

Levelling Up Fund Application Form

This form is for bidding entities, applying for funding from the Levelling Up Fund (LUF) across the UK. Prior to completing the application form, applicants should read the [LUF Technical Note](#).

The Levelling Up Fund Prospectus is available [here](#).

The level of detail you provide in the Application Form should be in proportion to the amount of funding that you are requesting. For example, bids for more than £10m should provide considerably more information than bids for less than £10m.

Specifically, for larger transport projects requesting between £20m and £50m, bidding entities may submit the Application Form or if available an Outline Business Case (OBC) or Full Business Case (FBC). Further detail on requirements for larger transport projects is provided in the [Technical Note](#).

One application form should be completed per bid.

Applicant & Bid Information

Local authority name / Applicant name(s)*: Rhondda Cynon Taf County Borough Council

**If the bid is a joint bid, please enter the names of all participating local authorities / organisations and specify the lead authority*

Bid Manager Name and position: [REDACTED]

Name and position of officer with day-to-day responsibility for delivering the proposed scheme.

Contact telephone number: [REDACTED]

Email address: [REDACTED]

Postal address: [REDACTED]

Nominated Local Authority Single Point of Contact: [REDACTED]

Senior Responsible Officer contact details:

[REDACTED]

[REDACTED]

[REDACTED]

Chief Finance Officer contact details:

[REDACTED]

[REDACTED]

[REDACTED]

Country:

England

Scotland

Wales

Northern Ireland

Please provide the name of any consultancy companies involved in the preparation of the bid:

[REDACTED]

For bids from **Northern Ireland applicants** please confirm type of organisation

Northern Ireland Executive

Third Sector

Public Sector Body

Private Sector

District Council

Other (please state)

PART 1 GATEWAY CRITERIA

Failure to meet the criteria below will result in an application not being taken forward in this funding round

1a Gateway Criteria for **all bids**

Please tick the box to confirm that your bid includes plans for some LUF expenditure in 2021-22

Yes

No

Please ensure that you evidenced this in the financial case / profile.

1b Gateway Criteria for private and third sector organisations in **Northern Ireland bids only**

(i) Please confirm that you have attached last two years of audited accounts.

Yes

No

(ii) **Northern Ireland bids only** Please provide evidence of the delivery team having experience of delivering two capital projects of similar size and scale in the last five years. (Limit 250 words)

PART 2 EQUALITY AND DIVERSITY ANALYSIS

2a Please describe how equalities impacts of your proposal have been considered, the relevant affected groups based on protected characteristics, and any measures you propose to implement in response to these impacts. (500 words)

In line with the general equality duty introduced by the Equality Act 2010 and the specific public sector equality duties applicable to the Council the equalities impacts of this proposal have been carefully considered.

The impacts of this proposal have been assessed for each of the following groups based on protected characteristics. The tables below show the groups that could be affected, and sets out the measures that have been incorporated into the development of this project to ensure that any impact is clearly of a positive nature.

Protected Group	Could this proposal impact on this group?	Is the potential impact positive / negative?
<i>Age</i>	Yes	Positive
<i>Disability</i>	Yes	Positive
<i>Gender assignment</i>	No	N/A
<i>Marriage / civil partnership</i>	No	N/A
<i>Pregnancy / maternity</i>	No	N/A
<i>Race</i>	Yes	Positive
<i>Religion / belief</i>	No	N/A
<i>Sexual orientation</i>	No	N/A
<i>Sex (gender)</i>	No	N/A

Protected Group	Positive Impact
Age	Research clearly demonstrates the wellbeing benefits of participating in art and cultural activity, this includes combatting social isolation felt by many older members of the community. The convenient location of the venue for bus routes, rail links and the town centre will ensure accessibility for this protected group. Also see below the accessibility benefits of the actual venue itself.
Disability	Traditional theatre buildings can make accessibility difficult for people with disabilities. The project will ensure the building is fully accessible, making it fully usable for wheelchair users and those with limited mobility. The Muni will have a full Changing Places facility which will benefit not only the users of the building but any visitor to the town who requires use of such facilities. The new design also concentrates on ensuring equal access for

	performers as well as audience members and users. For the first time, the stage and dressing rooms will be fully accessible with complementary facilities.
Race	Wales is a country that has historically celebrated its culture and heritage through song, poetry and performance in both the English and Welsh language. The Grade II listed Muni Arts Centre has been a much valued and well-loved focus for arts and culture in Pontypridd for nearly 40 years since its original conversion in the 1980s, so without this redevelopment, there is a potential loss of cultural identity. A re-energised Muni will act as a focal point, preserving and celebrating a rich cultural heritage setting a standard for design, innovation and conservation. The comprehensive services provided in the Muni will be delivered to the same high standard in both the English and Welsh languages.

When authorities submit a bid for funding to the UKG, as part of the Government's commitment to greater openness in the public sector under the Freedom of Information Act 2000 and the Environmental Information Regulations 2004, they must also publish a version excluding any commercially sensitive information on their own website within five working days of the announcement of successful bids by UKG. UKG reserves the right to deem the bid as non-compliant if this is not adhered to.

Please specify the weblink where this bid will be published: www.rctcbc.gov.uk

PART 3 BID SUMMARY

3a Please specify the type of bid you are submitting

Single Bid (one project)

Package Bid (up to 3 multiple complimentary projects)

3b Please provide an overview of the bid proposal. Where bids have multiple components (package bids) you should clearly explain how the component elements are aligned with each other and represent a coherent set of interventions (Limit 500 words).

The Muni Arts Centre has been a valued and well-loved focus for arts and culture in Pontypridd for nearly 40 years since its original conversion in the 1980s. It is housed in a fine late C19 former Wesleyan chapel designed by local architect Arthur O Evans in Gothic style. It is listed Grade II as being of architectural and historical significance and is a landmark within the Pontypridd Town Centre Conservation Area. It is one of a number of listed buildings in Pontypridd which constitute the Town's architectural and social heritage.

There was little investment following the original conversion and the works themselves were not of high quality, obscuring significant parts of the building architectural heritage. This combined with the impact of austerity meant that the building closed in December 2018.

Rhondda Cynon Taf County Borough Council (RCT CBC) recognises the importance of making a significant investment in the building to give it a new lease of life and importantly, to reflect the value and significance of Pontypridd's arts and culture in the quality of the facilities provided, and ensure future proofing to allow a sustainable response to changing cultural and technological opportunities.

This redevelopment will secure the building's heritage, establishing it as a unique regional arts and cultural venue for the 21st century.

Informed by significant consultation with key stakeholders and the local community, the project will;

- bring a prominent but vacant cultural building back into productive use
- provide a high-spec cultural venue offering music, cinema, theatre, with associated space e.g stage, dressing rooms, Green Room

- provide bar facilities and a new social space which will support the leisure and night time economy
- create new and flexible facilities to maximise the use of space, enabling a wide range of arts, culture, event and community activities. This offers the opportunity for lettable meeting space supporting income generation.
- be fully accessible and inclusive, including the installation of a registered Changing Place.
- be future proofed to ensure sustainability including energy efficiency and the reduction of carbon emissions in support of the UK Government's Net Zero targets.

As a demonstration of its long term commitment to its redevelopment the Council, with support from Welsh Government has this year already invested almost £400,000 into undertaking key enabling and preparatory works. This will ensure that with support from the Levelling Up Fund, the project can begin on the ground as quickly as possible.

Pontypridd is one of the principal town centres within Rhondda Cynon Taf and has strategic importance as a key location for servicing valleys communities. The influence of regeneration here to improving socio-economic growth in surrounding areas is highly significant, and the project forms part of ambitious regeneration plans for the Town Centre aimed at delivering significant investment and growth, not just for Pontypridd but also for the wider area.

3c Please set out the value of capital grant being requested from UK Government (UKG) (£). This should align with the financial case:	£5,383,142	
3d Please specify the proportion of funding requested for each of the Fund's three investment themes	Regeneration and town centre	%
	Cultural	100%
	Transport	%

PART 4 STRATEGIC FIT	
4.1 Member of Parliament Endorsement (GB Only)	
See technical note section 5 for Role of MP in bidding and Table 1 for further guidance.	
4.1a Have any MPs formally endorsed this bid? If so confirm name and constituency. Please ensure you have attached the MP's endorsement letter.	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
<p>The bid has been formally endorsed by Alex Davies-Jones, Member of Parliament for Pontypridd.</p> <p>The endorsement letter is at Appendix 1.</p>	

4.2 Stakeholder Engagement and Support

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See technical note Table 1 for further guidance.

4.2a Describe what engagement you have undertaken with local stakeholders and the community (communities, civic society, private sector and local businesses) to inform your bid and what support you have from them. (Limit 500 words)

With financial support from the Architectural Heritage Fund, significant consultation activity has been undertaken to inform this proposal. As part of the feasibility study and RIBA Stage 1 designs, a full public consultation was held in 2019-20, which included a 3 stage consultation strategy to gather feedback and ideas to inform the physical design development. Detail in RIBA Stage 1 Report and supplementary documents at Appendix 2.

