

**CARDIFF CONTEMPORARY 2016**

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**Reason for Report**

1. To provide Members with an overview of the *Cardiff Contemporary* Festival that was held in the city from 20 October – 19 November 2016, and how this sits within the wider Cardiff Contemporary Initiative. This will assist Members in scrutinising the success of the initiative and the Council’s ongoing support.

**Background**

2. Cardiff Contemporary is an initiative and biennial festival celebrating and promoting the visual arts in the capital city of Wales. A Cardiff Council-led initiative, it received funding from the Arts Council of Wales and was developed in partnership with Cardiff’s communities of artists, designers and architects to support the agendas and ambitions of both the visual arts community and the City of Cardiff Council.
3. The project was initiated within the 2012 – 2014 Corporate Plan under the priority “Delivering first class sporting, cultural, arts and entertainment events”. In order to achieve this, the Plan committed to:

*“Delivering phase 1 of a new Contemporary Cardiff initiative in October 2012 with a month of contemporary arts events across the city [...]”*

4. The Council's commitment to 'Cardiff Contemporary' is re-emphasised in the Corporate Plan 2015-2017 which states that:

*“Cardiff’s reputation as a sporting capital is being matched by our cultural offer. Important events such as Cardiff Contemporary – a city wide festival of visual arts- points to how things can be done in the future. By working with artists and communities, art and culture is being taken out of museums and galleries and into the communities of Cardiff. It is an exciting agenda and a real demonstration of how the Council can continue to support the Arts in the future.”<sup>1</sup>*

5. The Cardiff Tourism Strategy<sup>2</sup> identifies that tourists are motivated by trends and products, including contemporary culture through visual and performing arts. Cardiff Tourism Strategy and Action Plan: 2015 – 2020 contains a commitment for Cardiff Council to “...strengthen the existing Cardiff Contemporary Arts event.” as part of the action to “Establish at least THREE signature Cardiff events and festivals that will generate bed nights and times of low occupancy...”.
6. Attached at **Appendix A** is the Draft Cardiff Contemporary Festival 2016 Report – a post event summary of the festival. Members may wish to note that the report is in draft format as the project does not officially finish until 31 March 2017. The final report will be designed in Cardiff Contemporary's house formatting of white font on a black background.
7. Page 2 of **Appendix A** indicates that the ongoing aims of Cardiff Contemporary are to:
  - Recognise the City's wealth of creative talent and activity, and promote Cardiff as a platform for a collective, creative vision.
  - Encourage and raise the profile of visual art activity in Cardiff to local, national and international audiences.

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<sup>1</sup> Available - <https://goo.gl/RSReiB> - Page 11 of Appendix 1

<sup>2</sup> Considered by Economy and Culture Scrutiny Committee on 8 December 2016 - <https://goo.gl/woLHW9>

- Nurture and promote the wealth of artistic talent and activity present in Cardiff and encourage new visual art activity.
- Encourage public engagement with the visual arts.
- Establish Cardiff as an innovative, progressive world city for contemporary arts and design.

## **Cardiff Contemporary Festival 2016 – Communication**

8. The Cardiff Contemporary Festival 2016 Report at **Appendix A** provides a comprehensive overview of the arts festival which took place between 20 October and 19 November 2016. This overview includes statistics and estimates on the number of visitors engaging with the festival, the number of artists involved, information on each residency and commission, and information on the partnerships with both arts and business organisations that helped deliver the festival.

9. Page 3 of **Appendix A** gives the following statistics:

- 382 artists and curators involved.
- 10 direct commissions.
- 19 associated events and workshops.
- Work from over 30 countries featured.
- Total attendance to invigilated spaces: Over 57,477 + 1180 Cardiff Open Studios.
- 1 artist in residence.
- 23 employment opportunities created.

