



Boscombe Regeneration Partnership Business Case

Boscombe Creative Alliance

Theme: Economy

Prepared by/Theme Lead:
Kate Greenham

Date: 17/05/2017

Consultation carried out - include resident engagement

| Name / Group | Position/Organisation | Comment | Date |
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Document Revision History

| Version | Author | Changes | Date |
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1 Executive Summary

Boscombe Creative Alliance (BCA) is a collaboration of 10 creative/digital agencies in Boscombe, with Bournemouth Borough Council as a partner. Our aims are;

1. To support and strengthen Boscombe's Creative Industries sector
2. Champion the role of creativity, entrepreneurship & innovation in schools, business and the community within Boscombe
3. Showcase the area's abundance of creative talent through the creation and delivery of an image building campaign
4. To work collaboratively
5. To become a recognised strategic partner within the creative & digital sector in Bournemouth

This business case is to secure funding to create a series of projects that the Boscombe Creative Alliance runs. The overall aims of the projects are to raise the profile of Boscombe, support the creative and digital industries within Boscombe to thrive and remain, encourage inward investment and provide access to opportunities that raise the aspirations and develops skills of local young people.

Boscombe Creative Alliance is seeking £8,000 from Boscombe Regeneration Partnership to carry out a series of projects within this financial year. The overarching aims of the Boscombe Creative Alliance fits within the 'Economy' and 'Young People's' themes of the Boscombe Regeneration Partnership Commitment 2015-2020.

In addition to the relevance of the proposed projects and initiatives to Boscombe, the aims of the BCA also fit with the aspiration of Bournemouth Council for Bournemouth to be within the top 10 creative and digital cities within the UK by 2020.



2 What do you plan to do

The range of projects that the £8,000 funding that is being asked for, underpins the core aspiration of the Boscombe Regeneration Partnership to make Boscombe a better place to live, work and visit.

1. Creative Company Programme

The BCA has partnered with Young Enterprise to offer Y12 students at Avonbourne & Harewood 6th form and St Peters 6th form to offer a creative Company Programme, which is particularly relevant to the Boscombe area that has a history of creativity. This creative Company Programme will be the first one in the country to focus on creative subjects rather than business studies/economic a-levels that a company programme traditionally tailors to. In addition to this, the 24 students from the two schools will be mentored by the creative directors of 10 creative/digital companies who will bring a wealth of creative inspiration, business knowledge and expertise to the process. Running throughout one academic year, students find out what it's like to set up and run a business. Students make all the decisions about their company, from deciding on the company name and product to creating a business plan, managing the company finances, selling to the public at trade fairs to ultimately winding up the company and paying their taxes. I am seeking the funding from Boscombe Regeneration Partnership board to fully cover the costs of the programme with both schools, for two years. Total cost: £3,000

2. Launch Event

To launch the Boscombe Creative Alliance. The event will attract a wide-ranging audience; AUB/BU students (relevant courses), Boscombe businesses/organisations, education institutions (Avonbourne/Harewood school, St Peters school, Bournemouth & Poole College, Arts University Bournemouth (AUB) and Bournemouth University (BU) lecturers/course leaders/heads of depts) and key players in the C&D sector. Not only is the event about launching the BCA, but it is also to raise the profile of Boscombe and its businesses to other businesses and organisations across Bournemouth. This event will be supported by the R.A.W project (Real Art Wins) who have an established social media presence and have already run successful events within the local area. Total cost: £500

3. Studio open day

To promote the creative and digital agencies within Boscombe to Arts University Bournemouth & Bournemouth University students. This will help to change the



perception of Boscombe to students, raise awareness of the Boscombe companies and in the long term, address graduate retention rates and improve the available talent (graduate retention of BU students within Bournemouth is 3%). Total cost: Free - costs are within employing a BCA placement for a social media & marketing campaign.

4. BCA creative/digital award & Internship competition

To approach an existing deliverer of a locally recognised award scheme, to create a specific creative/digital award for students at Bournemouth University & Arts University Bournemouth. The awards would then also lead into potentially gaining a placement with one of the BCA companies. This is again to raise the profile of Boscombe and its creative/digital sector in a more creative way with both universities. No other companies in Bournemouth are currently doing anything similar. Total cost: £1000 to pay for sponsorship of a new creative/digital award.

