Committee(s):	Date(s):
Barbican Board	23 July 2014
Subject:	Public
Management Report by the Barbican's Directors	
Report of:	For Information
Managing Director, Barbican Centre	

Summary

- The Management Report comprises current updates under six sections authored by Barbican directors. Updates are under the headlines of Strategy & Cultural Hub, Arts, Creative Learning, Audiences & Development, Operations & Buildings and Business & Commercial.
- Each of the six sections highlights 'progress & issues' for recent/ current activity, then draws attention to upcoming events and developments in 'preview & planning'.
- Reported activity is marked, where relevant, against our Barbican Centre strategic objectives. For reference, the full list of objectives is attached at Appendix A.

Recommendation

Members are asked to:

• Note this report.

<u>Main Report</u>

1. REPORT: STRATEGY AND CULTURAL HUB	
"The Barbican launches one of the most important shows of digital art this Summer and it is a pleasure to be a partner with them on several projects. They are exceptional partners - open and passionate about sharing new art with new audiences, fun to work with and committed to world class standards." Ruth Mackenzie, Launch Director of The Space	Strategic Objective
1.1 Progress and Issues	
Strategy: The Centre's proposition to the Service Based Review has been well received. The meeting with the Chamberlain, Chairman and Deputy Chairman to agree the shape of the savings package was positive, and the discussion at the Resource Allocation Sub-Committee Awayday at the end of June endorsed the proposals. All the Service Based Review proposals will now be put to Policy and Resources Committee in early September.	Objective 1,2,3,4,5
To provide an independent assessment of the proposals and to make further suggestions, the Chamberlain appointed the consultants AEA to carry out a review of the Centre's operations and efficiency. The conclusion of its first phase was that the Centre's proposals were deliverable, subject to more detailed analysis of the income proposals and future investments. The second phase, to be completed by the end of July, will assess this and look at future potential for change.	
<u>Cultural Hub:</u> The detailed review of the Barbican Area Strategy by the Department of Built Environment has now begun, some months after its outline was agreed. Initial consultation with Ward members and the Barbican Association has taken place, and a series of consultative groups have now been scheduled for later in July by Built Environment and the consultants Publica.	
The consultation groups are based around stakeholders in Planning and Visitors, Barbican and Golden Lane Estates, Cultural Institutions, Transport Planning, Heritage, Property Development, and Business leaders. Following suggestions during the planning process, it is hoped to arrange in addition a plenary session in the early autumn at which members of all these consultation groups can exchange thoughts, reactions and ideas as the Area Strategy is planned.	Objective 6

1.2 Preview and Planning	
Strategy: In the light of the Service Based Review proposals reported above, further work on the 2015-6 budget has taken place, given the challenge of the substantial shortfall previously reported. The objective is to remove as far as possible the structural deficit in the business planning process, and to assess the phasing of the necessary savings going forward. Awaydays for the extended Management Team and for the Directors are taking place in July, enabling discussion about how the savings process will impact on the Centre's vision and model going forward.	Objective ,1, 2,3,4,5
Cultural Hub: The collaboration between the Barbican Centre and the Museum of London to develop the proposition for the Cultural Hub is progressing strongly, with assistance on the concept from Brunswick, and from the Cultural Hub advisory group under the chairmanship of Michael Cassidy. One key area is for the cultural organisations to make a robust economic assessment of the benefits of the cultural hub to the area, using the latest information on the likely impact of Crossrail post-2018 to model the impact on the area and the opportunities this presents.	Objective 6
2. Report: Programming	
	Strategic Objective
2.1 Progress & Issues	
Our Beyond Barbican season, in partnership with Create London, will have begun in mid-July. It starts with Ram Place Fashion Market , which opened in Hackney on 12 th July. This bespoke market is inspired by the Gautier exhibition, it profiles a new generation of fashion designers and engages the local community in a range of activities. Dance Nations Dalton will take place for the last time on 19 th July in Gillett Square, and then move to Barking & Dagenham from 2015. We present Hitchcock's silent film Blackmail in Walthamstow Assembly Hall on 25 th July, accompanied by Forest Philharmonic , the local orchestra. This is followed by the Walthamstow Garden Party , in collaboration with Waltham Forest Council – 2 days of music, dance, theatre, food and activities for all, in Lloyd Park and the William Morris Gallery. (Sadly, our Saturday headliner, Bobby Womack, died last week and we are searching for a replacement.)	Objective 1,2,3,5
Digital Revolution has opened in the Curve, foyer and Pit Theatre. Preview coverage has been excellent with significant articles appearing in The Times, The Guardian, the Evening Standard and Time Out – and early critical reaction to the show is very positive. Advance sales are encouraging. We will report in more detail at the meeting.	Objective 1,2,3,4,5