Stage 1 – between October 2020 and January 2021, an open “Call for Memories” was published on RCT CBC’s website and partner social media channels to enable the local community and past users of the Muni to share their memories, photographs and experiences at the Muni throughout their lives. Responses could also be submitted via a Freepost address. A number of varied and specific responses were received, bringing to light the Muni’s rich history and its social significance to the local community.

Stage 2 – a key stakeholder event held on 2 December included a virtual workshop comprising key local stakeholders, representatives of the creative sector in Pontypridd, as well as and user groups who have previously used the Muni or would like to be involved in the Muni’s future programme. They were overwhelmingly positive towards the proposed design and helped shape the preferred design proposals. Close working with other notable creative led developments i.e. the Pontypridd Museum and MCA, will ensure synergy and no duplication of facilities.

Stage 3 – between 7 December 2020 – 11 January 2021 a virtual public consultation was held where digital boards were published online. Hosted on the Council’s website, it also included a pre-recorded presentation, and allowed respondents to leave their comments via a survey. A series of physical boards was displayed in a key building within the Town Centre with interactive QR codes to direct the local community to an online questionnaire. The consultation received 178 responses, a testament to the significance of the Muni Arts Centre to Pontypridd. A copy of the Consultation Boards is at Appendix 3.

Stages 2 and 3 of the consultation were held virtually due to the restrictions in place because of the COVID-19 pandemic and the need to ensure social distancing.

In February 2020 the proposals were shared with the Rhondda Cynon Taf Strategic Culture and Arts Steering Group. This Group provides strategic guidance and advice with regards to Culture and the Arts, with particular focus on the resilience of Rhondda Cynon Taf Theatres and its capital assets. Representatives include local Councillors, Arts Council Wales (ACW) as well as an independent representative. Consultation has been held with cross-party local elected members and Pontypridd Town Council, resulting in unanimous support for the venture.

Feedback from all stages has been reviewed and used to inform a preferred option for the Muni investment – in relation to work to the building and the programme of activities that will be delivered.

4.2b Are any aspects of your proposal controversial or not supported by the whole community? Please provide a brief summary, including any campaigns or particular groups in support or opposition? (Limit 250 words)

There was controversy in 2018 when the Muni was forced to close and the heritage deficit was uncovered. However this project has the reverse effect and has gained the support of all those who campaigned for the Muni’s re-opening. The proposals have been met with nothing but positivity from all sections of the community and the wider region. Please refer to the comments/feedback received as part of the consultation and engagement with the community and stakeholders.

4.2c Where the bidding local authority does not have the statutory responsibility for the delivery of projects, have you appended a letter from the responsible authority or body confirming their support?	<input type="checkbox"/> Yes <input type="checkbox"/> No <input checked="" type="checkbox"/> N/A
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For Northern Ireland transport bids, have you appended a letter of support from the relevant district council	<input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> N/A
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4.3 The Case for Investment
See technical note Table 1 for further guidance.

4.3a Please provide evidence of the local challenges/barriers to growth and context that the bid is seeking to respond to. (Limit 500 words)

Rhondda Cynon Taf (RCT) covers an area of the South Wales Valleys from the Brecon Beacons in the north to the outskirts of Cardiff in the south. It is the third largest local authority in Wales with a population of 234,400 and as such is a critical part of a wider regional economy and labour market in South East Wales.

Pontypridd is the major urban settlement in RCT providing a pivotal role for the borough and the sub region as a hub for social and economic activity, acting as a gateway for new investment, and sustainable development. However, it is an area that has economic need and local challenges to growth.

The Welsh Index of Multiple Deprivation (WIMD) 2019 highlighted that Rhondda Cynon Taf is the third most deprived local authority in Wales with 17.5% of the 154 Lower Super Output Areas (LSOAs) in the top 10% most deprived in Wales and 71.4% of areas in the top 50%.

The communities are characterised by high levels of socio-economic deprivation caused by a number of interrelated economic indicators including high levels of unemployment, low income levels, high levels of economic inactivity, poor health conditions and low educational attainment levels.

Economy - Due to an historic lack of investment, many town centres, including Pontypridd have traditionally suffered from poor physical infrastructure, under-developed tourism and leisure assets, vacant or derelict buildings and a lack of premises which are considered suitable for businesses to locate and grow. Out of town shopping and the growth of online retailing have both had significant consequences for town centres.

The most recent Annual Retail Survey of Town Centres in RCT (October 2019) shows that Pontypridd has a vacancy rate of 11.39%, slightly lower than the national average of 15.9%

Employment / Economic Inactivity - labour market statistics demonstrate that economic activity is lower than the national average. Between January-December 2020 76.7% of people in Pontypridd were economically active (compared with 75.7% for Wales and 79.1% for GB). The economic inactivity rate was 23.3% (compared with 24.3% in Wales and 20.9% for GB) (Source NOMIS Report - ONS Annual Population Survey)

Skills – a higher than average number of people have no qualifications. People with NVQ Level 4 qualifications is 36.2% compared with 43.1% for GB. (Source NOMIS Report - ONS Annual Population Survey)

Health and wellbeing – The area has a higher than average number of people who are unable to work due to incapacity with 8.2% of people claiming incapacity benefit in August 2020 compared with 6.9% across Wales. There are also high levels of mental illness and poor wellbeing, with 23% of people in the area having a long term limiting illness. (Source Community Insight Report – at Appendix 4).

Cultural Opportunities – cultural engagement levels are average, with arts attendance in 2019 continuing to correlate with social grade. Those in the group professional, qualified and non-manual workers showing a greater propensity to attend the arts than those in the group skilled, semi-skilled and unskilled manual workers and non-working people. (Source Arts Council for Wales Adult Engagement in the Arts). Currently the nearest arts venue is more than a 30-minute drive or double that by public transport. With 29% of households having no car in this area, this presents a real inequality.

4.3b Explain why Government investment is needed (what is the market failure)?
(Limit 250 words)

Cultural institutions such as the Muni Arts Centre are critical to the economic and social wellbeing of a town and community. Their heritage status and the inevitable conservation deficit that comes hand-in-hand with their appeal, renders the large-scale investment commercially unviable. There is no economic market solution to this issue of scale of investment.

The creative and cultural industries, where outcomes are focussed on community and sector benefit, do not yield the direct commercial outcomes to support financial borrowing at this scale. Therefore, the private sector solutions do not exist to support this scheme, and the building requires significant investment.

The Muni is an important asset as part of the broader regeneration of the town centre, but it has been recognised that a Council led venue is not viable in the current economic climate.

4.3c Please set out a clear explanation on what you are proposing to invest in and why the proposed interventions in the bid will address those challenges and barriers with evidence to support that explanation. As part of this, we would expect to understand the rationale for the location. (Limit 500 words)

The proposal for investment is to bring a prominent, but currently vacant building, back into productive and sustainable use. The Muni Arts Centre, a cultural venue of regional significance has suffered from under investment in recent years, impacting negatively on its physical appearance and its socio-economic outcomes.

Please also refer to the response to **Question 3b**.

It is widely recognised that the arts and culture produce a unique set of economic, social and well-being benefits. A successful Muni can help grow the local economy and generate a unique sense of community. It will clearly address the local challenges and barriers to growth set out in Q4.3a;

Economy - The Muni will be a vibrant presence in the heart of Pontypridd. It will be a significant investment in a currently vacant property which will reduce the number of under-utilised buildings within the town centre which are not currently economic drivers and undermine investor confidence. It will lead to growing visitor numbers, increasing footfall and spend per head, providing a boost to the daytime and evening economy and supporting local businesses. This in turn will encourage further investment that will have further beneficial effects on the town. It is anticipated that Muni has the potential to contribute over £2M to the local economy through its role as a destination, its part in supporting people into work and its contribution in making Pontypridd a better place to live, visit and work.

The “*Review of High Street Footfall*” report published by the UK High Street Task Force in August 2020 highlights how retail is declining as a dominant driver of visitors in many towns. And multifunctional towns which offer a wide range of non-retail attractions are proving more attractive to visitors as footfall returns to high streets.

Employment / Economic Inactivity – The re-developed Muni Arts Centre will directly create 10 new jobs within the Centre itself, but there will also be employment opportunities during the actual construction contract, as well as support for local supply chains.

Skills – it will provide space for learning and the hosting of employability programmes, supporting the development of skills and increasing the opportunities for employment, and volunteering.

Health and Wellbeing - developing cultural venues to be more inclusive and accessible, will inevitably increase levels of engagement and participation. Providing community based solutions to support active healthy lifestyles is critical in avoiding expensive health and social care costs. Offering a range of opportunities from the Muni for people to enjoy performances, participate and volunteer will promote independence and positive lives – a significant justification for investment.

