



URGENT BUSINESS

FRIDAY, 18 SEPTEMBER 2015

Please find enclosed Urgent Business Notices in connection with the following:

1. Urgent Business decision report Coastal Revival Fund (Pages 1 - 22)

The Chief Executive has consulted with the Leader and Cabinet Member with Responsibility for Economic Regeneration and Planning to take an Urgent Business Decision. The reason for the urgency is that the Venus and Cupid Arts Trust has requested a decision on this to be made by the 18th September 2015 to allow for formal matters to be concluded prior to holiday commitments for the key contact and the application to be submitted to the DCLG. The Chairman of the Overview and Scrutiny Committee has been consulted and agreed to waive the requirement to include advance notice of the decision in the List of Forthcoming Key Decisions, in accordance with Access to information Procedure Rule 15, in order that the decision can be taken without delay and to waive the five day call-in period in accordance with Overview and Scrutiny Procedure Rule 17(a).

Queries regarding these documents

Please contact Stephen Metcalfe - Democratic Services - telephone 01524 582073, or email: sjmetcalfe@lancaster.gov.uk.

Democratic Services,
Town Hall,
Dalton Square,
Lancaster LA1 1PJ

Published on Monday, 21st September 2015.

URGENT BUSINESS DECISION

Coastal Revival Fund – Request for City Council to act as Accountable Body. Urgent Business Decision

Report of Chief Officer (Regeneration & Planning)

PURPOSE OF REPORT			
To provide information for an urgent decision to consider a request from the Venus and Cupid Arts Trust for the council to act as the Accountable Body for their Coastal Revival Fund application.			
Key Decision	X	Non-Key Decision	Referral from Cabinet Member
Date of notice of forthcoming key decision	N/A		
This report is public.			

RECOMMENDATION OF THE CHIEF OFFICER (REGENERATION AND PLANNING)

- (1) That the City Council agrees to act as the Accountable Body for the Venus and Cupid Arts Trust Coastal Revival Fund application.
- (2) That a letter from the Chief Executive agreeing to act as the accountable body for the funding is written and sent to the Venus and Cupid Arts Trust at the earliest opportunity.
- (3) That consultation is undertaken with a view to waiving call-in, in accordance with Overview and Scrutiny procedure rule 17, to enable the decision to be implemented immediately.

1.0 Introduction

- 1.1 As part of its announcement around Coastal Community Teams the Government recently launched a call for applications for a share of up to £50K of a new £3M Coastal Revival Fund (CRF). The funding is intended to be used to support or restore local heritage and facilities on the English Coast that benefit the wider community and the surrounding economy. Applications are not restricted to those communities that have secured Coastal Community Team status.

- 1.2 Further details are available in the link under Background Papers. In summary the grant scheme is principally capital focused and seeking outcomes around:
- Improvement or reuse of a local asset.
 - The prospect of tangible benefit to the community and economy.
 - Access to additional funding from the private and/ or charity sectors.

The relatively simple and straightforward application process was launched in July with a deadline of 14th September 2015. Funding is for the 2015/16 financial year only and must be spent by 31 March 2016.

- 1.3 Applications are allowed from Coastal Community Teams, local authorities, charities, community groups and organisations, including social enterprises. However, it is intended that funding is passed to local authorities to hold and disburse on behalf of projects which are successful in their applications. Technically, the monies will be provided by DCLG direct to the local authority through a non-ring fenced Section 31 (s31) grant payment. This is similar to the process undertaken for previous Portas Pilot funds where the council is acting as the accountable body for Morecambe Town Council and the Town Team.
- 1.4 All projects must therefore ensure that one of their local authorities is willing to act as their accountable body. While the deadline for applications has passed, the process for securing approval from the local authority has a **deadline of 30th September 2015**. The City Council has made its own bid to the CRF and has also been approached to act as accountable body for two other submitted bids: Bay Cottage in Heysham; and the Beauty Surrounds Art Gallery for the Venus & Cupid Arts Trust (the Trust), acting on behalf of the Morecambe Artist Colony.
- 1.5 From the perspective of the council acting as Accountable Body the Bay Cottage application is covered under recent delegated authority secured in August 2015. However, the size and nature of the Art Gallery proposal means it is also a key decision. The Trust has also requested a decision on this be made by the 18th September to allow for formal matters to be concluded prior to holiday commitments for the key contact and the application to be submitted to the DCLG.
- 1.6 **There is no available Cabinet Meeting to obtain authority from before the required date for submission of the bid, so the urgent business process is the only means by which to obtain authority.**

2.0 Background

2.1 A flavour of the duties which the accountable body can expect to attract under this funding stream can be seen by reviewing the Portas Pilot grant awarded a few years ago under a similar 'light touch' application and s31 disbursement process. It is likely the arrangements under Coastal Revival Fund will be similar. The main Portas offer letter requirements (Appendix 1) centred around two main points:

- Local authorities are required to be transparent in their use of public money. Greater transparency of public bodies is at the heart of enabling the public to hold politicians and public bodies to account. Where public money is involved there is a fundamental public interest in being able to see how it is being spent, to demonstrate how value for money has been achieved or to highlight inefficiency.
- Financial management arrangements would normally reflect the nature and size of the fund being administered, and systems put in place should make efficient any bureaucracy, not increase it, and be proportionate, light-touch and timely.

