

Adur A Cultural Economy Plan 2017





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1. Purpose

The purpose of this document is to develop a cultural economy plan for Adur District Council through new partner opportunities. The plan addresses three key themes and will act as a working document for the Adur Cultural Coastal Community Team (Adur Cultural CCT).

- **Links between local retail and creative businesses**
- **Opportunities for increased cultural activity within leisure and events**
- **Improved place marketing and communication**

Through a breadth of local consultation this document will also example existing best practice, identify like-mindedness in existing public policy and strategy and give recommendations gathered from partner feedback and CCT benchmarking.

2. Methodology

Consultation - in addition to the Councils' Project Team one-to-one consultations have taken place with key cultural and economy partners across the Adur district. Overarching themes and salient points taken from these consultations are highlighted in the plan under Consultations, page 12. A full list of those consulted can be found under Acknowledgements, page 19.

Data Analysis - primary data was collated from existing plans, policies and strategies from our key partner organisations. Adur District Council and West Sussex County Council publications, partner delivery plans and local data was also analysed to form a baseline of information. Secondary data relating to regional demographic and economic studies was collated from public domain and council documentation. A list of publications and data sources used to inform the plan are listed under References, page 19.

Planning - having analysed and evaluated the collated data and taking into consideration the views and information gained from the consultation process a plan was created with emphasis to the plan's Aims and Objectives, page 10 and referencing the analysis, page 11. The plan uses SMART objectives and illustrates a number of 'quick wins' for completion.

Evaluation and Action - following a draft completion and in consideration of the Barriers and Risk, page 18, the plan was presented to the Project Team and a group of stakeholder partners for feedback at a facilitated workshop.

Publication - the Adur Cultural Economy Plan is created for public access and will be posted in PDF form on the Adur District Council and Coastal Community Teams' websites: www.adur-worthing.gov.uk; www.coastalcommunities.co.uk

Content - the plan follows the subject headings and content recommended by the Coastal Communities Alliance. It is designed as a working document, to be updated regularly through its lifespan. By following the Coastal Communities Alliance template it is expected that the plan makes easier funding applications to the Coastal Community Fund and quick reference for benchmarking against nationwide Coastal Community Teams.



3. Context

3.1 The local area Geography and history

Adur district is situated on the south coast of England, in the county of West Sussex. It is neighboured by Worthing district to the west, Brighton & Hove to the east and Horsham to the North. On its southerly edge Adur faces the English Channel and enjoys approximately 6 miles of coastline.



Fig 1. Satellite image of Adur with boundaries

Adur has a population of 61,300 in comparison to Worthing which has an estimated population of 104,600 (recorded 2014). The majority of the population in Adur live along the southern coastline, below the A27 which travels horizontally through the district. To the north of the A27 stretches an area of the South Downs National Park (designated as an area of outstanding beauty) and is therefore mainly countryside, except for Coombes, a hamlet on the South Downs boarder. The River Adur, at 20 miles long, runs through the district down to the English Channel passing Shoreham by Sea (Shoreham) by two miles.



Fig 2. Map – South Downs National Park and Adur District Boundries

Adur District Council was created on 1 April 1974 by the merger of Southwick and Shoreham urban districts and the civil parishes of Coombes, Lancing and Sompting from Worthing Rural District. On 1 April 2008 Adur and Worthing Councils joined their administrative operations under a single management structure, with a single Chief Executive. Adur is comprised of fourteen electoral wards, represented by twenty-nine councillors; the Conservative party are in overall political control with a sixteen member majority.

 South Downs Nation Park



Shoreham - Population 48,487

Shoreham is the largest town in Adur and prior to the two councils combining resources Shoreham was the site of the civic centre for Adur District Council. The Shoreham Centre in Pond Road, managed by a charitable trust, now provides the front facing council services for residents. Old Shoreham dates back to pre-Roman times and new Shoreham was established by the Norman conquerors towards the end of the 11th century. In the centre of the town is the Church of St Mary de Haura, which was built in the decade after 1103.

