

Tenterden Town Cinema

Building Feasibility Study for a 2 screen cinema in the Pebbles Building Terms of Reference

1.0 Background

In the Tenterden Regeneration Consultation carried out by the Lipton Group in 2016 for Tenterden Town Council (TTC) it was apparent that there was a broad desire for development of a boutique cinema in the town. This view was further reinforced by the views expressed in the opinion survey conducted for TTC in 2018 in which the development of a cinema was one of the highest ranked proposals. In 2017 TTC established a Cinema Focus Group to spearhead the further studies in preparation for the development of the cinema.

In 2018 TTC commissioned Burrell Foley Fischer (BFF) to undertake a Site Options Appraisal for four sites and buildings in Tenterden to identify a preferred location for a Town Centre Cinema. The appraisal included an assessment of current cinema-going opportunities for residents in and around Tenterden and, in the context of current cinema trends, proposed potential models for a cinema development. The assessment concluded that it is reasonable to expect that the potential audience for a modern local cinema in Tenterden would be in the region of 70,000 admissions per year for a 2-3 screen up-market boutique cinema with wine bar style café. These projections have been further developed by the Cinema Focus Group.

Following completion of the Site Options Appraisal in July 2018, the Pebbles building was confirmed as the preferred option taking into consideration the agreed evaluation criteria. The Pebbles building and the Memorial Garden behind are owned by TTC. BFF identified that the inclusion of the Pebbles Building on the Statutory List as Grade II, presented a project risk. While the List Entry suggested the architectural and historic significance of the Pebbles Building related to the contribution it made to the integrity of the High Street, and the proposal would have a low impact on this significance, internal alteration would be required, and it would be advisable to establish the acceptability of this in principle through a Pre-application process.

BFF were further appointed by TTC to prepare a Pre-application for conversion of the Pebbles Building to a Town Cinema for submission to Ashford Borough Council (ABC). As part of the assignment it became necessary to consult Historic England regarding the proposals as ABC has discontinued providing pre-application advice for listed buildings owing to staffing constraints. The pre-application advice by Historic England is provided in Appendix A. Consultation with Historic England led to two options being proposed for the layout of the cinema, both retaining the internal architectural features of the Pebbles building while demolishing the modern extension to the rear and developing the auditoria for a two screen cinema in a newly constructed extension located within the gardens to the rear of the Pebbles building. The two options both include two screens and provide for space to develop food and beverage facilities to enhance the visitor experience and improve profitability for the operator. The pre-application was submitted to ABC in June 2019. Following comments by Historic England and ABC, in August 2019 TTC commissioned Wessex Archeology to undertake an archeological investigation of the Pebbles site.

This request for proposals is for the building feasibility study of the cinema taking account of the advice from Historic England and any advice and comments from ABC as a result of the pre-application submission.

2.0 Brief

The Option 2 sketch proposals contained in the Pre-application should be further investigated and developed. Key issues that should be investigated include:

- A review of the distance between the rear of the Pebbles building and the new screens. This will be informed by a HER and desk based assessment.
- The development of a brief for improvements to Memorial Gardens.
- Further consideration of storage requirements.

An output from the Full Building Feasibility Study would be a Strategic Brief that had been discussed and agreed with Tenterden Town Council and the Cinema Focus Group.

3.0 Surveys and investigations that would need to be commissioned/undertaken

3.1 Measured Survey

A measured survey in digital format of the existing buildings and site would be required at the outset of the Full Building Feasibility Study. The scope of architectural services would include obtaining three competitive quotes from land surveyors, on behalf of the client, reviewing and reporting on them and making a recommendation so the client could place a direct order.

3.2 Survey of ground conditions

The scope of structural engineering services would include carrying out a study of ground conditions. This would inform assumptions about foundations and superstructure works at feasibility study stage and the update of the estimated construction cost.

