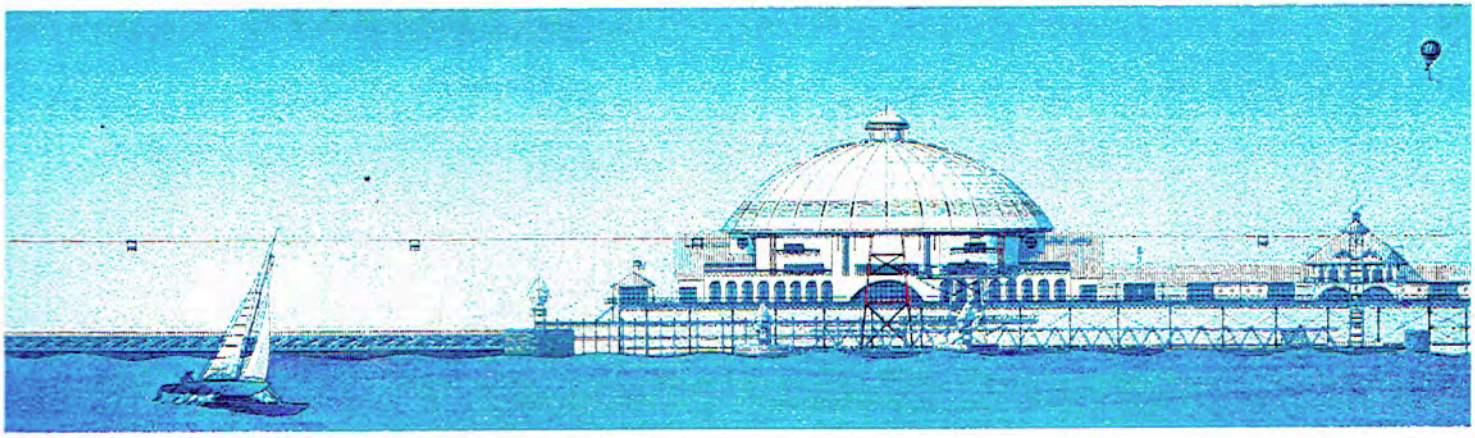
THE MILLENNIUM PIER



MILLENNIUM COMMISSION APPLICATION

BY THE MILLENNIUM PIER TRUST

NOVEMBER 1996

CONTENTS

		PAGE
FOREWORD		
A	PROJECT OVERVIEW	2
B	PROJECT IMPLEMENTATION	9
C	FINANCE	11
D	LAND, PROPERTY AND ASSETS	14
E	POST IMPLEMENTATION	16
F	FINANCIAL APPRAISAL	18
ANNEX		20

FOREWORD

Over a quarter of a million people gathered on the promenade at Hastings last night to see the Millennium Pier 'switch on'. In an atmosphere of intense anticipation, the crowd - many having arrived via the channel tunnel from northern Europe - peered out to sea. As darkness fell a sudden burst of laser beams lit up the stunning outline of the new Pier, picked out the distant Beachy Head, skimmed the English Channel and highlighted the remains of Hastings Castle - built shortly after the last millennium. The celebration marks the achievement of the Millennium Pier Trust in creating the world's first energy self-sufficient pier, beckoning in a new era of pier building. Every light on the pier and all equipment is powered by the pier's very own wave and tidal power systems. Sheltering behind the generating pontoons situated out at sea beyond the end of the pier, a new marina has been created allowing both pleasure and commercial vessels to once again call at Hastings.

Earlier today I arrived at Hastings Railway Station and crossed the platform to the new sky ride terminal. A cable car whisked me up and over the tree tops of Brisco's Walk, past Hastings Museum, over Bohemia Road and White Rock Gardens, and then down over the main coastal road onto the pier. The views of the town and the Channel were spectacular. The ride continued along the length of the pier, offering tantalizing glimpses of the many innovative new attractions and then out over the marina to the new lighthouse. This is just one part of a novel transport interchange in which the car is forgotten. A new heliport provides for both tourist and business use and the pier landing stage now advertises regular services to other South Coast ports as well as fishing and pleasure trips locally.

Since 1996 when the proposals were first formulated, innovation has been the order of the day, not only in overcoming the many technological challenges that confronted the project team, but in composing the financial and management structures that have enabled the project to benefit from public, private and voluntary sector effort and reach its impressive conclusion. The Millennium Commission, in bravely supporting the project's 'total vision', has been rewarded with a sensitive and innovative structure of real architectural splendour that will make a huge impact on this historic coastline. Jobs created during construction and the many new businesses now opening on the pier have already done much to transform the town's depressed economic status.

And then there is the new pavilion. Hastings lost its original oriental pavilion to a fire in 1917. But the new pavilion matches its splendour with its part retractable roof allowing guests on clear nights to enjoy performances under a starry sky. Elsewhere, restaurants and innumerable new low and high-tech attractions began to overflow with excited guests, invigorated both by the experience and the sea air. The Millennium Pier will surely introduce the citizens of the 21st century to the joys of walking over the water and the pleasures of promenading on this unique structure.

Friday 4 May 2001.

PROJECT OVERVIEW

PROJECT CONCEPTION (A1)

The project has arisen from the determination of a number of local people, the current pier owners, and both members and officers of the Hastings Borough Council and East Sussex County Council to secure a future for the ailing historic Hastings Pier. A consortium has been established by these 'enthusiasts' which has drawn in local support and attracted expertise from further afield to develop the proposals in this application. It is in the nature of the pier that, once involved, people rapidly become enthusiasts.

In 1990 the Hastings Urban Conservation Project (now Hastings Trust), Hastings Council and *Building Design* Magazine organised an ideas competition for the pier as the focus for Hastings Environment Week (Annex 2). The Consortium has adopted the winning entry as the basis of its proposal and the architects who submitted the entry have become major contributors (Annex 3 and 4).