Culture – The redevelopment will enable this iconic building to become the heart of cultural life of Pontypridd. The historic environment is recognised as a powerful driver for renewed community confidence and inward investment and lies at the heart of local distinctiveness and sense of place. Development of Pontypridd’s cultural heritage assets will place the town on the map as a cultural heritage and leisure destination, building on a track record of recent investment into its museum, the YMCA redevelopment as an arts and social enterprise centre, and the Ynysangharad War Memorial Park and Lido (map at Appendix 5).

The clear linkage between the issues and how this proposal will address these summarised in the diagram at Appendix 6. This is also supported by the Theory of Change model at Appendix 7 which shows the flow between the issues, the proposed interventions, the outputs and outcomes. Appendix 8 illustrates the how the interventions will benefit all relevant stakeholders.

The rationale for the location is evident. Although Pontypridd is an area that has economic need and local challenges, it also has significant economic opportunity. Its strategic importance in the electrification of the Valleys Lines and the future South Wales Metro system will increase the connectivity between Wales’ capital city and the Valleys region, the availability of key development sites, educational opportunities through the University of South Wales and Coleg y Cymoedd, and its strategic location between Cardiff and the Heads of the Valleys, provide significant opportunities to make Pontypridd a strong and regionally significant town.

The map at Appendix 9 shows its strategic importance as a key location for servicing valleys communities. The influence of regeneration to the surrounding areas is significant in improving socio-economic conditions, helping to increase employment levels, improving levels of entrepreneurship, attracting higher levels of private sector investment and increasing access to improved services.

4.3d For Transport Bids: Have you provided an Option Assessment Report (OAR)	<input type="checkbox"/> Yes <input type="checkbox"/> No
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4.3e Please explain how you will deliver the outputs and confirm how results are likely to flow from the interventions. This should be demonstrated through a well-evidenced *Theory of Change*. Further guidance on producing a Theory of Change can be found within [HM Treasury's Magenta Book](#) (page 24, section 2.2.1) and [MHCLG's appraisal guidance](#). (Limit 500 words)

The Theory of Change at Appendix 7 clearly evidences the outputs and outcomes of this project and how they will flow as a result of the interventions.

New facilities will help people into work, providing direct jobs and generating identifiable economic impact directly in the venue, indirectly in the spending of visitors in the local economy beyond the venue and in the induced effect in the economy as these effects flow through other businesses and the supply chain. The venue itself will provide much needed, accessible jobs capable of being performed by people in the local labour force, but with good quality roles, good job intensity and with continuity of employment over time.

Other jobs, and economic effect will flow to a wide diversity of local businesses – as a consequence of venue visitor spending and venue procurement of services. This will extend across the wider economy, but also significantly transform work intensity in the specialist supply chain in the creative industries.

The creative industries represent one of Wales' fastest-growing sectors, with an annual turnover of more than £2.2 billion, and employing over 56,000 people – 40% more than 10 years ago. The Muni will have a new ability to engage young people to consider careers in the creative industries which otherwise may have been out of reach.. It will help to prevent poverty through the development of self-confidence and skills, particularly among young people and younger adults through participation to a wide programme of arts, literature, culture and media related activities.

Businesses in all sectors locally will also be supported by the provision of high quality facilities in which they will host business development, product and service showcasing, supply chain development, training and diversification.

By better supporting the user groups alone, this project will secure their future and the 500 or so volunteers associated with them. It is anticipated that over 2000 hours a year of volunteer time will be achieved.

The wellbeing and economic benefits of volunteering are well documented. Individuals of all ages will benefit by tackling social isolation, encouraging people back towards the labour market and giving people the chance to give something back to their community. Individual volunteers will be supported on personal development pathways, training and mentoring, so as to deliver practical and tangible benefit for them.

These outputs have been monetised for the project and the basis of calculation set out in response to Q5.4a.

More broadly, the redevelopment will have wide and diverse benefits to wellbeing and quality of life, combatting poverty and ill-health and supporting aspiration and personal and community development. The project will improve the lives of people living in poverty through access to high quality, affordable, accessible entertainment, arts programmes and community celebrations. In particular, additional facilities for participation in dance, theatre and music activities will support health and wellbeing and help to combat obesity and ill-health.

These wider, but no less transformative, outcomes are set out in more detail in response to Q5.5b.

4.4 Alignment with the local and national context

See technical note Table 1 for further guidance.

4.4a Explain how your bid aligns to and supports relevant local strategies (such as Local Plans, local economic strategies or Local Transport Plans) and local objectives for investment, improving infrastructure and levelling up. (Limit 500 words)

The redevelopment of the Muni Arts Centre into a cultural venue at the heart of Pontypridd Town Centre clearly aligns to and supports local strategies and objectives for investment, regeneration and economic growth.

A key priority within **RCT CBC's Corporate Plan 2020-2024 "Making A Difference"** is to create the opportunity for people and business to be innovative, entrepreneurial and fulfil their potential to prosper. As part of this the Council is committed to investing in its town centres, bringing jobs and homes into its town centres, to create vibrant, thriving places people wish to live, work and socialise. This project will dovetail into the Council's key priorities of;

- Building a strong economy – the Muni will be a vibrant presence in the heart of Pontypridd, providing a boost to the daytime and evening economy and supporting local businesses;
- Promoting independence and positive lives for everyone – the Muni will offer a range of opportunities for people to enjoy performances, to participate and volunteer
- Creating neighbourhoods where people are proud to live and work – the Muni will once become again a symbol of the creativity and resilience of Pontypridd, a venue where people join together to celebrate a unique cultural heritage.

RCT CBC's Draft Tourism Strategy identifies that the pattern of tourism is changing with much more emphasis on adventure and unique experience – one linked to culture and heritage rather than sea and sand. It particularly focuses on how the town centres can take advantage of these opportunities, where investment in vacant or underperforming property assets can lead to growing visitor numbers and spend per

head. This in turn will encourage further investment that will have additional beneficial effects on the towns in which they are located.

Draft Pontypridd Placemaking Plan – Following a baseline analysis, the “Pontypridd Placemaking Plan” produced by The Urbanists for RCT CBC Welsh Government and Transport for Wales identifies a series of core ambitions to guide future investment and also identifies a series of key spatial drivers and interventions. The Muni Arts Centre is included as key element of developing the Northern Gateway into the Town Centre

Cwm Taf Public Services Board Wellbeing Plan 2018-2023 focuses on actions that will improve the economic, social, cultural and environmental well-being of communities in the Cwm Taf area (Rhondda Cynon Taf and Merthyr). One of the key objectives is the growth of a strong local economy that attracts people to live, work and play in Cwm Taf, using culture and heritage for the health, prosperity and benefit of the community.

The **Welsh Government’s “Town Centre First”** initiative recognises that towns are vital to economic, social and cultural well-being and encourages the location of facilities and services within town centres to increase footfall and create vibrancy.

Cardiff Capital Region City Deal aims to create jobs and boost economic prosperity by improving productivity, tackle worklessness, build on foundations of innovation, invest in physical and digital infrastructure, provide support for business, and ensure that any economic benefits generated as a result are felt across the region.

4.4b Explain how the bid aligns to and supports the UK Government policy objectives, legal and statutory commitments, such as delivering Net Zero carbon emissions and improving air quality. Bids for transport projects in particular should clearly explain their carbon benefits. (Limit 250 words)

This application fully supports the UK Government’s target of the UK becoming a Net Zero country by 2050 and the interim targets of reducing carbon emissions by 68% by 2030 and by 78% by 2035, when compared to 1990 levels.

Although constrained by the Grade II listing of the building, the proposals to upgrade and modernise the Muni Centre will significantly improve the energy performance of the building.

Among the measures proposed are:

- Installation of thermal insulation of the roof, floor and external walls (internally)
- Replacement of existing windows with timber double glazed units
- Upgraded ventilation systems
- Air Source Heat Pump system
- LED lighting and Controls
- Photovoltaic system on flat roof areas.

For further detail see the Sustainability Appraisal as part of the RIBA Stage 1 report at Appendix 2.

These proposals will improve the energy efficiency of the Centre and reduce carbon emissions in support of the UK Government's targets,

The sustainable location of the Muni Centre also promotes Active Travel options which contributes to the reduction in transport emissions and improves air quality.

Pontypridd Bus Station is 200m away from the Centre, and Pontypridd Rail Station, on the core Valley Lines network connecting Pontypridd with Cardiff and the principal towns in the County, is only 500m from the Centre.

Pontypridd also sits on the Taff Trail cycle route, which is a component of the main South Wales to North Wales cycle network (NCN 8).

4.4c Where applicable explain how the bid complements / or aligns to and supports other investments from different funding streams. (Limit 250 words)

The investment in the Muni Arts Centre will strongly align with other regeneration investments within the Town Centre. These all have interlinked economic and social regeneration impact which will address the levelling up agenda including attracting increased number of visitors, stimulating town centre footfall, boosting local businesses, and encourage inward investment.

Welsh Government Targeted Regeneration Investment funding as part of the Transforming Towns agenda has provided over £3.5m support for key physical regeneration initiatives within Pontypridd Town Centre, including the enabling works for the Muni.

