

RHONDDA CYNON TAF COUNTY BOROUGH COUNCIL

CABINET

21 SEPTEMBER 2017

STRATEGIC OPPORTUNITY AREAS

REPORT OF THE DIRECTOR OF REGENERATION AND PLANNING IN DISCUSSION WITH THE CABINET MEMBER FOR ENTERPRISE DEVELOPMENT AND HOUSING, COUNCILLOR R BEVAN

Author: Jane Cook Director of Regeneration and Planning Tel 01443 490406

1. PURPOSE OF THE REPORT

- 1.1 The report outlines particular areas of opportunity for economic growth and job creation in Rhondda Cynon Taf and seeks Cabinet approval for these to be further investigated, developed and pursued, as appropriate.

2. RECOMMENDATIONS

- 2.1 It is recommended that Cabinet agrees to:
- I. the further development of schemes and projects within these Strategic Opportunity Areas, including consultation as appropriate.
 - II. funding and other partnership opportunities being developed for delivery, with further reports to Cabinet as required.

3. REASONS FOR RECOMMENDATION

- 3.1 The Council's Corporate Plan 2016-2020 "The Way Ahead" has building a strong economy as a priority. There is much work being progressed within the Council and with partners which supports this priority right across RCT. To date, the areas where there is greatest scope for *strategic* development to support the economy within RCT and the wider Cardiff Capital Region, have not been collectively identified as Strategic Opportunity Areas.
- 3.2 At this time, in the context of the Cardiff Capital Region City Deal and the Valleys Taskforce, it is critical that the Council identifies and works

towards the delivery of economic growth in those regionally important areas where there is significant potential to create jobs and prosperity both across RCT and for the wider region.

4. BACKGROUND

- 4.1 The Council's Corporate Plan is clear about the importance of building new homes, identifying regeneration sites, promoting employment sites, and maximising the benefits of the Cardiff Capital Region City Deal, for the residents of Rhondda Cynon Taf and the wider South East Wales region.
- 4.2 To maximise the benefits of economic regeneration, it is recognised that there are opportunities of differing levels and scales, both local and regional. These variations are due to a number of factors including critical mass of existing activity; particular site characteristics e.g. scale; connectivity and commercial viability/attractiveness. This report deals solely with the *strategic* opportunities within Rhondda Cynon Taf, rather than the full spectrum of economic or regeneration opportunities that exist in towns and communities right across the Borough.
- 4.3 The current context of the Cardiff Capital Region City Deal and the Valleys Taskforce mean that it is more important than ever to identify where there are key strategic opportunities to work with partners to deliver economic growth in Rhondda Cynon Taf, and across the region.

5. STRATEGIC OPPORTUNITY AREAS

- 5.1 Taking the Local Development Plan (LDP) as a starting point, and considering recent economic activity, the potential for regional significant growth, the ability of the private sector and other partners to deliver, together with the scale of opportunity and significance regionally, a number of Strategic Opportunity Areas have been developed.
- 5.2 The areas are:
 - Cynon Gateway – Energizing the Region
 - The Wider Pontypridd, Treforest – Edge of the City, Heart of the Region
 - Pontypridd Town – Pivotal in the Region
 - A4119 Corridor: Regional Rhondda Gateway
 - Llanilid on the M4: Driving the Regional Economy

The outline strategies for these areas are included at appendices A to E respectively

- 5.3 Each of these outline strategies is different depending on the nature of the opportunity that exists, whether is it long term or short term, the potential for the private sector to deliver and the level of potential public sector intervention.

CYNON GATEWAY – ENERGIZING THE REGION

- 5.4 The Cynon Gateway, centred around Hirwaun and located on key transport routes, presents a unique opportunity building on its economic strengths in growth areas such as energy, tourism, research and advanced manufacturing.

- 5.5 The strategy has a number of key themes, but overall, it is important to capture the momentum and build on the £1bn inward investment in energy, either constructed or consented, since 2010. Three main areas form the heart of this Strategic Opportunity Area, Tower Plateaux, Bryn Pica and Hirwaun Industrial Estate.

- 5.6 There are a number of key opportunities which the Council, the Welsh Government, and the private sector can work together to deliver:-

- **Create 35 Acres Of Serviced Development Plateau** through the current £20M Site Restoration scheme a 35 acre plateau for business / industrial & mixed uses will be created. The key need is to service the plateau to unlock this opportunity.
- **Extend The Passenger Rail Line To Hirwaun Industrial Estate And Create A “Transport Hub”** improving the connectivity and opening up further opportunity.
- **Cynon Valley Gateway Road** to link the £400M dualling A465 to the strategic highway network, at a cost of less than 10% of the dualling, ensuring the economic benefit of the investment is realised.
- **Link A465 Dualling To Opportunities** enable the area to benefit fully from the dualling of the A465 by ensuring that the right links and access points are included so that the key regional opportunities can be realised.
- **Develop An “Energy Park” At Bryn Pica** using the energy from anaerobic digestion, to attract businesses with a high energy requirement onto this 10 acre site.
- **Develop Energy USP For Investors** work with partners to enable developments to access cheaper energy from the existing energy producers.

- **Build 400 Homes** to create a vibrant, enlarged and sustainable Hirwaun village through the LDP Strategic Site allocation, creating jobs and value to the local economy, and a choice of quality housing.
- **Create An Environmental Improvement Fund** to fund meaningful improvements to the existing Hirwaun Industrial Estate to make it more attractive and ensure its long term sustainability.
- **Deliver Enviroparks (Energy From Waste) Development** which will create up to 200 jobs in a high-tech recycling facility as well as enabling additional “high energy” users to benefit from excess heat and energy produced as part of the technology processes.

5.7 This is a summary of the outline strategy included at appendix A. Some of this programme of investment is underway and others require further development, with partners, to enable it to be delivered.

THE WIDER PONTYPRIDD, TREForest – EDGE OF THE CITY, HEART OF THE REGION

- 5.8 Within the City Region, and the Valleys Taskforce area, the wider Pontypridd at Treforest presents a critical opportunity to build on the economic strengths and location, to deliver jobs and growth for the benefit of the entire region.
- 5.9 Treforest lies within the economically functional area of Pontypridd, playing a pivotal role within the Cardiff City Region and identified as a strategic hub by the Valleys Taskforce.
- 5.10 Treforest Industrial Estate is an underused asset for business and employment with major regional potential for investment and growth. The University of South Wales and Coleg y Cymoedd add the research and development, skills and training dimension to this opportunity area.
- 5.11 An integrated programme for the wider Pontypridd area will deliver economic growth within the Cardiff City Region and the Valleys:-
- **The Dynamic Regional Hub** - the creation of a dynamic facility to support innovation and develop businesses working across sectors.
 - **21st Century Premises** in partnership with the private sector, develop starter space and a range of accommodation units, to support growing businesses, micro businesses and SMEs.
 - **Local Development Order** a Local Development Order is now in place to streamline the planning process.

- **Environment Treforest** a programme of support to improve the physical business environment.
- **Treforest Growth** build on the thriving business / HE / FE / Council partnership, and the potential for a Business Improvement District.
- **New Rail Stations / Interchanges With Park And Ride** new rail stations at Upper Boat and Nantgarw with substantial modern parking associated with full interchange facilities.
- **Station Improvements** providing improved facilities and features for passengers in order to accommodate an increase in usage.
- **Active Travel** to help promote more walking and cycling, and maximise the health and environmental benefits of these activities.

5.12 This summary of the outline strategy included at appendix B, shows that this programme is underway, but that parts require further development, with partners, to enable it to be delivered.

PONTYPRIDD TOWN – PIVOTAL IN THE REGION

5.13 For Pontypridd town centre and its wider economic area, it is critical that the economic regeneration opportunities from this pivotal regional location are maximised and that the momentum created by successful current and recent regeneration projects is built upon. Increased connectivity via electrification and Metro further reinforce this opportunity.

5.14 An integrated programme for the Pontypridd town centre will deliver economic growth within the Cardiff City Region and the Valleys:-

- **Redevelopment Of The Taff Vale Site** transformational office led development due to start early 2018.
- **Taff Vale / Ynysangharad Park Link Bridge** this will link the town, the Lido and park and will encourage visitors - feasibility is well underway.
- **Gas Road Car Park** a wider plan/strategy for car parking within the town will be developed, but in conjunction with Taff Vale site and the link bridge. There are opportunities for Gas Road that need to be explored, in terms of parking and other options.
- **Taf Riverside Walk** to make the most of this riverside environment and encourage visitors.

- **Redevelopment Of Goods Yard Car Park / Berw Road Car Park And Pontypridd Bus Station** opportunity for integrated transport hub and further economic development.
- **Ynysangharad War Memorial Park Development And Restoration** working with Heritage Lottery Fund to develop restoration scheme including horticulture centre, building on the Lido success.
- **Pontypridd YMCA** scheme well developed, enabling works commenced and funding in place, for the delivery of the mixed use arts led project.
- **Town Centre Property Investment Programme** building on EU and Welsh Government funded improvement programmes, work with partners to secure a further programme and deliver projects.
- **Redevelopment Of The Former Marks And Spencer Store, Taff Street** work with partners to develop a mixed use housing scheme.
- **The Former Bingo Hall Redevelopment** work with partners to develop a mixed use scheme.
- **Pontypridd Indoor Market – Redevelopment And Refurbishment** work with partners to develop a scheme which both creates a 21st Century Market, and also enables other mixed use development.
- **Former Co-Op Site Mill Street/Church Street** work with partners to develop a mixed use scheme to maximise the economic value of this underused site.
- **The Sardis Road Car Park** this site offers considerable scale on the edge of the town, to develop a variety of uses, incorporating car parking for the town at current levels.
- **Former Magistrates Court Redevelopment** developing homes with potential for flats for supporting living and care provision.
- **Sardis House** use for offices and potential for redevelopment for hotel and other uses.
- **Dewi Sant** the project will also involve a phased redevelopment of the current buildings with a significant investment to provide a modern healthcare facility.
- **Pontypridd Development Sites** to the west and south of the town centre these sites offer a range of development potential.

- **Cwm Colliery and Cokeworks Site** to the south west of Pontypridd this currently derelict site offers a major opportunity for the provision of new housing.
- **Treforest Broadway Enhancements** this gateway to the town offers residential improvement opportunities which need to be developed in partnership.

5.15 This is a summary of the outline strategy included at appendix C. The Council is actively delivering areas of the strategy, and working with partners to deliver other parts. There are however still significant opportunities which need to be worked up to secure the economic impact that could be secured through this programme.

A4119 CORRIDOR: REGIONAL RHONDDA GATEWAY

5.16 This Strategic Opportunity area is larger and more diverse, but includes significant opportunity for job creation and housing to support regional economic growth.

- **Coed Ely Site** over 15 hectares of reclaimed employment land owned by Welsh Government for new quality industrial / office units for delivery through partnership between public and private sectors.
- **Dualling Of The A4119** the Council has committed to working to deliver dualling from the Coed Ely to Llantrisant Business Park and is working with partners.
- **Local Development Order** to streamline planning, creating an attractive and responsive environment for investment.

5.17 The investment in the dualling of the A4119 to Coed Ely and the current Welsh Government investment further improve the Coed Ely development plateau, presents a real opportunity and builds on investment to deliver economic growth, in the short term.

- **Park & Ride / Park & Share** opportunity for park & ride/park & share with other complimentary uses north of the A473.
- **Active Travel & Valleys Lines Electrification** offer key opportunities in the Rhondda Fawr particularly.
- **Mwyndy/Talbot Green Strategic Site** a major development of a mix of uses the majority of which will be delivered by the private sector.
- **North Of Coed Ely** a number of opportunity sites including Parc Eirin for employment investments, town centres and hubs, housing development and the development of the foundational economy,

highlighted by the Valleys Task force. Key active sport, active travel and tourism opportunities exist across the Heads of the Valleys, from Bike Park Wales right across the stunning landscapes within RCT to the major biking activity areas of the Afan Valley.

- 5.18 Given the importance of this location regionally, particularly in terms of air travel, there may be areas not included in the Local Development Plan currently, which may present longer term potential. These along with the shorter term schemes above are included in the Outline Strategy included at appendix D.

LLANILID on the M4 DRIVING REGIONAL INVESTMENT: STRATEGIC OPPORTUNITY CORRIDOR

- 5.19 The Llanilid/M4 Corridor is the only inward investment site of this scale in the Cardiff Capital Region, and is a critical opportunity for major transformational growth in the economy of the region. To unlock the full potential of this area, infrastructure is key including Cardiff International Airport. The opportunities include:

- **New Homes** less than one quarter of this site could deliver 5000 new homes, with 1850 already consented.
- **Jobs** a site of this scale offers a unique opportunity for regionally significant inward investment. c550 ha. of development land would deliver many thousands of jobs to the Cardiff Capital Region.
- **Business Development** this site provides opportunities for the full spectrum of Class B business development.
- **Link To Pencoed Technology Park** joining up the sites could provide further opportunity sites for larger investments on the M4 site.
- **Hotel / Leisure** 5*plus resort hotels in landscaped setting with golf and other activities, to chain hotels for convenience but quality.
- **Film And TV Studio/Production Facilities** this site is already home to 40,000sq.ft of studios, with more consented there is regionally a successful and growing creative arts sector.
- **Healthcare / Education / Other** with easy access across the region and beyond, this corridor is a well connected location for specialist or shared service provision.

- **New M4 Junction** is the key element to unlocking the full commercial potential of the overall site. It is estimated that a new junction would cost in the region of £25m.
- **New Transport Hub With Possible Rail Station Together With A Park & Ride Facility And Rapid Bus Transit Linkages**
- **Completion The A473 Llanharan Bypass** the Council is committed to the completion of the Llanharan Bypass to fully integrate the Llanilid M4 Opportunity Corridor into the wider transport network.

6. **STRATEGIC OPPORTUNITIES - NEXT STEPS**

- 6.1 These draft outline strategies include a wide range of activity which is both short and long term for delivery by a range of partners. What links them is the ability for them to deliver significant economic growth and jobs within Rhondda Cynon Taf and the region.
- 6.2 To make sure that the Council maximises the benefits which could come from this it is important to work with partners and share the strategy.
- 6.3 Importantly the Council needs to work appropriately, meaning that some of the projects are currently being delivered, others could potentially be progressed with the right partners and funding, whilst others need feasibility work.
- 6.4 These outline strategies include some potential opportunities which are much longer term, or which following feasibility, may not be deliverable for a variety of reasons.
- 6.5 These Strategic Opportunity Areas are based around the strategy of the LDP, however the extent of all the areas does not necessarily coincide with the allocations currently within the LDP. As noted, the areas have been identified on the basis of potential for economic growth, in some cases in the long term.
- 6.6 These Outline Strategies do not give the areas outside current LDP allocations any planning status. In developing future planning policy, either locally, regionally or nationally, it would be appropriate to consider how these areas could contribute to economic growth and therefore review them for potential inclusion. Clearly there would be the rigorous and lengthy statutory process around developing and consulting on planning policy.

- 6.7 If Members wish to develop these outline strategies, Officers will need to develop detailed action plans which will include activity which the Council can complete, but also partners. Appropriate funding opportunities need to be identified, and creatively developed to ensure the most effective use of scarce resources.
- 6.8 Further reports on particular elements of these outline strategies will need to be presented to Cabinet periodically, for update, and where appropriate, decisions are to be made.

7. EQUALITY AND DIVERSITY IMPLICATIONS

- 7.1 An Equality Impact Assessment (EqIA) screening form has been prepared for the purpose of this report. It has been found that a full report is not required at this time. The screening form can be accessed by contacting the author of the report or the Cabinet Business Officer.

8. CONSULTATION

- 8.1 Some of these schemes have been subject to planning applications, or pre planning consultation, however the Outline Strategies have not been consulted on to date.

9. FINANCIAL IMPLICATION(S)

- 9.1 There are no direct financial implications in developing Outline Strategies, but as the opportunities are developed, the financial implications will be fully assessed, and where appropriate reported to Cabinet and Council.

10. LEGAL IMPLICATIONS OR LEGISLATION CONSIDERED

- 10.1 There are no current legal implications, but as the opportunities are developed, the legal implications will be fully assessed.

