

**To all Members of the Council**

10 September 2021

You are hereby summoned to attend a Meeting of Rother District Council to be held at the Town Hall, Bexhill-on-Sea on **Monday 20 September 2021** at 6:30pm, when it is proposed to transact the business stated below.

1. To approve as a correct record and to authorise the Chairman to sign the Minutes of the Council meeting held on 5 July 2021
2. To receive apologies for absence
3. Disclosure of Interest  
To receive any disclosure by Members of personal and disclosable pecuniary interests in matters on the agenda, the nature of any interest and whether the Member regards the personal interest as prejudicial under the terms of the Code of Conduct. Members are reminded of the need to repeat their declaration immediately prior to the commencement of the item in question.
4. To receive the Chairman's communications
5. To answer questions from members of the public, if any, in accordance with paragraph 10 of the Council Procedure Rules (\*time limit 30 minutes)
6. To answer questions from Members of the Council, if any, in accordance with paragraph 11 of the Council Procedure Rules (\*time limit 30 minutes)
7. To receive the report of the Cabinet on matters for determination by full Council at its meeting held on 6 September (the meeting scheduled for 26 July was cancelled), as under: (Pages 1 - 2)  
**6 September 2021**
  - Appointment of Chief Executive (CB21/27)
8. To receive the report of the Head of Paid Service  
In accordance with paragraph 17a of the Overview and Scrutiny Procedure Rules and paragraph 4 of the Budget and Policy Framework Procedure Rules, of any urgent decisions taken at the Cabinet meeting held on 6 September 2021.
9. To receive a presentation from Stewart Drew, Director and Chief Executive of the De La Warr Pavilion on the De La Warr Pavilion Charitable Trust annual update (Pages 3 - 52)
10. To receive the report of the Chief Executive on the Appointment of a Representative to serve on the Rye Chamber of Commerce (Pages 53 - 54)

**For details of the Council, it's elected representatives and meetings  
visit the Rother District Council Website [www.rother.gov.uk](http://www.rother.gov.uk)**

11. To receive the report of the Chief Executive on a change to the political make-up of the Council and to consider and approve the revised allocation of Committee seats and appointments thereto in accordance with the political balance rules or as otherwise determined by the Council (Pages 55 - 56)
12. In accordance with Council Procedure Rule 12 consideration be given to the following Motion to Council submitted by Councillor Bayliss: (Pages 57 - 118)

That Rother District Council:

- a) acknowledges the importance of better bus services for meeting the priorities in the Environment Strategy, Economic Recovery Strategy, and Corporate Plan;
- b) endorses the specific recommendations in the Bexhill Better Buses campaign report and the Campaign for Rural England's 'Every Village Every Hour' report;
- c) calls on parish and town councils to engage with East Sussex County Council as they develop their Bus Improvement Plan in response to the Government 'Bus Back Better' strategy; and
- d) requests that officers actively work with East Sussex County Council to ensure that their Bus Improvement Plans meets our corporate objectives.



Malcolm Johnston  
Chief Executive

Town Hall  
Bexhill-on-Sea  
East Sussex  
TN39 3JX

## Rother District Council

Report to	-	Council
Date	-	20 September 2021
Report of the	-	Cabinet
Subject	-	References from Cabinet Meetings

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The Council is asked to consider the recommendation arising from the Cabinet meeting held on 6 September (the meeting scheduled to take place on 26 July was cancelled) as set out below.

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### **CABINET – 6 September 2021**

#### **CB21/27. APPOINTMENT OF CHIEF EXECUTIVE**

Members considered the report of the Leader of the Council on the appointment of the Chief Executive and Head of Paid Service.

Following a successful performance review and initial year in the role, Cabinet recommended that Malcolm Johnston be appointed to the role of Chief Executive and Head of Paid Service on a substantive basis with immediate effect.

**RECOMMENDED:** That Malcolm Johnston be appointed Chief Executive and Head of Paid Service on a substantive basis.

(Mr Johnston declared a Personal and Prejudicial Interest in this matter as the Chief Executive and Head of Paid Service and left the meeting during the consideration thereof).

(Cabinet Agenda Item 13)

Councillor D.B. Oliver, Leader of the Council

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## **De La Warr Pavilion Charitable Trust Annual Report for Rother District Council; 2020 - 2021**

Prepared by Stewart Drew, Director and CEO, August 2021.

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### **Introduction**

- This report sets out in summary the activities and achievements of the De La Warr Pavilion (DLWP) Charitable Trust during the financial year 2020/21. This is in addition to the quarterly reports submitted to monitoring officers as part of the funding agreement with Rother District Council (RDC).
- We are in the final year of the 2018-22 business plan which is closely monitored by the Board with a series of SMART objectives and KPIs. The business plan is being reviewed for March 2022 in line with the ACE NPO cycle.
- The Covid-19 pandemic and resulting enforced closures and restrictions from March 2020 onwards severely impacted DLWP during 2020/21. This report reflects that impact and illustrates how DLWP has adapted and pivoted operations and programming - developing new activities and ways of working to combat the unprecedented events of the past year.

Our Vision, Mission and objectives are as follows:

### **De La Warr Pavilion**

Established 1935, modern ever since

### **Mission**

To be a flagship centre for the arts and a vibrant cultural hub for the south-east, owned by our communities; known for our programme nationally and internationally.

Responding to our world class architecture and living heritage, to allow greater access to cultural experiences, and to ensure culture-led regeneration for the region has sustained momentum into the next decade and beyond.

## **Belief**

The De La Warr Pavilion is a centre for contemporary art within one of the most iconic modernist buildings in Britain.

In the pioneering and progressive spirit from which the building originated, we produce an innovative, high quality and integrated programmes of art, live performance, learning and culture.

By putting artists and audiences at our heart we aim to be accessible and relevant, create opportunities, drive aspirations and reflect the thinking and ideas of the world in which we live.

## **Objectives**

1. Produce, present and promote a high-quality programme of modern and contemporary work that responds to the needs and aspirations of both artists and our audiences.
2. Enable artists of every culture and discipline to create new work or present new experiences of existing work within an environment committed to excellence and best professional practice.
3. Work with audiences and communities to engage them with the Pavilion and our artistic programme, making it relevant to them as a visitor or participant.
4. Develop and conserve the De La Warr Pavilion's fabric with reference to its cultural significance and architectural status, and to promote our heritage through public and artistic programmes.
5. Maintain a viable, resilient and sustainable business model, seeking to diversify income streams by growing fundraising and commercial activity.
6. Be a catalyst for the cultural, economic, tourism and social regeneration of Bexhill and the surrounding region.

The Trust mirrors these objectives with the following sub committees of Trustees as key areas of focus:

- Finance & Trading

- Fundraising
- Capital Appeals Committee (developed from the Building & Maintenance Committee)

These committees form key working groups and provide guidance, expertise and support to the executive and lead officers.

### **Core Revenue Funding**

- Arts Council England (ACE) National Portfolio Organisation (NPO) funding is agreed for the period 2018-22, with a revenue grant of £508,430 per annum over the 4 years. ACE adjusted this figure to £517,785 in 2021.
- ACE's assessment of our annual NPO report was that DLWP is 'Strong' across the following key areas: excellence of programme; access for audiences; resilience; diversity (workforce, artistic programme, audience development); management and governance.
- We are applying for an extension to the NPO funding for the financial year 2022/23 in September 2021 (this is in response to the pandemic) and then will be applying for the next full NPO round in March 2022.
- RDC's funding is key to securing the ongoing ACE funding at sustained levels and which typically accounts for around 15% of the organisation's annual turnover pre pandemic. Turnover is then typically made up in the following way:
  - Public Subsidy (ACE & RDC) accounted for 27%
  - 31% from Trading
  - 31% from Box Office Receipts
  - 5% from fundraising (non-public sources).
- RDC's funding agreement was renewed on 1 April 2021, for three years until 31 March 2024.

In addition to the annual funding, DLWP were awarded additional funding to sustain the organisation through the pandemic. For the 2020/21 financial year, this comprised:

- Arts Council England Emergency Response Fund £375,000
- Arts Council England Cultural Recovery Fund 1 £657,713
- Rother District Council loan £350,000

DLWP were also awarded £325,000 from Arts Council England Cultural Recovery Fund 2 for the 2021/22 financial year.

### **Business Plan Headlines**

The headline ambitions for the 2018 – 22 period are:

- Grow visitor numbers & engagement
- Become a combined arts organisation
- Develop Learning & Participation programme across the organisation
- Develop the organisation as a centre for skills & research
- Increase income; fundraising & commercial
- Increase relevance & resilience.

The building is at the heart of what we do. We want to engage more people with our heritage and will grow visitors to 650,000 by the late 2020's. We will do this by developing a new capital project to:

- Improve the audience/visitor experience and DLWP's public realm
- Deliver essential conservation work to our beautiful Grade I Listed building
- Unlock programming (visual arts, live, & learning) potential, including external programming on our rooftop terrace, bandstand, and in our auditorium
- Reinststate the importance of the Pavilion's Modernist architecture and deepen public engagement with our rich heritage
- Achieve resilience by unlocking commercial income and trading opportunities and becoming more sustainable.

These ambitions respond to regional opportunities for growth:

- Over the last decade the RDC strategy to secure investment in a number of key projects including the Pavilion, Bexhill Museum, Elva Way, the seafront, Link Road, Bexhill High School has had a significant and positive effect on our organisation and the District.
- In turn, the development of other cultural assets within the region continue to build critical mass for a unique visitor offer including Devonshire Park (Eastbourne); Towner; Hastings Pier; Hastings Contemporary; White Rock Hastings; Charleston; Brighton Dome and Festival; Rye Nature Reserve.



- The impact of the Link Road brings better transport links and unlocks more homes and commercial opportunities to allow us to grow our audiences. We hope that these developments will unlock more hotel rooms in the vicinity of Bexhill which will have a significant impact on the resilience of our operation.

### **The New People’s Palace. Unlocking Community, Creativity and Skills**

An application for funding for the DLWP community, creativity and skills project was submitted by RDC to the government’s Levelling Up Fund.

The project vision is to level up Community, Creativity & Skills in our region. Building on the legacy of culture-led regeneration, DLWP will unlock tourism, new programmes tackling regional inequality and civic pride within its community.

The realigned site will realise its full potential – growing ticket sales to 85,000 (+40%) per annum, learning/skills engagement to 20,000 per annum (+270%) and normal yearly visitors from 420,000 to 650,000 – an uplift of 55% on completion in 2023/24.

#### *Outcomes*

- Widen community engagement with arts & culture, improving wellbeing and building civic pride in six of England’s most deprived wards, via investment in new community spaces and programmes
  - Artist residencies, workshops and outreach co-designed with communities
  - Deeper partnerships e.g. Heart of Sidley (deprived communities), Project Art Works (artists with complex needs) and East Sussex and Brighton & Hove Music Services (young people)
- Significantly grow the local visitor economy, including local jobs in hospitality, hotels and retail, catalysed by DLWP’s leadership roles in tourism networks, 1066 Country (DMO) and Sussex Modern.
- Create new jobs and upskills for local residents, working closely with cultural partners and networks to align career progression regionally:
  - Talent Accelerator creative careers programme with East Sussex Careers Hub and East Sussex College Group
  - Adult learning and T-level Industry placements with Bexhill College and ESCG
  - Supported Apprenticeships for young people with autism with Little Gate Farm

- Networking and training for Creative Industries and SMEs via SELEP's creative workspace project

An announcement on the Levelling Up Fund is expected in the Autumn Budget Statement.

## **2020/21 in Figures**

- The closure of the building and restrictions on live performance as a result of the Covid 19 pandemic had a devastating impact on DLWP visitor figures during the period 2020/21.
- We welcomed 23,000 visitors into the building, 94% fewer than the previous year and sold a total of 3013 tickets to 51 events (37 live, 14 ticketed online workshops/talks). The building was open for 89 days and is currently operating on a 5 day week.
- The uncertainty for much of the year meant our Live programme was continually postponed and re-scheduled. 100 shows were re-scheduled during the period and 6 cancelled.
- We responded to the physical constraints of the pandemic by taking much of our programme online and introducing a wide range of new digital activities. Through 77 digital activities including talks, workshops, creative sessions and live streaming of gigs, DLWP engaged with more than 4000 people across the year.
- DLWP were one of the first venues in the UK to trial socially-distanced live performances following the lifting of restrictions in July 2020. 38 performances of Eddie Izzard's comedy and Dickens shows to raise funds for DLWP were held on the Rooftop Terrace in July/August 2020.
- Of those attending outdoor events in 2021, 85% rated the new set up good or excellent.
- 32% of ticket buyers travelled 30+ minutes to reach us and 33% stayed away from home with 18% in paid accommodation. While in Bexhill, 44% visited a restaurant/café and 13% visited a pub or bar.

- Due to ongoing closures and restrictions, DLWP's exhibition programme was re-scheduled and two existing exhibitions - Zadie Xa's *Child of Magohalmi and the Echoes of Creation* and Marc Bauer's *Mal Être / Performance* - extended through to January 2021. Content from both exhibitions was made available online, via virtual exhibition the TheVOV and DLWP's YouTube.
- 96% of visitors rated our exhibitions good or very good, 95% would recommend our exhibitions and 44% spent 30+ minutes in the galleries.
- Over the past year, DLWP has worked with notable partners across the UK and beyond including The Peale Center for Baltimore History and Architecture, Baltimore, Brighton Museum and Gallery, University of Brighton, Wellcome Trust, West Dean College of Arts & Conservation, Drawing Room, London, Dundee Contemporary Arts and Gasworks.
- Despite the building's closure for long periods of time, we engaged with a wide range of groups across the community including:
  - Over 3700 families viewed activities online - including PLAY CIRCLE, Festive Fun, Big Draw, Valentine, Easter and LOOK-THINK-MAKE YouTube videos, SoundCloud plays and Instagram tasks
  - 200 families, including those on low incomes using Bexhill, Battle & Rye foodbanks, engaged with DLWP creative packs
  - Over 400 children and adults joined in the Great Big Art Exhibition project
  - 16 children attended the 2021 Easter Holiday Food and Fun club at DLWP in conjunction with East Sussex Music Services
  - 57 primary and secondary school pupils visited the building
  - 58 primary school pupils engaged via outreach and online sessions
  - 24 scouts engaged via online sessions
  - 31 teachers took part in 2 online CPD sessions
  - 2 work experience placements (remote) for students from University of Brighton
  - 25 artist educators & session facilitators
  - 336 creatives and creative businesses attended online talks
  - 325 DLWP Members & Patrons attended exclusive online talks
- DLWP live digital events included:
  - 18 Art & Aphasia sessions and meetings
  - 1 Framing Migration event

- 28 Young Creatives sessions for 14-22 year olds
  - 11 All Welcome Reading Group sessions
  - 5 Care & Citizenship events
  - 4 Talking Loud talks for the creative industry
  - 5 Pavilion Stories talks for members and patrons
  - 6 live streamed gigs
- In addition to the emergency support funding from ACE and loan from RDC, we have attracted over £583,303 of additional income, through fundraising activity.

This includes funding from: the Garfield Weston Foundation's Weston Culture Fund; the National Lottery Heritage Fund (NLHF) to support DLWP's recovery including building repairs and improvements such as replacing the floor in the Café Bar and repairing the automatic front doors, and the government's Culture Recovery Fund for Heritage to fund vital remedial repair works to the window of DLWP's iconic south staircase.

- We have over 115 staff on the payroll, including part time and casual staff. 90% of staff are from the Rother and Hastings Area.
- DLWP has over 80,000 twitter followers and high engagement on Facebook, Instagram and LinkedIn. There were 16,500 engagements with digital learning products across the year and over 1.55m YouTube views (due to continued interest in Florence Peake's RITE performance video) with 7,727 views of 37 new YouTube videos
- Delayed due to the pandemic, May 2021 saw the launch of England's Creative Coast - a £1.3m cultural tourism led project aimed at increasing visitors to the South East by 3%. DLWP is one of 7 partner venues for the project.

## **Organisation Activity Report**

### **Civic and Community**

- Despite DLWP being able to host only a minimal number of live events over the year, we continued to make use of the building when possible and developed a new programme of online activities and events with the quality, volume and variety of our programming helping us engage with a wide range of audiences.

- Digital audiences included young people, families and children, adults, creative businesses and DLWP members and patrons and spanned live and recorded online talks, interviews, workshops, creative play sessions, films and streamed gigs.
- In November 2020, DLWP held a mini festival of light using a mixture of animation, sky lights and lasers. The aim was to thank NHS staff and other keyworkers, align with Light Up Bexhill and support #wemakeevents, raising awareness of the plight of staff in the music and events industry during the pandemic. Photographs posted on social media reached over 10,000 people with more than 1000 positive responses.
- As part of the national Great Big Art Exhibition national project organised by Firstsite, Colchester, DLWP exhibited more than 400 artworks by children and adults in the windows of the Ground floor gallery and auditorium in April/May 2021.

The community were invited to create and send in artworks to display on the theme of either 'Flowers' or 'Drawing the Future'. Art packs were supplied to local foodbanks and the project was promoted to local network groups, including the Parchment Trust, Rother Voluntary Action and Bexhill Dementia Action Alliance. Other local organisations involved included Bexhill Artist Workspace, Bexhill Art Society, the Education Futures Trust and Hastings Direct.

Feedback on the project has been hugely positive:

*'I think this is a fabulous idea and lovely way to involve the community and get them thinking about art.'*

*'I'm a huge supporter of the DLWP (I've lived in Bexhill all my life and always have been) and things like this make it even better!'*

*'Just wanted to let you know that the art bags went down a treat with the children. They were so pleased to get them and the quality of the materials inside was commented on by parents and children. Let's hope we now have lots of lovely paintings for you to display in your windows!'*

- DLWP developed, packed and distributed *Let's Create* bags for children to foodbanks across Rother for Christmas

- DLWP worked in partnership with East Sussex Music to pilot a 2021 Easter Holiday Food and Fun Club for children who receive benefits-related free school meals. 200 art packs were distributed, and 16 children attended the holiday club over 4 days. Feedback from the children included:

*'I think my favourite part is playing together with all the different types of instruments'*

*'It's better than staying at home, being stuck on the phone, TV and all the other stuff. You can actually come here, have fun and a good most of your day'*

Suggestions from the children for future courses included *'add different sorts of instruments'* and *'more art'*.

*We wanted to say a huge thank you to you and your incredible team at De la Warr Pavilion. You have created an extraordinary support for so many families. We were all blown away by your set up.* ESCC Evaluation Team

The club is running again for three weeks in the 2021 summer holiday with weekly project topics - Dinosaurs, Ancient Egypt and collaboration with Sidley Tourist Board – planned.

- In September 2020, DLWP hosted 2 Eddie Izzard performances to raise money and awareness for The Bexhill Family Collective and their fight to save the Cygnets and Rainbow nurseries in Bexhill & Sidley.
- In March 2021, DLWP launched a new community-focussed programme, Care & Citizenship. Developed in response to the Covid crisis and Black Lives Matter and driven by local organisations, artists and individuals, the programme aims to connect people, groups and places and encourage learning and knowledge sharing.

A series of online events have been held and a new App, Town Tales, Home Stories launched which gives local people the opportunity to share and listen to personal perspectives on subjects including care and kinship.

- DLWP has been working with our partners Heart of Sidley (Big Local) and Optivo to develop a major project to support young people in Sidley.

- Our Members have always played a crucial role in the life of DLWP and through the pandemic they have shown unprecedented support and loyalty. Despite being unable to visit for much of the year or take advantage of some membership benefits, our overall Members & Patrons income during this period grew 9% and Members' contribution to donations rose to 38% from 24% the previous year.

The contribution of our members, particularly over this unprecedented last year, cannot be understated and we are hugely grateful for their ongoing support.

In March 2021 DLWP launched Pavilion Stories, a new series of online talks for Members and Patrons. Exploring the De La Warr Pavilion's pioneering architecture, living social history and modernist ethos, speakers included Bexhill Museum curator Julian Porter, Bexhill-based artist, Carl Ghent, founder of the Refugee Buddy Project, Hastings, Rother & Wealden, Rossana Leal, and architectural historian Kathryn Ferry. 325 people joined the 5 online sessions, 63% from Bexhill. 100% of those responding rated the event content very good or excellent with comments frequently including 'interesting', 'fascinating' and 'informative'.

- Of those who visited DLWP, 58% travelled less than 30 minutes.
- Our visitors have a strong sense of the DLWP's role as a civic hub at the heart of the community:
  - *97% agree DLWP is good for Bexhill & the surrounding area*
  - *85% agree or strongly agree that DLWP enhances the sense of community*
  - *82% agree or strongly agree that DLWP encourages participation in community life and events*
  - *93% agree or strongly agreed that DLWP is welcoming for the whole community*
- DLWP continued to offer opportunities for everyone to experience the visual arts through our free exhibitions programme.
- DLWP provides a valuable resource for individuals, community organisations and local businesses. As with all live activities, due to pandemic restrictions, community activities such as conferences, weddings and events for local organisations were decimated and we were able to host only 1 wedding.

Instead, we worked on our varied online programme and other activities with a wide range of groups from across the community.

## Young People

- DLWP continues to put the health, wellbeing, skills and aspirations of young people at the heart of its activities.
- DLWP is leading on Talent Accelerator, an exciting new programme which aims to get young people across East Sussex passionate about and into the Creative Industries.

Designed for pupils in secondary school, college or further education - particularly those from areas of high deprivation, rurally-isolated places and under-represented backgrounds - *Talent Accelerator* will bring together and build on more than 40 existing initiatives across the county. Involving educational establishments, local businesses and training providers, *Talent Accelerator* aims to make sure we are giving our young people easily accessible, relevant and joined up support, advice and real-life experience at every stage on their creative career path.

The project, delayed due to the pandemic, will pilot in 2022 and be led by a Project Director based at DLWP and reporting to Stewart Drew.

- DLWP's Young Creatives programming group for 14 to 22-year olds met weekly online over the past year with its members continuing to play an active role in the organisation. Activities included:
  - Working with artist local Sam Ayre on Everything Changes Everything, a project exploring change across art, society, history and culture which culminated in a podcast series and the creation of new visual and audio works
  - Interviewing artists David Blandy and Holly Hendry with a prep session involving Time Out London's Art and Cultural Editor Eddie Frankel
  - Working with Educator and Equal Rights Campaigner Zo Daniels, to produce a mini-series of interviews with creative professionals including illustrator Nina Cosford, Games Designer Richard Hogg and Home Live Art Director Katy Baird. The interviews were posted online to provide career insight and tips to other young people.



What the DLWP Young Creatives say:

*'I came to the De La Warr Pavilion for my work experience and was interested in continuing an involvement through the arts. Becoming a Young Creative has been interesting and has introduced me to new ideas'*

*'The Young Creatives enables me to expand on my ideas around art and understand others' ideas as well as developing skills of my own'*

*'Young Creatives allows a real insight into the running of an organisation like the De La Warr Pavilion'*

- DLWP's Art Lab sessions for young people aged 14 – 19 experiencing social, emotional or mental health challenges transferred online as a result of the March 2020 building closure. Co-produced by DLWP and Sussex Discovery College, the sessions were led by artist Annis Joslin and Mental Health support worker Rivkah Cummerson.

Comments from the young people in the sessions included:

*'I have really grown in confidence from doing this course'*

*'My work came out much better than I thought. I am really proud'*

*'I quite like being at DLWP... you could get inspired'*

Following this successful pilot, Art Lab is being relaunched in autumn 2021, working in partnership with Photoworks, Brighton.

