations and discussions necessary to encourage tangible support for the campaign from individuals, organisations and by applications to grant-giving charitable bodies and trusts.

5.3 The preparatory work has included scoping the strategy, developing a brand and marketing campaign; artwork has been developed and a photo opportunity to launch the Development Trust on 25th August in the Maritime Museum.

5.4 The first phase of the campaign is to seek to secure major gifts from a small number of supporters and then to encourage contributions from a wider range of individuals and organisations. The public element of the fundraising comes later in the campaign. Nevertheless, it is now possible to donate to Aberdeen Art Gallery and Museums Development Trust (SCIO No. SC045363) by texting AAGM001 to 70970 to donate (£5 is suggested as a donation), or through the website www.aagm.co.uk.

5.5 While work is still at a comparatively early stage, the fundraising campaign is on course to make a significant contribution to the overall costs of the redevelopment.

6. IMPACT

Corporate – The report relates to the Council's 5 year Corporate Business Plan, 'Aberdeen - the Smarter City', where "we will embrace the distinctive pride the people of Aberdeen take in their city and work with them to enhance the sense of well-being here, building strong communities which look out for, and look after one another."

Specifically in terms of Smarter Living (Quality of Life):

We will improve access to and increase participation in arts and culture by providing opportunities for citizens and visitors to experience a broad range of high quality arts and cultural activities We aspire to be recognised as a City of Culture, a place of excellence for culture and arts by promoting Aberdeen as a cultural centre hosting high quality and diverse cultural events for the whole community and beyond.

This report contributes to the Education & Children's Services' priorities, and the City's Cultural strategy, 'Vibrant Aberdeen' as the project will improve the City's cultural profile.

It also supports the three aspects of the Shaping Aberdeen Vision, People, Place and Resources, as it relates to the Council's Strategic Infrastructure Plan and explicitly the realisation of the Art Gallery redevelopment and City Centre Masterplan.

Public - this report is likely to be of interest to the public, given the nature and location of the development.

7. MANAGEMENT OF RISK

Risk relates primarily to the timing of external funding being raised, particularly in the context of the current local and wider economic situation. This may have an effect on the Council's Capital programme. However, the Development Trust has been created to support the city's Art Gallery and Museums on an on-going basis and will continue to fund raise.

8. BACKGROUND PAPERS

Art Gallery redevelopment – fundraising, Finance, Policy & Resources Committee, 18th February 2015 (ECS/15/006);

Art Gallery Redevelopment Programme - Procurement of the Construction Works (ECS/14/046);

Art Gallery redevelopment programme – procurement of the Museums Collections Centre, Education, Culture and Sport Committee, 27th March 2014;

Aberdeen Art Gallery redevelopment programme, Urgent Business Committee, 29th November 2012;

Aberdeen Art Gallery redevelopment, Education, Culture and Sport Committee, 7th June 2012 and Finance and Resources Committee, 21st June 2012;

Progress report on proposals to redevelop Aberdeen Art Gallery, 18th November 2010;

Progress report on proposals to redevelop Aberdeen Art Gallery and Report on improving access to the Museums and Galleries Collections, Culture and Sport Committee, 27th May 2010.

9. REPORT AUTHOR DETAILS

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