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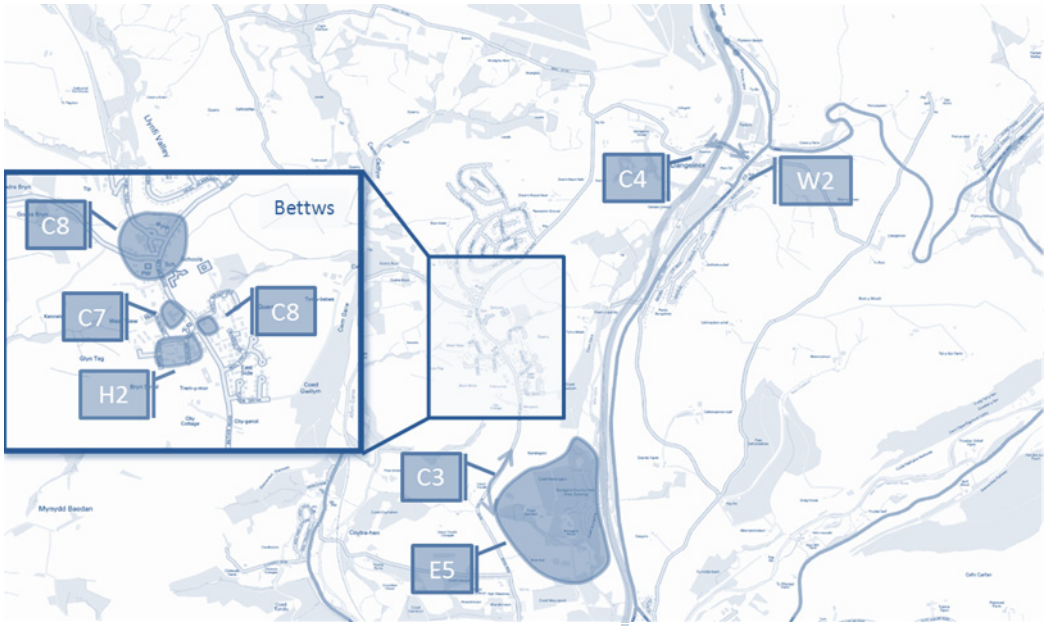

Bridgend VARP Garw Valley Strategy and Action Plan

Report To

BRIDGEND COUNTY BOROUGH COUNCIL

May 2010

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1.0 Introduction

The Garw Valley 'Valley Area Regeneration Plan' (VARP) will outline the regeneration needs that have been identified within the Valley and how these can be met. The Western Valleys Strategic Regeneration Area (WVSRA) designation is a significant opportunity to begin to address these needs, although some of these deep rooted problems will require a long term, multi-generational approach that draws on other sources of funding in order to implement change.

This VARP establishes:

- what the regeneration needs of the Garw Valley are
- the opportunities that need to be exploited
- objectives for the regeneration of the Garw Valley (which link with the broader WVSRA objectives and Bridgend Valleys regeneration objectives)
- a strategy which outlines how the Garw Valley could become a more sustainable and more resilient place in the future
- an action plan of projects that will implement the strategy
- a shortlist of priority projects and 'Year 1' projects
- an indication of potential cross valley opportunities

1.1. Purpose of Report

The purpose of this document is to outline the Valley Area Regeneration Plan (VARP) for the Garw Valley. This report builds upon the findings of the Garw Valley Baseline Report, public consultation and a VARP Stakeholder Summit to recommend a VARP Strategy for the Garw Valley and an Action Plan of prioritised projects which will contribute to the regeneration of the Valley.

The Baseline Report (which can be found in the Appendix) sets out:

- The wider regeneration context of the strategy
- Policy context
- The physical composition of the valley
- A number of regeneration indicators including:
    - health,
    - skills and learning,
    - the local economy,
    - the environment,
    - movement and transportation,
    - tourism,
    - culture,
    - energy, and
    - community
- A summary and conclusion

1.2. Strategic Context

This report is set within the context of the overarching strategy for the three Bridgend Valleys which identifies the common issues and cross-cutting themes for the whole VARP area. This report

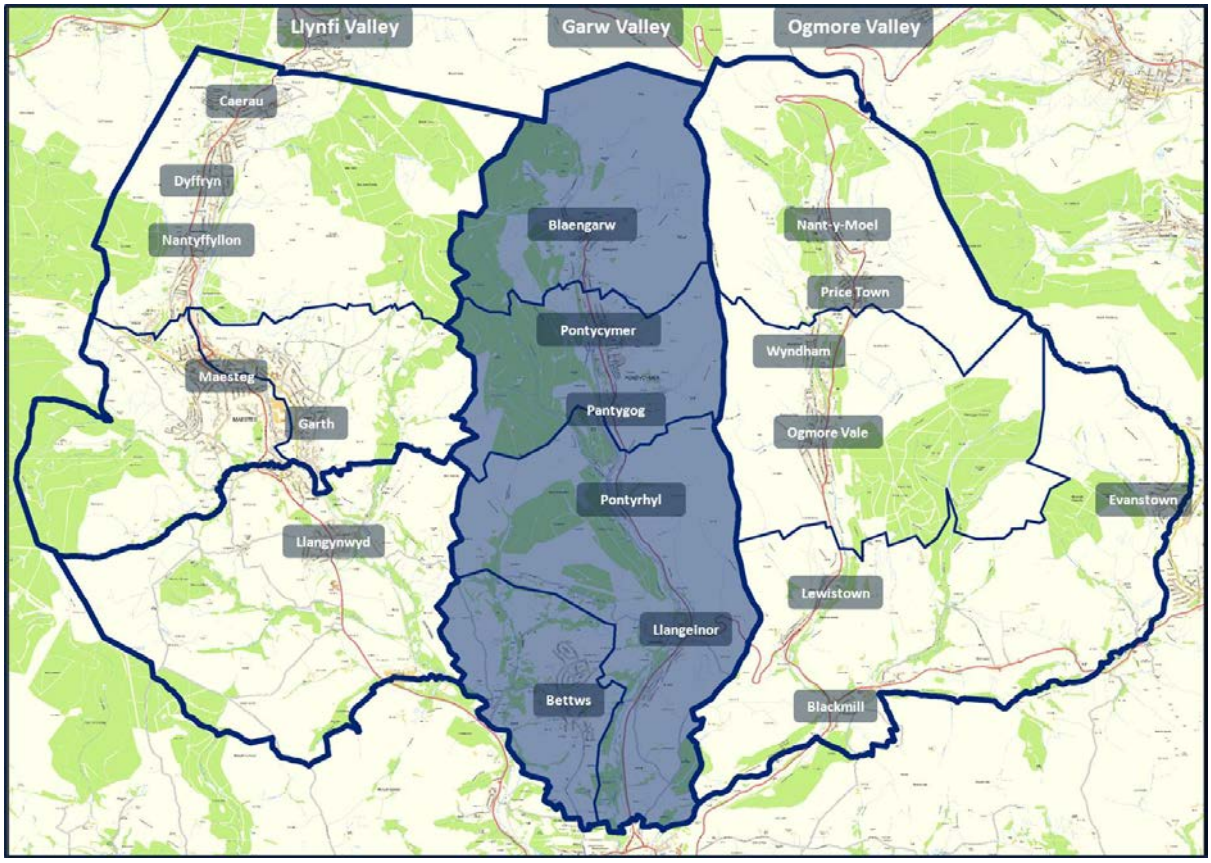
identifies projects that can be developed at a cross-valley level but applied locally within the context of the Garw Valley.

1.3. Structure of this Report

The following sections of this report will provide a background to the valley, the essence of its character and the key issues for the area that need to be addressed through the VARP. The key issues have been informed by a process of community engagement and stakeholder consultation which is outlined in Section 3. Drawing on the full extent of this background information, Section 4 presents the strategy for the future regeneration of the Valley and Section 5 an action plan for taking key projects forward.

1.4. Strategic Location

Figure 1: Valleys Map



Source: OS Street View, BCBC License

Ward Boundaries Garw Valley Main Roads

The Garw Valley lies within the Mid Glamorgan hills between two other valleys, the Ogmore Valley and Llynfi Valley. The valley is about 6 miles long and is made up of a number of village settlements including Blaengarw, Pontycymmer, Pantygog, Pontyrhyl, Lluest and Llangeinor. Overtime, these villages have virtually merged, stretching along the A4064, which is the only road running up the valley. At the southern end of the valley are the villages of Bettws, and Llangeinor, and road connections to the adjacent Ogmore and Llynfi Valleys.

The area has a strong association with coal mining. The villages remained largely untouched by the industrial revolution until improvements were made to the transport system, specifically the railway

line, which led to a huge investment in mining activity. This attracted people to work and live in the area and created comparative prosperity up to the mid 1920s. During this time, the area provided a range of amenities, including social facilities, schools, workman's hall and shops. The Garw has a strong legacy of heavy industry and previously had six deep pits and a number of drift mines which operated from the 1870's until the final pit closure in 1985.

In 2001 the Valley had a population of just over 7,500. Close proximity to Sarn, the McArthur Glen retail centre and the M4 ensures that the Valley has good connections with the more urban areas in the south of the County Borough and with the rest of South Wales.

Since 1988, a significant programme of land reclamation has been implemented throughout the Upper Garw Valley, which has transformed the area and addressed the environmental dereliction caused by the loss of the mining industry.

Image 1 - Coal Mining Heritage

The area has undergone some significant improvements since the closure of the pits. Large scale land reclamation and landscaping has occurred in the area, particularly around the railway embankment.

In 2003, the Garw Valley Regeneration Fund was created to assist in meeting the aims and objectives in the Garw Valley Regeneration Framework and Action Plan[1]. This document, produced in 2003, set out key priorities for regeneration in the Garw Valley and also identified a number of projects which would have a significant impact on the physical regeneration of the Valley.

The purpose of the report was to:

"Set a strategic context and framework for future programmes and projects. It aims to provide a short and long-term vision about what is important to the community and a shared view of what might be achieved by working together and with others in partnership"

The document provided a strategic context for future funding applications and also a basis for all parties to understand the needs of the community to ensure that the services provided meet those needs.

The Vision for the Garw Valley is described as:

"The process of reclamation and repair in the Garw Valley is well advanced. The next stage of regeneration will build on that, using the area's natural attributes and appeal to attract new visitors and to reverse the population decline and hence underpin services. The ability of residents to access job opportunities must be advanced. Additional criteria for project selection will be the extent to which they provide employment and training opportunities for local people."

1.5. Valley Character

[1] The Garw Valley Framework and Action Plan (2003) Peter Williams Consultants LLP

Image 2 - Garw Valley Today

The Garw Valley comprises four distinct communities, namely Blaengarw, Pontycymmer, Llangeinor and Bettws. These are essentially urban in character and density, but surrounded by a distinctly rural environment. With the exception of Bettws, settlements are linear in character, closely following the line of the A4064 all of the way to the end of the valley. Whilst streets are generally tightly packed, characteristic of many of South Wales' valleys ribbon settlements, the high sides of the valley bring a sense of intimacy and natural strength of community, at various points accentuated by some high quality buildings.

Pontycymmer holds the strongest retail offer in the Valley, despite the other Valley communities having some (albeit limited) retail provision. The only industrial estate in the Valley is Ffaldau, between Pontycymmer and Blaengarw. Further south in Llangeinor, there is an employment site that is occupied by an established international business.

2. Background

2.1. Valley Baseline

The following key issues and priorities were identified within the study baseline document.

Health

In the Valley there are a low proportion of residents who perceived themselves to be in 'Good Health'. Bettws should be of particular focus as the community has comparatively poor levels of health (ranked 23rd most deprived in WIMD 2008 health domain). There are a significantly higher proportion of residents with limiting long-term illness in the Valley in comparison to BCBC and Wales. However, there was also a strong range of healthy living initiatives being pursued both strategically and locally. Whilst there is a strong provision of primary health care in Pontycymmer, Llangeinor and Bettws, proximity of hospitals was a concern for residents in the Valley. Pontycymmer also provides a health hub for the Valley with the greatest range of local health facilities.

Skills and Learning

Parenting skills are one of the main key issues in the Valley validated by the fact that children are not prepared for school and, as a result, there are a large number of students in special needs programmes, especially in Bettws. Garw Valley has a high number of students receiving free school meals; again, more so in Bettws. Similar to the Ogmore Valley (as the Valley's share schools), there is a drop of students skills levels at Key Stage 4. All of the above combined contribute to the higher proportion of no qualifications, especially in Bettws where 58% of the population have no qualifications.

The Economy

The Garw Valley continues to rely on manufacturing and low skilled jobs while financial and business services remain absent. Employment growth in the recent past has been in manufacturing, construction, public administration, and community services. Employment has declined in Financial Intermediation, Mining and Quarrying, and Utilities. Residents are unable to take advantage of job opportunities elsewhere in the County Borough for a multitude of reasons including poor transportation. There has also been a marked reduction in the number of business enquiries, although in line with the economic downturn of 2008/2009. Even though levels of entrepreneurship within the community are low, there is opportunity through the established working relationship between BCBC and FS4B for Graduate Business Start Ups. There are also strong levels of business occupancy at Ffaldau Industrial Estate – currently only 1/13 BCBC managed properties vacant.

Built Environment

The Valley has comparatively low house prices which makes the region a viable area of residence for those working in nearby settlements. In comparison to BCBC as a whole, the Valley has affordable property prices, particularly for dual earning households. There is also a good level of social housing stock as well as a net surplus in properties. However, there is a lack of smaller 1 or 2 bedroom affordable dwellings and properties are often too large for the applicant, and therefore not very cost effective. Recently the Valley did experience a higher than national average fall in house prices within BCBC indicating impact of recession has been emphasised in the Valley. In the near future

there should be a focus on Bettws for affordable housing provision as past decisions created large areas of single tenure with related social/economic issues.

Transport and Connectivity

As a positive, the communities in the Valley are close to the M4 motorway and Bridgend town centre and have less than 45 minutes journey time to Cardiff, Swansea and Bridgend.

A high proportion of residents travel out of the Valley for work which is indicative of the narrow employment base locally. As there are a high proportion of residents without access to a car, particularly in Bettws, there is also a comparatively high proportion of commuters using local bus provision. However there are strong travel to work bus links in the majority of the Valley. Communities in the Valley are close to strategic walking and cycling trails such as the Garw Valley Community Route for both walking and cycling, which creates another mode for travel to work.

Social Environment

Residents in the Valley have good access to a broad range of community facilities, albeit a varied quality of those facilities. Pontycymmer has a clear role as the service centre hub for the whole Valley with a provision of basic facilities in other Valley communities. Crime rates for the Garw Valley are much lower than the average for BCBC as a whole. There is a noted lack of allotments within the Garw Valley.

Tourism and Culture

There are a number of key facilities that accommodate cultural activities within the valley which are mainly run by community / voluntary groups. These provide key services and venues for communities and organisations in culturally based programmes. The key challenge for the valley is to present its local cultural distinctiveness through various media and facilities. These are accessible to visitors and the local community through local interpretation and promotion of cultural events within local village venues. There is also a need to develop an identity and experience that visitors respond to in terms of industrial heritage and culture, local folklore and stories and a general openness for people to engage with valley life during their stay. The other key issue is the need to provide managed space for local groups and organisations that is multi-functional and dynamic in terms of changing needs and fashions.

2.2. SWOT

STRENGTHS	WEAKNESSES
• Close to M4 motorway and Bridgend town centre • Cul de sac valley has protected culture and sense of community • Valley landscape is distinctive and of a high quality • Notable service centre in Pontycymmer • Strong travel to work bus links in the majority of the Valley • Comparatively low house prices makes the Valley a viable area of residence • Strong level of business occupancy at Ffaldau Industrial Estate • Strong provision of primary health care in Pontycymmer, Llangeinor and Bettws • Blaengarw primary school above national average for educational attainment • Largely adequate mobile phone coverage • Crime rate for the Garw Valley is much lower than the BCBC average • Established community development organisations within the valley • Some emerging projects are gradually aligning themselves to a tourism product such as Garw Lakes	• Increasing proportion employed in manufacturing and other services • Focus on Bettws for affordable housing provision has created large areas of single tenure with related social/economic issues • An observed shortage in smaller 500 sq ft and smaller business premises in the valley area • 43% inactive proportion due to sickness with unemployment twice the national average • Lack of residential care home provision with older cohorts of people leaving area • Bettws – greatest proportion of people with poor health • 47% of Bettws primary school pupils are registered for special needs education • 49% have no qualifications in the Garw Valley, 58% in Bettws itself • High proportion of residents without access to a car, particularly in Bettws • Limited business grade broadband speed in the valley due to distance from exchange • Weak tourism infrastructure and product • Bryngarw Country Park and House – visitor numbers are declining • Lack of allotments within the Garw Valley • Bettws has a pocket of higher crime rate than is similar to BCBC average
OPPORTUNITIES	**THREATS**
• Potential to create flexible business premises in Pontycymmer town centre utilising vacant units • Opportunities to invest money in housing stock in upper Valley areas to bring housing to a suitable standard • Blaengarw and the Garw Valley could become an activity based destination • Bike trails – and wider development of recreation provision • Develop transport links to health facilities in Pontycymmer • Connecting other assets and facilities to the existing community route and into wider Valleys Regional Park • Need to adopt an integrated approach to activity provision • Heritage railway line • Further investment in existing community transport providers to ensure availability and quality of service • To develop the role of the Garw Valley Leisure Centre and connect more with the outdoor environment • Some key cultural stories that need to be promoted and told through the valley and linked into wider cultural tourism product	• Growth in manufacturing and construction sectors that are vulnerable to economic downturn • High birth rate may impact on service provision • Leakage of pupils to Welsh medium school in Blaengarw • Growth of Bridgend in retail and services and along the M4 corridor • Price of fuel could prohibit proposed reductions in public transport costs • Restructuring of the delivery of health care may alter distribution of provision

3. Stakeholder and Community Priorities

3.1. Stakeholder Priorities

As part of the VARP Summit held in February 2010, local and strategic stakeholders within the Garw Valley were asked to identify the three big issues that face the valley.

The Three Big Issues That Face the Garw Valley

These are:

1. Development of a strong local economy through:
    a. Tourism
    b. Retail
    c. Micro businesses
2. Improve physical infrastructure by:
    a. Improving services such as housing and ICT
    b. Re-use empty buildings for economic and social/community use
    c. Enhancement of key sites, corridors and spaces
3. "No more throw away people" by:
    a. Providing accessible and quality education
    b. Local employment opportunities and skills development
    c. Improving access to health living

The Three Big Opportunities That Face the Garw Valley

These are:

1. Tourism – through:
    a. Activity based tourism such as biking, walking , trekking
2. The development of micro and social enterprise culture such as:
    a. Community growing
    b. Tourism businesses
    c. Lifestyle businesses
    d. Innovation/Research and Development
3. Housing – Maximise the valley as a place to live by:
    a. Improving energy efficiency
    b. Condition
    c. Access to amenity space and local services
    d. Links to healthy living – parenting, diet, exercise, etc

Cross Cutting Themes

The workshop identified **health**, **transportation** and **green energy** as key cross cutting themes.

3.2. Community Priorities

As part of the community engagement process, three drop in sessions were held in Pontycymer, Llangeinor and Bettws during November 2009. This provided an opportunity for local residents and community organisations to have their say on local needs and priorities. The findings of this session are depicted using the word cloud in Figure 2 which relates the size of the word to the number of times it was cited during the session.

Figure 2 - Garw Valley Word Cloud

Some of the key priorities identified include:

Economy

- Throughout the Garw Valley issues concerning economic investment and development were more common within Bettws. The local community identified that some of the barriers to employment are associated with residents' poor basic skills such as literacy which was identified as a problem. Residents also suggested that there is no clear economic role for Bettws, which is limiting new businesses to start up.

- Others suggested that there should be a greater role for social enterprises to create employment opportunities, which would in turn improve skills in the local community. The community identified a need for start-up business units to encourage entrepreneurship in the local community.

- Residents commented that units on the Ffaldau Industrial Estate, in the North of the Garw Valley, were not of the right size to accommodate new-business start-ups, specifically for food processing or flexible business units for tourism activities. Hence, they would like to see those units sub-divided to meet the local needs.

- Literacy problems in Bettws could be regarded as the foundation problem for the community in terms of its economic issues. In the past, Bettws residents have benefited from help with form filling and impartial and benefit advice, but this is no longer available as funding for the debt advisor has been terminated. Due to literacy problems in Bettws there is a need for more education such as skills in care work, nursing skills, and numeracy. Residents would like jobs in trades such as painting, decorating, plastering, and plumbing.

- Residents would like to see the Want2Work[2] programme implemented in the Valley, especially given the rising levels of male unemployment in the Garw and its older age profile.

- Residents in the Bettws area see an opportunity for jobs in the retail sector. However, they also acknowledge a need for information on the jobs that might be available to them. Whilst the residents of Bettws question what the community's economic role is, they also feel that perhaps there is a need for start-up units and social enterprises.

- Finally, residents feel there are more barriers to work such as mobility. Many residents cannot afford the cost of a driving license or vehicle, which would enable them to commute for work.

Infrastructure

- Regarding the built environment, there are some sites within each of the communities which need investment as they are a hazard and an eye-sore, thus lowering community pride. The same was mentioned concerning the poor condition of housing in the area. Residents would like to see overgrown sites turned into playgrounds, footpaths improved, and dropped curbs for prams and wheelchairs. Consultation with residents revealed issues with the local infrastructure in the southern side of Bettws such as the overspill of grey water and sewerage which is not uncommon in high rain.

- Residents would like a higher level of local services in the Valley and feel a need for better healthy living provision. Many residents mentioned sport as a community issue and suggested creating joint facilities, for example for cricket bowls, tennis, and football. At the same time, the need for floodlighting was also mentioned often for recreation sites.

Transport

- Residents highlighted the need to improve walking and cycling routes substantially to encourage people to use more active travel options. In Bettws this was highlighted in the south of the settlement where there is a lack of walking and cycling paths, or they are of very poor quality and are not usable by members of the community. Residents in Llangeinor also identified that walking was not promoted enough within the local community, and suggested the development of a community access plan.

- Within the settlement of Bettws and Llangeinor, comments also highlighted excessive vehicle speeds in these communities.

Social Environment

- Within Bettws and Blaengarw/Pontycymmer, rather than a lack of sports and recreation facilities, the local communities highlighted the need for enhancement of existing facilities. Common suggestions relate to the implementation of flood lights on sports grounds and improved maintenance of specific sports facilities.

- Consultation with the community identified a lack of suitable local facilities, for example in Bettws, there was a consensus that more family based leisure facilities are needed.

[2] A Jobcentre Plus and Welsh Assembly initiative, Want2Work provides funding to help with short-term training needs and 'back to work' expenses as well as one-to-one support with job searching, writing CV's, etc.

Residents within Llangeinor expressed interest for a one stop shop, which provides a range of services. Within Blaengarw and Pontycymmer, suggestions put forward were for the creation of a youth centre and an arts centre as well as the creation of community space.

Tourism

- During the consultations in the Rural Tourism Product Research report, ideas and projects were identified. The Valley communities lack accommodation and in response to this the community of Blaengarw is hoping to reopen the Blaengarw Hotel.

- In an effort to attract visitors to the area, as well as maintaining the heritage of the Valley, Creation[3] is working on the reinstatement of the historic Garw Valley Railway to initially run between Pontycymmer and Bryngarw. There is possibility of further extensions on this railway, connecting it to larger hubs, in the future. Creation is also working to put together a holiday let programme in the Valley, introduce a 'real food' shop in Katie Street, and build visitor facilities and new skate park at Parc Calon Lan.

- One noted lack of facilities in the Valleys was the presence of activities to meet the needs of young people coming into the area. Discussions and planning are underway for the Mynydd Carn Adventure Centre. There is a clear opportunity to develop outdoor activities such as the already planned development of novice mountain biking and skills sessions in the Garw Valley.

- The Community Routes and the Celtic Trail are current networks already in place and these should be utilized. Development of facilities and services at 'hubs' such as Bryngarw Country Park and Blackmill where Community Routes link to the Celtic Trail, is required to further cultivate tourism in the area. Interchange points where visitors can safely leave their vehicles, should be created, to which visitors are signposted, to join the cycle routs at interesting points.

- Marketing is key in the development of a tourism industry in the Valley. Finding information about the Valley is difficult. A quick internet search showed that, the nearest tourist information centre (according to Google Maps) to the area is at the Wales Designer Outlet, Bridgend; approximately four miles south of Blackmill. According to the Bridgend Tourist website[4], there are two Tourist Information Centres to service all of Bridgend County Borough, one at Porthcawl and the other at the Bridgend Designer Outlet, and one Visitor Centre at the Bryngarw House.

- In relation to the community routes and trails already in place, promotion of new routes and missing links such as the Garw Valley Community Route should be undertaken.

- Finally, and quite importantly, an identity for the Valley through promoting it as a 'Gateway' and giving it a brand such as "the Alps on your doorstep" would increase visitor frequency.

[3] The Creation Development Trust, based in the Blaengarw Workmen's Hall, aims to build a better future in the Valley through entertainment, education and enterprise while undertaking regeneration in the economy, the environment, facilities and services, and the spirit of the Valley communities. (http://www.creation.me.uk/)

[4] http://www.bridgend.gov.uk/web/groups/tourism/documents/marketing/001794.hcsp

Culture

- Residents often discussed sports and recreation as part of their daily lifestyle. There was a distinct concern for the youth and their access to recreation facilities as well as sports opportunities.
- It was also felt that the 'café culture' was of particularly importance for the communities in the Valley as many gatherings, events, and day-to-day social gatherings happened in café's.
- The Celtic heritage was mentioned in particular in the Garw Valley in relation to the churches and ancestral heritage.

4. Strategy

The Garw Valley VARP Baseline Report highlighted the regeneration needs for the Garw Valley with the Bridgend VARP Strategy and Action Plan document outlining how these have been interpreted as regeneration objectives to inform this strategy. As with the other two valleys there are a wide number of issues in terms of health, inactivity, lack of qualifications amongst residents and the physical condition of some communities. The strategy for the Garw Valley centres on the thematic areas that underpin the strategic objectives for the VARP.

4.1. Approach

Economy and Enterprise

The strategy focuses around provision of small to medium sized flexible workspace within existing industrial estates and within existing retail and business centres, with a specific emphasis on supporting knowledge based sectors, service sector businesses that underpin the valleys growing tourism economy and the provision for niche artisan companies. The development of green business energy clusters that will facilitate networking on renewable energies, local energy generation and development of local supply chains that streamlines transportation and other resource costs is addressed.

The need to consolidate the Garw Valley as a visitor destination needs to be developed so that previous investment and planned projects create a cohesive and distinct product. The creation of destination hubs within Bryngarw Country Park and jointly at Pontycymmer and Blaengarw provides a focus at the southern edge of the valley and towards the headwater of the valley, framing the opportunity in between. This needs to look at site information, visitor signage, transport infrastructure and packaging attractions so that they are legible to the visitor.

The need to enhance the current tourism experience needs to be addressed through bespoke training programmes for shops, café and services as well as opening up opportunities for community organisations to benefit from tourism spend in relation to accommodation provision,

visitor information points and improved accessibility.

Education and Skills

The need to tackle low skills levels and lack of qualifications within the valley as well as ensuring good educational attainment for the whole community is a key objective of this action plan. From early year's development in nursery and primary schools to ensuring good parenting skills that encourages and fosters children's development through to providing opportunities for vocational learning, are key areas of activity. Specific areas of attention where special educational needs and qualifications exist include Bettws and the need for community learning provision across the valley area as part of the schools modernisation programme.

Health and Well Being

As a contributing factor to economic inactivity and low aspiration, ill health and a poor sense of well-being are key areas that need to be addressed if local economic growth is developed. Additionally, levels of confidence within the valley will need to be boosted in terms of ambition as well as perception of the Garw and neighbouring valleys as a place to live and locate employment for local economic growth. Activities to support improved health within the valley include a healthy women project, community growing and at a strategic cross valley level the promotion of healthy living focusing around three themes of eating, transportation and sports. This will need to integrate with other BCBC strategies (e.g. Old Persons, Sports, Transport and Young People). Specific communities that require targeting include Bettws and Llangeinor, amongst the other key Garw Valley communities.

Transport and Connectivity

The need to increase mobility and remove barriers to employment, leisure, recreation, health and other activities are key objectives. Additionally, there is a need to improve main road corridors, promote alternative modes of transport and change perceptions of walking and cycling within the community as well as creating a networked valley of trails and routes for visitors. At a strategic level, there is a need to explore an integrated approach to community transport so that residents and communities have access to health, work and leisure, where public transport provision does not meet provision.

Whilst not a priority project, the Garw Valley railway is a latent asset that needs development if the valley is move towards a low carbon model as well as adding to the distinct visitor destination. The need to build on the investment of the community route and add in additional facilities that encourages its use as well as identifying cross valley cycle-walking linkages is proposed.

Housing, Choice and Quality

The general condition of the current housing stock cannot be met through the WVSRA programme but through the roll out of the Welsh Housing Quality Standard Programme. Nevertheless, there are some key communities within the Garw Valley that requires a significant stimulus if they are to become a quality place to live. The bottom site in Bettws requires this major intervention, along with a number of place-making proposals that creates a more accessible and pleasant place to live linked in with other training and support measures. Issues concerning fuel poverty and fuel dependency also need to be met through home energy efficiency scheme so that householders have access to information, choice and financial support for improvements as well as an awareness of other local energy initiatives and the cost benefits of being part of collective action.

Community and Place-making

The need to improve the quality of the environment with the Garw Valley is a common issue across all three valleys with key approaches, corridors and intermediate spaces being un-coordinated and failing to project the best assets of the community and valley. By the nature of its meandering physical communities up through the valley, there is a need to continue with investment in entrances, key spaces between villages and communities as well as enhancing frontages so that they become part of the experience, announcing themselves to local residents and passing visitors. This also provides opportunities for informal recreation, community gardens and growing space and links into country parks, community routes and onto the hillsides and other valley areas.

4.2. Strategic Objectives

There are primary objectives to tackle the issues that have been identified in section 2 and 3 of this document.

1. Economy and Enterprise ***Diversify and grow the local economy in order to increase levels of local enterprise and to improve prospects for better paid and skilled employment.***	***To include:*** • **Encouraging business development and enterprise** • **Enhancing perceptions and confidence** • **Insulating the local economy from 'leakage'** • **Growing the tourism industry** • **Encouraging more social enterprise** • **Strengthening the intermediate labour market (worklessness)**
2. Education and Skills ***Increase levels of educational attainment and the achievement of***	***To include:*** • **Improving educational attainment** • **Increased access to skills and training**

basic and essential present-day skills.	• Providing family support
3. Health & Wellbeing *Reduce levels of ill-health and improve the opportunities for the local community to live more healthier and active lives.*	*To include:* • Healthy living measures • Sport and recreation opportunities • Tourism infrastructure
4. Transport and Connectivity *Improve mobility by all means of transport that strengthens sustainable internal and external connections that support access to services and employment.*	*To include:* • Sustainable transport and movement • Digital connections • Access to services • Improving the quality of green and blue infrastructure • Building attractive tourist infrastructure
5. Housing Choice and Quality *Improve the energy efficiency, affordability and range of housing to support a growing and balanced community.*	*To include:* • Improving the physical environment and public realm • Increasing energy efficiency • Broadening housing choice • Improving housing quality • Redeveloping brownfield land
6. Community and Place Making *Build upon the special character of the people and place through supporting and enhancing the culture, heritage and environment.*	*To include:* • Integrated community facilities • Maximise the built and natural environment for economic and social benefit • To use the rich cultural landscape as part of the tourism experience

7. Delivery ***Work through local community and strategic partnerships to develop capacity and cooperation in securing an integrated approach to regeneration.***	***To include:*** • **Supporting the capacity of local organisations to develop and deliver local solutions** • **To provide networks that allow for joint project development and information sharing**

5. Action Plan

This section sets out the projects that have been considered as part of the regeneration strategy for the Garw Valley. It highlights those projects that are considered to be a priority for regeneration and those that can be considered across all of the valleys.

The projects have been categorised according to the objective to which they most clearly relate. The objectives, as identified in the Bridgend VARP Strategy and Action Plan, were as follows:

1. **Economy and Enterprise**
2. **Skills and Education**
3. **Health and Well Being**
4. **Housing Choice and Quality**
5. **Transport and Connections**
6. **Community and Place-Making**

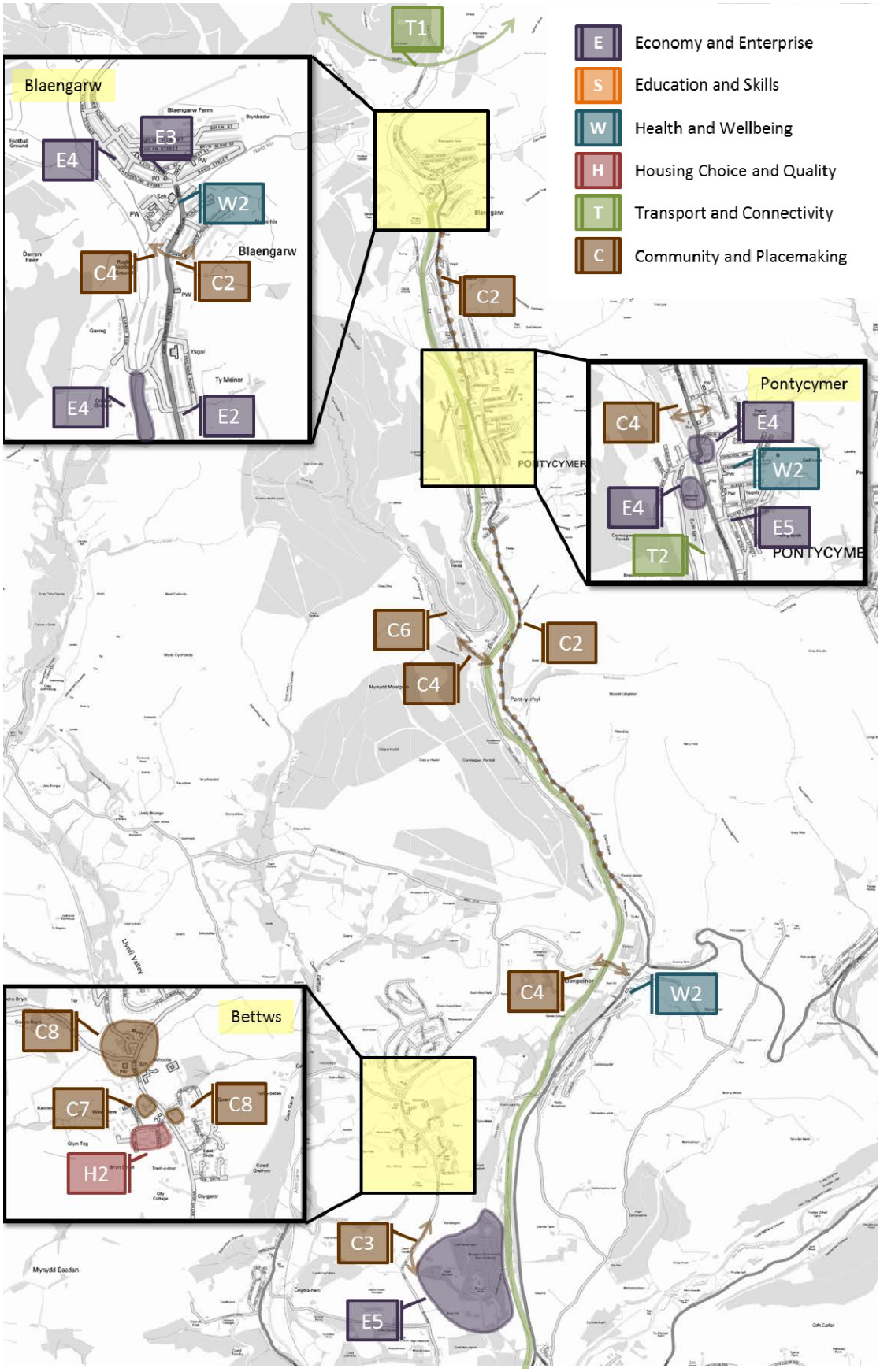
5.1. Long List of Projects and Project Assessment

The assessment of impact and deliverability of each of these projects has been undertaken to be able to prioritise those projects likely to generate greatest regenerative benefits. As detailed in the VARP Project Identification Process, the potential deliverability and impact has been assessed using BCBC's Sustainability Impact Tool (to assess potential impact) and the Office of Government Commerce Five Case Model (to consider deliverability). Full notes from the impact and deliverability assessment process can be seen in appended document.

This process has allowed projects to be shortlisted under each regeneration theme: Those projects which score highest both in terms of impact and deliverability have detailed as 'Primary Projects' and the remaining whilst still have a significant potential contribution to valley regeneration are detailed as 'Secondary Projects'. In terms those 'Primary Projects' identified, further consideration has been given to those which have the potential to progress in **Year 2 of the WVSRA programme**.

Theme		Project
Economy and Enterprise	E1	Ffaldau Industrial Estate Improvements
	E2	Ffaldau Industrial Estate New Workspace
	E3	Flexible Enterprise Retail Units
	E4	Blaengarw/Pontycymmer Strategic Hub
	E5	Bryngarw Country Park Hub
	E6	Community Tourism Programme
	E7	Local Retail and Business Support Scheme
Education and Skills	S1	Parenting skills initiative
	S2	Vocational learning outreach project
	S3	Accreditation of Existing Skills with No Formal Qualifications
	S4	Early Years Development
Health and Well Being	W1	Healthy Women Project
	W2	Community Growing Project
Housing Choice and Quality	H1	Home Energy Efficiency Scheme
	H2	Redevelopment of Bottom Site in Bettws
Transport and Connectivity	T1	Inter Valley Cycle Route
	T2	Garw Valley Railway
Community and Place-Making	C1	M4 Approaches Enhancement
	C2	Garw Valley Main Rd Corridor and Green Space Improvements
	C3	Bettws Main Road Corridor Landscape Improvements
	C4	Community Route Linkages
	C5	Community, Leisure, Sports and Recreation Facilities Improvements
	C6	Garw Fechan Environmental Improvements
	C7	Bettws Life Centre
	C8	Bettws Public Space Enhancements
	C9	Bettws Bottom Site Shops Upgrade

5.2. Project Locations



Economy and Enterprise

Primary Projects (Yr 2 Project Highlighted)

Theme		Project
Economy and Enterprise	E1	Ffaldau Industrial Estate Improvements
	E2	Ffaldau Industrial Estate New Workspace
	E3	Flexible Enterprise Retail Units
	E4	Blaengarw/Pontycymmer Strategic Hub
	E5	Bryngarw Country Park Hub
	E6	Community Tourism Programme
	E7	Local Retail and Hospitality Scheme

Secondary Projects

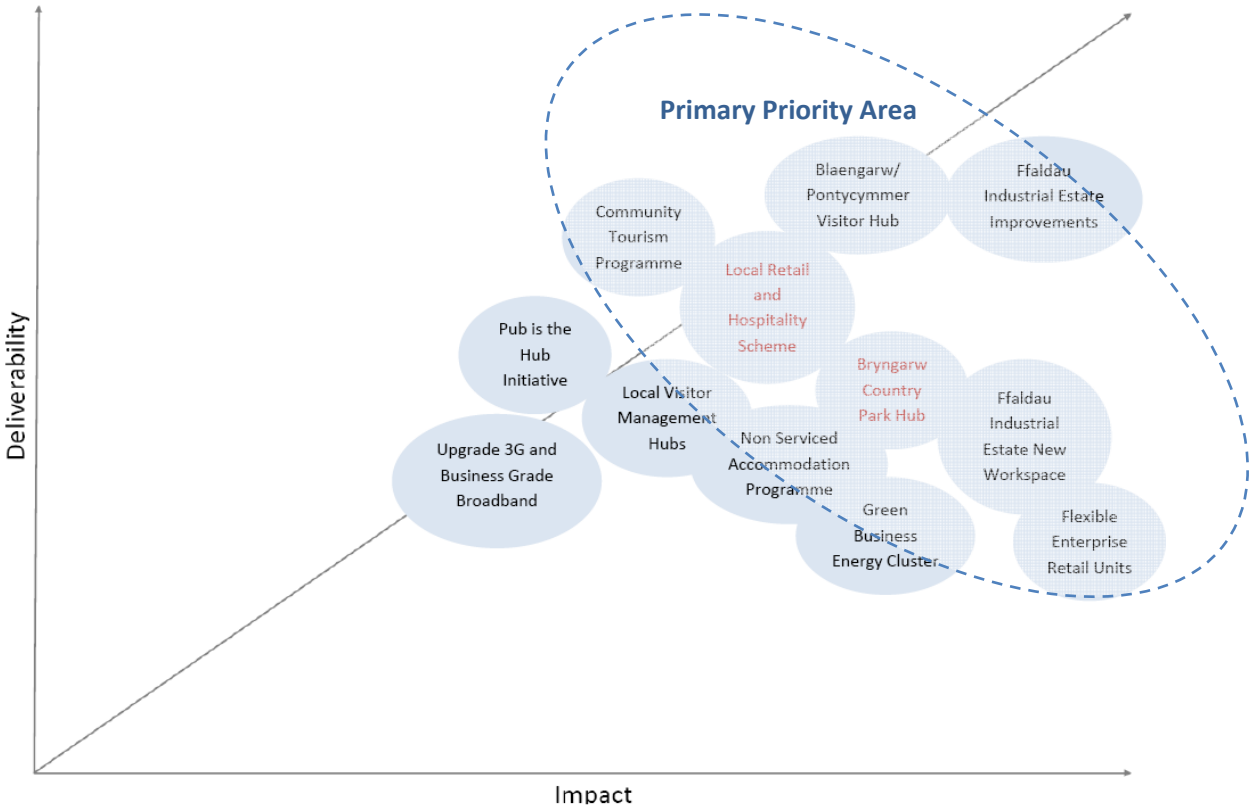
Pub is the Hub Initiative – could be met through REACH Rural Development Programme Business Plan 2 submission – 2011-2013

Local Visitor Management Hubs – could be met through REACH Rural Development Programme Business Plan 2 submission – 2011-2013

Non Serviced Accommodation Upgrade – could be met through REACH Rural Development Programme Business Plan 2 submission – 2011-2013

Green Energy Business Cluster – could be met by existing Welsh Assembly Government Programme

Upgrade 3G and Business Broadband Upgrade – could be met by WAG rural broadband programme.


Primary Priority Area
Deliverability
Impact
Blaengarw/ Pontycymmer Visitor Hub
Ffaldau Industrial Estate Improvements
Community Tourism Programme
Local Retail and Hospitality Scheme
Pub is the Hub Initiative
Local Visitor Management Hubs
Bryngarw Country Park Hub
Ffaldau Industrial Estate New Workspace
Upgrade 3G and Business Grade Broadband
Non Serviced Accommodation Programme
Green Business Energy Cluster
Flexible Enterprise Retail Units

	E1	
Project Title:	**Ffaldau Industrial Estate Improvements, Pontycymmer**	
Location: - in what location(s) is the project to be implemented	Pontycymmer, Garw Valley	
Project Description: - Background needs/opportunities met - Actions to be taken	The Ffaldau Industrial Estate lies at the northern end of the Garw Valley, to the north of Pontycymer. The estate has a negative visual impact on the adjacent area and in particular, the Garw Valley Community Route. Recent native planting schemes will soften views of the Estate from the community route but the Estate's entrance onto Victoria Street creates a poor impression. The entrance is poorly defined with chain link fencing and parked cars acting as visual detractors. Activities to include: • Specimen tree planting within the estate. • Enhancement of the estate's boundaries and entrances through high quality fencing. • Resurfacing of the car park and boundary definition with stone walling and tree planting. • Provision of cycle infrastructure to include cycle route, and covered secure cycle racks. • Improved lighting and footpaths to link with adjacent bus stops and encourage the use of public transport.	
Issues Addressed & Expected Outcomes: - Identify which of the key issues will be addressed - Quantify expected output	Economy/Jobs	Project will safeguard existing jobs and improve the image of the estate for future job creation.
	Skills/Education	Not applicable.
	Health	Provision of local employment space encouraging walking and cycling to and from work.
	Connections	Improved footpath and cycle facilities.
	Housing	Not applicable.

	Community	Improved image and relationship with community. Enhanced opportunities for investment.
Project Delivery Partners: - What groups will help to deliver the project and maintain its impact? - Are new groups/bodies needed?	Communities First	
	CDT	
	Schools	
	Established community groups	
	Service providers	BCBC/estate owner
	Local businesses	
	Interest groups	
	Voluntary Organisations	
	Other	
Cross Valley Potential: - Can the project be rolled out across other valleys?	Other strategic employment site improvements across the other two valleys.	
Timetable	**Short term 2010-2013**	**Medium term 20143 – 2016**	**Long term 2017-2020**

	E2	
Project Title:	**Ffaldau Industrial Estate New Workspace, Pontycymmer**	
Location: - in what location(s) is the project to be implemented	Pontycymmer, Garw Valley	
Project Description: - Background needs/opportunities met - Actions to be taken	To investigate the feasibility of providing smaller workspace units that meet specific needs such as local artisan production, small scale manufacturing, service sector industries, outdoor activity based enterprises, offices and retail trade counters etc. Facilities should include provision of ICT, secretariat services, video conferencing and meeting room facilities. Project activities to include • Market appraisal to confirm size and type of demand for property from within the local economy and wider Bridgend area. It is anticipated that small to medium sized units (50-100m.sq.) will be required suitable for start up and growing firms. • Assessment of expansion land areas and requirements • Modern, flexible and sustainable property incorporating zero carbon technology Improved lighting and footpaths to link with adjacent bus stops and encourage the use of public transport.	
Issues Addressed & Expected Outcomes: - Identify which of the key issues will be addressed - Quantify expected output	Economy/Jobs	Project will provide new floorspace for existing or new businesses within the area, which will transfer existing jobs or create new employment for quality, skilled employees.
	Skills/Education	Linkages to business advice support through FS4B or through Reach Business Support Proposal in relation to Centres of Excellence.
	Health	Provision of local employment space encouraging walking and cycling to and from work.
	Connections	Provision of ICT to facilitate collaboration and networking.

	Housing	Not applicable.
	Community	May provide local employment if skills base matches needs.
Project Delivery Partners: - What groups will help to deliver the project and maintain its impact? - Are new groups/bodies needed?	Communities First	
	CDT	
	Schools	
	Established community groups	
	Service providers	BCBC/Private sector
	Local businesses	
	Interest groups	
	Voluntary Organisations	
	Other	
Cross Valley Potential: - Can the project be rolled out across other valleys?	Site could be connected with strategic employment sites in other valleys terms of shared services, communications, training, etc.	

Timetable	**Short term 2010-2013**	**Medium term 2014 – 2016**	**Long term 2017-2020**

	E3	
Project Title:	**Flexible Enterprise Retail Units**	
Location: - in what location(s) is the project to be implemented	Blaengarw and Pontycymmer	
Project Description: - Background needs/opportunities met - Actions to be taken	Develop flexible workspace and retail units within main retail centres in Blaengarw and Pontcymer that have the potential to add further vitality to these community centres and utilise existing vacant units. These could target : • Local food production • Lifestyle goods • Outdoor activities • Local arts and crafts • ICT and creative industries This could be developed by local community development trusts or enterprise agencies which targets young people and entrepreneurs in finding premises to live and grow fledgling businesses with the opportunity to connect retail with the wider Valley's service sector activities such as activity guiding, photography, local pottery sessions and landscape painting workshops. These premises could be linked to local training programmes which would target under-represented groups of people as well as stimulating entrepreneurship. The premises could be let on a short lease with business mentoring provided. This project would be linked to the retail and business support scheme.	
Issues Addressed & Expected Outcomes: - Identify which of the key issues will be addressed - Quantify expected output	Economy/Jobs	Creation of new employment opportunities and safeguarding existing retail jobs within the main service centres through more cohesive business offer.
	Skills/Education	Creation of a series of workspaces that allow collaboration and shared resources.
	Health	None directly.
	Connections	None directly.

	Housing	May provide living accommodation above workspace.
	Community	Provision of a more diverse business offer within the local community, thereby creating social cohesion and activity within the towns.
Project Delivery Partners: - What groups will help to deliver the project and maintain its impact? - Are new groups/bodies needed?	Communities First	
	CDT	Possible opportunity.
	Schools	
	Established community groups	
	Service providers	BCBC – enabling; business enterprise agency.
	Local businesses	Private sector – landlords.
	Interest groups	
	Voluntary Organisations	
	Other	
Cross Valley Potential: - Can the project be rolled out across other valleys?	May be transferable to other service centres within the other two valleys.	

Timetable	**Short term 2010-2013**	**Medium term 2014 – 2016**	**Long term 2017-2020**

	E4
Project Title:	**Blaengarw/Pontycymmer Strategic Hub**
Location: - in what location(s) is the project to be implemented	Blaengarw and Pontycymmer, Garw Valley
Project Description: - Background needs/opportunities met - Actions to be taken	Blaengarw and Pontycymmer are at the head of the Garw valley and have an identity and vibrancy of its own. It is a gateway to a strong network of walking and horse riding trails, woodlands, local parks featuring industrial heritage and fishing lakes. It is also the main service centre for the valley in terms of shops and local services and is a key physical focus for the valley in relation to other facilities. In recent years with investment from Objective 1 and from the Rural Development Plan for Wales the valley had secured investment towards a number of projects including the community route, Garw Lakes, Oxford Street and other community regeneration type projects. There are also ambitions to create a major activity centre, including mountain bike trails and facilities and other activity based tourism. An associated ambition is to create a horse riding centre/arena as well as small scale accommodation for visitors. There are also grass roots community based initiatives around access to local food, tourism guiding as well as marketing and promotion of the area. Whilst they have individually are delivering and generating benefit for local residents, visitors and small businesses, there is a need to create a more cohesive hub that retains local custom and attracts new visitors. There is need to enhance key sites, routes and links within the area that are picked up by other associated projects so that a more distinctive place is created. Key components of the Blaengarw/Pontycymmer Strategic Hub are: **Garw Valley Leisure Centre** In March 2010, Powell Dobson undertook a four sites study for the Council which looked at the how the Garw Valley Leisure Centre could ne improved in terms of local sports and recreational provision as well

as creating stronger links with the local visitor offer.

The proposed physical works are to:

- Convert the crèche into a weights room – giving greater floorspace to both that and the existing fitness suite;
- Construct a bicycle hire / store facility- A secure building of approximately 36 sq m could provide bike hire and storage, and the existing paved area could be used for outdoor seating, plus bicycle storage racks could be installed;
- Re-design the reception to provide space for seating - providing the opportunity for a small social area with refreshments;
- Delineate car park layout; and,
- Construction of an extension to the south of the building to provide a replacement storage area – if required due to weights room expansion into existing storage.

These works would ensure that the building meets modern day needs and has a stronger presence within the growing visitor economy.

Station Square – linkages

Whilst public realm works within Station Square have supported better linkages with the Co-op food store, there is a need to integrate buildings within the space as focal point within Pontycymmer in terms of the café and the site previously occupied by the hotel. This site would also create stronger linkages onto the community route and Garw Valley Leisure Centre so that a critical mass of visitor attractors is developed.

Consolidation of Garw Lakes and Integration with Complementary Activities

Working on the investment to date by Garw Valley Community Council and Creation Development Trust there is a need to cluster infrastructure to ensure the future viability of Garw Lakes as a destination and the objective of creating Blaengarw as a mountain bike and walking destination. This is the subject of a current business plan exercise, but we would identify the need for:

- A range of accommodation that is biker and walker friendly;
- Suitable retail and services that supports activity based tourism

<table>
<tr><td></td><td colspan="2">within existing premises;

• Development of trails that connect Blaengarw and Pontycymmer so that the experience is integrated and local services can benefit;

• Appropriate public transport improvements to ensure Blaengarw is connected with the other two Bridgend Valleys and into Afan Argoed;

Other smaller projects that would support this strategic hub includes:

• Cycle friendly facilities within the hub area such as cycle stands, wash down facilities and information points;

• Supporting the preparation of an integrated interpretation strategy for the hub (making use of the Herian sponsored Tool Kit), integration with the performing arts and assisting local venues to display relevant material as part of a trail including the pit head sculptures and new public art.

• Providing information, perhaps via an appointed commercial outlet on all activities at the centre and elsewhere in the hub including taster events, local history events, fishing permits, activity operators, rights-of-way etc.

• Supporting the further development of local and traditional cultural evenings at the Workmen's Hall, promoted to local residents and visitors e.g. male voice choirs, local bands and comedy acts.

• Continued support for cultural and outdoor events.

• Promoting a calendar of regular talks and guided walks on local themes along with other events.

• Further development of the significant Iron Age sites in the south of the Garw which could provide opportunities for education and niche tourism.</td></tr>
<tr><td rowspan="2">Issues Addressed & Expected Outcomes:

- Identify which of the key issues will be addressed

- Quantify expected</td><td>Economy/Jobs</td><td>Creation of employment in existing or new tourism sector companies. Multiplier effect on local service sector in terms of supply chains, etc.</td></tr>
<tr><td>Skills/Education</td><td>Linked to other projects new or additional skills in customer care, hospitality, guiding, etc.</td></tr>
</table>

output	Health	Increased outdoor activity.
	Connections	Creation of an integrated tourism product that brings benefit to all.
	Housing	Not applicable.
	Community	Community grown tourism projects that underpin strategic projects that bring about well being and social cohesion.
Project Delivery Partners: - What groups will help to deliver the project and maintain its impact? - Are new groups/bodies needed?	Communities First	
	CDT	Creation Development Trust
	Schools	
	Established community groups	Garw Valley Community Council
	Service providers	BCBC
	Local businesses	Various
	Interest groups	
	Voluntary Organisations	
	Other	
Cross Valley Potential: - Can the project be rolled out across other valleys?	Yes. Needs agreement to a series of strategic hubs that anchor the valley destinations and relate to smaller community destinations. This needs to fit within the wider Bridgend tourism experience.	

Timetable	**Short term 2010-2013**	**Medium term 2014 – 2016**	**Long term 2017-2020**

	E5
Project Title:	**Bryngarw Country Park Hub**
Location: - in what location(s) is the project to be implemented	Bryngarw Country House and Park, Nr Bettws
Project Description: - Background needs/opportunities met - Actions to be taken	The country park is a most attractive site with native woodlands, formal gardens, wetlands, pasture, ornamental lakes, adventure play, country and riverside walks. Amenities include the visitor centre (toilets, parking, interpretation, café) and hotel (19 rooms) with bar, restaurant and meeting rooms. The site is used for various events. There are however opportunities to greatly enhance these facilities and there is now potential funding to refurbish the visitor centre through the Centre of Excellence for Gardens. This could include: • The re-development of the visitor centre (this may not form part of the WVSRA application due to scale and affordability). • Turning Bryngarw House into an exemplar for serviced accommodation and restaurant in the valleys including optimum environmental credentials, developing and promoting activity packages, use of local produce (links to nursery, potential centre of excellence for local food) and a cultural hub promoting local cultural events. • Innovative on-site interpretation to complement that in the new visitor centre. • Enhancing information on all activities at the centre and elsewhere including taster events, local history events, fishing permits, activity operators, rights-of-way etc. • Far better information and signage within the park and signs to help access to the Community Route and NCR4. • Improved linkages directly with the Bettws Community, ensuring 'Accessibility for All' standards. • Extending the Garw Valley Community Route south to link with NCR4 and/or providing an on-street link from the park through to NCR4. • Providing bike hire via a concession in the park. • Improving bus access by diverting buses into the park at

<table>
<tr><td></td><td colspan="3">weekends.
• Re-align Ogwr Ridgeway Walk to pass through the Country Park.
• Promoting a calendar of regular talks and guided walks on local themes along with other events.</td></tr>
<tr><td rowspan="6">Issues Addressed & Expected Outcomes:
- Identify which of the key issues will be addressed
- Quantify expected output</td><td>Economy/Jobs</td><td colspan="2">Creation of on-site employment. Develop skills through volunteering. Benefits to tourism economy in terms of day visitors and activity based generators.</td></tr>
<tr><td>Skills/Education</td><td colspan="2">Vocational learning. Opportunities for mentoring and outdoor activity training.</td></tr>
<tr><td>Health</td><td colspan="2">Increased outdoor activity opportunities for local residents.</td></tr>
<tr><td>Connections</td><td colspan="2">Project needs to integrate with wider area such as Bettws and Llangeinor to ensure exploration and spreading benefits.</td></tr>
<tr><td>Housing</td><td colspan="2">Not applicable</td></tr>
<tr><td>Community</td><td colspan="2">Support local community pride and provide facilities for local use.</td></tr>
<tr><td rowspan="9">Project Delivery Partners:
- What groups will help to deliver the project and maintain its impact?
- Are new groups/bodies needed?</td><td>Communities First</td><td colspan="2">Potential in terms of outreach and local capacity building work</td></tr>
<tr><td>CDT</td><td colspan="2"></td></tr>
<tr><td>Schools</td><td colspan="2">Local primary and secondary partnering</td></tr>
<tr><td>Established community groups</td><td colspan="2">Within Bettws and Brynmenyn
Garw Valley Community Council</td></tr>
<tr><td>Service providers</td><td colspan="2">BCBC</td></tr>
<tr><td>Local businesses</td><td colspan="2"></td></tr>
<tr><td>Interest groups</td><td colspan="2"></td></tr>
<tr><td>Voluntary Organisations</td><td colspan="2"></td></tr>
<tr><td>Other</td><td colspan="2"></td></tr>
<tr><td>Cross Valley Potential:
- Can the project be rolled out across other valleys?</td><td colspan="3">With other strategic visitor hubs in the Garw Valley and within the Llynfi and Ogmore Valleys.</td></tr>
<tr><td rowspan="2">Timetable</td><td>Short term
2010-2013</td><td>Medium term
2014 – 2016</td><td>Long term
2017-2020</td></tr>
<tr><td></td><td></td><td></td></tr>
</table>

	E6	
Project Title:	**Community Tourism Programme**	
Location: - in what location(s) is the project to be implemented	Various locations, Garw Valley	
Project Description: - Background needs/opportunities met - Actions to be taken	The development of tourism infrastructure should consider the potential functionality of existing community facilities such as village halls that could be adapted or renovated to provide elements such as accommodation, food, information, education and heritage. This scheme should provide a capital grant scheme that supports the diversification of existing community buildings as tourism facilities. This would help with: • Kitchen upgrades and adaptations • Visitor information points • Local heritage interpretation • Hall adaptation for non serviced accommodation facilities Local partners could become part of a community tourism providers networks which would provide training, support and marketing benefits.	
Issues Addressed & Expected Outcomes: - Identify which of the key issues will be addressed - Quantify expected output	Economy/Jobs	None directly. Would help sustain some support staff associated with community buildings.
	Skills/Education	Not applicable.
	Health	Not applicable.
	Connections	Venues could be virtually linked through a web site.
	Housing	Not applicable.
	Community	Support the sustainability of community buildings and venues.
Project Delivery Partners:	Communities First	
	CDT	
	Schools	

- What groups will help to deliver the project and maintain its impact? - Are new groups/bodies needed?	Established community groups	
	Service providers	BCBC in relation to grading and support
	Local businesses	
	Interest groups	
	Voluntary Organisations	Local halls/building associations/committees
	Other	
Cross Valley Potential: - Can the project be rolled out across other valleys?	Yes. Scheme could develop a series of accredited community venues as centres of tourism and cultural excellence.	

