

Taunton Deane Borough Council

Executive – 11 March 2015

Funding request from Creative Innovation Centre Community Interest Company (CICCIC)

Report of the Assistant Director Business Development, Ian Timms

(This matter is the responsibility of Executive Councillor Norman Cavill)

1. Executive Summary

The report relates to a request for funding from the Creative Innovation Centre Community Interest Company (CICCIC).

The funding would enable the centre to provide sector wide support to the Arts and Creative industries in Taunton Deane. This will be achieved through providing a sustainable centre that supports activities and projects.

The funding request is for a total of £60,000 to support the CICCIC over a three year period. This is broken down into £20,000 per annum and will support a range of activities and projects in each of the financial years.

Executive are asked to consider the request and make an appropriate recommendation to Council.

2. Background

This report relates to a request for funding of £20,000 to support the Creative industries sector in Taunton Deane from the Creative Innovation Centre Community Interest Company based on Paul Street, Taunton for the financial years 2014/15, 2015/16 and 2016/17.

As Members will no doubt recall, the CICCIC is a non-profit organisation that encourages the participation and development of businesses and the creative industries; for practitioners, groups, individuals, businesses, start-ups and the local community. Through knowledge exchange, music, art, heritage and performance its events and workshops focus on the diversity and growth of enterprise, community and culture.

Therefore whilst currently based in Paul Street, Taunton the organisation itself provides wide support to the diverse businesses within the creative industries.

This support is complemented by support for cultural activities both on site and across the community.

The projects and general benefits of providing the funding are outlined in Appendix A of this report.

The request was initially considered at Corporate Scrutiny Committee in December 2014 and then by the Executive in January 2015.

Feedback from Corporate Scrutiny

The Committee had a comprehensive debate around the application at their December meeting. Specific issues raised were:

- Whether the application ought to have been dealt with through the Voluntary Sector Grants Panel.

This was explored at the Scrutiny meeting and members were advised that the application was being treated as requiring support through the Economic Development Budgets.

- What was the Council's overall stance on the Arts and Creative sector and how could Members judge the application against that approach? Members of the Committee were unclear on how these applications fitted into that.

This feedback is being addressed by the inclusion of a specific point in the recommendation to executive that requires a report which will assist the council to evaluate its overall support for the sector.

- The Members of the Committee felt the application required further financial information would need to provide its accounts in order to be considered as part of any approval process.

It should be noted by Executive that this information has now been provided and examined in line with the recommendation of Scrutiny Committee.

- The Members of the Committee broadly supported the application but not unanimously. This was subject to the Executive being provided with further financial information as noted above

This has been addressed as outlined in the next section of this report.

The specific recommendation to the Executive as made by the Scrutiny Committee was:

Recommended for approval for 2014/15 only, subject to accounts and an appropriate Service Level Agreement being agreed with officers.

Further Review of funding request

At their meeting on 15 January 2015 the Executive took into account the points raised at Scrutiny as part of their debate. Executive instructed that further examination of the business case should take place before any further formal consideration of the request occurred.

In line with the instruction this examination of the business case has been carried out. This was done by the finance team in conjunction with the business development team. This included a visit to the CICCIC by officers to review a range of points raised by councillors at the previous executive meeting. The answer to these points is attached as appendix B of this report directly from the CICCIC. Members will note that the applicants are of the view that the Council's funding *"...would create a robust platform for transition from a small turnover with limited investment potential to a business which can invest in a higher volume of support/creation for social enterprises and expand the creative industries and its benefits within the community"*

The review of the business plan and the answers provided have given the Business Development officers confidence that the CICCIC is currently a viable operation, albeit operating at a relatively modest scale and with some risk attached to it. The approval of funding, with an appropriate service level agreement, would enable the delivery of a programme of services that would be of benefit to the creative industries across Taunton Deane and consequently support the economy of the area.

3. Next Actions

Executive are asked to consider the contents of this report which seek to address the points raised at Executive in January 2015 in conjunction with the previous recommendations from Corporate Scrutiny from December 2014.

Executive are requested to make a positive recommendation to council supporting this application in line with section 12 of this report.

