

Sector Support Fund (SSF) Application Template

1. Project Title	
England's Creative Coast (previously known as Culture Coasting)	
2. Project Location	
<p>Lead contact location: Turner Contemporary, Rendezvous, Margate CT9 1HG.</p> <p>The project will be delivered across locations in Essex, South Essex, East Sussex, Kent and Medway, and West Sussex.</p> <p>The SELEP Creative Economy Network (SECEN) is the Project Management Group, supported by Kent County Council as the recipient of funds.</p>	
3. Lead point of contact for Project	
Name	Victoria Pomery
Organisation	Turner Contemporary
Job Title	Director
Telephone	01832 233002
Email	vpomery@turnercontemporary.org
4. Lead contact in County Council/ Unitary Authority (if different from above)	
Name	Steve Grimshaw
Organisation	Kent County Council
Job Title	Strategic Programme Manager
Telephone	03000 417084
Email	Steve.Grimshaw@kent.gov.uk
5. Description of Project (No more than 300 words)	
<p><i>This narrative should include evidence of impact in at least three of the four SELEP Federated areas and links to sector based working groups</i></p> <p>England's Creative Coast is SECEN's flagship tourism project to create an innovative new immersive visitor experience driven by world class art, which aims to build the volume and value of visitors to the federated area.</p> <p>The project is Pan-LEP and the partnership includes Turner Contemporary (Margate), Visit Kent, East Sussex County Council, Kent County Council, Southend Borough Council, Essex County Council, Visit Essex, Southeastern, Metal (Southend) and Estuary Festival, Whitstable Biennale, Creative Foundation (Folkestone), Towner Art Gallery (Eastbourne), De La Warr Pavilion (Bexhill on Sea), Jerwood Gallery (Hastings) and The Historic Dockyard Chatham, as well as. Pallant House Gallery, Cass Sculpture Foundation and Arundel Castle in West Sussex who are promotional partners. It will help deliver the growth potential identified within the SELEP Creative Economy Prospectus and that of the newly emerging Tourism Working Group.</p> <p>Predicted visitor growth from this project is 3% in East Sussex, Kent and Essex by 2020, enabling 4.700 direct and indirect jobs across the region. Led by Turner Contemporary and Visit Kent, investment has already been secured from Arts Council England's Cultural Destinations programme (£500k) and</p>	

VisitEngland's Discover England Fund (£350k) as well as many of the local authorities.

England's Creative Coast is designed to respond to current visitor behaviour trends, tap into new markets and will create a step change for the galleries and the tourism sector across the area. It addresses the challenges of the South East as a destination with no one major urban centre and builds practical and scalable initiatives and interconnections across the South East and beyond. The project will continue to stimulate further innovation and growth beyond the lifetime of this project by delivering:

- World class art featuring a minimum of 7 art commissions creating a connected South East coast trail;
- Two itinerary-planning online platforms (one B2B, one B2C) which aim to increase income opportunities for tourism businesses across the South East;
- A multifaceted international and national tourism marketing campaign;
- Local engagement programmes capturing a "sense of place" delivered by the cultural partners;
- Artists' "bnb" audit, training and toolkit;
- Increased opportunity for spend of new visitors attracted to the Turner Prize (Margate 2019), Folkestone Triennial 2020, Estuary Festival 2020, Whitstable Biennale 2020, and the new National Coast Path;
- Promotion of sustainable travel and accessibility to visitors, encouraging use of different modes of transport and eco-friendly options as part of their trip, such as bicycle hire and train travel brokered through sponsorship such as with Southeastern trains and working with cycle tour operators such as The Carter Company and is open to any business providing cycle hire. Accessibility will be key to the development of the art commissions – ensuring that everyone is able to access the works in some way (through level access or through film);
- An iterative learning programme, knowledge sharing events, training and development;
- Research (quantitative and qualitative) – There will be an assessment and report on the Volume and Value of tourism activities across the South East Local Enterprise Partnership (SELEP) region and West Sussex (this is the first time this baseline data has been collated in one report), as well as a report on current perceptions of the SELEP region with collation of data from existing perception research and some primary research targeted at French and Dutch markets. Furthermore, the cultural partners will undertake research into tourists visiting their venues through a shared survey;
- Scalable options for Associate Partners to utilise such as the new geocaching activity.

