

# CHESHIRE EAST COUNCIL

Cabinet Member for Prosperity  
Cabinet Member for Health and Wellbeing

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**Date of Meeting:** August 14 2009  
**Report of:** John Nicholson, Strategic Director – Places  
John Weeks, Strategic Director – People  
**Subject/Title:** Tatton Park Biennial

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## 1.0 Report Summary

- 1.1 This report provides:
- Background and details of the Tatton Park Biennial
  - An overview of proposals for future Biennials
  - Identification of benefits to Cheshire East
  - Proposals for the development of the Biennial in the context of the Cultural Olympiad 2008-2012

## 2.0 Recommendations

That the Cabinet Member for Prosperity and the Cabinet Member for Health and Wellbeing

- (1) endorse the overall approach to the Tatton Park Biennial and agree the funding proposals, in respect of seeking support from the outside bodies; and
- (2) consider the budget requirements as part of taking forward the Council's Medium Term Business Planning arrangements and in the preparations for setting the 2010/11 Budget.

## 3.0 Reasons for Recommendations

- 3.1 To endorse Cheshire East's support for the Tatton Park Biennial in order to facilitate funding applications for the period 2009-2012 and delivery of the event.

## 4.0 Wards Affected

- 4.1 Bucklow and Knutsford

## 5.0 Local Ward Members

- 5.1 Jamie Macrae, Andrew Knowles, George Walton (Bucklow)  
Steve Wilkinson, Olivia Hunter, Tony Ranfield (Knutsford)

## **6.0 Policy Implications including - Climate change - Health**

6.1 The Tatton Park Biennial is recognised at regional and sub-regional level as a significant event that is of importance to the Visitor economy. The developing work on a visitor economy strategy for Cheshire East, the current Destination management Plan for the sub-region and Embrace the Games: (the Cheshire and Warrington Legacy Framework for the London 2012 Games), all recognise the value of such activity to the profile and economic benefit of the area together with the health and wellbeing of local communities (which will be reflected in the forthcoming Cheshire East/Pct Health Improvement Strategy). The Biennial also features within Arts Council England's 3 year plan for the North West. The themes for the event provide opportunities for place marketing and profiling issues related to the environment and climate change, while contributing to the Corporate plans objectives.

## **7.0 Financial Implications for Transition Costs (Authorised by the Borough Treasurer)**

7.1 None

## **8.0 Financial Implications 2009/10 and beyond (Authorised by the Borough Treasurer)**

8.1 The planned expenditure budgets and potential funding sources for 2010-2012 are shown at Appendix 2. There are no direct financial implications for 2009/1 though supplementary estimates are required for the current year if grant is received in advance. Paragraph A.36 of the Finance and Contract Procedure Rules states that: "Council approval is also required where there are significant implications (as determined by the Borough Treasurer and Head of Assets) for future year's budgets."

8.2 The report describes gross budgets required for the projects (notably up to £350,000 in 2010/11 and up to £500,000 in 2012/13), essentially with additional financing over and above Cheshire East base budgets to come from a range of external bodies. The prospects for winning such levels of support are also set out and will become clearer following the making of funding applications in September 2009 (see section 10).

8.3 The table below illustrates the potential funding mix for 2010, placing support from Cheshire east in context.

<b>2010 Biennial Funding</b>		
<b>Organisation</b>	<b>Description</b>	<b>Income</b>
NWDA	Major events sponsorship	100,000
ACE NW	Grants for the Arts	100,000
Cheshire East Council	Tatton Park & Cheshire East Arts Services, etc	50,000
The National Trust	Regional support & National Pilot Scheme	30,000
Heritage Lottery Fund	Your Heritage	20,000
Awards for All	Main fund	10,000
Trusts/Foundations/Other	Fairbairn/Duffeld/Granada/Gulbenkian/Private,etc	40,000
<b>TOTAL</b>		<b>350,000</b>

8.4 Support of £100,000 has been assured by the Northwest Regional Development Agency, with the proviso that significant match funding is also demonstrated by Cheshire East Council and other funders.

8.5 Previous working relationships with Arts Council England, North West (including an award of just under £20,000 for work to be undertaken during 2009) indicate that a request of £100,000 towards 2010 will be seen favourably and an application will be submitted during July. The National Trust have already committed £15,000 from the NW Region. Support from other named funders is considered to be in line with previous relationships and/or the growing regional, national and international reputation of the Biennial. It is intended that for 2010 the Cheshire East Council contribution will be found from within existing budgets.

