

REPORT OF: HOUSING, HEALTH AND ECONOMIC DEVELOPMENT
SERVICES MANAGER

TO: POLICY AND RESOURCES COMMITTEE

DATES: 23rd October 2018

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PENDLE SCULPTURE TRAIL

PURPOSE OF REPORT

To report on the further development of the Pendle Sculpture Trail

RECOMMENDATIONS

- (1) That the Committee notes the grant award of £78,992 towards the further development of the Pendle Sculpture Trail
- (2) That the Committee notes the requirement to provide £6,869 from existing budgets as match funding and a further £3,500 for a Lead Artist

REASON FOR RECOMMENDATIONS

To provide up-to-date information on the further development of the trail

BACKGROUND

1. In 2012 the Pendle Sculpture trail was developed by the Tourism Officer of the Council and opened to the public in August of that year. The trail is a visitor attraction, based a short distance from the village of Barley in Aitken Wood, which is a United Utilities property. It is close to Black Moss Reservoirs.

2. A number of artists created sculptures in the wood, including local Lead Artist, Philippe Handford. The combination of healthy outdoor walking, good views, culture, art and history, has appeared to be a winning one, with an estimated 60,000 people having visited the site up to this year. Also many hundreds of entries of the trail's competition to identify "which witch is which" has demonstrated that this is a well-visited and popular attraction, particularly with families. These contacts were surveyed, and though their 75% satisfaction rating was very high, over two-thirds commented that it would be better with more artwork.

ISSUE

1. In 2017 the Council applied for a grant to help fund the further development of the trail. In the meantime in late 2017 an open call-out was sent out nationally through the Arts Council, as well as to local arts contacts, in order to reach as many artists as possible, and many imaginative offers of work were received. A panel, including Creative Director of Mid Pennine Arts, Nick Hunt, selected the best pieces.
2. In 2018, after a fairly lengthy grant procedure, funding was successfully secured from the LEADER/RDPE grant programme, which helps fund projects in rural areas. A grant of £78,992 was secured allowing the Council to employ 16 artists to create 17 new sculptures. A plan of these new sculptures is available and is attached. This is an exciting opportunity to create an enhanced attraction, attract more visitors to the area and boost the local economy.
3. The grant is obviously welcome but it does require matched funding. Fortunately the intervention rate of this particular funding stream is high for non-profit making organisations, and the grant body will fund 92% of the total bill for this project. The Council will need to provide £6,868 for a project costing £85,861 in total. This can be found from the existing 2018/19 Tourism Budget. The Council have also agreed to provide a small amount of additional funding which was deemed ineligible for grant, namely the employment of a Lead Artist. A Lead Artist is essential to the support and supervision of the all the artists, including ensuring that installations are sustainable and safe. This will cost £3500 and again can be found within existing budgets

IMPLICATIONS

Policy: Economic growth is part of the Council's Strategic Plan, as well as the Jobs & Growth Strategy. Tourism or the Visitor Economy forms an important part of those growth plans.

Financial: Grant funding fulfills 92% of the eligible expenditure on this project. The match funding and the majority of the Lead Artist fee are available within existing 2018/19 budgets with an estimated requirement of £4,564.40 from 2019/20.

Legal: A Licence is shortly to be signed by the Council's Head of Legal Service which permits the sculptures to be installed and remain on United Utilities premises.

Risk Management: None

Health and Safety: None

Climate Change: None

Community Safety: None

Equality and Diversity: None

Documents attached:

A Plan for the Further Development of the Pendle Sculpture Trail (with pictures of the new artwork)