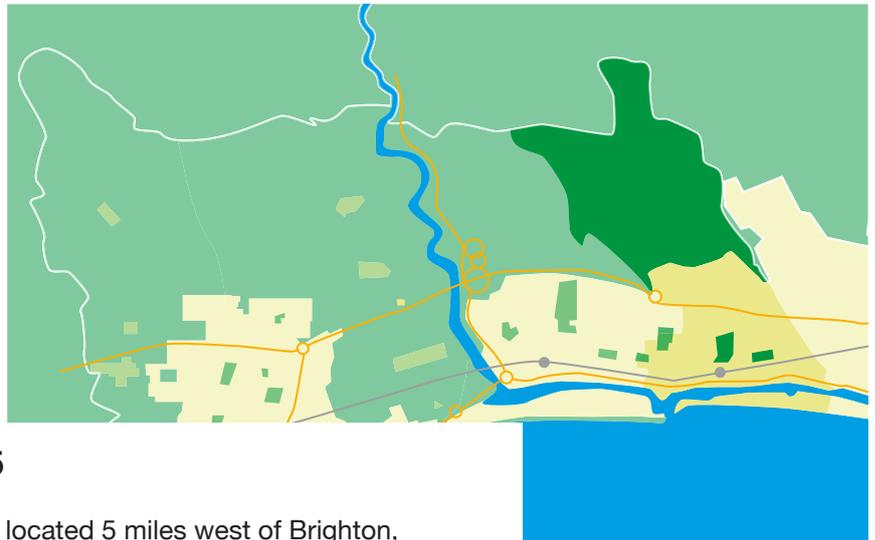
The Shoreham Beach district, south of the A259, is a residential and shingle spit, extending from Lancing to Shoreham Fort (built in 1857) and includes the harbour entrance at Shoreham Port. Shoreham has a well-established cultural identity in Adur which includes commercial and community festivals, performing arts venues, visual art galleries and multi-genre practitioners. The monthly Farmers' and Artisans' markets (managed by Adur District Council) are well supported by residents. Brighton City Airport (formally named Shoreham Airport) is located between the A259 and A27. Founded in 1910 the airport is art deco in design and has featured as a television and film location. Now in its third year the Wildlife music festival is held on the airfield in June, attracting 40,000 festival-goers over two days. Currently used by small aircraft Brighton City Airport is claimed to be the oldest licensed airfield in the UK and the oldest purpose-built commercial airport in the world.



Lancing - Population 18,810 (including Coombes)

Lancing is a large village and civil parish neighboured by Sompting parish in the west, Shoreham to the east and Coombes to the north. Geographically Lancing may be divided in to three distinctive areas, dissected horizontally by the A259 (between Lancing Beach Green and Lancing village centre) and the A27 (between Lancing village centre and North Lancing). As with all the coastline in Adur, Lancing beach is shingle but enjoys clean sand at low tide. Widewater lagoon, a saline nature reserve, is a short walk from Lancing beach green. The lagoon is cared for by local community group World of Widewater. An additional nature reserve, Lancing Ring, can be found in the nearby South Down National Park and is cared for jointly by Adur District Council and The Friends of Lancing Ring. Lancing Ring sits alongside the Iron Age Forts, Cissbury Ring and Chantonbury Ring.

In May 2016 Lancing Parish Council moved from a conservative to a UKIP parish council, winning ten of a possible sixteen council seats. Of the remaining six, four remained Tory and two were gained by Labour.