Partners: An LSO highlight was Simon Rattle conducting a programme of Beethoven, Henze and Schumann. Their season finished with Jonathan Nott conducting Beethoven's Symphony No 2 and Messiaen's <i>Turangalila-Symphonie</i> . The Academy of Ancient Music ended their season with a concert of the three last symphonies of Mozart, Haydn and Beethoven. Cheek by Jowl's revival of their production of Ubu Roi was well reviewed but did not achieve target.	Objective 1,2,6
Music: The Birtwistle at 80 and Explorations: The Sound of Nonesuch seasons dominated the music programme. These were delivered in partnership with the LSO, BBSCO and Britten Sinfonia. The Birtwistle season in particular drew outstanding reactions and committed audiences. Bernard Haitink conducting the Chamber Orchestra of Europe was sublime, but disappointing at the box office, partly due as discussed at the last Board meeting to ticket price differentials with the LSO concerts with Haitink. Successful contemporary concerts included The Sun Ra Arkestra and In Dreams: David Lynch Revisted. It was exciting to continue the relationship with Jazz at Lincoln Center through their July residency.	Objective 1,2,3
Gallery:	Objective 1,2,3
 Momentum by United Visual Artists' attracted an average of 717 visitors per day - and became our best attended Curve installation ever with a total of 77,624 visitors (Rain Room 77,192). Celeste Boursier Mougenot (of zebra finches fame), has been chosen to represent France at the next Venice Biennale. The Fashion World of Jean Paul Gaultier: From the Sidewalk to the Catwalk, is now performing ahead of target with average daily paid admissions at 513 against a target of 480. 	
Theatre: Testament of Mary received outstanding reviews and exceeded all expectations at the box office. Charleroi Danses' Kiss & Cry was delightful but did not achieve budget. However, overall, theatre is ahead of year to date box office targets. Michael Clark (an Associate) was awarded a CBE in the Queen's Birthday Honours.	Objective 1,2,3
<u>Cinema:</u> New release attendance remains disappointing. The team believes that better films are due for release in the autumn. Attendance at the Gaultier curated film season has also been disappointing. The film season to accompany Digital Revolution started on 5 th July. Improvements to the cinema pages of the website have been made, including venue listing by each performance. We are working on further improvements, although some ideas cannot be implemented until the website is fully redesigned.	Objective 1,2
	Objective 3,6

e Technical Managers from Theatre and Music, the Digital Conte	ent
anager and I represented the Barbican at COLC's STEM Careers	s Fair.

2.2 Preview and Planning	
In our recent application to Arts Council England, we have been successful in retaining NPO status, but with reduced funding (minus 16% - £274k less over 3 years). We were told that our application was very strong and the reduction relates only to pressure on funds. We are in discussion with our ACE Relationship Manager about the impact on our proposed programme of activities, and a further discussion will take place about ACE's strategic priorities for the Barbican.	Objective 5 Objective 1,2,3,6
Maurice Biriotti of the SHM Foundation kindly led a workshop on scoping a weekend of classical music for new audiences planned for autumn 2015 - ' Get Classical' . The LSO, Guildhall School, AAM and BS are all partners for this event.	Objective 1,2,3,4
We have planned a very strong opening to the autumn season. Highlights include a focus on architecture, at the heart of which is our autumn exhibition, Constructing Worlds: Photography and Architecture in the Modern Age . This is complemented by a film season, City Visions , exploring the modern city in film, Walead Beshty's installation in the Pit which uses photographic techniques, a film commission and residency by Ile Bêka and Louise Lemoine , and the first of a changing series of foyer displays devoted to the history and life of the Barbican.	
There is also a much anticipated Joyce di Donato focus in the Hall –the first concert is on 25 September after the joint Board/Trust awayday meeting. An international Ibsen season in the theatre. Just Jam will be remounted in December.	

