

## DECISION ITEM

REPORT OF	MEETING	DATE	ITEM NO
DEVELOPMENT SERVICES DIRECTORATE	TOURISM AND LEISURE COMMITTEE	6 SEPTEMBER 2018	5
<b>COASTAL EXPLORERS PUBLIC ART PROJECT</b>			

### PUBLIC ITEM

This item is for consideration in the public part of the meeting.

### SUMMARY

The Coastal Explorers project is a research and development project funded by the Arts Council England to engage the community in contemporary art practice through consultation and education and to push the boundaries of art & design and its role in place making. The research and development phase has now been completed and to further develop this project a second phase pilot project is proposed to introduce a test space which will host a programme of artistic, cultural, environmental and commercially focussed activities.

If the second phase pilot project is supported by the Committee and proves successful, the findings of the project could be further developed to enhance the new coastal defences at Fairhaven and Church Scar, on a longer term basis, this being the initial aspiration and aim of the project.

A Coastal Explorers member working group was appointed at the Tourism and Leisure Committee meeting of the 7<sup>th</sup> June 2018. The working group have now met and are supportive of the project. To allow the Committee to make an informed decision, officers will give a detailed presentation about the Project at the Committee meeting.

### RECOMMENDATIONS

#### The Committee is requested:

1. To endorse the Coastal Explorers Working Group recommendations to deliver the second phase pilot project; and
2. To support the preparation of a capital bid in the sum of £20,000 in respect of the Coastal Explorers project as part of the up-coming budget-setting process but scheduled for delivery in 2020/21.

### SUMMARY OF PREVIOUS DECISIONS

#### Tourism and Leisure Committee 7 June 2018

It was RESOLVED that a working group be appointed comprising the Chairmen and Vice-Chairmen of the Tourism and Leisure and Operational Management committees to oversee the Coastal Explorers Project.

CORPORATE PRIORITIES	
Spending your money in the most efficient way to achieve excellent services ( <b>Value for Money</b> )	✓
Delivering the services that customers expect of an excellent council ( <b>Clean and Green</b> )	✓
Working with all partners ( <b>Vibrant Economy</b> )	✓
To make sure Fylde continues to be one of the most desirable places to live ( <b>A Great Place to Live</b> )	✓
Promoting Fylde as a great destination to visit ( <b>A Great Place to Visit</b> )	✓

## REPORT

### Background

1. A Member working group was proposed by the Chairman of the Tourism and Leisure Committee at the meeting of 7<sup>th</sup> June 2018, to review the Coastal Explorers project proposals and to make a recommendation whether the project should be progressed or not and report back to the Tourism and Leisure Committee in September 2018.
2. The working group consisted of 4 Members - the Chairman and Vice Chairman of the Tourism and Leisure Committee and the Chairman and Vice Chairman of the Operational Management Committee. The working group was attended by the Head of Technical Services, the Tourism and Leisure Manager, Arts Development Officer (Programme and Events) and the Principal Democratic Services Officer. The working group held two meetings in July and August 2018.
3. At the first meeting the wider Church Scar to Fairhaven Lake Coastal Defence project was discussed to set the context of the project. Members then discussed the detail associated with the Coastal Explorers Project.
4. In 2017, a research grant of £15,000 was awarded by the Arts Council England to explore opportunities for a public art intervention to complement the coastal defence scheme.
5. Fylde Council Commissioned Art Gene to consider ways to better facilitate people's understanding and experience of the coastline, and to provide facilities that will bring further interest to the new sea defences. The reason for engaging Art Gene in this role was their experience and focus on research and ability to apply this to the development and realisation of projects, their work with the local community, and access to a multidisciplinary team of architects, artists and other specialists, their portfolio of both contemporary and heritage based work and their status as a National Portfolio Organisation with a strong affiliation to the Arts Council England.
6. The initial research & development project entitled 'Coastal Explorers' was successful in its aim to engage the community in contemporary art practice through consultation and to push the boundaries of art & design and its role in place making.
7. A programme of 9 targeted events took place over a period between July and October 2017 engaging over 1,800 participants and live audience members and over 330,000 online and broadcast viewers and listeners. The community consultation revealed that people identified Lytham St Annes with the Piers - Airshows - Lytham Hall - Sand Dunes - Sea Planes - Paddle Steamers - Cookson's Exhibition Bakery - Shrimping - Sun Shelter - SSSI - Morecambe Bay Prawners - Pintails - White Church - Shingle Roads - Bandstand - Boating Lake - Levelled Beaches - Cycle Routes - Farming - the African Queen - Dune Helleborine - Fountains - Coastal Paths - Lighthouse & Lifeboats - Bats - Eating Lobster on Saturday - Fairhaven Lake - Common Oven - Swimming pool - Beach Huts - Tank Traps - Outdoor bathing drinking seawater - Lytham Hall - Bricks and Clay - Windmill - Marshes - the Setantii - Eels and ladders - and villages lost to the sea.
8. Following the consultation, Art Gene developed 3 concept projects which could be taken forward:
  - 'Gondolas' (effectively moveable buildings influenced by the concept of beach huts, bathing machines and the areas affiliation with flying boats)
  - Rock pool areas

- A series of interpretive maps and mobile apps associated with the Ribble Catchment areas.