5. Digital platform & print

Costs to pay for BCA branding, digital platform creation/hosting/maintenance and print materials for the launch event. The website is to also facilitate students sending portfolios of work for a centralised internship scheme for all BCA members. All future hosting costs will be met by the BCA companies. *(If Global Group or Make Studio were charging a site of this nature and a branding project to run alongside then they would be looking at £10 - £15,000 cost. As part of their involvement and commitment (Daren Mooney - Owner & Director of Global Group & Chris Bainbridge - Owner & Director of Make Studio) to Boscombe and the BCA, they are doing this at less than cost price and in addition are also both volunteering their creative direction and additional project management staff to this project).* Total cost: £3000, which is to cover some employee time that will be spent working on this and not commercial projects for the companies.

6. BCA student placement

To pay expenses of £25 per day for a student on a marketing degree to carry out; social media campaigns to launch the BCA, BCA awards scheme and studio open day with BU & AUB students. To be a social media resource to all BCA projects to support the Boscombe Project Officer. Maximum of 20 days over the financial year. Total cost: £500.

These projects will individually and collectively launch that Boscombe is a place to be for professional creatives of all stages of business whether that be start-ups



from universities or as a place to locate already successful creative and digital sector companies. The longer-term economy of Boscombe can be driven by the creative and digital sector which is Bournemouth fastest growing sector and bring inward investment into Boscombe off the back off it.

3 What will be achieved?

| Partnership's Objective | Outcome | Benefits |
|-------------------------|--|---|
| Economy | <p>Increase investment</p> <p>A thriving creative industries sector</p> | <p>An increase in the number of commercial creative and digital companies over the next 5 years</p> <p>An increase in footfall and on average spend in the Sovereign shopping centre as a direct result of a larger office sector in Boscombe (long term)</p> <p>An increase in the number of commercial creative and digital companies</p> <p>Boscombe Creative Alliance is referred to within the 2018 Tech Nation report</p> |
| Young People | Improve educational outcomes for local children | Two sets of 12 students from two local schools can take part in a creative company programme for two academic years (17/18 & 18/19) |

4 Scope

Included: All the projects listed within this business case

Excluded: Any additional projects to what is listed within the 17/18 financial year or any projects forthcoming within other financial years (*NB: Other than the Creative Company Programme that covers this and next financial years*).

5 Risks

| Risk | Mitigation |
|--|---|
| Time of the officer that is delivering these projects isn't sufficient to cover this | Utilise the skills of a placement student to run the marketing and social media side of |



| Risk | Mitigation |
|--|---|
| <p>programme of projects and other projects associated with the post.</p> | <p>the BCA projects.</p> <p>Directors are leading on some allocated projects, by the officer supporting the BCA.</p> <p>Effective use of project management skills by the responsible officer delivering these projects to ensure that they run to schedule.</p> |
| <p>Companies within the BCA become disengaged</p> | <p>The responsible officer maintains informal frequent contact with each company within the BCA.</p> <p>The responsible officer notifies the companies of funding bids, speaking opportunities and networking events and keeps them engaged in the wider creative and digital sector within Bournemouth to ensure that this is a two-way process and that the individuals also increase their own professional and company profiles and secures additional funding. <i>(Two companies in Boscombe have recently been successful in obtaining Creative England funding because of this partnership with the Council)</i></p> |
| <p>The projects run over the £8,000 budget</p> | <p>Effective use of project management skills by the responsible officer delivering these projects to ensure that they run to budget.</p> |
| <p>The Boscombe Creative Alliance doesn't succeed in becoming a strategic partner within the creative and digital sector, therefore doesn't raise the profile of Boscombe</p> | <p>The responsible officer and all individual directors attend networking events locally and regionally where they promote the BCA.</p> <p>The responsible officer and all individual directors publicise the BCA within existing and new social communication channels to ensure the profile of the BCA reaches a wide audience.</p> <p>The responsible officer ensures that all relevant and key persons within the Council, leaders within the creative and digital sector and all local partners are aware of the BCA and are supportive of it.</p> |
| <p>The collaboration of the companies is currently informal with no set management structure other than within the council's internal management structures. No ability to raise grants from third sector organisations.</p> | <p>At the last meeting on 16th May, all the companies within the BCA voted to set the BCA up as a Community Interest Company (CIC). The responsible officer will be carrying out this process before the launch</p> |



| Risk | Mitigation |
|------|---|
| | of the BCA in October. Four directors have been selected. |

