




The
COLOURFUL
CONTRIBUTH



**"Art washes away
from the soul, the
dust of everyday
life."**

Pablo Picasso

HOW WE PUT THE COLOUR INTO WHITEHAVEN

For a Bright Future

What success looks like...

Economic Loop Effect

Mayor of New York Principle

Boost Social Innovation

Social Regeneration

Boosting of creativity and productivity

Retaining and attracting talent

What's the solution...

Unofficial Arts District

Reversal of Industrial aging through Art

Cultural Production

Diverse from the current Industries

Dynamic proactive environment

What's the problem...

Unemployed

Depleted Shop Fronts

Signs of Industrial Aging

Mentality

The Environment has no Aspiration

Lack of Diversity

Build Colourful Foundations

Life Experiences

Melbourne in Australia has been crowned 8 years running (prior to last year) the most liveable city in the world. This has been able thanks to the effective use of Street Art and identifies itself as a “colour city”. It has achieved this by:

- Restoring Industrial ‘brown sites’ through colourful re-modifications.
- Crime depleted as a result of reducing the negative stigma of the area.
- Attracted an economic response as a result of the improved stigma.
- The economic response as a result of the improved stigma.
- Improved social scene increased tourism numbers to the city.
- Social Innovation increased as a result of increased Street Art with Melbourne synonymous in Australia for tech start ups and advancing Australian society.

What The Colourful North is looking to create

The Colourful North is a Cultural Development organisation looking to:

- **Restoration:** Restore Industrial 'brown sites' through colourful re-modifications.
- **Social Issues:** Address social issues through artistic modifications encompassing the 'Mayor New York' principle through social principles to restore the Industrial environment.
- **Social Innovation:** Provide the ignition to Social-Innovation.
- **The Economy:** Attract the artistic enthused community to the area.
- **Exercise:** Create an incentive to exercise attracting the public to various locations to view Art.
- **Production:** Boost Productivity and Creativity through the creation of an artistic environment with reference to Art IQ's research.
- **Attraction:** Create the right environment to retain our own talent and attract new talent.
- **Education:** Educate through cultural developmental, story work and the right environment to receive the message from environmental creative displays.

Opening Event 3rd & 4th August 2019

We are holding a street art festival where entertainment and live mural creation will be on show for the public to view. This will allow the public to watch the UK's best artists and create an ambience usually only experiences in cities. Our Objectives include:

- Surplus re-investment back to the community generated from tourism to the Arts District.
- Increase tourism to Whitehaven and provide further commercial prospects to shops and small entities.
- Diversify from known Industries by creating a new Industry.
- Help reverse the industrial neglect of Whitehaven.
- Establish a high standard of Art to inspire creative practice.
- Help boost the self-esteem of West Cumbria.

The Unofficial Art's District:

The Art's District will:

- Be based on Roper Street and Church Street of the Wilkinson's building in Whitehaven which is notably Industrial inside a heritage area.
- Regular re-application of murals to change the look of the Art's District which will be finances through sponsorship packages.
- Expand Whitehaven's commercial capabilities.
- Establish a high quality standard of Art's.
- Enable The Colourful North to attract visitors through tourism, which will help The Colourful North merchandise our product to ensure the finances raised are spent on further community development costs.

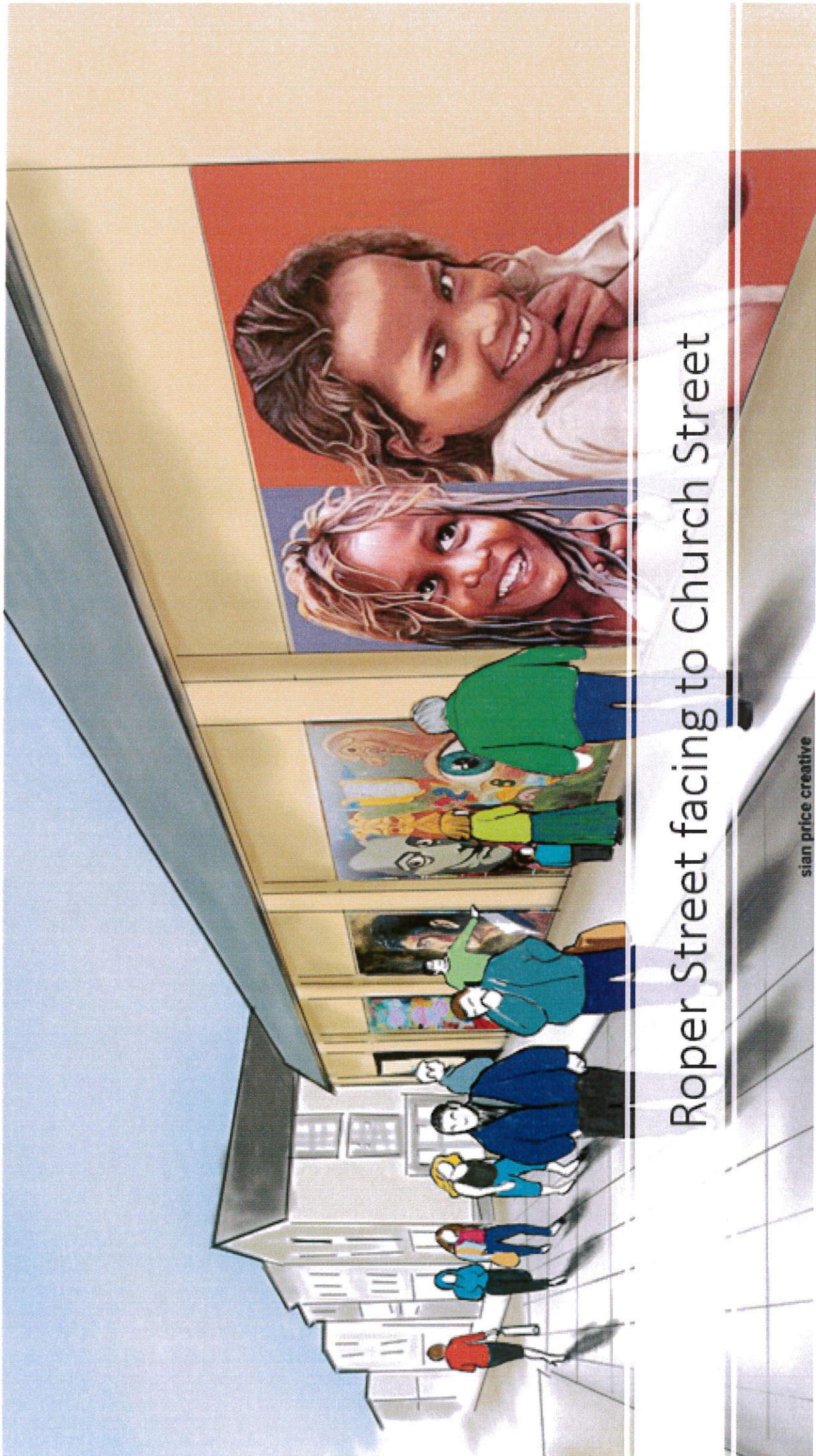
We include a list of murals The Colourful North isn't prepared to finance.



