Prospectus for
The Welsh National Sailing Academy and Events Centre

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Clwb Hwylio PWLLHELI Sailing Club

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VISION STATEMENT FOR THE DEVELOPMENT OF THE WELSH NATIONAL SAILING ACADEMY and EVENTS CENTRE

The project vision is to create a Welsh National Sailing Academy and Events Centre that maximises the potential afforded by the natural location and world class sailing waters around Pwllheli. The facility will develop and build upon the existing reputation of the location and it will confirm Pwllheli as an internationally renowned dinghy sailing venue.

As a Centre of Excellence for sail training it will provide state of the art facilities for sailors at all levels of competence and abilities. In addition to providing for the hosting of dinghy events of national and international standard the facilities provided will also cater for keelboat events, yachting regattas and other water sport activities.

The facility will exhibit a distinct identity by promoting the Welsh language and culture. Furthermore through joint participation the facility will be sustainable and bring long-term economic benefit to the local area and its multi-purpose function will provide for use by local communities, businesses, schools and other training providers.

The Centre will make a significant contribution to the development of Pwllheli Harbour and complement Hafan Pwllheli by providing new visitor berths and on-shore facilities for visiting yachtsmen.

Clwb Hwylio Pwllheli Sailing Club has a bilingual policy – This document is available in Welsh
- Mae'r Dogfen yma ar gael yn Gymraeg -

Welsh National Sailing Academy & Events Centre Project
Project Prospectus - September 2009

This prospectus for the Welsh National Sailing Academy and Events Centre Project has been prepared by the members of Clwb Hwylio Pwllheli Sailing Club (CHPSC) who form part of the Technical Team for the Project. The purpose of the prospectus is to provide a brief overview of the project. It is not intended as a replacement for the volumes of reports and studies but as a summary of the conclusions reached and to provide an update on the progress made. Full copies of the reports and studies can be provided.



Background

Since the development of the Hafan in 1994, Pwllheli has evolved into one of the principal sailing locations in Britain. CHPSC has hosted a significant number of successful sailing competitions, thus raising the area's international profile.

These events have included high profile World and National Championships. Pwllheli was chosen by the British Olympic Association as the sailing venue for the Manchester bids in 1996 and 2000.

One of Pwllheli's principal features as a sailing centre is the easy access to some of the best sailing waters in Britain and its high standard to hold national and international competitions. Within the sailing world, Pwllheli is considered to be one of Britain's three most important locations and has the capacity to hold significant events for dinghies (the other two locations are Weymouth in England and Largs in Scotland). These merits afford Pwllheli substantial opportunities and potential.

The Welsh National Sailing Academy and Events Centre Project has three distinct elements or sectors being the following:

- Events,
- Training and Education (the Academy)
- Visitors Berths.



It has been identified by consultants that each of these elements is important for the sustainability of the project. The role of Clwb Hwylio Pwllheli Sailing Club has also been identified as being pivotal to the success of the project.

These elements, although clearly identifiable and separate, have a wide area of overlap and are mutually supportive of each other.

Consultants have shown in the Socio-Economic and Linguistic Impact Assessment that the development of the National Sailing Academy and Events Centre would have a significant positive impact on the economy and local community. Additional activity in the marine sector would make a contribution of £1.6m income to the economy annually.

The facility will exhibit a distinct identity by promoting the Welsh language and culture. Furthermore through joint participation the facility will be sustainable and bring long-term economic and social benefits to the local area and its multi-purpose function will provide for use by local communities, businesses, schools and other training providers. The Centre will make a significant contribution to the development of Pwllheli Harbour and complement the Hafan by providing new visitor berths and on-shore facilities for visiting yachtsmen.

Events

In the last four years, as well as staging a substantial number of smaller competitions, CHPSC has hosted 3 World championships and 16 UK National championships. The total number of competitors has exceeded 5600 sailors.



The profile of Wales on the World Stage has been enhanced by entries from 24 countries, including Argentina, Australia, Barbados, Belarus, Belgium, Canada, Czech Republic, Dutch Antilles, France, Germany, Hungary, Ireland, Malta, Netherlands, New Zealand, Poland, Russia, South Africa, Spain, Sri Lanka, Switzerland, United Arab Emirates and USA.

