

In your dreams ...  
what does Leysdown look like?

Less tacky and  
more style

Whitstable 2  
Aldeburgh 2  
Southwold 2

More  
originality

It's like a ghost town.  
Used to be buzzing  
here.

Improved public  
transport links  
...  
more art and  
music events  
...

Something rich  
and strange

There's no  
lights!

Vivid,  
surreal,  
vibrant

Trees on the  
Spinney again

The school buses  
stop at the prison,  
with the children in.  
It's all wrong.

Nothing goes  
on here

A decent children's  
play area / mini fun  
fair-adventure  
playground etc

Not much to do.  
The great attractions are  
the sea and the  
uninterrupted views.

My first thoughts were  
that we dismantle the  
1950s Hi-de-Hi parks  
and start again.

# *Introduction*

A sustainable, incremental approach to the regeneration of the public realm

The Vision (p.4) is an ambitious approach to urban renewal, with arts as the driving force for transformational change and economic uplift in Leysdown.

The Delivery Plan (p.41) will evolve over time as projects have been developed to both reflect and build on work done in Leysdown to date (for example, workshops organised by Art at the Centre) and work to be delivered in the future by partnerships with existing local authority departments, such as arts and library services.

Leysdown Rose-tinted transforms Leysdown by making it more itself, by working with people who live, work and visit here. It begins to unravel the downward spiral of an under-resourced past, with practical changes that simultaneously introduce a sense of richness and vivacity, making more of what already exists and showing the same care and delight for the details of the everyday as for the unexpected.

This Vision is realised by working among and alongside local people to explore and add to the store of stories about their places in and around Leysdown – what it has been, what it is and what it might be – uncovering what already exists, creating what might be to come, represented directly and implicitly across architectural and art projects ... designed to instil a sense of purpose, ownership and safety'

Centred around the Spinney, Promenade and Beach Plaza area of the town of Leysdown on the Isle of Sheppey, Kent, this vision captures and promotes the coastal contrasts of this unique area. It acknowledges the contrast between the summer and winter lives of Leysdown and the tensions this can lead to in terms of seasonal services and employment.

The Vision has resulted in the creation of key projects designed to make the Vision a reality and which will engage local and visiting communities. As can be seen from the projects below the unfurling of a new template for the use of public space from street to sea, from Promenade to Spinney, will draw visitors to see what's on, reintroduce country to coast and signpost the way between the two, offer creative play for all ages in a town where visitors and residents alike value Leysdown as somewhere that children can have space to play.

Projects are planned to take place over a period of four years from spring 2010. Their delivery will of course depend on the raising of adequate funds to realise them – the detailed costed delivery plan for the projects set out here is contained in a separate document. Each project phase is designed to introduce and prefigure the next, while also being complete in itself.

Projects address the social, spatial and economic infrastructures of the public realm, through urban design, architecture, art practice and landscape. Research translates into on-the-ground engagement with the mechanics of effecting change, from access and community safety to planning constraints that make the changes sustainable.

## *The Vision*

Leysdown Rose-tinted mixes the splash of the lyrical, which Leysdown deserves into a robust reality check – looking again at what is here, looking towards the horizon of what can be here in near and more distant futures. The Vision opens Leysdown up to flights of fancy – colour performance abundance light – while staying firmly rooted in the here and now, and bringing improvements to the spaces and experience of the daily round.

The Vision recreates spaces where the future of Leysdown can be played out, where people can enjoy a revived version of what Leysdown has always offered – while people may want Leysdown to be transformed, they don't necessarily want it to be changed. Sea Change, the funding initiative behind this Vision, is a title that comes originally from *The Tempest*, a play in which a sprinkling of magic has visionary effects. The island's inhabitants and long-term visitors witness a transformation through seeing differently what is already there: another island through tinted glasses. Leysdown Rose-tinted transforms Leysdown by making it more itself by working with people who live here and work here and visit here.

So the Vision seeks to amplify the two simultaneous truths of Leysdown: bird reserves and protected natural sites along with one of the East End of London's nearest seaside resorts, popular across many and multi-generations still. Itself at the east end of the Isle of Sheppey, Leysdown is seen as sanctuary from the East End as much as the marshes and wetlands provide habitats for bird and plant life.



These are only the first in a series of double-takes about Leysdown: the day-to-day next to the special; seaside resort to bird sanctuary; resident to visitor; legacy to investment; past to future. The Vision is about being able to anticipate and contribute to a future for both. It begins to unravel the downward spiral of an under-resourced past, with practical changes that simultaneously introduce a sense of richness and vivacity, making more of what already exists and showing the same care and delight for the details of the everyday as for the unexpected.

Unfurling a new template for the use of public space from street to sea, Leysdown Rose-tinted draws visitors down to the Beach Plaza to see what's on. Meanwhile the Leysdown Illuminations, a flight of birds – selected from species that visit or nest in local reserves and marshes – picked out in neon lights and LEDs up the route back up the Promenade. It reintroduces country to coast and signposts the way between the two. This promotes the birds twice over as a visitor attraction but also a newly lit-up (and safer) Leysdown – a mini version of New York's Coney Island with lights and seaside attractions attracting visitors and one that might in the future also boast its own boardwalk.

### **Spinney Blooming**

The vivid hues and intense fragrance of a rose garden – a contender for Britain in Bloom even before the first planting season – are the

best spent £10,000. A Leysdown-specific colour palette is built up for use in revamping Promenade fascias and signage, signs to excite activity rather than anxiety. Signs for counting the steps instead of calories: steps to the beach, five minutes to bird-watching, seven minutes of exercise to the coastal park. Roses lining the Spinney make an immediate sensory impact at every contact: for the resident on a daily route and for the day tripper as a first impression. Even the names of some rose plants under consideration evoke a touch of romance and expectation: Rhapsody in Blue, Birthday Boy, Rosy Future ...

Visitors and residents alike value Leysdown as somewhere that children can have space to play, ride bikes, be outdoors in ways that city life makes unsafe. Building on this, the playable trees offer creative play for all ages. Celebrating the presence of the child and the possibility of another sort of play from everyday play of the city, where play without space becomes misbehaviour. Here, play slips out of the confines of the fenced playground and is also a means to bring tree planting back to the Spinney. Planting a giant grow-bag there to grow produce begins the work towards community allotments and increases the 'green lung' capacity of the Spinney.

### **My winter is your summer**

This Vision acknowledges in its construction and design the double winter and summer lives of Leysdown and the tensions this can lead to in terms of seasonal services and employment. We propose that capital projects are shadowed by workshops held during the winter months. In the Vision, 'Staying Put' is a range of projects that take place out of season – reasons to stay in Leysdown as it becomes full of activity, enjoying pastimes and learning skills that will contribute to anticipated capital projects, so developing ownership through contribution and participation in transforming the public realm. Such a programme – the seasonal, permanent, immediate, medium and long-term, occasional – of varied durations and scope ensures



the continuing and long-term presence of the Vision for Leysdown. Leysdown Rose-tinted maintains momentum and belief in change through a programme studded with incident, large and small, for now and in years to come. The Vision recognises the necessity, in a place whose inhabitants feel bypassed by resources and funding initiatives, of leaving something in the wake of the Leysdown Rose-tinted tide, whatever the limitations of funding.

### **A phased vision ...**

And a Vision in which each phase is delivered complete. Success breeds success and change can allow more change: while acknowledging budgetary limitations, the Vision recognises that the spotlight of small projects can attract further external funding. A new gloss on a place can excite greater investment in a going concern.

Each project phase is designed to introduce the next. For example, a timber double-sided stoop (seating platform) and sandpit at Beach Plaza might, three years later, become a permanent landscaping scheme with the turning circle relocated and the carriageway realigned so that the promenade becomes access only – Leysdown's boardwalk. In a village with limited resources, everything punches above its weight, fulfilling more than one function, leading in more than a single direction. Further shifts from low-key and immediate to long-term and ambitious include the sandpit, re-imagined



‘in our wildest dreams’ as Longshore Undrift, the rebuilding and remodelling of the beach. Other projects might be paired; for example, DDA-compliant access to the beach can be twinned with a slipway (or vice versa), for greater access to sea sports.

The drama of performance and the everyday business of the community meeting occupy the same space at the Beach Plaza, now a stage for the expression of wishes that had no space for articulation. This space encourages more cross-over between permanent and temporary residents in the satellite environments of holiday villages, the long- and short-term visitor.

### **What’s the story?**

A fresh soundtrack of stories – recorded in new and old media, in image, sound or text – competes with bird and arcade sounds, as a multiplicity of voices unheard and familiar grow into an archive. These expressions of hopes and fears, which instil value through the telling of the tale, are translated into new forms by the Vision. Many elements of the Vision are designed to weave into the narrative of Leysdown, adding to a tide of new stories and histories. Inscribing new tales on to the fabric of the place, these can add to and rework perceptions.

This work has already begun. An onsite Portakabin Vision HQ allowed familiarity to breed on both sides and a receptive response

to open workshops hosted there by Art at the Centre. Developing the Vision involved a process of raising expectation and ambition while being mindful of a powerful legacy of disappointment: through observation; conversation; workshops; formal and informal meetings with individuals, stakeholders, specialists, councils; in situ and desk research; data collection; listening; looking; asking. A process of distillation and translation of preoccupations garnered has formed Leysdown Rose-Tinted.

### **Getting out more / Staying put**

Making Leysdown a better place to live and so a better place to visit means making it an easier place to get to and get away from too. Transport structures are crucial to economic development: extending the school student’s Freedom Pass to include college students would remove a disincentive to continuing or re-entering education. Public transport improvements, mainstream and community-based, also impact on traffic and parking problems while providing essential access to training, employment and leisure sites. Drawing attention to the need to be able to get somewhere else as well as having something to stay for underpins this Vision.

