

Welcome



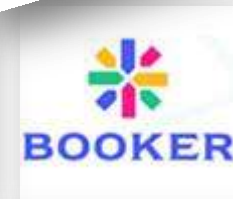
Powerhouse of the Industrial revolution

R³ Museum and much more for Hayle!
pioneer place concept

Acknowledgements

This presentation has been compiled with grateful inputs from the following organisations and information sources:

- ✓ Nigel Eden – Engineer & Richard Trevithick Historian
- ✓ Rob Ellis – General Manager Bookers
- ✓ Helen Ashby – Acting Director National Railway Museum
- ✓ Mike Crossland – Steam Museum Swindon
- ✓ Clive Glover – Munro Acoustics
- ✓ Simon Dobell - Kino Digital Cinema



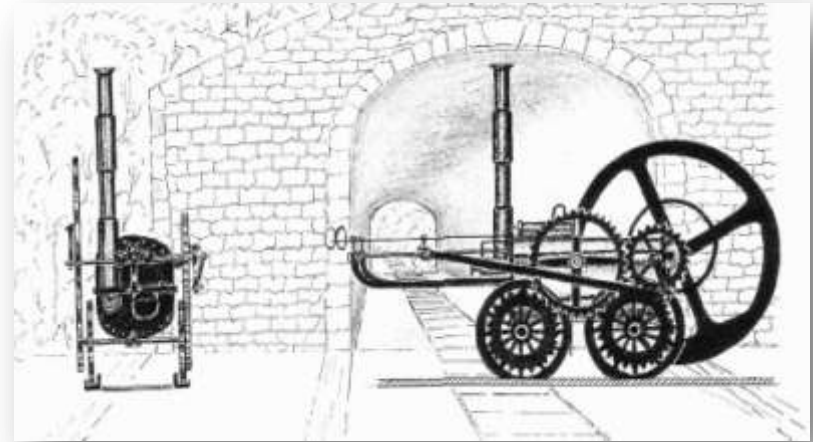
STEAM

MUSEUM OF THE
GREAT WESTERN RAILWAY



Introduction

- Hayle has a most incredible and enviable, industrial pioneering heritage and geographical situation. The true magnitude and potential of which has, regrettably to date, been criminally under exploited, despite years of economic decline!



Mission

Help Hayle *help itself*

- Jobs, jobs, jobs - empower Hayle's young & unemployed
- Establish a key, captivating attraction & community facility
- Self-sustainable + high net, socio-economic contributor
- Revitalisation of local economy
- Provide focal point and captivating gateway to our heritage
- Support and augment Harvey's Foundry Trust initiatives
- Underpin Hayle as the powerhouse of the Industrial Revolution, steam locomotion and first meaningful deployment of wave generated energy
- Offer an exemplary modern digital cinema experience with 'showmanship'

Ethos

Pro bono *for the public good*

- Engage and involve young and unemployed at inception
- Provide, multifaceted business training and work experience
- Professionally run by the town for the town
- Recycling of profits into similar community/heritage projects
- Where possible source materials and services locally
- Strong educational and cultural qualities
- Ideally powered from Wavehub generated electricity

Museums a socio economic necessity



South West Museums Libraries & Archive Council

R³

- Attract a diversity of visitors across all socio-economic and ethnic groups
- Play a fundamental role in a community's quality of life
- Enhance the 'image' of a place for residents, visitors and businesses
- Aids social inclusion, brings together old and new residents in a distinctive community hub – a lively drop-in centre
- Imparts skills, re-discovery of forgotten or hidden community assets - 'a parallel education system' for all ages and lifelong learning

Some numbers and trends



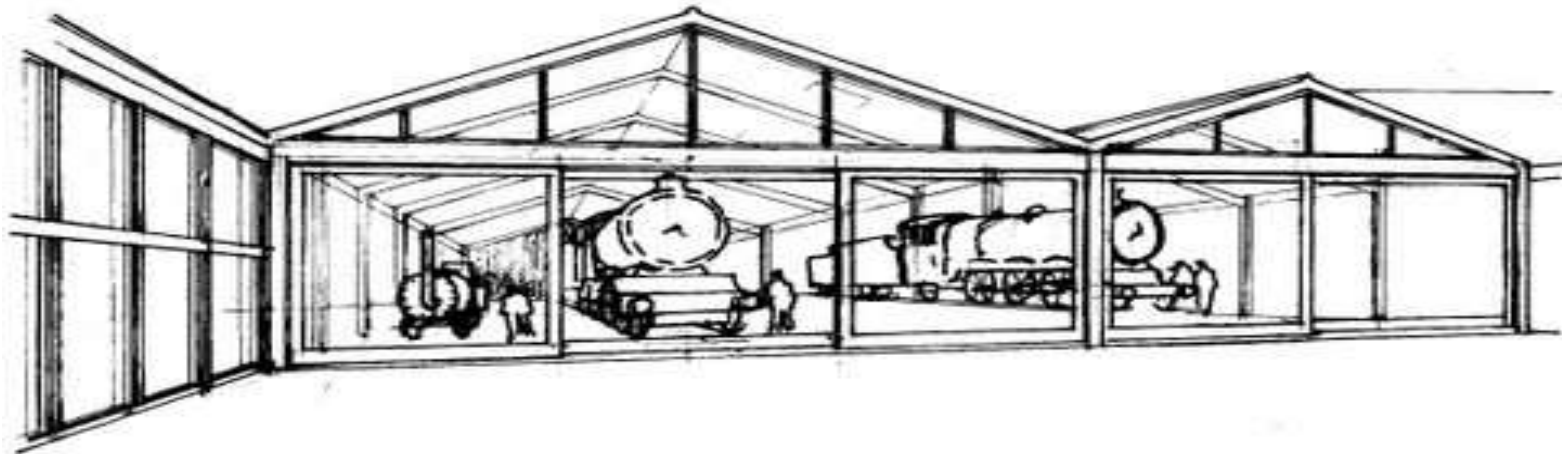
South West Museums Libraries & Archive Council



