

RECORD OF DELEGATED OFFICER DECISION

Key Decision

✓

SUBJECT: WELSH GOVERNMENT'S TARGETED REGENERATION INVESTMENT PROGRAMME – DEVELOPMENT AND PROPOSAL FOR FUNDING

PURPOSE OF REPORT:

This report has been prepared to accompany the intended officer decision of the Director of Regeneration, Housing and Planning as described below.

This report provides details on:

- Welsh Government's (WG) Targeted Regeneration Investment programme (TRI)
- The draft Cardiff Capital Region Regeneration Plan for TRI
- The eligible project proposals being put forward for delivery in Rhondda Cynon Taf.

DELEGATED DECISION:

It is **AGREED** that:

- The draft Regional Regeneration Plan for TRIP should be agreed and used as a basis to manage the TRI Programme in South East Wales and to bring forward projects for funding.
- The project list at Appendix 2 should be agreed and used as a basis for submitting project proposals and bids for WG TRI funding.
- The operation of the WG TRI programme should be kept under review and should further opportunities for funding become available these should be subject to further reports.


Chief Officer Signature

CDBCADJHAW
Print Name:

18/7/18
Date

The decision is taken in accordance with Section 15 of the Local Government Act, 2000 (Executive Functions) and in the terms set out in Section 5 of Part 3 of the Council's Constitution

CONSULTATION



1707-18

CONSULTEE CABINET MEMBER SIGNATURE

DATE

CONSULTEE OFFICER SIGNATURE

DATE

CALL IN PROCEDURE RULES.

IS THE DECISION DEEMED URGENT AND NOT SUBJECT TO CALL-IN BY THE OVERVIEW AND SCRUTINY COMMITTEE:

YES ☒

NO ☐ (delete as appropriate)

Reason for urgency:.....

If deemed urgent - signature of Mayor or Deputy Mayor or Head of Paid Service confirming agreement that the proposed decision is reasonable in all the circumstances for it being treated as a matter of urgency, in accordance with the overview and scrutiny procedure rule 17.2:

.....
(Mayor)

.....
(Dated)

NB - If this is a reconsidered decision then the decision Cannot be Called In and the decision will take effect from the date the decision is signed.

FOR CABINET OFFICE USE ONLY

PUBLICATION & IMPLEMENTATION DATES

PUBLICATION

Publication on the Councils Website:- 18th July 2018

DATE

IMPLEMENTATION OF THE DECISION

Note: This decision will not come into force and may not be implemented until the expiry of 3 clear working days after its publication to enable it to be the subject to the Call-In Procedure in Rule 17.1 of the Overview and Scrutiny Procedure Rules.

Subject to Call In the implementation date will be 24th July 2018.

DATE


Secretary to the Cabinet Signature

CHRISTIAN S3 HAWAGAN
Print Name

18/7/18
Date

Further Information

Directorate:	Regeneration, Planning and Housing
Contact Name:	Peter Mortimer
Designation:	Regeneration Manager
Tel.No.	01443 281120

RHONDDA CYNON TAF COUNTY BOROUGH COUNCIL

KEY DELEGATED DECISION

REPORT TO ACCOMPANY A DECISION OF THE DIRECTOR OF REGENERATION, PLANNING AND HOUSING

13 JULY 2018

WELSH GOVERNMENT'S TARGETED REGENERATION INVESTMENT PROGRAMME – DEVELOPMENT AND PROPOSAL FOR FUNDING

Author: Peter Mortimer, Regeneration Manager (Tel: 01443 490407)

1.0 PURPOSE OF THE REPORT

1.1 This report provides details on:

- Welsh Government's (WG) Targeted Regeneration Investment programme (TRI)
- The draft Cardiff Capital Region Regeneration Plan for TRI
- The eligible project proposals being put forward for delivery in Rhondda Cynon Taf.

2.0 RECOMMENDATIONS

It is recommended that:

- 2.1 The draft Regional Regeneration Plan for TRI should be agreed and used as a basis to manage the TRI Programme in South East Wales and to bring forward projects for funding.
- 2.2 The project list at Appendix 2 to be agreed and used as a basis for submitting project proposals and bids for WG TRI funding.
- 2.3 The operation of the WG TRI programme should be kept under review and should further opportunities for funding become available these should be subject to further reports.

3.0 REASONS FOR RECOMMENDATIONS

- 3.1 The availability of TRI funding in South East Wales provides a significant opportunity to gain funding to deliver key priority regeneration projects

which will provide a further boost to the economy of Rhondda Cynon Taf and provide job opportunities for local people.

- 3.2 The agreement of the draft Regional Regeneration Plan and initial project list provides a basis to bring forward projects for funding and manage the TRI Programme in South East Wales over the next three years.

4.0 BACKGROUND

- 4.1 In October 2017, Welsh Government (WG) announced their Targeted Regeneration Investment (TRI) programme with a three-year funding stream commencing in the 2018-19 financial year and completing in March 2021. TRI is the follow up programme to the Vibrant and Viable Places Programme which was completed in March 2017.
- 4.2 TRI will support the delivery of capital projects which will support economic regeneration and sustainable development. It will be managed on a regional basis which for Rhondda Cynon Taf will be South East Wales on the basis of the same area as the Cardiff Capital Region. The TRI budget for South East Wales for the next three years is £44 million.
- 4.3 WG TRI guidance requires that a Regional Regeneration Plan should be agreed at a regional level and submitted to WG for endorsement to provide a framework for individual projects to come forward for approval. The Plan should include the target areas for the delivery of TRI projects across the region.

5.0 PROGRESS IN SOUTH EAST WALES

- 5.1 Work has been carried out in the region by the 10 authorities in the context of arrangements in place for the City Deal to bring forward a draft regeneration plan for submission to WG and an initial package of project proposals. This work has been in close consultation with WG officials. The important elements of the plan are to agree the focus areas for the use of TRI grants and the arrangements for regional endorsement of project proposals before submission to WG for formal approval.
- 5.2 For Rhondda Cynon Taf the initial informal drafts of the regional plan incorporated the five Strategic Opportunity Areas (SOA's) which were approved by Cabinet on 21st September 2017 as TRI target areas and as a basis for delivering TRI projects. This would give opportunities for TRI investment in key areas across Rhondda Cynon Taf. To support this initial draft, a package of project proposals from across the SOA areas, which would be eligible for TRI funding, was included for further discussion.

- 5.3 Advice on this draft work from WG strongly suggested that TRI needed to be much more closely targeted and that each South East Wales local authority should concentrate on one area. For Rhondda Cynon Taf, WG advised that for TRI bids to be successful that the Council should focus on the Pontypridd and Treforest SOA areas. This is because of the alignment of this area with its status as a Strategic Hub for Investment in Our Valleys, Our Future and as a focus for growth in the Cardiff Capital Region, City Deal Strategic Business Plan.
- 5.4 In order to reflect this advice the regional regeneration plan has been redrafted in order to submit it to WG for comment and endorsement. Following this, it will become the framework used to manage the TRI programme in South East Wales and to bring forward projects for submission and approval. A copy of the draft is attached at Appendix 1. In addition to this, a refined package of draft eligible project proposals has been developed which focuses on the Pontypridd and Treforest SOA areas. These are attached at Appendix 2.
- 5.5 Going forward, once the regional plan is endorsed by WG, projects will be submitted and approved on a rolling programme basis. The Council will be able to review and revise the plan during the three year funding period and there will also be opportunities to bring forward additional eligible project proposals to those currently on the draft project list.

6.0 EQUALITY AND DIVERSITY IMPLICATIONS

- 6.1 An Equalities Impact Assessment scoping exercise has been undertaken that indicates there would be no such implications at present. This will be reassessed for the delivery of individual projects to be supported by TRI funding.

7.0 CONSULTATION

- 7.1 It is not considered that any further consultation is required prior to submitting an application to Welsh Government. The development and delivery of individual projects will be subject to the necessary consultation arrangements.

8.0 FINANCIAL IMPLICATIONS

- 8.1 There is a requirement for match funding to the value of 25% as part of the conditions of any application made to the WG TRI Programme. This can come from the Council, partner organisations and private sector. This will be considered as part of the development and delivery arrangements for individual projects and will be reported as necessary.

9.0 LEGAL IMPLICATIONS OR LEGISLATION CONSIDERED

- 9.1 Discussions have taken place with Legal Services and Finance to consider the legal implications and legislation and it is considered that the arrangements and terms and conditions of this funding can be administered under the Council's lawful powers.

10. LINKS TO THE CORPORATE AND NATIONAL PRIORITIES AND THE WELL-BEING OF FUTURE GENERATIONS ACT.

- 10.1 The availability of WG TRI funding over the next three years will offer a significant opportunity to bring forward key priority regeneration projects which will further boost the local economy and provide job opportunities for local people. This approach will contribute to the achieving of the corporate priorities of 'Economy – *Building a strong economy*' and 'Place – *Creating neighbourhoods where people are proud to live and work*'
- 10.2 The delivery of priority regeneration projects will directly contribute to, the goals of the Well Being of Future Generations Act. In particular the economic and environmental well-being of Wales supporting the delivery of a prosperous Wales, a more resilient Wales and a Wales of cohesive communities.

11. CONCLUSION

- 11.1 The availability of WG TRI funding in South East Wales over the next three years provides a significant opportunity to fund and bring forward priority regeneration projects that will further boost the local economy and provide job opportunities for local people. The initial proposals presented in this report will be further developed for funding and the regional regeneration plan kept under review and if further opportunities are identified they will be brought forward for consideration.

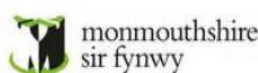
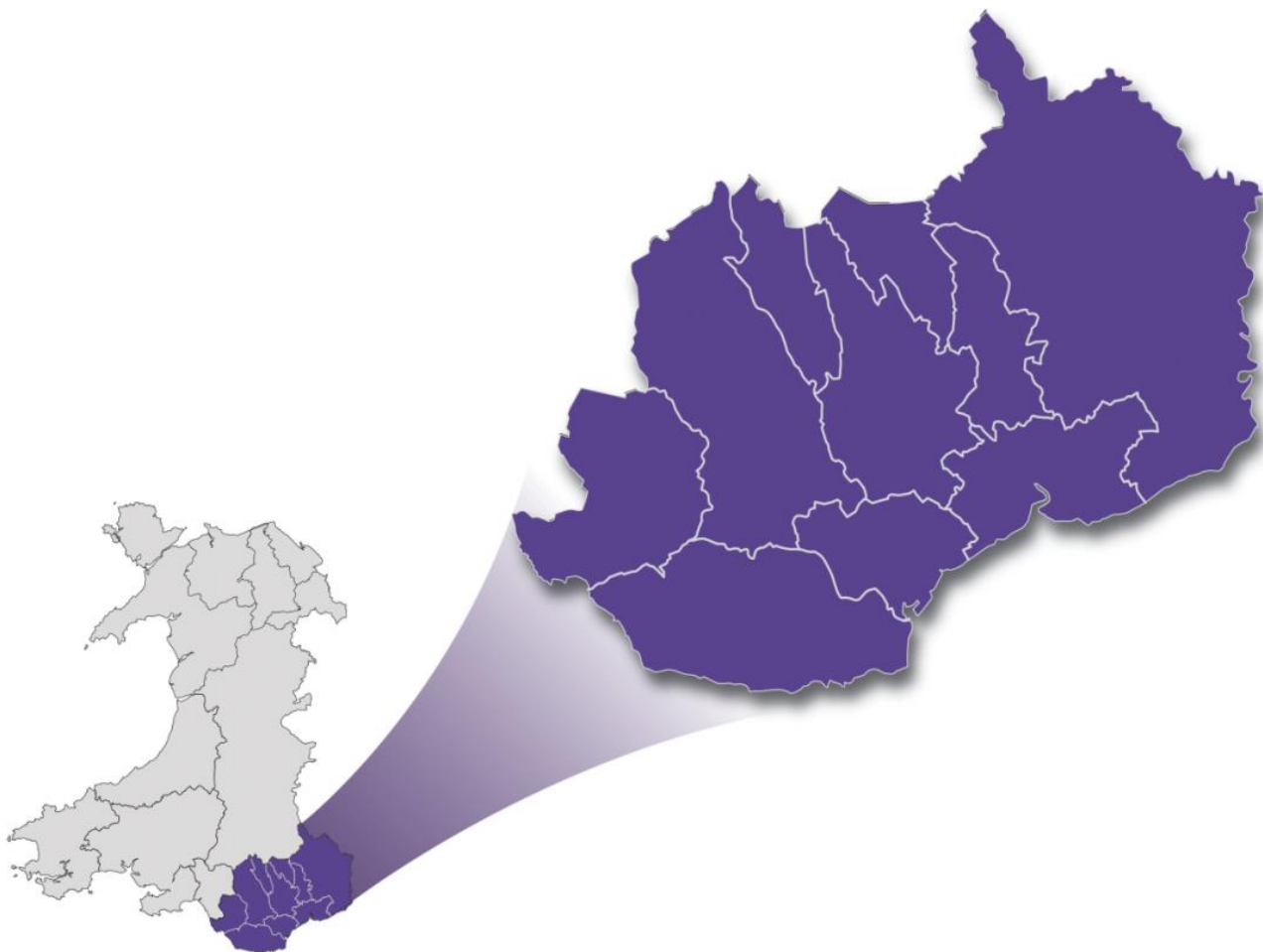
Other Information:-

Relevant Scrutiny Committee

Public Services Delivery, Communities & Prosperity

Contact Officer: Peter Mortimer Tel: (01443) 281120

Cardiff Capital Region Regeneration Plan 2018-2021¹



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CONFIDENTIAL DRAFT

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SECTION 1: INTRODUCTION

This Plan has been developed as the Regional Framework for the South East Wales Cardiff Capital Region (CCR), and includes the following 10 counties:

- *Blaenau Gwent*
- *Bridgend*
- *Caerphilly*
- *Cardiff*
- *Merthyr Tydfil*
- *Monmouthshire*
- *Newport*
- *Rhondda Cynon Taff*
- *Torfaen*
- *Vale of Glamorgan*

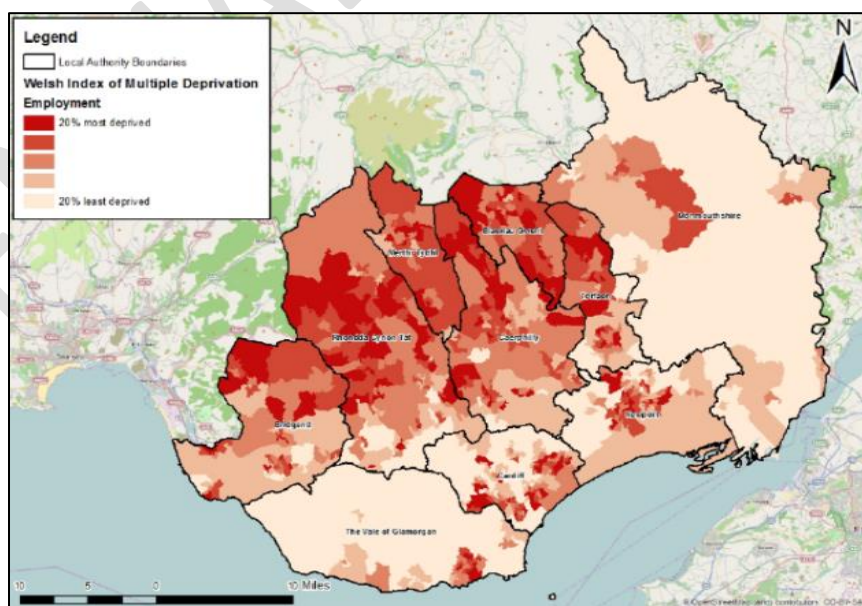
- 1.1 The purpose of this plan is to set out the objectives of the CCR, and to outline the target areas and scope of activities possible under the Welsh Government Targeted Regeneration Investment programme (TRI) from April 2018 for 3 years. In line with the CCR Programme, this framework is looking to support projects that encourage community resilience and economic regeneration across the region (taking into account areas such as housing, better employability opportunities, job creation and improved business environments to support business growth. Whilst very much in accord with the CCR and City Deal Wider Investment aims; the TRI programme will focus on somewhat smaller capital projects which also focus on community resilience.
- 1.2 Welsh Government guidance emphasises the need to integrate TRI funding with other initiatives, therefore there appears to be a clear opportunity to align both funding streams to complement, support and improve outcomes for maximising economic benefit to the region. This Cardiff Capital Region Regeneration Plan has been specifically produced to meet and comply with the requirements associated with the Welsh Government's TRI Programme.
- 1.3 This Plan builds upon substantial experience of partners, and wide ranging regeneration activities delivered through The Regional Plan for Regeneration is not starting from scratch; rather it builds on the previous Welsh Government Vibrant & Viable Places funding programme 2014-17. In doing so, it recognised that working in partnership will be essential to successful delivery of the objectives set out in this plan. Co-operation with both local and regional partners will be key to ensuring a consistent approach and methodology to themes of work across the region that supports the aims and objectives of the Cardiff Capital Region.
- 1.4 Our approach, described in more detail in section 5, is to develop a rolling programme of project development and implementation for TRI, which complements the City Deal Wider Investment Fund investments (and other key strategies such as the Valleys Task Force), and ensures that the co-ordinated focus brings significant benefits to the region.
- 1.5 Accordingly this plan has been developed to cover the initial 3 year period of TRI with the intention of reviewing the plan towards the end of that period, allowing it to be developed on a rolling basis having consideration of the delivery of the Plan objectives and any new priorities which are identified.

SECTION 2: CARDIFF CAPITAL REGION ECONOMIC CONTEXT

- 2.1 The CCR is a large, diverse region containing nearly 50% of Wales's population. It includes Wales' Capital and largest City as well as many more urban and rural places, covering a wide area, and supporting a large population, with distinctive, though inter-connected, economies and communities. The region has a resident population of 1,515,357¹ supporting 49%² of total employment across the Welsh economy, and contains over 38,000³ active businesses, making it fundamental to the Welsh Economy.
- 2.2 The region provides a varied geography, demonstrating dense urban areas, and vast rural landscapes containing a wealth of natural and cultural heritage from the valleys to the coast. This varied and diverse environment provides the region with an appeal that reaches beyond tourism, demonstrating its appeal as a place to live and work, providing a rich quality of life.
- 2.3 Despite this, the region is underperforming economically, failing to reach its full potential, with wards within the CCR amongst the most economically deprived in the UK⁴. Addressing the needs of the residents of these wards will be crucial if the City Deal is to be judged a success over time. An analysis of the region highlights a number of challenges that need to be addressed:

Deprivation

2.4 There are clear patterns of poverty and deprivation across the Cardiff Capital Region as demonstrated by the Welsh Index of Multiple Deprivation (WIMD). The Employment Domain shows areas classified as amongst the most deprived are concentrated in the mid and northern areas of the city-region and within the dense urban areas of the south. This is a similar pattern across many of the other WIMD domains.



Source: Welsh Government

Labour Market

- 2.5 Labour market participation also varies significantly across the Cardiff Capital Region. Inactivity in the area with the lowest labour market participation is more than double that of the area with the highest (Cardiff Central data is influenced by high student numbers).

¹ ONS: Population Estimates for UK, England and Wales, Scotland and Northern Ireland. (mid-year-pop-est. 22 June 2017)

² Cardiff Capital Region City Deal

³ Cardiff Capital Region City Deal

⁴ Wales Index of Multiple Deprivation

- 2.6 Over many decades the Valleys have experienced a cumulative loss of over 200,000 jobs⁵. While Cardiff can provide a focus for some employment activity, it cannot address all unemployment and inactivity across all of South East Wales. The evidence reviewed has highlighted the need to improve access to and the quality of careers advice, and to improve the range and quality of apprenticeships, which could have a significant impact on employability⁶.

