

## **Pendower Beach Hotel Regeneration Key messages**

### **Background**

The former Pendower Beach House Hotel, known as the 'pink hotel', located on the Roseland Peninsula, has been disused for more than a decade. The site was bought by local businessman Johnny Goldsmith in 2007, who set up Pendower Beach Hotel Holdings Ltd (PBHH Ltd), with a view to breathing life back into what has become a sadly neglected site. The site is being designed in a sensitive way to protect the local environment, and to provide year-round economic benefit to the local economy.

In recent years, the run-down hotel has been occupied by squatters and has witnessed undesirable anti-social behaviour on site. The Pendower Beach Hotel Regeneration aims to improve and regenerate the site, transforming it into a destination aparthotel together with a beach restaurant and cafe, which will put an end to misuse of the site, that is both damaging to the environment, and unwanted by users of Pendower Beach.

The initial proposals, originally outlined for the site in 2019/2020, allowed for 25 residential apartments, primarily consisting of 2-bed dwellings, alongside a traditional 14-bedroom hotel. These proposals have been reviewed and amended following feedback from local councils, the local community and other stakeholders, resulting in a significantly revised plan.

PBHH Ltd, in consultation with Penryn-based Koha Architects Ltd, has reworked the initial proposals to be sympathetic to concerns raised in 2020. By removing previously proposed residential homes from the plans, the spread of development up the valley has been removed, minimising development to the north of the site and removing the need for an associated parking area. As a consequence, the new Pendow Beach Hotel Regeneration proposals reduce the total build footprint on the site by approximately 25%, limiting it to existing developed areas.

Under the new Pendow Beach Hotel Regeneration 2023 proposals, the reduced 2-storey scheme for the aparthotel consists of 23 two and three bed family self-catering suites and a public restaurant with 40 internal and 32 external covers, as well as a café and shop for use by beachgoers during the day and evening.

The Pendow Beach Hotel Regeneration plans include staff accommodation which means that, in total, up to 94 guests can be accommodated on site, as well as staff. It is envisaged that up to 12-15 staff will be on site at any one time, with 2-4 staff on site at all times. In total 62 car parking spaces will be available for patrons of the hotel and restaurant, as well as staff.

These new Pendower Beach Hotel Regeneration plans have been shared with the three local Parish Councils of Pilleigh, Gerrans and Veryan, and also with the Friends of Pendower Beach organisation. Feedback from these meetings has been taken into consideration, allowing for further revisions to the outline development plans, so that more detailed plans can be shared at the public consultation. Feedback from the public consultation will enable further adjustment where required. Only then will formal plans be submitted for statutory approval.

A full Environmental Impact Assessment will accompany the proposals as part of the planning application, details of which will be available at the public consultation, which is planned for late May.

As part of PBBH Ltd's commitment to the local community, plans are in place to set up a voluntary £25,000 Building Community Project Fund for the parishes of Pilleigh, Gerrans and Veryan. This will enable local groups or organisations to apply for funding towards works of value to local communities. PBBH Ltd intends to set this up so that the funds provided can be allocated to good causes and charities chosen in association with representatives from the local council. This community initiative sits outside any planning obligations.

### **Economic viability**

Under the proposed aparthotel model, apartments are sold to private owners, which are restricted to holiday use only. These apartments are made available to the hotel to market for short-stays when not being used by owners. This model is currently seen as the best way to make Pendower Beach hotel not only economically viable year-round, but an asset to the local economy and community; given the restraints on use and multiple designations on the site.

The aparthotel model requires fewer on-site staff than a traditional hotel, and therefore needs less staff accommodation. This, in turn, reduces the overall size of the necessary development on site in order to make the business viable for the long term, while providing a sustainable source of employment and income generation year-round.

Specifically targeted at the family market and visitors looking for long-stays, as opposed to 1-2 nights offered by more traditional hotel set-ups, the proposed Pendower Beach hotel differs significantly from the likes of The Nare Hotel at Carne Beach. The development will bring a different profile of year-round visitors to the local area, with spending power that will benefit local businesses, shops, pubs, cafes, outlets, and attractions.

Guidance on the aparthotel model is being provided by hotel experts Savills whose findings will feed into the financial viability for the project and site as part of the planning permission process. This report, details of which will be available at the public consultation, will help to show the wider benefit of the aparthotel model to the local economy.

In addition to up to 15 permanent staff, who will run the aparthotel and restaurant, the work on the aparthotel will benefit the local economy through the use of local businesses and supply chain during the construction phase, local producers of food and drink once the restaurant opens, and local services, such as commercial laundry services. One of the key benefits of the aparthotel self-catering model is that staying guests are more likely to contribute to the local economy through the patronage of local shops. A full report on the economic benefits to the local economy will be shared at the public consultation.

## **Design approach**

Great care is being taken to ensure that the design and build of the Pendower Beach Hotel Regeneration is low impact, using local materials and stone to enhance the look of the twostorey buildings so that they fit well with the natural environment, and match the style of period buildings in the locality. Additionally, slate pitched roofing is being designed to run in line with the contours of the hillside, with some green roofing to the rear.