Church Street facing Roper Street



san price creative



Roper Street facing to Church Street

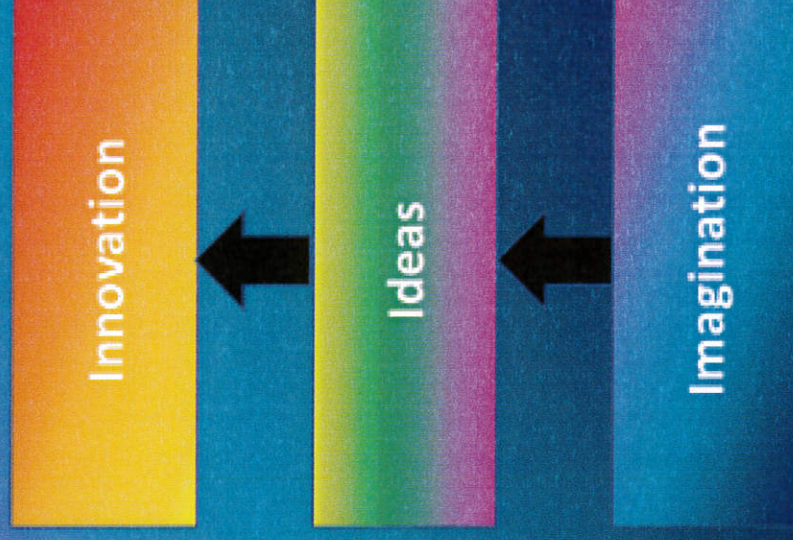
sian price creative

The Colourful North's Contribution to a Silicone Valley

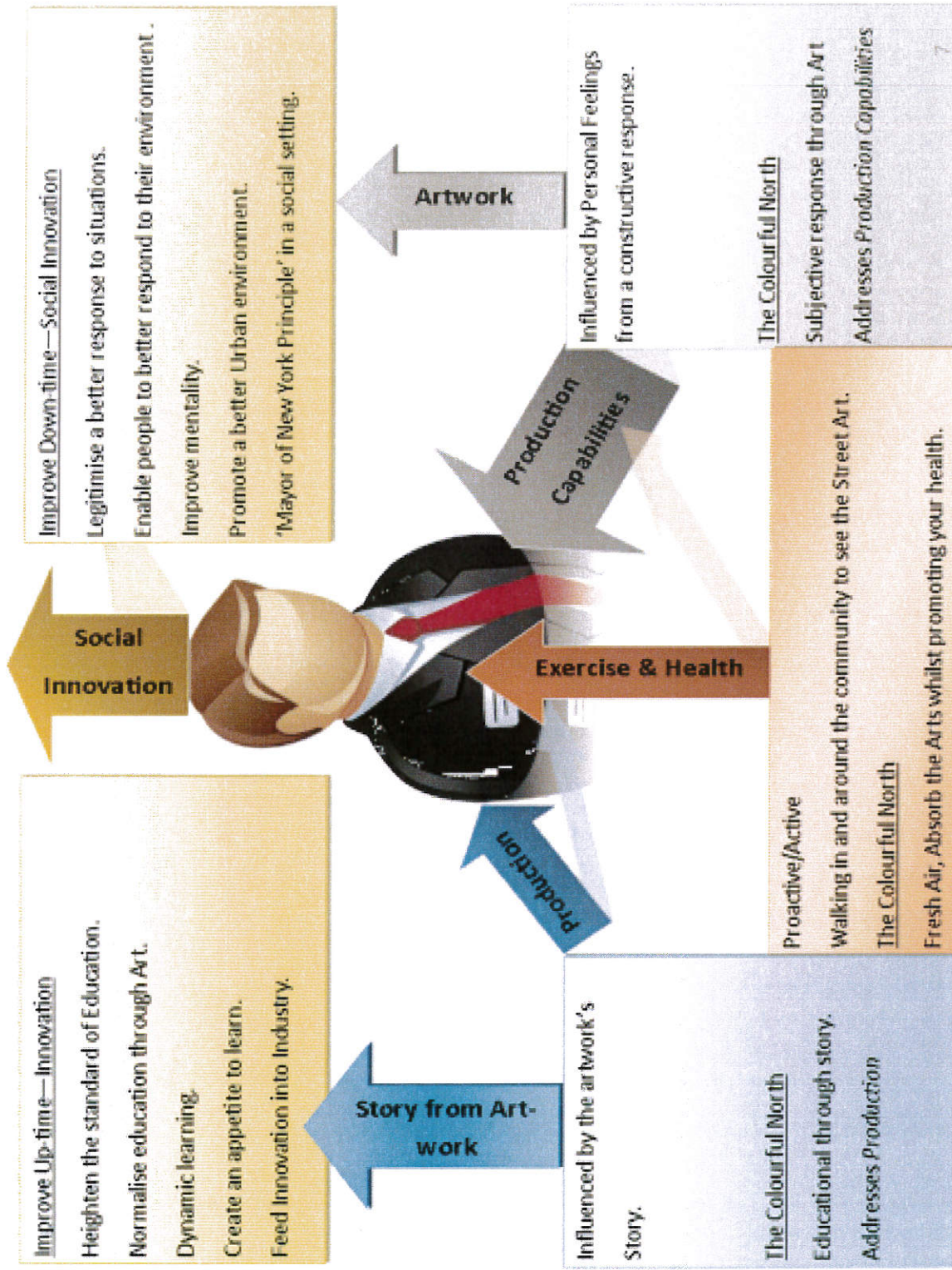
The pre-requisite of an Innovation is an Idea

The pre-requisite of an Idea is an Imagination

Through Pro-Active Subjection
You reap what you sow



What Social Innovation Looks Like...



Improve Up-time—Innovation

- Heighten the standard of Education.
- Normalise education through Art.
- Dynamic learning.
- Create an appetite to learn.
- Feed Innovation into Industry.

Improve Down-time—Social Innovation

- Legitimise a better response to situations.
- Enable people to better respond to their environment.
- Improve mentality.
- Promote a better Urban environment.
- 'Mayor of New York Principle' in a social setting.

Story from Art-work

Influenced by the artwork's Story.

The Colourful North
Educational through story.
Addresses *Production*

Production

Proactive/Active
Walking in and around the community to see the Street Art.
The Colourful North
Fresh Air, Absorb the Arts whilst promoting your health.

