

DUNDEE CITY COUNCIL

REPORT TO: Leisure, Arts and Communities Committee - 24 March 2008

REPORT ON: Dundee Contemporary Arts - Revenue Support 2008-2009

REPORT BY: Director of Leisure and Communities

REPORT NO: 188-2008

1.0 PURPOSE OF REPORT

1.1 To submit to the Committee a request for renewal of Revenue Grant Funding to Dundee Contemporary Arts Ltd for the year 2008-2009.

2.0 RECOMMENDATIONS

2.1 That the Committee approves the level of Revenue Grant funding amounting to £266,940 as set out in the report.

3.0 FINANCIAL IMPLICATIONS

3.1 The service charge for the provision of core activities in 2008-2009 amounts to £116,381 and will be contained in a formal management agreement. The funding required in 2008-2009 for previously approved services transferred to Dundee Contemporary Arts Ltd amounts to £150,559. Allowance has been made for the foregoing expenditure totalling £266,940 in the Leisure & Communities Department's 2008-2009 Revenue Budget.

3.2 The terms and conditions of these payments will be contained within a Management Agreement 2008-2009 between Dundee City Council and Dundee Contemporary Arts Ltd.

4.0 MAIN TEXT

4.1 During 2007-2008, Dundee Contemporary Arts (DCA) continued to operate a very full programme for 7 days a week, 12 hours a day, with brief closures at Christmas and Hogmanay and some selected closures during the replacement of the bar floor in April. During this time Dundee Contemporary Arts expect to have welcomed over 235,000 people through the doors and brought in over £1.26m of external investment and trading income into the Centre over and above the investment from Dundee City Council.

4.2 Review of 2007-2008

DCA entered into 2007 with a renewed vigour having been granted "Foundation" status by Scottish Arts Council, recognising the role of DCA on the national stage. This recognition was supported by additional levels of revenue support enabling the long-awaited changes in the senior management team to be put in place.

The change process was undertaken seamlessly, recruiting 4 new senior members of staff while continuing to bring into the building substantial numbers of visitors recording an average of 670 visits per day and continuing to achieve critical and popular success with their programme.

DCA also continued to develop its work within the city in partnership with the City Council and others on many levels including being involved in very successful Leisure & Communities Department bid to the Scottish Executive for a groundbreaking cultural pathfinder project that has been actively working with communities in the Ardler, Kirkton, Lochee, Charleston and Menzieshill over the past 12 months.

In the main gallery spaces DCA had a programme of exhibitions that sustained their international profile and reputation. The programme opened in April with the "Kill Your Timid Notion" festival. This festival, which featured performances, film screenings, talks, workshops and seminars, brought together a range of international artists working in image and sound for a unique and groundbreaking event that attracts an international audience.

This was followed by "Peacocks Among the Ruins". In this exhibition DCA worked with the Scottish design duo Timorous Beasties to curate a major exhibition showing the work of designers who use the natural world as an inspiration for interior design. The exhibition formed part of the national "6 Cities Design Festival" in May and featured heavily in national press coverage of the festival.

Following this DCA presented an exhibition curated in partnership with the Arnolfini in Bristol. The exhibition, entitled "Pale Carnage" presented some cutting edge contemporary art work using film, computers and photography, as well as sculpture and wall-based works. The exhibition theme reflected on some challenging contemporary ideas of desire, decadence and voyeurism.

The next exhibition at DCA was the first major exhibition in the UK of the young Swedish artist Johanna Billing. Billing works with video, creating complex narratives that fall somewhere between fiction and document. Often using pop music as a vehicle for exploring themes of young individuals contemplating life in an evolving post-conflict Europe.

An exhibition by the US-based artist Matthew Buckingham straddled the Christmas break. Featuring large-scale installations using film and video, Buckingham's work re-visits particular historical narratives and re-tells these meticulously researched stories in order to encourage the viewer to re-examine history from new perspectives.

