

Levelling Up Fund Application Form

This form is for bidding entities, applying for funding from the Levelling Up Fund (LUF) across the UK. Prior to completing the application form, applicants should read the [LUF Technical Note](#).

The Levelling Up Fund Prospectus is available [here](#).

The level of detail you provide in the Application Form should be in proportion to the amount of funding that you are requesting. For example, bids for more than £10m should provide considerably more information than bids for less than £10m.

Specifically, for larger transport projects requesting between £20m and £50m, bidding entities may submit the Application Form or if available an Outline Business Case (OBC) or Full Business Case (FBC). Further detail on requirements for larger transport projects is provided in the [Technical Note](#).

One application form should be completed per bid.

Applicant & Bid Information

Local authority name / Applicant name(s)*: Eastbourne Borough Council

**If the bid is a joint bid, please enter the names of all participating local authorities / organisations and specify the lead authority*

Bid Manager Name and position: Peter Sharp, Head of Regeneration

Name and position of officer with day-to-day responsibility for delivering the proposed scheme.

Contact telephone number: [REDACTED]

Email address: peter.sharp@lewes-eastbourne.gov.uk

Postal address: Eastbourne Borough Council, Town Hall, Grove Road, Eastbourne, East Sussex, BN21 4UJ

Nominated Local Authority Single Point of Contact:

Peter Sharp

Senior Responsible Officer contact details:

Ian Fitzpatrick, Deputy Chief Executive (ian.fitzpatrick@lewes-eastbourne.gov.uk)

Chief Finance Officer contact details:

Homira Javadi, Chief Financial Officer (Homira.javadi@lewes-eastbourne.gov.uk)

Country:

- England
 Scotland
 Wales
 Northern Ireland

Please provide the name of any consultancy companies involved in the preparation of the bid:

Marshall Regen Ltd and Nairne Consultancy Services

For bids from **Northern Ireland applicants** please confirm type of organisation

Northern Ireland Executive

Third Sector

Public Sector Body

Private Sector

District Council

Other (please state)

PART 1 GATEWAY CRITERIA

Failure to meet the criteria below will result in an application not being taken forward in this funding round

1a Gateway Criteria for **all bids**

Please tick the box to confirm that your bid includes plans for some LUF expenditure in 2021-22

Yes

No

Please ensure that you evidenced this in the financial case / profile.

1b Gateway Criteria for private and third sector organisations in **Northern Ireland bids only**

(i) Please confirm that you have attached last two years of audited accounts.

Yes

No

(ii) **Northern Ireland bids only** Please provide evidence of the delivery team having experience of delivering two capital projects of similar size and scale in the last five years. (Limit 250 words)

PART 2 EQUALITY AND DIVERSITY ANALYSIS

2a Please describe how equalities impacts of your proposal have been considered, the relevant affected groups based on protected characteristics, and any measures you propose to implement in response to these impacts. (500 words)

In Eastbourne, 14,345 residents (14.2%) were estimated to be affected by income deprivation (2019 Indices of Multiple Deprivation). Some 21% of Eastbourne residents had a long-term health problem or disability (2011 Census); 11.3% were those whose day-to-day activities were limited a little, and 9.7% whose day-to-day activities were limited a lot. East Sussex County Council estimate that the number of people with a long-term limiting illness in Eastbourne will increase from 22,779 in 2019 to 25,178 by 2028, and the increase in the number of disabled people from 18,579 in 2019 to 20,017 by 2025 and 20,755 by 2028.

Our proposals seek to address these disparities by promoting active lifestyles and communities through the pedestrianisation and redevelopment of Victoria Place as well as enhancing the significant cultural and creative assets that the Towner and Black Robin Farm present; extending opportunities through education, outreach and employment to improve economic outcomes and the health and well-being of all our residents.

- It is considered that all groups will benefit from the development.
- The Towner outreach work will be targeted at residents in the Shinewater and Langney areas, where there is high deprivation.
- 600 people from these communities will be involved in the design of the public art.
- The pedestrianisation makes the centre of the town and access to the seafront more accessible and safer for mobility impaired people.
- The proposals specifically seek to promote more active lifestyles and community interaction.
- Recruitment campaigns will be targeted towards people in disadvantaged communities and people from under-represented groups will be specifically encouraged to apply.
- There is extensive provision for skills development including apprenticeships, short courses and work placements during both the construction and operational phases of the project.
- Opportunities will be open to all, with significant focus on those furthest from the labour market and those from more disadvantaged communities.
- The project will also provide school and community groups with engagement and enrichment opportunities and strengthen local HE and FE partnerships to deliver equality of opportunity.
- The overall focus for this submission is on accessibility for all, creating new destinations that link and build on the strength of Eastbourne's existing visitor and creative economy to support post-Covid recovery.
- All buildings will be fully compliant with building regulations.
- Accessible toilets will provide baby changing facilities.

Phase 1 of The Terminus Road Improvement Scheme was consulted on and completed in 2020, focussing on immediate improvements for pedestrians and buses. The Eastbourne Town Centre Movement and Access Package (ETCMAP) was developed between 2018-19 through extensive citizen-led engagement using targeted focus group sessions with key stakeholders from business, transport, emergency services and disability involvement groups in Eastbourne.

This engagement informed a wider Masterplan of prioritised options for future movement and access schemes within the Town Centre through the ETCMAP study. The Masterplan contained a package of 13 viable interventions that were tested and then prioritised by stakeholders.

The Equality Impact Assessment (EIA) for Phase 2a of the ETCMAP is currently being updated, whilst the EIA for Phase 2b is to be developed as part of the next stage of design and development in 2021. This will include Victoria Place. The EIA for the scheme will build on the updated Phase 2a and Phase 2b EIAs. An EIA interim access audit will be conducted to ensure the scheme is meeting the highest standards of accessibility and equality of access.

When authorities submit a bid for funding to the UKG, as part of the Government's commitment to greater openness in the public sector under the Freedom of Information Act 2000 and the Environmental Information Regulations 2004, they must also publish a version excluding any commercially sensitive information on their own website within five working days of the announcement of successful bids by UKG. UKG reserves the right to deem the bid as non-compliant if this is not adhered to.

Please specify the weblink where this bid will be published:

The bid will be published at: <https://www.lewes-eastbourne.gov.uk/regeneration/levelling-up-fund/>

PART 3 BID SUMMARY

3a Please specify the type of bid you are submitting

Single Bid (one project)

Package Bid (up to 3 multiple complimentary projects)

3b Please provide an overview of the bid proposal. Where bids have multiple components (package bids) you should clearly explain how the component elements are aligned with each other and represent a coherent set of interventions (Limit 500 words).

Linking Town Centre Regeneration with a Strengthened Visitor Economy @ Victoria Place and @ Towner

Vision

Levelling Up funding will **deliver sustainable and inclusive economic growth** in a post-Covid and Brexit environment. It will attract new businesses, generating new local jobs and distributing the benefits across all communities, with a specific focus on lower socio-economic groups.

Delivering an enhanced Town Centre and landmark cultural and creative industries in Eastbourne, **it will cement the Town's place as a prestigious yet accessible year-round seaside destination benefitting local residents and attracting new visitors** from around the world. Building on these strengths it thrives by offering high quality cultural, and social experiences for visitors and residents, directly creating jobs, apprenticeships and training opportunities in the areas of greatest need.

The project pivots around **linking the areas of greatest deprivation and lowest attainment levels to a permanent new base of employment and training** kick-started by a town-wide centenary celebration of Towner Eastbourne. It transforms pedestrian cycling and public transport connectivity between the Seafront, the Town Centre and the South Downs National Park (SDNP) sustainably linking high quality jobs and training in the creative, cultural and hospitality industries of the future.

Investment Summary:

- £7.623 million to convert **Victoria Place into a vibrant, pedestrianised cultural district**, including new green energy infrastructure, with excellent independent cafés / restaurants serving high quality, locally sourced food and drink all year round, also developing a night-time economy.
- £1.037 million investment in the Towner's Centenary project, creating a number of **legacy public / community artworks across the town** that will provide an arts trail connecting the Seafront, Town Centre and SDNP, as well as enhancing gallery facilities

to support the education and outreach programmes that will engage strongly with some of Eastbourne’s most disadvantaged communities.

- £11.186 million to create a **world-class culture and education centre at Black Robin Farm**, a former dairy farm set on the Downs above the town, connecting the SDNP with the Town Centre and Seafront and providing a new destination for c.100,000 visitors, space for new businesses and work placements for young people during both the construction and operational phases.

Benefits

- LUF investment will deliver a Net Present Public Value of £33.81 million.
- Refurbish 17 commercial properties for new enterprises.
- Deliver 7,771 sq. metres of new pedestrianised public realm.
- Convert 2,990 sq.m of disused agricultural buildings into 1,440 sq.m of commercial/educational space; 290 sq.m creative workspace and 1,260 sq.m of cultural space.
- Contributing towards a target of increasing visitor numbers at Towner Eastbourne from 175,000 pa to 300,000 by 2023.

The programme delivers a benefit cost ratio of **2.56** and is in the MHCLG ‘Good’ value for money category.

These LUF combined interventions will specifically result in 23,250 additional day visitors; 5,155 more visitor nights from overseas visitors; and 8,615 more visitor nights from domestic tourism every year for a ten year period. This will lead to additional tourism spend of £2.19 million per year and would support an additional 33 FTE jobs in the wider economy.

The project will accelerate and broaden delivery of the vision for hospitality, leisure, art, culture, and the environment to be key drivers of Eastbourne’s future economic success. The project complements other major town investments, including the redevelopment of the Devonshire Quarter, the Beacon Centre, and the pedestrianisation of Terminus Road. It is a **key part of a package of measures that is strengthening Eastbourne’s cultural and visitor offer**, restoring its status as one of England’s most impressive coastal towns in the post Brexit and pandemic era.

3c Please set out the value of capital grant being requested from UK Government (UKG) (£). This should align with the financial case:	£19,847,287	
3d Please specify the proportion of funding requested for each of the Fund’s three investment themes	Regeneration and town centre	38%
	Cultural	62%
	Transport	0%

PART 4 STRATEGIC FIT

4.1 Member of Parliament Endorsement (GB Only)

See technical note section 5 for Role of MP in bidding and Table 1 for further guidance.

4.1a Have any MPs formally endorsed this bid? If so confirm name and constituency. Please ensure you have attached the MP's endorsement letter.

Yes
 No

A Letter of Support from Caroline Ansell, MP for Eastbourne and Willingdon Constituency, is attached to this submission.

Additional letters of support from key stakeholders are also attached as Appendix 6 to this submission.

4.2 Stakeholder Engagement and Support

See technical note Table 1 for further guidance.

4.2a Describe what engagement you have undertaken with local stakeholders and the community (communities, civic society, private sector and local businesses) to inform your bid and what support you have from them. (Limit 500 words)

For the development of the Towner Gallery, Legacy Art Works and Black Robin Farm projects the following stakeholder engagement has taken place.

Stakeholder	Project and Activity	Dates
SDNPA Culture, Heritage & Planning Teams	Discussion of options for BRF	January / February & May 2021
Team East Sussex (Chair Graham Peters)	Discussions of options for BRF & Towner	December 2020
Arts Council England	Discussion of options for BRF & Towner re Let's Creative strategic priorities, creative people & cultural communities	December 2020 & ongoing
East Sussex College Group	Discussions re: work placements / jobs and learning opportunities at BRF and Victoria Place	April 2021
3VA, Eastbourne Food Bank, Sussex Learning Network plus 12 community partners including Association of Carers, Community Stuff, Holding Space, Eastbourne Network, Enthum Foundation, Memory Lane	Towner Community Outreach – creative kit bags distributed throughout lockdown as pilot for planned artist/community public artwork commissions	Spring/summer 2020 & Spring 21
Eastbourne Eco-Action Network	BRF re Sustainability / net zero	March 2021
South East Creative Economy Network (SECEN) Steering Cttee	BRF aligning with SECEN Creative Workspace Masterplan	2020 & ongoing
ESCC Culture East Sussex	Discussion of options for BRF & Towner	Ongoing

Eastbourne Cultural Strategy Group	Discussions of options for BRF & Towner	Ongoing
Local Community	Over 2,000 creative kit bags delivered to 500 households throughout Covid-19 lockdown	March 2020 onwards

Victoria Place Engagement

The ambitions for Victoria Place are an extension of the previous Terminus Road pedestrian improvement schemes.

The ambition to create a continuous spinal pedestrian route along Terminus Road from the railway station to Grand Parade, has been supported by stakeholders for a number of years. East Sussex County Council led consultation on Phase 1 (the Terminus Road Improvement Scheme) in 2016. The scheme focussed on improvements for pedestrians and buses on the section of Terminus Road between Station Road and Bankers Corner, Cornfield Road and Gildredge Road, and supported the investment made in extending ‘The Beacon’ (formerly Arndale) shopping centre.

Building on Phase 1, the comprehensive Eastbourne Town Centre Movement and Access Package (ETCMAP) was developed between 2018-19 through extensive citizen-led engagement using targeted focus group sessions with key stakeholders from three representative groups from business, transport, emergency services and disability involvement groups in Eastbourne.

This engagement helped to inform a masterplan of prioritised options for future movement and access schemes within the Town Centre through the ‘Eastbourne Town Centre Transport Modelling Study’. The Masterplan contained a package of 13 viable intervention options that were tested and then prioritised by stakeholders to improve movement, access and support the development of the Town Centre.

In addition, the Business Improvement District has undertaken the following consultation:

- Regular weekly meetings with traders in Victoria Place have taken place since September 2019.
- Successive surveys on the road closure and future plans have all shown a strong desire for a permanent closure. The most recent survey was on 3rd September 2019.
- The CEO of the Chamber of Commerce presented to the traders’ group on 10th May 2021 to discuss proposals and received a supportive response. This has since been followed up by individual emails from traders in the street.
- The Eastbourne BID and Chamber of Commerce are both fully behind the proposals for Victoria Place.

