

DUNDEE CITY COUNCIL

REPORT TO: Leisure, Arts and Communities Committee - 25 April 2011

REPORT ON: Dundee Contemporary Arts - Management Fee 2011-2012

REPORT BY: Director of Leisure and Communities

REPORT NO: 97-2011

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 2011-2012.

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 2011-2012 amounting to £270,277 as set out in the report.

3.0 FINANCIAL IMPLICATIONS

- 3.1 The service charge for the provision of core activities and services in 2011-2012 amounts to £270,277. Allowance has been made for the foregoing expenditure totalling £270,277 in the Leisure and Communities Department's 2011-2012 Revenue Budget. See Appendix 1.
- 3.2 The terms and conditions of these payments are contained within a Management Agreement 2011-2012 between Dundee City Council and Dundee Contemporary Arts Ltd.

4.0 MAIN TEXT

4.1 During 2010/11, Dundee Contemporary Arts (DCA) sustained its very full programme for 7 days a week, 12 hours a day, with brief closures at Christmas and Hogmanay and some selected closures in January during the refurbishment of part of the centre facilities. Even during the very severe weather of November/December 2010 the centre only closed early one Monday evening to allow staff to travel home safely. During the year Dundee Contemporary Arts expect to have welcomed nearly 300,000 people through the doors and brought in over £1.25m of external investment and trading income into the Centre over and above the investment from Dundee City Council.

4.2 Review of 2010-2011

2010/11 was the fourth year in which DCA was working within the context of Scottish Arts Council 'Foundation' status and the year saw the development and launch of Creative Scotland – the new art development agency for Scotland. Partnership working with Dundee City Council continued with work on taking forward and reporting on the cultural strategy for the Dundee Partnership as well as

active membership of the Culture and Learning Group of the Partnership and positive engagement with the Cultural Agencies Network and the Cultural Events group (a group which provides an interface between cultural and community organisations in the city).

In the main gallery spaces DCA had a programme of exhibitions that sustained their international profile and reputation. Building on the success of the programme for 2009/10 - which saw a number of high profile exhibitions featured as part of the organisation's 10th birthday celebrations – the year opened with an exhibition featuring the work of the international art group *Chicks on Speed*. This was the first major solo exhibition in the UK of this ever-changing multi-disciplinary art group who have a punk-inspired DIY ethic. Their work was presented to link with a Scotland-wide festival of Craft and a major research exhibition at the University of Dundee.

For this exhibition *Chicks on Speed* presented a range of works including video, live performance, print works and a live weaver working in the gallery producing a new tapestry. The exhibition also featured some specially commission 'guitar-shoes' which were featured in the live performance that opened the exhibition.

This was followed by an exhibition of the work of two younger Scottish artists, *Sara MacKillop* and *Mary Redmond* who showed their work side-by-side in two solo exhibitions; *Similar Variance/The Floating World*.

In October DCA staged an exhibition that was developed specifically to link in with the Discovery Film Festival that opened at the same time. This exhibition featured the work of two artists who each work with video and digital technology. *George Barber* is one of the most widely seen international video artists working today, with prominent screenings on Channel 4 and in galleries including Tate Modern. Barber was shown alongside a younger artist, *Jaygo Bloom*, a graduate of Dundee, who presented some engaging interactive works in his first major exhibition. This exhibition broke records for DCA, having the highest daily average for audiences.

This was followed by an exhibition of work by the New York based artist *Jonathan Horowitz*. Combining the imagery and ambivalence of pop art with the engaged criticality of conceptualism, the work of Horowitz is highly regarded for tackling contentious political issues of the day, as well as the political silences of postwar art. The staging of this exhibition at DCA attracted national attention, being the first UK exhibition of an artist many consider to be a major new talent.

The year concluded with an exhibition of the work of the German sculptor *Manfred Pernice*. This exhibition was developed in partnership with Modern Art Oxford and SMAK Museum in Ghent, Belgium and, alongside the restaging of an exhibition by the artist Thomas Hirschhorn in Mannheim in Germany in March 2011, sustains DCA's international profile and reputation.

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 conclusion of the Cashback funded 'Creative Identities' project that was delivered in partnership with Dundee Rep Theatre and focused on the needs of young carers and looked after young people in the region. The project saw over 1,000 young people engage with drama, dance, art and film-making. In addition to this targeted work, DCA sustained an extensive programme of creative workshops spanning print, craft, mark-making, digital technology, film-production and experimental work (including moss-painting and guerrilla decorating) which engaged over 3,000 people.

