

Barbican House – delivering a thriving cultural hub in the heart of Gloucester



Contributing to the city's cultural strategy as a significant partner

At Barbican House

- We seek to make Barbican House a permanent home for Gloucestershire Academy of Music, and transform it into a lively, cultural venue for music and the arts. This will also enable us to offer a home for other Gloucester-based arts organisations, providing a safe, friendly and accessible environment from which to grow.
- Owning Barbican House will enable us to make necessary adaptations to the building to improve our environmental sustainability and contribute to the city's overall green policy – our young people want to help to provide the best possible solutions. We will ensure all areas of the building are physically accessible.
- A vibrant social hub will be created by making better use of the footprint of the space – with culture at its heart.
- As part of the cultural infrastructure in Gloucester, improvements to Barbican House will provide audience development opportunities and more places for members of the wider community to enjoy workshops, training, and performance in a reconfigured building – this will add two intimate performances spaces for the city.
- This will all be enabled by a national appeal for funds.

Why we need a permanent home at Barbican House

- Owning the building will ensure that we become stronger, more sustainable and secure as an organisation. A permanent home will enable us to flourish and grow. For the first time in our 40-year history, we will be able to create a rigorous new business model based on the varying needs of our cultural community rather than just doing the best we can amidst challenging uncertainty.
- Should we be forced to move again, we would face a drop in our student intake and therefore suffer financially – we know this from previous experience. Due to the position of our home, we are seeing an increase in the number of students from diverse backgrounds joining us and we want to build on this.
- Our existing lease with Gloucester City Council is due for renewal in September 2022. We are concerned that based on current market values, our rent will increase from £2,500 to over £30,000 per annum. To pay this would be crippling for our small organisation and would represent 10% of our turnover, which is unsustainable.

Benefits to the community

- Arts activities in Barbican House trigger around 435 attendances each week. A further 28 people attend on a fortnightly basis and another 87 on a monthly basis. Activity is provided by GAM and seven other community arts organisations:

Flowers Band (31 members)

Nethra Academy of Performing Arts, Indian classical music and dance (Pre-Covid 25 members, but not yet back face to face)

Gloucestershire Boys' Choir (22 members)

African Drumming Circle (10 members)

Jackie Thomas Ballet (34 members)

Adult Singing Group (7 members)

Gloucestershire Community Gamelan (15 members)

- In addition, from its base at Barbican House, GAM enables a further 271 attendances each week in schools across the county and in our satellite centre in Cheltenham. At certain points in the year, we organise projects and performances in venues such as Gloucester Cathedral, Blackfriars Priory and Cheltenham Town Hall. GAM alone provides nearly 10,000 music sessions each year, reaching over 2,000 participants.
- We are **already reaching out to Gloucester's diverse community**, and work with people aged 3 to 93 with 27% of our weekly students being BAME and 5% having English as a second language. 84% of students come from state schools; 46% are from Gloucester and the rest from around the County including Tewkesbury, Cheltenham, Stroud and the Forest of Dean. 10% of our students benefit from our Bursary scheme, which enables those experiencing financial difficulties to take part. 5% have a major SEND diagnosis, mostly Aspergers or Autism, and we welcome many children and young people with further challenges, including ADHD and other behavioural issues.
- We seek to build on our successful **bursary scheme for those with low incomes**. An increasing number of our students have special educational needs, and we have an enviable reputation for supporting them and their families – this is a major reason for people choosing GAM as their music provider. Our work with care homes in the city brings those experiencing social and cultural isolation together with very young children.
- The very nature of our organisation is to support young people in their music making and to **develop well rounded, ambitious individuals**. Our reputation for nurturing talent has been developed over 40 years – we are a mature and popular organisation.
- Our work with **older people** is increasing – we have the expertise to continue our programme of outreach into care homes and are in discussions with Gloucester Charities Trust to provide Tea and Tunes sessions for residents and older people living independently.
- We are in discussions with World Café (based at Brunswick Baptist Church) and have already provided musical input for one of their evenings. We are due to resume discussions with them to help plan music sessions for **isolated mums and babies** (where women-only sessions are culturally important) and opportunities to learn an instrument or collaborate musically for **asylum seekers and refugees**.

