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## **Appendix 1**

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Monday, 3 September 2018

SUBJECT: GRANGE LIDO & THE RISE OF OPEN WATER SWIMMING

To Whom It May Concern:

My own role within open water swimming has included organising the Open Water Swimming events for the London 2012 Olympics and recently the European Open Water Swimming Championships in Glasgow 2018. Alongside this, I work for the world governing body for aquatics (FINA), as their open water swimming consultant and I have my own company based in Cumbria called Chillswim.

Chillswim has held six international winter swimming events and last weekend a length of Coniston swim. The growth of open water swimming really started in 2006 with 'Wild Swimming' gaining popularity in the broadsheets, comedian David Walliams swum the English Channel. Then in 2008 Open Water Swimming was held for the first time in the Olympics with Team GB winning two silver medals and a bronze. The Great North Swim (which I was in charge of) took place in Windermere with 2400 swimmers in year one (this would rise to 10,000 swimmers by 2011). The Big Chillswim took part in Windermere for the first time in 2013, with a 'lido' having to be created in Low Wood Marina with 1000 swimmers taking part in races up to 1km in water under 6 degrees with no wetsuits. Swimmers travelled to Cumbria to take part in the event from USA, Argentina, Russia, Finland, Latvia, Spain, Germany, Estonia and the sport of winter swimming became established in the North of England (with Blue Peter and its presenters taking part). Recently there have been several articles of the benefits of cold water/open water swimming both physically and mental wellbeing.

To have Grange Lido in operation would be a huge attraction for the growing numbers of swimming enthusiasts regionally and from around the UK. Chillswim would like to operate our winter swimming galas from the lido (without the risk of our pontoons being damaged in Windermere, which has happened previously). Chillswim operates year-round with coaching sessions, training sessions and events. We would love to be involved with Grange Lido and an outdoor swimming destination.

Regards

A handwritten signature in black ink, appearing to read "Colin Hill".

Colin Hill

International Marathon Swimming Hall of Fame Inductee.



# Cumbria Amateur Swimming Association

Affiliated to Swim England North West Region

## SAVE THE GRANGE LIDO

Dear Sirs,

6<sup>th</sup> December 2018

I understand that a report on the viability of Grange Lido is to be discussed at a forthcoming meeting of South Lakeland District Council.

On behalf of Cumbria Amateur Swimming Association, I would wholeheartedly support the Save Grange Lido campaign as I am sure will the vast majority of the swimming fraternity in Cumbria and North Lancs.

Cumbria lacks a 50m pool and as such hinders the development and potential of the County's young swimmers. At present elite swimmers from all clubs in the County must travel to Manchester, Liverpool, Stockport, Leeds, Sunderland and Glasgow for 50m training.

A 50m pool in Cumbria will not only benefit competitive swimmers but will also provide an ideal location for schools swimming in the South Lakes area.

The recent loss of Troutbeck Bridge swimming pool has resulted in a shortage of available pools for schools swimming and Grange Lido will provide a first class replacement.

There are many elite swimmers in Cumbria who compete regionally and nationally but they are clearly disadvantaged by the lack of a 50m pool and if Grange Lido could be saved, it will provide a tremendous asset for the swimming community of Cumbria and North Lancs.

Cumbria Amateur Swimming Association is therefore very much in support of the Grange Lido campaign

Yours sincerely

Martin Tickner

### President and Secretary of Cumbria ASA

President M Tickner 18 Grange View Wigton Cumbria CA7 9EZ Tel: 01697342778	Chairman M Hinde 12 Elizabeth Cres. Bay Vista, Whitehaven Cumbria Tel: 01946 694177	Secretary M Tickner 18 Grange View Wigton Cumbria CA7 9EZ Tel: 016973 42778	Treasurer K J Chisholm 33 Rannerdale Drive Whitehaven Cumbria CA28 6LA Tel: 01946 694019	Diddy League Secretary Mr S Bell Holly House, 20a Parkland Avenue, Carlisle, Cumbria CA1 3GN Tel: 01228 547897
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# HISTORIC POOLS OF BRITAIN

c/o Fido PR, Left Bank, Manchester, M3 3AF, 0161 832 3588

Councillor Giles Archibald  
South Lakeland District Council,  
South Lakeland House,  
Lowther Street,  
Kendal,  
Cumbria LA9 4DQ

22<sup>nd</sup> January 2019

Dear Councillor Archibald,

This letter is sent on behalf of Historic Pools of Britain, a national organisation that represents swimming pools of historic significance across the country. We are writing to give our whole-hearted support for the retention and restoration of Grange-over-Sands Lido.

Historic Pools of Britain was formed in 2015 to disseminate best practice in terms of protecting, restoring and operating historic pools. We also aim to raise awareness of historic pools, highlighting the fact that they make a very significant contribution to the social and architectural history of Great Britain and continue to play an important role in our communities today. Our members include private operators, public bodies and large leisure trusts as well as a growing number of community trusts and there is a great sharing of skills and knowledge within the membership.

Grange Lido is a remarkable survivor of the golden age of outdoor swimming in Britain, and a very rare, if not unique, example of a large seaside 1930s outdoor pool in the north of England. Its heritage value is unquestionable and is reflected in its listed status.

Just as important as the historic value of Grange Lido is the fact that it is capable of being restored for its original purpose, and that as a working outdoor pool it would bring very significant benefits to Grange-over-Sands and the region. Historic Pools of Britain is in touch with a growing number of outdoor pools that run with little or no subsidy from their local authority and yet provide multiple leisure opportunities for both local residents and visitors. We are seeing a year on year increase in interest in outdoor swimming and lidos are responding to this demand. Grange Lido could, we suggest, make a great complementary contribution to the existing tourist offer of the town and boost employment and income in both the pool itself and neighbouring businesses.

We welcome the news that South Lakeland District Council is planning to undertake a joint study with the Save Grange Lido group to investigate the feasibility and potential benefits of restoring the lido for swimming. This represents a very positive approach which everyone can endorse.

However, we understand that the Council is also considering making an application to fill in the Lido with a garden. We have read the Grange Lido Renaissance Heritage Statement and urge the Council to refrain from proceeding with the application to fill in the pool. This would be extremely detrimental to the Lido as a listed building as the garden would:

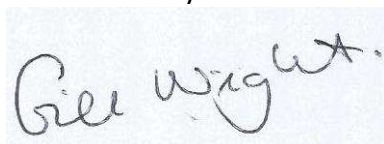
- Diminish appreciation of the original buildings – the visuals in the document show this clearly as sight-lines of the buildings are broken by planting which detracts greatly from the clean lines of the pool and its current setting
- Be extremely costly to reverse in the future
- Have the potential to damage the structure of the pool

We suggest that there is no need to fill the pool with gardens in the first phase of the site's restoration. Historic Pools of Britain can provide great examples of how public benefit can be provided within an empty pool structure and would be pleased to provide details on this.

As a member of Historic Pools of Britain, Grange Lido benefits from sharing the skills and experience of other member pools in the restoration and operation of historic pools. Historic Pools of Britain has been particularly successful at gaining media coverage and therefore increased profile for historic pools, in particular its members. This will undoubtedly assist Grange Lido in any fundraising campaigns and in promoting the pool as a visitor attraction once it is open.

In addition to the support of Historic Pools of Britain itself, there is a great deal of support within the network to help the team at Grange Lido succeed with its vision; direct experiences to be passed on and learned from, expertise in all areas of management and practice that can be shared. There is the opportunity for Grange Lido to become a shining example of what's possible when a local authority and an active and dedicated community organisation work in partnership.

Yours sincerely

A handwritten signature in dark ink, appearing to read 'Gill Wright', with a stylized flourish at the end.

Gill Wright  
Historic Pools of Britain

[historicpools@victoriabaths.org.uk](mailto:historicpools@victoriabaths.org.uk)

0161 224 5834

07742 203678

[www.historicpools.org.uk](http://www.historicpools.org.uk)



# KENDAL AMATEUR SWIMMING & WATERPOLO CLUB

Affiliated to Swim England Swim North West Swim Cumbria

FAO South Lakeland District Council  
Save Grange Lido Committee

22<sup>nd</sup> January 2019

To Whom It May Concern

## **Kendal Amateur Swimming and Waterpolo Club Support for Save Grange Lido**

Kendal Amateur Swimming and Waterpolo Club would like to put on record our support for the restoration of the swimming pool at Grange Lido. The Club currently has 180 swimmers and players from the ages of 7 up to 20+, all of whom participate in competitions which can be at local club level up to and including national competitions.