Cinema

The DCA Cinema continued to grow audiences for a strong programme of cultural

cinema with over 2,700 screenings of films from all corners of the globe, as well as a range of festival and specialist programmes. 2010/11 saw DCA presenting, for the first time, live performance events in high definition on the big screen. These performances of music, theatre and opera are beamed via satellite from the Metropolitan Opera in New York and the National Theatre in London and have proved to be very popular. To enable these screenings DCA continued to invest in its facilities and was able to draw on self-generated funds to procure a satellite receiver system and a new digital projector for the second screen, finally making the DCA cinema all-digital. This new resource enabled much greater flexibility in programming and enabled DCA to take full advantage of the interest in Oscar-nominated films such as 'The Kings Speech' at the beginning of 2011, seeing record audiences through the Box Office in January. October 2010 also saw the 7th 'Discovery International Film Festival for Children and Young People' at DCA. This event, managed and curated entirely at DCA, once again grew both in audience numbers as well as in geographical reach. DCA saw audiences of over 7,000 visiting the cinemas to engage with the best of world cinema for young people, while the Discovery Tour – which this year travelled even further than usual to include Lerwick, Stornoway and Skye as well as DCA's usual partners in central Scotland – presented work to a further 3,000 young people. Some of this work was also assisted by DCA's strategic relationship with Regional Screen Scotland – the development agency for cinema in remote and under-represented parts of Scotland, in which DCA has a governance role.

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. In 2010/11 the Shop took on some ambitious income targets which were 20% above anything achieved in the past. Due to the hard work of the Shop staff and the support of DCA's Operations and Marketing teams, the Shop is on course to meet this target.

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 during the latter part of the year DCA installed a range of new digital equipment, enabling the Studio to provide a level of integrated practice that is unique in Scotland. This equipment, supported by Lottery Funding from Creative Scotland, has already attracted significant interest from across the UK and will feature in many new artists' projects. In addition, the focus on promoting the sales of Print Editions that was initiated in 2009 has generated record sales for 2010/11 and some further investment from Creative Scotland through their 'Resilience' fund is enabling DCA to develop connections with national markets for this work, including admission into the 'CultureLabel.com' web project.

The DCA website continues to provide a central focus for DCA's promotional activity alongside a range of associated social media tools. With very active Face book (1.700 likes) and Twitter profiles (2.200 followers) DCA continues to investigate new ways to connect with audiences. The 2010 launch of the DCA loyalty card has also been very effective with over 1.600 people now holding a DCA 'red' card. 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.

4.3 Major Plans for 2011-12

With positive support from all its major stakeholders, DCA enters 2011/12 with a strong commitment to sustain its programme and its audiences during economically straitened times. Work is underway to ensure the organisation is doing all it can to deliver excellent value to audiences and artists and it is leading on partnerships both nationally and locally to ensure every opportunity to achieve this is explored. In addition DCA has taken a lead in promoting awareness and management of the environmental impact of the Visual Arts and is taking forward an innovative project in 2011 which will develop the work of disabled artists through the use of DCA's facilities.

The 2011-12 exhibition programme will continue to build on the successes of 10-11, recognising the benefits of the programme synergy around events like the Discovery Film Festival. DCA will also continue to pursue its active role in providing a platform for emerging Scottish talent and will feature exhibitions by Scottish artists Ruth Ewan and Cara Tolmie, alongside international artists such as Nina Rhode and Torsten Lauschmann (German, but Scotland-based), often presenting major solo shows in the UK for the first time.

As DCA heads into 2012 it will be working closely to support the Year of Creative Scotland as well as building towards the 2013 Impact Conference (the main international event in the Printmaking calendar) which is coming to Dundee after being staged in Melbourne, Australia in 2011. DCA will also engage with planning for the 500th Anniversary of the Incorporation of the Dundee Weavers in 2012 and will continue to work in partnership with others in the city on the development of the V&A.

DCA is committed to working with partners across the city to ensure the cultural life of the city remains rich and diverse and will continue to take a lead in the support and promotion of visual arts activity in the city as well as providing, wherever possible, platforms for a range of cultural experiences including literature, music and new media activities.

- 4.4** DCA continues to be a major factor in the local economy in terms of both economic activity and employment, with the centre directly sustaining 70 full-time equivalent jobs as well as providing work opportunities for 21 sessional artists (many of whom either work as artists or across other cultural institutions in Dundee and beyond). They are projected to achieve 81% of their income from non City Council sources in 2011-2012

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
11 APRIL 2011

	Estimated Outturn 2010-2011	Draft Budget 2011-2012
Expenditure		
Core	123,570	132,159
Arts	773,482	717,387
Operations	551,893	578,776
Marketing	170,028	172,433
Community and Education	81,563	84,375
Total Expenditure	1,700,536	1,685,130
Income		
Core	296,711	290,211
Arts	418,941	371,800
Operations	143,081	160,390
Marketing	2,700	3,900
Community and Education	14,190	18,550
Sub Total Income	875,623	844,851
Grants		
Creative Scotland	580,000	580,000
Dundee City Council	270,277	270,277
Sub Total Grants	850,277	850,277
Total Income	1,725,900	1,695,128
Surplus /(Deficit)	25,364	9,998