



Executive Summary

OUTSIDE IN 2010-12: Evaluation Report

Susan Potter, April 2013



**PALLANT
HOUSE
GALLERY**



Cover Page Images:

Top Row (left to right)

New Beginnings, Kwei Eden

Outside In Surgery Day, 2011

Musicians, Michelle Roberts

Sculpture for Gold Run, James Lake

Middle Row (left to right)

Outside In: Step Up Workshop, 2012

Fukushima Conjunction, Matthew Sergison Main

Outside In: Step Up Workshop, 2011

Artwork produced during Outside In: Step Up Workshop, 2011

Bottom Row (left to right)

Mode of Being, Jasna Nikolic

Neal Pearce, Outside In Artist at Impact Art Fair, 2010

Artwork produced during Outside In: Step Up Workshop, 2010

After Goya, The Sleep of Reason Begets Monsters, Annie Morgan

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Please note that this document is a summary of findings resulting from the independent evaluation of Outside In 2010-12. Please contact Outside In for the full evaluation report and copy of accompanying evaluation film.

Acknowledgements

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Outside In 2010-12 would not have been possible without the efforts of:

Marc Steene, Head of Learning and Community/Deputy Director, Pallant House Gallery

Jennifer Gilbert, Outside In Coordinator

Lucy Greenfield, Outside In Project Worker

Mandie Saw, Outside In: Step Up Training Coordinator

Julia Elmore, Outside In: Step Up Research Coordinator

Peter Pavement, Outside In Website Designer

Outside In Volunteers

Executive Summary

- Outside In was established in 2006, in order to provide new opportunities for non-traditional artists. The main vehicle for Outside In is the project's unique website, which provides the opportunity for artists to create an on-line gallery. Through their individual gallery, artists are able to submit work to Outside In: National, a high profile triennial open art competition and other regional exhibition opportunities. Outside In: National offers a series of awards, with the chance for each Award Winner to have a solo exhibition at Pallant House Gallery in Chichester, West Sussex.
- Winner of the Gulbenkian Prize: Museum of the Year 2007, Pallant House Gallery is the host of Outside In. The project is managed by Marc Steene, Head of Learning and Community/ Deputy Director at Pallant House Gallery and coordinated by Jennifer Gilbert, Outside In Coordinator, with support from Lucy Greenfield, Outside In Project Worker.
- Outside In 2007 resulted in an exhibition of artworks by 100 non-traditional artists from across Sussex, while Outside In 2009 resulted in 800 submissions from 500 artists from across the South of England and the UK more broadly. Outside In: National resulted in 2,310 submissions from 1,958 national and international non-traditional artists.
- Through its dedicated website, exhibitions and accompanying events programme, Outside In 2010-12 engaged with 3,658 non-traditional artists and 35,440 audience members at Pallant House Gallery and 8 additional exhibition venues across the UK. Positive impacts upon participant artists included: enjoyment and motivation; increased confidence and self-esteem; new arts-focussed skills and experiences; improved mental health and wellbeing.
- The project provided training and professional development opportunities for 37 non-traditional artists to become workshop leaders, through Outside In: Step Up 2010-12. This programme delivered 24 individual Outside In: Step Up workshops in partner venues across the country, encouraging a further 178 marginalised artists to participate in practical art workshops inspired by Pallant House Gallery's permanent collections.

- Eight Outside In: Step Up workshop research packs were created by Outside In: Step Up programme participants (2010-12), inspired by the Pallant House Gallery art collections (e.g. Frank Auerbach, Patrick Caulfield, Nigel Henderson, Barbara Hepworth, Peter Howson) for use by the Gallery in its Learning and Community workshops, partner organisations and by community groups.
- Outside In 2010-12 engaged the involvement, advocacy and support of 62 partner organisations, an increase from 26 organisations in 2009. These partners included art galleries, museums, day centres, hospitals and prisons (e.g. Arts and Minds, Cambridge; Project Ability, Glasgow; Compton Verney, Warwickshire). Positive impacts upon partner organisations included: skills sharing and professional support; a shared ambition for access and inclusion; stimulation of new relationships and further creative activity.
- The project delivered seven Induction Days at partner venues (e.g. The Public, West Bromwich; MK Gallery, Milton Keynes; The Hepworth, Wakefield) across the UK, in order to promote the project as it extended its reach across the country. These events were attended by 123 stakeholders, representing 48 (arts and non arts) organisations.
- In addition, Outside In 2010-12 delivered 38 Surgery Days at partner venues (e.g. Barber Institute, Birmingham; The Brewhouse, Taunton; Royal Academy, London) supporting 378 individual non-traditional artists to create a gallery of their work on the Outside In website.
- Outside In 2010-12 created a new website, publicity and promotional materials, generating 27 items of regional, national media coverage, e.g. Chichester Area Talking Newspaper, The Guardian, Mail on Sunday, Radio 4.
- The Outside In website is an integral part of the Outside In project, representing access, inclusion and creativity. The website provided a key tool for engagement, participation, promotion, on-line discussion and research. Through the Outside In website, 1,958 marginalised artists are exhibiting their work on-line, while 44,852 individual visits have been made to the site from May 2011 to February 2013 inclusive.

