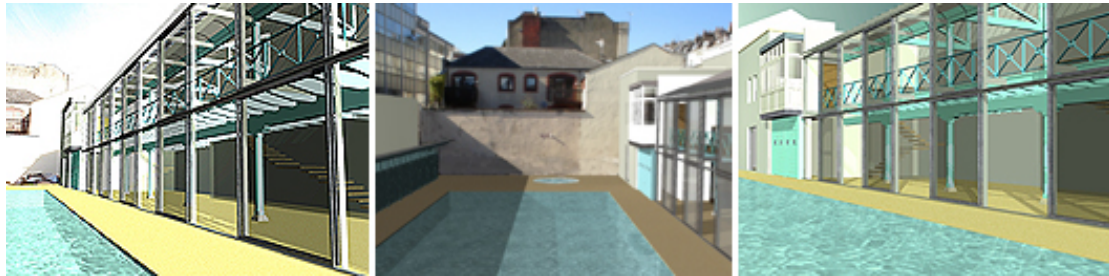


CLIFTON LIDO BUSINESS AND MANAGEMENT PLAN Developer; the Glass Boat Company Limited

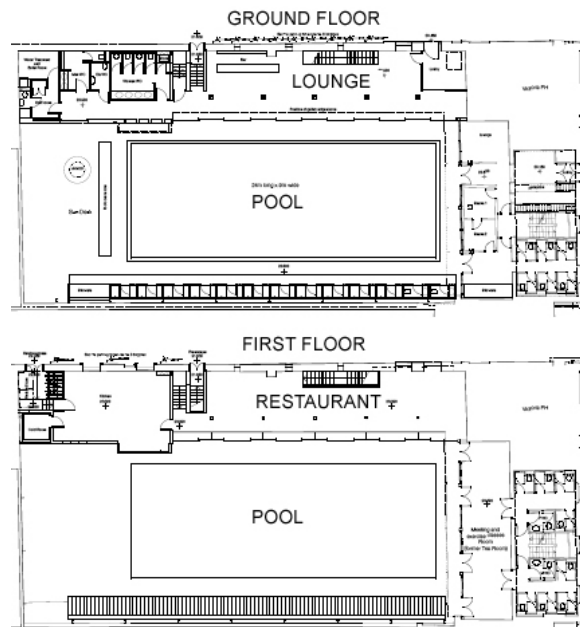
This is a proposal to restore the historically important Clifton Lido, Oakfield Place Clifton, Bristol, into a contemporary 'subscription pool', open to members and the public.

The Lido dates from 1849 and is now the oldest surviving heated Lido in the country. It is also one of the finest.

In keeping with the tradition of the site, the proposal is to expand the bathing concept to include substantial spa facilities with saunas and other treatment rooms. These facilities will all be housed in the Oakfield Place building. The swimming pool and spa facilities will also be open to non-members at certain times of the day.



A restaurant will be located on the first floor of the south-facing Terrace. From this vantage point diners will have a fabulous view of the pool below.



An extension of the Sun Lounge will house the restaurant kitchen as well as plant rooms. Equipment will feature the latest eco-friendly technology.

The developer has owned and run many successful local restaurants over the past 20 years and would use the café/restaurant enterprise to provide long-term viability for the project.

There is a strong commitment to restoring the site in its entirety and maintaining the overall character of all the listed buildings and structures. Where services need upgrading this will be done sensitively using appropriate energy-saving systems. The building fabric and its historical context form an essential backdrop for the success of this scheme.

The developer is offering an opportunity to investors to buy into a very exciting and prestigious project that will restore a site of great historical interest in the very heart of Bristol.

The business aspect is equally exciting. The successful outcome of the scheme will provide healthy financial rewards to the participants.

All investments can be risky and you are advised to seek professional advice on your investment.

The Clifton Lido Site

The Pool was built in 1850. The main façade on Oakfield Place has an Egyptian theme. The right hand corner of the main building incorporates a brewery-owned public house.

The site is 881 square metres and incorporates a 250 square metre open-air pool, poolside changing cubicles, and a partly glazed gallery that was used as a gym in the past. The whole site is listed Grade II* and is set in a Conservation Area.

The site is in a densely populated part of Clifton within walking distance of all the main University faculties, the BBC, many offices, a number of primary and secondary schools, several Hotels, and many shops.

The Clifton Lido freehold is owned without encumbrances by the Clifton Lido Company Limited, a 100% subsidiary to the Glass Boat Company.

History of the Pool

On 29 August 1849, the *Bristol Mirror* wrote:

"BATHS. We hear that a company is to be formed for the purpose of erecting Baths on the ground immediately behind the Victoria Rooms, Clifton. The plans of the proposed building have already been drawn, and it is said that a very elegant structure will be erected, thus combining the useful and ornamental. The lavatories are to consist of private baths for the convenience of ladies and gentlemen, a medicated bath for the use of invalids, and a spacious plunging and swimming bath."

27 July 1850, the *Bristol Mirror* announced that the Clifton Victoria Baths would be opened for the use of the public on Monday 29 July 1850 at 6 o'clock A.M. Single admission from 6 o'clock A.M. to 3 o'clock P.M. including two towels would be one shilling. After 4 o'clock P.M. the price of admission dropped to 4d. including one towel. Children under fourteen years of age half price.

At some point, part of the building became a public house, certainly before 15th December 1879 when it was sold by Henry Sidney Wasbrough and George Burges to Henry Wright.

The pool seems to have been a private concern at first, with the following occupying or being tenants:

Elizabeth Milsom

John Serle

William Hamley - who seems to have been responsible for the pool being built

John and Charles Carter - who became bankrupt.

On 31 December 1880, the pool was bought by the Clifton Victoria Swimming Baths Limited for £2200. The company having obtained a mortgage of £160 from the 4th Permanent Building Society.

