



## Application Form

### Notes on completion

#### Summary

**Name**

Waveney District Council

**Project title**

**In no more than 15 words, please choose a title which you think best describes your project. This will be seen externally, on our website and by our decision takers so please ensure that you choose a title that you are happy for a wide range of people to see.**

Focus East: Making Britain's most easterly point matter

**Reference number**

OH-18-04589

**Project summary**

**In no more than 200 words, summarise your project. We will use this text to tell people about your project, including our decision takers who will see your description as part of the assessment process.**

The project is a key element in the Coastal Community funded 'Lowestoft Ness Regeneration Scheme', which is a programme of works centred on the former Beach Village (also known as the 'Grit') in Lowestoft. The scheme, which also encompasses Britain's most easterly point has been designed to celebrate the historical importance of the site by creating a destination public space for both the community and visitors. The capital infrastructure works which are currently underway focus upon the creation of landscaped public realm and restoration of the remaining historic features.

This project sits within scheme and will provide a high quality historical interpretation of the area, recounting the stories of the people that lived there and its historical significance in the development of the town. We are working in partnership with Lowestoft Town Council (the landowner) and Poetry People, a local Community Interest Company responsible for the HLF-funded project 'The Grit' in 2017/18, and will build on their research and strong community relationships to form a key part of the interpretation. Works will include physical interpretation of the site, including provision for augmented reality, a 'Grit Fest 2' event and a programme of activities to engage people.

**Have you received any advice from us before making your application?**

Yes

**Please tell us who you received advice from.**

Kate Brown

**Is this your first application to the Heritage Lottery Fund?**

No

**Please tell us the reference number and project title of your most recent application.**

SU-13-12396 - Lowestoft Railway Station Building

## **Section one: Your organisation**

**1a Address of your organisation:**

<b>Address line 1</b>	Riverside
<b>Address line 2</b>	4 Canning Road
<b>Address line 3</b>	
<b>Town / city</b>	LOWESTOFT
<b>County</b>	Suffolk
<b>Postcode</b>	NR33 0EQ

**1b Is the address of your project the same as the address in 1a?**

No

**Enter the address of your project. Please use the post code look up button to find your address so that the Local Authority and Constituency information is generated in the boxes below.**

**Enter the address of your project:**

<b>Address line 1</b>	391 Whapload Road
<b>Address line 2</b>	
<b>Address line 3</b>	
<b>Town / city</b>	LOWESTOFT
<b>County</b>	Suffolk
<b>Postcode</b>	NR32 1XG

**Local Authority within which the project will take place**

Waveney

**Constituency within which the project will take place**

Waveney

**1c Details of main contact person****Name**

Benjamin Porter

**Position**

Funding Manager

**Is the address of the main contact person the same as the address in 1a?**

Yes

**Daytime phone number, including area code**

01502 523334

**Alternative phone number**

07850 687276

**Email address**

benjamin.porter@waveney.gov.uk

**1d Describe your organisation's main purpose and regular activities**

Local Authority

**1e The legal status of your organisation****Please select one of the following:**

Local authority

**If your organisation is any of the following, please provide the information shown.**

**Company - give registration number**

**Registered Charity in England, Scotland or Wales - give registration number**

**Charity recognised by HM Revenue and Customs in Northern Ireland - give reference number**

**1f Will your project be delivered by a partnership?**

Yes

**Who are your partners? Please provide a named contact from each organisation and ensure that a representative from each has been added to the end of the Declaration in Section Six.**

Shona Bendix, Lowestoft Town Council and Naomi Jaffa, Poetry for People

**1g Are you VAT registered?**

Yes

**Please provide your VAT number**

106994939

## Section two: The heritage

**In this section, tell us about the heritage your project focuses on and why it is valued.**

### **2a What is the heritage your project focuses on?**

The 13ha site consists of a large semi-derelict open space and promenade leading to Lowestoft Ness, the most easterly point in the UK. The site forms part of the North Denes area in north Lowestoft, which is bound by the sea on the east and Whapload Road to the west and beyond this, historic pathway's known as 'The Scores', which connect it to the old town.

The site was once a key part of the 'Beach Village' – also known locally as 'The Grit' – that began on the North Denes during the 1760s, and was the most easterly community in Britain.

A number of 'Beach Companies' operated along the shore between 1762 and 1940 when their main business was recovering anchors and cables, which had been lost from ships riding out gales in the offshore anchorages.

In the late 18th and early 19th century, vessels gathered in very large numbers at Ness Point, waiting for a change in wind direction. Some of them would have lost their anchors and relied on being able to buy a replacement from the range of salvaged anchors. In addition to salvage, the main work was pilotage and, when the need arose, lifesaving from ships driven on to the treacherous offshore sandbanks. The Beach Company boats were fast, open beach boats about 50 feet in length.

The local fishermen used longshore boats and, later, sailing smacks and steam drifters. By the early 20th century the longshore boats had become trawlers and the fishing industry the mainstay of the local economy.

Gradually the sheds and shacks of the 1760s became more numerous and more permanent so that by 1791 the first primitive houses were built. Known as the 'fish houses,' they consisted of little more than four rooms, which accommodated an entire family. The historian Edmund Gillingwater recorded that 76 brick and flint tenements were built between 1791 and 1806 'and this was the beginning of Lowestoft's famous Beach Village.

