

# Saltash Section 106 Funding Deployment Panel

## Application Form

### A. Overview

#### 1. Name & Address of Organisation

Salt Arts CIC, 17 Lower Port View, Saltash PL12 4BY

#### 2. Title of Project:

**Saltash Studios Launch Marketing**

#### Brief Description of Project

Further to recommendations from Catherine Thomson (following our meeting on 6/12/23) Salt Arts CIC is applying for support towards the cost of marketing and public events as part of the launch of Saltash Studios.

Salt Arts CIC is undertaking to refurbish the former Saltash Barclays Bank to become 'Saltash Studios' a vibrant co-work facility and cultural space in the centre of Saltash.

We will run an 18 month launch season of activities at the Studios. This project will:

- Draw people into the town centre to work, socialise and enjoy a wide range of activities.
- Ensure that the Saltash public and business communities are fully involved in the development of the Studio's facilities and cultural programme.

*These images from other co-work/events spaces illustrate what we are aiming to achieve at 24 Fore Street:*



Tribe (Totnes)



Makers Mews (Ivybridge)



Totnes Cinema (Totnes)



107 Cornwall Street (Plymouth)



Watershed (Bristol)



Krowji Studios (Redruth)

3. Total Funding Requested **£9,565**

4. Dates/instalments that funding is required:

**May 2024    £9,565**

5. Please tick to indicate that the following documents have been enclosed

Copy of Accounts (except for public bodies) ✓

Copy of Standing Orders (except for public bodies) ✓

Copy of Insurance for this project (if applicable) ✓

I have enclosed a copy of Salt Arts CIC's current insurance certificate. This insurance will be extended to cover this project when the building lease is signed.

## **B. Declaration**

I confirm that all of the details on this form, including any attachments, are correct to the best of my knowledge, and understand that false or inaccurate information on the form may result in funding being refused or withdrawn

Project Contact    Lindsay Endean

Date                    21/2/24

## **C. About the applicant organisation**

Brief description of aims of organisation

Salt Arts CIC works with individuals, businesses and community organisations to develop and manage cultural projects in Devon and Cornwall. With over 20 years' experience in the field, we produce our own work and also support multi-genre partner projects. More detail of our work is available at: <https://www.saltarts.org/about>

Our objectives are to:

- Strengthen, diversify and build the cultural sector in the region.
- Facilitate a wide range of cultural and creative projects.
- Grow new talent and engage a wide audience.

We create work which:

- Has longevity and will grow and become embedded in communities for years to come.
- Brings genuine long-term benefits to users and communities.
- Through excellent content will inspire, entertain, educate and instil happiness and wellbeing.

1. Status of organisation

Community Interest Company (Limited by Guarantee)

2. Date founded                    22/2/23

3. Project Contact name    Lindsay Endean

Position Director

Contact tel. 07881784809

Email [lindsay@saltarts.org](mailto:lindsay@saltarts.org)

4. Senior Contact name As above

Please give a brief description of other projects delivered by the organisation; particularly those of a similar nature to the project you are bidding for.

**High Street Action Zones - Plymouth (Dec 21 – Mar 23)**

Lindsay Endean (Salt Arts CIC Director) managed the Meanwhile Use Programme for Plymouth Culture as part of their High Street Action Zones Project. This project explored the role of culture in regenerating Plymouth City Centre and involved refurbishing 6 empty retail units and supporting 17 cultural projects to occupy them.

The programme also involved the refurbishment and launch of a pop-up shop project at 107 Cornwall Street with Vacancy Atlas and Albion CIC:

<https://www.vacancyatlas.co.uk/pop-up-shop> . More information about the Meanwhile Use Programme is available here: <https://plymouthculture.co.uk/meanwhile-use/> .