A large proportion of our senior swimming squad are on target to achieve North West Regional Championships qualifying times for 2019. As both Regional and National Championships are held in 50m pools, this puts our swimmers and those of other Cumbria, South Lakes and North Lancashire clubs at an immediate disadvantage to their peers from city and surrounding area clubs; who have weekly training access to a 50m pool. Not only are there the physiological disadvantages in terms of confidence and the ability to carry on through the 25m invisible wall, there is a lack of experience in terms of endurance, stroke count and pacing.

As the only 50m pool North West of Manchester and West of Sunderland the Grange Lido would be an asset to the Clubs training programme. Currently we have the opportunity to train approximately 10 hours a year at either Manchester or Liverpool though a Swim England initiative. It is not always possible for us to utilise the opportunity as the hours, which are on a Saturday evening, tend to clash with various competitive events. The opportunity to train regularly and compete locally in a 50m pool would be a huge benefit to our swimmers enabling them to compete on a level platform with their peers from city clubs.

The restoration of Grange Lido could potentially enable Kendal AS&WPC to provide all our swimmers and waterpolo players more training time by expanding our existing programme. Along with the opportunity to encourage more young people from the South Lakes area to join the Club and participate in sports that provide all-round physical and mental wellbeing as detailed in the Health and Wellbeing Benefits of Swimming Report June 2017.

<https://www.swimming.org/swimengland/health-and-wellbeing-benefits-of-swimming/>

<https://www.swimming.org/library/documents/2568/download>

<https://www.swimming.org/library/documents/2569/download>

Kendal Amateur Swimming and Waterpolo Club would offer any support we can to the project and would value having the opportunity of utilising the facility of the Grange Lido 50m pool.

Yours sincerely

Nicola Bottomley

Secretary On behalf of Kendal Amateur Swimming and Waterpolo Club

Chair	Hon. Secretary	Hon. Treasurer	Hon. Membership Secretary
Julie Johnson chair@kendalasc.org.uk	Nicola Bottomley secretary@kendalasc.org.uk	Sarah Saunders	Mel Priestley



# MANCHESTER CITY COUNCIL

## **Growth & Neighbourhoods Directorate**

Mark Rose

07900 418589

m.rose1@manchester.gov.uk

Strategic Head of Performance Coaching & Head of Aquatics

Sports Development

Growth & Neighbourhoods Directorate

Manchester City Council

Manchester Aquatics Centre

Booth Street East

Manchester, M13 9SS

Mr David Dawson  
Company Secretary Save Grange Lido Ltd  
High Greaves House  
Pennington  
Ulverston,  
Cumbria  
LA12 7NT

Date: 1st May 2019

Ref Saving Grange Lido.

Dear Sir/madam,

May I introduce myself, I am the Strategic Head of Performance Coaching for Manchester City Council and the coach to the Swim England National Performance Centre based here in the city.

The Centre is a swimming programme that prepares swimmers from the learn to swim programme at community level, right throughout the pathway to international representation at a senior level.

The young people involved in this programme train up to 30 hours per week in addition to their studies at school/college/university. Some even work part time to fund their sporting activities.

This takes a huge amount of self management and discipline, as you will no doubt understand.

I am writing to give my support for your endeavours to save the Grange Lido.

An outdoor 50m pool with 6 lanes would be something we would relish the opportunity to try and book if possible. We immediately see it as somewhere we would want to request a training camp for our elite open water swimmers. Along with the opportunity to do some outdoor swimming that would be invaluable as a life experience as well as a developmental opportunity for our international swimmers who always have a challenge in their first races outdoors.

I see this facility as being an outstanding chance to build a resource that benefits the local community and the elite alike and have my fingers crossed that you are successful with your endeavours.

If you have any sort of mailing list for updates I would ask that I am added.

Kind regards and best of luck!

Mark N Rose



Dear Philip,

Following on from our discussions I would like to put it into writing our intentions to support the project of refurbishing Grange Lido, although the local region does have a good supply of water space we understand that Grange Lido is an iconic local facility that refurbished can become a sustainable facility that is fit for use by all. Furthermore the region suffers from an under supply of 50m training facilities, therefore we hope that a reopened Grange Lido will assist in meeting that need for the wider area.

We would like to reinforce that our consultancy and advice will be provided throughout the project and into the opening of the facility. Unfortunately we do not have capital funding to invest however will continue to advise and support that any capital spent provides the greatest value for money in ensuring we provide a fit for purpose facility.

Kind Regards,

Richard Lamburn  
Swim England Facilities

Ulverston Amateur Swimming Club (Otters)  
Secretary – Juliet Caldwell  
Sayles Cottage  
Spark Bridge  
Ulverston LA12 8BY



Save Grange Lido Committee,

3<sup>rd</sup> September 2018

Councillor Giles Archibald,

Tim Farron MP

### **Ulverston ASC support for Save Grange Lido**

Ulverston ASC would like to put on record our support for the restoration of the swimming pool at Grange Lido.

As the only 50m pool north-west of Manchester this would be a very valuable asset for the UASC swimmers' training programme. Presently, swimmers who attain qualifying times to compete in the North West Regional Championships (the majority of our senior squad) are faced with competing in a 50m pool having had little or no training in a "long course" pool. Quite apart from the psychological disadvantage compared with the competitors from the city clubs, the lack of training means that they struggle with basic differences from 25m pool swimming such as stroke count and pacing. The skill of swimming in a 50m pool is very different from the 25m pools – which are all we have within Cumbria and North Lancashire.

In order to mitigate this, we are able to bid to obtain some training time at Manchester Aquatics Centre – this gets us just ten hours' training time per year if we are lucky. So being able to train regularly in a local 50m pool and even potentially have some racing there against other local clubs (who I am sure will be similarly interested in training at Grange) would be an enormous benefit to our competitive swimmers and start to put them on a more even footing with swimmers from Manchester, Liverpool and beyond.

In summary, Ulverston ASC would be very keen to utilise the Lido pool, whatever the weather, for training as well as recreationally. If there is anything we can do further to support the potential restoration programme we would be happy to do so.

Juliet Caldwell

Secretary, Ulverston ASC



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**J F Hornby & Co**  
CHARTERED ACCOUNTANTS



Dear South Lakes District Council,

I'm writing to you on behalf of Ulverston Triathlon Club. We'd like to register our support for the restoration of Grange Lido. We feel that the lido would be a fantastic resource to boost participation in triathlon and physical activity in general.

At present we have many members who swim outdoors throughout the year and we believe that though there would undoubtedly be a drop off in the use of the lido in winter months, a significant proportion of people would still make use of it year-round.

One of the main barriers to junior participation in triathlon in the area is the difficulty of providing a safe environment in which children can swim. We believe that Grange Lido and its location next to the promenade would provide the perfect venue for junior events.

Triathlon in Cumbria already provides a significant boost to the local economy. Figures released recently show that the Lakesman Triathlon provided a £1.7m boost to the economy and aside to the more general benefits to tourism, we believe that running triathlon events from Grange Lido could provide a significant boost to the local economy.

We realise that the costs of redeveloping the lido would be large and that council funding is being heavily squeezed, but I am sure the council is aware of the multiple sources of funding that may be available for example through the Walney Extension Community Fund, Sport England and Historic England.

Many thanks for your consideration.