4. Finance Comments

The Finance team have examined the accounts and the responses included within the appendices of this report. In summary they believe that "the Business Case and first year accounts suggest that there may be a liquidity issue. Assumptions have been made about grant receipt which are not yet confirmed. Even with these grants being awarded the cash position is weak and it may be some time until the organisation breaks even and is in the position to reinvest".

If Executive were minded to approve the request there may still be issues even if lottery and other grants are achieved.

As a general point there is currently no budget available to fund this request, therefore the allocation would need to be funded through a supplementary

estimate from general reserves There is currently sufficient 'headroom' within general reserves to cover the potential costs if supported by Members.

5. Conclusion

The proposition, if agreed by executive will lead to a range of support for the creative industries sector. The creative sector contains a wide range of business types which are not purely arts based organisations although they do form an important element of activity within the sector. Sub areas of activity for example include architecture, IT, software, gaming, music and the performing arts. The sector is a significant employer in Taunton Deane having 1600 employees (SCC 2012) who contribute directly to the economy of the Deane. This sector is by its nature innovative and as it expands the growth ambitions of the council will be supported. This proposal by the CICCIC includes a range of projects, which will for the investment of £20,000 lever in **£276,000** to the local economy. This delivery and the potential for other projects will form part of the SLA. Whilst the finance team concerns are noted this leverage and package of support for the Taunton growth programme justifies the commitment of this funding

6. Legal Comments

Any specific issues have been commented on in previous reports and addressed. As a linked matter if funding is agreed support will be given by the Legal Service in the creation of the required service level agreement.

7. Links to Corporate Aims

The contents of this report support two of the three Corporate Aims

Aim 2 – A Vibrant Economic Environment

Aim 3 – A Vibrant Social, Cultural and Leisure Environment

These proposals specifically impact on objectives 4 and 6 of the corporate business plan as they will respectively speaking increase economic activity and facilitate and support cultural and leisure activities

8. Environmental Implications

In considering the report content there are no specific implications that have been identified that would require mitigation.

9. Community Safety Implications

The CICCIC provides positive activities which engage a range of people across the community. This helps reduce the likelihood that these individuals will engage in negative anti-social activity.

10. Equalities Impact

No formal assessment has been carried out with regard to this application. However it enables access for all elements of the community to access cultural activities. There is therefore a positive benefit across all of the groupings with the equalities acts and associated legislation.

If specific issues are identified through the allocations then full assessments will be undertaken and appropriate remedial actions taken.

11. Risk Management

No specific issues have been identified that require a detailed assessment associated with the content of this report.

12. Partnership Implications

The application relates to support for an entire sector of economic activity in Taunton Deane. The funding should lead to strengthening of the Arts and Creative sector so would support wider activity that will be beneficial economically to the area.

13. Recommendations

That the Executive recommend to Full Council the allocation of £20,000 to the Creative Innovation centre (CICCIC), Taunton, from General Reserves with the purpose of supporting the development of local businesses in the Creative industries sector. The award of a grant to the company will be subject to the following conditions:-

1. The company enters a Service Level Agreement with the Council to deliver the outlined services for the year 2015/2016.
2. The Company furnishes the Council with a report into the size and extent of the creative industries sector in Taunton Deane, and the support needs of that sector.
3. The Company`s accounts are submitted on completion of the SLA to a suitably qualified, independent advisor to validate the use of the funding.

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Appendices

A Executive response CICCIC – Outline of projects and benefits

B Response to specific points raised at Executive from CICCIC

Appendix A



Ref: Taunton Deane Borough Council
Executive Group Meeting Response

We would like to thank the members of executive for considering the proposal recommended by the economic development team and scrutiny panel for a service level agreement to be awarded for the Creative Innovation Centre CIC (CICCIC).