**Saltash Songs & Shanties Festival (Jun 22 & Jun 23):**

Salt Arts CIC launched Saltash Songs & Shanties Festival in 2022 as part of a Covid recovery programme for towns in Cornwall. The second event in 2023 involved c.1,800 audience members, 111 musicians, 14 volunteers and featured 18 events in 10 historic venues across the town. It also brought an estimated additional income of £17k-£22k to the local economy. We are producing a 3<sup>rd</sup> Festival in June 2024.



**Previous project also managed by Lindsay Endean include:**

**Mayflower 400 Cultural Programme (2018-2021)**

Producing the Mayflower 400 programme in Plymouth which engaged with 1.3million people and involved 15 international cultural projects.



**Etsy Good Store, Covent Garden (2018)**

Development of a pop-up retail and workshop space with Etsy in Covent Garden, London. The project used an empty shop space and aimed to raise the profile of Etsy with UK shoppers and sellers.

**Development & Management of Burdall's Yard (2009-2017)**

Refurbishment of a former nightclub in Bath and relaunching it as a cultural events/education space for Bath Spa University and the community. The new venue delivered a programme of live events and exhibitions alongside providing office space, study areas and teaching rooms. The venue contained three performance spaces and a bar/café.

**Croydon Clocktower (2006-2009)**

Part of Management team for Croydon's Clocktower Arts Centre which incorporated London's busiest library, the historic David Lean Cinema, a 200cap performance space and the Museum of Croydon. The space also housed a café, bar, youth space and community gallery. Lindsay was also Head of Marketing for Culture at Croydon Council.



5. In the event that your organisation ceased to exist, what would happen to its resources and assets?

Salt Arts CIC's assets are locked to Creative Kernow. Registered Office: Creative Kernow, Krowki, West Park, Redruth TR15 3GE. Charity No. 929138

## **D. About the Project / Project Element**

1. Title of Project / Project Element: Launch Events & Marketing: Saltash Studios

2. Description

Salt Arts CIC is applying for funding to support the marketing and delivery of an 18 month launch season at the Studios. The aims of the project are to:

- Give the whole community opportunity to contribute ideas on the setting up of the Studios, to ensure that the Studios is furnished, equipped, and run in a way that makes it accessible to all.
- Support local residents who face personal, economic or physical challenges to access the co-workspaces and trial facilities.
- Enable access to the cultural programme for residents who may not currently take part in arts/cultural activities due to personal, economic or physical barriers.

The launch programme will include:

### **June 2024:**

- 2x Public engagement events to enable the community to give feedback on the project and ensure that the building is accessible to the whole community.
- 4x Hard-hat tours for specific groups including local business people, further and higher education groups and community organisations.

### **Sept-Jan 2024:**

Welcome sessions and trials of the co-work facilities aimed at young people and people in the creative industries, looking to change careers, carers or getting back into work. Including:

- Free trial use of desk space and induction sessions for 75 people.
- 4x Open days/evenings.

### **Oct-Jan 2024:**

- 2x Free enterprise events and activities including talks and skills training, run in partnership with users of the co-work facilities and other local agencies such as Plymouth Culture, Feast and Creative Kernow.

### **Nov-Sept 25:**

Arts and cultural events programme including:

- 2x free exhibitions of work by local artists.
- 10x pay-what-you-feel film screenings for specific groups such as carers & babies, older people, families and special needs groups.
- 4x pay-what-you-feel creative workshops.
- 4x free talks by local creatives or cultural/heritage groups.

The project will be managed by Lindsay Endean Director of Salt Arts CIC working with local tradespeople and volunteers and supported by Albion CIC. Two additional people will be employed by Salt Arts CIC to launch and run the building.

The 10-year lease has been negotiated by Peter Ryland (Chairman of Saltash Chamber of Commerce) and will be held by Salt Arts CIC.

Members of Saltash Creative Forum and the Saltash community have provided feedback on plans and Salt Arts CIC will continue to consult with the public as the project progresses.

