

Meeting of:	Cabinet
Date of Meeting:	Wednesday, 12 May 2021
Relevant Scrutiny Committee:	Corporate Performance and Resources
Report Title:	Penarth Pier Pavilion
Purpose of Report:	To provide an update to Cabinet on the return of the Penarth Pier Pavilion to the Local Authority following the surrender of the lease by Penarth Arts and Crafts Ltd. and to seek approval to develop a sustainable business plan to support the future operation of the building.
Report Owner:	Leader of the Council
Responsible Officer:	Rob Thomas, Managing Director
Elected Member and Officer Consultation:	<p>Leader</p> <p>Deputy Leader</p> <p>All Penarth Ward Members have been consulted on the report</p> <p>Strategic Leadership Team</p> <p>Operational Manager, Property</p> <p>Operational Manager, Legal Services</p>
Policy Framework:	This is a matter for Executive decision by Cabinet.
<p>Executive Summary:</p> <ul style="list-style-type: none"> • This report outlines to Cabinet the recent history of Penarth Pier Pavilion which was leased to Penarth Arts and Crafts Limited (PACL) until March 2021. • The report sets out the steps taken by the Council as part of the legal process that has seen the lease surrendered by PACL and terms of grant funding previously provided to PACL novated to the Vale of Glamorgan Council. A summary of the arrangements made with PACL for the purchase of fixtures and fittings to support the Pavilion's operation and the agreement regarding deposits paid to PACL for events bookings are provided for Cabinet's information. • The immediate actions undertaken since the Council assumed operational ownership of the building are outlined, including the essential health and safety works, granting a licence to the Big 	

Fresh Catering company to operate the café and the public communications that have been issued.

- The report summarises the current status of operating services from the Pavilion and the public consultation to inform the business plan for sustaining the future of the Pavilion as a community asset consistent with the uses for which grant funding was originally obtained to support the refurbishment.

Recommendations

1. It is recommended that Cabinet notes the contents of this report.
2. It is recommended that Cabinet approves the development of a business plan, including the identification of appropriate funding, to support the future operation of the Penarth Pier Pavilion as described in the report.
3. It is recommended that Cabinet approves that the operation of Penarth Pier Pavilion should be overseen by the Learning & Skills Directorate in recognition of the synergies between this building and the Council's arts, culture and learning services.
4. It is recommended that Cabinet approves the inclusion in the Capital Programme 2021/22 a scheme entitled "Penarth Pier Pavilion" to be funded by the Building Fund.
5. It is recommended that Cabinet delegates authority to the Head of Finance, in consultation with the Leader and Managing Director, to make funds available during the 2021/22 financial year to support the operation of the Pier Pavilion.
6. It is recommended that Cabinet delegates authority to the Managing Director, in consultation with the Leader, Deputy Leader, Cabinet Member for Leisure, Arts and Culture and the Head of Finance, to develop and implement a charging approach for use of the Pavilion.
7. It is recommended that Cabinet receives a further update on matters relating to Penarth Pier Pavilion in due course.

Reasons for Recommendations

1. To appraise Cabinet of the recent events relating to Penarth Pier Pavilion.
2. To ensure the Pier Pavilion can be operated on a sustainable basis in the future.
3. To ensure the Pavilion is allocated an operational 'owner' within the Council and to maximise the potential linkages with other Council-operated venues.
4. To ensure finance can be made available to support the operation of the Pier Pavilion.
5. To ensure finance can be made available to support the operation of the Pier Pavilion.
6. To ensure a framework for charging for use of the Pavilion is developed and implemented consistently.
7. To ensure Cabinet members are kept up to date with developments and appropriate approvals are sought as required.

1. Background

- 1.1** Penarth Pier welcomed its first visitors in 1895 and in 1929 the current pavilion building opened. The Pavilion has a rich history being used for dances during World War 2, latterly as a nightclub in the 1950s and 1960s and for a variety of purposes in the late twentieth century.
- 1.2** In 2011, Penarth Arts and Crafts Limited (PACL) secured funding from the Heritage Lottery, Big Lottery Community Asset Transfer Fund (now called the National Lottery Community Fund) and the Vale of Glamorgan Council to refurbish and operate the Penarth Pier Pavilion building. The renovation works were completed, and the building was reopened to the public in 2013. In 2014, Penarth Pier won 'Pier of the Year' in a poll by the National Piers Society and the Pavilion itself won the Royal Institute of Chartered Surveyor's Project of the Year award in the same year.
- 1.3** Under the terms of the agreements with the funding bodies, PACL operated the Pavilion as an arts and culture venue, including a cinema, exhibition/gallery space, meeting/events rooms and a café.
- 1.4** The Council has previously committed significant capital and revenue funding, and in-kind support, to PACL to support the operation of a high-quality destination.
- 1.5** PACL was overseen by a board of trustees, at times had a large volunteer base to support its operations and employed a paid cohort of staff to manage the venue and to deliver educational out-reach activities funded by external grants.
- 1.6** In recent years, the composition of the board of trustees has changed alongside a turnover in staffing.
- 1.7** In 2020, the national lockdown saw the Pavilion closing for a number of months. Subsequently, and later in 2020 PACL approached the Vale of Glamorgan Council to indicate the challenging trading conditions and resignations of all but two of the board of trustees had placed the charity in an unviable position.
- 1.8** In late 2020, the Council's Managing Director instigated and led discussions with PACL and National Lottery organisations to ensure the building remained available for the people of Penarth and the wider Vale of Glamorgan. Those discussions completed in late February and the Council formally took over the operations of the Pavilion following the novation of funding agreements from PACL in March.