Yours sincerely,

Cian Nutt

Committee member,

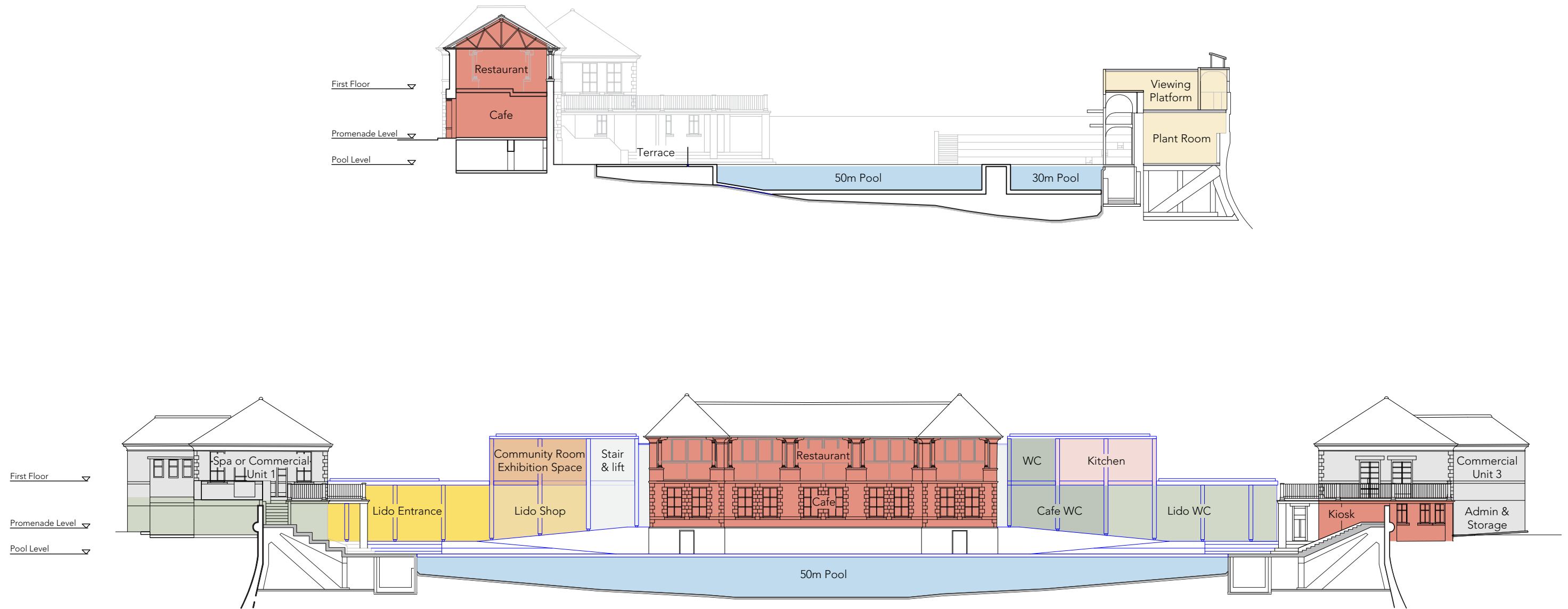
Ulverston Tri Club



## **Appendix 2**

Plans from Studio Octopi

- i. Proposed Sections
- ii. Proposed Ground Level Plans
- iii. Proposed Upper Level Plans



do not scale from this drawing  
all dimensions are in millimetres  
contractor to confirm all dimensions  
on site  
any discrepancies to be notified to  
the architect in writing before work  
commences  
this drawing is the copyright of  
octopi ltd

REV A 30/11/18 Issued to client  
B 12/12/18 Final issue to client  
C 18/1/19 Plant Room moved to Diving Pavilion

## Information

0 1 2M

Project  
Grange over Sands Lido

Drawn by  
AP

Scales  
1:250 @ A3

Date  
190618

Title  
Proposed  
Site Section

Job no.  
209

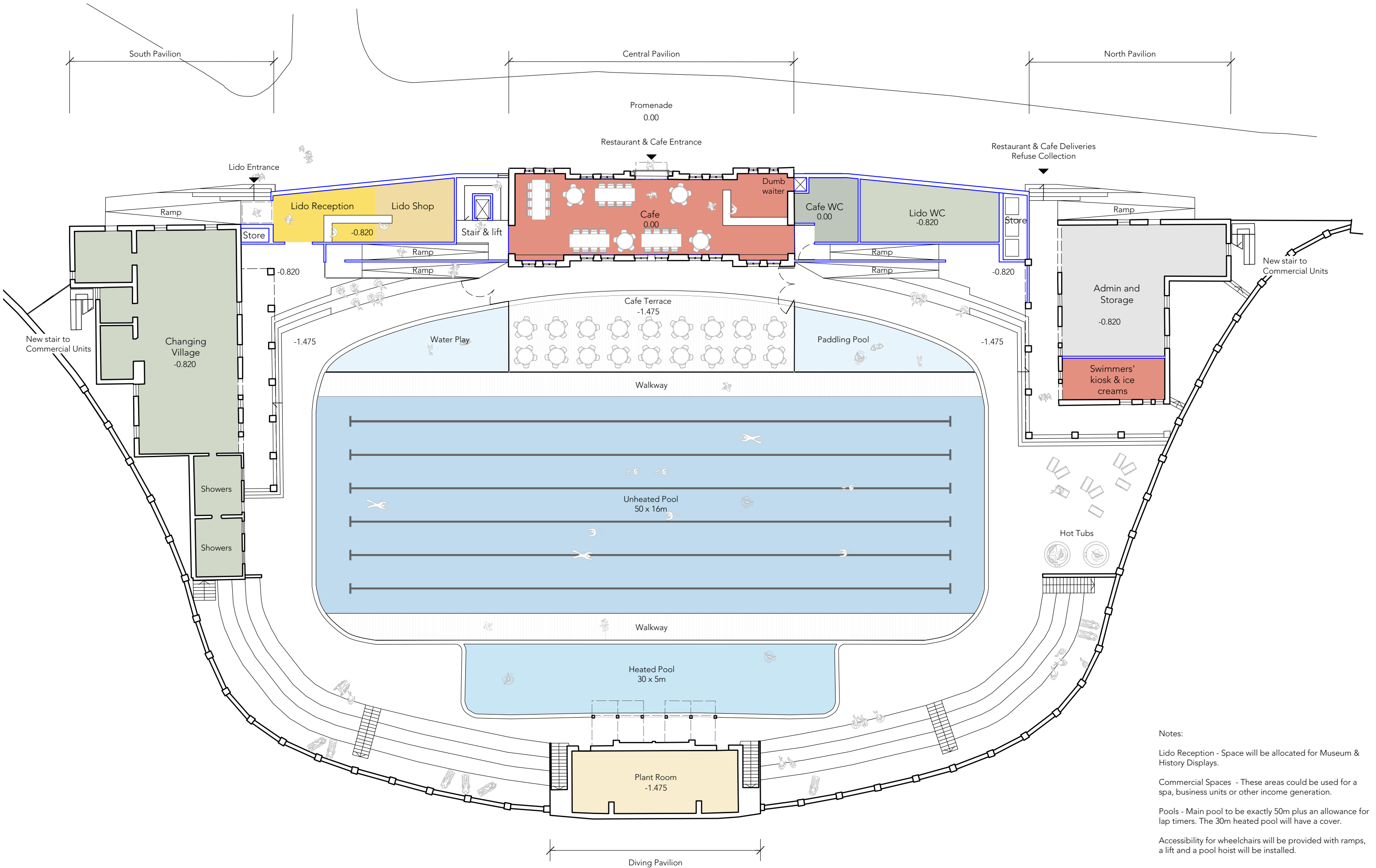
Drawing no.  
sk08

Revision  
C

STUDIO  
OCTOPI

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Notes:

