

Report of Head of Museums and Galleries

Report to Chief Officer Culture and Sport

Date: 18 September 2017

Subject: Implementation of new branding for Leeds Art Gallery

Are specific electoral Wards affected? If relevant, name(s) of Ward(s):	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No
Are there implications for equality and diversity and cohesion and integration?	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No
Is the decision eligible for Call-In?	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No
Does the report contain confidential or exempt information? If relevant, Access to Information Procedure Rule number: Appendix number:	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No

Summary of main issues

1. Leeds Art Gallery re-opens to the public on 13 October 2017. The gallery's branding has been refreshed as part of the re-launch. This was procured by a three-quote tendering process and awarded to Leeds-based company Journal. The branding now needs to be implemented across all text associated with Leeds Art Gallery including internal signage for wayfinding and information, exhibition interpretation and marketing.

The gallery has been closed for a significant period and the re-opening is widely anticipated. New spaces and features have been revealed and new lighting and heating systems installed. A stunning new artwork now adorns the Victorian staircase, drawing visitors upstairs to the galleries above.

2. In order to bring coherence across the range of disciplines involved – design, fabrication, install – a single point of contact within this complex project will ensure Leeds Art Gallery meets the standards expected of a major art gallery hosting world class artwork and providing a high standard of visitor experience. We would like to continue to work with Journal to bring this project to completion.
3. The cost of this work is covered by two strands of grant funding from Arts Council England - Leeds Museums and Galleries status as a Major Partner Museum and through Grants for the Arts to support the re-opening programme at the gallery.

Recommendations

The Chief Officer Culture and Sport is recommended to approve the waiver of Contract procedure rule no 8.1 and 8.2 – Intermediate Value Procurements (Quotations) to allow for the appointment of Journal to implement the new Leeds Art Gallery branding.

1 Purpose of this report

1.1 To provide information on the proposed appointment of Journal to implement the branding for Leeds Art Gallery without undergoing a full tendering process.

1.2 To seek approval to waive CPR 8.1 and 8.2 in order to invite a single tender to deliver these works and gain approval for proceeding as outlined below.

2 Background information

2.1 Leeds Art Gallery has undergone extensive work to re-glaze the roof and subsequent works to make good gallery spaces. The gallery was completely emptied for this work to take place and will be re-hung with artwork in its entirety for re-opening to the public on 13 October 2017.

2.2 To implement the new typography which forms the gallery's branding, wayfinding signage requires replacing along with new interpretation for the exhibitions and displays and information/signage for the Tiled Hall café. This is also required across all marketing material such as the gallery leaflet, exterior advertising on the gallery façade, bus advertising campaign, poster drums around the city, adverts for publications and the use on social media (still and moving image).

2.3 To project manage, design, fabricate and install, the costs have been quoted at £28,974. This compares well with the last gallery refurbishment where £96,000 was allocated to the design, production and installation of signage internally and externally.

3 Main issues

3.1 This project brings together an extensive list of requirements across both building signage and information provision, exhibition interpretation and marketing material. Journal have the expertise to fulfil these requirements across a range of disciplines – design, fabrication and installation - and the costs compare favourably with other similar projects providing value for money.

4 Corporate Considerations

4.1 Consultation and Engagement

4.1.1 Internal consultation has taken place with audience development, site and curatorial colleagues and LCC procurement staff.

4.2 Equality and Diversity / Cohesion and Integration

4.2.1 Due regard has been given to equality and diversity. The signage and interpretation will follow Leeds Museums and Galleries guidelines which

implement best practice in the provision of information to audiences. The decision of whom to allocate the contract has no equality impact.

4.3 Council policies and City Priorities

4.3.1 The implementation of the branding will ensure that Leeds Art Gallery, the flagship visual arts venue in the city, will meet the high standards expected for local, national and international visitors. Working with a Leeds-based company also reinvests funds into the city's economy.

4.4 Resources and value for money

4.4.1 Funding for the work is from the Arts Council England. No council funding is involved. Whilst a number of smaller contracts could have been considered as an alternative option there was a risk that the need to co-ordinate between them could have threatened the timely delivery of the project. Contracting Journal brings coherence across the range of disciplines involved – design, fabrication, install – a single point of contact within this complex project based on the design work already completed.

4.5 Legal Implications, Access to Information and Call In

4.5.1 The Chief Procurement Officer advice is that it would be lawful for the Council to waive Contracts Procedure Rule 8 in these circumstances, providing that the relevant Chief Officer is satisfied that there are compelling reasons to do so.

4.6 Risk Management

4.6.1 This is a complex project requiring a single point of contact to ensure its delivery across disciplines of design, fabrication and install. The appointment of Journal will bring continuity and the required expertise.

5 Conclusions

5.7 Journal are uniquely placed in this instance with the expertise to coordinate across this complex project to facilitate ready for the re-launch of this major venue.

5.8 This is part of a significant refurbishment project for Leeds Museums and Galleries and the outcomes will be important as a visible improvement to facilities for the re-opening Leeds Art Gallery to the public on 13 October 2017.

6 Recommendations

6.1 The Chief Officer Culture and Sport is recommended to approve the waiver of Contract Procedure rule no 8.1 and 8.2 – Intermediate Value Procurements (Quotations) to allow for the implementation of the new branding at Leeds Art Gallery.

7 Background documents¹

¹ The background documents listed in this section are available to download from the Council's website,

7.1 None.

unless they contain confidential or exempt information. The list of background documents does not include published works.