



# CONNECT: All-Ireland Arts Conference 2012

Lightbox image: Holly Davey

CONFESSION

NEW APPROACHES  
CONNECTIONS  
COLLABORATIONS  
COLLISIONS

Not Chapter by  
numbers...

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but Chapter by people,  
by spaces and the  
artistic vision that  
moulds and drives us.





# So, what are we all about?

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Vibrant art AND  
community relevance  
with  
values of collaboration,  
openness, accessibility and  
sustainability

Lightbox image: Bedwyr Williams







New people, more people, attending more things, more often

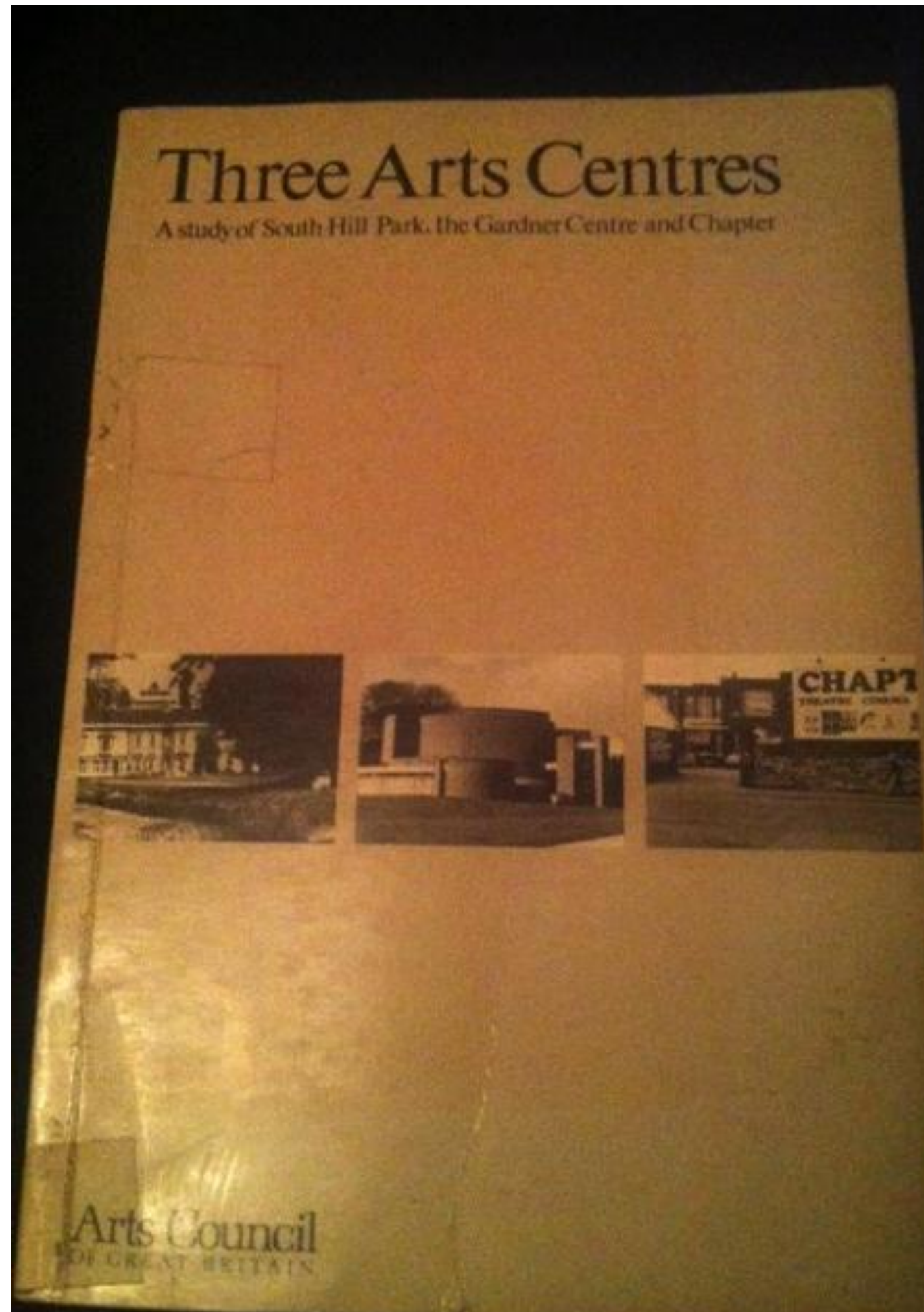
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# We opened our doors in 1971

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a vision to bring performance, film and exhibitions together under one roof united by a dynamic social space.