2.2 This can sometimes be a difficult 'balancing act' for the accountable body. Members should be aware that even the minimum requirements impose a management and administration requirement on officers and also an expectation in terms of spending and outcome evidence from the project sponsor. Third Party organisations sometimes do not have the resources or satisfactory systems in place which can, in turn, lead to significant officer time spent in ensuring the correct administration systems are understood by the sponsor, the systems are in place or have a good prospect of being in place.

2.3 Members should in the main be concerned about whether there is a competent entity and systems in place to use and account for the money and ultimately be responsible for the project outcome. In addition the proposal should not conflict with the City Council's stated policy position.

3.0 Beauty Surrounds Art Gallery Feasibility Proposal

3.1 The funding bid (Appendix 2) is for the funding of professional consultant support to develop a business plan for the conversion of a vacant historic building in Morecambe to create a dedicated art exhibition space. The viability of the proposal will be tested with an initial temporary opening phase and the findings and experience will be used to bid for other sources of funding. While the proposer does not own the building or have any current formal relationship with the owner discussions are ongoing. The activities presented cost £29,200 (exclusive of VAT) and appear to be eligible under the grant scheme. There is no conflict with the council's own policy framework and, should a final project be successful, will be compatible with the framework outlined in the Morecambe Area Action Plan.

3.2 The proposing body is Venus & Cupid Arts Trust, a registered charity, recently formed to ensure the future of the Venus and Cupid sculpture which lies on

Morecambe Promenade at Scalestones Point. The objects of the Trust also allow it to promote further public arts and sculpture projects in Morecambe.

3.3 While the Trust is a relatively new body there are a number of individuals associated with the organisation, and who are known to council officers, having long experience in handling project management, consultant commissions and the prudent use of public funds. While the funding requirements and spend deadlines for CRF are a significant factor and could be onerous for many voluntary sector organisations, it is considered that the Trust have the capacity and experience to deal with both the DCLG and council’s audit requirements.

4.0 Options and Options Analysis (including risk assessment)

4.1 The following options can be considered:

	Option 1 (Preferred Option): Agree to act as Accountable Body for the Venus and Cupid Arts Trust CRF application.	Option 2: Decline to act as Accountable Body for the Venus and Cupid Arts Trust CRF application.
Advantages	<p>Allows consideration and assessment of the Trust’s feasibility funding application.</p> <p>Potential for a valuable addition to the visitor and community offer in Morecambe.</p> <p>Consultants’ studies could provide useful market/audience information and benchmarks for future exercises and input into other Morecambe initiatives.</p>	<p>Could be seen to assist the chances of the council’s own CRF application. However, there is no formal mechanism agreed locally around prioritising under CRF or other external funds. The council has also already agreed to be the Accountable Body for another third party bid to CRF.</p> <p>Potential to miss out on a valuable addition to the visitor and community offer in Morecambe.</p> <p>No officer resources required to administer and support a third party grant offer.</p>
Disadvantages	<p>Could be seen as ‘in competition’ with the council’s own bid under CRF.</p> <p>Commits officer resources to administration and support of third party grant offer.</p>	<p>Reputational damage to the council in not supporting local organisations and projects to improve Morecambe’s community and visitor offer.</p> <p>There is no guarantee that the council’s own, or other third party, CRF application will be successful. This proposal may be a better ‘fit’ for this particular fund under assessment.</p>

	Option 1 (Preferred Option): Agree to act as Accountable Body for the Venus and Cupid Arts Trust CRF application.	Option 2: Decline to act as Accountable Body for the Venus and Cupid Arts Trust CRF application.
Risks	There is no guarantee that the funding bid will be successful. Risks are mainly around the ability of the proposing organisation to handle the evidence, audit and monitoring requirements in the use of public funds.	Risks are mainly around the reputational impact of the council not accepting to act as Accountable Body without good reason.

5.0 Officer Preferred Option (and comments)

5.1 The proposal does not conflict with any published council policies and a successful project could actively support the council's corporate objectives particularly around the Morecambe Area Action Plan. Officer resources will be required to administer the grant award and claim process should the application be successful. However, the organisation is a competent body with individuals used to handling public funds and grant requirements and officers do not expect the support requirements to be onerous.

5.2 Under the CRF multiple applications from a local authority area are allowed. However, if the available funding is oversubscribed (which is highly likely) then CRF will prioritise schemes based on the scale of the impact in the main criteria. They may also use the following factors:

- Evidence of the likelihood of unlocking additional funding or investment.
- Whether the building, structure or area in question is on the National Heritage List for England.
- Creating a geographical spread of projects around the English coast.

