

# Swindon Cultural Quarter

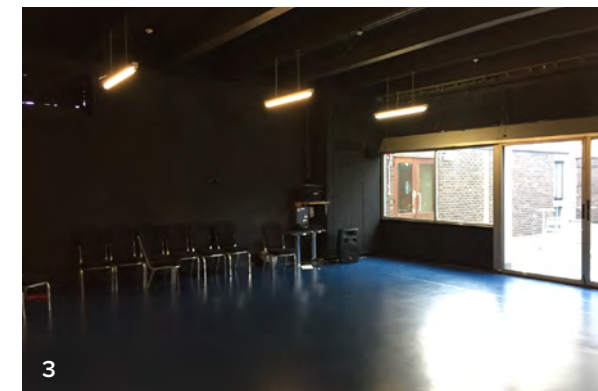




# Existing Provision

## Cultural Quarter

- Rich and established arts & cultural offer but cultural infrastructure requires radical transformation
- Current facilities spread across town and suffer from inaccessibility, lack of visibility and poor condition
- However Swindon has thriving community of creative businesses and artists. Hundreds of thousands attend and participate in arts activities every year
- Co-ordinated strategy required to deliver cultural infrastructure meeting aspirations of local communities and maximising the potential of heritage, arts and culture
- Feasibility funded through the SWLEP Local Growth Fund





# Stakeholder Engagement

## Cultural Quarter

- Stakeholder consultation and community engagement throughout, connecting with creative, business and educational sectors.
- Large-scale stakeholder workshops held with more than 60 guests from cultural and business sectors
- Advisory Group of cultural stakeholders has guided project team throughout
- Partnered with cultural organisations (Swindon Dance, Create Studios, HQ Theatres and Prime Theatre) to develop designs in detail

