

Community Asset Transfer Application 44AD EOI

Stage two – Expression of Interest (EOI) Assessment

About the organisation?
<p>Founded in 2012, 44AD is an established community focused registered charity (1176519) based in central Bath. The main objective is to advance public education and appreciation of the arts - work is mostly but not limited to visual arts and based in the City of Bath and wider society.</p> <ul style="list-style-type: none">• 44AD collaborates with charities, art groups and educational institutions to present high quality exhibitions and associated events which run throughout the year, including participatory workshops, tutorials, school visits and artist talks.• 44AD also provides affordable studio workspace for 16-18 self-employed creatives on the upper floors, as well as training and support through work experience placements, artist residencies and mentoring.• They work on a regional, and at times international basis, with a wide range of educational organisations including Bath College, Bath Academy, Bath Spa University, University of Bath and Advanced Studies in England (ASE).• On an annual basis, they support a recent graduate with a one-year artist studio residency as part of the graduate training programme with Bath Spa University. Currently they are employing a 2021 graduate with a full-time paid internship for 18 weeks as well as facilitating an ongoing work experience module with a Bath College student.• They host several American university students in the studios for a semester (as part of ASE study abroad tutorials) and facilitate an annual FLASH studio residency programme. This is aimed at artists who may not necessarily have the opportunity and financial resource to make work in a studio environment and afford exhibiting costs.
What are the Governance arrangements of the organisation?
<p>The charity is registered with the Charities Commission registration number 1176519. There are currently three Trustees, who oversee the running of the charity and who meet monthly. The charity has established financial and procedural controls including monthly management accounts, Safeguarding policy, GDPR and health and safety. The financial trustee is a fully qualified chartered accountant with extensive financial and governance experience gained over the last 30 years in commercial companies, larger charities including Bath Mind and the Arts.</p>
Why is the asset needed?
<p>Over the last 10 years, 44AD has firmly established a vibrant creative community in the very centre of Bath. The mix of creative workspace and accessible gallery space, teaching, support and collaborative projects is unique. No other organisation in the city centre of Bath offers the whole range of services that 44AD currently provides, with future bookings and high-volume usage reflecting the demand for affordable creative and hireable exhibition space within the city centre. Other justification for the asset include:</p> <ul style="list-style-type: none">• Sound and established links with creative business, as well as the local community, residents and charities• The building's central and accessible location has enabled 44AD to build a financially viable business model that also enables beneficial projects and opportunities for the community• Arts, culture and creative industries are widely recognised for their positive impact on the

economy and society, including contributing a cultural identity to the city. This positive impact would not be possible in other secondary locations.

- 44AD contributes positively and proactively to the tapestry of “independent” offerings in central Bath. They have participated in Bath BID ‘Bath at Twilight’ events, Bath Festivals Party in the City (often as a platform to Bath College Music students) and have collaborated with Bath Abbey on ‘Up Late’ events.
- The central location by the historic Abbey Quarter can only help to promote Bath as a city embedded in both the present and the future too, as well as enhancing visitor experience for tourists.
- 44AD’s ongoing mentoring and studio space provision contributes to **graduate retention** in the area and opportunities for local people, which in turn generates new creative businesses and organisations contributing to social and economic wellbeing in the Bath area.
- Being able to negotiate a longer-term lease with an affordable and stable rent - an extension of the rent abatement Single Member Decision Report - would enable a more secure and resilient future for 44AD. The Single Member Decision Report stated that rent subsidy could be extended on the basis of social and cultural value.
- Location stability would enable the organisation to strengthen by having space to focus on longer-term goals. It would allow them to access funding streams which depend on the determination of longer-term projects and security of tenure (many national cultural funders won’t fund projects if the property lease period is a year less than the project length). Access to such funding would enable for more a more ambitious programme, as well as an increased budget would allow for further staffing for, and of, community events.

The aims and objectives

The main aim currently is to be able to continue and expand their work. This involves providing space and support to local artists and creatives, and a unique resource to the local community, charities, education and visitors through the gallery, workshops and joint projects. To achieve this, they need to be secure in their current location. 44AD has an established, successful and verifiable track record in relation to:

- encouraging the public’s engagement with the visual arts
- improving the Arts by increasing the quality and visibility of their creative activity for local residents and organisations in Bath and North East Somerset, irrespective of age, sex, ethnicity, ability, religion or political view
- supporting emerging contemporary artists and their work
- providing much needed availability of affordable central studio workspaces and exhibiting space to local creatives
- encouraging the goodwill and involvement of the wider community, fostering community spirit and civic pride

Who are the beneficiaries?

44AD is focused on benefitting and engaging with all artists, creatives and members of the public; often sourcing and designing community interactive events with educational value, which give ongoing new and exciting opportunities to inspire the individual.

- Artists and Creatives
- Members of the Public
- Young people, local schools and education at all levels: 44AD has high engagement with secondary and primary schools, as well as work with higher education and graduates.
- Local charities, firms and organisations: 44AD has collaborated with multiple local charities through running workshops and exhibitions that join up with residents in need.

- Visitors to Bath and exhibiting artists/ visiting professionals from outside the Bath area
- The Bath economy: visitor attraction; job creation

It is the vast opportunities that 44AD has provided for all different kinds of community members and regional organisations amidst a friendly and welcoming atmosphere which make 44AD as an organisation stand out.

The support from the community and partners

- 44AD's work and support in the community has been recognized locally, winning competitive independent awards for this including the Creative Bath Awards 2017, 2019 and Winner Bath Life Awards 2017, 2021.
- Community and public support is also demonstrated through the high visitor numbers with 21,000 visitors per annum, and over 8000 followers on social media.

Recommendations (for office use only)

- Recommendation for CAT would be +5years to enable organisation to successfully apply to cultural and community grants and make their organisation more sustainable.
- Due to CAT Policy review, it has been suggested that the rent abatement be continued for 2year (+1 extension) and then review in line with new policies.

