

REPORT TO: Cabinet
Cabinet Member – Technical Services
Cabinet Member – Regeneration
Cabinet Member – Leisure and Tourism

DATE: 4th February 2010
10th February 2010
17th February 2010
24th February 2010

SUBJECT: 'SHOP SEFTON 2010' – Supporting Our Town Centres

WARDS AFFECTED: All

REPORT OF: Andy Wallis Planning & Economic Regeneration Director
Graham Bayliss – Leisure and Tourism Director

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**EXEMPT/
CONFIDENTIAL:** No

PURPOSE/SUMMARY:

To inform Members of the proposal to enter into a partnership agreement with Liverpool Biennial in order to deliver a range of activities within our town centres that would help to enhance their viability and vitality.

REASON WHY DECISION REQUIRED:

To comply with standard portfolio reporting procedures and to seek Members approval to enter into a partnership agreement with Liverpool Biennial.

RECOMMENDATION(S):

It is recommended that:-

Cabinet

1. Note, and endorse the bid submitted to Arts Council England
2. Agree that Sefton Council enter into a Partnership Agreement with Liverpool Biennial as outlined paragraph 8.0 of this report,
3. Give the authority to the Legal Director to execute the partnership agreement, and

Cabinet Members for Regeneration, Technical Services, and Leisure and Tourism:-

4. Note the content of the report
5. Request further progress reports

KEY DECISION: No

FORWARD PLAN: No

IMPLEMENTATION DATE: After the call in period

ALTERNATIVE OPTIONS:

Officers have explored the option of Council renting empty shops in a number of locations within Sefton, and using these premises for a range of activities, including arts work shops, window dressing, business advice centres, entertainment etc. that would generate greater footfall and raise the profile of these centres. Unfortunately the cost of leasing and paying for rent and other overheads means that the balance of the £48,131 DCLG grant will not be sufficient for one shop let alone for a number of them in different locations.

By entering into a partnership agreement with Liverpool Biennial means that Sefton has the opportunity to draw down further funding (up to £30,000) from the Arts Council to enhance the project, and at the same time undertake activities at all major centres for nine months. Not to enter into a Partnership Agreement would mean not only the loss of Arts Council funds, but also very limited amount of activity to enhance the viability and vitality of our town centres

IMPLICATIONS:**Budget/Policy Framework:**

Financial: The balance of DCLG grant is £48,131. In addition a successful bid to Arts Council would draw down up to £30,000, and further £5,000 from Crosby HA

<u>CAPITAL EXPENDITURE</u>	2009/ 2010 £	2010/ 2011 £	2011/ 2012 £	2012/ 2013 £
Gross Increase in Capital Expenditure				
Funded by:				
Sefton Capital Resources				
Specific Capital Resources				
<u>REVENUE IMPLICATIONS</u>				
Gross Increase in Revenue Expenditure		48,131 (Arts Council up to 30,000) + (Crosby HA 5,000)		
Funded by:				
Sefton funded Resources				
Funded from External Resources		48,131 (£35,000)		
Does the External Funding have an expiry date? Y/N	No			
How will the service be funded post expiry?	N/A			

Legal: N/A

Risk Assessment: N/A

Asset Management: N/A

Finance FD 298 - The Acting Finance and Information Services Director has been consulted and his comments have been incorporated into this report.

Legal,

Technical Services

Leisure and Tourism Services

Neighborhoods and Investment Programmes Department

CORPORATE OBJECTIVE MONITORING:

<u>Corporate Objective</u>		<u>Positive Impact</u>	<u>Neutral Impact</u>	<u>Negative Impact</u>
1	Creating a Learning Community	/		
2	Creating Safe Communities	/		
3	Jobs and Prosperity	/		
4	Improving Health and Well-Being	/		
5	Environmental Sustainability	/		
6	Creating Inclusive Communities	/		
7	Improving the Quality of Council Services and Strengthening local Democracy	/		
8	Children and Young People	/		

LIST OF BACKGROUND PAPERS RELIED UPON IN THE PREPARATION OF THIS REPORT

Report entitled 'Support for Town Centres' to CM (Technical) 21st October 2009, CM (Regen) 28th October 2010, Cabinet 29th October 2009, and CM (Leisure and Tourism) 4th November 2009.