11. LINKS TO THE COUNCILS CORPORATE PLAN/OTHER CORPORATE PRIORITIES/SIP/FUTURE GENERATIONS - SUSTAINABLE DEVELOPMENT

- 11.1 The Council's Corporate Plan 2016-2020 "The Way Ahead" has building a strong economy as a priority.

12. CONCLUSION

- 12.1 In the context of the Cardiff Capital Region City Deal and the Valleys Taskforce, it is critical that the Council identifies and works towards the delivery of economic growth in those regionally important areas where there is significant potential to create jobs and prosperity, both across RCT and for the wider region.
- 12.2 There are opportunities for economic regeneration of differing levels and scales, both local and regional, due to various factors. This report deals solely with the *strategic* opportunities within Rhondda Cynon Taf, rather than the full spectrum of economic or regeneration opportunities that exist in towns and communities right across the Borough.
- 12.3 It is important that the Council pursues opportunities at all levels, and to maximise the strategic opportunities for economic regeneration the development of these outline strategies, in the regional context, is important to the economic growth potential of RCT and the wider region.

Other Information:-

Relevant Scrutiny Committee

Finance and Performance Scrutiny Committee

Public Service Delivery, Communities and Prosperity Scrutiny Committee

Contact Officer

Jane Cook Director of Regeneration and Planning Tel 01443 495153

LOCAL GOVERNMENT ACT 1972

AS AMENDED BY

THE LOCAL GOVERNMENT (ACCESS TO INFORMATION) ACT 1985

RHONDDA CYNON TAF COUNTY BOROUGH COUNCIL

CABINET

21 SEPTEMBER 2017

**REPORT OF THE DIRECTOR OF REGENERATION AND PLANNING IN
DISCUSSIONS WITH THE CABINET MEMBER FOR ENTERPRISE
DEVELOPMENT AND HOUSING COUNCILLOR ROBERT BEVAN**

Item:

Background Papers

Officer to contact: Jane Cook Director of Regeneration and Planning Tel
01443 490406

RHONDDA CYNON TAF

CYNON GATEWAY

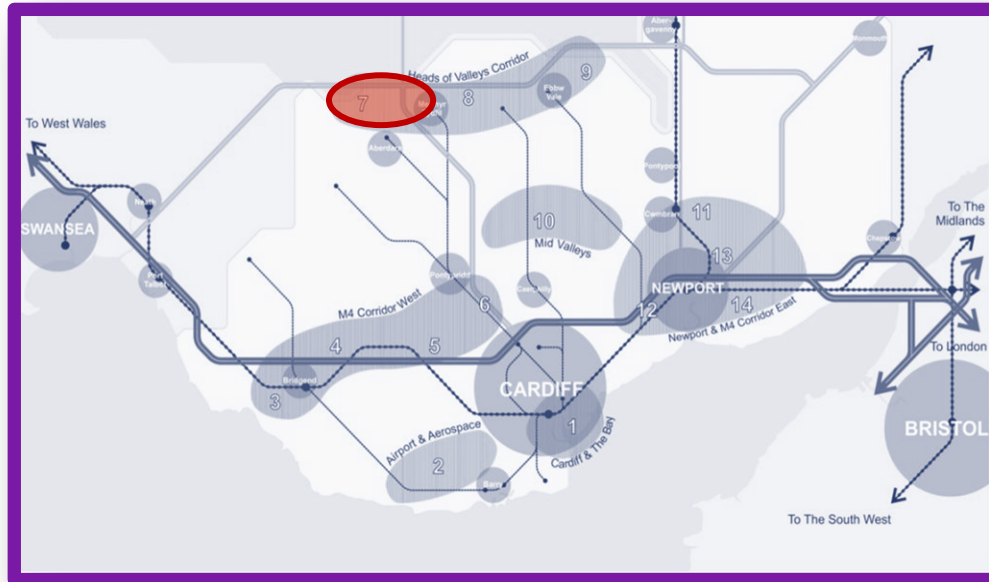
**ENERGIZING THE
REGION**

OUTLINE STRATEGY

29 AUGUST 2017 V9

CYNON GATEWAY STRATEGIC OPPORTUNITY AREA

ENERGIZING THE REGION



The Cardiff Capital Region City Deal is a major opportunity for the region to realise its ambition and to enable significant economic growth for this region and beyond. This Strategic Opportunity Corridor is well located and connected in the region and has the potential to drive the economic performance of the Cardiff Capital Region.

The Cardiff Capital Region has a population of almost 1.5 million, 48% of the Welsh population. It generates more than 50% of the total Gross Value Added (GVA) in Wales. The region is home to around 46,000 businesses and has key strengths:

- Diverse economic base with key clusters
- Manufacturing specialism / Businesses with competitive niche
- Three Enterprise Zones
- Strong tourism offer
- Great regional identity
- Growing knowledge economy
- Strong employment rate and start-up rate
- Some strong research and development (R&D) activity
- Existing and planned infrastructure investment

With a £1.2 billion investment fund the City Deal will deliver up to 25,000 new jobs and leverage an additional £4 billion of private sector investment. This City Deal provides local partners with the powers and the resources to unlock significant economic growth across the Cardiff Capital Region.

Within the City Region, The Cynon Gateway, centered around Hirwaun, presents a unique investment proposition building on its inherent economic strengths in growth areas such as energy, tourism, research and advanced manufacturing. The area offers strong and ambitious opportunities for economic development.

Its location is on key transport routes with easy access to Cardiff to the south, Swansea to the west and the Brecon Beacons to the north. With the dualling of the A465, The Cynon Gateway also offers easy access to the wider markets of the Midlands and the north of England.

WHY THE CYNON GATEWAY?

The strategy for the area has a number of key themes. The initial focus is to capture the momentum and build on the £1 billion inward investment in energy, either constructed or consented, since 2010. These developments include:

- The Pen y Cymoedd Wind Farm - operational
- The Rhigos Solar Farm - operational
- The Mynydd Bwllfa Wind Farm – operational
- The Mynydd Bwllfa Solar Farm – consented but not constructed
- The Mountain Ash / Penrhiwceiber Solar Farm – operational
- Hirwaun Power (Gas Turbine Power Station) - consented – currently discharging conditions
- Green Frog (STOR) - operational
- Bryn Pica Anaerobic Digestion Facility - operational
- Bryn Pica Energy Park – consented
- Enviroparks (Energy from Waste) – partially implemented but seeking further planning consent for the rearrangement of internal processes
- Tower Colliery opencast – completed – now in restoration phase

The investments made by the energy sector across a range of renewable and conventional energy sources provides a real opportunity to offer energy supply incentives through aggregation of demand and longer term deals which are particularly attractive to high energy users.

British Telecom (BT) the giant multi-national company operating in over 180 countries throughout the world, has already signed up for a Power Purchasing Agreement from energy produced by the Mynydd Bwllfa Wind Farm (Pennant Walters). The site will provide 50% of all BTs Welsh energy requirements.

The strategy area deliberately has no defined boundaries, which enables the widest possible opportunities for inward investment. There is a significant allocation for strategic development within the Rhondda Cynon Taf Local Development Plan.

There are also no defined parameters of the types of development that will be encouraged to invest in the area. It is critical to the region that the clear opportunities and momentum in this Cynon Gateway are not missed, and that the economic value is secured for the economy of the Cardiff Capital Region.

DEVELOPMENT AREAS

There are three key areas where there are clear current opportunities:-

Tower Colliery

The Tower Colliery site £20+million restoration will create a purpose built 35 acre plateau for business development as well as for building of 400 homes as allocated in the Local Development Plan. This area could accommodate businesses delivering, in the region of 1000 jobs (dependant on user) and create an enlarged and more vibrant Hirwaun Village.

Welsh Government's commitment to invest £400 million in the dualling of the A465, the final piece of the jigsaw, will also play a massive strategic role in delivering the aspirations for the area.

With the private sector investment to create the plateau, and Welsh Government investing in the A465 at this exact location, there is a current opportunity to add a lot of value to this investment, through a modest further investment by servicing the plateau to make them "spade-ready". This requires public sector intervention.

With the energy buzz and the momentum of energy related development here, together with the scale of the plateau in this strategic location, larger employers will find this attractive.

The modern legacy of an "energy" related backdrop to the site gives it the potential to incorporate energy efficient buildings and technology along with a potential for occupants to benefit from existing energy producers within close proximity, to secure lower energy costs from "green" sources.

The plateau can benefit from a wide range of (mixed) uses to maximise employment potential combined with a potential Local Development Order for the area, which could act as an incentive to inward investment.

The restoration of the Tower Colliery site will signify the end of the coal mining legacy and signals a new era for the area in powering the region. The completion of the restoration phase of the project also increases the potential to make environmental / visual improvements at Hirwaun Industrial Estate and potentially reconfigure the Estate to create new opportunities.

Bryn Pica

It is proposed to develop a 10 acre “energy-park” development at Bryn Pica accessing an existing heat source from the anaerobic digestion facility, which will be attractive to businesses with a high heat / energy requirement.

It is also proposed to help facilitate a range of complimentary uses at the site utilising a Council owned / controlled site to attract inward investment and generate revenue. It also has the added advantage of having both the land and the heat source available immediately.

Hirwaun Industrial Estate

The site is predominantly owned by Hansteen with a number of individual buildings being owned by M7. The Estate has maintained close to a 100% occupancy rate (compared to Hansteen’s all-Wales average of 89.76%).

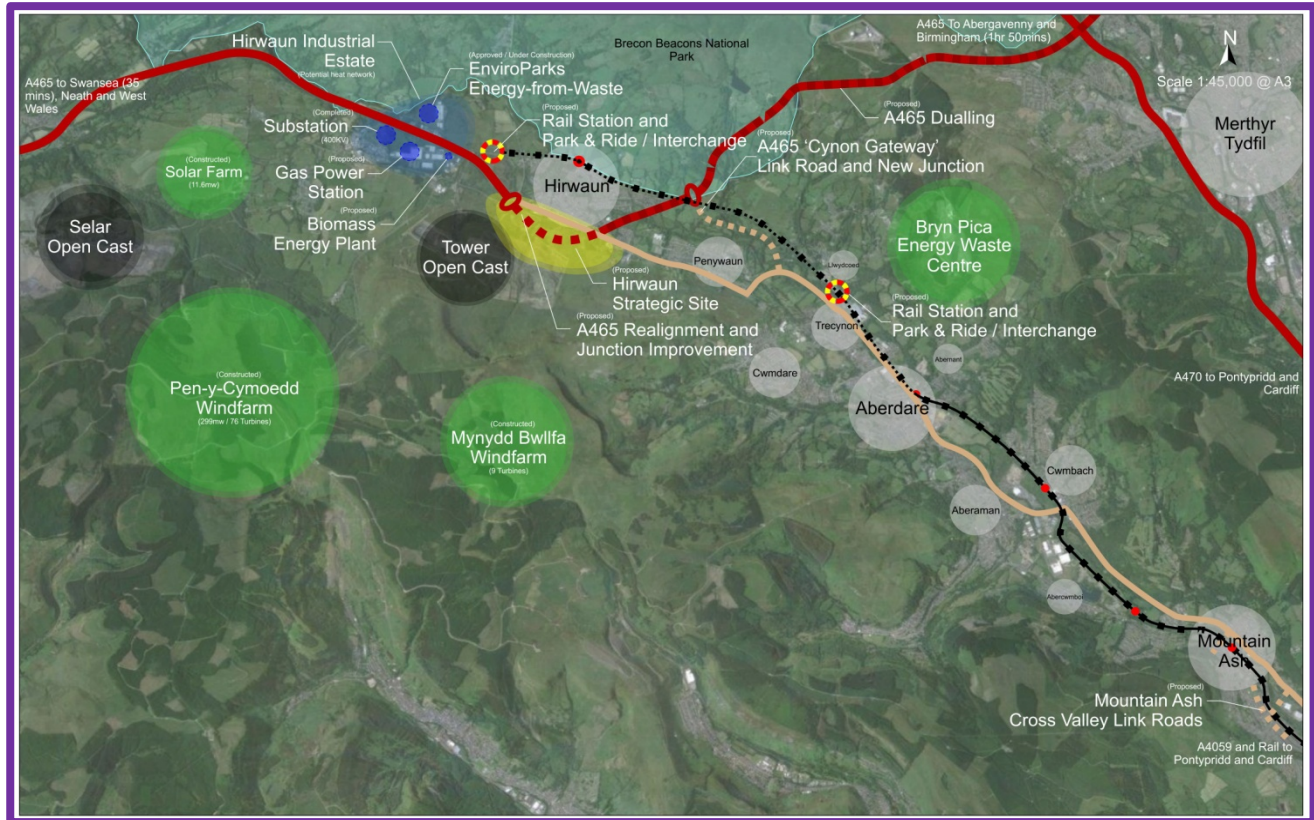
The development of Enviroparks (energy from waste facility) represents an investment of around £150 million and is currently under construction. It will create up to 200 FTE jobs (excluding construction jobs) both through its own operation and through it attracting an additional “high energy” user to benefit from the excess heat produced from the recycling process. Enviroparks also intend to provide a state of the art education centre to showcase their facility for future UK growth.

In order to sustain the future of this regional asset, environmental improvements are required.

The Council wants to work with partners to maximise the very real investment opportunity that this area presents and will actively pursue the realisation of these opportunities. This area will create regional economic growth through the development of employment and the delivery of new housing, together with new and improved transport infrastructure.

STRATEGIC OPPORTUNITY AREA: CYNON GATEWAY

ENERGIZING THE REGION



CYNON GATEWAY – ENERGIZING THE REGION:

KEY OPPORTUNITIES SUMMARY

- CREATE 35 ACRES OF SERVICED DEVELOPMENT PLATEAU:** the current Tower Colliery Site Restoration - £20M private sector investment - will create a 35 acre plateau for business / industrial & mixed use development, with an estimated potential 1000 FTE jobs and the creation of 400 houses. Key is the need to service the plateau which requires around £22 million of further investment, to unlock this opportunity.
- EXTEND THE PASSENGER RAIL LINE TO HIRWAUN INDUSTRIAL ESTATE AND CREATE A “TRANSPORT HUB”:** making the area more accessible and attractive to investors.
- CYNON VALLEY GATEWAY:** road to link the £400M dualled A465 to the strategic highway network, at a cost of less than 10% of the dualling, ensuring the economic benefit of the investment is realised.

- **LINK A465 DUALLING TO OPPORTUNITIES:** enable the area to benefit fully from the dualling of the A465 by ensuring that the construction phase incorporates appropriate infrastructure to ensure that the key regional opportunities can be realised.
- **DEVELOP AN “ENERGY-PARK” AT BRYN PICA:** accessing an existing “heat” source (from anaerobic digestion facility) on a 10 acre site which will be attractive to businesses with a high heat / energy requirement.
- **DEVELOP ENERGY USPP FOR INVESTORS:** to attract other energy producers / users to locate, building on the £1 billion investment already made / proposed in this area and work with partners to enable developments to access cheaper electricity from the existing energy producers.
- **BUILD 400 HOMES:** to create a vibrant, enlarged and sustainable Hirwaun village through the LDP Strategic Site allocation, creating jobs and value to the local economy, and a choice of quality housing.
- **CREATE AN ENVIRONMENTAL IMPROVEMENT FUND:** to fund meaningful improvements to the existing Hirwaun Industrial Estate to make it more attractive to potential and existing businesses and ensure its long term sustainability.
- **DELIVER ENVIROPARKS (ENERGY FROM WASTE) DEVELOPMENT:** which will create up to 250 jobs in high-tech recycling facility in addition to enabling an additional “high energy” user to benefit from excess heat and energy produced as part of the technology processes.

KEY OPPORTUNITIES

CREATE 35 ACRES OF SERVICED DEVELOPMENT PLATEAU

Within this area of very clear opportunity is the significant asset of land which will very soon be available for the full range of employment uses. It is critical that the potential of this land to make a significant difference to the offer and economy of South East Wales, is captured.

Currently the restoration works to create the development plateau are underway, and represent a £20M private sector investment. The Welsh Government has committed to the £400M million investment on the A465 dualling which is alongside the Tower site.

To build on, and realise the value of the current funding, a further investment is required to *service* the plateau to unlock the opportunity to secure further private sector investment.

There is a potential to complement the serviced plateau with a Local Development Order, which is attractive to investors in terms of certainty and speed.