- 1.9** The Council's aim throughout the negotiations was to ensure that the Pavilion could be retained for community use.
- 1.10** A team of Council officers was assembled to support the initial negotiations, manage the transfer process and to now focus on the future operations of the Pavilion building for community use.
- 1.11** This team meets weekly and chaired by the Managing Director draws together a range of officers from across the organisation, including Learning & Skills, Property Management, Finance, Legal, Communications & Engagement, Tourism and Building Compliance.
- 1.12** The initial negotiations between the Council and PACL considered the novation of the funding agreements with other funders to the Council, the fixtures and fittings within the premises and unsecured deposits paid to PACL for events.
- 1.13** The nature of the legal transactions associated with the negotiations is described in the legal implications section of this report.
- 1.14** The Council has made a payment to PACL to purchase in situ fixtures and fittings, including equipment such as the cinema projector, catering equipment and furniture, that otherwise would have been sold by auction to meet outstanding debts and meet liquidation costs. In doing so, the Council secured the potential to operate the Pavilion more expeditiously and at a lower overall cost to the taxpayer. In essence, allowing the removal of all equipment from the pavilion would have significantly jeopardised the reopening of the pavilion due to the costs that would have been associated with having to re-equip the building.
- 1.15** Deposits for events (such as weddings) had been made by customers to PACL. However, these deposits were not held by PACL in a 'ring-fenced' fund and as such, would have been lost during a liquidation process. The Council, in negotiation with PACL, made it clear from the outset that it wished to honour these bookings. Council Officers are presently in contact with those who have made bookings to discuss details with any who wish for these to continue. Where deposit payers do not wish to continue with their booking, the Council will not 'refund' these. To date, all customers have indicated they wish to rearrange their bookings and proceed.
- 1.16** The Pavilion is now under the operational (as well as continued freehold) ownership of the Vale of Glamorgan Council. This report sets out for Cabinet an overview of the work undertaken to date and the proposed next steps in developing a sustainable future for the Pavilion to provide a mix of community uses and working with a range of partners and community groups to shape the way forward for this iconic building.

2. Key Issues for Consideration

- 2.1** This report initially provides Cabinet with an update on the works undertaken since the lease for the Pavilion was returned to the Council. This largely focuses on the work undertaken from a facilities perspective, the consideration being given to operating some services (as COVID-19 restrictions and easing allow) and in enabling the operation of the café. The report then goes on to describe the proposed next steps, including an overview of the recent engagement and consultation activity, in developing a business plan for the sustainable operation of the Pavilion in the future.

Work Undertaken to Date

Facilities

- 2.2** Following the return of the building to the Council, a range of urgent works and improvements to the building were identified by colleagues in the Property section with input from the Compliance team. These works were given approval to be undertaken initially to allow the café area to be re-opened safely.
- 2.3** The Council has a duty to ensure that buildings under its control comply with appropriate statutory, regulatory, and corporate standards.
- 2.4** Works were undertaken to the building in connection with the following:
- Air conditioning system repairs including a replacement unit
 - Electrical distribution systems testing and repairs
 - Emergency lighting systems testing and repair
 - Fire detection and alarm system testing and upgrade including replacement of firefighting equipment
 - Fire doors inspections and repairs
 - Gas appliance safety work including replacement of the flue system, reconnection, and repairs to boilers etc.
 - Lift testing and maintenance
 - Water hygiene and safety checks and inspections.
- 2.5** In addition to the expenditure on building compliance matters, several other general building repairs have been required and have been undertaken which include the following:
- Repairs, cleaning and alterations to the catering kitchen
 - External clean down of walls and jet wash of decking
 - Replacement of high-level specialist flood lights
 - General lighting and electrical repairs arising from results of fixed wire testing

- Sanding and re-sealing of timber seating/tables
 - Replacement of high-level broken window and replacement locks to external doors
 - Repairs to water cisterns
- 2.6** In addition to the items described above, the digital infrastructure of the building has been upgraded to support the Council's recently enhanced public WiFi provision, enabling the offer of free, high-speed internet access to citizens and to provide a seven-fold increase in bandwidth to the public when using Pavilion spaces.
- 2.7** Essential maintenance has also been completed on the Pavilion cinema's digital projection system, ensuring it will be ready to be brought back into use as restrictions allow.
- 2.8** A separate condition survey has been undertaken to assess the likely future repairs and maintenance requirements of the Pavilion over the next five years. The condition survey has identified elements of the building which have been allocated a category in order to prepare a priority rating for the required works. The category items are:
- Category A: Good – Performing as intended and operating efficiently
 - Category B: Satisfactory – Performing as intended but minor repairs required
 - Category C: Poor – Exhibits major defects
 - Category D: Life Expired – Serious risk
- 2.9** Category D items have identified required works to the second boiler (and boiler room generally), repair/replacement of decking and steps to front and rear balcony, external repairs and redecoration (including works to shops 1-6 located next to the Pavilion for efficiency), internal redecoration of a number of rooms including the first floor function room and replacement of flooring in the kitchen/catering area. It is recommended that these works are undertaken within the next year.
- 2.10** Further items have been identified as Category C items (but have potential to move into Category D if not addressed within the next 12 months). These include new decking to the entrance and café areas, external repairs and redecoration of the pavilion building (some category C items have been identified at the shops which are recommended to be undertaken at the same time as the Pavilion works for efficiency reasons).
- 2.11** For years 3 to 5 (Categories A and B), there are a range of cyclical maintenance costs likely to be required.