Both the Year of the Pier (1996) and the approach of the millennium have acted as a prompt to take these proposals forward. The Consortium now proposes that a Millennium Pier Trust be established to take over the ownership and management of the pier and to secure its revitalisation in a manner befitting the 21st Century. The Consortium is committed to saving the Historic Grade 2 Listed pier and believes that a 21st Century concept of the pier can be evolved which will:

- provide a major new impetus to tourism in a town 'popular with tourists since 1066';
- make a significant contribution to uplifting the local economy by providing major new employment opportunities;
- pioneer a new role for piers nationally.

PROJECT SIGNIFICANCE (A2)

Only nine piers remain along the Sussex/Kent coastline and the future of at least one third of these is uncertain.

Hastings and St Leonards had two piers until 1951 when the Hastings Corporation demolished the storm-wrecked St Leonards Palace Pier. Engineers advice to the current owners of the surviving Hastings Pier is that without substantial investment the surviving pier may only be able to be used for another three years. In its heyday Hastings Pier would attract 60,000 visitors on a bank holiday, these days some 5,000 pass through the turnstiles.

The Consortium intends that the pier will once again become a major tourist attraction, winning new generations to the pleasures and interest that piers can offer. Hastings Pier can become an exciting destination in its own right, attracting visitors from across the country and from Europe. It is less than one hour's drive from the Channel Tunnel. The revitalised pier will also provide major new employment and facilities for the host community of Hastings (currently classified as Intermediate Assisted Area Status).

Safe harbouring within the new marina formed behind the outlying wave barrier will enhance the credibility of Hastings as a maritime town. Apart from the visual appeal and excitement created by boating activities, Hastings will benefit commercially from re-establishing its significance in the chain of south coast resorts offering harbour facilities - Brighton to Eastbourne to Hastings to Dover. It will also be a well located European port of call.

A wonderful pier at Hastings will pioneer the spirit of the first pier building age into the new millennium. It will be a national and international advertisement for British creativity, craft, technological innovation - and for the South Coast Riviera. Locally, the town of Hastings will again have a distinguihed focus to its sea-front, be it from the land, the sea or the air.

COMMUNITY BENEFITS (A3)

The project will firstly achieve an exciting and secure future for Hastings Pier, which is a key element of the town's sea-front and tourism business.

During the construction phase jobs will be created locally in the construction and allied industries.

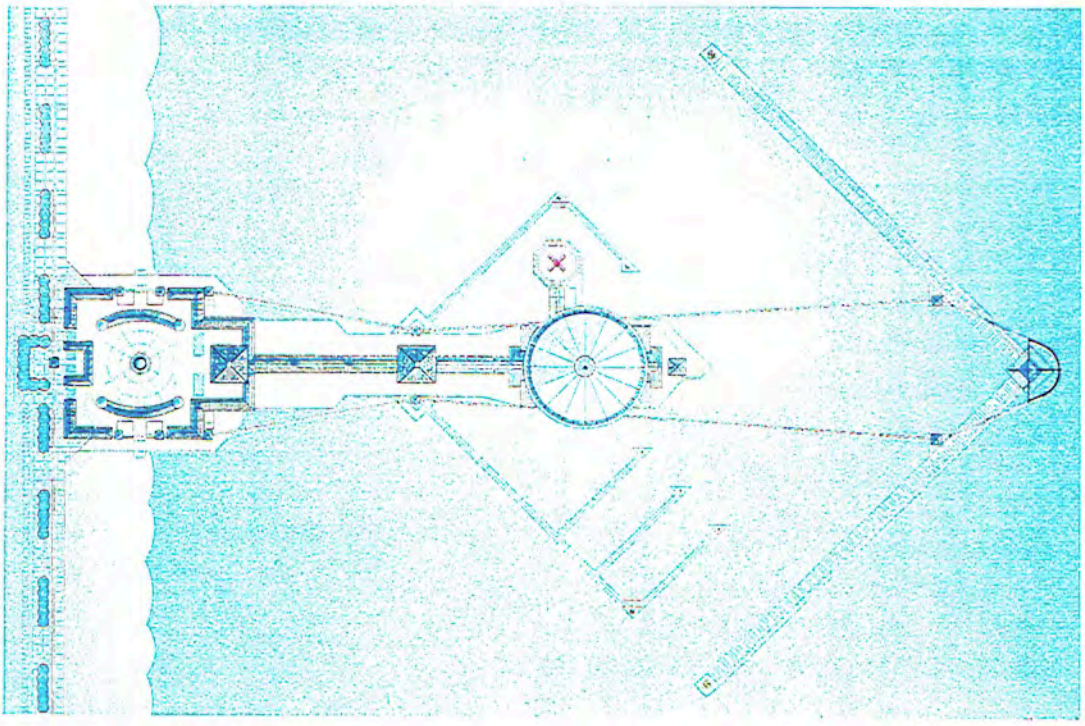
The revitalised pier will provide a major new leisure attraction, generating new businesses and jobs and bringing benefits and new opportunities to existing businesses. A balance will be maintained between tourism and community attractions. For instance a 1066 entertainment will attract tourists and an over 60's club and a deep water chamber for treating specific medical conditions such as cerebral palsy will respond to community needs. Many facilities such as the cafes, night club, pavilion shows, health suite and video games/ IT displays will be attractive to both locals and visitors. The Sky Ride and the heliport enhance the traditional seaside pier image by adding the more spectacular and clear functional advantage of links with a wider catchment area on both sides of the channel.

Integrated, attractive and secure access to all areas must be available to disabled visitors to the pier.

New landing facilities will re-establish coastal and cross-channel transport links enabling vessels such as the SS Waverley to once again call at Hastings. No landing facilities currently exist in the town.

The revitalised pier will make an impact on the 'feel' of the town. Currently the pier is a reflection of the town's economically depressed reality. Indirectly, a stimulus will be given to employment in the region.

The Consortium hopes that the pleasure of promenading on the pier will be introduced to future generations and contribute to their physical, mental and spiritual well-being.