EXTEND THE PASSENGER RAIL LINE TO HIRWAUN INDUSTRIAL ESTATE AND CREATE A “TRANSPORT HUB”

The rail head (including track and platform) to serve the former Tower Colliery already exists and there is a golden opportunity to create an extension to the passenger line service extending provision from its current termination point at Aberdare. The extension of the passenger line will increase connectivity for the northern end of the Cynon Valley with Cardiff as well as making living, working and investing in Hirwaun more attractive.

There is also the opportunity to create a “transport hub” in the vicinity of the rail head and the repositioned roundabout of the newly dualled A465 which could provide a service station as well as a “park & ride” or “park & share” facility.

BUILD CYNON VALLEY GATEWAY

The dualling of the A465 (Heads of the Valleys) brings with it a huge benefit for both businesses and residents of this area however, these benefits can be further enhanced if the works allow for an additional road from the interchange at RCTs border with Merthyr Tydfil (Baverstocks) to be constructed.

This would afford both residents and businesses of the Cynon Valley and beyond greater accessibility to and from the region, the Midlands and the North of England / Scotland in a more direct route.

LINK A465 DUALLING TO OPPORTUNITIES

The dualling of the A465 (Heads of the Valleys) provides a unique opportunity for the surrounding areas to benefit from a £400M investment in the final link in this road. It is imperative that, at the planning stage the Welsh Government delivers the maximum opportunity for both existing and proposed developments in the area to take advantage of this huge investment. This means, in practice, ensuring that the carriageway and junctions are constructed and aligned in such a way so as to maximise accessibility.

DEVELOP AN “ENERGY-PARK” AT BRYN PICA

The development of this Energy Park will build on the existing (operational) Anaerobic Digestion use at the site which produces energy (in the form of excess heat) from waste. This heat will be a valuable commodity for a business with a requirement for heat in its processes and is a key selling point in the development of the Energy Park. The site also has the benefit of being available immediately and it is in Council ownership.

DEVELOP ENERGY USP FOR INVESTORS

The development of around £1 billion of investment into the energy sector in and around the northern Cynon Valley has raised the real potential that the energy generated by some of the schemes could be linked directly to either existing (large scale) businesses in the area or, more importantly, to act as a lever to secure significant inward investment into the area through the creation of the plateau at the former Tower Colliery.

Both Enviroparks (under construction) and Bryn Pica (constructed and operational) already have plans for their own USP in being able to provide excess heat from their respective sites to attract business who have a need for heat in their respective processes.

BUILD 400 HOMES

The LDP, through its strategic allocation (NSA8) aims to develop around 400 houses in Hirwaun in addition to the creation of a business / industry development plateau. This development will represent not only a significant investment in Hirwaun but will help to make it a more sustainable and vibrant village through its association with the dualling of the A465 and the potential to extend the passenger railway line from its current termination point at Aberdare.

The development of these houses will also result in a number of significant economic benefits derived from housing development including job, and local economy benefits including service industries to serve the increased population.

CREATE AN ENVIRONMENTAL IMPROVEMENT FUND

The potential development of Hirwaun Power (a gas-fired power station) on the site of the former Hitachi factory brings with it a £10k “environmental improvement / enhancement fund” payable on implementation of the scheme. The offer (negotiated as part of the planning application) sees another £10k being payable upon confirmation that the original £10k is match funded.

Discussions have taken place with both principal owners of Hirwaun Industrial Estate (Hansteen & M7) which indicated that they may be in a position to offer this match funding.

The Council will work with partners to develop this project and secure funding from a range of sources.

DELIVER ENVIROPARKS (ENERGY FROM WASTE) DEVELOPMENT

The development of this “energy from waste” facility represents a significant investment of £150 million. The investment will bring with it around 80 FTE jobs at the facility itself with an estimated 120 FTE jobs within the site curtilage from a business (yet to be agreed) who would locate there in order to benefit from the excess heat and electricity generated from the Enviroparks processes. These figures exclude the number of jobs being provided / secured through the significant construction process.

MAKING IT HAPPEN – ENERGIZING THE REGION

To realise these opportunities the Council will:

- **WORK IN PARTNERSHIP:** with the right people and organisations at the right time. This will include the Council and other public sector bodies including Welsh Government and the private sector.
- **PUT IN PLACE THE BEST DELIVERY ARRANGEMENTS:** that will make sure that we work with partners to effectively project manage delivery, ensuring that we drive the most successful outcomes.
- **CONSULT THE RIGHT PEOPLE AT THE RIGHT TIME:** to achieve the best results we will talk to the appropriate people and organisations to benefit the project development.
- **SOURCE FUNDING AND INVESTMENT:** in a timely and creative way so that we can develop the most effective financial packages to ensure project can go ahead.
- **DEVELOP EFFECTIVE BUSINESS CASES:** for individual projects and initiatives to ensure that they are viable and cost effective, deliver the optimum benefits and outcomes and are sustainable into the future.
- **MONITOR AND EVALUATE:** so that we will ensure that we are able to improve delivery by understanding and learning from good practice and challenges experienced.
- **REVIEW AND CONSIDER AVAILABLE OPPORTUNITIES:** new opportunities often arise and some identified now, may become more difficult to achieve. We will review and appraise the portfolio of projects regularly.

These are the opportunities that will deliver transformational improvements for the Cynon Gateway and the Cardiff Capital Region. They will now be brought forward and delivered so that the area fulfils its potential.

RHONDDA CYNON TAF

THE WIDER PONTYPRIDD

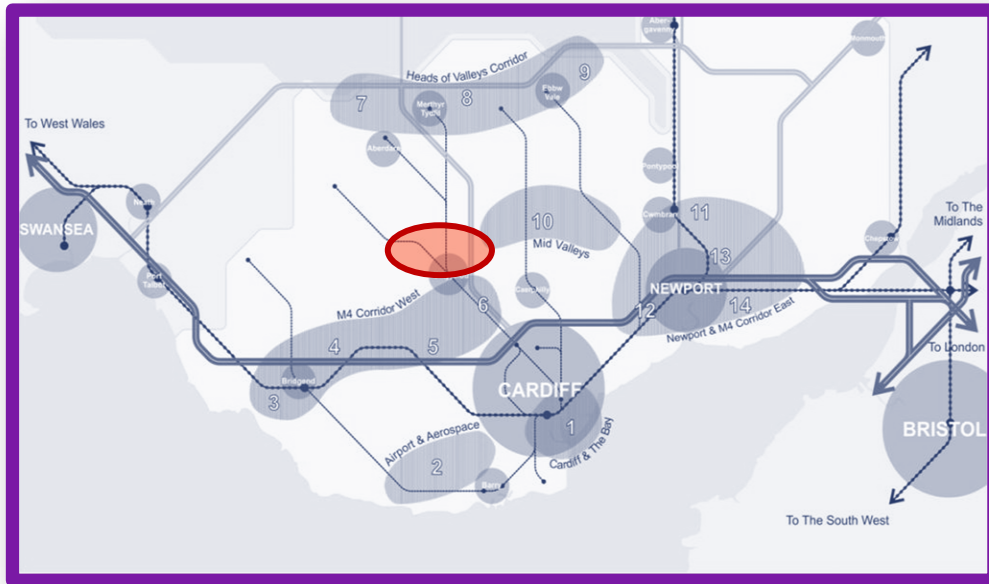
TREFOREST

***EDGE OF THE CITY-HEART OF
THE REGION***

OUTLINE STRATEGY

16 AUGUST 2017 V4

TREFOREST OPPORTUNITY AREA EDGE OF THE CITY – HEART OF THE REGION



The Cardiff Capital Region City Deal is a major opportunity for the region to realise its ambition and to enable significant economic growth for this region and beyond. This Strategic Opportunity Corridor is well located and connected in the region and has the potential to drive the economic performance of the Cardiff Capital Region.

The Cardiff Capital Region has a population of almost 1.5 million, 48% of the Welsh population. It generates more than 50% of the total Gross Value Added (GVA) in Wales. The region is home to around 46,000 businesses and has key strengths:

- Diverse economic base with key clusters
- Manufacturing specialism / Businesses with competitive niche
- Three Enterprise Zones
- Strong tourism offer
- Great regional identity
- Growing knowledge economy
- Strong employment rate and start-up rate
- Some strong research and development (R&D) activity
- Existing and planned infrastructure investment

With a £1.2 billion investment fund the City Deal will deliver up to 25,000 new jobs and leverage an additional £4 billion of private sector investment. This City Deal provides

local partners with the powers and the resources to unlock significant economic growth across the Cardiff Capital Region.

Within the City Region, and the Valleys Taskforce area, the wider Pontypridd at Treforest presents a critical opportunity to build on its economic strengths and location, to deliver jobs and growth for the benefit of the entire region .

WHY TREFOREST?

Treforest lies within the economically functional area of Pontypridd and this is the major settlement area in Rhondda Cynon Taf, playing a pivotal role within the Cardiff City Region and identified as a strategic hub by the Valleys Taskforce. It is a focus and hub for economic and social activity, and is a gateway for new investment, innovation, sustainable development and growth. The importance of Pontypridd and Treforest to the economy and growth potential of the wider region is further emphasised by its employment and commuting patterns.

Current assets within the area which will form the basis for future investment and growth opportunity include:

Location, location, location

In a pivotal location on the A470 and the main valleys railway line, the wider Pontypridd has strong links south to the M4 and coastal cities, to the north the valleys and Merthyr Tydfil, and beyond to the Midlands via the M5. It has a population of over 30,000 people and also directly serves a population of 120,000 in valleys communities to the north and west in the Rhondda, Ely and Cynon valleys. These communities are inextricably linked to the wider Pontypridd and the region in terms of connectivity, particularly access to employment and services.

The regional role of Pontypridd and its future investment opportunities will be further strengthened by the South Wales Metro and Valley Lines Electrification Project which place it as a key regional centre and network hub. These further improvements to the transport network in the area build on significant recent investment such as the modernisation of Pontypridd railway station and associated platform reopening to increase capacity and improve line speed.

Innovation and business

The wider Pontypridd benefits from significant further and higher education provision - The University of South Wales Pontypridd Campus at Treforest and Coleg Y Cymoedd main campus at Nantgarw/Treforest. Together these institutions give the area a key role in the region in terms of research and development, innovation, training and links with business.

The area is a key focus for employment, business and services. The Treforest Industrial Estate is a major underused asset for business and employment with major regional potential for investment and growth, while Pontypridd town centre and its immediate surrounding area has continuing potential for economic diversification, investment and growth.

Supporting those out of work and reducing the dependence on benefits

The area has some challenging socio economic conditions with some areas of very high deprivation levels, and higher than average rates of economic inactivity and unemployment. This in itself is an issue that needs to be resolved for the local labour market to function more effectively. It should be seen as an opportunity with the untapped potential that can be released if the regional response to support those people who are out of work is successful. This will be vital to underpin the other objectives of the City Deal.

An integrated investment programme for the wider Pontypridd area will deliver a key economic growth asset within the Cardiff City Region which will make a significant contribution to the Valleys Taskforce and City Deal objectives. This investment programme will be based on the opportunities set out below.

Pontypridd has all the ingredients for growth and investment but their potential needs unlocking to deliver fully for the region. The programme can be a fully integrated approach which meets the objectives of the Valleys Taskforce and City Deal, and results in the delivery of a successful regional growth location. The following introduces the key components of the Pontypridd Programme in line with the City Deal objectives:-

THE OPPORTUNITIES

Treforest Industrial Estate presents key employment and innovation opportunities, through improvement of the structure and identity of the regionally significant site, creating a fusion of R&D, employment and education in an attractive work environment, attractive to business and investment. This is a key regional opportunity to improve the economic status of the City Region, and bring jobs closer to home for the Valleys communities.

This opportunity area is in a regionally strategic location just north of Junction 32 of the M4, at the funnel point of the rail and road network which link the densely populated valley areas to the rest of the region. The A470 provides links to the South Wales Valleys as well as the Midlands and beyond via the M5. The estate has major potential to deliver economic benefit for the region due to its prime location, composition, transport links, FE/HE presence, and location of anchor companies. In the Valleys and at the heart of the City Region, the programme will provide an innovation based 21st Century business environment, including support for research, development, and skills development, to attract the businesses and jobs required to revitalise the regional economy.

This strategic opportunity area is multi dimensional to create major regional impact, and includes:-

- **THE DYNAMIC REGIONAL HUB:** the creation of a dynamic facility to support innovation and develop businesses working across sectors. Working with FE/HE, public and private sector partners, this Hub will include:-
 - **Start up & business spaces** potentially on the TechHub model.
 - **R&D development facility** via University links with business regionally.
 - **Open Innovation** centre where business can use the creativity and technological expertise through the TechHub and R&D provision.
 - **Apprentice programme** can be delivered in the heart of the region and business community.
 - **Regional Enterprise support** if the hub and spoke model is developed this is a key hub point for a one stop shop of the full range of business support activity.
 - **Digital Business Support / Technology / Cyber Security** the hub could be home to a regional CRM system for business support, but also accommodate hosted spaces for proprietary providers such as Google Garages and Microsoft Learning centres.
 - **Faculty on the Floor** through the University delivering entirely within a work based environment.
- **21st CENTURY PREMISES:** in partnership with the private sector, the re-development of part of the estate to provide more flexible and dynamic commercial space to meet changing and emerging business needs. The project will provide business pathways including much needed starter space units to support growing businesses, with accommodation for micro businesses and small to medium sized enterprises.
- **LOCAL DEVELOPMENT ORDER:** cutting red tape to support dynamic business led evolution within the heart of the region at Treforest. A Local Development Order is now in place to streamline the planning process to make the area more attractive and responsive for inward investment and local businesses.
- **ENVIRONMENT TREFOREST:** development of a complimentary programme of support to improve the physical business environment of the estate.
- **TREFOREST GROWTH:** build on the thriving business / HE/FE / Council partnership which has been developed, to develop a programme of business community engagement to establish innovate ways of supporting growth. There is also potential for a Business Improvement District for Treforest Industrial Estate, one already has been established in Pontypridd town centre.

- **NEW RAIL STATIONS AND STRATEGIC PARK AND RIDE SITES:** new rail stations to serve Treforest Estate and to facilitate strategic park and ride opportunities that will intercept and take traffic off the congested A470. The enhanced train frequencies (up to 12 per hour) and shorter journey times offered by Metro make Treforest highly accessible by rail. The strategic location of such stations would also open up the potential for major park and ride facilities allowing fast, convenient access regionally. Two locations are identified;
 - i. at Nantgarw on the southern edge of Treforest Estate with an easy walk to Coleg Y Cymoedd. A strategic park and ride provision in the form of a secure, well lit, 1,000+ space multi-storey car park, which would draw traffic off the A470 as it reaches its most congested section on the approaches to Coryton Interchange at J.32 of the M4 motorway. Sited close to the A470 Nantgarw Interchange it would also pick up City bound traffic from Caerphilly coming down the A468 Caerphilly Road before it joins the A470.
 - ii. at Upper Boat, accessed off the A473 Church Village Bypass, west of the A470. Upper Boat Station has been identified as a 'priority' and 'quick win' in a feasibility study undertaken as part of the Cardiff Capital Region Metro project. A strategic park and ride provision in the form of a secure, well-lit, 1,000+ space multi-storey car park, which would draw traffic off the A473 as it reaches its most congested section on the approaches to the A470 Upper Boat Interchange.

Both stations will increase the size of the catchment area for rail journeys with the potential to encourage a modal switch from car to train and thereby a reduction in congestion. The stations also have the potential to be transport hubs served by local bus services operating to/from Cardiff, Caerphilly, Pontypridd, Treforest, Beddau, etc.

- **STATION IMPROVEMENTS:** providing improved facilities and features for passengers in order to accommodate an increase in usage which not only complements the rail service capacity enhancements between Pontypridd and Cardiff but takes account of an increase in journeys being made to these stations as a result of the growth in employment opportunities and expansion of further/higher education within the station catchment areas.
- **ACTIVE TRAVEL:** to help promote more walking and cycling, and maximise the health and environmental benefits of these activities, the network needs to be further expanded to fill these gaps and serve the locations where major investment (as set out in this report) is being targeted.

The constituent parts of the programme will provide a comprehensive and focused package to encourage investment, innovation and enterprise in the region. The success of the programme will be measured by jobs created, jobs safeguarded, work placements, apprenticeships, businesses supported and private sector investment.

