

ABERDEEN CITY COUNCIL

COMMITTEE	Finance, Policy & Resources
DATE	1 December 2016
DIRECTOR	Gayle Gorman
TITLE OF REPORT	Art Gallery Fundraising - Update
REPORT NUMBER	ECS/16/078
CHECKLIST COMPLETED	Yes

1. PURPOSE OF REPORT

- 1.1 The report provides an update on the fundraising campaign for the redevelopment of Aberdeen Art Gallery and Cowdray Hall.

2. RECOMMENDATION(S)

- 2.1 It is recommended that Committee:
- (i) Note the level of public donations and grants received to date;
 - (ii) Note that officers continue to work with the appointed Trustees on the public fundraising campaign;
 - (iii) Note that a further progress report on fundraising will be presented to this Committee in June 2017; and
 - (iv) Otherwise note the contents of the report

3. FINANCIAL IMPLICATIONS

- 3.1 The Art Gallery Redevelopment project has a budget of £30 million. A successful grant application for £10 million from the Heritage Lottery Fund was made in 2014 and the Council has been able to draw down this grant in quarterly instalments, depending on the level of eligible expenditure in the previous quarter.
- 3.2 The Council has allocated £10 million towards the budget and also agreed to underwrite the philanthropic and public campaign of £10 million which includes individual gifts, corporate donations and grants from trusts. The Finance Policy and Resources committee of 7/6/2016 further agreed to the Council committing to provide the outstanding

balance of capital cost and that the appropriate debt charges incurred to fund the required capital sum, additional to the existing capital programme commitment, be met by revenue contributions from Education and Children's Services budgets

4. OTHER IMPLICATIONS

- 4.1 The investment in a refurbished Art Gallery and Cowdray Hall will repair and protect the building complex for the future and provide increased opportunities for public engagement. Key elements of the city's history, heritage and collective memory will be preserved.
- 4.2 The refurbished buildings will result in compliance with the latest professional standards for collections care and increase the number of artworks and artefacts on display.

5. BACKGROUND/MAIN ISSUES

- 5.1 This committee considered an update report outlining fundraising progress on 7th June 2016 and requested a further update in 6 months' time. During this period officers have continued to work with Trustees of the Art Gallery & Museums Redevelopment Trust to identify potential philanthropic donors, to establish links with prospects and to organise a series of solicitation events.
- 5.2 Dame Evelyn Glennie lent her support to the campaign at a special event the Marcliffe Hotel and Spa for existing and future donors. This followed a visit to the Art Gallery and a trip to hear the Cults Percussion band perform. The next in this series, an evening with the artist John Byrne, will take place on 28 November 2016 with further events being discussed with the Trustees.
- 5.3 An internal review of the Fundraising Team's capacity is now complete and the team strengthened by the appointment of a second Development Officer and a Campaign Relationships Manager. Additional specialist support working with High Net Worth Individuals will be supplied by an external consultant.
- 5.4 A promotional campaign was held in partnership with the Press and Journal to raise public awareness and encourage citizens to make a donation. Each day of the campaign readers of the paper could collect a free print of a well-known painting from the collection. Each print was accompanied by the fundraising campaign branding and information on how to donate. Several gifts were received in direct response to the campaign, totalling over £5,000. This campaign, focussing on specific artworks from the collection accompanied by additional information written by the curator secured more funding each day it ran than the sum of prior publicity, with feedback suggesting that hearing from the curators played a significant part in encouraging support. An ongoing

Communications and Engagement Plan is in place and will be taken forward by Corporate Communications and Promotions.

- 5.5 Since June, seven applications have been made to trusts and foundations. One has been successful, generating income of £250,000 and responses are awaited from a further five. Further information has been provided to two trusts, with decisions pending, and the Stage 2 Application for the Wolfson Foundation has been completed. These pending applications have the potential to generate £1,642,000 if successful.
- 5.6 There are currently 23 Founder Patrons (donors of £2,500 or more), and over 125 individual donors, excluding text givers.
- 5.7 In the next period staff will be working on developing and delivering a range of events in 2017 with the Trustees to encourage Founder Patron and major donor recruitment. An updated Case for Support document will be finalised and used as an essential tool for supporting approaches to the top 25 prospects and corporates. A Communications Framework is in place and the Fundraising team will continue to work closely with the Communications Business Advisers to deliver comms activity with particular emphasis on stakeholder engagement, including more effective use of social media. Applications to Trusts and Foundations will continue on a rolling basis to meet the organisations' deadlines.
- 5.8 As of 31 October the fundraising total is:
Pledged: £907,347.65. Banked: £794,096.72.

A verbal update on these figures will be provided at the meeting.

6. **IMPACT**

Improving Customer Experience –

The refurbished and extended Art Gallery and Cowdray Hall will improve the Council's ability to offer cultural engagement and learning opportunities through an enhanced programme of music, activities and events; through increased exhibition and display accommodation to show more of the collections and through enhanced visitor facilities.

Improving Staff Experience –

The refurbished buildings will provide improved working and rest areas for staff and a safer working environment.

Improving our use of Resources –

The aim of the charitable and public fundraising campaign is to increase awareness of the requirement for philanthropic donations towards the £10 million target. This will be achieved through a range of creative and attractive options and by working closely with the

Trustees. Increased philanthropic giving and donations will reduce the Council's overall contribution.

Corporate -

The redevelopment is a strand within the City Centre Masterplan to rejuvenate the city centre.

The redevelopment of the Art Gallery & Cowdray Hall will strengthen and improve cultural activity. This supports the Education and Children's Services objectives to:

- Extend quality cultural opportunities
- Improve Health and Wellbeing outcomes – through more people being more active more often and improved mental health and resilience.

Public –

The report is likely to be of interest to members of the public given the high profile nature of the redevelopment project and the location of the Art Gallery and Cowdray Hall in the city centre.

7. MANAGEMENT OF RISK

The Council has a clear financial risk in that it has underwritten the public fundraising campaign to £9.4 million. This risk will be lessened as and when additional financial support and donations are received from individual donors, trusts and corporates.

8. BACKGROUND PAPERS

Finance Policy & Resources, 15th September 2015, Article 25: Art Gallery Redevelopment Fundraising

Finance Policy & Resources, 7th June 2016, Article 27: Art Gallery Fundraising - Update

9. REPORT AUTHOR DETAILS

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