**Humber LEP – Project Expression of Interest**

**Northern Cultural Regeneration Fund**

**Please send to** **info@humberlep.org** **in Microsoft Word format**

**Please refer to** [**www.humberlep.org**](http://www.humberlep.org/strategies-and-deals/project-pipeline/) **for call details and deadlines**

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| When entering numbers in this form, please only use the characters 0-9 and . (period) – do not enter symbols (e.g. £, m, k), commas or ranges. For financials, please enter in whole pounds.Correct: 5200000 Incorrect: 5,200,000 5.2m £5.2m 5200000-5500000 |

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| **Project title** | Humber Lights |
| **Which call is this project being submitted in response to?** | 17/6: Cultural projects – Northern Cultural Regeneration Fund |
| **Additional calls to consider the project under** | Click to enter... |
| **Date of submission** | 22/09/2017 |

## About the applicant

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| **Name of lead organisation** | Hull 2017 (Hull Culture Company) |
| **Name of project lead** | James Trowsdale |
| **Contact number**  | 01482 304414 |
| **Contact email** | James.trowsdale@hull2017.co.uk |
| **Project sponsor (a senior officer/director)** | Martin Green  |

## About the project

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| **Location of project** | Humber Bridge  |
| **Post code** | HU13 0LN |

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| **Summary of the project (250 words max)** |
| The Humber Bridge is a Grade I listed structure joining North Lincolnshire and East Yorkshire. The iconic design of the bridge showcases the excellence of British civil engineering, pairing functional engineering with aesthetic quality to produce one of the key landmarks of the North. The ‘Humber Lights’ will be a world first, and will see the Humber Bridge become the world’s biggest digital artwork. Over 70,000 state-of-the-art colour LED lights will be installed across the Bridge. They will be individually controlled to vary colour, brightness, etc, and will be connected to the internet to provide artists, programmers and members of the public with the opportunity to make awe-inspiring art on a massive scale.The Humber Lights will have four modes:- Ambient/visualisation of live data e.g. social media feedback or globally relevant data information - Interactive – people interacting online to develop content- Learning – an educational resource supporting digital technology, coding and mechatronics- Artist commissions – artists invited to create workThe Humber Lights will be a major tourist attraction, drawing visitors from across the globe. The project will cement the Humber Bridge as one of the North’s iconic images and one of the world’s leading digital attractions, showcasing the connectivity of the Humber and its growing reputation as a tech and digital hub.  |

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| **Has the project previously been submitted for funding from the Humber LEP?** | No**If yes, please give details:**Click to enter... |
| **Has the project been submitted for funding from another LEP?** | No**If yes, please give details:**Click to enter... |

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| **Why is the project required? What evidence is there of demand? (200 words max)** |
| The Humber Bridge has recently been recognised by Historic England as a Grade I listed structure, one of six structures built in England since 1961 to be afforded the honour, ranking it alongside icons such as St Paul’s Cathedral and Hadrian’s Wall. The role of the Bridge as a vital piece of infrastructure and cultural icon has been recognized locally since its opening in 1981, but aside from limited technical acknowledgement, it has not been recognized nationally or internationally as a symbol for the Humber area. The project will reaffirm the North of England as innovative, open for business, and global in reach, building upon recent investments centred on the offshore wind industry and aligned to the UK City of Culture. The Humber Lights unites arts, education and industry to work together to build the Humber’s offer as a place to live, work and invest. Although it is challenging to evidence the demand for any public art, as UK City of Culture, Hull has seen 9 in 10 residents experience a cultural event or activity. 342,000 people attended Made in Hull, 420,000 people interacted with Blade in Hull city centre, and 51,000 children have participated in Hull 2017’s learning programme. |

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| **How does the project support the LEP’s Strategic Economic Plan? (200 words max)** |
| The Humber Lights will be global advert for technology and innovation for the North of England bringing together technology, digital and creative sectors to deliver a world first, which will impact almost all areas of the Strategic Economic Plan. This scheme will meet the third strategic enabler within the Humber LEP’s SEP, which is ‘A Great Place to Live and Visit’, specifically delivering ‘GP5. Ensure that the Humber capitalises on the economic opportunities offered by Hull UK City of Culture 2017’. The Humber Lights supports the Humber SEP vision and ambition and will utilise the Humber Bridge as the most iconic symbol to enrich the Humber brand as a place to do business. The project will show the ambition of the Humber area to investors, provide an interactive learning tool for school children, and continue the success of UK City of Culture by delivering world class artistic commissions, further cementing Hull and the Humber’s reputation of innovation where art and industry come together. |