In the summer of 2009 we saw 5700 sailor days and estimated local spend in excess of £1.15m. In 2010 we hosted six major sailing championships and the prestigious Grand Prix Power boat racing. These brought over 1700 competitors to Pwllheli which equates to about 7000 sailor days and does not take account of supporting families, partners or friends visiting the area. A full list of the achievements of CHPSC is shown in Appendix I.

The exceptional standard of the area's sailing waters was also recently recognised as CHPSC has been included on the prestigious London 2012 Olympic Pre-Games Training Camp Guide. It is the only venue in Wales for the sport of sailing.



Pwllheli had been chosen as the sailing venue for the Manchester Olympic bids in 1996 and 2000.

Despite the success in terms of organising the holding and managing of events at Pwllheli, the limitations on the land and water facilities and resources are becoming increasingly apparent. Investments in other important UK sailing centres make it increasingly difficult for Pwllheli to both hold and attract additional major competitions. As a consequence, the present facilities limitations hinder the area's capacity to realise the potential which the natural resources provide.

The sailing events and championships held at Pwllheli contribute significantly into the economy of the town and the Lleyn.



Visitors Berths

We have been advocating and promoting the following points:-

- All major marinas and ports should have adequate provision for visiting yachts.
- There should be adequate berthing facilities available for visitors
- We should encourage marine tourism as part of a chain of ports with safe havens and stopping off points for cruising yachts.
- Pwllheli must provide this facility to fill a gap in the chain of ports along the coast.
- This chain is still fragile compared with the Irish coast.
- There is a large market of French yachts who visit the east coast of Ireland and the west coast of Scotland.
- There is a new market of Scandinavian yachts that are now cruising the west coast of Scotland and Ireland.
- There are about 2500 boats in the Dublin Bay area some of whom may come to Pwllheli if there is a guarantee of berths – they expect a standard based on their own experience at home.
- Dublin Bay is a day sail.
- Sailing flotilla cruises in company are a growing and popular phenomenon.
- With improved facilities we could hope to see more in coming years with (we are told) participation of French Yachts and other European nations.

It has been reported that a berth available for visitors will produce more spend into the economy (by a factor of 3) than a permanently let berth.



TRAINING AND EDUCATION

We have made a case for new facilities based on training and education.

- We have demonstrated that the Academy / Club have an important role to play in this sector.
- Training and Education would become far more important factors in the future.
- The need to work in partnership with other organisations to deliver these elements.
- To continue with the success of the local youth training, presently undertaken by CHIPAC, and CHPSC a recognised RYA training Centre.
- Provide facilities to enable schools and colleges to provide outdoor activities in accordance with the targets set in WAG's Climbing Higher Strategy.
- Provide an opportunity for local children to experience sailing and other water activity not currently available.
- To provide training facilities for local schools, colleges and youth organisations such as the local Sea Cadets and the Urdd.
- To encourage and promote the use of the Welsh language in all aspects of their activities
- To ensure that the benefits of the facility will be seen throughout the Lleyn Peninsula and Gwynedd.
- Revenue from the facilities, events and visiting yachts should be ring-fenced to:-
    - promote and manage the facility as a sailing academy and training centre and
    - provide, maintain and replace the equipment required.
- The programme of volunteer training which has been developed will extend the provision and enhance the level of skills required to run the increased number of events.
- Promote and further develop Pwllheli as a centre for excellence
    - in junior and youth race training
    - at a national and regional level

  – in association with Plas Menai and class associations.
- Promote and further develop Olympic classes training through the WYA and RYA programmes.
- Work with the National Watersports Centre at Plas Menai to develop the facility to Welsh National Sailing Academy status.
- To build upon and work closely with Coleg Meirion Dwyfor's maritime centre to address the skills needs of the area





THE WELSH NATIONAL SAILING ACADEMY AND EVENTS CENTRE PROJECT

CHPSC and Gwynedd Council have been promoting, in partnership with other stakeholders, the vision of a Sailing Academy. This work started in 2005 and subsequently, substantial work has been undertaken to develop the concept into an exciting project.

The Initial Feasibility Study

In 2007 Mouchel Parkman Civil Engineering Consultants concluded, in their initial Feasibility Study, that a development to the north of the Hafan would be feasible taking into account technical and environmental constraints.