6. Project links to SELEP Strategic Economic Plan

Please identify which objectives within the current SEP that this project will assist in delivering

England's Creative Coast drives growth, innovation and prosperity by linking the federal areas through an innovative and collaborative project that taps into one of the fastest growing sectors – the creative industries. The project encourages business growth through tourism and culture and exposes the South East to the international market place. It will particularly target the French and Dutch Markets.

Building on economic strengths:

The creative industries are worth more than £87.4bn in GVA to the UK and the creative economy employs one in every 11 working people (approx. 24% of the workforce).

Tourism generates £106 billion a year to the British economy, employing over 2m people and supporting thousands of businesses. The current value of tourism to the SELEP area is as follows:

Indicator	Essex (per capita)	Kent and Medway (per capita)	East Sussex (per capita)	West Sussex (per capita)	Totals (per capita)
Total number of trips – including overnight stays and day trips	50.3m	60.6m	27.6m	19.3m	157.9m
Total tourism value	£3.026bn	£3.610bn	£2.073bn	£1.385bn	£10.09bn
Actual jobs	59,024	71,920	45,726	29,685	206,355

Data collated from Cambridge Economic Impact 2015 reports for Kent, Essex, East Sussex and West Sussex

England's Creative Coast will lead a step-change in the visitor economy. The project is rooted in partnership working, connecting people, businesses and places, and building a new offer that will create resilience and growth. It aims to contribute to a 3% growth in the visitor economy across the SELEP area.

Building skills, sharing knowledge:

British tourism is expected to grow to £257 billion by 2025. This project will enable knowledge exchange across the creative industries and tourism sectors on a region-wide level, delivering growth in information and skills. This will stimulate cross-sectorial working between partners and tourism businesses and enable the two sectors to work together to maximise the opportunities to increase visitors to the SELEP region.

Investment of £150,000 from SELEP will lever in £1.02m match.

7. Total value (£s) of SSF sought (net of VAT)

The total value of Sector Support Funding sought will be £150,000.

The areas of work the SSF funding is contributing towards are:

- Domestic marketing campaign – 35% (£52,500)
- Art Commissions by international artists - 30% (£45,000)
- Local Engagement (community growth and skills development) - 25% (£37,500)
- Research – 5% (£7,500)
- Project management – 5% (£7,500)

8. Total value (£s) of project (net of VAT)

The total value of the project will be £1,179,000.

9. Total value (£) of match funding (net of VAT)

The value of match funding will be at least £1,029,000.

