

**Addendum to Newgale Holidays Ltd Pre-planning Application
for The Gate Development.**

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Contents:

1	Purpose of Document	2
2	Owner Background and Capabilities	2
3	Facilities & Services to be provided	2
4	Financial Viability and Resilience	3
5	Local Economic Impact	3
6	Local Employment Impact	4
7	Benefits for the Local Community	4
8	Complimentary Support to other Local Initiatives	4
9	Local Support for The Gate Development	5
10	Use of Renewable Energy and Sustainable Materials	5
11	Carbon Net Zero & Bio-Diversity Aims	6
12	Visual Impact of Site Development	6
13	“Additionality” and Non-Displacement of Business	6
14	Compliance with Wales Policy & Cross-Cutting Themes	6

1 Purpose of Document

This brief document provides additional information pertinent to the Pre-Planning Application for the proposed development of the Former Roch Gate Motel and surrounding land development.

2 Owner Background and Capabilities

Pembrokeshire-born Nick Neumann and his wife own and run Newgale Holidays, a self-catering camping business and farm shop in one of Pembrokeshire's most spectacular coastal locations above Newgale beach.

After graduating in agriculture and business from The University of Wales Aberystwyth, Nick then spent eight years developing his own Pembrokeshire-based business, Pembrokeshire Agrisolutions, a primary farming business producing combinable crops and livestock including residential property interests. Established in July 2000 through direct land and property acquisitions, the business remains operational to date with a growing portfolio.

In 2008, Nick moved to China, having been appointed as Agriculture Development Manager for British Sugar plc Asia Pacific region. Through a series of promotions and studies at the Hong Kong University of Science and Technology, he worked up to the role of Agriculture Development Director for British Sugar plc Asia Pacific region.

In 2019, Nick and his wife bought Rainbolts Hill Farm and in summer of 2021 repatriated home to Pembrokeshire to care for aging parents and raise their own young family. Today, Nick's Newgale tourism enterprise is run alongside a 205-acre farming business.

The current land is farmed on organic principles and operates a small Certificated Caravan and Camping site, with an onsite-shop used by campers/caravanners. The now dilapidated Roch Gate Motel building is an eye sore and is adjacent to Rainbolts Hill Farm and it is Nick's intention to redevelop this brownfield site into a modern, attractive, building that provides multiple services and creates a fantastic gateway on the busy A487 to the western Peninsula of St Davids.

Lastly, Nick is an active member of the community acting as clerk for the Community Council, vice-chairman of the Nolton and Roch Community Land Trust, committee member of the Victoria Hall association, treasurer for Roch and Camrose Playgroup, board director for Visit Pembrokeshire and Mentor and Coach for Farming Connect amongst other voluntary roles.

3 Facilities & Services to be provided

Post development The Gate will provide the following facilities:

- Local shop and off-license selling all convenience goods and many local artisan and craft products
- Local sub-Post Office Services and Cash ATM.
- The provision of pharmacy dispensary is also being considered.
- Community and meeting/venue facilities that can accommodate up to 70 in partitioned rooms (accommodating 45 and 25 respectively)
- Eat in & takeaway bistro/restaurant with 68 internal covers with additional external space
- Commercial catering kitchen
- WC's for community and visitor use
- Consultation room(s) suited to outreach/satellite use for health, police, National Park etc use
- 3 Business Incubation/Rental units (<50 sq Mtr) (Three tenant enquiries already including barber, artisan bakery, outdoor adventure company)

- Vehicle parking for up to 71 vehicles around the Gate building with provisions for disabled and commercial vehicle users.
- 25 high quality Lodges, (equivalent to Visit Wales 5 star self-catering accommodation grading) in landscaped grounds each with own designated parking area
- Community garden and orchard and woodland trail around spring fed ponds
- Designated, secure dog walking area (complimentary to Newgale Summer dog restrictions)
- 2 Electric Vehicle charging points
- Bicycle park and repair area
- DPD (or similar) collection and drop-off points
- Free open wifi, with good ICT and video conferencing.

