



REGENERATION AND ENVIRONMENT SCRUTINY COMMITTEE – 13TH FEBRUARY 2018

**SUBJECT: CAERPHILLY COUNTY BOROUGH DRAFT REGENERATION
STRATEGY – A FOUNDATION FOR SUCCESS 2018-2023
SUPPLEMENTED BY THE DRAFT CAERPHILLY BASIN MASTERPLAN**

REPORT BY: INTERIM CORPORATE DIRECTOR OF COMMUNITIES

1. PURPOSE OF REPORT

- 1.1 For Members to consider the Draft Regeneration Strategy entitled 'A Foundation for Success 2018-2023'. The report is seeking the view of members prior to its presentation to Cabinet, where Cabinet will be asked to endorse the Draft Regeneration Strategy as the basis for a public consultation exercise commencing 26 March until 24 April 2018.
- 1.2 For Members to consider the Draft Caerphilly Basin Masterplan. The report is seeking the view of members prior to its presentation to Cabinet, where Cabinet will be asked to endorse the Draft Caerphilly Basin Masterplan as the basis for a public consultation exercise commencing 26 March until 24 April 2018.

2. SUMMARY

- 2.1 Caerphilly County Borough and the wider Cardiff Capital Region is entering a period of transformative change, the need for a strategy to coordinate regeneration initiatives and capitalise upon funding streams is urgent in order to maximise the potential benefits to the county borough.
- 2.2 The signing of City Deal and the Cardiff Capital Region Investment Fund signals an unprecedented investment of £1.2 billion, to support the region's economic growth. The investment fund will be used to take forward a wide range of projects and schemes that contribute toward economic growth. Allied to this is the commitment from the Ministerial Taskforce for the South Wales Valleys, detailed in the publication of 'Our Valleys, Our Future', a high level plan that sets out strategic priorities for the region and which is supported by £100 million of Welsh Government investment over 10 years.
- 2.3 In order to benefit from the transformative change in the wider Cardiff Capital Region with the investment of City Deal, the Valleys Taskforce and further funding streams, it is necessary to set out the strategic priorities for the regeneration and enhancement of Caerphilly County Borough. This involves identifying opportunities that will make it more prosperous, healthier, resilient and equal, setting priorities that align and enhance regional work and are readily capable of being realised.

3. LINKS TO STRATEGY

- 3.1 The Well-being of Future Generations Act (Wales) 2015 comprises seven well being goals as follows:

- A prosperous Wales
- A resilient Wales
- A healthier Wales
- A more equal Wales
- A Wales of cohesive communities
- A Wales of vibrant culture and thriving Welsh language
- A globally responsible Wales

- 3.2 'A Foundation for Success' is informed by a robust evidence base which includes the 'Assessment of Local Well-Being'. It has been produced in tandem with and informed by the emerging Local Wellbeing Strategy and the Council's Draft Well Being Objectives 2018-2022.
- 3.3 'A Foundation for Success' will complement other Council Strategies and Plans for example the Local Transport Plan and Anti-Poverty Strategy, and will assist in delivering the regeneration priorities of the county borough; making it more prosperous, resilient, healthier, more equal, cohesive and vibrant, whilst enabling the county borough to benefit from transformative change that is in the interests of all.

4. THE REPORT

Background

- 4.1 "People, Business, Places" is the current Regeneration Strategy for the County Borough. This is supported by an action plan that expired in 2013. As such the Strategy and Action Plan are outdated and the projects and actions contained within them have either been implemented in many instances or no longer remain relevant. The economic challenges faced by the County Borough and the wider region in the intervening period remain significant, varied and challenging. The Council is facing ever reducing resources which is in stark contrast to the need and demand for dynamic and progressive community and regeneration action to help communities and businesses prosper.
- 4.2 The signing of the Cardiff Capital Region City Deal, signals the intention of the 10 South East Wales local authorities to increasingly work together through joint enterprise, on issues of long term development, infrastructure, land use, economic development and employment. It marks an unprecedented investment from the UK, Welsh Government and Local Authorities and offers the possibility of an integrated long term approach to the region, rather than a multiple and fragmented approach to initiatives as seen in the past. The City Deal Agreement sets out a series of priorities and recommendations for the future growth and investment within the Cardiff Capital Region of which Caerphilly County Borough is part.
- 4.3 As a result, there is a pressing need for an up to date, sharply focussed, robust economic development strategy which coordinates the regeneration and economic development aims and objectives for Caerphilly County Borough. 'A Foundation for Success' (Appendix 1) has been produced as part of a suite of documents in order to achieve this.
- 4.4 The Draft Caerphilly Masterplan (Appendix 2) is the second in this updated suite of documents that has been prepared in response to the Valleys Task Force Initiative (VTF), which identifies Caerphilly / Ystrad Mynach as one of seven Strategic Hubs in the South Wales Valleys. The VTF indicates that these seven Strategic Hubs will act as a focus for public money and provide opportunities for the private sector to invest and create new jobs through existing business growth and the promotion of new business start-ups. A second Masterplan for Ystrad Mynach is to be prepared and elected Members will be invited to participate in this process in due course.
- 4.5 Copies of 'A Foundation for Success' and the Draft Caerphilly Basin Masterplan have been made available in hard copy in the Members' Library.

Evidence Base

- 4.6 'A Foundation for Success' is supported by a robust evidence base that provides the context and latest social and environmental data for the County Borough. The evidence base, builds upon, and is informed by, the work undertaken by the Public Services Board and other services within the Council. The evidence base does not seek to duplicate other relevant Council strategies and in this context it cross refers to other strategies where appropriate.
- 4.7 The evidence base (Background Paper 1) contains the baseline data set out under strategy themes, providing the context and latest economic, social and environmental data for the County Borough. This provides the benchmark from which the impact of the Strategy can be monitored and identifies the key issues that 'A Foundation for Success' needs to address.

The Draft Regeneration Strategy: A Foundation for Success 2018-2023

- 4.8 'A Foundation for Success' has been developed with the following Vision:
- "To make Caerphilly County Borough a more prosperous, resilient, healthier, more equal place with strong cohesive communities where everyone is empowered to participate and make a difference, where local achievements are celebrated and visitors are welcomed and where residents are proud to say they are from."*
- 4.9 'A Foundation for Success' concentrates on 4 strategic themes, namely: Supporting People; Supporting Business; Supporting Quality of Life; and Connecting People & Places. These themes set out the broad principles for regeneration and the strategic priorities to be tackled under each, in order to meet the Vision by 2023.
- 4.10 The Draft Strategy recognises that there are many routes to realising transformational change and whilst investment in key projects in high-growth, high-visibility sectors within the region that focus on raising Gross Value Added (GVA) are important, it stresses that the role of the Foundational Economy (FE) should not be underplayed. The Foundational Economy relates to those sectors that supply our everyday economic and social needs where demand is localised, universal and permanent, such as childcare, social care, food, retail, energy and housing. Significantly, these sectors generally represent 40% of the labour market across the UK.
- 4.11 'A Foundation for Success' acknowledges the challenges that face the County Borough and seeks to identify the actions and delivery mechanisms required to address key issues and also those partners that are required to do so. There is a recognition and clear emphasis that many actions can, and will only be, delivered through partnership working with existing partners, external agencies and importantly the private and third sectors.
- 4.12 'A Foundation for Success' identifies a series of Action Plans and Strategies that are required to deliver the Strategy's Vision. Taken together these form the Delivery Plan. In the fullness of time, a comprehensive suite of documents that will deliver the actions identified in 'A Foundation for Success' will be prepared. The Draft Caerphilly Basin Masterplan' forms Appendix 2 of this Report and illustrates how the suite of documents will work in practice. Other examples of such Action Plans and Strategies include:
- Coalition Action Plan for Lansbury Park;
 - Revised Heritage Lottery Fund Strategy;
 - Destination Management Plan;
 - Revised Town Centre Action Plans / Masterplans for Risca, Blackwood, Bargoed, Ystrad Mynach;
 - Metro Hub Strategy;
 - Neighbourhood Plans.

Draft Caerphilly Basin Masterplan

4.13 Central to the Vision for the Caerphilly Basin is the ability to enhance its primary role as a sub-regional retail destination and maximise its potential as a key tourist destination. Stakeholder events have identified a number of key themes on the future role for the town, recognising the need for retail led regeneration, the role of Caerphilly as a tourist destination linked to Caerphilly Castle and balancing the need for development with maintaining and improving the quality of life for existing residents by ensuring that the appropriate level of infrastructure is in place to meet future needs resulting from population and housing growth. The Vision for the Caerphilly Basin is also linked to the Vision for the County Borough as a whole, as set out within 'A Foundation for Success'.

4.14 The Draft Caerphilly Basin Masterplan has been developed with the following Vision:

"To develop and enhance Caerphilly as a tourist destination in its own right. It will be a thriving, vibrant town that is well served by the Metro, with an expanded visitor and night time offer and a growing economy. It is a place where businesses want to locate, develop and grow and where people want to live, work, visit and socialise.

It will be a community where everyone is empowered to participate and make a difference, where local achievements are celebrated and visitors are welcomed and residents are proud to say they are from."

Consultation to date

4.15 Both 'A Foundation for Success' and the Draft Caerphilly Basin Masterplan has been the subject of extensive engagement in their development. Working groups were established to utilise the expertise of officers from a number of service areas, whilst workshops have been held with elected members, businesses, local interest groups and the youth forum. However this is only the start of the process and the intention is now to publish these draft documents to enable any interested residents / groups / businesses to contribute to their further development.

4.16 The Consultation will take place 26 March – 24 April 2018. Once the consultation has been concluded, the Draft Strategy will be amended to have regard to the comments made (where appropriate) and the revised Strategy will be reported to Cabinet and then Full Council for consideration.

5. WELL-BEING OF FUTURE GENERATIONS

5.1 The aim of the Well-being of Future Generations (Wales) Act is to improve the social, economic, environmental and cultural well-being of Wales by changing the way local authorities and public bodies think, act and make decisions with the overall objective being to create a Wales where we want to live both now and in the future. The Act also sets a duty on public bodies to ensure that everything that they do is in accordance with the sustainable development principle (the needs of the present are met without compromising the ability of future generations to meet their own needs). 'A Foundation for Success' and the Draft Caerphilly Basin Masterplan aim to contribute to the Well-being Goals, this set out in Appendix 1 and Appendix 2 respectively in each of the documents concerned.

6. EQUALITIES IMPLICATIONS

6.1 There are no direct implications associated with this report. However the draft working Vision for 'A Foundation for Success' is: *"To make Caerphilly County Borough a more prosperous, resilient, healthier, more equal place with strong cohesive communities where everyone is empowered to participate and make a difference, where local achievements are celebrated*

and visitors are welcomed and where residents are proud to say they are from.” To this end the actions within the strategy collectively aim to make Caerphilly County Borough a ‘more equal place’.

- 6.2 Consultation with the public on these documents will be undertaken in line with the standards set out in the Public Service Board Communications and Consultation Strategy, ensuring that all minority groups in the community have the opportunity to take part in the consultation exercise.

7. FINANCIAL IMPLICATIONS

- 7.1 The purpose of ‘A Foundation for Success’ is to coordinate and prioritise regeneration initiatives in order to capitalise on existing and future funding streams. The Draft Caerphilly Basin Masterplan provides an indication of regeneration schemes that could be pursued in partnership with others. Any financial implications for the Council arising from future actions/schemes will be subject to detailed reports as and when necessary.

8. PERSONNEL IMPLICATIONS

- 8.1 ‘A Foundation for Success’ includes actions that if endorsed by the Council in the longer term may result in personnel implications, that will need to be the subject of further detailed reports.

9. CONSULTATIONS

- 9.1 All responses from consultations have been incorporated in the report

10. RECOMMENDATIONS

- 10.1 To consider the Draft Regeneration Strategy ‘A Foundation for Success’ and to provide any recommendations on the document to Cabinet. Cabinet will be asked to endorse the Draft Regeneration Strategy as the basis for a public consultation exercise commencing 26 March until 24 April 2018.
- 10.2 To consider the Draft Caerphilly Basin Masterplan and to provide any recommendations on the document to Cabinet. Cabinet will be asked to endorse the Draft Caerphilly Basin Masterplan as the basis for a public consultation exercise commencing 26 March until 24 April 2018.

11. REASONS FOR THE RECOMMENDATIONS

- 11.1 To provide an up to date economic development strategy, which coordinates the regeneration and economic development efforts for Caerphilly County Borough.
- 11.2 To provide a Masterplan for Caerphilly Basin in order to prioritise regeneration activity.

12. STATUTORY POWER

- 12.1 Local Government Act 2000.

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Consultees: Cllr David Poole, Leader
Cllr Carl Cuss, Cabinet Member for Social Care & Wellbeing
Cllr Nigel George, Cabinet Member for Neighbourhood Services
Cllr Colin Gordon, Cabinet Member for Corporate Services
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Background Papers:

Evidence Base – A Foundation for Success
[copy available in the Members' Library]

Appendices

Appendix 1 Draft Regeneration Strategy 'A Foundation for Success 2018-2023'
Appendix 2 Draft Caerphilly Basin Masterplan

A Foundation for *Success*

Draft Regeneration Strategy 2018 - 2023

Consultation Draft February 2018



Executive Summary

A Foundation for Success has been developed to provide a platform for the continuing transformation of Caerphilly County Borough for the next 5 years up to 2023.

Caerphilly County Borough and the wider Cardiff Capital Region is entering a period of transformative change, the need for a strategy to coordinate regeneration initiatives and capitalise upon funding streams is urgent in order to maximise the benefits to the county borough.

The signing of City Deal and the Cardiff Capital Region Investment Fund signals an unprecedented investment of £1.2 billion, to support the region's economic growth. The investment fund will be used to take forward a wide range of projects and schemes that contribute toward economic growth. Allied to this is the commitment from the Ministerial Taskforce for the South Wales

Valleys, detailed in the publication of 'Our Valleys, Our Future', a high level plan that sets out strategic priorities for the region and which is supported by £100 million of Welsh Government investment over 10 years.

In order to benefit from the transformative change in the wider Cardiff Capital Region with the investment of City Deal, the Valleys Taskforce and further funding streams, it is necessary to set out the strategic priorities for the regeneration and enhancement of Caerphilly County Borough, identifying opportunities that will make Caerphilly more prosperous, healthier, resilient and equal and setting priorities that align and enhance with regional work and are readily capable of being realised.

The strategy recognises that there are many routes to realising transformational change and whilst investment in key projects in

high-growth, high-visibility sectors within the region that focus on raising gross value added are important, the role of the Foundational Economy (FE) should not be underplayed. The Foundational Economy relates to those sectors that supply our everyday economic and social needs where demand is localised, universal and permanent, such as childcare, social care, food, retail, energy and housing. Significantly, these sectors generally represent 40% of the labour market across the UK.

This Strategy concentrates on 4 strategic themes, namely: **Supporting People; Supporting Business; Supporting Quality of Life; and Connecting People & Places.** These themes will set out the broad principles for regeneration and the strategic priorities to be tackled under each, in order to meet the strategy vision by 2023.

February 2018



Y Gwyndy, Caerphilly



Background

“People, Business, Places” is the Regeneration Strategy that was produced for the County Borough by Navigant Consulting on behalf of the Council in 2010. This was supported by an Action Plan that expired in 2013. The Strategy and Action Plan are now outdated and the projects and actions contained within it, have either been implemented or are no longer relevant.

The economic challenges faced by the County Borough and the wider region in the intervening period have been significant and varied. The continually changing economic landscape, including the implications of Brexit on trade and European funding are yet to be fully known. However, the need for a dynamic and progressive community and regeneration action plan to help communities and business prosper is critical, with local government facing ever decreasing resources. The need for a new Regeneration Strategy therefore has become urgent.

This new strategy entitled “*A Foundation for Success*” is set amidst a changing landscape of unprecedented investment opportunities on one hand and austerity measures on the other, where there is a pressing need to ‘do things differently’ with limited resources. The Strategy provides the opportunity not only for the Council to coordinate its own activities to support the regeneration of the county borough, but equally as important it involves a multi agency approach and a commitment from partners to coordinate activity in order to achieve cost effectiveness, reduce duplication and maximise the benefits to the County Borough.

Introduction

A Foundation for Success provides a framework for the future regeneration of Caerphilly County Borough. It ensures that maximum regeneration impact is realised from any major development projects and programmes, making certain that individual proposals are developed so that they contribute to the effective regeneration effort and benefit of the County Borough. It will ensure that links are forged with the opportunities that are being created in the Cardiff Capital Region, and that mainstream Council services are orientated to best serve regeneration objectives, whilst linking with the well-being goals identified in the Well-being of Future Generations (Wales) Act 2015; the aim being to make Caerphilly County Borough a more prosperous, resilient, healthier, more equal place with strong cohesive communities.

This is only the beginning; the draft strategy will be subject to a wide ranging consultation

with the community, business and key stakeholders. Once there is agreement on the strategy, further work will commence to deliver the detailed Delivery Plan.

A strategic vision and an up to date, sharply focussed, robust policy framework with clear priorities will help partners, government, neighbouring local authorities, regional bodies, the business community and residents understand how we can work together to coordinate the regeneration and economic development efforts for Caerphilly County Borough.

A Foundation for Success translates strategic priorities into an operational document, enabling the Council and its partners to exploit funding opportunities as they arise. It is supported by a robust evidence base that provides the context and latest social and environmental data for the County Borough. The evidence base, builds upon, and is

informed by, the work undertaken by the Public Services Board and other departments within the Council. *A Foundation for Success* has been developed and has regard for the seven well-being goals set out within the Well-being of Future Generations (Wales) Act 2015 and has been informed by the five ways of working (see Appendix 1)

The strategy is one of a family of documents and does not seek to duplicate other relevant Council strategies. The context and evidence base is illustrated in Figure 1, which demonstrates the change in both the local and regional policy context from 'People, Business, Places 2010' to the new strategy '*A Foundation to Success 2018*'.

The Strategy is one of a suite of documents which includes:

- **The Evidence Base:**
This is the document containing the baseline data, set out under strategy

themes, providing the context and latest economic, social and environmental data for the County Borough. This provides the benchmark from which the impact of the Strategy can be monitored.

- **The Draft Strategy:**

Entitled: *A Foundation to Success* (The operational document that sets out the strategic priorities for regeneration).

- **The Delivery Plan:**

This contains projects, initiatives and strategies aimed at delivering the actions identified under each theme of the strategy. The nature of the actions and interventions differs considerably, from small scale projects through to major and complex capital programmes. The purpose of the delivery plan is to develop programmes and projects to make them more readily implementable in order to fully exploit funding opportunities as they arise.



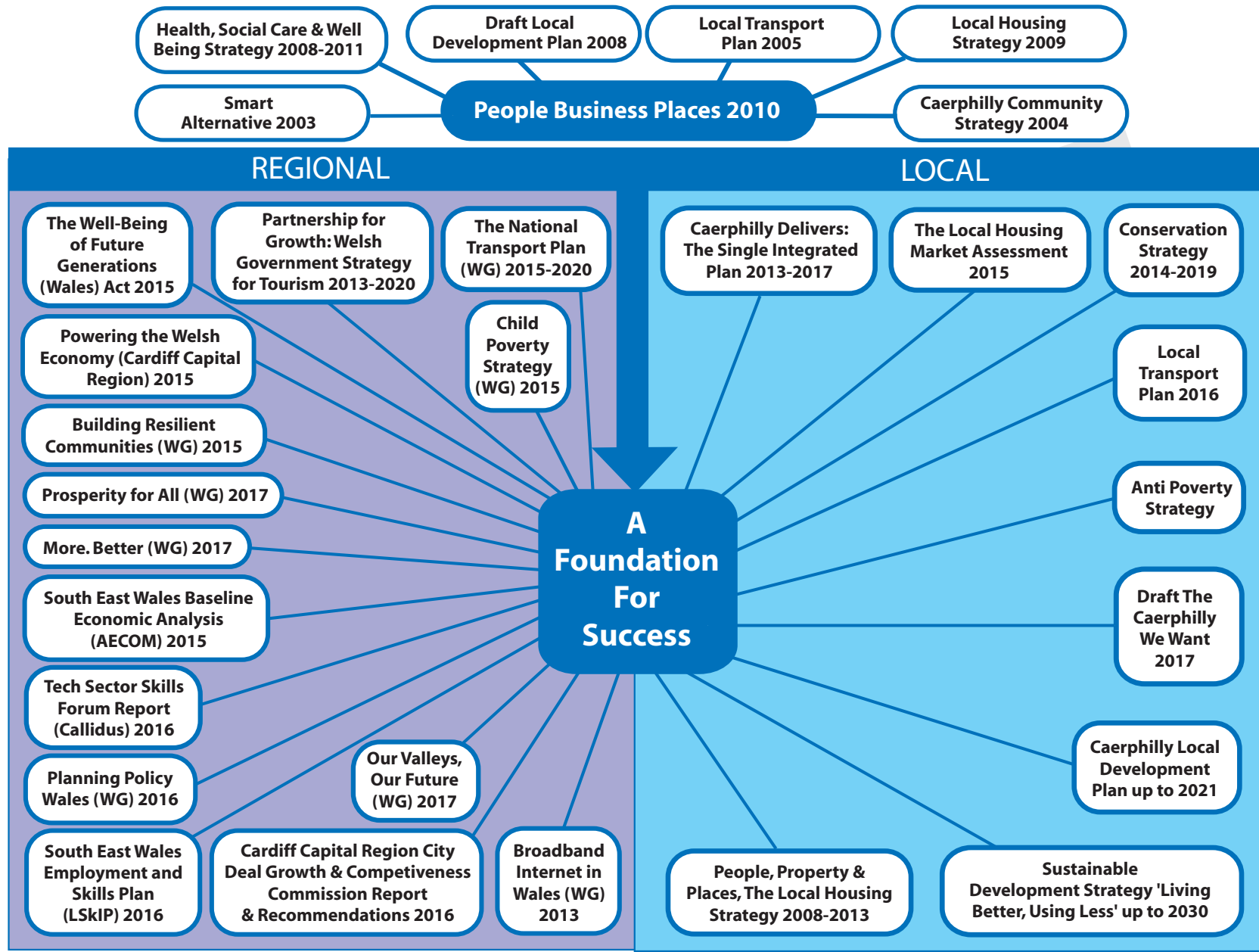


Figure 1: Changing Policy Context

The Challenges

Whilst significant progress has been made in terms of regenerating the physical infrastructure of Caerphilly County Borough, there is still a need for progress to be made to address the long term structural socio-economic problems of the area. The challenge is how to generate growth in the economy that benefits every one of our citizens and which in turn eradicates low pay, inequality and worklessness.

A strategically coordinated approach to investment is required that: links investment decisions with targeted outcomes; and focuses on an unwavering approach to tackle some of the most deep seated issues that the county borough is facing.

The continuing challenges for Caerphilly are:

- Reducing poverty, Caerphilly County Borough has 110 Lower Super Output Areas (LSOAs), 14 of which are within the most deprived 10% in Wales;
- High levels of workless households;
- High level of people who depend on benefit; including incapacity benefits;
- Improving health. There remains a health inequality, with those living in the least deprived areas living 18 years longer compared to those living in the most deprived areas;
- Low levels of qualifications and skills amongst working age population;
- Below average educational attainment;
- Lower income levels. Caerphilly County Borough ranks 5th highest out of the 10 South East Wales Authorities in terms of income;
- Need to improve gross value added (GVA). Whilst GVA for Wales as a whole is low relative to the UK, there is a disparity in earnings between the Gwent Valleys and Heads of the Valleys Regeneration Area when compared to that of the south of the county borough;
- Business start ups. Although the number of active firms within Caerphilly has risen, its proportion of regional businesses has gently declined as the region as a whole has established active firms at a faster rate;
- Maintaining and enhancing our existing town centres as a focus for activity, investment and regeneration;
- Increasing and diversifying housing stock through the delivery of new homes whilst maximising the potential for the delivery of affordable housing;
- Improving the quality of the existing housing stock;
- Congestion on the strategic highway network at peak rush hour periods at 2 locations, i.e. the A472 mid-valleys east-west strategic route through Maesycwmmmer; and the Caerphilly Northern Bypass junctions;
- Capacity, availability and cost of public transport.

