

RIBBLE VALLEY BOROUGH COUNCIL REPORT TO COMMUNITY SERVICES COMMITTEE

Agenda Item No. 10

meeting date: 14 MARCH 2017
title: GENERAL REPORT
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COMMUNITY LEISURE AND SPORTS DEVELOPMENT MANAGER
TOM PRIDMORE, TOURISM & EVENTS OFFICER

1 PURPOSE

To inform on the exhibition programme for the coming year at the Platform Gallery, and on Tourism activities, namely, the newly published Visitor Guide and website refresh.

2 PLATFORM GALLERY – Exhibition programme 2017-18

The exhibition programme for 2017-18 is outlined in the attached plan. Following a review of the exhibition format, the new schedule of exhibitions serves to focus on the specific objectives and how they will be evaluated.

In each case, the exhibition has a projected income and expenditure plan which includes costs relating to; the exhibition hire and set up, opening event, staffing costs, and marketing and advertising. The income generation incorporates sales from the exhibition itself, related sales from themed connectivity through shop sales, and income from the education space. This includes; local artists hiring the area, or for delivery of workshops at a profit margin to the Gallery, or through artists displaying work for sale, with the Gallery taking commission.

One of the key aspects in determining the effectiveness of the exhibition is through monitoring visits and collecting feedback through questionnaires. It is aimed to count those visiting the exhibition area specifically, and conducting surveys during each exhibition period to establish a more accurate picture of their success.

3 TOURISM ACTIVITIES - Visitor Guide and Website Refresh

Tourism is promoted through a variety of channels and, unlike many destinations, there is still strong consumer and advertiser demand for a printed visitor guide. It fits the relaxed, quality nature of tourism in Ribble Valley. The guide takes the format of an informative magazine, printed to a high specification, something that is used not only as a promotional tool to attract people here, but to guide them whilst staying in the area. This dual purpose offer makes the guide more appealing to advertisers.

For 2017, we have tied the guide offer into the content of two websites. This means the editorial content of the guide is replicated in our primary tourism site www.visitribblevalley.co.uk. This site is being restructured and revamped to make it more user-friendly, a process which will be completed before the end of March. Advertisers in the guide will now have priority exposure on the website. So, for example, if you were looking for accommodation, your search on the website will automatically offer guide advertisers first.

Similarly, the new www.Ribblevalleyfoodheaven.com site, which promotes local food suppliers and providers, will feature guide advertisers first, with space dependent on advertising space bought in the printed publication. This new site is designed to provide a one stop shop for places to eat in Ribble Valley, as well as places to purchase locally grown or sourced food and drink. The site will also have food offers, menus, and more detailed information on chefs and events. Every business in the guide will be featured, with the extent to which they are featured varying dependent on space taken in the guide.

This new approach not only responds to the growing demand for electronic information, but provides a better deal for guide advertisers. It also gives the Council a justification for the way in which tourism information is presented electronically.

The printed guide has 25,000 print run, part of which are distributed through a national service, with a policy of minimal wastage, ie guides are supplied to outlets such as tourist information centres on demand, rather than in bulk. The guide is also distributed locally, and is used by most local accommodation providers as a bedroom browser. The contract to produce the guide was the subject to a competitive process, involving the submission cost, including sales, design, and print. Securing the services of a company able to meet all the criteria is very challenging, and the successful company for the 2017 edition was Scott Dawson Advertising, a company able to deliver the full package without subcontracting. The contract is effectively an arrangement where profit is shared, so it is in the interest of both parties to work together to attract income, and to design the quality of guide that will sell it again for 2018.

4 CONCLUSION

This highlights some of the activities within the Community Services section since last Committee.

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For further information on the Platform Gallery,
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For further information on the Visitor Guide,
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PLATFORM GALLERY | EXHIBITION PROGRAMME | 2017-2018

Service Aim: The Platform Gallery is a Ribble Valley based Arts Venue providing a dynamic programme featuring the best of today's **British Crafts**, supporting **local makers & inspiring** makers of the future. The exhibition programme combined with the Craft Shop, Visitor Information Centre and Education Gallery are to achieve an **income** target to maintain the service.

