

The Porthcawl Maritime Centre
Project – ‘Harbourside’

Feasibility Study by
Wider Impact Consultancy

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Report Commissioned by
Porthcawl Harbourside CIC

Funded by
Wales Council for Voluntary Action (WCVA)
Bridgend Association of Voluntary Organisations (BAVO)

Delivered by
Wider Impact Consultancy
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1.0 Executive Summary

1.1 Introduction

Wider Impact Consultancy has been commissioned by the Porthcawl Harbourside CIC to carry out an independent feasibility study into an ambitious proposal by the organisation to develop and deliver a leisure and maritime facility within the Porthcawl Harbour Quarter – to be known as ‘**Harbourside**’.



Aims of the commission have included establishing if there is a community and social need for Harbourside. Opportunity has also been taken to explore key issues linked to governance, which has included establishing if there is a business case to ensure its viability and sustainability.

1.2 Background

Building on an original objective to enable a sustainable base / headquarters for the Porthcawl Sea Cadets and the Welsh Surfing Federation, a group of Porthcawl based community minded business people have come together to create the new not for profit, community interest company: the **Porthcawl Harbourside CIC**.

Aims and objectives of the company include developing and delivering an ambitious, exciting, innovative and high quality, multi-use ‘**flag ship**’ building, which will deliver a kick-start and step-change in Porthcawl’s infrastructure regeneration as a major South Wales seaside town destination.

Outcomes will include attracting thousands of visitors and tourists from the County of Bridgend, Wales, and the United Kingdom, with resultant new jobs and progress towards much needed economic stability.

1.3 Conclusions

The vision of the Porthcawl Harbourside CIC is clear:

Vision

Building on Porthcawl’s rich maritime heritage, to establish an exciting, innovative, high quality and economically sustainable multi-use destination. It is envisaged that the building will be ‘an all year round’ family centred Maritime ‘flagship’ which will deliver cultural, educational, business, employment and health and wellbeing benefits to residents, tourists and visitors.

Harbourside will be a high quality **signature destination**, which will deliver a wide range of activities and facilities for local people, visitors and tourists.

Designed to high specification, Harbourside will make a positive impact to the refurbished marina, enhancing the visual impact and emphasising the area as a **Quality destination in Wales**. Wider impacts will include supporting the much needed wider regeneration of the Harbour Quarter, Porthcawl and the region as a whole.

With an emphasis on **maritime related** sport, fitness, leisure, community learning, local heritage, the arts and employment and steered by a highly experienced, multi-skilled and enthusiastic group of entrepreneurs and industry experts [The Board], Harbourside will be ecologically, environmentally and has the potential to be **economically sustainable**, providing a prestigious headquarters for a number of local, regional and national groups and organisations, which will include the Porthcawl Sea Cadets and the Welsh Surfing Federation.

Additional benefits will include the provision of business, office and conference facilities together with high quality business incubator facilities for creative entrepreneurs.

It is highly significant that Harbourside will support and deliver in the region of **145 new jobs** (direct and indirect), wider employment opportunities and will play a **key** and **strategic role** in supporting the economic sustainability of Porthcawl and surrounding areas.

Harbourside will provide a much needed community facility that is fully accessible. It will provide uses for community, sporting and leisure for the enjoyment and benefit of all.

Key to the success of Harbourside is an inspirational and innovative proposal that supports national, regional and local regeneration strategies and initiatives, with outcomes linked to public, private and third sectors working together to strategically tackle key issues such as, levels of economic activity, jobs and employment prospects, healthier communities, sustaining the natural environment, and the preservation of an historic and successful [Welsh] coastal community.

It can be clearly demonstrated that there is a need for this Project. This has been clearly established through the well structured and organised consultation process carried out by the Harbourside board. More recent community consultation carried out by Wider Impact, which has included over **500** individual responses, has delivered clear messages: Whilst there is a great deal of local and national affection for Porthcawl, which is supported by sustained and growing numbers of tourists, visitors and resultant economic outcomes, facilities on the whole are dated, uninteresting and in need of significant investment. Without such, Porthcawl and the region as a whole risks losing out to other potentially more organised and well supported areas, and outwardly attractive destinations and facilities.

The area has many advantages, which, in addition to being a well-known and established seaside resort, with year on year growing numbers of tourists and visitors, can boast of public and private sector support for a developing marine / surfing culture and entertainment industry. Added bonuses include being situated in a relatively low crime area, with a wide and growing demographic [customer] base and a willing and available qualified workforce to draw on.

The development and delivery of Harbourside provides an almost unique opportunity for innovative and **cost-effective** partnerships and collaborative working, bringing together public, private and third sectors to deliver a well thought out, high value, quality, innovative and **much needed** community facility, with far reaching **social, community** and **economic benefits**.

The Porthcawl Harbourside CIC has made a compelling case for this Project to move forward to its next phase, which includes obtaining the full support and engagement of Bridgend County Borough Council, the Welsh Government, other key stakeholders, key funding providers and appropriate investors.

2.0 Methodology

2.1 Introduction

The key objective is to carry out an independent study into the feasibility and viability of the Harbourside proposal. This has included the collation and dissemination of national, regional and local information, data, views and opinions.

Aims have included identifying how the Harbourside proposal aligns with the development and delivery of national, regional and local strategies and initiatives.

2.2 Desk Research

The following documents have been included in desk research:

National

- Summaries of current area based programmes
- Vibrant and Viable Places: New Regeneration Framework (March 2013)
- Partnership for Growth – The Welsh Government Strategy for Tourism 2013 – 2020
- Come Catch the Wave: in Wales
- Summaries of emerging programmes

Regional

- Bridgend County Together
- Bridgend County Borough Corporate Plan
- Bridgend Local Development Plan
- Bridgend Management Plan
- Bridgend Destination Plan

Local

- Seven Bays Project: Porthcawl Waterfront, Supplementary Planning Guidance, Bridgend County Borough Council, November 2007
- 2011 Census (WG deprivation index)

2.3 Field Research

Consultation has been key to the study, which has involved:

- **Questionnaires** (hard copy and on-line)
- **Case studies** - Galeri Creative Enterprise Centre, Caernarfon, Milford Haven Dock and Hastings Pier and LC2 (Swansea Leisure Centre)
- **Meetings / Consultations / Public Meetings** with:
 - Porthcawl Harbourside Board members
 - Local authority representatives
 - Welsh Assembly members
 - Stakeholders / potential stakeholders
 - Community members
 - Local and regional school children
 - Business representatives
 - ‘Special consultees’ – with expertise and links to Parkdean Holidays, Trecco Bay, Porthcawl, Galeri Enterprise Centre, Caernarfon, Milford Haven Dock, the Jennings Building Porthcawl and Hastings Pier
- **Visits to the area / observational studies**

2.4 Questionnaires

The questionnaire included at **Appendix F** has been distributed in two formats:

- Hard copies on a random basis at local events and within the wider community by members of the Porthcawl Harbourside CIC
- ‘On-line’ on a random basis, utilising marketing opportunities kindly enabled the *Glamorgan Gazette* and utilising the *Porthcawl First* Facebook account

An impressive total of **537** questionnaires have been independently analysed by Wider Impact Consultancy, with results presented within this report.

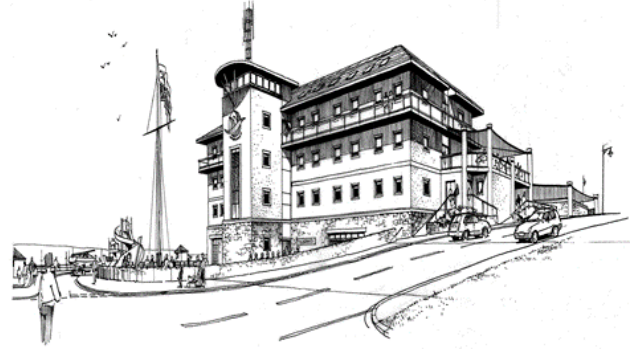
2.5 Consultation

Opportunity has been taken to utilise information from events / consultation exercises delivered by the Porthcawl Harbourside CIC. Wider Impact Consultancy has been present at a number of these events. All one to one interviews have been carried out independently by Wider Impact Consultancy.

3.0 Harbourside – ‘The Proposal’

3.1 Introduction

A proposal driven by the aspirations of residents, business and visitors and supported by a number of extensive consultancy studies carried out for Bridgend County Borough Council and Welsh Government, who all agree that investment in infrastructure and leisure are essential pre-requisites to the future success of Porthcawl.



Improving the economic performance of Porthcawl benefits the Town and surrounding areas and is also key to Borough wide economic improvement and investment. The proposal is essential to provide the basic infrastructure improvements necessary to encourage viable future private sector investment.

3.2 Mission Statement

We will utilise the skills, expertise, experience and passion of Board members, staff, volunteers and stakeholders to develop, deliver and sustain Harbourside as an exciting, innovative and economically sustainable ‘all the year round’ family centred maritime complex. It is our mission to ensure that Harbourside will be a place of enrichment; an exciting and fun place to visit, trade with and to work in and will be fully accessible to meet and the wide, varying and changing needs and requirements of local community members, visitors and tourists alike.

3.3 Aims and Objectives

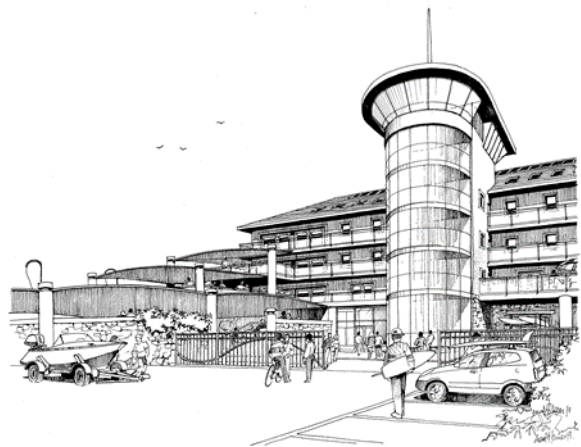
The aims and objectives of Porthcawl Harbourside CIC (the Company) are to develop a Maritime Leisure Complex as an integral part of the creation of the Harbour Quarter. This will consist of a flagship Maritime Centre known as Harbourside.

This development will act as a catalyst for a step-change in Porthcawl’s economic performance through infrastructure regeneration to restore Porthcawl as a major seaside town destination. The extensive and innovative leisure attractions will draw thousands of visitors and tourists from within the County Borough of Bridgend, South Wales and beyond.

The Harbourside facility, which will be open throughout the day and evenings, seven days a week throughout the year, will provide year-round direct employment and also support and extend the towns tourist season through the linking and engagement of existing businesses and facilities within the town. This is consistent with Bridgend County Borough Council **Destination Plan 2013-2016**.

3.4 Harbourside Building

This will be an exciting ‘Signature/landmark building’ that can be seen from all entry points into Porthcawl from M4 and A48. The building will be designed and built to a minimum of BREEAM Excellence Standard, it will be a high quality, environmentally, ecologically, economically, sustainable building.



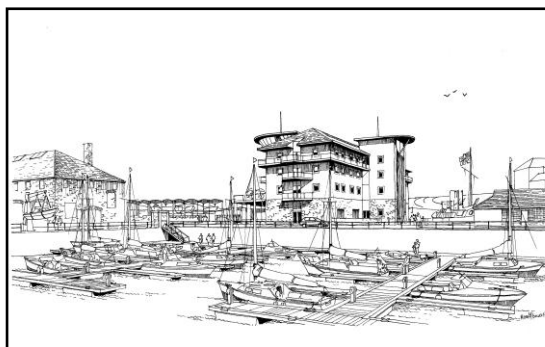
A focal point of the southern elevation is its leading edge approach to both design and energy self-sufficiency. The impressive south tower constructed to act a solar collector/stack from which heat is extracted from the upper level and sent through heat exchangers providing warm air to supplement/reduce heating energy costs. At the very top of the tower the Crow’s Nest forms a visitor platform equipped with a camera obscura that will enable users to view right across the bay into neighbouring Welsh counties and South West England.

3.5 Making an Impact

The below images demonstrate how the Harbourside development will transform the harbour, adding access to additional services vital to operating a successful marina.



Current



Future

3.6 Facilities and Activities

With an emphasis on maritime related sport, fitness, leisure, community learning, local heritage, the arts and employment, planned activities within Harbourside include:

- **Harbour Marine** – internal and external Sea/water sports facilities, toilet and shower facilities
- **Leisure Activities** – Flow rider, Training pool and Spa facilities
- **Health, Wellbeing & Fitness Suites** – a range of gym and fitness facilities, oxygen tanks, physio and hydrotherapy
- **Coastal Life Centre** – ecological and environmental culture / local history, education / research and community learning in partnership with Swansea University
- **The Venue** – amphitheatre and all weather outdoor performance space / cinema.
- **The Galleri** – innovative display venue for the use of local artists, historical groups and design, technology and creative industries
- **Business Pods** – up to 22 office spaces, to include access by local charities and groups
- **Shared Services** – a central reception for Business Pod tenants with support such as day to day administration services
- **Conference Facilities** – up to 100 person multi-use capacity facilities for use by a wide range of local and visiting organisations such as Sea Cadets and private sector visitors and stakeholders
- **Y Cabanau** – up to 50 4 star ‘cabins, with high quality mixed accommodation linked to Harbourside events and venue hire – fully inclusive and accessible
- **Boat racks / Storage** – supporting the profitable delivery of the refurbished Porthcawl Harbour and increasing the number of visitor spaces and the provision of waste disposal and fuel supply
- **Y Gali (The Galley)** – quality day time Café, followed by an evening high quality licensed Bistro – supporting and procuring local suppliers and produce
- **The Crow’s Nest**– at the top of the Harbour building, with facilities such as a public viewing gallery, a camera obscura attraction and essential facilities for coastguards/lifeguards and other emergency services



Facilities and attractions will be delivered on a number of decks (floors) in keeping with the maritime theme:

Lower Deck

- Nautical theme. **100** person capacity conference facility, (with integral toilets, showers and drying facilities available for Wave Rider users and marina users and visitors). Designed and configured for multi-use. (Marina boating visitors will have controlled access to toilets, showers and refreshments).
- Use by Sea Cadets / Welsh Surfing federation/coastguards/lifeguards/RNLI and many other local groups and organisations.
- Boat repair bays and storage for Coastguards & Lifeguards, RNLI and WSF
- Cycle storage, cycle hire stations and secure locker facilities
- Harbour Boating Club office and repair bay
- Wave-rider, training pool / spa and specialist health tanks
- Amphitheatre style performance space (including Wave-rider viewing) to view live semi open-air, covered performances and films
- Chandlers, boat sales and hire



Lower deck – external

- Designated parking for RNLI & Coastguard emergency call out crews.
- Capacity for up to **50** boat storage and repair spaces
- Electric vehicle/mobility scooters/wheelchair charging facilities. Free of charge or subsidised
- Waste disposal
- Fuel and Oil for boat users



Promenade Deck

- Themed daytime Cafe’ converting to high quality evening Bistro
- Reception and Information Centre
- Coastal Life and Heritage Centre – pocket museums
- Exhibition space and gallery
- Incubator Business Pods
- Public access toilets

Middle Deck

- Incubator Business Pods
- Maritime administration, multi functional classrooms, Coastguards and Welsh Surfing HQ
- Club lounge/bar
- Gymnasium/physiotherapy/Spa facility

Upper Deck

- 4 Star cabin style serviced accommodation with kitchen, dining and lounge provision
- Viewing tower, public viewing platform – space for camera obscura and emergency services use

External Facilities

- Boat storage
- Children’s play structure
- Marina boat launch and support facilities

3.7 Coastal Life Centre University Collaboration

Proposals include the development of a **Maritime Leisure & Community Complex and SEACAMS** (Sustainable Expansion of the Applied Coastal and Marine Sectors in Wales), as part of a



Swansea University EU project. Outcomes will include the development of a **Harbourside’s Coastal Visitor Centre**, which will contribute to coastal research and provide placement opportunities for degree students.

Visitor facilities will include:

- A small aquarium housing local sea life, a snorkelling experience, touch tanks, wet laboratory, aquarium behind the scenes, interactive Porthcawl heritage exhibition
- Coastal outdoor activity educational / family fun sessions
- Maritime themed gallery with aquarium viewing wall, bouldering wall, soft play area, children’s parties and cooking activity
- Porthcawl Coastal Watch Club activities for local groups / residents
- Maritime themed events
- Visiting speakers, exhibitions, films covering conservation, marine biology, sport and outdoor recreation
- Work experience

3.8 Other Stakeholders

In no particular order, the following organisations have been identified as stakeholders / users of the building and associated facilities:

- Sea Cadets
- Welsh Surfing Federation
- RNLI
- Welsh Coast Surf Club
- Kite Surfers
- Dingy racers
- Kayakers
- Harbour Boating Club
- Maritime Coastguard Agency
- Porthcawl Arts Society
- Lifeguards and lifeguard motor boat training
- Boat storage
- BCBC
- YMCA
- Existing hotel and leisure businesses in the town and surrounding area
- Youth Groups / Senior Clubs
- Fitness providers
- Physiotherapists
- Mother / toddler exercise classes
- Welsh / UK cycling groups
- Welsh Athletics
- Photographic Society
- Arts Society
- University research groups
- Outdoor activity groups
- Corporate – office lets
- Corporate – conferences
- Schools / colleges / universities

3.9 Governance

Harbourside will be governed by the **Porthcawl Harbourside Community Interest Company** (CIC). **Appendix A** highlights the wide and varied skills and experience of Board members.

3.10 Social Profit

The Company will bring a focused private sector ethos in terms of best practice and drive for profitability, but where surpluses are re-invested in the business and to provide community benefit.

3.11 Company Objects

The Company’s Object is to provide activities and facilities which benefit the community. As will be noted at **Appendix B**, a detailed review of the Company Objects and Articles of Association deems them fully consistent with the vision of the Directors. In summary:

The choice of the CIC structure and the Articles adopted that provide the CIC’s constitution would seem to be a good fit with the outline business plan.

Charlie Cattell, Constitution Consultant / Expert

3.12 Costs

Table 1 Summary of forecast construction costs.

Table 1 Forecasted Construction Costs

Harbourside Indicative Construction Costs (29-01-14)		
Reference	Cost / m2 £	Indicative Costs £
Ground floor facilities, Wave Rider / Boat racking facilities	850.00	1,972,500.00
First floor level	1,500.00	1,050,000.00
Second floor level	1,500.00	1,050,000.00
Third floor level	1,500.00	1,050,000.00
Fourth floor level – Attic space	1,500.00	780,000.00
Fourth floor level – Attic space / Plant room	850.00	153,000.00
Watch Tower level	1,500.00	114,000.00
Shipwreck play area		20,000.00
Costs		6,189,500.00
Construction Costs (15%)		928,425.00
Total Indicative Cost		7,117,925.00

Source: Bentley Design & Management Ltd, The Studio, Sunny Court, 22 Rest Bay Close, Porthcawl, CF36 3UN

Notes:

1. Figure included an allowance for professional fees, but excludes VAT and fixtures and fittings
2. Allowance made for incoming services and for works / drainage

3.13 Building Design and Environmental Standards (BREEAM Ratings)

Appendix C provides details of the Architectural and Design Consultant’s (Bentley Design & Management Ltd) Building Design and Environmental Statement. The following is an extract, which specifically refers to BREEAM ratings and ecological sustainability:

It is the intention of Porthcawl Harbourside CIC to achieve the highest possible standards of architectural & environmental design, construction and use of Harbourside. The Porthcawl Harbourside CIC wish to minimise the impact of the building / development on the environment and for the building and its associated facilities to be recognised for its environmental benefits and enhancement; the creation of a ‘sustainable’ building & facilities in the true sense of the word.

The building will be designed to achieve a minimum of BREEAM ‘Excellent’ rating while aiming for a possible ‘Outstanding’ rating. BREEAM – Building Research Establishment’s Environmental Assessment Method.

BREEAM Schemes are monitored and overseen by the BRE Global ‘Sustainability Board’ which is ISO 9001 Certified for its BREEAM Building Schemes. The appointed Assessors of the project will be fully qualified and are UKAS Accredited.

Through the design process, construction and proposed use of the building, environmental education and best practice will be promoted through innovative and energy efficient methods to minimise and reduce the impact on the environment.

