

<b>Subject:</b>	<b>Recreate Project Progress Update</b>		
<b>Date of Meeting:</b>	<b>13<sup>TH</sup> November 2014</b>		
<b>Report of:</b>	<b>Executive Director Environment, Development &amp; Housing.</b>		
<b>Contact Officer:</b>	<b>Name:</b>	<b>Branwen Lorigan</b>	<b>Tel: 01273 291757</b>
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<b>Ward(s) affected:</b>	<b>All</b>		

**FOR GENERAL RELEASE**

**1. PURPOSE OF REPORT AND POLICY CONTEXT**

- 1.1 This report provides the Economic Development & Culture Committee with an update on progress made on the Brighton & Hove City Council element of the Recreate project.
- 1.2 The main aim of the Recreate project has been to realise the potential for creative industries to deliver economic regeneration and to stimulate employment. Recreate has supported the growth of art and creative industry businesses; this support has played a part in the growth of the Creative & Digital Information Technology (CDIT) sector, which in turn has brought about regeneration in our city.

**2. RECOMMENDATIONS:**

- 2.1 That the committee notes the progress made with the Recreate project and the outcomes achieved to date.

**3. CONTEXT/ BACKGROUND INFORMATION**

Funding

- 3.1 The Recreate Project is a European funded project, Interreg IVA France (Channel) England programme 2007 – 2013 and is co-financed by the European Regional Development Fund (ERDF), involving partners in the South East of England and Northern France.
- 3.2 The project has brought in approximately £500,000 for Brighton & Hove City Council to deliver their outputs and £200,000 for Wired Sussex to achieve their outputs. The project started in October 2013 and will finish in March 2015.

Partners

- 3.3 Recreate brings together fourteen partners from South East England and Northern France, including local authorities, voluntary and private organisations and business support providers.

3.4 There are two project partners in Brighton & Hove: Brighton & Hove City Council led by Economic Development, and Wired Sussex .

3.5 The following programme has been offered to Brighton & Hove micro and start-up Creative, Digital and IT (CDIT) businesses & entrepreneurs through the Recreate programme:

- Access to business support programmes tailored to art & creative industry business needs.
- Opportunities for start-ups, graduates and students to access continuous professional development.
- Opportunities for creative businesses to programme and participate in a wide range of cultural events such as arts and crafts markets, film festivals and performing arts festivals.
- Access to free or subsidised showcasing and workspaces across the partnership and within Brighton & Hove.
- Access to and use of the Fusebox, a commercial space refurbished by Brighton & Hove City Council.
- Access to temporary space through empty shop pop up scheme (s) across the partnership and within Brighton & Hove.

3.6 Brighton & Hove City Council outcomes to date

3.6.1 The project has worked with Wired Sussex to fund the refurbishment of units D-E. New England House, now known as the Fusebox:

- The project has enabled Brighton & Hove City Council to refurbish Units D-E, a previously empty commercial space in NEH. The refurbishment involved partnership working between several teams in Brighton & Hove City Council including Property & Design who project managed the build, work started in November 2012 and was completed in March 2013. The Fusebox provides free workspace to creative entrepreneurs and is managed by Wired Sussex

3.6.2 Establishment of a Pop Up Shops Scheme:

- The scheme was designed collaboratively with Council teams, Business Rates, Planning, Arts, Economic Development, Property and Design, and Commercial Agents. A broker 'We Are Pop Up' was contracted to act as a conduit between potential creative tenants' needs and commercial agents and private landlords with empty retail space available for temporary use. To date there have been ten creative pop up shops. Tenants range from a 'Sick Festival' performance piece, a gallery run by emerging artists, to the Brighton Fringe box office.

3.6.3 Programming and delivery of an event for makers and young people at the Mini Maker Faire, Corn Exchange:

- A start up creative business that works with creatives from across the CDIT sector was commissioned to host an event 'The Young Inventors Centre' for Children and Young People, at the Mini Maker Faire in the Corn Exchange. Seventeen creatives from across the Recreate partnership collaborated in the planning and delivery of this event which attracted over 4,000 visitors.