PUBLIC SUPPORT (A4)

Recent initiatives for improving the pier have been greeted with considerable local enthusiasm. Following the ideas competition in 1990 a Hastings Pier Preservation Society was established and attracted a membership of over 200 people.

The Consortium includes representatives from several local voluntary and statutory authorities as well as the private sector.

Representatives of both Hastings Borough Council and East Sussex County Council have attended Consortium meetings and Hastings Borough Council has provided financial assistance to the development of the proposals contained within this application.

Interest in and support for the Pier from outside the Hastings area has been demonstrated in the past by the offer of european monies for an element of restoration work.

To further assess local public support, the Consortium, in conjunction with the *Hastings and St Leonard's Observer*, published a questionnaire in the edition of Friday 11th October for readers to complete and return. There was a favourable response and the results are set out in Annex 5. 96.5% of respondents wanted to keep a pier in Hastings and to see its improvement. 84.5% considered the project to be an appropriate recipient of lottery funds.

The statement most favoured to describe the pier people would like in the 21st century was "A place to promenade and relax" (72%) with "a rich diversity of entertainment for all ages" (65.5%) and "a pier for the community of Hastings" (55.2%) the next most popular.

As to which attractions people would like to see, the re-establishment of coastal shipping links enabling vessels like the SS Waverley to call again was a clear winner. Next most popular was the proposal to make the pier energy self-sufficient, followed by the creation of a new bandstand. Some of the more controversial proposals such as the Sky Ride and the heliport led to a polarisation of views. Some did not like these ideas while others clearly considered them exciting.

The Consortium considers the survey has provided a clear indication of local community support for the proposals and a useful guide to the attractiveness of the various elements. Further public participation processes will be an integral part of the development of the project in the years to come.

CREATIVE USE OF TALENT (A5)

The wide variety of activities and operations proposed in the project offers a wealth of opportunity for the exercise of creative design talent. This includes:

- Structural ingenuity to restore, replace and expand the existing pier structure (Annex 6).
- Research and craft skills to restore the promenade concourse and central bandstand.
- Creating and integrating the architecture, acoustics, lighting and comfort of the large international pavilion.
- Designing the sensory experiences of the Sky Ride and walkways over land, pier and sea whilst resolving the technical challenges. (Annex 7 for Sky Ride route).
- Developing the marina concept to combine with exploiting the near shore potential wave and wind power resource to generate renewable power (Annex 8).
- IT facilities to attract, entertain, educate and assist public information and business life.

Initial discussions have started with key specialists on all critical aspects of the project (Annex 9). In particular, talent involved to date in the evolution of this application includes:

George Adams
Architect. Former Borough Architect and Director of AJK Architects. Hastings Urban Design Group.

Mike Britch
Managing Director, NPS, Norwich.

Jeremy Brook
Partner, Graphic Ideas

Mike Bussell
Historic Structures, Ove Arup and Partners

Denise Clements
Hon. Secretary, Hastings Pier Preservation Society

Tony Cruse
Fellow of the Chartered Association of Certified Accountants, Partner, Cruse and Burke, Director Hastings Pier Company.

Roger Dennett
Director of Tourism, Hastings Borough Council.

Ray Finch
Architect. Joint winner of 1990 ideas competition.

Nessie Folwell
Director, Hastings Pier Company Limited.

Christine Goldschmidt
Director, Hastings Trust.

Tony Graham
MBS Business Solutions Ltd.

Greg Haigh
Principal Maritime Engineer, Ove Arup and Partners.

Susan Harrison
European Link Officer, East Sussex County Council.

Mark Kenney
Architect. Joint winner of 1990 ideas competition.

Roger Murton
Design Advisor, East Sussex County Council.

Peter Parson
Associate partner, Hillier Parker.

John Shrive
Managing Director, Hastings Pier Company Limited.

James Sinclair-Taylor
Sinclair-Taylor and Martin Solicitors.

Nick Wates
Senior Research Associate, The Prince of Wales Institute of Architecture.

Wave Design
Graphic Designers.

VISITOR NUMBERS (A6)

The Pier presently attracts 250,000 visitors each year (Pier Company records). Over one million visitors were recorded in 1982 (Piers information Bureau figures). The summer months have traditionally seen the main concentration of visitors. (60,000 through the turnstiles on a good Bank Holiday in the 1930's). In recent years the Pier Company has successfully experimented with winter facilities (e.g. the Chess Congress held in December).

If the project is completed in its entirety, at least a fourfold increase in the present number of individual visits is anticipated. A base projection of 1,000,000 has been adopted as a conservative estimate drawn from historical experience. The Pier's ability to generate such a throughput will not only be dependent on the appeal of the attractions but also on visitor trends to South East England. Visitor rates will obviously be seasonal and sensitive to climate changes. They will also be dependent on the Trust's ability to compose a robust out-of-season strategy to attract visitors.

Monthly Targets would be set as follows for 2001:

	'000s
January	30
February	30
March	30
April	70
May	120
June	120
July	180
August	180
September	120
October	60
November	30
December	30
Yr	1000

These figures would make the revitalised Hastings Pier among the five top attractions charging admission in South East England. The Hastings Pier Trust may decide in common with Eastbourne Pier and Palace Pier, Brighton, that a toll charge is not appropriate. Visitor numbers to the top ten attractions in South East England in 1994 were:

1	Palace Pier Brighton	3,500,000*
2	Rotunda Amusement Park, Folkestone	2,500,000*
3	Canterbury Cathedral	2,250,000*
4	Chessington World of Adventures	1,614,000
5	Thorpe Park, Surrey	1,235,000
6	Eastbourne Pier	750,000*
7	Wisley Gardens, Surrey	586,829
8	Leeds Castle, Maidstone	537,965
9	Smarts Amusement Park, Littlehampton	525,000*
10	Royal Pavilion, Brighton	357,942

* Estimated attendances

Top attraction in Hastings

Hastings Sea Life Centre 210,000

CATCHMENT AREA (A7)

The Millennium Pier will be a major visitor attraction in the South East of England. There is a clear opportunity for a revolutionary new attraction to pull in visitors from the rest of Britain - in particular London - and from further afield through Northern Europe.

