

Kirkcudbright Art Gallery Final Report

A. <u>Background to the project</u>	
1. How was the idea for the project developed?	This project was initially requested by the community as a celebration of 'Kirkcudbright; The Artists' Town' and taken on by DGC in tandem with a wider project (not funded by LEADER) to establish an art gallery of national significance in Kirkcudbright.
2. Who was involved in the project? Individuals and Organisations.	<p>Key Organisations and partners Dumfries and Galloway Council (DGC)- delivered the project The Friends of Kirkcudbright Galleries (Kirkcudbright 2000) National Museums of Scotland DGC education (especially Kirkcudbright Academy and Primary)</p> <p>Primary organisations involved in exhibitions National Galleries of Scotland Ashmolean Museum, Oxford House of Illustration, London Gracefield Arts Centre, Dumfries WASPS</p> <p>Public institution lenders to exhibitions Aberdeen Art Gallery City Arts Centre, Edinburgh Fergusson Gallery Glasgow School of Art Hungarian Art Gallery Kirkcaldy Galleries McLean Museum McManus Galleries</p>

	<p>Manchester Art Gallery National Trust for Scotland Perth Museum and Art Gallery Royal Scottish Academy Rozelle House</p> <p>Local groups Kirkcudbright History Society Friends of Broughton House and Garden Kirkcudbright Art and Crafts trail Kirkcudbright Festival of light Kirkcudbright Festivities</p> <p>Individuals Private lenders (not listed) DGC staff (listed below) Workshop providers and local artists (Listed below) Dr David Devereux Volunteers from Kirkcudbright and around the region (in separate list) William Brown, National Security Advisor, Museums Jilly Burns, Head of International and National Partnerships at National Museums Scotland.</p>
3. What were the aims and objectives of the project?	<p>The Aim of the project was to</p> <ul style="list-style-type: none"> Develop and execute a 15-month Activity Plan which launched the gallery, enabling audience development and support to sustain future interest in the facility thereby delivering an art gallery of national significance for the town of Kirkcudbright <p>The Project Objectives were to use the gallery to:</p>

	<ul style="list-style-type: none"> • Place art at the centre of the community and use it to change and enrich people's lives • Strengthen the sense of 'place' the Kirkcudbright community enjoys and enable people to learn about the town's unique role in the history of Scottish art • Bring a wide-ranging programme of temporary art and heritage exhibitions and events to Kirkcudbright to educate and inform the local and wider community • Provide opportunities for the community through volunteering and involvement in projects to gain life and employability skills • Provide a source of local employment and generate economic wealth for the area 												
4. How was the funding package assembled?	<table> <tr> <td>Creative Scotland</td> <td>£10,000.00</td> </tr> <tr> <td>HLF</td> <td>£48,756.00</td> </tr> <tr> <td>Hollywood Trust</td> <td>£52,065.00</td> </tr> <tr> <td>DGC Funds</td> <td>£86,678.00</td> </tr> <tr> <td>LEADER</td> <td>£124,999.73</td> </tr> <tr> <td>Total Project Costs</td> <td>£322,498.73</td> </tr> </table>	Creative Scotland	£10,000.00	HLF	£48,756.00	Hollywood Trust	£52,065.00	DGC Funds	£86,678.00	LEADER	£124,999.73	Total Project Costs	£322,498.73
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5. How much money did LEADER provide?	LEADER funding of the Kirkcudbright Art Gallery Project was £124,999.73												
B. <u>The project experience</u>													
1. When did the project take place?	The period of the LEADER funded Kirkcudbright Art Gallery Project was 1s January 2017 to 30 November 2019												
2. What actually happened?	Delivery of the Project												

The idea of the Kirkcudbright Art Gallery Project was to create a nationally recognised art gallery to encourage learning and development through an appreciation of the important artistic heritage of Kirkcudbright. Kirkcudbright Town Hall was transformed into galleries presenting temporary and touring art and museum exhibitions. This space has been used for a programme of exhibitions and events including historical and contemporary art exhibitions. Some based on our own art collections, the collections of other public galleries and the collections of private collectors, while others are on tour from major UK art galleries. This changing exhibition programme is vital to the success of the project, ensuring that visitors and local people return to the gallery time and again, each time seeing something new.

