

# CHEESEBURN

SCULPTURE GARDENS

## Charitable Activities report for Cheeseburn Sculpture in 2018 and development plans for 2019

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### 1 Our Aims

Cheeseburn Sculpture presents a growing collection of artworks in the gardens and a gallery and project spaces to present curated exhibitions, and events.

Our cultural aims are to develop a reputation for quality and innovation, to nurture artists, and to develop as a special visitor destination and centre for international sculpture.

Our aims as a business are to become sustainable and to earn income which will support our development and charitable activities with artists and young people.

Cheeseburn Sculpture was conceived by Joanna Riddell and Curator Matthew Jarratt and they launched the first exhibitions in autumn 2014 and the programme of sculpture and exhibitions has grown steadily over the last 4 years.

In 2016 Cheeseburn successfully achieved Charitable Status and the Board of Trustees is chaired by Simon Riddell.

#### ***In summary our Charitable objectives are to:***

- **develop a respected reputation** with artists and the artworld nationally and then internationally.
- **become a leading destination** for sculpture in the North East through exhibitions, artist's projects and a unique collection of sculpture throughout the grounds.
- **provide an inspiring and educational experience** for visitors locally and nationally.
- **build a sustainable cultural business** through commissions, sales, grant income, donations and earned income from visitors.

*"2018 was our biggest and busiest year so far for Cheeseburn Sculpture. We unveiled our first large scale international exhibition of sculpture by Chinese artist Qi Yafeng, we hosted another year of the Gillian Dickinson Young North East Sculptor of the Year Award and were delighted to be awarded a further 3 years of funding for this award which supports young artists from the Gillian Dickinson Trust. We opened an installation by young artist Peter Hanmer which has gone on to be featured at the Baltic Centre for Contemporary Art and we curated an exhibition by Joseph Hillier which was supported by the Arts Council and enabled us to host our first dance performances with 2 young professional dance*

artists. We had 60 artworks in the gardens which was our largest ever presentation of sculpture and also opened up new spaces to feature emerging designers with different exhibitions each weekend.

Overall we received around 4400 visitors for our 6 open weekends in 2018, public feedback was wonderfully positive around the quality and wide-ranging scope of artworks, sound and dance projects, and we aim to build on this and focus on helping to nurture young artists in the year ahead.”

**Joanna Riddell, Director, Cheeseburn Sculpture**



Artist Joseph Hillier’s exhibition and dance performance by Maria Vincentelli at Cheeseburn in summer 2018

## 2 Our Activities

Cheeseburn Sculpture supports artist’s projects and presents sculpture throughout the gardens and a changing programme of curated exhibitions in the Stables Gallery. Cheeseburn provides a showcase for sculpture, sound and educational projects with a unique rural atmosphere where people can encounter the work of new and established artists in the setting of the historic architecture and gardens of Cheeseburn Grange, Northumberland.

Located between Newcastle and Hexham and nearby Hadrian’s Wall, Cheeseburn is open for events and public open days from May to September and by appointment.

We are supporting numerous North East creative artists and have been developing the grounds and visitor facilities alongside sales and commissioning. We have had consistent support from Newcastle and Sunderland Universities around placements for young creative graduates in addition to annual support from the Gillian Dickinson Trust for our Young Sculptor of the Year project.

In 2018 we were able to make several improvements around the grounds that make the spaces more accessible and have also invested in lighting for the project exhibition spaces.

Cheeseburn is an exciting and innovative project in which Joanna Riddell and Matthew Jarratt have worked together to develop the Stables Gallery, a changing collection of sculpture across the gardens and a programme of exhibitions and creative projects.

### **Our products and services include:**

- Sculpture Gardens offering permanent and changing exhibitions of sculpture
- Stables Gallery and event spaces – offering a changing annual programme of exhibitions and space for artists and designers to exhibit and experiment.
- Mentoring for 10 young artists a year
- Expert advice on sales and commissions
- Education space - utilising our historic chapel for talks, artists films and educational events.
- Website and social media- showcasing artists and designers, a portal for visitor information and online sales.

