

2004 THEpUBLIC Project Description

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Project description

Workspace

Net Area	138 m ²		
Net contribution	£76,566	Turno ver: £76,566	
New jobs	153 (On Opening)	Existing jobs	0 (Oct 2000)
Activities / description			
• incubator units, studios and office spaces with support services and training which nurture growth in the creative industries sector. Users will include:			
• new businesses supported by on-site training and education and education institutions developing satellite campuses			
• small businesses with a close relationship to the creative industries and existing creative businesses attracted by the environment and facilities			
Benefits			
• local job creation and increased on-site skills and increased local services for businesses and educational institutions			
• creative businesses supply building communities - productivity of workforce increased and innovation encouraged			
• increased spending with local businesses, provision of a new location for investment and the regeneration of West Bromwich Town Centre			
Return visit motivation			
• prestigious and stimulating town centre environment with high tech facilities on-site			
• creative clusters - networking, collaboration, sharing good practice, cross fertilisation of ideas			
• on-site support facilities: training, education, conferences, IT, catering, entertainment and retail			

Offices / Services

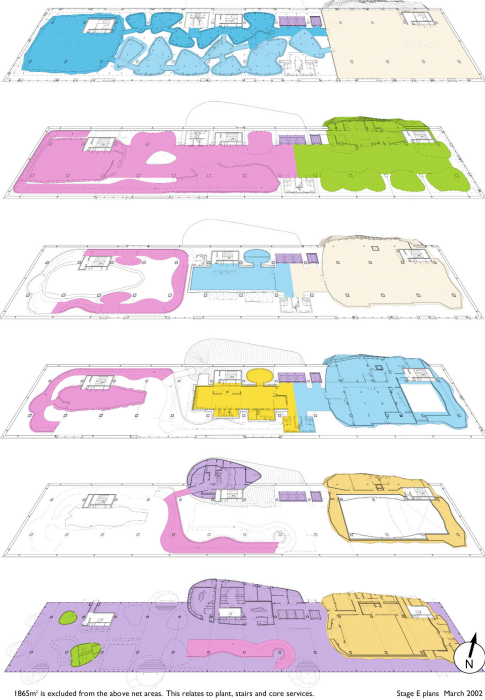
Net Area	520 m ²		
Net contribution	£271,502	Turno ver: Nil	
New jobs	60 (On Opening)	Existing jobs	0 (Oct 2000)
Activities / description			
• Executive Management Group, External Affairs / Marketing, General Management, Finance, IT, Building Services			

Restaurant / Catering

Net Area	737 m ²		
Net contribution	£215,617	Turno ver: £113,4826	
New jobs	30 (On Opening)	Existing jobs	0 (Oct 2000)
Activities / description			
• restaurant, snail bar and bar - high quality food & drink at mid price range, open all day & evening			
• variety of catering provision			
Benefits			
• quality accessible venue for families, local workers, local people and visitors			
• evening operation enhances town centre provision			
• service for business meetings, and events, provides income to The Public and local employment			
Return visit motivation			
• unique spirit and creative environment - exposure to other facilities at The Public and the changing arts programme			
• quality food & drink at affordable prices in modern Town Centre and Town Square			

Event Space

Net Area	624 m ²		
Net contribution	£245,484	Turno ver: £832,280	
New jobs	2 (On Opening)	Existing jobs	0 (Oct 2000)
Activities / description			
• flexible space with a range of activities - conferences, seminars, comedy nights, gigs, club nights, festivals, press launches etc.			
Benefits			
• dedicated and flexible venue in Sandwell for the arts			
• aesthetically and environmentally treated space			
• provides income to The Public			
Return visit motivation			
• varied events programme relevant to regional market			
• on-site catering facilities for special events, including hospitality rooms etc.			
• landmark building and quality service add value incentive for conferences & seminars			
• captive audience - visitors passing through attending a course, Gallery X etc.			



