

Welcome

to the second edition of *Building For a New Future*, the newsletter which keeps you up to date with progress towards the new development, and our plans for the transformation of Cheltenham Art Gallery & Museum.

Since the appointment of the architects Berman Guedes Stretton, who won the Royal Institute of British Architects (RIBA) Open Design Competition, we have been working together to refine their initial designs, and with their expertise and guidance, we are well on the way to making our vision of a flagship building become a reality!

In this edition, you can read about the key milestones achieved since the last newsletter. They include being granted full planning permission, listed building consent AND moving on to Phase II of our fundraising campaign, as we have now accrued 70% of our funding needed to start construction.

While this is going on, our activities at the Art Gallery & Museum continue to flourish. Our autumn / winter programme sees the launch of several new events, including the continuation of our year-long celebration of contemporary makers, creative writing workshops for adults and children, craft classes, live music and poetry in the café.

We want to keep our stakeholders 'in the picture' every step of the way, and we hope you will feel part of the transformation programme which will begin to turn Cheltenham Art Gallery & Museum into a fitting home for its treasures and a hub of the Cheltenham cultural scene.

We hope you enjoy reading the newsletter.



Plans get Green light!

Berman Guedes Stretton's plan for the extension to Cheltenham Art Gallery & Museum was granted full planning permission and Listed Building/Conservation Area Consent during the summer, receiving credit for its sensitive integration into a historical context, along with its eco-friendly design.

Located within a conservation area, Cheltenham Art Gallery & Museum's site encompasses three centuries of architecture, yet Berman Guedes Stretton's elegant vision manages to remain sensitive to the original structure of the site, without compromising its sleek 21st-century design. The plans show a clear visual relationship between old and new and integrate the site by linking the Regency terrace on one side and the 1989 extension and existing 19th-century building on the other, whilst providing a stunning façade which will provide a focal point to Cheltenham's cultural quarter.

The winning design was driven by a need to create a more prominent entrance and opens up the ground floor from front to rear to create a new pedestrian link between Clarence Street and Chester Walk. This will encourage an increased flow of visitors through the building. The ground floor will include a café, shop, reception area, education facilities and Tourist Information Centre. At the top of the building, a proposed roof-top terrace provides a view of the church and the surrounding conservation area.

The winning design also got the go-head due to its impeccable green credentials.

Efficient energy is a key ingredient of the design and a high performance glazing system on each floor affords natural light and allows passers-by to see in. The South façade's louvered screen will control solar gain. The new building will use both passive and active features, including construction from natural and reclaimed materials, natural ventilation, and the installation of high efficiency condensing boilers (running at low temperatures); we will also commission a feasibility study for incorporating a ground source heating system – and the whole scheme will go through a BREEAM assessment.



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"It has been a challenge for the design to meet all the complex demands of site, regulations, user requirements (and not forgetting cost constraints!) placed upon it. However, we are delighted that the approved design still holds true to its original concept. The client team and stakeholders have achieved more than ever before in securing planning approval and listed building consent for their gallery extension and are rightly proud. We are grateful for the support and dedication of all those involved in refining the design to this point and relish the challenge ahead – building it!"

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Gary Collins
Associate Director, Berman Guedes Stretton

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Planning permission has been a big milestone so we're delighted it's been granted and we can progress on to the next stages. We knew we wanted a transformative design that would reflect innovative 21st-century architecture but we didn't know how visually stunning the final design by Berman Guedes Stretton would be!

Jane Lillystone, Museum & Arts Manager

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An overview of our winning design

The new development will transform Cheltenham Art Gallery & Museum by greatly increasing its exhibition / display and other facilities, which will allow improved access and enhanced opportunities for the use and interpretation of its locally, regionally, nationally and internationally important art and heritage collections. It will also enable the Art Gallery & Museum to become a major venue for national and international touring exhibitions.

The new extension, over four floors, will provide:

- A 139 sq. m. dedicated picture gallery and open archive for the Art Gallery & Museum's extensive collections, many of which are currently in store
- 239 sq. m. of centralised storage and workshop areas, providing the highest standard of environmental control
- A study room for visitors, researchers and historians
- 297 sq. m. of flexible temporary exhibition galleries, over two floors, for displays from our collections, touring exhibitions and other collaborative shows
- A dedicated space for schools and other learning projects
- Improved facilities for outreach, lifelong learning and arts development work
- A new home for the town's tourism services and Tourist Information Centre
- A new integral pedestrian link will provide a 'new gateway' to Cheltenham's oldest building, medieval St. Mary's Church.