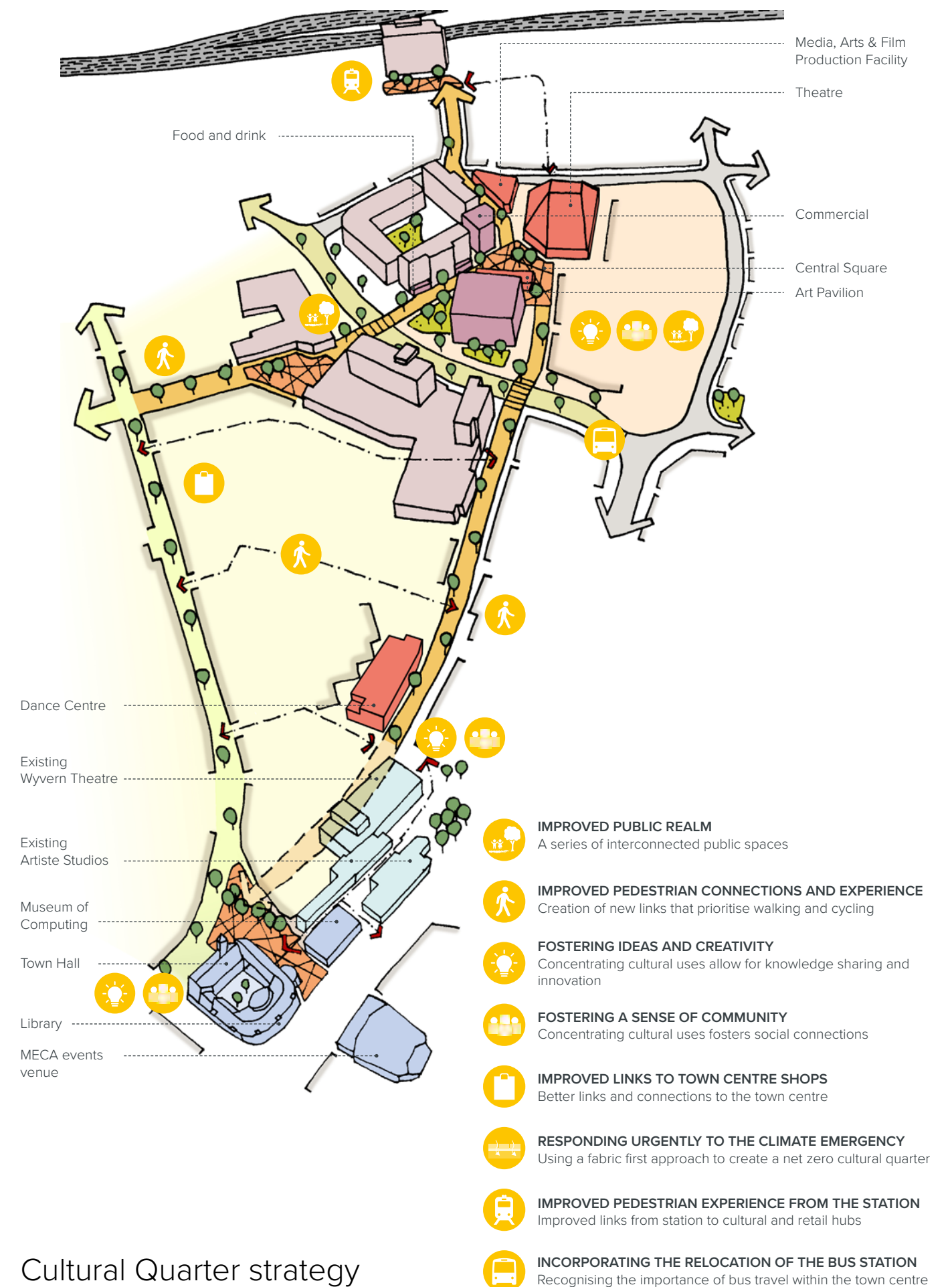




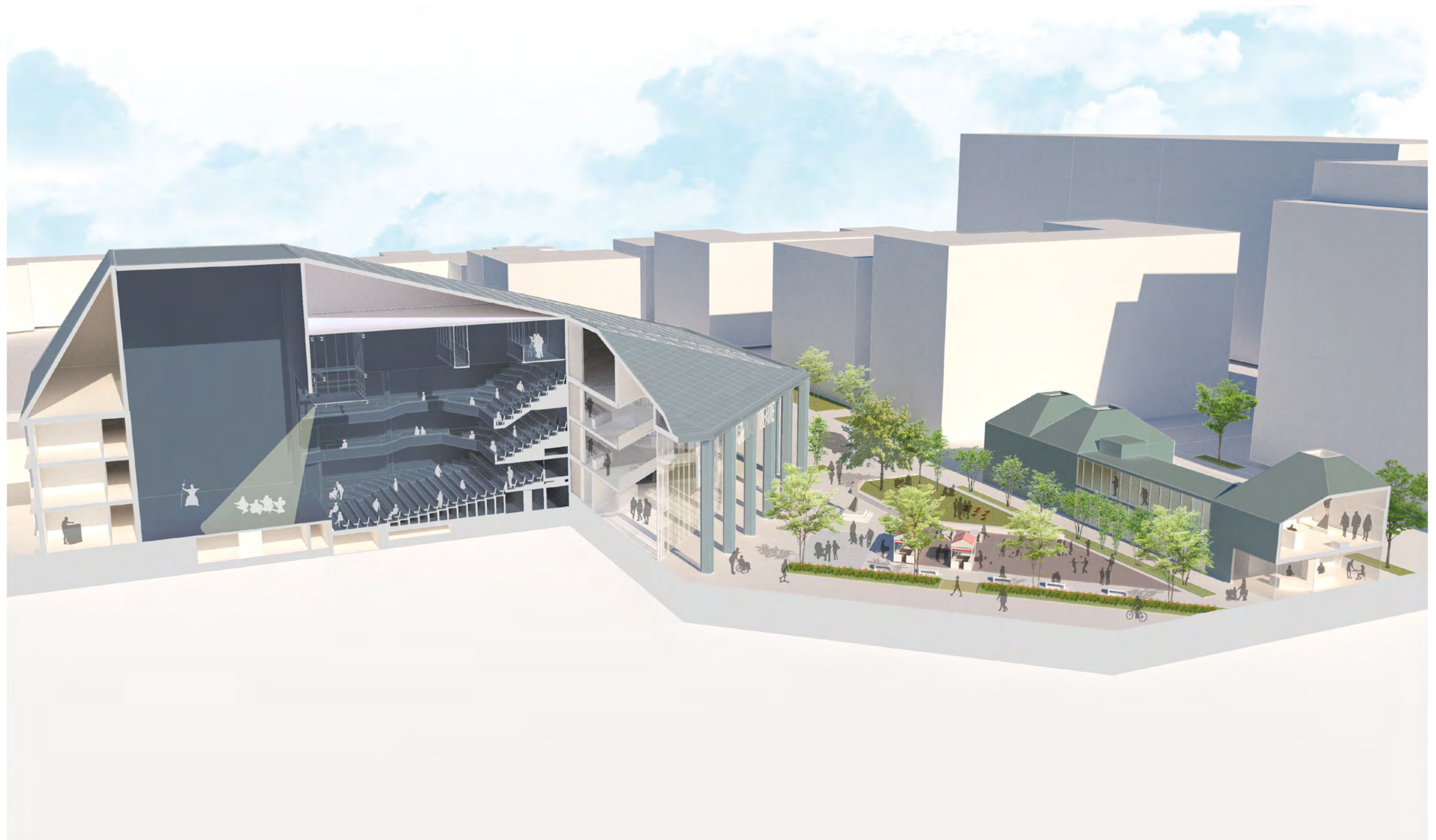
# Location

## Cultural Quarter

- Swindon sometimes suffers from perception it lacks a cultural offer, exacerbated by poor visibility of existing arts organisations
- By bringing facilities to heart of town within Kimmerfields, town's cultural life becomes visible focus
- Proximity to railway station, bus boulevard and cycle routes places it at centre of sustainable transport network
- For many it will be the first development they see, changing perceptions and supporting ambition of basing renewal around culture
- Regional connectivity of Swindon makes it natural centre for culture with population of 3 million within 60-minute drive demonstrating scale of market potential



