

REGENERATION SERVICES COMMITTEE AGENDA



Friday 10 June 2016

at 10.00 am

**in Committee Room B
at the Civic Centre, Hartlepool**

MEMBERS: REGENERATION SERVICES COMMITTEE

Councillors S Akers-Belcher, Barclay, Cranney, Hunter, Lindridge, Morris and Thompson

1. APOLOGIES FOR ABSENCE

2. TO RECEIVE ANY DECLARATIONS OF INTEREST BY MEMBERS

3. MINUTES

- 3.1 To receive the minutes of the meeting held on 20 May 2016 (*previously published*).

4. BUDGET AND POLICY FRAMEWORK

None.

5. KEY DECISIONS

None.

6. OTHER ITEMS REQUIRING DECISION

- 6.1 Coastal Community Teams/Railway Station Artwork Competition Update –
Director of Regeneration and Neighbourhoods



7. ITEMS FOR INFORMATION

None.

8. ANY OTHER BUSINESS WHICH THE CHAIR CONSIDERS URGENT

FOR INFORMATION:

Date of next meeting: Friday 22 July 2016 at 9.30am in the Civic Centre, Hartlepool



REGENERATION SERVICES COMMITTEE

10th June 2016



Report of: Director of Regeneration and Neighbourhoods

**Subject: COASTAL COMMUNITY TEAMS / RAILWAY STATION
ARTWORK COMPETITION - UPDATE**

1. TYPE OF DECISION/APPLICABLE CATEGORY

1.1 Non key.

2. PURPOSE OF REPORT

- 2.1 The purpose of the report is to update the Committee on the progress of both Coastal Community Teams and project "Coast"; to recommend the nomination of a new Chair for the Headland & Harbour Coastal Community Team; and, to seek support for a funding bid to the Coastal Community Fund Round 4.
- 2.2 The report updates the Committee on an Arts Council funding bid to replace the Tall Ships art work at the railway station through a design competition.

3. COASTAL COMMUNITY TEAMS UPDATE

- 3.1 Both the Headland & Harbour Coastal Community Team and the Seaton Carew Coastal Community Team were formed from a cross section of the local community including representatives from the business sector including RSPB Saltholme and Middleton Grange Shopping Centre. The Teams met regularly since formation in 2015.
- 3.2 Funding of £10,000 was allocated to each Team from the Department of Communities and Local Government (DCLG). The Coastal Community Alliance is managing this programme on behalf of DCLG. There are circa 116 Coastal Community Teams within England and the funding awarded had to be spent within 2015/16.

- 3.3 The funding was provided to establish the Teams, develop a coastal economic plan for each area based on their knowledge of local economic issues, and to complete initial projects.
- 3.4 Both Teams decided to focus on the priorities identified by DCLG and combine their revenue funding to achieve:
- Enhancing the attractiveness and accessibility of public areas.
 - Promoting the visitor economy.
 - Encouraging sustainable uses of heritage / cultural assets.
- 3.5 The “Coast” Project has been created by the Teams within Hartlepool to promote links with the visitor attractions within sight of the coastline of the town. The following will be completed for the Coast launch at the end of June 2016:
1. A tourism and marketing brochure with an associated large scale print run and distribution. This “Coast” brochure is promoting the key tourist and historical assets in both areas. Contributions from RSPB Saltholme and the Heugh Battery Museum have been integral in the brochure production. The brochure is available in key venues including the Railway Station’s new information point area. It will also be available on key digital platforms such as the Destination Hartlepool website.
 2. A short tourism and marketing film has been produced (including aerial drone footage) titled “Coast” covering the key natural and built assets within the coastline. The film is being shown within the new information point area of the Railway Station via a large LED screen and is the visual equivalent of the Coast brochure.
 3. An information point area has been created within the Railway Station in partnership with Northern Rail who operate the facility. The information point incorporates a large LED screen bought using project funds, and shows the marketing and tourism film to the travelling public. The area has also been painted with a mural by a local artist and in a coast theme. In the future both local colleges have expressed interest in running short films at the information point and the large screen can be relocated to another location at a future date if needed.
 4. Maps of Interest leaflets have been created highlighting key attractions and facilities within Hartlepool, and they are in the process of being distributed to areas of greatest impact.
 5. A Coast launch event has been arranged for June 2016 where the Teams can showcase the project along with talks from the artist and the film maker who were involved with the project.
 6. Implementation of all the initiatives of the team has absorbed the £20K allocation of funds.

- 3.6 Each of Hartlepool's Coastal Community Teams has produced an Economic Plan that will be placed on the Coastal Community Alliance website, along with the plans from the other coastal teams within England. The Economic Plans guide the activities of the Teams focusing on key economic issues facing the coastal areas within the town. They set out both the short term and longer term priorities for the Teams.
- 3.7 The position of Chair of the Headland & Harbour Coastal Community Team has become vacant and will require to be filled by a new representative agreed by the Regeneration Services Committee.
- 3.8 A capital funding bid worth £800,000 is to be made to Round 4 of the Coastal Community Fund and by the deadline of 30th June 2016 via the Big Lottery Fund. The project will be called "Hartlepool Coastal Regeneration Project", and will bid for funds to contribute towards the delivery of the regeneration masterplan for the Front at Seaton Carew. The masterplan satisfies the criteria for the Fund as detailed designs have been undertaken and full planning permission obtained.
- 3.9 In addition to the regeneration of the Front a successful bid will also contribute towards the implementation of a public art strategy linking the Innovation & Skills Quarter and Seaton Carew. Proposals include the installation of the Boy & the Bicycle statue dedicated to Ridley Scott within the Church Street area, and up to three plinths along the coast that once built will hold mobile exhibitions and also to be used for performance art purposes. The intention is to link the waterfront areas of Hartlepool via public art and complement other funding that has already been awarded to these regeneration areas. This element of the project has started to go through the planning process in order to satisfy the criteria for the funding bid.
- 3.10 Round 5 of the Coastal Community Fund is intended to be made available by the Big Lottery Fund in 2017 where a further funding bid can be made by Hartlepool Borough Council.