10. Funding breakdown (£s)					
Source	2017/18	2018/19	2019/20	2020/21	Total
SSF			£100,000	£50,000	£150,000
<i>Other sources of funding (please list below, add additional rows if necessary)</i>					
Arts Council England Cultural Destinations	£90,000	£90,000	£180,000	£140,000	£500,000
Visit England – Discover England Fund	£100,000	£250,000	-	-	£350,000
Kent County Council	£14,000	£10,000	£10,000	-	£34,000
East Sussex County Council	£20,000	-	£15,000	£15,000	£50,000
Essex County Council	£10,000	£10,000	-	-	£20,000
Southend-on-Sea Borough Council	£10,000	-	-	-	£10,000
Chatham Historic Dockyard	-	£5,000	£5,000	£5,000	£15,000
Southeastern	£5,000	£10,000	-	-	£15,000
Visit Kent	£5,000	£10,000	-	-	£15,000
Visit Kent – further match funding	-	£15,000	-	-	£15,000
Visit Essex	-	£5,000	-	-	£5,000
Total Project Cost	£254,000	£405,000	£310,000	£210,000	£1,179,000
11. Details of match funding					
<i>Insert details of match funding, including who is providing match, at what value, on what terms and what assurances are there that the match will be provided</i>					
<ul style="list-style-type: none"> • Arts Council England £500,000 – grant agreement signed January 2018 • Visit England Discover England Fund £350,000 – grant agreement signed February 2018 • Kent County Council £34,000 – funding agreed • East Sussex County Council £50,000 – funder agreement signed April 2018 • Essex County Council £20,000 – funder agreement signed April 2018 • Southend Borough Council £10,000 – funder agreement signed April 2018 • Historic Dockyard Chatham £15,000 – funding agreed • Southeastern £15,000 – sponsorship agreed for Year 1 and 2 • Visit Kent – £15,000 co-financing agreed • Visit Kent (from Experience West Sussex) - £15,000 match funding • Visit Essex – £5,000 funding agreed 					
12. Expected project start and completion dates					
Start date: 6 November 2017					

Completion date: 31 January 2021

13. Key Milestones

Key Milestones	Description	Indicative Date
Appointment of Project Director and Project Manager Complete	Project team in place	06/11/2017
Appoint Curator	Tamsin Dillon appointed Curator	01/02/2018
Terms of Reference signed by partners	All cultural partners signed up to the project	31/03/2018
Media analysis, market analysis and creative workbook for international market	Research conducted into French and Dutch markets for media and tour operators to target	01/05/2018
Project Review 1		03/07/2018
Branding development complete	Design agency appointed, audience workshops with partners, visual identity and brand guidelines developed for use across marketing campaigns	30/08/2018
International Marketing and Press Strategy Complete	Marketing campaign plan targeting international tourists (France and Netherlands)	16/10/2018
Artistic vision agreed	Direction for art commissions finalised with Turner Contemporary's Director and programming team	30/11/2018
Research (perception, economic, audience) plans finalised	Research across project scope planned and commissioned	01/12/2018
Project Review 2		04/12/2018
Itineraries for travel trade complete	Creation of England's Creative Coast itineraries to sell to travel trade	31/12/2018
Event date pool options scoped and plan finalised	Plans for developing the event data pool created for Culture Kent project completed	15/01/2019
Project Review 3		06/03/2019
Onboarding businesses for cultural packages complete	Tourism businesses signed up to packages – onboarding is ongoing	31/03/2019
Online product Platform live	Web platform for itinerary packages for trade and consumer created and live	11/07/2019
Evaluation Framework agreed	Evaluation plan of the project, measures and metrics finalised	30/07/2019
Artists commissioned (dependent upon curatorial plans)	Shortlisted artists contracted and partner agreement re art commissions in place	15/08/2019
Art Homes pilot research, recommendations and toolkit complete	Investigation into viability for an artist-style bnb pilot in SELEP region	30/08/2019
Project Review 4		11/09/2019
Marketing and Local Engagement Agreement signed by Delivery Partners	Cultural partners output for local engagement programme and marketing agreed	30/09/2019
Partners finalise local engagement programme objectives first phase	Plans for engaging the local community finalised	30/09/2019
Itineraries promotion to travel trade complete	All face to face meetings with tour operators complete	30/09/2019

