

National Contemporary Art Gallery – Considerations for an Anchor Site

Draft Criteria	Essential	Desirable
Museum and exhibition criteria:		
7,500-15,000m ² , with at least 2/3 rd gallery space and with at least one single gallery 1000m ² plus potential to extend further in the future	7,500m ²	12,000m ² (more if possible) Extend further at future point
Minimum height requirement of 6m in gallery space. The ideal height for at least some gallery space would be 10m for sculpture	6m	10m
Joint venture or partnership with Amgueddfa Cymru and National Library Wales as custodians of the national collection. Organisation highly unlikely to have own collection in the short term.	x	
Strong partnership with galleries in the distributed model and supports/ does not compete with the gallery ecosystem	x	
Capable of accommodating significant annual footfall	750k (average £2k/day)	1m (average £3k/day)
Organisation that has adequate curatorial, conservation, collections management and exhibition expertise, registrar capabilities and other museum professionals or could access this e.g. via Amgueddfa Cymru	x	
Capacity and capability to run at least four temporary exhibitions/annum (2 major, 2 minor) plus long term loans or acquisitions. (Suggest major exhibitions c£2-3m and minor £1-1.5m but needs to be quantified.)	2 major, 2 minor	3 major, 3 minor
Organisation and leader with sufficient international reputation to attract and partner with international and national organisations as well as support local Wales gallery ecosystem	x	
Organisation able to meet Museum Accreditation Guidelines and criteria for a 'nationally-styled museum' in terms of facilities and scope and scale of the exhibition. The anchor site will offer visitor facilities appropriate to a 'national' organisation.	x	
Organisation will work to the National Museum Directors' Council Principles for Lending and Borrowing including the expectation that they will meet the standards for environment and security set out in the Government Indemnity Scheme Guidelines for Non-national institutions or as agreed with the lending organisation.	x	
Potential to coordinate/facilitate touring exhibitions		x
Significant marketing and customer relationship management expertise and insight	x	

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Access, infrastructure and location:		
Transport Infrastructure (road and rail) –enables sufficient access for large numbers of people Transport is a trade-off and a balance between urban with different transport options and consideration of other locations including more rural/isolated locations	x	
Tourism Infrastructure (i.e. sufficient hotels, places to stay overnight, restaurant offer)	x	
Ample Parking for Visitor Numbers (c500 spaces)		x
Proximity to major urban centres/ other visitor attractions (within x hrs or y miles). Could consider rural location if suitable transport links. Ideally rail and road.	x	
Existing major urban area, tourist attraction or potential to attract sufficient visitors, including international visitors (e.g. for international visitors this could mean within 1 hour of an airport or seaport.)	x	
Location should include regeneration potential	x	
Building features:		
Landmark building, either new build or part of Wales' existing heritage, significant piece of architecture in its own right, balancing it as a 'magnet' and potential cost envelope - could be new or repurposed building		x
Extensive storage space for collections, including suitable security and environmental conditions	x	
Adequate and separate areas for exhibition build and change over	x	
Adequate provision for couriering – eg. covered transport/unloading area	x	
Adequate and significant sized lift access for moving collections within building.	x	Separate from visitor lifts
Conservation facilities and expertise or ability to access easily	x	
Ease of access for disabled visitors (or able to convert if historic building)	x	
Studio spaces for 'Artists in residence' (rotational not permanent)		x
Sufficient/ significant height and loadage capacity for major installations and equipment to display	x	
Sufficient/significant clearances and turning clearances re. doors, corridors, lifts, etc.	x	
Flexible spaces to cater for different types and sizes of exhibition	x	
Space for café, retail and other income generation including out of hours	x	
21 st century space and can take major digital installations and new media forms (eg Blavatnik)	x	

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Sustainable building practices and use of energy (including energy efficiency and renewable energy)		
Space for learning and engagement centre	x	
Flexible community space		x
Relevance to local population – activity engages with and used by local population		x
Encourages access and participation for all communities		x
Promotes and encourages young talent and skills development with links to curriculum and new policies/not passive how increase creativity and inspire young people	x	
Policy considerations:		
Ability to secure significant revenue/annum (even in London galleries have substantial ongoing revenue support, in addition to upfront capital) + additional revenue for existing sponsored bodies to partner and additional activity. Required for 3-5 years prior to opening due to upfront costs of hosting major exhibitions.	£5m rev/annum+, £500k capital.	£10m rev+, £1m capital
Supports and promotes wider national and local culture offer in Wales and does not detract from existing culture offer	x	
Alignment with other policy developments and be linked to/supportive of other WG strategies and PfG commitments	x	
Can only host proportion of national collection at any one time and not all choice pieces due to need to display themselves and share with other organisations, including fee paying loans. National contemporary art collection in the national collection has a max 50k of contemporary art pieces, many of which are works on paper and can only be displayed for a limited period of time.	x	
Beneficial to host all visual arts forms and not limit to contemporary art, so can maximise audiences and national collection. Extend focus to historic art – both Welsh and international (Impressionists), how society reflects on pieces, cross time considerations		x
Potential to explore art in the outdoors such as sculpture especially if a venue came with land and had the potential to use sculpture part as a different way to bring art and nature together		x
Any organisation with a pre-existing display of historic art/ social or local history collections must demonstrate how the display of new contemporary art	x	

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collections will enhance visitor experiences and not result in loss of access to local history for that organisations community.		
Need to consult on proposed options in line with FGA	x	
Critical to have free access to the permanent collection (hybrid model could be considered where access to permanent collection is free but special exhibits/events could be chargeable to make it affordable – this is consistent with policy re the National Museum).	x	
Would it be beneficial to have an acquisitions budget so the organisation develops its own collection rather than being dependent upon loans? Any collections policy would need to align with those already being implemented by other organisations.		x
Need to learn lessons from unsuccessful Centre for Visual Art (run by Cardiff Old Library trust)	x	
Digital infrastructure and broadband able to provide full extent of contemporary art. Desirable to include including immersive and experiential exhibition space for a range of digital exhibitions (e.g. Tate Modern extension)	x	Immersive and experiential exhibition space
Need to ensure digital access options as key way to democratise and promote access to the national collection	x	
Need to factor in planning permission and development times	c5 years	c10 years