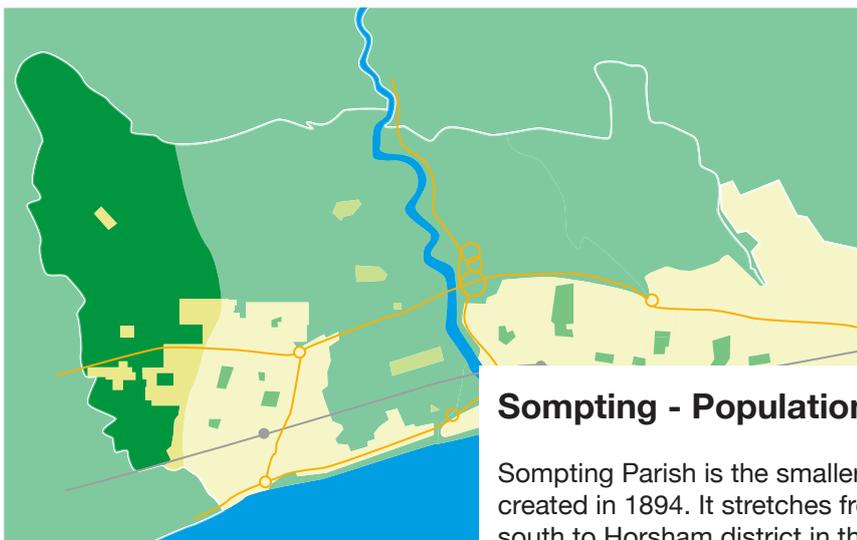


Southwick - Population 13,195

Southwick is a small town and civil parish located 5 miles west of Brighton, adjacent to Shoreham. Alongside the A259 in Southwick is Shoreham Port and Harbour. Southwick beach is owned and managed by Shoreham Port and is open to the public under the Port's permission. The beach is accessed either by private road or by foot over a series of locks spanning the harbour basin. Southwick beach has gold standard bathing waters, the only bathing waters in Adur and Worthing to achieve this.

Southwick has a substantial village green with wonderful views of the South Downs. To the side of the green is Southwick Square, the town's shopping centre, home to many individual retail businesses.

Beneath Manor Hall Road in Southwick lies a first century AD Roman villa. It was an elaborately decorated lavish residence similar in design to Fishbourne Roman Palace. The site was acquired by the Sussex Archaeological Trust in 1931 and part of the villa was opened to the viewing public for a short time. In 1953-4 the site was sold to a property developer and in 1965 the Methodist church on Manor Hall Road was built. The site now lies below residential housing and there are corresponding road names in the area, such as Roman Road, and Roman Crescent.



Sompting - Population 8,561

Sompting Parish is the smaller of the two parish councils in Adur District, created in 1894. It stretches from just below the main railway line to the south to Horsham district in the north. To its east is Lancing and to the west, Worthing.

Sompting Parish Council has twelve councillors who represent four wards. The Parish Council has taken the lease for the old community centre, now named the Harriet Johnson Centre in Loose Lane. In 2012 Creative Waves was commissioned to paint a mural on the Centre. One of the designs celebrates St. Mary's Church, Sompting, famous for its Saxon Helm tower. During the years following 1960 Sompting saw an increase in population due to a number of local housing developments.

3.2 Community, cultural economy and related Initiatives

Community and economy

In Adur 34% of the population is aged between 35 and 59 years, 29% are 60+ years. The percentage of those aged between 40 to 50 years old increased by 1.7% between 2001 and 2011, representative of the 1960's baby boom. Just under 52% of the population is female. There exists a high proportion of the ethnic group White; British in most wards in Adur - last confirmed in 2011 as 92.9%.

This is the second highest local authority White; British percentage in West Sussex with Chichester 0.1% higher at 93%. Between 2001 and 2011 all local authorities in West Sussex saw a reduction in the proportion of the White; British ethnic group in their populations. In Adur this was a 2.6% difference. Of the three highest proportional ethnic groups listed in Adur the other two are White; Other White (2.1%) and Asian/Asian British; Other Asian (0.4%).

Adur has an average population spread for the county; which is higher compared to both England and the South East but lower than Worthing. The population density varies greatly across the district, as is highlighted in the Local Area section of the plan.

In 2010 30,100 of Adur's working age residents were economically active. This represents more than 80% of the district's working age residents. This is high by national standards and is similar to the economic activity rate in both West Sussex 81.5% and the South East 79.3% as a whole.

A regular bus service and train-line offer public transport links through Adur to neighbouring Worthing and Brighton/Hove, with numerous stops. A Southern Rail network provides a service from train stations in Adur to Gatwick Airport and onto London Victoria without the need to change. The A27 connects to the A23 which leads motorists to Crawley and onto the M23 to Gatwick and Greater London. However, both the A259 and A27 are prone to congestion during peak travel times. Shoreham Port offers berthing facilities for visiting commercial vessels and leisure craft.

In a joint initiative between West Sussex County Council and Adur District Council it has been suggested that Adur and Shoreham would be part of a county wide pilot of ultrafast broadband. In what would be the country's first gigabit county there exists great potential for residents, educational institutes, hospitals, council services and business investment in Adur. Adur district has a vibrant local economy with expertise in public administration, finance, manufacturing and international trade, along with growing tourism, cultural and creative industries. Local industry is situated across the district and in three key business parks in Lancing (also a BID), Brighton City Airport and Shoreham Port and at a further five, smaller, industrial estates. In 2008, there was 454,000 square meters of commercial and industrial floorspace in Adur. This included 307,000 square meters of industrial space; 44,000 square meters of office space and 89,000 square meters of retail space. Home based businesses are seen to be a significant part of the local economy and there is a positive move through council partnerships and agencies to encourage and develop business enterprise.

