

## DORSET GROWTH DEAL EXPRESSION OF INTEREST FORM

### 1. Overview

<b>Name of project:</b>	Trailway Economic Growth Project (TEGP)
<b>Lead organisation:</b>	DT11 Forum Community Partnership
<b>Other delivery partners:</b>	<ul style="list-style-type: none"> <li>• There will be an overall Steering Group overseeing and managing the overarching TEGP with individual projects being separately led by their respective promoters.</li> <li>• Trailway Action Group, Creative Dorset, VAMP, Arts Council Bounceback Arts, Foreground Projects, SturQuest, Dorset County Council Countryside Rangers, North Dorset District Council, Blandford Forum Town Council, Disability Action Group North Dorset, The New Somerset and Dorset Railway Group, Blandford Railway Arches Trust (BRAT), Blandford Museum Railway Club (BMRC), and the Somerset &amp; Dorset Railway Trust (SDRT).</li> </ul>

#### Description of the Project:

*Include its purpose and location(s)*

- The overall project proposal is to create a public art trail running along 12.5 miles of obsolete railway track and stretches of the river Stour culminating at each end with a visitor centre/café/gallery and incorporating 12 public art sites within the landscape. The Trailway currently extends beyond Blandford and there are plans to extend it beyond Sturminster to Stalbridge.
- The TEGP is the strategic overarching project under which the various smaller elements are brought together to give them an identity and provide opportunity for branding and promotion of the Trailway as a whole. The Trailway provides the strategic backbone and physical linkages, but also a focus for attracting greater numbers of visitors, and improved visitor spend which will help to sustain local businesses in the area.

### 2. Finance

Project Cost by Financial year (£m)							
	Pre 2016/17	2016/17	2017/18	2018/19	2019/20	Post 2019/20	Total
Total Project		.342	.738	1.41		0.01	2.5

Cost							
<b>Breakdown of Financial Contributions</b>							
Growth Deal Funding requested							
Local Authority investment							
Private investment							
Other financial investment							

**Funding conditions and further information:**

*Describe whether the funding is agreed, subject to conditions or desired. If the project is receiving other financial investment, please outline the source of the funding*

- There is some funding available from Blandford Town Council towards the Langton Long Arches Project
- However the Town Council is looking for resources to develop the complementary Corn Exchange Project and is likely to target its funds towards that.
- Potential for supply of some of the board stands from a local manufacturer free of charge, part funding already secured from SDRT, BFTC, BMRC, BRAT and the Countryside Rangers. Match funding through volunteers for installation
- Other sources of funds will be sought through the community partnership and other organisations as suitable sources are identified and bids submitted.

**3. Outputs**

**Describe the project outputs in order of significance.**

*Include any outputs that you consider would be outside the immediate location of the project (i.e. supply chain support within the Dorset LEP area and/or interventions in areas suffering economic deprivation)*

**Direct economic outputs anticipated:**

- 5 + Enterprises supported
- 12+ Art Enterprises supported
- 11+ Jobs created
- 2 Enterprises collaborating with research entities
- 6+ Enterprises supported with new to market products
- 12 renowned artists commissioned to produce iconic sculpture and pieces of art including architects and engineers involved in the desing and construction of the bridge and the visitor centre
- Inreased visitor spend in the area by 5 – 10% locally (based on findings from other outdoor arts venues)

**Indirect economic outputs anticipated:**

- Increased visitor numbers, improved visitor experience, increased visitor stay, increased business engagement, increased promotion and recognition of the area.
- Supply chain in providing local products and services to meet the needs of an increased market (places to stay, eat, events to visit etc) Use of local materials by artistst, sales by local artists using the display space.
- There will be a catalytic effect through raised profile and image of the area, (really putting the area on the map), profile reputation captured from visitors through the ports and airports.