- Following a successful research and development phase and in order to take the project forward a practical second phase pilot project was proposed. This carries less risk and enables the ideas, concepts and programmes to be developed, trialled and delivered in a managed and sustainable way.
- The second phase pilot project includes the creation of a test space in the form of a customised container. The pilot project which will identify concept user audiences and engage them in the use of a 'test space'. Through the development and delivery of themed activity programmes and partnership working, audiences will connect with the natural environment through participation in social activity across a range of arts, culture, environment and commercially focussed events, leisure and learning.
- The 'test space' will be located appropriately on the coastal path providing estuary views and a direct link to nature. We will monitor and evaluate the use of the space and the needs of its users throughout the programme. Opportunities to explore commercial viability will form a key aspect of the trial in order to both inform the physical requirements and support the business plan ahead of the potential third phase of the project.
- In the second meeting of the working group, the Head of Technical Services sought a steer from the working group as to whether the project should be taken forward as previously outlined. He stated that in terms of the project, Phase 1 (which commenced in January 2018 and funded by the Arts Council) was now complete, and a decision was required on whether to continue with a phase 2 pilot project.
- A detailed discussion took place about the various elements of the second phase pilot project. Members sought clarification on specific areas including: cost/funding arrangements; location/design of the proposed 'container'; letting arrangements/business plan for the containers; role of Arts Council; staffing cover for the proposed containers and long term plans. The majority of the working group members supported the project and the phase two pilot project, on the basis that funding from the Arts Council England and the Big Lottery is secured.

## Finance

- Table 1 shows the indicative project costs which include the cost of creating the 'test space', service connections, staffing budget, and a budget to engage artists and organisations to facilitate a range of programmes, activities and events.
- There will be no additional revenue costs associated with the phase two pilot project.

**Table 1 Coastal Explorers Phase 2 - Indicative Project Costs**

Description	Cost
<b>Temporary Space</b> - Customised shipping container - Indicative quotation obtained to comprise: 40' shipping container with glazed frontage, double doors, steel support posts, 2mm poly floor overlaid, timber internal stud frame with rock wool insulation, finished ceilings and walls, electrics including consumer unit, lighting, sockets and heaters, fully equipped kitchenette and w/c, roof platform and external staircase, service connections, utilities and insurance.	£30k
<b>Project Manager</b> – 3 days per week for 18 months/overseen by Arts Development Officer - to facilitate the planning of artistic programme, management of container to site & service connections/landscaping, contracting and commissioning of projects and artists/practitioners/volunteers/students/audiences, risk assessments/ insurances, programme delivery and evaluation & monitoring, decommissioning of site & to assist with a forward funding plan	£25K
<b>Artist/Environmental Practitioners Residency x 4</b> - Residencies will engage high quality artists/environmental practitioners to deliver a programme of engagement activities in response to a specific brief provided by Fylde Council. Each residency will run for a number of weeks appropriate to the project or	£20K

outcomes and will include a materials budget.	
<b>Sessional Artists</b> - Additional artists to work in collaboration with projects & activities, leading or supporting learners and or volunteers	£5K
<b>Participatory Programme</b> – a diverse programme of activity across all artistic genres to include commercially focussed pop up events and performance.	£35k
<b>Contingency</b>	£5K
<b>Total</b>	<b>£120k</b>

16. Table 2 identifies the project funding. No external funding has been secured at this stage however discussions with the Arts Council England have been extremely positive with the Arts Council grants officer having made a favourable recommendation for the application of a £50k submission to deliver a second phase pilot project. The Big Lottery 'Reaching Communities' and 'Partnerships' funding programmes are well suited to a project of this type. Funding priorities focus on the bringing together of communities and the improvement of spaces and places that matter to people. An initial introductory conversation with the Big Lottery has taken place.

**Table 2 Coastal Explorers Phase 2 - Potential Project Funding**

Description	Cost	Status
Arts Council England	£50k	Informal support from Arts Council England with recommendation to submit a funding bid for a phase 2 test pilot project.
Big Lottery	£50K	Introductory approach made
Fylde Council	£20k	Awaiting Decision
<b>Total</b>	<b>£120k</b>	

## Conclusion

17. After the completion of phase one which was funded by the Arts Council England, Officers sought a steer from the Coastal Explorers Working Group as to whether the project should be taken forward to the phase 2 pilot project.
18. The majority of the working group members supported the development of the phase two pilot project, on the basis that funding from the Arts Council England and the Big Lottery is secured.
19. The project is at the feasibility stage and more work is required to secure external funding, work up the detail in terms of design and siting of the container, programming and business planning. Officers will seek to link the programmes and activities with the work of the Cultural Services Team including the existing activity planning as part of the Heritage Lottery project to restore Fairhaven Lake.
20. If the match funding can be secured, the phase two test project would be 'live' from Spring 2021.
21. Members were advised that the results of the second phase will help shape the scale and nature of a potential third phase proposal. Updates and any future proposals will be discussed with the working group.
22. In conclusion, the Coastal Explorers Working Group are proposing to support the phase 2 pilot project and further support the development of a capital bid in the sum of £20,000 in respect of the Coastal Explorers project, as an addition to the Councils 2020/21 capital programme subject to securing £50,000 match funding from the Arts Council England and £50,000 from the Big Lottery Fund to deliver the Coastal Explorers second phase pilot scheme.

IMPLICATIONS	
Finance	The Committee is requested to approve the preparation of a capital bid in the sum of £20,000 in respect of the Coastal Explorers project to be considered as part of the up-coming budget-setting process but scheduled for delivery in 2020/21.
Legal	None arising from this report
Community Safety	None arising from this report
Human Rights and Equalities	None arising from this report
Sustainability and Environmental Impact	None arising from this report
Health & Safety and Risk Management	None arising from this report

LEAD AUTHOR	CONTACT DETAILS	DATE
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