



Leave a legacy at Plas Glyn y Weddw

HELP US ACHIEVE A SUSTAINABLE **FUTURE**



Summer 2017

How to get involved

As a reader of this campaign leaflet you will, I'm sure, be familiar with Plas Glyn-y-Weddw's special attributes. Each year, well over a 100,000-people flock to this unique haven at the foot of MynyddTir y Cwmwd Headland in Llanbedrog, to experience cultural activities and the natural charm of the location.

As a visitor however, you may not be as familiar with what goes on behind the scenes and this leaflet aims to convey how important your contribution could be to the long-term future of the centre.

Plas Glyn-y-Weddw is owned and run by an independent charitable trust which is largely self-financed and heavily dependent on donations and private sector support. Unlike many other similar art centres, the Plas does not receive public-sector revenue funding. Therefore, a constant fundraising effort is implemented to help meet the annual running costs of approximately £750,000. The charity's commercial activities fall well short of this and the current shortfall is made up from fundraising campaigns by loyal friends and volunteers of the centre and substantial donations from a supporting trust.

The Board of Management at Plas Glyn-y-Weddw have identified this situation as one that poses many risks to the long-term viability of the charity. Over the last 4 years therefore, considerable amount of effort and funding has been invested in drawing up plans that will take the charity a step closer to being financially viable in future. To do this, there needs to be investment made in the catering and retail facilities on site along with key infrastructure improvements that will benefit all users.

Plans are now in place and we need to raise £850,000 to carry out these changes. We are hoping that we can raise approximately 70% of funds from public sector grant sources. That means we need to raise approximately £250,000 via our own fundraising campaign. To do this, we are implementing a variety of ways in which you can help.

If you would like to sponsor a brick/tile with your name on it in the new building (limited to 200 bricks) - £1000 + VAT each

Sponsor a table - small plaque with your name in recognition - £350 (+VAT) each

Sponsor a chair - small plaque with your name in recognition - £175 (+VAT) each

Leave a legacy donation and suggest a recognition method of your choice

informal chat with Director Gwyn Jones – Remember, you can Gift Aid any contribution and we can add another 25% to your investment

Rationale:

The independent charitable trust that owns and runs Plas Glyn-y-Weddw has endured some challenging hurdles over the last 20 years. One of the most testing times was the immediate years that followed the foot and mouth outbreak in 2001. Struggling to attract sufficient visitor numbers and break even financially, the trustees were also burdened with a £350,000 debt and faced the prospect of imminent closure unless a sea-change in operational practices were undertaken.

Thankfully the Board of Management chose the latter option and today the charitable trust is debt free and in a strong position to face the challenges ahead. The main keystones of change included:

- Introduction of new administration in 2005 with focus on increasing commercial activity
- Introduction of free entry to the gallery in 2006 – increase of visitors from 20,000 in 2004, 55,000 in 2007 to 140,000 in 2016
- 2007 - Redevelopment of back annex of building to function as a commercial holiday let
- 2008 – purchase of 12-acre adjacent woodland named Winllan, with financial assistance from Llŷn Area of Outstanding Natural Beauty fund and match funding support from Friends of Plas Glyn-y-Weddw
- 2009/2010 - Funding support secured from Countryside Council for Wales (now Natural Resources Wales) to clear 70 years' invasive species growth in the woodland (mainly rhododendron and laurel)
- 2010 - Development of the main trail through Winllan as part of the All Wales Coastal pathway scheme – 50,000 walkers in first 9 months (official Gwynedd Council figures)
- 2011 to 2015 - £750,000 project to construct eco car park and outdoor theatre
- 2013 – Gaining Museum Accreditation which enabled Plas Glyn-y-Weddw to achieve one of its long-term key strategies of being able to hold collections on loan from national institutions.

The impact of the Winllan project has been substantial and far surpassed predictions set out in our business plan. Consequently, the charity has become rather a victim of its own success, as the staggering increase in visitor numbers now deems the current infrastructure to be no longer fit for purpose, especially during the peak holiday season.

Details of the proposed development:

The proposed capital works involve demolishing the dilapidated conservatory where the existing café is located, the adjoining kitchen and rear porch area. These structures were erected in 1993 as a sculpture room and never designed as a catering space. It is therefore deemed inappropriate for catering purposes and the current volume of visitors, due mainly to its size limitations and lack of environmental control.

We propose replacing the existing building with a purposely built café, accommodating up to 100 covers, served by a fully equipped modern commercial kitchen. The charity has worked on the development process over the last 4 years with conservation architects Donald Insall Associates, in full consultation with the local authority's Conservation Officer and CADW.

The project aims to make best use of the space provided in the yard to the rear of the building and replace additions erected in the 1990's. These structures were constructed prior to the house being listed and are recognised today as being subservient to the original build.