Users and visitors will also be educated and made aware of the benefits of good environmental practices through the design process, construction process and the short and long term use of the building. There will be a duty / responsibility on the owners of the building in conjunction with the multi-various occupants and users to engage in best practice environmental and energy policies.

Stuart Bentley BA (Hons) Arch., BAarch Wales

The following are examples of environment features and measures incorporated in the design of the building:

- Solar stack
- Solar roof – collection
- Water collection and re-use
- Construction methodology and education
- Ground source heat pumps
- Heat recovery systems
- High insulation standards
- Reduction in car use
- Energy and waste monitoring
- Use of natural light
- Triple glazed roof lights and windows in Northern elevations
- LED lighting internally and externally
- Maximise use of recycled materials in construction
- Reduced use of high Embodied energy Materials and forms of construction
- Promotion of the use of cycles, walking, running and sports
- Use of wind power
- Enhancement of local ecology through the introduction of landscaping and natural screening such as living boundaries or fences
- Maximise the potential of the floor space and volume to create flexible and adaptable space for future alternative uses
- Use of re-chargeable electric transport systems
- Provision of surplus energy for community use
- Energy production through wind turbines
- Performance and general areas to be adequately sound proofed
- Use of Green tenancy agreements
- Using innovative techniques, equipment and technology to reduce energy use and to educate
- The building and the construction process and the building in use to be used as an ambassador example and educational tool for environmental projects
- Use of tidal energy through the use of the rise and fall of tide

The following are examples in more depth:

- The building's siting and orientation has been designed to maximise the Southerly orientation for environmental / energy and life enhancing benefits
- There is no car parking facility provided for staff or visitors to the centre. It is intended that public transport, cycles, walking or electric taxi will provide transportation to the Harbour Quarter from other areas of Porthcawl and the surrounding areas
- The staircase tower to the Southern elevation acts as a 'Solar Stack' and through the use of a glass façade and mass concrete flanking / rear wall; this space will act as a heat stack or chimney, with air warmed by sunlight which will then rise to the underside of the viewing lounge floor level and be extracted and pushed through heat exchangers and then sent through to the colder parts of the building on the Northern side and into circulation routes. The use of this will enable the reduction of the overall energy used for heating the building
- It is the intention that through the environmental and energy producing elements of the building that there will be a surplus of energy produced to be either used to reduce running costs or to be able to give benefit to the community
- There will be charging points for electric wheelchairs, scooters and cars. It is intended that Porthcawl Harbourside CIC would obtain the use of an electric vehicle for the benefit of people using the facilities or the less financially able as a taxi or to ferry people to and from the local hotels in the town
- The café / bistro has a large deck area to the south, which will be protected by tensile canopies and glass protection walls. This will let natural light through but will protect the customers / public from UV light and the winds. The shading will also prevent the building from overheating due to excessive solar gain
- All en-suites will be wet room style with all water provision to have either grey water re-use for toilet flushing with economy flushes and aerated taps and showers. Domestic hot water will be supplemented by solar water panels to reduce energy costs
- The roof form and construction will be traditional in form and its orientation allows for maximum use for the collection of solar energy
- Due to the proximity of the proposed building to the Grade 11 Listed Jennings Warehouse Building the roof finish for the building is proposed to be of natural slate. However, due to the benefits of the orientation the Southern Roof slopes should be used to their maximum environmental benefit. It is the intention to use the Southern roof slopes as solar collectors to aid in the production of electricity for use in the building

- The roof lights to the apex and eastern and western slopes will allow natural light and ventilation to the upper floor. The cold air from the upper areas will be taken to the lower areas of the building for air refresh to be warmed and re-circulated
- Roof areas will also be used as water collectors and water stored in suitable locations, filtered and treated for re-use in sprinkler header tanks and WCs, washing machines and other grey water uses
- The targets go well beyond those required under the Building Regulations and they represent good or best practice in the field of sustainable design and procurement

3.14 Income

The following [revenue] estimates are presented by the Directors of the Porthcawl Harbourside CIC.

Table 2 provides an overview of projected annual revenue income / profit projections

Table 2 Projected Revenue Income / Profit Harbourside Project

Item	2016 / 17
	£'000s
Coffee Lounge	250
Bistro	270
Cabins	347
Health Gym / Spa	115
Conference / Marina	80
Boat Yard Hire / Services	43
Members Lounge	200
Heritage	6
Business Pods	100
Flow Rider / Pools	300
Fine Arts / Photographic	20
Coastal Life	150
Crow's Nest	100
Leisure / Sport	100
Surfing Led Activities	25
Centre Sports / Advertising	25
Turnover	2306

Summary	£'000s
Costs (excluding staff costs)	675
Gross income	1631
VAT (20%)	325
Staff costs	1026
Gross Profit	279
% Profit	12%

Source: Porthcawl Harbourside CIC

3.15 Financial Summary

The assumptions and data from a comparable enterprise (Galeri Enterprise Centre, Caernarfon – see **Section 8.2**), have been reviewed by Wider Impact’s specialist Chartered Accountants.

3.16 Project Funding

The company has developed a funding strategy, the following potential income sources have been identified:

- Big Lottery – People and Places
- Big Lottery 3 – Coastal
- Heritage Lottery
- Armed Forces Covenant - Libor
- Armed Forces Covenant – Small Grants
- Dreams Fund
- Community donations
- Wales Tourism
- Awards for All
- Splash
- Community Builders
- Community Share Unit
- Architecture Heritage Fund

3.17 Community Shares and Private Investment

The Board is exploring the preparation of a prospectus offering the opportunity for local people to take a stake in the building. New tax incentives for this type of organisation and arrangements are expected from UK Treasury.

In addition to the afore mentioned the Board is investigating the market to examine whether it will be beneficial to issue a community shares similar to the Hastings Pier model. This sort of investment will attract EIS funding which has significant tax advantages for the lender.

3.18 Retail and Public Services Tenants

Initial interest in business and retail space is encouraging. Enquiries being received from prospective retailers and new business tenants. Interest from public service providers in having outreach facilities has also emerged. Across the Local Authority area facilities are available to

accommodate a range of outreach services. This is not the case in Porthcawl, so the level of interest is likely to increase post planning publicity.

3.19 Employment Opportunities

The Porthcawl Harbourside development will provide **significant stimulation** to the local economy at a number of levels, which as **Table 3** highlights has the potential to create in the region of **145 new jobs** and associated economic activity:

Table 3 Harbourside Employment Opportunities

Source	Full Time Equivalent	
Directly employed	65	
On site 3 rd party	15	
Self-employed pods	20	
Suppliers	10	£2.5m spend annually
Construction	30	2 year construction
Local traders	5	Extended season / day

Source: Porthcawl Harbourside CIC / Job Centre Plus Data / Information

3.20 Wider Community Benefits

As highlighted at **Section 3.6**, Harbourside will provide a range of spin off community benefits which include:

- An affordable location for a wide range of community facing organisations to meet and share facilities reducing their financial burden
- Opportunities for collaboration with outcomes such as the delivery of joint projects and initiatives
- A focal point for community education and learning; including environmental and ecological education
- Access to local regional and national history and heritage
- Opportunities to display local art, photography and wider creative industries
- Affordable / free access to the public, tourists and visitors to services such as toilets, shower / changing facilities
- A catalyst to further develop the towns night time and out of season economy with opportunities to enhance an evening culture centred on a quality venue providing a source of diverse and interesting maritime related themes and activities

- Public information services and access to maritime sport and to general activities to support health, wellbeing and fitness
- A place to be innovative and creative

3.21 State Aid

The Board has secured professional advice relating to state aid, which has confirmed that this project as designed does not contravene state aid rules.

4.0 National Welsh Government Context

4.1 Introduction

The proposed development is entirely in line with Welsh Government policy to improve coastal towns and increase the number of tourists through a well-developed package of water related activities. The Welsh Government have introduced a number of related strategies that include:

- Current Area Based Programmes
- Recent Strategies:
 - Vibrant and Viable Places: New Regeneration Framework (March 2013)
 - Partnership for Growth – The Welsh Government Strategy for Tourism 2013 – 2020
 - Come Catch the Wave: in Wales
 - Emerging Programmes

4.2 Current Area Based Programmes

Current area based programmes include:

- **Structural Funds** – the 2007-2013 European Regional Development programmes have directly supported physical regeneration activities focused on rebuilding communities. Structural Funds focus on achieving regeneration outcomes such as: infrastructure; sustainable transport; business support; skills; improving access to the labour market; and innovation
- **Sustainable and resilient communities** – Wales governmental cross department working to ensure sustainable development by encouraging inclusive, sustainable and focused economic development which tackle poverty and improving health and educational outcomes.

4.3 Vibrant and Viable Places: New Regeneration Framework

Everybody in Wales should live in well-connected vibrant, viable and sustainable communities with a strong local economy and good quality of life.

Edwina Hart AM Wales Government

National Outcomes

Outcome One: Prosperous Communities

This will be supported by a range of activities at the regional and local level which support:

- Improved levels of economic activity and more jobs
- Strong and diverse local economies with private, public and third sectors working together
- Sustainable use of the natural environment for local energy and food production
- A thriving private sector and social enterprise
- Successful town centres and coastal communities
- A well-managed historic and natural environment contributing to the distinctiveness of Wales' landscape and towns with heritage and historic character conserved, valued and sustained

Outcome Two: Learning Communities

Regeneration is intricately linked with the skills and capacities of individuals, families and communities. Regeneration interventions will support:

- A skilled and confident existing and future workforce
- A high aspiration local culture
- Engagement with school, post 16 and adult learning opportunities
- Clear opportunities for development of social and cultural capital and strengthening equality
- A belief in a better future

Outcome Three: Healthier Communities

The health and wellbeing of residents is central to the vitality of places. Regeneration activity will support:

- Healthy and cohesive communities able to grow and work together
- Safe and secure localities
- Good housing which is affordable and provides tenure choice
- A sustainable and high quality local environment
- Positive and inclusive local identities; and
- Well-planned, appropriately used and good standard buildings, amenities and facilities

4.4 Key Principles

The key principles by which the Government will operate are:

Partnership

- Partnership working is at the fore, within and between all key partners including Welsh Government, the wider public sector with the third sector and private sector
- A whole government approach agreed by Cabinet
- Use existing best practice, but also recognising that there are no silver bullets which work in all circumstances and that innovative approaches also need to be supported
- Innovation and creativity
- Good communication (visibility and articulation) to promote good work and to manage expectations

Strategy

- People and place approach with genuine involvement of communities in which regeneration takes place, delivering strategic outcomes while taking account of local needs
- Effective spatial planning to inform investment decisions at all levels
- Schemes with clear leadership and commitment to good management, clear accountability and good governance are essential. Monitoring of issues and risks need to ensure that we have evidence and evaluation and the ability to stop and close a project if it is not delivering
- Developing opportunities and addressing need, and crucially developing opportunity out of need
- Evaluation as a key component in any scheme, planned from the start, maintained as a core element of programme design and followed through to project conclusion and beyond
- Added value and value for money need to be key considerations. The ability to maximise leverage from mainstream programmes and external funding
- Within the framework of our Strategic Equality Plan, we will ensure that equality and diversity are embedded in the process, taking into account all protected characteristics. In particular, we will take every opportunity through public procurement to advance equality and inclusion and to improve employment practices

Sustainability

- The approach must reflect sustainable development as the Welsh Government's central organising principle
- Encouraging inclusive, sustainable and focused economic development
- Sustainable development embraces social justice and equality so the approach makes a key contribution to the Tackling Poverty and equality agenda
- Clearly based on evidence – political drivers and influence cannot be the lead rationale
- Bottom up approach, and not just top down – bottom up ideas need to meet and work with a clear strategic overview
- Enable investment and delivery by private and voluntary sectors rather than inadvertently creating barriers through public sector intervention
- Articulate and promote total place approaches and share best practice
- Recognition of the long term timescales required for real change, suggesting programme cycles of at least 10-15 years. There is a clear need to move away from being driven by short term, political horizons

People Based

The history of regeneration in the UK identifies a clear distinction between 'people-based' and 'place-based' regeneration and suggests that the most successful programmes have combined approaches which recognise the complex connection between the characteristics of families and individuals and the places they live in. People based approaches recognise the need to support the development of skills and capacities to engage with the economy and critical public services.

Skills, education, health and work opportunities all play a critical role in the regeneration process. Key programme areas must work together to integrate and achieve maximum impact.

Place Based

A place-based approach has been recognised as a successful approach to creating physical and environmental improvements to an area. It is particularly recognised that settlements are key to regeneration and that there is growing need for town centre and seaside town regeneration. These can create a developmental hub in a region which has wider economic impact as a place of employment, leisure activity and location of public services.

4.5 Investment / Funding Opportunities

The Government will work with WEFO and the European Programmes Directorate to coordinate and support the development of business plans to access EU funding in order to deliver the outcomes of the regeneration plans rather than as a means to simply secure funds. Projects will be prioritised according to EU and Welsh Government criteria and form the basis of strategic integrated programmes involving appropriate regional and local partnerships.

4.6 Priorities for Directing Targeted Funding

Although mainstream budgets will be used to deliver the majority of regeneration impact across Wales, there remains a rationale for targeting additional funding to incentivise behaviours likely to deliver successful regeneration, and support interventions which are known to be successful but are not covered by other funding streams.

The Government has set priorities for places where we will direct targeted regeneration investment to support area-based, holistic initiatives. There are three priorities, which reflect the comments received during the consultation.

They do overlap, and indeed the links between them are very important. They are not intended as labels to differentiate between settlements. Rather, each is intended as shorthand for a range of characteristics and challenges which logically fit together. The priorities are:

- Town centres serving 21st Century towns
- Coastal communities
- Communities First cluster

4.7 Funding Allocation

The Government will continue to make available a limited amount of targeted regeneration investment funding, as a pot of last resort over and above the mainstream budgets which will deliver the majority of regeneration impact. All of Wales will be eligible to apply.

Local partnerships (i.e. local authorities working with the public, private and third sectors) will be able to bid into Welsh Government for the three priority themes of town centres, coastal communities and Communities First clusters. These bids will follow the five case business model principles.

Partnerships will be tasked with developing a prioritised portfolio of projects, for consideration by the Minister for Housing, Regeneration and Heritage and the Ministerial Advisory Group. These proposals will need to follow the five-case business model now being used widely within the Welsh Government, to enable rigorous assessment.

The objectives of the funding will be:

- To tackle poverty by creating jobs and helping people into work
- More targeted and intensive investment in fewer areas
- To address the themes of town centres, coastal communities and Communities First clusters, making the most of their heritage and historic character, and housing investment, in order to deliver greater prosperity, learning and health for vibrant and viable communities
- To deliver strategic, regionally important projects of significant scale
- To lever in as much additional investment as possible, particularly from European programmes and from the private sector.

4.8 Key Performance Indicators

The key performance indicators against which bids will be assessed are:

- Investment levered in (split by private, public and third sector)
- Percentage of spend retained within Wales-based supply chains
- Net additional Jobs created
- People supported into work (including through targeted recruitment and training)

Facilitating access to jobs could include interventions, additional to mainstream provision, such as:

- Linking existing employment services to community benefits through capital investment
- Improving local transport and communications links
- Increasing the provision of high-quality affordable childcare; and
- Targeted employment support.

Project sponsors will be expected to develop other outcomes, and to select other indicators, appropriate to their specific projects, using Results Based Accountability methodology.

4.9 Additional Funding Available at Local Level

The majority of targeted regeneration resources need to be directed at a few key town centres, coastal communities and Communities First clusters if there is to be a 40 transformational impact. There is still a need to invest at community level. The Government will therefore retain a suite of local resources:

- Continue to participate in the UK-wide Coastal Communities Fund (£1.45 million in 2013 / 14) to enable us to use Crown Estate revenues to support tourism and other micro-business projects particularly those involving marine skills and maritime heritage
- Continue the recently established Community Innovation Grant scheme (£1.5 million per annum), which enables us to support fresh approaches and the identification and dissemination of best practice

4.10 Partnership for Growth – The Welsh Government Strategy for Tourism 2013 – 2020

The Welsh Government has embraced the importance of tourism for Wales with the launch and publication of ‘Partnership for Growth – The Welsh Government Strategy for Tourism 2013 – 2020. As Minister for Economy, Science and Transport, **Edwina Hart** points out:

‘Tourism is a global industry and is highly competitive but Wales can compete with the best. We can offer a rich culture and heritage, a landscape of high scenic quality, a unique coastline and a diversity of experiences to our visitors.

We may be a small country in terms of size but our ambitions and ability to work with agility and a sense of Purpose will help to set us apart from our competitors.

*This strategy provides the basis for the Welsh Government, the tourism industry and other organisations to focus on the priorities that will deliver a more prosperous and competitive sector. The visitor economy touches every community in Wales and there are opportunities to position Wales more prominently to UK and overseas markets, taking advantage of our ability to provide thrilling **cultural** and **sporting experiences** at a world-class level’.*

4.11 The Importance of Tourism for Wales

The report states: The Wales Tourism Satellite Account (TSA) estimates total tourism spending in 2011 of £4.5bn, representing a Tourism Gross Value Added (GVA) of £1.8bn – around 4.4% of total direct GVA for the Welsh economy. Emerging research suggests that when indirect impacts are added, the Tourism GVA increases to £2.5bn, which represents 6% of the whole economy.

In 2011, the TSA estimated that 8.3% (88,300) of all full time equivalent jobs in Wales were directly supported by tourism spending. With indirect (supply chain) added, this total FTE employment rises to over 100,000, which is equivalent to around 9.5% of all Welsh FTE jobs.

In relation to the wider hospitality sector (hotel, restaurants and catering), Oxford Economics in 2012 indicated that the hospitality industry in Wales employed 9.2% (126,000) of the workforce. Tourism touches all parts of Wales and the geographical spread of employment generated by the tourism sector is one of its key strengths when compared to other sectors in the economy. In 2011, the TSA estimated that tourism related employment in some areas, (Pembrokeshire and Conwy), accounted for nearly 1 in every 5 jobs.

Tourism supply chain links bring benefits to many small, indigenous businesses in Wales. Income from tourism is often the difference between success and failure for many micro businesses. Tourism businesses are rooted in the communities that they serve and are here to stay.

Tourism has a key role to play in reinforcing a distinctive and compelling national identity for Wales in the UK and Internationally as a place to visit, invest in and as a place to do business. It can help to reflect our true culture and character and the staging of major events such as the Ryder Cup, Ashes and WOMEX 2013 help to strengthen the global reputation of Wales. Perceptions of Wales are influenced by a complex mix of factors. Not all of these can be overcome easily but consistent and reinforcing branding can help to overcome weak associations with Wales and develop positive attitudes.

Tourism is committed to sustainable growth and is a sector that fully acknowledges that those qualities that attract visitors to Wales such as the landscape, culture, language and heritage need to be safeguarded for future generations, creating long term value and jobs for all our communities. Tourism is an export industry with over **80%** of visitor spending being non – Welsh in origin which constitutes an important source of export earnings for the Welsh economy.

4.12 Strategic Vision, Goals and Ambition

Vision: Wales will provide the warmest of welcomes, outstanding quality, excellent value for money, and memorable, authentic experiences to every visitor.

Goal: Tourism to grow in a sustainable way and to make an increasing contribution to the economic, social and environmental well-being of Wales.

Ambition: Grow tourism earnings in Wales by **10%** or more by 2020

4.13 Strategy Focus

The strategy focuses on a number of key areas:

- Promoting the Brand
- Product Development
- People Development
- Profitable Performance
- Place Building:
 - Developing destinations that people want to visit and recommend
 - Providing opportunities for local communities to deliver memorable visitor experiences

4.14 Place Building

The strategy acknowledges that: successful tourism destinations are those that provide a high quality environment for the visitor. Facilities for visitors will also be used by the communities in which they are located and will help to generate local income and jobs. In this way, tourism can also play a role in contributing to spatially focused regeneration programmes throughout Wales. Increasingly visitors are seeking authentic experiences in their choice of things to see and do. A planned approach to destination management in Wales allows local tourism communities to decide what is most important to put in place to maximise visitor satisfaction and to stimulate local support for tourism.

4.15 Destination Management

The strategy continues: ‘It will be important to improve the visitor appeal of tourism destinations throughout Wales. Destination Management is a simple concept which involves a partnership approach to managing places. Tourism infrastructure such as way-marking, signposting, car parking, beach management, toilets, tourist information and litter collection are often only noticed when they are sub-standard but they can often be the difference between a satisfied and an alienated visitor.