The following services will be provided:

- All year round trading with the Gate opening trading hours to suit community use with extended opening hours during peak tourism periods
- The Gate community and visitor building will be open all year round which will help alleviate visitor numbers to “hot spot” areas within the National Park, especially during peak tourism periods. The Gate Lodge Park will trade according to the consents granted for it.
- Drive through services for café which will be a local, independent business, that will source, where possible, local food and drink products
- Direct access to public footpath to Newgale beach and connecting to Wales Coastal Path
- Bilingual staffing, signage and educational interpretation demonstrating connectivity to the farm and care for the environment
- Provision of modern, versatile venue suited to a wide range of community, business and other organisation’s use (e.g as base or meeting and education point for local activity providers, Health 7 Wellbeing classes etc)
- Check in point for those walking the Wales Coastal and Pembrokeshire National Cast paths
- Adjacent to village bus stop to increase use of public transport and minimise private vehicle use
- Local litter picking services around and adjacent to the site.

4 Financial Viability and Resilience

Mr Neumann has already undertaken a study to assess the feasibility of this development which resulted in the creation of a detailed and prudent business plan showing five year financial projections. This plan was undertaken by Landsker Business Solutions, (www.landsker.co.uk) one of Wales’ top independent Business Consultancies that lead on Farm Diversification throughout Wales for Farming Connect. Based on Landsker’s considerable experience and application of best practice, and modern rural and coastal trends, the business plan demonstrated financial viability for the overall project due to its scale and reliance on having multiple and complimentary revenue scales and being able to achieve economies of scale. The versatile construction and configuration of the building, which can be adapted to suit contemporary needs, and its varied services, will help the creation of a resilient and viable business similar in scale and financial impact to the Moody Cow in Ceredigion, The Rhug Estate’s outlet in Conway and Forage and the Penllyn Estate near Cowbridge – all of which have now become award winning, destinations in their own right!

5 Local Economic Impact

The total cost of the development will be approximately £2.0m to £2.3m. All works and materials will be sourced locally thus supporting the local construction sector. Once developed the business will generate a turnover exceeding £1.2m per annum. This will create a significant local economic

multiplier effect that will benefit the local economy for years to come. Due to the scale and significant market potential of establishment of the Gate, it has qualified for support under Welsh Government's Business Wales Accelerated Growth Programme which recognises the positive economic impact it will have in this rural area.

6 Local Employment Impact

Post development of The Gate it is estimated that it will create between 15 and 20 Full Time Equivalent jobs, sourced primarily locally. In peak periods there is likely to be seasonal temporary employment opportunities also. Due to its scale, breadth of services and the fact that it will trade all year round there will be long term career development prospects for staff. The Gate will be a Living Wage employer. A requirement of its support from the Accelerated Growth Programme is that it will be fully compliant with all legislation around Equality and Diversity.

7 Benefits for the Local Community

Establishment of The Gate will create numerous benefits for the local community:

- There is no current shop, convenience store, post office or café in Roch, with the nearest being in Solva, Haverfordwest with various petrol stations offering some retail facilities nearby. Creation of The Gate will provide many local amenities to locals especially those who are not vehicle users and those that live on their own.
- The Gate's location is in the heart of Roch village, (classified as a service village in the Local Development Plan, across the A487 and provides easy pedestrian access which will not require vehicle use for many.
- In liaison with Highways and the council, safe passage measures will be implemented for the community and visitors to cross the A487 to connect The Gate and the Village.
- The Gate will have extended opening hours and be able to provide a wider breadth of services currently unavailable in Roch and Newgale.
- The current village population of Roch is approximately 650-700 and is expected to increase to about 1,000 in the next five years with new property development of 72 new homes planned – 52 of which would be a private development by Wakefield Developments with 20 being owned by Nolton and Roch Community Land Trust. Both applications are at pre planning application stage.
- The local community venue, the Victoria Hall, is well used and has a capacity of between 150 and 175. It has ample parking, a Multi Games area and children's playground. It is run by volunteers and stages many diverse events. The Gate's offering is very different and will cater for smaller events where staffed services will be required. It is intended that The Gate will augment Victoria Hall's current facilities and it is intended that both venues will work closely together to enrich the choice of facilities and services to the village.
- The Gate could be an outlet for any community grown produce and a suitable venue for those looking to establish a business or to hold meetings etc

8 Complimentary Support to other Local Initiatives

Establishment of The Gate will support other local initiatives including:

- Planned growth of the village, to provide additional services and choice within walking distance
- The increase in outreach services provided by the public sector in small, up-to-date facilities, such as satellite services for healthcare, education, social service benefit assistance, the police force, pharmacy, therapists etc.

