

From:
To: [Planning](#)
Subject: FW: NYM/2020/0896/CU
Date: 17 March 2021 16:02:46
Attachments:
Importance: High

From:
Sent: 12 March 2021 11:54
To:
Cc:
Subject: RE: NYM/2020/0896/CU

Dear Helen

The team at OCS has pulled together the attached document to try and explain the proposed revised operation of the visitor and education centre in a clearer way. I hope this provides useful information for Members.

If any further clarity is needed then please let me know. I do not have any other visuals at this stage as the work on new interpretation panels has not yet been worked up.

I can confirm that our General Manager for the property Eric Wilton will be available for the committee to address the meeting.

Kind regards

Natasha

Natasha Rowland MRTPI

Planning Adviser (North)
National Trust
Goddards,
27 Tadcaster Road,
YORK, YO24 1GG



Sent: 10 March 2021 15:20
To:
Subject: RE: NYM/2020/0896/CU

Caution, this email originates outside of National Trust.

Dear Natasha

Thank you for your e-mail and update following your conversation with Mark Hill last week. I'll look forward to receiving the additional information in due course and once I have had a look through it, I can give you a call if necessary.

I have just checked with my colleague Wendy Strangeway (Planning Administration Officer) and can confirm that the Planning Committee Meeting date is the 08 April 2021.

Kind regards
Helen

Miss Helen Webster
Planning Officer, Development Management

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Normal Working Hours: Tue to Fri - 9am to 5pm

From:
Sent: 09 March 2021 11:15
To: Helen Webster
Subject: RE: NYM/2020/0896/CU

Dear Helen

Just to let you know Mark Hill and I had a conversation last week whilst you were on leave. We are currently pulling together some more explanatory information on how we see the visitor centre working with its interpretative elements, I hope with photos etc with an explanatory note.

I hope to have this with you by the end of the week.

Do let me know if a phone call would be helpful.

Has the committee date been confirmed as 8th April now?

Kind regards



The proposal outlined below is to help improve the visitors experience and education offer at OCS and make maximum use of the buildings space. On the ground floor there will be a welcome desk where visitors will be welcomed and guided by the service assistants as to what’s available for them to see over both floors of the building. The ground floor will retain interpretation for visitors to view but will also double up as a small café/take away and seating area. We believe that this offer will naturally draw more people into the building, enabling us to provide a great service and engage the public in the work we do across the coast.

The **Service Assistant** role is all about delivering outstanding customer service to a broad range of visitors and doing everything possible to make sure they have a great day. Duties range from welcoming and admitting visitors, promoting the coast and its nature value and the conservation work we and our partners do.

No.1 on the enclosed plan

Existing activities at first floor level	Proposed activities at first floor level
<p>Used for school visits– booked out by school groups (see charges below.) this resource was under utilised</p> <p>During School holidays the 1st floor was used at times for the display of local artists work</p>	<p>Fully utilise space at first floor level with accessible visitor exhibition space.</p> <p>Existing interpretation and new digital materials to be displayed, creates interchangeable and flexible use of space.</p> <p>School visits revised education offer- self facilitated learning/NT guided visits, reduced charges (see below). No conflict with visitors to first floor level.</p>

The interactive activities about tides, wind and waves will move to the first floor with their interpretation panels telling the story of a changing coast and how the different elements help to shape the bay as well as the recently updated panels exploring the effects of climate change and plastics in our seas.



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The space is fully accessible via a lift and staircase from the ground floor and will be more flexible and allow us to talk about our projects and the partnerships that manage and care for the coast and will provide key messaging about respecting the coast and wildlife. Digital screens, audio and interchangeable interpretation methods will let us keep this information current, relevant and engaging.



No.2 on the enclosed plan

Existing lobby area	Proposed lobby area
Visitor welcome information on display	Enhanced visitor welcome material,
Lift and stair access to first floor level	New areas for interpretation identified as indicated on plan



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	<p>We will have signage to guide visitors upstairs to enjoy the exhibition space. Service assistants will also guide visitors upstairs. Clear direction to lift and stair access to first floor</p>
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In the lobby area there will be more of an emphasis on the history of Robin Hood’s Bay, the building itself and the role it played and still plays in the community and for visitors. Local leaflets and posters promoting attractions and events in the area will be available in this space and helps us retain the information centre aspect of the building. There’ll be a real focus on welcoming everyone and keeping that positive interaction with visitors.