- DLWP partnered with 1066 Music City, Jazz South and Eggtooth to develop OFFSTAGE – a series of online workshops, discussions, Q&As and jazz performances for 16–25 year olds in Sussex over the May 2021 Bank Holiday. The festival featured performances by four young East Sussex poets who were commissioned to create new works in dialogue with the Care & Citizenship programme which were co-ordinated by Eggtooth and supported by poet Luke AG.
- DLWP continues to work with local colleges and involve them in our programming. Activities in 2020/21 have included:
  - Providing ongoing support to students at Bexhill College studying Foundation Art & Design, Level 3 Art & Design and Media and A-level Film Studies

- In November 2020, DLWP shared a film produced by the Media students as part of Kids in Museums Takeover Day
- Students developed artwork to promote a virtual screening of the film *White Riot* in conjunction with Bexhill Film Spotters on 30 April 2021
- In July 2021, Technical Extended Diploma Level 3 Art & Design students joined a workshop with Holly Hendry for a wearable sculpture project in dialogue with Holly's *INVERTEBRATE* and *INDIFFERENT DEEP* exhibitions. Feedback from the session:

*I just wanted to take the opportunity to say a HUGE thank you for the workshop and Q&A at the DLWP last Friday. The students had a fantastic time and were so positive about the experience. They all reiterated that it was brilliant to get outside the classroom and see/work with/speak with artists - and THEY wanted to pass along how grateful they were for the opportunity.*

- As part of its wider championing of career paths in sectors including the creative industries and hospitality, DLWP is working with East Sussex College to develop a new programme which will give students capacity-building work experience.
- DLWP appointed local artist Sam Ayre to work with SENLAC Scouts and All Saints Church of England Primary School to develop a geocaching project – an App-based treasure hunt to discover hidden objects around Bexhill and Sidley - for the 2021 England's Creative Coast project.
- Also part of the ECC project, in June 2021 DLWP facilitators spent the day with Year 6 students at All Saints introducing them to ideas about natural materials, waste, recycling, making and environmental stewardship. The children created willow cladding for a compost bin and learnt about soil, worms and renewal and made willow bird feeders, fish, flowers and stars to sell to raise funds for the Bexhill food bank and the local parish. Feedback in letters from the children after the event included:

*'Thank you for an amazing day. I enjoyed all of the activities. Thank you for coming to All Saints.'*

*'I really enjoyed making the fish with Ashley, the flowers with Ceri and Christine, and the bird feeders with Anna. I also enjoyed working with Sam and learning about compost. It was very fun.'*

## The local economy

- Stewart Drew represents Hastings & Bexhill on the Cultural Industries sub-group of SELEP (South East Local Enterprise Partnership) and is also a director of Team East Sussex, the federated part of the LEP, and a member of the SELEP Investment Panel.
- Over the past year, DLWP has worked closely with the local and regional business community and public sector bodies, notably through Team East Sussex (SELEP) and Culture East Sussex, in strategic and tactical initiatives to support economic resilience and recovery across the region.
- As a champion for the Creative Industries and local hub for the ERDF-funded South East Creatives (SEECADS) programme, DLWP has continued to support the creative business community. DLWP promoted South East Creatives grants and support and development opportunities and raised awareness of local business success stories on dlwp.com.

As part of the programme, between March and May 2021 DLWP hosted, in conjunction with Towner Eastbourne, TALKING LOUD, a series of 8 online industry talks featuring high profile speakers from the Creative Industries. DLWP speakers were: designer, style expert and TV presenter Michelle Ogundehin; co-founder of Turner Prize winning art, design and architecture collective Assemble, Giles Smith; MOBO-nominated singer songwriter Andreyana Triana; ceramicist, designer and previously judge on Channel 4's The Great Pottery Throw-Down, Sue Pryke. 336 people attended the 4 DLWP live events and feedback was hugely positive:

*'Loved it - these kinds of events are of so much value to our creative communities - even more so in lock down - thank you DLWP/Towner'*

*'As with the other Talking Loud events I have attended, it's always fascinating to hear about the nuts and bolts of how a creative person makes their way in the world. It's a great privilege to have this rich menu served up during the lockdown, and helps one to feel connected to a greater creative goodness.'*

Since its inception in 2017, the South East Creatives programme has\*:

- Supported 2090 businesses across East Sussex, Kent and Essex – 41% more than forecast

- Provided funding for 400 businesses across the region – 43% more than forecast
- Generated 110.8 additional jobs with a projected increase in GVA of £2,458,137 per year
- Helped improve long-term performance (84.5% ), business productivity (82%) and business efficiency (74%)
- Provided a trading lifeline to 71% of businesses during the pandemic

*\*End of programme projections based on data analysis as of December 2020 and survey responses from 129 creative, cultural and digital businesses who received support from the programme. GVA calculations based on South East GVA per capita of £22,194*

- DLWP has continued to support the local creative industries through its involvement in creative projects, nurturing creative talent, commissioning local artists and educators and directly supporting those in the sector.

DLWP are involved in the Beeching Road Workspace project and Bexhill Station Footbridge Gallery competition. Head of Exhibitions, Rosie Cooper has mentored the Flatlands gallery in Hastings and Bexhill-based artist, Carl Gent. In January 2021, DLWP committed to pay freelance art handling technicians 50% of work that was booked but did not take place because of lockdown in order to continue to support freelance arts professionals, many of whom are also practicing artists, in our neighbourhood.

- DLWP has continued to support the economic prosperity of our area, particularly of our young people, through its hosting and organising of the Bexhill Jobs & Apprenticeships Fair. Over 50 business and organisations exhibited and more than 500 people attended the 2020 Fair on 7 March, just before the first national lockdown. In addition to live jobs, apprenticeships and skills development opportunities, the fair included, for the second year, an Enterprise Zone offering advice and guidance to small businesses and the self-employed.

## **Tourism**

- DLWP plays a crucial role in the visitor economy of the area, working with cultural and other partners across the region to increase tourism and maximise opportunities for the industry, particularly in 2021 with overseas travel impacted by pandemic restrictions.

- As part of the England's Creative Coast cultural tourism project funded by Arts Council England and The Discover Britain fund, a series of 7 new 'Waterfronts' public sculptures by international contemporary artists were commissioned and launched at partner venues across East Sussex, Kent and Essex in May 2021.

At DLWP, Holly Hendry created *INVERTBRATE*, a giant worm like structure emerging on the seafront lawn, balcony and rooftop terrace, together with an accompanying exhibition *INDIFFERENT DEEP* in the Ground Floor gallery.

Local accommodation, attractions, restaurants and other hospitality providers are encouraged to register for promotional opportunities through the England's Creative Coast website.

- DLWP remains a key partner of Sussex Modern, the county's celebration of modernity through culture, wine and landscape featuring 36 partner organisations across East and West Sussex.

In 2021, a new Marketing Manager was recruited and funding was secured for a new promotional campaign to capitalise on the opportunities of people holidaying in the UK. The key themes of the Summer #StayYourWay campaign are: curated self-guided experiences for independent thinkers, encouraging longer dwell time and creating affinity. Promotional activity spans social media including videos, PR, competitions and giveaways and an out of home campaign across London and Sussex. An Open Sussex Week is planned for September 2021.

- DLWP continues to lead on the Coastal Culture Trail (with Towner and Hastings Contemporary).

In 2021, DLWP recruited a freelance specialist to re-ignite CCT social media and unlock and update the website and Facebook page. Activity has included multiple weekly social media posts such as promoting family activities and local businesses e.g. #BusinessesOfBexhill; tagging 1066 Country/Sussex Modern/England's Creative Coast and writing a monthly blog. Stats to date indicate a 2.5% increase on all platforms and a new promotional film is planned to help uplift engagement further.

Working closely with Govia Thameslink (Southern Railway) has led to the promotion of the Coastal Culture Trail on Southern Railway's website.

Further promotion is planned for Summer 2021 and a train ticket booking facility is also now included on the Coastal Culture Trail website.

- Stewart Drew continues to chair Visit1066 which has been phenomenally supportive of its members during the past challenging year, given them regular guidance on the latest restrictions and pandemic impacts and grants and funding available. Huge thanks to the Visit1066 team for their hard work in support of the network.
- DLWP led for East Sussex on SELEP programmes aimed at supporting the recovery of the visitor economy in the South East. In June 2021 DLWP worked with partners to source best practice tourism & hospitality case studies from across the region for a series of online workshops and promoted the SELEP Revi-VE grant fund aimed at helping visitor economy businesses adapt in response to the pandemic.

### **Diversity and inclusion**

- Diversity and inclusion is embedded in DLWP's programming and we continue to support and give voice to under-represented groups by partnering with organisations such as Eggtooth, Project Art Works, Culture Shift, Heart of Sidley, Refugee Buddy Project, Little Gate Farm, Sussex Partnership NHS Trust, Hastings & Rother Arts Education Network (HRAEN), Say Aphasia, Home Live Arts, Battle and Rye Foodbanks and Transition Town.
- DLWP employed two apprentices through Little Gate Farm. Based in Rye, Little Gate makes a difference to adults with Learning disabilities and Autism in our community by removing barriers to paid employment so enabling them to fulfil their potential and live happy and fulfilled lives.

Supported on site by job coaches and working in Marketing and Front of House, the apprentices became valued members of the DLWP team. One has successfully moved on to a paid apprenticeship elsewhere whilst the other has returned to work at DLWP.

- DLWP partnered with University College London (UCL) Innovation and Enterprise and the charity Say Aphasia on Art & Aphasia, a project for people affected by Aphasia - a loss of language which affects reading, speaking, understanding and writing, experienced by a third of people following a stroke.

Through a series of online workshops and meetings, the project aimed to help those with aphasia and their friends and family develop helpful communication strategies and creative skills.

- DLWP continues to develop its relationship with the Refugee Buddy Project, Hastings, Rother & Wealden. We collaborated with RBP and Stitch for Change to develop a new exhibition *ALL IN THE SAME STORM: PANDEMIC PATCHWORK STORIES* which opened in May 2021 in the First Floor Gallery.

The exhibition tells diverse stories of life under the shadow of COVID-19 through hand-stitched patchwork squares that reveal tales of resistance, change, togetherness, isolation, loss and home. 95 squares for the project were received from people across the community, including those seeking refuge, volunteers and Supported Education students from East Sussex College.

- DLWP worked with the Syrian Resettlement programme to host regular English lessons for migrants in our Learning Zone in the Ground Floor Gallery.
- DLWP are delighted one of our local partners, Hastings-based Project Art Works, has been nominated for the 2021 Turner Prize. A pioneering artist-led organisation, Project Art Works collaborate on a wide range of visual art-based activities with people who have complex neurological needs.

In addition to partnering with Project Art Works for the Mikhail Karikis *I HEAR YOU* exhibition in 2019, DLWP worked with the organisation in 2021 to co-produce *Who cares?*, an online discussion reflecting on care, its realities, and how art and cultural workers have addressed the changing landscape of care over the past year.

- The Talent Accelerator project for pupils in secondary school, college or further education is designed to offer particular support to young people from areas of high deprivation, rurally-isolated places and under-represented backgrounds.
- In June 2020, DLWP published a statement in response to the death of George Floyd, denouncing racism in all its forms. We are developing our approach to equality, diversity and inclusivity with the support of an external consultant.

## Innovation

- DLWP has been at the forefront of the industry over the past year, adapting and developing new operational models and innovative ways of working in order to continue to entertain and engage with audiences locally, nationally and internationally.
- DLWP were one of the first venues in the UK to develop and deliver socially-distanced outdoor Live performance models. Working closely with Rother District Council, DLWP developed a socially-distanced template for outdoor performances on the West Lawn in Autumn 2020. This included planning a bespoke, socially distanced grid, a temporary entrance and adjusting the position of the bar to ensure safe customer service. A reduced capacity outdoor performance template was also developed in conjunction with RDC for Summer 2021 gigs and festivals.
- DLWP was one of the first venues to host socially-distanced indoor shows, hosting Omar in the Auditorium in December 2020. Following the lifting of further restrictions, on 17 May 2021 Eddie Izzard re-opened the building with a socially-distanced show in the Auditorium. This was followed in quick succession by socially-distanced performances by Fat White Family and comedian Al Murray and the 4 day EMERGENCE festival of spoken word and jazz held over the May bank holiday weekend.
- With most DLWP Live performances being part of a wider tour, the Live, Marketing and Operational teams spent the year dealing with highly complex and time-consuming rescheduling logistics involving continual liaison with agents and promoters. We cannot thank our customers enough as they have waited patiently for news of new dates and, in only very few cases, requested refunds.
- The DLWP Exhibition and Learning & Participation teams collaborated with partners to develop the *ALL IN THE SAME STORM: PANDEMIC PATCHWORK STORIES* exhibition and programme of activities directly in response to the events of 2020.
- In addition to pivoting programming to online talks, workshops and creative learning sessions, DLWP produced 6 live streamed gigs.



These included working with Jazz South to support their Radar sessions, filmed in venues in the south of England and showcasing new work from a diverse line-up of outstanding jazz composers, and partnering with Isolation Station to host Audiotrope, a series of interviews with local musicians discussing their lockdown experiences which aired on YouTube on Christmas day.

### **Influence and reputation**

- Working closely with agents, promoters and bands and collaborating with partner organisations inside and outside the UK, DLWP continues to cement its position as a leading venue for live performance regionally, nationally and internationally.
- The DLWP Live programme continues to attract leading figures from across the global music, comedy and entertainment industry.

DLWP's first full capacity seated show in July 2021 was Saving Grace featuring ex Led Zeppelin lead singer, Robert Plant. Forthcoming shows rescheduled from 2020 include performances by John Carrack, The Charlatans, John Grant, Macy Gray, Goldfrapp, Sophie Ellis Bexter and Wolf Alice. Over the August Bank Holiday 2021 weekend, DLWP is hosting the Rye Jazz Festival featuring artists including Gabrielle, Courtney Pine, Rumer and Mica Paris. DLWP's strong comedy output continues with upcoming performances, again, many rescheduled from 2020, including Sandi Tostvik, Henig When, Omid Djalali, Jenny Éclair, John Bishop, Simon Amstell and Nish Kumar.

- DLWP worked with Sky Cinema and the DDA Group to host the premiere on 29 March 2020 of Eddie Izzard's film Six Minutes to Midnight - a film based on the real-life school for the daughters and goddaughters of the Nazi party in 1930s Bexhill. At the height of the pandemic restrictions, the premiere involved the leading actor, cameras, searchlights, red carpet and press interviews but no audience or screening. DLWP also produced a series of fundraising performances of Eddie's Great Expectations in memory of Peter Pyemont, Head of St Bede's School at the Italian Gardens in Eastbourne in September 2020.
- DLWP continues to be a world class centre for the contemporary visual arts. In 2020, DLWP successfully applied to become a member of Plus Tate, a dynamic network of visual arts organisations stretching across the UK that exchange ideas, knowledge, skills and resources and collaborate on joint programmes.

DLWP was also invited to join a new network led by Baltic Centre for Contemporary Art and including Goldsmiths Centre for Contemporary Art, ArtsCatalyst, The Showroom, Wellcome Trust and The Collective, Edinburgh based around knowledge exchange and testing ways of working with artists and within our neighbourhoods.

- DLWP's Care & Citizenship programme, launched in April 2021, is part of the *DigiPiCH Civic Museums Project: Using Digital Technology to enhance Wellbeing in Civic Museums*. Partners for the project are The Royal Pavilion and Museums Brighton and Hove and The Peale Center for Baltimore History and Architecture, Baltimore.
- During 2020/2021, DLWP partnered with West Dean College and Wellcome Collection to develop a major new commission opportunity *Re/Wilding: Coast, Countryside, City*. Following a competitive process, RESOLVE Collective, an interdisciplinary team of young architects and designers, were selected to work towards a solo Summer 2022 exhibition, co-devised with young people, in the DLWP Ground Floor Gallery, undertake a residency at West Dean College and participate in a group exhibition *ROOTED BEINGS* at Wellcome Collection in February 2022.
- National experimental touring network OUTLANDS, in which DLWP was lead partner, shifted its focus away from touring in response to the pandemic. OUTLANDS is now an independent organisation (CIC) supported by ACE funding.

DLWP continues to play an active supporting role in this crucial network that brings together visual arts and music organisations, independent venues and creative producers located outside London to support the experimental music scene.

In response to the Covid 19 pandemic, OUTLANDS launched *SCREEN TESTS*, a series of streamed broadcast commissions aimed at testing new ways of experiencing live work and trialling new digital platforms. In February 2021, OUTLANDS hosted the second edition of *THE JOYOUS THING*, a virtual weekend of commissioned performances from artists and network members, talks and Q&As, discussion sessions and DJ sets which aimed to explore new connections and methods of working, producing and creating.

- DLWP continues to support the cultural sector through the team’s involvement in organisations and networks and contributions to local, national and international debate, thought-leadership and education. Examples include:
  - In addition to representing DLWP on business, tourism and cultural organisations and bodies across the region, Stewart Drew is chair of East Sussex Music Service.
  - Head of Exhibitions Rosie Cooper is a trustee of IntoArt, a visual arts organisation working with people with learning disabilities, and a trustee of Home Live Art, producers of performance and community gatherings across south east England and beyond. In 2020-21 Rosie took part in online talks and discussions including with Tate’s British Art Network, Scarborough Museums Trust, Camberwell College of Arts, and students at Zurich University of the Arts.
  - Head of Learning & Participation, Ashley McCormick has participated in events with peers including Space for Learning, Clore Duffield Foundation, AMA, Wellcome Collection, CVAN, Plus Tate Learning Group and The School of Museum Studies University of Leicester.
  - Head of Live Programming, Ed Frith, is co-chair of 1066 Music City and has worked closely over the past year with the organisation as well as the Music Venues Trust and Night Time Industry Association to raise awareness of the impact of pandemic restrictions on performers, musicians, crew and venues and share ways of working and ideas for responding to ever-changing performance guidelines.
  - Head of Fundraising, Patrons & Membership, Pippa Moore, is a Board member of Capsule, Birmingham, one of the founding partners of the OUTLANDS experimental music network. Pippa and fundraiser Dan Scales play an active role in regional and national fundraising networks including Sussex Fundraisers, Act IV and Young Arts Fundraisers.

### **Integrated Programming**

- DLWP continues to integrate its programmes, collaborating across teams and with partners, artists, performers, teachers, academics and experts to develop a layered approach.
- The Learning & Participation programme is informed by and contributes to research around the Exhibition programme.

It provides different ways for audiences to engage with contemporary art and design, and develop understanding, knowledge and skills, talent, values, attitudes and agency. 2020/21 interpretation activities included:

- Framing Migration – an online event exploring language and migration with Dr Charlotte Taylor, Senior Lecturer in English Language and Linguistics at University of Sussex and Dr Simon Goodman, Senior Lecturer in Psychology at De Montfort University, drawing on ideas in Marc Bauer's *MAL ETRE / PERFORMANCE* exhibition
  - The Look Think Make creative learning series involved artist Nikki Hafter producing digital resources for the family including in dialogue with Zadie Xa's exhibition *CHILD OF MAGOHALMI AND THE ECHOES OF CREATION*
  - In dialogue with Holly Hendry's *INVERTBRATE* sculpture and *INDIFFERENT DEEP* exhibition, DLWP commissioned *SITE LINES*, a series of works created by artist Nicole Zaaroura working with new migrants and refugee communities.
  - Textile artist Jimena Pardo and community artist Janey Moffat co-produced a Learning With... resource pack for teachers and community educators and hosted two online CPD sessions for teachers in dialogue with the *ALL IN THE SAME STORM* exhibition.
  - As part of the England's Creative Coast geocaching project, artist Sam Ayre developed a web app, Follow your nose. The App creates a random sequence of questions and statements in English, Spanish, French, Turkish and Arabic to help visitors explore Holly Hendry's *INVERTEBRATE* artwork and will be used for future DLWP exhibitions.
- Live and Learning & Participation teams collaborated on the *EMERGENCE Festival* in May 2021 with young local poets commissioned to perform at the event.
  - Teams across DLWP are collaborating to develop the planned creative industries and hospitality work placement programme for East Sussex College Group students.

## **The Building**

During the period of closure, we have managed to complete some major maintenance items including:

- Replacing four damaged panes of glass in the South Staircase window.

- Replacing the main boilers for heating & water.
- Replacing the cork floor in the café.
- Replacing the glass fire screen between the café and restaurant spaces.
- Substantial repairs to the fly tower roof covering.
- Jet washing and anti-fungal treatment to the north wall of the east side of the building.
- Investment in live performance technical equipment.
- Replacement of the automatic front doors.

These repairs and investments have been made possible by Historic England, Arts Council England and National Lottery Heritage Fund.

The Pavilion has set in place annual maintenance contracts for:

- Plant equipment, including boilers, heating and ventilation, gallery environmental controls, ventilation
- Cleaning and Hygiene
- Security and Fire Alarms
- Firefighting equipment
- CCTV maintenance
- Passenger and goods lifts
- Storm pipes & drains
- PAT testing and safety checks
- Pest control
- Kitchen and refrigeration equipment
- Security shutters
- Gardening

In addition, the Duty General Management team make regular inspections of the building, overseen by the Director of Operations. The team has developed a maintenance check plan, which covers daily, weekly, monthly and quarterly checks.

The 2020/21 combined annual budget for Maintenance Contracts, General Repairs, Health & Safety and cleaning was £230k. Maintenance contract costs and general repairs rise year on year; however, we have good relationships with all our suppliers and continue to review and negotiate the best possible contract deals with them.

Maintenance and replacement plan detailed in schedule 1, attached.

## **DLWP Press and Marketing**

Press coverage for exhibitions has included:

Tour England's coastline through art

Wallpaper, July 2021

<https://www.wallpaper.com/art/tour-england-coast-outdoor-installation-art>

Where art goes to the seaside

Richard Holledge

The New European, 12 July 2021

<https://www.theneweuropean.co.uk/brexit-news/europe-news/creative-coasts-where-to-see-public-art-seaside-8101472>

Material Transformation : An interview with Holly Hendry

Millie Walton, Trebuchet, 3 June 2021

<https://www.trebuchet-magazine.com/holly-hendry/>

Brave Front : thought-provoking art on England's South East Coast

Stephen Emms, The Guardian, 26 May 2021

<https://www.theguardian.com/travel/2021/may/26/waterfronts-exhibition-englands-creative-coast-art-sculpture-project>

England's Creative Coast : the ambitious public artworks making waves in southern seaside towns this summer

Hettie Judah, Inews, 14 June 2021

<https://inews.co.uk/culture/englands-creative-coast-the-ambitious-public-artworks-making-waves-in-southern-seaside-towns-this-summer-1046901>

Stitching together a network of solidarity – in pictures

Kathryn Bromwich, The Guardian, 9 May

<https://www.theguardian.com/artanddesign/2021/may/09/stitching-together-a-network-of-solidarity-in-pictures>

## **Digital Marketing**

2020/21 saw the transformation of DLWP's online marketing in response to the pandemic.

In addition to extensive online marketing support for the constantly changing programme, notably live events rescheduling, our high quality digital media output included creative, captured and learning video content, distributed across several platforms to increase audience reach.