4.2b Are any aspects of your proposal controversial or not supported by the whole community? Please provide a brief summary, including any campaigns or particular groups in support or opposition? (Limit 250 words)

The project is fully supported by the local MP, Towner Eastbourne, Eastbourne Chamber of Commerce, Eastbourne Business Improvement District, East Sussex County Council, East Sussex College Group, Eastbourne Borough Council's Head of Planning, Team East Sussex, SELEP, Eastbourne Hospitality Association, Visit Eastbourne and the South Downs National Park Authority, as well as the Eden Project as part of long-term development aspirations for Eastbourne.

Towner and Black Robin Farm

There were some initial concerns from the Chamber of Commerce regarding Towner's plans to refurbish/expand its café, potentially competing with other hospitality businesses in the town. However, through consultation, reassurance has been given that the proposed new café expansion is necessary to accommodate growing visitor numbers to Towner and the town thereby boosting the visitor economy and complementing the town's wider restaurant offer.

There have not been any community concerns raised for the Black Robin Farm proposals, and positive discussions with local bus operators are ongoing around extending existing routes to service the site.

Victoria Place

There were historically some community concerns over the County Council's Terminus Road pedestrian improvement schemes, which the Victoria Place proposals build upon. These concerns centred on the temporary closure of the seafront end of Terminus Road which resulted in objections from traders who were running successful food delivery businesses and required their drivers to have easy access to the front of their premises.

Following discussions with local traders, the current proposals for Victoria Place have the full support of the Eastbourne Chamber of Commerce.

4.2c Where the bidding local authority does not have the statutory responsibility for the delivery of projects, have you appended a letter from the responsible authority or body confirming their support?	<input type="checkbox"/> Yes <input type="checkbox"/> No <input checked="" type="checkbox"/> N/A
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For Northern Ireland transport bids, have you appended a letter of support from the relevant district council	<input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> N/A
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4.3 The Case for Investment
 See technical note Table 1 for further guidance.

4.3a Please provide evidence of the local challenges/barriers to growth and context that the bid is seeking to respond to. (Limit 500 words)

The Case for investment

Local Challenges

Eastbourne has been one of the UK's prime coastal locations since late 19th century. In 2015, it attracted 6.2 million visitors, contributing £388 million to the local economy.

The past 20 years have seen younger people/families moving in, making the population (105,000) more dynamic and diverse. This, combined with the town's natural, locational (coast – seaside - South Downs National Park) and architectural/cultural/recreational assets makes Eastbourne well-placed to be recognised as the UK's leading coastal destination in the post-Brexit era, with spin-off benefits for the resident community. However, several challenges hamper this development:

- The growth of on-line learning threatens the town's position as a favoured location for language students. Participating ELT centres reported a 79%¹ decrease in student numbers compared to 2019.
- The Covid-19 pandemic has affected places that rely on the visitor economy – the number of unemployed residents more than doubled between March 2020 and March 2021.
- The visitor base needs diversifying by improving facilities - majority are short-stay and lower-spend with a strong 'summer season' focus.
- There are low skills and business activity.
- Town Centre retail performance has been severely disrupted by Covid-19.
- The connections between the town, the seafront and the SDNP, in particular, are weak.

Addressing the Challenges

This project enhances the 'reasons to visit' and 'reasons to stay'. It is part of a wider ambition to develop a compelling and joined-up visitor offer based around art, culture, heritage, environment and leisure. It will help to define the town's distinctiveness and enable it to attract high quality/high value visitor spend throughout the year. It builds on the recent and on-going investment projects, including:

- A town-wide centenary celebration of Towner Eastbourne and capital funding improvements.
- Phases 1 & 2 of the ETCMAP, which improves pedestrian connectivity between the Seafront, the Town Centre and the SDNP.
- Extension to the Beacon Shopping Centre.
- Re-development of the Devonshire Quarter.

This investment will:

- Improve community facilities and develop social capital by creating more attractive town centre meeting places.
- Provide new opportunities for learning, particularly linked to the cultural, creative and hospitality sectors.
- Embed culture and art into the fabric of the town.
- Underline Eastbourne's distinctiveness by encouraging independent retail.

¹ <https://www.englishuk.com/facts-figures>

- Develop clear and attractive, pedestrianised links between the Seafront and the Town Centre.
- Bring the South Downs National Park closer to the town, by providing a new destination that bridges the two.
- Create new job opportunities and diversify the business base.
- Improve conditions for walking and cycling, to encourage active lifestyles, address health disparities and improve air quality.

4.3b Explain why Government investment is needed (what is the market failure)? (Limit 250 words)

The market failure is principally one of 'externalities'. In other words, the benefits do not accrue proportionately to a private investor. There is also a 'public good' dimension to the market failure.

- **Victoria Place** – the main element is the pedestrianisation of the southernmost section of Terminus Road. This is an open access, public street that cannot be funded through payment mechanisms. All residents and visitors will benefit from the pedestrianisation without direct payment. There is likely to be some benefit to businesses on the street, but it is unrealistic for them to make a contribution to the costs for reasons of coordination and practicality. The Victoria Place project also involves refurbishment of commercial buildings. This cannot be covered by increases in rent, because this would prevent small independent businesses from occupying prime premises in the Town Centre, undermining the strategic aim of developing Eastbourne into a unique destination.
- **Towner and Public Art** – The public art beneficiaries are all Eastbourne residents, businesses and visitors to the town. As a free to access art and cultural space, Towner is unable to generate direct income from visitors and participants so it cannot be funded through the market mechanism. Priority groups to participate in the public art commissions will be residents from disadvantaged communities and will therefore also be free to access to improve inclusivity and equitable access to art and creativity.
- **Black Robin Farm** – The costs of redeveloping Black Robin Farm into a centre of excellence for cultural, education and business cannot be met by the expected revenue from the redevelopment. Forecast income will only cover operational costs, but the project will deliver public goods relating to education, recreation and cultural opportunities that will benefit the wider economy, rather than the investor.

4.3c Please set out a clear explanation on what you are proposing to invest in and why the proposed interventions in the bid will address those challenges and barriers with evidence to support that explanation. As part of this, we would expect to understand the rationale for the location. (Limit 500 words)

LUF will be investing in:

- Victoria Place:

- Provide 17 refurbished commercial units for new independent food and drink businesses, providing new jobs and work placement opportunities.
 - Provide a clear route between the Seafront and Town Centre, with 7,771 sq.m of new pedestrianised public realm that will host outdoor events every year.
 - At least 20 x apprenticeships per year.
 - 100 work experience placements per year, leading to 50 jobs created.
 - New green energy infrastructure to support the creation of a year-round destination through provision of green-powered heating and lighting.
- Towner and Public Art:
 - The art trail will provide additional points of interest, drawing people along the route linking Seafront, Town Centre and the starting points for the South Downs Way's many walking routes.
 - Improve visitor facilities at the Towner Art Gallery to attract more visitors and retain them in the town for longer – delivering greater economic benefit.
- The Black Robin Farm
 - Provide 1,730 sq.m of new commercial space for 16 new start-up businesses in the creative and cultural sectors.
 - Provide high quality holiday accommodation.
 - Provide support for 2,400 child learners and school visits.
 - 2,520 adult learners (from commercial courses), a portion of which will be subsidised by East Sussex College Group.

Why it will Address the Town's Challenges:

Combined, these projects will:

- Strengthen the town's visitor economy with 23,250 additional day visitors; 5,155 additional visitor nights from overseas tourists; and 8,615 more visitor nights from domestic tourism every year for a ten year period.
- Add an additional tourism spend of £2.19 million per year, supporting an additional 33 FTE jobs in the wider economy.
- Create 60 gross new jobs and provide new facilities for creative and cultural businesses.
- Increase the value of the welfare benefits of recreation by £70,241 per year.
- Engage 600 residents from disadvantaged communities in the public art commission.
- Provide opportunities for 5,000 adult and child learners.
- Improve pedestrian links between the Town Centre and the Seafront.

The interventions will also provide new opportunities to develop local community capacity; and bring the Seafront, the Town Centre and the South Downs National Park closer together into a compelling offer for tourists.

Rationale for the Location

Eastbourne is ranked 312th (out of 360) in the UK Prosperity Index – this puts it close to the lowest decile in the country. It is particularly weak in terms of its 'enterprise conditions'; 'economic quality' and 'health' – all issues that this project aims to address. It is a town-wide

project because it aims to develop coherence and connectivity between its different elements.

Nevertheless, the redevelopment of Victoria Place will specifically support the regeneration of the Seaside area of the town, whilst the art commissions will focus and attracting interest from residents and communities in areas of high deprivation, including the Shinewater and Langney wards. These wards will also benefit from new and subsidised education and learning opportunities at Black Robin Farm.

4.3d For Transport Bids: Have you provided an Option Assessment Report (OAR) Yes
 No

4.3e Please explain how you will deliver the outputs and confirm how results are likely to flow from the interventions. This should be demonstrated through a well-evidenced *Theory of Change*. Further guidance on producing a Theory of Change can be found within [HM Treasury's Magenta Book](#) (page 24, section 2.2.1) and [MHCLG's appraisal guidance](#). (Limit 500 words)

A Theory of Change Logic plan is appended to this application in line with the HM Treasury's Magenta Book as Appendix 11.

For each of the three inter-connected projects the plan identifies:

- Rationale
- Strategic spending objectives
- Inputs / activities
- Assumptions
- Outputs
- Outcomes
- Impacts.

4.4 Alignment with the local and national context

See technical note Table 1 for further guidance.

4.4a Explain how your bid aligns to and supports relevant local strategies (such as Local Plans, local economic strategies or Local Transport Plans) and local objectives for investment, improving infrastructure and levelling up. (Limit 500 words)

Eastbourne Local Plan (2006-2027)

Strategic Objective	Alignment
<ul style="list-style-type: none"> • Encouraging links to and between the Seafront and different parts of the Town Centre 	<ul style="list-style-type: none"> • New pedestrian access between the Town Centre and the Seafront - Victoria Place
<ul style="list-style-type: none"> • Strengthening the Town Centre as a leading sub-regional shopping and leisure destination. 	<ul style="list-style-type: none"> • Independent shops/restaurants - Victoria Place • Public art installations and outdoor cultural activities

	<ul style="list-style-type: none"> Expanded and enhanced facilities - Towner Gallery
<ul style="list-style-type: none"> Supporting a strong and growing local economy built on innovation, creativity and entrepreneurship 	<ul style="list-style-type: none"> Commercial space for creative start-ups and arts/cultural education provision - Black Robin Farm Refurbished premises for independent food/drink businesses - Victoria Place
<ul style="list-style-type: none"> Providing new high quality/niche tourism based facilities, 	<ul style="list-style-type: none"> Visitor accommodation and interpretation centre - Black Robin Farm Improved facilities - Towner Gallery
<ul style="list-style-type: none"> Increasing access to open spaces Increase walking and cycling to enhance wellbeing and healthy lifestyles 	<ul style="list-style-type: none"> Pedestrian access to the seafront – Victoria Place Art trail from town to the South Downs National Park Visitor facilities- Black Robin Farm
<ul style="list-style-type: none"> Promoting renewable energy generation 	<ul style="list-style-type: none"> Green energy infrastructure – Towner Gallery and Victoria Place Black Robin Farm carbon neutral ambitions

Eastbourne Town Centre Local Plan (2013-2027)

Strategic Objective	Alignment
<ul style="list-style-type: none"> Modernising the Town Centre Creating a Town Centre environment which prioritises pedestrians Creating new civic spaces 	<ul style="list-style-type: none"> Pedestrianisation and refurbishment of commercial buildings – Victoria Place Art installations throughout the town
<ul style="list-style-type: none"> Promoting economic growth by revitalising the Town Centre, attracting new businesses and visitors 	<ul style="list-style-type: none"> Pedestrianisation and refurbishing premises for independents - Victoria Place Providing a clear link between the Seafront and the Town Centre to support growth and establish a stronger year-round visitor offer – Victoria Place
<ul style="list-style-type: none"> Supporting a strong and growing economy built on innovation, creativity and entrepreneurship 	<ul style="list-style-type: none"> Commercial space for creative start-ups and arts/cultural education provision - Black Robin Farm Refurbished premises for independent food/drink businesses - Victoria Place
<ul style="list-style-type: none"> Strengthening land uses and supporting independent retailers and the community 	<ul style="list-style-type: none"> Redeveloping Black Robin Farm and providing support for start-ups and independents at Victoria Place and Black Robin Farm

Eastbourne Downland Estate Whole Estate Plan 2020-2045

Strategic Objective	Alignment
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<ul style="list-style-type: none"> • Maximising social value • Improving the visitor experience and the benefits of tourism • Realising revenue returns • Enhancing heritage assets • Educating visitors 	<ul style="list-style-type: none"> • Creation of new employment, apprenticeships and learning opportunities • New visitor and education centre will provide interpretation facilities – Black Robin Farm • Re-purposing and redeveloping Black Robin Farm will ensure the site’s long-term sustainability as a key asset for the Downland.
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East Sussex Cultural Strategy 2013-2023

Strategic Objective	Alignment
<ul style="list-style-type: none"> • Create an environment where great cultural experiences are available to everyone to enhance their quality of life • Create an environment which enables the cultural and creative economy to expand and enhances our ability to attract and retain other businesses. • Develop and promote well packaged cultural tourism offers which celebrate the identity of East Sussex, raise its profile and attract more visitors and businesses to the County • Strengthening land uses and supporting independent retailers and the community 	<ul style="list-style-type: none"> • Art installations throughout the town and arts events – Victoria Place • Arts/cultural learning opportunities – Black Robin Farm • Enhancements to the Towner Gallery • Business units and interpretation centre – Black Robin Farm • Units for independent retailers – Victoria Place • Redevelopment of Black Robin Farm to create a world-class visitor and education centre.