Table 1: Economic Inactivity by Constituency (July 2015-June 2016)

	% who are economically inactive – aged 16-64
Cardiff Central	36.1
Islwyn	29.1
Blaenau Gwent	28.3
Merthyr Tydfil and Rhymney	28.2
Newport East	27.6
Cardiff South and Penarth	27.1
Rhondda	26.4
Newport West	26.3
Cynon Valley	26.0
Cardiff West	25.4
Torfaen	24.7
Ogmore	24.6
Pontypridd	23.9
Vale of Glamorgan	22.9
Caerphilly	20.7
Monmouth	20.5
Bridgend	19.7
Cardiff North	17.7

Source: Annual Population Survey

2.7 In comparison with other city-regions, the Cardiff Capital Region lags behind the overall average in terms of labour market participation. There are also clear disparities in outcomes for residents across the Cardiff Capital Region in terms of the Welsh Index of Multiple Deprivation, earnings and economic inactivity.

- 2.8 Addressing levels of inequality and raising income at the lower end of the earnings spectrum would have a significant impact in raising GVA per capita and productivity.

Population

- 2.9 Although it is important to consider all inhabitants when planning the development of Cardiff Capital Region, looking specifically at the youth group has shown interesting results⁷:
- Cardiff Capital Region hosts more than 50% of all young people (16-24 years old) in Wales.
 - There are significant demographic differences across the ten local authorities as some of them seem more attractive for young people between 16 and 24. This is probably because of the better living, studying and working conditions, as well as the proximity to Cardiff. Nonetheless, previous studies have shown that overall, Wales is characterised by low graduate retention rates caused by more attractive employment opportunities elsewhere (Bristow, Pill, Davies, & Drinkwater, 2011).

⁵ Evidence provided by Professor Steve Fothergill, CRESR, Sheffield Hallam University and National Director, Industrial Communities Alliance

⁶ Submission to Cardiff Capital Region Commission on Growth and Competitiveness by the Bevan Foundation and Joseph Rowntree Foundation

⁷ Cardiff Capital Region Youth Profile – Cardiff University Sustainable Places Research Institute – Lorena Axinte May 2017

- c. Despite an increase in the total number of inhabitants, the proportion of young people is expected to decrease significantly by 2025, which might turn into a substantial problem for the labour force.
- d. Only two local authorities seem ethnically diverse, and without confusing ethnicity and nationality, this can be a sign that the others are less attractive, open or inclusive for newcomers.
- e. Migration levels show a positive inflow only in Cardiff, Rhondda Cynon Taff and Newport which could mean that the others do not provide sufficient pull factors, for instance in terms of housing options, employment/education prospects or leisure opportunities.
- f. Youth unemployment and the associated high levels of deprivation are serious challenges for the entire city-region. Failing to address them will turn into another reason for young people to leave to other regions or countries that offer better work opportunities.

2.10 Other issues that influence economic outcomes in the city-region include health outcomes, and access to services. There are clear differences in health outcomes performance across South East Wales that are not determined by local authority area. Poor health outcomes are concentrated heavily in the northern areas of the city-region, with some pockets in inner-city areas. Many of these issues are also related to quality of place. WIMD analysis also shows significant differences in performance in terms of access to services and physical environment. Whilst employment and income are a key element of the WIMD other quality of life determinants cannot also be ignored.

Skills

2.11 Cardiff Capital Region contains a very strong educational capacity, with internationally competitive higher education institutions and further education colleges. These provide courses to local residents and attract students from across the world. However the region struggles to retain much of its graduate labour, particularly in STEM (is Science, Technology, Engineering and Maths) subjects, and is not considered attractive to qualified labour educated outside of the region.

Addressing low productivity in low wage sectors that are also likely to continue to provide large numbers of jobs due to the demand and requirement for their services will also have a large impact on productivity. These cover areas such as social care, retail, hospitality and arts and entertainment⁸.

Tourism and Heritage

2.12 This is relevant to tourism which has a key role in supporting the city-region in terms of jobs and GVA, and also be regenerating and reinvigorating places, as well as improving quality of

⁸ Submission to Cardiff Capital Region Commission on Growth and Competitiveness by the Bevan Foundation and Joseph Rowntree Foundation

life by providing a range of recreational activities for city-region residents. Data from statistics model STEAM highlights that tourism is worth £2.5bn to the Cardiff Capital Region economy, which attracts around 38 million visitors annually. There are a plethora of tourism opportunities across the entire Cardiff Capital Region, ranging from Cardiff City, as a major destination for business visitors and events, to heritage attraction, and activity tourism such as cycling and mountain biking.

However, there is significant room for Cardiff and the Region to improve as a visitor and conference destination and therefore a clear opportunity to develop more diversified tourism employment opportunities in the Cardiff Capital Region. The region overall employs slightly less of its workforce in tourism-related industries than both the Welsh and UK averages, though comparing favourably with other city-regions in the UK.

Table 2: Employment in Tourism Industries 2015

	Tourism industries	%
Blaenau Gwent	2,000	10.6
Bridgend	5,000	8.4
Caerphilly	4,000	7.3
Cardiff	22,000	10.6
Merthyr Tydfil	2,000	9.4
Monmouthshire	4,500	12.7
Newport	5,000	7.1
Rhondda Cynon Taf	6,000	8.1
Torfaen	3,000	8.5
Vale of Glamorgan	5,000	12.6

Much of the demand for the tourism sector comes from within the city-region itself. Responding to this is not just an economic imperative, but also supports quality of life.

Housing

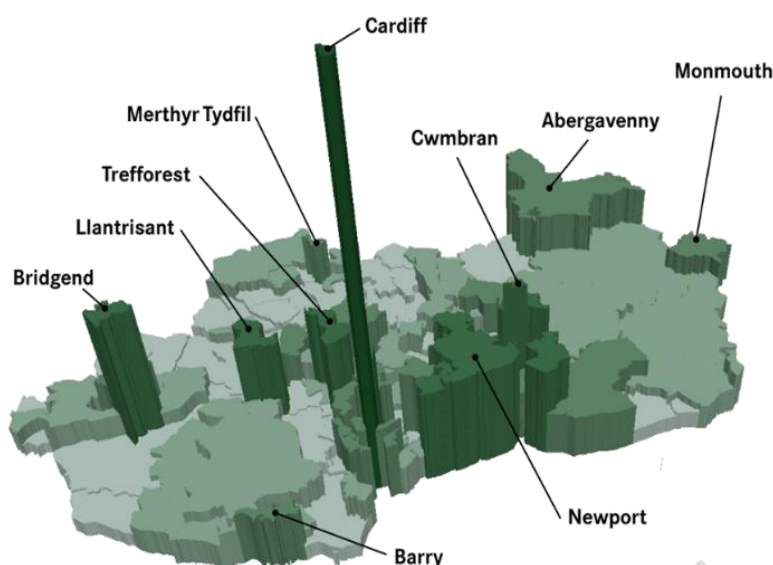
- 2.13 The housing market is a key element of how the labour market functions and makes an important contribution to the social mix within the city-region. Labour productivity is underpinned by affordable and well connected housing and mixed income communities can support the drive to bring jobs closer to people and tackle concentrated poverty and disadvantage.

In the coming 20 years the number of households (note this is different to population) in the Cardiff Capital Region is projected to increase by around 13%⁹. By far the greatest increase is projected for the cities of Cardiff (31%) and Newport (16%). Blaenau Gwent is the only local authority area where a decline in the number of households is forecast (-1%). Job creation across the region has not been evenly distributed in recent years, having been heavily concentrated in Cardiff in terms of the number of jobs created. Notably the city has also been the focus of the knowledge intensive business services sector. Many of the spatial

⁹ StatsWales (2016) Population Projections

employment patterns illustrate the importance of agglomeration or clustering to specific sectors¹⁰.

Figure 1: Total jobs by MSOA, 2014¹¹



Analysis

2.14 Taking into account the issues and levels of deprivation scattered throughout the region, it is clear there is a regional need to explore and develop opportunities for economic growth, not only within our cities – which are recognised as vital to the regions success – but also outside of these city centre areas.

It is interesting to note that the greatest level of proportional employment growth across the region in recent years has been experienced in Merthyr Tydfil. There are also significant clusters of employment across the city-region in sectors such as advanced manufacturing that are driving productivity growth and supporting wider supply chain development for the Cardiff Capital Region. This is reflected in the fact that within the city region, over a quarter of a million working residents in the city-region commutes out of their local authority area for work (Table 3).

Cardiff is the biggest draw accounting for 37% of inward commuting as well as a third of total jobs.

Commuting distances and costs are important – especially for those on low incomes. We recognise that while jobs cannot all be developed in the immediate area of populations, neither can we expect all workers to commute significant distances.

Conversely, there is also a clear need to build on and develop agglomeration effects for the region.

¹⁰ Investigating the link between productivity and agglomeration for UK industries, Dr Daniel J. Graham, Centre for Transport Studies, Imperial College London

¹¹ Centre for Cities

- 2.15 Improving skills is fundamental to increasing productivity, raising income levels and supporting increased labour market participation. Inextricably linked to the skills of the city-region, job creation is also a fundamental element of delivering better opportunities for everyone and improving the city-region economy.

Table 3: Commuting Statistics by Local Authority¹²

	Total number of working residents	Total number of people working in the authority	Number of people working in home authority	Number of people commuting out of the authority	Number of people commuting into the authority
Bridgend	61,800	60,900	40,900	20,900	20,000
Vale of Glamorgan	59,500	38,200	28,400	31,100	9,800
Cardiff	172,100	228,300	139,600	32,600	88,700
Rhondda Cynon Taf	104,400	79,200	60,700	43,700	18,500
Merthyr Tydfil	26,700	24,700	15,900	10,800	8,800
Caerphilly	80,100	60,700	41,600	38,500	19,100
Blaenau Gwent	30,300	20,300	14,700	15,600	5,600
Torfaen	43,500	37,200	23,500	20,000	13,800
Monmouthshire	44,200	42,800	25,700	18,500	17,100
Newport	70,500	81,800	46,400	24,000	35,400
Cardiff Capital Region (SUM)	236,800	255,700	236,800	255,700	236,800

- 2.16 We need to take into account the trends that are already visible across the region: an ageing population, a declining workforce and net out-migration of those aged 22-45. The issue of population loss and demographic change is more prevalent in some parts of the city-region than others. Equally, automation, digitisation and productivity improvements will reduce labour demand in several key employment sectors, including those in the public sector. This can be offset by working to improve the quality of the jobs that remain and encouraging new businesses to service emerging market segments. Across Wales, progressive carbon-reduction targets provide new opportunities for innovation and economic activity, but will also challenge many firms.
- 2.17 Using this evidence, our approach, as detailed in Sections 3 and 4, and required by the TRI Guidance, is to focus the investment opportunities provided by the TRI programme in our two cities and specific centres, defined as Regeneration Areas in the guidance, or strategic hubs, which can offer the greatest returns and the greatest catchment, for the communities, when providing job opportunities and access to services, within the region.

¹² Source: StatsWales

Table 5: SWOT analysis of South East Wales region, 2015¹³

Strengths (build upon)	Opportunities (pursue)
Manufacturing specialisms	Businesses with competitive niche
Diverse economic base with key clusters	Marketing and exploitation of key clusters
Valued local authority business support	Tailored business support to meet skills gaps
Three Enterprise Zones	Access to £127m funding to grow skilled jobs
Strong tourism offer	Develop tourism with stronger regional identity
Growing knowledge economy in Cardiff	Cardiff City Deal funding control
Strong employment rate and start-up rate	Help disadvantaged areas via social enterprise
Some strong R&D activity	Strategic cross-boundary collaboration
Existing and planned infrastructure investment	Greater regional access to job opportunities
Weaknesses (address)	Threats (minimise)
High share of low value added manufacturing	Skills mismatches lead to business relocations
Low skill levels, employers with skill gaps	Limited public resource for business support
Poor regional transport links and to London	Over-reliance on Cardiff – jobs hard to access
Slow economic recovery and rising disparities	Lack of access to finance for start-ups
Over-dependence on public sector jobs	Widening earnings disparity with rest of UK
Low competitiveness, entrepreneurship, wages	Three year business survival rates lagging UK
Low investment in strategic development sites	Enterprise Zones displacing jobs, not creating
Lack of business export activity	Lack of regional governance or strategy
Talent drain of graduates out of the region	Lack of critical mass of firms to build ecosystem
Business support duplication across region	M4 congestion restricts growth potential

¹³ AECOM analysis

SECTION 3: REGIONAL STRATEGIC CONTEXT

- 3.1 The Strategy sits within a wider policy and strategy framework at local, regional and national levels. The most relevant national, regional and local strategies are referenced below, with a brief summary of the scope of each strategic document and the potential links to the Regional Plan for Regeneration.

Cardiff Capital Region and City Deal

- 3.2 The Cardiff Capital Region sets out its vision for the region as:

“A Prosperous Capital City Region for Wales” - a decision making centre, a global gateway for capital, trade, and visitors, a knowledge hub and a major population centre and business cluster for Wales.

The CCR realises to achieve this vision the region needs to be “Ambitious, Collaborative, and Well-Connected”, and must offer “A confidence and lifestyle, Sustained Success, and a national and international stage”

It sets out what it sees as the three main objectives that will support the economic growth of the region, and achieve this overarching vision. The three objectives are:

- Prosperity and Opportunity: “Building the capacity of individuals, households, public sector and businesses to meet challenges and grasp opportunity creating a more productive economy”
- Inclusion and Equality: “A vibrant and sustainable economy which contributes to the well-being and quality of life of people and communities now and in the future”
- Identity, Culture, Community and Sustainability: “Forging a clear identity and strong reputation as a City-Region for trade, innovation, and quality of life”

A five-year strategic plan has been developed, and has been approved by the CCR Regional Cabinet comprising the 10 Local Authority Leaders in February 2018 – subject to approval from members of each Local Authority. The Plan sets out the strategic objectives for the region - to create 25,000 new jobs and leverage £4billion in private sector investment - and identifies a number of key themes identified to focus the approach: Skills and Employment, Innovation, Connecting the Region, and Regeneration and Infrastructure

The purpose of this plan is to lever maximum economic and social benefits from a £1.2 billion CCR City Deal fund that has been formally approved by the members of all 10 local authority partners.

The strategic business plan sets out what is needed to achieve the long-term objectives of the CCR City Deal, outlines its required actions and outcomes, and sets out how the £1.2bn Fund will be used over the next five years to drive the actions forward.

WG Prosperity for All: The National Strategy

- 3.3 The Strategy is designed to drive integration and collaboration across the Welsh public sector and put people at the heart of improved service delivery. The strategy sets out a vision and actions covering each of the key themes in the Programme for Government – Prosperous & Secure; Healthy & Active; Ambitious & Learning; and United & Connected. It also identifies five priority areas – early years; housing; social care; mental health; and skills, which have the potential to make the greatest contribution to long-term prosperity and well-being. These are areas where it has been shown that earlier intervention and more seamless services can make a real difference to people's lives.

These national objectives and priority areas provide a sound backdrop for the themes and objectives in this Regional Plan for Regeneration, which will enable tailored local solutions to fill gaps around national and regional interventions as appropriate.

Valley's Taskforce

- 3.4 In July 2017, a high level plan was published by The Ministerial Taskforce for the South Wales Valleys. "Our Valleys, Our Future" sets out its priorities for the future.

The key priorities in the Plan are:

- Good quality jobs and the skills to do them
- Better public services
- My local community.

A number of key strategic hubs have been identified by the Valleys Taskforce. The focus of each hub will reflect the opportunities and demand in a particular area and their aspirations for the future.

Local Wellbeing Plans

- 3.5 The Wellbeing of Future Generations Act came into force in April 2016. The Act, which is about improving the wellbeing of Wales socially, economically, environmentally and culturally, ensures all public bodies listed in the Act are more considerate towards long term sustainability, prevention, and collaboration.

Each Local Authority Council in Wales is legally bound to have a Public Services Board (PSB). The purpose of this Board is to bring public services together to improve the wellbeing of their local community. Through this, each PSB is required to carry out an Assessment of Well-being for it to have an understand of current levels of well-being, to be aware of what matters most to local communities and to produce a Local Well-being Plan which must address the seven goals and five ways of working as set out in the Wellbeing of Future Generations Act (Wales)..

There are 10 Public Service Boards making up the CCR, with each at various stages, working towards the preparation and adoption of their Wellbeing Plans, and the Regional Plan for Regeneration will help to deliver against the local wellbeing objectives in each target area.

Links to other Programmes

- 3.6 European Regional Development Fund: A range of investments are planned or underway in the target areas.

Building for the Future: The region has prioritised a list of building projects for this Welsh Government led programme that complements the TRI programme.

Town Centre Loan Fund: Local authorities in the region are operating schemes under the Welsh Government TCLF initiative. The Loan Fund provides additional resources to plug gaps in funding packages on a repayable loan basis.

Partnership and Engagement

- 5.5 It is recognised that the City Region will only succeed with all stakeholders working together developing a consensus and shared vision of the way forward. We are actively working with the Welsh Government and Valleys Taskforce to ensure our aims, objectives and interventions not only align but also complement each other, taking advantage of their engagement processes, to maximise benefits to the region as a whole.
- 5.6 We are developing an effective working relationship with the Office of the Future Generations Commissioner for Wales to ensure that opportunities to support the well-being goals are highlighted.

TRI Rolling Programme

- 5.7 Welsh Government has indicated that they expect this to be a rolling programme which therefore has the potential to attract significant funding over the period. The Councils will therefore work together, via the regional officer working group, to develop a ten-year programme of project development and implementation managed to ensure efforts and resources are focussed to achieve the desired outcomes.
- 5.8 We understand needs and priorities will change over time and the regional officer group, in consultation with Welsh Government, will monitor, review and consult to enable us to provide the most appropriate investments. The regional officer group are ideally placed to enable us to develop the ten-year programme of project development and implementation for TRI, in a way which complements the City Deal Wider Investment Fund investments, and ensures that the co-ordinated focus brings significant benefits to the region.

Regional Impact, Scheme Appraisal and Monitoring

- 5.9 The City Deal Wider Investment Fund and the Welsh Government's Targeted Regeneration Investment fund are intended to deliver sustainable economic development and growth across the region. The City Deal Wider Investment Fund is focussed on a small number of significant schemes, each with a regional impact. The approach of the Targeted Regeneration Investment fund is, by implementing a programme of smaller investments in a number of 'regeneration areas', to have a combined effect which is regionally significant.
- 5.10 Applying our 'approach and rational' and considering our 'regional issues and challenges', considered in section 5, each **"local authority project proposal"** will aim to address some or all of the following:

- job creation;
- tackle economic inequality for individuals and communities;
- reverse social, environmental & physical decline;
- enhancing skills & employability;
- economic regeneration;
- affordable housing; and
- Creating an environment for business growth.

In so doing proposed projects will also demonstrate:

- value for money;
- links to other programmes;
- addressing local need & priority;
- engagement with local communities and stakeholders;
- improving people's quality of life;
- compliance with the well-being objectives and ways of working; and
- links to '*Prosperity for All*';

Appraisal

- 5.11 It is hoped that the individual Councils within the region will endorse this Regional Plan for Regeneration and use this along with Welsh Government's TRI guidance to appraise and ensure that their proposed schemes are compliant and therefore support the overall regional objectives. Councils will present the proposals and the relevant appraisal of key outputs and project assessment to the Board who will, subject to a quality check of submissions, then recommend proposals to the Welsh Government.

SECTION 4: REGENERATION AREAS

- 4.1 It is recognised that the success of any economic regeneration programme is dependent upon strong collaboration to address the economic challenges of an area. The success of the CCR, its 5 year plan, and this Regeneration Plan requires all towns and cities within the region to work effectively together to ensure maximum effort and impact is returned from any interventions. To ensure maximum return on any intervention, funding will be targeted in key locations identified across the region, which have been chosen due to their regional importance and their potential to maximise any intervention to support growth and reverse decline.
- 4.2 Cardiff is the Welsh capital and the main driver for economic growth in the region and along with Newport is one of the two cities within the CCR.

Growth & Competitiveness Commission

- 4.3 The Growth & Competitiveness Commission (Commission) considered spatial development in the region and concluded¹⁴: *“the Cardiff Capital Region is not homogeneous; it consists of diverse places each with distinctive histories, strengths, challenges and opportunities.”*

The Commission recommended¹⁵:

“With differences in economic performance and outcomes across the city-region there is a clear need to ensure that the region is organised spatially in a way that maximises the benefits for residents.