Our major destinations, cities and hub towns will require a particularly focused approach bringing stakeholders together to fully exploit opportunities to maximise economic growth.

In addition, there are opportunities to promote more flexibility in the planning system to ensure that appropriate development is in line with local needs and can support future prosperity in the tourism industry’.

4.16 Niche Markets (*Catching the Wave*)

The Welsh Assembly Government has recently promoted the development of water sports in Wales through its initiative *Come Catch the Wave – in Wales*. Launching the new strategy, **Andrew Davies**, Minister for Economic Development and Transport, said ‘*The development of a vibrant marine industry in Wales will support economic and community regeneration, and provide significant opportunities for investment and business growth. The Assembly Government recognises the importance of adopting an integrated approach to the marketing and development of the product, and we are acting to ensure we maximise the benefits available from this growth. He added "Few destinations can match Wales' natural assets and the launch of Catching the Wave, builds on the work already underway to support this area, and provides a structured and integrated approach to developing one of our most important natural assets, and positioning Wales as a premier water sports destination."*

Philip Evans, Chairman of the Wales Tourist Board commented, “*The water sports industry in Wales is a growing and very competitive industry. It is an ambition of mine to see the fantastic coastline of Wales bustling with activity, the coastal villages and towns of Wales hosting events, races and treating visitors to a spectacular Welsh experience. I really want Wales to be perceived as a destination with huge business potential resulting in it being developed as one of the finest water sports resorts in Europe. We envisage plans to provide a ‘necklace of safe havens’ along the coast, developing a sustainable product that protects the environment and nurtures the local communities, whilst benefiting the wider Welsh economy. Sailing, motorboat cruising, kite boarding, canoe cruising; kayaking: all have seen tremendous growth in recent years. And Wales is a perfect destination for these and many more. Currently the water sports industry generates **£160 million** for the Welsh economy. With strategic investment – in berths, moorings, yacht stations, marinas, improved information provision, improved facilities and increased marketing – it has the potential to generate at least £224 million within the next six years.*”

Chief Executive of the Welsh Development Agency, **Gareth Hall**, said: “*Evidence suggests that increased numbers of Welsh businesses are being established and developed with a view to making the most of Wales' natural advantage in this area.*

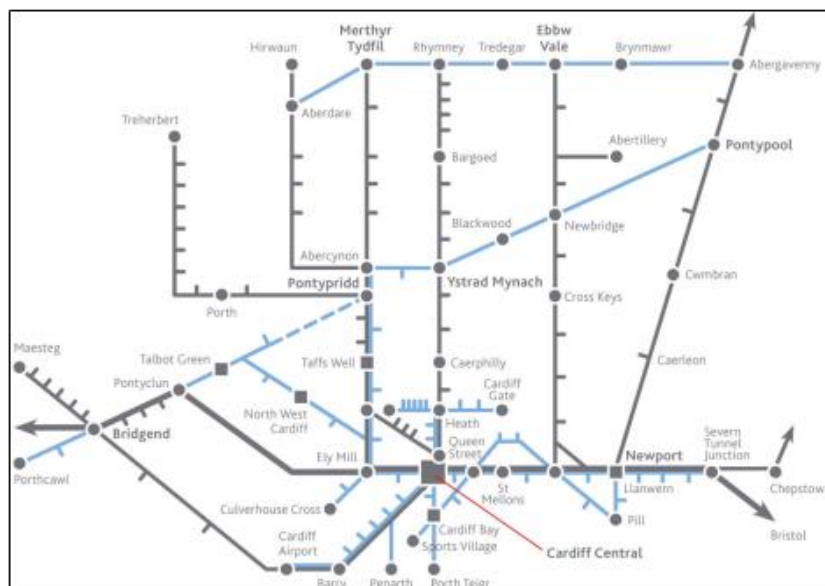
Many are doing so with business support schemes delivered by the Welsh Development Agency and the organisation will continue to strive to meet their specialist needs. Few destinations can match Wales’ natural assets and ‘Team Wales’ is committed to developing the country into a premier water sports destination. Team Wales will continue to work with the private sector to identify self-financing solutions.”

The Welsh Assembly Government is therefore clearly indicating its support for water sports and for the development of associated facilities. There is good reason to suggest that water sports can be the catalyst for the revitalisation of Porthcawl’s tourism industry. At the time of writing, there is no formal written version of the strategy, but strong arguments for pursuing the development of water sports in Wales were set out in the consultants' report towards the strategy for the Wales Tourist Board, ‘Catching the Wave’ – a Water Sports Tourism Action Plan for Wales, in November 2003.

4.17 Emerging Programmes

Emerging programmes include

- **City Regions** - An independent report has been submitted to the Welsh Government, recommending city region approaches to economic development in South East and South West Wales. Such approaches could provide a framework within which targeted regeneration activity could be used to develop the complementary roles of settlements within the city regions. Due note is taken of an Impact Study, which as the below draft plan highlights, includes a spur to Porthcawl.



- **Local Growth Zones** – The Powys Local Growth Zone is an example of how partners committed to the regeneration of places can develop the strategies required. The public, private and third sectors are now working together to deliver recommendations within the Powys Local Growth Zone report
- **Sustaining a Living Wales** - The Green Paper on future environmental and natural resource planning has proposed a fresh approach to establishing overall objectives with communities to enhance the opportunities provided by the local environment and address poor quality urban environments
- **A new round of Structural Funds** – There are also opportunities for a more joined up approach with the new £1.4 billion of European funding round which will focus on **More Jobs and Better Lives** – through Smart, Sustainable and Inclusive economic growth:
 - **Smart:** economy based on knowledge and innovation which is focused and targeted
 - **Sustainable:** a more resource efficient, greener and competitive economy
 - **Inclusive:** high employment economy – delivering social and territorial cohesion
 - **The Legislative Programme** – This includes Bills which will help us deliver this regeneration framework, including on Housing, Heritage, Sustainable Development, Health, Planning and the Environment

4.18 Section Summary

It is clearly evident that the Harbourside proposal is well aligned to National strategies and initiatives and will:

- Play a key and integral role in the delivery of key national strategies and initiatives, by supporting:
 - **Prosperous Communities** – improved levels of economic activity and more jobs; private, public and third sectors working together; a successful town centre / coastal community; the distinctiveness of Wales, with heritage and historic character conserved, valued and sustained
 - **Learning Communities** – a skilled and confident existing and future workforce; high aspirations of local culture; engagement with schools / learning opportunities; opportunities for the development of social and cultural capital

- **Healthier Communities** – healthy and cohesive communities; sustained and high quality local environment; positive and inclusive local identities
- Support **Place Building**, by delivering:
 - A high quality environment for the visitor
 - Local income and jobs
- Support **Destination Management**, by improving the visitor appeal of tourism destinations in Wales
- Enable joint working, utilising the skills and experience of local entrepreneurs and third sector representatives
- Deliver a ‘bottom up’ approach
- Be financially sustainable and involve direct support and investment of private and voluntary sectors
- Deliver innovative and effective use of a range of funding mechanisms, with opportunities to mix and match capital and revenue funding sources
- Directly support the strategy ‘*Come Catch the Wave*’, by supporting the development of a vibrant marine industry in Wales, which by delivering and promoting water / maritime sports and associated facilities, will assist in supporting economic and community regeneration
- Support emerging programmes, delivering local economic growth, with a focus on key outcomes such as: **More Jobs and Better Lives**
- Be Smart – focused, targeted, economy based on local knowledge and innovation
- Be sustainable – more ‘greener’ and resource efficient
- Be inclusive – delivering social, territorial and national cohesion
- Support the principal of City Regions – providing a high quality destination and integral component of the South Wales model of regional development
- Become an example of national ‘good practice’ for others to learn from and emulate

5.0 Bridgend County Borough

5.1 Introduction

Bridgend County Borough is located in the heart of South Wales, with borders to Neath Port Talbot, Rhondda Cynon Taf and the Vale of Glamorgan. It covers a total land area of 25,075 hectare¹ and extends from the Ogmore, Garw and Llynfi valleys in the north to the Porthcawl coastline in the south. The population density of the county is 5.6 residents per hectare², making it the seventh most densely populated county in Wales. The four towns within the county are Bridgend, Maesteg, Pencoed and the seaside resort of Porthcawl.

5.2 Population

The population of Bridgend County was 139,178 at the time of the 2011 Census³ and has increased by just over 10,000 (8%) since 2001. 49% of the population of Bridgend County is male and 51% female. **The population is growing** and is **expected to rise** to over 152,000 residents by 2033. It is suggested that the most significant change will be the expected rise in the number of older people (i.e. those aged 65 or over), and a fall in the percentage of the population who are of working age (16-64).

5.3 Deprivation

The Welsh Index of Multiple Deprivation (WIMD) identifies local areas of deprivation and ranks Lower Super Output Areas⁶ (LSOA) in Wales according to the levels of deprivation in the area. In 2011, nine of Bridgend County’s local areas (11%) were in the top 10% most deprived LSOAs in Wales.

5.4 Economic Activity

Table 4 highlights economic inactivity in the Borough, which although lower than the Wales average, is higher than the Great Britain average.

As at February 2013, 4.2% of working age adults in Bridgend County claimed Job Seekers Allowance, the figure for the whole of Wales is 4.3%. Further analysis of the data suggests that the percentage of males claiming Job Seekers Allowance is twice the percentage of females.

Table 4, Economic Inactivity

Economic inactivity (Jul 2012-Jun 2013)

	Bridgend (level)	Bridgend (%)	Wales (%)	Great Britain (%)
All people				
Total	20,500	24.2	26.1	22.7
Student	3,100	15.0	25.6	25.4
looking after family/home	5,400	26.4	21.5	25.5
temporary sick	#	#	2.5	2.0
long-term sick	6,100	29.7	26.1	21.9
Discouraged	!	!	0.5	0.7
Retired	3,800	18.7	16.4	15.7
Other	1,100	5.5	7.4	8.7
wants a job	4,100	19.8	24.7	24.7

Source: ONS annual population survey

Sample size too small for reliable estimate

! Estimate is not available since sample size is disclosive

Notes: numbers are for those aged 16-64

% is a proportion of those economically inactive, except total, which is a proportion of those aged 16-64

In 2011/12 71.7% of 16-64 year olds across Bridgend County were in employment. This is an increase from the 2008/09 figure of 68.2% and greater than the Wales average of 66.7% for the same period.

In 2011 there were 3,625 active enterprises in Bridgend County. This is less than in 2009 when there were 3,755 active enterprises. In 2012 there were 67 vacant premises in Bridgend Town Centre, a 45% increase from 44 in 2006. In Maesteg, Porthcawl and Pencoed town centres the change has been smaller with the numbers in Porthcawl and Maesteg decreasing from 16 to 12 and 18 to 17 respectively, and the number in Pencoed increasing from six to seven.

Data suggests that in Bridgend Town Centre footfall in the town has fallen from 7 million in 2009 to just over 5 million in 2012. In Porthcawl, however, footfall has **increased** from 2.2m in 2009 to 2.6m in 2012.

5.5 Health

The following is a summary of health related issues within the Borough:

- In 2010/11, 59% of people aged 16 years plus across the county reported that they are overweight or obese and 25% reported that they are obese. Across Wales 57% of adults reported being overweight or obese and 22% report being obese
- In 2010/11 30% of adults reported that they take the recommended levels of exercise or physical activity. This is in line with the Wales average and the same as the figure for Bridgend County for 2007/08
- The mental health component score is calculated from responses given to questions within the Welsh Health Survey. The mental health component score for Bridgend is 49.5 (2011) and has been between 49.5 and 49.8 since 2008

5.6 Tourism

Tourism contributes to the local economy and quality of life, injecting **£268m** and accounting for over **4,100** jobs. It is an area of contrasts not a single coherent destination. It can be divided into the following three distinctive areas:

- The 3 Valleys (Llynfi, Garw and Ogmore) which meet at Sarn and stretch northwards for around 7 miles. These are enclosed narrow river valleys and former mining communities with a proud heritage and a distinctive character. The scenery is attractive and now shows little evidence of its industrial past but the built environment in places is quite poor. The Celtic Trail broadly forms the southern boundary of this area
- Bridgend and the M4 corridor. Bridgend is a small market town and commercial centre serving the surrounding area (resident population 39,500). This together with the M4 corridor from Pyle to Pencoed is highly accessible and is the most urban part of the County and contains a significant concentration of employment activity and a significant amount of budget hotel accommodation
- Porthcawl and the coastal strip

Whilst there is a range of things to do and see in the region, these largely relate to the inherent assets of the countryside and coast, rather than man-made attractions. With the exception of the McArthur Glen Designer Outlet and the Porthcawl Coney Beach funfair, it is acknowledged that there is a lack of large formal attractions in the Bridgend area.

5.7 Competing Destinations

Whilst the County has a number of tourism assets, it is generally accepted that it is overshadowed by more prominent and well known places in the surrounding area, such as the cities of Cardiff and Swansea, the Gower Coast – an area of outstanding natural beauty to the west; the Brecon Beacons National Park to the north and the higher profile valleys to the east such as the Rhondda.

Some key **competing destinations** include:

- Afan Forest / Visitor Centre – 3 miles to the west of Bridgend County Borough. 48sq miles of Forest Park and trails, with a Visitor Centre and now one of the premier centres for mountain biking in Wales. 113,000 visitors during 2008
- Margam Park close to Afan Forest. A large Country Park and venue for major events, with extensive facilities including gardens, mansion and the ‘Go Ape’ activity attraction. 154,000 visitors during 2008
- Rhondda Heritage Park – 5 miles to the east of BCB. Industrial heritage based on an old colliery with an established Visitor Centre, mine tours and other facilities. 45,000 visitors during 2008

Total visitors (2008) – 312,000

Note: Total holiday visits Porthcawl 2009 / 11 – **110,000**

5.8 Accessibility

The region as a whole is extremely accessible. The M4 and A48 provide good east-west links and open up the area to a large catchment population. Cardiff and Swansea are both a 30 minutes’ drive and Bristol is just over an hour away.

North South road links are, limited by the topography and the Garw Valley having no through route. It is estimated that circa **1.9m** people live within an hour’s drive of Bridgend and **5.3m** within 2 hours drive.

Bridgend is on the main intercity route from South Wales to London. Fastest journey times from London are 2 hours 20 minutes; Bristol Parkway is 1 hour away and Birmingham just under 2½ hours.

In addition to the mainline, there are lines up the Lynfi Valley to Maesteg and along the coast towards Cardiff Airport. Cardiff Airport with scheduled flights to a range of destinations is just 40 minutes’ drive from Bridgend and 25 minutes by rail.

Most visitors to the region arrive by car and the main issue and deficiency in relation to Porthcawl is a lack of a rail link between Porthcawl and Bridgend.

5.9 Strategies

Bridgend County Borough (BCB) is adopting a number of strategies to support tourism in the County:

- Bridgend County Together
- Bridgend County Borough Corporate Plan
- Bridgend Local Development Plan
- Bridgend Management Plan
- Bridgend Destination Plan

5.10 Bridgend Local Development Plan (LDP)

Vision

By 2021, Bridgend County Borough will be transformed to become a sustainable, safe, healthy and inclusive network of communities comprising strong, interdependent and connected settlements that can offer opportunities, an improved quality of life and environment for all people living, working, visiting and relaxing in the area.

The catalysts for this transformation will be:

- *A successful regional employment, commercial and service centre in Bridgend*
- *A vibrant waterfront and tourist destination in Porthcawl*
- *A revitalised Maesteg*
- *A realisation of the strategic potential of the Valleys Gateway; and thriving Valley communities*

5.11 Porthcawl

The Regeneration-Led Spatial Strategy will maintain Porthcawl’s role as a main resettlement (PLA1) in the County Borough and will allow it to redefine itself as a premier tourist destination. Porthcawl Town Centre (SP10) is seen as an integral element in the retail hierarchy, supporting the Sub-Regional Centre of Bridgend, providing an important focus for retailing and services for residents.

The key attractor of Porthcawl is its environment. It is an area of high scenic beauty and biodiversity, enhanced by its coastal location, and characterful town centre and seafront. It offers accessible sandy beaches and surf for active pursuits and a base for touring South Wales. It is therefore important that the Strategy ensures that any development balances the interests of tourism with that of the environment, which is key to the areas success.

The delivery of the Strategy for this area is linked to the wider implementation of the **7 Bays Project**. This Project relates to an area encompassing a wide coastal belt between Merthyr Mawr Warren to the east, taking in the entire urban area of Porthcawl itself and extending to Kenfig Burrows and the boundary of Bridgend County Borough with that of Neath Port Talbot to the west. It is envisaged that a number of sensitive tourism related projects could be promoted and brought forward by means of a Regeneration Action Plan for the Seven Bays Project Area.

A significant element of the 7 Bays Project and therefore the success of the LDP Strategy for Porthcawl, is dependent on the delivery of the **Porthcawl Waterfront Regeneration Area** (PLA3(8)). This major regeneration project, on the town's waterfront, is the strategic focus of growth and opportunity for Porthcawl. Tourism and leisure related development will provide the main employment opportunities for the local population however the project does not preclude small-scale commercial B1 elements coming forward to provide alternative employment opportunities.

The **Porthcawl Waterfront Regeneration Area** (PLA3(8)) is an extensive brownfield site, of approximately 47 hectares, extending from Trecco Bay caravan site and Rhych Point in the east to the existing harbour and town centre to the west, taking in the former Council owned Sandy Bay caravan site, the fairground and Salt Lake car park and its environs.

The regeneration of this area is the subject of adopted Supplementary Planning Guidance, which was approved in 2007. Agreed elements of the regeneration are embodied in the LDP Strategy which seeks to secure a vibrant and distinctive new environment, contributing to an improved perception of Porthcawl as a premier visitor destination and seaside resort. Its aim is to properly integrate new development areas into the town centre and the surrounding urban area and will guide development in a phased approach. The guidance is considered flexible and robust enough to adapt over time to cope with varying market conditions.

The future layout of the development aims to maximise the benefits of its unique seafront location, incorporating views across Sandy Bay, with key focus on the delivery of an attractive seafront promenade linking a revitalised harbour with a newly engineered permanent body of water, with increased berthing opportunities to Rhych Point in the east.

The guidance and policies in the LDP will ensure that development is of a high standard of design creating new quality public spaces for fairs, markets and events incorporating formal and informal green spaces and residential squares.

Crucial to the overall development is the opportunity to provide space for indoor and outdoor leisure activities to promote local employment opportunities, by attracting visitors throughout the year, as well as catering for the local community and the leisure needs of residents of Bridgend County Borough as a whole.

5.12 New Homes

The provision of **1050** new residential units (COM1(25)), incorporating affordable dwellings will enable the delivery of other vital regeneration requirements, including the provision of the necessary flood defences incorporated in the construction of the new promenades, parking, cycling, walking and public transport accessibility proposals, the provision of educational and other key community facilities.

5.13 Renewable Energy

The Council will encourage major development proposals to incorporate schemes which generate energy from renewable and low/zero carbon technologies. These technologies include onshore wind, landfill gas, energy crops, energy from waste, anaerobic digestion, sewage gas, hydropower, biomass, combined heat and power and buildings with integrated renewable sources.

5.14 Tourism

The LDP Strategy recognises the importance of tourism and the tourist industry to the economy of the County Borough. This has been confirmed in regional strategies, which identify the key market propositions where the County Borough has a crucial facilitating role to play, especially through the promotion of the strategically important tourist resort of Porthcawl.

The land-use planning system has a key role in ensuring that tourism related development maximises the economic and employment benefits that tourism can bring in a sustainable manner and protects those qualities in the natural and built environment upon which tourism depends.

The LDP Strategy seeks to encourage high quality sustainable tourism based on the County Borough’s distinctive and valued natural environment, its historic features, the individual identity of its settlements and its cultural heritage.

5.15 Creating Safe, Healthy and Inclusive Communities

For the purposes of the LDP a ‘community building’ as referred to in Policy COM9 is defined as a facility used by local communities for leisure and social purposes, often on a non-profit basis, although increasingly such buildings should have a dual purpose and incorporate necessary ancillary commercial elements in order to make them sustainable in the longer term.

The co-location of multiple uses in close proximity or in one building is important in providing a range of activities to meet the communities’ diverse needs. Co-location provides the opportunity for sustainable linked activities and has potential to create a greater sense of ownership and community. At the same time this model of provision also provides better value for money in terms of operating costs. Therefore, the Council will, wherever practicable, seek to combine social and community uses in one location or a single building.