The Opportunities

Our long term aim is to build a county borough that is prosperous, resilient, healthy and more equal with strong cohesive communities. In taking the county borough forward there are a number of key opportunities:

Cardiff Capital Region City Deal: Cardiff Capital Region has secured a deal worth £1.2 billion. Over its lifetime, local partners expect the City Deal to deliver up to 25,000 new jobs and leverage in an additional £4 billion of private sector investment. City Deal will provide an unprecedented level of funding for projects with the aim of promoting economic growth and job creation across the region, and a significant part of the £1.25 billion funding will be utilised to realise this aim. However, the largest proportion of the funding will be used to deliver the Cardiff Capital Region Metro. The Metro

concept is for a regional transport system that provides a high-quality, reliable, efficient and economically sustainable transport network to support the economic growth of Cardiff Capital Region. Caerphilly's location in the heart of the region, together with its economic and transport opportunities, places it in a strong position to deliver on the aims and objectives of both City Deal and the Metro and derive significant benefits from this funding.

Our Valleys, Our Future: The Ministerial Valleys Task Force Vision for 2021 is to close the employment gap between the South Wales Valleys and the rest of Wales by helping an additional 7,000 people into work, with thousands of new, fair, secure and sustainable jobs created in the Valleys. Further, people living in the Valleys will have access to the right skills to gain work and businesses will

be fully supported to grow and thrive in the South Wales Valleys. The Taskforce has identified Caerphilly, together with Ystrad Mynach, as a Strategic Hub focusing on residential, office, tourism and industrial development, where public money is focused to provide opportunities for the private sector to invest and create new jobs.

Coalition Working Groups: Our most deprived communities deserve the support that a multi-agency approach could bring to tackle poverty. Targeted action plans and partnership coalitions between the community, public, private and third sector should be established to address the issue of poverty within them and reduce inequality within the county borough. The aim should be to reduce the number of lower super output areas that fall within the 10% most deprived areas in Wales.

The Foundational Economy (FE): A sharper focus should be on those key sectors that supply economic and social needs, where demand is localised and permanent (such as childcare and social care, food, retail, energy and housing). A thriving FE would encourage the development of small and medium enterprises, tap into and strengthen resilient local supply chains, and enable economic value to be reinvested within the locality whilst generating employment opportunities across the county borough.

Targeted Action Plans & Strategies: To capture regeneration opportunities and develop opportunities for key sites and premises throughout the county borough an updated set of plans and strategies will be required. Some of these strategies will be delivered at a regional level, whilst others will be local in scale. Such plans should set

out a programme for investment that will help unlock resources from a wide range of funding sources, including for example Cardiff Capital Region City Deal, Welsh Government and European Funding.

Examples of such Action Plans & Strategies include:

- Revised Heritage Lottery Fund Strategy;
- Destination Management Plan;
- Revised Principal Town Centre Action Plans/Masterplans (Risca, Bargoed, Ystrad Mynach, Blackwood, Caerphilly);
- Metro Hub Strategy;
- Neighbourhood Plans;
- Coalition Action Plan for Lansbury Park;
- Rhymney Deep Place Study.

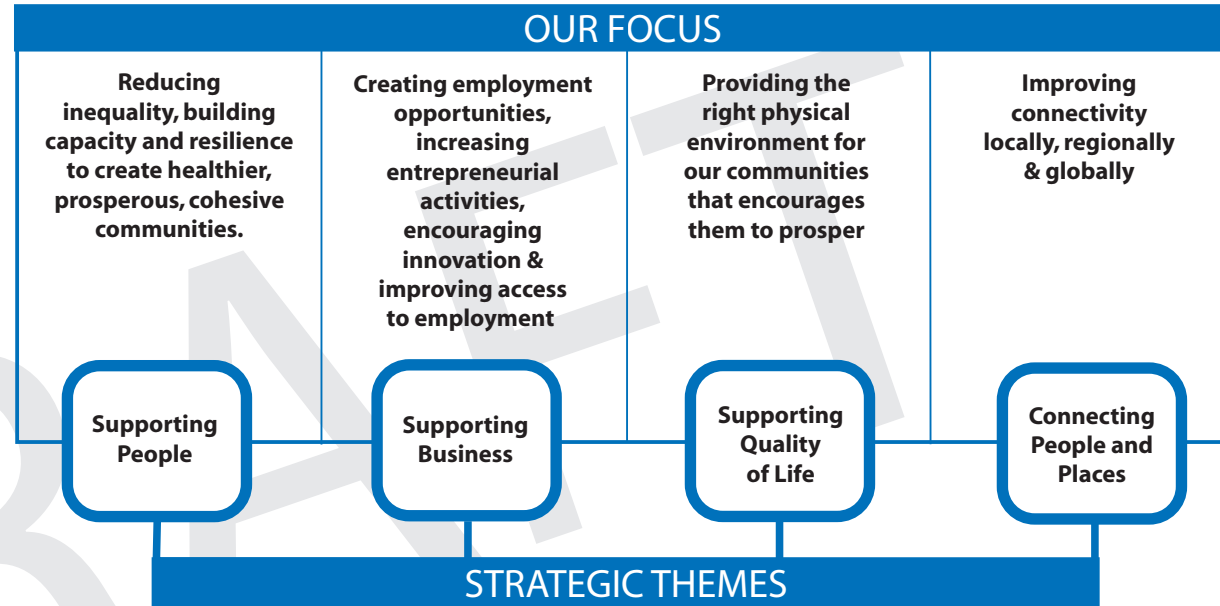


The Vision

The Vision for the strategy is:

“To make Caerphilly County Borough a more prosperous, resilient, healthier, more equal place with strong cohesive communities where everyone is empowered to participate and make a difference, where local achievements are celebrated and visitors are welcomed and residents are proud to say where they are from.”

The Strategy is set out under 4 Strategic Themes, each with a slightly different focus, these are:



A Foundation to Success

Supporting People

Poverty has a deep and long-lasting effect on people's lives, affecting everything from how long people live, their risks of domestic violence or their attainment at school.

Employment, Education and Up-skilling is the best protection against poverty and its impacts. It is important to help people out of poverty and help people into employment as well as supporting those for whom employment is not possible. Despite the worrying rise of in-work poverty, work is still considered to be the best way to help people out of poverty.

There is a real need, to boost enterprise and employment within the County Borough and to link people with business and create a stimulating environment for both people and business. Whilst there are different economic challenges faced in different parts of the County Borough, the key principles of

protecting jobs, developing the economy, and increasing growth apply equally across the whole of the County Borough. Working in partnership with business and industry, the Council will seek to increase the availability of quality jobs and identify opportunities to enhance access for residents to those jobs.

The availability of a workforce with a wide range of skills and education levels can help business grow and also attract new business. Ways need to be found to improve confidence and build a culture of learning in the workforce with a particular focus on workers who may have few, if any, qualifications and yet who have valuable, transferable skills and experience. In addition, children and young adults need to be given appropriate career support to aid their understanding of the type of employment available to them in the region; and help them make the right

choices to lead them into the world of work. Specifically, it is important to ensure that they have the soft skills and technical skills necessary to undertake the work that is available. It is also important to give young people the confidence and skills to encourage entrepreneurship and to make them realise that they can be the business people of the future.

Our aim is to make a difference to the lives of our residents. 'Supporting People' is about equipping people to help break the cycle of poverty, spreading opportunity, enabling people to fulfil their ambitions and enhance their wellbeing, reducing inequality, improving health, educational attainment, upskilling and helping people to secure employment.

This theme is underpinned by the concept that economic growth should not be



perceived in isolation, as it underpins the aspirations we have for every person and community within the county borough, with employment being central to providing better health and life prospects for all.

The main objectives of the Supporting People theme are:

- *Increase employability and pathways into work by ensuring that services are coordinated, with appropriate support provided;*
- *Increase skill levels and educational attainment;*
- *Reduce worklessness;*
- *Improve the health of our residents;*
- *Improve resilience through the development of the Foundational Economy;*
- *Reduce the number of people living in disadvantaged communities by tackling inequalities.*

Our key priorities are:

SP1: Increasing employability of residents by working with partners to encourage skills providers to link their training/education to opportunities created by investments and business growth areas within the Cardiff Capital Region, encouraging education and skills providers to become more responsive, aligning courses to meet employer needs and forging stronger links between the Private, Public and Third Sector and Training Providers.

SP2: Raising educational attainment in schools to ensure that people have the skills and aptitude necessary for work. This involves acknowledging the importance of vocational training in addition to academic qualifications and providing support and career advice to ensure the best learning route for individuals.

SP3: Reducing worklessness through improving the coordination and delivery of services between organisations, empowering workless residents, supporting mechanisms

that encourage pathways into employment, working with partners to commit to placements, apprenticeship provision and encouraging stronger links between education & training providers, the business community and the public and third sector.

SP4: Improving resilience in the economy through the support and development of the foundational economy.

The foundational economy makes a substantial contribution to GVA in Wales, and Caerphilly is no exception. Moreover, it provides essential services within communities and is well spread throughout the county borough, which means that support for this sector could make a significant impact on the economy of the area as a whole. Importantly, supporting business in the FE would stimulate development outside of the M4 corridor.

SP5: Developing skills in key growth areas. The Cardiff Capital Region Skills and Employment Board has been created

(building on existing arrangements) to ensure skills and employment provision in the region is responsive to the needs of local businesses and communities. The focus by Welsh Government is on the following growth areas: Advanced Materials & Manufacturing, Construction, Financial and Professional Services, ICT, (cyber security, internet-of-things and data analytics) and the Human Foundation Economy. It is important therefore to improve the skills of local people in these key areas, to ensure that they are able to take advantage of existing and emerging employment opportunities created by significant regional investment in these growth areas and encourage and support a culture of learning and ongoing development within the existing and emerging workforce.

SP6: Targeted intervention of key groups.

Certain groups are more predisposed to poverty and the effects of experiencing a lifetime of economic disadvantage. In order to break the 'cycle' of poverty there is a need to

tackle key groups that include NEETS (Not in Education, Employment or Training) and ACEs (Adverse Childhood Experiences). Building resilience at a young age and improving a young persons health and wellbeing will not only improve the life chances of these individuals but also reduce the likelihood of negative associated behaviours being passed on to future generations.

SP7: Ensure a clear co-ordinated 'package of services' is available in order to

reconnect people to employment. There are a significant number of training schemes and initiatives operated by numerous training and service providers that cover the County Borough. There is currently no coordination between different service providers to ensure that the needs of participants are met or that opportunities to access employment are maximised locally and regionally. This not only covers programmes that encourage pathways in to work, but also relates to advice in respect of benefits, childcare provision and other mainstream services, all of which need

to be clearly focussed on the challenges associated with worklessness; and support people in employment to remain in employment.

SP8: Support Interventions to improve health,

address diet, physical activity or any lifestyle behaviours that may predispose people to behave in a certain way where there are complex social and environmental factors at play. Many health problems demonstrate a strong social gradient, meaning that there is a higher prevalence of lifestyle related and social harms, illness and early death in more economically disadvantaged groups. In order to reduce health inequalities and in order to prevent ill health it is necessary to tackle the wider social determinants that impact upon health. Many social determinants impact upon health, including a person's early life chances, their education, and employment opportunities, homes that they live in, and diet. In order to prevent ill health

it is necessary to tackle these wider social determinants.

SP9: Reduce inequality by reducing the number of lower super output areas within the top 10% most deprived areas within Wales.

Support our most deprived communities through a multi-agency approach to eradicate poverty and create vibrant communities where people want to live and work and proud to say where they are from. There is a need to deliver targeted action plans through true partnership working between the community, public, private and third sector to tackle poverty and its associated issues

SP10: Ensure that Cultivational Procurement is a key consideration in the procurement of services.

Long term social value should be prioritised over best price in the knowledge that this itself will reap benefits by building local economic resilience which in turn will take longer term pressures off local public services and government.

SP11: Tackle in-work poverty. Whilst employment is acknowledged as being the best way out of poverty there is also a growing rise of in-work poverty. A multi level policy approach and government intervention is required to address this issue, however at a local level, the Council and its partners should be promoting prosperity by seeking improvements in the pay and conditions and quality of life for those in low-paid and insecure employment. The Council currently pays the living wage and will encourage its partners and supply chain partners to prioritise the procurement of goods and services from ethical businesses that: pay the living wage; do not operate zero hour contracts; and offer fair terms and conditions for its employees.



SP1 Increase Employability	Action	Delivery
<p>Provide training opportunities that afford pathways to employability and increases the number of people that are economically active.</p>	<ol style="list-style-type: none"> 1. Establish stronger links between the Regional Partnership (LSkiP) and local providers and services to align provision and prevent the duplication of effort in the provision of training opportunities. 2. Develop a co-ordinated programme of volunteering, maximising it as a route to personal well-being and employment, including promoting corporate volunteering. 3. Establish an all age apprenticeship programme across PSB member organisations in line with City Deal priorities and linked to Welsh Government Employment Support Programmes with co-ordinated points of access. 4. Provide support and training for people who are long-term unemployed and economically inactive to gain skills to secure a job through the Communities for Work Programme and Communities for Work Plus Programme. 5. Ensure that employment and skills programmes which support those furthest from work are joined-up and work with employers to develop social clauses to ensure this happens. 6. Ongoing support for employment initiatives, including: Bridges into Work; Working Skills for Adults 2; Inspire 2 Work; Youth Engagement and Progression of the Progress Scheme and develop ongoing solutions to fund initiatives post European Funding. 7. Explore new workforce models with partners to incorporate a wider variety of professionals with different skills and expertise to reflect the employment needs of the population. 	<p>1, 2, 3, 4, 5, 6, 7 WG/ LSkiP/Private and Public Sector/Universities and Education providers/ Cardiff Capital Region</p>

SP1 Increase Employability	Action	Delivery
<p>Address the mismatch between the skills needed to access jobs in the region (digital, technical and soft) and the training provided through the curriculum and by training providers.</p>	<ol style="list-style-type: none"> 8. Facilitate the engagement between businesses and local education providers and Careers Wales to ensure that people have the appropriate employability and entrepreneurial skills. 9. Encourage entrepreneurship within schools by getting all schools to participate in the Young Enterprise Programme (currently 50% of schools in the county borough participate in the programme). 10. Work with business to understand current and future needs to ensure skills and apprenticeship schemes meet their needs. 11. Provide targeted careers advice to help young people to access jobs in the county borough and the wider region and develop a resource to support work experience. 12. Work with training providers to ensure that courses are aligned to meet employer needs. 13. Strengthen industry-led engagement in schools and local communities to encourage all people to consider careers in growth sectors including digital industries. 	<p>8,9,10,11,12,13 WG/ LSkiP Private and Public Sector/Universities and Education providers/ Cardiff Capital Region</p> <p>14 WG, Learning Skills & Innovation Partnership /Private and Public Sector, Universities and Education providers (Coleg Gwent, Coleg y Cymoedd)/Cardiff Capital Region Cabinet</p>
<p>Provide accreditation for certain skills which have traditionally been dismissed as a formal qualification.</p>	<ol style="list-style-type: none"> 14. Work with business and education providers to provide work based training qualifications to encourage progression and release entry level jobs. 	



SP2 Raise Educational Attainment	Action	Delivery
Improve the links between schools and local business.	15. Strengthen industry-led engagement in schools and local communities to encourage young people to consider careers in growth sectors including digital industries.	15, 16, 17 WG/LSkiP/ Private and Public Sector/Universities and Education providers/ Cardiff Capital Region
Provide young people with better advice in respect of employment opportunities and the educational/skills needed to access them.	16. Provide targeted careers advice to help young people to access jobs in the county borough and the wider region. 17. Work with training providers to ensure that courses are aligned to meet employer needs.	
Reduce the percentage of working age population with no qualifications and improve literacy and numeracy levels throughout the population.	18. Establish an all-age training programme that supports and provides opportunities for people to gain qualifications by supporting programmes such as Communities for Work and Communities for Work Plus. 19. Widen the opportunities for learning through integration of activities associated with culture, sports and leisure.	
		18, 19 WG/LSkiP/ Private and Public Sector/Universities and Education providers/ Cardiff Capital Region/ Council

SP3: Reduce worklessness	Action	Delivery
Align interventions by identifying any gaps in the provision of employment support services.	20. Work with public, private and third sector organisations to undertake provision mapping of existing employment support. This will prevent duplication of efforts and simplify the path to employment support, whilst establishing a common approach, removing barriers, and ensuring that people are being referred to the most appropriate support mechanism based on their individual needs. Develop a single point of entry so that people are directed to the most appropriate support service through the Communities for Work and Communities Plus Programme.	20 WG/LSkiP/Private and Public Sector/Universities and Education providers (Coleg Gwent, Coleg y Cymoedd)/Cardiff Capital Region

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SP4: Improve Resilience and Support the development of the foundational Economy	Action	Delivery
<p>Improve resilience by maximising job opportunities in the local foundational economy - businesses we use every day and see all around us.</p>	<p>21. Consider bespoke support for services targeted at micro and small businesses, business start up and self employment within the county borough by reinvigorating and resourcing local business support to coordinate and maximise the opportunities arising at the Regional level through City Deal.</p> <p>22. Work with businesses to increase understanding and opportunities afforded by the FE and expand business support to include key sectors, including construction, energy, health and social care, tourism, retail, and food.</p> <p>23. Work with training and education providers to improve awareness of careers within the FE and the skills provision and training required to fulfil opportunities.</p>	<p>21, 22, 23, 24 WG/LSkip /Private and Public Sector/Universities and Education providers (Coleg Gwent, Coleg y Cymoedd)/Cardiff Capital Region</p>
<p>Support the FE by developing resilient local supply chains.</p>	<p>24. Work with Partners to support local jobs through the use of procurement measures that support local supply chains.</p> <p>25. Seek to ensure that we maximise the benefits to our communities by using our procurement processes to spend budgets locally where ever possible.</p> <p>26. Work with partners to secure the maximum community benefits from the contracts we let.</p>	<p>24, 25, 26 Council/PSB</p>



SP5: Develop skills in key growth areas.	Action	Delivery
<p>Develop skills in key growth areas and develop a co-ordinated training/skills programme that equips people to be able to benefit from investment in these opportunities.</p>	<p>27. Work with partners and use labour market intelligence from the Regional Skills Plan and LSkiP to identify future growth demand and skill requirements.</p> <p>28. Target investment to support apprenticeship delivery in Regional growth and shortage sectors.</p> <p>29. Provide targeted careers advice aligned to current and future job opportunities by coordinating careers advice and engaging with employers to strengthen employability skills and careers.</p>	<p>27, 28, 29 WG/LSkiP/ Private and Public Sector/Universities and Education providers/ Cardiff Capital Region</p>
SP6: Targeted Intervention of key groups	Action	Delivery
<p>Target key groups in order to break the 'cycle' of poverty as certain groups are more predisposed to poverty and the effects of experiencing a lifetime of economic disadvantage.</p>	<p>30. Support for reducing the number of NEETS with early interventions, including earlier career advice and increased training opportunities.</p> <p>31. Reducing the number of ACEs by improving the awareness of the importance of early life experiences on the long term health, social and economic prospects of children within PSB organisations, schools and communities. Also by sharing and exploring best practice amongst PSB organisations to understand and highlight the long term impact of ACEs on individuals, their families, their future children and grandchildren and examining how the PSB can deliver its services through an ACE informed lens.</p>	<p>30 WG/LSkiP/Universities and Education providers/ Private Sector/Careers Wales</p> <p>31 Council/PSB</p>

SP7: Ensure a clear co-ordinated 'package of services' is available in order to reconnect people to employment	Action	Delivery
Support mechanisms that encourage pathways in to work and improve the employability for people by removing 'barriers' to employment.	32. Explore affordable and variable childcare initiatives that enable parents to work and examine support for working parents. 33. Improve access to affordable and variable transport .	32,33 Council/PSB/WG, Department for Work & Pensions, Jobs Growth Wales/Careers Wales/ Coleg Gwent, Coleg y Cymoedd/LSkiP
SP8: Support Interventions to improve health	Action	Delivery
Support Interventions to address diet, physical activity or any lifestyle behaviours that may predispose people to behave in a certain way where there are complex social and environmental factors at play.	34. Increase the understanding of the benefits of preventative work in relation to health within partner organisations. Investigate and identify mechanisms for addressing and resourcing this issue in areas of deprivation (especially in the absence of Communities First). 35. Education and the promotion of healthy behaviours within schools/workplace. 36. Promote the benefits of physical activity through the use of the environment and leisure services.	34 Council/PSB 35, 36 Council/PSB/Public Sector/Private Sector/ Third Sector

SP9: Reduce inequality by reducing the number of lower super output areas within the top 10% deprived within Wales.	Action	Delivery
<p>There is a need to close the gap between the most deprived communities within the county borough and others by aligning all public sector provision to meet the needs of those in the most deprived communities.</p>	<p>37. There are programmes designed to tackle poverty and support children, young people and families across the borough. These anti poverty strategies are cross-cutting and transcend a number of policy areas. The Council should continue to support and align the anti poverty programmes to achieve maximum impact.</p> <p>38. The Council will work with the local community and its partners by setting up a coalition board for Lansbury Park to develop a methodology that can be adopted for working within the other deprived communities within the borough. Specifically the 8 areas that have been agreed by the Council and PSB including Rhymney, Fochriw, Phillipstown, Park Estate Bargoed, Graig y Rhacca, Lansbury Park, Ty Sign and Cefn Hengoed which are the most deprived communities within the county borough.</p>	<p>37, 38 Council/PSB/Coalition Working Groups</p>
<p>Address fuel poverty as 25% of households within the county borough are experiencing fuel poverty.</p>	<p>39. Work with partners to explore and support where possible energy efficiency initiatives, renewable energy generation, community energy generation projects and energy cooperatives.</p> <p>40. Examine the role of the foundational economy in terms of energy conservation and energy generation.</p>	<p>39, 40 Council/PSB Coalition Working Groups /Private Sector/Energy Providers/Housing providers.</p>
<p>Reduce the number of workless households with children as employment is the best protection against poverty.</p>	<p>41. Work with partners to explore initiatives for childcare support and early year's intervention.</p>	<p>41 Council/PSB/WG</p>

SP10 Ensure that Cultivational Procurement is a key consideration in the procurement of goods and services	Action	Delivery
Ensure that local businesses and supply chains benefit from investments made by the public sector.	42. Ensure that community benefits are maximised by using procurement processes to spend budgets locally where ever possible.	42, 43, 44, 45, Council/ PSB/Public Sector
Maximise the value of procurement to the economy of the county borough and recognise that the long term social value of procurement decisions should be prioritised over best price.	43. Work together to maximise the value for money through joint procurement. 44. Secure the maximum community benefits from contracts and incorporate the use of social clauses in all major contracts, e.g. exploit the job creation from major infrastructure investment, including for example the Metro and the ongoing work to dual the A465. 45. Ensure that where possible, the goods and services procured reflect the sustainable development principle by being sustainable, low carbon and ethically responsible.	
SP11 Tackle in-work poverty	Action	
Tackle in-work poverty. The Council and its partners should be promoting prosperity by seeking improvements in the pay and conditions and quality of life for those in low-paid and insecure employment.	46. The Council currently pays the Living Wage and will encourage its partners and its supply chain partners to prioritise the procurement of goods and services from businesses that: pay the living wage; do not operate zero hour contracts; and offer fair terms and conditions for its employees. 47. Promote and support in-work training within PSB partner organisations and local businesses to encourage upskilling and progression to release entry level jobs.	46, 47 Council/PSB/ Public Sector/Private Sector.



Supporting Business

In order to build prosperity and create greater economic resilience, there is a need not only to support business but also a need to create an environment that: nurtures businesses of the future; promotes entrepreneurship through business support; and realises the economic opportunities available.

Supporting and expanding existing business, attracting new business, and encouraging new small and medium enterprise start ups is critical to Caerphilly County Borough's future economic development.

It is critical to have an understanding of the current composition and location of businesses, jobs and services offered across the county borough. This information can help reveal how well business serves local residents and how it contributes to quality of life. Importantly it will also indicate which industries have the most potential to drive

economic growth in the future. Targeting key economic sectors for growth directs economic development efforts in a strategic manner and targets limited resources wisely.

The main objectives for Supporting Business are:

- *To build a more resilient and diversified economy for the county borough;*
- *To support economic growth, innovation and enterprise;*
- *To create an environment that nurtures business;*
- *To enhance the competitiveness of the county borough;*
- *To boost business support;*
- *To identify key business investment sites;*
- *To improve the links between business, schools and education and training providers.*

Our key priorities are:

SB1: Building a more resilient and diversified economy

to be able to withstand shocks in the wider economy through the development of: the foundational economy, new businesses, SMEs and anchor institutions that generate employment opportunities closer to home and ensure the re-circulation of finance within the local economy.