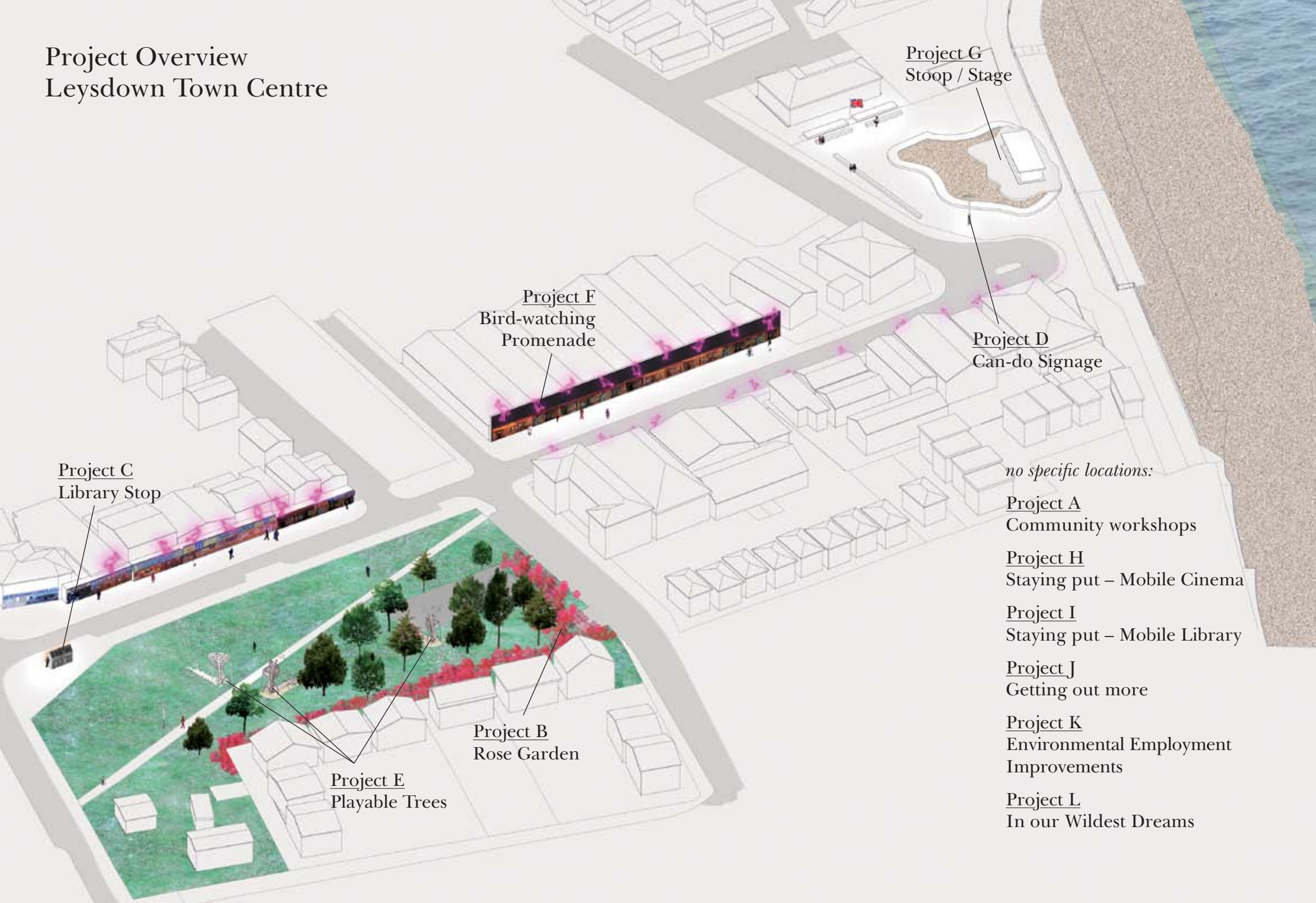
Leysdown Rose-tinted is an arts-led Vision. It also contributes to economic regeneration, by focusing on transport; by encouraging the development of social infrastructures and partnerships to support social cohesion and sustainable neighbourhood development with links with and between local authorities, traders and community groups; learning skills and activities; bringing more visitors more frequently and for longer; promoting Leysdown’s cultural potential; and improving the environment for established and unfamiliar audiences keen to view new landmarks and enjoy Leysdown’s public spaces and facilities. All of this grows into pride of place and the vision of Leysdown Rose-tinted turns back into the everyday reality.

*The Projects*



# Project Overview

## Leysdown Town Centre



Project C  
Library Stop

Project F  
Bird-watching  
Promenade

Project G  
Stoop / Stage

Project D  
Can-do Signage

*no specific locations:*

Project A  
Community workshops

Project H  
Staying put – Mobile Cinema

Project I  
Staying put – Mobile Library

Project J  
Getting out more

Project K  
Environmental Employment  
Improvements

Project L  
In our Wildest Dreams

Project E  
Playable Trees

Project B  
Rose Garden

A programme of workshop activities, ‘My Winter is your Summer’, will help both inform and raise the awareness of residents, visitors and those who work in Leysdown to the potential of regeneration within the town and to prepare for some of the ambitious arts commissions planned. Those workshops related to individual commissions and capital projects are in this section detailed below the descriptions of individual projects.

During the spring and winter months leading up to the commissions, additional workshops will be held with members of the community to refine and develop the ideas and concepts within the Vision in order that they become integral to the neighbourhood.

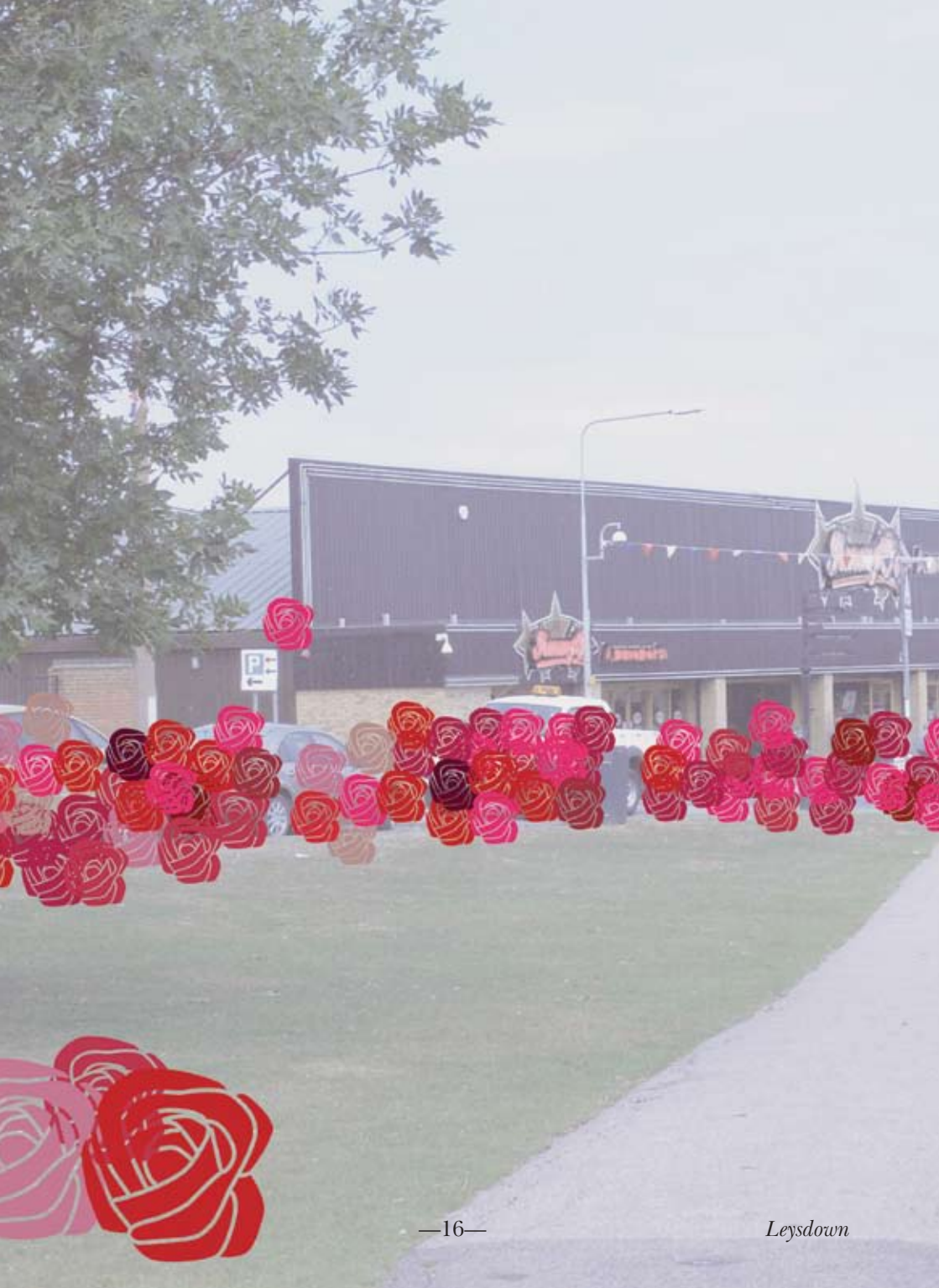


Nothing goes on here

Indicative cost: £35,000

These comprise:

1. A long-term writing and story-telling project, *Voices of Leysdown 1* will build on earlier storytelling workshops, using local storytellers (such as Big Fish) and writing workshops; to contribute to the store of Leysdown stories using text, image and sound. An archive needs a repository – the Village Hall might be the place – and part of process of the workshop is about building ownership, and finding people who would act as guardians for the archive, so that it’s visitable and useable.
2. *Voices of Leysdown 2* will develop digital audio/pic archive, through image and sound recording and interviewing, setting up a Leysdown online portal to support delivery of the vision, with introductory training in audio and video. Setting up a digital archive means that everyone can access it online, and that stories of Leysdown become more available in the wider world. Potentially it attracts different audiences from *Voices of Leysdown 1* above.
3. Introductory training in audio and video will be available to encourage local residents to develop their skills further and access accredited training, through both further and higher education institutions. Local broadcast providers in radio and TV and Kent-based education institutions would be involved as partners and as skills and training providers.



## Project B

## Spinney Linear Rose Garden

Varieties of roses will be planted to bloom throughout much of the year on the Spinney, to create both an air of abundance and a lavish scent to the area and the entrance to the village. The colour palette developed for the rose garden becomes Leysdown-specific, for use in revamping Promenade fascias, signage and the local environment. The Rose Garden will be designed and selected by drawing on Rose-tinted watercolour workshops with a rose specialist and local gardening enthusiasts.

