



Lytham St Annes Art Collection Working Group

Session 4

Welcome & Introduction

- **General Introduction and recap of previous sessions (2017 and 2018)**
- **Role & Introduction of officers:**
 - Mark Wilde – Head of Cultural Services
 - Tim Dixon – Tourism & Cultural Services Manager
 - Sophie Fuce – Collections Development Officer
- **Purpose & Scope of working group:**
 - *To build on the previous three sessions of the Arts Working Group*
 - *To build on the previous work done by the Arts service Task & Finish Group in 2013 – 14*
 - *“To review the council’s approach to the management of the Lytham St Annes Art Collection” Tourism & Leisure Committee 2 November 2017*

Introduction - continued

- **Timespan:** 3 meetings took place (each 2.5 hours in duration) from December 2017 to May 2018. Produced report to the Tourism & Leisure Committee
- **Councillors:** Susan Fazackerley, Cheryl Little, Vince Settle, Maxine Chew, Sandra Pitman, Christine Ackeroyd, Julie Brickles, Ray Thomas & Roger Lloyd
- **Site visits / information:** The Atkinson, Southport, existing storage facilities (Town Hall), Town Hall art display, other service providers, guest speakers, legal opinion

Purpose of Today

- Recap of previous workshops with members Arts Working Group
- Corporate Plan 2020 – 2024 – Accreditation for the Lytham St Anne's Art Collection
- Management approach and working with third parties
- Fylde Gallery Booths Lytham and access to the Collection
- Storage of the Collection
- Next steps
- Summary of today's session and decisions needed

Summary of previous workshops

- Chronology of Key Events since the first donation in 1925
- Legal Opinion 2017 provided by William Moffett, Barrister, Radcliffe Chambers, Lincoln's Inn, London
- Artwork Provenance and overview and themes of the Collection
- Current Management and Resources - Fylde Council retain overall control of the collection and manage the collection with in house expertise
- Current exhibitions, promotion and access to the collection
- A visit to the Arts Store in the basement of the Chaseley building
- A visit to the Atkinson in Southport
- Future Management Options
- Museum Accreditation
- Potential Grant Funding
- Design and implementation of a strategic framework
- Report to T&L Committee date 2018 regarding management arrangements and storage facilities

Chronology of Key Events

- 1925 First donation: Herd Lassie by Richard Ansdell – gifted by John Booth
- 1950 Fuseli Donation
- 2008 Formation of Friends group
- 2008 Opening of Booths Gallery
- 2013 First Legal Opinion on possible sale from Collection
- 2014 Task & Finish Group Recommendations
- 2015 Fylde Council Management Team Restructure
- 2015 Legal Opinion (To establish Provenance)
- 2016 Appointment of Arts Development Officer
- 2016 / 17 Provenance established
- 2017 Latest Legal Opinion
- 2018 Agreement by T&L for ‘proactive management’ of the Collection
- 2019 Refurbishment of Town Hall storage facility

