

## FLEXIBLE FUNDING ASSESSMENT

<b>Applicant name:</b>	Culture and Sport Glasgow	
<b>Application Reference number:</b>	G201001071	
<b>Amount Requested (Year 1/Year 2)</b>	£60,000	£60,000
<b>Officer's recommendation</b>		
<p>Summarise the key points of your assessment and draw out the strengths and weaknesses of the application taken together with any comments you have received from source evidence (portfolio of evidence/ internal / external consultation). Highlight any specific risks  <i>Note: The amount of information you provide here should be sufficient for the decision maker to reach a decision. As with all previous commentary boxes please do not exceed 250 words</i></p>		
<b>Comments:</b>		
<p>Glasgow International (Gi) first took place in April 2005, and again in April 2006. The festival programme showcased the vibrancy of the city's visual arts sector and, through the exhibition of established and emerging artists based in the city and abroad.</p> <p>That Gi is rooted in Glasgow's strong local visual arts scene is crucial to GI's success and has been recognised in the critical and public response to the festival.</p> <p>The development of public engagement strategies for education and outreach is a major focus for the development of the festival for 2010.</p> <p>Through increasing Gi's engagement with local communities in Glasgow, Gi fulfils SAC's main aims to '<i>increase participation in the arts</i>' through audience development, and, by placing education and outreach at the heart of the 2010 Gi programme concurs with SAC objectives by '<i>placing arts, culture and creativity at the heart of learning</i>'</p> <p>Through seed funding of key independent venues and organisations, commissions for emerging visual artists and artist led initiatives allowing emergent practitioners to take on significant projects within a meaningful critical context, Gi's programme strongly relates to the SAC priority '<i>to support artists fulfil their creative potential</i>'. By supporting the presentation and development of nationally and internationally significant work and supporting the development of artists and curatorial development Gi strongly concurs with the priorities of the Visual Arts Department.</p> <p>2008 is an important year for Gi as it should be in a position to demonstrate what can be achieved with a more appropriate level of financial and personnel support. GI is still at an early stage of development with 2008 being the first year the Festival will operate within an agreed business model. The 2008 Gi will be the first Festival to be delivered within the context of these new structures and it is likely that this will demonstrate how effective overall governance and management is.</p> <p>It is also pivotal that a new Director is appointed for Gi with an excellent track record in presenting work of international significance.</p> <p>From the outline programme for 2008 we know that ambitious work is being commissioned from a range of artists, some of whom have significant international experience. There is a strength and diversity in the programme that is to be welcomed. I would however suggest that there is still more that can be achieved through the GI commissioned programme into the future, when the infrastructure for the Festival is more firmly established and the longer planning/ lead in times start to take effect.</p>		

Strategically the Visual Arts Department has committed to Gi as it can provide a significant opportunity to raise the profile of the visual arts in/ from Scotland and encourage curators, critics and collectors to engage with artists based here. To support the development of Gi, thus bolstering the reputation of Glasgow as a centre for contemporary visual arts, and developing artists work and practice in an international forum, is presented here as a relatively low cost investment for the Scottish Arts Council. In terms of ambition and current positioning that Glasgow International is the only event of its kind for the Visual Arts in Scotland. Given the strategic importance of Gi, to show support in this manner would further reinforce its public profile.

However given that Gi is at a relatively early stage of its development and that the success of their new business model will only be tested at Gi2008, and that the future success of Gi may be dependent on the choice of the new director, I have rated this as a medium priority.

<b>Officer's overall priority recommendation</b>		<b>MEDIUM</b>
Lead Officer signature:		Date: 25/01/08 Revised: 20 March 2008
Print name:	Andrew D Leitch	

## Stage 2: Heads of Departments prioritise applications with advice from Specialist Advisors

1. What were the strengths and weaknesses of the application identified by the Specialist Advisors? Please summarise their comments below. What were their ratings of the importance of the application in being supported?

### Comments:

The Specialist Advisors panel that considered this application included Alastair Snow, Helen Monaghan, Stephen Beddoe and Maureen Finn, Kirstie Skinner.

The panel commented:

Meets the aims and objectives of the Scottish Arts Council, Flexible Funding and the department well.

Artistic quality and leadership – High; commitment to local and international working is welcomed. Vision is dependent, to an extent, on the new Director who will be supported by drawing on the skills and expertise of the Artistic Advisory Committee.

Public engagement– Medium; strong commitment with opportunities for further development.

Overall rating – Medium. Good potential, good partnership and is strategically important.

In agreeing a medium rating the Advisors identified the following development needs: to be more focussed on key audiences, to identify these and learn more about them.; to strengthen marketing and education plans in line with this; to evaluate the impact that the festival is having on the existing infrastructure and to build strong partnerships with and between venues throughout the year

2. Summarise the role of the organisation within the infrastructure of the sector. Assess to what extent the organisation's vision will contribute to the department's and to Scottish Arts Council's aims: (to fulfil artists' potential, to increase participation, to place creativity at the heart of learning)

**Comments:**

***Fit with FXO criteria***

*Vision and leadership/role within sector/support to artists*

In terms of ambition and current positioning Glasgow International is the only event of its kind for the Visual Arts in Scotland. There is a strength and diversity in the programme that is to be welcomed. There is however more that can be achieved through the GI commissioned programme into the future, when the infrastructure for the Festival is more firmly established and the longer planning/lead in times start to take effect.