Timetable	**Short term 2010-2013**	**Medium term 2014 – 2016**	**Long term 2017-2020**

<table>
<tr><td colspan="3" align="right">E7</td></tr>
<tr><td>Project Title:</td><td colspan="2">Local Retail and Business Support Scheme</td></tr>
<tr><td>Location:

- in what location(s) is the project to be implemented</td><td colspan="2">Various locations, Garw Valley</td></tr>
<tr><td>Project Description:

- Background needs/opportunities met

- Actions to be taken</td><td colspan="2">A targeted programme for existing retail and service sector based businesses that enhances the local and visitor economy experience through a support programme that enhances the overall offer through:
collective marketing;
local sourcing and procurement;
customer care training;
shop window displays and merchandise development;
adding value;
benefits of shopping local – developing the unique selling proposition;
ICT training and application;
sense of place training in terms of valley culture and history.
The programme would target businesses that have a high visibility within the valley and have a strong association with retail, hospitality and other services.</td></tr>
<tr><td rowspan="7">Retention of existing jobs</td><td>Economy/Jobs</td><td>Retention of existing jobs. Potential for creating of new employment and in-direct spend in wider economy.</td></tr>
<tr><td>Skills/Education</td><td>New or enhanced skills in retail or customer facing businesses.</td></tr>
<tr><td>Health</td><td>Not applicable.</td></tr>
<tr><td>Connections</td><td>Creating a more cohesive business network.</td></tr>
<tr><td>Housing</td><td>Not applicable.</td></tr>
<tr><td>Community</td><td>Supporting vital and vibrant businesses.</td></tr>
<tr><td></td><td>Communities First</td><td></td></tr>
</table>

	CDT	
	Schools	
	Established community groups	
	Service providers	Specialist retail training agency.
	Local businesses	In partnership with private sector.
	Interest groups	
	Voluntary Organisations	
	Other	
Cross Valley Potential: - Can the project be rolled out across other valleys?	Yes. The project could be integrated into a wider cross valley retail support and buy local campaign.	

Timetable	**Short term 2010-2013**	**Medium term 20143 – 2016**	**Long term 2017-2020**

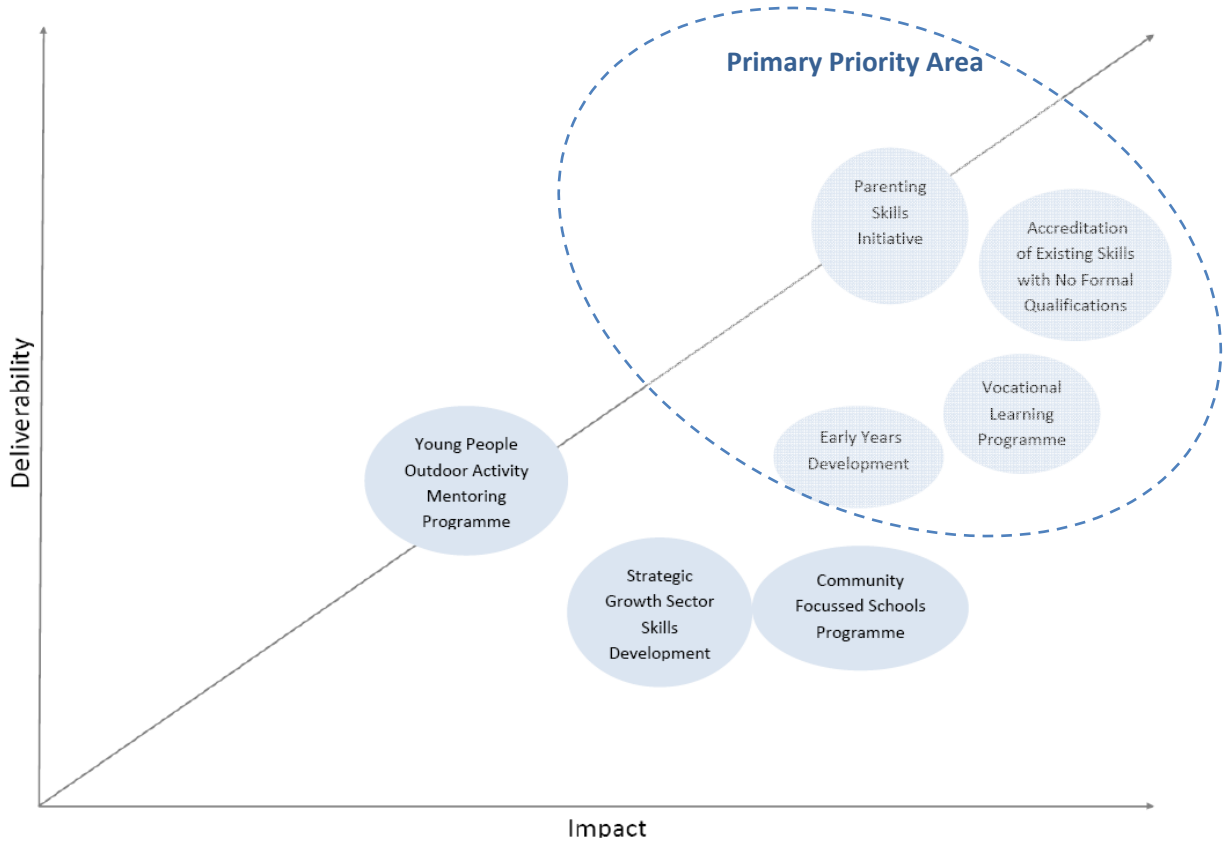
Skills and Education

Primary Projects (Yr 2 Projects Highlighted)

Theme		Project
Education and Skills	S1	Parenting skills initiative
	S2	Vocational learning outreach project
	S3	Accreditation of Existing Skills with No Formal Qualifications
	S4	Early Years Development

Secondary Projects

- **Young Peoples Outdoor Activity Mentoring Programme** – do we have the scale and diversity of outdoor activity provision to support such a programme at this current time?
- **Community Focussed Schools Programme** – this should be met through schools modernisation programme led by BCBC



	S1	
Project Title:	**Extending Parenting Skills Initiative**	
Location: - in what location(s) is the project to be implemented	Various locations, Garw Valley	
Project Description: - Background needs/opportunities met - Actions to be taken	Consultation within the community and an assessment of where educational attainment is poor attributed this partially to poor parenting skills. We are aware of the existence of WAG Flying Start Programmes within the valley, e.g. Bettws and we would seek the extension of parenting skills support to other communities. Parenting programmes such as these need to be accessed at home and in groups. Parenting programmes must have demonstrated effectiveness for child outcomes and be delivered by trained professional personnel, such as health visitors. Such programmes looks at: • Social and emotional development of children • Their physical health, and the • Early identification of high needs. A more targeted approach to parenting skills could be through Valleys to Coast Housing Association, where tenants are supported through a series of accessible, home or estate run life skills and parenting support programmes that will helps raising confidence, communication skills and awareness of specialist advice and support in terms of vocational skills development, childcare provision and health and dietary support. Another option would be to provide an outreach worker that provides a peripatetic service within the Garw Valley and if capacity allows within the other two valleys.	
Issues Addressed & Expected Outcomes: - Identify which of the key issues will be addressed - Quantify expected output	Economy/Jobs	Not applicable
	Skills/Education	Targets early years development
	Health	Deals with nutrition, diet and basic healthy living skills
	Connections	Not applicable

	Housing	General enhanced wellbeing within families and sense of pride in their home
	Community	Social cohesion and reduction in anti-social behaviour.
Project Delivery Partners: - What groups will help to deliver the project and maintain its impact? - Are new groups/bodies needed?	Communities First	Potential partner
	CDT	
	Schools	
	Established community groups	
	Service providers	BCBC young people's partnership
	Local businesses	
	Interest groups	
	Voluntary Organisations	
	Other	
Cross Valley Potential: - Can the project be rolled out across other valleys?	Yes. Parenting skills is a barrier to early year's development and has wider socio-economic implications for communities across the three valleys.	

Timetable	**Short term 2010-2013**	**Medium term 2014 – 2016**	**Long term 2017-2020**

	S2	
Project Title:	**Vocational Learning Outreach Project**	
Location: - in what location(s) is the project to be implemented	Various locations, Garw Valley	
Project Description: - Background needs/opportunities met - Actions to be taken	Consultation with the community and scrutiny of Estyn Reports on catchment schools has shown a marked fall off in school attendance and attainment in post-16 education. The proposal is to enhance existing ACL provision with alternative learning programmes covering vocational areas such as plumbing, tiling, carpentry, catering etc delivered in community venues. The local secondary schools would need to be engaged to help with signposting target young people to this alternative provision. The project would also cater for the entire adult sector, providing low-skilled, low-wage/unemployed people with a means of up-skilling and gaining confidence, with the potential for moving into employment or higher-wage jobs. In terms of local delivery, the project could: • Use housing renewal schemes to provide real work experience for learners on projects in their own communities; • Working with Creation Development Trust and similar bodies to provide learning experiences through social enterprise projects. • Use of activity based tourism to provide outlets for young people in terms of leadership, guiding, maintenance of equipment and bushcraft skills. This would either be delivered through an outreach service within the Garw Valley provided by BCBC, but with connections to Bridgend College where technical support is required.	
Issues Addressed & Expected Outcomes: - Identify which of the key issues will be addressed - Quantify expected output	Economy/Jobs	This project has the potential to lead more people from unemployment into work and from low-wage to higher wage jobs. By providing an alternative to mainstream education, it also has the potential to prevent young people moving into long-term unemployment.
	Skills/Education	Vocational skills provision leading to greater

		levels of economic activity and general well being.
	Health	Not applicable.
	Connections	Not applicable.
	Housing	Not applicable.
	Community	Increasing community cohesion through shared learning experiences.
Project Delivery Partners: - What groups will help to deliver the project and maintain its impact? - Are new groups/bodies needed?	Communities First	
	CDT	
	Schools	
	Established community groups	
	Service providers	CBCB with links to Bridgend College.
	Local businesses	Potential to work with local businesses who could offer work placement to learners.
	Interest groups	
	Voluntary Organisations	
	Other	
Cross Valley Potential: - Can the project be rolled out across other valleys?	Yes. Through BCBC across the three valleys.	

Timetable	**Short term 2010-2013**	**Medium term 2014 – 2016**	**Long term 2017-2020**

	S3
Project Title:	**Accreditation of Existing Skills with No Formal Qualifications**
Location: - in what location(s) is the project to be implemented	Various locations, Garw Valley
Project Description: - Background needs/opportunities met - Actions to be taken	Consultation with the community and desk-based analysis of census data has shown low qualification levels within the ward, particularly in Bettws where 58% of the population has no formal qualifications. However, it's likely that a significant proportion of the working population will have developed useful technical skills during their working lives to date, although these may have not been accredited by formal qualifications. A lack of formal qualification restricts opportunities to employment and it would be advantageous for this group to achieve accreditation of existing skills. Current work being undertaken by the Department of Children, Education, Life-Long Learning and Skills within WAG on Vocational Qualification Reform, offers an opportunity to explore possible accreditation and mapping of existing skills amongst the local workforce to the Credit and Qualifications Framework for Wales. This would make training options and pathways clear, helping employees and employers to better identify appropriate training for their learning and business needs. This would require the development of a pilot project in collaboration with DCELLs for a community scale accreditation project. For example a group of former manufacturer workers such as in the car industry may have left school without qualifications but through continuous development in the manufacturing environment may have developed competencies up to level 3 or 4. A profile of existing skills held by individuals would be mapped against qualification standards and appropriate awards allocated. Such a project would be a ground breaking approach to community confidence building and breaking the cycle of structural unemployment. This would need to be undertaken in close partnership with local employers, Sector Skills Councils and national stakeholders.

Issues Addressed & Expected Outcomes: - Identify which of the key issues will be addressed - Quantify expected output	Economy/Jobs	This would enable greater freedom, choice and flexibility to move into alternative areas of work, or to progress more rapidly within a given place of work.
	Skills/Education	This would enable in-house/non-accredited training to be recognised within a national framework.
	Health	Not applicable
	Connections	This would allow employees to move between jobs with a record of accumulated credits, to offer prospective employers, and prevent repeated learning.
	Housing	Not applicable
	Community	Not applicable
Project Delivery Partners: - What groups will help to deliver the project and maintain its impact? - Are new groups/bodies needed?	Communities First	
	CDT	
	Schools	
	Established community groups	
	Service providers	BCBC in partnership with employers and SSCs
	Local businesses	Key partner
	Interest groups	
	Voluntary Organisations	
	Other	
Cross Valley Potential: - Can the project be rolled out across other valleys?	Through BCBC and employers across the three valleys	

Timetable	**Short term 2010-2013**	**Medium term 2014 – 2016**	**Long term 2017-2020**

	S4	
Project Title:	**Early Years Development**	
Location: - in what location(s) is the project to be implemented	Various locations, Garw Valley	
Project Description: - Background needs/opportunities met - Actions to be taken	Desk-based analysis of Estyn reports has shown comparatively higher SEN levels amongst children entering Key Stage 1 in the Valley, and especially in Bettws. This evidence combined with the findings from consultation with the LEA strongly indicates that children are not sufficiently prepared for school in the locality. This project would link closely with the Extending Parenting Skills Initiative described above, but would focus more on skills development, particularly in literacy and numeracy. The project would be delivered in partnership with existing Language and Play/Number and Play programmes funded through the Assembly. Parents and young children could be targeted in locations where they gather naturally in their communities, e.g. cafes, sports and recreation clubs, Creation Development Trust buildings, etc. Whilst the project would not seek to duplicate exiting provision, it would add value by providing guidance on targeting to the LEA and additional signposting support to parents in the local communities.	
Issues Addressed & Expected Outcomes: - Identify which of the key issues will be addressed - Quantify expected output	Economy/Jobs	Not applicable
	Skills/Education	The project would increase the number of young children who are prepared for learning when they begin school.
	Health	Not applicable
	Connections	Not applicable
	Housing	Not applicable
	Community	Increasing community cohesion amongst

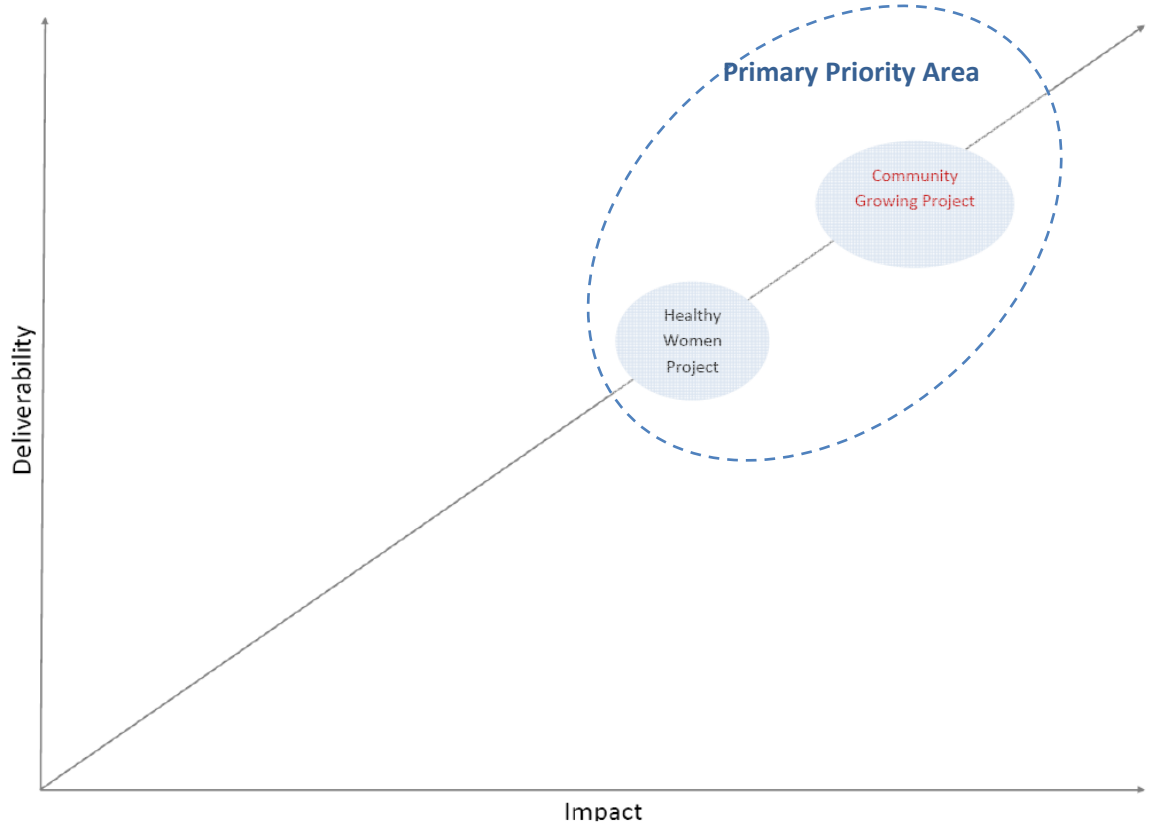
		parents through shared experience of Early Years learning.
Project Delivery Partners: - What groups will help to deliver the project and maintain its impact? - Are new groups/bodies needed?	Communities First	Potential Partner
	CDT	
	Schools	
	Established community groups	
	Service providers	BCBC Regeneration in partnership with the LEA.
	Local businesses	
	Interest groups	
	Voluntary Organisations	
	Other	
Cross Valley Potential: - Can the project be rolled out across other valleys?	Through BCBC across the three valleys	

Timetable	**Short term 2010-2013**	**Medium term 2014 – 2016**	**Long term 2017-2020**

Health and Well Being

Primary Projects (Yr 2 Project Highlighted)

Theme		Project
Health and Well Being	W1	Healthy Women Project
	W2	Community Growing Project



	W1	
Project Title:	**Healthy Women Project**	
Location: - in what location(s) is the project to be implemented	Various locations, Garw Valley	
Project Description: - Background needs/opportunities met - Actions to be taken	The creation of a healthy women network that provides a forum for women within the valley to share experiences and develop skills in: • Diet and nutrition • Basic cooking and awareness of producers and local shops/services • Exercise inc sport and non active recreation • Parenting (numeracy / literacy skills) • Entrepreneurship • Childcare provision and development The network would be based around a series of accessible locations with sessions provided with childcare facilities and general rest bite, in addition to workshops and Masterclasses on specific topics.	
Issues Addressed & Expected Outcomes: - Identify which of the key issues will be addressed - Quantify expected output	Economy/Jobs	Yes. Returning women to employment. Addressing barriers to social inclusion.
	Skills/Education	Development of key skills and technical skills that leads to employment and education
	Health	Increased awareness of diet and nutrition and access to activities.
	Connections	Not applicable
	Housing	Not applicable
	Community	Greater social cohesion.
Project Delivery Partners: - What groups will help to deliver the project and maintain its impact?	Communities First	Potential partner
	CDT	Potential partner
	Schools	
	Established community groups	
	Service providers	LHB - BCBC
	Local businesses	

- Are new groups/bodies needed?	Interest groups		
	Voluntary Organisations		
	Other		
Cross Valley Potential: - Can the project be rolled out across other valleys?	Yes – could be cross valley project, linked to wider health promotion campaign and women in business, etc.		
Timetable	**Short term 2010-2013**	**Medium term 2014 – 2016**	**Long term 2017-2020**

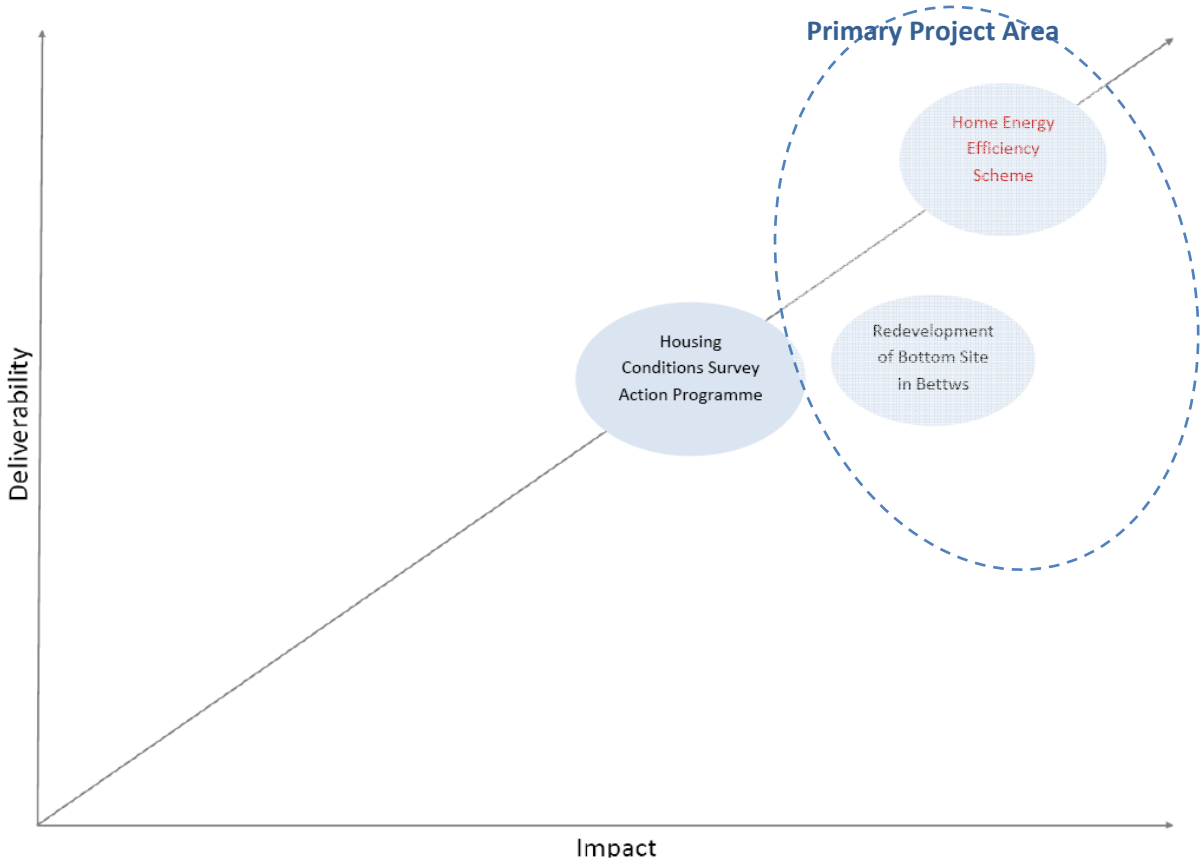
	W2	
Project Title:	**Develop a network of allotments, market gardens and community growing space**	
Location: - in what location(s) is the project to be implemented	Various communities, Garw Valley	
Project Description: - Background needs/opportunities met - Actions to be taken	The development of underused space within Garw Valley communities that have the right aspect and conditions for growing produce and acting as places for education, training and community events. This should be linked into: • local supply chains, • food box schemes, • exchange schemes, • training and educational programmes , • vegetable growing competitions, • and general awareness raising of local growing. The project could link together community growing schemes in terms of knowledge, lessons learnt, troubleshooting, building supply and economies of scale in terms of distribution as well as education and awareness raising campaigns around seasonal produce, festivals/events, etc	
Issues Addressed & Expected Outcomes: - Identify which of the key issues will be addressed - Quantify expected output	Economy/Jobs	Not applicable
	Skills/Education	Development of skills in produce growing, group activity, project development, organisation skills, etc
	Health	Better access to nutritional produce at an affordable price. Address mental health issues through gardening.
	Connections	Not applicable
	Housing	May be linked to land within large housing estates.
	Community	Greater community cohesion.
Project Delivery	Communities First	Potential partner

Partners: - What groups will help to deliver the project and maintain its impact? - Are new groups/bodies needed?	CDT	Potential partner	
	Schools		
	Established community groups		
	Service providers	BCBC; REACH	
	Local businesses		
	Interest groups		
	Voluntary Organisations		
	Other		
Cross Valley Potential: - Can the project be rolled out across other valleys?	Yes. Demand across the three valleys for such a project. Would help to build capacity and supply so that scheme is sustainable and attractive to consumers.		
Timetable	**Short term 2010-2013**	**Medium term 2014 – 2016**	**Long term 2017-2020**

Housing Choice and Quality

Primary Projects (Yr 2 Projects Highlighted)

Theme		Project
Housing Choice and Quality	H1	Home Energy Efficiency Scheme
	H2	Redevelopment of Bottom Site in Bettws



	H1	
Project Title:	**Home Energy Efficiency Scheme**	
Location: - in what location(s) is the project to be implemented	Various locations	
Project Description: - Background needs/opportunities met - Actions to be taken	To improve the energy efficiency of properties within the Valley, retrofitting affordable housing with appropriate technologies to improve the home-efficiency. Existing schemes such as the Green Homes Scheme (Welsh Assembly Government) should form part of this. In terms of the privately owned housing stock, there is the potential to promote energy efficiency and micro-renewable energy production through a clear marketing strategy. The new Clean Energy Cashback Scheme, which starts on the April 1st should also be promoted as a means to incentivise further uptake.	
Issues Addressed & Expected Outcomes: - Identify which of the key issues will be addressed - Quantify expected output	Economy/Jobs	Not applicable.
	Skills/Education	Not applicable.
	Health	Improved efficiency of home leading to improved health and well being; impact on fuel poverty issues.
	Connections	Not applicable.
	Housing	More energy efficient housing stock.
	Community	Greater social cohesion.
Project Delivery Partners: - What groups will help to deliver the project and maintain its impact? - Are new groups/bodies needed?	Communities First	
	CDT	
	Schools	
	Established community groups	
	Service providers	V2C; BCBC
	Local businesses	
	Interest groups	
	Voluntary Organisations	
	Other	

Cross Valley Potential: - Can the project be rolled out across other valleys?	Yes. Could form part of a wider three valleys initiative.		
Timetable	**Short term 2010-2013**	**Medium term 20143 – 2016**	**Long term 2017-2020**

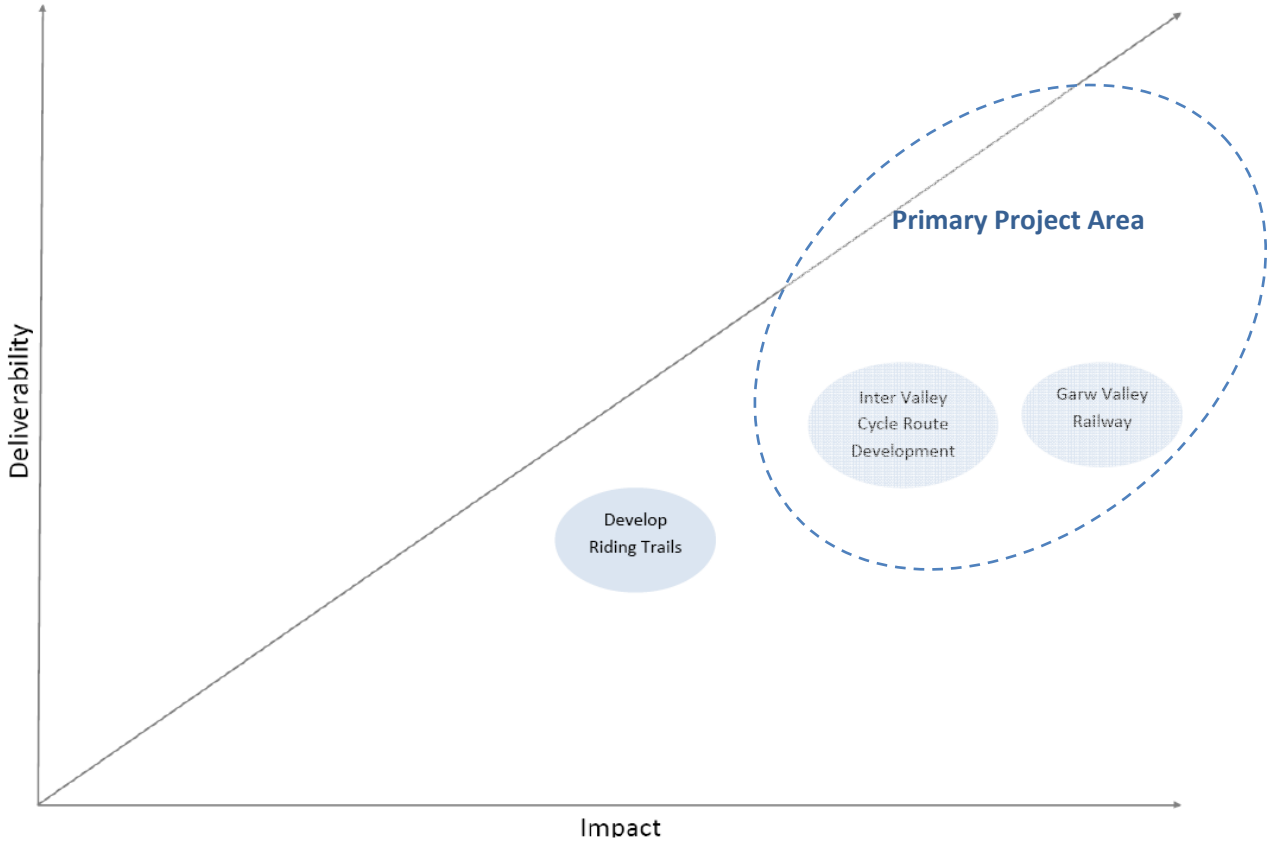
	H2	
Project Title:	**Redevelopment of Bottom Site in Bettws**	
Location: - in what location(s) is the project to be implemented	**Bettws, Garw Valley**	
Project Description: - Background needs/opportunities met - Actions to be taken	To bring forward the Bettws housing development opportunity in 'bottom side'. The site significantly detracts from the integrity of the community and has resultant issues in relation to anti social behaviour, community safety and poor quality of life. Project activities to include: • structural repairs, new external wall insulation and render. • provision of new kitchens, bathrooms, central heating, full or partial rewiring, new roof, fascias and gutters. • enhancement to property boundaries. • improvements to amenity space and facilities within estate. • improvements to footpaths and parking to ensure access to local services. • initiatives to raise awareness of tenant pride, use of space for healthy living and informal learning such as community growing, walking trails, etc	
Issues Addressed & Expected Outcomes: - Identify which of the key issues will be addressed - Quantify expected output	Economy/Jobs	Jobs created or safeguarded through local employment procurement in redevelopment of site.
	Skills/Education	Not applicable.
	Health	Enhanced place to live thereby having a direct impact on quality of life and well being.
	Connections	Not applicable.
	Housing	Meeting Welsh Housing Quality Standard.
	Community	Greater social cohesion.
Project Delivery Partners: - What groups will help to deliver the project and maintain its impact?	Communities First	
	CDT	
	Schools	
	Established community groups	
	Service providers	V2C.

- Are new groups/bodies needed?	Local businesses		
	Interest groups		
	Voluntary Organisations		
	Other		
Cross Valley Potential: - Can the project be rolled out across other valleys?	Site specific.		
Timetable	**Short term 2010-2013**	**Medium term 2014 – 2016**	**Long term 2017-2020**

Transport and Movement

Primary Projects (Yr2 Projects Highlighted)

Theme		Project
Transport and Connectivity	T1	Inter Valley Cycle Route
	T2	Garw Valley Railway



	T1	
Project Title:	**Inter Valley Cycle Route Development**	
Location: - in what location(s) is the project to be implemented	Towards head of Garw Valley, linking with Ogmore and Llynfi/Argoed Valleys; at southern edge of valleys need to connect through community route from Blackmill to Brynmenyn and onto Tondu and Aberkenfig	
Project Description: - Background needs/opportunities met - Actions to be taken	Development of inter-valley cycle routes, to encourage sustainable travel to and from neighbouring communities. This would focus at on and off road routes, utilising the community routes and future development of mountain bike trails across the valleys and along the main ridges and forestry. This project would also link into: • bike-friendly public transport; • development of bike friendly cafes and eating places; • support for the development of bike shops; • bikers are welcome accommodation providers. This would ensure an integrated product is achieved in physical terms and through inter-valley business and community organisation collaboration.	
Issues Addressed & Expected Outcomes: - Identify which of the key issues will be addressed - Quantify expected output	Economy/Jobs	Development of a more cohesive tourism activity product that leads to it becoming a destination and growing the tourism economy.
	Skills/Education	Not applicable.
	Health	Enhanced health through activity.
	Connections	Integrated off and on road cycle networks that support travel to work as well as other activities.
	Housing	Not applicable.
	Community	Accessible communities created.
Project Delivery	Communities First	

Partners: - What groups will help to deliver the project and maintain its impact? - Are new groups/bodies needed?	CDT		
	Schools		
	Established community groups	Garw Valley Community Council	
	Service providers		
	Local businesses	BCBC	
	Interest groups	Sustrans	
	Voluntary Organisations		
	Other	Forestry Commission	
Cross Valley Potential: - Can the project be rolled out across other valleys?	Yes. This is a strong theme from community and strategic consultation with existing investment in some strategic hubs started in Blaengarw.		
Timetable	**Short term 2010-2013**	**Medium term 2014 – 2016**	**Long term 2017-2020**

	T2	
Project Title:	**Garw Valley Railway**	
Location: - in what location(s) is the project to be implemented	Pontycymmer to Tondu line	
Project Description: - Background needs/opportunities met - Actions to be taken	Potential investment in the Garw Valley Railway line as a domestic and heritage line so that it benefits local people as well as providing a tourist attraction is still a significant asset to the valley. Such a facility would add to the proposed strategic hub project at Blaengarw and Pontycymmer in terms of strengthening it as local employment/service centre and visitor destination. Whilst requiring significant investment and a robust business plan, project activities could include: Project activities could include: • improvements to the line and associated landscaping. • refurbishment of rolling stock and associated infrastructure. • provision of a gift shop/cafeteria and a museum at the existing engine shed in Pontycymmer. • integration with other activity based tourism such as walking and cycling packages. • joint marketing with Pontycymmer and Blaengarw in terms of complementary events, festivals, themed guiding, food and drink. • provision of footplate experiences and training courses. • opportunities for local volunteering • educational liaison with local schools.	
Issues Addressed & Expected Outcomes: - Identify which of the key issues will be addressed - Quantify expected output	Economy/Jobs	Direct jobs created by project at a management and operational level. In-direct – retention and creation of jobs within immediate service centre in Pontycymmer. Stimulus for visitor economy based employment.
	Skills/Education	Educational linkages with schools. Vocational learning opportunities.

	Health	None directly. May encourage people to travel in a more sustainable way.
	Connections	Would provide integration with travel to work areas and would provide a strategic link into and out of the valley in terms of employment and tourism.
	Housing	None directly.
	Community	Provision of a community facility that ensures accessibility and retains vital services within the valley as well as stimulating new community based facilities and opportunities.
Project Delivery Partners: - What groups will help to deliver the project and maintain its impact? - Are new groups/bodies needed?	Communities First	
	CDT	
	Schools	
	Established community groups	
	Service providers	
	Local businesses	
	Interest groups	Garw Valley Railway Company Ltd
	Voluntary Organisations	
	Other	
Cross Valley Potential: - Can the project be rolled out across other valleys?	Garw Valley specific, but would link with Tondu and Llynfi valley and could form part of wider green tourism package in terms of connecting with walking and cycling and food tourism.	

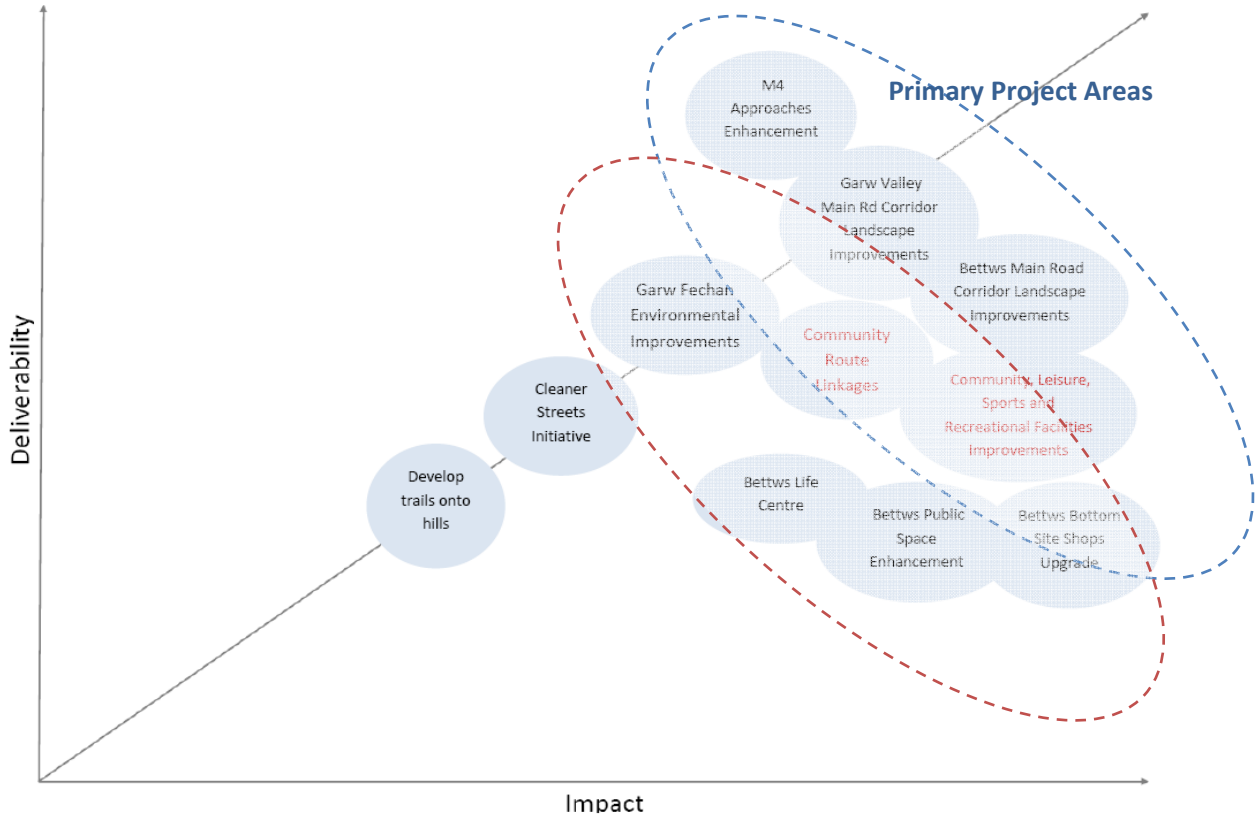
Timetable	**Short term 2010-2013**	**Medium term 2014 – 2016**	**Long term 2017 -2020**

Community and Place-making

These projects are divided into two sets of prioritisation.

Primary Projects (Yr2 Projects Highlighted)

Theme		Project
Community and Place-Making		**Priority List 1**
	C1	M4 Approaches Enhancement
	C2	Garw Valley Main Rd Corridor and Green Space Improvements
	C3	Bettws Main Road Corridor Landscape Improvements
	C4	Community Route Linkages
	C5	Community, Leisure, Sports and Recreation Facilities Improvements
		Priority List 2
	C6	Garw Fechan Environmental Improvements
	C7	Bettws Life Centre
	C8	Bettws Public Space Enhancements
	C9	Bettws Bottom Site Shops Upgrade



	C1	
Project Title:	**Enhance M4 approaches to Garw Valley**	
Location: - in what location(s) is the project to be implemented	The A4064 corridor and its connection with the M4 approaches.	
Project Description: - Background needs/opportunities met - Actions to be taken	The Llynfi, Garw and Ogmore Valleys lie to the north of Bridgend. These valleys are important for providing leisure and tourism facilities for the area. The A4061 in the Ogmore Valley connects with the Rhondda Fawr to the north east and the A4063 in the Llynfi Valley connects with the Afan Valley to the north. The A4064 in the Garw Valley terminates at Blaengarw. The settlements of these valleys are linear, following the contours of valley sides with many properties fronting directly onto the road corridor. The existing boundary treatments along the road corridors are in various states of repair and numerous eyesores exist, adding to the negative visual impression. Enhance approaches from M4 corridor into Garw Valley from Sarn and Bryncethin, specifically: • Boundary treatment enhancements through hedgerow planting and new fencing. • Enhancement of key gateway sites through sandstone walling, art/signage features and soft works. • Extension of visitor information systems.	
Issues Addressed & Expected Outcomes: - Identify which of the key issues will be addressed - Quantify expected output	Economy/Jobs	Not applicable. Enhances image and confidence in the place and the valley as a destination.
	Skills/Education	Not applicable.
	Health	Not applicable.
	Connections	Provides an enhanced series of road networks into the Valley area.
	Housing	None.
	Community	Increased sense of pride within communities.

Project Delivery Partners: - What groups will help to deliver the project and maintain its impact? - Are new groups/bodies needed?	Communities First	
	CDT	
	Schools	
	Established community groups	Local environmental action.
	Service providers	WAG/BCBC
	Local businesses	
	Interest groups	
	Voluntary Organisations	
	Other	
Cross Valley Potential: - Can the project be rolled out across other valleys?	Yes. Connects with all three valleys in terms of southern approach.	
Timetable	**Short term 2010-2013**	**Medium term 2014 – 2016**	**Long term 2017-2020**

	C2
Project Title:	**Garw Valley Main Road Landscape Improvements**
Location: - in what location(s) is the project to be implemented	1. Approaches and corridor through Llangeinor 2. Pant- y-gog and Pontycymmer 3. Between Blaengarw and Pontycymmer
Project Description: - Background needs/opportunities met - Actions to be taken	Site locations: Garw Valley – enhancements between Blaengarw and Pontycymmer; Pontycymmer and Pant-y-Gog and towards Llangeinor. Whilst some landscape improvements have been made along this corridor specifically on the approach into Llangeinor, there are some significant sections that require improvements to verges and frontages to main industrial estates, keynote buildings and facilities and rod junctions. There is also a need as part of landscape works to identify how intermediate spaces and underused sites that can ensure space that is currently sterile can be occupied by local residents and seen as attractive to visitors as informal places to enjoy. These activities could include: • Local nature sites that provide for biodiversity, education, informal recreation. • Diversifying children's play provision by providing opportunities for natural play i.e. less focus on fenced off formal play equipment more on the use of materials such as sand, water, timber, planting to create imaginative play spaces, and provide shade. • Using road verges and spaces in housing areas as pocket parks to & introduce: street trees, seating, hard landscape walling/fencing to celebrate local vernacular; and to diversify mowing regime. • Identifying opportunities to improve access links to and between green spaces. • Considering green space wardens (creates jobs, creates impression of safer spaces to encourage women and elderly). • Other uses for green spaces include: - wildlife reserves

<table>
<tr><td></td><td colspan="3">- holding community events
- community recycling facilities
- managing urban surface water run-off (SUDs)
- allotments/orchards
- urban farm (chickens/ducks)

• Creating opportunities to involve local communities (in decisions about change, interpretation of local history/stories, and in future management).</td></tr>
<tr><td rowspan="6">Issues Addressed & Expected Outcomes:

- Identify which of the key issues will be addressed

- Quantify expected output</td><td>Economy/Jobs</td><td colspan="2">Not applicable.</td></tr>
<tr><td>Skills/Education</td><td colspan="2">Informal learning. Use of local labour and development of skills in land reclamation, landscaping and maintenance.</td></tr>
<tr><td>Health</td><td colspan="2">Greater access and use of outdoors and interaction within the community.</td></tr>
<tr><td>Connections</td><td colspan="2">Quality and connected infrastructure that adds to the distinct sense of place.</td></tr>
<tr><td>Housing</td><td colspan="2">Provision of quality amenity space close to housing.</td></tr>
<tr><td>Community</td><td colspan="2">Communities possess accessible sites for leisure, recreation, informal learning , growing.</td></tr>
<tr><td rowspan="9">Project Delivery Partners:

- What groups will help to deliver the project and maintain its impact?

- Are new groups/bodies needed?</td><td>Communities First</td><td colspan="2"></td></tr>
<tr><td>CDT</td><td colspan="2">Potential partners within the Valley like Creation.</td></tr>
<tr><td>Schools</td><td colspan="2"></td></tr>
<tr><td>Established community groups</td><td colspan="2">Garw Valley Community Council</td></tr>
<tr><td>Service providers</td><td colspan="2">BCBC; Groundwork</td></tr>
<tr><td>Local businesses</td><td colspan="2"></td></tr>
<tr><td>Interest groups</td><td colspan="2"></td></tr>
<tr><td>Voluntary Organisations</td><td colspan="2"></td></tr>
<tr><td>Other</td><td colspan="2"></td></tr>
<tr><td>Cross Valley Potential:

- Can the project be rolled out across other valleys?</td><td colspan="3">Yes. Corridor Improvements are a common strategic issue.</td></tr>
<tr><td rowspan="2">Timetable</td><td>Short term
2010-2013</td><td>Medium term
2014 – 2016</td><td>Long term
2017-2020</td></tr>
<tr><td></td><td></td><td></td></tr>
</table>

	C3	
Project Title:	**Bettws Main Road Corridor Improvements**	
Location: - in what location(s) is the project to be implemented	Bettws, Garw Valley	
Project Description: - Background needs/opportunities met - Actions to be taken	Enhance main road corridor through Bettws from the southern approach so that the village is announced better and also allows for greater accessibility through the village and onto trails and paths that link Bryngarw Country House and the immediate countryside This would include: • boundary treatments. • gateway signage and entrance features. • new footways that are linked to residential areas. • provision of shared routes and trails.	
Issues Addressed & Expected Outcomes: - Identify which of the key issues will be addressed - Quantify expected output	Economy/Jobs	Not applicable.
	Skills/Education	Not applicable.
	Health	Provision of accessible environments for local residents to participate in exercise and gaining access to education, shops, services and other local facilities.
	Connections	Provide connectivity across the local community and into the immediate countryside.
	Housing	Providing direct links from and into the immediate residential estates within Bettws.
	Community	Greater social cohesion.
Project Delivery Partners: - What groups will help to deliver the project and maintain its impact?	Communities First	Potential partner on design, development and future maintenance.
	CDT	
	Schools	
	Established community groups	Garw Valley Community Council
	Service providers	BCBC; V2C

- Are new groups/bodies needed?	Local businesses		
	Interest groups		
	Voluntary Organisations		
	Other		
Cross Valley Potential: - Can the project be rolled out across other valleys?	No. Site specific.		
Timetable	**Short term 2010-2013**	**Medium term 2014 – 2016**	**Long term 2076-2020**

	C4	
Project Title:	**Community Route Linkages Improvements**	
Location: - in what location(s) is the project to be implemented	• Blaengarw • Pontycymmer • Pontrhyl • Llangeinor	
Project Description: - Background needs/opportunities met - Actions to be taken	To provide better connections into the linear community route from key settlements, shops, services and attractions that includes: • Signage and interpretation • Cycle storage • Visitor information, etc. • Improved lighting • Seating and bins • Access for push chairs/wheel chair users • Ad hoc rest areas/seating areas • Picnic benches at key vista points • Connections with Blaengarw and Pontycymmer Strategic Hub • Signage linking facilities/service with key route • Ad hoc sheltering	
Issues Addressed & Expected Outcomes: - Identify which of the key issues will be addressed - Quantify expected output	Economy/Jobs	Enhancement of tourism product.
	Skills/Education	Not applicable.
	Health	Enhanced opportunities for exercise and activity within the local community.
	Connections	Integrated a community route that supports travel to work, leisure, shops and other activities.
	Housing	Not applicable.
	Community	Increased community participation in exercise and social cohesion.
Project Delivery	Communities First	

Partners: - What groups will help to deliver the project and maintain its impact? - Are new groups/bodies needed?	CDT		
	Schools		
	Established community groups	Garw Valley Community Council.	
	Service providers	BCBC; Groundworks.	
	Local businesses		
	Interest groups		
	Voluntary Organisations		
	Other		
Cross Valley Potential: - Can the project be rolled out across other valleys?	Yes – all valleys have community routes that require improved linkages to key settlements and improved facilities to support activity along the route.		
Timetable	**Short term 2010-2013**	**Medium term 2014 – 2016**	**Long term 2017-2020**

	C5	
Project Title:	**Community, Leisure, Sports and Recreational Facilities Improvements**	
Location: - in what location(s) is the project to be implemented	Various locations, Garw Valley	
Project Description: - Background needs/opportunities met - Actions to be taken	Leisure, sports and recreation is at the heart of community life within the Garw Valley, with local consultation seeking improvements to extend the use of facilities and to integrate them better with other local amenities and residential areas. Areas that have been identified include: • Pontycymmer tennis club • Bettws Football club • Llangeinor Football club • Amongst other clubs and organisations Enhancements would include: • Improvements to drainage and levelling of pitches • Resurfacing of multi surface pitches • Access improvements • Floodlighting • Indoor provision and shared service improvements The development of local management plans should be carried out so that clubs and organisations share facilities and resources and that there is no duplication of provision but an integrated series of facilities is provided that meets modern day standards but is accessible to residents beyond the immediate community.	
Issues Addressed & Expected Outcomes: - Identify which of the key issues will be addressed	Economy/Jobs	Not applicable.
	Skills/Education	Not applicable
	Health	Greater access to exercise and activity for the whole community.

- Quantify expected output	Connections	Providing integrated facilities that are close to or within communities.
	Housing	Not applicable.
	Community	Quality and sustainable community facilities that are easily accessed by local residents.
Project Delivery Partners: - What groups will help to deliver the project and maintain its impact? - Are new groups/bodies needed?	Communities First	
	CDT	
	Schools	
	Established community groups	Individual community organisations.
	Service providers	BCBC.
	Local businesses	
	Interest groups	
	Voluntary Organisations	Local sports and recreation groups.
	Other	
Cross Valley Potential: - Can the project be rolled out across other valleys?	Yes. Issues appear in all three valleys. Need to co-ordinate and target facilities that are focal points for sports, leisure and recreational activity so that investment is smart and users have the right levels of accessibility.	

Timetable	**Short term 2010-2013**	**Medium term 2014 – 2016**	**Long term 2017-2020**

	C6
Project Title:	**Garw Fechan Environmental Improvements**
Location: **- in what location(s) is the project to be implemented**	**Garw Fechan, Pont-yr-hyl, Garw Valley**
Project Description: **- Background needs/opportunities met** **- Actions to be taken**	The settlement of Pont-yr-hyl is situated at the confluence of the Garw and Garw Fechan Rivers. The site provides the opportunity of a link from the Garw Valley Community Route to the wider upland forestry areas associated with Cwm Garw Fechan. The Braich-y-Cymmer Public House is located at the gateway into the Garw Fechan Valley adjacent to the Community Route and is an important facility along the route. Links from the Community Route to the Garw Fechan valley are currently restricted due to poor signage and the lack of suitably surfaced pathways. Environmental Improvements to encourage use of an alternative scenic route through Garw Fechan, and the promotion of the village of Pont-yr-hyl as a visitor attraction. Environmental improvements are to include: • Promote recreational route with signage from A4064 and the Garw Valley • Community Route through to the Garw Fechan valley and upland forestry walks and bridle ways. • Create riverside footpath link to forestry car park through new surfacing and way marking. • Enhance Braich-y-Cymmer public house frontage and environs to improve seating, parking and cycle parking provision. Investigate opportunity to bury overhead cables to reduce visual clutter. • Commission art work signage at gateway site on Garw Valley Community Route gateway into the Garw Fechan valley and form a key feature on the Garw Valley Community Route.

Issues Addressed & Expected Outcomes: - Identify which of the key issues will be addressed - Quantify expected output	Economy/Jobs	Safeguard existing jobs in hospitality and service sector. Creation of new tourism related employment through guiding, biking and other activity based tourism.	
	Skills/Education	Not applicable.	
	Health	Improved outdoor activity opportunities	
	Connections	Better and extended circuits within the Garw Valley.	
	Housing	Not applicable.	
	Community	Extended access to the countryside.	
Project Delivery Partners: - What groups will help to deliver the project and maintain its impact? - Are new groups/bodies needed?	Communities First		
	CDT		
	Schools		
	Established community groups	Garw Valley Community Council.	
	Service providers	BCBC.	
	Local businesses		
	Interest groups		
	Voluntary Organisations		
	Other		
Cross Valley Potential: - Can the project be rolled out across other valleys?	No. Site specific.		
Timetable	**Short term 2010-2013**	**Medium term 2014 – 2016**	**Long term 2017-2020**

	C7	
Project Title:	**Extend the role and function of Bettws Life Centre**	
Location: - in what location(s) is the project to be implemented	Bettws, Garw Valley	
Project Description: - Background needs/opportunities met - Actions to be taken	Bettws Life Centre is a key community facility within Bettws village. The centre provides community and resource space and provision of direct community development services from within, as well as maintaining library and other core functions. The centre is reaching capacity in terms of demand from community groups and hosting a number of projects. A feasibility study into how the building can be extended to provide additional space needs to be commissioned. The life centre also has issues with parking which needs to be improved and needs to be considered as part of corridor improvements within Bettws.	
Issues Addressed & Expected Outcomes: - Identify which of the key issues will be addressed - Quantify expected output	Economy/Jobs	Provision of enhanced space will provide resource for support such as job match, etc.
	Skills/Education	Provision of training and skills programmes within the centre.
	Health	Healthy living awareness through the centre.
	Connections	Not applicable.
	Housing	Not applicable.
	Community	Provision of enhanced community resources that meets growing demand.
Project Delivery Partners: - What groups will help to deliver the project and maintain its impact? - Are new groups/bodies needed?	Communities First	
	CDT	
	Schools	
	Established community groups	
	Service providers	BCBC; Groundworks
	Local businesses	
	Interest groups	
	Voluntary Organisations	

	Other		
Cross Valley Potential: - Can the project be rolled out across other valleys?	No. Site specific.		
Timetable	**Short term 2010-2013**	**Medium term 2014 – 2016**	**Long term 2017-2020**

	C8	
Project Title:	**Bettws Public Space Enhancement**	
Location: - in what location(s) is the project to be implemented	Bettws, Garw Valley	
Project Description: - Background needs/opportunities met - Actions to be taken	Enhance series of spaces through Bettws village centre, specifically in relation to the garage area, Oddfellows Arms frontages and its relationship to social club, Bettws Boys Club and the Church. This would address: • traffic management and parking; • pedestrian access from the top site to the bottom site; • enhancement of squares and spaces; • formalisation of on street parking; • opportunities for community growing space and provision of small green spaces; • general streetscape improvements including lighting, planting, furniture and community/visitor information points. This would link in with proposed Bettws projects that address quality of design and space within the community and links residential areas, key facilities and the immediate countryside.	
Issues Addressed & Expected Outcomes: - Identify which of the key issues will be addressed - Quantify expected output	Economy/Jobs	General enhancement of village centre that raises potential of future investment.
	Skills/Education	Not applicable.
	Health	Greater pedestrian accessibility across the village.
	Connections	Creation of an integrated series of spaces, buildings and facilities within the village.
	Housing	Not applicable.
	Community	Raising the quality of public space, thereby lifting ambition and confidence.
Project Delivery Partners:	Communities First	Potential partner on design process.
	CDT	
	Schools	

- What groups will help to deliver the project and maintain its impact? - Are new groups/bodies needed?	Established community groups	Garw Valley Community Council.	
	Service providers	BCBC; V2C.	
	Local businesses		
	Interest groups		
	Voluntary Organisations		
	Other		
Cross Valley Potential: - Can the project be rolled out across other valleys?	No. Site specific		
Timetable	**Short term 2010-2013**	**Medium term 2014 – 2016**	**Long term 2017-2020**

	C9	
Project Title:	**Bettws "Bottom Site" Shops Upgrade**	
Location: - in what location(s) is the project to be implemented	Bettws, Garw Valley	
Project Description: - Background needs/opportunities met - Actions to be taken	Target parade of shops in bottom Bettws in terms of frontage and quality of provision. This would look at: • condition of the existing building; • format and size of units; • frontages, servicing; • pedestrian space and linkages/landscaping; • marketing of complementary goods and produce. This would have linkages with other infrastructure type projects within Bettws.	
Issues Addressed & Expected Outcomes: - Identify which of the key issues will be addressed - Quantify expected output	Economy/Jobs	Not applicable.
	Skills/Education	Not applicable.
	Health	Not applicable.
	Connections	Creation of a more connected quality series of spaces.
	Housing	Supports local shopping provision next to neighbourhoods.
	Community	Retention and enhancement of range and choice of services.
Project Delivery Partners: - What groups will help to deliver the project and maintain its impact? - Are new groups/bodies needed?	Communities First	Potential partner.
	CDT	
	Schools	
	Established community groups	
	Service providers	BCBC; V2C.
	Local businesses	
	Interest groups	

	Voluntary Organisations		
	Other		
Cross Valley Potential: - Can the project be rolled out across other valleys?	No. Site specific.		
Timetable	**Short term 2010-2013**	**Medium term 2014 – 2016**	**Long term 2017-2020**

5.3. VARP first year WVSRA Projects

The following projects have been identified as being ready for funding within 2010/11 of the Western Valleys Strategic Regeneration Programme. Delivery would be in relation to feasibility and development work, in addition to capital expenditure for buildings and land.

