

**CRESCENT  
ARTS**

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# Crescent Arts



## Annual Report 2009-2010

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The Wild, Emma Rushton & Derek Tyman, 2009



Supported by  
**ARTS COUNCIL  
ENGLAND**

## Introduction

2009-2010 was a year of further positive achievement for Crescent Arts as the Management Committee, the Director, and artists worked together to deliver an ambitious programme, redefining the vision of the organization. Sustained 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, projects and events throughout the year. Scarborough Borough Council's (SBC) continuing support, through increased funding and subsidy of our studio premises, gave greater stability which enabled better planning through to 2011/12. An additional grant awarded by The Meanwhile Project allowed us to develop an arts and regeneration initiative (Shop Lift) and provided the opportunity to present projects at 14/15 Queen Street. We are immensely grateful to all our funding partners for their vital support, advice and encouragement.

## Key developments for the organisation during 2009-2010

- **Crescent Artspace:** Through exhibitions, projects and events we explored more adventurous ways of working, presenting new work at Woodend (John Creighton, The Wild), in Salisbury Arcade (Shop Lift), at 14/15 Queen Street (Simon Farid), open studios (Archive), and off-site landscape interventions (Tracy Himsworth).
- **Crescent Artstudios and Artists:** We were joined by four new artists in our studios. Professional Development for artists focused on critical debate in partnership with Yorkshire Coast College (YCC), a research trip to Istanbul Biennale, individual practice and career goals. Crescent artists delivered a programme of well-attended workshops for young people and adults, notably in printmaking.
- **Partnerships:** We forged new partnerships with SBC Civic Pride 'Windows to the Borough', Town Centre Management and Scarborough Urban Renaissance to initiate 'Shop Lift' arts and regeneration programme utilising vacant shop premises in the town centre. We maintained strong creative partnerships with the University of Hull @ Scarborough (UHS), YCC and Scarborough Museums Trust (SMT).
- **Marketing and Audience Development:** We launched our new e-newsletter in November 2009 and Crescent artists established a lively Facebook community to promote events and debate. Membership subscriptions were maintained at a level comparable to that of 2008 and we attracted new audiences through our art and regeneration programme.
- **Management and Business Planning:** Crescent Arts Management Committee continued to work very effectively through the re-election of current members with Jo Beddoe continuing as Chair. We started to review our business plan to take us beyond 2012, and secured a further award from ACE Grants for the Arts to sustain the post of Director to July 2011.

### **Crescent Arts Management Committee 2009-2010**

The Management Committee for the period 2009-2010 comprised;

**Jo Beddoe: Chair and Acting Treasurer.**

Arts manager, producer and lecturer in arts management.

**Shirley Stone: Deputy Chair**

Business Development & Marketing Manager and Publicist.

**Neill Warhurst: Secretary**

Technical manager and lighting designer.

Performance Production tutor at University of Hull, Scarborough Campus.

**Madeleine Parkyn:**

Web designer

**Sue Kennedy:**

Long-standing member of Crescent Arts.

**Ian Parkinson:**

Artist and long-standing member of Crescent Arts

- The Management Committee for 2009-2010 as detailed above, with the continuation of Jo Beddoe as Chair, was approved by Crescent Arts membership at its AGM in November 2009.
- Dan Maloney did not wish to stand for re-election to Management Committee for 2009-2010

### **Key development in 2009/10**

The key success and challenge of 2009/10 was undoubtedly our arts and regeneration initiative 'Shop Lift' which brought with it:

- funding from the Development Trust Association's Meanwhile Project with subsequent national exposure and profile
- close long-term partnership with Scarborough Borough Council (Civic Pride Group), Urban Renaissance and Town Centre Management
- strong political interest at local, regional and national levels including a visit by Rosie Winterton MP (then Minister for Regional Economic Development for Yorkshire and Humberside).
- acquisition of premises at 14/15 Queen Street for an 18 month period with potential for longer term occupancy and development beyond April 2011

- a truly innovative and challenging artistic and creative 'agenda', offering an alternative model with the potential to develop further opportunities for artists working in the region.
- engagement with new audiences through high visibility and strong community and media interest in the 'empty shop' political/economic/cultural context
- revitalised collaboration with eg. Yorkshire Coast College, University of Hull at Scarborough, and Scarborough Museums Trust

Crescent Arts is clearly not alone in working in the context of arts and regeneration, of which there are numerous examples across the country. We always viewed this as a clear strategy to explore opportunities through cultural and economic partnership, for Professional Development for artists, and audience development. Our role within the Borough was pivotal in attracting funding and delivering projects in 2009/10 within a very short timescale. The impact goes deeper. Our use of Queen Street as a 'project space' for artists, with public access, meets a real need in the wider region of North Yorkshire. We believe there is no comparable 'space' in NY which provides opportunity for emergent artists to produce and present new work, with all the attendant creative risks, in a public context.