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| **What options have been considered for delivering the project, including doing nothing? N.B. this question relates to e.g. size/scope/location, not funding options (200 words max)** |
| 1 | LED Nodes lighting the East side of the Humber Bridge – Facing the Humber, Europe and the rest of the world. |
| 2 | Light both sides or partially light one side of the Humber Bridge. |
| 3 | Alternative large scale public art projects at other locations in the Humber area.  |
| 4 | Alternative projects at the Humber Bridge. |
| 5 | Do nothing – the Humber Lights project does not take place. |

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| **What is the preferred option and why? (200 words max)** |
| The preferred option is option 1, to light one side of the Humber Bridge, as per the above table. This will allow for a significant investment to maximise the unique opportunity of lighting the Bridge without the budgetary and technological constraint of lighting both sides. Partially completing the project would not achieve the same level of impact, and undertaking a similar project elsewhere is unlikely to have the same impact in showcasing the unique role of the Humber Bridge, and would have less resonance with communities and visitors. |

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| For the remainder of this document, please answer in relation to the preferred option. |

## Impact of the project

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| **Who are the intended beneficiaries of the project?** |
| The beneficiaries of this project are:1. Tech and innovation businesses across the North.
2. Those that are engaged in the learning programme, specifically children and young people.
3. Businesses in the tourism and hospitality sector benefitting from direct and indirect expenditure of visitors to the Humber Lights.
4. Artists working in collaboration with digital industry producing artwork to promote the North of England’s innovation to a global audience.
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**Please give the best estimated range for the outputs/outcomes which apply to your project, leaving blank those which do not apply. Please refer to the** [**Appendix**](#_Appendix_–_Additional) **for additional output measures which may apply to your project.**

| **Output/outcome** | **Low** | **High** |
| --- | --- | --- |
| New jobs created as a direct result of the intervention (permanent FTE, excluding construction) | 2 | 2 |
| Jobs safeguarded as a direct result of the intervention (permanent FTE, excluding construction) | 0 | 0 |
| Construction jobs (FTE) | 77\*\* | 99\*\* |
| Commercial floorspace constructed (sqm) | 0 sqm | 0 sqm |
| Housing units completed | 0 | 0 |

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| **Please briefly describe any other specific outputs or outcomes not listed above or in the appendix** |
| Number of artists commissioned = 80 (eight per year for 10 years)Number of children and young people engagaed with the project = 100,000 (2,500 per each local authority in the Humber each year for 10 years)Number of people visiting the Humber Lights (in addition to visitors to the visitors to the Humber Bridge as pedestrians and cyclists) = 4.5m (450,000 per year for 10 years) Media coverage – £5m AVE  |
| **Comments on the basis of estimates for the project’s impact** |
|  These conservative estimates are based on:* Interim results of Hull 2017 programmes, specifically Made in Hull, Look Up and the learning programme, in which every child in Hull has participated (plus some in the East Riding of Yorkshire).
* The fact that the Humber Bridge is the longest single span bridge in the world which you can walk or cycle across.
* Present user numbers of the Humber Bridge, specifically: 9.3 million vehicle crossings, 50,000 cyclists and 300,000 pedestrians presently visit the Humber Bridge each year.

It is anticipated that at least 435,000 people will actively see the Humber Lights per year, making an effort to interact with the attraction. This figure is based on the following:1. 400,000 visit the Angel of North per year (Gateshead Council/ERS, 2008)
2. The Humber Bridge Experience’s report, by visitor attraction specialist Colliers for The Lift identified a market of 9,250,000 people. Charging an admission price of £12, it was projected that there would be 175,000 visitors per year.