The immediate catchment area is the town of Hastings and the surrounding communities. Suitable attractions will generate multiple visits from the locality.

The total population of the adjacent South East counties of East Sussex, Kent, West Sussex and Surrey is around 4 million people. The neighbouring Hastings and Rother Districts contain 166,500 people. Research undertaken by the South East England Tourist Board has indicated that Hastings benefits from around 1.9 million day visitors per year. Just over 300,000 overnight trips were undertaken by tourists in the town during 1994.

Much is now happening in Hastings to strengthen and expand its catchment area potential in the South East. Its planned role as a regional shopping town will develop with its new centre. St Mary in the Castle offers new cultural activities. The town's proximity to the Channel Tunnel generates enormous possibilities. The revival of the pier, the essentially English sea-side leisure amenity, updated to incorporate current and future technology, offers a very fitting project to prepare the town and the region for the next millennium.

ENVIRONMENTAL BENEFITS (A8)

The social impact of an inspirational new pier and public amenity will symbolize and stimulate a new outlook for the Millennium, regenerating the tired sea-front environment and the town's flagging tourist industry. A lively seaside town must have an active sea-front. A marina attached to the pier offers a very vibrant attraction. The potentially disastrous environmental, social and economic impact of having a prominent rusting hulk and dangerous structure at the heart of Hastings' sea-front must be avoided.

The project will achieve the exciting refurbishment of a very dilapidated structure. If the present state of deterioration is not tackled during the next few years, there is the clear prospect of the present Pier Company losing the struggle against ever increasing maintenance costs, leading to the pier closing and rapidly descending to mirror the situation at Brighton West Pier. The prospect hangs perilously close.

The new pier will demonstate the 21st Century drive to sustainability and renewable energy sources. The scheme proposes that all power for pier facilities be wave generated by outlying barrage pontoons beyond the pier head. Discussions are currently in hand with various experts in renewable energy technologies to explore and identify the most appropriate form for this location. A phase of intensive research into the following options is envisaged:

- tidal barrage exploiting ebb tide conditions,
- an oscillating water column module system using the swell of the sea (OSPREY),
- a couple of outlying wind turbines used in tandem with the tidal devices (not a wind farm forest!).

One of the key attractions and criteria for these systems lies in the nature of their low technology/maintenance operation. Part of the development of the energy resourcing researches to date has been the opening of discussions with the local electricity distributing company Seeboard, which has expressed significant interest in the proposal (Annex 9).

There is an attractive and important educational spin-off in giving sustainability and power self-sufficiency a high profile in the project. The demonstration of power generation to pier promenaders and theming exhibitions to introduce and explain the wonders of the sea are marvellous opportunities to stimulate environmental awareness, concern and care. For instance: the world below the waves; experience the power of the sea against the pier structure at water level; sea farming on the barrage reef.

A protecting power generation barrage will shelter the new pier from the worst of the violent storms which have at various times inflicted such significant damage to many of the south coast piers. Hastings Pier's landing stage was virtually destroyed in 1991: St Leonards Palace Pier was lost entirely to rough seas. The forming of a small marina in the calmed waters behind the barrage is proposed.

CREATION OF JOBS (A9)

CONSTRUCTION JOBS

The building programme should create up to 350 directly related construction jobs, with a similar amount generated in the supply industry.

JOBS CREATED ON COMPLETION

We project that new accommodation on the pier will accommodate over 40 new small businesses and create a minimum of 200 jobs. Additional seasonal jobs will be created and it is also likely that additional jobs will be created in some of the allied businesses supporting the pier enterprise.

In 1994 there were some 3174 jobs in Hastings supported by tourist expenditure. A rejuvenated seafront and major attraction, achieving a large increase in visitor numbers (section A6), can only stimulate the entire local tourist industry if well managed. Pier and seaside visitors will, with encouragement, go on to the St Clement's smugglers Caves or the Sea Life Centre. There is great potential and much of interest to offer the tourist once in the town.

PROJECT IMPLEMENTATION

OVERSEEING THE PROJECT (B1)

Once a satisfactory funding package is secured, the Hastings Pier Consortium will establish The Millennium Pier Trust. The Trust will be responsible for the implementation of the project and will employ a small team to service the Trust and co-ordinate consultants and advisers. This will include:

Overall Project Management and Design
NPS Consultancy

Consultants on Structure and Materials
Ove Arup and Partners

Legal Consultants
Sinclair Taylor and Martin Solicitors

Beyond this core group of consultants it is envisaged that specialist services will be sought by tender. The Consortium is reviewing the option of seeking a major contractor as a construction partner (Annex 9).

PROFESSIONAL PROFILES (B2)

Practice details of leading consultants are included as Annex 10.

IDENTIFIED CONTRACTORS AND SUPPLIERS (B3)

No contractors or suppliers have been identified for use on the project but professional advice has been sought from specialist firms with regard to:

i) Wave/wind power generation
ii) Cable car operation
iii) Heliport management and construction
iv) Marina construction.

These companies have given outline specifications and financial information.

DEVELOPMENT TIMETABLE (B4)

A proposed development timetable is included as Annex 11.

ARCHITECTURAL AND ENVIRONMENTAL QUALITY (B5)

The very highest quality of architectural and environmental design will be demanded and secured - as befits a unique community focused project demonstrating the regeneration potential for piers in the next Millennium.

The key activity of selecting the Architect and a design concept followed from the high profile Ideas Competition organised by the Hastings urban Conservation Project, Hastings Borough Council and *Building Design* Magazine in 1990. 114 entries were received, mostly from professional architects and engineers. The judges were Cedric Price (architect), Piers Gough (designer), Paul Finch (editor, *Building Design*), Pam Brown (leader of Hastings Borough Council) and Paul Smith (Mayor of Hastings).