Treforest - Edge of the City, Heart of the Region, is what it says on the tin. It has the most advantageous regional position for the development of those sectors potentially unsuited to a City Centre location, it has the critical benefit of the University of South Wales and Coleg y Cymoedd within it, it has WG government anchor companies, and an engaged and keen private sector. The ingredients are there, what is needed is this programme to make sure our region secures the potential of this opportunity.

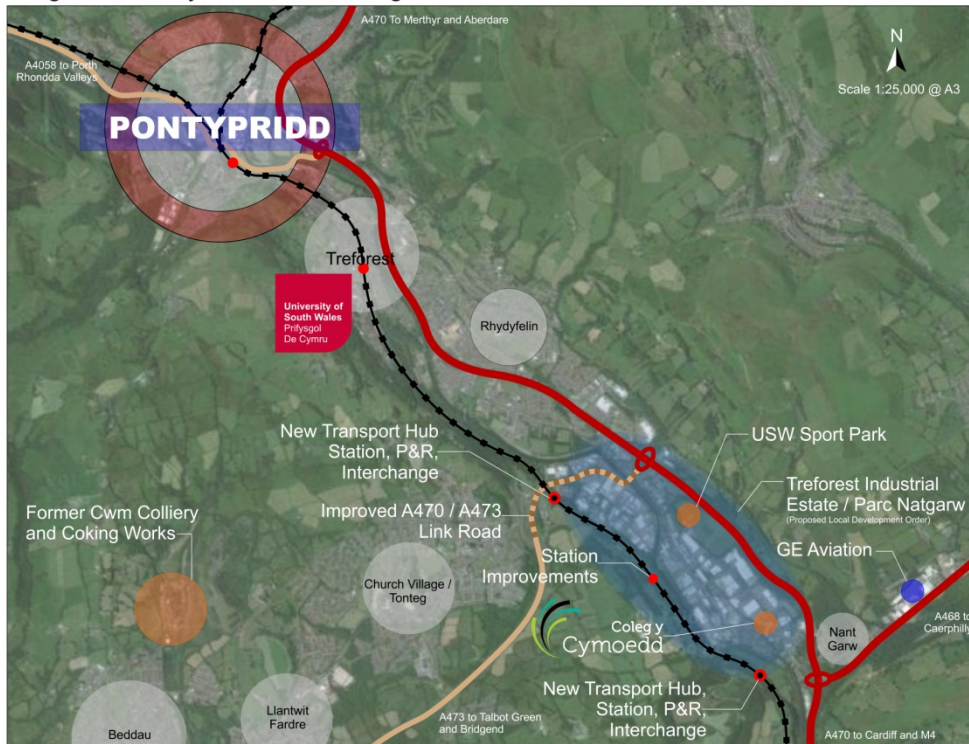
The current regional Baseline Economic Analysis (Aecom 2015) identifies that future growth in new jobs is most likely to come from the highly skilled occupations with high proportions of graduates. Interaction between universities and business is important for stimulating innovation and economic growth.

The University of South Wales and Coleg y Cymoedd are therefore integral to this strategic opportunity area to deliver the skills, training, links with graduates and direct access to R&D. The programme will also foster start-up and incubation and help support existing businesses. This will be supported by a nimble planning regime, transport projects and broadband infrastructure to create an attractive environment to encourage development and inward investment. The programme will be complimentary and add value to the existing Enterprise Zones being located directly between those for aerospace and automotive.

The Council wants to continue to work with private and public sector partners to maximise the very real investment opportunity that this area presents and will actively pursue the realisation of these opportunities. This area will create regional economic growth through the development of employment, together with new and improved transport infrastructure.

TREFOREST STRATEGIC OPPORTUNITY AREA : EDGE OF THE CITY – HEART OF THE REGION

A470 Corridor / Treforest Strategic Investment Location -
'Edge of the City, Heart of the Region'



TREFOREST OPPORTUNITY AREA : EDGE OF THE CITY – HEART OF THE REGION

NEXT STEPS

An action and delivery plan will be developed with partners to ensure that the benefits of this Strategic Opportunity Area are secured for the Region and Rhondda Cynon Taf.

To realise these opportunities the Council will:

- **WORK IN PARTNERSHIP:** with the right people and organisations at the right time. This will include the Council and other public sector bodies including Welsh Government and the private sector.
 - **PUT IN PLACE THE BEST DELIVERY ARRANGEMENTS:** that will make sure that we work with partners to project manage delivery effectively, ensuring that we drive the most successful outcomes.
 - **CONSULT THE RIGHT PEOPLE AT THE RIGHT TIME:** to achieve the best results we will talk to the appropriate people and organisations to benefit the project development.
 - **SOURCE FUNDING AND INVESTMENT:** in a timely and creative way so that we can develop the most effective financial packages to ensure project can go ahead.
 - **DEVELOP EFFECTIVE BUSINESS CASES:** for individual projects and initiatives to ensure that they are viable and cost effective, deliver the optimum benefits and outcomes and are sustainable into the future.
 - **MONITOR AND EVALUATE:** so that we will ensure that we are able to improve delivery by understanding and learning from good practice and challenges experienced.
 - **REVIEW AND CONSIDER AVAILABLE OPPORTUNITIES:** new opportunities often arise and some identified now, may become more difficult to achieve. We will review and appraise the portfolio of projects regularly.
-

RHONDDA CYNON TAF

PONTYPRIDD TOWN

PIVOTAL IN THE REGION

OUTLINE STRATEGY

17 AUGUST 2017 V9

A REGENERATION FRAMEWORK FOR PONTYPRIDD 2017 – 2022 PIVOTAL PONTYPRIDD - DELIVERING GROWTH

This five year Regeneration Framework for Pontypridd provides focus for the delivery of the huge current potential for investment and growth, to develop a dynamic and diverse economy. It will maximise the opportunities offered by Pontypridd's pivotal position at the heart of the Cardiff Capital Region.

The Framework builds on the current regeneration momentum in the town gained by significant and successful recent and current investment. Critically it will deliver real results and outcomes in terms of more and better jobs, growing and attracting businesses, homes for people and greater connectivity. Increasingly Pontypridd is a place where people want to live, work and visit.

A range of projects and investment opportunities in and around Pontypridd town centre is included in the Framework. In partnership, many of these can be developed and delivered over the next five years, whilst some will be longer term schemes.

Rhondda Cynon Taf County Borough Council will use the framework as a focus for its ambition. The Council will confidently lead and facilitate the delivery of investment, working with our partners in the private, public and third sectors.

VISION FOR A PROSPEROUS PONTYPRIDD

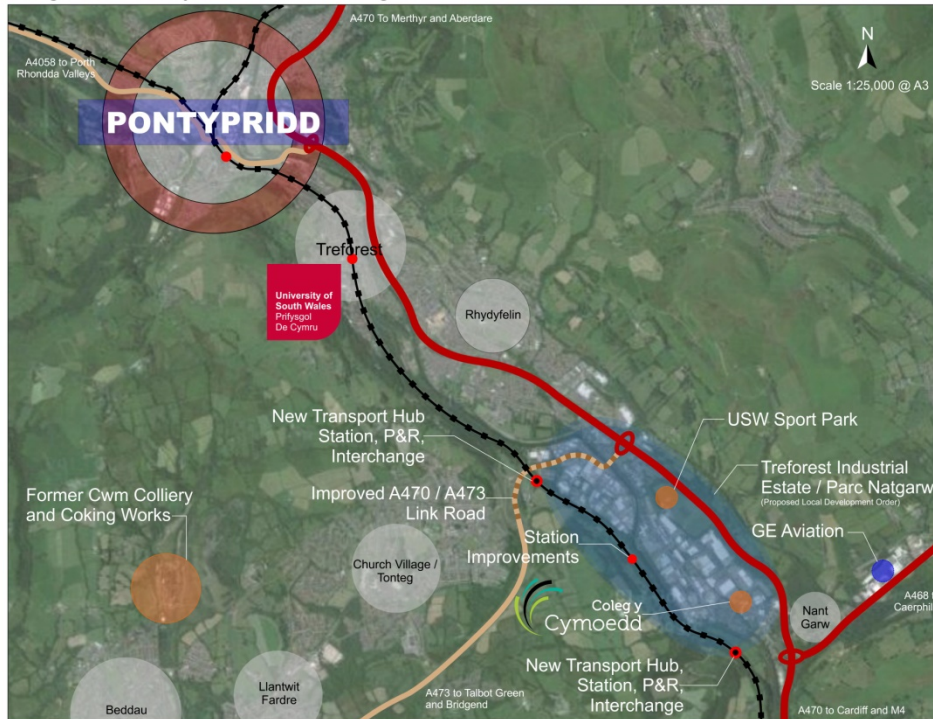
Pontypridd is a pivotal centre in the Cardiff Capital Region for investment, growth, jobs and visitors and has excellent connectivity within the region and beyond.

Businesses flourish in a dynamic and diverse local economy where people want to live, work and visit.

WHY PONTYPRIDD? WHY NOW? - A FOCUS FOR INVESTMENT

The time is right for Pontypridd, both its town centre and its wider economic area. It is time to grasp the economic regeneration opportunities from its pivotal regional location and to build on the current momentum created by successful current and recent regeneration projects. It is about time and place.

A470 Corridor / Treforest Strategic Investment Location -
'Edge of the City, Heart of the Region'



THE RIGHT PLACE

Pontypridd is a great location for investment and business growth. It is the major settlement area in Rhondda Cynon Taf and is playing an increasingly pivotal role in the Cardiff Capital Region. It is a focus and hub for socio economic activity and connectivity creating further opportunities for investment, employment and growth.

At a key location on the A470 just north of the City, Pontypridd is also a major interchange on the valleys railway lines and at the heart of the Cardiff Capital Region Metro which will deliver 12 trains an hour in each direction. It is a hub for bus transport links across the valleys and on to Cardiff.

Pontypridd is just 10 minutes north of the M4 connecting well with the coastal cities, to the north lie the Rhondda, Cynon and Merthyr valleys and the A465 to west Wales, the Midlands via the M5. It has a population of more than 30,000 people and directly serves a population of 200,000 in valley communities to the north and west. These communities are inextricably linked to Pontypridd in terms of connectivity and access to employment, services and leisure.

The Pontypridd area is a regional focus for employment, business and services. Through the work of partners, the town centre has bucked recent national trends by having lower than average commercial property vacancy rates and higher visitor footfall figures. This is exemplified by the healthy mix of local independent traders and the continuing presence of national chains. New facilities with regional significance, such as the new Transport for Wales Headquarters and Lido Pontypridd, places the town at the heart of the Cardiff Capital Region as an increasingly attractive location for workers and visitors.

The area also benefits from a quality offer of higher and further education with the University of South Wales campuses at Treforest and Glyntaff and the main campus of Coleg Y Cymoedd at Nantgarw. Together these institutions give the area an important role in the region in raising standards, qualifications and increasing levels of research and development, innovation, training and links to support business growth.

Pontypridd is an attractive place to live and spend leisure time. It is an area of housing demand and need, it is a place that people want to move into. Investment is taking place to improve the existing housing stock and to encourage young people to be able to buy their first properties. New homes are being delivered in and around the town centre in previously disused properties which is attracting people to live in town adding to the vibrancy of the area. It is important to continue this approach of developing homes of the right mix of tenures for Pontypridd as part of the delivery of this Framework.

Pontypridd is a town with a park and a river at its heart. These assets create an environment with both the attraction of a highly connected regional location, but also an outstanding outdoor leisure scene, including Lido Pontypridd - National Lido of Wales, the renowned Taf Trail which runs through the centre of Pontypridd and the Rhondda Heritage Park just north of the town at Trehafod. Although parts of Pontypridd have some challenging socio economic conditions this is a further opportunity to support growth and investment by untapping the labour market and getting into jobs or to get better paid jobs, closer to home.

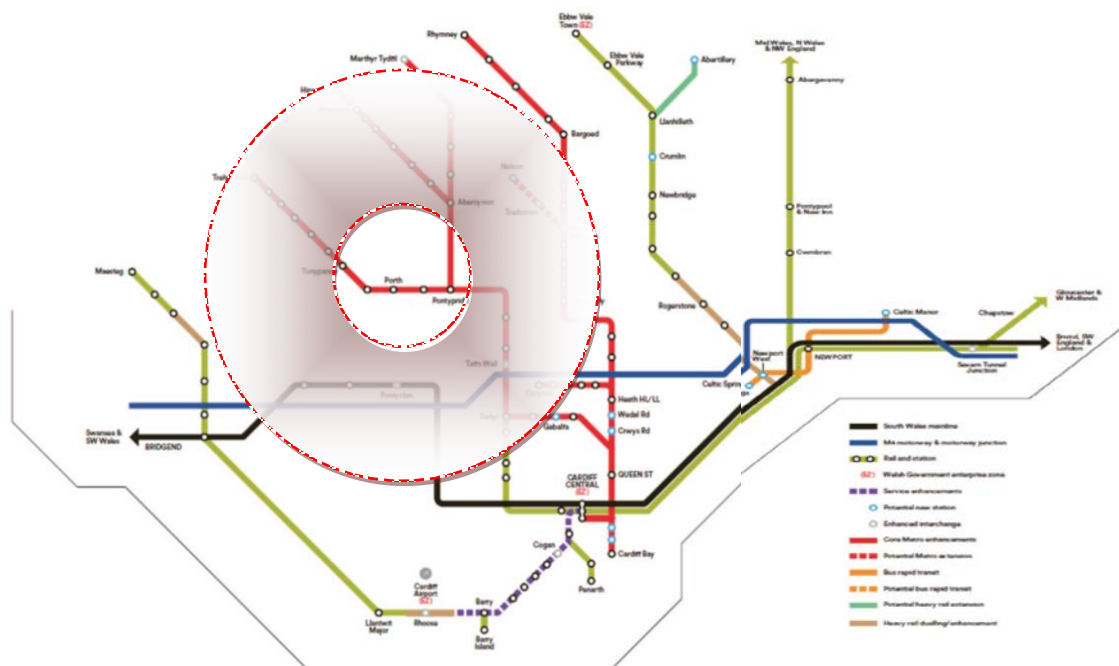
THE RIGHT TIME

The current alignment of strategic initiatives and opportunities along with an improving local environment for investment and growing confidence gained from recent and current investment, mean that the time is right to drive forward and deliver greater regeneration investment.

Rhondda Cynon Taf Council is committed to driving the regeneration of its town centres including Pontypridd as the principal town centre in the area. The Council's Corporate Plan emphasises this with three main improvement priorities of Economy, People and Place. The Plan highlights that town centres will be vibrant and enticing with a strong offer which recognises that they are at the heart of our communities. They will benefit from investment to ensure an attractive environment for businesses, residents and shoppers.

The Cardiff Capital Region and City Deal is a major opportunity for Pontypridd to fulfil its potential as a pivotal regional centre. This potential has already been identified by the Cardiff Capital Region’s Growth and Competitiveness Commission which confirms that a few key regional towns including Pontypridd are “in transition to accommodating high value added activity, renewed resident populations and university expansions”. The Commission is also clear that the Region should “build upon the opportunities emerging from the Metro to improve the quality of places to live, work and visit”.

This important regional role for Pontypridd and related investment opportunities are wholly supported by Metro and Valley Lines Electrification. The town will be a key regional centre and network hub for rail and bus transport, but as the Competitiveness Commission stresses, the Metro is an opportunity to build on and this framework provides the focus to do that.



The Valleys Taskforce has published its plan for action to deliver real change and prosperity for all. Its first priority is to provide good quality jobs and the skills to be able to do them. Central to delivering this priority is a strategic focus for investment on six hub locations one of which is Pontypridd / Treforest. Here investment will focus on housing, office, industrial and retail development. This approach will completely support and align with the focus of this Framework and add to the momentum that has already been established.

REGENERATION MOMENTUM

This Regeneration Framework for Pontypridd will build on and grow the already significant and successful momentum that has been established, delivering regeneration projects and initiatives. This provides a positive environment where the Council and partners, investors and funders can be confident that together the development and delivery of regeneration in Pontypridd will result in successful outcomes.

