

**CRESCENT
ARTS**

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Crescent Arts



Annual Report 2008-2009



Keith Farquhar 'In Domestos Chaos' 2008



A great place to live - work & play



Introduction

2008-2009 was a year of real achievement for Crescent Arts as the Management Committee, new Director, and artists worked together to deliver a challenging and far-reaching programme, extending the creative ambitions of the organization. Increased funding from Arts Council England (ACE) Yorkshire, through both regular funding and Grants for the Arts, enabled us to present a substantial programme of exhibitions and events during the year. Scarborough Borough Council's (SBC) continuing support, both financially and through renewal of the lease on our studio premises, gave a degree of stability which enabled better planning through to 2011/12. An additional grant awarded by North Yorkshire County Council (NYCC) allowed us to launch and promote our new exhibition venue, Crescent Artspace at Woodend, through effective rebranding with a fresh and dynamic image for the organization. We are immensely grateful to all our funding partners for their vital support, advice and encouragement.

Key developments for the organisation during 2008-09

- **Crescent Artspace:** Our new exhibitions space, Crescent Artspace, opened at Wood End in October 2008 featuring a sell-out concert of Façade with William Sitwell, going on to commission work by Scottish artist Keith Farquhar, and showing new work by French-Canadian artist, Anne Thalheim.
- **Crescent Artstudios and Artists:** We were joined by artists Susan Timmins and Sophie Rogers and Professional Development for artists focused on 'mentoring', gallery visits, and individual career goals. We delivered a programme of well-attended workshops for young people and adults, notably printmaking and mask-making.
- **Partnerships:** We strengthened creative partnerships with the University of Hull @ Scarborough, Yorkshire Coast College and Scarborough Museums Trust in particular, through programme and workshop coordination eg. New Facades, The Wild.
- **Marketing and Audience Development:** Crescent Arts reviewed its marketing strategy by re-branding, with new logo, print, stationery and website. A grant from North Yorkshire County Council supported our gallery launch and marketing for 2008/09. Membership subscriptions increased by 30% through the launch of Crescent Artspace and exhibition attendances rose steadily through the year.
- **Management and Business Planning:** Crescent Arts Management Committee increased its strength in 2008 with the addition of Madeleine Parkyn, web designer, and through the re-election of current members with Jo Beddoe continuing as Chair. We reviewed our business plan to take us to 2012, and secured a 25% increase in our Community Revenue Grant from Scarborough Borough Council for 2009/10.

Programme

Exhibitions and Events

- Crescent Artspace launched very successfully in October 2008 with New Facades; a Sitwell themed collaboration with artist Graham Mack, Crescent Artists, University of Hull @ Scarborough Campus (School of Arts and New Media) and Yorkshire Coast College (BA Hons Costume Design), and with a sell-out concert of Façade with the Orchestra of St. Paul's and William Sitwell.
- Deputy Mayor of Scarborough, Peter Boothe and his wife Elizabeth, attended the launch of Crescent Artspace and were regular supporters of our programme throughout the year
- There were three further major exhibitions in the year; by former Crescent artist Catherine Graham (October 2008), internationally renowned artist Keith Farquhar (Nov/Dec 2008) and Ryedale-based sculptor Anne Thalheim (Jan/Feb 2009) – a regional/national mix of artists
- We commissioned Keith Farquhar's new work for the exhibition 'In Domestos Chaos' (November/December 2008) and produced an accompanying illustrated publication with artist's text.
- All exhibitions at Crescent Artspace were accompanied by a talk, discussion or similar event allowing the public to meet the artists.
- Exhibition attendances were significantly higher than previously, with 1200 visitors to Anne Thalheim's exhibition alone in January/February 2009
- We initiated a new commission with Manchester-based artists Emma Rushton & Derek Tyman, 'The Wild', based on the writings of H.D. Thoreau (Civil Disobedience, Walden), including a week-long event of filming local bands (at Woodend - March 09). The resulting film installation at Crescent Artspace was scheduled for summer 2009.

Crescent Artists, Professional Development and Open-access

At the end of 2008-2009 we accommodated five studio-holders;

Dawn Brooks – printmaker

Helen Donnelly – painter

Susan Timmins – painter and printmaker

Sophie Rogers – multi media artist and curator

Cath Whippey – mask-maker and animator

Both Tracy Himsforth and Helen Sharpe decided to leave their studios at Crescent Arts during the year. Tracy decided that she no longer needed a studio to pursue her practice, preferring to work directly in urban/rural landscape sites. Helen sought a more craft orientated/retail outlet workshop context for her work with ceramics.

- Resident/associate artists provided a programme of educational and workshop activities for Crescent Arts, and outreach through other

organisations eg. Scarborough Museums Trust, Springhead School. There was consistent public demand for both printmaking and life drawing classes with total attendances of 228 across 26 sessions over a six month period.