The activity room on the mezzanine has been a unique addition and has



been used for a programme of workshops and training opportunities for all, including volunteers, school groups and community groups. Exhibiting artists and temporary exhibition providers have been actively encouraged to offer workshops, lectures and artist in residence events. The gallery has also offered regular talks by specialists in fields relating to core and touring exhibitions, arts and crafts workshops offered in-house or by exhibiting artists and social activities including regular group meetings, or one-off fun events linked to the collection.

	<p>Through the creation of a new art gallery in Kirkcudbright, DGC Arts and Museums Service has brought new and exciting aspects of local heritage to the attention of existing users, and attracted non-users, newly engaging them in art and heritage.</p> <p>Delivery</p> <p>The start of the build on the project was delayed on several occasions, but finally work began in November 2016, and the date of handover was set for January 2018 with an opening for Easter 2018. This gave DGC staff and contractors 12 weeks to set up the building. However once build was underway there were a number of issues that meant the handover did not take place until 11th May 2018 with the public opening on 9th June and the Royal opening on 12th July. This meant that DGC staff had less than four weeks to install the hanging systems, furnishings, two full exhibitions consisting of nearly 300 works, set up the shop, café and staff areas, and train staff and volunteers. As well as taking the loan of Edwin Landseer's 'Monarch of the Glen' from the National Galleries of Scotland. This was a tall order, but the staff rose to the occasion with work continuing until moments before the Private View on Friday 8th June. The site then opened to a spontaneous cheer from the waiting public at 10am on Saturday 9 June 2018.</p>
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The site opened with two exhibitions one of which was a contemporary exhibition by WASPS. This was quickly followed by the installation of a touring exhibition from the National Museums of Scotland, 'Scotland Early Silver', in the third and smallest gallery on the top floor. These three exhibitions were in place when Princess Anne formally opened the site on the 12 July 2018.



The Mezzanine level has shown its worth with workshops and talks for all ages taking place from the very first day. It even exhibited an exhibition developed with artist Elin Isaksson Kirkcudbright Primary school in celebration of the Kirkcudbright's first Festival of Light.

Since opening the site has exhibited 16 exhibitions, both contemporary and historical, and undertaken over 200 individual workshops, talks and events.

Kirkcudbright Galleries has continued to grow over the course of the project and will continue into the future with exhibitions and events planned around the Glasgow Girls, contemporary watercolourists and, of course, the Galloway Hoard.



Exhibitions

Kirkcudbright Art Gallery presented a programme of temporary and touring art and museum exhibitions. Some based on our own art collections, the collections of other public galleries and the collections of private collectors, while others are on tour from major UK art galleries.

Exhibitions included:

- Contemporary Art - WASPS
- Stars of Scotland – Various Scottish galleries
- Scotland’s Early Silver – National Museums of Scotland
- Archie Sutter Watt – a celebration
- Alice in Wonderland – Original Drawings
- Chocolate – a history of the art of luxury
- John Faed bicentenary– Various private collections
- Japan – Art and inspiration – Various private and public collections

	<ul style="list-style-type: none">• Charles Oppenheimer his life – Various private and public Collections• Gerald Scarfe: stage and screen• Various small exhibitions open to local artists from young people to the retired to gain experience in exhibiting and to sell works• Upland – contemporary works in support of D&G’s Spring Fling <p>Workshops and events</p> <p>The LEADER project also supported a programme of workshops and training opportunities for all, including volunteers, school groups and community groups. Exhibiting artists and temporary exhibition providers have been actively encouraged to offer workshops, lectures and artist in residence events. The gallery has also offered regular talks by specialists in fields relating to core and touring exhibitions, arts and crafts workshops offered in-house or by exhibiting artists and social activities including regular group meetings, or one-off fun events linked to the collection.</p> <p>Workshops and events included</p> <ul style="list-style-type: none">• 24 Children’s workshops for all ages and abilities• 19 Adult workshops (a season of workshops is counted as one)• 11 Lectures and talks by specialists linked with the exhibitions and local art
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- 14 Training opportunities for volunteers, local students, youth and community groups. Opportunities included one-off events and weekly workshops, the latter are counted as one event
- 24 Tours given by specially trained volunteers around the Gallery's exhibitions
- 31 Group and school visits comprising of various tours and activities for schools, community groups, etc.
- 8 live music performances from local groups including Clarsach, D&G Youth Orchestra and a variety of Jazz groups
- Workshops and interviews held with local people in order to gather reminiscences relevant to the history of Kirkcudbright and featured artists in exhibition. This resulted in the publication and an exhibition by a local community groups called 'Artists' Remembered'

