

HIRST PROJECTS



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## SORELL COMMUNITY CULTURAL CENTRE: BUSINESS CASE

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# INTRODUCTION

# 01

*The Sorell Community Cultural Centre capitalizes on the local interest in arts and culture, the significant natural attractions in the area and the rise of tourism in Tasmania.*

## 1.1 SORELL

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Sorell is located 26km south east of Hobart on the Tasman Highway. It is reached via a spectacular causeway across Pitt Water and the Orielton Lagoon. It has a unique Aboriginal history. It was settled in 1808 and became an official township in 1821. Its history since settlement is evident in the colonial period buildings that are preserved throughout the town.

Importantly, for this project, it is also the turn-off point for travellers to Port Arthur and the Tasman Peninsula and to the East Coast, via Orford.

### A CULTURAL PRECINCT FOR SORELL

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Cultural precincts are sites that contain the facilities and services that support arts and cultural activities. Whilst these have in the past been narrowly defined as visual, performing and literary arts, they may now also reflect the multicultural background of residents as well as aspects of the area that give it its distinctive personality. Culture is now recognized to have a broad definition. It is a platform to express a special sense of place, and to create a sense of community pride.

Sorell, despite having a rich heritage and an active arts community, does not have a destination that celebrates its natural and cultural attributes.

Research shows that it is generally considered most effective to build on the existing strengths and activities of a place. In the case of Sorell there are major strengths in a number of areas:

- The First People: The local Aboriginal community, the Nuennone, has a strong and ongoing connection to the landscape and to sites in this area.
- History: Sorell is one of Tasmania's oldest towns and has an interesting story to tell of its early discovery and settlement. It has an active Historical Society dedicated to collecting and preserving the stories of the municipal area.
- The environment: Sorell is adjacent to an internationally recognized wetland, a Ramsar Site, the Pitt Water and Orielton Lagoon. This is year-round habitat for many Tasmanian shorebirds and a major site for the annual migration of birds making the 25,000km journey from the Arctic.
- The arts: Sorell has long standing arts groups dedicated to visual and performing arts with an active membership.

### TOWARDS A VISION FOR THE CULTURAL PRECINCT

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#### THE PRECINCT

Through consultation processes undertaken over a long period it was anticipated that the Sorell Community Cultural Precinct would be the focus of cultural activities and allow the community and visitors to better understand and enjoy what Sorell has to offer as a place of cultural variety and richness.

The key assets that may be considered part of the Precinct:

- The Memorial Hall: currently the home for the performing arts in Sorell
- The RSL

The Lions Club is also an asset located in the Precinct and has a broader community focus.

The Sorell Men's Shed's stated purpose is to advance the health and wellbeing of members through the sharing of various skills and interests. The Men's Shed is not specifically a cultural group, though the results of some of their activities can be defined as such eg restoration of historic machinery, and they utilize tools that would be useful for arts purposes. The Men's Shed has indicated that it requires very large secure spaces and a functionality that may not be appropriately located in the Precinct.

The new Cultural Centre could be an addition to this Precinct.

## **THE SORELL COMMUNITY CULTURAL CENTRE**

*The vision for the cultural precinct is that it will be a place that brings people together to share an interest in and appreciation of Sorell and the surrounds through the arts and culture.*

*However, during the recent consultation it became evident that culture could be more than the arts. Rather, the true identity of Sorell could better be discovered through the lenses of both culture (including the arts) and nature. It may be also that other areas of cultural interest will emerge eg the growing interest in food production.*

*The dual focus on nature and culture need not be segregated, rather this focus can reflect the fact that there are multiple ways of enjoying and understanding Sorell.*

*The Sorell Community Cultural Centre can break down silos and bring the arts and culture, history and the natural environment together in one place.*

*The Centre gives the Precinct a sense of being a destination, with multiple experiences for a wide range of visitors.*

### **Centre Objectives**

*The objectives of such a Centre may be defined as:*

- Celebrating Sorell's history and heritage
- Celebrating and supporting arts and cultural activities in and about the region
- Celebrating and supporting the natural environment of Sorell and the region
- Encouraging participation in arts and cultural activities
- Encouraging participation in caring for the environment

### **MEASURES OF SUCCESS**

*The success of a destination is generally measured by the level of awareness it achieves and the number of uses and users it supports and the visitation levels it achieves. Awareness and use, spread across the year should also have an economic impact extending the visitors' length of stay and providing opportunities to spend more in the area.*



# THE MARKET

# 02

*Analysis of the market indicates that there are opportunities to engage with local and regional visitors and tourists.*

## 2.1 BRAND TASMANIA

*From a tourism perspective, Sorell is very much aligned with Brand Tasmania and the tag line 'A beautiful place to grow'.*

*The emphasis as a place of wild landscapes, wildlife, flora and cultural heritage is easily embraced by Sorell, especially in its location on the way to the Tasman Peninsula and the east coast, where so many significant tourist attractions are located.*

### SORELL COMMUNITY CULTURAL CENTRE - POTENTIAL MARKETS

*There are two markets for the Centre: a **local and regional market** comprising Sorell LGA residents and people resident in adjacent local government areas; and the **tourism market** - interstate and international tourists and intrastate visitors.*

*Being a pass-through location: on two major touring routes - the Convict Trail (to Port Arthur), and the Great Eastern Drive (along the East Coast to St Helens); and for other south east locations is major advantage as visitors are coming to Sorell. The key challenge is attracting visitors to stop and visit the proposed precinct.*

### LOCAL & REGIONAL MARKET

*The local market for the Centre will comprise local residents in Sorell LGA and day visitors from a broader catchment comprising persons from adjacent local government areas.*

- *Local residents from Sorell are most likely to visit exhibitions and/or participate in learning programs delivered at the Centre. A program of events and activities would be required to ensure year-round use of the facility.*
- *Programs would be required for young people and for the older age demographic.*
- *A quality on site café and precinct, would attract regular visits by locals and regional visitors.*
- *To attract people in adjacent LGAs the Centre and precinct must be an attractive place and offer a quality experience through its facilities, and with special events.*

### Local Market

*Sorell LGA had a population of 14,410 in 2016.<sup>1</sup> The population has been growing, with an overall increase of 3891 between 2001 and 2016 and growth of 1220 in the 2011-2016 period. The Indigenous population was 599 in 2016 (4.2% of the population), up from 336 in 2001 (3.2% of population).*

*Growth is being driven by a mixture of retirement living and people recognising that Sorell offers affordable housing in a rural environment but with access to jobs in Hobart and adjacent LGAs.*

- *The population is getting older. In 2001 21% (2205) were aged 55 and over and in 2016 this had increased to 34% (4736 persons). This pattern is also reflected in the growth in one and two-person households. This older demographic creates opportunities for adult learning programs.*
- *There has also been some growth in other age groups. In 2016 there were 4088 persons aged 20-44 years and 3533 young people aged between 0 and 19 years (early learning to post school age groups).*
- *To accommodate the increased population, the number of occupied dwellings increased by 918 between 2006 and 2016 (from 4590 to 5508).*
- *The trend to live in Sorell and work in Hobart or Clarence LGAs is continuing, and this is reflected in new housing construction in the town centre and additional land being zoned for residential use.*
- *An indication of the extent of commuting for employment can be gained from comparing total employed residents to the number of local jobs in the Sorell LGA. In 2016 a total of 6323 residents were in employment and there were only 2521 jobs located in the LGA. This implies at least 3802 persons held jobs outside the LGA, with the number being even higher as some jobs in Sorell are held by persons from adjacent LGAs. The resident spill rate out of Sorell is approximately 70%.*

<sup>1</sup> ABS Census 2016, Community Profile Sorell LGA

**Table 1 Sorell Population – 2001-2016**

Sorell LGA	Population				Share	Share	Change	Change
	2001	2006	2011	2016	2001 %	2016 %	2001-2016	2011-2016
Total persons	10,523	11,926	13,196	14,414			3,891	1,218
<b>Age group</b>								
0-4 years	828	746	918	911	7.9	6.3	83	-7
5-14 years	1,688	1,741	1,696	1,775	16.0	12.3	87	79
15-19 years	737	770	828	847	7.0	5.9	110	19
20-24 years	514	606	683	721	4.9	5.0	207	38
25-34 years	1,333	1,310	1,481	1,671	12.7	11.6	338	190
35-44 years	1,814	1,811	1,782	1,696	17.2	11.8	-118	-86
45-54 years	1,404	1,837	2,071	2,058	13.3	14.3	654	-13
55-64 years	979	1,472	1,823	2,167	9.3	15.0	1,188	344
65-74 years	753	919	1,090	1,599	7.2	11.1	846	509
75-84 years	391	557	627	707	3.7	4.9	316	80
85 years and over	82	159	194	263	0.8	1.8	181	69

Source: ABS Census, Basic Community Profiles 2001, 2006, 2011, 2016

## Regional Market

The Centre would need to also tap into a broader regional market for day visits. The regional population in adjacent LGAs (including the larger population centres of Hobart, Clarence and Glenorchy LGAs) is large (184,809 in 2016) and growing (increase of 8589 in 2011-16 period).

