

The Gallery, Winchester Discovery Centre Exhibition Policy

Mission statement

The Gallery is part of Hampshire County Council's Museums Service - one of the largest and most dynamic museum services in the country. It is passionate about increasing access to inspirational, innovative and high quality cultural experiences.

The Gallery delivers on Hampshire County Council's corporate aim of maximising wellbeing and is integral to the Discovery Centre's vision to encourage participation, learning and discovery.

The Gallery's mission is to present a diverse and ambitious temporary exhibition programme, accessible to a wide variety of people. Its remit includes exhibitions of regional, national and international significance and increasing access to Hampshire's remarkable collections.

The programme

The Gallery programmes exhibitions via three temporary exhibition routes:

1. High quality touring exhibitions from national lenders including the British Museum, Hayward Gallery, Crafts Council and other private collections of national and international significance
2. Self-generated exhibitions in partnership with regional and national museums, archives and art galleries, with the aim of utilising the wealth of resources in the County Council's collections
3. Exhibitions containing art or artifacts of regional, national and international significance

The programme features:

- A maximum of 6 exhibitions per annum, each lasting 7-12 weeks (minimum of 5 weeks)
- An integral lifelong learning programme including family workshops, educational sessions for schools, lectures and in-gallery family learning packs
- Associated retail to enhance the visitor experience

Purpose of the programme

The Gallery programme is designed to deliver on three key objectives for the service:

- Attract tourists/day visitors
- Raise the profile of the Service and Department
- Work with our 'alliance' partners

But it also wishes to:

- Attract new, existing and repeat visitors
- Encourage visitors to go to partner and associated venues

- Encourage lifelong learning through the availability of good quality led and self-led associated events
- Support the concept of cultural cohesion
- Enhance the ethos of the Centre – discovery, exploration, ideas, exchange
- Utilise the rich resources within the Arts, Museums and Archives collections
- Have a dialogue with other galleries and visual arts organisations within the county, including the City Space
- Have the ability to generate income from the exhibitions

The exhibitions

The Gallery is committed to showing a varied and balanced programme, including contemporary art, historic art and artifacts, applied art and craft, photography, multi-media work etc.

The exhibitions must meet the objectives of the Winchester Discovery Centre and Hampshire Museums Service, the priorities of The Gallery and its funders, and be both affordable and deliverable.

The exhibitions are designed to give continuously high quality visitor experiences. They are planned well in advance to take advantage of touring timetables and to recognise long lead-in times for high profile shows.

The Exhibition Officer researches and discusses ideas in collaboration with Winchester Discovery Centre, Hampshire Museums Service, officers from Culture, Communities and Business Services Department, officers from Winchester City Council (arts and museums), and other external stakeholders. A shortlist is taken to a decision panel who agree the programme. The final draft of the programme is then presented to programming groups within the Discovery Centre to be expanded upon.

The remit for the upstairs and downstairs galleries has been set to be distinct from each other, providing a broad range of cultural experiences delivered in one building. The Gallery's high security facilities are best used securing major loans from registered museums, galleries, archives and private collections. Exhibitions by members of local amateur and semi-professional societies and student exhibitions may be served by the City Space within the Discovery Centre and other venues, not through The Gallery. For these reasons, The Gallery is not a bookable space.

To ensure that the exhibitions are accessible by all its visitors, The Gallery will follow corporate and agreed standards for all its exhibition labelling and interpretation.

In consideration of the galleries location, to ensure that shows are accessible to all, The Gallery reserves the right to make a judgement over the suitability of a show containing sensitive material.

Gallery audience

The Gallery's audience is

- Tourists and day visitors to Winchester
- Winchester residents
- Hampshire residents

Specifically

- Targeted audiences for specific shows
- Art/heritage lovers
- Families
- School groups

Evaluation and review

The Gallery wishes to constantly review and monitor the exhibition programme and will do this with the aid of comments books, online visitor feedback, visitor statistics, press reviews and sales figures. We welcome suggestions from visitors as to how the service might be improved. Feedback will be used to inform marketing and programme planning.

Sales

Retail and events form an important part of the visitor experience and provide an important financial return to be fed back into gallery programming.

Sales income will arrive in two forms:

- Commission on sales taken within the gallery, from exhibitions.
Works of art and craft which are on sale in The Gallery will incur a commission charge inclusive of all gallery services and VAT. The Gallery will take 30% of the selling price – a rate significantly lower than commercial galleries, to encourage and support the visual arts. In the event of sales it is preferred that exhibits will not be removed until after the closing date, unless exceptional circumstances prevail. In the situation of craft selling shows, it may be possible to remove items if they can be replaced by similar items from the artist.
- Income from sales of items sold in association with the exhibition, outside of the gallery.

Admission charges

Many of the exhibitions that will be shown in The Gallery will have free admission. However, Hampshire County Council reserves the right to make an admission charge for certain major exhibitions where the cost of assembling the exhibition has been exceptionally high, and not to do so would mean that the exhibition would not be viable.

The Gallery is funded by Renaissance, MLA.



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