Detailed project information regarding each project has already been detailed in the project proforma, and case study examples are provided overleaf:

Case studies are provided overleaf for a sample of the projects.

Theme		Project
Economy and Enterprise	E5	Bryngarw Country Park Hub
	E7	Local Retail and Business Support Scheme
Health and Well Being	W2	Community Growing Project
Housing Choice and Quality	H1	Home Energy Efficiency Scheme
	H2	Redevelopment of Bottom Site, Bettws
Community and Place-Making	C4	Community Route Linkages
	C5	Community, Leisure, Sports and Recreation Facilities Improvements

5.4. Case Studies

Incredible Edible Todmorden

Todmorden's grow-your-own food project finds strength in getting everyone involved

ROOT CAUSES

Something strange is afoot in the Yorkshire town of Todmorden. Daisy Greenwell reports on a vegetable invasion, led by locals who are using guerilla gardening and home-grown food as a solution for lean times

It all started with a rhubarb patch planted incongruously next to a Yorkshire bus stop. Waving stiffly in the cold breeze that whistles through the pretty red-bricked town of Todmorden, it was a small but significant symbol of rebellion.

"I will not be a victim," emphasises Pam Warhurst in a no-nonsense Northern accent. "I cannot stand people having a moan while they wait for someone else to do it."

That little 'it', is actually rather large. It's galvanising a tiny, northern town into taking a lead on the issues of climate change, sustainable food supplies and eroding communities. It's providing a viable solution to escalating food prices and what the international think tank Chatham House recently announced is the 'very likely' prospect of a UK food crisis. It's also re-injecting Todmorden – where the demise of industry has left money scarce and young people fleeing for the bright lights of Leeds and Manchester – with purpose and pride.

Sitting at the scrubbed wooden tables of the café she owns in the centre of town, Warhurst fits in an occasional slurp of her brew in between a break-neck rundown of the extraordinary blossoming of a utopian dream.

With the government dragging its heels on solutions to these problems, Warhurst decided to take matters into her own hands.

Armed with packets of seeds, Warhurst and her like-minded friend Mary Clear began guerrilla planting around the town. Last spring they illegally snuck fruit trees onto roundabouts, potatoes and carrots into car parks and ripped out inedible geraniums from the train station plant pots, replacing them with herbs.

They hoped that little old ladies, or single mums, or hungry school kids, who didn't have the cash or need for an entire bag of carrots, would pick what they needed from the newly planted crops and take it home for dinner.

"We need to think how we did things 50 years ago, showing people they can put their own food on the table"

The essence of their plan, and by far their biggest challenge was to move the idea of organic veg, home-cooking and allotments out of the 'middle-class Guardian reader' domain, and into the housing estates that scatter Todmorden's hillsides.

Clear and Warhurst aim to make growing your own a default for the town's 15,000 residents, and to eliminate the market forces that mean people buy meat flown in from Holland and eggs trucked hundreds of miles.

As well as protecting Todmorden against whatever ravages climate change may have on world food supplies, the pair believe it could cure the town's obesity problem – one that is mirrored across Britain – by weaning people off fast food and back onto home-cooked meals.

"How do you get everybody buying in to something like this?" says Clear, describing their first stumbling block. "We realised you don't talk about climate change, you don't talk about transition towns or sustainability – you don't make it exclusive. It's got to be about things we can all engage in.

08 | www.bigissue.com February 23 - March 1 2009

Incredible Edible Todmorden is a community based organisation based in Yorkshire that aims to increase the amount of local food grown and eaten in the town. Businesses, schools, farmers and the community are all involved. Vegetables and fruit are springing up everywhere. Public flower beds have being transformed into community herb gardens and vegetable patches.

The aims of the group are to:

1. To promote and develop a culture and opportunities for growing food, cooking and sourcing local products.
2. To build on Todmorden's wealth of voluntary sector engagement to develop new links and partners concerned with the future of food and growing.
3. To develop whole community skills in growing and cooking local produce.

Key activities that the organisation is involved with includes:

- Finding land, using buildings, micro finance and other tools and resources.
- Developing training in land skills and to local ways of distributing and buying food.
- Removal of obstacles to local action – e.g. by taking away legal boundaries, soil testing, covering public liability.
- The creation of jobs through families harvesting and keeping and sharing the fruits of their labour.

Specific projects include:

- Community herb gardens
- Dream streets project
- Every egg matters
- Fishy food hub
- Growing bodies
- Growing around the town
- Orchards
- Schools
- What's cooking in Tod?

For further information: http://www.incredible-edible-todmorden.co.uk

First Stop Local Shop Campaign – Forest of Dean District Council

Description

One Stop shop is a scheme implemented in the Forest of Dean to encourage local people to shop within the four market towns within the District. The scheme involves a number of initiatives that encourages people to shop locally.

Need

There had been significant and visible decline in the four towns; including vacant and poorly maintained properties within the towns, which in turn lowered the morale of businesses. Although there was speculative evidence to suggest the towns were not fulfilling their potential it was essential to undertake comprehensive and accurate research to assess the type of problems that faced the towns and the extent of the problems. This revealed that local people were spending more than £100 million per year outside of the District as they were travelling further away to more attractive urban centres.

Projects

Retail Support Group - Key members of the four towns' retail business communities, District and Town Council's, town partnerships and local community groups formed the retail support group; their role was to promote the initiative, and encourage local businesses to buy into the scheme and maintain momentum. Of key importance to the success of the programme was the buy in from the local retail sector in order to understand issues the retailers face and initiatives they felt would be successful within the towns, it also encouraged retailers to take 'ownership' of the scheme. The Districts Council's Market Towns Regeneration Officer was responsible for inviting various groups to attend. It was the role of this officer to get a broad section of representatives of the business sector: Nationals, independents and the voluntary sector. The Retail Support group was then responsible for developing plans and initiatives for the various towns, with focus groups to develop many of the one stop schemes. When launching the first of the one stop shop schemes members of the team undertook face to face visits, which in turn gained the trust of local businesses. A comprehensive business list was compiled with contact details provided so that business involvement could be monitored and the impact of the project could be assessed.

Business Support and Training Scheme - This aimed to provide opportunities and awareness to local retailers of the training available to improve the quality of retail and skills. Courses were selected dependent on the requirements of local businesses (it is vital to understand the training that businesses require). Course topics included sales, marketing and customer service, IT and web. The

courses were selected by the project team and were run locally and were free to the attract retailers. The benefits included 118 retailers benefiting from the training programme including 32 shop owners, managers and staff who completing a level 2 or 3 NVQ in retail operations or customer service. It is a time consuming and relatively costly programme, which requires the project team to source relevant training courses, undertake administrative duties, organising venues, taking bookings for courses etc and the cost of paying for the courses and venue.

Retailers Award Scheme - The initiative was designed to improve networking amongst local retailers, promote the qualities of local shopping and raise the overall standard of the retail offer. Essentially the scheme sets a competition amongst local retailers, which provides local shoppers to nominate businesses for various retail awards.

Retailers Newsletter - Provides a forum to the retail sector within the towns, and making key information accessible to businesses. The newsletter provides information on local and national news within the retail sector. The leaflet is also used to communicate key aspects of the retail support campaign and share best practice within the retail community.

Retailers Reward Scheme - This is a loyalty scheme aimed to retain and encourage people to shop locally. In this case it cost nothing for the retailer or customer to join the scheme, the scheme was administered by the project team and offered customers instant rewards when they shop locally. Businesses chose their own discount or promotion or discount to the shopper (offering flexibility). The offers are promoted collectively within the local press. Shops are given Point of Sale promotional packs of window stickers and posters to display

Management. A successful funding package enabled the creation of a project delivery team consisting of one full-time Market Towns Regeneration Officer and two full-time Retail Support Officers.

Funding. The project secured a grant of £250,000 from Gloucestershire Rural Renaissance in 2005, match funded by Forest of Dean District Council. . .

Millennium Coastal Park Discovery Centre – Carmarthenshire County Council

#

Overlooking Llanelli beach and offering panoramic views of the Loughor Estuary and the Gower Peninsula, the Discovery Centre is both the first port of call for visitors and an ideal stop-off point for people travelling through the Park.

As its name suggests, the award-winning Discovery Centre is primarily a place where people can learn about the various parts of the Coastal Park and the many other delights that Carmarthenshire has to offer.

Located on the ground floor of the building is the Tourist Information Centre, where staff answer queries either face-to-face, by telephone, letter or e-mail. They can find places for visitors to stay, provide brochures on attraction throughout Wales and give insider information on the best places to wine and dine.

The Information Centre also doubles up as a shop that provides an array of Welsh gifts, maps and guides, arts and craft, a wide selection of books and beach paraphernalia.

In addition, the ground floor is the location of a children's play area, interactive computer games, and exhibition areas.

Other facilities available at the Discover Centre include an ice cream kiosk, second-floor café and a first class conference suite.

This summer there are plans to further enhance the visitor experience with the addition of a number of outdoor activities in the immediate vicinity of the Discovery Centre. There will be donkey rides on the beach, crazy golf in the sand dunes, pedaloe rides, carousel rides, a bouncy castle and Aquasphering – a walk-on water experience in the nearby North Dock.

In the few years that it has been open, the Discovery Centre has quickly developed into a leading visitor destination in its own right and the hub of the entire Millennium Coastal Park.

Conference Room

There can be no better location for a conference suite in Wales than the second floor of the Coastal Park's Discovery Centre.

With its three glass walls, the Coastline Conference Suite cantilevers over a sweeping sandy beach and offer uninterrupted views over the dramatic and ever-changing Loughor Estuary.

The suite boasts excellent facilities and its unique setting will add to the impact of any sales

presentation. business meeting, conference or training seminar.

Flanagan's Coastline Café

Flanagan's brings a flavour of the Riviera to the Millennium Coastal Park with its selection of continental coffees and pastries.

The café's menu also offers a range of light lunches, snacks and other drinks to cater for all visitor tastes and preferences.

Flanagan's is now attracting over 100,000 visitors a year and has become the premier meeting point for local people and the ideal place for Park visitors to rest, relax and take in wonderful views that are on offer from it's first floor location in the Discovery Centre.

Millennium Kiosk

Ice cream lovers are spoilt for choice at the Discovery Centre's Millennium Kiosk.

The huge selection of ice cream and ices means there's something to tempt the taste buds of all the Park's visitors, young or old. Moreover, customers are given the choice of purchasing their refreshments whilst on the move or relaxing on the patio furniture overlooking Llanelli beach and the Loughor Estuary.

On a fine day, the Millennium Kiosk really can take people to ice cream heaven.

The Waterside Room

South Llanelli is undergoing a phenomenal transformation and there's no better place to learn about the exciting new development plans than the Waterside Room in the Discovery Centre.

Proposals for new homes, offices, light industrial building and much, much more are brought to life in the state of the art exhibition within the Waterside Room. And there's friendly staff on hand to guide people through the plans and answer any questions.

The exhibition includes a giant model of the South Llanelli area, a video presentation, information panels and a series of brochures and leaflets.

The Waterside Room was primarily set up to keep local people up to date with what was going on in their neighbourhood, but it turns out that visitors from far and wide are just as fascinated by the dramatic transformation proposals.

MILLER

Research Evaluation Consulting

Garw Valley VARP Baseline Report

Report To

BRIDGEND COUNTY BOROUGH COUNCIL

June 2010

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1. Background

1.1. Purpose of Study

In September 2009, Bridgend County Borough Council with the support of Welsh Assembly Government commissioned a valley area regeneration plan as part of the Western Valleys Strategic Regeneration Area, with the specific tasks:

- To produce a VARP to provide the strategic framework for regeneration of the Garw Valley (one of the areas covered by the RDP) until 2020. The strategic framework will be supported by an action plan to act as a guide for investment and shape the decisions of the main national and local funding bodies for a three year period from 2010 – 2013.
- Produce a baseline analysis - Collate information that exists and gathers other intelligence from service policy and community involvement
- Produce one evaluation document - Evaluation of the information in the baseline and the direction in which the regeneration should be directed
- Produce one strategy and action plan - Strategy and action plan to direct investment and projects

The principal aim of the study is:

To provide partners and stakeholders with a clear vision, strategy and action plan for the sustainable regeneration of the Garw Valley until 2020 within the wider context of the Western Valleys.

1.2. Purpose of Report

This baseline and SWOT analysis provides the detailed findings from Phase 1 of the study. An appraisal of the study area has been undertaken from a review of existing data sources, consultations with local and strategic stakeholders and community engagement sessions. The analysis has focused on the strategic issues that will provide the target focus for action:

- Demography
- Health
- Skills & Learning
- Economic Investment
- Built Environment
- Transport and Connectivity
- Social Environment
- Tourism
- Culture
- Environment

1.3. Study Process

The development of the baseline has been undertaken through a mix of quantitative and qualitative analysis, leading us to a synthesis of both local and strategic issues facing the Garw Valley.

Figure 1: Baseline Study Process

Specific tasks and techniques are described below:

Orientation/Familiarisation

Bridgend County Borough Council regeneration officers and members of the study team met with key community representatives within the Garw Valley as part of a valley tour where initial issues and ideas were identified and local partnership arrangements were outlined. A tour of the valley from Blaengarw to Bettws was undertaken, so that the study team could orientate themselves and become familiarised with specific sites, building and opportunities.

Policy/Key Document Review

Key local and strategic documents have been reviewed to understand how the Garw Valley relates to the strategic objectives of Welsh, sub regional and local policies in terms of strategic fit.

Statistical Collation and Analysis

Quantitative analysis of key statistics that relate to our study themes has been undertaken with key sources taken from NOMIS Official Labour Market Statistics, compiled by the Office for National Statistics, StatsWales, a continually updated source sponsored by the Welsh Assembly Government, and Neighbourhood Statistics, compiled by the Office for National Statistics.

Community Views

To ensure local views are considered and provide emphasis to issues and emerging ideas for the proposed action plan, a series of community drop in sessions were held in the following communities:

- Richard Price Centre, Llangeinor
- Garw Leisure Centre, Pontycymer
- Bettws Life Centre, Bettws

The sessions were publicised through local community networks and within the specific venues, with members of the public and community organisations identifying key issues and opportunities for action through maps of their areas. In addition questionnaires were provided at the drop in sessions for completion, as well as distributed through email to local organisations and downloadable through the Council's web-site.

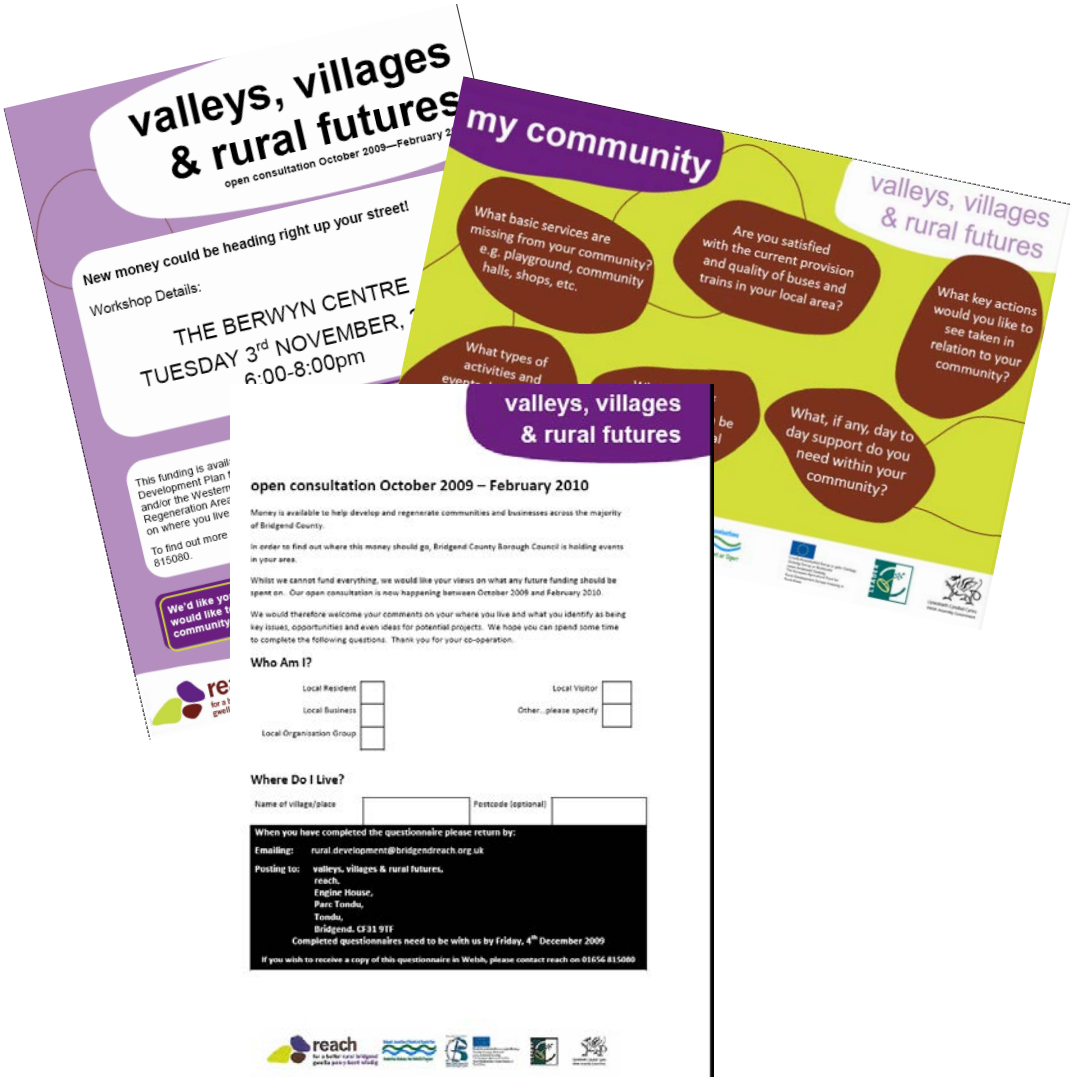
Overall Analysis of Issues and Identification of Emerging Themes

Both quantitative and qualitative information has been assessed through an internal study team workshop which has led to the

production of this baseline document.

1.4. Community Engagement Process

As part of the baseline gathering process, Bridgend County Borough Council were keen to ensure that the community were given opportunities to inform the process in terms of identifying local need so that emerging projects are underpinned by local need in addition to strategic objectives for the western valley programme areas. The following images show the ways that the Ogmore Valley study communicated and consulted with its local community.



1.5. Regeneration Context

Image 1: Garw Valley - Coal Mining Past

The Garw Valley lies within the Mid Glamorgan hills between two other valleys, the Ogmore Valley and Llynfi Valley. The valley is about 6 miles long and is made up of a number of village settlements including Blaengarw, Pontycymmer, Pantygog, Pontrhyl, Lluest and Llangeinor. These villages have virtually merged overtime, stretching along the A4064, which is the only road running up the valley. At the southern end of the valley are the villages of Bettws, and Llangeinor, and road connections to the adjacent Ogmore and Llynfi Valleys.

The area has a strong association with coal mining. The villages remained largely untouched by the industrial revolution until improvements were made to the transport system, specifically the railway line, which led to a huge investment in mining activity. This attracted people to work and live in the area and created comparative prosperity up to the mid 1920s. During this time, the area provided a range of amenities, including social facilities, schools, workman's hall and shops. The Garw has a strong legacy of heavy industry and previously had six deep pits and a number of drift mines which operated from the 1870's until the final pit closure in 1985.

In 2001 the Valley had a population of just over 7,500. Through natural growth over recent decades, these villages have virtually merged along the A4064, the single road running through the Valley. Close proximity to Sarn, the McArthur Glen retail centre and the M4 ensures that the Valley has good connections with the more urban areas in the south of the County Borough and with the rest of South Wales.

Since 1988, a significant programme of land reclamation has been implemented throughout the Upper Garw Valley, which has transformed the area and addressed the environmental dereliction caused by the loss of the mining industry. The area has undergone some significant improvements since the closure of the pits. Large scale land reclamation and landscaping has occurred in the area, particularly around the railway embankment.

In 2003, The Garw Valley Regeneration Fund was created to assist in meeting the aims and objectives in the Garw Valley Regeneration Framework and Action Plan[1]. This document, produced in 2003, set out key priorities for regeneration in the Garw Valley and also identified a number of projects which would have a significant impact on the physical regeneration of the Valley.

The purpose of the report was to:

[1] The Garw Valley Framework and Action Plan (2003) Peter Williams Consultants LLP

"Set a strategic context and framework for future programmes and projects. It aims to provide a short and long-term vision about what is important to the community and a shared view of what might be achieved by working together and with others in partnership"

The document provided a strategic context for future funding applications and also a basis for all parties to understand the needs of the community to ensure that the services provided meet those needs.

The Vision for the Garw Valley is described as:

"The process of reclamation and repair in the Garw Valley is well advanced. The next stage of regeneration will build on that, using the area's natural attributes and appeal to attract new visitors and to reverse the population decline and hence underpin services. The ability of residents to access job opportunities must be advanced. Additional criteria for project selection will be the extent to which they provide employment and training opportunities for local people."

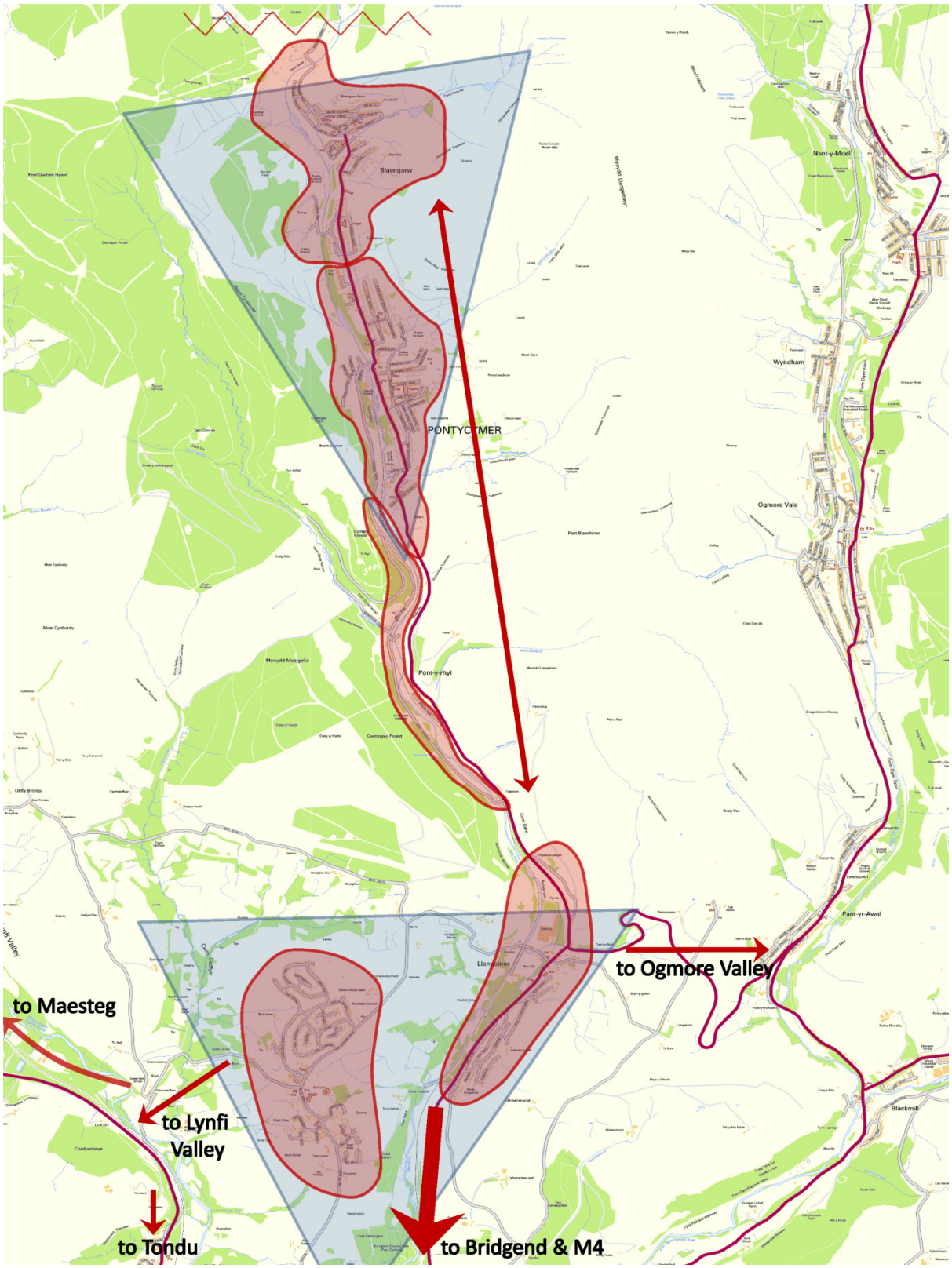
1.6. Valley Character

Image 2: Garw Valley Today

The Garw Valley is formed of four distinct communities, namely Blaengarw, Pontycymmer, Llangeinor and Bettws. These are essentially urban in character and density, but surrounded a distinctly rural environment. With the exception of Bettws, settlements are linear in character, closely following the line of the A4064 all of the way to the end of the valley. Whilst streets are generally tightly packed, characteristic of many of South Wales' valleys ribbon settlements, the high sides of the valley bring a sense of intimacy and natural strength of community, at various points accentuated by some high quality buildings.

Pontycymmer holds the strongest retail offer in the Valley, despite the other Valley communities having some, albeit limited retail provision. The only industrial estate in the Valley is Ffaldau, between Pontycymmer and Blaengarw. Further south in Llangeinor, there is an employment site that is occupied by an established international business.

Figure 2: Spatial Context



Source: Basemap – OS Street View, License owned by Bridgend County Borough Council

2. Strategic Context

2.1. Strategic Policy

The following section sets out relevant policy that is of significance to regeneration activities that the Ogmore Valley needs to be aligned to. This section provides a summary of key policies and frameworks at a national, regional and local level.

Strategic – Welsh Assembly Government

People, Places, Futures – The Wales Spatial Plan is about reflecting honestly and clearly on the way a whole range of activities and investment occurs across Wales. It aims to ensure the Welsh Assembly Government's policies and programmes come together effectively with the workings of local government, business and other partners across Wales, to enable a truly sustainable future - one that works for all the different part of Wales. It sets a strategic, integrating agenda for the next 20 years.

The 2008 Wales Spatial Plan Update builds on the work undertaken and achievements made across Wales since the Plan's original adoption in 2004. The broad 20 year agenda and overall role, purpose and principles of the Wales Spatial Plan remain unchanged. However, this Update brings the Wales Spatial Plan into line with One Wales, and gives status to the Area work which has developed during the intervening years.

One Wales: A Progressive Agenda for the Government of Wales was published in June 2007 and sets a programme of government for the then new coalition government of Plaid Cymru and the Labour Party in Wales. The document covers all areas of governmental responsibility including the economy, health, education, social justice, the environment, culture and society, and sets out over-arching principles for the Government to follow in all subsequent policies, programmes and decisions.

Wales: A Vibrant Economy is the strategic framework for economic development and focuses on encouraging sustainable growth through helping more people into work and helping to raise earnings for those in work by maximising the value created in the Welsh economy.

Skills That Work for Wales: a Skills and Employment Strategy and Action Plan was published by DCELLS in 2008, and builds upon and replaces the Skills and Employment Action Plan 2005. Its main aims are three-fold: to improve skill levels nationally; to work with the Department for Work and Pensions to get more people into work; and to improve the quality and relevance of education and training. Through this strategy DCELLS hopes to make best use of Welsh people's talents, to regenerate the most deprived communities in Wales, to help families and children to escape from poverty and to encourage businesses to grow and the Welsh economy to prosper.

Farming, Food & Countryside – Building a Secure Future was published in May 2009 and sets out a clear vision of Welsh farming at the heart of a sustainable countryside and profitable rural economy up to 2020. It is an over-arching strategy which builds on the earlier 'Farming for the Future' strategy. It covers a number of key areas including: connecting to the marketplace; producing sustainably and profitably; safeguarding animal health and welfare, plant health and food safety; sustaining our countryside; and encouraging innovation.

One Wales: One Planet was published in May 2009 and is the Sustainable Development Scheme of the Welsh Assembly Government, replacing the Assembly's former Sustainable Development Action

Plan 2004-2007. The rationale of the new document is that the overall wellbeing of Wales is dependent upon sustainable use of resources, a sustainable economy and society and on sustaining the environment. Its vision of a sustainable Wales and the supporting definition of sustainable development will be the overarching strategic aim of all of the Assembly Government's future policies and programmes.

The Welsh Assembly Government's Environment Strategy for Wales was published in 2006 and is the Welsh Assembly Government's long term strategy for the environment in Wales. It identifies the challenges facing the Welsh environment and sets a vision for achieving clean, healthy, biologically diverse environment by 2026. It covers five key environmental themes including: addressing climate change; sustainable resource use; distinctive biodiversity, landscapes and seascapes; the local environment; and environmental hazards.

Making the Connections sets out the Welsh Assembly Government's vision of a prosperous, sustainable, bilingual, healthier and better educated Wales which will guide the transformation of public services and deliver services of top quality in Wales. In June 2005 the Welsh Assembly Government published Delivering the Connections which is the action plan for taking this vision forward. The plan sets out the improvements required in public services in Wales, incorporating local government, the National Health Service, education, other public bodies, the voluntary sector and the private sector to improve services. The goal is to make services more responsive to the needs of individuals and communities; more accessible to all and open to genuine participation; more coherent, delivering through simpler, more joined-up structures; more effective in tackling problems and more efficient in delivery.

Regional

Western Valleys Strategic Regeneration Area – Strategy – Draft March 2009.

In the 'One Wales' Agreement the Assembly Government makes a commitment to "establish integrated and cross-cutting initiatives aimed at economic development and regeneration, particularly in areas of high deprivation - the existing models of the Heads of the Valleys Programme and Môn a Menai will be exemplars". The collective vision for the area identified as the Western Valleys is that……

"By 2015 the Western Valleys will embrace a network of distinctive, vibrant, sustainable communities that are confident and secure in themselves and with their relationship to the wider world. Communities that are sustained by an increasing culture of self reliance and enterprise in which everyone can fulfil their greatest potential by linking communities with opportunities, whilst protecting their first class environment."

The strategy identifies that the key characteristics of communities located within the proposed Western Valleys SRA are typical of many former mining and industrial areas in decline including some degraded landscapes, dereliction, with higher than average worklessness and poor health outcomes and a general lack of investment over time. Conversely however, the Western Valleys also contain some of the most striking scenery in Wales, including a gateway to the Brecon Beacons, the Afan Forest Park and remnants of important industrial and cultural history. The area is also recognised within south Wales as Welsh Language stronghold. The Western Valleys area contains four primary key settlements (hubs) identified within the Swansea Bay and Western Valleys spatial plan area as having a critical role to play in the success of the region as a whole. These are the hubs

of Cross Hands/Ammanford, Pontardawe/Clydach, Neath and Maesteg. However, a significant proportion of the area's population resides in a much larger number of dispersed settlements in semi-rural valley locations, many of which are dependent upon the area's primary key settlement/hubs for some amenities. Investment will need to be balanced between the key hubs and the locally important service centres.

The programme area does coincide with the rural development programme area of operation, with the Ogmore Valley wards being eligible for both streams of funding over the next few years.

Local – Bridgend

This section of the policy review focuses on the following documents;

- Bright Future – A Community Strategy for Bridgend County 2009-2012
- Bridgend County Borough Council Adopted Unitary Development Plan
- Bridgend County Borough Local Development Plan
- Garw Valley Regeneration Plan 2003
- Bridgend County Children and Young People's Plan 2008-11
- Bridgend County Borough Corporate Equality Scheme 2009-2012
- Our Vision: Fit for the Future - Bridgend County Borough's Regeneration Strategy 2008-2021
- Bridgend County Tourism Strategy 2000-2006
- Your Life - in a Healthier Community Health, Social Care and Well-Being Strategy for Bridgend County Borough Council 2008 – 2011
- Community Safety Partnership 2008-11 Crime and Disorder Plan for Bridgend County
- Rural Bridgend Local Produce Demand Study, 2009
- Rural Tourism Product Research, 2009

Bright Future – A Community Strategy for Bridgend County 2009-2012

Bridgend County Borough is considered to be a county of contrast, community, opportunity and business. Based on this, the Strategy concentrates on six areas to address the current climate and future improvements; or to realize the vision for Bridgend: "*A bright future that celebrates and builds on the successes of our past and present*". Those areas include: Strong Communities, Young Voices, Healthy Living, New Opportunities, Proud Past, and Green Spaces.

Within the Strategy there is acknowledgment of opportunities not being utilized and how they will use those opportunities in the future, and acknowledgement of the past and how that can be preserved and used in the future. There is a focus on young people in the community and building the strategy through consultation with local residents. The Strategy shows previous progress and how to continue that progress. The Strategy also responds to the desire and many benefits of green spaces. Areas of specific concentration to address first include alcohol misuse, the economic recession, emotional wellbeing, and citizen engagement.

The Local Service Board is in direct correspondence with the deliver board which consists of: Learning and Skills Network, Children and Young People's Partnership, HSCWB Partnership Board, Community Safety Partnership, Never Too Old Action Team, and Regeneration and Environment Partnership.

The Strategy aims to work within the national priorities set out by the National Assembly for Wales in One Wales. This four year programme for government aims to achieve:

- A strong and confident nation
- A healthy future

- A prosperous society
- Living communities
- Learning for life
- A fair and just society
- A sustainable environment
- A rich and diverse culture

The Strategy not only looks nationally, but regionally as well addressing sustainable development, equality and Welsh language, and engagement, communication and consultation.

The Strategy ends with a 12 month action plan, addressing each of the sections previously presented with projects, activities, milestones, responsibility, and success measure.

Bridgend County Borough Council Adopted Unitary Development Plan

The UDP replaces the old development plans for the area which comprises the Mid Glamorgan Replacement Structure Plan, the Mid Glamorgan Mineral Local Plan for Limestone Quarrying and the Ogwr Borough Local Plan. The plan covers the period upto 2016.

The UDP covers the whole of the County Borough of Bridgend. The County Borough is at the geographical heart of South Wales. It covers an area of approximately 25,500 hectares, and in 2001 had a population of 128,650. The County Borough extends approximately 20km from east to west, encompassing the Ogmore, Garw and Llynfi valleys to the north, and bordering the Bristol Channel to the south. The largest settlements are the towns of Bridgend and Maesteg and the seaside resort of Porthcawl. Bridgend is the largest of these settlements and is the administrative centre for the area. The County Borough has an excellent transportation infrastructure with the M4 motorway traversing the southern part of the County Borough in an east-west alignment, providing fast road access to Cardiff, Swansea, and the rest of South Wales and beyond. Additionally, an inter-city high speed rail service linking the area with the whole of the national rail network provides fast and efficient rail transport, whilst Cardiff-Wales Airport is only 19 kilometres away.

The UDP identifies the need to tackle a contrasting set of issues within the valleys areas in terms of deprivation. It states that these areas previously dependent upon the coal and iron industries have suffered the most in terms of the dramatic shift in the structure of the local economy over the past 30 years or so, and have been starved of new job opportunities and of investment in general. Increasingly, what were once cohesive and viable valley communities are becoming fragmented and excluded from the benefits of economic growth. The falling population and changes in retail patterns, particularly in the Ogmore and Garw valleys means that communities are unable to sustain commercial ventures including essential shops, and increasingly community facilities need to be heavily subsidised.

It continues by explaining that the changing fortunes of the communities of the County Borough are closely tied in with the changes which have taken place in the economy. Many of the communities in the County Borough owe their origins to the iron and coal industries which formed the lifeblood of the area for much of the past 100 years. However, since the 1940s these traditional heavy industries have gradually disappeared. New employment opportunities were created as modern manufacturing enterprises established primarily in the southern part of the County Borough, along the major road network. This area is now home to many important international manufacturing establishments. Manufacturing is an important source of jobs in the local economy, however, most of the workforce in the County Borough are employed in the service sector.

Proposals within the Garw Valley are mainly centered on the need to retain retail, employment, community and other service provision within the valley and the protection of the environmental quality in terms of the relationship of settlements to the immediate valley landscape as well as the provision of accessible and quality amenity space within distinct communities.

In stimulating economic growth the UDP within Policy E4 identifies the Ffaldau Industrial Estate in Pontycymmer as being suitable for small businesses, accommodating B1, B2 and B8.

In relation to housing, the remaining housing sites that have been allocated within the UDP in the Garw Valley include:

	Site	No of dwellings
H1(60)	Former Ffaldau Colliery Site, Pontycymmer*	24
H1(82)	Ty Nant, Llangeinor	10

Policy H3 also identifies the need to bring forward "windfall" sites and small scales sites within the boundaries of main settlements including Blaengarw and Pontycymmer. Within policy H4, the UDP identifies the need to develop small scale sites including Bettws, Llangeinor, and Pontrhyl/Lluest.

Bridgend County Borough Local Development Plan

On the 12th May 2005, the Council adopted its Unitary Development Plan (UDP). However the emerging Local Development Plan will supersede the UDP once adopted.

The Plan sets out the land-use planning policies of the County Borough which are used in the determination of planning applications. These policies include land-use allocations for different types of development (i.e. housing, employment, retailing, education, open space etc.) as well as criteria for assessing individual proposals. Potentially the Plan has a direct effect on the lives of every resident of the County Borough as well as major implications for landowners.

The LDP, whilst having the same purpose as the UDP, will guide development in the County Borough up to 2021, and will be reviewed periodically. Welsh Assembly Government guidance makes the process of preparation of LDPs much shorter than UDPs and requires Local Authorities to adopt the Plan within four years.

The Bridgend Local Development Plan Pre Deposit Proposals sets out a vision for the LDP which states:

"By 2021, Bridgend County Borough will be transformed to become a sustainable, safe, healthy and inclusive network of communities comprising strong, interdependent and connected settlements with improved quality of life and opportunities for all people living, working, visiting and relaxing in the area.

The catalysts for this transformation will be:

- *a successful regional employment, commercial and service centre in Bridgend*
- *a vibrant waterfront and tourist destination in Porthcawl*
- *a revitalised Maesteg and*
- *thriving Valley communities"*

The Pre-Deposit Proposals are based around the following four themes:

- To produce high quality sustainable places
- To protect and enhance the environment
- To spread prosperity and opportunity through regeneration
- To create safe, healthy and inclusive communities

The successful delivery of the LDP Strategy relies on three elements:

- The implementation of four key strategic regeneration growth areas
- The development of four strategic employment sites
- The delivery of other targeted regeneration projects (which includes Ogmore Valley and Garw Valley)

Garw Valley Regeneration Plan

The Garw Valley Regeneration Fund was created to assist in meeting the aims and objectives in the Garw Valley Regeneration Framework and Action Plan2. This document, produced in 2003, set out key priorities for regeneration in the Garw Valley and also identified a number of projects which would have a significant impact on the physical regeneration of the Valley.

The purpose of the report was to:

"Set a strategic context and framework for future programmes and projects. It aims to provide a short and long-term vision about what is important to the community and a shared view of what might be achieved by working together and with others in partnership"

The document provided a strategic context for future funding applications and also a basis for all parties to understand the needs of the community to ensure that the services provided meet those needs.

The Vision for the Garw Valley is described as:

"The process of reclamation and repair in the Garw Valley is well advanced. The next stage of regeneration will build on that, using the area's natural attributes and appeal to attract new visitors and to reverse the population decline and hence underpin services. The ability of residents to access job opportunities must be advanced. Additional criteria for project selection will be the extent to which they provide employment and training opportunities for local people."

The report states that the following should be secured in order to achieve the vision:

- A community with the capacity to prosper and value the quality of life in the Garw Valley;
- A healthy, confident socially inclusive community who feel safe about themselves and their children;
- A range of housing including good quality, affordable homes and a local environment where people can enjoy their leisure time through a range of accessible and safe facilities;
- Innovative programmes developed by young people to raise confidence and self-esteem;
- Improved educational standards and promoting a culture of lifelong learning for all people, young and old;
- People earning decent incomes, supported by affordable, good quality childcare to support parents returning to work;

[2] The Garw Valley Framework and Action Plan (2003) Peter Williams Consultants LLP

- Supporting and connecting with local business and creating an environment where community enterprises can flourish;
- Providing the infrastructure in terms of buildings and support, which will facilitate the growth of indigenous small businesses;
- Environmental stewardship that will build on the progress that has already been made in amenity and ecological terms;
- Incrementally improving the Valley's attractions, accommodation and services to maximise visitor draw;
- Transforming the community from a dependency culture into one of self-confidence and enterprise.

The strategy is split into three key programmes

A. A Place to Work
B. A Place to Live
C. A Place to Play

A Place to Work

Programme A – A Place to Work has two main themes – Developing People and secondly Local Entrepreneurship. Developing People is concerned with improving employability of local people and developing pathways to employment; developing a lifelong learning culture and providing skills for business. Local Entrepreneurship looks to strengthen the entrepreneurial culture within the Garw Valley. This includes supporting community enterprises and helping under-represented groups start in businesses; and providing advice, guidance and support to groups and individuals in the first stage of start-up activity. The document highlights the need to co-ordinate initiatives and programmes to increase the overall understanding of business and enterprise within education, raise awareness of entrepreneurship and provide support and assistance to new companies.

The Programme objectives for A Place to Work include:

- Enabling those presently in insecure, unsustainable and low earning occupations to move up the job ladder through vocational training delivered locally, and instilling the confidence and ambition in local people to apply for higher level jobs.
- Nurturing and supporting the establishment of community enterprise and self-employment. This approach will build on essential economic and social services and activities as a means of generating job stability and new employment e.g. community transport initiative, child care and crèche provision etc.
- Comprehensive and targeted plan to get people back into work through for example the provision of affordable childcare, pre-employment advice and support, local employment agency linking local employers to local people.
- Establish learning as a priority in the area, specifically among post 16, linking vocational and non-vocational education.
- Providing low cost commercial units through wherever possible converting/refurbishing current empty space.

A Place to Live

The strategy considers housing, shopping and leisure in the Garw Valley and the issues and problems that face these sectors. The objectives for this Programme are:

- Protecting, enhancing and improving access to the green open spaces in the area;
- Providing good quality, well maintained and accessible recreation space;
- Safe routes around the area, with priority given to pedestrian and cycle links;
- Decent affordable housing;
- Broadening the range of housing on offer.

A key element of the strategy will be aimed at preventing young people from entering crime and being involved in "nuisance" activities through providing outreach work, active support to parents and family support programmes.

A Place to Visit

The Strategy highlights that there is a cluster of potential tourist attractions and facilities within the Garw Valley, notably around walking, cycling and horse riding. Cycle tourism is highlighted as a particular growth area within Wales and something that the Garw Valley could capitalise on, however, it also cautions that any cycling development needs to link into local services such as retail, entertainment and hospitality to ensure maximum community benefit. The lack of hostels or bunkhouses in the Valley is seen to be a barrier to the Garw Valley exploiting the potential benefits from this market.

The programme objectives under this strategic priority include:

- Build on and exploit the natural assets of the Valley to attract and retain visitors to the area;
- Develop new market opportunities specifically the support and development of activity-based attractions, services and facilities, to complement developments in adjacent areas;
- Prepare a co-ordinated programme of Valley-events for the benefit of local residents and visitors;
- Develop the tourism product to provide services and facilities to attract and retain visitors / visitor spend in the local area;
- Improve the accommodation base in the area.

Bridgend County Children and Young People's Plan 2008-11

Whilst a high proportion of children and young people in Bridgend County Borough are taking advantage of the services, activities and opportunities available there is still room for improvement and the new Bridgend County Children and Young People's Plan 2008-11 address this. There are seven core aims to give children and young people a chance to have a high quality of life including areas such as: education, health, access to play, leisure, sporting and culture activities, access to a safe home an community, being respected and not being disadvantaged by poverty and having a secure family environment. Each aim has strategic intentions and does not limit focus to urban areas but the whole county. Aims have contributions of local partners to delivering local priorities which are laid out in prioritised outcomes, actions, operational plan(s), service providers, resources and sources of funding, and completion dates. Agreed performance measures and targets include priority outcome, measure, current performance, local targets, and responsibility.

Bridgend County Borough Corporate Equality Scheme 2009-2012

The Bridgend Corporate Equality Scheme sets out the plan for delivering the Council's services and meeting equality duties. The scheme embodies the Authority's commitment to be Fair, Ambitious, Customer-focused and Efficient (FACE); and will enable local people, partner organisations and national organisations with an overview of the Council's priorities and planned actions for the following three years. Overall, the ultimate goal is to improve the quality of life for those living and working in the county borough enabling all citizens, families, and communities to take advantage of the opportunities on offer. The Equality Scheme lays out recent achievements as well as presenting future actions. It is the aim of the Council to update and address issues laid out in the Scheme frequently as it is understood the environment of the county is ever evolving.

Our Vision: Fit for the Future - Bridgend County Borough's Regeneration Strategy 2008-2021

Fit for the Future defines regeneration as an over-arching activity delivering a balanced approach to revitalising the well-being of communities through social, physical, and economic improvements. The Strategy seeks to promote entrepreneurial and wealth-creating activities: it builds on and integrates economic development and tourism, urban and rural physical regeneration, and health. The Strategy also integrates with key values embedded in the Community Strategy. Working alongside other major local strategies, including Bridgend CBC's Corporate Plan, the Economic Regeneration Strategy, the Health and Well-Being Strategy, and sub-regional plans for tourism, transport and rural development, *Fit for the Future* emphasizes key actions to prepare for, take and maximise opportunities for local people and businesses, and to attract new investment into the Borough. Its vision is:

By 2021, Bridgend County Borough will be recognised as a self-contained, productive sub-regional economy, with a skilled and utilised workforce, in a place where people and businesses want to be

The strategy identifies that the County Borough has a great natural environment, and in being home to a world-class manufacturing business. It does however identify that it needs to develop itself as a sub-regional centre, it will need to raise its competitiveness and grow the distinctiveness of its brand. A number of key challenges are identified by the strategy:

Challenges for businesses

- At present the overall performance of the economy is not competitive.
- There is a productivity gap.
- And enterprise is also an issue.

Challenges to people

- Inactivity and skills shortages in the labour market are a cause for concern.
- Improving education and skills supply is a key to future prosperity and economic activity.
- Success needs to be better shared to tackle deprivation, poor health outcomes and high benefit take-up.

Challenges for places

- Quality of life is not highly rated against Welsh competitors.
- Environment and tourism are major assets, but need improved access, visibility and differentiation from competitors.

- Infrastructure development will need to be focused on to attract inward investment and support job creation.
- Town centre renewal is a crucial element in the regeneration of Bridgend CB.

In looking at action planning, there are a number of gaps that need addressing which have a relationship within the rural landscape.

Strategic Aim 1: Enabling wealth and increasing enterprise

Focus Clusters

To address the productivity and enterprise challenges facing Bridgend CB, and to raise competitiveness, Focus Clusters are proposed. The current state of clustering will be identified, and a development programme developed. Clusters are geographically proximate groups of interconnected companies - suppliers, service providers, and associated institutions in a particular field, linked by commonalities and complementarities. This could be applied to food and tourism based industries and within rural businesses that are based in the knowledge sector, innovation and new technologies.

The Business Ideas Bank

To stimulate entrepreneurial activity and encourage enterprise, activity focusing on supply chain development provides the ideal opportunity for a further, closely linked, transformational, action through establishing a 'Business Ideas Bank'. This is designed to encourage new start-ups and provide new growth-oriented opportunities for existing businesses.

Joint procurement initiative

This is a short-to-medium action bringing together major procurement activity, involving schools, prisons, hospitals and the local authority, to focus opportunities for local procurement, and improved access to public sector contracts for SMEs and social enterprises. In relation to this objective, actions need to be taken both by the public sector and the businesses themselves to enable the local business population to maximise procurement opportunities.

Strategic Aim 2: Building up skills levels and entrepreneurial attitudes in an active labour force

Develop a Skills Strategy

This short-term Action is a fundamental first step identified by all parties as crucial to our success in raising skill levels and integrating our approaches to skills development. It will improve and develop labour market intelligence, guide the wide variety of skills training and education activity already in place, and focus it to meet demand. The Strategy will target key skills gaps identified in the Strategic and Operational Aims: young people with no skills, and the need to boost knowledge-based business.

Strategic Aim 3: Making a great place to live, work, visit and play

Branding Bridgend CB

Sensitivity to the issue of potential confusion between the town and the County Borough of Bridgend underlines a more fundamental need to find a unified and unique brand for Bridgend CB. Uniting and unifying the work of partners leading the Local Service Board and this Strategy will raise aspirations of existing residents and businesses, allow new marketing material to highlight Bridgend CB's potential, and also respond to the key issue of how to differentiate Bridgend CB from its

neighbours, as well as benefit from wider investment in the region. The need to develop an image for Bridgend CB which will attract further business investment, inward migration and tourism, is at the heart of Fit for the Future. The brand needs to engage private and public sector service providers in meeting local needs.

Valleys Regional Park (supported by the Rural Development Plan)

Acting as a crucial link between economic, social and environmental regeneration, this action to strengthen the environmental networks will enhance quality of life and support tourism and leisure. This long-term Action builds on existing work to create a Valleys Regional Park in the Heads of the Valleys Plus area and the Valleys part of the Connections Corridor. Working with key partners, including WAG and the Countryside Council for Wales, Bridgend CB will need to identify opportunities to align the programme to existing investment and activity, particularly in relation to the Rural Development Plan and projects in the Heads of the Valleys Plus area and the Valleys part of the Connections Corridor.

Hosting a Major Event

Bridgend CB already has a strong reputation for activity sports, in particular, golf and watersports. However, there is widespread anticipation that Bridgend CB can work with adjoining authorities and agencies to develop and market plans for high profile, prioritised programme major events. This action will build on existing capacity and expertise: the first actions will be developed from existing proposals to attract wide international coverage and knock-on tourist and leisure investment opportunities, through golf, watersports and music events. Bridgend CBC will take forward this action, to engage stakeholders and build practical outputs linked into the new brand for Bridgend CB.

Bridgend - a Fairtrade Town

Fair trade is being promoted as part of a WAG initiative with Wales aiming to become the world's first Fairtrade country. With the existing recognition of Porthcawl as a Fairtrade town, Bridgend's Town Centre regeneration offers an opportunity to create a further Fairtrade Town, and then Bridgend CB as a Fairtrade County Borough, strengthening both the image building and business development aspects of Fit for the Future. The medium-term action, bringing together the majority of businesses to promote fair and ethical trade where possible, combines wealth creation with an ethical, environmental and marketing tool.

Strategic Aim 4: Strengthening and renewing infrastructure

21st Century Employment Sites

This long-term Action involves deepening understanding to enable us to develop a programme to exploit opportunities already emerging, through a high quality mix of employment sites, to meet the demands of the changing economy and to create a mix of employment opportunities to meet and lead development of the various skills sets and service provision within the area. These strategic development projects are often beyond the control of Bridgend CB and could create both opportunities and threats which should be fully explored. The potential benefits of employment and business opportunities which could arise through value-added jobs and supply chain linkages should be exploited. The potential negative impacts such as potential inward and outward migration and

changing requirements for health and education services will also be considered to ensure that our Strategy is fully informed by future developments.

An Audit of Public & Third Sector assets

As part of a range of early actions to improve information and focus, identified in the strategy development process, this audit will report on a wide range of physical assets held by the Council and its public sector partners. Delivery capacity for the Strategy as a whole will be enhanced by a detailed understanding of properties available for use, for change of use and for transfer into regeneration programmes. The audit will also include assets dedicated to community use, to bring together an overview of access and availability – through this action, options for bringing buildings into use, changing use and identifying resulting opportunities for private and community sector organisations will be clarified.

Implementation

Implementation of Fit for the Future will be the responsibility of the Regeneration and Environment Partnership (REP), a sub-group of the Local Service Board. This structure is still evolving at present, but it is envisaged that the LSB will create a Regeneration and Environment Partnership with private, public, voluntary and community sector membership, to lead the Strategy. Delivery of projects will be led by a variety of appropriate agencies and companies, with a co-ordination and support service from Bridgend CBC officers.

Bridgend County Tourism Strategy 2000-2006

Tourism is recognised as an important part of the local economy. £119 million was spent in the year 2000 alone, that includes 2,430 people employed in the sector, and 3,127,000 visitors to the Borough. This tourism strategy indicates its intention to "develop local priorities to enable the full potential of the area to be achieved in terms of tourism." Further to this, they state their vision as;

To develop, co-ordinate and manage tourism, in order to maximise its benefits to the local economy whilst minimising any adverse effects on local communities and the environment.

The strategy recognises the threat to UK tourist destinations from the competition of foreign holidays, but also recognises the tourism growth opportunities that present themselves along the M4 corridor and in the valleys and in particular, the cluster of tourist attractions in the Garw Valley.

Following consultation with the tourism trade, council officers and members, this partnership has led to the following 7 key issue definitions;

- Tourism signposting and information provision;
- Quality of accommodation and product;
- Weak events and attractions base;
- The need to develop new markets;
- The need to enhance the image of the area in a cost effective manager;
- Environmental degradation and the need for improvement;
- Training and staff issues.

Key actions and objectives have subsequently been developed to provide the framework for strategic growth in Bridgend County Borough over the next 5 years. Monitoring and review will take place annually and involvement of the private sector will be on-going throughout the entire period through the Tourism Forum – a group of tourism operators meeting biannually.

Finally, the document stresses the aims of the strategy as to produce an agreed strategic framework that reflects the views of the tourism industry and identifies the way forward to achieve the vision statement during the period 2002-2006. Furthermore, work is currently underway to extend the strategy post 2006.

Your Life - in a Healthier Community Health, Social Care and Well-Being Strategy for Bridgend County Borough Council 2008 – 2011

This is the second Strategy of its kind to be produced using a Health Needs Assessment to steer health service planning for the subsequent three years. It replaces its predecessor strategy (Health Social Care and Wellbeing 2005 – 2008), and was produced by the Health and Well-Being Partnership. This Partnership comprises many stakeholder organisations including Abertawe Bro Morgannwg University NHS Trust, the National Public Health Service, Bridgend Association of Voluntary Organisations and Bridgend Community Health Council. The vision of the Partnership for the long-term future of Bridgend County Borough is two-fold, namely:

- The health and well-being of the people of the County Borough of Bridgend will be the best in Wales; and
- Everyone has appropriate access to first class services delivered by organisations working together.

The aim of the Strategy is to improve people's health and well-being, to help people to receive good public services when and where they need them and to make sure there is fairness applied to all people who need to get a service.

As indicated above, prior to the publication of the Strategy, the Partnership carried out a Health Needs Assessment process, which indicated that they should focus attention over the next three years on four main priorities:

- Increasing physical activity and improving nutrition;
- Chronic disease prevention and management;
- Improving mental health and emotional well-being; and
- Tackling alcohol misuse.

In addition there are three themes underpinning the priorities of this plan, namely:

- Reducing Health Inequalities;
- Healthy Living and Well-Being; and
- Health and Social Care.

The plan is reviewed annually by the Assembly Government, and will be replaced in 2011.

Community Safety Partnership 2008-11 Crime and Disorder Plan for Bridgend County

This is a partnership document written collaboratively by Bridgend County Borough Council, South Wales Police Bridgend, South Wales Fire and Rescue Service, and Bridgend Local Health Board. The Partnership's Vision is to make Bridgend County an even safer place to live, work and visit, through sustained joint working between the statutory, business and third sector partners.

There are four main objectives to the plan:

- Addressing Quality of Life issues;
- Reducing Violent Crime;
- Tackling Prolific and Priority Offenders; and
- Improving Communication and Reassurance.

Furthermore the following recommendations reflected in the Police and Justice Act 2006 and in subsequent regulations, are embedded into the operations of Bridgend CSP:

- Empowered and Effective Leadership;
- Visible and Constructive Accountability;
- Intelligence led Business Processes;
- Effective and Responsive Delivery Structures;
- Engaged Communities; and
- Appropriate Skills and Knowledge

The plan states that the interaction between the CSP and communities should be a two way process, with each working together to agree priorities and actions. The premise behind this is that this interaction will foster greater understanding between the community and partners, which in turn will not only reduce crime and disorder but will also improve local quality of life issues and reduce the fear of crime.

Rural Tourism Product Research, 2009

In 2009 Bridgend Rural Partnership commissioned a research project involving a comprehensive mapped audit of tourism product in the rural wards of Bridgend CBC. The intention was that this audit would subsequently inform future marketing and development. The audit would also be represented in a digital map format in order to give an idea of spatial relationships between products.

The research sought to achieve three objectives, namely, to:

- Understand existing rural tourism provision and markets;
- Increase community engagement in rural tourism; and
- Inform future strategic rural tourism development.

The methodology for the audit was two-fold involving desk and field based research along with a programme of community consultation, in the interests of stimulating community 'ownership' of tourism within the Rural wards. The audit identified through the audit included: 28 accommodation providers; 110 attractions (including landscape assets; crafts; folklore sites etc); 62 activity related assets; 78 hospitality/catering providers; 14 event related assets;15 other assets (e.g. shopping; choirs/bands; toilets etc; and 6 projects currently in development.

The research indicated that the local audience was crucial to the survival of these diverse tourism assets although roughly 40% of respondent businesses claimed to receive significant business from nonlocal/overseas customers. Respondents cited a range of users who support their business including locals (classified a catch all 'everyone'); families; visitors; business and corporate; students/schools; and, (interestingly, to a lesser extent), cyclists and walkers.

Over 80 people attended the consultation events, and contributed to discussions on existing tourism assets as well as opportunities for and threats facing tourism development within Rural Bridgend.

These issues are summarised below:

- The need to address issues regarding identity and image;
- The need to provide basic amenities at key visitor 'hubs';
- The need to rationalise print/web-based information;
- The need to further develop the accommodation offer;
- The ongoing need for support for Rural tourism in terms of marketing / communication / providing strategic direction/networking;

- The need to address public transport weaknesses/provide special services for walkers/cyclists;
- The need to lobby against inappropriate development;
- The incredible network of walking/cycling routes and the importance of securing resources to maintain them;
- The importance of ensuring that community ownership is maintained;
- The need to address the issue of improving the quality of many facilities; provide ongoing support for existing attractions and support developments which meet identified needs; and
- The opportunity to develop strategic links.