6 Options

Option 1 - The BCA does not exist

| What it would achieve | Cost (£k) |
|-----------------------------|--|
| None of the aims of the BRP | £0 |
| Strengths | Weaknesses |
| None | <p>Doesn't raise the profile of Boscombe as a place be for the professional creative and digital industry.</p> <p>Doesn't provide opportunities that raise aspirations and develops skills for local young people.</p> <p>Doesn't encourage inward investment into Boscombe.</p> |
| Risk | Mitigation Strategy |
| None | |
| Accepted / Rejected | Reason |
| Rejected | We need to do something with the momentum that has already been achieved through the establishment of the Boscombe Creative Alliance. |

Option 2 - Fund the creative company programme, but none of the other elements of the BCA

| What it would achieve | Cost (£k) |
|---|------------|
| Two schools (24 students) within the Boscombe area can be part of the creative company programme for two years. | £3000 |
| Strengths | Weaknesses |



| | |
|--|--|
| It would provide opportunities within the creative and digital sector that raises the aspirations and develops skills of local young people. | Doesn't have the supporting projects to give the BCA credibility and status within the creative and digital sector This option does not have the ability to engage with university students to change perceptions, promote Boscombe and hasn't got any additional projects to support the development of the creative and digital sector in Boscombe. We therefore are not meeting our aim of supporting creative industries to thrive and remain in Boscombe if we choose this option. |
| Risk | Mitigation Strategy |
| A last-minute project commitment or sickness of one of the directors means that there is unable to be two advisors present with the 12 students on the Young Enterprise Creative Company Programme | One additional person per company is also getting DBS checked and trained to be an advisor. |
| Accepted / Rejected | Reason |
| Rejected | The full range of projects are required to raise the profile of Boscombe and support the creative industries to thrive and remain. |

Option 3 - Provide funding to BCA to carry out the programme of proposed projects

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|--|---|
| What it would achieve | Cost (£k) |
| All the set aims of the BCA, it would also support the growth of the creative and digital sector in Boscombe (and Bournemouth) and get recognition locally, regionally and through the tech Nation report (if featured) get national coverage. | £8,000 |
| Strengths | Weaknesses |
| Gives the BCA the profile to be a serious and strategic partner within the creative and digital sector | |
| Risk | Mitigation Strategy |
| As in section 5 | As in section 5 |
| Accepted / Rejected | Reason |
| Accepted | To assist Boscombe Regeneration Partnership towards achieving two of the six themes within the 2015-2020 commitment |



7 Spend

| Description | Funding source | 2017/18 | 2018/19 | Total |
|---|----------------|---------|---------|--------|
| Creative Company Programme | BRP Board | £1500 | £1500 | £3000 |
| Launch Event | BRP Board | £500 | | £500 |
| BCA creative/digital award & Internship competition | BRP Board | £1000 | | £1000 |
| Digital platform & print | BRP Board | £3000 | | £3000 |
| BCA student placement | BRP Board | £500 | | £500 |
| Total | | £6,500 | £1,500 | £8,000 |

8 Success Factors

Support would be needed from key staff in the council and from the local business and community networks. In addition, the success of the Boscombe Creative Alliance will require support from creative and digital sector leaders and organisations across Bournemouth and education institutions in Bournemouth.

9 Timescales

| Project Start Date | Project End Date |
|--------------------|--|
| Now | All projects listed are to run within this financial year. The creative company programme will run over this and next financial years The BCA will continue to work and have projects in the pipeline for 2018/19. |

| ID | Phase / Activity | Estimated Start | Estimated End |
|----|---|-----------------|----------------|
| 1. | Creative Company Programme | September 2017 | May 2019 |
| 2. | Launch Event | June 2017 | November 2017 |
| 3. | Studio Open Day | August 2017 | October 2017 |
| 4. | BCA creative/digital award & Internship competition | August 2017 | March 2018 |
| 5. | Digital platform creation and print | June 2017 | September 2017 |
| 6. | BCA student placement | June 17 | March 2018 |