ARCHITECTS

The winning scheme, adopted as the concept proposal for this project, was praised by the judges for "the appropriate scale and attractive profile ..... and the intelligent use of new technology. They thought it would provide a sufficient variety of enclosures for hitherto unconsidered activities; they liked the mixture and progression of spaces, and the attention paid to giving good views .....the scheme contained elements of delight, achieved without resorting to pastiche". The developing scheme has retuned some areas of accommodation, but the essential architectural philosophy holds strong - a revitalised and elegantly appropriate pier for the 21st Century. Mark Kenney, architect, is now a practice principal in the large Property services organisation NPS (see Annex 10), and has continued to work with Ray Finch, architect, on a number of projects.

STRUCTURAL ENGINEERS

Consulting Engineers, Ove Arup and Partners, were selected by the Consortium to assess the structural feasibility of both restoring and enhancing the existing construction to accommodate the new buildings. The firm has a long established international reputation and, in particular, a specialism and previous involvement on many pier, cast iron and marine projects. (Annex 6 for Report)

PROJECT MANAGER

The third key quality appointment will be the Project Management Team, selected to lead the project through the development stage. This team will be supported and directed by an Executive Team selected from the Hastings Pier Trust. A formal selection process is proposed as a model for making other key professional appointments. Following advertising for expressions of interest and short listing, a fee bid and competitive interview will be invited. Selection will be made on a range of assessment criteria such as, philosophy, design credentials, resources, organisation, track record and price.

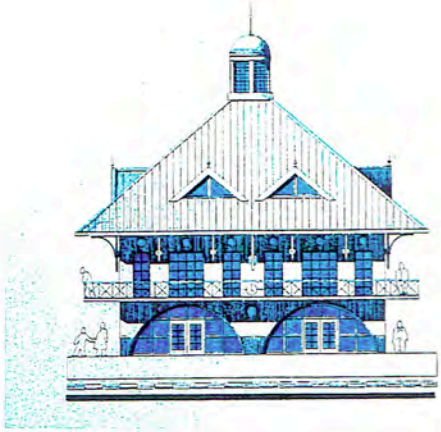
The programming of sufficient time to identify and develop those critical elements of the proposal is essential to maintaining the highest standards of quality design solutions. In particular, the insertion of seaward structures beyond the pier will demand the most rigorous environmental investigation and studies. The talent is available, some has been identified and many initial contacts have been established (refer to A5 section).

PROCUREMENT DIRECTIVES (B6)

We anticipate that EU procurement regulations will be applicable to the project. For all services with a contract value in excess of 200,000 ECU the following procedure will be undertaken:

i) EU Journal Notice submitted;
ii) Questionnaire sent to all firms/companies expressing an interest;
iii) Shortlist of up to 6 firms/companies selected;
iv) Shortlisted firms/companies invited to tender;
v) Appraisal of tender;
vi) Award of contract.

The process is expected to take up to 6 months to complete.



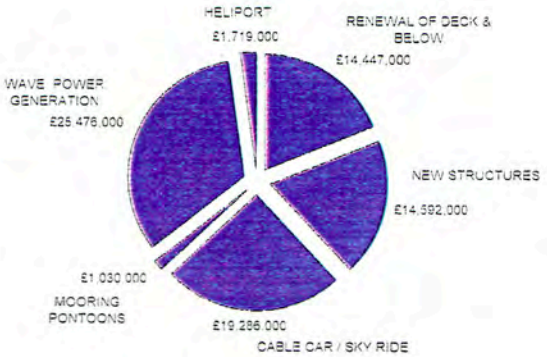
FINANCE

CAPITAL COSTS & PHASING (C1)

The total estimated capital cost of the proposed project is 86.86 million pounds. The construction cost is estimated at 76.55 million pounds, assets are estimated at four hundred thousand pounds and professional fees and charges 9.91 million pounds. The project has been costed on the basis that the pier will be completely closed whilst construction work takes place.

The table below sets out the main items of expenditure. More detailed analysis is provided in appendices as noted.

COMPONENT PART COSTS



- Notes
1 - Costs shown have Preliminaries and Contingencies added
2 - Total Estimated Construction Cost £76,550,000

CONSTRUCTION COSTS (see Annex 16 for full details)		Costs in £000's
Item 1	Demolitions and Alterations	634,000
Item 2	New decks and structures below deck level	11,303,000
Item 3	New structures above deck level	
	a) Public square area	985,000
	b) Central Pier Spine and circulation areas	1,957,000
	c) 1066 Entertainment Pavilion	460,000
	d) IT Learning Centre	423,000
	e) Hastings Pier International Pavilion	5,054,000
	f) 'Waverley' Sailing Terminal	34,000
	g) Specialist final fit out	450,000
	h) Central Pier Spine Travelator excluding enclosure	945,000
	i) Heliport and Travelator	1,420,000
Item 4	Special Services Installations	780,000
Item 5	Deck sundries	359,000
Item 6	Drainage and external works	610,000
Item 7	Cable Car provision	15,935,000
Item 8	Pontoon moorings	851,000
Item 9	Wave Power Generation Barrier and navigation lights	21,050,000
Item 10	Allowance for preliminaries	6,325,000
Item 11	Allowance for contingencies	
	General contingencies 5%	3,487,500
	Design Development contingencies 5%	3,487,500
Total estimated cost of scheme		**76,550,000**
ASSETS (see also section F1)		
	Purchase of pier	400,000
	Promenade area at entrance to pier	contribution in kind
	Land for cable car terminal (adjacent Railway station)	contribution in kind
	Land for cable car towers (en route to pier)	contribution in kind
PROFESSIONAL FEES AND CHARGES (see also section F5)		
	Professional Fees	8,516,000
	Consortium/Trust costs	1,146,000
	Planning and Building Regulation Fees	248,000
	Total	86,860,000

VAT is not included

The overall project programme is estimated to be 55 months. The period covered is from the lodging of the third round application (November 1996) to the opening date of the new pier (May 2001).

