

Arthouse

Modern Contemporary Living

Campus

Music Studios
Artists Studios
Filming &
Production Suites
Arts Space
Popup Galleries
Communal living



Less is
more.

subsidized living and work
spaces

BUSINESS CASE & PROPOSAL

Building & Development of former Scarborough Baths North Bay

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A nonprofit, supporting the arts.

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Executive Summary

The Arthouse Campus is a proposed redevelopment of the former swimming baths to a Business Centre for the Arts and Residential Accommodation.

Project Origins

This proposal started as a discussion between Scarborough Arts Foundation, the Arts community in North Yorkshire and third-party organizations in and around the UK.

In the past three years, there has been a sharp increase in artists moving to the area, due to the light, the large skies and the sea, which have inspired many artists over centuries.

Scarborough is currently benefiting from an arts and cultural Renaissance. The town would benefit from the development of a contemporary art space, which is inclusive, accessible, family-friendly and with flexible space for performances, events and education, as well as office and residential spaces.

This document has been prepared as a business proposal for the space to sit alongside the current cultural offering within the borough of Scarborough and not in direct competition.

Business Options

The development of a new multiuse Art Space would cover the following:

SARCO (Scarborough Arts Foundation). The short/long-term letting of;

- Artist Studios. With the sharp rise of artists selling up and leaving London, many are looking for smaller towns with a strong arts scene, including easily accessible studio space and resources.
- Music Studios. Yorkshire is home to some exceptional talent that comes to Scarborough to produce and record. The Borough is the home of two record labels.
 - Aerosilk Records a global record group that produces Reggie music.
 - The Scarborough Music group. An organization that supports networking musicians, music venues, promoters, music journalists and event organizers. Providing early career artists, the opportunity to have their music professionally produced.

Both of these organizations are willing to sign on for long term studio and office space.

- Film and Television Studios with Production suite. Scarborough is the home to two production companies, one of which makes tv documentaries for channel4. Film and TV studios will create space for companies wanting to move from London or Leeds.
- A Digital Centre. A space providing digital artists, writers or smaller teams with shared access to computer space. Computers and stations to be provided by us, with expansion of new technologies over the next five years.
- Office Spaces. Affordable spaces for charities, organizations and business that are involved in the arts. Under this we would like to offer space to Crescent Arts under a utilities only let.
- Arthouse (SCARCO). Arthouse is a new approach to accommodation for an overcrowded Britain. Arthouse is a collective living space that provides private living quarters for those in the arts, including a communal kitchen/cafe (with in house chef).

- Arthouse would offer the following:
 - 12 one bed open plan apartments.
 - 12 two bed apartments.
 - 8 three bed apartments. One of which is intended for artist in residence and dependents. Artists can apply for residency of 3, 6 or 12 months.
 - 6-9 three bed Townhouses & 3 four bed Townhouses
 - A small number of parking spaces with E- charging points.
 - Communal living space, plus private quarters.

Environmental

The proposed “campus” of the Arthouse project is intended to be a green site with the aim of using 100% environmentally sourced materials, with 60% from repurposed sources. With 90% of energy from green sources and recaptured energy.

All buildings will have a combination of green roofing, solar shingles and energy star rated windows. Which will provide both heating and cooling, along with supporting Scarborough wildlife.

Scarco will work with local green agencies and groups to provide the best solution to creating long term energy without outside sources.

Aim

Arthouse Campus would sit next to the proposed site for Scarborough Contemporary on the old cinema site in the North Bay.

With the rental of flats, studios and office space, Arthouse will be self-funded once completed.

Its goal is to support the visual, performing and contemporary arts by providing subsidized housing and office space.

In the long term we aim to include a free green bus from the town centre to the campus and gallery in the northbay.

Expected Benefits

Setting up a Contemporary Art Space would have economic, social and ecological benefits.

Studies have shown that a small town that can set up a contemporary gallery can see a massive increase in economic benefits. In some cases, there has been an increase of £70 million injected to the local town and surrounding area. Therefore, we would expect to see a rise in visitors and spending in upper and lower Scarborough, as well as in Whitby, Filey and North Yorks.

In the cases where a contemporary art gallery has opened, there has been an increase in social awareness, not only in the arts but also within the local community, where social pride has risen within the young and elderly. It also shows that those embedded, working with, or surrounded by greater cultural influences, tended to exhibit better well-being in terms of less loneliness, less anxiety and greater happiness.

The Arthouse “Campus” will provide living and business spaces, that would attract creatives from film, arts and music, creating jobs and revenue for local people. This in turn would see an increase in students moving to the area to study the creatives arts.

Arthouse will have linkage to major galleries across the UK, following a government initiative to support public galleries out of London’s reach, the SCA would be able to hold major exhibitions, with access to world renowned artists and have access to a vast stock of artwork.

Rental income from the café, creative and living spaces, would create a steady income for Arthouse. Initial discussions indicate that major organizations and established creatives have expressed an interest in renting premises.