In relation to the cultural economy in Adur recent years have seen changes to the way in which support has been made available by Adur District Council to the arts and town centre management. The Adur Festival, held annually in the first two weeks of June, has been running for 30 years. The management of Adur Festival moved from Adur District Council to Ropetackle Arts Centre in 2013/14. The festival was Council part-funded for a following 3 years.

In 2017 the Adur Festival did not take place and instead the time is being used to both review its artistic direction as well as develop its community model. As well as promoting a live performance programme Adur Festival provides support and advertising for many local artists, organisations and festivals in the district. It is one of two cultural activities (the other being the Adur Art Trail) which spans the Adur district. In 2015 an independent evaluation report estimated Adur Festival contributed £698,500 to the local economy.

Cultural Assets Map



- | | | |
|--|---|--|
| 1 Lancing Business Park | 7 Lancing College | 14 Shoreham Art Gallery |
| 2 Lancing Beach Green | 8 River Adur | 15 Shoreham Artisans' and Farmers' Market, East Street |
| 3 Shoreham Allstars, Penhill Arts Centre | 9 Adur Recreation Ground | 16 Buckingham Park |
| 4 Monks Recreation Ground | 10 Shoreham Beach Green | 17 Shoreham Fort |
| 5 Lancing Village Market, Queensway | 11 Ropetackle Arts Centre | 18 Shoreham Port |
| 6 Brighton City Airport | 12 The Shoreham Centre and Skyway Gallery | 19 Southwick Green |
| | 13 West Street Loft | 20 Southwick Square |
| | | 21 Southwick Recreation Ground |

Related strategies

- Coast to Capital Local Enterprise Partnership** – Adur district falls within the LEP encompassing Brighton and Hove, Croydon, Gatwick Diamond, East Surrey, Lewes and West Sussex. The Coast to Capital LEP region contributes £49.7 billion gross value added (GVA) to the UK economy and is the 6th largest of all UK LEPs. Working alongside partners including higher education institutes, the Chamber of Commerce and local councils, Coast to Capital provides support and advice through a Business Navigator Growth Hub, based in Shoreham.
- A Commitment to Culture** – Is a pathway document in the realisation of a united and focussed cultural drive for Adur and Worthing. It provides a methodology through which the cultural partnership (supported by Adur and Worthing Trust and Adur and Worthing Councils) may strategically develop culture within the region. A Commitment to Culture has a strong partnership/stakeholder ethic encouraging emerging practitioners, makers and ventures.
- Surf's Up** – Is a council agenda for growth and improvement across Adur and Worthing referencing an age where councils are committed to becoming Civic Social Entrepreneurs. Surf's Up contains forty prioritised outcomes, realising the role of the councils in community leadership by drawing together the right people to deliver on these commitments.
- Platforms for Our Places** – Following on from the Surf's Up strategy for Adur and Worthing Council, the Adur Cultural Economy Plan mirrors Platforms for Our Places in its desire to create a programme from which the cultural/retail community in Adur may develop. In creating a Coastal Community Team the Council has committed to working alongside its partners in finding local-based solutions and adopting new ideas.
- Coastal West Sussex Economy Partnership** – The partnership brings together stakeholders around key economic issues across the coastal region between Selsey and Chichester in the west, through to Shoreham in the East. It provides public and private sector leadership on issues that impact the West Sussex coastal economy. The Partnership's vision is for a strengthened coastal economy that delivers an exceptional experience for residents, businesses and visitors. Their aims for the future include a better skilled workforce, a better-connected coast and better employment and job opportunities.
- Support Agencies** – Several support agencies exist in Adur to assist community groups, business and enterprise, cultural activity and practitioners. In particular Community Works, Adur and Worthing Trust, Adur and Worthing Chamber of Commerce, Adur and Worthing Business Partnership (AWBP) and Adur Voluntary Action. In addition, the West Sussex County Council - Community Partnership Team for Adur and Worthing also signpost suitable support and assist communities.

3.3 Supporting data

Deprivation: Adur is the most deprived local authority area in West Sussex.

Life Expectancy: The average life expectancy is 79.6 years. Slightly higher than Worthing and the South East and higher than overall average in England.

Education: GCSE attainment has improved by over 10% in recent years. However, just over a quarter of the adult population have no qualifications, the highest level for any local authority area in West Sussex.