5.3 Whilst the Trust's application could be seen as being in direct competition with the council's own CRF application, it could also be viewed as complementary. However, there is no transparent local mechanism in place to decide upon CRF priorities or endorse certain bids over others. There is also no guarantee any bid will be successful as the assessment/scoring procedure is not transparent and other bids may be seen as simply a better 'fit' under the scheme. As the proposer has met the requirements for competent administration of public funds, and there are sufficient officer resources in place to support the grant administration requirements the preferred option is Option 1.

5.4 Should the decision be to approve the recommendation it is intended to make any CRF grant award subject to a written funding agreement administered by

the Regeneration and Planning Service in line with processes used for similar third party grant initiatives. This will ensure the tendering and evidence requirements are clear; grant claims/payments are staged according to the achievement of key activities/milestones; grant payment is made in arrears; and the proposer adopts governance arrangements and formal reporting systems consistent with the amount of funding and the nature of the scheme.

6.0 Conclusion

6.1 The report has apprised Members of the issues and duties required in consideration of the Venus & Cupid Trust’s request for the council to be the Accountable Body for its application for funding under the Coastal Revival Fund. It is recommended that Members agree to be the Accountable Body and for the Trust to be informed at the earliest opportunity.

List of Appendices

Appendix 1 - Advice to Local Authorities regarding the role of Accountable Bodies (Portas Pilot)

Appendix 2 - Beauty Surrounds Art Gallery Feasibility Proposal CRF application

RELATIONSHIP TO POLICY FRAMEWORK

In supporting this CRF proposal the council will be achieving against a number of its corporate objectives/outcomes as defined in the Corporate Plan 2015 -18. Should the project be successful and follow through to implementation it should actively support Sustainable Economic Growth outcomes, success, measures and actions.

CONCLUSION OF IMPACT ASSESSMENT

(including Health & Safety, Equality & Diversity, Human Rights, Community Safety, HR, Sustainability and Rural Proofing)

Health & Safety: None arising from accepting the role of Accountable Body.

Equality & Diversity: None arising from accepting the role of Accountable Body.

Human Rights: None arising from accepting the role of Accountable Body.

Community Safety: None arising from accepting the role of Accountable Body.

HR: Should the application be successful council officer resource will need to be applied as outlined in the report. In the main the implications will be on Regeneration and Planning Service and financial input from Resources service in dealing with offer letter and claims processes.

Sustainability: None arising from accepting the role of Accountable Body.

Rural Proofing: None arising from accepting the role of Accountable Body.

LEGAL IMPLICATIONS

Recent previous s31 grant made to third parties via the city council outline the likely minimum requirements which must be met in order for any grant award to be progressed in a prudent manner. The council must effectively satisfy itself that the proposing organisation is

a competent body and capable of dealing with legal and administrative requirements the council will impose to ensure the prudent expenditure of public funds. The route for the council to discharge its responsibilities as an Accountable Body under this fund is outlined in the report.

Any CRF grant award to third parties should be subject to a written funding agreement/contract administered by the Regeneration and Planning Service in line with processes used for similar third party grant initiatives.

FINANCIAL IMPLICATIONS

The Council is experienced in managing external funds of this type and has robust arrangements in place for administering such grant should the Venus and Cupid Arts Trust application be successful.

It is not expected therefore, that there will be any additional financial implications arising for the Council from the preferred option and that the application of officer time associated with the role of accountable body can be managed within current staff resources.

OTHER RESOURCE IMPLICATIONS

Human Resources:

Should the application be successful council human resources will be used to support the grant offer and claim process as outlined in the report. The main operational issues will primarily involve Regeneration and Planning staff in managing offer/claims process. Financial support from Resources service will be involved in reviewing claims.

Information Services:

No implications.

Property:

No implications.

Open Spaces:

No implications.

DEPUTY SECTION 151 OFFICER'S COMMENTS

The Deputy Section 151 Officer has been consulted and has no further comments.

MONITORING OFFICER'S COMMENTS

The Deputy Monitoring Officer has been consulted and has no further comments.

BACKGROUND PAPERS

<https://www.gov.uk/government/publications/coastal-revival-fund-bidding-prospectus-and-application-form>

Contact Officer: Paul Rogers

Telephone: 01524 582334

E-mail: progers@lancaster.gov.uk



Department for
Communities and
Local Government

ADVICE TO PORTAS PILOTS, TOWN TEAM PARTNERS AND LOCAL
AUTHORITIES REGARDING THE ROLE OF ACCOUNTABLE BODIES

Background

The funding identified by DCLG to support Portas Pilots (and Town Team Partners) is s31 unringfenced revenue grant. As such it can only be paid to local authorities listed in section 33 of the Local Government Act 2003. Town and parish councils are not local authorities for the purposes of the Act. Therefore in cases where local partnerships, such as Town Teams, have been formed, the funding is paid to the relevant local authority who will act as Accountable Body.

Local authorities are required to be transparent in their use of public money. Greater transparency of public bodies is at the heart of enabling the public to hold politicians and public bodies to account. Where public money is involved there is a fundamental public interest in being able to see how it is being spent, to demonstrate how value for money has been achieved or to highlight inefficiency.