The village was ramshackle and its people poor, living mainly on herring. Being so close to the sea had obvious hazards and in 1897 the whole village was flooded during a storm. The men who had put to sea to assist vessels in distress returned to find their homes under several feet of water. Yet in 1900 the Beach Village had a population of 2,500, 13 public houses, three schools and two churches.

At the turn of the 20th century there were more drifters registered at Lowestoft than at any other English port. Once landed, the fish were gutted and barrelled out in the open to the south of where the net-drying racks stood. Each year over a thousand Scottish fisher girls travelled down the coast here for the 'Great Autumn Fishery', the industry reaching a peak in 1913 when 535 million herring were landed at Lowestoft.

By the 1950s the Beach Village was almost derelict. When the area was cleared in the early 1960s a few net drying racks were left behind. These had been used by the families to dry drift nets before storage at the end of the fishing season. In the days of steam drifters, each vessel carried almost two miles of net and as there were nearly 800 drifters fishing from Lowestoft in the 1890s, row upon row of racks were needed.

Today, apart from the net drying racks, there is no physical evidence of the beach village's past existence and importance to the town.

### **2b Is your heritage considered to be at risk?**

Yes

**Please provide information on why your heritage is considered to be at risk and in what way.**

The area in which the project centres around forms part of the North Lowestoft Conservation Area, which currently sits on Historic England's register as a conservation area at risk. The North Lowestoft Conservation Area contains a concentration of Grade 2 and 2\* listed buildings, many of which are in disrepair. The area also includes a heritage park, parks, open space and The Scores (ancient footpaths). East of England Park contains the historically significant net drying racks, which are at risk of being lost due to their poor condition / conservation.

**2c Does your project involve work to physical heritage, such as buildings, collections, landscapes or habitats?**

Yes

**Tell us the name of the building(s), collections, landscape or habitat area**

East of England Park (formally Lowestoft Beach Village)

**Does your organisation have the freehold of the building or land, or own outright the heritage items that your project focuses on?**

No

**Does your organisation have a lease of the building or land that your project focuses on?**

No

**Does a project partner have the freehold of the building or land, or own outright the heritage items that your project focuses on?**

Yes

**Please give the name of the partner organisation:**

Lowestoft Town Council

**Does your organisation have, or are you planning to take out, a mortgage or other loans secured on the building or land, or heritage items?**

No

**Does a project partner have, or are planning to take out, a mortgage or other loans secured on the building or land, or heritage items?**

No

**For landscape projects, please provide an Ordnance Survey grid reference for your landscape.**

TM553943

**2d Does your project involve the acquisition of a building, land or heritage items?**

No

Please tick any of the following that apply to your heritage:

**Accredited Museum, Gallery  
or Archive**

**Designated or Significant  
(Scotland) Collection**

**DCMS funded Museum,  
Library, Gallery or Archive**

**World Heritage Site**

**Grade I or Grade A listed  
building**

**Grade II\* or Grade B listed  
building**

**Grade II, Grade C or Grade  
C(S) listed building**

**Local list**

**Scheduled Ancient  
Monument**

**Registered historic ship**

**Conservation Area**

**Registered Battlefield**

**Area of Outstanding Natural  
Beauty (AONB) or National  
Scenic Area (NSA)**

**National Park**

**National Nature Reserve**

**Ramsar site**

**Regionally Important  
Geological and  
Geomorphological Site  
(RIGS)**

**Special Area of Conservation  
(SAC) or e-SAC**

**Special Protection Areas  
(SPA)**

**Registered Park or Garden**



## Section three: Your project

**In this section, tell us about your project. Make sure you include all your planned activities, and capital works if applicable.**

### 3a Project plan

**You must submit a Project Plan as part of your application; this is where you can provide us with information on what your project will do. Please read the programme application guidance for more information.**

**You will need to create your own project plan and attach it as a supporting document at the end of this form. A template document can also be found on the HLF website.**

### 3b Explain what need and opportunity your project will address

The overall project is needed because it will bring a large under-utilised and neglected site back into sustainable use, creating a visitor attraction, transforming it into a cultural heritage space. The green space has a high biodiversity value as well as being an important heritage site. Interpreting the maritime heritage on what was the old beach village is important as it will ensure that there is a tangible record of local history and provide an understanding of how the history of the place links to the new maritime industry that is arriving. Creating such a heritage space will enable the huge amount of knowledge that is held by a few professional and local historians to be made available and passed on to the wider local community and visitors of Lowestoft. A high quality interpretation will create a lasting impact on a wider audience, it provides the opportunity to create local pride for all members of the community as well as raising awareness amongst wider visitor populations about the stories and challenges of coastal communities that are often isolated and suffer from deprivation.

The site and project are identified in the Lake Lothing and Outer Harbour Area Action Plan, a strategic document that identifies development areas that support the overall economic growth of the town including employment, housing, retail, tourism, heritage, open space, transport and infrastructure. The tourism potential of Lowestoft Ness has not been fully exploited and currently doesn't have the same appeal and fascination as Land's End or John O'Groats. The area is being re-developed as part of a wider 'heritage quarter' for Lowestoft connecting the sea with the old town, with a cohesive cultural offer. The project is integral to help deliver this wider vision and growth plan for Lowestoft. The physical heritage interpretation and activity work to be delivered by Poetry for People are essential to create a high quality heritage destination, increasing the knowledge and understanding of local communities and visitors alike.