The Cardiff Capital Region should develop a spatial perspective to complement its economic strategy. This spatial development perspective should act as a future growth map for the Capital Region and define the key roles and potential of:

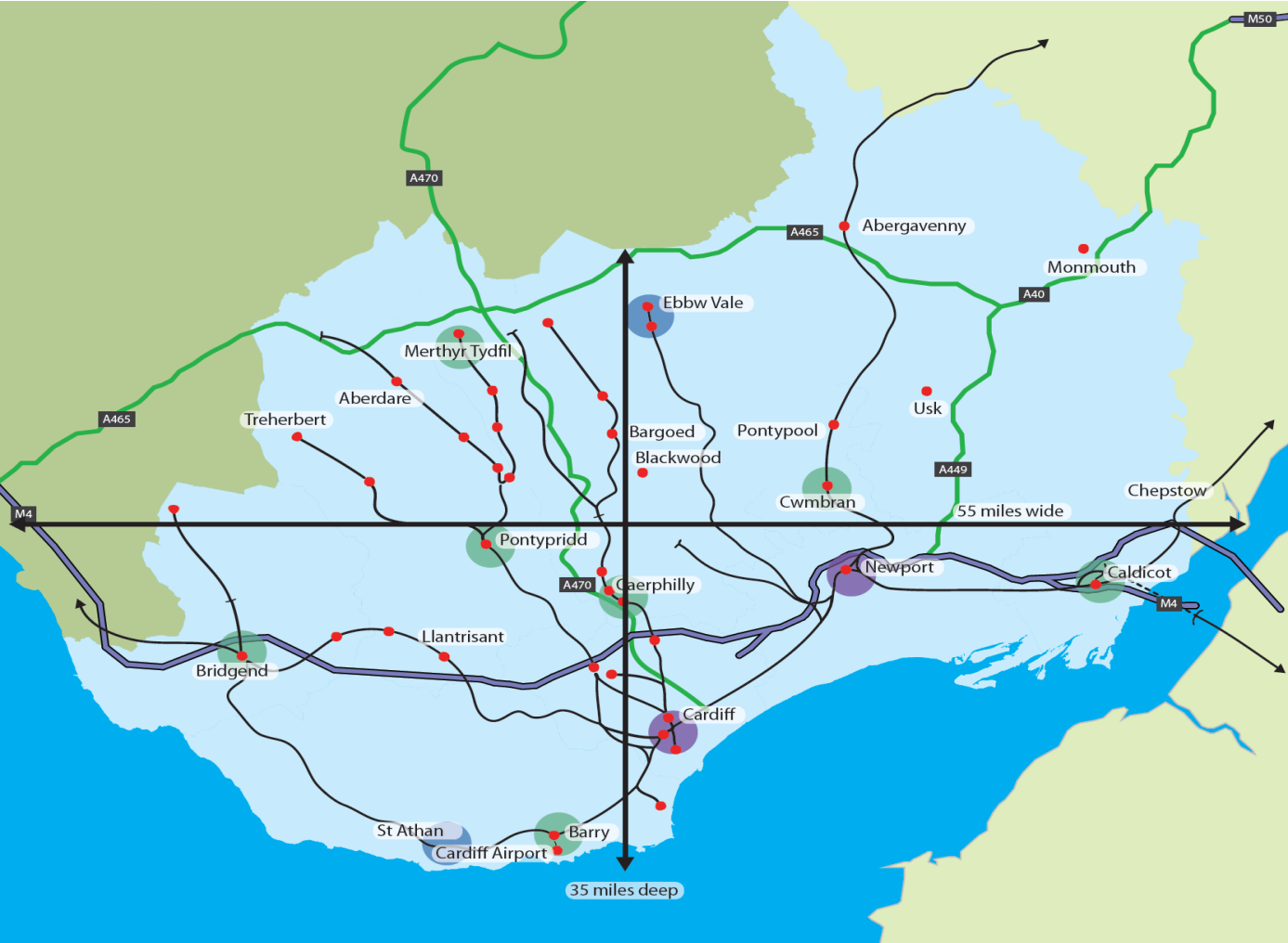
- *Cardiff and Newport as established hubs of business, commerce and institutions, each playing to their particular strengths;*
- *Cardiff Airport and the associated Enterprise Zones;*
- *The re-emerging towns such as Bridgend, Barry, Caerphilly and Pontypridd that are in transition to accommodating high value-added activity, renewed resident populations and university expansions; and*
- *The Valleys and rural towns which are becoming increasing important centres for local services, amenities and the foundational economy, and are developing their roles in tourism and leisure.”*

Taking the rationale for spatial targeting into account, our regeneration areas are defined as outlined in Figure 2 ‘**South East Wales Target Regeneration Areas**’:

¹⁴ Growth & Competitiveness Commission Report and Recommendations Page 38.

¹⁵ Growth & Competitiveness Commission Report and Recommendations Page 39 Core Findings and Page 43 Recommendation 8 – Strategic Spatial Development

Figure 2: South East Wales Target Regeneration Areas



- Cardiff
- Newport
- Ebbw Vale
- Cardiff Airport & St. Athan
- Barry
- Bridgend
- Caerphilly
- Caldicot
- Cwmbran
- Merthyr Tydfil
- Pontypridd

- Cities
- Enterprise Zones
- Strategic Hubs

- 4.4 A simple overview of city performance suggests that Cardiff is performing well economically. However, significant and entrenched inequalities exist in Cardiff, with over 60,000 people in Cardiff living in the 10% most deprived communities in Wales, by far the highest number of local authorities in the Cardiff Capital Region. In terms of overall performance in the WIMD, only two other local authorities in Wales have a higher percentage of people who are amongst the 10% most deprived in Wales. Almost a third of Cardiff households are living in poverty with a high percentage of children live in workless and low income households. The majority of the city's most deprived wards are located in the 'Southern Arc' of the city, which if it were considered a single local authority would be far and away the poorest area of Wales. Cardiff also has by far the highest number of residents suffering from income deprivation within the city region, with almost 62,000 residents classified as living in income deprivation according to the Wales Index of Multiple deprivation.

Employment rates and earnings in the area lag the city-region average by some distance, whilst unemployment and inactivity are significantly greater than the Cardiff Capital Region figure. The latest unemployment data for local authorities highlighted that three out of every ten unemployed residents in the Cardiff Capital Region lived in Cardiff. In total 11,300 of those classified as unemployed in the city-region live in Cardiff, almost twice the number of the next largest local authority



Tudor Street, Cardiff

by unemployed population. Within the city this unemployment is concentrated within the 'Southern Arc'. Targeted regeneration investment in these communities can therefore deliver significant results in addressing poverty, given the large numbers, high population density and the proximity to regionally-significant economic development projects. Cardiff's Regeneration Area is, therefore, defined as the 'Southern Arc' stretching from Trowbridge in the east to Ely in the west, where unemployment rates are more than double the city-region average.

Housing quality is also a particular issue in Cardiff, where low incomes and high costs have a big impact. WIMD data highlights that 8.2% of people in the city live in overcrowded conditions, higher than any other local authority in Wales and significantly higher than the national average.

- 4.5 The Targeted Regeneration Investment Programme offers the opportunity to complement, and build on other interventions, with a specific focus on economic regeneration projects which support job creation, enhance employability and create the right environment for businesses to prosper:

- a. *Business Corridors*: The Southern Arc contains a number of District Centres and Local Centres which are in need of integrated regeneration initiatives if their economic role is to be sustained and further developed. Two specific business corridors – South Riverside and Adamsdown/ Roath – have been identified as investment priorities because of their importance as centres of economic activity and local employment, and key entrance routes into the city centre.
- b. *Community & Well-Being Hubs*: Working closely with partner organisations, the Council has delivered a network of successful Community Hubs. Opportunities have been identified for further embedding Hub services in the Southern Arc communities. Further investment will have a particular focus on employability services and economic outcomes for young people and tackling health and well-being barriers to economic activity.



Charles Street, Cardiff

Newport

- 4.6 Newport is a multi-cultural city with its own unique atmosphere, where traditional industries sit alongside the new and emerging Digi-tech sector. Standing at the gateway between England and Wales, Newport is strategically well placed along the M4 corridor and electrified main line, providing easy access to major cities around the UK, and to the remainder of the Cardiff Capital Region and Wales. There is an excellent supply of land available for new employment, education, leisure and housing as identified in the adopted Local Development Plan and regeneration opportunities exist within the heart of the City, close to the University and emerging digital cluster.
- 4.7 A key urban settlement, Newport has been identified in the CCR Strategic Business Plan as an established hub of business, commerce and institutions, and is seen as having a strong role to play in the regional and national economy. Newport's adopted Corporate Plan,¹⁶ Economic Growth Strategy¹⁷ and draft City Centre Master Plan¹⁸ sets forth a vision of Newport as a vibrant, versatile city; an area of visible change with high aspirations, high achievement and shared prosperity.
- 4.8 Despite having the fastest growth in business start-ups in Wales and the South West between 2011-2016 and the second fastest growth in 'Knowledge-Intensive Business Services' of any UK city between 2014-2016, with no Grade A office accommodation to service a growing digital cluster and knowledge based business sector, Newport is not fulfilling its economic

¹⁶ www.newport.gov.uk/documents/Council-and-Democracy/About-the-council/Corporate-Plan-2017-2022.pdf

¹⁷ https://democracy.newport.gov.uk/documents/s11217/Economic%20Growth%20Strategy_Final%20version%20Oct%202015.pdf

¹⁸ www.newport.gov.uk/documents/About-Newport/Newport-City-Centre-Masterplan-Jan-2018.pdf

growth potential, having an adverse effect on the ability of Newport to sustain the City catchment area and the region's strategic hubs.

- 4.9 Great steps have been made to address some of the city's derelict and vacant buildings, however the city's economic transformation, remains incomplete; a 'work in progress'. Newport aspires to fulfil its potential as a City of growth; its excellent location, connectivity, availability of land and premises, and affordability provide a golden opportunity to attract and embed new inward investors and maximise employment opportunities for the wider region.
- 4.10 As a major employer for the wider region, Newport has the second highest percentage of people commuting into the city for work (see Table 2).
- 4.11 The city also suffers high levels of deprivation, with a high percentage of NEETS¹⁹, the second highest Youth Claimant rate of any UK City (January 2018), and a large number of Lower Super Output Areas ranking in the top 10% most deprived in Wales. With a population expected to increase by 7.9% by 2039, there is a clear need to focus on upskilling young people and providing health and well-being support to tackle the generational cycles of deprivation in some areas of the city.
- 4.12 Newport remains an affordable location and with rental levels significantly lower than Cardiff, there is rapidly growing interest and potential for igniting new investment into the City, but the support of the public sector is key to initially stimulating this development.
- 4.13 The location of the International Convention Centre for Wales provides the city and the region a strong tourism opportunity which is currently unmet by a significant lack of visitor accommodation. The day visitor economy is improving but we are failing to retain visitors for longer. The region collectively has an opportunity to provide a high quality and diverse experience for visitors but we need to ensure good quality visitor accommodation is available in the right location. With the viability issues that exist, again early public sector investment in the form of loan finance is vital in enabling the city to meet the identified demand.
- 4.14 Developing education, leisure, sport and recreation opportunities is also an important part of the growth of Newport and the wider region. Newport is looking to strengthen and expand the further education and higher education offer as part of a Newport Knowledge Quarter in partnership with the University of South Wales and Coleg Gwent. High quality sporting facilities ²⁰also offers alternative curriculum and life skills to support disaffected learners and NEET's. Further investment is



Chartist Tower, Newport

²⁰ Newport International Sports Village is home to national and regional facilities such as the Wales National Velodrome and Regional Indoor Tennis Centre.

required to maximise the potential for facilities to meet existing and future demands of the region as well as maximise opportunities to host national and international events which puts the Cardiff Capital Region on the world stage. Improvements to the environment around the Riverside area of the city centre, home to the Newport Gwent Dragons regional rugby team; will assist the Council's ambition to regenerate the wider area.²¹

Opportunities that we envisage will support not only Newport, but the wider region are:

- a. Emerging as a leading digital cluster with a key role to play in meeting the Region's aspiration to be a "Smart Region" there is an identified need to provide good quality office, incubator and accelerator space close to these digital centres and knowledge intensive businesses. The Northern Gateway area has been identified as the focus for developing and expanding the digital ecosystem through the provision of new grade A office development and live/work projects. Within this area key buildings provide opportunities for diverse but complimentary uses, and potential also exists for new housing and complimentary services on sites such as the former Sainsbury's site.
- b. Significant opportunity remains in the city core to target under-used sites and derelict, prominent buildings for housing, leisure, and cultural developments, including the provision of a Heritage Discovery Centre. The redevelopment of Chartist Tower for hotel accommodation is a priority for the City Core area with the need to ensure the exterior of the building reflects the quality of any internal refurbishment.
- c. The Newport Knowledge Quarter partnership between the Council, University of South Wales and Coleg Gwent presents an opportunity to consolidate and expand the further and higher education offer available on a regional level with opportunities to develop and provide shared library resources.



Market Arcade, Newport

²¹ see link to City Centre Masterplan

- d. **Newport International Sports Village:** Home to the Wales National Velodrome, the Newport International Sports Centre, FAW football Academy, Newport County's training ground and a first class cricket facility, the expansion and development of facilities at the Village is vital to the region's ability to attract elite, national and international sporting events and to develop the region's position as a major sporting and events destination. A City Sport and Active Recreation Masterplan is currently being commissioned to provide a coherent plan for the expansion and development of the Village to enable the City to host some of the most prestigious national and international events as part of a wider regional programme. As an improved, national facility, the Village will bring significant benefits for the visitor economy and provide employment, training and wellbeing opportunities not only for Newport, but the wider region.
- e. We are working with partners to deliver an integrated **Neighbourhood Regeneration Programme** in our most deprived communities. The Councils Corporate Plan has identified four community investment zones as priority to bring partners together to address health, housing, skills and employment issues in a holistic way. Bringing services together via a hub approach to counter disadvantage and deprivation, will put people at the heart of our regeneration and investment plans for the City and wider region. The delivery of a pilot scheme in Ringland has been identified as the stage 1 priority for this programme.

Barry

- 4.15 Barry has a population of over 52,000 and as a hub settlement (and the largest town in the Cardiff Capital Region) has a crucial role to play in the development and economic growth of the Cardiff Capital Region. Barry is also recognised in the Local Development Plan (adopted June 2017) as one of the most sustainable locations within which to focus major new development opportunities.

- 4.16 Four lower super output areas in Barry (Gibbonsdown 2, Court 3, Cadoc 4 and Castleland 1) fall within the top 10% of most deprived areas in Wales across all domains but particularly in relation to income, health, education, housing and employment.



Barry, Vale of Glamorgan

- 4.17 Around 60% (552 units) of the affordable housing need requirement (per year) in the Vale of Glamorgan is in Barry.
- 4.18 The Vale of Glamorgan has the highest rate of out-commuting (51.5%) in Wales compared with the national Welsh average of 30.6%, demonstrating a lack of higher skilled employment opportunities in the county. The majority of out-commuting is into Cardiff (34.4%)

- 4.19 In recent years the policy focus for the Council has been to encourage and facilitate a more joined up or whole-town approach to regeneration in Barry in order to maximise the regenerative impact of mainstream Welsh Government initiatives such as Flying Start and Communities First (and its successor programmes) i.e. combining the improvements to places with support for the people who live in them.
- 4.20 Looking ahead there are further opportunities for closer integration, through procurement to maximise local supply chain development and associated targeted training and recruitment clauses favouring local residents. This could be particularly successful having regard to initiatives around the nearby Cardiff Airport and St Athan Enterprise Zone and sectors such as education where significant capital investment is proposed to establish two new mixed sex secondary schools in Barry.
- 4.21 The Targeted Regeneration Investment offers the Council and its partners the opportunity to respond to the challenge of narrowing the gap of aspiration and achievement across the town; and, stepping-up the quality of infrastructure, education and skills, tourism and leisure facilities to make a unique contribution to the Cardiff Capital Region.
- a. **Gateway Regeneration** - the Town Centre is focussed around the primary shopping area along Holton Road. It currently supports a value retail offer and related town centre services. It is challenged by better served, accessible, retail centres in the region. It is widely recognised by stakeholders and the community that investment is needed to sustain and further develop the economic role of the town centre and its hinterland.
 - b. **Barry Island Regional Tourism Destination** - for long-term financial viability, new operating models will be required to provide facilities that operate all year round rather than just in the main tourist season. A strategic opportunities document is currently being put in place to guide the marketing and development of Barry Island and further financial intervention will be necessary to unlock the potential of key sites including the possibility of partnering with the private sector to develop new or substantially refurbished leisure and tourism facilities.
 - c. **Eastern Barry Community Hub** – the majority of Barry's most deprived wards are located in the eastern part of the town. Income and employment rates are significantly lower than the Cardiff Capital Region figures. Working closely with the local community, major investment is needed to deliver a hub of community-focused services which seek to respond to the challenges of affordable housing provision and enhancing skills and employability.



Barry, Vale of Glamorgan

- 4.22 Bridgend is uniquely positioned through a combination of attributes: it is equidistant between Cardiff and Swansea, providing a geographic and strategic link between the two city regions; it is located on the M4 (served by two junctions) and the main rail line from London; and as acknowledged in the well-being assessment benefits from being the location of a well-established high-tech industrial sector with a number of internationally-recognised companies. The town is also a key service centre for the three valleys north of the town, which have been identified as a strategic hub in the Valleys Task Force strategy, 'Our Valleys, Our Future'.
- 4.23 Major housing and employment growth areas have been identified around junctions 35 and 36 of the M4, which form part of the economic growth plan for the region. As the nearest regional settlement to these, Bridgend town centre will require targeted, long-term investment to respond to the pressures and opportunities that these will bring.
- 4.24 The town is well-established as a centre for high-end manufacturing and is the location for multiple high-profile international companies; however the gap in qualifications between Bridgend and Wales is increasing with working age people in Bridgend less qualified than the average for Wales and with almost 15 per cent having no formal qualifications in 2015. In a Bridgend Business Research report, in which almost a third of businesses surveyed (60 out of 202) businesses stated that they needed a more skilled workforce to meet their business needs and enable survival and growth
- 4.25 Bridgend town area contains three LSOAs that are in the 20% most deprived in Wales²² with particular problems around Income, Employment, Health, Education, and Community Safety:
- a. Brackla 3 is the 4th most deprived ward of the 88 in Bridgend County, and in the 10% most deprived in Wales
 - b. Morfa 2 is the 5th most deprived ward of the 88 in Bridgend County, and in the 10% most deprived in Wales
 - c. Oldcastle 1 is the 13th most deprived ward of the 88 in Bridgend County, and in the 10-20% most deprived in Wales
- 4.26 The primary target area for TRI-backed regeneration is Bridgend town centre. Here, opportunities exist for significant change and growth that would contribute to the economic development of the region. As the principal settlement in the western area of the Cardiff Capital Region it has been identified by the Growth and Competitiveness Commission and Cardiff Capital Region Business Plan as one of the re-emerging towns playing a significant role in the region's economy.
- 4.27 Bridgend will focus on a number of key themes aligned to the project types below:
- a. Providing more affordable homes supported by community facilities in the town centre.
 - b. Improving the physical and mental well-being of residents.
 - c. Increasing skills and educational attainment and ensuring closer alignment between curriculum provision and the needs of business and industry.
 - d. Improving transportation provision and access to services.

- e. Providing essential infrastructure to unlock commercial investment opportunities and job creation.
- f. Targeting investment in under-utilised and vacant properties.

Caerphilly/ Ystrad Mynach Corridor

4.28 Activity and funding will be targeted within the Valleys Task Force identified strategic hub of Caerphilly and the Ystrad Mynach Corridor. The main focus for town centric projects will be Caerphilly town in recognition of it being identified by the City Region for growth and Valleys Metro for improvement. Caerphilly town centre is the namesake and a principal commercial centre within the Borough with current footfall figures of circa 640,000 for the first two quarters of 2018.