3. Please tick to indicate which priorities your project (element) meets, and explain how it meets them:

i) Town Centre Regeneration ✓

This project will help to bring significant, long-term investment to Saltash Town Centre by launching a unique facility that will attract local residents and visitors (an estimated 15,000 visits per year) to Fore Street. This includes:

- Launching a new work space for individuals and small enterprises to the centre of Saltash which will attract additional footfall to Fore St during the day, Mon- Fri.
- Launching a new community space and programme of events in the centre of Saltash which will attract additional footfall in the evenings and weekends.
- Improving the environment of Fore Street through bringing a building that has been empty for 5 years back into use.
- Improving the frontage of 24 Fore St to make it a welcoming and inspiring place to visit and improving to the appearance of the street.

ii) Generation of Employment Space ✓

This project is an imaginative investment in creating new employment space in the town centre, including launching:

- Flexible co-workspace for 50+ members – with a particular focus on supporting creative and social enterprise sectors.
- 5 office/studio spaces with total capacity for up to 15 individuals.
- A social and meeting space for networking and training.
- A programme of enterprise support activities including visiting speakers and mentoring.

iii) Other Community Benefit ✓

Saltash Studios will improve the profile of the town with the events programme creating good press coverage and contributing towards making Saltash a happy and healthy place to live and work. In addition the Studios will:

- Reinvest profits into cultural and enterprise projects in Saltash.
- Provide long-term low-cost and flexible workspace specifically aimed at freelancers, remote workers, new enterprises and people with access needs (such as working parents, people with disabilities or caring responsibilities).
- Provide long-term space for community groups to meet and run projects and activities, including supporting local Festivals and other Fore Street events.
- The Studios will create four new jobs to manage the launch project and Studio facilities.

This project supports and delivers objectives outlined in the **Saltash Neighbourhood Plan**:

To secure a diverse and prosperous local economy:

- Addressing the imbalance between the number of jobs and level of housing found in the town by supporting local enterprise and creating jobs in a facility that is accessible to all residents.
- Redevelopment of an previous employment site thats original purpose has now expired.
- Encourage existing homebased businesses to expand in a way that does not negatively impact residential amenities.
- Expand tourism through use of existing facilities and local assets with maximum accessibility for visitors, creating income, employment and additional leisure opportunities.

To regenerate the town centre and manage the growth of 'out of town' shopping.

- Regenerate redundant and underutilised buildings.
- Encourage independent traders.
- Make better use of upper storeys for employment.
- Support the development of the 'evening economy'.
- Support the provision of the infrastructure that would support festivals and events.
- Extend the offer to more niche shopping experience.
- Introduce new ground floor non-retail uses to increase footfall and income generation and provide options as the spectrum of retail changes.

Create and support sustainable neighbourhoods:

- Essential every-day facilities within reasonable walking distance of residential areas.
- Formal gathering places such as community halls within 20 minutes walking distance.
- Well maintained buildings and street scene furniture.
- Minimal dereliction, underutilised and under maintained spaces.
- Design out crime with good visibility and no isolated spaces.

To enhance the built environment.:

- Upgrading and enhancing facias, shop fronts and signs in the town centre.

#### 4. Details of volunteer time involved in project

Salt Arts CIC has delivered c.400 hours of research and planning to this project pro bono. Salt Arts has also covered all the costs of this research.

Peter Ryland has volunteered his expertise to negotiate the lease.

Vacancy Atlas, Albion CIC and other local professionals have volunteered c.25 hours of time to provide professional advice pro-bono.

Volunteers' time will be incorporated into the project through:

- Holding responsibilities for opening/closing the building (in return for reduced cost co-work space).
- Assisting with stewarding events such as film screenings.
- Becoming a member of a committee to steer the work of the Studio and provide guidance and ideas on policies, the public events programme and management of the space.

#### 5. Details of other sources/amounts of funding secured

A private donation of £1,000 has been received to support the running costs of the building during this project.

