

Exhibition Policy

The Gallery, Winchester Discovery Centre

Jewry Street

Winchester

The programme

The Gallery's programme will feature:

- A maximum of 6 exhibitions per annum, each lasting 6-12 weeks (minimum of 4 weeks).
- Selection by a panel which includes the Centre Director, Gallery Curator and key appointed Advisors.
Liaison will also occur with other Hampshire County Council and Winchester City Council Museums and Arts Service officers to ensure a joined up approach to programming and no duplication).
- An integral lifelong learning programme including workshops and educational sessions for schools, gallery talks and events offered for all exhibitions, where possible and appropriate.
- An annual series of 6-10 associated lectures and talks aimed at the general public. These will take place in the Hall in the WDC.

Purpose of the programme

- To inspire visitors
- Attract new and existing audiences
- Attract repeat visitors
- Encourage visitors to go to partner and associated venues
- Raise the profile of the department
- Encourage lifelong learning
- Support the concept of cultural cohesion
- Utilise the rich resources within the Arts, Museums and Archives collections
- Generate revenue through associated events and retail to support exhibition programme
- Create a distinctive regional gallery
- Have a dialogue with other galleries and visual arts organisations within the county
- Enhance the ethos of the Centre – discovery, exploration, ideas, exchange

The Gallery's remit will be to make exhibitions of regional, national and international significance accessible to the residents of Winchester, Hampshire and beyond. It aims to promote high quality touring exhibitions from a variety of sources including Arts Council England, the British Museum, National Portrait Gallery, Crafts Council and from other collections of national and international significance, while also drawing in shows with a regional focus. The Gallery will self generate exhibitions in partnership with national and regional museums, archives and art galleries, with the aim of utilising the wealth of resources in the department.

The Gallery will also exhibit contemporary art by individual artists and artists' groups of regional, national and international significance.

The shows

Exhibitions are intended to cover a broad range of subjects, giving continuously high quality visitor experiences. There will be a varied programme, including contemporary art, historic art and artifacts, applied art and craft, photography, multi-media work.

Exhibitions will be planned well in advance to take advantage of touring timetables and to recognise lead-in times for high profile shows.

Proposals for exhibitions will be delivered and discussed by a wide group of members from departments within Recreation & Heritage. An agreed short list will then be taken to a decision group who will agree the programme. The final draft of the programme will then be presented to programming groups within the Discovery Centre before being confirmed.

The exhibitions must meet the objectives of the Centre and ambitions of The Gallery and be affordable/deliverable.

The Gallery should be a flagship organisation and its 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. As its ambition is to create an inspiring and fresh programme, The Gallery will not programme annually reoccurring shows either.

To ensure that the exhibitions are accessible by all its visitors, The Gallery will follow corporate and agreed standards for all its exhibition labelling. For example, all text panels will be set to a minimum of 16pt, as recommended by the RNIB.

In consideration of the galleries location, to ensure that shows are accessible to all, and that no offence is caused to the wide audience visiting The Gallery, The Gallery reserves the right to make a judgement over the suitability of a show containing sensitive material.

Identified audience

The Gallery anticipates its audience to be

- Winchester residents
- Hampshire residents
- Tourists and visitors

Specifically

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

Evaluation and Review

The Gallery aims to review and monitor the exhibition programme and will do this with the aid of 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 programming planning.

Where possible, The Gallery will commission specific evaluation methods to gain visitor feedback and in particular to concentrate on measuring learning impact. The Gallery also aims to consult with the community through the creation of local focus groups.

Sales 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.

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.