The significant and successful recent and current regeneration investment includes:

- **PONTYPRIDD TOWN CENTRE REGENERATION PROGRAMME:** this has been a major investment of £12 million supported by EU, Welsh Government, Council and private sector finance, transforming the streets in the town centre, and also supporting local businesses to improve their premises and to bring disused buildings back into use. This has produced an improved business and visitor environment in the town which has been a catalyst for further investment, and helped support footfall.
- **PONTYPRIDD RAILWAY STATION IMPROVEMENTS:** an investment of £14 million led by Railtrack and supported by Welsh Government and the EU has resulted in a complete upgrading of the station facilities, improving the station forecourt area leading into the town centre and modernising the rail infrastructure. Critically this introduced a new platform facility which future proofs the station and makes it ready for Metro and electrification.
- **LIDO PONTYPRIDD – THE NATIONAL LIDO OF WALES:** the Council led this ambitious restoration and redevelopment to produce an impressive, modern facility which has already become a major destination for local people and visitors from across Wales and beyond. This is the result of a £6.3 million investment supported by the Heritage Lottery Fund, EU and the Council. From its opening to the public in August 2015 to July 2017, it has attracted more than 146,000 people to the pool facilities alone. This is testament to what can be achieved in Pontypridd given vision, drive and ambition.
- **TOWN CENTRE ACCESSIBILITY IMPROVEMENTS:** the Council has invested more than £3 million in accessibility improvements in and around the town centre in order to provide improved traffic flow for buses and cars into and through the town. This is producing benefits for commuters, businesses, residents and visitors alike making sure that journey times are kept to a minimum. Improvements have included junction remodelling and the introduction of additional lanes and bus lanes between the A470 and the town centre and modern computerised traffic light systems that can react to and manage traffic flow.
- **TOWNSCAPE ENHANCEMENT PROGRAMME+ AND FROM VACANT TO VIABLE – HOMES ABOVE RETAIL PREMISES:** a total investment of £3.3 million has resulted in the improvement of 10 town centre buildings, 7 new

businesses accommodated and 22 affordable homes created in the town centre.

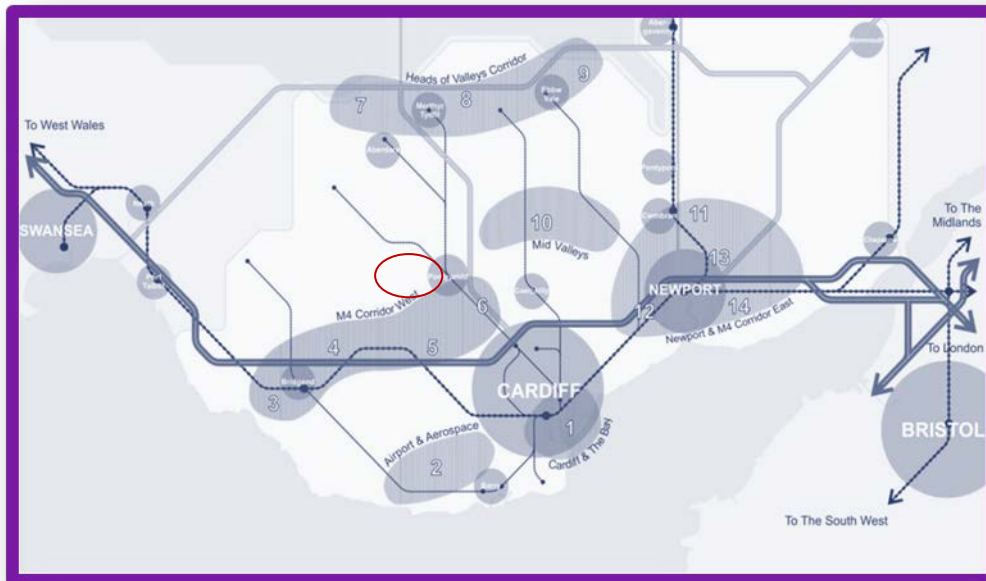
Notable successes for these two projects are two major properties in Taff Street 52/53 and 54/56. Their redevelopment is giving this area of the town a significant uplift resulting in a modern and vibrant use of what were derelict and disused buildings.*

- **HOMESTEP PLUS:** this joint venture between the Council and United Welsh Housing has invested £1.2 million to date in a project which purchases and refurbishes vacant properties in Pontypridd which are offered to first time buyers in a shared equity scheme. This scheme has delivered 8 refurbished properties to date and will complete 24 by project completion in 2019.
- **REDEVELOPMENT OF THE TAFF VALE SITE:** this transformational office led development demonstrates the ambition and bold approach the Council has to regeneration in Rhondda Cynon Taf. On completion in 2019, this scheme will deliver three new landmark buildings with more than 13,000 square metres of new floorspace that will change the face of Pontypridd. The development will bring more than 1000 jobs into the town centre along with a state of the art hub for public services and leisure provision.
- **PONTYPRIDD YMCA:** The iconic and prominent YMCA building sits opposite the Taff Vale redevelopment in the town's Taff Street. Its refurbishment and future use as a centre for community services including training, childcare, arts, leisure and social enterprise development will further support Pontypridd's role as a regional centre for employment and growth. It will deliver annually, 15 new traineeships, 100 new nursery / childcare places, 30 volunteering opportunities and 25 local people supported into work. The 1500 square metres of refurbished floorspace will also be home to 8 local businesses and social enterprises.
- **UNIVERSITY OF SOUTH WALES:** the University has been making significant investments in the provision of modern facilities. A key focus has been at its main campus in Treforest where in the last four years it has invested more than £30 million in new state of the art facilities for students, research staff and businesses. In September 2017 the USW Exchange will be launched which provides services to support business start ups and helps existing SMEs and social businesses to strive for growth.

** these schemes were supported through Welsh Government Vibrant and Viable Places funding*

DELIVERING REGENERATION INVESTMENT – THE FOCUS

The time has arrived for Pontypridd to catch the wave of investment and regeneration opportunity that now presents itself. It is time to build on its key regional location, Metro and the clear opportunities.



Key is focussing on developing and delivering investment opportunities that will produce the greatest benefits for Pontypridd, the Valleys and the Cardiff Capital Region. The following opportunities will therefore be key themes:

- to deliver modern premises for business, leisure and services and increase employment opportunities, through investment in disused and underused sites.
- to provide modern business accommodation for existing and new businesses, through improvement of existing disused, underused and derelict buildings.
- creating the best mix of private and affordable housing that will take advantage of site development and property improvements.
- deliver improvements to infrastructure and the environment that will increase the ability of the town to attract further investment creating jobs and homes.

MAKING IT HAPPEN – DELIVERING THE FRAMEWORK

These are the investment opportunities that will deliver transformational improvements for Pontypridd and the Cardiff Capital Region. They will now be brought forward and delivered so that Pontypridd fulfils its potential. See the map below for location details.

DELIVERING INVESTMENT OBJECTIVES - THE SCHEMES

1. REDEVELOPMENT OF THE TAFF VALE SITE

OPPORTUNITY

The Taff Vale redevelopment will result in a transformational vibrant new quarter at the northern gateway to the town providing more than 13,000 square metres of new modern floorspace in three landmark buildings over basement car parking and a service area. The mixed use development will provide modern office accommodation, in two of the buildings with ground floor offer of food and drink outlets. The third strikingly designed building will offer a range of Council services and public facilities including a modern library and gym facility.

BENEFIT

The delivery of this project will result in transformational change for Pontypridd and its pivotal position within the Cardiff Capital region. It will result in significant outcomes including more than 1000 new jobs in the town, increased footfall and spend in the town centre and improved modern public services. It will act as a catalyst for further investment and will further boost confidence in the town's future growth.

DELIVERY

This Council led project working closely with Welsh Government is now in the advanced stages of development and will begin its construction phase early in 2018 and be completed in 2019.

2. TAFF VALE / YNYSANGHARAD PARK LINK BRIDGE

OPPORTUNITY

The redevelopment of the Taff Vale site will present a new and exciting opportunity for a pedestrian link bridge from the new development over the River Taf and into Ynysangharad War Memorial Park linking with a newly developed Taf Riverside Walk. It will provide a new and visible landmark for the town centre between the modern Taff Vale redevelopment and the attractions of the Park.

BENEFIT

This project will significantly improve the connectivity between the town centre and the growing attraction of the park while also improving the use of the River Taf as an asset to the town and its growth potential.

Linking new developments in the town to the Park's attractions including Lido Pontypridd, Lido Play and the further planned redevelopment of the Park will maximise opportunities to increase footfall and visitor numbers along with income

levels of town centre businesses. This new landmark will also be a statement for the confidence in the future role of Pontypridd in the regional economy.

DELIVERY

The Link Bridge is now undergoing detailed design development led by the Council which should be complete during 2017/18. This will enable construction to follow the programme of delivery for the Taff Vale Redevelopment with completion during 2019/20, subject to funding.

3. GAS ROAD CAR PARK

OPPORTUNITY

The Gas Road car park is adjacent to the Taff Vale redevelopment site and alongside Taff Street. It is the key town centre car park and it is essential that it operates effectively in order to accommodate and facilitate the growth and vibrancy that will be generated by the surrounding investment programme. There is a clear opportunity to provide integrated and modern parking facilities for visitors to the town centre and Ynysangharad War Memorial Park.

There may also be opportunities to integrate parking here with further development.

A broader plan will also be developed to ensure that parking provision in Pontypridd develops in to support the investment opportunities. This approach will include: making the most efficient use of existing car parks with vehicle management systems and information for drivers to improve traffic flow; upgrading existing car parks; making best use of parking provision opportunities as sites are developed and continuing to encourage alternative forms of transport – rail, bus and cycling and expansion and use of park and ride facilities in the surrounding area.

BENEFIT

Improving Gas Road car park will improve the quality of infrastructure needed to support town centre investments and also to allow visitors to enjoy improved access from the town to Ynysangharad Park and Lido Pontypridd.

DELIVERY

The Gas Road car park improvement will be led by the Council and is being considered alongside the Taff Vale Redevelopment / Ynysangharad Park Link Bridge.

4. TAF RIVERSIDE WALK

OPPORTUNITY

The River Taff is a major asset to Pontypridd that has great unmet potential mainly because of the industrial past when the town developed with its back to the river. New investment and development will take the opportunity of using the river as a key natural asset that contributes to making the town a place where people want to live, work and visit. The development of a riverside walk along the River Taff embankment will help to realise the visual, environmental and physical interaction between the town centre and Ynysangharad War Memorial Park.

BENEFIT

The Taff Riverside Walk will enhance the environment for visitors, workers and residents and provide a seamless link between the Taff Vale Redevelopment, the Taff Vale/Ynysangharad Park Link Bridge, Gas Road car park, Ynysangharad War Memorial Park and the wider town centre.

DELIVERY

This project will involve piecing together the links which run along the river edge and needs more detailed feasibility, working with partners to deliver.

5. REDEVELOPMENT OF GOODS YARD CAR PARK / BERW ROAD CAR PARK AND PONTYPRIDD BUS STATION

OPPORTUNITY

These three adjacent sites sit at the northern end of the town centre close to the Taff Vale redevelopment and other investments in the Taff Street area. Currently they form an uncoordinated and disparate set of uses which means that they are not reaching their potential for the growth of Pontypridd. Together or in a combination of the three sites they form a strategic opportunity for an imaginative and innovative investment programme that can comprise a mix of uses. Their location close to the A470 and the rail line mean that the development can comprise housing, business and retail, leisure and a hub for public transport with parking facilities.

BENEFIT

An optimum mixed use development will provide a major boost to Pontypridd's regional role of being a hub for investment leading to the significant growth of employment and income generation. The combined development of these sites could result in the creation of up to 350 jobs in purpose built business premises and up to 150 new homes for local people. A remodelled bus and rail public transport interchange with associated car parking will help to maximise the beneficial impact of the Metro network with Pontypridd at its heart.

DELIVERY

An imaginative and innovative investment programme which involves assembling part or all of these sites will be needed to enable delivery. The Council will work with

public and private sector investors and housing providers in order to develop and deliver this opportunity.

6. YNYSANGHARAD WAR MEMORIAL PARK DEVELOPMENT AND RESTORATION

OPPORTUNITY

The success of Lido Pontypridd – the National Lido of Wales, highlights what a magnificent asset Ynysangharad War Memorial Park is to the town and the wider region.

The Council will now build on that success and take advantage of the opportunity to provide even better facilities in the Park for the benefit of local people, visitors and the local economy. The Council is now working on the development of a project with the Heritage Lottery Fund and a range of partners which will restore and develop key parts of the Park. This will include the development of a horticultural training centre, the restoration of the bandstand area, sunken garden and mock rock outcrop and improvements to access into and through the Park from the new Link Bridge.

BENEFIT

The development and restoration will provide training and employment opportunities for local people, increase the offer of the Park to generate even more visitors to the Park and the town with the resulting economic benefits and reinforce the Park as part of Pontypridd's increasingly significant regional role as a hub for growth and investment.

DELIVERY

This project is in the advanced stages of development and the Council is awaiting a decision on funding support from the Heritage Lottery Fund Parks For People programme so that it will go forward for detailed design and a start of physical work early in 2020.

7. PONTYPRIDD YMCA

OPPORTUNITY

This is another key investment for Pontypridd which will see the iconic, prominent Pontypridd YMCA building in Taff Street transformed into a high quality, modern centre for arts and community activities including performance, exhibition, training, childcare, leisure and social enterprise development.

BENEFIT

This project will add further impetus to investment in Pontypridd located close to the Taff Vale redevelopment. The new facilities will provide a hub where all members of

the community will be welcome. It will offer services which provide long-term social, economic and well-being benefits for local people by bringing a number of positive and valuable activities under one roof with the key goal of supporting people into employment. It will deliver annually, 15 new traineeships, 100 new nursery / childcare places, 30 volunteering opportunities and 25 local people supported into work. The 1500 square metres of refurbished floorspace will also be home to 8 local businesses and social enterprises.

DELIVERY

This project is in the advanced stages of development with physical enabling works taking place from mid 2017 onwards leading to a start of the main works contract in 2018 and completion and opening in 2019. It is being taken forward in a unique partnership approach involving Pontypridd YMCA and Artis Community, supported by the Council, Arts Council for Wales and Welsh Government.

8. TOWN CENTRE PROPERTY INVESTMENT PROGRAMME

OPPORTUNITY

The Council will continue to work with developers, investors and partners to identify investment opportunities in Pontypridd where there are business properties which are disused, part used or in need of significant renovation and have the potential to create jobs attract businesses and help local businesses to grow. We will work with partners to support the development of good quality schemes to make sure that they will be sustainable in the future. We will explore creative solutions to help delivery and will pursue options for funding a Town Centre Property Investment Programme. Subject to funding, the Council would aim to offer grants or loans to enable large scale regeneration investments in the town centre which are likely to include new homes and commercial uses.

BENEFIT

The delivery of projects here will build on the success and good practise of the Pontypridd Townscape Enhancement Scheme which has brought forward significant town centre improvements working with the private sector and housing providers resulting in new businesses investing in the town, jobs being created, new business floorspace being created and good quality housing provided for local people. The further development of this approach will bring forward additional further investment and growth. This has the potential to deliver 3000 square metres of improved floorspace in existing buildings for a mix of businesses and homes resulting in 200 jobs being accommodated in 15 local and new businesses with 50 new homes being provided.

DELIVERY

The Council will work with businesses, investors and housing providers to identify good quality projects which will deliver jobs and growth and will apply creative

funding solutions with Welsh Government to deliver. This project will begin in 2018 and complete in 2022.

9. REDEVELOPMENT OF THE FORMER MARKS AND SPENCER STORE, TAFF STREET

OPPORTUNITY

The former Marks and Spencer store in Taff Street has been vacant since closure in 2015 and the site's size and location presents a significant investment and redevelopment opportunity. The Council is working with a private sector developer and housing provider to finalise detailed plans for an ambitious mixed use development which will transform and extend the existing building. This will result in a large retail unit with delivery and storage facilities and the provision of good quality apartments and flats for private sale and for affordable rent.

BENEFIT

The prompt delivery of this project will result in the redevelopment of a key site in the town centre for significant retail investment, creating new employment, anchoring the southern end of the town centre. The large retail unit of 1400 square metres will be able to attract large scale retailer with the potential to create up to 60 new jobs. The 25 new flats will include the provision of quality private sale apartments which will further diversify the town centre housing market and boost investment providing a stimulus for further housing investment.