Directors of the Clifton Victoria Swimming Baths Limited		
Date	Directors	Secretary
October 1880	J.M. Scott Henry Lawrence	Oct. Harding
April 1881	Thomas Brooke W.E. Lawrence	Edward E. Lemon
June 1881	W.E. Lawrence Thomas Turner	Edward E. Lemon

On 2 June 1885 Clifton Swimming Baths Limited was registered. The company had capital of £500 divided into 500 shares of £10 each. The company also seems to have had a mortgage in the name of William Augustus Frederick Powell for £1800 at 5 per cent.

Directors of Clifton Swimming Baths Limited	
Director	Director
C.W. Cope-Proctor	C.W. Cope-Proctor

On 12 May 1897 Clifton Victoria Baths Limited was voluntarily wound up by Resolution. Frederick Augustus Jenkins was appointed Liquidator.

On 12 August 1897 the pool was purchased by the Corporation of Bristol for £3025, of which £1800 went to William Augustus Frederick Powell, and £1225 to Clifton Victoria Baths Limited.

The pool was mentioned in Chilcott's *Guide to Bristol* in 1909:

"At Oakfield Place near St. Paul's Road church are the Victoria Baths, The establishment is admirably conducted: the baths are supplied by the Bristol Waterworks Company and the swimming bath is capacious."

In the 1930's the baths become the first electrically heated pool in the UK.

The pool was mentioned in the guidebook *Children's Bristol* in 1984 as one of the most popular of Bristol's pools.

The Pool was eventually shut in 1990 after springing a leak.

The Lido is the oldest surviving heated lido in the country and will always attract attention from the media and 'venue hungry' event organisers.

Operations Statement:

The business of Clifton Lido falls into two separate but not exclusive parts.

The Spa reached from the Oakfield Place entrance will consist of a new Swedish designed stainless steel pool, 24m by 9m, two temperature-segregated saunas, a jacuzzi, a mud treatment room, a salt treatment room, a solarium and 6 individual treatment rooms used for massage, aroma therapy, reflexology and other body care treatments.

In addition there will be a substantial exercise/meeting room on the first floor for yoga, pilates and other exercise and relaxation classes.

Members will have access to the poolside lounge below the restaurant terrace with direct stairs to the restaurant above.

The spa will be open between 7.00 am to 23.00 pm.

Crèche facilities will be available at certain times of the day.

Members will have unlimited use of the pool, sauna and poolside facilities including the lounge and sun deck at the far side of the pool. Individual treatments, massages, solarium and classes will be charged separately.

Non-members will have access to the pool between 1 and 5 pm. The day rate has been provisionally set at £4.00 pp or £12 for a family of 4.

Non-members will also be able to book treatments and use the spa facilities.

The poolside changing cubicles on the west side will be restored.

The south-facing tepid pool site will remain undeveloped and will serve as a sun deck with lounges and deck chairs. It will be covered by a canvas awning.

The Restaurant will be located on the first floor of the north-east terrace with a public access entrance in Southleigh Road. The layout is a 95-cover restaurant with guests dining behind a well-protected sliding glass screen overlooking the pool. Restaurant guests will generally not have access to the spa facilities.

The final details of the menu will rest with the head chef (yet to be appointed) but the current thinking is to have a menu strongly drawing on Spanish and North African influences. Main courses will be priced at between £10 to £15. Less expensive meals and snacks will also be available throughout the day.

On certain occasions the membership lounge may be used for dining purpose and in conjunction with conference gatherings in the meeting room in Oakfield Place, some refreshments will be served in this room.

Energy Sustainability

Extensive research has been undertaken into the most energy efficient and eco-friendly ways to heat the pool.

- Solar Panels are undoubtedly the most cost-efficient method of generating warm water. The Lido will have the largest installation in Bristol, if not the in the South West, of 'evacuated tubes'. They will be mounted on the South-facing roof of the Terrace. 300 sq.m of tubes provide the heat requirements for 8-10 months of the year. A gas boiler will supplement this system when necessary.
- Heat pumps convert low energy heat, such like ambient air, to a higher energy level, in a more useable form. A heat pump will be installed to re-cycle all extracted warm air from the south facing terrace and the kitchens.
- Space has been set-aside within the plant room area for a co-generation unit. This is a combined heat and electricity generating engine, run on gas but with a vastly improved efficiency and therefore cost beneficial. The Lido will have the potential to generate all its electricity needs while producing free heat.
- Efforts have been made to seek access to the enormous heat capacity resident within the nearby Victoria Reservoir. To date the approach has been rebuffed but as energy cost rise there is enormous scope to acquire inexpensive energy from this source.
- All buildings will be well-insulated and double-glazed.

Membership subscriptions will be sold on a monthly, three monthly or annual basis. Final number of members is yet to be decided, but it is likely the number will be around 800-1200. There are plans to sell a number of 5 and 10 year discounted subscriptions when the Lido opens.

A three month membership will cost £150 and an annual subscription £400. All members will be issued with photo ID. An annual family membership will cost £1000.

A 5-year membership will cost £1500 and a 10-year card £2500

The Management

The Glass Boat and associated group of restaurant/pub businesses have been very successful over the last 20 years. The team originally started by Arne Ringner and Magnus Macdonald has developed a very successful formula for how best to manage a group of restaurants. The group currently comprises The Glass Boat, Spyglass, Byzantium, Lounge, Tinto Lounge, Porto Lounge, Decco Lounge, Banco Lounge and Goldbrick House, all in Bristol. The same team will oversee the Clifton Lido.

Previous businesses include Glasnost Bistro, The Blue Goose Restaurant and the Exploratory Café'.

All the above businesses have thrived and brought good return on investments.

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