- 2.12** In addition to the repairs and maintenance works identified above, there will be several ongoing annual servicing costs for building items such as the air conditioning, electrical systems, water testing, fire detection systems etc.

Big Fresh Catering Company

- 2.13** The Council-owned Big Fresh Catering Company took up residence in the Café and opened its doors for a takeaway service on 26 March to customers, offering a variety of hot and cold drinks, sandwiches and baked goods. This not only provides a mechanism contributing to the upkeep of the Pavilion, but also directly benefiting pupils as all surpluses generated by the Company go towards supporting the school meals service. The Café is open seven days a week from 9am until 5pm.
- 2.14** This was the first area of the Pavilion that could be opened to show the intent of the Council in getting the building open to public. Use was made of the Managing Director's Emergency Powers to enable Big Fresh Catering Limited to make preparations under Licence to operate for a one-year period until March 2022. Big Fresh will also provide a service from the bar area. Big Fresh will accommodate all space within the Pavilion as shown on the drawings marked in red (Appendix A).
- 2.15** Refurbishment works have been completed to improve the café area, including a new counter and coffee making equipment. An application for the registration of a new food business and a Food Hygiene Rating inspection was sent to the Environmental Health team prior to opening.
- 2.16** Big Fresh Catering are offering secondments to existing staff as continuous professional development and will advertise for temporary staff to cover in schools. Additional part time mid-week staff are being advertised on relief/temporary contracts until March 2022.
- 2.17** The café initially opened on a take-away basis. With restrictions easing from 26 April, the outdoor seating area has been refurbished and is now operational. Big Fresh Catering are currently making plans for operating the indoor café and the catering offers that could accompany events being held at the Pavilion (when restrictions allow).

Initial Service Operations

- 2.18** Due to the current restrictions on activities, and whilst the consultation and business planning work described in this report continues, there are limited opportunities to offer services from the inside of the Pavilion. However, with changes to the restrictions relating to community spaces and indoor hospitality having been made from May 3rd 2021 and further easing of restrictions being highlighted for the coming weeks, some opportunities have presented

themselves and the Council is keen to ensure the building is available for use as quickly as it is possible to do so safely.

- 2.19** In this regard, work is underway to temporarily relocate the Children's section of the Penarth Library. The Children's section is currently located in the library sub-floor and is not currently compliant with Welsh Government COVID guidance with regards to ventilation due to its location. This will therefore provide local residents with an opportunity to browse these materials in person, and to introduce new patrons to the Pavilion space. The regular programme for activities planned for the children's library, such as Rhyme and Sign and Story Time will be held at the Pavilion.
- 2.20** The Vale's exhibition on The Arts in Isolation, which is currently available online, will be showcased within the Pavilion Gallery once restrictions allow. A number of artistic works have also been discovered within the building, and arrangements are being made to showcase these to the public and for their original artists to reclaim.
- 2.21** Applications for music and alcohol licences have been progressed for the building, and it is anticipated these will be issued shortly.

Communications, Press & Brand Development

- 2.22** In line with the Council's determination to see the Pavilion operate as a community venue, the Council has issued regular press releases and information through social media in recent months.
- 2.23** Work has begun to develop the Pavilion branding that will be used for physical signage at the Pavilion (and more generally the Esplanade and pier) to enhance the attractiveness of the destination. A dedicated website is under development and initial work underway to explore the best use of social media to promote the Pavilion, Pier and Penarth Esplanade more widely. These marketing tools will be important to promote the services and destination to as wide-a-range of people as possible as the business plan is developed, and range of services increases.
- 2.24** Initially public communications have been particularly important in providing information to residents and reassurance to the community of the Council's actions working with PACL and the lottery funders to reach an agreement that will benefit residents.
- 2.25** These messages have attracted wide coverage from a range of media outlets including the Penarth Times and BBC Wales and have been used to communicate news of the surrender of the lease to the Council, to promote the opening of the Big Fresh Catering company café and to encourage stakeholders to participate in the public consultation on potential future uses for the building.