CICCIC is the only Creative Industries business support organisation in Taunton Deane and is now the leading provider of cultural events within Taunton producing over 120 cultural events each year. Each event produces £200-£1200 income for the business and now entering its 3rd year its Community Interest Company (CIC) status as a non-profit organisation is set to deliver more events and community projects for Taunton. Details of these are listed in the 'Business Development' brochure given to TDBC and is the main reason why we are asking for £20k funding. The funding from TDBC also means we can attract match funding for these projects from organisations such as the Arts Council and National Lottery. These include

1. Creative Sector development report for Taunton Deane
2. A community café connecting to health and wellbeing activities and job creation
3. Borough wide Taunton Deane WW1 Centenary heritage and education project
4. Digital Innovation Gallery in cooperation with 2 European countries
5. Business incubation and business start-up services
6. Creative and Cultural development research in association with Somerset & Huish colleges
7. Creatives Club that supports over 90 practitioners
8. Somerset blues and jazz festival to be housed in Taunton

As with the Hestercombe funding application this will provide significant economic benefit to the area and create leverage to significant match funding estimated at over £276K, e.g. we cannot obtain Arts Council funding unless we can show that our local council shows some commitment to by also funding us. It will increase audience participation and social benefits provided by the CICCIC community enterprise programmes (presently at 10% based on 10,000 footfall in 2014 against population of 100,000) by an estimated 30%. This investment and growth will also create capacity for us to maintain the services which it currently provides to the communities of Taunton Deane and its cultural provision to the tourist trade. This shows real value in terms of return of investment.

The £22,000 assets owned by the company is also locked by law, which means they stay within the community and cannot be removed or sold by directors of the company. In addition to this the present directors have invested over £45,000 into the company and investment continues as it develops more cultural events and business support services.

In two years CICCIC has also helped the creation of over 20 new start-ups which range from new artists who now generate income from their work, a social enterprise, 2 design companies and other creative industries organisations.

The company has no debts and its cash flow forecasts show a significant increase in turnover and job creation as new projects are added in the next two years. Professional fees in the cash flow are increased as these are fees paid to the directors for running projects but the directors do not take a salary from the business.

CICCIC also plays a large role in the community including helping with the reopening and business plan for the Brewhouse, its directors are instrumental in creating and delivering all Arts Taunton objectives and supports over 10 community groups and organisations including the only creative support network in Taunton.

CICCIC has also raised over £10,000 for local and national charities in 2014 and donated £27,000 in venue use for community organisations.

CICCIC is a robust business and its request for funding is to assist us in delivering all the above and to help obtain funding from other streams.

Kind regards

Directors CICCIC

Appendix B

Points raised by the Executive:

Context: The Directors of the CICCIC were asked by the scrutiny meeting to provide a business plan illustrating their future plans to help inform the members of the Executive.

It was noted at the Executive meeting that certain details of the business plan required further explanation and without the opportunity of interpretation with its authors, additional annotation would be needed to clarify these aspects of the document.

The following comments provide further clarification and are based on the points raised by the Executive:

1. Definition of the aims and objectives of the Creative Innovation Centre Community Interest Company

Defined in the Creative Innovation Centre Community Interest Company 'Articles of Association' the organisation is focused on a wide range of creative, cultural and business support services for the benefit of the community it serves. As a not for profit 'social enterprise' all profits are invested back into the community via services and projects CICCIC provides to the community. All physical assets are locked and in the result of the business ceasing to trade these assets would be rehoused at another charity or community interest company locally. Its purpose is the same as a charity but without trading restrictions a charity holds and therefore has a benefit to the community and social regeneration.

2. There were a number of anomalies highlighted in the cash flow forecast:

The business plan submitted to the executive highlights the not for profit nature of a Community Interest Company and therefore base line totals only show low profit margins which are reinvested to support the operating costs of the business. We are aware that the cash totals submitted in our cash flow forecast were using an accumulative formula showing totals of income and outgoings on a monthly basis and were therefore creating misleading calculations in the last 2 columns, which were annual calculations and not final amounts. We have now taken these columns out to show a more representative illustration of our cash flow and patterns of business turnover so as not to create confusion.

Rent increases are based on our lease agreement with the United Reformed Church which show an increase in the year Aug 2014-15 of £3500 a quarter. This is the final rental figure based on our 3 year tapered rental agreement with URC. We have a 5 year lease that continues in units of 5 years and presents no issues for the continuance of the business and security is assured. At present CICCIC is obtaining a Community Right to Bid on the building and investigating finance to buy the building.

The drop in rates are based on an agreement with TDBC revenue service and illustrate a payment plan which we negotiated to pay off existing arrears on our account. This will normalise in April 2015.