Nutshell Theatre, Allotment  
Ultrasaurus, Heather and Ivan Morison; Pete Williams



# Collisions

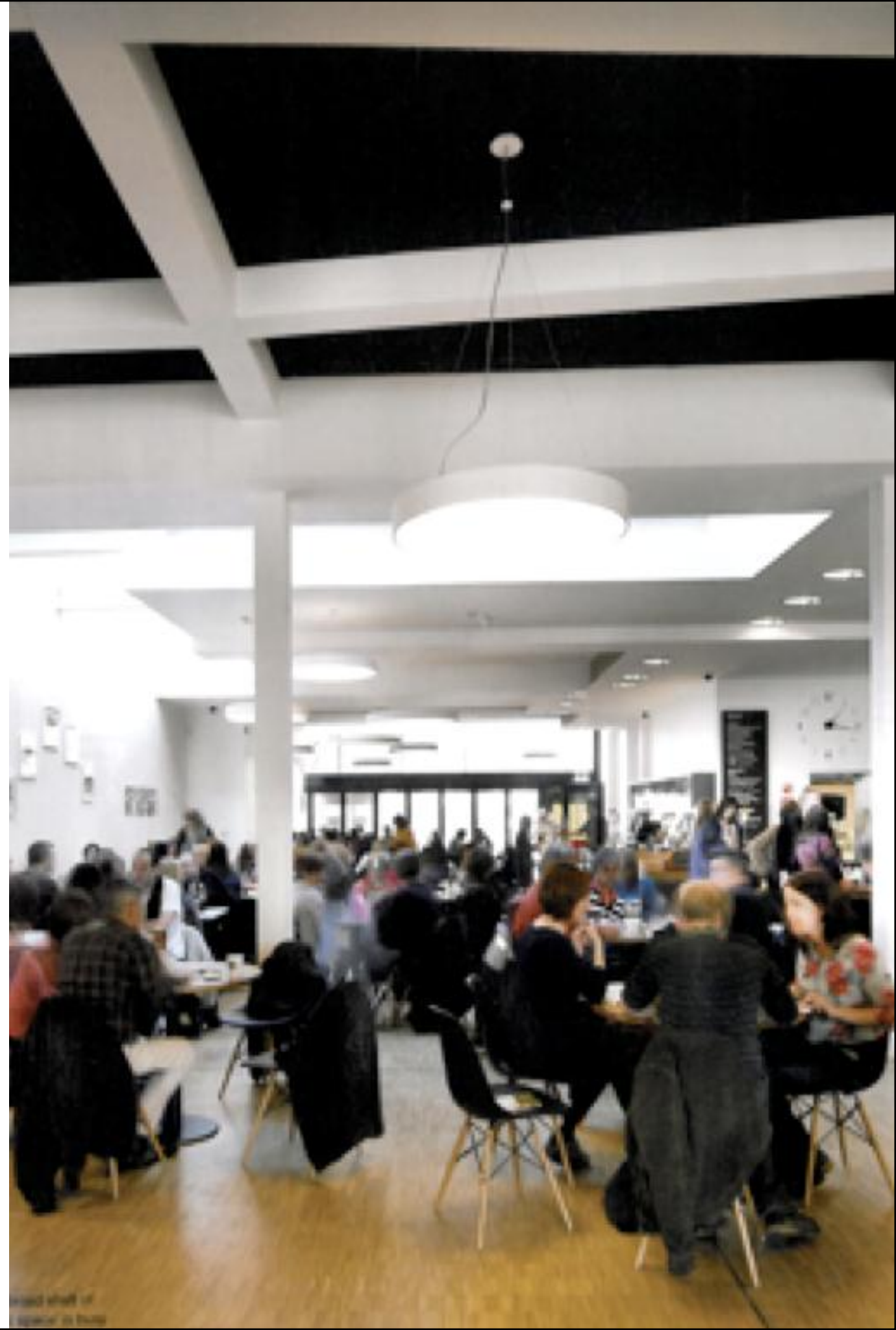
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Chapter is known and loved for the open space we create and the combination of radical new work that coexists with our many diverse users.