5.16 Bridgend County Management Plan

The plan acknowledges that tourism cannot be left to develop unchecked. It has to be managed in a sustainable way, to maximise the benefits for long-term prosperity and reduce the negative impacts.

It is a plan for all those with an interest in the future of tourism in BCB. This includes:

- The private sector, responsible for running their tourism related businesses and meeting the day-to-day needs of visitors
- Local Government departments, responsible for a range of services that impact on destination management
- The local community with an interest in tourism related opportunities and possible impacts upon their way of life

The plan sets the framework for managing the tourism vision to 2017, and is supported by the **Destination Action Plan** (DAP) that details specific activities and the evidence base which provides the context for this Plan.

5.17 Aims and Priorities

Aims and priorities include to:

Develop a thriving visitor economy in Bridgend which celebrates the unique strengths of the place, supports jobs, generates business opportunities and improves the range of amenities available for visitors and local people.

This will mean developing a viable, innovative and sustainable visitor economy which is in tune with the area and brings net benefits to the local population for generations to come.

In addition, the plan aims to benefit the wider economy of the County through strengthening the image of BCB and developing linkages with other sectors of the economy.

The following priorities are listed:

- Support the development of the tourism product
- Support better accommodation
- Support better attractions
- Support the development of tourism infrastructure
- Enhance the coastal resource
- Invest in the settlements
- Enhance the Countryside resource
- Improve transport and related infrastructure for tourism
- Develop tourism human resources
- Raise the profile and attract more visitors to Bridgend County Borough
- Promote Bridgend County Borough
- Develop a diverse portfolio of events

5.18 Key Actions

Key actions are the:

- Creation of a fit for purpose destination management partnership arrangement
- Establishing and supporting sub-destination partnership arrangements
- Supporting the growth of a local Tourism Association
- Establishing a BCBC Destination Management Board

5.19 Outcomes

Outcomes are:

- **Sustainability** – ensuring that tourism has a viable long term future and that the economic environment and social benefits outweigh the costs
- **Quality** – striving to do things well and improving the overall experience for the visitor and the route to success
- **Local Benefits** – ensuring that local people and local businesses derive benefits from tourism and see it as a feature of life in Bridgend
- **Partnership** – working in collaboration to make the most efficient use of resources whether it is between authorities and agencies, or public, private and voluntary sectors
- **Distinctiveness** – drawing on the natural and human resources of BCB to create something which distinguishes the destination from other places and gives it an edge

5.20 Output Target

The output target is **2%** overall growth per annum over the next 10 years.

5.21 Key Actions

Key actions are:

1. Creation of a fit for purpose destination management partnership arrangement
2. Establishing and supporting sub-destination partnership arrangements
3. Supporting the growth of a local Tourism Association
4. Establishing a BCBC Destination Management Board

5.22 Bridgend County Destination Plan

The plan sets out what action will be taken to deliver the accompanying Destination Management Plan (DMP) (see **Section 5.16**).

The actions associated with each objective and their respective priority areas are explained within the plan. The action table highlights timings, resource implications and delivery agents. It sets out what will be done towards realising the vision.

Each action has associated performance indicators. The Key Performance Indicators (KPI’s) and specific targets will be set, monitored and reviewed through the management framework contained within the DMP.

5.23 Priority

A key priority of the plan is to support the **development of the tourism product**.

5.24 Objectives and Actions

Key objectives and actions are to:

- Support better accommodation
- Support better attractions i.e:
 - Support new and existing attractions and leisure facilities
 - Deliver an on-brand consistency for physical, natural and cultural heritage interpretation
 - Support the development of food-tourism
 - Create exciting new packages – e.g. quirky, unusual or eye-catching themes relating to local culture, choirs, industrial heritage, food, customs, entertainment / shopping, music, crafts or learning a skill
- Enhance the coastal resource
- Invest in the settlements – such as Porthcawl
- Invest in other local hubs – encouraging Community Councils to undertake local audits and consultations to identify areas, facilities, services and themes of interest to visitors and to draw up plans for physical improvement (public realm, private property), local circular walks, information, interpretation and promotion
- Enhance the countryside resource
- Transport and related infrastructure for tourism – including serviced visitor moorings will be provided at Porthcawl Harbour
- Tourism human resources
- Raise the profile and attract more visitors to BCB
- Develop a diverse portfolio of events

5.25 Section Summary

It is evident that the Harbourside proposal is well aligned to:

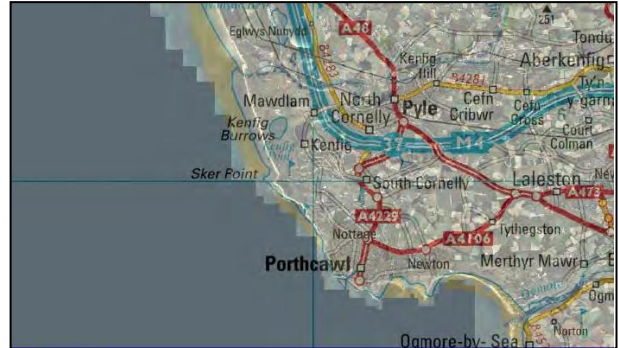
Directly support the aims and objectives of relevant Bridgend County Borough strategies and initiatives. It:

- Will support the delivery of a thriving visitor economy in Bridgend which celebrates the unique strengths of the place, supports jobs, generates business opportunities and improves the range of amenities available for visitors and local people, by:
 - Providing a high quality, premier regional water front destination, tapping into for example over 1/3million visitors who chose to visit competing destinations during 2008
 - Delivering the tourism product to the County, raising its profile, and attracting world-wide visitors to the region
 - Delivering significant much needed local jobs and employment opportunities
 - Becoming a dual purpose community meetings space, providing much needed shared, multi-agency facilities
 - Improving the health and well-being of local people
 - Being inclusive and open to all, no matter their age, gender, race, background, aspirations or abilities
- Will be delivered by a ‘not for profit’ Community Enterprise Company (CIC), meeting the day to day needs of local people, visitors and tourists
- Will reduce reliance on an ever shrinking public purse
- Will support the development and delivery of the **7 Bays Project** (Bridgend Corporate Plan)

6.0 About Porthcawl

6.1 Introduction

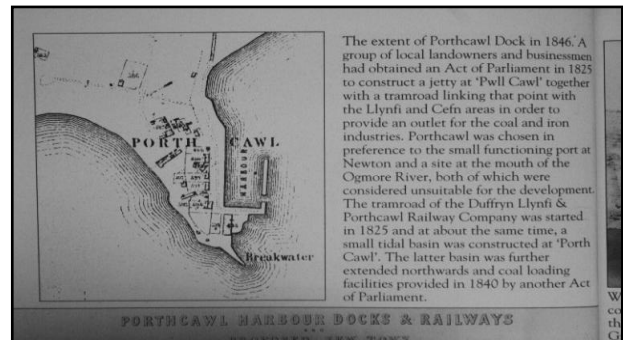
Situated within the Bridgend County Borough, and overlooking the Bristol Channel, Porthcawl is 25 miles (40km) west of the capital city, Cardiff and 19 miles (31 km) southeast of Swansea. Wales has 750 miles of coastline and Porthcawl is amongst the most accessible from London/Midlands etc.



6.2 History & Heritage

As this illustration and below photo highlights, Porthcawl is steeped in history and heritage.

For example: As early as 1818 the provision of providing an outlet to the sea for industries being developed in the Llynfi Valley & the Cefn Cribbwr areas had materialised.



On 19 September 1818 a number of persons met at the Globe Inn, Bridgend to consider the construction of a tram road from the Llynfi Valley to the mouth of the River Ogmore.

The minutes of that meeting (signed by John Edwards MP) show that a committee, to include (the Hon. Wyndham Quinn & Sir John Nichol) was appointed to consider... *'The practicability of making a safe and sufficient harbour at the mouth of the River Ogmore' and also the qualities & quantities of coals, minerals & limestone along the proposed line of the tram road.*

Porthcawl developed as a coal port during the 19th century, but its trade was soon taken over by more rapidly developing ports such as Barry.

Northwest of the town, in the dunes known as Kenfig Burrows, are hidden the last remnants of the town and Kenfig Castle, which were overwhelmed by sand about 1400.

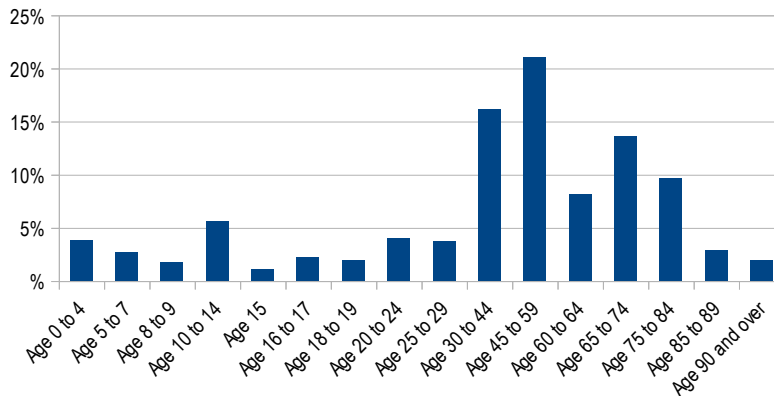


6.3 Current Population

According to the 2011 census, the current population of Porthcawl is estimated at 16,005.

Graph 1 highlights the age structure in Porthcawl.

Graph 1 Age Structure Porthcawl

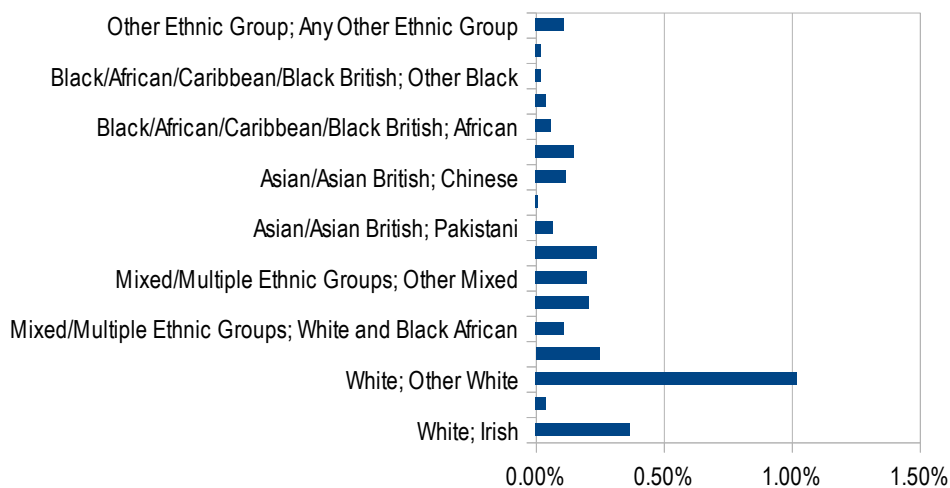


There is a higher average age than the rest of the County Borough, which could be a result of the area being popular with retirees, or older, stable families. Porthcawl is also well ahead of the rest of the County in terms of over 65s, with Nottage (30.1%) and Rest Bay (36.6%) having the highest percentage of pensioners in the County.

6.4 Ethnicity

Graph 2 highlights the make-up of Porthcawl’s ethnic population. It will be noted that the area is premonitory ‘White; Other White’.

Graph 2 Ethnic Population, Porthcawl



In terms of **religion**, Christianity is strong in Porthcawl. The town is seen as having less of a Welsh identity than other areas of the County – particularly in comparison with the Valleys.

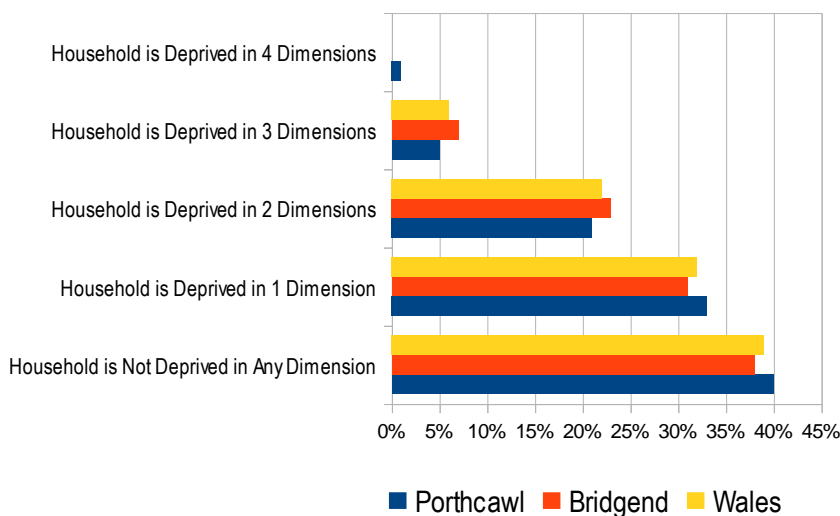
6.5 Deprivation Indices

Households by Deprivation Dimensions – This dataset provides 2011 census estimates that classify households in England and Wales by four dimensions of deprivation:

- Employment
- Education
- Health
- Disability & Household overcrowding. Estimates are as at census day, 27 March 2011.

Graph 3 highlights Porthcawl households by deprivation dimensions compared with Bridgend and Wales as a whole. It will be noted that Porthcawl is on the whole on a par with the region and Wales as a whole.

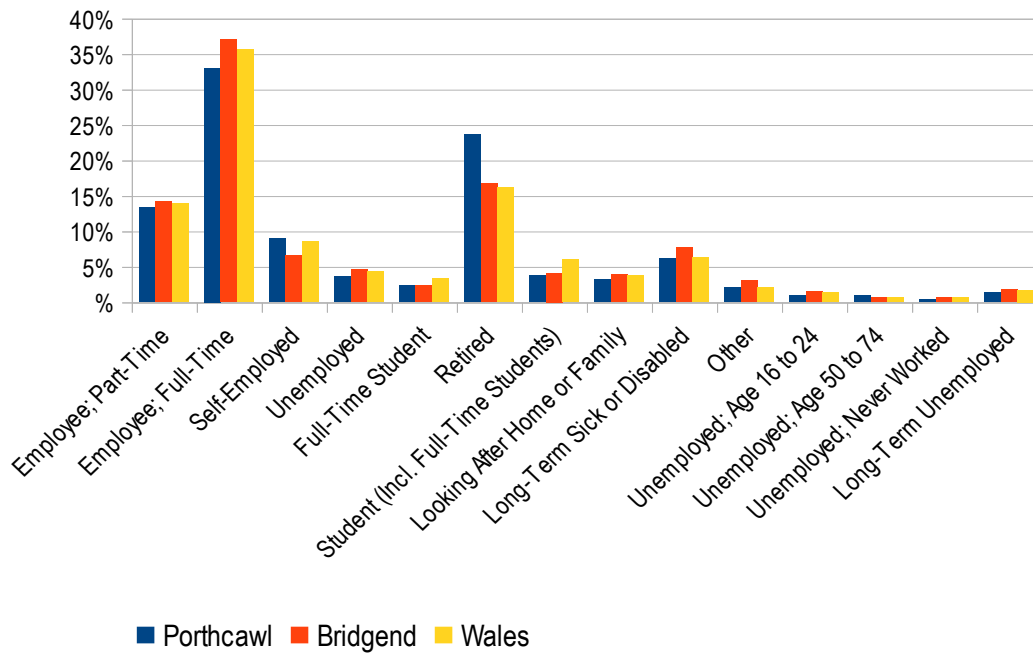
Graph 3 Deprivation Dimensions Comparisons – Porthcawl, Bridgend, Wales



6.6 Economic Activity

Graph 4 highlights Porthcawl resident’s economic activity in comparison with Bridgend and Wales as a whole. It will be noted that there are slightly less people in full-time employment, and a notable larger number of retired people.

Graph 4 Economic Activity Comparison's - Porthcawl, Bridgend, Wales



6.7 Employment Support Opportunities

Data supplied by Jobcentre Plus highlights that in the [Bridgend] Travel to Work Area, **2,631** people are claiming Job Seekers Allowance (JSA):

- **363** are within the Pyle area industrial estates
- **232** are within the Porthcawl area

Of those who are aged 18 to 24 years:

- **780** are within the Bridgend area
- **105** are within the Pyle area
- **35** are within the Porthcawl area

Such are important statistics in terms of:

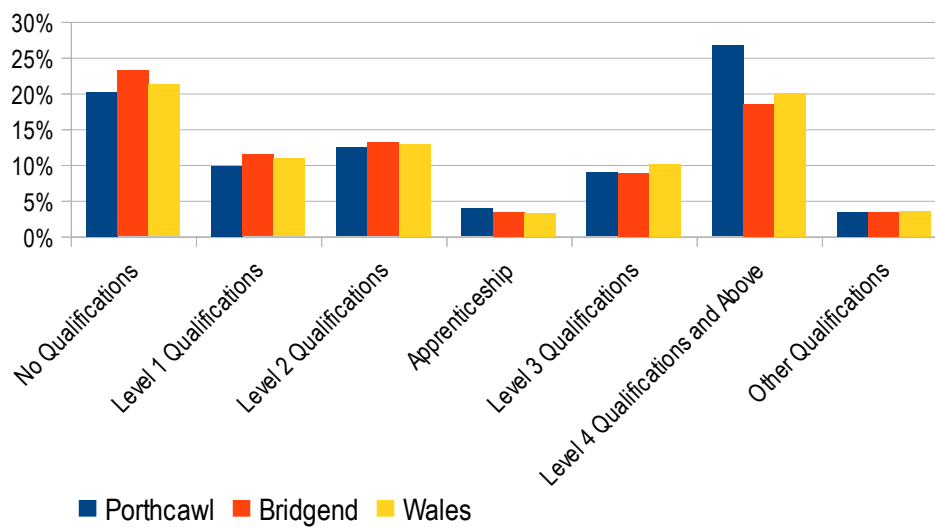
- Harbourside being a significant and much needed [local] employment opportunity
- There being a [local] workforce available to resource activities at the Centre

6.8 Education

Graph 5 highlights qualification levels in Porthcawl in comparison with Bridgend and Wales as a whole.

It will be noted that Porthcawl education standards are comparatively good, which is positive in terms of Harbourside and other employment outlets – i.e. **access to an educationally qualified workforce**.

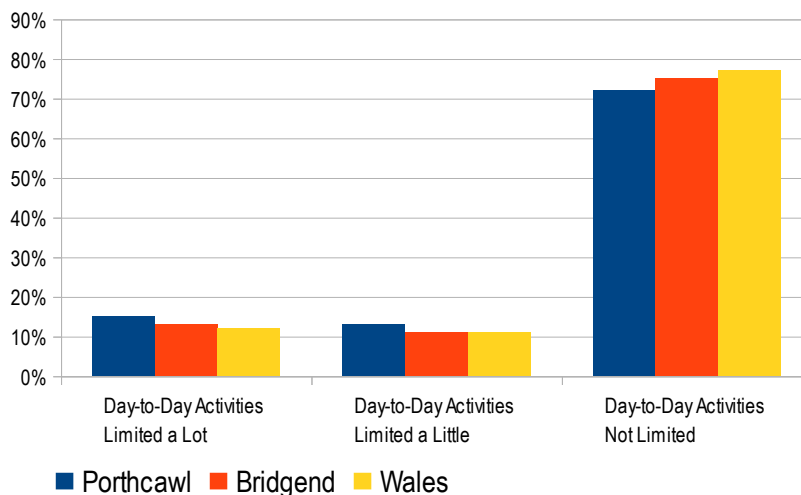
Graph 5 Qualification Levels - Porthcawl, Bridgend, Wales



6.9 Health

Graph 6 highlights no significant long-term health issues or disabilities in Porthcawl in comparison with Bridgend and Wales as a whole.

Graph 6 Health / Long-Term Health Issues / Disabilities - Porthcawl, Bridgend, Wales



6.10 Crime

Table 5 Highlights crime reports by category between May to September 2013 in Porthcawl, Bridgend, South Wales, North Wales and Wales as a whole.

It will be noted that the area is comparatively a ‘**low crime**’ area, which is conducive to attracting tourists, visitors and investing businesses. Local authorities are tending to reduce their investment in leisure and other activities for young people due to the economic situation. It is expected that this comprehensive development will impact favourably by reducing crime and anti-social behaviour by providing activities for young people.