Regional day visitors could be attracted for special events held in the Precinct.

**Table 2 Regional Populations – 2011 and 2016**

Local Government Areas	2011	2016	Change 2011-2016
Sorell	13,194	14,414	1,220
<b>Adjacent LGAs</b>			
Clarence	51,852	54,819	2,967
Brighton	15,460	16,512	1,052
Tasman	2,355	2,372	17
Glenorchy	44,656	46,253	1,597
Hobart	48,703	50,439	1,736
<b>Total Adjacent Area</b>	<b>163,026</b>	<b>170,395</b>	<b>7,369</b>
<b>Total</b>	<b>176,220</b>	<b>184,809</b>	<b>8,589</b>

Source ABS Quick Stats, 2011 & 2016

## TOURISM MARKET

Visitors to the region include leisure tourists (intrastate, interstate and international), visitors to friends and relatives, business visitors, students and day trippers. Sorell is mainly a pass through location for two major routes: the Convict Trail (to Port Arthur), which is mainly a day trip (71% day visitors); and the Great Eastern Drive along the East Coast to St Helens, which is mainly an overnight trip (69% overnights).

For the Centre to be successful (in addition to regional residents' use), it will need to attract the visitor market and a significant share of those, who currently pass through and those who stop and have a look around. This requires a quality experience for visitors - gallery, café, garden etc.

### Sorell Visitors

Visitors travel through Sorell on their way to the East coast, the World Heritage Site of Port Arthur and the Tasman Peninsula and to Hobart.

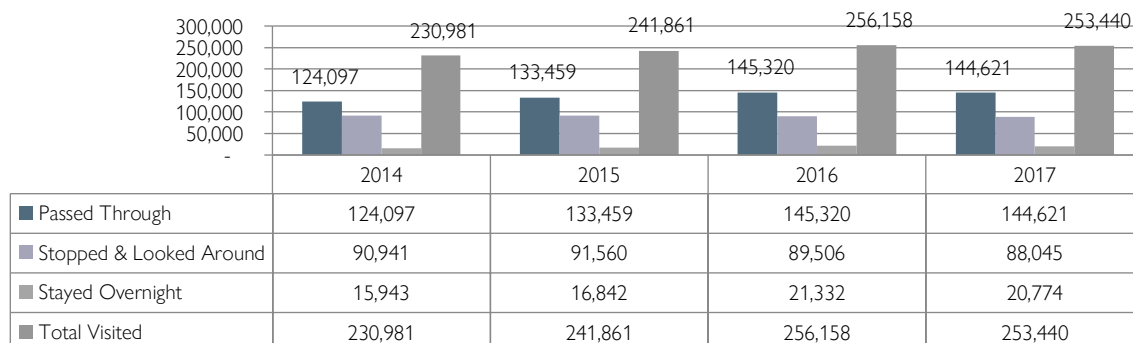
- In 2017 there were 253,440 visitors (interstate and international) to Sorell, with over half (57% - 144,621) who just passed through. Around 35% stopped and looked around and only 8% stayed overnight.<sup>2</sup>
- Visitor numbers have increased, but most of this growth continues to be people just passing through.
- There is limited information available on intrastate visitors. Data for 2015 indicates there were a total of 253,000 intrastate visitors to the Sorell/Tasman Peninsula Region during 2015, with 72% being day trippers and 28% overnight visitors.<sup>3</sup> This approximates the number of tourist visitors (interstate and international).

<sup>2</sup> Tasmania Visitor Survey (TVS), Tables 1a, 1b, 1c (accessed May 2018). The TVS only covers interstate and international visitors.

<sup>3</sup> Tasman Destination Action Plan 2016–2018 July 2016, Destination Southern Tasmania P4

- In the case of these intrastate visitors, it would be expected that the profile would be similar to the other visitors. This would imply a total of 144,000 Tasmanian resident visitors passing through Sorell.<sup>4</sup>
- Overall this implies a total of around 400,000 visitors to Sorell in 2017, with around 288,000 (72%) passing through only.

Chart 1 Sorell Visitors (Interstate/Internationals) 2014-2017



Source: Tasmania Visitor Survey (TVS), Tables 1a, 1b, 1c (accessed May 2018)

Chart 2 Sorell Visitors (Interstate/Internationals) 2017 (Share %)



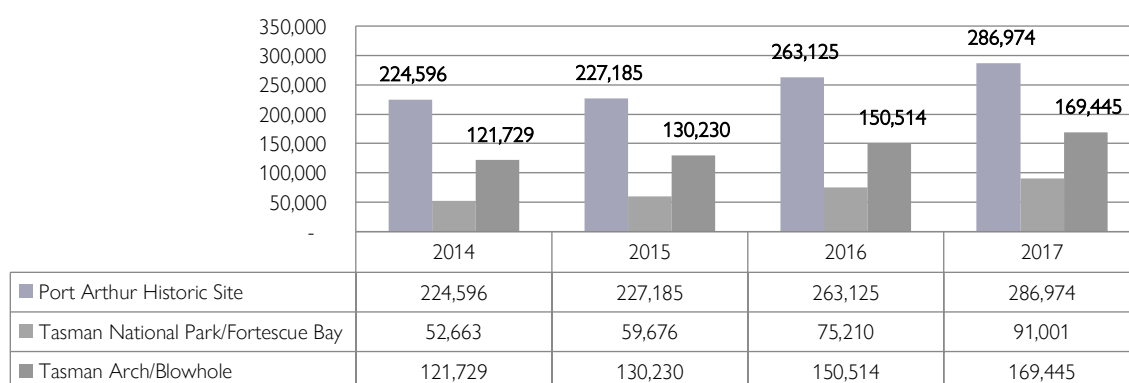
Source: Tasmania Visitor Survey (TVS), Tables 1a, 1b, 1c (accessed May 2018)

## Port Arthur/Tasman Peninsula Visitors

### Regional Attractions- Tasman Peninsula

On the Peninsula, the major attractions are the Port Arthur Historic Site, Tasman National Park/Fortescue Bay and Tasman Arch/Blowhole.

Chart 3 Tasman Peninsula Attractions Visited or Stayed Overnight 2014-2017 (Visitors no.)



Source: Tasmania Visitor Survey (TVS), Tables 2, 4 (accessed May 2018)

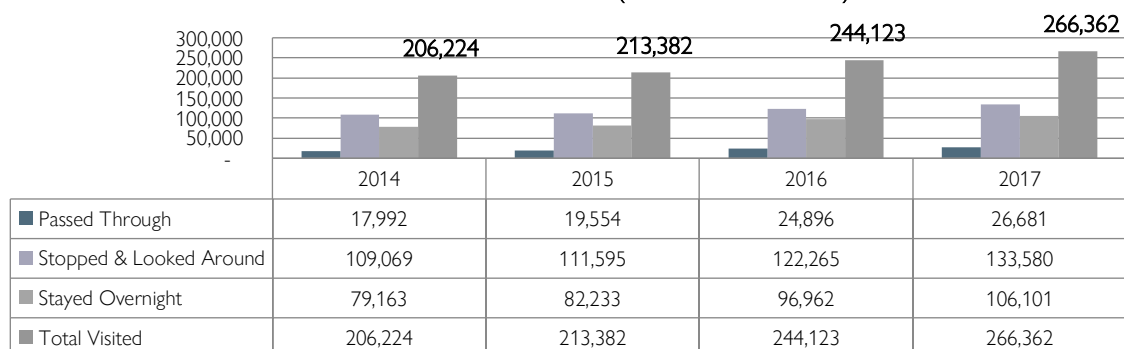
<sup>4</sup> Based on applying the 57% passing through figure to the regional intrastate visitor number

## Visitor Numbers

Port Arthur and the Tasman Peninsula attract a significant number of visitors.