**Social Return on Investment:**

- Improved capacity in community groups and organisations
- Improved credibility of the DT11 Forum Community Partnership
- Improved quality of life
- Improved health and well being
- Improved community engagement
- Improved local business opportunities
- Improved opportunity for farm diversification opportunities
- Increased local income and employment
- Improved partnership working and stakeholder engagement
- Recreational and amenity value and improved understanding of design quality, heritage, landscape and biodiversity
- Improved recognition of the role of the arts in the economy and that artists consider themselves businesses in their own right

**How will the project meet the LEP's expectations for monitoring and evaluation?**

*See website for further details*

- A Project Governance structure will be put in place once funding is agreed. The lead organisation will be DT11 Community Partnership.
- A Steering Group will be formed from a wider group of stakeholders and consultees who will be kept informed of progress.
- Any funds would be held by an acceptable Accountable Body.
- A Project Manager will be appointed to coordinate the project delivery and individual project groups will deliver their respective projects.
- All tendering and commissioning will be undertaken in an open and transparent way in accordance with The Green Book and Local Authority Standing Orders.
- Specialist commissioning of sculptures and the iconic bridge would be undertaken through the Arts Development Company in conjunction with the Dorset Arts Trust.
- Some benchmark data is already available, having been collected through independently commissioned studies on tourism and the economic potential of the Trailway.
- Bournemouth University has been commissioned to provide a further more detailed economic growth analysis, which should be available in the next few months.
- A full study will be undertaken five years after the project is complete to review the project and assess the economic and social benefit and impact that it has made.

Outputs summary – difference from “do nothing”						
	2016/ 2017	2017/ 2018	2018/ 2019	2019/ 2020	Post 2020	Total
Additional public sector investment leveraged <sup>1</sup>						
Additional private sector investment leveraged <sup>1</sup>						
No. of housing unit starts						
No. of housing units completed						
Unlocked land (Hectares)						
Floorspace created (m <sup>2</sup> ) (include planning designation)		450sq.m Visitor Centre Plus other areas brought into economic use e.g. the Arches and café/				
No. of businesses relocated to LEP region						
No. of new business start ups		?				
Foreign direct investment attracted (£millions)						
No. of permanent, paid full time equivalent jobs <sup>2</sup>		5?				total s in eac h

<sup>1</sup> As a direct result of the delivery of this project, not funding of project cost as in s2 “Finance” above.

<sup>2</sup> Jobs figures should be direct jobs employed by the project. If you have estimates of indirect jobs, please give these in section 5.

No. of volunteer positions		?			
No. of new trainees/ apprentices/ work placements		?			
No. of visitors/tourists		?			

**Why is Growth Deal funding needed for this project?**

*Please set out the rationale and justification for the project. Please outline the contribution that the Growth Deal investment will make to the project*

- The overall project proposal is to create a public art trail running along 12.5 miles of obsolete railway track and stretches of the river Stour culminating at each end with a visitor centre/café/gallery and incorporating 12 public art sites within the landscape. The Trailway currently extends beyond Blandford and there are plans to extend it beyond Sturminster to Stalbridge.
- The TEGP is the strategic overarching project underwhich the various smaller elements are brought together to give them an identity and provide opportunity for branding and promotion of the Trailway as a whole. The Trailway provides the strategic backbone and physical linkages, but also a focus for attracting greater numbers of visitors, and improved visitor spend which will help to sustain local businesses in the area.
- Commissioning art which connects to the landscape, connecting with railway themes, the hill forts, the mills, e.g. Sturminster Mill and Fiddleford Mill. Art which is fun for kids and engages them, fun benches, making best use of any huts along the route. Use of apps to engage all ages to use art to make it a good family experience, which is good for day trip tourism and longer family stays.
- The Bournemouth University Impact Analysis of the North Dorset Trailway Study (2012) and local anecdotal evidence about how the local pubs and cafes can and have benefitted from cyclists and walkers using the Trailway, but there is huge potential to better promote the whole area, and also what it just off the Trailway in the nearby villages and towns. In order to do this the "offer has to be better". Therefore a public arts trail would considerably enhance the offer and the interest in the area and provide an opportunity to make a real impact.
- If this is also linked to both the tremendous architectural and historical heritage of the area, and tourism promoted through the destination management organisation, this should help in extending the interest and bringing tourism inland. This will reduce seasonality and offer opportunities for full time and part time employment. Longer visits require an overnight stay and will benefit accommodation providers, pubs, cafés, food markets and outlets, events in the area and provide a genuine economic benefit and potential for economic growth both directly and through the supply chain. There are opportunities in the individual projects for new businesses to start and for existing businesses to expand, creating jobs and opportunities for apprenticeships. There are existing

