

Barry Town Hall – Gallery

Some points of consideration – for the sustainable development of the gallery space at Barry Town Hall.

Art Activities

Practical workshops
Master classes
Mural project – linked to history of Barry (schools project)
Artist talks & gallery talks
Fashion show – Barry College
Foundation / Btec shows – Barry College

Links with the Library

Literary events
Book launches
Oral history events
Small theatre shows
Storytelling

Exhibitions

Potential exhibitors include:

VOGA (Vale of Glamorgan Artists)
Women's Arts Association
Barry Camera Club
Barry College
Barry Community Arts
Penarth Community Arts
Twinning Events
Welsh Group
South Wales Arts Society
Cardiff Drawing Group

Income Generation

Friends of the Gallery

A scheme that would charge individuals and supporters of the gallery a fee per year to support the work of the gallery. They would receive quarterly newsletters, invites to shows and assist with exhibition openings. A fee of £10 per person would generate £1,000 if there were 100 members.

Organisations could be charged a higher fee for membership.

Sponsorship

Contact local businesses and individuals about funding certain aspects of the exhibition programme including schools projects, exhibition support and catalogues – Redrow Builders (waterfront)

Fundraising

The gallery could apply to various bodies for funding towards the exhibition, education & outreach programmes.

Funders include: the Arts Council of Wales, the Big Lottery, the Colwinston Trust, Esmee Fairburn Foundation, Clore Foundation, amongst others.

If necessary, the 'Friends of the Gallery' could set up a trust with a board of membership to allow them to apply to various charities & trusts, that wouldn't be available to the local authority.

Arts Council of Wales

Small grant funding (up to £5,000) is available on an annual basis to individuals, organisations and local authorities for arts projects – visual/applied arts, music, dance, drama.

Mainline grants (over £5,000 - £30,000)

Available on an annual basis to support projects, new initiatives, and projects with an arts focus in any art form.

The amount that the local authority can apply for is up to 75% of the total project cost.

Barry is also a priority area for us in terms of ACW funding, as the level of lottery funding allocated to the town and also the Vale in general, is below the amount allocated to other counties in Wales.

The Arts Council revenue funds around 15 galleries in Wales, with others supported on a project basis. Collectorplan is run in 90 galleries across Wales.

Hire Fee

Charge a fee to hire the gallery space per week. This could be on a sliding scale, with individuals charged (£150), schools (£200) and larger organisations (£250).

The current rate at the Washington Gallery, Penarth is £250 per week, and the Norwegian Church, Cardiff £200 per week. Both these spaces are in great demand from artists and arts organisations wishing to show their work.

If the space is let out for 45 weeks per year, at an average charge of £200, this would generate £9,000 in income.

Staffing

The gallery needs at least a part-time co-ordinator to organise all the exhibitions, sales, hiring of the space etc.

This person would work closely with the library staff, arts development manager and other associated staff to allow the gallery space to run a successful and well resourced facility. All these staff members should meet be on a regular basis to share information and to give updates.

The co-ordinator could also make applications to funding bodies, trusts and charities and they would also co-ordinate the 'friends of the gallery' scheme.

Commission on Sales

Charge 30% commission on all sales, which is slightly below more commercial galleries who charge between 40% - 60% on commission.

This is a relatively easy way of generating income, but it would mean running a mixed programme of exhibitions, some of which would be programmed to increase sales figures.

Arts Council of Wales' Collectorplan Scheme is also available to galleries, which allows individuals to purchase work over £50 and up to £2,000, with repayments spread over 10 months at 0% commission.

Barry Open Art Show

An opportunity for local artists to submit work to be exhibited in the gallery and chosen by invited selectors. It could be £5.00 per entry (200 entries could generate £1,000 income).

This is a chance for local amateurs and professional artists to have their work shown in a prestigious gallery. Similar events take place in St David's Hall (Welsh Artist of the Year), Oriel y Bont in the University of Glamorgan (Purchase Prize) and Rhondda Heritage Park (the Rhondda Open).

Access

All of the above ideas are largely dependent on the gallery staying the same size, as all these activities need a flexible space that can be changed and moved around accordingly, depending on the exhibition or activity taking place.

There needs to be closer collaboration between the library and the gallery in terms of staffing, programming and timetabling of activities, if the space is to be a sustainable and a well used resource for Barry and the surrounding Vale.

This type of facility is a major development in the provision of gallery space in the Vale. ACW funds a large number of artists, arts / community organisations and local authority activities in the area, who I know would make good use of this type of facility on a regular basis.

The new library & gallery could help enormously in raising the profile of the arts in the Vale, providing quality provision for a range of arts and literary events.

Touring Shows

The gallery could link up with other gallery spaces within the Vale, including St Donat's Arts Centre and the Washington Gallery, to offering touring shows within the county. Or even look at collaborating with galleries in other parts of Wales including Llantarnam Grange, Cwmbran; Model House, Llantrisant; Mission Gallery, Swansea.

This would allow the gallery to receive professional art shows as part of a tour of the work, which would include a catalogue and publicity materials.

The gallery could also then arrange for the work of artists from the Barry and the Vale to be toured to other parts of the country, highlighting the rich cultural and artistic heritage of the area and again raising the profile of the gallery. A fee of around £1,000 can be charged to other venues per exhibition.

Conclusion

I understand that the gallery has been well used and attendance figures have been impressive since the gallery opened in November 2006. I also understand that the gallery has been approached by potential exhibitors well into 2008, which shows the demand for such a facility.

This gallery is a major development in the artistic life of the area, a resource that should be maintained and development through close collaboration with local arts / cultural organisations, and through building long term relationships with other funding bodies.

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