Preparation of Concept Proposals

Gwynedd Council, with financial assistance from the Welsh Assembly Government, appointed Marina Projects Ltd to report on the proposals.

Their final report was received in August 2008. It concluded that proceeding with the scheme to the detailed development stage was justified. A real opportunity that exists at Pwllheli to work towards realising the Vision of a Wales National Sailing Academy and an Events Centre has been identified.

The elements of the concept proposal incorporate the following:

i) A new Academy building to be situated closer to the current dinghy launching slipway. This location would place all the activity on the same side of the busy road. The location would also provide excellent views from the building over the bay where various competitions are held and of the marina. . This building would have good solar orientation and should contain facilities such as 'wet' lecture rooms, showers, toilets, committee rooms where competitions could be held, a workshop, refectory, room for sail measurement, press office, jury room, lecture/multi-purpose assembly rooms. This would become the new home for CHPSC.

ii) Adapt the current road to run in parallel alongside the harbour to the building that currently houses the Hafan before veering and re-joining the current road. The land created on the western side from the new road could be used for parking purposes, and there would be additional land to the east for an events and parking compound.

iii) Develop new berths to the north of the Hafan, with a dock for support boats (that could also be used to launch dinghies), access bridges, small cranes for launching or lifting boats (support or sailing), and flexible berths separated by footholds. Whilst the brief had originally mentioned 150 berths, the recommendations mention a much more flexible setting that reflects their purpose (but of similar size)

iv) Harbour dredging work for the proposed berths area.

v) If a new building to house the Academy were to be developed, it is recommended that functions be transferred from the current centre, creating a new space that could for instance be used for 'bunkhouse' accommodation or training.

vi) Provide an opportunity to upgrade and expand the current slipway that serves the Hafan.

Socio-Economic and Linguistic Impact Assessment

Last year, with financial assistance from Welsh Assembly Government JOP Consulting were commissioned to prepare a Socio-Economic and Linguistic Impact Assessment in respect of the proposal. The purpose of this work was to identify the main effects that the scheme would have on the area's economy, community and language.

This report concluded that the development of the National Sailing Academy and Events Centre in Pwllheli would have a significant positive impact on the economy and local community. It is estimated that the scheme would directly lead to the creation of 22.5 new jobs and an additional 9 being supported. Additional activity in the sector would have a significant impact on the town's economy and make a contribution of £1.6m income to the economy annually. A copy of the Economic and Social Impact Assessment is available.

The report also concludes that the Pwllheli Sailing Academy and Events Centre proposal has a role in the in safeguarding a Welsh community and promoting young people to live and work locally or to attract people back to the area to live and work. A copy of the Language Impact Report is available.



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Governance

We have looked at many models of Governance and Management of the completed facility and the intention now is to work in partnership with Gwynedd Council to set up a not for profit trust or company.

t is expected that CHPSC will play a central role in this new organisation.

Finance

A financing package is now being considered for the project by the European Regional Development Fund through the Welsh Assembly Government and by Gwynedd Council.

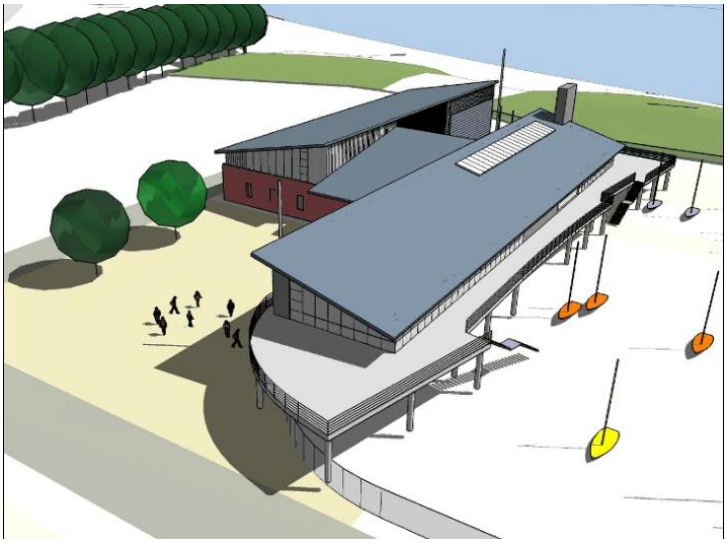
Further information on the funding of the project is aspect will be available as soon as a decision has been made.