East Sussex Reset - Economic Recovery Plan 2020

Strategic Objective	Alignment
<ul style="list-style-type: none"> • Think local, act local 	<ul style="list-style-type: none"> • Supporting independents and strengthening local links and supply chains
<ul style="list-style-type: none"> • Building skills, creating jobs 	<ul style="list-style-type: none"> • Creating new jobs, learning opportunities and apprenticeships
<ul style="list-style-type: none"> • Fast-forwarding business 	<ul style="list-style-type: none"> • Investing in the visitor economy and the cultural sector
<ul style="list-style-type: none"> • Better places, fuller lives 	<ul style="list-style-type: none"> • Pedestrianisation and improving premises for local SMEs
<ul style="list-style-type: none"> • Cleaner energy, greener transport 	<ul style="list-style-type: none"> • Pedestrianisation of Victoria Place as part of ETCMAP • Green energy infrastructure – Towner and Victoria Place • Exploring new public transport routes with local operators to connect Eastbourne and the Downland.

4.4b Explain how the bid aligns to and supports the UK Government policy objectives, legal and statutory commitments, such as delivering Net Zero carbon emissions and improving air quality. Bids for transport projects in particular should clearly explain their carbon benefits. (Limit 250 words)

This LUF project aligns to and supports the following UK Government policy objectives:

House of Lords Select Committee Report on Regenerating Seaside Towns and Communities (April 2019).

- Restores and enhances public realm and cultural heritage assets through capital investment in seaside towns.

National Planning Policy Framework (NPPF) 2019

- Black Robin Farm redevelopment supports a prosperous rural economy through sustainable rural tourism and leisure developments, respecting the character of the countryside.
- Cultural attractions help to maintain the vitality of Eastbourne Town Centre.

Clean Growth and Net Zero 2050 Target

- Visitor infrastructure enhancements provide pedestrian connectivity between the Seafront, Town Centre and the South Downs National Park.
- Carbon offsetting at Black Robin Farm and all buildings.
- New Green energy installations at Victoria Place and Towner Gallery.

The minimal approach to fit out will allow for excellent efficiency of material use, and reducing wastage used in the building fit out. Some finishes have been selected because they are recycled / can be recycled or adapted. Building materials will be sourced in accordance with a sustainable procurement plan. Recycled and low-VOC products will be specified where feasible.

During construction, the contractor will be required to employ responsible construction practices including monitoring and reporting of energy and water consumption, materials sourcing, transport movements, construction waste and pollution prevention.

UK Government focus on Cultural Recovery 2020/21

Interventions including the Cultural Recovery Fund during the pandemic underline the government's recognition of arts/culture as an important source of employment and economic driver in the longer term. The proposed investments support these objectives, providing space, training and opportunity for cultural and creative businesses.

4.4c Where applicable explain how the bid complements / or aligns to and supports other investments from different funding streams. (Limit 250 words)

This LUF complements and aligns to the following projects or funding streams.

Towner Centenary and Black Robin Farm

The project complements the Towner's community outreach activity in low socio-economic wards in Eastbourne. Driving Devonshire Forward from the Coastal Communities Fund (£2.1 million in 2015) provided local artists with opportunities, skills development through apprenticeship, & community partnership to boost awareness and participation in art and culture in the Devonshire ward (Seaside). [The Coastal Cultural Trail](#) was also part of the bid

and funded a marketing officer to promote cultural venues in Eastbourne, Bexhill and Hastings. The Towner hosted a creative apprenticeship for one year and ran a creative engagement project through 5 community organisations in the ward for 47 participants.

The project complements the Towner's community outreach activity in low socio-economic wards in Eastbourne.

Victoria Place

The proposals complement the delivery of the next phases of East Sussex County Council's LEP-funded Eastbourne Town Centre Movement & Access Package, which provides public realm improvements, including pedestrianisation of Terminus Road and linked to the Local Growth Fund £11.25 million for Phases 1 and 2 investment and the £54 million re-development of the Devonshire Quarter (supported by £5 million of Local Growth Funding and £1.6 million of Getting Building Funding).

4.4d Please explain how the bid aligns to and supports the Government's expectation that all local road projects will deliver or improve cycling and walking infrastructure and include bus priority measures (unless it can be shown that there is little or no need to do so). Cycling elements of proposals should follow the Government's cycling design guidance which sets out the standards required. (Limit 250 words)

Early discussions have taken place with the South Downs National Park Authority regarding rerouting of the South Downs Way through Black Robin Farm and extending the start / finish at Towner. This will help address a problem that exists whereby the South Downs Way currently peters out at the bottom of the hill at the start of the Seafront at Bedes School with no onward signposting to the Town Centre, leaving walkers unclear of where to go.

In addition, a local bike shop, Cadence, will be providing a pop-up electric bike hire/repair shop and café in the Plaza outside Towner from July 2021 enabling visitors to easily access Black Robin Farm, which is 1.6 miles away, via a sustainable form of transport.

The Victoria Place project will provide significant walking infrastructure improvements, helping to support modal changes and providing safe environments for residents and visitors to travel to and from the new commercial units and cultural attractions.

The Towner's newly-created trail of artworks linked to its centenary will provide residents and visitors with a network of new locations to visit, with promotional materials that will be designed to encourage cycling and walking. This will better connect the town with the South Downs Way, but also enhance intra-town connectivity and link some of our more disadvantaged communities with new employment and learning opportunities being created through LUF funding.

PART 5 VALUE FOR MONEY

5.1 Appropriateness of data sources and evidence

See technical note Annex B and Table 1 for further guidance.

All costs and benefits must be compliant or in line with [HMT's Green Book](#), [DfT Transport Analysis Guidance](#) and [MHCLG Appraisal Guidance](#).

5.1a Please use up to date evidence to demonstrate the scale and significance of local problems and issues. (Limit 250 words)

The following data and evidence has been used to inform this submission which demonstrates the scale and significance of the local problems and issues:

Health and Well-Being

- Eastbourne has an ageing population. Currently 26% of its residents are aged 65+, compared with 19% in England as a whole. Over the next ten years, the number of older residents will increase by 21% (5,514) and they will account for 29% of the resident population. Alongside this, the number of people with a long-term limiting illness in Eastbourne will increase from 22,779 in 2019 to 25,178 by 2028. This raises significant challenges in terms of taking steps to minimise social isolation and to provide opportunities for active and healthy lifestyles amongst older people.
- The Phase 2 ETCMAP business case identified a need to improve public realm, make Eastbourne Town Centre more pedestrian-friendly and improve connections between the Seafront and the Town Centre.

Economic Activity

- The number of people employed in Eastbourne remained unchanged between 2015 and 2019, despite an increase in England of 5% over the period.
- Eastbourne relies heavily on sectors of the economy that have been badly affected by the Covid-19 pandemic. Between February 2020 and February 2021, the number of resident JSA/UC claimants more than doubled from 2,215 to 4,620 and the claimant count rate (7.7%) is now the fifth highest out of 64 local authority districts in the south east of England.
- In April 2021, 11.7% of the retail properties in the Town Centre were vacant. This is nearly double the rate in April 2018 (5.7%).
- In 2015, 25% of Eastbourne's available retail spend leaked to Brighton and a total of 31% leaked to Hastings, Bexhill-on-Sea and Tunbridge Wells.

Visitor Economy

- Whilst the visitor economy is a key element of the local economy, there are signs that the town was struggling to maintain its market position even before the pandemic. Between 2018 and 2019 the number of visitor nights by UK visitors fell by 55,000 and their contribution to the economy reduced by over £4 million.

5.1b Bids should demonstrate the quality assurance of data analysis and evidence for explaining the scale and significance of local problems and issues. Please demonstrate how any data, surveys and evidence is robust, up to date and unbiased. (Limit 500 words)

The following demonstrates the quality assurance of data analysis and evidence used in this submission:

Health and Well-Being

- Evidence of the changing age profile of Eastbourne Borough is taken from the Office for National Statistics Population Projections, via NOMISWEB for the years 2021 to 2031. These are based on assumed levels of fertility, mortality and migration and are produced for all local authorities by the ONS.
- The projected numbers of people with long-term limiting illnesses are produced by East Sussex County Council, based on a range of factors including age and existing levels of long-term limiting illness.
- Issues surrounding improved access to the Seafront and Town Centre for pedestrians and cyclists were subject to extensive review to inform the successful application for Local Growth Funding for Phase 2 of the Eastbourne Town Centre Movement and Access Package, which was completed in 2019. This was subject to a wide consultation and included WebTAG analysis to assess the health (and other) impacts of that phase of the package.

Economic Activity

- The number of employees in Eastbourne is taken from the Business Register and Employment Survey (2015 and 2019), which is undertaken by the Office for National Statistics each year. Whilst all surveys are subject to some level of uncertainty, this is a nationally recognised and widely used dataset for assessing local employment conditions.
- Claimant Count data at local level is an experimental dataset produced by the Office for National Statistics, based on the number of people claiming Jobseekers' Allowance, plus those who are claiming Universal Credit and are required to seek work. It provides a good indication of the latest level of unemployment and it captures the impact of the Covid-19 pandemic at local level quite effectively.
- Retail property vacancy rate data are based on a survey undertaken by Springboard on behalf of Eastbourne Borough Council in April 2021. This is a quarterly survey that tracks trends nationally and at local authority level. The data is up to date and can be benchmarked with other local areas.
- Data on leakage of retail spend is somewhat dated (2015). It is taken from the Eastbourne Arndale study by Integrated Research and quoted in the Phase 2 Eastbourne Town Centre Movement and Access Package business case for Local Growth Funding.

Visitor Economy

- Data on the Eastbourne visitor economy is taken from the Economic Impact of Tourism on Eastbourne Borough study that was undertaken by Tourism South East on behalf of the Council in 2019. This is a well-recognised research product that is used extensively by local authorities to measure the volume of, and spend by, visitors to support the visitor economy. It pre-dates the Covid-19 pandemic, so it does not capture its impact on tourism, but it demonstrates the challenges that the Borough has in maintaining its position as a seaside destination that is attractive to domestic visitors, in particular.

5.1c Please demonstrate that data and evidence chosen is appropriate to the area of influence of the interventions. (Limit 250 words)

This project's three elements are focused across the town and into the foothills of the South Downs National Park. To this extent, the aim is 'town-wide' rather than having a specific spatial focus. It is primarily about two interventions:

- Strengthening the visitor economy, particularly by creating better links between the Town Centre, Seafront and the South Downs National Park, particularly through a strengthened arts and cultural offer; and
- Creating a more accessible and distinctive Town Centre, which promotes more sustainable forms of transport, improves recreation opportunities, facilitates year-round activity and addresses health and well-being challenges amongst the local community.

There are other more specific dimensions in the operational phase, which will involve developing outreach arts/cultural programmes to support people in disadvantaged parts of the town, but the overall aim has a town-wide focus.

For this reason, the datasets that have been used are largely centred on the Borough as a whole, rather than its constituent parts.

5.2 Effectiveness of proposal in addressing problems

5.2a Please provide analysis and evidence to demonstrate how the proposal will address existing or anticipated future problems. Quantifiable impacts should usually be forecasted using a suitable model. (Limit 500 words)

We have assumed that the combined interventions will result in an attributable increase in the value of tourism by 0.5% per year for a ten year period after the capital developments have been completed. It is assumed that spend per visit remains constant at 2021/22 prices. This means that the combined interventions would result in 23,250 more specifically attributable day visitors; 5,155 more visitor nights from overseas visitors; and 8,615 more visitor nights from domestic tourism every year for a ten year period.

This would result in additional tourism spend of £2.19 million per year and would support an additional 33 jobs in the wider economy.

The impacts have been apportioned to each of the projects, as follows:

- Black Robin Farm 35%
- Victoria Place 35%
- Towner and Public Art 30%

There is an element of subjectivity as to how these have been apportioned. However, the investment in Black Robin Farm will connect the South Downs National Park more effectively to the Town Centre, which is expected to bring a larger number of new visitors to Eastbourne.

The benefits of pedestrianisation have been adapted from the Present Value of the impacts that were identified for Phase 2 of the Eastbourne Town Centre Movement & Access Package, which followed extensive primary research around movements along Terminus Road. We have applied the BCR of 3.39 that was used for that project to this, and applied it to the Present Value of the costs of pedestrianisation for this project, with the same proportionate contributions in terms of:

- Public realm
- Health
- Absenteeism
- Active Travel

Welfare benefits of recreation are based on the ORVAL database and assuming that the number of visitors to Eastbourne recreation areas increases by 1% per year over a ten year period.

Employment/GVA benefits are based on applying a gross to net ratio of 32% to the gross jobs that are expected to be created by the projects and a sector based GVA per job calculation (uprated from 2017) has been used to calculate the annual GVA contribution.

Vocational training benefits are based on the number of learners per year at the Black Robin Farm development. This has been multiplied by a unit value from the HACT Social Value Bank for learning. A 62% additionality factor has been applied based on the Additionality Guide (training weeks). The benefits are assumed to last for ten years.

Volunteering benefits have been monetised by multiplying the unit value of regular volunteering from the HACT Social Value Bank by the number of regular volunteers over a ten year period. An additionality factor of 65% has been applied, based on the Additionality Guide ready reckoner.

The Gross development value of the Site at Black Robin Farm is assumed to be twice the value of its current use value, which is based on Eastbourne Borough Council's insurance valuations.

There is assumed to be an increase in value of the commercial properties in Victoria Place. The existing values are based on applying a 7% yield to the rateable values of the properties and the annual increase in value without intervention is 2%. We have assumed that there will be an additional annual 2% increase in values for a period of ten years. The increase in value is based on the difference in the Present Value of the properties after intervention and the Present Value of the properties without intervention at the end of 30 year appraisal period.

5.2b Please describe the robustness of the forecast assumptions, methodology and model outputs. Key factors to be covered include the quality of the analysis or model (in terms of its accuracy and functionality) (Limit 500 words)

The following sets out the robustness of the forecast assumptions, methodology and model outputs developed for this submission and included in the appended economic and financial models.