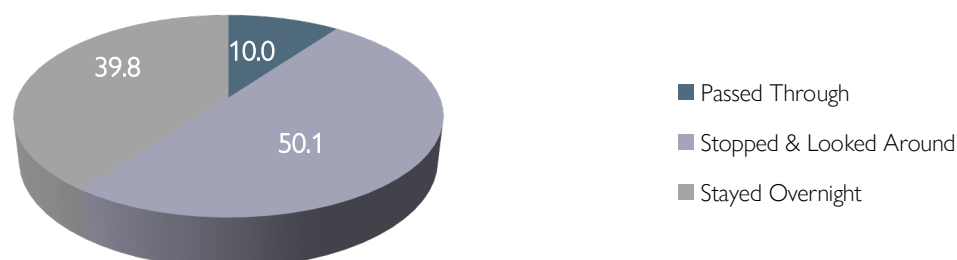
- In 2017 the location had over 266,000 visitors (interstate and internationals), with half being day visitors and almost 40% staying overnight.
- Visitor numbers have increased in recent years up from 205,224 in 2014, with growth in day visitors and overnight visitors.
- On the Peninsula the major attractions are the Port Arthur Historic Site, Tasman National Park/Fortescue Bay and Tasman Arch/Blowhole.
- Both Sorell and Port Arthur/Tasman Peninsula have experienced an increase in overnight stays and visitor nights.

**Chart 4 Port Arthur/Tasman Peninsula Visitors (Interstate/Internationals) 2014-2017**



Source: Tasmania Visitor Survey (TVS), Tables 1a, 1b, 1c (accessed May 2018)

**Chart 5 Port Arthur/Tasman Peninsula Visitors (Interstate/Internationals) 2017 (Share %)**



Source: Tasmania Visitor Survey (TVS), Tables 1a, 1b, 1c (accessed May 2018)

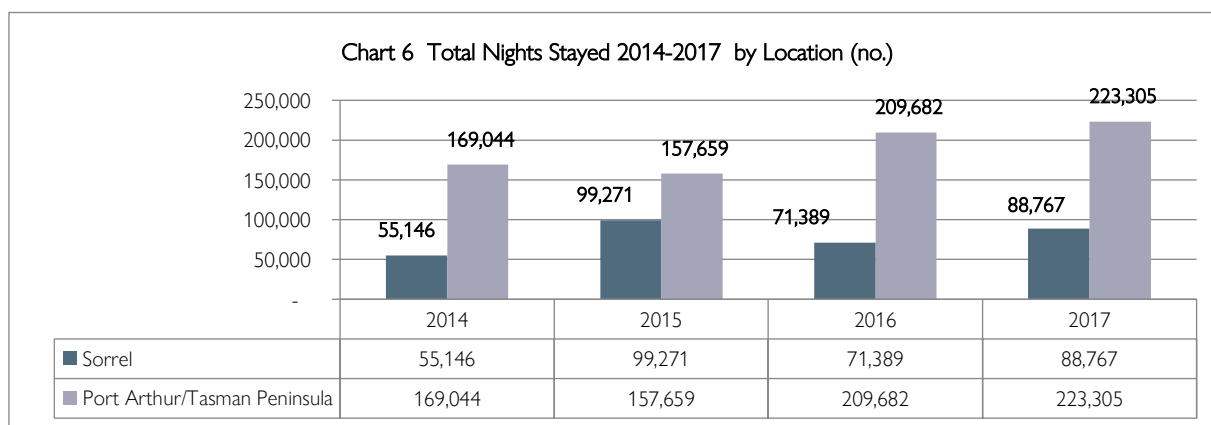
## Overnight Stays

Overnight stays in Sorell LGA are limited, the Peninsula has around 3 times the number of visitor nights.

**Table 3 Overnight Stays Sorell & Port Arthur/Tasman Peninsula 2014-2017**

Interstate/internationals	2014	2015	2016	2017
<b>Number of Nights Stayed in Each Place</b>				
Sorell	55,146	99,271	71,389	88,767
Port Arthur/Tasman Peninsula	169,044	157,659	209,682	223,305
<b>Ave Stay Nights</b>				
Sorell	3.5	5.9	3.3	4.3
Port Arthur/Tasman Peninsula	2.1	1.9	2.2	2.1

Source: Tasmania Visitor Survey (TVS), Tables 2, 4 (accessed May 2018)



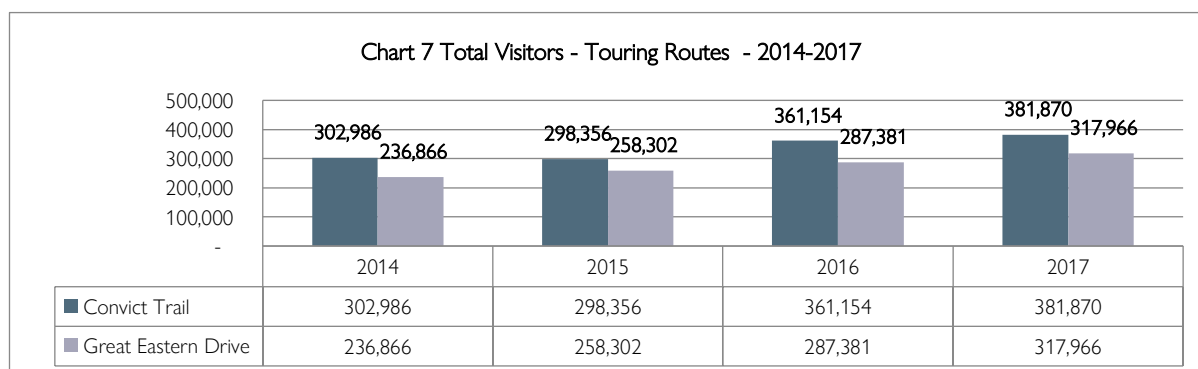
Source: Tasmania Visitor Survey (TVS), Tables 2, 4 (accessed May 2018)

### Touring Routes

Sorell is a pass-through location for two of Tasmania's major touring routes:

- The Convict Trail (to Port Arthur), which is mainly a day trip (71% day visitors).
- Great Eastern Drive, along the East Coast to St Helens, which is mainly an overnight trip (69% overnights).

The number of tourist visitors on these routes has been growing strongly over the past 4 years.



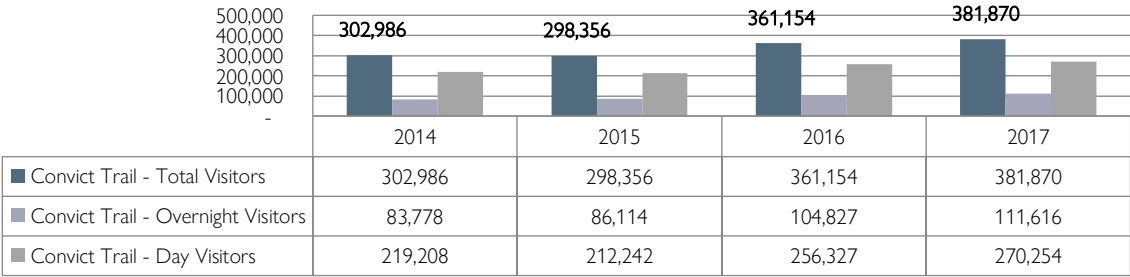
Source: Tasmania Visitor Survey (TVS), Tables 1, 2 (accessed May 2018)

**Table 4 Touring Routes Visitor Numbers 2014-2017**

Interstate/internationals	2014	2015	2016	2017
<b>Total Touring Route Holiday Visitors</b>				
Convict Trail	302,986	298,356	361,154	381,870
Great Eastern Drive (revised July 2015)	236,866	258,302	287,381	317,966
<b>Overnight Visitors</b>				
Convict Trail (1+ Nights)	83,778	86,114	104,827	111,616
Great Eastern Drive (1+ Nights)	176,399	196,386	198,657	219,750
<b>Day Visitors (total minus overnights)</b>				
Convict Trail (1+ Nights)	219,208	212,242	256,327	270,254
Great Eastern Drive (1+ Nights)	60,467	61,916	88,724	98,216

Source: Tasmania Visitor Survey (TVS), Tables 1, 2 (accessed May 2018)

Chart 8 Convict Trail - Visitors 2014-2017



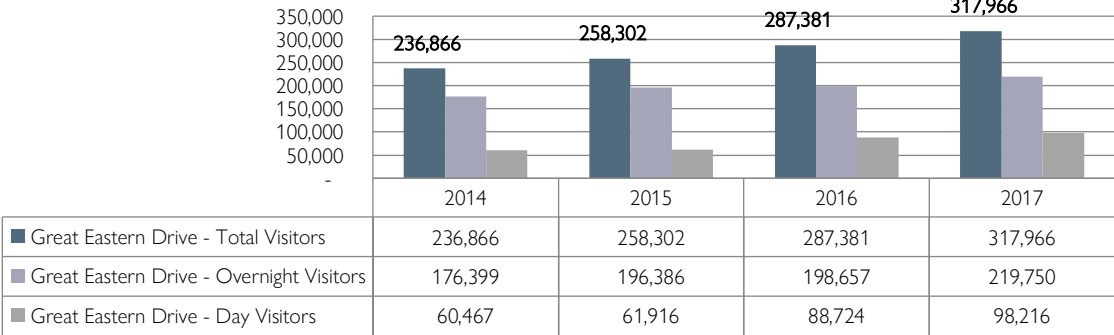
Source: Tasmania Visitor Survey (TVS), Tables 1, 2 (accessed May 2018)

Chart 9 Convict Trail Visitors 2017 (Shares %)



Source: Tasmania Visitor Survey (TVS), Tables 1, 2 (accessed May 2018)

Chart 10 Great Eastern Drive Visitors 2014-2017



Source: Tasmania Visitor Survey (TVS), Tables 1, 2 (accessed May 2018)

Chart 11 Great Eastern Drive Visitors 2017 (Shares %)



Source: Tasmania Visitor Survey (TVS), Tables 1, 2 (accessed May 2018)

## POTENTIAL VISITOR NUMBERS

The Centre would perform a local community role in encouraging creative activities, learning and preservation of local history. Community use levels would be the number of participants in programs delivered at the site.