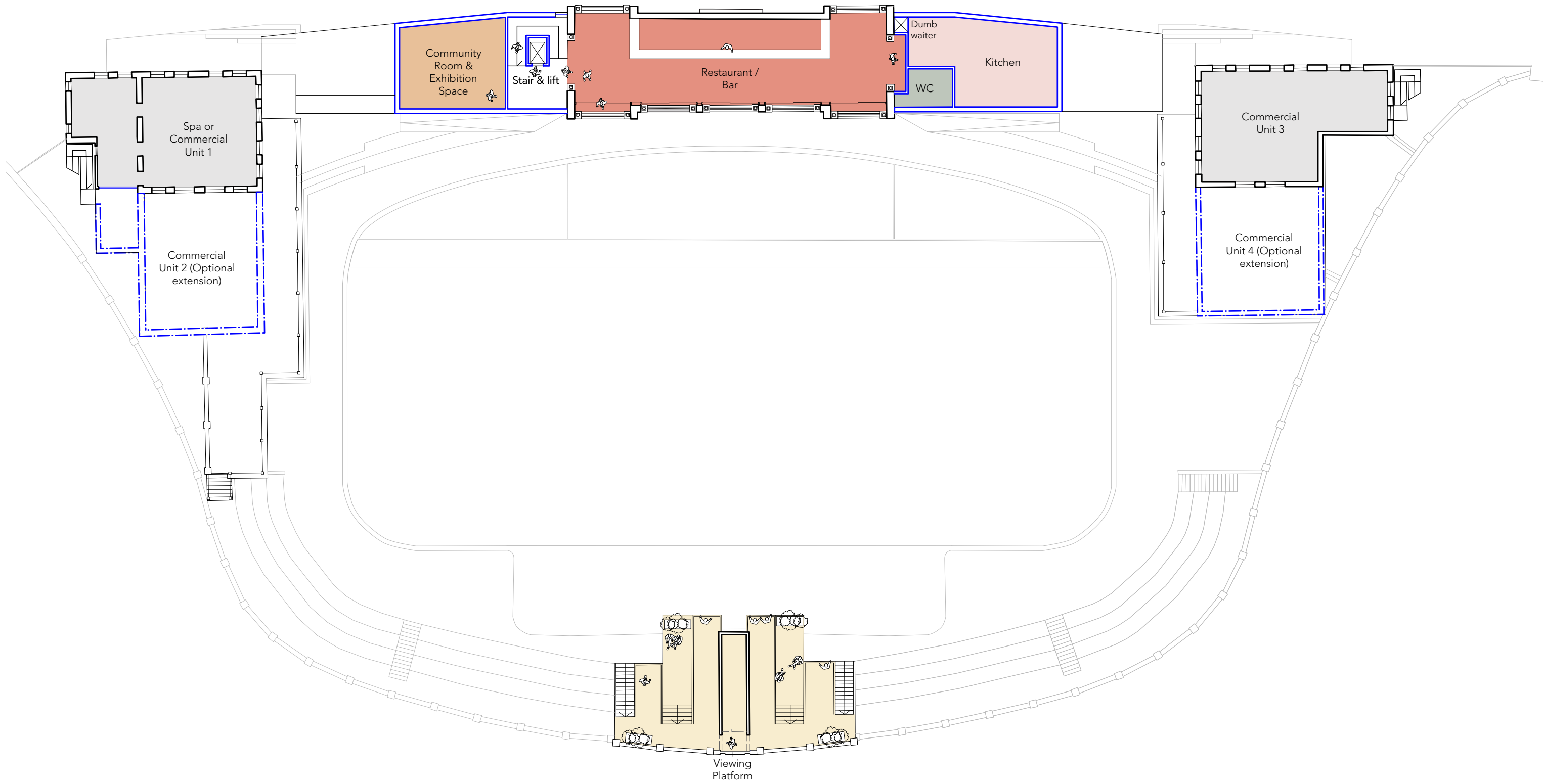
Lido Reception - Space will be allocated for Museum & History Displays.

Commercial Spaces - These areas could be used for a spa, business units or other income generation.

Pools - Main pool to be exactly 50m plus an allowance for lap timers. The 30m heated pool will have a cover.

Accessibility for wheelchairs will be provided with ramps, a lift and a pool hoist will be installed.

<p>do not scale from this drawing all dimensions are in millimetres contractor to confirm all dimensions on site any discrepancies to be notified to the architect in writing before work commences this drawing is the copyright of octopi ltd</p>	<p>REV A 21/11/18 Layout updated to retain restaurant and cafe in central pavilion</p> <p>B 30/11/18 Issued to client</p> <p>C 12/12/18 Final issue to client</p> <p>D 18/1/19 Plant Room moved to Diving Pavilion</p>	<p>Key</p> <p>▲ Entrance from Promenade</p>	<p>Information</p> <p>0 1 2 3 4 5 M</p>	<p>Project Grange over Sands Lido</p> <p>Title Proposed Promenade Level Layout</p>	<p>Drawn by AP</p> <p>Job no. 209</p>	<p>Scales 1:250 @ A3</p> <p>Drawing no. sk05</p>	<p>Date 180618</p> <p>Revision D</p>	<p>STUDIO OCTOPI</p> <p>Studio Octopi 1c Burrows Mews London SE1 8LD</p> <p>+44 (0)20 7633 0003 studio@octopi.co.uk www.octopi.co.uk</p>



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REV A 21/11/18 Layout updated to retain restaurant and cafe in central pavilion  
B 30/11/18 Issued to client  
C 12/12/18 Final issue to client

Key



## Information

0 1 2 3 4 5 M

Project  
Grange over Sands Lido

Drawn by  
AP

Scales  
1:250 @ A3

Date  
180618

Title  
Proposed  
First Floor Layout

Job no.  
209

Drawing no.  
sk06

Revision  
C

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### **Appendix 3**

Lido Ponty, a successful restoration

- i. Before and After Views
- ii. Rhondda Cynon Taf Borough Council Evaluation
- iii. Wavehill Independent Evaluation



## Pontypridd Lido Before and After



## **RHONDDA CYNON TAF COUNTY BOROUGH COUNCIL**

### **CABINET**

**9<sup>TH</sup> MARCH 2017**

#### **EVALUATION OF THE LIDO PONTY RESTORATION PROJECT**

#### **REPORT OF THE DIRECTOR OF REGENERATION AND PLANNING AND THE SERVICE DIRECTOR OF PUBLIC HEALTH AND PROTECTION IN DISCUSSIONS WITH THE RELEVANT PORTFOLIO HOLDERS COUNCILLOR R BEVAN AND COUNCILLOR A CRIMMINGS**

**Author:** Peter Mortimer, Funding and Implementation Manager 01443 490407

#### **1. PURPOSE OF THE REPORT**

- 1.1 The purpose of the report is to provide information on the key findings and conclusions of the external evaluation report which has been carried out on the delivery of the Lido Ponty restoration project, and to use these to contribute to the Lido's continuing success.

#### **2. RECOMMENDATIONS**

It is recommended that the Cabinet:

- 2.1 Endorses the analysis, key findings and conclusions of the evaluation of the Lido Ponty Restoration Project carried out by Wavehill Limited.
- 2.2 Instructs relevant officers to consider how the key findings and conclusions of the report can support the future successful operation of Lido Ponty.

#### **3. REASONS FOR RECOMMENDATIONS**

- 3.1 The Wavehill evaluation report provides a useful independent evaluation evidenced by survey and interviews with a range of stakeholders, users and local people and businesses. The key findings and conclusions will be helpful to inform the future successful operation of Lido Ponty.



#### **4. BACKGROUND**

- 4.1 Wavehill Limited a Welsh based social and economic research company were appointed to carry out an independent evaluation of the development, delivery and initial operation of Lido Ponty. This is good practise in terms of supporting good project management and delivery of significant economic regeneration projects, and is also a requirement of the external funders of the project – Heritage Lottery Fund (HLF) and Wales European Funding Office (WEFO).
- 4.2 Wavehill's appointment was made in June 2014 and continued until the end of the first full season of the Lido's operation which was 2016. Following this Wavehill carried out an analysis of their findings and prepared their final report.
- 4.3 The evaluation has considered the project by focussing on the following aspects of the Lido's development, delivery and operation:
- Project delivery, construction and sustainability;
  - Lido usage following opening including usage levels and usage recording for the Lido and Lido Play facility;
  - Impact and future sustainability including the economic impact of construction and operation.
- 4.4 The methodology of the evaluation included the following approaches:
- A review of all relevant project documentation;
  - Interviews with members of the management and delivery team at various stages of the project;
  - Interviews with a range of key stakeholders including funders at various stages of the project;
  - Surveys of Lido users and non users in Ynysangharad Park and Pontypridd town centre;
  - Survey and interviews with local town centre businesses at various stages of the project;
  - Validation of monitoring and usage data.
- 4.5 The evaluation's key findings and conclusions have now been presented as a comprehensive final report document. An executive summary of the report is attached at Appendix 1.

#### **5. THE REPORT AND ITS FINDINGS**

- 5.1 The independent evaluation report is very positive in its analysis, key findings and conclusions, and also includes some suggestions for the future operation of the Lido. This is an endorsement of the Council's approach and commitment to successfully deliver Lido Ponty as a facility that local people can be proud of, and as a key regional visitor attraction in South East Wales. It is also very pleasing that there is

consistent overall positive support and response in the report analysis across all of the targeted interview and survey groups including Lido and Park users, town centre visitors and businesses and key stakeholders including funders.