Welsh Government Valleys Regional Park Programme has invested £1.2million into Ynysangahard Park and a further £2million investment from the **National Heritage Lottery Fund** will enable further works to be undertaken in the Park commencing in Summer 2021.

The Arts Council for Wales has invested £2.2million in the redevelopment of the Pontypridd YMCA to provide a state-of-the-art multi-purpose centre including a facilities and space for community arts and social. This will be completely complementary to the offer of the Muni Arts Centre as a cultural venue.



4.4d Please explain how the bid aligns to and supports the Government's expectation that all local road projects will deliver or improve cycling and walking infrastructure and include bus priority measures (unless it can be shown that there is little or no need to do so). Cycling elements of proposals should follow the Government's cycling design guidance which sets out the standards required. (Limit 250 words)

This is not a local road project, however the Muni Arts Centre is situated in an extremely sustainable location, being accessible on foot, by bicycle and by public transport.

Pontypridd Bus Station is situated only 200m from the Arts Centre and good rail connections are available with Pontypridd Rail Station just 500m from the Centre. In addition, routes on the Taff Trail Cycle Path are accessible within 400m.

Pontypridd is also identified as a strategic development area within the vision for the South Wales Metro proposals and will benefit greatly from improved transport connectivity with the Cardiff Capital Region.

PART 5 VALUE FOR MONEY

5.1 Appropriateness of data sources and evidence

See technical note Annex B and Table 1 for further guidance.

All costs and benefits must be compliant or in line with [HMT's Green Book](#), [DfT Transport Analysis Guidance](#) and [MHCLG Appraisal Guidance](#).

5.1a Please use up to date evidence to demonstrate the scale and significance of local problems and issues. (Limit 250 words)

The response to Question 4.3a provides further detail on the local challenges/barriers to growth

Due to an historic lack of investment, many town centres, including Pontypridd have traditionally suffered from poor physical infrastructure, under-developed tourism and leisure assets, vacant or derelict buildings and a lack of premises which are considered suitable for businesses to locate and grow.

Labour market statistics demonstrate that economic activity is lower than the national average, economic inactivity higher than the national average and also there are a higher than average number of people who are unable to work due to incapacity and claiming incapacity benefit.

This is supported by data and evidence to verify the scale and significance of these issues from independent sources such as the Welsh Index of Multiple Deprivation, the Office of National statistics as well as from independent evaluations undertaken on regeneration projects delivered across Rhondda Cynon Taf. A baseline analysis has been undertaken to support the development of the Pontypridd Placemaking Plan which identifies the issues and opportunities facing the town centre.

Further information on the quality assurance of this data is included in the response to Q5.1b.

5.1b Bids should demonstrate the quality assurance of data analysis and evidence for explaining the scale and significance of local problems and issues. Please demonstrate how any data, surveys and evidence is robust, up to date and unbiased. (Limit 500 words)

Several data sources have been used to inform the project proposal and all data that has been included is robust, up to date and un-biased as it is from published independent sources Data sources and origins can be seen in the below table:

Data Source and Origin
Public Consultation on the proposed redevelopment of the Muni Arts Centre undertaken between October 2020 and January 2021 was open and transparent with all comments recorded as part of the process.
The Welsh Index of Deprivation (WIMD) is the Welsh Government's official measure (National Statistic) of comparable deprivation for the smaller areas in Wales. WIMD 2019 is the latest dataset available.
Labour Market Profile for the Pontypridd Constituency is produced by NOMIS a service provided by the Office for National Statistics (ONS) which gives detailed and up-to-date UK labour market statistics from official sources.
Community Insight Report for Pontypridd May 2021 - Community Insight is a joint project from Housing Associations Charitable Trust (HACT) and Oxfords Consultant for Social Inclusion (OCSI), who and interpret the information published by government as open data, and develop an evidence base to help public and community organisations deliver better and more joined-up services.
Arts Council for Wales 2019 Wales Omnibus Survey – Adult engagement in the Arts –an annual survey into arts attendance and participation conducted by Beaufort Research Ltd Wales. At least 1,000 interviews are conducted each year with a sample designed to be representative of the adult population resident in Wales aged 16 and over.
Independent evaluations undertaken on other key regeneration projects delivered in Pontypridd Town Centre. This includes the evaluation report produced by Wavehill Ltd in 2017 on the project to restore the Lido. These reports provide a useful independent evaluation, evidenced by survey and interviews with a range of stakeholders, users and local people and businesses.

5.1c Please demonstrate that data and evidence chosen is appropriate to the area of influence of the interventions. (Limit 250 words)

In terms of the data presented and the supporting evidence and statistics, it is clear to see that there is a need for intervention both on a spatial and socio-economic basis in Pontypridd.

For example, the following demonstrates evidence of appropriateness as follows:

- An independent baseline analysis has been undertaken to support the development of the Pontypridd Placemaking Plan which identifies the issues facing the town centre as well as opportunities for cultural development.
- Local strategies identified in Q4.4a which clearly evidence the strategic fit of this project.

Other statistical data sources utilised to support the bid are considered appropriate as they have been taken from credible independent data sources such as Office of National Statistics, the Welsh Index of Deprivation.

The response to Q4.3c also clearly demonstrates the appropriateness of these interventions and the significant positive impact they will have in addressing these local challenges.

5.2 Effectiveness of proposal in addressing problems

5.2a Please provide analysis and evidence to demonstrate how the proposal will address existing or anticipated future problems. Quantifiable impacts should usually be forecasted using a suitable model. (Limit 500 words)

The Theory of Change (Appendix 7) has underpinned the approach to the project, identifying current and future problems, working with local communities through consultation and involvement to develop a set of Desired Results and vision for a transformed future – enabling us to plan the mission, objectives, scope, specification and proposed interventions of the project. This then enabled us to identify, test, refine and place value on the outputs and outcomes of these interventions. Throughout the project the Theory of Change has been used to review and test emerging thesis and proposals against identified current and future problems, express needs and demand.

The project therefore provides direct address to specific problems:

- The local economy is held back by poverty, low earnings, low work intensity, low value activity and consequent lower levels of economic generation ~ the project will generate more than 25,000 new visitor footfalls and visitor spending, directly and beyond the venue, providing over £5m of net new, retained, economic value in the local economy over its first five year cycle.
- There remains a lack of good quality and accessible jobs of long term resilience and with progression potential in the local economy ~ the facility will deliver

more than 10 FTE direct jobs for local people and support many more jobs through its supply chain and in the businesses benefitting from visitor and participant footfalls.

- There remain significant problems of town centre dereliction and high street vacancy/viability ~ the project will restore and celebrate an important town centre heritage building, visibly showing confidence in town centre renewal and providing direct business to surrounding properties and businesses.
- Pontypridd suffers challenges of image and perception which weaken its economic performance and blight growth and opportunity for local business and people ~ the project will help transform the perception of Pontypridd as a positive, ambitious, town and destination for visitors and businesses.
- Businesses lack quality facilities to develop and host business development, networking, showcasing and training ~ the project will provide quality facilities for an estimated 40 local businesses and their supply chains annually.
- Community Groups lack quality facilities to develop, achieve sustainability and reach beneficiaries ~ the project will provide supported and enabled quality facilities affordably to an estimated 30 community groups annually.
- Residents and in particular young people identify frustration that cultural and entertainment opportunities are absent or demand travel to Cardiff or coastal conurbation ~ the venue will provide 120 live performances annually

Young people identify that their aspirations are frustrated by lack of flexible training and work experience opportunities, particularly in the creative industries ~ the project will provide opportunities to 120 young people, and developmental volunteering opportunities of over 2,000 hours, annually.

Communities suffer poverty and deprivation – in health and wellbeing indices, isolation and life outcomes ~ the project will provide practical facilities and supported engagement, volunteering, employment, social activity, community gathering and benefits of cultural engagement to an estimated 25,000 visitors and participants annually.

Taken together these benefits directly address and make a substantial impact on identified needs and problems in the town.

Please also refer to the response to Q4.3c which sets out how the proposed interventions will address identified challenges and barriers.

5.2b Please describe the robustness of the forecast assumptions, methodology and model outputs. Key factors to be covered include the quality of the analysis or model (in terms of its accuracy and functionality) (Limit 500 words)

The project has been developed in some detail to ensure considerable confidence in the forecast assumptions for both delivery cost, operability and the monetised benefits to the community and economy of the area.

[REDACTED]

[REDACTED]

[REDACTED] This partnership working model is a major strength of the delivery model and gives robust confidence of the direct connection of the renewed building to its communities and those who need its interventions.

In collaboration with Awen and with specialist cultural economics consultancy DCA, the Theory of Change has been modelled to understand the precise mechanisms and interventions that will deliver the change our communities seek (Appendix 7). This has then been modelled in a quantified and monetised map of benefits which will be delivered where it is robust and defensible to give monetised values to outcomes, and in specific narrative where we believe that monetising wellbeing and cultural outcomes would be less precise.