The project aims to make more of Lowestoft's USP being the most easterly town in Britain, by making Lowestoft Ness more accessible and attractive, explaining the importance of the heritage of this key national point. By doing so it will help grow Lowestoft's tourism offer meeting new patterns of visitor demand, increasing visitor numbers and spend. In 2014 there were 1.2m day and staying trips recorded in Lowestoft, but from visitor surveys undertaken by the Coastal Community Team, less than half of all visitors have ever been to Lowestoft Ness and the North Denes area.

It will be a catalyst for regeneration and investment in the old town/Harbour Ward. The Harbour Ward, is within the 10% most deprived neighbourhoods in the country and has an Index of Multiple Deprivation score of 55.915 (2015). Therefore using heritage led regeneration will help address wider socio-economic issues. Harbour Ward has a population of 8,017 and suffers from a range of social problems, including higher levels of anti social behaviour, lower levels of feeling safe and satisfied with the area, shorter life expectancy and higher level of premature deaths. Currently, it is difficult for communities to appreciate the character area as a place of socio-economic and environmental value. The project is needed to help build a sense of community pride, creating a better place to live, work and visit. It is recognised that there is a correlation between areas that have good quality heritage and opportunities and higher levels of wellbeing at a local level. Therefore, improving the historic landscape has the potential to contribute towards: reducing levels of ASB (currently 133.4 per 1,000 populations (2014) compared to 29.7 in Suffolk); an IMD (2015) health deprivation and disability score of 1.1 (compared to Suffolk -0.3) and 16-18 age group that are NEET (16.9% compared to 5.7% across the County). The project activity of Poetry People provides a new opportunity to work with mainstream and non mainstream education providers

The project scope has been developed with local residents, businesses and other stakeholders and includes effective landscaping, public realm design and installation of public art that will help soften the visual impact of adjacent industrial buildings and transform Lowestoft Ness. The project will work alongside the Making Waves Together (MWT) Project (the HLF Great Places project) which aims to build capacity for arts, heritage and culture in Lowestoft, it will provide a physical space for the new cultural events programme being developed through the Great Places programme. The capital works, physical heritage interpretation, augmented reality and heritage activity provided by Poetry People complement and add value to the MWT project.

The newly regenerated, heritage space will support a number of disparate museums and heritage organisations within the area, which link to the East of England Park and Scores area. This will provide the potential for joint working by coordinating volunteers, activities, and marketing campaigns, with the opportunity to bring those museums a wider audience and make them more sustainable.

### **3c What work and/or consultation have you undertaken to prepare for this project?**

A community-led approach has been adopted in the development of the project, which has resulted in the project being shaped by the local community and key stakeholders within Lowestoft. A comprehensive programme of consultation has taken place over a four-year period to shape the overall project.

Forming a deliverable of the Lowestoft Area Action Plan (AAP), which proposed enhancing the area to provide a high quality landscaped park that celebrates its location as the most easterly point in England, at a strategic level the project was part of an extensive public consultation process. The Consultation Statement for this is a published document which sets out who and how people were consulted at each stage and a summary of the key issues and how they were addressed for each stage up to submission is included. A Consultation Statement for the new Local Plan similarly summaries who and how people were consulted and the key issues issued at each stage.

On a local level to have a clear understanding of the audiences to attract and current audiences engaging in the Lowestoft area Tricolor\*, have recently been commissioned to undertake an Audience Development Plan (ADP) and Events and Marketing services have been appointed, Jo and Louis, to grow tourism offer. This will ensure the area meets new patterns of visitor demand, increases visitor numbers and spend and to ensure the offer hits at the heart of the untold stories in the area.

The draft version of the ADP Report gives a summary of the known audiences and activities, highlights any learning that can be taken and identifies any gaps in knowledge to ensure a wider range of people benefit from the project. To date information and documents to support the ADP has been provided through specific ADP workshops and from data sets from Waveney District Council and partner organisations including:

- Lowestoft Visitor Survey Report Findings 2015
- Waveney Youth Council - Lowestoft Seafront Survey 2016
- Tourism Business Survey 2015
- Mining the Gaps 2014
- Suffolk Coast Tourism Strategy 2013 - 2023
- Economic Impact of Tourism - Lowestoft North 2017
- Economic Impact of Tourism - Waveney 2014
- Making Waves Together - HLF presentation 2018

The current audiences and activities to attract can be summarised into Local families, Children and young people, day visitors and staying visitors. The information will be used to create a meaningful and focused Activity Plan, developed in close collaboration with the Steering Group members, organisations with an interest in the area and the events and marketing plan. The ADP workshops have given a deeper understanding of current and potential audiences, their interests and barriers to participation, and with a firm commitment to help local people and visitors from further afield to actively engage with and find out more about the area.

The Landscape Architect, Allen Scott, are bringing to life the plans for the area, and are actively involving stakeholders in workshops on the concept design and final design to ensure the plans deliver the desired project outcomes. Currently LTC are working with the community to establish "friends of " group and a North

Lowestoft Heritage Action Zone (HAZ) Residents and Business Association for the area is being established to allow the community to continue to have strong voice. CAS have a continued role in the project, with the Big Lottery Enabling Communities Officer project in the Harbour ward that provides extra capacity to link the community to other projects within the area including Making Waves Together, which has been established for over 1 year and HAZ, in place since May, to channel cultural and heritage led regeneration will help to address wider socio-economic issues and build on the research of the area from Historic England.

As a result of local level community engagement the project has been scoped with the community at the heart; with hundreds of ideas received. The ideas were grouped into key themes and were fed into the options appraisal. The options were appraised against the AAP objectives, deliverability, and sustainability criteria. They were reduced down into the following options – do nothing, do minimal, do minimal (variation), fully developed. The fully developed option was the preferred option as it was supportive of the community consultation and is the agreed project plan being delivered.

