

Annual Report to Chichester District Council 2023/24

Summary

Activity	Measurements	Summary
<p>Produce gallery exhibition programme to attract a broad range of visitors.</p>	<ul style="list-style-type: none"> <li>• Audience numbers (physical, digital)</li> <li>• Summary of exhibitions, displays and other events</li> <li>• Audience profiling report</li> </ul>	<p>2023/24 was the Gallery's most successful year in terms of visitor numbers; with nearly 75,000 people enjoying cultural experiences at the Gallery which generated close to £500k of admission income (45% increase on the previous year). We saw total admissions increase by 28% from the previous year, and admissions for concessions and young people and children increased by 7% and 3.5% respectively.<sup>1</sup></p> <p>The two major exhibitions focussed on 20<sup>th</sup> century artists 'Gwen John: Art and Life in London and Paris' and 'John Craxton: A Modern Odyssey' but each was accompanied by complementary programme of smaller exhibitions and displays<sup>2</sup>:</p> <ul style="list-style-type: none"> <li>• Exhibitions of works by contemporary artists at various stages of their career (Kaye Donachie, Tacita Dean, Jake Grewal, Habib Hajallie)</li> <li>• Work by artists from the Gallery's Community Programme ('A Place of My Own')</li> <li>• A display of work from the Gallery's permanent collection curated by service users from Sanctuary in</li> </ul>

<sup>1</sup> PHG Annual Report for CDC 2023/24; table showing 'Visitor figures and revenue'; pg 5

<sup>2</sup> Ibid; see section 'Summary of Exhibitions and Displays'; pg 16

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		<p>Chichester ('Sanctuary Selects: Voices from our Community')</p> <ul style="list-style-type: none"> <li>• Thematic displays of work from the Gallery's permanent collection in the Print Room throughout the historic house</li> </ul> <p>99% of visitors said that they were either very likely or likely to recommend the Gallery to a friend<sup>3</sup> and the Gallery was recipient of Tripadvisor Traveller's Choice Award 2024 for consistently earning top reviews and being ranked in the top 10% of properties worldwide on Tripadvisor.</p>
<p>Ensure the cultural offer for residents of the District is maintained and developed</p>	<ul style="list-style-type: none"> <li>• Annual visitor numbers, Friends and Patrons (to include number from Chichester District)</li> <li>• Monitor geographic spread of audience, identify split between residents from inside and outside District</li> </ul>	<p>13.6% of all visitors to the Gallery<sup>4</sup> and 34.5%<sup>5</sup> of our Friends and Patrons come from Chichester.<sup>6</sup></p> <p>Percentages of ticket bookers living in other local and key locations were:</p> <ul style="list-style-type: none"> <li>• Chichester 13.6%</li> <li>• Hampshire (excluding below) 5.1%</li> <li>• Portsmouth, Havant &amp; Emsworth 4.7%</li> <li>• Surrey &amp; South Downs 4.3%</li> <li>• Brighton &amp; Hove 4.0%</li> <li>• Arundel, Littlehampton &amp; Worthing 3.2%</li> <li>• Bognor Regis 1.8%</li> <li>• East Sussex 1.9%</li> <li>• London (within M25) 11.5%</li> <li>• Home Counties 7.4%</li> </ul>
<p>Support initiatives that bring new groups or organisations into the Gallery, such as Open Days, hosting local</p>	<ul style="list-style-type: none"> <li>• Summary of activity, number of new visitors who attended</li> </ul>	<p>PHG's Pallant Partners project aimed to establish relationships with partner organisations across West Sussex, particularly those with little access to cultural opportunities. The partner organisations were Mind, Connolly House, Early Intervention in Psychosis, Westergate</p>

<sup>3</sup> PHG Annual Report for CDC 2023/24; Appendix A: Summer Season Exhibition Impact Report and Appendix B: Winter Season Exhibition Impact Report

<sup>4</sup> Ibid; table showing Visitors to Exhibitions and other Events by Geography; pg 7

<sup>5</sup> Ibid, table showing Friends and Patrons Membership by Geography; pg 12

<sup>6</sup> Chichester City (PO19), Outer Chichester N/W (PO18), Outer Chichester S/E (PO20)

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community events,  
or other  
promotions.