Methodology - Appraisal Period/Discounting/Land Values/Inflation

- **Appraisal Period:** For existing use values, costs and benefits is 30 years to 2050/51, but persistence of benefits has been limited to ten years for several benefits, including employment/GVA; tourism benefits; training and volunteering.
- **Discount rate.** A discount rate of 3.5% has been applied to all costs and benefits.
- **Land & Property Values:** A 2% real terms value annual inflation has been applied to the existing and gross development values for properties with an increase of a further 2% per year for ten years after intervention for Victoria Place properties.
- **The Gross Development Value** of Black Robin Farm is assumed to be double its existing use value.
- **GDP Deflator:** Inflation effects have been removed from the costs in the financial case.
- **Project Costs:** Based on cost consultants' estimates, including contingency allowances in the financial case and a 15% Optimism Bias factor has been applied to the two main projects (Black Robin Farm and Victoria Place) and 10% Optimism Bias has been applied to the Towner and Public Art project.
- **CPI inflation:** Effects have been removed from the financial costs, but real terms increases have been retained.
- **Operational Costs:** Additional operational costs have not been included, but these will not accrue to the public sector.

Tourism Benefits

- The tourism benefits are based on the most accurate visitor economy data that is available to Eastbourne Borough. It is difficult to be attribute impacts directly to the interventions, because there are a wide range of factors that impact on visitor numbers and forecasting what would happen with and without intervention is challenging, particularly following the Covid-19 pandemic. We have held the value constant in the 'Do Nothing' and assumed a modest increase in overall value over a ten year period. Proxy data related to footfall at Victoria Place, visits to Black Robin

Farm and the Towner Gallery will provide an indication of whether the extent to which this forecast is reasonable and robust.

Employment/GVA

- Gross employment figures have been provided by the operators, based on their own forecasts and the GVA/Employment ratios are based on robust Office for National Statistics figures for 2017, updated to 2021. Gross to Net ratios are based on those recommended for Job Creation in the Additionality Guide (4th Edition). Limiting the impacts to a ten year period, rather than applying a 30 year period, seems reasonable, as it is likely that other interventions will influence employment patterns over a longer period. Whilst local or other factors may mean that the outcome is different (particularly since unemployment is currently high), this ready reckoner approach currently seems reasonable.

Welfare Benefits of Recreation

- These are based on the OrVAL database, in which benefit values and visitor numbers are applied to MSOAs and local authorities throughout the country. Again, it is difficult to directly apportion impacts to the specific projects, so a very modest 1% increase over ten years has been applied. It is arguable that the attributable impacts could be greater, but over a shorter timeframe, as other future interventions begin to impact on recreation activity.

Apprenticeships/Volunteering

- The number of apprenticeships has been supplied by East Sussex College Group, based on the floorspace available. It is conservative in that it does not attribute the lifetime benefits of the learning and assumes only a single year value for each learner. The additionality factor is based on the Additionality Guide (Training Weeks). A similar approach has been used for the volunteering. The gross number is based on the estimates provided by the contractor; the Additionality Guide has been used to convert this to a net estimate and then a unit value has been taken from the HACT Social Value Bank.

WebTAG Benefits

- The WebTAG benefits of the neighbouring pedestrianisation have been applied proportionately to this scheme which seems a reasonable proxy, based on the extensive work that has been done to assess the impact of Phase 2 of the ETCMAP.

5.3 Economic costs of proposal

5.3a Please explain the economic costs of the bid. Costs should be consistent with the costs in the financial case, but adjusted for the economic case. This should include but not be limited to providing evidence of costs having been adjusted to an appropriate base year and that inflation has been included or taken into account. In addition, please provide detail that cost risks and uncertainty have been considered and adequately quantified. Optimism bias must also be included in the cost estimates in the economic case. (Limit 500 words)

Discounting Costs

A base year has been used to establish the Present Value of the Costs. The costs have been allocated to the year in which they are expected to occur, and a 3.5% annual discount rate has been applied to all costs. The model that has been used, therefore, shows all costs in nominal and present value terms. The Nominal and Present Value of Costs are shown in the table below:

Eastbourne LUF	Black Robin Farm	Victoria Place	Towner	Total

Note: these costs include optimism bias, which is not included in the financial costs or the LUF Ask.

Inflation Allowance

The financial costs included an annual build cost inflation rate at CPI rates. No additional, real terms inflation was added to the costs in any of the projects. All inflation costs shown in the financial case have, therefore, been removed for the economic case.

Risk and Uncertainty

The main financial risks identified in Section 6.1g of this application relate to increased costs. These are covered in the financial case with contingency allowances.

Black Robin Farm

A 10% contingency allowance has been applied to the financial costs of Black Robin Farm. In addition to this, the economic case includes a further 15% Optimism Bias factor that been added to all capital costs.

Victoria Place

A 5% contingency allowance has been applied to refurbishment of the buildings at the Victoria Place redevelopment. The pedestrianisation includes a 15% contingency allowance and the economic case includes a further 15% Optimism Bias on top of the capital costs.

Towner and Public Art

A 10% contingency allowance has been applied to the Towner Gallery refurbishment costs. The economic case includes a further 10% Optimism Bias factor on top of the capital costs of the development of the Towner Gallery and a 10% Optimism Bias allowance has been applied to the Public Art commission. No contingency or Optimism Bias have been added to operational costs, which will mainly be borne by the private sector and funded through income from sales.

The table below shows the amounts that of contingency and Optimism Bias that have been added to each project.

- Black Robin Farm 30%
- Victoria Place 30%
- Towner Gallery & Public Art 40%

Employment/GVA Benefits:

- Employment estimates provided by partners, including:
 - 50 at Black Robin Farm
 - 7 at Towner Gallery
 - 3 through the Public Art project
- Apply a gross to net ratio of 32%, based on the Additionality Guide 4th Edition (Job Creation).
- Multiply by GVA per job based on Office for National Statistics data by national sector (2017) and uprate to 2021 prices using GDP deflator:
 - [REDACTED]
 - [REDACTED]
 - [REDACTED]
 - [REDACTED]
- Assume ten year duration of benefits.
- Apply an annual 3.5% discount rate to establish the Present Value benefits.

Commercial Property Values:

- Identify the impacted properties in Victoria Place.
- Establish their rateable values from the .gov website. Divide this by a 7% yield to calculate aggregate current values.
- Assume an annual 2% increase in values until 2050/51 and apply an annual 3.5% discount rate to establish the present value of the current values at the end of the appraisal period.
- Assume an annual increase of 4% in the value of the properties for a ten year period following completion of the works in Victoria Place, before reverting to an annual 2% increase until 2050/51.
- Apply a 3.5% annual discount rate to calculate the present value of the properties after intervention at the end of the appraisal period.
- Subtract the present value of the properties without intervention from the present value of the properties with intervention to establish the present value benefit.

Learners at Black Robin Farm:

- Establish the number of learners created by the project from the contractor (2,520 per year).
- Assume 20% have a monetised value, as learners are likely to be a studying a combination of short/medium and longer term training courses with variable impacts.
- Multiply by the unit value for learners [REDACTED]
- Apply a gross to net ratio of 62% from the Additionality Guide.
- Assume benefits to have a ten year duration.
- Apply a 3.5% discount rate to establish the present value of the benefit.

Apprentices:

- Establish the number of apprentices per year at Victoria Place from East Sussex College Group (20 per year).
- Multiply by the unit value for apprenticeships [REDACTED]
- Apply a 58% additionality factor, based on Additionality Guide (4th edition) estimates.
- Assume 10 year duration of benefits.
- Apply 3.5% discount rate to establish present value benefit.

Pedestrianisation:

- Establish the present value of the project costs based on the financial model costs.
- Apply a BCR of 3.39 based on evidence in the Phase 2 Eastbourne Town Centre Movement and Access Package to establish the present value benefits.
- Apportion the benefits based on the same proportions as the Phase 2 study:
 - Public Realm: 60.7%
 - Health: 29.0%
 - Absenteeism: 1.8%
 - Active Travel: 8.6%

Land Value Uplift:

- Establish the existing use value of Black Robin Farm from Eastbourne Borough Council.
- Assume an annual 2% increase in value until 2050/51.
- Apply a 3.5% annual discount rate to the values to establish the present value at the end of the appraisal period.
- Assume the change of use doubles the value of the site and assume a 2% annual increase in value until 2050/51.
- Apply a 3.5% annual discount rate to establish the present value at the end of the appraisal period.
- Subtract the present value of the existing use value from the present value of the changed use value to establish the present value benefit.

5.4b Please complete Tab A and B on the **appended excel spreadsheet** to demonstrate your:

Tab A - Discounted total costs by funding source (£m)

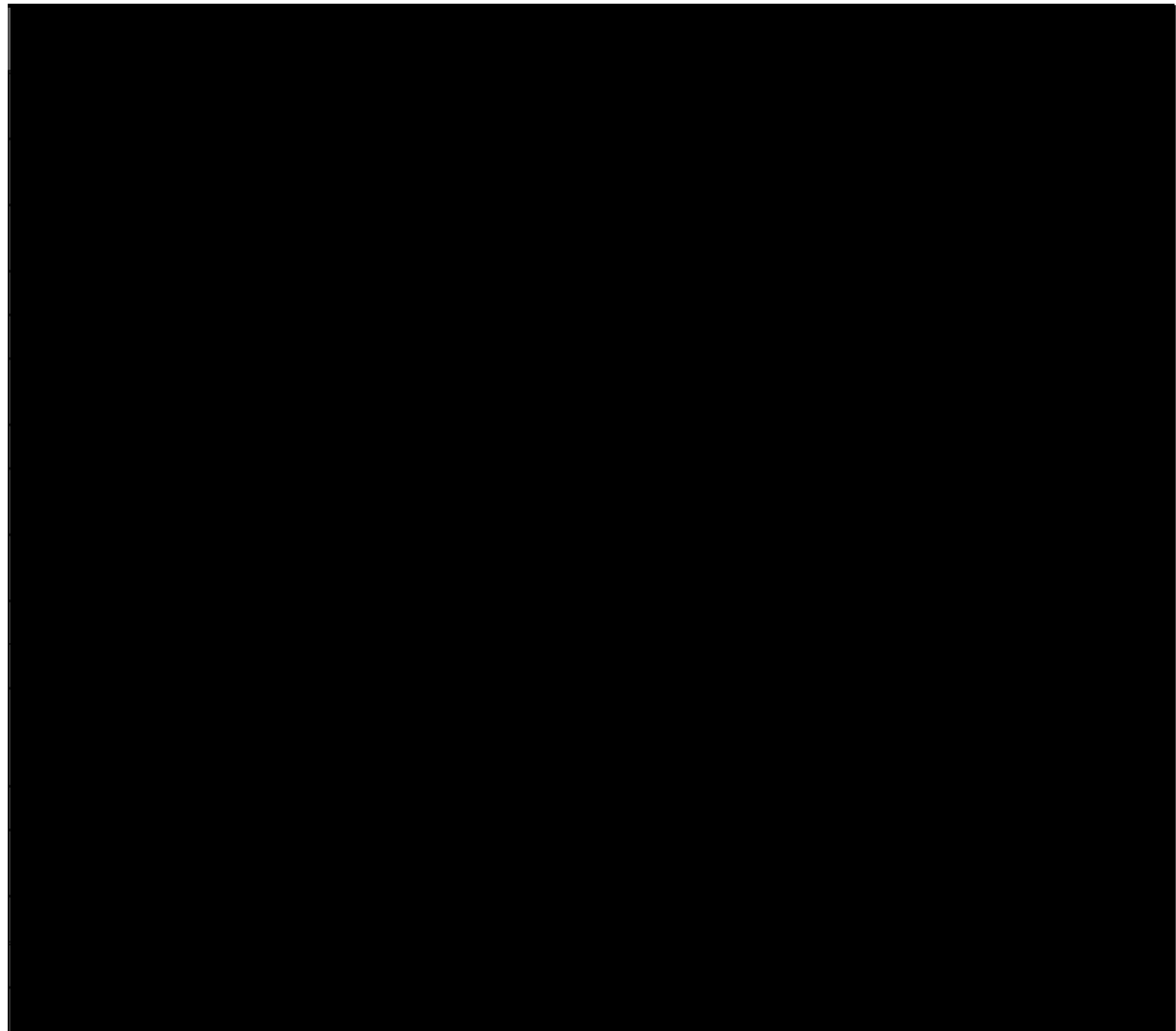
Tab B – Discounted benefits by category (£m)

The appended excel spreadsheet includes completed Tabs A and B.

5.5 Value for money of proposal

5.5a Please provide a summary of the overall Value for Money of the proposal. This should include reporting of Benefit Cost Ratios. If a Benefit Cost Ratio (BCR) has been estimated there should be a clear explanation of how this is estimated in a methodology note. Benefit Cost Ratios should be calculated in a way that is consistent with [HMT's Green Book](#). For non-transport bids it should be consistent with [MHCLG's appraisal guidance](#). For bids requesting funding for transport projects this should be consistent with [DfT Transport Analysis Guidance](#). (Limit 500 words)

The table below shows the Value for Money of the proposal, set out in Present Value terms, for each component of the proposal and for the proposal as a whole.



[Redacted text block]

[Redacted text block]

GVA generated through increased employment and tourism impact benefits account for most of the project benefits.

Methodology Note

- Net Present Public Value
The NPPV has been calculated by subtracting the Net Present Values of the Existing Property Values (where applicable) and the Public Sector Costs from the Net Present Value of All Benefits.
- Benefit Cost Ratio
The BCR has been calculated by subtracting the Net Present Value of Existing Property Values from the Net Present Value of All Benefits and dividing this by the Net Present Value of the Public Sector costs.
- Sensitivity Testing
Economic costs and benefits are subject to uncertainty. In this central case, the BCR is 2.56, well above the 2.0 BCR threshold for the project to be assessed as Good, in value for money terms.

5.5b Please describe what other non-monetised impacts the bid will have, and provide a summary of how these have been assessed. (Limit 250 words)

The LUF investment will help the following non-monetised benefits:

Economy

- Contribution to Eastbourne's enhanced reputation as a centre of cultural excellence and one of the UK's top visitor destinations.
- Opportunities to support the growth of independent retail and hospitality businesses.
- 16 artists' studios for rent.
- A forecast 500,000 visitors to the three new commissioned art works and accompanying visitor art trail.