1865m² is excluded from the above net areas. This relates to plant, stairs and core services. Stage E plans March 2002

Arts (Community projects, Lifelong Learning)

Net Area	1224 m ²		
Net contribution	£1,455,492	Turno ver: £2,745,411	
New jobs	32.5 (On Opening)	Existing jobs	24 (Oct 2000)
Activities / description			
• artist' resource room with a multimedia library and digital equipment, training and seminar rooms, dramatic studio, Family Learning Centre			
• production - video, audio and graphics with communities and in-house			
• outreach and on-site work with communities, issue based work through a variety of health, education, housing and other projects			
• artist' projects and residences in contemporary and new media			
• lifelong learning opportunities through courses and projects, basic skills, early years, arts skills, arts management and skills in working with communities			
Benefits			
• impact of work enhanced in quality and range of facilities increased			
• opportunity to work with regional, national and international artists			
• increased number and range of projects			
• climbing frame of educational opportunity for families in the locality with low levels of educational attainment through the provision of the Family Learning Centre			
Return visit motivation			
• quality accessibility and variety of activities plus show-casing opportunities			
• stimulating exposure to wide variety of activities and potential life changing experiences			
• exposure to regional, national and international artworks through Gallery X			
• strong links to community and public sector			
• access to good quality training			
• positive partnership working			
• supporting participants to re-skill, re-train and improve efficiency			

Gallery X

Net Area	1515 m ²		
Net contribution	£648,445	Turno ver: £1,489,933	
New jobs	23 (On Opening)	Existing jobs	2 (Oct 2000)
Activities / description			
• a flexible and inspiring space for creating and exhibiting artworks			
• opportunities for visitors & local people to engage in a whole range of contemporary arts practice: hands-on, project based, artist' residences and gallery based			
• live art, performance, new media, spectacle, installations - themes inspired by public outreach work and collaborative approach plus education and interpretation workshops			
Benefits			
• national and international showcases for collaborative, community and participatory arts			
• exposure to contemporary artworks and new technologies			
• facilitating training and education in the arts and encouraging critical debate			
• opportunities for visitors to explore themed activities, ideas and self-expression through permanent and temporary exhibits and live events			
• opportunities for artists to work with local communities, to develop new works using on-site facilities and to develop large scale site specific works			
• opportunities for artist training and skills with higher education establishments			
• enhancing regional tourism offer, increased spending with local businesses			
Return visit motivation			
• constantly changing national and international exhibition, live art and project programme			
• accessibility and diversity of space and offer			
• community arts long term project work			
• personalised work projects and continuing on-line contact			
• educational projects linked to National Curriculum also encourage return family visits			
• only space of this kind in the UK, fully accessible with good family facilities			
• free 'in-out' environment creates incentive to explore to other levels of the building			

Lobby / Retail / Circulation

Net Area	1495 m ²		
Net contribution	£233,529	Turno ver: £333,548	
New jobs	2 (On Opening)	Existing jobs	0 (Oct 2000)
Activities / description			
• The Public shop - quality merchandise and customising opportunities linked to Gallery X			
• external businesses that add related goods - music, books, software			
• free access public spaces: public areas programmed with public art, performances, events and workshops			
• exhibitions and performance spaces for public, voluntary and education sectors			
Benefits			
• lobby accommodates ticketing, cloak, seating, eating and drinking areas and lifts			
• visitors are exposed to other activities happening at The Public and encouraged to stay longer and spend money providing financial benefits to The Public and town			
• free and open all day and evening - new ways of engaging audiences and participants, exposing visitors to a varied free arts programme			
• provides some income to The Public			
• a new public space for a repurposed town with the building acting as focal point, dramatically lit by night and a live activity during the day			
• allows experience without financial commitment			
Return visit motivation			
• a place for people to meet, hang out, shop and socialise in an architecturally unique environment that changes with varied arts programme			
• goods and services not on sale anywhere else in Sandwell promote and develop the area's attractiveness to new investment			
• free, spectacular and constantly changing interiors and environment			
• safe, well lit and inviting, also a through route to shopping centre			

RIBA Stage E

North and South facing facade