Table 5, Crime Porthcawl, Bridgend, Wales

Category	Porthcawl	Bridgend	South Wales	North Wales	Wales
Anti-social behaviour	14	296	3318	2289	5607
Bicycle theft	0	7	230	63	293
Burglary	2	63	713	395	1108
Criminal damage and arson	3	116	1183	579	1762
Drugs	0	31	366	132	498
Other crime	0	10	100	42	142
Other theft	9	76	900	391	1291
Possession of weapons	0	7	33	14	47
Public order	4	20	300	137	437
Robbery	0	2	35	8	43
Shoplifting	6	77	685	348	1033
Theft from the person	1	6	125	16	141
Vehicle crime	2	68	804	211	1015
Violence and sexual offences	15	113	1328	684	2012
All Crime	56	892	10120	5309	15429

Source, South Wales Police

6.11 Local Attractions

Tourist attractions in the area include the commons, the sandy beaches, a Grand Pavilion, the Coney Beach fun fair, a museum and three golf courses, one of which being the Royal Porthcawl Golf Club, which attracts players and visitors from all over the world.

Built in 1887 to commemorate Queen Victoria’s Golden Jubilee, Porthcawl Promenade runs along the seafront from Locke’s Common in the west to the harbour, before joining the eastern promenade and leading the Coney Beach and Griffin Park. The promenade benefits from numerous cafes, bars, restaurants and hotels.

The Harbour Quarter comprises of the Porthcawl Lifeboat Station, which operates as an inshore B class Atlantic 85 life boat, and D class IBI and the redundant Grade 2 listed Jennings Building.

‘Cosy Corner’ is a park area, which over the years (see photo) housed a theatre, cinema, roller skating rink and ballroom. Currently unoccupied, the Jennings building, built in 1832, is a grade 2 listed building, and Wale’s oldest maritime warehouse.



6.12 Events and Festivals

The town hosts numerous events, which include a town carnival, and festivals, such as a Jazz Festival, Elvis Festival, which attracts a world-wide audience, the ‘Splashup’ – water sport, music and arts festival and the legendary Welsh Coast Surf Club Surfers Ball.

6.13 Sport

Porthcawl has gained a reputation as one of the top surfing and water sports location in Wales and the UK, with both national and regional competitions held at Rest Bay. As highlighted above the town is home to three golf clubs, which attract world-wide visitors. In addition to three senior football teams, Porthcawl Town Athletic FC supports junior football teams and girls’ netball teams. Rugby also has a rich heritage in the area, with Rugby union team, Porthcawl RFC and Rugby League side Bridgend Blues playing in the town.

6.14 Hotels and Accommodation

Whilst Porthcawl hosts numerous smaller hotels and guest houses, there are only 4 hotels with more than 10 rooms available. Of these, 2 hotels are graded 3 star accommodations, with the remaining hotels ungraded. Over **2,000** caravans and lodges are available at the Trecco Bay, Parkdean Holiday Park.

6.15 Visitor Numbers and Expenditure

Table 6 highlights Porthcawl visitor numbers visitor spend during two comparative periods, 2009 to 2011 and 2007 to 2009. As will be noted:

- Number of trips has increased by over **27.2%**
- Number of nights has increased by **36.7%**
- Visitor expenditure has increased **33.3%**

Table 6 Porthcawl Visitor Numbers and Expenditure 2007 to 2011

Subject	2009 - 2011		2007 - 2009	
	Total	Holiday	Total	Holiday
Number of Trips (1,000s)	125	110	91	73
Number of Nights (1,000s)	452	406	286	168
Expenditure (millions £)	18	17	12	11

Source BCB

6.16 Seven Bays Project: Porthcawl Waterfront, Supplementary Planning Guidance, Bridgend County Borough Council, November 2007

The document, providing guidance for the redevelopment of Porthcawl’s Waterfront, was adopted as Supplementary Planning Guidance (SPG) to the Bridgend Unitary Development Plan (UDP) by the Council at its Planning and Development Committee held on the 1st November 2007. As such, this document supersedes the previous SPG which was adopted in 2004.

6.17 Vision

Vision:

The regeneration of the waterfront is a key element in the future development of Porthcawl as a premier seaside resort. This will be achieved through a combination of quality design of buildings and the surrounding environment, comprising residential, leisure, cultural, tourism and retail uses. Central to this will be a revitalised harbour area incorporating the reuse of historic buildings, new leisure facilities and a fully refurbished harbour set within a prestigious and vibrant waterfront.

6.18 Aims of the Planning Guidance

The aims of the planning guidance are to:

- Realise the potential of Porthcawl’s Waterfront, centre and environs, as a focus for residents, visitors, shoppers and workers (Porthcawl represents a major regional tourism asset)
- Retain and reinforce the positive attributes of the area and enhance its attractiveness
- Provide a flexible, but guiding, framework for both public and private investment
- Establish planning guidance that will assist in establishing a consensus for change
- Provide for the safe and easy movement of people and goods to and within the town by foot, cycle and motor vehicles, while minimising the environmental impact of vehicular movements

6.19 Variations to 2004 Porthcawl Development Framework (Supplementary Planning Guidance)

The significant (to Harbourside Project) variations to the previous SPG (2004) are:

- A refurbishment of the marina (rather than 300 + berths)
- An increase in residential units from 1100 (including 300 tourist residential units) to **1350**
- A larger food store (up to 50,000 sq. ft.)
- Climate Change (greater emphasis has been given to the effects of climate change, including sea level rise and accordingly on the form and nature of flood defence works to be incorporated within the development)

6.20 Guidance Objectives

The objectives of the planning guidance are to pave the way for a development which:

- Optimises the development and investment potential of the area
- Re-discovers the town’s relationship with its waterfront
- Is practical and robust yet flexible
- Enhances the character of the Conservation Area
- Secures the delivery of an enhanced harbour area
- Facilitates the long-term coastal defences of Porthcawl
- Enhances Porthcawl’s attractiveness as a tourist destination
- Creates distinctive entrance and gateway spaces that act as a focus for new development
- Utilises open spaces to add form and character to the area

- Creates the opportunity for vibrant and well-used urban spaces associated with distinctive new spaces
- Provides the opportunity for a range of high-quality residential and tourist accommodation at a range of densities
- Provides a range of community facilities
- Secures development which is more sustainable
- Creates an environment with good public transport, pedestrian and cycle linkages, thereby reducing car dependency
- Provides the appropriate level of access and parking to facilitate the development
- Is capable of being implemented in stages, where each phase can be economically serviced and completed
- Establishes a planning and development process that will deliver the quality expected

6.21 Key Themes

The principles set out in this planning guidance are expected to guide the redevelopment of the Porthcawl Waterfront area for at least the next 10 years. The proposals for the envisaged layout of the Waterfront area are therefore underpinned by the following key themes:

- It should be flexible and robust enough to adapt over time
- It should cope with varying market demand
- It must be capable of individual interpretation. It should not inhibit developer flair in the Master Planning process

6.22 Physical Enhancements – Built Development

There are two buildings within this area which are of significant importance to the development as a whole. The old Jennings building is to be rejuvenated and utilised as a commercial leisure opportunity. These uses are intended to make the most of their location next to the harbour and Cosy Corner. It is important that the Jennings Building is opened up and active frontages created that will cause the uses to spill out onto the open space on both sides.

6.23 Sustainability and Energy Efficiency

The February 2007 Inter-Governmental Panel on Climate Change's report highlighted the impacts with temperatures set to rise by 2.0° C to 4.5° C by the year 2100. The report indicates that sea-levels will rise by between 28 cm and 43 cm by 2100. The report pins the blame firmly on greenhouse gas emissions from human activities.

Its leading line is *‘there is a 90% chance humans are responsible for climate change’*, mostly due to the burning of fossil fuels. Porthcawl's coastal location means it will experience climate change more readily than most, so it should promote itself as a model of sustainable development.

In response to the targets set by the Kyoto Protocol and the domestic goal of reducing emissions by 20% by 2010, the Government has launched its Climate Change Programme (Climate Change Wales – Learning to Live Differently). The Welsh Assembly Government is committed to playing its part in developing and delivering a climate change programme which meets these targets.

Section 121 of the Government of Wales Act 1998 states that the Assembly has a duty to promote sustainable development in the exercise of its functions, part of which includes working with local government (and other partners) to further this end. There is clearly a role for Local Planning Authorities through planning, regeneration and development control functions to facilitate this policy agenda and deliver product and technology development which could assist in:

- Lower compliance costs
- Cost savings
- Opportunities for innovation
- Reduced use of materials; and
- Reduced energy consumption

6.24 Design Principles

It is very important for new development at Porthcawl to demonstrate an ‘uplift’ in environmental standard in order to address the national political agenda and the aspiration of the Local Planning Authority. The Welsh Assembly Government document, *Creating Sustainable Places* indicates that buildings and landscapes should be designed to minimise resource use and maximize energy efficiency during construction, operation and maintenance.

Whilst this SPG sets the development framework, individual proposals will need to further develop the design approach and deliver:

- Sustainable construction practices
- Passive energy efficiency design – solar gain, shelter, shade etc.
- Compact building forms
- Natural ventilation and light
- Low energy demand
- Justification for inclusion of any energy-intensive services

- Carbon efficient energy sources and supplies, including renewables and CHP
- Sustainable drainage systems (SUDS / grey-water recycling and other measures for water conservation and efficiency)
- Minimal length of service runs and extent of road surfaces
- Re-use of existing building and infrastructure
- Waste minimization and incentives for recycling

BREEAM Excellence standards will also be the aspiration for all non-residential buildings. BCBC will expect pre-development and post development BREEAM assessments to be undertaken. Developers will be expected to prepare a site wide energy strategy to demonstrate that the proposal will reduce energy demand through conservation and efficiency. This will need to be cost effective and could:

- Use efficient decentralised systems (energy centres) to supply that reduced demand. The energy centre could be designed to expand to accommodate the growing demand as the development proceeds
- Incorporate a 10%, renewable energy generation for the site as a whole

6.25 Section Summary

Porthcawl can best be described as a ***‘town in waiting’***. Steeped in history and maritime heritage, Porthcawl remains a place where people from across the United Kingdom love to visit and enjoy a traditional sea-side location.

The town has a history of hosting a wide variety of festivals and events. It has been a surfing destination since the early 1960’s and is fast developing a reputation as a water sports destination.

Its population is representative of the region, with a notable growth of an elderly population and retired people. Whilst there are pockets of deprivation, the area is a relatively low crime area, and is an ideal place to support the development and growth of venture such as Harbourside. There is evidence of an over representation of the full-time employed in comparison with the region.

An educated and willing workforce is ready and willing, and there is certainly room to build on the many positives, and enhance and develop the tourist and visitor ‘offer’, with opportunities to bring in new business and associated economic growth.

It is apparent that a key strength of Harbourside will be opportunities to build on Porthcawl's growing links to marine activities such as surfing, sailing, festivals, and opportunities linked to the regenerated Porthcawl Marina, planned use of the Jennings building, and wider local authority, Bridgend County Borough and Welsh Government tourism strategies and plans.

It is evident that the Harbourside proposal is well aligned and:

- Will support the delivery of 7 Bays Project objectives:
 - Revitalise the harbour area, and provide a high quality centrepiece / 'signature building' and an important catalyst for the wider regeneration of the area and town as a whole
 - Provide a much needed all-weather leisure facility and tourist attraction
 - Enhance the town's relationship with its waterfront
 - Create a vibrant and well-used urban space
 - Will provide community facing services and facilities to an anticipated rise in population (planning variation)
- Will benefit from an anticipated rise in population – i.e. an increase in residential units from 1,100 to 1,350 (planning variation)
- Will be inclusive, no matter the age, gender, race, background, aspirations or abilities of those who use or visit the building and utilise associated facilities
- Will meet the 'needs' of the local area, enhancing and developing the tourist and visitor 'offer', with opportunities to bring in new business and associated economic growth
- Will create much needed jobs and employment opportunities
- Will deliver offices and incubation units for local businesses to trade from and prosper
- Will deliver a much needed and affordable community facility for local groups such as the Sea Cadets, national bodies, local groups, such as the YMCA, local people, visitors and tourists to meet, network, collaborate and utilise a multi-purpose, multi-use building and associated facilities such as meetings spaces, a base, accommodation, changing, shower and toilet facilities
- Will deliver educational and learning opportunities
- Will enhance the history and heritage of the area
- Will deliver opportunities to enhance the health and well-being of local people

- Will build on growing water sport activities, such as surfing and maritime events and facilities
- Will specifically meet the aims of the Seven Bays Project: Porthcawl Waterfront, Supplementary Planning Guidance, Bridgend County Borough Council, November 2007, in relation to:
 - Built Development – delivery of a new leisure building, intended to act as a major “attractor”; *of striking, quality design, with 360 degree visibility to act as a focal point within the wider waterfront regeneration area*
 - A sustainable and energy efficient building – BREEAM ratings etc. (See **Section 3.13**)
 - Design Principles: Demonstrate an 'uplift' in environmental standard in order to address the national political agenda and the aspirations of the Local Planning Authority (see **Section 6.24**)

7.0 Community Consultation

7.1 Introduction

Opportunity has been taken to consult and obtain and collate information from a variety of sources, which includes community consultation carried out by:

- Wider Impact Consultancy
- Porthcawl Harbourside CIC
- CND Planning (Porthcawl Development Framework, 2004)

7.2 Community Consultation (Wider Impact)

Two research tools have been utilised:

- Community questionnaire
- Community consultation / showcase events

7.3 Community Questionnaire

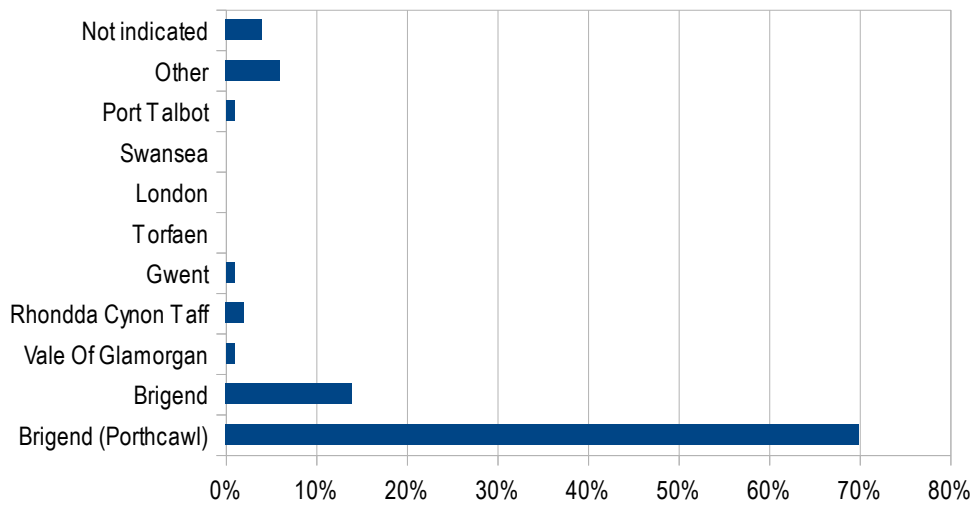
As highlighted at **Appendix F**, with input from the Porthcawl Harbourside Community CIC and local authority representatives (Regeneration / Tourism), hard copy and on-line versions of a community questionnaire have been devised and circulated. Opportunity has been taken to utilise local media (*Glamorgan Gazette*) and Facebook (*Porthcawl First*) to ensure that the questionnaire has reached the widest possible audience.



7.4 Community Questionnaire Findings

A total of **537** responses have been received and analysed by Wider Impact. There was a more or less equal response based on gender. As will be noted at **Graph 7**, the vast majority of responses were received from the Porthcawl area.

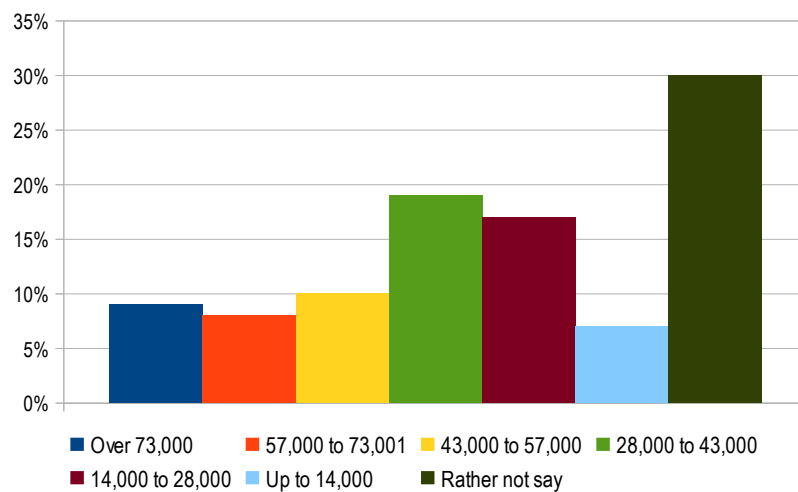
Graph 7 Responses by Region



7.5 Socio Economic Groupings of Respondents

Graph 8 highlights respondent’s social economic backgrounds based on income levels. It is felt that a representative sample has been achieved.

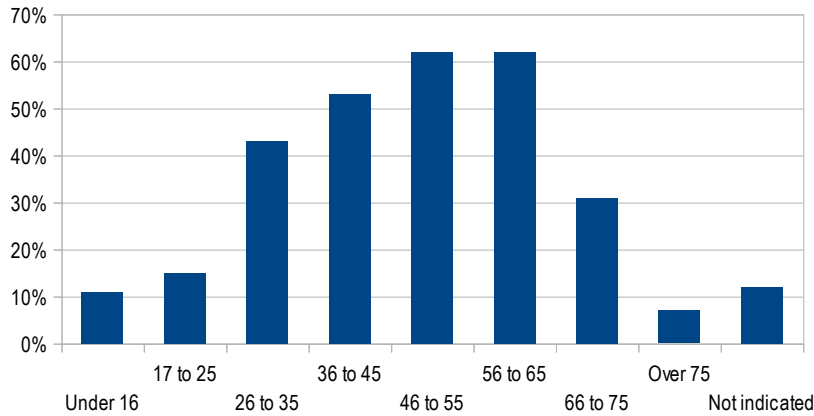
Graph 8 Socio Economic Groupings of Respondents



7.6 Responses by Age

Graph 9 highlights respondent's ages.

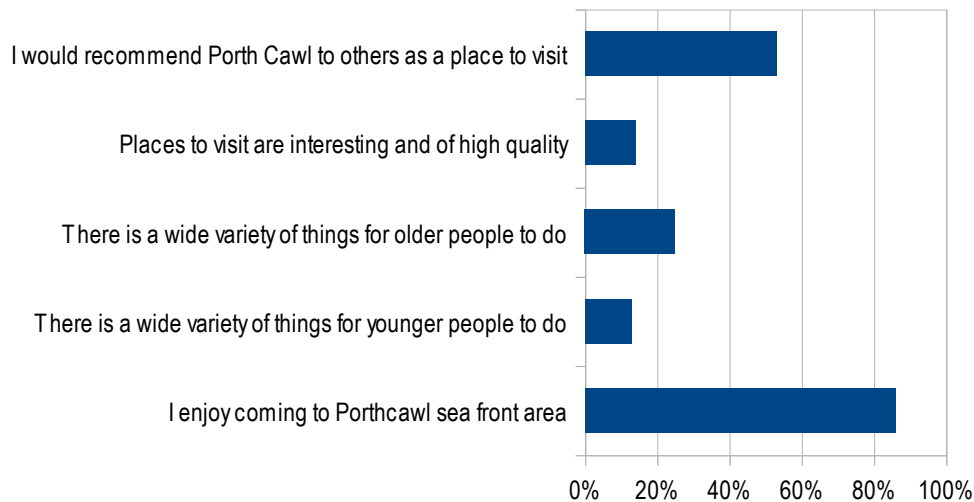
Graph 9 Respondent's Ages



7.7 Views About Porthcawl

Graph 10 highlights respondent's views about Porthcawl.