3.3 Enquiries to statutory undertakers regarding the capacity of existing mains services

The scope of the services engineering services would include making enquiries to statutory undertakers on behalf of Tenterden Town Council. Any fees payable to statutory undertakers in connection with the enquiries would be directly payable by Tenterden Town Council.

4.0 Professional Services in connection with the Full Building Feasibility Study

4.1 Architectural Services

4.1.1 Liaise with the client and the rest of the professional team to collate the Strategic Brief.

4.1.2 Obtain competitive quotes for a measured survey of the building and site, in digital format, review and report on the quotes and make a recommendation to enable the client to place an order.

4.1.3 Prepare a set of 'as existing' drawings based on the measured survey.

4.1.4 Prepare a set of outline proposal drawings based on the measured survey, and coordinating the input of the other design consultants.

4.1.5 Consult with the Cinema Focus Group and Tenterden Town Council on the outline proposals and update proposals to reflect the outcome of the consultation.

4.1.6 Make preliminary enquiries to Local Authority Building Control (LABC) in connection with compliance with the Building Regulations, with particular regard to Means of Escape and Access.

4.1.7 Liaise with interested operators to establish whether the outline proposals would meet with their requirements and the level of fit out they would fund as an operator capital contribution to the project.

4.1.8 Liaise with the Quantity Surveyor over the update of the estimated construction cost.

4.1.9 Prepare a feasibility study report, collating the input of the other professional consultants.

4.2 Structural Engineering Services

4.2.1 Carry out a study of ground conditions to inform assumptions about the foundations and substructure works to be reflected in the updated estimated construction cost.

4.2.2 Carry out a visual inspection of the existing building and site and review any structural record drawings and reports that are available.

4.2.3 Provide information on the extent of the structural works and underground drainage required to implement the outline proposals, so as to inform the updated estimated construction cost.

4.2.4 Provide a report for inclusion in the Feasibility Study Report.

4.3 Services Engineering Services required

4.3.1 Make preliminary enquiries on behalf of the client to statutory undertakers on the capacity of incoming mains supplies to establish the extent and approximate cost of any updates required.

4.3.2 Carry out a visual inspection of the existing building and site and review any record drawings and reports that are available. This will be limited to an initial survey. A detailed survey would be carried out at the next Workstage, if required.

4.3.3 Provide information on the extent of the works to the services installations required to implement the outline proposals, so as to inform the updated estimated construction cost.

Advise on the approximate size of the plantroom that will be required to inform the development of the outline proposals and scope of structural works required. Provide sketch for plantroom and main services routes.

4.3.4 Provide a report for inclusion in the Feasibility Study Report.

4.4 Acoustic Consultancy Services

4.4.1 Consultation with the Local Authority EHO to confirm the need for noise impact assessment.

4.4.2 Propose acoustic criteria for the project (internal noise level, sound separation, reverberation time, building services noise).

4.4.3 Review and assess architectural plans and servicing strategy, providing comments in relation to achieving the proposed criteria.

4.4.4 Highlight high cost items in relation to acoustics for consideration and inclusion in the project cost plan.

4.4.5 Provide a summary for inclusion in the team Feasibility Study report.

4.5 Quantity Surveying Services

4.5.1 Provide an updated cost estimate based on the information provided by the design consultants.

4.5.2 Provide an estimate for the extent of the construction works that an interested operator would fund.

4.5.3 Collate information on the estimated total project cost, incorporating information provided by others.

4.5.4 Assist with advice on the likely construction programme.

4.6 Cinema Business Consultancy Services

4.6.1 The feasibility study offers an opportunity for interested cinema operator companies to develop their investment and operational proposals alongside the development of the architectural solution. This task will expand upon the business studies undertaken during the Site Options Appraisal. The services should include the following activities:

- Develop business projections (attendances, income etc) based on the eventual configuration of the cinema building,
- Advise on marketing the project to prospective investors and operators,
- Assess on proposals from cinema operator companies proposing to invest in the project,
- Advise on service level agreements for the incoming operator.