



'Iconic'  
Site: Sea Road  
Bexhill on Sea (TN40 1eb)  
Date: 16<sup>th</sup> March 2022

We are a non-profit organisation that creates free publicly accessible art.

Bexhill takes pride in their town, we have been contacted on multiple occasions to look at this site by the public. So we have made it our mission to negotiate how we can improve the look of this building and make this project work.

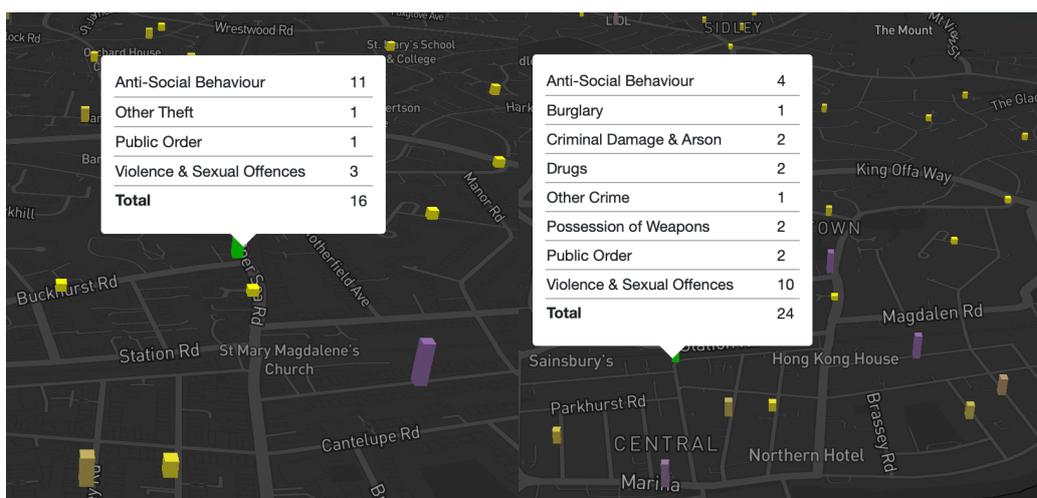
ArchCo has given W.Ave Arts permission to paint their wall as they recognise the importance of how art can impact the community in a positive way and is onboard with our vision of transforming our surroundings for the better.

The property itself is the building opposite Bexhill Station – it is the first thing you see when you exit.

This building has been derelict for over 6 years, it is old and tired and needs a facelift that will be interesting to tourists and Bexhill's residents.

We are working on the broken windows theory which suggest if you leave visible signs of an ordered and clean environment, one that is maintained, it sends the signal that the area is monitored and that criminal behaviour is not tolerated. Conversely a disordered environment, one that is not maintained (broken windows, excessive litter) sends the signal that the area is not monitored and that criminal behaviour has little risk of detection. Which leads to the slow deterioration of a community and a cohesive community falls apart.

We have noted crime is higher in this area compared to surrounding roads.



Upper Sea Rd

Station Rd

Please find pictures of current state :



What we are proposing is making this area more appealing to the community by the way of art. At present the building is unusable and ArchCo will allow temporary art installed until they start works.

They will be refurbishing the front so it is flush marine ply board that we can paint on.

The project will consist of iconic people from Bexhill that will inspire. Each portrait will have a QR code that you will be able to scan which will provide information on each person, what they have achieved in Bexhill.

There is an increasing amount of scientific evidence that proves art enhances brain function. It can conjure strong emotions and deep thoughts, or simply dazzle us with its visual brilliance. Everyone's reaction to art is different but its ability to impact us is unquestioned.

Looking at beautiful art can actually increase blood flow to the brain by 10% - the equivalent at looking at someone you love.

The more time you spend analysing a piece of art the more you are able to stimulate conscious and unconscious brain functions. Doing so can increase your analytical and problem solving skills in everyday life. We want to make art free to our community to experience.

Positive impacts from the project:

- Improve wellbeing
- Promotes cohesion
- Addressing fear of crime and promote community safety
- Lasting impact
- Improve quality of life
- Bring something new to Sea Road
- Bring pride to the area

Total project cost:

£1750.00

We are still in the research stages but here is a rough draft of what we are thinking we would like to add more females to provide equality and diversity.



From left to Dorothy Levitt, Rosalind Franklin, Eddie Izzard, Frank Nichols, John Logie Baird, Leon Legge, Nripendra Narayan

We really hope that you see this project as a worthy cause and that it will bring cohesion to our community of all ages.

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<https://www.facebook.com/WAVEArtsBexhill> [www.wavearts.org](http://www.wavearts.org) - where you can also see our other projects.

We hope to start this project in May 2022. We promote everyone who is involved, we also make a video and send photos out to sponsors for promotional purposes.

Thank you for taking the time to read this and considering this project.

Your sincerely

A handwritten signature in black ink, appearing to read 'Carol Cook'.

Carol Cook