Indicative cost: £15,500

*spruce up* the town  
to attract more people  
for a lively fun  
environment



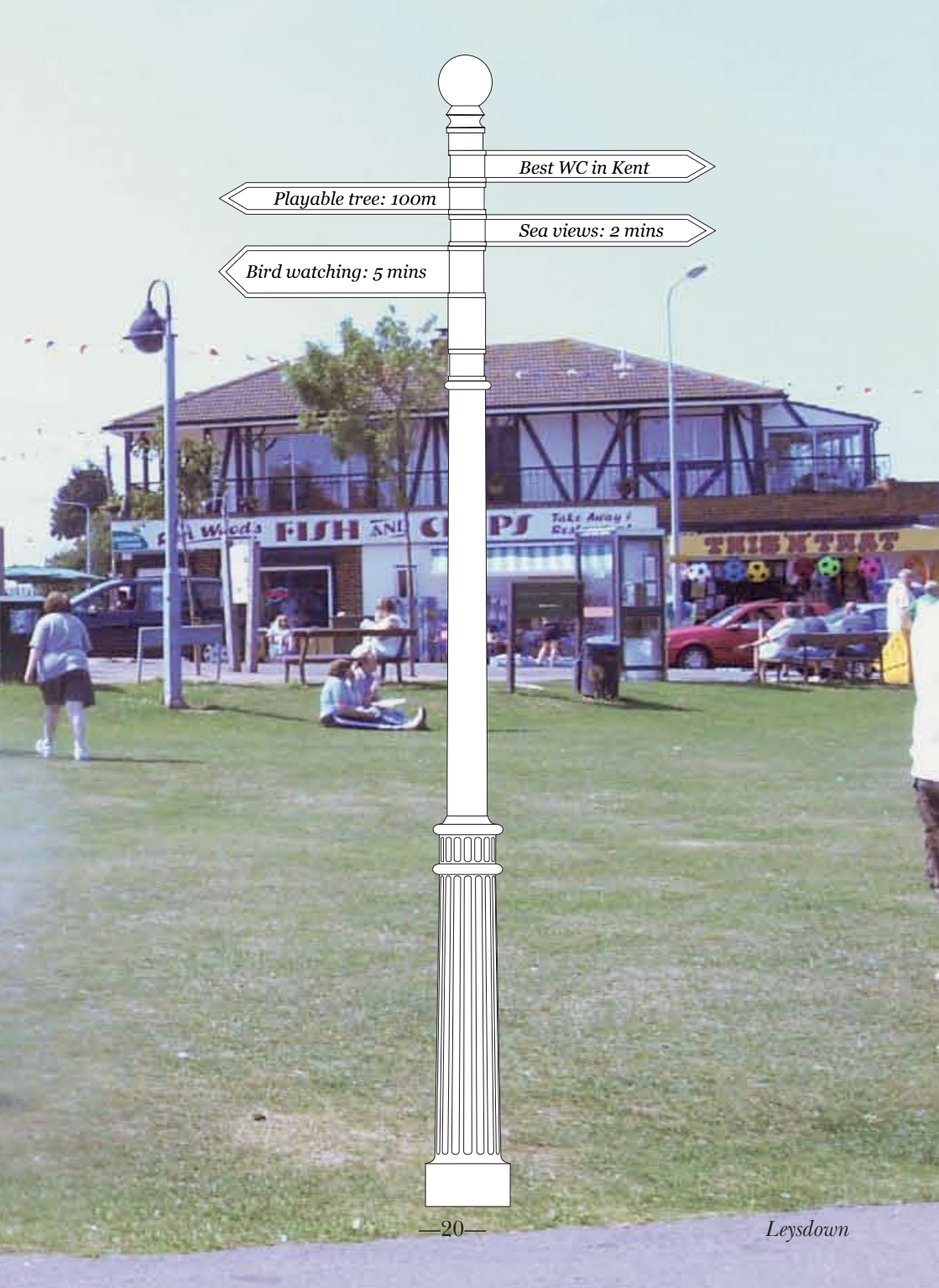
## Project C

## Library Stop

Lit from a solar panel on a pitched roof, the Library Stop is a new structure, part shelter, part summer library for discarded books – location to be confirmed. It will contain a swop-shop for holiday reading and useful information about Sheppey. The locally crafted stop will be developed through design and build workshops that engage local people and visitors. The Library stop will also provide parking for the mobile library and shelter for an outdoor reading group, as well as being a point of information and delivery for literacy classes. Further related activities will include children's 'story on the beach' sessions in the summer with waterproof soft furnishings.

A Beautiful Library Stop whittling workshop for jigsaw and joinery skills with local carpenters, joiners and apprentices in involving residents in devising designs. The workshop allocation includes setting up a temporary residents' workshop for three days.

Indicative cost: £33,000



## Project D

## Can-do Signage

Leysdown's landscape and surroundings are punctuated with prohibitory signage. In its place, 'can-do' signs will inform residents and visitors of what they can do. For example, how far they might walk to do some bird watching, how many steps to the boot fair, how long a walk to the Spinney might take. The signs will conform to stock designs, both wall-mounted and finger posts.

Indicative cost: £13,000



a large iconic climbing / play structure on the Spinney

## Project E

## Spinney Playable Trees

Lookout posts built into trees planted on the Spinney will introduce shared adult and child play amenities where each play opportunity uses the trees safely to reinvigorate adult play and instigate exploration for children. An artist and play specialist will work with adults and children during workshop sessions to make choices about the trees and devise strategies for the use of the new play resource.

Indicative cost: £56,500



## Project F

### The Leysdown Illuminations: Bird-watching promenade

Celebrating and updating seaside lighting, large-scale illuminated silhouettes in LED/neon of birds found on the marshes and the local reserves mounted on the fascias and frontages of the Promenade businesses. This will, in popular tradition, become a local landmark and the silhouettes of the nightscape will be augmented by interpretive information on the footway. Information will be supported by signage telling the visitor how far they must walk to find the actual birds in their habitats.

A light artist and RSBP staff will hold workshops with traders local to The Promenade to devise designs for the neon and LED commissions.

Indicative cost: £86,000

Vivid, surreal,  
vibrant



## Project G

## Double-sided Stoop / Stage

A timber structure at the Beach Plaza incorporating a large summer sandpit (from 2009 to 2012 when the larger project would be realised) in a form that combines a stoop – a raised platform incorporating seating for sea views alongside seating for performance – and a stage. It can be used as a stage for music or space for community events and meetings and signals that something is going on at the end of The Promenade. It will include resurfacing of the Beach Plaza and will be specified in a reclaimed and fireproofed material such as jarrag, customarily used in dockyards.

In preparation for the commission, film and performance artists will work with young people in 'slouching-stoop' film- and drama-based workshops devising scenarios with passers-by on how the area could be animated by performers and audiences. This brings with it the opportunity to get involved in the annual Kent Youth Theatre festival, and also the potential for collaboration with National Youth Theatre.

Indicative cost: £87,500



## Staying put

### Project H

#### **Mobile cinema**

A mobile cinema will screen films at the Beach Plaza and Spinney during the spring, autumn and summer months.

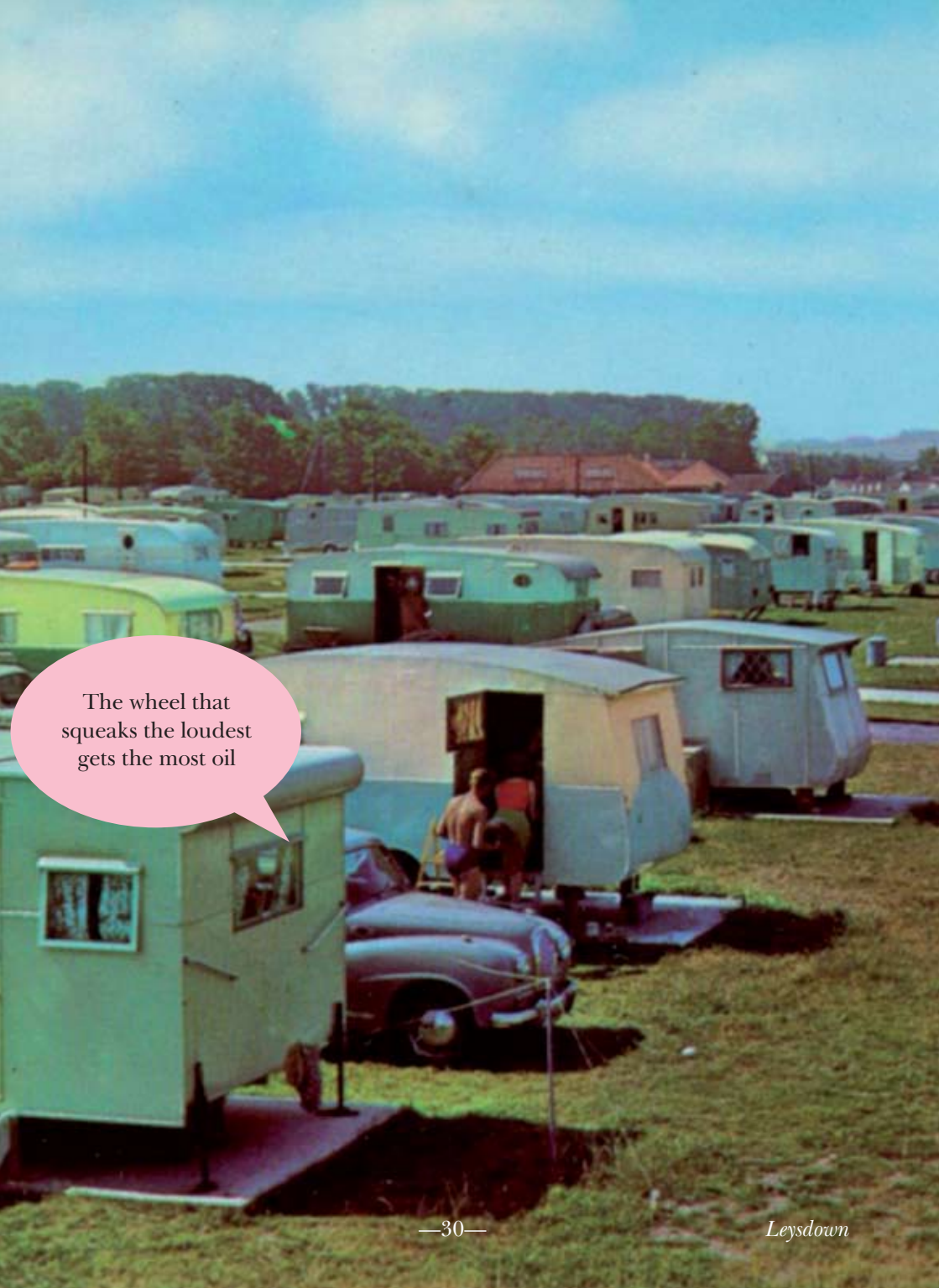
Indicative Cost: £15,000 (for 3 years)

### Project I

#### **Mobile library**

The mobile library that currently visits the town will be involved in developing programmes and events, informed by the developing preoccupations of local readers initiated at the Vision for Leysdown workshops. These might include: a wider range of books, more frequent visits to the new Library Stop, information and advice on literacy and reader development.