The final exhibition of 2007/2008 featured the sculptures of Camilla Low. Although currently working in Norway, Low was trained in Scotland and spent key years here developing her work. This was her first major show in the UK and attracted significant press interest. The show was conceived and delivered by DCA's new programme team and is set to tour to another venue in Scotland later this year.

During 2007/2008 almost all of DCA's exhibitions originated from the organisation - being curated or co-curated by DCA staff. In almost all cases they offer the first (if not only) opportunity for audiences in the UK to see these exhibitions by internationally acclaimed artists. This is important in maintaining the status of Dundee as being at the leading edge of the presentation of contemporary art in the UK. In 2008 the presentation of the work of Camilla Low coincided with her being awarded the prestigious "StatOil Prize" in her native Norway.

DCA also produced some major publications featuring the artists exhibiting in the galleries. These included publications on the work of Matthew Buckingham, Johanna Billing, as well as a major catalogue for the "Peacocks Among the Ruins" exhibition and an exhibition guide for "Pale Carnage".

Community & Education Programme

The DCA Community and Education programme delivered some 200 programmed events, reaching over 3000 participants. The year saw a slightly refined strategy which featured both high-profile programme events and longer-term better developed

relationships with partner groups. Amongst these DCA has grown its successful 'Art Action' project, featuring regular Drop-in Session for young people, giving them the opportunity to produce artwork and engage with DCA's programme of exhibitions, films and events. Arts Action featured in the Scottish Arts Council publication Firing the Imagination 2 as an example of best practice.

One highlight of the year was the attempt on the record for the world's longest comic strip as part of the opening events for the Six Cities Design Festival. Members of the public were asked to contribute and/ or illustrate stories and tales relating to Dundee. The attempt broke the world record by 50m at over 490m in length and was made up of 500 individual A2 frames. The event received positive press from local TV, newspapers and radio. During the summer the team also led a three day event celebrating street art and graffiti culture, featuring over 30 artists painting a 360 ft wall, workshops, film screenings, talks and a club night. In addition to these very public events the DCA Community and Education programme continues to work with many individuals and groups from across the city including ; NHS Dundee Trust's ST/Art programme, St Mary's RC Primary, Woodlea Childrens Centre, Highwayman Youth and Community Centre, Our Lady's Primary School, Peer Education Project, DCC Sports Development, The Space, Scottish Dance Theatre, The Rep, Camperdown Wildlife Centre, DCC Youth Services, Dundee/ Nablus twinning Association and the Whitfield Jolly Lovables over 55 lunch club to name but a few.

Cinema

The Cinema year continued with over 2,500 screenings of films from all corners of the globe, as well as the hugely successful local film archive nights and the celebration of works made by local producers of all ages. The cinema Community and Education activity has included outreach projects for formal education groups, workshops in animation, movie-making and editing, with a 100% uptake in participation. This year also saw the fourth 'Discovery International Film Festival for Children and Young People' at DCA. This event, managed and curated entirely at DCA, grew in scope and with support from partners in Scottish Screen, BBC, City of Discovery Campaign and Stagecoach, saw 3,500 children visiting DCA's cinemas over 10 days to see the best of world cinema for children and young people. The event also featured workshops for both fun and career development, delivered in partnership with key industry partners, including the hugely successful BBC Blast roadshow, which was parked on Greenmarket for several days in the middle of the festival. During the year DCA also grew its relationship with Scottish Screen with DCA being named specifically as one of the 6 new 'Cultural Cinema Hubs' of Scotland who will be working closely with Scottish Screen on the development of cinema exhibition in Scotland.

Shop

The DCA shop continues to show a changing programme of high quality craftwork from Scotland and beyond, while also providing an opportunity for the people of Dundee to purchase a wide range of arts publications. It also provides an outlet for locally produced artworks in a variety of forms and with 10 exhibitions by craftworkers during this year, it further extends the range of work available for audiences in the city.