Employment of exhibitions/access officer

Staffing

	<p>The Kirkcudbright Art Gallery project employed two new full time Arts Officer posts and one internship.</p> <p>Build community support and links with the gallery Community groups. Kirkcudbright 2000 has benefited directly from the opening of the galleries with over 300 new, paid members, but the Galleries has ensured that groups such as the Jazz Festival, Kirkcudbright Arts and Crafts trail and the Food festival have been able to use the site free of charge, to ensure an increased offering for all these events. The site has also exhibited the work of the Kirkcudbright Artists Remembered research group who otherwise would not have had an outlet for their outstanding research work.</p> <p>Kirkcudbright Art Gallery supported a range of established and new local events and developed workshops and events aimed and groups and individuals within the local community.</p> <p>Including Kirkcudbright Art and Crafts Trail Kirkcudbright Festival of Light Kirkcudbright Food Festival</p>
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	<p>The Tour of Britain cycle race</p> <p>The site has also established roles for 20+ volunteers. The majority of these volunteers have provided added value to the public facing element of the site, by invigilating exhibitions and providing specialist private tours of the permanent and temporary exhibitions.</p> 
<p>3. Detail how the project fits with the Local Development Strategy.</p>	<p>Improving the economy of Dumfries and Galloway and ensuring the sustainability of the local community in Kirkcudbright.</p> <ul style="list-style-type: none"> • The project has created 3 new posts, two of which were temporary. • It has created a brand that is now nationally known and brings in high quality national exhibitions from private and public collections and generated partnerships with institutions and groups across the country.

	<ul style="list-style-type: none"> • It has added to the tourism provision in Kirkcudbright and for Dumfries and Galloway, adding an estimated £800,000 to the local community through footfall, sales and overnight stays, as well as ensuring that the Artists Town, and the Art of the town, both historic and contemporary is celebrated as it deserves. <p>The overall gallery project and the activities this project has delivered were good value for money, achieving a good return on investment and providing a lasting legacy for the region.</p>
4. How was the project delivered?	<ul style="list-style-type: none"> • The project was managed day to day by DGC staff. • Senior officer: Anne Ramsbottom Museums Curator, West, line managing: • Arts Officers: Rachael Dilley, a second post occupied by Hildegard Berwick then Lily Knott (LEADER funded) and an intern Alistair Cumming. • Rachael Dilley lined managed eight part-time front of house staff. • Lily Knott supervised the volunteers. • The budget was strictly monitored through DGC CAPITA systems accessed by the senior officer and onsite excel sheets maintained by Senior officer and arts officers. • Timescales were affected in the first instance by the late start of the wider (non-LEADER funded) project but thereafter were maintained.
5. What marketing was undertaken?	<p>Marketing</p> <p>The Kirkcudbright Art Gallery Project has created a wide and varied number of marketing opportunities from conventional to digital including:</p>

	<ul style="list-style-type: none"> • The development of a strong 'KG' brand. • The establishment of a 300 strong friends group in partnership with Kirkcudbright 2000, creating an easily accessible network of supporters. • Printed material including posters for everything exhibition, souvenir invites, a souvenir booklet and annual leaflets • A successful website, facebook page and popular Instagram account. • Significant coverage in local and national press, particularly in magazines such as D&G Life, Home and Gardens, Artmag, the Scotland, BBC online and the Herald. • Paid advertising in magazines, radio and on buses. • Editorial inclusion in local television programmes magazines and published guidebooks such as 'Slow Britain'.
6. Who benefitted from the project?	<ul style="list-style-type: none"> • Local visitors who have shown an appreciation of the more comprehensive expanded collection and supporting archive information. • Tourists visiting the region. It has been shown anecdotally that there has been an increase in Tourism in the winter of 2018/19. It was noted by local accommodation providers that during January and February there were visitors taking mid-week or weekend breaks in the knowledge that Kirkcudbright had a new and unusual art gallery. • Schools. With a much improved, dedicated, classroom facility Kirkcudbright Galleries has welcome schools from Dumfries and Newton Stewart as well as local visitors by Kirkcudbright and Gatehouse of Fleet schools.

