

Report of	Meeting	Date
Deputy Chief Executive (Introduced by the Executive Member (Economic Development and Public Service Reform))	Executive Member Decision	16 February 2022

## Approval of Exhibitions Policy

### Purpose of report

- To present a new exhibitions policy in order to provide effective programming of Council owned exhibition spaces, ensuring equality and diversity of cultural representation and a wider range of accessible art for the local community as well as national and international visitors.

### Recommendation(s)

- That the exhibitions policy be approved for use in programming council owned exhibitions spaces

### Executive summary of report

- The policy considers 9 key areas of artwork which will assist in providing opportunities to diversify our audiences, as well as our community representation, through their own cultural expression.
- The encouragement of exhibitors providing additional engagement through talks, activities and workshops offers visitors a deeper connection with the artistic and cultural experience we provide.
- Our exhibition spaces will expand on the work of the communities team and their social prescribing opportunities, supporting mental health and wellbeing. This is done by becoming a channel for experiencing art, culture and community through the more diverse range of exhibitions programmed.
- The policy will be supported by an online forum made up of council staff, local professional artists, and residents, to regularly consult on exhibition programming.

<b>Confidential report</b> Please bold as appropriate	Yes	<b>No</b>
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<b>Key Decision?</b> Please bold as appropriate	Yes	<b>No</b>
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### Reasons for recommendation(s)

#### (If the recommendations are accepted)

- The policy regulates and ensures that the council is active and responsible in maintaining the cultural representation and engagement of its residents.
- The policy ensures that the council is proactive in its understanding of how art and culture impact on mental health and wellbeing as well as the local economy.

### Alternative options considered and rejected

- To continue with current practice of “first come first served” programming of exhibition spaces which limits opportunity for alternative work to be sourced and supported. This in turn limits

range and quality of the exhibitions and represents a narrow demographic of our residents.

### Corporate priorities

10. This report relates to the following Strategic Objectives:

Involving residents in improving their local area and equality of access for all		A strong local economy	X
Clean, safe and healthy homes and communities		An ambitious council that does more to meet the needs of residents and the local area	X

### Exhibitions Policy

11. This policy is intended to give guidance concerning the procurement of temporary exhibitions at council owned exhibition spaces. This is to ensure that prospective exhibitors are aware of our need to promote and encourage arts education, audience development, social inclusion, lifelong learning and presentations which are complimentary to the annual exhibitions programme.

### Mission Statement

12. We plan to provide a diverse programme of exhibitions and events that will appeal to a wide cross section of the community, attracting new and existing audiences. The exhibitions programme will include, wherever possible, exhibitions that encompass the following:

- A community based / locally inspired arts exhibition
- A travelling, national exhibition
- An in-house exhibition of the Museum's collection/s
- A contemporary arts exhibition
- An exhibition of young and emerging artists
- A family-centred exhibition
- An exhibition of traditional and / or contemporary crafts.
- Photography
- A curated exhibition offering a range of different media e.g. objects, costume, paintings, sculpture, specimens, new media, performance art.\*\*\*

13. We aim to:

- Improve access to the arts and encourage partnerships between other departments, individuals, groups and organisations
- Provide exhibitions and activities of a high standard that seek to inspire and educate
- Host approximately nine exhibitions a year
- Support artists and groups working within the Borough and to treat all proposals fairly. Priority will be given to proposals which support our objectives and artists/groups connected with the Borough.
- Ensure that all exhibitions are accessible to all, in terms of physical & intellectual access.

14. Objectives

We will seek to:

- Identify target audiences in line with Chorley Council's Community Resilience Plan, fulfilling social prescribing and the Arts Council England Strategy 'Let's Create' 2020-2030.
- Demonstrate the validity of art as a significant contributor to education and as a social voice, through an informed and dynamic exhibitions programme
- Support young and emerging artists
- Reflect cultural diversity and promote arts education for all
- Balance a general audience with a specialist audience
- Develop the arts and awareness of the arts within the Borough
- Where applicable, to support and work in partnerships with other organisations and groups in hosting and programming exhibitions

- Positively encourage the submission of exhibition proposals
  - Make better use of collections
  - Use exhibitions as a springboard to develop other arts activities
  - Continue to form links and partnerships where possible within the community to guide arts development
15. Audiences – We will expand visitor figures by attracting a wide range of audiences through the delivery of innovative and accessible exhibitions. Our key audiences are
- Our communities, including council staff.
  - Independent adults, including local interested adults, young adults and people, families, and groups as recognised in the audience spectrum pen profiles identified by Audience Agency  
(<https://www.theaudienceagency.org/off-the-shelf/audience-spectrum/profiles>)
  - Potential future residents and families visiting the area
  - Lancashire tourism
  - Engaged social & community groups both independent and connected with social prescribing through the CBC Communities' Team
  - School audiences through historical and exhibition-based programming\*\*\*

### **Programming**

16. The planning of temporary exhibitions and their related events are coordinated by the Council's Events and Exhibitions Officer who will consider all the exhibition proposals submitted to the Gallery along with the Arts & Heritage Manager and the Exhibitions Forum Panel. They shall consider proposals in accordance with the following criteria:
- The relevance of the exhibition to our exhibition aims, objectives and audiences as outlined in our Mission Statement
  - The Impact of the proposed exhibition in the promotion and support of engagement opportunities with our developing user groups
  - Availability and suitability, including legal title/ownership, of the items intended for display in the organisational priorities and staff time
  - Capacity to facilitate the proposed exhibition, which is subject to available resources, organisational priorities, and staff time
  - Scope for income-generation through sponsorship and retail opportunities
17. Access:
- All exhibitions and activities are organised with consideration to the physical access of all individuals, such as lower hanging heights, large print labels, hands-on activities designed to include all abilities and wheelchair access to all areas of the Coach House Gallery.
  - We endeavour to make exhibitions intellectually accessible, helping people to better understand the artwork by facilitating activities linked to exhibitions and providing an artist's statement.
  - We aim to offer a diverse range of exhibitions to attract new and varied audiences.

### **Implications of report**

#### **Risk**

18. Much of the agreement is standard and already in practice, therefore there is a little additional risk from current procedures.
19. There may be minimal implications for exhibitions officer, engagement and communications workload as exhibitors contribute more directly to our output as a council.

### **The Councils Green Agenda**

20. The work noted in this report does not impact the climate change and sustainability targets of the Councils Green Agenda and all environmental considerations are in place.

21. This report has implications in the following areas and the relevant Directors' comments are included:

Finance	x	Customer Services	
Human Resources		Equality and Diversity	
Legal	x	Integrated Impact Assessment required?	
No significant implications in this area		Policy and Communications	

**Comments of the Statutory Finance Officer**

22. There are no direct financial implications of this report.

**Comments of the Monitoring Officer**

23. No comments.

Chris Sinnott  
Deputy Chief Executive

Report Author	Ext	Date
Caroline Scott	NA	29 <sup>th</sup> September 2021

Following careful consideration and assessment of the contents of this report, I approve the recommendation(s) contained in Paragraph 2 of the report in accordance with my delegated power to make executive decisions.



**Dated 16/02/2022**

**Councillor Alistair Bradley**

Executive Member (Economic Development and Public Service Reform)