The Economic and Physical Regeneration of Merthyr Tydfil
Strategic Infrastructure within Merthyr Tydfil:

- Orbit Business Centre
- Leisure Village
- EE
- Welsh Government Building
- Cyfarthfa Retail Park
- Town Centre Regeneration
- Bridewell Suite
- Tourism Developments

Investment in the region of £150 million
Five Years of Investment:

- WG - Rural Development Plan
- EU - Local Investment Fund
- EU - Community Economic Development
- WG - Heads of the Valley Programme (Start-up / Retail)
- EU - Transnational Funding
- WG - Townscape Heritage Initiative
- MTCBC - Development Fund
- WG - Business Enhancement Grant
- WG - Physical Regeneration Grant

Investment in the region of £20 million
A New Tourism Destination
Management Plan:

Emerging Themes:

1. Destination Development
2. Product Development
3. Marketing PR and Perception Change
Bike Park Wales – Gethin

- Multi-agency partnership led by private sector
- Create a world leading commercial bike park at Gethin Woods
- Attract additional tourism visits a year to South Wales
- Increase the number of overnight stays
- Potential national/international events
- Help establish Kids Clubs
- Opened August 2013
- Created Local jobs
Rock UK Summit Centre:

- Rock UK has several centres across the UK that attract almost 60,000 visitors each year.
- Plan to develop an adventure centre that will be the 'Pride of South Wales'.
- To do this substantial investment of almost £4m is needed to refurbish the existing building and develop new facilities.
Preserving the Rural Heritage of Merthyr Tydfil (Merthyr Rising):

Rural Development Plan Funding EAFRD Match £1,180,206.50
Working in partnership with Economic Development:
(European and External Funding & Rights of Way)

Key Aims:
Heritage Interpretation
Access
Engagement
Training
Taff Trail Management:

- Taff Trail development group has been working with partners such as Groundwork Merthyr and RCT, Welsh Water, Sustrans & South Wales Police and Probation Service
- Monthly inspections and Audit
- Work is underway in partnership with Groundwork Merthyr and RCT to improve the Taff Trail surface and provide key links into Gethin Bike Park
The COLLABOR8 Project - £1m:

Partners with an overall project value of €11,399,772 which ran between May 2007 to July 2013

- South Kerry Development Partnership Ltd, IE
- New Dutch Waterline Department, NL
- Studio VMK, NL
- Flemish Land Agency, BE
- Tourism East Flanders, BE
- Westcountry Rivers Trust, UK
- South Downs National Park Authority, UK
- Brecon Beacons National Park Authority, UK
- Merthyr Tydfil County Borough Council, UK

COLLABOR8 is a transnational European project that aims to contribute to the economic prosperity, sustainability & cultural identity of North West Europe in increasingly competitive global markets. This was be done by forming & supporting new clusters in the cultural, creative, countryside, recreation, local food & hospitality sectors using uniqueness of place as a binding force & overcoming barriers to regional & transnational collaboration.
COLLABOR8 – The Impact on Merthyr Tydfil:

- Four Diagnostic Review exercises of the accommodation sector in Merthyr Tydfil implemented in SE Wales.
- The development of seven thematic, geographical & sector specific cluster groups.
- Assisted over 20 tourism businesses in accessing over £250k of grant funding.
- Organised a number of national and regional events in the area.
- Enabled over 35 business representatives from Merthyr Tydfil to attend exchanges in partner regions.
- Developed a new Visit Merthyr Website.
- Supported the Merthyr Business Awards becoming Lead Sponsor in both 2012 & 2013.
- Assisted with the development of the Merthyr Tydfil Destination Management Plan.
- Piloted the unique Tourism Innovation Fund in 2013.
- Developed the concept of Business Action Planning in the tourism sector rolled out across the SE Wales.
Safeguarding Heritage And Rural Economies - SHARE 3.4m:

Â Merthyr Tydfil County Borough Council, Lead
Â The National Trust, UK
Â Province of Gelderland, NL
Â New Dutch Waterline, NL
Â Conseil General d’ille-et-Vilaine, FR
Â Kempens Landschap, BE

Â The SHARE Project aims to safeguard and preserve cultural diversity, and make rural areas more sustainable and attractive. 2012 – 2015.

Â The Project will develop a European Heritage Skills Passport Scheme for volunteers to gain accreditation and develop skills.

Â MTCBC will develop a Rural Heritage Centre in Cyfarthfa Park which will act as a central hub for volunteering
EU Social Enterprise Developments
South East Wales Regional Programme

- Total Grant Approved: £9,747,710
  - Local Developments
  - Merthyr’s allocation: £2,170,243
**EU Business Support**
**Local Investment fund – Business Start**

**Total Grant Approved:** £855,000

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<th>Description</th>
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<td>Number of Businesses receiving grants</td>
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Orbit Business Centre

- 2,427 events in five years
- 45,021 delegates in five years
- 84 permanent jobs within the centre
- 300 external job placements
- 52 job creation with previous tenants
Cyfarthfa Heritage Area

Investment:
Visitor Centre - £700,000
Railway - £400,000
Museum - £320,000

Visitor Figures 2013/14
Q1 Park Figures - 159,675
Q1 Railway Figures - 7,000
Q1 Museum - 28,064
Jobs Created - 20
Refurbishment & Enhancement of Cyfarthfa Castle:

- Condition & Structural Report Completed
- Feasibility Study & Options Appraisal completed
- Emergency repairs been undertaken
- Business plan & Phasing Strategy approved
- Stage 1 HLF Application Process
HLF Parks for People

£2.7 m Funding
4 Year Programme
3 Core Staff
12 Capital Heritage Schemes - (Walled Garden, Bothy, Castle Forecourt, Castle Wood Ponds, Drainage & landscaping, Path & circulation improvements, Bandstand, Lake repairs, Ice House, Tennis Courts and Bowls Pavilion)
Activity and Ranger Programme
Heritage Volunteering/Training Opportunities
10 Year Management & Maintenance Plan
Total Investment - £1.8m
Restoration & Enhancement Scheme
2.4 Ha of Land Improved
1Km of Footpath Enhanced
Interpretation - Heritage/Biodiversity
Phases 1 and 2 completed
Officially Launched - Sept 3rd 2013
Visitor Footfall Statistics Collated
Potential for Future 3rd Phase
Taff Bargoed Regeneration Programme

• Regeneration Strategy & Action Plan ï 2006
• Regeneration Funding Secured - £7.1m
• Treharris Town Centre
• Key Approaches and Environment
• Bedlinog Village Square
• Parc Taff Bargoed
Parc Taff Bargoed

- Significant Investment Secured
- Business Plan Development & PIN for Operator
  - Enhance Lakeside Activity
  - Hydro Project
  - Development of Pavilion & Football Pitch
  - Integration with Rock UK
Merthyr Tydfil Town Centre Regeneration Programme

£24 million programme, funded by Welsh Government, European Regional Development Fund, Heritage Lottery and MTCBC.

Building on the Town Centre Strategic Review and Masterplan, the Regeneration Programme aims to maximise access to the town centre, improve the built environment and enable better pedestrian access to local businesses.
Key Projects include:

**Castle Multi Storey Car Park**: the new facility offers 264 spaces including disabled and parent and toddler bays.

**Llys Janice Rowlands**: this new area was a popular space over the summer. Framing St Tydfil Church, it is a key gateway into the town centre.

**Building Enhancement Scheme**: supporting businesses and organisations to improve properties.
Merthyr Tydfil Town Centre Regeneration Programme

Projects currently underway:

**River Taff Central Link:** A new road system that will improve accesses to the town centre whilst minimising congestion. Due to be completed in Winter 2014.

**Former Town Hall (Red House):** Physical works completed and official opening 1st March 2014

**Penderyn Square:** A new civic square on the site of the Merthyr Risings; it will be a key area for events whilst also connecting Pontmorlais with the Town Centre. Due to be completed in Summer 2014.

Future Projects:

**Bus Station & Shopping Centre Extension**
Pontmorlais
Townscape Heritage Initiative (THI)

October 2011 to September 2016
Total Fund = £3.3m

Property Restoration:
- Grant Rates of 90%, 75% and 50%
- Very Slow start (normal) - now increasing significantly
- Properties started = 1
- Forecast - to March 2014 = 3 properties
  - 2014 – 15 = 4 properties
  - 2015 – 16 = 4 properties

Public Realm improvements:- Vulcan Alley, Roberts Lane, Paving repair

Complimentary Initiatives:
- Traditional building training opportunities offered Contractors and Agents:
  Å 4 training days held to date
  Å Agent Training day planned for 21st March 2014.
- Historical Research & Recording events frequently held:
  Å Currently funding Forge Films / College with Black Parade Revisited Project.
  Å Funding replacement heritage plaques in Pontmorlais
Pontmorlais - YMCA

Carmarthenshire Heritage Regeneration Trust:
- Purchasing property
- Preparing Business Plan
- Manage restoration and property management

Stage 1 Stabilisation:
- Tenders being reviewed
- Listed Building Consent submitted to Cadw
- Commence January 2014
- Funded by THI scheme
Town Centre Partnership:
A partnership of all key town centre stakeholders with a vision that:
To ensure by 2020 Merthyr Tydfil Town Centre is the regional destination for shopping, business and leisure with vacancy rates below 10% and footfall further increased by 10%.

Key Priorities 2013:
- Regeneration Programme
- Car Parking Strategy
- Visitor Experience
- Cultural/ Markets/Events Provision
- Bus Station Maintenance & Developments
- Marketing & Promotions
The Big Heart of Merthyr Tydfil Business Improvement District

- Voted in by Business in July 2012
- Businesses decide what improvements they want to make to the town centre, how they will manage these and what it will cost them.
- The Big Heart of Merthyr Tydfil is one of only two BIDs in Wales although there are more than 160 in the UK.
- The BID has a 5-year mandate which will see in excess of £1 million invested into the town centre.
- Delivering a range of projects such as: Christmas marketing campaign, small grant schemes for shop front improvements and energy saving measures, collective purchasing of utilities, shop local campaign, retail mentoring, large-scale events, environmental improvements and much more.
Merthyr Tydfil Regional Centre Regeneration & Housing Programme

- Stage 1 approval - September 2013
- Submission of Stage 2 application end of November
- Total project cost £76.93m, VVP request of £12.87m
- Three Year programme commencing on April 2014
- Key town centre developments and LDP Housing Sites
- Working with range of stakeholders from Tydfil Training through to Wales and West HA.
QUESTIONS