4.29 It is the County Borough's largest town serving over 57,000 residents and has significant economic and tourist potential.

4.30 Caerphilly town also suffers from having the most deprived LSOA in Wales ²³ at Lansbury Park housing estate which sits in the heart of the town centre. Concentrating on Lansbury Park - helping the economically and socially marginalised community reconnect with employment opportunities – and through targeting the town centre and its industrial / commercial surroundings, the plan is to combat long-term poverty and social exclusion.



Caerphilly Castle, Caerphilly

The Council and its partners will seek to introduce an innovative multi-use community hub where public and third sector services are co-located alongside community run amenities; business incubation units and social enterprise development. The provision of such a hub could be complemented by other projects to create a more attractive living environment and promote greater connectivity between Lansbury Park and the wider community.

4.31 Caerphilly Train Stations annual passenger usage has increased year on year to approx. circa 750,000 users - increasing the demand on the current infrastructure and need for enhanced modern services/facilities. Caerphilly's town centre forms part of CCR's strategic public transport network (SE Wales Metro) that improves connectivity both regionally and locally. The multi modal interchange at Caerphilly aims to create a thriving hub of enterprise with a modern, well-designed landmark arrival point for residents and visitors to the town.

²³ Welsh Index of Multiple Deprivation 2014

4.32 A number of opportunities have been identified that will support the economic regeneration of the town, and wider region. These are:

- a. Caerphilly town centre suffers from many underutilised and/ or redundant buildings, which significantly affect the commercial core of the town. We will consider opportunities to re-invigorate and expand the existing commercial core and maximise the potential of these buildings, thereby adding value to the existing urban environment and the overall visitor experience.

- b. Creating a vibrant and accessible visitor destination offer is essential to growth in the town centre, and hinterlands. Caerphilly Castle is the principle Unique Selling Point (USP) for the Town from a tourism perspective and in 2016 attracted around 130,000 visitors. However, despite already running a successful events programme, there is a need to maximise the presence



The Big Cheese, Caerphilly

- of Caerphilly Castle by working jointly with CADW and Visit Wales to improve the quality and range of the visitor offer at the largest castle in Wales. The tourism offer would be bolstered by creating a more diverse town centre that increases dwell time and produces a strong day and night time economy that includes quality accommodation for short breaks. Smaller complementary projects within the VTF strategic hub will also be considered to add value to the wider visitor experience.
- c. There are a number of key employment sites and premises clustered around Caerphilly town centre along with a number of large sites within the wider VTF strategic hub of Caerphilly/Ystrad Mynach corridor. Unlocking these sites provides a significant opportunity for strengthening employment opportunities within the county and the region.
- d. **“Support the development of housing on previously developed land – identify key residential opportunities that can be unlocked on brownfield sites in the wider VTF strategic hub that accord with planning policy, including those which form part of wider mixed use developments.”**

Caldicot

4.33 Monmouthshire’s economy (GVA) in the last 15 years has performed below its full potential; it has a small scale, dual economy when compared to others in the CCR, whereby the occupational profile of residents is skewed towards high skill occupations with resident earnings higher than workplace earnings; it’s working age population is low in relation to comparators, with a Median age of 48 (the oldest in the CCR). The county is therefore not

currently geared towards strong economic growth which if unchanged, will result in the future economic inactivity rate growing.

- 4.34 There is an economic imperative to address these issues by unlocking the new opportunities in the south east Severnside area, specifically Caldicot, being the largest area of urban population (circa 20,000). With the recent confirmation to abolish Severn Bridge Tolls, its enviable centrality, road infrastructure and close proximity to the high growth border areas of the South West and the 'Midlands Engine', Monmouthshire has opportunity to be a key economic growth area in the CCR. Future demand is already placing pressure on affordable and market housing with 439 households on the register wishing to live in Caldicot. Economically, the town centre is not fit for purpose to meet the needs of future residents with a 9% drop in non-food shops with a 13% vacancy rate in primary frontages. A rise of 10% in the service sector is following a UK trend in leisure and social activity but the town centre's infrastructure is not of the right quality to meet the future needs of retail, food and drink, housing, enterprise and other activities.



Newport Road, Caldicot, Monmouthshire

- 4.35 Severnside - the town of Caldicot specifically - has the potential to be a major beneficiary of the influx caused by these factors and as a consequence, there is a need for to invest in infrastructure, specifically commercial property, in-town living, and visitor economy led activity. This should be focussed on the town centre but also ensuring an integrated approach to neighbourhoods and their holistic well-being; creating an opportunity for a modern and thriving hub which can attract private sector investment and business re-locations from Bristol and beyond:
- To improve the housing offer at a key gateway site into the town centre with the provision of a 27no. residential units, urban courtyard and car park that is linked to the redevelopment of an outdated 1960s retail parade.
 - The Retail Parade project will see units reconfigured with opportunities for employment generation through enhanced frontages, reconfigured units and improved signage/branding. An additional opportunity for property development enhancements is proposed for neighbouring retail and employment property.
 - Enhanced mobility and accessibility for residents, visitors and employees through investment in shared space, active travel networks and maximisation of visitor assets as

the Castle and Country Park, links to the Living Levels, equestrian activities as well as local community spaces that ensures inclusion for all.

- d. To expand and modernise the Caldicot Community Hub, extending the community services, well-being and local enterprise available to our remote communities.

- 4.36 The Targeted Regeneration Investment Programme offers the opportunity for the region to capitalise on the County's new opportunities whilst also addressing further strategic regeneration priorities which include the expansion of the digitally connected community hubs network throughout the County. Consideration will also need to be given to our strategic employment sites particularly those with a focus on the circular economy.

South Torfaen Settlement Area

- 4.37 In 2004 the Wales Spatial Plan identified "Cwmbran/Pontypool" as a single "key settlement". This 'South Torfaen Settlement Area' is based on the interdependence of Cwmbran, Pontypool and their neighbouring communities, which each fulfil a different training employment, leisure, retail or foundational need for local communities. The Valleys Task Force has identified this area as one of their 7 Strategic Hubs. This is because it is **easily accessible**, serves some of Wales' **most deprived communities**, and is **attractive to investment** (for both employment and housing).

- 4.38 Emerging opportunities include the Grange University Hospital at Llanfrechfa, the growth of Llantarnam Business Park as a driver of South Wales' digital cluster, and the emerging Sixth Form College as an anchor on Cwmbran's town Eastern employment site. However, the hub also has a number of challenges that need to be addressed, including:

- a. *Deprivation:* There is poor connectivity between strategic sites in the hub. The WIMD shows a high level of deprivation, with three LSOA's in Wales's 10% most deprived, and a further nine in the 20% most deprived. Of these nine, two score low on Access to Services. Perhaps most significant in demonstrating deprivation is Trevethin 1 LSOA which shows that 75% of children under 4 live in income deprived households.
- b. *Employment Prospects and Prosperity:* Data shows that of 2,045 enterprises in the area, only 0.6% employ more than 250 persons, demonstrating a lack of large employers in the area. In addition to this, constraints such as: lack of suitable sites, viability, complex ownership issues, infrastructure investments requirements and transport issues are



Springboard, Torfaen

limiting investment in employment sites, further inhibiting investment opportunities from potential employers. There is demonstrated in the fact that sustained occupancy is over 90% in existing incubation facilities, suggesting a lack of suitable premises for expansion, and thereby limiting the availability of companies to grow.

- c. *Housing Quality and Availability*: Affordable housing need is c2000 homes over the next three years.²⁴ Whilst there is demand in town centre areas, and in addition available sites and premises for conversion, private sector investment is low because of higher, abnormal costs.

4.39 A number of potential projects have been identified:

- a. There is a need to ensure **adequate business start up support through Enterprise centres and/or test trading opportunities** to provide support for businesses helping to increase productivity and new jobs. These facilities charge low rents to reduce risk for new business. However, this makes them a less-attractive proposition for the private sector to build and run due to a low ROI.
- b. Opportunities arising from **working with the third sector** should be explored **to enable skills, community and foundational economy facilities**. The third sector can help to deliver community, skills and cultural services, supporting the foundational economy. Co-locating services into a single hub would prime growth in this sector by reducing premises costs and overheads
- c. **Enabling development and connecting infrastructure** – the strategic hub will rely on strong connectivity between and within strategic sites and centres as well as interventions to overcome other site constraints.
- d. **Town centre enhancements** – due to low values, property owners do not invest in improving the quality of their premises or converting them to more appropriate uses, such as housing. The deterioration of frontages, and vacancy rates, create blight that further inhibits investment.

Blaenau Gwent: Ebbw Vale

4.40 Blaenau Gwent has the most LSOA within the 10% most deprived in Wales at 23.4%; and with over 85% LSOA in the 50% most deprived²⁵ highlighting the levels of deprivation that exists across the county borough. The borough faces significant and multiple levels of deprivation, as appose to isolated pockets. Low academic attainment and high economic inactivity are just two key factors. Stemming and reversing the flow of out migration is also important, through the creation of an attractive



Station Square, Blaenau Gwent

²⁴ (TCBC 2017 LHMA – a full LHMA will be commissioned as part of the LDP review)

²⁵ 2014, WIMD

and well connected environment, in which people choose to live, work and play.

- 4.41 In recognition of the levels of deprivation that extend across the borough, there is a drive to ensure a comprehensive approach to regeneration is adopted. In addition to new regeneration initiatives, the authority will take a strategic approach, ensuring that previous regeneration schemes are completed beyond Ebbw Vale in order to maximise the impact and associated outputs. This will enable the surrounding areas to underpin and complement the strategic hub, Ebbw Vale.
- 4.42 Through the Enterprise Zone, Valleys Task Force, City Deal, Tech Park and other investment, significant regeneration and associated employment and training opportunities will be realised within Blaenau Gwent. Reflective of and aligned to these wider opportunities, the Regeneration TRI area within Blaenau Gwent will be centred on Ebbw Vale.
- 4.43 Ebbw Vale's focus will be on three core areas:
- Vibrant Gateways:** Re-modelling and significant physical infrastructure works to create prominent and vibrant gateways to the main town centres of Blaenau Gwent; supporting a viable mix of uses, underpinned by efficient infrastructure to generate employment opportunities, prominent business premises, quality homes and increased footfall.
 - Core Employment Hub:** Maximising available land centred at *The Works* to develop a core that will facilitate a range of economic opportunities including, inward investment, business growth and enterprise; with associated employment and skills opportunities.
 - Connected Growth Corridors:** To enhance the employment core and support complimentary activity to fulfil housing and leisure needs, feasibility and development works along key growth corridors to the East and West of the centre will be undertaken in the short term. These studies will inform medium to long term development opportunities along the identified growth corridors.

- 4.44 The Council along with its many partners, both public and private, are committed to a range of interventions and investments to expand opportunities within Blaenau Gwent; not least transport connectivity, enhanced building infrastructure, 21st century schools programme, housing development, health facilities and business units.



Countryside, Blaenau Gwent

- 4.45 A number of short, medium and long term proposals have been developed under the three core areas:
- Vibrant gateways:** The proposed schemes under this priority include both thematic and stand-alone projects including;

- i. Property Enhancement Grants, including prominent buildings and where appropriate site acquisition/demolition (Trinity Chapel, NCB, Ebbw Vale Welfare Club, Pit Head Baths), and
- ii. Development of strategic town centre sites e.g. Ebbw Vale multi storey re-development, Brynmawr Bus Depot and Brynmawr Boiler House.
- b. **Core employment hubs:** Project proposals to complement the employment core, including Boxworks – Enterprise Units and Business Park Infrastructure Upgrades.
- c. **Connected growth corridors:** A range of feasibility studies and masterplans linked to housing and leisure including community sports hub, Brynmawr /Nantyglo masterplan, Nantyglo school site redevelopment, Pit Head Baths and Boiler house. The studies will inform subsequent aspirations for full project implementation for which TRI funding may be sought.

Merthyr Tydfil

- 4.46 Merthyr Tydfil has a dense urban population with c 43,000 residents - out of a population c 59,700 - residing in the main town centre, which functions as the principal commercial, retail and service centre of the County and the Heads of the Valleys region. Although the County still has high levels of deprivation, business confidence and inward investment are strong.
- 4.47 Merthyr Tydfil fulfils a key strategic role at the centre of the Heads of the Valleys region, benefiting from high levels of accessibility with the intersection of the A470 and A465 strategic transport corridors in the north, and A470 and A472 strategic transport corridors in the south. Just 25 minutes north of Cardiff and the M4 corridor, currently, 600,000 people and 150,000 jobs are situated within thirty minutes of Merthyr Tydfil.
- 4.48 Once known as the industrial capital of Wales, Merthyr drove the Welsh economy, employing 1000s of people. More recently the town has experienced the loss of key industries and market failure, leading to social and economic deprivation, poor health, low skills and lack of opportunity for local people. Current data shows that 8 of its 36 Lower Layer Super Output Areas (22%) are amongst the most deprived 10% of LSOAs in Wales²⁶; 30% of its LSOAs fall within the 20% most deprived in Wales; 61% of its LSOAs fall within the 30% most deprived; and 81% of its LSOAs fall within the 50% most deprived. The County compares unfavourably with national averages across many key socio-economic indicators, facing significant challenges around high levels of economic inactivity, low educational attainment and skill levels, low quality jobs and opportunities, and high incidences of long term health problems.
- 4.49 Prior to the latest economic downturn the number of jobs available had been steadily increasing since 1998, due principally to growth in the public administration, education and health, and latterly manufacturing, transport & communications and construction.. Despite this growth, job-density and wage levels continue to be lower than national averages. Even before the downturn, many strongly represented sectors were not expected to grow over the next 10-

²⁶ WIMD

15 years, and it was identified that the area is not well represented in likely “key growth” sectors such as air transport, computing services and financial and professional services²⁷.

4.50 An extensive physical renewal programme and enhancement of the local tourism offer has improved the perception of Merthyr Tydfil, attracting business/inward investment into the area as well as a large number of visitors to the region.



Merthyr Tydfil

4.51 The ongoing dualling of the A465 will contribute to the establishment of an important new growth corridor across the Heads of the Valleys. Improvements to the frequency of the train service, through the Metro programme will enhance levels of access to Cardiff and beyond. To maximise this strategic advantage, a priority is the development of a regional transport hub.

4.52 Proposed Projects are:

- a. Creation of a **Development Zone** to take forward the next phase of regeneration, support job creation, attract inward investors and create the right environment for businesses to flourish. In the north of the zone, a new retail development will be a key economic drive, whilst both the east and west of the zone already has a heavy tourism concentration.
- b. A **community hub network** in the north of the County, as an extension of the Council's Poverty Strategy. The principle of community empowerment is fundamental to our approach, with success dependent upon the collective efforts of public sector, third sector organisations, volunteers or businesses. As the lead we will work closely with partners to build on this plan, joining up actions and innovating at local and regional levels.



Cyfartha Castle, Merthyr Tydfil

c. Tackling **long-term unemployment** is an ongoing priority through a range of programmes to enhance the diversity and level of employment opportunities. Investment in skills and training is a major factor in creating a highly employable, higher skilled local population that can be retained locally, and which can generate economic growth, improved productivity and a sustainable local economy.

d. Targeted **business support** and business incubation initiatives; to enhance and support existing business and business infrastructure; encourage

²⁷ Merthyr Tydfil LDP

development of new business (inward investment); development of key attractions and strategic projects that enable linkages and connections between them and commercial, retail and service centres is very important for the area.

Rhondda Cynon Taf: Pontypridd Corridor

4.53 The Council's Corporate Plan is clear about the importance of building new homes, identifying regeneration sites, promoting employment sites and maximising the benefits and opportunities of the Cardiff Capital Region City Deal. Pontypridd growth corridor is a strategic hub for investment as part of the CCR's Regional Regeneration Plan and the 'Our Valleys, Our Future Delivery Plan', forming the focus area for delivery of the TRI Programme.

4.54 **Pontypridd** – Opportunities arising from Pontypridd's pivotal position at the heart of the Cardiff Capital Region will be maximised to build on the current regeneration momentum in the town. Recent and ongoing phases of significant regeneration investment such as the Pontypridd Vibrant and Viable Places Programme, Lido Pontypridd – The National Lido of Wales and the Taff Vale major redevelopment provide a platform on which to deliver further targeted programmes of regeneration activity. Existing investments are already having significant regeneration impact with Taff Vale set to bring more than 1,000 new jobs into the town centre. Further activity in this area will deliver real results and outcomes in terms of more and better jobs, growing and attracting businesses, homes for people and greater connectivity.



Public Realm, Pontypridd

4.55 The Pontypridd growth corridor has a strategic and central position in the South Wales Metro developments, with twelve trains per hour in each direction being a game changer for economic growth opportunities. It is a focus and hub for economic and social activity, a gateway for new investment, innovation, sustainable development and growth. The importance of this area to the economy and growth potential of the wider region is further emphasised by its employment and commuting patterns.

4.56 With continuing potential for economic diversification, investment and growth, an integrated investment programme for the wider Pontypridd area will deliver a significant contribution to the Cardiff City Region and Valleys Task Force objectives. Proposals for growth and investment will be based on improvements to business development and premises provision, higher and further education and training provision and strategic transport. There is a clear and evidenced need for modern, high quality business premises in the region. In addition, Department for Work and Pensions has recently announced the investment in a brand new premises to be built on Treforest Industrial Estate, almost 160,000 square feet of office space demonstrating the wider appetite for investment given the advantageous position of Treforest in the Cardiff Capital Region.

Proposed Project Types for TRI Programme Years 1-3

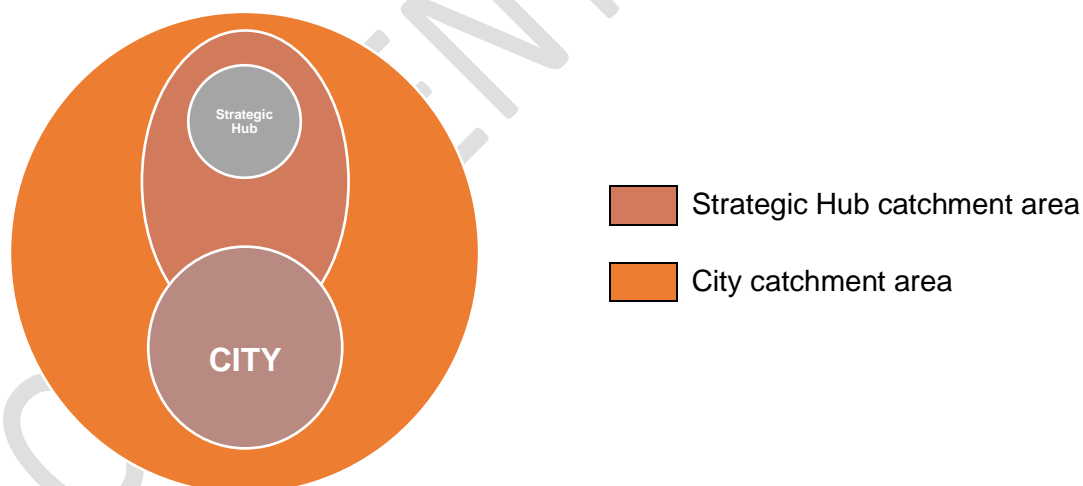
- 4.57 We will deliver a range of projects to address themes that align with TRI programme guidance by widening prosperity and building resilient communities. These include:
- a. **The Dynamic Regional Hub** – the development of a business growth hub with state-of-the-art facilities providing businesses with a single point of access for a wide range of integrated services to support entrepreneurship, innovation and business development.
 - b. **21st Century Businesses** – in partnership with the private sector, projects will provide more flexible and dynamic business space to meet changing and emerging business needs.
 - c. **Town Centre Redevelopment** – targeting sites and premises opportunities in Pontypridd Town Centre that will have significant regeneration impacts, particularly due to Pontypridd's central strategic position in the development of the South Wales Metro. Targeting investment to redevelop long term vacant prominent sites and properties, e.g. the former Marks and Spencer premises, provides a significant opportunity to bring this floorspace back into use for more sustainable uses in the current market, e.g. modern commercial facilities complemented by adding new housing units to the town centre.
 - d. Maximising the impact of the Taff Vale development by linking it to the unique green environment of Ynysangharad War Memorial Park will provide an excellent focus for adding significant value to assets that have already attracted substantial investment, exponentially improving their impacts.