3. Report: Creative Learning	
	Strategic Objective
3.1 Progress and Issues	
<u>Creative Learning Music Events:</u> On Sunday 22 nd June 80 young people aged 8 – 16 years performed on the Milton Court Concert Hall stage to a capacity audience, as part of this year's Barbican Young Orchestra. Conducted by leading British conductor Edward Gardner, the young people performed Sibelius: <i>Finlandia</i> , Walton: <i>Cello Concerto</i> with Guildhall Gold Medal winner Michael Petrov as soloist), and Stravinsky: <i>Firebird Suite</i> in culmination of their 2 months of rehearsals and exploration of classical music.	Objectives 2,3
With our Hub partners we created a young jazz big band for east London, Young Jazz East, who rehearsed with JLCO and performed on the Barbican's Concert Hall Stage, following an inspiring Q & A with Wynton Marsalis.	
	Objective 6,2
Curious: Curious is an annual celebration of the work of students and graduates of the Masters in Leadership Course at the Guildhall School and design students and visual artists from Central Saint Martins. Performances at Fish Island included live music, visuals and dance as well as installations, discussions and open workshops. Guest artists taking part in this exciting week of experimentation included Creator of the App that accompanied the ground breaking film <i>Inception</i> , adaptive music composer and sound designer Robert Thomas and the renowned musician, writer and speaker David Toop. It also involved the voices of a new generation of artists as (Im)possibilities band members teamed up with Barbican Young Poets.	Objective 3,5
Open School East: Open School East, a 'new' kind of art school supported through our Arts council NPO funding involving 12 associates, is coming to the end of its first year. The learning programme develops the Associates as artist leaders within community contexts. In turn Associates provide opportunities for local residents to develop arts leadership skills themselves. The school has particular focus on engaging with people who have 'low cultural' engagement and is sited in the Debeauvoir Estate in Dalston, an area of rapid social change and increasingly divided communities.	

3.2 Preview and Planning	
Beyond Barbican: Creative Learning is working with the Cinema department to bring an opportunity for Walthamstow Garden Party attendees to attend an open rehearsal of a live orchestral performance of the score to Hitchcock's <i>Blackmail.</i> Local community groups will be invited behind the scenes to experience Forest Philharmonic Orchestra's open rehearsal of the live accompaniment to the silent film being screened later that evening.	Objective 3,1
Drum Works will be taking a group of 80 – 100 drummers, with representatives from all participating schools - as well as the Drum Heads will have performed throughout the day at Dance Nations Dalston, Gillett Square on the 19 th July.	
As part of Ram Place Fashion Market a combination of targeted workshops for invited community groups from the local Hackney community and public workshops will be taking place over the 9 days. Working in collaboration with the London College of Fashion, Middlesex University and local artisans there will be opportunities for participants to experience workshops in Fashion Photography, Upcycling, and jewellery making. Local school, Morningside Primary will have held a fashion show in Ram Place Market on the opening morning of 11th July when local groups are being invited to come along and sample the space.	
 Digital Revolution: Creative Learning are producing a series of educational programmes attached to Art Gallery's Digital Revolution exhibition, including: 3 weeks of inspirational workshops with the 3 commissioned Google 'DevArtists' for east London School children. In collaboration with Bloomberg, Prince's Trust and the i.am.angel Foundation, we are working with NEETS to make and exhibit 3D printed instruments relating to will.i.am's work made for Digital Revolution. We are working with the Technology Strategy Board to deliver a set of panel discussions relating to the show. 	Objectives 3,5
Barbican Box Music: Barbican Box music is now in the development stage and will be piloted in the 2014/15 academic year. Working in partnership with the Hackney Learning Trust the Music Box will be piloted in 6 Hackney Secondary Schools. The artistic starting point for the Music Box is 'Sounds of the South' taking place in the Barbican Hall on the 14 th December. The focus of the Box will be Songwriting and Composition. A training session for teachers from each school will take place on the 6 th September and each school will receive 3 mentor visits from Songwriters including Eska and Sam Mumford. The project will culminate in a final gig taking place on 26 th February in the Barbican Hall.	Objectives 3