Gas and electric costs seem to vary? These fluctuations are due to seasonal variation and as CICCIC is a large hall the cost of heating increases considerably in late Winter. There was an anomaly in the March 2014 column which was mistakenly pasted in from the March 2015 column. This has now been rectified. It is predicted that utility usage will increase in March 2015 due to the proposed development of a community café being in operation.

Costs of catering rises considerably. Though this was raised by a councillor it relates to the income column in the spreadsheet, which is for the refit and stock required for a new community café. Therefore this high rise is for stocking the community café with new stock and products to ensure the café has the products to serve customers.

Professional fees in March 2014 column illustrate a project which we are hoping to be awarded by the Heritage Lottery. We have also listed all our predicted funding based on our recent grant applications. Obviously these are hypothetical until we have confirmation of these grants being awarded. Professional fees are aligned to the grants being received and show our time in delivering the projects. The directors do not take an income from running and operating CICCIC but do have to earn through these projects.

All future development proposals are listed in our 'business development' document submitted to the scrutiny committee and included in the executive meeting notes 15.01.15

3. Further explanation of the needs for the funding and how this will support the sustainability of the business.

The sum of £20K required by our non-profit Community Interest Company is to support business growth, assist in delivery of community projects and to allow CICCIC to invest in additional revenue streams as documented in the business development paper previously submitted to the scrutiny committee (App A in the executive meeting notes 15.01.15).

We are requesting £20k funding per annum (over the following 3 years) in order to sustain our financial viability and investment in business growth and seek to match the funding. This would create a robust platform for transition from a small turnover with limited investment potential to a business which can invest in a higher volume of support/creation for social enterprises and expand the creative industries and its benefits within the community.

The business development paper (app a in the executive meeting notes 15.01.15) shows that we will be using this funding to drive our social enterprise towards financial sustainability. With a review each year we believe we will be in a better position to identify if further funding is required i.e. the investment from TDBC is reduced proportionally to the social enterprise business turnover and the positive contributions it makes to the local and social economy.

We are very positive that our plans to extend our business model and to drive more sales to support our work in the community and create financial sustainability will be achieved.

To put things simply, our request for funding is to not pay for a building or assist us in ongoing costs but to assist us in developing and supporting the creative sector within Taunton Deane as well as supporting us to deliver multiple projects that benefit Taunton Deane, its community, economic development within the creative sector, arts, culture, enterprise and heritage.

4. Employees:

The job creation numbers highlighted in this section of the business plan reflect the investment and development of the community café and the increase in day to day operations of CICCIC. This will be created by the additional income streams created by funding. These do not however illustrate the increased economic benefits and local job creation created by the expansion of our business support services.

Introduction

Creative Innovation Centre CIC is a non-profit organisation that encourages the participation and development of businesses and the creative industries; for practitioners, groups, individuals, businesses, start-ups and the local community. Through knowledge exchange, music, art, heritage and performance our events and workshops focus on the diversity and growth of enterprise, community and culture.

As part of our business growth we have several projects that benefit the Taunton community directly and provide outcomes related to social regeneration, enterprise development and community cohesion.

As a social enterprise with social entrepreneurs at the helm these projects support many individuals, groups and the whole creative sector, and supports our application of a £20,000 grant from TDBC which can then be used to support all this and future activity and for the betterment of our communities and businesses. To date we have:

- 6000 community members have got involved
- 2000 16-24 yr olds have found something to do
- 720 businesses have passed through our doors
- We have supported over 130 artists
- Supported over 45 designers
- Worked and supported over 12 community orgs
- Supported over 95 musicians
- Provided business advice to 20+ start-ups
- Donated 5200 hours of labour
- Exhibited over 400 paintings/sculptures
- Provided 20 business related events
- Delivered over 135 music events/gigs
- Donated 780 venue hours for community use
- Delivered over 45 workshops
- Created 3 new community organisations
- Became a Social Enterprise Qualification centre
- Recognised by National Skills Academy for Creative & Cultural Skills & Design Council

As you can imagine is hard to squeeze in everything we do but every week we have new visitors commenting on how Taunton needs a place like CICCIC.

What We Do

We've delivered many services, events and support from the enterprise, community and culture perspective.