SECTION 5: OBJECTIVES

- 5.1 Taking on board the advice of the Growth & Competitiveness Commission and guidance from the Welsh Government, specifically for the purposes of this Plan and TRI, those 'Regeneration Areas' will include the two cities within the region, and specific 'Strategic Hubs'.

Our Rational

- 5.2 Our focus is on ensuring that the Strategic Hubs and Cities provide and receive the maximum economic benefit from a complementary relationship. To ensure this we will:
- base our proposed investments on a polycentric approach;
 - acknowledge that Cardiff is the key centre of employment for the region and ensure we strengthen this core by supporting its main economic sectors;
 - accept that strategic hubs provide jobs, training and services to a significant catchment area, often covering economically challenged areas, and require investment to support that role;
 - support the different and distinctive roles of strategic hubs and build on their key strengths to provide a diverse range of complementary employment opportunities maximising the potential which the Metro brings to the Valleys and the area as a whole;
 - develop skills, training and community facilities as a priority in all regeneration areas; and
 - Where appropriate, target investment to complement and support other programmes, for example new or enhanced transport nodes and the South Wales Metro proposals.



- 5.3 We will assist in optimising economic support to the region, providing employment opportunities, and community facilities,., thereby, providing a diverse range of employment, and reducing the need to travel and supporting those who do not wish or are unable to travel.
- 5.4 Our Vision and Regional Strategic Objectives set out our aspirations and establish the economic outcomes we are seeking to achieve when considering use of the City Deal Wider Investment Fund and the Targeted Regeneration Investment fund. Our Regional Strategic Objectives also reflect the need to focus on improving the quality of life of people and

communities now and in the future and ensure our approach and actions are responsible and meet our current needs without compromising the quality of life of future generations.

- 5.5 To focus our approach and ensure better decision-making, we will look to proposals to follow the five ways of working and sustainability principles, detailed in the Well-being of Future Generations (Wales) Act 2015, and reflect and support the well-being goals and the twin goals, in the Welsh Government's 'Prosperity for All: economic action plan', of growing the economy and reducing inequality²⁸.
- 5.6 The overview of each target area in Section 4 highlights a wide range of key issues that need to be addressed across the region. Analysis of the ten local authority areas shows common recurring issues and concerns that need to be addressed:
- Dealing with vacant premises
 - The need to increase footfall in flagging commercial districts
 - Creating flexible, modern, affordable, floorspace for business growth and business support
 - Supporting tourism
 - Increasing housing and urban living opportunities
 - Community facilities for co-location of key services
 - Public realm and essential enabling infrastructure requirements for key sites
- 5.7 Taking into consideration the regional context, key issues, SWOT analysis, implementation of recent regeneration initiatives (VVP), and based on needs coming through existing networks in each target area the Regional Plan for Regeneration has identified a number of strategic objectives as outlined below:

Table 6:

Objective 1: Reduce inequality – by helping more people to share the benefits of future growth, with a particular focus on supporting those with the lowest household incomes to access opportunities.		
Links to Cardiff Capital Region Regional Strategic Objectives	Prosperity for All	Well-being of Future Generations Act - Goals
Directly contributes RSO1 ²⁹ to building the capacity of individuals and businesses to take advantage of current and future opportunities. Delivers support under RSO2 ³⁰ by contributing to quality of life and wellbeing of local people and their communities.	Directly contributes to tackling regional inequality by targeting those areas with most concentrated deprivation. Projects will seek to equip local people with the right skills to participate in the opportunities now and for the future. This delivers the priority action area of skills and employability and the	Prioritising the most deprived communities seeks to engage the most excluded people across the region. By supporting people to enter employment or progress to better jobs this objective seeks to increase household income and that in turn will then provide access to further opportunities. This supports the goal of a more

²⁸ Written statement by Ken Skates, Cabinet Secretary for Economy and Transport on 11th December 2017

²⁹ Regional Strategic Objective 1: Prosperity and Opportunity

³⁰ Regional Strategic Objective 2: Inclusion and Equality

	priority action area of mental health.	equal Wales.
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Objective 2: Modernise town centres – by building on their role as centres for local economic opportunity, service provision and social inclusion. Recognising their role in the foundational economy and helping them to adapt to economic change.

Links to Cardiff Capital Region Regional Strategic Objectives	Prosperity for All	Well-being of Future Generations Act - Goals
Directly contributes to the delivery of SRO1 through providing appropriate infrastructure and supporting business. Delivers RSO3 ³¹ through improving our urban centres, and developing and promoting a quality environment to attract new and existing businesses.	Modern town centres will provide an appropriate environment for businesses to drive local prosperity, provide local employment opportunities and provide better environments to promote the health and well-being of those who live, work and visit our town centres. This objective also recognises that our town centres should be seen as community hubs, providing an all-round approach to supporting residents. This objective also delivers opportunities for young people to develop their skills and make the most of their potential. This delivers the priority action area of skills and employability.	Regeneration of key town centres will support the goal of a prosperous Wales. Creating vibrant and attractive town centres will increase footfall and spend, supporting local business growth and an increase of job opportunities. Securing investment for south east Wales is generally positive for the local supply chain and local businesses and applying sustainable regeneration principles will ensure that the objectives contribute fully to a globally responsible Wales. Engaging businesses and local people in the development of their town centre will contribute to a cohesive community.

Objective 3: Improve the housing offer – by ensuring that development takes place where there is demand, providing good quality housing options for existing residents, young people and for people locating to the area.

Links to Cardiff Capital Region Regional Strategic Objectives	Prosperity for All	Well-being of Future Generations Act - Goals
Supports SRO2 through bringing empty properties into use or refurbishing poor quality housing to improve the housing offer across the	Poor quality housing and a lack of supply contributes to poor health. Addressing local housing need with the provision of appropriate, quality housing will	The provision of good quality accommodation will promote better health supporting the goal of a healthier Wales. Bringing empty properties into use or

³¹ Regional Strategic Objective 3: Identity, Culture, Community and Sustainability
TRI Regional Regeneration Plan 2018-2021 v1.0

region.	support the delivery of healthier communities and better environments and directly delivers the priority action area of housing.	refurbishing poor quality housing will improve the housing offer across the region.
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Objective 4: Strengthen the visitor economy – through building on the tourism offer and strengths that exist in the region including the adventure and heritage tourism markets as well as providing an attractive location for major events and supporting regionally important venues such as Cardiff Bay, Caerphilly Castle, Big Pit, Cyfarthfa Castle and the resorts of Porthcawl and Barry Island. By encouraging more visitors to South East Wales and providing modern town centres, we will increase visitor footfall to our towns and spend within the local economy.

Links to Cardiff Capital Region Regional Strategic Objectives	Prosperity for All	Well-being of Future Generations Act - Goals
Directly support SRO3 through assisting our urban centres to be more vibrant. Developing and promoting our world class heritage and cultural offer will increase visitor numbers, and attract new business.	Activities to strengthen the visitor economy will promote and protect Wales' place in the world, promote health and well-being for everyone and support local employment opportunities and skills development. This delivers the priority action area of skills and employability.	Increasing visitor numbers to the region will support the goal of a prosperous Wales. Many visitor attractions and local businesses celebrate the heritage and culture of the country supporting the development of a Wales of vibrant culture and thriving Welsh language.

Objective 5: Develop the overall economy

- helping to create sustainable rural communities through access to economic opportunities and access to services
- to Increase employment through creating opportunities for employment through regeneration projects and maximising the potential of the Metro

Links to Cardiff Capital Region Regional Strategic Objectives	Prosperity for All	Well-being of Future Generations Act - Goals
The implementation of key regeneration projects contributes to SRO1, through improving infrastructure. Directly supports SRO2 by providing access to employment and economic opportunities. Delivery of SRO3 through supporting	Taking steps to stabilise smaller towns will support businesses to drive prosperity and support the development of entrepreneurialism, building ambition and encouraging lifelong learning. This delivers the priority action area of skills and employability.	Investment in a community provides a tool to engage local stakeholders in co-production and entrepreneurial solutions. This commitment to prevent decline supports the goal of a cohesive community.

our rural environment to promote economic and social outcomes.		
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Objective 6: Improve the health of local people – by creating places that promote physical activity, by providing quality environments and green space and by tackling poverty in our most excluded communities.		
Links to Cardiff Capital Region Regional Strategic Objectives	Prosperity for All	Well-being of Future Generations Act - Goals
<p>The plan directly supports SRO2 which aims to improve the wellbeing and quality of life for people and communities. Regeneration activities will support areas of high deprivation, improving access to the labour market and employment opportunities.</p>	<p>Health outcomes are low in areas of deprivation with mental and physical health often a barrier for participation. Regeneration activities targeting the most concentrated areas of deprivation will promote health and well-being for everyone and help to build healthier communities. This will directly contribute to the priority action area for mental health.</p>	<p>This regeneration plan intends to deliver transformational change to benefit the most deprived communities across the region. Increased job opportunities and an increase in household income will positively affect health outcomes. Housing renewal and schemes that provide a more attractive environment and encourage activity will also contribute to the goal of a healthier Wales.</p>

SECTION 6: KEY PROJECTS

Urban Investment for Growth in South East Wales

- 6.1 There is an opportunity in South East Wales to build on good practice delivered during the VVP Programme and further develop creative and innovative approaches to the key issues highlighted in the target areas, to support business and job growth and new homes. In line with the aims and objectives of the RRP, the delivery of two thematic areas have been identified to deliver property and site re-development in urban, town centre, district centre, and local centre locations, and which includes the re-development of vacant, under-used or derelict buildings and sites to bring them back into use for modern business purposes and new homes. These uses will comprise the right kind of new homes for the area they will serve, a range of modern business accommodation for business growth, such as office and retail space, business start-up and incubation, and live/work space provision. The package will also provide assistance to work with property owners to incentivize bringing property back into commercial use through a range of initiatives. The right mix in the right location is critical and together these projects will lead to successful outcomes with a regional impact.
- 6.2 This investment package will be led and facilitated by councils alongside partners including the private sector and RSLs, with the intention that maximum leverage of investment from other sources is generated by the TRI contribution. A robust but creative approach to designing financial packages which will guarantee project delivery will be adopted.

Urban Centre Property Enhancement Fund (UCPEF)

- 6.3 A key issue highlighted amongst a high number of our target areas (section 5.6) is the lack of good quality commercial and retail floorspace. Town and city centre space is generally of low quality, not meeting the needs of businesses, resulting in levels of vacant or derelict floorspace in urban centres. As a result, increases in antisocial behaviour, fly tipping, and a general lack of community spirit and vitality can be seen. This proposal offers potential applicants the opportunity to apply for a grant for new shop/commercial property frontage and associated external and internal works, the intention being to enhance building frontages and bring vacant commercial floorspace back into beneficial business use. The grant would be available at an intervention rate of up to a maximum of 70% of eligible costs. To support this, an opportunity for further grant funding could be provided to create new commercial floor space in those areas where demand has been demonstrated. The grant will support start-ups and growing businesses in the target areas, and directly meet the strategic aims of the CCR business plan and the RRP (see table above)

Key Performance Indicators (KPI):

- Number of jobs accommodated/created
- Investment induced
- Enterprises accommodated
- Non-residential premises created or refurbished (number)
- Non-residential premises created or refurbished (sq. m)
- Number of non-residential units brought back into use

Urban Centre Living Grant (UCLG)

- 6.4 Supporting the Commercial Improvement Grant, the Town Centre Living Grant will offer potential applicants the opportunity to apply for grant to undertake external and internal works to improve access to vacant or under-utilised space above shop/commercial frontages, with the intention of assisting owners to bring that space into use for residential purposes. The grant would be available at an intervention rate of up to a maximum of 70% of eligible costs, and will work alongside the CIG and other schemes, to enable the conversion of vacant commercial floor space into new homes, maximising opportunities in the target areas to revitalise empty properties, and provide mixed use opportunities for owners. In doing so, properties are being brought back into economic use through encouraging city centre living, which in turn supports the local economy, reduces antisocial behaviour and creates a more sustainable offer. This directly meets the strategic aims of the CCR business plan and the RRP.

Key Performance Indicators (KPI):

- Number of additional housing market units
- Number of additional social housing units delivered
- Number of additional intermediate housing units delivered
- Investment induced

Strategic Projects

- 6.5 In addition to the thematic grants identified above, TRI funding will support a range of strategic projects that meet the Strategic Aims and Objectives of the CCR Regeneration Plan thereby contributing to the economic growth of both individual target areas, and the wider CCR region. In developing this Regeneration plan, the ten local authorities have been undertaken a series of work to identify key issues and concerns, and to identify potential opportunities for their target areas. In doing so, consideration needs to be made for maximizing regeneration opportunities that may arise outside of TRI. From the analysis provided in this plan, strategic projects are likely to include:

- Town centre redevelopments
- Development of Community hubs
- Development of Transport hubs and improved connectivity.
- Retail & Leisure
- Enabling infrastructure
- Property acquisitions, preparation, redevelopment and / or demolition

- 6.6 All potential TRI strategic projects would be subject to project assessment, prioritisation and approval through the local and regional governance arrangements, as set out in Section 7.

Project Delivery Plan and Outputs

- 6.7 Analysis has been undertaken across the 10 CCR Local Authorities to determine potential activity and associated outputs across strategic projects. A full breakdown of projects and associated outcomes is provided as Appendix B.
- 6.8 The analysis highlights the scale of activity proposed by the CCR local authorities as indicated in Table 7 below, reinforcing the need to ensure strategic alignment, taking into consideration the limited resources available for maximum benefit to the region.
- 6.9 Therefore, whilst the CCR Regional Plan sets out indicative funding requirements across the thematic, strategic and project development areas for TRI investment it should be noted that this is based on all proposed projects going forward with TRI funds. Proposals will be assessed and prioritised by the RRF based on the assessment criteria set out in Table 8, taking into consideration the resources available, the status of the project (how ready is it), and its regional impact. Table 7 below is based on the regional project proposals as it stands on 11th July 2018

Table 7: Indicative Project Delivery Plan

	2018/19	2019/20	2020/21	Totals	
Urban Centre Property Enhancement Fund (UCPEF)	855,000	1,645,000	1,775,000	4,275,000	7,265,000
Urban Centre Living Grant	1,335,000	1,500,000	1,036,000	3,871,000	12,030,000
Strategic Projects	12,126,691	45,936,694	34,665,932	92,659,387	235,726,420
Project Development Funding	207,000	50,000	0	257,000	
Totals	14,316,691	49,081,694	37,476,932	100,875,317	255,021,420

SECTION 7: GOVERNANCE

- 7.1 The South East Region which now forms the Cardiff Capital Region has operated well for a number of years through a range of partnerships led by both local government and WLGA. These partnerships have enabled collaborative working, allowing best practice to be shared to ensure maximum economic impact was derived across the region. The main focus of these partnerships was the delivery of Welsh Government Programmes, and previous EU Structural Fund Programmes. The 2007-13 programme paved the way for regional activity, however the most recent 2014-2020 programme saw local authorities and other strategic partnerships brought together in a more strategic way to ensure maximum potential for delivery and outcomes across the region.
- 7.2 Formal governance structures were initially formed around WLGA regional boards to consider regional and national issues impacting upon the region, and to consider opportunities for economic development of their regions.
- 7.3 To deliver the TRI programmes, and to ensure regional endorsement, Welsh Government required each region to produce a Regional Regeneration Plan. The CCR Regional Cabinet have prepared and endorsed this Plan, specifically related to the TRI fund, which will be offered to the individual Councils for agreement and use in developing their proposed submissions.

Structure

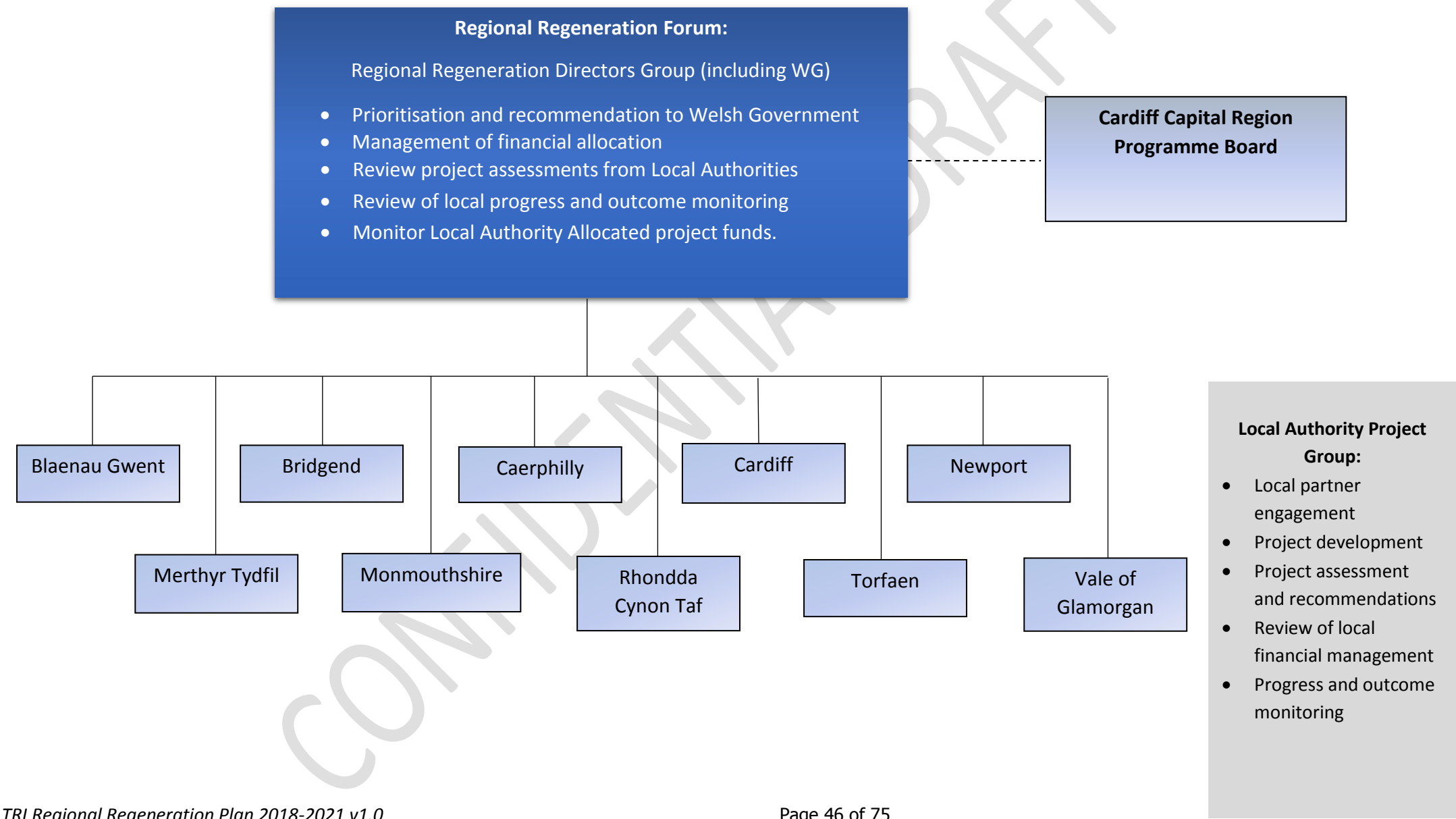
- 7.4 In 2017 the existing South East Wales Director of Environment and Regeneration Board (SEWDER), was merged into the Cardiff Capital Region Programme Board. It is proposed to reconstitute the South East Wales Directors of Environment and Regeneration Board as the Regional Regeneration Forum (RRF) to solely deal with the RRP and the delivery of the TRI Programme from Welsh Government. It will be the role of the RRF to ensure maximum impact from strategic project activity in the South East region. The RRF will invite Welsh Government to sit on this Board.
- 7.5 Each Local Authority within the region will be required to put proposals forward to the RRF for endorsement. Each will have the primary role, using their knowledge and community engagement processes, to identify and develop capital projects, which access the required contributions and support the objectives and priorities identified locally in Well-being Plans. Local Authorities will be responsible for ensuring proposals are formally endorsed through their own political process via Cabinet or Cabinet Member.
- 7.6 To support this process, regional officer meetings will be held on a regular basis, with invited Welsh Government representatives, to co-ordinate and where appropriate produce combined bids, both regional and sub-regional. This will also assist in aligning the TRI fund and Wider Investment Fund to ensure they complement and contribute to the overall regional objectives.
- 7.7 The CCR programme office will act as support for the RRF, to collate recommendations and data from individual Councils, and prepare progress review and monitoring documentation. As

far as possible this process will ensure the focus remains on delivering regeneration rather than servicing bureaucratic structures, and advising on balancing of financial allocations across the financial years of the programme.