- 5.2 The following is a summary of the key findings of the main areas of the report's analysis as set out by Wavehill in the report.

### **Project Delivery**

- 5.3 This part of the evaluation focuses on the delivery of the construction phase of the project and the initial operational phase which was taken by Wavehill to be at the end of the first full season of operation in September 2016. Wavehill's main findings are:
- Meeting the requirements for conservation and heritage within the limited budget proved both complex and challenging.
  - Despite these challenges the Lido was completed with minimal delay and is widely viewed as a huge success that has exceeded expectations
  - There has been a sea change in public opinion from scepticism to a strong sense of pride in the facility
  - The facility has far exceeded usage targets (of 30,000 per annum) with 98,981 people using the Lido since it opened. 73,892 of these have been in 2016 alone.
  - The facility's popularity has necessitated an online booking system; although some individuals turning up on the day have been turned away
  - Many stakeholders mentioned the potential of introducing a fee for using the facilities; some felt that a staggered introduction of fees would be sensible
  - All stakeholders referred to the need to maintain the quality of the facilities and periodically freshen the offer in order to sustain its popularity

### **Lido Ponty Usage**

- 5.4 Wavehill's early evaluation work advised the Council on the measurement of usage numbers particularly for the Lido Play facility. This section of the report provides an analysis of the very positive usage numbers to date:
- 73,892 people used the Lido in 2016; this equates to an average of over 4,000 for every week it was open
  - The Lido was most popular in the middle of the day. It also gained considerable usage in the evenings and the early morning
  - Three-quarters of users are from RCT, with a further 14% from the wider sub-region. The remainder are from the rest of Wales and the UK

- The usage of the play area is heavily influenced by season, the weather on the day and whether it is a holiday period. It is estimated that the play area benefits from over 200,000 user visits per year

### **Survey Perspectives on Lido Ponty**

5.5 This section of the evaluation reviews the public perspectives on Lido Ponty from surveys and interviews. These are a combination of Lido and Park users, visitors to the town centre and town centre businesses.

- The Lido attracts people to Pontypridd with over a third of those responding to the survey who lived over 10 miles away citing the Lido as the sole or main reason for travelling to the area that day
- Ninety-two per cent of respondents described the Lido as very or fairly important to the local area
- The Lido is perceived as a facility for visitors and locals by almost two thirds of respondents; further, over one-quarter described it as mainly for local residents
- Perceptions of the overall look and feel of the park continue to improve with 69% of respondents giving it a score of 5 out of 5, compared to 41% when the baseline survey was undertaken in 2014
- Eighty-eight per cent of respondents agreed with the statement that 'the redeveloped lido site is putting Pontypridd on the map' whilst 90% of respondents agreed that 'the Lido gives a good impression of Pontypridd'
- Over half (53%) of traders in the town centre described a positive impact on trade since the Lido's opening, with a similar proportion expecting it will continue to have a positive effect in the future. Only 4% of traders felt its opening had had a negative impact on trade
- Over two-thirds (69%) of traders felt that that has been a positive impact on trade for businesses generally

### **Impact and Sustainability**

5.6 In this section of the evaluation Wavehill have carried out an analysis of the economic impact of the construction phase and initial operation of the Lido.

- Over three-quarters (76%) of construction spend for the Lido went to suppliers based within South East Wales
- Collectively, construction-related activity provided 38 jobs during the build programme
- It is estimated that the Lido has generated an additional £820,000 additional expenditure for the local area in 2016, which equates to the support of approximately 21 staff in the local economy

## **6. EQUALITY AND DIVERSITY IMPLICATIONS**

- 6.1 The evaluation report provides an analysis of how the project approached issues of equality and diversity from the development of the initial Business Case preparation through to design, consultation and initial operation of the Lido. The report finds that issues of equal opportunities and accessibility were addressed throughout the project development and delivery. All relevant equality and diversity legislation has been complied with.

## **7. CONSULTATION**

- 7.1 All relevant service areas have been consulted including Leisure, Parks and Countryside, Finance, Legal and Procurement.

## **8. FINANCIAL IMPLICATION(S)**

- 8.1 The evaluation report considers the financial implications of the delivery and operation of Lido Ponty. It considers the capital cost element of the project relating to development and construction costs and validates the financial package and costs here. It also considers operational costs to date and future financial arrangements. This includes a suggestion that the Council should consider introducing a nominal charge for entry for some users of the Lido. Respondents to survey and interviews as part of the evaluation also highlighted this possibility.
- 8.2 This issue has been considered as part of the report to Cabinet on 9<sup>th</sup> February 2017 in a report on Council Fees and Charges Policy 2017/18.

## **9. LEGAL IMPLICATIONS OR LEGISLATION CONSIDERED**

- 9.1 There are no legal implications or legislation to be considered.

## **10. LINKS TO THE COUNCILS CORPORATE PLAN / OTHER CORPORATE PRIORITIES/ SIP / FUTURE GENERATIONS – SUSTAINABLE DEVELOPMENT.**

- 10.1 The operation of Lido Ponty contributes to the Building a Strong Economy priority within the Corporate Plan and the goal of A Prosperous Wales within the Well Being of Future Generations Act.

## **11. CONCLUSION**

- 11.1 The independent Wavehill Limited report – The Evaluation of the Lido Ponty Restoration Project, provides a detailed analysis of the development, delivery and initial operation of the Lido Ponty project. It provides a positive endorsement of the Council's work to date on Lido Ponty and offers useful key findings and conclusions which can now be considered to support the Council's work to continue to make Lido Ponty successful.

**Other Information:-**

***Relevant Scrutiny Committee***

***Contact Officer***

**LOCAL GOVERNMENT ACT 1972**

**AS AMENDED BY**

**THE LOCAL GOVERNMENT (ACCESS TO INFORMATION) ACT 1985**

**RHONDDA CYNON TAF COUNTY BOROUGH COUNCIL**

**CABINET**

**9<sup>TH</sup> MARCH 2017**

**REPORT OF THE DIRECTOR OF REGENERATION AND PLANNING AND  
THE SERVICE DIRECTOR OF PUBLIC HEALTH AND PROTECTION IN  
DISCUSSIONS WITH THE RELEVANT PORTFOLIO HOLDERS  
COUNCILLOR R BEVAN AND COUNCILLOR A CRIMMINGS**

**Item:**

**Background Papers**

Officer to contact: Peter Mortimer, Funding and Implementation Manager



# wavehill

social and economic research

ymchwil cymdeithasol ac economaidd

# Executive Summary

## Introduction and Background

In June 2014, Rhondda Cynon Taf County Borough Council (RCTCBC) commissioned Wavehill to undertake an evaluation of the Pontypridd Lido Restoration Project. The evaluation comprises three phases of research, with this report concluding the final phase.

Pontypridd Lido was completed in 1927 and is Grade II listed. The Lido is situated within Ynysangharad War Memorial Park, which is adjacent to Pontypridd town centre. In the past the Lido was the largest of its kind in Wales however by the 1980s it had gradually fallen into a cycle of disuse and disrepair, eventually closing in 1991.

Following significant discussion and planning, a way forward for the Lido was agreed and funding was sought to deliver the project. The objectives of the project were to:

- Create a fully restored, high quality and unique regional visitor attraction that would increase community and private sector confidence in Pontypridd town centre.
- Create a more desirable green space close to the town centre.
- Re-establish the town centre with a greater regional role as an employment centre by providing more opportunities for surrounding deprived communities, reflected through additional jobs being directly and indirectly provided through the project.