Exercise & Health

Production Capabilities

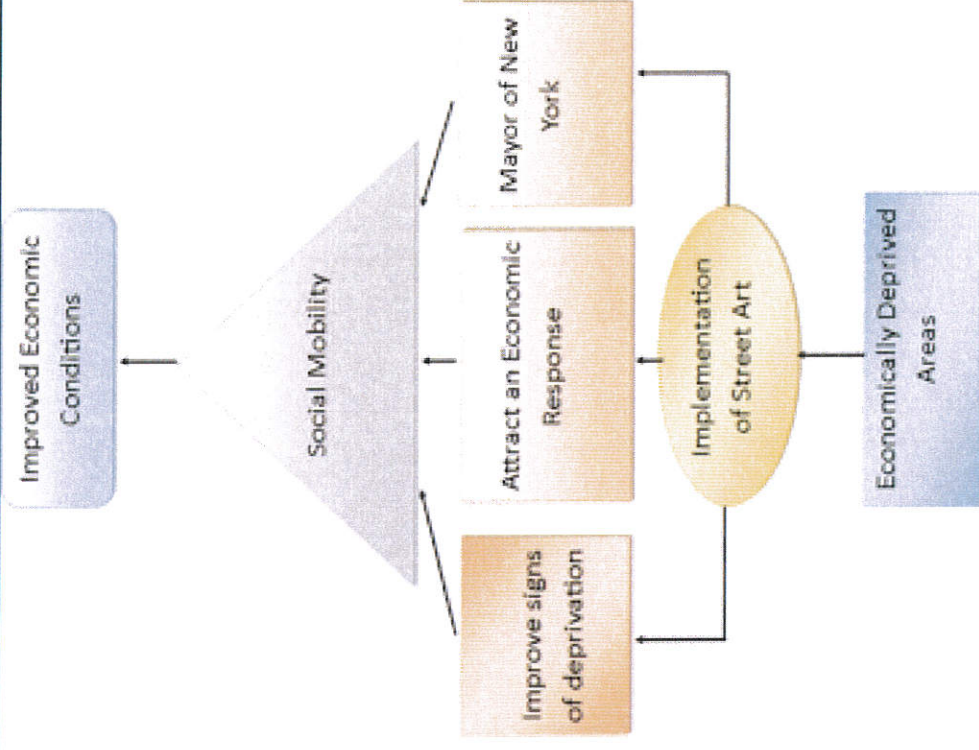
Influenced by Personal Feelings from a constructive response.

The Colourful North
Subjective response through Art
Addresses *Production Capabilities*

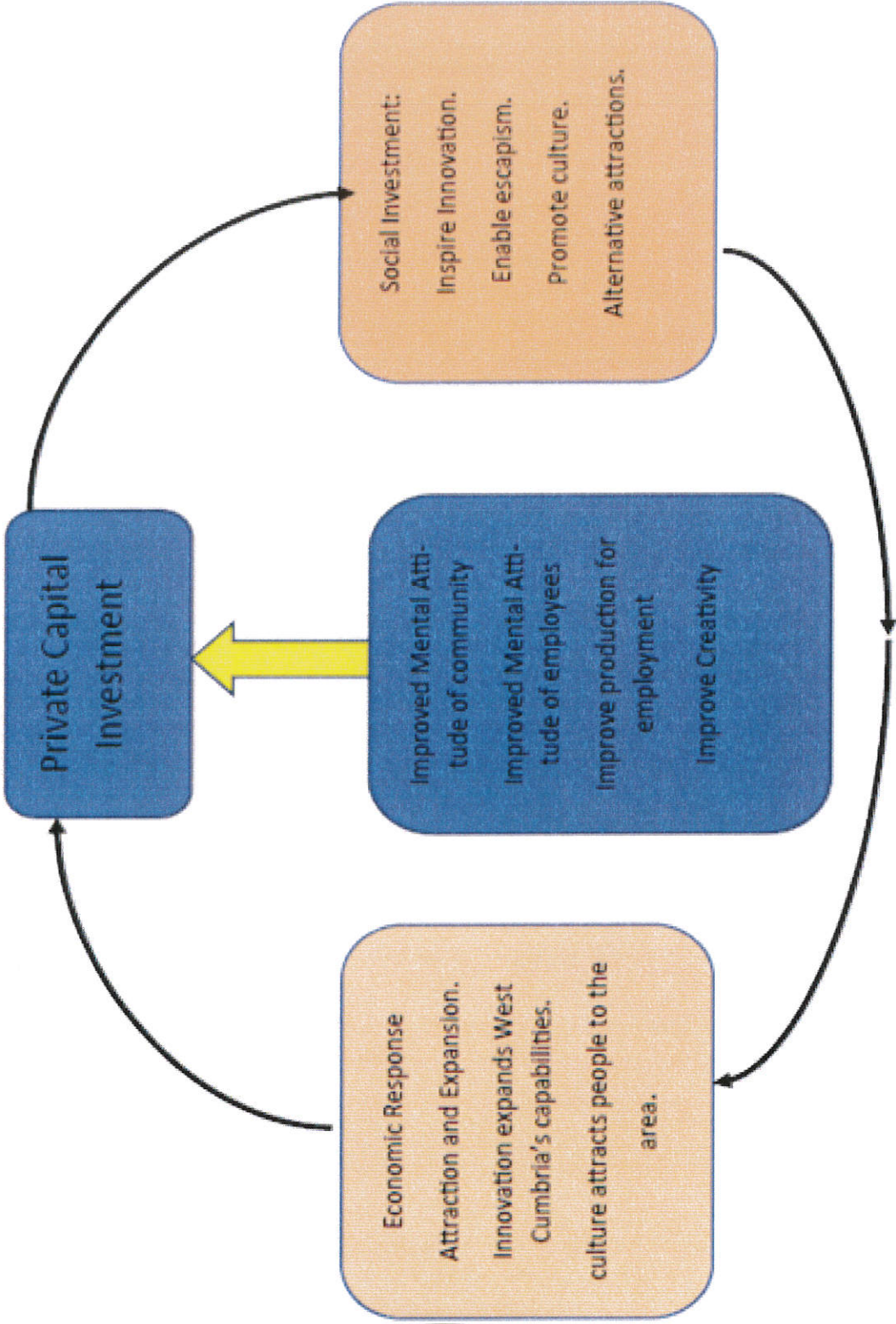
Artwork


Improve our Industrial Environment
Attract Investment
Attract World talent
Invest in the surrounding communities
Boost Social Innovation
Boost trade prospects
Boost Tourism
Diverse from our current Industries
Create an Ambience

Social Mobility of West Cumbria



Cultural and Economical Production





Revenue streams

Art's District:

- Merchandising.
- Sponsorship Packages
- Target Grant Funding
- Philanthropy
- Donations

Merchandising

The Colourful North is planning on creating both a physical and online merchandising platform of which people can buy memorabilia in order to finance The Colourful North's operations and wider community development. This includes:

- Artwork
- Posters
- Branded Merchandise (T-shirts, Stationary etc.)