The Humber Lights would be at least as attractive an attraction as the Lift, arguably much more so. In addition, it would be a free attraction and would be counter seasonal (i.e. best viewed in winterm tourism’s low season), so could potentially attract at least 435,000 visitors per annum (assuming an uplift of 150% based on a free attraction. Source: <https://www.nationalmuseums.org.uk/what-we-do/encouraging_investment/free-admission/>.)Assuming that the Humber Lights receives 435,000 visitors per year, it is likely to generate expenditure of £2.4m on food and drink in the local area. This figure could be multiplied significantly if additional overnight stays are factored in. Research released by Visit Hull and East Yorkshire (August 2016) stated that total trips have risen by 6.4% since 2012, making the local visitor economy worth £274m. There are close to 6,000 people now employed in the tourism sector in Hull and East Yorkshire, not accounting for new attractions and facilities opened in 2017 such as the Double Tree by Hilton. In North Lincolnshire, visitor numbers increased 5.5% between 2013 and 2015, and the sector employs over 2,300 people.The best international comparsion to the Humber Lights project is The Bay Lights in San Francisco, which has white LED nodes and is not dynamic and interactive. Key findings regarding the impact of this project include:* Generating substantial media coverage with a reach of over 150 million subcribers, YouTube videos being viewed over 100,000 times, and a feature in Hemisphere magazine generating more than a half a billion impressions.
* The impact of construction, supporting 88 jobs and generating $18m of economic impact to San Francisco County\*\*
* It is estimated that the project would be seen by 50 million peoplem generating an economic impact of $97m.
* The Bay Lights feature in the annual Illuminate SF Festival of Light generating economic and social impacts.

The population of the San Fransico Bay area is 7.86m, by comparsion the population of Yorkshire and the Humber is 5.3m. Therefore, it is not unreasonable to assume that the impact of Humber Lights project would be at least 50% of the Bay Lights project. |

## Northern Cultural Regeneration Fund

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| **How does the project meet the primary funding goals? (max 200 words each)** |
| **a) Encouraging sustainable cultural and creative regeneration** |
| The Humber Lights builds upon the success of UK City of Culture and will be one of the first major legacy commissions. As such, it will continue to highlight the quality artistic offer in the North of England to a global audience, helping to reaffirm the UK as an international hub for technology and innovation. The Humber Lights uses new technology on a scale never seen before, adds to the visitor and visual arts offer in the Humber, and creates an attraction which is best viewed in the winter, driving new and returning visitors to the Humber.Alongside investment in the Hull New Theatre, the Hull Venue, Ferens Art Gallery, Ropewalk and the Fruit Market regeneration, this attraction now offers a compelling case for overnight stays, generating greater economic impact for hotelliers and restaurants across Northern Lincolnshire and East Yorkshire.The Humber Lights will offer a unique platform for collaboration between artists, digital industries and education providers, providing the opportunity for Hull 2017 to commission a range of work to sustain the cultural renaissance in the Humber area. This will provide new opportunities to develop innovative new work, create international networks and showcase UK creative and digital talent.  |
| **b)**  **Benefiting areas that have historically had low levels of cultural and creative investment** |
| The most comprehensive dataset outlining the levels of engagement in arts and culture is the Active Lives data. This shows the percentage of adults engaging in the arts per year, by LA area. Arts Council England have commissioned the culture engagement element of this survey again, which will provide revised data this autumn. The data shows that three out of the four local authority areas in the Humber (North Lincs, NE Lincs and Hull) were in the lowest 20% of local authority areas for artistic engagement across England. Hull 2017 has seen a substational increase in artistic engagement, with nine out of 10 Hull residents engageing with the arts in the first quarter of 2017, and over a million people attending Hull City Council’s museums and galleries in 2017. However, challenges remain in continuing arts engagement. The Humber Lights provides an opportunity to build on the success of Hull 2017 and engage with hard to reach audiences throughout the wider Humber Area, including some of the most deprived neighbourhoods in England, such as East Marsh in Grimsby, Immingham and Goole. |