Skills and Employment

- 100 work experience placements leading to 50 jobs at Victoria Place, focused on the hospitality and visitor economy sectors.
- Temporary construction and training opportunities during construction phase.
- Work experience opportunities for young people in local businesses.

- Summer and Christmas Open Studios / curated craft fairs (at least 2 per year).
- Free showcasing of works from the 'making together' programme and further education partnerships.
- 2,520 adult learners (from commercial courses), a portion of which will be subsidised by East Sussex College Group.

Sustainability

- New Green Energy infrastructure.
- Recycled and low-VOC products.
- Strengthen the links between the Seafront, Town Centre and South Downs National Park through a public art trail.

Community and Outreach

- Greater opportunities for social interaction and community engagement.
- 600 residents from disadvantaged communities involved in the creation of the public arts project.
- Development of cultural education outreach programme to people living in disadvantaged areas of the town.
- Provide a focal point for the Towner's Centenary celebrations.
- 25 artist opportunities engaging with the public art commissions.
- Provide support for 2,400 children learners and school visits.
- Development of cultural education outreach programme to people living in disadvantaged areas of the town.

These non-monetised benefits have been assessed through consultation with partners and stakeholders during the process of developing this proposal.

5.5c Please provide a summary assessment of risks and uncertainties that could affect the overall Value for Money of the bid. (Limit 250 words)

A summary of the key risks and uncertainties that could affect the overall value for money of the bid are:

Lower than Expected Increase in Visitor Numbers

- There are significant external factors that are likely to influence the volume and value of tourism to the local economy. A significant reduction in the calculated attributable impact on visitor spend and numbers is, therefore, a risk. However, the attributable impact (+0.5%) is modest and takes account of a range of other interventions in the town that will also impact on visitor numbers and spend.

Fewer Jobs Created than Expected

- The project is expected to generate at least 60 gross direct jobs – estimates that have been provided by contractors and are considered conservative. If fewer jobs are created, this will impact on the GVA benefits. We have only assumed ten year attributable benefits and a 32% gross to net ratio has been applied to estimate net impacts.

Higher Public Sector Project Costs

- Higher development costs to the public sector risk, reducing the value for money. Any cost overruns will not be incurred by the Levelling Up Fund but could still fall to the public sector. Appropriate contingency allowances and Optimism Bias factors have been included in the VFM calculations to account for these risks.

Lower WebTAG Benefits

- The impacts of the pedestrianisation project on Victoria Place are based on a recent analysis of a linked stretch of pedestrianisation, so they are subject to some uncertainty. If they do not deliver the same proportionate benefits, this risks reducing (or increasing) the value for money assessment.

Other Risks and Uncertainties

- Reduced number of learners, apprentices and lower than expected increases in property values are all risks to the VFM assessment. However, in each case, modest, but realistic benefits have been applied to account for these risks.

5.5d For transport bids, we would expect the [Appraisal Summary Table](#), to be completed to enable a full range of transport impacts to be considered. Other material supporting the assessment of the scheme described in this section should be appended to your bid.

PART 6 DELIVERABILITY

6.1 Financial

See technical note Table 1 for further guidance.

6.1a Please summarise below your financial ask of the LUF, and what if any local and third party contributions have been secured (please note that a minimum local (public or private sector) contribution of 10% of the bid costs is encouraged). Please also note that a contribution will be expected from private sector stakeholders, such as developers, if they stand to benefit from a specific bid (Limit 250 words)

The financial ask of the LUF is shown in the table below, shown by individual project and by the proposal as a whole.

Project Name	Local Contribution	Private Sector Contribution	LUF Ask	Total Bid Cost
[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]

- [REDACTED]
- [REDACTED]
- The Levelling Up Fund ask is £19,847,287. [REDACTED]
- [REDACTED]

6.1b Please also complete Tabs C and D in the **appended excel spreadsheet**, setting out details of the costs and spend profile at the project and bid level in the format requested within the excel sheet. The funding detail should be as accurate as possible as it will form

the basis for funding agreements. Please note that we would expect all funding provided from the Fund to be spent by 31 March 2024, and, exceptionally, into 2024-25 for larger schemes.

The appended excel spreadsheet includes completed Tabs C and D as requested.

6.1c Please confirm if the bid will be part funded through other third-party funding (public or private sector). If so, please include evidence (i.e. letters, contractual commitments) to show how any third-party contributions are being secured, the level of commitment and when they will become available. The UKG may accept the provision of land from third parties as part of the local contribution towards scheme costs. Where relevant, bidders should provide evidence in the form of an attached letter from an independent valuer to verify the true market value of the land.

- Yes
 No

6.1d Please explain what if any funding gaps there are, or what further work needs to be done to secure third party funding contributions. (Limit 250 words)

There are no funding gaps if LUF investment is secured. The costs include allowances for contingency, OH&P and optimism bias to mitigate against cost overruns.

6.1e Please list any other funding applications you have made for this scheme or variants thereof and the outcome of these applications, including any reasons for rejection. (Limit 250 words)

The Council has not previously made any funding applications for the aspirations at the Towner or Black Robin Farm.

The Towner Eastbourne has been successful in the past in securing £1 million of both public sector and charitable funding for Phase 1 of the gallery capital improvements. This is in addition to £0.5 million secured in 2016 for Towner cinema development.

The pedestrianisation of Victoria Place was not included in East Sussex County Council's funded Eastbourne Town Centre Movement and Access Package and will be included as a new additional phase subject to LUF investment.

6.1f Please provide information on margins and contingencies that have been allowed for and the rationale behind them. (Limit 250 words)

[REDACTED]

[Redacted]

- [Redacted]

[Redacted]

- [Redacted]

[Redacted]

- [Redacted]

[Redacted]

- [Redacted]

6.1g Please set out below, what the main financial risks are and how they will be mitigated, including how cost overruns will be dealt with and shared between non-UKG funding partners. (you should cross refer to the Risk Register). (Limit 500 words)

The main financial risks and mitigating actions for each of the three component parts of this LUF submission is set out in the table below:

<i>Key Risk</i>	<i>Mitigating Actions</i>	<i>Cost Overruns</i>
Victoria Place		
Failure to secure Levelling Up Funding	Ensure compliant Funding Application with all necessary supporting information. Only apply for 100% funding.	N/A
Delayed completion of the Works	Tight supervision, programme monitoring and seeking recovery plan from Contractor at early stage.	Met by EBC
Failure to secure relevant Traffic Regulation Orders and/ or necessary consents	Ensure a high level of early engagement with officers in the ESSC Highways team on the scheme's design to mitigate any planning risk.	Met by EBC
Higher design/build costs of scheme than forecast	Appropriate consultation with key officers will be an integral part of the project management of the scheme. This will be undertaken at key stages of	Met by EBC

² Jacobs is the current East Sussex Highways end-to-end service contract provider.

	design and build of the scheme to identify any potential issues related to the costs early on in the scheme development.	
Towner Gallery and Legacy Artworks		
Failure to secure Levelling Up Funding	Ensure compliant Funding Application with all necessary supporting information. Only apply for 100% funding.	N/A
Higher design/build costs of the Towner restaurant than forecast	The forecast costs have been based on site evaluations, surveys and research of the site and proposed building size to establish accurate building costs. Key meetings between the Towner and designer / costs consultants will be an integral part of the project management of the scheme. This will be undertaken at key stages of design and build of the scheme to identify any potential issues related to the costs early on in the scheme development.	Met by Towner Eastbourne
Delayed completion of the Works	Tight supervision, programme monitoring and seeking recovery plan from Contractor at early stage.	Met by Towner
Higher design/build costs for the three legacy art works	Early and regular meetings with the artists to identify any potential issues related to potential costs overruns.	Met by Towner
Scheme does not result in significant hire income from the new meeting room facility	Feasibility studies already completed to demonstrate the demand for new meeting facilities in Eastbourne	Met by Towner
Scheme does not result in significant new income from the refurbishment of the cafe	Feasibility studies already completed to demonstrate the demand for new restaurant facilities in Eastbourne	Met by Towner
Black Robin Farm		
Failure to secure Levelling Up Funding	Ensure compliant Funding Application with all necessary supporting information. Only apply for 100% funding.	N/A
Higher design/build costs of Black Robin Farm than forecast	The forecast costs have been based on site evaluations, surveys and research of the site and proposed building size to establish accurate building costs. Key meetings between the Towner and designer / costs consultants will be an integral part of the project management of the scheme. This will be undertaken at key stages of design and build of the scheme to identify any potential issues related to the costs early on in the scheme development.	Met by Towner
Delayed completion of the Works	Tight supervision, programme monitoring and seeking recovery plan from Contractor at early stage.	Met by Towner

6.2 Commercial

See technical note Section 4 and Table 1 for further guidance.

6.2a Please summarise your commercial structure, risk allocation and procurement strategy which sets out the rationale for the strategy selected and other options considered and discounted. The procurement route should also be set out with an explanation as to why it is appropriate for a bid of the scale and nature submitted.

Please note - all procurements must be made in accordance with all relevant legal requirements. Applicants must describe their approach to ensuring full compliance in order to discharge their legal duties. (Limit 500 words)

Procurement Strategy

All spend in relation to this project will be carried out in line with the Council's Contract Procedure Rules for the procurement of works, services and supplies. A copy of the Contract Procedure Rules can be found [here](#). The Contract Procedure Rules state that all procurement carried out by the Council must:

- Achieve best value.
- Be consistent with the highest standards of integrity.
- Ensure fairness in allocating public contracts or disposal of assets.
- Comply with all legal requirements.
- Support the Organisation's corporate and departmental aims and policies.
- Comply with the Organisation's Procurement Strategy where there is a current one in place.

The project sponsor is Rob Cottrill, Chief Executive and the Senior Responsible Officer is Ian Fitzpatrick, Deputy Chief Executive and Director of Regeneration & Planning. The scheme's Project Manager and Lead Officer responsible for managing the leases and project delivery with key delivery partners is Mark Langridge-Kemp, Head of Property, Delivery and Compliance.

The Project Manager will provide project updates to the Eastbourne BC Corporate Management Team, Eastbourne BC Cabinet and the Eastbourne stakeholder group that has helped to develop this submission.

Procurement Route for Victoria Place

ESCC has an existing seven-year contract, between ESCC and Costain/Jacobs (East Sussex Highways - ESH) that is currently managing and delivering Phase 2a and Jacobs are managing the early stages of Phase 2b development. The contract ends in 2023 but can be re-procured at any point before 2023.

In order to deliver the scheme within the programme and due to the timeframe required for spend and delivery by March 2024, a standard approach to project delivery will be taken to ensure the most cost effective and reliable route to enable the delivery of this programme, within the funding timescales. This means that the same delivery partner will undertake both the design and construction of the programme measures.

At this stage, the preferred route for procurement of the Standard approach – design and construction – is to procure Costain/Jacobs through the ESH venture. This could provide benefits of maintaining

critical local scheme development knowledge, which could be fundamental in meeting the LUF timescales to enable both scheme design and construction by March 2024.

Procurement Route for Towner and Black Robin Farm

All spend will be carried out in line with Towner Contracts & Suppliers Procurement Policy and be consistent with Towner Ethics Code and expectations of suppliers regarding regulations, value-based ethics and alignment with Towner's charitable mission. A closed tender system operates for purchases over £25k with awards made by the charity trustees based on ethical principles, reputation, quality of product/services and environmental impact.

Risk Allocation

A risk register is appended to this application and summarised in questions 6.1g and 6.3e. The project will adhere to the following approvals and escalation procedures.

- The Project Manager and Lead Director will report progress to the Eastbourne BC Corporate Management Team which provides authority to the responsible Director and the project team to take decisions on the scheme's progress, timetable and financial issues.
- The Project Manager and Lead Director will provide updates to the Eastbourne BC Cabinet on the schemes' progress, identifying any issues that need addressing alongside mitigating actions.

This line of reporting will give assurance of due diligence and transparency for public funded projects as the regular reports will be presented for noting/approval (as relevant) by Corporate Management Team.

Commercial Structure

The Council will enter in formal contracts with the approved contractors and leases with delivery partners which will include strict monitoring arrangements, performance measures and targets and regular quality checks on works completed.

All contracts and leases will be overseen by the appointed project manager who will in turn report the delivery of the outputs in line with the governance and escalation process set out above.

Other Options Considered

The Council received 45 project ideas though an expression of interest issued to local partners. These were reviewed in two stages - Stage 1: Thematic Fit where some projects were rejected due to lack of thematic fit with LUF; and Stage 2: Initial Sift where projects were assessed against the level of detail available (incl. costs, outputs & scale), timescales & deliverability.

14 projects were shortlisted against LUF criteria and locally developed criteria including visible (and new) impact; job creation / learning opportunities; robust project costings and clear evidence of market failure.

As a result of this process, the project in this application provided the strongest alignment with the LUF.

6.3 Management

See technical note Section 4 and Table 1 for further guidance

Delivery Plan: Places are asked to submit a delivery plan which demonstrates:

- Clear milestones, key dependencies and interfaces, resource requirements, task durations and contingency.
- An understanding of the roles and responsibilities, skills, capability, or capacity needed.
- Arrangements for managing any delivery partners and the plan for benefits realisation.
- Engagement of developers/ occupiers (where needed)
- The strategy for managing stakeholders and considering their interests and influences.
- Confirmation of any powers or consents needed, and statutory approvals eg Planning permission and details of information of ownership or agreements of land/ assets needed to deliver the bid with evidence
- Please also list any powers / consents etc needed/ obtained, details of date acquired, challenge period (if applicable) and date of expiry of powers and conditions attached to them.

6.3a Please summarise the delivery plan, with reference to the above (Limit 500 words)

A delivery plan for each of the three inter-connected projects in this LUF submission is provided as an excel spreadsheet annex. It sets out key delivery milestones for the projects and where stakeholder engagement will take place.

