

DECISION ITEM

REPORT OF	MEETING	DATE	ITEM NO
DEVELOPMENT SERVICES DIRECTORATE	TOURISM AND LEISURE COMMITTEE	10 JUNE 2021	9
ARTS SERVICE REVIEW WORKING GROUP			

PUBLIC ITEM

This item is for consideration in the public part of the meeting.

SUMMARY

This report presents 3 recommendations proposed by the Arts Service Review Member Working Group at the meeting held on 18 May 2021. Members of this group have been nominated by the Tourism and Leisure Committee, to review progress of the Lytham St Anne's Art Collection.

RECOMMENDATIONS

The Tourism and Leisure Committee are requested to support:

1. The formal ratification of the proposed Forward Plan as detailed in this report that is required for accreditation for the art collection under the Arts Council England (ACE) scheme.
2. The establishment of a formal Service Level Agreement with the 'Friends' of the Collection.
3. Making the Collection accessible for a minimum of 20 days per year to meet the requirements of the museum accreditation standards.

SUMMARY OF PREVIOUS DECISIONS

Tourism and Leisure Committee, 07 June 2018

Following consideration of the matter it was RESOLVED:

1. The Member Working Group unanimously agreed that Fylde Council should take a more proactive management approach to the management of the art collection. The donation of the artwork is appreciated, and Members felt that the Council has a responsibility to manage the collection competently and are recommending that Officers work towards achieving museum accreditation for the collection.
2. The complexities of ownership and potential sale of the collection was discussed in detail as part of this review. Members recommend that all external funding opportunities are explored before any consideration is given to the sale of any artwork, upon which any capital receipt would be solely used for the future management of the collection.
3. The appointed working group are Councillors Little, Akeroyd, Brickles, Chew, Fazackerley, Lloyd, Pitman, Settle, Thomas.

Tourism and Leisure Committee, 12 March 2020

Following consideration of the matter it was RESOLVED:

4. That Officers continue to work towards achieving accreditation for the art collection under the Arts Council England (ACE) scheme.

5. That Fylde Council should not be responsible for the administration of the Fylde Gallery at Booth's, Lytham.
6. That Officers in line with ACE Accreditation standards, make the collection accessible for a minimum of 20 days per annum for tours / presentations.
7. That Officers work towards continued improvement of the storage of the art collection.
8. That Officers meet with the Arts Service Review member working group to review progress of the governance of the art collection as appropriate.
9. That Officers seek to investigate the options for a feasibility study into gallery space for the Collection.

Tourism and Leisure Committee, 5 November 2020

Following consideration of the matter it was RESOLVED:

1. The continuation of the work required to progress an application to Arts Council England, for formal museum accreditation of the Lytham St Anne's Art Collection.
2. The provision of further storage facilities for the art collection in the Chaseley basement at the Town Hall to ensure the safety and protection of items not on display as detailed in the report.
3. The naming of the arts store 'The John Booth Room'.
4. Making the Collection accessible for a minimum of 20 days per year to meet the requirements of the museum accreditation standards.
5. Formal ratification of the proposed Statement of Purpose detailed in the report.
6. Formal ratification of the proposed 'Collection themes' as listed in the report.
7. That officers carry out an investigation of display options as listed in the report, to be reported to the working group.

CORPORATE PRIORITIES

Economy – To create a vibrant and healthy economy	√
Environment – To deliver services customers expect	√
Efficiency – By spending money in the most efficient way	√
Tourism – To create a great place to live and visit	√

REPORT

BACKGROUND

1. Fylde Council are responsible for artworks which are 'held upon charitable Trust' (Legal Opinion, Moffett 2017), that have been donated over the last 100 years for the benefit of local people.
2. The art collection is included in the draft Corporate plan 2020 – 2024 *"Pursue museum accreditation of LSA art collection with Arts Council England and explore options available for display with partners"*.
3. The art service collection comprises of:
 - 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
 - Furniture and civic regalia
4. A Member Working Group was nominated by the Tourism and Leisure Committee at the meeting of 6 June 2019, to review the management of the Art Collection.
5. The Member Working Group recently met on 18 May 2021 and was facilitated by the Tourism and Cultural Services Manager and the Collections Development Officer.