Culture & Recreation

- Poetry reading and club
 - Live Jazz
- Acoustic music nights
 - Yoga
 - Dancing
 - Exhibitions
- Intimate theatre
- Creative writing for business and pleasure
 - Folk music
 - Galleries
 - Lectures
 - Creative Club
 - Art classes

Business & Enterprise

- Open Innovation Programme
- Ecommerce workshops
- Start-up and business development
- Marketing workshops
- Branding & design
- Using IT
- Social media classes
- Selling online
- Innovation Symposium
- Business model canvas workshops
- Co-creation workshops
- Somerset Innovation + Design meetings
- Social enterprise support

In the 20 months we have been trading we have also created Taunton's first Creative Club that supports 90 practitioners and from that a new organisation as evolved called GoCreate, which delivers community based elements. Local organisations that also use our space include Somerset Arts Gallery Trust, Taunton Literary Festival, TakeArt, Royal Society of Arts, Somerset Contemporary Arts Network, Fire River Poets, Creative Somerset and Stand Against Violence. We are presently working with U3A, Taunton Camera Club, Taunton Film Club and others. All reflecting the hub and creative community that we have created in the heart of Taunton Town Centre. Our application for funding from TDBC will support our existing programme and future projects as described overleaf.

Project 1: Community Cafe

CICCIC is a fantastic multi-purpose space and used for many events. These include night time events that bring music, theatre, lectures, and entertainment. We also have a licensed bar which helps support the income we need to deliver culture in Taunton.

The day time economy includes a public exhibition that people can come and enjoy art and sculpture, and a chance to talk to staff about ideas and receive support. But the seating and bar area is under utilised and could be converted to a café that meets 'health & hygiene' standards.

Therefore, it is our intention to convert the bar to a community café where profits can be used to help support our social enterprise. Once investment into capital purchases has been made and health and hygiene standards met the café will also present an opportunity for part time job creation.

The investment needed for this is around £10,000 and though we do not have this money we hope to apply for lottery funding 'Awards for All'.

Based on our projections this café project (once established) could bring in an additional £1000 a week and help towards the running and labour costs of the centre. It will also help contribute to the social side of our community and with plans to host morning music café days, where young musicians get a chance to perform, and our high tea dinner and dances for the elderly in the afternoon we can see that this café project can help deliver creativity and support the 65 musicians we have on our books and 70-80 elderly people each month.

Project 2: Taunton WW1 Centenary

CICCIC played a large role in bringing together a recent Heritage Lottery Funded WW1 project for the Somerset parish of Pitminster. Viewed by Somerset Heritage as 'one of the best WW1 centenary projects in Somerset' and attracting over 450 exhibition visitors and bringing new WW1 artefacts to light we were surprised to find out that no one has done a Taunton Deane WW1 project. Consequently, it is our intention to apply for more funding (£10k) to organise and deliver a First World War Centenary Project for Taunton.

Experience from our Pitminster project has shown that these projects create a strong element of cohesion in the community and of course helps build an archive of Taunton people and those who fought in the war. Moreover, the project will also be indexed by the British Library so future generations can find out about Taunton's involvement in the WW1.

The project entails us starting with several public events held in different wards/areas in Taunton Deane. These are designed so those with transport issues can still contribute and include:

- North Taunton
- Town Centre (CICCIC)
- Galmington
- Halcon
- Wellington
- Blackbroock/Holway
- Bishops Lydeard

At these events the public are invited to bring their stories, artefacts, images, letters and poems for scanning and photographing. Once complete they will be added to the collection.

Using our creative curation skills we will pick the most interesting for a 4 week physical exhibition at CICCIC. These and all others will be added to the online exhibition just as we did with the Pitminster project, which you can view at <http://www.pitminsterww1.co.uk/>

Working with St Mary's church a service of remembrance will be created alongside an exhibition launch at CICCIC. The project will remain online for 2 years and donated to Somerset Heritage for digital archiving.

Partner support has already been obtained by the Historical Association and we hope that TDBC and Somerset Heritage also support us.

**Project3:
Digital
Innovation
Gallery**

Already underway and taken 10 months of hard work CICCIC is finalising a Digital Innovation Gallery project with the intention of applying for £300,000 from the Arts Council and/or The Peter Hamlin Foundation. The project is costly as it involves the latest technology but once complete will be the first digital art gallery in England and will attract new audiences to art and many people to Taunton.