3.6.4 A £70,000, Art commission for the design and implementation of public realm project that will enhance the London Road Regeneration Area.

- A brief was written that supports the London Road Master Plan, Valley Garden consultation findings and Portas Pilot survey results. A Selection panel was formed including representatives from the London Road community, Local Action Team, Portas pilot, relevant council project officers. The panel shortlisted and considered presentations from shortlisted candidates. A winner was chosen which is 'Spacemakers' work is due to start in November 2014.
- 3.6.5 Commissioning 'Multi-Story Factory', a project taking place within New England House that aims to revitalise underused or unused spaces within the building.
- The project, by Spacemakers, takes the form of eight billboards published on the walls of the building itself, and aims to build up an up to date picture of New England House.
  - In the face of the forthcoming £24 million regeneration of the building, the project aims to bring the community together, to find out what's made there, what's shared, what's special about the building, and where it can go next. By revealing these stories, the project aims to empower the current residents of the building to inform the regeneration, and to inspire innovative collaborations, new business partnerships and help to ensure that any plans build on what makes New England House a success.
- 3.6.6 Professional development opportunities for creative businesses:
- Digital and face to face delivery in the form of webinars on the loop website. Face to face courses include Sketch up 3D design training for artists & council employees and an Arts and Crafts market professional development workshop.
- 3.6.7 Cross border Creative Digital and IT (CDIT) sector analysis conference:
- Jointly hosted and delivered by Wired Sussex and Brighton & Hove City Council.
- 3.6.8 Building and hosting of a website 'The Loop' [www.theloopbrighton.org](http://www.theloopbrighton.org)
- 'The Loop' website showcases the Brighton & Hove element of the Recreate project and promotes the other Recreate partner activities to Brighton and Hove businesses and entrepreneurs. This site also showcases other Brighton & Hove regeneration projects.
  - Brighton & Hove City Council consulted with a sample of creatives from across the CDIT community. The consultation looked at their business needs and explored different support options. As a result of the consultation 'the loop' website also hosts a membership based creative community. This online community seeks to inspire its members to share and develop new business ideas. The members exchange their resources, expertise and knowledge.

### Strategic relevance

- 3.7 The project supports the delivery of the City's Economic Strategy and has acted as a lever to bring in further investment through the City Deal which in turn will enable the wider refurbishment of New England House as a flagship growth centre for the creative and digital sectors. Brighton & Hove City Council has used the establishment of the Fusebox and its 'offer' to the creative, digital and IT

sector as evidence of the potential that the complete refurbishment of New England House will have on the future growth of the arts, creative and digital industries sector in Brighton & Hove. The Recreate project demonstrates the impact that Brighton & Hove's arts and creative industry sector has on Economic Regeneration and Town Centre Employment.

#### **4. CONCLUSION**

- 4.1 This report provides members of the committee with an update on the progress of the Recreate project.

#### **5. FINANCIAL & OTHER IMPLICATIONS:**

##### Financial Implications:

- 5.1 The total project costs over the project period are expected to be approximately £530,000. 50% of the project costs will be funded by the European Regional Development Fund (ERDF); the other 50% is match funded from existing revenue budgets within the City Regeneration service and by an amount in kind to the value of rent and service rates of the units at New England House which are being leased rent free as part of the project.

*Finance Officer Consulted: Steve Bedford*

*Date: 22/10/14*

##### Legal Implications:

- 5.2 There are no substantive decisions to be taken by the Committee as a result of this report; the content is for noting only.

The council exercises its economic regeneration functions under its general power of competence, as provided for in Part 1, chapter 1 of the Localism Act 2011.

*Lawyer Consulted: Oliver Dixon*

*Date: 24/10/14*

##### Equalities Implications:

- 5.3 None relating to this report.

##### Sustainability Implications:

- 5.4 None relating to this report.

##### Any Other Significant Implications:

- 5.5 None relating to this report.

## **SUPPORTING DOCUMENTATION**

### **Appendices:**

1. None

### **Documents in Members' Rooms**

1. None

### **Background Documents**

1. None