

Pendine Attractor

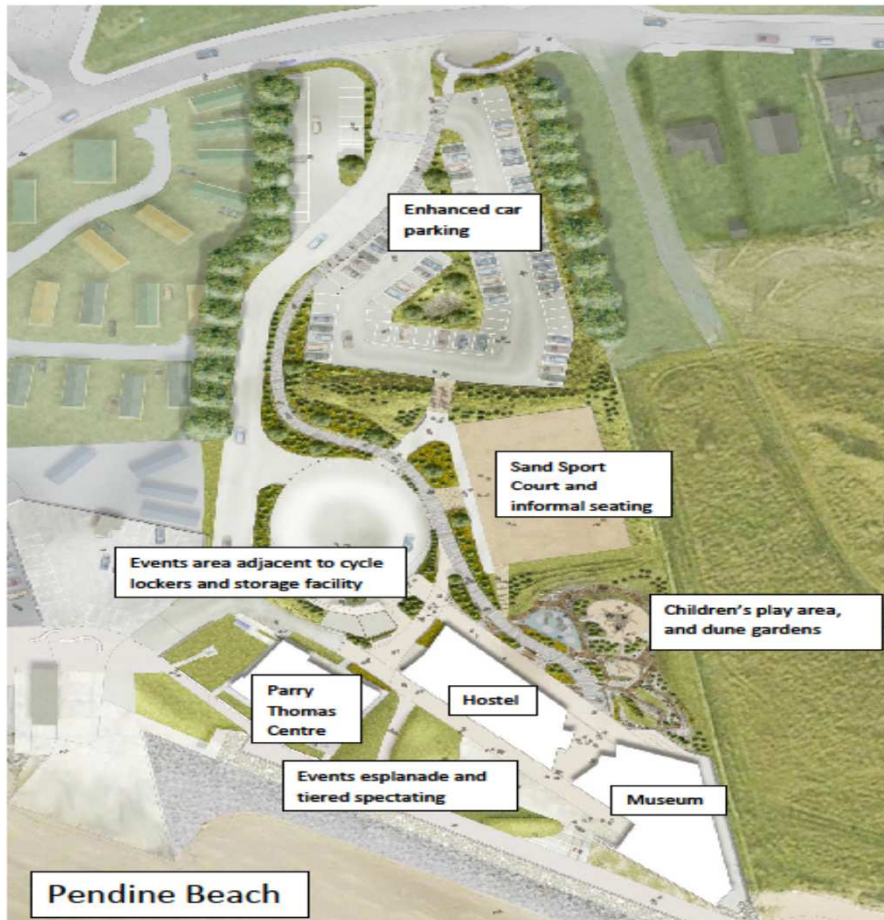
Community Scrutiny

Project Update 17/12/20

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Cyngor Sir Gâr
Carmarthenshire
County Council





HEADLINES

An indoor and outdoor high quality, year-round visitor destination that aims to maximise Pendine's heritage and its natural assets to drive forward the resort's future economic regeneration as a 'day and stay' event destination

Site video (Oct 2020):

<https://vimeo.com/461283002/dcb7c3ed22>

- Jobs Accommodated – 41
- SME's Accommodated – 4
- Premises Created – 1765m²
- Land Developed – 1.97ha
- Additional Day Visitors – 41,400
- Additional Bed Night Stays – 6,439
- Additional Major Events per annum – 9
- Additional Economic Impact per annum - £3.3m
- Jobs Created – 123 (direct, indirect and construction)



