

Section 106 funding

Project Activity Proforma

Applicant name and contact details	Cider Museum
Description of activity including how you identified the need	<p>The Cider Apple Alley project - public led art and green space improvement scheme in Whitecross, Hereford.</p> <p>The alleyway connecting Ryelands Street to Sainsbury's and the city centre is used by school children attending nearby Lord Scudamore Primary School, residents, and visitors to the Cider Museum and is currently an unloved space attracting graffiti, littering and anti-social behaviour. We wanted the alley to feel like a safe space for all users, whatever the time of day or night and wanted to brighten the area up with public art work and landscape improvements.</p> <p>The residents couldn't do this on their own and we approached the Cider Museum, Hereford College of Art, local artist [REDACTED] and [REDACTED] and [REDACTED] to help us. They all enthusiastically agreed to get involved and volunteer their time and energy to help make the idea a reality.</p> <p>Amongst the local residents there is a Landscape Architect who has volunteered her time and skills to the project. She has conducted a formal Townscape Appraisal of the alley, its surroundings and history and then developed a proposal for how it could be changed to establish a safer and more attractive link with Pomona Place. The alley is an historic route which has endured much change over the years and was even part of a pathway crossing the railway lines for a long time. These layers of change have left different path levels, railings and fence heights leading to a poor connection with the surrounding space.</p> <p>The main problems have been identified as follows:</p> <ul style="list-style-type: none"> • Lack of views into and down the route make the path feel unsafe in places; • Poor sodium lighting exacerbates the lack of views in the evenings and the lack of natural surveillance enables antisocial activities; • Graffiti and litter contribute to the unloved character of the route; • Overhanging vegetation narrows the path and is infrequently maintained;

	<ul style="list-style-type: none"> • The Pomona Place end of the path is very narrow and floods through one section; • The 6ft high chain link fence is overgrown with vegetation and means that the alleyway is dark and feels unsafe, particularly at nighttime; • The high fence contributes to the unattractive appearance of the path and is causing problems for buggies and mobility scooters due to bagging of the wire; • The guard rail makes litter picking and vegetation maintenance more difficult for local groups and; <p>The project aims to respond to the key issues with both the proposed art works and a design plan for the green space, including proposed improvements for the length of the alleyway. The implementation of elements of the design proposals may depend on the total funds we are able to raise for the project and degree of support from Herefordshire Council, their contractors and the landowners.</p> <p>The proposed improvements include the following:</p> <ul style="list-style-type: none"> • Production and installation of No.17 8ft x6ft original art works, high quality vinyl printing on metal affixed via bracket frames; • Remove and replace existing chainlink fence with a 1.2m high fence, increasing natural surveillance; • Remove overgrown vegetation on the chainlink fence and re-plant with single species hedge along the new fence line, retaining other vegetation where possible; • Install new steel screen panel to the side of the museum entrance to improve the appearance and security of this section; • Retain and supplement vegetation along the fence boundary with resident's back gardens to improve appearance; • Improve lighting with replacement and additional LED units. • A bespoke sculpture for the wider site. <p>The group has gratefully secured grants from Heineken via their Neighbourly Fund (£500) and The Beaumont Trust (£650) towards development of the public art work and landscape the green area. We now need funds to produce the art panels, remove the fencing, install new artist blacksmith railings and screen.</p>
<p>Timescales</p>	<p>The lead artist [REDACTED] worked with Early Years stage children at Lord Scudamore school to develop inspiration for designs on a theme of "What I see on my journey to school".</p> <p>A public exhibition and consultation on the developed art work panel designs was held from the 1-20th May 2017. The art work designs are currently in production ready for printing onto metal sheets and manufacture of frames (dependent upon funds).</p> <p>Clearance of existing vegetation would need to occur outside of breeding bird</p>

	<p>season, and planting of new vegetation would occur during planting seasons – completed in February 2017.</p> <p>Existing fence removal and path resurfacing would need to coincide with a path closure and diversion and with the installation of the new art work railings</p> <p>Working with railway club and ██████████ to develop a sculpture for the site.</p>			
Deliverables to be achieved	<ol style="list-style-type: none"> 1. Installation of 17 original art work panels 2. Removal of chain link fence/railings 3. Landscaping improvements to provide suitable setting for Artwork 4. Installation of artist blacksmithed railings and screen panel 5. Bespoke sculpture for the wider site 			
Expected Benefits to the community	<ol style="list-style-type: none"> 1. Improvement to the urban fabric to discourage graffiti, antisocial behavior and fear of crime 2. Encouragement of walking and cycling to school by creating a safe and welcoming space for children from Whitecross area to reach Lord Scudamore school 3. Improve visitors to the Cider Museum's experience and impression of the city 4. Wider links to a public art trail around Hereford museums 			
Costs	Detail of items	Amount	E/A	Mark estimated costs 'E' and actual costs 'A' Please continue on a separate sheet if necessary.
Production of initial artwork designs (artists time, IP and labour volunteered free)	£500	A (already paid)		
Printing of artwork, fabrication of metal panels and installation	£5564.16 (including 10% local project discount)	A		
Design and fabrication of artist blacksmith railings and screen panel to be finished in	c£14,000	E		

	galvanized steel			
	Native species hedging and planting for the green space	c£1650	E	
	Sculpture	9000	E	
	Contingency	885.84	E	
	Total	31600		
Funding	Detail of funder	Amount	S/A	Put an 'S' where funding is secured, 'A' where funding has been applied for.
	Heinekken Neighbourly Fund	£500	S	
	Beaumont Trust	£650	S	
	HCC Section 106 funds (Scholars Walk – old redcap school, Travelodge)	£30,450	S	
	Total	31600		
Sustainability of project. (please explain how this funding will support the future of this project)	The project is not intended to require additional maintenance above and beyond what is already spent on the alleyway fabric. The artwork panels, screen and railings are to be fabricated from robust materials that will withstand weathering of the elements			
Name				
Signature & Date				

Please return to:-

Delegated Grants Team, Council Offices, Plough Lane, Hereford, HR4 0LE

delegatedgrants@herefordshire.gov.uk