Marketing and press campaign for international markets complete	All marketing activity targeting French and Dutch tourists completed	30/09/2019
Local engagement programme first phase	Engagement of local community begins	09/2019 to 03/2020
Travel trade educationals complete	Trips for travel trade to England's Creative Coast	30/10/2019
PR trips, media events and vloggers complete	Fam trips for key media in France, Netherlands and UK	30/10/2019
Local engagement programme second phase	Engagement of local community begins in remaining locations	12/2019 to 11/2020
Domestic marketing campaign runs for first phase commissions	UK focussed marketing campaign delivered including partnership with Southeastern trains	01/2020 to 05/2020
Installation of first art commissions (dependent on curatorial plans)	First phase artworks and Geotour revealed, with press announcement(s)	04/2020 to 05/2020
Domestic marketing campaign runs for second phase commissions	UK focused marketing campaign delivered including partnership with Southeastern trains/rail provider	06/2020 to 11/2020
Installation of second art commissions (dependent on curatorial plans)	Second phase of artwork and Geotour revealed, with press announcement(s)	06/2020 to 07/2020
Artist commissions complete	All art commissions revealed and open to public	30/11/2020
Project Review 5		05/12/2020
Final Review 6		08/12/2020
Research complete	All research complete	08/01/2020
Evaluation Report delivered	Full evaluation of project published	24/01/2021
Cultural Symposium final event	High profile event with guest speakers to showcase projects and learnings	24/01/2021
Project closedown	All evaluation, staffing, budget reconciliation complete and project ends.	31/01/2021

14. Benefits created by 2021 (list benefits with number/amount and cash value if applicable)

Type of Benefit	Impact of benefit
Economic benefits to all 7 cultural partners, the local authorities and district councils.	Increase of visitors across the region due to new product created specifically for the project – 7 new art commissions, Geotour and consumer online platform – enabling reach to untapped markets (France and Netherlands) as well as domestic tourists, that would not have been possible otherwise. Through increase of visitors, direct impact for each town and area of secondary spend (food, drink, accommodation). New product offer encourages overnight stays, increasing spend levels in each place.
Training and skills development for creative industry organisations and tourism businesses	<p>Knowledge sharing and formal training upskills partners and businesses in new areas and provides new expertise, e.g. how to promote to the travel trade for cultural partners/value of cultural tourism for local businesses in each area.</p> <p>Being a partner in the project creates direct impact for cultural partners – they learn new skills and ways to engage audiences such as training in geocaching (digital treasure hunt technology linked to local engagement programmes), Philosophical Inquiry (a leading audience engagement tool used successfully by</p>

	Turner Contemporary) and marketing (optimising social media and pay per click advertising). The B2B website for the project creates a forum for knowledge sharing and dissemination.
Inclusion and promotion new consumer platform, www.englandscreativecoast.com for all cultural partners, Local Authorities and onboarded tourism businesses	Exposure of partners and tourism businesses/attractions to international and domestic markets, not achievable individually. Direct access to international tour operators and travel trade via platform and Visit Kent marketing, through significant marketing campaign to promote their business. Free route to new markets for at least 100 tourism onboarded businesses across the region, leading to an increase in bookings for their businesses and visitors to each town and area.
Art Homes pilot	Increase in income for creatives, overnight stays and secondary spend in key locations. Innovative initiative providing new income stream idea for creatives in Margate during Turner Prize and Folkestone Triennial – new market research and free best practice toolkit enables artists/homestay hosts to utilise their creative spaces/connect with creatives to widen their offer and increase personal income. Visitors benefit from a diverse accommodation offer (combating challenge of bedstock in coastal towns) and are inspired to stay overnight not just a day trip – increasing secondary spend in these locations.
Community Engagement programmes in East Sussex, Essex and Kent to create new content to attract visitors, add to placemaking of each area that showcase a sense of place	Local people are connected with the new product and visitors via an exciting and considered community engagement programme, led by each partner organisation. The community is engaged with a new skill and activity, geocaching, to enhance their sense of place, and provide a new way for them to connect with their town, partners and tourism businesses. They have access to cultural partners and further learning opportunities with them, via participation in the programmes.
New tourism activity utilising digital technology (geocaching) and linking partners with tourism businesses	<p>Exclusive new visitor experience created – first art GeoTour in the world.</p> <p>New content created by local people for the GeoTour enhances the visitor offer, tapping into the trend for 'authentic experience', leading to more visitors to the region.</p> <p>Partners, local people and tourism businesses are connected, creating an enhanced visitor offer, learning from each other and strengthening the placemaking agenda.</p> <p>New market is reached – geocaching community (UK and global), who have the desire and will to travel to undertake the GeoTour – increasing visits to each location, and overnight stays.</p>
Distribution and Marketing of travel itineraries and trail by Visit Kent to international markets (France and Netherlands), enabling route to market.	Free large-scale promotion for partners and businesses to target international and domestic markets via multiple distribution channels, including direct liaison with tour operators and travel trade, otherwise inaccessible within their existing budget, time, resource, contacts and know-how.
Domestic market dedicated tourism campaign and associated cultural	Dedicated place-based promotion for 5 localities (Kent, Medway, East Sussex, West Sussex, Essex, Southend) brought together collectively to create a unique, branded offer.