House, Pathfinder West Sussex, Social Prescribers and Stonepillow (Pallant Partners). External evaluation at the end of the project determined that all project partners would like it to continue. 26 participants have been referred or have self-referred to the ongoing Community Programme, making up half of all referrals in 2023.

In 2023 PHG began a new partnership with Sanctuary in Chichester, running weekly drop-ins and workshops for the refugees and asylum seekers that SiC supports. This culminated in an exhibition in the Print Room 'Sanctuary Selects: Voices from our Community' between Oct 2023 and Feb 2024. Our relationship with SiC currently in its second phase, with another project which focused on skills development and integration opportunities for refugees and asylum seekers living at the Park Hotel in Chichester.

In 2023/24, PHG issued 65 Access Passes to local charities and community groups. These passes allow free entry and encouraging local people to visit who may otherwise experience difficulty accessing the Gallery.

Our two free family Open Days (Apr and Oct 2023) generated 1,583 visitors and we have seen a significant increase this year in participants to drop-in family workshops by 48.5% and in young people's holiday workshops by 42%.

In order to improve our offer for young people (KS3+), we ran the first stage of our Young People's Consultation in Feb and March 2024. This involved 73 young people from 13-25 years, from the four following partner organisations in creative consultation workshops: Chichester

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		College, University of Chichester, Bourne Community College and the Community Programme's newly established Young Pallant Artists. The outcomes are feeding into a second consultation phase currently being planned in partnership with Chichester based Creative Beatz (Jam Cafe) and The Young Peoples Shop, to be delivered in 2024-25.
Achieve audience targets as per PHG Forward Plan	<ul style="list-style-type: none"> <li>• Audience numbers (physical, digital)</li> <li>• Audience profiling report (above)</li> </ul>	<p>(Physical audience numbers above)</p> <p>35,146 Instagram followers (14% growth)            9,437 Facebook followers (6.6% growth)<sup>7</sup>            2,030 Bloomberg App users (7.7% growth) with 7,154 media interactions (152.3% growth)<sup>8</sup></p>
For 2023/24: Commission and participate in external research to determine PHG's economic and social impact within Chichester District and beyond.	<ul style="list-style-type: none"> <li>• Quantitative and qualitative evidence of PHG's economic and social impact, as set out within brief for these external reports.</li> </ul>	<p>PHG commissioned Professor Giovanni Razzu from the Department of Economics, University of Reading to undertake an Economic Impact Assessment of the Gallery's activities during the calendar year 2023. The full report has been shared with CDC officers and Councillors. Headline findings of the Economic Impact Assessment<sup>9</sup> were that:</p> <ul style="list-style-type: none"> <li>• the gross economic output of PHG in the District was almost £9.3million, representing the total volume of economic activity in the Chichester District associated with the activities of the Gallery.</li> <li>• for every £1 of public funding received in 2023, PHG generated an additional impact worth more than £16.</li> </ul> <p>PHG commissioned a Social Impact Study from BOP Consulting, covering the period up to Dec 2023. The report confirmed that the Gallery delivers transformative</p>

<sup>7</sup> PHG Annual Report for CDC 2023/24; table showing Social Media and website statistic; pg 8

<sup>8</sup> Ibid, table showing Bloomberg Connects interactions; pg 10

<sup>9</sup> Razzu, Professor Giovanni; Pallant House Gallery Economic Impact Assessment; pg 4