	<ul style="list-style-type: none">• Community groups. Kirkcudbright 2000 has benefited directly from the opening of the galleries with over 300 new, paid members, but the Galleries has ensured that groups such as the Jazz Festival, Kirkcudbright Arts and Crafts trail and the Food festival have been able to use the site free of charge, to ensure an increased offering for all these events.• Regional arts organisations. Groups such as Kirkcudbright WASPS, Spring Fling, Dumfries & Galloway Fine Arts Society have all been involved in events at the Galleries, again free of charge. In addition other groups, such as the D&G fisheries marine life, and the DGC and Northern Ireland development groups, have been able to use the facilities as a meeting point.• Specialist visitors. The site has hosted talks by a wide range of specialist speakers and researchers and will continue to host such events in the future.• Youth groups. The Holywood Trust has supported this project with the express aim of drawing in the 15-25 age group. This has not been an easy task as they are traditional non-users of art galleries. However, two exhibitions, Japan and Gerald Scarfe generated much interested and a range of visits by young people and the Galleries will build on this in the future.• Visitors with special needs. The site is fully accessible, and tours have been arranged for visitors with special needs.• Local businesses. On the opening of the Galleries several local businesses including and shop only a few doors away from the site noted a significant increase in traffic and sales.• Staff and volunteers. A new breed of volunteer has developed through Kirkcudbright Galleries, one that is confident in their own knowledge and is able to present facts and ideas to the public in an engaging and interesting way.
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7. How did the final budget turn out?	Creative Scotland £10,000.00 HLF £48,756.00 Holywood Trust £52,065.00 DGC Funds £86,678.00 LEADER £124,999.73 Total Project Costs £322,498.73
8. What lessons have been learnt?	<ul style="list-style-type: none"> • Timescales. This project was part of a wider project (not funded by LEADER) the dependence on the timescales of this wider project did put pressure on the LEADER funded project and had significant knock-on effect on the timescale of the LEADER funded project. It is clear that stand alone projects are much more efficient • Staffing. The LEADER funded posts were essential to the success of this project however the maintenance of the goals are now dependant on a smaller group of staff. • Encouraging Young people. This has been the only part of the project that did not show unmitigated success. With study we realised we should have involved the youth audience <i>before</i> starting the project, perhaps with a youth council or a group of advisors. We are currently looking at working with local youth groups to establish closer links with the youth age range.
9. Will the project be mainstreamed or transferred?	The project will mainstreamed by DGC
10. Detail the sustainability of the project and/or the exit strategy.	DGC has a commitment to core funding of this project.

Targets

Target Result	Target Number	Actual	How do you know
No of new jobs created	2	2	Post 1- H Berwick and LE Knott,

			Post 2 -AG Cumming
No of participants involved in delivery of LEADER funded projects	20	30	Employees of DGC (LEADER funded) Exhibitions and events: H Berwick, LE Knott, AG Cumming External Specialists , exhibitions: E Isaksson, A Campbell, P Gurrey, K Reid, Euan Robson, T Leat, External Specialists , workshops: B Last, K Anderson, M Shapely, K Wheeler, W Stewart External Specialists , marketing: Mathew Shelley
No of individuals trained/gaining new skills or re-skilled	40	66	Adults on up-skilling workshops/training days: 37 (not listed) Volunteers: 24 (see separate list)
No of young people trained/gaining new skills or re-skilled	40	37	<i>Slightly less than target. This will be an aim for the future.</i> Employees: LE Knott, Volunteers: K Watson (support for young people programme) School work experience: E Grant, J Houston, E Irving Young person workshops (illustrating and drawing): 7 attendees from Glasgow University, Dumfries Campus(no list provided) 23 attendees from Kirkcudbright Academy senior years.
Population benefitting from improved services/infrastructures	50000	51000	Footfall at 93000 (over the period of the project) surveys show that on average 55% of visitors were from D&G

Non Participant Activity Target Result LAG	Target Number	Actual	How do you know
No of projects supporting the development of the arts and culture sectors	1	1	Project complete
No of community facilities improved and new services provided	1	1	Kirkcudbright Town Hall improved
No of projects demonstrating a commitment to community capacity building	1	1	Community involvement in building