Work & benefits: Adur has the second highest unemployment rate in West Sussex.

Fuel Poverty: In certain areas 1 in 10 properties in Adur are considered to be in fuel poverty.

Health: The adult population defining their health as 'bad or very bad' is significantly worse in Adur than the England average. Obesity, smoking, low physical activity levels, diabetes, cancer, limiting long term illness, self-harm and a high number of carers being contributory issues.

Crime: In recent years there has been a reduction in total crimes committed in Adur. However, a great variation across the district exists with anti-social behaviour listed as the most common crime.





4. Aims and objectives

Our vision

It is the aim of this plan to create and maintain a distinct and focussed Adur region; supporting a year round diary of community led events and a mercantile cultural landscape, resulting in increased economic and cultural well-being for Adur.

Our aim

The plan aims to draw together Adur District Council and its partners to create an Adur Coastal Community Team, bringing together the towns/villages, partners and strategies to influence a plan, facilitating economic vibrancy and cultural activity.

Our objectives

- To develop and formalise existing regional cultural and economic partnerships through a Coastal Community Team.
- To better sign-post and support local events, markets, community activity and develop local retail.
- To develop local identity and explore local branding opportunities.
- To provide consistent and appropriate support to cultural economy businesses and groups.

5. Review and analysis

Strengths

- A recognition that a combined approach will result in greater outcomes
- Strong sense of local identity combined with cultural and economic well-being
- Some existing informal networks between cultural and retail organisations
- A strong historical diary of events.
- A strong council identity, with council officers and managers known to local organisations
- Good transport connections to the area and within the district
- On-going success of Shoreham's retail community following a historical Portas town centre initiative
- Higher footfall from improved café facilities on Lancing Green

Weakness

- Low visibility of cultural and community support agencies and trusts within Adur
- Low visibility of Council member support
- Confusion between the role provided by Community Works and Adur Voluntary Action
- Parochial attitudes within Adur and between neighbouring districts
- No shop window or identifiable brand for Adur (i.e. Discover Worthing)
- No TCI or BID within Shoreham and no Town Centre co-ordinator
- Low visibility signposting to village and town centres
- Few formal networks between retail and the culture offer

Opportunities

- Adur Community Grants newly re-launched
- Local grant funding opportunities
- Attractive open spaces – Adur Recreation Ground, Buckingham Park, Lancing Green, Coronation Green, Southwick Green, Shoreham Beach Green
- An improved Christmas offer
- Support from key industries within the area to engage and support the local community and cultural sectors
- Commercial sponsorship, charitable giving and in-kind support
- A new café planned for Shoreham Beach Green, due to open Easter 2019.

6. Consultation

6.1 Individual consultations

Formed over an eight-week period the consultation process used to inform this plan has focussed on four key groups:

1. Adur District Council
2. Supporting agencies
3. Cultural providers and venues
4. Town centre retail and local industry

Overarching and re-occurring themes:

- The Adur Cultural Economy Plan and the forming of an Adur Coastal Communities Team was positively received.
- It was largely reported that while Adur District Councillors recognised the economic benefits of cultural activity subsequent council funding was not felt to be a priority.
- It was felt that the value of the cultural offer in the district could be increased through heightened council member advocacy. Worthing was cited as an example of where increased member advocacy, through regular briefings on the town's cultural assets, is used to great effect.
- Increased support from the cultural and community agencies operating across Adur and Worthing would be welcome in the district and a heightened profile of the services and support available to community groups would see a greater take up.
- Officers, managers and heads of service within Adur District Council were well known to those consulted and the majority reported positive relationships. Most notably the departments of Place & Investment and Culture under the Director of Economy.
- It was felt that Worthing Theatres had achieved a large marketing presence in Shoreham, utilising bus shelter poster sites in addition to other marketing strategies. Worthing Theatres is aware and sympathetic to this opinion and Adur District Council has introduced a pricing policy for the poster sites which are council owned.
- Within the district Ropetackle Arts Centre and Adur Festival were both viewed as focal points for cultural activity in the district.
- Many organisations reported benefiting from partnership working and marketing assistance from Ropetackle Art Centre. There was a feeling, however, that Ropetackle had become less connected to the local cultural community recently than in previous years. The Ropetackle Director considers probable that this has arisen from concerns surrounding the pausing of the Adur Festival during 2017. Going forward it is understood that ensuring connectivity with the cultural community remains a central objective for Ropetackle.
- Adur is perceived to be the poor cousin in relation to Worthing and that as a result Worthing is prioritised for council services and available funds.
- Southwick and Lancing are perceived to be the poor cousins in relation to Shoreham and that as a result Shoreham is prioritised for council services and available funds.
- The development of Shoreham Farmers' Market is seen as a terrific success. It continues to attract large numbers of visitors and residents and is used regularly as an advertising platform for local festivals and venues.
- It was widely considered that improved communication (possibly including formal networking) between retail, commerce and the wider cultural community should be encouraged within the district.
- It was felt there was a small gap in service provision without town centre management or previously offered informal arrangements.