Sponsorship Packages

The Colourful North CIC finances our Art Gallery on sponsorship packages for local businesses. This will include 3 different packages:

- Event Sponsorship: £4,000
- Canvas Sponsorship: £1,500 (Includes any potential council rates).
- Artist Sponsorship: £650

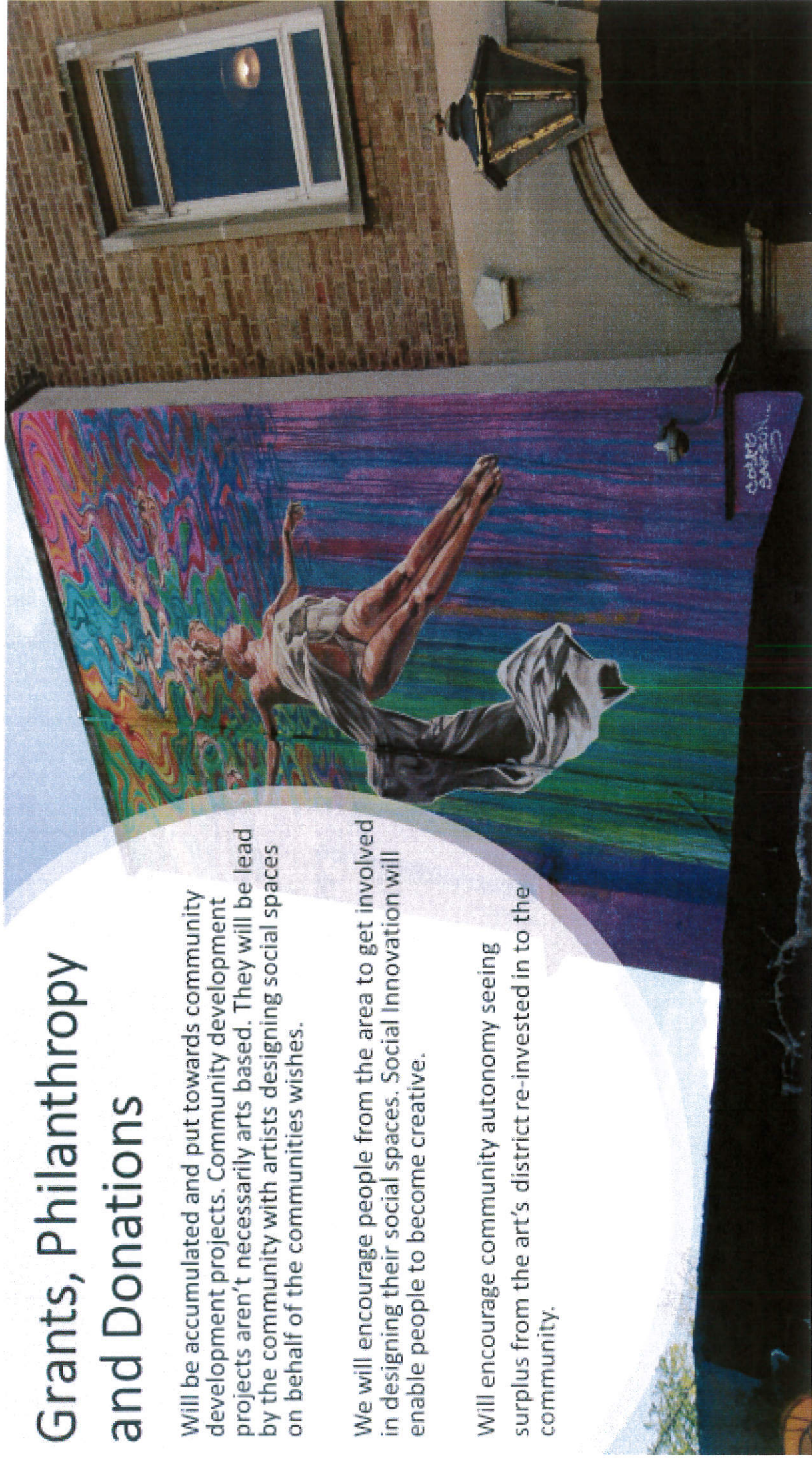
Please refer to Small Business Plan for identification of what is included in the packages.

Grants, Philanthropy and Donations

Will be accumulated and put towards community development projects. Community development projects aren't necessarily arts based. They will be lead by the community with artists designing social spaces on behalf of the communities wishes.

We will encourage people from the area to get involved in designing their social spaces. Social Innovation will enable people to become creative.

Will encourage community autonomy seeing surplus from the art's district re-invested in to the community.



Research and Forecasting

What is included:

Workshop
Professional Artist
Bills
Equipment costs
Possible product pricing
Labour costs
Entertainment
Business Insurance rates
Marketing success factor

Rental agreements and
license

Limitations:

Economic uncertainty
Donations/Contributions
Sponsors

Financial Year	2019	2020	2021	Total
Income				
Grants/Sponsorship	£100,000	£100,000	£100,000	£300,000
Sales	£22,500	£37,500	£57,500	£117,500
Total Income	£122,500	£137,500	£157,500	£417,500
				100.00%
Expenditure				
Wage & Pension	£36,366	£42,648.49	£46,922.58	£125,937
Rent	£14,400	£14,400	£14,400	£43,200
Merchandise (Budget)	£10,000	£18,000	£27,000	£55,000
Expenses	£500	£1,000	£1,000	£2,500
Insurance	£500	£510	£520	£1,530
Social Impact Study	£1,200	£1,300	£1,400	£3,900
Training	£1,000	£1,000	£1,000	£3,000
Website & Email	£400	£410	£420	£1,230
Professional Equipment	£500	£600	£700	£1,800
Telephone and Broadband	£400	£410	£420	£1,230
Accountance/prof fees including evaluation	£1,600	£1,640	£1,680	£4,920
Workshop/Community Development	£45,382	£40,724	£42,174	£128,280
Contingency 7%	£8,418.59	£9,198.19	£10,322.74	£27,939.52
Total Expendire	£120,666	£131,840.68	£147,959.32	£400,466
				100.00%
Deficit/surplus	£1,834	£5,659.32	£9,540.68	£17,034

Materials	
Spray Paints	£600
PPE	£150
Gazebo	£800
Scaffolding	£800
	£2,350

Event Entertainment	£2,000
Yellow Earl	
Location	
Venue Consultation	£500
Event Management	£550
St.John's Ambulance	£402
	£1,452