- There is a potential market share of at least 20% of the population – that's one in five!
- Southwest museums have a very significant role to play in tourism in general and particularly 'high yield' cultural tourism
- People in southwest are more likely to visit museums than those in other regions with a stronger regional propensity to invest in the social and economic role of museums
- National Maritime Museum has proven to be a significant factor in influencing Cornwall's visitors decisions to frequent Falmouth (report Tym & Partners-SWDA August 2008)

pioneer place concept

R³ museum and.. digital cinema complex



PROPOSED SIDE ELEVATION
HAYLE HERITAGE MUSEUM

In Hayle - the powerhouse of the Industrial Revolution

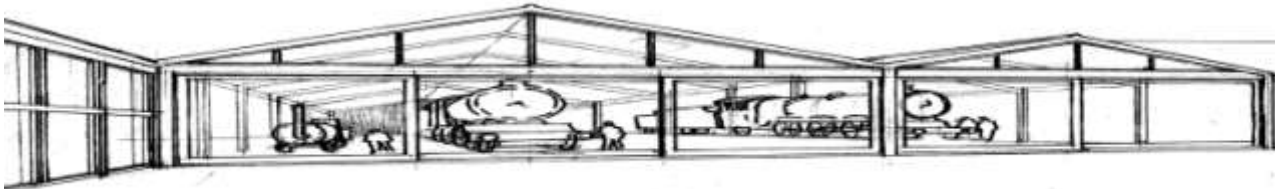
pioneer place location ideas

Hayle Foundry - a fitting location and a wonderful opportunity to compliment and fully augment Harvey's Foundry Trust Initiatives

$$1 + 1 = 3$$

pioneer place location ideas

- An alternative Hayle home for Bookers would free-up their existing warehouse
- Existing building is of suitable dimensions (in excess of 2,000² metres) and in an ideal location - all main services are in place
- It has a sound, steel portal frame on a 6 metre grid pattern, a span of 16 metres and clear height of 5 metres
- With modern, insulated materials and glazed panels the building can be cost effectively transformed functionally and aesthetically beyond recognition
- Easily accessible by train, bus, park & ride with adjacent car parking facilities.