Print Studio

The Print Studio continues to support the production needs of artists alongside those who want to develop their creative skills for the first time. Both studio membership and workshop activity have continued to rise again this year. DCA have also introduced new facilities to support those working with digital media including workshops in digital video, DVD authoring and digital photography.

DCA is committed to continuing to grow and develop its Dundee audience through

reaching current, lapsed and non attenders through its marketing activities. DCA aims to increase frequency of current customers through intelligent use of data and direct mailing and emailing campaigns. Lapsed attenders have been contacted to encourage a return to DCA and non attenders have been targeted through leaflet drops to selected Dundee postcodes.

By applying a coherent design to all of DCA's printed publicity, for the first time in 2007, they have successfully communicated the quality of the DCA brand across all programme areas which has been particularly successful in growing audiences for DCA's creative courses. DCA is committed to sustaining this design principle in order to reassure customers of the quality of the brand.

DCA has also focussed on growing family audiences for quality cinema through its Bring a Baby and associated marketing campaigns as well as through extended publicity for the Discovery Film Festival of International Cinema for Children and Young People.

By investing in groundbreaking, qualitative research into audiences' motivations and attitudes, DCA now has a significant evidence base on which to build its marketing campaigns. This evidence has supported the development of DCA's website (due for launch in early April 2008) and in sourcing a new ticketing system (installed March 2008) which will be used to develop a customer relationship management system. This will result in an extension of DCA's e-publicity function, reducing environmental impact of marketing campaigns while, simultaneously, growing and developing audiences.

4.3 Major Plans for 2008-2009

Highlights for the coming year will include a significant set of exhibitions culminating in the 10th birthday celebrations in Spring 2009. DCA will present the first major show in the UK by Spencer Finch, a US-based artist who works with light, and a summer show looking at new directions in painting. The 10th birthday will be anticipated by an exhibition entitled "TIMECODE" which will feature works by artists looking at time and its passing. The growth of the Discovery Film Festival into a year-round programme of educational development and children's culture will continue, alongside the other festival offerings, which include "Kill Your Timid Notion" - the festival of experimental film and music, Projector Animation Festival and festivals featuring Italian, French and Asian cinema.

- 4.4 Dundee Contemporary Arts sustained 78 full time equivalent jobs in Dundee during 2007-2008 and they are projected to achieve 48 % of their income from non public services in 2008-2009.

5.0 POLICY IMPLICATIONS

This report has been screened for any policy implications in respect of Sustainability, Strategic Environmental Assessment, Anti-Poverty, Equality Impact Assessment and Risk Management.

There are no major issues.

6.0 CONSULTATION

- 6.1 The Chief Executive, Depute Chief Executive (Support Services), Depute Chief Executive (Finance) and Head of Finance have been consulted on this report and are in agreement with its contents.

7.0 BACKGROUND PAPERS

7.1 None

**STEWART MURDOCH
DIRECTOR OF LEISURE AND COMMUNITIES
4 MARCH 2008**

	Estimated Out- turn 2007-2008	Draft Budget 2008-2009
<u>Expenditure</u>		
Core	86,023	91,604
Arts	699,611	731,960
Operations	419,465	462,065
Communications	301,213	249,229
Community and Education	140,765	165,435
Total Expenditure	1,647,077	1,700,293
<u>Income</u>		
Core	258,900	261,496
Arts	412,063	453,199
Operations	90,121	98,000
Communications	12,738	18,700
Community and Education	62,983	102,800
Sub Total	836,805	934,195
<u>Grants</u>		
Scottish Arts Council - Revenue	500,000	505,000
Scottish Arts Council - Project	29,545	0
Dundee City Council	263,645	266,940
University of Dundee	10,000	10,000
ERDF Marketing	44,414	0
Sub Total	847,604	781,940
Total Income	1,684,409	1,716,135
Surplus /(Deficit)	37,332	15,842
Surplus Brought Forward	15,310	52,642
Surplus Carried Forward	52,642	68,484