No.3 on the enclosed plan

Existing ground floor visitor centre & constraints	Proposed activities ground floor visitor centre
<p>Ground floor exhibition space charged entry (charges set out below)</p> <p>Dark space with poor natural lighting</p> <p>Existing large exhibition panels ‘built out’ prevents a more natural presentation of the space within the coastguard building</p>	<p>Multi -purpose space with seating/café area to draw people into building. Free to access</p> <p>Larger space at ground floor created from relocating exhibition material upstairs</p> <p>Reopen – window and door -more natural lighting</p> <p>More accurate presentation of locally historic building</p> <p>New interpretation on existing walls as indicated on plan.</p> <p>Display of local artists works</p> <p>Retention of information &</p>



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	new staff member responsible for engagement and welcome
National Trust retail sales area	Replaced with Café servery area and maximum of 10 seats

The ground floor exhibition space will become multi-purpose. There will be a limited number of indoor seating attached to the Food & Beverage offer. The interpretation in this space is built out from the walls so removing it opens up a much larger space as well as uncovering a closed door and window allowing visitors to experience a true version of the building and being able to connect with the history told in the lobby area.

The space will be used for local artists to exhibit as they do now in the first-floor room. There's also the opportunity for us to work more closely with local artists and showcase their work more regularly in this space on their behalf.



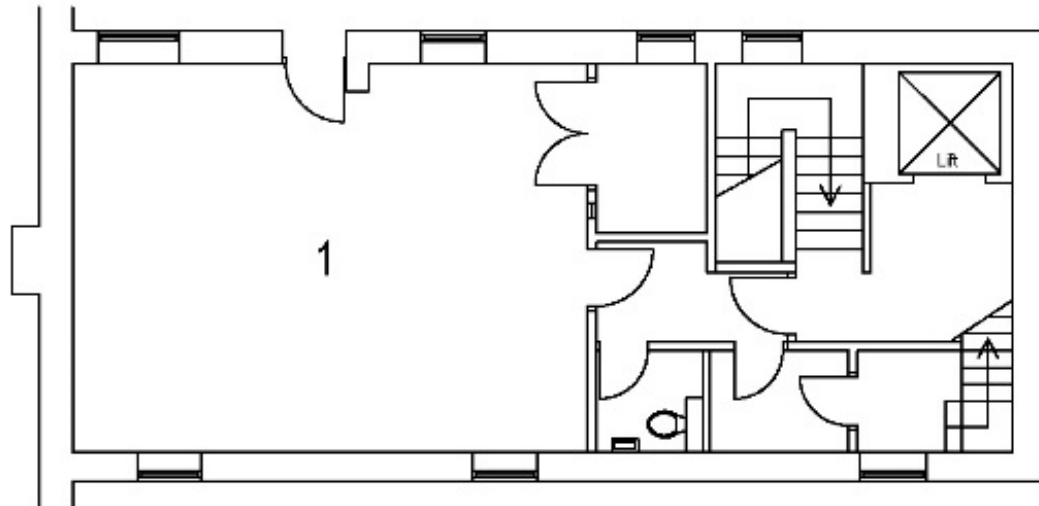
The bird spotter panels in the window alcoves and binoculars will remain and information on the Jurassic coast and dinosaur footprint cast will be displayed in this area.

The fish tank is being removed permanently but we will still provide information about what people can find in the rockpools and the education packs will be able to be used by all visitors to help them to experience it.