The delivery programme allows potential project slippage for the allocation of the LUF expenditure by March 2024 in line with the technical guidance issued.

The arrangements for managing key delivery partners and risk mitigation is outlined in questions 6.2a and 6.3e.

Eastbourne BC has considerable experience of delivering capital schemes on time and to budget. It will use its existing project management processes to monitor timely delivery against agreed milestone.

The Senior Responsible Officer will have overall project management responsibility for the delivery of the project and in working with agreed delivery partners in line with signed contracts.

Stakeholder and public engagement has taken place during the development of the three projects in this LUF submission. On-going engagement will be carried out with key stakeholders during the delivery stages in line with the development of a robust and comprehensive engagement strategy to ensure the development of the detailed design meets the needs of key stakeholders and passes statutory consultation processes.

Victoria Place

The following is an indicative timeline based on previous experience of delivering for Phase 2a and the completion of Phase 2b programme between May-September 2021 – which will progress the designs for Terminus Road following further stakeholder engagement to detailed design stage:

- Refurbishment of 17 Properties – January 2022 to March 2022
- Detailed Design Development/Statutory Consultation processes: January 2022 – December 2022.
- Approval of Final Designs and Plans – December 2022 and January 2023.
- Construction/implementation: January 2023 to March 2024.
- Spend & Completion: March 2024.

This project will require a planning application to be agreed for the canopy and green infrastructure, alongside Traffic Regulation Orders, any conditions and S106 funding requests. Planning consent for the pedestrianisation of Victoria Place is not required.

Towner and Public Artworks

Project delivery milestones are:

- Commissioning of community artist – September 2021 to October 2021
- Community engagement with artists – October 2021 to September 2022
- Fabrication of artwork – October 2022 to February 2023
- Community commissions launch – April 2023
- Commissioning seafront artwork – September 2021
- Detailed design development, consultation and planning approvals – April 2022 to September 2022
- Fabrication of artwork – October 2022 to March 2023
- Seafront commission launch – July 2023
- Towner detailed design development & Statutory processes – November 2021 to August 2022
- Towner construction works September 2022 to February 2023
- Towner open to the public – April 2023

This project will require a planning application to be agreed alongside any conditions and S106 funding requests.

Black Robin Farm

Project delivery milestones are:

- Purchase Farm lease and legal agreement – September 2021
- Design team appointed – September 2021
- Detailed design development & Statutory Consultation processes – November 2021 to October 2022
- Approval of Final Design & Plans – November 2022
- Construction and implementation – December 2022 to February 2024
- Spend Completion and Opening – March 2024.

This project will require a planning application to be agreed alongside any Heritage / buildings consents, conditions and S106 funding requests.

6.3b Has a delivery plan been appended to your bid? Yes
 No

6.3c Can you demonstrate ability to begin delivery on the ground in 2021-22? Yes
 No

6.3e Risk Management: Places are asked to set out a detailed risk assessment which sets out (word limit 500 words not including the risk register):

- the barriers and level of risk to the delivery of your bid
- appropriate and effective arrangements for managing and mitigating these risk
- a clear understanding on roles / responsibilities for risk

A risk assessment comprising an overall programme assessment and for each of the three component projects to this LUF submission are attached as separate word documents.

The barriers of each risk identified have been set against one of five criteria - Financial, Strategic, Political, Procurement or Technical.

Each risk register includes risk description, level of risk assessed, lead risk manager or owner, scoring matrix and mitigation proposals.

The following summarises the significant and moderate risks identified.

Victoria Place:

The Headline Risk Register identifies:

Significant Residual Impacts as:

- Failure to secure Levelling Up Funding.

Moderate Residual Impacts as:

- Delayed completion of the Works.
- Failure to secure relevant Traffic Regulation Orders and/ or necessary consents.
- Non-delivery of project outcomes and missed programme deadlines.
- Failure to secure key stakeholder approval for the plans and works.
- Detailed surveys not yet undertaken.
- Delayed project decisions / Eastbourne BC approval processes.

Where cost overruns might occur, these will be met by Eastbourne Borough Council.

Towner Gallery and Legacy Art Works:

The Headline Risk Register indicates:

Significant Residual Impacts as:

- Failure to secure Levelling Up Funding.

Moderate Residual Impacts as:

- Higher design/build costs of the Towner Gallery than forecast.
- Delayed completion of the Works.
- Non-delivery of project outcomes and missed programme deadlines.
- Failure to secure key stakeholder or public approval for Towner Plans.
- Higher design/build costs for the three legacy art works.
- Delayed project decisions / Eastbourne BC approval processes.
- Failure to secure Planning Permission or necessary Heritage / Buildings consents.

Where cost overruns might occur, these will be met by Towner Eastbourne.

Black Robin Farm:

The Headline Risk Register indicates:

Significant Residual Impacts as:

- Failure to secure Levelling Up Funding.

Moderate Residual Impacts as:

- Higher design/build costs of Black Robin Farm than forecast.
- Scheme does not result in significant hire income from the new visitor accommodation.
- Scheme does not result in significant new visitors to the South Downs National Park.
- Non-delivery of project outcomes and missed programme deadlines.
- Delayed completion of the Works.
- Failure to secure Planning Permission or necessary Heritage / Buildings consents.
- Failure to secure key stakeholder or public approval for Towner Plans.
- Delayed project decisions / Eastbourne BC approval processes.
- Failure to secure Planning Permission or necessary Heritage / Buildings consents.

Where cost overruns might occur, these will be met by Towner Eastbourne.

The Council's Senior Responsible Officer for this LUF submission has overall responsibility for the risk assessment, updating and making changes as the projects enter the delivery phase. Each risk identified has been allocated an experienced risk owner who will take responsibility for project delivery review, monitoring and evaluating / updating the agreed risk mitigation measures to ensure the effective delivery of the project.

6.3f Has a risk register been appended to your bid?

Yes

No

6.3g Please evidence your track record and past experience of delivering schemes of a similar scale and type (Limit 250 words)

The Council has a team of highly experienced economic development, property and regeneration professionals that will take responsibility for delivering the LUF projects. Led by the Council's Deputy Chief Executive Ian Fitzpatrick, the team has recently delivered projects across both Lewes and Eastbourne Councils including:

- **£54m redevelopment of Devonshire Quarter**, Eastbourne, providing a modern conference centre, entertainment venues and creative space, supported by £5m of Local Growth Funding for the new Welcome Building.
- **Railway Quay Regeneration, Newhaven**, delivering a new leisure and community destination on a heavily contaminated former industrial site, working in partnership with the EZ and the Newhaven Town Deal Board.
- **Lewes Creative Hub**, in partnership with the Werks, utilising £0.25m of GBF to lever in £0.38m of private sector for 13 new office units, 2 co-working areas and 30 new jobs.

The team has also recently successfully bid for, and is in the process of delivering, Housing Infrastructure Fund (£1.23m) for Bedfordwell Road and Getting Building Funding (£1.6m) for the Winter Garden refurbishment (an historic cultural and visitor destination).

Mark Langridge-Kemp, Head of Property, Delivery and Compliance, with 25 years' property and commercial sector experience, manages the Council's commercial and corporate property portfolios. Peter Sharp, Head of Regeneration, with 20 years' economic development and regeneration experience has led many successful grant funding bids and will work with the SRO on stakeholder and relationship management.

Joe Hill, Towner CEO & Director, has previous experience of delivering ACE funded £1.1m capital refurbishment programme at Focal Point Gallery in Southend. He is now delivering a multi-funder £1m refurbishment of Towner's ground floor due for completion in March 2022 to improve the visitor experience, increase engagement of local diverse audiences and grow commercial income from retail, café and venue hire.

The ESCC SEI Team has extensive experience in managing multi-million programmes of local transport improvements schemes. Similar types of projects include:

- LGF Phase 1 – ETCMAP: £8.25m
- LGF Phase 2a – ETCMAP: £3m
- LGF Bexhill, Hastings Movement & Access Package: £9m
- Hailsham Town Centre Scheme: £3.3m
- Uckfield Town Centre Improvement Scheme: £2.5m
- Central St. Leonards Townscape Improvement Scheme: £1m
- LGF Eastbourne, South Wealden Walking & Cycling Package: £2.6m

6.3h Assurance: We will require Chief Financial Officer confirmation that adequate assurance systems are in place.

For larger transport projects (between £20m - £50m) please provide evidence of an integrated assurance and approval plan. This should include details around planned health checks or gateway reviews. (Limit 250 words)

An assurance letter from the Council's S151 officer is appended to this application as Appendix 9.

6.4 Monitoring and Evaluation

See technical note Section 4 and Table 1 for further guidance.

6.4a Monitoring and Evaluation Plan: Please set out proportionate plans for M&E which should include (1000 word limit):

- Bid level M&E objectives and research questions
- Outline of bid level M&E approach
- Overview of key metrics for M&E (covering inputs, outputs, outcomes and impacts), informed by bid objectives and Theory of Change. Please complete Tabs E and F on the **appended excel spreadsheet**
- Resourcing and governance arrangements for bid level M&E

The following sets out the proposed monitoring and evaluation plan, approach and resourcing and governance arrangements. The appended excel spreadsheet includes completed Tabs E and F and the submission also includes a Theory of Change plan which has informed this monitoring & evaluation plan.

Objective 1: Ensure capital programme element of each project is delivered to timescale, based on key milestones, and within budget set out in the financial case

	ToC Stage	Baseline	Frequency	Unit Measure	Collection Method	Responsible for Collection
Have suitable contractors been appointed on time and within the procurement procedures set out in the commercial case?	Input	No contract	Once	Documents	Legal Contracts	Eastbourne Borough Council (EBC)
Have design elements been approved and planning permissions obtained?	Input	No design	Once	Documents	Design documents and planning decision letters	EBC
How much LUF has been spent on direct delivery?	Input	No funding	Quarterly	£19.85 million	Financial accounts	EBC

How much match funding has been spent on direct delivery?	Input	No funding	Quarterly	£250,000	Financial accounts	EBC
Has purchase, lease and legal agreement for Black Robin Farm site been completed?	Input	Alternative ownership	Once	Documents	Legal contracts	EBC
Have art elements been commissioned and designed?	Input	No art works	Once	Documents	Legal contracts and design documents	EBC
Has the construction works commenced?	Input	No works	Once	Documents	Legal contracts and photographs	EBC
Are construction works continuing to schedule?	Input	No works	Quarterly	Documents	Site inspection	Contractors/EBC
Have construction works completed satisfactorily?	Output	No works	Once	Documents	Site inspection	Contractors/EBC
Have occupiers for the retail and commercial units been secured?	Output	No contract	Once	Documents	Legal contracts	Operator/EBC

Objective 2: Improve community facilities, develop social capital and embed culture and art in the fabric of the town

	ToC Stage	Baseline	Frequency	Unit Measure	Collection Method	Responsible for Collection
Have the 3 artworks comprising art trail been installed?	Output	No artworks	Once	Documents	Site inspection	Operators/EBC
Have the new visitor facilities at Towner (meeting room and café) opened?	Output	No facilities	Once	Documents	Site inspection	Operators/EBC
Have the new visitor facilities at	Output	No facilities	Once	Documents	Site inspection	Operators/EBC

Black Robin Farm opened?						
Have the number of visitors to Towner increased?	Outcome	170,000	Annually	Annual visits	Towner MI	Operator/EBC
How many residents were involved in creative activities to develop the art trail?	Outcome	No involvement	Once	No. residents involved	Project documents	EBC
Have visitor perceptions of Eastbourne as a year-round visitor destination improved?	Outcome	TBA	Annually	% rating as good place to visit	Survey	EBC

Objective 3: Underline Eastbourne's distinctiveness by encouraging independent retail

	ToC Stage	Baseline	Frequency	Unit Measure	Collection Method	Responsible for Collection
Have occupiers for the 17 retail and food units at Victoria Place been secured?	Output	No occupiers	Once	Documents	Legal contracts	Operator/EBC
How many visitors are visiting Victoria Place?	Outcome	Current visitors	Annually	Footfall	Survey	EBC
How many food/retail jobs and businesses have been created at Victoria Place?	Impact	0	Annually	Number	Survey	Operators/EBC
What is the increase in visitor spend attributable to all the bid elements?	Impact	0	Annually	£2.19 million per annum	Survey	EBC

Objective 4: Provide new opportunities for learning and employment linked to the cultural and creative sector

	ToC Stage	Baseline	Frequency	Unit Measure	Collection Method	Responsible for Collection
Have occupiers for BRF commercial	Output	No contract	Once	Documents	Legal contracts	Operator/EBC

units been secured?						
How many businesses and learners are using BRF facilities?	Outcome	0	Annually	Number	Operator MI	Operator/EBC
How many jobs have been created in Eastbourne's creative and cultural sector?	Impact	0	Annually	Number	Survey	Operators/EBC
How many new learners are accessing learning activities at the new venues?	Impact	0	Annually	Number	Operators MI	Operators/EBC

Objective 5: Develop clear, attractive walking/cycling links between the seafront and town centre and bring the South Downs National Park closer, by providing a new destination that bridges the two

	ToC Stage	Baseline	Frequency	Unit Measure	Collection Method	Responsible for Collection
How much new pedestrianised space has been created?	Output	0	On completion	Metres	Site visit	EBC
How much newly signed and linked walking and cycling routes has been completed?	Output	0	On completion	Metres	Site visit	EBC
Has footfall between Towner, seafront retail and SDNP increased?	Outcome	TBC	Annually	Headcount	Survey	EBC
What % of visitors to Beachy Head/Birling Gap are also visiting Eastbourne?	Impact	TBC	Annually	% visitors	Survey	EBC/SDNPA??

Resourcing

Monitoring and evaluation will form part of the project management arrangements for the project, in line with the Governance arrangements below. An allowance has been made within this submission for Project Management costs to ensure sufficient resource.