Scheme inception and design cover a period of 23 months, with construction work covering 27 months and final fit out and commissioning a further 5 months. Please refer to the development programme for further details (see Annex 11).

The table below shows estimated expenditure in each year covered by the project.

PHASING OF EXPENDITURE

(see Annex 17 for full details)

Period covered is from scheme inception to opening of new Pier Complex.

Year	
Pre 97	£10,000
1997	£3,933,000
1998	£7,296,000
1999	£35,610,000
2000	£37,560,000
2001	£2,451,000
TOTAL	£86,860,000

FUNDING SOUGHT FROM COMMISSION (C2)

The contribution being sought from the Commission is £43,430,000, which represents 50% of the capital cost of aquisition and construction, as set out in C1 of this application. The 50% contribution would be required to coincide with the phasing of that expenditure as indicated in C1.

BALANCE OF FUNDING (C3)

At this stage of such a massive project it has only been possible to sketch out the proposed financial structures. Other public sector sources of funding, for example from the Single Regeneration Budget or through assisted area sources, in turn have their own approval mechanisms and cannot be offered as 'definite' commitments, (Annex 9 for SRB4 correspondence). Likewise, the opportunities for incorporating private sector funding have preoccupied consortium members. The Consortium therefore sees each major element of the project developing its own structure.

The Consortium has concluded that it will be desirable to sign up a major construction partner. Approaches have been made, but undoubtedly further talks must follows.

The Consortium has carried out a limited investigation of the availability of European Funding. East Sussex is an eligible area within the Intereg II Programme for Tourism. It has also been advised of initiatives soon to be launched, in particular the Recite 2 Programme which will deal with community strategies for seafront areas. The time and resources available to the Consortium have meant these ideas are not yet developed in detail. They are all, however, sound and practical solutions.

The Consortium believes that the funding of the proposals to make the pier energy self-sufficient will be dependent on securing the involvement of one of the main power generators. Their conditions of franchise require that they seek a target of 5% generation from renewable sources of energy. These proposals can provide a high profile test bed for the generation of energy from renewable sources. Approaches have been made and these are being further developed. The Consortium is also aware of initiatives with the European Community which may provide funding for elements of Research and Development - for example with materials.

Whilst being promoted as a fun ride, the sky ride proposal to Hastings station is also a serious contribution to the transport network within the Town. The route would directly link the town's new shopping centre being developed by Boots plc with the Millennium Pier. Fares would be charged but, as has proved successful elsewhere, the proposal is also to attract advertising revenue for the ride. No approaches have yet been made to transport undertakings to seek their partnership in the ride.

The Consortium are in discussion with a potential provider of a Heliport service. Ideas have included the development of a heli-hopper service - for example London Docklands/Hastings Millennium Pier/Boulogne/Paris.

FINANCIAL COMMITMENTS (C4)

No financial commitments have been entered into other than acceptance by the Consortium of £5,000 from Hastings Borough Council to enable the more essential elements of the proposal to be investigated and the Application made.

LAND, PROPERTY AND ASSETS

LOCATION (D1)

The Pier is located in the East Sussex coastal town of Hastings - OS Grid Ref TQ8209. (Detail map Annex 12). Hastings was an original member of the Cinque Ports and, as 1066 country, has a quite unique place in English history.

The pier is a focal point of the town's sea-front and occupies a prime position in relation to the town centre and the main railway station.

The attractive and newly refurbished White Rock Theatre faces the shore end deck of the pier. The medieval Old Town area and fishing beach terminate the promenade route, less than one mile to the east, and the elegant Burtons' St Leonards lies one mile to the west. Long distance glimpses of the pier are available from both east and west coast road approaches.

PIER AND SITE OWNERSHIP (D2)

Hastings Pier is currently owned by the Hastings Pier Co Ltd. This is a privately constituted limited company initially brought into being by the Hastings Pier Act of Parliament and subsequently varied by the Hastings Pier Company Act 1985 under which the company adopted the obligations and conditions of the Companies Act 1985.

SITE ASSEMBLY (D3)

The current owners of the pier have participated in the Consortium Meetings and contributed to the project's development. Following the initial submission to the Millennium Commission, the Hastings Pier Co Ltd advertised the pier for sale. Once the Millennium Pier Consortium considers a satisfactory development path has been established, the Millennium Pier Trust will be set up. This new Trust will then enter negotiations with the current owners for the purchase of the pier. It has been necessary to make assumptions in our costings about the establishment and acquisition costs. As the project proceeds development proposals for the promenade adjacent to the pier will need to be negotiated with Hastings Borough Council.

Contact: Hastings Pier Co Ltd
Mr Tony Cruse
Cruse and Burke
145 Windmill Road
Croydon
CR0 2XT
Tel: 0181 689 6529

CONSENTS (D4)

The original pier, opened in 1872, is one of fourteen designs made by the engineer Eugenius Birch. He also designed the elegant Brighton West and Eastbourne piers, the West Pier being regarded as much the most significant of his works. The original Hastings Pier Pavilion, before its destruction by fire in 1917, has become regarded as of Grade 1 Listed status. The Pier is now viewed by S H Adamson in 'Seaside Piers' as 'vulgarised out of recognition'. The Pier is Grade 2 Listed (Brief History Annex 13) and an application for Listed Building Consent will be required.

Formal planning consent has not yet been sought, although informal discussions and meetings have been held on the pier with both Hastings Borough Council's Chief Planning Officer and English Heritage's Dr R Morrice. Letters setting out their present planning views are attached (Annex 14).

The starting point for the redevelopment of the pier as expressed to both the local Planning Department and English Heritage would involve the wholesale removal of the present superstructure above deck, which is now of fairly low merit, refurbishing only the four roundels and structure at the promenade end and reinstating the old band-stand focal point. The structure below deck is the most interesting element of the pier and it is proposed to restore, replace and extend this in an elegant manner acceptable to English Heritage.