Our proposal is to replace these structures with a modern purpose built catering facility. Our plans (below) have been drawn up by Donald Insall Associates, who have expertise in conservation design. The plans also include re-locating the boiler room and constructing a new toilet block to service the house, the coastal pathway and the outdoor theatre.

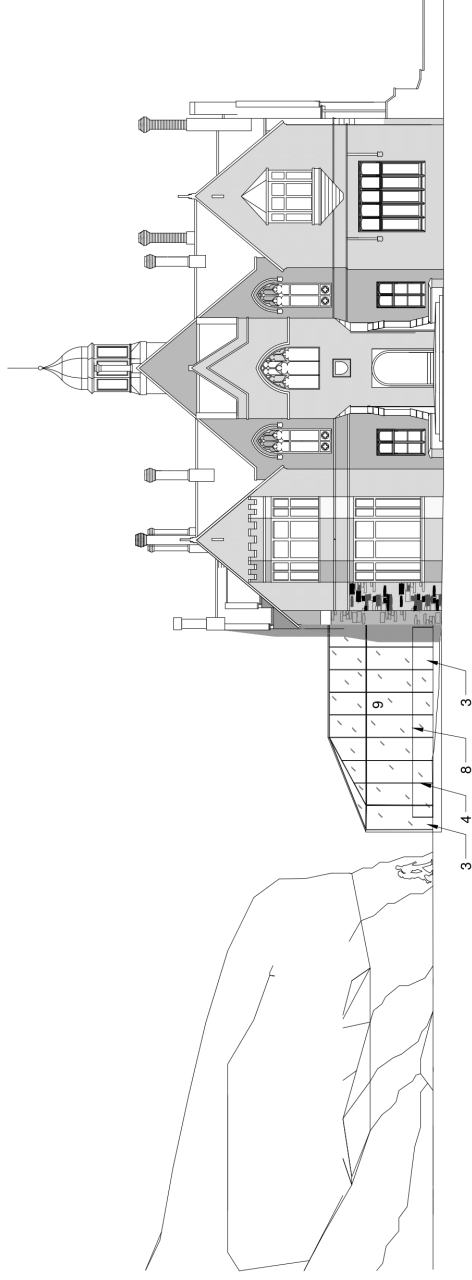
Relocating the toilets and creating new storage facilities will also enable two prime gallery rooms, currently used as offices on the first floor, to become museum spaces and open to the public. The re-purposing of these stunning gallery spaces will lead to economic benefits as it will enable the café to be opened during the evening for special events without compromising gallery security.

We hope that you can also visualise the myriad of benefits that will stem from carrying out these structural improvements. We have consulted extensively with the Conservation Officer at Gwynedd Council and CADW to preserve the architectural heritage of the site and conserve the current building for future generations to enjoy.

Please do get in touch if you feel you can invest in Plas Glyn-y-Weddw's future – email gwyn@oriel.org.uk or phone direct on 07736539645 if you would like further information. This project really can make Plas Glyn-y-Weddw sustainable.....
Diolchynfawr / Thank you

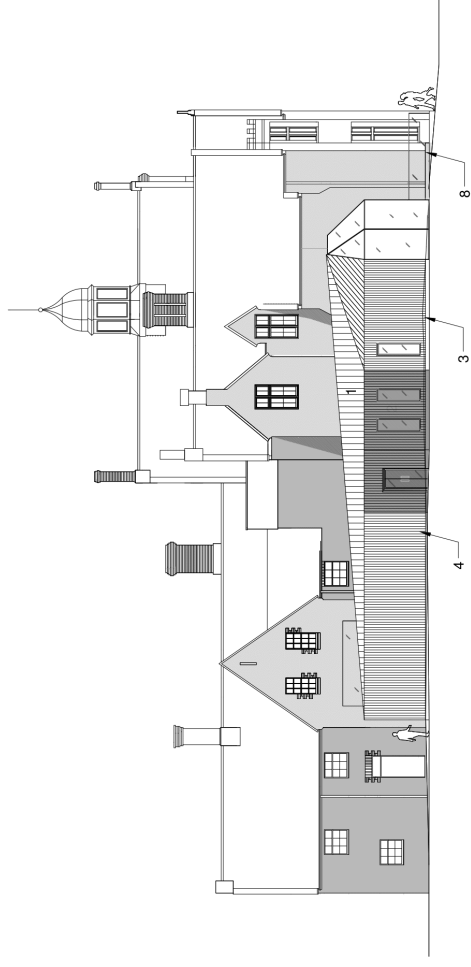
KEY

1. Zinc metal roof to compliment stone
2. Timber Cladding (Larch - sourced from woodland within property)
3. High-format powder coated aluminum framed window
4. Glazed double-door
5. Glazed door (for access to WC's from outside)
6. Timber door for delivery access to kitchen (Larch - sourced from woodland within property)
7. Existing masonry
8. Aluminum frameless toughened glass balustrade
9. Aluminum frameless toughened glass



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