Our goal is to change traditional galleries and exhibitions and to extend the stay and engagement of the visitor by introducing the first digital gallery with its home based at one of Somerset's contemporary arts centre Creative Innovation Centre CIC in Taunton.

Moreover, there are still many people in England who do not engage with the arts, galleries and exhibitions and it is our intention to change this too by moving away from exhibitions that concentrate on art groups or a single artist and to choose innovative themes that attract new audiences. Albeit that individuals and groups will still be represented.

Once set up digital galleries can also be changed with little fuss so if a theme is exhibited one week another can follow with little hassle e.g. one could have a child gallery during the day and an adult gallery during the night making exhibition space multifunctional.

Digital galleries are also ideal for digital exhibitions in museums and with the heritage industry keen to digitise archives and objects it is clear that our digital gallery can be used to bring new and interesting programming to museum's and provide more access to artefacts and extend new audiences. New audiences are a strong driver for the likes of the Art Council.

How It Works

Using over 13 large LCD screen and stands with fascias; each screen will allow the rotation of many images (this uses media servers which is semi-complex but that's where our skills come in). This means the viewer can go around the exhibition again and again and see 100's of images. But the real beauty is that a touch screen device on exit will allow the viewer to pick an image they like and order it in several different formats e.g. print on canvas, print with frame, etc. This ensures that each artist/photographer who exhibits can generate income. For museums this could be associated literature for sale.

Focusing on different art mediums the project is to push works from those who may not get much exposure. For example, digital artists, 3D artists and photographers seldom exhibit compared to traditional artist. However, as part of our education programme with this project we also intend to show traditional artists how to convert their work to digital creating inclusion on all aspects of art.

Innovative Programming

Though it is natural for us to exhibit artistic groups such as photographic groups for example, but we also intend to bring in new crowds by taking popular culture and heritage themes and turning them into exhibitions. Here are just a few we are considering but with such a versatile digital canvas we can theme almost anything including working with all schools locally on curriculum themes.

- Sci-fi (art has always played a role here with many people interested in this theme)
- Landscapes (to include photography and paintings)
- History of the Design of... (this could be furniture, products, architecture, etc)
- Weird Archives (unusual items museums don't display)
- Children's Illustration
- The Moon – a mashup of digital art and photography
- The Life of Food
- Journalism photography
- Video gaming art
- Family life
- Sky at Night
- The Peoples Museum (pieces from the public)

Project3:
Digital
Innovation
Gallery
Continued

- WW1 or WW2
- Streetlife
- The World of Japan (and other countries)
- Manga
- The World of Macro
- And we have many more ideas that will entice newer audiences to art, heritage and digital

The other creative and innovative aspect of the gallery means it can also be used for visual performances and to unite community exhibitions with 100's of images at anyone time.

Income Generation

It is our intention to charge a small fee for those who exhibit and take commission for anything sold and are looking for other forms of income generation.

Online Development

In addition to the above an online virtual digital gallery website will be produced and updated with all exhibitions we create. This also allows us to sell work online.

Getting Involved

We have 29 artists/photographers signed up to the project already and are in talks with Somerset Heritage to get them involved by using the project to display their own digital heritage exhibition at Somerset Museum. We have 3 art centres/galleries interested in hosting the gallery and we are continuing to look for partner support; including those from TDBC and creative sector organisations. We will also examine twinning the project with another EU country.

Project4:
Pictorial
History of
Taunton

This community/heritage project is over a year old and the Heritage Lottery Fund have agreed that this £37k project is worthy of a full grant application and will be applied for in the next two months.

Pictorial History of Taunton Deane is a community engagement program designed to bring local history alive and to record the history of our community through the eyes and lives of those who live/lived here in the past, present and future.

Working with Somerset Heritage Centre, local newspapers and radio and other local historic groups we intend to bring images of Taunton Deane out of the closet and into main stream digital media. But the real icing on the cake is the opportunity for all in the local community to bring their photos, paintings and images to designated areas of Taunton Deane to have them scanned and recorded and added to an online people's museum so we can showcase the social history and changing of our local landscape.