creative industries businesses along the route and nearby, such as a world leading international maze maker at Durweston and a local potter, the Elizabeth Frink statue at The Exchange in Sturminster is an under-promoted local attraction and the stone column depicting the four ages of the market site, which was commissioned and selected through competition by the local community who were engaged in the design of the fourth face, to represent the future of the town. There is untapped potential from local artists and also famous artists who have not had a suitable venue to show their work. This can be done through the creation of new buildings, but also by adding value to existing outlets and venues to attract additional visitors and customers as part of the overall visitor experience.

- The TEGP overarching project helps to provide the synergy between the series of individual projects which each offer something slightly different. This would meet the aims of the CISB in providing a rural sub-regional creative industries infrastructure.
- The Trailway is little known beyond the immediate vicinity and requires an identity and branding, promotion and a “wow factor” to lift it from being a popular trail to walk, ride and cycle, into an economic asset for the area. Without the Growth Deal funding this cannot happen.

**To what extent (if any) can the project proceed without Growth Deal investment?**

To a very limited extent. The TEGP won't happen. Some of the smaller elements might happen during the next few years if alternative funding can be found. Efforts will be made to source funds wherever possible.

**To what extent is the project scalable if the Growth Deal funding identified amounts to less than 100% of the proposed request?**

- The TEGP is entirely scalable as it is an overarching strategic framework made up of a series of inter-related but not inter-dependent projects. It is also scalable in terms of the timing and phasing of delivery. However if it is scaled down considerably the main project elements might be lost and the coherence and impact of the whole concept would suffer as a result.
- If reduced funds are made available, projects would have to be prioritised through agreement with stakeholders and the community. This can have a negative effect on partners competing for a share of the resource.
- It is also important to the credibility and reputation of the DT11 Forum Partnership that an exciting, substantial and spectacular project is delivered.

**Why is your organisation best placed to deliver this project?**

*Include details of your expertise in this area, your track record and any outside support (such as consultancy) that you will be using to deliver the project*

DT!! Has a long track record of bringing groups and organisations together in partnership to deliver programmes and projects. It has a well-established network of individuals, groups and organisations with appropriate skills, experience and knowledge. It is also able to make connections with a large number of volunteers and works across, business, community, environment, health and wellbeing and skills and training.

It would establish a governance structure for project delivery at the outset of the TEGP.

**Does the project have interdependencies with another any other project?**

*Please give details*

TEGP is an overarching strategic project framework which gives coherence to a series of inter-related, but not inter-dependent projects. There are other large project being worked on in Blandford, such as The Corn Exchange and The Fording Point but there are not inter-dependencies. These are complementary projects at various different stages of development. In due course, collectively they will further enhance Blandford and serve its catchment area. The Trailway is not physically confined to Blandford and will be free and accessible and self-sustaining once capital has been invested and will not rely on a revenue stream, except for the Visitor Centre which has already identified one.

**4. Delivery Constraints**

Please indicate whether the following have been secured either fully or in part, or provide an estimate of when they are likely to be secured. Insert N/A if not applicable to the project.