PROPOSED SIDE ELEVATION
HAYLE HERITAGE MUSEUM

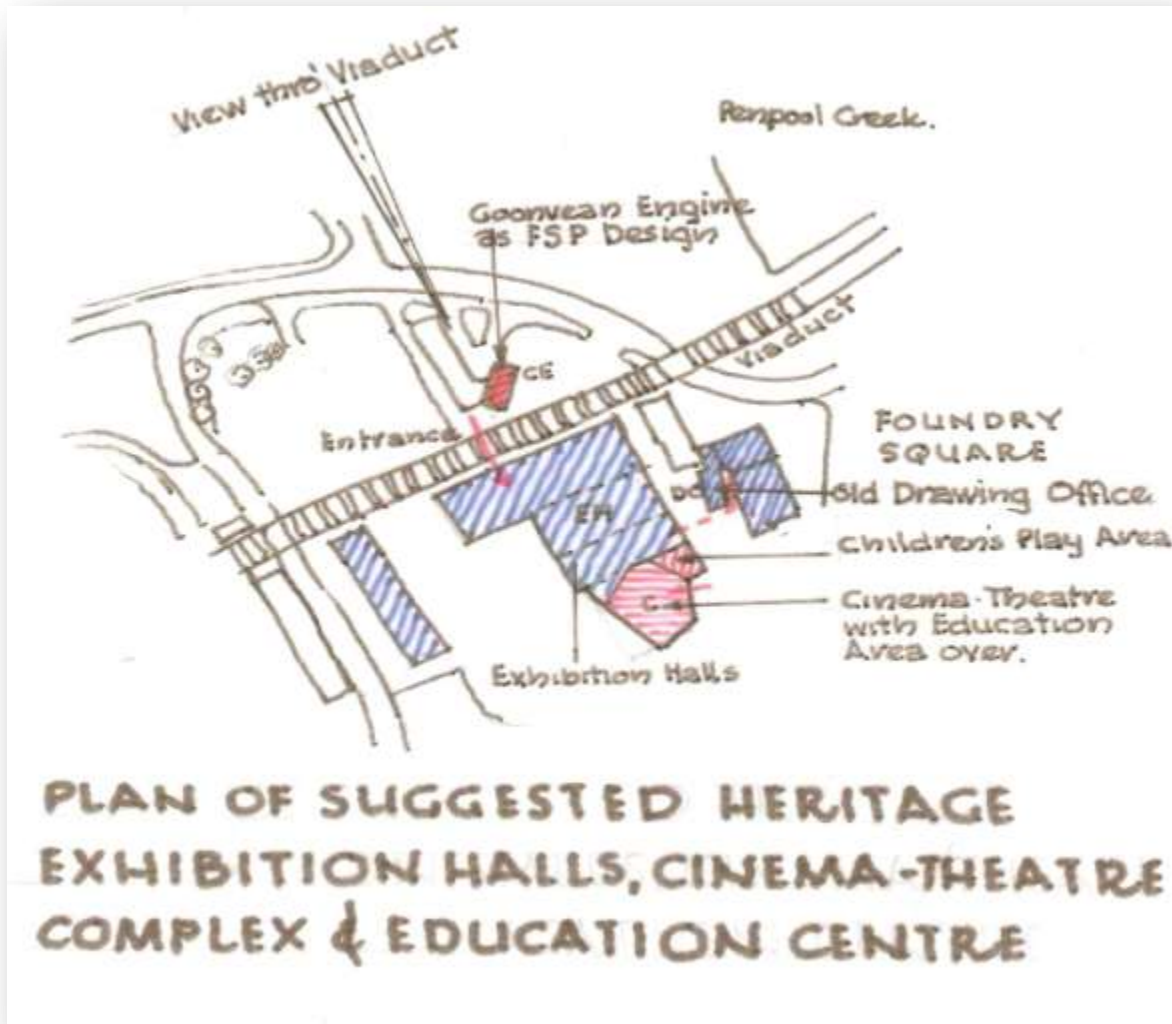
Bookers existing interior



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Proposed site plan



Harvey's premises circa 1890

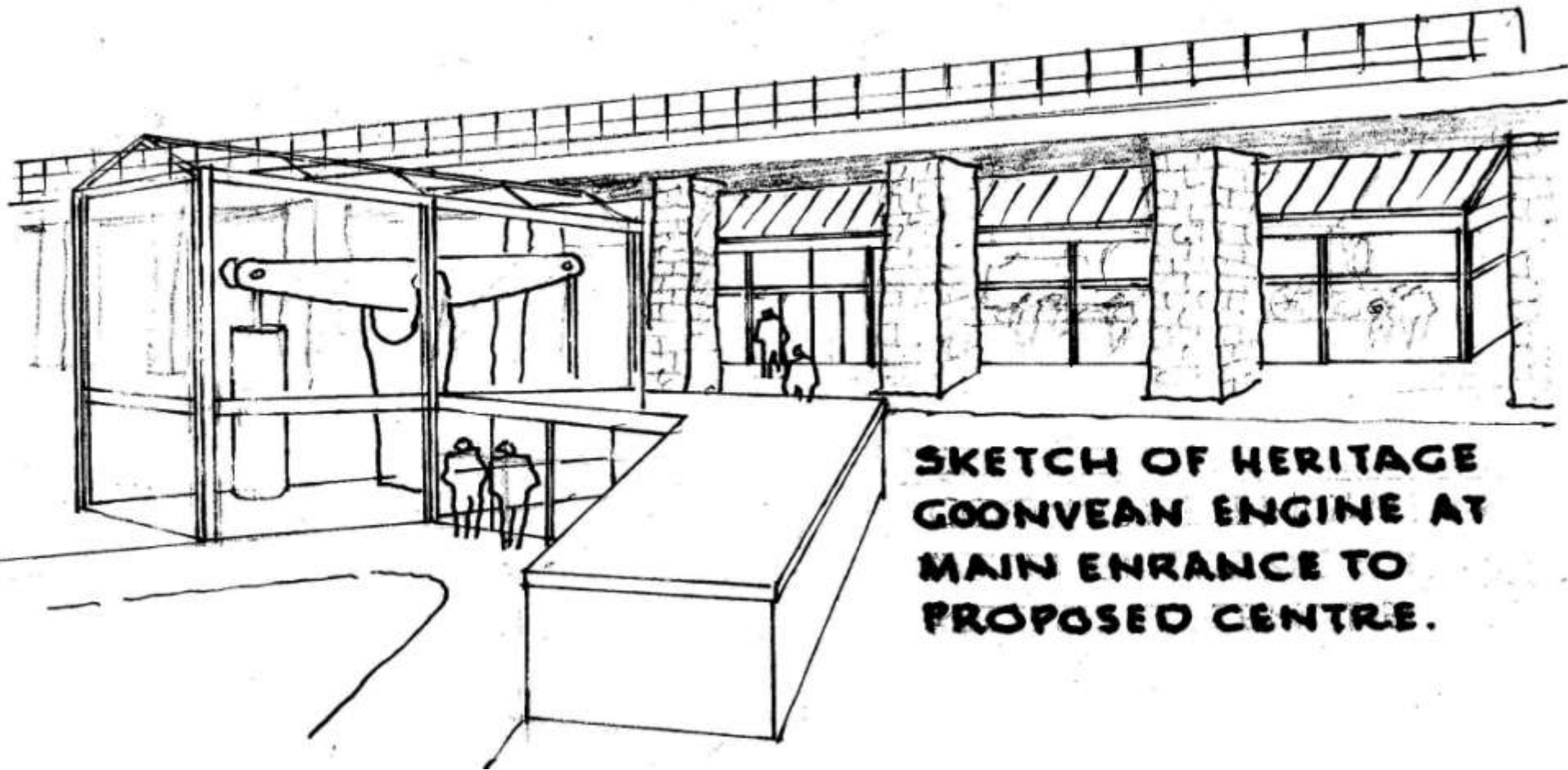


pioneer place location ideas

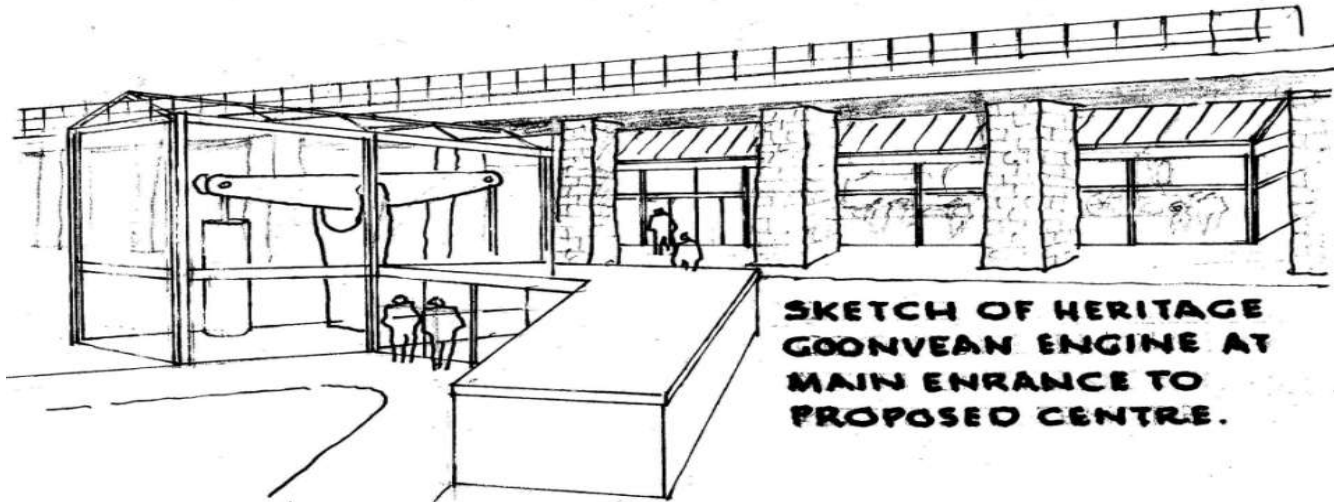
- One idea is for a main entrance on the north elevation, parallel to the railway viaduct. Fully glazed, this elevation would be clearly visible through the supporting arches from the adjacent car park
- A separate glazed structure encasing the Goonvean beam Engine, as envisaged by Harvey's Foundry Trust, could combine to make a dramatic and visually stimulating main entrance to the **Trust** and **pioneer place**

Welcome to some creative thinking.....