Developing A Plan for the Future

Consultation

- 2.26** A public consultation was launched online on 17 March and ran until 21 April. The aim of the consultation was to gain the views of the local community on what facilities/services/events they would like to see introduced at Penarth Pier Pavilion.
- 2.27** The survey asked for views on six areas of potential activity:
- Community hub
 - Celebrating heritage, arts and culture
 - Promoting leisure and well-being
 - Encouraging skills and education
 - Inspiring business and innovation
 - Improving the lives of local residents.
- 2.28** In addition to the online survey, feedback boxes were also installed in the Big Fresh Café on site, where customers were given the opportunity to vote for their main interest area (based on the above) as well as being provided with information as to how they could access the full survey to provide more detailed feedback.
- 2.29** As well as being able to answer the survey in full online, residents were also able to have their say by contacting C1V, where they could provide answers with the help of a member of the C1V team.
- 2.30** In total there were 1,078 responses to the survey. Appendix B provides Cabinet with an interim draft consultation report. This provides high level analysis of the results of the survey.
- 2.31** Based on the survey responses, a majority would like to see the Pavilion include a cinema space with an accompanying cafe, bar or street food space that could be used throughout the day and evening time. The comments suggested that previous ventures had not been efficient nor ambitious enough, and that something akin to Chapter Arts could work well.
- 2.32** A large proportion of respondents would like to see the space used for live music, theatre and comedy performances.
- 2.33** Many respondents would still like to see the space used for classes and group sessions for older and young people. Though, with the exception of 'tai-chi classes', there was no clear consensus of which types of classes or groups they would like to see as many of the suggested group/activity-based uses were voted as less important.

- 2.34** The use of the Pavilion for business and events was less well supported. Whilst many voted business purposes as unimportant, many comments opposed the idea of letting the Pavilion for exclusive events and reflected on the importance of it being an open community facility.
- 2.35** As part of the consultation, discussions have begun with prospective partners to explore how some aspects of the Pavilion's services, including the cinema, music events and artistic exhibitions, could be delivered. These discussions are ongoing and will develop further following detailed consideration of the outcomes of the consultation.
- 2.36** The results and comments of the consultation exercise will now be analysed in more detail and in parallel with the easing of coronavirus restrictions to inform the development of a business plan for the future operation of the Pier Pavilion. This will be supported by the employment of a Pavilion Manager and the Pavilion Project Team.
- 2.37** It is recommended that a further update be brought to Cabinet in due course to outline the business plan.

3. How do proposals evidence the Five Ways of Working and contribute to our Well-being Objectives?

- 3.1** The Council's operation of Penarth Pier Pavilion is being developed to consider the Council's well-being objectives as contained in the Corporate Plan (2020-25) and the Annual Delivery Plan (2021-22). The Council's well-being objectives will be furthered through the operation of the Pavilion, with particular emphasis on 'working with and for our communities', 'supporting learning, employment and economic growth' and 'supporting people at home and in their community'.
- 3.2** The development of a business plan is intended to ensure the long-term sustainability of the Pavilion, considering the role it can play in taking early action through offering services such as well-being sessions, to prevent later issues.
- 3.3** The Council is committed to developing the venue as a community space, consistent with the original aims of the grants which funded the refurbishment and operation of the Pavilion. The findings from the initial consultation work demonstrate the commitment to public involvement in shaping the future of the Pavilion's offering. Consideration will be given to working in collaboration with partners, for example in operating the cinema and other services, as well as reviewing the overall context of community facilities within Penarth in an integrated way.

4. Resources and Legal Considerations

Financial

- 4.1** In the short term, expenditure has had to be incurred to ensure that the Pavilion adheres to health and safety compliance requirements as detailed in the body of this report.
- 4.2** The initial phase of works required are estimated to cost up to £160k and the Council is also now responsible for the NNDR liability on the property. It is proposed that the building works are included in the 2021/22 capital programme and will be funded from the Building Fund. The revenue costs in the current year will be met by the Policy budget.
- 4.3** Initial estimates of the repairs and maintenance requirements described in the report above will require investment of approximately £100k in year two and £130k in years 3-5. In addition, there will be cyclical maintenance and servicing costs of an estimated £6k per annum.
- 4.4** The coffee shop in the Pavilion is being managed by the Big Fresh Catering Company and income will come back to the Council through this licence arrangement which will offset some of the initial costs outlined above.
- 4.5** Once the longer-term options for the use of the building are known, a business plan will be developed as described above and this process will give consideration to the potential income streams and budget requirements for inclusion in the 2022/23 budget planning process.
- 4.6** Delegated authority is sought to the Head of Finance (in consultation with the Leader and Managing Director) to make funding available within the 2021/22 financial year to meet the costs of operating the Pavilion.
- 4.7** Delegated authority is also sought to the Managing Director (in consultation with the Leader, Deputy Leader, Cabinet Member for Leisure, Arts and Culture and the Head of Finance) to develop and implement a charging approach for use of the Pavilion. This will ensure a consistent framework is put in place for charging of the use of the Pavilion for a range of different activities and events and will reflect the different potential uses (and users) of the Pavilion.
- 4.8** In summary and a key consideration for the Council, is that the building has to be placed on a sustainable footing. In this regard, there needs to be a recognition of the costs associated with the upkeep of the building and the on-going operating costs. This will be an important consideration as a Business Plan is developed and as the Council strives to strike a balance between the type of uses that can be accommodated in the building and the costs associated in delivering those various uses as well as the income that can be obtained from various uses of the building.

Employment

- 4.9** The Council will be seeking to employ a Pavilion Manager who will be responsible for managing the venue, including public enquiries, events, the relationship with stakeholders and partner organisations.
- 4.10** This role is currently being advertised as an internal secondment opportunity within the Council and once appointed, the post holder will be involved in developing the business plan and operations at the Pavilion.
- 4.11** Longer-term staffing requirements, including the potential engagement with a volunteer cohort, will be given as part of developing the business plan.

