

LLanelli Entertainment Centre

Clarification of overage exempt works

Calon Llanelli Ltd is transforming the former Llanelli Entertainment Centre into a heritage cinema attraction of distinction. The reinstatement of original - damaged - missing architectural elements is considered critical to achieving a unique offer that will become one of the UK's finest destination cinemas. That is to say that it will appeal to visitors from far outside normal cinema catchment areas and help generate tourism and overnight stays.

We have restored many internal features and we will be seeking grants from the Heritage Lottery and Cadw to assist us in the restoration of more, both internal and external. As such we are seeking clarification that works would not trigger the existing overage agreement with Carmarthenshire County Council, relating to external works.

The overage agreement was contracted upon sale in November 2014 for a ten year period, giving the Council a clawback of 50% of any grant money achieved for external works up to a limit of £150,000. The reason for its inclusion was because our survey highlighted that the building was not watertight and required a new roof and extensive specialist repair works to the front facade. As such, the District Valuer reduced the valuation (sale price) from £250,000 to £130,000 and C.C.C. insisted upon the overage.

On a side note I would like to say that I believe the overage is unfair, especially when you consider the auction of Swansea's Albert Hall for £100,000 unencumbered in mid 2015, which is a larger property in a similar condition. C.C.C. has already achieved full market value for the Entertainment Centre.

Due to the overage, it would be uneconomical to pursue grant assistance for the roof and facade, especially when you consider the specialist fees involved in making grant applications in the first place. Therefore we are confining our grant applications to matters that were **not a factor in the revaluation** prior to sale.

The following photographs and descriptions illustrate what we are seeking assistance with and whilst they are external works, I strongly believe that they should be excluded from the overage agreement within the spirit of that agreement. The proposed works are optional choices that I believe are critical to enhancing the street scene and the long term viability of our project as the premier heritage cinema attraction in Wales.

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- 1.** Removal of brick cladding installed circa 1991 that has been placed either side of main entrance and used to block off two pairs of the five original entrance doors.
- 2.** Removal of modern doors. Manufacture and installation of five number double entrance doors to original design with replica chrome door handles.
- 3.** Removal of modern canopy cladding and reinstatement of original style with single line illuminated read-o graph, inverted scrolled ends and period under lighting.
- 4.** Removal of the 1980's aluminium windows. Manufacture and installation of replica original steel windows with 'Odeon glass.'
- 5.** After the removal of the modern brick skin either side of entrance, it is probable that the original faience tile and recessed chrome/brass poster displays will need extensive refurbishment/renewal.
- 6.** Removal of the 1980's aluminium windows in the curved towers flanking the entrance. Manufacture and installation of replica original steel windows with 'Odeon glass.'
- 7.** The pillars between the entrance doorways have been clad with inappropriate tiles. We want to remove them and restore the original larger format tiles underneath.



The original design Odeon fin doors with grand chrome handles, chrome kick-plates and 'Odeon glass'. We want to re-install all five pairs for a grand entrance. Two of these doorways are currently blocked by modern brickwork.



