



REPORT

Joint Committee 31 October 2024

Agenda Item 6.4

Culture Heritage and Tourism Programme: Update and Recommendation of Priority Projects

Executive summary

This paper seeks to provide an update on the activity of the Culture Heritage and Tourism (CHT) Programme Board in ensuring adequate consideration is given to key decisions and recommendations from the programme, as well as providing the Joint Committee with a list of recommended projects for endorsement, as set out in Appendix 1.

Following assessment of these projects and discussion with officers from Stirling and Clackmannanshire Council funding allocations for each of the projects and been recommended as detailed in Appendix 1. It should be noted that for 5 of these projects, the proposed funding is not sufficient to fully delivery the scheme, and other match funding will be required to be secured by the partners to enable the projects to progress. .

The endorsement of these recommendations is a key decision stage for the CHT Programme as a whole, notwithstanding the pressures of deliverability of the overall programme within the lifespan of the City Regional Deal.

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Recommendations

The Joint Committee is asked to:

1. Agree that the projects listed in Appendix 2, as recommended by the Culture, Heritage and Tourism project board, are progressed as the priority projects within this programme;
2. Agree the proposed project funding allocations as set out in Appendix 2 are applied;
3. Agree that project owners are required to secure the remaining project funding and provide a business case for approval by Committee, within 18 months.

Legal & Risk Implications and Mitigation

There is a risk that the other match funding required for some of the projects may not be secured, or may be insufficient to enable the project to progress. If this occurs, the project and scope would need to be reassessed by the CHT Project Board and further consideration of options by the Joint Committee.

If any of the projects cannot be progressed due to lack of financial viability, it may be that the funding could be relocated to the other agreed projects, or consideration of a new alternative project.

The legal considerations and risks associated the delivery of individual projects will be set out in full at each stage of the business case process for each project.

Background

The Stirling and Clackmannanshire Deal document signed in 2020 allocate £15m for Developing Cultural, Heritage and Tourism (CHT) Assets in the region.

The Programme Business Case setting out the aims and objectives of the CHT programme was approved by the Joint Committee in March 2023.

The principal aim of the CHT Programme is that it will stimulate increased levels of activity within the associated sector(s) of the economy, so that (through the quality of Stirling and Clackmannanshire's cultural, heritage and tourism assets and experiences) the region's status as a leisure destination will be strengthened, increasing visitor spending, encouraging business growth, stimulating investment, and creating employment opportunities. Officers have developed projects which meet this aim.

The Culture, Heritage and Tourism Programme Board was established to provide advice and ensure adequate consideration is given to key decisions and recommendations from the programme.

In line with the agreed governance structure outlined in the approved CHT Programme OBC (**Appendix 2**), the recommendations in this paper are being presented to the COG for approval, before final approval and decision on which projects should be taken forward for funding is sought from the Joint Committee.

Timeline of CHT Programme Board Activity

June - The Board met on the 26th June to discuss the projects for consideration. In advance of meeting on the 26th June, the Programme Board were provided with the project profiles for seven projects, as follows:

1. The Albert Halls
2. The Alloa Heritage and Enterprise Centre
3. Bannockburn House
4. City Park
5. Forthside Square
6. The Smith Art Gallery & Museum
7. Stirling Wayfinding Project (trail)

The board members scored the projects according to the approved criteria, and the results of the scoring were discussed at the meeting. Overall, there was little to separate each project and it was felt that additional information to inform future discussions would be welcomed.

July – Board members were issued with additional information regarding some projects following requests made for this at the meeting in June. This information was provided and shared with all board members in advance of the Programme Board meeting again in August.

August – The CHT Programme Board met again Thursday 1st August to continue discussions regarding the projects listed above. Discussions also included themes of deliverability as well as regional impact of the projects. Based on the scoring and these discussions, the Board agreed a list of projects for recommendation, as included in **Appendix 1**.

The Forthside Square project was not taken forward for recommendation due to lack of detail available on funding arrangements and overall detail of the project at this stage. It was also considered that there were other alternative funding and delivery arrangements for this project through the planned redevelopment of Forthside.

Considerations

In line with guidance from Scottish government and the governance outlined in Appendix 2, any projects taken forward and awarded a proportion of the £15 million allocated funding, will require projects to be scoped and defined through business case development. Whether a Full Business Case or Business Justification Case will be required is dependent on the CRD funding amount requested.

Each project business case will be reviewed on an individual basis and will require approval by Government and Joint Committee prior to funding being made available.

It should be noted that for 5 of the projects recommended for approval within Appendix 2, that the proposed allocations of City Region deal funding only forms part of the total funding required to deliver the project. Project partners will be required to secure the other match funding to enable the full project to be delivered prior to City Region Deal Funding being released for these projects. A Full Business Case will be required for these project, and partners will need to identify with this business case how the total project funding is being provided and provide confirmation that this funding is secured.

It is recommended that a period of up to 18 months is set to enable the lead partner on the projects to secure the total project funding, and provide a full project business case, which will required to be approved by Joint Committee and Government.

Resource Implications

Financial Details

The full financial implications of the recommendations are set out in the report.