1.0 Introduction

- 1.1 Following Members approval on 29th October 2009 on the allocation of £500 each to nine town centres for marketing and promotion of their retail areas, Officers have been exploring possible options on the use of remaining £48,131 DCLG grant to address the adverse impact of economic recession on town centres.
- 1.2 Officers have had a number of meetings with different owners of empty shop premises in different parts of the Borough with the aim of using these premises for a range of activities, including arts work shops, window dressing, business advice centres, entertainment etc. that would generate greater footfall and raise the profile of these centres. Unfortunately the cost of leasing and paying for rent and other overheads means that the remaining £48,131 DCLG grant will not be sufficient for one shop let alone for a number of them in different locations.
- 1.3 Consequently Officers have been exploring potential alternative options, one of which includes working in partnership with Liverpool Biennial to deliver a range of activities in retail centres across the Borough.

2.0 Liverpool Biennial

- 2.1 Members will be aware that Liverpool Biennial, which was established in 1998, is one of the most successful art commissioning agencies in the UK, and is known for presenting the UK's largest festival of contemporary visual art.
- 2.2 Liverpool Biennial, through its Art for Places project, has been working since 2008 with NewHeartlands, Sefton HMR team and associated partners on a major commission for the Leeds and Liverpool canal in Sefton. The aim of this project is to creatively explore new ways of working within the regeneration process, with community engagement at its heart. The commission, Sefton Waterworks, is planned for launch later into 2010.
- 2.3 As part of the above projects' engagement work, Liverpool Biennial has been running the Seaforth Ideas Shop in the former Seaforth Post Office in the heart of Seaforth Village, as a space for artist residencies and community led activities for a period of 12 months.
- 2.4 The Ideas Shop hosted two artist residencies over the twelve months, those of David Bade and Kerry Morrison. The artists were asked to develop work through ongoing engagement with the local community, and create work that had an impact on the physical environment of the shopping area in some way. Both these elements have proved to be very successful, with large scale details of paintings by David Bade sited in the entrance ramp to Seaforth & Litherland train station, and Kerry Morrison's small-scale environment interventions in the Seaforth area, including impromptu planters.
- 2.5 A key lesson of this residency programme is the impact that artist residencies can have on the physical environment of an underused shopping area. This was a key objective of the artists brief. In addition both these residencies stimulated practical actions that the community themselves could take to improve the physical environment of their shopping areas, rather than expect others to create change.

3.0 Shop Sefton 2010 Project

3.1 The aim of Shop Sefton project is to build on the Art for Places work in Sefton and use creative approaches to stimulate activity within Sefton shopping areas, through the funding provided by DCLG through its empty shops initiative and the Arts Council through its empty shops fund. The project is aimed at meeting the following objectives:-

- To create opportunities to stimulate enterprise and economic activity
- To contribute towards creating a unique identity & sense of place for the shopping areas
- To improve the physical environment where possible through creative activity
- To bring communities together and act as a catalyst for local empowerment
- To encourage sustainable cultural activity
- To attract additional funds where possible
- To maximise marketing and publicity opportunities

Shopping areas focused on are:-

- Seaforth Village
- Waterloo – South Road & St. Johns Road
- Bootle Strand and Stanley Road
- Southport shopping area
- Maghull Shopping Centre
- Formby Village
- Birkdale Village
- Ainsdale Village
- Crosby Village

3.2 The Project will be developed in close liaison with relevant Council Departments, Sefton Business Village Partnerships, local schools and other local stakeholders where appropriate. The Project activity will link in with key events already planned in each of the areas.

There are two strands to the Shop Sefton 2010 project.

3.3 The first involves the creation of an artist designed, fully self-sufficient and mobile shop unit. High in profile and aimed as being the public face of the project, the unit will be used to stimulate creative activity in each of the aforementioned shopping areas as part of a nine month programme. The unit will be used:-

- For artist led 'Shop Sefton 2010' activities. Local artists will be asked to create work with the public that creates a personal marketing campaign to animate empty spaces within shopping areas e.g. creating physical murals, painting competitions, flags, banners. This work will be themed on the history of the areas, unique attributes e.g. Formby Asparagus, and devised to come together in a major 'Shop Sefton 2010' project, which is profiled across all of the shopping areas with a key focus on Bootle Strand (linked to the Canal Parade) & Southport town centre. A competition element to this work will emerge once ideas develop.
- As a taster space for small businesses, the 'Have a Go' shop, where local people will be able to test out a business idea whilst getting expert advice and guidance. Local colleges will play a key role in this element of the project.

