

### 1. Supporters Scheme and grant Income

- 1.1 Supporter grows steadily and we get positive feedback from supporters. We are considering new ways to increase donations.

### 2. Acquisitions, Gifts and Bequests

- 2.1 We have been gifted an early Peter Markey painting. Peter Markey was Head of Art at Falmouth School and an important influence on a generation of automata makers whose work we have in our collection.

### 3. Exhibitions and displays

- 3.1 *Porthmeor Past and Present* attracted 5,842 visitors and concluded a cycle of exhibitions that were funded by our Heritage Lottery Fund Cultural Triangle Project.
- 3.2 The recent show *The World of Woodroffe* has so far attracted 9,562 visitors. Visitor feedback continues to be 100% complimentary: A visitor from Manchester wrote "Lovely approach to the art works displayed. Really forward-thinking. Thank you. Well worth a visit!" and one from London "Wonderful exhibitions. I just have to visit the gallery every time I stay in Falmouth. Thank you!!"
- 3.3 We have been experimenting with a more rapid monthly turn round in the Entrance Gallery with *Myths and Legends* and *Not your average flower show* showcasing works seldom seen from the Collection. Regular visitors express real interest in seeing the diversity of the work that we hold.
- 3.4 This month's exhibition in the Entrance Gallery *Urban Uprising* has been curated by young skaters from Mount Hawke Skate Park in conjunction with Natalie Rigby. This has also been well received: "I enjoyed the Urban Uprising exhibition – nice to see this artform displayed. Great to see street art presented. Some brilliant pieces."
- 3.5 The Community Gallery on the stairs features work by Falmouth University Foundation Students inspired by a visit to Porthmeor Studios and subsequent workshops with artists Iain Robertson and Clare Wardman as part of our Heritage Lottery Fund Cultural Triangle project.
- 3.6 The Limelight gallery continues to attract a steady stream of exhibitors including Amy Lanyon, Azhlee Avro, Brod Ross, Felicity Tattersall, Margaret Deans, Marion Taylor, Nancy Crewe, Peter Trotman, Sarah Seddon and Siobhan Purdy. There is a waiting list of fifteen artists.

#### 4. Cornwall Museum's Partnership



- 4.1 New designs for shop and on-line shop merchandise by Amy Lanyon using the Falmouth Art Gallery house colours in new and inspiring combinations have been produced. This initiative has been funded by Arts Council England Strategic Support Fund.
- 4.2 The Gallery continues to receive training to develop skills in fundraising, business planning and income generation in order to significantly increase the effectiveness of our fundraising as part of the Heritage Lottery Fund Catalyst funded project.
- 4.4 Cornwall Museum Partnership is now a formally constituted CIO (Charitable Incorporated Organisation) with nine trustees of which Falmouth Art Gallery is one. We have succeeded in recruiting Sir Ferrers Vyvyan as Chairman of the Board of Trustees and we are currently interviewing for CEO, Finance Officer, Project Manager and Community Engagement Coordinator posts to deliver the Arts Council England Major Partner Museum (MPM) project over the next three years.
- 4.5 The MPM grant is worth £1.5m over three years. This is real achievement as we are the only rural network of museums that has been recognised by the Arts Council. The net direct benefit to Falmouth Art Gallery is around £50k per annum. Significant elements of our activity that will benefit are uplift on exhibitions programme, marketing and masterplanning.
- 4.6 Cornwall Museum Partnership has been constituted to actively work to attract funds to Cornwall and assuming that we deliver the £1.5m project successfully there should be no reason why we will not renew (and increase) our Arts Council England MPM grant in 2018.

