

GROW BRIGHTON

Proposal for interim use of the
site

October 2007

Our objectives

- To begin to tell the story of Grow Brighton
- To promote the Circus Street site as an emerging destination in Brighton & Hove for business, culture and community activity
- To build a community that will see the completed Grow Brighton as their future home, place of business or entertainment destination
- To facilitate the community consultation

Timing

- This proposal concerns activity on site from late 2007 until construction begins – currently planned for early 2009

Introduction

- Our proposals for the temporary use of the existing buildings have changed significantly from our initial proposal following concerns that an open market may detract from the existing city market
- Our intention is to start the process of building a community on site at Circus Street as soon as possible
- The community will be based around a series of cultural and community activities (art, design, film, dance, music etc)
- Ongoing activity will provide the ideal opportunity to interact with our neighbours and the wider Brighton & Hove community to conduct a continuous programme of consultation and participation in the development process

Cultural activity

- The story of Grow Brighton needs to be driven by creative inspiration. We will tempt the people of Brighton & Hove to cross Victoria Gardens and begin to see the eastern side of Grand Parade as a new, bright, interesting destination
- Brighton and Hove has an enviable cultural calendar with a wide range of events and cultural opportunities spread across the year for residents and visitors. Grow Brighton will work with this existing calendar – to create partnerships with existing providers and to fill some of the gaps that exist in the cultural offer.
- Large scale art exhibitions, design shows, film projects, performance art and cultural ‘happenings’ will draw both sporadic large crowds and regular visitor flows

- We will establish the principle of working in partnership with Brighton & Hove City Council's arts, creative services, sports and leisure departments to connect the Circus Street site into the strong and vibrant cultural ecology that already exists. The development, however, aims to provide a programme of activities that brings something new to the city – something it currently does not have
- The activities will either add to Brighton & Hove's reputation as a major cultural city by bringing national or internationally acclaimed cultural content to the site, increasing access for the city's residents to high quality cultural services, or they will celebrate elements of the city's own creative communities
- We want to surprise people regularly: the aspirations for the cultural life of the site combine the expectation that 'something' will happen there on a regular basis, with an element of surprise and uniqueness as to what that 'something' will be.

- We intend to encourage a semi-permanent presence on site for an arts group for the duration of the interim activity – we are already in talks with South East Dance about a temporary dance space in the market hall
- The market hall space will also be available on an ad hoc basis for hire to Brighton's creative community as a venue to display the city's creative output, for one-off events and shows, corporate events or exhibitions (the need for such a venue was highlighted in BHAC's recent 'Future of Outdoor Arts Events' report)
- It is key that the site becomes a recognised part of the cultural map of the city. The programme of temporary activity will be designed to build up this identity.
- As examples of the working relationships we are putting in place, we are in discussion with the Brighton Festival about events for 2008. We know that the Festival has had previous aspirations to use the space for site-specific performance work. We are in discussion with Cine City, the annual moving image festival for the city that takes place in November

- We will work very closely with the Council to ensure we conform to all necessary regulations in respect of event licensing
- We will have a permanent Grow Brighton project manager on site who will manage all the proposed activity and the opportunities for our partners to use the space
- At the core of the programme of activities we are proposing to develop an ongoing relationship with a major cultural venue in London to provide a series of art exhibitions, putting Brighton first on an international tour calendar as the shows move from London out to Europe and beyond...

The Wapping Project

- The Wapping Project is an internationally acclaimed art venue in East London. Art shows are curated there regularly, often in partnership with the Jerwood Charity
- The space is similar in scale to the Circus Street market building and as the shows are curated for the space, they will translate perfectly
- The series of shows will come to Brighton as the first stop on an international tour before travelling across Europe and wider
- There is also the possibility of adding to the excitement of the events by working with The Wapping Project in the other area of their expertise – their project is part-funded by a restaurant in the building it occupies. It is renowned in London as a very high quality eating experience.
- We are investigating the possibility of hosting a small, regular series of dinners for up to 150 people in the building, among the art, perhaps to celebrate the opening of each show.

- The dinners could be open to the public who would be entertained by performance and other cultural activities as they eat

Ancillary retail

- We are inspired by The Wood Store, already on site, and the profile that it brings to the building.
- We would like to be able to build a small number of retail opportunities on site, to be developed in an organic fashion, almost in response to the opportunities the building presents. We have investigated the possibility of building a more formal temporary retail offering on site, using the existing 'retail bays' but it appears that the cost may be prohibitive in the short term.
- We would like to work with companies similar in style to The Wood Store, who offer the opportunity to buy into a sustainable lifestyle. We would like to be creative in how we integrate them into the space for the interim period, responding to opportunities the cultural activity on site presents and creative ways of presenting temporary retail.