The Pendower Beach Hotel Regeneration will be constructed primarily of local stone, rubble walling with lime pointing.

The existing farmhouse, which is the oldest building on site, will be restored and refurbished using lime mortar pointing with lime rendered walls on both it and other traditional buildings, where retained. Elsewhere Cornish hedging will be used to screen the car parking area. As a result, viewed from the beach, the visual impact of the new design remains very similar to that of the current building footprint.

## **Environmental custodianship**

Under the custodianship of PBHH Ltd, the multiple environmental designations that exist on site will be protected. This will include the removal of invasive species that threaten the natural environment including Japanese Knot Weed and Montbretia, which are covered under Schedule 9 of the Wildlife & Countryside Act. The on-site management company will be responsible both for the hotel grounds, and the management of the natural native landscape in perpetuity. It is anticipated that this will lead to positive benefits for both the beach and the surrounding area, protecting against anti-social behaviour in the area.

Plans for a Bat Hibernaculum, which follow guidelines from the Bat Conservation Trust, are being developed with advice from a specialist ecologist consultant, in consultation with other local experts, as part of the overall scheme.

Other measures that will benefit the local environment include:

- new native planting
- wet woodland restoration

- retention of all significant trees
- adoption of green roofs accounting for 40% of all roof space at the hotel
- the introduction of lighting that is sympathetic to nocturnal habitats including bats
- the integration of bird boxes, bat boxes and bee bricks
- planting for biodiversity
- nature walks
- coastal area wildflower meadow areas
- use of Cornish hedging
- a 15% increase in canopy cover
- use of renewable energy
- grey water harvesting
- on-site sewerage treatment
- burying of overhead power cables on site below ground
- removal of unsympathetic extensions to the original farmhouse
- cliff stabilisation to safeguard beach access to the site via Rocky Lane

Together this delivers a biodiversity net gain of over 10%.

### **Protection to the environment**

As part of the proposals for the revitalised hotel, the existing oil and gas infrastructure will be removed and replaced with new renewable low energy systems, helping to lower the carbon footprint of the hotel, while also removing a source of pollution to the nearby environment.

Consideration is being given to the installation of e-charging bays, e-bikes, and use of minibus transport options for staff to minimise impact.

The septic tanks that currently leach pollutants into the existing surrounding ground will be removed and replaced with a new sewerage treatment plant to address soil drainage from the site.

Additionally, sustainable drainage systems will be introduced, including vegetated swales that slow water, facilitating sedimentation, filtration through the roots and soil matrix, evapotranspiration and filtration into the underlying soil, bringing ecological benefit to the site. Permeable paving, and green roofs will also be used to improve water retention and reduce surface water flooding. Overhead power cables will be buried, and the old oil and LPG energy supply will be replaced with a Ground Source Heat Pump array to meet the heating and hot water demands of the hotel and restaurant.

### **Enhanced and protected access visitors to Pendower Beach**

PBHH Ltd plans to enhance access for the public to Pendower beach with the incorporation of a defined pedestrian walkway running alongside the Rocky Lane road. This will improve

safe access from the off-site car park for locals and for users of the beach. Alongside the protection of the coastline through cliff stabilisation to protect Rocky Lane, future proofing it against coastal erosion, the plans also offer improved and secured access to the slipway, with an additional Rocky Lane passing point for vehicles to improve access, as well as a turning head on site to allow vehicles to easily turn at the bottom of Rocky Lane. Pedestrian access to Pendower beach along Rocky Lane will be maintained at all times throughout the improvement works. Further improvements to Rocky Lane include a passing bay in close proximity to the Pendower Beach hotel. This work will help to retain two points of public access to Pedower Beach.

Without the development of the hotel, Rocky Lane will remain at risk of natural erosion. The Council has stipulated that all costs relating to the design and construction needed to stabilise and protect Rocky Lane should be borne by the hotel development company alone. The £1m+ stabilisation work will be undertaken to protect the road, coastal path and Rocky Lane car park from further coastal erosion, preserving these for use by future generations.

### **Enhanced amenities**

To improve public amenities at Pendower Beach, the hotel will provide public access to a planned new café/ice cream shop and restaurant, for use by beachgoers and walkers from the South West Coast Path during the day and evening.

### **Raising awareness of the local environment and environmental designations**

Plans are also in place to provide educational materials and information boards which will explain the unique and sensitive environment in the vicinity of the hotel, including the beach, helping to build awareness about this important location, and the measures that are being undertaken to enhance the local environment.

These boards will provide information, among other things, on:

- the petrified forest (how it was formed, why it is important – measures taken to protect it)
- the bat hotel (how it will help the local bat population, what bats you might see) ○ Bat Boxes and Bird Boxes, bee bricks
- the swales/vegetation/filtration sustainable drainage system to reduce flooding, and pollution on the beach (how it works, how improves the environment)
- micro-plastics, and how nets (hanging from the boards) can be used to collect and dispose of microbeads and clean up the environment
- shoredock species in the region ○ the SSSI environment
- looking after the Pendower Beach hotel site in an AONB