Governance Arrangements

The Senior Responsible Officer will have overall project management responsibility for the delivery of the project and in working with agreed delivery partners in line with signed contracts. They will appoint a Programme Manager (PM) with day to day responsibility for the LUF projects, including the monitoring and evaluation programme. The PM will work with partners to develop the monitoring and reporting requirements, in line with this plan, as part of the contractual and procurement arrangements for securing LUF funding.

The Project Manager and Lead Director will report progress to the Eastbourne BC Corporate Management Team which provides authority to the responsible Director and the project team to take decisions on the scheme's progress, timetable and financial issues.

The Project Manager and Lead Director will provide updates to the Eastbourne BC Cabinet on the schemes' progress, identifying any issues that need addressing alongside mitigating actions. The Lead Director will also be responsible for providing updates to the Eastbourne Stakeholder Group on a regular and timely basis.

Further reporting requirements, to MHCLG, HM Treasury and the Department for Transport will be developed in line with national Levelling Up Fund requirements.

PART 7 DECLARATIONS

7.1 Senior Responsible Owner Declaration

As Senior Responsible Owner for '**Linking Town Centre Regeneration and Cultural Renaissance @ Victoria Place and @ Towner**', I hereby submit this request for approval to UKG on behalf of Eastbourne Borough Council and confirm that I have the necessary authority to do so.

I confirm that Eastbourne Borough Council will have all the necessary statutory powers and other relevant consents in place to ensure the planned timescales in the application can be realised.

Name:

Ian Fitzpatrick

Signed:



7.2 Chief Finance Officer Declaration

As Chief Finance Officer for Eastbourne Borough Council I declare that the scheme cost estimates quoted in this bid are accurate to the best of my knowledge and that Eastbourne Borough Council:

- has allocated sufficient budget to deliver this scheme on the basis of its proposed funding contribution
- accepts responsibility for meeting any costs over and above the UKG contribution requested, including potential cost overruns and the underwriting of any funding contributions expected from third parties

- accepts responsibility for meeting any ongoing revenue requirements in relation to the scheme
- accepts that no further increase in UKG funding will be considered beyond the maximum contribution requested and that no UKG funding will be provided after 2024-25
- confirm that the authority commits to ensure successful bids will deliver value for money or best value.
- confirms that the authority has the necessary governance / assurance arrangements in place and that all legal and other statutory obligations and consents will be adhered to.

Name:

Homira Javadi

Signed:



7.3 Data Protection

Please note that the Ministry of Housing, Communities and Local Government (MHCLG) is a data controller for all Levelling Up Fund related personal data collected with the relevant forms submitted to MHCLG, and the control and processing of Personal Data.

The Department, and its contractors where relevant, may process the Personal Data that it collects from you, and use the information provided as part of the application to the Department for funding from the Levelling Up Fund, as well as in accordance with its privacy policies. For the purposes of assessing your bid the Department may need to share your Personal Data with other Government departments and departments in the Devolved Administrations and by submitting this form you are agreeing to your Personal Data being used in this way.

Any information you provide will be kept securely and destroyed within 7 years of the application process completing.

You can find more information about how the Department deals with your data [here](#).

Annex A - Project One Summary (only required for a package bid)

Project 1	
A1. Project Name	
Victoria Place	
A2. Strategic Linkage to bid: Please enter a brief explanation of how this project links strategically to the overall bid. (in no more than 100 words)	
LUF investment to convert Victoria Place into a vibrant, pedestrianised cultural district with excellent independent cafés / restaurants serving high quality, locally sourced food and drink all year round, also developing a night-time economy. The project complements other major town investments, including the redevelopment of the Devonshire Quarter, the Beacon Shopping Centre, and the pedestrianisation of Terminus Road. It is a key part of a package of measures that will strengthen Eastbourne’s cultural and visitor offer, rejuvenating its status as one of England’s most impressive coastal towns in the post Brexit and pandemic era.	
A3. Geographical area: Please provide a short description of the area covered by the bid (<u>in no more than 100 words</u>)	
Terminus Road, which runs from Eastbourne train station to the Seafront, is home to the town’s primary retail area. Victoria Place is the last stretch of Terminus Road before reaching the coast. Eastbourne pier and promenade are within the immediate vicinity. The site adjoins the Seaside area of Eastbourne that is one of the LSOA’s most in need of levelling up – being within the 10% most deprived across East Sussex.	
A4. OS Grid Reference	TV 61599 98833
A5. Postcode	BN21 3DE
A6. For Counties, Greater London Authority and Combined Authorities/Mayoral Combined Authorities, please provide details of the district council or unitary authority where the bid is located (or predominantly located)	N/A
A7. Please append a map showing the location (and where applicable the route) of the proposed scheme, existing transport infrastructure and other points of particular interest to the bid e.g. development sites, areas of existing employment, constraints etc.	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
A8. Project theme Please select the project theme	<input type="checkbox"/> Transport investment <input checked="" type="checkbox"/> Regeneration and town centre investment

	<input type="checkbox"/> Cultural investment
A9. Value of capital grant being requested for this project (£):	██████████
A10. Value of match funding and sources (£):	██████████
<p>A11. Value for Money</p> <p>This section should set out the full range of impacts – both beneficial and adverse – of the project. Where possible, impacts should be described, quantified and also reported in monetary terms. However there may be some impacts where only a qualitative assessment is possible due to limitations in the available analysis. There should be a clear and detailed explanation of how all impacts reported have been identified, considered and analysed. When deciding what are the most significant impacts to consider, bidders should consider what impacts and outcomes the project is intended to achieve, taking into account the strategic case, but should also consider if there are other possible significant positive or negative impacts, to the economy, people, or environment (Limit 250 word</p> <ul style="list-style-type: none"> • To revitalise a stretch of road that links the Town Centre to the Seafront through a pedestrianisation programme, improvements to commercial premises and public realm to attract distinctive local businesses. • Refurbish 17 commercial properties on Victoria Place into high value retail and food outlets, provide new Green Energy installations and deliver 7,771 sq. metres of new pedestrianised public realm. <p><i>Present Value of WebTAG Benefits:</i> ██████████ based on applying the Benefit Cost Ratio (3.39) of the Phase 2 of the Eastbourne Movement and Access Package (which links to the this stretch of road) to the Present Value of the costs of the pedestrianisation of this project and attributing those benefits by themed impact by the same proportions:</p> <ul style="list-style-type: none"> ○ Public Realm Benefits ██████████ ○ Health Benefits ██████████ ○ Absenteeism Benefits ██████████ ○ Active Travel Benefits ██████████ <p><i>Present Value of tourism benefits:</i> ██████████ based on a proportion (35%) of the additional tourism spend (+0.5%) per year over a ten year period that is attributable to the three projects combined.</p> <p><i>Present Value of Apprenticeships:</i> ██████████ based on multiplying the unit value of apprenticeships ██████████ by the gross number of annual learners (20) estimated by East Sussex College Group and applying a 58% gross to net ratio based on Additionality Guide ready reckoner for apprenticeships. Assume the benefits persist for ten years.</p> <p><i>Present Value of Gross Commercial Property Values:</i> ██████████ based on the present value of the commercial properties positively impacted by the intervention, based on an additional</p>	

2% annual increase in values (above the assumed 2% in the Do Nothing option) over a ten year period after intervention.

Present Value of Welfare Benefits of Recreation: [REDACTED] based on a share (30%) of the assumed increase of 1.0% per year in the welfare value of recreation created by all three projects. Assume benefits persist for ten years.

Non Quantified Beneficial Impacts:

- Temporary construction and training opportunities during construction phase
- Better links between Eastbourne Town Centre and the Seafront.
- Contribution to Eastbourne’s enhanced reputation as a centre of cultural excellence and one of the UK’s top visitor destinations.
- Opportunities to support the growth of independent retail and hospitality businesses.
- Greater opportunities for social interaction and community engagement
- Work experience opportunities for young people in local businesses, leading to new jobs.

Potential Adverse Impacts:

- Likely to be some limited displacement of commercial activity from other areas.
- Some temporary disruption during the redevelopment phase of the project.

A12. It will be generally expected that an overall Benefit Cost Ratio and Value for Money Assessment will be reported in applications. If this is not possible, then the application should include a clear explanation of why not.

Economic and financial case models have been developed for the application and are submitted as a separate appendix (see Appendices 2 and 3). These have been used to forecast the overall benefits cost ratio for the individual projects as well as an overall programme BCR.

A13. Where available, please provide the BCR for this project	2.69
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A14. Does your proposal deliver strong non-monetised benefits? Please set out what these are and evidence them.	<p>Yes, as set out in 5.5b, the non-monetised benefits include:</p> <ul style="list-style-type: none"> • New green energy infrastructure. • Waterproof Tensile Canopy. • Temporary construction and training opportunities during construction phase. • At least 20 x apprenticeships per year. • 100 employment support programmes leading to 50 jobs. • 17 refurbished retail units.
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A15. Deliverability

Deliverability is one of the key criteria for this Fund and as such any bid should set out any necessary statutory procedures that are needed before it can be constructed.

The project will require planning permission for the canopy and green energy infrastructure, with traffic regulation orders required for amendments to existing streetscape. Early conversations have taken place with the Council's Development Management and East Sussex County Council's Highways team to mitigate any risks of delays in the approval process. A letter of support from the Council's Head of Planning is provided in Appendix 6 (together with letters from supporting local stakeholders).

A16. The Bid – demonstrating investment or ability to begin delivery on the ground in 2021-22

As stated in the prospectus UKG seeks for the first round of the funding that priority will be given to bids that can demonstrate investment and ability to deliver on the ground in 2021-22

The delivery timetable attached to this application shows both investment and the ability to start the delivery before the end of March 2022. Specifically, in January 2022 the Detailed Design Development and Statutory Consultation processes will begin for the pedestrianisation and 17 refurbished buildings on Victoria Place.

A17. Does this project includes plans for some LUF expenditure in 2021-22?

Yes

No

A18. Could this project be delivered as a standalone project or do it require to be part of the overall bid?

Yes

No

A19. Please provide evidence

Victoria Place pedestrianisation includes the installation of new public artworks which will be designed and manufactured at Black Robin Farm, an integral component in the Towner Centenary project.

A20. Can you demonstrate ability to deliver on the ground in 2021-22.

Yes

No

A21. Please provide evidence

The delivery plan illustrates the works to pedestrianisation design and consultation can begin in January 2022 subject to the receipt of the LUF funding.

Statutory Powers and Consents

<p>A22. Please list separately each power / consents etc obtained, details of date acquired, challenge period (if applicable) and date of expiry of powers and conditions attached to them. Any key dates should be referenced in your project plan.</p>	<p>Planning permission and traffic regulation orders not yet secured, but initial conversations undertaken as highlighted.</p>
<p>A23. Please list separately any <u>outstanding</u> statutory powers / consents etc, including the timetable for obtaining them.</p>	<p>Planning permission and traffic regulation orders are timetabled to be secured by January 2023.</p>

Annex B - Project Two description and funding profile (only required for package bid)

Project 2	
B1. Project Name	
Towner Centenary	
B2. Strategic Linkage to bid: Please enter a brief explanation of how this project links strategically to the overall bid. (in no more than 100 words)	
<p>Investment in the Towner's Centenary project, creating a number of legacy public / community artworks that will provide an arts trail connecting the Seafront, Town Centre and South Downs National Park, as well as enhancing gallery facilities to support the education and outreach programmes with some of Eastbourne's most disadvantaged communities.</p> <p>The project pivots around a town-wide centenary celebration (in 2023) and seeks to attract new visitor profiles to Eastbourne. It will deliver an enhanced Town Centre and Cultural renaissance in Eastbourne cementing its place as a prestigious year-round seaside destination through high quality culture for visitors and residents.</p>	
B3. Geographical area: Please provide a short description of the area covered by the bid (<u>in no more than 100 words</u>)	
<p>The Towner Gallery is centrally located between Eastbourne Town Centre and the Seafront. It forms a key part of the culturally significant Devonshire Quarter which helps to drive demand for the visitor economy (including through the internationally recognised Viking International Tennis Tournament). The Towner's location is pivotal to this bid, providing a key link between the Downland, the Seafront and the Town Centre to ensure a strong year-round economic stimulus for Eastbourne.</p>	
B4. OS Grid Reference	TV 61031 98459
B5. Postcode	BN21 4JJ
B6. For Counties, Greater London Authority and Combined Authorities/Mayoral Combined Authorities, please provide details of the district council or unitary authority where the bid is located (or predominantly located)	N/A
B7. Please append a map showing the location (and where applicable the route) of the proposed scheme, existing transport infrastructure and other points of particular interest to the bid e.g.	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No

development sites, areas of existing employment, constraints etc.	
B8. Project theme Please select the project theme	<input type="checkbox"/> Transport investment <input type="checkbox"/> Regeneration and town centre investment <input checked="" type="checkbox"/> Cultural investment
B9. Value of capital grant being requested for this project (£):	██████████
B10. Value of match funding and sources (£):	██████████
B11. Value for Money	
<p>This section should set out the full range of impacts – both beneficial and adverse – of the project. Where possible, impacts should be described, quantified and also reported in monetary terms. However there may be some impacts where only a qualitative assessment is possible due to limitations in the available analysis. There should be a clear and detailed explanation of how all impacts reported have been identified, considered and analysed. When deciding what are the most significant impacts to consider, bidders should consider what impacts and outcomes the project is intended to achieve, taking into account the strategic case, but should also consider if there are other possible significant positive or negative impacts, to the economy, people, or environment (Limit 250 word</p>	
<ul style="list-style-type: none"> • Create legacy public / community artworks across the town as part of the Towner Centenary the town, providing an arts trail connecting the Seafront, Town Centre and South Downs National Park. • Enhancing gallery facilities to support the education and outreach programmes that will engage strongly with some of Eastbourne’s most disadvantaged communities. <p><i>Present Value of tourism benefits:</i> ██████████ based on a proportion (25%) of the additional tourism spend (+0.5%) per year over a ten year period that is attributable to the three projects combined assumed 2% in the Do Nothing option) over a ten year period after intervention.</p> <p><i>Present Value of Welfare Benefits of Recreation:</i> ██████████ based on a share (40%) of the assumed increase of 1.0% per year in the welfare value of recreation created by all three projects. Assume benefits persist for ten years.</p> <p><i>Present Value of net employment/GVA impacts:</i> ██████████ based on the multiplying the GVA per job ██████████ ██████████ to the net jobs (3.5 out of 10, based on a gross to net ratio of 32%) and assuming a persistence of benefits over a ten-year period.</p> <p>Non Quantified Beneficial Impacts:</p> <ul style="list-style-type: none"> • 600 residents from disadvantaged communities involved in the creation of the public arts project. 	

