



Project: Public Art & Heritage Wayfinding Trail

This proposal will provide enhanced public spaces, encourage increased use of community spaces, and promote the visitor economy by providing an enhanced visitor experience. It will also encourage sustainable travel, health and wellbeing, and increase sustainable use of our rich heritage assets.

Future Creative CIC will work with local residents and artists to collate and create a variety of installations and interpretations which will link three major heritage assets in Deal and Walmer, namely Walmer, Deal and Sandown Castles in a public art and heritage wayfinding trail.

In 2015, 84,000 people visited Walmer Castle and Gardens (figures from English Heritage) Figures for Deal Castle were much lower, with only 38,000 visiting the site. Many visitors do not realise just how close the two castles are to each other, within an approximately 25 minute, straightforward walk. If there was to be a clearly signposted, engaging route between the two of them, visitor numbers to Deal Castle could be increased to become much closer to that of Walmer Castle. This would also bring more visitors into the town where they will shop, eat and relax, thus spending more time in the area and boosting retail and tourism economies.

The art and heritage wayfinding trail will be inspired by nautical and maritime tales from fisherman and smuggler, the history of the Royal Marines and Coal Miners, local residents' thoughts and feelings past and for the future. The Wayfinding Trail would potentially include many local heritage sites including the Time Ball Tower, Deal Pier, Deal Maritime Museum, the memorial on airfield above Walmer Castle at Hawksdown, St George's Church, the Town Hall and even the soon to be launched Museum of Moving Image. The trail would also link with Deal Town Team map and the recently revamped visitor guide.

Future Creative will commission one or more of its public artist/s to lead community involvement and involve other local artists. They will hold a series of public engagement events and Inspiration Workshops to draw in the local community including schools, art groups, businesses, the Age Concern Centre, old people's homes, community groups eg Deal With It, Deal Breastfeeding Support Group and Pathways to Wellbeing Mental health support etc.

They will also hold a series of engagement events with local cultural organisations including museums and heritage venues to gather oral history, and detailed research to add to the breadth of the inspiration for the interpretation of the trail. Key historical events that could be included are Julius Caesar and James Cook both landing in Deal, Nelson & Emma Hamilton, Wellington, Henry 8th and the 3 castles through to more modern day famous residents and visitors such as, Charles Hawtrey, Norman Wisdom, Noel Coward, the Royal Marines School of Music, maritime and nautical heritage including smuggling, fishing, shipwrecks & Goodwin Sands.

As well as featuring local history and heritage, participants will be encourage to consider what it means to live in Deal in the 21st Century and to celebrate present day living in the town.

The trail will take the form of a series of small and larger interventions into the public realm and coastal landscape. Types of art could include Integrated art (art which is part of the landscaping or



architecture); Functional art (artist-designed benches, lighting, rubbish bins, railings); Sculpture or stand-alone art; Interactive or kinetic works; Environmental/landscaping works; Diverse materials; Embedded text; Temporary art.

Short Term Goals:

- Project planning, resources established
- Consulting with and bringing on board local statutory stakeholders eg. Deal Town Team, Deal Town & Walmer Parish Councils, DDC, KCC etc.
- Commission a public artist/s to lead on project
- Launching Phase 1 of the project via press and social media
- Inviting groups to be involved in a series of Inspiration Workshops eg schools, art groups, businesses, retirement centre, old people's homes, and community groups

Performance measures (SMART 0-6 months)

- Project resources/funding secured
- Minimum 3 appearances in local press and social media to launch project
- Minimum 6 local organisations signed up for engagement events/Inspiration Workshops

Medium Term goals: 6mths to 5 years:

- Route of the trail is agreed with all stakeholders
- An initial Launch Event led by public artist/s in partnership with the community to develop an inspiring vision for wayfinding trail and 'kick-start' the whole project.
- Workshops taking place with local community groups eg schools, art groups, businesses, The Age Concern Centre, old people's homes, and community groups to inform and inspire pieces of public art for the trail
- Design and creation of public art pieces/interventions by lead public artist/s
- Installation of pieces arising from the Inspiration Workshops takes place on agreed trail route
- High profile marketing of the heritage trail

Performance Measures (SMART 6mths-5 years)

- Minimum 12 Inspiration Workshops/open events for community to attend to encourage and develop ideas about potential themes



- Minimum 6 groups involved in the design and creation of pieces for the trail (each with four sessions of involvement)
- Minimum 10 features in press, online or media

Long term (optional)

Increased public awareness of the trail and Deal as a creative and cultural visitor destination

Continued promotion in press and media

Increase in visitor numbers (for Deal Castle in particular)

Barriers:

Lack of funding

Planning implications

Sustaining community involvement/enthusiasm

Resistance to change

Lack of understanding from funders as to the positive impact such activities can have on local communities and visitors alike

Poorly managed deadlines eg funding flow down from funders

Resources:

Future Creative CIC has extensive experience running similar high impact, high quality projects. We also have the required capacity to provide all project planning, and staff required to deliver on this project.

Budget:

See attached spreadsheet

Value:

This proposal will provide enhanced public spaces and encourage increased use of community spaces, and provide an enhanced visitor experience. It will also encourage sustainable travel, health and wellbeing, and increase sustainable use of our rich heritage assets.

Funding streams:

Maximising resources and costs

Future Creative CIC is able to offer a space for community engagement workshops for no charge which will allow more resources to be spent on the project itself.