

Flowerfield Residuary Inheritance	10th October 2017
To: The Leisure & Development Committee For Decision	

Linkage to Council Strategy (2015-19)	
Strategic Theme	Resilient, Healthy & Engaged Communities
Outcome	Council will work to develop and promote stable and cohesive communities across the Borough
Lead Officer	Head of Community & Culture Cultural Services Manager
Cost: (If applicable)	N/A

The purpose of this report is to present findings from the recent review of arts centres in relation to the residuary inheritance gifted to Flowerfield Arts Centre by the late John Onslow Springhall and recommendations on how to proceed.

Background

It was reported to the Leisure & Development Committee in October last year that Flowerfield Arts Centre had been gifted £94,500 by the late John Onslow Springhall who had stipulated that this residuary inheritance should be applied “towards the teaching of arts and crafts at the centre”.

At that time a review of the current operating models of Council’s two arts centres was about to be undertaken with a view to developing fresh approaches to the service, and Council adopted the recommendation that no immediate plans be put in place for the inheritance until the review had been carried out. Options would then be presented to Council for consideration. Council also adopted the recommendation that a public relations event should be held to acknowledge Mr Springhall’s generosity and that the inheritance would be solely apportioned to activities as per the provision of Mr Springhall’s will. An event to acknowledge Mr Springhall’s generosity was held in Flowerfield on 19 December 2017.

Review of Council’s Arts Centres

The Strategic Investment Board (SIB) were appointed to carry out a review of Flowerfield Arts Centre and Roe Valley Arts & Cultural Centre in January 2017. They undertook an analysis of the service performance and value for money of the venues and facilitated stakeholder engagement to fully understand the provision. They examined current business and operating models and identified various options for Council to consider going forward. The Terms of Reference for this work also asked them to consider options of the use of the Flowerfield legacy fund. This work has now been completed and options presented.

Options

The SIB report acknowledges that £94,500 is a significant sum of money and presents an opportunity to explore a diverse range of ambitious projects and activities that could raise the profile of Flowerfield and have long term, far reaching benefits.

Potential concepts considered during a staff workshop held in April 2017 included:

- Glass studio.
- Artist in residence programme.
- Flowerfield summer school retreat.
- International Bursary Scheme.

Taking into consideration the findings of the report, the Council's Cultural Strategy and recent consultation, and the stipulation of Mr Springhall's will that the residuary inheritance should be applied "towards the teaching of arts and crafts at the centre", an 'Artist in Residence Programme' has emerged as a concept which has the potential to generate measureable and meaningful outcomes which could bring about positive and lasting change, including:

- Raising Flowerfield's profile on both local and national platforms.
- Audience development.
- Community engagement and outreach.
- Generating additional income.

The Artist in Residence Programme could be approached and developed as follows:

- The programme would run on a short term annual basis (6 months) and could be made available to international, national or local artists.
- Artists would be funded over this set time period and would dedicate a portion of their time to helping to deliver the objectives set out and agreed by Causeway Coast and Glens Borough Council. They will agree their approach with, and report to Flowerfield's Centre Manager who will monitor progress against KPI'S. Objectives would include delivery of educational activities to a broad range of audiences and commitment to some level of community engagement and outreach.
- Artists would be required to develop work which is site specific and responds to the local environment, for example, artwork which animates the park space and links into the new Diversity Park and its users.
- Themes could change year on year and flexibility will be required to avoid stifling creativity. The brief would be subject to annual review and would be continuously monitored and evaluated.
- It would also be expected that the artist would generate income for the centre through the educational activities they develop, including courses in their chosen medium.
- The artist would also be tasked with delivering an agreed number of exhibitions/showcase events and take some responsibility for promoting their work at Flowerfield and promoting Flowerfield through PR and marketing platforms.

Cost

The cost of each programme would be between £10,000 and £30,000 per residency depending on the requirements of the brief. For example, a residency where the artist would be required to produce a piece of public artwork would be more expensive than a Creative Writing Residency.

There is also potential to explore further sponsorship/funding opportunities with partners such as ACNI, Tourism NI, NIEA, and Education Authority.

Recommendation

That Council approve the use of the Flowerfield legacy fund for an Annual Artist in Residence Programme.