Indicative cost: £150,000 (over 3 years)



## **Initiatives to support capital development by improving infrastructure to Leysdown and Sheppey**

Capital projects will be complemented by reconfiguring existing infrastructure to more effectively meet the needs of residents and visitors.

### **Project J**

#### **Getting out more – Mainstream services improvements and subsidy**

##### **Mainstream transport services**

Renewed negotiations will take place between service providers and local authorities for improvements aimed at providing the transport services essential to the regeneration of Leysdown, in and out of season. More regular services, which will run later in the evenings, an extension of the Freedom pass for college students to incentivise continued education and training, and subsidy to make them affordable will be among the areas to be addressed and developed.

##### **Community transport service**

With new licensing arrangements, the possibility for running a scheduled community transport service (with paid drivers) exists. The service will require substantial investment, to include new vehicles, training for staff, more routes and more frequent services. A minibus brokerage scheme currently being trialled in Swale and Ashford (involving Sheppey Wheels and Rural Transport) might be an appropriate model, especially when workshops, Mobile Cinema screenings and events at new Beach Plaza space are running.

Indicative cost: £600,000 (over 3 years)



More nature,  
less litter

## Project K

## Environmental employment improvements

Dialogue about varying the terms of employment contracts of road sweepers and toilet attendants with possible extensions so that services are delivered throughout the year. This is intended to reassure residents that their environment is cared for out of season, address complaints about litter, making Leysdown cleaner and more welcoming. The new Library Stop will be cared for to the same high standard as the Beach Plaza toilet attendant lavishes on the facilities there. Extending hours or a new appointment would ensure that users would feel the same about these new facilities.

Indicative cost: £45,000 (over 3 years)



## Project L

## In our wildest dreams

Longer-term ambitions for major improvements to the Beach Plaza, anticipated for 2014 include:

Longshore Redrift, a rebuilding of the beach.

Carriageway realignment, developing the turning circle and access-only road into an accessible boardwalk.

Extension of access to the beach, compliant with the DDA, with a new slipway for launching boats.

The sea and the sun are best

Indicative cost: £1.5m

## *A mark on the grass*

by Rosa Ainley, August 2009



Your love of pleasure is apt at times to over-ride your consideration of business calls  
– you like a good time and have a fine regard for good friend –  
you make splendid company and are much in demand for the entertainment you provide by your very nice temperament.

Sun comes out, it's Monday morning. The music starts up again, the music never stops. Counting: calories, angels and cracks in the tarmac, cash, marsh harriers, steps to the beach, and the rest. A dash of seasidey queasy, a made-up idea of seaside fun. Whose idea was that? Not all the voices are welcome or loud enough – time to chip in your token. Tourist information: what can I tell you? where do you want to go? who do you want to be?

Leysdown hoves into view and disappears, in and out and in and it's off again. Misted from the coast, sharp with rape fields and yellow sand beaches. Floats off again, replaced by vapours. Time charts the ebbs and flows of popularity, efforts to increase stature, raise numbers and hopes: underfunded, undernourished, over and over, like the tidal flow. Once were three ferries, now it's down an occasional bus, overpriced and no better than it should be.

### **Satisfaction guaranteed or get your love back**

Surf the waves of plans to put Leysdown back on the map: -on-Sea added to the name (1948), naturist beach marked out (1964). What didn't come in on the tide: marina golf course racing track. The t from Little Tich the narrow gauge railway and the a from Icrus the flying pig. What's been and gone: the community centre, those ferries, the Leysdown Hotel, the Aero Club, and that tide, again and again. Little Ti(t)ch lasted until the 1950s, died from lack of puff (bet there's still plenty on the gaspers round here). What you find in fields: boats and horses and Maids of Kent and the white-fronted geese that winter down the road.

What used to live here is visible in the fossils at Warden; what lives here now is stuck like barnacles refusing all attrition. What's coming back? Not the rollerskating disco, not the church. Not Icrus.

Pigs might fly but he didn't come back for more. Not Station Road or The Broadway – there's The Promenade instead. You can do the Broadway Boardwalk, in your wildest dreams. Not Mussel, Muscle or Mousehole Manor, now Muswell's come to stay. The more it changes, the more it stays the same. Keep your end up east.

You can smell the noise, the waft of candyfloss and tea leaves: the sounds of no money. The stakes are high. No future and no history beyond the last go at the arcade, or the next. The stakes are low – copper mostly, with a bit of silver on the side. Straight ten penny falls with mixed swag.

### **What a fool believes**

That the Spinney is called The Spinney because it used to be wooded? Or that it belonged – so Mr T says – to two spinsters who left the ground to the people of Leysdown on the understanding that nothing would be built on it? And now I've promised you a rose garden.

Spinney on a Sunday: inline skating, sitting on the grass, sitting on benches, who's she?, walking dogs, sitting in wheelchairs, down the slide, going somewhere, bags of shopping, how much are those postcards?, playing with children, playing with dogs, listening to radio, walking the baby, picnics under the trees, looking for somewhere to park, looking for toilets, what's she doing?, sunbathing, running, bringing lilos back from the beach, promenading, parading, waiting, sleeping, smoking, cycling, kissing, racing, strutting, shambling, big bellies, talking, quad-biking, families out walking, showing themselves off.

### **Heaven must be missing an angel**

Two (very wet) chairs, seven Engerland stickers, one angel. A fire in Costcutter, spontaneous combustion through heated shopping. Two pieces of driftwood from Coin Castle: a new step and a doorstep, a canvas trestle bench, a sunlounger, coffee in bone china cups and a collection of Princess Di mugs and parasols and blackberries and

tins of Fanta and Coke and playmates and people to talk to and little helpers to give out leaflets and postcards and model for photographs. Welcome mats all round. It's not all it's cracked up (or down?) to be, then, the island.

People smile and nod, neighbourly – it's the country – as they get on the train. First-name terms. Here we go. There's space here, look. Brush off: we're all right here, thanks. Armpit puppies and shoulder bags, boys-to-men at gender play. It's like a shuttle bus, the faint dreamy-dreams-gone-by grandeur of the steamboat never arrived at Leysdown as it did at Margate and Ramsgate, though Turner painted Sheerness from the Nore. What arrives on the bus tide: ladies come into Sheerness on a bus lively with shoppers and visitors, it's Friday. Peggy's funeral carriage is waiting at the church. One of the armpit pups is a boy called Marlo. Boys get dogs, what do the girls get?

### **Ooh la la**

Beach Plaza: admiring bikes, sheltering, texting, sea wall sitting, looking, bouncing, drinking, turning through the circle, going home, going nowhere, stopping for a drink, reading signs. Just you wait.

Long views, without much in the way of hills to carve into big skies. In hazy days of heat wave the distant mid-island rises of Eastchurch and Minster fade off. It's landscape so low-rise that there's almost too much sky. Fill it with lights and bubbles and kites. Down here in the southern marshlands are watery trails of scrapes and rills, patches of annual beardgrass, cod's house, sea club rush and weld.

You are most magnetic – this indicates an extremely forceful and dominating personality.

Will-power is evident in every line of your countenance:

if aroused to anger you make a dangerous enemy, but sympathetic to mankind – capable of hard dogged works – tenacious until success is attained.

Go steady on October 14th.

What happens in the Leysdown of your dreams?

Later buses to encourage more nightlife, help businesses

A mess at the moment, would benefit from going back to past. No arcades just family fun

A maze made of grass but not too difficult

A 1950s holiday resort. Deckchairs, donkeys, candy floss, waitresses in black & whites ...

It's a paradise

It's not maintained enough, the beach. It's the floodbarriers that make it hard to get to.

The wheel that squeaks the loudest gets the most oil.

More nature, less litter

We choose Leysdown because you can have a go, there's nothing that costs here

People space funky & groovy!

Fresh water lake fishing, radio-controlled boats

More things in the arcades

It would be so great if we were to become the next St Ives.

## *Delivery Plan*

# Introduction

This Delivery Plan supports the development of an artist's Vision for the arts-led regeneration of Leysdown. It provides the background and a costed delivery plan for the Leysdown Rose-tinted Vision. It outlines the strategic and funding contexts for the Vision, details how the Vision was arrived at and how it will be implemented in the future. Full details of the projects are contained in the Vision.

## Arts-led Regeneration

Investment in the regeneration and renewal of seaside resorts helps to attract new visitors and business opportunities as well as giving people pride in their community and protecting their heritage. The arts and artists have a long history of contributing to places and communities experiencing change. The arts in their many forms are uniquely able to comment, reflect, influence, interpret and inspire and are increasingly recognised as a key part of the process that can help shape new environments and engage communities.

Leysdown Rose-tinted is an ambitious Vision of urban renewal, with arts as the driving force for transformational change and economic uplift in Leysdown. It has built on earlier engagement with the community but goes further to capture the thoughts and creativity of residents, retailers and visitors. Centred around the Spinney, Promenade and Beach Plaza area of the village of Leysdown on the Isle of Sheppey, Kent, it captures and promotes the coastal contrasts of this unique area.

The Vision will increase the social, economic and environmental well being of the people living and visiting the area, building on its diverse history and cultural offer to support resort renewal.

## Leysdown

Leysdown is a small, rural village with a strong sense of community, which plays host to thousands of visitors each summer who relax on its sandy beaches enjoying traditional family entertainment and

who stay at its many holiday parks. Famed for its amusement arcades and fast-food outlets, the resort of Leysdown sits cheek-by-jowl with a unique and beautiful rural environment that includes protected marshlands and wetland habitats. While the town has a long and proud history as a popular tourist destination, it is better known today as a small and run-down resort.

The area of the Spinney, the Promenade and the Beach Plaza, upon which this Vision is focused, is at the centre of community activity within Leysdown. Bordered by amusement arcades on the Promenade to the west and the Beach Plaza and seafront to the north, the Spinney is an all-purpose, all-day busy green space.

## Background

In 2001 Swale Borough Council commissioned an environmental evaluation of the resort, which was subsequently updated in 2003 as 'Leysdown on Sea Regeneration Strategy (Environmental Improvements)'. The report acknowledges the poor environmental fabric of the area.

Since then a partnership between Swale Borough Council, Leysdown Parish Council and Leysdown Traders' Association has enabled work and sourced funding for a feasibility study for art-led regeneration in Leysdown. Rosa Ainley and Muf architecture/art – both groundbreaking organisations in this sector – were commissioned to create the inspirational Vision for Leysdown. A Creative Advisory Group consisting of SBC, KCC, Leysdown Parish Council, Leysdown Traders' Association and local community members and artists was established to oversee the work and ensure local buy-in.