In addition, the report sets out in detail more specific recommendations regarding product development, including:

- Enhancing the walking/cycling/riding offer;
- New products centred around:
    - Early heritage;
    - Church tourism;
    - Views and vistas;
    - Informal activity breaks;
    - Events; and
    - The story of Richard Price.

Finally, these diverse issues and recommendations are summarised in an action plan aimed to stimulate the on-going development of the tourism industry in the area.

3. Demographic Profile

This section provides a baseline summary of the key demographic data of the study area.

The Garw Valley had an estimated population of 7,724 in 2008, a rise of almost 3.5% since 2001. This growth is higher than across Wales as a whole, although lower than the Bridgend average of 4.7%.

Table 1: Population Change

	2001 Census Population	2008 Population Estimate	Percent Change
Garw Valley	7,566	7,724	3.47%
Bridgend	128,735	134,794	4.71%
Wales	2,903,085	2,995,000	3.17%

Source: Small Area and Local Authority data: Statistical Directorate, Welsh Assembly Government.
Wales data: National Statistics (Nomis: www.nomisweb.co.uk). Census of Population, 2001.
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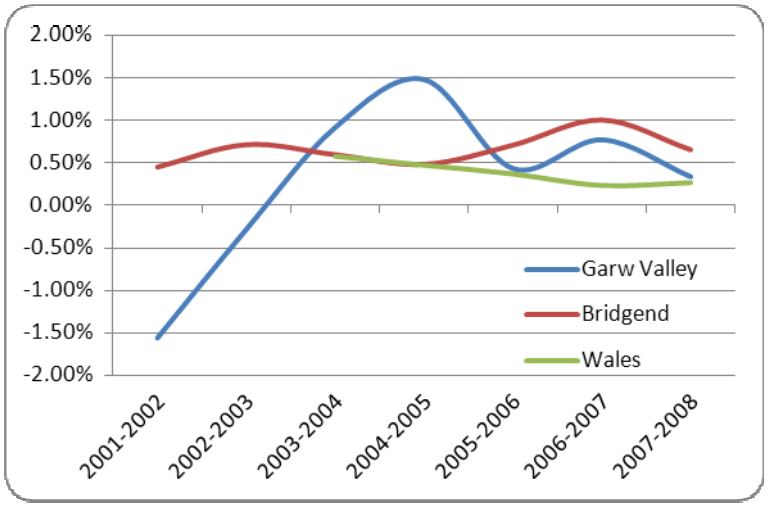
Figure 3: Population Annual Percentage Change by Area

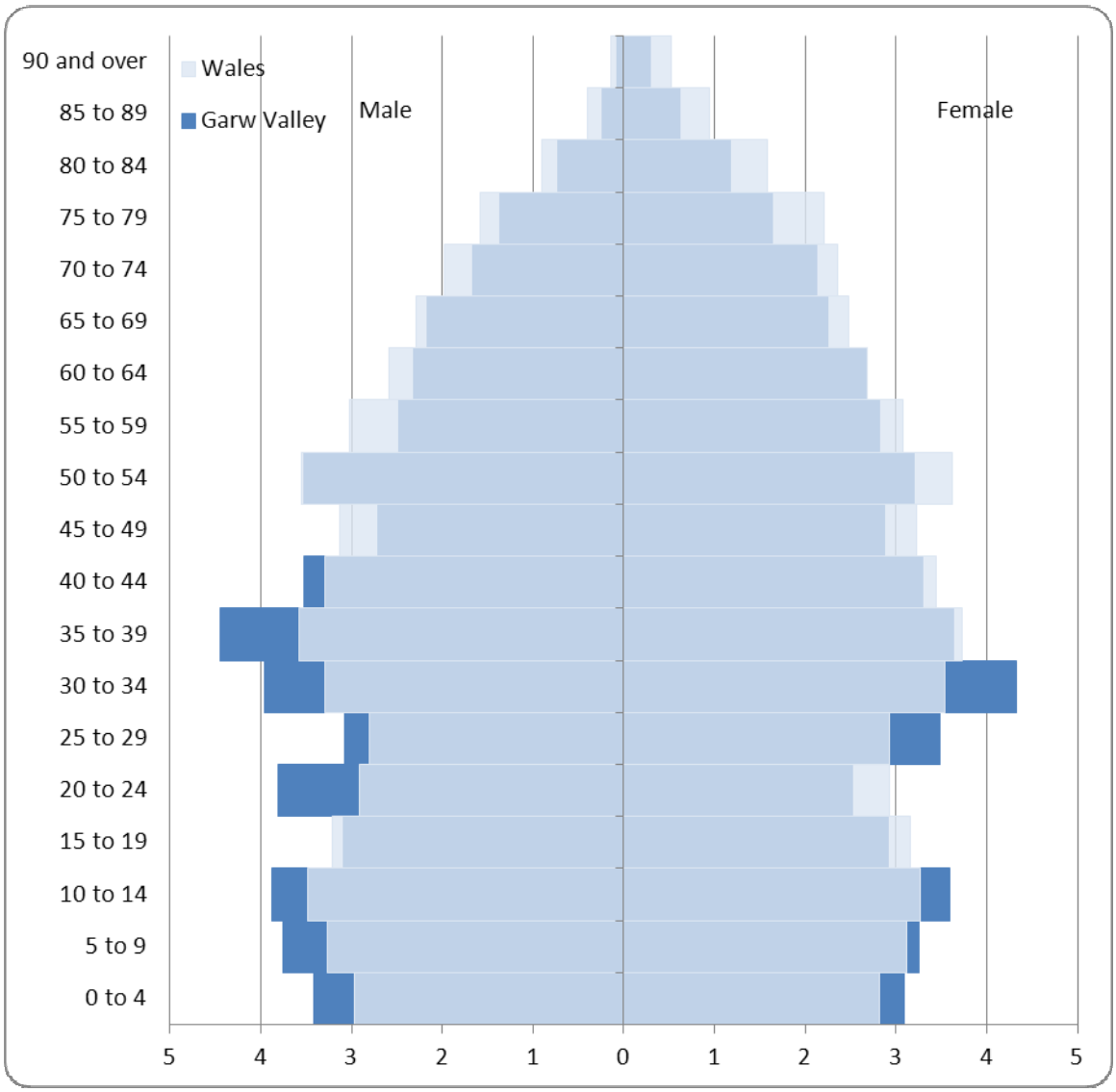


Statistics show that the Garw Valley has experienced population fluctuations and after 2005 settled into a similar pattern to Bridgend as a whole in more recent years (Figure 3). However, some caution should be exercised in relation to small area statistics between census years and these year on year changes may not be as significant as the overall trend.

Source: Statistical Directorate, Welsh Assembly Government

The age profile of the Garw Valley population is considerably younger than the Wales and, to a lesser extent, the Bridgend average. This reflects a comparative over-representation in all groups up to the age of 40 and especially in the 20-24 categories. This latter is unusual in an area with no higher education facilities, which can account for significant numbers of residents in this age group.

Figure 4: Population Pyramid



Source: National Statistics (Nomis: www.nomisweb.co.uk). Census of Population, 2001.
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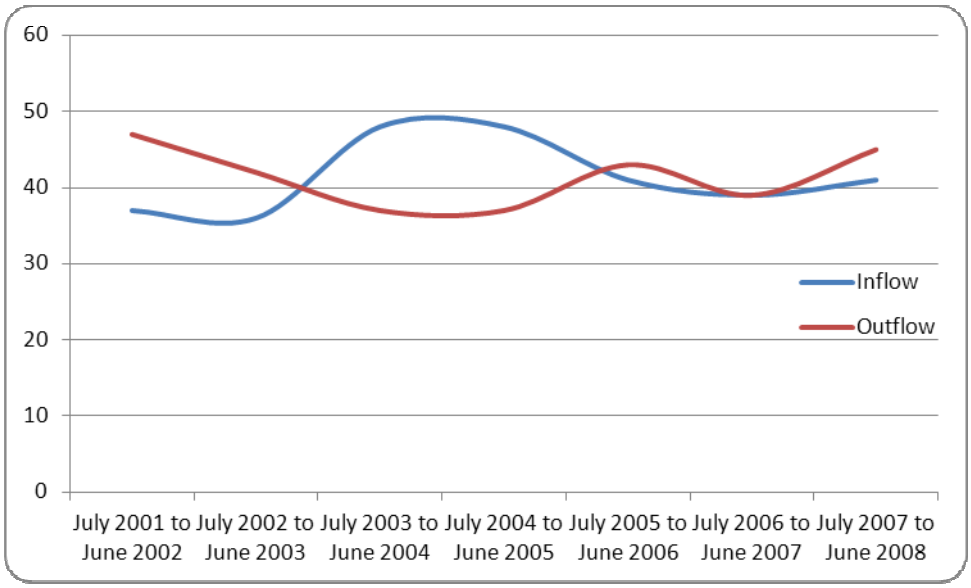
Possibly the most interesting aspect of the Garw Valley age profile is the relative under-representation of older people – especially given the recent history of intense industrial activity and subsequent decline.

A look at population inflows and outflows shows that there was a net inflow of people into the Garw Valley during the mid 2000s, since when flows in and out of the area have been fairly balanced.

Figure 5: Inflow and Outflow for Garw Valley, 2001-2008



Source: Neighbourhood Statistics (www.neighbourhood.statistics.gov.uk). Population Turnover Rates, 2001-2008. Crown copyright material is reproduced with the permission of the Controller of HMSO.

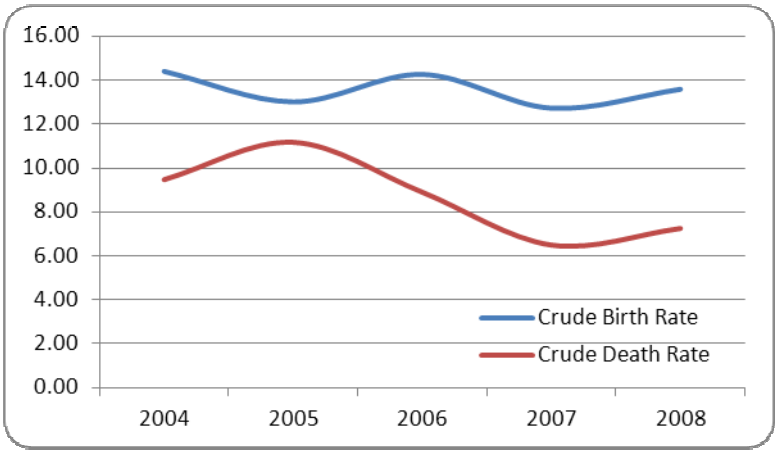
However, data on birth and death rates shows that the Garw Valley experienced both a very low death rate and a higher than average birth rate in the period 2004-2008, implying population growth that has largely been endogenous – that is generated from within the area.

Table 2: Crude Birth and Death Rates, 2004-2008

	Garw Valley	Bridgend	Wales
Crude Birth Rate	13.59	12.09	11.90
Crude Death Rate	7.25	10.73	10.71
Net Effect	6.34	1.36	1.19

Source: Neighbourhood Statistics (www.neighbourhood.statistics.gov.uk). Live Births, 2004-2008; Deaths, 2004-2008. Crown copyright material is reproduced with the permission of the Controller of HMSO.

Figure 6: Garw Valley Crude Birth and Death Rates, 2004-2008



Reasons for the disparity in death rates between the Garw Valley and both Bridgend and Wales are not clear, other than the fact that there is a lower than average proportion of older people in the area to begin with. (Death rate is measured as the number of registered deaths each year per 1,000 residents.)

Source: Neighbourhood Statistics (www.neighbourhood.statistics.gov.uk). Live Births, 2004-2008; Deaths, 2004-2008.

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3.1. Key Issues

The Garw Valley has experienced population growth over the last decade with a large number of young families. This can lead to negative effects on the Valley such as over population in schools for a short period of time. This population may also create an over stimulus of the economy only to relocate in later years.

3.2. SWOT

SWOT Analysis	
Strengths	**Opportunities**
• Stable resident population: outflow reduced	
Weaknesses	**Threats**
• Lack of residential care home provision • Older cohorts of people leaving area	• High birth rate may impact on service provision

4. Health

This section details key health data within the study area.

In terms of the limiting long-term illness, Census Data (2001) highlights a significantly higher proportion of the population that has a limiting long-term illness (28.8%) than the proportion for BCBC (24.5%) and Wales as a whole (22.7%). Within the Valley this proportion is greatest within the Bettws electoral ward (32.4%).

Table 3: Percent Population with Limiting Long-Term Illness

Spatial Area	Limiting long term illness
Garw Valley	28.8%
Blaengarw	28.2%
Pontycymmer	25.9%
Llangeinor	29.5%
Bettws	32.4%
BCBC	24.5%
Wales	22.7%

Source: National Statistics (Nomis: www.nomisweb.co.uk). Census of Population, 2001.
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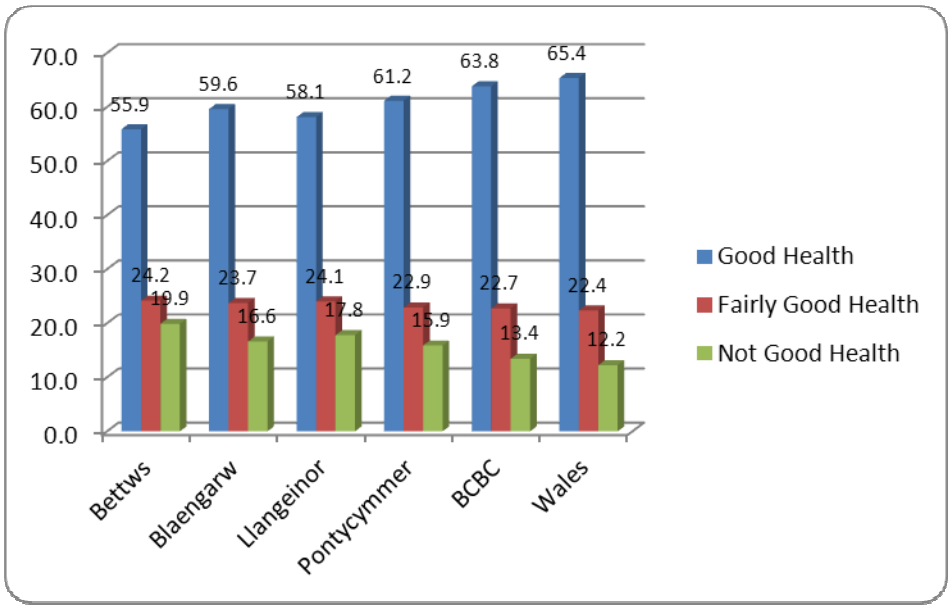
More recent health data has been compiled to form the Health Domain for the WIMD (2008). This domain scoring combines limiting long-term illness with death rate, cancer incidence rate and proportion of low-birth weights. The five Lower Super Output Areas (LSOAs) that form Garw Valley have been ranked against the other LSOAs in Wales. All of the LSOAs in the Garw Valley are within the 50% most deprived in terms of health in Wales. By far the worst performing is Bettws LSOA which is the 23rd most deprived LSOA in Wales. Also comparatively low performing is both Pontycymmer 1 and Pontycymmer 2 LSOAs. These are both between the 10% and 30% most deprived areas of Wales.

Health Perceptions

Consideration of residents' perceptions of their health is considered to be valuable in predicting the need for health and personal care services. (Research Paper 01/21, House of Commons)

Figure 7: Health Perceptions



Source: National Statistics (Nomis: www.nomisweb.co.uk). Census of Population, 2001.
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The proportion of people who consider themselves to be in 'Good Health' in the Garw Valley wards is significantly lower than the proportion for BCBC and Wales as a whole.

The worst performing ward in the Garw Valley is Bettws, where only 56% consider themselves to be in 'Good Health' and as many as 20% are considered 'Not in Good Health'.

Incapacity Benefit

Although this benefit was been re-packaged into an Employment and Support Allowance, past claimant statistics provide an indication of health levels of the labour force. In terms of the Garw Valley, trends suggest a general moderate improvement in claimant numbers between 2001 and 2008. As the following table highlights, this reduction in incapacity benefit claimants has not occurred throughout the Valley – Bettws has in fact experienced an increase in the total number of these claimants in this period. However, elsewhere, there have been dramatic reductions in the number of claimants. In Pontycymmer (-23.5%) and Llangeinor (-25%)

Table 4: Claimant Counts by Year for the Valley Communities

Date	Blaengarw	Pontycymmer	Llangeinor	Bettws
Nov-08	150	195	105	275
Nov-07	155	215	120	270
Nov-06	165	220	135	260
Nov-05	175	240	130	265
Nov-04	170	235	130	270
Nov-03	190	245	145	275
Nov-02	185	240	145	270

Nov-01	180	255	140	270
% Change	**-16.7**	**-23.5**	**-25.0**	**1.9**

Source: National Statistics (Nomis: www.nomisweb.co.uk). Census of Population, 2001.
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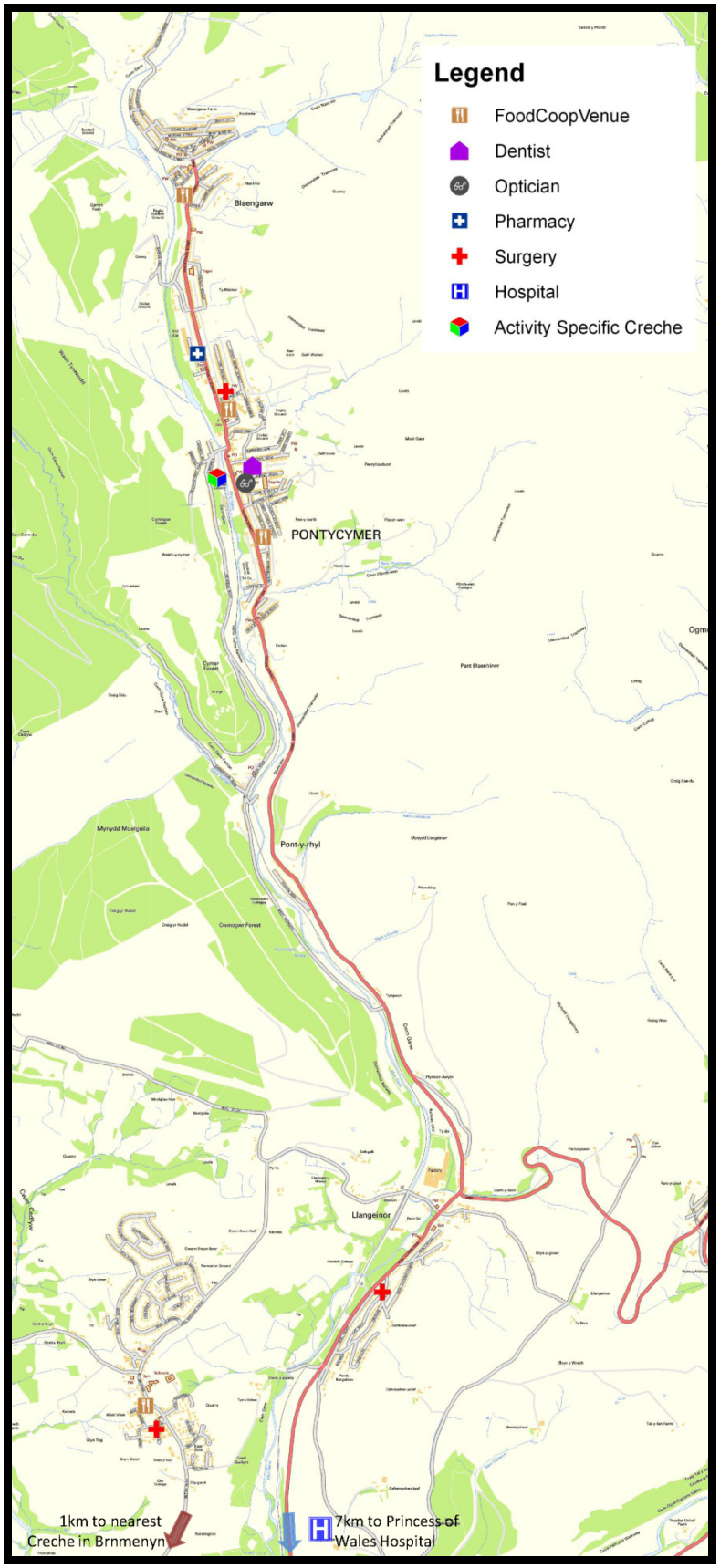
Health Facilities

The nearest General Hospital is the Prince of Wales Hospital (8km south in Bridgend), and the Community Hospital in Maesteg (10km west) has specialist capabilities for ear, nose and throat treatment.

The Garw Valley has three GP Surgeries in Bettws, Llangeinor and further north in Pontycymmer. Pontycymmer clearly plays an important health facility function for the whole valley with the dentist, two pharmacies and an optician, all within the community. This concentration of health services reflects Pontycymmer's strategic focus for the Valley which places greater emphasis on ensuring strong transport connections from here to its peripheral areas.

The future of Bridgend's local health facilities and services is currently being considered as part of a national healthcare restructuring. Consultation has indicated a significant reduction in the differentiation between primary health care and social services which might broaden the role of existing health facilities. Whilst there is at present no indication of a rationalisation of existing primary health care facilities, there is always a risk of a reduction in the number of health care venues as selected facilities expand their service provision.

Figure 8: Health Facilities Map



Healthy Living

Other aspects synonymous with the existing and future health conditions of the Garw Valley are both food/nutrition and the potential for 'active' travel. Indeed, increasing physical activity and improving nutrition are fundamental components of the 'Health Challenge' for BCBC.

Nutrition

BCBC, through their Food and Nutrition Action Plan (2008-2011) demonstrates a strategic commitment to improving food quality and nutrition for the whole population. Within the Garw Valley this has translated into food co-operatives functioning from specific points within the Valley. Consultation has revealed there is limited interplay between each co-operative venues and there are missed opportunities to promote and market collectively and learn from each other's successes/failures.

Creation, based in Blaengarw is currently working on nutritional awareness using an appointed real food officer and a variety of educational materials to be used in the community. In addition, the organisation has run a community run food co-operative but has not yet had much success.

Active Lifestyles

Consultation has also highlighted the interest of BCBC in improving workplace health. A proposed 'Healthworks' Programme seeks to encourage healthier lifestyles of employees of businesses within the county to reduce staff sickness rates, improve staff retention, improve productivity and reduce levels of incapacity benefit.

As Section 9 highlights there is a strong local network of formal and informal sports facilities within the Garw Valley, albeit varied in nature and quality. There are clear aspirations to develop the potential for outdoor activities shared by both Creation Community Development Trust and the Community Council.

Of particular note is the draft Strategy for Sport and Physical Activity (2009-2019) produced by BCBC. The Strategy proposes a tiered approach to future sports facility provision that is likely to have implications on the level of sports and recreational provision in the Valley. This strategic approach to sports and recreation provision will consider the spatial distribution of existing sports and recreation facilities within the Valley to determine where future funding for such facilities should be focused. At its relative inception this strategy therefore represents a threat to the promotion of active lifestyles as some local facilities may no longer received support from BCBC, and an opportunity as some facilities have the potential to be identified for expansion and renewal.

A variety of groups such as Groundwork Bridgend, Venture Out, and BCBC rambling run local activity sessions to appeal to specific target groups and the wider population. Consultation with providers has revealed that residents prefer to undertake activities in groups that are directly associated with their area of residence. This has in the past constrained the success of these activities. Residents are apparently willing to integrate with other communities on an ad hoc basis, but to ensure longevity there must be a sense of local ownership.

Of particular note is the draft Strategy for Sport and Physical Activity (2009-2019) produced by BCBC. The Strategy proposes a tiered approach to future sports facility provision that is likely to have implications on the level of sports and recreational provision in the Valley. This strategic approach

to sports and recreation provision will consider the spatial distribution of existing sports and recreation facilities within the valley to determine where future funding for such facilities should be focused. At its relative inception this strategy therefore represents a threat to the promotion of active lifestyles as some local facilities may no longer received support from BCBC, and an opportunity as some facilities have the potential to be identified for expansion and renewal.

As part of the strategy for Sport and Physical Activity, BCBC propose a full review of sports facilities to considered the spatial spread of existing sports facilities and services and determine where investment programmes should be focused.

The Garw Valley has an established community route between Blaengarw and Brynmenyn. This connects with a variety of public bridleways, and other strategic routes such as the Sky to Sea Walk, Ogwr Ridgeway Walk and the Celtic Trail (National Cycle Route 4).

Garw Valley Community Council also has aspirations, in conjunction with neighbouring community councils, to develop the potential for mountain biking in the surrounding natural environment. An initial feasibility study has been undertaken by a mountain bike specialist who identified the potential for developing the mountain bike product. Whilst this is primarily a tourism-led initiative, there is a clear community component in terms of promoting active lifestyles and local enterprise.

4.1. Community Views

In discussions with community members the most common complaint was 'lack of support'; in counselling, in drug and alcohol misuse, and in mental health and depression.

Health issues raised by the community were more prevalent in Bettws. Here residents raised mental health and depression within the local community as a concern, and highlighted the fact that there is an inadequate support network for the local community to address these health problems. Specifically on depression there was a chain of comments: Residents noted that the poor environment equated to poor well-being which then led to depression and "*depression [as] a key barrier to employment*".

Within Blaengarw/Pontycymmer, a concern raised among residents is the lack of local services which provide the healthy living offer and the need for residents to make long trips to neighbouring valleys to access such facilities.

Figure 9: Garw Valley Health Word Cloud

Doctors and dentists were on the list as 'needs' for each of the communities and those in Pontycymmer specifically stated that it was "*hard to book an appointment at the doctors*". Bettws was also highlighted as an area that currently lacked a pharmacy which, considering the demand for healthy facility provision in this locality and the high proportion of people without access to a car in the locality is considered a gap in local facility provision.

4.2. Key Issues

In the Valley there were a low proportion of residents who perceived themselves to be in 'Good Health'. Bettws should be of particular focus as the community has comparatively poor levels of health (ranked 23rd most deprived in WIMD 2008 health domain). There was a significantly higher proportion of residents with limiting long-term illness in the Valley in comparison to BCBC and Wales. However, there was also a strong range of healthy living initiatives currently pursued both strategically and locally.

Whilst there is a strong provision of primary health care in Pontycymmer, Llangeinor and Bettws, proximity of hospitals was a concern for residents in the Valley. Pontycymmer also provides a health hub for the Valley with the greatest range of local health facilities. The Valley has strong provision of park and recreation facilities for outdoor activities, most notably the Garw Community Route, as well as good proximity to strategic walking and cycling routes.

4.3. SWOT

SWOT Analysis	
Strengths	**Opportunities**
• Proximity of hospital - Prince of Wales in Bridgend • Strong provision of primary health care in Pontycymmer, Llangeinor and Bettws • Pontycymmer provides a health hub for the Valley with the greatest range of local health facilities. • Garw Valley Leisure centre provision • Strong provision of park and recreation facilities for outdoor activities, most notable the Garw Community Route. • Proximity to strategic walking and cycling routes • Strong range of healthy living initiatives currently pursued both strategically and locally.	• Develop transport links to health provision in Pontycymmer • Further community access with existing walking and cycling routes. • Promotion of mountain biking for local people encouraging active lifestyles in conjunction with developing the activity as a visitor attraction. • Provision of a pharmacy in the Bettws area of the Garw Valley.
Weaknesses	**Threats**
• Significantly higher proportion of residents with limiting long-term illness in comparison to BCBC and Wales • Comparatively poor levels of health accentuated in the Bettws community (ranked 23rd most deprived in WIMD 2008 health domain). • Low proportion of residents perceived themselves to be in 'Good Health'.	• Observed silos which are and could in future inhibit the potential to develop Valley wide and inter-Valley community projects e.g. outdoor activity groups. • Future rationalisation of health facilities could change the distribution of provision.

5. Skills and Learning

Overview

The Garw Valley study area sits within the catchment area for Ogmore Secondary school, and includes one nursery school and five primary schools, four of which are English medium and one of which is Welsh medium. Primary schools in the Garw Valley are generally undersubscribed and the number of surplus pupil places across schools in the area remains a concern for the LEA.

Ogmore Secondary school is the nearest English medium high school, located in Brynmenyn and which includes a Sixth Form. A new Welsh medium secondary school opened in 2008, on the original upper school site of the English-medium Maesteg Comprehensive School in Llangynwyd. Welsh medium pupils of Years 7 and 8 from the study area can now attend the new school, but for those in Years 9 and above pursuing Welsh-medium provision, the only option currently is to travel over the border into Rhondda Cynon Taff to Ysgol Gyfun Llanhari, a Welsh-language Comprehensive school catering for Years 7 to 13.

For pupils who decide to access post-16 education in a Further Education institution, Bridgend College has campuses in Bridgend, Pencoed, Bridgend Industrial Estate, Maesteg and Pyle. The college offers a full range of courses from Pre-Entry right up to Degree and Masters level in more than 20 vocational areas. The majority of academic courses are delivered at the Bridgend campus, whilst the other campuses are predominantly engaged with delivering the more vocational courses.

In additional to the Higher Education (HE) offer at Bridgend College, Universities in Swansea, Cardiff and Pontypridd are the nearest HE institutions to the study area.

Primary Education Facilities

The extent of the educational offer in the Garw Valley at a Primary Level is comparatively good as each of the four wards encompassed by this HARP area is served by a local English medium primary school, as indicated in the table below:

Table 5: Pupil Population, Free School Meals and SEN

Ward	School	Pupil Population January 2009	Percentage of pupils entitled to free school meals	Percentage of pupils on SEN register
Bettws	Bettws Primary School Age Range (3 – 11)	224	45%	47%
Blaengarw	Blaengarw Primary School (Age Range 3 –11)	185	22%	36%
Llangeinor	Tynyrheol Primary School (Age Range 3 – 11)	73	34%	48%
Pontycymmer	Ffaldau Primary School (Age Range 4 – 11)	131	21%	19%

Source: Pupil Level Annual Schools' Census (PLASC). Statistics for Wales, Welsh Assembly Government

As can be seen above, both Bettws Primary and Tynyrheol schools have a high proportion of pupils with entitlement to free school meals (Wales average is approximately 17%). The first three have a

significant proportion of pupils with Special Educational Needs (SEN), with 47% on the SEN Register in Bettws, against a Wales average of just above 10%. Despite this, the most recent Estyn Inspection report noted that pupils make good progress and leave ready for secondary school.

Blaengarw Primary was praised in its most recent inspection (2008), with the inspector reporting that "*Blaengarw Primary School is a vibrant school. It is a well organised setting with many good and outstanding features…. The school is particularly well led and managed".*

Ffaldau School was said (2008) to "*provide a good education for its pupils"* and to *"have made good progress in most aspects of its work".* No inspection reports were available for Tynyrheol Primary.

The area also boasts Pontycymmer Nursery School, serving pupils between the ages of 3 and 5, and Ysgol Gynradd Cwm Garw, a Welsh medium primary school in Pontycymmer catering for 3 – 11 years. In 2009 the pupil population in this school was 143, the percentage of pupils of entitled to free school meals was 20% and the percentage of pupils on Special Educational Needs (SEN) register was 31%.

Special Educational Needs units are in place in Bettws and Blaengarw, but interestingly, not in Tynyrheol, which has almost half its pupils on the SEN register. It is worth noting that each of the four main settlements in the area cater for pupils from the age of 3, meaning that local nursery school provision is available to all children in the study area.

Given that there is currently a primary school in each of the four wards, transporting children to school is not a major issue, at least in terms of English medium. Welsh speaking pupils of primary age in the Garw Valley can travel to Pontycymmer to access Welsh medium provision and Bridgend CBC will provide free transport to Welsh medium pupils of primary age who live outside the immediate vicinity of Pontycymmer, but within the catchment area for this school. Free transport provision from within the Garw Valley to this school is provided from Bettws and Llangeinor, and in the current academic year, the Local Authority is transporting 36 pupils from these two wards, to the Welsh medium school in Pontycymmer.

In common with many areas across Wales and the rest of the UK, the LEA is facing difficult decisions over maintaining the most severely undersubscribed schools in rural areas of Bridgend, and shortfall in meeting full pupil capacity is a major issue for all the primary schools located in the Garw Valley, to a greater or lesser extent. There are feasibility studies currently underway to look at potential mergers of schools with 25% or more surplus places, to fit in with the School Modernisation Programme.

The table below shows changes in performance at Key Stage 2 between 2004 and 2008. Whilst these figures show only marginal improvements generally across the whole of the Garw Valley, they indicate some variation across the four wards, with the widest disparity between Bettws and Blaengarw.

Table 6: KS2 Average Scores

Indicator	KS2 average point score 2004	KS2 average point score 2008
Bettws	77	78
Blaengarw	85	85
Llangeinor	86	85
Pontycymmer 1	79	81
Pontycymmer 2	83	82

Source: Indicator data for Education domain, WIMD 2005

Indicators for the percentage of pupils achieving expected levels of attainment at various levels show some significant changes over the last three years. This is to be expected to some extent, as numbers of pupils in a given year may be small and so subject to significant variation in terms of average ability. However, in general terms it can be seen that all four schools show a trend of improvement at KS1 (although still significantly below the Bridgend or Wales average), and a less distinct picture at KS2. Given the low baseline of pupils on starting school and the comparative economic and social disadvantage in the area, it can be seen that the primary schools in the Garw Valley are performing well in terms of value added.

Table 7: Percentage of Pupils Achieving the Core Subject Indicator at Key Stages 1 and 2

Ward	School	Percentage of Pupils Achieving the Core Subject Indicator at KS1			Percentage of Pupils Achieving the Core Subject Indicator at KS2		
		2007	2008	2009	2007	2008	2009
Bettws	Bettws Primary School	46%	50%	73%	87%	58%	69%
Blaengarw	Blaengarw Primary School	81%	77%	83%	81%	71%	79%
Llangeinor	Tynyrheol Primary School	58%	50%	78%	75%	82%	-
Pontycymmer	Ffaldau Primary School	78%	76%	78%	68%	71%	73%
Bridgend		82%	81%	81%	76%	77%	79%
Wales		80%	81%	81%	74%	76%	77%

Source: Statistical Directorate, Welsh Assembly Government (StatsWales: www.statswales.wales.gov.uk) 2009

In terms of grant streams additional to core LEA funding, there are a number of different programmes in place in schools in the Garw Valley. Regarding Basic Skills Cymru funding, the following table show which of the individual grant programmes are currently being used in the schools within the Garw Valley.

Table 8: Basic Skills Programmes Running in the Garw Valley

School	Language and Play/Number and Play	Family Programmes	Strategic Intervention Grants	Training Grants	Quality Standard projected date for award
Bettws	Y	N	Y	Y	Spring 2011
Blaengarw	N	N	Y	Y	Spring 2011
Ffaldau	N	N	N	N	Autumn 2010
Pontycymmer Nursery	Y	N	N	N	December 2010
Tynyrheol	Y	N	Y	Y	Summer 2010
Ysgol Gynradd Gymraeg Cwm Garw	N	N	N	N	Summer 2010

Source: Bridgend County Borough Council.

It is worth noting that Family Programmes (which tackles intergenerational basic skills needs, through involving parents and children in the programme) is not running in any of the schools in the Garw Valley. However, all schools in the area currently hold the Basic Skills Quality Mark and each of them are anticipated to attain BS Quality Standard status by 2011.

RAISE funding has been used on a cluster basis across Bridgend, so that there is consistent approach in all feeder schools to a given secondary school. Within the Garw Valley only Bettws Primary and Blaengarw Primary are currently receiving RAISE funding (for Improving Writing Skills Through Developing Pupil Oracy, specifically). Ffaldau and Tynyrheol did not meet the criteria for RAISE this year and Ysgol CwmGarw did not apply.

In addition, there are a number of other grants available to all schools within the Borough including: WAG Energy Grant; WAG Special Grant; Foundation Phase Funding; Funding for Induction/Early Professional Development; Professional Headship Induction Programme Funding; Social/Additional Educational Needs; and Minority Ethnic Achievement Grant.

Secondary Education Facilities

Ogmore School is the nearest secondary school to the study area and is located in Brynmenyn, to the south of the Garw Valley. It is a co-educational school with 760 pupils, and includes a Sixth form. Free transport is provided to pupils who fall in the catchment area, and thus there are no transport cost implications for secondary school pupils in the Garw Valley. The other alternative for pupils of secondary age is to attend Ynysawdre Comprehensive School, in Tondu, just over a mile west of Ogmore School.

However there are plans in place to alter current secondary provision in this area fairly radically, through the amalgamation of Ogmore School and Ynysawdre Comprehensive School. The scheme is in line with the School Modernisation Programme and would replace the two existing institutions with a single school with an age range of 11 – 18 years. The new school would operate on one

budget, under one headteacher and with one group of staff. It would initially open on interim arrangements, operating on both the existing sites at Ogmore and Ynysawdre. However, further development of the facilities and overall standard of accommodation at the Tondu site would mean that within a period of three years the new school would operate entirely on the Tondu campus.

Following on from a study into the feasibility of this amalgamation, public consultation took place during September and October 2008. The official consultation paper produced by Bridgend CBC identified a number of benefits for the proposed amalgamation of the two schools, including reducing numbers of surplus secondary places in the area and the consequential costs benefits, and extending the choice of academic subjects at Key Stages 4 and 5 and in extra-curricular activities. One point which was made in the initial Consultation Paper produced by Bridgend CBC which is particularly worth noting is that: *"investment in education in the Garw, Ogmore and Valleys Gateway area is overdue and a new learning campus would generate an environment that would be a model for the future and encourage young people to continue their education beyond 16.*[3]*"*

For pupils of secondary school age in the Garw Valley the travel implications of the proposed change would be minor, requiring an additional extra mile's journey each way, using Local Authority-funded transport. However, despite the apparent evidence of the value of the merger, there has been considerable local objection, including from communities within the Garw Valley. The proposed scheme has now gone before the Minister and has been approved.

Secondary provision for Welsh speakers has historically been fairly limited across the whole of the Borough. However, in 2008 Bridgend CBC invested more than £1 million in a new Welsh medium secondary school in Llangynwyd, on the original upper school site of the English-medium Maesteg Comprehensive School. Ysgol Gyfun Gymraeg (YGG) Llangynwyd is the County Borough's first Welsh-medium secondary school.

To accommodate this new school, Maesteg Comprehensive was moved to a new site, but only at the end of the 2007-2008 academic year. Consequently, this resulted in a very short period of time to undertake the necessary refurbishment work and alterations prior to the opening of the new Welsh-medium school in September 2008. It was therefore decided that new pupils would be taken on incrementally with Year 7 provision only being offered in 2008-2009, but that a new intake will enrol each year[4]. The school will ultimately cater for up to 850 pupils aged between 11 and 18.

Now approaching the end of the first term of its second year, the school is currently taking Years 7 and 8 pupils. However, for secondary age pupils in the Garw Valley who seek Welsh medium provision in Years 9 and above, the only option it to travel over the border into RCT to Ysgol Gyfun Llanhari, a Welsh-medium Comprehensive school which includes a Sixth Form.

The table below shows changes in performance at Key Stage 4 and Key Stage 5 between 2004 and 2008. Compared with the above Key Stage 2 scores, the figures in relation to Secondary School Key Stages show greater differentiation, and, more importantly, a higher incidence of declining standards between 2004 and 2008.

3 Bridgend County Borough Council Proposal to Amalgamate Ogmore School and Ynysawdre Comprehensive School. Consultation Paper. September 2008.

[4] Existing pupils will progress throughout Key Stages 3, 4 and potentially 5. Thus the first pupils to enter the school would reach sixth form level by 2013 and 2014.

Table 9: Residence Based Education Indicators – Secondary School Pupils, 2004-08

Indicator	KS3 average point score 2004	KS3 average point score 2008	KS4 average point score 2004	KS4 average point score 2008
Bettws	94	90	27	26
Blaengarw	102	101	41	38
Llangeinor	102	89	42	39
Pontycymmer 1	104	96	33	41
Pontycymmer 2	102	97	38	46

Indicator data for Education domain, WIMD

As was the case at Key Stage 2, the average scores attained by pupils resident in Bettws are the lowest and 2008 Key Stage 4 data shows the greatest disparity between Bettws and neighbouring wards in the Garw Valley.

In terms of individual schools data on achievement of core subject indicators at Key Stages 3 and 4, all of the schools taking Garw Valley pupils achieved results close to or in excess of the Bridgend and Wales averages at KS3. However, results at KS4 were considerably lower than Bridgend or Wales average in the two English medium comprehensive schools.

Table 10: Percentage of Pupils Achieving the Core Subject Indicator at Key Stages 3 and 4

School	Percentage of Pupils Achieving the Core Subject Indicator at KS3			Percentage of Pupils Achieving the Core Subject Indicator at KS4		
	2007	2008	2009	2007	2008	2009
Ynysawdre Comprehensive School	34%	56%	64%	30%	37%	29%
Ogmore Comprehensive School	57%	54%	61%	30%	35%	36%
Ysgol Gyfun Gymraeg Llangynwd School[5]	-	-	-	-	-	-
Ysgol Gyfun Llanhari	60%	66%	53%	40%	36%	42%
Bridgend	58%	58%	59%	-	43%	45%
Wales	57%	60%	61%	40%	44%	46%

Source: Statistical Directorate, Welsh Assembly Government (StatsWales: www.statswales.wales.gov.uk) – PLASC 2007-9

Further Education and Adult Community Learning Provision

Bridgend College is the main Further Education (FE) provider in the locality, with campuses in Bridgend, Pencoed, Bridgend Industrial Estate, Maesteg and Pyle. The college offers a full range of courses from Pre-Entry up to post-Graduate, including:

[5] No data available yet.

- GCSEs and Introductory Diplomas;
- NVQs Levels 1 – 3;
- AS & A2 Levels and National Diplomas;
- Higher National Certificates;
- Foundation Degrees and Higher National Diplomas;
- Bachelor Degrees, Graduate Diplomas & Certificates; and
- Master Degrees, Postgraduate Diplomas & Certificates.

The college is currently offering courses in more than 20 vocational areas, of which the majority are delivered at the Bridgend Campus. Land-based and Sport courses are based at the Pencoed Campus, and from December 2009, the new 'state of the art' Construction Academy will also be based on this site. The Education and Training Department is based at the Bridgend Industrial Estate and this is also where New Media courses are delivered. Moreover, Bridgend College was one of the first Centres in Wales to pilot the Welsh Baccalaureate, and the comparatively new programme is now offered in a wide range of subject areas.

Bridgend College also offers commercial training to local and national employers, through work-based training, modern apprenticeships and assessment programmes. The Bridgend College Enterprise Centre and the Centre for Engineering Maintenance and Manufacturing Technology are particularly targeted towards WBL. Adult Community Learning (ACL) courses are delivered at the community campus at Maesteg, and Bridgend College is an accredited Learndirect Centre offering a range of flexible courses for both business and personal use.

However, it is worth noting that the majority of academic courses are delivered at the Bridgend Campus, and therefore potential students from the Garw Valley area wishing to access mainstream provision are required to travel down into Bridgend itself.

In addition to the ACL provision delivered by Bridgend College, Bridgend CBC runs an extensive ACL Programme, offering courses in Art; Computers; Cookery; Crafts; Fabric Crafts; Dance; Health, Beauty & Wellbeing; Horticulture; Languages; Music; Photography & Video; Skills for Life; Social Studies; and Family History. For 16-18 year olds, all provision is free, for those aged 19 years and above, course costs range between £20 and £40. Nominal fees are charged to those on benefits or Pension Credits. All courses offered in the ACL Programme are OCN accredited, involving continuous assessment throughout the course in place of exams.

There are four venues in the Garw Valley where Bridgend CBC ACL courses are delivered including: the Bettws Life Centre, Blaengarw OAP Centre Blaengarw Workmen's Hall and the Richard Price Centre in Llangeinor. In addition Bridgend CBC funds Cyberlink, a Library and Information Service's mobile ICT training unit, which has been providing free access to computers and the internet across the County Borough for almost seven years.

Educational attainment and General Skill Levels

At the time of the 2001 census, skill levels within the Garw Valley area compared poorly with standards in the County Borough as a whole, and to a greater extent with average figures across Wales. In essence, there was a much greater incidence of citizens living in the study area with no qualifications, and fewer proportions of people with higher level qualification. The table below illustrates this in more detail.

Table 11: Qualifications by Large Region, 2001

Qualification Level	Wales	Bridgend	Garw Valley
All People	2,075,346	92,413	5,413
No Qualifications	33%	36%	49%
Level 1	15%	16%	16%
Level 2	20%	19%	16%
Level 3	7%	5%	4%
Level 4/5	17%	16%	8%
Other qualifications/level unknown	7%	8%	8%

Source: National Statistics (Nomis: www.nomisweb.co.uk). Census of Population, 2001.
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Almost half the people living in the Garw Valley had no qualifications in 2001, compared with a third of the national population. Furthermore, the percentage of people in the study area with a Level 4 or Level 5 qualification was a little over half the proportion for Wales as a whole.

The table below breaks down the data to a ward level, showing the differentiation in qualification levels across the Garw Valley.

Table 12: Qualifications by Ward, 2001

Qualification Level	Garw Valley	Bettws	Blaengarw	Llangeinor	Pontycymmer
All People	5,413	1,433	1,339	853	1,788
No Qualifications	49%	58%	46%	47%	44%
Level 1	16%	14%	18%	15%	17%
Level 2	16%	12%	16%	16%	18%
Level 3	4%	3%	4%	3%	4%
Level 4/5	8%	6%	8%	11%	9%
Other qualifications/ level unknown	8%	7%	9%	9%	8%

Source: National Statistics (Nomis: www.nomisweb.co.uk). Census of Population, 2001.
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Bettws had by far the highest proportion of residents without a qualification, and even Pontycymmer (the Garw Valley ward with the lowest percentage in this category) had a higher percentage of its residents having no qualifications, compared with the average for Bridgend. Similarly, Bettws had a comparatively low proportion of people with a Level 4 or Level 5 qualification, although the propensity of people qualified to a higher level is comparatively greater in Llangeinor, compared with the county as a whole.

It is perhaps significant that the low skills base in Bettws and the higher incidence of qualifications in Llangeinor, mirrors the comparative trend in Key Stage 2 data from 2008, and suggests some level of intergenerational concerns regarding educational attainment.

5.1. Key Issues

Parenting skills are one of the main key issues in the Valley validated by the fact that children are not prepared for school and, thus, a large number of students in special needs programmes, especially in Bettws. Garw Valley has a high number of students receiving free school meals; again, more so in Bettws. Similar to the Ogmore Valley (as the Valley's share schools), there is a drop of students skills levels at Key Stage 4. All of the above, combined, contributes to the higher proportion of no qualifications, especially in Bettws where 58% of the population have no qualifications.

Another issue to be considered is the trend of transferring from English Medium schools to Welsh Medium schools, which then creates a threat of closures of English Medium schools.

5.2. SWOT

SWOT Analysis	
Strengths	**Opportunities**
• Primary school in every ward • One Welsh medium in Pontycymmer • Blaengarw primary school above national average for educational attainment • Educational infrastructure is good	
Weaknesses	**Threats**
• 45% of Bettws PC pupils on free school meals • 47% of Bettws PC pupils are registered for special needs education • Parenting skills are lacking: pre-school parenting is poor – both numeracy/literacy • Bettws Key Stage 4 – drop off of attainment • 49% have no qualifications in the Garw Valley, 58% in Bettws itself. • In Bettws, a third of the average for Wales as a whole are educated to degree level.	• Primary schools such as Llangeinor are small (73 pupils) • Leakages of pupils to Welsh medium school in Blaengarw. • Merged Senior School

6. The Economy

6.1. Workforce Profile

The percentage of all people of working age[6] is higher in the Garw Valley than in Bridgend or Wales as a whole (Table 13), in terms of both men and women.

Table 13: Percent Working Age Population, 2008

	All People – Working Age	Males – Working Age	Females – Working Age
Garw Valley	62.4%	66.6%	58.2%
Bridgend	60.4%	64.8%	56.2%
Wales	60.2%	64.4%	56.1%

Source: Neighbourhood Statistics (www.neighbourhood.statistics.gov.uk). Resident Population Estimates by Broad Age Band, June 2001 – June 2008.
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As of 2007, employment in the Garw Valley was dominated by a very high proportion of work in manufacturing – accounting for almost 39% of employment, as opposed to 17% in Bridgend and 14% in Wales as a whole. Considering the industrial history of the Valley it appears there has not been the same shift in industrial structure as has happened elsewhere in Wales. The Valley is very under-represented in financial and business services, compared with either Bridgend or Wales as a whole.

In terms of numbers, work was concentrated mainly in four sectors; manufacturing; public administration, education and health; distribution, hotels and restaurants; and other services.

Table 14: Employment by Broad Sector, 2007

Industry	Garw Valley	Bridgend	Wales
Total Employed	1,093	55,948	1,186,629
Agriculture and fishing (SIC A,B)	0.00%	0.10%	1.40%
Energy and water (SIC C,E)	0.00%	0.20%	0.60%
Manufacturing (SIC D)	38.52%	17.10%	13.60%
Construction (SIC F)	3.75%	5.60%	5.00%
Distribution, hotels and restaurants (SIC G,H)	16.83%	21.60%	23.30%
Transport and communications (SIC I)	2.65%	2.90%	4.30%
Banking, finance and insurance, etc (SIC J,K)	5.03%	15.50%	14.10%
Public administration, education & health (SIC L,M,N)	22.87%	32.90%	32.60%
Other services (SIC O,P,Q)	10.34%	4.00%	5.20%
Percentage of a particular industrial group as a proportion of those within all industrial groups of that particular sex.			

[6] The *working age* population comprises men aged 16-64 and women aged 16-59.

Source: National Statistics (Nomis: www.nomisweb.co.uk). Annual Business Inquiry Broad Industrial Groups, 2007.
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6.2. Business Development and Enterprise

Business units (i.e. the number of businesses as opposed to the number of people employed) in the Garw Valley are most numerous in construction (18%), retail (14%) and public administration and other services (14%). It is worth noting, however, that these figures do not correspond to strengths in employment terms, reflecting the fact that the majority of firms in these sectors are small or micro businesses. The same will be true of agriculture, accounting for 9% of businesses, but less than 1% of employment.

Table 15: Business Units by Sector, 2007

Industry	Garw Valley	Bridgend	Wales
Total Business Units	110	3450	97030
Agriculture	9.09%	3.62%	16.12%
Production	4.55%	8.41%	6.66%
Construction	18.18%	11.59%	9.78%
Motor Trades	4.55%	5.07%	4.25%
Wholesale	0.00%	4.93%	4.48%
Retail	13.64%	17.10%	13.63%
Hotels & Catering	9.09%	9.42%	8.56%
Transport	9.09%	4.49%	3.64%
Post & Telecommunications	0.00%	0.58%	0.84%
Finance	0.00%	1.16%	1.32%
Property & Business Services	9.09%	20.14%	17.59%
Education	4.55%	3.48%	2.89%
Health	4.55%	2.03%	2.57%
Public Admin & Other Services	13.64%	7.97%	7.69%
Percentages: the percent of all units in broad industry within each region			

Source: Neighbourhood Statistics (www.neighbourhood.statistics.gov.uk). VAT Based Local Units by Broad Industry Group, March 2007.
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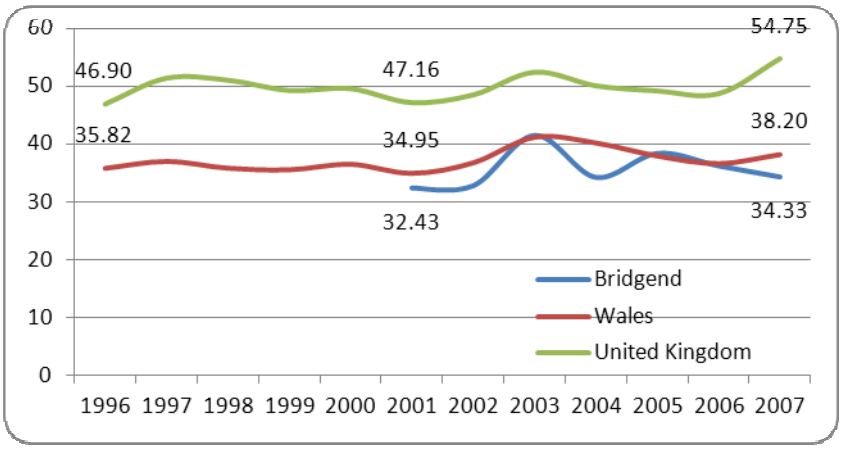
Entrepreneurship

Overall, Bridgend has a lower business registration rate than both Wales and the United Kingdom, meaning there are fewer start-ups in the area.

Figure 10: Business Registration Rates[7]



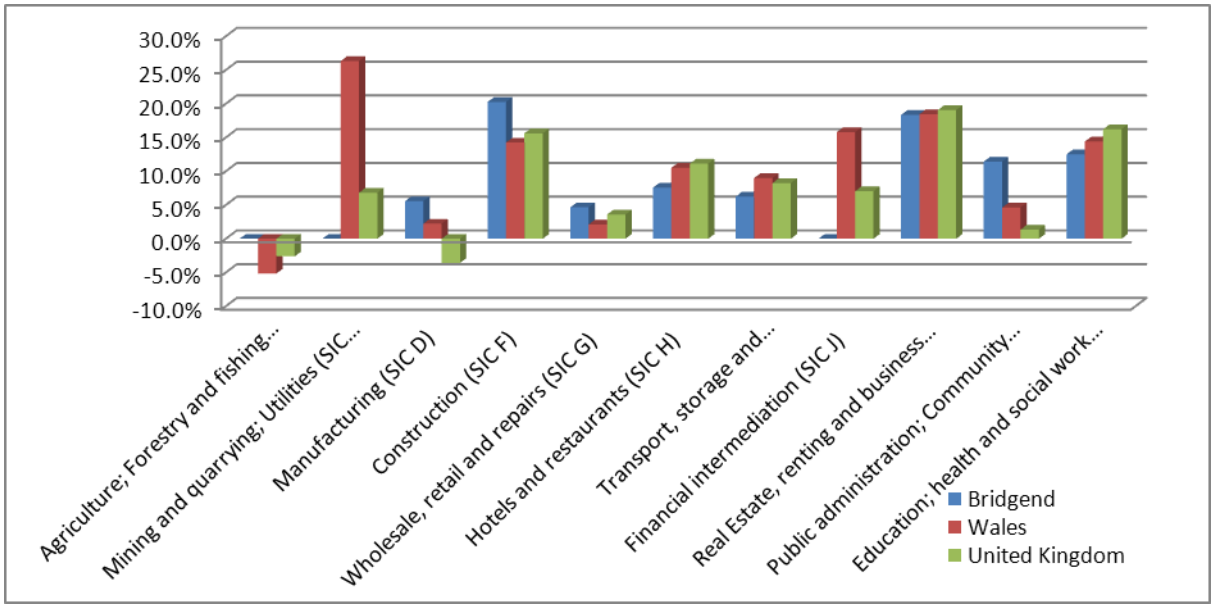
VAT registrations provide an indication of business development activity at the local authority level. The percentage change in business stock for BCBC between 2003 and 2007 has been considered by sector and compared with figures for Wales and the United Kingdom as a whole.

Source: National Statistics (Nomis: www.nomisweb.co.uk). Annual Business Inquiry. Crown copyright material is reproduced with the permission of the Controller of HMSO. Statistical Directorate, Welsh Assembly Government [8]

The most significant growth sectors for Bridgend are considered to be 'Construction', 'Real Estate' and 'Education; health and social work'. These growth areas are largely consistent with those of Wales and the United Kingdom as a whole.

Some sector growth does on the other hand contrast that of Wales and UK figures: 'Manufacturing', 'Construction' and 'Public Administration; Community Services' have seen proportionately greater increases in BCBC. Conversely 'Financial Intermediation' and 'Mining and Quarrying; Utilities', which have experienced significant growth in Wales and the United Kingdom have not been reflected in BCBC registrations.

Figure 11: Change in VAT registrations between 2003 and 2007



Source: National Statistics (Nomis: www.nomisweb.co.uk). Annual Business Inquiry.

[7] Number of start-ups per 10,000 people working age population

[8] [000960] Labour market data by Welsh NUTS2 area, gender and age, rolling annual averages (NS)

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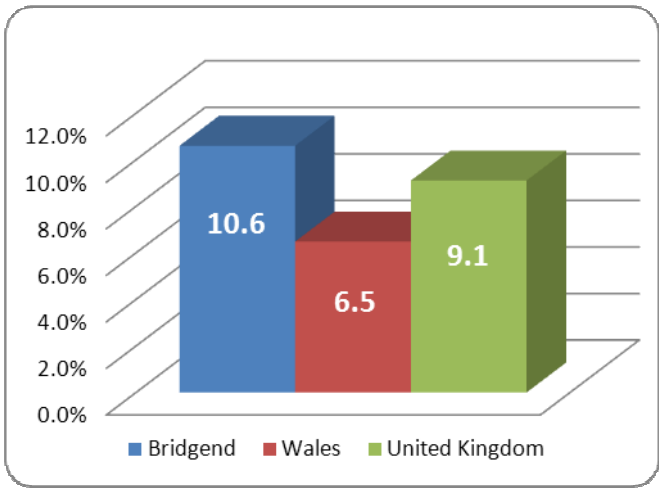
Considering overall change in VAT registrations, there is an indication that BCBC has experienced a proportionately greater increase in the number of business registrations between 2003 and 2007 than for both Wales and the United Kingdom as a whole.

Figure 12: Percent Change in VAT Total Registrations 2003-2007



The Regeneration Strategy 'Fit for the Future' (2008) for the Local Authority area expresses a commitment to developing enterprise that is likely to garner positive economic effects on the Garw Valley area. Importantly, BCBC Regeneration Unit has already begun connecting the WVSRA with the outcomes of the Regeneration Strategy (BCBC Report to Cabinet, September 2009).

Source: National Statistics (Nomis: www.nomisweb.co.uk). Annual Business Inquiry.
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Creation, the Upper Garw Valley's Community Development Trust also plays an important role in encouraging business development in the Garw Valley. Creation Café in Blaengarw is a social enterprise, bringing training and employment opportunity to local people. The organisation have recently acquired another property at the edge of Pontycymmer adjacent to the bus stop to be opened as another café for the Valley in which the Trust wishes to replicate the social enterprise model.