*“Cheeseburn has now worked with over 100 artists to showcase their work and give them opportunities to experiment and develop new ideas. We curated 60 sculptures in the gardens, 3 gallery exhibitions and pop-up events, performances and installations across 6 open weekends which has been our most ambitious year since we began in 2014.*

*Our main aim of engaging the public and stimulating interest in contemporary sculpture and the visual arts seems to be connecting well with our visitors and our 2018 exhibition programme has spanned a wide range of work from major international artists through to new artists making their first commissions which gives visitors a fantastic insight into sculpture and contemporary art.”*

**Matthew Jarratt, Curator, Cheeseburn Sculpture**

### **3 Exhibitions and events in 2018**

In 2018 we delivered 3 gallery exhibitions, 9 installations, a number of pop-up dance performances. We attracted 4,400 visitors (up from 3,726 in 2017) and a number of group visits.

We have now established an annual ‘template’ for our programme with May focused on our Young Sculptor of the Year award, July showcasing a solo exhibition and August/September a more experimental exhibition and sound commissions. The quality of our curated programme continues to attract funding awards for artists from Arts Council England.

Programme highlights in 2018 included 6 open weekends and reflected the themes of the Great Exhibition of the North in Newcastle Gateshead by showcasing new work by emerging North East artists, profiling our international links and focusing on how new technology is interacting with traditional sculpture techniques.

Our Stables Gallery programme featured three curated gallery exhibitions and new artworks and installations throughout the gardens:

#### **May 19th/20th & 26th/27th/28<sup>th</sup>**

Our 2018 Stables Gallery programme began with an exhibition of proposals from young artists who were shortlisted to become the 2018 Gillian Dickinson North East Young Sculptor of the Year. The 2017 winner of the competition was also unveiled, entitled “The Cave” by artist Peter Hanmer, the intriguing installation featured miniature figures locked in a struggle with authority within the Walled Garden Potting Shed!

#### **June 30th/July 1<sup>st</sup> & 7th/8th**

A solo exhibition showcasing Chinese artist and master craftsman Qi Yafeng. The exhibition included new sculpture, photography about his studio practice in South China and a specially commissioned video together with an installation of his extraordinary largescale stainless-steel sculptures to explore in the gardens.

#### **August 25th/26th/27th & September 1st/2<sup>nd</sup>**

A solo exhibition by Joseph Hillier who used 3d scanning and 3d printing technology to develop his sculptural figures and geometric forms. In addition Joseph presented a number of larger sculptures within the gardens at Cheeseburn which were the backdrop for pop-up dance performances.



## 4 Development Goals

In 2019 we will deliver 3 gallery exhibitions, launch the winning proposal from our third Young Artist of the Year Award. We plan to programme dance performances in the gardens each weekend profiling 3 young North East dancers. We are applying for funding for a new artists film and have a number of installations planned for the Chapel and Stables. Together with new sound commissions by Bennett Hogg, we plan to change around 20% of sculptures and installations throughout the gardens.

In the next 2 to 5 years we have development plans including:

**Programme:** We aim to deliver a further 3 years of the Gillian Dickinson North East Young Sculptor of the Year Award from 2019 to 2021. We aim to increase the range, quality and number of sculptural works in the gardens and to continue to showcase artists with solo and themed exhibitions in the gardens. We continue to promote our activities with leaflets, social media and press marketing.

**Funding:** We have lost some EU funding support from Sunderland University but aim to secure new funding for young graduates to gain work experience at Cheeseburn. We have 2 bids in development for artists projects and overall we will continue with a mix of earned income, donations and grant income to support our activities.

**Sales and Commissions:** We have sold a number of gallery works and small sculptures which has provided income to reinvest in our work and delivering our programme. Our initiatives to show the work of emerging designers have also helped with sales income and we aim to improve our digital card payment scheme to support this.

## 5 Feedback

The public feedback during open days in 2018 has continued to be extremely positive about the arts programme, gardens, gallery, food offer and overall visitor experience. We have undertaken an online survey as well as speaking to all our visitors, we get fantastic encouragement in our comments book and continue to increase followers across Facebook, Instagram and Twitter.

## 6 Promotion and advertising

We fund Marketing Consultant Laura Rothwell to lead work with broadcast, print media and social media. Visitors are made aware of Cheeseburn's open days through editorial, adverts in local newspapers, social media and through our mailing list (we have also conducted a GDPR exercise to ensure the data we hold on visitors complies with charitable regulations). We have designed our second Visitor Guide which is a general tourism leaflet aimed to promote our offer. Feedback from Northumberland County Council has been positive as a new high quality rural visitor destination and they have endorsed our support and showcasing of emerging creative industries from the region.