Using volunteers and any resources from local groups the project in its simplest terms will work like this:

- Groups and volunteers will be given training in scanning, ICT, admin, archive research, website editing.
- Using our own building and a variety of village halls the public are invited to bring their photos/images for scanning and documenting. Ensuring that copyright and release forms are completed.
- Website will be built to house all images and interactive map will be used with geolocation mapping. Associated historical information will also be added. Other content will be devised such as before and after and a range of heritage related competitions. Video from important images will also be made.
- Using the database driven elements of the website a geolocation app will be created so users and visitors can engage with historical data.
- Upon launch a range of talks will be delivered in 2 locations in Taunton Deane and schools are invited to book a volunteer who will show a video and talk to schools about the project. However, we could extend this via HLF – Young Roots.
- Online project will last for 5 years and allow volunteers and public to continue adding new images and information.
- Collection donated to Somerset Heritage for digital archiving.

Project 4:
Pictorial
History of
Taunton
Continued

Through this project the investment will allow a new form of heritage data to be collated and added to the history of Taunton and through the use of digital services will become better managed, interpreted and explained.

With HLF investment volunteers and groups will develop skills in digital heritage and information management, it will change people's attitude of local heritage, widen the age groups accessing the information and bring into Somerset a new fun and enjoyable way of learning about the evolution of our communities, landscapes and lifestyles. With our focus on social history through images and words we connect people together and create conversations of memories that make living here a better place.

Once underway other local groups we be canvassed to get community involvement including local development trusts and associated societies.

The project will last for 12 months and remain online for 3 years; them archived by Somerset Heritage.

In summary our project will allow local people to create their version of local history bringing images of the past and promote story telling of memories. It will bring more of the hidden images of our local history into the mainstream and allow anyone in the world to access a whole range and database of local facts, stories and images. It will engage will all age groups and promote community cohesion through the common cause of local history.

Project 5:
CICCIC
Enterprise
Centre
(New Premises)

CICCIC already houses 2 new business start-ups and provides support and mentoring to both as part of their residency. We often pass business opportunities too which makes our enterprise development unique and of much value. We also have new and existing businesses who come in for advice and knowledge exchange as well CICCIC providing a range of workshops and training to support the business community.

However, as we have plans to make our venue a full time community café and that we cannot take on any more start-ups due to space restrictions it is clear that we have out grown our venue in Paul Street and need to expand elsewhere so we can continue and expand our enterprise programme.

We've been looking at the feasibility of this and now trying to identify buildings within the town centre so we can provide business incubation, but also a building that can act for other requirements such as meetings, workshops and a year on year enterprise programme. Consideration into making it into a café to further extend its financial sustainability has also been studied.

Our proposal is to work in partnership with TDBC to make this a creative enterprise centre a reality and deliver the same services we offer presently at CICCIC, but to also extend the programme to all businesses. It will help advance the creative industries in Taunton Deane and allow our social enterprise to find new routes to financial sustainability.

With support from TDBC we intend to look for funding and investment (e.g. RGF, Social Enterprise Fund, etc.) to upgrade the building we identify and make it fit for purpose. This requires a formal business plan and feasibility study on finances and it is expected that we manage all aspects including property management, but at this stage we believe an agreement should be pursued with TDBC to create this creative enterprise centre.

Once in action it will help drive business start-ups; expand the creative sector; help nurture creative ideas that people and groups have; provide business workspace and incubation, and provide enterprise and business innovation support.

PTO

**Project 6:
Somerset
Jazz
Festival**

CICCIC has established a jazz club in Taunton and we hold 20 jazz gigs a year. Now we have a working group underway to develop a feasibility study for holding a Somerset Jazz Festival in the heart of Taunton Town Centre. This nationally advertised event is designed to utilise Vivary Park and hold a two day event covering all genres of jazz. There will be seating, staging and lighting and full management of the grounds and security. In short it will be a concert with additional tents for other music and entertainment activities.

Jazz festivals around the UK create on average an audience of 1000-2000 and with each person spending an average of £40 this means we can contribute £80,00-£100,000 to the local economy and excludes any spend outside the jazz festival venue.