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Conclusion

All reports confirm the contention that the facilities in Pwllheli are inadequate for the existing business activity and that investment is urgently required so that the location can retain its market share.

Pwllheli is competing with other event centres for Class Association Regattas, National and World championships. These other event centres have benefited from generous public funding which has resulted in substantial state of the art facilities with, amongst other things, modern showers and changing rooms, catering facilities and large rooms to shelter in wet conditions.



CHPSC is actively promoting Pwllheli as an events centre and this successful marketing has already resulted in a growing number of prestigious championships selecting Pwllheli as their first choice venue in the UK. Championships are now booking in advance with arrangements being confirmed as far ahead as 2014.

The facility will exhibit a distinct identity by promoting the Welsh language and culture. Furthermore through joint participation the facility will be sustainable and bring long-term economic benefit to the local area and its multi-purpose function will provide for use by local communities, businesses, schools and other training providers.

The Centre will make a significant contribution to the development of Pwllheli Harbour and complement Hafan Pwllheli by providing new visitor berths and on-shore facilities for visiting yachtsmen.

This project has been identified in the draft Sustainable Regeneration Framework for the North West & North East Spatial Plan Area. It is consistent with the Coastal Tourism Strategy and the earlier 'Catching the Wave' plan.

We believe that this project has the potential of elevating Pwllheli to become the **'Premier UK Sailing Events Centre'.**



Clwb Hwylio Pwllheli Sailing Club (CHPSC)

CHPSC was established in 1958 as a 'not for profit' company run by volunteers for the advancement of the sport of sailing.

Clwb Hwylio Pwllheli Sailing Club's present building was established with funding as an Events Centre in 1995.

The Club has demonstrated its responsibilities as an Events Centre by organising, promoting and running sailing events. These events have grown in size, frequency and numbers and the present club building is totally inadequate for the present and anticipated future demands.



Mirror World Championship 2009

The Club has actively promoted the concept of a Sailing Academy partly so that the growth in the events market can be properly catered for. The Club has also taken a lead role in providing sailing experience for school children and college students under the 5X60 strategy.