DELIVERY

This private sector led project, supported by the public sector and funding, is well advanced in its development and a detailed delivery plan is being finalised so that implementation can begin as soon as possible and be completed in the next few years.

10. THE FORMER BINGO HALL REDEVELOPMENT

OPPORTUNITY

The former Bingo Hall is a major prominent disused building in a strategic location at the southern gateway to the town centre directly opposite the railway station. It presents a major investment and regeneration opportunity for the area because of its size and location. The site will benefit from demolition of the existing building which offers the opportunity to create a landmark development which makes a statement for the confidence to invest in successful growth in the town.

The significance of this redevelopment makes it vital to build on the current investor interest in the site to ensure that the best development mix for the site and the town is achieved. All options will be considered to arrive at the right solution. These include retail, leisure, hotel, food and drink business accommodation, homes of the

best tenure mix for the town, and potentially student accommodation and supported living

BENEFIT

This development will provide a significant boost to investment confidence in Pontypridd by providing a landmark building with the associated job creation benefits.

DELIVERY

The Council will support the development of the best project for this site which can attract a viable funding solution applied to a delivery programme. It is likely to be private sector led and will be based on working with all interested partners in order to achieve the best outcomes for the site and for Pontypridd.

11. PONTYPRIDD INDOOR MARKET – REDEVELOPMENT AND REFURBISHMENT

OPPORTUNITY

Pontypridd Market is part of the brand of the town that is recognised far and wide. The indoor market building should be a major asset for the town with its prominent and striking listed building in the heart of the town centre but unfortunately it is underutilised and not fulfilling its potential to benefit the economy.

There is huge and exciting potential to restore the building and create an iconic redevelopment to further boost jobs and growth in the town centre. It will be critical to get the right development mix for this project to maximise its significant potential. This mix can include the provision of a modern business hub with flexible and shared business space where new businesses can develop and thrive in purpose built accommodation that could also involve live/ work units. There is also the potential for flats and apartments and to modernise and build on the traditional market space, both creating a thriving modern market, but also to provide business and retail provision where small businesses can trade in a unique environment.

BENEFIT

This redevelopment will generate investment that will put Pontypridd Market in the forefront of modern business growth and development and be a centre for thriving and vibrant local businesses and job creation. The development of a unique mix of uses developed around a vibrant 21st Century market in a restored listed building would attract visitors, residents, and employment into the town. This redevelopment has the potential to further transform Pontypridd town centre and build its pivotal role at the heart of the City Region.

DELIVERY

This project requires ambition and creativity working with the private sector, the right investors, potentially the Universities and housing providers, to develop an imaginative approach to this key investment. The public sector can support this in both scheme design and working with partners, and also pursuing funding opportunities for the right scheme,

12. FORMER CO-OP SITE MILL STREET/CHURCH STREET

OPPORTUNITY

This parcel of land sits in a prominent position between Catherine Street, Mill Street and Taff Street. It is currently underutilised as an informal car park and presents substantial prospects for a new mixed use development including retail, office, hotel and housing with parking.

BENEFIT

This project will provide a well located and high quality offer in the town centre creating an economic use of this underutilised site. An office and retail development on this site could deliver up to 100 new jobs in the town centre. The offer of a good quality hotel offer in Pontypridd town centre will help to build its reputation as a pivotal location in the region.

DELIVERY

This project may be a longer terms ambition and will require the private and public sector to work together to consider scheme development.

13. THE SARDIS ROAD CAR PARK - DEVELOPMENT WITH CAR PARKING

OPPORTUNITY

Sardis Road Car Park presents a major opportunity to transform a long-stay car park into a quality office development including car parking at the current scale, and potential hotel. The redevelopment of this site provides potential for high quality, exceptionally situated business premises in an office village of 5600 square metres of floorspace with undercroft parking, and served by excellent transport links, resulting in the creation of up to 500 good quality jobs.

The opportunity is strengthened by the site's direct pedestrian link to the railway station, where the Metro and the electrification of Valley Lines railways will make this an even more attractive investment proposition.

BENEFIT

Its delivery will further enhance Pontypridd's reputation as pivotal in the region for investment and growth, creating jobs in the town centre with the economic benefits which would accrue.

The scheme can be developed maintaining at least the current level of parking.

DELIVERY

There are a range of development models which could support the development of this site, involving the public and private sectors. Feasibility will need to be completed and this is more likely to have medium term potential.

14. FORMER MAGISTRATES COURT REDEVELOPMENT

OPPORTUNITY

Pontypridd Magistrates Court closed in July 2016 and the site has now become a major opportunity for redevelopment. The half hectare site is located at the southern end of the town centre immediately adjacent to the railway station. This is a highly sustainable location, well placed for a suitable, well designed housing development. This can accommodate apartments and flats in a mix of tenures, potentially with care provision or supported living, that will best meet local needs.

BENEFIT

A well designed new building will enhance the visual appearance of the site and the surrounding area of the town centre and provide much needed good quality housing to meet demand for local people in the area. The economic value of housing development will be beneficial to the town.

DELIVERY

The site has been acquired by a private sector developer who is working with housing providers and the Council to bring forward the best and most deliverable scheme with the intention that implementation should take place by 2020.

15. SARDIS HOUSE

OPPORTUNITY

Sardis House is a major six storey office building of more than 2000 square metres in a very prominent town centre building on Sardis Road as part of the Pontypridd Gyratory road system and immediately next to the railway station. It currently accommodates several Council services but the building has potential for upgrading and redevelopment as either a hotel or an office based investment.

BENEFIT

The offer of a good quality hotel offer in Pontypridd town centre will help to build its reputation as a pivotal location in the region and at Sardis House would certainly be excellently placed for the rail transport improvements that will be provided by the Metro with twelve services from Cardiff an hour at peak times. The location is equally attractive as an offices supporting 200+ jobs.

DELIVERY

This may be a longer term option and would need public and private sector partners.

16. DEWI SANT

OPPORTUNITY

Dewi Sant Hospital to the west of the town centre is occupied by the Cwm Taf University Health Board which has proposed an innovative new use for the facility as a Health Park. This will transform the existing facility into a Health Park for the south of the Board area which will provide a centre for integrated health and social care services offering modern, accessible, person centred care and support under one roof. The project will also involve a phased redevelopment of the current buildings with a significant investment to provide a modern healthcare facility.

BENEFIT

This initiative will greatly improve the overall patient and carer experience and provide better outcomes in a modern healthcare facility at a well connected location close to public transport hubs in the town centre. The new provision will also involve the relevant partner organisations in the delivery of the health and social care services.

DELIVERY

The project will be implemented by the Health board, with partners, and has begun the delivery of its first phase which will be further developed to completion over the next three years.

17. PONTYPRIDD DEVELOPMENT SITE INVESTMENT OPPORTUNITIES

OPPORTUNITY

It is important that growing confidence in investment and regeneration opportunities in Pontypridd is able to be supported and taken advantage of by the identification and development of further sites and locations. These are at an early stage of scoping and development but it is important to identify as many potential opportunities as possible for Pontypridd to attain its regional growth potential.

There are opportunities in the west of Pontypridd near to Sardis Road Car Park and the Railway Station. The sites are currently in use but do offer the potential to increase the use and their economic contribution. Two particular sites are BT Exchange Building and also parts of the Maritime Industrial Estate, in addition to surrounding currently disused land.

Similarly to the south of the town near to Treforest Broadway and the road link to the A470 there is potential for future development.

BENEFIT

The continuing identification of potential sites that would benefit from redevelopment is vital to support a long term programme of growth and regeneration for Pontypridd which will fulfil its potential to be a regional centre for investment and growth.

DELIVERY

These opportunities are more likely to be in the longer term, but the public sector can enable this by reviewing the high level feasibility of such developments, and working with partners to potentially realise the opportunities..

18. CWM COLLIERY AND COKEWORKS SITE REDEVELOPMENT

OPPORTUNITY

This currently brownfield site to the south west of Pontypridd is a historic location with a significant opportunity for redevelopment leading to a mixed use of housing and education provision and leisure and recreation space. This development will provide significant new housing for the Pontypridd area to support the growth in jobs and investment. Its delivery will achieve outcomes with a positive regional impact for South East Wales.

BENEFIT

This redevelopment will provide 850 new houses, a new primary school and public recreation and leisure space.

DELIVERY

The public sector will work with the developers/owners of the site and contractors to bring forward a deliverable programme of development for the site.

19. TREForest BROADWAY ENHANCEMENTS

OPPORTUNITY

The Treforest Broadway is a major gateway to Pontypridd from the south and the major route linking the University of South Wales main campus at Treforest with Pontypridd town. The area would benefit from improvement, mainly in the quality and appearance of the houses which front this key location.

BENEFIT

Improving this southern gateway to Pontypridd and link between the University of South Wales and the town, will be attractive to residents, students and visitors and will improve visitor perception of Pontypridd. Critically it will improve the quality of housing stock.

DELIVERY

Private and public sector will need to work together with housing partners to develop a plan and funding package for this project.



These are the investment opportunities that will deliver transformational improvements for Pontypridd and the Cardiff Capital Region. They will now be brought forward and delivered so that Pontypridd fulfils its potential.

MAKING IT HAPPEN – PONTYPRIDD - PIVOTAL IN THE REGION

To realise these opportunities the Council will:

- **WORK IN PARTNERSHIP:** with the right people and organisations at the right time. This will include the Council and other public sector bodies including Welsh Government and the private sector.
- **PUT IN PLACE THE BEST DELIVERY ARRANGEMENTS:** that will make sure that we work with partners to project manage delivery effectively, ensuring that we drive the most successful outcomes.
- **CONSULT THE RIGHT PEOPLE AT THE RIGHT TIME:** to achieve the best results we will talk to the appropriate people and organisations to benefit the project development.
- **SOURCE FUNDING AND INVESTMENT:** in a timely and creative way so that we can develop the most effective financial packages to ensure project can go ahead.
- **DEVELOP EFFECTIVE BUSINESS CASES:** for individual projects and initiatives to ensure that they are viable and cost effective, deliver the optimum benefits and outcomes and are sustainable into the future.
- **MONITOR AND EVALUATE:** so that we will ensure that we are able to improve delivery by understanding and learning from good practice and challenges experienced.
- **REVIEW AND CONSIDER AVAILABLE OPPORTUNITIES:** new opportunities often arise and some identified now, may become more difficult to achieve. We will review and appraise the portfolio of projects regularly.

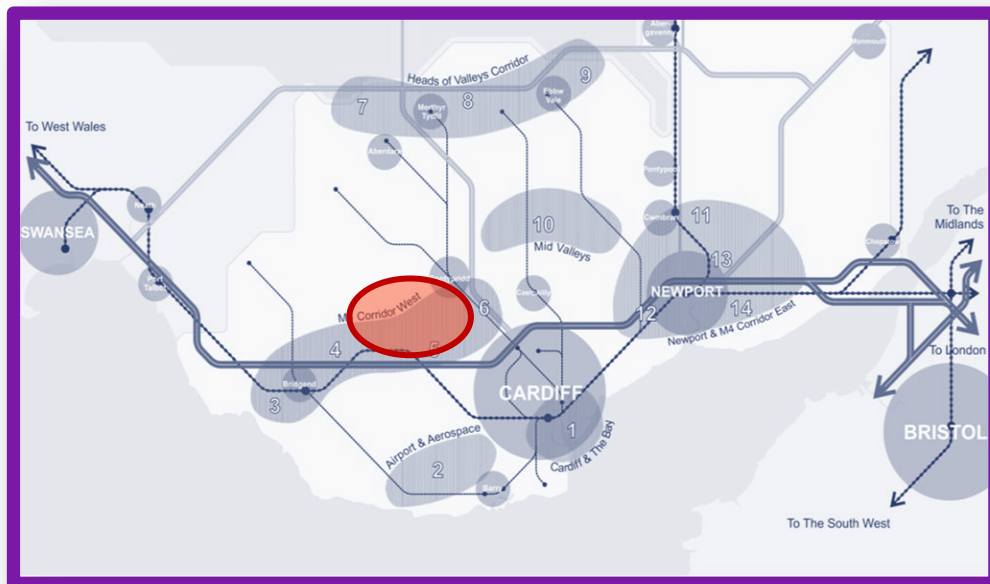
RHONDDA CYNON TAF

**A4119 CORRIDOR:
REGIONAL RHONDDA
GATEWAY
STRATEGIC
OPPORTUNITY AREA**

OUTLINE STRATEGY

24 8 2017 V12

A4119 CORRIDOR: REGIONAL RHONDDA GATEWAY



The Cardiff Capital Region City Deal and the Valleys Taskforce are major opportunities for the region to realise its ambition and to enable significant economic growth and jobs for this region and beyond. This Strategic Opportunity Corridor, which acts as a gateway to the Rhondda Valleys, is well located and connected within the region and has the potential to drive the economic performance of the Cardiff Capital Region.

The Cardiff Capital Region has a population of almost 1.5 million, 48% of the Welsh population. It generates more than 50% of the total Gross Value Added (GVA) in Wales. The region is home to around 46,000 businesses and has key strengths:

- Diverse economic base with key clusters
- Manufacturing specialism / Businesses with competitive niche
- Three Enterprise Zones
- Strong tourism offer
- Great regional identity
- Growing knowledge economy
- Strong employment rate and start-up rate
- Some strong research and development (R&D) activity
- Existing and planned infrastructure investment

With a £1.2 billion investment fund the City Deal will deliver up to 25,000 new jobs and leverage an additional £4 billion of private sector investment. This City Deal provides local partners with the powers and the resources to unlock significant economic growth across the Cardiff Capital Region.

The A4119 corridor in Llantrisant is a key opportunity area within the region, including critical mass of development opportunities outlined below. With direct access onto J34 of the M4, the A4119 principal trunk road is a key element of the strategic highway network in the region. It provides a connecting transport corridor between the M4, the growth of the Capital City and the regeneration of the Rhondda Valleys. The A4119 serves an area of the region where there is significant opportunity for future strategic development, building on development that has already been consented and/or are already in the planning pipeline. These schemes include a new business park, a new town centre (including retail and leisure floor space) and housing.

