

# Astley Hall, Coach House Gallery and Museum Exhibition Guidance



This document is intended to give guidance concerning the procurement of temporary exhibitions at Astley Hall, Coach House Gallery and Museum (including The Coach House Virtual Gallery and External Exhibitions). This is to ensure that prospective exhibitors are aware of the Gallery's need to promote and encourage arts education, audience development, social inclusion, lifelong learning and presentations which are complimentary to Astley Hall, Coach House Gallery and Museum annual exhibitions programme.

## **Mission Statement**

Astley Hall Coach House Gallery and Museum aims 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.

### **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 of Chorley
- Ensure that all exhibitions are accessible to all, in terms of physical & intellectual access.

### **Objectives**

Astley Hall Coach House Gallery and Museum 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 Astley Hall's Museum collection
- 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

## **Audiences**

Astley Hall Coach House Gallery and Museum will expand its visitor figures by attracting a wide range of audiences through the delivery of innovative and accessible exhibitions. Our key audiences are:

- Chorley community, including CBC staff.
- Independent adults, including local interested adults, young adults and people, families, and groups identifying as (groups as identified in ["Cultural Segments"](#) Morris, Hargreaves, McIntyre)
  - 'Enrichment' (engage in arts and culture which fits their long-standing interests in heritage and nature)
  - 'Expression' (Identifying arts and culture as a key element of their lifestyle as a means of self-expression and are open to new ideas, pursuing challenge, entertainment, and intellectual stimulations through their cultural engagement)
  - 'Stimulation' (are open to a wide range of experiences, including new and experimental arts and culture with a desire to learn more about what is 'new')
  - 'Release' (Use arts and culture as a means of staying connected, with a desire to experience more but have several barriers to navigate in order to engage fully)
- 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**

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 Heritage & Cultural Development Office. They shall consider proposals on 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

The Coach House Gallery hosts temporary exhibitions, on average nine exhibitions annually (see attached plan of space).

The Coach House Virtual Gallery is able to support 12 exhibitions annually. External Exhibitions are subject to availability around other events and use of the park.

**As a guide to prospective applicants, we are now aiming to plan our exhibitions on a three-year programme and will aim, as a minimum, to book at least 12 months in advance, so please do bear this in mind when submitting proposals. Beyond this, we do programme in national touring exhibitions and more involved exhibitions further ahead due to the necessary lead in and organising time. We will therefore take exhibition proposals at any point in the year and hope to let prospective exhibitors know within 3 months whether their proposal has been successful or not.**

## **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.

The Coach House Gallery endeavours 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 in order to attract new and varied audiences.

## **Terms and Conditions**

### **Framing**

Work must be able to accommodate our integrated hanging system, which is subject to weight restrictions (details of which can be provided upon request).

No additional hanging which impacts directly on the gallery walls shall be permitted.

Plinths and cabinets may be provided (if available and upon request), any additional displays provided by the artist will be subject to a Risk Assessment being approved.

### **Content and Selection**

Astley Hall Staff reserves the right to refuse work that may be deemed controversial or offensive to the gallery audience. The decision of the Astley Hall Staff is final and is not open to debate. Priority will be given to work that may contribute to the Borough's corporate priorities for improvement, building community resilience and has associated learning opportunities for the public.

### **Education**

Astley Hall will, where possible, facilitate creative and educational partnerships including public workshops, talks and demonstrations linked to the current exhibitions.

### **Proposals**

Astley Hall will consider proposals from all individuals and groups. Proposals should include:

- A completed exhibition proposal
- A selection of images (please note that if a proposal is successful, we will require good quality jpeg images of no less than 300 dpi)
- An artist's statement of no longer than one side of A4, including suggestions for an activity/activities that link to the exhibition

