

1. Supporters' Scheme and grant income

- 1.1 We continue to experience 100% renewal from local supporters, a good take up at supporter's talks and regular use of the shop to purchase gifts.
- 1.2 Donations are averaging £120 a month and Falmouth Art Society donated £50 in return for a critique.

2. Acquisitions, Gifts and Bequests



- 2.1 Supporters have helped to acquire this painting entitled *Communal fire scene 2014*. It is an oil on panel and was much admired during its time in the Limelight display.
- 2.2 Jon Doran, the artist, completed this painting at the end of his time at Falmouth University, just days before setting up his degree show this summer.
- 2.3 We are delighted to be supporting a Falmouth University graduate at the beginning of his career.

3. Exhibitions and displays

- 3.1 The summer show *The Boy who Bit Picasso* attracted over 11,000 visitors and was very well received.
- 3.2 Visitors completed fifteen glowing pages of comments in the visitor book i.e.:
“Wonderful, wonderful exhibition, lovely installation... endearing photos, well done Falmouth Art Gallery and friendly welcome as usual”; “Cannot believe I have lived here for two years and never before been here! Wonderful and good for the soul”; and “a fantastic time had by all. Art for all the family in all its various forms and all free – thank you”.
- 3.3 The exhibition *Brilliant Colour* celebrating colour and abstraction and featuring the works of Grace Gardner and other Cornish abstract artists including artists practicing today has been installed.
- 3.4 Exhibitions in the lobby stairwell gallery have included the 24 winning entries of the Big Art and Storytelling Tall Ships competition (see below in community).
- 3.5 These have now been replaced by an exhibition of photographic portraits by Falmouth Art Gallery volunteer Martin Howse. He has spent of local artists in their studios
- 3.6 The Limelight gallery continues to attract a steady stream of exhibitors including John Dyer’s official Tall Ships paintings for both Falmouth and Royal Greenwich, Lucy Apple, Bill Brandsen, Sophi Berrehel and Brian Brusselle. Donna Williams is in charge of the waiting list (Brod I have passed your disc to her).
- 3.7 Vicky Gillow and Juliet Walshe completed an 18m long mural depicting Falmouth Docks and installed at Falmouth Docks where the cruise ships arrive. Unfortunately, it was obscured by shop stalls during the Tall Ships exhibition.

4. For Cornwall Partnership aka Cornwall Museum’s Partnership

- 4.1 New designs for shop and on-line shop merchandise are being evolved by Amy Lanyon using the Falmouth Art Gallery house colours in new and inspiring combinations. This initiative is being 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 has now met twice with Mary Godwin, South West representative for Arts Council England to establish the best outcomes for the reduced Major Partner Museums (MPM) status (reduced from £3m to £1.5m over three years). MPM starts in March 2015.
- 4.5 The Partnership will be presented as a best practice case study at the Museum's Association National Conference on October 9th by freelance heritage consultant Emmie Kell.
- 4.6 As previously stated, audience development work funded by Arts Council England as part of this project has allowed us to capture more accurate visitor statistics. We will also be working with the Audience Agency to gain better audience intelligence across the sector.

Falmouth Art Gallery	Total visitors				Counted				
	Month	2012	2013	2014	% inc	Cumulative	2012	2013	2014
Jan	2,355	2,469	2,645	7%	2,355	2,469	2,645	7%	
Feb	3,369	3,050	3,436	13%	5,724	5,519	6,081	10%	
March	3,174	3,390	2,959	-13%	8,898	8,909	9,040	1%	
April	3,243	3,776	3,265	-14%	12,141	12,685	12,305	-3%	
May	3,116	4,838	3,816	-21%	15,257	17,523	16,121	-8%	
June	3,280	3,845	3,180	-17%	18,537	21,368	19,301	-10%	
July	3,710	3,521	3,872	10%	22,247	24,889	23,173	-7%	
August	4,684	5,396	5,115	-5%	26,931	30,285	28,288	-7%	

5. Community and learning

Falmouth Art Gallery	Education				Counted				
	Month	2012	2013	2014	% inc	Cumulative	2012	2013	2014
Jan	370	361	410	14%	370	361	410	14%	
Feb	566	395	477	21%	936	756	887	17%	
March	537	629	710	13%	1,473	1,385	1,597	15%	
April	427	632	397	-37%	1,900	2,017	1,994	-1%	
May	623	686	1,592	132%	2,523	2,703	3,586	33%	
June	353	596	658	10%	2,876	3,299	4,244	29%	
July	396	263	503	91%	3,272	3,562	4,747	33%	
August	877	649	513	-21%	4,149	4,211	5,260	25%	

- 5.1 Education and community learning is up 25% on last year largely due to the Big Art and Story Telling Tall Ships project but schools bookings are strong for the Autumn Term.