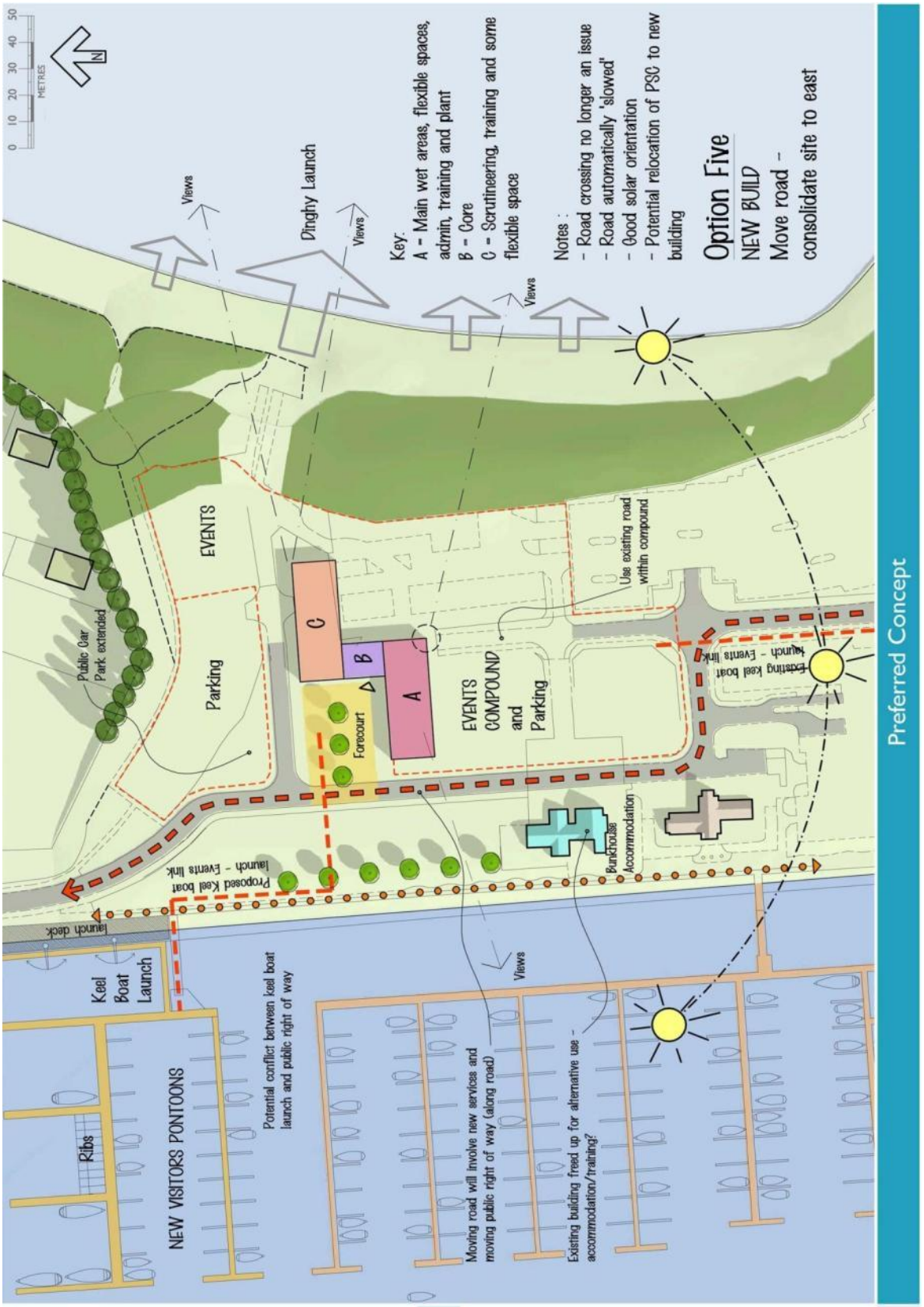
The Club's Youth Section, CHIPAC, has been successful in providing for the requirements of young sailors from all backgrounds and abilities. The Club achieved the status of Volvo Champion Club (VCC) in December 2010. This is in recognition of all the hard work that all CHIPAC volunteers have put in since CHIPAC was started in 1993. This firmly underlines that Pwllheli is now nationally recognised as one of the premier sailing clubs to learn to sail at, and with structured pathways to develop any committed sailor to regional, national and GBR squads. The award of VCC status guarantees quality assured training that Pwllheli as a Volvo RYA Champion Club will give youngsters all the training, competition and encouragement they need to achieve in the sport.

Clwb Hwylio Pwllheli Sailing Club was presented with a special plaque, by the Sports Minister; to mark the club's inclusion within the North Wales Regional Institute of Sport a network for organizations that are:

- a national or regional facility identified within the sports council for Wales facility plan and have a proven track record of delivering excellence
- a Regional Centre of Excellence for a sport and have a track record of delivering excellence
- a recognized high performance coaching centre for a sport.

Clwb Hwylio Pwllheli Sailing Club - Web Site

This extraordinary activity at CHPSC has resulted in regular media attention with many television features, radio interviews and excellent press and magazine articles. This activity has also led to many hits on our lively, bilingual web site, www.pwllhelisailingclub.co.uk, which now has about 800 separate articles and many superb action photographs. For the first 10 months of 2010 there were more than 27,000 visits to the club web site from almost 11,000 different browsers. In that time pages containing the sponsors logos were viewed more than 64,000 times. Visits to the web site averaged 89 a day and peaked on the 19th August when 516 visits were made!


Preferred Concept
Option Five
NEW BUILD
Move road - consolidate site to east
Key:
A - Main wet areas, flexible spaces, admin, training and plant
B - Core
C - Scrutineering, training and some flexible space
Notes :
- Road crossing no longer an issue
- Road automatically 'slowed'
- Good solar orientation
- Potential relocation of PSC to new building
Views
Dinghy Launch
EVENTS
Parking
Public Car Park extended
C
B
A
Forecourt
EVENTS COMPOUND and Parking
Use existing road within compound
Existing Keel boat launch - Events link
Proposed Keel boat launch - Events link
launch deck
Keel Boat Launch
NEW VISITORS PONTOONS
Ribs
Potential conflict between keel boat launch and public right of way
Moving road will involve new services and moving public right of way (along road)
Existing building freed up for alternative use - accommodation/training?
Bunkhouse Accommodation
N
METRES
0 10 20 30 40 50

Record of Achievement

2007 - 2010

Welsh National Sailing Events Centre – Clwb Hwylio Pwllheli Sailing Club

The period 2007 - 20109 has seen the Welsh National Sailing Events Centre/CHPSC host 3 World championships and 16 UK National championships.