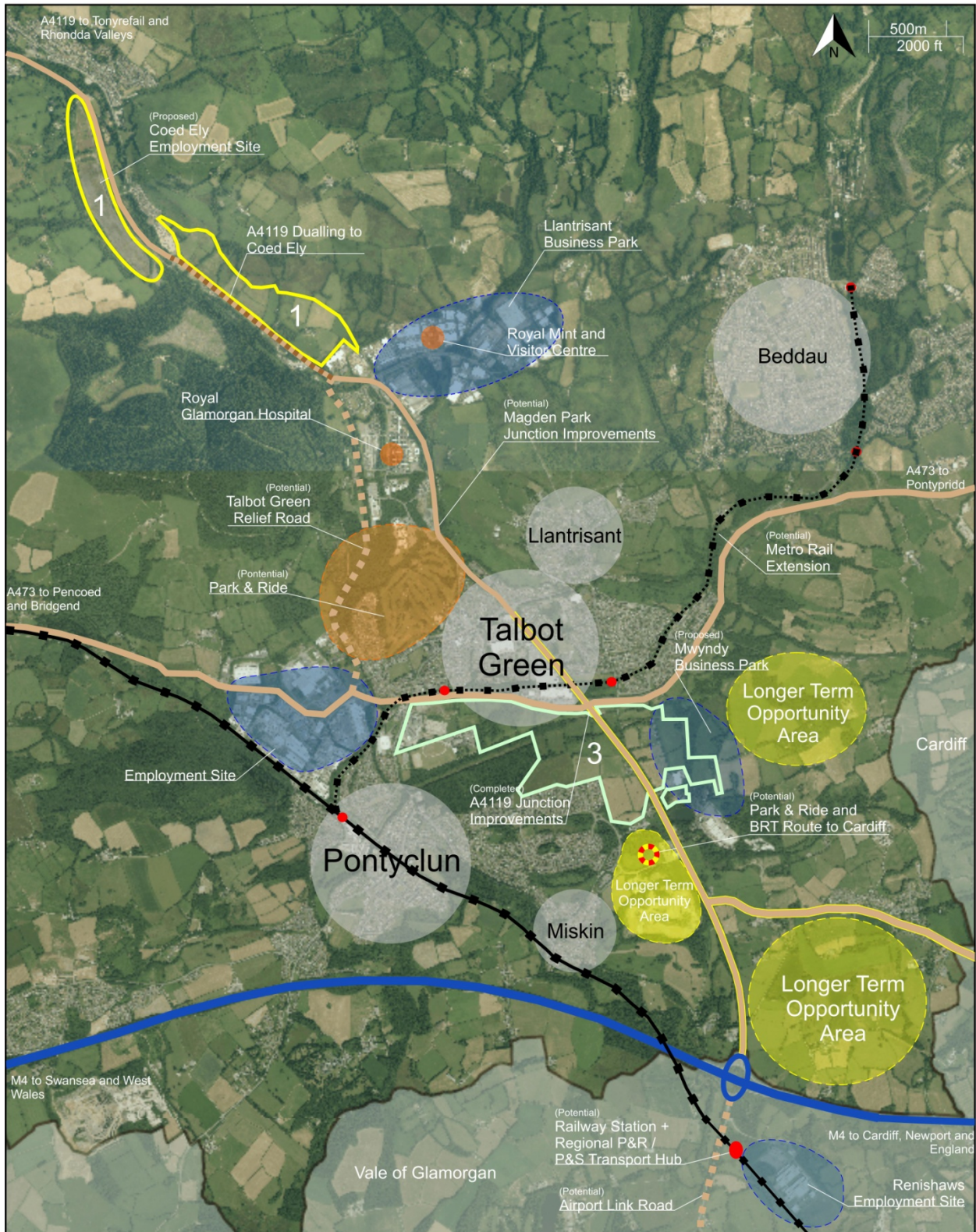
Within this key strategic corridor, the opportunity areas in the immediate to short and medium/longer term include :-

- **Coed Ely and land along the A4119**
- **Between A473 and Coed Ely – Park and Ride**
- **Mwyndy/Talbot Green Strategic Site**
- **A4119 / A4058 / A4061 / A4233.**

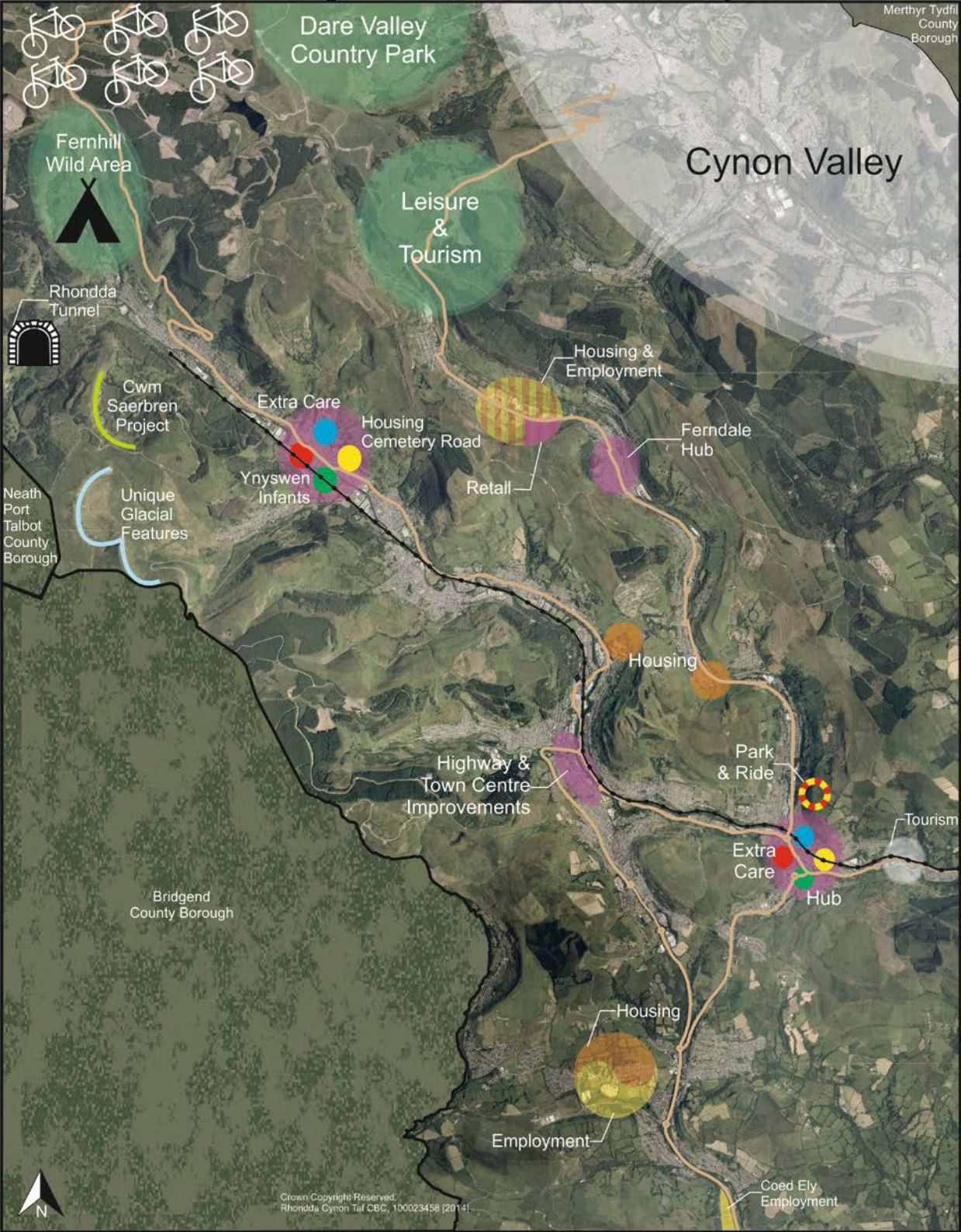
In the longer term it is also considered that there is opportunity to develop land on both the east and west of the A4119 to the south of the junction with the A473. However, these longer term potential opportunity areas do not feature in the Local Development Plan and need considerable feasibility work.

The Council wants to work with private and public sector partners to maximise the very real investment opportunities that this area presents and will actively pursue the realisation of these opportunities. This corridor will create regional economic growth along this corridor which acts as a gateway to the Rhondda Valleys to the north, through the development of employment and the delivery of new housing, together with new and improved transport infrastructure.

A4119 Corridor: A Gateway to the Rhondda



A4119 Corridor: Regional Rhondda Gateway



A4119 CORRIDOR: REGIONAL RHONDDA GATEWAY

DEVELOPMENT OPPORTUNITIES

Coed Ely (short term) and land north east of A4119 (medium term)

Lying approximately 4.5 miles to the north of the M4 and in the Rhondda gateway, with direct access to the A4119 the Coed Ely site provides over 15 hectares of allocated employment land. The site falls under the freehold interest of Welsh Government and following land reclamation, has been profiled into three development plateaus. Outline planning permission has previously been granted for a comprehensive development of the site. Welsh Government is investing in further site improvements.

On the north eastern side of the A4119, just south of Coed Ely, is a further opportunity for land which is currently agricultural and in private ownership. This linear area of land slopes up from the A4119 and is c33 hectares in area, extending down to the South Wales Fire Service H.Q. on Llantrisant Business Park.

Both sites lie close to the established and buoyant Llantrisant Business Park which has a variety of substantial occupiers including the Royal Mint, Sigma 3, Perkin Elmer and Cat Finnings. These sites offer an opportunity to build on the success of Llantrisant Business Park, and create economic growth and jobs closer to home.

There is an urgent need, but lack of availability, for high specification industrial floor space across the region, particularly for larger scale industrial units. There is also an evidenced market demand for this type of floor space. The JLL South Wales Reports of 2017 states that there is a lack of Grade A space and a short supply of buildings between 1,000 – 9,999 sq.ft with business park demand in key locations along the M4 corridor such as Llantrisant.

The Council is committed to the dualling of the A4119, from the Coed Ely site southward to join the dual carriageway at Llantrisant Business Park. Initial feasibility works have been undertaken and it is expected that the £8-9 million scheme will start within 24 months, with completion within a further 12 months.

The investment in the dualling of the A4119 to Coed Ely and the current Welsh Government investment to further improve the Coed Ely development plateau, presents a real opportunity to build on investment to deliver economic growth, in the short term.

The Council can deliver a Local Development Order to streamline planning, create an attractive and responsive environment for investment.

To realise the opportunity these present there are a number of investment options, which will be explored further.

Key Benefits

- Builds on the major infrastructure investment - dualling of the A4119
- Maximises the value of Welsh Government investment in infrastructure at the Coed Ely site
- Meets demand for high specification industrial units across the region and Wales and improves the regional offer for industrial floor space across the region
- Key regional location
- Potential funding streams Welsh Government/ERDF/City Deal/other
- Secure private sector investment adding value to public investment
- The site is deliverable and achievable in the short term as the Coed Ely site is owned by Welsh Government
- Links and delivers added value to the established and successful Llantrisant Business Park
- Accessible location providing opportunities to improve sustainable transport links
- Potential Local Development Order (LDO) to streamline the planning process
- Job creation in the Valleys and across the region
- Well related to the significant housing developments in NW Cardiff.
- Combining the Coed Ely site and potentially land on the north eastern side of the A4119 provides approx 50 ha. of opportunity for a range of employment generating uses

Park & Ride/Park & Share - medium term

There are a number of areas which present opportunities for a park & ride/park & share (P&R/P&S) with access to rapid bus transit options, and with links to regional and local services and destinations. Such a facility in a location north of the A473, would have the advantage of taking vehicles, travelling south towards the M4, off the network before the A4119/A473 junction and south to the M4. It would complement the Metro proposals.

To help deliver a P&R/P&S, there could be scope for some enabling housing development, potentially to deliver approx 300 dwellings in an area of high demand and value. A P&R/P&S facility in this broad location could provide in the region of 500no. spaces. These are likely to be provided in phases, tied to the new housing coming forward.

A housing scheme of c300 units could deliver approx 1,290* jobs over the life of the build and contribute the potential for c£9.6m* of new resident spending on goods and services, a significant proportion of which would be spent in the local economy.

*(*estimated figures calculated using the figures taken from the March 2015 HBF Report 'The Economic Footprint of UK House Building')*

Whilst the site is not identified within the Local Development Plan for housing, it is considered to be well located in terms of its context and relationship with existing development. The site is in private ownership and it is likely that public sector intervention will be required to help deliver the site and help secure an appropriate alternative provision for the golf club.

Dialogue with the golf club and their agreement to develop for the purposes identified is required in order to secure the project.

Key Benefits

- Compliment Metro proposals along the A4119 Corridor
- Provision of new private and social housing in an area of high demand
- Potential funding streams Welsh Government/City Deal/ Leader investment fund
- Ideal location to improve sustainable transport modes and bring added value to proposed and on-going transport infrastructure improvements
- Well related to the significant housing developments in NW Cardiff
- Key regional location
- Job creation across the region

Mwyndy/Talbot Green Strategic Site – short/medium term

The site offers opportunities for major development of a mix of uses bringing economic growth, jobs and housing to this key area at the heart of the region. The land is privately owned and much of the development will be delivered without direct public intervention, however the public sector needs to work with the private sector to help streamline and promote delivery.

c500 dwellings – current planning application;

15 hectares of employment land -

23,400sq.m. (net) of retail floor space

10,000sq.m. (net) of leisure floor
space

} £2M Infrastructure completed, pending development

The development site is on both sides of the A4119, 1.5 miles north of J.34 on the M4.

15 hectares of employment land lie on the eastern side of the A4119 and offer a prime location opportunity. There is a need and lack of availability of high specification commercial/industrial floor space across the region, and business park demand in key locations along the M4 corridor such as Llantrisant. There is potential for a Local Development Order to streamline the planning system and provide certainty for investors. This strategic site is well placed deliver this demand.

In 2008 outline planning permission was secured for commercial development on this site (as part of a larger mixed use scheme including residential development on the western side of the A4119). That scheme proposed the provision of approximately 30,000sq.m. of class B1 development within 6 separate blocks. A grade 'A' scheme of this size could deliver some 3,000* jobs and would represent an investment of many millions.

(This calculation is based on using the Employment Density Matrix, within the UK Government Employment Density Guide 2015).*

Outline planning permission was granted for a new town centre, incorporating both retail and leisure floorspace, development in 2014 and such a scheme represents an investment of hundreds of millions of pounds on the site.

Plans are well advanced and a planning application currently lodged for c460 houses within the site. This scheme represents a significant investment in the area by the developer. A housing scheme of c460 units could deliver approx 1,980* jobs over the life of the build out and contribute the potential for c£14.7m* of new resident spending on goods and services, a significant proportion of which would be spent in the local economy.

*(*estimated figures calculated using the figures taken from the March 2015 HBF Report 'The Economic Footprint of UK House Building').*

Key Benefits

- Significant private sector investment.
- Meet demand for high specification employment units / offices across the region and Wales
- Compliment Metro proposals along the A4119 Corridor
- New private and social housing will create jobs and economic growth, and providing housing choice
- Well related to the significant housing developments in NW Cardiff
- Key regional location
- Job creation across the region

Opportunity north of Coed Ely

There are a number of opportunity sites including Parc Eirin for employment investments, town centres and hubs, housing development and the development of the foundational economy, highlighted by the Valleys Task force. In addition, the active sport and tourism opportunities that exist across the Heads of the Valleys, from Bike Park Wales right across the stunning landscapes within RCT to the major biking activity areas of the Afan Valley.

Key investments including further park and ride in Porth, together with developments from the Extracare Strategy in Porth and Treorchy, highway works to support town centres, including Tonypany, and create a momentum to build on to secure further investment.

The opportunities for building new homes to support more sustainable communities, existing across this area, including Pontygwaith, Maerdy, Llwynypia, and Tonyrefail. Further opportunities to support new housebuilding on land which the Council owns are being developed.

The investment in the Rhondda Heritage Park reinforces the leisure and tourism offer of the Rhondda Valleys. Right across RCT from Bike Park Wales in the east to the Afan valley in the west, key opportunities exist for tourism and active travel. Recent investments in the National Cycle Network (46), and the developing Rhondda Fawr Community route, with potential links through the Rhondda tunnel, picking the Cwmsaebren project, the link the opportunity sites of Fernhill, Maerdy, onto Dare Valley Country Park and the Abernant Tunnel eastwards.

Longer term Opportunity Sites

Opportunity sites on both the eastern and western sides of the A4119 are in mixed ownership, but have the clear potential to deliver economic growth in the longer term. However, to realise the opportunities presented by these significant areas of location importance, the private and public sector needs to work together bring it forward. These areas are not included in the Local Development Plan for most of the purposes outlined.

At a high level these areas provide the Cardiff Capital City Region with a very significant longer term economic opportunity. A major contribution to the region's offer in this critical location could be derived through future development.

Connectivity

The advantage that this regionally important set of opportunity sites has, is not only its location but importantly its connectivity, both now and in the future. Development of this scale needs a fully integrated transport system with a variety of transport modes. Improvements to the A4119 are required to increase its capacity and deliver sustainable transport options to integrate into the wider regional transport network and the Cardiff International Airport.

The Metro scheme will include an electrified rail system, new transport hubs, park and ride facilities, new (including some on-street) light rail and/or bus rapid transit routes, and better integration of services across modes and operators. This enhanced connectivity is essential to address population growth and road congestion in the region.

Strategic transport development under consideration includes the extension of light rail proposals from Cardiff, via the development around J.33 to the north west of the city, into RCT; together with a new Parkway Station transport hub, with a strategic P&R/P&S facility south of J.34 on the London-Swansea main rail line. It is anticipated that such provision will be largely funded by the private sector from the potential opportunities in the area.

The development of active travel and further park and ride opportunities e.g. Porth are key, with Valleys Lines Electrification creating key opportunities in the Rhondda Fawr, in terms of housing and community development.

The airport is accessible from this area and it is important to ensure that working together regionally, the access to the airport is improved and linked to these key regional opportunity areas.