Other initiatives to encourage local enterprise include BCBC's provision of a small grants scheme for local business start-ups which is currently scheduled to run until 2013. FS4B, the graduate business start-up scheme that is run national also reportedly has strong relationships with the BCBC.

6.3. Jobs, Inactivity and Worklessness

The economic activity rate for the Garw Valley is slightly lower than that of Bridgend and Wales (2001) (Table 16) with a correspondingly higher economic inactivity rate, with the majority of those inactive being in the 'permanently sick / disabled' category followed by those who are retired (Table 16). This high level of long-term sick reflects the industrial history of the area to some extent.

Table 16: Economic Activity, 2001

	Economic Activity Rate		
	All	Male	Female
Garw Valley	57.17%	66.56%	47.67%
Bridgend	60.95%	68.24%	53.89%
Wales	60.98%	67.74%	54.51%
All people aged 16 to 74 who were usually resident in the area at the			

time of the 2001 Census; Gender percentages are proportions of the gender population

Source: National Statistics (Nomis: www.nomisweb.co.uk). Census of Population, 2001[9].
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Table 17: Economic Inactivity, 2001

	Economically Inactive					
	All	Retired	Student	Looking after home / family	Permanently sick / disabled	Other
Garw Valley	42.83%	12.62%	2.91%	7.55%	14.99%	4.76%
Bridgend	39.05%	14.54%	3.36%	6.48%	10.73%	3.94%
Wales	39.02%	14.81%	5.12%	6.39%	9.22%	3.48%
All people aged 16 to 74 who were usually resident in the area at the time of the 2001 Census						

Source: National Statistics (Nomis: www.nomisweb.co.uk). Census of Population, 2001[10].
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Claimant count unemployment in the Garw Valley is considerably higher than either the Bridgend or Wales averages and is especially high amongst men. Although the figures in the table below are not strictly comparable, there is an indication of a growing split between the levels of unemployment in the Garw Valley and elsewhere.

Table 18: Claimant Count, 2008 and Unemployment, 2001

	Claimant Count (%)			Unemployment (%)		
	All	Male	Female	All	Male	Female
Garw Valley	6.4%	9.2%	3.1%	4.4%	3.1%	1.4%
Bridgend	4.8%	6.8%	2.6%	3.5%	2.2%	1.3%
Wales	4.3%	6.2%	2.3%	4.0%	2.3%	1.2%
Population values for Garw Valley calculated using rate and number for individual wards then summing population for the Valley wards and summing numbers for the Valley wards.				*Economically active but unemployed of working age.*		

Source: National Statistics (Nomis: www.nomisweb.co.uk). Census of Population, 2001 & Claimant Count, October 2009.
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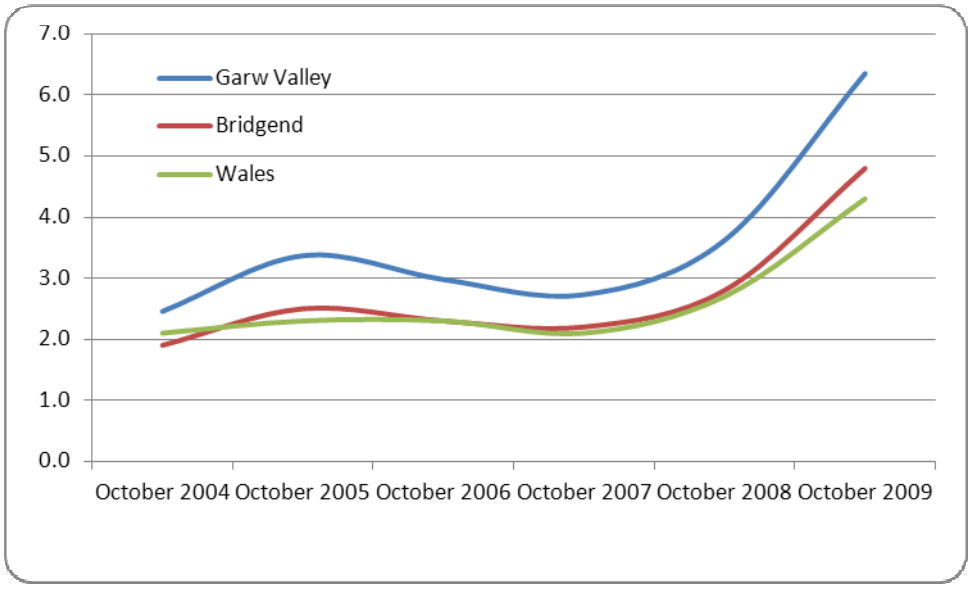
There has been a significant increase in claimant unemployment over the last five years, with Garw Valley experiencing a sharper rise than either Bridgend or Wales as a whole.

[9] Table CAS028 Sex and age by economic activity; Table population: All people aged 16 to 74

[10] Table CAS028 Sex and age by economic activity; Table population: All people aged 16 to 74

Figure 13: Total Claimant Count Rates



Source: National Statistics (Nomis: www.nomisweb.co.uk). Claimant Count with Rates and Proportions. Crown copyright material is reproduced with the permission of the Controller of HMSO.

The occupational structure of residents of the Garw Valley is characterised by a very low level of professional, managerial and technical occupations, and a corresponding over-representation in skilled trades, personal services, plant and machine operators and unskilled elementary jobs. This implies that the workforce of the Garw Valley is vulnerable to changes in the economy and is likely to be relatively low-waged.

Table 19: Occupational Structure, 2001

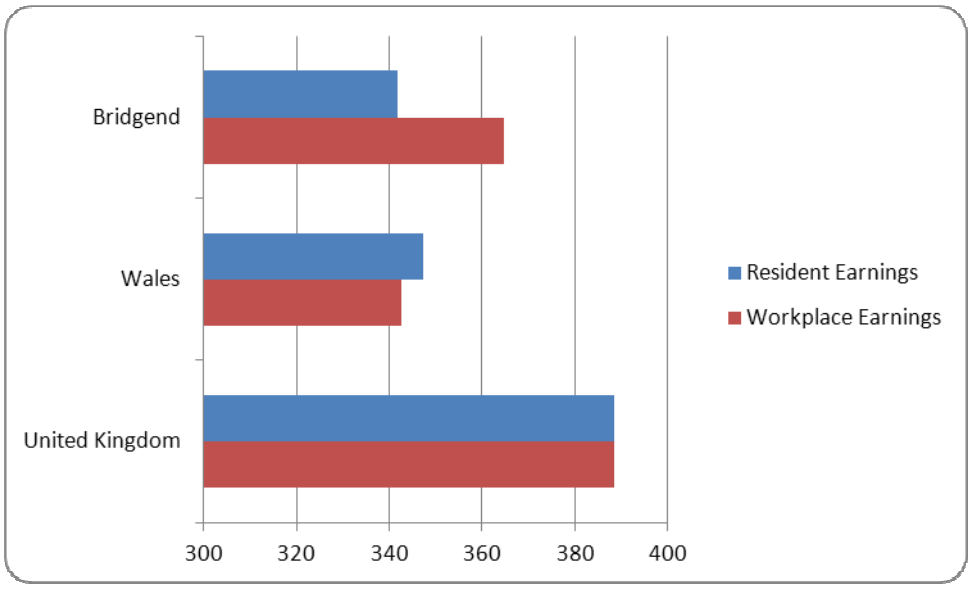
	Garw Valley	Bridgend	Wales
All People	2,843	52,863	1,186,256
Managers and Senior Officials	8.34%	11.97%	12.24%
Professional Occupations	4.29%	8.91%	10.43%
Associate Professional and Technical Occupations	8.93%	13.71%	12.80%
Administrative And Secretarial Occupations	7.98%	10.79%	12.15%
Skilled Trades Occupations	15.97%	12.70%	13.44%
Personal Service Occupations	9.57%	7.89%	7.44%
Sales and Customer Service Occupations	7.77%	8.31%	7.98%
Process; Plant and Machine Operatives	18.33%	12.38%	10.20%
Elementary Occupations	18.82%	13.34%	13.33%

Source: National Statistics (Nomis: www.nomisweb.co.uk). Census of Population, 2001. Crown copyright material is reproduced with the permission of the Controller of HMSO.

Data for 2008 suggests that workplace earnings in Bridgend were relatively high in a Wales context, reflecting the strong, high value manufacturing base. However, residents of the County Borough

were not gaining the benefit of the opportunities available, in that the average wages for Bridgend residents were below the Wales average.

Figure 14: Average Gross Weekly Earnings (£), 2008



Source: National Statistics (Nomis: www.nomisweb.co.uk). Annual Survey of Hours and Earnings, 2008. Crown copyright material is reproduced with the permission of the Controller of HMSO.

Employment Sites

Ffaldau Industrial Estate

Ffaldau Industrial Estate contains a mix of both BCBC and private owned property.

The largest industrial unit in the estate is privately owned and occupied by TTB (formally ARM Plastics). This international business has undergone significant restructuring which resulted in a number of local job losses. Consultation with BCBC has indicated this is indicative of a wider issue that as firms expand internationally, the labour skills previously sourced in the Valley become much more cost effective to source in other countries where labour costs are significantly cheaper.

BCBC Property manages a total of 13 units totalling 10,940 square feet. Four of these are 760 square, four 1000 square feet and four 725 square feet. The estate retains a high occupancy rate with only one 760 sq. ft. unit available. Consultation did reveal a lack of private sector interest and in particular 2008/2009 has experienced a significant drop in the number of business enquires.

This industrial estate is reported to attract predominantly local business enquiries due to its relative distance from the M4 and acknowledgement of a number of industrial estates south of the Garw Valley (such as Brynmenyn and Bridgend) which have more appropriate provision.

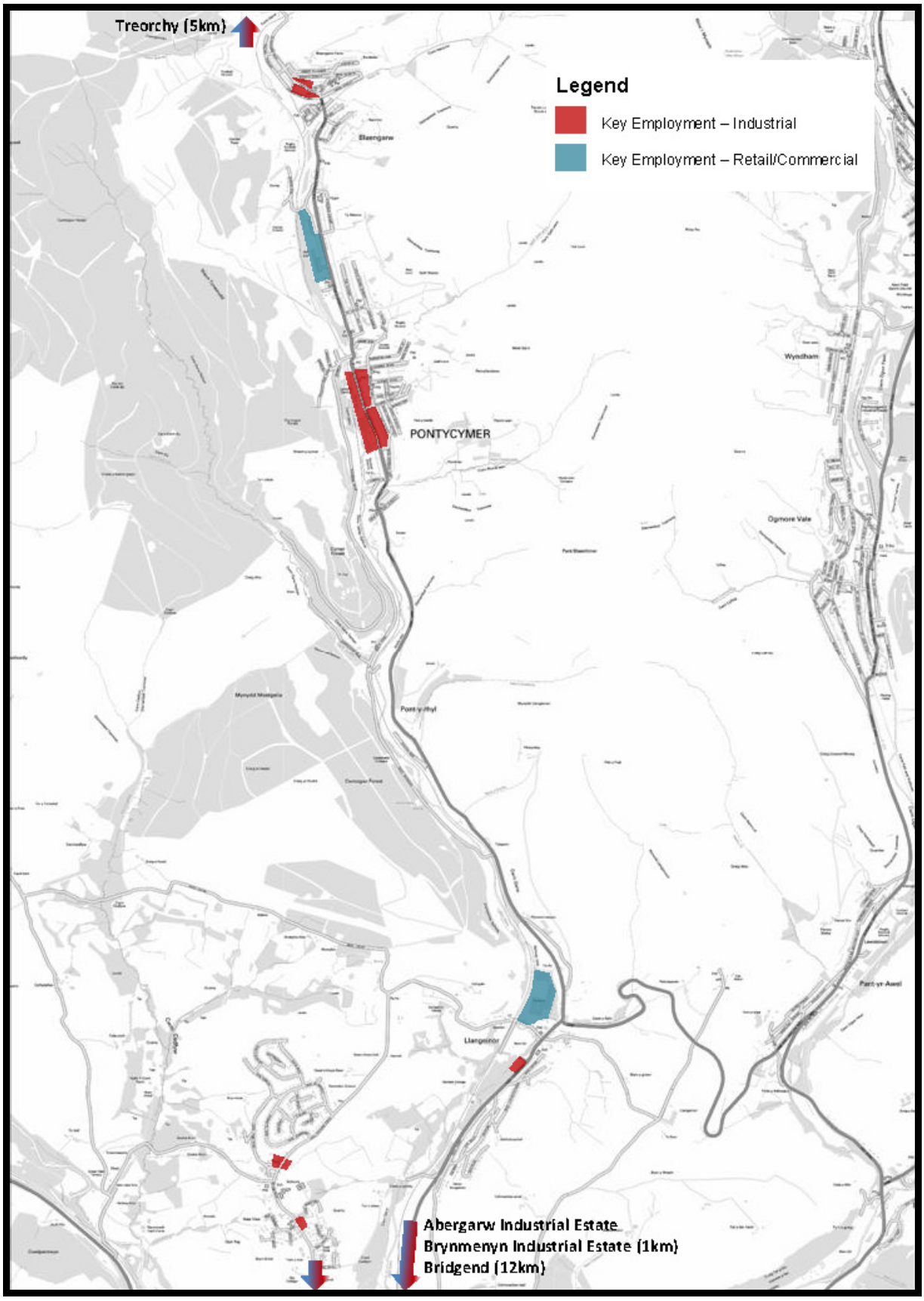
Rates at the moment are approximately £2.50 per square foot, in comparison to an approximate average of £4 per square foot for BCBC as a whole.

Green Meadow Employment Site: Airbourne Systems

The employment site within Llangeinor has been entirely occupied by Airbourne Systems Ltd for 6 years. This is an American business which manufactures a range of parachutes and associated products to military specifications. Consultation has indicated there are approximately 350 staff employed at the Llangeinor premises, but there are other premises located in an industrial estate in Bridgend.

Consultation has revealed the business is an important source of local employment with a significant proportion of staff actually resident in the Garw and surrounding Valleys. The business has in the past shown significant support for local community activities and sponsors community competitions.

Figure 15: Economy Map



6.4. Community Views

Throughout the Garw Valley issues concerning economic investment and development were more common within Bettws. The local community identified that some of the barriers to employment are associated with residents' poor basic skills; illiteracy was identified as a problem. Residents also suggested that there is no clear economic role for Bettws, which is limiting new businesses to start up. Others, that there should be a greater role for social enterprises to create employment opportunities, which would in turn improve skills in the local community. The community identified a need for start-up business units to encourage entrepreneurship in the local community.

Residents commented that units on the Ffaldau Industrial Estate, in the North of the Garw Valley, were not of the right size to accommodate new-business start-ups, specifically for food processing or flexible business units for tourism activities. Hence, they would like to see those units sub-divided to meet the local needs.

An opportunity was identified within Blaengarw to build on the value of lamb at Hopkins Farm and as a possibility to create the Farm as an icon for Blaengarw. As food is a core part of tourism, the lamb could provide a launch point in building Blaengarw as a tourist destination.

Llangeinor is home to AS Airborne Systems, a parachute products company whose headquarters are in New Jersey, USA. However, there is a perceived issue with the integration of the company in the community. Although the company provides good facilities, such as an in-house canteen, it brings very little to the community in terms of economic or social impact, with the exception of sponsoring ad-hoc community events.

Figure 16: Garw Valley Economy Word Cloud

Illiteracy problems in Bettws could be regarded as the foundation problem for the community in terms of its economic issues. In the past, Bettws residents have benefited from help with form filling and impartial and benefit advice, but this is no longer available as funding for the debt advisor has been terminated. Due to illiteracy problems in Bettws there is a need for more education such as skills in care work, nursing skills, and numeracy. Residents would like jobs in trades such as painting, decorating, plastering, and plumbing.

Residents would like to see the Want2Work[11] programme implemented in the Valley, especially given the rising levels of male unemployment in the Garw and its older age profile.

[11] A Jobcentre Plus and Welsh Assembly initiative, Want2Work provides funding to help with short-term training needs and 'back to work' expenses as well as one-to-one support with job searching, writing CV's, etc.

Residents in the Bettws area see an opportunity for jobs in the retail sector such as in chip shops. However, they also acknowledge a need for information on the jobs that might be available to them. Whilst the residents of Bettws question what the community's economic role is, they also feel that perhaps there is a need for start-up units and social enterprises.

Finally, residents feel there are more barriers to work such as mobility. Many residents cannot afford the cost of a driving license or vehicle, which would enable them to commute for work.

6.5. Key Issues

The Garw Valley continues to rely on manufacturing and low skilled jobs while financial and business services remain absent. Employment growth in the recent past has been in manufacturing, construction, public administration, and community services. Employment has declined in Financial Intermediation, Mining and Quarrying, and Utilities. Residents are unable to take advantage of job opportunities elsewhere in the County Borough for a multitude of reasons such as transportation. There has also been a marked reduction in the number of business enquiries, although in line with the economic downturn of 2008/2009. Even though levels of entrepreneurship amongst the community are low, there is opportunity, such as established working relationship between BCBC and FS4B for Graduate Business Start Ups. There are also strong levels of business occupancy at Ffaldau Industrial Estate – currently only 1/13 BCBC managed properties vacant.

Units in the Valley are significantly lower average £ per square foot rental rates in comparison to BCBC average (£2.50 rather than £4), enabling an influx of entrepreneurs. However, there is an observed shortage of 500 sq ft and smaller properties in the valleys area. Whilst there is a lack of suitable future employment space within the Valley due to topographical constraints, progress has been made on existing sites. For example, local commercial property has been improved with the help of a BCBC led industrial estates improvement programme. BCBC has also committed to enterprise development through 'Fit for the Future' (2008).

6.6. SWOT

SWOT Analysis	
Strengths	**Opportunities**
• Higher economic activity rates • Notable service centre in Pontycymmer • Employment growth in Manufacturing, Construction, Public Administration; Community Services. • Greater relative growth in VAT registrations in BCBC in comparison to Wales and UK as a whole. • BCBC commitment to enterprise development through 'Fit for the Future' (2008) • Established working relationship between BCBC and FS4B for Graduate Business Start Ups. • Significantly lower average £ per square foot rental rates in comparison to BCBC average (£2.50 rather than £4) • Strong level of business occupancy at Ffaldau	• Potential to create hybrid commercial units in Pontycymmer town centre, utilising vacant properties. • Small grants scheme available for indigenous business growth available until 2013. • Further development of social enterprises to encourage local training and skills development.

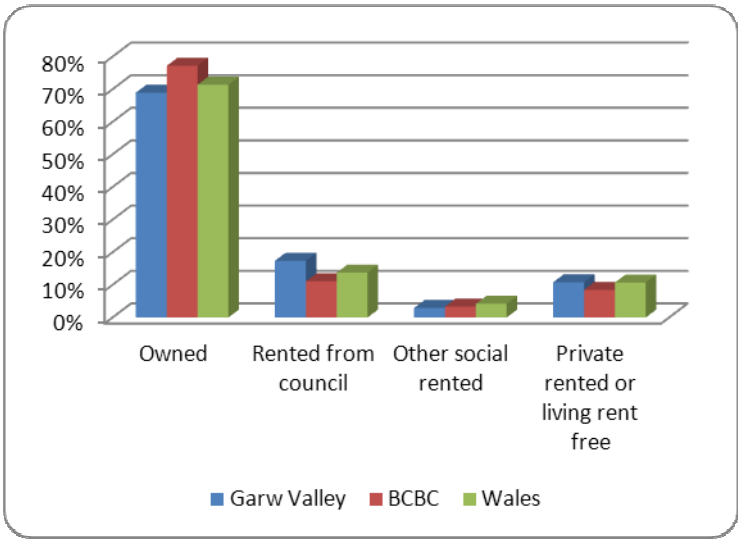
Industrial Estate – currently only 1/13 BCBC managed properties vacant. • Improved quality of local commercial property through a BCBC led industrial estates improvement programme.	
Weaknesses	**Threats**
• Increasing proportion of working age population • Increasing proportion employed in manufacturing and other services • Low proportion in financial services, public services and construction • Small business size • Low levels of entrepreneurship • 43% inactive proportion due to sickness • Unemployment twice the national average • Male unemployment levels • Low proportion of employment in professional and managerial sectors • Income levels comparable to neighbouring Ogmore Valley. • Employment decline in Financial Intermediation, Mining and Quarrying; Utilities. • A marked reduction in the number of business enquiries, although in line with the economic downturn of 2008/2009. • An observed shortage in 500 sq. ft. and smaller properties in the valleys area. • Lack of suitable future employment space within the Valley due to topographical constraints.	• Reliance on Manufacturing and low skilled jobs • Lack of higher value added businesses • Growth in sectors that are vulnerable to economic downturn (Manufacturing, Construction) • Globalisation of businesses has and will continue to put local low-skilled employment opportunities at risk.

7. Built Environment

7.1. Housing

According to Census Data 2001, the proportion of its housing stock in owner occupation is broadly similar to BCBC and the national average. This does however hide one particularly prevalent variation at the ward level: Bettws has only 45.3% of residents in owner occupied dwellings, in comparison to the 77% average for BCBC and 71% for Wales as a whole.

Figure 17: Housing Tenure



Reflecting this, Bettws contained by far the greatest proportion of council rented properties which, when taking into account the housing stock transfer undertaken in September 2003, would have transferred all of the housing identified as being 'rented from the council' in Census Data 2001, to 'other social rented'. Bettws in this context has by the greatest proportion of non-owner occupied dwellings.

Source: National Statistics (Nomis: www.nomisweb.co.uk). Census of Population, 2001.
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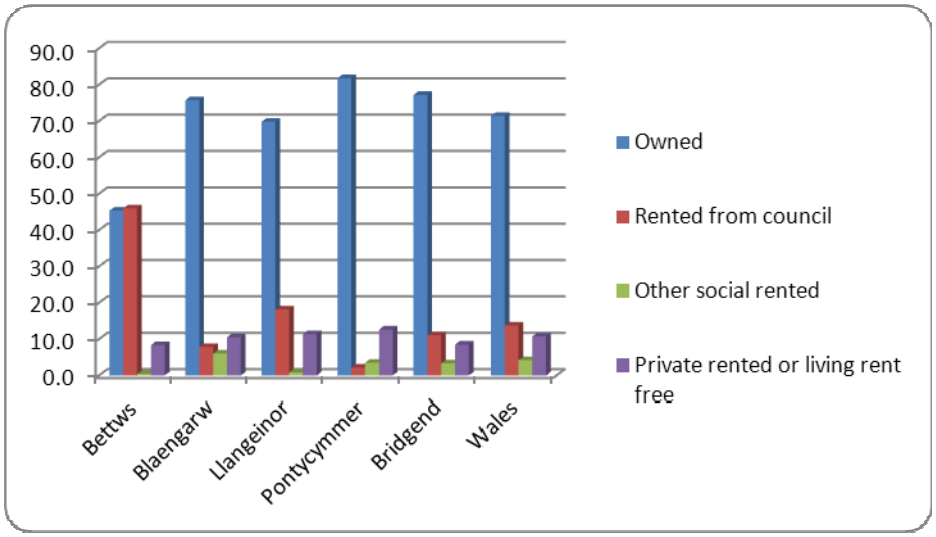
In terms of 'private rented or living rent free' statistics, Pontycymmer has the greatest proportion of this tenure.

Figure 18: Housing Tenure



Source: National Statistics (Nomis: www.nomisweb.co.uk). Census of Population, 2001.
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In terms of the WIMD, the contributory 'housing' domain integrates the number of dwellings without central heating and overcrowding (excluding all student households). In this context, none

of the LSOAs in the study area highlight a particularly poor standard of housing provision. Pontycymmer 1 is the worst performing, ranked within the 30-50% most deprived LSOAs, but all remaining LSOAs are within the least deprived 50%.

Affordability

Between 2001 and 2008, the average house price in BCBC has increased from £61,000 to £139,000 which is an increase of 128% (HM Land Registry). Since the onset of the recession during 2008/2009 there has been a downward trend in house price at the UK level, however the impact on the housing market has been more significant in some regions than others. Over the past year (August 2008-August 2009) house prices declined in BCBC; the average value of a property has dropped by £13,119 (-9.8%), a greater decrease that the Welsh average for this period of £9,737 (-7.3%). This would suggest that the housing market in BCBC has been more vulnerable to the economic downturn.

The average house price in August 2009 in BCBC stood at £121,328 Table 20 shows the average house prices for different types of properties in Bridgend County.

Table 20: House Prices August 2009

Type	Value
Detached	£183,932
Semi detached	£109,232
Terrace	£71,539
Maisonette/Flat	£77,076

Source: House Price Index Report, Land Registry

In addition, the housing market in BCBC is split into two housing areas – south and north of the M4 corridor. The Northern Market area which includes the Garw Valley tends to have lower house prices.

A Housing Needs Assessment for Bridgend CBC was undertaken in 2002, and subsequently updated in 2006. The assessment presents some key findings in relation to housing affordability in BCBC although it should be noted that the assessment was undertaken when the housing market was buoyant and house prices were relatively high. The assessment revealed that dual earning households were likely to be able afford one and two bedroom properties, and that this was more so the case in the Northern Market area (which the Garw Valley lies within), as opposed to the Southern Market area, however single household earners struggle to afford properties.

The Housing needs Assessment also revealed that:

- 14.7% of households within the County Borough are living in unsuitable housing- of this 9.2% of households need to move to solve their housing problems. Of this percentage that needs to move, 88% cannot afford to buy or rent a suitable home.

- The most significant shortfall of affordable housing is two bedroom homes and most affected are single person households

The 2006 needs assessment used a method of affordability testing, which revealed that nearly a quarter of households in BCBC would be unable to afford market housing if they were to move at

that time. The results revealed that households in the rented sector had more difficulty in being able to afford market housing (91.4% of households in Registered Social Landlord sector and 75.2% in private rented sector were unable to afford market housing).

The pre-deposit LDP for Bridgend reported that until 2007 the area had not benefited from any additional affordable housing provision.

Local Authority

BCBC transferred its housing stock in the Garw Valley to Valleys 2 Coast (V2C), a Registered Social Landlord, following a majority vote from tenants. BCBC do however maintain a social housing waiting list for priority tenants and the remainder are managed by V2C.

The Housing Affordability Statement 2009 provides the most up to date housing information on affordable housing stock. Within the Garw Valley, a total of 667 units are owned by Registered Social Landlords. Of these, 286 have been registered through BCBC's Housing Register (March 2009), and a further 13 for the 2008/2009 period by V2C. These figures indicate a current surplus of social housing within the Garw Valley.

In terms of further demand for this tenure in the Garw valley, although it was anticipated that there would be increased demand for such housing as a result of the recession and more people in unemployment, demand for this housing has remained low.

The Housing Strategy (2006) highlights the intention of Bridgend Housing Partnership to develop a Common Housing Register to replace the separate waiting lists. Whilst this has not yet been implemented, consultation has indicated the recent appointment of a Housing Register co-ordinator marks the start of this process.

Private Sector Housing

The LDP reports that much of the housing stock in the upper settlements of the Garw valley has consist of traditional mining terraces, some of which have fallen into a state of disrepair. Consultation with BCBC confirmed that there are no housing renewal areas within the study area, however, the social and economic profile of the area means that mandatory improvement grants are available to a significant proportion of the study area.

Stock Condition

A housing stock conditions survey and business plan has been commissioned for the whole of BCBC. Consultation with BCBC has confirmed the findings of this survey are currently at the final draft stage but will provide the most up to date assessment of the quality of local housing provision in the Valley. This is due to be published early 2010 and its findings will be incorporated into this baseline study.

The 2006 housing strategy produced by BCBC highlighted that the Welsh Quality Housing Standard is on target to be met by Registered Social Landlords by 2012, much of which is the direct result of housing stock transfer and the improvement programme of Valleys to Coast housing.

New Developments

The pre-deposit Local Development Plan for Bridgend explains that the Garw Valley has ten allocated sites for residential development in the Adopted UDP, and reports that up until 2007, development had not started at 4 of the sites, with the remaining sites mid-way through development or nearing completion.

The pre-deposit LDP identifies the preferred strategy for growth for the Garw Valley, and explains that there would not be strategic housing development allocations for the valley. In the settlements of Blaengarw and Pontycymmer, development would be focussed in the existing settlements with minor amendments to the settlement boundary, and the settlements of Bettws, Llangeinor and Pontrhyl development would be focussed in existing settlements with no amendments to the settlement boundary.

There are no current planning applications for large scale housing development in the Valley, understandable in the context of physical development constraints of the Valley, however consultation has revealed the proposal for a significant mixed tenure scheme in the southern side of Bettws.

7.2. Community Views

The condition of housing stock was identified as an issue by residents in Bettws where the bottom side was highlighted as a particular area in need of upgrade both internally externally to encourage people to spend more time in the streets.

7.3. Key Issues

The Valley has comparatively low house prices which makes the region a viable area of residence for residents working in nearby settlements. In comparison to BCBC as a whole, the Valley has affordable property prices, particularly for dual earning households. There is also a good level of social housing stock as well as a net surplus in properties. However, there is a lack of smaller 1 or 2 bedroom affordable dwellings and properties are often too large for the applicant and therefore not very cost effective. Recently the Valley did experience a higher than national average fall in house prices within BCBC indicating impact of recession has been emphasised in the Valley. In the near future there should be a focus on Bettws for affordable housing provision as past decision created large areas of single tenure with related social/economic issues

Currently there is a dual housing register (V2C and BCBC), but there are plans to centralise this register, which will enable better management and evaluation.

The Valley is on track to meet WQHS by 2012.

7.4. SWOT

SWOT Analysis	
Strengths	**Opportunities**
• Appointment of a Common Housing Officer • Comparatively low house prices make the Valley a viable area of residence for residents working in nearby settlements. • Good level of social housing stock – a net surplus in properties. • No major issues with overcrowding or lack of central heating in comparison to the rest of Wales (WIMD, 2008) • In comparison to BCBC as a whole, affordable property prices, particularly for dual earning households. (Unsure of proportion of local dual earning households at present)	• New housing development opportunity within the south of Bettws for mixed housing provision. • Anticipated findings of the Housing Conditions Survey to identify improvement in housing quality in the Blaengarw area. • Opportunities to invest money in housing in upper settlements of the valley to bring housing up to a suitable standard

• On track to meet WQHS by 2012	
Weaknesses	**Threats**
• Focus on Bettws for affordable housing provision – created large areas of single tenure with related social/economic issues • A lack of smaller 1 or 2 bedroom affordable dwellings – properties are often too large for the applicant and therefore not very cost effective. • Higher than national average fall in house prices within BCBC indicating impact of recession has been emphasised in the Valley. • Poor housing condition in Blaengarw. • Range/choice of housing	• Lack of sites suitable for modern housing

7.5. Infrastructure

Utilities

Consultation with BCBC Forward Planning team did not identify any particular issues with the provision of key utilities for the Valley. Through the development of the LDP, there will be further detailed consultations with utility providers regarding candidate sites, but initial discussions undertaken have not highlighted any capacity issues.

Mineral Resources

The British Geological Survey is currently developing a National Minerals Map and Aggregate Safeguarding Map for Wales to be published in June 2010. In the meantime, mapping used to inform the designation of minerals planning policy for BCBC was produced in 1997.

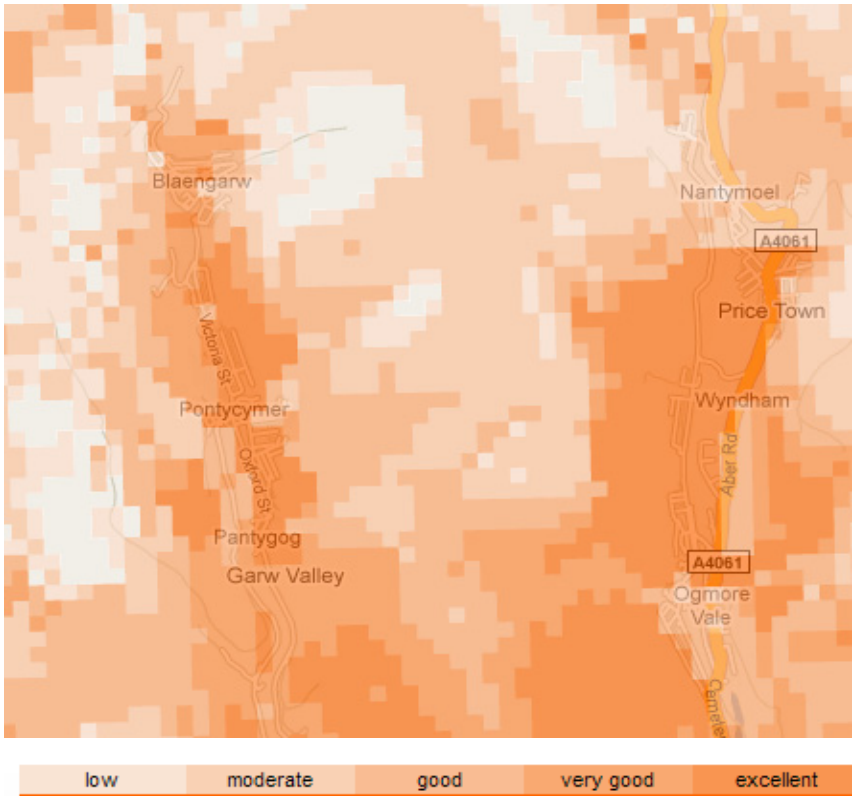
BCBC minerals planning policy in relation to the safeguarding of sand and gravel (Policy M14) and mineral exploration (Policy M4), areas of mineral search (Policy M5) and the retention of mineral land (Policy M12). There are no areas designated for their mineral resource within the Garw Valley.

Mobile Phone Coverage

Mobile phone coverage for major networks appears to serve the Valley well. Services are generally either 'good' or 'very good' but with potential mobile reception difficulties around Blaengarw, the most northerly point in the Valley.

Mobile phone reception in the Valley is not however consistent across all networks; there are significant variations in signal provision with Orange appearing to have the best coverage and '3' the worst.

Figure 19: Example of Second Generation Mobile Coverage



Source: www.search.orange.co.uk

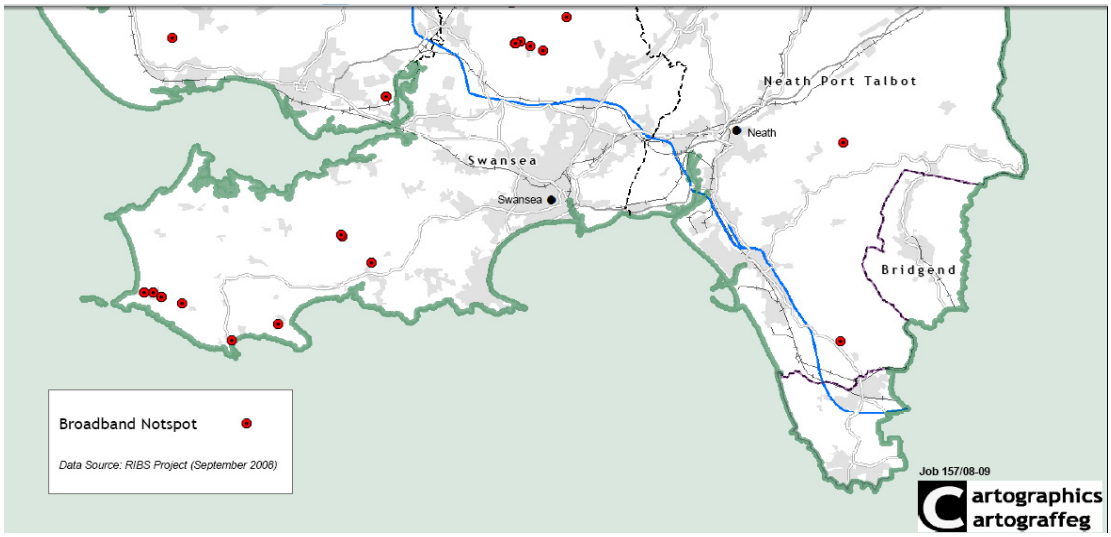
Broadband Availability

General access to broadband appears to be freely available in the Valley. Indeed, consultation revealed that residents and local organisations have access to broadband capabilities.

Discussion with broadband providers does however indicate that whilst 'home' speed broadband is available throughout the valley, business grade broadband is very limited. Businesses share an Applogic Broadband Systems Ltd (ABSL) connection and, combined with the relative distance from the exchange, severely constrain internet connection speeds. This limit to the provision of business grade provision has the potential to constrain indigenous business growth and deter new investment for ICT centric industries.

In terms of mobile broadband, the Garw Valley has very limited coverage, with the exception of Bettws.

Figure 20: Broadband Notspots



Source: RIBS Project – September 2008

7.6. Community Views

Regarding the built environment, there are some sites within each of the communities which need investment as they are a hazard and an eye-sore, thus lowering community pride. The same was mentioned concerning the poor condition of housing in the area. Residents would like to see overgrown sites turned into playgrounds, footpaths improved, and dropped curbs for prams and wheelchairs. Consultation with residents revealed issues with the local infrastructure in the southern side of Bettws such as the overspill of grey water and sewerage is not uncommon in high rain.

Figure 21: Garw Valley Place Word Cloud

Residents would like a higher level of local services in the Valley and feel a need for better healthy living provision. Many residents mentioned sporting as a community issue and suggested creating joint facilities, for example for cricket bowls, tennis, and football. At the same time, the need for floodlighting was also mentioned often for recreation sites. It was also mentioned that "*another building to take the strain from the life centre*" would be useful. Some residents felt that "*BCBC should be inventive in utilising facilities such as leisure centres for diverse income streams*". Also in relation to health, community gardens were mentioned as well as a need for a 'green grocer' and a "*local fruit and vegetable supplier*."

7.7. Key Issues

In terms of physical resources, to date, no mineral extraction has been safeguarded within the Garw Valley Area.

The Valley has largely adequate mobile phone coverage but Blaengarw second generation mobile phone coverage is particularly variable. There is also limited broadband speed in the valley due to distance from exchange.

7.8. SWOT

SWOT Analysis	
Strengths	**Opportunities**
• No mineral extraction has been safeguarded within the Garw Valley Area • Largely adequate mobile phone coverage • Flooding is not an issue - limited risk	• Adopt an integrated approach to activity provision
Weaknesses	**Threats**
• Issue of drainage in housing estate on bottom site in Bettws • Blaengarw second generation mobile phone coverage is particularly variable • Limited broadband speed in the valley due to distance from exchange	• Viability of some existing facilities • Duplication of services in some communities • Growth of Bridgend in retails and service terms – M4 corridor

8. Transport and Connectivity

8.1. Strategic Connections

The principal route in the Garw Valley is the A4064, which runs vertically through the Valley, linking the largest communities of Llangeinor and Pontycymmer before terminating in Blaengarw. Strategic connections focus to the south of the Valley due to the Valley being a dead-end.

At Llangeinor in the southern part of the Valley it is possible to link with the neighbouring Ogmore Valley via the A4093. Further south, and just outside the Garw Valley area is Brynmenyn, from which it is possible to connect with the adjacent Llynfi Valley via the A4065. The M4 Junction 36 provides strategic connections with the national road network, 4 kilometres away and Bridgend town centre is approximately 7 kilometres south of the Garw Valley.

The Bettws community, whilst within the Garw Valley area lies to the west of the main Valley and divorced from other settlements connected by the A4064, a narrow and winding country road without any pavement provision.

Compared to the Llynfi and Ogmore Valleys, the Garw valley is a cul de sac with Blaengarw at the head of the valley with transport connections looking to the south linking with Bridgend and neighbouring valley communities. Public transport tends to provide for local services than cross boundary due to the restricted geography of the valley.

In terms of travel times, the following table presents average journey time between Pontycymmer, the largest community within the Valley and strategic settlements:

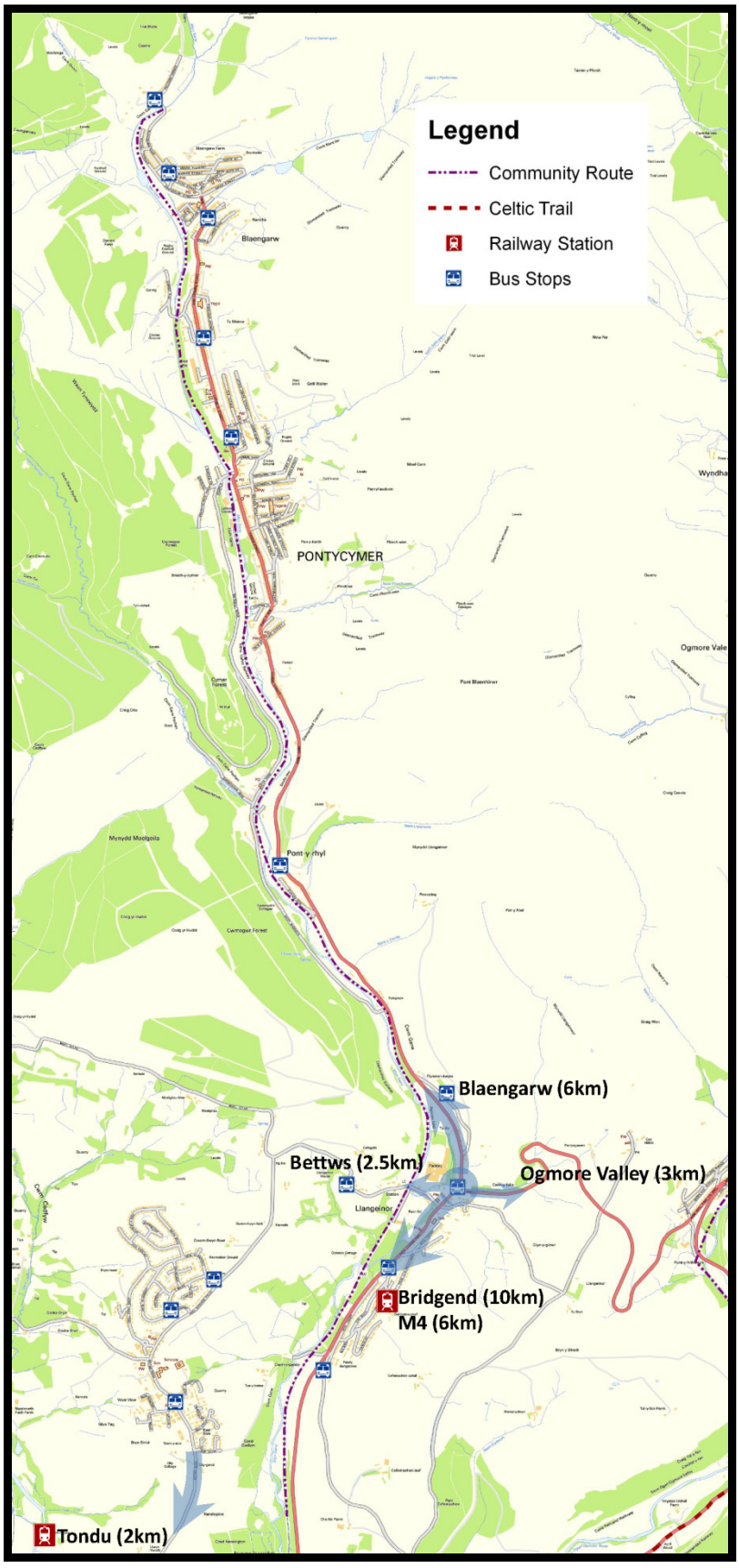
Table 21: Average Road Journey Time

Pontycymmer	Av. Road Journey Time
Bridgend	19mins
Maesteg	25mins
Pontypridd	34mins
Brecon	1hr 19mins
Swansea	44mins
Cardiff	38mins
London	3hrs 20mins

Source: www.aa.com/routeplanner

Journeys times indicate that the largest settlements in Wales (namely Cardiff and Swansea) are both within 45 minutes of the Ogmore Valley.

Figure 22: Transport Map

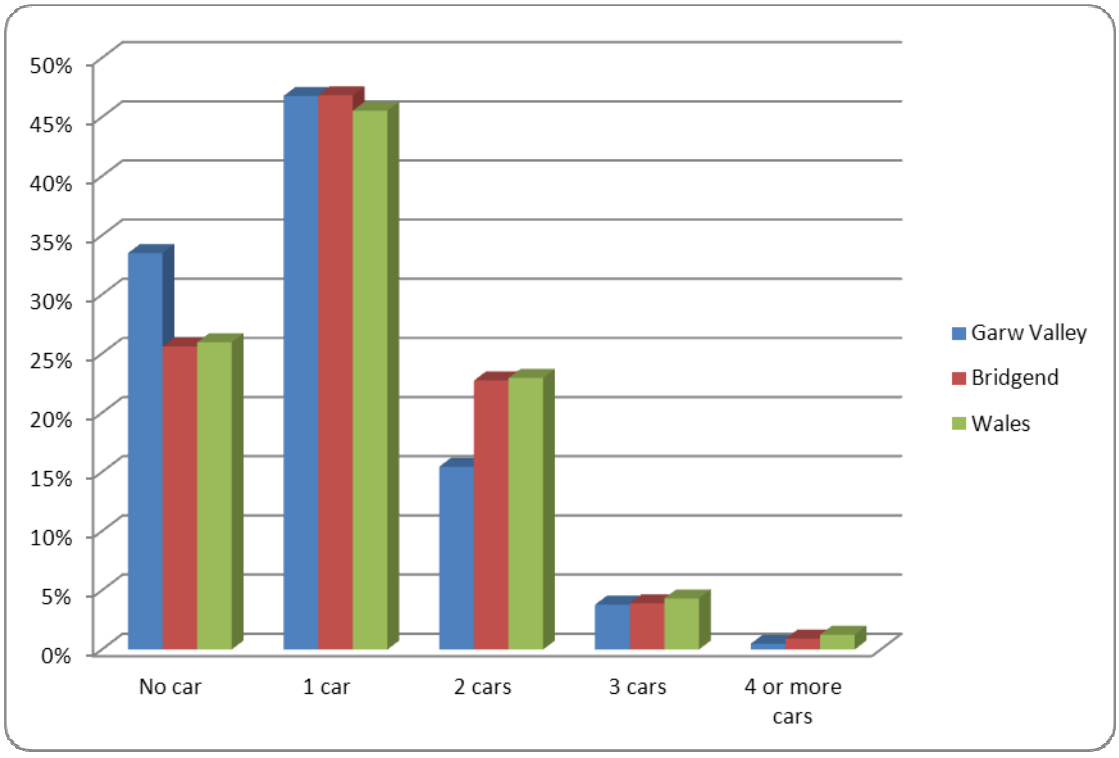


8.2. Car ownership

As indicated in Figure 23, the proportion of people who do not own a car within the Garw Valley is over 5% greater than the average for BCBC and Wales as a whole. Whilst the proportion with one car is broadly in line with BCBC and Wales figures, the proportion with more than one car is significantly lower.

These differences in car ownership indicate a lack of local mobility that might have significant implications for access to potential employment and access to wider services. The significantly lower proportion of residents with 2 or more cars could also indicate a lower level of disposable income in the Valley than the average for Bridgend and Wales as a whole.

Figure 23: Car Ownership



Source: National Statistics (Nomis: www.nomisweb.co.uk). Census of Population, 2001.
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8.3. Travel to Work

Show statistics for mode and distance travelled to work by residents within the Garw Valley, in comparison to BCBC and Wales as a whole.

The data reveals that a majority of residents in the Garw Valley travel to work by car or van (60.7%), although this is slightly lower when compared to the BCBC (64.7%) and Wales (71.2%) average. Conversely there is a significantly greater proportion of local residents travelling to work by 'Bus, Minibus or Coach' (8.2%) in comparison to BCBC (4.2%) and Wales (5.3%), reflecting the higher proportion of residents within access to a car.

The data also reveals that a higher percentage of people travel between 10km and 20km to work, whereas a lower percentage of residents travel less than 5km to work. The greater proportion

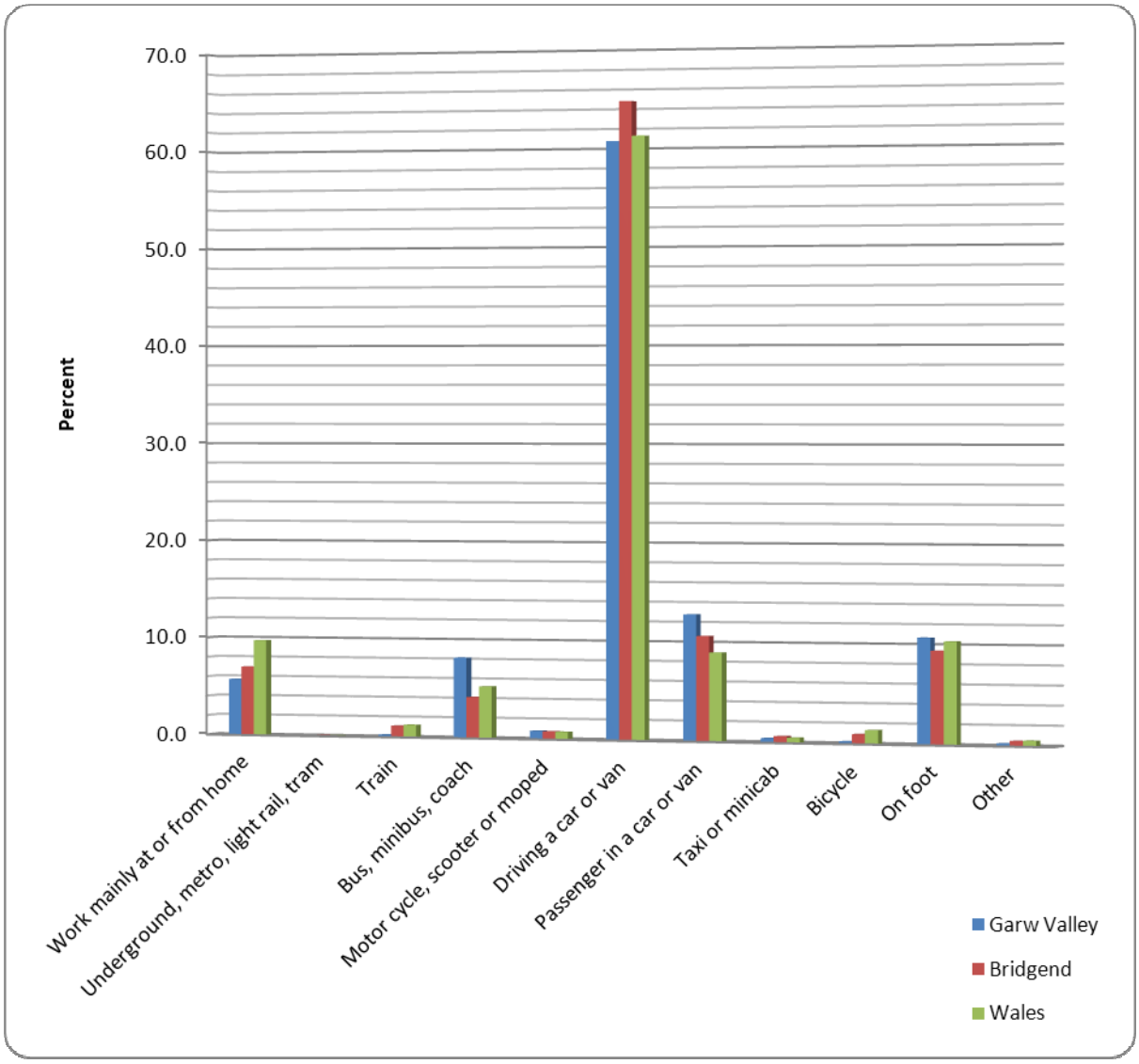
travelling further to work from the Valley highlights a comparatively narrow employment base within the locality and the reliance on larger settlements outside the valley for employment.

Figure 24 and Figure 25 show statistics for mode and distance travelled to work by residents within the Garw Valley, in comparison to BCBC and Wales as a whole.

The data reveals that a majority of residents in the Garw Valley travel to work by car or van (60.7%), although this is slightly lower when compared to the BCBC (64.7%) and Wales (71.2%) average. Conversely there is a significantly greater proportion of local residents travelling to work by 'Bus, Minibus or Coach'(8.2%) in comparison to BCBC (4.2%) and Wales (5.3%), reflecting the higher proportion of residents within access to a car.

The data also reveals that a higher percentage of people travel between 10km and 20km to work, whereas a lower percentage of residents travel less than 5km to work. The greater proportion travelling further to work from the Valley highlights a comparatively narrow employment base within the locality and the reliance on larger settlements outside the valley for employment.

Figure 24: Mode of Travel to Work



Source: National Statistics (Nomis: www.nomisweb.co.uk). Census of Population, 2001.
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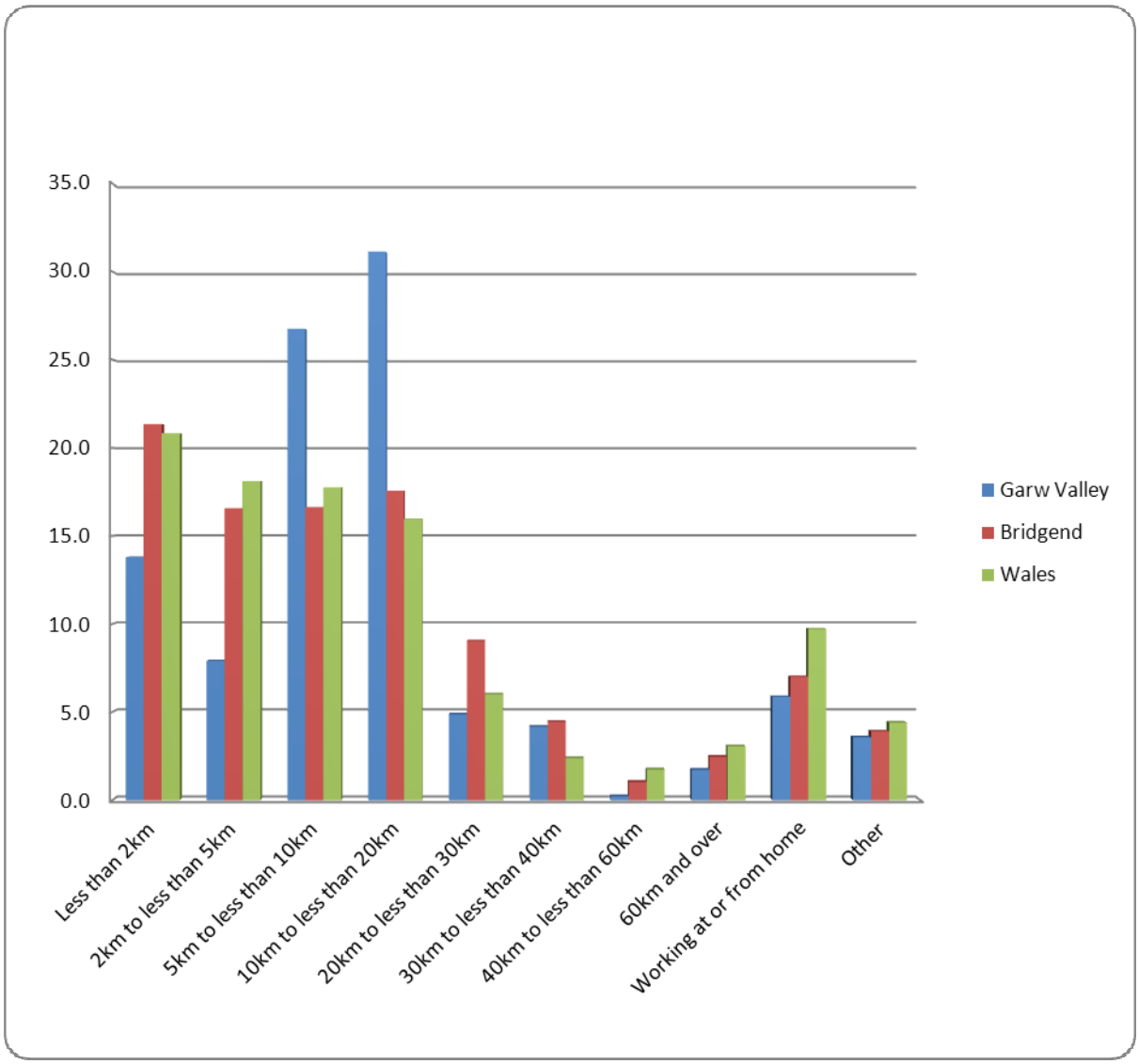
Figure 25: Distance Travelled to Work



Source: National Statistics (Nomis: www.nomisweb.co.uk). Census of Population, 2001.
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8.4. Sustainable Travel

Bus

The settlements of Llangeinor, Pontycymmer and Blaengarw appear to have a strong provision of local bus services. They are operated by both First Cymru and Veolia to include the main communities of Llangeinor, Pontycymmer, Blaengarw and Bettws. Services are generally every 20 minutes through the day. In both events and weekends, services are less frequent, running every 1 or 2 hours.

Table 22: Bus Service

Bus Operator	Bus Services	Frequency	Start/Finish	Stops Include

First Cymru	12	Every 20mins peak times, every hour in evenings	Bridgend/Blaengarw	Brynmenyn, Llangeinor and Pontycymmer
First Cymru	14	Mornings and evenings, hourly	Bridgend/Blaengarw	Bettws, Llangeinor, Pontycymmer
Veolia	16	Every 1.5 hours, day-time only	Bridgend/Blaengarw	Bettws, Llangeinor, Pontycymmer
Veolia	215	Hourly	Bettws/Bridgend	Sarn, once a day to Tondu and Aberkenfig

Source: www.traveline-cymru.info

Bus services are run fairly regularly throughout the Valley but are either less frequent or do not run at all on evenings and weekends. This, combined with a proportionately high number of residents without access to a car is likely to constrain access to services outside the local community.

With the exception of the 215 service runs through Tondu and Aberkenkig once a day from Bettws, there are no direct link bus links from within the area to the neighbouring Ogmore or Llynfi Valleys. This may constrain the potential for the promotion of inter-valley activities.

Rail

There are no stations within the Garw Valley however the following stations are in relative proximity of the centre of the Garw Valley.

Table 23: Rail Station Proximity

Station	Proximity to Garw Valley centre	Direct connections
Tondu	9km south	Bridgend, Cardiff
Bridgend	13km south	Cardiff, Bristol, London (East) Neath, Swansea (West)

Source: www.google.co.uk/maps

The lack of direct rail connections within the Valley could be regarded as a weakness but this is in part addressed by the strong provision of connecting bus services with Bridgend railway station.