The consultation on the project begun in 2014 because it was imperative that the starting point for the project was to seek the thoughts and views of the local community to drill down on the known problems and opportunities of the site and wider area and to be confident that through the transformation of the site it would help address this. It is clear through the consultation that there is a consensus that the project needs to bring a large under-utilised and neglected site back into sustainable that aims to attract new visitors, and grow the economy but which is of value and interest to local people and businesses. Through the development of the project it also has sparked interest for the wider area to regenerated; the community do not distinguish locations as referred to by a Policy document; their passionate is for the whole area to be brought back to life building on the great assets that are in the area both physical and the stories to be told and celebrated. The need to promote Lowestoft's USP being the most easterly town in Britain and the areas connection to the sea has shaped the projects direction.

During 2014 and 2015 extensive community consultation activity was delivered to inform the project scope. WDC brought together a large Stakeholder Group to develop the project further and facilitated two community consultations in 2014/15. Following this the aims and scope of the project were agreed. These mirror what is acceptable for the site under Planning Policy terms.

The two community events 'Make your Mark on East of England Park' were facilitated by Community Action Suffolk (CAS) and some of the key themes identified were to:

- o make the area a better tourist destination
- o create an area which reflects Lowestoft history
- o make the area more accessible
- o use sustainable materials
- o incorporate the surrounding parks and the Scores and ensure partnership working with the community

A number of local residents came forward to form a local community group, and they along with the Stakeholder Group were instrumental in influencing the shape and direction of the project. Large companies in the area such as Tings Denes Caravan Park were also engaged and a newsletter and project updates were circulated.

A local charity, Tomorrows People Trust (TPT), also came forward to carry out several volunteer lead tidy ups of the area working with Waveney Norse. TPT Work It Out Programme supports unemployed young people into future employment. The work experience directly led to one young person being employed during this period by Access Community Trust.

A missing element of the Make Your Mark on East of England park events was the voice of younger people. As such Waveney's Youth Council were engaged who suggested a school 'challenge' would address this. In total nine schools involving approx.413 pupils took part in the challenge along Lowestoft College; all coming up with ideas which were presented back to each other at an event at the Town Hall.

In 2015 as part of the Lowestoft Seafront Economic Plan the Coastal Community Team (of which WDC and LTC are partners) conducted baseline research and consulted over 500 residents, visitors, businesses and other stakeholders on issues facing Lowestoft with a specific focus on the seafronts and town centre areas. The consultations and surveys took the form of face to face interviews commissioned research, on-line surveys for the tourism businesses, a mystery shopper exercise, two large community events hosted by

Lowestoft Rising, and a young person's survey run by Waveney Youth Council. Consultation from the CCT surveys included the need to build on the unique location and make more of the asset such as our maritime history, fishing, heritage assets and Lowestoft as the most easterly town.

### **3d What outcomes will your project achieve?**

Heritage will be identified and recorded:

Entry points, way finders and a site map will help visitors navigate to and around the project site and will also help bring visitors arriving from the Historic High Street and neighbouring parks (Sparrows Nest, Belle Vue Park (designated as a Grade II registered park), Arnolds Bequest, Gunton Warren Wildlife, and the Scores) to East of England Project site. The system of way finders will also link the heritage, biodiversity and physical connectively to surrounding parks and heritage assets and improve access and use in the project site and outside the site.

The project site is a semi-derelict land located north of a very unsympathetic industrial setting, suffering from deterioration, and limited interpretation (apart from a handful of information boards). It is difficult for current users to identify the space and objects as a place of heritage value or interest; therefore through demonstrating the historical importance of the site and its maritime assets, this will help people value and use the project site more productively.

The project will bring together archive material (oral histories, documentation, film footage, photos and pictures) which is currently fragmented across Suffolk Records Office, Lowestoft Maritime Museum, Lowestoft Civic Society and East Anglican Film Archive, as well as yet- undiscovered material. It will use and build on the research work undertaken through the HLF 'Grit Fest' Project which was successfully delivered by our partner Poetry for People. Work undertaken through the Heritage Action Zone Project has seen Historic England conducting research in and around the area of East of England Park which will also be utilised. This will help to provide a cohesive story that will be told in the setting and context of the Old Beach Village, thus uniting the stories and the place.

Heritage will be better interpreted and explained:

The project will explore themes such as the fishing trade, aspects of seamanship, living conditions, flooding and slum clearance and this will be explained through establishing communication methods like graphic designed interpretation panels, augmented reality and activities. The programme of activities will also link in with, and contribute to, neighbouring events in Sparrows Nest Park, the Town Centre and Gunton Warren.

The community consultation that has taken place to date has shown an appetite for the heritage to be revealed and the project will take this much further.

People will have developed skills:

The project will provide opportunities for volunteers to learn heritage skills such as researching and oral history, while gaining valuable work-related experience, receiving support and engaging with their local heritage. The project will also offer local people involved in the Community/Friends Group, opportunities to learn about governance, committee roles and responsibilities, presentation and speaking skills, fundraising activities, marketing and planning and running activities.