10. The countries listed below were represented through the commissions and partner activities of Cardiff Contemporary 2016:

Algeria	China	Ghana	Japan	Russia	Spain
Angola	Croatia	Holland	Lebanon	Scotland	Sweden
Australia	England	Iraq	Netherlands	Serbia	Turkey
Austria	France	Ireland	Nigeria	South Africa	USA

The importance of this international exposure is asserted in **Appendix A**:

*“As an initiative, Cardiff Contemporary is distinctively Welsh, but also outward looking – aiming to build an international and culturally connected profile, which will help to positively reposition Cardiff to an international audience and encourage more visitors to the city, and to Wales.”*

11. Cardiff Contemporary Festival looked to bring art into the public realm in order to maximise public engagement. This was achieved by transforming existing and unused spaces and buildings into active parts of the art festival. As a result 13 spaces were transformed into exhibition spaces, residency studios and performance venues, including a derelict former Bevan Triumph motorcycle showroom; Stadium Plaza; and the Customs and Immigration Building. Information on each of these spaces can be found on Page 18 of **Appendix A**.

12. Cardiff Contemporary Festival is an example of the Council working in partnership and establishing joint working practices across sectors. This is highlighted within **Appendix A** which states;

*“One of the most valuable and sustainable legacies of developing a large scale project such as Cardiff Contemporary is the opportunity to establish new joint working practise across sectors, strengthening and developing new partnerships. The Cardiff Contemporary initiative has particularly focussed on facilitating collaboration between local and national stakeholders, the artistic community and cultural, educational, commercial and governmental sectors.”*

The key arts partners and a comprehensive list of the organisations and businesses working in partnership with the Council to deliver the Festival are identified on **page 16**. The report also highlights that collaboration across Council directorates is key to the successful delivery of the festival.

13. During 2015 the 2016/17 budget for Cardiff Contemporary was reduced (see paragraphs 15 – 16 below). The 2016 Festival successfully applied for funding from the Arts Council for Wales and received significant levels of in-kind contributions such as vacant spaces for art exhibitions, translation services and banner printing. These are detailed on **pages 10 and 11 of Appendix A**.
14. Attached at **Appendix B** is a comprehensive list of media coverage the Cardiff Contemporary Festival received, including video interviews, online articles and artist interviews.

## **Previous Scrutiny**

### **Budget Proposals 2016/17**

15. In December 2015, the Council published a set of 2016/17 budget proposals for consultation. These proposals included a number of budget savings relating to the Arts in Cardiff, including the following:
  - **Cease Cardiff Contemporary Initiative** - release revenue saving equivalent to one post by identifying alternative funding for the Cardiff Contemporary initiative.
  - **£37,000** (allocated against employee costs).
  
  - **Remove Cardiff Contemporary Project Budget** - release revenue saving by Identifying alternative funding sources for the Arts Management budget associated with the Cardiff Contemporary project.
  - **£50,000** (allocated against other savings).
16. Following the consultation period, including representations made from the Arts Community to the Economy and Culture Scrutiny Committee, a number of proposed savings were removed from the 2016/17 Budget. This included the

£37,000 saving listed above, with funding retained for staff to deliver the 2016 Festival.

### **Cardiff Contemporary Festival 2014**

17. In April 2015, the Economy and Culture Scrutiny Committee considered the 2014 Cardiff Contemporary Festival. Members received a comprehensive overview of the arts festival, including statistics and estimates on the number of visitors engaging with the festival, the number of artists involved, information on each residency and commission and information on the partnerships with both arts and business organisations that helped deliver the festival.
18. Following this meeting, Members wrote to Councillor Bradbury, Cabinet Member - Community Development, Co-operatives & Social Enterprise to make the following points:
  - It was clear that Cardiff Contemporary Festival 2014 was a success, giving worldwide exposure to the city of Cardiff, working with numerous partner organisations to deliver the event and bringing contemporary art to the public realm.
  - Members were concerned that no Economic Impact Assessment has been undertaken to demonstrate and evidence the benefits the 2014 Festival will have had for the Cardiff economy. The Committee recommended a comprehensive Economic Impact Assessment is undertaken for the next Cardiff Contemporary Festival in 2016.
  - Members were particularly pleased to hear that Cardiff Contemporary Festival aims to make art accessible to all people in the city, and in particular that young people from Communities First areas were engaged through workshops and other activities.
  - Members noted that there are no plans for funding to be withdrawn from this project, and that the Council has an exciting opportunity to support a vibrant arts community through the Cardiff Contemporary Arts Festival..

