

Cromwell Cultural Centre

Locally: Driven. Developed. Directed.

March 2019



History

- ▶ Formed in 2018 - inspired by option 2 & 3 in the Cromwell Master plan
- ▶ Drive the development and management of a multi-functional Cultural Centre
- ▶ Based on needs identified by the Cromwell community
- ▶ Cromwell has historically been a service town for Central Otago
- ▶ Growing population presents an opportunity to celebrate our history and develop facilities for arts
- ▶ Hindered by lack of facilities
- ▶ Clear community agreement that Cromwell needs a public multifunction centre with a memorial component
- ▶ Acknowledge prior work on redeveloping the old hall but time to draw a line and move on
- ▶ Want to build upon the Master Plan and partner with the CCB and CODC to facilitate the process

Community Voice

- ▶ Resounding support for the group to “*just get on with it*”
- ▶ Cromwell Community Plan 2017 - 900 people to redevelop the old hall (now off the table)
- ▶ Master planning 2018 - 86% of respondents voted for options 2 & 3
- ▶ Cromwell Cultural Centre Group petition - 400 signatures (and growing) community lead
- ▶ Connect Cromwell Snap Poll - community lead
- ▶ Facebook poll - 97% Community lead
- ▶ Emails - 100% support community lead
- ▶ Letters of support - Cromwell and Districts Promotion Group, RSA, Central Otago Winegrowers Association, Cromwell and Districts Community Trust
- ▶ Local firms - Legal (Checketts McKay), Accounting (Affleck O’Meara)

Community Engagement

- ▶ Town and Country Club, RSA, Cromwell College staff and junior/senior students, School Principals, Toy library, Cromwell and Districts Community Trust, Lions both women's and men's division, Rotary, Cromwell Promotions Trust, Old Cromwell, Museum Chairperson and Trust, Highlands Park Manager, Neighbourhood Support, Central Lakes Trust, Resource Centre staff, Presbyterian Church, Care and Friendship, Ripponburn staff, Golden View Lifestyle Village, Connect Cromwell, Cromwell Golf Club Chairman....
- ▶ Still to meet - Iwi, Early Childhood Centres, Museum Trust, Plunket, Anglican Church, Fine Thyme, Arthur's Cinema, Hullabaloo,
- ▶ Regular updates to community via Facebook and the Bulletin
- ▶ Meeting and discussing with individuals as approached.

Cromwell Cultural Centre Trust (CCCT)

- ▶ CCCT formed
- ▶ Seeking Charitable status
- ▶ 5 local trustees: James Dicey, Jackie Hamilton, Kerry Stainton-Herbert, Gillian Watt, Jessie Sutherland, Jocelyn Johnstone
- ▶ Space for additional trustees - RSA committed to a person and Museum has been asked, also want a CCB representative
- ▶ Can evolve over time/flexible - but with community at the heart

Why a Trust?

- ▶ Local community can create and implement the vision they need in a timely and efficient way.
- ▶ Can utilise community passion, drive, expertise and resources.
- ▶ Charitable status allows for greater funding opportunities.
- ▶ Trust represents the local community in a transparent way.
- ▶ Proven mechanism - hockey turf in Cromwell, community centre in Tapanui, theatres in Gore, multi-function centre in Gore, hub in Gore, stadium in Invercargill

What's in it for the CCB/CODC?

- ▶ Community owned/driven outcome
- ▶ Cost effective/efficient develop using experienced locals to manage the process with CCB/CODC involvement/oversight
- ▶ Access to charitable money/volunteer time to develop and manage
- ▶ Avoids depreciation on CODC books
- ▶ Meets and exceeds an outcome of the Master Planning exercise

Scope

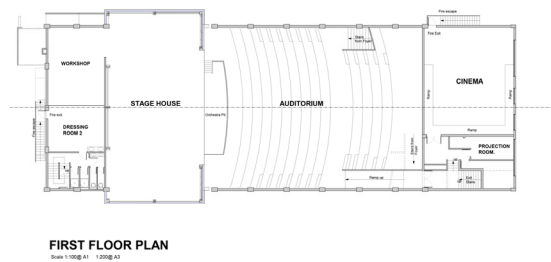
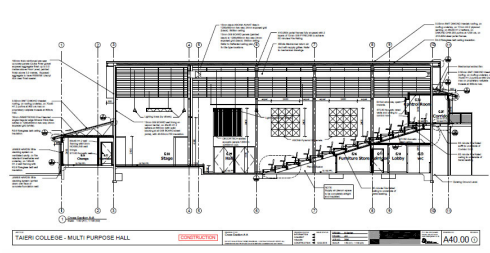
- ▶ Think forward to what the town & district/region might look like in 30 years and build for that.
- ▶ Premium public multipurpose facility for community
- ▶ Celebrates the past, present and future.
- ▶ Celebrates Cromwell's unique history, location and growing arts significance.
- ▶ Builds on to Old Cromwell adjoining Lake Dunstan as the place to celebrate the above. Connection with the bike trail (and tourism opportunities)
- ▶ Cromwell has wide open spaces with views to match, and parking is available.
- ▶ Connected to Old Cromwell and the history of Cromwell - Iwi, Gold mining, Dam, Fruit, High Country
- ▶ Consultation underway with Town & Country Club