SB2: Supporting economic growth and innovation.

Innovation is a key priority for Caerphilly County Borough. We must encourage private sector growth and innovation if jobs and prosperity are to be created during a period whilst the public sector contracts. Encouraging innovation throughout the County Borough in both the private and public sectors will be a central element to future success in strengthening

and diversifying the economy and critically in improving GVA. There is a need to ensure that businesses innovate by developing new products, processes and management practice, maximising the use of ICT; enabling strong links between business and educational institutions; strengthening the technology base of educational institutions; and enabling the successful commercial exploitation of those new ideas. In order to stimulate greater innovation improved links need to be forged between the public and private sectors and the educational institutions in the county borough and the region, in particular universities and FE colleges.

SB3: Creating an environment that nurtures business. The Council and key partners will need to ensure that the market conditions are created that enable businesses



to flourish within Caerphilly County Borough. Developing a greater understanding of the demands and requirements of business; from their physical needs in terms of the size, quality, cost and location of land and premises; to their training and skills requirements for staff is necessary if employment opportunities within the county borough are to be maximised. Good quality sites are in short supply and there is now a very limited availability of all sizes and types of speculative, ready to occupy premises ranging from space for small businesses and start-ups right through to large scale manufacturing projects. This needs to be addressed as a matter of urgency.

The importance of thriving town centres for business to flourish and grow is also critical to the local economy. The Council has relentlessly sought to strengthen and revitalise its Principal Town Centres over successive decades. In recent years there has been unprecedented investment in Ystrad

Mynach, Blackwood, Risca, Caerphilly and Bargoed, however further investment is necessary if town centre businesses are to succeed and flourish. Moving forward, the changing nature of the types of business that wish to locate in town centres, needs to be recognised and accommodated if the needs of business are to be met.

SB4: Key Sites and Infrastructure for employment opportunities.

It is important that market signals are recognised and that economic development is guided to the most appropriate locations. This requires a responsive planning environment that ensures that there is an appropriate range and mix of good quality, well located employment sites available for business to develop and expand. Opportunities to create better and more competitive business locations, that respond to the requirements of business and fill identified gaps in land supply within

Caerphilly County Borough, need to be pursued through the identification of new sites for employment use throughout the county borough.

The complexities of structural change make it difficult to be confident about the true scale or nature of future employment land needs, especially when the evidence suggests that what is actually happening on the ground is contrary to expected forecasts, specifically, industrial demand continues to outpace office demand. There is a need therefore to recognise the redundancy of poor quality employment sites and premises and to encourage the recycling/redevelopment of less suitable older stock (particularly that owned by the private sector) to make way for premises better suited to meet modern requirements.

There is also an urgent need to make provision for enabling infrastructure to bring forward existing sites identified for employment use. This includes the provision

of: transport and road infrastructure; services such as utilities and broadband; drainage and other high value enabling works.

Planning has a pivotal role to play in identifying and assembling land for employment/commercial use to capitalise on the unprecedented investment opportunities presented by City Deal, Metro and from the Valleys Task Force. Whilst the key driver behind each of these is to improve the economy; improving accessibility and enabling people to access employment has the potential to redefine existing settlements within the County Borough. Focussing employment/commercial development at key metro nodes and strategic hubs, whilst capitalising upon place making and development opportunities, is central to the future economic success of Caerphilly County Borough.

SB5: Boost Business Support and

Enterprise. Scale up targeted business support and promote enterprise and self employment to grow economic output

and raise activity rates. There is already a strong platform on which to build in terms of business support, including the work of the Caerphilly Business Forum and Welsh ICE. With some more focused activities and more joint working, the business support system may be used more effectively to meet the needs of local business and provide the supportive and responsive environment which modern business demand. Public sector business and enterprise support services are however complex and potentially confusing to service users and there is a need to improve the coordination and delivery of services between organisations. There is also a need to develop a focussed client-centred network amongst service providers to increase the take up of business support with a much higher penetration of the local business sector. Pivotal to this will be targeted support to improve business survival rates beyond 2 years.

SB6: Improve the links between business, schools and education & training providers.

The Learning Skills & Innovation Partnership (LSKIP) identify and encourage engagement and collaboration between industry and schools as currently there is a clear mismatch between employer skills demand and expectations and pupil capability arising from choice of subject areas, career knowledge, basic and essential skills. With the fast changing demands of business and industry it is important for teaching staff and education providers to maintain currency with their needs. Improving the links between business, schools and education & training providers will facilitate this and enable pupils to gain experience and knowledge of changing career opportunities.



SB1: Building a more resilient & diversified Economy	Action	Delivery
<p>Improve resilience through the development of the Foundational Economy and support the growth of local businesses that generate employment opportunities closer to home.</p>	<ol style="list-style-type: none"> 1. Maximise job opportunities in the local foundational economy i.e. businesses that are used every day such as retail, social care, health and the food industry; 2. Increased alignment of education and training with relevant business sectors to raise awareness of the variety of career opportunities in the foundational economy including in the tourism and hospitality industry and in the health and care sector in order to ensure that businesses have the skilled staff to operate. 3. Increased provision of fit-for-purpose business premises across all sectors with a focus on new start-ups and businesses that want to expand. 	<p>1, 2, 3, Private Sector/ Cardiff Capital Region/ WG/Council/Education and training providers/ LSkiP</p>
SB2: Supporting Economic Growth and Innovation	Action	Delivery
<p>Build upon existing, prominent economic sectors within the county borough and the region, and encourage new participants within these sectors to offer higher value-added outcomes.</p>	<ol style="list-style-type: none"> 4. Identify sites for the development of incubator and innovation centres, with a vision to develop growth accelerator hubs as part of a connected Cardiff Capital Region. 5. Work with recognised leaders in their field and anchor companies to identify supply chain opportunities which could develop key clusters of innovation. 6. Explore the opportunities afforded by the potential automotive cluster in Ebbw Vale for the Heads of the Valleys and the Upper Rhymney in particular. 7. Target and try out new ways of working in partnership with the private sector and academia to find innovative ways of working to improve the delivery of core services, such as housing, transport health and social care and energy. 	<p>4, 5, 6 Cardiff Capital Region/WG/Council/ Private Sector</p> <p>7, Cardiff Capital Region/ Council/Private Sector/ Academia</p>

SB3: Creating an environment that nurtures businesses	Action	Delivery
<p>Improve the rate of emergence of new indigenous businesses within the county borough.</p>	<ol style="list-style-type: none"> 8. Respond to existing and future demand for business premises within the borough and seek to invest in properties to meet that demand. Investigate the feasibility of developing start up units within Caerphilly Basin where there is already a very high demand with over 100 businesses in search of premises 9. Develop a greater understanding of the nature of the demand for business premises within Caerphilly and adopt a targeted marketing approach on this basis. 10. Ensure that council owned land suitable for employment use is pro-actively marketed. 11. Increased alignment of education and training with relevant business sectors. 	<p>8, 9, 10, 11 Council/Cardiff Capital Region/WG/ Education and training providers/LSkip</p>



SB4: Key Sites and Infrastructure for Employment Opportunities	Action	Delivery
<p>Ensure that there is an appropriate range and mix of good quality, well located employment sites available for business to develop and expand.</p>	<ol style="list-style-type: none"> 12. Identification of new land for employment through the planning system, particularly within the South of the county borough where supply is limited and demand is high. 13. Identify new sites that are potentially of regional significance that could benefit from investment via City Deal (e.g. Oakdale Business Park, Capital Valley, Rhymney, Caerphilly Business Park/Ness Tar, Heads of the Valleys); 14. Encourage the reconfiguration and redevelopment of existing employment sites to provide modern, energy efficient units to replace some of the older larger units that are underutilised or vacant. 15. Identify mechanisms and potential funding sources for unlocking existing employment sites and making them more attractive to investors and new businesses within the county borough. 16. Maximise the economic investment in employment sites either through employment (number of jobs created) or supply chain opportunities or both. 17. Ensure easy and affordable access to digital networks, including broadband to support everyday business needs. 18. Maintain the diversity of uses on employment sites within the county borough. 19. Identify employment opportunities around metro hubs to encourage modal shift and to reduce the high level of out commuting for work. 	<p>12, 13, 14, 15, 16, 17, 18, 19 WG/Private Sector/ Cardiff Capital Region/ Council</p>

SB5: Boost Business Support & Enterprise	Action	Delivery
Scale up targeted business support and promote enterprise and self employment to grow economic output and raise activity rates.	<p>20. Develop and resource a hub of business support functions for Caerphilly County Borough that widens business support and compliments the work of City Deal and Valleys Taskforce.</p> <p>21. Encourage and provide support for environmentally sustainable business models that seek to improve sustainability through measures such as energy efficiency, waste management, use of sustainable transport modes (public transport/electric vehicles).</p> <p>22. Improve the coordination and delivery of employment and business support services between organisations.</p>	20, 21, 22, 23, 24, 25 WG/ Cardiff Capital Region/ Education and training providers/Council/Private Sector
Improving business survival rates beyond 2 years, working with partners to provide the relevant support.	<p>23. Develop a focussed client-centred network amongst service providers to increase the take up of business support with a much higher penetration of the local business sector.</p> <p>24. Strengthen linkages with relevant organisations such as Welsh ICE and the public sector where necessary, in order to provide a more robust support structure capable of fostering entrepreneurship.</p> <p>25. Examine mechanisms to improve business survival rates beyond 2 years.</p>	



SB6: Improve the links between businesses, schools and education & training providers	Action	Delivery
<p>In order to improve access to job opportunities and increase the gross weekly earnings of workers within the borough better integration is needed between education and skills providers and the needs of business sectors.</p>	<p>26. Improve focus on education and training and better align this process with those business sectors identified as being targeted for growth. This will also help maximise the potential of greater accessibility to job opportunities elsewhere, brought about by Metro.</p> <p>27. Reduce the disparity in earnings within the Gwent Valleys and Heads of the Valleys Regeneration Area in comparison to the south of the county borough by examining measures to address this issue such as tailored education and training to align with relevant business sectors in the Heads of the Valleys, promotion of job opportunities within SE Wales afforded by greater accessibility to job opportunities elsewhere brought about by Metro, stronger linkages between business and schools, targeted business start-up support etc.</p> <p>28. Engage anchor companies within the county borough and improve the links between business and schools by exploring work experience and training opportunities associated with these companies.</p>	<p>26, 27, 28 Cardiff Capital Region/LSKip/WG/ Education and training providers/Private Sector/ Council.</p>

Supporting Quality of Life

Quality of life is the general perception of well being, of both communities and business within our county borough. A variety of factors can improve the perception of quality of life, for example having access to; good housing; a thriving town with a wide range of community and cultural facilities and services; access to quality green and open space; access to excellent care services, all set in the context of a well respected and looked after natural and built environment. All have a part to play in creating the right conditions for better health, well-being and greater physical activity. The contribution made by the environment to quality of life and good health cannot be overstated.

Aesthetic improvements enhance the perception of quality of life and this component will focus on identifying key locations for development and redevelopment in the county borough

including: key brownfield sites, opportunities provided around metro hubs and key interchanges, town centres, redevelopment of prominent and underutilised buildings and improvements to the public realm/green infrastructure to enhance the sense of place and contribute to the sustainability and well being of the area.

Supporting quality of life is about creating a sustainable environment for current and future generations to enjoy by improving and maintaining features of the physical and natural environment and joining up things that most affect people's lives.

The main objectives of the Supporting Quality of Life are:

- *Manage the natural heritage and its resources appropriately for future generations, whilst accommodating much needed sustainable development,*
- *protecting wildlife and encouraging the use of green spaces to promote wellbeing;*
- *Improve access to culture, leisure & the arts;*
- *Enhance opportunities for physical improvement and investment through active place making;*
- *Capitalise upon the assets of the county borough to fully exploit the county borough's tourism potential and establish Caerphilly as a major tourism destination within Cardiff Capital Region and Wales;*
- *Improve the delivery and diversify the housing stock across all tenures within the county borough to meet housing need and create strong cohesive communities;*
- *Improve the quality of the existing housing stock through targeted intervention, particularly in terms of Council owned stock;*
- *Develop a unique and complementary role for each of the Principal Towns in the County Borough to serve the wide reaching needs of residents and business.*

Our key priorities are:

SQL1: Managing the natural heritage and its resources appropriately by balancing the needs of development against the protection of the landscape and the need to conserve and enhance biodiversity.

The natural heritage and open space are important elements in the lives of those who live, work and relax in the county borough. They are important factors for mental and physical well-being and their ongoing maintenance and improvement will continue to have beneficial effects for future generations.

It is essential that new homes, jobs and services are developed to meet the needs of future generations. However, it is equally necessary to protect important landscapes and areas of biodiversity importance from adverse impacts or loss through inappropriate development. Landscapes need

to be maintained and enhanced through diversification and developing key artisan skills to maintain landscape features, whilst maximising the potential of landscapes to provide tourist and recreational opportunities.

The historic landscape is equally as important as the natural landscape. It provides valuable information about how our area was used over time. Historic landscapes provide some of the very best examples of how land was used throughout our history and it is important that these landscapes are protected and, even more importantly, interpreted to broaden knowledge of their importance.

Balancing the development needs of the current and future generations with the protection of open space, countryside and landscape is a key element in securing a high quality of life for those who live, work and enjoy the county borough, and all it has to offer.



SQL2: Improve access to culture, leisure and the arts in order to improve social and economic wellbeing. Culture, the arts, sports and leisure are important elements of vibrant and viable communities. They provide people with opportunities to learn, to relax, to innovate, to exercise, and to enjoy themselves, as well as providing a valuable education and learning resource. They are vital in creating a sense of community, in attracting new people and families, in encouraging inward investment and in providing jobs and opportunities for entrepreneurship and enterprise. They also encourage people to look at their locality in a different way, raise aspirations and improve the life experiences of local people. Arts, sports and cultural approaches to regeneration have additional potential for engaging children and young people, releasing creativity and innovation, and potentially creating positive role models for communities.

SQL3: Active Place Making provides the vision and framework for proactively exploiting major development opportunities and setting out a programme of investment to help unlock funding. The importance of active place making cannot be underestimated with potential funding opportunities created through both City Deal and the Valleys Task Force. Whilst City Deal presents significant opportunities around strategic metro hubs, the Valleys Task Force identifies Caerphilly and Ystrad Mynach as a strategic hub, where public sector funding can realise positive change leading to private sector investment.

SQL4: Maximise the tourism potential of the County Borough to become an established tourism destination. Tourism is an important area in terms of ongoing, long-term growth. Jobs, visitors and spend are all on upward trends and tourism is worth an estimated £122m for the local economy and is responsible for an estimated 1632 jobs in

Caerphilly and 68,700 jobs within the Cardiff Capital Region. At a time when budgets are under severe pressure, investments in tourism infrastructure, particularly Council owned facilities, may be perceived as low priority; however the importance of tourism to the local economy should not be understated.

The County Borough has many valuable tourism assets which contribute greatly to the economy, not least Caerphilly Castle, Cwmcarn Forest and Llancaiach Fawr Manor. There is a need to develop and exploit these existing tourism assets further in order to increase visitor numbers and improve their economic performance and that of the County Borough.

Improvements to accommodation and the leisure and night time economy (including pubs, restaurants and accommodation) remain essential, coupled with ongoing town centre and environmental improvements. The clustering of these services around key tourist hubs and sites should remain a key aspiration.



It is essential that opportunities to increase the dwell time within the County Borough are explored. This can be achieved by: developing the local offer to complement the regional network of leisure and tourism facilities; building on existing events such as the Big Cheese; effective marketing; and developing the South East Wales Destination Investment Plan.

SQL5: Improve the delivery of new housing and diversify housing across all tenures.

Poor housing and a limited choice of homes, particularly in the northern parts of the County Borough, directly affect quality of life and health. It also has many undesirable side effects, including forcing affluent local people or those forging new careers to leave to find better homes, thus depriving communities of role models and potentially active residents. More significantly, expansion of the housing stock and improvements to existing property also provide both business (start up and expansion) and employment opportunities.

Widening the housing choice north of the Mid Valleys Corridor and in town centres should make a significant contribution to delivering the objectives of the strategy.

Good quality homes form the foundations of good communities and the basis for individuals and families to flourish in all aspects of their lives. The delivery of modern, good quality affordable homes across the whole of the county borough will improve quality of life and create stronger and more cohesive communities. In the southern part of the county borough many sites are attractive to the private sector and will be delivered largely without any public sector intervention. Conversely, in the more marginal market areas, or on difficult industrial legacy sites, the private sector is reluctant to invest where they perceive there is a high risk. The Council and its partners need to find innovative ways to deliver much needed modern housing even on those sites that are higher risk. To this end, all innovative housing solutions and funding

options will be explored; from innovative finance models, public sector land release, council house building and alternative forms of delivery through innovative construction methods. Also the Council will continue efforts to bring empty homes back in to beneficial use. Collectively these actions will deliver more housing and diversify the housing stock.

There is also a need to incentivise housing providers to build homes which respond to the challenges of an ageing population and which enable people to down size to suitable accommodation to meet their needs. All housing developments (over 10 units) that are delivered through the release of Council land will in future be required to make provision for housing that is suitable for older people.

SQL6: Improve the quality of the existing housing stock through targeted intervention; particularly in terms of Council owned housing stock. Investment in improving the quality of housing is proven

to reduce pressures on other public services; notably health and social care. There is significant evidence showing links between cold, damp homes and respiratory disease and asthma. These health problems can contribute to adverse childhood experiences as well as having a negative impact on children's ability to learn.

Providing secure, affordable housing is the strongest basis for supporting vulnerable individuals to overcome mental health and substance misuse. Investing in housing quality and energy efficiency brings significant economic benefits, creates jobs, and builds stronger communities.

The Council has a housing stock of 10,822 properties and 13,000 tenants and is currently investing over £200m in bringing all these homes up to the Welsh Housing Quality Standard (WHQS) by 2020.

The WHQS investment will bring about substantial physical improvements to both

houses and the environment. It is recognised that some of the Council's estates have high levels of deprivation, poverty, unemployment, and social exclusion therefore the delivery of this ambitious investment programme is not just to improve homes, but to also transform people's lives and the communities in which people live.

SQL7: Refocus on town centres to serve the needs of residents and business. Town Centres are powerful economic hubs and have the capability to drive economic growth and provide a focus for local economic activity. The vitality and viability of town centres should be enhanced by working in partnership with the business community in order to attract new investment and sustain confidence. In recent years there has been unprecedented investment in Ystrad Mynach, Blackwood, Risca, Caerphilly and Bargoed, however continued investment by both the private and public sector is necessary if town centre businesses are to succeed and flourish.



The changing nature of the types of business that wish to locate in town centres, needs to be recognised and accommodated if towns are to diversify to meet the differing demands placed on them in the 21st Century. There is a pressing need to increase footfall and dwell time in all of the town centres and opportunities to increase the variety of retail, leisure, entertainment and cultural venues to attract and hold customers in the town and enhance the night time economy need to be explored further. In addition opportunities for new office space and events space needs further consideration, particularly in and around Metro Hubs and tourist and leisure facilities e.g. Caerphilly Castle, Blackwood Miner's Institute.

New homes in town centres can also serve to address a number of key objectives including: addressing the acute shortage of homes; increasing expenditure in local retailing, adding life in the evenings/ weekends and putting buildings to use

when they might otherwise stay derelict or generate little income for the owners. Town centres should help drive regeneration and greater consideration needs to be given to individual town centre sites that are appropriate for modernisation, refurbishment, or redevelopment to provide office accommodation and town centre living.

Town Centre Action plans will therefore be produced to coordinate major development opportunities and enhancement, in order to inform a programme of investment which will be supported by a retail strategy that will examine measures to enhance and diversify the existing offer within Town Centres in order to retain more expenditure within the local economy. The Council already has Town Centre Action Plans for all of its Town Centres; however these will be updated to reflect the new opportunities afforded by City Deal/ Metro and the Valleys Task Force Initiatives. The first plan for Caerphilly Basin is being prepared in tandem with this strategy.

A more pro-active and radical approach to town centres may be required moving forward, one which involves the use of CPO powers where necessary, greater partnership working with the Welsh Government, and closer links with funding institutions and the private sector. New and creative approaches will need to be utilised to fund these proposals.

SQL1: Manage the natural heritage and its resources appropriately for future generations, whilst accommodating much needed sustainable development, protecting wildlife and encouraging the use of green spaces to promote wellbeing	Action	Delivery
Balance the need for development and protection of the Landscape.	<ol style="list-style-type: none"> 1. Prepare a Countryside Strategy/Green Infrastructure Strategy for the County Borough 2. Protect farming, forestry and tourism whilst maximising benefits from the development opportunities they present. 3. Address the three main threats to upland landscape, namely <ul style="list-style-type: none"> ● Illegal off-roading ● Fly-tipping ● Arson. 4. Appoint a Landscape Partnership officer with a role of integrating rural spaces into urban projects and developments, linking urban and rural places. 5. Ensure that future much-needed development and the need for that development does not adversely impact upon important landscapes. 6. Ensure developments integrate the existing landscape and new landscaping features as an integral part of their proposals, respecting and enhancing the important elements of their settings. 7. Establish training and qualification courses on rural artisan skills, such as dry stone walling, landscape master planning and tree planting. 	<ol style="list-style-type: none"> 1 Council/NRW/ WG 2 Council/NRW/ WG 3 Council/NRW/WG, Police 4 Council/South East Caerphilly Partnership 5 Council/NRW/WG/ 6 Council/NRW/WG/ Commoners Associations 7 Council/NRW/Other Partners

SQL1: Manage the natural heritage and its resources appropriately for future generations, whilst accommodating much needed sustainable development, protecting wildlife and encouraging the use of green spaces to promote wellbeing	Action	Delivery
	<p>8. Integrate open access land into the wider open space and movement networks through the Public Rights of Way Improvement Plan.</p> <p>9. Enhance existing and develop new country park events to encourage outdoor recreation.</p> <p>10. Promote commercial and economic (tourist/recreation) proposals through:</p> <ul style="list-style-type: none"> ● Unlocking the potential of the Monmouthshire and Brecon Canal ● Delivery of a visitor and Education centre at Parc Penallta ● Delivery of a visitor and education facility and accommodation at Penyfan Pond Country Park ● Delivery of the North Sirhowy Valley Country Park and Hub ● Delivery of a conference and education centre at Markham Colliery 	<p>8 Council/NRW/WG/ Commoners Associations</p> <p>9 Council/NRW/WG/ Other Partners</p> <p>10 Council/WG/EU/Other Partners</p>

SQL1: Manage the natural heritage and its resources appropriately for future generations, whilst accommodating much needed sustainable development, protecting wildlife and encouraging the use of green spaces to promote wellbeing

Action

Delivery

Maximise the tourist potential of the Historic and Natural Landscape.

11. Maximise the tourist potential of the county borough’s historic environment, Including
- Consider the potential for providing visitor accommodation at key heritage assets for example Caerphilly Castle, Llancaiach Fawr etc.
 - Linking Historic landscapes to country parks as part of themed walks.
 - Improve interpretation and awareness of Manmoel and Gelligaer historic landscapes.

11 Council/WG/CADW/ Commoners Associations, Welsh Historic Gardens Trust/Society for the Protection of Ancient Buildings/GGAT/Georgian Group/ Victorian Society/ Ancient Monuments Society

SQL1: Manage the natural heritage and its resources appropriately for future generations, whilst accommodating much needed sustainable development, protecting wildlife and encouraging the use of green spaces to promote wellbeing	Action	Delivery
<p>Balance the need for development and protection of Green Infrastructure.</p>	<p>12. Balance the need for development against the loss of non-protected sites of importance.</p> <p>13. Development and management of an integrated and connected green infrastructure.</p> <p>14. Improve the management of Sites of Importance for Nature Conservation (SINC) to minimise the detrimental impacts of human interaction.</p> <p>15. Promote the use of green spaces to promote wellbeing, including:</p> <ul style="list-style-type: none"> ● Rolling out the Country Parks Healthy Hearts programme ● Improve interpretation of benefits of country parks for mental health ● Enhance health service grounds through landscaping to provide to benefit ● Increase the cardio rehab programme <p>16. Protect and manage important rural spaces such as Mynydd Maen, Caerphilly Mountain, Twmbarlwm and the Monmouthshire and Brecon Canal as regeneration objectives to maximise their tourist and recreational benefits.</p> <p>17. Diversify the recreational use of important green infrastructure accommodates to enhance their protection and importance.</p>	<p>12 Council/NRW/WG</p> <p>13 Council/NRW/WG</p> <p>14 Council/NRW/WG</p> <p>15 Council/NRW/WG/ Aneurin Bevan Health Board Lottery</p> <p>16 Council/NRW/WG</p> <p>17 Council/NRW/WG</p>

SQL1: Manage the natural heritage and its resources appropriately for future generations, whilst accommodating much needed sustainable development, protecting wildlife and encouraging the use of green spaces to promote wellbeing

Action

Delivery

Maximise the economic benefits of Country Parks.

