

**CRESCENT  
ARTS**

The Crescent  
Scarborough  
YO11 2PW

Tel: 01723 351461  
info@crescentarts.co.uk  
www.crescentarts.co.uk

registered  
charity number  
513099



# Crescent Arts

## Annual Report 2010 - 2011



Helen Donnelly, Spa Hoarding, Scarborough, summer 2010



Supported by  
**ARTS COUNCIL  
ENGLAND**

## Introduction

2010-2011 was a hugely challenging year for Crescent Arts as the Management Committee, the Director, and artists worked together to deliver an ambitious programme, whilst negotiating future funding in the context of the government's spending review of autumn 2010. Continuing support from Arts Council England (ACE) Yorkshire, through both regular funding and Grants for the Arts, enabled us to present a strong programme of exhibitions, projects and events throughout the year. Scarborough Borough Council (SBC) also maintained its funding and subsidy of our studio premises, whilst prudent deployment of Meanwhile Project funding allowed arts and regeneration initiatives (Shop Lift) to flourish through programme at 14/15 Queen Street. We are immensely grateful to all our funding partners for their vital support, advice and encouragement and look forward to reinforcing these partnerships in the coming year.

## Key developments for the organisation during 2010-2011

**Funding Partnerships:** Crescent Arts is delighted to be awarded Arts Council of England National Portfolio Organisation (NPO) status with increased annual revenue funding for 2012-2015. Equally we appreciate the vital support from Scarborough Borough Council's Community Revenue Grant scheme for the current funding year.

**Crescent Artspace:** We presented new work by five of our resident artists in our project space at Queen Street, an inspiring print installation 'Fragment Series' by Dawn Brooks and a new video work 'Pond' by Helen Sear at Crescent Arts refurbished studio project space.

**Crescent Artstudios and Artists:** A national call-out for studio artists resulted in the engagement of 4 promising new artists Karen Thompson, Susan Slann, Andrew and Caitlin Webb-Ellis, maintaining a total of 7 resident artists.

**Creative Partnerships:** Support from Scarborough Borough Council's Civic Pride, and arts-regeneration projects sustained by 'Meanwhile Project' funding, allowed extended use of Queen Street in 2010/11 with 'pop-up' projects by students from Yorkshire Coast College (YCC) and University of Hull @ Scarborough.

**Professional Development:** We worked closely with YCC BA Fine Art Faculty to sustain our programme of critical debate around artists'/students' practice. Simon Farid obtained funding from ACE G4A to enable a research visit to Cairo in the autumn of 2010, leading to exhibition in June 2011.

**Open-access Facilities:** We offered a strong programme of well-attended workshops for practicing artists, young people and adults, notably in printmaking. Appointment of Karen Thompson as ceramicist-in-residence enabled increased access to our upgraded ceramics facilities.

**Marketing and Audience Development:** e-newsletter distribution increased by 30% reaching over 500 contacts nationally. Public 'works in progress' attracted noticeably broader interest and audiences, especially Helen Donnelly's Spa Hoarding, and Jonathan Green's Queen St. installation and youth workshops.

## **Management and Governance:**

### **Crescent Arts Management Committee 2010-2011**

Crescent Arts Management Committee members were re-elected at our AGM in November 2010, with one member standing down. Jo Beddoe continued as Chair in 2010-2011. The Management Committee for the period 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.

#### **Sue Kennedy:**

Long-standing member of Crescent Arts.

#### **Ian Parkinson:**

Artist and long-standing member of Crescent Arts

#### **Madeleine Parkyn:**

Web designer and long-standing member of Crescent Arts.

(resigned in October 2010)

- The continuation of Jo Beddoe as Chair was approved at the AGM.
- Madeleine Parkyn moved from Scarborough in October 2010 and therefore resigned as a member of Management Committee. Crescent Arts is extremely grateful to Madeleine for her vital contribution in terms of web design and launching the e-newsletter. She continues to advise on digital marketing and design.

## **Programme 2010 - 2011**

Crescent Arts pursued its strategy to explore opportunities through partnership-working to support artists and audience development. The availability of Queen Street as a 'project space' for artists, with public access, presented a unique opportunity in Scarborough and the wider region of North Yorkshire. We believe there is currently no comparable platform in NY which allows artists to produce and present new work, with all the attendant creative risks, in a public context.