4. RAILWAY STATION ARTWORK COMPETITION

- 4.1 As a separate project but with direct linkages to the Coastal Teams initiatives at the railway station it was identified that the artwork boards located on the second platform of the railway station originally commissioned to mark the 2010 Tall Ships event are outdated and require refreshing.
- 4.2 It was proposed to run an artwork competition to seek an appropriate artist to develop new designs to replace the Tall Ships images.
- 4.3 The new designs would promote a range of visitor destinations such as Hartlepool Maritime Experience, Summerhill Country Park and the Heugh Battery Museum. The competition would be used to generate interest and entries from local college students and professional artists, and in itself

would be used to promote Hartlepool's visitor attractions. A judging panel would hold a public engagement event at the Art Gallery where the final six designs would be judged. Members of the Public would be encouraged to engage through a voting system and their views would influence the final appointment.

- 4.4 The proposed concept of the new artwork boards would be the "Golden Era of Railways". This theme that was created by Frank Henry Mason et al and has been popular during previous exhibitions at the Art Gallery. However, it was proposed that the artists would be required to provide a modern and contemporary twist to improve the attractiveness to a wider audience.
- 4.5 The artist whose current work is displayed at the railway station has been consulted and is very supportive of the proposal to replace the boards. The Cleveland College of Art and Design have also been involved in developing the design concept and were very supportive of the project.
- 4.6 The proposed costs for the project are detailed below:
 - Commission to successful artist £5,000.
 - Judging Day and Opening Day Costs £1,000.
 - Production and supply of 6 large artwork boards £5,380.
 - Removal and installation of boards £1,000.
 - Network Rail fees for supervising works on the platform £3,620.
 - Total cost £16,000.
- 4.7 Grand Central who operate some of the train services through the railway station had agreed to match fund £2,000 towards costs of the artwork competition and to explore the potential of using the images on their trains and in wider marketing campaigns.
- 4.8 Funding for the project had been sought from the Arts Council, however they are unable to support the project at the present time. It is unlikely that any further sources of external funding would be available therefore in order for the proposal to proceed additional sponsorship or alternative funding would need to be identified.

5. RISK IMPLICATIONS

- 5.1 There are no risks in relation to the Coastal Community Teams as the initial stage of the project has been completed using externally sourced funding.
- 5.2 Due to the Arts Council not been able to provide the funding for the artwork competition then the current railway station artwork will remain in situ until a solution is identified.

6. FINANCIAL CONSIDERATIONS

- 6.1 The “Coast” Project has been externally funded via the £20,000 allocated to the Coastal Community Teams provided from the DCLG.
- 6.2 The funding has paid for the new tourism and marketing material (short film, brochure and leaflet); the creation of the tourism information point within the Railway Station; and, a launch event for the project.
- 6.3 The funding is not in place at this time in order to replace the railway station artwork boards.

7. LEGAL CONSIDERATIONS

- 7.1 There are no legal considerations.

8. CHILD AND FAMILY POVERTY

- 8.1 There are no child and family poverty implications relating to this report.

9. EQUALITY AND DIVERSITY CONSIDERATIONS

- 9.1 There are no equality and diversity considerations in relation to the Coastal Community Teams.

10. SECTION 17 OF THE CRIME AND DISORDER ACT 1998 CONSIDERATIONS

- 10.1 There are no crime and disorder considerations as a result of this report.

11. STAFF CONSIDERATIONS

- 11.1 There are no staff considerations relating to this report.

12. ASSET MANAGEMENT CONSIDERATIONS

- 12.1 Northern manages the railway station and has responsibility for the information point area and the second platform. The LED screen within the information point is owned by Hartlepool Borough Council and can be removed at its discretion.

13. RECOMMENDATIONS

13.1 The Regeneration Services Committee is requested to:

- (i) Note the contents of the report and the achievements of the Coastal Teams to promote the town.
- (ii) To nominate a new Chair of the Headland & Harbour Coastal Community Team.
- (iii) To support the funding bid to the Coastal Community Fund Round 4.
- (iv) Note that the funding bid to the Arts Council to run the railway station artwork competition has been unsuccessful.

14. REASONS FOR RECOMMENDATIONS

- 14.1 The work undertaken by the Coastal Community Teams under the initiative 'Coast' has been completed and the report details the work and achievements of the teams.
- 14.2 Criteria for Coastal Community Fund Round 4 bids were made public on 23rd May 2016 and there is an opportunity to make a major bid by the deadline of 30th June 2016.
- 14.3 The external funding bid made to the Arts Council to fund the railway artwork competition has been unsuccessful and alternative finances are required to proceed.

15. BACKGROUND PAPERS

- 15.1 Regeneration Services Committee Report, Coastal Community Teams, 16th July 2015.

16. CONTACT OFFICER

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