The location of the marina and power generating structures beyond the low water mark indicates that there is no requirement to submit a formal planning application, being outside the jurisdiction of the County and Borough Councils. Clearly, however, formal consultation with the local authorities will be undertaken and their support and public support must be secured. The scheme must be submitted to the Department of Transport for consent in relation to navigation and shipping matters. A subsequent application must also be made to the Ministry of Agriculture, Fisheries and Food for consent in relation to marine protection matters. It is proposed to open this dialogue once the power generating scheme is better identified and the nature of the barrage system is proposed. It is expected that an environmental statement will be prepared following an environmental impact assessment on tidal and conservation implications of the preferred approach.

COMMITMENTS (D5)

No contractual commitments have yet been made in respect of land or asset acquisition. However, it should be noted that the current pier owners have been fully involved in the project to date as active and enthusiastic members of the Consortium. Arrangements for the possible transfer of the pier structure are being discussed (See also Section D3)

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Fax 0171-973 3001

Mr P Lewis
Chief Planner
Hastings Borough Ciuncil
Technical Services Department
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Hastings
East Sussex TN34 1PL
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POST IMPLEMENTATION

ULTIMATE OWNERSHIP OF THE PIER (E1)

Ultimate ownership of the Millennium Pier will reside with the Millennium Pier Trust. The Trust will be responsible for the management of the pier for its presentation for the public good.

MANAGEMENT ARRANGEMENTS (E2)

The Millenium Pier Trust will become the Client in contractual arrangements. The Trust will directly employ a small development team to service the Trust and co-ordinate the development process. The proposed advisors to the Trust are indicated in section B1.

The appointed Project Manager (Section B5) will lead the professional consultants through the development and construction stages of the project. A formal selection process will be adopted for such appointments. The Millennium Pier Trust, consulting its advisors where necessary, will direct and support the Project Manager.

Once operational, the Pier will be managed as an integrated organisation with operational, corporate management and support units operating on a profit/cost centre basis. The Management Team will operate under the direction of the Trust.

REVENUE COSTS (E3)

A cash flow forecast has been prepared and this is attached in Annex 19. The items of revenue costs have been detailed on that forecast. The direct operating costs will cover the cost of the management of the pier together with the operational staff, including their office accomodation and running costs, IT requirements etc. Also included in these costs would be charges from utilities (other than electricity). The estimated cost of repairs and maintenance represents 0.5% of the total capital costs. The pier, with its variety of attractions, will be a complex structure to maintain and will always need to be maintained to the highest possible standards. The failure of many of the piers around our coasts has been as a result of lack of adequate resources to provide proper maintenance.

The major source of contribution to meet the revenue costs will be from the receipt of admission monies to the pier and income from the various activities that take place on the pier. Many of these activities will be undertaken by private sector operators who will make a substantial contribution to the revenue costs via rental, concession and service charges. It is also assumed that a contribution to the cost of supporting the power generating activity will be made by the power generator who will partner that particular operation. No income has been assumed from the sale of any excess power that may be generated, although it is likely that considerably more power will be generated than will be required to service the needs of the pier.

These contributions will be sufficient to cover the revenue costs and also the anticipated interest charges and capital repayment from the commercial loans that may well be required to cover any shortfall in overall funding.

The consortium is not able at this time to give further details of the sources of revenue income as, has already been stated, it does not have the necessary revenue resource available to pursue these. Once again the consortium has relied on the expertise available to it to confirm that the revenue and income projections are entirely feasible.

VISITOR CHARGES (E4)

At this time we believe that a charge for admission to the pier will be acceptable and an average charge of 40p (net of VAT) per visitor has been assumed. The income received from visitors will be used as a contribution towards the revenue costs.

PROFITS (E5)

The cash flow projection, Annex 19, mirrors very closely the profit and loss forecast for the pier. The pier will make an operating surplus in its first year although this surplus will be required to meet the anticipated finance charges. In cash terms the pier will come into surplus in its tenth year of operation. From that point on surpluses will continue. These surpluses will be required to be retained to fund the refurbishment of the pier, which the consortium believe will be necessary between year 10 and 20 of its operating life.

ENDOWMENT FUND (E6)

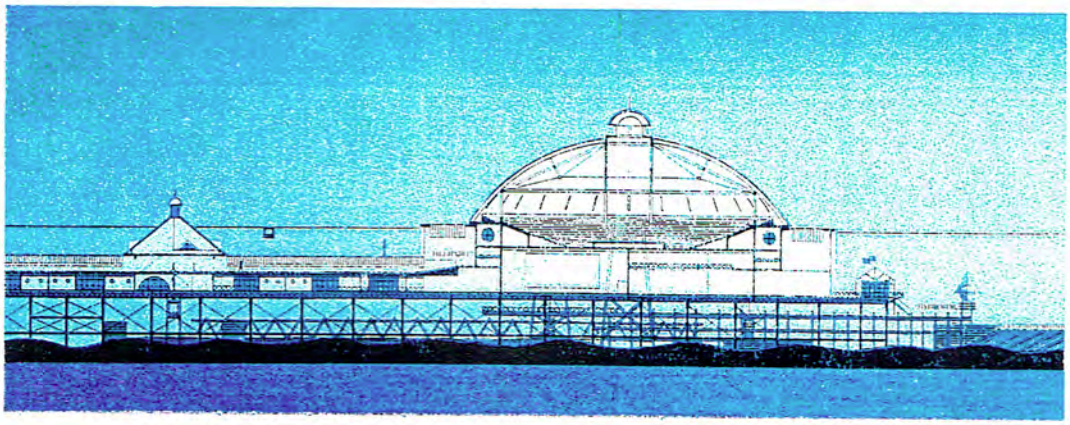
The consortium does not at this time intend to create an endowment fund.

PUBLIC APPEAL FOR FUNDING (E7)

The consortium does not intend to run a public fund raising campaign to support the revenue costs of the project.

EXCEPTIONAL CONTRIBUTION (E8)

The consortium will not be making such a case.