**Delivery Constraint/Risk**

**Project Position**

Planning consents	Planning permission will be required for the Visitor Centre and some other projects but the major sites are in the ownership of public sector partners and stakeholders in TEGP
Compulsory Purchase Orders	Hopefully none required – none anticipated
Public consultation	This will be undertaken throughout the project through established community networks to discussion alternative locations for the visitor centre and to present the range of projects contained under the TEGP Framework for public comment. This is unlikely to cause delay or delivery constraint as it is an integral part of the project
Traffic Restraint Orders	None
Transport and Works Act	Signage installation on roundabouts and highways has been discussed with DCC Highways who have collaborated in the project and produced the designs and estimates.
Public sector match funding	This is likely to be limited from local partners but there may be small grants available towards individual projects from either the District Council or Parish and Town Councils
Private sector match funding	This will be sought but cannot be quantified until there is an agreed overall project to excite interest
Procurement contracts	Contracts and commissions will be undertaken by appropriate bodies in accordance with statutory tendering requirements and standing orders

## 5. Skills Information

### Development/Construction phase:

#### **What are the local skills implications in the development phase of the project?**

- A suitably qualified and experience Project Manager would be recruited to work alongside the DT11 Forum Community Partnership and report to the Steering Group.
- DT11 has a skills base in its existing volunteers from many different professions.
- Tendering and Commissioning would be undertaken via the appropriate bodies such as the Arts Development Company and Local Authorities.
- Stakeholders include the Local Authorities who would be able to provide advice and support on the statutory requirements.
- The Ranger Service has huge experience in the development of the Trailway so far. The whole Award Winning Community Planning Structure in North Dorset contains a variety of very high powered people who are prepared to work as volunteers on projects across the whole area and SturQuest, the community partnership in Sturminster Newton commissioned and delivered The Exchange, which is a £4M multi-purpose community building profitably managed by the

community. Stakeholders and the promoters of the individual projects have relevant knowledge of what those might require.

**Is it envisaged that there could be skills shortages?**

*If so, please state in which area and when these skills will be required*

No. The whole project will be delivered in partnership with stakeholders with the appropriate skills and if there is an identified skills gap then appropriate consultancy time will be built in to provide any specialist skills that are missing in the team.

**Has the contractor committed to hiring local apprentices? If not yet, will they?**

*Please include details on the number of apprentices that will be hired and by when*

No not at this stage as contracts have not been let. A requirement to engage local volunteers and apprentices can be included as appropriate at that stage.

**Post Project/Construction phase:**

**What analysis has been carried out to assess the impact on local jobs?**

*ie. will the project create jobs, how many and in which areas?*

Estimates from the survey work undertaken indicates that 5+ FTE jobs will be created, directly as well as the shorter term employment of 12 artists and 1 Project Manager, during the project development phase. The principal direct beneficiaries are likely to be the tourism businesses, bed and breakfast, hotels, pubs, eating places, events, markets. Much of the job creation and growth will be through the supply chain and through the raised profile of the area which will attract people and increase spend, which will in turn increase the GVA and protect jobs.

**The Dorset LEP Employment and Skills board can help you work with local skills providers (such as colleges) to collect all of this information.**

Please put a cross in the box below if you would like to be contacted by a member of the team to access this support

**6. Declaration**

Have you attached a letter of support from your Chief Executive or other appropriate senior officer, confirming their support for your application?

Yes  No

On behalf of DT11 Forum Community Partnership, I, the undersigned, confirm that the information contained in this bid is true and that I am authorised to make this application. I confirm that, if successful, we will use this funding to deliver this project and for no other purpose and that the organisation will abide by the Terms and Conditions of this grant, as set by the Dorset Local Enterprise Partnership.

I give permission for my application and supporting papers to be photocopied and sent to the members of the Grant Panel to be considered for a grant.

<b>Signature:</b>	
<b>Please print full name:</b>	Nic Nicol
<b>Position:</b>	Chair
<b>Date:</b>	20 August 2015

**Data Protection:**

By providing your name and address details, you are agreeing for the Dorset Local Enterprise Partnership to store your details and contact you in relation to your grant

application. In the event of a successful application, your data will be used for monitoring and publicity purposes.