Additional Information Requested at CCWLSIR Committee Session on NCAGW with the Deputy Minister for Arts, Sports and Tourism on 14 September 2023

During the above Ministerial evidence session CCWLSIR Committee requested additional information relating to the national Contemporary Art Gallery for Wales:

1. The square footage of the gallery space associated with the dispersed/distributed model, broken down by gallery across the nine sites.
2. The data Celf ar y Cyd has been reporting on users and access and updated information on the number of items digitised and the profile for completion of the project by31 March 2025.

The following information has been provided in response to the request made.

1   Gallery Space

Currently there is insufficient high quality exhibition space specifically for the complex requirements of contemporary art. The total space requirement will be:

- Between 2,000 - 3,000 square metres (21,528 - 32,292 sq ft) of temporary exhibition space in addition to the spaces available in existing national collection venues (Amgueddfa Cymru and National Library of Wales).

These business needs are reflected in Spending Objective 2 of the Outline Business case:

To ensure provision of 2,000-3,000 square metres of permanent or temporary exhibition space across Wales that comply UKRG standards to display a Welsh national collection of contemporary art and find innovative ways to display contemporary art in outdoor settings.

The Table 1 below sets out the most recent estimates per venue produced under the recent venue audits (August 2023):

Table 1 – Dispersed Model – Gallery Space Breakdown

NCAGW Area Breakdown		
NCAGW gallery space provision following capital investment to comply with GIS		
Benefit: 2,000 - 3,000 square metres of permanent or temporary exhibition space		
Venue	**Area (m2)**	**Note**
Aberystwyth Arts Centre	235	The arts centre gallery makes extensive provision for Welsh speaking communities and has an excellent curatorial, learning and public engagement programme.
Glynn Vivian	728	Glynn Vivian Art Gallery in Swansea has a ground-breaking curatorial, learning and public engagement programme. It works internationally and can provide exciting opportunities for the future.
Mostyn	728	MOSTYN Gallery in Llandudno has a strong UK and international profile as well as providing exciting engagement programmes locally and regionally.
Oriel Davies	204	Oriel Davies has extensive UK wide partnerships and a strong track record of working with collection partners. It has an excellent curatorial reputation and works extensively in surrounding communities.
Oriel Myrddin	90	Oriel Myrddin in Carmarthenshire has an excellent reputation for delivering contemporary art exhibitions and educational activities locally and in the region.
Oriel Plas Glyn-y-Weddw	137	This unique social enterprise on the Llyn Peninsula has recently undergone a curatorial review that leaves is well positioned to offer strong Welsh language programmes and engagement activities.
Ruthin Craft Centre	241	Ruthin has an excellent curatorial profile for craft in Wales, the UK and internationally. Already experienced in collaboration and partnership curatorial programmes and wider community engagement.
Storiel	92	Storiel in Bangor has an excellent curatorial practice which delivers excellent work to Welsh speaking communities locally and regionally.
Newport	N/A	Newport Museum and Art Gallery are enthusiastic participants of the NCAGW distributed model and it maintains an important strategic position geographically. The challenges around its capacity and the wider building means that a different approach is needed. This has resulted in an innovative curatorial approach using the diversity of Newport City as a wider location with a particular focus on hosting NCAGW collections digitally and in other exciting new ways with the potential to reach a very wide audience. The diverse demographics of Newport bring additional benefits to the project.
Total	**2,455**	(26,425 square feet)

2   Celf Ar Y Cyd

To understand the basic usage of the Celf ar y Cyd website, we are currently collating data on the following areas as previously stated:

- Number of users (new vs returning)
- User engagement (time on site/page, click-throughs, scrolls)
- Traffic sources (paid vs non-paid referrals, organic search, direct traffic etc)
- User by country (incl. language)
- User activity over time (visitor trends)
- Page and screen viewing figures.