## 5. Visitor Statistics

	Month					Cumulative					Counted
	2012	2013	2014	2015	% inc	2012	2013	2014	2015	% inc	
Jan	2,355	2,469	2,645	2,814	6%	2,355	2,469	2,645	2,814	6%	
Feb	3,369	3,050	3,436	3,750	9%	5,724	5,519	6,081	6,564	8%	
March	3,174	3,390	2,959	4,436	50%	8,898	8,909	9,040	11,000	22%	

- 5.1 March figures show a 50% increase on the previous year. Whilst the Patrick Woodroffe exhibition is popular I think the increase is probably accounted for by the fact that the Gallery held the book of condolence for PC Andy Hocking. There was a sad irony that Andy was one of Patrick's great friends and helper when he would go 'walk about' in his latter years.

## 6. Community and learning

	Month					Cumulative				
	2012	2013	2014	2015	% inc	2012	2013	2014	2015	% inc
Jan	370	361	410	1,016	148%	370	361	410	1,016	148%
Feb	566	395	477	1,155	142%	936	756	887	2,171	145%
March	537	629	710	1,440	103%	1,473	1,385	1,597	3,611	126%

- 6.1 Community and learning figures have continued to be very strong and we are already cumulatively 126% up on last year.
- 6.2 Community extends from Baby Jam, Baby Paint, Little Fingers, Schools KS1, 2,3 & 4 to families, adult learners and older people..
- 6.3 Henrietta delivered several talks to accompany exhibitions and at the Ladies Luncheon Club, U3A and Rotary. Volunteer, Marcus Williamson gave an excellent talk on Patrick Woodroffe and volunteer, Anthony Fagin gave a supporter's talk.
- 6.4 The Art Gallery continues to support Arts Award projects working with the after school arts club at St Marys School and delivering Silver Award with two fourteen year old home educated girls.
- 6.5 Charlotte Davis has been working with writer Mac Dunlop on a Dystomata project as part of the Max Rheinhardt Literary Award which is being run in conjunction with Engage (museum educators), NAWA (National Association of Writers in Education) and Penryn College.

- 6.6 Social media continues to grow with Facebook, Twitter and Instagram and proves an excellent way of connecting with new audiences.
- 6.7 Volunteering continues to attract young people from the University principally.
- 6.8 Former volunteer Laura Menzies who has been delivering 'creative well-being' workshops with residents at Trevern as part of our Cultural Triangle project has won a Winston Churchill scholarship to study best practice dementia care in the United States..

## **7. Staffing**

- 7.1 Remains constant but we have three Post Graduate Placements who are helping to deliver the Community Programme.

## **8. Marketing**

- 8.1 We have a £7k uplift as part of the MPM and we would like to be able to refresh some of the signage that surrounds the building in order to bring it in line with our new brand image. We will ensure that this isn't wasted investment but we know from visitor surveys that we are still largely invisible.
- 8.2 The change of our leaflet into a six monthly leaflets twice a year has been very well receive.

## **9. Policy and Strategy – Accreditation**

- 9.1 We are due to renew our accreditation in June 2015 and as a result we have been conducting a major overhaul of our policies and strategies. I attach a document map at the end of this paper and draft versions are available.

## **10. 2015/16 – some future projects and partnerships**

- 10.1 The Cultural Triangle project has now concluded and has been a great success.
- 10.2 We are hoping to build on this by submitting a bid to the Heritage Lottery Fund for a Young Roots project aimed at 11-25 year olds – this is our target audience for 2015/16.
- 10.3 Future exhibitions
- 25<sup>th</sup> April- 20<sup>th</sup> June A Question of Guilt – a Frances Fyfield Who dunnit
  - 27<sup>th</sup> June – 12<sup>th</sup> September – Automata featuring Rodney Peppe and Falmouth Automata makers
  - 12<sup>th</sup> Sept-21<sup>st</sup> November – Soil Culture in collaboration with Exeter based Centre for Art and the Natural Environment celebrating 2015 as UN International Year of Soil.

- 29<sup>th</sup> Nov-30<sup>th</sup> Jan – Serpentine – a celebration of artists who live and work on the Lizard.

10.4 Extension to the Art Gallery: We are still awaiting the upshot of the Library Consultation in order to establish exactly what we are going to do with the two buildings.

# Falmouth Art Gallery Document Map 2015