- 18 Actively promote country parks for outdoor recreational activity and their benefits for physical and mental health and wellbeing.
- 19 Develop an enhanced corporate events strategy for the country parks to maximise their benefits.
- 20. Diversify the Country Parks to capitalise on tourism opportunities, including:
 - Development of a water Recreation Strategy
 - Building on the Urban Beach at Penyfan Pond
- 21. Integrate country park management and enhancement into regeneration objectives to support their economic future, including.
 - Development of the Valleys Landscape Park
 - Implementation of Landscape Strategies
 - Development of the Uplands Project
- 22. Ensure that green infrastructure is an integral issue in the development of regional plans and strategies (economic, tourism and land use).

- 18 Council/NRW/WG, Aneurin Bevan Health Board/Lottery
- 19 Council/NRW/WG/ Other Partners
- 20 Council/NRW/ WG/Aneurin Bevan Health Board/Lottery/ Community Groups
- 21 Council/NRW/WG/ Cardiff Capital Region
- 22 Council/NRW/WG/ Cardiff Capital Region Cabinet



SQL2: Improve access to culture, leisure and the arts	Action	Delivery
<p>Improving access to culture and the arts and recreation, leisure and open space provision throughout the county borough.</p>	<p>23. Ensure development/redevelopment within settlements does not result in overdevelopment or the unacceptable loss of open space.</p> <p>24. Establish a wider programme of interpretation for the historic landscape of the county borough from Stone age to present day.</p> <p>25. Develop further visitor facilities including the RDP Conference and Education Centre.</p> <p>26. Increase the level of outdoor recreation and leisure facilities to meet future demands and FIT standards, particularly in the Caerphilly Basin.</p> <p>27. Improve the provision, quality and accessibility of play and sports pitch provision throughout the county borough.</p> <p>28. Examine the feasibility of increasing public access to school based sports facilities outside of school hours.</p> <p>29. Increase provision and quality of useable allotment space throughout the county borough through new provision and minimising unusable space on existing sites.</p>	<p>23 Council, NRW, WG, Developers</p> <p>24 Council/NRW/WG/GGAT</p> <p>25 Council/NRW/WG</p> <p>26 Council/WG/Private Sector</p> <p>27 Council/WG/Private Sector</p> <p>28 Council/WG</p> <p>29 Council/WG/Private Sector</p>

SQL3: Active Place Making	Action	Delivery
<p>Proactively encourage Active Place Making to exploit major development opportunities and set out a programme of investment/masterplan to help unlock funding.</p>	<p>30. Prepare a masterplan for Caerphilly Basin that sets out development and investment opportunities for the comprehensive regeneration of the area.</p> <p>31. Prepare Masterplans for the strategic hub of Caerphilly/Ystrad Mynach (as identified by the Valleys Taskforce) to inform investment decisions.</p> <p>32. Prepare Masterplans for Rhymney/Bargoed Strategic Hub, Oakdale/Blackwood Strategic Hub, Ebbw Valley/Risca Strategic Hub to coordinate major development opportunities and enhancement and inform a programme of investment.</p> <p>33. Enhance and diversify the offer within county borough's town centres to retain more expenditure within the local economy.</p> <p>34. Promote the county borough as a hub for countryside recreation, with the country parks as an essential component, to serve the needs of adjoining authorities.</p>	<p>30 Council</p> <p>31 Council</p> <p>32 Council</p> <p>33 Council/private sector</p> <p>34 Council/NRW/WG/ Other Local Authorities</p>

SQL4: There is a need to increase tourism in Caerphilly, focusing on the historic, natural environment and heritage of the area and the opportunities that this presents.	Action	Delivery
<p>Develop more diversified tourism employment opportunities in the Cardiff Capital Region. This requires a co-ordinated approach that links the city in its role as the Capital with the wider city region, including Caerphilly.</p>	<p>35. Work with neighbouring local authorities and key stakeholders to develop a Destination Investment Plan to exploit the network of tourism facilities within the region for the benefit of the regional economy.</p>	<p>35 Visit Wales/Cardiff Capital Region Cabinet/Council/Private Sector</p>
<p>Work with partners to build on, and add to, the existing tourist attractions in the County Borough in order to increase the attractiveness of the area for visitors, increase dwell time and footfall and increase tourist expenditure.</p>	<p>36. Develop a positive narrative for tourism in the Valleys and identify projects to meet current and future tourism demand, focusing on those areas of competitive advantage such as mountain biking, cycling, walking, heritage and activity tourism.</p> <p>37. Work with the private sector to develop new high quality attractions and activity products, particularly those providing distinctive and unique experiences that can attract visitors all year round.</p> <p>38. Develop Caerphilly's reputation as a destination for Activity and Heritage holidays.</p> <p>39. Work with NRW to assess the options for and develop the Activity and Adventure Hub offer at Cwmcarn Forest Drive.</p>	<p>36, 37, 38 Visit Wales/ Cardiff Capital Region Cabinet/Council/Private Sector/Local History Groups/Natural Resources Wales.</p> <p>39 Council/Natural Resources Wales.</p>



SQL4: There is a need to increase tourism in Caerphilly, focusing on the historic, natural environment and heritage of the area and the opportunities that this presents.	Action	Delivery
	<p>40. Promote increased access to Llancaiach Fawr Manor in order to capitalise upon the recent Heritage Lottery Investment works.</p> <p>41. Develop visitor amenities at the Welsh National Mining Memorial Site at Senghenydd in conjunction with Aber Valley Heritage Group to increase visitors and dwell time within the area.</p> <p>42. Develop a long-term regeneration masterplan for Navigation Colliery which will provide a fully costed framework and programme for the restoration of the site and buildings, including cost estimates, potential end uses, soft market testing of proposals and a full Business Plan.</p>	<p>40, 41, 42 Council/Private Sector/Local</p>
<p>Facilitate the development of good quality, well located, visitor accommodation in the county borough to address the current shortage.</p>	<p>43. Work with the private sector to identify sites suitable for new visitor accommodation to serve a wide range of demands, from quality high end accommodation to glamping.</p> <p>44. Identify prime sites for new high quality accommodation in close proximity to existing and proposed Metro Hubs.</p>	<p>43, 44 Council/Private Sector</p>

SQL4: There is a need to increase tourism in Caerphilly, focusing on the historic, natural environment and heritage of the area and the opportunities that this presents.	Action	Delivery
<p>Develop existing attractions to cater for Business and Events to enhance their commercial viability and sustainability and increase employment opportunities.</p>	<p>45. Investigate opportunities to make use of underused venues and locations to cater for business users and events.</p> <p>46. Promote and capitalise upon Caerphilly's high profile to attract and deliver nationally significant events in partnership with Welsh Government's Major Events Unit and local authorities.</p> <p>47. Build on past and current positive engagement with local art, craft and food and drink producers – promoting opportunities to add value through co-operation, support and networks.</p>	<p>45 Council/Other Public Sector/Third Sector/Private Sector</p> <p>46 Council</p> <p>47 Council, Private Sector</p>
<p>Develop the night time economy to attract visitors to stay in the county borough overnight.</p>	<p>48. Support initiatives which promote a mixture of uses including commercial leisure and tourism uses such as restaurants, theatres, art galleries, museums, visitor centres etc., within town centres to increase dwell time, footfall and the night time economy and enhance the attractiveness of the area as a destination in its own right.</p>	<p>48 Visit Wales/Cardiff Capital Region Cabinet/Council/Private Sector</p>
<p>Provide young people with better advice in respect of employment opportunities in the tourism sector and the educational/skills needed to access them.</p>	<p>49. Work with the training providers and in particular the education sector to provide the skills necessary to exploit the economic opportunities that can be derived from a thriving tourism sector.</p>	<p>49 Council/WG/Careers Wales/Coleg Gwent/Coleg y Cymoedd/LSkiP</p>

SQL4: There is a need to increase tourism in Caerphilly, focusing on the historic, natural environment and heritage of the area and the opportunities that this presents.	Action	Delivery
<p>Use the opportunities provided by the Metro to improve the connectivity and visibility of the County Borough as a key tourism destination within the Cardiff Capital Region.</p>	<p>50. Promote the accessibility and connectivity of the county borough in order to increase visitor numbers by means of public transport.</p> <p>51. Work with Transport for Wales and the Metro operator to ensure that the county borough has a fast reliable Metro service in the evening and at weekends.</p> <p>52. Continue to develop the National and local cycle network through the county borough to link to tourism attractions.</p>	<p>50 Council/WG/City Deal/ Valleys Task Force</p> <p>51 TfW/Metro operator / Council/WG/City Deal/ Valleys Task Force</p> <p>52 Council/WG/Sustrans</p>



SQL 5: Improve the delivery of new housing and diversify housing across all tenures.	Action	Delivery
There continues to be a shortage of good-quality, affordable housing.	53. Use the opportunities provided by the South Wales Metro to reinvigorate housing in the north of the County Borough;	53, 54, 55, 57, 58 59 Partnership between Housing associations/
There is a need to improve the delivery of new housing across the whole of the county borough.	54 Widen housing choice by unlocking stalled housing sites;	volume and local house builders/public sector /landowners/Cardiff Capital Region/WG
The housing stock across all tenures needs to diversify.	55. Support local builders to build the homes people need e.g. plot shop, custom build, local development orders;	56, WG, Council/ Cardiff Capital Region/ developer partners
	56. Use innovative Finance models and the release of public sector land to increase housing land supply;	60, WG/Council/ Cardiff Capital Region/ developer partners
	57. Encourage the development of housing for the elderly on Council owned sites;	
	58. Improve the viability of housing development in marginal areas (particularly in the north of the county borough) through innovative delivery mechanisms;	
	59. Work with housing partners to pilot projects that contribute to sustainable communities.	
	60. Work in partnership with the RDP Team and Coed Cymru to explore the feasibility of local timber and hardwood in the construction of new homes.	

SQL6: Improve the quality of the existing housing stock through targeted intervention; particularly in terms of Council owned housing stock.	Action	Delivery
Investment of £200 million to ensure that all local authority homes are improved and maintained to achieve Welsh Housing Quality Standard.	61. Continued implementation of the WHQS to improve the quality of Council owned housing stock and the use of the investment as a catalyst to achieving wider objectives of new jobs and training opportunities for local people whilst strengthening local supply chains.	61 WG/Council
Support initiatives that seek to improve the energy efficiency of homes as 25% of households within the borough are experiencing fuel poverty.	62. Work with partners and energy providers to improve the energy efficiency of homes.	62 WG/Council/Energy Providers

SQL 7: Refocus town centres to serve the needs of residents and businesses.	Action	Delivery
There is a need to retain more expenditure within the local economy.	63. Work with Town Centre Management Team to attract National Retailers and quality independent retailers to locate in Town Centres.	63,64,65,66,67,68 Council/Private Sector
There is a need to identify redevelopment opportunities to enhance and diversify the existing offer within Town Centres to make them attractive places to live, work and visit.	64. Prepare a revised suite of town centre action plans that challenge the traditional model of town centres, based on what communities want and need. 65. Support initiatives which promote a mixture of housing, retail, business and leisure within town centres to increase dwell time, footfall and the night time economy.	
There is a need to develop the night time economy to attract people to live and work in the county borough.	66. Explore the opportunities provided by the transfer of parking enforcement to the Council from the Police. 67. Work with business to explore opportunities to initiate and attract new cultural and leisure events in town centres, such as Music Festivals e.g. Proms in the Park, Big Cheese.	
There is a pressing need to increase footfall and dwell time in Town Centres.	68. Examine feasibility of providing opportunities for local producers to trial sale of produce within Town Centres.	

Connecting People & Places

Regeneration and investment should address both social and physical exclusion whilst improving employment rates. A key element required to achieve this is increasing connectivity between people and places. Connectivity, or accessibility, in this respect is not a single issue, but a complex series of interconnected issues relating to both the circumstances of the residents of the county borough as well as the barriers to accessing places, facilities and services.

This section addresses connectivity in terms of the physical accessibility to services facilities, employment and places. However, it is important to note that connectivity should also reflect the fact that there are barriers that prevent people's accessibility to employment, services and facilities that are beyond physical accessibility. In terms of employment a lack of skills and poor educational achievement decrease accessibility to higher paid jobs.

It is, therefore, important to ensure that people can access services, jobs, training and education to enable them to gain the skills, particularly the digital skills, necessary to access those opportunities that are available.

City Deal, the £1.25 billion funding package for the Cardiff Capital Region, seeks to promote economic growth throughout the region. A key element, and significant part of its committed funding, relates to the Capital Region Metro, whose aim is to provide an expandable and sustainable transport system that delivers a high-quality, reliable, efficient and economically sustainable transport network that links communities with all major commercial, social and leisure attractors. The Metro represents the single biggest investment in transport infrastructure in Wales. The Metro will underpin the region's future economic growth and facilitate the spread of jobs and prosperity throughout the

Region. A corollary of the development of the Metro will be the potential for Metro stations and interchanges to become focal points for new economic developments that will benefit from the increased accessibility and connectivity that these locations will have.

Given its location, with excellent connectivity to Cardiff and potential for increasing connectivity east to Newport and north to the Heads of the Valleys area, Caerphilly County Borough is in an excellent position to support and accommodate the anticipated regional economic growth, some of which is currently located in Cardiff. Attracting both people and businesses into the county borough will only have a positive impact on the local economy, as it will encourage people to spend their disposable income in the commercial centres within the county borough.



The Connecting People & Places theme reinforces the need to maximise the economic benefits and opportunities that arise as a result of the unprecedented level of investment that City Deal brings. It highlights and considers opportunities for redevelopment and the co-location of facilities in order to capitalise on the Metro and maximise its positive impacts on local communities. Identifying and capitalising upon Metro opportunities will be central to fostering labour market participation and increasing integration within the city-region economy.

There is a real need to connect people with business and the wider community and the role of digital connectivity is central to this theme. However, whilst achieving digital inclusion is central to embracing opportunities, ensuring access alone is not enough. Take-up is not necessarily increased by a rollout in digital services. Research has shown that access to the internet itself, no matter the speed of connection or ubiquity

of access does not solve inequalities in how people make use of the opportunities available online. Use of the internet is more dependent on underlying socio-economic and socio-cultural issues than might initially be apparent. Therefore, providing training that will enable residents to embrace the opportunities digital technology provides is as equally as important as improving accessibility and digital inclusion.

Our key priorities are:

CPP1: Promote and identify major highway projects that would significantly improve connectivity.

Despite the continued move towards more sustainable forms of transport, the car remains the principal mode of transport for the majority of trips. As a result the efficient operation of the road network is essential to maintaining and improving physical connectivity and accessibility. Congestion on the county borough's highway network results in increased travel times that have negative impacts on the economy, whilst also impeding bus transport, one of the more

sustainable forms of transport. Improving the efficiency of the county borough's highway network is essential to assist in delivering the levels of economic growth to meet the aims of City Deal.

CPP2: Promote Public Transport Integration and Connectivity.

The objective of the Metro is to deliver an integrated, sustainable transport system that comprehensively links the communities throughout the region. Improving the connectivity and integration of the bus transport element, the easiest mode to increase and expand, is a fundamental factor in delivering this objective. Since bus deregulation in 1986, bus service integration has been significantly hampered due to the lack of overall control over services and the numbers of independent service providers that have arisen. It is essential that bus services are integrated more fully between service operators, and with rail services, and the issue of how this is delivered is currently being considered at the regional/Wales level.

Bus serves both local and regional travel needs and, where they link to the rail network, national and international travel needs as well. Integration at all levels will, therefore, have significant positive impacts in improving connectivity and accessibility throughout and beyond the county borough.

CPP3: Promote place-making development around key transport hubs and nodes.

The increased accessibility brought by the implementation of the Metro scheme will make the main interchanges and nodes on the network more attractive to investors and developers. This increased attractiveness provides the opportunity to develop new sites and redevelop existing sites for uses that will complement the settlement and be focussed on the transport node. For smaller nodes this will inevitably mean looking at sites in close proximity to the node. However, for the key transport hubs, sites across a wider distance could be developed/redeveloped to reinforce the economy of the settlement and

maximise the benefits of the transport hub, e.g. development to enhance and expand the retail and commercial offer in Caerphilly town centre can be realised with the increase in footfall that the interchange could bring. Economic development around transport hubs and nodes will assist in delivering the economic growth required by City Deal.

CPP4: Actively promote rail improvements and the reinstatement of new links.

The rail services through the county borough are generally well used and there is a significant out-commute each day from the county borough to employment centres at Newport and Cardiff in particular. In order to address the transport requirements associated with the levels of economic growth sought by City Deal, it will be necessary to increase the capacity of the rail system and expand it to maximise opportunities to expand the network to link to settlements currently outside of its reach. The reinstatement of former rail routes will be a key element of

this and the lesser impacts associated with light rail/tram systems would be best suited to deliver these improvements. Another significant part of increasing rail capacity is increasing capacities at park and ride facilities, which will also have the benefit of taking traffic off the strategic highway network for part of their journeys.

CPP5: Reduce the level of out commuting.

Caerphilly county borough's main transport pattern is the daily net out-commute to employment centres outside of the county borough, most notably to Cardiff. The majority of this movement is car-borne and results in significant congestion on the strategic highway network, particularly in the Caerphilly Basin and through Maesycwmmmer. The Metro seeks to deliver a fast and efficient transport system that will, as a corollary, reduce the numbers of cars on the roads and measures to do this are outlined under other headings. However, providing increased employment opportunities within the county borough and

promoting mixed-use development, that will realise linked trips, will assist in reducing the number of car borne trips

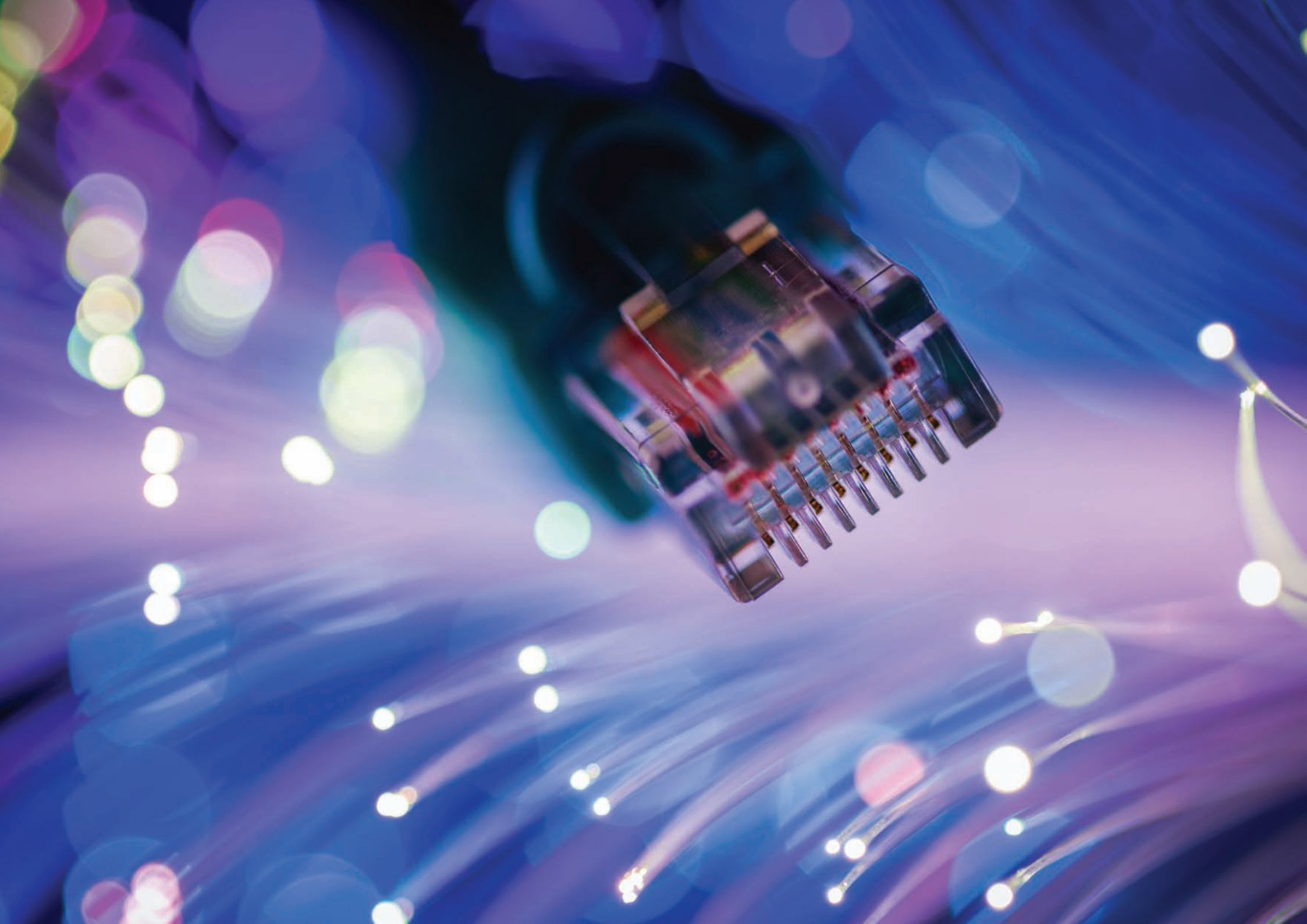
CPP6: Promote digital connectivity. The use of digital technology for business and recreation and leisure uses is continuing to increase which is having significant impacts upon how the settlements of the county borough are operating. This trend towards increasing use of technology is unlikely to stop in the foreseeable future and, as a result, it is essential that the county borough maximises its ability to benefit from increasing digital services. Supporting schemes to increase the extent and speed of super fast broad band (SFBB) is a fundamental part of this. However, it is not the only part as it is equally important that the residents of the county borough have opportunities to upskill so that they not only have the skills necessary to take advantage of the benefits that digital technology brings, but also the skills to be involved in the digital technology business.



CPP1: Promote and identify major highway projects that would significantly improve connectivity and accessibility	Action	Delivery
Improve the efficiency of the highway network.	1. Improve the resilience of the strategic highway network, particularly the A469 to Rhymney.	1 WG/Valleys Task Force/ Council
Reduce Congestion on the Strategic Highway Network.	2. Promote strategic highway and junction improvements on the A472 at Maesycwmmer;	2, 4 WG/City Deal/ Private Sector/CCBC
Improve Air Quality.	3. Promote strategic highway and junction improvements on the A468/A469 Caerphilly Northern Bypass. 4. Early delivery of the Caerphilly South East Bypass; 5. Promote projects that would support and facilitate the early delivery of the Caerphilly South East bypass; 6. Increase the use of electric vehicles and provide the necessary infrastructure to support them.	3 Council (CIL) Private Sector 5 Council/Private Sector/ Metro Place-Making 6 PSB, Council, WG

CPP2: Promote Public Transport Integration and Connectivity.	Action	Delivery
Improve Integration.	7. Improve the integration of bus and rail services at interchanges to improve travel times and connectivity;	7, 8, 9 WG/City Deal/Bus Service Providers
Improve service distribution.	8. Improve public transport services to the principal employment centre of Oakdale, particularly to Blackwood and Crumlin through improving connections and promoting new links and services;	10 WG/Council/Private Sector/Metro/City Deal/Bus Service Providers
New Interchange provision.	9. Provide a new bus interchange on the A472 mid valleys strategic route at Maesycwmmmer to facilitate transition between east-west and north-south services; and 10. Provide a new bus interchange on the A465 Heads of the Valleys road to facilitate transition between east-west A465 bus services and north-south bus routes and the Rhymney rail station.	

