

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>

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 –
i A continuing role as a visitor destination
ii A better town centre...what might be described as a more cosmopolitan centre, livelier with more variety and a better offer – particularly retail
iii More to do for residents and visitors, especially in wet weather
iv A stronger local economy with more and better jobs
v Cleaner, nicer, safer streets and places
vi 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

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>

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.