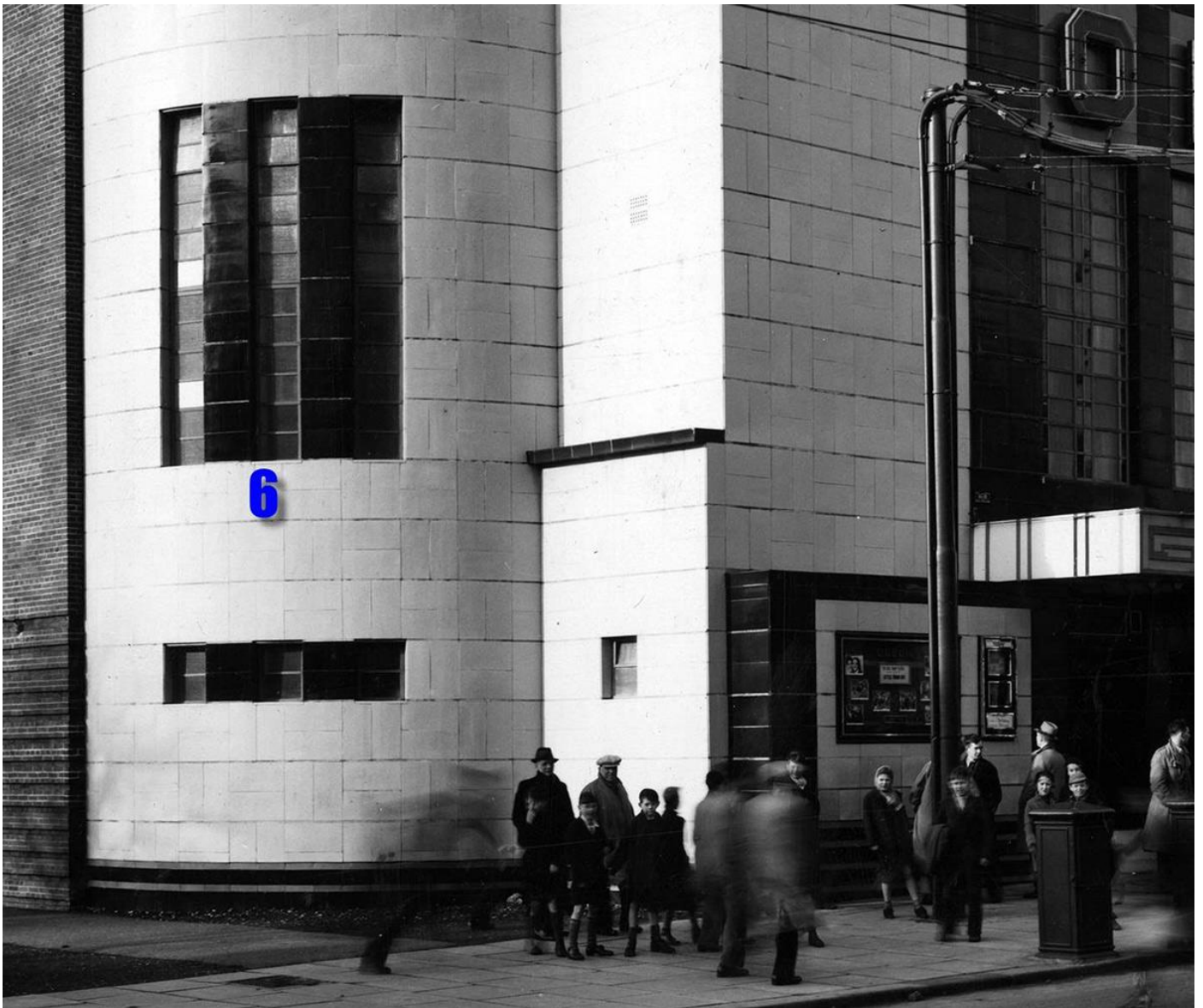
We will be installing the letters: CALON above the windows but as they are not an original feature, (and we will be utilising efficient led technology in place of neon due to sustainability) we will not be seeking heritage grant assistance for this. Multi-paned steel windows and the original style canopy will bring this facade to life again.



The pillars between the entrance doors have been over-clad with inappropriate tiles pictured here to the right. We want to remove them and restore the original large format tiles beneath.



We believe that the old Llanelli Odeon is the finest remaining example of streamline moderne architecture in Wales. Brick was only ever used at the top of art deco Odeon facades and their flanks. In 1991 brick was used to cover the original feature - poster walls either side of the entrance. This has resulted in a brick imbalance on the front which detracts from the moderne style. We want to remove this brick and restore the black and buff faience underneath along with the chrome poster displays.



The towers flanking either side of the entrance facade house magnificent curving staircases from the bottom of the building all the way to the top. We want to remove the 1980's aluminium windows and revert back to the original steel with 'Odeon glass.'

As an indication of our project methodology to return the building to its vintage best, here is some of our work in the foyer. We believe the sustainable future of this building lies in restoring rare architectural features from its past.