A place where artforms collide

Contemporary AND Community

Arts AND Audience







The community garden. Inflatable football pitch for Iris Prize Festival.  
Hotel Shampoo, Gruff Rhys



# A social space

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- 800,000 visits
- 395,000 customers for our caffibar
- 175,000 hot drinks sold ( 1 every 90 secs)/ 150,000 pints of beer sold (1 every 80 secs)/ 14,000 bottles of wine (1 glass every 2 minutes)
- 58,000 gallery visits
- 52,000 participants at classes and workshops
- 1,920 film screenings/ 430 theatre performances





# And some more numbers...

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- Trading income - c£2.7M
- Turnover - c£4M
- Over 70% of our turnover is earned income - making us one of the largest social enterprises in Cardiff.
- Providing jobs for local people - we employ over 170 people, 95% live in Cardiff







The community garden supported by The People's Millions and Environment Wales



# A social space that locks audiences into our vision and values

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Research by Matthews Millman  
as part of the redevelopment  
confirmed that loyalty to Chapter  
was not just repeat purchase  
behaviour but a stronger  
emotional attachment that locks  
audiences into our vision and  
aspirations







Riverside Garden Market, Cardiff Ukulele Band, Caroline Sabin in rehearsal



# A social space growing the public life of the city

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- Users appreciate the high degree of diversity, and the tolerance of people who are often not tolerated elsewhere. At the same time, cutting edge film and art helps confer a sense of status and esteem.” -  
**People Make Places:  
Growing the Public Life of  
Cities, Demos 2005**







Pop-up graffiti, Sioned Huws, 40th birthday



# Major creative cluster

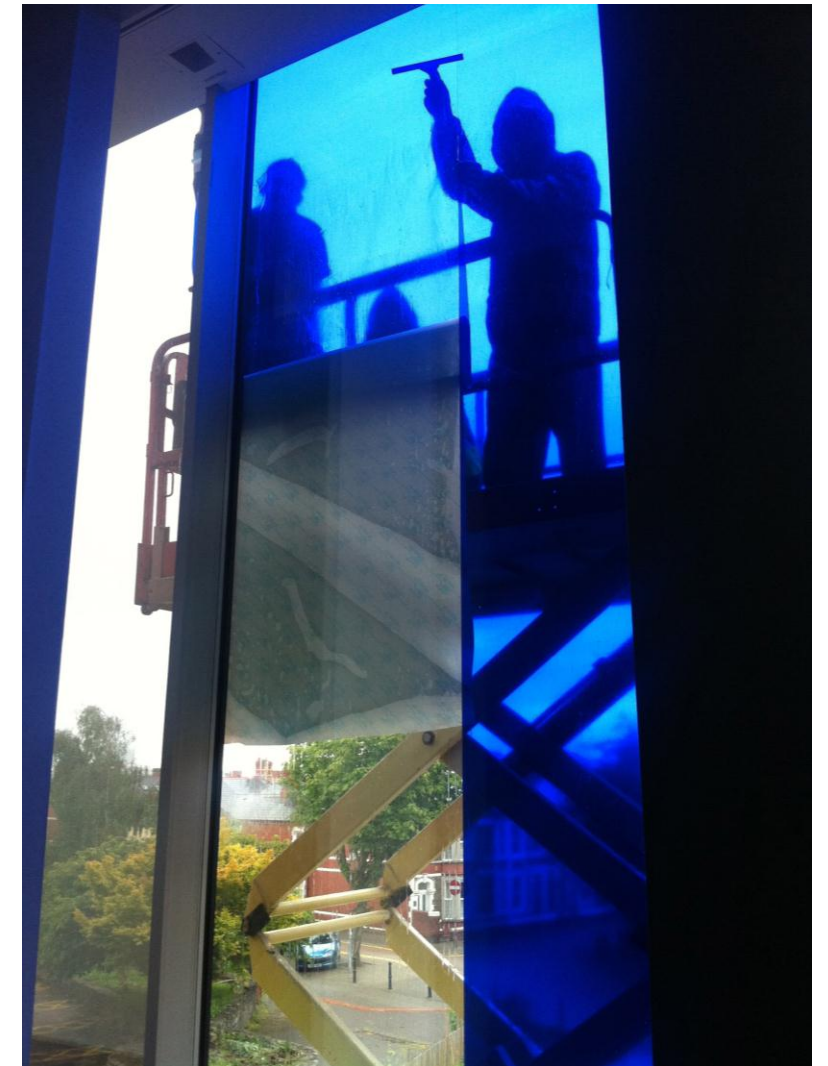
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- Resident companies, artists and creatives - we're home to 40 small, creative businesses
- These businesses employ over 100 more people
- Our social space acts as a catalyst for creative entrepreneurs and creative independents to meet, discuss and collaborate. It's a vibrant platform for - social media surgeries, games events, book and film clubs etc
- Our hire spaces provide affordable options for dance classes, youth theatre, poetry, music and comedy

Catherine Ashill







Melanie Counsell goes up. Mark Gubb comes down.