Main entrance idea



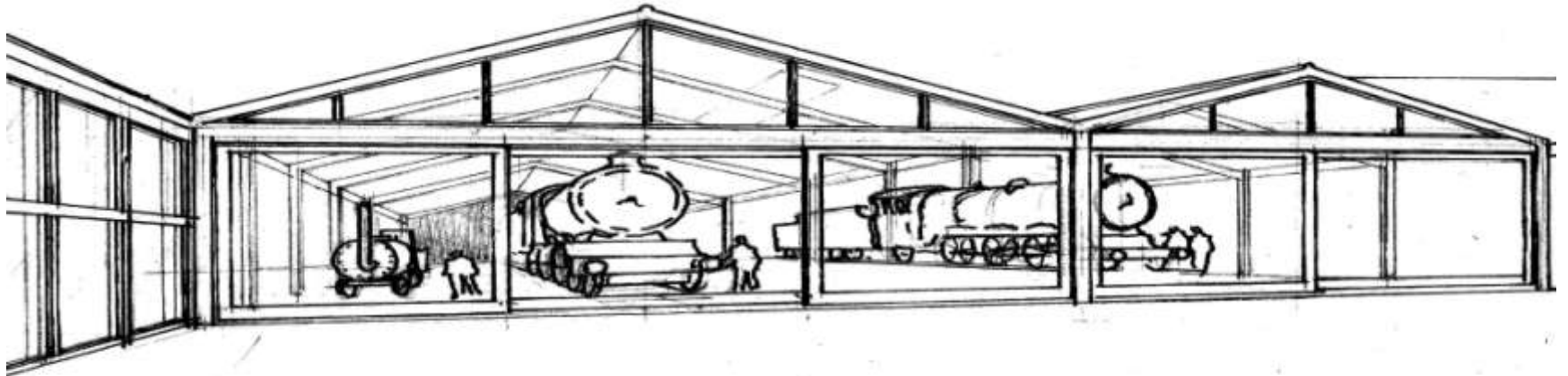
Main entrance idea



Existing views car park /north elevation



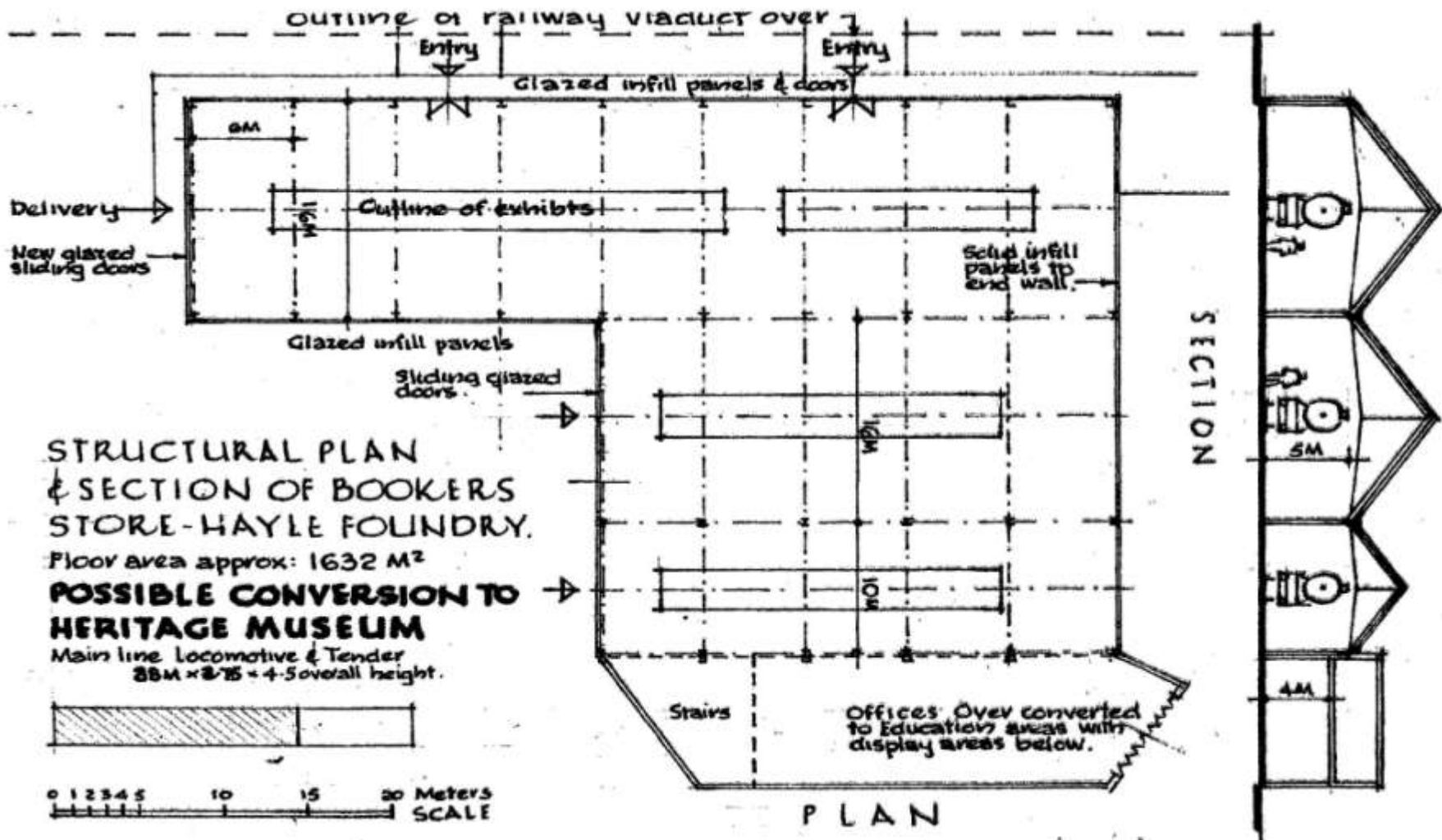
pioneer place side elevation



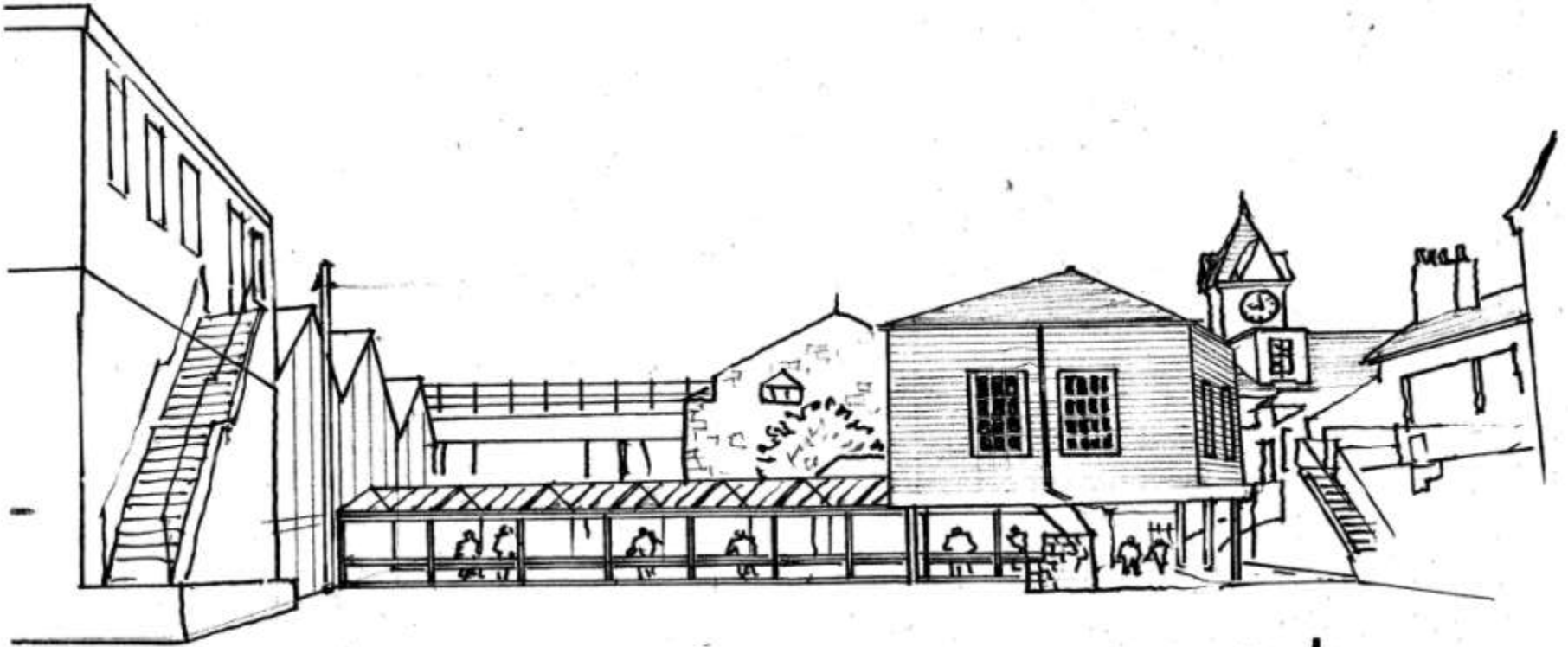
PROPOSED SIDE ELEVATION
HAYLE HERITAGE MUSEUM



Pioneer place possible exhibit plan

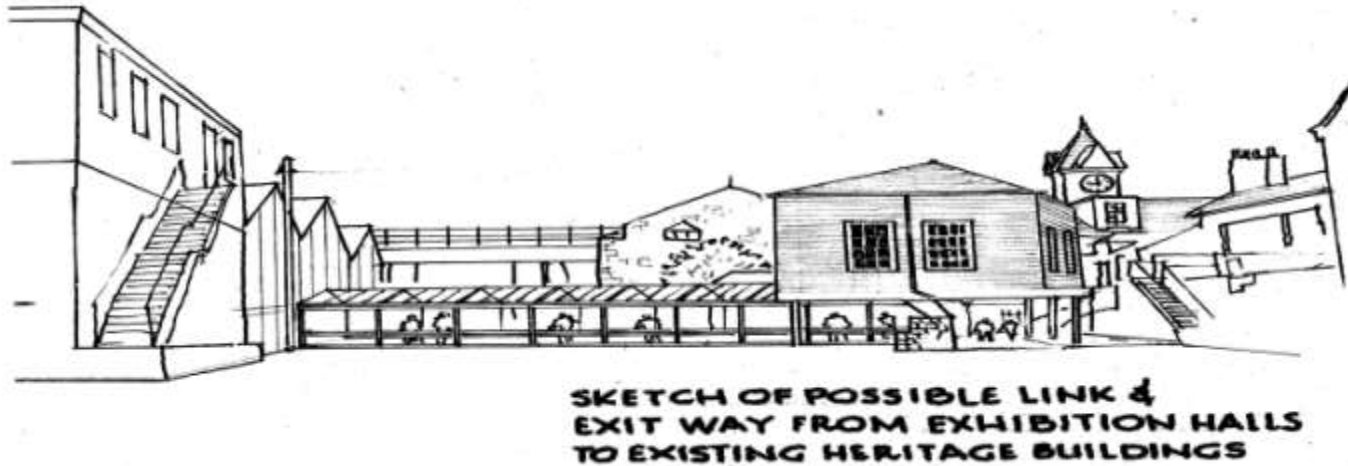


Heritage site linkage possibilities



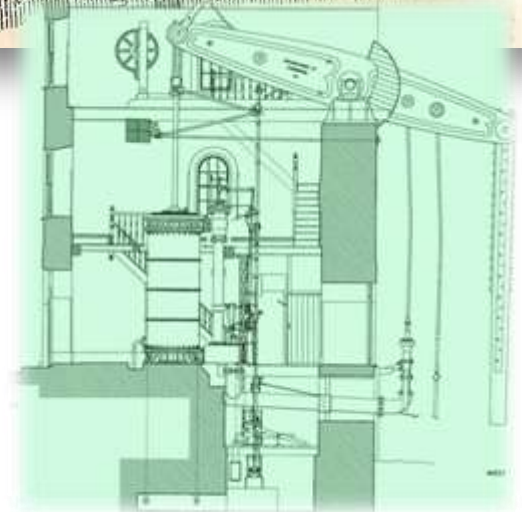
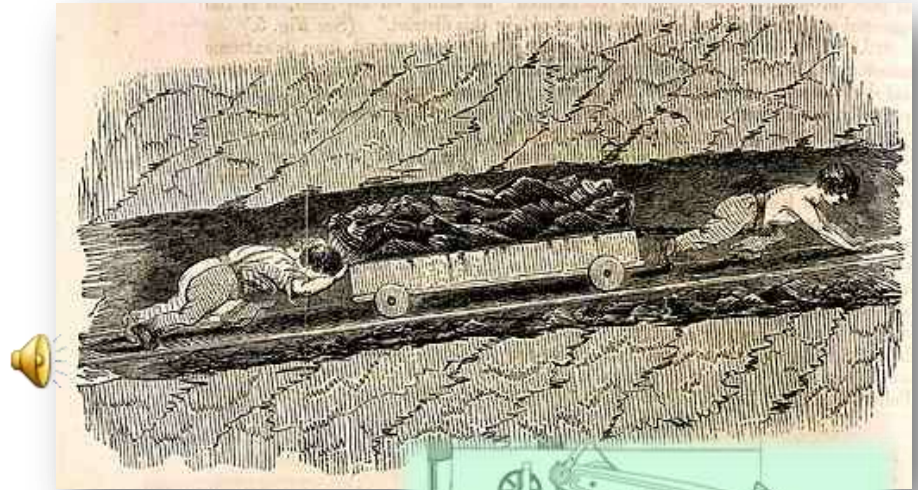
**SKETCH OF POSSIBLE LINK &
EXIT WAY FROM EXHIBITION HALLS
TO EXISTING HERITAGE BUILDINGS**

Heritage site linkage possibilities



R³ museum revolution themes and ideas

- Hayle – powerhouse of the Industrial Revolution
- Necessity - mother of invention
- Beam engines
- Advent and pioneering of steam power
- Hayle a product of the industrial revolution
- Hayle historical artefacts
- Local pioneers
- Interactive exhibits



Richard Trevithick (1771 – 1833)

- A most brilliant inventive engineer and pioneer
- Credited by many historians as “ Father of the Railways”
- Built the first full scale working steam locomotive
- His engines ran on iron rails some 20 years before Stephenson’s first locomotive
- Little is known of his marine inventions – possibly some of his greatest achievements!
- Harvey’s of Hayle manufactured Trevithick’s first high pressure steam engines and locomotives

