An Inner Harbour, Working to Secure Torquay's Future as the Number One Tourism Destination in The South West,

and

Protecting the Future of Torquay's Historic Waterfront Assets

(Pavilion, Princess Gardens, Cary Green)

NICE

TORQUAY

MENTON

TORQUAY

CANNES

TORQUAY

PRESENT SITUATION

Torquay is performing relatively well as a resort in domestic terms, thanks to a dynamic DMO, and “attack brands”

BUT

Torquay is not “world class”

Torquay’s architectural heritage has not been preserved particularly well, and has suffered from a number of poor planning decisions

Torquay lacks an all-weather facility

Torquay lacks a “focal point” for events

The global tourism market is extremely competitive; resorts need a USP

The Prince’s Foundation advised the Neighbourhood Forum “BE BOLD!”

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THE JACKPOT LOUNGE

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BEFORE:

AFTER:

CURRENT PROPOSALS FOR PAVILION AND INNER HARBOUR

65-bedroom, 4 star hotel, to incorporate Pavilion as reception area

45 apartments to be built on Marina car park

Hotel car parking to be provided on Cary Green

Inner harbour to be filled with 173 floating pontoons (effectively a second marina)

The Strand to be widened (over the listed slipway), and various improvements made to harbour facilities, Victoria Parade and Beacon Hill

ADVANTAGES OF THESE PROPOSALS

Torbay Council and Torbay Development Agency both broadly welcome this proposal

The Pavilion will be renovated by the developer

Apparently 200 jobs will be created by the Hotel development, though this figure has not been verified.

The hotel itself will be seen as offering very good quality accommodation, something which is needed in Torquay

Torbay Council will be rid of a building which is a potential drain on its resources

DISADVANTAGES OF THESE PROPOSALS

Should the hotel fail, what future then for The Pavilion?

There are as yet no architect drawings of the proposed development, and therefore no way of commenting on the architectural merits of the proposed hotel

The Pavilion will lose its individual/detached status, and become an appendage to a modern building; it is hard to envisage how this will enhance its appearance, or indeed that of the hotel

The hotel needs to be constructed on a relatively small “footprint”, which means that its overall height will be likely to be in the region of 6 storeys, thereby affecting the architectural integrity of the area and leading to concerns over shadow/light

The car parking arrangements are inadequate for the town’s parking need, as identified in the Port Plan

DISADVANTAGES OF THIS PROPOSAL (CONTD)

This proposal does little to enhance the tourism offer in Torquay, other than providing more hotel accommodation. It also restricts public access to a building that was originally designed to be a public space

The proposal to build pontoons in the inner harbour appears to breach the current contract with MDL, which specifically precludes the Council from creating a second marina.

The inner harbour does not fully drain, owing to a half-tide cill; this means that discharges from moored craft will create a significant threat of pollution (as owners will be effectively “living” on them)

There is the potential for damage to boats should the half-tide cill fail

The projected incremental income from the harbour project, after borrowing costs are taken into account, amounts to approximately £13,000pa, average for first 10 years, which is not particularly significant.

No jobs are created as a result of the harbour improvements (according to the Port Master Plan)

PROPOSAL TO RE-LOCATE TORQUAY PAVILION

HISTORY

Built as a concert hall/entertainment centre

Originally intended to be sited on the pier

Famous artistes, including Elgar, Rachmaninov, Nellie Melba, and Anna Pavlova

Grade II listed in 1973

1976 – interior largely destroyed

Late 70's onwards, uses included ice rink and shopping centre

Now empty and in need of major repairs

ALTERNATIVE PROPOSAL BY TTCCP

Re-locate the Pavilion to a man-made island in the Inner Harbour (NB – NOT demolish it “brick-by-brick”)

Enhance the inner harbour facilities, maintaining its use for locals

Develop the resulting larger site adjacent to Princess Gardens, to include commercial units, public space and residential

Create an underground public car park under Princess Gardens, thereby avoiding the need for parking on Cary Green

ADVANTAGES OF THIS PROPOSAL

The Pavilion becomes a stand-alone “show-piece” for Torquay, in an environment for which it was originally designed