- Engagement : Approximately 16,500 engagements with DLWP digital learning products across the year
- Creative content included: 4 films showcasing the DLWP/Eggtooth Young Poets, 15 films for families & children (How to..., Play Circle, Look Think Make, Great Big Art Exhibition), 6 Young Creatives interviews with leading figures in the creative industries, a film by Bexhill Students about their wearable sculpture project, Eddie Izzard interviewing Bexhill Museum's Julian Porter in relation to *Six Minutes to Midnight*, 3 films featuring DLWP gallery assistants sharing their favourite artwork, a film celebrating the re-opening of the building in July 2021, audience messages including DLWP updates from Stewart Drew, a members & patrons welcome back/thank you and a welcome from artist Marc Bauer on the reopening of his show
- Captured content included: 5 talks for members & patrons, 4 All Welcome Reading Group sessions, Who cares? and Framing Migration discussions
- Cultural learning content included: a series of films relating to *ALL IN THE SAME STORM : PANDEMIC PATCHWORK STORIES* exhibition including 3 interviews with members of the Refugee Buddy Project, a stitching techniques film and a creative stitching & wellbeing online workshop, films relating to the *INVERTEBRATE* artwork & *INDIFFERENT DEEP* exhibition including an exhibition showcase and an in conversation with artist Holly Hendry, 2 films relating to the Art & Aphasia project and a film celebrating DLWP's heritage and documenting repairs to the South Staircase
- DLWP has posted almost 100 stories on the dlwp.com blog over the past year
- Continual social media posting to our 80.4k Twitter followers, 14k Instagram followers, 12.4k YouTube subscribers and through other channels
- DLWP has had over 1.55m total YouTube views (due to the ongoing popularity of Florence Peake's RITE film). There were 7,727 views of 37 newly uploaded YouTube videos during 2020/21
- Partnership digital marketing for Coastal Culture Trail, Sussex Modern and England's Creative Coast

DLWP has instigated a digital review over summer 2021 to inform our future Digital Strategy.

## **Sustainability**

We continue to develop our Environmental Sustainability Policy and annual Action Plan, looking to minimise our environmental impact and reduce costs. Much of this will be formalising, developing and monitoring existing practices, and some will be introducing new equipment and practices to continue to improve our carbon footprint, which is steadily decreasing. Our carbon footprint for 2020/21 was 156 tonnes.

## **Programme Activity Report**

### **EXHIBITIONS**

DLWP 2020 - 2021 exhibition programme:

1 February 2020 – 3 January 2021

Ground Floor Gallery

Zadie Xa

*CHILD OF MAGOHALMI AND THE ECHOES OF CREATION*

A co-commission with Art Night, London, YARAT Contemporary Art Space, Baku, Tramway, Glasgow.

1 February 2020 – 3 January 2021

First Floor Gallery

Marc Bauer

*MAL ÊTRE / PERFORMANCE*

A collaboration between Drawing Room, London, and De La Warr Pavilion, Bexhill-on-Sea.

19 May 2021 – 12 Nov 2021

Seafront Lawn, first floor balcony and roof

Holly Hendry

*INVERTEBRATE*

A giant composite form, commissioned for *Waterfronts* as part of England's Creative Coast.

19 May 2021 – 30 Aug 2021

Ground Floor Gallery

Holly Hendry

*INDIFFERENT DEEP*

Sculptures in an apparently half-eaten landscape.



19 May 2021 – 5 Sept 2021

First Floor Gallery

*ALL IN THE SAME STORM : PANDEMIC PATCHWORK STORIES*

A collaboration with Stitch for Change, Refugee Buddy Project, Hastings, Rother & Wealden and East Sussex College

We have had positive press including in The Guardian, inews, Wallpaper, Trebuchet and The New European.

*So what would the radical Earl de la Warr make of a giant worm-like creation outside the Pavilion which appears to burrow its way from the seafront lawn into the building to the first floor balcony and on to the roof?*

*The earl, whose taste probably tended to the more classical - he owned four paintings by the Italian Niccolò di Pietro Gerini (c. 1340 – 1414) - would no doubt be delighted at the publicity the worm engenders and all the more pleased that since its 80th year in 2015 the Pavilion has increased its footfall from 400,000 (and more than £16 million to the local economy) to 420,000 in 2018'. Richard Holledge, The New European*

*In Pinochet-era Chile, a group of women known as the Arpilleras denounced the violent regime by creating patchwork images out of scraps. The movement has inspired a new exhibition, All in the Same Storm: Pandemic Patchwork Stories, a collaboration between the De La Warr Pavilion in East Sussex, where it runs from 19 May to 30 August, and the local Refugee Buddy Project, founded by Rossana Leal. The stories depicted, she says, reflect how people were feeling in lockdown: "fear, loneliness, frustration, being grateful to the NHS". Kathryn Bromwich, The Guardian*

*Arriving at Bexhill-on-Sea, it was lovely to see small children playing hide-and-seek around the pink canvas-upholstered sand-filled tubes of Holly Hendry's vermicular Invertebrate. Like the giant sand-worms of Frank Herbert's sci-fi novel Dune, Hendry's creature sculpture seems to consume and be composed of all materials in its path, including sections of local pink brick, metal ducting, and cast concrete. Hettie Judah, inews*

*The following day, a breezy sunny morning in Bexhill-on-Sea, I'm standing before Invertebrate, Holly Hendry's large-scale work, whose main segment is on the seafront lawn outside the De La Warr Pavilion.*

*“My starting point was really being here on the edge of the land, on the edge of the coast, thinking about borders,” says the 31-year-old Woolwich-based artist.*  
Stephen Emms, The Guardian

## Editions

We are part of the Arts Council’s ‘Own Art’ interest-free loan scheme and sell our editions on [www.artspace.com](http://www.artspace.com).

Editions sold in 2020/2021 include by Peter Blake, Jamie Crewe, Rachel House, Caroline Achaintre, Roy Voss and Simon Patterson.

## Partnerships

We continue to build opportunities for co-commissioning with diverse organisations, and research, visits and networking events reflect this aim. We are also working on major co-commissions on an on-going basis.

## LIVE

Live events listing August 2020 – July 2021:

Over 7000 tickets booked for gigs and performances:

*SD = Socially Distanced*

*RC = Reduced Capacity*

*FC = Full Capacity*

*RT = Rooftop Terrace*

*AUD = Auditorium*

*O = Outside*

*LS = Live Stream*

<i>Date</i>	<i>Event</i>	<i>Type</i>	<i>Performances/ days</i>
Between 4/8/20 & 24/9/20	Eddie Izzard/Wunderbar	SD, RT	17
Between 4/8/20 & 24/8/20	Eddie Izzard/Great Expectations	SD, RT	16
6/9/20	Ben Ottewell (Gomez)	SD, O	2
6/9/20	Emily Barker	SD, O	1
25/9/20	Eddie Izzard (Bexhill Family Collective fundraiser)	SD, Aud	2
8/11/20	Smoke Fairies	LS	1
5/12/20	Omar	SD, Aud	1
22/4/21	Resonate featuring Jason Yarde	LS	1

17/5/21	Eddie Izzard 1988 – 2018 The Remix	SD, Aud	1
18/5/21	Fat White Family	SD, Aud	2
20/5/21	Al Murray	SD, Aud	2
21 & 22/5/21	Kid Kapichi	SD, Aud	2
27/5 – 30/5/20	Emergence Festival	SD, Aud	4
31/5/21	This is the Kit	SD, Aud	2
5/6/21	Pete Fij & Terry Bickers	SD, Aud	1
6/6/21	Sarah & Duck	SD, Aud	2
9/6/21	Squid	SD, Aud	1
10/7/21	Sambrosa Noda & The Cuban All Stars	RC, O	1
13/7/21	Hastings Philharmonic Orchestra	SD, Aud	1
20/7/21	Saving Grace featuring Robert Plant & Suzi Dian	FC, Aud	1
24/7/21	Bexfest	RC, O	1

## LEARNING & PARTICIPATION

In addition to programmes and activities for the community, young people, members and creative businesses previously outlined, DLWP has continued to support a range of audiences in creative learning and development activities. Examples include:

### *Families & children*

- DLWP commissioned artist educator Kevin Graal and Ann Colvin to produce short creative films for Play Circle, the De La Warr Pavilion's monthly creative and fun sessions for preschool children, their families and carers
- DLWP worked with artist Sam Ayre to produce and share digital resources for *BIG DRAW FESTIVAL* in the October 2020 half term holiday
- DLWP commissioned Nikki Hafter to co-produce digital creative resources for the Heart of Sidley 12 Days of Festive Fun programme
- DLWP organised a series of 4 online sessions for key workers and vulnerable children attending All Saints Church of England Primary School and 3rd Bexhill Scouts Group as part of the England's Creative Coast programme.
- Designer maker Emma Carlow produced 'How-to' creative videos for DLWP's YouTube channel including *How to make a Valentine's Day card* and *Origami Easter Duck*

### *Critically engaged and cultural tourists*

- The *ALL WELCOME READING GROUP* facilitated by Claire Ratinon moved online with sessions on subjects including Renni Eddo-Lodge's podcast series, Lorraine Hansberry's play *Les Blancs*, the films *The Hate You Give*, *East is East* and *Rifiki*.
- A series of open-source posters *CONVERSATIONS FROM CALAIS* were displayed in the ground floor gallery through to January 2020
- The Care & Citizenship programme has included *CITIZENS ARE DESIGNERS*, a programme of workshops and resources exploring collective action in public spaces, including identifying under-utilised common land for forager gardens and *COMING TO OUR CENSUS*, a pop up pop in space at Afri-Co-Lab and online event exploring questions around the census.

### *Schools*

- DLWP continues to work closely with a wide network of schools locally, working on projects and collaborations. Below is a selection of the primary and secondary schools we have worked with in the past year.

Gallery Visits, exhibition related workshops and outreach:

#### *Primary*

All Saints CE Primary School  
Chantry Community Primary School  
St. Peter and St. Paul CE Primary School

#### *Secondary*

Bexhill Academy  
Hillview School, Kent

#### *Colleges*

Bexhill Sixth Form College  
East Sussex College Group  
University of Brighton  
University College London  
University of Sussex

Work Experience – remote placements for 2 University of Brighton students

- Schools activities during 2020/21 included:
  - Two gallery visits and mask making workshops for Year 5 and Year 6 pupils from Chantry Community Primary School.
  - A textiles workshop in school for 57 Year 6 Chantry Community Primary School pupils with outputs shared on social media as part of Kids in Museums Takeover Day on Friday 20 November.
  - Working with children from All Saints School on the England’s Creative Coast geocaching project and introducing Year 6 students to ideas about natural materials, waste, recycling, making and environmental stewardship.
  - Online CPD events for teachers including in March 2021 a *Mending the Gap* session led by Stich for Change’s Jimena Pardo.

*Summary of participants*

<i>Group</i>	<i>Total Figures 20/21</i>
Adults	748 (online)
Primary School pupils	195
Primary School staff	8
Secondary school pupils	10 (online)
Secondary school staff	15
FE/HE students	35 (online)
FE/HE staff	15
Families + children	4316 (online/offline)
Young People	234 (online)
<b>Total</b>	<b>5600</b>

**Cultural Education Partnership**

- DLWP has continued to deepen our formal relationships with schools, colleges and universities, by offering workshops, online resources and through sharing resources (such as workshop templates which link to the curriculum) with these centres.
- DLWP has continued to work with Artwork, embedding the Quality Principles and growth of Arts Award and Artsmark in our programme.

The upcoming Talent Accelerator programme is the culmination of developing a joined-up approach for a more coherent delivery of cultural education.

- We continue to develop strategic links through the Cultural Education Partnership with key partners and stakeholders across schools, children's services, public health, social care and economic development, ensuring that cultural education is at the centre of local strategic plans.
- We are part of the Culture East Sussex Advisory Board, which pools collective experience and knowledge in order to advise on and monitor the implementation of the East Sussex Cultural Strategy.

### **2019/20 Audited Accounts**

There was a £176,677 (2019: £32,798) unrestricted funds surplus for the year ended 31 March 2020 after a pension actuarial loss of £45,000 (2019: pension actuarial gain of £55,000).

### **Reserves policy**

It is the intention of the Trustees to have 'effective free reserves' - that is unrestricted reserves less unrestricted fixed assets - of £200,000.

As at 31 March 2020 the effective free reserves were:

Unrestricted funds as at 31 March 2020	£ 359,345
Less net pension assets	£(235,000)
Less unrestricted fixed assets	£(327,371)
Effective free reserves	<b>£(203,026)</b>

The effective free reserves as at 31 March 2019 were £(206,082).

The Trustees are committed to making annual surpluses until the target reserves policy is met.

### **Financial Strategy**

- The Board have been meeting monthly throughout the pandemic to monitor operations, personnel, and finances, supporting the executive team to navigate the challenges of multiple closures.

- Fundraising activity has been key throughout this period, with support from core revenue funders (ACE, RDC), Historic England, National Lottery Heritage Fund and through private trusts.
- We continue to work to the financial strategy outlined in the Business Plan as closely as we can in the circumstances.
- Counter Culture LLP provides Finance Director level support and extensive national knowledge of the sector to the organisation. They also provide the services of an accountant to oversee management accounting and payroll. Our Finance Manager provides day-to-day support to the executive team and organisation.
- Clark Brownscombe are our appointed auditors (<http://www.clarkbrownscombe.co.uk/>).

### **Trustees serving during 2020/21:**

#### **Julian Bird (Chair)**

Julian is the Chief Executive of the Society of London Theatre and Theatrical Management Association. He also acts as the Executive Producer of the Olivier Awards, the UK's main annual theatre awards ceremony.

#### **Steve Williams (Vice Chair)**

Steve Williams was recently Chief Legal Officer and Group Secretary of Unilever, Steve remains Special Counsel. He is Senior Independent Director of Whitbread PLC, and a Director of Croda International PLC. He is also currently interim Chairman of Arts & Business, has overseen the redevelopment of Unilever House, the development of the Unilever art collection and the major sponsorship of Tate Modern. Steve lives in London.

#### **Kate Adams MBE**

Kate Adams MBE is a visual artist and co-founder and director of Project Art Works, the Hastings-based arts organisation that explores and promotes new, practical and philosophical approaches to the meaningful involvement in visual art of people who have complex impairments. Their work embraces the services, professionals and processes that surround people who require support in all areas of their lives. Project Art Works initiates responsive, collaborative projects with artists, galleries, psychologists, children and adults who have severe neurological impairment and their families. Kate's experience as the mother of a man with complex needs is central to the organisation's informed approach.

Their practice requires a high degree of knowledge and sensitivity to the ethical issues arising from the inclusion of people who cannot knowingly consent to their involvement in art and culture.

### **Sean Albuquerque**

Sean is an architect who runs a practice based in the south east. Previously living in Serge Chermayeff's house Bentley Wood in East Sussex, he has been involved with the Pavilion for more than ten years, bringing his expertise of 20<sup>th</sup> century building conservation. Sean teaches in the school of architecture at Brighton, has been an RIBA Councillor, and chair of RIBA South East Region.

### **Judy Cligman**

Judy Cligman was recently Director of Strategy and Business Development at Heritage Lottery Fund, having joined the Fund in 1996, soon after the start of the National Lottery. An architectural historian, graduating from UCL and the Courtauld Institute of Art, she has over 30 years' experience of conservation and funding of heritage projects. A huge enthusiast for the De La Warr Pavilion, she now splits her time between living in London and a home of 1911 in the Arts and Crafts style in Collington, Bexhill-On-Sea.

### **Ainsley Gill**

Ainsley Gill is a director of McPhersons Chartered Accountants, a leading, long established local business. He has many years of experience in working with owner-managed businesses of different sizes and in a wide range of sectors including the leisure, tourism and hospitality. He is past President of Bexhill Chamber of Commerce and Tourism, past chairman of Battle Round Table, has been a local school governor and sits on the local panel for Let's do Business Finance. He is delighted to be part of the team of Trustees at the De La Warr Pavilion.

### **Howard Lovell**

Howard Lovell spent over 30 years as a management consultant with Deloitte and PricewaterhouseCoopers, helping companies shape and deliver business change in the UK and internationally. Most recently, he was CEO of Deloitte Switzerland. Howard has always had a passion for coaching and leadership development, and today he advises a number of business executives. He is Chair of the Capital Appeals Committee, and spends his time between East Sussex and London.

### **Averil Price**

Averil is Corporate Director – Communities and Customers – at Wealden District Council in East Sussex.



As Director of Avie Consultancy Ltd. Averil also provides executive coaching and leadership mentoring within local government and to SME owners and serves as a Trustee of the national charity for everyday walking, Living Streets. She has held a number of senior leadership positions in local government since 2002 demonstrating significant knowledge in service transformation and instilling a commercial culture within the local authority environment. She championed the creation of Ignite Chelmsford setting the vision and strategy for transforming arts, heritage and culture in the City and instigated major £40m+ projects to redevelop Chelmsford's leisure and heritage venues. Averil also sits on the Capital Appeals Committee.

### **Cllr Susan Prochak**

Sue Prochak is the longest serving Councillor on Rother District Council standing as a Liberal Democrat and has held many different positions. She is now Deputy Leader. Before retiring Sue worked all over the world training English language teachers. She also trained test writers and wrote test material for international examination boards. She has always been a passionate supporter of the De La Warr and was a Councillor when there was the first major investment in 2005. She is proud of voting against the ruling group proposing to sell the De La Warr to Weatherspoons for £1. A proposal which was finally lost, by the way, by one vote.

### **Cllr Hazel Timpe**

An Independent Rother District Councillor for Sackville Ward and Lead member for Communities, Tourism and Culture, elected in 2019. Over 40 years civil service, business to business and hospitality sector experience both in management and ownership. Since retiring to Bexhill in 2008, Hazel has been a volunteer business mentor for the long term unemployed, a volunteer and Trustee of the Association of Carer and an approved Princes Trust mentor. In her District Council role she is delighted to be part of the De La Warr Pavilion Trustee Board.

### **Jo Townshend**

Jo Townshend was formerly Principal of Rye's innovative Studio School and is now Senior Partnership Manager (Creative Industries) for UCL Innovation and Enterprise. Jo is known within the community for her partnership work with local schools, colleges and businesses as well as for her work in the arts world in and around Rye.

### **Judith West**

Judith West works part time for English National Opera and was Director of Operations and Resources at the National Portrait Gallery. She is also a non-executive Director of the Enterprises Board of Dulwich Picture Gallery.

**Professor Lawrence Zeegen**

Professor Lawrence Zeegen is Dean of Design at Ravensbourne. Zeegen's professional design / illustration clients include major international newspapers, magazines, book publishers, design and advertising agencies spanning over 1000 commissions across 25 years. He is Vice President of ico-D, the International Council for Design Associations and is a Trustee of D&AD, as well as Education Advisor to the Design Council's Sounding Board, a member of the Exhibition Committee at the House of Illustration and a Fellow of the Royal Society of Arts. Zeegen is author of six published books on contemporary illustration including Ladybird by Design and was co-curator of Ladybird by Design at the De La Warr Pavilion in 2015.

Stewart Drew  
Director & CEO

August 2021

## De La Warr Pavilion

### Maintenance and Replacement Plan

#### Update on Building Maintenance – July 2021

Formal inspections of building with RDC monitoring officer continue to take place.

The DLWP Green Team will be re-instated following periods of closure due to national lockdowns and will meet twice yearly to investigate & implement measures to help improve DLWP's carbon footprint and control rising costs.

#### **Summary of Additional Maintenance Works carried out since last report ( July 2019 – July 2021)**

Repairs to water pipework located in the Pit

Repairs to loose floor tiles on the auditorium ramp area outside main doors

Re-configured DLWP staff car park to include specific delivery/loading bays

Steam clean of the exterior walls of the Studio and Admin office

Steam clean high level wall area above the canopy/neon signage

Steam clean of the North wall including underneath the canopy and edges of the north staircase cantilever and canopy edges

Steam clean of the Curved wall, car park wall and bus stop

New 63 Amp three phase power installed to stage left

New fan and supply fan inverter fitted to the control panel cooling fan in the Pit.

A new VT East Wing pump installed in the main Boiler Room.

A new Dressing Room VT pump 1 fitted in the main Boiler Room.

Replacement CWS booster pump no 1.

Full OFN leak test carried out to Gallery AHU. Daikin system no 1 repaired and refrigerant replaced.

Replacement compressor to Ground Floor Gallery AHU

Remedial repairs to the sliding door in the Café

Replacement glass screening panels leading to Café and Restaurant

Repairs to area above Canopy and subsequent repair and re-painting of ceiling between two sets of front doors

Cosmetic repairs and re-painting to Sun Parlour wall and ceiling

Cosmetic repairs and re-painting to the first floor foyer ceiling

## De La Warr Pavilion

### Maintenance and Replacement Plan

Cosmetic repairs to the ceiling areas above the windows in Café and Restaurant  
Cosmetic repairs and re-painting to the East end corridor and entrance area  
Several areas of membrane and tiling on the roof terrace have been patched and re-laid.  
New colour changing LED ceiling lights installed in the Restaurant ceiling  
New cork flooring laid in the Café Bar  
Full nitrogen pressure test to gallery AHU system no 2  
Flytower Roof above the stage insulated (externally) and repaired.  
Refurbishment of backstage toilet cubicles  
Repairs to first floor gallery shutter have been carried out  
Replacement locks to main front doors  
Repairs and re-painting of ceiling areas above the South Terrace door entrances  
The Lightning Protection test/inspection has been carried out.  
Repairs to the hydraulic stage piano lift have been carried out.

### New Purchases (capital assets)

1 x Mobile Trailer Bar (purchased July 2019)  
2 x new Hamworthy Modumax 240kw boilers and removal of old boilers  
2 x ninja jet blade hand dryers for ground floor ladies toilet  
1 x commercial microwave  
External staging system, sound desk and DJ mixing equipment  
Herras fencing  
8 x hand sanitiser stands  
12 x Perspex screens for Shop & Cafe

### Coming Up/Ongoing Works

Repairs to lower backstage flat roof area above backstage dressing rooms  
Replacement of broken DGU window in the Studio

## De La Warr Pavilion

### Maintenance and Replacement Plan

Replacement of cracked DGU window in the Sun Parlour/East End corridor

Replace metal electrical power boxes in the South Terrace perimeter wall

Commission additional underground power supply located on South Terrace

Install new Phase 3 power supply to Studio

Upgrade backstage external power supply from Single phase to 3 phase supply

Remedial repairs to Studio Air conditioning

Repairs to floor tiles on the South Terrace

Repairs to external handrail by the Auditorium ramp

## De La Warr Pavilion

### Maintenance and Replacement Plan

1.2	Paved roofs	Inspect for cracked, displaced and broken paving. Replace to match.	Twice per year	<p>Regularly inspected by Front of House team. Last inspected March 2021.</p> <p>Broken tiles on South Terrace require repair/replacement. Scheduled for August 2021.</p> <p>Roof Terrace tiles lifting alongside East wand around fire escape staircase. Repaired and grouting/cement replaced by specialist contractor in April 2021.</p> <p>Organic growth regularly removed from roof terrace &amp; gutter.</p>
1.3	Roof joints. Junctions, hips etc.,	Inspect and repair as necessary.	Annually	Inspected May 2021 by FOH team - no problems reported.
1.4	Lead weatherings and flashings and cowlings	Inspect condition of lead flashings and weathering. Make minor repairs, e.g. dress back clips, make good pointing.	Annually	<p>Inspected by FOH Team due to water ingress in Auditorium north side.</p> <p>Flashings knocked back into place whilst gutterings were cleared by specialist contractor November 2020.</p> <p>Repairs to flashing around main boiler flue carried out June/July 2021</p>
1.5	Sheet roofing and gutters to high level over auditorium	Inspect for damage, clear debris and make good any minor repairs	Annually	<p>Roof repairs to Fly tower roof above the stage carried out June/July 2021</p> <p>Repairs to lower roof areas above North &amp; South plant rooms carried out June/July 2021</p> <p>Gutters cleared of debris November 2020.</p>

Maintenance and Replacement Plan

1.6	Roof void and walkways within auditorium roof void	Inspect all walkways for damage and repair. Check visually all roof structures including steelwork to auditorium walls and make good where possible.  Report any structural defects	Annually	Inspected by Front of House Team May 2021. No problems reported.  Ongoing issue of steel beam de-laminating. Structural Engineer aware and we are monitoring and awaiting any further instruction.
1.7	Annual inspection by specialised professionals	Non-invasive inspection of fabric and structure, both internal and external.	Annually	Front of House Team conduct regular inspections.  Last inspected May 2021. No problems reported.
2.1	Masonry / concrete rendered wall areas generally	Inspect wall areas from the ground and safely accessible high points and report any loss or damage to the wall including loose mortar.	- After stormy weather - Annually	Regularly inspected by FOH team.  Ongoing from previous years - An exterior area of render at the bottom of the South staircase is damaged. This appears to be due to the rusting of the metal window frames – the rust expanding inside the structure and blowing the render. This continues to deteriorate.  A trial window frame & glass repair was undertaken by Steel Window Service in April 2013. There are currently no issues with this window.