FINANCIAL APPRAISAL

SITE/ASSET COSTS (F1)

The anticipated purchase cost of the existing Pier is £400,000. The purchase of the pier is envisaged in 1998.

Charges are currently not anticipated for other land required for the scheme. The identified additional land requirements will be sought as a 'contribution in kind' from the Borough Council and other land owners.

COST OF SITE/ASSETS	
Purchase of Pier	£400,000
Promenade area at entrance to pier	contribution in kind
Land for cable car terminal (adjacent railway station)	contribution in kind
Land for cable car towers en route to pier)	contribution in kind
TOTAL	£400,000

EXTERNAL WORKS (F2)

External works consist of refurbishment of the immediate area leading up to the pier. New paving surfaces, clock tower and drainage, general landscaping and balustrading are included.

EXTERNAL WORKS (see construction cost Annex 16 items 6b.c)	
Refurbishment of Promenade	£605,000
Main entrance clock tower	£68,000
TOTAL	£673,000

CONSTRUCTION COST (F3)

The full construction cost of the project is estimated to be 76.55 million pounds.

FULL COST OF CONSTRUCTION DEVELOPMENT (see Annex 16, construction cost, for full summary)	
Full cost of construction development (Refer to section C1 total capital cost of project for outline summary of construction costs)	£76,550,000
TOTAL	£76,550,000

FITTING OUT (F4)

Fitting out costs to 'public access' type buildings are included here. Also included are pier fitting items. Generally buildings have been costed to include standard fittings to suit their usage therefore costs are not included here. Buildings which are likely to be of a commercial lease type are assumed let as 'shells.' Again the fitting out to these is excluded.

COST OF SUPPLIES/SERVICES FITTING OUT (see Annex 16, construction cost, item 3g)	
Fitting out	£545,000
TOTAL	£545,000

FEES AND CHARGES (F5)

The total capital cost for fees and charges is estimated to be 9.91 million pounds. The professional 'design team' charges are estimated to e 8.52 million pounds, the consortium/trust 'management team' costs at 1.15 million pounds. The method of building procurement chosen will affect where these fees are finally allocated.

PROFESSIONAL FEES & CHARGES (see Annex 18 for full details)	
Professional 'Design Team'	£8,516,000
Consortium/Trust 'Management Team'	£1,146,000
Planning & Buildings Regulation Fees	£248,000
TOTAL	£9,910,000

FUNDING COSTS (F6)

Funding costs treated as a revenue cost.

NON-RECOVERABLE VAT (F7)

It is assumed at present that all VAT is recoverable. Current advice on VAT liability is that the position is inconclusive. A view has been expressed that the project may be liable, in part or in full. Another opinion is that the total VAT paid may well be fully recoverable. A determination of this is being sought (Annex 9).

TOTAL CAPITAL COST OF PROJECT (F8)

£86,860,000

MONEY ALREADY COMMITTED (F9)

Hastings Borough Council contributed £5,000 in October 1996 towards the development costs of this bid. All other work has been carried out on a goodwill basis free of any charge. No monetary or contrctual committments whatsoever have been made. If successful the consortium anticipate contributions of undetermined size being forthcoming to further develop the project.

PARTNERSHIP CONTRIBUTIONS (F10)

a)	Single Regeneration Budget	4,500,000
b)	Intereg II	3,500,000
c)	Other	2,500,000
d)	Partnership Contribution	20,000,000
		£30,500,000

BANK LOANS / OTHER INCOME (F11)

£12,930,000

MILLENNIUM COMMISSION CONTRIBUTION (F12)

£43,430,000

REVENUE COSTS

(F13 TO F20 ALL AVERAGES OVER FIRST 10 YEARS)

ESTIMATED ANNUAL RUNNING COSTS (F13)

£1,350,000

ESTIMATED ANNUAL FUNDING COSTS (F14)

£1,599,000

ESTIMATED TOTAL ANNUAL REVENUE COSTS (F15)

£2,949,000

ANNUAL INCOME FROM VISITORS/USERS (F16)

£2,755,000

ANNUAL INCOME FROM PARTNERSHIP SOURCES (F17)

£250,000

ANNUAL INCOME FROM ENDOWMENT (F18)

No endowment funds will be created.

ESTIMATED NET ANNUAL INCOME/DEFICIT (F19)

£56,000 surplus

ANNUAL MILLENNIUM COMMISSION CONTRIBUTION (F20)

No annual grant proposed.

F21-F25 NOT APPLICABLE.

ANNEX

1 Notes on Application Form Section 1 Applicant Details

2 Hastings Pier Competition Brief 1990

3 Building Design publication of prize winning schemes

4 Design drawings by Mark Kenney and Ray Finch

5 Public consultation

6 Structural Report by Ove Arup and Partners, Consulting Engineers

7 Sky Lift proposal

8 Wave Energy/Marina information

9 Correspondence with Specialists:
(Formal correspondence remains awaited from a number of these as at 11/11/96).

- Sinclair-Taylor and Martin, Solicitors (Trust Structure) - Mr J Sinclair-Taylor
- Hillier Parker, Real Estate Services (Valuation) - Mr P Parson
- Hastings Borough Council (SRB4 funding) - Mr P Lewis
- Applied Research and Technology- Mr A Thomson
- Westlands London Heliport - Ms T Stratfull
- POMA (GB)Sky Ride manufacturers - Mr M Mercia
- SLP Engineering Ltd, Helideck manufacturers - Mr N Cycon
- Seeboard, Energy Marketing Section - Mr T Perera
- Energy Technology Support Unit, Harwell - Dr J Craig
- National Piers Society - Mr D Bateman
- Admiralty charts have been obtained
- Railtrack - Mr M Bailey
- VAT Enquiry Office

10 Practice Profiles

11 Development Timetable

12 Location Map

13 A Brief Pier History and photographs

14 Planning and English Heritage consultations

15 Plan and schedule of Functions and Areas

16 Construction Cost Initial Feasibility

17 Phasing of expenditure

18 Professional fees and charges

19 Cash Flow Forecast