
**Manchester City Council
Report for Resolution**

Report to: Communities and Equalities Scrutiny Committee – 7 September 2016

Subject: Manchester City Galleries Annual Report

Report of: Director of Manchester City Galleries and Director of Neighbourhoods

Summary

This report details Manchester City Galleries' performance during 2015/16, outlines how we plan to deliver our vision in 2016/17, and presents a revenue budget for 2016/17 that was approved by Art Galleries Committee on 17 February 2016.

Recommendation

Members are recommended to approve the contents of the report.

Wards Affected: All

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Background documents (available for public inspection):

None

1.0 Introduction

Manchester City Galleries sits within Manchester City Council's Neighbourhoods Service, in the Growth and Neighbourhoods directorate, and forms part of the strategic partnership between Manchester City Council and the University of Manchester. The Manchester Museums Partnership, which is in receipt of Major Partner Museum (MPM) funding from Arts Council England (ACE), brings together three organisations – Manchester City Galleries, the Whitworth Art Gallery and The Manchester Museum. We all work together, across governance structures, to deliver the city's objectives and promote Manchester as a centre of knowledge, creativity and culture.

2.0 Vision for 2016/17

2.1 We will deliver our vision:

- To provide a safe, sociable and accessible cultural space for Mancunians and visitors; challenging thinking, opening minds and inspiring everyone through great art.
- To be internationally recognised for the quality of our artistic programme and collections, and excite and challenge people by bringing together the historic and the modern, linked to the most exciting contemporary art being created today.
- To help make Manchester a distinctive, attractive and vibrant place to live, work and visit; moving to a lower carbon future, driving economic prosperity and international profile, and improving the quality of life for all Mancunians.

2.2 We will focus on these 5 key objectives:

- Increasing the scale, quality and international standing of our artistic programme
- Developing and caring for our collection, making the best possible use of our unique cultural resource to excite and inspire people today, and in the future.
- Improving the quality of life of local people by maximising the impact of our work with school pupils and college students, young people, their families and people least likely to engage with culture
- Developing MAG and Platt as social and community spaces
- Making Manchester City Galleries a more sustainable and resilient organisation.

3.0 Performance in 2015/16

3.1 After an exceptional year in 2014/15, Manchester Art Gallery (MAG) and Platt Hall have welcomed well over half a million visitors in 2015/16. Our vision to present internationally important art continues to bring economic benefit to the city. In the last year our combined GVA (gross value added) contribution to the local economy was £12.8m (analysis from Ekosgen, December 2015).

3.2 With a footfall of 519,602, Manchester Art Gallery has maintained a high number of visits from people who are least likely to engage with cultural provision in the city, including black and minority ethnic people, disabled people and lower socio-economic groups. Our audience profile continues to

match that of our local population, which is exceptional amongst galleries nationally.

- 3.3 Audiences continue to respond positively to our extended opening hours. Our Thursday Lates programme at MAG continues to be popular, attracting over 350 visitors each night and up to 1,200 people for large scale events. Late night opening is particularly popular with tourists, and also enables us to attract a younger demographic to the gallery of ‘culturally hungry’ young adults who didn’t previously connect to MAG.
- 3.4 At Platt Hall, urgent remedial works have required shorter opening hours since August 2015 – however this has afforded insight into the potential new uses of the building and collections that will form the basis of forward planning for the gallery.
- 3.5 The quality and popularity of our artistic programme continues to attract large audiences. 2015/16’s exhibitions and displays included:
- The re-opening of the magnificent Gallery of Design on the top floor of Manchester Art Gallery with *Modern Japanese Design* which showcases the gallery’s collections of modern and contemporary Japanese fashion, furniture and craft.
 - *Eastern Exchanges*, a major survey of historic and contemporary craft and design from China, Korea and Japan
 - *The Imitation Game*, a ground-breaking exhibition exploring Alan Turing’s idea of artificial intelligence through the work of 8 international contemporary artists. Part of the European City of Science.
 - An exhibition of photographic light-boxes by Emily Allchurch *In the Footsteps of a Master* which included our first ever crowd-funded commission based on our painting of *Albert Square* by Adolphe Valette
 - *Houseproud: Art, Design and the Home*, a display showcasing the gallery’s pioneering industrial art collection of 1930s home furnishings to the present day
 - *Ed Atkins: Performance Capture*, our biennial, groundbreaking contribution to Manchester International Festival
 - A mid career survey of the work of respected artist Matthew Darbyshire: *An Exhibition for Modern Living*, featuring some of the very best international contemporary art from the Zabudowicz collection as part of a new partnership with this major London-based collector.
 - *Van Dyck: Artists in the Frame*, a display of self-portraits including the last ever by Van Dyck, recently saved for the nation by the National Portrait Gallery and The Art Fund.
 - *Pat Flynn Half-life of a miracle*, a solo exhibition by the Manchester-based artist
 - *Black on Black* an exhibition of black jewellery curated by Jo Bloxham
 - *Elsa Schiaparelli and Thirties Fashion*, an exploration of the important Surrealist fashion designer at Platt Hall
- 3.6 Manchester Art Gallery achieved a significant national media profile in 2015. Highlights included:

- *Eastern Exchanges* - eight features in key online arts publications, five articles in consumer, art and craft publications, and three broadcast pieces on the BBC International website and on BBC Manchester Radio
 - Matthew Derbyshire's *An Exhibition for Modern Living* received widespread positive coverage with double page features in the Independent on Sunday, three additional pieces of national coverage in The Sunday Times, The Sunday Times Style Magazine and the Guardian Guide, and five substantial features in art and consumer magazines including Royal Academy Magazine, Art Monthly, Museums Journal, GQ, and Elle Decoration
 - Pat Flynn's *Half Life of a Miracle* was covered by three online reviews in Culture 24 and in Art News and was included in the New Statesman's 'Things to do in 2016'
 - *Schiaparelli & Thirties Fashion* (At Platt Hall) featured in Elle Decoration. A review is also going to be published in The Independent.
 - *Modern Japanese Design* and the re-opening of the Design Gallery was covered by three substantial articles in The Daily Telegraph, The Independent and Wallpaper Magazine.
 - The *Imitation Game* was picked out as the Guardian's and The Independent on Sunday's 'not to miss exhibition in 2016'
- 3.7 Manchester Art Gallery's new website (manchesterartgallery.org) was launched in August and is a clearer, more visually appealing and responsive site that works equally well on mobile devices and desktops. The new site includes a completely updated, easy to use collection search. Visits are now increasing month on month as users become more familiar with our streamlined format. Since launch, we've seen a 55% increase in venue hire enquiries.

4 Targeted activity programme

- 4.1 Our *Open Doors* initiative, funded by the Zochonis Trust and DAC Beachcroft, enables us open the gallery early one Saturday every month exclusively for families with autistic children. This is now embedded in our programme and is proving very popular. Parent feedback is very positive; one mother stated that it helped her see the world through her child's eyes for the first time. The Arts Council reviewed the sessions positively, and a report from Brunel University, London, indicated that this work is internationally unique and important.
- 4.2 Our *English Corner* programme, which uses the gallery collection to develop English language skills for newly arrived migrants continues to engage some of the hardest to reach Manchester citizens, and was recently featured on News at Ten as an exemplary project supporting refugees and migrants to integrate them and help them find employment.
- 4.3 Our Health and Well-being programme is going from strength to strength with initiatives such as '*Take Notice*' and '*Mindful Marks*' attracting an audience that can use the gallery to de-stress and feel better. In October we piloted a very successful Thursday Late takeover with an evening of well being activities that attracted over 300 people, including the City's health trainers

and their clients. In a separate initiative we trained staff from Manchester's Pupil Referral Unit in using the gallery for children in their care.

