#### **Appley Tower**

Consultation Presentation

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







# Feasibility Study Objectives

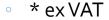
- ▶ 1.Obtain realistic cost estimates for:
  - Bringing the Tower into a good state of repair
  - Improvements to enable income generation for sustainability.
  - Future annual maintenance costs
- 2.Explore income generating activities that:
  - Create a unique destination along Appley Beach
  - Protect 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**

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







# 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**

	£ 34,800
<ul><li>Contingency Costs @ 20%</li></ul>	<u>£ 5,800</u>
<ul><li>Camera Obscura</li></ul>	£ 5,000
<ul><li>Internal fitments</li></ul>	£ 24,000

#### Coffee/Beach Shop

O	Corree/Deach Shop	
0	Internal Ground Floor fitments	£ 11,800
0	Ground works to terrace	£ 32,000
0	13 sets tables, seats, parasols	£ 15 <b>,</b> 600
0	External servery	£ 21,000
0	External lighting and electrics	£ 8,000
0	Glazed sea wall balustrade	£ 28,000
0	Contingency Costs @ 20%	£ 23 <b>,</b> 280
		<u>£139,680</u>
0	Total Estimated Development Cost	£17/, /,80





# **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	£O	£9,000	£11,645	-£2,645
Coffee Shop	£139 <b>,</b> 680	£ 7,000	£O	£7,000
TOTALS	£174,480	£21,520	£14,921	£6,599
General Costs before Finance Cos				
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 – 20<sup>th</sup> and 22<sup>nd</sup> 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