The Transparency Code says that, as a minimum, the public data that should be released are:

- Expenditure over £500, (including costs, supplier and transaction information). Any sole trader or body acting in a business capacity in receipt of payments of at least £500 of public money should expect such payments to be transparent.
- Copies of contracts and tenders to businesses and to the voluntary community and social enterprise sector.
- Grants to the voluntary, community and social enterprise sector should be clearly itemised and listed.

A number of local authorities, Portas pilots and Town Team Partners (“town teams”) have asked for some advice on the requirements on each of them to account for this

funding. This note suggests some issues that both parties might consider when reaching agreement about how the funding can be made available to town teams.

Ultimately this is a matter on which agreement needs to be reached between the town team and the local authority. DCLG will not comment on individual arrangements or act as arbiter.

Basic principles

Local authorities have a responsibility as public bodies to satisfy themselves, their electorate and their auditors that any funds they are responsible for are spent legitimately.

Local authorities have considerable experience in allocating funds to third-party organisations, such as charities and voluntary groups, and will have well-established procedures for doing so.

Local authorities might consider following the same basic principles and procedures they would apply when awarding grants to local voluntary groups when agreeing arrangements with town teams.

Financial management arrangements would normally reflect the nature and size of the fund being administered, and systems put in place should make efficient any bureaucracy, not increase it, and be proportionate, light-touch and timely.

Some things to consider

It is the Accountable Body's role to ensure that proper and effective governance is in place. There are three broad areas where the Accountable Body is likely to require assurance that the funding is being managed correctly, as follows

- decision-making
- financial management
- performance management

These are also important aspects of managing any project.

Decision-making - Decision-making, involving the spending of public money, should be open, transparent and effective. Town teams may find it useful to have some form of written constitution or terms of reference that sets out how the partnership will operate. This could include a set of basic instructions as to how they will conduct business (voting arrangements, if any, etc), and a code of conduct for members which sets out the obligations individuals must comply with when considering how funding should be spent. It may be appropriate for members to declare any outside interests to guard against any accusation of impropriety, particularly where contracts or employment are being offered.

With agreed procedures in place it will make it quicker and easier for money to be spent that will deliver local projects.

Financial management - The Accountable Body will want some evidence of how decisions have been made and a clear audit trail from a decision, to the award of a contract (for example) and payment being made. This could take the form of minutes of meetings, written quotes from contractors, and assessment of tenders by

members.

A proportionate approach might suggest the need to establish a de minimis level below which monitoring arrangements were not required, ie travel and subsistence claims, purchase of train tickets, office expenditure such as printing.

Some town teams are also being match-funded by other parties, including the local authority. The local authority will want to follow its own procedures for managing the match-funding, but could seek to follow the basic principles of “light-touch” management when dealing with the funding provided by government.

Performance management - It is good practice for an Accountable Body to ensure that the funds they have distributed have been used for the purposes for which the money had been allocated, and is related to the project plan set out by the town team in their application, or any other agreed plans that have been developed since the application was made. They may want to see some evidence that there are clear reporting and monitoring procedures for both spend and project outcomes.

September 2012

Application to Coastal Revival Fund from Venus & Cupid Arts Trust, September 2015

COASTAL REVIVAL FUND APPLICATION FORM

Please read the July 2015 Coastal Revival Fund prospectus before completing this form. The prospectus is available at www.gov.uk/government/publications/coastal-revival-fund-bidding-prospectus-and-application-form

SECTION 1: Contact Details	
1.1 Lead Contact for the application	<i>Siân Johnson</i>
1.2 Role and organisation of the lead contact	<i>Chair, Venus & Cupid Arts Trust, acting on behalf of the Morecambe Artist Colony</i>
1.3 Contact Address	<i>336 Marine Road Central, Morecambe, Lancashire, LA4 5AB</i>
1.4 Telephone number(s) (a) Office (b) Mobile	<i>(a)01524 831600</i> <i>(b)07711066589</i>
1.5 Email address of lead contact	<i>sian@sja.uk.net</i>
1.6 Are you applying on behalf of a Coastal Community Team? If yes, which one?	<i>No, we do not have one in Morecambe.</i>

SECTION 2: Local Authority (LA) Contact Details	
The Department will <u>only</u> consider applications that have support from a local authority for the area, as grant funding will be paid to a LA on behalf of the project. Please attach a letter from the authority confirming that they are willing to act as the 'accountable body' for the funding. Anyone who is having difficulty engaging with their local authority can contact DCLG at: coastalcommunities@communities.gsi.gov.uk	
2.1 Name of local authority	<i>Lancaster City Council</i>
2.2 Main LA contact - name and main role (if different from 1.1)	<i>Paul Rogers (tba)</i>
2.3 LA Address (if different from 1.3)	<i>Morecambe Town Hall Morecambe Post code tba</i>
2.4 LA contact telephone numbers (if different from 1.4) (a) Office (b) mobile	<i>(a)01524 582334</i> <i>(b) private</i>
2.5 Email address of LA contact (if different from 1.5)	<i>PRogers@lancaster.gov.uk</i>

Application to Coastal Revival Fund from Venus & Cupid Arts Trust, September 2015