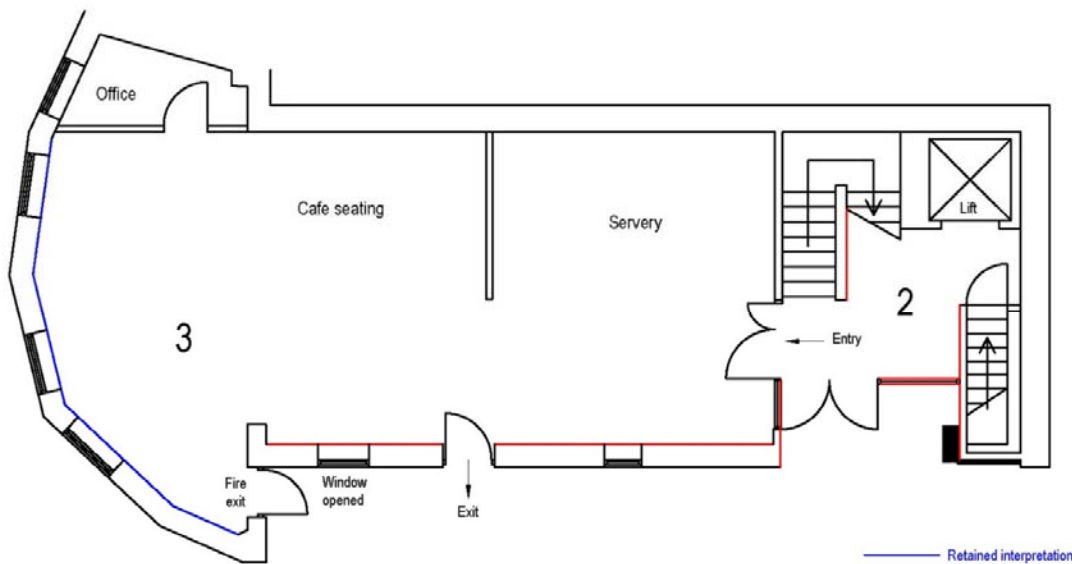
Utilising the space in this way enables us to engage with a larger audience and better promote the area their visiting as well as the work the charity does in conserving this incredible coastline. The café will provide a more positive contribution to the work we do on the coast and enable visitors to relax and unwind with a tea and cake while they contemplate their next adventure.



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First floor



Ground floor

Social & Economic benefits of the proposal

Existing centre	Proposed reconfigured centre
Staff jobs at risk and risk of centre closure	Secures 5 staff jobs allows 2 new roles to be created
Visitor and education centre charged entry at £1 per adult/50p child. £2.50 per family.	Visitor and education centre – Free entry
School groups charged per pupil	Improved costs for schools as restructured offer allows fees to be charged per activity rather by pupil (see breakdown)



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Centre (with holiday accommodation) running at a loss, has resulted in loss of income for National Trust conservation works along coast	Income from Café and Holiday accommodation is retained within portfolio to be spent locally
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Changes to the learning offer at the Old Coastguard Station, Robin Hood's Bay

Current offer

Activity	Description
Look in and look out!	Guided talk looking at how the elements have shaped the bay, followed by fun time and quiz
Rockpool Rummage	Guided session exploring the rockpools of the bay
Beachcomber fossil hunt	Guided session exploring the strand line, its treasures and discovering more about the geology of the bay
A different view	Self guided orienteering trail through the twisting lanes and alleys of Robin Hoods Bay

Revised offer

Change to a facilitated learning offer and retain all of these activities but adapted to be self led with the option of guided sessions at an additional cost. All equipment and resources provided, for example:

Rockpooling

A back pack with the relevant equipment for the activity, each pack include pencils, nets, identification and tallying sheets for the kids to keep track of what they find. A session plan for teachers in advance (attached) and a booklet for on the day and additional activities (attached).

2 new activities are being developed to include in the offer:

Young Environmentalists

A session looking at how plastics and climate change are affecting our coast and some practical litter picking around the bay.

Bird watching

A 'back pack' offer like rockpooling

Current pricing structure

£3 - £5 cost per pupil depending on number of activities.

Revised pricing structure

£10 per activity

£15 additional cost per activity if NT staff lead requested

Cost of current and revised learning offer based on 30 pupils

No. of activities	Cost under current pricing	Cost under revised pricing
1	£90	£10/£25
2	£120	£20/£50
3	£135	£30/£75
4	£150	£40/£100

* All prices exclusive of VAT