## The Commission

The work commissioned was to develop an art-led regeneration Vision for Leysdown that would celebrate coastal contrasts and enable the evolution of a destination with a difference, enhancing local identity and build on the pioneering spirit of the area. Art would be the focus for transformational change and economic uplift. This would be created by an interdisciplinary collaboration between an artist, architecture/design practitioners and strategic development

using ‘Art at the Centre’ principles and working with the community. To this end, the following consultants were appointed, working together to complement each other’s skill bases and expertise:

- Rosa Ainley is a multimedia practitioner and writer with a background in architecture and photography. She approaches her work in arts and regeneration from a position of close familiarity with the area in which she is working. This involves detailed research into knowledge of its particular environment, its communities and the issues they face. Rosa is based in Kent and has a detailed working knowledge of the county.
- Liza Fior, partner of muf architecture/art worked closely with Rosa. muf architecture/art LLP is a collaborative practice which draws on the disciplines of art, urban design and architecture. They have an international reputation for their work in the public realm, which develops strategies from close looking and understanding context as the political structures as much as the landscape itself. They have a long-standing history of creative collaboration with Rosa Ainley.
- Neil Debnam and Jim Shea of Shea Debnam Associates, who are experienced consultants in the arts and in driving sustainable developmental approaches to commissioning and community engagement, project managed the overall process and led in drafting the delivery plan and in researching the associated funding framework.

Art at the Centre (AATC), a project and concept that seeks to embed creativity within regeneration practice, delivered creative public engagement and created an audience development programme. By coordinating and delivering a series of workshops and events AATC provided a platform for the community to express their ideas and hopes for the future of Leysdown. The AATC programme has facilitated vital communication links between the local community, the lead artist and Creative Advisory Group.

## Strategic Context

Leysdown Rose-tinted supports the strategic priorities for the borough of Swale. It chimes with and contributes to key local, regional and national development and regeneration strategies. Its development has been directly informed by the creativity of the lead artist and architects, the aspirations of local people and the strategic priorities of partners, stakeholders and prospective funders.

Leysdown is a place of sharp contrasts. Its seaside charms are set beside a host of significant social and economic problems. Like many small rural communities, Leysdown is close-knit, but the resident population of 1,100<sup>1</sup> is swelled by holidaymakers, including a substantial numbers of second-homers. The rural isolation that holidaymakers seek in itself presents particular challenges to the resident population in accessing education, employment and health services. Tourism, the mainstay of the local economy, is in long-term decline, and the built infrastructure of the town has suffered from long-term underinvestment. Based on the 2007 Index of Multiple Deprivation, Leysdown and Warden Bay is ranked as one of the 10 per cent most deprived neighbourhoods nationally.

The Isle of Sheppey is formally part of the Thames Gateway regeneration area, and is covered by the Thames Gateway Parklands Programme. As part of this programme, the 2008 Sheppey Green Cluster Study draws together local aspirations into a new strategic vision for integrated environmental improvements. Within this study are aspirations for Leysdown to be linked to the rest of the island through new off-road greenways and improvements to seafront facilities.

At borough level, *Ambitions for Swale*<sup>2</sup> highlights the particular challenges facing Sheppey and acute nature of deprivation in Leysdown and Warden Bay. The Strategy identifies a number of overarching regeneration priorities for the Borough including investment in learning and skills<sup>3</sup> alongside a suite of priorities for the Isle of Sheppey that impact on Leysdown. These include:

<sup>1</sup> Swale Borough Council Local Plan

<sup>2</sup> Ambitions for Swale 2009 to 2026 – SBC 2009

<sup>3</sup> Recognised as Swale’s top regeneration priority

- Developing the Island’s tourism and leisure offer, building on its natural and heritage assets
- Supporting regeneration activity in eastern Sheppey, associated both with the development of the area’s tourism and leisure industry and with community development
- Focusing resources on the Island’s most disadvantaged communities in Sheerness East, Sheerness West, Queenborough and Halfway, and Leysdown and Warden through the strategic themes identified in this Strategy

*Taking Part*, Swale Borough Council’s Cultural Strategy, indicates that the Council will work with partners to maximise the contribution culture can make to reducing skills gaps and raising standards and aspirations. It envisages the long-term outcomes of this to include a stronger creative industries sector, improved employment prospects, personal development and, ultimately, greater prosperity and economic growth. The Strategy states that the Council will seek to improve the health and wellbeing of local people through promoting the benefits of participation in cultural activities. Work with key partners on initiatives and projects aimed at increasing community safety envisages a healthier, active and vibrant community in which cultural activities contribute to a reduction in crime and safer communities.

At county level, the Kent Agreement sets out the community priorities for the County Council for 2008 to 2011 based on the County and district-level community strategies and local priorities. Priorities include; young peoples participation in positive activities; engagement in the arts and adult participation in sport<sup>4</sup>. Unlocking Kent’s Potential, KCC’s Economic Regeneration document, is not yet published. Its initial focus in relation to the Isle of Sheppey will be on Queenborough and Rushenden, but it is likely to contain a later focus on Sheerness and east of Sheppey. The Kent Core Strategy also sets out the spatial priorities for KCC in terms of planning and development.

<sup>4</sup> A new Kent Cultural Strategy is likely to be published February 2010

## Getting here: the process

A starting point: how arts can change your experience of where you live and so how you see your own and the wider world. The development of the community, of new relationships and interest groups and previously unheard voices underpins regeneration: involvement in the process of creativity is itself a starting point. The art of change is as much in the process as in the delivery of any object. The work involves uncovering contrasting and conflicting voices and stories, the spoken and the unspoken, exploring the ways that places and buildings contribute to and shape personal and social stories, and vice versa.

The first phase of research in the process to develop the Vision involved familiarisation and immersion in and around the site, its parameters and environments – particularly important here due to the proximity and sometimes overlapping layers of resort, country, village, urban, seaside. An understanding of the specifics on the ground – how people use the space on a daily basis – is an essential prerequisite to imagining how it might be. A grounding in local and regional plans and studies and strategies led to research into, among other things, landforms, kites, local manufacture of tiles and bricks, signage, case studies, historical and contemporary guides and visitor accounts, local authors, flora and fauna, railways, birds and local histories.

A project base – a holiday chalet or beach hut – was intended to make an immediately visible presence in Leysdown and facilitate onsite research. In July a Portakabin was sited on The Spinney, at the top end of the ‘priority area’ that had been defined for the project. The Portakabin provided a venue for workshops run by Art at the Centre and Swale BC, on memento-making, photography and telling stories. These contributed invaluable ideas from participants, while also raising interest in the project and making new contacts. A series of drop-in sessions in July and August allowed people to make informal contact, learn about the project and add

their views. Alongside the informal approach, discussions took place with RSPB, representatives from local artists' groups, local traders, Natural England, local police and community Wardens, BRfm local radio, Rural Kent, Sheppey Wheels Community Transport, KCC Libraries, Kent Collection, Local Studies Collection at Sheerness Library Archive and Screen Archive South East as well as Borough and Parish Councillors.

Working with muf architecture/art, principles emerged to help shape and define ideas for the Vision as a series of stand-alone yet interlinked incidents, as contributions towards the reinvention of the public realm in Leysdown. In seeking to make it a better place to live and so a better place to visit, the project had to address the dreams and needs of residents and visitor populations. In seeking to make it a better place to live and so a better place to visit, project had to address the dreams and needs of residents and visitor populations. The principles included the idea of exchange – that we give something back in exchange for what we're getting from people who engage with the project; that everything specified in the Vision should do at least two things; that in the desire to raise expectation and ambition, we must be mindful of a strong legacy of disappointment; and that, to this end, we needed to produce a Vision that could 'leave something behind' once this first phase of the project was over. Data and initial ideas were passed to muf, who added to them and began to develop projects. Research data and initial ideas were discussed and developed with muf, Another principle that was established at an early stage was 'My Winter is Your Summer', the idea that capital permanent projects to attract the visitor would be developed in different ways with the year-round residents.

From this process of identifying people's preoccupations with what's good already, what could be better, and what's missing – through conversations, meetings, research, observation at drop-in sessions and informal meetings – multi-layered narratives emerged. Conversation and discussion were used as means to testing ideas on the community. A new set of postcards of Leysdown was

produced from one of the photography workshops, to update and add to the few that already exist, as a statement of community pride (see pages 7, 14, 28, 34, 36). Without buying into any ideas of the perfect place, the theme of 'in your wildest dreams' developed – which became a title for a section of the Vision. In addition, a set of feedback cards were distributed asking people what Leysdown is like in their wildest dreams. The responses again added to and tested developing ideas. It became apparent that the strongest concerns were about lighting, litter, transport, play equipment, traffic, safety, isolation, amid a wide variety of opinions expressed. The commitment and pride that people feel towards this place problems and disappointments were equally strongly articulated.

It is these contrasts and ambitions that the projects address through capital and revenue projects, workshops, in the short, long and medium term, both rooted in the realities of the here and now and touched with the lyrical. The Vision mixes the pragmatic – a restrained and simple 'shopping list' – with deliberate and precisely located excess – such as a metre-deep linear rose garden, planted with a view to extend flowering through as much of the year as possible, and illuminations for the Promenade which draw on birds local to the nature reserve as decorative motifs. Insights gathered from the research phase, regarding existing and potential uses, lead to proposals such as that to animate the Spinney with summer storytime. Aided by relatively small funds and assistance through Library services, this proposal intentionally blurs the boundaries between childcare and culture; it is linked to KCC core strategy and also to the small capital project for a Library stop.

The Vision is about starting the conversation, laying the ground and highlighting the necessity for sustained engagement in dialogues: between stakeholders, established and new community groups, mainstream and community transport providers, with continued involvement from service providers and organisations who have already been drawn into the process.

Rosa Ainley

## Leysdown Rose-tinted – The Vision

Leysdown Rose-tinted is set out in full detail in the Vision, along with the projects created and highlighted below. The statement here expresses how we envisage the transformation that will have taken place in Leysdown by 2019:

‘Leysdown Rose-tinted will act as a crucible where residents, visitors, traders and other stakeholders who visit, live and work in Leysdown take part in an arts-led regeneration process. A sustainable, incremental approach to the regeneration of the public realm will build more cohesive communities, a concentration of hope and ambition for the future with scenarios of inspiration, aspiration and entrepreneurship.

As Leysdown becomes more itself, working with the people who live and work and visit in the making of it, it also becomes more surprising, embracing possibility and opening up to change. On a practical level, Leysdown Rose-tinted will mean a brighter, lighter, more colourful resort area, attracting more people from the local area and beyond to enjoy public and community events, innovative play spaces, developing new interest groups, new skills and pastimes, a new version of its sense of self. From a luxuriously rebuilt beach and up the boardwalk to the Spinney there is ease of movement as well as ease of travel to and from Leysdown, bringing greater access to work, education and training.’