First Donation

- First donation: Herd Lassie by Richard Ansdell – gifted by John Booth in 1925



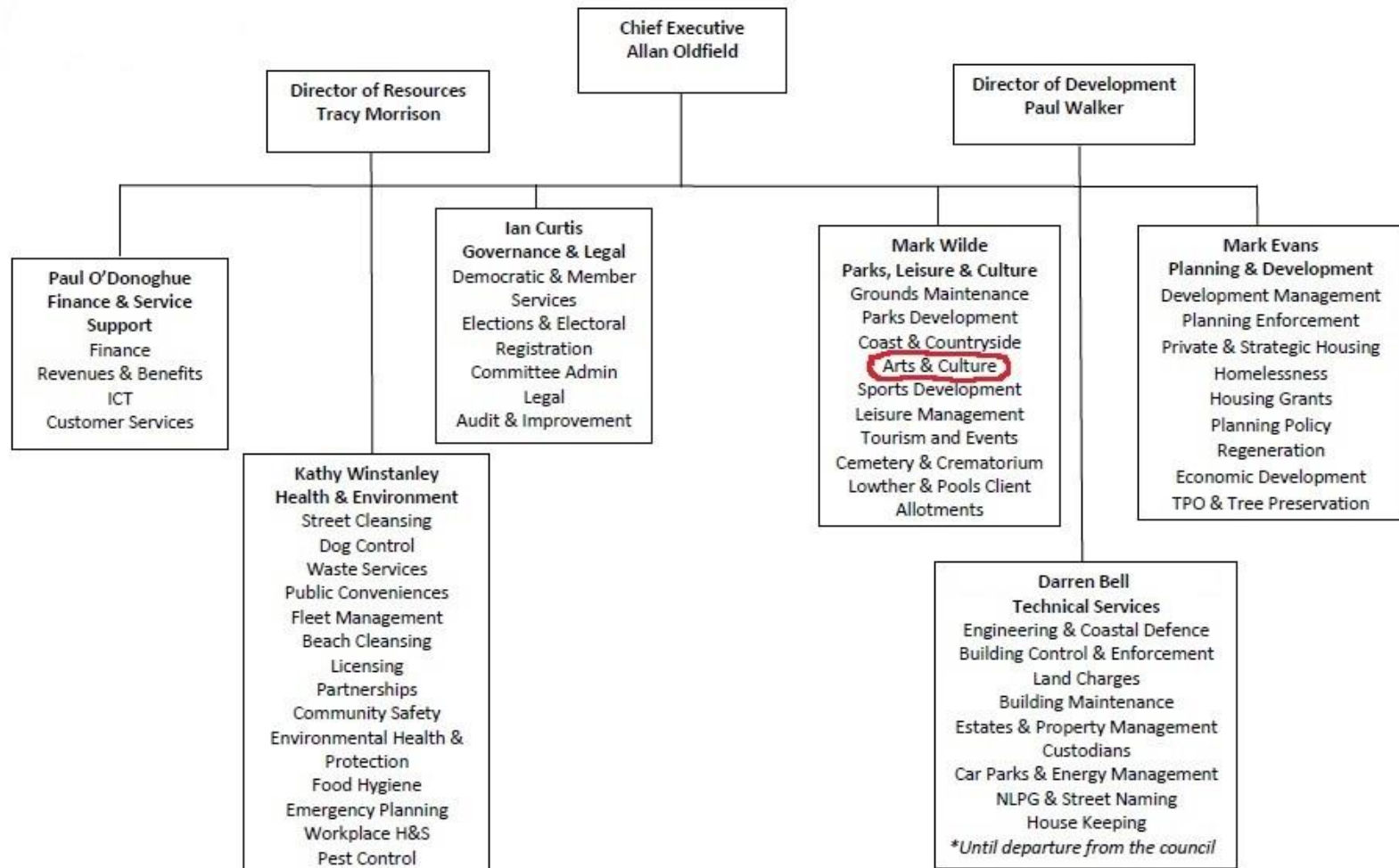
Overview of Collection

- 112 British and Continental oil paintings dating from mid-1600s onward. Mostly 1800s to early 1900s
- 86 watercolours and drawings
- 74 prints and photographs
- 12 sculptures
- 20 ivories



Ivory okimono, c1910

Current Management Structure



Management Options

- A. Continue status quo
- B. Transfer
- C. Sale
- D. Adopt proactive management (Museum Accreditation)