We are currently familiarising ourselves with the new iteration of Google Analytics platform which has only recently been implemented. We will be looking to gather more targeted data in the future. However, we do not gather any user-identifiable data, so are unable to distinguish between educational users and standard users at present. Other user demographics and cohort data are only distinguishable to a certain level of detail offered by users through their browser/device settings. Analytics from June 2023 (launch) to 31st of August 2023 with summaries:

Visitor figures
Approximately 5000 total visitors to the sites since launch to August 31st. Average engagement time shows how long people are spending time on each page they visit on the site:
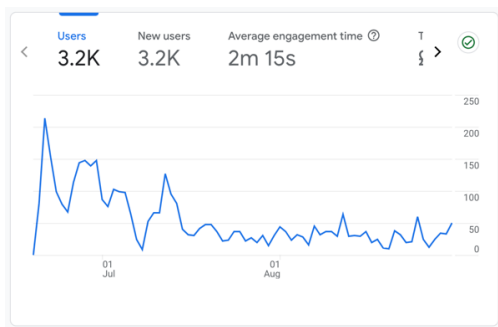
Celfarycyd.wales (En)   *Celfarycyd.cymru (Cy)*

Traffic sources
Initially, a high proportion of users were brought to the site by paid social marketing campaigns which ran through June and July.
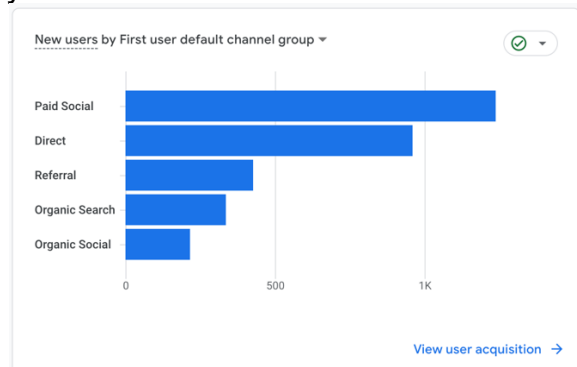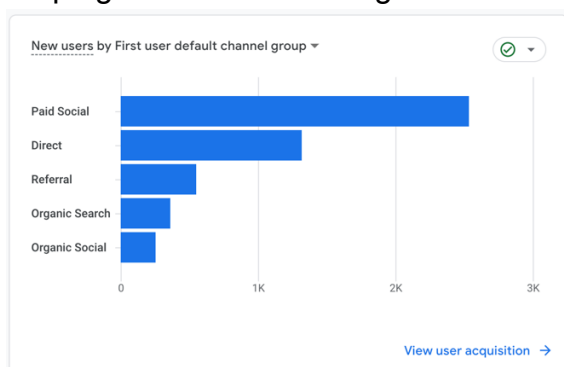
After paid social campaigns ended, referral links and organic search (Google searches etc) have become the main sources of traffic (see most recent August 2023 monthly report)

User Demographics

We can see users reach the site through various geographical regions showing the worldwide reach of the site, along with the breakdown of users by city location:

Page and screen viewing figures

In terms of content, we can analyse the most viewed pages (see below), along with how many people viewed them and for how long. In future, more targeted statistics will be gathered for most viewed artworks and articles.

Most recent Analytics report (1ˢᵗ-31ˢᵗ August, 2023)