Professional	Price
Toddjerm	£500
Sarah Taylor	£1,750
Georgina Wood	£1,000
Sian Price	£250
Inkie	£1,600
Woskerski	£2,000
Mr.Cenzzone	£2,500
Zabou	£600
Andy Council	£1,000
Annika Wilkinson	£900
Used Pencil	£500
Beardy Syngery	£500
Andy Burns Colwill	£1,000
Jody Artist	£500
Ceepil	£500
Fauna Graffiti	£500
Annatomix	£1,000
Stephen Quick	£500
	£17,100

Marketing	
Social Media	£200
Flyers	£500
Additional	£200
Videography	£400
	£1,300

Road Closure	
Builders Deposit	£52
Highway Agency	£620
Advertisement Fee	£900
	£1,572
Total	£25,774

Purchase - Art's District Canvas' £11,908

Community Development	Per Session - 1 Day Event	Yearly Fee	
Artists Fee (8 Hours) - UK based	£300		
Materials	£200		
Utilities	£0		
Public Advertisement	£25		
Misc	£200		
PPE		£450	
	£725		
	2019	10	£7,700
	2020	20	£14,950
	2021	22	£16,400

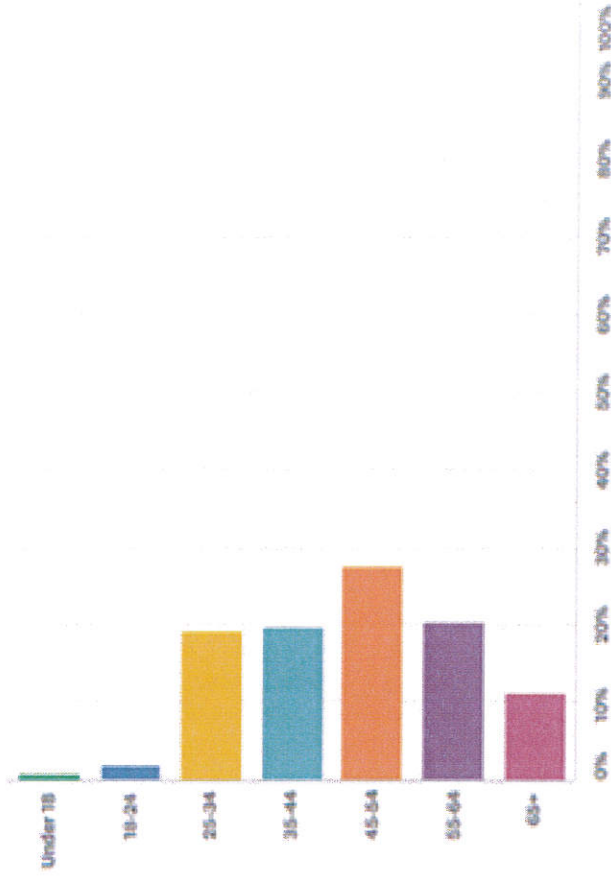
Workshop & Festival Total	Total
2019/2020	£45,382
2020/2021	£40,724
2021/2022	£42,174

Reserve Artists	
Ben Harrison	£500
Leimai	£500
Snub 23	£700
Daniil Danet	£700
Mr. Bunny	£1,000

	Position	Hourly Wage	Hours	Weekly wage	Weeks per year	Yearly wage	Pension	Total Wage
2019/2020	Director	£12.25	37.5	£459.38	52	£23,887.50	£716.63	£24,604.13
2020/2021	Director	£15.25	37.5	£571.88	52	£29,737.50	£892.13	£30,629.63
2021/2022	Director	£17.25	37.5	£646.88	52	£33,637.50	£1,009.13	£34,646.63
2019/2020	Support Worker	£9.15	24	£219.60	52	£11,419.20	£342.58	£11,761.78
2020/2021	Support Worker	£9.35	24	£224.40	52	£11,668.80	£350.06	£12,018.86
2021/2022	Support Worker	£9.55	24	£229.20	52	£11,918.40	£357.55	£12,275.95

Q1 How old are you?

Answered: 153 Skipped: 1



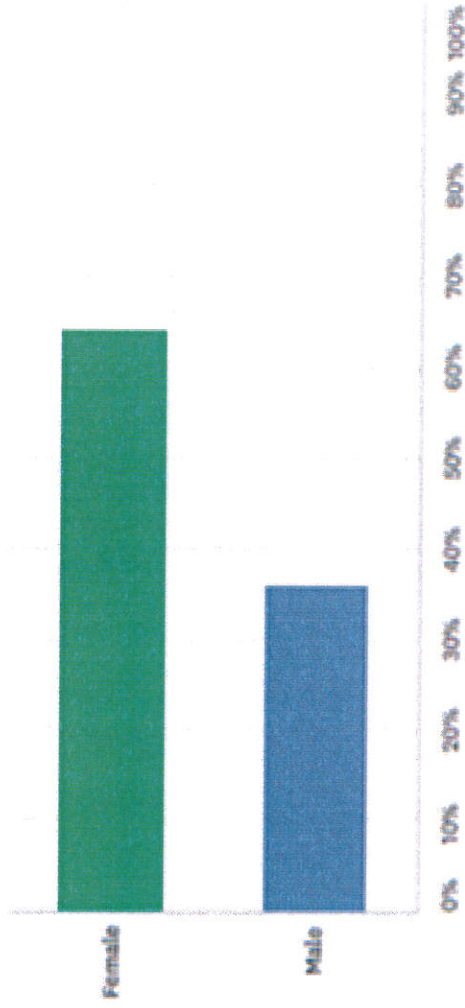
ANSWER CHOICES	RESPONSES
Under 18	1
18-24	3
25-34	29
35-44	30
45-54	42
55-64	31
65+	17
TOTAL	153





Q2 What is your gender?

Answered: 153 Skipped: 1



ANSWER CHOICES	RESPONSES
Female	98
Male	55
TOTAL	153

Q3 How often do you usually volunteer per week?

Answered: 150 Skipped: 4



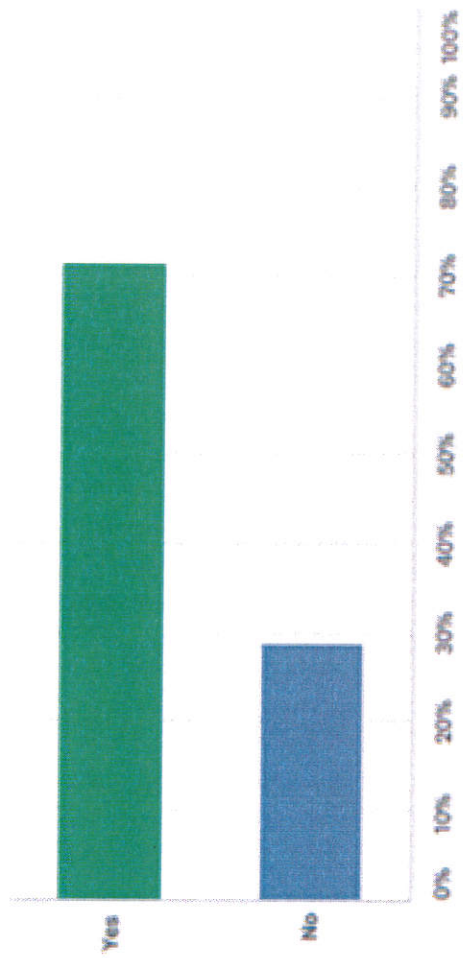
ANSWER CHOICES	RESPONSES
5+ hours (Frequently)	24 16.00%
3-5 hours (You give it a go)	17 11.33%
1-3 hours (Don't Mind helping out)	39 26.00%
Never	70 46.67%
TOTAL	150





Q4 Have you previously been interested in Art?

