

Area Board Project	
1. What is the Initiative?	
	To explore the feasibility of providing Trowbridge community area and the wider region with a professional arts venue within Trowbridge’s historic Town Hall. The project is driven by the belief that with the support of Heritage Lottery Fund and Arts Council England we will be able to put the heart back into the centre of Trowbridge, provide a venue that will be a beacon in the region and give the community something that they can engage with and feel proud of.
2. Where is the initiative taking place?	
	Trowbridge Town Hall
3. When will the initiative take place?	
	An initial proposal is being developed in consultation with a community group Trowbridge Area Cultural Trust, a local surveyor, regional arts professionals and a London based Theatre specialist architect. There will need to be an investment in further feasibility work so that a worked up business plan can be developed with the timescale being offered (February 2012). This of course will rely upon the Area Board’s approval of the initial proposal for further development.
4. What are the Community benefits/evidence of need/links to Community Plan/Community Issue?	
	With Trowbridge having 3 of the top ten most deprived areas of the County such an arts venue with a focus on learning and raising aspirations and the recognised benefits that the arts bring will help to close the attainment gap amongst our young people. During the last 13 years The Arc has demonstrated a need for professional arts in Trowbridge giving access to school groups, opportunities for volunteering and through The Arcs commitment to regional and national arts development Trowbridge has developed a very positive profile. The Town Hall Arts Centre would also play a key part in helping to build a night time economy for Trowbridge and increased investment. There would be a strong dance element to the Arts Centre which will provide opportunities for different ages groups and abilities to engage in something together, it will aim to reduce social isolations amongst our community and through physical exercise promote healthy living.
5. What is the desired outcome of this initiative?	
	At the end of the three month period to be able to produce evidence of the feasibility of the project, and get indications from key funders through pre applications and conversations that they support the aims of the project.
6. Who will Project Manage this initiative?	

Wiltshire Arts Promoters (A network of arts professionals who look to support the arts across Wiltshire) via Tracy Sullivan who is the Development Manager and is also Joint Project Officer for TCAF and was employed at The Arc for 6 years (2 as Director) has been championing this project.

7. Costs/quotes/ match funding? (total cost £5k require 1 quote, total cost £5k-25k require 3 quotes)

So far one quote for a Conditions Survey and 10 year maintenance plan of £17,400 has been received. Further advice about how much of the feasibility work carried out by Trowbridge Town Council could be 'recycled', and guidance from Heritage Lottery Fund will also be sought.

A preliminary conversation has been had with Wiltshire Council's Arts Service who have agreed that they would look to transfer their £21,000 per year investment in The Arc to this project, if there is no positive outcome of the current conversations to retain The Arc as a professional venue.

It is requested that the Area Board ring fence £8,000 as leverage funds to carry out the feasibility study. This amount will be added to through applications to other Trusts and Foundations to ensure that each stage of the initial feasibility is carried out as efficiently and effectively as possible and within the timescales given.

8. Additional information

If the Area Board agrees to ring fence this funding it will not be drawn down until more detail and evidence of match funding is presented.