Additional (salient) points taken forward:

- Many community led organisations felt that they had insufficient time to apply for the funds or grants needed in order to effectively run their activities. Communication of event dates play a key part in enabling organisations to become a part of the Adur Festival.
- There is evidence of a clear divide in the futures of those organisations who have maintained a ‘funding only’ model of income generation in comparison to those who have broadened their funding streams, develop secondary sales, attract corporate sponsorship and/or increase ticket sales.
- Organisations operating as charitable trusts, CICs, and social enterprise etc. were seen to be in a more stable financial position than those groups with less robust governance frameworks.
- While corporate sponsorship was sought for some cultural activities this was largely ad-hoc or secured through established relationships.
- It is considered that commercial markets, events companies and professional promoters favour Worthing over Adur when booking town centre sites and parks. This is due to perceived guaranteed footfall and therefore less commercial risk.
- Following the pause in 2017 of the Adur Festival and Adur Art Trail and the unavailability of Coronation Green in Shoreham it appears that the Adur Cultural Economy Plan is being conducted at an interesting time of pause and evaluation for the region.
- Stalls made available by the council for community use in the Shoreham Farmers’ Markets are very desirable and the opportunity to share a stall between organisations to promote activity was suggested.
- It was acknowledged that improving desirability of place, including public realm, would increase footfall into town and village centres.

6.2 Stakeholder workshop

Following the consultation process and input from key partners a stakeholder workshop was held to review the plan’s initial findings. Facilitated by Adur District Council this informal session encouraged discussion on actions with a view to agreeing, jointly, how best to progress. The workshop was also an opportunity to ensure input from additional individuals, key to the plan’s delivery and in forming an effective Coast Community Team (CCT).

It was agreed during the workshop that the Council would act as the central point of contact when communicating with the Coastal Community Alliance and Department of Communities and Local Government, on behalf of the Adur Coastal Community Team.

Updates on the delivery of the plan’s key actions will be communicated to the wider community via a range of media channels.

7. Adur Cultural Coastal Community Team (CCT)

Single Point of Contact

Place and Economy Manager, Place & Investment Service, Adur District Council, Town Hall, Chapel Road, Worthing BN11 1HA

Cultural Coastal Community Team

Robina Baine	-	Southwick Traders' Association
Fiona Burn	-	Place and Economy Manager, Adur & Worthing Councils
Julian Cioffi	-	Adur & Worthing Chamber of Commerce
Angela Edwards	-	Shoreham Community Trust & Skyway Gallery
Cllr Emma Evans	-	Adur District Council
Pauline Freestone	-	Events Officer, Adur & Worthing Councils
Tim Hague	-	Shoreham Port
Phil Jackson	-	Ropetackle Arts Centre and Adur Festival
Cllr Joss Loader	-	Adur District Council
David O'Connell	-	Shoreham Allstars
Alex O'Loughlin	-	Brighton City Airport
Tina Tilley	-	Adur & Worthing Chamber of Commerce

Team management

The Adur Coastal Community Team is comprised of local professionals and key community members. In the first year of operation the Adur CCT will meet formally every quarter and where possible to co-inside with scheduled Adur CCT activities.

Within the team each member has one of three chosen Plan Priorities working-groups to help action. Each sub-group is assisted by a representative Place and Investment Officer to aid the economy plan's delivery. Additional support can be provided on a project by project basis by existing support agencies e.g. Community Works and appropriate district and county council departments. Team management of the Adur CCT will be managed through a combination of virtual networking, social media and periodic meetings. Where possible social media and email will be used to promote activity and communication between team members, resulting in low running costs.