Details of other sources/amounts of funding pending

Good Growth Cornwall & Isles of Scilly Shared Prosperity Fund:

An application for £137,405 has now been submitted to fund the refurbishment of the building and part of the launch costs. This is now in the final stages of the application process.

Howton Solar Fund:

An application has been made for £5,000 to support the running costs of the building during the launch programme – specifically to cover the cost of energy sourced from a green supplier.



## 6. Breakdown of costs

### Add costs broken down between funding sources

Item	Total cost	Community Levelling Up Fund	Section 106 Fund
<b>Launch marketing:</b> Leaflet & poster print £2000 Leaflet distribution (Royal Mail) £1668 Social media marketing £500 Advertising and paid listings £2000	6168	1168	5000
<b>Events costs:</b> 4x community engagement activities during refurb. £400 2x Enterprise and training events £200 4x open day/evening events for co-workspace £400 2x artist exhibitions £600 6x community workshops £1,200 4x community talks £400 Fim licenses x10 £1175	4375	0	4375
Premises and PRSF license	549	359	190
<b>Project Management</b> (see Section 'E. Project Management' for breakdown)	15,922	15922	0
<b>TOTAL</b>	<b>£27,014</b>	<b>£17,449</b>	<b>£9,565</b>

7. Total costs requested from Section 106 Funding **£9,564**

8. If approved, when would the project begin? **June 2024**

9. When would the project be complete? **September 2025**

10. What ongoing maintenance would be required, and how would this be funded (including if it is part of the bid)?

Ongoing maintenance will be funded by the income generated by the project through co-work memberships and private studio hire.

11. Do you require insurance for this project? Yes  No

Salt Arts CIC would extend its current schedule of insurance to cover this building and project.

12. Does the project require work valued at £2,500 or above from any individual supplier? Yes  No

If yes, please note that submitting this form commits you to obtain three quotations for any such piece of work.

13. Does the project require work valued at £25,000 or above from any individual supplier? Yes  No

If yes, please note that submitting this form commits you to carry out a full tender process for any such piece of work.

14. Do you require any further permission(s) for this work, including planning permission? If so, please indicate the permissions required and current stage

The refurbishment of the building does not require planning permission because the class of use will not be changed.

The installation of new signage on the front of the building will require planning permission. This will be designed and an application submitted as part of the refurbishment and launch of the building.

The building will require a premises license. This will be applied for when the rates have been revalued.

15. Please provide a brief summary of any project risks and how they will be mitigated:

Risk Item	Severity	Likelihood	Proposed Mitigation	Impact post mitigation	Likelihood post mitigation
Failure to secure funding from the Community Levelling Up Programme.	Severe	Possible	Salt Arts CIC will look at alternative sources of funding from organisations such as the National Lottery.  The launch programme will be delayed until funding for the refurbishment is secured.  N.B Securing funding for the launch programme will significantly increase the likelihood of other applications for refurbishment funding being successful.	Minimal	Unlikely
Materials cost increases.	Moderate	Possible	Cheaper specification materials could be used.	Minimal	Possible
Failure to recruit members to co-work hub.	Severe	Unlikely	Launch period will include reduced cost memberships and free trials to attract new members and encourage people to try the facility. A very achievable target figure of 50 members has been used for budgeting and planning.	Minimal	Unlikely
Failure to attract audiences/participants to events.	Moderate	Unlikely	Salt Arts CIC has previously been successful at selling tickets to and building audiences for events in Saltash. We will continue to use the marketing tools and mailing lists created for previous events.	Minimal	Unlikely



Failure to secure planning permission for exterior signage on building.	Severe	Unlikely	Signage will be designed to fit in with existing shopfronts on Fore Street.	Minimal	Unlikely
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NOTE: A FURTHER SECTION D SHOULD BE SUBMITTED FOR EACH DISCRETE PROJECT OR PROJECT ELEMENT. Please number as D1, D2 etc.