CPP3: Promote place-making development around key transport hubs and nodes	Action	Delivery
Focus development on Transport nodes.	<ul style="list-style-type: none"> 11. Promote economic development at key locations on the transport network to realise significant place-making change; 12. Focus development at Caerphilly Business Park/Ness Tar centred on a new metro hub; 13. Maximise the opportunities arising from the reinstatement of Ebbw Vale rail services to Newport. 14. Maximise the development opportunities for economic development arising from the reinstatement of the Cwmbargoed rail line. 15. Maximise development opportunities arising from the reinstated Caerphilly-Newport rail line. 16. Build upon the success of rail by focussing development, particularly employment based development, at rail nodes. 17. Promote economic development around the proposed Llanbradach Park & Ride. 	11, 12, 13, 14, 15, 16, 17 Council/WG/City Deal/ Metro Place-Making programme/Developers



CPP4: Actively promote rail improvements and the reinstatement of new links	Action	Delivery
Improve existing rail services.	18. Provide a major new park and ride facility to serve a relocated Llanbradach rail station, catering for up to around 1000 cars. 19. Seek to increase capacity and availability of rail based park & ride. 20. Promote park and ride/park & share facilities in Nelson to complement development at Ty Du and service a new rail station. 21. Seek to increase carrying capacities on public transport.	18, 19, 20, 21, 22, 23 WG/City Deal/Metro/ Successful Rail Franchise Bidder/Bus service operators/Council
Reinstatement of former rail route to passenger services.	22. Reinstatement of Cwmbargoed rail line. 23. Reinstatement of the Caerphilly-Newport rail line.	
CPP5: Seek to reduce the level of out commuting	Action	Delivery
Reduce the need to travel.	24. Promote development that would reduce the distance travelled for work.	24, 25 Council/Cardiff Capital Region Cabinet/ WG/Developers
Reduce out-commuting by car.		

CPP6: Promote digital connectivity	Action	Delivery
Increase Broadband speed.	25. Promote initiatives to increase the speed of SFBB;	25 Ofcom/Welsh Government/Broadband infrastructure providers/ ISPs/Local businesses
Increase take up of digital services.	26. Increase SFBB take-up within communities who have high proportions of people outside of categories AB and C1 - achieving this requires more tacit considerations such as education, training and up-skilling with regard to society generally be focused upon;	26 Cardiff Capital Region/City Deal/Welsh Government/Council/ Education and training providers/Relevant business sectors/ Voluntary sector

What happens next?

It is intended that the Draft Strategy will be reported to the Regeneration and Environment Scrutiny Committee on 13 February and Cabinet on 14 February 2018, prior to a full public consultation exercise in March/April 2018. This document will form the basis of discussion for a series of targeted workshops that will take place during the consultation period with both PSB Partners and both the private and voluntary sector, providing all interested parties with an opportunity to participate in the consultation.

Following the consultation, the Draft Strategy will be amended and reported to Council for approval in June 2018

The Delivery Plan

Once approved, work will commence on the Delivery Plan. This contains projects, initiatives and strategies aimed at delivering the actions identified under each theme of the strategy. The purpose of the Delivery Plan is to develop

programmes and projects to make them more readily implementable and able to exploit funding opportunities more readily.

The Delivery Plan will contain a suite of documents capable of delivering the actions identified in the Strategy, the first of which is 'The Caerphilly Basin Masterplan' that will be reported alongside the Draft Strategy and consulted upon simultaneously.

How will it be delivered?

A multi agency Regeneration Advisory Board will be set up to facilitate and prioritise the implementation of 'A Foundation for Success'. The Regeneration Advisory Board will consist of representatives from the Council, PSB Partners and identified private sector representatives in order to ensure actions are not only implementable, but have a commercial appreciation and are understood in the context of the evolving Regional and Sub-Regional agenda.



Appendix 1 - Well-being of Future Generations

The Strategy has had regard for the seven well-being goals set out within the Well-being of Future Generations (Wales) Act 2015.

Goal	How it will be achieved by 'A Foundation for Success'
A prosperous Wales	Employment, Education and Up-skilling is the best protection against poverty and its impacts. A number of the actions identified will increase employment, education and up-skilling and boost enterprise within the County Borough. Working in partnership with business and industry the strategy seeks to increase the availability of jobs and identify opportunities to enhance access for residents to those jobs.
A resilient Wales	'A Foundation for Success' seeks to equip people to break the cycle of poverty, spread opportunity and enable people to fulfil their ambitions and enhance their wellbeing, reducing inequality, improving health, educational attainment, upskilling and helping people secure employment.
A healthier Wales	'A Foundation for Success' seeks to support Interventions to improve health, address diet, physical activity or any lifestyle behaviours that may predispose people to behave in a certain way where there are complex social and environmental factors at play
A more equal Wales	'A Foundation for Success' supports our most deprived communities through a multiagency approach to eradicate poverty and create vibrant communities where people want to live and work. The actions identified will increase employment opportunities whilst recognising the challenges experienced in the more deprived communities in order to improve equality.
A Wales of cohesive communities	'A Foundation for Success' recognises that regeneration and investment should address both social and physical exclusion. A key element required to achieve this is increasing connectivity between people and places, and supporting quality of life. Supporting quality of life is about creating a sustainable environment for current and future generations to enjoy by improving and maintaining features of the physical and natural environment and joining up things that most affect people's lives.
A Wales of vibrant culture and thriving Welsh language	'A Foundation for Success' seeks to improve access to culture, leisure and the arts in order to improve social and economic wellbeing. It recognises that culture, the arts, sports and leisure are important elements of vibrant and viable communities. The strategy will be made available in Welsh.
A globally responsive Wales	The actions proposed will all contribute towards improving the economic, social, environmental and cultural well-being of those living, working or visiting Caerphilly.

The development of 'A Foundation for Success' has also been informed by the five ways of working.

Involvement - 'A Foundation for Success' has been developed through engagement workshops with a number of key stakeholders, including businesses, Elected Members, the Youth Forum Cabinet and key representatives. A full public consultation will also be carried out to obtain the views of wider stakeholders.

Collaborate – The development of 'A Foundation for Success' has drawn upon the expertise from key representatives from across local authority departments. The delivery of the actions identified within the strategy will involve collaboration between the public, private and third sectors.

Long term – The objectives identified, and the actions that will deliver these objectives, are part of a longer-term vision of enhancing Caerphilly County Borough and builds upon the long term vision to make the County

Borough more prosperous, resilient, healthy and more equal with strong cohesive communities.

Integration – 'A Foundation for Success' builds upon and is informed by the work undertaken by the Public Service Board and other departments within the Council. It does not seek to duplicate other relevant Council strategies but it does take account of and will deliver against the Council's own Well-being Objectives for 2017/18 by identifying actions that will:

- lead to job creation and training opportunities
- help address poverty
- promote more active and healthy lifestyles
- reduce the carbon footprint through improved active travel routes and facilities locally

Prevention – 'A Foundation for Success' recognises that there are a number of challenges that need to be addressed in order

to achieve the Vision. The actions identified aim to address key issues so that they do not worsen. 'A Foundation for Success' is set out under 4 strategic themes, each with a slightly different focus; these are Supporting People, Supporting Business, Supporting Quality of Life, and Connecting People and Places. The actions identified under each of these themes will improve the quality of life for those living, working and visiting Caerphilly.

Caerphilly Basin *Masterplan*

Consultation Draft
February 2018



Man gwyrddach
A greener place

The Caerphilly Basin Masterplan

Section 1: Introduction

- 1.1 This masterplan sets out the future development and regeneration opportunities proposed for the Caerphilly town centre within the context of the wider Caerphilly Basin. It seeks to build on the existing strengths of Caerphilly to ensure that the town enhances its role as a retail, tourist and employment centre, supported by new housing development in sustainable places.
- 1.2 There is an exciting opportunity to facilitate significant change through the Cardiff Capital Region City Deal, which will provide resources to unlock significant economic growth in the region, delivering jobs and private sector investment. This Masterplan identifies a number of projects within Caerphilly town centre and the wider Caerphilly Basin that could benefit from City Deal or other potential funding mechanisms to deliver substantial economic benefits.
- 1.3 The City Deal Investment Fund will also facilitate the delivery of the South East Wales Metro, which will make substantial improvements to connectivity by public transport across the region. Caerphilly has the potential to be a key metro hub due to its central location in the region and the masterplan sets out how this opportunity can be maximised.
- 1.4 Furthermore, the area of Caerphilly and Ystrad Mynach has been identified as a Strategic Hub by the Valleys Task Force as an area where public money is focused to provide opportunities for the private sector to invest and create new jobs.
- 1.5 The key aim of this masterplan is therefore to harness these exciting opportunities and provide a framework for taking Caerphilly forward into the future. This masterplan is flexible and has the ability to adapt to changing economic and market conditions and meet the requirements and aspirations of both the private and public sector over this period through regular review. It is recognised that there are some projects that can be delivered within the short to medium term. However, in order to deliver long term regeneration goals, there is an aspiration to redevelop a number of key sites within the town.
- 1.6 The masterplan has been prepared within the context of the adopted Caerphilly County Borough Local Development Plan (LDP), which sets out the Council's land use objectives for the county borough in the period up to 2021, but it also sets longer term goals to ensure that the momentum of change extends into the next decade.
- 1.7 The Council has also prepared 'A Foundation for Success' - the Regeneration Strategy for the county borough, which sets out four key themes that need to be addressed - Supporting Business, Connecting People and Places, Supporting People and Supporting Quality of Life. The Caerphilly Basin Masterplan is the first of a number of area-specific strategies that identify projects that will help address key issues and objectives set out within the wider Regeneration Strategy.

Section 2: The Vision for Caerphilly Basin

2.1 Central to the Vision for Caerphilly is the ability to enhance its primary role as a sub-regional retail destination and maximise its potential as a key tourist destination. Stakeholder events have identified a number of key themes on the future role for the town, recognising the need for retail led regeneration, the role of Caerphilly as a tourist destination linked to Caerphilly Castle and balancing the need for development with maintaining and improving the quality of life for existing residents. The Vision for the Caerphilly Basin is also linked to the Vision for the county borough as a whole, as set out within the Council's Regeneration Strategy.

2.2 The Vision is as follows:

“To develop and enhance Caerphilly as a tourist destination in its own right. It will be a thriving, vibrant town that is well served by the Metro, with an expanded visitor and night time offer and a growing economy. It is a place where businesses want to locate, develop and grow and where people want to live, work, visit and socialise.

It will be a community where everyone is empowered to participate and make a difference, where local achievements are celebrated and visitors are welcomed and residents are proud to say they are from.”

2.3 The Vision for the town will be supported by a series of Strategic Objectives which will drive its delivery and translate directly into a series of projects and actions that:

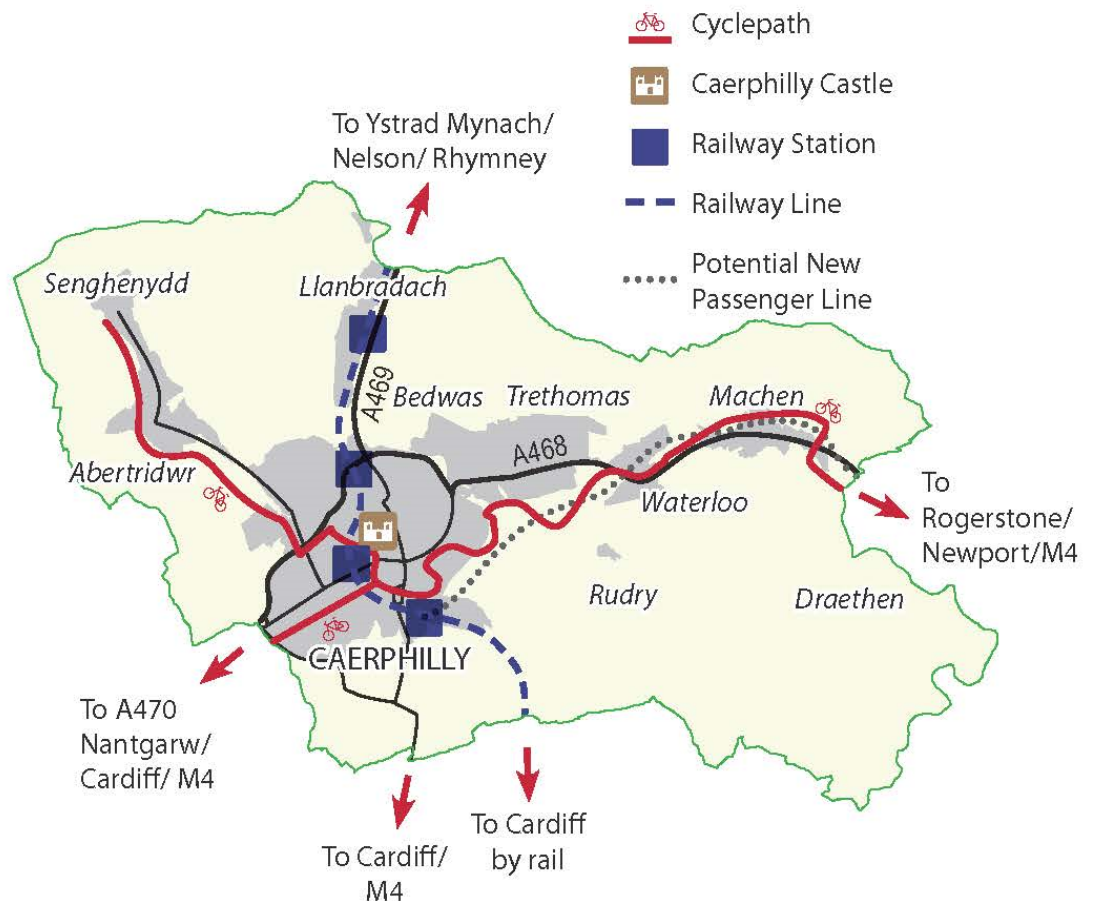
- A. **Enhance the retail offer in the town** – build on the existing retail base and identify opportunities to develop new modern retail units to attract new retailers and opportunities to enhance the town centre offer;
- B. **Create a vibrant and accessible visitor destination** – identify opportunities to broaden the tourism offer within the town and create a town centre that has a strong day and night time economy which is accessible by all modes of transport with clear signage and enhanced parking and cycling facilities;
- C. **Maximise the presence of Caerphilly Castle** – exploit the presence of the castle and create a more diverse and unique town centre that attracts residents to shop in the area and results in visitors' increased dwell time, including quality accommodation for short breaks;
- D. **Improve the key gateways** – focus on key buildings and approaches into the town and diversify the mix of uses which also incorporates quality town centre accommodation that is attractive to young professionals;
- E. **Create the conditions for the area to become a thriving Metro Hub** – optimise the use of the area around Caerphilly Station to create a thriving hub of enterprise and a modern, well designed arrival point for residents and visitors to the town;
- F. **Improve connectivity within the Caerphilly Basin and to other areas** – improve connections by all modes of transport across the Caerphilly Basin and to other area;
- G. **Provide the conditions to strengthen employment opportunities** – provide support to businesses and organisations within the local economy to expand and provide a range of jobs, and build capacity to enhance the contribution of the foundational economy;

- H. **Support the development of housing, including affordable housing, together with the necessary infrastructure on previously developed land and in sustainable locations within settlements** – identify key residential opportunities that can be unlocked on brownfield sites and other sites that accord with planning policy, including as part of mixed use developments;
- I. **Provide a suitable level of community leisure and education facilities to support the potential level of population and housing growth in the Caerphilly Basin** – identify the key facilities that provide important services to the population including the leisure centre, outdoor recreational and play space and schools and ensure that these facilities meet future needs;
- J. **Ensure that accessibility for all is embedded in all improvement schemes** - a cross-cutting objective that recognise that people are disabled more by poor design, inaccessible services and other people's attitudes than by their own impairment.
- K. **Ensure all of Caerphilly's communities are able to engage and benefit from the Masterplan** - ensure that the proposals identified in the Masterplan has positive outputs for those that are living in the most deprived communities in Caerphilly Basin, particularly Lansbury Park, and that these residents can engage in the process.

Section 3: The Study Area

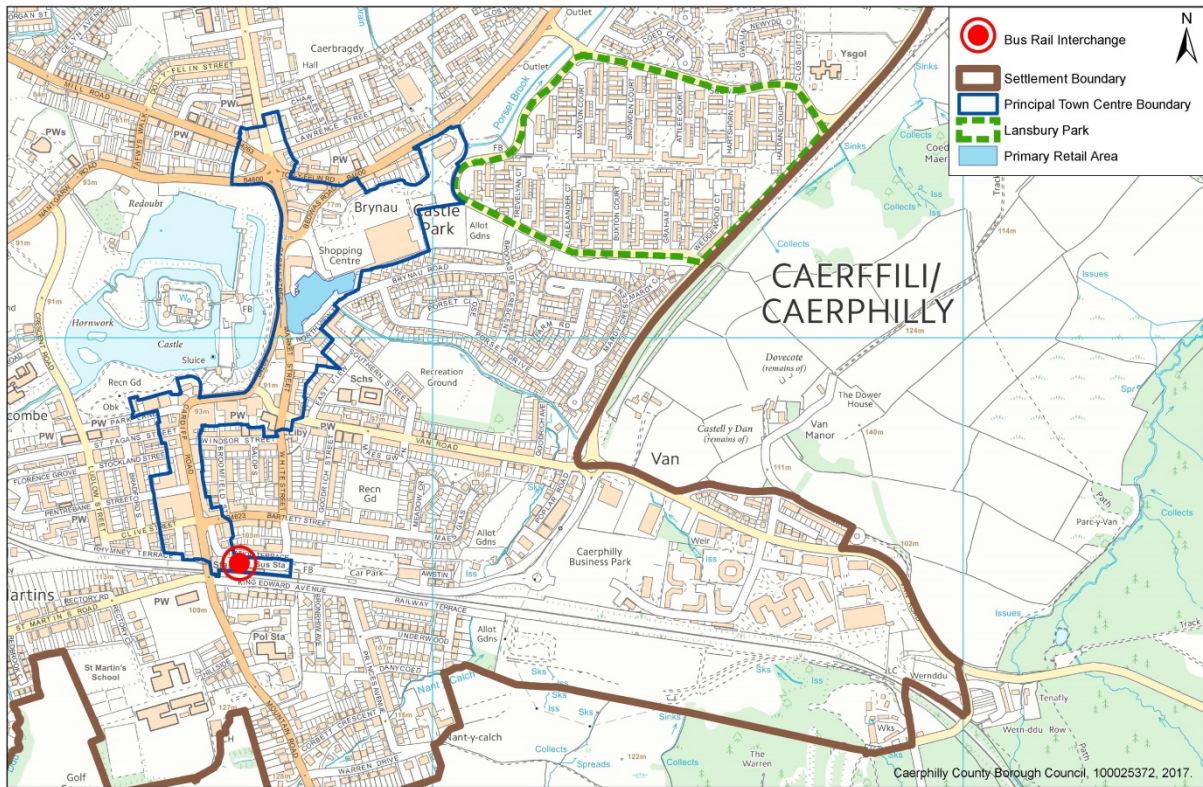
- 3.1 The Caerphilly Basin is located in the southern part of Caerphilly County Borough, comprising the town of Caerphilly (incorporating the wards of Morgan Jones, St James, St Martins and Penyrheol), together with the Aber Valley (Abertridwr and Senghenydd) to the north west of the town, Llanbradach to the north and the communities of Bedwas, Trethomas, Machen, Graig y Rhacca, Waterloo, Rudry and Draethen to the east. The 2015 Mid-Year Population Estimates indicated that the Caerphilly Basin had a population of 56,300 people.
- 3.2 The town is located directly north of Cardiff, with good connectivity by road (A469/A470) to Cardiff and the M4 and a frequent rail service (every 15 minutes) to Cardiff. There are four railway stations in the Caerphilly Basin, which is part of the Rhymney Valley line - Llanbradach, Energlyn and Churchill Park, Aber and Caerphilly, with the latter two stations offering large park and ride facilities. There is also a road link to Newport (via A468) and there are proposals identified as part of Phase 3 of the Metro project to re-instate the Caerphilly to Newport railway line for public transport.

Figure 1: Map of Caerphilly Basin



- 3.3 Whilst the study area of the Masterplan is the wider Caerphilly Basin, many of the key regeneration and development opportunities are located within the town centre. The insert below identifies the town centre boundary as identified within the adopted LDP, where the primary function is currently retail, together with immediate surrounding areas where a number of other regeneration and development opportunities exist.

Figure 2: Map of Caerphilly Town Centre



Section 4: The Context

- 4.1 In providing the context to the masterplan it is important to understand the key opportunities that currently exist in Caerphilly Basin.

Opportunities

- **Cardiff Capital Region City Deal:** The City Deal for the region will provide an unprecedented level of funding for projects with the aim of promoting economic growth and job creation throughout the region, including addressing skills gaps and shortages. Whilst the overall aim is to generate economic growth, and a significant part of the £1.25 billion funding will be utilised to realise this aim, the largest proportion of the funding will be used to deliver the Capital Region Metro. The Metro concept is for a regional transport system that provides a high-quality, reliable, efficient and economically sustainable transport network to support the proposed economic growth within the region. Caerphilly's location, in the heart of the region together with its economic and transport opportunities, places it in a strong position to contribute to the delivery of the aims and objectives of both City Deal and the Metro and which would deliver significant benefits from this funding.
- **Our Valleys, Our Future:** The Ministerial Taskforce for the South Wales Valleys identifies Caerphilly, together with Ystrad Mynach, as a Strategic Hub focusing on housing, tourism and cultural development, town centre redevelopment and the creation of employment hubs linked to Metro. This will be an area where public money is focused to provide opportunities for the private sector to invest and create new jobs.
- **Retail Floorspace:** The existing town centre retail floorspace in Caerphilly is estimated at 50,000 gross sq m with a further 24,000 gross sq m at Gallagher Retail Park. Caerphilly has representation from a number of national retailers including Argos, Sports Direct, Superdrug and Peacocks and annual footfall rates over the last three years has remained steady at 1.5 million per annum. The number of national retailers that can locate within the town is constrained by the size and nature of the existing retail units, but there is the potential to expand the range of multiple retailers within the town centre through the reconfiguration and redevelopment of existing land.
- **Retail Expenditure:** The proximity to Cardiff means that there is a high leakage of retail expenditure outside of the county borough. The Shopper Attitude Survey (2014) indicates that there is a massive outflow of expenditure on goods, such as clothing and footwear, and furniture and carpets. Only 20% of residents shop at centres within the county borough boundary for non-bulky goods and only 33% for bulky goods. There is potential for Caerphilly town to strengthen its position as a sub-regional centre by increasing the opportunity for shopping within the town in order to retain spend.
- **Tourism:** The town's 13th Century Medieval castle is the largest in Wales and second largest in Europe, and is a significant tourist draw, attracting 130,000 visitors in 2016. However, the dwell time for visitors is low and there is significant opportunity to expand the tourism offer to increase that dwell time and increase visitor spend in the town. Caerphilly regularly hosts a number of successful events that attract visitors including the Caerphilly Food Festival, The Big Cheese and the Caerphilly 10k. There are opportunities to expand the events programme further and develop additional event space in the town.
- **Night Time Economy:** Improvements to accommodation and the leisure and night time economy (including pubs, restaurants and accommodation) remain essential,

coupled with ongoing town centre and environmental improvements. The clustering of these services around the key tourist hub, in this case the castle, presents an opportunity to increase the dwell time within the town.

- **Leisure Facilities:** The existing leisure centre is ageing and in need of refurbishment or replacement to enhance the building fabric, reduce ongoing maintenance liabilities and importantly to ensure that the customer offer is modernised, varied and capable of meeting future demand (i.e. future proofing). Opportunities to refurbish or redevelop the Centre will be explored. New outdoor recreation and play space will also be provided within Caerphilly as an integral part of new housing developments.
- 4.2 In order to promote change, it is important to recognise the challenges that the town faces in achieving the Vision. These challenges have been identified through consultation with stakeholders.