marketing to national press	Dedicated press and communications strategy delivered highlighting both the cultural and local offers to national and international press (arts and tourism press).
Undertake research and evaluation	<p>Access for partners and businesses to information across the whole SELEP region, educating them to enhance their marketing and strategic planning and harness new ways for them to attract visitors.</p> <p>Information includes:</p> <ul style="list-style-type: none"> • Volume and Value of tourism • French and Dutch media and concept testing analysis • Current perceptions of England’s Creative Coast as a cultural destination • Cultural tourism surveys and analysis.

Evaluation

A full evaluation framework is in place for the project. Key quantitative data to be gathered includes:

- Over 100 businesses onboarded to www.englandscreativecoast.com
- Baseline data of Volume and Value of tourism across project period – against 3% target increase by 2020
- Cultural tourism research undertaken by partner organisations, including domestic and international visitors and recording any increase, and economic impact for partner organisations
- Reach 4,000 UK, French and Dutch geocachers through GeoTour (recorded by logs on geocaching.com)
- 210 direct local engagement participants connected with partner organisations, with a further 700 people engaged, and 210 England’s Creative Coast advocates.

15. Value for Money – Benefit/Cost Ratio

Please insert your Benefit/Cost Ratio (i.e total value of benefits divided by total costs). Please indicate how you have quantified your benefits and over what period those benefits are expected to realised

The benefits are calculated across the project period, January 2018 – January 2021 (36 months), with the exception of those relating to campaign/subscription fees, which are based on costs of like campaigns/subscriptions.

The benefits are calculated on the real savings to the beneficiary not the indirect longer-term economic benefits in terms of increase in visitors. As outlined the project aims to increase visitors to the region by 3% over the period of the project. The value of this increase to the local economy is significant (a potential increase of £302,878,440 with a total tourism value of £10,095,948,000 – Kent, Essex, East and West Sussex based on 2015 Cambridge model report data). However as direct causality would be hard to prove this value has not been included in the above table or the benefit/cost ratio.

16. Value for Money – Other Considerations

Please detail benefits that cannot be quantified or cannot be quantified without lengthy or expensive analysis. This narrative should include details on why the benefit can’t be quantified. If your BCR does not meet the standard 2:1 – please use this section to set out why the investment should be considered

With Brexit on the horizon, bringing the creative industries and the tourism sector together is vital. Their combined worth to the UK economy is £193.4bn, and in these uncertain times, placemaking is becoming an increasingly-important item on the Government and LEP agenda.

England's Creative Coast is a timely vehicle for the SELEP region to build resilience and enable cross-sectorial working. By working together to create an innovative new tourism offer and showcase the area as the most vibrant and viable cultural destination outside of London (especially given its close proximity and entry routes to the country), the local authorities, cultural partners, DMOs and tourism businesses can maximise opportunities to increase visitors.