The response to Q.5.4a sets out the specific methodology on a benefit by benefit basis. Overall, however, our confidence in the model is based on:

- It being driven directly by the needs and aspirations presented in the extensive consultations with communities and through the Theory of Change model – all interventions are focused on specific express needs
- The scheme is directly driven by the provision of facilities and services arising from these needs and proposed interventions and supported by an operational plan to deliver them
- The economic model used to forecast economic impact has been extensively tested and its method approved in many previous successful submissions to central and local Government funds, in assessment by LEP, Government and consultant assessors.
- This model uses values to drive monetised benefit forecasts based on established and tested national metrics produced by, e.g. Visit Britain and DeLoittes.
- All assumptions have been subject to analysis of, and allowance for deadweight, displacement, leakage and optimism bias – our expectation in fact is that actual benefits will exceed the forecast.
- All models and workings have been peer-reviewed and loop-tested back to the Theory of Change to test their specific practical address to need.

5.3 Economic costs of proposal

5.3a Please explain the economic costs of the bid. Costs should be consistent with the costs in the financial case, but adjusted for the economic case. This should include but not be limited to providing evidence of costs having been adjusted to an appropriate base year and that inflation has been included or taken into account. In addition, please provide detail that cost risks and uncertainty have been considered and adequately quantified. Optimism bias must also be included in the cost estimates in the economic case. (Limit 500 words)

[Redacted]

[Redacted]

[Redacted]

[Redacted]

[Redacted]

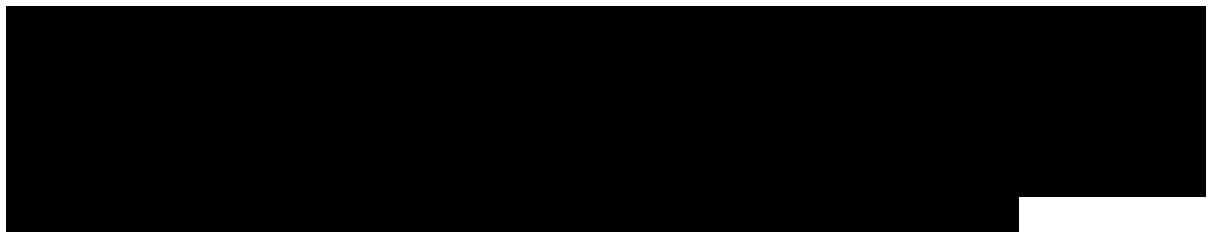
[Redacted]

[Redacted]

5.4 Analysis of monetised costs and benefits

5.4a Please describe how the economic benefits have been estimated. These must be categorised according to different impact. Depending on the nature of intervention, there could be land value uplift, air quality benefits, reduce journey times, support economic growth, support employment, or reduce carbon emissions. (Limit 750 words)

The monetised costs and benefits are set out in Tabs A& B on the supporting excel spreadsheet at Appendix 10.



The monetised benefits are as follows:

Businesses supported - The renewed Muni will provide high quality and needed facilities for local businesses through the provision of space for business development and sales activities. The basis of calculation is to take the forecast frequency of these sessions in the developed building in an average year of operation, apply a discounting factor of 50% overall for deadweight, displacement and optimism bias and then to apply an 'equivalent value' of the extent to which these businesses would expect to generate positive business value per event.

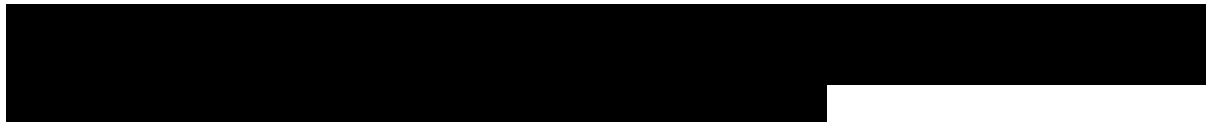
Indirect and induced effects of visits to the venue retained in the wider RCT economy - As they visit/use the venue for all purposes, visitors generate direct economic impact in spending in the venue and indirect effects in their spending on travel to venue, spend in adjacent businesses, etc. Together these also generate 'flow through' or induced effects as these businesses in turn procure local services. For the purposes of this analysis, we have estimated all future visitors by visit purpose, estimated the geographic origin (local, day visits from beyond locality, overnight visits) for each visit type and then applied established industry impact rates (Visit Britain/deLoittes adjusted slightly downward for specific activities of this venue and for South Wales economy). Direct impacts in the venue are set aside as being covered by our jobs created calculation (see below). Adjustments are then made to discount for deadweight/displacement/optimism bias and for leakage from the local economy. The resulting discounted indirect and induced effects are then discounted for the 3.5% discount rate.

Employment - the venue will generate a significant new employment opportunity for local people, with jobs both accessible and performable for local people but also of good quality, job intensity and employment length. The number of FTE jobs is estimated from forecast employment patterns for all operations in the renewed venue and the value of each job annually calculated using the ONS National Productivity Indices, (2018) £ GVA prefilled job at the NUTS3 Central Valleys geographic level. In line with usual practice, this employment effect is taken as being a valid figure for all direct impact of activity in the venue (except where there are larger extra-ordinary non-labour procurements – which we don't forecast in this case), hence the fact that direct activity is counted here and not in the EIA per visit calculation on the previous page.

Community groups supported - As the Theory of Change shows, a key outcome is to transform the effectiveness and outcomes of a large cohort of community groups. Here we quantify numbers of engagements and apply an equivalent cost allowance estimating the cost of impacting on the community group other than by provision of the facility.

Volunteering - The new venue will provide opportunities for volunteering focused on personal development, training/learning, volunteer wellbeing and practical economic outcomes for volunteers. To monetise the benefit we estimate the number of FTE volunteers from the forecast hours and apply an equivalent cost of providing the support through other forms of mentoring/training.

Training - A wide variety of training opportunities will be delivered to different groups and individuals. Again, we estimate the number of trainees reached across different training types and apply an equivalent cost of providing the training through other methods, benchmarked against existing training provision elsewhere in the Borough.



Please refer to the excel workbook at Appendix 10 for further details.

5.4b Please complete Tab A and B on the **appended excel spreadsheet** to demonstrate your:

Tab A - Discounted total costs by funding source (£m)

Tab B – Discounted benefits by category (£m)

5.5 Value for money of proposal

5.5a Please provide a summary of the overall Value for Money of the proposal. This should include reporting of Benefit Cost Ratios. If a Benefit Cost Ratio (BCR) has been estimated there should be a clear explanation of how this is estimated ie a methodology note. Benefit Cost Ratios should be calculated in a way that is consistent with [HMT's Green Book](#). For non-transport bids it should be consistent with [MHCLG's appraisal guidance](#). For bids requesting funding for transport projects this should be consistent with [DfT Transport Analysis Guidance](#). (Limit 500 words)

The project will transform the condition and accessibility of the Muni and will generate very significant increases in economic activity and substantial economic outputs in the local and regional economy. The project will make a profound difference to overcoming barriers to participation and engagement for all and will specifically address economic and social needs and priorities for people of the County Borough, Valley and town.

It offers significant value for money in a number of direct financial ways, as well as in its substantial economic impact beyond the building and its budgets:

[REDACTED]

- Driving significantly increased usage across all aspects including;
 - main hall events and attendance, participation levels among young people in particular and support of local voluntary groups at lower cost – hence delivering very significantly improved value for money.
- Driving very significant increases in economic activity on site and, in consequence, substantial economic effects in the local and regional economy.
- Growth is driven by:
 - Increase in frequency of events in each month and particularly in peak performing arts seasons.
 - Retention of a balanced programme of popular entertainment programmes with commitments to local performers and companies, new work and matinee and other off-peak programmes to serve a diverse audience.
 - Modest growth in expected audience numbers for more commercial product, supported by new resources for programme marketing.
 - No significant change in ticket pricing in order to maintain affordability for the audience reflecting the demographic of the area.

[REDACTED]

[Redacted]

[Redacted]

[Redacted]	[Redacted]	[Redacted]	[Redacted]
[Redacted]	[Redacted]	[Redacted]	[Redacted]
[Redacted]	[Redacted]	[Redacted]	[Redacted]

[Redacted]

Full details are shown in the excel workbook at Appendix 10 and supporting detailed calculations at Appendix 11.

5.5b Please describe what other non-monetised impacts the bid will have, and provide a summary of how these have been assessed. (Limit 250 words)

By investing in and securing the Muni for future generations the project will result in the following non-monetised impacts:

- **Civic pride** - reinforcing a cultural identity and sense of place which derives from celebrating local culture and the unique built environment.
- **Boosting confidence** - seeing investment flow into the area will boost confidence among individuals and business that the town and the surrounding area is one in which they can thrive and succeed in.
- **Inspiring** - the bid will inspire future generations that they can achieve their ambitions. The Muni will provide a platform where young people can realise the potential of the creative industries as a career pathway.
- **Connectivity** - the bid creates a venue of regional significance that will draw people from Cardiff and beyond, thus better connecting Pontypridd to its hinterland.
- **Wellbeing improvements** - the bid will derive personal wellbeing improvements by people being more engaged in social and cultural activity, improve both mental and physical health.
- **Cultural enhancement** - involvement in culture makes people feel better and evidence suggests that cultural regeneration is one of the most successful forms of re-building town centres Examples such as Belfast, Gateshead, Salford and Stratford London, demonstrate how culture can make places attractive for inward investment, community cohesion and inclusiveness.