## De La Warr Pavilion

### Maintenance and Replacement Plan

				<p>4 x large glass panes and beading were replaced in January 2021. The frames were thoroughly cleaned in advance of fitting the glass and, hopefully, these remedial works will assist in staving off the masonry deterioration – see 2.5</p> <p>Further window frame and glass repair is required to South staircase windows, However repair/refurbishment continues to be finance dependant.</p>
2.2	Windows and curtain walling	Inspect and wash down to remove salt building up.	Monthly	All windows & frames cleaned fortnightly by specialist window cleaning contractor.
2.3	External doors	Check all external doors and ease and adjust ironmongery including automatic door mechanism	Annually	<p>Inspected by the Front of House Team quarterly.</p> <p>Maintenance contract in place for main automatic front doors. Remedial repairs carried out to both sets of automatic doors but further works are required but these works are finance dependant.</p>
2.4	Lead weatherings and flashings	Inspect condition of lead flashings and weathering. Make minor repairs, e.g. dress back clips, make good pointing.	Annually	<p>Front of House continue to monitor weatherings &amp; flashings. Signs of wear are noticeable, although no leaks are apparent in the main building.</p> <p>Lead work around north staircase damaged by vehicle collisions. Quotes were gathered and RDC insurance informed. Repairs scheduled for June 2019.</p>



## De La Warr Pavilion

### Maintenance and Replacement Plan

2.5	Glazing	Check all windows for damage and repair immediately	Annually	<p>Cracks apparent to 6 x large south staircase windows Cracks apparent to 3 x small South staircase windows (2<sup>nd</sup> floor) All cracks covered by safety film and monitored/inspected by FOH team daily.</p> <p>A condition survey of the Structure &amp; Fabric of the south staircase glazing was undertaken in October 2018. In its current condition, as surveyed, the glass within the South Staircase Wall does not present a significant risk to building users, and no higher risk than would exist if the panels were not damaged. All recommendations are finance dependant.</p>
3.1	Retaining walls generally	Inspect retaining walls and report any loss or damage to the structures.	<p>- After stormy weather - Annually</p>	Inspected by Front of House Team May 2019 – no problems reported.
3.2	Walls to steps / ramps	Inspect for damage to the structure and repair where necessary	Annually	<p>Inspected by Front of House team May 2019.</p> <p>No problems reported.</p>
3.3	Balustrades. Handrails and gates	Inspect for rust and damage, touch up paint works where possible and repair where required	Six monthly	<p>Inspected May 2019.</p> <p>Surface abrasions on handrail and handrail posts also noted on the handrail outside the Auditorium. As previously, scheduled for repainting as finance allows.</p> <p>Corrosion to the upstand/balustrade fittings on the Roof Terrace continues to be monitored and will be repaired &amp; repainted as finance allows.</p>

## De La Warr Pavilion

### Maintenance and Replacement Plan

				The masonry and attachment around the back gate was re-painted in July 2018
3.4	External drainage	Lift covers and inspect all external manholes and drain runs for blockages or build up. Clear / clean as appropriate	Annually	Contract in place for annual drains maintenance & cleaning.  Last carried out September 2018. A full service clean was carried out. No problems reported post clean.
3.5	Plant room access	Inspect and overhaul access provisions, ladders etc., into underground plant room.	Annually	Inspected as part of annual plant maintenance contract. In the interim, inspected by Front of House team.  No problems reported.
3.6	Plant room grilles and support beams	Report any corrosion, damage or structural defects	Annually	Inspected May 2019 by Front of House. Team – no problems reported
4.1	Internal spaces generally	Inspect safely accessible roof voids and internal spaces, particularly below gutters. Report on any evidence of roof or gutter leaks	- During / after stormy weather - Annually - 5 yearly	Monitored during/after periods of heavy rain by FOH Team..  There continues to be an ongoing issue with leaks above the windows on the first floor South side of the building. Interim measures in place have minimised cosmetic damage.  Some water ingress continues to be apparent in the AHU plant rooms after periods of very heavy rain.  Also some water ingress above the stage and production areas.

## De La Warr Pavilion

### Maintenance and Replacement Plan

4.2	Internal structure and fabric	Inspect safely accessible internal structure and fabric including roof timbers and report on any signs of structural movement, cracking or corrosion or of damp fungal growth and dry rot.	Annually & 5 yearly	<p>Inspected by FOH team May 2019.</p> <p>Some fungal growth was apparent in June 2017. Repairs to flashing carried out adjacent to guttering to ensure this area becomes dry over time as damp was causing this issue. Regular monitoring ongoing and all appears to be clear.</p>
4.3	Exposed woodwork	Inspect exposed woodwork and surfaces below for signs of active beetle infestation. Report any beetles or fresh wood dust	Annually & 5 yearly	<p>Ongoing contract in place with pest controller.</p> <p>No problems reported.</p>
4.4	Roof and floor voids	Check safely accessible roof and floor voids and for signs of vermin and remove.		<p>Ongoing contract in place with pest controller.</p> <p>No problems reported.</p>

## De La Warr Pavilion

### Maintenance and Replacement Plan

4.5	Circular steel columns within East Wing (both levels)	Inspect for damage to the intumescent paint fire protection. Make good any damage in accordance with the intumescent paint manufacturers recommendations.	Monthly, and After moving heavy items, partitions, art exhibits nearby	Inspection carried out during exhibition turnarounds in the Gallery. Restaurant columns regularly inspected by Front of House team. No problems reported.
4.6	Asbestos	Removal or encapsulation of asbestos containing materials where uncovered in the course of other work.	When necessary	No works requirement this year to inspect for asbestos.
5.1	Heating system	Service the heating system including Pumps & Boilers and update the services schedule	Qualified engineer	Annually
5.2	Ventilation system	Service ventilation system and update services schedule Including Fans & Filters	Qualified engineer	3 monthly Annually

## De La Warr Pavilion

### Maintenance and Replacement Plan

5.3	Hot water system	Services hot water system and update service schedule	Qualified engineer	Annually
5.4	Firefighting equipment	Service fire extinguishers	Specialist	Annually
5.5	Lift installation	Service and overhaul lift installation	Specialist	Annually

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**Rother District Council**

Report to	-	Council
Date	-	20 September 2021
Report of the	-	Chief Executive
Subject	-	Appointment of Member to Rye Chamber of Commerce

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**Recommendation:** It be **RESOLVED:** That a Member representative be appointed to the Rye Chamber of Commerce with immediate effect, up until the end of the current civic year and be subject to reappointment in May 2022, in line with all other appointments to outside bodies and to designate attendance thereat as an approved duty.

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1. Rother District Council has historically appointed a representative to the Rye Chamber of Commerce. However, in 2017, it was agreed that as the Rye Chamber of Commerce was not meeting regularly and was semi-dormant, it was decided not to appoint a representative and it was removed from the list of outside bodies to which the Council appointed.
2. More latterly, the Rye Chamber of Commerce has been re-energised and following contact with the Chamber and Councillor Stevens, one of the local District Ward Members for Rye and Winchelsea, the Chamber would welcome the reappointment of Rother District Council representative.
3. Full Council is invited to consider the request to appoint a representative to this position; it is noted that Councillor Stevens wishes her name to be put forward as the representative.
4. The appointment is to be made with effect from 20 September 2021 and will be subject to reappointment in May 2022 in line with all other appointments to be made that year.

Malcolm Johnston  
Chief Executive

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**Rother District Council**

Report to - Council  
 Date - 20 September 2021  
 Report of the - Chief Executive  
 Subject - Political Groups – Review of Committee Seats

**Recommendation:** It be **RESOLVED:** That the revised political make-up of the Council be noted and the consequential appointment of Members on the Committees be agreed.

**Introduction**

1. Since the Council’s last meeting there has been a change to the political make-up of the Council; this report advises Council on the consequential matters. It is also noted that the Labour Group Members have confirmed that they now wish to be known as the Labour and Co-operative Party.

**Political Groups**

2. On the 3 August 2021, Councillor Mrs Deirdre Earl-Williams gave formal notice of her wish to leave the Association of Independents (Aol) with immediate effect and not be affiliated with any political group serving on the Council. Any change in political make-up of the Council triggers a review of the allocation of committee seats in accordance with the proportional representation requirements of the Local Government and Housing Act 1989.
3. The membership of the Political Groups on the Council is confirmed as follows:

<b>Group</b>	<b>Seats</b>
Conservative	14
Association of Independents	11
Liberal Democrats & Green	8
Labour and Co-operative	3
Non Group Member (Pebsham & St. Michaels)	1
Non Group Member (Collington)	1
<b>Total Seats</b>	<b>38</b>

4. Following the calculations of the allocation of committee seats, it is confirmed that the Conservative Group are entitled to one more seat overall and the Aol are entitled to one less seat than currently allocated. The relevant Group Leaders will advise at the meeting which seat will be given up on either the Planning or Licensing and General Purposes Committee by the Aol and allocated to a Conservative Member.
5. A replacement substitute Member for the Aol is also required for the Licensing and General Purposes Committee as substitutes must be from the same political Group. The Aol have also indicated their intention to allocate one of their seats on the Overview and Scrutiny Committee to Councillor Mrs Earl-Williams – this will require a nem con vote (no Member voting against).

Malcolm Johnston, Chief Executive

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# A report into the findings of the Bexhill Better Buses Survey

*Report published by Cllr Christine Bayliss and adopted by the  
Rother Alliance – Rother District Council*

*July 2021*

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*Please note that respondents’ comments are reproduced as written*

# Bexhill Better Buses

## Introduction

The 'Bexhill Better Buses Survey started off as a standalone piece of work around the Labour Party County Council campaign to improve bus services in Bexhill. It was felt that while the more affluent areas of Bexhill were served by frequent and affordable services the most deprived Ward in Bexhill, Sidley was effectively cut off from the rest of the town during the evening. The last bus from the town centre leaves at 7.37pm from Devonshire Road and the last bus from Southlands Ave to the town centre leaves at 7.14pm.

Without adequate and affordable bus services, Sidley residents miss out on opportunities for employment in the growing evening economy in Bexhill Town Centre, the opportunity to enjoy concerts and other leisure activities at the De La Warr Pavilion or visit family and friends in the evening. While this has been acknowledged as a long-standing issue with anecdotal evidence around the impact for individuals and businesses, we know that there is a lack of quantitative and qualitative data to support the case to introduce new services. The idea behind collecting user data was to strengthen the arguments around increasing the subsidies for evening services and to identify what would encourage greater use of buses. We also asked about the use of Bexhill's Community Bus and we have suggested an extension of that service to cover Sidley.

The survey was launched across Bexhill in April 2021 at roughly the same time as the Government launched a new post covid strategy for Bus Services 'Bus Back Better'. The strategy requires Local Transport Authorities – in our case East Sussex County Council (ESCC) to develop plans to improve bus services which have been in steady decline over several years. The analysis, therefore, not only looks at the data collected from users and non-users of bus services in Bexhill but also at the current pattern of service provision and whether that can meet the policy objectives set out by the government.

The County Council have responded positively to the Government's new 'Bus Back Better' strategy and have adopted the Enhanced Partnership approach and are currently developing a Bus Improvement Strategy to be published in the Autumn. We trust that the survey data and analysis can feed into improving Bexhill bus services.

## Headline Findings

- There is evidence of unmet demand for bus services. 86% of respondents said they would prefer to use the bus more often.
- Nearly two thirds of those who said they were non or infrequent bus travellers cited buses 'not being available at the times when I need to travel' as a reason why they didn't use the bus more often.
- 55% of respondents said they would use a bus service between 6.30pm and 11.30pm.

- In relation to evening services 40% of those of working age said that they could use an evening service to access work.
- Only 13% of respondents use the Bexhill Community Bus, dropping to 4% for respondents from Sidley. The area with the highest usage was Little Common where just over a quarter of respondents have used the Community Bus.
- Sidley residents living in one of the most deprived wards in the country do not benefit from the affordable transport provided by Bexhill Community Bus. This means that our poorest residents pay the highest fares to travel in Bexhill.
- There does not appear to be any strategic plan to join up bus services with rail services stopping at Cooden Beach, Collington and Bexhill. Rail services are significantly cheaper, faster and more reliable than the bus service towards Eastbourne and Hastings.

### Recommendations

- Urge East Sussex County Council to take full advantage of the decision to establish an 'Enhanced Partnership' and to work with Stagecoach and Bexhill Community Bus to improve bus services in Bexhill and the wider County.
- Work up plans to introduce evening services for all the communities in Bexhill. This will enable residents to take up jobs and new opportunities in Bexhill's evening economy.
- Make sure that the North Bexhill Business Park is well served by public transport and that there is a direct link with Bexhill railway station to ensure that, as jobs come on stream, they are not reliant on car journeys for access.
- Undertake more work with schools, post 16 providers, parents and students to ensure greater take up of bus travel as a means of travelling to and from school and college.
- Examine alternative affordable bus services to the Tesco Store at Ravenside following cancellation of their twice weekly free bus service in July 2021.
- Work with the Bexhill Community Bus board to ensure that affordable travel is available to Sidley residents to correct this historic social injustice.
- Urge Bexhill Community Bus to publicise their network, fares and timetable to increase the public's awareness of the service.

### Local context

Bus usage has been in decline in East Sussex for several years. From a peak in journeys during 2013/14 there has been a steady decline.

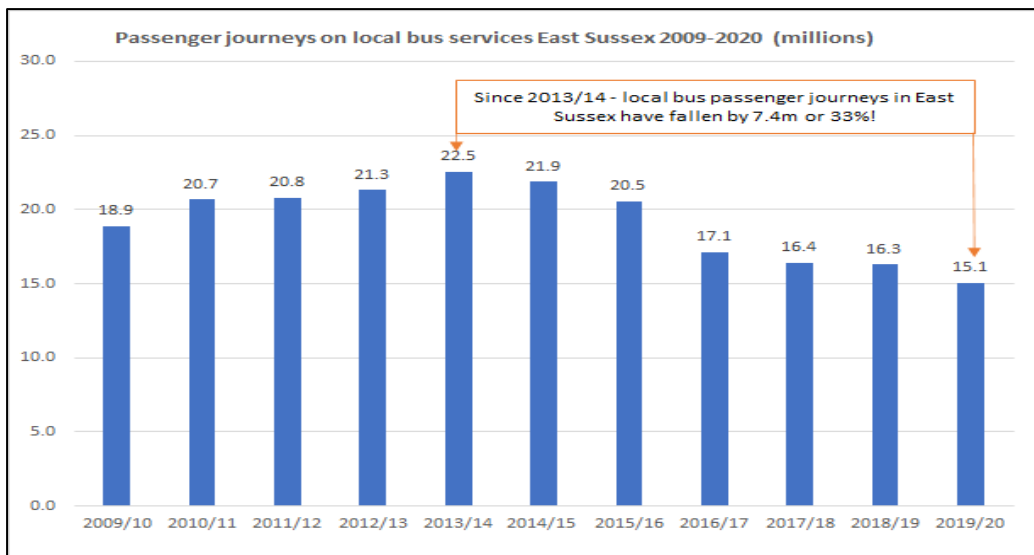


Figure 1 East Sussex Bus Journeys 2009/10 to 2019/20

East Sussex has seen the steepest drop off in bus journeys amongst South East Authorities. Similarly, Bexhill Community Bus has seen a similar decline in bus journeys. Although prior to the pandemic bus Journeys were beginning to uptick. However, the pandemic saw a reduction in journeys of 61% and it is likely to take some time before they can rebuild it to 2019 levels. (See Figure X for data) In terms of wider policy implications, the impact on climate change of a switch from public transport to private car journeys cannot be over-emphasised.

Bexhill is served by two operators, Stagecoach and Bexhill Community Bus. See ANNEX A for the current route map for Bexhill. Currently Stagecoach provides the main commercial services and operate the Nos 95, 96, 97, 98, 98a and 99 routes. Bexhill Community Bus operate Nos 11, 12 13 and 14. Rambler Coaches provided a free bus service to Tesco serving residential areas in Bexhill. However, this service was withdrawn with little notice at the beginning of July 2021.

Prior to 2018 Renown Transport Services operated some of the Bexhill services but in 2018 the operators had to call in the receivers and the services were transferred to Eastbourne Coachways. In 2019, East Sussex County Council withdrew the PSV operator's licence for Eastbourne Coachways due to concerns relating to business links between Eastbourne Coachways and Renown Transport Services. Services were re-tendered and awarded to Stagecoach but some routes were cut back and in particular the direct



route between Little Common and Sidley that had served pupils at Bexhill Academy was cut. The County Council wrote to parents in June 2019 stating that the reduction in service was required to ensure that remaining services were affordable with the County Council's limited budget.

In East Sussex, most bus services are commercially run by bus operators. This means that they are reliant on income from bus users to operate the service. However, legislation allows the County Council to subsidise buses which cannot run at a profit but are seen to be socially necessary for the community. There is discretion as to what services, if any, are provided within the limited funding available and in East Sussex these were last determined in 2014 when the County Council undertook a major assessment of travel needs. Based on the findings and following extensive public consultation, East Sussex County Council's agreed a 'needs based' based public transport commissioning strategy.

The commissioning strategy set out a hierarchy of service provision:

Priority 1 – Enable children eligible for statutory free home to school transport to travel to the nearest suitable school or college

Priority 2 – Enable residents to get to work at key centres during peak times

Priority 3 – Enable residents to access essential services during the day on a minimum of two days per week

Priority 4 – Enable children who are not eligible for statutory free home to school transport to travel to the nearest available school or college

The following services in Bexhill are subsidised by the County Council

Service 94 Little Common – Bexhill STAGECOACH

Service 95 Bexhill – Ninfield – Catsfield – Battle- Conquest Hospital STAGECOACH

Service 96 Little Common – Cooden Beach – Bexhill – Ridgewood Gardens STAGECOACH

Service 97 Bexhill- Glenleigh Park – Hooe STAGECOACH





None of the Bexhill Community Bus routes are subsidised by the County Council which serves all areas of Bexhill except for Sidley. It is also interesting to note that the current arrangements do not subsidise the Stagecoach services running between Sidley and Bexhill Town Centre – whereas services that serve the more affluent areas of the Town are subsidised. This perversely means that a passenger in Little Common who uses the Bexhill Community Bus to travel to the town centre pays the flat fare of £1 each way, whereas the passenger travelling from Sidley pays significantly more at £1.80 or 80% more for a single fare journey into Bexhill. Even the cost of £2.70 for a return ticket from Sidley to the Town Centre represents a 35% differential on the cost of the Bexhill Community Bus fare. This cannot be right or fair.

The loss of the Free Rambler service to Tesco Ravenside is also significant, given that this is the biggest retail complex in Bexhill and is not served by a railway station. This means that its customers are probably car drivers. The withdrawal of the twice weekly service is therefore likely to add to congestion and levels of pollution.

### Changing National Policy Context

Earlier this year the Government launched 'Bus Back Better' - a new strategy to dramatically improve bus services in England outside of London.<sup>1</sup> The aim is to encourage more people onto buses by introducing 'Enhanced partnerships' that proactively plan how services can be improved and expanded as opposed to the current tendering and franchising scheme which plan on existing needs. These Enhanced Partnerships operate in a different way from the current arrangements that currently exist in East Sussex. This is where an operator franchises or competitively tenders to run a particular route. However, with Stagecoach having a virtual monopoly in Bexhill and Bexhill Community Bus not bidding to run services, the 'market' does not produce the most efficient outcomes. An Enhanced Partnership on the other hand will involve the Local Transport Authority (LTA), in our case East Sussex County Council, working with local operators to plan how bus services can be improved to help sustain and crucially grow services.

The timetable for delivering 'Bus Back Better' is in three stages. The LTA needs to have committed to developing an Enhanced Partnership by the end of June 2021. From the 1<sup>st</sup> July they must start the process of developing a Bus Service Improvement Plan which needs to be published by the end of October 2021. The final stage is delivery, rolling out from April 2022.

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<sup>1</sup>[https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment\\_data/file/980227/DfT-Bus-Back-Better-national-bus-strategy-for-England.pdf](https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/980227/DfT-Bus-Back-Better-national-bus-strategy-for-England.pdf)

In response to the Government's new strategy the County Council's lead member for Transport and Environment, Cllr Claire Dowling, agreed in June 2021 for the development of an Enhanced Partnership for East Sussex, the development of an Enhanced Partnership Plan and accompanying Enhanced Partnership Scheme.

The minutes of the Transport Committee meeting on the 21<sup>st</sup> June record that *“the establishment of the Enhanced Partnership together with required additional funding from Government is an opportunity to make significant improvements to bus services in East Sussex. From 1 July 2021 COVID-19 Bus Services Support Grant (CBSSG) and any successor funding to it; funding to transform services as outlined in the Strategy; and Bus Service Operators Grant, will only be available to Local Transport Authorities who have committed to entering into Enhanced Partnerships or started the statutory process of franchising services, and to operators who co-operate with the process. There would therefore be a very significant impact of not complying with the requirements of the Government Bus Back Better Strategy, potentially leading to the collapse of the commercial East Sussex bus market and a call on unsustainable levels of Council funding to replace it”*.<sup>2</sup>

## Climate Change

Both East Sussex County Council and Rother District Council have declared a Climate Emergency. In line with government policy on climate change there is an acknowledged need to reverse the decline in bus travel and provide sustainable alternatives to car use. East Sussex County Council's action plan urges walking, cycling or use of public transport along with an aim to reduce car use and switch to electric vehicles.

## Survey Data analysis

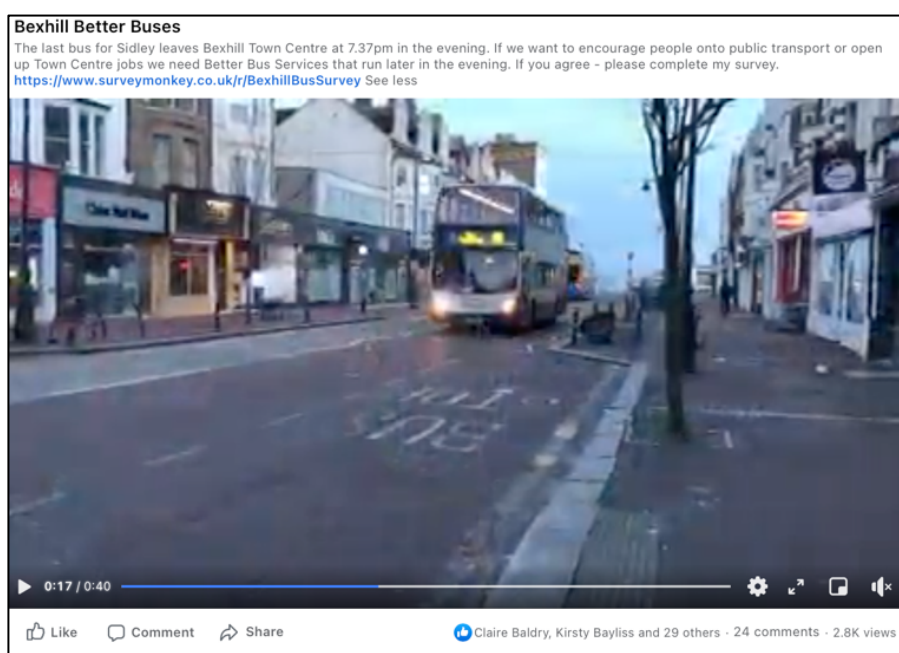


Figure 2 Example Social Media Post

<sup>2</sup> <https://democracy.eastsussex.gov.uk/ieListDocuments.aspx?CId=177&Mid=4827>

The survey was launched during the County Council elections campaign in Spring 2021. It ran on social media from 29 March and closed on 31 May. It was completed by 214 individuals.