SECTION 3: Communications/ Media Details	
3.1 Lead Contact for press/ communications/ advocacy	<i>Siân Johnson</i>
3.2 Contact Address	<i>336 Marine Road Central, Morecambe, Lancashire, LA4 5AB</i>
3.3 Telephone number(s) (a) Office (b) Mobile	<i>(a)01524 831600</i> <i>(b)07711 066589</i>
3.4 Email address of lead contact	<i><u>sian@sja.uk.net</u></i>
3.5 Pen Picture – please describe the project in a manner suitable for a media release (maximum 40 words)	<i>“Another successful bidder for funding from the Coastal Revival Initiative is Venus & Cupid Arts Trust who are involved in the conversion of a recently closed bank building into an art gallery on Morecambe seafront, working with Morecambe Artist Colony”</i>
3.6 Name of your local MP(s)	<i>David Morris, Morecambe and Lunesdale</i>

SECTION 4: Overview of project	
4.1 What would you like to call your project?	<i>The Beauty Surrounds Art Gallery (working title) (the reference here is that “Beauty surrounds, Health abounds” is the old promotional slogan for Morecambe in the early 20th century</i>
4.2 What is the nature of your project (e.g. reviving a pier, regenerating a square)	<i>Feasibility study and outline business plan for the conversion of a closed down HSBC bank branch on Morecambe’s prime promenading street into an art gallery and exhibition space</i>
4.3 Where is your project based? Please also include a postcode for the project location.	<i>LA4 5BU On the corner of Marine Road Central and Pedder Street, a strategic site to link seafront visits into one of the specialist retail streets and to the town centre</i>
4.4 What is the aim of your project? Please give a brief summary of the overall purpose of your project. (1-2 sentences)	<i>To create the first dedicated art exhibition space in Morecambe and prevent this attractive and strategically located building ending up through market forces as another pound shop or amusement arcade.</i>
4.5 Who/ which organisation will lead the project?	<i>Venus & Cupid Arts Trust, registered Charity no. 1150570</i>
4.6 Who/ which other organisations will be involved in the project?	<i>Morecambe Artist Colony, Lancashire County Museums Service (advisory), Morecambe BID, Lancaster City Council (advisory).</i>
4.7 How much money are	<i>£29,200 net of VAT</i>

you bidding for?	
4.8 Are you involved with any other bids to the Coastal Revival Fund? If yes, please give the names of these projects.	No

SECTION 5: What are the key priorities for your coastal area?

Please summarise the key priorities for the coastal area and how your project relates. For example, this could link to a Coastal Community Team bid proposal or Local Enterprise Partnership plans. (maximum 300 words)

Key priorities for Morecambe are identified in two strategic policies:

- *Marketing Lancaster's work with the LEP in identifying opportunities for economic growth through culture and tourism, and*
- *The Morecambe Area Action Plan (MAAP, adopted in 2014).*

Marketing Lancashire has settled on Lancaster District as a primary focus area. For Morecambe, this means our planners will progress the MAAP objectives into project bids supported by the LEP for the Regional Growth Fund..

Research for the MAAP showed that Morecambe's 3 million day-visitors come for the view along the seafront, walking on the Prom or on Marine Road Central. Sadly, with little to do in Morecambe, most leave after a stay of 1-2 hours with few visiting the town-centre which lies behind. Not surprisingly, Morecambe is listed in the top 10 towns nationally with the highest number of empty retail premises. The closure of the HSBC Morecambe branch adds one more.

The MAAP Core Strategy states: "through tourism, housing renewal and heritage led regeneration, Morecambe will be reinvented as a visitor destination, drawing on its natural and built heritage with a restored historic townscape and a revived housing market. This means that we must play to Morecambe's strengths to make the centre a better place and to find a new sustainable tourism future for the town."

The proposed site for the gallery is located on the prime footfall area on Marine Road Central, between Queen Street and Northumberland Street which the planners have in consideration for a "shared surface" in which pedestrians and vehicles use the same space. Completion of the M6 Link in March 2016 will reduce vehicular traffic and create the conditions for this concept.

The proposed new gallery meets two needs of the MAAP – providing a wet weather attraction and drawing visitors into the town-centre.

SECTION 6: What does your project involve?

Please summarise what you plan to do and what this bid money would fund. If your project is part of a wider, longer-term project then please briefly set out the aims of the wider project and how the part that will be funded through the Coastal Revival Fund fits into these broader plans. (maximum 300 words)

The study funded by the bid money and carried out by independent consultants will

provide a realistic assessment of our business model for the development, operation and careful expansion of an exhibition space and art gallery. This is not a look-alike for the iconic Margate Turner Gallery or Tate St Ives, both of which required heavy public sector capital funding. Rather it is a business model which recognises the funding realities of the next several years and will be based on a sustainable slow build-up, carefully phased in line with funding bids and opportunities from lottery and charitable foundation sources.