Graph 10 Respondent's Views About Porthcawl



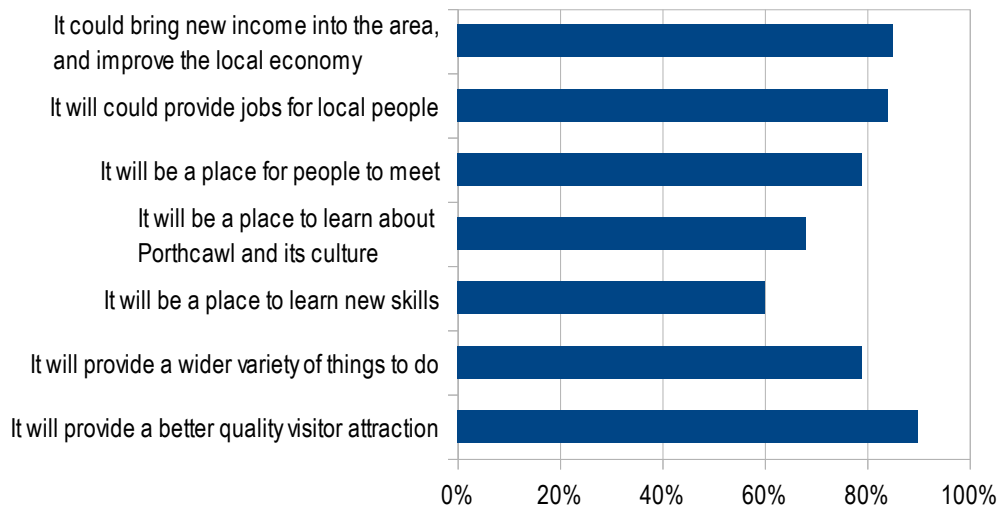
Notes

1. Whilst over 50% of respondent's would recommend Porthcawl as a place to visit, and over 80% enjoy visiting the sea front areas, a significant majority do not:
 - a. Feel places to visit are interesting and of high quality
 - b. Feel there is a wide variety of things for older people to do
 - c. Feel there is a wide variety of things for younger people to do

7.8 Views About the Harbourside Development

Graph 11 highlights respondent’s views about the proposed Harbourside development.

Graph 11 Respondent’s Views About the Proposed Harbourside Development



Notes

1. It is apparent that the majority of respondent’s feel that the proposed development could:
 - a. Bring new income into the area and improve the local economy
 - b. Provide jobs for local people
 - c. Be a place for people to meet
 - d. A place to learn about Porthcawl and its culture
 - e. A place to learn new skills
 - f. Provide a wider variety of things to do
 - g. Provide a better quality visitor attraction

7.9 Consultation with Local Young People and Engagement with Schools

A consultation event has taken place with students from Bryntirion Comprehensive and St. John’s Schools (see photo right).



Endorsed by teaching staff, and linked to a key theme of education, a number of themes were highlighted by the students, which they feel the Harbourside development should address and support and will add value to their overall learning experience:

- **Heritage**
 - Welsh heritage
 - Time line links to Porthcawl town and Harbour heritage. Practical demonstrations for younger children
 - Gaining an understanding of coal mining, docks, trains, ship wrecks, exports, imports, Coney Beach amusements
 - Historical re-enactments, viewing screen, live performances
 - Field trips. Studying and understanding architecture, historical buildings, future plans
 - History themed Laser Quest
 - Interactive rooms
 - Festivals
 - Paintings, drawings, graffiti, expert led sessions
 - Drama / poetry
 - 'Night at the Museum' experience
- **Science and Technology**
 - Wi-Fi and iPads, simulator, interactive rooms, music creator, QR codes links into documents and pages
 - Laboratory, microscopes and science led practical's for schools to utilise
 - 3D exhibits, films and models
 - Maritime aquatic centre, plants and animals, watching wildlife through glass floor, snorkelling, boat trips
 - Local wildlife, geography field trips
 - Sustainable building and renewable energy
 - Festivals
 - Fossil exhibition
 - 'Night at the Museum' experience
- **Sports**
 - Indoor facilities and classes
 - Climbing wall, gym, cycle velodrome, running track, football, fitness classes
 - Affordable, accessible for all
 - Wet suit hire
 - Kayaks, surfing, open water swimming, pier jumping, high ropes, diving, jet ski, beach games, sand dune training
 - Team building work

- Accessible for all
- Supported by local business
- Fishing
- PE
- **Wider Community**
 - Work experience – part-time jobs in the kitchens, event management, receptionists, lifeguarding, agriculture
 - Job shadowing in Centre
 - Addition to curriculum
 - Short courses – wood craft, pottery, arts, electrical, DIY
 - Smashing things activity
 - Maritime gift shop
 - Maritime library
 - Café with play areas for children
 - Affordable warm food to take out
 - Interactive café
 - Local foods, milk shakes
 - Battle of the Bands performances (in Welsh)
 - Boat trips, bus tours
 - Accommodation for guides, cubs, short courses
 - Wider Welsh heritage
 - Schools to leave a legacy behind after visits – Plant something made
 - Bus stop outside

7.10 Wider Community Consultation / Showcase Events

Wider Impact was present at two Porthcawl Harbourside Community CIC consultation / show case events during the summer of 2013, which were both open to members of the public and community representatives.

Both events were well attended, during which representatives of the Porthcawl Harbourside Community CIC freely answered questions and responded to observations. The following is a summary of outcomes:

- The majority of attendees fully supported the Project
- There were no noticeable objections to the Project

- The statement, ‘*It is about time something really happened in Porthcawl*’ was regularly noted
- The statement, ‘*This will put Porthcawl back on the map and attract new visitors*’ was likewise regularly noted

7.11 Porthcawl Harbourside Community CIC Consultation

The following organisations have been consulted by the Porthcawl Harbourside Community CIC:

- Bridgend County Borough Council
- Bryntirion Comprehensive School
- Cardiff Yacht Club
- Harbour Boating Club
- Maritime Coastguard Agency
- Maritime Sea Cadets National Association
- National Trust
- Porthcawl Arts Society
- Porthcawl County Borough Members
- Porthcawl Chamber of Trade
- Porthcawl Civic Trust
- Porthcawl SHOUT
- RNLI
- St Johns Independent School
- Surfers Against Sewage
- Wales Government (WAG)
- Welsh Coast Surf Club
- Welsh Surfing Federation (National Governing Body)
- YMCA – local / national
- Youth Groups / Senior Clubs
- European Surfing Federation (ESF)
- International Surfing Association (ISA)

7.12 CND Planning (Porthcawl Development Framework, 2004) Consultation

The following is a summary of community / stakeholder engagement carried out as part of the research phase of the delivery of the 2004 document, Porthcawl Development Framework – Supplementary Planning Guidance.

Wider Development Framework

In relation to support for the wider Development Framework:

- **59%** strongly support
- **24%** support
- 10% can’t decide
- 2% oppose
- 5% strongly oppose

Cosy Corner / the Harbour

The following is a selection of relevant comments noted:

- *Develop the Jennings Building for community use*
- *Open up the inner harbour*
- *Create a marina*
- *More sailing facilities*
- *More places for eating / cafes and restaurants*
- *Use existing buildings and modernise them to create a Visitor Centre and Sea Centre*

Porthcawl in General

The following is a selection of relevant comments noted:

- *More cultural activities are needed*
- *More facilities for teenagers*
- *More interesting shops and cafes (big names and more diversity)*
- *More bars, cafes and restaurants*

7.13 Section Summary

It is apparent that whilst the majority of local people enjoy visiting the Porthcawl town centre and sea front areas, there is long established community centred dissatisfaction with what is on offer in terms of:

- Places to visit – e.g. *out of date, not interesting, boring*
- Quality – e.g. *dated, not exciting, poor quality*

Correspondingly there is a long established and **strong** community centred understanding of what is required to meet community, tourist and visitor expectations:

- A high quality, exciting and affordable ‘flag ship’ visitor **destination**
- Development / regeneration of the Harbour area
- Modern facilities
- Fully accessible / all the year round
- Maritime focused
- Catering for the whole community – fully inclusive
- Multi-use / multi-functional / flexible and adaptable
- Links with local schools and educational establishments within Wales and across the UK

- Educational, focusing on:
 - Heritage
 - Science and technology
 - Sport / fitness / well-being
- Employment / job / new business opportunities
- Economic growth

8.0 Case Studies

8.1 Introduction

With an objective of learning from best practice and the experiences of others, two case study locations have been examined:

- **The Galeri Enterprise Centre, Caernarfon**
- **Milford Haven Marina**

8.2 Galeri Creative Enterprise Centre, Caernarfon

Formally known as Cwmni Tref Caernarfon, the Galeri Enterprise Centre is situated within the Victoria Dock, Caernarfon.



The company is described as a not for profit community enterprise, operating as a Development Trust, with a vision to:

Implement sustainable projects in a creative way to realise the cultural and economic environmental potential of the local community.

Formed in 1992, the initial task of the company was to buy old, derelict and unused properties within the Caernarfon town walls. The company has transformed over twenty unused properties in the town, which are now occupied by companies and private residents.

Income and financial security from property investment in the town has enabled the company to be responsible for establishing and implementing numerous projects and schemes within the local community that includes:

- Owning and running the Galeri Enterprise Centre
- Running SBARC! Arts Project for Children and Young People
- POSIB Consultancy Services – sharing expertise in regenerating projects, project management and training

The Enterprise Centre is a multi-use building, which houses a wide variety of facilities and services that include:

- 394 seating capacity
- theatre
- 2 studios – each with a seating capacity of 100 people
- Sound proofed recording / music studios
- Bar / foyer – capacity for 70 guests
- Cafe / bar – open 11am to 11pm
- Packages for wedding receptions / banqueting
- 23 offices / business units – strictly aimed at companies who are engaging in artistic or creative work / industries. Examples of tenants include:
 - ATOM PR
 - ITV Cymru
 - Pensarniaeth Seven Architecture
 - Welsh Music Foundation
 - Lambe Planning



8.3 Staffing

Key [full-time] staff includes:

- CEO
- **Programming**
 - Artistic Director
 - Arts Coordinator
 - SBARC! Coordinator
- **Facilities**
 - Director
 - Property Administrator
 - Maintenance
- **Business & Finance**
 - Director
 - Assistant

- **Conferencing / Human Resources**
 - Director
 - Coordinator
- **Marketing / Box Office**
 - Director
 - Assistant
 - Supervisor
 - Cashier
- **Cafe / Bars**
 - Director
 - Assistant Manager
 - Head Chef
- **Technical Team**
 - 3 Technicians

8.4 Key Facts



- Company assets £10m
- Galeri Enterprise Centre – £1.6m annual turnover
- Recent annual profits range from £5,000 to £70,000
- Employing an equivalent of 50 full-time staff (90 ft / pt)
- Not dependent on seasonal trade / tourists – healthy support from the local community
- Tourists seen as *'icing on the cake'*
- Strong local authority links

8.5 Milford Haven Marina

Situated near the mouth of the River Cleddau, during the early part of the 20th century, Milford Haven was the base for a large fishing industry, which after its decline during the 1950’s developed into one of the world’s major oil ports. Recent



economic decline has resulted in the closure of a significant number of refineries and associated industries. Recent energy developments include the construction of two Liquefied Natural Gas terminals.

Most recent developments include an increasing role as a tourist destination, with the harbour area being seen as key to the regeneration of the town and surrounding areas. The process commenced with a public consultation on a Milford Dock Master Plan.

The investment at Milford Haven is aimed at boosting tourism and business.



Core principles include:

- Creating a vibrant mixed-use area
- Making the most of the waterfront
- Creating a **destination brand** of national significance
- Leading regeneration for Milford Haven town

The **Master Plan** created several key zones:

- Fish Wharf – Enhanced fishing industry facilities for retail and processing, plus make / sell workshops and small offices
- Marina Mall – A significant destination retail leisure mall
- Ocean Village – The heart of the extended marina with new offices for the Port Authority, visitor centre, destination fish restaurant and sailing centre

- Brewery Arts House – A micro-brewery pub, restaurant and events space created from Custom House and Quay Stores
- Artisan Market – A market, operating at holidays and weekends, where local artisan producers can sell their wares
- Energy Innovation Centre – A landmark office building
- Residential – Various residential zones creating family housing, premium townhouses and apartments and affordable housing

The development at Milford Dock is seen as an exciting opportunity to provide a new waterfront destination that will benefit the marina and fishing industry, as well as the centre of Milford and the wider community. Aims include the creation of high quality buildings and spaces which will nurture the existing communities around the marina and will enhance the character of the area with a clear legible structure and distinctive environment.

The Marina can also accommodate 150 boats ashore in a boat yard, which is easily accessible from the Marina, fully secure and situated within a fenced compound that has 24hr security coverage. The Port Authority has also announced that £1.5m will be spent on ship building operations in Pembroke Dock. Facilities and services in and around the Harbour include:

- Major Food Store (Tesco)
- 120 bed hotel
- Leisure Centre
- Museum
- Retail units – high end, niche markets
- Residential
- Leisure
- Fishing zone
- Seal hospital
- Boat lift / boat storage
- Cruise reception
- Car parking

8.6 Section Summary

Both case studies have provided positive and practical examples of how to develop and deliver such ventures:

- It is feasible for a not for profit organisation to develop, deliver and sustain a financially viable community enterprise such as Harbourside
- With good management, operating profits will be created to be re-invested for the benefit of the wider community
- As well as providing a public service, a significant number of jobs / employment opportunities will be created
- There is potential to incorporate business pods / incubation units, which will bring in additional revenue income
- There is opportunity for the enterprise to support the development and delivery of community and voluntary sector organisations
- Such an enterprise is not only dependent on tourist trade
- It is important that the business is clear about its delivery focus. In the case of the Galeri this is linked to ‘*Creative Industries*’

In relation to feedback and observations noted from Milford Haven Marina

- There are clear opportunities and associated benefits linked to the regeneration of coastal harbours
- It is apparent that such regeneration should be ‘joined up’ and coordinated, with an appropriate mix of service, retail, leisure, accommodation / housing and community facing [social] enterprises
- It is important to create a ‘destination brand’ that attracts visitors / tourists and encourages the set-up of a diverse range of businesses and associated enterprises

9.0 Specialist Advisors

9.1 Introduction

Opportunity has been taken to meet with the following ‘specialist advisors’, who each have expertise in the development and delivery of tourism and destinations such as Harbourside:

- Regional Director, Parkdean Holidays, Trecco Bay, Porthcawl
- CEO, Galeri Enterprise Centre, Caernarfon
- Director Allied Land, Brighton – Development Milford Haven Dock
- Director, E J Hales, Cardiff – Agent, Jennings Building, Porthcawl

Each has been:

- Briefed about the proposed Harbourside development
- Briefed about the aims and objectives of the feasibility study
- Provided with access to plans and concept drawings
- Briefed about local authority plans to regeneration of the immediate area

9.2 Findings

The following is a summary of their independent observations, views and advice in relation to the development and delivery of Harbourside:

Positive

- There is clearly ‘need’ for such a high quality ‘destination’ in Porthcawl, which would add value to the Parkdean Holiday Park / Trecco Bay offer and Porthcawl / Bridgend in particular
- The Project is clearly well thought out in design terms. It is multi-use and adaptable. It is a ‘*stunning building*’ and will deliver a ‘*feel good*’ factor to Porthcawl and the area as a whole
- The concept of a Flow Rider is a good one, and will serve to attract a wide range of users and observers
- The concept of shared services / offices / bases for voluntary sector organisations is sound – provided each organisation is required to ‘pay their way’ and contribute to the running costs / maintenance of the building
- Such a draw / destination could support the development and delivery of the Jennings Building and wider regeneration of the area – provided each does not compete with the other in terms of meeting potential customers’ needs and requirements

Advisory

- It is essential that the Board / Trustees possess the wide variety of skills and expertise to support the development, delivery and sustainment of a million pound plus business
- The Board / Trustees must deliver a rigorous Business Plan, where it is imperative they demonstrate that the Project is sustainable, and 'stacks up' in terms of income and expenditure / profit and loss
- It is important that Harbourside identifies its 'market' / unique selling point, and sticks to it – e.g. maritime / links to the sea, [water] sport, surfing, fitness, healthy living
- The Project should be developed and delivered in close partnership with the local authority and wider business community, which should continue to support Porthcawl's strengths in delivering key services and attractions linked to maritime / links to the sea, [water] sport, surfing, fitness, healthy living, events etc.
- It would be useful if the Porthcawl Harbourside CIC owned an asset(s) such as the Jennings Building, which (when 'open for business'), could provide investment / loans security, and residual income to support the development and delivery of Harbourside
- The key to the development of the general area is attracting as much footfall as feasible
- Tourism income should ideally be seen as the 'icing on the cake' in terms of sustainable revenue / income
- Community / customer facing services such as cafes, bars and food outlets should be on the lower floors where due to the terrain of the site have the advantage of the lower ground floor being able to face out into the marina whilst the first floor has level access from the promenade

Cautionary

- In current times of austerity it is going to be challenging to attract the capital and revenue funding to support the development and delivery of the Project
- There is doubt that a small number of accommodation units 'stacks up' in terms of required financial margins
- It is likely that the local authority will be reluctant to openly support a venture that does not 'stack up' in terms of income and expenditure / profit and loss

9.3 Section Summary

- The advisors have delivered useful summaries of their personal views and opinions, which are based on data and information provided by Wider Impact and their own knowledge and experience of Porthcawl / Harbourside and similar projects and initiatives
- On the whole it is apparent that providing obstacles highlighted above are addressed and the venture is supported by a rigorous Business Plan, necessary funding and support from the local authority, there is a consensus of opinion that Harbourside is feasible in terms of meeting the needs of the area, the region and Wales as a whole

10.0 Summary of Findings

10.1 Risk Analysis

There are always risks attached to any venture, and in a period of austerity and economic uncertainty, due care must be taken before resources are committed. A SWOT analysis is presented at **Appendix D**, which highlights the perceived strengths, weaknesses, opportunities and threats linked to the development of Harbourside. In summary:

- Project strengths far outweigh potential weaknesses
- Whilst a number of threats, which are generally linked to on-going austerity / funding issues exist, considerable and realistic opportunities are evident

10.2 Option Appraisal

Appendix E highlights a number of key options are available to the Porthcawl Harbourside CIC:

1. Do nothing
2. Take the concept of Harbourside forward
3. Scale down the current concept
4. Locate another location / concept

It will be noted whilst the Project will rely on significant ‘kick-start’ funding, based on research findings, Option 2, **to take the concept of Harbourside forward** is currently the most feasible and realistic option.

10.3 Jennings Building

As will be noted within **Section 9.2**, the option of the Jennings building being owned by the Porthcawl Harbourside CIC has been raised by a number of the specialist advisors.

It would be useful if the Porthcawl Harbourside CIC owned an asset(s) such as the Jennings Building, which (when ‘open for business’), could provide investment / loans security, and residual income to support the development and delivery of Harbourside.

Whilst the option is not part of this brief, it is apparent that such is worthy of consideration, and could be subject to an extension of this feasibility study.

10.4 The Way Forward

It is recommended that this report is presented to the Porthcawl Harbourside CIC Board with aims and objectives to:

- Take the concept of Harbourside forward
- Strengthen partnership status with Bridgend County Council
- Secure ‘Tiger Team’ status with the Welsh Government ‘Framework Action Plan’, years 1 – 3
- Produce an executive summary / presentation copy of this report, which will include the ‘fly through’ element and Augmented Reality (AR) video footage
- Create a website in alignment with ‘Partnership for Growth’ advice:
 - Easy linkage with other organisations and an ‘all Wales market’
 - New iconic product-led and branding approaches
 - Present clear reasons for visiting Harbourside in a way that makes it easier to discover and access specific products, packages and offers
 - Implement a multi-channel approach to the ongoing distribution of digital content of priority markets, including: the use of search engine marketing, social media, on-line PR and email
- Secure Heads of Agreement for Asset Transfer of Land
- Carry out topographical survey
- Finalise a funding strategy
- Complete a 5-year Business Plan
- Secure funding
- Appoint key staff to assist with the on-going development of the Project

Appendix A

Directors Biographies Porthcawl Harbourside Community Interest Company (CIC)

Michael Clarke Dip.I.M., MBA (Chair)

Mike holds a Cardiff University MBA and has held management positions within Private, Public and Third Sector organizations. Following early experience with General Motors and Ford Motor Company, Mike joined Remploy, part of the Department of Work & Pensions. He has held a range of senior management positions and has initiated numerous major new business national programme partnerships which now yield multi £m income for Remploy and some of which have been adopted by Government as UK programmes. After 3 years as UK Head of Rehabilitation in 2010 he moved to take up his current part time role as Major Projects Consultant to the Remploy Board which he combines with a Third Sector portfolio as a Social Entrepreneur.