People will have learnt about heritage:

The focus of the project is to tell the story of the Old Beach Village, its community and the families that received their livelihood from the fishing industry. But there is also opportunity to explore the natural heritage of the site and the Suffolk coast and its relationship with the maritime environment. The project will engage with local communities, schools and groups to enable them to participate in learning opportunities and support volunteers to take part in active heritage opportunities (archive research, project governance and maintenance). Working with East Coast College there will also be internship opportunities, with students gaining relevant heritage work experience in marketing, events, community participation and education.

The project will work collaboratively with other organisations such as Lowestoft Civic Society and their

volunteers with an interest in Lowestoft's social history and the Old Beach Village. The project will also encourage visitors to explore the landscape and help stir interest in their own local landscape.

More people and a wider range of people will have engaged with heritage:

The project will create a sea change in how people and communities interact and engage with the project site and this will be achieved through a programme of activities, restoration and quality interpretation. It is envisioned that the use of augmented reality and physical interpretation will enhance the landscape and heritage making it more interesting and intriguing to a wider range of people, especially younger people. The outside class room and play area around the theme of fishing will make the heritage more accessible and easier to interpret and therefore more appreciated and valued by children.

The digital technology will reach a much wider audience from outside the area regarding the story of the Old Beach Village and the importance the fishing industry has played in the town's development and history. Different communities of interest in the development and delivery of the East of England Project, including school children being involved in shaping the interpretation, the design of the play area and outside class room and adults with learning, physical and sensory disabilities to ensure physical and intellectual access meets their needs. The East of England Park Friends Group will be involved in the delivery of on-site activities and maintenance of the project site and there will also be intergenerational opportunities where young people will collect living memories from people who lived in the Old Beach Village.

The area will be a better place to live, work or visit:

A key outcome of the project is to overcome the problems of the project site being located north of a very unsympathetic industrial setting. Currently, the project site is unappealing and has little draw for visitors and it is hoped that the improved landscaping, with seating areas, lighting and bins which forms party of the overall scheme will significantly improve the area and enhance the visitor experience, enabling people to appreciate the heritage of the site more than is currently possible. Interpretation along the seawall will also help rejuvenate an uninviting, barren space that currently solely performs its function as a sea defence. The project will maximise the appeal and quality of the area and strengthen and improve the heritage and community offer at North Lowestoft. As people visit the area they will also be able to use facilities at Sparrows Nest Gardens in particular, which, has several amenities including a cafe, restaurant, museums and public toilets. The project site sits next to Tingdene Caravan Park and the improved surroundings will support this and other local tourism businesses. The project will also provide a sense of community pride that an under-utilised heritage space has been regenerated and that there will be an increase awareness of the heritage value of the project site.

- The local economy will be boosted:

The project will look for opportunities to market East of England Project area as a heritage destination to tourists. There will be a good range of quality and relevant visitor information available. A site map will be created and a children's leaflet held at the local museums, Lowestoft Library and promoted by the Suffolk Coast Destination Management Organisation, to encourage both residents and tourists to visit the site. The improved heritage offer at the site and improved navigation routes should also help other attractions such as Sparrows Nest and the Historic High Street, encouraging residents and tourists alike to visit the site, through active marketing. The project will help provide a cohesive heritage offer, linking up the existing local heritage assets in the northern part of the town. The northern part of the town is currently under-used by visitors owing to its distance from the town centre and main tourist attractions. It will contribute to the movement of visitors around the town and, with that bring economic benefit to the local businesses in and around the project area.

### **3e What are the main groups of people that will benefit from your project?**

The main groups of people that will benefit from the project are the community: local families, children and young people, older people and school children, which builds upon the work undertaken through the first 'Grit Fest' project, including an engagement with a greater number of schools and those in non-mainstream education and people referral units. Young people including those at studying at East Coast College will have the opportunity to develop audio and digital technology and see the lasting legacy in the project through their involvement.

The local community will benefit from supporting the collecting of memories to inform the interpretation concepts and design, through taking part in on site activity and having an enhanced outdoor space for increased health and wellbeing opportunities.

Visitors, both day and staying visitors, will also benefit from the project, finding out more about the heritage of the area and having a great destination to visit and explore.

The project will provide vast opportunities for volunteers to learn heritage skills such as researching and oral history additional to the first Grit Fest, while gaining valuable work-related experience, receiving support and engaging with their local heritage. We'll be working with volunteer-led Lowestoft Maritime Museum, Lowestoft Heritage Centre and Poetry People's volunteers to gather and consolidate all information pertaining to the Former Beach Village and other significant events that happened in old Lowestoft. Volunteers will bring information together to feed into the interpretation and where gaps remain will undertake research at Lowestoft Record Office.

LTC, are also looking to establish a Friends of Ness Point Park and there will be a Resident and Business Association established for the HAZ boundary, therefore we'll have two volunteer-led associations that will have input into the project at a grass roots level and help ensure the sustainability of the project going forward. LTC are also looking to establish a Heritage Forum bringing together all heritage volunteer-led interest groups in the town (sat underneath the Lowestoft Cultural Leadership Group) supported by Suffolk County Council Museums Development Manager, will help build their resources and capacity to be involved more activity and confidently in projects, including Ness Point. The Lowestoft Photographic Club will be involved and take photos of the work and activities which will become a living archive of the project and kept for future generations.

**We need to understand the range of audiences that you are planning to attract with your project. We use this information to assess your plans for your project - we do not prioritise projects for any particular group. We also use the information to report on the benefits of our funding and to help decide what action we will take to overcome barriers to involving people with heritage.**

**If your project aims to benefit a wide range of people and is not specifically targeted at any particular group, tick this box**

✓

**3f How many people will be trained as part of your project, if applicable?**

50

**3g How many volunteers do you expect will contribute personally to your project?**

50.