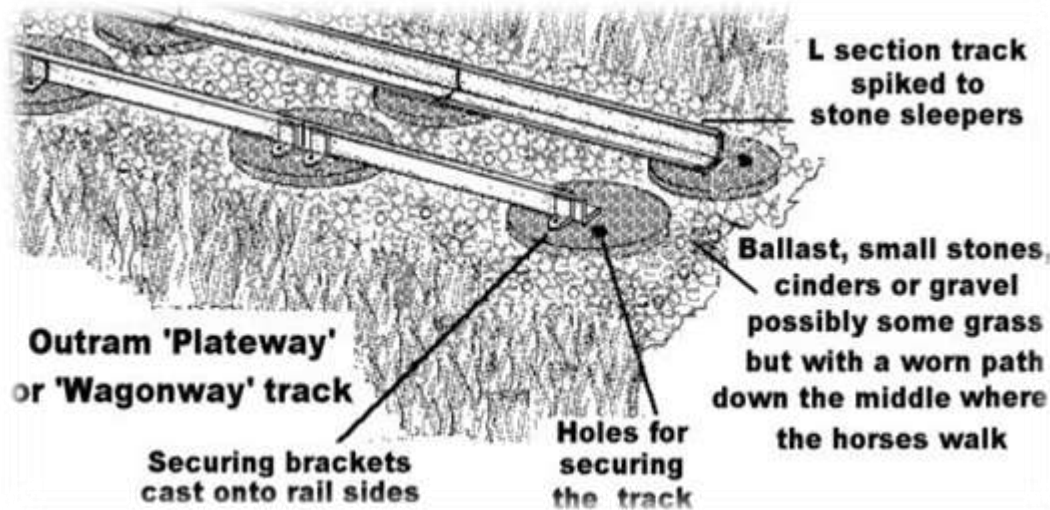
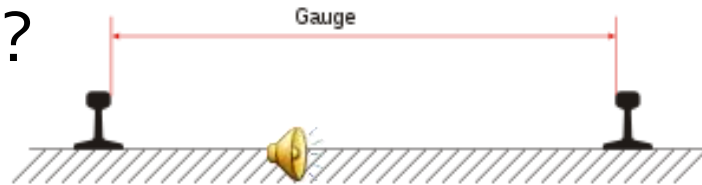
“He did not just herald in the age of transport; he, his sons and grandsons took his railway around the world. In 1830 the Industrial Revolution was at its peak, Richard Trevithick died in 1833. His affordable, High Pressure Steam Engine that he developed over 30 years drove this revolution.” **Nigel Eden**

- Not forgetting of course other great Cornish inventors Humphry Davy & William Murdoch etc.
- Has the makings of a great museum!

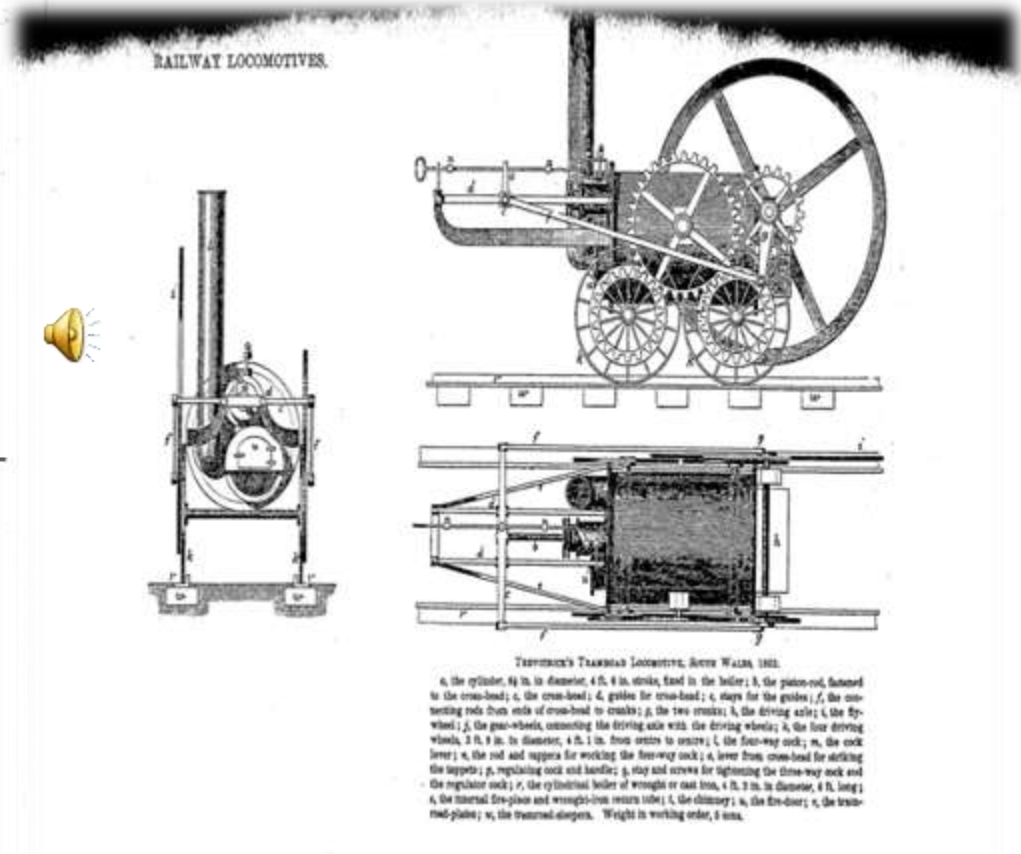
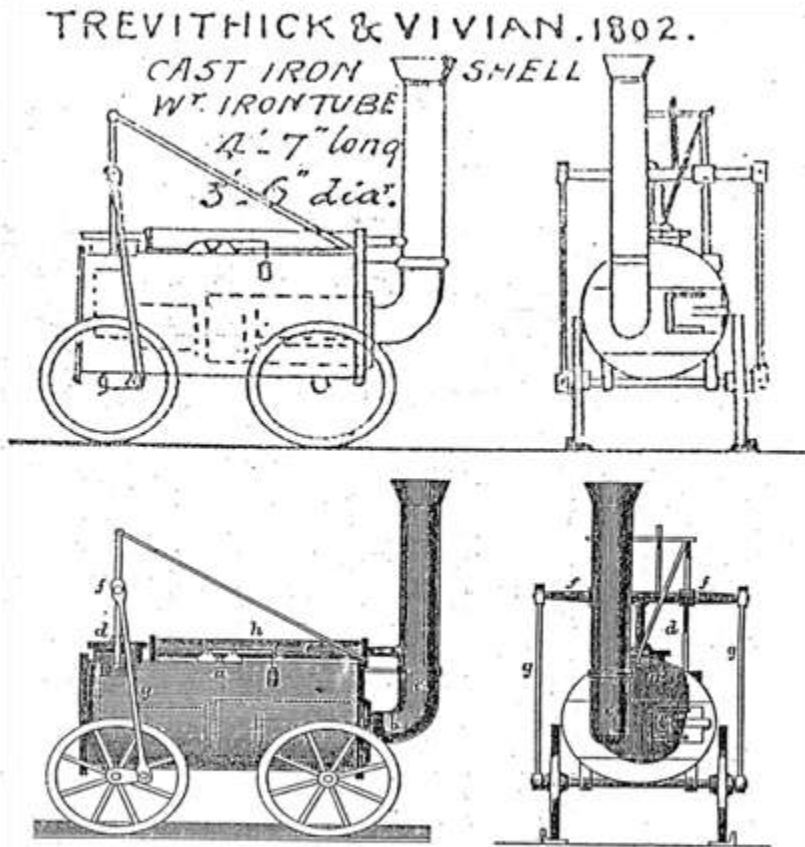
Chariots, Trevithick or Stephenson?

