

BEACON

HOYLAKE ARTS VILLAGE

HOYLAKE SCHEME PROPOSES EXCITING USE FOR HISTORIC BUILDING AT HEART OF HOYLAKE CONSERVATION AREA



A volunteer group in Hoylake are aiming to ensure the Old Town Hall in Hoylake remains in public use well into the future with an ambitious scheme to convert it into a two screen cinema and ‘arts village’.

The Beacon Steering Group’s scheme will also include a 700m² retail and studio ‘Village’ for artists and makers on the land behind the existing building, with 40 residential apartments above, which assures the project’s economic viability. The group bring a wealth of professional expertise to the table; in arts, planning, architecture, community building, design and marketing.



So far they have secured the involvement of owners Hylgar Properties Ltd who own the freehold of the land and buildings. Architects Falconer Chester Hall have designed the plans and other professional advisers have been involved throughout.

The site is in the Hoylake Conservation Area and is adjacent to Hoylake Railway Station, with Council-owned car parking provision for over 200 cars in the immediate vicinity.

The group are speaking to local, regional and national cinema operators, as well as top flight restaurateurs, a BAFTA award winning film production studio and over 40 independent artists & makers have already expressed interest in renting space.



At present, West Wirral has no commercial cinema provision. In 2016, Wirral Council commissioned a *West Wirral Retail and Leisure Survey* by independent consultants Nathaniel Lichfield Partnership, who identified Hoylake or West Kirby as the optimal location for a new cinema offer using *CineScope*¹ datasets. The Beacon Steering Group commissioned Lichfields to do some detailed work based on their proposal. The scheme will provide at least 60 direct jobs, as well as generating annual revenues of £60k council tax, £60k business rates plus a new homes bonus of £200,000 over the first four years; all much needed revenue for the local council.

¹ NLP CINESCOPE is a cinema capacity model for UK locations informed by NLP VeNU and demographic data and trends.



The scheme is projected to attract 120,000 visitors a year; a huge boost to footfall in Hoylake which in 2009 was the lowest performing retail centre on Wirral in Experian's *UK Retail Rankings*. Additional annual expenditure in Hoylake by the scheme's residents is projected to be at least £550,000, with additional GVA of over £1.4 million.

The Steering Group have also been talking to local businesses in Market Street as well as in the Carr Lane Industrial Area to ensure local procurement of goods and services is maximised both during and after the build.



The Group are preparing a Coastal Communities Fund bid whilst simultaneously exploring options with private developers.

Margaret Greenwood MP has visited the site and been briefed at an Open Day; Wirral Chamber of Commerce CEO Paula Basnett has offered the full support of the Chamber and City Region Mayor Steve Rotherham has expressed support for the group's work in acknowledgement of its regional significance.

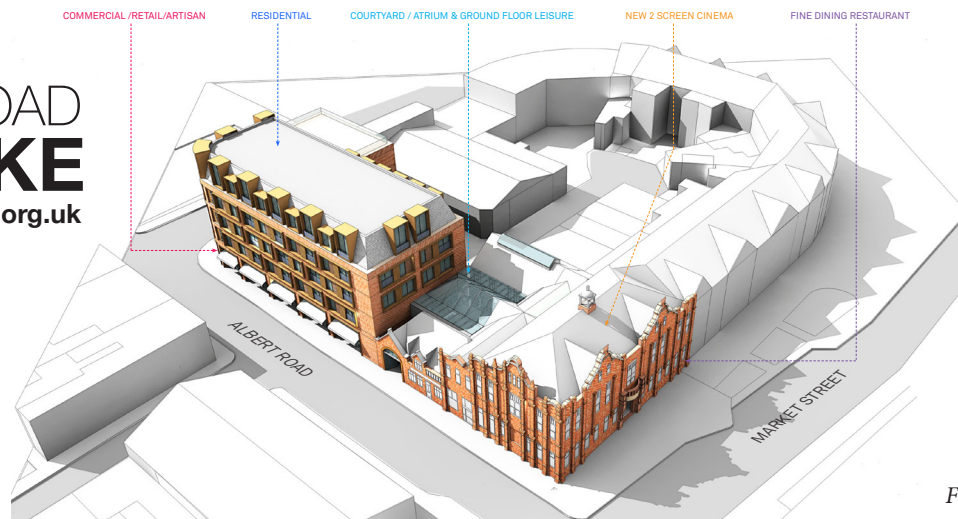
The scheme also has celebrity support: Lord Stanley of Alderley, Glenda Jackson, actor Daniel Craig, director Alex Cox and other patrons of the hugely successful Hoylake Community Cinema have all expressed their support for the scheme on the project website www.hoylakebeacon.org.uk.



There has also been sustained and extensive public consultation, with the group rallying massive public support for the project over the last three years in a series of public presentations, with over 600 responses to an online consultation from people of all ages across the constituency.

To find out more contact steering group member Mark Howard on 0151 632 1657 or email info@hoylakebeacon.org.uk

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*Illustration by
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