## **9.0 Legal Implications (Authorised by the Borough Solicitor)**

9.1 There will be contractual obligations related to the acceptance of funding, whether as grant or sponsorship. Staging such an event brings with it attendant issues related to insurance of artworks, health and safety and in some cases, planning permission. All these issues were successfully addressed during the 2008 Biennial and are akin to issues and implications related to many existing events at Tatton Park.

## **10.0 Risk Management**

10.1 Funding applications will be made by September 2009 in time to commence the commissioning of artists and development of art works. The next Biennial will be in place and open to visitors from May to September 2010. All funders will require an evaluation report that will be included within the Biennial work programme. The most significant risk in this area is that the programme does not meet the terms and conditions of the grant. However, by working closely with representatives of grant giving bodies through the curatorial team this risk can be minimised.

10.2 The incremental nature of the Biennial programme allows its development to take account of the actual funding secured, although to be successful it must reach a critical mass of work and achieve the relevant quality thresholds. A curatorial team is in place to manage this process.

10.3 For sited works at Tatton Park, some works may require specific permissions (eg planning permission). Once artists proposals are in place, it is intended to involve the relevant disciplines at an early stage in order to manage this process.

## **11.0 Background and Options**

11.1 The first Tatton Park Biennial of contemporary art opened to the public in May 2008. With over thirty artists creating new works for the formal gardens of one of the region's best-loved historic properties, the Biennial extended a welcoming invitation to first time and returning visitors to consider the site, its

many contexts and its place in today's society over five months in 2008. The Biennial was well publicised and received major coverage in local, national and international media. The Biennial was a runner-up for the 2009 Lever Prize, RSA Arts & Ecology curators selected one of its artworks as one of the best international artworks of 2008 and the Biennial is shortlisted for both the National Museum and Heritage award for temporary exhibitions and two Cheshire tourism awards. The Biennial was internationally recognised within art, national and international press and media, placing Tatton Park, for the first time on an international art footing, while Biennial commissioned works have been selected for exhibitions at venues of international repute.

11.2 A 'Visitor and Economic Assessment' was undertaken for the Biennial, which suggests many of the Biennial's aims were achieved in 2008, with a significant shift in economic returns, including leveraging funding & in-kind support of £89.4k to Cheshire's and £111.1k to Northwest economy over £20k additional visitor spend to Cheshire economy, of which £13.3k from outside Northwest and being a positive contributor to Cheshire's Year of Gardens '08. For every £1 of investment made, a further £5.83 and £10.60 was generated in expenditure within the Cheshire sub-region and North West region respectively.

11.3 Each edition of the Biennial addresses a theme – in 2010, this is 'Framing Identity', which looks to the people and locales that inform the estate and can create a sense of place; while in 2012, the theme 'Flights of Fancy' acknowledges the ongoing contributions of mechanical flight in the region and the imaginative potential found in dreams of flying. Both these themes provide the scope for the Biennial to be at the core of a wider cultural programme in Cheshire during the Cultural Olympiad. The themes of identity and place in 2010 and exploration and creativity in 2012 have direct relevance to the communities and economy of Cheshire and the wider region. This provides the opportunity to develop the potential of an outreach programme with wider benefits to Cheshire East as an integral part of the project. The themes would provide the starting point for outreach projects with targeted communities. There is also potential for taking up the 2010 theme as a creative consultation project that could be expanded to incorporate a wider project across the area linked to the 2012 NW projects. The biennial can also be used to stimulate programming links with the new MMU Arts Centre.

11.4 The 'Interim Years' of 2009 and 2011 will contain projects that are specifically devised to aide in building capacity and scope for the major activity contained in the Biennial editions of 2010 and 2012. In particular, these Interim Years will focus on marketing and promotion, development of new audiences and the attraction of new partners, sponsors and participants.

11.5 There is potential for both Biennials to, incrementally help put Cheshire East on an international map through working with partners of regional, national and international recognition. The Biennial has the potential to be a signature cultural event for the region, encouraging local and regional economic growth, particularly in the visitor economy, establish Cheshire as a serious contender on the UK arts stage, contributing to the health and well-

being of communities, invigorating the cultural life of Cheshire, and encouraging investment through its value for profile-raising and to place marketing. It also has the potential to be Cheshire's key event for the 2012 Cultural Olympiad. With these potential outcomes in mind, the Biennial should therefore be developed as a signature cultural and tourism event for Cheshire East.

11.6 The attached paper (appendix 1) provides more detail on the 2008 evaluation, the proposals for future years and the assist in the delivery of Corporate objectives.

11.7 The Tatton Park Management Board received a report on the Biennial on 11<sup>th</sup> May 2009 and recommended that the development of the Tatton Park Biennial be endorsed.

## **12.0 Overview of Year One and Term One Issues**

12.1 None

## **13.0 Access to Information**

### ***For further information:***

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