

Pallant House Gallery
Chichester District Council Service Level Agreement Report 2015-16

Socio Impact Study

Susan Potter, a freelance evaluator and researcher, was contracted to lead on this study. The study will capture the different ways people benefit from being involved in the Community Programme and to evidence the value of the Community Programme locally. Focus groups for Community Programme participants, Gallery staff, volunteers and key stakeholders were formed and the outcomes from these will be published in a final report to be produced and launched this spring.

The study was conducted between November 2015 and March 2016 and engaged with a total of 10 organisations and 150 individuals.

Some early findings:

Impacts upon individuals

Online survey respondents reported a number of positive individual impacts, as a result of their engagement with the Community Programme:

- 82.85% respondents had developed new skills and/or learning
- 69.54% respondents had developed their art and/or creative practice
- 50.47% respondents reported feeling less isolated and/or lonely
- 36.19% respondents reported improved health and wellbeing
- 29.80% respondents had begun volunteering and/or paid employment
- 20.39% respondents had begun a new course and/or further study.

Impacts upon community

Online survey respondents reported a number of positive community impacts as a result of their engagement with the Community Programme:

- 96.26% respondents reported the programme provides inspiring, creative experiences
- 96.26% respondents reported the programme provides a safe place for people to work
- 95.32% respondents reported the programme helps to build confidence and self-esteem
- 90.66% respondents reported the programme provides structure and stability
- 17.48% reported making less visits to their GP, mental health and/or adult social services.

I – Engage local school children, families and adults with a high quality cultural offering

- 65,302 people visited the Gallery (previous year 56,587 people)
- 1,361 school students visited; 19 separate schools from the Chichester District
- 236 teacher visits
- 199 young people
- 191 people participating in the Community Programme of which 108 live in the Chichester District
- 814 children tickets (previous year 434 tickets)
- 761 student tickets
- 1,965 workshop tickets
- 1,300 members of group visits

Creating Untitled: Arts Award

Free workshops open to young people aged 13 – 18.

Thirteen Arts Award members of Creating Untitled were successful in achieving their Bronze Award. The feedback from the external moderator was extremely positive and she felt that all of the young people were ready to move on to the Silver Award.

Following the Bronze Award, nine young people will complete their Silver Arts Award this year. Together they curated an exhibition of their work in the Studio (1 March – 3 April) to which they invited other young people whom they hope will be inspired to undertake an Arts Award and to explore Pallant House Gallery.

Arts Award: Discover & Explore

With funding secured from Collaborate South East Professional Development Fund the Learning Programme Manager will be able to attend a training workshop for Arts Award: Discover & Explore.

The summer series of Creating Untitled workshops was well attended with many of the members who took the Arts Award returning for these activities. The summer event, Pop-up Portraits, attracted a number of new participants and the level of interest in the Arts Award is very strong.

Picture This

The 2015 'Picture This' work selected from the collection was Joe Tilson's, *1-5 (The Senses)* (1963). The project started in March 2015 with a teachers' CPD workshop for both St Anthony's and Jessie Younghusband Primary schools. In total 370 pupils visited and 71 teachers and parents took part.

St Anthony's and Jessie Young Husband Schools have invited Westbourne Primary School to take part in this years 'Picture This'. The lead teachers chose the painting *Night* by Victor Willing from the Gallery's collection. All the teachers and all the pupils of the three schools will visit the Gallery to look at the painting and will take images of the painting back to each school for pupils to respond to across all subjects in the curriculum. An exhibition of selected works showing the pupils' responses will be held in the Studio in July.

Friends of Chartres and Pallant House Gallery Schools Competition

The 2014/15 annual competition theme is 'Chichester and Chartres – Light & Dark' and the media is photography. Eight Chichester-based and two French schools submitted individual and joint entries for the competition and exhibition.

2015 will be the last year the Gallery hosts the Schools competition. The Friends of Chartres, with the support of the Gallery, have confirmed a new partnership with Chichester University.

Northbrook College - Exchange Exhibition

For the sixth year, Northbrook College art students have taken up the opportunity to submit an artwork for the Interventions Exhibition in the historic Pallant House. A well-attended private view celebrated the exhibition and for many attending it was their first visit to the Gallery. The Gallery offer of free entry to all Northbrook students for the duration of the exhibition was greatly appreciated.

