awen Ymddiriedolaeth Ddiwylliannol Cultural Trust

Grand Pavilion – A Landmark Legacy

THEORY OF CHANGE

Mission:

To preserve and enhance one of Wales's most iconic cultural buildings, enriching lives and boosting local pride in place.

Assumptions:

- People want to live in places that make them feel proud - stunning, landmark buildings foster this sense of pride in place.
- Vibrant cultural regeneration leads to improved economic and social outcomes.
- Cultural and creative activity contributes to wellbeing, better health, better educational attainment and self-confidence.

ISSUE	DESIRED RESULTS	ACTIVITIES	OUTPUTS	OUTCOMES
Low engagement with culture; a prominent cultural facility in decline; a poor sense of pride in place. **The Grand Pavilion is the largest and most active cultural facility in Bridgend county borough (BCB).** A lower than average number of people are satisfied with the area as a place to live. The National Survey for Wales 2020/21 (Welsh Gov) states that **85%** were satisfied with BCB as a place to live compared to 98% in neighbouring Vale of Glamorgan and an all Wales figure of **89%**. There is a **lack of engagement in culture** in Bridgend County Borough, with "culture" scored at **3.41** against, for instance, **8.14** in Powys.[1]	**A prominent iconic cultural and heritage landmark building is restored and enhanced** for generations to come. Public realm is improved and **the residents love where they live** and have a **strong sense of pride in place.** Participation and attendance at cultural events becomes habitual for people living and visiting the area. **Communities come together to reinvigorate a sense of pride, belonging and identity.** That people of all ages **interact with each other** and feel connected to each other and their community.	**Redevelop the Grand Pavilion with a conservation approach** celebrating its rich physical and cultural heritage. **Create new spaces within the venue** that enable an increased, larger scale and more diverse programme of cultural activity that **attracts more people** and **increases engagement**. Improve the look of the derelict land/public realm at the rear of the venue and **create useable space and improved car-parking**.	**2,187m²** of new cultural and heritage space created. **3,832m²** of existing cultural and heritage space improved and restored. **9** new public WiFi hotspots providing an additional 450 concurrent sessions. **£6M** Local economic impact increases to £6M by year 5. **40** jobs retained. **10** new jobs created, supporting a total of 120 FTE jobs directly and indirectly in the venue and wider economy. **3,024** volunteering hours supported per year. **40** existing community cultural groups supported. **10** new community cultural groups supported. **220** live performances per year. **180** take part in training opportunities per year. **79,000** ticketed visits and participations per year. **7,020** educational visits per year. **180** training sessions per year. **500** beneficiaries of the wellbeing programme. **600** attenders utilising Wales's disabled access scheme for theatres (i.e. Hynt).	**Visitors to the town increase** Cultural events (live) increase by **38%** Visitor numbers to the venue increase by **58%** **89%** of residents feel satisfied with the area as a place to live **Improvement in employment rate** Vibrant town centres with a unique sense of place and a **10%** improvement in shop vacancy rates Change in business investment to include **more creative and cultural businesses** People feel a greater sense of **wellbeing and Improved self-confidence** Porthcawl and the wider Bridgend constituency's image is enhanced as a **visitor destination** **Significant reduction in venue's carbon footprint**
Falling visitor numbers to the area. **The Grand Pavilion is a significant visitor attractor (circa 90,000 visits per annum) for an area that relies on cultural tourism as a major facet of its economy.** Average footfall figures across the two main town centres within the constituency have declined by 14% in 21/22 compared to pre-pandemic levels and could be further damaged if the Grand Pavilion is left to decline. Shop vacancy rates in the constituency are also 10% higher than neighbouring Vale of Glamorgan.[2]	**Visitor numbers increase kick-starting a wave of new businesses**, raising aspirations and creating a sense of pride in place.	Programme and co-host regionally and nationally **significant strategic events that boost the economy** such as **festivals**, **major sporting tournaments** etc.		
High levels of poverty & economic inactivity with low education attainment. **Many of BCB's communities are living in deprivation with lower skills and higher levels of economic inactivity than the Wales and UK average.** There are 49 Lower Super Output Areas. Of these, **24 are within the 50% most deprived wards in Wales**.[3] **25.1%** of people in BCB are **economically inactive** compared to an all Wales average of 23.6% and a UK average of 21.6%.[4] **9.2%** of people in BCB have **no qualifications** compared with 8.2% for Wales and 6.6% for UK.[5] **Lack of incubation for creative businesses and opportunities for artists leading to talent drain from the area.** The pandemic has created a **skills vacuum** in the sector and career pathways aren't clear. In 2019, DCMS estimated that the **creative industries contributed £115.9 billion** to the UK, accounting for **5.9% of the UK economy**.[6] Access to these opportunities need to be available at a regional level. **Need to diversify Bridgend's economy** away from traditional industry and large scale manufacturing.	**Communities become less deprived** with more people becoming economically active. Porthcawl becomes **a beacon of vibrancy and cultural activity** known throughout South wales as a place to live, work and visit. More people have **training opportunities on their doorstep** into the cultural and creative industries. Young people from diverse backgrounds and experience become **community leaders** to create sustainable change into the future.	Creation of **rehearsal, training and incubation spaces** for artists, local cultural and creative businesses and community groups. Development of an **extensive volunteering programme**. Development of **creative industries training schemes**. Programmes for young people that provide **opportunity, new experiences and career chances**.		
Poor health & wellbeing. **There is a mental health, physical health & wellbeing crisis with more people being socially isolated and struggling with long-term chronic ill health.** Mortality & life expectancy for the County Borough of Bridgend is scored at **3.65** against a score of **6.87** for the neighbouring Vale of Glamorgan.[7] **9.3% of the population are in receipt of employment support allowance/incapacity benefit** in Bridgend in comparison with 8.4% of the Wales population and 6.1%of the Great Britain population.[8] **10% of the population** in the Bridgend area have **mental health issues** compared to an all-Wales average of **9%.**[9]	People have opportunities to **be creative, get active, build support networks and live more fulfilled and healthier lives** within their local community.	**Physical accessibility of venue is improved** during the re-development including: ensuring **lift or ramp access** to every area; inclusion of "Changing Places" toilet provision; **improved facilities for visually and hearing impaired**. Development of a **Creative Wellbeing programme** delivered through the venue to **increase cultural engagement levels**.		

[1] **Source**: Thriving Places Wales.
[2] **Source**: Bridgend County Borough Council Footfall Counters Report
[3] **Source**: Welsh Index of Multiple Deprivation.
[4] **Source**: NOMIS Official Census & Labour Market Data 2021.
[5] **Source**: NOMIS Report - ONS Annual.
[6] **Source**: UK Government.
[7] **Source**: Thriving Places Wales
[8] **Source**: NOMISWEB – Labour Market Profile – May 2022
[9] **Source**: Wellbeing & Population Needs Assessment – Cwm Taf Morgannwg Health Board 2019