## Leysdown Rose-tinted – The Projects

As can be seen from the projects supporting this Vision on pages 12–35, the unfurling of a new template for the use of public space from street to sea, Promenade to Spinney, will draw visitors to see what’s on, reintroduce country to coast and signpost the way between the two, offer creative play for all ages in a town where visitors and residents alike value Leysdown as somewhere that children can have space to play.

Projects are planned to take place over a period of four years from Spring 2010. Their delivery will of course depend on the raising of adequate funds to realise them. Each project phase is designed to introduce and prefigure the next, while also being complete in itself. It is integral to the delivery of the projects that many of them involve continuing input from service departments and organisations, which have been involved in the process of bringing together this Vision.

Projects are divided into four groups:

- Community workshops which will introduce ideas and concepts of the programme
- Capital projects including commissions which will take place in the Spinney, Promenade and Beach Plaza areas and will be realised between 2010 and 2012
- Initiatives which will support this capital development by improving the infrastructure to Leysdown and Sheppey as a whole
- A longer-term ambition for major improvements to the Beach Plaza, anticipated for 2014

‘Projects detailed in the Vision address the social, spatial and economic infrastructures of the public realm, through urban design, architecture, art practice and landscape. Research translates into on-the-ground engagement with the mechanics of effecting change, from access and community safety to planning constraints that make the changes sustainable.’

Rosa Ainley

## Making it happen

In order to ensure the delivery of a programme of high quality and innovation which is sustainable and which benefits in the short, medium and long-term Leysdown's local communities and the public realm, the management and reporting structure that accompanies Leysdown Rose-tinted should:

- Be of sufficient capacity, strategically and operationally
- Contain exceptional experience in the critical and social engagement of the arts and arts in the public realm
- Contain a governance structure which is configured so that it can access as broad a range of funding as possible: public, private and through income generation
- Contain exceptional and proven expertise in fundraising
- Involve the community, residents and local businesses

The major stakeholders within the process are Leysdown Parish Council and Leysdown Traders Association. Swale Borough Council and Kent County Council will be smaller contributors in relation to funding, but will provide an overarching framework of in-kind advice and support. The overall programme will be overseen by Swale Borough Council Economic Development and Cultural Services. Art at the Centre and a forthcoming Community Development Officer will supply delivery support to the programme. An advisory group will provide a method of communicating between the key stakeholders and to maintain a close relationship with the communities of Leysdown.

A new independent fundraising organisation with charitable status should be configured over time to apply for and manage grant income in the first instance, alone and in partnership with sub-regional and regional bodies and potentially community groups which are formed through workshops and commissioning processes.

## Making it pay

Funding for Leysdown Rose-tinted is likely to be raised from a mixture of grants from the public sector, charitable grant giving trusts, sponsorship and donations. Public sector grant schemes are available which support the arts, heritage, tourism, regeneration, rural development and the natural environment. Investment from sponsorship and donations which recognise the entrepreneurship within Sheppey and Leysdown would encourage public ownership of Leysdown Rose-tinted.

The most efficient use of local authority funding (from Leysdown Parish Council, Swale Borough Council and Kent County Council) would be as partnership funding for applications to public and private grant sources.

### **Short to medium-term**

In relation to the short to mid-term, the most likely funding sources which might benefit Leysdown's cultural regeneration could be:

- Leysdown Parish Council (LPC), a funding partner for this study
- Arts Council England's (ACE) Grants for the Arts Scheme offers the possibility of small-scale capital as well as project funding
- ACE's larger-scale capital scheme which could launch in 2011/12.
- The Thames Gateway in North Kent remains a key corporate priority for Arts Council England, South East (ACE, SE)
- KCC 2010/11 capital grant scheme allocation
- The Big Lottery Fund's myplace scheme; Round 3 will be available in late 2010, early 2011
- Esmée Fairbairn Foundation (EFF)'s main scheme which supports projects involving culture, education, the natural environment and in enabling people who are disadvantaged to participate more fully in society
- The Heritage Lottery Fund which funds projects that relate to the national, regional or local heritage of the UK which can include: nature conservation, spoken history records and cultural traditions

- Swale Borough Council (SBC) supports small-scale community projects which bring cultural, sporting, recreational, health, environmental, heritage, community safety, crime reduction or educational benefits to the local community, through Local Engagement Forums
- Each of SBC’s 47 Councillors are allocated £2,000 to support local community projects. Councillors are able to pool their allocations to support a particular project or projects
- Funding from SBC which is intended to support community cohesion will be available early in 2010

An application made to Grants for the Arts at ACE, SE, for example, for an amount above £5,000 would take 3 months to assess.

Following the drafting of an application and securing of partnership funding and submission in early November 2009, a decision would be received in late February with draw down of funds by late March which would allow the commencement of the first project in the spring of 2010. The timeline offers a schedule for making application to these sources.

### **The longer term**

Swale is eligible for funding through the Leader Rural Regeneration, Rural Development Programme. Whilst capital funding is unlikely to be a priority, it is likely to offer opportunities for the involvement of artists on the ordering of the public realm. Applications could be made through a community group.

Greening the Gateway Kent and Medway (GGKM)’s current Sheppey Green Cluster Study focuses on the island’s green infrastructure and sets out broad long-term regeneration aspirations as opposed to a costed plan of action. A broader Parklands Vision and process is set out within the Thames Gateway Parklands North Kent Business Plan which is a potential source of funding for Leysdown rose-tinted.

## Summary

Projects	Indicative Cost (£)
<b>A Workshops and classes for winter and spring days</b>	<b>35,000</b>
<b>B Spinney Linear Rose Garden</b>	<b>15,500</b>
<b>C Library Stop</b>	<b>33,000</b>
<b>D Can-do Signage</b>	<b>13,000</b>
<b>E Spinney Playable Trees</b>	<b>56,500</b>
<b>F Leysdown Illuminations: Bird-watching Promenade</b>	<b>86,000</b>
<b>G Double-sided Stoop / Stage</b>	<b>87,500</b>
<b>H Staying put – Mobile Cinema</b>	<b>15,000</b> (for 3 yrs)
<b>I Staying put – Mobile Library</b>	<b>150,000</b> (over 3 yrs)
<b>J Getting out more – improvements to mainstream and community transport service</b>	<b>600,000</b> (over 3 yrs)
<b>K Environmental employment improvements</b>	<b>45,000</b> (over 3 yrs)
<b>L In our Wildest Dreams</b>	<b>1.5m</b>

## Potential Funding Sources

	<b>Organisation</b>	<b>Projects</b>	<b>Amount</b>
1	ACE Grants for the Arts	ABC	65,500
2	ACE Large Scale Capital	EFG	166,500
3	Kent CC Capital	CDE	14,000
4	Heritage Lottery Fund	G	30,000
5	SBC	ABCDEG	17,000
6	LPC	ABCDEFGH	36,000
7	Local Businesses	FH	12,500
8	Leader Programme	IK	165,000
9	KCC (already committed revenue)	I	75,000
10	Rural Bus Subsidy Grant	J	200,000
11	KCC (Government's Revenue Support Grant)	J	200,000
12	PCT	J	75,000
13	ASDA	J	125,000
14	Environmental staff existing Funders	K	90,000
15	KCC Capital	L	250,000
16	TBC	L	1.25m
	<b>Total</b>		<b>2.43m</b>

## Key

### Organisational Codes

ACE	Arts Council England
ACESE	Arts Council South East
KCC	Kent County Council
LPC	Leysdown Parish Council
SBA	Swale Borough Council
BRfm	Local radio broadcaster
RSPB	Royal Society for the Protection of Birds
PCT	NHS Primary Care Trust
UCA	University for the Creative Arts

### Please note:

**These are indicative costs only and further cost analysis will need to be done on a project-by-project basis. None of the funds discussed on pages 58 to 71 are committed, guaranteed or in any way approved at the time of writing – they are simply suggestions of funds and ideas to make the projects viable. Further work would need to be undertaken to apply for and secure funds as set out on pages 72 to 75.**

**Project A**  
**Workshops and classes for Winter and Spring days**  
**(or prefiguring capital projects)**

<b>Workshops</b>	<b>Capital Project</b>	<b>Date</b>
1. Watercolour workshops	B	Spring 2010
2. Outdoor classrooms	Spinney Linear Rose Garden	
3. Voices of Leysdown1	Overall	
4. Voices of Leysdown2	Programme	
5. Introductory training in audio and video		
6. Birdwatching workshops	F Leysdown Illuminations: Bird-watching Promenade	Winter 2012 (Option1) or spring 2011 (Option2)
7. Library Stop whittling workshops	C Library Stop	Winter 2012 (Option1) or spring 2011 (Option2)
8. Stoop workshops	G Double-sided Stoop/stage	Spring 2010

<b>Benefits</b>
Understanding of the arts and regeneration, community development, creating local ambassadors and champions. The formation of groups, new informal stakeholders, raising skills levels and educational attainment.

<b>Beneficiaries</b>	<b>Potential stakeholders/partners</b>
Young people – inspiring and building of aspirations, access to education and employment All residents – skills development, self esteem, local ownership, community cohesion	RSPB, BRfm, Business Link, Local artists, Local skilled trades persons, SBC, LPC, Kent TV, UCA, Sheppey College, Kent Youth Theatre, National Youth Theatre
<b>Strategic priorities</b>	<b>Potential funders</b>
The environment Health and wellbeing Community safety Local culture, local identity Investment in shaping and providing (SBC's) cultural offer	Esmée Fairbairn Foundation Big Lottery – Access to Nature Awards for All
<b>Overall anticipated cost</b>	<b>£35,000</b> (30K+5K coordination fee)
<b>Suggested first option funding</b>	<b>Suggested second option funding</b>
Principal funder	Principal funder
ACE SE Grants           £29,000 for the Arts	Esmée Fairbairn           £24,000 Foundation
Partnership funding	Partnership funding
SBC                           £5,000 LPC                           £1,000	ACE SE Grants           £6,000 for the Arts SBC                           £4,000 LPC                           £1,000
Lead applicant SBC	Lead applicant SBC
Timescale 2010/11	Timescale 2010/11

**Project B**  
**Spinney Linear Rose Garden**

**Benefits**

All Spinney users; Promenade businesses; cohesion, sense of coordination.