- 4.4 Our schools and colleges' programme worked with 18,045 primary and secondary schools in Manchester and Greater Manchester, helping 137 school children achieve Arts Mark. In partnership with the Manchester International Festival, we worked with 10 colleges to investigate digital technology and link in to the Manchester universities and local digital companies. In a separate initiative (*Future Creatives*), we commissioned students from Manchester and Xaverian Colleges to produce artworks in response to the Matthew Darbyshire exhibition. The students – most of who come from wards where young people are least likely to engage with culture - were mentored by Matt Darbyshire and MMU Professor, Andrea Zapp. The best of the art works were displayed at Manchester Art Gallery, and the Lord Mayor hosted a celebration event for students and their families to mark the success of the project.
- 4.5 Our Age Friendly programme continues to grow. We deliver outreach activities in the city's residential homes and housing associations, for example Victoria Court sheltered housing association in Openshaw. Our age-friendly champions hosted a Thursday Late takeover, held an in depth review session, and run a monthly philosophy café with Age Manchester. The gallery's Learning and Engagement Lead plays an active role on Manchester's Age Friendly Ambassador's group.
- 4.6 Volunteering continues to grow at the gallery, with volunteers contributing to both front and back of house operations. Our visitor surveys are now conducted entirely by trained volunteers and, in partnership with The Manchester Museum, we have hosted volunteers from socially isolated backgrounds - one of whom is now in paid employment as a gallery freelancer. Volunteer activity at the gallery has increased this year, with the numbers of both the volunteers and the hours worked (a total of 4,081 hours to date) are up 20% on last years figures.
- 4.7 A number of case studies are attached as an appendix in order to provide more detailed information.

5 Maximising our assets

- 5.1 In 2015, we loaned 94 objects to 33 UK galleries and 15 international venues, strengthening our ability to borrow important works for our own shows, and promoting the City of Manchester nationally and internationally. International loans included Modigliani's *Portrait of an Unknown Model*, to the Hangaram Art Gallery in Seoul, two Renoirs to the Shanghai Exhibition Centre and a selection of Ironworker photographs to Jeremy Deller's exhibition at Venice Biennale. UK loans included four Turner watercolours to Tate's major Turner exhibition (*Painting Set Free*), two of which went on to tour to the Getty Museum in Los Angeles and the De Young Museum in San Francisco.

5.2 We have continued to make more effective use of the city’s cultural assets by identifying items in the collection that would be more publically accessible elsewhere within the Manchester Museums Partnership. In 2016/17 we intend to transfer Manchester City Galleries’ flat textiles to the Whitworth Art Gallery, and numismatics and archaeological collections to the Manchester Museum. In return, the Wedgwood and Studio ceramics collections from Manchester Museum are being transferred to Manchester City Galleries.

6.0 Budget overview

6.1 Our budget for 2016/17, approved at Art Galleries Committee on 17 February 2016, includes a cash limit budget of £2,065,129

Expenditure	Proposed gross revenue budget 2016/17 (£000)
Staffing	2,210
Premises	218
Transport	96
Supplies and services	713
Internal charges	21
Total	3,258
Funding Source	
MCC cash limit	2,065
ACE Major Partnership Funding	462
Art Galleries Trust (fundraising)	260
Commercial, schools and other earned income	448
HLF Collecting Cultures	24
Total	3,258

6.2 Fundraising has contributed almost £300k this year to our core costs. Over £138k was raised specifically to support *The Imitation Game* (opening February 2016); including £60k from ACE’s Grants for the Arts and £45k from the Taipei Representative Office in the UK

7.0 The delivery of our vision in 2016/17

7.1 This year sees a major focus on fashion, costume and design – both historical and contemporary – reflecting our strategic intention to showcase all aspects of the city’s collections at MAG. We intend that MAG should be recognised as the leading northern centre for design and fashion, and next years exhibitions afford significant reach into diverse audiences (from local students through to older visitors) and has a significant tourist pull. The programme also builds on a number of major national partnerships with the National Portrait Gallery, the Barbican and the national 14-18 NOW programme. In 2016, the gallery is playing a very significant role in national commemorations of the war on the Western Front.