## Crescent Arts Annual Report 2010 - 2011

- Helen Donnelly's 3-site exposition of work in summer 2010 at Crescent Studios, Queen Street and the Spa hoarding site created a model for translating this strategy into deliverable programme.
- The project attracted attendances of nearly 600, whilst hundreds of casual visitors experienced the hoarding site-work in the lead up to the re-opening of the Spa building in May 2011
- It is worth stating that the Spa hoarding was highly visible from a range of vantage points around Scarborough (the castle, the beach, the town and of course - the sea) creating a temporary landmark.
- The project helped to refine our approach to Professional Development for artists, offering 'hands on' guidance, training and practical experience.
- The programme through the year reinforced our partnership with SBC who commissioned the Spa hoarding. A second project in a nearby SBC car park has since been completed by artists Webb-Ellis.
- Queen Street offered opportunity to extend partnership-working with the focus and flexibility to deliver a wide-ranging programme of work by resident artists, and through partnerships with eg. Yorkshire Coast College (BA Fine Art graduates), NYCC youth groups, University of Hull @ Scarborough Campus.
- The presentation of Helen Sear's video installation, 'Pond', reinforced Crescent Arts' ability to attract artists of inter/national standing and to originate substantial new work in Scarborough - working with Duckett & Jeffries Gallery in Malton to co-promote Helen's exhibitions.

Crescent Arts delivered more than it promised in 2010 – 2011:

- Crescent Artspace (at Queen Street) presented five exhibitions and one off-site project (Spa hoarding). Three exhibitions of new work were presented at Crescent Studios. We originally proposed 6 projects and delivered 9.
- Exhibitions at Queen Street – Helen Donnelly, Jonathan Green, 4X4 Yorkshire Coast College BA (Hons) Fine Art, Susan Timmins, Tom Dawson;  
At Crescent Studios – Helen Donnelly, Dawn Brooks, Helen Sear  
Off site: Helen Donnelly's Spa Hoarding
- Recorded attendances were higher across the year, reflecting repeat visits by core audience to a broader range of work despite fewer viewing days. (09/10-2781 : 10/11-2964)
- Exhibitions were accompanied by talks, discussions, screenings or similar events eg. Susan Timmins' schools visit for 'Not Writing, Drawing' at Queen Street with over 50 pupils attending; Jonathan Green's workshops with NYCC 'Open Arms' at Queen Street involving 45 young (15 yrs) participants.

## **Crescent Artists and Professional Development**

During 2010-2011 we accommodated ten 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

Susan Slann – painting

Karen Thompson - ceramics

Susan Timmins – painting, drawing and printmaking

Andrew and Caitlin Webb-Ellis – film and video

.

- We continued to offer Professional Development support to artists through subsidised studio provision, open-access facilities, workshop space, project development, networking and research.
- Three artists left Crescent Arts and we welcomed four new artists to studios; Susan Slann, Karen Thompson and Andrew and Caitlin Webb-Ellis.
- New studio artists brought new critical perspectives and energy to Crescent Arts programme as evidenced by the work presented at Queen Street
- We subsidised resident artists to visit studios, galleries and events in Glasgow, London, Manchester, Sheffield and Leeds through the year.
- Crescent Arts and Yorkshire Coast College held regular studio 'crit' sessions (November to March) to view and discuss artists/students' current work and exhibitions
- The Director and artists regularly reviewed professional development aims and objectives to support goals for 2011/12 (exhibitions, projects, research)
- We expanded our professional network, laying foundations for future collaborative work (Istanbul Biennale in 2011, Turning Point initiatives, and the education sector eg. Leeds BA and MA courses).

### **Access to facilities**

- Open-access facilities and workshops, especially printmaking, continued to be in regular demand by members and the public. Dawn Brooks continued to provide an excellent course of printmaking workshops over the year.
- Improved access to ceramics facilities, especially kiln-firing services, were enabled by the arrival of ceramicist Karen Thompson in October 2010 who also initiated weekly 'drop-in' ceramics sessions.
- Resident/associate artists provided a regular programme of workshops and outreach through peer organisations eg. Scarborough Museums Trust, WEA, Create.