Legal (Including Equalities)

- 4.12** The Penarth Pier Pavilion building was formerly leased by the Vale of Glamorgan Council, 'the Council' to Penarth Arts and Crafts Ltd, 'PACL', on 20 June 2012 under a 125-year lease registered under title reference CYM 565538. PACL were formerly registered as a private company limited by guarantee without share capital, and incorporated on the 13 February 1998, as amended by Special Resolutions dated 10 December 2007 and 28 October 2013. Its sole member was a locally based registered charity, 1081276, known as PACL.
- 4.13** PACL current legal status is registered at Companies House as active with a proposal to 'strike off'. The required notice for compulsory strike-off is being prepared and the Board of Directors having commenced liquidation proceedings have appointed PJG Recovery (GB) Ltd to assist in organising the deemed consent procedure to appoint a Liquidator. A statement of affairs has been prepared and served on PACL's creditors. As this was not objected to by at least 10% of PACL's creditors the decision was automatically approved on 6 April 2021. The Local Authority's representative on the Board of Directors of PACL formally resigned as Director on 9 October 2020 and the termination of the appointment was registered on 5 April 2021 by the company's appointed insolvency practitioner.
- 4.14** Legal completion of the surrender of PACL's lease to the Council, dated 20th June 2012, occurred on the 5th March 2021. On the same date Deeds of Novation were completed between the Council and the Trustees of the National Heritage Memorial Fund, National Lottery Community Fund, and PACL's remaining Directors, respectively. The deeds are supplemental to the terms contained in a grant notification letter addressed to the original grantee, PACL, dated 25th of May 2011, NHMF, and 18 October 2011, NLCF.
- 4.15** The legal effect of the Deeds of Novation and PACL's surrender of the Lease to the Council means that PACL are now released and discharged from the terms and conditions contained within the original grant terms, and lease obligations, and as a consequence the Council accepts any future liabilities relating to the

original grant conditions and terms that might arise; agreed to reopen the property subject to national coronavirus restrictions in force from time to time; and run the building for the following purposes:

- local/regional public and visitor use as a community venue promoting community type activities;
- social enterprise opportunities;
- commercial opportunities promoted by the Council;
- providing leisure and educational opportunities;
- acting as a tourist attraction for public enjoyment and participation and learning on an inclusive and bilingual basis, linking, where achievable, with local and regional institutions, governmental and third sector agencies.

4.16 The Council is under a legal obligation to manage the running of the property in accordance with the purposes intended by the grant conditions and terms and to promote it as a community venue including the promotion of charitable and other community opportunities for the benefits of the people of Penarth and the residents of the Vale of Glamorgan and the surrounding area

4.17 Other responsibilities include the requirement to make good any internal decorative and undertake minor repairs and works to ensure that the property is preserved.

4.18 On the 26 March 2021 a licence to occupy parts of the Pier Pavilion building was entered into by the Big Fresh Catering Company and the Council. Big Fresh are a private limited company wholly owned by the Council and registered at Companies House under company reference 12202182. The company was incorporated on the 11 September 2019 and articles registered on 13 January 2020. The licence permits Big Fresh to operate a catering facility/café bar within an area identified in the licence consisting of space on the ground and first floors. The licensees are subject to a number of obligations to the Council under the terms of the lease and 20% of its turnover is paid to the Council for the permitted use of the areas of the building identified.

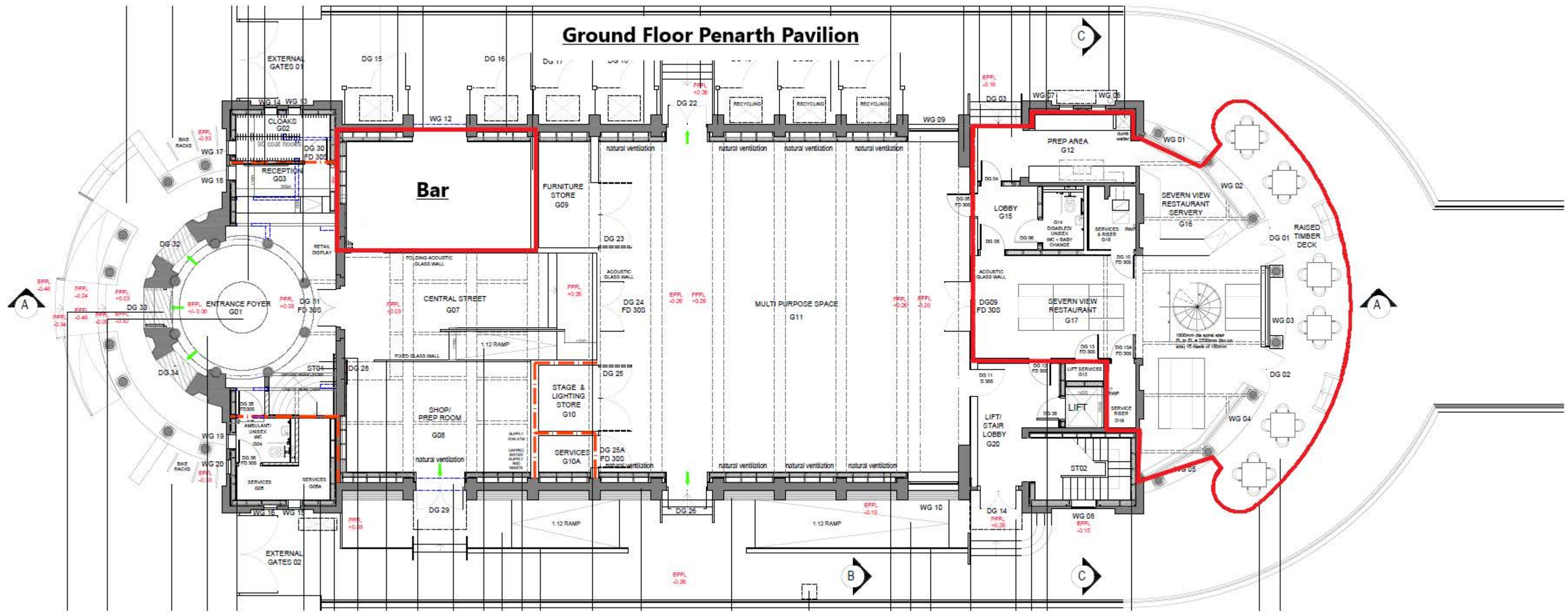
4.19 The use of Emergency Powers was sought to give effect to the agreement reached with the Penarth Arts and Crafts Ltd (PACL) Directors and the National Lottery Fund and the National Heritage Fund which require the Council to enter into a Deed of Novation with PACL's Directors and the National Lottery Fund and National Heritage Fund to ensure that the Council continues to operate the Penarth Pavilion Building in line with the aims and objectives outlined and as agreed between the parties to the agreements. These Emergency Powers were reported to Cabinet, 12th April 2021, with minute C548 referring.

