

ORIEL Y PARC COMMITTEE

20th April 2011

Present: Councillor SL Hancock (Chair)
Mrs G Hayward, Mr D Ellis, Mr R Howells and Councillors
HM George, RM Lewis, PJ Morgan and M Williams.

In Attendance: Dr A Gaffney (Amgueddfa Cymru – National Museum
Wales)

(NPA offices, Llanion Park, Pembroke Dock: 12noon – 12.45pm)

1. Apologies

Apologies for absence were received from Councillor WL Raymond.

2. Welcome

The Chairman welcomed Dr A Gaffney of Amgueddfa Cymru – National Museum Wales to what was the last meeting of the Oriol y Parc Committee; the operation of Oriol y Parc would in future be considered by the Recreation and Tourism Review Committee.

3. Disclosures of interest

There were no disclosures of interest.

4. Minutes

The minutes of the meeting held on the 26th January 2011 were presented for confirmation and signature.

It was **RESOLVED** that the minutes of the meeting held on 26th January 2011 be confirmed and signed.

5. General Update Report

The report of the Head of Business Management updated the Committee on a number of aspects relating to Oriol y Parc. He noted at the meeting that a very successful day had been had on Saturday 16th April when the new exhibition had been unveiled and the café area had also been opened for business, operated by the owners of Café 35 in Solva. He was also pleased to report that the new centre manager, Paula Ellis, had been appointed and would be taking up her post on 16th May.

With regard to the financial performance of the centre, excluding the café, this was expected to be very close to the approved budget. While visitor number were down slightly (116,465 to 31st March 2011, as opposed to 122,000 in 2010) they compared favourably with other similar local attractions. An exhibition by a local crafts group held in the Tower and café area recently had generated over £500 in commission on sales and



he noted that the Tower was again extensively booked during April and May. Finally the Head of Business Management's report set out the development plan for Oriel y Parc for the forthcoming year based on four objectives: to make the centre for efficient and cost effective; to have greater engagement with the local community; to increase the number of visitors to the Gallery and to enhance their enjoyment; and to develop Oriel y Parc as a destination in its own right.

Members were pleased with the visitor numbers, particularly as the centre was still developing as an attraction, however they expressed some concern at the level of income generation at the Centre. They agreed that commission on sales was an important stream and asked officers to review the level of commission that the Authority received, particularly on future Artist in Residence contracts. They also suggested other options, which officers agreed to explore, within the limitations of the grant conditions attached to the building.

Finally, it was suggested that a tour of Oriel y Parc be organised for all Members of the Authority and this was welcomed by Members of the Committee. Officers agreed to forward details once this had been arranged.

NOTED.