The origins of standard gauge 4' 8.5" ?

- Prehistoric ?
- Roman Empire?
- Trevithick?
- Stephenson?

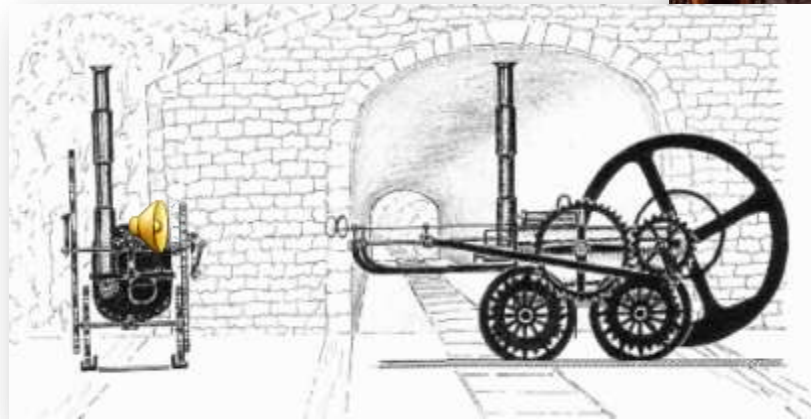


The ins & outs of Plateways



R³ museum Railways themes and ideas

- Mineral railways
- Steam locomotion pioneering
- Richard Trevithick
- Passenger railways (GWR)
- Star exhibits from NRM
- Chariots or Trevithick?
- Special events
- Interactive exhibits



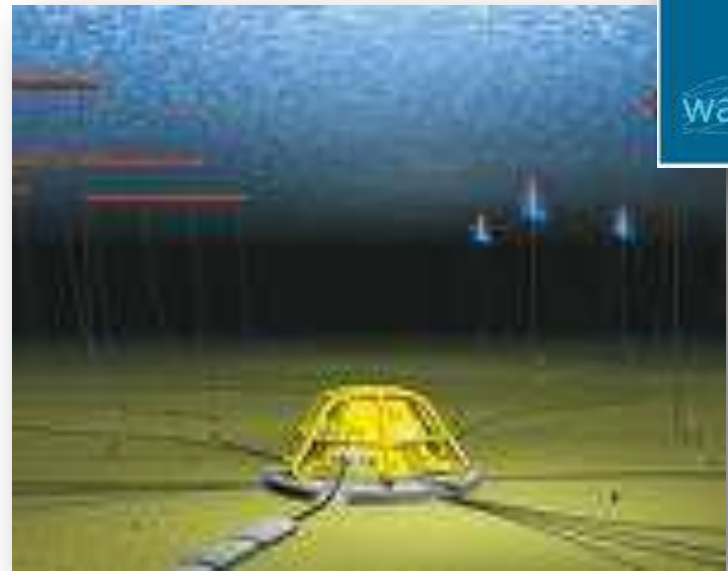
You provide the venue and we'll provide the show



- Hayle has answered the call
- NRM actively looking for a hitherto missing southern outpost
- Star locomotives and stock available
- Substantial collection of southern locomotives
- 'Locomotion' at Shildon answered call = 150,000 visitors/year

R³ museum Renewables themes and ideas

- Focal point for Wavehub
- Evolution of hydro/wave generated power
- Geothermal and other renewable energy sources
- Museum powered via Wavehub
- Offshore live camera links
- Interactive exhibits



BRIEF INTERMISSION



04/12/2009

Hayle Residents Association in cooperation with the Hayle Area Plan Partnership

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D-cinema revolution



- Biggest transition in the movie cinema industry since the advent of sound
- Digital 3D equally as groundbreaking
- Movies have never looked and sounded better
- Extremely versatile
- Digital screen network – opens up greater selection of more specialised films
- Traditional 35mm film typically £1,500 per print and cumbersome to transport!
- Currently digital film files transported by portable hard disk – greater data transmission speed technology will eventually negate this as films will be downloaded from network.
- Typical feature film 150-200GB – transferred onto file server at cinema takes 1.5 – 2 hours
- Offers huge range of benefits to audiences and communities:

- Local filmmakers
- Film clubs
- Schools, colleges & universities



pioneer place Cinema concept

- Two screens (circa 100 + 100)
- Digital 3D technology
- Eclectic mix of films
- Mainstream, specialist & amateur
- Saturday morning pictures
- Concerts/Opera/Ballet
- National/international gaming
- Major live broadcast events
- Private screenings
- Mum and toddler
- Children's parties
- Conferencing
- Small stage productions
- Local amateur film groups
- Media study links



