

DUNDEE CITY COUNCIL

REPORT TO: Leisure, Arts and Communities Committee - 22 March 2010

REPORT ON: Dundee Contemporary Arts - Management Fee 2010-2011

REPORT BY: Director of Leisure and Communities

REPORT NO: 94-2010

1.0 PURPOSE OF REPORT

- 1.1 To submit to the Committee a request for approval of the Management Agreement Dundee Contemporary Arts Ltd for the year 2010-2011.

2.0 RECOMMENDATIONS

It is recommended that the Committee:

- 2.1 remits the Director of Leisure & Communities, on behalf of Dundee City Council, to update the Management agreement with Dundee Contemporary Arts, subject to on-going monitoring and evaluation as to its efficiency, economy and effectiveness.
- 2.2 remits the Director of Leisure and Communities to keep these arrangements under review and amend as appropriate.
- 2.3 approves the level of management fee for 2010-2011 amounting to £270,279 as set out in the report.

3.0 FINANCIAL IMPLICATIONS

- 3.1 The service charge for the provision of core activities in 2010-2011 amounts to £117,836 and will be contained in a formal management agreement. The funding required in 2010-2011 for previously approved services transferred to Dundee Contemporary Arts Ltd amounts to £152,441. Allowance has been made for the foregoing expenditure totalling £270,279 in the Leisure and Communities Department's 2010-2011 Revenue Budget. See Appendix 1.
- 3.2 The terms and conditions of these payments are contained within a Management Agreement 2010-2011 between Dundee City Council and Dundee Contemporary Arts Ltd.

4.0 MAIN TEXT

4.1 Review of 2009-2010

2009/10 was the third year in which DCA was working within the context of Scottish Arts Council 'Foundation' status. It also saw the culmination of the events around the 10th birthday with a series of major exhibitions including the success of the curation of the Scotland and Venice project. Partnership working with Dundee City Council continued with work on the new cultural strategy for the Dundee Partnership and membership of the Culture and Learning Group of the Partnership as well as active engagement with the Cultural Agencies Network and the cultural links group with DALMG (Dundee Association of Local Management Groups).

Exhibitions

In the main gallery spaces DCA had a programme of exhibitions that sustained their

international profile and reputation. Following the 10th birthday celebrations in March 2009 the galleries opened an exhibition entitled 'The Associates' which presented the work of 17 artists who had all developed their skills in Dundee. The exhibition was testament to the significant status of Dundee as an international centre for contemporary art practice. The exhibition was the second of the birthday year and represented one aspect of the birthday programme that had been conceived by staff to represent the different aspects of contemporary cultural practice in this special year. The exhibition title was also intended to acknowledge one of Dundee's great cultural mavericks – Billy McKenzie – and this coincided with Dundee Rep Theatre's production of 'Balgay Hill' which led to some good opportunities for shared programming.

The summer exhibition that followed 'The Associates' featured three projects created by artists all currently working in and around Dundee. The main gallery played host to the work of the artists' collective 'Ganghut' and involved a joyful celebration of collaboration amongst the 10 artists who form the group. One surprise success of this exhibition has been the 'Dundee Saved My Life' t-shirts that are now being sold in the DCA Shop. Other elements of the summer exhibition included work by Susanne Nielsen, which sited a greenhouse in Gallery 2 featuring plants representing the colours used by the famous abstract artist Mondrian, as well as a series of silhouette portraits of characters from the Dundee cultural scene ranged at high level along the DCA foyer by artists John Louden and Rob Hunter.

The next exhibition at DCA was 'It's Burning Everywhere' by the Paris-based artist Thomas Hirschhorn. This exhibition brought together a large amount of objects into the galleries to create a huge installed work that was critically celebrated across Scotland and beyond as one of the most significant exhibitions of the year. Hirschhorn is one of the most important artists working today and it is testament to DCA's profile that he created this significant work – his first UK solo show – especially for Dundee.

The final exhibition for the calendar year 2010 saw the return of Martin Boyce's 'No Reflections'. The exhibition, curated by DCA and commissioned to represent Scotland at the 53rd Venice Biennale, was re-configured for the DCA galleries and was a further highlight and a fitting end to the 10th birthday year. In addition to being a critical success, a partnership with the University of Dundee and private sponsorship also enabled a number of students from the city to travel to Venice and spend time working with the exhibition.

Into 2010, late February saw the entire DCA building once again turned over to provide the platform for Kill Your Timid Notion, the festival of experimental image, sound and dialogue. Following this, the final exhibition for the year, 'The Connoisseurs', showcased the work of Glasgow-based artist Alex Frost, whose artworks - from murals to polymer clay sculpture to drawing - all borrow an aspect of classical art forms: portraiture or still-life, the outdoor or the domestic scale object.

