

REVIVING AN ARTIST'S BIRTHPLACE: A NATIONAL CENTRE FOR GAINSBOROUGH

THE PROJECT

'Reviving an Artist's Birthplace' is an ambitious project that aims to fascinate and inspire audiences to enjoy the art, life and passions of one of Britain's foremost artists, in the special setting of his childhood home. The project will comprehensively refurbish and redisplay the historic buildings and create a major gallery extension with an exhibition programme that aims to put Gainsborough's House on the international art museum map. With audiences at the heart of the project, the museum will show more of Gainsborough's art, bringing out paintings that have never been on public show, and tell the story of his life, his family and his interests, while illuminating culture and social history of the 18th century.

The project will transform the museum's ability to develop a secure future by drawing twice as many visitors, encouraging a three-fold increase in dwell time and generating substantially more income. The project aims to spearhead the regeneration of the surrounding historic market town.

The project has four main elements:

- 1 HISTORIC HOUSE: the re-presentation of the current buildings and outside space,
- 2 VISITOR SERVICES: improving visitor services, café, toilets, shop, print workshop and education and events space;
- 3 NEW GALLERIES: a major gallery extension with four large exhibition and learning spaces;
- 4 AUDIENCE DEVELOPMENT & TRAINING: dynamic activities that create better public engagement; a centre for scholarship and a hub for training.

BABERGH DISTRICT COUNCIL

Gainsborough's House would not have been able to attract the interest in this £7.7m project without the early support of Babergh District Council in securing the former labour exchange building as a site for expansion. For this we remain hugely grateful. Indeed, Babergh District Council's pledge to gift the building was absolutely key in securing a £4.73m pledge from Heritage Lottery Fund. The HLF, and indeed several other large potential funders, have wanted to see to what extent the local authority was behind the project. To say this building has been pledged has been a powerful show of support, but we are now at a stage in the campaign where a pledge is not enough. Confirmation that Babergh will indeed fulfil its pledge and gift the building is necessary to assure funders. More than £1m is at stake from national funders in a climate in which there are other projects elsewhere in the UK also strongly competing for the same funds. We need these funds and the gift in kind from Babergh to close the £1.4m shortfall we have on the project. If not, we are at serious risk of not being able to convert the £4.73m HLF pledge into a confirmed grant. Without HLF funds, the project will fail and Sudbury will not benefit from this £7.7m investment. We have only 4 months to go to raise the outstanding shortfall before we lodge a Stage Two application to HLF.

URGENCY

Our HLF case officer has wrote to me on Monday 13th November:
Dear Mark

I have spoken with a member of our legal team today. As the sites that you are acquiring will form part of the HLF project we will need to take a legal charge over them. It is therefore very important that you pursue this with some urgency as in my experience this can take some time anyway and if you do not have formal ownership the delays might become significant.

Best wishes
Deborah

Deborah Milligan
Senior Grants Officer
Heritage Lottery Fund East of England

It is important to note that the gift is contingent on the project going ahead and that the legal agreement would include a clause to the effect that the building would be immediately returned to BDC if the project did not raise all the funding required

SUMMARY OF COSTS

PROJECT BUDGET: Breakdown of Costs (excluding VAT, which will be claimed)

Phase 1 Outline Feasibility	Cost (£)		Total (£)
Professional fees	£160,000		
Other costs	£57,450		
Phase 1 Total			£217,450
Phase 2 HLF Development Phase			
Professional fees	£384,000		
Other costs	£40,425		
Contingency	£21,221		
Phase 2 Total			£445, 646
Phase 3 HLF Delivery Phase			
Gainsborough's Chambers Purchase	£ 235,000		
Repair, Conservation & Capital Improvements	£ 856,626		
New Building Work	£2,890,694		
Other Capital work	£ 82,823		
Professional Fees	£ 439,500		
Activity Costs	£ 963,860		
Other costs	£ 100,000		
Contingency	£ 780,000		
Inflation	£ 720,000		
Phase 3 Total			£7,068,503
Total Project Cost			£7,731,599

SUMMARY OF FUNDRAISING

SUMMARY FUNDING GIVEN OR PLEDGED TO DATE

Source	Raised
Heritage Lottery Fund	£ 4,733,800
Timothy and Mary Clode	£ 509,000

George John & Sheilah Livanos Charitable Trust	£ 300,000
Linbury Trust	£ 300,000
Wolfson Foundation	£ 100,000
Foyle Foundation	£ 150,000
Mr David Pike	£ 100,000
Individual donatios	£ 50,000
Andrew Lloyd Webber Trust	£ 50,000
Lord Belstead Charitable Trust	£ 100,000
Finnis Scott Foundation	£ 90,000
Esmee Fairbairn (James Hughes-Hallett)	£ 10,000
Lowell Libson Ltd	£ 50,000
J Paul Getty Jnr Charitable Trust	£ 45,000
John and Virginia Murray	£ 30,000
Sir Siegmund Warburg's Charitable Settlement	£ 25,000
The Band Trust	£ 25,000
Sudbury Town Council	£ 20,000
Graham Stirk, from Rogers, Stirk and Harbour Charitable Foundation	£ 20,000
Maggi Hambling	£ 17,000
Art Auction	£ 115,000
Trustees	£ 110,000
Others	£ 100,000
TOTAL	£ 7,049,800
CURRENT SHORTFALL	£ 689,799

We have already submitted applications to Trusts and Foundations and other sources that amount to around £750,000 and we will have decisions before our March submission to the HLF

TIMESCALE

Submission to HLF stage

March 2017

Demolition of Gainsborough Chambers begins **Autumn 2018**

The project is completed and the new Gainsborough's House opens **Autumn 2020**

BENEFITS

Benefits to Sudbury and the surrounding area:

- Makes Babergh District a more desirable place to visit
- Makes Babergh District a better place to live
- Benefits to local communities of the outreach and engagement programmes, serving mainstream and marginalised members of the community
- A centre for volunteering - currently we have 240 volunteers.
- Babergh hosting a National Centre puts it on the map in a national sphere - will be helpful for attracting other businesses and building prosperity.
- 60 temporary FTE 9 permanent FTE 20 indirect jobs FTE jobs are created
- The Project GVA (2016/17 to 2020/21) is £8,656,684 in total including £5.36m in visitor impact, £1.33m in employment impact; impact of spend on goods and services £1.02m.
- Once completed, the GVA of the expanded museum per annum will be £2.93m (£2.07m in visitor impact pa, employment impact of £425,920 and spend on goods and services £200,832. This is an overall increase of 72% on 2015/16.)