Once a feasibility study shows that it is financially sustainable our intention is to look for funding e.g. Arts Council Festival fund. This fund not only helps pay for festival set-up and running costs but can also include paying headline acts to perform. Support from TDBC and related partners will also be sought.

If successfully the plan is to hold this annually so we can establish a festival that is nationally recognised. We are using local suppliers and will involve working with other jazz venues in Somerset.

**Project 7:
Audience
Development
Research**

The Universities South West have agreed 60% funding for us to undertake a research project looking into the cultural interests of people in the Taunton Deane area, to find out what they would like to see regarding a cultural programming now and for the future. The information collected will inform effective creative and cultural programming and provide a firm platform for future investment to develop the arts and cultural offer in line with interests of the community.

Benefits to the local economy:

Through the development of an 'interactive' cultural needs analysis for the local community we can identify where creative practice and production will be more effective and targeted in relation to the audience/ market wants and needs, and therefore create a blueprint for new business development for the creative sector.

How:

By aligning this piece of work with local undergraduate students we would add value to their work through action research as well as support local R & D which will have benefits across the communities and creative industry development.

**Project 8:
Creative
Club
Taunton**

The Creatives Club is an informal networking group that meets to provide a place where the local, but dispersed community of professional creative people come together to share interests, bounce ideas around, spark off one another, create opportunities, increase exposure, explore collaborations and build ventures. The group meets between 8 and 10 pm on the second Tuesday of every month at CICCIC, Paul Street, Taunton.

Typical activities :

- Practising artists and designers showcase their work.
- Members discuss creative collaborative projects and alliances.
- Informal networking,
- CPD workshops, talks, activities, study tours.

The Creatives Club is now in its 12 month of meetings and has produced some exciting projects including:

- Go Create— An active group of creative people who are collaborating with Taunton Arts Festival to create an exciting visual arts, performance and music programme for Taunton.
- An exhibition promoting local creative practice including design and media, performance and visual arts
- Numerous social and commercial enterprises including a visual arts programme on the Halcon Estate, mural commission for TDBC for Tangier way, film commission for an anti-rape campaign, new business start ups and networking of creative organisations across Somerset developing community initiatives to support creative activity and health and well being.

Below is an overview of the potential monies will can bring into the local community along with the amount of people we are supporting and potential visitors to Taunton. This overview shows the economic viability of all our projects and having had the WW1 and Pictorial projects already given a yes in principle it is clear that any funding from TDBC (e.g. our request for £20k) could be given in support of our work in the community.

Project Name	Funds Bought into Local Community	Estimated People Supported in Project (per annum)	Audience Estimate for Project (per annum)	Volunteer and Paid Job Creation in Project
Community Cafe	£10,000	6000	8000	2 p/t & 2 vol
Taunton WW1 Centenary Project	£10,000	200	9000	4 vol
Digital Innovation Gallery	£250,000	70	20,000	2 p/t
Pictorial History of Taunton	£37,000	2	20,000	6 vol
Enterprise Centre	TBA	12	2000	1 p/t
Somerset Jazz Festival	Est. £80,000	12	8,000	2 p/t
Audience Development Research	£6000	10	N/A	N/A
Taunton Creative Club	0	90	380	N/A
TOTAL	£143,000	6396	67,380	7 p/t & 10 vol

PTO

Supplement

We are requesting £20k funding per annum (over the following 3 years) in order to sustain our financial viability and investment in business growth. This would create a robust platform for transition from a small turnover with limited investment potential to a business which can invest in a higher volume of support/creation for social enterprises and expand the creative industries and its benefits within the community.

This business development paper shows that we will be using this funding to drive our social enterprise towards financial sustainability. With a review each year we believe we will be in a better position to identify if further funding is required i.e. the investment from TDBC is reduced proportionally to the social enterprise business turnover and positive contributions to the local economy.

We are very positive that our plans to extend our business model and to drive more sales to support our work in the community and create financial sustainability will be achieved.

To put things simply, our request for funding is to not pay for a building or assist us in ongoing costs but to assist us in developing and supporting the creative sector within Taunton Deane as well as supporting us to deliver multiple projects that benefit Taunton Deane, its community, economic development within the creative sector, arts, culture, enterprise and heritage.