## **Marketing**

- Crescent Arts e-newsletter, launched in November 2009, continued to be our most effective marketing tool with distribution rising to over 500 in 2010/11 from website subscriptions, membership and professional networking
- Our database was consistently updated to manage e-distribution effectively, targeting local, regional and national audiences.
- The e-newsletter, website, e-listings and social media supplemented print in 2010/11, with exhibition announcements, invitations and information texts feeding regular (bi-monthly) print and digital distribution
- We trialled the co-promotion of Helen Sear's work with Duckett and Jeffrey's (Malton) to attract cross-over audience.
- We continued to monitor exhibition and workshop attendances closely through visitors' book, questionnaires, feedback and daily records.
- Exhibition attendances in 10/11 reached nearly 3,000, an increase of 10% on 09/10, despite fewer 'exhibition days' (10/11: 83) (09/10: 105)
- The Shop Lift art/regeneration programme was aimed at a very public domain with its audience of passing pedestrians eg. Helen Donnelly's Spa hoarding.
- Membership remained steady at 60, but slightly lower than levels achieved in 2009/10
- We commissioned design and print for a Fundraising Folder to promote initiatives and applications for 2011 onwards.

## **Premises**

- We successfully negotiated a renewal of our Lease with Scarborough Borough Council (SBC) for our studio premises until 31.03.14
- Proposed development of the building (Scarborough Art Gallery) appears unlikely in the very near future.
- Licences for current resident artists are issued in line with terms and conditions of our Lease with SBC.
- We sustained use of premises at 14/15 Queen Street in Scarborough beyond the initial period of 18 months for arts regeneration projects.
- Queen Street is free of rent and rates. Essential costs and overheads were met from Meanwhile Project funding through 2010/11.
- We continue to investigate alternatives for a permanent base

## **Recruitment**

- There was no further staff recruitment in 2010-2011.
- We recruited four new resident artists, selected from a regional and national range of applicants, taking up studio occupancy from October 2010 for a

period of 18 months. The artists are: Karen Thompson – ceramicist, Susan Slann – painter, Andrew and Caitlin Webb-Ellis – film and video artists

- Freelance and 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**

Sustained revenue funding from ACE and SBC, with an additional award from ACE Grants for the Arts for the Director post (August 2010 - July 2011), allowed Crescent Arts to successfully navigate significant changes in public funding for the arts in 2010-11, and to develop a strong vision for the 3 year period to 2015.

- We re-drafted our Business Plan for 2011-15, with projections reflecting levels of public funding (ACE, SBC) in the context of the Government Spending Review 2010, and to address:
  - (1) sustainability and development of the organisation, its mission and core activities, within three projected funding options
  - (2) sustainability of the Director post within the same three options
- Application to ACE GftA for £16K (50% of salary) for the Director post (August 2010 - July 2011) was approved (April 2010)
- Scarborough Borough Council (SBC) maintained its Community Revenue Grant funding to Crescent Arts at the same level as 2009/10, including 100% rent subsidy of our current studio premises below Scarborough Art Gallery.
- Application to ACE for NPF (2012-15) took precedence over all other fundraising activity in the latter half of 2010/11, with successful outcome announced in March 2011
- Negotiation with SBC for Community Revenue Grant funding for 2011/12 also resulted in a positive outcome (with 14% reduction)
- Funding from 2009/10 (£7K) from Meanwhile Project (Shop Lift) arts and regeneration projects was brought forward to sustain programme in 2010/11.
- Within the Business Plan (2011-2015) we propose fundraising at both regional and national levels to support:
  - (1) professional development for artists
  - (2) programme and projects
  - (3) development of resources and capital projects
- Key Trusts and Foundations have been identified as likely sources of funding for which we are eligible to apply during 2011-2015
- Crescent Arts, as a registered charity, continues to benefit from 100% business rates exemption.
- Financial management was sound, with a modest increase in undesignated reserves standing at £13.5K at the end of 2010/11

## **Priorities for 2011-2012**

Crescent Arts has identified key priorities for 2011-2012 onwards which can be summarised as:

1. Programme: reinforce Crescent Arts' professional standing through setting the highest standards in the work we support, promote and deliver.
2. Governance and management: sustaining appropriate skills, levels of expertise and staffing, to steer the organisation through to 2015.
3. Business Planning: maintaining focus on forward planning 2012-2015 whilst sustaining short/mid/long-term aims and objectives for the organisation and programme.
4. Funding: managing constraints in public/private sector funding and sponsorship to the arts in this and future years (including the 'transitional year' 2011/12 with limited budget).
5. Fundraising: delivering fundraising strategy - meeting targets for 11/12 and setting achievable targets for 2012-2015.
6. Marketing: campaign to build audience/membership interest and awareness through improved and more frequent press/media coverage
7. Premises: pursue options for a permanent base for Crescent Arts.

## **Outline plans and objectives for 2011/12 and beyond:**

### **Programme:**

Despite constraints in public funding for 11/12 we plan to:

- Sustain 4-6 exhibitions/projects exploring new contexts for producing and presenting work.
- Deliver professional development opportunities for Crescent artists, associate artists and members *within* current capacity.
- Pursue international networking (eg Istanbul 2011) to deliver exhibition, residency, exchange and professional development programme in 2012-15
- Ensure that high artistic standards are maintained to reinforce professional credibility, and through rigorous selection of associate and resident artists.

### **Governance and management:**

Our priorities are to:

- ensure that Management Committee, with the Director, continues to oversee and operate effective business planning, marketing, legal and financial management, enabling artistic and organisational development.
- recruit new members to the Management Committee, with a view to implementing fundraising strategy, setting realistic fundraising targets for 11/12 and 2012-2015.
- remain solvent, ensuring transparency and accountability with, and timeliness in reporting to, our funding partners



**Business Planning:**

We are committed to:

- reviewing the Business Plan 2012 – 2015 to deliver short/mid/long-term aims and objectives for the organisation, and in line with requirements of funding agreements (ACE, SBC) for the period.
- maintaining a focus on forward planning, ensuring this takes precedence over short-term and 'quick-fix' solutions.

**Finance and fundraising:**

2011/12 is a transitional period, prior to ACE NPF 2012-2015, and requires prudent management in order to:

- maintain adequate financial reserves.
- support shortfall for Director's salary in 2011/12 (Management Committee has agreed to use up to £8K from reserves for this purpose).
- continue to ensure effective financial controls through Coulsons, our accountants, providing quarterly management accounts in addition to Director's monthly financial reporting.
- implement a fundraising strategy which sets out to deliver fundraising targets for 2012-2015
- We are preparing an application to ACE G4A (£7.5K) for artists' Professional Development (Istanbul Biennale research visit, documentation and writing skills training).

**Marketing and audience development:**

We seek to:

- reinforce marketing strategy to attract audiences that engage with multi-site activities including current locations, off-site projects, regeneration projects and via new technologies and e-marketing
- develop coherent and holistic marketing strategy aligned with fundraising.
- campaign to build audience/membership interest and awareness through regular press/media coverage
- promote accessibility for members/general public to programme/facilities incorporating delivery of diversity action plan and equal opportunities policy.
- build membership and support through every initiative and by working with project champions eg. SBC to facilitate partnership-working
- continue to monitor, evaluate and follow up audiences and attendance, through questionnaires, feedback and participatory activities.

**Premises, tenancies and licences:**

We will:

- negotiate further use of Queen Street as Crescent Artspace, beyond 2011/12, and investigate potential as a permanent base for Crescent Arts
- explore other options such as vacant office/retail/commercial premises and in discussion with eg. local authorities, voluntary sector, business partners
- regularly review terms of continuing occupancy of current studio premises with SBC and in consultation with Scarborough Museums Trust

## Crescent Arts Annual Report 2010 - 2011

On behalf of the Management Committee I would like to express our thanks to our regular funding partners, Arts Council of England Yorkshire and Scarborough Borough Council, for their continuing support and encouragement to Crescent Arts. I would also like to thank members of the Management Committee for their hard work during 2010/11 and the resident artists for their creativity, commitment 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 persistence and considerable achievements. We are particularly grateful for the continuing support of all our members, and hope you will enjoy our programme in 2011-2012 and look forward to seeing you at exhibitions, events and workshops during the year.

**Jo Beddoe, Chair**