In terms of ambition the Festival has identified other internationally significant events as potential comparators/ competitors and it is clear that the organisers wish to position GI strongly alongside these. This aspiration is welcome although it may take several years for GI to achieve a similar status / degree of international attention. While the strength of the visual arts in and from Glasgow is a tremendous foundation to build on the international market for events of this nature is highly competitive.

*Engagement with the public/support for increasing participation/learning*

The business plan provides targets for increasing audiences at a local, national and international level. There is also a strong identification of the importance of education and outreach in developing greater participation in the Festival from local communities. However, there is a need for more detailed plans to ensure that targets will be met.

*Good practice in governance and management*

The Festival's Management and reporting structures are clear and appropriate. Culture and Sport Glasgow is a relatively young organisation but there is nothing to suggest that governance will be anything other than robust.

*Equal Opportunities/widening access*

Glasgow International is committed to increasing participation and ensuring inclusion in the programme from the widest range of people. The application however would benefit from detailed plans in relation to audience development, education and outreach that demonstrate full implementation.

*Other income of at least 25%*

Budgets indicate this has been addressed.

***Fit with Departmental priorities***

Glasgow International presents an important opportunity to promote Scotland as a centre of excellence in and for the visual arts nationally and internationally. The plan has established clear programming ambitions and activities that are well placed to meet the Department's aims: to develop opportunities that support curatorial/ artistic development and to encourage the promotion of nationally and internationally significant work.

**Fit with Scottish Arts Council's Aims**

As described above the organisation meets the aims of SAC in supporting artists, increasing participation and furthering opportunities in the arts through education.

3. Based on the lead officer's assessment and the subsequent meeting with Specialist advisors, please rate the application (High, medium, low) summarise your reasons for assessing the application as you have (drawing out the strengths and weaknesses of the organisation and highlighting any specific risks)

**Comments**

**Application Rating:** Medium, this application meets the FXO criteria although there are areas for development.

**Strengths of application:** Glasgow International is a unique event that promotes Scotland as a centre of excellence in and for the visual arts nationally and internationally; the festival benefits from a strong stake-holder partnership and the Scottish Arts Council contribution can be seen to represent good value for money; the plans clearly establish the ambition of the festival.

**Weaknesses of application:** there is a need to develop clearer plans in relation to education and audience development; the impact on the City's infrastructure needs to be evaluated and partnerships built over time (from festival to festival) with key promoting / participating venues.

**Potential risks and suggested development areas:**

The success of the programme and the festival is reliant to an extent on the vision and expertise of the incoming Director. The support offered to the recruitment and induction of this post by the Artistic Advisory Committee is therefore critical.

The festival is operating in an increasingly competitive and global market. Attention needs to be paid to positioning and resourcing if ambitions to attract international audiences are to be achieved.

The impact and benefits of GI at a local level need to be evaluated and built on through the strong leadership of the Director and with the effective support of the Producer. Good communication with all promoting and participating venues is critical to future success.

Clearer plans for audience development and education are required.

**Recommended level of support:** £60,000

4. Please comment on the geographic reach of the programme

**Comments:**

The festival programme is based within Glasgow and aims to engage with audiences from across the City, the rest of Scotland, the UK and elsewhere.

<b>Head of Department's overall priority recommendation</b>		<b>MEDIUM</b>
Head of Department's signature:		Date: 15/3/08
Print name:	Amanda Catto	Revised: 26/3/08

<b>Stage 3: Collective Heads of Department (Arts Development Managers) make recommendations to Directors (Acting Chief Executive, Depute Chief Executive and Co-Directors of Arts)</b>		
1. Summarise the reasons why the final rating has been made.		
<b>Comments:</b> Good overall fit with FXO criteria. The amount reflects development areas identified, the competitive funding context and assessment recommendation. Support of £50,000 annually is proposed.		
<b>Collective Heads of Department (Arts Development Managers) priority recommendation</b>		Strong Medium
Chair of Meeting signature:		Date: 2 April 2008
Print name:	Iain Munro	

<b>Stage 4: Directors make recommendations to Joint Board (strategic fit)</b>		
Record the Directors' recommendation and confirm the suggested level of support. If the recommendation differs from Stage 3, please summarise the reasons why.		
<b>Comments:</b> Agree with Stage 3 recommendation. Support of £50,000 annually is proposed.		
<b>Directors recommendations to Joint Board</b>		<b>Strong Medium</b>
Acting Chief Executive signature:	Jim Tough	Date: 10 April 2008

<b>Stage 5: Joint Board's decisions</b>		
Record the Joint Board's recommendation. If the recommendation differs from Stage 4, please summarise the reasons why.		
<b>Comments:</b> The Joint Board accepts the Stage 4 recommendation.		
<b>Joint Board Final Decision</b>		<b>APPROVE</b>
Date: 24 April 2008	If approved for support, enter sum awarded	£50,000

**End of Assessment**