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| **How does the project meet the following outcomes? (max 200 words each)****Please leave blank any which do not apply** |
| **a)** **Increased opportunities for people, including children and young people, to experience and be inspired by culture and creativity** |
| The installation will be the largest digital artwork in the world, on the longest suspension bridge in the world which you can walk over. The opportunity for children and young people to programme content for the Humber Lights will be truly unique, and this naturally has the largest impact for children living and learning locally. We will continue our relationship with the BBC and inspire young people to learn how to code utilising the BBC micro:bit computer, which has been rolled out to schools across the country. Our learning programme will be delivered across the four local authority areas in the Humber, and will support digital and coding skills in partnership with BBC Learning and Google. Outside of formal learning environments, the interactive programmability of the Humber Lights will inspire young people through events such as game jams, hackathons and code fests for young people, artists and the digital community. Given that the installation can be controlled online, there is an international dimension to the project, with worldwide interactivity which will build upon existing international links such as Hull’s links to Freetown, collaborations with Nordic states or anywhere across the globe utilising the GREAT campaign.  |
| **b)** **Better quality of life and wellbeing within local communities** |
| Hull 2017 has commissioned a range of activities aimed at engaging hard to reach communities in some of the most deprived communities in the country. The Humber Lights will continue this pattern and will provide the catalyst for communities to come together and build a sense of civic pride by bringing communities together. Examples of Hull 2017 projects which have combatted loneliness and isolation include the Land of Green Ginger and Back to Ours, in which communities have come together around shared themes and ideas which have been given artistic treatments. We have found that participation can have profound impacts on individuals wellbeing and sense of worth.The Humber Lights will help different generations collaborate on a large scale internationally-facing project. The project will provide positive associations with the Humber area, enabling people to say ‘I made that’, and helping to bring people together to achieve more, in turn raising the ambitions both individuals, communities and the wider area.  |
| **c)** **More resilient and sustainable cultural and creative organisations** |
| Hull 2017 has established a range of creative partnerships with creative and cultural organisations. These range from local arts organisations who have delivered 60 creative communities projects, to local National Portfolio Organisations (Arts Council England funded) such as the Treasure House, Freedom Festival and Artlink, to organisations with a national and international reach such as the BBC, Tate and the Royal Opera House. One of the key success factors has been bringing these organisations together to share best practice, build new networks and develop new partnerships. This approach is making local organisations stronger, more sustainable and more resilient, and the Humber Lights provides the opportunity to grow these networks over both sides of the Humber.  |
| **d)** **Innovative and effective partnerships between the cultural and creative sector and other sectors, especially digital and technology sectors** |
| Hull 2017 has developed a range of innovative and effective partnerships bringing together cultural and creative industries, digital and technology sectors. Examples of this include: * ‘Blade’, bringing together Siemens Gamesa and artist Nayan Kulkarni.
* Substance Festival, taking place in December 2017, which will see industries from across the North coming together to consider what great places will look like in the future. This will be achieved utilising virtual reality technologies collaborating with centres of excellence including the University of Hull and C4DI.
* No Limits, Hull 2017’s learning programme, which has seen architects undertake residencies in schools and has explored design and technology in projects such as Pipe Dreams, where artist Dom Heffer challenged young people to consider the building infrastructure of their schools.

The Humber Lights will further embed these partnerships by working with local industry, artists, and the BBC to explore how to make data beautiful. This will promote STEM skills, creative industries and the use of innovative technology. |
| **e)** **Increased investment and economic growth** |
| The Humber Bridge is the iconic symbol for the Humber area, and can be seen in numerous marketing materials and strategis (e.g. Humber SEP). This project will see the engineering excellence of the Humber Bridge re-presented to the world, enhanced with world class digital innovation. This will present the Humber area as a place of technological innovation, and will provide an internationally recognised beacon for Yorkshire and Lincolnshire.Hull has seen a substantial increase in positive inward investment (including Smith & Nephew, Siemens, RB and the Hull York Medical School), and the Humber Lights provides an opportunity to extend the successes of the UK City of Culture across the North of England, promoting the digital and technology offer of the Humber, such as C4DI, Modal Training, and the Ron Dearing University Technical College.The first half of 2017 has seen:* 7,410 pieces of print, online and broadcast coverage.
* An estimated total readership/viewership of 15.8 billion
* Estimated AVE of £18.89 million
* 1.1 million views of Hull 2017 content on YouTube

The Humber Lights project would attract large scale national and international audiences, building on this new narrative of Hull and the humber. It is stated that 60,000 jobs were created and £1 billion invested on Gateshead Quays after the installation of the Angel of the North, which would have taken a lot longer to generate, if ever realised at all. The Humber Lights could have a similar impact on the Humber area, acting as a catalyst to support development opportunities such as the Able Marine Energy Park, Humber Bridge Head, and Hull City Centre developments. |