Expected Dis-benefits

The expected disadvantages of such a project are minimal. The first being the cost of building and maintaining the project. The location may cause an issue with parking on or near Arthouse site.

Timescale

With the site not being allocated by Scarborough Arts Foundation, the timescale is unclear and solely dependent on funding and the support of Scarborough Borough Council.

Costs

The former swimming baths is a brown site that needs redevelopment, including design briefs and public assessments. For this purpose, the cost has been split into the following stages.

- Stage one. The allocation of the land with an estimated value between £1-2 million.
 - Option 1. Site to be gifted to SCARCO for redevelopment.
 - Option 2. Site to be let to SCARCO on a 99-year let at £0.
 - Option 3. Scarborough Borough to hold the site for five years while SCARCO raise the funds to acquire the land.

- Stage two. Start the design and building planning process. All buildings will sit within the local culture style.
 - Fund raising for building works. Time scale 12 to 18 months.
 - Start building main building. Time scale 12 months to 2 years.
 - ❖ £1,350,000 est. cost.

- Stage three. Planning and building of;
 - Residential Areas including all town houses, garden, children's park and any development not a part of the build of stage two.
 - ❖ £800,000 to £1,200,000 est. cost over a five-year period.

- Stage 4. Ground works for:
 - Communal gardens (i)
 - Carpark (ii)
 - Electric charging points. (iii)
 - ❖ (i) £7000 (ii) £10,000 (iii) £600 Dates open.

It is anticipated that funding would be a mix of statutory and independent sources, e.g., national lottery funds, Arts Council, grant giving trusts, foundations and philanthropists and that the support of Scarborough Borough Council would be crucial to the development of fundraising proposals and to secure the site.

Summary

The development of Arthouse Campus would be a welcome addition to the Scarborough Arts family. There are numerous benefits that the project would have for Scarborough, Town Centre and the wellbeing of the local community.

Moving Forward

To further develop these proposals, we are requesting the support of the Borough to secure the site.

A copy of this proposal will be sent to the following for support or funding. Please note that this is not a list of endorsement.

- Scarborough Museums Trust – Support.
- Scarborough Borough Council – Support and funding.
- Arts Council of England – Funding
- British Arts Council – Funding
- COAST - Support
- Crescent Arts – Support and working partnership.
- North Yorkshire County Council – Support and funding.
- Invisible Dust – support.
- Third parties on request.

References

(section 10. P2) identified funding opportunities.

- Creative Europe Cooperation Fund – deadline for 2022 is 27 Nov 2021,
- Art Council National Lottery Grant,
- Garfield Weston Foundation,
- The British Council – Visual Arts Grant,
- The Wolfson Foundation,
- The Lilly Endowment,
- The Grant Space – Candid.
- Unltd – Support to find funding (*season 4,5) examples and study for *
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- Project for public spaces. Report – 5-way Arts Project can improve struggling communities, Tom Burrup 2009.
- The Creative Community Handbook: How to transform communities using local Assets, Arts & Culture. 2007 Fieldstone Alliance.
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- Arts Council: Independent report: The value of cultural experience.
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- TheJournal.com: How art galleries make money. 2009.
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- ArtsProfessional.co.uk: Cultural Sector continues to grow faster than the UK economy.
- The Guardian: Arts contribute more to the UK economy than agriculture.
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- Warwick University: Social Impact of the Arts: Dr Blefiore & Prof. Bennett.
- World Economic Forum: Why art has the power to change the world. Olafur Eliasson. 2015
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- Architect Journal: Cost of Coastal Arts Centres. Marijke Hall. 2006. Am2018.
- Architect Journal: Turner Expansion. 20018
- Canterbury & Christchurch University, with Christchurch Business School: Art Inspiring Change – Social Value Report. 2015/16.
- European Commission: Environmental impact and assessment of projects. Assessment report. 2017.
- European Commission: White paper & case study, Making the Case for ecological enhancements. 2019.
- Turner Contemporary financial report. November 2019.