<b>Beneficiaries</b>	<b>Potential stakeholders/partners</b>
Local residents – improved environment	Local gardeners Local watercolour artists
Tourists – improved destination	Rose growers
Local traders – increased footfall	Third Sector organisations

<b>Strategic priorities</b>	<b>Potential funders</b>
The environment Managing and sustaining public facilities and amenities	ACE, KCC, SBC, LPC Big Lottery

<b>Overall anticipated cost</b>	<b>£15,500</b> (10K planting, 2.5K fees, 3K maintenance Year 1)*
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<b>Suggested first option funding</b>		<b>Suggested second option funding</b>	
Principal funder		Principal funder	
ACE SE Grants	£11,500	KCC Capital Funds	£8,000
Partnership funding		Partnership funding	
SBC	£3,000	ACE SE Grants	£4,500
LPC	£1,000	for the Arts	
		SBC	£1,000
		LPC	£2,000

Lead applicant	Lead applicant
SBC	SBC
Timescale: Summer 2010	Timescale: Summer 2011

\* NB: Annual maintenance and renewal costs post-Year 1 borne by LPC, estimated at £1,500 per annum

**Project C**  
**Library Stop**

**Benefits**

Heightened community awareness and esteem through investment in own community (and seeing that process unfold)

<b>Beneficiaries</b>	<b>Potential stakeholders/partners</b>
All community members	Local skilled tradespeople
Regular readers	Bus Company
Those new to reading	KCC Libraries, particularly Minster and Sheerness Libraries

<b>Strategic priorities</b>	<b>Potential funders</b>
Public participation in cultural activity that builds upon and reinforces local identity. New partnership arrangements with community based organisations to manage and sustain public facilities and amenities. Community cohesion.	ACE SE KCC SBC LPC

<b>Overall anticipated cost</b>	<b>£33,000</b> (25K commission, 8K Fees & books)
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<b>Suggested first option funding</b>		<b>Suggested second option funding</b>	
Principal funder		Principal funder	
ACE SE Grants	£25,000	ACE Large Scale	£25,000
for the Arts		Capital	
Partnership funding		Partnership funding	
KCC	£2,000	KCC	£2,000
SBC	£2,000	SBC	£2,000
LPC	£4,000	LPC	£4,000

Lead applicant: SBC	Lead applicant: SBC
Timescale: Autumn 2010	Timescale: Autumn 2011

**Project D**  
**Can-do Signage**

<b>Benefits</b>			
Transformational potential of arts, sense of place and belonging and of seeing what's possible.			
<b>Beneficiaries</b>	<b>Potential stakeholders/partners</b>		
All Residents	KCC Highways		
Visitors	Local traders		
Tourists	Local attractions such as RSPB		
Traders – increased footfall	Reserve		
<b>Strategic priorities</b>	<b>Potential funders</b>		
Accessibility for all	ACE SE		
Promoting cleanliness and safety	KCC		
Providing up-to-date and accurate information	SBC		
Effective partnership working	LPC		
<b>Overall anticipated cost</b>	<b>£13,000</b> (10K capital, 3K artwork & writer's fee)		
<b>Suggested first option funding</b>	<b>Suggested second option funding</b>		
Principal funder			
KCC Capital	£7,000	ACE Large Scale Capital	£10,000
Partnership funding		Partnership funding	
SBC	£2,000	KCC	£1,000
LPC	£4,000	SBC	£1,000
		LPC	£1,000
Lead applicant		Lead applicant	
SBC		SBC	
Timescale: Summer 2011		Timescale: Summer 2012	

**Project E**  
**Spinney Playable Trees**

<b>Benefits</b>			
A new and improved safe play facilities, being listened to and asked, activities, possibility of change, future opportunity; how art can change the experience of where you live			
<b>Beneficiaries</b>	<b>Potential stakeholders/partners</b>		
Adults	SBC		
Parents	LPC		
Children and young people			
Tourists			
Local traders – increased footfall			
<b>Strategic priorities</b>	<b>Potential funders</b>		
Health and wellbeing	Awards for All		
Community safety	Big Lottery		
Adult participation in sport			
<b>Overall anticipated cost</b>	<b>£56,500</b> (25K per tree, 6.5K fees)		
<b>Suggested first option funding</b>	<b>Suggested second option funding</b>		
Principal funder			
ACE Large Scale Capital	£40,000	Big Lottery (myplace)	£45,000
Partnership funding		Partnership funding	
KCC Capital	£5,000	SBC	£3,000
SBC	£5,000	LPC	£8,500
LPC	£6,500		
Lead applicant		Lead applicant	
SBC		Identified children and families' community group	
Timescale: Spring 2012		Timescale: Summer 2010	

**Project F**  
**Leysdown Illuminations: Bird-watching Promenade**

<b>Benefits</b>	
Local identity, improved built environment, destination branding, improved public safety at night, raising awareness of the natural environment.	
<b>Beneficiaries</b>	<b>Potential stakeholders/partners</b>
Local traders – increased footfall	Local traders
Residents	RSPB
Visitors	SBC
Tourists	LPC
<b>Strategic priorities</b>	<b>Potential funders</b>
Cultural activity that builds upon and reinforces local identity.	ACESE
Investment in shaping and providing the cultural offer by the private sector.	Heritage Lottery Fund
Best and multi use of venues.	
<b>Overall anticipated cost</b>	<b>£86,000</b> (80K Commission, 6K Fees)
<b>Suggested first option funding</b>	<b>Suggested second option funding</b>
Principal funder	Principal funder
ACE Large Scale      £76,000	Heritage Lottery Fund      £76,000
Capital	
Partnership funding	Partnership funding
Local businesses      £2,000	ACE Large Scale      £8,000
LPC      £4,000	Lottery
	LPC      £2,000
Lead applicant: SBC	Lead applicant: LPC
Timescale: Spring 2012	Timescale: Summer 2011

**Project G**  
**Double-sided Stoop/Stage**

<b>Benefits</b>	
Transformational potential of the arts and community development, a sense of place and belonging and of seeing what's possible.	
<b>Beneficiaries</b>	<b>Potential stakeholders/partners</b>
Local residents	SBC
Visitors	LPC
Tourists	Local traders
Local drama groups	
Local traders – increased footfall	
<b>Strategic priorities</b>	<b>Potential funders</b>
Accessibility for all	ACESE
Activities for young people	HLF
Effective partnership working	Big Lottery
Young people's participation in positive activities	
Engagement in the arts	
<b>Overall anticipated cost</b>	<b>£87,500</b> (Commission 75K, Fees 12.5K)
<b>Suggested first option funding</b>	<b>Suggested second option funding</b>
Principal funder	Principal funder
ACE Large Scale,      £50,500	HLF
Lottery	
Partnership funding	Partnership funding
HLF      £30,000	ACE Large Scale
LPC      £7,000	Lottery
	LPC

**Project H  
Mobile Cinema**

<b>Benefits</b>	
How art can change the experience of where you live and so how you see yours and the wider world	
<b>Beneficiaries</b>	<b>Potential stakeholders/partners</b>
Local residents	LPC
Visitors	Traders Association
Tourists	
Traders – increased footfall	
<b>Strategic priorities</b>	<b>Potential funders</b>
Work with partners to develop the Borough’s cultural offer	LPC
Develop new partnership arrangements with community-based organisations to manage and sustain public facilities and amenities	Traders Association
<b>Overall anticipated cost</b>	<b>£15,000</b> (for 3 years)
<b>Suggested first option funding</b>	<b>Suggested second option funding</b>
Principal funder	Principal funder
LPC £7,500	LPC £7,500
Partnership funding	Partnership funding
Traders Association £7,500	Awards for All £5,000 Traders Association £2,500
Lead applicant	Lead applicant
N/A	Community Group, to be identified
Timescale 2010–2012	Timescale 2010–2012

**Project I  
Staying put – Mobile Library**

The mobile library that currently visits the town will be involved in developing programmes and events, informed by the developing preoccupations of local readers initiated at the Vision for Leysdown workshops. These might include: a wider range of books, more frequent visits to the new Library Stop, information and advice on literacy and reader development.

Costs over three years are revenue related for increased staff time and the contracting of a reader development worker and capital related in relation to the purchase of new titles. Costs shown here include a proportion of existing spend by KCC towards the service of £75,000, which it is anticipated could be used as a 50% funding match for grant applications.

**Project I**  
**Staying put – Mobile Library (contd)**

<b>Benefits</b>			
Developing possible programmes and events, to include reader development, increased literacy, building of confidence and self-esteem, access to education, training and employment			
<b>Beneficiaries</b>		<b>Stakeholders/Partners</b>	
Local residents		KCC	
<b>Strategic priorities</b>		<b>Potential funders</b>	
Accessibility for all		KCC	
Activities for young people		Leader Programme	
Providing up-to-date and accurate information			
Effective partnership working			
<b>Overall anticipated cost</b>		<b>£150,000</b> (for 3 years)	
<b>Suggested first option funding</b>		<b>Suggested second option funding</b>	
Principal funder		Principal funder	
Leader Programme	£75,000	The Big Lottery (myplace)	£75,000
<b>Partnership funding</b>		<b>Partnership funding</b>	
KCC (Existing revenue spend)	£75,000	KCC (Existing revenue and capital spend)	£75,000
<b>Lead applicant</b>		<b>Lead applicant</b>	
Community Group yet to be identified		Community Group yet to be identified	
<b>Timescale 2011–2013</b>		<b>Timescale 2011–2013</b>	

**Project J**  
**Community Transport Service**

<b>Benefits</b>			
Ease of travel, broadening horizons, increased confidence, community development.			
<b>Beneficiaries</b>		<b>Stakeholders/Partners</b>	
Local residents		Swale Community	
Visitors		Rail Partnership	
Tourists		KCC	
Traders – increased footfall		Rural Bus Subsidy Grant PCT, ASDA	
<b>Strategic priorities</b>		<b>Potential funders</b>	
Accessibility for all		KCC (Government’s Revenue Support Grant)	
Effective partnership working		Rural Bus Subsidy Grant PCT, ASDA	
<b>Overall anticipated cost</b>		<b>£600,000</b> (over 3 years)	
<b>Suggested first option funding</b>		<b>Suggested second option funding</b>	
Principal funder		Principal funder	
Rural Bus Subsidy Grant	£200,000	Rural Bus Subsidy Grant	£150,000
<b>Partnership funding</b>		<b>Partnership funding</b>	
KCC (Government’s Revenue Support Grant)	£200,000	ASDA	£150,000
PCT	£75,000	Morrison	£150,000
ASDA	£125,000	ALDI	£150,000
<b>Lead applicant</b>		<b>Lead applicant</b>	
KCC		KCC	
<b>Timescale 2011–2013</b>		<b>Timescale 2011–2013</b>	

**Project K**  
**Environmental employment improvements**

**Benefits**

Sense of place, welcoming environment, improvement of urban environment.