DRAFT: CORPORATE PLAN 2020/24

	Economy	Environment	Efficiency	Tourism
AMBITIONS	<p>To create a vibrant and healthy economy we will:</p> <ul style="list-style-type: none"> Develop & deliver Master Plans for our town centres in partnership with private & public sector Implement Local & Neighbourhood Plans to ensure appropriate development Deliver improved infrastructure and connectivity (M55 Link Road) Maximise the use of public assets (Lytham Institute) Work with partners to attract employment across Fylde and diversify the local economy Work with local businesses and business partnerships to create vibrant economic communities Retain and enhance the identity of our local communities (heritage) 	<p>To deliver services customers expect we will:</p> <ul style="list-style-type: none"> Reduce use of plastics & increase recycling of all materials Enhance the natural environment through tree planting and coast and countryside accessibility Address anti-social behaviour through community cohesion Implement enforcement measure where necessary to support clean, safe and healthy communities Provide and maintain high quality parks and open spaces Provide safe and clean coast and countryside facilities accessible to everyone Work with partners to provide coastal defences and drainage infrastructure to protect against flooding 	<p>By spending money in the most efficient way we will:</p> <ul style="list-style-type: none"> Keep council tax as low as possible whilst delivering first class services Adopt a 'Customer First Attitude' ensuring every customer can access services however they choose Actively seeking feedback to improve service delivery in line with identified customer need Apply technology to deliver services in the most efficient way possible Continuously review every service to meet ever changing customer expectation Perception around councils' services delivered Keep customers well informed, being open and transparent through all means of communication 	<p>To create a great place to live and visit we will:</p> <ul style="list-style-type: none"> Provide high quality leisure, tourism, arts, sports and recreation facilities Deliver and support diverse programmes of events across the Fylde coast and countryside Develop and promote the unique destination points across the coast and countryside (Lake, Island, Pier) Maintain public swimming Provide parking solutions that meet the needs of residents, workers and visitors across Fylde Support for heritage and arts (Lowther Pavilion and Lytham Hall) Maximise the use of our beach (events, sports, filming)
ACTIONS	<ul style="list-style-type: none"> Develop policy to protect the identity & character of communities i.e. heritage assets, listed features, town centre markets Implement means of influencing legislation for leasehold arrangements on residential dwellings Deliver public realm and drainage infrastructure to enhance rural areas Work with partners to deliver the M55 Link Road and other transport infrastructure i.e. rural bus routes Deliver enough housing of appropriate type, tenure, design, density and mix to meet local community needs Work with partners in town centres to: <ul style="list-style-type: none"> increase shopping footfall and the retail offer encourage activity after 6pm implement a zero-tolerance litter policy provide car parking to attract customers Consult with interested parties and agree the future use of Lytham Institute in accordance with the terms of the Trust Develop the Enterprise Zone through the Fylde Coast partnership attracting employment and new industry Deliver next phase of St Anne's regeneration Deliver Kirkham High Street regeneration project Develop Lytham regeneration programme Deliver a regeneration programme for St Anne's coastal strip including sea defences Develop Wesham regeneration capital bid Apply the Commercial Strategy to council assets and future investment to secure best value Work with local business and community to improve town centre shopping experiences and markets 	<ul style="list-style-type: none"> Implement carbon reduction policies including: plastic use reduction, tree planting, energy management, recycling and electric vehicles Design education and awareness programmes to support all carbon reduction policies and actions Work with partners to deliver the carbon reduction policy actions i.e. reduce, re-use, recycle, tree planting Identify priority locations for tree planting to include numbers and types of trees Coast & countryside walks and pathways to be developed, the signage improved and Ranger events Education and enforcement to address litter, fly tipping, illegal signage, dog fouling and anti-social activity in town centres and rural communities Develop the cemetery & crematorium project to address parking, green energy efficiency and long-term expansion Work with partners on flood prevention measures and drainage infrastructure to ensure properties are protected Engage with partners to share resources and create awareness of health and wellbeing issues in the community and how to access support Implement policy and actions to reduce the number of empty homes, develop quality affordable homes to rent / buy with improve energy efficiency Develop plans to create and maintain high quality parks and open spaces in partnership with volunteer & friends' groups to achieve Green Flags and Maintain our seaside award and work toward Blue Flags status Explore every opportunity to introduce electric car charging points in all possible locations To proactively enforce against illegal encampments 	<ul style="list-style-type: none"> Implement measures to seek grant funding, sponsorship, advertising and partnership working that will secure value for money through income and efficiencies Explore income generating opportunities and maximise return from assets in line with the commercial policy Develop innovative ways of using signage, including advertising, use of digital screens to communicate with customers Promote the resident's car parking permit and simplify the offer Ensure it is easy for anyone to access council services by whatever means they choose and promote all means of access focusing on the most vulnerable and the use of technology Implement measures for customers to provide feedback on service delivery by service area at the point of service that is used to review and improve services Review all emergency plans and incorporate measures for responding to protests Use of bin stickers and vehicles to promote council services Review the dog control PSPO, including the number of dog walkers Implement a code of conduct / best practice scheme for professional / multiple dog walkers to be part of Implement the actions from the signage strategy to create greater awareness of what is available, how we perform and enhance our reputation Support the Boundary Commission with the review of Fylde for 2023 	<ul style="list-style-type: none"> Deliver an events programme that covers the coast and countryside including: <ul style="list-style-type: none"> Extensive programme of rural events Market and promote events Support partners to deliver high quality events Investigate opportunities for new events Review to improve all in house events Represent the council on Lowther Trust ensuring the purpose of the Trust is achieved and the council's interests are protected Deliver the Fairhaven Lake project to include: <ul style="list-style-type: none"> Complete the HLF bid Introduce Adventure Golf and other activities Improve facilities i.e. cafe, car parking, kiosk Promote the Parks Development 10-point approach to encourage partnership across the Borough on parks and open space development Work in partnership with Lytham Hall to enhance and protect the Grade 1 listed asset Pursue registration of LSA art collection and options available for display with partners Work with LCC to develop temporary options for the coastal promenades and manage overnight parking provision Implement resources and process for addressing illegal encampments including prevention strategies Develop 'destination points' along the coast as part of the St Anne's and Lytham master plans, that cater for residents and visitors all year round i.e. pier, island, Fairhaven etc. Review the programme of bus shelter provision and maintenance including income generating opportunities Implement new toilet provision at locations based on demand and investigate income opportunities Reviewing the motor home parking provision

Museum Accreditation

- Corporate Plan 2020 / 24 – “Provide high quality leisure, tourism, arts, sports and recreation facilities” and
- “Pursue registration (accreditation) of LSA art collection and options available for display with partners”

What is accreditation?

