

Appley Tower

Consultation Presentation

The full draft Feasibility Report maybe reviewed at:
www.naturalenterprise.co.uk/pages/economic/158-appley-tower



Feasibility Study Objectives

- ▶ 1. Obtain realistic cost estimates for:
 - Bringing the Tower into a good state of repair
 - Improvements to enable income generation for sustainability.
 - Future annual maintenance costs
- ▶ 2. Explore income generating activities that:
 - Create a unique destination along Appley Beach
 - Protect community access to the Tower
 - Respect the architectural heritage and are mindful of the visual impact of any changes
 - Are achievable within the physical constraints of the Tower and its curtilage
 - Respect the Appley Beach environment
 - Support local regeneration goals
 - Provide sufficient income to keep Tower in good state of repair.
- ▶ 3. Provide an evidence base to secure future funding.

Estimated Restoration Costs

◦ Preliminaries:	£ 25,000
◦ Scaffolding	£ 7,500
◦ Stonework repairs	£ 85,000
◦ Replace glazing	£ 7,800
◦ Renew roof terrace decking	£ 12,500
◦ Rooftop safety balustrade	£ 30,000
◦ Reinstall mezzanine floor	£ 7,000
◦ Reinstall spiral staircase	£ 6,000
◦ Upgrade toilet	£ 1,750
◦ Upgrade electrics	£ 650
◦ Exterior door repairs	£ 1,500
◦ <u>Turret & Bay roof repairs</u>	<u>£ 1,800</u>
◦ Subtotal	£186,500
◦ <u>Plus 20% contingency</u>	<u>£ 37,300</u>
◦ Total	£223,800*
◦ * ex VAT	

Activity Options Considered Following First Consultation Round

- ▶ Restaurant
- ▶ Beach Café
- ▶ Cocktail Bar
- ▶ Beach Shop
- ▶ Beach games equipment hire
- ▶ Deck chair hire
- ▶ Function venue (weddings, children's parties/sleepovers, corporate events)
- ▶ Storytelling & theatrical events
- ▶ Art exhibition space
- ▶ Restore access to the roof for Solent views
- ▶ Local history museum
- ▶ Talks & walks
- ▶ Self-catering holiday accommodation

Preferred Combined Activities

- ▶ Self-catering holiday accommodation
- ▶ Public access and community hire days
- ▶ Beach Coffee Shop

The intention is for the activities to support each other to create a 'destination', offering a different experience at different times - the coffee shop operator to help facilitate the public access and community hire use and also to support the self catering accommodation offering.

Self Catering Holiday Property

- ▶ Property suitable for up to 2 sharing
 - Dining and lounge on first floor
 - Bedroom, bathroom, wardrobe on mezzanine floor
 - Electronic “camera obscura” on mezzanine floor
 - Roof top viewing terrace
- ▶ Premium price property, let during low season
 - (similar to Landmark Trust folly towers)
- ▶ Conversion and fittings costs: £34,800
- ▶ Estimated annual income: £ 5,520

Public Access And Community Hire Days

- ▶ 6 months p.a. when self-catering accommodation not in use
- ▶ Access to see small exhibitions and roof view
- ▶ No extra development costs except for historical information panels (not costed)
- ▶ Will need supervision (operating cost)
- ▶ Projecting annual income of £9,000

Based on 3,000 visits p.a. @ £3 per visit. Within the range of Newport Roman Villa (5k visits), Bus Museum (3.5k visits) and Donald McGill (2.7k visits)

Beach Coffee Shop

- ▶ Must be different from existing offers
- ▶ Creates a key destination / attraction with
 - Quality seating area around the tower – up to 52 covers
 - Wind protection with glazed balustrade
 - High quality coffee shop with external servery to attract custom
- ▶ Draws traffic along beach, encourages visits to the tower
- ▶ Enables better private hire proposition – food & drink service from coffee shop
- ▶ Shop to be sublet with annual rental income forecast @ £7k
- ▶ Development costs £139.7k

Estimated Development Costs

◦ Holiday Accommodation	
◦ Internal fitments	£ 24,000
◦ Camera Obscura	£ 5,000
◦ Contingency Costs @ 20%	<u>£ 5,800</u>
	£ 34,800
◦ Coffee/Beach Shop	
◦ Internal Ground Floor fitments	£ 11,800
◦ Ground works to terrace	£ 32,000
◦ 13 sets tables, seats, parasols	£ 15,600
◦ External servery	£ 21,000
◦ External lighting and electrics	£ 8,000
◦ Glazed sea wall balustrade	£ 28,000
◦ Contingency Costs @ 20%	£ 23,280
	<u>£139,680</u>
◦ Total Estimated Development Cost	£174,480

Financial Summary

Operating Activity	Capital Investment	Annual Income	Operating Cost	Margin
Self catering	£ 34,800	£5,520	£3,276	£2,244
Public Access and Community Hire	£ 0	£9,000	£11,645	-£2,645
Coffee Shop	£139,680	£ 7,000	£0	£7,000
TOTALS	£174,480	£21,520	£14,921	£6,599
General Costs before Finance Costs				
Property Repairs				£3,000
Premise and Management				£5,500
Contingency				£3,000
TOTAL GENERAL COSTS				£11,500
Overall annual position:				- £4,901

Enablers

- ▶ To address need for storage for the coffee shop and to generate additional income, we seek support for:
- ▶ 12 visually suitable Beach Huts
 - 2 used for storage (chairs, tables, parasols, beach chairs)
 - 10 let for additional revenue
 - Estimated cost including groundworks: £45k + contingency
 - Potential annual income: £7,500
- ▶ Beach events
 - 2 beach activities per annum for fundraising (target £4k)
- ▶ Beach concessions
 - Beach seating hire
 - Estimated annual income £2k pa

What's Needed To Proceed

- ▶ Community support for the proposal
- ▶ The Tower to be put into a good state of repair
- ▶ IWC to grant a long term lease, with permission to sub let, to a charity or an equivalent incorporated Not for profit entity, to allow grant applications to be written to fund capital work
- ▶ Permission to create an attractive seating area with external coffee shop servery
- ▶ Permission to landscape and build beach huts
- ▶ 2 free parking places at Appley Beach car park and service access to the Tower
- ▶ Free use of the beach for 2 fundraising events per annum
- ▶ Granting of a beach concession without a charge e.g. beach chair hire
- ▶ Financial support for the plan – provide the grant match funding of c£160k = 40% total spend of £398k – likely to be derived from a number of sources

Next Steps

- ▶ Consultation for the Draft Feasibility Report
 - IW Council, Ryde Town Council & Ryde Coastal Communities Team and Ryde community groups. Tower open days – 20th and 22nd September
 - Timeframe: 1 Aug – 7 Oct 2019
- ▶ Incorporate consultation feedback into final Report
 - Oct 2019
- ▶ Final Report adopted and submitted to Coastal Communities Revival Fund
 - End of Oct 2019
- ▶ Seek funding for agreed work
 - November 2019 onwards