Cultural Quarter strategy





# Inclusion

## Cultural Quarter

- New facilities must be approachable, accessible and support wider participation in the arts
- Projects developed in close partnership with Swindon's arts community, ensuring spaces support diverse range of participants & audiences
- Each project will be driven by its own specialist partnership
- Tangible difference to communities with resilient cultural organisations, delivering quality jobs and boosting wider economy
- Opens new options for young people to learn, train and work in the creative industries with c.75,000 training, learning and engagement sessions annually



Photograph © Mark Papperall



Photographs © Jospeh Dart

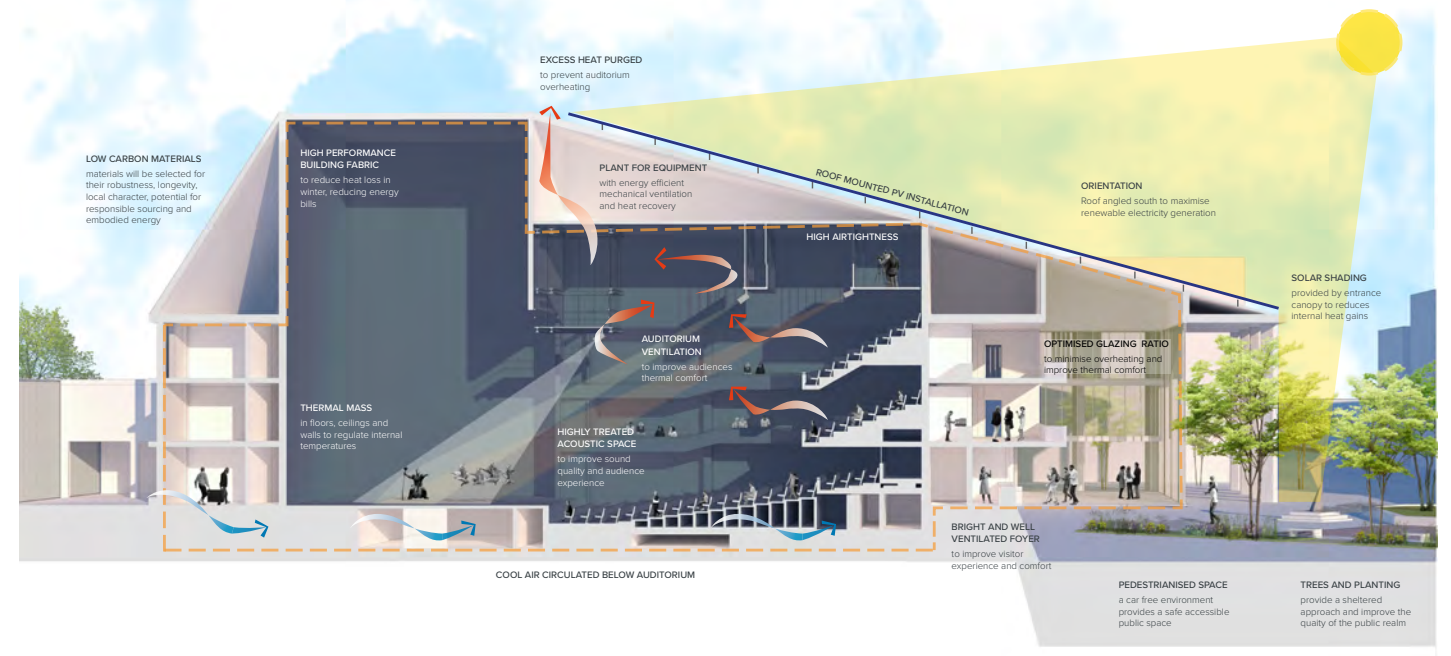




# Sustainability

## Cultural Quarter

- Ambition to be UK's first net zero carbon Cultural Quarter
- Exemplar for positive contribution culture can make to environment and town centre
- Located at heart of public transport hub





# Building Blocks

## Theatre

1200 seat theatre accommodating major touring productions. Auditorium can welcome music concerts and standing audiences. New 200 seat studio for local groups will sit alongside main house.



## Media and Arts Production Centre

Digital, film and live recording production facilities, rehearsal and performance studios, for organisations to continue growth into digital. Three cinemas will show independent film and providing screening facilities for the town’s screen industries cluster.