**3h How many full-time equivalent posts will you create to deliver your project?**

**3i How are you planning to promote and acknowledge National Lottery players' contribution to your project through HLF funding?**

HLF standard terms will be followed and grant acknowledgement requirements adhered to e.g. promotional, publications, press releases, digital, social media, programmes and reports, HLF will be accredited as funder and supporter. We will adopt a Communication and Audience Development Plan to ensure we build further support, help recruit volunteers, participants and audiences and promote key milestones and activities during the life of the project and beyond. We'll celebrate the funding at key points including at grant notification stage, project launch and project completion thanking National Lottery Players and work with HLF Communications Team to ensure the right messages are communicated. We will also promote HLF through project impact, captured through monitoring, evaluation and digital images (with permissions).

## Section four: Managing your project

**In this section, tell us how you will deliver your project.**

### **4a How will your project be managed?**

A robust governance arrangement has been put in place to ensure sound project management and to strategically align how this project fits into the wider Coastal Communities funded project.

The accountable officer for this project will be the Regeneration Programme Manager – Economic Development and Regeneration, Waveney District Council. Through Waveney's own corporate governance framework the project will report via the Lowestoft Regeneration Board and Heritage Action Zone Programme Board. Governance arrangements will extend to Lowestoft Town Council, Lowestoft Coastal Community Team, East of England Park Steering Group, Lowestoft Cultural Leadership Group to ensure strategic partner involvement.

A working group consisting of officers and councillors from both Waveney District Council and Lowestoft Town Council will meet with the Regeneration Project Manager on a monthly basis to ensure effective operational delivery. The working group will ensure delivery is maintained in accordance with the work plan and to consider any changes in collaboration with the HLF and explore new opportunities and oversee performance management. This will be a condition built into the partnership agreement between Waveney and Lowestoft Town Council.

The Project Manager will be guided by the East of England Park Steering Group for project decisions, but will manage day-to-day delivery, performance and have responsibility for project evaluation. Shared resources and expertise will be available to the Programme Manager from the wider Economic Development and Regeneration Team, including a dedicated Regeneration Project Officer. The Project Manager will coordinate with Concertus, who are project managing the capital programme and are responsible for all investigate works, the landscape architect contract, the on site contractors, build costs and scoping out the maintenance plan. The Project Manager will also work closely with the Events & Marketing Coordinator, in line with the audience development plan, to ensure effective coordination on-site and maximise community and visitor reach, engagement and participation in the project.

In line with our procurement policy, Poetry for People were selected as a partner as they co-produced this proposal and we plan to use outputs from their HLF funded 'Grit Fest' project within this project. The commissioning of the interpretation specialist will follow the our procurement procedures. The Project Manager will have regular meetings with Lowestoft Town Council, Poetry for People and the interpretation specialist to ensure that the project is on track, on budget and meeting its objectives.

### **4b Tell us about any outside advice you have received or will receive to help you manage your project.**

We have adopted a cross sector-led approach to the development of this project with some exciting ideas emerging through broad involvement and engagement. We have engaged with the Harbour Ward (BIG Lottery) place-based enabler (managed by Suffolk Community Action (CAS), a new initiative which sees neighbourhoods work more closely with regeneration schemes and enabling local residents to take part in local action. CAS can assist in developing and retaining community engagement in the project, which will result in better outcomes for our communities and the sustainability of the project post funding. The project will also compliment and add value to Great Places, Making Waves Together and Heritage Action Zone, which is raising the profile, re-use and protection of cultural and heritage assets and reversing the poor levels of cultural participation in Lowestoft and halting the decline of the Historic High Street, Scores and Whapload Road.

We can utilise Historic England (HE) resources and research expertise, as Ness Point falls within the Heritage Action Zone. HE Officers are currently undertaking a review of listed buildings within the boundary, including redundant salt and fishing stores and warehouses that sit opposite East of England Park.

Concertus are overseeing archaeological surveys and investigative works, which to date have revealed anomalies underneath the top soil. This will inform the location of the interpretation and also as some of the anomalies are metal fragments from the Second World War and from the former Beach Village, there is also

opportunity to tell the story underneath 'visitors feet' in the interpretation.

As part of Making Waves Together we have developed a strong partnership and have creative networks, which alongside Lowestoft Rising Local Educational Partnership we'll use as a focus group to consultant on interpretation concept and content narratives. We'll also continue to work with Suffolk Wildlife Trust, who have undertaken a biodiversity assessment, to ensure minimal or no interference with any significant flora and fauna on site.

We are currently undergoing an audience development process, led by Tricolor to help us determine what themes should be interpreted on site, key stories and hidden gems. We have engaged with local heritage specialists and charities including, Access Community Trust, Lowestoft Heritage Centre, Lowestoft Rising LCEP and Waveney Disability Forum about the history of the site and how interpretation can be accessible to all. Conversations and meetings have been held with 3 heritage interpretation specialists to scope out interpretation options, which has influenced our thinking and funding request.

Connections have been made with Annie Reilly from Heritage Open Days (HOD). It was recognised that Lowestoft HOD programme has enhanced significantly from 2016 and this is being noticed at a national level. Discussions of Lowestoft (East of England Park) as a place where one of the HOD art commissioning opportunities take place, the commissions are where artistic invention takes place, with artists work with local organisers to respond to the rich and diverse history of towns and cities.