## E. Project Management

1. Project Manager name Lindsay Endean

Position Director - Salt Arts CIC  
 Contact tel. 07881784809  
 Email [lindsay@saltarts.org](mailto:lindsay@saltarts.org)

2. Breakdown of Project Management Costs

(N.B these Project Management costs are also included in table D6 under 'Project Management')

Item	Cost	Source of cost (inc. estimate).	Source of funding
Independent evaluator & public engagement manager	£5000	Estimate based on industry rates.	Community Levelling Up Programme
Project Director	£7813	Estimate based on Saltash Studios Project Director 7.5 hours a week on the launch programme. Jun 24-Sep 25.	Community Levelling Up Programme
Project Assistants	£1064	Estimate based on Saltash Studios Project Assistants working 12.5 hours a week on the launch programme. Jun 24-Sept 25.	Community Levelling Up Programme
Staff costs	£2,045	Equipment, transport, training & office costs.	Community Levelling Up Programme
<b>Total</b>	<b>£15,922.00</b>		

## F. Total Costs requested from Section 106 Funding

- Costs from Section D1 **£9,564**
- Costs from Section D2 £ NA
- Costs from Section E £0 (all funded by Community Levelling Up Programme)
- TOTAL COSTS **£9,564**

## G. Treatment of Value Added Tax

Please note that the grants under this scheme are provided net of VAT.

## Appendix 1: About

**Saltash Studios:** A vibrant enterprise & cultural space in the centre of Saltash.

- Co-work club
- Bookable desks
- Affordable private studios/offices
- Enterprise support
- Creative workshops
- Cinema
- Events
- Exhibitions
- Bookable meeting space
- Storage

### **Saltash will benefit from investment in accessible workspace:**

Salt Arts CIC surveyed members of Saltash Creative Forum and other local freelancers and remote workers while preparing this application:

95% said that they would like to see more suitable shared workspace in Saltash.

86% were interested in using co-work space in Saltash.

56% were interested in hot desks or co-work space.

30% were interested in private studios or offices.

The top benefits of using co-work space, selected by the responders were:

Opportunities to network/collaborate with other professionals (15%).

Improved mental health from increased social interaction (13%).

Being able to work away from the distractions of home (13%).

Space with flexible payment and booking options (11%).

37% of responders were interested in using a co-work space to change career or start a new enterprise.

### **Saltash will benefit from a creative events programme:**

Feedback from research undertaken by Saltash Songs & Shanties Festival in 2023 showed that 100% of people surveyed wanted to attend more arts events in Saltash. The top requests were for more music (90%), Theatre (53%), Exhibitions (50%) and Film (47%).

Salt Arts CIC has a reputation for successfully delivering projects and building an audience for high quality arts events. We have demonstrated how arts can bring economic benefits to local businesses (estimated additional income from the 2023 Songs & Shanties Festival was £17-£22k) and can bring pride and improved profile to the town (see Festival evaluation: <https://tinyurl.com/fshdfa37>).

Bringing a co-work hub and public cultural space together into one project will make the building financially sustainable in the long term. The building will be busy all day and evening all through the week, making highly efficient use of the space and facilities.

We currently have an excellent opportunity to use the Section 106 funding as match funding for the Community Levelling Up Programme – maximising the benefits of this funding for Saltash.

If this project does not take place the building is likely to remain empty in the long term and will continue to degenerate. The number of empty buildings on Fore Street will also soon grow with Lloyds Bank scheduled to close their Saltash branch in April 2024. Both buildings are difficult to let due to their size, layouts and unsuitability for small retail.

## Appendix 2: Building refurbishment plans

Ground Floor: example floor plan set up for co-working.

