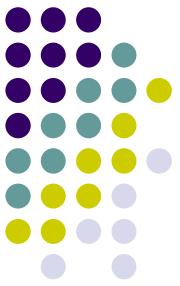


Making the case for sustainability

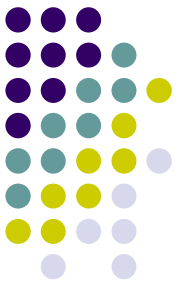


John Moore

Director

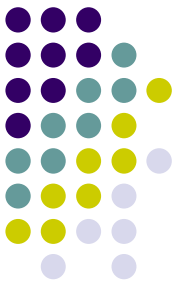
Cecil Higgins Art Gallery & Bedford Museum

Making the case for sustainability



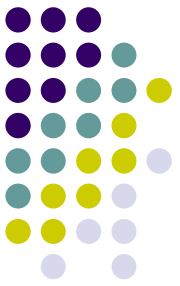
- Sounds familiar?
 - Tired facilities in need of investment
 - Limited resources
 - Dedicated staff
 - Inward focus
 - Resistance to change
 - Low profile – compared to other services
 - Not seen as offering value for money

Making the case for sustainability



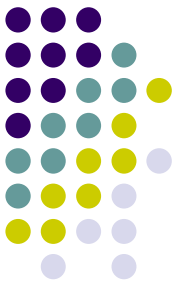
- Our aims
 - To be more people focussed and meet the needs of our growing and changing multi-cultural community
 - Increase audiences, participation and visitors
 - To achieve our potential by offering a wider range of services in improved facilities
 - Integration of two Council owned museums
 - Refurbishment of tired museums and unsuitable storage spaces
 - Restoration of unused former Gallery space
 - Cultural flagship in town centre