For regional economic benefits the Centre and precinct would need to attract persons visiting/passing through to Sorell and regular visits by local residents. The proposed garden, restored shed, café, exhibitions, and events/ functions would be the drivers for these benefits. Demonstrable economic and social benefits are required for funding under the Australian Government's Better Regions Fund (BBRF).<sup>5</sup>

To attract visitors will require a high-quality experience, which encourages visitors to stop and spend some time at the site. The café and environment of the precinct becomes important for this.

The following table shows indicative estimates (for high/medium/low scenarios) of potential visitor numbers (covering tourists and local/regional residents) to the site. These scenarios are based on assumptions in relation to the percentage of visitors to Sorell going to the precinct. In the case of Sorell residents, the number visiting is based on the percentage of resident visiting and an average number of visits per year.

In the medium case there would be 34,075 annual visits, 55,890 in the high case and 18,670 in the low case. The number of visitors to the precinct determines the financial viability of a commercial café operation located on the site. Viability would require at least the medium visitor scenario to be achieved.

**Table 5 Estimated Visitor Numbers to Precinct (no.)**

Total Annual Visits	Scenarios		
	High	Medium	Low
<b>Tourists</b>			
Interstate & Internationals	20,275	12,672	7,603
Intrastate	11,520	7,200	4,320
<b>Total Tourists</b>	<b>31,795</b>	<b>19,872</b>	<b>11,923</b>
Ave per week (50 weeks)	636	397	238
<b>Local &amp; Regional Residents</b>			
Local Sorell Residents	13,837	8,648	3,243
Adjacent LGA Residents	10,258	5,555	3,503
<b>Total Residents</b>	<b>24,095</b>	<b>14,203</b>	<b>6,746</b>
Ave per week (50 weeks)	482	284	135
<b>Total All Visitors</b>	<b>55,890</b>	<b>34,075</b>	<b>18,670</b>
Ave per week (50 weeks)	1,118	682	373

Source: MCA analysis – June 2018

**Table 6 Assumptions used in Precinct Visitor Estimates**

Assumptions : Precinct Visitors	% of Visitors going to Precinct		
	High	Medium	Low
<b>Tourists</b>			
Interstate & International visitors	8.0%	5.0%	3.0%
Intrastate Visitors	8.0%	5.0%	3.0%
<b>Local &amp; Regional Residents</b>			
Local Sorell Residents	12.0%	10.0%	7.5%
Ave number of annual visits (no)	8	6	3
Adjacent LGA Residents	7.5%	4.0%	2.5%
Hobart Residents	2.5%	1.5%	1.0%

Source: MCA analysis – June 2018

<sup>5</sup> <https://www.business.gov.au/Assistance/Building-Better-Regions-Fund>



# ACTIVITY AND FUNCTION

## 03

*There are already keen locals who can see opportunities to develop their programmes and attract new audiences. This is the starting point for the Centre.*

### 3.1 USER GROUPS

The Community Cultural Centre is seen as being 'home' to a number of existing groups in Sorell that are active in the arts and culture.

#### EXISTING POTENTIAL USER GROUPS

The current user groups identified as potential users of the proposed Cultural Centre are:

- South East Arts: whose purpose is to facilitate arts and cultural activities within the Sorell municipality
- The Sorell Historical Society: whose purpose is to collect, preserve and exhibit artefacts related to the history of Sorell
- The Neil Davis Exhibition Centre: established to preserve and interpret the heritage carriage workshop on the site
- Pittwater Art Group: a community art group

#### KEY ISSUES

The groups identified may not make full use of the facility, throughout the year.

- The existing potential users have provided information that would suggest that their reach is limited. There are less than 200 members across all organisations. The members are generally in older age groups. They have no plan articulated for increasing membership but see the Precinct as part of their activity to attract new members.
- Each of the organisations is focused on a particular set of interests and they each hold meetings and have activities directed at their members and these interests. There are few opportunities currently for the wider community of visitors to interact with their activities.
- The organisations may have to change their operating model substantially to be able to activate the Centre and contribute to its financial sustainability.

The Men's Shed, which is an organisation active in areas related to culture has identified that it requires a large, secure site on which to operate. Its focus is on the broader issues of health and wellbeing for the community it serves rather than a broader visitor population. These attributes may not be compatible with the purpose and design of a Cultural Centre. They have therefore not been included in the functional brief for the Centre, though they may be part of a precinct.

#### FUTURE GROUPS

There are government entities, community groups, social and small business enterprises in the region who may contribute substantially to the concept of a Community Cultural Centre and complement existing users. These have not yet been consulted. They include

- Aboriginal Groups
- Tasmanian Parks and Wildlife
- Nature related groups: walkers, photographers
- Food related groups
- Childcare providers
- Conference or function organisers

These groups are likely to be active in arts and cultural areas, including the celebration of the natural environment, learning and play.

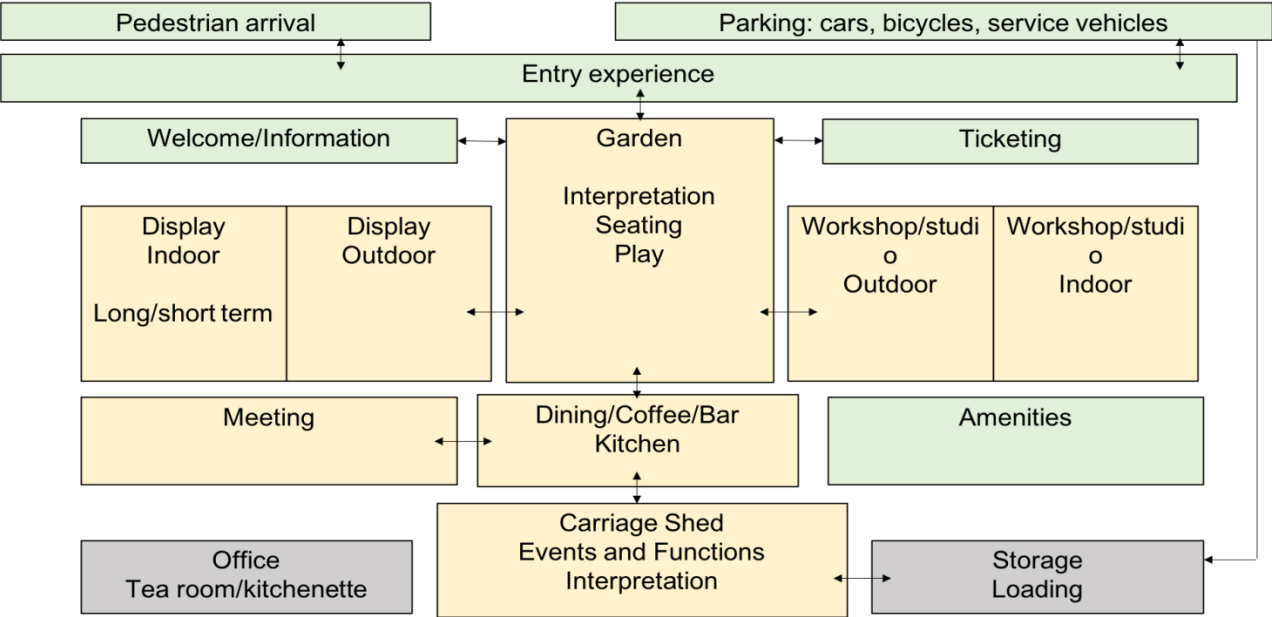
ACTIVITY FUNCTIONS

The functions below have been identified, through consultation, as being required for the Sorell Community Cultural Centre. The other organisations in the Precinct have a close relationship with the Centre functions. They may be shared uses between these parties.