## Delivery of the project

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| **Who will deliver the project?** |
| The project will be delivered by Hull 2017’s Future Company, who will continue into 2018 and beyond, in partnership with the Humber Bridge Board. The partnership will build on the success of Hull 2017 in delivering large scale cultural regeneration projects and events, in close collaboration with the Humber Bridge Board as the owners and asset managers of the Humber Bridge. |
| **Are any other organisations involved? If so, what is the nature of their involvement?** |
| To deliver the project, we will work with a range of organisations, such as:* Creative Partners including artists and digitial creatives
* Data partners, including the University of Hull, who will provide and interrogate data to be utilised
* The BBC, especially BBC Learning, to support the schools coding programme
* Local education providers including local education authorities, schools, academies and FE/HE institutions
* East Riding of Yorkshire Council, North Lincolnshire Council and the Humber Bridge Board to develop the wider Humber Bridge offer, utilising existing assets including Waters Edge, Barton and the Humber Bridge Country Park
* Local Authorities, Destination Management Organisations and Inward Investment organisations to promote the Humber Lights.
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| **What is your organisation’s track record of delivering similar projects?** |
| Hull UK City of Culture 2017 Ltd was established to deliver Hull’s year in the spotlight, and therefore has significant experience of delivering a wide variety of arts and culture projects on time and on budget. To date, our most successful large scale projects include:* Height of the Reeds: A sound journey across the Humber Bridge which was extended three times following tickets selling out, with over 5,000 people attending this production celebrating the Humber and the Humber Bridge
* Made in Hull: A celebration of Hull which attracted 342,000 people across five evenings in January 2017, using large-scale projection on buildings, illuminated skylines, soundsacpes, shop windows and live performance to celebrate the last 70 years of life in Hull.
* Flood: a year-long epic by Leeds-based theatre company Slung Low, commissioned by Hull 2017, which engages its audiences through a wide range of platforms, including live site-specific performances, online videos, and a TV broadcast on the BBC.
* The Land of Green Ginger: a large-scale, year-long community engagement project that unleashes acts of wanton wander across the city’s neighbourhoods, and invites Hull’s residents to immerse themselves in the magical citywide story, inspired by and celebrating the spirit of Hull. It aims to infiltrate daily life and provide an escape from the mundane.

A number of our projects have sold out and had their show dates extended due to high demand. Numerous shows have received positive feedback from local communities, and also received 4\* and 5\* reviews in the national press. Key statistics released in June 2017 showed that:* Nine in 10 residents have attended or experienced a cultural event or activity as part of the UK’s City of Culture.
* Over 1.4 million visits to cultural events, exhibitions or activities took place as part of the first season of Hull UK City of Culture activity.
* 70% of residents agree or strongly agree that UK City of Culture is having a positive impact on the lives of local people.
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| **For each of the periods below, if the project were to start how deliverable would it be?** |
| 2018/19 | Highly deliverable |
| 2019/20 to 2020/21 | Readily deliverable |

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| **How long do you anticipate the project taking to deliver (from the start of LEP funding)?** |
| 2 years |

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| **Please provide a summary of key project milestones. If you have a project plan/Gantt chart available, please also include this as an appendix.** |
| **Date** | **Milestone** |
| 1/10/17 | Planning consultation, environmental study, stakeholder engagement, product development, technical, digital and safety consultation  |
| 1/4/18  | Procurement commences for installation and equipment  |
| 1/5/18  | Planning application submitted |
| 1/8/18 | Planning condition granted |
| 1/8/18 | Order placed for the equipment  |
| 15/9/19 | Pratical completion |
| 30/9/19 | Turn on |
| Click to enter... | Click to enter... |

**Which of the following (or their nearest equivalents) have been completed? Please select:**

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|  | **Complete?** | **Brief details and date if known** |
| Concept study | Yes | We met Philips several times to discuss suitable products for the installation, including a visit to their Eindhoven HQ where we met several of their international team, including the project manager for the Bay Lights installation in San Francisco. These conversations focussed on both the LED product and the control and interface systems.Philips presented Hull 2017 with a costed proposal and system design. |
| Feasibility | Yes | Extensive research was carried out by Star Events into the logistics of rigging the LED product onto the bridge hangers. A combined solution of using rope access and truck mounted elevated work platforms was decided on as the best solution.They also carried out a study of the exact number of LED looms required and prototyped a method of pre manufacturing the looms prior to rigging. |
| Preliminary design | Yes | Two installation tests were carried out on the Humber Bridge. The first was to assess the suitability of the LED product, to check its brightness and to test the pixel pitch (the distance between individual LED nodes).The second was to assess the issues arising from rigging the LED product using rope access from the main bridge cables. As the bridge hangers are not vertical, the rope access had to be carried out at an angle and a suitable method for doing this was established.The photographs (attached) from the installation test show that the LEDs are clearly visible from Hull, the image taken from the Humber Quays area shows that the LEDs are clearly visible even with the ambient light from Albert Dock in the foreground. |
| Detailed design | No | Detailed design will be undertaken prior to submitting a planning application. |
| Risk register | Yes | See attached  |
| Quantified risk assessment | No | To be developed alongside planning application. |
| Environmental appraisal | No | We have met with Hull University’s Institute of Estuarine and Coastal Studies who submitted a proposal for a Habitat Regulations Assessment and ongoing monitoring. |
| Planning application | No | We have taken advice from a planning consultant who quoted £6,000 to carry out a pre planning assessment. It is assumed that planning permission would need to be granted to undertake the project.  |
| Statutory approvals/planning permission | No | Planning application to be submitted in April 2018.  |
| Consultation with key stakeholders | No | Initial consultation has taken place with the leaders and chief excecutives of the four local authorities in the Humber area, the University of Hull’s Institute of Estuarine and Coastal Studies, Philips, Google and the BBC.  |
| Internal/other funder strategic/outline business case | No | To be completed  |
| Internal/other funder business case with benefit-cost ratio or established value for money case  | No | To be completed |
| Quotes for work to be undertaken | No | Formal quotes have not been provided, but indicative costs have been provided by Philips and Star Events.  |