Finally, in terms of rail travel it is important to acknowledge the aspirations of the Garw Valley Railway Company. It is based on the form Pontycymmer to Tondu railway line, for which much of the track remains. The line is single track, with potential station sites at Pontycymmer, Pontrhyl, Llangeinor and Brynmenyn. The Company hopes to restore passenger train services between Pontycymer and Tondu.

Travel Scenarios

In order to examine potential difficulties in using public transport, the following three scenarios have been developed:

Scenario 1: Blaengarw Resident employed at MacArthur Glen Retail Park, Bridgend.

Scenario 2: Young family of four (two adults, two children) living in Pontycymmer, taking a day trip to Cardiff Bay.

Scenario 3: Resident of Bettws, unemployed and without a car but has a job offer in Bridgend.

Table 24: Travel Scenarios

Scenario	Key Characteristics	Option 1: Drive (Return Cost/Duration)	Option 2: Public transport (Return Cost/Duration)
1 **Bridgend Employee**	Blaengarw resident, works in MacArthur Glen Retail Park Bridgend (9am-5pm), car owner.	£6.40 (40p/mile) *36 minutes*	£3.75 *46 minutes (has to arrive 17 minutes early and walk to Gilfach Goch)*
2 **Day-Tripper**	Young family of four living in Pontycymmer, day trip to Cardiff Bay on a Sunday.	£21.60 (40p/mile) *1hr 18minutes*	£25.50 (Family bus ticket: £12.50, Train ticket with family savings card: £13) *3hrs 40 minutes*
3 **Jobs Seeker**	Bettws resident, car-less, unemployed but has a job interview in Bridgend town centre	No car	£3.75 *22 minutes*

Presentation of local resident travel scenarios, highlight how, in Scenario 1, where the resident has the choice of transport modes, the bus option is significantly cheaper and takes only 10 minutes longer. This perhaps indicates the reason for a higher proportion of the resident population using the bus service to travel to work. In terms of Scenario 2, public transport is clearly prohibitive in terms of total cost and duration of travel – attractions in the wider area become completely inaccessible by public transport. For Scenario 3, a job seeker resident in Bettws can access Bridgend town centre relatively quickly, but the price of the bus ticket may be prohibitive.

Community Transport

Consultation has identified there is no formal community bus provision based in the Valley, however often use private firms based in the Ogmore Valley.

Ogwr Transport for the Elderly and Disabled (OFTED) provides on-demand community transport support for residents over 60 or somebody with a disability. The service is based in Bridgend in proximity to the Royal Hospital, and can be requested from throughout the local authority including the Garw Valley.

Consultation with OFTED does indicate community transport is in high demand in this area, most commonly used to link residents with the hospital or for shopping trips. The service has grown significantly in recent years and is currently running at near to full capacity. The business would like to expand further but is largely constrained by the size of their storage area for which they are currently trying to source funding to extend.

Accessibility by Walking and Cycling

A community route for both walking and cycling connects Blaengarw at the north of the valley to Brynmenyn south of the study area. This community route follows the disused railway line, and is an attractive route for walkers and cyclists passing important facilities to the community, such as the Garw Valley Leisure centre.

The Garw Valley area is also in relative proximity of strategic walking and cycling routes including National Cycle Route 4 (Celtic Trail) and the Sky to Sea and Ogwr Ridgeway walks.

Bettws contains an off-road link between the community and Bryngarw County Park to the South, but walking links north and north east towards the remainder of the Valley are limited.

The tightly packed, high density character of the built environment makes walking and cycling quite hazardous throughout the settlements. This is particularly evident in Llangeinor where the pedestrians' desire line to the local convenience store conflicts with the high speed traffic movements.

8.5. Consultation

Residents highlighted the need to improve walking and cycling routes substantially to encourage people to use more active travel options. In Bettws this was highlighted in the south of the settlement where there is a lack of walking and cycling paths, or they are of very poor quality and are not usable by members of the community. Residents in Llangeinor also identified that walking was not promoted enough within the local community, and suggested the development of a community access plan.

Within the settlement of Bettws and Llangeinor, comments also highlighted excessive vehicle speeds in these communities.

8.6. Key Issues

As a positive, the communities in the Valley are close to the M4 motorway and Bridgend town centre and have less than 45 minutes journey time to Cardiff, Swansea and Bridgend.

A high proportion of residents travel out of the Valley for work which is indicative of the narrow employment base locally. As there is a high proportion of residents without access to a car, particularly in Bettws, there is also a comparatively high proportion of commuters using local bus provision, but there are strong travel to work bus links in the majority of the Valley.

Communities in the Valley are close to strategic walking and cycling trails such as the Garw Valley Community Route for both walking and cycling, which creates another mode for travel to work.

8.7. SWOT

SWOT Analysis	
Strengths	**Opportunities**
• Less than 45 minutes journey time to Cardiff, Swansea and Bridgend. • Close to M4 motorway and Bridgend town centre. • A comparatively high proportion of commuters using local bus provision – strong travel to work bus links in the majority of the Valley.	• Development of walking and cycle linkages to the east and west of the valley. • Community travel plans to reduce private car use. • Establish network of local tourism routes • Develop cycle routes linking communities to wider Valleys Regional Park. • Potential tourism/commuter railway line link

• Availability of community transport provision • Garw Valley Community Route for both walking and cycling. • Proximity to strategic walking and cycling trails (Sky to Sea, Ogwr Ridgeway, NCR4) • Bus services for the Valley generally provide a viable alternative link with Bridgend	developed through the Garw Valley Railway Company. • Further investment in existing community transport providers to ensure availability and quality of service.
Weaknesses	**Threats**
• Strategic connections focus south – longer journey times to travel north of the Valley. • Lack of pavement provision between Bettws and Llangeinor restricts walking link between communities • High proportion of residents without access to a car, particularly in Bettws • A high proportion of people travel out of the Valley for work – indicative of narrow employment base locally. • No inter-Valley public transport provision with the exception of the 215 once-a-day-service. • Within Bettws, road layout on main road not well related to bus provision • No Sunday bus service for two of the four operators – others 1-2 hours • Difficulty using the Community Walking and Cycling Route for push chair users.	• Price of fuel could prohibit proposed reductions in public transport costs. • Highway widths could restrict the potential to develop cycle/pedestrian links

9. Social Environment

9.1. Local Services

The 'Geographical Access to services' domain ranks LSOAs according to their relative connectivity to key community facilities. The average time taken for every household in the LSOA to travel by walking or public services to the following community facilities:

- Food Shop;
- GP Surgery;
- Primary School;
- Post Office;
- Public Library;
- Leisure Centre;
- NHS Dentist;
- Secondary School;
- Transport Nodes

is one of the WIMD's contributory domains.

In terms of the access to services domain, Pontycymmer 1 and Pontycymmer 2 consider are both within the least deprived 10%, indicating the proximity of a number of community facilities. Remaining LSOAs (Llangeinor, Bettws and Blaengarw) are all between the 30% and 50% most deprived LSOAs. It can therefore be concluded that in relative terms, Garw Valley residents have good access to a broad range of community facilities. The following local services have been identified for the Garw Valley, split into both retail and community venues.

The following tables list local retail and community venues for each electoral ward area, followed by a brief analysis of provision.

Blaengarw	Detail
Retail	• Off-license • Sculpture Studio • Strand newsagents • Hair dresser
Community Venues	• Blaengarw Workmen's Hall • Cwm Calon Visitor Centre • Blaengarw Community Centre • See Figure 26 for specific sports/recreation venues

Pontycymmer	Detail
Retail	• Oxford house clothing • HSBC Bank • Station Shop Café • Co-operative Food store

	• Spar Food store • Kebab house • Chinese takeaway • Shoe shop • 2x letting agents • 3x hair salons • Post office • 12 vacant retail properties
Community Venues	• Garw Valley Leisure Centre • Conservative Club • The Squirrel Pub • Pontycymmer Rugby Football Club • See Figure 26 for specific sports/recreation venues

Llangeinor	Detail
Retail	• Post Office • Village Store
Community Venues	• Richard Price Centre • Calfaria Baptist Church • Mount Zion Baptist Church (Lluest) • Murco Garage and Shop (Lluest) • Green Meadows Pub (closed down but opportunity site) • Braichycymmer Hotel (drinking establishment) • See Figure 26 for specific sports/recreation venues

Bettws	Detail
Retail	• Bettws Service Station (Café and Petrol) • Odd Fellows pub • 2x food stores • 3x takeaway venues (Indian, kebab and fish and Chips)
Community Venues	• Bettws Life Centre • Bettws Library • Christina Fellows Church • Bettws Girls and Boys Club • See Figure 26 for specific sports/recreation venues

The overview of local community venues and local retail highlights that each community in the Valley has a distinctive collection of local services. Pontycymmer, despite an observed high number of vacant properties, represents the nucleus of service functions for the Valley. The largest food store is located on the edge of the high street which includes a collection of primarily independent

retailers. Retail serves primarily a local customer base but, as is particularly the case for oxford House Clothing in Pontycymmer, there is an observed growth in internet based trading.

The closure of the Green Meadows pub in Llangeinor and an apparent existing plight of the Braichycymmer in Pontrhyl indicate a decline in the focus of the pub as an important community function.

Despite this Pontycymmer has an important service centre function for the wider Garw Valley.

Pontycymmer's high street contains a number of A2 (Financial and Professional Services) functions. Evidence of previous retail units being used solely as residential properties.

There is clearly a strong provision of community venues. This study acknowledges the commissioning of BCBC's Four Site Feasibility Study (September 2009) for which a full rationalisation of existing community facilities and their role and function will be undertaken. An initial appraisal does however identify a varied level in the quality of provision.

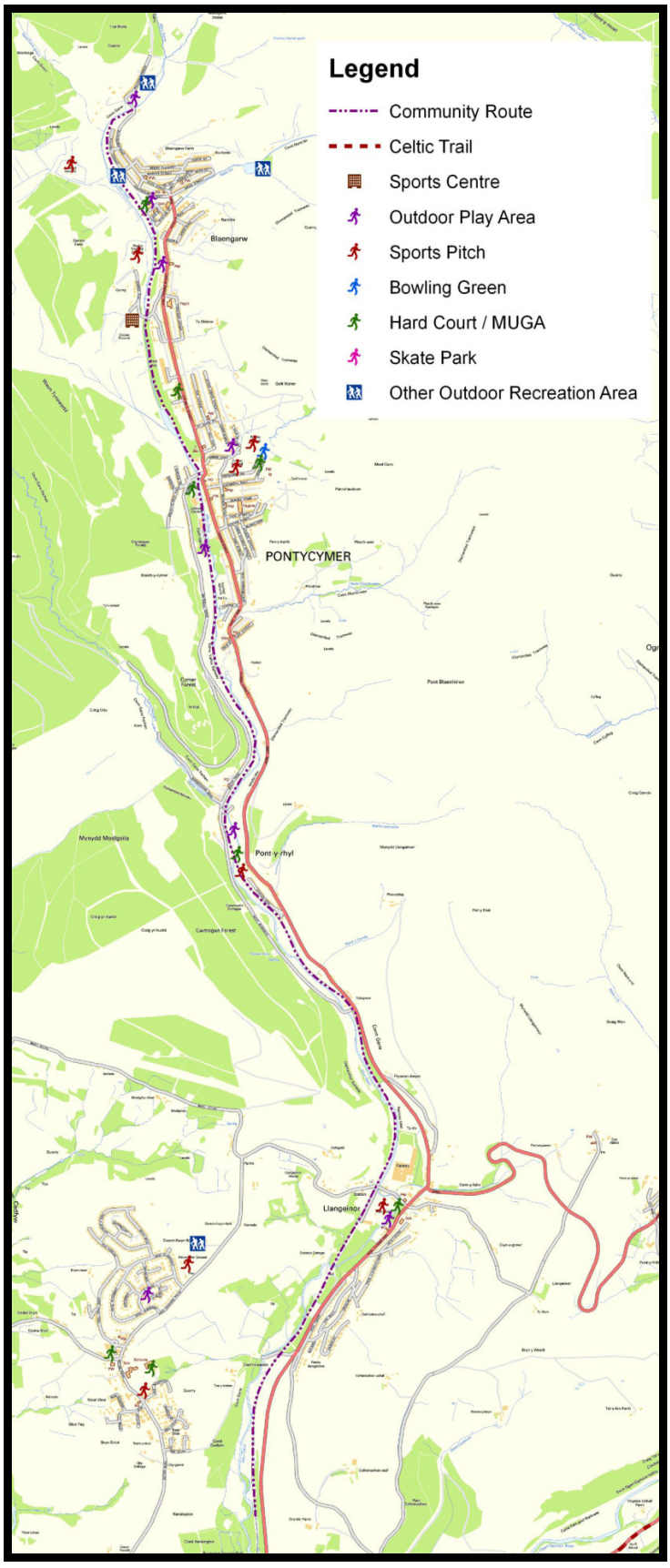
Garw Valley Leisure Centre

Currently approximately 42,000 attendances are recorded at the Centre each year, usage is predominantly on weekday, evenings. These would include access to the fitness gymnasium, various classes and courses in the activity studio, sports hall and outdoor training area, local club usage of these facilities, and various social functions. The Centre was fully refurbished in 2005 with the help of Sports Council for Wales grant aid funding. It is a condition of grant that the Centre will continue to be used for these purposes.

The Centres' location, and it proximity to outdoor leisure opportunities in the upper Garw Valley, including cycling, mountain biking, rambling and orienteering, mean it is well placed to develop a wider visitor appeal based on these attractions. It already offers limited cycle hire for the purpose of the Community Route, but in order to improve the vibrancy and viability of the Centre this role could be enhanced on a commercial basis and link with other developments of this nature within the Garw Valley. In particular creating a Visitor Centre 'hub' that would be linked by the cycle route to Bryngarw Park in the south of the valley and to Cwm Calon in Blaengarw in the north.

The future of the Garw Valley Leisure Centre is being considered as part of a 'Four sites Feasibility study' funded jointly by Bridgend County Borough Council, Reach – Bridgend's Rural Development Programme and Welsh Assembly Government.

Figure 26: Sports and Recreation Map



9.2. Community Safety

Crime statistics for the Valley indicate a net reduction in the number of crimes in the area. South Wales police statistics detailed in the following table, detailed the crime rate of the electoral wards in the Garw Valley, in comparison to BCBC. The table shows that the crime rate in the wards are significantly lower than the average for BCBC as a whole. The crime rate for the Bettws area is significantly higher than other areas of the Valley and, in terms violent crime, higher than the crime rate for BCBC. Also of note is a higher than average rate of vehicle crime in the Llangeinor area.

Table 25: Average Crime rate per 1000 people between August and October 2009

Area	Burglary	Robbery	Vehicle crime	Violence	Anti-social behaviour	All crime
BCBC	0.6	0	0.4	1.1	6.8	**5.2**
Bettws	0.6	0	0.3	1.4	6.7	**4.7**
Pontycymmer	0.3	0	0.4	0.7	4.9	**2.8**
Llangeinor	0.3	0	0.6	0.6	3.5	**1.8**
Blaengarw	0.4	0	0.2	0.9	5.3	**3.5**

Source: http://maps.police.uk/view/south-wales/

9.3. Community Views

Within Bettws and Blaengarw/Pontycymmer, rather than a lack of sports and recreation facilities, the local communities highlighted the need for enhancement of existing facilities. Common suggestions relate to the implementation of flood lights on sports grounds and improved maintenance of specific sports facilities.

Consultation with the community identified a lack of suitable local facilities, for example in Bettws, there was a consensus that more family based leisure facilities are needed. Residents within Llangeinor expressed interest for a one stop shop, which provides a range of services. Within Blaengarw and Pontycymmer, suggestion put forward were for the creation of a youth and arts centre and creation of community space.

Residents in Bettws commented on retail provision, and identified that the neighbourhood shops serve their purpose, however there is a gap in retail provision as there is no chemist or supermarket.

9.4. Key Issues

Residents in the Valley have good access to a broad range of community facilities, albeit a varied quality of those facilities. Pontycymmer has a clear role as the service centre hub for the whole Valley with a provision of basic facilities in other Valley communities. Crime rates for the Garw Valley are much lower than the average for BCBC as a whole. There is a noted lack of allotments within the Garw Valley.

9.5. SWOT

SWOT Analysis	
Strengths	**Opportunities**
• Good access to a broad range of community facilities. • Pontycymmer has a clear role as the service centre hub for the whole Valley with a provision of basic facilities in other Valley communities. • Crime rate for the Garw Valley is much lower than the average for BCBC as a whole.	• Allotment scheme proposed in Llangeinor • To develop the role of the Garw Valley Leisure Centre to broaden its market appeal and connect more with the outdoor environment. • Consideration of the Resident's and Tennant's redundant buildings report to consider venues for environmental enhancement and accommodating further community activity.
Weaknesses	**Threats**
• Varied quality of community facility provision. • Lack of allotments within the Garw Valley • Bettws is a pocket of higher crime rate in comparison to the rest of the Valley – figures are similar to BCBC as a whole.	

10. Tourism

10.1. Strategic Context

The Valleys have access to a wide range of strategies set out by the Welsh Assembly including: One Wales, the Rural Development Plan 2007-2013, Achieving Our Potential, Strategic marketing Action Plan 2007-2012, Cultural Tourism Strategy, and the Sustainable Tourism Action Plan. Each strategy has an overarching focus of improving the tourism and the quality of life in, while promoting the culture and heritage of, individual places and of Wales as a whole. At the same time, each strategy has a more specific focus on different aspects of tourism, some of which include: branding, quality products, facilities, staff, research, environmental responsibility, conservation, rural, diversification, and improving quality of life. Organisations also support tourism such as Visit Wales which encourages sustainable tourism and the development of the tourism economy based on the concept of "Centres of Excellence" and works alongside the Valley Regional Park project.

Sporting in Wales has been part of its culture for generations and as such can be an asset to develop tourism. Sports Tourism in Wales, a framework to ensure Wales is recognised as an international sports tourism destination, could be a vital strategy for the Valleys region of BCBC considering current interest such as football and mountain biking, the diverse terrain, and opportunities for building sports centres.

Additionally, tourism partnerships in the area such as Capital Region Tourism (CRT), the Regional Tourism Partnership serving South East Wales, have put together programmes, support and research. For example, CRT has put forth two strategies potentially benefiting the Valleys of BCBC including the South East Wales Tourism Action Plan (2008-2011) and the Events Strategy for the Valleys. The Tourism Action Plan promotes local economic prosperity and community well-being and involvement while striving to minimise tourism impact and protect natural heritage and culture. The Events Strategy aims to support more events linked to outdoor adventures and to create clusters of activity.

A specific focus on the Western Valleys is outlined in the Strategic Approach to Development where research on the potential scope of the area will help to provide a regeneration focus on communities that will include the Llynfi, Upper Garw and Ogmore Valleys of Bridgend.

More locally, strategies have been produced by partnerships and councils. The Local Development Strategy, Bridgend Rural Partnership 2007 presents a vision for rural development and introduces individual eligible wards, with a specific focus on the geography and demographics of the Garw Valley which is the proposed pilot area for the strategy. Bridgend County Borough produced a Bridgend County Tourism Strategy 2002-2006 in which new aims and objectives were laid out including developing and encouraging tourism which is of benefit to both visitors and locals. The strategy also sets out action points to help address the lack of accommodation within rural wards and annual research completed by the Tourism unit. Additionally, the Public Rights of Way Section of Bridgend CBC have produced Waymarking the Future which is a plan identifying, prioritising and planning improvements to the local RoW network and shows how the Council will provide for walkers, equestrians, cyclists, blind and partially sighted persons and others with mobility problems. The Dyffryn, Llynfi and Porthcawl Railway (DLPR) Heritage and Access Strategy puts forward a plan for interpretation of the industrial history of the Bridgend area. Finally, the Garw Valley Mountain

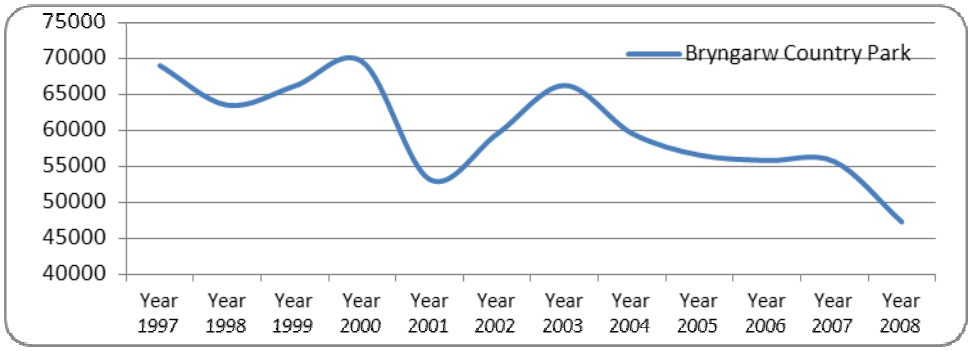
Bike Trails Initial Study reviewed existing provision for cyclists and made recommendations for future care of existing and new trails.

Current projects in BCB include a Valleys Regional Park Action Plan/Convergence bid which provides an opportunity for organisations which currently provide resources to work collaboratively, cross sector and cross boundary to create a regional focus.

Garw Valley

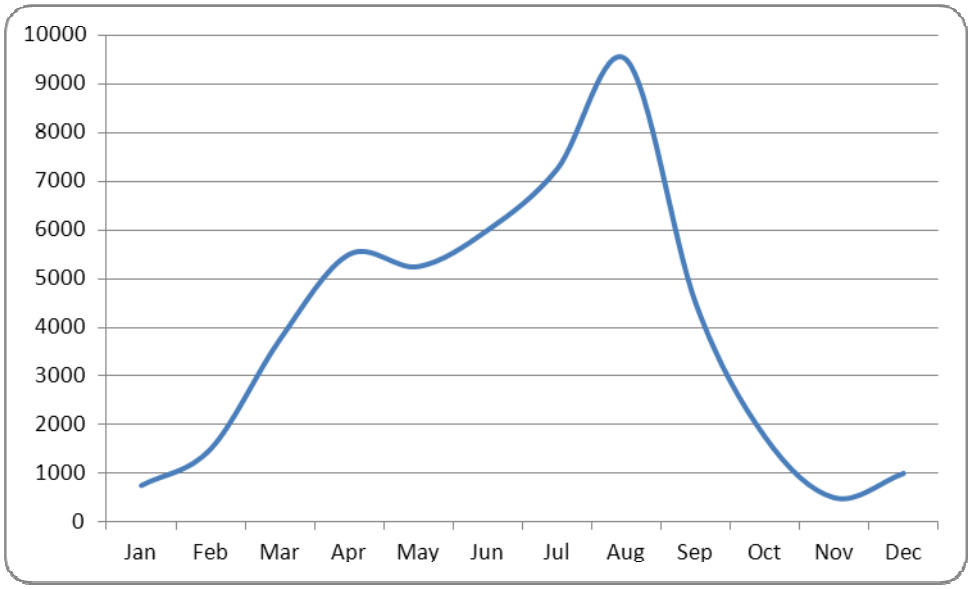
Within the Garw Valley tourism numbers have continually decreased year on year since 2003 as seen by Figure 27 indicating a lack of interest in the region. The most popular time to visit the Valley in 2008 was in August as shown in Figure 29, although in the recent past early spring, i.e. April, has also been a popular time to visit.

Figure 27: Total Tourism Population, 1997-2008



Source: Scarborough Tourism Economic Activity Monitor (STEAM)

Figure 28: Tourism Population by Month, 2008

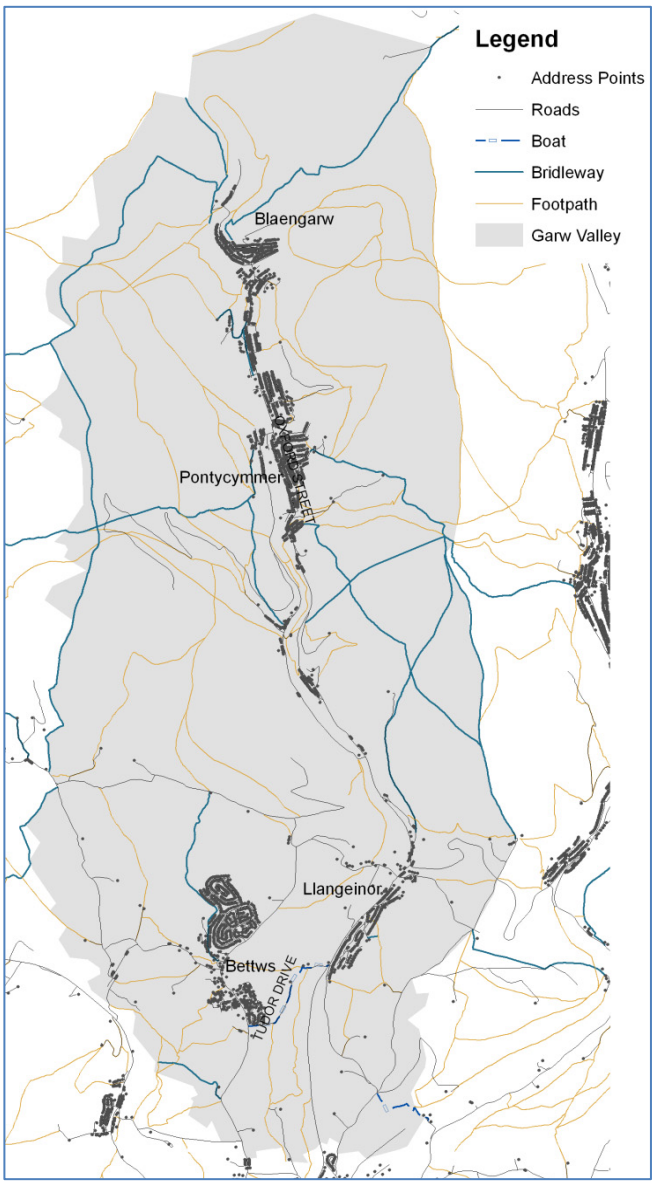


Source: Scarborough Tourism Economic Activity Monitor (STEAM)

Attractions in the Garw Valley

Existing tourism, identified in the July 2009 *Rural Tourism Product Research*[12] report, include: "*Some instances of good practice do exist, e.g. community-based development at Blaengarw; good pubs such as the Llangeinor Arms and Llangynwyd Old House (the oldest pub in Wales?); the potentially excellent network of walking and cycling paths; and examples of creative rural diversification, e.g. Lakeside Farm Park.*"

Figure 29: Garw Valley Outdoor Recreation Trails



Source: Ordinance Survey Master Map, Street View Data, Crown copyright (Bridgend County Borough Council license)

Landscape quality in the Garw Valley is diverse, ranging from forested areas to open countryside. The most significant feature in the Valley is Garw River, which runs the entire length of the valley and has a series of pools for fishing. The Valley is defined by steep inclines on both sides and at the top near Blaengarw. Because of the unique topography, the Valley is essentially a large cul-de-sac (or small box canyon), making travel in and out of the valley more difficult. However, the landscape provides a unique environment for outdoor recreation, such as cycling, walking, fishing, and equestrian are all popular and feasible in the Garw Valley. As seen by Figure 29, many trails in the Valley are easily accessed from the rural communities and local the road network.

The Garw Valley Community Route is a 14 mile (22km) starting at Bryngarw Country Park, north of Bridgend, and ending north of Blaengarw. There are many small circles within the route enabling recreationalists to explore the communities as well as the surrounding countryside. These routes include meadows and woodland, wildlife such as woodpeckers, buzzards and ravens, historical mining sights, and spectacular views.

Mountain biking is the UK's fastest growing outdoor sport, and the Garw Valley has recognized this. Blaengarw Community Council commissioned Back-on-Track to conduct a study of current trails in the Valley in 2009. The study aimed to understand the scope of mountain biking possibilities within the Valley including conditions of current trails and options for potential new trails to be graded in a similar fashion to ski slopes. Conclusions of the study indicated that making the Garw Valley a

[12] *Rural Tourism, Product Research* (July 2009). A report by Letha Consultancy in association with Can Do Team, Gareth Kiddie Associates and Dr. Geoff Irlam. (on behalf of Reach, Bridgend Rural Partnership).

mountain bike hub would be difficult as existing trails are quite poor. The management, waymarking and signage, and user conflict that would arise in the Valley make the project high risk. However, the Valley does have the potential to be a first class mountain bike destination considering its natural assets and geology.

Other opportunities for informal recreation include the Celtic Trail and Valleys Community Routes and organised events such as the Ogmore Valley Wheelers and the Dragon Ride Wales race event. The Garw Valley also offers fishing at the lakes at Blaengarw.

Assets in the Garw Valley

For a small region, the Garw Valley offers many options for lodging, eating out, and pubs, as shown in Table 26. However, options are limited within each community. For example, Llangeinor does not appear to have any readily available places to eat except for pubs and hotels. None of the following places for lodging are listed on the Visit Wales site.

Table 26: Garw Valley Amenities

	Lodging	Food & Drink
Blaengarw	Blaengarw Hotel	Golden Valley Blaengarw Hotel
Pontycymmer	The Squirrel Hotel Braichycymmer Hotel Ffaldau Arms Hotel	Waunbant Fish Bar Station Café New Town Chinese Ricardos The Royal Hotel Ffaldau Arms Hotel Wellington Pub
Llangeinor	Braichycymmer Hotel Cae Abbot Farm Cottages Llangeinor Arms	Braichycymmer Pub Greenmeadow (recently closed down – vacancy – opportunity)
Bettws	Currently none, but looking to develop at Bettws Boys and Girls Club	New Town Chinese Takeaway (top side) Fish and Chips (top side) Kebab House (bottom side) The Oddfellows Arms

Source: Google Earth, Google Maps (http://maps.google.com/), Pubs in the Area (http://pubsinthearea.ukvillages.co.uk/), 'Places to Stay' search engine on the Bridgend Tourism website[13]

In the *Rural Tourism Product Research* report, face-to-face consultations were undertaken with local residents, out of which it was discovered that there were many assets in the Valley to attract tourists.

Interest	Asset
Attractions	• Parc Calon Lan - Community Woodland & Park, Blaengarw • Pit Head Markers – Mining memorials, Blaengarw • Merlin's Magic Workshop - Harp-maker & inventor, Pontycymmer

[13] http://www.bridgend.gov.uk/english/tourism/

Activities	• Fishing lakes – Blaengarw • Vetz Snooker Club - Pontycymer • Clay Pigeon Shooting – Garw & Ogmore Valleys
Catering / hospitality	• Creation Café & Catering - Blaengarw
Churches and Chapels	• Medieval churches e.g. St. Cein's - Llangeinor, St Tyfodwg's – Glynogwr, St.James' – Pyle, St.Cynwyd – Llangynwyd, St.David's - Bettws
Heritage interest	• Early Christian / Celtic heritage sites e.g. Site of last battle between Celts & Normans above Blaengarw • Mining heritage - pit-head markers & regeneration schemes e.g. at Parc Calon Lan, Blaengarw • Cultural heritage e.g. Gwalia Stores – now housed in St.Fagan's, Workingmen's Halls e.g. at Blaengarw
Events and traditions	• Summer carnivals e.g. at Blaengarw & Bettws
Rural activities	• Country pubs e.g. Old House Inn Llangynwyd, Llangeinor Arms
Scenic beauty and natural interest	• Tranquil riverside environments in valley bottoms
Other	• The Garw Valley Railway 'The Garw Valley Railway' in the Garw Valley • Film set locations e.g. Very Annie Mary, The Proud Valley – Garw Valley

10.2. Community Views

During the consultations in the *Rural Tourism Product Research* report, ideas and projects were identified. The Valley communities lack accommodation and in response to this the community of Blaengarw is hoping to reopen the Blaengarw Hotel.

In an effort to attract visitors to the area, as well as maintaining the heritage of the Valley, Creation[14] is working on the reinstatement of the historic Garw Valley Railway to initially run between Pontycymmer and Bryngarw. There is possibility of further extensions on this railway, connecting it to larger hubs, in the future. Creation is also working to put together a holiday let programme in the Valley, introduce a 'real food' shop in Katie Street, and build visitor facilities and new skate park at Parc Calon Lan.

One noted lack in the Valleys was activities to meet the needs of young people coming into the area. Discussions and planning are underway for the Mynydd Carn Adventure Centre. There is a clear opportunity to develop outdoor activities such as the already planned development of novice mountain biking and skills sessions in the Garw Valley.

The Community Routes and the Celtic Trail are current networks already in place and these should be utilized. Development of facilities and services at 'hubs' such as Bryngarw Country Park and Blackmill where Community Routes link to the Celtic Trail, is required to further cultivate tourism in

[14] The Creation Development Trust, based in the Blaengarw Workmen's Hall, aims to build a better future in the Valley through entertainment, education and enterprise while undertaking regeneration in the economy, the environment, facilities and services, and the spirit of the Valley communities. (http://www.creation.me.uk/)

the area. Interchange points where visitors can safely leave their vehicles, should be created, to which visitors are signposted, to join the cycle routs at interesting points.

New projects in the area are underway. For example, café and toilet facilities are being developed by Communities First in the Pavilion at Llangeinor.

Marketing is key in the development of a tourism industry in the Valley. Finding information about the Valley is difficult. A quick internet search showed that, the nearest tourist information centre, according to Google Maps, to the area is at the Wales Designer Outlet, Bridgend; approximately four miles south of Blackmill. According to the Bridgend Tourist website[15], there are two Tourist Information Centres to service all of Bridgend County Borough, one at Porthcawl and the other at the Bridgend Designer Outlet, and one Visitor Centre at the Bryngarw House.

In relation to the community routes and trails already in place, promotion of new routes and missing links such as the Garw Valley Community Route should be undertaken.

Finally, and quite importantly, an identity for the Valley through promoting it as a 'Gateway' and giving it a brand such as "the Alps on your doorstep" would increase visitor frequency.

Figure 30: Garw Valley Tourism Word Cloud

Whilst the Garw Valley is a dead-end-valley, the top portion offers a fair amount of tourist draw. The Garw Lakes in Blaengarw provide opportunity for fishing, walking, and biking while promoting the cultural heritage of the area such as the old pitheads. Whilst the Garw Lakes do have a small visitors centre, plans to develop the centre further are being undertaken. Those involved have also discussed a pithead marker trail and making the Lakes a mountain bike hub. Connecting Blaengarw and Pontycymmer is the Garw Valley Railway, which boasts a historic steam train. It is expected that the line will link into Tondu and there are plans to develop the line and facilities further as well as build connections with other communities. Tourist accommodation has been addressed to some extent in the Valley. The Blaengarw Hotel has received a TIG grant to help in its restoration. However, it has been addressed that there needs to be further research into accommodation as well as the development of food offer. Blaengarw and Pontycymmer residents would also like to see the communities become more walker and

[15] http://www.bridgend.gov.uk/web/groups/tourism/documents/marketing/001794.hcsp

biker friendly.

Further south, out of the valley, is the "*Gateway into Garw*", more commonly known as Llangeinor. The most significant attraction according to residents is the community's connection with 18th century philosopher and financialist Richard Price whose writings were instrumental in writing the American Declaration of Independence. Llangeinor now hosts the Richard Price Centre which is considered to be of particular interest from American visitors. The community also features the Llangeinor Church which is a distinguished landmark. Being on the community route, Llangeinor has huge walking and cycling potential – "*the community can play a component part of a wider tourism offer in the Valley*". While Llangeinor does have bed and breakfast accommodation and camping/bunkhouse accommodation further north, there is also a potential opportunity for cycle-friendly accommodation at Green Meadows.

Bettws is located at the bottom of the dead-end-valley and as such has a different set of issues and opportunities regarding tourism. The community has opportunity for walks and trails as well as links through the Garw Valley. It was recommended that research should be undertaken on the "*possibility of a cycle path link from Bettws progressing up [the] Garw Valley to Blaengarw*". Bettws also has an opportunity to align itself with Bryngarw Park and House, an estate situated in over one-hundred acres of country parkland featuring four star accommodation and Taste of Wales cuisine. During consultation, the bunkbarn proposal was addressed. This non-serviced accommodation could be something for youth, such as a Boys and Girls Club, to utilise and could also be made available to visiting the area as it is not far from the Valley in terms of outdoor recreation such as walking and cycling. However, whether or not Bettws can embrace tourism is an issue to consider bearing in mind its location and current offer.

10.3. Key issues

There were two key issues which were derived from research on tourism in the Garw Valley. The first was determining if the Valley should be a destination or a place to live. Can the Valley support tourism as its main industry? If so, then it might be a viable option. If not, then the Valley provides an excellent place to live, drawing families from Bridgend with its rurality and community led lifestyle. There is also the risk of investing in tourist attractions, i.e. mountain biking and the steam rail, and then failing to draw the necessary visitors to make the attractions viable.

10.4. SWOT

SWOT Analysis	
Strengths	**Opportunities**
• GARW Lakes – fishing • Reasonable accommodation • Valley Film location • Garw Valley – attempts to show local interest • Valley Landscape	• Blaengarw – activity destination • Bike trails – recreation • Potential for non-serviced accommodation • Film links with Valleys and Dragon Studios • Heritage railway line • Dr Richard Price Connection • Storytelling
Weaknesses	**Threats**
• Bryngarw County Park and House – visitor numbers are declining • Poor existing trail network	

- Weak infrastructure and product
- Lack of integration

11. Culture

11.1. Context

The South Wales valleys such as the Garw became a symbol of the whole of Wales for many foreign people and people in the other countries of the United Kingdom alike. Some visitors to other parts of Wales are surprised when they do not find coal mines and terraced housing. The valleys do, however, contain a large proportion of the Welsh population and remain an important centre of Welsh culture, despite the growing dominance of Cardiff.

As part of the local culture, rugby union is very popular with clubs in Blaengarw and Pontycymmer. Football is played at Bettws, Llangeinor, Pontycymmer.

The geographical shape of the valleys in South Wales have a direct effect on culture. Many roads stretch along valleys connecting the different settlements in the valley. In the case of the Garw Valley, it is a cul de sac valley with no connection into the Afan Argoed valley of Neath Port Talbot County Borough Council. This tends to create a culture that contains communities and in a positive way a unique sense of place. In doing so the valley is a series of villages and towns that creates the Garw Valley with Llangeinor, Pantygog, Pontrhyl, Pontycymer and Blaengarw at the head of the valley. Bettws sits on an outlying spur above the Garw and Lynfi valleys.

11.2. Strategic Review

Bridgend County Borough Council's mission statement for arts and cultural activity is to "Increase the number and range of people experiencing the arts through access and participation and to further opportunities across a wide range of art forms which will enrich, educate and provide enjoyment.' It aims to:

- Develop a sound arts infrastructure through encouraging and supporting best practice in the arts
- Encourage social and economic regeneration
- Develop a centre of artistic excellence
- Promote cultural diversity

Reach's Rural Tourism Product Research undertaken in July 2009 by Letha Consulting identified that cultural tourism is a growing sector, and the rural wards of Bridgend are "*awash with potential product which if developed and packaged appropriately could form the bedrock of the rural offer*". The report identifies areas for development from "*folklore to film sets, poets to politicians, prehistory to pit head markers, there is wealth of opportunity out there, and some strong community players are already identifying culture as an economic driver".* Within the Garw Valley the study identified the summer carnivals at Blaengarw and Bettws and the Llangeinor Hunt, held on Boxing Day.

11.3. Activity

There are a number of groups in the Garw Valley that are prominent in cultural activities. These are described below:

- Valley and Vale Community Arts is based in an old chapel in the ex-mining village of Bettws, South Wales. They have been working in South Wales since 1981. They came into the Garw Valley to work with the local community during the miners' strikes, offering Community Arts

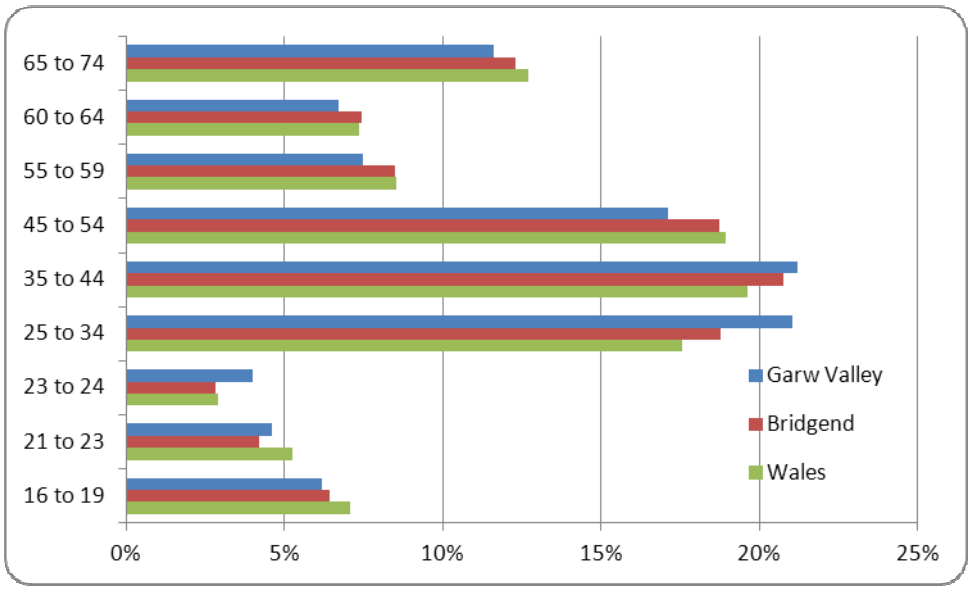
as an effective way for local people to document their lives at a time of huge socioeconomic change. The organisation is a Community Arts for Development Charity. They prioritise working with people and communities who are often marginalised, vulnerable or at risk. They have a good reputation for our innovative and creative Community Arts processes, projects, products and performances. In terms of local activities they create and deliver tailor-made Community Arts workshops, training programmes and projects in dance, drama, forum theatre, film, animation, photography, visual arts, digital arts, music, multimedia and design.

- Blaengarw Workmen's Hall. Originally built in 1893 and opened 5th March 1894, Blaengarw Workmen's Hall is a monument to the resourcefulness and commitment of the men who worked at the coal face in the mines of Blaengarw. Each contributed two pence a week from his wage packet towards the construction of a building which would house their academic, creative and cultural aspirations. At a grand cost of £3400, it held a well-stocked library and reading room, cinema and theatre, and soon became the main focus for community activities, sporting events and meetings of every description. The Hall in managed by Creation Development Trust is a social enterprise and a community development project rolled into one successful and creative organisation. Creation has developed and built a series of social enterprises, projects and events that have made regeneration a reality for this ex-mining town. Blaengarw Workmen's Hall comprises a 250 capacity auditorium with a stage and licensed bar, a childcare room, a dance studio, a training suite with 10 pc's, offices and various general-purpose rooms. The premises are suitable for a wide variety of activities and events, reflected in our wide ranging classes and entertainment programmes. Activities include stand-up comedy, live music, theatre, film screenings, showstoppers cabaret and tribute nights, bingo, tea dances, under 11's discos. Black River Arts are a youth organisation based at Blaengarw Workmen's Hall, organising regular gigs and jam nights at venues within the Garw Valley and beyond. B.R.A. also provides opportunities for local musicians to record demos and provide live sound workshops and other activities.

11.4. Language

The number of welsh speakers within the Garw Valley in 2001 is higher than Bridgend County Borough and Wales between the ages 21 and 44 which is result of primary and secondary school teaching of the language within welsh medium schools. Older age cohorts show that whilst welsh is spoken, it is lower than the Bridgend and Welsh average, which is due to a lower proportion having access to learning welsh in school.

Figure 31: No of Welsh Speakers by Age Group, Garw Valley; Bridgend and Wales, 2001



Source: National Statistics (Nomis: www.nomisweb.co.uk). Census of Population, 2001.
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11.5. Community Views

Figure 32: Garw Valley Culture Word Cloud

Residents often discussed sports and recreation as part of their daily lifestyle. There was a distinct concern for the youth and their access to recreation facilities as well as sports opportunities.

It was also felt that the 'café culture' was of particularly importance for the communities in the Valley as many gatherings, events, and day-to-day social gatherings happened in café's.

The Celtic heritage was mentioned in particular in the Garw Valley in relation to the churches and ancestral heritage.

11.6. Key Issues

There a number of key facilities that accommodates cultural activities within the valley, which are mainly run by community/voluntary groups. These provide key services and venues for communities and organisations in culturally based programmes. The key challenge for the valley is to present its local cultural distinctiveness through various media and facilities that are accessible to visitors and the local community through local interpretation, promotion of cultural events within local village venues. There is also a need to develop an identity and experience that visitors respond to in terms of industrial heritage and culture, local folklore and stories and a general openness for people to engage with valley life during their stay. The other key issue is the need to provide managed space for local groups and organisations that is multi-functional and dynamic in terms of changing needs and fashions.

11.7. SWOT

SWOT Analysis	
Strengths	**Opportunities**
• Strong community organisations providing cultural resources and activities • Welsh language has a greater dominance • Strong sports clubs that have a cultural tie to the valley	• Some key cultural stories that need to be promoted and told through the valley and linked into the wider cultural tourism product
Weaknesses	**Threats**
• Poor condition of some community venues and ongoing running costs	• Loss of cultural identity if activities, events, festivals and initiatives are not maintained

12. Natural Environment

12.1. Physical Environment

The WIMD 2008 includes a contributory domain which considers the physical environment which compiles air quality, air emissions, flood risk and the proximity to waste disposal and industrial sites. This compilation of statistics are considered an adequate assessment of the environmental factors which may impact on quality of life. All of the LSOAs within the Garw Valley are within the 50% least deprived in the country.

The commercial centres of Blaengarw and Pontycymmer do not have conservation area designations, however are considered to have a high quality built environment- with a number of buildings of high architectural quality. This environment is attractive to people undertaking shopping and using local services.

Like the Ogmore Valley, the Garw is surrounded by steep vegetated hillsides which are designated with the Adopted UDP as a Strategic Coalfield Plateau, which affords importance to the quality and character of this natural environment, and similar to the Ogmore Valley, the Garw faces increasing pressure from development of wind farms.

To the North East of Blaengarw is a heavily wooded area owned and managed by the Forestry Commission. Anecdotal evidence suggests that this woodland is not being used to its full potential for recreation- this is perhaps evident with the absence of any formal car parking area by the woodland.

To the east of this woodland, are wooded valley areas- not managed by the Forestry Commission. This area contributes to the natural landscape, but is being used by off road motorbikes, which is not only of detriment to the amenity of nearby residents (noise), but this activity is causing soil erosion.

To the southern part of Blaengarw is lake, which is used for recreational activities such as fishing. This area has attractive landscaping and enhances the environment of the area.

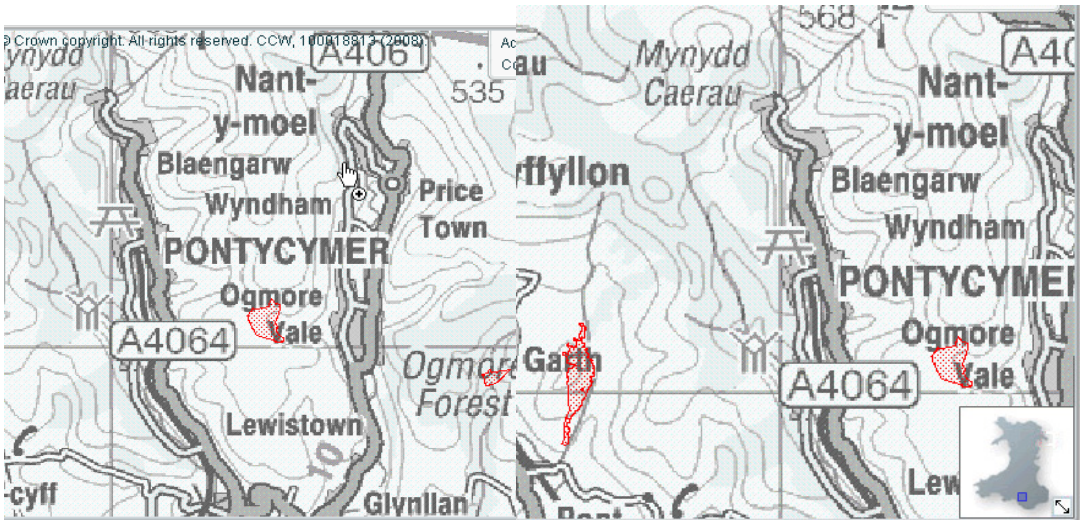
- Investment in notable buildings which have rundown appearance - but are still in business use (pub in Blaengarw on corner)
- Programme of management/community ownership of surrounding landscape - control activities taking place

Designations

There is only one environmental designation within the Garw Valley, on the border between the Garw and the Ogmore Valley areas: Cwm Cffog (Site of Special Scientific Interest, SSSI Code 157) This is regarded as an opportunity as it is not likely to constrain the development of potential recreational trails networks in the environment.

The Garw Valley is surrounded by steep vegetated hillsides which are designated within the UDP as a Strategic Coalfield Plateau. This affords the importance to the quality and character of this natural environment.

Figure 33: Lakes



Source: CCW 2008

- Provide quality environments in which people want to live and work. A programme of targeted improvements prioritised on the basis of projects contribution to integrated employment, transport and housing mix building on major towns and principal villages in the Western Valleys including Neath, Maesteg, Ammanford/Cross Hands, Pontardawe/Clydach
- Brown field site regeneration for innovative and new uses in line with community expectations
- Village Centre Streetscape Enhancement including commercial premises improvement
- Llangeinor – UDP historic place of interest.

Flooding

Flooding is an important issue, and is high on the agenda of both WAG and local authorities in Wales. It is the intention of National and Local planning policy to reduce the risk of flooding.

In the context of regeneration and development, it is vital to understand where areas at risk of flooding are, as it will influence where development occurs.

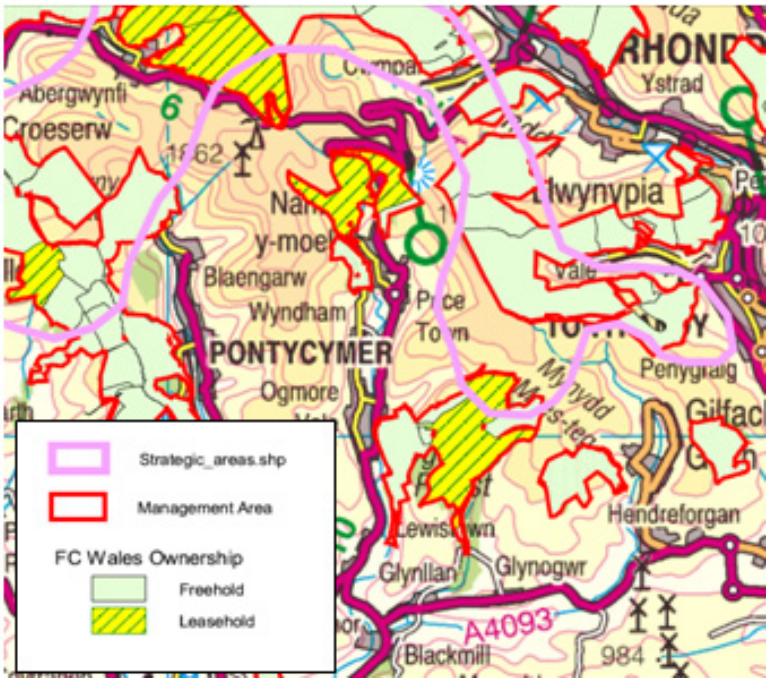
Flood risk maps produced by the Environment Agency reveal that the area of high flood risk does not encroach on existing and proposed development areas.

12.2. Renewables

The emerging LDP for Bridgend identifies that there are increasing pressures from wind farm developments on the steep sided hills surrounding the built up areas. Wind farms are often controversial and consultation with the community revealed a divided opinion on their relative merits or demerits.

As Figure 34 identifies, one of the seven Strategic Search Areas for wind farms in Wales referenced in Technical Advice Note 8: Renewable Energy, is in proximity to the northern part of Blaengarw in the Upper Garw Valley.

Figure 34: Wind Farm Strategic Search Area Map



12.3. Community Views

Community consultation revealed the importance of the physical environment within the local community. Within the Garw Valley residents highlighted the importance of projects, such as the creation of community gardens and improved participation in the use of allotments.

Within Bettws, residents raised concerns over flooding, and the implications for the use of certain land within the settlement.

Concerns of regarding the general state of the environment were also raised by residents, the lack of bins and dog fouling were identifies as issues affecting the environment.

12.4. Key Issues

While some residents felt it, flooding is not an issue for existing and proposed development.

The Valley boasts a high quality natural environment validated by WIMD 2008 Physical Environment Domain.

There is an absence of any mineral protection areas (subject to Minerals Mapping of 2010) facilitates development opportunities as well as an absence of any environmental protection areas facilitates development opportunities.

12.5. SWOT

SWOT Analysis	
Strengths	**Opportunities**
• Flooding not an issue for existing and proposed development • High quality natural environment validated by WIMD 2008 Physical Environment Domain. • Absence of any mineral protection areas (subject to Minerals Mapping of 2010) facilitates development opportunities • Absence of any environmental protection areas facilitates development opportunities	• Forestry Commission Land ownership provides potential additional funding opportunities to encourage community use of the natural environment. • Proximity of the SSA could be an opportunity to develop a community owned renewable energy scheme. • Delivery of Environmental Improvements as referenced in the Landscapes Working Action Programme for BCBC. This includes Ffaldau Industrial Estate, Garw Fechan, Pont-yr-hyl and the entrance of Bryngarw House and Country Park.
Weaknesses	**Threats**
	• Proximity of SSA could generate adverse environmental impacts such as shadow flicker, noise disturbance damage to visual impact.

13. Key Themes

Demographic Profile

The Garw Valley has experienced population growth over the last decade with a large number of young families. This can lead to negative effects on the Valley such as over population in schools for a short period of time. This population may also create an over stimulus of the economy only to relocate in later years.

- Stable resident population: outflow reduced
- Lack of residential care home provision
- Older cohorts of people leaving area
- High birth rate may impact on service provision

Health

In the Valley there was a low proportion of residents who perceived themselves to be in 'Good Health'. Bettws should be of particular focus as the community has comparatively poor levels of health (ranked 23rd most deprived in WIMD 2008 health domain).

- There were a significantly higher proportion of residents with limiting long-term illness in the Valley in comparison to BCBC and Wales.
- A strong range of healthy living initiatives currently pursued both strategically and locally.

Whilst there is a strong provision of primary health care in Pontycymmer, Llangeinor and Bettws, proximity of hospitals was a concern for residents in the Valley. Pontycymmer also provides a health hub for the Valley with the greatest range of local health facilities. The Valley has strong provision of park and recreation facilities for outdoor activities, most notably the Garw Community Route, as well as good proximity to strategic walking and cycling routes.

Skills and Learning

Parenting skills are one of the main key issues in the Valley validated by the fact that children are not prepared for school and, thus, a large number of students in special needs programmes, especially in Bettws.

- Garw Valley has a high number of students receiving free school meals; again, more so in Bettws.
- Similar to the Ogmore Valley (as the Valley's share schools), there is a drop of students skills levels at Key Stage 4.
- All of the above, combined, contributes to the higher proportion of no qualifications, especially in Bettws where 58% of the population have no qualifications.

Another issue to be considered is the trend of transferring from English Medium schools to Welsh Medium schools, which then creates a threat of closures of English Medium schools.

Economic Investment

The Garw Valley continues to rely on manufacturing and low skilled jobs while financial and business services remain absent. Employment growth in the recent past has been in manufacturing, construction, public administration, and community services. Employment has declined in Financial Intermediation, Mining and Quarrying, and Utilities. Residents are unable to take advantage of job opportunities elsewhere in the County Borough for a multitude of reasons such as transportation.

There has also been a marked reduction in the number of business enquiries, although in line with the economic downturn of 2008/2009. Even though levels of entrepreneurship amongst the community are low, there is opportunity, such as established working relationship between BCBC and FS4B for Graduate Business Start Ups. There are also strong levels of business occupancy at Ffaldau Industrial Estate – currently only 1/13 BCBC managed properties vacant.

Units in the Valley are significantly lower average £ per square foot rental rates in comparison to BCBC average (£2.50 rather than £4), enabling an influx of entrepreneurs. However, there is an observed shortage of 500 sq. ft. and smaller properties in the valleys area. Whilst there is a lack of suitable future employment space within the Valley due to topographical constraints, progress has been made on existing sites. For example, local commercial property has been improved with the help of a BCBC led industrial estates improvement programme. BCBC has also committed to enterprise development through 'Fit for the Future' (2008).

Built Environment

The Valley has comparatively low house prices which makes the region a viable area of residence for residents working in nearby settlements. In comparison to BCBC as a whole, the Valley has affordable property prices, particularly for dual earning households. There is also a good level of social housing stock as well as a net surplus in properties. However, there is a lack of smaller 1 or 2 bedroom affordable dwellings and properties are often too large for the applicant and therefore not very cost effective. Recently the Valley did experience a higher than national average fall in house prices within BCBC indicating impact of recession has been emphasised in the Valley. In the near future there should be a focus on Bettws for affordable housing provision as past decision created large areas of single tenure with related social/economic issues

Currently there is a dual housing register (V2C and BCBC), but there are plans to centralise this register, which will enable better management and evaluation.

The Valley is on track to meet WQHS by 2012.

In terms of physical resources, to date, no mineral extraction has been safeguarded within the Garw Valley Area.

The Valley has largely adequate mobile phone coverage but Blaengarw second generation mobile phone coverage is particularly variable. There is also limited broadband speed in the valley due to distance from exchange.

Transport

As a positive, the communities in the Valley are close to the M4 motorway and Bridgend town centre and have less than 45 minutes journey time to Cardiff, Swansea and Bridgend.

- A high proportion of residents travel out of the Valley for work which is indicative of the narrow employment base locally.
- As there are a high proportion of residents without access to a car, particularly in Bettws, there is also a comparatively high proportion of commuters using local bus provision, but there are strong travel to work bus links in the majority of the Valley.

Communities in the Valley are close to strategic walking and cycling trails such as the Garw Valley Community Route for both walking and cycling, which creates another mode for travel to work.