Teacher's Continuing Professional Development (CPD)

A CPD programme for teachers has now been established, running almost a year ahead of the temporary exhibitions programme. This enables teachers to see how a school visit to the exhibitions can fit into course work plans and meet aspects of the curriculum.

Schools' Programme Review

A consultant from Culture Shift has been appointed to lead on the consultation with the Teachers' Advisory group in redeveloping the Gallery's Schools' Programme. The consultant will produce a report in 2016 which will inform the redevelopment of the new Schools Programme and will aim to provide a range of opportunities for school visits compatible with the new Schools Curriculum, in particular supporting the needs of local schools.

Public Programme

The adult public programme workshops continue to be well attended with many of the Artwork of the Month and Sunday Art Classes being fully booked.

The summer series of early years (age 3-5) workshops have been well attended and the free family holiday workshops have been popular

Art History Course

A new art history course has been developed and was trialled during 2015. It is a modular introduction to art history using the Gallery's collection to explore key themes and stories in art. The course has proved to be very popular and has sold out with at least 70 to 80 people attending each session.

A second art history course running this spring has also sold out. There will be a third part to the course and a re-run of part one on Saturdays. Alongside this there will be study days around the exhibition programme.

Chichester University

Placements

Four 2nd Year Fine Art students took up placements in the Community Programme this year. They received one day's training preparing them for their placement in short term Partners in Art partnerships. The placements are now part of the students' degree course and are highly valued by all students who have taken part over the last five years.

Museums at Night

The Head of Learning and Community collaborated with the Head of Dance at the University of Chichester to programme a unique dance performance for the Gallery's Museums at Night event. The University of Chichester's 3rd Fall Dance Company performed site-specific improvisational dance in the Gallery spaces in response to the Leon Underwood: Figure and Rhythm exhibition.

II. Serve community audiences in the District through specially-designed programmes

The Community Programme and Outside In currently work with artists facing a range of barriers to their inclusion in the art world including people with:

- Learning disabilities
- Physical disabilities
- Mental health issues
- Health issues
- Substance misuse
- Homeless
- Social circumstance
- Offenders and ex-offenders

191 people currently actively participate in the Community Programme
108 of the active members live in the Chichester District area
31 people on the waiting list for Partners in Art live in the Chichester District area

Dementia Programme

The Community Programme has made significant progress in developing opportunities for people living with dementia and their carers to be included in activities and the general life of the Gallery. The following initiatives have provided important steps to this development.

Chichester Cultural Learning Partnership (CCLP)

The Chichester Cultural Learning Partnership, a membership of seven local cultural organisations, will hold the 'Living with Dementia Festival' for a second year over a period of seven weeks from April - June 2016. The Community Programme will run weekly dementia friendly activities throughout the festival, including Art Views and Care for Art for people living with dementia and their carers.

Art Views

Art Views provide dementia-friendly opportunities for interactive and stimulating discussions in response to selected artworks from the Gallery's collections. Local residents, including people from Augusta Court care home, attended 20 sessions held during 2015-16.

Dementia Friends

The Head of Learning and Community ran two Dementia Friends information and disability awareness sessions during May, mainly for Gallery staff. 11 people signed up to become a Dementia Friend following these sessions. Front of House staff and Room Stewards will be encouraged to participate in the next sessions.

Community Programme Fundraising

For the second year, Community Programme participants have donated their own artworks to raise funds for the Community Programme. The exhibition and sales has been another great success raising £1,800 towards match-funding. Participants say they are delighted to have the opportunity make a contribution to the Community Programme, which they value so highly.

Sussex Artists' Award

Sussex Artists' Award is a bi-annual national open competition run by the Gallery and St Wilfrid's Hospice. There were over 250 submissions to the 2015 Sussex Artists Award and the competition concluded with a successful exhibition of 60 works last September. £2,800 was raised for the Community Programme and the Award helped to raise awareness of the Gallery's and Hospice's work.

Partners in Art

There are currently 37 active partnerships and six new partnerships will form in the next few months.