8. Plan priorities

Priority	Rationale	What we want to achieve
8.1 Creative and Cultural links to retail	<p>Better linking the cultural sector to local retail in Adur will result in a more robust local economy and enable community groups greater stability.</p> <p>Better linking the local retail sector to cultural activity will result in improved footfall, encouraging visitors and residents to purchase goods in Adur town centres.</p> <p>A joined-up Adur will appear as a more attractive offer in the securing of corporate sponsorship and trust/funding applications.</p>	<ul style="list-style-type: none"> Enhanced partnerships between the cultural sector and local retail through the newly formed CCT Enable improved grant, funding and corporate sponsorship platforms Ensure the Adur cultural community receive access to local support agencies Improved Christmas offer
8.2. Leisure and events	<p>Limited town centre management represents a potential weakness in Adur. A committed Coastal Community Team will provide a sense of direction, driven by a cross section of related parties.</p> <p>Presenting a joined-up Adur will appear a more attractive offer to commercial event organisers and promoters</p>	<ul style="list-style-type: none"> Enhanced partnership working and networking Explore investment opportunities Improved in-kind support to local events through capital equipment purchase
8.3 Place marketing	<p>By improving event and retail listings Adur will present as a cohesive place to visit, shop and reside. It will also create an improved sense of identity, quite separate from its neighbouring district cousins.</p> <p>Improved and connected signage and signposting will assist in attracting additional footfall.</p>	<ul style="list-style-type: none"> Develop a place marketing plan Create an Adur district visitor and event listing site/portal using easy access/low maintenance social media Improved physical and virtual signposting

9. Plan Delivery

9.1 Creative/cultural links to retail

Key Project

9.1.1 Enhanced Relationships

Outcomes / Output

Improved communication creating stronger relationships with which to build on the Plan outcomes. Improved Council member advocacy

Lead and Key Partners

ADC & ACCT

Activity

- a) Creation of the Adur Cultural Coastal Community Team, incorporating council members of Adur District Council and retail communities
- b) Arrange a series of bi-annual partner forums, incorporating informal information exchanges, guest speakers and support agency presentations.

Key Project

9.1.2 Improved Grant Funding

Outcomes / Output

A better informed and resourced cultural community resulting enhanced stability and economic development

Lead and Key Partners

ADC, RAC, CW&WSCC

Activity

- a) Arrange a short, focused series of funding surgeries incorporating Adur Council Grant opportunities. Hosted by Adur District Council in collaboration with Community Works

Key Project

9.1.3 Town Centre Christmas Lighting and Trees

Outcomes / Output

Improved evening economy in Shoreham and Southwick. Increased visitor and resident footfall to retail. Engaging with local arts practitioners to develop relationships and creating local ownership

Lead and Key Partners

ADC, STA, ACCT, A&WCC

Activity

Christmas Lighting

- a) Reassess the safety of the lamp columns in Shoreham
- b) Reassess the hanging points in Southwick for suitability
- c) Contract Adur Art Collective to design new Christmas lights for Shoreham and Southwick town centres
- d) Commission Ultralite Ltd to develop new Christmas lighting for Shoreham and Southwick town centres
- e) Install new electrical points in Shoreham and Southwick (if necessary)
- f) Install new Christmas lighting in time for light evening opening - Autumn 2017/2018
- g) Create 2 x community events for Christmas light switch on in Shoreham and Southwick - Autumn 2017/2018

Christmas Trees

- a) Secure a quote for suitable corporate sponsorship signage and supply of 2 x good quality, sizable, Christmas trees
- b) Secure a 3 year corporate sponsorship of the Shoreham and Southwick Christmas trees
- c) Arrange delivery, installation and safe lighting of the trees
- d) Arrange the Christmas tree 'switch on' to co-inside with the Christmas light community events and related PR.



9.2 Leisure and Events

Key Project

9.2.1 Enhanced Relationships and Events Network

Outcomes / Output

Improved relationships between key partners, shared experience and good practise. Ensuring support to local event and festival organisations.