The viability of the business model will be tested regarding these assumptions:

Capital funding:

- A low cost initial capital outlay, providing a basic fit-out, public safety, access, toilets and lighting*
- Phased expansion to bring in commercial revenue streams (shop, cafe) and more exhibition space, storage towards a permanent collection.*

Revenue funding

- Initial low staffing costs with only 1-2 FTEs and a pool of voluntary staff*
- Initial restricted opening days and hours*
- Technical operating costs via advice from County Museum's service*

An assessment of the economic impact

A Funding strategy and business plan based on the above

The findings of the study will be used in bidding for funding from other sources.

The target date for opening is summer 2016, coinciding with the county council's Eric Morecambe exhibition.

SECTION 7: The following section asks for information on how your project will meet the criteria for the Coastal Revival Fund

7.1 The value, importance or local regard for the site, structure or asset

The project involves a site or asset which is of particular value locally. Applicants are asked to explain the local value of the asset or site and why it would justify investment. The value does not need to be financial. It could, for example, set out the history behind the project and identify whether it is considered 'at risk'.
(maximum 400 words)

Our "asset" in the context of the Coastal Revival fund briefing document is not the site itself, rather it is the scope for this critical stretch of Marine Road (from Queen Street to Northumberland Street) to become for Morecambe what the "Golden Mile" has done for Blackpool. The strength of this stretch is its high footfall levels, its weakness is that most of the current premises (shops selling ice creams, buckets and spades, cafes, pubs) do not offer destination values to the visitor, nor do they link to the town centre behind. As a consequence the visitor dwell-time in Morecambe is less than 2 hours.

The value of our site therefore is in its potential to contribute to bringing about the desired change to the destination offer of Morecambe and to draw visitors into the town centre.

Local regard for this change and its value are in section 7.2.

7.2 Delivering a community benefit from the revival

The Coastal Revival Fund is intended to boost coastal assets for the benefit of the community as a whole. Please use this section to set out how the project will help to deliver benefits to those living locally, as well as to those visiting or working in the area. Please set out a) the intended community benefit, b) the scale of the impact and c) how you will make sure the benefit is achieved. Some inclusion of quantified information would be particularly useful. (maximum 400 words).

- a) *The community benefit will be achieved by our ability to meet the documented desires of Morecambe residents during the MAAP consultation process. Local people in Morecambe were very much engaged during more than one round of consultations for the MAAP. Different strategic options were put forward and the findings were:*

"From our consultations it's fairly clear what change people want –

- ┆ A continuing role as a visitor destination
- ┆ A better town centre...what might be described as a more cosmopolitan centre, livelier with more variety and a better offer – particularly retail
- ┆ More to do for residents and visitors, especially in wet weather
- ┆ A stronger local economy with more and better jobs
- ┆ Cleaner, nicer, safer streets and places
- ┆ Better opportunities to use and enjoy the natural setting" (Lancaster City Council MAAP Topic Paper)

Further evidence of community benefit lies in our community's recognition of the value of art. A survey of 1,200 arts venue attenders conducted for the LAP study "The Economic Value of the Arts in Lancaster District" showed that 82% of respondents agreed with the statement: "the arts are an important aspect of my quality of life" and 62% agreed that "the arts enhance the quality of experience for tourists in Lancaster District" (Genecon, 2011)

Nationally, 18% of UK residents have visited an art exhibition at least once in the last 12 months, in the North West, 16%. (DCMS Taking Part survey)

- b) *The scale of the impact of our project will grow as it moves to new phases, to be defined in the feasibility and business plan for which we are seeking funding. The opening of the gallery will attract media coverage and the long awaited wet weather attraction aspect will draw support from tourism promotion and from individual guesthouses and hotels who promote Morecambe to their prospective and actual guests. The programming of the exhibitions will be designed to attract interest from locals and visitors alike. The economic value will grow in tandem, see next section.*
- c) *We will achieve the benefit through building our reputation, ensuring the programming of exhibited work is based on high quality art from talented professional artists. These could be drawn from the 165 artists, sculptors, potters, etchers and art photographers practising locally, identified in the 2011 LAP Economic Value of the Arts in Lancaster District study. They will also be drawn from professional artists from elsewhere, in the UK or abroad.*

7.3 Delivering an economic benefit from the revival

The Fund is intended to help improve the economic sustainability of coastal assets

and coastal communities more broadly. Please use this section to set out what economic benefits your project will have and, in particular, if it is likely to lead to additional jobs or training opportunities. Please cover a) the intended economic benefit, b) the scale of the impact and c) how you will make sure the benefit is achieved. Some inclusion of quantified information would be particularly useful. (maximum 400 words).

There are two sources for data on the value of an arts asset, one being the Lancaster Arts Partners (LAP) commissioned report The Economic Value of the Arts in Lancaster District, funded by NWDA and carried out by Genecon in 2010-11. The other is a more recent Arts Council England study of the economic value of the arts, which can be used as a guideline regarding how the arts have been impacted by austerity since 2010.

The intended economic benefit is in line with the Genecon findings, which found that for every £1 invested in the arts in Lancaster District, the local economy derived a benefit of £5.19.