With a project of this nature, it is difficult to evidence all of the economic impacts of this new cultural tourism initiative. There is however strong evidence of the long term social and economic benefit that high quality culture-led investment has had in the SELEP region. This can be particularly seen in Kent over recent years: Turner Contemporary gallery in Margate has welcomed over 3 million visits and contributed more than £68 million for the local economy (£8.76m generated in 2016/17), leading to the opening of around 150 new businesses and safeguarding 155 jobs. A social return on investment study conducted by Turner Contemporary in 2015/16 found that for every £1 invested, £2.88 of net social value is created for visitors to the gallery. In Folkestone, the Creative Foundation has created more than 500 jobs and restored 90 buildings to transform the old town into a Creative Quarter, making the town a better place to work, play, study and visit.

Tourism itself has had significant economic benefits in Kent. The average spend of an overnight trip in Kent is £184.45 (2015 Economic Impact study), an increase of 2% on 2013. Research has demonstrated that cultural tourism in particular can reap substantial economic rewards: research undertaken by Culture Kent found that cultural tourists tend to stay longer in Kent thereby potentially increasing spend.

The investment in England's Creative Coast to create an innovative new tourism offer has the potential to yield strong return on investment for the SELEP region and will continue to strengthen the creative economies of the coastal towns.

17. Dependencies and Risks

Please detail any scheme dependencies, risks and delivery constraints which may impact on the delivery of the project and or the benefits achieved through SSF investment in the Project

The project is, of course, dependent upon the general tourism market within the UK and any potential impact of Brexit. However, analysis of hard border impact, suggests that more UK visitors may therefore holiday in UK thus compensating for loss of international visitors.

The two main funding streams for the project, the Cultural Destinations Arts Council funding (£500,000) and Discover England Fund from VisitEngland (£350,000) have differing timelines, however this does ensure that a broader international campaign for the promotion of this geographic is undertaken early. The Cultural Destinations funding runs from January 2018 – January 2021. The Discover England Fund runs from January 2018 to March 2019, with some reprofiling of delivery to September 2019.

18. State Aid Implications

Please indicate how your project complies with State Aid Regulations

There is no commercial advantage to Turner Contemporary in undertaking this project and activity.

NB: A declaration of compliance with EU or other State Aid Regulations will be required prior to any SSF

being provided. If your project is awarded SSF it will be subject to a condition requiring the repayment of funding in the event that the European Commission or UK Government determines that the funding constitutes unlawful State Aid

19. Contracting Body

Please provide the name of the organisation to act as contracting body and give details of a contact within the organisation, including phone number and email.

*If the contracting body is **not** one of the SELEP County or Unitary Councils, please detail the organisation that has been chosen, why the organisation has been selected and the benefits this arrangement will bring to the project. Any known risks of this organisation acting as contracting party should be identified here. Essex County Council as Accountable Body will make the final decision on whether any organisation is a suitable contracting partner.*

Turner Contemporary is a registered charity (No. 1129974) (It's company no. is 6772337). The principal objective of the company is the provision of a permanent gallery in Margate for the visual arts organisation which celebrates JMW Turner's association with Margate and, through a varied programme of exhibitions and events and learning activities, promotes an understanding and enjoyment of historical and contemporary art.

The Lead and secondary contacts are: Victoria Pomery / Bryony Bishop
Position: Director of Turner Contemporary / Project Manager, England's Creative Coast

Email: vpomery@turnercontemporary.org / bryony@beebeecomms.com

Tel: 01843 233002 / 01843 295143

The funding will need to be transferred from SELEP to KCC, using the following contacts:

Kent County Council, County Hall, Maidstone, Kent ME14 1XQ

Lead and secondary contacts: Sarah Nurden / Steve Grimshaw
Role: KMEP Strategic Programme Manager / Strategic Programme Manager

Email: Sarah.Nurden@kent.gov.uk / Steve.Grimshaw@kent.gov.uk

Tel: 03000 415618 / 03000 417084

20. Declaration

Declaration	I certify that the information provided in this application is complete and correct
Signature (Lead applicant)	
Print Name	
Organisation	
Date	



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A version of this document will be made available on www.southeastlep.com