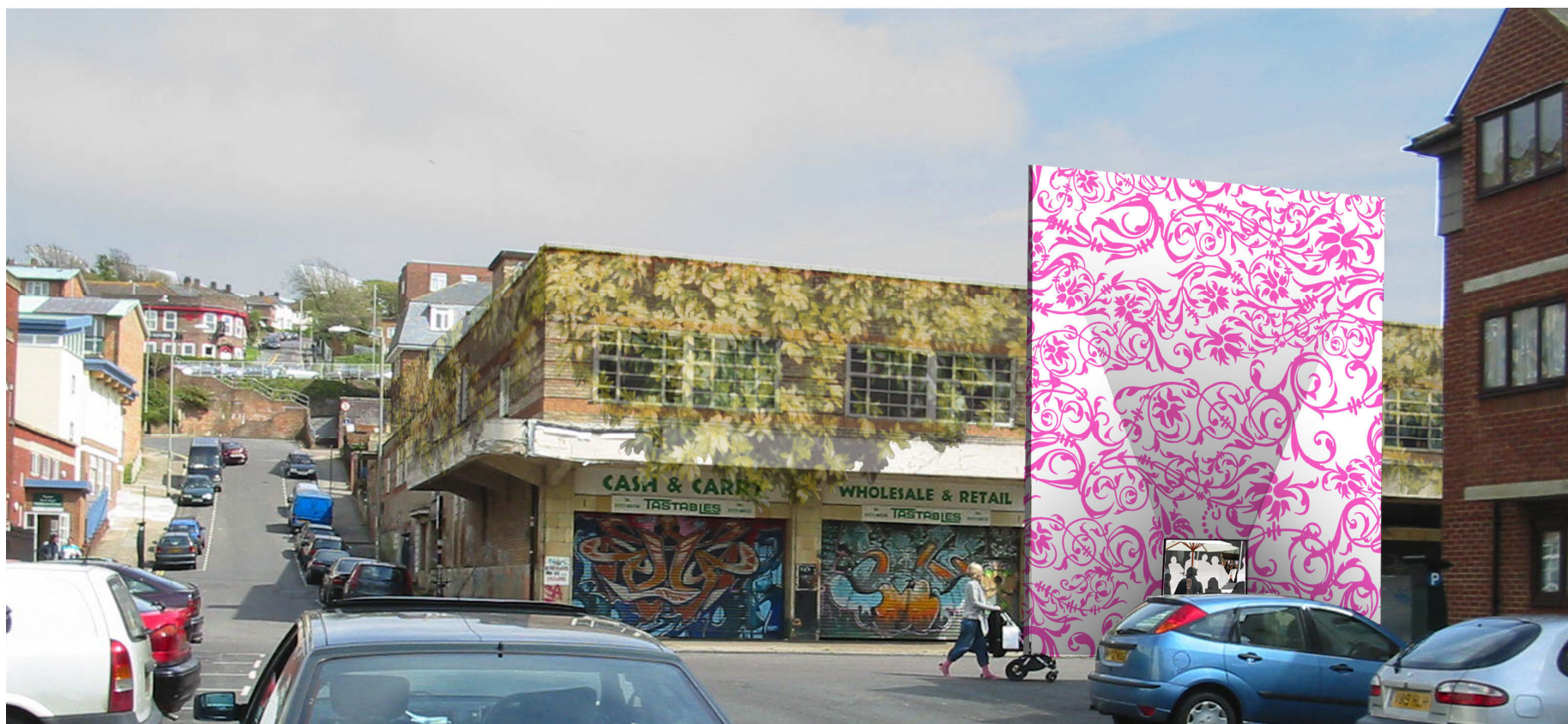
Community activity

- We will assign a space within the building for creative community use
- We intend to create a flexible space dedicated for a wide range of community groups to be able to utilise at low cost
- We have already consulted with the Turner Area Partnership, and have received interest in the space from a variety of different user groups who are in need of such an opportunity
- We will work with stakeholder partners including the Council to work out the best way of using this space to suit local needs
- The space will be managed by our Project Manager who will manage the space and ensure that such uses fit with the brand qualities and objectives for the project

The Grow Brighton HQ

- We will create a Grow Brighton HQ on site where our project manager will be based. The HQ will provide us with valuable exhibition space to help promote Grow Brighton and ensure successful management and operation of the interim use activity
- The project manager will be the principle point of contact with the cultural community of Brighton and Hove and the local community to develop the activities on site
- The HQ will be housed in a container structure located inside the market hall which will provide the central information hub for the activity.
- We will construct a toilet block within the building for users and visitors to the site





Financial

- We are prepared to invest the necessary capital to set up and run the temporary activity on site
- The anticipated cost of bringing the building up to suitable health and safety standards will approach £100,000
- Revenue streams will include income from space rental, grant and sponsorship income for the cultural activities. However, it is highly unlikely that we will cover our costs from any income streams but if any profits are generated, we will be happy to share 25% with the Council
- We will provide core funding for the cultural activity but will be looking for other commercial sponsorship and grants to add to the funding stream to ensure the highest quality of events and activities

COMMUNITY ACTIVITY	COST	REVENUE/VALUE
Capital cost of building improvements	£ 100,000.00	£ 2,000.00
Grow Brighton HQ	£ 100,000.00	£ 15,000.00
Contribution towards events (£50,000 p/a)	£ 200,000.00	
Building works to support temporary use	£ 50,000.00	
Staffing costs	£ 160,000.00	
Office costs	£ 20,000.00	
Miscellaneous	£ 20,000.00	
TOTAL	£ 650,000.00	£ 17,000.00
Contingency	£ 50,000.00	
NET COST	£ 683,000.00	

Health and Safety

- We have conducted a preliminary survey of the building prior to making this proposal that has enabled us to cost to the works we need to do to make the building safe for public use. Once we have received the council's permission to use the buildings, a full Health Safety audit will be undertaken.
- We will work closely with the Council to ensure that everything we do conforms to the highest health and safety requirements

Planning

- In order for our plans for the temporary use of the buildings to succeed, we will need to have the necessary flexibility to allow the Community/cultural related activities and events use of the space to grow and adapt organically whilst operating within the constraints of planning
- We will, of course, work with the council throughout the use of the buildings to ensure that any effects to our neighbours are minimised and that the necessary detail is completed to support our planning application
- A planning application has been submitted for temporary change of use to permit Class D1 and D2 activities with small scale ancillary Class A1, A3 and B1 purposes in advance of the commencement of redevelopment activity