	Summer	Autumn	Winter	Spring	Summer
Exhibition	<i>Found in the Fields</i>	<i>Future of Fixing</i>	<i>Northern Star</i>	<i>Marvellous Mechanicals</i>	<i>Craft Open 2018</i>
Goal	Best of British	Inspire	Income	Best of British	Local Makers

Exhibition	Objectives & How They Will Be Measured
<p>Title: <i>Found in the Fields: Prints by Carry Ackroyd</i> Dates: 6 May – 15 July 2017 Supervisor: Helen Cresswell</p> <p>Description:</p> <p>Carry Ackroyd is a celebrated British printmaker known for her colourful landscapes that reflect and react to the natural world. Her passion for the poetry of John Clare has informed this recent suite of beautiful wildlife lithographs which will be displayed with supporting print works made by Ackroyd.</p> <p>www.carryakroyd.co.uk</p>	<p>An exhibition of national significance keeping the gallery on the map of cultural destinations for tourists to visit in Britain. <i>Visitors to be surveyed to measure the number of tourists that include visiting the Platform Gallery's exhibitions a main reason for coming to the Ribble Valley.</i></p> <p>Allow all Ribble Valley residents the opportunity to experience a national standard of exhibition on their doorstep. <i>Visitors to be surveyed to measure the number of RV residents that visit the exhibition and value the quality of work on display.</i></p> <p>Varied and Inspirational Programme of exhibitions. <i>Hire in a touring exhibition that could not be curated in-house, allowing Gallery Supervisors the time/capacity to curate a dynamic exhibition programme including 4 exhibitions per year.</i></p> <p>Generate Income. <i>Sales generated from prints/book/cards in the exhibition and Craft Shop (complimentary stock bought in from Art Angels).</i></p>

Maximise education rooms potential to raise extra income;

- *Local artists to be invited to hire the education space to sell their work directly to the public or gallery taking commission with the option of them organising workshops, talks and demos in the space, or*
- *Use the education room for workshops/talks provided by paying local artists to deliver them at a small profit margin to the Gallery, or*
- *Invite artists to display work for sale with the Gallery taking commission.*

Increase Footfall

Exhibition visitors recorded through head count, survey visitors to see where audience was from and if marketing plan had worked.

Exhibition	Objectives & How They Will Be Measured
<p data-bbox="94 236 483 335">Title: <i>Future of Fixing</i> Dates: 29 July – 7 October 2017 Supervisor: Helen Cresswell</p> <p data-bbox="94 373 241 402">Description:</p> <p data-bbox="94 440 622 845"><i>Future of Fixing</i> is an open source exhibition and programme that promotes engagement with making and repair. It is a call for integrating fixing in our daily lives and for reflecting upon attitudes to fixing in the future. By rethinking production systems, recycling objects and reclaiming materials, we can rediscover the joy in making together and find solutions to the problems facing the world today.</p> <p data-bbox="94 884 622 1254">Complementing the exhibition, the Education Room will host a series of workshops and talks that will seek to actively engage visitors in these issues, sharing the skills and knowledge that can inspire and impact the choices they make as consumers. The programme will also act as a platform for RVBC to engage residents in their environmental activities and commitments.</p>	<p data-bbox="654 236 1352 264">An Exhibition To Inspire Ribble Valley Makers.</p> <p data-bbox="654 274 2114 341"><i>During sessions designed to develop & encourage Ribble Valley residents’ skills, survey the participants before and after to measure the impact of the activity.</i></p> <p data-bbox="654 383 1420 411">Varied and Inspirational Programme of exhibitions.</p> <p data-bbox="654 421 1814 450"><i>Gallery Supervisor to curate an original exhibition to inspire its visitors to be makers in the future.</i></p> <p data-bbox="654 494 927 523">Generate Income.</p> <p data-bbox="654 533 1227 561"><i>Sales generated from artworks in the exhibition.</i></p> <p data-bbox="654 571 1361 600"><i>Maximise education gallery potential to raise extra income;</i></p> <ul data-bbox="698 609 2150 798" style="list-style-type: none"> • <i>Local artists to be invited to hire the education gallery to sell their work directly to the public or gallery taking commission with the option of them organising workshops, talks and demos in the space, or</i> • <i>Use the education gallery for workshops/talks provided by paying local artists to deliver them at a small profit margin to the Gallery, or</i> • <i>Invite artists to display work for sale with the Gallery taking commission.</i> <p data-bbox="654 839 904 868">Increase Footfall</p> <p data-bbox="654 877 2114 944"><i>Exhibition visitors recorded through head count, survey visitors to see where audience was from and if marketing plan had worked.</i></p>