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| **Please briefly detail any other relevant preparatory work completed** |
| None further – please see above |

**Please briefly explain any dependencies and potential risks/barriers to delivery:**

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| **Issue** | **Applicable** | **Comments** |
| Land ownership | No | Land is owned by the Humber Bridge Board |
| Requirement for CPO powers | No | No CPOs are required |
| Requirement for major statutory instruments (e.g. TWA, Side Road Orders, DCO) | No | N/A  |
| Requirement for planning consents | Yes | Planning permission would be required – the Humber Bridge recently submitted a planning application for the Lift and office development in the Humber Bridge Country Park. This application was rejected due to the office development falling outside of approved policy. The elements of the project exclusively linked to the Lift were supportable and therefore indicate that the Humber Lights project is allowable. |
| Known environmental impacts (e.g. SSSIs, Heritage sites, Ancient Monuments) | Yes | The Humber Bridge is a Grade I listed structure joining the North and South banks of the Humber Estuary which has numerous environmental accreditiations. |
| Match funding/partner commitment | Yes | Funding has been secured from the Humber Bridge Board (£500,000) and Hull 2017 will secure remaining funding from corporate sponsorship and grants from public, lottery and trust and foundation funders. |
| Any other contingencies or dependencies | Yes | The installation of the lights is subject to weather conditions and daylight. Therefore the installation is best timed to take place in summer months to ensure the largest window of install without low temperature, high winds and/or heavy rainfall.  |

**If there are specific constraints on the project’s start/end dates, please state these below:**

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|  | **Date (if known)** | **Details** |
| Project cannot start before | 01/04/2018 | This is the earliest possible state date given fund rules. |
| Project must be completed by | 31/10/2019 | The installation of the lights is best undertaken in the summer to minimise risks to due inclement weather. Likewise the Humber Lights is best viewed in the dark, so we anticipate that the go live date will be September 2019 when set sunsets are roughly at 7.30pm. |

## Costs and funding

Please enter the estimated project costs and funding breakdown, selecting whether or not each funding source is secure.

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|  | **Capital** | **Revenue** |
| Total project cost | £ 4062000 | £ 2204490 |
| Northern Cultural Regeneration Fund | £ 4000000 | N/A |
| Other grant funding requested from the LEP | £ 0 | N/A |
| Loan funding requested from the LEP | £ 0 | N/A |
| Project sponsor funding | £ 62000 | £ 804490 |
| Secure | Unsecure |
| Other public sector funding (please state source below) | £ 0 | £ 500000 |
| Secure | Secure |
| Other private sector funding (please state source below) | £ 0 | £ 900000 |
| Secure | Unsecure |
| Other funding (please state source below) | £ 0 | £ 0 |
| Secure | Secure |

Please enter your preferred profile for capital funding. **Please enter in whole Pounds without any symbols.**

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|  | 2018/19 | 2019/20 | 2020/21 | 2021/22 | Later years |
| NCRF | £ 1941000 | £ 2059000 | £ 0 | N/A | N/A |
| Other grant from LEP | £ 0 | £ 0 | £ 0 | £ 0 | £ 0 |
| Loan from LEP | £ 0 | £ 0 | £ 0 | £ 0 | £ 0 |
| All other capital | £ 0 | £ 62000 | £ 0 | £ 0 | £ 0 |