Key:

General use
Programmable public space
Back of house support space

Functional Relationships:



It is recognized that all these functions may not be provided at the outset. This may be staged project and indications below suggest the Stage 1 functions (S1) and Stage 2 functions (S2). The numbers in red below indicate the space requested by the groups consulted.

Space Type	Areas	S1	S2	Description
Parking				For cars, bicycles and service vehicles (external)
Entry	-			A distinct entry point for pedestrians (external)
Welcome and Information	15m2	15	0	Space to provide information about the Centre e.g. operating hours and 'What's On'. This may include a ticketing point for special events and festivals
Amenities	50m2	25	25	Toilet facilities, including disabled and baby change. S1 = 5 toilets in total. 4 Unisex toilets + 1 DDA
Display Space	100m2	50	50	Indoor and outdoor display space for arts and cultural products (artworks, sculpture)  User groups request 400m2 (less 100 minimal already in brief) = + 300
Workshop/Studio Space	90m2	45	45	Indoor and outdoor space for activities, with associated wet areas. + Some outdoor directly connected
Café Kiosk	20	20		Space for a café/commercial gallery.  This could be a food truck parking bay in early stages. + outdoor directly connected
Dining Internal	50	0	50	Allowance 50m2 (seating for 40 people internal)
Events and Functions Space	145	-		This is anticipated to be located in the Carriage Workshop.  It may also be a location for temporary exhibitions, markets and workshops or for permanent display, functions  S1 – can be used for display
Meetings Space	50	30	20	Space for group meetings of up to 20 people (Allow 2m2 per person). Adjacent to kitchenette 10m2
Office space	15	0	15	A space for site operation staff or volunteers. Allowance for 3 hot desks (5m2 per person). Welcome Info is provided for S1
Kitchen/lunch area	10	0	10m2	Space for tea making/ fridge etc.
Storage	20	0	20m2	Storage for materials used regularly by users. These could be lockers allocated to groups. Men's Shed or Carriage works used S1
Loading				A service entry for delivery, waste etc.
<b>Total Internal</b>	<b>565 (865)</b>	<b>185</b>	<b>425</b>	
<b>15% circulation</b>	<b>85 (130)</b>	<b>30</b>		
<b>Total Floor Area</b>	<b>650 (995)</b>	<b>220</b>		
Dining External			50	50m2 (seating for 40 people internal)
Garden		250	250	This could be a major feature of the Centre and be both a cultural, interpretive and attractive feature.
Play	-			Designed nature and culture play space for 2 – 10 years old.  This could also be a major attractor.
<b>Total External</b>	<b>550</b>	<b>250</b>		

Note: Red text identified proposed areas provided through the stakeholder consultation process.

## SIZE OF BUILT FORM – REQUIRED BRIEF

TERROIR has provided an area analysis of:

- a minimal scope that would allow for a building envelope that fits the use and assumed visitation 650m<sup>2</sup>
- a maximum scope based on the stakeholders return brief 995m<sup>2</sup>

## INDICATIVE CAPITAL COST ESTIMATE

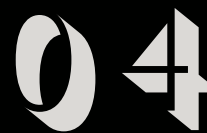
Built Area	Desired Floor Areas	Rate/m <sup>2</sup>	Building Cost Estimate
<b>MINIMAL</b>			
Internal Floor Areas	650m <sup>2</sup>	\$4000/m <sup>2</sup>	\$2,600,000.00
External Floor Areas	250	\$2000/m <sup>2</sup>	\$500,000.00
			\$3,100,000.00

Built Area	Desired Floor Areas	Rate/m <sup>2</sup>	Building Cost Estimate
<b>MAXIMUM</b>			
Internal Floor Areas	995	\$4000/m <sup>2</sup>	\$3,980,000.00
External Floor Areas	550	\$2000/m <sup>2</sup>	\$1,100,000.00
			\$5,080,000.00

**Note:**

Allowances for preliminaries, professional fees, design and construction contingencies have been included in this rate.

# LOCATION AND SITE



*The Precinct and the new Community Cultural Centre will need to draw visitors off the main roads and into the heart of Sorell.*

## 6.1 THE PRECINCT

*This concept distinguishes between the Precinct, which may include the Memorial Hall and sites occupied by other community groups such as the RSL, and the proposed new Cultural Centre.*

*The Centre is seen as the new destination that will engage a wide community audience as well as driving awareness of and visitation to Sorell.*

### COMMUNITY CULTURAL CENTRE LOCATION

*The site identified for the Community Cultural Centre is centrally located, though not immediately apparent to passing traffic.*

*It is close to the shops and cafes.*

*It is close to sites designated for a new child care facility*

*It is close to land designated for new residential sites.*

*The Precinct may include the Memorial Hall and RSL*

### LOCATION ADVANTAGES AND DISADVANTAGES

*Sorell, previously a farming town is now a busy regional centre with a growing suburban population and a commuter suburb for many locals working in Hobart, 26km away. The Market data indicates that there is a substantial volume of visitors passing through Sorell.*

*Currently Sorell acts as a service stop for those passing through providing supermarkets, bottle shops etc.*

*Location Advantage: The current location proposed for the Centre has the advantage of being adjacent to other key community facilities – the Memorial Hall and the RSL, as well as the Council offices, regional health centre, bus interchange etc. Thus, there is an opportunity to create a community focused precinct in this location.*

*Location Disadvantage: However, for visitors this location is out of sight and would need significant funds spent on signage and marketing to bring it the attention of a wider audience.*



SITE LOCATION PLAN @ 1:1250 (A4)



TERROIR

## 6.2 SITE

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The site selected for the Centre is currently the home of the Men's Shed and the Lions Club. Council has advised that the Men's Shed and the Lions Club may be moved to an alternative location. For now, our site planning allows it to remain if required. The Lions Club portable buildings could be removed/ relocated as their requirements for meeting space have been met within the new building brief.

The Centre site is well located

- Near the existing RSL and Memorial Hall where many of the community activists currently take place.
- Near the Council offices and chambers who could utilise the site for events.
- Near future housing development and a future childcare centre.

These provide potential for activation of the Precinct.

### SITE PLAN

The site plan indicates these required connections. The historic railway line has been used as the key pedestrian route through the site and point of entry from either the Council offices' street access or from the Station Street address. This porous site approach allows activation and access capacity from 3 sides.

The key welcome activities are also located along the main pedestrian link - historic rail trail.

### DESIGN APPROACH

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The architecture will reflect the weaving together of programme and landscape. It will connect inside and outside, and allow for areas to be open, part open or closed. The structure, signage and wayfinding will be consistent to build a sense of place. A modular building type will allow for flexible use and a staged approach.

The shed typology is a unifying design approach. The heritage Carriage Shed is provided with a respectful setback from the new Centre. An active garden frontage allows for community activities, cultural display, events, dining etc. to occur and change within this zone - a great opportunity for social engagement.

Modular Design Approach:

- A roof structure is superimposed over the required brief of areas.
- Circulation is logically set.
- Stage 1: Underneath the roof framework spaces can be built as a series of Stage 1 sheds with available funding.
- Community Activities can occur in the remaining open areas - outdoor activities, external workshops, external displays, children's play, community garden's etc.
- Stage 2: When and if additional funds occur Stage 2 components can be plugged on – but the character of the Centre will have its own vibrancy even if a future phase does not occur.

This approach allows for community uses to evolve and expand. It suits a management model where individual sheds or areas can be booked by groups without the whole Centre needing to be operational.

### BRAND AND SIGNAGE

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Within the design process thought must be given to the name and to helping people find the Centre.

The name of the destination is currently only for the purposes of describing and defining this project.

Future consideration must be given to:

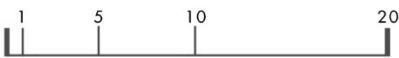
- Naming
- Directional and entry signage – external to the Centre
- Signage within the grounds of the Centre
- Public relations, marketing and communications materials
- The Centre's digital presence – website, social media etc.



