

Key Facts

- › Freehold of Barry Island Pleasure Park acquired by Barry Island Property Company
- › 4.7 acre site in South Wales
- › Hilco Property managed the planning process for the redevelopment of the site

Outcome

- › The local authority has approved revised plans for the new development
- › The £50 million redevelopment will see the site turned into a mix of restaurants and cafes, a family entertainment complex and residential property

Wider Achievements

- › Ynys y Barri in Welsh, Barry Island is named after the 6th century Saint Baruc
- › The island was largely rural until a railway link and docks were developed in the 1880s by colliery owners in order to ease capacity problems at Cardiff Docks
- › The railway, linked to the island by a 250 yard pier, enabled Barry Island to flourish as a tourist destination
- › The island was the home of a Butlins holiday camp between 1966 and 1996
- › The disused holiday camp became a regular filming location for the BBC's relaunched Dr Who series in the mid 2000s
- › The island and its Pleasure Park have also been used as TV and film locations for productions including Gavin & Stacey, the Sarah Jane Adventures, Being Human and The Submarine
- › The current Primer Minister of Australia, Julia Gillard, was born on Barry Island in 1961

Background

As part of the restructuring and eventual disposal of Hyper Value Holdings (the then major discount store operator in South Wales and the West Country), the freehold interest in Barry Island Pleasure Park ('BIPP') was sold to a new corporate entity, the Barry Island Property Company Ltd, to allow for its future planning and potential redevelopment. Hilco Property was formed to work with the local operator, Ian Rogers, to hold Hilco's part of this joint venture. Ian Rogers was granted a lease of the site in order to operate the historic business, ring-fenced from the longer term development opportunity.

Concept

BIPP occupies a near 5 acre site. The site is south facing onto a top class sheltered and sandy beach on the southern coastline of Wales, just west of Cardiff. The Pleasure Park was well known due to the adjoining Butlins holiday camp (1966–1996). In addition to the overall objective of maximising the value of the site, the redevelopment had three key design factors – maximisation of the southerly sea facing aspects of the value-driving restaurant with residential upper parts, a central link between the railway station and the beach running through the site and the creation of an internal pleasure park in the less valuable backland areas.

Planning

In November 2008, after extensive consultation with local planners and councillors, Hilco Property submitted an application for the redevelopment of the site to create an indoor leisure centre with a full range of restaurants, together with a sea-facing, 19 storey apartment block. The planning application included a Design and Access Statement ('DAS'), Transport Impact Assessment ('TIA'), together with other appropriate supporting documentation. This was followed by lengthy negotiations over onerous and excessive demands for section 106 contributions, an Archaeological Evaluation, and major revisions to the TIA. Eventually, Hilco Property successfully negotiated a compromise to remove the tower with its massive consequence on the overall development costs and reduce the overall impact of the residential development through reduced massing and a greater variety of housing types.

Current Status

On 1 March 2012, the Vale of Glamorgan Planning Committee resolved to grant planning consent for 48 private, sea-facing apartments, 32 affordable housing flats, 44 retirement homes and a 60 bed residential home, together with a commercial leisure complex consisting of multi-screen cinema, family entertainment centre, amusement arcade and restaurants totalling some 70,000 square feet.