# Creative Capital

We invest in art and in our audiences - we believe that everyone has a creative voice. Our education work opens up possibilities for people who struggle to express themselves in conventional ways.

We don't just add value we create value with projects that take the centre out into the community and also bring the community back into our arts and social spaces



Local community choir. Kids party on the frontage.





Art Car Bootique



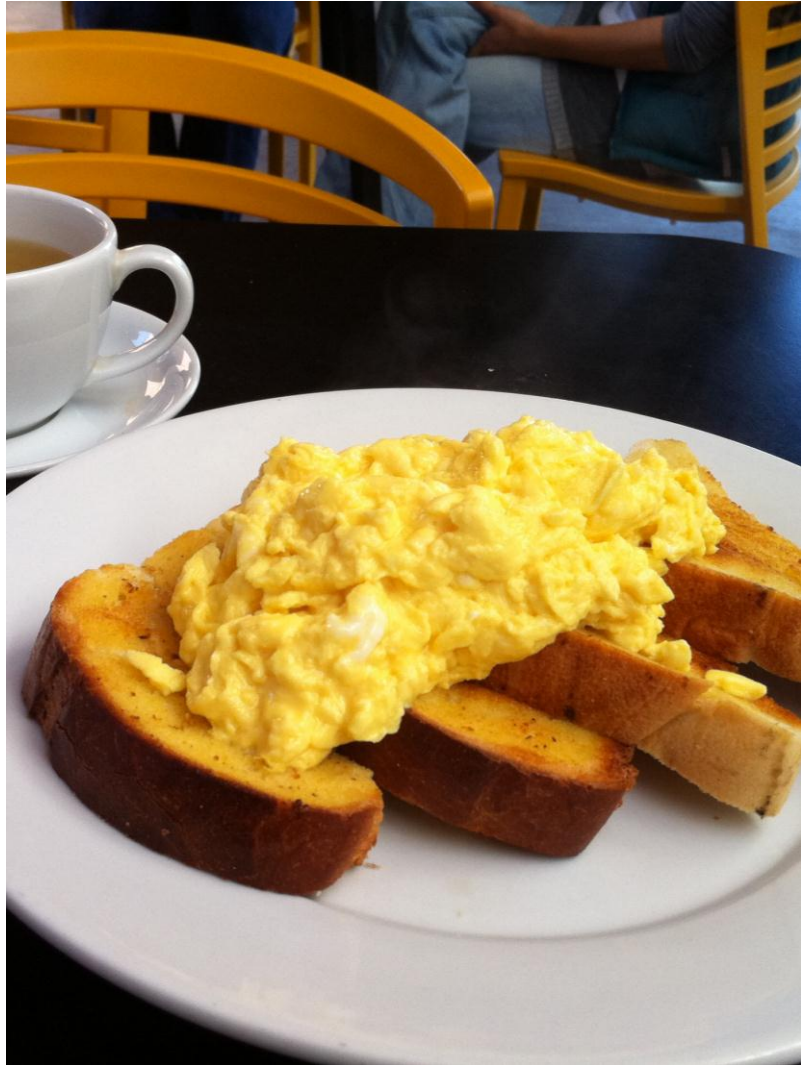
# Public Experience

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- “Status and esteem: Chapter manages to blend its neighbourhood social club role with a culture and consumption cache. It’s the place to be seen if you’re interested in the latest art house film or the month’s most fashionable beer.”
- DEMOS spoke to a number of young adults with learning difficulties who said that Chapter was one of the few places in Cardiff where they felt comfortable socialising.
- Chapter is a space that has “ a transformative quality, helping formerly timid Home Birds to become more confident and participate in risk-taking activities.”