- Open-access facilities, especially printmaking, continued to be in regular demand by members. Our ceramics facilities were re-opened in spring 2009 following essential work on ventilation to comply with health and safety and fire regulations
- Two artists left Crescent Arts in 2008 and were replaced by Susan Timmins (painter and printmaker) and Sophie Rogers (mixed-media).
- We offered Professional Development support of £150/annum for each resident artist towards the costs of travel and research. Artists continue to benefit from subsidised studio provision, facilities, workshop space, and training.
- Professional Development (PD) for resident artists included individual mentoring with visits from Colin Lloyd and Catherine Huber. Other artists visiting Crescent Arts included Monica Ross, Susan Butler, Ian Walker, Jeff MacMillan and Cornelia Parker.
- The Director reviewed resident artists' PD aims and objectives, agreeing new targets for 2009/10 (exhibitions, funding applications and networking).
- Crescent Artists applied for and were awarded an Artists Newsletter 'go and see' bursary (March 2009) to enable visits to other studio groups
- We scheduled a PD programme for 2009 which includes visits to Istanbul Biennale, Castlefield Gallery / Manchester International Festival and to studio organisations in Sheffield, Manchester and Leeds.
- Crescent Arts' Director was invited to select for the Ferens Open Exhibition in Hull in Spring 2009 and to nominate artists for The Northern Art Prize 2009 in Leeds.

Marketing

The re-branding of Crescent Arts has maintained the focus on 'practice-led' support to artists, programme and activities, whilst raising the profile of Crescent Arts to be more meaningful to audiences, participants, partners, peer organisations, funders, and sponsors. The re-branding is inseparable from delivery of programme, and forms an essential element in our current fundraising and marketing strategies. We invited designers to tender for Crescent Arts Rebranding, and through a rigorous process of short-listing and interviews by Management Committee, Director and artists, commissioned Andy Edwards Design to create new logo, stationery, website, print, and signage. Madeleine Parkyn's voluntary contribution has been critical to our successful new website

design. The re-brand coincided with the dual-site launch of Crescent Artspace and Crescent Artstudios in October 2008.

Re-branding in 2008-09 has achieved:

- A complete redesign of our logo, website, stationery, print and signage giving a more contemporary image for the organisation.
- A positive transformation in perceptions of Crescent Arts by audiences and practitioners alike - as an inclusive, outward-looking, approachable organisation engaging through programme, professional development and open-access facilities.
- More effective marketing and much higher attendance figures for exhibitions at Crescent Artspace at Woodend, especially for previews. We monitored exhibition attendances, co-ordinating with Scarborough Art Gallery, in order to optimise opening times and event marketing.
- An increase of 30% in Crescent Arts memberships.
- Our database was revised and renewed, reflecting increased membership, targeting extended regional and national audiences.
- Our re-launch in October facilitated new and constructive dialogues with Local Authorities (SBC and NYCC) and subsequent additional financial support.
- It has enabled us to build a very strong base of cultural/political support within the Borough as evidenced by our more recent regeneration-led initiatives.
- Re-branding linked to 'quality' of product and visitor experience has won new respect from partners and peers in the educational, cultural, and creative sectors regionally and nationally enabling potential for further collaborations (eg. Scarborough Museums Trust, University of Hull @ Scarborough, University of Teesside, Ferens, Impressions, Lumen, Spike Island).

Premises

- A new Lease between Crescent Arts and SBC was finalised, allowing continuing occupancy of the current premises until 31.03.11, with 6 months notice on either side.
- New Licences for resident artists were finalised and in line with revised terms and conditions agreed with SBC.
- Completion of Woodend redevelopment was subject to delays, as was preparation of their head lease with SBC but Crescent Arts was able to launch Crescent Artspace at Woodend in October 2008.
- Negotiations regarding a Lease with CIC Trust Ltd (Woodend) were not concluded, with questions remaining concerning rent and services charges and the exhibition space being 'fit for purpose'. Crescent Arts and CIC Trust

Ltd. have agreed to proceed without a lease on a 'project by project' rental basis for 2009/10.

- There are financial, practical and artistic considerations which render this a more favourable option for Crescent Arts, allowing greater flexibility in management of programme and budgets.

Management and Recruitment

The Management Committee for the period 2008-2009 comprised;

Jo Beddoe: Chair and Acting Treasurer.

Arts manager, producer and lecturer in arts management.

Shirley Stone

Business Development & Marketing Manager and Publicist.

Neill Warhurst

Technical manager and lighting designer.

Performance Production tutor at University of Hull, Scarborough Campus.

Madeleine Parkyn Web designer

Sue Kennedy member of Crescent Arts.

Ian Parkinson Artist.

