

# FORMBY - Explore the landscape



## PROBLEM

- Coastal change and loss of parking at Victoria Road
- Visitor pressure concentrated at northern part of site
- Needs of existing visitors & community are not being catered for

## OPPORTUNITY

- The Lifeboat Road site can connect the coast in a way that hasn't been possible until now
- To make landscape management changes that are now available on a broad scale
- To enhance visitor experience by creating varied opportunities to enjoy the site all year round
- To involve the community and support local businesses

## SOLUTION

### A connected landscape

- Creating 'markers' across the dunes to rebalance visitor pressure across the site and from vulnerable areas whilst allowing visitors to experience better the spirit of place.
- These markers can provide varied opportunities to engage and connect with the landscape.

### An increased offer

- Relocate and increase parking
- Move squirrel concentration to reduce pressure at northern end of the site
- Provide core visitor facilities all year round and to supplement this to suit demand

### Minimal building intervention

- A flexible, demountable and highly responsive solution that can be adapted and expanded to suit demand.
- A low energy and sustainable approach that is 'light of touch' to reduce impact on the landscape
- To respond and not impose upon the Spirit of Place
- To minimise costs associated with construction of a large, permanent building

# FORMBY - Explore the landscape



Shifting dune forms



Irregular rhythm of emerging structures

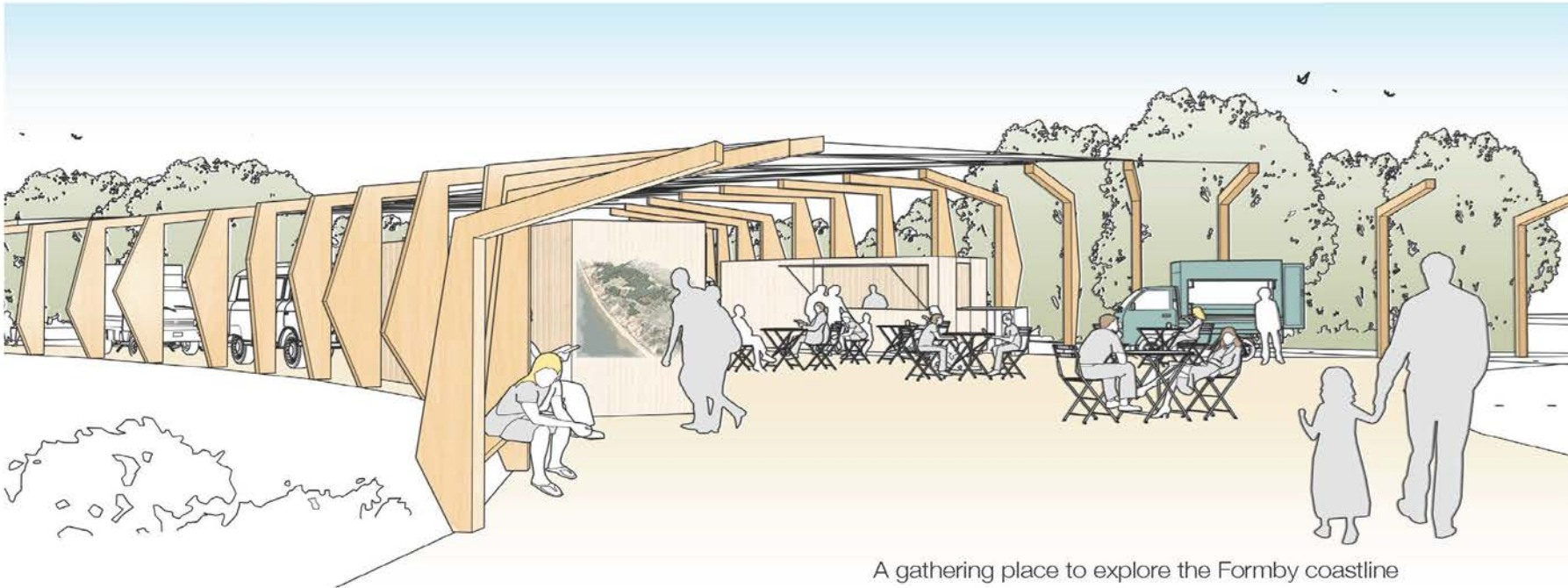


Wind thrown trees



An opportunity to explore a dynamic and changing coastline with markers in the landscape