Community & Education Programme

The DCA Community and Education programme continued working to deliver both high-profile programme events alongside longer-term development of relationships with partner groups. The year saw the development of the Cashback partnership project initiated with Dundee Rep Theatre as well as a series of projects built around the DCA exhibition programme, including a very successful series of workshops based around the work of the Italian artist and designer Bruno Munari which ran alongside the Scotland and Venice exhibition. During 2009 the DCA Head of Education, Sarah Derrick, also took a career break to work with Scottish Arts Council on national strategies, returning to DCA in Jan 2010.

Cinema

The Cinema year once again delivered over 2,500 screenings of films from all corners of the globe, as well as a range of festival and specialist programmes including screenings on environmental and gender themes, new media and games and the

celebration of works made by local producers of all ages. This year also saw the 6th 'Discovery International Film Festival for Children and Young People' at DCA. This event, managed and curated entirely at DCA, provided an opportunity for over 6,000 children and young people to engage with the best of world cinema. A new Discovery Coordinator, Katharine Simpson, was appointed in the summer and the delivery team worked hard to take Discovery forward with a new website and record audiences. Early 2010 saw some refurbishments in the cinema with a new, larger, screen being installed in Cinema 1 and some improvements to digital projection facilities. The cinema programme continues to grow audiences with a strong cultural programme and some active and innovative marketing. As part of its 'hub' status with Scottish Screen, DCA has also been active as a partner in the national development agency Regional Screen Scotland.

Shop

The DCA shop continues to provide the opportunity to view (and buy) the best of high quality craft and design work from Scotland and beyond, while also providing an opportunity for the people of Dundee to purchase a wide range of arts publications. Since the appointment of a new Retail Manager in 2008 the shop has continued to grow its contribution to the organisation and new till systems have enabled the development of an on-line Shop facility which is due to go live in 2010.

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. Studio membership and workshop activity has remained strong again this year and the appointment of a new Editions and Publications Sales Coordinator has enabled a significant rise in the sale of editions being produced by artists at DCA. DCA have also been successful with an application to the Scottish Arts Council for £57,000 to support the procurement of a new range of facilities to better integrate digital processes with traditional print media.

Marketing

The shift towards electronic marketing that was reported last year has been largely successful with much of DCA's audience now very familiar with its live and dynamic website. Promotional material continues to be produced on paper when required, but DCA continues to investigate new ways to ensure effective communication with its audiences, including the introduction of a new loyalty card. DCA was also recently admitted into the Scottish Arts Council 'Ambition' project which supports arts organisations with growing awareness and application of digital media. DCA is also an active partner in the new Audiences East Scotland consortium, aimed at sharing marketing and promotional knowledge across a number of organisations in East of Scotland region.

4.2 Major Plans for 2010-2011

Following a very busy year with a range of events marking the 10th birthday, DCA is entering the coming year with a sustained programme of exhibitions and events featuring Scottish and international artists that will continue to grow its status and engagement nationally and locally. A series of exhibitions are planned, one highlight being the presentation of 'Chicks on Speed' in the summer, coinciding with a major symposium on Craft being organised by the University of Dundee. As mentioned earlier, new resources are planned for the DCA Print Studio (with support from Scottish Arts Council), and future plans involve the identification of resources to support increased opportunities for digital presentation in the DCA cinemas. DCA have identified their development priorities for 2010-11 to be ;

- Organisation development – training and development programme to be implemented for Senior Managers.
- Growth of resources for artists through the capital development of the Print Studio.
- Continuing to work towards sustainability of editions and publications.

- Exploration of opportunities for a more integral approach to potential links between DCA Shop, Exhibitions, Print Studio/publishing and editioning, VRC/DJCAD and Education (including craft and design in 2010/11).
- Consolidation and building of new creative and strategic partnerships at a local, national and international level (including continued involvement with the V&A project)
- Growing the range of experiences available through cinema at DCA

4.3 DCA continues to be a major factor in the local economy in terms of both economic activity and employment, with the centre directly sustaining 73 full-time equivalent jobs as well as providing work opportunities for 23 sessional artists (many of whom either work as artists or across other cultural institutions in Dundee and beyond). They are projected to achieve 83% of their income from non City Council sources in 2010/2011.

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), Assistant Chief Executive and Director 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
1 MARCH 2010

DUNDEE CONTEMPORARY ARTS LTD**Appendix 1**

	Estimated Outturn 2009-2010	Draft Budget 2010-2011
Expenditure		
Core	89,457	97,705
Arts	709,272	657,729
Operations	470,992	486,225
Communications	227,573	228,149
Community and Education	138,522	140,352
Total Expenditure	1,635,816	1,610,160
Income		
Core	278,765	277,211
Arts	320,116	309,820
Operations	125,694	120,000
Communications	23,998	14,000
Community and Education	36,126	41,350
Sub Total Income	784,699	762,381
Grants		
Scottish Arts Council	505,000	505,000
Scottish Screen	75,000	75,000
Dundee City Council Management Fee	270,279	270,279
University of Dundee	10,000	10,000
Sub Total Grants	860,279	860,279
Total Income	1,644,978	1,622,660
Surplus /(Deficit)	9,162	12,500