4.20 The development of the business plan as described in this report will consider the Council's duties under the Equality Act (2010) and any duties owed under the Equality Act (Authorities subject to a duty regarding Socio-economic Inequalities) (Wales) Regulations 2021 and an accompanying Equality Impact Assessment will be developed.

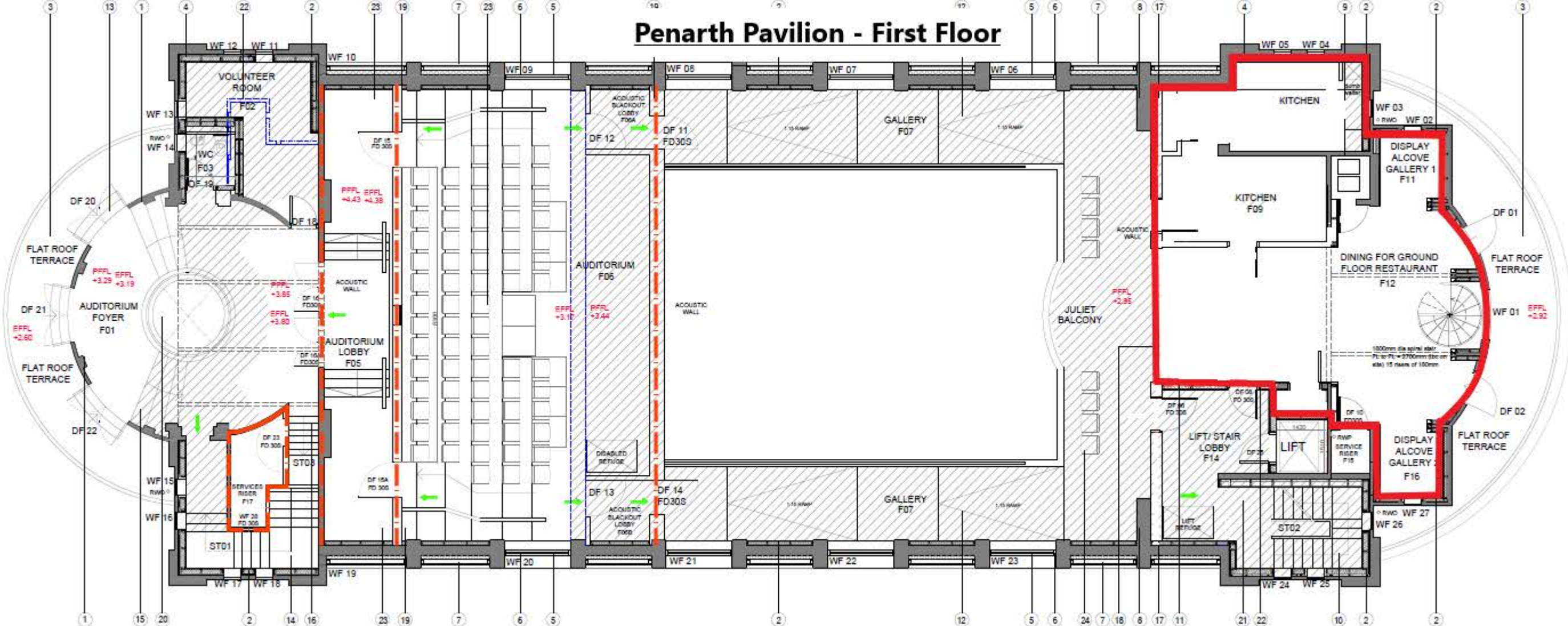
5. Background Papers

[Use of MDs Emergency Powers \(valeofglamorgan.gov.uk\)](https://www.valeofglamorgan.gov.uk), Cabinet, 12 April 2021

Ground Floor Penarth Pavilion



Penarth Pavilion - First Floor



Appendix B – Interim Draft Consultation Report

The Future of Penarth Pier Pavilion Consultation

Background

Penarth Pier Pavilion has recently come under the management of the Vale of Glamorgan Council, following the surrender of the lease by previous operators, Penarth Arts and Crafts Limited (PACL).