5.5c Please provide a summary assessment of risks and uncertainties that could affect the overall Value for Money of the bid. (Limit 250 words)

[Redacted]

[Redacted]
[Redacted]
[Redacted]
[Redacted]
[Redacted]
[Redacted]
[Redacted]
[Redacted]

5.5d For transport bids, we would expect the [Appraisal Summary Table](#), to be completed to enable a full range of transport impacts to be considered. Other material supporting the assessment of the scheme described in this section should be appended to your bid.

PART 6 DELIVERABILITY

6.1 Financial

See technical note Table 1 for further guidance.

6.1a Please summarise below your financial ask of the LUF, and what if any local and third party contributions have been secured (please note that a minimum local (public or private sector) contribution of 10% of the bid costs is encouraged). Please also note that a contribution will be expected from private sector stakeholders, such as developers, if they stand to benefit from a specific bid (Limit 250 words)

[Redacted]

6.1b Please also complete Tabs C and D in the **appended excel spreadsheet**, setting out details of the costs and spend profile at the project and bid level in the format requested within the excel sheet. The funding detail should be as accurate as possible as it will form the basis for funding agreements. Please note that we would expect all funding provided from the Fund to be spent by 31 March 2024, and, exceptionally, into 2024-25 for larger schemes.

Information attached in excel spreadsheet at Appendix 10.

6.1c Please confirm if the bid will be part funded through other third-party funding (public or private sector). If so, please include evidence (i.e. letters, contractual commitments) to show how any third-party contributions are being secured, the level of commitment and when they will become available. The UKG may accept the provision of land from third parties as part of the local contribution towards scheme costs. Where relevant, bidders

Yes

No

[Redacted]

should provide evidence in the form of an attached letter from an independent valuer to verify the true market value of the land.

6.1d Please explain what if any funding gaps there are, or what further work needs to be done to secure third party funding contributions. (Limit 250 words)

There is a current funding gap of £5.383M which the Council intends to resolve as a result of this Levelling Up Fund bid being successful. There are no funding gaps in relation to the 10% match funding.

6.1e Please list any other funding applications you have made for this scheme or variants thereof and the outcome of these applications, including any reasons for rejection. (Limit 250 words)

6.1f Please provide information on margins and contingencies that have been allowed for and the rationale behind them. (Limit 250 words)

6.1g Please set out below, what the main financial risks are and how they will be mitigated, including how cost overruns will be dealt with and shared between non-UKG funding partners. (you should cross refer to the Risk Register). (Limit 500 words)

[Redacted text block]

[Redacted text block]

[Redacted text block]

[Redacted text block]

6.2 Commercial

See technical note Section 4 and Table 1 for further guidance.

6.2a Please summarise your commercial structure, risk allocation and procurement strategy which sets out the rationale for the strategy selected and other options considered and discounted. The procurement route should also be set out with an explanation as to why it is appropriate for a bid of the scale and nature submitted.

Please note - all procurements must be made in accordance with all relevant legal requirements. Applicants must describe their approach to ensuring full compliance in order to discharge their legal duties. (Limit 500 words)

[Redacted]

[Redacted]

[Redacted]

[Redacted]

[Redacted]

[Redacted]

[Redacted text]

6.3 Management

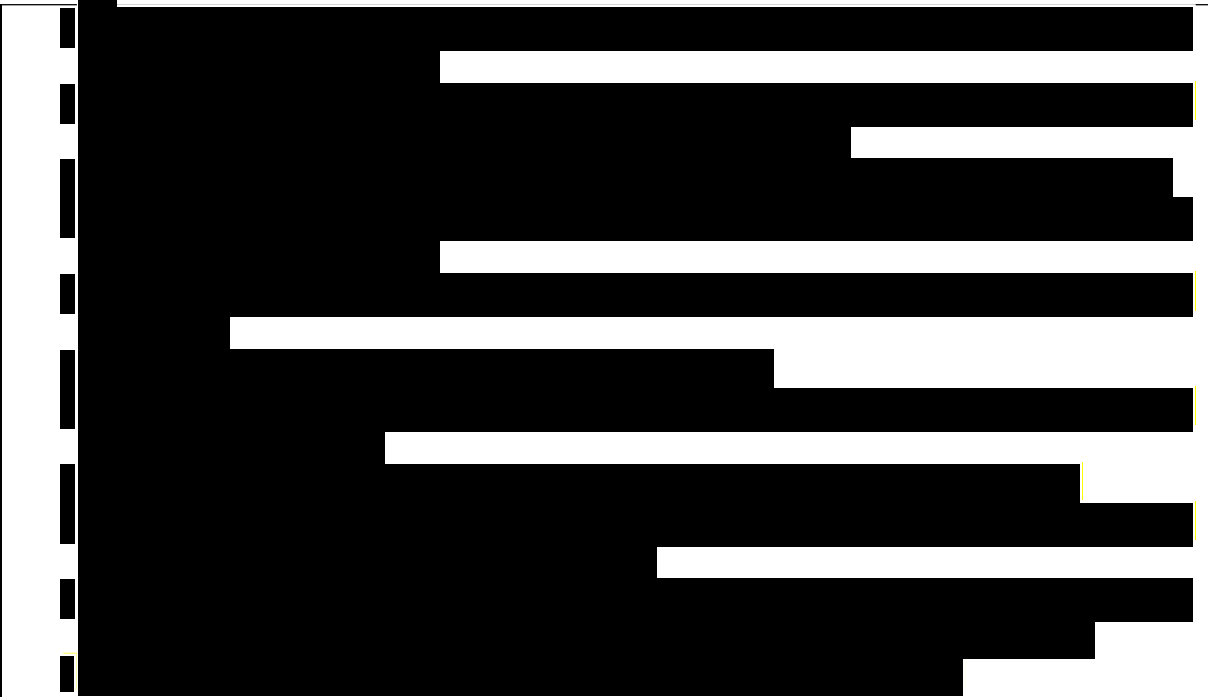
See technical note Section 4 and Table 1 for further guidance

Delivery Plan: Places are asked to submit a delivery plan which demonstrates:

- Clear milestones, key dependencies and interfaces, resource requirements, task durations and contingency.
- An understanding of the roles and responsibilities, skills, capability, or capacity needed.
- Arrangements for managing any delivery partners and the plan for benefits realisation.
- Engagement of developers/ occupiers (where needed)
- The strategy for managing stakeholders and considering their interests and influences.
- Confirmation of any powers or consents needed, and statutory approvals eg Planning permission and details of information of ownership or agreements of land/ assets needed to deliver the bid with evidence
- Please also list any powers / consents etc needed/ obtained, details of date acquired, challenge period (if applicable) and date of expiry of powers and conditions attached to them.

6.3a Please summarise the delivery plan, with reference to the above (Limit 500 words)

[Redacted text]



Draft terms of reference for the project have been drawn up (Appendix 16) and these clearly outline internal **roles, responsibilities**, and governance arrangements.

A draft monitoring and evaluation plan is appended to this application (Appendix 17) that clearly addresses the model for measuring project outputs, as well as the plan for **measuring the benefits** / outcomes of the project.

Effective communication and engagement is a core principle of the Councils Strategic Equality Plan and every effort will continue to be undertaken throughout the life cycle of the project to **engage with stakeholders** on a regular and timely basis. In accordance with best practice and the Project Boards desire to ensure continued collaboration, there will be engagement with conservation and planning officers, as well as key consultees such as Cadw, the Architectural Heritage Fund and the Theatres Trust to seek feedback prior to the commencement of subsequent work stages.



6.3b Has a delivery plan been appended to your bid?	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
6.3c Can you demonstrate ability to begin delivery on the ground in 2021-22?	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No

6.3e Risk Management: Places are asked to set out a detailed risk assessment which sets out (word limit 500 words not including the risk register):

- the barriers and level of risk to the delivery of your bid
- appropriate and effective arrangements for managing and mitigating these risk
- a clear understanding on roles / responsibilities for risk

[Redacted]

[Redacted]

[Redacted]

[Redacted]

[Redacted]

[Redacted]

[Redacted]

[Redacted]

[Redacted]

[Redacted]

6.3f Has a risk register been appended to your bid? Yes
 No

6.3g Please evidence your track record and past experience of delivering schemes of a similar scale and type (Limit 250 words)

The Council has a rolling 3 year capital programme of approximately £250M in value. Being a unitary authority with responsibility for all aspects of local government for the area the capital projects managed by the Council are diverse in both nature, size, value and funding. The capital programme contains new build schemes, such as new schools and office accommodation, as well schemes similar to this bid where large scale refurbishment works have been undertaken.

In particular RCT has delivered several listed building schemes where extensive refurbished / conservation and new design construction work has been undertaken.