## 7 Location

We were featured in Northumbria County Council event marketing for their 'Great Northumberland' programme which raised our visibility. Despite our rural setting near the Tyne Valley close to Hadrian's Wall we need to work hard to attract touring visitors who are following the Hadrian's Wall heritage route or exploring the countryside around Hexham and Corbridge. We have developed signage at the nearby road junctions to attract visitors in the wider vicinity and we continue to see strong representations from older people and family groups; however the lack of public transport in the rural area is still a barrier for younger visitors.



Visitors enjoying the gardens at Cheeseburn

## 8 Board of Trustees

Cheeseburn Sculpture is Chaired by Simon Riddell and the additional trustees are Joanna Riddell (Director), Andrew Festing and Alick Campbell of Lochnell. The Board meets twice a year.

- Director Joanna Riddell leads on accounts and finances
- Curator Matthew Jarratt provides programme reports to the Board
- Alick Campbell of Lochnell is nominated to deal with the Charities Commission and HMRC

## 9 Management

Day to day management and development of Cheeseburn is led by Joanna Riddell and Matthew Jarratt. Broadly Joanna leads on finances, gardens, open days, catering and sales and Matthew leads on programme, artists, curation, student placements, project management, fundraising and commissions. Responsibility for press, marketing, development and fundraising are shared.

## 10 Staff and Placements

Cheeseburn was supported via Newcastle and Sunderland Universities with 3 student and graduate placements in 2018 which provided useful support for projects and open days whilst giving the young people valuable work experience and insight into delivering a cultural programme. Cheeseburn Sculpture funds a gardener for 6 months of the year and a number of casual staff (often young artists) were contracted to help with open days. The Cheeseburn Estate kindly supported the programme through help with installing sculpture and preparing the gardens for open days.

## 11 Fundraising Strategy

During 2018 Cheeseburn was in receipt of significant funding from the Gillian Dickinson Trust for the annual exhibition of young sculptors and the commission prize, and significantly increased income from visitor donations and catering.

Going forward we plan to make further funding bids to the lottery and trusts and foundations to support specific elements of the programme and development ideas

Income via public funding, trusts and foundations – currently we are investigating the following opportunities:

- **Arts Council England Grants for the Arts** – we are applying for support for special installations and dance performances in 2019.
- **Gillian Dickinson Trust** - we have been successful in attracting a further 3 years of funding from Gillian Dickinson Trust to support our annual Young Sculptor of the Year competition and commission.
- **Universities** - we have received funding towards a number of placements from Newcastle University

## 12 Financial Statement

Cheeseburn produces annual accounts in line with Charities Commissions guidelines.

A separate document details our income and expenditure.

*“2018 was a very successful year for Cheeseburn Sculpture. The charity delivered an exceptional programme of activities which were extremely well received by visitors. The charity achieved a good surplus of income over expenditure which allowed reserves to be strengthened. We are most grateful for the ongoing support of the Gillian Dickinson Trust. We will continue to focus on delivering an exceptional programme of activities in line with our charitable aims whilst seeking to increase income to fund further improvements .”*

**Simon Riddell, Chairman, Cheeseburn Sculpture**



### Visiting

Cheeseburn opens each year for six weekends including two Bank Holidays. Group visits can be arranged by appointment.

### 2018 Open Weekends

We will be open from 11am to 4pm on:  
Saturday 19, Sunday 20, Saturday 26, Sunday 27  
& Monday 28 May, Saturday 30 June,  
Sunday 1, Saturday 7 & Sunday 8 July,  
Saturday 25, Sunday 26 & Monday 27 Aug,  
Saturday 1 & Sunday 2 Sept.  
Entry with donation (Gift Aid forms provided).

### Access

The gardens offer limited disabled access and the gallery is on the first floor. Regrettably, dogs are not allowed due to active farmland. Bring a sensible pair of shoes or boots for roaming around the gardens.

### Food

Delicious homemade cakes and refreshments are available in the Stables Café.

### Facilities

Onsite Parking; Toilets & Baby Changing.

### Find Cheeseburn Sculpture

Cheeseburn is situated 10 miles west of Newcastle on the B6324, close to the village of Stamfordham, 10 miles east of Hexham and 4 miles west of Ponteland. Cheeseburn Sculpture, Cheeseburn Grange Hall, Stamfordham, Northumberland, NE18 0PT

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