



Cultural Quarter Towns Fund Business Case

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Towns Deal Board

Aim of the Cultural Quarter Project

'The design of a new Cultural Quarter in the town centre, mapping out the prospective location of new cultural and events venues through:

- (1) A test, pop up programme of arts and cultural events and*
- (2) Providing site concept designs to visualise these new amenities, demonstrating in principle effective and workable site layouts, appearance, scale, mass and access in order to justify the scope of the offer on each site' – Project PID*

'Investment in arts and culture ... can be an effective way of establishing a 'city brand' which helps to attract young and creative people to the areas. In turn, this can attract commercial creative businesses, catalysing regeneration and urban redevelopment

Background

- Covid-19
- higher vacancy rate
lower rate of independent units.
0.005014305
- 1hr 9min 7.77% from 18
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Previous Engagement

- 2019 a public consultation

Mystic Joe
part and across all 14 neighbourhoods

1,016 people took

- demand for cultural events
- a programme of activity.
- Development of a high-profile arts and cultural activity.
- Encourage people to visit the town
- Offer employment opportunities, resources for artists access to arts and culture.

Objectives and Outcomes

- more people to live, work and study
 - new cultural amenities and infrastructure
 - footfall
 - new business growth
 - new jobs/employment
 - Increase footfall
 - Improve the perception of the place
 - Reduce the vacancy rate
- diversify sectors



Examples of Other Initiatives

- creative drop-in centre

Empty Shop

exhibition and

Outputs

Project Outcome	Project Indicator	Project Outputs
Delivery of the Cultural Quarter masterplan		
Development of 4 site feasibility studies		
Production of 2 site delivery plans		

Financial and Economic Case

Year	22/23	23/24	24/25	25/26
Revenue	75,000	75,000	50,000	
Capital	75,000	75,000	50,000	50,000
Total	150,000	150,000	100,000	50,000

Activity	Revenue Cost (£)	Capital Cost (£)
Delivery of arts and events "Pop up" programme	48,300	



Governance and Management

Timeframe