## Dance Centre

Current Swindon Dance building not meeting need and ambition. Together with a performance studio, new facilities provide professional standard studios, facilities for therapy and recovery, and spaces for student learning.



## Art Pavilion and Museum Provision

Bring art collection together with regionally ambitious programme of touring exhibitions in a single pavilion to enable showcase of important collection









# Benefits

## Cultural Quarter

- **850,000** footfalls and participations annually
- **£35m annual** economic effect after leakage, displacement, optimism bias -
- **c. 1300** direct, indirect and induced jobs
- **c. 75,000** training, learning and engagement sessions annually





Costs

	Theatre	Dance Centre	Media and Arts	Gallery Pavilion	Museum	Programme management	TOTAL
Gross cost (stage 1, 2020)	47,000,000	13,500,000	11,250,000	4,250,000	2,700,000		78,700,000
Gross cost (stage 2, 2021)	46,970,000	11,200,000	12,970,000	4,170,000	950,000	1,600,000	77,860,000
Cost ex fees/costs	39,470,000	9,350,000	10,780,000	3,510,000	780,000	0	63,890,000

Programme

	2021/22			2022/23				2023/24				2024/25				2025/26				2026/27				2027/28				2028/29				
	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3		
Dance Centre	Options / pre-feasibility		Feasibility and funding development			Funding aligned		Construction				Opening																				
	Procure design		RIBA 0-1	RIBA 0-2	RIBA 3/4		Tender																									
Theatre	Feasibility																															
	Partner PIN	Partner procurement		Investment appraisal	In principle sign off	Procure design		RIBA 0-1	RIBA 2		RIBA 3		Planning		RIBA 4 / tender		Final sign off / contract	Construction										Opening				
Museum - new display strategies	Feasibility		RIBA 0-4		Sign off	Fit out		Opening																								
Media & Arts Production Centre	Options / pre-feasibility / funding development							Feasibility		Procure design		RIBA 0-1	RIBA 2		RIBA 3		Planning	RIBA 4 / tender		Sign off / contract	Construction										Opening	
Art Pavilion	Options / pre-feasibility / funding development										Feasibility		RIBA 0-3		RIBA 4 / tender		Sign off / contract	Construction - early option					Opening		Construction - later option			Opening				
Town Hall reuse options	Options / pre-feasibility / funding development							Feasibility	Option decision	Feasibility	Stage 1 funding	RIBA 0-4 / tender				Stage 2 funding	Sign off / contract	Construction					Opening									



# Cashflow

	2021/22	2022/23	2023/24	2024/25	2025/26	2026/27	2027/28	2028/29	TOTAL
Theatre	-		1,312,500	1,312,500	1,875,000	16,988,000	16,988,000	8,494,000	46,970,000
Dance Centre	323,750	4,822,250	6,054,000						11,200,000
Media and Arts				383,250	383,250	2,212,643	6,660,571	3,330,286	12,970,000
Gallery Pavilion					231,000	165,000	1,887,000	1,887,000	4,170,000
Museum	102,000	848,000							950,000
Programme management	200,000	200,000	200,000	350,000	300,000	150,000	100,000	100,000	1,600,000
Annual Total Spend	625,750	5,870,250	7,566,500	2,045,750	2,789,250	19,515,643	25,635,571	13,811,286	77,860,000

# Funding and Financing

Potential Funding Matrix							
	Museum	Dance Centre	Theatre	Gallery	Media and Arts	Programme costs	TOTAL
Anticipated Costs	950,000	11,200,000	46,970,000	4,170,000	12,970,000	1,600,000	65,710,000
Arts Council England	-	4,200,000	-	-	4,000,000		8,200,000
Levelling Up Fund (or similar)	-	5,000,000	-	-			5,000,000
Other public/central govt/HE etc	-		-	-	2,500,000		2,500,000
Trusts, Foundations, donations		1,000,000	300,000	450,000	750,000		2,500,000
Regeneration Tranche 2 - post-election?			20,000,000	2,500,000	2,500,000		25,000,000
End use operating partner			1,500,000		350,000		1,850,000
Commercial partners	-			125,000	500,000		625,000
Assets or other resources	500,000						500,000
Council sourced finance	450,000	1,000,000	25,170,000	1,095,000	2,370,000	1,600,000	31,685,000
Total Potential Funding	950,000	11,200,000	46,970,000	4,170,000	12,970,000	1,600,000	77,860,000



# Route to Realisation

## Cultural Quarter

- Importance of phasing and fit with Kimmerfields
- Overall masterplan/coordinative/funding structure required
- But with individual projects delivered by partnerships
- Early actions include funding discussions and procurement of partners
- Establishment of advisory/ambassadorial structure and network