Lead and Key Partners

ADC, CW&WSCC, ACCT, SP & AWCC

Activity

- Establish a virtual event and festival network (including Adur street markets management and traders)
- The virtual network may be incorporated into the suggested key partner forum 9.1.1 in order to meet
- The network would also be a useful addition to town centre Christmas event planning

Key Project

9.2.2 Event Equipment

Outcomes / Output

Capital purchase of equipment for in-kind support to local events and ADC events. Income generation for ADC from commercial hire of existing equipment

Lead and Key Partners

ADC

Activity

- ADC risk assessment of factors associated with the purchase of a marquee (including storage, insurance, manual handling and cost of erection/strike)
- ADC purchase of a marquee (fit for use on Coronation Green 12m x 30m)
- ADC purchase of external lighting, flooring and fittings for use in the marquee
- Create a community access and commercial pricing policy for marquee use
- Advertising of the marquee to relevant community groups and events
- Advertising of the marquee for commercial hire via the Adur and Worthing website

9.3 Place Marketing

Key Project

9.3.1 Place Marketing Plan

Outcomes / Output

A short, focussed strategy to project an Adur brand

Lead and Key Partners

ADC, ACCT & AWCC

Activity

- Create a new, simple brand for Adur-wide cultural, community and town centre activities, event listings, social media and for use by the event and festival network (9.2.1) In addition assess the suitability of Adur Festival as a conduit for Adur branding
- Further develop the policy on street market stall developments, bus poster advertising sites and street advertising/lamp column banners
- Plan the use and action the marketing plan

Key Project

9.3.2 Signposting and Signage

Outcomes / Output

New/additional signposting to Adur town centres from high volume roads. Improved place advertising resulting in increased footfall.

Lead and Key Partners

ADC, CCT, WSCC

Activity

- Complete a roadside and town centre signage audit with particular reference to connectivity of use
- Collaborative working with West Sussex County Council to approve, develop and install additional roadside signposting
- Develop new Adur town centre and rural signage focussing on connectivity of use ie. pedestrian pathways and cyclepaths

10. Barriers and risks

Identified barriers/risks	Impact	Likelihood	Overall	Risk Management
a) Being unable to secure external funding	High	Med	Med	<ul style="list-style-type: none"> - The potential to alter funding streams other than those indicated and expert officers within ADC - Expert ADC Investment Officer - Review community based options for application from CCT
b) Being unable to secure corporate sponsorship including in-kind support	Med	Low	Low	<ul style="list-style-type: none"> - Early engagement with key corporate partners - Support from Adur & Worthing Chamber of Commerce - Potential partners identified through a proven history of CSR
c) Being unable to gain planning permission for roadside signage	Med	Med	Med	<ul style="list-style-type: none"> - Prioritise sites which afford both impact and have a high likelihood of gaining permission - Early engagement with West Sussex County Council - Existing relationships between ADC Place & Investment and WSCC Highways & Transport
d) Willingness of partners to commit	High	Low	Med	<ul style="list-style-type: none"> - Full consultation process and a breadth of partner members to the CCT - ADC Project Team communication with ADC members - Strong regional support and early take up of new initiatives

Acknowledgements and References

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Helen Plant	-	Lancing Parish Council
Kim Adele Fuller	-	Adur Artists Collective
Angela Edwards	-	Skyway Gallery
Alex O'Loughlin	-	Brighton City Airport
Cllr Emma Evans	-	Executive Member for Environment
Tim Hague	-	Shoreham Port
Martin Allen	-	Ropetackle Arts Centre & Adur Festival
Robina Baine	-	Southwick Traders' Association
Sue Welfare	-	Adur Sea of Lights
Angela Parker	-	River Festival
Gary Baines	-	Friends of Shoreham Fort
Damian William	-	The Perch
James Parker	-	Suter's Yard & Shoreham Dragon Boat Racing

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Platforms for Our Places - 2017/2020
Adur and Worthing Community Profile - 2014
Lancing Vision - May 2012
Adur Local Plan (draft) - 2016
Future West Sussex Plan - 2015/2019
Coastal West Sussex Economic Plan - 2016/2020
Coastal Regeneration Handbook - 2010
Shoreham Harbour, Joint Action Plan (draft) - 2016
Adur and Worthing Economic Plan - 2013/2023
Barnstable Coastal Community Team - Economic Plan
Medway's Coastal Community Team - Economic Plan

Abbreviations Key

ADC	- Adur District Council	AWCC	- Adur and Worthing Chamber of Commerce
ADCG	- Adur District Council Grants	BCA	- Brighton City Airport
ACCT	- Adur Coastal Community Team	RAC	- Ropetackle Arts Centre
A&WT	- Adur and Worthing Trust	SP	- Shoreham Port
CCF	- Coastal Community Fund	STA	- Southwick Traders' Association
CW&WSCC	- Community Works and West Sussex County Council, Community Partnerships		