Challenges

- **'Two towns':** There are two distinct parts to Caerphilly: the Castle Court shopping centre, which opened in the 1990s and offers a range of larger units that are mainly occupied by national retailers; and the Cardiff Road 'top of town' area, which comprises a number of smaller shop units together with a range of services and A3 uses. There is a disconnect between the two areas; as a steep hill is seen to be a physical and psychological barrier to movement between them. Planning permission was granted in 2007 for a new mixed use development at the 'top of town' comprising 6,000 sq m of A1 retail floorspace, A3 uses, offices, leisure and apartments. This was not implemented as a result of changing economic circumstances and there has been little interest in locating on Cardiff Road from national retailers since.
- **Connectivity:** Many visitors travelling to the town will arrive at Caerphilly Interchange without a sense of arrival as the relationship between the Interchange, the town and the castle is extremely poor.
- **Funding:** Many regeneration schemes will need to be supported by grant funding, which is limited. The loss of EU funding as a result of Brexit will reduce the opportunities for funding bids. It is unclear at this stage how this will be offset by the UK Government.
- **Night time economy:** The current night-time economy is poor. Whilst there are several pubs, there is no regular evening entertainment within the town such as a cinema, theatre or bowling complex and only a limited choice of restaurants.
- **Air Quality:** Part of Caerphilly Town Centre is designated an Air Quality Management Area (AQMA) due to high levels of nitrogen dioxide, primarily as a result of queuing traffic. An Air Quality Action Plan has been prepared, which sets out options for mitigation. The impact of any proposals on traffic movement and potential consequences for the AQMA will need to be given due consideration.
- **Parking:** There are a number of car parks serving the town. The general use pay-and-display car parks at Crescent Road, The Twyn, Bedwas Road and Station Terrace provide a total of 287 spaces, of which 19 are for disabled use. In there is also a limited waiting free car park at Castle Court, although this is only for the use of customers of Castle Court. There is limited on-street parking in the Cardiff Road area, whilst parking in the side streets off Cardiff Road is in conflict with residents parking. The lack of available car parking within the town centre is perceived to have a significant impact on town centre footfall.

- **Out of town retailing:** The Gallagher Retail Park on the edge of Caerphilly is currently designated for retail warehousing (bulky goods). However, there are a number of empty units on the site and there is pressure to relax the current restrictions to allow a wider choice of retailers to locate on the site. Whilst investment in the Caerphilly Basin would be welcomed, there may be unintended consequences of relaxing any restrictions at Gallagher, as some existing town centre retailers may choose to relocate out of town, where there is more sufficient, better located and free car parking, resulting in increased vacancy rates in the town centre.
- **Pressure for housing:** Caerphilly Basin is an area where housing demand is high. Due to the lack of a 5 year supply of land for housing (as required by national planning policy) the area is currently vulnerable to applications for housing on sites that are not allocated in the local development plan.
- **An ageing leisure centre which is not fit for purpose in the long term context:** As outlined above the existing leisure centre is ageing with high maintenance liabilities and in its current form is incapable of offering the varied range of services demanded in the 21st century. Investment in the centre is required if the service delivered is to be responsive to a changing population and its modern demands.

Section 5: The Development Strategy

What should the Caerphilly Masterplan be aiming for?

- 5.1 In order to deliver the Vision and Strategic Objectives, it is important to set out the development strategy in relation to the key land uses within Caerphilly Basin and the town centre in particular, having regard for the strategy of the adopted LDP, regional aspirations and the opportunities and challenges that form the context. The site specific delivery of the masterplan is set out in Section 6.

Retailing

- 5.2 Retailing is fundamental to the role and function of the town, and a major source of employment. There is evidence of latent demand for additional retailing in Caerphilly to stem the leakage of expenditure outside of the county borough. The analysis in Section 4 acknowledges the challenges for the location of future retailing. Castle Court shopping centre, Cardiff Road and Gallagher Retail Park all have the potential to expand the retail offer, but it is important to understand the role of each of these areas:

- **Castle Court** - this is the primary retail area of the town with a number of national retailers with low vacancy rates. This core area should continue to be the focus for major retailers with options to provide additional units that meet the requirements of modern occupiers being explored.
- **Cardiff Road** - this area currently contains a mix of service providers, A3 uses and independent retailers or multiples selling low value goods. Vacancy rates are higher in this part of town. The size of the units would be more suited to smaller businesses and it is unrealistic for this area to try to compete with Castle Court. It is therefore considered that there should be a consolidation of the role of this part of town, and a focus on developing a mix of thriving independent shops, service provision and cafes/restaurants, together with apartments. The Indoor Market in particular, will have a greater role to play in achieving this.
- **Gallagher Retail Park** - the primary function of this area should remain for retail warehousing to ensure that the role and function of the town centre is not undermined. However this will need to be balanced against the benefits of investment from national retailers who are unable to locate within the town centre by virtue of the lack of available, suitable units.
- **Neighbourhood retailing** - in accordance with national and local planning policy, the strategy does not promote the provision of major retail development outside of designated retail areas, but the development of smaller retail units to support local needs is a key part of promoting sustainable development.

Tourism

- 5.3 There is a need to work more closely with Cadw in order to transform the visitor experience of Caerphilly Castle to be much more immersive and interactive, in order to increase the attractiveness of the castle to a wider range of visitors and to increase dwell time in the castle, the castle grounds and importantly within the town centre.
- 5.4 The Masterplan also seeks to expand the tourist offer in the town centre to encourage day visitors to stay longer and spend more in businesses within Caerphilly. It also seeks to explore new opportunities for additional accommodation within the heart of the town so that visitors have options to stay for short breaks.

- 5.5 There is also the potential to exploit the strong activity tourism market in South Wales through the provision of appropriate accommodation and facilities within the wider Caerphilly Basin.

Leisure and Community Uses

- 5.6 There are a number of key formal and informal open spaces protected for leisure use, and opportunities should be explored to maximise the potential of these areas for recreation and community benefit and to broaden their attractiveness to visitors to the area. Consideration is currently being given to the refurbishment or replacement of Caerphilly Leisure Centre, which is located at Virginia Park, and there should be suitable flexibility to allow the development of a leisure centre on an alternative site if this is considered to be appropriate.

Transport

- 5.7 Opportunities to encourage active travel through improved pedestrian and cycle routes are important and the Masterplan will consider the improvements identified as part of the Active Travel Integrated Network Map. In addition to this the inability of the rail services to carry bicycles, particularly at peak times, means that cycling to work using rail is generally not a viable option. The Masterplan will need to consider improving provision for secure cycle parking and possibly the introduction of an on-street/at station bike hire facility to allow cyclists to leave bikes and use hire bikes to facilitate their movement by rail.
- 5.8 The South East Wales Metro is fundamental to the improvement of public transport and the Masterplan will look to exploit opportunities to create jobs and improve the visual amenity of the town's primary Metro hub at Caerphilly Interchange. It also looks to maximise park and ride opportunities at existing stations.
- 5.9 The adopted LDP safeguards a highway corridor for the possible future construction of a Caerphilly South East Bypass. The construction of a bypass is a potential option to alleviate traffic congestion, and the Caerphilly Air Quality Action Plan references it as a measure to improve air quality within the AQMA. It is important that any future development linked to the redevelopment of land around the Ness Tar site does not prejudice any future route for the bypass.
- 5.10 In addition, the adopted LDP identifies a number of other improvements to the strategic highways network that are necessary to alleviate traffic congestion.

Employment

- 5.11 Caerphilly Business Park, Western, Trecenydd, Pontygwindy, Bedwas House and Pantglas Industrial Estates will continue to be protected for employment use. There are opportunities however to rationalise and redevelop areas within these estates to provide modern units and maximise their use. This will support job creation in a range of industries and provide the potential to increase skills including in those areas where there are identified skills gaps.
- 5.12 The Masterplan also identifies additional land for employment in and around the Metro hub at Caerphilly Station and at Aber Station. It is envisaged this will be through the provision of new commercial and office development that meet the needs of modern businesses. The creation of jobs in close proximity to the town centre will have economic benefits for businesses within the town and importantly will provide employment for people living within the area.

Residential

- 5.13 The adopted LDP promotes a strategy in the Caerphilly Basin of consolidating development within existing settlement boundaries and exploiting brownfield sites where appropriate. This strategy has proved successful and many significant brownfield sites have been redeveloped for housing. There are still brownfield sites remaining, including most notably Windsor Colliery, Waterloo Works, Bedwas Colliery and Ness Tar, and these should continue to be identified as development opportunities, with the latter two sites requiring significant investment to unlock them due to remediation costs and infrastructure requirements.
- 5.14 In addition to these major sites, the redevelopment of sites within the town centre may offer the opportunity for mixed use development, including apartments. The development of new residential units within the town centre will: help diversify the existing housing stock in the town; promote housing in sustainable locations that are well served by public transport; and increase footfall in the town centre. This type of accommodation is likely to appeal to young professionals who may be unable to afford the house prices for similar accommodation in Cardiff.
- 5.15 The Masterplan acknowledges that there is development pressure on a number of greenfield sites in the Caerphilly Basin. The suitability of each site will need to be considered on its merits, having regard to all material planning considerations, including the sustainability of the location and the need to increase the housing land supply.

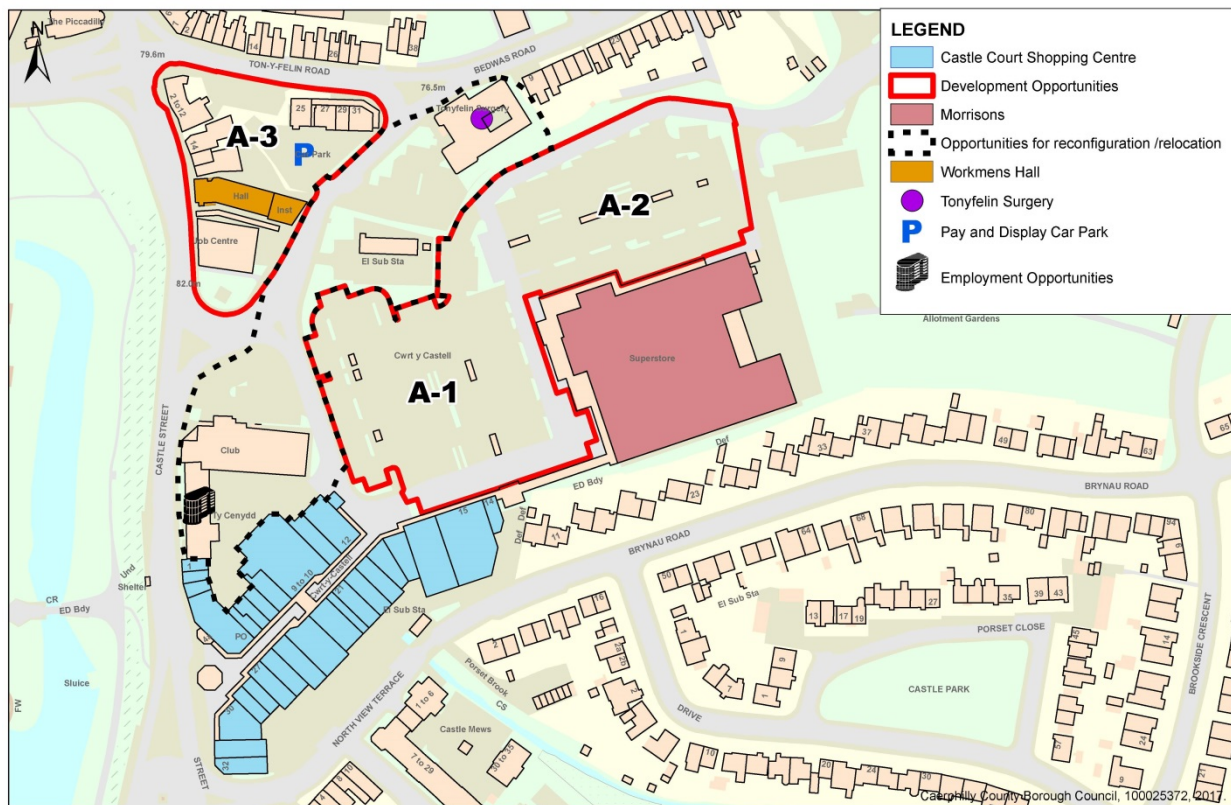
Section 6: The Masterplan Framework

A Enhance the retail offer in the town centre

NORTHERN TOWN CENTRE

6.1 The northern part of the town centre offers a significant opportunity to maximise the use of land, increase retail floorspace and create attractive modern landmark buildings in a prominent position opposite Caerphilly Castle. This could be achieved through the redevelopment of several key sites.

Figure 3: Map of the Northern part of the Town Centre



Morrisons Car Park (A-1 and A-2)

6.2 The Morrisons superstore anchors the northern edge of Caerphilly Town Centre. The superstore car park, which is in private ownership, currently accommodates 540 spaces, extending from the east of Castle Court shopping centre to the north of Morrisons with a total area of 1.52 Ha.

Development Principles

- Castle Court (A-1) to be developed for modern retail units of an appropriate size that could attract multiple retailers into the town centre.
- Opportunity to develop a modern multi-storey car park as a key design feature on the northern part of the car park (A-2) providing increased parking provision for the superstore and wider town centre. The car park should be part of an attractive landscaped environment that encourages footfall from Lansbury Park and the other housing areas to the north and east of the town centre.
- Explore the opportunity to maximise the size of the development site through the relocation of other under-utilised buildings or land in the area.

- A development brief setting out the details should be prepared to support the proposals.

Ton Y Felin Road and Castle Street Triangle (A-3)

6.3 A key redevelopment opportunity is around the triangular site at the apex of the junctions of Ton Y Felin Road, Bedwas Road and Castle Street. There are currently a mix of commercial properties and businesses in the area, together with a pay and display car park, but the development is disjointed and the existing units do not complement the setting of the castle or provide an attractive gateway into the retail centre.

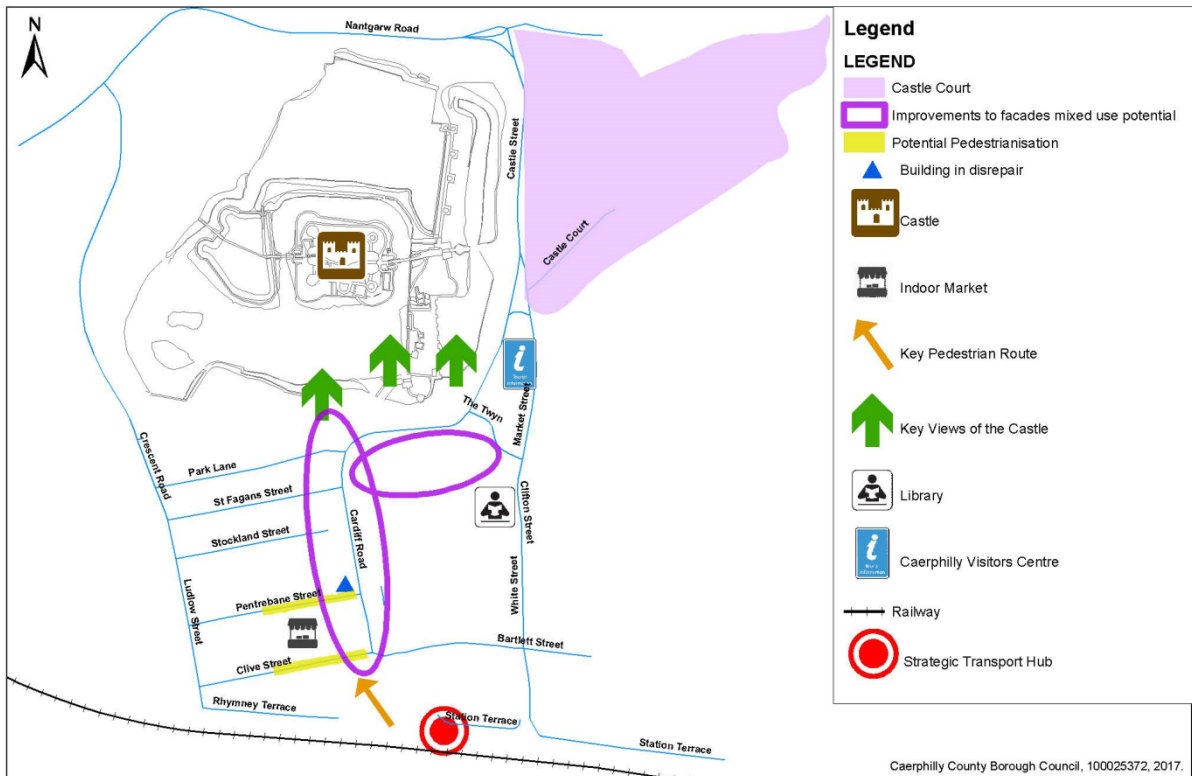
Development Principles

- Opportunity for a high quality landmark building offering a mix of uses – ground floor A1/A3 and offices/apartments above.
- Improve the public realm and prioritisation of routes for pedestrians.
- The listed Caerphilly Workmen’s Hall and Institute would need to remain as an integral focal building.
- Investigate opportunities to relocate Tonyfelin doctors’ surgery and adjoining car park to increase the size of the development site.

CARDIFF ROAD AND THE TOP OF TOWN

6.4 The Cardiff Road area has the potential to become a thriving mix of independent retailers supported by a range of service providers and A3 cafes / restaurants, but significant investment is required to improve the urban fabric of this part of the town and create an environment that people want to visit and spend time and money in.

Figure 4: Map of Cardiff Road and the Top of Town



Cardiff Road (Blocks between Clive Street and Park Lane) (A-4)

- 6.5 Cardiff Road is the key thoroughfare between the station and the castle and the buildings on the western side of the road are visually unattractive and lack coherence.
- 6.6 The three storey former Ladies Lounge store at the junction of Pentreban Street and Cardiff Road is a landmark building within the town centre, which has fallen into serious disrepair and now detracts extensively from the street scene. There is a current planning permission to convert the upper floors to apartments but the condition of the building is very poor. The Council have begun the process of taking action under section 215 of the Town and Country Planning Act, which gives the Council the power to require the proper maintenance of the property. Investment in the refurbishment of this important property will significantly improve the appearance of Cardiff Road.

Development Principles

- In the short term, opportunities to improve the visual appearance of the facade of buildings on Cardiff Road through tailored facade treatments in different textures and colours will be encouraged.
- Where shops are vacant, explore opportunities with the owners to utilise the properties for temporary uses, such as pop up shops or art galleries.
- In the longer term, the comprehensive redevelopment of units on Cardiff Road would significantly improve the visual richness and offer the opportunity to create a high quality mixed use development encompassing ground floor A1 uses suitable for small to medium size retailers, cafes/restaurants and service providers, together with a mix of small offices and/or apartments on upper floors.

1-20 Cardiff Road (A-5)

- 6.7 The retail units directly south of Caerphilly Castle are of a low quality design and provide an uninviting and unattractive backdrop to the castle. Whilst a successful restaurant has recently opened above the Principality Building Society, other units are not exploiting the opportunities presented by their position overlooking the Castle. Significant areas within and behind the buildings are under-utilised as servicing and /or parking areas.

Development Principles

- In the short term, there is a need to improve the facades of existing properties fronting the castle.
- The longer term redevelopment of 1-20 Cardiff Road as a parade of shops would allow for higher standard of design to reflect their prominent location and visual proximity to the castle.
- There is the potential to redevelop the area as an arcade style shopping complex similar to the Castle Quarter Arcades¹ in Cardiff, comprising small independent shops or cafes on the ground floor, complemented by restaurants, offices or residential on the upper floors, exploiting the views overlooking the castle. This type of retailing is likely to appeal to tourists and will offer opportunities for start up businesses in iconic premises.

¹ <http://castlequarterarcades.co.uk/>

- Ground floor A1 uses in units that meet the requirements of national retailers should be complemented by A3 use on the upper floors or residential, exploiting the views overlooking the castle.
- Improvements to the physical environment and retail offer in the locality will improve the connection between Castle Court and Cardiff Road.

Caerphilly Indoor Market (A-6)

- 6.8 The indoor market has been in Caerphilly since 1927 and is seen as a key part of the history of the town. This privately owned building offers the low rent accommodation that many start-up retail businesses require and is an important part of the foundational economy. However, footfall is low due to its edge of high street location, changing shopping demand and poor access. It also lacks the architectural value and prominence that other town indoor markets possess (e.g. Cardiff, Abergavenny, Pontypridd). There is therefore a need for significant refurbishment or redevelopment of the building itself, and a rebranding and marketing exercise which could be based on a specific theme or niche (for example artisan products, vintage clothes, vinyl, etc.) in order to emulate the success of markets elsewhere. The market could also offer additional seasonal events including late night markets, street food markets, toy fairs etc. to diversify the retail offer within the top of the town.
- 6.9 The existing fabric of the market is poor and its redevelopment is essential to ensure its longevity within the town. Any redevelopment will need to address the access constraints associated with the difference in levels between the two entrances, which could also offer an opportunity to maximise the use of the space that is available.

Development Principles

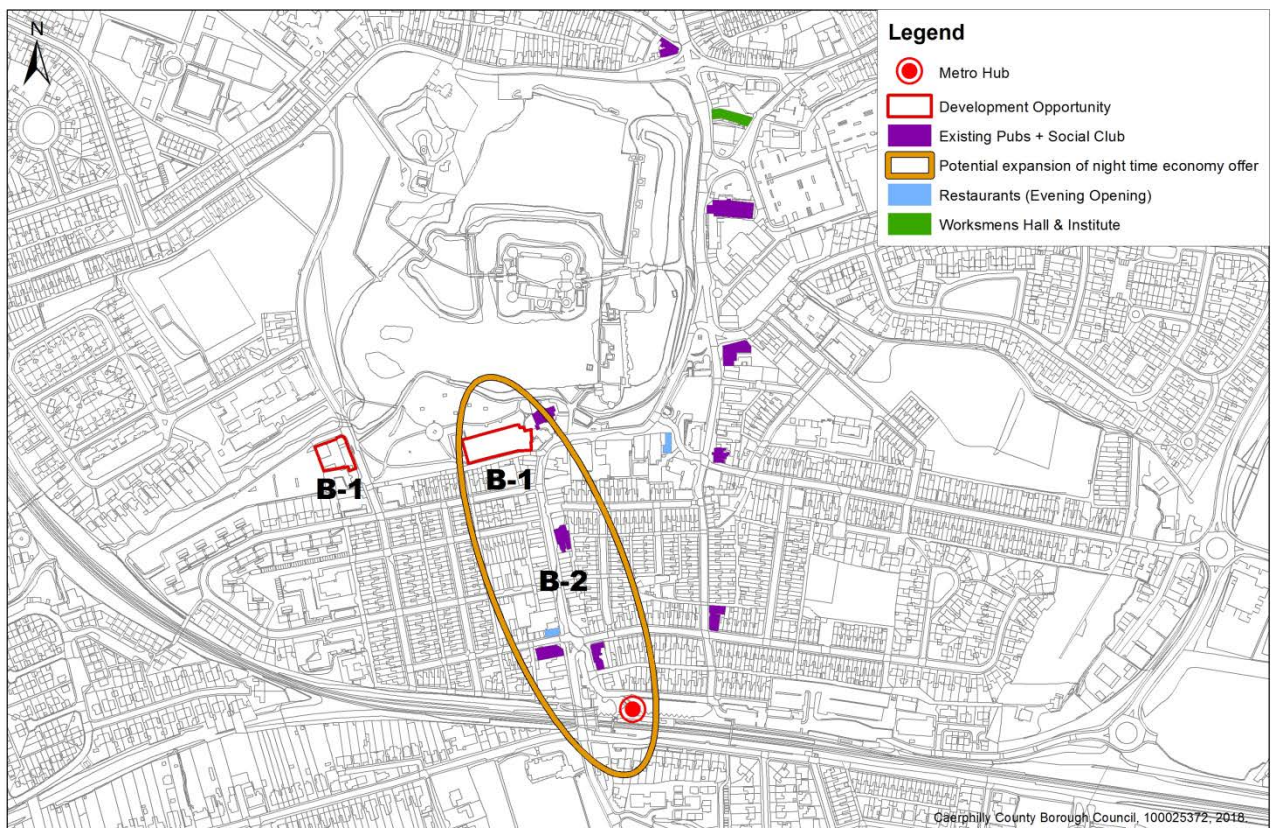
- In the short term, improvements to the poor facades of the building, particularly along Pentrebane Street.
- The redevelopment of the building on its existing footprint could include the creation of a mezzanine floor to exploit the difference in levels and maximise the use of the internal space. There is also potential to increase light levels through appropriate roofing materials to give the space a lighter, brighter feel.
- Give detailed consideration to the potential for the pedestrianisation of a section of Clive Street and / or Pentrebane Street to increase footfall to the market, which could provide space for pop up stalls and events.
- Improved signage to the Indoor Market from Cardiff Road is necessary as a means of increasing footfall.