	Strategic Objective
4.1 Progress & Issues	,
All teams have been working intensively on Digital Revolution and closely with BIE in the run up to the exhibition's opening. Marketing and Communications have been working on the campaign, the Customer Experience team will be monitoring initial audience flow in order to manage what is likely to be a challenging audience flow whilst maximising both capacity and income.	Objective 1,2
In visual arts, marketing are rolling out a 'final weeks' campaign for Jean Paul Gaultier to maximise sales before the show closes and also implementing the Digital Revolution campaign which includes strategic media partnerships with Time Out and Wired magazine in addition to an advertising campaign across the tube, print and core digital channels.	Objective 1,2
The Marketing team continues to collaborate with local partners including councils on audience development for our offsite initiatives as part of the Beyond Barbican programme including the Walthamstow Garden Party and Ram Place Fashion Market.	Objective 1,2
Marketing are trialing a campaign to cross promote the arts offer to those using the Barbican foyers during the day. An email campaign to users of the Cloud wifi in May has seen 188 people added to the database, 252 tickets booked, 5 memberships sold and 101 new e-news sign-ups	Objective 1,4
Customer Experience, marketing and IT have continued the planning for the Hamlet on-sale. The virtual queue has been developed and has undergone a successful initial test. Pricing, logistics and 'fan' management being discussed with producers.	Objective 1,2
Box office continues to be busy and they are currently out and about around the City for the City of London Festival. The team has responded to recent changes in Consumer Protection Law in relation to 'gift with ticket'. Initial indications are encouraging and results continue to be closely monitored and processes amended to maximise income.	Objective 1,5
The 'Inspiring Experiences' centre-wide training prepared by Customer Experience is now ready for presentation to management team and will be rolled out from September.	Objective 1
be rolled out from September.	

4.2 Preview & Planning	Objectives 1,5
The Marketing team is collaborating with all departments in realising the new membership programme this autumn. The launch will coincide with the autumn season press announcement in September.	
The Young Barbican Membership programme - a Centre-wide pricing strategy for young people – is also at final stages of development. It will be a flagship access initiative for the Barbican and a potential sponsorship opportunity.	Objective 1,3,
Communications are preparing for the next season launch which will take place in September and therefore needs to be ready at the end of July. This has been brought forward by a month in order to tie in with the Membership launch – the reason being that by announcing a lot of forthcoming programming people will be encouraged to retain their membership, or encouraged to move up a rung. In addition to announcing all the gallery shows for 2015, and some high profile theatre production, the focus will mainly be on some major Creative Learning initiatives linked to the division's fifth anniversary, reinforcing our charitable purpose and partnership with the Guildhall School.	Objective 1,2,
The Digital Content Producer has been leading on <i>Fish Island Labs</i> – a project for which the Barbican and the Trampery have joined forces to create , a new creative centre in Hackney Wick which provides affordable desk and studio space to artists working at the boundaries between art and technology. The cohort of artists comprises 40-50 people, who have already moved in and will spend 10 months together. In addition to a programme of workshops and mentoring support, the work they develop in Fish Island will surface in the Barbican's foyers throughout the year.	Objective 1
A quote from the Evening Standard about Fish Island: "There is an odd sense of rightness about Fish Island Labs: the project, the location, the mix of organisations and people involved."	Objective 1,2,
The Barbican has been closely involved in the launch of The Space, the BBC and ACE funded platform which commissions and showcases digital art. The Space has made a significant financial investment in our work, co-commissioning three projects inspired by the <i>Digital Revolution</i> exhibition. (See quote at the top of this report)	Objective 1