MAKING IT HAPPEN – A4119 CORRIDOR: REGIONAL RHONDDA GATEWAY

To realise these opportunities the Council will:

- **WORK IN PARTNERSHIP:** with the right people and organisations at the right time. This will include the Council and other public sector bodies including Welsh Government and the private sector.
- **PUT IN PLACE THE BEST DELIVERY ARRANGEMENTS:** that will make sure that we work with partners to project manage delivery effectively, ensuring that we drive the most successful outcomes.
- **CONSULT THE RIGHT PEOPLE AT THE RIGHT TIME:** to achieve the best results we will talk to the appropriate people and organisations to benefit the project development.
- **SOURCE FUNDING AND INVESTMENT:** in a timely and creative way so that we can develop the most effective financial packages to ensure project can go ahead.
- **DEVELOP EFFECTIVE BUSINESS CASES:** for individual projects and initiatives to ensure that they are viable and cost effective, deliver the optimum benefits and outcomes and are sustainable into the future.
- **MONITOR AND EVALUATE:** so that we will ensure that we are able to improve delivery by understanding and learning from good practice and challenges experienced.
- **REVIEW AND CONSIDER AVAILABLE OPPORTUNITIES:** new opportunities often arise and some identified now, may become more difficult to achieve. We will review and appraise the portfolio of projects regularly.

RHONDDA CYNON TAF

LLANILID on the

M4

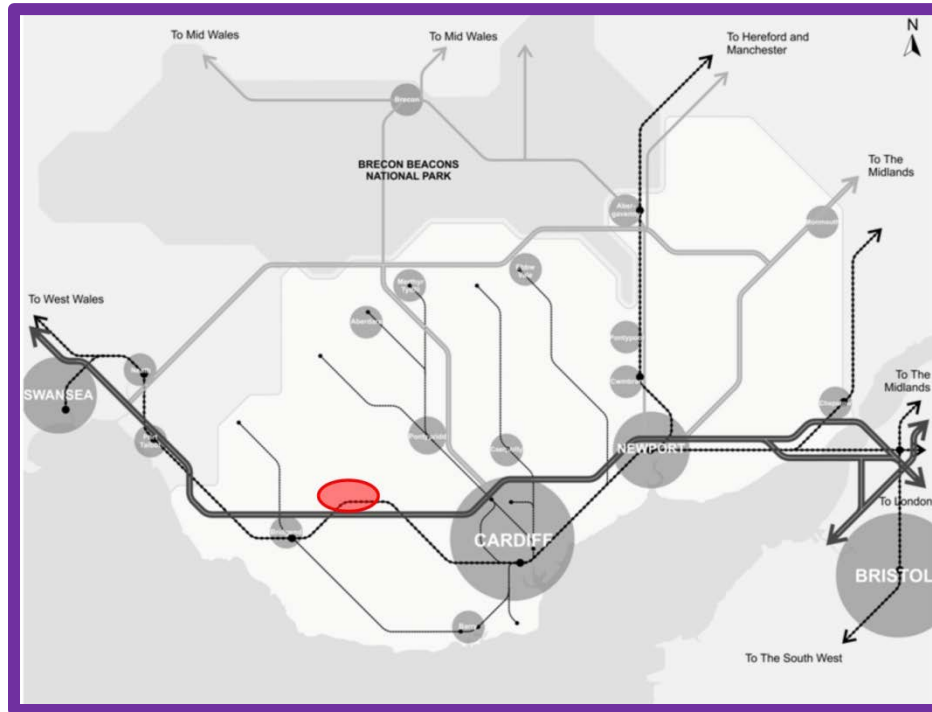
‘DRIVING REGIONAL INVESTMENT’

**STRATEGIC OPPORTUNITY
CORRIDOR**

OUTLINE STRATEGY

17 8 2017 V9

REGIONAL CONTEXT



The Cardiff Capital Region City Deal is a major opportunity for the region to realise its ambition and to enable significant economic growth for this region and beyond. This Strategic Opportunity Corridor is well located and connected in the region and has the potential to drive the economic performance of the Cardiff Capital Region.

The Cardiff Capital Region has a population of almost 1.5 million, 48% of the Welsh population. It generates more than 50% of the total Gross Value Added (GVA) in Wales. The region is home to around 46,000 businesses and has key strengths:

- Diverse economic base with key clusters
- Manufacturing specialism / Businesses with competitive niche
- Three Enterprise Zones
- Strong tourism offer
- Great regional identity
- Growing knowledge economy
- Strong employment rate and start-up rate
- Some strong research and development (R&D) activity
- Existing and planned infrastructure investment

With a £1.2 billion investment fund the City Deal will deliver up to 25,000 new jobs and leverage an additional £4 billion of private sector investment. This City Deal provides

local partners with the powers and the resources to unlock significant economic growth across the Cardiff Capital Region.

LLANILID-M4 STRATEGIC OPPORTUNITY CORRIDOR

The Llanilid/M4 Corridor is the only inward investment site of this scale in the Cardiff Capital Region, and is a critical opportunity for major transformational growth in the economy of the region.

On the M4 between J.34 and J.35, this is a major regional opportunity area of c715 hectares. It is partly former open cast and partly green field where it meets the strategic highway network on the A473, and the London – Swansea mainline railway. To the west lies Pencoed Technology Park.

1850 houses, a new primary school and village centre, are already consented and the area is allocated for strategic development in the RCT Local Development Plan. Film studios of 40,000sq ft have been developed on the western end of the site, but the remainder is a blank canvas for extensive development of a scale unseen in the region, bringing major economic growth, significant jobs, and housing.

A brand new M4 junction within the site is part of this unrivalled opportunity, giving business and residents clear and quick direct access straight onto the motorway network.

It is critical that this unique opportunity within the Cardiff Capital Region is realised to maximise the major economic impact which can be delivered.

The sheer scale and scope of the opportunities for economic activity and job creation within this opportunity corridor are unrivalled. In addition to the infrastructure schemes, the public and private sector will need to work in partnership to deliver jobs and growth from this opportunity corridor.

The Council, in partnership with the private sector can support the development of strategic masterplans and planning framework to provide clarity and certainty about the development opportunities which this corridor offers, and shape the phasing and relationships between the infrastructure and development. In addition, the potential for Local Development Orders to streamline the statutory planning regime can be delivered, to enable the private sector to invest and create jobs with certainty.

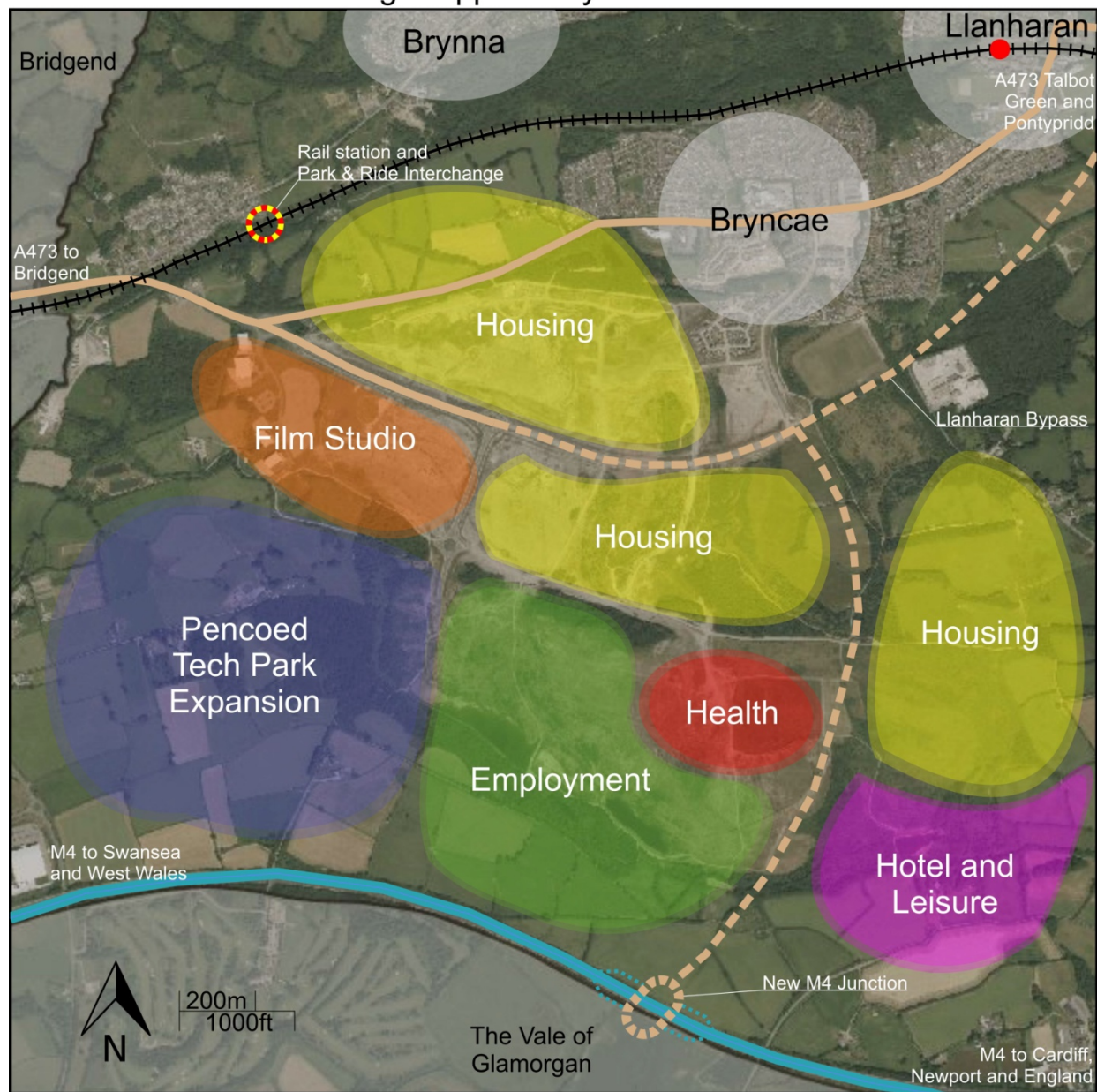
LLANILID-M4 CORRIDOR STRATEGIC OPPORTUNITIES

Development Opportunities

This unique site offers huge potential for a wide range of development opportunities which can be unlocked through infrastructure. It is a major opportunity siting between

main line rail and motorway. Public sector and partners can make this happen, and deliver the potential of this site to the region.

Llanilid on the M4 - Strategic Opportunity Site



The area has no significant limitations and the breadth of opportunity is immense. The existing foundations will attract further developments including:

- **NEW HOMES** – less than one quarter of this site could deliver 5000 new homes, with 1850 already consented. This would deliver in the region of 21,500* jobs over the life time of the housing build and contribute the potential for c£160 million of new resident spending on goods and services, a significant proportion of which would be in the local economy.

*(*estimated figures calculated using the figures taken from the March 2015 HBF Report 'The Economic Footprint of UK House Building') and a range of housing and affordable homes.*

The opportunity to create places which offer the full range and choice of housing, including innovative solutions to delivery, type and tenure. It is anticipated that the private sector will lead the delivery of new homes, but the public sector needs to support through positive planning and partnership working. The delivery of housing will also deliver Community Infrastructure Levy (CIL) which can support the infrastructure delivery needed to unlock these opportunities.

- **JOBS:** A site of this scale offers a unique opportunity for regionally significant inward investment. c550 ha. of development land would deliver many thousands of jobs to the Cardiff Capital Region.
- **BUSINESS DEVELOPMENT:** this site provides opportunities for the full spectrum of Class B business development from new and innovative developments, through the largest of freight distribution centres, which require a large land take area within quick and easy access to the motorway, mainline railway and international airport network, to significant advanced manufacturing, major digital industries, to smaller start-ups.
- **LINK TO PENCOED TECHNOLOGY PARK:** Welsh Government own the Pencoed Technology Park immediately to the west. Joining up the sites could provide further opportunity sites for larger investments on the M4 site. This would also create better connections between J35 and the new J34A.
- **HOTEL / LEISURE:** 5*plus resort hotels in landscaped setting with golf and other activities, to chain hotels for convenience but quality, all have their place within this well connected, diverse and flexible site.
- **FILM AND TV STUDIO / PRODUCTION FACILITIES :** The Cardiff Capital Region has a successful and growing creative arts sector and is a recognised international location for the film and media industry. This site is already home to 40,000sq.ft of studios, with more consented. These link with Pinewood Studios, the Bay studios, The BBC's Roath Lock Studios (Dr. Who; Casualty) and many more facilities across the region. This provides the opportunity to foster a hub around such creative arts industry businesses, using the skills and talent of the regions Universities.
- **HEALTHCARE / EDUCATION / OTHER:** With easy access across the region and beyond, this corridor is a well connected location for specialist or shared service provision.

LLANILID-M4 CORRIDOR CONNECTIVITY

This corridor is exceptionally well located between the M4 and the main line London to Swansea railway. To maximise this regionally unique development corridor the further connectivity opportunities must be developed to fully integrate the site into the key regional transport networks. The full range of sustainable transport options, including rail and provision for rapid bus transit and pedestrian and cycle routes will integrate into the wider regional transport network, including Cardiff International Airport.

Strategic transport development under consideration includes the provision of a new Parkway Station transport hub, with a strategic P&R/P&S facility south of J.34 on the London-Swansea railway mainline. It is anticipated that such provision will be largely funded by the private sector. The Llanilid-M4 site would be ideally located to take full advantage of such a facility.

To bring forward the opportunity for regionally important levels of new development on the site, it also needs to deliver important key elements of transport infrastructure:

- **NEW M4 JUNCTION:** is the key element to unlocking the full commercial potential of the overall site. It is estimated that a new junction would cost in the region of £25 million. The site strategically sits between two motorway junctions (J.34 and J.35) however, a new junction, which enjoys the in principle support of WG, would ensure quick and convenient access for both commercial and residential traffic alike, without the need to impact on the local highway network, making the site hugely attractive to all types of users.
- **NEW TRANSPORT HUB WITH POSSIBLE RAIL STATION TOGETHER WITH A PARK & RIDE FACILITY AND RAPID BUS TRANSIT LINKAGES:** the northern part of the site is on the London – Swansea railway mainline. The site provides the ideal opportunity to facilitate the provision of a new station to serve not only the Llanilid-M4 Corridor site, but also the existing village of Llanharan/Bryncae (as there are known constraints with the existing station in the village). There is also the associated opportunity as part of a new station to incorporate a P&R/P&S facility, with connecting rapid bus transit provision.
- **COMPLETION THE A473 LLANHARAN BYPASS:** the Council is committed to the completion of the Llanharan Bypass and has committed resources to the initial stages of feasibility work to identify the preferred route. The western leg of the bypass has already been built and the completion of the eastern section would deliver the opportunity to fully integrate the Llanilid-M4 Corridor site into the wider highway network.

It is anticipated that these key aspects of infrastructure development will come forward at varying stages. However, the power of these infrastructure schemes to unlock development and lever in private sector investment is considerable. The potential to work with developers to deliver this opportunity is significant, with the use of Community Infrastructure Levy (CIL) funding and public sector investment, the reality of securing major development at a scale which is transformational in regional terms, can be achieved.

The airport is accessible from this area and it is important to ensure that working together regionally, the access to the airport is improved and linked to these key regional opportunity areas.

MAKING IT HAPPEN LLANILID ON THE M4 'DRIVING REGIONAL INVESTMENT'

To realise these opportunities the Council will:

- **WORK IN PARTNERSHIP:** with the right people and organisations at the right time. This will include the Council and other public sector bodies including Welsh Government and the private sector.
- **PUT IN PLACE THE BEST DELIVERY ARRANGEMENTS:** that will make sure we work with partners to project manage delivery effectively, ensuring that we drive the most successful outcomes.
- **CONSULT THE RIGHT PEOPLE AT THE RIGHT TIME:** to achieve the best results we will talk to the appropriate people and organisations to benefit the project development.
- **SOURCE FUNDING AND INVESTMENT:** in a timely and creative way so that we can develop the most effective financial packages to ensure the project can go ahead.
- **DEVELOP EFFECTIVE BUSINESS CASES:** for individual projects and initiatives to ensure that they are viable and cost effective, deliver the optimum benefits and outcomes and are sustainable into the future.
- **MONITOR AND EVALUATE:** so that we will ensure that we are able to improve delivery by understanding and learning from good practice and challenges experienced.
- **REVIEW AND CONSIDER AVAILABLE OPPORTUNITIES:** new opportunities often arise and some identified now, may become more difficult to achieve. We will review and appraise the portfolio of projects regularly.