It was promoted mainly on Facebook using Facebook advertising. The main post and video promotion attracted 2.8K views and 24 comments.

**Question 1** asked where the respondent lives?

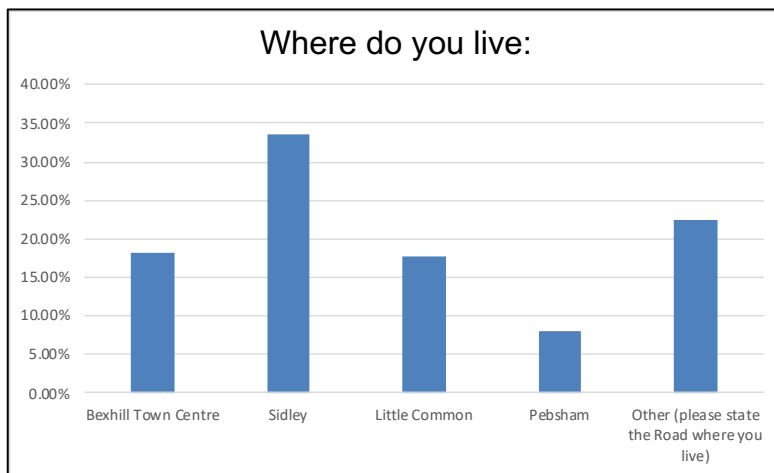


Figure 3 'Where do you live?'

The response from residents living in Pebsham was disappointing but otherwise there was a good response from Sidley and then from Bexhill Town Centre and Little Common. Where residents marked 'Other' they cited roads that would not fall naturally into one of the four distinctive neighbourhoods, for example, Sutherland Ave or Deans Drive.

To note: If we were to reproduce or run this survey again we would ask respondents to enter their postcode so we would get a more accurate picture of where survey respondents live.

**Question 2** Asked about Age of respondents:

There was a reasonable spread of ages. The age category with the most respondents (51 in number) was the 65 to 74 age group.

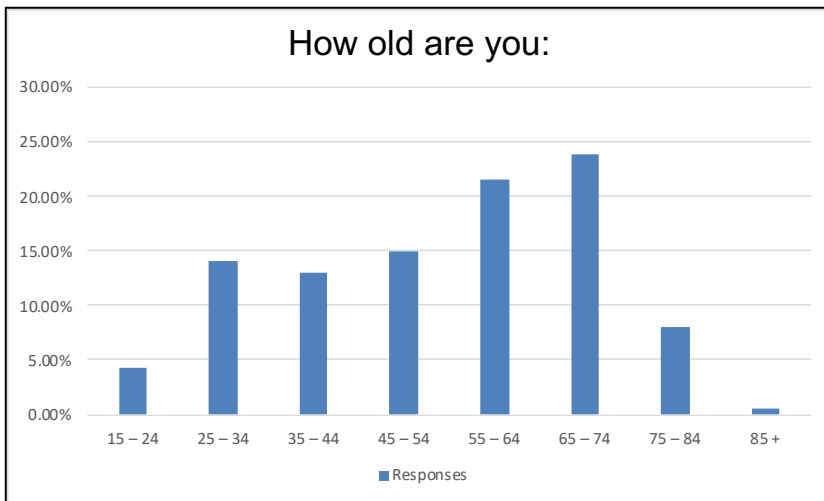


Figure 4 The age profile of respondents

We were disappointed to only capture data from a small number of pupils and college students. (Only 9 respondents aged under 24) Anecdotally, we know that there is a huge untapped demand for bus travel from the Little Common community to Bexhill Academy. Local councillors in St Marks report that only a small number of students make use of the current bus service. This leads to increased levels of pollutions and dangerous levels of congestion, in and around Gunters Lane and Turkey Road, during the morning drop-off and afternoon pick-up of pupils.

**Question 3** Asked about employment status. Just over 40% were employed either in a workplace, working from home or on furlough. 36% were retired. Where respondents ticked 'other' most stated that they were disabled an unable to work.

Answer Choices	Responses	
A school student	0.47%	1
A College or University Student	1.87%	4
Employed – Furlough	0.93%	2
Employed – Currently working from home	11.21%	24
Employed – In a workplace	29.44%	63
Self-employed – Currently working from home	2.80%	6
Self-employed – Working outside the home	4.67%	10
Unemployed	6.54%	14
Retired	35.98%	77
Other (please specify)	6.07%	13
	<b>Answered</b>	<b>214</b>

Figure 5 Employment status of respondents

**Question 4** Asked about gender. There was a significant imbalance in that only 23% of the respondents were male. This may have been due to more females engaging with Facebook than males. However statistical data from the Department of transport show that in relation to local bus journeys, females took on average a third more journeys than men in

2019.<sup>3</sup> Therefore they may be more likely to respond to a survey about improving local bus services.

**Question 5** asked whether respondents have a disability with just under a fifth saying yes. 33% of disabled respondents live in Sidley with 28% living in ‘other areas’. 93% of disabled respondents would like to use a bus more often with 50% not making any bus journeys in the month preceding completion of the survey. Those that had made at least one bus journey indicated that they did so for shopping purposes.

**Question 6** asked about the number of journeys respondents had made in the last month. This showed that most respondents (54%) had not made any journeys in the previous month. The number of respondents declines as the number of journeys increase. 17% made between 1 and 2 journeys, 15% between 2 – 10 journeys and 14% over 10 journeys. If we match the data on journeys with neighbourhoods, we can see that respondents living in Sidley made the most bus journeys (if the ‘other’ category is discounted). The other interesting point is that people from Sidley who do use buses are much more likely to use them a lot (>10) as compared with those from Little Common and Town Centre residents. This may be down to Sidley having fewer transport alternatives.

Bus Journeys in last month by area	None	1	2 to 10	Over 10	Total
Sidley	34	17	9	12	72
Town Centre	21	10	6	2	39
Little Common	23	5	7	3	38
Other	38	5	10	12	65
<b>Total</b>	<b>116</b>	<b>37</b>	<b>32</b>	<b>29</b>	<b>214</b>
Bus Journeys in last month as percent of area respondents	None	1	2 to 10	Over 10	Total
Sidley	47.20%	23.60%	12.50%	16.70%	100.00%
Town Centre	53.80%	25.60%	15.40%	5.10%	100.00%
Little Common	60.50%	13.20%	18.40%	7.90%	100.00%
Other	58.50%	7.70%	15.40%	18.50%	100.00%
<b>Total</b>	<b>54.20%</b>	<b>17.30%</b>	<b>15.00%</b>	<b>13.60%</b>	<b>100</b>

Figure 6 Number of journeys taken by neighbourhood

**Question 7** followed up by asking whether the answer would have been different before March 2020 with just over 52% saying yes. One Town Centre resident commented “Went everywhere by bus before pandemic” and another said “Too many people don’t wear a mask or wear it incorrectly” as a reason why they used the bus less now than before the pandemic.

**Question 8** looked at the main reason for travelling by bus. If we look at the data from those respondents who reported taking at least one bus journey in the previous month (98) we can see that there are an equal number of respondents who used the bus to get to work as to go shopping.

<sup>3</sup> NTS0601: [Average number of trips \(trip rates\) by age, gender and main mode: England](#) (ODS, 475KB)

What is your main reason for travelling by bus?		
Answer Choices	Responses	
To get to work	29.59%	29
For shopping	29.59%	29
For leisure	13.27%	13
Visiting family or friends	6.12%	6
Taking children to school	6.12%	6
Medical Appointment	5.10%	5
To visit someone in hospital	1.02%	1
Not applicable to me	0.00%	0
Other (please specify)	9.18%	9
	<b>Answered</b>	<b>98</b>

Figure 7 The main reasons for travelling by bus (for those taking at least one journey in the last month)

Where respondents selected ‘other’ some cited that they travel by bus for all the reasons listed because they do not have a car. One respondent wrote “My car was in the garage and my son loves buses, so we travelled home on one”.

**Question 9** Asks whether respondents would prefer to use the bus more often, with 86% saying yes, just over 6.5% saying no and 7.5% not sure. This shows that there is a willingness out there to use public transport including buses for work and shopping. This overwhelmingly positive response demonstrates that a more proactive approach to developing services in Bexhill, that not only meet current needs but that can increase demand, is likely to be successful.

**Question 10** Tests opinion of whether a reliable bus service until 11.30pm would give greater access to a range of activities and invites respondents to tick all that apply.

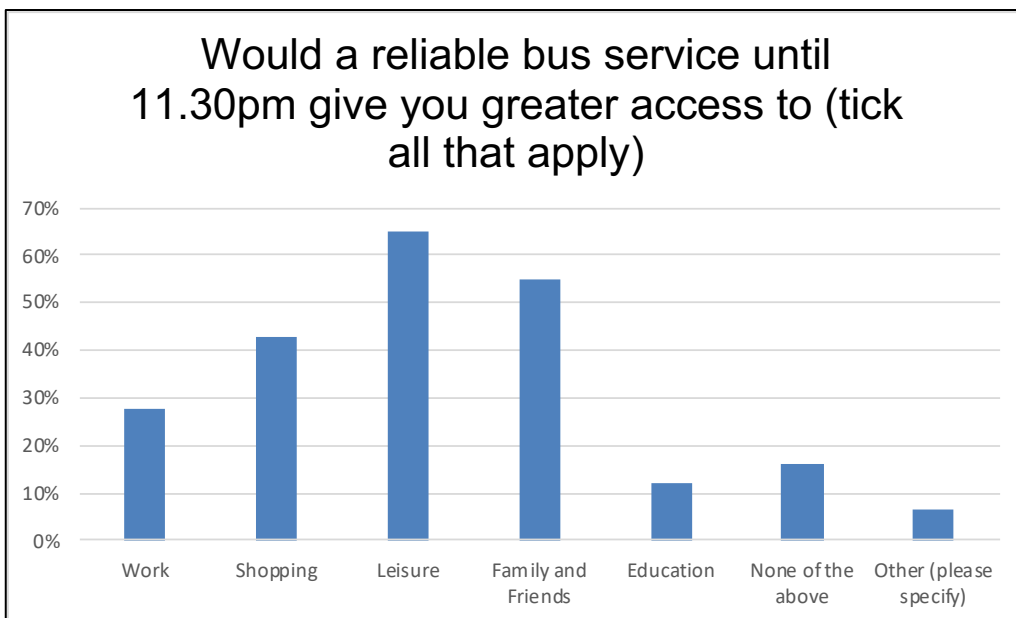


Figure 8 Evening bus services reasons - all respondents

However, if we look at the data from those of working age, those choosing ‘work’ rises from 28% to 40%. Given the current emphasis on Covid Recovery and the campaign to encourage residents to Shop, Eat and Support Local business, the data from all age groups shows that introducing an evening service would support the economic recovery post pandemic. For example, we need to ensure that good public transport options are available to those living

in our poorest neighbourhoods so that residents there can take advantage of new jobs created in the Town Centre as a result of the Rother District Council bid for Levelling Up funding. Similarly, to ensure the Bexhill Enterprise Park is a success, there needs to be good bus links to the main railway station in Bexhill to facilitate good non-car access for workers.

One of the largest existing employment sectors in Bexhill is the social care sector which provides 24-hour, 7 days a week work for local people. A Facebook user employed as a care worker posted a comment about evening and Sunday services: *“We definitely need a much better bus service. They should run at least till 10pm. Sunday is a nightmare the first bus doesn't start until 10.45 am. And Finishes at 5pm”*

**Question 11** asks about when respondent would be most likely to use a bus, asking them to tick all the options that would apply to them.

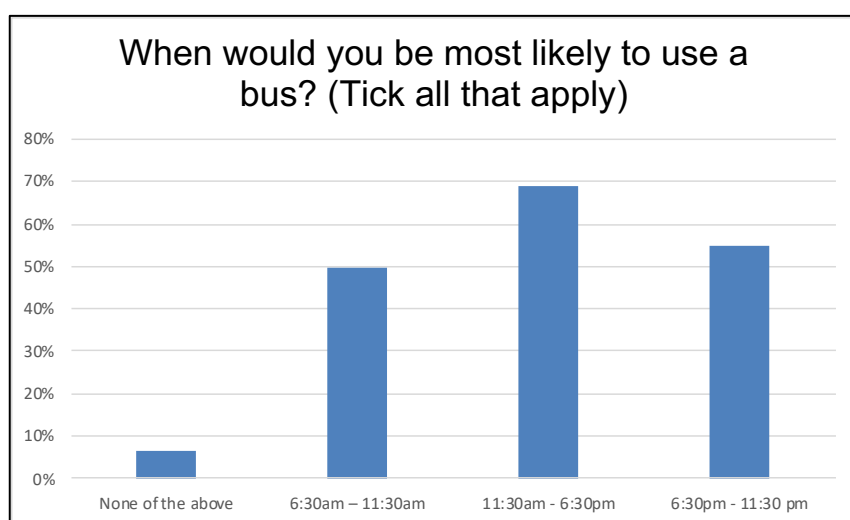


Figure 9 Time of day when respondents are most likely to use a bus

**Question 12** asks those that are either a non-user or infrequent user why they don't use the bus more often and asks respondents to check all the reasons that apply. Interestingly the data shows similar trends when cross referenced with the frequency of journeys. By some margin, more respondents picked 'Not available at the times when I need to travel' as a reason followed by 'Unreliable service' and 'Doesn't go to the right destinations for me'.

REASONS FOR NOT USING BUS - SORTED BY IMPORTANCE	Number of times used bus in last month				
	None	1 – 2	2 – 10	Over 10	TOTAL
Count of Not available at the times when I need to travel	26.3%	30.1%	33.3%	38.1%	29.1%
Count of Unreliable service	17.0%	19.2%	20.0%	16.7%	17.8%
Count of Doesn't go to the right destinations for me	16.6%	19.2%	11.7%	14.3%	16.1%
Count of Cost	10.1%	12.3%	13.3%	11.9%	11.1%
Count of No local service near my home	11.3%	5.5%	5.0%	4.8%	8.8%
Count of Other (please specify)4	8.1%	6.8%	6.7%	14.3%	8.3%
Count of Personal safety	5.7%	1.4%	6.7%	0.0%	4.5%
Count of Vehicle cleanliness	3.2%	1.4%	1.7%	0.0%	2.4%
Count of Lack of disabled access	1.6%	4.1%	1.7%	0.0%	1.9%
	100.0%	100.0%	100.0%	100.0%	100.0%

Figure 10 Reasons for not using the bus and frequency of bus usage

**Finally question 13** asked about use of the Bexhill Community Bus. The community bus is a service operated entirely by volunteers and operates services between Bexhill Town Centre and Pebsham, Little Common, Cooden and Sutton Place at the east end of the promenade. It does not serve Sidley. It offers a flat fare of £1 per adult and 50p for under 16 year olds.



DO YOU USE BEXHILL'S COMMUNITY BUS (YELLOW BUS)?	Yes		No	
Sidley	3	4.2%	69	95.8%
Bexhill Town Centre	4	10.3%	35	89.7%
Little Common	10	26.3%	28	73.7%
Other	11	16.9%	54	83.1%
	28	13.1%	186	86.9%

Figure 11 Bexhill Community Bus use

The numbers using the Community Bus are small and this is reflected in the survey. Only 13% of respondents said they used the Community Bus. Respondents who said they lived in Little Common reported the highest usage. This area is one of the more affluent neighbourhoods of the town with high levels of car ownership. It is also well served by commercial operators who operate subsidised routes. (To note, if we re-run this survey we would ask respondents for post codes to provide a more accurate picture of where people live).

RDC Ward	Cars: All categories: Car or van availability	Cars: No cars or vans in household	Cars: 1 car or van in household;	Cars: 2 cars or vans in household	Cars: 3 cars or vans in household	Cars: 4 or more cars or vans in household	Cars: sum of All cars or vans in the area	Total households	No cars or vans	Cars or vans per household
Central	3034	1318	1298	329	66	23	2253	3034	43%	0.7
Collington	2160	379	1059	552	120	50	2751	2160	18%	1.3
Kewhurst	2275	409	1152	560	115	39	2794	2275	18%	1.2
Old Town	1765	411	853	401	73	27	1990	1765	23%	1.1
Sackville	2427	853	1199	317	38	20	2038	2427	35%	0.8
St Marks	2097	300	945	628	168	56	2970	2097	14%	1.4
St Michaels	2181	405	1101	523	116	36	2648	2181	19%	1.2
St Stephens	2123	399	987	571	123	43	2691	2123	19%	1.3
Sidley	2399	676	1059	524	90	50	2605	2399	28%	1.1
<b>ALL BEXHILL WARDS</b>	<b>20461</b>	<b>5150</b>	<b>9653</b>	<b>4405</b>	<b>909</b>	<b>344</b>	<b>22740</b>	<b>20461</b>	<b>25%</b>	<b>1.1</b>

Figure 12 Car Ownership by Rother District Ward (Source 2011 census)

The number of annual journeys has been in steady decline since a peak in 2007 although 2018 and 2019 saw a slight reversal in the trend. The drop to just under 15K of recorded annual journeys in 2020 is the direct result of Covid. The challenge for the bus company is to see if it can respond to the post pandemic challenge and rebuild trust in public transport.



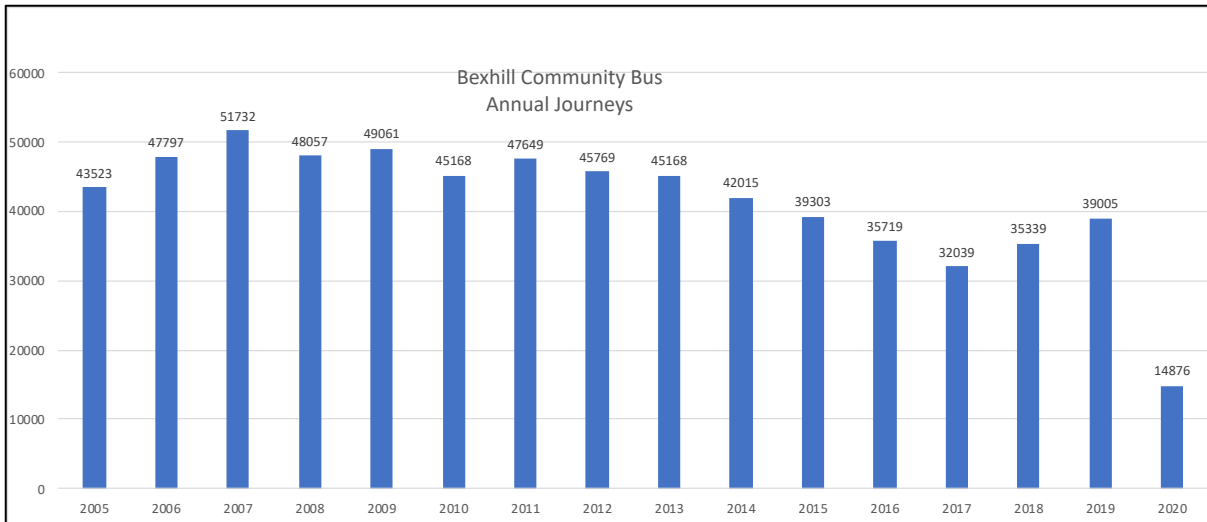


Figure 13 Number of passenger journeys - Bexhill Community Bus. Data extracted from Annual Reports

The biggest issues around non-use of the Bexhill Community Bus are revealed in the comments data. *“It doesn’t serve Sidley. It would be a great help if it did”*. I am unclear as to why the Community Bus cannot serve Sidley other than that East Sussex County Council have said that it can’t compete with commercial operators. The impact of this ruling means that Sidley residents pay proportionally more for public transport which seems perverse.

However, it is the low take up by respondents, even in those areas served by the community bus, that stands out. Volunteer drivers report that services are very often under subscribed with just one or two passengers. The comments reveal that many residents are under the impression that the service is only available for the elderly. They also reveal a lack of awareness around routes, fares and availability. It seems clear that with modern vehicles and a great team of volunteers, that this is a wonderful but underutilised community asset.

