
CARDIFF CONTEMPORARY

Reason for Report

1. To provide Members with an overview of the *Cardiff Contemporary* Festival that was held in the city from 3 October– 9 November 2014, 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 of it.

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 has been co-funded by the Arts Council of Wales and 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.”¹

5. Attached at **Appendix A** is the Cardiff Contemporary Festival 2014 Report – a post event summary of the festival. Page 2 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;
- 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; and
- establish Cardiff as an innovative, progressive world city for contemporary arts and design.

Cardiff Contemporary Festival 2014 – Reveal/Conceal

6. The Cardiff Contemporary Festival 2014 Report (**Appendix A**) provides a comprehensive overview of the arts festival which took place between 3 October and 9 November 2014. 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.

¹ https://formerly.cardiff.gov.uk/objview.asp?object_id=29910 - Page 11 of Appendix 1

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

- 32 countries represented within the festival
- 3 artist residencies
- 33 artists commissions
- 472 artists involved
- 45,263 visitors to the invigilated programme (estimated)
- 720,180 visitors engaging with commissions in the public realm (estimated)
- 36 employment opportunities created.

8. The countries listed below were represented through the commissions and partner activities of Cardiff Contemporary 2014:

Wales	England	Scotland	Ireland	Austria	Germany	Italy
Spain	Portugal	Slovenia	Poland	Romania	Sweden	Denmark
Norway	Russia	Iceland	Holland	Croatia	Israel	Serbia
Canada	USA	Brazil	Argentina	Peru	Australia	China
South Africa	New Zealand	Pakistan	Lithuania			

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.”

9. Cardiff Contemporary Festival looked to bring art into the public realm in order to maximise public engagement. This was done 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. Information on each of these spaces can be found on Page 10 of **Appendix A**.

10. 160 applications from across the world were received as part of Cardiff Contemporary, with 33 artist commissions being awarded. Details on the three artists commissioned as Artists in Residence (Daniele Sambo, Ian Watson and Simon Fenoulhet) and the remaining 30 commissions can be found on Pages 10 – 13 of **Appendix A**.
11. Cardiff Contemporary Festival is an example of the Council working in partnership and establishing joint working practices across sectors. Page 8 of **Appendix A** identifies that in addition to inter-departmental collaboration within the Council, the Festival involved collaboration with the art community, local businesses, and educational and commercial sectors. A comprehensive list of the organisations and businesses working in partnership with the Council can be found on Page 8.
12. Throughout the Cardiff Contemporary Festival 2014 Report a number of quotes are given evidencing the feedback received on the festival. A example of one of these quotes is given below:

“We must not underestimate the importance of Cardiff Contemporary as an event, not only its help in the portrayal of Cardiff as a vibrant and healthy capital city to its indigenous population but very importantly to those who visit, or are thinking of visiting Cardiff and Wales. Arts events are a draw for potential tourists – this means money being spent in Wales and Cardiff. Arts events of quality give an image to inward investors that we here in Wales are culturally vibrant, that we not only have a past but a healthy future.”

Keith Bayliss, Artist

13. The Cardiff Contemporary Festival 2014 Report does not contain information on the funding and finances of the festival, other than to note that Cardiff Contemporary 2014 was co-funded by the Arts Council for Wales. Members will receive detail on the finances of Cardiff Contemporary in the presentation made by officers at the Committee Meeting.

Previous Scrutiny

14. 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.
15. Members may wish to note that Professor Stevens was a driving force behind the initiation of Cardiff Contemporary following a consultation period in 2010-11.
16. Members may also wish to note that the Cardiff Tourism Strategy and Action Plan: 2015 – 2020 is to be considered at the same meeting as this item on Cardiff Contemporary. A commitment made in the Strategy is 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

17. Councillor Peter Bradbury (Cabinet Member for Community Development, Co-operatives and Social Enterprise) will be joined by Chris Hesse (Director – Sport, Leisure and Culture) and Ruth Cayford (Visual Arts Manager), to provide Members with an overview of Cardiff Contemporary Festival 2014 and the ongoing plans for the future of the festival.
18. Members of the Committee will have the opportunity to provide comments, observations, identify priorities and form recommendations to the Cabinet for consideration.

Legal Implications

19. 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

20. 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

21. 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.

Marie Rosenthal

County Clerk and Monitoring Officer

27 March 2015