The building and the surrounding “Plaza” would form a large public area, something which is lacking both now and in the current proposals

The Pavilion would become a profitable attraction in its own right. Being accessed via bridges would make it easy to secure for “pay events”, and also secure from vandalism

The project would significantly improve the tourism offer in Torquay, by providing an all-weather attraction (which has been identified as a major factor in the longer-term success of the resort)

There would be an increase in revenue from harbour users through enhanced harbour facilities, and new jobs created

The new development site becomes unencumbered, and therefore more commercially attractive/valuable

The resulting footprint for the Marina development becomes significantly larger, allowing for a lower structure than that currently proposed, substantial car parking provision (underground) and less impact on the inner harbour/Princess Gardens/Cary Green area

This development would provide the necessary return to fund the car park, as well as providing an additional public facility (see information pack)

DISADVANTAGES OF THIS PROPOSAL

The cost of such an endeavour would be high (although this would be built into the longer-term budget)

Logistically it would be very challenging, but a project of this type is not without precedent (see GEM Theatre & Century Club, Detroit)

PROJECTED COSTS

Following discussion with a UK company that has extensive experience in this field, the projected cost of structure relocation would be £4m

The cost of the island would be approx. £6m

The projected cost of repairs to the Pavilion is approx £3m (Torbay Council's figures assume £2m)

Total projected costs of re-locating the Pavilion: £13m

SOURCES OF FINANCE

A combination of private and public backers

Torbay Council (from prudential borrowing)

Developers of the vacant site adjacent to Princess Gardens (incorporating Marina Car Park)

Heritage Lottery Fund

Other interested parties

ECONOMIC SUSTAINABILITY

Indoor events space of 10,000 sq ft for events such as weddings, product launches, public performance, food markets etc. Projection: £346,000pa

Range of dining options, including destination restaurant, Palm Court, cafés (10,000 sq ft@ £25/sq ft = £250,000pa)

50,000 sq ft of external space. Projection = £320,000pa

Berthing capacity: £167,550pa. (This compares with current chain mooring fees of £47,229). The proposed pontoon scheme would produce £131,000pa (before borrowing costs)

Floating pontoon berthing 10m boats x 30 @ £129/m = £38,700pa

Additional short-term moorings for visitors 15 x 10m @ £10/day for 100 days = £15,000pa

130 x covered berths for motor boats up to 5m @ 130 boats x £129/m = £83,850pa

Storage of small craft (e.g. kayaks, jet skis etc) = £30,000pa.

Total projected annual revenue: £1,083,550pa

This will be sufficient to borrow £15,968,315 (prudential borrowing).

THE TTCCP PROPOSAL IS VIABLE.

ADDITIONAL REVENUES:

5 sell-out events (e.g. organized by ERTC) on the Plaza (4,000 people) would bring in an additional income of £500,000 (less costs), based on ticket sales of £25 per head:

"Last Night of The Proms"

"New Year's Eve on The Plaza"

Agatha Christie Festival

Super Car Event

Cruise Ships Private Parties

ADDITIONAL BENEFITS

On its new site, The Pavilion would become an attractive destination in its own right

The scheme itself would generate enormous PR for Torquay in terms of social media, TV, Press etc

On-going media coverage of events held once site developed

There are multiple possible uses for the Plaza, the Pavilion, and the new Marina Development, all of which would help attract visitors to Torquay

SUMMARY

This proposal is feasible

This proposal is viable, based on the projections provided

In the parlance, it IS developable, deliverable and viable

This proposal preserves a much-loved and key part of Torquay's heritage, and embraces the future

Torquay gains a major tourist attraction to help it compete globally in the future

This proposal is worthy of public consultation – let the town decide

Anything's possible!
(Sub Six, The Maldives)

Presentation by Number One Consulting on Behalf of The Torquay Town Centre Community Partnership

Number One Consulting

Putting You First

Coaching, Training and Support for the Hospitality Industry

Thank you for attending

There is an information pack to accompany this presentation which gives detailed information about this proposal, and also goes into more detail with regard to the site vacated by The Pavilion and Marina Car Park.