<b>Beneficiaries</b>	<b>Stakeholders/Partners</b>
Local residents	Leader Programme
Visitors	LPC
Tourists	
Traders – increased footfall	

<b>Strategic priorities</b>	<b>Potential funders</b>
Promoting cleanliness and safety.	Leader Programme
Effective partnership working.	LPC

<b>Overall anticipated cost</b>	<b>£90,000</b> (over 3 years)
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<b>Suggested first option funding</b>		<b>Suggested second option funding</b>	
Principal funder		Principal funder	
Leader Programme	£45,000	Existing funders	£90,000
Partnership funding		Partnership funding	
Existing post funders (50%) (existing commitment)	£45,000		£0

Lead applicant Community group, to be identified	Lead applicant N/A
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Timescale: 2011–2013	Timescale: 2011–2013
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**Project L**  
**In our Wildest Dreams**

**Benefits**

Community safety, celebration of the coast, link between beach and town, improved sense of place.

<b>Beneficiaries</b>	<b>Stakeholders/Partners</b>
Local residents	KCC
Visitors	Other, to be confirmed
Tourists	
Traders – increased footfall	

<b>Strategic priorities</b>	<b>Potential funders</b>
Work with partners to develop the Borough’s cultural offer	
Increase public participation in cultural activity that builds upon and reinforces local identity	
Effective partnership working	

<b>Overall anticipated cost</b>	<b>£1.5m</b>
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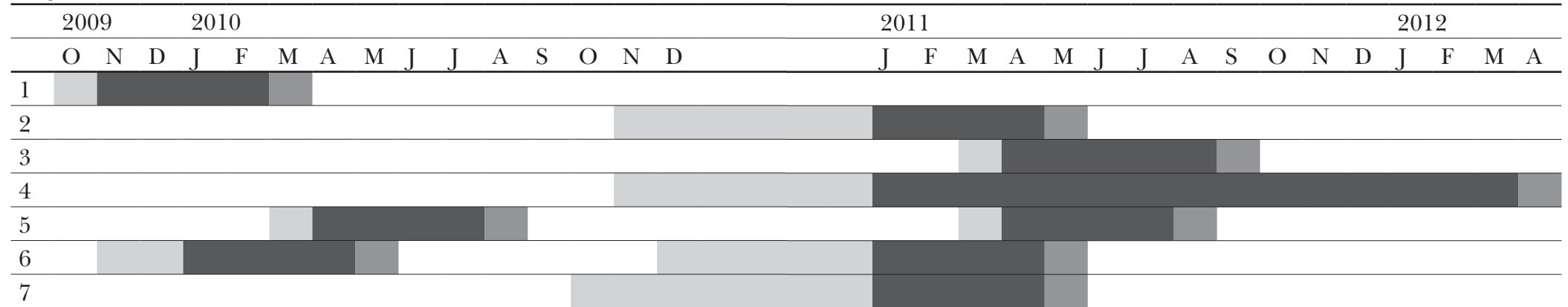
<b>Suggested first option funding</b>		<b>Suggested second option funding</b>	
Principal funder		Principal funder	
KCC	£250,000	KCC	£750,000
Partnership funding		Partnership funding	
TBC	£1.25m	TBC	£750,000

Lead applicant KCC/ Group, to be identified	Lead applicant KCC/ Group, to be identified
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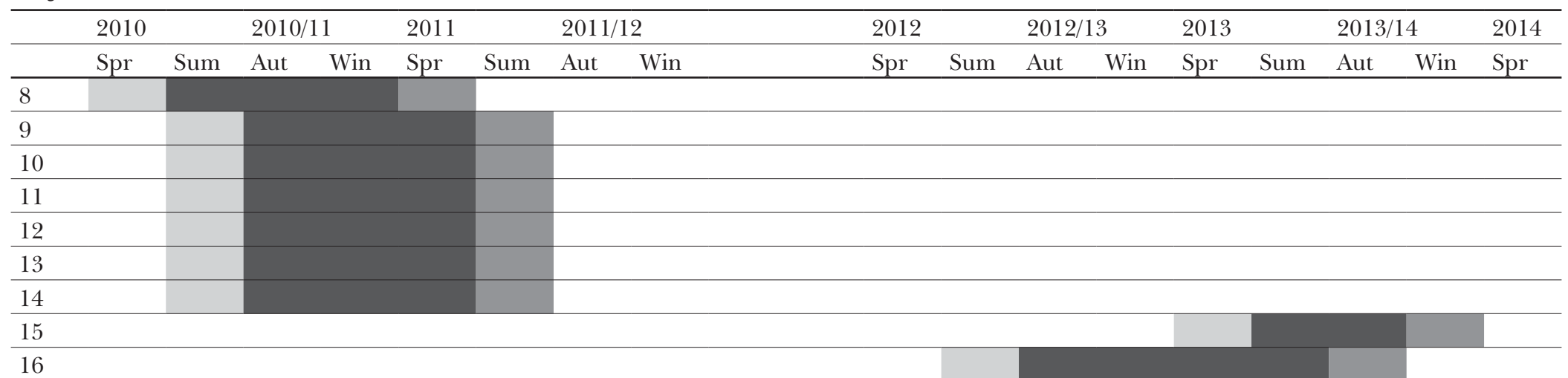
Timescale: 2014	Timescale: 2014
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# Costed Delivery Plan

## Projects A to H



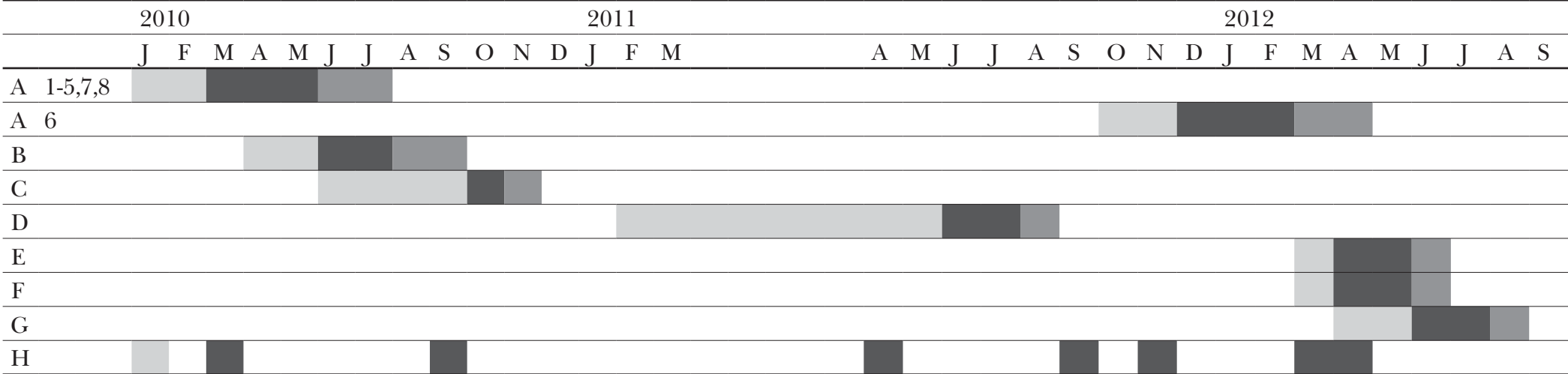
## Projects I to L



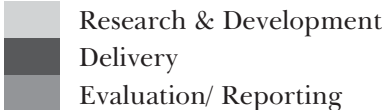
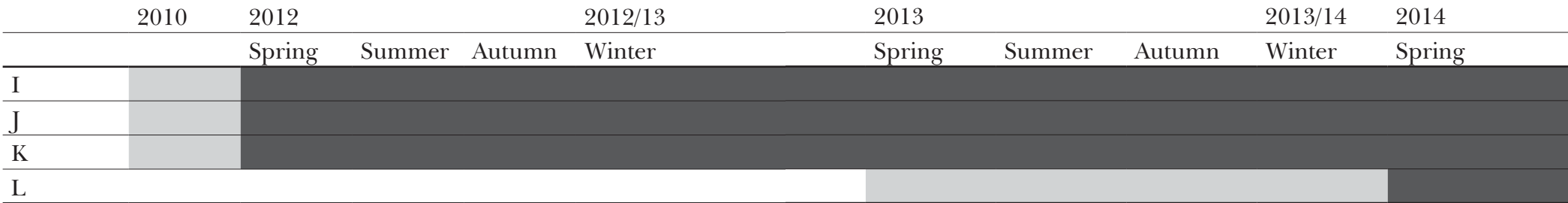
- █ Application cultivation/preparation
- █ Application assessment and decision
- █ Draw down of funds

# Project Delivery

## Projects A to H



## Projects I to L



## Quick Wins

Although projects are planned to take place over a period of four years from spring 2010, there will also be the opportunity to continue the creative work that has taken place in the Summer 2009. To begin with, a Rose-tinted workshop could take place Winter 2009 towards planting of the Spinney Linear Rose Garden in early spring 2010; the Voices of Leysdown 1+2 build on work done during the duration of the project and could continue presence and activity this autumn and winter; with the Mobile Library, development of some of the new initiatives, including literacy information and classes and reader development; and the Bird watching and selection workshops could take place in Winter 2009, given the arrival of the winter migratory birds, with implementation of bird illuminations in summer 2010. These are dependant on securing funding.

## Measuring Success

For the Vision to become a reality and to achieve the statement set out on page 50, the projects need funding allocated for successful delivery. This will also result in various outcomes which are set out below. These are the ways in which success of this Vision can be measured.

Leysdown Rose-tinted will:

- change peoples perceptions of Leysdown
- improve the quality of the environment for residents, visitors and those who work in the town
- encourage access to local amenities
- develop new links with local authorities, traders and community groups, so supporting social cohesion and sustainable neighbourhood development
- promote greater use of, and access to, the waterfront
- promote locally available learning programmes, so supporting sustainable entrepreneurship by directly involving the community
- result in the formation of new groupings within the community which will work to actively support arts-led regeneration
- link environmental improvements with the promotion of Leysdown’s heritage of popular culture and its cultural potential
- support tourism by enhancing the offer available to visitors
- make Leysdown a better place to live, work and visit



### Acknowledgements

We would like to thank the many individuals, groups and organisations whose interest, support and contributions to this project have been gratefully received. In particular, thanks are due to the people of Leysdown; to all those who took part in workshops; and to the members of the Creative Advisory Group.

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