We have arranged with Genecon to use their impact model for running the business plan outputs to arrive at the economic value of our project and how this might grow over future phases.

7.4 Local support

Please set out what support your project has from the local community and how you know this, e.g. what consultation has there been about your project and what local organisations or groups are involved? If this bid is not from a Coastal Community Team and there is a Team for the area, please state whether or not they are supportive of the project. (To find out if there is a Coastal Community Team for the area please contact the Department for Communities and Local Government). (maximum 300 words).

Confidential discussions have been held with members of the following

- *Morecambe BID steering group members*
- *Morecambe Town Team/Portas project team members*
- *Morecambe Arndale Centre*
- *More Music in Morecambe*
- *Lancashire County Council*
- *Lancaster City Council Economic Regeneration department, Morecambe Area Action Plan team and tourism team*
- *The Exchange Creative Partnership, Morecambe*
- *Morecambe Town Council*
- *Lancaster & District Chamber of Commerce*
- *Morecambe Bay Tourism*

These discussions have been held in confidence to date as aspects of the project are commercially sensitive.

Structured consultation with local groups will be undertaken as part of the study. In addition to formal consultation, Morecambe's local paper, The Visitor, has come out this year with strong editorial support promoting Morecambe as an "Art Resort" So all we need now in Morecambe is an art gallery!

SECTION 8: Prioritisation Criteria

Should the Fund be oversubscribed, it may be necessary to consider the following issues:

8.1 Unlocking further charity or private investment

Please set out whether work carried out under the Coastal Revival Fund would help you attract other sources of charity or private funding. Please explain the likelihood of further investment, and (if known) briefly give the amount, from whom and for what. This can include both match-funding for this stage of your project (which is requested in more detail in section 9.2) or your work to attract capital funding for future stages of the revival. (maximum 250 words)

The purpose of this feasibility study and business plan is to arrive at a sustainable business model for the new gallery and then to be able to make the case for further investment.

*It is rather difficult to raise funding for a feasibility study as most funders wish to see the outputs of such work, rather than facilitate their development. **One solution in the event of the fund being oversubscribed is that we could de-scope some of the work and we are happy to discuss this.***

Meanwhile it is intended that further stages will qualify for funding, capital and/or revenue, from the following:

- *Heritage Lottery Enterprise scheme*
- *Arts Council England Grant for Arts fund*
- *LEP (as part of a Morecambe-wide seaside project)*
- *Charitable trusts and foundations*

We are not able to indicate likely amounts at this stage but please note that our strategy is to achieve our objectives stage by stage over a period of time.

8.2 National Heritage List for England?

Please set out whether the site or asset is on a heritage at risk list:
www.historicengland.org.uk/listing/the-list (maximum 150 words)

The building is not on the list

SECTION 9: Proposed Outputs and Project Delivery

9.1 Applicants should set out a high-level breakdown of how the Revival funding would be used. Only the costs that are intended to be met through the Coastal Revival Fund need to be covered.

Funds may be spent on improvement or regeneration of structures, or any other works that meet the criteria outlined in the prospectus, including professional advice in relation to a building, asset, structure or public space, e.g. feasibility studies, legal advice on development of a structure, architectural surveys etc.

The funding cannot be spent on things like salaries, training, venue hire, volunteer

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expenses, monitoring and evaluation. If your project includes these types of costs then they will need to be met from another source.

The costs set out below are for work commissioned from independent consultants, procured within the procurement arrangements set by the accountable body, Lancaster City Council.

Conditions survey	£1,500	Oct-15
Architectural advice and plans for building conversion options by phase	£6,000	October 2015 to - January 2016
Quantity surveyor preparation of capital budget by phase	£2,000	Feb-16
Market research to identify sources of income and comparables' operating costs	£2,000	October 2015 to - January 2016
Preparation of spreadsheets of operating costs and revenues, phased with build-up	£2,000	January-February 2016
Evaluation of economic impact	£3,000	Feb-16
Preparation of business plan	£4,000	Feb-Mar-16
Preparation of final report including images etc	£5,000	Mar-16
Contingency	£2,500	Mar-16
Expenses (travel etc)	£1,200	by March 2016
Net total	£29,200	
VAT at 20%	£5,840	
Total	£35,040	

9.2 Match funding

If the total costs of your project are more than you are bidding for from the Coastal Revival Fund, please briefly set out how these other costs will be met, and how much they are. (maximum 200 words)

We will provide match funding in kind. The value of this will be

<i>Project management, Venus & Cupid Arts Trust</i>	<i>£4,000</i>
<i>Use of venues for meetings, Morecambe Artists Colony</i>	<i>£450</i>
<i>Operational advice from Lancashire Museums service – inputs to the business plan</i>	<i>£1,500</i>
<i>Value total</i>	<i>£5,950</i>