B Create a vibrant and accessible visitor destination

FOOD, DRINK AND ENTERTAINMENT

- 6.10 If Caerphilly is to attract young, creative or technology led businesses into the town, it is important to consider how the night-time economy might help support this growth. Whilst there are a number of pubs within the town centre, there is a limited range of restaurants, wine bars or business / family friendly eateries, which are fundamental to enhancing Caerphilly's role as a business and visitor destination. Such facilities are also important if the area is to attract young affluent professionals to spend money in the town centre.
- 6.11 It is recognised that there is the potential for conflict between town centre residents and expanded town centre provision for A3 food and drink establishments linked to anti-social behaviour, noise or odour. The Council's Planning, Environmental Health and Licensing functions will ensure that the appropriate protection is given to the amenity of residents when considering the appropriateness of proposals for specific properties/sites.

Figure 5: Night-time economy opportunities



Crescent Road / Park Lane (B-1)

- 6.12 There is an opportunity to develop a family restaurant overlooking the castle, linked to Crescent Road, Dafydd Williams Park and Park Lane. This could be achieved through the redevelopment of the Llys Ifor office building for a use that complements

tourism, together with the reconfiguration of the Crescent Road car park, or as an integral part of a tourism led development on Park Lane.

Cardiff Road and the area around the station (B-2)

- 6.13 There are opportunities to expand the night-time economy around the station and the top of town as part of the development of a thriving metro hub. Opportunities to allow for the development of al fresco dining and wine bars as have developed around stations in other towns and cities, e.g. Mill Lane in Cardiff, should be explored. A study into the potential to improve the night-time economy would be important in ensuring that there is an appropriate offer.

Caerphilly Workmen's Hall and Institute (B-3)

- 6.14 Unlike other towns of a similar size, Caerphilly does not have an active cinema, although the castle does host occasional film events. The listed Caerphilly Workmen's Hall and Institute, which is in a prominent position opposite the castle, is under-utilised. There is a substantial opportunity to upgrade and enhance the building and its facilities, following the success of examples such as the Newbridge Memo and the Maxime Cinema in Blackwood. The building already has a cinema room and, with investment, this could be enhanced. The existing theatre offer can also be expanded.

Bedwas Workmen's Hall (B-4)

- 6.15 There is also the potential to upgrade and enhance the facilities at Bedwas Workmen's Hall to ensure that this prominent listed building is better utilised and can contribute towards both the day and the night time entertainment offer in the Basin.

Enhanced Parking Facilities (B-5)

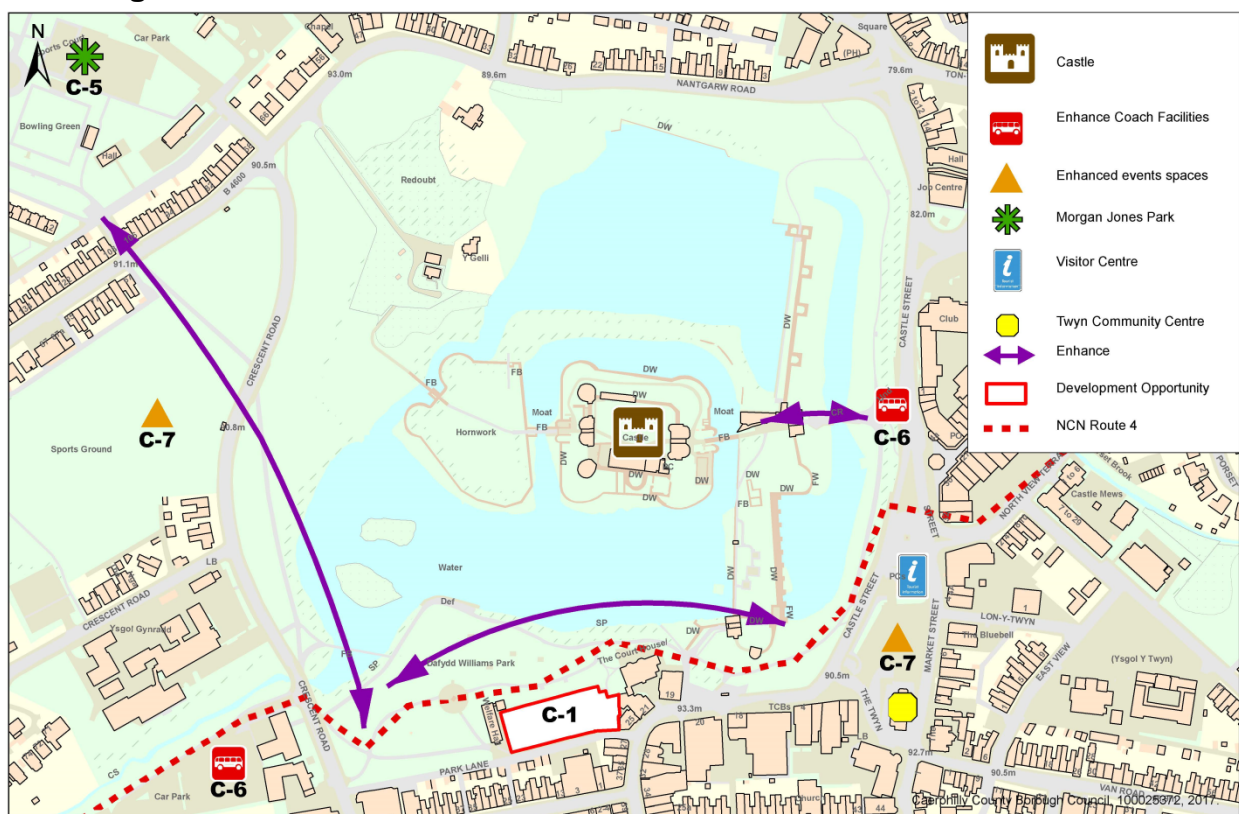
- 6.16 Whilst it is envisaged that the enhancements to public transport as part of the Metro will increase the number of people travelling to Caerphilly town centre by public transport, there is still a need for car parking to serve the town centre. The availability of quality parking in the right locations plays a key role in the perception and attractiveness of the town centre and in turn is fundamental to increasing footfall, particularly in the top of the town.
- 6.17 It will be necessary for a Town Centre Parking Plan to be prepared to address the following key elements:
- The likely increase in footfall in the town centre and the number and location of car parking spaces that will be required to cater for it;
 - The potential to locate car parks to intercept cars prior to them entering the Caerphilly Town Centre AQMA, to assist in improving air quality within the centre;
 - Ensure that car parking is well designed and secure. The Masterplan promotes the development of multi-storey car parks at Morrisons and potentially at the station, in order to maximise the use of scarce land within the town centre. It is important that these car parks are well designed and are secured through good surveillance and CCTV;

- Charges are a disincentive to using car parks so the need for charging, the level of charge and the processes for payment will need to be carefully considered against the regeneration objectives;
- Balance the need for residents only parking with the need for short term parking to serve local businesses;
- The strict enforcement of residents only parking areas to deter illegal parking. It is likely that Civil Parking Enforcement will be introduced over the next 2 years;
- Opportunities for electric vehicle charging points within existing or proposed parking areas.

C Maximise the presence of Caerphilly Castle

- 6.18 Caerphilly Castle, surrounded by extensive artificial lakes, is the key tourism attraction and the unique selling point for Caerphilly. However, whilst this is an excellent draw, there is a need for the castle to develop its offer further to widen its appeal.
- 6.19 Additional tourism, leisure and commercial attractions are also needed to provide a stronger offer within the town and the wider area, in order to encourage people to stay for longer. Whilst there are several budget hotels on the periphery of the town, Caerphilly does not have a high quality hotel within the heart of the town centre that could add value to the tourism experience and increase trip length. A well located quality hotel would support the potential for the castle to facilitate more weddings and events by offering high end accommodation for visitors. It could also provide conference facilities for use by businesses which will be encouraged to increasingly cluster around the important Caerphilly Metro hub.
- 6.20 There are a number of key initiatives throughout the town, therefore, which are outlined below that could: increase the benefits of the castle from a tourism perspective; help raise the profile of Caerphilly as a tourist destination in its own right; increase expenditure in the area; and importantly create employment opportunities for local residents.

Figure 6: Tourism Potential



Park Lane (C-1)

- 6.21 The Council owns a prominent site overlooking Dafydd William Park and the castle, which is identified within the LDP for tourism and commercial development. Given its elevated position above the castle, the site offers a real opportunity to create a high quality development overlooking the castle that will increase the tourism offer in the

town, which will in turn increase visitor spend and provide job opportunities in the service sector.

Development Principles

- Research indicates that the site would lend itself to a boutique/independent 'destination' hotel potentially including a high end restaurant (B-1).
- Park Lane is a key pedestrian gateway into the town from the west. However it is also a service lane for retail units on St Fagan's Street and as such the functional nature of the area means that the area is unsightly. An enhancement to the appearance of the rear of the existing properties and the public realm along this service lane is essential if a scheme for a new hotel is to succeed at this location.
- In the short term, the Council should work with businesses to explore opportunities to upgrade and enhance the rear elevation and boundary treatments for the properties that back onto Park Lane.

Tourism Attraction (C-2)

- 6.22 There is a need for additional visitor attraction (such as a museum) to expand on the tourism offer within the town. It will be necessary to identify a suitable building in close proximity to the town centre to accommodate the use.
- 6.23 One possibility is to utilise a part of the Twyn Community Centre, which overlooks the castle and which has close links with Caerphilly Cheese. Erected in 1791 as the Twyn Methodist Chapel, it became a community centre in 1974 and today is also home to Caerphilly Town Council. Behind the building was a hall (now demolished) which hosted a cheese market, with local farmers selling traditional Caerphilly cheese to the public.

Tourism Trail (C-3)

- 6.24 A tourism trail that links the key sites and buildings of interest within Caerphilly Basin should be an integral part of the tourism strategy. Within the town itself this should provide a link between Caerphilly Castle, Tommy Cooper Way, the Visitors Centre and the museum, but also explore places in the wider area including the Dovecote and Van Mansion, Ruperra Castle, Morgan Jones Park and the National Mining Memorial and Garden in Senghenydd. The trail could also link to other places in the county borough, including Llancaiach Fawr and the Country Parks that form part of the Valleys Landscape Park.

Activity Tourism (C-4)

- 6.25 Activity tourism is a key driver of the tourism industry in Wales and Caerphilly Basin is well positioned to capitalise on this through the provision of accommodation and facilities to support walking, cycling, horse riding and mountain climbing. National Cycle Network (NCN) Route 4 (Fishguard to London) travels through Caerphilly, Bedwas, Machen and Draethen. The Basin is also well placed to serve the mountain bike centres at Cwmcarn Forest Drive and Bike Park Wales in Merthyr Tydfil, as well as other facilities including Mountain View Ranch and Rockwood Riding Centre, both on Caerphilly Mountain. The provision of a wider range of accommodation such as lodges, camping / glamping etc. in appropriate locations within the Caerphilly Basin should be encouraged and supported.

Morgan Jones Park (C-5)

- 6.26 Morgan Jones Park is a large public park, which has Green Flag status which is located north west of the castle. The Park to the west of the town centre offers an extensive area of formal sports facilities, a playground, splash pad and community café in easy walking distance of the castle and Owain Glyndwr Field. Despite their proximity, there is poor connectivity between these areas and visitors to the town are not necessarily aware that this attractive Park is so close. There is a need therefore to strengthen their relationship through improved signage, improved footpath and cycle path links, and through their marketing and promotion through the tourism trail.

Improvements to Coach Facilities (C-6)

- 6.27 Crescent Road car park is currently the primary drop off point for coach trips to Caerphilly Castle. Whilst the route between the car park and the castle is attractive, signage is poor and it does not encourage visitors who are unfamiliar with the area to visit the town centre. The provision of a coach lay-by opposite the entrance to the Castle will improve the relationship between the castle and the retail centre and potentially increase dwell time.
- 6.28 Opportunities to include a dedicated visitor coach stop at the improved Caerphilly Metro Hub should also be fully explored.
- 6.29 Whilst a small number of local businesses do offer free refreshments, the facilities available for long stay coach drivers within the town are limited, which is a hurdle in maximising the tourism offer. Limited parking for large vehicles is available at the Crescent Road car park, but there are no toilets or opportunities for refreshments. There is a demand for a small kiosk serving the needs of those using the car park.

Events (C-7)

- 6.30 Like the castle, Caerphilly Cheese has long been synonymous with Caerphilly. There are a number of successful events within the town each year, including the Big Cheese, Caerphilly Food Festival, monthly farmer's market and Caerphilly 10k, which have generated significant footfall and expenditure within the town. The town has a number of event spaces at Owain Glyndwr playing field and around the Twyn, but opportunities to expand the programme of events and the number of event spaces in the town and wider area, particularly as a means of increasing footfall on Cardiff Road area should be promoted.
- 6.31 Improvements in accessibility to the Caerphilly Basin and the town centre will have significant benefits in accommodating increasing numbers of people attending events in the town. Increased park and ride provision at Llanbradach and further provision at halts on the proposed reinstatement of the Machen line provide significant scope for expanding the level of park and ride facilities to events, whilst a faster more efficient transport link to Newport (the first direct link to Newport from the Caerphilly Basin) will in the longer term, increase the catchment population for such events.

D Improve the key gateways

WESTERN GATEWAY

6.32 The western approach to the town via Nantgarw Road is the key route used by many visitors from outside of the county borough due to the links with the A470. The Crescent Road car park provides parking for those approaching the town centre from the west, with NCN Route 4 also passing through the car park, and Aber station to the north west. The area between the car park and the town centre is a key gateway into the town for both pedestrians and cyclists. The gateway into the town has significant potential to be enhanced to increase the tourism offer and improve the environment. The following proposals would support this:

- The two storey Lllys Ifor office building at the entrance to Crescent Road car park is currently vacant. Whilst the building could be re-occupied for employment purposes, the site has an attractive view of the castle and the redevelopment of the site for a use such as a family pub/restaurant or bed and breakfast accommodation would increase spending within the area, enhance the day and night-time economy and create employment opportunities (B-1).
- Enhancements to pedestrian linkages through Dafydd Williams Park, including improvements to footbridges, soft landscaping, seating and other facilities (D-1).
- The redevelopment of the Council owned site at Park Lane for a quality bespoke hotel including restaurant (B-1, C-1).
- Improved signage and infrastructure (soft landscaping, planters, boundary treatments) in the Crescent Road car park (D-2).
- Improved signage and footways between Aber station and the town centre (D-3).

Figure 7: Western Gateway

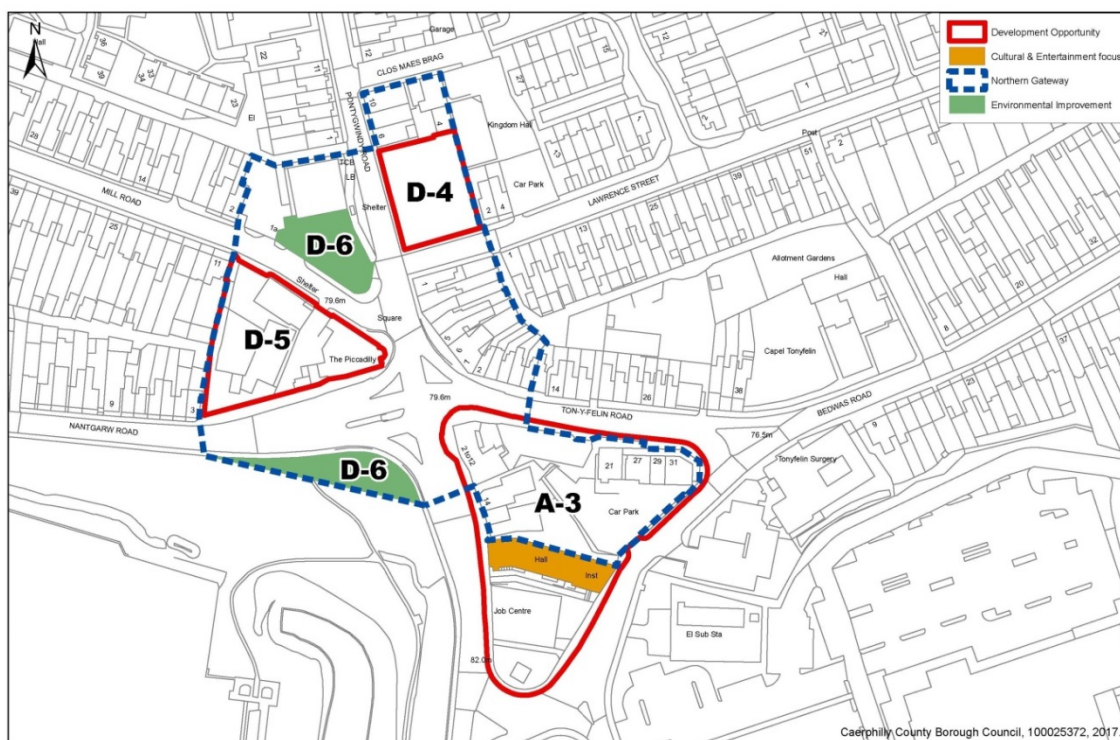


NORTHERN GATEWAY

6.33 The gateway into the town from the north is dominated by traffic to the detriment of pedestrians. The area suffers from significant traffic congestion due to the concentration of several major road junctions in a small area, and does not provide the gateway feature or focal points that should frame the entrance to the castle and town centre. There are several under-utilised or vacant sites that could offer key opportunities for redevelopment and environmental enhancement:

- The redevelopment of the Ton Y Felin Road and Castle Street Triangle as a retail/A3 led mixed use scheme (A-3).
- The site of the former Beulah Church on Pontygwindy Road has planning permission for a mixed use development comprising retail on the ground floor and offices above. This use, or alternatively, a residential development comprising high end well designed apartments, would create an attractive focal building on this derelict site and significantly improve the visual amenity of the area. There may be the opportunity to include additional under-utilised land adjoining the site to expand the developable area (D-4)
- Redevelopment of the prominent Piccadilly Public House and adjoining tool hire/builders yard for offices or mixed use development could be explored with the owners. Opportunities to open out the junction to allow views of the castle should be considered as part of any redevelopment scheme (D-5)
- Potential to undertake environmental improvements around the setting of the castle and the Piccadilly Square car park to increase the attractiveness of the area, potentially stimulating investment (D-6).
- Schemes should be supported by a strategic approach to traffic management across the Caerphilly Basin to reduce the traffic dominance and improve air quality.

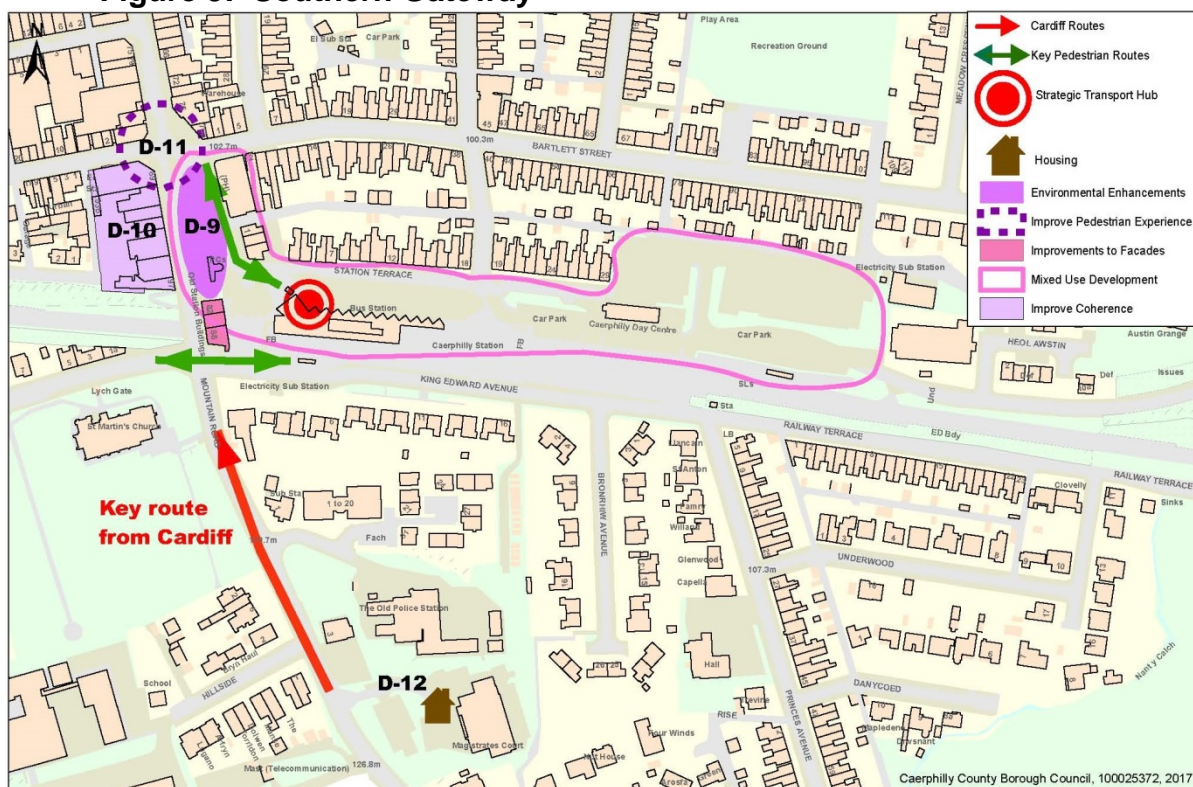
Figure 8: Northern Gateway



SOUTHERN GATEWAY

- 6.34 The entrance into the town from the south via the A469 Mountain Road is a key arterial route between Caerphilly and Cardiff and is another major gateway into the town centre. There are several notable buildings on the entrance into the town, but the approach is dominated by vehicles due to the convergence of several roads – (Clive Street, Cardiff Road, Bartlett Street and Station Terrace) at the start of the one way system through the town centre. The proposals set out within Section E regarding the Metro hub around the bus and rail interchange are a critical part of transforming the Southern Gateway, but there are also a number of key opportunities to improve the road network through this gateway. These opportunities include:
- Enhancements to the facade of the former station building on the bridge over the railway, which is dominated by signage and detracts from the character of the building (D-8).
 - Introduce soft landscaping in the area between Cardiff Road and Station Terrace, which is dominated by paving and railings (D-9).
 - Improve the coherence of Units 89 to 97 Cardiff Road, where shop units are currently a mix of heights and styles, through redevelopment or refurbishment. These units should be an attractive focal point at this key transport node should be explored (D-10).
 - Consider measures to improve the pedestrian experience and reduce car dominance (D-11).
 - Redevelopment of the former magistrate's court and the site of the police station, for residential use. Both sites are being promoted for older persons housing, which would assist in diversifying the housing stock in this area, potentially releasing family homes that are under-occupied within the town (D-12).
 - The proposals set out under Section E will also fundamentally 'reimagine' the station area, which will act as a key Metro Investment Hub.
 - If the Caerphilly South East Bypass is delivered, the potential to close Mountain Road to through traffic to Cardiff should be considered in the longer term.