Making the case for sustainability

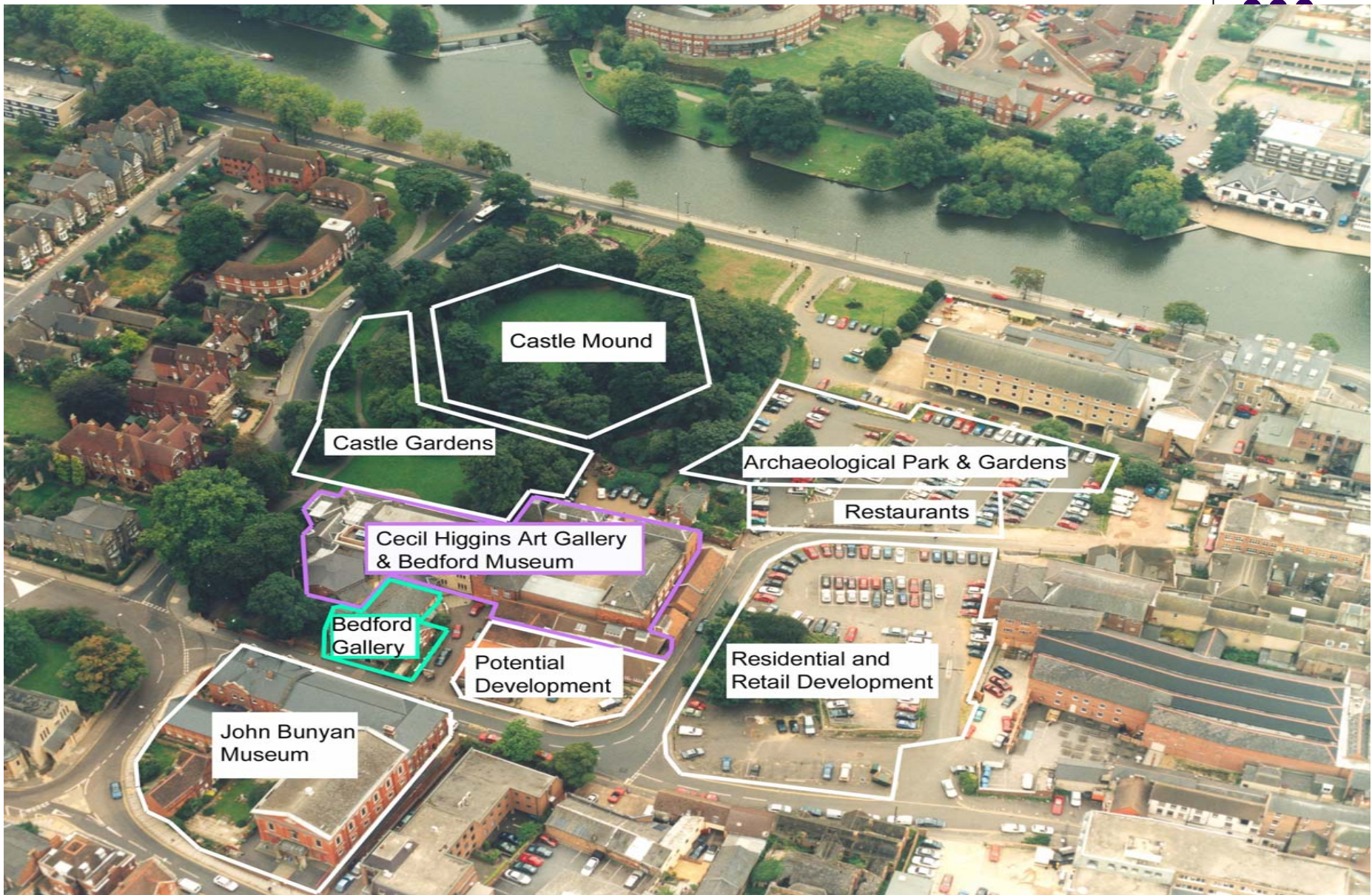


- Making the case
 - Working in isolation
 - Forging new relationships
 - Learning from others
 - Playing to our strengths
 - Changing perceptions
 - Identification of project champions

Making the case for sustainability

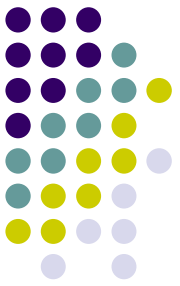


- The bigger picture
 - Mutually beneficial objectives
 - The need for capital investment
 - Development of Museum facilities and services
 - Development of part of the Museum site for social housing
 - Development of adjacent car park for residential and retail use
 - Cultural Quarter
 - Town Centre Masterplan



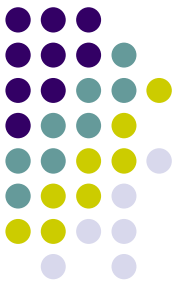
Cecil Higgins Art Gallery & Bedford Museum

Making the case for sustainability



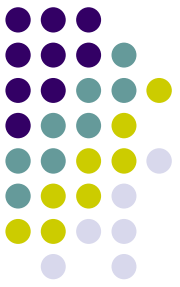
- Plans and strategies
 - Council Corporate Plan
 - Council Capital Programme
 - Bedford – part of MKSM (Milton Keynes South Midlands) Growth Area
 - MKSM Sub Regional Economic Development Strategy
 - Cultural facilities would play a significant role in the development of the town centre
 - Development of cultural and heritage focussed tourism in Bedford

Making the case for sustainability



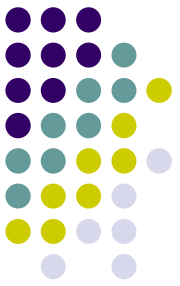
- MKSM Growth agenda (2006)
 - Additional 19,000 homes
 - Population forecast to grow from 154,700 to 163,300 in next 6 years – 5.6%
 - East of England fastest growing population, forecast by 2021 an increase of 648,000 – 10%
 - More than 50% of this growth is in 3 growth areas including MKSM (incl. Beds & Luton)

Making the case for sustainability



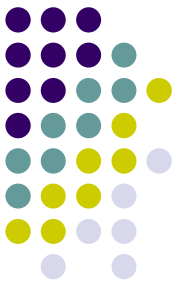
- How we can meet the Growth Agenda
 - Raise our profile and improve cultural provision
 - Help build stronger communities and attract new residents to the Growth Area; increasing demand for housing
 - Provide essential building blocks for the new Cultural Quarter
 - Contribute to the sustainable renaissance of the town centre – economy, community, environment and profile
 - Attract new visitors and potential residents
 - Integrate two museums to provide a first class visitor facility
 - Additional gallery and activity spaces that can be used to attract touring from national galleries

Making the case for sustainability



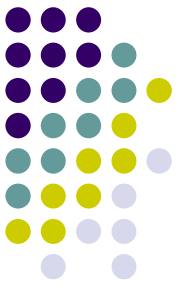
- Growth Area Funding (GAF)
 - Administered by the Department of Communities and Local Government (DCLG) www.communities.gov.uk
 - Prioritised locally by Bedford Growth Partnership
 - 5 projects awarded from GAF2 in late 2006
 - £2.5m for restoration of Bedford Gallery and conversion of off-site industrial unit for storage
 - £2m towards the development of a difficult and complex housing led scheme (adjacent car park site)

Making the case for sustainability



- Lessons learnt
 - Raise your profile
 - Demonstrate how you can deliver Corporate Objectives and meet the agendas of others
 - Make best friends with Economic Development
 - Learn from others
 - Be able to respond quickly to apply for £
 - Use your contacts to best effect
 - One step at a time

Making the case for sustainability



- One step at a time
 - Building new audiences
 - Phase 1 opens in March 2009
 - Use phase 1 to build momentum
 - Fundraising for Phase 2 - latest campaign launched at exhibition at Tate Britain in September 2008
 - Unitary status in June 2009 – new opportunities, new partnerships
 - National touring from British Museum in 2010/2011
 - www.cecilhigginsartgallery.org and www.bedfordmuseum.org