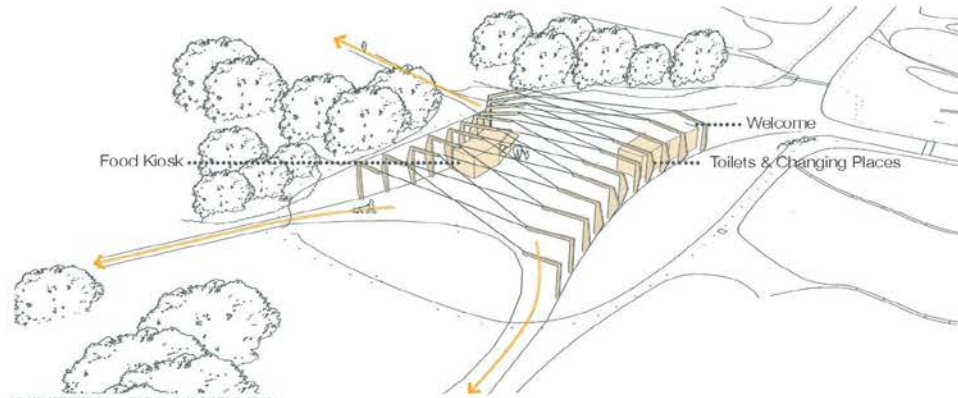
## CONCEPT VIEW OF HUB



A gathering place to explore the Formby coastline

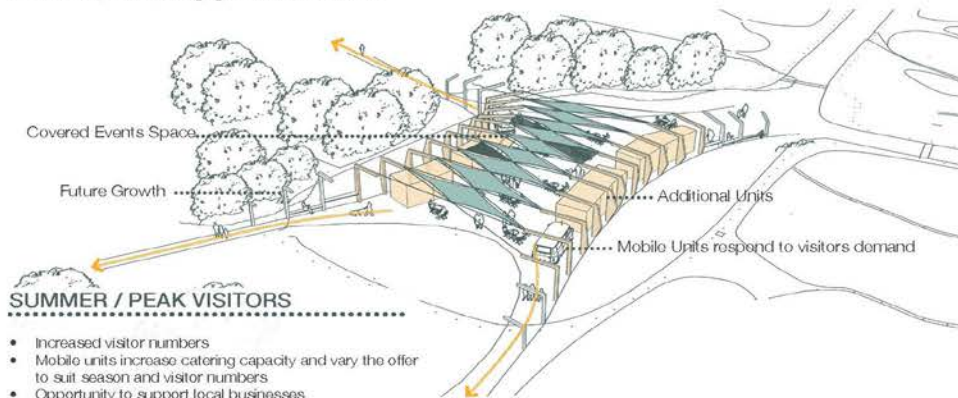
# FORMBY - Explore the landscape

## FLEXIBLE AND RESPONSIVE



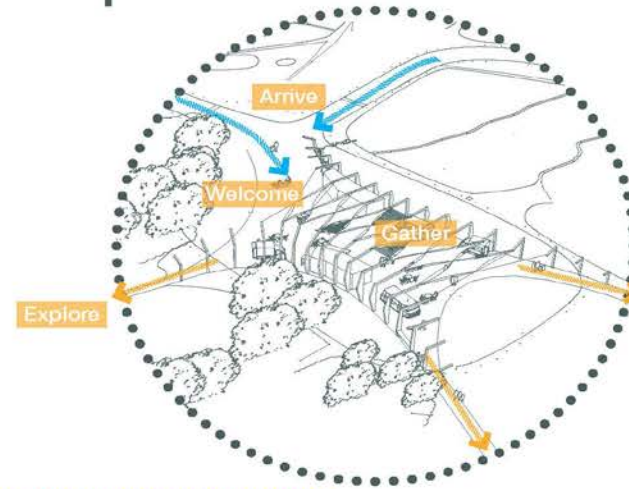
### WINTER / LESS VISITORS

- Core facilities cater for lower visitor numbers
- Welcome, Toilets, Changing Places and food kiosk



### SUMMER / PEAK VISITORS

- Increased visitor numbers
- Mobile units increase catering capacity and vary the offer to suit season and visitor numbers
- Opportunity to support local businesses
- Flexible roof canopy provides shelter and shading
- Central gathering and events space
- Modular buildings easy to accommodate future growth



### ENERGY EFFICIENCY & SUSTAINABILITY

- Minimises impact on the sensitive landscape
- Limited infrastructure and opportunity to be 'off grid'
- 'Light of touch' with demountable and mobile structures
- No heating of a building required
- Minimal construction material and embodied energy
- Responsive and flexible to change with demand

### COST

- Our approach:
- Minimises the construction cost
  - Limits the ongoing costs of staffing, heating, maintenance and security associated with a large, permanent building.
  - Limits costly infrastructure to site

This approach minimises risk and provides opportunity to increase spend across the wider site to enhance visitor experience and balance the existing pressures on the landscape.

Toilet Building (incl. fit out)	£75k
Changing Places Building (incl. fit out)	£35k
Catering Kiosk (incl. fit out)	£50k
Welcome	£10k
Storage	£20k
Supporting 'roof' structures, canopies, integrated benches	£250k
<i>Core facilities supplemented by mobile facilities to suit demand and support local businesses.</i>	

**Total Cost** £440k