



Boscombe Regeneration Partnership Business Case

Project Name: Development of Boscombe & Pokesdown Cultural Heritage Strategy

Theme: environment/economy

Prepared by: Cat Mcmillan

Date: May 2017

Consultation carried out - include resident engagement

Name / Group	Position/Organisation	Comment	Date
Planning (Heritage & Conservation), Boscombe Creative Alliance, Boscombe & Pokesdown Neighbourhood Plan Forum, Boscombe Forum, Community Development, Arts & Culture, Pokesdown Community Forum	Various	Supportive	16/05/17

Document Revision History

Version	Author	Changes	Date
1	C.McMillan	n/a	17/05/17



1 Executive Summary

Our vision

“Boscombe has welcoming, diverse, safe and clean neighbourhoods that people are proud of, offering positive opportunities for all and an arts and heritage inspired creative buzz.”

Boscombe and Pokesdown have a unique and diverse history and culture. It’s something that the local community are very proud of and are keen to enhance and protect. The Boscombe Commitment outlines the work of the Regeneration Partnership and highlights the area’s cultural, creative and diverse offer. The Developing Neighbourhood Plan for Boscombe and Pokesdown has ‘heritage’ as a key area for protection and future development.

Through ongoing discussions with English Heritage and the Heritage Lottery Fund (and two unsuccessful bids) the feedback was that they are very interested in Boscombe but they need an overarching document which brings all the cultural and heritage pieces together in one place. In their view, this needs to be a strategic document which pulls everything together with key themes and priorities and this could help to support funding applications.

A Bournemouth Cultural Strategy is currently under development. It encompasses a wide range of subjects around arts and culture including events and festivals, public realm, database of cultural assets etc. Some of the high level aims of the Bournemouth wide Strategy are likely to be similar to what a Boscombe Strategy might need. However, the objectives and actions would likely be very different and unique to Boscombe.

This business case is to allocate a small amount of funding to allow the development of a Cultural heritage strategy for Boscombe & Pokesdown.

2 What do you plan to do

An initial meeting was held on the 16th May with initial stakeholders to test the interest and desire in developing a strategy. There was strong support to develop this further and one of the agreed ‘next steps’ was to apply to the BRP board for funding to enable the strategy to be developed. The funding will enable us to engage and consult with community groups and stakeholders to develop a cultural heritage strategy for Boscombe & Pokesdown.

3 What will be achieved?

Partnership’s Objective	Outcome	Benefits
Housing	Secure a more sustainable profile of accommodation Create a more sustainable community Improve Churchill Gardens with targeted activity	



Partnership's Objective	Outcome	Benefits
A Safer Boscombe	Reduce crime and the fear of crime Reduce anti social behaviour	
Environment	Invest in parks and open spaces Enhance the appearance of the area	Potential for increased use of parks and open spaces for events. Potential to expand and develop on the bohemian Boscombe theme- with street art and performance as an example.
Economy	Reduce unemployment Increase investment A thriving creative industries sector	Support and grow the creative businesses and professional sector by providing a strategy which can attract funding and demonstrate the strength of offer in the area.
Health	Reduce health inequalities	
Young People	Improve educational outcomes for local children	

4 Scope

Included: The development of a Boscombe & Pokesdown Cultural Heritage strategy through engagement with existing groups (Boscombe Forum, NPlan, Boscombe Creative Alliance, Boscombe Business Association etc.) and targeted engagement of groups which are currently under-represented.

Excluded: The funding will not be used to develop additional funding bids or to pay for the Bournemouth Cultural Strategy.

5 Risks

Risk	Mitigation
No 'buy in' from the community or stakeholders	The initial meeting held on 16/5/17 demonstrated a high level of support and enthusiasm for this piece of work to develop
Cross over with the NPlan	Will work closely with the NPlan to ensure that the two documents compliment rather



Risk	Mitigation
	than duplicate each other

6 Options

Option 1 -

Do nothing

What it would achieve	Cost (£k)
nothing	0
Strengths	Weaknesses
No cost	No strategy developed; therefore, unlikely to attract funding to grow Boscombe's cultural offer or protect/enhance its important heritage
Risk	Mitigation Strategy
low	n/a
Accepted / Rejected	Reason
Rejected	Ongoing conversations with the Heritage Lottery Fund and English Heritage identify that this is a key piece of work which is missing from the regeneration programme.

Option 2 -

Use existing networks and expertise to develop a Cultural Heritage strategy for Boscombe and Pokesdown

What it would achieve	Cost (£k)
Production of a strategy through ground root engagement and ownership of the community.	Approx. £5k
Strengths	Weaknesses



<p>Owned and developed in partnership with the community to ensure that it meets their current and future needs.</p> <p>Provide a platform to link together the existing work with the potential to attract external funding.</p> <p>Further develop Boscombe's identity as a creative destination, acting as a catalyst for attracting visitors and businesses.</p> <p>Further develop a sense of pride in Boscombe's unique cultural and heritage offer.</p>	<p>Will depend on existing staff resources to help develop the strategy</p> <p>Takes time.</p> <p>No guarantees!</p> <p>Risk of conflicting agendas and priorities.</p>
Risk	Mitigation Strategy
medium	Wide engagement with stakeholders and groups already working towards the same aims and ambitions.
Accepted / Rejected	Reason
accepted	Makes best use of resources relative to the desired outcomes.

Option 3 -

Employ a consultant/agency to undertake the development

What it would achieve	Cost (£k)
Development of a Cultural Heritage Strategy for Boscombe and Pokesdown	Approx. £20k
Strengths	Weaknesses
<p>Specific project brief with payment on production.</p> <p>Dedicated resource to undertake the work.</p>	<p>Loss of control.</p> <p>Expensive.</p> <p>Won't have the same level of invested interest in the area.</p> <p>May not have the links to community networks in the area.</p>
Risk	Mitigation Strategy
high	Staff involved in the specification of the project brief and remain closely involved during the development of the strategy.
Accepted / Rejected	Reason
Rejected	High cost-high risk



7 Spend

Spend would only be on an invoiced basis and this is a best estimate of the maximum amount that could be incurred.

Description	Funding source	2017/18	Total
Room hire, publicity, printing	BRP Board	Upto £5k	£5k
Total			£5k

8 Success Factors

List the factors that are key to successful delivery of the project. Who will you need Support would be needed from key staff in the council and from the community networks. The feedback at the initial meeting highlighted a strong level of support from groups such as the Boscombe Forum, Boscombe Creative Alliance, Pokesdown Community Forum. Success is very much dependent on the buy-in from the Boscombe community to help develop the strategy and a ground-level approach will ensure that it is owned by the community not 'done to'.

9 Timescales

Project Start Date	Project End Date
May 2017	No later than April 2018

ID	Phase / Activity	Estimated Start	Estimated End
1	Further scoping of what needs to be included in this or other documents	June	July
2	Range of engagement sessions with existing community networks	June	Sept
3	Targeted engagement with specialist minority groups	June	Sept
4	First draft	Sept	Oct
5	Consultation	Oct	Dec
6	Review, amendments and adoption	Jan	Mar