6. Officers provided an update on work undertaken to date, to allow a formal application to Arts Council England (ACE) to gain Accreditation for the collection. Members were asked to discuss and contribute to several aspects of the collection. Several decisions were unanimously agreed by the working group and are presented in the report as recommendations to the Tourism and Leisure Committee.
7. A statement of purpose relating to the collection has been previously agreed: "Fylde Borough Council's Collection, named the Lytham St Annes Art Collection, is a collection of predominantly Victorian works that celebrates the history of Lytham St Anne's, the Fylde Borough, and the surrounding areas through the diverse artworks, the legacy of its local and regional donors, and through the distinctive Town Hall in which it is displayed. Through innovative development of the collection and enriching learning opportunities, the collection helps the local community and its visitors to engage with and understand the significance of the local area's heritage and to ask questions about possibilities for progress in the present and future. Fylde Borough Council will maintain the Collection as a tourist attraction and develop it as an arts and cultural facility for the benefit of the local community and visitors to the town".
8. The climate-controlled storage facility funded by Fylde Council is proving to be a huge success, however several lower value items are still being stored in the two adjacent basement rooms. The working group have previously supported the allocation and improvement of these two rooms to store the lower value items and be used as a quarantine area for new items. All improvements would need to be undertaken from existing revenue budgets and is scheduled to take place in the Autumn of 2021.
9. Officers described that to achieve Museum Accreditation, the collection has to be accessible to the public for at least 20 days per year. The working group discussed that this could be achieved by being displayed and viewed through tours of the Town Hall, organised Heritage Open Days and several other ways including loans to other galleries – agreed loans to Paris and Falmouth are scheduled. The working group had previously supported this approach prior to Covid-19 and reiterated their unanimous support.
10. The 'collecting themes' have been previously agreed as follows:
 - Works by artists from backgrounds which are underrepresented within the current collection, broadening the scope of the collection as a representational model, and adding new stories and perspectives to represent a fuller, contemporary view of the Fylde.
 - Works that explore the changing social and geographical landscape of Fylde and celebrate the rich tapestry of Fylde and its communities.
 - Works that explore new attitudes to landscapes through a contemporary lens.
 - Works by Richard Ansdell, as a person of local significance, and his circle.
 - High quality works that support the current Collection.

CURRENT POSITION

11. An update on progress towards achieving Arts Council England (ACE) accreditation was provided by the Collections Development Officer and the working group were satisfied with the progress being made. Members noted and acknowledged the challenges posed by Covid-19 and thanked the Collections Development Officer for her ongoing work during such challenging times.
12. The outstanding work required in order to submit a formal full application for the Art Collection was discussed and the working group were asked to review the draft Forward Plan prior to the Arts Working Group session on 18 May 2021.
13. A discussion took place regarding a proposed Forward plan for the Collection. The forward Plan (similar to a business plan for the Collection) demonstrates that Fylde Council is planning effectively for the long term while being able to adapt in a changing environment, sets key aims and how these are achievable, outlines activity and engagement plans while being ambitious but realistic, summarised as below:
 - Strategic vision - Fylde Council is committed to artistic excellence and ambition in all its activities and strives to develop the borough of Fylde's cultural offer through engagement with high quality

contemporary art exhibitions, heritage exhibitions, and events for both visitors and residents of the town.

- Aims - Inspire our audiences through a year-round programme exploring our key themes; maintaining our national and international profile as an innovative and progressive local authority that understands the importance of high quality arts in the North West; engaging new audiences; make a significant contribution to the development of the art infrastructure in the Fylde; act as a central focus for visual art; undertake smart seasonal programming across the year; work with our permanent collection as often as possible in imaginative ways that enrich and contribute to a contemporary programme; develop a national reputation for working with artists; contribute significantly to the Arts Council's Creative Case for Diversity by developing new relationships with artists and arts organisations to diversify our programme.
- Values - Our vision is underpinned by a set of values that define the standards, behaviours and culture of Fylde Council's arts service, within Cultural Services, and the wider organisation of the Council.
- Governance and staffing - The Fylde Collections are owned by Fylde Council and are managed by The Collections Development Officer, Tourism and Leisure Manager in the Cultural Services Division, led by the Head of Cultural Services, with support from the Member Arts Working Group
- Finances and strategic funding
- Audience Development Plan – digital, loans, access, exhibitions programming
 - Officers highlighted that there is currently no formal agreement in place with the 'Friends' group to support the development of the Collection. In order to support accreditation an agreement should be in place to formalise roles and responsibilities to provide a single approach to the management of the art collection. Officers will establish a Service Level Agreement for formal working with the Friends Group.
 - Officers described that to achieve Museum Accreditation for the collection, it had to be accessible to the public for at least 20 days per year. The working group discussed that this could be achieved by being displayed and viewed through tours of the Town Hall, organised Heritage Open Days and several other ways including loans to other galleries. Current scheduled loan agreements include galleries in Paris and Falmouth. The working group unanimously supported this approach and noted this had not been able to take place due to restrictions brought on by Covid-19.

CONCLUSION

14. The Member Working Group agreed:

- That the Forward Plan should be submitted as part of the Arts Council England (ACE) documentation.
- That Fylde Council should establish a formal Service Level Agreement with the 'Friends of the Collection' to formally establish roles and responsibilities of both parties.
- That the Collection should be made accessible for the minimum required 20 days per year to fulfil access requirements of the accreditation standards.

IMPLICATIONS	
Finance	None arising from this report
Legal	None arising from this report
Community Safety	None arising from this report
Human Rights and Equalities	None arising from this report
Sustainability and Environmental Impact	None arising from this report
Health & Safety and Risk Management	None arising from this report

LEAD AUTHOR	CONTACT DETAILS	DATE
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BACKGROUND PAPERS		
Name of document	Date	Where available for inspection
Forward Plan	13 May 2021	Cultural Services