Straw Man

- ▶ Details to be concluded through broad consultation, but could include:
 - ▶ Large flexible hall space with catering facilities for community gatherings and functions (seating for minimum of 500, or 200 at tables).
 - ▶ Performing arts theatre with permanent tiered seating (minimum 450) and 'fly tower' to attract and stage the best possible of the performing arts. Be the best in CODC & QLDC.
 - ▶ Flexible spaces including galleries, for encouraging and displaying the widest range of art forms.
 - ▶ 'Cromwell Museum Space'- new state of the art area to attract tourists and describe the "Junction" from Iwi to Mining history (incl Chinese), to Dam history, to the rise of horticulture.
 - ▶ RSA - Space for the memorial and to acknowledge/ honour the contribution of the local Armed Services and RSA in the life of the district and their overseas service and sacrifice.
 - ▶ Other spaces and venues as may seem appropriate after feedback from the community

Building Research

- ▶ Initial contact with building companies to research comparable builds and related costs.
 - ▶ Taieri College Hall 400 fixed seat
 - ▶ Gore Theatre
 - ▶ Tapanui Multi-Use Facility
 - ▶ Wanaka Indoor Sports Centre
 - ▶ Waimate Multi-Use Facility
 - ▶ Cromwell Memorial Hall Re-build info
- ▶ Acknowledge that Central Otago has a premium % related to build costs.
- ▶ Examples only



Building Research

- ▶ Aim to use local consultants/contractors/subs where possible and viable.
- ▶ Unable to pin a m2 rate as specialist items and unknown scope at present.
- ▶ Aim to define the scope and break down the costings into components of the build relating to functions.
- ▶ Build functions will be assessed against: demand, cost, end-user potential, viable on-going costs.
- ▶ Research into Civil Defence building and meeting Tier 4 Building Code.
- ▶ Potential to produce a building that is 'grounded and responsive' to its location, that is aspirational for Cromwell now and to the future and that provides a Public Space to be used by the community and region.



Events

- ▶ RSA
- ▶ History / Heritage
- ▶ Events requiring full catering
- ▶ Link to Old Cromwell
- ▶ Civil Defence
- ▶ Museum & Dam history
- ▶ Room bookings / visiting seminars
- ▶ Conferences / conventions
- ▶ Exhibitions
- ▶ Theatres - modern for cinema use
- ▶ Live performances by national and international artists
- ▶ Marriages/funerals/community events
- ▶ Tourism Activities (link to bike trail)

Development Funding

- ▶ Charitable - Central Lakes Trust, Otago Community Trust, Lotteries Commission etc
- ▶ Community - Cromwell Community Board, local groups (Lions/Rotary), local fundraising
- ▶ CODC - land, rates, capital
- ▶ Other - arts

Operational Funding

- ▶ Rates component
- ▶ Hall hire
- ▶ Room bookings
- ▶ Kitchen hire
- ▶ Exhibitions
- ▶ Café - cinema and other associated tenants
- ▶ Theatre hire
- ▶ Civil defence use
- ▶ Conferences
- ▶ Tourism

What we are seeking

- ▶ Mandate / delegated authority to proceed from the CCB
- ▶ Develop plans for Cultural Centre;
- ▶ Demolish existing hall;
- ▶ Build new Centre;
- ▶ Manage the Centre under appropriate business plan;
- ▶ Hold the land within the Trust with Council as residual beneficiary; and
- ▶ Work with appropriate Council support for the ongoing benefit of Cromwell community.

Next Steps

- ▶ Develop resolution for CCB with appropriate analysis paper (April/May 2019)
- ▶ CCCT completes draft analysis paper
- ▶ CODC staffer supports, reviews and presents
- ▶ Then:
 - ▶ Completion of feasibility study with supporting detailed business plan (seeking \$1m from CCB) to assess costs and determine value for the community that can be attained

Feasibility Study

- ▶ Completion of detailed feasibility study including:
 - ▶ Community Consultation - Brief/space requirements - prioritisation
 - ▶ Communication and media strategy
 - ▶ Concept plans - majority agree
 - ▶ Research - other places - Gore, Marlborough, Twizel, Invercargill
 - ▶ Business Plan - detailed
 - ▶ Geo tech work - building on what has been done already
 - ▶ Development of working groups e.g. theatre / building / fundraising
 - ▶ Employing part time project co-ordinator
 - ▶ Funding Plan
 - ▶ Building Company - concept plan and planning/costings
 - ▶ Detailed plan and costings
 - ▶ Rawlinsons - Quantity Surveyor - check against work and costs

Funding- Building

- ▶ Cromwell Community Board
- ▶ Central Lakes Trust
- ▶ Otago Community Trust
- ▶ Lotteries
- ▶ Local and Regional groups - e.g. Lions, Rotary (remember the community success of the Presbyterian Church project).
- ▶ Arts Funding
- ▶ Fundraising
- ▶ Other

Operational Funding

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- ▶ Civil defence use

Process from here

Write Report with our Business Plan in partnership with chosen Council staff to meet Council requirements

- ▶ Formal resolution to CCB
- ▶ Seek feasibility funding to begin stage 2.

Questions/Comments/Feedback?