- Hot desks and bookable desks in the main room
- Social space in the former kitchen/staff room
- Meeting room (cap 8) in the front office
- Accessible toilets at the rear of the building



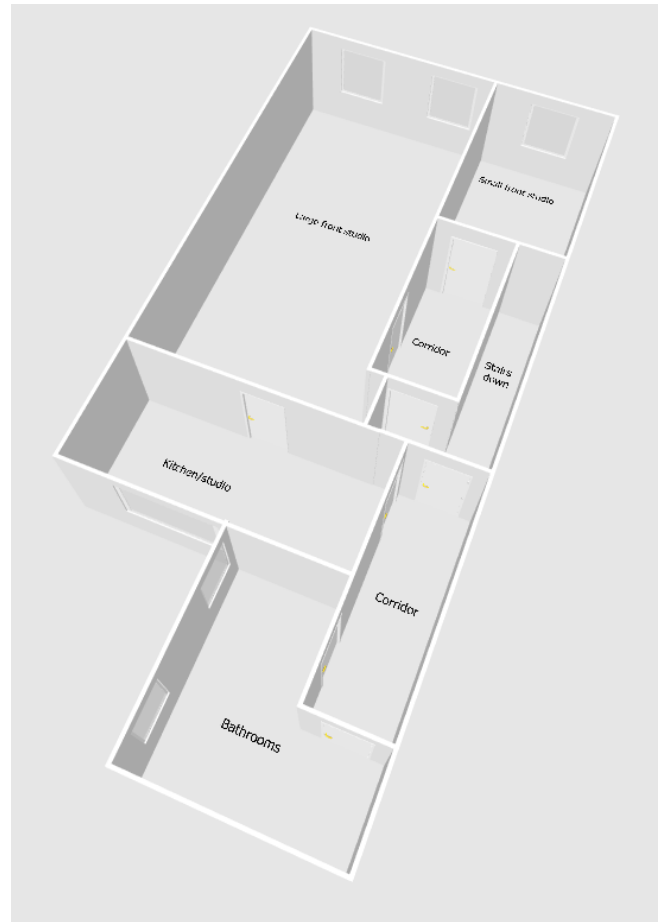
## Ground floor example plan for events.

- This example shows 'cabaret style' seating with a film screen
- Refreshments can be sold from the kitchen area.
- People using the 1st floor studios can still enter/exit during events via the stairs near the front door.

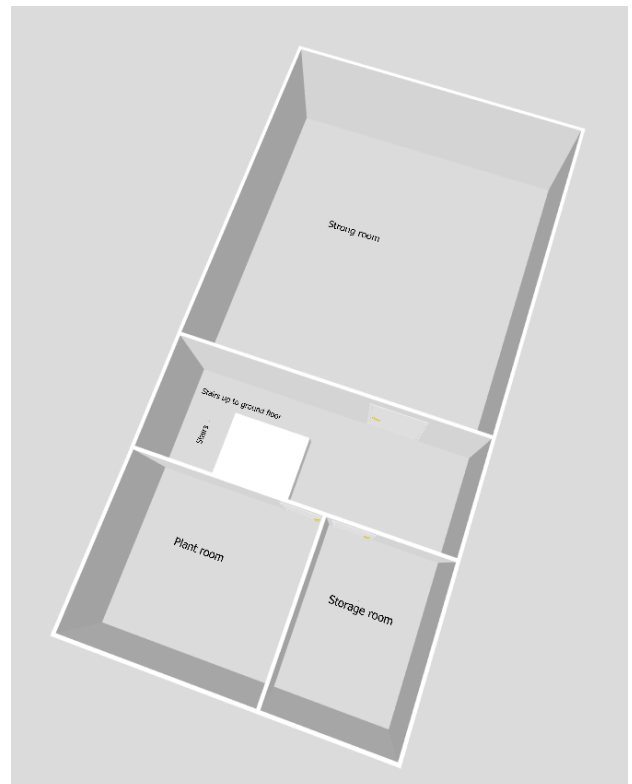


**First floor plan:**

- currently has 3 studio/office spaces, but there is potential for 5 if large front studio is split into two and staff bathroom is converted into a studio



**Basement floor storage space utilising former bank vaults:**



## **Appendix 3: Details of refurbishment & launch schedule**

### **April-May 2024:**

- Sign lease for building.
- Building made safe for employees, contractors and the public to enter.
- Work starts on refurbishment.