Social Environment

Residents in the Valley have good access to a broad range of community facilities, albeit a varied quality of those facilities. Pontycymmer has a clear role as the service centre hub for the whole Valley with a provision of basic facilities in other Valley communities. Crime rates for the Garw Valley are much lower than the average for BCBC as a whole. There is a noted lack of allotments within the Garw Valley.

Tourism

There were two key issues which were derived from research on tourism in the Garw Valley. The first was determining if the Valley should be a destination or a place to live. Can the Valley support tourism as its main industry? If so, can it be a viable option. If not, then the Valley provides an excellent place to live, drawing families from Bridgend with its rurality and community led lifestyle. There is also the risk of investing in tourist attractions, i.e. mountain biking and the steam rail, and then failing to draw the necessary visitors to make the attractions viable. The right approach and fit with other attractions and initiatives needs to be encouraged.

Culture

There a number of key facilities that accommodates cultural activities within the valley, which are mainly run by community/voluntary groups. These provide key services and venues for communities and organisations in culturally based programmes. The key challenge for the valley is to present its local cultural distinctiveness through various media and facilities that are accessible to visitors and the local community through local interpretation, promotion of cultural events within local village venues. There is also a need to develop an identity and experience that visitors respond to in terms of industrial heritage and culture, local folklore and stories and a general openness for people to engage with valley life during their stay. The other key issue is the need to provide managed space for local groups and organisations that is multi-functional and dynamic in terms of changing needs and fashions.

Environment

While some residents felt it, flooding is not an issue for existing and proposed development.

The Valley boasts a high quality natural environment validated by WIMD 2008 Physical Environment Domain.

There is an absence of any mineral protection areas (subject to Minerals Mapping of 2010) facilitates development opportunities as well as an absence of any environmental protection areas facilitates development opportunities.

14. Cross Valley Themes

In looking at the keys issue facing the Garw and neighbouring Ogmore Valleys, the following issues are common themes that need to be developed as part of developing emerging projects and initiatives.

Demography

- Stable – growing population

Health

- High and concentrated levels of limiting long-term illness
- Pockets of poor health
- Good level of primary health care provision

Skills and Learning

- High population of un-qualified residents
- High number of children with special education needs
- Good local provision
- Pupils tend to be lost beyond Key stage 3

Economic Investment

- Heavy reliance on manufacturing
- High claimant levels
- Lack of entrepreneurship
- Need to invest in start-up promotion

Built Environment

- Housing quality is differing
- Business grade broad band needs to be improved

Transport

- Good level of public transport provision
- Road infrastructure constraints
- Community transport provision

Social Environment

- Communities have facilities of varying quality – need for integrated provision
- Opportunities for community growing and garden space
- Need to enhance existing sports, recreational and community assets

Tourism

- Lack of infrastructure and product
- Identity and alignment
- People and place landscape quality and recreation product to be developed

Culture

- Provision of community facilities and rationale behind those facilities

Environment

- Renewable energy potential in hydro-electric and wind

MILLER

Research Evaluation Consulting

Bridgend VARP Garw Strategy and Action Plan

Assessment of Project Long List

Report To

BRIDGEND COUNTY BOROUGH COUNCIL

May 2010

Report From

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May 2010

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		Project Name	Brief Project Description
Economy and Enterprise	1	**Ffaldau Industrial Estate Improvements, Pontycymmer**	Improvements to the physical environment of Ffaldau Industrial Estate. • Specimen tree planting within the estate. • Enhancement of the estate's boundaries and entrances through high quality fencing. • Resurfacing of the car park and boundary definition with stone walling and tree planting. • Provision of cycle infrastructure to include cycle route, and covered secure cycle racks. • Improved lighting and footpaths to link with adjacent bus stops and encourage the use of public transport.
	2	**Ffaldau Industrial Estate New Workspace, Pontycymmer**	To investigate the feasibility of providing smaller workspace units that meet specific needs such as local artisan production, small scale manufacturing, service sector industries, outdoor activity based enterprises, offices and retail trade counters etc. Facilities should include provision of ICT, secretariat services, video conferencing and meeting room facilities.
	3	**Develop flexible units within main retail centres in Blaengarw and Pontcymer**	Develop flexible units within main retail centres in Blaengarw and Pontcymer that have the potential to add further vitality to these community centres and utilise existing vacant units. These could target : • Lifestyle goods • Outdoor activities • Local arts and crafts • ICT and creative industries This could be developed by local community development trusts or housing associations which targets young people and entrepreneurs in finding premises to live and grow fledgling businesses with the opportunity to connect retail with the wider Valley's service sector activities such as activity guiding, local pottery sessions and landscape painting workshops.

	4	**Strategic Growth Sector Skills Development**	Working with clients and other agencies to develop skills in strategic growth sectors such as tourism, renewable energy and construction. Consider the development of a skills centre within the valley to ensure training opportunities are available locally. This should in part focus on targeting the long-term unemployed. Encourage businesses to take on trainees, including under-achieving young people who have pre-qualified through "access schemes". Recruiting adult trainees and improvers, including young people completing full-time training courses and older-entrants who have completed pre-site training programmes
	5	**Green Business Energy Cluster**	To establish an industrial development group known as the 'Green Energy Cluster' open to any relevant company or organisation within the Valley. This keeps members up to date with the latest business opportunities in the renewable energy sector including forthcoming industrial events and new legislation. It also provides companies with opportunities to network with other businesses.
	6	**Local Retail and Hospitality**	A targeted programme for existing businesses that enhances the visitor economy experience through collective marketing, local sourcing, customer care training, shop window displays and merchandise development.

	7	**Local Visitor Management Hubs**	To develop an integrated tourism product both within and around the Garw Valley. This would be developed through the provision of local visitor management hubs through the valley that act as meeting places and signpost for information. Examples could include: • Parc Y Calon • Creation Cafe • Garw Valley Leisure Centre • Richard Price Centre • Bettws Life Centre • Bettws Bunkbarn • Local businesses and outlets This would be provided through physical site information as well as the use of ICT that creates an integrated experience and opportunities for cross marketing of attractions, facilities, events, etc.

	8	**Blaengarw/Pontycymmer Strategic Visitor Hub**	Blaengarw/Pontycymmer strategic visitor hubBlaengarw at the head of the Garw valley has an identity and vibrancy of its own. It is a gateway to a strong network of walking and horse riding trails, woodlands, local parks featuring industrial heritage and fishing lakes. The quality of the built environment needs enhancement in key places and there are various environmental improvement schemes planned including Pontycymer Square. Major investment has gone, and is going, into new landscape works including new woodland at Darren Fawr and a community orchard which will contribute to the local food initiative.Added value could be provided by:• Investigating the potential for mountain biking in the valley, in conjunction with the other two valleys and access to Afan Forest. (New business plan).• Supporting the preparation of an integrated interpretation strategy for the hub (making use of the Herian sponsored Tool Kit), integration with the performing arts and assisting local venues to display relevant material as part of a trail including the pit head sculptures and new public art.• Providing information (perhaps via an appointed outlet – see below) on all activities at the centre and elsewhere in the hub including taster events, local history events, fishing permits, activity operators, rights-of-way etc.• Supporting the further development of local and traditional cultural evenings at the Workmen's Hall, promoted to local residents and visitors e.g. male voice choirs, local bands and comedy acts.• Continued support for cultural and outdoor events e.g. the proposed new Easter Event.• Promoting a calendar of regular talks and guided walks on local themes along with other events.• Further development of the significant Iron Age sites in the south of the Garw which could provide opportunities for education and niche tourism.• Enhancing the external appearance of Garw Leisure Centre and its immediate surroundings.• Support for local tourism ventures including the Garw Valley Railway, the proposed craft/heritage centre in Pontycymer, local accommodation and catering e.g. the Station café in Pontycymer.

	9	**Bryngarw Country Park Hub**	The country park is a most attractive site with native woodlands, formal gardens, wetlands, pasture, ornamental lakes, adventure play, country and riverside walks. Amenities include the visitor centre (toilets, parking, interpretation, café) and hotel (19 rooms) with bar, restaurant and meeting rooms. The site is used for various events. There are however opportunities to greatly enhance these facilities and there is now potential funding to refurbish the visitor centre through the Centre of Excellence for Gardens. This could include:• The re-development of the visitor centre.• Turning Bryngarw House into an exemplar for serviced accommodation and restaurant in the valleys including optimum environmental credentials, developing and promoting activity packages, use of local produce (links to nursery, potential centre of excellence for local food) and a cultural hub promoting local cultural events.• Innovative on-site interpretation to complement that in the new visitor centre.• Enhancing information on all activities at the centre and elsewhere including taster events, local history events, fishing permits, activity operators, rights-of-way etc.• Far better information and signage within the park and signs to help access to the Community Route and NCR4. • Improved linkages directly with the Bettws Community, ensuring 'Accessibility for All' standards.• Extending the Garw Valley Community Route south to link with NCR4 and/or providing an on-street link from the park through to NCR4.• Providing bike hire via a concession in the park.• Improving bus access by diverting buses into the park at weekends.• Re-align Ogwr Ridgeway Walk to pass through the Country Park.• Promoting a calendar of regular talks and guided walks on local themes along with other events.

	10	**Community Tourism Programme**	The development of tourism infrastructure should consider the potential functionality of existing community facilities that could be adapted or renovated to provide elements such as accommodation, food, information, education and heritage. This scheme should provide a capital grant scheme that supports the diversification of existing community buildings as tourism facilities. This would help with: • Kitchen upgrades and adaptations • Visitor information points • Local heritage interpretation • Hall adaptation for non serviced accommodation facilities
	11	**Investment in 3G / Business Grade infrastructure.**	Investment in 3G / Business Grade infrastructure. To assess the demand for extending the coverage of 3G phone wireless technology across the valley for local businesses and visitors. To work with WAG on upgrading not spots to higher quality bandwidth for knowledge sector businesses and for supporting tourism economy.
	12	**Non Serviced Accommodation Programme**	In conjunction with improvements to service accommodation, the Valley should consider the provision of self-catered accommodation. Support for this should link with the development of the tourism strategy for the area and offer support for enterprising individuals within the Valley looking to develop this as a business. The need for developing partnerships with other accommodation providers in the Valley but also the wider region. Self-catered accommodation should be tailored to complement the recommended tourism themes for the area to include:• cycle infrastructure• drying rooms• the promotion of local food produce• integration with local porterage service• links with local visitor guidesSelf-catering accommodation offers significant opportunity to integrate the tourist with the surrounding community and it is critical that local residents and other local businesses are fully supportive to maximise the experience.
	13	**Pub is the Hub Initiative**	Pub is a hub, Addressing closure in Llangeinor /Pontyrhyl

Skills and Education	**1**	**Young Peoples Outdoor Activity Mentoring Programme**	Develop "outdoor activity" mentoring programme The development of a mentoring programme for young people at risk of becoming NEETs (Not in education, employment or training), providing an entry point for informal learning through outdoor activity related work such as guiding, bike mechanics, path clearance, technical skills, people management, etc.
	2	**Extend parenting skills initiative**	Through informal engagement: "school gate", "pubs and clubs", toddler groups, in collaboration with Flying Start.
	3	**Vocational learning outreach project**	Joint school / community outreach project targeted at retaining Key Stage 4 pupils through use of the vocational curriculum in the community.
	4	**Lifeskills/Parenting Skills**	Work with Housing Associations to provide lifeskills and parenting courses for tenants of refurbished stock. Project could be supported by Basic Skills Cymru.
	5	**Accreditation of Existing Skills with No Formal Qualifications**	Investigate potential for accreditation of existing skills amongst those with no formal qualifications. The emerging Credit and Qualifications Framework for Wales could provide an opportunity for piloting.
	6	**Community Focused Schools Programme**	Roll out the Community-Focused Schools programme to build more of a learning ethos in the locality.
	7	**Early Years Development**	Investigate barriers to existing support initiatives for early years learning development, to address high levels of SEN on entry to primary school.
Health and Wellbeing	**1**	**Develop Healthy Women Project**	The creation of a healthy women network that provides a forum for women within the valley to share experiences and develop skills in: • Diet and nutrition • Basic cooking and awareness of producers and local shops/services • Exercise • Parenting (numeracy / literacy skills) • Entrepreneurship
	2	**Develop a network of allotments, market gardens and community growing space**	The development of underused space within Garw Valley communities that have the right aspect and conditions for growing produce. This should be linked into local supply chains, exchange schemes, training and educational programmes and general awareness raising of local growing.

Transport and movement	**1**	**Develop riding trails**	The existing riding network is poor but there is a growing market amongst local riders and a desire to establish promotable routes, which includes making use of existing bridleways and negotiated wayleaves, including circular routes within the County and links to the national riding routes and specifically a circular route around Garw Forest incorporating Blaengarw. This would also look at developing horse-friendly infrastructure which would include horse-friendly accommodation, porterage, mobile blacksmiths, lairage and stable provision, etc.
	2	**Garw Valley Railway**	Potential investment in the Garw Valley Railway line as a tourism attraction has the potential to offer a commuter service to and from Bridgend.
	3	**Development of Inter Valley Cycle Routes**	Development of inter-valley cycle routes, to encourage sustainable travel to and from neighbouring communities. This would focus at on and off road routes, utilising the community routes and future development of mountain bike trails. This project would also link into bike-friendly public transport, development of bike friendly cafes and eating places, bike shops, accommodation providers so that an integrated product is achieved in physical terms and through inter-valley business and community organisation collaboration.
Housing choice and Quality	**1**	**Housing Conditions Survey Action**	Address the findings of the detailed Housing Conditions Survey to be published. This is likely to highlight the unacceptable conditions of affordable housing in the Blaengarw area.
	2	**Redevelopment of "Bottom Site" in Bettws**	To bring forward the Bettws housing development opportunity in 'bottom side'. The site significantly detracts from the integrity of the community.
	3	**Home Energy Efficiency Scheme**	To improve the energy efficiency of properties within the Valley, retrofitting affordable housing with appropriate technologies to improve the home-efficiency. Existing schemes such as the Green Homes Scheme (Welsh Assembly Government) should form part of this. In terms of the privately owned housing stock, there is the potential to promote energy efficiency and micro-renewable energy production through a clear marketing strategy. The new Clean Energy Cashback Scheme, which starts on the April 1st should also be promoted as a means to incentivise further uptake.

Place making	**1**	**Enhance M4 approaches to Garw Valley**	Enhance approaches from M4 corridor into Garw Valley from Sarn and Bryncethin, specifically: • Boundary treatment enhancements through hedgerow planting and new fencing. • Enhancement of key gateway sites through sandstone walling, art/signage features and softworks. • Extension of visitor information systems
	2	**Garw Fechan Environmental Improvements**	Environmental Landscape Improvements Site location: Garw Fechan, Pont-yr-hyl, Garw Valley Environmental Improvements to encourage use of an alternative scenic route through Garw Fechan, and the promotion of the village of Pont-yr-hyl as a visitor attraction.
	3	**Garw Valley Main Road Landscape Improvements**	Environmental Landscape Improvements Site locations: Garw Valley – enhancements between Blaengarw and Pontycymmer; Pontycymmer and Pant-y-gog and towards Llangeinor • Improvements to verges • Enhancement of key spaces and squares • Industrial estate frontages
	4	**Community Route Linkages Improvements**	To provide better connections into the linear community route from key settlements, shops, services and attractions that includes signage, cycle storage, visitor information, etc.
	5	**Cleaner Streets Initiatives**	Led by community development trusts or community councils, community led action to enhance and maintain streets within Garw valley communities with “street champions” monitoring and co-ordinating cleansing and removal of graffiti, rubbish, recycling of items, partnering BCBC on fly tipping reporting.

	6	**Bettws Main Road Corridor Improvements**	Enhance main road corridor through Bettws from the southern approach to include boundary treatments, signage and entrance features. This work should build on the community-led entrance feature already conceived at the Workmen's Hall. This would also introduce new footways that are linked to residential areas and to the immediate countryside in terms of rights of way and trails.
	7	**Bettws "Bottom Site" Shops Upgrade**	Target parade of shops in bottom Bettws in terms of frontage and quality of provision. This would look at condition of the existing building, format and size of units, frontages, servicing, pedestrian space and linkages/landscaping.
	8	**Bettws Public Space Enhancement**	Enhance series of spaces through Bettws centre, specifically garage, Oddfellows Arms frontages and its relationship to social club, Bettws Boys Club and Church. This would address traffic management, pedestrian access from the top site to the bottom site, enhancement of squares, formalisation of on street parking and where required general streetscape improvements including lighting, planting, furniture and community/visitor information points.
	9	**Develop Trails onto Hills**	The development of historical routes within the valley and onto the hills that connect neighbouring areas that are linked to physical interpretation, waymarking, organised events and the development of ICT supported tools that provide dynamic information to users through mobile phones.
	10	**Community, Leisure, Sports and Recreational Facilities Improvements**	Support the enhancement of community leisure, sports and recreational facilities throughout the Garw Valley in terms of • Improvements to drainage and levelling of pitches • Resurfacing of multi surface pitches • Access improvements • Floodlighting • Indoor provision and shared services

	11	**Extend the role and function of Bettws Life Centre**	This is specifically in relation to community and resource space and provision of direct community development services from within, as well as maintaining library and other core functions. The life centre also has issues with parking which needs to be improved.

1. Economy and Enterprise

Impact and Deliverability Analysis

Project Name: Blaengarw-Pontycymer Strategic Visitor Hub

DELIVERABILITY

	RATING					NOTES
	Definitely not	Probably not	Probably yes	Definitely yes	Unsure at this stage	
Is the project **affordable**?			X			Some initial costs obtained for some elements. Overall hub investment maybe substantial programme of investment.
Is the project **value for money**?			X			In terms of leverage it would create significant value for money and benefit.
Is the project **sustainable**?			X			Individual management plans for sites and buildings would need developing.
Is the project **attractive to investors**?			X			BCBC – GVLC – would increase patronage and viability; GVCC - Garw Lakes – would extend the spent investment and long term viability.
Is the project **attractive to the community**?				X		Yes. Brings together three strategic sites that creates an integrated destination.
Is the project **achievable**?			X			Yes with conditions such as funding, land ownership and development of a local partnership model to achieve whole project.
Is the project **commercial**?			X			Yes in part.
Can the project be delivered by the			X			Elements can such as community environmental action and

local community?						development of trails.
Conclusion:	As noted, the level of project detail needs to make targeted strategic impact that relates to key facilities and focal points that builds on investment to date in the two centres.					

IMPACT

	IMPACT						NOTES
	Strong negative	Negative impact	Neutral impact	Positive impact	Strong positive	Don't know	
Supporting the **local economy** and sustainable **employment opportunities**					X		Would retain and likely create employment within the hub area in retail, service, leisure and other complementary sectors.
Ensuring access to adequate **income**			X				Negligible direct impact.
Buying goods and services that are **green, ethical and local**				X			Hub would promote local produce and services to residents and visitors.
Providing **training and educational** opportunities			X				Negligible direct impact.
Promoting **healthy** lifestyles					X		GVLC would provide improved sports and recreation facilities with Garw Lakes providing outdoor activities.
Sustainable **transport**				X			Would link to existing public transport provision. Possible links with Garw Valley Railway.
Ensuring access to affordable, healthy and appropriate **housing**			X				Negligible direct impact.
Preserving and enhancing **biodiversity** and			X				Negligible direct impact.

green spaces and using **sustainable design**							
Reducing **consumption of natural** resources and managing **waste** sustainably			X				Negligible direct impact.
Tackling **climate change** and adapting to it				X			Promotion of sustainable tourism within the valley.
	IMPACT						**NOTES**
	Strong negative	**Negative impact**	**Neutral impact**	**Positive impact**	**Strong positive**	**Don't know**	
Ensuring future **energy security**			X				Negligible direct impact.
Promoting **safe and sustainable** communities				X			Provision of enhanced community provision within key valley service centre.
Equality Impact			X				Provision for the whole community.
Can the project be applied **across the valleys?**				X			Creation of strategic hubs that service individual valleys that are connected.
Conclusion:	Agreement needs to be made as to the key strategic hubs within the three valleys and how these correspond in terms of specific roles and functions.						

Impact and Deliverability Analysis

Project Name: Local Pub is the Hub Initiative

DELIVERABILITY

	RATING					NOTES
	Definitely not	Probably not	Probably yes	Definitely yes	Unsure at this stage	
Is the project **affordable**?			X			Small scale grant fund that targets viability and diversification.
Is the project **value for money**?			X			Depending on success and take up could be bring about future viability and increased usage.
Is the project **sustainable**?			X			Yes. Builds on existing assets.
Is the project **attractive to investors**?		X				Dependent on level of grant and match funding.
Is the project **attractive to the community**?				X		Yes. Retains local services that are under threat.
Is the project **achievable**?			X			Depends on awareness raising and reaction from publicans and landlords.
Is the project **commercial**?			X			Yes but programme may not be of the right scale to deal with some more significant issues in relation to food and drink.
Can the project be delivered by the **local community**?			X			Yes. Establish local community trusts or co-operatives.
Conclusion:	May be delivered by Reach – RDP. Could it extend to clubs and social institutions etc?					

IMPACT

	IMPACT						NOTES
	Strong negative	Negative impact	Neutral impact	Positive impact	Strong positive	Don't know	
Supporting the **local economy** and sustainable **employment opportunities**					X		Yes. Retains key services and local jobs.
Ensuring access to adequate **income**			X				Negligible direct impact.
Buying goods and services that are **green, ethical and local**				X			Opportunities for selling local produce and services.
Providing **training and educational** opportunities			X				Negligible direct impact.
Promoting **healthy** lifestyles			X				Negligible direct impact.
Sustainable **transport**			X				Connects with walking and cycling trails.
Ensuring access to affordable, healthy and appropriate **housing**			X				Negligible direct impact.
Preserving and enhancing **biodiversity** and **green spaces** and using **sustainable design**			X				Negligible direct impact.
Reducing			X				Negligible direct impact.

consumption of natural resources and managing **waste** sustainably							
Tackling **climate change** and adapting to it				X			Yes. Provides a focus on local assets and their role in retaining local activity and spend. Recycling spend and activity.
	IMPACT						**NOTES**
	Strong negative	**Negative impact**	**Neutral impact**	**Positive impact**	**Strong positive**	**Don't know**	
Ensuring future **energy security**			X				Negligible direct impact.
Promoting **safe and sustainable** communities					X		Provides for stronger communities in terms of interaction and socialising.
Equality Impact			X				Negligible direct impact.
Can the project be applied **across the valleys?**					X		Pub closures endemic across rural areas. Could be rolled out as a strategic programme.
Conclusion:	Would have a real impact on creating cohesive communities and protecting the cultural assets of the valleys.						

Impact and Deliverability Analysis

Project Name: Non Serviced Accommodation Programme

DELIVERABILITY

	RATING					NOTES
	Definitely not	Probably not	Probably yes	Definitely yes	Unsure at this stage	
Is the project **affordable**?			X			Medium sized grants for significant improvements that leads to community and visitor benefit.
Is the project **value for money**?			X			In terms of leverage and scale could provide key resources.
Is the project **sustainable**?			X			Uses local community facilities and releases further community benefit.
Is the project **attractive to investors**?		X				Would not be attractive to anyone except local voluntary and community organisations.
Is the project **attractive to the community**?				X		Yes. Would add value to existing venues and generate additional income.
Is the project **achievable**?				X		Yes. Small to medium scale grants programme that can be managed locally.
Is the project **commercial**?		X				Would have customer facing benefits but does not need commercial backers.
Can the project be delivered by the **local community**?				X		Yes. Voluntary and community organisations.
Conclusion:	Will support diversification and enhancement of accommodation offer.					

IMPACT

	IMPACT						NOTES
	Strong negative	Negative impact	Neutral impact	Positive impact	Strong positive	Don't know	
Supporting the **local economy** and sustainable **employment opportunities**				X			Creates local visitor hubs that will have a direct impact on local shops and services.
Ensuring access to adequate **income**			X				Negligible direct impact. Would bring in additional income to halls and buildings.
Buying goods and services that are **green, ethical and local**					X		Improvements could lead to promotion of local produce and skills.
Providing **training and educational** opportunities			X				Negligible direct impact.
Promoting **healthy** lifestyles					X		Provides accessible hubs for access to walking and cycling trails.
Sustainable **transport**					X		Provision of bike/walk friendly facilities. Connects with local transport services.
Ensuring access to affordable, healthy and appropriate **housing**			X				Negligible direct impact.
Preserving and enhancing **biodiversity** and **green spaces** and using **sustainable design**			X				Negligible direct impact.

Reducing **consumption of natural** resources and managing **waste** sustainably				X			Use of existing assets that are sustainable in terms of design, use of energy and waste management.
Tackling **climate change** and adapting to it				X			Promotion of local visitor hubs that encourage local tourism activity. Bi-product – enhanced facilities for local people.
	IMPACT						**NOTES**
	Strong negative	**Negative impact**	**Neutral impact**	**Positive impact**	**Strong positive**	**Don't know**	
Ensuring future **energy security**			X				Negligible direct impact.
Promoting **safe and sustainable** communities				X			Results in places to meet and socialise.
Equality Impact			X				Negligible direct impact.
Can the project be applied **across the valleys?**					X		Could provide a secondary tier of visitor hubs.
Conclusion:	Good local impact that supports existing businesses.						

Impact and Deliverability Analysis

Project Name: Local Visitor Management Hubs

DELIVERABILITY

	RATING					NOTES
	Definitely not	Probably not	Probably yes	Definitely yes	Unsure at this stage	
Is the project **affordable**?			X			Yes. Probably.
Is the project **value for money**?			X			Would have significant impact as current provision is poor.
Is the project **sustainable**?			X			Maintenance costs would be an issue.
Is the project **attractive to investors**?		X				Does not appeal to private investors.
Is the project **attractive to the community**?			X			Yes. Provides information for all such as events and festivals.
Is the project **achievable**?				X		Yes. Does not require substantial land or works.
Is the project **commercial**?		X				No. But does have in-direct benefits to tourist sector.
Can the project be delivered by the **local community**?			X			Information can be supplied by local groups and organisations.
Conclusion:	Dependent on consistency of approach and infrastructure and how information links with other hubs through the valley.					

IMPACT

	IMPACT						NOTES
	Strong negative	Negative impact	Neutral impact	Positive impact	Strong positive	Don't know	
Supporting the **local economy** and sustainable **employment opportunities**				X			Would promote the tourism experience and those businesses that support the wider offer.
Ensuring access to adequate **income**			X				Negligible direct impact.
Buying goods and services that are **green, ethical and local**			X				Negligible direct impact.
Providing **training and educational** opportunities			X				Negligible direct impact.
Promoting **healthy** lifestyles				X			Yes. Would promote activity based tourism.
Sustainable **transport**				X			Yes. Would be situated at strategic notes for walking, cycling, public transport, etc.
Ensuring access to affordable, healthy and appropriate **housing**			X				Negligible direct impact.
Preserving and enhancing **biodiversity** and **green spaces** and using **sustainable design**				X			Would enhance immediate setting through soft landscaping.

Reducing **consumption of natural** resources and managing **waste** sustainably			X				Negligible direct impact.
Tackling **climate change** and adapting to it			X				Negligible direct impact.
	IMPACT						**NOTES**
	Strong negative	**Negative impact**	**Neutral impact**	**Positive impact**	**Strong positive**	**Don't know**	
Ensuring future **energy security**			X				Negligible direct impact.
Promoting **safe and sustainable** communities				X			Yes. Promotes activities from within communities.
Equality Impact			X				Negligible direct impact.
Can the project be applied **across the valleys?**					X		Yes. As part of visitor information strategy.
Conclusion:	Needs to be an integrated product that is consistent in display of information and how it links with other visitor related initiatives.						

Impact and Deliverability Analysis

Project Name: Local Retail and Hospitality Scheme

DELIVERABILITY

	RATING					NOTES
	Definitely not	Probably not	Probably yes	Definitely yes	Unsure at this stage	
Is the project **affordable**?			X			Project would have to be mainly revenue with an element of capital monies. It would have to be delivered across valleys to ensure affordability and coverage.
Is the project **value for money**?			X			As previous. Would need to operate at a cross valley level.
Is the project **sustainable**?			X			It would need to have an exit strategy on completion of training and would provide future networks for training refreshers.
Is the project **attractive to investors**?			X			Would be attractive to private sector companies in terms of improving performance and adding value.
Is the project **attractive to the community**?		X				Not specifically, but would result in an enhanced local retail and services offer.
Is the project **achievable**?			X			Yes. Would need to be managed by a business support resource.
Is the project **commercial**?				X		Yes. It adds to the general performance of businesses, turnover, profit and vitality.
Can the project be delivered by the		X				No. Perhaps local development trust involvement.

local community?						
Conclusion:	Needs to provide specialist advice on developing distinctive businesses, product and services.					

IMPACT

	IMPACT						NOTES
	Strong negative	Negative impact	Neutral impact	Positive impact	Strong positive	Don't know	
Supporting the **local economy** and sustainable **employment opportunities**				X			Leads to retention of existing shop services. May lead to new products and services and economic benefits.
Ensuring access to adequate **income**			X				Negligible direct impact.
Buying goods and services that are **green, ethical and local**					X		Increased awareness of local products and the benefits of buying local.
Providing **training and educational** opportunities					X		Direct training for local businesses that is accessible.
Promoting **healthy** lifestyles				X			Encourage local residents to shop local and use sustainable modes.
Sustainable **transport**			X				Negligible direct impact.
Ensuring access to affordable, healthy and appropriate **housing**			X				Negligible direct impact.
Preserving and			X				Negligible direct impact.

enhancing **biodiversity** and **green spaces** and using **sustainable design**							
Reducing **consumption of natural** resources and managing **waste** sustainably				X			Promotion of local produce thereby reducing carbon footprint.
Tackling **climate change** and adapting to it				X			As above.
	IMPACT						**NOTES**
	Strong negative	**Negative impact**	**Neutral impact**	**Positive impact**	**Strong positive**	**Don't know**	
Ensuring future **energy security**			X				Negligible direct impact.
Promoting **safe and sustainable** communities				X			Retention of local services thereby safeguarding cohesive communities.
Equality Impact				X			Ensuring training is available for all businesses.
Can the project be applied **across the valleys?**				X			Yes, for it to have impact and a consistent quality mark.
Conclusion:	No comments. Need to check any duplication with FS4B and with Reach activities.						

Impact and Deliverability Analysis

Project Name: Investment in 3G/Business Grade Infrastructure

DELIVERABILITY

	RATING					NOTES
	Definitely not	Probably not	Probably yes	Definitely yes	Unsure at this stage	
Is the project **affordable**?					X	Don't know costs
Is the project **value for money**?					X	Don't know costs
Is the project **sustainable**?					x	Would be maintained by private sector, e.g. BT
Is the project **attractive to investors**?					x	Market driven – is it on BT's programme?
Is the project **attractive to the community**?			X			Yes, as it would increase access to the internet and support learning, information sharing, etc.
Is the project **achievable**?					X	As above
Is the project **commercial**?				X		Yes. It would need to be to cover the initial set up costs and collection of future revenue.
Can the project be delivered by the **local community**?		X				Not at this level. Requires significant infrastructure.
Conclusion:	Not feasible at this stage. Wait on broadband upgrade roll out as part of WAG programme.					

IMPACT

	IMPACT						NOTES
	Strong negative	Negative impact	Neutral impact	Positive impact	Strong positive	Don't know	
Supporting the **local economy** and sustainable **employment opportunities**					X		Would provide an enhanced ICT tool for knowledge based businesses and would help in developing the tourist economy.
Ensuring access to adequate **income**				X			Would assist with those target groups that have difficulties in accessing information.
Buying goods and services that are **green, ethical and local**			X				Negligible direct impact.
Providing **training and educational** opportunities				X			Would provide enhanced opportunities for on-line learning.
Promoting **healthy** lifestyles			X				Negligible direct impact.
Sustainable **transport**			X				Negligible direct impact.
Ensuring access to affordable, healthy and appropriate **housing**			X				Negligible direct impact.
Preserving and enhancing **biodiversity** and **green spaces** and using **sustainable**			X				Negligible direct impact.

design							
Reducing **consumption of natural** resources and managing **waste** sustainably				X			Broadband would provide savings on travel costs for specific items but would still result in delivery cost of goods.
Tackling **climate change** and adapting to it				X			As above.
	IMPACT						**NOTES**
	Strong negative	**Negative impact**	**Neutral impact**	**Positive impact**	**Strong positive**	**Don't know**	
Ensuring future **energy security**			X				Negligible direct impact.
Promoting **safe and sustainable** communities				X			Enhanced ICT allows communities to become networked.
Equality Impact				X			Provides equal opportunities for all in terms accessing from homes, community outlets, etc.
Can the project be applied **across the valleys?**					X		Yes. Would need to be to ensure coverage and networked communities.
Conclusion:	Project provides a broader connected community, but will be subject to regional broadband roll out.						

Impact and Deliverability Analysis

Project Name:

DELIVERABILITY

	RATING					NOTES
	Definitely not	Probably not	Probably yes	Definitely yes	Unsure at this stage	
Is the project **affordable**?			?			Costs need to be reviewed. Could BCBC provide this service or Business in the Community?
Is the project **value for money**?			?			
Is the project **sustainable**?			X			
Is the project **attractive to investors**?				X		
Is the project **attractive to the community**?		X				
Is the project **achievable**?			?			Dependent on service delivery
Is the project **commercial**?				X		
Can the project be delivered by the **local community**?		X				
Conclusion:	This project is dependent on existing business support services and whether resources can be bent to accommodate this advice and cluster support.					

IMPACT

	IMPACT						NOTES
	Strong negative	Negative impact	Neutral impact	Positive impact	Strong positive	Don't know	
Supporting the **local economy** and sustainable **employment opportunities**				X			
Ensuring access to adequate **income**			X				
Buying goods and services that are **green, ethical and local**					X		
Providing **training and educational** opportunities				X			
Promoting **healthy** lifestyles				X			
Sustainable **transport**				X			
Ensuring access to affordable, healthy and appropriate **housing**			X				
Preserving and enhancing **biodiversity** and **green spaces** and using **sustainable design**				X			
Reducing					X		

consumption of natural resources and managing **waste** sustainably							
Tackling **climate change** and adapting to it					X		
	IMPACT						**NOTES**
	Strong negative	**Negative impact**	**Neutral impact**	**Positive impact**	**Strong positive**	**Don't know**	
Ensuring future **energy security**					X		
Promoting **safe and sustainable** communities					X		
Equality Impact				X			
Can the project be applied **across the valleys?**					X		
Conclusion:	Project has a strong sustainability impact and would only work on a cross valley basis.						

Impact and Deliverability Analysis

Project Name: Flexible Enterprise-Retail Units – Pontycymer/Blaengarw

DELIVERABILITY

	RATING					NOTES
	Definitely not	Probably not	Probably yes	Definitely yes	Unsure at this stage	
Is the project **affordable**?			X			Don't know costs – as this is dependent on each building.
Is the project **value for money**?			X			Depends on quality of occupiers and how they relate to town offer and new markets being developed.
Is the project **sustainable**?			X			Promotion to local people and entrepreneurs; builds on local assets and skills and works towards clustering distinct, nice markets.
Is the project **attractive to investors**?			X			Good grant rate.
Is the project **attractive to the community**?			X			Social enterprises may be interested.
Is the project **achievable**?			?			Dependent on landlords and critical mass of interest in scheme; dependent on marketing and promotion.
Is the project **commercial**?				X		Would need some subsidy to be attractive to landlords and to occupiers.
Can the project be			X			Social enterprise model could be

delivered by the **local community**?						adopted.
Conclusion:	Project is dependent on ownership of buildings and willing landlords and how such a programme is linked with our retail/hospitality/business support initiatives. Needs to work as a whole package.					

IMPACT

	IMPACT						NOTES
	Strong negative	Negative impact	Neutral impact	Positive impact	Strong positive	Don't know	
Supporting the **local economy** and sustainable **employment opportunities**					X		Creation of new workspace that retains local employment and stimulates new business opportunities.
Ensuring access to adequate **income**				X			Creation of quality businesses that produces good levels of income across the years.
Buying goods and services that are **green, ethical and local**					X		Need to target artisan and specialist businesses that produce local goods or services.
Providing **training and educational** opportunities				X			Units could be supported by retail and business support scheme.
Promoting **healthy** lifestyles				X			Some services could be linked to walking, cycling, activity based pursuits, etc.
Sustainable **transport**			X				Negligible direct impact.
Ensuring access to affordable, healthy and appropriate **housing**			X				Negligible direct impact.
Preserving and enhancing **biodiversity** and **green spaces** and using **sustainable design**			X				Negligible direct impact.
Reducing				X			Use of local natural and

consumption of natural resources and managing **waste** sustainably							environmental assets.
Tackling **climate change** and adapting to it				X			Promotion of local enterprise and prevention of local leakage from retail economies.
	IMPACT						**NOTES**
	Strong negative	**Negative impact**	**Neutral impact**	**Positive impact**	**Strong positive**	**Don't know**	
Ensuring future **energy security**			X				Negligible direct impact.
Promoting **safe and sustainable** communities				X			Retention of local shops and services.
Equality Impact			X				Negligible direct impact.
Can the project be applied **across the valleys?**				X			Dependent on availability of buildings.
Conclusion:	Project supports indigenous economic growth built on local assets and directing existing retail and business offer so that local residents and visitors have a quality and diverse range of goods and services.						

Impact and Deliverability Analysis

Project Name: Ffaldau Industrial Estate New Workspace

DELIVERABILITY

	RATING					NOTES
	Definitely not	Probably not	Probably yes	Definitely yes	Unsure at this stage	
Is the project **affordable**?			X			Depends on floorspace requirements and associated services.
Is the project **value for money**?			X			As above
Is the project **sustainable**?			X			Need to provide flexible space that adapts to market needs.
Is the project **attractive to investors**?			X			Requires feasibility and business plan work to demonstrate demand.
Is the project **attractive to the community**?			X			Would appeal to local entrepreneurs and would contribute to clustering complementary businesses that add to the role and function of the community.
Is the project **achievable**?			X			Dependent on feasibility work.
Is the project **commercial**?				X		As above. Would need to be led by the private sector in partnership with local community groups that are developing activity in food, eco-tourism, etc.

Can the project be delivered by the **local community**?		X				No. But could be a partner in connecting with wider community infrastructure.
Conclusion:	Project requires some more detailed business planning and feasibility work in terms of specific layout and specification.					

IMPACT

	IMPACT						NOTES
	Strong negative	Negative impact	Neutral impact	Positive impact	Strong positive	Don't know	
Supporting the **local economy** and sustainable **employment opportunities**					X		Creation of new workspace that meets specific sector needs such as food, tourism, renewable energy, etc.
Ensuring access to adequate **income**					X		Provision of quality jobs that raises average earnings.
Buying goods and services that are **green, ethical and local**					X		Attempt to attract niche businesses that develop local products and goods that can be promoted through the valley.
Providing **training and educational** opportunities				X			Some on-site training – perhaps through the RDP CORE programme.
Promoting **healthy** lifestyles			X				Negligible direct impact.
Sustainable **transport**			X				Would link with local public transport and ensure facilities for employees that walk and cycle to and from work.
Ensuring access to affordable, healthy and appropriate **housing**			X				Negligible direct impact.
Preserving and enhancing **biodiversity** and **green spaces** and using **sustainable**			X				Negligible direct impact.

design							
Reducing **consumption of natural** resources and managing **waste** sustainably			X				Negligible direct impact.
Tackling **climate change** and adapting to it				X			Location of employment in proximity to workforce and aligning growth sectors to tourism products.
	IMPACT						**NOTES**
	Strong negative	**Negative impact**	**Neutral impact**	**Positive impact**	**Strong positive**	**Don't know**	
Ensuring future **energy security**			X				New workspace could use renewable from an on-site generator?
Promoting **safe and sustainable** communities			X				Adds to community infrastructure and range of employment opportunities.
Equality Impact			X				Negligible direct impact.
Can the project be applied **across the valleys?**			X				Site specific, but could lead to networked strategic employment sites.
Conclusion:	The project respond to local evidence that the valley needs to provide small to medium sized floorspace for artisan and specialist companies that complement the emerging tourism product as well as local food production and use of other local assets.						

Impact and Deliverability Analysis

Project Name: Ffaldau Industrial Estate Improvements

DELIVERABILITY

	RATING					NOTES
	Definitely not	Probably not	Probably yes	Definitely yes	Unsure at this stage	
Is the project **affordable**?			X			Cost estimates made by BCBC. Appear within the right scope.
Is the project **value for money**?			X			As above.
Is the project **sustainable**?			X			Dependent on landscaping specification and maintenance strategy for site.
Is the project **attractive to investors**?				X		Would enhance the image and confidence in businesses locating and add value to the landlords asset.
Is the project **attractive to the community**?		X				Would ameliorate an unattractive piece of land that sits close to two valleys communities.
Is the project **achievable**?			X			Yes. Subject to site owner agreeing to terms and conditions of grant.
Is the project **commercial**?				X		Partially as it enhance the viability of the site in terms of image.
Can the project be delivered by the **local community**?	X					No. May involve some community planting but general works would be undertaken by contractor.
Conclusion:	The project supports commercial investment in the Garw Valley and is					

	deliverable in terms of the planned scope of works.

IMPACT

	IMPACT						NOTES
	Strong negative	Negative impact	Neutral impact	Positive impact	Strong positive	Don't know	
Supporting the **local economy** and sustainable **employment opportunities**				X			Would support the site in terms of infrastructure, access, parking, etc.
Ensuring access to adequate **income**			X				Negligible direct impact
Buying goods and services that are **green, ethical and local**			X				Negligible direct impact.
Providing **training and educational** opportunities			X				Negligible direct impact.
Promoting **healthy** lifestyles			X				Negligible direct impact.
Sustainable **transport**				X			Would link to footpaths, provide cycle storage and connect with public transport provision.
Ensuring access to affordable, healthy and appropriate **housing**			X				Negligible direct impact.
Preserving and enhancing **biodiversity** and **green spaces** and using **sustainable design**				X			Would help with boundary treatment and help in greening the space and link to other amenity spaces.
Reducing **consumption of**			X				Negligible direct impact

natural resources and managing **waste** sustainably							
Tackling **climate change** and adapting to it			X				Negligible direct impact
	IMPACT						**NOTES**
	Strong negative	**Negative impact**	**Neutral impact**	**Positive impact**	**Strong positive**	**Don't know**	
Ensuring future **energy security**			X				Negligible direct impact
Promoting **safe and sustainable** communities				X			Provision of safer environment for employees and users of the site.
Equality Impact			X				Negligible direct impact
Can the project be applied **across the valleys?**				X			Site specific.
Conclusion:	The project will indirectly support the enhancement of the site for quality employment and lead to new business creation.						

Impact and Deliverability Analysis

Project Name: Community Tourism Programme

DELIVERABILITY

	RATING					NOTES
	Definitely not	Probably not	Probably yes	Definitely yes	Unsure at this stage	
Is the project **affordable**?			X			Would involve medium scale costs for significant benefit at various community facilities.
Is the project **value for money**?				X		Yes. Would ensure viability of local provision and open up access to visitors in terms of usage.
Is the project **sustainable**?				X		Would be responsibility of local organisations. Need for management plans.
Is the project **attractive to investors**?		X				Gap needs to be met by this specific type of programme.
Is the project **attractive to the community**?				X		Yes. It would benefit the users of local facilities in terms of enhancement and increased revenue streams.
Is the project **achievable**?			X			Dependent on how it fits with wider strategic tourism products.
Is the project **commercial**?		X				No. Needs to be delivered by community sector.
Can the project be delivered by the **local community**?				X		As above.
Conclusion:	Development of a community tourism model that existing community run buildings and facilities can tap into.					

IMPACT

	IMPACT						NOTES
	Strong negative	Negative impact	Neutral impact	Positive impact	Strong positive	Don't know	
Supporting the **local economy** and sustainable **employment opportunities**				X			Contributes to the wider tourism infrastructure.
Ensuring access to adequate **income**				X			Would generate income for voluntary and community sector.
Buying goods and services that are **green, ethical and local**				X			Outlets could promote local produce and services to visitors.
Providing **training and educational** opportunities				X			Improvements could support training, conferences and network events.
Promoting **healthy** lifestyles				X			Provision of local hubs as places to participate in activities within the building and or starting points for walks and rides.
Sustainable **transport**				X			Would link with public transport provision and promote walking and cycling.
Ensuring access to affordable, healthy and appropriate **housing**			X				Negligible direct impact
Preserving and enhancing **biodiversity** and			X				Negligible direct impact

green spaces and using **sustainable design**							
Reducing **consumption of natural** resources and managing **waste** sustainably				X			Improvements should address sustainable design principles.
Tackling **climate change** and adapting to it				X			As above.
	IMPACT						**NOTES**
	Strong negative	**Negative impact**	**Neutral impact**	**Positive impact**	**Strong positive**	**Don't know**	
Ensuring future **energy security**			X				Negligible direct impact
Promoting **safe and sustainable** communities				X			Enhanced community facility.
Equality Impact			X				Negligible direct impact
Can the project be applied **across the valleys?**				X			Yes. Creation of local network of community venues.
Conclusion:	A good transferable project that could be a model for community tourism with links to other initiatives.						

Impact and Deliverability Analysis

Project Name: Bryngarw Country Park Hub

DELIVERABILITY

	RATING					NOTES
	Definitely not	Probably not	Probably yes	Definitely yes	Unsure at this stage	
Is the project **affordable**?			?			Depends on scale of projects and level of development anticipated.
Is the project **value for money**?			X			No detailed cost estimates. Existing asset owned by BCBC with some enhancement would make the business more viable and attractive to users.
Is the project **sustainable**?			X			Utilisation of existing asset. Needs to work with wider tourism activities so that it is complementary.
Is the project **attractive to investors**?				X		Yes. Strategic location to Valleys that can accommodate a wide range of activities.
Is the project **attractive to the community**?				X		Yes, as long as it is affordable and accessible. Need for closer partnering with Bettws community.
Is the project **achievable**?			X			Yes. Asset owned by BCBC with improvement works at the right scale.
Is the project **commercial**?				X		In terms of better viability. Enhancement of assets and improved product for visitors.
Can the project be delivered by the **local community**?			X			There may be some aspects such as grounds landscaping and creation of trails, but main building work would be the responsibility of BCBC.
Conclusion:	As noted, the level of project detail needs to make targeted strategic impact					

	that relates to key facilities and focal points that builds on investment to date in the two centres.

IMPACT

	IMPACT						NOTES
	Strong negative	Negative impact	Neutral impact	Positive impact	Strong positive	Don't know	
Supporting the **local economy** and sustainable **employment opportunities**				X			Safeguard and create local jobs. Support tourist sector and in-directly the local community.
Ensuring access to adequate **income**			X				Negligible direct impact.
Buying goods and services that are **green, ethical and local**				X			Improvements may lead to local goods be sold within an enhanced visitor facility.
Providing **training and educational** opportunities			X				Improvements may provide local training facilities.
Promoting **healthy** lifestyles				X			Improved facilities for active pursuits.
Sustainable **transport**				X			The site needs to connect with public transport, but would have opportunities as a bike and walking base.
Ensuring access to affordable, healthy and appropriate **housing**			X				Negligible direct impact.
Preserving and enhancing **biodiversity** and **green spaces** and using **sustainable design**			X				Negligible direct impact.

Reducing **consumption of natural** resources and managing **waste** sustainably			X				Negligible direct impact.
Tackling **climate change** and adapting to it			X				Negligible direct impact.
	IMPACT						**NOTES**
	Strong negative	**Negative impact**	**Neutral impact**	**Positive impact**	**Strong positive**	**Don't know**	
Ensuring future **energy security**			X				Negligible direct impact.
Promoting **safe and sustainable** communities				X			Provision of an enhanced facility close to Bettws and other neighbouring communities.
Equality Impact			X				Provision for the whole community.
Can the project be applied **across the valleys?**				X			Creation of strategic hubs that service individual valleys that are connected.
Conclusion:	Agreement needs to be made as to the key strategic hubs within the three valleys and how these correspond in terms of specific roles and functions.						

2. Skills and Education

Impact and Deliverability Analysis

Project Name: Accreditation of Existing Skills with No Formal Quals

DELIVERABILITY

	RATING					NOTES
	Definitely not	Probably not	Probably yes	Definitely yes	Unsure at this stage	
Is the project **affordable**?					X	Would need discussion with DCELLS at WAG.
Is the project **value for money**?					X	As above.
Is the project **sustainable**?					X	As above.
Is the project **attractive to investors**?		X				No. Needs a skills agency lead.
Is the project **attractive to the community**?			X			Depends on format and how programme is promoted and accessed.
Is the project **achievable**?			X			Dependent on DCELLS at WAG.
Is the project **commercial**?		X				No.
Can the project be delivered by the **local community**?		X				No. But would need to be provided at a local level.

Conclusion:	Requires detailed discussion with DCELLs to identify the best means of trialling such a project and how it can be delivered at a local level.

IMPACT

	IMPACT						NOTES
	Strong negative	Negative impact	Neutral impact	Positive impact	Strong positive	Don't know	
Supporting the **local economy** and sustainable **employment opportunities**				X			Would lead to people with no or limited qualifications entering employment that are currently inactive.
Ensuring access to adequate **income**				X			Opportunities for enhanced employment and provision of adequate wages.
Buying goods and services that are **green, ethical and local**			X				Negligible direct impact.
Providing **training and educational** opportunities					X		Initial diagnostic leading to training programme.
Promoting **healthy** lifestyles			X				Negligible direct impact.
Sustainable **transport**			X				Negligible direct impact.
Ensuring access to affordable, healthy and appropriate **housing**			X				Negligible direct impact.
Preserving and enhancing **biodiversity** and **green spaces** and using **sustainable**			X				Negligible direct impact.

design							
Reducing **consumption of natural** resources and managing **waste** sustainably			X				Negligible direct impact.
Tackling **climate change** and adapting to it			X				Negligible direct impact.
	IMPACT						**NOTES**
	Strong negative	**Negative impact**	**Neutral impact**	**Positive impact**	**Strong positive**	**Don't know**	
Ensuring future **energy security**			X				Negligible direct impact.
Promoting **safe and sustainable** communities					X		Tackling inactive working population that can contribute economically and socially.
Equality Impact				X			Would be available to all sectors of the community.
Can the project be applied **across the valleys?**					X		This is a cross valley issue.
Conclusion:	This would have measurable impact on the economic vitality of the valleys and would tackle those cohorts of residents that require direct support.						

Impact and Deliverability Analysis

Project Name: Young Peoples Outdoor Activity Mentoring Programme

DELIVERABILITY

	RATING					NOTES
	Definitely not	Probably not	Probably yes	Definitely yes	Unsure at this stage	
Is the project **affordable**?					X	No costs and would be dependent on development of tourist product.
Is the project **value for money**?					X	As above.
Is the project **sustainable**?					X	As above.
Is the project **attractive to investors**?		X				Not sure at this stage.
Is the project **attractive to the community**?			X			It would provide a useful resource that channels young people into outdoor activity work such as guiding, maintenance, etc.
Is the project **achievable**?					X	Dependent on development of infrastructure that would support the outdoors experience.
Is the project **commercial**?		X				No.
Can the project be delivered by the **local community**?			X			Yes in partnership with community development groups.

Conclusion:	Project maybe premature for delivering as it is dependent on the development of the wider tourism infrastructure.

IMPACT

	IMPACT						NOTES
	Strong negative	Negative impact	Neutral impact	Positive impact	Strong positive	Don't know	
Supporting the **local economy** and sustainable **employment opportunities**				X			Generate of local jobs through tourism based activity. Could be an apprenticeship that leads to permanent employment.
Ensuring access to adequate **income**				X			Entry point for employment and income.
Buying goods and services that are **green, ethical and local**			X				Negligible direct impact.
Providing **training and educational** opportunities					X		Direct mentoring and training in outdoor activity sector.
Promoting **healthy** lifestyles					X		Project would lead to a change in lifestyle for the young person and would promote active pursuits within the valley.
Sustainable **transport**			X				Negligible direct impact.
Ensuring access to affordable, healthy and appropriate **housing**			X				Negligible direct impact.
Preserving and enhancing **biodiversity** and **green spaces** and using **sustainable**			X				Negligible direct impact.

design							
Reducing **consumption of natural** resources and managing **waste** sustainably			X				Negligible direct impact.
Tackling **climate change** and adapting to it				X			Use of natural environment for economic activity.
	IMPACT						**NOTES**
	Strong negative	**Negative impact**	**Neutral impact**	**Positive impact**	**Strong positive**	**Don't know**	
Ensuring future **energy security**			X				Negligible direct impact.
Promoting **safe and sustainable** communities				X			Would provide opportunities for NEET young people to engage with their community and become associated with an identified need.
Equality Impact				X			Open to all.
Can the project be applied **across the valleys?**				X			Yes. Could be linked to youth centres, boys and girls clubs, etc.
Conclusion:	Would have a good impact in terms of addressing young people that drop our after key stage 4 and could provide a key resource for outdoor activity product.						

Impact and Deliverability Analysis

Project Name: Vocational Learning Outreach Project

DELIVERABILITY

	RATING					NOTES
	Definitely not	Probably not	Probably yes	Definitely yes	Unsure at this stage	
Is the project **affordable**?					X	No costs obtained for such a project.
Is the project **value for money**?					X	As above.
Is the project **sustainable**?					X	As above.
Is the project **attractive to investors**?					X	As above.
Is the project **attractive to the community**?			X			Yes. It would provide local pathways for vocational learning that supports specific community issues such as housing renewal and social enterprise activity.
Is the project **achievable**?			X			Dependent on type of partnering model.
Is the project **commercial**?		X				No.
Can the project be delivered by the **local community**?		X				No. But may need local partners to provide learning experiences.

Conclusion:	Dependent on development of learning model and partners and how it can be delivered at a local level.

IMPACT

	IMPACT						NOTES
	Strong negative	Negative impact	Neutral impact	Positive impact	Strong positive	Don't know	
Supporting the **local economy** and sustainable **employment opportunities**				X			Would lead to employment and enhanced qualifications.
Ensuring access to adequate **income**				X			Entry into permanent employment.
Buying goods and services that are **green, ethical and local**			X				Negligible direct impact.
Providing **training and educational** opportunities					X		Direct vocational learning for residents with limited or no qualifications.
Promoting **healthy** lifestyles				X			Learning could through lifestyle/activity based employment.
Sustainable **transport**			X				Negligible direct impact.
Ensuring access to affordable, healthy and appropriate **housing**			X				Negligible direct impact.
Preserving and enhancing **biodiversity** and **green spaces** and using **sustainable**			X				Negligible direct impact.

design							
Reducing **consumption of natural** resources and managing **waste** sustainably			X				Negligible direct impact.
Tackling **climate change** and adapting to it			X				Negligible direct impact.
	IMPACT						**NOTES**
	Strong negative	**Negative impact**	**Neutral impact**	**Positive impact**	**Strong positive**	**Don't know**	
Ensuring future **energy security**			X				Negligible direct impact.
Promoting **safe and sustainable** communities					X		Development of a skilled workforce.
Equality Impact				X			Open to all.
Can the project be applied **across the valleys?**					X		This a key structural issue across the three valleys.
Conclusion:	Would have significant impact and result in people retuning to employment.						

Impact and Deliverability Analysis

Project Name: Strategic Growth Sector Skills Development

DELIVERABILITY

	RATING					NOTES
	Definitely not	Probably not	Probably yes	Definitely yes	Unsure at this stage	
Is the project **affordable**?		X				Project not advanced enough and would need to operate at a regional level.
Is the project **value for money**?					X	As above.
Is the project **sustainable**?					X	As above.
Is the project **attractive to investors**?					X	As above.
Is the project **attractive to the community**?			X			Project would address growth sector area such as tourism, renewable energy, etc so would contribute to community infrastructure.
Is the project **achievable**?					X	As above.
Is the project **commercial**?					X	As above.
Can the project be delivered by the **local community**?					X	As above.

Conclusion:	Project would require significant development at a regional level.

IMPACT

	IMPACT						NOTES
	Strong negative	Negative impact	Neutral impact	Positive impact	Strong positive	Don't know	
Supporting the **local economy** and sustainable **employment opportunities**				X			Targets growth sector and creation of skills centres that develop local skills base.
Ensuring access to adequate **income**				X			Develops enhanced opportunities for employment in these sectors.
Buying goods and services that are **green, ethical and local**			X				Negligible direct impact.
Providing **training and educational** opportunities				X			Specialist training programme.
Promoting **healthy** lifestyles			X				Negligible direct impact.
Sustainable **transport**			X				Negligible direct impact.
Ensuring access to affordable, healthy and appropriate **housing**			X				Negligible direct impact.
Preserving and enhancing **biodiversity** and **green spaces** and using **sustainable design**			X				Negligible direct impact.

Reducing **consumption of natural** resources and managing **waste** sustainably			X				Negligible direct impact.
Tackling **climate change** and adapting to it			X				Negligible direct impact.
	IMPACT						**NOTES**
	Strong negative	**Negative impact**	**Neutral impact**	**Positive impact**	**Strong positive**	**Don't know**	
Ensuring future **energy security**			X				Negligible direct impact.
Promoting **safe and sustainable** communities				X			Would lead to local employment and cohesive communities.
Equality Impact				X			Open to all.
Can the project be applied **across the valleys?**					X		Would need to work at a cross valleys level to be viable and to ensure economies of scale.
Conclusion:	Has strong cross valley links with established skills centres – set up a virtual network with a permanent base.						

