

Eastbourne Pier Business Case **Project Application**

Please complete each section below referring where necessary to the explanatory notes at Appendix 1. Please limit your response to 4 pages plus any additional spreadsheets etc for financial details and timetables etc.

1. Project Title

The Coastal Cultural Route (with Eastbourne at its Heart)

Lead organisation: Eastbourne *UnLtd* Chamber of Commerce & Edeal
7 Hyde Gardens, Eastbourne BN21 4PN
01323 641144
info@edeal.org.uk

In partnership with: The Eastbourne Hospitality Association
Towner
Stephen Lloyd MP
The Eastbourne Town Team
Friends of Seaside Rec
Driving Devonshire Forward
Eastbourne Borough Council
Eastbourne Arts Festival
Eastbourne History
EBNow
Brighton University and Sussex Downs College
The Underground Theatre
Edeal Enterprise Agency and
The Town Centre Management Team
The Alliance of Chambers in East Sussex (ACES)

2. Objectives

• Create “Art in the Air” - Installations in Eastbourne’s Open Spaces

To create an anchor for the Coastal Cultural Trail we would like to invite artists from Eastbourne, the South East and from arts colleges to create striking outdoor art installations in some or all of the following locations:

Wilmington Square
Marine Parade Road Devonshire Ward
Seaside Rec Devonshire Ward
Howard Square
The Seafront and Promenade
Princes Park
Gildredge Park
Motcombe Gardens
Hyde Gardens

This is a more long term project but is an integral part of the Coastal Cultural Route.

• **Support and broaden the “Coastal Cultural Route”**

To broaden the planned route we would like to add these attractions to the planned Coastal Cultural Route;

Art in the Air
Virginia Wolff’s Monks House in Rodmell;
Glyndebourne;
Charleston Farmhouse;
Farley’s Farm Chiddingly;
The Underground Theatre
Pub poetry readings and
Musical events

These attractions would be added to the route that already includes Towner, De La Warr and Jerwood so we can develop a first class cultural route with a broad base of attractions for all ages and cultural interests. This route will include the best cultural attractions and top quality hotels and restaurants with Eastbourne at its heart.

We would also like to promote the more quirky offerings available like the existing Arts Festivals in Eastbourne, Lewes and Hastings, pub poetry readings, music events and comedy nights.

3. Strategic Fit

Art in the Air

This would involve the whole Eastbourne community in choosing and judging bids from a variety of artists and colleges. Each artist or art college would have to bid for a sum of money to create a permanent work of art to go in one of the spaces detailed above. Those bids would be scrutinised by the steering committee and the shortlisted bids would be communicated through local channels to local people who would vote online for their preferred options.

Coastal Cultural Route

This would link communities in Lewes, Eastbourne, Bexhill and Hastings with rural communities to promote their cultural activities at all levels. It would promote our rich cultural heritage and communicate current cultural events to a global market.

4. Interdependencies

At this stage we have discussed the project with the Eastbourne Hospitality Association, Towner, The Town Team, Big Local and Eastbourne History. It will dovetail into and open up the Coastal Cultural Trail which only includes Towner, De la Warr and Jerwood at this stage. It will also dovetail into the EBNOW project and the Eastbourne History project. We have good links with all the partners above and would use these to the full to develop and communicate the project.

5. Achievability and Options Appraisal

Art in the Air will be a flexible open air exhibition. It may include just one major installation in Wilmington Square with a series of semi-permanent displays elsewhere. Or a series of permanent features in the open spaces across Eastbourne as listed. We will prioritise and agree the open spaces detailed with EBC. We would suggest the top priority would be Wilmington Square to link the new Devonshire Park development with the Wish Tower and seafront. This is followed by the two Devonshire Ward locations to encourage visitors to Seaside Road and Seaside.

Local artists will be chosen with care before they go forward to a public vote by the steering group. This will be based on the achievability and artistic value of each artwork. Detailed bids will be put in for each installation. Once artists are selected a small payment will be issued up front to contribute towards materials but payment in full will only be made once the artwork is fully completed and installed.

6. Affordability, Cost Benefit, Cost risks, Added Value

£100,000 for Art in the Air to create a series of up to 9 permanent art installations in important locations throughout Eastbourne

£4000 for a website for Art in the Air

£12000 for PR, social media and web maintenance

£10000 for management of the project.

Total cost £126,000

Once the art is in place and the websites are created, annual communications will cost £10,000 and will be paid for by sponsorship and EBC match funding.

This will create Eastbourne as the cultural hub of the South East attracting large numbers of visitors from the South East, Europe and beyond.

The risk of non-completion of art installations will be reduced by limiting all work to 6 months and holding 90% of the funding back until the work is completed. Failure to complete and install the artwork within 6 months will mean the next artist on the waitlist is commissioned and no further payment will be made for the uncompleted work.

The Cultural Trail can be completed by sponsorship without a grant but Art in the Air will require significant funding and control.

7. Delivery Timetable

ArtintheAir

The steering group will be agreed by March 2015. Initial communications will invite bids by June 2015. Bids will be assessed by September 2015. Planning permission will be applied for from October 2015. Art will be commissioned after planning is obtained and will be completed by 2017.

Broadened Coastal Cultural Trail

This will be completed in 2015 and will communicate the development of ArtintheAir.

8. Risks

The project cannot be completed without a grant.

Completion of the project will benefit hotels, restaurants and other business in Eastbourne and will not disadvantage other aspects of the economy.

It will involve the whole community and is likely to attract cross party support.

The project will need close management control and is subject to planning permission.

We believe this is likely to be given.

The project is economically sustainable long term and will lead to further events and activity to bring visitors to the town out of season.

9. Exit strategy

90% of the project will be paid only when there is an outcome and is therefore financially sustainable.

On going management of associated projects will be funded by sponsorship and match funded by EBC on agreement.

Appendix 1
Explanatory Notes

1. The grant has broadly been allocated to support the tourism regeneration of Eastbourne and mitigate the impact of the fire. Consider how the project will address a proven need; stimulate regeneration and renewal of the town and complement existing plans and projects.
2. How will the project contribute to the DCLG Vision and local objectives; see DCLG Business Plan and EBC Corporate plan at the following links:
https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/7510/CLG-Business-Plan1.pdf

<http://www.eastbourne.gov.uk/EasysiteWeb/getresource.axd?AssetID=210648&type=full&servicetype=Inline&filename=/corporateplanrefresh1415pdf.pdf>
3. Is the project unlikely to be achieved without grant support? Can the project deliver a good return on investment and Value for Money? Will the project create burdensome legacy revenue/operational costs? Will the project lever in additional investment and resources? Has there been an allowance for inflation and contingencies?
4. Consider the following;
 - a. would the project be achieved without grant?
 - b. will the project significantly disadvantage other aspects of local economy?
 - c. is the project likely to have broad based political and community support?
 - d. is the project legally, technically and practically deliverable?
 - e. if planning permission is required, is this likely to be approved?
 - f. will the project be economically sustainable?

If you would like support in completing the application then Paul Quanstrom is available to assist. Paul's contact details are: -

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