### **June 2024:**

- Works continues on refurbishment.
- Salt Arts CIC starts working from building.
- **Public open days and feedback session takes place in the building.**
- **Collate feedback from public visitors.**

### **July-August 2024**

- Refurbishment finishes.
- Building is furnished.
- Technical equipment such as sound and projector installed.
- Studio and storage facilities advertised.
- **Public open days and feedback session takes place in the building.**
- **Collate feedback from public visitors**

### **September 2024:**

- **Open co-work space with free and reduced cost trials or target groups (this space can be opened even if work is continuing on refurbishing 1<sup>st</sup> floor).**
- **Run public open events and tours.**
- First occupants move into studios.

### **October - December 2024:**

- **Launch cultural programme with free and low-cost events to welcome the whole community into the building**
- **Continue to run co-work membership space for free and reduced-cost trials to build membership.**
- **Launch enterprise activities with co-work members, including mentoring, talks and workshops**
- Launch other income producing activities such as mailbox rental, parking space rental.
- Set up volunteer steering groups.

### **January - November 2025:**

- CLUP project evaluation complete.
- Build co-work membership to 50+ members.
- Let all studios/offices.
- **Launch events programme of pay-what-you-feel activities continues.**
- **Continue to run co-work membership space for free and reduced-cost trials to build membership.**

### **December 2025:**

Saltash Studios will be fully operational with:

- 50+ co-work members.
- 2-5 public events per week.



## Appendix 4: References & Letters of support



### Saltash and District Chamber of Commerce and Industry



CHAIRMAN PETER RYLAND

P. B. Ryland  
21 Higher Compton Road  
Hartley  
PLYMOUTH  
PL3 5HZ

TO WHOM IT MAY CONCERN

RE. SALT ARTS CIC APPLICATION FOR FUNDING

I write as Chairman of the Saltash Chamber of Commerce and also Chairman of Town Team (a forum with representatives of Town and County Councillors and members of the Chamber and Community Enterprises PL12).

In both instances we believe that the Saltash Studios project will be a bonus to the town centre and to the PL12 community as a whole. As a result, there is support for the scheme and we are pleased that Salt Arts CIC and director, Lindsay Endean, are pursuing funding to ensure this project will happen as it will bring life into a building which has been unused for 5/6 years.

Peter Ryland  
CHAIRMAN

**RE: Reference for Salt Arts CIC**

**Company name:** Plymouth Culture CIO

**Company Address:**

Room 1a, Roland Levinsky Building, Plymouth University, Drake's Circus PL4 8AA

**Registered Charity Number:** 1193093

**Email:** [hannah@plymouthculture.co.uk](mailto:hannah@plymouthculture.co.uk)

Plymouth Culture worked with Salt Arts CIC on part of our Meanwhile Use Programme in 2023. This involved working with British Land and Vacancy Atlas CIC to investigate the possibilities for using an empty property at Drake's Circus for a cultural programme.

We have also engaged Salt Arts CIC to produce a light installation programme in Plymouth City Centre in partnership with Plymouth's National Marine Park. This project is currently progressing and is due to be finished on 19 February 2024.

Plymouth Culture has also worked previously with Salt Arts CIC's Director Lindsay Endean on the successful delivery of the Mayflower 400 Culture Programme (2018-2022). This involved 15 international cultural projects with a total budget of nearly £1million and engaged with 1.3million people.

Plymouth Culture is happy to continue working with Salt Arts CIC and to recommend Salt Arts to other funders and project partners.

**Signed:**



**Name:** Hannah Hamis

**Position:** CEO

**Date:** 31/1/24