Artist Impression

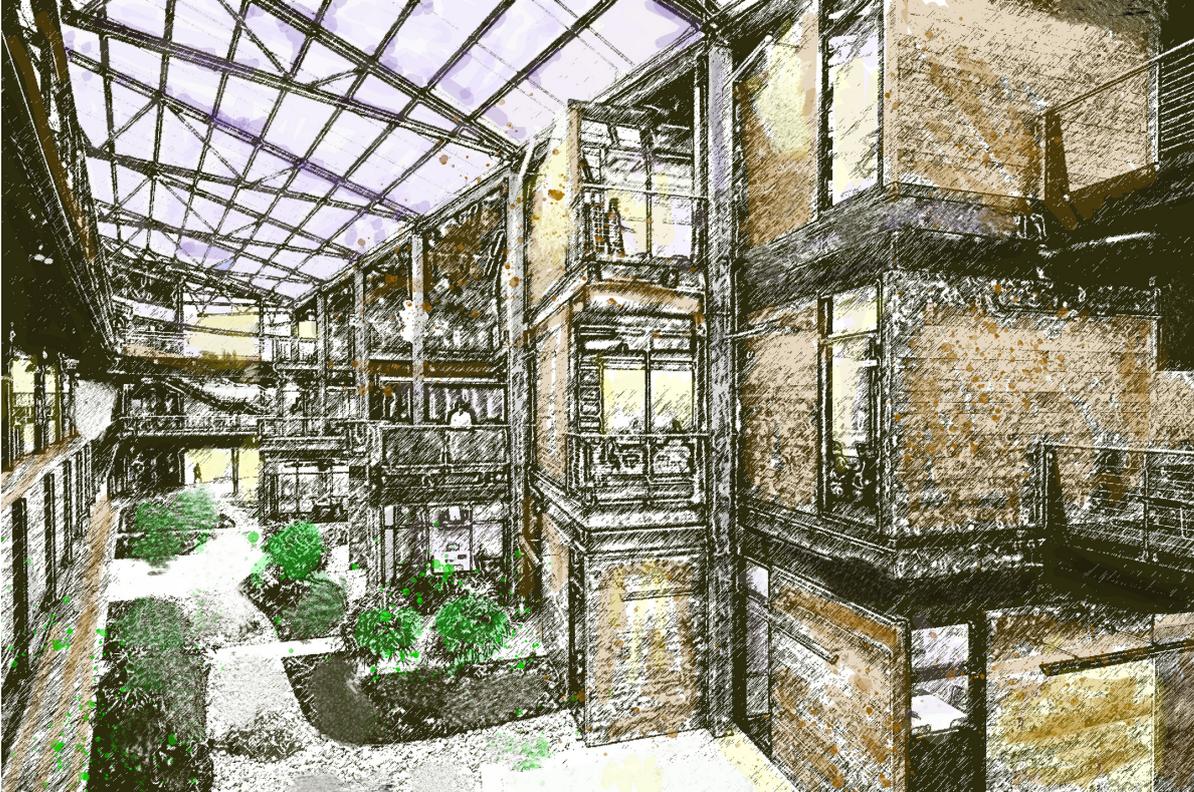
The following are Artist Impression of the development of the Arthouse Campus, with townhouses on the adjoining grounds.

These images are not the final plan.

Arthouse
Indoor garden & Studios

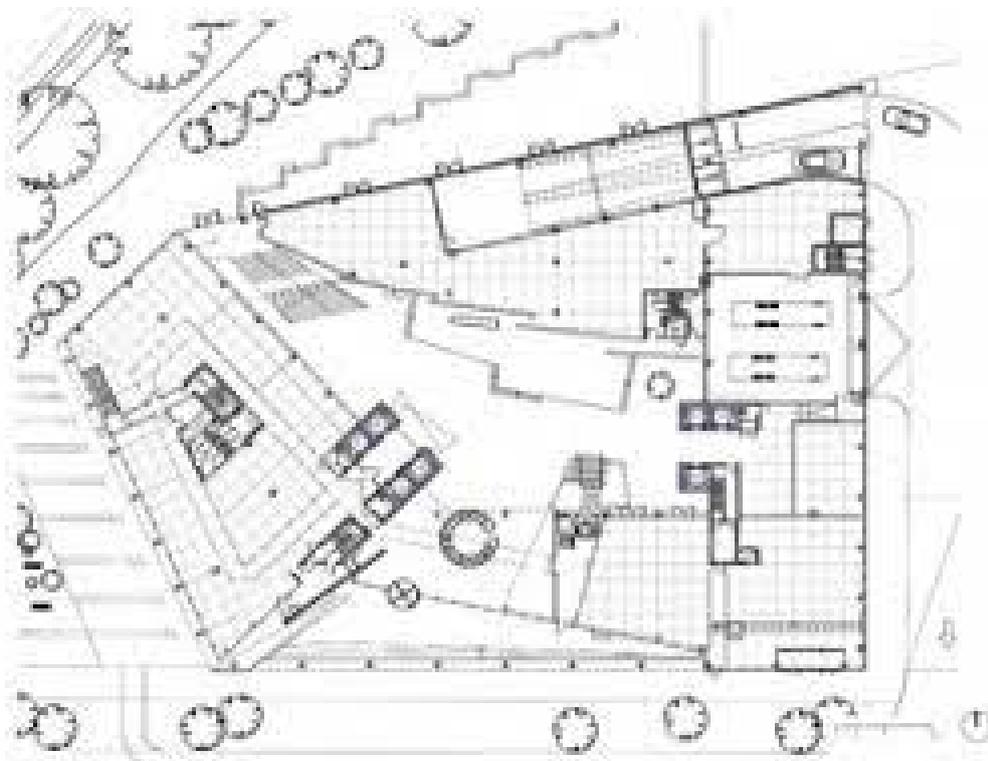


With upper floor Appartements





Exterior example with layout





Town Houses - Green Roofing