#### **4c When do you expect your project to start and finish?**

##### **Project start date**

<b>Month</b>	April	<b>Year</b>	2019
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##### **Project finish date**

<b>Month</b>	September	<b>Year</b>	2020
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#### **4d How will you evaluate the success of your project?**

The Regeneration Project Manager will lead on a project evaluation framework. The framework will confirm what has been achieved and examine the extent to which the objectives of the project has been realised, whether the original ambitions and targets have been met (or exceeded), and where (and why) there may have been a shortfall and an assessment of value for money. The evaluation will also tell the stories of the impact of the Focus East at an individual and community impact level. The evaluation report will present an assessment of the longer term outcomes and impacts beyond the funded period and an approach to ensure project legacy is carried forward.

The Regeneration Project Manager will work with project partners about how data will be collected and how this will be managed. They will hold conversations with partners across the life-time of the project, with the aim to capture the wrap around value of being involved in Focus East, including the influence of Focus East on other cultural-led regeneration projects in Lowestoft. The final report will be produced in September 2020, with a review point scheduled for January 2020. HLF support will be acknowledged in the report.

#### **4e Tell us what will happen to the things that your project has produced after the funding ends.**

The sustainability and maintenance of the physical interpretation and augmented reality will be carried out by Lowestoft Town Council as owner of the land and partner on this project. Lowestoft Town Council and Waveney District Council are also partners on the Heritage Action Zone Programme, which covers Ness Point and the Park. This programme will continue until 2023 and so will provide further resource to ensure sustainability.

With regards to the heritage activity under the project, Poetry for People are an experienced and respected local creative organisation who have a strong reputation in delivery of their performance and interpretation of the heritage of the area. Their last project Grit Fest, HLF funded, was a huge success as was their recent touring performance of "Pearls from the Grit". The aim of this further activity on Grit Fest (2) and Pearls from the Grit is to engage new target groups within the community and by touring of Pearls from the Grit to encourage new visitors to the area from outside of Lowestoft. Engaging new groups of the community and visitors will ensure the communication of heritage whilst also sustaining the newly regenerated area. Engaging and educating communities and visitors through the heritage interpretation and activity will better explain the area and its local and national importance. The use of augmented reality will enable an improved way of engaging with new and younger audiences, another important opportunity is being able to link the heritage of the beach village and fishing industry to the new maritime industry in the area, as a way of explaining to audiences the ongoing relationship between the people of the area and the sea.

Interpreting the maritime heritage on what was the old beach village will ensure that there is a tangible record of local history and provide an understanding of how the history of the place links to the new maritime industry that is arriving. Creating such a heritage space will enable the huge amount of knowledge that is held by a few professional and amateur historians to be made available and passed on to the wider local community and visitors of Lowestoft. A high quality interpretation will create a lasting impact on a wider audience, it provides the opportunity to create local pride for all members of the community as well as raising awareness amongst wider visitor populations about the stories and challenges of coastal communities that are often isolated and suffer from deprivation.

#### **4f If your project involves conservation of an item, land or property, tell us how you will maintain it so that people can continue to experience and enjoy it after the funding ends.**

The land is owned by our project partner, Lowestoft Town Council. Post project, the space will be maintained by Lowestoft Town Council alongside other town parks, within the area, for which they are responsible. Within the design of the park space, ease of maintenance and sustainability have been a key part of the design criteria. Sitting within the Lowestoft Heritage Action Zone, the park and Ness Point will be utilised for events and activities throughout the 5 year programme running until 2023. This provides further resource to ensure the sustainability and maintenance of the site post project completion.

As part of the CCF funding alongside the capital works there is funding for a marketing and events coordinator. This coordinator role is currently in place and will work throughout the project to market and promote the regenerated area and programme of heritage activity to ensure its success. The coordinator role will also create a sustainable events management plan for the space to ensure its use and to identify potential

events and activities that will enable an income to be generated to cover the costs of future maintenance of the park.

## Section five: Project costs

5a In this section, tell us how much it will cost to deliver your project.

There is a limit of 20 words per 'description' section when completing the cost tables. If you need to provide a more detailed explanation and breakdown of your costs there is a facility at the end of the application form to upload supporting documents.

Cost Heading	Description	How much (£)	Non recoverable VAT	Total (£)
New build work	Intepretation works, including digital outputs	74368		74368
Contingency	Project contingency	5000		5000
Publicity and promotion	Events & marketing coordination, 6 month period, 2 days a week	9882		9882
Professional Fees	Event delivery & activity	35750		35750
Total		125000		125000

### 5b Project income

Please note that HLF rounds all grant requests down to the nearest £100. With this in mind, please make sure that the total project income exactly matches the total of your project costs or the system will not allow you to proceed.

Source of funding	Description	Secured?	Value
Cash	Coastal Communities Fund	Yes	30000
HLF grant request			95000
Total			125000

### 5c Financial summary

Total costs		125,000
Total income		30,000
HLF grant request		95,000
HLF grant %		76

5d Are there any non-cash contributions or volunteer time to help carry out your project?

Description of non-cash contributions	Estimated value (£)
Total	

Description of volunteers' task	Number of days	£ per day (as per our guidance)	Estimated value (£)
Total			

## Section six: Additional information and declaration

This part of the form aims to collect the information we need to report on the range of organisations we fund. We will not use this information to assess your application. We encourage you to be as specific as possible about the people your organisation represents.