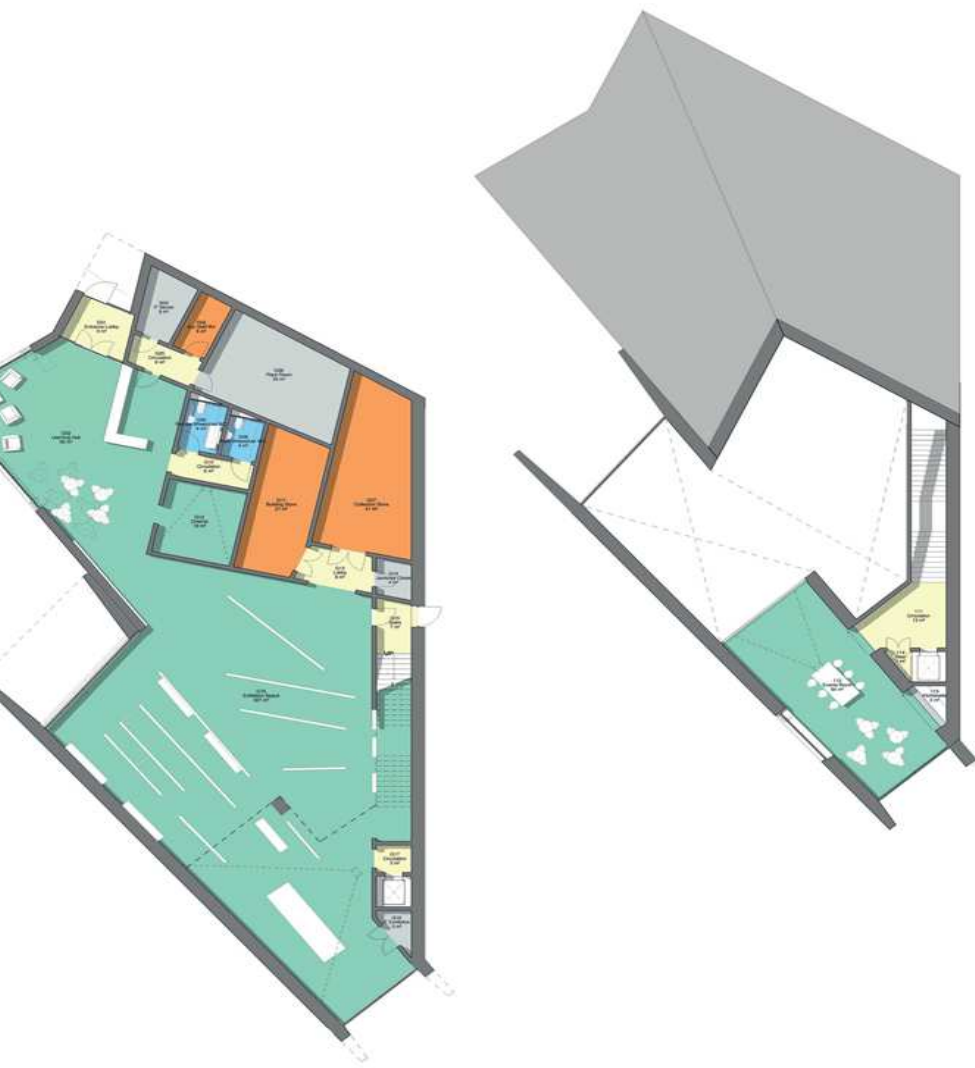
BACKGROUND

- Pendine Masterplan
- £7.6m project approved by [Executive Board on 13 March 2017](#)
- [New Museum of Speed](#)
- 42 Bed Eco Hostel, with 76 cover cafe
- Improved parking and events area
- Overnight 10 bay Motor Home site
- Beach sports and playground area
- Desire for an integrated site management solution



PROJECT UPDATE

- Project development governance and stakeholder consultation ongoing
- Timelines: Practical completion scheduled for 17th March '21. Earliest opening of Hostel May / June '21. Museum fit-out (£615k) 5.5 months work, likely opening Autumn '21
- Motorhomes site ready early 2021
- Project extension provisionally agreed with funders to Dec '21
- Project is transitioning from construction (led by Regen) to future management (Leisure)



GOVERNANCE & FUTURE MANAGEMENT

- Key principles for future governance model in place
- Legal advice sought and 4 management options considered
- Joint Management Agreement (JMA) preferred option for wider site
- Heads of Terms drafted with Pendine CC
- 5-year JMA agreement proposed



BUSINESS CASE

- Input and specialist advice sought and used
- Key assumptions agreed
- Visitor no's; charges (Museum / parking etc); Secondary spend projections
- Covid restrictions not applied
- Opening hours: Year-round
- Staffing variables
- Positive projections based on prudent assumptions
- JMA risk v reward (surplus re-invested into Pendine masterplan)
- Funders supportive

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NEXT STEPS

- **Confirm management model (with / without hostel)**
- **Agree HoT for JMA with PCC**
- **Sign off business case**
- **Firm up opening timelines**
- **Progress with key appointments**
- **Fully develop branding, marketing, IT and communication plans**
- **Continue to update members / public**

Diolch | Thank you

lan Jones, Head of Leisure
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