Partners in Art is in its 14th year and is widely recognised as an effective tool in providing support and opportunities for people who want to follow their interest in art. Initially set up as a stand-alone project, it is evident over the last few years that Partners in Art is active across the whole of the Community Programme, Outside In and beyond in to the local community. It plays an integral part in supporting partnerships to access many projects, creative activities and events at the Gallery, in Chichester, Sussex and London.

Care for Art

These free workshops operate on a drop-in basis. During the 2015 Living with Dementia Festival, Care for Art was extended to include, not just carers, but the person they care for. It is evident from the number of people attending that Care for Art can be of benefit to those who are no longer in a caring role following the death of the person they cared for.

Cyrano de Bergerac

Twelve artists from the Community Programme are working with theatre designer, Berthe Fortin, to design and create costumes and props for an upcoming outdoor production of *Cyrano* at the Weald & Downland Open Air Museum, in June/July. This production of *Cyrano* is produced by the Sussex specialists in site-specific theatre, The Company, in association with the Chichester Festival Theatre. The workshops are running over 10 weeks at Pallant House Gallery.

Graylingwell Heritage Project

The Graylingwell Heritage Project, exploring the history of the former West Sussex County Asylum, has been successfully completed with exhibitions at Pallant House Gallery, the University of Chichester's Otter Gallery and the West Sussex Record Office. A closing celebration event was held at the Graylingwell Chapel and a publication was produced and launched at the University.

III. Care for the collections of the District Council

External Loans 1 April 2015 – 31 March 2016

During this period the following works from the Hussey Bequest have been loaned to the Djanogly Gallery, Nottingham Lakeside Arts, The University of Nottingham for the exhibition *David Jones: Vision and Memory* from 12 March – 5 June 2016:

0110 David Jones *Leopard* 1930 pencil and watercolour on paper

0111 David Jones *Laetare-Sunday Thrush* 1948 chalk, pencil and watercolour on paper

Conservation of Works

Two works from the Hussey Bequest (of a total of five) were selected for inclusion in a funding application to the Leche Trust made in 2013 for conservation of key works in the Gallery Collections. Following the recommendations of the conservator it was decided to follow a course of preventative conservation to re-frame with sealed museum glass and a sealed backboard. This will protect the works from any possible future physical damage and provide a buffer from changes in relative humidity and protection from dust, therefore helping to slow down the natural ageing of the materials and postpone the need for interventive conservation treatment and extending the life of the canvas and/or support.

0156 Graham Sutherland, *Thorn Head* 1947 Hussey Bequest, Chichester District Council (1985) Oil on canvas

In January 2015 this work was glazed with 4.4 laminate Anti Reflective UV glass, and refitted with a sealed, melinex lined corex backboard. New slips were provided where necessary. This work was included in the 2015 London Art Fair exhibition 'The Figure in Modern British Art' and is currently on display in Room 7 as part of a display of work accompanying the exhibition of commissioned pieces by contemporary artists Clare Woods and Des Hughes created in response to key Modern British artworks in the Gallery collections by Henry Moore, Paul Nash, Eduardo Paolozzi and Graham Sutherland as well as the Arundel Tomb in Chichester Cathedral.

0160 Graham Sutherland, *Christ Appearing to Mary Magdalen (Noli Me Tangere)*, (1961) Oil on canvas Hussey Bequest, Chichester District Council (1985)



Images above showing un-glazed work and deterioration of frame

The work was un-glazed and the surface un-varnished; the existing frame was covered in velvet which had deteriorated and discoloured. Previous condition reports had raised concerns over its vulnerability, compounded by the fact that the work was subject to minor vandalism in 2008 and undergone conservation to have pencil marks removed.

The possibility of glazing, to include the existing frame, was discussed with the framer, but this was considerably more expensive and it was felt that it would benefit from being re-framed completely. With the agreement of Chichester District Council the work has now been re-framed and glazed with 4.4 laminate Anti Reflective UV glass and refitted with a new slip and backboard.

This work can be seen on display in the Historic House



Achieving funding from the Leche Trust has provided an excellent opportunity to actively build on our conservation programme, identifying care and conservation requirements and addressing potential risk to key artworks. This helps ensure that the collections are cared for and maintained in

conditions intended to preserve and extend their physical integrity and improve standards of care for the future.