- 7.8 It is important that a monitoring and evaluation model is put in place for the TRI Programme by the Welsh Government, to set the baseline and help determine what success will look like.
- 7.9 Full Terms of Reference can be found in Appendix C

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Figure 3: Governance Structure



Project delivery model

Strategic Projects

- 7.10 Strategic projects are expected to be of a scale that will have significant economic impact upon the region. These projects will be assessed and prioritised against a set of assessment criteria laid out in Table 7 and 8, and endorsed by the RRF. Once endorsed, project applications are submitted direct to Welsh Government by the relevant Local Authority, appraised, and if approved an award letter issued. Award notification will go to the relevant local authority, with the RRF having notification of the appraisal outcome.
- 7.11 Following Welsh Government approval of a TRI Strategic Project, monitoring procedures will be put in place with the Local Authority to implement monthly reporting to the RRF
- 7.12 Local authority regeneration teams have worked closely with CCR to identify key issues and opportunities for their area as highlighted in Section 4, and continue to work with local stakeholders to identify opportunities for future regeneration.

Thematic Grant Schemes

- 7.13 Under the previous VVP programme, local authorities delivered a number of Commercial and Housing development grant schemes similar to the two proposed under this Regeneration Plan. These schemes were effective in their delivery, both in targeting and improving run down – often vacant – properties, and in stimulating further private investment from grant recipients and other property owners in the vicinity. Whilst the success of these grants is widely recognised across the region, the approach was piecemeal, and varied with each local authority responsible for grant allocations, conditions of grant and delivery of outcomes. Therefore under TRI, experience of these schemes has been pooled together, and best practice shared to create two thematic proposals to be delivered across the whole region. It is recognised that these grants were at times, delivered alongside each other, and in doing so created greater impact, both environmentally and economically.
- 7.14 In managing the thematic schemes, the varying circumstances across each of the CCR local authorities will need to be taken in to account, allowing the application of flexible grant intervention rates to reflect local need. In doing so, the maximum intervention rate should not be exceeded at overall project level. When awarding funding to individual schemes the grant rates will need to fall within appropriate state aid limits, taking account of relevant exemptions or de minimis cover. For housing-related intervention, then discussions on a case by case basis will take place with Welsh Government to determine level of governance in relation to SHG. The grants administration process and full grant application process is outlined in Appendix D.
- 7.15 Local circumstances should also be considered in the delivery of individual schemes with flexibility for schemes to be delivered by both property owners and local authorities.
- 7.16 The administration of the Thematic Grants is yet to be determined by the CCR, however once determined a number of processes will be established to ensure a consistent and accountable approach to delivery:
 - a. A collaboration agreement will be drawn up and established with each of the CCR local authorities, this will set out roles and responsibilities for the delivery of the schemes, taking into consideration accountability, local administrative processes, indicative grant

allocations, process for awarding grant, achievement of outcomes, and reporting and monitoring procedures.

- b. Whilst a fixed set of parameters will be established to ensure consistency across the region, each scheme will be flexible in its approach, to reflect the needs of specific areas as highlighted in the RRP.
- c. Projects will be prioritised and approved at a local level, by local authorities, and forwarded to the regional lead for final approval and sign off.

Resourcing

- 7.17 Administration of these grant schemes will require resources to administer the programmes at both regional and local level, to ensure effective and appropriate delivery and compliance. The purpose of delivering schemes thematically is to ensure a consistent approach, and with that in mind the CCR thematic projects propose an 8% management fee in line with that proposed by other regions in support of thematic projects.

The regional lead will use 3% of this budget to provide the management and lead functions including but not restricted to: administration of scheme, project management, monitoring and evaluation, grant payments, WG claims submissions, RRF monitoring reports, and compliance and audit. The remaining 5% will be split across the 10 local authorities for the day to day delivery of the grant scheme. Task would include: providing grant advice and guidance to applicants, supporting project development, local assessment and prioritisation, site visits, financial monitoring, compliance with procurement, planning and legal teams, and submission of timely data to the regional team.

Project Assessment Criteria for Strategic Projects

- 7.18 The CCR RRF has determined that the approval and endorsement process for strategic projects under TRI will be undertaken on an ongoing basis as a rolling programme. This will allow local authorities and local regeneration teams to develop proposals based on identified need.

Submitted applications will be subject to an initial check as outlined in Table 7 to ensure completeness and accuracy. Project assessment criteria have been drafted (Table 8) for the assessment of Strategic projects, to be used by the CCR Forum in assessing project suitability, and to ensure activity is meeting the needs of the region. Decisions will be made against these criteria, taking into account the limited resources available, and ensuring alignment with:

- a. the needs and priority areas outlined in this Plan
- b. CCR objectives

Figure 4: Grant Process

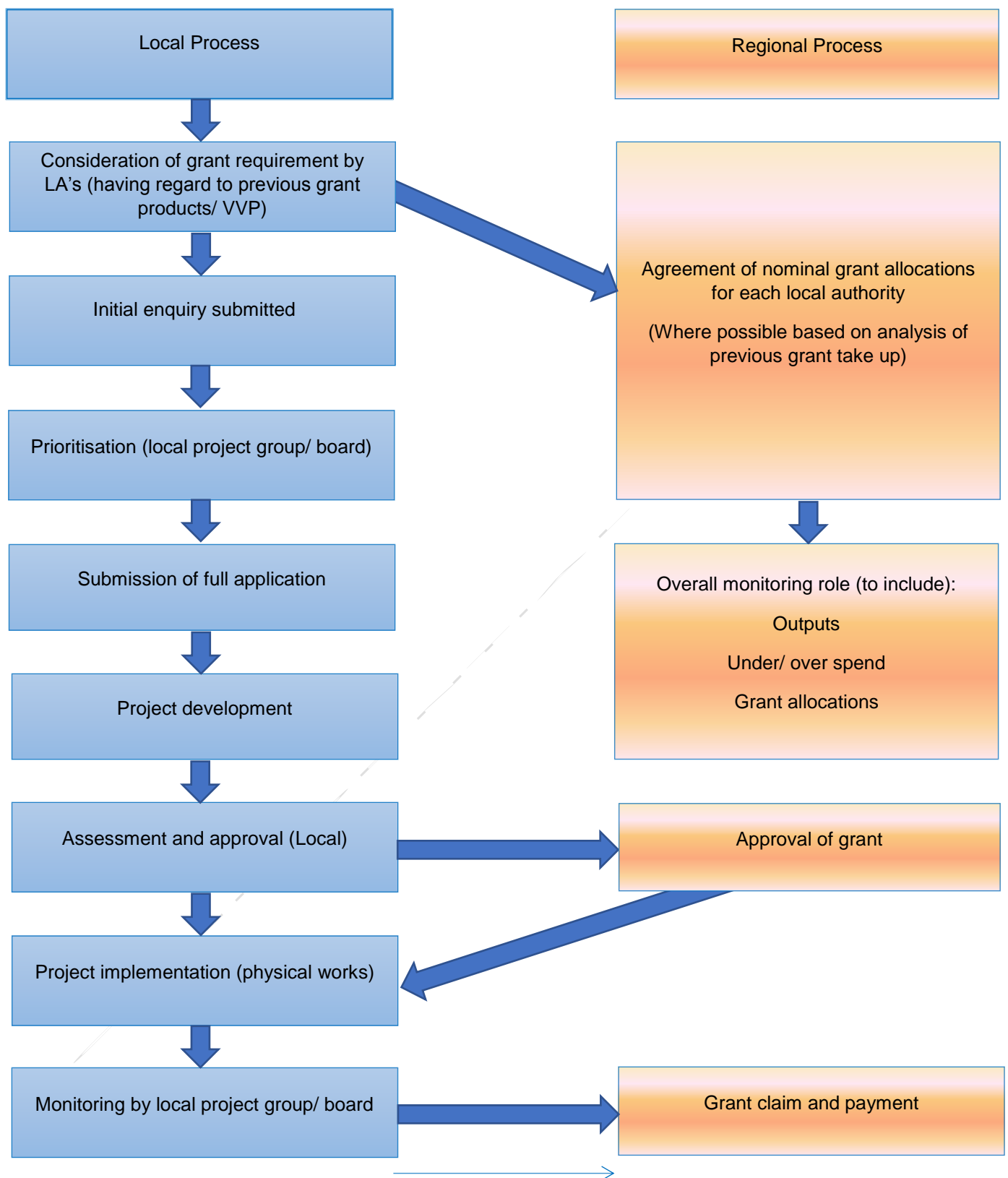


Table 7: Checklist

1.	Are all sections fully completed?
2.	Has all supporting documentation been provided?
3.	Is match funding provided, and evidence secured?
4.	Is match funding within Welsh Government intervention rate limits?
5.	Has application been signed?

Table 8: TRI CCR Project Assessment Criteria

1.	ELIGIBILITY <ul style="list-style-type: none"> Is the proposed activity eligible under TRI? Do timescales tie in with TRI programme?
2.	CAPACITY <ul style="list-style-type: none"> Does the applicant have sufficient resourcing in place i.e. Staff to ensure successful delivery? How does applicant propose to resource any additional staffing support? What experience do they have of delivering other similar activity: any successes/achievements?
3.	DELIVERY <ul style="list-style-type: none"> Is the proposed delivery methodology appropriate to achieve the intended interventions? Are delivery milestones realistic and achievable Is the scale of the proposed activity appropriate?
4.	FINANCE <ul style="list-style-type: none"> Is match funding in place and secured? Is all expenditure eligible under TRI? Is activity value for money in relation to proposed outcomes?
5.	OUTPUTS <ul style="list-style-type: none"> Are outcomes realistic and achievable? Will outcomes support CCR and TRI strategies?
6.	STRATEGIC ALIGNMENT <ul style="list-style-type: none"> Proposed activity should support the needs and priorities as outlined in the CCR Regional Regeneration Plan How does the project contribute to the TRI Strategy? Does it deliver to targeted settlement areas? Does proposal align with other activities in the region, including those delivered through other initiatives?
7.	EVIDENCE OF NEED <ul style="list-style-type: none"> Will the proposed activity meet regional demand? Appropriate and accurate evidence should be provided Proposed activity should be realistic in scale to meet the demands of the region
8.	SUSTAINABILITY <ul style="list-style-type: none"> How is activity/ outcomes to be sustained post funding? Exit strategy should be submitted, and

SECTION 8: MONITORING

- 8.1 The Regeneration Plan sets out priorities and aspirations for the region until 2035. Success of the plan will be dependent on delivery of regeneration interventions amidst the wider national economic priorities and global context.

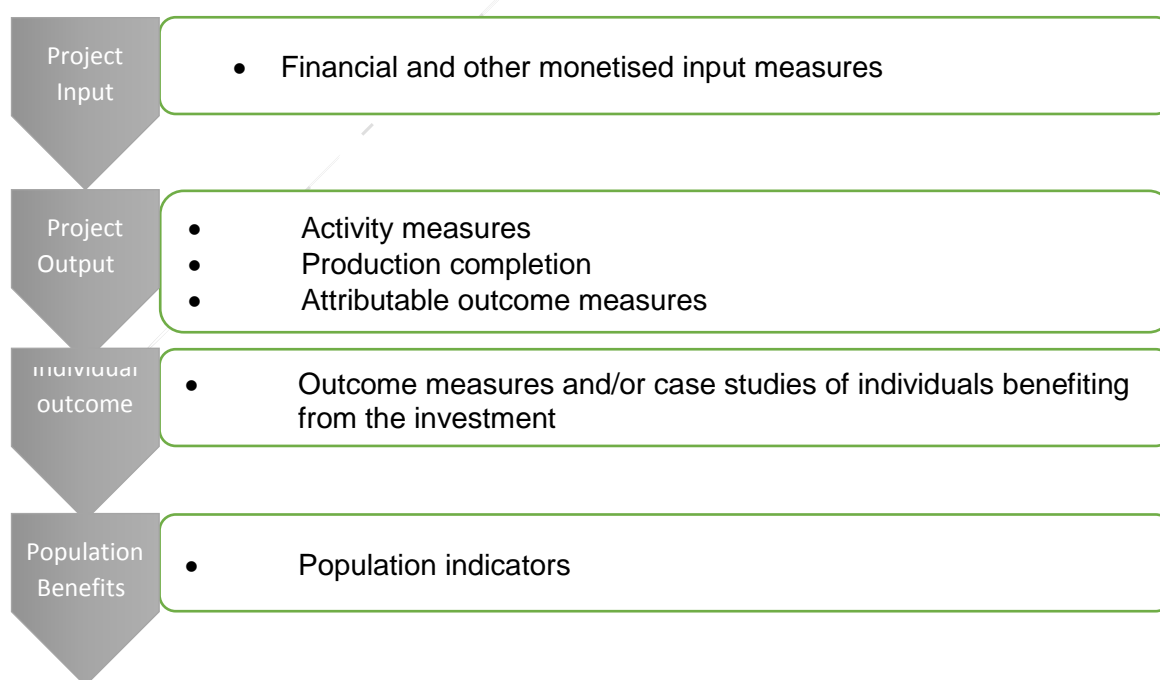
The Board will meet regularly and will undertake a monitoring role to ensure that:

- priorities within the RRP are up-to-date and take into account regional and local developments;
- applications for regional funding opportunities are prioritised in line with the priorities set out within the RRP, and remedial steps are agreed if applications are not likely to meet funders' expectations in order to safeguard the funding for the region;
- projects approved within any regional funding programmes are delivered in line with agreed financial and output profiles and where issues occur, ensure that steps are taken to support the project or, where appropriate, safeguard the funds;
- Opportunities to maximise efficiencies through joint working are identified.

- 8.2 There is an expectation that all Projects endorsed by the RRF, will be subject to regular monitoring to ensure activity and spend is to profile, and that it continues to support both TRI and the CCR RRP. Lead Authorities will be required to report back to the RRF on a monthly basis highlighting:

- Progress to date against delivery programme
- Expenditure to date
- Progress against outcomes
- Potential risks/ opportunities
- Sustainability
- Any other information at the request of RRF

Evaluation Model



SECTION 9: Appendices

Appendix A: Welsh Government's Project Assessment Criteria and Key Outputs

Appendix B: CCR TRI prioritised projects with outcomes

Appendix C: Governance Terms of Reference (Draft)

Appendix D: Grant Application Process: Cardiff Capital Region

Appendix E: Red line maps with TRI boundaries



Appendix A: Welsh Government's Project Assessment Criteria and Key Outputs

Reference	Output
TRI 1	Gross jobs created.
TRI 2	Number of jobs accommodated (enabled through regeneration of investment).
TRI 3	Number of jobs created in the construction sector as a result of Welsh Government regeneration investment.
TRI 4	Total number of traineeships on the project.
TRI 5	Number of traineeship leavers progressing to further learning (at a higher level) or employment (including employment with the contractor).
TRI 6	Investment induced (£).
TRI 7	Enterprises accommodated.
TRI 8	Hectares of land developed.
TRI 9	Non-residential premises created or refurbished (sqm).
TRI 10	Non-residential premises created or refurbished (number).
TRI 11	Number of additional market housing units delivered (built or ready for occupation – as a direct result of regeneration support).
TRI 12	Number of additional social housing units delivered (built or ready for occupation – as a direct result of regeneration support).
TRI 13	Number of additional intermediate housing units delivered (built or ready for occupation – as a direct result of regeneration support).
TRI 14	Number of households helped towards securing improvement in the energy performance of their homes.
TRI 15	Number of empty homes brought back into use.
TRI 16	Number of non-residential units brought back into use.
TRI 17	Estimated reduction in CO2 Equivalent Emissions.
TRI 18	Number completing employment-related courses or gaining employment-related qualification.
TRI 19	Number of SMEs based in Wales successful in securing contracts/sub-contracts.
TRI 20	Value of contracts/sub-contracts awarded to SMEs based in Wales (£).

Criteria	Key Considerations	Score	Weight
Contextual analysis and strategic fit	<ul style="list-style-type: none"> Alignment with Prosperity for All and wider Welsh Government objectives. Alignment within wider regional context. Demonstrates clear strategy for area. Awareness of local challenges and opportunities. Response to regeneration aims and objectives. 	/5	X3
Well-being of Future Generations Assessment	<ul style="list-style-type: none"> Evidence of five ways of working. Evidence of contributing to well-being goals. Evidence of alignment with local well-being plans. 	/5	X3
Project Rationale and Approach	<ul style="list-style-type: none"> Contributes clearly to area strategy. Evidence of need for project. Reasons for undertaking the activity. Clear case for change. General quality and clarity of proposal. 	/5	X2
Benefit and Impact	<ul style="list-style-type: none"> Contribution to economic regeneration. Contribution to spreading prosperity and tackling deprivation. Does the project deliver measurable benefits? Clear proposal for outputs and outcomes. Detailed proposal for measurement. 	/5	X4
Project Costs and	<ul style="list-style-type: none"> Clear financial proposal and cost breakdown. 	/5	X4

Value for Money	<ul style="list-style-type: none"> • Costs are realistic and represent best value? • Overall proposal represents value for money in consideration of benefits and impact. 		
Deliverability	<ul style="list-style-type: none"> • Robust governance and partnership approach. • Project management – team and experience. • Clear project plan. • Evaluation proposal. • Viability, sustainability and achievability. • Exit strategy. 	/5	X4
		30	100

Appendix B: CCR TRI prioritised projects with outcomes

A copy will also be sent as a separate attachment



CCR TRI Proposed
projects_final.xlsx

Appendix C: Governance Terms of Reference (Draft)

Governance

RRF meetings will be held on a monthly or bi-monthly basis and will be opened at the end of every CCRPB meeting subject to there being items for discussion. SEWDER or RRF will be made up of the Directors (or any nominated officer) with responsibility for economic growth and regeneration nominated from each the 10 Local Authorities which make up the SE Wales region.

Each representative will be required to have delegated authority from each Council to speak and endorse matters related by TRI as set out in the Governance arrangement, and endorsement will be reached by consensus. Any decisions required would be a matter for each authority, however, where practical this would be sought through appropriate delegations to Forum members.

Each Council may have wider partnership representations from the public, private and voluntary sectors as part of a local project board. If these partnerships exist they will also be used to provide a focal point for effective engagement with stakeholders in the wider communities and to help endorse priorities and RRB projects and progress.

The RRF will consider the following matters, and as such representing officers should be delegated by their authority to deliver the following:

1. To agree and implement a non-discriminatory and transparent selection procedure and objective criteria for the endorsement of projects (operations), avoiding conflicts of interest.
2. To continually develop and review the TRI RRP and to target available TRI resources to local areas of need and opportunity by prioritising projects according to their ability to meet the objectives and targets of the TRI Strategy.
3. To prepare an ongoing project submission procedure.
4. To receive, assess and endorse applications for support in line with the agreed Strategy objectives.
5. To endorse major projects, considering the amount of support to be awarded, and where relevant support the presentation of the proposals to the WG body responsible for final verification of eligibility before approval.
6. Monitor delivery and progress in the development and delivery of thematic projects for the region which at the outset include:
 - a. A Commercial Improvement Grant type – offering potential applicants the opportunity to apply for a grant for a new shop/commercial property front for and associated external works (need to consider if this will be extended to internal works). Available at an intervention rate of up to a maximum of 70% of eligible costs.
 - b. A Town Centre Living Grant offering potential applicants the opportunity to apply for a grant to undertake external (and internal) works to improve access to vacant or underutilised space above shop/commercial frontages to assist owners to bring that space into use for residential purposes. Up to a maximum of 70% of eligible costs and could form part of a package of incentives available from the Council by combining with the Houses into Homes Loan Scheme for internal works.