5. REPORT: OPERATIONS & BUILDINGS	
	Strategic Objective
5.1 Progress & Issues	
Security: The Security team successfully managed a demonstration by a group of about 50 protesters from the Citizens Commission on Human Rights ; an organization sponsored by the Church of Scientology. They were demonstrating against the Association Congress for the Royal College of Psychiatrists event at the Centre. This period also saw a small demonstration in relation to the HSBC AGM. Neither demonstration was disruptive to BC visitors nor activities and both had the City of London Police in attendance. The team was also kept busy with a visit by the President of Ireland attending a performance of Testament of Mary and two major events with the RLNI AGM and. The Lord Mayor of London attended the Centre on 22 June as a guest of the LSO.	Objectives 1,S/E
Ex Hall 1: The agreement to lease with the LFS is still in development, hoping to be concluded by the end of July 2014, but still subject to final negotiation. Final details relate to conditional clauses over access times, water mitigation and planning and the scope of enabling works.	Objectives 4,S/E
Building Repairs, Maintenance and Sustainability: The in-house building services maintenance team continues to deliver a high level of maintenance tasks – undertaking approximately 14,000 per annum. Energy and Carbon reduction works continue with the fitting of retrofitting high efficiency, long life LED lamps. The car parks and road areas are currently being undertaken. Over 30% of the Centre having now been retrofitted with such units (approximately 10,000).	Objectives 3,6
The building services team continues to sustainably optimise the newly installed Building Energy Management System. These actions have resulted in a 2685 MWhr reduction in overall 13/14 energy consumption when compared with 12/13. This equates to a reduction of 621 tonnes of carbon emissions, and have succeeded in delivering the CoL annual corporate energy reduction requirements	Objectives 4,S/E
<u>Crossrail Works at the Barbican:</u> The programme, reported by Crossrail as at first week of July 2014, is for Tunnel Boring Machine (TBM) Elizabeth, on the east bound tunnel, expected to be entering the vicinity of the Barbican Estate near the end of January 2015 and TBM Victoria (west bound tunnel) due around the end of February.	Objective 4

Silk street Road Works: The programme of works to renew the Silk Street carriageway, pavement together with hard and soft landscaping began on June 22 nd 2014. A phased programme of works will progress in sections along Silk street with completion planned by the end of 2014. Noisy works will be confined to 8am-12am and 2- 4pm periods during weekdays and 9am -2pm on Weekends. Works initially involve closure of the Beech Street approach to Silk St and will continue with restricted vehicular access to Silk Street during the works period. Vehicle access arrangements for the Barbican Centre and GSMD are in place for the full period of the works	Objective 4
programme.	
5.2 Preview & Planning	
Headline Projects currently on site are as follows:	
<u>Concert Hall Flying System:</u> Contractor appointed, works to take place in August 2014	
Theatre Technical Projects (Cap 3):	Objective 4
Work on this project is now complete albeit that the final account has yet	
to be agreed.	Objective 4
Theatre Powered Flying System (non-Cap): Although Practical Completion has been granted there are still some issues to resolve. The contractor attended site in March & April and has managed to resolve most of the 'physical' defects but there are some software issues outstanding. A further slot will need to be allocated in the summer for these final commissioning works.	Objectives 4,S/E
In planning and progressing through Gateways:	
Gallery Roofing (Cap 3): A Gateway 1 report is currently being prepared for this project	Objectives
Ex Hall 2 Feasibility: Following architects appointment, Mecanoo have completed their first	4,S/E
design development workshop. Agreement of the approach to the combined library systems is well developed with the proposal to combine the GSMD and Barbican music libraries as an integrated public access Performing arts library in development The funding model and commercial model are progressing with the aim of completing the full feasibility study by September 2014.	Objectives 2,3,4,6

6. REPORT: BUSINESS & COMMERCIAL	
	Strategic Objective
6.1 Progress & Issues	
 Business Events: Confirmed business currently stands at £1.559K, currently 80% of target. This represents a year-on-year increase of 13%. Challenges of converting future short-term business are now expected due to the anticipation of Silk Street works affecting conversions. This impact will be tracked. In total 43 events held over 62 event days hosted in this period including events for new clients Oxbridge Biotech, Yellowstone Tech Media, Logistik, Pearson, Mista, Production Factory and Bank of Tokyo Mitsubishi (tech , creative industry and financial companies led). 	Objective 5
4 Concert Hall events (8 event days) have been hosted including AGM's for HSBC, RNLI, 6 th annual Women in European Business event with a full capacity audience of key City Corporates and the RCP (Royal College of Psychiatrists) Association Congress for 1300 people.	
Exhibition Halls: Exhibition Halls are on track to deliver the budgeted income for year 2014-15, and hopefully exceed it by at least 10%.	
The figures were helped by the extended tenancy taken up by the University of London for their examinations which were held in Exhibition Hall 2 from 28 April to 19 June.	
In addition to the space in Exhibition Hall 2, the client has also hired the space in the remaining part of Hall 1 for another session of examinations over a period of 5 weeks. This will be the last event using Hall 1, prior to the LFS taking over the site in 2015.	
Commercial Development:	
 Retail Gaultier has continued to perform well with net sales of £138k to date. We are on course to meet our target of £240k for this exhibition. 	Objectives 1,5
 The installation of our Pop-Up shop for Digital Revolution will have opened for previews from 3rd July. The range includes bespoke Barbican product development developed in collaboration with artists featured in the show. 	