Dan Maloney Performance Artist / Curriculum Manager – Skills for Life and Higher Education at Yorkshire Coast College

- The Management Committee for 2008/09, with the continuation of Jo Beddoe as Chair and co-option of Madeleine Parkyn as an additional member, was approved by Crescent Arts membership at its AGM in November 2008.
- Madeleine Parkyn brings expertise in marketing, web design and a strong network of contacts with interest/user groups within the Borough.
- There was no further recruitment of permanent staff in 2008/09.
- Contractual staffing, including exhibiting and resident artists, played a critical role in the effective delivery of our exhibitions, workshops and professional development programmes (mentoring, curation, gallery installation, workshop coordination).
- We offered a work placement to a student of Performing Arts from University of Hull @ Scarborough and opportunities for volunteers (students) to assist with the launch of Crescent Artspace, concert of Façade, and The Wild project with artists Rushton & Tyman.

Finance and Fundraising

- In line with previous financial estimates, and increased regular funding from Arts Council England (ACE) for the period to 31.03.11 we were able to launch our new gallery Crescent Artspace at Woodend whilst retaining the premises below Scarborough Art Gallery for our studios and administration.

- A revised Business Plan was developed for the period to 2012 and submitted to ACE at the time of our Annual ACE Review in September 2008.
- The end of 2007/08 saw Crescent Arts with increased reserves due to savings on six months' salary (awaiting the appointment of the Director) and exhibition programme (whilst issues of premises were resolved). It was agreed that £12,000 from these reserves be used to support three key activities in 2008/09: marketing, the launch of Crescent Artspace at Woodend, and investment in equipment to service exhibitions.
- Undesignated reserves stood at £15,000 at the end of 2008/09 in line with previous levels.
- ACE GftA funding part-financed the new Director post in 2008/09.
- Scarborough Borough Council (SBC) continued to maintain its revenue funding for 2008/09 which included 100% rent subsidy of our studio premises.
- Crescent Arts, as a registered charity, continues to benefit from 100% business rates exemption.
- Fundraising activity saw two positive outcomes in 2008/09: North Yorkshire County Council awarded a grant of £5,000 for marketing (including the launch of Crescent Artspace), and SBC awarded Crescent Arts a 25% increase in its revenue funding for 2009/10.
- A new membership initiative linked to the launch of Crescent Artspace yielded a 30% increase in subscriptions.

Priorities for 2009/10

The key challenge for the coming year is that of sustaining and developing recent achievements, given the relatively limited capacity and scale of Crescent Arts. Our greatest challenge, and focus for 2009/10, is to extend funding of the Director post at Crescent Arts, despite an inclement economic climate.

Programme;

- ensure that Crescent Arts programme continues to provide an appropriate platform for regional and inter/national work by emergent artists (including our studio holders) through 4-6 projects/exhibitions each year
- pursue a role which responds to changing practice (on/off site), linked to eg. urban/rural regeneration, and actively engaging communities in such work.
- enhance professional development opportunities for Crescent artists, associate artists and members *within* current capacity by maintaining and extending partnership and network regionally and inter/nationally.
- maintain accessibility for members/general public to programme and facilities with a clearly defined equal opportunities policy and practice
- deliver a consistent programme of screenings, talks, debates, workshops etc to accompany each exhibition or project

Marketing and audience development;

- upgrade our capacity for digital marketing and dissemination of information through email, website, facebook etc,
- continue to expand membership
- continue to monitor and evaluate audiences and attendances, through questionnaires and feedback
- review our marketing strategy to serve proposed multi-site activities including off-site projects, regeneration projects and via new technologies.

Premises, tenancies and licences;

- regularly review terms of continuing occupancy (to 2011) of current studio premises with SBC and in consultation with Scarborough Museums Trust
- review the future of Crescent Artspace at Woodend, its impact on our artistic programme, audience development and financial management
- develop discussions with local authority, urban renaissance and business partners regarding alternative contexts for our activities

Finance and fundraising;

- secure funding to extend the full-time Director's post
- attract funding and sponsorship to support programme and marketing

Governance and management;

- sustain the full-time post of Director for Crescent Arts
- ensure that the management committee continues to operate effective business planning, marketing, legal and financial management
- ensure continuity of appropriate level of governance through any necessary additional recruitment to management committee, taking account of any change in organizational, creative and development needs.
- remain solvent and ensure transparency and accountability with, and timeliness in reporting to, our funders

On behalf of the Management Committee I would like to express our thanks to our regular funders Arts Council of England Yorkshire and Scarborough Borough Council, and to North Yorkshire County Council for their support for the launch of Crescent Artspace. I would also like to thank members of the Management Committee for their hard work during 2008/09 and the resident artists for their commitment, loyalty and enthusiasm. Stuart Cameron has provided outstanding leadership and vision over his first year as Director of Crescent Arts and our thanks go to him for his considerable achievements. We are particularly grateful for the continuing support of all our members, and hope you will enjoy our programme in 2009/10.

Jo Beddoe, Chair