7. To undertake detailed monitoring of implementation of the TRI Strategy which will include the following actions:
 - a. Monitor and approve reports on progress in implementing the Strategy and identify gaps in provision;
 - b. Monitor the activities taking place as part of the Strategy;
 - c. Ensure that robust, good value for money and well developed projects are put forward and selected for appraisal and funded;
 - d. Promote the programme as appropriate.

Conditions of Governance

8. The RRF will:

- Appoint a Chair and Administrative Body (with regard to implementation of Thematic projects).
- Establish effective systems for assessing projects and secure the Welsh Government endorsement of them.
- Assess projects submitted and ensure those selected fulfil the aims and objectives of the Strategy.

9. The Local Authorities will:

- Follow existing arrangements and operating procedures.
- Establish effective systems for assessing projects and secure the Regional Project Board endorsement of them.
- Assess projects and ensure they fulfil the aims and objectives of the Strategy.
- Submit selected RRP projects to the RRB for endorsement.

Membership

10. The membership of the RRB will be the South East Regeneration Director, Heads or any other nominated representative of the 10 local authorities, and when necessary Welsh Government and supporting officers.
11. A declaration of interest form will be circulated at every meeting and used to inform the composition of meetings for discussions of particular issues or operations.
12. Local regeneration team contact lists will be used as one of the means to ensure the wider group of stakeholders and interested parties are kept regularly informed of development.

Considerations

13. Any endorsement will be made by consensus by the representatives of the ten local authorities.

Declarations of interest

15. Declarations of interest are handled as follows:

- A declaration of interest form will be circulated at every meeting and used to inform the composition of meetings for discussions of particular issues or operations.
- In cases of a specific declaration of interest relating to discussion of an item on the agenda or specific operation, a member with a financial interest will be required to leave the room for that agenda item.
- Conflicts of interest will be addressed by a vote following discussion with the Chair having the casting vote.

Overall delivery and management

16. The Local Authorities will:

- Be clearly representative of the main partners having an interest in the TRI Strategy.
- Take overall responsibility for the robustness of the project appraisal, selection and monitoring process.
- Provide quarterly reports on progress against the aims and objectives of the TRI Strategy.
- Take overall responsibility for the delivery and management of the programme locally.
- Oversee the delivery of projects

Regularity and Propriety

17. The RRB:

- Draw up and follow rules on regularity and propriety, including rules for avoiding conflicts of interest in relation to the selection of projects for financial assistance and all other Partnership activities.
- Ensure its general policies reflect these rules and basic principles of propriety.
- Receive an annual report on the application of the rules and good practice relating to the public procurement of works, goods and services.

Meetings

Frequency of meetings:

18. The RRB will meet on at least a bi-monthly basis. Further meetings to be arranged at the request of the Board should extraordinary items need to be considered. Meeting times and venues will be notified to Board members by the Administrative Body.

Recording of meetings:

19. The minutes of the meetings shall be circulated to the following RRB and copied to the Welsh Government Regeneration Team.
20. The order of business at each meeting shall be to:
- Receive any apologies for absence.
 - Receive disclosures of interest.
 - Confirm and sign the Minutes of the last Meeting.
 - Dispose of business (if any) remaining from the previous meeting.
 - Discuss projects for endorsement.
 - Report on progress on agreed projects.

21. If members of the RRB have any direct and significant involvement with a proposed project being considered, then they should declare this at the appropriate point on the agenda.

Appendix D: Grant Application Process: Cardiff Capital Region

The following summarises the grant application process for thematic projects across the South East Wales Cardiff Capital Region:

Stage 1: Allocation of funding
Local Authorities should consider the nominal amount of grant funding which it will apply for (preferably based on previous experience of take-up of similar grant products/VVP) with evidence to back up if possible.
Stage 2: Regional Endorsement
Proposed allocations of grant funding will be presented to the RRF for endorsement.
Stage 3: Initial Enquiry stage
<p>An initial meeting should be set up between the prospective applicant and local grant officer to discuss potential project idea, determine what works are eligible, and outline the grant application process.</p> <p>After the initial meeting, the following should be submitted:</p> <ul style="list-style-type: none">• Outline designs should be provided to the grant officer for consultation with local planning officers.• A form will be completed providing the outline concept and basic details to enable scheme prioritisation.
Stage 4: Prioritisation by Local Authority
<p>Submitted schemes will be summarised and prioritised.</p> <p>A reserve list will be established (where possible) for 'pipeline' schemes.</p>
Stage 5: Project development
<p>Following regional endorsement, the applicant should further develop the scheme in readiness for the full application, taking into account:</p> <ul style="list-style-type: none">• Appropriate design drawings• Confirmation of any statutory consents <p>Applicants are advised to employ a professional architect or similar agent to assist in the design and project management of the project (or for those Authorities that operate a project management approach, the Councils appointed experts). The appointed expert will assist in producing quality designs and liaise with the Planning and Building Control sections to achieve the necessary statutory consents, if these are needed. These are vital to a successful project and only when planning approval is gained will a grant be approved. Grant support may be available towards the cost of professional fees associated with the architect/design team.</p>
Stage 6: Submission of full application
<p>A grant application should not be submitted until it has been agreed with the local grant officer. The application form must be accompanied by each of the following:</p> <ol style="list-style-type: none">1. Notification of Planning approval and approved plans/drawings;2. Relevant statutory consents i.e. Building Control3. Drawings and schedules of internal and external work

4. Recent photographs of the property
5. Where applicable, consent from landlord and mortgagee
6. 3 estimates or quotations (4 for projects over £75,000 and except in cases where the Local Authority is project managing the grant process itself) based on approved drawings and a works schedule. This needs to clearly identify individual work items, rates and final cost, with and without VAT. Where items are included within the estimates or quotations which will not attract grant, these should be highlighted. This information is required to enable a comparison of prices;
7. A statement showing the professional fees or other fees which are to be incurred and for which a grant contribution is sought (except in cases where the Local Authority is project managing the grant process itself);
8. Confirmation that the match-funding (or in cases of grant awards exceeding £75K, the full cost of the works) can be paid prior to submitting the grant claim. This might be in the form of a letter from the bank;
9. Financial information is required to be submitted to ensure that public money is being invested properly in private sector concerns. The following (which will be treated in strict confidence) is required depending upon the type of applicant:
 - *Limited company - 3 years audited accounts;*
 - *Sole trader/partnership - last 3 years self-assessment tax returns;*
 - *New Businesses – evidence of sufficient funds for the total project cost e.g. bank statement/letter from bank.³²*

Requirement for an overall commitment to generating social benefits, initially by meeting officers in the local authority responsible for the scheme.

Stage 7: Assessment of Grant Applications

The grant application is assessed taking into account:

- Benefit to local area
- Environmental impact
- State Aid restrictions (which may determine level of grant)
- Under European Legislation, there are specific grant limits that apply to larger applicants and where appropriate this will be discussed with individual applicants

Stage 8: Grant Offer and Acceptance

Following approval, an offer letter is sent to applicant (in duplicate), along with conditions of grant. The applicant should ensure they have read the full conditions of grant. They are important because the Council is responsible for public money and is required to maintain safeguards accordingly.

Offer letter to be signed and returned BY THE APPLICANT, accepting grant offer and conditions of grant³³. The applicant should ensure the following conditions:

- The offer letter should be returned within 14 days.
 - That no work should commence prior to returning the signed offer letter
- Should either of these conditions not be met it will be deemed that the offer of grant

³² Text in italics taken from SW version

is no longer required, and will be withdrawn.

The Council may agree to pay the grant by instalments during the course of the works – this should normally be agreed at the outset and can be incorporated in the grant offer letter.

Stage 9: Implementation

As part of implementation, the following will take place:

1. A pre start meeting with applicant and grant officer to discuss project implementation. This will provide an opportunity to discuss and issues or concerns, and to reinforce the conditions of grant.
2. The applicant will be provided two key dates (i) by which work must start on site, and (ii) by which works must be completed. The grant officer will work with the grant recipient to make sure adequate time is given for completion and that the programme is realistic.
3. A sign should be erected that promotes the support of the relevant funding bodies, and the availability of grant. The erection of this sign will be the responsibility of the grant recipient or contractor, and should be located in a prominent position.
4. It is the responsibility of the grant recipient to ensure that all work is undertaken with the relevant statutory obligations in place, such as such as Planning, Building Control and the requirements of The Health and Safety Executive. Where the applicant is in breach of this, the grant offer may be revoked.

Stage 10: Monitoring

Monitoring will form a fundamental part of the implementation process. The grant officer will meet with the applicant on a regular basis to ensure delivery is on schedule, and should be made aware of any issues that may affect changes to the agreed delivery plan.

It is the responsibility of the applicant to monitor work, and to inform the grants officer of any deviation to the agreed plan:

1. To the specification of materials, building details and/ or design
 - a. Where relevant these should also be reported to the planning officer to ensure compliance with planning requirements
2. To the cost of the project
3. To the programme delivery schedule

Stage 11: Grant claim and payment

Upon completion, the following should take place:

1. A site visit to inspect the work, and to ensure any work is in line with the approved application and grant offer
2. Final report detailing all work undertaken to be produced and by the contractor, agent or architect.
3. All invoices including professional fees (where approved), and bank statements showing payment of the submitted invoices to be submitted to the grants officer.
4. The final submission to be assessed and verified by an independent quantity surveyor.
5. A Final report will be written and approved by relevant officers, and submitted for payment of grant.
6. Grant payments can only be made via BACS to the named applicant. Please note that all invoices must be paid from the named bank account of the applicant.

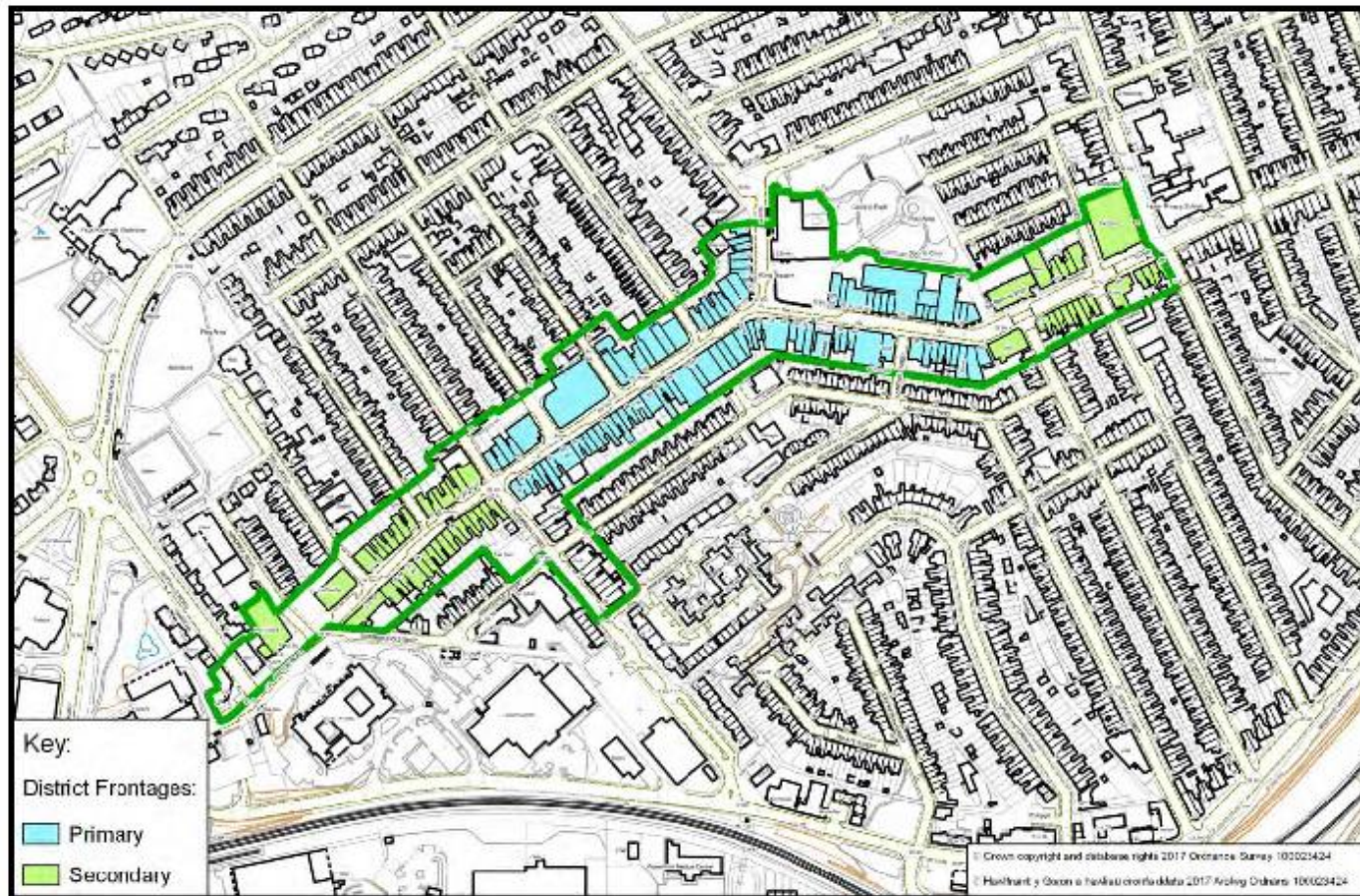
Appendix E: Red line maps with TRI boundaries

1. Barry, Vale of Glamorgan x 2
2. Bridgend
3. Caerphilly
4. Cardiff
5. Caldicot, Monmouthshire
6. South Torfaen Settlement – to follow
7. Ebbw Vale, Blaenau Gwent – to follow
8. Merthyr Tydfil
9. Newport – to follow
10. Pontypridd, Rhondda Cynon Taf x 2

Barry Town Centre (High Street / Broad Street): Property Enhancement Fund Indicative Boundary and Frontage Designations



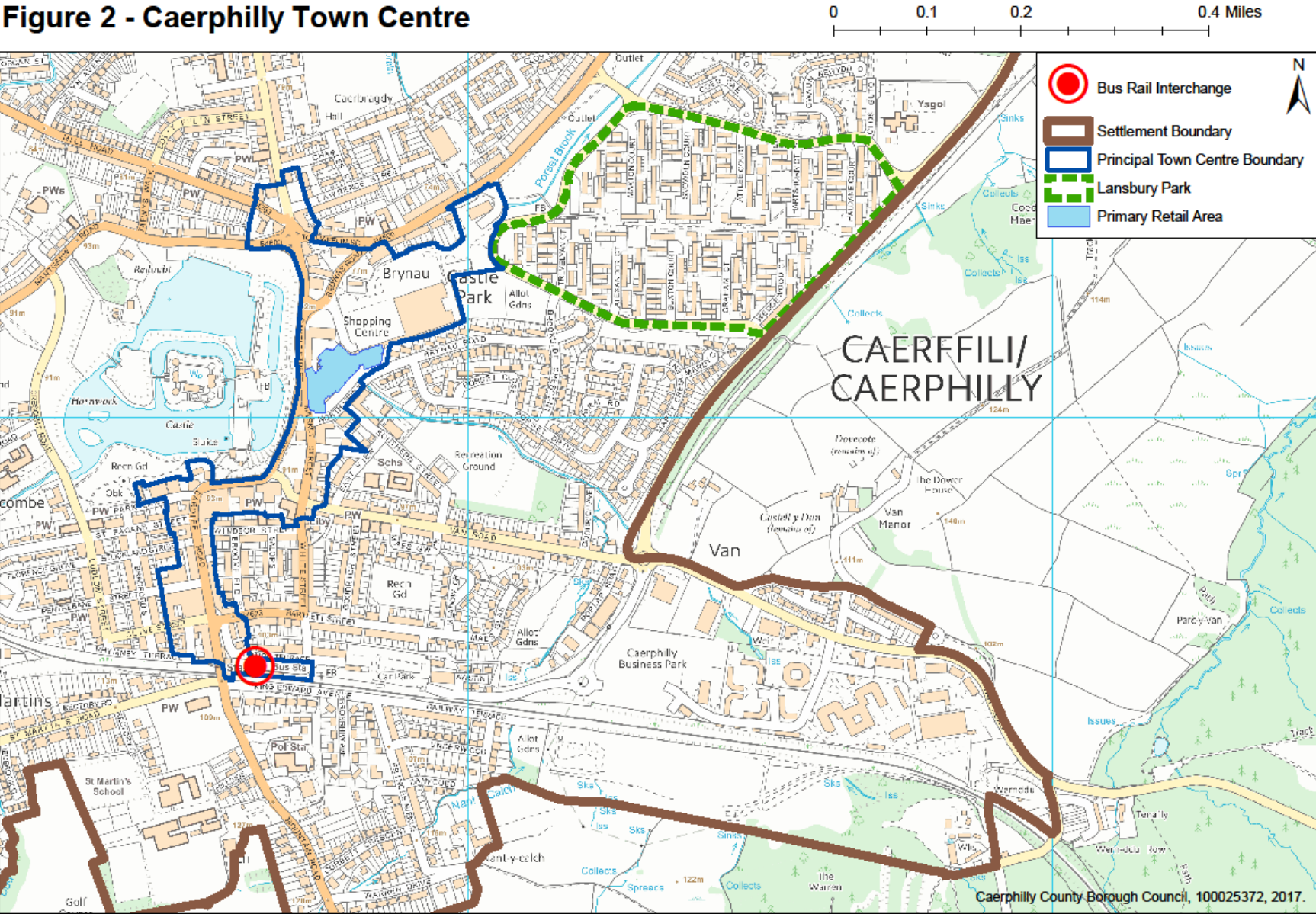
Barry Town Centre (Holton Road): Property Enhancement Fund Indicative Boundary and Frontage Designations