## **Programme 2009-2010**

### **Exhibitions and Events**

Crescent Arts delivered more than it promised in 2009/10:

- Crescent Arts programme for 2009/10, shaped by its Director, promoted both regional and national artists' work, and was designed to include collaboration, notably with the higher education sector, and foster public engagement.
- We were uncompromising in setting the highest possible standards of presentation within the terms of each artist's practice or project
- Crescent Artspace presented five exhibitions and three off-site projects through our town centre art & regeneration platform, Shop Lift.
- Exhibitions included:
  - At Woodend* - John Creighton (Recent Paintings), Rushton and Tyman (The Wild), University of Hull at Scarborough (students' multi-media project)
  - At Crescent Arts studios* - Dawn Brooks, Tracy Himsworth and Susan Timmins (Open Studios), and our 30<sup>th</sup> anniversary 'Archive' installation.
- Off site art and regeneration projects included landscape interventions by Tracy Himsworth (Crescent Gardens), Simon Farid's video projection (Queen

Street), and Shop Lift – with Yorkshire Coast College BA costume design students ‘living mannequins’ (Salisbury Arcade).

- Commission, collaboration and partnership-working were key elements eg. Crescent Arts’ commission of Rushton & Tyman’s ‘The Wild’, based on the writings of H.D.Thoreau (Walden, Civil Disobedience), was presented at Woodend in July/Aug 2009. The project involved some 70 practitioners spanning visual arts, music, digital technology and sonic arts.
- Shop Lift was a major achievement for Crescent Arts and grew from our partnership with Scarborough Borough Council and Urban Renaissance.
- All exhibitions were accompanied by a talk, discussion or similar event allowing the public to meet the artists eg. closing event for The Wild with live bands attracted an audience of 120 from as far as Liverpool and Leeds.
- John Creighton’s exhibition attracted highest visitor figures (849), closely followed by The Wild (790) with a younger audience from Scarborough’s music scene and student population.
- The Shop Lift collaboration with Yorkshire Coast College (living mannequins performed in Salisbury Arcade shop window) provoked strong positive response from around 3000 people over 10 days

### **Crescent Artists, Professional Development and Open-access**

By the end of 2009-2010 we accommodated seven studio-holders;

**Dawn Brooks – printmaking**

**Tom Dawson – film, drawing, printmaking and installation**

**Helen Donnelly – painting**

**Simon Farid – video and installation**

**Jonathan Green – sculpture and graphic design**

**Megan Owenson – drawing and installation**

**Susan Timmins – painting, drawing and printmaking**

- We continued to offer Professional Development support to artists through subsidised studio provision, open-access facilities, workshop space, project development, networking and research.
- Artist Sophie Rogers left Crescent Arts in 2009 to study movement and performance in Bristol and we welcomed four new artists to the studios, selected from applicants from as far afield as London, Hull, and Leeds
- Crescent Arts subsidised a research trip for resident artists with the Director to Istanbul Biennale in September 2009, meeting with Platform Garanti and Turkish artists’ collective Piste.

- Crescent Artists visited studios and galleries in Manchester and Leeds through a 'nan go and see' bursary from artists newsletter (March 2009).
- Crescent Arts and Yorkshire Coast College instigated fortnightly studio 'crit' sessions (November to March) to view and discuss artists/students' work to support mutual professional development needs.
- Crescent Arts' Chair, Director and artists reviewed professional development aims and objectives, in line with our fundraising strategy to support goals for 2010/11 (exhibitions, projects, mentoring, training etc).
- New studio artists brought new critical perspectives and energy to Crescent Arts programme since demonstrated by the work presented at Queen Street
- We expanded our professional network, laying foundations for future collaborative work, highlighted by our visit to Istanbul Biennale in September 2009 and participation in Turning Point initiatives.
- Crescent Arts Director was invited to nominate artists for the Northern Art Prize in 2009 and, with Crescent artist Susan Timmins, to select and curate Scarborough Art Gallery's East Coast Open in January 2010.
- 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
- Resident/associate artists provided a regular programme of workshops (notably printmaking), and outreach through peer organisations eg. Scarborough Museums Trust, WEA, Create

## **Marketing**

The re-branding of Crescent Arts in 2008 was reinforced in 2009-10 by consciously shifting the focus to 'practice-led' support to artists, programme and activities. We are monitoring impact on audiences, participants, partners, peer organisations, funders, and sponsors through greater engagement and feedback. With new artists, and Madeleine Parkyn's excellent creative web/e-news design contribution, we were able to develop our website and launch a regular e-newsletter in November 2009.

- We launched Crescent Arts' e-newsletter in November 2009 to coincide with our 30<sup>th</sup> Anniversary event 'Archive'.
- Initial distribution of 300 almost doubled by March 2010 through website subscriptions, membership and artists' professional networking
- Our database was revised to manage e-distribution more effectively targeting extended local, regional and national audiences.
- The e-newsletter and website supplemented print in 2009/10, extending reach in a more cost effective manner

- Crescent Arts 30<sup>th</sup> archival exhibition in December 2009 was a strong PR event celebrating past achievements and signalling future plans (Queen St.).
- Membership remained steady at 64, slightly lower than levels achieved through the 2008 re-launch (70).
- We continued to monitor exhibition and workshop attendances closely through visitors' book, questionnaires, feedback and daily records.
- The Wild attracted nearly 800 visitors for what was quite challenging work and brought us a younger audience with artform (music) cross-over.
- The Shop Lift art/regeneration programme was aimed at a very public domain targeting a large new audience of passing pedestrians and visitors
- The initial project in Salisbury Arcade attracted an audience estimated at between 2,500 – 3,000 over 10 days in June/July 2009.
- Shop Lift enabled us to build a very strong base of cultural/political support within the Borough as evidenced by our continuing regeneration-led initiatives.