Cllr Christine Bayliss

Labour Group Leader and Cabinet Member for Economic Development and Regeneration  
Rother Alliance : Rother District Council : July 2021

Annex A – EXISTING BUS PROVISION Source: [http://www.cartogold.co.uk/EastSussex/map.html#Bexhill\\_Inset\\_Map](http://www.cartogold.co.uk/EastSussex/map.html#Bexhill_Inset_Map)



## Annex B What is your main reason for travelling by bus? (Comments)

A later bus service would be great. Save me money on taxis. Even if it's only 1 per hour. I'll get more hours too if I can work later.
All of above as I don't drive
Also for leisure and medical appointments
Cannot drive due to chronic illness
car repairs
Don't drive so need the bus for everything
Hoping to be able to sell my car at some point and use public transport
I dont
I wanted to tick: work; shopping; leisure; visiting friends; medical appts; visiting hospital
I would like the option of not driving as it's stressful. There is currently no way to get from St Leonard's to Sidley without driving.
I would possibly use it if I knew when buses due. No electronic signs in Sidley although in other areas of Bexhill.
My car was in the garage and my son loves buses so we travelled home on one.
Only in a emergency
To get somewhere
To get to Bexhill on Sea railway station from Sidley
To get to work when reliable time wise or more appropriate than driving
Travel to educational setting
Volunteering

Annex C Would a reliable bus service until 11.30pm give you greater access to (Below are the responses to 'other')

Access to Conquest hospital
Getting home
Hospital
Hospital appointment
I don't go out at night.
I wouldn't use it, I don't think, as I walk or cycle in Bexhill. Coming back from the Stables theatre in Hastings at 10.30 ish - I might
Later bus services would have no impact on how I use them, if I were to use them it would likely be during the day/afternoon.
Later buses would give me access to theatres and cinemas in Eastbourne and Hastings
Life
Local shows and theatres
Not out that time
Out of hours
School bus for my son
Too late for me

Annex D If you are a non-user or infrequent user why don't you use the bus more often? (Answers to 'Other – please specify')

98 bus service is horrific.
As mentioned on previous question. No electronic signs showing which buses are due & when.
Buses are shit
Don't like travelling by bus.
During pandemic see buses with passengers not wearing masks or wearing on head, under chin or nose
Early bus times
Easy to just jump in the car. A service I would use (to Sidley) is very limited from little common unless I want to travel via town, Pebsham etc. I think day rider tickers could be a little more cost efficient
Have a vehicle
Have been put off by past experiences
I am a frequent bus user.
I am a frequent bus user. A late night bus service would be greatly appreciated. Save me money from getting a taxi.
I drive
I have 2 cars and worked all my life to do what I want to do when I want to do it. Won't use a bus. They are pretty pointless to me. Tuk Tuks are the way forward. Electric ones are the best
I have to walk quite a distance to the nearest bus stop. Only the community bus goes along the seafront and then infrequently.
I use bus regularly for taking children to school. I would like to be able to travel from Little Common to Cooden Beach. I would also like services to run from Cowdray Park Road bus stop.
I'm normally collecting supplies etc so it would take me all day to get a job done
Journey is slow if one wants to go further afield.
My son goes to St richards bus at Watermill Lane the 95 doesn't run till 9 which is to late. He has to walk 15 minutes into Sidley for the 98 which sometimes just drives past him
No electronic board at bus stop advising what buses are next due.
Not applicable.
Not keen to use during pandemic.
Not suitable for my purposes
Not using bus due to Covid
Nothing direct to St Leonards, have to change bus or go all around the town first . Takes over an hour to make a 10 minute car journey
The nearest stop for us is on Sandhurst part of Barnhorn Road which is a distance from my accommodation. It is prohibitive as I can't walk that far with aids or self-propel in wheelchair. There should urgently be installed a bus stop actually within the Rosewood Park Estate for not just the 3000 ppl who will live here but also for the seriously unfortunately disabled community here ( not just me there are other disabled here and there is the care home on the rosewood estate!! I want to access a bus without having to have someone with me to help with chair etc etc....I have to get lifts which is restrictive....not fair to leave us without a bus stop here or even consider adding Rosewood Estate stop to your yellow community town bus which terminates at Little common Roundabout....so not fair u should consider the at least 2 care homes and many disabled who live within Rosewood Barnhorn areas@!!!
There is no bus directly to Silverhill
This bus finishes early in the day, which does not help me to get home when I have been out
Time - journeys take longer

Too many "changes"
Trains are a more convenient form of travel, more punctual, more comfortable and run more often/late. I would add that while the idea of later buses is a wonderful idea, if people don't use them how appropriate is it for a county council to fund near empty bus routes? Do you spend the money and hope people will use them?
Unable to walk when off bus
Very long journey via Bexhill to Hastings and poor service to Eastbourne from Sidley
Would be great if a bus came from Little Common along Little Common Road into town

## Annex E Do you use Bexhill's Community Bus (Yellow Bus) - comments

Brilliant service wish it had a later bus though
Didn't know I could use it I thought it was for OAP
Didn't know I could thought only older people could and don't know any information about them
Does not cover where I live.
Doesn't come close to my home
Doesn't come near my home.
Doesn't come to my area
Doesn't stop near my home although I believe it goes past.
Doesn't come anywhere near where? I live. I would use it if it did!
Doesn't come anywhere near where I live
Don't know where or when it runs. I would like to use it
Don't think it's in my area
Excellent service, the only bus service that is available near where i live. With out it I'd not be able to be out.
How do you use it / what's it's timetable?
I did not know it was available for everyone
I did.....often
I don't know much about it.
I don't know where to catch it near to Bolebrook Road and it comes too infrequently.
I have used it. Unfortunately it is not as regular as I would need.
I haven't moved into the area just yet but was researching buses and realised that there is no evening service which I could use for going out in the evening.
I intend to use it soon.
I thought you had to be over a certain age to use this bus
Intend to once Covid restrictions lifted
Is there one??
It does not run at times I need for regular journeys, but I used it in December 2020. I like that it stops in Cowdray Park Road.
It doesn't run near where I live
It doesn't serve Sidley.
It doesn't serve Sidley. It would be a great help if it did.
It would be good if it serviced the streets off the main road in Sidley.
It would be helpful if it went to Bexhill and Conquest Hospitals
It would help if I could get a later bus from Hastings or Eastbourne so I can attend live music or theatres.
It's great but it would be better for me if it had a mid day return and one later than 3.30
It's great! So handy for getting to places like the hospital.
Never see it where I live
Never tried it
No does not come to Sidley. My dad has helped on the yellow bus since it started
No stops near me
Not often as few times to suit me
Not sure where exactly it stops
Not yet
Notice that in urban sprawl of Bexhill eg Collington & beyond - all around massive houses with 2 or 3 cars. There are no buses to these areas, so everyone drives. Car is King in Bexhill. I don't

need to use yellow bus to get home, but a small bus going to somewhere like Unique yoga studios would be great as I don't have a car.
Occasionally
Only thought it was older people.
Only use occasionally
Only use occasionally maybe 2/3 times a month
Really unsure of times and stops so not confident taking it
sometimes but prefer 99 or 96.
Very very occasionally. Maybe not for some years
Would if u would actually add a closer stop to Rosewood park estate off Barnhorn Rd! I really need access to this service i have disabled bus pass but can't use it cos not added closer location....I'm in a wheelchair/ rollator
Brilliant service wish it had a later bus though
Didn't know I could use it I thought it was for OAP



# Every village, every hour

## A comprehensive bus network for rural England

March 2021



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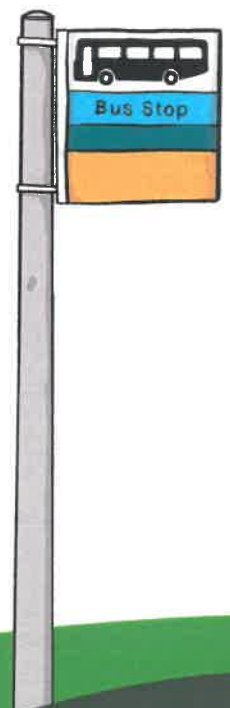
# Executive summary

This report builds upon previous research from CPRE, the countryside charity into rural ‘transport deserts’ to set out what a comprehensive bus network for England would look like, with services to every village every hour, and the scale of investment we need to make this vision a reality.

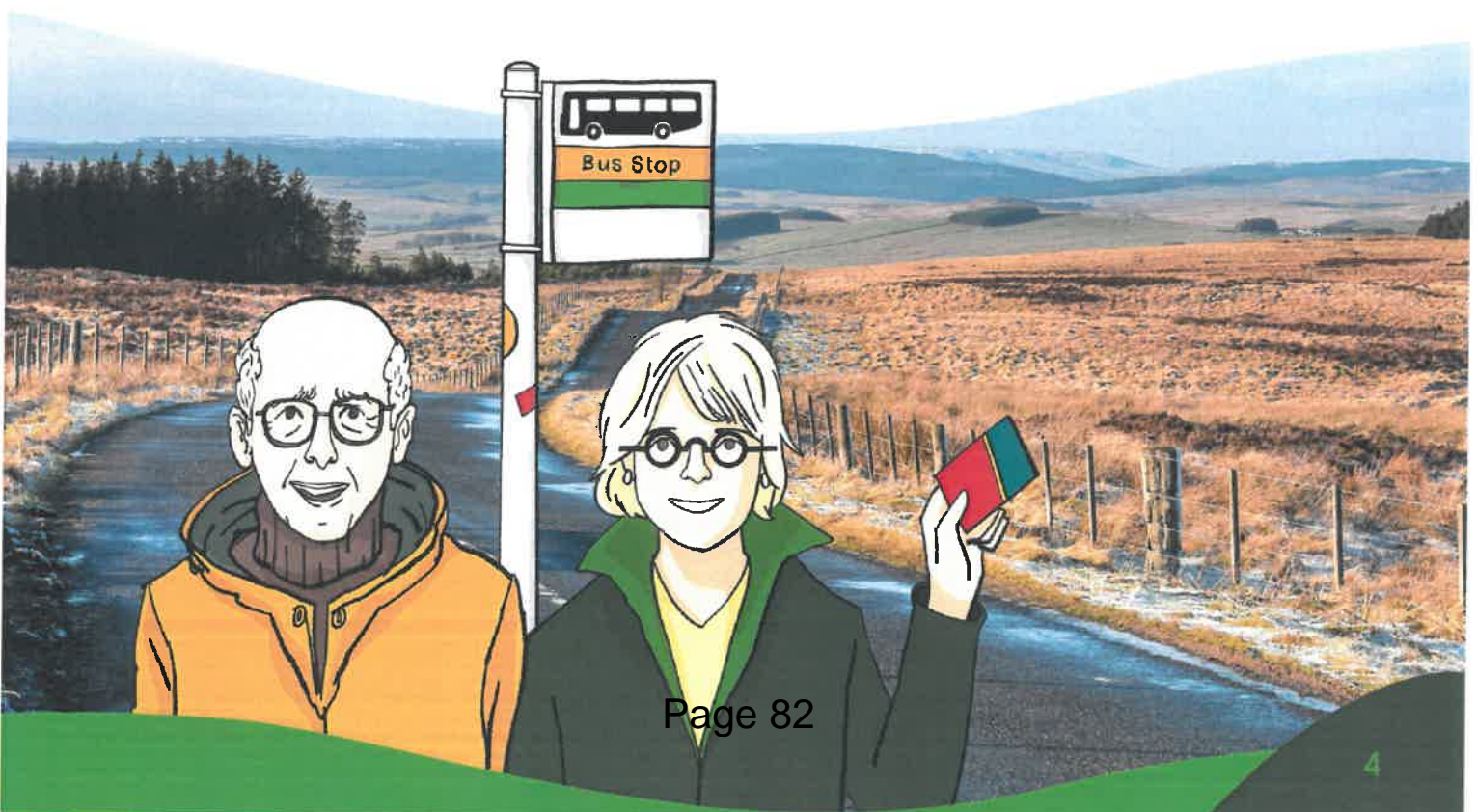
The aim of this report is to show how we can have a bus system that is fit for the climate emergency and that will put an end to the inequality and social exclusion caused by the current car dominance of rural life.

## Key findings

- Bus services are essential for allowing us to decarbonise the transport sector by providing an alternative to private car travel.
- Bus services also provide numerous public goods and are essential for the many people across England who do not have access to a car. By providing an alternative to private car travel, local bus services can reduce traffic and air pollution, while boosting high street spending, employment, social mobility and equality. That is why properly funded bus services should be a priority for rural policy in the coming years.
- The inadequate statutory framework for ensuring the provision of bus services for every community, and the cuts to bus funding imposed by the government over the past decade, have left a serious lack of services to meet the needs of rural towns and villages. The impact of the coronavirus pandemic now means that emergency funding should be invested into rural bus services to stop the remaining network from collapsing completely.
- Examples from public transport systems across Switzerland, Austria and Germany show that it is possible to deliver a comprehensive bus network that offers excellent connectivity to rural communities. Despite being considerably less densely populated than every region of England, the region of North Hesse in Germany has a bus system that ensures services reach every village, every hour for at least 12 hours a day, 7 days a week. A similar level of bus services would be transformational for rural England.



- Rural communities in these countries enjoy a far more comprehensive bus network than England because decent public transport is regarded as a basic right, even in remote areas. In Switzerland, minimum service frequency standards for communities of different sizes are enshrined in law. England, too, should recognise a universal basic right to public transport, backed up with guaranteed service frequency standards, and the government should fund local transport authorities to achieve that level of service.
- We also need bus services that are fully publicly funded with regulated contracts and timetabling designed to integrate with rail and other forms of public transport. An integrated approach to network planning, timetabling and ticketing is essential to making public transport in rural areas of England a practicable, convenient and attractive option for residents of rural areas. With regulated services, we can make public transport travel a convenient and competitive alternative to driving a private car, as is essential for tackling the climate emergency.
- Our groundbreaking modelling finds that the government could deliver a bus to every village, every hour across England from 6am to midnight, 7 days per week, for £2.7 billion annually.
- There is a range of options the government could use to make a comprehensive bus network revenue neutral. By redirecting funding currently earmarked for environmentally damaging and unnecessary road building, the government could release enough money to invest in a bus service for every village, every hour.



# Recommendations

## CPRE is calling on the government to:

1. Continue emergency funding for bus operations, ensuring that the contractual terms are a fit basis for a transformed and fully regulated rural bus system.
2. Recognise a universal basic right to public transport and back it with statutory duties for local transport authorities to provide Swiss-style legal minimum service frequency standards to villages and towns, according to their size.
3. Legislate to establish bus regulation under the 'guiding mind' of local or regional transport authorities in all areas, with the option for local transport authorities to contract services or to provide them directly so as to reinvest the shareholder dividend savings.
4. Establish revenue funding at national level in the order of £2.7 bn per year to enable an 'every village, every hour' bus network.
5. Redirect funding from current road building schemes to fund the 'every village, every hour' network. Review the range of fundraising powers deployed by local transport authorities in other countries and assess the best ways to enable England's transport authorities to access similar powers.
6. Ensure that the transformed rural public transport network is affordable or free, to put an end to rural transport poverty and to provide an alternative to car use sufficiently attractive to address the climate emergency.
7. Investigate how England, including all of rural England, could move to a Swiss-style single national public transport timetable, aligning all trains and buses on a 'pulse' model of repeated hourly services.





1.  
Bus services  
are essential  
to rural life

The English countryside is a tapestry of living communities. The traditions, creativity and patterns of life in these towns and villages have helped forge our national identity, and remain essential to our prosperity. As the countryside charity, CPRE wants to see thriving rural communities across every region of the country, where people are able to live life to the full and reach their true potential. For our towns and villages to thrive they must be diverse, with residents of all generations and incomes. Public transport services that provide high frequency links to local destinations and the national public transport network are essential to make this vision a reality.

Sadly, rural communities are seeing their youth drain away to reach opportunities they cannot access where they grew up, while at the same time older residents' horizons are shrunk by a transport curfew on their social and economic lives. The requirement for families to own multiple cars to reach their individual jobs risks gentrifying swathes of the countryside by imposing a minimum income threshold for life in villages that already lack affordable housing. This is the consequence of transport policy that has prioritised the private car, despite the adverse impacts on village shops, air quality, public health and the climate.

It is time for policy-makers to consider public transport as a public good. The full equation for the return we get from investment in rural bus services should include all of the social, environmental and economic benefits listed below.

- Using buses rather than private cars reduces air pollution<sup>2</sup> – current cost to the UK **£23 billion per year**.<sup>3</sup>
- Using buses rather than private cars reduces the tyre wear that generates 68,000 tonnes of microplastic pollution every year<sup>4</sup> – contributing to costs of up to **£500 million every year** in just one region of our coastal economy.<sup>5</sup>
- Buses can carry enough passengers to take up to 75 cars off the road<sup>6</sup>, tackling congestion – current cost to the UK **£12 billion per year**.<sup>7</sup>
- Bus services are essential for reducing road traffic, which emitted 110.7 million tonnes of carbon dioxide in the UK in 2019 – estimated current economic cost is **£6.5 billion per year**, with further long-term impacts.<sup>8</sup>
- Walking to and from bus stops rather than taking door-to-door car journeys can significantly reduce the crisis of physical inactivity – current cost to the UK **£7.4 billion per year**.<sup>9</sup>
- Buses already allow almost 3.5 million people to commute to work every day in the UK – this enables the production of **£64 billion of goods and services per year**.<sup>10</sup>

- Buses bring more than a billion shopping trips to high streets across the country – this enables £27 billion of retail spending per year across the UK.<sup>11</sup>
- There is a direct correlation between improvement in bus services and reductions in social deprivation.<sup>12</sup>
- Half of the lowest income households do not have access to a car, rising to nearly two-thirds of people claiming income support or jobseeker’s allowance, with a similar figure for people living with disabilities.<sup>13</sup>
- Those living on the lowest earnings in villages and hamlets spend nearly twice as much per week on transport costs as those in cities.<sup>14</sup>
- One in five students consider dropping out of further education because of financial costs, of which transport is the greatest.<sup>15</sup>
- One in three jobseekers report that inadequate transport is the biggest barrier to finding work.<sup>16</sup>
- Social, economic and environmental benefits give revenue expenditure on bus services a return on investment of up to £3.80 for every £1 spent.<sup>17</sup>

Perhaps most important of all is the role that bus services have to play in tackling the climate emergency, which poses an existential threat to the countryside. Rural communities often bear the brunt of flooding from extreme weather patterns and coastal erosion from rising sea levels. At the same time, climate change threatens both the productivity of prime agricultural land and the health of many of our most loved ecosystems, undermining two of the central economic pillars of rural life.

Total transport emissions accounted for 33% of the UK’s greenhouse gas emissions in 2019<sup>18</sup>, so the need to decarbonise this sector could not be more urgent. Due to the size of the UK car fleet, and the carbon emissions caused by building new vehicles, net-zero transport will not be possible by 2050 through electrification alone. It is estimated that transport decarbonisation will require traffic levels to fall by between 20% and 60% by 2030.<sup>19</sup> Bus services have a huge role in making this possible by providing an alternative way to travel conveniently across all parts of the country.

With their importance for transport decarbonisation, as well as the huge range of social, economic and environmental goods that they can deliver, it is clear that bus services should be a policy priority for rural life. This report breaks new ground by providing a fully costed vision for providing England’s rural communities with public transport fit to respond to the climate emergency.





Town Centre 5<sup>1</sup>/<sub>2</sub>

2.

Rural England  
has become a  
transport desert

In 2020, CPRE published groundbreaking research into the phenomenon of ‘transport deserts’ across rural England. Transport deserts exist where people are severely limited in their ability to connect with friends and family, benefit from employment and education, and access shops and other services. This research found that across the north east and south west of England, 56% of small rural towns have become transport deserts or are at risk of becoming one.<sup>20</sup> These transport deserts are stark evidence of the failure of our current bus system to meet the needs of rural communities.

Following deregulation in the 1985 Transport Act, it has been left to private operators to design and deliver most bus services in England, according to market and commercial imperatives. Dispersed and low population density rural communities have suffered badly under this system, with low commercial viability leading to limited services. This has created a vicious cycle where buses have not conveniently met local people’s needs, causing fewer people to use the buses, and, consequently, further service reductions.

The 1985 Transport Act has left local authorities trying to fill in the gaps where public transport needs ‘would not otherwise be met’. However, recent Freedom of Information requests by CPRE have revealed that many local authorities have not carried out a systematic review of public transport requirements across their areas for many years, with most only intervening on an ad-hoc basis when commercial services are withdrawn. This has left a postcode lottery in support for rural bus services. Moreover, inadequate funding means that local authorities often consider ‘public transport requirements’ in the narrowest possible terms, and are unable to capture the many public goods bus services could deliver.

Worse still, a series of Westminster governments have compounded the systematic failure to ensure reliable bus services exist for rural communities with wave after wave of funding cuts. Ring-fenced funding for rural bus services stopped in 2008, with the end of a subsidy scheme that in some areas had increased the available funding by 500%<sup>21</sup> and had delivered 1845 new or enhanced routes.<sup>22</sup> Ageing populations mean that rural areas often have the highest proportion of bus users with an older person’s bus pass, so the estimated £700 million gap in central government funding for reimbursement of concessionary fares also results in proportionately more service cuts in rural areas. The cuts to local authority budgets over the past decade have forced councils outside London to reduce their financial support for commercially unviable bus services by 43%. Since it is not currently a statutory duty to provide adequate public transport services, some councils have ended their funding for bus services entirely with more than 3,000 routes closed or reduced.<sup>23</sup>

The lack of affordable public transport is also contributing to the serious risk of ‘transport poverty’ in rural communities. Many lower income households in rural areas struggle with transport costs to get to work, training, education, shops and facilities because those costs are a comparatively large proportion of household income, whether spent on public transport or on operating a vehicle for which the running costs can scarcely be afforded. Without reliable and affordable bus services, people are being cut-off from employment and vital services like healthcare.<sup>24</sup>

Government investment is particularly important for the delivery of bus services to small rural towns and villages and the cuts to this funding have left a threadbare set of routes that is entirely inadequate to encourage people to stop driving and reduce their transport carbon emissions. The impact of the coronavirus pandemic and the subsequent loss of passengers now threatens to break this failing system completely. At the time of writing, the latest data shows that bus journeys outside London are at 25% of their pre-pandemic levels.<sup>25</sup> Consequently, commercially viable bus services across rural England have ceased to exist. For tackling the climate emergency and ensuring that rural communities can thrive, it is now essential that we take a new approach to funding bus services across England.





3.

Other countries  
achieve much  
better rural bus  
services: ‘every  
village, every hour’

Other countries have taken a different approach to the provision of rural bus services. Other prosperous nations have invested in integrated public transport networks delivering minimum service frequency standards to rural communities. As the examples below from Germany and Switzerland show, a more ambitious and coordinated approach to bus services has enabled major cities to be well connected to their satellite communities in the countryside, whole districts to conveniently access their regional hubs, and almost all villages to be strongly connected into the regional and national public transport system network. The high frequency, regularity and convenience of bus services for rural communities in Bern Canton, Zurich Canton and North Hesse would be transformational for towns and villages across England.



## Zurich Canton

The Zurich region of Switzerland covers just over 1700km<sup>2</sup> and is home to roughly 1.5 million people, giving it a population density of around 890 people per square kilometre. This makes the Zurich region closely comparable with South Yorkshire, which covers a slightly smaller area and has a slightly higher population density.

Across the Zurich region, the transport authority delivers three different levels of service frequency standards to communities of differing sizes. The region guarantees villages of 300 people or more at least an hourly bus service linking them to regional facilities for employment, education, training, shopping and leisure. On routes where multiple communities create stronger demand, the buses run at least every half hour, and four times an hour for towns.

These bus services run 7 days a week from 6am to midnight and repeat at hourly ('clockface') intervals, connecting passengers smoothly with train timetables.

### Image 3.1:

The village of Kyburg in the Zurich Canton has 405 residents and enjoys a half-hourly bus service to nearby towns and on to Zurich itself.



## Bern Canton

**Bern Canton covers a significantly larger area than Zurich Canton (nearly 6000km<sup>2</sup>) with just over one million residents and a population density of 170 people per square kilometre, making the canton's human geography roughly similar to Devon, which covers a slightly more densely populated area.**

Bern Canton has enshrined in law guaranteed public transport service frequencies for communities of a range of sizes. The minimum service frequency standards for the region deliver small villages at least 4 and up to 15 return services per day. Larger villages and towns receive 16-25 return bus services per day. To qualify for the minimum bus services, an 'area with low settlement density' must have 300 residents/jobs/training positions, of which 100 must be residents.

As with Zurich Canton, Bern Canton has purposely regulated and designed its bus network to ensure a well-integrated public transport system where passengers can conveniently travel across different routes and modes of travel. Buses mesh with the national 'pulse' timetable of regular clockface services ('Taktfahrplan') that covers all modes of public transport, and residents must be able to reach the nearest major centre without interchange or with at most one change.

The Canton keeps its spending under control by setting a minimum for the proportion of its costs that it will seek to recover from fares, depending on the number of passengers a service carries, but also requires operators to charge 'socially acceptable' ticket prices. For minibus services to small villages cost recovery rates are permitted to be as low as 15%.

### **Image 3.2:**

Despite its rural character, the community of Melkirch in the Bern Canton has multiple bus services every hour throughout the day allowing residents to reach services in the city of Bern.



## North Hesse

**North Hesse in Germany covers a largely rural region of 7000km<sup>2</sup>, with one million residents, and a population density of 143 people per square region. These are very similar figures to Lincolnshire, although North Hesse is slightly less densely populated.**

North Hesse Verkehrsverbund governs all public transport across the region, with powers to completely design and control the entire network. Despite the highly rural nature of the area, it delivers a network of bus services most of England can only dream of. The Verkehrsverbund has a target of bus services reaching every village across the region every hour. Bus routes currently reach all communities with more than 200-250 residents on at least an hourly basis, and there is a wider ambition to double public transport use by 2030.

The Verkehrsverbund delivers the services through long-term directly awarded or tendered contracts with a mixture of publicly owned and commercial operators. These contracts cover the full cost of running the bus services, with all fare income from across the region returned to the Verkehrsverbund to reinvest in service provision.

Overall, North Hesse Verkehrsverbund runs 32 million passenger trips on bus services across the region each year, with services running at least twelve hours a day, seven days a week, and integrated rail and bus timetabling.

### **Image 3.3:**

The 938 residents of the village of Eierhausen in North Hesse are served by multiple bus services an hour for more than 13 hours a day, from 5am onwards.