In addition the following works on paper from the Hussey Bequest have been conserved and mounted into museum grade acid free mounts for inclusion in the major exhibitions: 'David Jones: Vision and Memory' and 'John Piper: The Fabric of Modernism':

0111 David Jones *Laetare-Sunday Thrush* 1948 chalk, pencil and watercolour on paper
0325 John Piper *Foliate Head (Levinson 256)* 1971 Lithograph on paper

Pallant House Gallery Exhibitions and Display

There are currently 27 works from the Hussey Bequest on display in the Gallery.

The following 3 works were the subjects for the 'Artwork of the Month':

0329 Georges Rouault *Christ devant le Ville (Frontispiece to the 'Passion')* 1935 Aquatint and etching
0065 Matthew Smith *Landscape Near Cagnes* c.1935 oil on canvas
0077 Henry Moore *Suckling Child* 1930 Alabaster

The recent 'Hidden Treasures from the Print Room' talk for Friends discussed how the latest additions to the Gallery's collection that form the Bequest of Michael Woodford complement works in the Hussey Bequest, such as the early pair of etchings by Graham Sutherland *Hanger Hill* and *Crayfields* and the group of drawings *Five Progressive Studies for Entrance to a Lane* (1939)

The exhibition *John Piper: The Fabric of Modernism* has been timed in part to celebrate the fiftieth anniversary of the unveiling of the tapestry which Piper designed for Chichester Cathedral. Both exhibition and accompanying catalogue feature strongly works by Piper in the Hussey Bequest, including both preliminary designs and other works such as the mosaic topped table.

A forthcoming exhibition of drawings and watercolours from the permanent collection, examining the landscape tradition in Britain, will be held in the De'Longhi Print Room and will include Thomas Gainsborough's *A Suffolk Lane* and John Sell Cotman's *Capel Curig* both from the Hussey Bequest.

IV. Contribute to the Economic Development of the District

It is the mission of the Gallery to engage audiences with the best of Modern British, international, contemporary and outsider art, championing the work of established, overlooked and non-traditional artists and stimulating debate with its outstanding and inclusive programmes. The Gallery will care for and interpret the collections, making them available for study and creative inspiration, and welcomes visitors to the distinctive setting of an historic house and contemporary gallery. The Gallery currently attracts an average annual audience of 60,000.

Digital Audiences

- 110,863 Unique users to website
- 30,853 Unique users to the Outside In website
- 7,290 eBulletin subscriber
- 3,963 Facebook followers
- 11,000 Twitter followers
- 1,162 Instagram followers

Develop the marketing plan including working with local audiences

The Gallery has completed its Strategic and Business Plans for the period 2015-18, which includes an audience development plan dealing with local, national and international audiences, and encourages diversity in the Gallery's audience profile.

Attracting a local audience and attracting a non-local audience to the area

The marketing and communications strategy includes the following mix of initiatives:

- Communications and media strategies with local, regional, national and international media
- Advertising in key press, publications, directories and listings
- Strategic marketing partnerships and reciprocal arrangements with local and regional organisations
- Targeted distribution of print marketing materials within the South East
- Online, including on the Gallery's website, e-bulletins and social media networks
- Trade fairs and promotion, partnering with regional promotional bodies such as Visit Chichester
- Learning programme marketed to schools and universities
- Community programme marketed to local, groups, charities and public bodies
- Marketing to tour operators and group organisers both in the UK and abroad
- AA roads signs are purchased for every exhibition – and street banners seasonally
- Advertising campaigns for each exhibition are carried out across the Southern Rail network

To supplement these core activities the Gallery also engages in the following local initiatives:

Open Weekends

During 2015-16 the Family Open Days have been rebranded and extended as Free Open Weekends, attracting 2,900 over the two weekends in that period. Free entry applies to the whole Gallery, allowing our major exhibitions, as well as the collection itself, to be enjoyed for free. Wider programming of events during the weekend introduces new audiences to the Gallery and its work, including the activities of the Learning and Community Programme. The audience profile at these events includes many who have not visited the Gallery previously, or who have not visited for a long time.

Half-price Tuesdays

On Tuesdays there is half price entry to the Gallery's collections and exhibitions all day.