Fundraising, the story so far...

The start of the development building programme is coming closer, thanks to the success of the vital first stages of the fundraising campaign. At the time of going to press, funds totalling 70% of the amount needed to start construction have already been raised or pledged.

It was clear from the outset that the total funding needed for this ambitious development project would extend beyond the amounts available from Cheltenham Borough Council's allocation and the generous responses of Friends of the Art Gallery & Museum. There had to be access to the Trusts and Foundations who have the funds available for making large grants to suitable projects but whose trustees would only do so to charitable trusts that are independent and not, for example, part of a local authority. Accordingly, in 2007, it was agreed that Cheltenham Art Gallery & Museum Development Trust would be established and registered as a charity, to financially assist the Art Gallery & Museum, including through fundraising beyond the Council's allocation, and ensuring effective supervision and application of funds raised.

The success of the Development Trust is already evident, as in July 2009 the fundraising campaign received a major boost when The Monument Trust (one of the Sainsbury Family Charitable Trusts) confirmed that they were prepared to make a grant of £500,000 towards the development. This, together with the £2.5 million allocation by Cheltenham Borough Council, a £750,000 commitment by Summerfield Charitable Trust (announced 2008) and £75,000 from the Friends of Cheltenham Art Gallery & Museum, brings the fundraising total to over £3.8 million.

To be in this position, particularly in the current financial climate, is very encouraging, but no-one involved in the development project will be resting on their laurels in the months to come – the next phase of the fundraising campaign will begin later in autumn 2009 and more grant applications by the Development Trust are already under way.



The Trustees of the new Development Trust are fully committed to supporting Jane Lillystone and her colleagues as they pursue the achievement of a demanding fundraising target and the delivery of an exciting extension to the Art Gallery and Museum. We are enjoying working alongside the Friends and the Borough Council in this endeavour and we are all delighted at the success of our first major application. This is a real stimulus to making the sustained effort that is still required to ensure achievement of success in this ambitious project. It is also an endorsement of the skills and commitment being applied by the management of the Art Gallery & Museum.



Graham Lockwood
Chairman of the Development Trust



This is a significant grant from The Monument Trust and is excellent news for us as we move forward to the launch of the second phase of our fundraising campaign in autumn 2009. With building costs estimated at £5.5 million, the fact that we have already raised 70% of the funds needed to start construction provides a secure foundation for raising the remainder by summer 2010.



Jane Lillystone
Museum and Arts Manager



This grant is a great boost to the Art Gallery & Museum's redevelopment project from The Monument Trust. It shows the importance they attach to the upgrading of the facilities provided by the Art Gallery & Museum, and is another step towards fully funding the scheme.



Councillor Andrew McKinlay
Cabinet member for Sport and Culture
Cheltenham Borough Council

Future milestones...

The new development will, we hope, be under construction from the autumn of 2010. During this period the Art Gallery & Museum will need to close, but we are already making plans to hold exhibitions in other venues in Cheltenham and increase our range and scope of outreach activities and workshops out in the community. Once the development is complete, the extensive new temporary exhibition space means that the Art Gallery & Museum will be able to play host to significant touring exhibitions from, for example, the V&A, National Portrait Gallery and British Museum.

But before then, we have the launch of our Phase II fundraising campaign from autumn 2009, the aim of which will be to raise £1.7 million by the summer of 2010.

Trustees of the Development Trust

There are currently six trustees including two ex officio appointments on behalf of the Borough Council, and one representing the Friends of the Art Gallery & Museum. The full list is:

Graham Lockwood, independent trustee and Chairman

Margaret Austen, independent trustee and Honorary Secretary

Patrick Brooke, independent trustee and Honorary Treasurer

Heather Mansell Jones,
Chair of the Friends

Councillor Andrew McKinlay,
Cabinet member for Sport and Culture,
Cheltenham Borough Council

Grahame Lewis, Strategic Director
Environment, Cheltenham Borough
Council Board Member

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