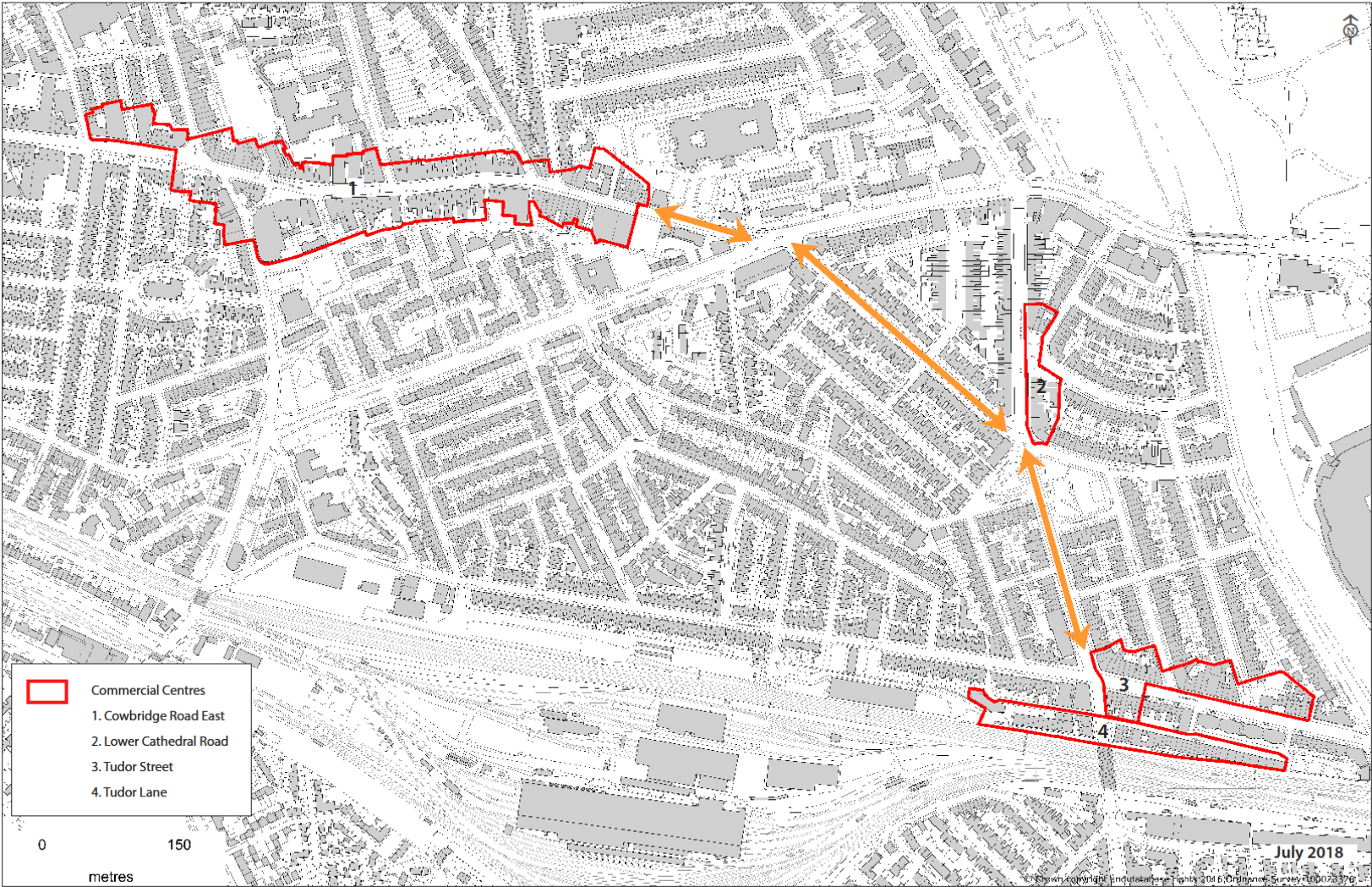
Bridgend



Figure 2 - Caerphilly Town Centre



Targeted Regeneration Investment Programme : South Riverside Business Corridor



TOWN CENTRE: EXTENT OF PROPERTY DEVELOPMENT GRANT SCHEME



DELIVERY ACTION PLAN FRAMEWORK |

South Torfaen Settlement

To follow



Ebbw Vale, Blaenau Gwent

Cyngor Bwrdeisdref Sirol .Blaenau Gwent. County Borough Council

Richard Crook BSc, DipTP, MBA, MRTPI

Corporate Director Environment and Regeneration / Cyfarwyddwr Corfforaethol yr Amgylchedd ac Adfywio

PROJECT: Year 1 TRI Programme
Defined Boundary Area

TITLE: Blaenau Gwent County Borough Council



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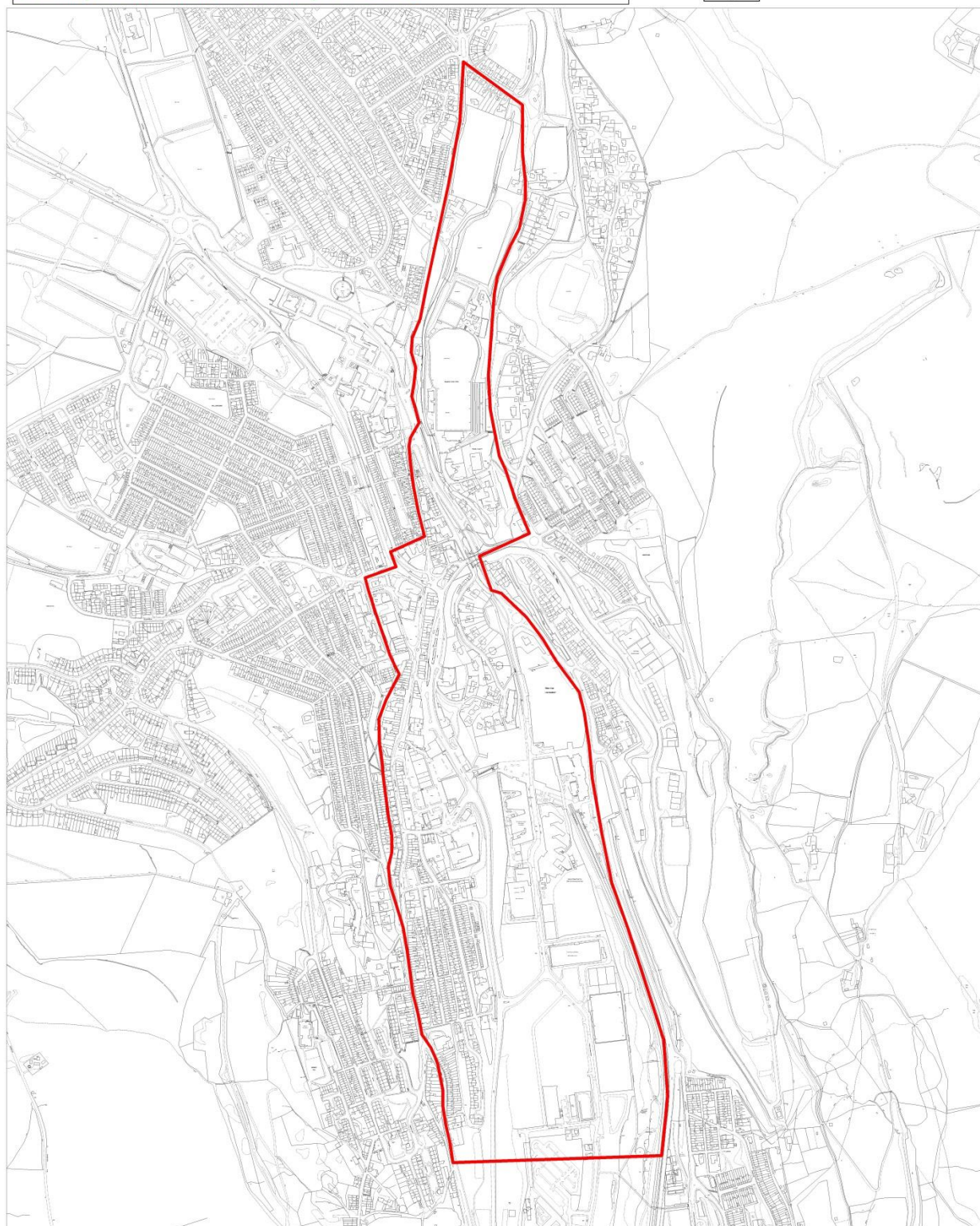
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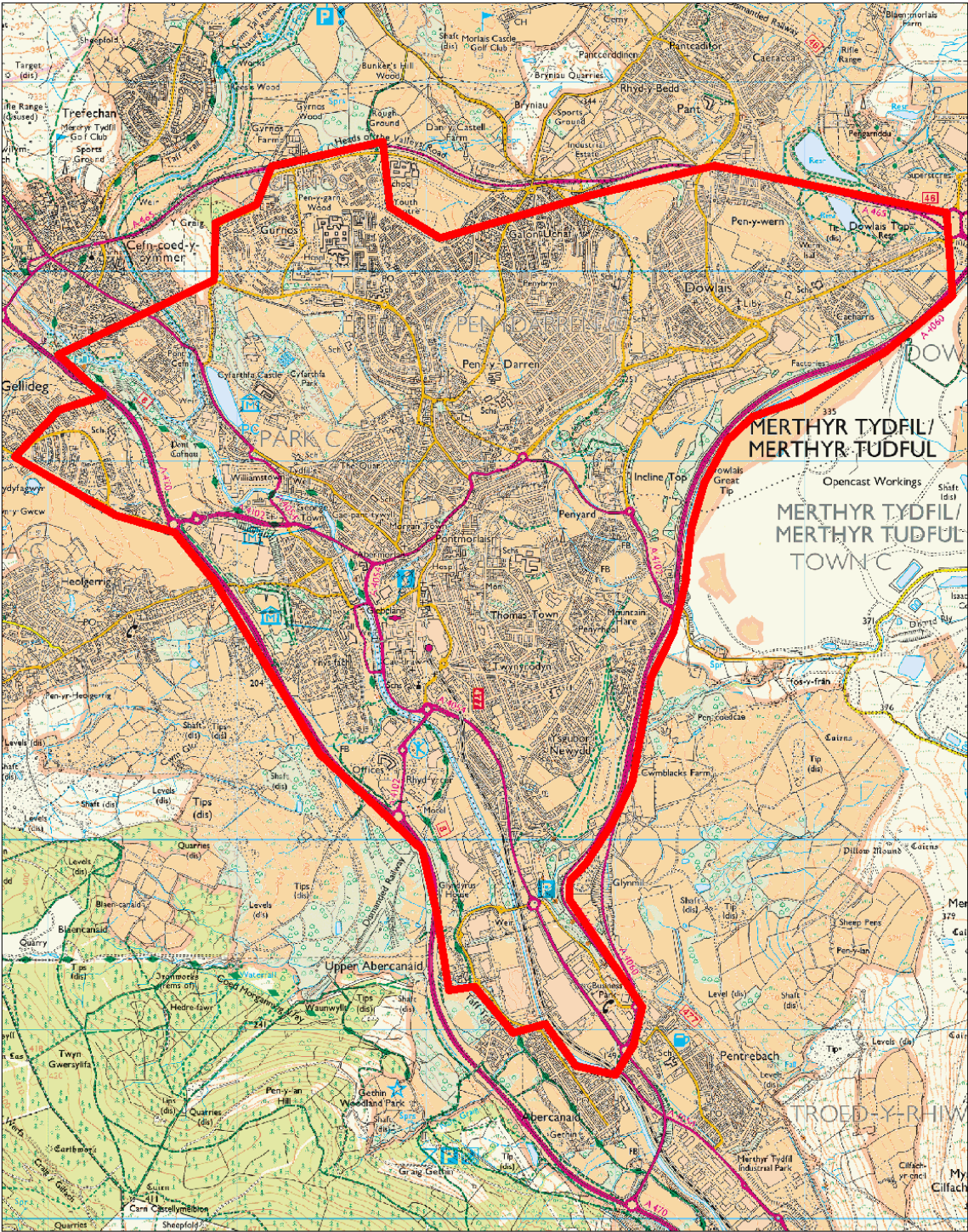
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Merthyr Tydfil



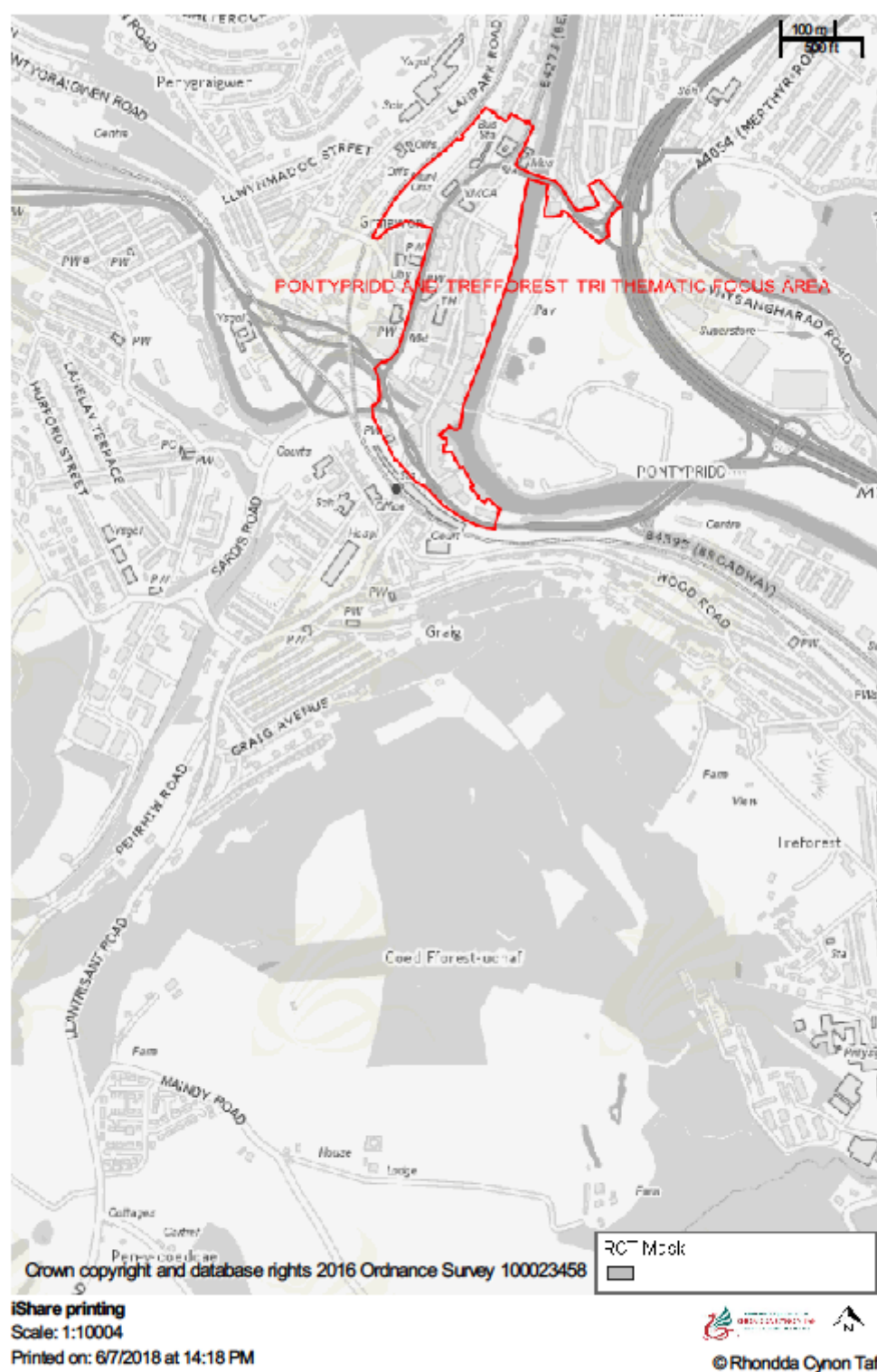
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	TITLE: Vibrant & Viable Places Boundary			<p>© Hawffraint y Goron a hawliau cronfa ddata 2018 Arolwg Ordnans 100025302 "Ni chaniateir i chwi gopio, tan-drwyddedu, dosbarthu neu werthu y data yma i unrhyw drydydd barti mewn unrhyw ffurf"</p>	

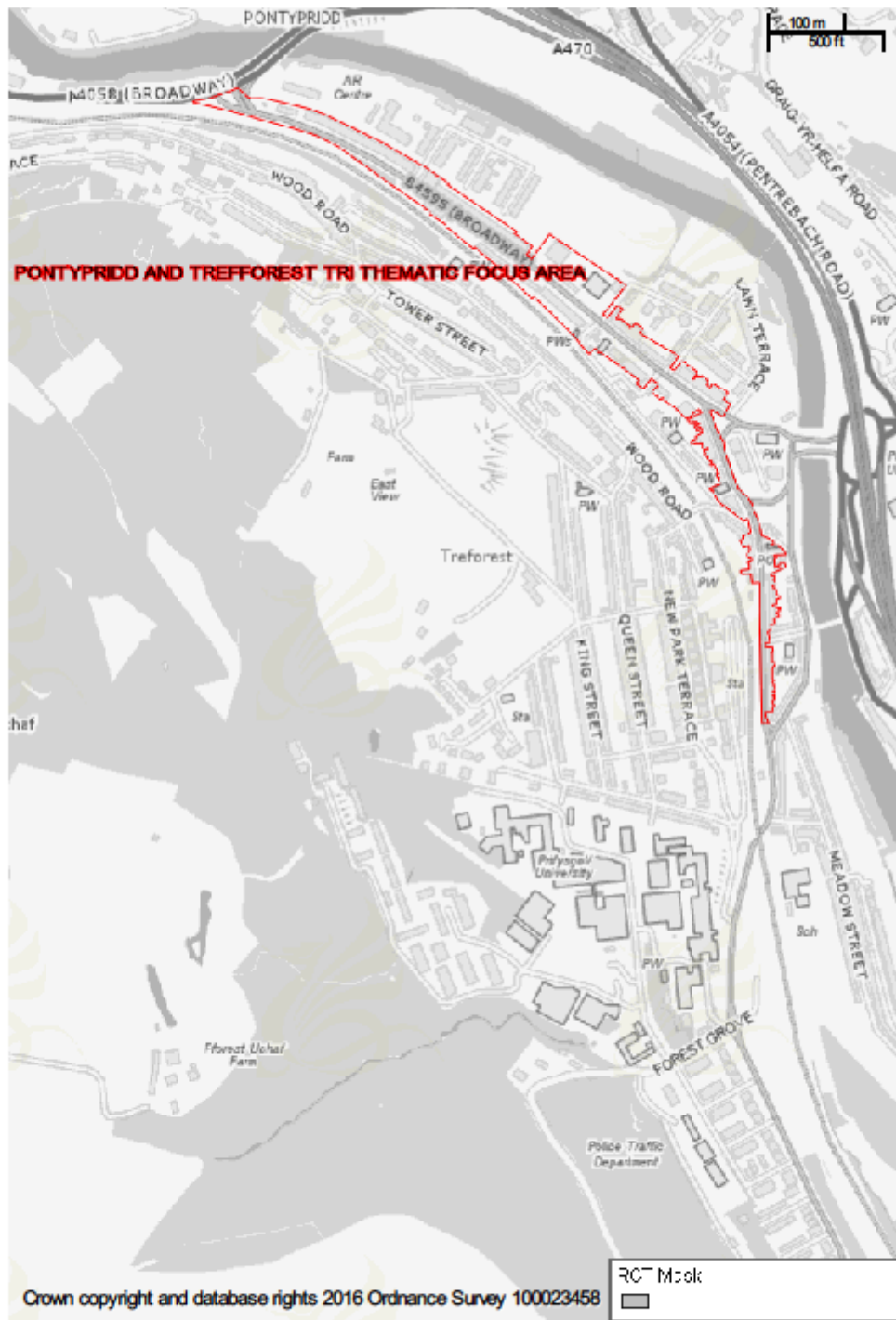
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To follow



Pontypridd, Rhondda Cynon Taf





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South East Wales Region TRI Programme proposed Priority Project List

1. **Growing Connections in Pontypridd** - This project will physically link the Taff Vale development to the unique green environment of Ynysangharad War Memorial Park. 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 new access 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 flagship Taff Vale redevelopment and the attractions of the Park and National Lido of Wales, resulting in a transformational vibrant new quarter at the northern gateway to the town. This will also include enhancements within the park to increase its attraction further. This will include a horticultural training centre, the restoration of the bandstand area and sunken gardens. This will fully realise the impact of the Taff Vale redevelopment and associated town centre and park redevelopments.
2. **Redevelopment of Former Marks & Spencer Store, Pontypridd** - 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.
3. **Former Bingo Hall / Angharad's Development, Pontypridd** - A major regeneration target site at the entrance to Pontypridd town centre and opposite the railway station, it comprises the former Bingo Hall, seven retail units at the lower ground floor level and the adjoining former Angharad's building which have all been acquired by a single developer. The developer is working on plans requiring the demolition of the existing buildings and the construction of a new ten-storey building comprising, retail, offices, health centre, restaurant and residential uses.
4. **The Dynamic Regional Hub - Treforest Industrial Estate** - The development of a dynamic regional business growth hub with state of the art facilities providing businesses with a single point of access for a wide range of integrated services to support entrepreneurship, innovation and business development.

Working in collaboration with FE/ HE, public and private sector partners, the Hub provision could include;

- 21st Century High Grade Business Workspace - flexible mixed use accommodation for Start Ups & grow on business spaces (potentially on the TechHub model).

- Focal point for delivery of Regional Apprenticeship Programme in the heart of the region and business community.

- 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

- Regional Enterprise Support - a key hub for a one stop shop providing a full range of business support activity supported by a regional CRM system.

- Digital Business Support / Technology/ Cyber Security with initiatives such as Microsoft Learning Centres / Google Garages.

- Space for business networking, conferences and events.

5. **21st Century Businesses (Treforest Industrial Estate)** 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.