## **CENTRE PLAN – DESIGN INTENT**

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### *1. CUT AWAY FROM HISTORIC CARRIAGE*

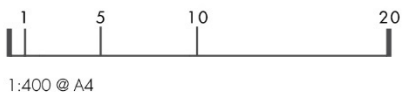


1:400 @ A4

TERROIR

2. CUT AWAY HISTORIC RAILWAY

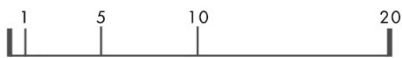
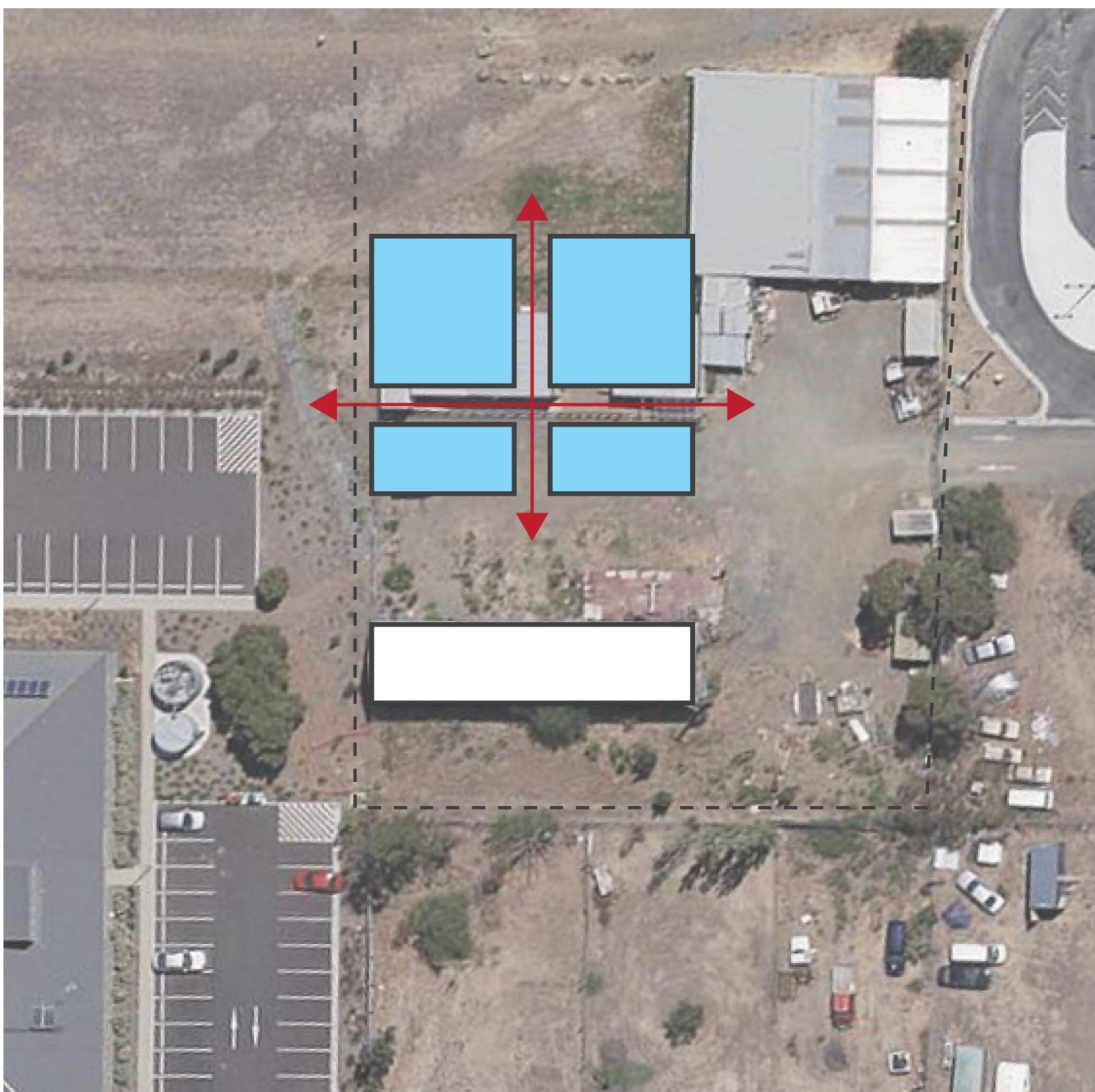




# TERROIR

## 3. CUT AWAY CENTRAL ACCESS



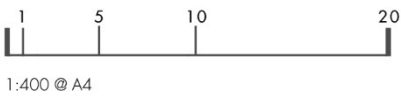


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# TERROIR

## 4. STAGE 1 + 2 PROGRAM





# TERROIR



5. STAGE 1 PROGRAM ONLY



TERROIR



## EXEMPLARS

Activities within a structure - buildings can be staged. Activities can be internal or external. Parts of the site can be open. Parts of the site can be closed



Social + community spaces and activities - to support the arts and cultural programme.



## TERROIR



# BUSINESS MODEL

# 05

*Operating the Centre must be considered from a start-up position to drive community involvement and visitation.*

## 7.1 CENTRE OPERATING CONTEXT

The consultation phase indicated that the community groups using the facility were not expecting to manage the Community Cultural Centre in a voluntary capacity. They will market, own and operate their own classes and shows within the Centre.

The concept suggests that, in order for the Centre to be successful in attracting multiple user groups, in presenting a program of interest to residents and in attracting visitation from outside the municipality, it will require professional management, marketing and operation.

The figures provided are considered a minimum to energize and develop a new facility and to ensure that the benefits of the capital investment are realized. They should be considered as a model and starting point for testing as the project develops, rather than a definitive Business Case.

## CENTRE OPERATING COSTS

The following are indicative operating costs for the operation of the Community Cultural Precinct.

The indicative annual operating cost is \$304,895. This includes \$120,000 in loan servicing costs for a loan of \$2 million for development of the site (50% of project cost).<sup>6</sup>

### Precinct Operation Costs (Indicative)

Council Costs	Annual Expenses	Description
<b>Staff Costs</b>		
<b>Centre Manager (0.8 position)</b>		
Salary	\$51,649	Based on salary \$64,561 (Arts & Events Officer, Kingborough Council – current advertised position)
On costs (21%)	\$10,846	21% of salary cost
Salary & On Costs	\$62,495	
Casual staff (holiday cover)	\$4800	15 days @ \$320 per day
<b>Total Staffing Costs</b>	<b>\$67,295</b>	
<b>Centre Operation Costs</b>		
Asset Maintenance Costs	\$60,000	Annual cost - 1.5% of \$4 million capital cost
Gardening & Cleaning	\$30,000	Indicative estimate – grounds maintenance and building cleaning
Electricity & Gas	\$6000	\$500 per month
Marketing Expenses	\$12,000	Indicative budget
<b>Insurances</b>		
Public Liability	\$3600	Indicative estimate (\$300 per month – \$40 million coverage)
Buildings Insurance	\$6000	Indicative estimate (base on building value - \$4 million)
<b>Total Insurances</b>	<b>\$9600</b>	
<b>Financing</b>		
Loan Servicing Cost	\$120,000	Indicative – loan \$2 million and interest rate 6%
<b>Total Annual Operating Cost</b>	<b>\$304,895</b>	
Depreciation (annual)	\$140,000	Average 3.5% of \$4 million capital cost

Source: MCA modelling June 2018

<sup>6</sup> This is based on a capital cost of \$4 million which is a mid-point between the minimal (\$3.1 m) and maximum (\$5.1) development costs identified in Section 3 of this report.

## Staffing

Position	Role	Salary
<b>Centre Manager</b> (Part Time) <4 days per week = 0.8)	Management of Centre Coordination of facilities users Programming of activities and events Marketing of facilities Marketing of programs	Full time rate = \$64,561 0.8 Rate = \$51,649 Based on : Arts and Events Officer – Salary Range \$60,352 - \$64,561 Kingborough Council,

## REVENUE

### VENUE HIRE

Revenues for such centres are often derived from user groups who hire the spaces, in this case the gallery and workshop, for regular long term, short term or one-off uses.

### Arts and Cultural Users

Based on the community usage information provided by potential users in Sorell, there are few opportunities to recover operating costs through use charges. Arts and cultural users do not anticipate paying for the venue and such a charge may prohibit the existing groups from using the facility.

### Other Users

The Sorell Community Cultural Centre concept, and the facilities proposed to accommodate arts and cultural uses, has been designed to also support user groups with broader cultural interests (nature, gardens, other art forms) or groups from outside the Shire. These users have not yet been identified and further consultation is needed to establish if there is more general interest.

A scale of venue hire charges may have to be established for other groups, to lessen the operating subsidy for the core facilities.

The following is a monthly schedule of use based on the community usage survey. Potential revenue has been estimated based on an indicative set of charges for space and the potential facilities use identified.

Total annual revenue was estimated at \$34,150, and this is based on charges being applied to all groups for use of space. No charges were included for the gallery and for space used by an artist in residence.