- GAM features in the **Gloucester City Education Brochure** (2019 version), a resource for schools <https://gloucesterculture.org.uk/education/> Although we are listed in the index as Gloucestershire Association of Music!
- GAM is a major partner in the County Music Education Hub, Make Music Gloucestershire, providing music activities for children across the county
- In order to better understand how we contribute to **talent development** in the city, we are gathering destination data from our alumni, showing that our students not only enter top level conservatoires and national music ensembles, but are helped to gain entry to other universities and professions, assisted by the transferable skills they have developed through learning music at GAM.

Economic Impact

- GAM and its partner organisations bring hundreds of families into Gloucester city centre on a weekly basis. While children are busy with music activities, their families are shopping, visiting cafes etc in the city.
- Our existing relationships with over **30 national and regional partners** will support the city's events – we have a large team of highly skilled professional tutors and performers at our fingertips and have experience of delivering and participating in large scale community activities.
- Every year, we provide work for over **50 local professional musicians and teachers**. During the pandemic, we maintained a high level of employment opportunity for our workforce, contracting 54 freelancers between March 2020 and July 2021.
- GAM is committed to **enabling young people to gain employability skills**, offering work placements/work experience and volunteering opportunities to young people every year. We are part of the government's Kickstart scheme and will shortly be welcoming a young person to our office team with the support of Create Gloucestershire and Gloucester Jobcentre Plus.
- The buildings around us are mainly residential. We are one of the few community resources in the immediate area.

Our Fundraising Strategy

We have a rigorous fundraising strategy in place. Through the generosity of the Architectural Heritage Fund, we have already carried out a Project Viability Study (£13,500 received) and are currently in receipt of a Project Development Grant (£25,000). With these grants we have covered the costs of a fundraising strategy; some ongoing fundraising costs; a PR/Marketing and Communications strategy; a digital media campaign design; a new website; and have carried out stakeholder consultation.

Our fundraising strategy is being implemented by our specialist arts development consultant, Jacqueline K Kingsley, who brings 30 years' experience to GAM. We have appointed our President, Derek Aviss as Appeal Chair, who has significant capital appeal management

experience. We have appointed a Development Board, made up of local, influential and well-connected individuals.

Our strategy is based on raising £350,000 to purchase Barbican House. We plan to raise the majority of the funds required locally - from charitable trusts, foundations and individuals. We want our funders and donors to feel part of the project and create a sense of ownership and pride in the appeal. The appeal is therefore named 'Be Part of Our Future'.

The breakdown of sources is £100,000 (legacy already secured); £50,000 through a crowdfunding campaign; £100,000 from trusts and foundations and a further £100,000 through major gifts from high-net-worth individuals. We plan to launch a public campaign in January 2022, pending the GCC decision. This will celebrate our 40th Anniversary year, and activities will include fundraising concerts and events; targeted applications to identified prospects; and face-to-face approaches through a series of cultivation events.

Of our £350,000 target, we have already secured the following:

| | |
|-----------------|--|
| £100,000 | Through a generous legacy, that is being held in a restricted fund |
| £ 31,250 | A gift from any anonymous individual |
| £ 1,250 | Anonymous individual |
| £ 625 | Anonymous individual |
| £133,125 | Raised to date |

We have already submitted the following applications, and await a final decision from GCC before making further submissions.

| | |
|----------------|------------------------------|
| £30,000 | Local grant maker |
| £25,000 | Crowdfunding Challenge Grant |
| £55,000 | |

Should these applications be successful, we would be looking to raise the final £161,875 by the end of December 2022.