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		<p>opportunities for community participants, and creative and inclusive learning opportunities that benefit a very wide range of audiences, including strategic partnerships with organisations including West Sussex Mind, Sanctuary, Stonepillow, and the NHS.<sup>10</sup></p> <p>Collection experts Matassa Toffolo Ltd were commissioned by CDC to analyse the cost of the Gallery's administration of the Council-owned Hussey Bequest, and identify the benefits it brings to the Gallery, to CDC and to the city. The finding of their report recognised the Gallery's "significant contribution to the cultural offering and economic performance of the City"<sup>11</sup>; that there is "no more suitable location"<sup>12</sup> for the Hussey Bequest; and recommends the continuation of CDC's funding to the Gallery</p>
<p>Contributions to wider activity with local partners in the City or wider region that promotes Chichester as a visitor destination.</p>	<p>A description of individual or partnership activity undertaken in the period.</p>	<p>PHG continued to play a key role in the Culture Spark initiative, delivering a joint celebration of Earth Day in April 2023 in collaboration with CS partners, offering families activities at different city venues. We are also members of Sussex Modern and The Great Sussex Way cultural tourism networks, and the Chichester Arts Forum.</p> <p>We have partnered with the following organisations to deliver Gallery events; South Downs National Park, Goodwood Education Trust and Brent Lodge Wild Animal Hospital (Open Day, April 2023), University of Chichester and Chichester Pride (Late events) and Royal College of Music (Pallant Proms)</p>

<sup>10</sup> BOP Consulting, 'Social Impact Study of Pallant House Gallery, 2021/22 to 2023', April 2024

<sup>11</sup> Matassa Toffolo Ltd, 'Report on the Hussey Bequest, Pallant House Gallery Chichester', January 2024, pg 2

<sup>12</sup> Ibid

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		Our Gwen John exhibition tour to The Holburne in Bath and PHG lent 25 works to 11 different venues as part of our external loans programme. This allows an even wider audience to view and enjoy our exhibitions and collections and increases the reputation of Pallant House Gallery nationally.
Maintain and further enhance the social impact of PHG's work for young people and families.	<p>School programme:</p> <ul style="list-style-type: none"> <li>• Number of schools/pupils visiting from within the District and as % of total</li> </ul> <p>Children, young people and families:</p> <ul style="list-style-type: none"> <li>• Participant numbers and geographic spread</li> </ul> <p>College and University:</p> <ul style="list-style-type: none"> <li>• Number of student placements</li> <li>• Description of projects/activities with students from the District</li> </ul>	<p>School visits = 57; 15 (68%) from CDC District</p> <p>Total number of KS1-4 pupils visiting = 1,330; 397 (30%) from CDC District<sup>13</sup></p> <p>Number of FE / HE institution visits = 39, 27 (69%) from CDC District</p> <p>Number of FE / HE students visiting = 713; 432 (61%) from CDC District<sup>14</sup></p> <p>Schools in Residence = 4</p> <p>Number of participants in Family Drop in workshops = 297</p> <p>Free Open Weekend participants = 1,583</p> <p>As a strand of our formal education programmed, PHG has also focussed on the quality of engagement with, and skills development for, teachers. This has been delivered as part of our Schools in Residence scheme and special private views for local teachers and art leads.</p>
Undertake a Community Programme within Chichester District with social objectives and measureable outcomes.	Summary of projects undertaken; number of participants and geographic spread.	<p>Community Programme Members = 219</p> <p>Total workshop sessions = 287</p> <p>Participants across all activities = 2,513</p> <p>New referrals met this year = 26</p> <p>Community Programme Ambassadors = 36</p> <p>New volunteers trained = 8</p> <p>Partners in Art = 64 participants / 32 pairs</p> <p>Raised from selling 32 artworks in the Annual Fundraising exhibition = £3,925<sup>15</sup></p>

<sup>13</sup> PHG Annual Report for CDC 2023/24; table showing 'School visit figures'; pg 30