### Facilities Use - Annual

Gallery														No charge - Free space
Workshops	0	4	6	5	5	5	6	2	6	6	3	2	50	
Artist in residence														No charge- free space
<b>Function Space</b>														
Twilight market	1	1	1	1	1				1	1	1	1	9	Assume 9 per year
Events	3	3	2	2	2	1	1	1	2	2	3	3	25	Assumed 3 per month summer/1 per month winter/2 per month rest of year
Garden														Displays only
<b>Meetings Space (Total)</b>	<b>0</b>	<b>2</b>	<b>2</b>	<b>2</b>	<b>2</b>	<b>2</b>	<b>2</b>	<b>2</b>	<b>2</b>	<b>2</b>	<b>2</b>	<b>0</b>	<b>20</b>	Group meetings
-Small	0	1	1	1	1	1	1	1	1	1	1	0	10	
-Large	0	1	1	1	1	1	1	1	1	1	1	0	10	
<b>Total</b>	<b>4</b>	<b>10</b>	<b>11</b>	<b>10</b>	<b>10</b>	<b>8</b>	<b>9</b>	<b>5</b>	<b>11</b>	<b>11</b>	<b>9</b>	<b>6</b>	<b>104</b>	

Source: Derived from community usage survey, June 2018

### Indicative Charges for Space

Space Hire Charges	Charge	Period
Event Space	\$750	per day (minimum charge)
<b>Meeting Rooms</b>		
Small	\$70	per half day (minimum)
Large	\$95	per half day (minimum)
Workshop Space	\$140	per half day (minimum)

Source: MCA estimates

### Indicative Revenue from Space Hire

Revenue	Jan	Feb	Mar	Apr	May	June	July	Aug	Sep	Oct	Nov	Dec	Total
Gallery	0	0	0	0	0	0	0	0	0	0	0	0	0
Workshop	\$0	\$560	\$840	\$700	\$700	\$700	\$840	\$280	\$840	\$840	\$420	\$280	<b>\$7,000</b>
Artist in residence	0	0	0	0	0	0	0	0	0	0	0	0	0
<b>Function Space</b>													
Twilight market	\$750	\$750	\$750	\$750	\$750	\$0	\$0	\$0	\$750	\$750	\$750	\$750	<b>\$6,750</b>
Events	\$2,250	\$2,250	\$1,500	\$1,500	\$1,500	\$750	\$750	\$750	\$1,500	\$1,500	\$2,250	\$2,250	<b>\$18,750</b>
Garden													
Meetings Space (Total)													
Small	\$0	\$70	\$70	\$70	\$70	\$70	\$70	\$70	\$70	\$70	\$70	\$0	<b>\$700</b>
Large	\$0	\$95	\$95	\$95	\$95	\$95	\$95	\$95	\$95	\$95	\$95	\$0	<b>\$950</b>
<b>Total</b>	<b>\$3,000</b>	<b>\$3,725</b>	<b>\$3,255</b>	<b>\$3,115</b>	<b>\$3,115</b>	<b>\$1,615</b>	<b>\$1,755</b>	<b>\$1,195</b>	<b>\$3,255</b>	<b>\$3,255</b>	<b>\$3,585</b>	<b>\$3,280</b>	<b>\$34,150</b>

Source: MCA estimates

### OTHER REVENUE SOURCES

An on-site café could be an added benefit for users and would attract visitors to the gallery, playspace and other facilities. A café could ultimately also operate events and cater for functions.

If a café was included in the development, potential rent would be around \$26,000 per year. However, an operator would likely require concessional rent in first few years of operation of the Centre.

#### Café Business Model

Modelling of a café provides the following revenue and costs required for a 7 day a week operation.

- To achieve this café would need an average of 79 customers per day over 350 days of operation (average 58 per day on week days and 131 per day on weekends).<sup>7</sup>
- Total customers (annual) would be 27,520.

To achieve these customer numbers, the café would need to attract locals and tourist visitors. For tourists to stop and visit this would require an innovative café in a high-quality precinct.

Café Operations (Annual)			
Revenue		<b>\$443,072</b>	
Expenses	Share	Costs	
Food/Supplies	30%	\$132,922	
Labour	34%	\$150,644	3 Person operations – average labour cost \$50,215 per person.
Overheads	15%	\$66,461	
Rent	6%	\$26,584	
Profit	15%	\$66,461	

Source: MCA modelling June 2018

<sup>7</sup> Revenue assumes 30% coffee @ \$5; 30% coffee & snack (\$14); 40% meal and coffee @ \$26.

There would be seasonality in customer numbers. The following shows estimates of monthly numbers used in the modelling of café operations.

Average Customers			
Months	Total Weekdays	Total Weekends	Total Customers (Month)
Jan	1600	1280	2880
Feb	1600	1280	2880
March	1200	1120	2320
April	1200	1120	2320
May	800	880	1680
June	800	880	1680
July	800	880	1680
Aug	800	880	1680
Sept	1200	1120	2320
Oct	1200	1120	2320
Nov	1600	1280	2880
Dec	1600	1280	2880
<b>Total Annual</b>	<b>14,400</b>	<b>13,120</b>	<b>27,520</b>

Source: MCA modelling June 2018

## BUSINESS CASE SUMMARY

For the indicative business case, estimates were developed of: the operating costs for the Cultural Centre; potential use levels; and revenues that could be generated from the facilities.

### OPERATING COSTS

- Total annual costs of operations were estimated at **\$304,895**
- This cost includes staffing costs of \$67,295 (for a Centre Manager), and \$120,000 per year for servicing a loan (assuming that 50% of the capital cost of the development was debt funded).<sup>8</sup>
- Without the loan funding the operating costs would be **\$184,895**

### REVENUE

Two sources of revenue were identified for the Community Cultural Centre: charges for space use and rent from a café established on site.

- Total annual fees from space hire were estimated at **\$34,150**.
- Rent for an on-site café was estimated at **\$26,000** (however an operator would require a concessional rent for the first few years of operation).
- Total annual revenue generated from the site would total around **\$60,000** based on the user charges and rental being achieved.
- This leaves an annual operating deficit of between **\$124,895** and **\$240,894**.
- A café would need to attract customers from the local market and tourist visitors. To attract the number of customers to be commercially viable, the café would need to be innovative and located in a high quality precinct. A key reservation is whether the site (even with the proposed development) has the capacity to achieve the user/visitor numbers required.

### SECURING CAPITAL FUNDING

The development would require funding from the Tasmanian Government and/or the Australian Government (in addition to Council funding – as most funding programs require local contributions of between 33% to 50% of project costs). Funding programs tend to be competitive and applications need to demonstrate economic and social benefits. While the proposed development of the Cultural Centre, could demonstrate local community benefit, it would not be able to show the major regional economic benefits that are a requirement of the funding programs that could be sourced.

<sup>8</sup> This is based on a capital cost of \$4 million – this is a midpoint between the minimum and maximum cost estimates for the development of the precinct.

# APPENDIX



*The following is a summary of the responses to the Usage Scenario Information*

## INFORMATION REQUEST

1. For each month define what program you will run (if any) or how else your organisation might be present on the site
2. Define what spaces you will use
3. Define how long you will need each space for
4. Define whether it will be a ticketed (pay-for) use or free, and whether you pay for the use of a building (and if so, how much)
5. How many people will come to the site to participate in this program?
6. How will you advertise your program to a prospective audience?

*Please be realistic. Do not over promise. You may wish to just insert your existing program of activities into the calendar below.*

*This exercise will enable us to imagine how the precinct will be activated, what management and marketing might be required and how the place can function effectively.*

*Only the public, programmable spaces have been listed at this point. The plan will include the support spaces mentioned at the workshop.*

*The Memorial Hall is not included in this scenario development, though it could be part of the Precinct.*

## RESPONDENTS

*Responses were received from:*

- Neil Davis Committee (NDEC)
- Sorell on Stage (SOS)
- Symbols of Bushfire Recovery Project (SOBR)
- South East Arts (SEA)
- Pittwater Art Group (PAG)
- Russel Dorrell
- Email response from the Men's Shed
- Email from Susan Banks

## PROGRAMMING SCENARIO

*Please enter the details in the spaces below.*

Space Type	Jan	Feb	March
Display Space: indoor and outdoor	<b>SEA:</b> Gallery all year Free <b>SOS:</b> Stage memorabilia and costumes display Free <b>HC:</b> Gallery all year Free	<b>SEA:</b> Gallery all year Free <b>SOS:</b> Stage memorabilia and costumes display Free <b>HC:</b> Gallery all year Free	<b>SEA:</b> Gallery all year Free <b>SOS:</b> Stage memorabilia and costumes display Free <b>HC:</b> Gallery all year Free