The total number of competitors has exceeded 5600 sailors.

The profile of Wales on the World Stage has been enhanced by entries from 24 countries, including Argentina, Australia, Barbados, Belarus, Belgium, Canada, Czech Republic, Dutch Antilles, France, Germany, Hungary, Ireland, Malta, Netherlands, New Zealand, Poland, Russia, South Africa, Spain, Sri Lanka, Switzerland, United Arab Emirates and USA.

2007

- International Cadet World and UK National Championships
- Merlin Rocket UK National Championship
- Welsh National Youth Championships
- International Optimist UK World/European Selector event
- International Cadet UK World Indicator event
- International Laser/Laser Radial UK Worlds Qualifier

2008

- Volvo RYA UK Youth Championships
- Welsh National Youth Championships
- Volvo Wales Youth and Junior Championships
- International Optimist UK National and Open Championships
- International 420 UK National Championship
- International Contender UK National Championship
- Kestrel UK National Championship
- International Laser 2 UK National Championship
- International Optimist UK World and European Selector event
- International Topper UK Nationwide event
- RS 400 Eurocup event

2009

- International Mirror World and UK National Championships
- International Splash World Championship
- International Topper UK National Championship
- International Cadet UK National Championship
- Welsh National Youth and Junior Championships
- International Optimist UK World and European Selector event
- International Mirror Welsh Area Championship
- Flash Eurocup event
- RS 400 Eurocup event

2010

- International Finn UK National Championship (Olympic class)
- International 49er UK National Championship (Olympic class)
- International Topper UK National Championship
- International 29er UK National Championship
- RS 400 UK National Championship
- Welsh National and Junior Championships
- International Laser/Laser Radial Worlds Qualifier (Olympic class)
- International 420 Worlds Selector event
- International Optimist Worlds Selector event

Notes on 2009 events

- Mirror Nationals (3 days – 80 entries) and Mirror Worlds (6 days – 97 entries – 194 competitors)
- Topper Nationals (6 days – 346 entries)
- Splash Worlds (6 days – 111 entries) with Flash Eurocup (6 days – 33 entries)
- Cadet Nationals (6 days – 93 entries -186 competitors)
- Equates to 5700 sailor days and estimated local spend in excess of £1.15m.
- Good media coverage for the Events and PSC Youth section – 8 TV broadcasts (including 3 'live') on BBC Wales News, S4C Newyddion and Wedi Saith; 4 'live' radio interviews on Radio Cymru and Radio Wales.
- Reports on RYA, Y & Y and Alinghi websites together with Class Association sites.
- Extensive reporting with photos on CHPSC website.
- Library of dinghy sailing images extended with quality copyrighted photographs for club use.
- Positive feedback from competitors and their families – CHPSC commended for its warm welcome.
- Enthusiastic response from the Mayor of Pwllheli and good recognition from the Chamber of Trade.
- Development of appreciation of Welsh cultural traditions by visitors as part of the 'tourist offer'.

Note on 2010 Events

- Topper Nationals entry of 372 was its largest recorded entry ever.
- Simon Hiscocks, Olympic silver medallist, competed in the UK 49er championship and complemented the race management team for its efficiency and skill
- Professor Laura McAllister, Chair Sport Wales, visited the Topper Nationals and has endorsed the Academy project
- Events in Pwllheli continued to receive good coverage through the media in Wales with a feature on the Welsh Youth Championships on Sport Wales (BBC 2).

In recent years there have been successful visits from a number of distinguished and influential individuals including HRH Princess Royal, AMs, MPs, senior WAG and Gwynedd officials, who have expressed their support for the project.

Prospects for the Future

The following events are confirmed:

- International Finn World Masters Championship in 2012
- International 470 Junior European and Women's Championships in 2013
- RYA UK Youth Championships in 2012
- International Optimist UK National and Open Championships in 2011 and 2012
- International Topper UK Championships in 2012 and 2014