<sup>14</sup> Ibid; table showing 'College & University Programme'; pg 32

<sup>15</sup> Ibid; table showing 'Community Programme delivery overview; pg 24

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		<p>Over half (52.1%) Community Programme participants are from Chichester</p> <p>Over a third (36.4%) of participant state their reason for joining to be mental health. A further 13.9% have a combination of another support need plus mental health.</p> <p>The significance of the Gallery's Community Programme was recognised and celebrated at a one-day professional development symposium in Mar 2024. 'Creating Community: Exploring Values led Engagement' was sold out (76 attendees) with delegates attending from national and international institutions who wanted to learn from PHG's 20 years of expertise in this area.</p>
<p>Continue to develop volunteering opportunities within the Gallery and Community Programme.</p>	<ul style="list-style-type: none"><li>• Total number of volunteers and geographic spread.</li><li>• Report on training and opportunities for volunteers.</li></ul>	<p>PHG has a dedicated team of almost 150 volunteers, who support all aspects of our programme and operations. Over 15,000 hours of volunteer time were donated to PHG in 2023/24. The majority of our volunteers are Chichester residents, but others come from East and West Sussex, Surrey and Hampshire.</p> <p>PHG introduced a new online volunteer management platform in final quarter of 2023/24. This has improved communication and monitoring, and our engagement with active volunteers. In turn, it has enabled PHG to offer improved training, opportunities and recognition to our volunteers.</p> <p>Mandatory online Safeguarding training has been introduced for all visitor-facing volunteers.</p>
<p>Continue to seek new and alternative sources of funding.</p>	<p>Evidence of diversification of existing funding streams and identification of</p>	<p>PHG is continually looking to diversify and strengthen our existing income streams in a sustainable way. Our core grant from CDC provides both a valuable source of confirmed income and a level of assurance</p>

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	future opportunities.	<p>and confidence for other institutional, commercial and individual supporters. All sources of PHG income increased between 2023-24 and the prior year, with a significant increase in admissions (45%) and Friends and Patrons subscriptions (10%). The only exception to this is our public funding, which overall decreased by 2.4% primarily due to the loss of ACE NPO status. However, PHG was awarded a £53k ACE transition grant and we expect to continue our funding relationship with them on a project basis in future. In 2023/24 we successfully secured exhibition sponsorship from commercial galleries and corporate supporters, as well as in-kind support from local businesses and our Supporters' Circles and, since our new Head of Development joined in March 2024, we are also developing longer-term partnerships with businesses whose brands and values align with those of the Gallery. In addition, we are currently (Nov 2024) recruiting grants expertise within the Development team in order to maximise our income from public and private trusts and foundations.</p>
Maintain ongoing internal arrangements to monitor and oversee the financial stewardship of the organisation.	Quarterly reporting by FARC to Board of Trustees.	<p>PHG Finance Audit &amp; Risk Committee [FARC] meet quarterly to review of performance matters; to advise the Board on financial and investment matters and make policy recommendation and financial and investment policies; and to provide independent oversight of the Gallery's systems of internal control, risk management and financial management. FARC reports to the Board and makes recommendations to the Board as necessary, and CDC's nominated Trustee is a member of this Committee. In 2023/24, there were significant additions and changes to the senior Executive team which have increased</p>



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		overall capacity and strengthened financial and commercial expertise within the organisation.
Implement strategic projects that ensure the future success of PHG as a resilient and sustainable organisation.	Description of projects or initiatives, identification of the particular benefits.	<p>The focus for 2023/24 (and 2024/25) has been the consolidation of the Gallery's organisational structure and physical estate. In March 2023 the Board approved twelve organisational Strategic Priorities for 2024-26. Two new specialist digital roles (Head of Digital &amp; Data and Collections Systems Manager) have been appointed and a recent round of Board recruitment has brought in expertise in fundraising, marketing and major construction projects.</p> <p>The Capital Project remains the primary strategic objective for Pallant House Gallery and the preparatory work described above provides a stable base from which to relaunch the project. In the third quarter of 2024/25, project managers Focus Consulting were reappointed to assist the Board and the Executive with next stage of the project. The Initial Business Case and Brief will be presented to the Board in March 2025, followed by the Masterplan (including business case, costs, programme, risk register and phasing options) and Fundraising Strategy in June 2025.</p>