## **Premises**

- The Lease between Crescent Arts and SBC continued to operate in relation to occupancy of the current studio premises (below SAG) until 31.03.11, with 6 months notice on either side.
- Licences for all resident artists continued to operate in line with revised terms and conditions agreed with SBC in 2008-2009
- As previously reported, negotiations regarding a Lease with CIC Trust Ltd (Woodend) were not concluded, with questions remaining over rent and services charges and the exhibition space being 'fit for purpose'. Crescent Arts and CIC Trust Ltd. proceeded without a lease on a 'project by project' rental basis for 2009/10.
- There were financial, practical and artistic considerations which rendered this a more favourable option for Crescent Arts, allowing greater flexibility in management of programme and budgets.
- We acquired use of premises at 14/15 Queen Street in Scarborough for an initial period of 18 months (to May 2011) for arts regeneration projects.
- Queen Street is free of rent and rates. Essential costs and overheads to be met from Meanwhile Project funding through 2009-2011.
- We are investigating the possibilities of purchasing 14/15 Queen Street as a future base for Crescent Arts and centre for visual arts in Scarborough.

## **Recruitment**

- There was no further recruitment of permanent staff in 2009-2010
- We recruited four new resident artists, selected from a regional and national range of applicants, taking up studio occupancy from November 2009 for a period of 18 months
- 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).

## **Finance and Fundraising**

- In line with previous financial estimates, and sustained regular funding from Arts Council England (ACE) for the period to 31.03.11, we were able to maintain a consistent programme at Crescent Artspace (Woodend / Queen Street) and Crescent Arts Studios below Scarborough Art Gallery.
- We continued to work to the revised Business Plan to 2012, previously submitted to ACE at the time of our Annual ACE Review in September 2008.
- Undesignated reserves stood at £12,500 at the end of 2009/10
- ACE GftA funding part-financed (50%) the Director post in 2009-2010 with a further award of £16K agreed by ACE for the period August 2010 – July 2011
- Management Committee approved the use of £7K of reserves to cover a shortfall in the Director's salary costs, for the period March-July 2010
- Scarborough Borough Council (SBC) increased its revenue funding for 2009-2010 by 25%, which included 100% rent subsidy of our studio premises.
- SBC agreed to sustain revenue funding at the same level for 2010-2011 through our Community Revenue Grant application submitted in December 2009
- Fundraising activity in 2009-2010 attracted a grant of £11K through The Meanwhile Project, administered by SBC, for our Shop Lift programme
- No rent is payable by Crescent Arts for its occupancy and use of 14/15 Queen Street. Utilities and all other costs are to be met from Meanwhile Project funding during 2009-2011
- Crescent Arts, as a registered charity, continues to benefit from 100% business rates exemption for its studio premises and its tenure at Queen Street
- A fundraising strategy was developed jointly by Crescent Arts' Management Committee, Director and artists to focus on support for Professional Development, Programme and capital projects

## **Priorities for 2010/11**

The real challenge for 2010/11 continues to be that of sustaining and developing recent achievements, given the relatively limited capacity and scale of Crescent Arts. Our greatest challenge and focus is to implement our fundraising strategy and thereby sustain the Director post, in an increasingly 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 continues to respond intelligently 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 and improve accessibility for members/general public to programme and facilities with a clearly defined equal opportunities policy and diversity action plan for 2010-2014
- deliver a consistent supporting programme of screenings, talks, debates, workshops etc to accompany each exhibition or project

### **Marketing and audience development;**

- maintain and upgrade our capacity for digital marketing and dissemination of information through email, website, facebook etc,
- continue to expand membership by working to attract greater diversity and participation
- continue to monitor and evaluate audiences and attendances, through questionnaires, feedback, online social networking and e-newsletter
- 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 and beyond, of current studio premises with SBC and in consultation with SMT
- review the future of Crescent Artspace at Queen Street, its impact on our artistic programme, audience development, financial capacity and for its potential as a major capital development project
- develop discussions with local authority, urban renaissance and business partners regarding alternative contexts and development for our activities

**Finance and fundraising;**

- secure funding to extend the full-time Director's post beyond 2011
- implement fundraising and sponsorship strategies to support artists' professional development, programme and related marketing activity
- develop capital fundraising strategy to pursue feasibility study, purchase and long-term development of premises at 14/15 Queen Street

**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 for their continuing support for Crescent Arts. We are grateful to The Meanwhile Project for its funding support of our Shop Lift programme, and to our partners in this project. I would also like to thank members of the Management Committee for their hard work during 2009/10 and the resident artists for their creativity and enthusiasm. Stuart Cameron has provided strong leadership and vision throughout the 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 2010/11.

**Jo Beddoe, Chair**