19. The Cabinet Member - Community Development, Co-operatives & Social Enterprise replied to this letter stating:

*“I was delighted that the Committee was pleased with the Cardiff Contemporary Festival, which has been the largest ever held in the city. Although a simple evaluation of economic impact had been produced, we will take on board the Committee’s recommendations to carry out a more significant analysis for the 2016 event. [...] The Committee’s point regarding the importance of outreach work around the festival to achieve maximum community involvement will be taken on board in the planning for the 2016 Festival.”*

### **Cardiff Tourism Strategy**

20. On 8 January 2015, the Economy & Culture Scrutiny considered at item on a Tourism Strategy for Cardiff. During this item Professor Terry Stevens gave a presentation that identified ‘Contemporary Visual Arts’ as a priority for tourism in Cardiff, highlighting the need for ‘signature Cardiff events’. The need to work in partnership and collaboration across sectors was also emphasised. Cardiff Contemporary Festival may be considered to achieve these aspirations. Professor Stevens was a driving force behind the initiation of Cardiff Contemporary following a consultation period in 2010-11.
21. The Cardiff Tourism Strategy and Action Plan: 2015 – 2020 contains a commitment for Cardiff Council to “...strengthen the existing Cardiff Contemporary Arts event.” as part of the action to “Establish at least THREE signature Cardiff events and festivals that will generate bed nights and times of low occupancy...”.

## **Way Forward**

22. Councillor Peter Bradbury (Cabinet Member for Community Development, Co-operatives and Social Enterprise) will be joined by Kathy Richards (Head of Culture, Venues & Events) and Ruth Cayford (Visual Art Manager), to provide Members with an overview of Cardiff Contemporary Festival 2016 and the ongoing plans for the future of the festival.
23. Members of the Committee will have the opportunity to provide comments and observations, identify priorities and form recommendations for the Cabinet for consideration.

## **Legal Implications**

24. The Scrutiny Committee is empowered to enquire, consider, review and recommend but not to make policy decisions. As the recommendations in this report are to consider and review matters there are no direct legal implications. However, legal implications may arise if and when the matters under review are implemented with or without any modifications. Any report with recommendations for decision that goes to Cabinet/Council will set out any legal implications arising from those recommendations. All decisions taken by or on behalf of the Council must (a) be within the legal powers of the Council; (b) comply with any procedural requirement imposed by law; (c) be within the powers of the body or person exercising powers on behalf of the Council; (d) be undertaken in accordance with the procedural requirements imposed by the Council e.g. Scrutiny Procedure Rules; (e) be fully and properly informed; (f) be properly motivated; (g) be taken having regard to the Council's fiduciary duty to its taxpayers; and (h) be reasonable and proper in all the circumstances.



## **Financial Implications**

25. The Scrutiny Committee is empowered to enquire, consider, review and recommend but not to make policy decisions. As the recommendations in this report are to consider and review matters there are no direct financial implications at this stage in relation to any of the work programme. However, financial implications may arise if and when the matters under review are implemented with or without any modifications. Any report with recommendations for decision that goes to Cabinet/Council will set out any financial implications arising from those recommendations.

## **RECOMMENDATION**

26. The Committee is recommended to give consideration to the information attached to this report and received at this meeting and to submit any recommendations, observations or comments to the Cabinet.

**Davina Fiore**

Director of Governance and Legal Services

3 March 2017