- Tonyrefail Community School [Redacted]
- National Lido of Wales, Pontypridd [Redacted]
- The ongoing delivery of the 21st Century Schools programme which involves a number of school construction projects including new builds and refurbishments [Redacted]
- The successful implementation of numerous town centre regeneration strategies, with multi million-pound schemes being undertaken 5 strategic town centres, including Pontypridd. [Redacted]

To underpin the delivery of such projects the Council has developed a Project Management Protocol, which is used to obtain maximum benefit from funding opportunities. It provides a structured approach for managing high quality projects, establishing procedures that encourage effective and transparent communication channels.

6.3h Assurance: We will require Chief Financial Officer confirmation that adequate assurance systems are in place.

Please refer to the declaration from the Chief Finance Officer in section 7.2

6.4 Monitoring and Evaluation

See technical note Section 4 and Table 1 for further guidance.

6.4a Monitoring and Evaluation Plan: Please set out proportionate plans for M&E which should include (1000 word limit):

- Bid level M&E objectives and research questions
- Outline of bid level M&E approach
- Overview of key metrics for M&E (covering inputs, outputs, outcomes and impacts), informed by bid objectives and Theory of Change. Please complete Tabs E and F on the **appended excel spreadsheet**
- Resourcing and governance arrangements for bid level M&E

A monitoring and evaluation framework has been developed for the redevelopment of the Muni Arts Centre (Appendix 17). To determine;

- Whether the project met its initial aims and objectives;
- Whether the forecast outputs have been achieved by the project;
- Whether the forecast outcomes have been achieved
- The wider impact of the project
- The extent to which the project has demonstrated best practice.

The following approach will be adopted to ensure a high quality approach to the project evaluation:

- A procurement process will be undertaken to appoint external consultants.
- Appointment will be through an assessment of both cost and quality.
- The appointed consultants will be managed by the Muni Arts Centre Project Board.
- The appointed consultants will undertake evaluation services throughout the lifecycle of the project, and will produce three reports at the following pivotal stages:
 - A **baseline** study and report at the point of appointment.
 - A **mid-term** evaluation and report of progress following completion of the redevelopment.
 - A **final** evaluation and report once the redevelopment has been operational for a full year.

All project data will be analysed, to identify the extent to which the redevelopment has benefitted the local community, neighbouring communities, businesses and visitors.

A suggested approach to the evaluation is detailed below, this will however need to be further developed and agreed with the appointed consultant.

Baseline Evaluation

- A review of project background documents and funding applications to inform the study.
- Analysis of the project objectives
- Analysis of the indicators and targets
- .Recommendation of any further indicators and targets that may be suitable for the project including recording methodology.
- A survey of town centre users perception of the redevelopment and existing town centre.
- A summary of the proposed project activity against which progress can be benchmarked.

Mid Term Evaluation

- Validation of data collected by Rhondda Cynon Taf CBC in relating to indicators and targets.
- Collation of evidence for any additional indicators and targets identified in the baseline evaluation.
- The project achievement against indicators and
- A survey of town centre users to ascertain any changes in perception of the redevelopment and existing town centre.
- Monitoring of progress against project objectives.
- Monitoring of social value and community benefits outcomes.

Final Evaluation

- Validation of data collected by Rhondda Cynon Taf CBC in relating to indicators and targets.
- Collation of evidence for any additional indicators and targets identified in the baseline evaluation.
- The project achievement against indicators and targets .
- A survey of users to ascertain any changes in perception of the Muni Arts Centre during its first operational year.
- A survey of town centre users to ascertain any changes in perception of the redevelopment and existing town centre.
- Monitoring of progress against project objectives
- Monitoring of project success after a full year of operation.
- Lessons learned that help inform future regeneration projects.
- Dissemination Plan.

An overview of key metrics for M&E (covering inputs, outputs, outcomes and impacts), informed by bid objectives and Theory of Change are included on Tabs E and F of the spreadsheet (Appendix 10)

The Monitoring and Evaluation arrangements for this project will be further informed by any supplementary guidance issued by UK Government.

PART 7 DECLARATIONS

7.1 Senior Responsible Owner Declaration

As Senior Responsible Owner for The Muni Arts Centre Re-development, Pontypridd, Aberdare I hereby submit this request for approval to UKG on behalf of Rhondda Cynon Taf County Borough Council and confirm that I have the necessary authority to do so.

I confirm that Rhondda Cynon Taf County Borough Council will have all the necessary statutory powers and other relevant consents in place to ensure the planned timescales in the application can be realised.

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

7.2 Chief Finance Officer Declaration

As Chief Finance Officer for Rhondda Cynon Taf County Borough Council I declare that the scheme cost estimates quoted in this bid are accurate to the best of my knowledge and that Rhondda Cynon Taf County Borough Council;

- has allocated sufficient budget to deliver this scheme on the basis of its proposed funding contribution
- accepts responsibility for meeting any costs over and above the UKG contribution requested, including potential cost overruns and the underwriting of any funding contributions expected from third parties
- accepts responsibility for meeting any ongoing revenue requirements in relation to the scheme
- accepts that no further increase in UKG funding will be considered beyond the maximum contribution requested and that no UKG funding will be provided after 2024-25
- confirm that the authority commits to ensure successful bids will deliver value for money or best value.
- confirms that the authority has the necessary governance / assurance arrangements in place and that all legal and other statutory obligations and consents will be adhered to.

[REDACTED]

[REDACTED]

7.3 Data Protection

Please note that the The Ministry of Housing, Communities and Local Government (MHCLG) is a data controller for all Levelling Up Fund related personal data collected with the relevant forms submitted to MHCLG, and the control and processing of Personal Data.

The Department, and its contractors where relevant, may process the Personal Data that it collects from you, and use the information provided as part of the application to the Department for funding from the Levelling Up Fund, as well as in accordance with its privacy policies. For the purposes of assessing your bid the Department may need to share your Personal Data with other Government departments and departments in the Devolved Administrations and by submitting this form you are agreeing to your Personal Data being used in this way.

Any information you provide will be kept securely and destroyed within 7 years of the application process completing.

You can find more information about how the Department deals with your data [here](#).

Annex A - Project One Summary (only required for a package bid)

Project 1	
A1. Project Name	
A2. Strategic Linkage to bid: Please enter a brief explanation of how this project links strategically to the overall bid. (in no more than 100 words)	
A3. Geographical area: Please provide a short description of the area covered by the bid (<u>in no more than 100 words</u>)	
A4. OS Grid Reference	
A5. Postcode	
A6. For Counties, Greater London Authority and Combined Authorities/Mayoral Combined Authorities, please provide details of the district council or unitary authority where the bid is located (or predominantly located)	
A7. Please append a map showing the location (and where applicable the route) of the proposed scheme, existing transport infrastructure and other points of particular interest to the bid e.g. development sites, areas of existing employment, constraints etc.	<input type="checkbox"/> Yes <input type="checkbox"/> No
A8. Project theme Please select the project theme	<input type="checkbox"/> Transport investment <input type="checkbox"/> Regeneration and town centre investment <input type="checkbox"/> Cultural investment
A9. Value of capital grant being requested for this project (£):	
A10. Value of match funding and sources (£):	
A11. Value for Money	

<p>This section should set out the full range of impacts – both beneficial and adverse – of the project. Where possible, impacts should be described, quantified and also reported in monetary terms. However there may be some impacts where only a qualitative assessment is possible due to limitations in the available analysis. There should be a clear and detailed explanation of how all impacts reported have been identified, considered and analysed. When deciding what are the most significant impacts to consider, bidders should consider what impacts and outcomes the project is intended to achieve, taking into account the strategic case, but should also consider if there are other possible significant positive or negative impacts, to the economy, people, or environment (Limit 250 word)</p>	
<p>A12. It will be generally expected that an overall Benefit Cost Ratio and Value for Money Assessment will be reported in applications. If this is not possible, then the application should include a clear explanation of why not.</p>	
<p>A13. Where available, please provide the BCR for this project</p>	
<p>A14. Does your proposal deliver strong non-monetised benefits? Please set out what these are and evidence them.</p>	
<p>A15. Deliverability Deliverability is one of the key criteria for this Fund and as such any bid should set out any necessary statutory procedures that are needed before it can be constructed.</p>	
<p>A16. The Bid – demonstrating investment or ability to begin delivery on the ground in 2021-22</p> <p>As stated in the prospectus UKG seeks for the first round of the funding that priority will be given to bids that can demonstrate investment and ability to deliver on the ground in 2021-22</p>	
<p>A17. Does this project includes plans for some LUF expenditure in 2021-22?</p>	<p><input type="checkbox"/> Yes</p> <p><input type="checkbox"/> No</p>
<p>A18. Could this project be delivered as a standalone project or do it require to be part of the overall bid?</p>	<p><input type="checkbox"/> Yes</p> <p><input type="checkbox"/> No</p>

A19. Please provide evidence	
A20. Can you demonstrate ability to deliver on the ground in 2021-22.	<input type="checkbox"/> Yes <input type="checkbox"/> No
A21. Please provide evidence	
Statutory Powers and Consents	
A22. Please list separately each power / consents etc obtained, details of date acquired, challenge period (if applicable) and date of expiry of powers and conditions attached to them. Any key dates should be referenced in your project plan.	
A23. Please list separately any <u>outstanding</u> statutory powers / consents etc, including the timetable for obtaining them.	