Exhibition	Objectives & How They Will Be Measured
<p>Title: <i>Northern Star 2017</i> Dates: 21 October 2017 – 6 January 2018 Supervisor: Stephanie Hibbert</p> <p>Description: The Platform Gallery's annual Christmas Crafts exhibition, the biggest exhibition of the year. A specially selected range of pieces from British makers invited to provide a display of the perfect festive gifts and treats.</p>	<p>Generate Income. <i>High % of annual commission achieved through the sales of a large volume of artworks sold during the exhibition.</i> <i>Maximise education galleries potential to raise extra income;</i></p> <ul style="list-style-type: none"> • <i>Local artists to be invited to hire the education gallery to sell their work directly to the public or gallery taking commission with the option of them organising workshops, talks and demos in the space, or</i> • <i>Use the education gallery for workshops/talks provided by paying local artists to deliver them at a small profit margin to the Gallery, or</i> • <i>Invite artists to display work for sale with the Gallery taking commission.</i> <p>Varied and Inspirational Programme of exhibitions. <i>Gallery Supervisor to curate an original exhibition selecting up to 70 artists work, 50% new artists 50% popular artists returning to feature in the exhibition.</i></p> <p>Increase Footfall <i>Exhibition visitors recorded through head count, survey visitors to see where audience was from and if marketing plan had worked.</i></p>

Exhibition	Objectives & How They Will Be Measured
<p>Title: <i>Marvellous Mechanicals</i> Dates: 20 January – 31 March 2018 Supervisor: Helen Cresswell</p> <p>Description:</p> <p><i>A celebration of the makers and tinkerers who explore movement in their art. Featuring a range of sculptures, from beautifully simple wooden automata to bespoke machines and homemade robotics, Marvellous Mechanicals will engage and inspire all ages. Featuring;</i></p> <p>Martin Smith www.smithautomata.co.uk/</p> <p>Jim Bond www.jimbond.co.uk/</p> <p>Lisa Slater lisslater.org.uk</p> <p>Nik Ramage www.nikramage.com/</p>	<p>An Exhibition To Inspire Ribble Valley Makers. <i>During sessions designed to develop & encourage Ribble Valley residents’ skills, survey the participants before and after to measure the impact of the activity.</i></p> <p>Varied and Inspirational Programme of exhibitions.</p> <ul style="list-style-type: none"> • <i>An exhibition to inspire its visitors to be makers in the future.</i> • <i>Hire in a touring exhibition that could not be curated in-house, allowing Gallery Supervisors the time/capacity to curate a dynamic exhibition programme including 4 exhibitions per year.</i> <p>Generate Income. <i>Sales generated from artworks in the exhibition or complimentary display of selling work in Craft Shop/Education Gallery (TBC)</i> <i>Maximise education gallery potential to raise extra income;</i></p> <ul style="list-style-type: none"> • <i>Local artists to be invited to hire the education space to sell their work directly to the public or gallery taking commission with the option of them organising workshops, talks and demos in the space, or</i> • <i>Use the education gallery for workshops/talks provided by paying local artists to deliver them at a small profit margin to the Gallery, or</i> • <i>Invite artists to display work for sale with the Gallery taking commission.</i> <p>Increase Footfall <i>Exhibition visitors recorded through head count, survey visitors to see where audience was from and if marketing plan had worked.</i></p>

Exhibition	Objectives & How They Will Be Measured
<p>Title: <i>Craft Open 2018</i> Dates: 14 April – 23 June 2018 Supervisor: Stephanie Hibbert</p> <p>Description: This annual open exhibition of craft makers showcases the talent and skills of artists and makers surrounding the Platform Gallery. The display is selected by judges to form a snapshot of the high quality, innovative work being created locally in the UK today. The wide array of work on display from new and established artists allows visitors to enjoy and purchase original work from local makers, catering to a range of tastes and budgets.</p>	<p>An Exhibition To Showcase The High Quality Work Of New And Established Local Makers. <i>Achieve a higher number of applications from new and established craft makers than recent years. So to attain maximum income from entry fees, ensuring the selected work is of a high standard & the exhibition uses all the space to its full potential. All this will ensure the maximum of local makers are supported in selling their work.</i></p> <p>Varied and Inspirational Programme of exhibitions. <i>An exhibition showcasing new work from local makers.</i></p> <p>Generate Income. <i>Sales generated from artworks in the exhibition/complimentary display of selling work in Craft Shop/Education Gallery Maximise education gallery potential to raise extra income;</i></p> <ul style="list-style-type: none"> • <i>Local artists to be invited to hire the education space to sell their work directly to the public or gallery taking commission with the option of them organising workshops, talks and demos in the space, or</i> • <i>Use the education gallery for workshops/talks provided by paying local artists to deliver them at a small profit margin to the Gallery, or</i> • <i>Invite artists to display work for sale with the Gallery taking commission.</i> <p>Increase Footfall <i>Exhibition visitors recorded through head count, survey visitors to see where audience was from and if marketing plan had worked.</i></p>