The restoration of the Lido site is now complete and the facility has been operational since its official opening on 24<sup>th</sup> August 2015. The existing Lido buildings have been refurbished, with historic features such as the original changing stalls retained. Additional buildings have also been created to upgrade the facility to modern standards. As planned, the new facility consists of:

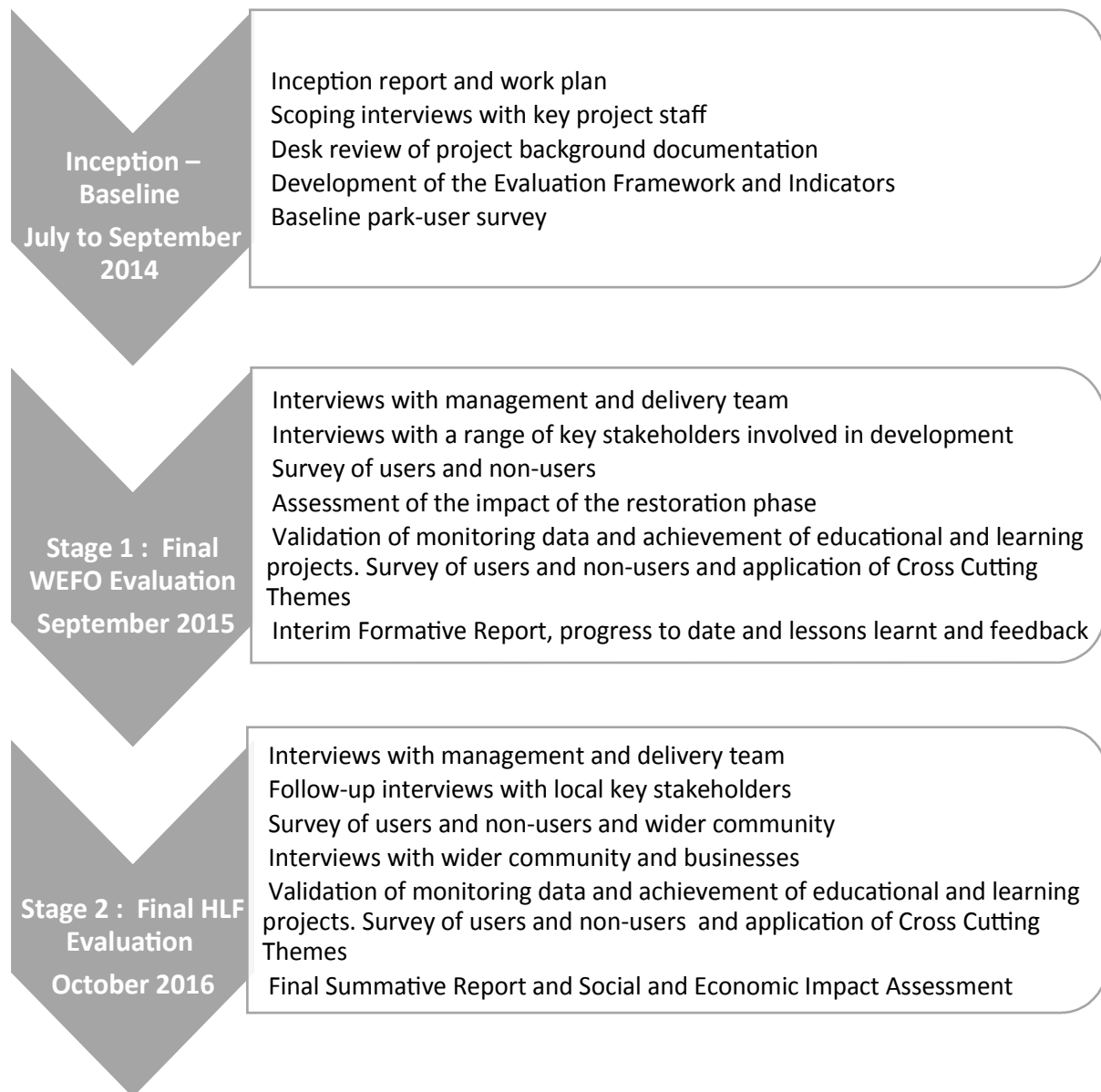
- Three separate Lido pools – the main 25 metre pool, an activity pool, and a splash pool
- A café
- A visitor centre providing information about the history and heritage of the Lido
- An adventure play facility

In 2015, the facility remained open until the end of October. It reopened in March 2016 for the Easter Holidays and reopened once more at the end of May (coinciding with the Whitsun half term week), remaining open to the public until 11<sup>th</sup> September 2016, although there was club usage and an Aquathlon event up to 25<sup>th</sup> September.

## Methodological Approach

The evaluation began in June 2014 which includes a baseline report (submitted in summer 2014), a final evaluation report for the Welsh European Funding Office (WEFO), submitted in September 2015, and this document; the final Heritage Lottery Fund (HLF) evaluation report.

The methodological applied in each phase of the evaluation is set out below:



Fieldwork with members of the community formed a key element of the final phase of the evaluation and a survey was undertaken with a broad mix of residents and visitors to Ponty Park, the Lido and the Town Centre. The face-to-face survey was undertaken during August and September 2016, with a total of 301 people who shared their views with the Wavehill research team.

Local traders were also canvassed for their views on the redevelopment of the Lido site and its potential impact on trading within the town. In a similar approach to the community survey, a series of questions that repeated those asked in previous evaluation phases were adopted to facilitate the tracking of perspective changes across time. A total of 51 traders were surveyed.

An economic impact assessment was also undertaken to assess the temporary impacts associated with the construction of the facilities and the gross economic impact arising from the operation of the facilities.

## Key Findings

The project build was a complex endeavour with many challenges including the need to integrate conservation, heritage and restoration with a sustainable future. Trying to meld these elements presented a series of challenges throughout the development and construction however the strength of the management team played a critical role and ultimately stakeholders show universal approval of the final product.

The build itself suffered minor delays, which led to the 2015 window for operating the Lido being restricted to only a few weeks. Whilst at the time this was met with some frustration, in hindsight it provided an excellent opportunity to market test and pilot the operation of the facility.

Since opening, the Lido has surpassed all of its usage targets, having secured almost 100,000 visits since opening and almost 75,000 in 2016 alone. Its operational impact locally is driven by the Lido's ability to attract visitor spend and to provide local employment; it is estimated that it supports 21 full time equivalent (FTE) jobs within the local economy.

The play park has also been extremely popular with in excess of 200,000 visits estimated over the last 12 months.

A wide range of heritage-related activity has been integrated into the build process with further activity following completion and more planned for the future. Incorporating these aspects into the build and into the operation of the facility, combined with the visitor centre, ensures that heritage remains a core element of the facility.

The Lido, and the project as a whole, have exceeded expectations amongst senior stakeholders and is widely viewed as a model of good practice in regeneration. The success of the facility has led to a significant change in community perceptions of the facility, a particularly important challenge given some of the initial cynicism and concerns associated with the closure of the free to use paddling pool to make way for the play area.

Feedback from the users is largely positive with concerns largely limited to issues such as pool temperature; however most concerns centred on the café offer.

Other concerns relate to the disappointment that some visitors have encountered when being turned away from the facility. In this regard the Lido has been a victim of its own success, necessitating a pre-booking system.

Part of its popularity is likely to relate to the pool currently being free to use. As the Lido's annual costs are more than £xxxxxx per year, their income has left a gap between costs and income generated. When asked to consider challenges for the facility in the future, stakeholders often reflected on the need to maintain the quality of the facility and to keep the offer "*fresh*". Both elements are likely to demand a significant level of ongoing resource to fulfil this need.

Whilst recognising the challenges created, stakeholders were widely of the view that a steady, sensitive introduction of a usage charge for the facility would offer a sensible model for the future. A small fee of £1 per user for example would more than double the annual income, however the original paddling pool was free to use and it is likely that any form of charging will face some opposition.

### Reflecting on the Lido's Original Objectives

Finally, it is important to reflect and test the extent to which key objectives for the project have been fulfilled. The business plan for the Lido included a number of objectives for the scheme, namely:

- Create a fully restored high quality, unique regional visitor attraction that will increase community and private sector confidence in Pontypridd town centre.
- Create a more desirable green space close and accessible to the town centre.
- Enhance the town centre, with a greater regional role as an employment centre by providing more opportunities for surrounding deprived communities, reflected through additional jobs being directly and indirectly provided through the project.

The evidence contained within the report illustrates that, in the researcher's opinion, the first two objectives have been fulfilled. The third objective is longer term in nature but has at the very least been partially fulfilled through support of at least 21 FTE posts, directly or indirectly as part of the project.

Furthermore, the project sought to establish a regional visitor attraction that benefits Pontypridd and its surrounding communities. Again, our research provides clear evidence that the project has achieved this objective.

Finally, the business plan describes the hope that "*it will result in increased public confidence in Pontypridd and result in improved public perception and increased visitor satisfaction in the combined offer of the Lido, park, and wider town.*" There is clear evidence of improved public perception and visitor satisfaction with the offer in the park. Traders are also largely positive about the impact the facility has had on trade thereby providing the basis for an enhanced offer within the town centre.