- 5.2 We have welcomed 200 Foundation students in groups of 20 over the last two weeks and many of the tutors and students are keen to use the Collection as a resource. Several have also signed up as volunteers.
- 5.3 Henrietta delivered three or four different walks and talks for visiting groups on both *The Boy who Bit Picasso* and on the *Tall Ships* exhibition.
- 5.4 The Art Gallery continues to support Arts Award projects working with the after school arts club at St Marys School. We are developing a strong relationship with Falmouth School and are piloting an 18-25 yrs workshop with Kernow King which is also part of the cultural Triangle project.
- 5.5 Donna Williams and Tony Johns are working with the Pupil Referral Unit at Nine Maidens on a digital art project as part of the Cultural Triangle project.
- 5.6 We have decided to make our regular Baby Paint and Little Fingers sessions 'drop-in' and as a consequence we have experienced increased participation. Glyn Winchester has visited Gallery Oldham to compare offers and is now developing a new workshop called Baby Jam, a sensory workshop aimed at babies and young mothers.
- 5.7 Glyn Winchester has been delivering 'Winnie's Wanderings' and also conducted two very successful Cemetery tours.
- 5.8 Charlotte Davies has kept the wider virtual community updated with all our events and we now have 1,697 followers on Facebook, 270 on Instagram and 3,127 on Twitter. This is proving a very good way of boosting attendance at events.
- 5.9 Henrietta attended the twinning visit to Douarnenez and represented the Town Council at the official welcome at the Mairie. She also visited her opposite numbers at Le Port Musée and Le Musée de Beaux Arts at Quimper. I am hoping that we may be able to work together in the future.
- 5.10 Former volunteer Laura Menzies, Charlotte Davies and Anita Stern have developed and are now delivering 'creative well-being' workshops with residents at Trevern who are suffering from dementia.
- 5.11 This feed-back was received from Carol Narabo: "Thank you so much for such a happy session yesterday and for making it so inclusive. One of the best things was that after you had all gone Elizabeth, who has very few words, beckoned me and said "Thank you". She was unable to hold a paintbrush and paint but she certainly got something out of the afternoon. Even noisy Betty thanked me later. If you remember the story I told you about describing a wedding veil as feeling like butterfly wings, that was Betty. As you get to know the residents I hope you will be able to share moments with them when connections are made and the world becomes a little

more understandable. I'm looking forward to our October sessions on the 7th and 21st."

6. Training

- 6.1 Henrietta's fundraising training plan is being developed in conjunction with Judy Niner at Development Partners who will be addressing the Committee on 29th.
- 6.2 Volunteer Alison Head who is a freelance conservator has been training the Collections team in methods of paint application, how to stabilise and repair flaking paint and how to re-stretch canvases. This skilled work is expensive to buy in. We are also saving money on framing by using our in-house mount cutter.

7. Staffing

- 7.1 We have been fortunate to welcome Anita Stern, a Leicester University LUMEN placement student who has just completed an MA in Museum Studies. She has worked with Natalie on a thorough audit of the Collection; helped with education workshops; .

8. Marketing

- 8.1 Donna Williams is developing a new Marketing Strategy. Audience feedback has flagged up the fact that we are 'invisible' or at best hard to find. We have decided to cut back on advertising in order to commission new signage. We are currently in the process of going out to tender to see what we can afford to do.
- 8.2 We are going to change the format of our leaflet into a six month leaflet twice a year which will allow us to advertise events and workshops as well as exhibitions.

2014/15 - some future projects and partnerships

The Cultural Triangle project.

We are now half-way through this project with most of the planning now in place we will be delivering workshops and activities throughout the winter period. The project terminates in February next year.

Future exhibitions

- 20 September – 22 November Brilliant colour
- 27 September – 6 December Black and white (Permanent Gallery)
- 29 November 2014– 31 January 2015 Porthmeor past and present
- 7th February – 18th April The World of Woodroffe – a retrospective
- 25th April- 20th June A Question of Guilt – a Frances Fyfield Who dunnit
- 27th June – 12th September – Automata featuring Rodney Peppe and Falmouth Automata makers

- 8.2 I have still not received a response to our proposal to the Royal Cornwall Polytechnic Society for the gallery to become official curator of the RCPS Tuke Collection which is any way stored here in the building and are awaiting finalisation of the agreement. This will allow us to greatly increase access to this unique collection.
- 8.4 World War 1 Commemoration: The Gallery has offered to host *100 Faces 100 Stories* at some point in 2014-2018. This project has been put together by Joanna Mattingly, Museum's Development Officer with input from many of the smaller museums in Cornwall.
- 8.6 Extension to the Art Gallery: We have been working with M J Long to explore options for a small extension. Until we know how this fits with the new Post Office acquisition we are on hold.
- 8.7 2015 is UN International Year of Soils and we will be putting in an application to the Heritage Lottery Fund for a project that will run for a year along the same lines as the Cultural Triangle. The project will involve schools and the wider community but artworks will be created by using natural materials . We will be working with the Centre for Contemporary Art and the Natural World and many other stakeholders. We would like to hold a big landart project in the open spaces (Beacon, Bowling Green, Kimberley Park etc) and the Gallery will host an important exhibition of work by international artists famous in this field.