7.2 Major exhibitions and displays for 2016/17 include:

- *Vogue 100*, a major photographic exhibition marking the centenary of Vogue Magazine in partnership with the National Portrait Gallery and British Vogue.
- *Fashion & Freedom*, an ambitious, multi-faceted exhibition that examines the fashion legacy of the First World War for the 21st century, funded by the national 14-18 NOW cultural programme.
- *The Edwardians*, a display from the collection showcasing Edwardian paintings, costume, and craft and design.
- *Strange and Familiar*, a group exhibition by international photographers presenting contrasting views of British life, curated by photographer Martin Parr and in partnership with the Barbican.
- An exhibition of Wynford Dewhurst 1864-1941, a Manchester impressionist painter dubbed 'Manchester's Monet', drawn from our collection and curated by art historian Roger Brown
- A display from the collection commemorating the Battle of the Somme
- An exhibition by Boris Nzebo, a painter from Nigeria, continuing the legacy of *We Face Forward: West African Art Today*, funded by the Paul Hamlyn Foundation.
- A new display in the Design Gallery focussed on south asian craft, design and fashion (as part of our 2017 3-year programme of south asian art and culture).

7.3 Our learning programmes will continue to improve the quality of life of Manchester residents. Backed by funding from MCC, ACE and with corporate financial support, the gallery's learning programme will build on current strengths; including early years and families, schools' arts week, intensive skills-based work with sixth form students, a vibrant social programme for the City's young residents, health and well-being activities for adults, and a lively programme for our age-friendly audience. We aim to target new audiences in these key groups and help them to becoming regular gallery visitors who can access our the gallery with confidence.

7.4 Keys areas for learning and engagement with Manchester residents in 2016/17 include:

- Extend Arts Weeks offer to North Manchester primary schools, supporting the achievement of Arts Awards and Arts Mark. We will work with St Augustins RC Primary in Harpurhey, Charlestown Community Primary and Crosslee Primary School in Blackley.
- In secondary schools, prioritise new relationships with Levenshulme High School for Girls, Whalley Range High School and the North East Manchester Academy to develop support for creative learning.
- Double the number of sessions and drop-in activities and advertise these to Manchester mental health charities and their groups.
- Develop partnerships with local housing associations and residential homes including Victoria Square (Ancoats), Grange Anchor Sheltered Housing and a network of associations linked by All FM, to promote the well being offer to their residents.

- Continue engagement with new arrivals to the UK through *English Corner* to help them integrate into Manchester's cultural life and secure employment. We've expanded our network of learners through Manchester's *Talk English* programme and will be training their tutors and volunteers.
 - Develop the focus on fashion and design in 2017/18, connecting activities with *Fashion and Freedom* and developing the *Future Creatives* programme with sixth form colleges to support the students' course work. Extend partnerships with Xaverian and Manchester Colleges to include Connell College in Beswick, Levenshulme High School for Girls and Whalley Range High School.
- 7.5 Our priority for 2016/17 is to make the organisation as sustainable as possible so we can continue to deliver a high quality cultural offer, and support the The Manchester Strategy as cost-effectively as possible.
- 7.6 We will be reviewing all our commercial and income-raising activities to ensure that they support and enhance our core offer in a way that maximises net profit. We will continue to develop our shop at MAG to offer a unique, high quality retail offer that's more closely aligned to our exhibition and display programme. This will include a redesign and refit of the space, and continued refocusing of our merchandising and product development. The Café has recently been refurbished by our new catering contractors (F3) and we will work with them to develop a high quality, affordable food and drink offer.
- 7.7 2016/17 will see a strategic review of future opportunities for display, cultural engagement and commercial use at Platt Hall to expand community use and increase income.
- 7.8 Working with AMP, FM and Energy Management, we will continue to lead the way with our environmental sustainability work, through the replacement of end-of-life mechanical and electrical systems with lower energy alternatives, reviewing the way our buildings operate, and working to make MAG a lower energy consumer while exploring innovative ways to safeguard the collections that avoid the need for tightly controlled heating, cooling and humidification.
- 7.9 We will work with the Corporate Landlord and AMP to address long standing building issues.