Free Thursday Evenings

On Thursday evenings there is free entry to the Gallery's permanent collections from 5-8pm. This aims to encourage a local audience to explore the Gallery as an after-work activity. Private views for Studio exhibitions are also held on Thursday evenings and are timed to coincide with Gallery talks.

Free Entry for Under 16s

In July 2015 free entry for children under the age of 16 was introduced to make the Gallery's collection and exhibitions as accessible as possible to local families and young people. Since this date, family ticket sales have increased.

College and University Promotions

The Gallery ran a free entry promotion for Northbrook College during their exhibition at the Gallery, to encourage engagement with younger people. The promotion was a success and the Gallery plans to carry out similar promotions with other colleges and universities related to the programme, including Chichester College, the University of Chichester and West Dean College.

Weekend Tours

There are free (with admission ticket) highlight tours of the collection on Saturdays and Sundays at 2pm. These were previously offered on Saturdays only.

Festival of Chichester event

The Gallery has continued its relationship with the Festival of Chichester marketing its summer season exhibitions through the Festival brochure.

Stagecoach partnership - Route 60

The Gallery has worked in partnership with Stagecoach for the past five years on the Route 60 buses (Chichester to Bognor) to aid visibility of the Gallery for local audiences. Six double decker buses (three of each design) and three single-decker buses have been branded with 'Ticket to ride to 60s art at Pallant House Gallery' (side) and Peter Blake's 'The Beatles' and Paul Catherall's linocut (rear). These include the Gallery's website in large letters on the side when no other paid for advertising is in situ.

Chichester Tourism Marketing

The Gallery is a member of local tourism groups, Visit Chichester and Chichester Visitors Group, and arranges collaborative marketing activity and tourism strategies. Email reciprocals are also arranged regularly between members, such as Weald and Downland Open Air Museum, West Dean and Chichester Festival Theatre, and the marketing teams at these organisations work closely together to promote partnership projects.

City Centre Partnership/ BID

The Gallery participated once again in the late night Christmas opening as part of BID's promotion of the city centre and also purchased two external, pre-lit Christmas trees for the front of the building. The Gallery is also running a promotion with BID for a limited number of free tours of the Gallery for city centre businesses to encourage awareness and engagement.

Macmillan Coffee morning

The Gallery hosted its sixth annual coffee morning in September 2015 to support Macmillan Cancer. Selling cakes baked and donated by local volunteers and staff, the Gallery welcomed visitors and the local community and raised over £600 for Macmillan.

Audience Profiling

The Gallery is taking part in the ongoing Audience Finder project, a free national audience data and development project run by the Audience Agency with the support of Arts Council England, enabling cultural organisations to understand, compare and apply audience insight.

In October 2015, postcode analysis based on Gift Aid admissions was carried out, suggesting that the majority of the Gallery's visitors come from the East Sussex, London and Dorset triangle.

The Audience Agency's latest Area Profile on arts audiences in the South East (in which the Gallery was a participant) shows that Arts Attendance in the South East is marginally higher than across the UK as a whole. Overall demographics for the South East region show the area has a higher number in the 85+ age group than the UK as a whole, and a lower number in the 25-29 age group; a higher percentage of people in the AB social grade than the rest of the UK; a larger number of self-employed workers and a lower number of unemployed or unqualified.

From 1 April 2016 regular onsite surveying of visitors in the Gallery will take place using the Audience Finder questionnaire, allowing the Gallery to build a clear profile of the visitor

demographic, which can be benchmarked against other arts organisations taking part in the South East, as well as nationally.

Comments cards are freely available and visitor comment books are placed within the exhibition spaces. The cards are used as the main vehicles for gathering visitor feedback and data. Comments from all sources are recorded and circulated to relevant departments and a monthly report is submitted to the senior management team. The Gallery is currently reviewing methods for data collection at point of sale.

Economic Impact Study - 2015/16

Following the 2008 Economic Impact Study, the Gallery commissioned an up to date Economic Impact Study to gauge the Gallery's impact on the local area. A full report will be made available to CDC in 2016.

Social Impact Study

Alongside the Economic Impact Study, Susan Potter has been appointed to carry out a Social Economic Impact Study, the results of which will be presented to CDC in summer 2016.