Mike is a Trustee / Director of several organisations including: Director of the Remploy Pension Scheme, Chair of the Board of a large national charity with a turnover of £25m per annum, Director of Porthcawl YMCA and Chair of Trustees Porthcawl Sea Cadets. He has also been a member of Porthcawl Town Council for 11 years and is currently Mayor of Porthcawl 2013 / 14.

Stuart Bentley BA (Hons) Arch., BArch (Wales)

Stuart is an Architectural and design consultant with over 36 years experience in the architectural profession and building industry. He has worked in numerous well known and established architectural and design practices and estates departments, providing professional, high quality architectural services to both public and private sector alike. Having worked on many multi-million pound leisure and conference facility projects such as Torbay Conference and Leisure Centre, Brighton Marina, Bournemouth I.A., CIA Cardiff and has extensive knowledge and experience in large scale projects of this genre.

He has been successful in obtaining a number of design awards over the years for new build and refurbishment projects for private housing and Housing Association projects. Ecological and environmentally sustainable architecture has always been part of his architectural passion. Stuart frequently collaborates with other professionals and is a specialist on large scale projects.

Stuart has also worked as a consultant within the Estates Department of Swansea University and with the Health Authority in respect of projects such as the NHS Direct facilities and the first Paramedic Training College in Wales based in Cefn Coed Hospital in Swansea. Secretary of the National Governing Body of Surfing in Wales (WSF) and having been team manager for junior and senior teams at European level and recently assisted Wales to become recognized at World level by the International Surfing Association as an independent nation.

Debra Williams

Neath born Debra Williams was Welsh Woman of the Year for Innovation in 2006 and recognised as one of the UK's top 200 business women by the Queen in February 2007. Debra will work with the board in an advisory capacity following her appointment. During her 20-year career, Debra has held a number of senior roles and has worked at management level at some of the UK's most well-known businesses including, **Confused.com** and **Tesco Compare**. During her time as Managing Director of Confused.com, Debra built the business into one of the UK's leading aggregator sites attracting over 60,000 hits per day and profits of £36m.

Debra still lives in her home-town of Neath while consulting with companies across the UK and in Europe. She has strong links with Porthcawl, her daughter attends St Johns school and Debra has become increasingly involved in the local community.

Jeannette McLellan

Jeannette McLellan qualified as a Chartered Accountant in 1981 and then joined Arthur Andersen to specialise in tax, becoming a member of the Chartered Institute of Taxation in 1983. She then moved to Wales in 1989 and joined PWC in 1990 where she spent 15 years before joining Bevan & Buckland where she became a partner in 2006. In May 2013 she left Bevan & Buckland to set up her own practice providing specialist tax driven advice to clients and tax consultancy support to other professional practices in the region.

Jeannette is also the Finance Director of the Dylan Thomas Prize Limited and a co-opted lay member of the Swansea University Finance Committee.

Rhydian Parry

Born and bred in Porthcawl, Rhydian attended West Park Primary and Porthcawl Comprehensive schools. He graduated from Cardiff University in 1997 with a 1st in Electronics Engineering. After graduation, he was employed by Sony Europe and is now in his 17th year at the Pencoed facility, which has just been awarded 'Britain's Best Factory'.

Rhydian specialises in IT systems and has also been heavily involved with engineering and customer service. Passionate about the regeneration of Porthcawl, Rhydian is very excited to have been appointed as a Director of this ambitious new project.

Claire Godfrey Cert MBD, BSc (Hons), Cert.Ed., and VN

Claire is passionate about education and lifelong learning for all. She is a bio-scientist with a particular fascination in coastal and marine fauna. Claire has worked for over 11 years' lecturing biological science, ecology, animal and Veterinary science. She has instructed students to develop practical skills to manage varied animal collections including mammals, reptiles, amphibians, birds and aquatic species and utilised her clinical skills to care for the health of these animal collections.

Claire's commercial skills have developed through working in the Veterinary pharmaceutical industry and from her early studies in business, travel and tourism. Most recently Claire has undertaken advanced professional training in protected species, marine invertebrates and marine ecological surveying techniques. She is currently working in collaboration with SEACAMS (Sustainable Expansion of the Applied Coastal and Marine Sectors bin Wales) part of a Swansea University EU project, to provide local coastal research for the coastal visitor centre side of Porthcawl Harbourside CIC.

Barrie Metcalf B.Eng. (Tech) Mech

Since graduating in Mechanical Engineering from University, Barrie has developed a career in the marine leisure industry. Following a spell as Operations Manager of a yacht charter company, Barrie set up and was Managing Director of a family owned sail making business which grew from a cottage industry into a successful small business operating from two bases on the Bristol Channel employing 17 people. In 2000 he joined Cardiff Bay Yacht club where as Marina Manager he developed the Marina from the then 50 berths to 500.

Barrie is a keen yachtsman and has competed both locally and nationally as well as long distant cruises to the Mediterranean, Norway, France, Spain and Ireland. He is also a keen skier and enjoys social cycling.

Barrie is a founding Director of Porthcawl Harbourside where his substantial knowledge and experience of marina operations and his love of sports are really valued.

Kim Dare-Edwards

Kim is a Graduate Mechanical Engineer with over 36 years' experience working for a multinational company and as an independent consultant in the oil, gas, chemical, renewable energy and gas powered generation industries.

He has been involved in the development and project management of multi million pound engineering projects in the UK and USA. These have ranged from building a floating oil production ship in Belfast to petrochemical plant projects in South Carolina and developing a \$2bn wind energy project portfolio across several US States. He was heavily involved in development of the Baglan Power Station and Energy Park and subsequently the early development days of the now consented Abernedd Power Station. Kim has also been involved on projects in the Middle East, Russia and Australia. Currently he is part of a project team developing a new 500 MW power station in Milford Haven.

Mark Pearsall BA(Hons), PGCE

Mark is a Teacher and Head of the Welsh Baccalaureate in a large, successful secondary school in Rhondda Cynon Taff. This role includes setting up and maintaining links with the local community, the world of work and charitable institutions; he is particularly interested in a holistic and vocational approach to education and lifelong learning. Prior to teaching he served with the Army (Royal Engineers) and worked as an electrician before qualifying with a degree in Information Technology and English and embarking upon a career in education.

He is currently an Army Reservist attached to the tri-service 'Military Stabilisation Support Group', where he also contributes as an instructor in the training team. As well as operational service in Northern Ireland, Bosnia, Iraq and most recently, Afghanistan, he has taken part in stabilisation exercises in locations such as Nepal, Belize and Uganda.

He is an active member and beach lifeguard in Newton Lifeguard Club and takes full advantage of living in one of the most beautiful and interesting parts of the UK.

Appendix B

Appropriateness of Articles of Association / Support for the Proposed Package of Services

The question here is really whether the organisation’s status as a community interest company is appropriate to the organisation’s aims. The community interest company, or CIC, is a particular type of limited company intended for use by social enterprises: that is, organisations that are run as businesses but which put a greater emphasis on achieving social objectives than on private profit for directors or investors.

An essential feature of the CIC is the ‘asset lock’ which means that at least some of the company’s wealth is locked up for community benefit and cannot be distributed for private gain.

When compared with the conventional not-for-profit or voluntary sector, CICs offer a degree of regulation for social enterprises that is less stringent than that applying to charities, but still protects the CIC’s assets in the hope that this will reassure its founders, potential funders, and supporters.

It appears that the Porthcawl Maritime Centre Project does indeed intend to combine the pursuit of social objectives with being run as a viable business, so there should be nothing inherent in CIC status or the Articles which will interfere with this ambition.

Support for the Free Growth of the Organisation

The company’s objects are expressed in a fashion which is characteristic of the community interest company, i.e.—

- *To carry on activities which benefit the community and in particular (without limitation) to: develop a Maritime Centre in Porthcawl [etc]*

This construction means that in practice the company can do anything which a ‘reasonable person’ would judge to be for the benefit of the community, as the words following “*in particular*” are illustrative but do not bind the company.

The powers contained in article 8 are likewise very broadly expressed—

- *To further its objects the Company may do all such lawful things as may further the Company’s objects*

Thus there is nothing the company's expressed objects or powers which should inhibit the future growth of the company.

Assistance in Maximising Income

Unlike charities, community interest companies are not eligible for any guaranteed tax reliefs and Porthcawl Harbourside CIC will not be able to benefit from Gift Aid or offer any tax incentives to commercial or private donors. It may be liable to pay Corporation Tax on any trading profits made.

Unlike a registered charity, however, a CIC is free to engage in any trading activity calculated to bring in an income, so the company will have an advantage there in terms of potential income sources.

Proposed Income Streams

Grants

A charity number is a huge benefit for any organisation that anticipates a lifetime of asking for money, in the form of donations, grants, bequest or what have you.

The CIC is intended for organisations that will have primarily social purposes but which aim to be more self-sustaining from trading income. Generally CICs are more likely to be financed through loans and retained trading profits than from grants.

Most of the potential sources of income listed for Porthcawl Harbourside CIC should be readily available to a CIC – loans, debentures, entrance fees, rental income, catering charges etc. While a CIC is free to apply for grants, it may find some sources of grant-funding are not available to it: some funders can only give to registered charities, for example. Any such restrictions will not apply to public sector funders, so the company's status should not be an issue here; and indeed the CIC badge may be attractive to some public bodies.

Shares

It has been suggested that capital investment might be sought through the issuing of shares to supportive investors. No company limited by guarantee, CIC or otherwise, can issue any shares to anyone, so that it is not a possibility for Porthcawl Harbourside CIC.

Some companies limited by guarantee issue what is known as ‘quasi-equity’: generally a form of debenture (loan) that acts rather like a share in that interest is only payable in years where a profit is made (akin to a dividend) and the debenture is only due to be repaid when it suits the company, or after a fairly lengthy period (e.g. 10 years) – much like an ordinary or a preference share.

If a specific investor has been identified, an alternative would be to create a ‘**Special Purpose Vehicle**’ (SPV), being a company limited by shares (or maybe a limited liability partnership) which is jointly financed by Porthcawl Harbourside CIC and the other investor(s). This SPV might then finance and be responsible for a particular asset or business activity.

Yet another option would be to seek investment from the local community via a community share issue. According to the **Community Shares Unit**: ‘*The term ‘community shares’ is used to refer to a unique form of share capital called ‘withdrawable shares’ which can only be issued by co-operatives or community benefit societies registered with the Financial Services Authority.*

Co-operative societies are for the mutual benefit of their members, whereas community benefit societies are for the broader benefit of the whole community. Both types of society can issue withdrawable shares, and they work to similar principles. A withdrawable share can be withdrawn from investment, subject to the terms and conditions of the society concerned. This type of investment has been used to finance shops, pubs, community buildings, renewable energy initiatives, local food schemes, along with a host of other community-based ventures.

Porthcawl Harbourside CIC could not itself issue community shares. It would have to promote the creation of a separate legal vehicle for this purpose.

Board Membership

All depends on who the Company is trying to impress. There is no problem under company law or the CIC Regulations with having a board of only three Directors, or indeed a sole Director. Some funders, however, will have views on the minimum number of people who should be involved in running an organisation that is going to receive financial support.

More of an issue, perhaps, is the membership. The Articles as drafted clearly anticipate a broad membership drawn from the local community, electing a Board of Directors which remains accountable to that membership.

At some stage, therefore, the local community should be informed of their right to apply for membership of Porthcawl Harbourside CIC and to start the whole democratic process going. There is no particular timeframe within which this should happen, and there may well be good arguments for keeping the membership very small until the project is fully under way. Eventually, however, it might start to look rather misleading if the Articles continue to describe a broad participating membership which doesn't actually exist.

General Observations

The choice of the CIC structure, and the Articles adopted that provide the CIC's constitution, would seem to be a good fit with the outline business plan.

Some specific requirements may arise in future that the CIC structure is unable to satisfy: issuing shares, for example, or securing grants from trusts that can only give to registered charities, or creating a mechanism which can benefit from Gift Aid tax privileges.

At that stage there may well be a good case for adding one or more additional legal vehicles to the core CIC to enable these other opportunities to be exploited. Most mature social enterprises are not housed within a single limited company; they combine two or more linked organisations / companies with different characteristics, often including a registered charity, in order to get the best of all worlds.

Charlie Cattell, Social Economy Consultant (see [Charlie Cattell Website](#))

Appendix C

Harbourside Building Design and Environmental Statement

Introduction

It is the intention of Porthcawl Harbourside CIC to achieve the highest possible standards of architectural & environmental design, construction and use of the proposed Porthcawl Maritime Centre.

The Porthcawl Harbourside CIC wish to minimise the impact of the building / development on the environment and for the building and its associated facilities to be recognised for its environmental benefits and enhancement: The creation of a ‘sustainable’ building & facilities in the ‘true’ sense of the word.

It is the intention to create a **destination** and a **‘sense of place’** as an integral part of the Harbour Quarter but with strong connections to the town and surrounding facilities.

Through the design process, construction and proposed use of the building, environmental education and best practice will be promoted through innovative and energy efficient methods to minimise and reduce the impact on the environment.

Users and visitors will also be educated and made aware of the benefits of good environmental practices through the design process, construction process and the short and long term use of the building. There will be a duty / responsibility on the ‘owners’ of the building in conjunction with the multi-various occupants and users to engage in best practice environmental and energy policies.

The building will be designed to achieve a minimum of **BREEAM ‘Excellent’ rating** while aiming for a possible **‘Outstanding’** rating. BREEAM (Building Research Establishment’s Environmental Assessment Method). BREEAM Schemes are monitored and overseen by the BRE Global ‘Sustainability Board’ which is ISO 9001 Certified for its BREEAM Building Schemes.

The appointed Assessors of the project will be fully qualified and are UKAS Accredited.

Building Form, Mass, Scale and Orientation

The main building has been designed to accommodate and provide a wide variety of spaces, facilities and services to ensure maximum use, flexibility and adaptability, while at the same time being respectful and sympathetic to its immediate surroundings and the local environment.

The building has a simple form and mass, utilising traditional building materials and construction methods but in a contemporary way. It has been designed as a framed building which thus provides the flexibility and adaptability of construction in an economical and viable manner. The building’s form and mass also relates to and reflects the existing adjacent Jennings Warehouse Building which is a simple rectangular form with a traditional hipped slate roof construction. The proposed building’s main rectangular form and mass also relates to typical dock / harbour side warehouses and buildings which minimise footprint and maximise volume through the use of height. The site is restrictive due to its size, shape and orientation and therefore the height and volume has been maximised.

The building’s height also enables maximum visibility of the coast line and takes full advantage of the sun path from East to West. The building also becomes a landmark for visitors and residents alike travelling into the area via the dual carriageway from the north and along the coastlines from the east and west.

The building’s orientation and location has been decided through evaluation of the site’s shape, topography and orientation. The site boundaries are well defined by the existing site features and surrounding physical elements ranging from high stone walls, building structures such as the RNLI Building, Jennings Building and the existing shelter café booth and the marina itself.

Siting

The building’s siting and orientation has been designed to maximise the southerly orientation for environmental / energy and life enhancing benefits. It also assists with the external vehicular and pedestrian circulation routes and paths. The building forms part of a journey from all directions of the compass and is seen as an important pivotal point in the landscape of Porthcawl.

The site is a brown field site as it once housed railway lines serving the dock and warehouse and subsequently a large cinema and roller skating rink with retail booths / shacks. Latterly the area was used for ‘putting’ and a small boating lake which used to have fountains.

The vehicular and pedestrian access routes are also already defined and well established, however, the proposed pedestrian / cycle routes inter phase with them well. Routes along the Eastern promenade over the new storm gates, passed the Jennings and our proposed building on to the Esplanade and the coastal path. This creates and enhances the continuation of the Coastal path on the coast from Sker to Newton. The proposed building becomes an integral part of the journey along that path. It also provides a place of destination, rest, refreshment and relaxation.

The siting of the building creates the spaces required for the boat racking facilities and the creation of the amphitheatre around the Wave Rider / performance / outdoor cinema area.

There is no car parking facility provided for staff or visitors to the centre. It is intended that public transport, cycles, walking or electric taxi will provide transportation to the Harbour Quarter from other areas of Porthcawl and the surrounding areas. It is the intention that the public transport will disembark and alight in the triangular section of road to the West of the site. The only parking designated will be for the use of the RNLI & Coastguard services in case of emergency and this will be located within the secure compound to the South of the main building.

Building Layout and Facilities

Ground Floor – Lower Deck – The ground floor facilities of the building will include a strong tourist attraction in the form of a Wave Rider, which will be used by visitors / tourists and local individuals / clubs alike. The space has been designed to accommodate the performing arts, music and through the integration of a drop down screen cinematography and videography. The area is covered by tensile canopies to protect the audiences and performers / Wave Rider not only from inclement weather, but the prevailing winds and on hot days, exposure to the sun.

The Wave Rider / performance enclosure has fully retractable screens to enable the Wave Rider to be an outdoor experience and for audiences to obtain a closer connection to the users. The canopy above the south side of this section of building will also be retractable to provide an even greater out door experience.

This space is located on the main route / axis through the site and passes the southern elevation of the building connecting it strongly to other parts of the town. An external covered amphitheatre provides a pleasant protective external space for the public / audience / participants alike.

There are showers and changing facilities for users of the Wave Rider attraction and for athletes such as the ‘Parc Run’ runners, tri-athletes, cyclists and swimmers. There are cycle-pods, lockers and cycle hire units to enable visitors of all ages to cycle along the coastal path / route. These facilities will also be available to visiting mariners who are having a short stay in the marina through the use of a swipe card / electronic entry system as part of their mooring package.

There will also be facilities for storage for the coastguard, lifeguards, the Welsh Surfing Federation Surf School and the Harbour Boat Club including workshop facilities, chandlery and waste disposal units. Fuel and charging facilities will also be provided for visiting boat users and locals.

The Sea Cadets will have their ‘Main Deck’ area on the north side of the building, which possesses immediate access on to a drill area. This large internal area will become a multi-functional space, providing small conference facilities of a nautical theme with its own ‘Galley’ provision and direct access to the W.C and shower / changing facilities. This space can also be utilised for health and well-being sessions, such as yoga and Pilates and general group meetings.

There is level access to all main entrance areas at ground floor level to the south and northern elevations and full disabled person lift access for goods and passengers in the Northern part of the building. There are accommodation / escape stairs to the North & South elevations.

The staircase tower to the southern elevation acts as a ‘Solar Stack’ and through the use of a glass façade and mass concrete flanking / rear wall. This space will act as a heat stack or chimney, with air warmed by sunlight which will then rise to the underside of the viewing lounge floor level and be extracted and pushed through heat exchangers and then sent through to the colder parts of the building on the northern side and into circulation routes. The use of this will enable the reduction of the overall energy used for heating the building.

There will be plant rooms located within the ground floor area to enable ease of access for installation and servicing.

It is the intention that through the environmental and energy producing elements of the building that there will be a surplus of energy produced to be either used to reduce running costs or to be able to give benefit to the community.

There will be charging points for electric wheelchairs, scooters and cars. It is intended that Porthcawl Harbourside CIC would obtain the use of an electric vehicle for the benefit of people using the facilities or the less financially able as a taxi or to ferry people to and from the local hotels in the town.

It is proposed that there will be a children's climbing play structure formed from a ship wreck located in the north eastern corner of the development site so that parents may sit and watch the children play in a protected area in full view from the coffee bar kiosk adjacent.

First Floor – Promenade Deck – The first floor or Promenade Deck of the building will be a more public type area. It will house facilities and services which will provide elements for tourism, history and culture and the arts. There will also be facilities such as toilets for public use – these are desperately needed in this area and they will be accessible while the building is open from 8am -11pm - 7 days a week.

There will be a reception / information kiosk to provide information about events and facilities in the building, the town and the surrounding area. It is proposed to utilise the latest digital and communication technology to be able serve the public and building users with ease and without the need for the production of large amounts of printed literature.

A high quality café / bistro will provide themed café type facility during the day and specialist bistro facility in the evenings. The aim is to be able to provide good quality healthy foods at an affordable price.

The use of projection walls within this area will enable the atmosphere to be changed to suit the requirements of the season or time of day or in connection any festival being promoted in the town. The use of projection walls or holograms can be used to promote specialist nights / foods / countries to create variety and interest.