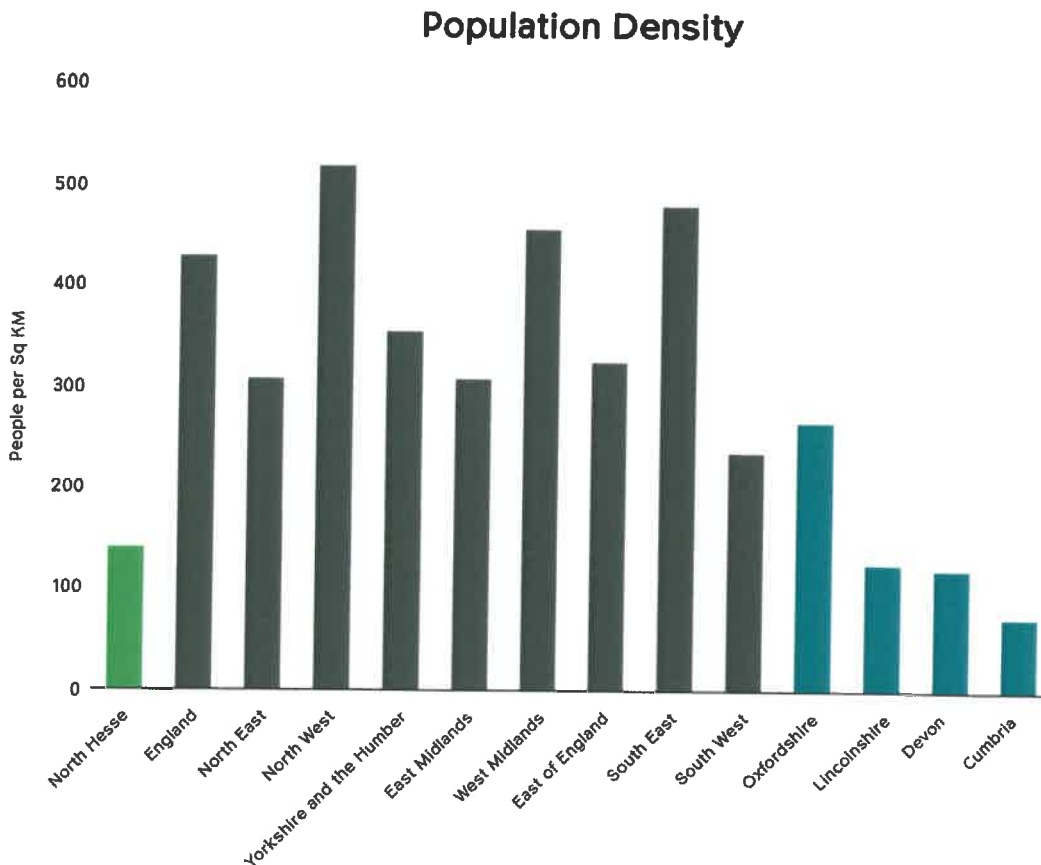


4.

# Lessons for rural England: legal service frequency standards, funding, and a guiding mind



As Figure 4.1 shows, the North Hesse Verkehrsverbund delivers a bus service to every village, every hour across an area that is significantly less densely populated than many rural counties and regions of England. The North Hesse approach shows that sparsely populated dispersed communities can be incorporated into a comprehensive bus network that provides a genuine alternative to car ownership.



So, England’s rural transport deserts are not caused by a law of nature. The examples of Bern, Zurich and North Hesse highlight many of the key elements that bus policy in this country will need to address if public transport is to become a genuine alternative to car ownership here.

## The evidence shows that a rural bus policy for England requires:

- A universal basic right to public transport and statutory duties to provide it:** public transport must no longer be seen as the optional council service that can be dispensed with in favour of health or education. A public transport service to a rural town or village is access to health, education, training and livelihoods. Viewed in this light, decent public transport should be regarded as a universal basic right. Countries like Switzerland and Germany that seek to guarantee basic service frequency standards to reach every community seem to appreciate this at a deep level, and cast a harsh light on England’s approach to public

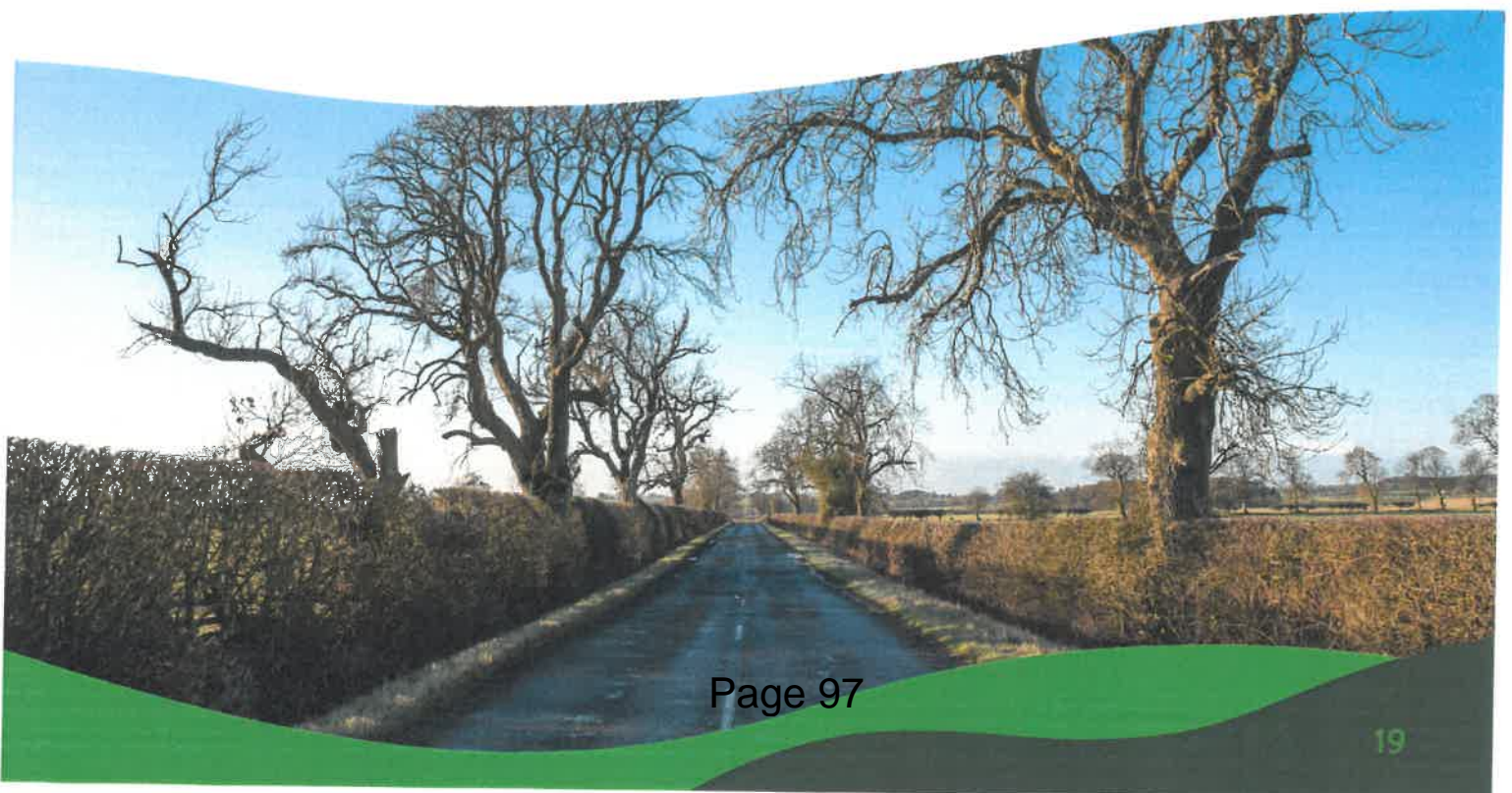
transport provision in recent decades. We need to establish a wider and deeper appreciation of the value of public transport and officially recognise a universal basic right to public transport. Flowing from that, England must move from the present vague legislative references about considering ‘public transport requirements’ to a requirement for transport authorities to provide a comprehensive public transport network, based on legally enshrined minimum service frequency standards for towns and villages of different sizes.

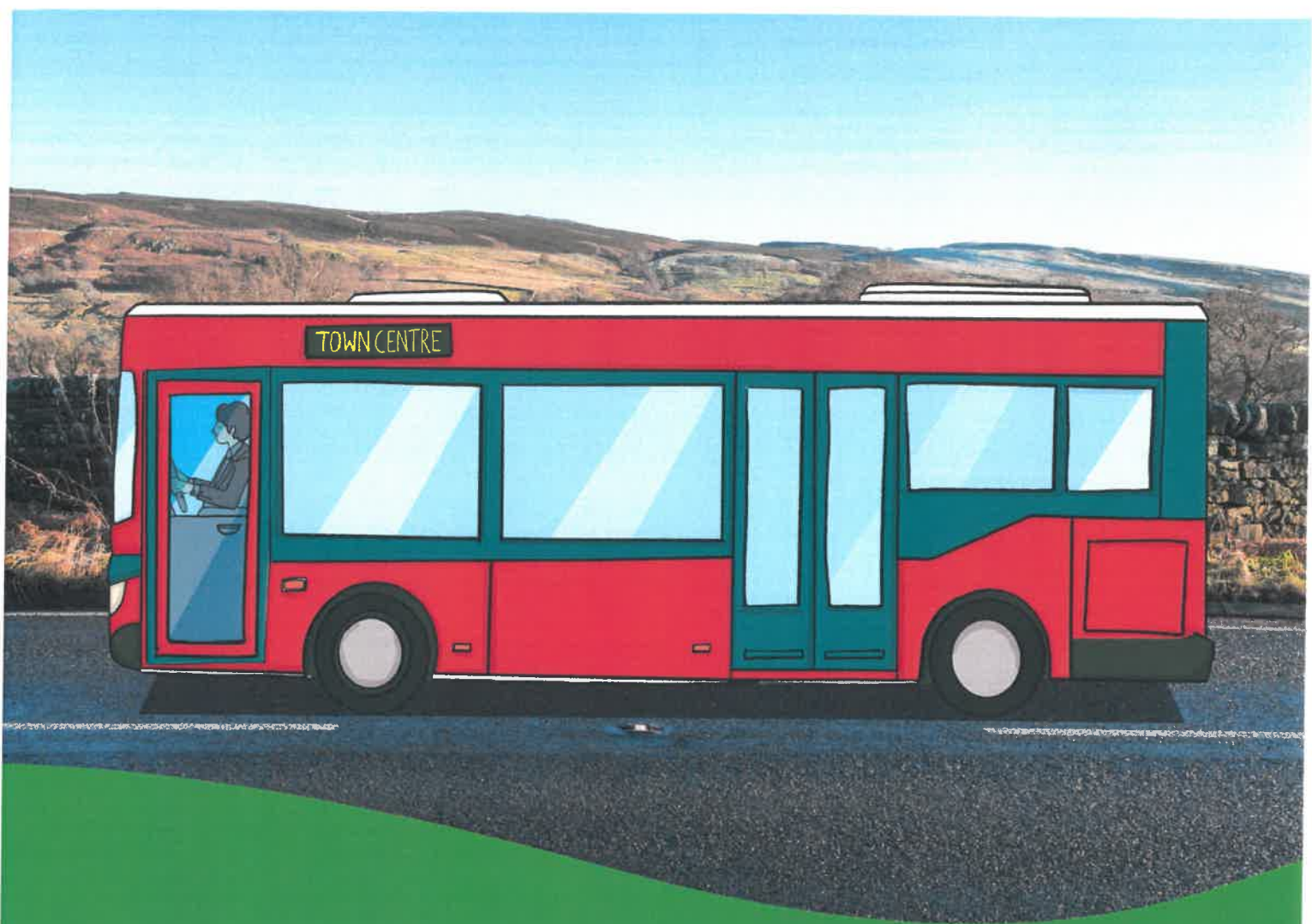
- **Public funding and affordable fares:** the new duties to provide legally defined minimum service frequency standards must be backed by government providing local transport authorities with sufficient funds. These funds must be ring-fenced for the purpose, rather than subject to diversion towards other calls on local authority budgets Rural communities across Germany and Switzerland enjoy excellent public transport because their governments treat bus services as a public good and fund them as such. Moreover, they recognise that to realise the social, economic and environmental benefits, public transport must not only be available but must also be affordable. The Verkehrsverbund covering Vienna city-region has seen ridership grow steadily on the back of its ‘Euro-a-day’ policy, where for €365 people can travel as much as they like wherever they like all year. The residents of rural England that use and rely on buses include particularly those with lower incomes, the young, and the old. For many of these people, affordable access to a local bus service can be life-changing. For those on low wages, whether a bus fare is low or high can determine whether it pays to take a job. A rural bus policy fit to tackle the climate emergency must mean affordable services as well as frequent services.
- **Regulation:** Zurich, Bern and North Hesse do not leave the provision of public transport to the magic ‘invisible hand’ of the free market. They understand that an unregulated commercial imperative would, as has happened in Britain, cherry-pick the few core profitable routes and neglect the rest of the network. These regions have excellent rural bus services because they have ensured that there is a regional ‘guiding mind’ authority that can actively plan for that outcome. The need for regulation of public transport in rural Britain is apparently so glaring that The United Nations Special Rapporteur on Extreme Poverty and Human Rights made the following statement in the conclusions of his Statement on Visit to the UK:

*‘Transport, especially in rural areas, should be considered an essential service, equivalent to water and electricity, and the government should regulate the sector to the extent necessary to ensure that people living in rural areas are adequately served. Abandoning people to the private market in relation to a service that affects every dimension of their basic wellbeing is incompatible with human rights requirements.’<sup>26</sup>*

Backed with public funding, regulatory powers and statutory duties, transport authorities in North Hesse, Zurich and Bern purposely design the bus network that best serves the public interest, and can choose what they judge to be the best mode of service delivery, drawing on both publicly owned not-for-dividend operators and privately owned operators. If they so choose, they are empowered to run profitable services themselves on a not-for-dividend basis and invest the surpluses in provision of services to rural areas.

- **Integrated network planning, ticketing and timetabling:** the bus services in the rural regions of Germany, Austria and Switzerland are part of a fully integrated public transport network, with bus and train timetables totally unified. Switzerland's national 'Taktfahrplan' (pulse timetable) encompasses every public transport movement in the whole country and makes it possible to get conveniently from almost any one place to any other place by public transport. Munich city region Verkehrsverbund works to the slogan 'One Network, One Timetable, One Ticket' – an obviously desirable outcome, but one that is impossible to achieve in England outside of the regulated regime that London retained when the rest of England's bus system was deregulated. Yet this integrated approach to network planning, timetabling and ticketing is essential to making public transport in rural areas of England a practicable, convenient, attractive option for residents of rural areas. It ensures that public transport journeys connect smoothly between buses, trams and trains. It is the only way to make public transport travel a convenient and competitive alternative to driving a private car and therefore fit to tackle the climate emergency. The result of the integrated One Network, One Timetable, One Ticket approach is a network that is more than the sum of its parts, which is why Zurich Canton's annual public transport journeys per capita are more than six times higher than the English average outside of London<sup>27</sup>.





5.  
What would it cost  
for rural England to  
have 'every village  
every hour' bus  
services?

## 5.1 Costing methodology

A spreadsheet-based model has been constructed to calculate indicative costs for providing all of rural England with a Swiss-style comprehensive bus network. The aim of the modelling was to cost a vision that would provide all the 24 million people who live in rural England integrated public transport connections within rural areas and from rural areas to the nearest urban centres. For these purposes we have taken rural England to include Defra's official rural-urban classification categories 1-3: RUC 1: Mainly Rural; RUC 2: Largely Rural; RUC 3: Urban with Significant Rural.<sup>28</sup>

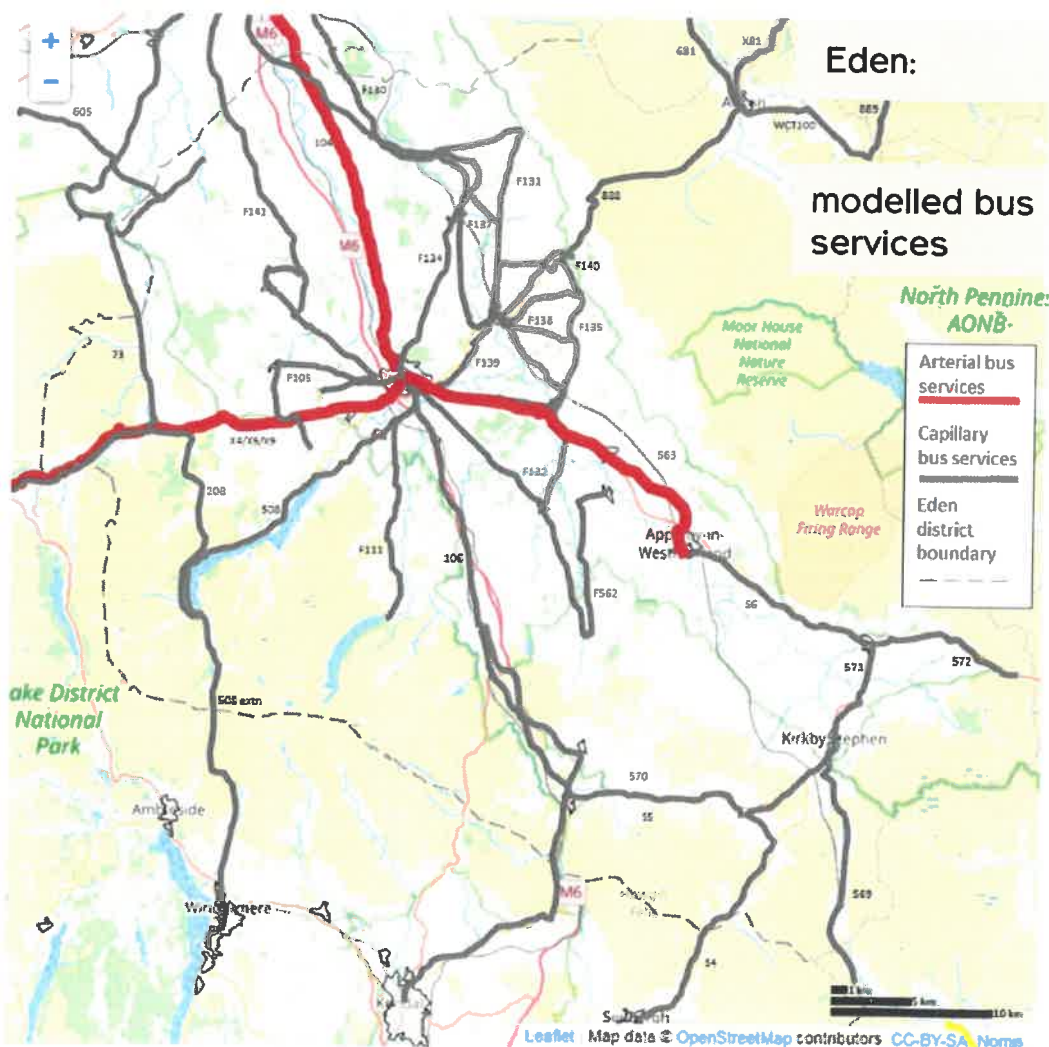
The model draws upon generously given professional expertise and experience. We are very grateful for the insights and support of practitioners with hard-won industry experience of successfully running rural buses commercially, dedicated local authority officers striving with diminishing resources to contract sufficient bus services to fill the widening gaps in the commercial networks, and eminent academic experts with specialist knowledge of bus operations. The model results and the conclusions drawn here are, nevertheless, entirely our own and not the responsibility of those who have kindly provided professional peer review and suggestions.

### **Comprehensive rural bus network costing model methodology in outline**

1. The model takes four rural local authority districts as examples of different levels of rurality and creates a 'Swiss-style' bus network for them.
2. This network is based on a set of 'arterial services' on routes that have potential for full commercial viability once there is recovery to pre-coronavirus conditions.
3. 'Capillary services' were added to complement the 'arterial' services, on routes designed to take in all villages of significant size. 'Village' is not an officially defined term, so hourly services have been designed to cover every 'built-up area' as defined for Census purposes, and beyond that have covered every village known to receive any kind of bus or minibus service, even if only once per week. We estimate that this approach approximately equates to Swiss-style coverage of every village above 200-300 residents.
4. The vehicle distance that must be driven to operate this network of services ('bus-kilometres') is measured and costed, with different options for fare levels, frequency, days and hours of operation.

5. The model also includes an option to add different levels of demand-responsive service to provide services for places and times not covered by the scheduled service network.
6. The model considers four districts covering the three different official rural urban classification (RUC) categories and scales up from these to cover all rural areas of England on the basis of the population in each RUC.
7. The four districts in the model are Cherwell (Oxfordshire, RUC3), Eden (Cumbria, RUC1), East Lindsey (Lincolnshire, RUC1) and North Devon (RUC2).

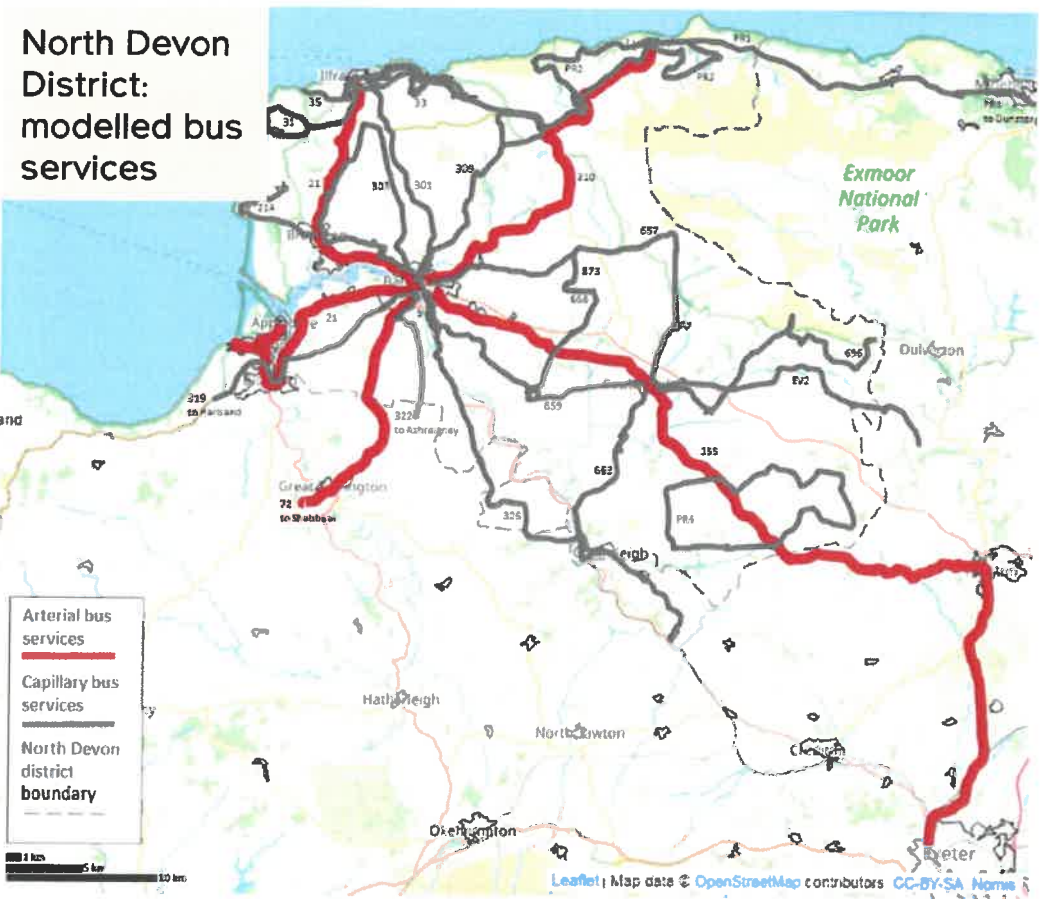
For a detailed breakdown of model assumptions and inputs see Appendix 1 and the model itself at <https://www.cpre.org.uk/>.