Case study Age Friendly Thursday Late Take Over July 2016



Last July, a group of Age Friendly residents took over the programming of a Thursday Late event, delivering a series of performances, discussion, tours and art-making sessions that commemorated the Battle of the Somme. This event created a fresh take on the gallery's exhibitions, *Fashion and Freedom* and *Goodbye to all that* and attracted in a new audience to be inspired by and enjoy the surroundings and displays in the gallery. The group succeeded in delivering a uniquely moving evening, one that coupled commemoration, an appreciation of the art work interpreting 1914-18, and the enjoyment of sharing responses and sentiments together.

The event was the culmination of six months of workshops that combined the life experience of the group, made up of residents from Studio One (Wythenshawe), Trinity House (Fallowfield), Out in the City (city-based LGBT group) and Age Friendly Champions living in Belle Vue, Longsight and Didsbury, with the expertise of staff at the gallery. Sessions also took place at Grange Anchor Sheltered Housing in Newall Green and residents from the Grange visited the gallery for the first time for the evening.

An audience of over 700 participated in the event, including older residents from the group's network and a wide range of visitors whose interest had been piqued through the gallery's social media presence.

The build up to the event, as well as the event itself, enabled the group of Age Friendly Manchester residents to engage with the cultural life of the gallery and the city. As a group, they took this opportunity to develop their ideas, extend their confidence, shape, market and deliver a public programme with the gallery and attract in a new audience. This contributed to their own personal well being, their ownership and engagement with the gallery and the delivery of an evening that was popular, well attended and provided another focal point for the City's commemoration of the Battle of the Somme.

'As an ex soldier, being involved in the Battle of the Somme performance meant so much to me. I couldn't believe so many people came to see it'.

Malcolm, from Studio One.

'I just want to say what a fabulous evenings it's been. The Songs of the Somme performance was especially good but everything was fantastic and the staff were so helpful. It was my first time in the gallery ever. I didn't realise how many different rooms there are in one gallery'. Joanna

'I think it was brilliant. We thoroughly enjoyed it. I've been a couple of times before but this was an eye opener. I've realised I enjoy galleries and art and want to make galleries part of my life now'. John



Case Study – English Corner - Learning English at Manchester Art Gallery

Since 2013 Manchester Art Gallery has been running English language sessions so that new arrivals to the city can improve their English, meet new friends and make a first step to taking up the city's cultural offer. The gallery's free English Corner sessions, take place at lunchtime on every second Wednesday and on the third Thursday evening of the month. The success of the sessions is based on using art as a stimulus to encourage participants to listen and to speak. Participants particularly enjoy using the city's art collection as an introduction to Manchester's rich culture and history. Recently, BBC's News at Ten featured Manchester Art Gallery's English sessions as a model of good practice in supporting integration.

The gallery's English Corner is connected to Manchester City Council's Talk English initiative and to the agency, Refugee Action. We work with both partners to build relationships with community groups that include new arrivals, refugees, asylum seekers and people who've been living longer in the city but not had the opportunity to improve their English. We deliver introductory workshops and then refer the individuals to the drop in sessions so they can continue to access support as well as learning independently. Training is also offered to tutors and volunteers to help them lead exploration of works in the gallery and offer any practical support required.

Around fifty participants join in the gallery's drop in English Corner sessions each month and groups of up to forty take part in the courses set up with Talk English and Refugee Action. Overall the gallery has supported nearly three thousand people since English Corner started, with one thousand learners per year improving their English Language in gallery sessions.

The gallery's English Corner goes further than providing a boost to learning English. It provides opportunities for people to meet, experience the city's history and culture and to share their own backgrounds. It uses the city's art collection, both British and international art, as a starting point to stimulate discussion, increase confidence and support integration.

Comments from participants:

The English Corner was very lively. I made a lot of new lovely friends and it was a good opportunity to practice speaking English

We came to the gallery and I didn't know what we were going to do but it was fun in the end. The gallery staff was really nice. I want to learn English so that's it's a good way to do it.

