

## LOTTERY FUND APPLICATION FORM - TRANSCRIPTION

**d** **Projected number and profile of audience/participants/users and evidence of this through market research. Please be as specific as possible e.g. age, cultural background etc.**

In summary, the projected audience profile is as follows:

The total number of visits to the Gallery will grow from 252,025 visits in the first year to 260,320 visits within five years;

*By Source*, local and regional residents would make up 65% of these totals, domestic (UK) visitors 30% and overseas visitors 5% for the first three years, with a significant downward adjustment in the resident to visitor ratio within five years;

*By Type*, daytrippers and tourists would make up 75% of these totals and the educational community 25%.

Full details and sourcing of these figures are given in the feasibility study, which benefited from input by the Wales Tourist Board.

**Total target number of audience/participants/users:** £ 250K

**e** **Comparable existing facilities within the catchment area:**

There is no comparable venue for visual arts exhibitions or for an educational arts resource like the Childrens Centre in the catchment area or, indeed, in Wales as a whole. However, the centre will complement museums and arts centres in and around the City include the Castle, the National Museum and its satellites (the Industrial and Maritime Museum, the National Folk Museum, St Fagans) Chapter, Oriol and Ffotogallery.

**f** **How will the project take into account the needs of disabled people, both as audience/viewers and as artists/participants/workers?**

Since the plans for the Old Library represent a total redevelopment, the Trustees and their architects have designed a scheme which will make the building fully accessible for disabled people both as audiences/viewers and as artists/participants/workers. For people with limited mobility, ramps will be included at all building entrances (at Trinity Street and off Working Street and The Hayes), small and large lifts provide access for disabled people to all levels of the building, and each floor with public wc facilities will include facilities for disabled people. Signage and print in the building will take into account the needs of the visually impaired, and reception and other counter levels will be at varying heights.