Reflecting on the context set out within the business plan, it is clear that the Lido project has been an overwhelming success which has exceeded stakeholder and community expectations. Importantly it also provides a statement of intent and should play a central role in catalysing further regeneration within Pontypridd town centre in future years.

### 1.1.1 Community Perceptions

The facilities have received a highly positive reception in the community, with several stakeholders referring to positive feedback and reports about the new facilities. Respondents in earlier phases of the evaluation referenced the initial opposition to the Lido site and campaigns to stop the paddling pool being taken away:

*“There might have been a bit of scepticism at first, Ponty has promised a lot over the years that has never happened. There was concern that the paddling pool was a free facility that was going and that it would cost to go in.”*

*“The vocal minority who felt it would never happen had their views dispelled by the spades in the ground”.*

In an earlier phase, one stakeholder commented on the difficulties of obtaining buy-in from the community while the work was taking place: *“We knew we were creating something good but we could not show them.”* However, there is a strong sense that concerns now appear to be a *“thing of the past”* in view of the new facilities on offer. One stakeholder described this change in perception:

*“We’ve gone from a negative start with the people of Ponty and gradually turned it around into a very positive reception and good feedback, with few negative comments. It was there in the front page – ‘how terrible’. We’ve taken people with us, which is an achievement.”*

The efforts with community engagement appear to have paid off; as the high usage levels illustrate, *“it is a well-loved and well used facility.”*

### 1.1.2 Successes

Stakeholders believe that the project has achieved success in a variety of ways; the achievements that were highlighted across each phase of the evaluation varied depending on the ways in which the different stakeholders had been involved. One key theme that emerged from discussion during earlier phases of the evaluation was the quality and final finish of the restoration, which has maintained the site’s history: *“It really evokes the 1920s. I think people are pleased that’s been taken into account, they’ve updated and restored rather than erased.”*

All stakeholders mentioned that the usage of the Lido had exceeded their expectations from its initial opening, when almost 10,000 visitors were attracted to the Lido in the first two weeks, through to the end of the 2016 period by which time 98,981 people had visited. These user figures are particularly impressive, more than doubling the original estimation within the business plan of attracting 30,000 visitors per year.

The enormous success of the Lido as a visitor attraction has led to the implementation of a booking system. Seventy per cent of allotted slots must now be booked online. However the

success of the Lido comes with the caveat that potential users have, at times, been unable to access the facilities due to capacity limitations.

The wider usage of the Lido has also been widely held as a success with partners and clubs using the pool (including a triathlon and a canoe club) in the evenings (further information on usage is presented in Section 4 below).

The training in heritage skills that forms a feature of the project has also been perceived as successful, equipping pupils with new skills that they might not otherwise have had access to and affording them opportunities to learn about the history of the area. Further, it has worked well connecting school children with the community and giving them a sense of ownership of the facilities.

The only concerns with the offer currently relate to the café, with the receipt of a number of complaints regarding the provision and the general service offered. Relative to the overall perspectives that are all extremely positive, this is only a minor issue.

*“The project overall is hugely successful – they’ve done a fantastic job, clear vision from the outset, quality of foresight, I couldn’t fault it – they’ve really seen the potential. It has developed into a really positive asset with enormous regeneration potential.”*

A stakeholder from WEFO described it as *“one of our best projects under the previous structural funds programme.”*

### 1.1.3 Perceived Impact

Stakeholders were also asked to describe what they felt would be the social, economic, or environmental impacts of the project. These responses are summarised below.

#### Social impact

The restoration project is viewed to have *“generated a lot of good will”* between RCTCBC and the local community, giving them a facility that they can enjoy and be proud of. The existence of sceptics at the outset of the project was mentioned widely, with these having been silenced.

*“People view it with pride now – when you walk in the park and you see people queuing for the Lido there is a real pride effect associated with it.”*

In an earlier phase of the research one stakeholder referenced the significance of offering access to such a high quality facility to the surrounding disadvantaged communities. It is thought that the site offers local people a place to meet and socialise with the potential to become a hub for social activities, while the play area provides a '*focal point*' for families. Stakeholders also mentioned the educational benefits and opportunities for the community to learn about the history and heritage of the town; one stakeholder described the potential of the Lido to engage young people, considered particularly hard-to-reach, in heritage activities.

### Economic

Almost all stakeholders noted the potential of the Lido to increase footfall into the town and its significance as a regional attractor, with one individual describing it as a 'national' lido given its highly unique nature. Stakeholders also referenced the employment opportunities that have been created as a direct result, for example in the pool itself and the café, and the indirect opportunities that may be created if it serves to support local businesses in the town, particularly those who would benefit from increased visitor footfall.

### Environmental

Stakeholders typically highlighted the importance of the restoration in removing a "*visible eye-sore*" from the centre of the park and in bringing "*a derelict asset back into productive use*." The re-landscaped surrounding areas have also been improved and enhanced, creating an "*inspiring environment*." Several stakeholders have reflected on the fact that the restoration has the potential to act as a "*catalyst for further improvements*" to the environment of the wider town. While it is broadly recognised that the project has been managed in such a way as to minimise impact on the surroundings, one stakeholder mentioned the drawback of increased vehicle traffic that was seen in the first days of the opening.

#### 1.1.4 Looking to the Future

Earlier phases of the evaluation saw stakeholders identifying the need to convert the 'buzz' surrounding the facility into visitor numbers as a key challenge. This conversion has been clearly achieved. In the present round of interviews, stakeholders were keen to stress the importance of maintaining the success and high quality of the facilities.

*"We've got to maintain the quality of the facility – it is critical that we treat it with the respect that it requires."*

The regeneration work on the Lido is viewed as a key step in stimulating economic growth of both the town centre and the wider region.



The most common concerns were related to challenges generating and sustaining income for the facility. At the time of the present evaluative work, the Lido was free for users. Although this model is likely to have influenced its popularity, actual income generated has been limited to children's activities, pool and meeting room hire to external groups for activities and cafe income.

The vast majority of stakeholders identified the need for usage charging to generate revenue. The difficulties and potential controversy of such a decision were widely acknowledged. To counter these, it was suggested that fees should be introduced gradually, with sensitivity to the needs of a community largely affected by economic deprivation.

## 2 Impact and Sustainability

### 2.1 Introduction

Estimates of the economic impact of the project can be derived from two distinct phases in the scheme. First, the temporary impacts arising from the construction of the facility and second, the lasting economic impacts arising from the operation of the facility.

#### Section Summary:

- Over three-quarters (76%) of construction spend for the Lido went to suppliers based within South East Wales
- Collectively, construction-related activity provided 38 jobs during the build programme
- It is estimated that the Lido has generated an additional £820,000 additional expenditure for the local area in 2016, which equates to the support of approximately 21 staff in the local economy

### 2.2 Construction Related Impacts

Assessing the temporary, gross economic impacts of the construction work is relatively straightforward. Our model draws together current thinking around the economic impact assessment of government regeneration projects, including the UK Treasury's *Green Book* and guidance developed by the Department for Business, Innovation and Skills.<sup>1</sup>

The model first draws on expenditure data outlining individual contractors that were commissioned to deliver aspects of the project build. This is then cross referenced with the addresses of registered offices for suppliers. As its starting point, the model assumes that the registered address of a business is where the majority of the economic activity and impact will take place.

The overall cost of construction of the Lido amounted to £4.95m. Details of the subcontractors involved in the build programme have been provided to Wavehill to enable a high-level calculation of the construction impacts. The value of the contracts was provided within bandings, and the mid-point of these bandings has been selected to calculate the value of each contract. On this basis, approximately £2.85m of the build cost went to subcontractors. The breakdown of contractor origin is presented in the table below.