The iconic building will now be retained as a community facility, ensuring its sustainability for current and future generations.

The Council recognises its potential to become an inclusive community hub; celebrating heritage, arts and culture, promoting leisure and well-being, encouraging skills and education, inspiring business and innovation, and improving the lives of local residents.

To help shape the Pavilion's next chapter, the Council has consulted with the public on their ideas for how they'd like the building to be used. Ideas such as a street food venue, produce market and events venue were put forward as potential future uses.

Consultation methodology

The consultation launched on 17 March and was due to run until 14 April. However, as the survey received so many responses, the consultation was extended until April 21, 2021.

Due to coronavirus restrictions, the consultation was mostly run digitally. An online questionnaire was launched via the Council's website and three press releases were issued to give notice of the consultation throughout the consultation period.

The consultation and press pieces were promoted through the Council's Twitter and Facebook channels.

A week into the consultation the cafe at the rear of the Pier Pavilion began operating a take-away service. This was seen as a further opportunity to engage with the local community. Therefore, Perspex 'voting' boxes were placed in the cafe, adjacent to where coffees were purchased. With each purchase, visitors were given counters to place in the voting boxes which corresponded with what they would like to see offered at the Pavilion in future. The boxes aligned with the headings on the online survey in order to keep the feedback consistent.

Responses

There were 1,087 responses to the online questionnaire. The consultation questionnaire was divided into 6 sections, with each asking respondents to score the suggested uses from a 1 (not very important) to a 5 (very important). There was also a space for respondents to leave comments after each section.

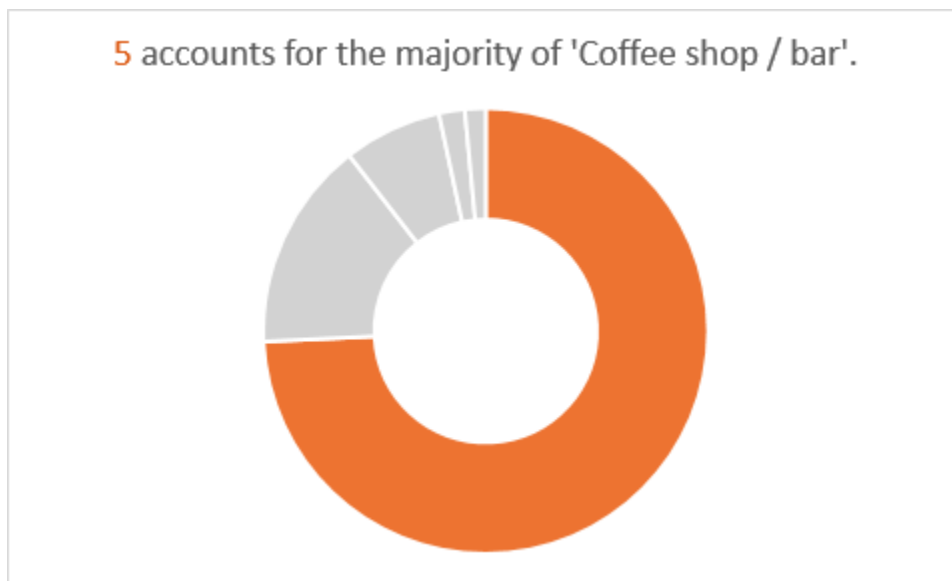
Appendix B – Interim Draft Consultation Report

Section 1 – A Community Hub

The first section gave a general overview of the suggested uses, including:

- Meeting Rooms
- Coffee shop / bar
- Talks and Classes
- Advice and Support Groups
- Social / Quiz Nights
- Weddings and Events
- Pop-up Restaurants
- Produce Markets

Six of the eight scored 'very important' as the majority. However, as the below chart shows, 790 respondents scored the coffee shop / bar option as 'very important'. This was a large majority compared to produce markets and pop up restaurants which scored 451 and 440 as a '5', respectively.



Other options such as talks and classes and social events / quiz also scored a 'very important', although with fewer votes. Nevertheless, initial analysis of the comments section was relatively equal across all areas. 88 respondents voiced their support for a cafe / bar, 85 for classes, 75 for live performances and 73 for activities involving the arts.

Despite not being mentioned in the first section, 317 of the comments called for the building to include a cinema. This was reflected in the second section, where 747 respondents voted cinema as 'very important.' In this vein, 21 comments referred to the Chapter Arts Centre as a potential business model or partner - based on its reputation as a contemporary and multi-functional venue.

Appendix B – Interim Draft Consultation Report

Live music and theatre performances scored a close second, with 616 and 525 respondents ranking the options as a '5'.

Section 2 – Celebrating Heritage, Arts and Culture

The second section included suggested uses such as:

- Cinema
- Live Music Performances
- Theatre Performances
- Workshops and Activities
- Exhibitions, Markets and Fairs
- Creative Spaces.

747 respondents marked Cinema as 'very important', with just 15% giving it a ranking of 3, 2 or 1. Responses across all other categories were similarly ranked.