I really like this project. The women were good and my English speaking and listening did improve. The most important thing is that I was given the chance to do something outside the home. If God permits, I will do this course again.



Case Study – Open Doors at Manchester Art Gallery

Open Doors is Manchester Art Gallery's programme for families with Autistic Children. The sessions take place every third Saturday of the month. The gallery opens early at 9.15 for families with autistic children so that they get exclusive access to the exhibitions and the Clore Family Art Studio. This gives the families the freedom to engage with the space in their own time, adjusting to the echoes, smells and objects that fill the gallery. The workshops last until 10.45 but the families regularly stay longer as they become used to the gallery and feel comfortable in the space.

The gallery started Open Doors after taking guidance from the National Autism Society (NAS). They advised that there was little on offer for autistic children in mainstream provision and many obstacles in accessing services. NAS trained gallery staff on the best ways of working with autistic children and promoted our sessions through their parent networks.

Numbers attending vary month by month, from a handful of children and parent / careers to more than 40 family members. The children have ranged from 5-16 years old. Feedback has been incredibly positive with parents commenting on the therapeutic value that the sessions have, calming and engaging their children. It is estimated that more than 800 families have engaged with the programme to date.

One mother spoke of how it helps her to see the world through her child's eyes. Arts Council England has identified it as good practice, noting that the parents really value the sessions. A study by Brunel University, London reports that it is the one ongoing museum programme that offers sessions for autistic children.

Open Doors now functions as a family day out for whole family groups, not just the autistic child. Some families, boosted by confidence acquired during these sessions, are now attending our regular holiday workshops, secure in the knowledge that there is back up support and a quiet room that they can use.

Comments from parents:

'We came with our 20 month old and she loved it! The curtains, the black and white drawings, and the acetate patterns were enthralling! This is our second time coming and she never wants to leave!'



'I've never seen him so happy. What a fantastic idea.'

Case Study: Family Learning volunteer team Manchester Art Gallery



As part of its commitment to ensuring Manchester families feel welcomed and supported, Manchester Art Gallery has provided additional training for 10 of its 80-strong volunteer team to create the Family Learning Volunteer team. This group of enthusiastic volunteers supports staff and artists in setting up and delivering workshops, meets and greets families and helps them to explore the gallery's exhibitions and collections.

Crucially the volunteers give the gallery the capacity to spend more time engaging with families so their experience is high quality, personable and fun. The Family Volunteer Team supports engagement with more than 28,000 family members per year. Family activities during the busy summer holiday, when we expect 6,000-8,000 family visitors, would not be possible without this dedicated, specially trained team.

As well as general support, the team works particularly hard to welcome families who might not have visited the gallery before and families who have disabled children. A good example of the positive impact of this additional capacity is the introduction of early opening, one Saturday per month, for families with autistic children. A parent with an autistic child commented 'We've noticed our child's behaviour changes with Open Doors. He's also a lot calmer and focused when we're back home.' The Family Learning volunteer team enables Manchester Art Gallery to provide this relaxed and supportive environment and reduces uncertainty about visiting the gallery.

Providing specific training and opportunities for the volunteers on the team is valuable too. They tell us that it helps them develop skills, build confidence and friendships and keeps them active in the cultural life of the city. The gallery is part of the Inspiring Futures partnership which works with socially isolated adults. Several of these volunteers have become part of the family volunteer team, making a big step up in confidence, skills and in one case building a path back to paid employment.

Volunteers in the team range from students enhancing their career options, unemployed residents seeking new skills, people at risk of social isolation, and older people who want to remain active.

Cliff : I volunteer to add structure to my life, to continue to learn about life and to try and give a little back to the community. I am a proud Mancunian and enjoy spending time in one of Manchester's great buildings. The atmosphere at the gallery is something new to me. I do hope in return for all I get, I give something back.

Stephanie : It has been a very enjoyable experience being part of MAG community. I get to spend quality time browsing great art at a top art gallery, working alongside brilliant artists and having a lovely time with the young artists in-the-making that come to the Mini Art Club.