Answered: 154 Skipped: 0



ANSWER CHOICES	RESPONSES
Yes	110
No	44
TOTAL	154

Q5 Would street art designs in an outdoor art gallery format be of an interest to you?

Answered: 154 Skipped: 0



ANSWER CHOICES

Absolutely

41.56%

64

Given the right Location/Professionalism

46.10%

71

Not something I would consider

9.74%

15

Absolutely Not

2.60%

4

TOTAL

154



Q6 Would you consider art's based cultural development to be lacking from West Cumbria?

Answered: 152 Skipped: 2



ANSWER CHOICES

Yes

75.66%

115

No

5.26%

8

Haven't previously considered

19.08%

29

TOTAL

152



Q7 Would you prefer street art central to 1 location, or would you like community wide street art?

Answered: 149 Skipped: 5

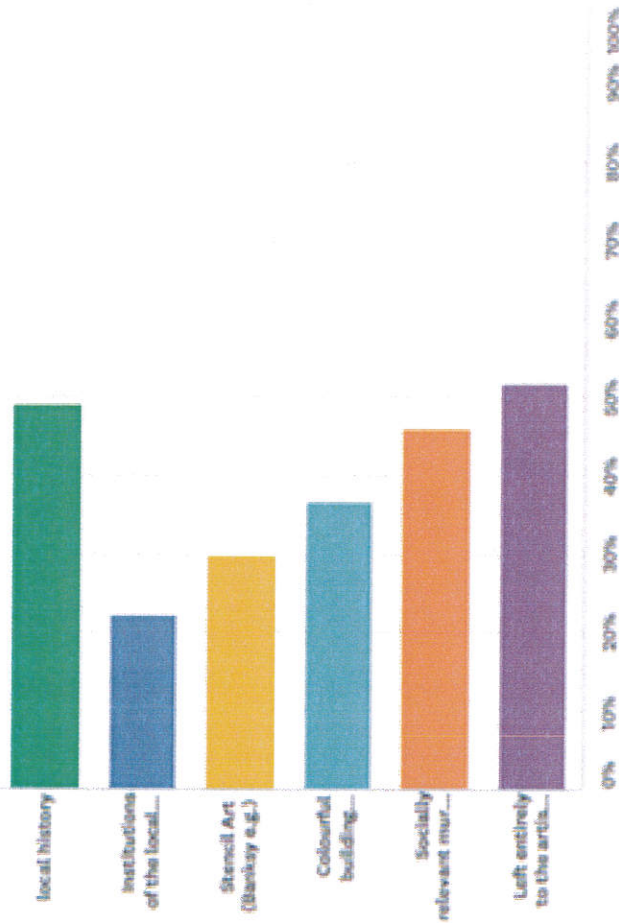


ANSWER CHOICES	RESPONSES
Central to 1 location	18
Community of street art	69
Both	62
TOTAL	149



Q8 What type of street art designs would you prefer to see?

Answered: 153 Skipped: 1



ANSWER CHOICES

local history

49.02%

Institutions of the local area (Present/Future)

22.22%

Stencil Art (Banksy e.g.)

29.41%

Colourful building modifications

36.80%

Socially relevant murals which capture society

45.75%

Left entirely to the artists creativity

51.63%

Total Respondents: 153



Question 9 – Genre’s and Locations of Desired Art

Locations People have enjoyed include:

- Manchester – Northern Quarter
- Melbourne
- Krakow
- Budapest
- Georgetown – Penang Malaysia
- Liverpool – Baltic Quarter
- Gothenburg
- London (Leake Street)
- Northern Ireland

Genres People Enjoy Include:

- Entertainment
- Music
- Socially relevant
- Political (Won't be implementing this into the Art's District)
- Hip-Hop culture
- Nature
- Typography
- Stencil Art
- High visual Impact
- Sports
- "Giving somewhere a soul"
- Historic Value

- Film
- Physical Sculpture
- Centenary
- "Anything that has colour and gives people a lift in their spirit"
- Poppy Displays
- Tattoo Designs
- Tagging (Won't be implemented outdoors whatsoever)