Impact and Deliverability Analysis

Project Name: Lifeskills/Parenting Skills

DELIVERABILITY

	RATING					NOTES
	Definitely not	Probably not	Probably yes	Definitely yes	Unsure at this stage	
Is the project **affordable**?					X	No costs at this stage.
Is the project **value for money**?					X	As above.
Is the project **sustainable**?					X	As above.
Is the project **attractive to investors**?		X				Not applicable.
Is the project **attractive to the community**?			X			Would support families and single parents within specific communities, fostering learning and child development.
Is the project **achievable**?			X			Would require a local solution that is accessible to all.
Is the project **commercial**?		X				No.
Can the project be delivered by the **local community**?			X			No. May require some local partners to provide facilities, etc.
Conclusion:	This is a key project and barrier to early years development and resultant implications for children's development into primary and secondary					

	schools

IMPACT

	IMPACT						NOTES
	Strong negative	Negative impact	Neutral impact	Positive impact	Strong positive	Don't know	
Supporting the **local economy** and sustainable **employment opportunities**				X			Would support future educational attainment levels and qualifications, leading to employment.
Ensuring access to adequate **income**				X			Would assist parents in developing personal skills as well as informal learning, in-directly improving employment opportunities.
Buying goods and services that are **green, ethical and local**			X				Negligible direct impact.
Providing **training and educational** opportunities					X		Informal training for parents in developing their child's welfare and education.
Promoting **healthy** lifestyles				X			Improved awareness of diet and nutrition and healthy activity.
Sustainable **transport**			X				Negligible direct impact.
Ensuring access to affordable, healthy and appropriate **housing**			X				Negligible direct impact.
Preserving and enhancing **biodiversity** and **green spaces** and			X				Negligible direct impact.

using **sustainable design**							
Reducing **consumption of natural** resources and managing **waste** sustainably			X				Negligible direct impact.
Tackling **climate change** and adapting to it			X				Negligible direct impact.
	IMPACT						**NOTES**
	Strong negative	**Negative impact**	**Neutral impact**	**Positive impact**	**Strong positive**	**Don't know**	
Ensuring future **energy security**			X				Negligible direct impact.
Promoting **safe and sustainable** communities					X		Would tackle social inclusion and latent issues concerning young people.
Equality Impact				X			Open to all.
Can the project be applied **across the valleys?**				X			This is a key cross valleys issue that is shown within statistics.
Conclusion:	Will have significant impact on families and future educational attainment levels and opportunities for economic and community development.						

Impact and Deliverability Analysis

Project Name: Extending Parenting Skills Initiative

DELIVERABILITY

	RATING					NOTES
	Definitely not	Probably not	Probably yes	Definitely yes	Unsure at this stage	
Is the project **affordable**?					X	No costs at this stage.
Is the project **value for money**?					X	As above.
Is the project **sustainable**?					X	As above.
Is the project **attractive to investors**?		X				Not applicable.
Is the project **attractive to the community**?				X		Would support families and single parents within specific communities, fostering learning and child development.
Is the project **achievable**?					X	Would require a local solution that is accessible to all.
Is the project **commercial**?		X				No.
Can the project be delivered by the **local community**?		X				No. May require some local partners to provide facilities, etc.

Conclusion:	This is a key project and barrier to early year's development and resultant implications for children's development into primary and secondary schools.

IMPACT

	IMPACT						NOTES
	Strong negative	Negative impact	Neutral impact	Positive impact	Strong positive	Don't know	
Supporting the **local economy** and sustainable **employment opportunities**				X			Would support future educational attainment levels and qualifications, leading to employment.
Ensuring access to adequate **income**			X				Would assist parents in developing personal skills as well as informal learning, in-directly improving employment opportunities.
Buying goods and services that are **green, ethical and local**			X				Negligible direct impact.
Providing **training and educational** opportunities					X		Informal training for parents in developing their child's welfare and education.
Promoting **healthy** lifestyles				X			Improved awareness of diet and nutrition and healthy activity.
Sustainable **transport**			X				Negligible direct impact.
Ensuring access to affordable, healthy and appropriate **housing**			X				Negligible direct impact.
Preserving and enhancing **biodiversity** and **green spaces** and			X				Negligible direct impact.

using **sustainable design**							
Reducing **consumption of natural** resources and managing **waste** sustainably			X				Negligible direct impact.
Tackling **climate change** and adapting to it			X				Negligible direct impact.
	IMPACT						**NOTES**
	Strong negative	**Negative impact**	**Neutral impact**	**Positive impact**	**Strong positive**	**Don't know**	
Ensuring future **energy security**			X				Negligible direct impact.
Promoting **safe and sustainable** communities					X		Would tackle social inclusion and latent issues concerning young people.
Equality Impact				X			Open to all.
Can the project be applied **across the valleys?**					X		This is a key cross valleys issue that is shown within statistics.
Conclusion:	This is a key project and barrier to early year's development and resultant implications for children's development into primary and secondary schools.						

Impact and Deliverability Analysis

Project Name: Early Years Development

DELIVERABILITY

	RATING					NOTES
	Definitely not	Probably not	Probably yes	Definitely yes	Unsure at this stage	
Is the project **affordable**?					X	No costs at this stage.
Is the project **value for money**?					X	As above.
Is the project **sustainable**?					X	As above.
Is the project **attractive to investors**?					X	As above.
Is the project **attractive to the community**?			X			This would support parenting skills initiative as well as tackling numeracy and literacy problems.
Is the project **achievable**?					X	Would need discussion with LEA.
Is the project **commercial**?		X				No.
Can the project be delivered by the **local community**?		X				No.
Conclusion:	Project needs development with LEA in terms of early year's provision within the Valley.					

IMPACT

	IMPACT						NOTES
	Strong negative	Negative impact	Neutral impact	Positive impact	Strong positive	Don't know	
Supporting the **local economy** and sustainable **employment opportunities**				X			Supports future educational attainment, qualification and economic activity.
Ensuring access to adequate **income**			X				Negligible direct impact.
Buying goods and services that are **green, ethical and local**			X				Negligible direct impact.
Providing **training and educational** opportunities				X			Direct support for pre-school and primary school education.
Promoting **healthy** lifestyles				X			Awareness of health and well being and relationship to education.
Sustainable **transport**			X				Negligible direct impact.
Ensuring access to affordable, healthy and appropriate **housing**			X				Negligible direct impact.
Preserving and enhancing **biodiversity** and **green spaces** and using **sustainable design**			X				Negligible direct impact.

Reducing **consumption of natural** resources and managing **waste** sustainably			X				Negligible direct impact.
Tackling **climate change** and adapting to it			X				Negligible direct impact.
	IMPACT						**NOTES**
	Strong negative	**Negative impact**	**Neutral impact**	**Positive impact**	**Strong positive**	**Don't know**	
Ensuring future **energy security**			X				Negligible direct impact.
Promoting **safe and sustainable** communities				X			More cohesive communities created through accessible education from an early age.
Equality Impact			X				Negligible direct impact.
Can the project be applied **across the valleys?**				X			Yes. This is a key cross valley theme.
Conclusion:	Project would have significant impact but needs to be mapped within current early year's provision within the valley.						

Impact and Deliverability Analysis

Project Name: Community Focussed Schools Programme

DELIVERABILITY

	RATING					NOTES
	Definitely not	Probably not	Probably yes	Definitely yes	Unsure at this stage	
Is the project **affordable**?					X	No real scope of costs to date.
Is the project **value for money**?					X	As above.
Is the project **sustainable**?					X	As above.
Is the project **attractive to investors**?					X	As above.
Is the project **attractive to the community**?			X			Yes. It would provide a local outlet for cross generational learning utilising under-used assets.
Is the project **achievable**?					X	As above.
Is the project **commercial**?		X				No.
Can the project be delivered by the **local community**?			X			Would need to partner local organisations that provide community activities, interest groups, etc

Conclusion:	BCBC Schools Modernisation programme would need to scope the potential for community learning hubs within the valley and how these link with other educational provision in and outside of the Garw areas in relation to secondary and adult and community learning.

IMPACT

	IMPACT						NOTES
	Strong negative	Negative impact	Neutral impact	Positive impact	Strong positive	Don't know	
Supporting the **local economy** and sustainable **employment opportunities**				X			Increased opportunities for community learning that results in qualified residents in vocational topics as well as hobbies and interests.
Ensuring access to adequate **income**				X			Enhanced opportunities for employment.
Buying goods and services that are **green, ethical and local**			X				Negligible direct impact.
Providing **training and educational** opportunities					X		Community based training provision.
Promoting **healthy** lifestyles				X			Curriculum could involve physical activity and well being subjects.
Sustainable **transport**			X				Negligible direct impact.
Ensuring access to affordable, healthy and appropriate **housing**			X				Negligible direct impact.
Preserving and enhancing **biodiversity** and **green spaces** and using **sustainable design**			X				Negligible direct impact.

Reducing **consumption of natural** resources and managing **waste** sustainably			X				Negligible direct impact.
Tackling **climate change** and adapting to it			X				Negligible direct impact.
	IMPACT						**NOTES**
	Strong negative	**Negative impact**	**Neutral impact**	**Positive impact**	**Strong positive**	**Don't know**	
Ensuring future **energy security**			X				Negligible direct impact.
Promoting **safe and sustainable** communities					X		Provision of accessible and local facilities for learning that leads to cross generational interaction.
Equality Impact				X			Accessible to all.
Can the project be applied **across the valleys?**					X		This is dependent on schools modernisation programme and whether community focussed schools can be developed within existing primary schools or within other BCBC assets.
Conclusion:	BCBC Schools Modernisation programme would need to scope the potential for community learning hubs within the valley and how these link with other educational provision in and outside of the Garw areas in relation to secondary and adult and community learning.						

3. Health and Well Being

Impact and Deliverability Analysis

Project Name: Community Growing Project

DELIVERABILITY

	RATING					NOTES
	Definitely not	Probably not	Probably yes	Definitely yes	Unsure at this stage	
Is the project **affordable**?			X			No costs as this would be dependent on land and resultant costs. Project would target derelict or underused land so that cost should be affordable.
Is the project **value for money**?			X			Scheme would provide community growing space that would have significant benefits for the investment.
Is the project **sustainable**?				X		Would require local management groups to maintain and run individual plots or growing schemes.
Is the project **attractive to investors**?			X			Not to the private sector, but could be run by social enterprises.
Is the project **attractive to the community**?				X		Yes. Meets a real community need in terms of access to local produce and collective community action.
Is the project **achievable**?			X			Yes – dependent on securing land and establishment of valley groups. Could build on Real Food project as part of RDP with Creation DT.
Is the project		X				No. Needs to be non for profit

commercial?						with any income recycled back into future developments, etc.
Can the project be delivered by the **local community**?				X		Yes. A real grass roots community projects.
Conclusion:	This project would meet a wide range of local needs in terms of meeting demand for local produce, diet and nutrition, use of derelict or under-used land and wider community development activity.					

IMPACT

	IMPACT						NOTES
	Strong negative	Negative impact	Neutral impact	Positive impact	Strong positive	Don't know	
Supporting the **local economy** and sustainable **employment opportunities**				X			Would support local supply chains into local outlets and may provide some direct labour as part of a social enterprise model.
Ensuring access to adequate **income**			X				Negligible direct impact.
Buying goods and services that are **green, ethical and local**				X			Provision of valleys grown local produce that is part of the distinctive offer of the valley.
Providing **training and educational** opportunities				X			Project would provide training in growing produce, maintenance, cooking, etc
Promoting **healthy** lifestyles					X		Raised awareness of diet and nutrition.
Sustainable **transport**			X				Negligible direct impact.
Ensuring access to affordable, healthy and appropriate **housing**			X				Negligible direct impact.
Preserving and enhancing **biodiversity** and **green spaces** and using **sustainable**					X		Reuse of derelict or under-used space within the valley that is accessible to local residents.

design							
Reducing **consumption of natural** resources and managing **waste** sustainably					X		Recycling of waste, composting, growing local produce that is seasonal and can be used for local consumption.
Tackling **climate change** and adapting to it					X		Production of local produce that is sold within the valley and where there is surplus to other neighbouring communities and outlets.
	IMPACT						**NOTES**
	Strong negative	**Negative impact**	**Neutral impact**	**Positive impact**	**Strong positive**	**Don't know**	
Ensuring future **energy security**				X			Reduced transportation costs for delivery of produce.
Promoting **safe and sustainable** communities					X		Collective working in producing local food and its celebration within communities.
Equality Impact				X			Accessible to all in terms of physical site, etc
Can the project be applied **across the valleys?**					X		Yes. This project may need to work at a cross valley level to develop the right supply chains, distribution networks and management.
Conclusion:	This project would meet a wide range of local needs in terms of meeting demand for local produce, diet and nutrition, use of derelict or under-used land and wider community development activity. There would be impact at both a local and strategic level in terms of food production.						

Impact and Deliverability Analysis

Project Name: Healthy Women Project

DELIVERABILITY

	RATING					NOTES
	Definitely not	Probably not	Probably yes	Definitely yes	Unsure at this stage	
Is the project **affordable**?					X	No cost estimates. Would be revenue based with a support worker.
Is the project **value for money**?					X	As above.
Is the project **sustainable**?					X	As above.
Is the project **attractive to investors**?		X				No. Would need to be met by outreach type programme.
Is the project **attractive to the community**?				X		Has been identified by a number of community groups.
Is the project **achievable**?			X			Depends on fit with other health programmes.
Is the project **commercial**?		X				No.
Can the project be delivered by the **local community**?			X			In partnership with local community groups such as toddler groups, etc.
Conclusion:	Project needs some detailed scoping in terms of fit with existing health awareness and business support activities for women.					

IMPACT

	IMPACT						NOTES
	Strong negative	Negative impact	Neutral impact	Positive impact	Strong positive	Don't know	
Supporting the **local economy** and sustainable **employment opportunities**				X			Specific support for women as a target group that addresses well being issues and signpost participants to skills development, enterprise, etc.
Ensuring access to adequate **income**				X			Entry point to employment.
Buying goods and services that are **green, ethical and local**				X			Supply of local services by known providers within the area that uses local resources to enhance people's health and indirectly use of other local products and services.
Providing **training and educational** opportunities					X		Direct training and support for women.
Promoting **healthy** lifestyles					X		Raised awareness of health, diet, nutrition and activity.
Sustainable **transport**				X			Use of walking and cycling within the area as a means of healthy living.
Ensuring access to affordable, healthy and appropriate **housing**			X				Negligible direct impact.

Preserving and enhancing **biodiversity** and **green spaces** and using **sustainable design**			X				
Reducing **consumption of natural** resources and managing **waste** sustainably			X				Negligible direct impact.
Tackling **climate change** and adapting to it			X				Negligible direct impact.
	IMPACT						**NOTES**
	Strong negative	**Negative impact**	**Neutral impact**	**Positive impact**	**Strong positive**	**Don't know**	
Ensuring future **energy security**			X				Negligible direct impact.
Promoting **safe and sustainable** communities					X		Leads to informal networking and community cohesion.
Equality Impact					X		Target specific under-represented group.
Can the project be applied **across the valleys?**					X		Could apply across all three valleys.
Conclusion:	Would have impact amongst women that are not engaged within their community, resulting in social and economic benefits for the participant and their community.						

4. Transport and Connectivity

Impact and Deliverability Analysis

Project Name: Develop riding trails

DELIVERABILITY

	RATING					NOTES
	Definitely not	Probably not	Probably yes	Definitely yes	Unsure at this stage	
Is the project **affordable**?					X	No costs. Very significant project with no understanding of coverage, land ownership and resultant management issues.
Is the project **value for money**?					X	As above.
Is the project **sustainable**?					X	As above.
Is the project **attractive to investors**?		X				Unsure at this stage. Requires detailed feasibility study.
Is the project **attractive to the community**?				X		Would open up trails and networks for local residents and local riding clubs.
Is the project **achievable**?					X	Requires more detailed scoping
Is the project **commercial**?		X				No.
Can the project be delivered by the			X			May require local environmental action group support for path

local community?						clearance, etc.
Conclusion:	This project is not advanced enough for inclusion at this stage of the programme.					

IMPACT

	IMPACT						NOTES
	Strong negative	Negative impact	Neutral impact	Positive impact	Strong positive	Don't know	
Supporting the **local economy** and sustainable **employment opportunities**				X			If delivered would contribute to wider activity based tourism offer.
Ensuring access to adequate **income**			X				Negligible direct impact.
Buying goods and services that are **green, ethical and local**			X				Negligible direct impact.
Providing **training and educational** opportunities			X				Negligible direct impact.
Promoting **healthy** lifestyles					X		Provision of a healthy lifestyle for local residents and visitors.
Sustainable **transport**				X			Would need to monitor any environmental impact.
Ensuring access to affordable, healthy and appropriate **housing**			X				Negligible direct impact.
Preserving and enhancing **biodiversity** and **green spaces** and using **sustainable design**				X			Would need to monitor any environmental impact.
Reducing				X			Would need to monitor

consumption of natural resources and managing **waste** sustainably							any environmental impact.
Tackling **climate change** and adapting to it				X			Promotion of alternative means of transport primarily for leisure purposes.
	IMPACT						**NOTES**
	Strong negative	**Negative impact**	**Neutral impact**	**Positive impact**	**Strong positive**	**Don't know**	
Ensuring future **energy security**			X				Negligible direct impact.
Promoting **safe and sustainable** communities				X			Would provide a community resource that could be shared for other activities such as cycling and walking.
Equality Impact			X				Negligible direct impact.
Can the project be applied **across the valleys?**					X		Would need to have a cross valleys network for it to have critical mass.
Conclusion:	Costs and management would need further exploration. Impact would be significant as part of tourism experience.						

Impact and Deliverability Analysis

Project Name: Development of Inter Valley Cycle Routes

DELIVERABILITY

	RATING					NOTES
	Definitely not	Probably not	Probably yes	Definitely yes	Unsure at this stage	
Is the project **affordable**?					X	Study being undertaken within the Garw to ascertain costs and scope.
Is the project **value for money**?					X	See above. If achievable would bring about significant economic benefit to the valley.
Is the project **sustainable**?					X	Dependent on management plan.
Is the project **attractive to investors**?					X	This needs to form part of business plan case.
Is the project **attractive to the community**?				X		Yes. Identified as a key objective with investment made to date in Garw Lakes and within Blaengarw.
Is the project **achievable**?					X	Dependent on feasibility study and collaborative approach with neighbouring partners.
Is the project **commercial**?		X				Would need an element of commercial support in terms of accommodation and bike friendly infrastructure.
Can the project be delivered by the **local community**?			X			Already is by GVCC and other local partners. This needs to be developed further with other

						valley partners and with NPT Council
Conclusion:	Would develop the Garw Valley as a bike destination to another level of development. This project needs to be collaborative and strategic for it work and share benefits across the sub region.					

IMPACT

	IMPACT						NOTES
	Strong negative	Negative impact	Neutral impact	Positive impact	Strong positive	Don't know	
Supporting the **local economy** and sustainable **employment opportunities**					X		Supports tourist sector and growth in employment within Valley and in neighbouring communities.
Ensuring access to adequate **income**			X				Negligible direct impact.
Buying goods and services that are **green, ethical and local**				X			Local outlets on routes can showcase the best of local produce and services.
Providing **training and educational** opportunities				X			Mountain bike guiding, bike mechanic training and guided trails in nature, history etc.
Promoting **healthy** lifestyles					X		Activity based pursuits.
Sustainable **transport**					X		Needs to connect with public transport and other modes.
Ensuring access to affordable, healthy and appropriate **housing**				X			Could link with residential estates to ensure people have direct access onto routes.
Preserving and enhancing **biodiversity** and			X				Negligible direct impact.

green spaces and using **sustainable design**							
Reducing **consumption of natural** resources and managing **waste** sustainably					X		Maximisation of local natural and environmental assets.
Tackling **climate change** and adapting to it					X		As above. Use of sustainable modes. Need to ensure integration is achieved.
	IMPACT						**NOTES**
	Strong negative	**Negative impact**	**Neutral impact**	**Positive impact**	**Strong positive**	**Don't know**	
Ensuring future **energy security**			X				Negligible direct impact.
Promoting **safe and sustainable** communities					X		Provision of local network that meets local needs.
Equality Impact			X				Negligible direct impact.
Can the project be applied **across the valleys?**					X		Can only work at a cross valley scale for it provide a diverse experience that benefits the three valleys?
Conclusion:	Significant impact on an economic, health and social level. Needs further development in terms of feasibility, route development and management and fit with existing bike hubs.						

Impact and Deliverability Analysis

Project Name: Garw Valley Railway

DELIVERABILITY

	RATING					NOTES
	Definitely not	Probably not	Probably yes	Definitely yes	Unsure at this stage	
Is the project **affordable**?					X	Initial costs indicate a significant amount of capital expenditure. This requires more development.
Is the project **value for money**?					X	As above. Dependent on business plan such a project would aid the valley in terms of providing an alternative means of transport for commuting as well as visitor traffic.
Is the project **sustainable**?					X	As above.
Is the project **attractive to investors**?					X	As above.
Is the project **attractive to the community**?			X			Would provide a key community service to local residents if the provision was accessible to all.
Is the project **achievable**?					X	Depends on business plan case.
Is the project **commercial**?			X			Yes. It would need private sector support or at
Can the project be delivered by the **local community**?			X			In partnership with complementary organisations that could feed into the project

						at the Pontcymer terminus or along the line.
Conclusion:	The project has been identified for many years as providing a potential passenger and heritage line between Bridgend and the Garw Valley. Such a project would require significant investment and also needs to be aligned to other projects for it to be viable. These projects are gradually coming on stream and a reappraisal of the railway needs to be undertaken to understand its role within the wider Valley strategic vision.					

IMPACT

	IMPACT						NOTES
	Strong negative	Negative impact	Neutral impact	Positive impact	Strong positive	Don't know	
Supporting the **local economy** and sustainable **employment opportunities**				X			Could create new employment as part of the project and generate additional jobs within the key service centres.
Ensuring access to adequate **income**			X				Negligible direct impact.
Buying goods and services that are **green, ethical and local**			X				Negligible direct impact.
Providing **training and educational** opportunities			X				Negligible direct impact.
Promoting **healthy** lifestyles				X			Integration with walking and cycling initiatives.
Sustainable **transport**					X		Reduction in car borne traffic. Opportunities for rail freight?
Ensuring access to affordable, healthy and appropriate **housing**			X				Negligible direct impact.
Preserving and enhancing **biodiversity** and **green spaces** and using **sustainable design**			X				Negligible direct impact.
Reducing			X				Negligible direct impact.

consumption of natural resources and managing **waste** sustainably							
Tackling **climate change** and adapting to it				X			Promotion of sustainable forms of transport within the valley. Means of fuel on railway needs to be considered. Electrification plus steam heritage?
	IMPACT						**NOTES**
	Strong negative	**Negative impact**	**Neutral impact**	**Positive impact**	**Strong positive**	**Don't know**	
Ensuring future **energy security**			X				Negligible direct impact.
Promoting **safe and sustainable** communities				X			Provision of local service to residents
Equality Impact			X				Negligible direct impact.
Can the project be applied **across the valleys?**				X			Valley specific but could link to Maesteg line at Tondu.
Conclusion:	Could have significant impacts at an economic and social level, but there are substantial items that would require development within a business plan exercise.						

5. Housing Choice and Quality

Impact and Deliverability Analysis

Project Name: Home Energy Efficiency Scheme

DELIVERABILITY

	RATING					NOTES
	Definitely not	Probably not	Probably yes	Definitely yes	Unsure at this stage	
Is the project **affordable**?					X	No costs of roll out of such a scheme. Government cash-back scheme in operation. Would need to look at fit.
Is the project **value for money**?					X	See above.
Is the project **sustainable**?					X	See above.
Is the project **attractive to investors**?					X	See above.
Is the project **attractive to the community**?				X		Would help tackle fuel poverty issues and general health issues in terms of current housing conditions and dependency on specific fuels.
Is the project **achievable**?				X		Dependent on whether this duplicates other government initiatives, this could operate fairly simply.
Is the project **commercial**?		X				No.

Can the project be delivered by the **local community**?			X			Yes. Could be lead by social enterprise or local energy saving trust.
Conclusion:	This project would improve the energy performance of existing housing stock and raise awareness of sustainability and other low carbon initiatives. Further work to understand scope of existing government scheme and whether a local initiative could be rolled out.					

IMPACT

	IMPACT						NOTES
	Strong negative	Negative impact	Neutral impact	Positive impact	Strong positive	Don't know	
Supporting the **local economy** and sustainable **employment opportunities**			X				Negligible direct impact.
Ensuring access to adequate **income**			X				Negligible direct impact.
Buying goods and services that are **green, ethical and local**				X			Use of local renewable energy services and guidance. Local procurement policy to support growth sector companies.
Providing **training and educational** opportunities				X			Awareness raising on energy efficiency and home improvements.
Promoting **healthy** lifestyles					X		Works towards creating healthy homes for healthy people.
Sustainable **transport**			X				Negligible direct impact.
Ensuring access to affordable, healthy and appropriate **housing**					X		Improvements would ensure that houses are fit for purpose and residents.
Preserving and enhancing **biodiversity** and **green spaces** and		X					Negligible direct impact.

using **sustainable design**							
Reducing **consumption of natural** resources and managing **waste** sustainably					X		Promotion of alternative forms of renewable energy.
Tackling **climate change** and adapting to it					X		See above.
	IMPACT						**NOTES**
	Strong negative	**Negative impact**	**Neutral impact**	**Positive impact**	**Strong positive**	**Don't know**	
Ensuring future **energy security**					X		This would work towards reducing the use of oil based energy and investigate the use of other forms of energy that could be locally generated.
Promoting **safe and sustainable** communities					X		Improvements would lead to a better quality of life and a more cohesive community.
Equality Impact					X		Open to all applicants that can justify improvements.
Can the project be applied **across the valleys?**					X		Yes. Could work at a cross valley level.
Conclusion:	This project would improve the energy performance of existing housing stock and raise awareness of sustainability and other low carbon initiatives. Further work to understand scope of existing government scheme and whether a local initiative could be rolled out.						

Impact and Deliverability Analysis

Project Name: Housing Conditions Survey Action Programme

DELIVERABILITY

	RATING					NOTES
	Definitely not	Probably not	Probably yes	Definitely yes	Unsure at this stage	
Is the project **affordable**?					X	No costs to date.
Is the project **value for money**?					X	As above
Is the project **sustainable**?					X	As above.
Is the project **attractive to investors**?					X	As above.
Is the project **attractive to the community**?				X		Would meet community needs in terms of quality of life.
Is the project **achievable**?					X	As above.
Is the project **commercial**?				X		No.
Can the project be delivered by the **local community**?			X			In partnership
Conclusion:	This is a strategic action that will be picked up as part of the WHQS.					

IMPACT

	IMPACT						NOTES
	Strong negative	Negative impact	Neutral impact	Positive impact	Strong positive	Don't know	
Supporting the **local economy** and sustainable **employment opportunities**				X			Leads to community confidence, better quality of life and resultant pathways to employment.
Ensuring access to adequate **income**				X			As above.
Buying goods and services that are **green, ethical and local**			X				Negligible direct impact.
Providing **training and educational** opportunities			X				Negligible direct impact.
Promoting **healthy** lifestyles				X			Better housing condition leading to healthier lifestyles.
Sustainable **transport**			X				Negligible direct impact.
Ensuring access to affordable, healthy and appropriate **housing**					X		Key objective is to meet this criteria.
Preserving and enhancing **biodiversity** and **green spaces** and using **sustainable design**				X			Amenity space in close proximity to housing to be enhanced and access to local footways.
Reducing				X			Improved energy

consumption of natural resources and managing **waste** sustainably							efficiency.
Tackling **climate change** and adapting to it				X			Improved energy efficiency and sustainable building materials.
	IMPACT						**NOTES**
	Strong negative	**Negative impact**	**Neutral impact**	**Positive impact**	**Strong positive**	**Don't know**	
Ensuring future **energy security**				X			Improved energy efficiency and sustainable building materials.
Promoting **safe and sustainable** communities					X		Leads to community confidence and better quality of life.
Equality Impact				X			Accessible to all.
Can the project be applied **across the valleys?**					X		Yes. WHQS initiative.
Conclusion:	This is a strategic action that will be picked up as part of the WHQS.						

Impact and Deliverability Analysis

Project Name: Redevelopment of Bottom Site – Bettws

DELIVERABILITY

	RATING					NOTES
	Definitely not	Probably not	Probably yes	Definitely yes	Unsure at this stage	
Is the project **affordable**?					X	Aware of V2C scheme but no costs outlined to us.
Is the project **value for money**?					X	As above.
Is the project **sustainable**?					X	As above.
Is the project **attractive to investors**?					X	As above.
Is the project **attractive to the community**?				X		Yes. Bottom site generates significant problems for its residents and neighbours and has been the focus of significant anti-social behaviour.
Is the project **achievable**?					X	Works are programmed for next few years.
Is the project **commercial**?		X				Led by V2C in terms of housing association.
Can the project be delivered by the **local community**?		X				In partnership on some elements such as amenity space, landscaping, community growing, etc.

Conclusion:	Project would meet a key priority of the Bettws community in terms of quality of life issues and the better integration of the site into the village and provision of support services for tenants.

IMPACT

	IMPACT						NOTES
	Strong negative	Negative impact	Neutral impact	Positive impact	Strong positive	Don't know	
Supporting the **local economy** and sustainable **employment opportunities**				X			Generally support the quality of life of residents, thereby raising aspirations in terms of employment, etc.
Ensuring access to adequate **income**			X				Negligible direct impact.
Buying goods and services that are **green, ethical and local**				X			Use of local crafts and trades in renewing the housing stock.
Providing **training and educationa**l opportunities			X				Negligible direct impact.
Promoting **healthy** lifestyles					X		Provision of healthier environments that are accessible to all.
Sustainable **transport**			X				Negligible direct impact.
Ensuring access to affordable, healthy and appropriate **housing**					X		This is the key impact in terms of raising the quality of the condition of the housing stock within this area of Bettws so that the community is not divided.
Preserving and enhancing			X				Negligible direct impact.

biodiversity and **green spaces** and using **sustainable design**							
Reducing **consumption of natural** resources and managing **waste** sustainably			X				Negligible direct impact.
Tackling **climate change** and adapting to it			X				Negligible direct impact.
	IMPACT						**NOTES**
	Strong negative	**Negative impact**	**Neutral impact**	**Positive impact**	**Strong positive**	**Don't know**	
Ensuring future **energy security**				X			Use of energy efficiency improvements within the scheme that helps reduce fuel usage.
Promoting **safe and sustainable** communities					X		Removal of housing disparity will create a more cohesive community.
Equality Impact			X				Negligible direct impact.
Can the project be applied **across the valleys?**					X		Site specific.
Conclusion:	Renewal of the bottom site in Bettws would have significant benefits for local residents and for the wider community in terms of quality of life, perception and image, access to services and general health and well being issues.						

6. Community and Place-Making

Impact and Deliverability Analysis

Project Name: Bettws Bottom Site Shops Upgrade

DELIVERABILITY

	RATING					NOTES
	Definitely not	Probably not	Probably yes	Definitely yes	Unsure at this stage	
Is the project **affordable**?			X			Depends on whether we refurbish or redevelop; lease terms may be an issue.
Is the project **value for money**?			X			Would enhance a poor first impression of Bettws.
Is the project **sustainable**?			X			Yes. If right tenant was found.
Is the project **attractive to investors**?			X			As above.
Is the project **attractive to the community**?				X		Yes. It would have a marked improvements on a key approach into Bettws and provide an enhanced retail provision for local residents.
Is the project **achievable**?			X			Subject to tenancy and conditions.
Is the project **commercial**?				X		Yes. Requires commercial occupant that provides a key service for the community.

Can the project be delivered by the **local community**?			X			Some work to frontages could be community led – planting, community art, etc.
Conclusion:	This is a key project for Bettws in terms of raising the quality of retail and service provision within the community and raising ambition across the village.					

IMPACT

	IMPACT						NOTES
	Strong negative	Negative impact	Neutral impact	Positive impact	Strong positive	Don't know	
Supporting the **local economy** and sustainable **employment opportunities**				X			Retention of jobs. Improved image and confidence in Bettws.
Ensuring access to adequate **income**			X				Negligible direct impact.
Buying goods and services that are **green, ethical and local**				X			Opportunities for selling local produce and services.
Providing **training and educational** opportunities			X				Negligible direct impact.
Promoting **healthy** lifestyles			X				Negligible direct impact.
Sustainable **transport**			X				Negligible direct impact.
Ensuring access to affordable, healthy and appropriate **housing**			X				Negligible direct impact.
Preserving and enhancing **biodiversity** and **green spaces** and using **sustainable design**				X			Enhancing immediate space and frontage.
Reducing			X				Negligible direct impact.

consumption of natural resources and managing **waste** sustainably							
Tackling **climate change** and adapting to it			X				Negligible direct impact.
	IMPACT						**NOTES**
	Strong negative	**Negative impact**	**Neutral impact**	**Positive impact**	**Strong positive**	**Don't know**	
Ensuring future **energy security**			X				Negligible direct impact.
Promoting **safe and sustainable** communities					X		Would bring greater sense of pride.
Equality Impact			X				Negligible direct impact.
Can the project be applied **across the valleys?**			X				Site specific.
Conclusion:	Real impact and signal that Bettws is valued and is being invested in.						

Impact and Deliverability Analysis

Project Name: Garw Valley Main Road Landscape Improvements

DELIVERABILITY

	RATING					NOTES
	Definitely not	Probably not	Probably yes	Definitely yes	Unsure at this stage	
Is the project **affordable**?			X			Costed by BCBC. Appears to be in scale with need.
Is the project **value for money**?			X			Yes. Improves general appearance and sense of pride in valley.
Is the project **sustainable**?			X			Maintenance strategy would have to be developed.
Is the project **attractive to investors**?		X				Not private sector. This is a specific public sector led programme of works.
Is the project **attractive to the community**?				X		Yes. Would deliver tangible and visible benefits to all.
Is the project **achievable**?				X		Yes. BCBC could resource and manage it.
Is the project **commercial**?		X				Although will have in-direct benefits to shops and services
Can the project be delivered by the **local community**?			X			Some work through local environmental groups.
Conclusion:	The project would enhance the main corridors, spaces and sites that string together the Garw Valley as a place and destination.					

IMPACT

	IMPACT						NOTES
	Strong negative	Negative impact	Neutral impact	Positive impact	Strong positive	Don't know	
Supporting the **local economy** and sustainable **employment opportunities**				X			Stimulating sense of pride and enhanced image of the valley and destination.
Ensuring access to adequate **income**			X				Negligible direct impact.
Buying goods and services that are **green, ethical and local**			X				Negligible direct impact.
Providing **training and educational** opportunities			X				Negligible direct impact.
Promoting **healthy** lifestyles			X				Negligible direct impact.
Sustainable **transport**				X			Works would link with public transport infrastructure and opportunities for linkages onto community route.
Ensuring access to affordable, healthy and appropriate **housing**			X				Negligible direct impact.
Preserving and enhancing **biodiversity** and **green spaces** and using **sustainable**				X			Project would look to reuse derelict or underused land for informal recreation, community growing and

design							biodiversity purposes.
Reducing **consumption of natural** resources and managing **waste** sustainably			X				Negligible direct impact.
Tackling **climate change** and adapting to it			X				Negligible direct impact.
	IMPACT						**NOTES**
	Strong negative	**Negative impact**	**Neutral impact**	**Positive impact**	**Strong positive**	**Don't know**	
Ensuring future **energy security**			X				Negligible direct impact.
Promoting **safe and sustainable** communities					X		Provision of safe, accessible and pleasant spaces for local residents.
Equality Impact			X				Negligible direct impact.
Can the project be applied **across the valleys?**				X			Yes. Similar approaches across the three valleys.
Conclusion:	The amelioration of underutilised sites and unmanaged land within the Garw Valley communities needs to be addressed if exploration of the valley is to be encouraged as well as announcement of local attractions, shops and services.						

Impact and Deliverability Analysis

Project Name: Garw Fechan Environmental Improvements

DELIVERABILITY

	RATING					NOTES
	Definitely not	Probably not	Probably yes	Definitely yes	Unsure at this stage	
Is the project **affordable**?			X			Costed by BCBC. Appears to be in scale with need.
Is the project **value for money**?				X		Yes. Improves general appearance and sense of pride in valley.
Is the project **sustainable**?			X			Maintenance strategy would have to be developed.
Is the project **attractive to investors**?		X				Not private sector. This is a specific public sector led programme of works.
Is the project **attractive to the community**?				X		Yes. Would deliver tangible and visible benefits to all.
Is the project **achievable**?			X			Yes. BCBC could resource and manage it.
Is the project **commercial**?		X				Although will have in-direct benefits to shops and services
Can the project be delivered by the **local community**?			X			Some work through local environmental groups.
Conclusion:	Project creates another visitor loop through the valley that broadens the experience. Work would be within the highway and provide visitor					

	information points.

IMPACT

	IMPACT						NOTES
	Strong negative	Negative impact	Neutral impact	Positive impact	Strong positive	Don't know	
Supporting the **local economy** and sustainable **employment opportunities**				X			Stimulating sense of pride and enhanced image of the valley and destination.
Ensuring access to adequate **income**			X				Negligible direct impact.
Buying goods and services that are **green, ethical and local**			X				Negligible direct impact.
Providing **training and educational** opportunities			X				Negligible direct impact.
Promoting **healthy** lifestyles				X			Negligible direct impact.
Sustainable **transport**			X				Works would link with public transport infrastructure and opportunities for linkages onto community route.
Ensuring access to affordable, healthy and appropriate **housing**			X				Negligible direct impact.
Preserving and enhancing **biodiversity** and **green spaces** and using **sustainable**			X				Project would look to reuse derelict or underused land for informal recreation, community growing and

design							biodiversity purposes.
Reducing **consumption of natural** resources and managing **waste** sustainably			X				Project would look to reuse derelict or underused land for informal recreation, community growing and biodiversity purposes.
Tackling **climate change** and adapting to it			X				Negligible direct impact.
	IMPACT						**NOTES**
	Strong negative	**Negative impact**	**Neutral impact**	**Positive impact**	**Strong positive**	**Don't know**	
Ensuring future **energy security**			X				Negligible direct impact.
Promoting **safe and sustainable** communities				X			Provision of safe, accessible and pleasant spaces for local residents.
Equality Impact			X				Negligible direct impact.
Can the project be applied **across the valleys?**			X				Yes. Similar approaches across the three valleys.
Conclusion:	Scenic routes and opening up of views, vistas, trails and networks needs to be encouraged to broaden the experience and benefits to valley communities.						

Impact and Deliverability Analysis

Project Name: Enhance M4 Approaches to Garw Valley

DELIVERABILITY

	RATING					NOTES
	Definitely not	Probably not	Probably yes	Definitely yes	Unsure at this stage	
Is the project **affordable**?			X			No budget or costs for works. Would need to by jointly led by WAG and BCBC. Costs would benefit immediate corridor and connect into valleys.
Is the project **value for money**?			X			Would create a significant cost/benefit for this key approach and into the three valleys.
Is the project **sustainable**?			X			Subject to maintenance strategy.
Is the project **attractive to investors**?		X				No. Public sector led.
Is the project **attractive to the community**?			X			Would benefit key community routes. Could target eyesores and community spaces as well.
Is the project **achievable**?				X		Subject to budget and co-ordinated working.
Is the project **commercial**?		X				No.
Can the project be delivered by the		X				No.

local community?						
Conclusion:	Strategic project led by BCBC to address landscape corridor issues.					

IMPACT

	IMPACT						NOTES
	Strong negative	Negative impact	Neutral impact	Positive impact	Strong positive	Don't know	
Supporting the **local economy** and sustainable **employment opportunities**			X				Negligible direct impact.
Ensuring access to adequate **income**			X				Negligible direct impact.
Buying goods and services that are **green, ethical and local**			X				Negligible direct impact.
Providing **training and educational** opportunities			X				Negligible direct impact.
Promoting **healthy** lifestyles			X				Negligible direct impact.
Sustainable **transport**			X				Negligible direct impact.
Ensuring access to affordable, healthy and appropriate **housing**			X				Negligible direct impact.
Preserving and enhancing **biodiversity** and **green spaces** and using **sustainable design**				X			Project would enhance pockets of space within the corridor that have been unmanaged. Need to use them for a diverse and self managed range

							of uses.
Reducing **consumption of natural** resources and managing **waste** sustainably			X				Negligible direct impact.
Tackling **climate change** and adapting to it			X				Negligible direct impact.
	IMPACT						**NOTES**
	Strong negative	**Negative impact**	**Neutral impact**	**Positive impact**	**Strong positive**	**Don't know**	
Ensuring future **energy security**			X				Negligible direct impact.
Promoting **safe and sustainable** communities			X				Negligible direct impact.
Equality Impact			X				Negligible direct impact.
Can the project be applied **across the valleys?**					X		This project is at the entry point into the valleys from the M4 corridor and would set the character for the journey into the three distinct valleys.
Conclusion:	All three valleys are accessed from the M4. Consistency of landscape quality is key to building confidence, investment and activity.						

Impact and Deliverability Analysis

Project Name: Develop Trails onto Hills

DELIVERABILITY

	RATING					NOTES
	Definitely not	Probably not	Probably yes	Definitely yes	Unsure at this stage	
Is the project **affordable**?			X			Depends on extent of links onto main trails. Budget may not be adequate.
Is the project **value for money**?			X			As above.
Is the project **sustainable**?		X				Depends on future maintenance costs.
Is the project **attractive to investors**?		X				Depends on extent and management/maintenance issues.
Is the project **attractive to the community**?			X			Yes. Provides community trails onto hills for active pursuits.
Is the project **achievable**?			X			Yes. In an incremental way of delivery.
Is the project **commercial**?		X				No.
Can the project be delivered by the **local community**?			X			Yes in partnership with local access groups.

Conclusion:	May not be the main priority can could be picked up under ROW improvements.

IMPACT

	IMPACT						NOTES
	Strong negative	Negative impact	Neutral impact	Positive impact	Strong positive	Don't know	
Supporting the **local economy** and sustainable **employment opportunities**			X				Negligible direct impact.
Ensuring access to adequate **income**			X				Negligible direct impact.
Buying goods and services that are **green, ethical and local**			X				Negligible direct impact.
Providing **training and educational** opportunities			X				Negligible direct impact.
Promoting **healthy** lifestyles				X			Improved access to local trails and networks
Sustainable **transport**				X			Trails to connect with public transport provision.
Ensuring access to affordable, healthy and appropriate **housing**			X				Negligible direct impact.
Preserving and enhancing **biodiversity** and **green spaces** and using **sustainable design**				X			Improvements to trailheads and key junctions onto main road corridors.

Reducing **consumption of natural** resources and managing **waste** sustainably			X				Negligible direct impact.
Tackling **climate change** and adapting to it			X				Negligible direct impact.
	IMPACT						**NOTES**
	Strong negative	**Negative impact**	**Neutral impact**	**Positive impact**	**Strong positive**	**Don't know**	
Ensuring future **energy security**			X				Negligible direct impact.
Promoting **safe and sustainable** communities				X			Ensuring residents have access to safe and well planned routes that are accessible for all as well as creating links with other communities.
Equality Impact			X				Negligible direct impact.
Can the project be applied **across the valleys?**			X				Negligible direct impact.
Conclusion:	Creation of local trails and networks that encourage residents to walk and provide routes onto longer tourist trails and paths.						

Impact and Deliverability Analysis

Project Name: Community Route Linkages

DELIVERABILITY

	RATING					NOTES
	Definitely not	Probably not	Probably yes	Definitely yes	Unsure at this stage	
Is the project **affordable**?			X			Would add value to existing capital investment.
Is the project **value for money**?			X			Yes. Works would extend usage and types of users.
Is the project **sustainable**?				X		Promotes cycling and walking
Is the project **attractive to investors**?		X				No.
Is the project **attractive to the community**?				X		Improves accessibility.
Is the project **achievable**?			X			Yes. BCBC could lead with support of groundworks.
Is the project **commercial**?		X				No.
Can the project be delivered by the **local community**?			X			In partnership with local Community Council
Conclusion:	Builds on existing investment. Creates stronger linkages off main arterial roads into route.					

IMPACT

	IMPACT						NOTES
	Strong negative	Negative impact	Neutral impact	Positive impact	Strong positive	Don't know	
Supporting the **local economy** and sustainable **employment opportunities**			X				Negligible direct impact.
Ensuring access to adequate **income**			X				Negligible direct impact.
Buying goods and services that are **green, ethical and local**			X				Negligible direct impact.
Providing **training and educational** opportunities			X				Negligible direct impact.
Promoting **healthy** lifestyles					X		Increased use for walking and cycling.
Sustainable **transport**					X		Increased use for walking and cycling, connecting in with public transport.
Ensuring access to affordable, healthy and appropriate **housing**				X			Ensure linkages with housing and promotion of the route as a healthy activity route.
Preserving and enhancing **biodiversity** and **green spaces** and using **sustainable**				X			Scheme would address areas of land that forms the strategic link from key settlements and hubs onto the route.

design							
Reducing **consumption of natural** resources and managing **waste** sustainably			X				Negligible direct impact.
Tackling **climate change** and adapting to it					X		Would promote non car use and stimulate local walking and cycling.
	IMPACT						**NOTES**
	Strong negative	**Negative impact**	**Neutral impact**	**Positive impact**	**Strong positive**	**Don't know**	
Ensuring future **energy security**			X				Negligible direct impact.
Promoting **safe and sustainable** communities					X		Result in more cohesive communities and sense of pride in the community route and associated amenity space.
Equality Impact			X				Negligible direct impact.
Can the project be applied **across the valleys?**					X		Yes. Community routes exist in other valleys.
Conclusion:	Further investment in community routes has benefits for residents and visitors in terms of health and activity, tourism, social cohesion.						

Impact and Deliverability Analysis

Project Name: Community, Leisure, Sports and Recreational Facilities Improvements

DELIVERABILITY

	RATING					NOTES
	Definitely not	Probably not	Probably yes	Definitely yes	Unsure at this stage	
Is the project **affordable**?			X			Within a co-ordinated management plan, investment could be targeted to the right level that is appropriate to need.
Is the project **value for money**?			X			In terms of community benefit the project would extend usage, enhance space and buildings for whole community use and integrate with existing footpaths and local trails.
Is the project **sustainable**?			X			Would need to be managed by voluntary and community organisations on completion.
Is the project **attractive to investors**?		X				No. Would need public/community sector funding.
Is the project **attractive to the community**?				X		Yes. Number one priority amongst some Garw Valley communities.
Is the project **achievable**?				X		Yes. Small to medium grants programme over two year period.
Is the project **commercial**?		X				No.

Can the project be delivered by the **local community**?				X		Yes. Grants held by BCBC. Delivered by community groups.
Conclusion:	Project would address sports, recreation and leisure site needs within key communities in the Garw Valley within established organisations. Clear management plans and co-ordination with other complementary facilities would be encouraged to ensure targeted support.					

IMPACT

	IMPACT						NOTES
	Strong negative	Negative impact	Neutral impact	Positive impact	Strong positive	Don't know	
Supporting the **local economy** and sustainable **employment opportunities**				X			No directly, but ensuring villages and communities have the right level of facilities to support investment.
Ensuring access to adequate **income**			X				Negligible direct impact.
Buying goods and services that are **green, ethical and local**			X				Negligible direct impact.
Providing **training and educational** opportunities				X			Sports and recreation training.
Promoting **healthy** lifestyles					X		Direct provision of sports and recreational activities.
Sustainable **transport**			X				Negligible direct impact.
Ensuring access to affordable, healthy and appropriate **housing**				X			Ensuring that all enhancements, where possible, can link to immediate communities.
Preserving and enhancing **biodiversity** and **green spaces** and using **sustainable design**				X			To ensure that enhancements add to the landscape quality of the valley.

Reducing **consumption of natural** resources and managing **waste** sustainably			X				Negligible direct impact.
Tackling **climate change** and adapting to it			X				Negligible direct impact.
	IMPACT						**NOTES**
	Strong negative	**Negative impact**	**Neutral impact**	**Positive impact**	**Strong positive**	**Don't know**	
Ensuring future **energy security**			X				Negligible direct impact.
Promoting **safe and sustainable** communities					X		Retention of existing sports and recreational facilities that brings about cross community working and socialising.
Equality Impact			X				Negligible direct impact.
Can the project be applied **across the valleys?**					X		Yes. Issues apply in the Ogmore Valley but on specific sites.
Conclusion:	Project would address sports, recreation and leisure site needs within key communities in the Garw Valley within established organisations. Clear management plans and co-ordination with other complementary facilities would be encouraged to ensure targeted support. Impacts would result in safeguarding existing clubs and organisations, new membership, enhanced equality of opportunity, integration of facilities into communities and general community well-being.						

Impact and Deliverability Analysis

Project Name: Cleaner Streets Initiative

DELIVERABILITY

	RATING					NOTES
	Definitely not	Probably not	Probably yes	Definitely yes	Unsure at this stage	
Is the project **affordable**?			X			Could be an extension to the streets ambassadors' project. Could be run at a minimal cost.
Is the project **value for money**?			X			Would provide direct impact within communities in dealing with eyesores and general street maintenance issues such as clearing derelict land, community planting, etc.
Is the project **sustainable**?			X			Would need some pump priming and then subject to voluntary action.
Is the project **attractive to investors**?		X				No.
Is the project **attractive to the community**?				X		Yes. Street level teams of residents dealing with visible maintenance and landscape problems.
Is the project **achievable**?				X		Yes with voluntary action.
Is the project **commercial**?		X				No.
Can the project be				X		Yes in partnership with BCBC.

delivered by the **local community**?						
Conclusion:	Could build on street ambassadors project – Creation; joint project with BCBC in terms of stewardship and street cleansing, etc.					

IMPACT

	IMPACT						NOTES
	Strong negative	Negative impact	Neutral impact	Positive impact	Strong positive	Don't know	
Supporting the **local economy** and sustainable **employment opportunities**			X				Negligible direct impact.
Ensuring access to adequate **income**			X				Negligible direct impact.
Buying goods and services that are **green, ethical and local**			X				Negligible direct impact.
Providing **training and educationa**l opportunities				X			Some on the ground training, H&S, risk and basic environmental management.
Promoting **healthy** lifestyles				X			Clearing up activity would be a form of fitness and would also ensure communities can access amenity space and local routes.
Sustainable **transport**			X				Negligible direct impact.
Ensuring access to affordable, healthy and appropriate **housing**				X			Clearing up activity would ensure communities can access amenity space and local routes.
Preserving and enhancing				X			Targeting space at a street level that can be

biodiversity and **green spaces** and using **sustainable design**							used for a diverse range of uses and stimulates community development.
Reducing **consumption of natural** resources and managing **waste** sustainably				X			Recycling, community composting, re-use of rainwater, etc within amenity spaces.
Tackling **climate change** and adapting to it				X			As above.
	IMPACT						**NOTES**
	Strong negative	**Negative impact**	**Neutral impact**	**Positive impact**	**Strong positive**	**Don't know**	
Ensuring future **energy security**			X				Negligible direct impact.
Promoting **safe and sustainable** communities					X		Brings communities together into environmental task teams.
Equality Impact			X				Negligible direct impact.
Can the project be applied **across the valleys?**					X		Yes. Tools and resources could be shared. Inter-valley training and competitions.
Conclusion:	Developing community based environmental action teams.						

Impact and Deliverability Analysis

Project Name: Bettws Public Space Enhancement

DELIVERABILITY

	RATING					NOTES
	Definitely not	Probably not	Probably yes	Definitely yes	Unsure at this stage	
Is the project **affordable**?			X			May need more funding than proposed – depends on scale and quality.
Is the project **value for money**?					X	As above
Is the project **sustainable**?					X	As above
Is the project **attractive to investors**?		X				Not private sector. Needs to be led by public and community sector.
Is the project **attractive to the community**?				X		Yes. Bettws is dominated by a poor quality environment that is not connected within the main road severing the community. Quality space to dwell is needed to bring about community cohesion and sense of pride.
Is the project **achievable**?			X			Yes. With support of BCBC and local community groups.
Is the project **commercial**?		X				No.

Can the project be delivered by the **local community**?			X			Design process led by community with areas delegated for community maintenance and use.
Conclusion:	Works would be within the highway and would link key assets within the community so that retail, pubs, bunkbarns, clubs and schools are accessible and viable.					

IMPACT

	IMPACT						NOTES
	Strong negative	Negative impact	Neutral impact	Positive impact	Strong positive	Don't know	
Supporting the **local economy** and sustainable **employment opportunities**				X			Project would enhance Bettws as a place to live and visit, thereby enhancing confidence and future investment.
Ensuring access to adequate **income**			X				Negligible direct impact.
Buying goods and services that are **green, ethical and local**			X				Negligible direct impact.
Providing **training and educational** opportunities			X				Negligible direct impact.
Promoting **healthy** lifestyles				X			Project would provide opportunities for walking and cycling provision and link into rural trails and footpaths.
Sustainable **transport**				X			As above. Public transport provision would need to be integrated.
Ensuring access to affordable, healthy and appropriate **housing**			X				Negligible direct impact.
Preserving and enhancing **biodiversity** and **green spaces** and using **sustainable**			X				Negligible direct impact.

design							
Reducing **consumption of natural** resources and managing **waste** sustainably			X				Negligible direct impact.
Tackling **climate change** and adapting to it			X				Negligible direct impact.
	IMPACT						**NOTES**
	Strong negative	**Negative impact**	**Neutral impact**	**Positive impact**	**Strong positive**	**Don't know**	
Ensuring future **energy security**			X				Negligible direct impact.
Promoting **safe and sustainable** communities					X		Improvements would bring the top and bottom sits to meet in the middle into a quality public space that knits together the two distinct communities.
Equality Impact			X				Negligible direct impact.
Can the project be applied **across the valleys?**			X				Negligible direct impact.
Conclusion:	Tangible impact on community life. Spaces becoming occupied and managed and not lost within the village. Extension of activity into space from pubs, venues and buildings.						

Impact and Deliverability Analysis

Project Name: Bettws Main Road Corridor Improvements

DELIVERABILITY

	RATING					NOTES
	Definitely not	Probably not	Probably yes	Definitely yes	Unsure at this stage	
Is the project **affordable**?			X			Understand this is within planned works for 2010/2011, therefore scheme budgeted for.
Is the project **value for money**?				X		Yes. Improves first impressions of Bettws.
Is the project **sustainable**?			X			Maintenance strategy needs to be developed.
Is the project **attractive to investors**?		X				No.
Is the project **attractive to the community**?				X		Yes. Identified by the community as a key priority as well as links to rural footpaths and into neighbouring residential estates.
Is the project **achievable**?				X		Yes. Budgeted and to be delivered.
Is the project **commercial**?		X				No.
Can the project be delivered by the			X			Planting and clearing areas could be led by the community with works in highway led by BCBC.

local community?						Task force approach.
Conclusion:	Sets the tone for the community on arrival. Needs to integrate with other Bettws project proposals.					

IMPACT

	IMPACT						NOTES
	Strong negative	Negative impact	Neutral impact	Positive impact	Strong positive	Don't know	
Supporting the **local economy** and sustainable **employment opportunities**			X				Negligible direct impact.
Ensuring access to adequate **income**			X				Negligible direct impact.
Buying goods and services that are **green, ethical and local**			X				Negligible direct impact.
Providing **training and educational** opportunities			X				Negligible direct impact.
Promoting **healthy** lifestyles				X			Creates footpaths and improves access
Sustainable **transport**				X			Needs to link with public transport provision.
Ensuring access to affordable, healthy and appropriate **housing**				X			Yes. Needs to link with immediate footpath network to housing estate.
Preserving and enhancing **biodiversity** and **green spaces** and using **sustainable design**				X			Could enhance any immediate space that sits on the edge of the community.

Reducing **consumption of natural** resources and managing **waste** sustainably			X				Negligible direct impact.
Tackling **climate change** and adapting to it			X				Negligible direct impact.
	IMPACT						**NOTES**
	Strong negative	**Negative impact**	**Neutral impact**	**Positive impact**	**Strong positive**	**Don't know**	
Ensuring future **energy security**			X				Negligible direct impact.
Promoting **safe and sustainable** communities					X		Improves accessibility across the community.
Equality Impact			X				Negligible direct impact.
Can the project be applied **across the valleys?**			X				Negligible direct impact.
Conclusion:	Need to make Bettws an accessible place that brings together the two sites and allows for healthy activity and interaction.						

Impact and Deliverability Analysis

Project Name: Bettws Life Centre

DELIVERABILITY

	RATING					NOTES
	Definitely not	Probably not	Probably yes	Definitely yes	Unsure at this stage	
Is the project **affordable**?					X	No detailed costs or scope of works.
Is the project **value for money**?					X	As above
Is the project **sustainable**?					X	As above
Is the project **attractive to investors**?		X				No.
Is the project **attractive to the community**?				X		Yes. Well used centre. Currently in demand with centre manager stating that the centre needs to look at options for extending space as well as address parking issues at the centre.
Is the project **achievable**?				X		Dependent on scope of work and resultant costs.
Is the project **commercial**?		X				No.
Can the project be delivered by the			X			No. Community may want to inform future options for usage

local community?						etc.
Conclusion:	The Life Centre is a well used facility that is reaching a critical limit on space in terms of social and community activities. Its future space requirements needs to be investigated and options for expansion developed.					

IMPACT

	IMPACT						NOTES
	Strong negative	Negative impact	Neutral impact	Positive impact	Strong positive	Don't know	
Supporting the **local economy** and sustainable **employment opportunities**				X			Building acts a focus for information, learning, health and activity and general community use.
Ensuring access to adequate **income**			X				Negligible direct impact.
Buying goods and services that are **green, ethical and local**			X				Negligible direct impact.
Providing **training and educational** opportunities				X			Building provides training, learning and awareness raising courses and programmes.
Promoting **healthy** lifestyles				X			Promotion of activities such as yoga, etc are currently provided. Further room required.
Sustainable **transport**			X				Negligible direct impact.
Ensuring access to affordable, healthy and appropriate **housing**			X				Negligible direct impact.
Preserving and enhancing **biodiversity** and **green spaces** and			X				Negligible direct impact.

using **sustainable design**							
Reducing **consumption of natural** resources and managing **waste** sustainably			X				Negligible direct impact.
Tackling **climate change** and adapting to it			X				Negligible direct impact.
	IMPACT						**NOTES**
	Strong negative	**Negative impact**	**Neutral impact**	**Positive impact**	**Strong positive**	**Don't know**	
Ensuring future **energy security**			X				Negligible direct impact.
Promoting **safe and sustainable** communities					X		Acts as focal point for learning, social and community activity in Bettws.
Equality Impact			X				Negligible direct impact.
Can the project be applied **across the valleys?**			X				Negligible direct impact.
Conclusion:	This project would significant impact on extending community activities. There is a need to map other community facilities within Bettws so that there is an understanding of current provision and gaps that the Life Centre could fill as well as its own demand from existing activity.						