<ul style="list-style-type: none"> • Development of cultural education outreach programme to people living in disadvantaged areas of the town. • Contribution to Eastbourne’s enhanced reputation as a centre of cultural excellence and one of the UK’s top visitor destinations. • Strengthen the links between the Seafront, Town Centre and South Downs National Park through a public art trail. • Provide a focal point around art and culture for the Towner Gallery Centenary celebrations. • Work experience opportunities for young people in local businesses. <p>Potential Adverse Impacts:</p> <ul style="list-style-type: none"> • Likely to be modest displacement of commercial activity from other areas with the enhancement of the café and facilities at the Towner Gallery. • Visual public art commissions may not be appreciated by or meet the expectations of all visitors, residents and businesses. 	
<p>B12. It will be generally expected that an overall Benefit Cost Ratio and Value for Money Assessment will be reported in applications. If this is not possible, then the application should include a clear explanation of why not.</p>	
<p>Economic and financial case models have been developed for the application and are submitted as a separate appendix (Appendices 2 and 3). These have been used to forecast the overall benefits cost ratio for the individual projects as well as an overall programme BCR.</p>	
<p>B13. Where available, please provide the BCR for this project</p>	<p>5.73</p>
<p>B14. Does your proposal deliver strong non-monetised benefits? Please set out what these are and evidence them.</p>	<p>Yes, as set out in 5.5b the non-monetised benefits include:</p> <ul style="list-style-type: none"> • 25 community artist opportunities from the new artworks. • Temporary construction and training opportunities during construction phase.
<p>B15. Deliverability Deliverability is one of the key criteria for this Fund and as such any bid should set out any necessary statutory procedures that are needed before it can be constructed.</p>	
<p>The project will require planning permission and possible heritage / building consents and early conversations have taken place with the Council’s Development Management team to mitigate any risks of delays in the approval process.</p>	
<p>B16. The Bid – demonstrating investment or ability to begin delivery on the ground in 2021-22</p>	

As stated in the prospectus UKG seeks for the first round of the funding that priority will be given to bids that can demonstrate investment and ability to deliver on the ground in 2021-22

The delivery timetable attached to this application shows both investment and the ability to start the delivery before the end of March 2022. Specifically before March 2022 the following activities will start:

- Commissioning of community artist – September 2021.
- Community engagement with artists – October 2021.
- Fabrication of artwork – October 2022.
- Commissioning seafront artwork – September 2021.
- Towner detailed design development & Statutory processes – November 2021.

This project will require a planning application to be agreed alongside any conditions and S106 funding requests.

B17. Does this project includes plans for some LUF expenditure in 2021-22?	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
B18. Could this project be delivered as a standalone project or do it require to be part of the overall bid?	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
B19. Please provide evidence	The Towner’s Centenary project is strategically linked with the Black Robin Farm element of this application in providing a new pedestrian and cycle start/end point for the South Downs Way and new artworks on the new pedestrianised Victoria Place.
B20. Can you demonstrate ability to deliver on the ground in 2021-22.	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
B21. Please provide evidence	The delivery plan illustrates the works on new artworks and detailed designs for the Towner can begin in September 2021 and November 2021 subject to the receipt of the LUF funding.
Statutory Powers and Consents	

<p>B22. Please list separately each power / consents etc obtained, details of date acquired, challenge period (if applicable) and date of expiry of powers and conditions attached to them. Any key dates should be referenced in your project plan.</p>	<p>Planning / building / heritage consents not yet obtained.</p>
<p>B23. Please list separately any <u>outstanding</u> statutory powers / consents etc, including the timetable for obtaining them.</p>	<p>Planning permission and building / heritage consents are timetabled for September 2022</p>

Annex C – Project Three- description and funding profile (only required for package bid)

Project 3	
C1. Project Name	
Black Robin Farm	
C2. Strategic Linkage to bid: Please enter a brief explanation of how this project links strategically to the overall bid. (in no more than 100 words)	
LUF investment to create a world-class culture and education centre at Black Robin Farm , a former dairy farm set on the Downs above the town, connecting the South Downs National Park with the Town Centre and Seafront and providing new space for c.100k visitors, 16 new businesses and work placements for young people during both the construction and operational phases. The project will accelerate and broaden delivery of the vision for leisure, art, culture, and the environment, and help reduce seasonality, as key drivers of Eastbourne’s future economic success.	
C3. Geographical area: Please provide a short description of the area covered by the bid (<u>in no more than 100 words</u>)	
Black Robin Farm lies on the western edge of Eastbourne on the East Sussex Downland. The site overlooks the famous Beachy Head. The footprint of the buildings on site cover approximately 2840 square metres and these are surrounded by agricultural land. The site lies within the South Downs National Park. The Downs around Eastbourne are recognised as an Area of Outstanding Beauty.	
C4. OS Grid Reference	TV 58728 97276
C5. Postcode	BN20 7XX
C6. For Counties, Greater London Authority and Combined Authorities/Mayoral Combined Authorities, please provide details of the district council or unitary authority where the bid is located (or predominantly located)	N/A
C7. Please append a map showing the location (and where applicable the route) of the proposed scheme, existing transport infrastructure and other points of particular interest to the bid e.g. development sites, areas of existing employment, constraints etc.	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
C8. Project theme Please select the project theme	<input type="checkbox"/> Transport investment <input type="checkbox"/> Regeneration and town centre investment

	<input checked="" type="checkbox"/> Cultural investment
C9. Value of capital grant being requested for this project (£):	██████████
C10. Value of match funding and sources (£):	██████████
<p>C11. Value for Money</p> <p>This section should set out the full range of impacts – both beneficial and adverse – of the project. Where possible, impacts should be described, quantified and also reported in monetary terms. However there may be some impacts where only a qualitative assessment is possible due to limitations in the available analysis. There should be a clear and detailed explanation of how all impacts reported have been identified, considered and analysed. When deciding what are the most significant impacts to consider, bidders should consider what impacts and outcomes the project is intended to achieve, taking into account the strategic case, but should also consider if there are other possible significant positive or negative impacts, to the economy, people, or environment (Limit 250 word</p>	
<p>Black Robin Farm</p> <ul style="list-style-type: none"> To redevelop a dilapidated building on the edge of the South Downs National Park into a visitor centre, with accommodation and a centre of excellence for creative education and business enterprise. <p>Benefits</p> <ul style="list-style-type: none"> Convert 2,990 sq.m of disused agricultural buildings into 1,440 sq.m of commercial/educational space; 290 sq.m creative workspace and 1,260 sq.m of cultural space. <i>Present Value of tourism benefits:</i> ██████████ based on a proportion (35%) of the additional tourism spend (+0.5%) per year over a ten year period that is attributable to the three projects combined. <i>Present Value of net employment/GVA impacts:</i> ██████████ based on the multiplying the GVA per job ██████████ to the net jobs (16 out of 50, based on a gross to net ratio of 32%) and assuming a persistence of benefits over a ten year period. <i>Learners:</i> ██████████ based on multiplying the unit value of training ██████████ by the gross number of annual learners (500) estimated by East Sussex College Group and applying a 62% gross to net ratio based on Additionality Guide ready reckoner for training weeks. Assume the benefits persist for ten years. ██████████ based on multiplying the unit value of regular volunteering ██████████ by the number of regular volunteers (40) and applying a gross to net ratio of 65% (Additionality Guide: 4th edition). Assume benefits persist for ten years. <i>Welfare Benefits of Recreation:</i> ██████████ based on a share (30%) of the assumed increase of 1.0% per year in the welfare value of recreation created by all three projects. Assume benefits persist for ten years. 	

- *Gross Development Value:* [REDACTED] based on subtracting the present value of the existing use value of the site at 2050/51 (assuming a 2% annual increase in value) from the present value of the gross development value of the developed site (assumed to be double its existing value) at the end of the appraisal period.
- *Gross and Net Jobs:* 50 gross jobs, based on information provided by the operator; resulting in 16 net new jobs, based on applying a 32% gross to net ratio (Table 5.20; Additionality Guide 4th edition).

Non Quantified Beneficial Impacts

- Temporary construction and training opportunities during construction phase.
- Better links between Eastbourne town centre and the South Downs National Park.
- Contribution to Eastbourne’s enhanced reputation as a centre of cultural excellence and one of the UK’s top visitor destinations.
- Opportunities to support the growth of new creative and cultural enterprises.
- Provide support for 2,400 children learners and school visits.
- 2,520 adult learners (from commercial courses), a portion of which will be subsidised by East Sussex College Group.

Potential Adverse Impacts

- Likely to be some displacement of creative activity for other areas.
- Some temporary disruption during the conversion phase of the project.

C12. It will be generally expected that an overall Benefit Cost Ratio and Value for Money Assessment will be reported in applications. If this is not possible, then the application should include a clear explanation of why not.

Economic and financial case models have been developed for the application and are submitted as a separate appendix (see Appendices 2 and 3). These have been used to forecast the overall benefits cost ratio for the individual projects as well as an overall programme BCR.

C13. Where available, please provide the BCR for this project

2.19

C14. Does your proposal deliver strong non-monetised benefits? Please set out what these are and evidence them.

Yes, as set out in 5.5b the non-monetised benefits include:

- Ticketed Exhibition, fully merchandised, summer months (16 weeks).
- Summer and Christmas Open Studios / curated craft fair (at least 2 events pa).
- Free showcasing of works from the ‘making together’ programme and further education partnerships.
- 16 artists’ studios for rent.

	<ul style="list-style-type: none"> • Provide support for 2,400 child learners and school visits. • 2,520 adult learners (from commercial courses), a portion of which will be subsidised by East Sussex College Group. • Temporary construction and training opportunities during construction phase.
<p>C15. Deliverability Deliverability is one of the key criteria for this Fund and as such any bid should set out any necessary statutory procedures that are needed before it can be constructed.</p>	
<p>The project will require planning permission and possible heritage / building consents. Early conversations have taken place with the South Downs National Park Authority (see letter attached) to mitigate any risks of delays in the approval process.</p>	
<p>C16. The Bid – demonstrating investment or ability to begin delivery on the ground in 2021-22</p> <p>As stated in the prospectus UKG seeks for the first round of the funding that priority will be given to bids that can demonstrate investment and ability to deliver on the ground in 2021-22</p> <p>The delivery timetable attached to this application shows both investment and the ability to start the delivery before the end of March 2022. Specifically the following activities will start.</p> <ul style="list-style-type: none"> • Purchase Farm lease and legal agreement – September 2021. • Design team appointed – September 2021. • Detailed design development, planning permission, statutory Consultation processes – November 2021 . 	
<p>C17. Does this project includes plans for some LUF expenditure in 2021-22?</p>	<p><input checked="" type="checkbox"/> Yes</p> <p><input type="checkbox"/> No</p>
<p>C18. Could this project be delivered as a standalone project or do it require to be part of the overall bid?</p>	<p><input type="checkbox"/> Yes</p> <p><input checked="" type="checkbox"/> No</p>
<p>C19. Please provide evidence</p>	<p>The development and delivery of the Black Robin Farm element of this application is strategically linked with the Towner’s Centenary project and the delivery of new</p>

	public artworks for the newly pedestrianised Victoria Place, to create an enhanced visitor destination and sense of place for the local community.
C20. Can you demonstrate ability to deliver on the ground in 2021-22.	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
C21. Please provide evidence	The delivery plan illustrates the detailed design works will be start in September 2021 subject to the receipt of the LUF funding
Statutory Powers and Consents	
C22. Please list separately each power / consents etc obtained, details of date acquired, challenge period (if applicable) and date of expiry of powers and conditions attached to them. Any key dates should be referenced in your project plan.	Planning / building / heritage consents not yet obtained.
C23. Please list separately any <u>outstanding</u> statutory powers / consents etc, including the timetable for obtaining them.	Planning permission and building / heritage consents are timetabled for October / November 2022.

ANNEX D - Check List Great Britain Local Authorities

Questions	Y/N	Comments
4.1a Member of Parliament support		
MPs have the option of providing formal written support for one bid which they see as a priority. Have you appended a letter from the MP to support this case?	Y	Letter of support from Caroline Ansell MP attached as Appendix 1.
Part 4.2 Stakeholder Engagement and Support		
Where the bidding local authority does not have responsibility for the delivery of projects, have you appended a letter from the responsible authority or body confirming their support?	N/A	
Part 4.3 The Case for Investment		
For Transport Bids: Have you provided an Option Assessment Report (OAR)	N/A	
Part 6.1 Financial		
Have you appended copies of confirmed match funding?	Y	Confirmation of match funding is provided in Appendix 7.
The UKG may accept the provision of land from third parties as part of the local contribution towards scheme costs. Please provide evidence in the form of a letter from an independent valuer to verify the true market value of the land. Have you appended a letter to support this case?	N/A	
Part 6.3 Management		
Has a delivery plan been appended to your bid?	Y	Attached as Appendix 4.
Has a letter relating to land acquisition been appended?	Y	All land required is in the freehold ownership of Eastbourne Borough Council and / or the delivery partners for this submission. Confirmation regarding existing tenancies attached as Appendix 8.
Have you attached a copy of your Risk Register?	Y	Attached as Appendix 5.
Annex A-C - Project description Summary (only required for package bid)		
Have you appended a map showing the location (and where applicable the route) of	Y	Attached as Appendix 10.

the proposed scheme, existing transport infrastructure and other points of particular interest to the bid e.g. development sites, areas of existing employment, constraints etc.		
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