

**Report to:** Charity Committee

**Date of Meeting:** 10 December 2018

**Report Title:** Cultural Development Fund

**Report By:** Polly Gifford  
Cultural Regeneration Manager

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### **Purpose of Report**

To seek support from the Foreshore Trust (FST) to utilise the £75,000 of public art funding (£25,000 p.a), already within the FST budget as match for the recently submitted Cultural Development fund bid

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### **Recommendation(s)**

- 1. Should the cultural development fund be successful, agree that £25,000 per year of Foreshore Trust public art funding be recognised as match funding for the cultural development fund programme**

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### **Reasons for Recommendations**

The cultural development fund bid was submitted on 19 October 2018, with unsecured match funding identified. Due to the tight turnaround of the bidding timeline, this report is seeking retrospective permission to utilise the £75,000 already agreed public art Foreshore Trust budget (£25,000 per year for three years) as match to support the project.

The Foreshore Trust has already agreed to support investment in public art and the authority to develop proposals for delivery of public art, and the cultural development fund programme would enhance that investment and delivery for the benefit of residents and visitors.

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## Background

1. A consortium bid, formed of cultural sector and local authority partners across East Sussex, to the Department for Culture, Media and Sports/Arts Council England was submitted in 19<sup>th</sup> October 2018. The fund has the potential to make a significant contribution to our cultural regeneration ambitions, through supporting key cultural sector partners and council-led activity.
2. The aim of the fund is to use culture and creative activity to unlock economic growth and productivity, use culture and creative activity to make places attractive places to live in, work and visit, strengthen local leadership in culture and/or creative industries and enhance creative skills.
3. The bid led by Hastings Borough Council will establish a Creative Enterprise Zone across the towns of coastal East Sussex (ES) from Hastings to Newhaven, with the vision of creating a single coastal ecology for the creative sector. The grant value amounts to £4.5m, with £1,005,000 for Hastings. Specific activities include Stade Saturday development, grant fund for key festivals and events, temporary creative workspaces, development of artist studio live/work spaces, further development of Project Artworks (working with those with complex needs), improvements to the Jerwood Gallery and joint marketing for cultural tourism and inward investment.
4. A decision is due 1 February 2019, with project commencement 1 April 2019 until 31 March 2022

## Match funding

5. As is common in many funding bids, there was a requirement for an element of match funding, which at the time of the bid being submitted was 'unconfirmed'.
6. At its meeting in March 2018, the Foreshore Trust approved recommendations to support and initiate a programme of public art on the beach and promenade on Foreshore land given that that it is the most suitable for the siting of public art in the seafront areas.
7. The Cultural Development fund project includes provision for activities along the coast, particularly through development of the Stade Saturdays model, and would therefore closely align with the Foreshore Trust's vision for supporting public art on its land. Introducing and enhancing creative and cultural activities along the seafront have the advantage of drawing more people to the seafront, creating new destinations and engaging the community and visitors with healthier lifestyle benefits ensuing.
8. We are requesting that the £75,000 of approved public art funds (£25,000 per year for the three years) is identified as match funding for the cultural development fund programme. Recognising the public art FST budget line as match would maximise the Foreshore Trust's investment by leveraging additional

funds to support creative activity along the seafront, and supporting a £1m cultural regeneration programme for the town.

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## Financial implications

There are no resource implications for utilising the Foreshore Trust public arts funds in this manner. The funds will be directly used as match funding for project activity and programming.

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## Wards Affected

Castle, Old Town

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## Policy Implications

Please identify if this report contains any implications for the following:

### Equalities and Community Cohesiveness

This project will encourage engagement with creative and cultural activities

### Risk Management

The match funding will only be used if the funding application is successful

### Environmental Issues

The activities in the cultural development fund project will enhance and complement the foreshore

### Economic/Financial Implications

The match funding will only be used if the funding application is successful

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## Additional Information

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## Officer to Contact

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