Car parks	Objectives 1,5
 The joint procurement exercise to tender the Barbican's car parks with the Department of the Built Environment is a little delayed. The specification is being finalised and the procurement process, led by CLPS starts on 11 July. Catering Programme linked catering promotions are selling well including our Gaultier Afternoon Teas from the Lounge of which we have 	Objectives 1,5
sold 470 with a net turnover of nearly £6000.00	
 BIE: Designing 007 opened in Moscow (10 June) to a rapturous reception. Despite concerns from our partners (in view of current relations ref Crimea) – there was no adverse media attention from the launch. On the contrary the media were overwhelmingly positive. Our partners EON are very pleased. The exhibition looks better than ever, over 5 entire floors of the Multi-Media Art Museum. <i>Game On 2.0</i> is continuing its successful extended run at Tekniska Museet, Stockholm. Visitor numbers are averaging 1,600+ per day. Digital Revolution will have launched at the beginning of July. We are managing a very complex installation with artists, partners and contractors. Our content sponsors, Google are very much involved in this also. We are finalizing a raft of events including the launch, media view, catalogue production, marketing and communications etc. Our lead sponsor, Bloomberg is also hosting a major work in their space in Finsbury Square. Watch Me Move has opened at the Frist Centre, Nashville. This is a wonderful, privately funded US venue – that has done a great job to ensure the show looks stunning. They had a very successful opening and we have received very kind and complementary notes from the director, both on the exhibition and partnership with Barbican. 	Objectives 1,5
6.2 Preview & Planning	
 Business Events: Digital Revolution and JPG private viewings are still selling well for both 'Development' partners and corporate bookers. 12 Hall events are scheduled for July (graduations and corporate clients), 4 in August and 8 in September. Wikimedia is taking place in August and planning is in full swing for their 4 day congress with record numbers of visitors expected. The building will be thriving during the event. The BES team is attending the Meeting Show in July. We will be launching our 'Online Booking Service' for the Boardroom ahead of the show. The level 4 signage project will be delivered straight after the Wikimedia conference continuing our investment in these areas that are vital to our financial success and improving the customer journey. 	Objectives 4,5

Exhibition Halls: A new one day event, Empty Property Expo, will be held on 19 July. September will then see the return of the Landlord and Letting Show and King's College's Welcome Fair during the University's Freshers' Week, followed by a similar event from the City University London.	Objectives 1,5
The end of year is looking strong, with new enquiries still coming in for October and November.	
Commercial Development:	
Retail	
 We have recruited a new Junior Buyer, Margaux Soland, who will begin this role in July. 	Objectives 1,5
 We are looking ahead to the autumn season, with an exciting range plan coming together for Constructing Worlds in the Art Gallery and the return of the Barbican Christmas Market on the foyers in December. 	
 Catering The Catering tenders have been advertised and we will start to evaluate the pre -qualification stage from the end of July We are refreshing the Martini Bar at the conclusion of its current iteration as Bar Gaultier to a cocktail bar designed to appeal to the Contemporary Music audiences in particular 	
 BIE: Watch Me Move will travel on to MARCO Museum, Monterray, Mexico due to open in November 2014. Tekniska Museet, Stockholm have signed an agreement (£295,000) to host <i>Digital Revolution</i>, which will be the first location for the exhibition's 5 year tour. Our latest partnership with Alan Cristea Gallery to tour <i>Richard Hamilton, Word & Image, Prints 1963-2007</i> has now opened as part of the Liverpool Biennale at the Williamson Art Gallery on the Wirral. We have further interest in New York, Hong Kong, Indonesia, Madrid and South America to stage <i>Designing 007</i>; We have had a flurry of new signed agreements, including six-month runs for both <i>Game On</i> exhibitions in Newcastle at the Life Centre (May 2015) and Montreal Science Center (April 2015). We have successfully signed our largest tour hire amount (income) ever, £400k to stage <i>Game On 2.0</i> in Oslo for 12 months. 	Objectives 1,5