- On-line visitors included 25% participant artists and 75% audience members. Through the Outside In Surgery Days, the use of the website has contributed to the development of new and/or increased skills for both participants and partner organisations alike, including e.g. increased confidence and self-esteem; developing dialogue and a sense of community; supporting relationships between Outside In artists across the country and beyond.
- Outside In 2010-12 culminated in two high profile visual art exhibitions, Outside In: London at CGP London, Southwark and Outside In: National held at Pallant House Gallery, Chichester. In addition, the project produced 19 solo and collective exhibitions (e.g. Gold Run and Gold Run Remix; Creative Communities; Outside In: Chelsea) engaging with 21,245 new audience members.
- The Outside In: National exhibition attracted over 13,540 visitors from across the UK and beyond. The project encouraged new and diverse audiences to visit Pallant House Gallery and Chichester more generally. Outside In: London meanwhile included the work of eight non-traditional artists and attracted 655 visitors from a range of ages, interests and backgrounds to CGP London.
- The Outside In: National Award Winners (i.e. Phil Baird, Kate Bradbury, Nigel Kingsbury, Manuel Lanca Bonifacio, Michelle Roberts, Matthew Sergison-Main) were selected by a panel of judges, comprising renowned performance artist Bobby Baker, art historian Roger Cardinal and previous Director of Pallant House Gallery, Stefan van Raay.
- Six Outside In Awards were allocated to exhibiting artists, with a solo exhibition for each to take place at Pallant House Gallery in 2013/14. In addition, 16 Outside In exhibitions will tour to partner organisations across the country in 2013/14.
- Positive impacts upon Pallant House Gallery included: development of new and increased audiences; promoting diversity, access and inclusion; providing a model of best practice. The project generated more than £22,000 income through donations, gift aid and the commission on sales of original artworks and other related items. In addition, Outside In 2010-12 volunteers provided 2,990 hours of support, generating £18,209 in-kind revenue.

- Outside In 2010-12 took part in high profile arts events and conferences (e.g. Creative Case Conference, Arts Council England; Festival of Ideas, University of Cambridge; The Art of Access Symposium, National Portrait Gallery; From the Personal to the Universal: Symposium on Disability, Arts, Diversity and Activism, Salisbury Art Centre; British Council's Arts and Cultural Management Programme, Montenegro), engaging with 4,313 participants from across the UK and beyond.
- In addition, the project has resulted in several unexpected outcomes and established new and valuable relationships with partner organisations across the UK and internationally (e.g. Annoushka; CGP London; Glyndebourne; Julian Hartnoll Gallery; Merston Gallery). These elements have added richness to the project, extending both the exhibition and events programmes beyond 2012 and far beyond the bounds of Pallant House Gallery.
- Outside In 2010-12 inspired and stimulated the production of three films, including a film to support this evaluation report and produced by filmmaker Louise Pack. This film includes both participant case studies and interviews with project team members, in order to further capture the impacts of Outside In 2010-12.
- From its inception, Outside In has proposed significant ambitions for the development of the project. By 2009, it aimed to extend its reach across the South of England and by 2012, it aimed to have developed a national identity and sufficient resources to enable the project to host exhibitions, conferences and events across the UK and beyond. These ambitions have since been realised.
- Outside In has to date engaged with more than 3,000 marginalised artists, 43,000 audience members and 80 partner organisations. Described as 'groundbreaking' by many of those who participated in 2007, 'outstanding' in 2009 and 'inspirational' in 2012, Outside In 2010-12 has exceeded the aims and objectives established for the project at the end of 2009, surpassing the targets set for this third phase.