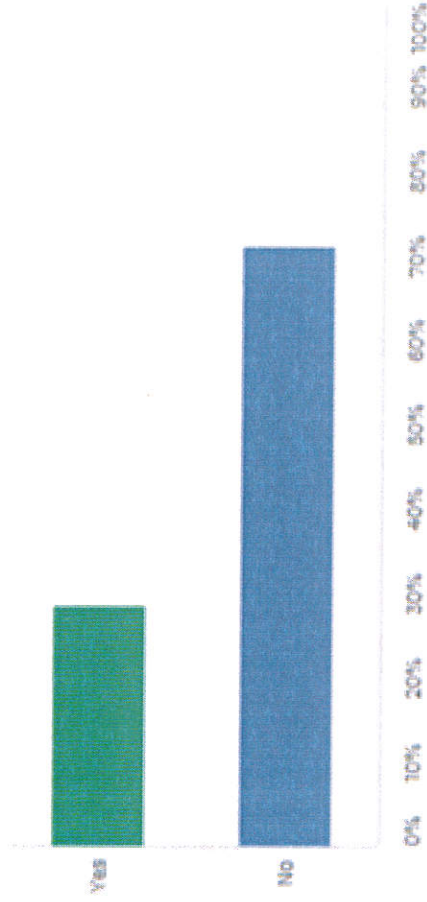


Q10

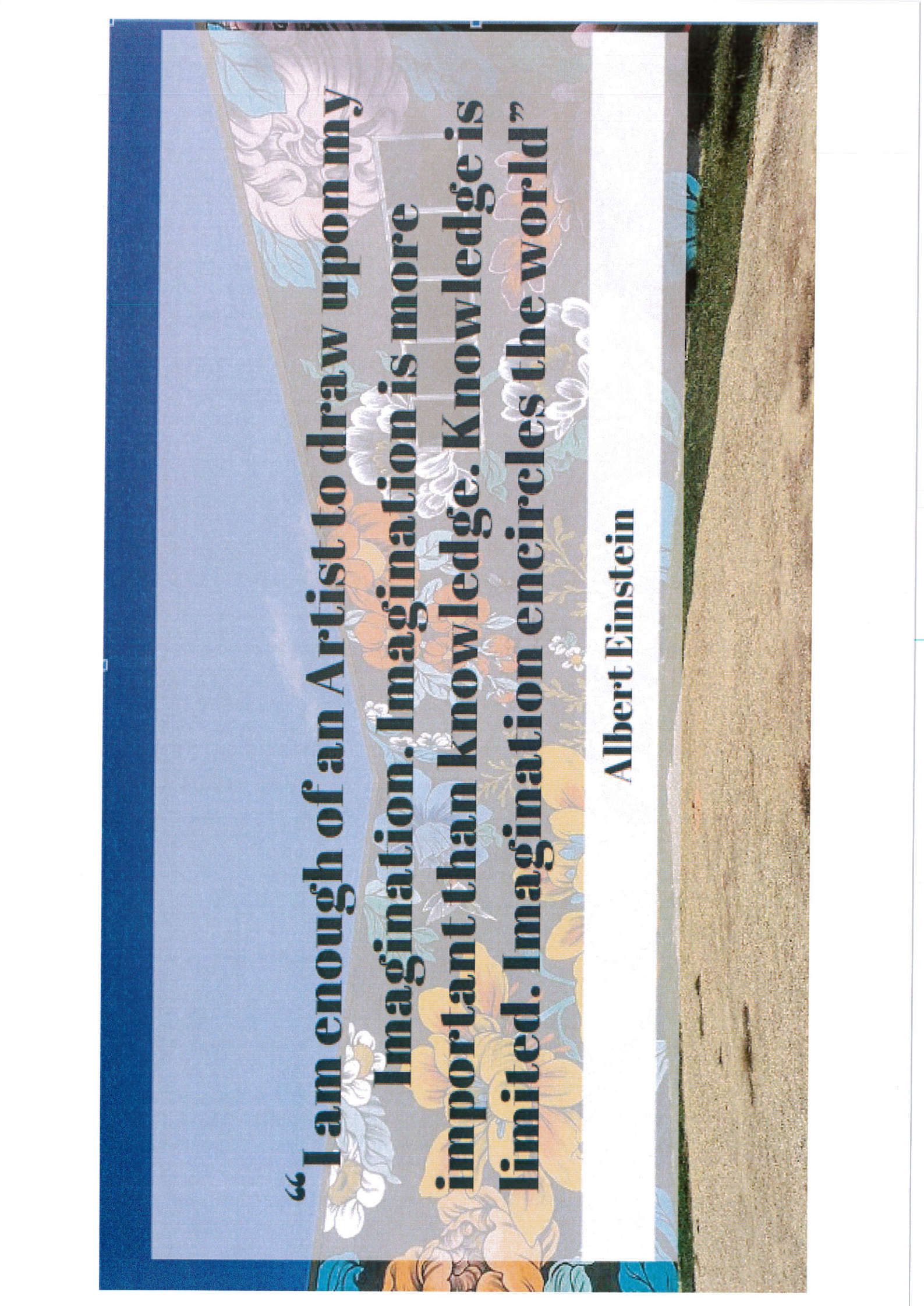
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Have you previously considered donating to cultural development or art's based initiatives?

Answered: 153 Skipped: 1

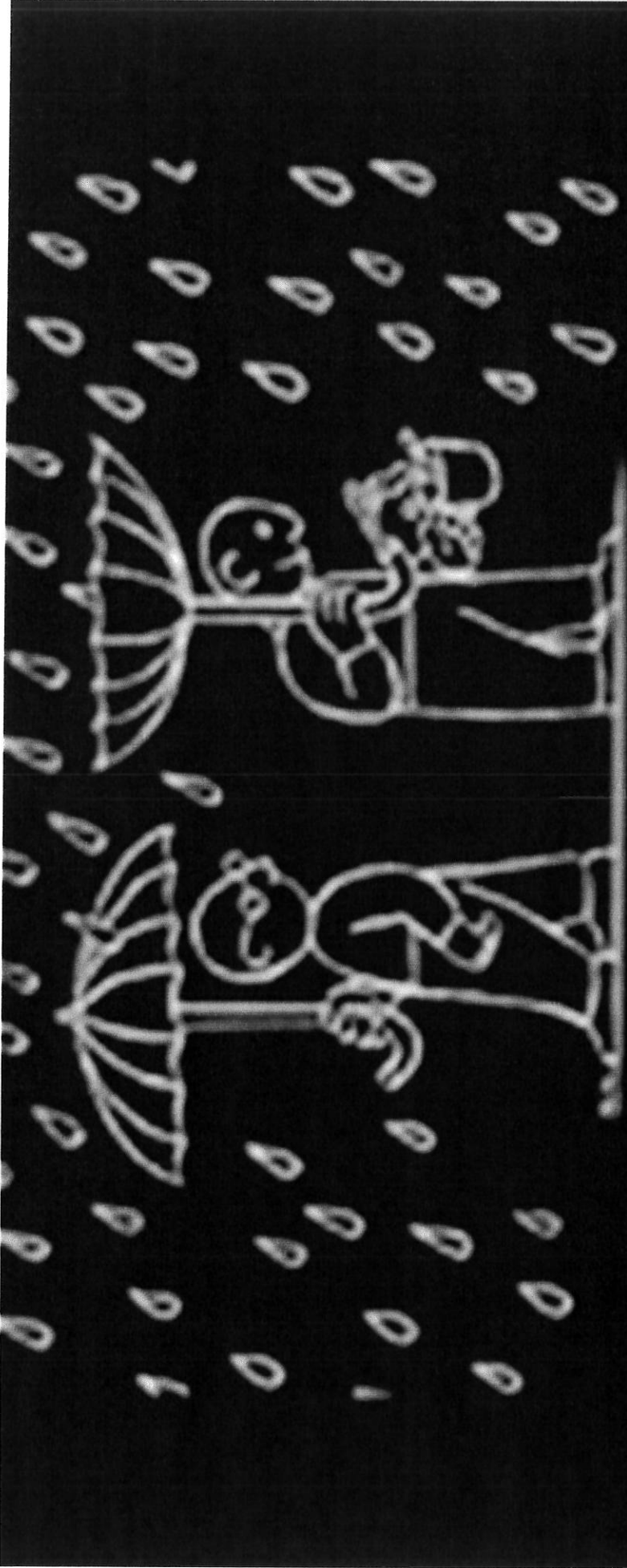


ANSWER CHOICES	RESPONSES
Yes	28.76% 44
No	71.24% 109
TOTAL	153



**“I am enough of an Artist to draw upon my
Imagination. Imagination is more
important than knowledge. Knowledge is
limited. Imagination encircles the world”**

Albert Einstein



INNOVATION IS A STATE OF MIND

Whitehaven Town Council

From: Steve
Sent: 04 June 2019 09:26
To: Whitehaven Town Council
Subject: Re: De fib

Hi Vanessa,

Thanks for the reply, what month meeting minutes will I find the details in.