If your organisation represents the interests of a particular group, such as young people or disabled people, tell us which by filling in the tables below.

If you are based in Northern Ireland, where legislation requires us to report in detail on the organisations we fund, please complete the tables in full, as applicable.

- ✓ If you are based outside Northern Ireland and your organisation represents the interests of a wide range of people and not any particular group, mark this box only.

### Declaration

#### a) Terms of Grant

You must read the standard terms of grant for this programme on our website.

By completing this Declaration, you are confirming that your organisation accepts these terms. For partnership projects, all partners must confirm that they accept the standard terms of grant by adding a contact at the end of the declaration.

#### b) Freedom of Information and Data Protection

We are committed to being as open as possible. This includes being clear about how we assess and make decisions on our grants and how we will use your application form and other documents you give us. As a public organisation we have to follow the Data Protection Act 1998 and the Freedom of Information Act 2000.

When you complete the Declaration at the end of the application form, you are confirming that you understand the Heritage Lottery Fund's legal responsibilities under the Data Protection Act 1998 and the Freedom of Information Act 2000 and have no objection to us releasing sections 2 and 3 of the application form to anyone who asks to see them once your application has completed the assessment process. If there is any information in these sections of the form that you don't want made publicly available, please explain your reasons below:

We will take these into account when we respond to any request for access to those sections. We may also be asked to release other information contained elsewhere in the form and we will respond to these requests after taking account of your rights and expectations under the Freedom of Information Act 2000 and Data Protection Act 1998. In those cases, we will always consult you first.

The Heritage Lottery Fund will not be responsible for any loss or damage you suffer as a result of HLF meeting these responsibilities.

When you complete the Declaration you also agree that we will use this application form and the other information you give us, including any personal information covered by the Data Protection Act 1998, for the following purposes:

- To decide whether to give you a grant.
- To provide copies to other individuals or organisations who are helping us to assess, monitor and evaluate grants.
- To share information with organisations and individuals working with us with a legitimate interest in Lottery applications and grants or specific funding programmes.
- To hold in a database and use for statistical purposes.
- If we offer you a grant, we will publish information about you relating to the activity we have funded, including the amount of the grant and the activity it was for. This information may appear in our press releases, in our print and online publications, and in the publications or websites of relevant Government departments and any partner organisations who have funded the activity with us.
- If we offer you a grant, you will support our work to demonstrate the value of heritage by contributing (when asked) to publicity activities during the period we provide funding for and participating in activities to share learning, for which we may put other grantees in contact with you.

**We may contact you from time to time to keep you informed about the work of the Heritage Lottery Fund**

Tick this box if you do not wish to be kept informed of our work

**I confirm that the organisation named on this application has given me the authority to complete this application on its behalf.**

**I confirm that the activity in the application falls within the purposes and legal powers of the organisation.**

**I confirm that the organisation has the power to accept and pay back the grant.**

**I confirm that if the organisation receives a grant, we will keep to the standard terms of grant, and any further terms or conditions as set out in the grant notification letter, or in any contract prepared specifically for the project.**

**I confirm that, as far as I know, the information in this application is true and correct.**

**I confirm that I agree with the**  **above statements.**

<b>Name</b>	Benjamin Porter
<b>Organisation</b>	Waveney District Council
<b>Position</b>	Funding Manager
<b>Date</b>	

**Are you applying on behalf of a partnership?**

Yes

**Please add the details of additional contacts below:**

Shona Bendix	Lowestoft Town Council	Town Clerk	17/12/2018
Naomi Jaffa	Poetry for People	Director	17/12/2018

## Section seven: Supporting documents

Please provide all of the documents listed unless they are not applicable to your project. You will be asked to indicate how you are sending these documents to us - as hard copy or electronically.

In addition to numbers 1-11 below, you may also be required to submit further supporting documents that are specific to the programme that you are applying under. For further guidance, please refer to the application guidance Part four: Application form help notes. We will not be able to assess your application if we do not receive all the required information.

**1. Copy of your organisation's governing document, unless you are a public organisation, a private individual or a for-profit organisation. If your application is on behalf of a partnership or consortium, please refer to the programme application guidance for more information on what you need to provide.**

If you have sent a copy of your governing document with a previous grant application (since April 2008) and no changes have been made to it, you do not need to send it again. Tell us the reference number of the previous application.

Not applicable

**2. Copies of your agreements with project partners, signed by everyone involved, setting out how the project will be managed (if applicable);**

**3. Copy of your organisation's accounts for the last financial year. This does not apply to public organisations, private individuals or for-profit organisations;**

Not applicable

**4. Project Plan;**

**5. Calculation of Full Cost Recovery (if applicable);**

Not applicable

**6. Briefs for internally and externally commissioned work;**

**7. Job descriptions for new posts;**

Not applicable

**8. A small selection of images that help illustrate your project. If your project involves physical heritage, please provide a selection of photographs, a location map and, if applicable, a simple site map or plan. It would be helpful if these are in digital format (either as an attachment or on disk).**

**9. Letters of support (no more than six)****10. Conservation/condition survey**

**If you are applying under the Young Roots programme you will also need to submit:**

**11. A statement from young people**

Not applicable

**If applicable, please attach any additional documents as required for the programme that you are applying under. For further guidance, please refer to the application guidance. Use the box below to confirm in what format the additional documentation will be submitted.**

**Please now attach any supporting documents.**

**When you have completed the form click the submit button to submit the form to the server. You can view what you have entered by clicking the draft print button above.**