It is the intention to provide locally sourced foods and ingredients which will enhance peoples' health and well-being, and will help stimulate and support the local economy. Local fish suppliers and general produce suppliers will be utilised wherever possible, including local bakeries and dairy producers.

The Promenade Deck will contain museum pods, which will utilise highly technological, interactive equipment providing interactive holograms and projections to reduce the need for space for large static exhibition space and provide interchangeable featured historical events and ones that can be refreshed.

These may be based on the Welsh Surfing Federation's Museum of Welsh Surf or a museum for the Sea Cadets, Lifeguards, Coastguards and RNLI; or even shipwrecks and smugglers of the immediate coastline.

There will be a central exhibition area which will exhibit a large model of the Porthcawl inner and outer docks in its glory days with working trains. Porthcawl was built on the export of coal and iron ore from the South Wales Valleys, as well as tourism in its latter days when coal miners had their two week holiday in Porthcawl. The population of which expanded from circa 10k to circa 100k during the summer months.

A Coastal Life Centre will be housed to educate and promote the sea environment and ecology of the local coastline. This will provide information and education for locals, visitors / tourists, schools, colleges and universities. This will be linked to universities and colleges in respect of research and possible breeding of various species. Coastal erosion, wave formation and the effects of climate change on sea levels and weather patterns can be investigated and explored.

The main exhibition space and corridors can be used by local art, photography, ceramic and arts and crafts groups to display, exhibit and sell their pieces. This will be carried out on a rolling programme to refresh and change the type and form of display so that the visitor should never see the same exhibit over and over. Each discipline of art will be able to display in a modern, light and secure environment.

The café / bistro has a large deck area to the south, which will be protected by tensile canopies and glass protection walls. This will let natural light through but will protect the customers / public from UV light and the winds.

The shading will also prevent the building from overheating due to excessive solar gain. There are large balconies to the full extent of the Southern elevation.

Second Floor – Mid Deck – The second floor of the building is a level where the organisations and members have facilities that are shared and have cross use.

The floor consists of a club bar / lounge and deck area which again is covered with tensile canopies and protected with glass screens to its perimeter. This facility will be used by member organisations and members of the Harbourside building as well as sailing visitors who are using the berthing facilities of the Marina.

There is a water sports gym, a first aid and physiotherapy room. To complement these facilities there will be a seminar / classroom to be used by various bodies and organisations as well as schools, colleges and universities. This class room facility would be fully interactive and would also be able to be used for the arts and crafts organisations. There will be a central exhibition space at the juncture of the circulation spaces.

The eastern wing of the building will be used to assist micro-businesses set up in a high quality low cost business environment which will provide support and assistance with embryo businesses from the area. The office spaces will also be utilised by the various organisations and will provide a centralised administration support to alleviate these groups and businesses of the everyday bureaucracy.

There is decking access to Southern elevation off these spaces which provides viewing and sitting areas and shading to the spaces below.

Third Floor – Upper Deck – This will be the lower level of the accommodation levels and will house the 'cabins' for use by individuals, couples and groups. The accommodation is varied and mixed to accommodate for all types and numbers of users. The accommodation will be segregated to ensure that public and private users are separated and secure. This is taken into account when school groups or national training squads are using the facility. There will be separation of male and female child and adult and supervisors as required under the Child Protection and vulnerable adult policies.

The sleeping accommodation will be 4 star grade, and will have single rooms, double rooms, dorms and bunks all with en-suite provision. There will be disabled person accommodation provided within the above mix of spaces.

This level will have the benefit of toilets, drying rooms and a laundry. There is also a kitchen and lounge / dining room for the accommodation users to either self-cater, or have greater provision. These facilities can be used for training adults and children in cooking skills and healthy food and eating.

All en-suites will be wet room style with all water provision to have either grey water re-use for toilet flushing with economy flushes and aerated taps and showers. Domestic hot water will be supplemented by solar water panels to reduce energy costs.

Fourth Floor – Top Deck – Mixed 4 star accommodation provision with en-suite facilities as the floor below. Dorm type provision will be located in this area.

Plant rooms and water storage facilities will be located on this level for the header tanks for sprinkler system. The roof is top lit through the use of a centralised glazed apex which assists in the supply of natural light and ventilation to the upper floor.

There is a viewing lounge at this level for the public and building facility users. This can be used by artists and photographers and videographers for their artwork. The underside of the viewing lounge floor is the upper most level of the 'Solar Stack'.

There is deck access for the full extent of the building to provide alternative means of escape and shading to the windows on the floor below.

Plant and water storage will also be located in the uppermost part of the Northern tower. The Northern Tower will have a stained glass window which will be backlit to provide a beacon to people entering Porthcawl from the north. All the northern fenestration will be triple glazed.

Fifth Floor – Crow's Nest – The fifth floor is located over the viewing lounge in the Southern Tower, and this is the space that is envisaged will be used by the Coastal Watch Group, Coastguard and Lifeguards.

It is also anticipated that this could be part of a tourist attraction and through the installation of a 'Camera Obscura' would enable the paying public to view five counties from this location. It would also provide an excellent vantage point for astronomical studies on clear nights.

It would also make an excellent space for environmental studies of sea life and ecology in addition to the study of water users and sea traffic.

The Roof – The roof form and construction will be traditional in form and its orientation allows for maximum use for the collection of solar energy.

Due to the proximity of the proposed building to the Grade II Listed Jennings Warehouse Building the roof finish for the building is proposed to be of natural slate, however, due to the benefits of the orientation the southern roof slopes should be used to their maximum environmental benefit. It is the intention to use the southern roof slopes as solar collectors to aid in the production of electricity for use in the building.

The roof lights to the apex and eastern and western slopes will allow natural light and ventilation to the upper floor. The cold air from the upper areas will be taken to the lower areas of the building for air refresh to be warmed and re-circulated.

Roof areas will also be used as water collectors and water stored in suitable locations, filtered and treated for re-use in sprinkler header tanks and W.C's, washing machines and other grey water uses.

Provision for various antennae and aerial for communication will be located on the roof areas, mainly to the tower in the North to assist in the signal deficit in Porthcawl.

Environmental Features and Measures

Main Features:

- Solar Stack
 - Solar roof – collection
 - Water collection and re-use
 - Construction methodology and education
 - Ground source heat pumps
 - Heat recovery systems
 - High insulation standards
 - Reduction in car use
 - Energy & waste monitoring
 - Use of natural light
 - Triple glazed roof lights and windows in Northern elevations
 - LED lighting internally and externally
 - Maximise use of recycled materials in construction
 - Reduced use of high Embodied energy Materials and forms of construction

- Promotion of the use of cycles, walking running and sports
- Use of wind power
- Enhancement of local ecology through the introduction of landscaping and natural screening such as living boundaries or fences
- Maximise the potential of the floor space and volume to create flexible and adaptable space for future alternative uses
- Use of re-chargeable electric transport systems
- Provision of surplus energy for community use
- Energy production through wind turbines
- Performance and general areas to be adequately sound proofed
- Use of Green tenancy agreements
- Using innovative techniques, equipment and technology to reduce energy use and to educate
- The building and the construction process and the building in use to be used as an ambassador example and educational tool for Environmental projects
- Use of tidal energy through the use of the rise and fall of tide

Note: This list is not exhaustive!

The BREEAM Scheme covers 10 categories of Sustainability:

1.0 Management

- Commissioning
- Construction Site impacts
- Security

2.0 Health & Well Being

- Daylight
- Occupant thermal comfort
- Acoustics
- Lighting

3.0 Energy

- CO2 Emissions
- Low or Zero Carbon technologies
- Energy sub-metering
- Energy efficient building systems

4.0 Transport

- Public transport Network connectivity
- Pedestrian & cyclist facilities
- Access to amenities
- Travel Plans & information

5.0 Water

- Water consumption
- Leak detection
- Water re-use and re-cycling

6.0 Materials

- Embodied life cycle impact of materials
- Materials re-use
- Responsible sourcing
- Robustness

7.0 Waste

- Construction waste
- Recycled aggregates
- Recycling facilities

8.0 Land use & Ecology

- Site selection
- Protection of ecological features
- Mitigation / enhancement of ecological value

9.0 Pollution

- Refrigerant use and leakage
- Flood risk
- NOx emissions
- Watercourse pollution
- External light and noise pollution

10.0 Innovation

- Exemplary performance levels
- Use of BREEAM accredited professionals
- New technologies and building processes

The targets go well beyond those required under the Building Regulations and they represent good or best practice in the field of sustainable design and procurement.

The Porthcawl Maritime Centre Project is for the purpose of BREEAM a ‘Bespoke’ scheme / project, so there will be the selection of appropriate BREEAM issues from the list above to provide criteria against which the building / facilities will be assessed.

Issues common to all BREEAM schemes form part of any BREEAM Bespoke criteria set e.g. **Man 1:** Commissioning. Issues applicable to the functions or function areas within the building requiring assessment will form part of the criteria set.

The purpose for the BREEAM Bespoke scheme is not to remove those issues that the building might find difficult to achieve or to develop new assessment issues or either to extend / define new criteria for existing issues.

Stages of Assessment

1.0 Design Stage – leading to an Interim BREEAM Certificate. This represents the performance of the building at design stage of assessment, typically prior to the start of operations on site. It doesn’t represent the building’s final ‘AS Built’ performance.

2.0 Post Construction Stage – leading to Final BREEAM Certificate. This represents the final ‘As Built’ performance and BREEAM rating which is certified and issued after practical completion of the building works.

Tenancy Agreements

Porthcawl Harbourside CIC wish to use a form of legally binding ‘Green Lease Agreements’ between the building owners and any tenants / users. Green Lease Agreements can be used as evidence to demonstrate compliance with the relevant BREEAM issues criteria at the interim and post construction stages of assessment. This form of agreement commits any tenant to ensure that their ‘fit-out’ meets the BREEAM Criteria and is evidenced. It is accepted that in a development such as the Porthcawl Maritime Centre that there may be multiple tenants, however, as long as at least 75% of the lettable floor area is covered by a Green Lease Agreement then this will be acceptable towards the awarding of BREEAM Credits.

A ‘Green Lease Agreement’ is a lease for a commercial or public building which incorporates an agreement between the landlord and tenant as to how the building is to be fitted out, managed and occupied in a sustainable way. Green Leases include a schedule containing specific provisions for monitoring and improving energy performance, achieving efficiency targets (e.g. energy, water, waste) and minimising the environmental impacts of the building. The provisions represent an agreement between the landlord and tenant to adopt procedures to ensure that the building operates at an agreed level through regular monitoring and addressing issues as they arise.

The Green Building Guide can be used to meet the BREEAM criteria may be used in tenant fit-outs but this would not be a legally binding document and may only provide half of the value of the available credits.

There are other options such as developer / tenant collaborations which can provide the full credits, however, if no evidence is provided for tenant’s fit out specification then the credits would be withheld. Should the route of shell and core building be chosen, then minimum BREEAM Standards remain applicable.

Rating Benchmarks

The minimum Rating Benchmark we are aiming to achieve is ≥ 70 (Excellent) or ≥ 85 (Outstanding). There are, however, additional criteria for achieving a BREEAM Outstanding rating.

Environmental Section Weightings

Section	New Build%	Building fit-out only%
11.0 Management	12	13
12.0 Health & Well Being	15	17
13.0 Energy	19	21
14.0 Transport	08	09
15.0 Water	06	07
16.0 Materials	12.5	14
17.0 Waste	7.5	08
18.0 Land use & Ecology	10	N/A
19.0 Pollution	10	11
20.0 Innovation	10	10

Minimum BREEAM Standards

Issue	Excellent Credits	Outstanding Credits
Man 1 Commissioning	01	02
Man 2 Considerate Constructors	01	02
Man 4 Building User Guide	01	01
Man 9 Publication of Building Information	00	01
Man 10 Development as a learning resource	00	01
Hea 4 High frequency lighting	01	01
Hea 12 Microbial Contamination	01	01
Ene 1 Reduction of CO2 emissions	06	10
Ene 2 Sub-metering of substantial energy uses	01	01
Ene 5 Low or Zero Carbon technologies	01	01
Wat 1 Water consumption	01	02
Wat 2 Water meter	01	01
Wst 3 Storage for recyclable waste	01	01
LE 4 Mitigating Ecological impact	01	01

BREEAM Credits for Innovation

BREEAM issues with exemplary level criteria

- Man 2 Considerate Constructors
- Hea 1 Daylighting
- Hea 14 Office Space
- Ene 1 Reduction of CO2 emissions
- Ene 5 Low or Zero Carbon technologies
- Wat 2 Water meter
- Mat 1 Materials Specification
- Mat 5 Responsible Sourcing of materials
- Wst 1 Construction site waste management

Eligibility Criteria for Innovation Credits

1.0 Does the feature, system or process aim to reduce the building's impact on one of the following overarching environmental / social issues?

- Mineral resource depletion
- Fossil fuel depletion
- Acidification
- Climate change
- Nuclear waste
- Stratospheric Ozone depletion
- Eco-Toxity
- Eutrophication
- Human Toxity
- Photochemical Ozone Creation (Summer Smog)
- Waste disposal
- Water use
- Deforestation
- Urban Sprawl
- Reduction of Biodiversity
- Noise & Nuisance
- Loss of Heritage
- Indoor comfort
- Health & Safety
- Access and Inclusion

2.0 Can the impact of the feature, system or process be assessed objectively using clearly defined criteria?

3.0 Can the sustainability benefits of the feature, system or process be demonstrated?

4.0 Has a draft aim, assessment criteria and information required to demonstrate Compliance been developed (in accordance with the innovation credit application form)?

BREEAM Outstanding Rating

The following conditions must be met in order to certify a building at the Outstanding BREEAM rating level:

- 1.0 The building has to achieve a final BREEAM Score of $\geq 85\%$
- 2.0 The minimum performance standards for the Outstanding rating level must have been met
- 3.0 Provision of material for the production and publication of a case study on the Outstanding rated building

In addition to the above the BREEAM Outstanding Building is required to obtain a BREEAM in Use Certification of Performance within the first three years of the building's operation and use (with regular reviews in accordance with that scheme) in order to maintain that rating.

Source: Stuart Bentley, Bentley Design & Management Ltd, The Studio, Sunny Court, 22 Rest Bay, Porthcawl, CF36 3UN

Appendix D

Risk Assessment / SWOT Analysis

Strengths	Weaknesses
<ul style="list-style-type: none"> ○ Will create 150 new jobs, associated business [maritime] and employment opportunities ○ Unique [maritime / USP] destination – will attract international interest – put Porthcawl / Bridgend / Wales on the map ○ Will enhance Porthcawl / Bridgend / Wales as a premier [maritime] destination ○ Adds value to Porthcawl’s tourism offer ○ Committed and experienced Board ○ Chair has wide experience of delivering similar projects and initiatives ○ Highly experienced design team ○ Innovative / exciting building designs ○ Exceeds BREEAM building standards ○ Low energy usage ○ Opportunities to return energy to the National Grid – income source ○ Realistic income projections – projected ‘profit’ ○ Building on an established base line ○ Case studies reveal similar ventures / strategies can be sustainable ○ Supported by related local, regional and national strategies and initiatives ○ Innovative / creative – an ‘exciting’ building that will create a ‘feel good’ factor ○ Low running costs ○ Provides much needed local services at minimum cost to local authority e.g. WCs, showers, tourist changing facilities ○ Provide low cost office / service charge support to local / national groups and societies – likely to be supported by key / principle funders 	<ul style="list-style-type: none"> ○ Funding yet to be secured ○ Capital set-up costs ○ Labour [revenue funding] intensive ○ Lack of investment in the area (e.g. Super Store) ○ Potential lack of confidence in the area – apathy that <i>‘nothing ever happens here’</i> ○ Current low local population ○ Not ‘joined up’ with the Jennings Building – unknown direction the building will take. Potential competing venture / enterprise ○ Concern that the cabins (accommodation) may not ‘stack up’ financially

Opportunities	Threats
<ul style="list-style-type: none"> ○ Local [Porthcawl] visitor numbers continue to rise ○ High level of public support for venture ○ Supports growing international surfing [maritime] culture and associated tourism / business opportunities ○ Wide demographic base available – including the ‘grey pound’ ○ Support from local schools – opportunities for collaborative working ○ Case study reveals a lack of reliance on seasonal tourist trade ○ Wide curriculum – e.g. education, science, sport, heritage, history, IT, creative industries ○ New homes approved – potential increased footfall ○ Educated workforce available ○ Low crime area – safe area to attract visitors / tourists and investors ○ Potential catalyst for future regeneration / increased footfall / income / profits ○ Base / office facilities available for other local groups e.g. Sea Cadets who are likely to take up the offer – potential revenue funding ○ Poor local amenities – opportunities to improve – accommodation etc. ○ Lack of [maritime] competing tourist destinations ○ Signs that the economy is recovering – projected ‘need’ for business units / offices and potential increases in visitor numbers ○ Potential to support the development / delivery of the Jennings building 	<ul style="list-style-type: none"> ○ Period of Austerity – funding far more carefully focused ○ Competing [non-maritime] destinations ○ Political – ‘Porthcawl gets everything’ ○ Lack of ambition from those with the influence to get things done ○ Resource demands from areas of higher deprivation

Appendix E

Harbourside Option Appraisal

Option	Positive	Negative
1	<ul style="list-style-type: none"> ○ Zero risk of Project failure 	<ul style="list-style-type: none"> ○ The area misses out on a much needed community facility ○ The Sea Cadets/WSF and other organisations will still require a new base to operate from ○ Missed opportunity to regenerate the harbour area ○ Jennings building exposed due to a lack of footfall / complementary facility ○ Marina development ‘falls flat’ due to a lack of footfall / interest in the area ○ Lost opportunity to increase footfall, tourists and visitors to the area / region ○ Lost jobs / business start-ups ○ Public apathy ○ Opportunities missed to capitalise on signs of economic recovery ○ Previous investment / research wasted
2	<ul style="list-style-type: none"> ○ Base provided for Sea Cadets and a host of other voluntary / community organisations ○ Provision of a much needed community facility ○ Offices for local small businesses ○ Local regeneration ‘kick-started’ ○ Support for National / Regional regeneration strategies and initiatives ○ Increased visitor / tourist numbers ○ Enhanced local economy ○ Local jobs ○ ‘Feel good’ factor ○ International recognition 	<ul style="list-style-type: none"> ○ None significant

Option	Positive	Negative
3	<ul style="list-style-type: none"> ○ Base provided for Sea Cadets/WSF ○ Reduced risk of Project failure 	<ul style="list-style-type: none"> ○ Likelihood that the development will not be suitable for the planned location ○ Opportunity missed to regenerate the area – other initiative could fail / be reduced ○ Limited opportunities to offer accommodation to other groups / organisations ○ Reduced / minimal community facilities available ○ Other areas overtake Porthcawl / Bridgend as a ‘destination’ – resultant reduced income / economic stability / jobs
4	<ul style="list-style-type: none"> ○ Potential reduced risk of Project failure – linked to lower set up / revenue costs etc. 	<ul style="list-style-type: none"> ○ Loss of opportunity to deliver 7 Bays Project ○ Potential lack of a suitable site ○ Project aims and objectives significantly ○ Lack of ‘kick-start’ funding / support ○ Public dissatisfaction

Appendix F

Thank you for taking the time to complete this short questionnaire, which will be used as part of the **Porthcawl Maritime Centre Project – ‘Harbourside’** feasibility study.

Section 1 Personal Information

Male Female Age Postcode

Section 2 Your Views about Porthcawl

(Please tick **all** that you agree with)

- I enjoy coming to Porthcawl sea front areas
- There is a wide variety of things for **younger** people to do
- There is a wide variety of things for **older** people to do
- Places to visit are interesting and of high quality
- I would recommend Porthcawl to others as a place to visit

Section 3 What You Think is Good About the Proposed Harbourside Development?

(Please tick **all** that you feel apply)

- It will provide a better quality visitor attraction
- It will provide a wider variety of things to do
- It will be a place to learn new skills
- It will be a place to learn about Porthcawl and its culture
- It will be a place for people to meet
- It could provide jobs for local people
- It could bring new income into the area, and improve the local economy
- Other (*please state*).....

Section 4 Total Household Income

- Up to £14,000 £14,000 to £28,000 £28,000 to £43,000
- £43,000 to £57,000 £57,000 to £73,000 Over £73,000
- Rather not say*

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