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| **Please outline your model for the financial sustainability of the project** |
| The project will create a free attraction which will need to be supported over the lifetime of the project which could potentially be up to 15 years. These costs breakdown into four key areas:1. Content
2. Engagement and Learning
3. Marketing and engagement
4. Operational costs

The minimum operational costs to untake the basic running of the Humber Lights is £175,000 per annum, which could increase to c£700,000 per annum with a range of commissions, marketing and engagagement. It is anticipated that ongoing revenue support would be financed via corporate sponsorship, public & lottery funders and trusts and foundations building on the successful record of Hull 2017 in attracting funding for and delivering large scale arts and engagement programmes. |

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| **Additional information on funding** | The costs outlined in EOI relate to the installation, testing and commissioning of the Humber Lights.  |
| **How have the costs been estimated?** | The costs have been estimated by Hull 2017 with the support of Star Events, the Humber Bridge Board and Philips.Hull 2017’s technical and operations team have a wealth of experience in delivering large scale public art project including Blade, the ceremonies of the London 2012 Olympics and Paralympics, Made in Hull, and the Tour de France Grand Depart |
| **Are there any other revenue implications?** | The project will need ongoing revenue costs to fund artistic commissions, community engagement and learning programmes. These costs are variable and can be upscaled or reduced subject to ongoing fund raising. The project will need to powered each year at an anticipated cost of £16,000 per year.The anticipated lifespan of the LED nodes is 15 years, therefore ongoing capital investment should be nominal. At the end of the project the LED nodes will need to uninstalled or replaced. It is anticipated that this could be conducted in conjunction with the ongoing maintainance programmes.  |

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| **Is the project in your organisation’s capital programme (or equivalent)?** |
| No - project is not in organisation's capital programme**Details:**Hull 2017 does not have a capital programme (or equivalent). |

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| **Why is NCRF/LEP funding required? What specifically would it be used for?** |
| NCRF funding is required as the project is not deliverable without public sector investment. The grant would be used to fund the installation costs largely related to purchase of lights, their fixtures and fitting. |

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| **How would the project proceed without NCRF/LEP funding?** |
| The project would not proceed without NCRF funding.  |

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| **How does the project comply with State Aid regulations?** |
| The funding of cultural infrastructure not meant to be commercially exploited is in principle excluded from the application of State aid rules. Public funding of cultural infrastructure that is accessible to the general public free of charge fulfils a purely social and cultural purpose which is non-economic in nature. Public financing for the preservation or restoration of tangible cultural heritage that can be visited free of charge without any limitation, and that is not used for any commercial activity, does not benefit any undertaking within the meaning of EU competition law.See commission decision of 20 November 2012 in case SA.34891 (2012/N) - Poland - State support to Związek Gmin Fortecznych Twierdzy Przemyśl, OJ C 293, 9.10.2013, p. 1  |

## Commercial sensitivity

Details of all projects will be shared with our boards as part of the decision-making process, and brief details of projects included in the pipeline will be published. Please indicate if anything contained in this form is commercially sensitive.

|  |
| --- |
| **Is any part of this Expression of Interest commercially sensitive?** |
| No - does not contain commercially sensitive information**Details:**Click to enter... |

**Appendices**

|  |
| --- |
| **Please place an X in the box next to any appendices you are including with this Expression of Interest. Note that these are not mandatory at this stage unless stated.** |
| N | **Appendix 1 – Additional outputs (included in this document) – mandatory if applicable** |
| Y | **Risk Register** |
| N | **Map of project location** |
| N | **Output calculations** |
| N | **Cost-benefit analysis information** |
| N | **Evidence of partner funding commitments** |
| N | **Evidence of stakeholder consultation, support or concern** |
| N | **State Aid opinion** |
| Y | **Project Gantt chart** |
| Y | **Other - please state:**Supporting documents – Budget, test photos and video |