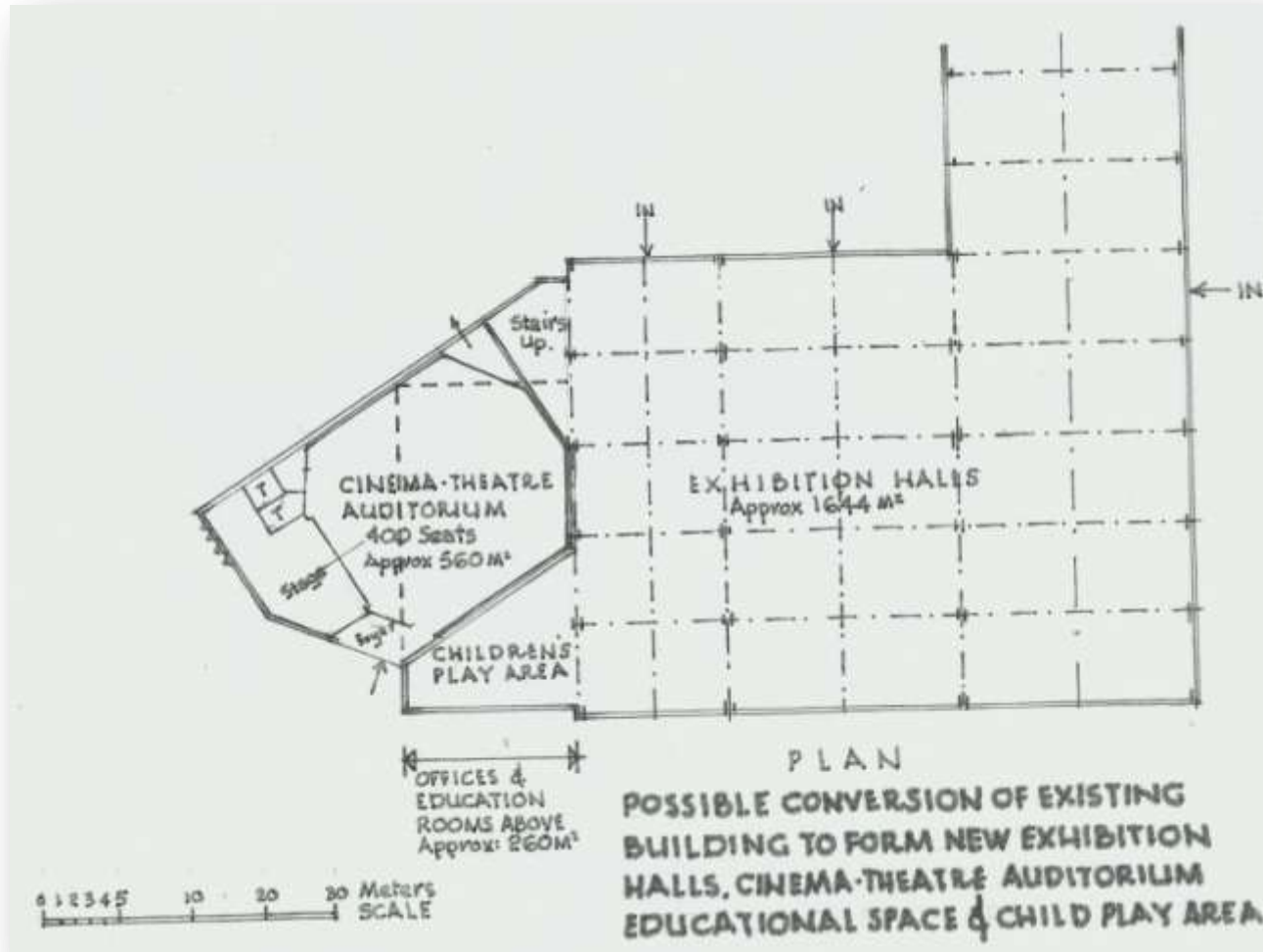
kino digital model



- Rural location: Hawkhurst Kent
- One screen - 93 seats
- Population 4,000
- 60,00 within 15 minute radius
- Sell 40,000 tickets per year
- Art house, foreign language, blockbuster/mainstream, childrens, independent, digitally re-mastered archive films, opera, ballet and sports
- Private hire for birthdays & other occasions, corporate hospitality, product launches, fundraisers and special film screenings



pioneer place concept – plan view



Other **pioneer place** activity ideas

- Childrens parties
- Seasonal/themes exhibitions
- Conferencing
- Concerts
- Corporate hire
- Cafe & licensed bar
- Lectures



Some useful statistics



- NRM (York) annual footfall circa 900,000 – free (07) (30% of attendees are children)
- Locomotion (Shildon) annual footfall circa 150,000 – free (07)
- Steam (Swindon) annual footfall circa 120,000 – pay (08)
- NMM (Falmouth) annual footfall circa 107,000 – pay (08) + meetings/conferences 7,892 attendees)
- Penzance Savoy cinema sell circa 90,000 tickets per year
- Penzance Savoy specialist screenings 100-150 tickets per screening
- Kino Digital Hawkhurst (Kent) sell 40,000 tickets per year
- Digital Screen Network predict 4 million additional UK cinema visits due to availability of more diverse range of films
- UK box office takings at record levels £850m in 2008 – up 46% from 2000
- Over 164m UK cinema attendances in 2008 – up 22m (15%) from 2000
- HMV/Curzon partnership just opened (Oct 09)
- Population within 15 minute radius: 74,291 +
(Hayle 8,019 - Redruth 12,352, Camborne 22,500, St Ives 11,165 & Penzance 20,255)
- Hayle's population alone trebles during peak season!

The 'multiplier effect'



South West Museums Libraries & Archive Council

R³

- A direct economic impact of say £5 in admission has a very favourable indirect economic impact in the form of additional spending in the local economy.....
 - ✓ £2-5 in local transport costs to museum
 - ✓ £5-10 on purchases in museum
 - ✓ £5-10 on purchase of meals
 - ✓ £5-10 on purchases in local shops
 - ✓ A portion of accommodation expenditure, say £20
- £5 direct can leverage in this case up to £55 (can be less but also more)



The 'multiplier effect'



South West Museums Libraries & Archive Council

R³

- On the assumption that circa 93% of visitors to **R³** will be from outside of Hayle and using a multiplier of £43 per day visitor (both figures taken from NMM report Tym & Partners-SWDA August 2008)
- ✓ Hayle's economy could benefit to the tune of circa

£4 Million per every 100,000 visitors

Excludes direct benefits from £500,000 admission takings.

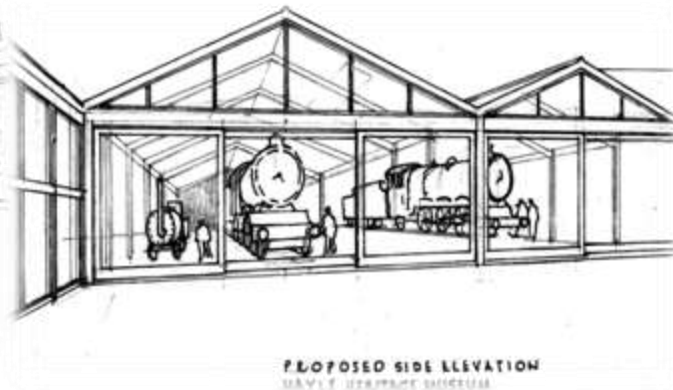
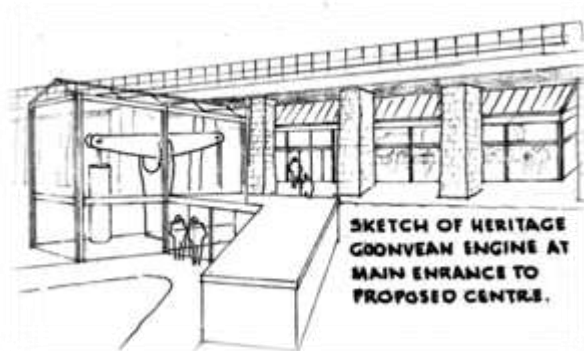
Funding/structure

- Total budget required circa £4-5m
- Budget dependent on premises + goodwill
- Envisage a broad-mix funding package:-
 - Various grants (wide scoping project)
 - Sponsorship
 - Pro-bono
 - Part private?
 - Fund raising
 - Volunteers
 - Business donations
 - Developers donations
- Run for the town by the town – legal structure/entity TBD



What next

- Do we have a consensus of approval?
- Formation of a tenacious delivery group
- Registration of volunteers
- Seek formal endorsements of support
- Establish working/fighting fund



Thank you!



04/12/2009

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