## **Responsibilities of Astley Hall, Coach House Gallery and Museum**

### **Astley Hall, Coach House Gallery and Museum will:**

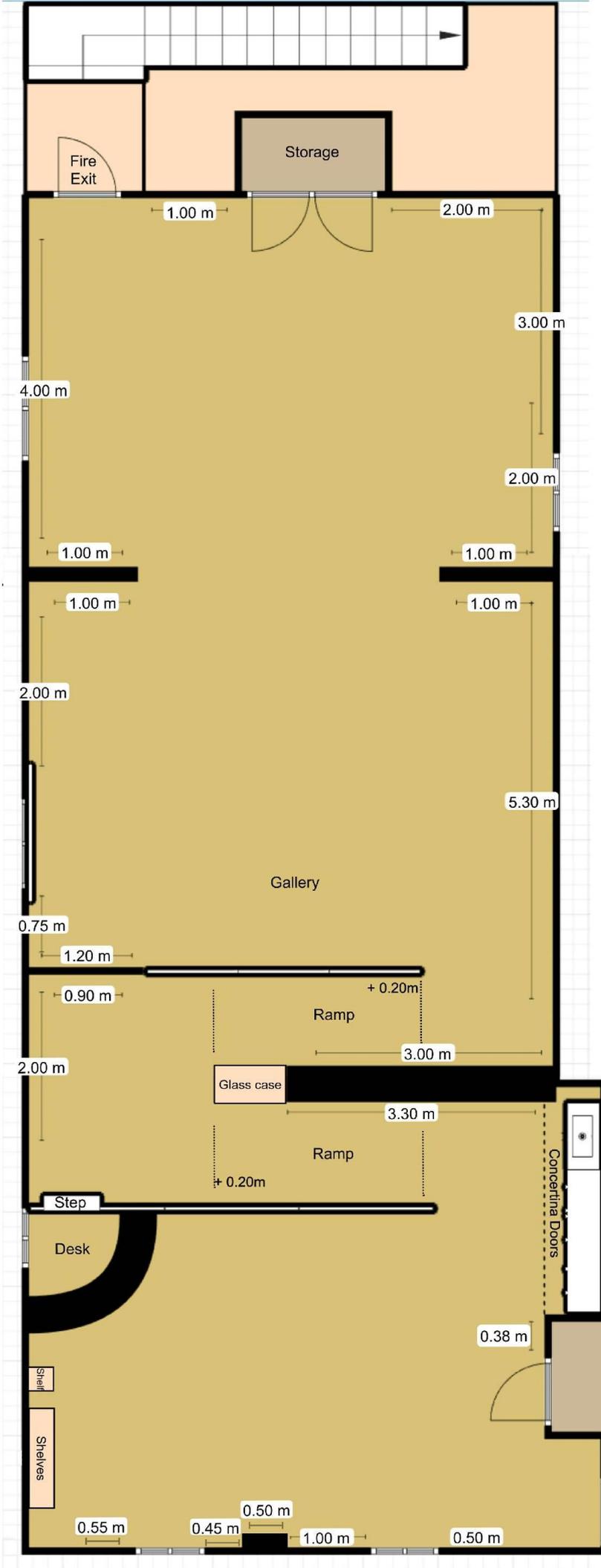
- Where invigilated by Astley Hall staff, Astley Hall will record the condition of work as it enters the museum and insure work at the artist's price, for loss or damage, from the dates of entry to collection.
- Where invigilated by Artist/Group, Astley Hall will record the condition of work as it enters the museum and insure work at the artist/group's price, for loss or damage whilst unattended and secured, from the dates of entry to agreed collection date.
- Transport requirements shall be discussed on an individual basis with details to be confirmed before programming
- Select any number of artists to exhibit together as it sees fitting
- Discuss the hanging and removal of all exhibitions with assistance offered at its discretion
- Publicise all exhibitions via the Communications department
- Provide a space and facilities for workshops or demonstrations
- Ensure adequate security

## **Responsibilities of Exhibitors**

### **Exhibitors will:**

- Delivery, hanging and collection of all works to take place within the agreed dates and time stipulated by Astley Hall staff – Astley Hall reserves the right to dispose of work not collected
- Provide a minimum of one free arts / educational activity relating to the exhibition, i.e. workshop, activity, demonstration or talk.
- Provide good quality images of artwork for use in the council's publicity materials for exhibitions (jpeg images should be no less than 300 dpi)
- Provide a valuation of each artwork for insurance purposes
- Read and sign exhibition agreement
- Clearly label each artwork with the number, title and full name
- Provide all exhibition related information / text and publicity material a minimum of one month in advance of the exhibition (suggested time frame of 2 months in advance to ensure adequate proofing of provided information)
- For exhibitions hosted in The Coach House Gallery, a commission of 15% will be charged on all works sold
- For exhibitions hosted in The Coach House Virtual Gallery, a commission of 10% will be charged on all works sold

- For External exhibitions, a commission will be negotiated based upon the nature and access of the piece
- Accept that compliance of Health and Safety guidelines may affect how work is displayed
- Take all packaging away as the museum does not have storage space available



# The Coach House Gallery

Total Hanging Rail Length = 39m