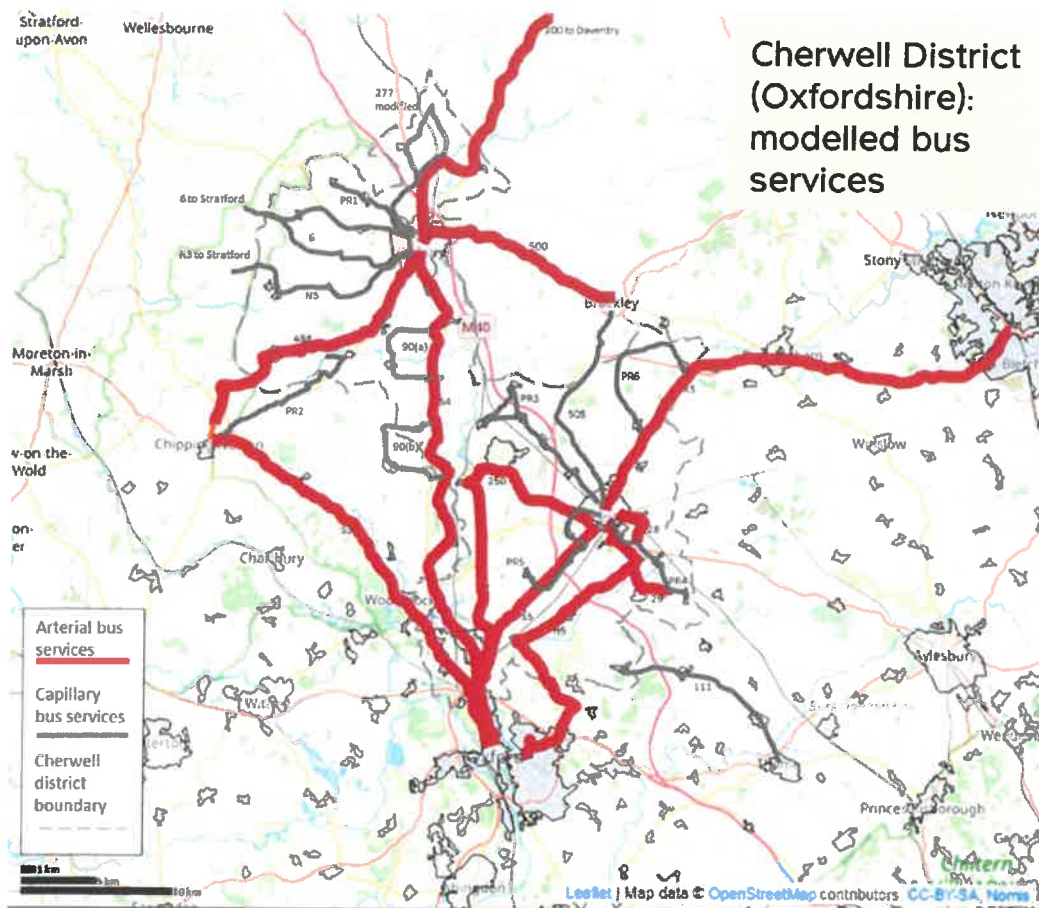
**Map 5.1:**  
Modelled bus services for the 'mainly rural' district of Eden in Cumbria.



**Map 5.2:**  
Modelled bus services for the 'mainly rural' district of East Lindsey in Lincolnshire.



**Map 5.3:**  
Modelled bus services for the 'largely rural' district of North Devon.



**Cherwell District (Oxfordshire): modelled bus services**

**Map 5.4:** Modelled bus services for the 'urban with significant rural' district of Cherwell in Oxfordshire.

## 5.2 Model outputs

### 5.2.1 Central cost estimate for bus services to every village, every hour

Our modelling shows that a rural bus network for England that is as comprehensive as that provided by the Verkehrsverbände in Germany, Austria and Switzerland would require additional spending in the order of £2.7 billion per year. This figure presumes bus fares continue at present commercial levels. Spending per person would be significantly less than that in Nordhessische Verkehrsverbund in most districts, but would rise significantly above it in districts with very thinly spread populations. This level of investment represents an approximate doubling of the present spending on bus services in England but would deliver an incomparably improved network.<sup>29</sup> The government is currently proposing to invest an extra £3 billion in the bus network; our research shows that making this a long-term annual increase would more than fund a bus service for every village, every hour. An increase of spending to this level would represent an investment three times the size of the real terms loss in public bus funding in the decade since 2009.



For this investment, the whole of rural England would receive an hourly ‘capillary’ service to every village, from 6am until midnight, every day of the year. The ‘arterial’ services between market towns and regional centres would be boosted to services every 30 minutes. Although this quality of public transport network is standard in Verkehrsverbünde areas of Europe (and also in rural Holland and many parts of rural Scandinavia) this would be an incomparable improvement on our current standards and almost beyond the dreams of residents of rural England whose expectations have been diminished by decades of minimal or non-existent public transport. This comprehensive network would make it possible to travel conveniently by public transport from almost any place in rural England to any other place. It would be a bus system fit to tackle the climate emergency and capable of ending the social exclusion and inequality caused by the car dependency of rural communities.

## 5.2.2 Cost estimates for affordable or zero fares

To tackle inequality and social exclusion, bus services must be affordable for users of all incomes. The modelling shows that charging a £1 flat fare, akin to the one-Euro-a-day offer that has boosted public transport use in Vienna city-region, would cost £3 billion per year over present expenditure. Our modelling of the size of the cost increase incorporates allowance for the extra fare-paying passengers attracted by lower fares, a well-studied effect termed ‘demand elasticity to price’.

For the same comprehensive service to be provided with free fares, the additional cost over present would rise to £3.5 billion per year. The additional public expenditure to provide fare-free travel is proportionally a relatively small increase compared with the public cost of a network with current commercially set fares. This result arises from the modelling because, even on ‘commercial’ services, in many rural areas approximately half, or in some areas probably more, of bus operating costs are met from public funds provided as reimbursement for concessionary travel and the Bus Service Operators Grant.

For this level of investment, rural ‘transport poverty’ would be abolished, greatly widening access to jobs and broadening opportunity ‘horizons’ more generally. Local economies in rural areas would also benefit. It was primarily for economic reasons that the French town of Dunkirk decided to make its buses free, on the basis that €500,000 per year was lost from their local economy as fuel expenditure paid to multinationals headquartered elsewhere. Dunkirk Council’s rationale was that the lower income groups that are most likely to go out and spend money, rather than save it, are also the groups most likely to switch to buses. Therefore, free buses would be a well-targeted way to retain this money in the local economy, while helping the people that need it most. Expenditure on free rural buses would also have a positive impact on climate damage and air pollution, judging from the Dunkirk experience that has nearly doubled bus trips, with half of the new users switching from cars.<sup>30</sup>

## 5.2.3 Cost estimates for demand-responsive transport (DRT) services to fill the gaps

Even the world-leading Verkehrsverbände accept that some isolated dwellings and settlements remain beyond the reach of scheduled bus services. Services like Anrufsammeltaxi give an assurance to travellers that even when their journey is too early or too late for scheduled services or where their journey goes beyond the reach of the scheduled transport network, they will not be abandoned and will be able to get a trip to or from home at the same cost as a bus fare or just a little more. The model shows that if the hourly capillary services to country villages were supported by an on-demand service as comprehensive as that in Lincolnshire (Lincolnshire CallConnect), the additional cost would be £100m per year. Our central cost estimate assumes just half the cost of the Lincolnshire service on the basis that the much-improved scheduled services would cover much of the present use of that DRT.

For this additional expenditure, the public transport network would become a feasible option for 100% of rural dwellers, and perhaps just as importantly, would be a network that all rural dwellers know they can rely upon 100% of the time, even outside of scheduled service hours or even if unforeseeable service disruption caused a connection to be missed. This sort of comprehensiveness and ‘peace of mind’ guarantee is essential to reach a level of service convenience and security that is competitive with private car ownership. It enables ordinary people to make practical choices to travel in ways that benefit their health and the environment without disrupting their busy day-to-day lives and priorities.

## 5.3 Possible options for cost-efficiencies

### 5.3.1 Network effects and longer-term changes in behaviour

The cost modelling for this report is based upon extrapolation from present levels of use and fare income. There is an extensive literature of the evidence for how increases in service provision attract more bus users, and thence, more fare income to offset costs. However, these studies are based on instances of improvements in existing bus service frequency. They do not account for the ‘threshold effect’ of creating a much better network of services that will enable entirely new journeys to be made by people who did not have bus travel options before. The evidence that such an effect can be powerful is the much higher numbers of public transport trips per capita in Verkehrsverbände areas than in comparable areas of the UK. Thus, establishment of a comprehensive rural transport network of the sort envisaged in this report would be expected to generate uplift in

patronage much greater (by a factor of at least 2) than that calculated using the standard values of how many more people start using a bus route when more services are provided ('elasticities of demand to service frequency'). Additional fare revenue from such an uplift in ridership is not factored into the model and thus would be a reduction on the costs calculated.

The academic and professional literature shows that longer term responses to higher level of provision of bus services will be much more than in the short term, approaching double the short-run elasticity. As people become accustomed to a good public transport option and come to trust that it will be there to support them in the longer term, they make big decisions – 'life decisions' – on the basis of the improved service. They may choose not to learn to drive, or not to buy a car, they may choose to move to live on one of the new bus routes, or they may take a job that has become accessible by the new services. The cost modelling for this study uses a factor somewhat above the short-run elasticity, but not so high as a long-run elasticity. The model thus gives a picture of what the fare revenue (and hence net costs) might be a few years after establishment of an every village, every hour network. Net costs for the levels of service provision described would therefore be expected to reduce in the longer term.

### 5.3.2 A 'Total Transport' approach

Two of the districts modelled lie within councils that were part of the Department for Transport's pilots of 'Total Transport' (Devon and Lincolnshire). This concept represents the logic of bringing within a single umbrella and budget the management of publicly funded transport services for education, non-emergency health appointments, and wider 'community transport'. The pilot counties have been able to bring together a number of services, but in the timescales of the pilots, NHS non-emergency transport provision proved largely intractable, a result of institutional and contractual obstacles as well as practical problems.

For this reason, our modelling has not allowed for any saving on the present NHS non-emergency patient transport spend. For patients who need help not only because they are remote from public transport but because for physical reasons they need a door-to-door service, increased scheduled services are anyway not sufficient. Demand-responsive services designed to infill the scheduled network may be able to undertake some of the provision required, if equipped with high-specification vehicles able to receive wheelchairs and driven by staff with appropriate training to assist patients to and from the vehicle at each end. The sums involved are significant (e.g. £8.1m per year is spent on non emergency patient transport within Devon<sup>31</sup>), so there is, in the medium term and beyond, a significant saving that may be attainable if there were comprehensive scheduled service provision and demand-responsive infill of the sort modelled in this study.

In the calculation of costs above present expenditure, the model developed for this study assumes that a coordinated system on the scale presented, would be able to cover about 30% of school transport needs, recognising that special educational needs and disability (SENDs) transport is a large part of school pupil transport budgets<sup>32</sup> and may require special vehicle specifications, door-to-door service and staff training. Nevertheless, it is possible that a high specification of vehicle for the infill DRT services costed into the model could efficiently pick up more of these requirements.

Bus Service Operators Grant (BSOG) is support for bus operators that originated as a fuel duty rebate. This is now recognised as an outdated form of support, but it is also recognised that the monies it provides remain essential to support the system. It is likely that if BSOG were absorbed into a single budget for bus service provision entirely contracted or directly provided by a ‘guiding mind’ transport authority, efficiencies would be created. Such savings are not costed into our model but would reduce the costs of the modelled service provision.

### 5.3.3 Not-for-dividend bus operation

The model shows that approximately £140m per year would be saved if the entire network were to be delivered on a not-for-dividend basis. This is a comparatively small proportion of the public expenditure, but is capable of buying a significant amount of additional bus provision. Reading Buses, a publicly-owned bus company, have estimated that they are able to reinvest £3m per year into their local bus network as a result of not paying dividends to private shareholders. Reading has steadily upgraded its bus services and bucked the wider trend of declining bus use.<sup>33</sup>

**Table 5.1**

Summary of cost estimates for services to every village, every hour 6am-midnight 7 days per week	
Central cost estimate (includes some on-demand back-up and infill service)	<b>£2.7bn/yr</b>
£1 flat fare	<b>£3bn/yr</b>
Free fares	<b>£3.5bn/yr</b>
Comprehensive on-demand back-up and infill service	<b>add £100m/yr</b>
Operation by not-for-dividend municipally owned operators	<b>subtract £140m/yr</b>



## 6. Covering the costs

The economic, social and environmental benefits outlined in Section 1 indicate that a comprehensive bus network that significantly increases the proportion of journeys taken by public transport would vastly outweigh the costs of investing in bus services for every village, every hour.

However, we recognise that there are many claims on public funding. If fiscal priorities require it, there is a range of options that the government could adopt alongside the necessary investment in bus services to deliver a revenue neutral package.

First, if bus services were made a genuine alternative to car travel, it would be possible to bring down the cost of a comprehensive bus network by applying parking charges more widely and increasing them to reflect more accurately the negative externalities of private car use. Higher parking charges would not only provide useful revenue in their own right, but they provide an important price signal encouraging greater use of public transport, increasing the fare revenues from bus services and potentially making many more rural bus services commercially viable or feasible at affordable levels of public funding.

Second, the ongoing spending on major road building projects across the countryside could easily cover the average cost modelled for a comprehensive bus network serving every village every hour. Research has already shown that road building is environmentally damaging, induces more traffic, and rarely delivers the economic benefits claimed for these projects.<sup>34</sup> Now, the reductions in car travel necessary for transport decarbonisation, and the fact that current schemes threaten to negate 80% of the carbon savings from electric vehicles up to 2032, means that road building funds could be much better spent on public transport.<sup>35</sup> Redirecting spending from road building across the Roads Investment Strategy 2 and the National Roads Fund could provide £3.5 billion per year for funding a bus service for every village, every hour.

Currently, visiting many parts of the English countryside is exceptionally difficult by public transport. However, improving rural bus services would make the countryside substantially more accessible for people living in cities who want to enjoy our landscapes, boosting visitor numbers and tourist spending<sup>36</sup>. Capturing some of this added value by introducing a visitor lodging levy charging a small nightly fee to tourists, such as that used in countries like Switzerland, could raise up to £1 billion per year towards the cost of a bus service for every village, every hour.<sup>37</sup>

Similarly, improving public transport connectivity across the country would hugely benefit businesses both by increasing spending in high streets and by giving access to a significantly wider pool of potential customers and employees. The transformational increase in rural bus services that we are calling for would deliver enormous benefits to private businesses and the

government could seek to share the costs of a comprehensive bus network with some of the winners. Rural businesses, currently held back by what is in effect an evening and Sunday transport curfew for residents of rural towns and villages, could thrive with bus services transporting customers from the early morning to midnight. Country pubs in particular could see a big benefit from a comprehensive bus network, but so would all businesses through the spending of younger and older residents currently trapped in transport deserts.

Introducing a public transport payroll levy would allow the government to share the costs of a comprehensive bus network for England with benefiting businesses. France takes a similar approach through the ‘Versement Transport’, which allows local authorities to levy a charge on businesses with 11 or more employees, in proportion with the total size of their workforce. The Versement Transport provides over £6 billion a year for investing in public transport while ensuring that large businesses pay the greatest share. A levy at around half the rate of the Versement Transport would be sufficient to fully fund a bus service for every village, every hour across England.<sup>38</sup>

Figure 7.1 compares the proposed expenditure on an every village, every hour bus service with these possible sources of revenue. It also shows that a charge per kilometre on car use, set at just one fifth of the statutory price of a supermarket plastic bag, would pay for the entire upgrade to an every village, every hour bus service. In fact, that level of road user charging would provide sufficient income to provide a completely free service, with all the social, economic and environmental benefits that offers.

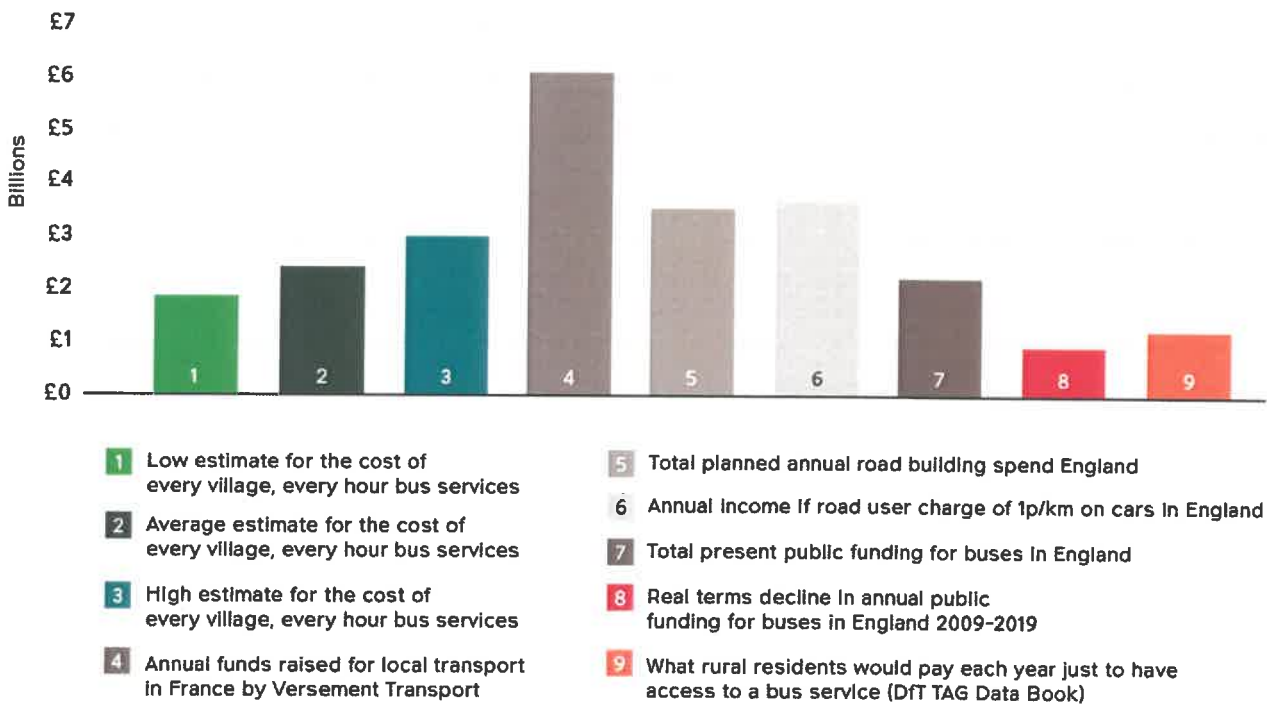
This graph also plots the approximate value that rural residents would themselves place upon having access to a bus service, using the Department for Transport’s recommended Transport Appraisal Guidance (TAG) Data Book value for what people say they would pay to have a bus service, when they are asked in surveys. The figure generated is a very minimal value for the mere existence of a bus service, and does not capture the value that people might put upon a comprehensive, frequent, fully integrated service of the kind proposed in this report. Moreover, this valuation takes no account of the wider benefits to climate, public health, air quality and the wider economy that a bus network would bring. Nevertheless, the expressed ‘willingness to pay’ is more than £1 billion per year.

An every village every hour bus service would also immediately create thousands of new jobs driving, maintaining and providing operational support to rural bus services. The costs of every village, every hour buses should be considered in light of the direct generation of these secure, good quality jobs, accessible to a wide range of people, in rural areas where

such jobs are desperately scarce. The International Labour Organisation has estimated that a shift to ‘green transport’ across the region covered by the UN Economic Commission for Europe, by increasing spending on public transport and reducing fares, could create at least 5 million jobs.<sup>39</sup> Investing in our every village, every hour vision will set England at the forefront of this economic boom, helping to ensure a just transition to a net-zero transport system and building supply chains that could be the basis of a major British manufacturing success story in the coming decades.

Figure 7.1

### England additional annual spend above present to achieve the standard of rural bus services modelled, with comparators







# 7.

# Conclusions and recommendations

The analysis underpinning this report was commissioned as a result of CPRE's concern about the long-standing and intensifying social, economic and environmental damage that inadequate public transport provision is causing in rural areas. As this report is published, the coronavirus pandemic has further imperilled rural public transport, wiping out the revenue from even the strongest hitherto commercially viable bus routes.

Yet public transport must once again become a part of normal life. Climate breakdown, air quality, road congestion, public health and the functioning of local economies require us to return to high levels of public transport use. But to do this, it is crucial that we keep our public transport system alive and in a fit state to enable restoration of bus and train travel. Buses have been on life-support funding from the UK Treasury for most of 2020. The system must not be left to die at this crucial point, now that we are starting to see a way out of the coronavirus epidemic. There is an opportunity to use further tranches of emergency bus funding to put bus operations on a fully contracted basis that ensures services align with plans for an efficient comprehensive network of the type envisaged in this report.

*Recommendation 1:*

**Continue emergency funding for bus operations, ensuring that the contractual terms are a fit basis to build back to a transformed rural bus network under a future fully regulated bus system.**

This report has shown that other countries ensure that rural public transport is provided as a fully-integrated comprehensive system that is purposely designed to provide the maximum public good under the governance of a regulatory 'guiding mind'. The value of public transport services is recognised in law and local transport authorities are provided with both powers and funding to create a public transport network that measures up to the needs of rural residents' daily lives and the epochal challenges of air pollution and climate change.

*Recommendation 2:*

**Recognise a universal basic right to public transport and back it with statutory duties for local transport authorities to provide Swiss-style legal minimum service frequency standards to villages and towns, according to their size.**

*Recommendation 3:*

**Legislate to establish bus regulation under the ‘guiding mind’ of local or regional transport authorities in all areas, with the option for local transport authorities to contract services or to provide them directly so as to reinvest the shareholder dividend savings.**

The modelling in this report shows that the uplift required to create a transformation in rural transport is affordable for England. It could, for example, be easily funded by diversion of monies earmarked for climate-damaging road projects or a road user charge of less than 1p per km. It could, with those sums, even be made free, which would abolish the transport-constrained life horizons in rural areas and provide an incentive to shift from private vehicles that would be commensurate with the immense challenges of climate change, toxic air and obesity from sedentary lifestyles. Other countries give local authorities powers to raise monies for public transport such as a visitor lodging tax or a local payroll tax.

*Recommendation 4:*

**Establish revenue funding at national level in the order of £2.7 bn per year to enable an ‘every village, every hour’ bus network.**

*Recommendation 5:*

**Redirect funding from current road building schemes to fund the ‘every village, every hour’ network. Review the range of fundraising powers deployed by local transport authorities in other countries and assess the best ways to enable English transport authorities to access similar powers.**

*Recommendation 6:*

**Ensure that the transformed rural public transport network is affordable or free, to put an end to rural transport poverty and to provide an alternative to car use sufficiently attractive to address the climate emergency.**

Rural public transport in other countries is easy and convenient to use. The ‘One Network, One Timetable, One Ticket’ approach underlies the high levels of public transport use in continental Verkehrsverbünde areas. Switzerland (with Germany on course to achieve similar) operates a ‘pulse timetable’ (Taktfahrplan) across the whole nation, ensuring every mode of public transport connects right through to the most rural destinations.

This report has concentrated on modelling of the bus system and bus-bus connections. In other rural districts of England, bus-rail connections would be more crucial components of an upgraded rural public transport system, but present rail timetabling procedures, powers and commercial contractual constraints require major reform to achieve the degree of integration seen in countries such as Switzerland, Germany and Austria.

*Recommendation 7:*

**Investigate how England, including all of rural England, could move to a single national public transport timetable, aligning all trains and buses on a 'pulse' model of repeated hourly services.**

The above measures and proposed funding could transform rural life in England. Bus services to every village, every hour could raise rural transport to a level fit to address the climate emergency, abolish rural transport poverty, boost social inclusion and help sustain and restore thriving rural communities.

This should be our ambition for rural England.



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# Credits

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