Annex B - Project Two description and funding profile (only required for package bid)

Project 2	
B1. Project Name	
B2. Strategic Linkage to bid: Please enter a brief explanation of how this project links strategically to the overall bid. (in no more than 100 words)	
B3. Geographical area: Please provide a short description of the area covered by the bid (<u>in no more than 100 words</u>)	
B4. OS Grid Reference	
B5. Postcode	
B6. For Counties, Greater London Authority and Combined Authorities/Mayoral Combined Authorities, please provide details of the district council or unitary authority where the bid is located (or predominantly located)	
B7. Please append a map showing the location (and where applicable the route) of the proposed scheme, existing transport infrastructure and other points of particular interest to the bid e.g. development sites, areas of existing employment, constraints etc.	
B8. Project theme Please select the project theme	<input type="checkbox"/> Transport investment <input type="checkbox"/> Regeneration and town centre investment <input type="checkbox"/> Cultural investment
B9. Value of capital grant being requested for this project (£):	
B10. Value of match funding and sources (£):	
B11. Value for Money	

This section should set out the full range of impacts – both beneficial and adverse – of the project. Where possible, impacts should be described, quantified and also reported in monetary terms. However there may be some impacts where only a qualitative assessment is possible due to limitations in the available analysis. There should be a clear and detailed explanation of how all impacts reported have been identified, considered and analysed. When deciding what are the most significant impacts to consider, bidders should consider what impacts and outcomes the project is intended to achieve, taking into account the strategic case, but should also consider if there are other possible significant positive or negative impacts, to the economy, people, or environment

B12. It will be generally expected that an overall Benefit Cost Ratio and Value for Money Assessment will be reported in applications. If this is not possible, then the application should include a clear explanation of why not.

B13. Where available, please provide the BCR for this project

B14. Does your proposal deliver strong non-monetised benefits? Please set out what these are and evidence them.

B15. Deliverability
 Deliverability is one of the key criteria for this Fund and as such any bid should set out any necessary statutory procedures that are needed before it can be constructed.

B16. The Bid – demonstrating investment or ability to begin delivery on the ground in 2021-22

As stated in the prospectus UKG seeks for the first round of the funding that priority will be given to bids that can demonstrate investment and ability to deliver on the ground in 2021-22

B17. Does this project includes plans for some LUF expenditure in 2021-22?
 Yes
 No

B18. Could this project be delivered as a standalone project or do it require to be part of the overall bid?
 Yes
 No

B19. Please provide evidence	
B20. Can you demonstrate ability to deliver on the ground in 2021-22.	<input type="checkbox"/> Yes <input type="checkbox"/> No
B21. Please provide evidence	
Statutory Powers and Consents	
B22. Please list separately each power / consents etc obtained, details of date acquired, challenge period (if applicable) and date of expiry of powers and conditions attached to them. Any key dates should be referenced in your project plan.	
B23. Please list separately any <u>outstanding</u> statutory powers / consents etc, including the timetable for obtaining them.	

Annex C – Project Three- description and funding profile (only required for package bid)

Project 3	
C1. Project Name	
C2. Strategic Linkage to bid: Please enter a brief explanation of how this project links strategically to the overall bid. (in no more than 100 words)	
C3. Geographical area: Please provide a short description of the area covered by the bid (<u>in no more than 100 words</u>)	
C4. OS Grid Reference	
C5. Postcode	
C6. For Counties, Greater London Authority and Combined Authorities/Mayoral Combined Authorities, please provide details of the district council or unitary authority where the bid is located (or predominantly located)	
C7. Please append a map showing the location (and where applicable the route) of the proposed scheme, existing transport infrastructure and other points of particular interest to the bid e.g. development sites, areas of existing employment, constraints etc.	
C8. Project theme Please select the project theme	<input type="checkbox"/> Transport investment <input type="checkbox"/> Regeneration and town centre investment <input type="checkbox"/> Cultural investment
C9. Value of capital grant being requested for this project (£):	
C10. Value of match funding and sources (£):	
C11. Value for Money	

<p>This section should set out the full range of impacts – both beneficial and adverse – of the project. Where possible, impacts should be described, quantified and also reported in monetary terms. However there may be some impacts where only a qualitative assessment is possible due to limitations in the available analysis. There should be a clear and detailed explanation of how all impacts reported have been identified, considered and analysed. When deciding what are the most significant impacts to consider, bidders should consider what impacts and outcomes the project is intended to achieve, taking into account the strategic case, but should also consider if there are other possible significant positive or negative impacts, to the economy, people, or environment</p>	
<p>C12. It will be generally expected that an overall Benefit Cost Ratio and Value for Money Assessment will be reported in applications. If this is not possible, then the application should include a clear explanation of why not.</p>	
<p>C13. Where available, please provide the BCR for this project</p>	
<p>C14. Does your proposal deliver strong non-monetised benefits? Please set out what these are and evidence them.</p>	
<p>C15. Deliverability Deliverability is one of the key criteria for this Fund and as such any bid should set out any necessary statutory procedures that are needed before it can be constructed.</p>	
<p>C16. The Bid – demonstrating investment or ability to begin delivery on the ground in 2021-22 As stated in the prospectus UKG seeks for the first round of the funding that priority will be given to bids that can demonstrate investment and ability to deliver on the ground in 2021-22</p>	
<p>C17. Does this project includes plans for some LUF expenditure in 2021-22?</p>	<input type="checkbox"/> Yes <input type="checkbox"/> No
<p>C18. Could this project be delivered as a standalone project or do it require to be part of the overall bid?</p>	<input type="checkbox"/> Yes <input type="checkbox"/> No

C19. Please provide evidence	
C20. Can you demonstrate ability to deliver on the ground in 2021-22.	<input type="checkbox"/> Yes <input type="checkbox"/> No
C21. Please provide evidence	
Statutory Powers and Consents	
C22. Please list separately each power / consents etc obtained, details of date acquired, challenge period (if applicable) and date of expiry of powers and conditions attached to them. Any key dates should be referenced in your project plan.	
C23. Please list separately any <u>outstanding</u> statutory powers / consents etc, including the timetable for obtaining them.	

ANNEX D - Check List Great Britain Local Authorities

Questions	Y/N	Comments
4.1a Member of Parliament support		
MPs have the option of providing formal written support for one bid which they see as a priority. Have you appended a letter from the MP to support this case?	Yes	Appendix 1
Part 4.2 Stakeholder Engagement and Support		
Where the bidding local authority does not have responsibility for the delivery of projects, have you appended a letter from the responsible authority or body confirming their support?	N/A	
Part 4.3 The Case for Investment		
For Transport Bids: Have you provided an Option Assessment Report (OAR)	N/A	
Part 6.1 Financial		
Have you appended copies of confirmed match funding?	Yes	Welsh Government letter is at Appendix 14. Chief Finance Officer Declaration at Q7.2 to confirm that RCT CBC has allocated sufficient budget to deliver this scheme on the basis of its proposed funding contribution
The UKG may accept the provision of land from third parties as part of the local contribution towards scheme costs. Please provide evidence in the form of a letter from an independent valuer to verify the true market value of the land. Have you appended a letter to support this case?		
Part 6.3 Management		
Has a delivery plan been appended to your bid?	Y	Appendix 15
Has a letter relating to land acquisition been appended?	N/A	
Have you attached a copy of your Risk Register?	Yes	Appendix 12
Annex A-C - Project description Summary (only required for package bid)		
Have you appended a map showing the location (and where applicable the route) of the proposed scheme, existing transport infrastructure and other points of particular interest to the bid e.g. development sites, areas of existing employment, constraints etc.	N/A	

Annex E Checklist for Northern Ireland Bidding Entities

Questions	Y/N	Comments
Part 1 Gateway Criteria		
You have attached two years of audited accounts		
You have provided evidence of the delivery team having experience of delivering two capital projects of similar size and in the last five years		
Part 4.2 Stakeholder Engagement and Support		
For transport bids, have you appended a letter of support from the relevant district council		
Part 6.1 Financial		
Have you appended copies of confirmed match funding		
The UKG may accept the provision of land from third parties as part of the local contribution towards scheme costs. Please provide evidence in the form of a letter from an independent valuer to verify the true market value of the land.		
Part 6.3 Management		
Has a delivery plan been appended to your bid?		
Has a letter relating to land acquisition been appended?		
Have you attached a copy of your Risk Register?		
Annex A-C - Project description Summary (only required for package bid)		
Have you appended a map showing the location (and where applicable the route) of the proposed scheme, existing transport infrastructure and other points of particular interest to the bid e.g. development sites, areas of existing employment, constraints etc.		