- 3.4 The second strand involves the continuation of support to the Seaforth Ideas Shop and establishes a new one in Waterloo. The proposal is to continue Seaforth ideas shop and establish the Seaforth Village Artist Residency project there, whilst also creating a second artist space in Waterloo (shop yet to be identified). The rationale here is to continue the good work already started in Seaforth, and to maximise the opportunity Waterloo offers through its link with Crosby Beach and Anthony Gormley's Another Place installation. Crosby HA would be a key partner in both projects and would be able to draw in living through change funding through HMR.
- 3.5 Using Liverpool Biennial's experience within the arts arena to select an innovative and high profile artist group to design the mobile shop unit. The unit will be expected to be used daily across the identified shopping areas and the brief will ensure the unit is low maintenance, robust, easily transportable and self-sufficient. Whilst Liverpool Biennial will oversee its ongoing storage for the year, however consideration will need to be given about its long-term future at the end of the project.

4.0 Project Management

- 4.1 A Steering Group, comprising officers from Leisure and Tourism, Planning and Economic Regeneration, Sefton Business Village Partnerships, Liverpool Biennial, and representatives and other relevant stakeholders will be set up to manage the project. Artists involved in ongoing activity within the unit will be from Sefton and will be selected by the Steering Group.

5.0 Monitoring & Evaluation

- 5.1 Working with Liverpool Biennial, an evaluation approach will be devised at the start of the project with the input of all stakeholders. A critical facilitator will be appointed who will follow the project and determine its impact after twelve months on the physical, cultural and social transformation of the shopping areas.

6.0 Indicative Timeline

- 6.1 The timeline below provides some indication as to when and the nature of the activity that would take place. However this is very much dictated by the bid submitted to Arts Council England, and when (and if) that gets approved.

February – March 2010

- Selection of lead artist and approval of mobile shop structure design
- Agreement of the Shop Sefton 2010 engagement project concept
- Developing project publicity for 'Have A Go' shop competition
- Liaison with local schools through extended schools team
- Liaison with local Town Centre Managers and Business Associations

April 2010

- Launch of project concept and mobile shop unit across Sefton with timetable for project
- Launch of 'Have A Go' shop competition.
- Launch of Waterloo shop project

May – November 2010

- Delivery of Shop Sefton 2010 community engagement project
- Running of 'Have a Go' shop competition

December 2010

- Grand finale
- Project Evaluation

7.0 Financial Implications

7.1 It should be noted that the proposed budget is very much indicative at this stage.

Indicative Budget

• Project Management	£ 7,000
• Evaluation	£ 3,000
• Shop Sefton 2010 Mobile Structure	£25,000
• Shop Sefton 2010 Artist engagement projects	£30,000
• Seaforth & Waterloo Shops	<u>£18,000</u>
TOTAL	<u>£83,000</u>

Indicative Income

Empty Shops funds (already secured)	£48,000
Arts Council England (bid submitted 29 th January 2010)	£30,000
Crosby Housing (waiting confirmation)	<u>£ 5,000</u>
TOTAL	<u>£83,000</u>

7.2 It is proposed that the above project will only proceed once all the funding is secured, and when secured Sefton Council will be the 'accountable' body.

8.0 Partnership Agreement

8.1 Liverpool Biennial has a successful history of delivering innovative arts related projects and this is demonstrated by the work they are currently undertaking in Seaforth. By entering into a Partnership arrangement with Liverpool Biennial, Sefton is able to bring something 'different' to retail centres that would not be possible otherwise. Arts related activities that engages local artists and the local community can have a significant positive impact both in terms of raising the profile of retail centres, and increasing footfall.

8.2 In addition, Liverpool Biennial have been instrumental in developing the bid to the Arts Council England, and if successful would lead to additional £30,000 going into the project. Liverpool Biennial have also been in discussions with Crosby Housing Association, who have indicated their willingness to contribute £5,000 towards this project. Both these additional income streams would not be possible without the active participation of Liverpool Biennial.

8.3 It is therefore proposed that Partnership Agreement be drawn up between Sefton Council and Liverpool Biennial to facilitate the development and delivery of Shop Sefton 2010, with Sefton Council acting as the 'accountable' body.