This includes a reference to full life cycle costs where appropriate. Yes

Finance Officers have been consulted and have agreed the financial implications

as set out in the report. Yes

Staffing

The full implications on staffing are set out in the report. Yes

Exempt Reports

Is this report exempt? Yes (please detail the reasons for exemption below) No

Equalities Impact

Have you undertaken the required equalities impact assessment to ensure that no groups are adversely affected by the recommendations? Yes
No

Legality

It has been confirmed that in adopting the recommendations contained in this report, the Joint Committee is acting within its legal powers.

Yes

Sustainability and Environmental

It has been confirmed that sustainability and environmental issues have been considered within the report. Yes

Policy Implications

Tourism, events and culture directly relate to a number of Stirling Council's objectives, including current Strategic Priorities 3, 4, 5 and 9; as well as Stirling's 10-Year Thriving Stirling Strategy, its Economic Strategy, Sport, Physical Activity and Healthy Living Strategy, Climate Strategy and our Covid Recovery Plan.

Consultations

Comprehensive review of the built environment (involving selected stakeholders from key organisations) to catalogue culture, heritage and tourism assets and properties, including development and investment opportunities which could potentially be supported by funding through the CHT Programme.

Background Papers

Have you used other documents to compile your report?
Yes (please list the documents below) No

1. CHT Programme OBC – 4th Iteration

Appendices

Please list any appendices attached to this report. If there are no appendices, please state "none".

1. CHT Programme Board Recommendations
2. CHT Programme OBC – Governance Structure
3. CHT Project Summaries

Approved by:

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Appendix 1

CHT Programme Board Recommendations

We recommend, in terms of the CHT Programme and its candidate projects, based upon the evidence before us, including the additional information which we had requested following our previous meeting at which we had discussed the outcome of the scoring process - which had grouped the projects fairly equally - applying our differentiating criteria of deliverability and regionality:

Stirling Council				Clackmannanshire Council			
Projects	CRD Ask	Total Project Cost	CHT Split (£9.5M)	Projects	CRD Ask	Total Project Cost	CHT Split (£5.5M)
City Park Event Space	£0.754M	£0.754M	£0.754M	The Alloa Heritage & Enterprise Centre	£9.7M	£24.7M	£5.5M
Stirling Wayfinding Project	£0.335M	£0.335M	£0.335M				
The Albert Halls	£7M	£20M	£5,170,714				
Bannockburn House	£1.4M	£2.1M	£1,032,131				
The Smith Art Gallery & Museum	£3M	£8.6M	£2,213,155				
TOTAL	£12.49M		£9,500,000		£9.7M		£5.5M

In making this recommendation, we recognise that the CHT investment can most impactfully be allocated essentially as 'seed funding' for the larger projects (Albert Halls, The Smith Art Gallery & Museum and Bannockburn House and the Alloa Heritage and Enterprise Centre) and that the smaller projects (Stirling Wayfinding Project and City Park) can progress quickly, and in full.

End

Appendix 2

In line with the agreed Governance Structure outlined in the approved CHT Programme OBC (below), the recommendations have been presented to the COG for approval, before decision and agreement on which projects should be taken forward for business development is sought from the Joint Committee.



Appendix 3 – CHT Project Summaries

City Park

- Improvements to City Park, large green field site located 0.8 miles from the M9.
- Suitable for large scale music events, concerts, outdoor theatre, festivals for up to 25,000 people
- To include internal vehicular roadway, permanent hard standing surface, water and electricity, drainage, Wi-Fi.
- Based on 7 large scale events, potential to generate 140,000 visitors.

Stirling Wayfinding

- Inspired by Boston Freedom Trail – Virtual Reality line, signage and orientation taking in 2.3-mile loop of Stirling City
- Acts as a pull factor to draw visitors from major attractions to explore more of the city, spending more and staying longer.
- Simplify wayfinding and interpretation, ensuring Stirling is more accessible.
- Generate 12,000 visitors to city centre including drawing visitors down from the Stirling Castle.

The Albert Halls

- Restoration and re-development of The Albert Halls into a modern cultural venue of scale.
- Increase capacity from 750 to 1,200.
- Unlocking bigger acts and raising the profile of the venue and destination
- Grow evening economy.
- Upgraded conference and hire facilities to attract increased business travel.
- Increase admissions to 80,000 per annum.

Bannockburn House

- Restoration of outbuildings to create visitor facilities including café and retail.
- Creation of a new campsite to attract more overnight visitors to the area.
- Maximise benefits of filming location status to attract more visitors to the area by providing improves facilities.
- Attract 14,000 new visitors and generating 20,000 visitor nights.

The Smith Art Gallery and Museum

- Addresses the decline in fabric of the building to create an enhanced visitor experience, ensuring equal access for all visitors and enabling objects of major significance to be released from storage and put on display – attracting new audience.
- Increase visitors by 38% within 3 years.

Alloa Heritage and Enterprise Centre

- Opportunity to bring together the City Region Deal CHT, Digital and Innovation investments (totalling £20.5m) to create an Innovation, Heritage and Enterprise Centre.
- Located in the heart of Alloa, Greenfield Park and historically significant Greenfield House.
- To include an Innovation Centre attracting interest from the digital sector and businesses as well as a Heritage Centre to offer a unique visitor destination showcasing Clackmannanshire's rich history of innovation.
- Generate 20,000 visits to Greenfield House annually.