The Accreditation Scheme sets nationally agreed standards for museums in the UK. It defines good practice and identifies agreed standards, thereby encouraging development. It is a baseline quality standard that helps guide museums to be the best they can be, for current and future users. It is awarded and managed by Arts council England in the UK.

Through accreditation museums (collections) commit to:

- Maintaining a shared understanding of professional standards.
- Encouraging sustainable development through effective planning, responsible collections management and active engagement with communities.



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Why is accreditation important?

- Accreditation raises the profile of the collection
- It ensures that FBC is caring for the collection, which it holds in trust for the people of Lytham St Annes, to the best of its abilities and to a baseline national standard
- It safeguards the social, cultural, political and economic narratives and stories contained within the historical works
- It contributes to the cultural economy
- It opens up avenues of income



How do we achieve accreditation?

To be Accredited, museums must:

- meet the Museums Association's 1998 definition of a museum
- hold a long-term collection of artefacts
- make sure that they meet all relevant legal, ethical, safety, equality, environmental and planning requirements
- be committed to forward planning to improve the service for users
- apply and maintain Spectrum UK Museum Collections Management Standard

How do we retain accreditation?

- Continued forward planning and development
- Intelligent acquisitions
- Engaging and relevant programming and access opportunities
- Exciting and innovative partnership working that improves professional relationships
- Customer (audience) focused
- Innovative access via guided tours, open days, and partnership working
- Maintaining Spectrum Museum Collections Management Standard

How we are making it happen...

What have we achieved?

- Collection of environmental data and implementation of environmental controls
- Digitisation of records
- Creation and implementation of all relevant policies required for accreditation
- Building advocacy for the collection within FBC and beyond
- Refurbishment of the art store
- Innovative access opportunities

What are we currently working on?

- Completion of the art store
- All works logged, assigned an acquisition number, condition checked and recorded digitally
- Statement of Purpose
- Full application for accreditation
- Appropriate management structure
- Environmental controls at the Town Hall
- Audience development
- Innovative access opportunities

Looking Back / Moving Forward

- Quick recap of work to date!
- Current / future challenges and opportunities for management of the Collection

Fylde Gallery in Booths, Lytham

- Purpose-built gallery, opened in 2008
- Typically around 10 exhibitions per year
 - of which one or two involve the Lytham St Annes Art Collection
- Other exhibitions – local schools, food photography, art societies



Fylde Gallery in Booths, Lytham

- From 2008-2016 Fylde Gallery was managed by volunteers
- Programming at Fylde Gallery has been subsidised financially by the Collection Development budget
- Programming and management of the gallery undertaken by the Collections Development Officer contracted to 18.5 hrs
- Fylde Gallery cannot be included in the accreditation application as it does not comply with accreditation requisites or Spectrum standards
- The ambition for the collection has surpassed the capacity of Fylde Gallery
- Booths will not cover the cost of a Gallery Assistant nor will they take on the management of the space

Options for Fylde Gallery

- The Collections Officer continues to programme the community exhibitions at Fylde Gallery, liaise with exhibitors, and undertake administration
- The space is handed back to a voluntary arts organisation to programme, manage, and subsidise
- The gallery becomes a commercial enterprise and is available to rent from Booths as a private gallery and shop
- Resources are identified (grant/sponsorship) to appoint a Gallery Assistant to programme the community exhibitions at Fylde Gallery, liaise with exhibitors, and undertake administration

Access to the Collection

- Access is a key part of accreditation. We need to increase access to the collection
- Access does not have to mean exhibitions
- We are required to open or make the collection accessible for 20 days per year
- Heritage Open Day
- Guided Tours
- Tour of the Store
- Viewings by appointment
- Loans to other galleries and museums
- Special events such as talks on specific subjects