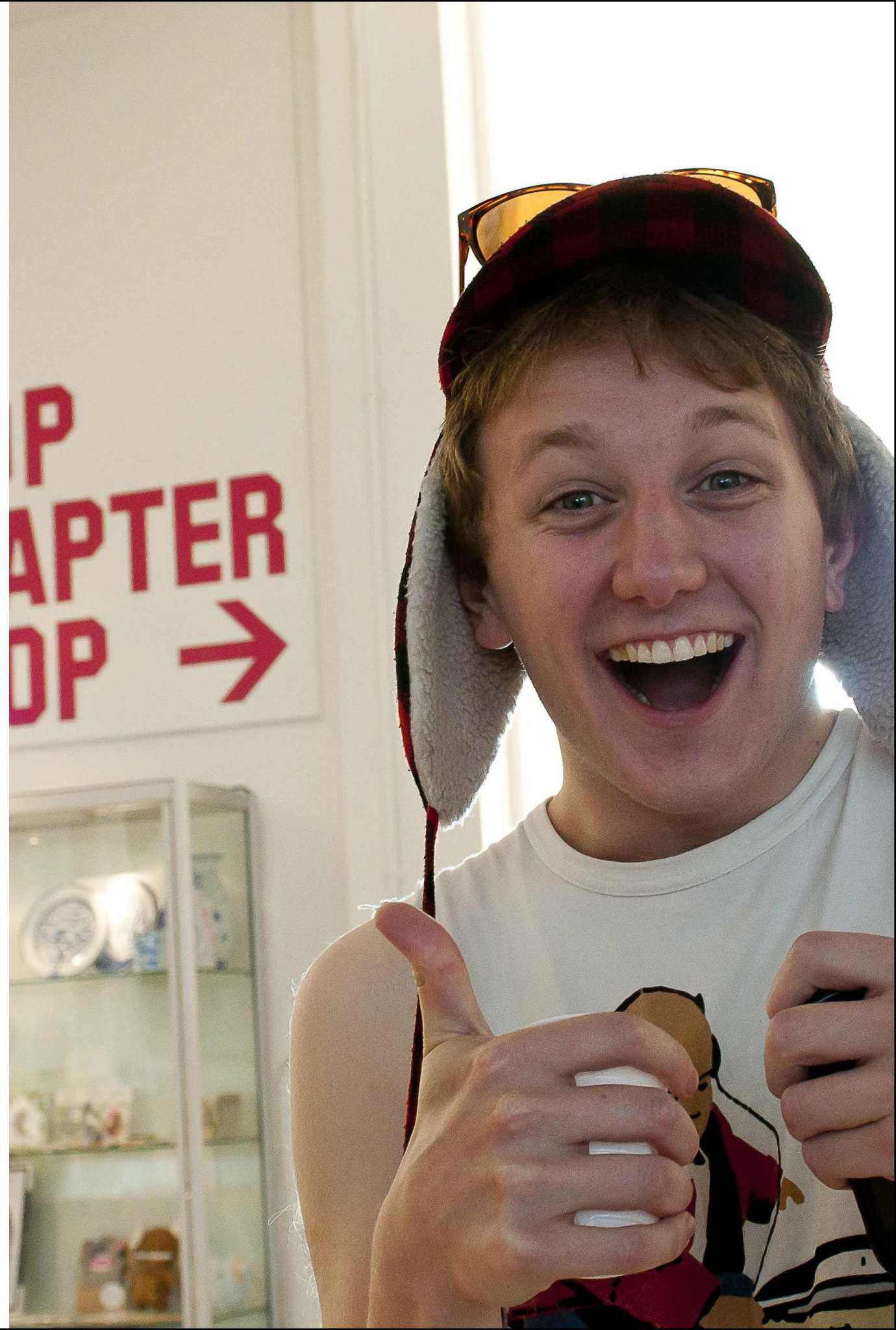




# But don't just take our word for it...

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- “These are exciting times: Chapter Arts Centre has just re-opened after a major redevelopment and it's now a stunning space for art, film and theatre, and hanging out in the cafe-bar.” - The Guardian (reasons to move to South Wales)
- “The refurbishment of Chapter has been well worth the wait, and the investment will ensure that it remains an important centre for the arts in Cardiff and Wales as a whole as well as a major landmark in Canton, well into the future. Chapter provides jobs within our local community, supports local artists and makes a massive contribution to the local economy.” - Cllr Cerys Furlong







“If there is a better municipal  
arts centre in Europe I would  
like to see it”

Former First Minister Rhodri Morgan