Celfarycyd.wales (en)
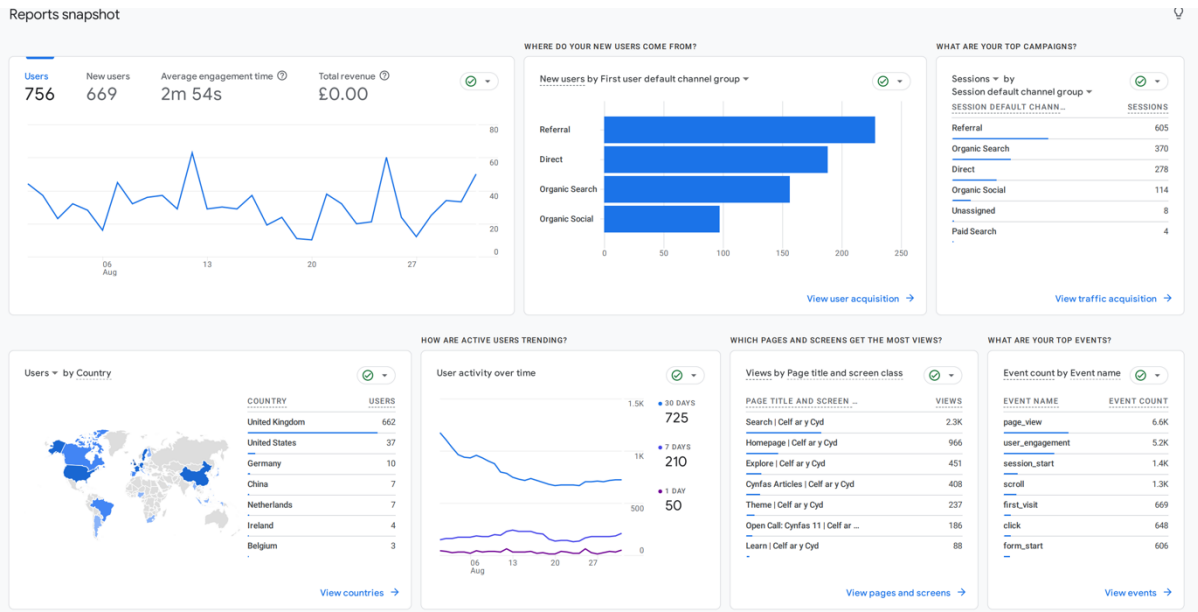
Celfarycyd.wales (cy)
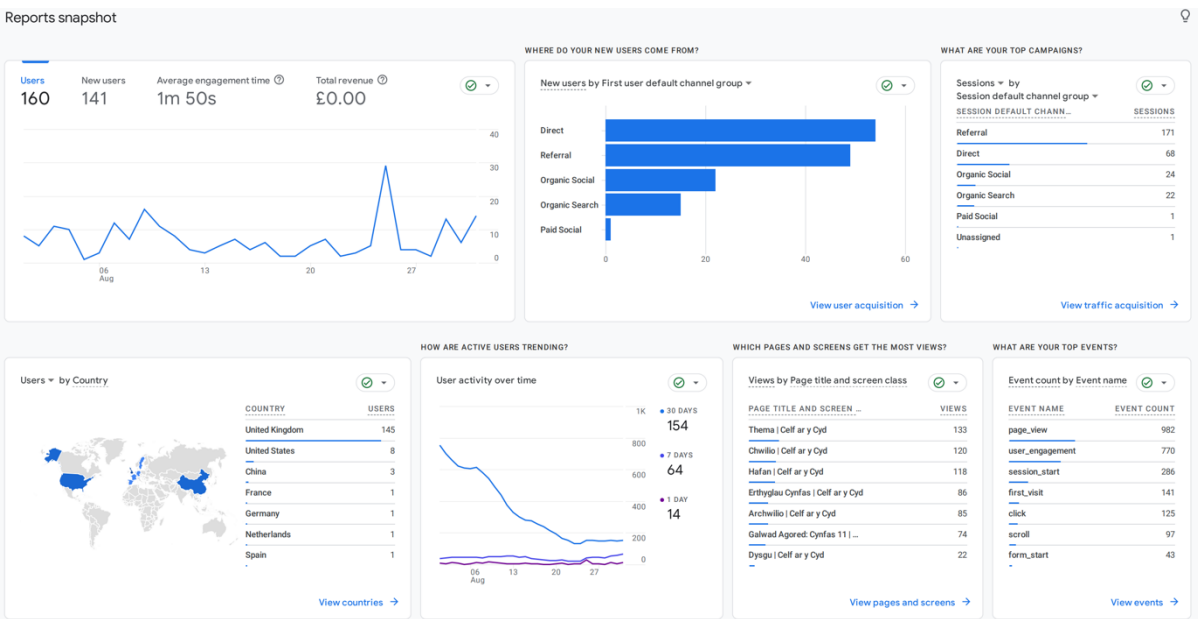
Digitisation Report as of 14/09/2023

Total number of works digitised since March 2021: 10,338

Additional figures:
- Total number of artworks on the website: 11,945
- Total number of relevant artworks digitised before March 2021 and included on website: 1,607
- Total number of digital images: 31,066 (as of Sept 14, 28,202 digital images now have copyright clearance)
- Total number of digital images on the website: 36,716

Amgueddfa Cymru digitisation profile/trajectory up to March 2025: minimum of 16,000 images of artworks will be digitised.

The National Library of Wales has been scoping the collections items that are to be included in the Celf ar y Cyd website as well as conducting preliminary work on copyright clearance. The digitisation work is currently being planned and the total number of items to be digitised has been confirmed and can be profiled as follows:

Total 3,780 digitised items scoped which include:
- 250 Framed Works
- 3,500 Works on Paper
- 30 Sculptures

These works will be digitised between November 2023 and March 2025. The final profile is still to be finalised. The number of items and the resources available have been aligned.