Workshop/studio Space: indoor and outdoor	<b>SEA:</b> Artist at work <b>HC:</b> Indoor used for set-up and R&M Out-door – Nil	<b>SEA:</b> 1 5 hr workshop for 10 \$ Artist at work 1 exhibition up to 50 free <b>SOBR:</b> 1 workshop, 6-12 \$ <b>HC:</b> Indoor used for set-up and R&M Out-door – Nil <b>PAG:</b> 2 x workshop	<b>SEA:</b> 1 5 hr workshop for 10 \$ Artist at work 1 exhibition up to 50 free <b>SOBR:</b> 1 workshop, 6-12 \$ <b>HC:</b> Indoor used for set-up and R&M Out-door – Nil <b>PAG:</b> 4 x workshop
Events and Functions Space (probably the heritage carriage workshop space)	<b>NDEC</b> Twilight markets, dining events, antique machinery and antiques display, auctions, theatre, gatherings	<b>NDEC</b> Twilight markets, dining events, antique machinery and antiques display, auctions, theatre, gatherings	<b>NDEC</b> Twilight markets, dining events, antique machinery and antiques display, auctions, theatre, gatherings
Garden	<b>SEA:</b> Outdoor art exhibits free <b>SOS:</b> Outdoor performance <b>HC:</b> Static displays	<b>SEA:</b> Outdoor art exhibits free <b>SOS:</b> Outdoor performance <b>HC:</b> Static displays	<b>SEA:</b> Outdoor art exhibits free <b>SOS:</b> Outdoor performance <b>HC:</b> Static displays
Meetings Space		<b>SEA:</b> 1 meeting 40 1 meeting 10	<b>SEA:</b> 1 meeting 40 1 meeting 10

Space Type	April	May	June
Display Space: indoor and outdoor	<b>SEA:</b> Gallery all year Free <b>SOS:</b> Stage memorabilia and costumes display Free <b>HC:</b> Gallery all year Free	<b>SEA:</b> Gallery all year Free <b>SOS:</b> Stage memorabilia and costumes display Free <b>HC:</b> Gallery all year Free	<b>SEA:</b> Gallery all year Free <b>SOS:</b> Stage memorabilia and costumes display Free <b>HC:</b> Gallery all year Free
Workshop/studio Space: indoor and outdoor	<b>SEA:</b> 1 5 hr workshop for 10 \$ Artist at work 1 exhibition up to 50 free <b>SOBR:</b> 1 workshop, 6-12 \$ <b>HC:</b> Indoor used for set-up and R&M Out-door – Nil <b>PAG:</b> 3 x workshop	<b>SEA:</b> 1 5 hr workshop for 10 \$ Artist at work 1 exhibition up to 50 free <b>SOBR:</b> 1 workshop, 6-12 \$ <b>HC:</b> Indoor used for set-up and R&M Out-door – Nil <b>PAG:</b> 3 x workshop	<b>SEA:</b> 1 5 hr workshop for 10 \$ Artist at work 1 exhibition up to 50 free <b>SOBR:</b> 1 workshop, 6-12 \$ <b>HC:</b> Indoor used for set-up and R&M Out-door – Nil <b>PAG:</b> 3 x workshop
Events and Functions Space (probably the heritage carriage workshop space)	<b>NDEC</b> Twilight markets, dining events, antique machinery and antiques display, auctions, theatre, gatherings	<b>NDEC</b> Twilight markets, dining events, antique machinery and antiques display, auctions, theatre, gatherings	<b>NDEC</b> Twilight markets, dining events, antique machinery and antiques display, auctions, theatre, gatherings

Garden	HC: Static displays	HC: Static displays	HC: Static displays
Meetings Space	SEA: 1 meeting 40 1 meeting 10	SEA: 1 meeting 40 1 meeting 10	SEA: 1 meeting 40 1 meeting 10

Space Type	July	August	Sept
Display Space: indoor and outdoor	SEA: Gallery all year Free SOS: Stage memorabilia and costumes display Free HC: Gallery all year Free	SEA: Gallery all year Free SOS: Stage memorabilia and costumes display Free HC: Gallery all year Free	SEA: Gallery all year Free SOS: Stage memorabilia and costumes display Free HC: Gallery all year Free
Workshop Space: indoor and outdoor	SEA: 1 5 hr workshop for 10 \$ Artist at work 1 exhibition up to 50 free SOBR: 1 workshop, 6-12 \$ HC: Indoor used for set-up and R&M Out-door – Nil PAG: 4 x workshop	SEA: 1 5 hr workshop for 10 \$ Artist at work 1 exhibition up to 50 free SOBR: 1 workshop, 6-12 \$ HC: Indoor used for set-up and R&M Out-door – Nil	SEA: 1 5 hr workshop for 10 \$ Artist at work 1 exhibition up to 50 free SOBR: 1 workshop, 6-12 \$ HC: Indoor used for set-up and R&M Out-door – Nil PAG: 4 x workshop
Events and Functions Space (probably the heritage carriage workshop space)	NDEC Twilight markets, dining events, antique machinery and antiques display, auctions, theatre, gatherings	NDEC Twilight markets, dining events, antique machinery and antiques display, auctions, theatre, gatherings	NDEC Twilight markets, dining events, antique machinery and antiques display, auctions, theatre, gatherings
Garden	HC: Static displays	HC: Static displays	HC: Static displays
Meetings Space	SEA: 1 meeting 40 1 meeting 10	SEA: 1 meeting 40 1 meeting 10	SEA: 1 meeting 40 1 meeting 10

Space Type	Oct	Nov	Dec
Display Space: indoor and outdoor	SEA: Gallery all year Free SOS: Stage memorabilia and costumes display Free HC: Gallery all year Free	SEA: Gallery all year Free SOS: Stage memorabilia and costumes display Free HC: Gallery all year Free	SEA: Gallery all year Free SOS: Stage memorabilia and costumes display Free HC: Gallery all year Free
Workshop Space: indoor and outdoor	SEA: 1 5 hr workshop for 10 \$ Artist at work 1 exhibition up to 50 free SOBR: 1 workshop, 6-12 \$	SEA: 1 5 hr workshop for 10 \$ Artist at work 1 exhibition up to 50 free SOBR: 1 workshop, 6-12 \$	SEA: 1 5 hr workshop for 10 \$ Artist at work 1 exhibition up to 50 free SOBR: 1 workshop, 6-12 \$



	<i>HC: Indoor used for set-up and R&amp;M</i> <i>Out-door – Nil</i> <i>PAG: 4 x workshop</i>	<i>HC: Indoor used for set-up and R&amp;M</i> <i>Out-door – Nil</i> <i>PAG: 1 x workshop</i>	<i>HC: Indoor used for set-up and R&amp;M</i> <i>Out-door – Nil</i>
<i>Events and Functions Space (probably the heritage carriage workshop space)</i>	<i>NDEC Twilight markets, dining events, antique machinery and antiques display, auctions, theatre, gatherings</i>	<i>NDEC Twilight markets, dining events, antique machinery and antiques display, auctions, theatre, gatherings</i>	<i>NDEC Twilight markets, dining events, antique machinery and antiques display, auctions, theatre, gatherings</i>
<i>Garden</i>	<i>HC: Static displays</i>	<i>HC: Static displays</i>	<i>SEA: outdoor art exhibits free</i> <i>SOS: Outdoor performance</i> <i>HC: Static displays</i>
<i>Meetings Space</i>	<i>SEA: 1 meeting 40</i> <i>1 meeting 10</i>	<i>SEA: 1 meeting 40</i> <i>1 meeting 10</i>	

## DESIGN RELATED REQUIREMENTS/SUGGESTIONS

### Display

- SOBR suggest 50-100 running metres of hanging space a hanging system and lighting in the display space (NETS exhibitions)
- HC suggests a need for 400 sq m of display space indoors and the same outdoor
- SOBR suggests 25 running metres of outdoor display space
- SOBR suggests 500 sq m of 3D outdoor art space
- HC suggests a need for 50 sq m of static display in the garden

### Workshop

- SOBR suggests 88 sq m of workshop space plus same outdoors – lighting etc. for evening activity

### Meeting

- SOBR suggests 70 sq m of meeting space

### Shed

- NC Committee want buildings to reflect the historic shed
- Shed should be restored as heritage externally, but internal fitout to suit new purpose eg concrete floor

### Other

- Outdoor Art Wall
- Catered workshops – use of kitchen?
- SEA want Men's Shed on site to share use of equipment

## BUSINESS ISSUES

- There is no proposal to make any payment for use, nor to programme or manage the space other than for the specific uses suggested.
- No organization is volunteering to manage or maintain space