

## **A. Executive Summary**

### Introduction

The Lost Town is one of four winning projects in the Landmark East Competition, initiated and run by the East of England Development Agency (EEDA). The 'prize' for the winners was funding from EEDA for feasibility studies aimed at enabling the teams behind each project to establish feasibility and then progress to fundraising and delivery.

A feasibility study for the first site – at Dunwich – was undertaken between September 2004 and April 2005 and was funded by the EEDA. Although the sculptures were technically feasible, the project faced a range of issues if it was to be located in Dunwich.

However, there was strong admiration for the concept so in autumn 2005 Niemann Ingris carried out a review of alternative sites comparing six coastal towns in the East of England. During this study, we found another site, which looked very promising: Walton-on-the-Naze in Essex.

This study, referred to as the Walton feasibility review (WFR) was carried out between October 2006 and February 2007. Its intention was to build on the preceding studies and review the feasibility of the project in its new environment. This work was carried out by Niemann Ingris (project management), Ove Arup & Partners, Davis Langdon LLP and Dovetail Management Consultancy.

The study covers the following aspects:

- Development of the design scheme
- Engineering
- Transportation and visitor concept
- Consents and planning policy
- Environment, ecology and archaeology
- Public consultations
- Project costs
- Fundraising and delivery vehicle

This report also highlights the next steps that have to be taken to move the project towards realisation.

## Feasibility appraisal

The feasibility study concludes that no definite “show-stopper” has been identified.

### **Construction**

The site conditions in Walton are comparable to those in Dunwich; the technical feasibility is therefore proven. The construction scheme developed for Dunwich is viable in Walton-on-the-Naze as well.

### **Planning policy / consents / permissions**

If implemented with reasonable care and if no negative effect on conservation areas is to be expected, LOST TOWN will be in accordance with planning policies. A way has been shown how to secure building consent.

### **Ecology**

A review of the ecological context has not revealed any issues to date that would definitely prohibit the development. A screening letter was sent to the MCEU; the answer will show if further environmental surveys are required.

### **Visual**

Although the landscape effects may be seen by some to be significant it may be maintained that as an artwork, the proposed sculpture would produce beneficial effects, improving and enhancing the existing landscape.

### **Archaeology**

There are no known archaeological concerns. However, it is recommended that an on-site survey be carried out in the course of other technical site investigations.

### **Geological conservation**

No significant risk is expected to the geological SSSI.

### **Maritime and coastal processes**

It is not expected that the shoreline and coastal processes will be compromised by the proposed structure.

### **Transportation**

The town welcomes more visitors and can cope with additional traffic. During peak season alternative means of transport should be promoted.

### **Visitor concept**

LOST TOWN can be integrated into an overall visitor and marketing strategy for Walton-on-the-Naze and the area.

### **Consultations**

Consultations revealed that the scheme is supported by the local authorities as well as by the majority of the residents.

### **Costs**

Because of current steel prices, the project costs for the initially favoured *whole steel method* are relatively high. However, there is a chance to reduce costs by choosing a different method of construction.

**THE LOST TOWN – Walton-on-the-Naze**

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Depending on the construction method the estimated construction costs are:

- whole steel method	£ 6.100.000 plus VAT
- concrete core method	£ 3.900.000 plus VAT
- fiber pipe method	£ 2.800.000 plus VAT

**Fundraising**

The likelihood of getting the project funded was assessed against project costs. Project costs of £4 million were considered as fundable with a likelihood of 25%. When a lead donor is secured the likelihood will be substantially higher.

**Delivery vehicle**

It is proposed to establish a charitable company or use a local authority (e.g. Tendring District Council) as delivery vehicle and owner of the sculpture.

It has to be stated that the crucial element in the project realisation is the project costs and their unpredictability due to current steel price developments. We have therefore explored alternative construction methods using less stainless steel. See Section **C – Next Steps**.