## Appendix – Additional outputs

| **Output/outcome** | **Low** | **High** |
| --- | --- | --- |
| **Transport** |  |
| Resurfaced roads (km) | 0 km | 0 km |
| Newly built roads completed and open for public use (km) | 0 km | 0 km |
| New cycle ways completed and open for public use (km) | 0 km | 0 km |
| **Land and property** |  |
| Area of site reclaimed, (re)developed or assembled (ha) | 0 ha | 0 ha |
| Utilities installed (length of cabling/pipes in km): |  |  |
| Electricity | 0 km | 0 km |
| Water supply | 0 km | 0 km |
| Sewerage | 0 km | 0 km |
| Gas | 0 km | 0 km |
| Telephone | 0 km | 0 km |
| Fibre optic cable | 0 km | 0 km |
| Follow-on investment at site (£, by source, excluding in-kind contributions) |  |  |
| Local authority | £ 0 | £ 0 |
| Other public sector | £ 0 | £ 0 |
| Private sector | £ 0 | £ 0 |
| Third sector | £ 0 | £ 0 |
| Commercial floorspace refurbished (sqm) | 0 sqm | 0 sqm |
| Commercial floorspace occupied (sqm, by class)  |  |  |
| A1 | 0 sqm | 0 sqm |
| A2 | 0 sqm | 0 sqm |
| A3 | 0 sqm | 0 sqm |
| B1 | 0 sqm | 0 sqm |
| B2 | 0 sqm | 0 sqm |
| B8 | 0 sqm | 0 sqm |
| C1 | 0 sqm | 0 sqm |
| C2 | 0 sqm | 0 sqm |
| C3 | 0 sqm | 0 sqm |
| D1 | 0 sqm | 0 sqm |
| D2 | 0 sqm | 0 sqm |
| Commercial rental values (£/sqm per month, by class) |  |  |
| A1 | 0 sqm | 0 sqm |
| A2 | 0 sqm | 0 sqm |
| A3 | 0 sqm | 0 sqm |
| B1 | 0 sqm | 0 sqm |
| B2 | 0 sqm | 0 sqm |
| B8 | 0 sqm | 0 sqm |
| C1 | 0 sqm | 0 sqm |
| C2 | 0 sqm | 0 sqm |
| C3 | 0 sqm | 0 sqm |
| D1 | 0 sqm | 0 sqm |
| D2 | 0 sqm | 0 sqm |
| **Business support, innovation and broadband** |  |
| Number of enterprises receiving non-financial support (minimum £1000 Gross Grant Equivalent or 2 days of consulting advice) | 0 | 0 |
| Number of new enterprises supported (as above but trading less than 3 years) | 0 | 0 |
| Number of potential entrepreneurs assisted to be enterprise ready | 0 | 0 |
| Number of enterprises receiving grant support | 0 | 0 |
| Number of enterprises receiving financial support other than grants (e.g. equity/loan) | 0 | 0 |
| Additional businesses with broadband access of at least 30mbps | 0 | 0 |
| Number of enterprises assisted to cooperate with research entities/institutions | 0 | 0 |
| Number of enterprises supported to introduce new to the market products | 0 | 0 |
| Number of enterprises supported to introduce new to the firm products | 0 | 0 |
| **Skills capital** |  |
| Completed new build training/learning floorspace (sqm) | 0 sqm | 0 sqm |
| Completed refurbished training/learning facilities (sqm, for FE colleges please use the comments to break down by estate grading before/after) | 0 sqm | 0 sqm |
| Floorspace rationalised (amount reduced – sqm) – to be provided following completion | 0 sqm | 0 sqm |
| Number of additional people participating in training/learning | 0 | 0 |
| Number of additional qualifications completed by level: |  |  |
| * Level 1
 | 0 | 0 |
| * Level 2
 | 0 | 0 |
| * Level 3
 | 0 | 0 |
| * Level 4
 | 0 | 0 |
| * Level 5
 | 0 | 0 |
| Additional 16-18 Apprenticeships (intermediate/advanced/higher) completed  | 0 | 0 |
| Additional adult (19+) Apprenticeships (intermediate/advanced/higher) completed  | 0 | 0 |
| Additional 16-18 Traineeships completed | 0 | 0 |
| Additional 19-24 Traineeships completed | 0 | 0 |
| Other additional learners | 0 | 0 |
| **Flood risk** |
| Area of land experiencing a reduction in flooding likelihood (ha) | 0 ha | 0 ha |
| Commercial floorspace with reduced flood risk (sqm) | 0 sqm | 0 sqm |
| Number of residential properties moved from HIGH or MEDIUM to LOW or VERY LOW risk categories | 0 | 0 |
| Number of SMEs moved from HIGH or MEDIUM to LOW or VERY LOW risk categories | 0 | 0 |
| Non-SME commercial property moved from HIGH or MEDIUM to LOW or VERY LOW risk categories (sqm) | 0 sqm | 0 sqm |
| Hectares of land opened up for development through flood defence | 0 ha | 0 ha |
| Number of new residential properties enabled through flood defence | 0 | 0 |
| Flood attenuation created (m3) | 0 m3 | 0 m3 |