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9.3 Project delivery
Please set out who/ which organisations will be responsible for delivery of the project and what expertise and experience they have to be able to deliver the project effectively. (maximum 100 words)
<p><i>Project management: Siân Johnson:</i></p> <ul style="list-style-type: none"> • 30 years in feasibility, economic impact studies and business plans for cultural venues, undertaken at ALM (6 years), Deloitte (11 years) and SJA&A (13 years) • Art gallery projects include the Barbican Centre, Abbott Hall, Woodhorne and Granary Gallery, Berwick-upon-Tweed. Project managed the LAP study as the client. The Storey Gallery, the Peter Scott Gallery, Green Close Studios were case studies in the commission. <p><i>Independent consultants:</i></p> <ul style="list-style-type: none"> • Five-Lines Consulting for business planning, with experience of the Turner Gallery, Margate • Mallam&Co for architectural advice and supervising the survey work. • Genecon who delivered the LAP study.
9.4 Transparency
Please explain how and when all aspects of the project will be made publicly available. (maximum 100 words)
<p><i>In my project management role I plan regular briefings to partners and the accountable body. Formal progress reports can be prepared for the CRF, to be scheduled on inception. The full report will be made available on the Trust's website, excluding any commercially confidential information belonging to third parties. Media announcements will be cleared with partners, the accountable body and the CRF team if required.</i></p>
9.5 Confirmations
Please write 'yes' in the sections below to confirm that:
A) Details of the projects and progress will be made available to the Department for Communities and Local Government:
Yes
B) All Coastal Revival Fund grants would be spent by 31 March 2016:
Yes
C) The project complies with State Aid under European Union Law:
Yes
D) The letter from your local authority has been included with your application:
Yes

This form needs to be submitted along with a letter from your local authority agreeing to act as the accountable body for the funding. Please do not send any other additional documents.

Email from Chief Executive of Lancaster city council attached, letter to follow.

The closing date for applications is 23:49 hours on Monday 14 September 2015.

Application to Coastal Revival Fund from Venus & Cupid Arts Trust, September 2015

Applications are preferred electronically to coastalcommunities@communities.gsi.gov.uk but will be accepted in hard copy. Any application made in hard copy should be sent to the following address:

Coastal Revival Fund
Coastal Communities Team
Department for Communities & Local Government
3rd Floor, Fry Building
2 Marsham Street
London
SW1P 4DF

Hard copies must also arrive no later than Tuesday 15 September 2015.

Any queries can be directed to: coastalcommunities@communities.gsi.gov.uk.

Urgent Business – – Coastal Revival Fund - Request for City Council to act as Accountable Body

Councillor Consultation

*I am/~~am not~~ (***please delete as appropriate**) in agreement with the recommendation: -

To agree: -

- (1) **That the City Council agrees to act as the Accountable Body for the Venus and Cupid Arts Trust Coastal Revival Fund application.**
- (2) **That a letter from the Chief Executive agreeing to act as the accountable body for the funding is written and sent to the Venus and Cupid Arts Trust at the earliest opportunity.**

Signed:

Name: Councillor Eileen Blamire
Position Held: Leader of the Council

Name:Councillor Janice Hanson
Position Held: (Cabinet Member with Responsibility for Economic Regeneration and Planning)

Dated: 18.09.15.

URGENT BUSINESS – Coastal Revival Fund - Request for City Council to act as Accountable Body

Chief Executive Decision

*I agree/~~do not agree~~ (***please delete as appropriate**) to exercise my delegated authority and approve: -

- (1) **That the City Council agrees to act as the Accountable Body for the Venus and Cupid Arts Trust Coastal Revival Fund application.**
- (2) **That a letter from the Chief Executive agreeing to act as the accountable body for the funding is written and sent to the Venus and Cupid Arts Trust at the earliest opportunity.**
- (3) **That consultation is undertaken with a view to waiving call in, in accordance with Overview and Scrutiny procedure rule17, to enable the decision to be implemented immediately.**

Signed: Mark Cullinan
Chief Executive

Dated: 18.09.15.

Urgent Business – Coastal Revival Fund – Request for City Council to act as Accountable Body

Chairman of Overview and Scrutiny Committee Decision

*I agree/~~do not agree~~ (*please delete as appropriate)

- (1) **To waive the requirement to include advance notice of the decision in the List of Forthcoming Key Decisions, in accordance with Access to information Procedure Rule 15, in order that the decision can be taken without delay.**
- (2) **To this matter being treated as a matter of urgency in accordance with Overview and Scrutiny Committee Procedure Rule 17(a) and therefore not being subject to call-in.**

Signed: Nigel Goodrich
Chairman of Overview and Scrutiny Committee

Dated: 18.09.15

Chief Executive Decision

*I agree/~~do not agree~~ (*please delete as appropriate)

- (1) **To waive the requirement to include advance notice of the decision in the List of Forthcoming Key Decisions, in accordance with Access to information Procedure Rule 15, in order that the decision can be taken without delay.**
- (2) **To this matter being treated as a matter of urgency in accordance with Overview and Scrutiny Committee Procedure Rule 17(a) and therefore not being subject to call-in.**

Signed: Mark Cullinan
Chief Executive

Dated: 18.09.15

Please return to: Stephen Metcalfe
Democratic Services,
Town Hall,
Dalton Square,
LANCASTER. LA1 1PJ
Ref: UB96