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<sup>1</sup> HM Treasury (2014) *The Green Book* <https://www.gov.uk/government/publications/the-green-book-appraisal-and-evaluation-in-central-government>, BIS (2009) *Research to Improve the Assessment of Additionality*. [https://www.gov.uk/government/uploads/system/uploads/attachment\\_data/file/191512/Research\\_to\\_improve\\_the\\_assessment\\_of\\_additionality.pdf](https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/191512/Research_to_improve_the_assessment_of_additionality.pdf) and Home and Communities Agency (2014) *Additionality Guide* <https://www.gov.uk/government/publications/additionality-guide>

Table 6.1: Distribution of Construction Costs by Contractor Location

Location	Value	Proportion
Local (within c.15 miles)	£505,000	10%
Regional (SE Wales)	£3,240,000	66%
National (Wales)	£460,000	9%
Non-Wales	£740,000	15%
Total	£4,945,000	100%

Based on an approximate build time of 18 months, the following estimates of gross economic impact for each geography within Wales have been calculated. They illustrate that at the local level, approximately 3.7 FTE jobs were supported during the construction of the Lido. When looked at from a wider sub-regional level, this rises to 28.1 FTEs. Across Wales the construction-related gross temporary impacts support **37.9 FTEs** during the build or the equivalent of almost **£2.5m GVA**.

Table 6.2: Gross Economic Impact – Temporary Construction Related

Location	Value	GVA <sup>2</sup>	Jobs Supported/ Created <sup>3</sup>
Local (within c.15 miles)	£505,000	£238,310	3.7
Regional (SE Wales)	£3,745,000	£1,825,688	28.1
National (Wales)	£4,205,000	£2,459,925	37.9

## 2.3 Operational Impacts

The likely economic impacts derived from the Lido's operation are generated from a number of sources:

- The operational spend of the Lido and the Café on its suppliers
- The spend on employees of the Lido and the Café
- The additional spend in the local area derived from visitors to the Lido who cite the Lido as an influential factor in drawing them to the area that day.

<sup>2</sup> Calculated through the application of GVA:Turnover ratios derived from the Annual Business Survey. Latest figures (2014) for the construction sector in Wales (ratio calculated as 0.39).

<sup>3</sup> Derived from calculations of turnover per employee (turnover drawn from Annual Business Survey, employee figures from Business Register and Employment Survey for the construction sector in Wales) – both for 2014. Multipliers applied: 1.21 at the local level, 1.25 at the sub-regional level and 1.5 at the national level.

### 2.3.1 Operational Expenditure – Lido

Table 6.3 below illustrates the annual estimated operational costs for the Lido, which amount to around £xxx. £xxx of this relates to staffing costs and is therefore likely to be expended locally or at least regionally (it is unlikely that staff employed at the facility are based outside of Wales). Of the remainder, approximately £xxx is deemed to be leakage, i.e. expended on suppliers from outside of Wales (for example, expenditure on energy). This leaves £xxx additional expenditure costs associated with the Lido's operation.

Table 6.3: Estimated Operational Costs for the Lido

2016/17 - COSTS	£000's
Energy	xxx
Water	xx
Chemicals	x
Staffing	xxx
Marketing	x
Telephone / IT	xx
Facility equipment	xx
Security	x
Building and plant maintenance	xx
Rates	x
Miscellaneous	xx
<b>TOTAL COSTS</b>	<b>XXX</b>

### 2.3.2 Operational Expenditure – Café

Initial sales data from the café suggests a potential income of c.£80,000 in the first period of operation. It is reasonable to assume that a similar level of income will be generated for the other months of the year (this may be a slightly conservative estimate as the summer months are likely to generate higher rates of income than the winter months). Collectively this could equate to a potential annual income (turnover) of £192,000.

In the absence of data, we have assumed that a similar proportion of annual expenditure would be incurred within Wales to that expenditure incurred through the Lido's operation. Taking estimated sales data as a proxy for turnover, this equates to **£144,000 per annum**.

### 2.3.3 Visitor-Related Expenditure (Non-local)

Local users of the Lido provide no additional economic benefit to Pontypridd based on the assumption that they would have incurred expenditure in the local area anyway. The same assumption is made for those who live outside of Pontypridd but within 10 miles of the facility.

According to our survey of those at the entry / exit point of the Lido, 19% (22/114) of respondents were from in excess of 10 miles of Pontypridd and therefore are considered to

be visitors to the local area. However, only those who described the Lido as the main influence (or the only influence) for coming to Pontypridd could have their associated spend attributed to the Lido initiative. Almost two-thirds (64%; 14/22) of visitors to the area described the Lido as playing an influential role in attracting them to the local area, which equates to 12.2% of all visitors to the Lido.

This same proportion of Lido users can be 'grossed up' to reflect annual usage. Based on the fact that approximately 75,000 people used the Lido in 2016, this equates to 9,150 annual visitors to the area whose visits were motivated by the Lido.

The GB Day Visit Survey (2015) offers an array of detail on typical visitor spend for day visitors. The figures are broken down by day visit type and are broadly comparable with the typical expenditure described by visitors to the Lido at approximately £22 per person (following a subtraction of 15% based on the assumption that in some instances expenditure may have been incurred in the café, and to retain that element would lead to double counting). With annual additional visitor spend of £22 per person, this equates to £201,300 of visitor related expenditure per annum as a result of the Lido.

Collectively, it is therefore estimated that the Lido and Café generate additional, direct annual expenditure within Pontypridd of £708,000. To calculate the net additional impact of the Lido it is necessary to consider the following aspects:

Additionality Factors	Application in the economic impact model
<b><i>Deadweight</i></b> – the proportion of expenditure related impact that would have been secured without the investment	<i>Without the investment the facility would have remained dilapidated and an eyesore within the local park. – no deadweight applied</i>
<b><i>Leakage</i></b> – the proportion of expenditure that leaks outside the target area	<i>This information has already been factored into the analysis. – no further leakage applied to the impact model</i>
<b><i>Displacement</i></b> – the proportion of expenditure reduced or displaced as a result of this offer from elsewhere within the target area	<i>There is considered to be little / no displacement at the sub-regional level given the uniqueness of the offer - 5% displacement applied.</i>
<b><i>Multipliers</i></b> – further economic activity associated with the additional expenditure which becomes income to another supplier	<i>Calculated at the sub-regional level at 1.25 in accordance with proxy indicators.<sup>4</sup></i>

<sup>4</sup> See for instance: Research to Improve the Assessment of Additionality, (2009), BIS

When factoring in these proxy indicators it is estimated that the net annual additional impact derived from the **Lido is approximately £840,750 and supports approximately 21 additional year-round FTE staff within the local economy.**<sup>5</sup> Importantly, this impact analysis takes little account of the role of the play park as a destination in its own right.

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<sup>5</sup> Based on an industry-wide estimate turnover per employee of £40,000 per employee for Pontypridd



#### **Appendix 4**

Letter from Cinema operator, Northern Morris Associated Cinemas

ROXY CINEMA  
BROGDEN ST  
**ULVERSTON**  
CUMBRIA, LA12 7AH

PLAZA CINEMA  
SACKVILLE ST  
**SKIPTON**  
N.YORKS, BD23 2PB

ROYALTY CINEMA  
LAKE ROAD  
**BOWNESS-ON-WINDERMERE**  
CUMBRIA, LA23 3BJ

# **NORTHERN MORRIS Associated CINEMAS**

**ELLER HOWE FARM, LINDALE**

**GRANGE OVER SANDS**

**CUMBRIA, LA11 6NA**

phone/fax 01539 535735

[charlesmorris@nm-cinemas.co.uk](mailto:charlesmorris@nm-cinemas.co.uk)

PICTURE HOUSE  
NORTH ST  
**KEIGHLEY**  
W.YORKS, BD21 3AF

REX CINEMA  
CORONATION ST  
**ELLAND**  
W. YORKS, HX5 0DF

COTTAGE RD CINEMA  
COTTAGE ROAD  
**HEADINGLEY**  
LEEDS, LS6 4DD

5<sup>th</sup> March 2019

Dear Mr. Bradby,

## **GRANGE LIDO**

Further to your recent email, I run this company Northern Morris Associated Cinemas Ltd. I live in and run the business from Grange (Lindale). We have six cinemas : two here in Cumbria and four in Yorkshire including the Rex in Elland, near Halifax, which I restored and reopened more than thirty years ago.

The idea of outdoor screenings at the Grange Lido is an appealing one. Such shows have been held in a variety of locations (churches, parks, architectural ruins) up and down the country. Eden Borough Council have held quite a few in recent years. They seem to succeed when held on an occasional basis with suitable and sufficient publicity well in advance, and with an appropriate film, typically a classic and / or something complementary to the location and the atmosphere it creates.

I should be interested in becoming involved should the idea be taken up.

Yours sincerely,



Charles Morris,  
Managing director