I am currently on the committee for Whitehaven rugby union which is located on the playground near to Morrison's. This area is also used by whitehaven cricket club and various youth teams from both clubs.

There is also a strong link to local school who use the playing areas on various occasions.

Both club houses are also utilised for many different functions.

This is why I am contacting as I believe this is a ideal location to install a de fib to help many members of the local community of all ages.

Who would be the main contact to see if this is a possibility.

Thanks

Steve

Sent from my iPhone

> On 4 Jun 2019, at 09:03, Whitehaven Town Council <Clerk@whitehaventowncouncil.co.uk> wrote:

>

> Good Morning Mr McConnell

>

> The Council has agreed to exercise its powers to provide defibs and purchased 7 in total. The full details of which are contained within the minutes of meetings held which are available to view on the Town Council website.

>

> Regards

>

> Vanessa Gorley

> Assistant Clerk

> Whitehaven Town Council

>

> -----Original Message-----

> From: Steve

> Sent: 03 June 2019 17:38

> To: Whitehaven Town Council <Clerk@whitehaventowncouncil.co.uk>

> Subject: De fib

>

> Hello,

> I have heard that the town council are looking at installing de fib machines around the local area, is this the case?

>

> If this is true what is the qualifying criteria for installation?

>

> Thanks

>

> Mr S McConnell

>

> Sent from my iPhone

Whitehaven Town Council

From: Joan
Sent: 09 July 2019 15:16
To: Whitehaven Town Council
Subject: FW: Whitehaven Harbour - restoration of the North and West Pier Lighthouses

Dear Mrs Jewell,

I am writing to see if the Whitehaven Town Council would be willing to write a letter of support for a project that we are helping Whitehaven Harbour Commissioners to develop for the repair and restoration of both the North and West Pier lighthouses.

Alongside the physical works to the buildings, we are envisaging a range of public , education and skills training activities linked with the works, and some interpretation that would enable a much greater understanding of the role of the lighthouses within the local and wider community.

We will be submitting a bid to the Lottery fund and others for financial support for the project and it would be helpful to be able to show evidence of local support.

I can provide more information if this is something you feel you may be able to support, or if you would prefer to talk this through by telephone, please contact me on the number below.

I look forward to hearing from you soon.

With kind regards

Joan

Administrator

My normal working days are Monday to Thursday

culturatrust

Cultura Trust (formerly North of England Civic Trust)
The Schoolhouse, 12 Trinity Chare, Quayside, Newcastle upon Tyne, NE1 3DF
Tel: (0191) 232 9279 Web: www.culturatrust.org
Company Registered in England No.1654806. Registered Charity No.513055



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Community Policing
is our Priority

WTC : 25/07/2019
Agenda Item 12



Whitehaven Town Council – Police Update
July 2019

**CALL CUMBRIA
CONSTABULARY**



101

**IN AN EMERGENCY
ALWAYS CALL 999**

☎ 101

🌐 www.cumbria.police.uk

📘📺 [cumbriapolice](https://www.facebook.com/cumbriapolice)



INCIDENTS OF NOTE

There have been **105 reported incidents** from 20 June – 18 July 2019 for the Whitehaven town centre area. Of these there have been:

- 7 Suspicious Incidents (where full circumstances have not been established such as reports of bogus charity collectors, people loitering in street, banging and noises heard from distance)
- 12 Theft offences including shoplifting, thefts from unattended vehicles, attempt thefts
- 17 Concerns for welfare including mental health, persons collapsed in street, medical concerns
- 4 Criminal Damage (vehicles and buildings)
- 17 Anti-Social Behaviour incidents including youth disorder, drunken behaviour, noise and environmental issues – **4 of these related to reports of drinking in the area of St. Nicholas Gardens**
- 3 Drug related incidents including warrants and stop searches
- 2 Burglary
- 3 Highways related incidents including RTCs, motoring offences and disruption i.e. obstructions
- 17 Assaults and Public Order incidents
- 2 Domestic related incidents including verbal arguments and assaults
- 1 Sexual offences, including historical reports
- 0 Warrant includes fail to appear at court, non-payment of fines
- 0 Malicious communications including threats via social media
- 2 Fraud offences
- 3 Breach of Criminal Behaviour Order / Housing Injunction
- 9 Miscellaneous incidents including premise alarm activations, dog control issues
- 1 Missing persons reports (**all were found safe and well**)
- 0 Harassment offences, these were all domestic related, involving ex-partners



Community Policing
is our Priority



Please note the above figures may not be as accurate as previous reports as we have moved to a new incident log system, which we are experiencing a few issues with.

We are continuing to target the issues we have with on-street drinking and drug dealing within the town centre locality. This is being done through a combination of uniformed and plain clothed targeted patrols in key areas. In the last month a drugs act warrant has been executed on a town centre property, as well as numerous stop searches conducted on individuals. This has led to two arrests for potential drug supply offences as well as a further two arrests for possession of controlled substances.

Update provided by PCSO Mark Fishpool

Note from Neighbourhood Policing Sergeant

I urge residents and the public to report matters to the police first-hand where possible as this increases the 'quality' of the intelligence and gives greater gravity to the information when used in warrant applications and applications for injunctions and court orders. It is best if this is done at the time of the incident as we can hopefully catch offenders in the act. We will always however accept any information but would be able to have it carry greater weight if given in the circumstances given above. Information can also be given anonymously via Crimestoppers on 0800 555 111.

I am aware of issues around the use of the 101, non-emergency number and these have been raised at the appropriate level. If you have any issues feel free to contact myself. Incidents can be reported alternatively via email to 101@cumbria.police.uk or by visiting the 'Your Area' section of the website at www.cumbria.police.uk and selecting contact 'email your team' at the top right of the page.

If any further information is required regarding any of the information in this report, please do not hesitate to contact me in the problem-solving department.



PS 154

David Macdonald





Community Policing
is our Priority



CRIME FIGURES

Crime figures can also be obtained via the Cumbria Police Website:

<https://www.cumbria.police.uk/Your-Area/Your-area.aspx>

Alternatively use the following link:

<https://www.police.uk/>

FOLLOW US ON TWITTER AND FACEBOOK

www.twitter.com/copelandpolice

<https://www.facebook.com/cumbriapolice>

www.facebook.com/groups/CopelandFocus

<https://crimestoppers-uk.org/>

Contact police on 101, or in the case of an emergency always call 999.

Report non-urgent incidents on our website at www.cumbria.police.uk in the contact us section.

☎ 101

💻 www.cumbria.police.uk



cumbriapolice