- 84% of respondents ranked Live Music as a 4 or 5.
- 77% of respondents ranked Live Theatre as a 4 or 5.
- 63% of respondents ranked Workshops and Activities as a 4 or 5.
- 76% of respondents ranked Exhibitions as a 4 or 5.
- 70% of respondents ranked Markets and Fairs as a 4 or 5.
- 57% of respondents ranked Creative Spaces as a 4 or 5.

There were fewer comments in the second section than in the first. 98 comments were in support of the cinema and another 7 referred to Chapter Arts Center as a potential business model. Another 19 were in support of live performances being hosted at the pavilion.

Many of the comments on Workshops and Activities, Exhibitions, Markets and Fairs were also largely positive, with the general consensus that a community hub to host a variety of events would be welcome.

Section 3 – Promoting Leisure and Wellbeing

The third section included suggested uses such as:

- Exercise classes (high energy),
- Exercise and well-being classes (Yoga, mindfulness),
- Dementia Cafe
- Games Facility

This section had a more mixed response overall. Well-being classes and Dementia Cafe both scored 5 as the majority, although this was by a smaller margin than the previous sections options - 337 & 295, respectively. The comments reflected this, as 22 respondents supported the idea of a Dementia Cafe and its value to the community.

Appendix B – Interim Draft Consultation Report

High energy classes and Games scored a 1 overall, by a slim margin of 300 and 275 respectively. However, the comments were largely against exercise classes, with many suggesting that there were already enough venues in Penarth offering these types of activities.

A minority of the comments suggested that including these activities would be 'trying to do too much,' and that focusing on the pavilion as an arts hub (cinema, performances etc.) would provide a clear functionality and reliable income stream.

Section 4 – Encouraging Skills and Education

Section 4 included the following suggestions:

- Makers Spaces
- Repair Café
- Adult Education Classes
- After school club/classes/tutoring
- Pre-school classes
- Dance and Music Classes.

Again, responses to these were mixed and fewer comments left than in previous sections.

The Repair Cafe and Adult Education Classes both ranked as a 5, with just 53% and 52% voting as a 4 or 5. There was some support for these options in the comments, especially with dance and language classes. One comment noted that another Penarth venue had been earmarked for a repair cafe.

Makers Spaces averaged a 3, and all four comments about this were negative.

Afterschool and Pre-school classes both scored a 1 overall, with 4 and 5 being the least popular options in both. Many of the comments noted that schools and other venues would be more appropriate for this and that parking would have an impact.

Section 5 – Inspiring Business and Innovation

The fifth section covered the use of the pavilion as a business space with suggestions including:

- Meeting/Conference Facilities
- Small offices
- Coworking desks
- Corporate Events
- Business Support and Skills
- Events and Job Fairs.

All options scored a 1 overall, with most of the comments against these suggestions. Some of the top themes included:

- Office spaces would be a waste of a beautiful building
- Other locations in Penarth would be better suited to office space

Appendix B – Interim Draft Consultation Report

- The previous meeting room was largely unused

Section 6 – Improving Lives of Local Residents

The final section covered opportunities for the community, including:

- Volunteering Opportunities
- Employment Opportunities
- Work Experience
- Support for Young people
- Facilities for Older People.

All of these uses scored a 5 overall, and 3-4 as the second ranking.

Support for young people proved to be the most popular of all the suggestions. 13 of the comments were also in support of this option, and by comparison, Penarth already offers enough provision for older people. Parking was also raised as a potential barrier for older people.

17 comments were also in favour of volunteering opportunities, in particular with regards to the running of the pavilion. However, several negative references were made throughout the consultation to the previous volunteering structure.

Profile of respondents

As the charts below show, the majority of respondents were in the 35-54 age group category, female and residents of Penarth. Most of the respondents were residents of the Vale, however, many from Cardiff and Cardiff Bay also gave their views.

Row Labels	Count of How old are you?
35 - 54	485
65 +	230
55 - 64	209
25 - 34	116
18-24	34
under 18	2

Appendix B – Interim Draft Consultation Report

Grand Total 1076

Female accounts for the majority of 'How would you describe your gender?'.



Row Labels	Count of Where do you live?
Penarth	714
Cardiff	138
Barry	99
Dinas Powys	50
Sully	25
Other	54
Grand Total	1080

Appendix B – Interim Draft Consultation Report

Summary

Based on the survey responses, a majority of would like to see the Pavilion include a cinema space with an accompanying cafe, bar or street food space that could be used throughout the day and evening time. The comments suggested that previous ventures had not been efficient nor ambitious enough, and that something akin to Chapter Arts could work well.

A large proportion of respondents would like to see the space used for live music, theatre and comedy performances.

Many respondents would still like to see the space used for classes and group sessions for older and young people. Though, with the exception of ‘tai-chi classes’, there was no clear consensus of which types of classes or groups they would like to see as many of the suggested group/activity-based uses were voted as less important.

Finally, the use of the Pavilion for business and events was less well supported. Whilst many voted business purposes as unimportant, many comments opposed the idea of letting the Pavilion for exclusive events and reflected on the importance of it being an open community facility.

Next Steps

The many hundreds of comments received via the survey will now be analysed in further detail to inform the development of the business plan. Additional public consultation activities may be beneficial in the future to support the development of the business plan, and/or to supplement the findings of the initial survey as ideas take more shape.