- The impact of Climate change on Newgale has led to the creation of the Newgale Adaption scheme. Establishment of The Gate may be of benefit to what options or facilities are available to deal with future challenges.
- Pembrokeshire Coast National Park Authority are trying to reduce the environmental and visitor impact on various parts of the National Park. Creation of modern facilities at The Gate may help with this by providing other options such as relocating services to other quieter areas of the Park
- The shop at The Gate will favour the sale of local produce within a 30 mile radius. Support will be sought from Blas Y Ffrwyd who can assist with the organisation and stocking of artisan producers, say within a 30 mile radius.

9 Local Support for The Gate Development

Initial discussions have been held with the local community and businesses nearby who are supportive of The Gate's establishment. This includes:

- Previously, a well used prescription collection point was in place in the Roch shop/post office before it closed. It is now commonplace for many rural locations to be used as "satellite" activities for services such as Doctors or Pharmacy outreach. As the nearest doctors surgery and pharmacies are in Haverfordwest and St Davids, it is feasible that such activities could be attracted to The Gate thereby, servicing a large rural area where there is no local provision.
- Several local businesses who would wish to set up at The Gate
- Local activity providers who would potentially use The Gate as a meeting point for groups, thus minimising traffic to areas such as Abereiddi, Solva and Whitesands.
- The Pembrokeshire Herald recently published an article around the potential project to convert the Old Roch motel into a modern community and visitor destination. This generated many positive comments to Nick which indicated the depth of feeling locally to do something positive with this site.
- Newgale Holidays website (www.newgaleholidays.co.uk), has a page dedicated to the potential Gate project. Analysis of engagement with the website and Newgale Holidays Facebook indicates that nearly 400 positive comments were made from January to March 2023 towards the potential redevelopment of the Roch Gate Motel site. Many respondents volunteered recollections of the old motel with numerous others offering to donate memorabilia to the new project denoting the importance of its "sense of place".

10 Use of Renewable Energy & Sustainable Materials

The construction of The Gate will use modern building techniques and materials sourced locally, where possible from sustainable sources. The Gate will use renewable energy where possible and options are being explored around the use of a biomass boiler using Miscanthus grown on Mr Neumann's farm for heating and hot water which may be augmented by appropriate use of Ground or Air Source heating and PV. (It is important to note that Rainbolts Hill Farm is already powered by a wind turbine and PV and is close to becoming carbon neutral).

11 Carbon Net Zero & Bio-Diversity Aims

An intention for The Gate Development is that it ultimately becomes Carbon Neutral. This will be mostly assisted by the use of renewable energy sources but also appropriate use of land at Rainbolts Hill Farm to offset carbon usage and to help biodiversity increase. Such information will be captured and reported against and this aspect of The Gate's operation will be an implicit part of its trading strategy which is very pertinent to its location the UK's only National Coastal Park.

12 Visual Impact of Site Development

The existing Roch Gate Motel building has deteriorated significantly since it was last occupied some 20 years ago. It is currently an eye sore and blot on the landscape within the National Park. The site occupies a prime position on the A487 and currently is damaging to the Pembrokeshire and coastal brand. A new building (as illustrated below), that is aesthetically pleasing, using modern/sustainable materials, that is tastefully equipped, will provide a great “gateway” to the Western part of the St Davids Peninsula.



13 “Additionality” and Non-Displacement of Business

The Gate will provide additional, complimentary services to the village of Roch and neighbouring area which will improve the quality of life for those living locally and for visitors by providing additional facilities especially during Autumn and Winter when many local hospitality establishments are closed.

Also, the establishment of The Gate will not directly displace local business as there is very little if any alike “competition nearby. The beneficial impact of providing a versatile premises suited to multiple use by locals and visitors alike, in this sparsely populated and poorly serviced area cannot be underestimated.

14 Compliance with Wales Policy & Cross-Cutting Themes

Development of The Gate is cognisant of the following policies, statute and themes in Wales, all of which have been factored into the current business plan and its planned development:

- The Wellbeing and Future Generations Act.
- The Welsh Language Act.
- Technical Advice Note (TAN Notices) including TAN 6 and TAN 13.
- Welsh Government’s Sustainable Development and Net Zero targets.
- Equality & Diversity, Welsh Language, Gender, use of ICT, Inclusivity legislation.
- Changes in tourism requirements re Business Rates and Tourism tax.
- The Welsh Agriculture Act, which focuses primarily on Sustainable Land Management, features of which are already being pursued by Rainbolts Hill Farm.