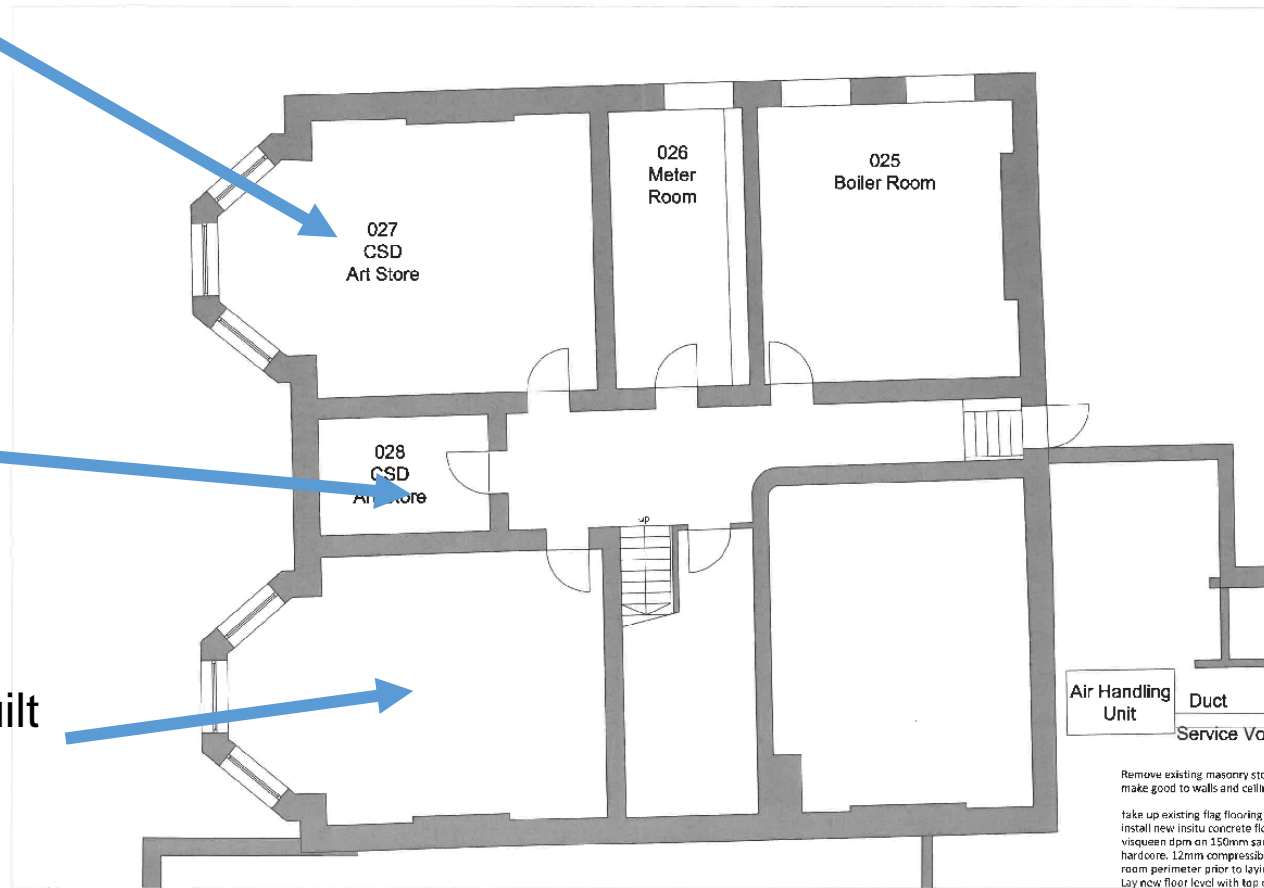


Storage in Town Hall basement

Existing
store

Additional
room

New £50K
purpose built
art storage
facility



Storage in Town Hall basement

- Refurbished fit for purpose storage facility in basement following Capital investment by Fylde Council of £50K



Current Management Approach

- Day to day governance issues – LCC. Friends of the Collection etc
- Decision making authority / responsibility
- Requirement for formal agreements with Friends and LCC

Proposed management approach



Decisions / Recommendations

- Accreditation support – do members still support this?
- Booth's decision – do members support officers on this?
- Wider Access to the Collection decision – do members support this?
- Storage Opportunities - do members support this?
- Future Governance of the Collection – do members support this?

Summary of today's session

- Brief overview of previous sessions
- Update on Accreditation
- Management approach for the collection
- Storage of the collection / access to the Collection
- Fylde Gallery Booth's Lytham
- Decisions and recommendations
- Next Steps...

Thank you