Figure 9: Southern Gateway

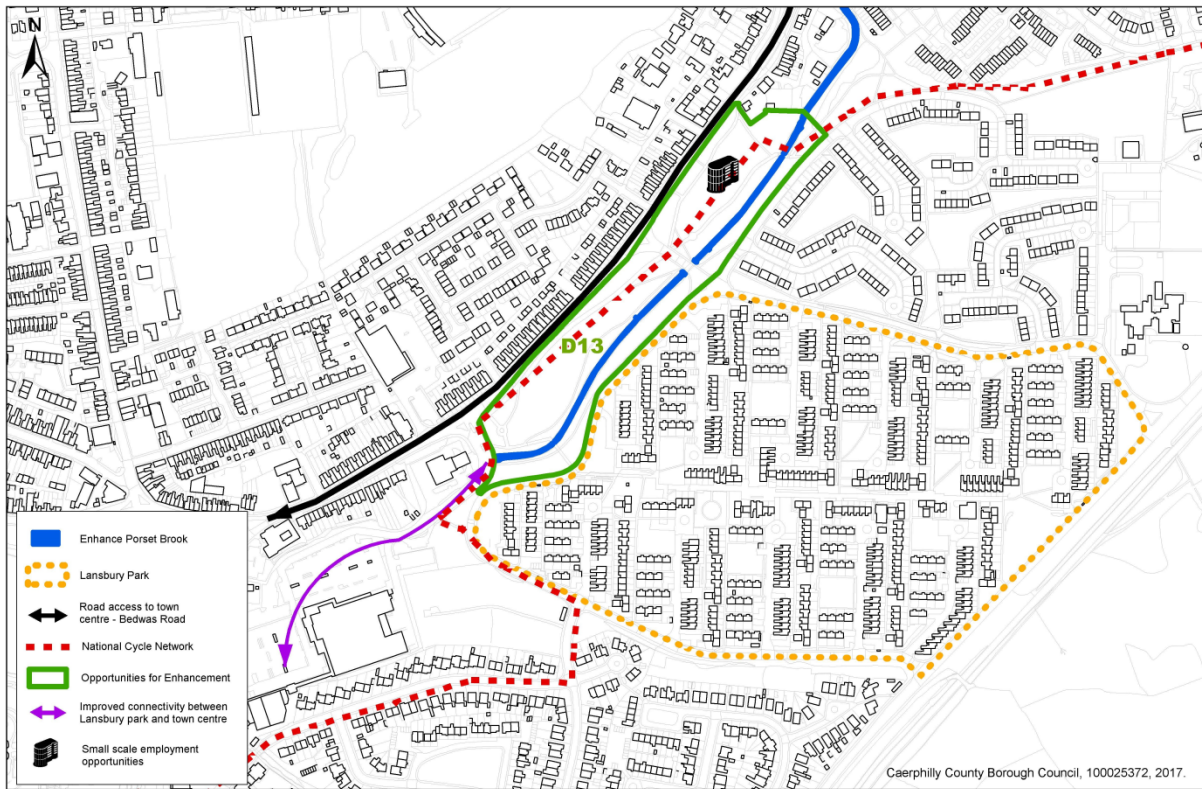


EASTERN GATEWAY

6.35 Bedwas Road is the main access road into the town centre from the east of Caerphilly Basin, also providing the link between Gallagher Retail Park and the town. There is significant opportunities to make improvements to this gateway by:

- Enhancing a large area of amenity green space located between the housing on Bedwas Road and the northern edge of the Lansbury Park estate, which acts as an unintentional psychological barrier. This open area is traversed by the National Cycle Network and Porset Brook, but is otherwise under-utilised and offers a real opportunity to improve the visual amenity and create a recreation space that will be used by both residents and visitors. This green corridor also has a role in improving air quality within the town, with the potential for biodiversity enhancement with the Brook as a focal point for the proposals.
- Most of the site lies within Zone C2 of the flood plain. However, there may be opportunities for limited small scale employment as part of the reconfiguration and enhancement of the area if designed appropriately.
- Improving the pedestrian access from Lansbury Park to the town centre - this is currently via the car-dominated Morrisons access road at the rear of the store and through the car park.

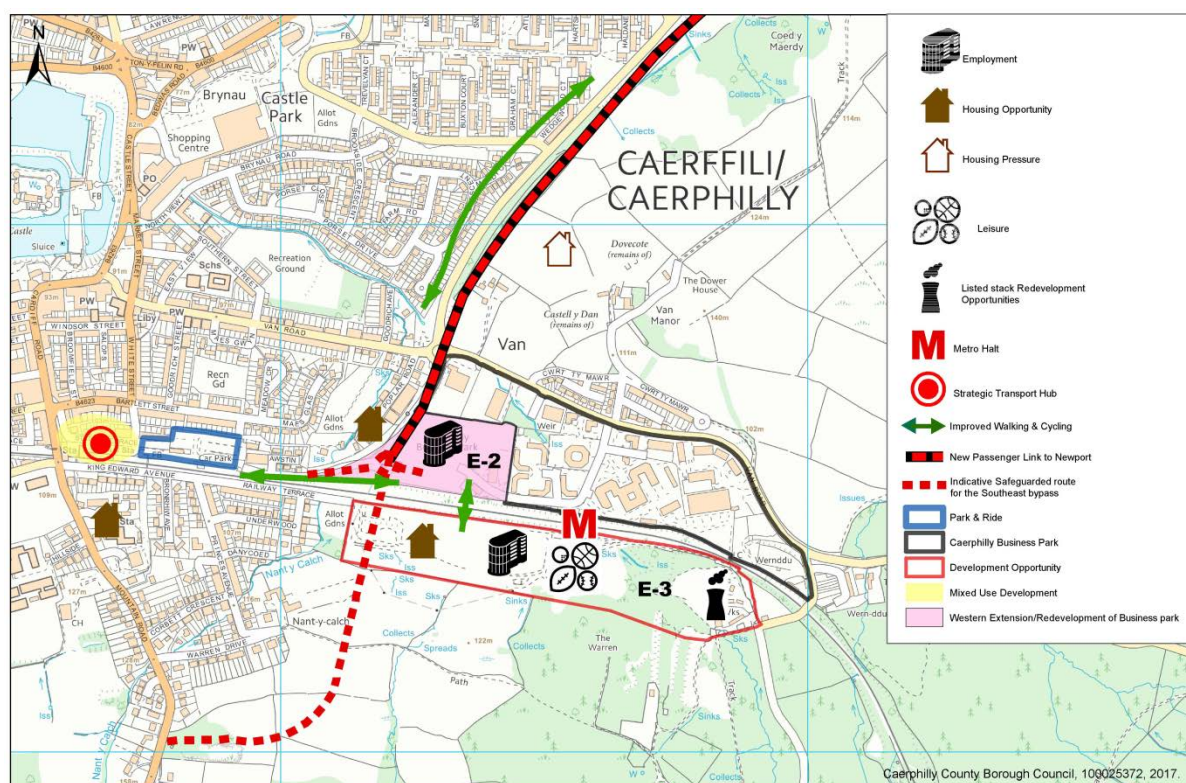
Figure 10: Eastern Gateway



E Create the conditions for the area to become a thriving Metro Hub

- 6.36 There is an excellent opportunity to transform the key corridor between Caerphilly bus and rail interchange and Caerphilly Business Park to create a thriving hub of enterprise, offering the opportunity for new business investment, directly linked to the commercial and retail development in the town centre. The potential exists to create an exceptional area that welcomes visitors, business people and residents alike, providing a high quality experience that conveys the Caerphilly character. A detailed masterplan will be prepared to address this project in more detail.

Figure 11: Metro Hub



Caerphilly Transport Interchange and Investment Hub (E-1)

- 6.37 The current interchange, comprising the bus and train stations, is uninviting, with under-utilised space, poor building design and issues with anti-social behaviour. It is essential that the relationship between the town and castle is strengthened to enhance the tourist experience and to increase the diversity of uses around the station. There is a significant opportunity to transform the urban fabric, aligned to the Metro place-making programme, to create a high quality area that provides positive experiences and improves the image of Caerphilly as a place to visit, work and live. In addition there is also the potential to link the reinstated former Machen Line into the interchange to increase the accessibility of the town centre to a wider hinterland.

Development principles

- Central to the proposal is the redevelopment of the existing station to create a well-designed, fit for purpose, modern, multi-modal and energy efficient station, as a landmark building that serves the wider Valleys Metro region.
- This will be complimented by bold and radical enhancements to the surrounding public realm aligned to the Metro place-making programme. This includes the selective redevelopment of key areas and buildings around Station Terrace to create a vibrant commercial and residential area that would diversify both the day and night-time offer (B-2).
- It is envisaged that redevelopments would comprise well-designed, modern, mixed-use development with ground floor A3 and A1 uses and offices and/or apartments above.
- The taxi rank on Station Terrace to be incorporated within the redevelopment of the interchange to provide a better-related, more efficient facility.
- To improve legibility between the Interchange and the castle, opportunities to open up and exploit views to the castle should be considered together with new intuitive signage.
- Redevelopment of the existing park and ride car park to maximise the number of spaces available and provide for bicycle parking, supported by environmental enhancements including the introduction of soft landscaping.
- Explore the potential for the creation of a well-designed multi-storey car park on as an integral part of the Interchange to significantly increase the number of car parking spaces at this town centre location.
- All proposals ensure that direct linkages between the redeveloped interchange and the proposed station at the head of the Machen Line reinstatement can be delivered.

Expansion of Caerphilly Business Park (E-2)

6.38 Caerphilly Business Park currently offers 200,000 sq ft of office space. A significant number of units across the Business Park are occupied by companies working under the umbrella of Welsh ICE², which is a community of over 140 co-working start-up and micro-businesses, primarily operating in the digital tech and professional service industries. There are plans to expand this business model through the acquisition and refurbishment or redevelopment of vacant and under-utilised units on the site to create a regional centre of excellence. Together these would support more business start-ups and further exploit the potential that small and medium size business have to provide employment and training opportunities, and develop higher level skills. There is also an opportunity to provide a new modern office development on the western part of the Business Park. There is also the potential to incorporate redevelopment of the former Ness Tar site as part of the development of a sustainable live-work complex. The expansion of the business uses across the site would be further supported by the provision of a new Metro Halt to serve the Business Park and the reinstatement of the former Machen Line which would provide direct access to the site from the east through Newport.

² <https://welshice.org/>

Development principles

- The 2.2 Ha undeveloped land on the western part of the Business Park should be released to facilitate the development of further office accommodation.
- As they become vacant, redevelop / refurbish units on the Business Park that are no longer fit for purpose to meet the needs of modern occupiers.
- Increased employment on the site would support the business case for the introduction of a metro station serving the Business Park and the Ness Tar site. This would also be beneficial for the communities on the eastern side of Caerphilly.
- Explore the potential to integrate the redevelopment of the former Ness Tar site (E-3) as part of a sustainable live-work complex.

Ness Tar and Pesci's Scrap Yard (E-3)

6.39 The former Ness Tar Plant is a heavily contaminated former industrial site that represents a major redevelopment opportunity located in a prime location adjoining the Caerphilly interchange. The site could also be extended to incorporate the current Pesci's scrap yard which is located to the east. The two sites currently create a depressingly-negative impression of Caerphilly for rail passengers as they approach the Caerphilly interchange. The redevelopment of these sites for a mixture of well designed, quality uses would significantly improve this important gateway into Caerphilly. Both the former Ness Tar Plant and the Pesci's site require funding for remediation prior to any redevelopment taking place.

Development principles

- The site affords the opportunity for the development of a sustainable settlement, based on its close proximity to the Caerphilly Interchange and Caerphilly Business Park, and should be redeveloped for a mixed-use scheme comprising a range of dwelling types and tenures, together with offices/starter units and leisure/health uses.
- As part of any redevelopment proposal the opportunity to incorporate live/work units and/or start-up units on part of site should be actively pursued; there is also the potential to deliver an innovative, sustainable, car-free mixed use development.
- Within the Pesci's part of the site a rare and well preserved listed industrial chimney stack which is a prominent landmark within the wider area. The sensitive restoration and integration of this fine listed building will need to be considered as part of any remediation of the site. The restoration of the structure could offer a unique opportunity to offer some conservation skills training.
- The site also offers the potential to relocate the town's leisure centre to a more location more accessible by public transport, which would serve not only the deprived communities in the Caerphilly Basin but also within easy access of the deprived Heads of the Valleys. There is potential for this to be a new cutting edge, state of the art, energy efficient centre which could: become an attractor in its own right within the region; and be used to host conferences for businesses in the area.
- As part of the remediation process, contaminated material will be contained within an on-site cell that will restrict the potential after-use for that area of land. Any redevelopment should ensure that this area is actively designed into the

proposed development, accommodating an appropriate use to the benefit of the residents and users of the development.

- It is essential that direct active travel linkages between the site and the metro hub, town centre and proposed station on the former Machen Line should be incorporated as part of any redevelopment.
- An appropriate corridor of land should be safeguarded within the site to allow for the delivery of a South Eastern bypass for Caerphilly. This corridor should be actively designed into the development and could be used in the short term as open space (with the caveat that in the longer term it will facilitate the development of the new road).
- Vehicular access to the site in advance of any bypass will need detailed consideration.

F Improve connectivity within the Caerphilly Basin and to other areas

- 6.40 The anticipated outcome of delivering the significant enhancements to the town centre is a significantly increase in the level of footfall. Add to that the increased employment opportunities in the town centre and the Basin's employment sites and there is a significant increase in the demand for travel to, and within, the Caerphilly Basin. A key factor in delivering sustainable growth in the Caerphilly Basin is, therefore, improving accessibility to and within the Caerphilly Basin by public transport and active travel, together with improvements to the strategic highway network.
- 6.41 Policy TR6 of the adopted LDP identifies a number of improvement schemes to the strategic network, which will seek to alleviate congestion on the key routes within Caerphilly Basin. The following schemes have yet to be implemented and opportunities should be explored to secure funding to deliver these important improvements to the network.
- TR6.1 Tafwys Walk
 - TR6.3 Pwllypant Roundabout (scheme is currently being implemented)
 - TR6.4 Bedwas Bridge Roundabout
 - TR6.5 Piccadilly Gyratory
 - TR6.6 Penrhos to Pwllypant
 - TR6.7 Pwllypant to Bedwas
- 6.42 The opportunity exists to deliver public transport improvements that are in accordance with, and supplement the delivery of the Metro. Active travel improvements can further enhance and widen the scope of the Metro by providing local links to the strategic transport network, all of which can assist in delivering the Metro objectives.
- 6.43 To facilitate accessibility to and within the Caerphilly Basin, new facilities that reduce the level of traffic entering the Basin would also have significant benefits, primarily by reducing journey times and improving the town centre environment.

Llanbradach Park and Ride (F-1)

- 6.44 There is a major opportunity to provide a large park & ride facility, which has the potential to capture a significant proportion of commuter traffic, and which would reduce the level of traffic entering the Caerphilly Basin from the north. Land at the former Wingfield Tip can accommodate a park and ride facility that could provide in excess of 1,000 park and ride spaces along with a relocated station, with potential for business and commercial development on adjoining land to complement the delivery of this new transport hub.

Development principles

- The provision of 500 spaces with expansion space to increase the number of spaces to over 1,000.
- The existing station is inappropriately located to be served by the new provision and should be redeveloped/relocated adjoining the new provision.

- The park and ride provision should be designed with integral, high-quality landscaping to soften the street scene and make provision for pedestrians and cyclists.
- The new/relocated station and the park and ride provision should be carefully designed in accordance with the Metro Place Making Programme principles.
- The potential for a new access to the site, utilising the existing Wingfield Junction should be considered to improve access from the Llanbradach bypass.
- Consideration should be given to utilising the adjoining Wingfield Tip land and any nearby redevelopment opportunities for business/commercial uses to complement the new transport hub.

Newport Machen Rail Line (F-2)

6.45 A major opportunity exists to reopen the former Machen rail line for passenger transport. This will provide a direct, dedicated transport link between Caerphilly and Newport, providing enhanced access from the east to the Caerphilly Basin. The line, if reopened for light rail/tram or dedicated/guided bus services, could serve major residential areas like Waterloo and Lansbury Park and its Caerphilly terminus would form part of the wider Caerphilly transport interchange.

Development principles

- The preference is for the reinstatement of the former Machen line for light/tram or dedicated/guided bus transport due to the significantly reduced impacts on communities that are located along the route, however this is outside of the Council's control.
- New halts should be considered for Lansbury Park, Waterloo, Trethomas, and Machen.
- Consideration should be given to providing a meaningful level of park and ride provision as part of any proposed halt.
- Consideration will need to be given to how the services integrate with the services on the Ebbw Valley rail line, with particular consideration given to a new station south of the Pye Corner station to provide the appropriate integration with the Cardiff bound services.
- The Caerphilly terminus for the line would be located adjacent to Caerphilly Business Park, providing direct access to significant employment opportunities and will form part of the redeveloped Caerphilly Interchange providing direct access to the town centre and castle.
- All stations and halts will need to be designed in accordance with the Metro Place Making Programme.
- The Caerphilly Terminus should form part of the overall redesign of the Caerphilly interchange, being an active part of the interchange whilst maintaining direct links to the Caerphilly Business Park.

Caerphilly South East Bypass (F-3)

6.46 The south-east bypass for Caerphilly, which would complete a ring road around the town, has been an aspiration for a considerable period of time. To this effect the proposed line for a bypass has been protected in the adopted LDP, based on its requirement as part of the measures to improve air quality in Caerphilly town centre. The provision of the bypass is aimed at redistributing the travel patterns within the

Caerphilly Basin, particularly in respect of the town centre, where through traffic will be taken from the town centre, so reducing traffic levels and improving air quality.

Development principles

- The south-east bypass should connect the Lansbury Park Distributor Road in the east to Mountain Road in the west.
- The design of the road should provide access to the Ness Tar/Pesci's site.
- The alignment of the road should be carefully considered and should seek to minimise visual and landscape impacts.
- Consideration should be given to stopping the northern link from the town centre to Cardiff (through the stopping up of Mountain Road), once the bypass has been delivered.
- The bypass will include a dedicated active travel route as part of its design that will link into existing active travel routes where appropriate.

Cycle Parking Facilities (F-4)

6.47 The strategy seeks to ensure that the town centre, employment centres and transport hubs are accessible by sustainable forms of transport. Whilst the Metro caters for strategic travel, a significant amount of journeys will require additional travel to reach their final destination. The strategy seeks that movement from Metro hubs and within the Caerphilly Basin is undertaken through active travel measures and this is most likely to be done through cycle travel. Given this, there is a need to deliver safe, secure and convenient cycle parking facilities at all transport hubs, within the town centre and employment centres in order to facilitate this movement. This should be coordinated on a regional basis so that the offer is coordinated.

Development principles

- New developments should ensure that they provide appropriate cycle parking facilities that can meet both current and future demand.
- Provision should be made throughout the town centre, particularly at the locations of key attractors.
- Provision should be made at all transport hubs, particularly at the Caerphilly Interchange where provision will serve multiple uses.
- Provision should be easily accessible, easy to locate and conveniently located to the destination to encourage use.
- It should also be safe, secure and be visible to ensure surveillance.
- Provision should be connected to existing active travel routes wherever possible.
- For short duration parking (town centres etc.) sufficient parking should be provided to ensure that space is consistently available.
- For long duration parking (employment centres, commuting etc.) provision should be covered to provide protection from the elements.
- Provision should be regularly monitored, maintained and managed to ensure its attractiveness is retained.
- The design and location of the provision should ensure compatibility with other users and uses.
- Provision should be considered where the parking links to other associated uses, e.g. located by cycle repair premises.

- Consideration should also be given to providing facilities for safely storing ancillary accessories, such as helmets and lights.

Cycle Hire Scheme (F-5)

6.48 Whilst the Metro will address longer distance travel, there is a need to ensure that, once off the principal Metro routes, people can continue journeys within the Caerphilly Basin by sustainable means. A key issue for this travel is that there is a ban on carrying bikes on trains at peak hours and there is limited, if any, potential for bus services to carry bikes. Cycling, however, has a hugely important role to play in tackling issues such as congestion and pollution and therefore ways of exploiting this mode of transport need to be considered. One solution is the provision of a bike-sharing hire scheme. This would require an integrated system of hire points at key destinations, such as major employment areas, the town centre as well as at the transport hubs (Caerphilly's version of the Boris Bikes scheme in London³).

Development principles

- Consideration should be given to the setting up of a bike-sharing hire scheme throughout the Caerphilly Basin, with facilities provided at significant destinations, transport hubs and the town centre. This should also include electric bikes.
- Consideration be given to linking the bike hire facilities to existing cycle related uses, e.g. bike hire at bike parking facilities, bike hire related to existing cycle maintenance/retail uses.
- The scheme should ensure that there are appropriate facilities located at destinations, including employment sites, to encourage use and reduce cost.

Other Active Travel Measures

- 6.49 The adopted LDP identifies a number of improvements to radial routes in the Caerphilly Basin that will improve community access and provide walking and cycling links to public transport, tourism, locations, employment areas and other key attractors.
- 6.50 Many of the LDP proposals are also contained within the Caerphilly Active Travel Integrated Plan, which includes 40 schemes designed to increase connectivity and accessibility throughout Caerphilly Basin. These measures seek to address active travel issues in the short term. However, an ongoing programme of improvements will be required to address future issues as they arise from the redevelopment and growth of Caerphilly Basin.
- 6.51 It is recognised that the increased use of electric bikes offers a realistic alternative mode of travel over longer distances for a wider section of the population. The extension of, and linkages to, the National Cycle Network and routes suitable for electric bikes will be encouraged.

New Links

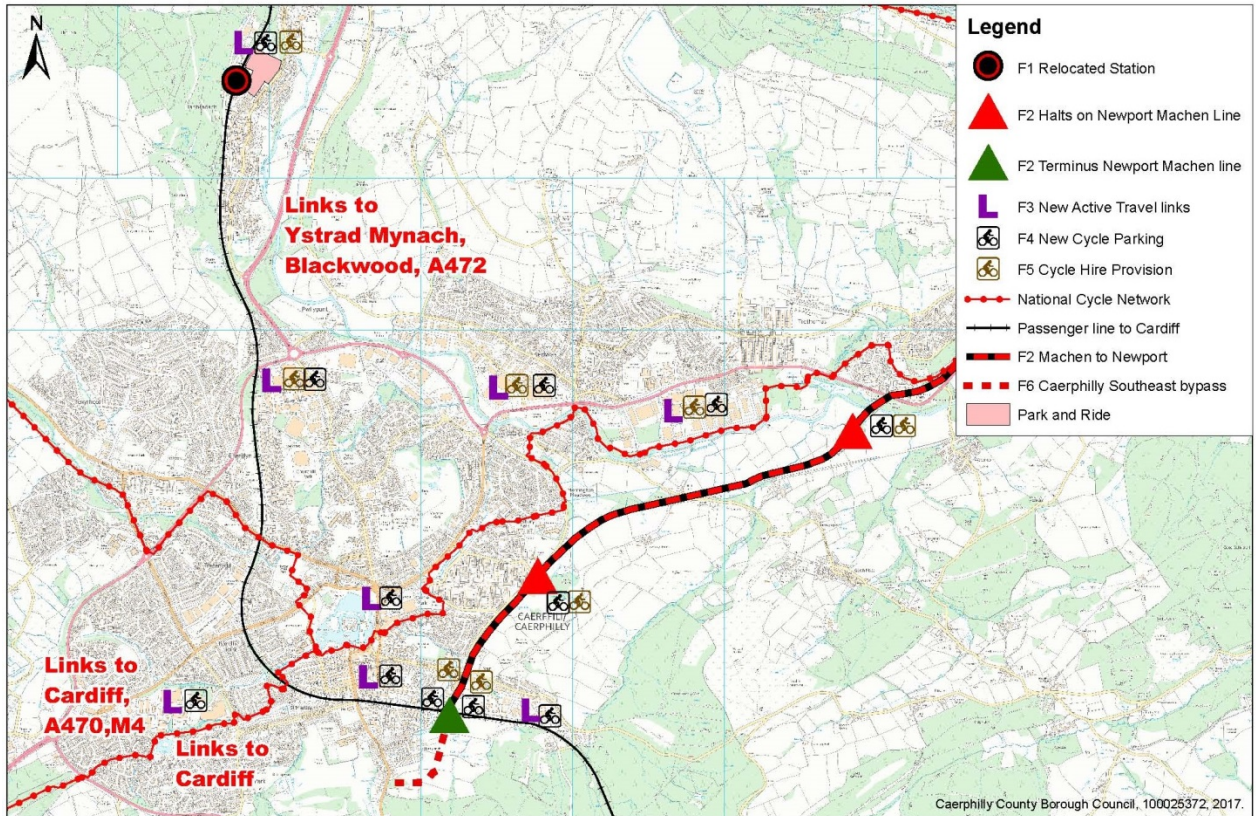
- 6.52 This strategy identifies a number of significant development opportunities that will require links to ensure that the need to travel generated from growth can be accommodated sustainably.

Development principles

³ <https://tfl.gov.uk/modes/cycling/santander-cycles>

- Areas of significant new growth should include active travel proposals that would ensure the sites are linked, as directly and efficiently as possible, to the town centre, the Caerphilly Interchange and all local Metro hubs.
- Active travel measures should complement and enhance existing routes.

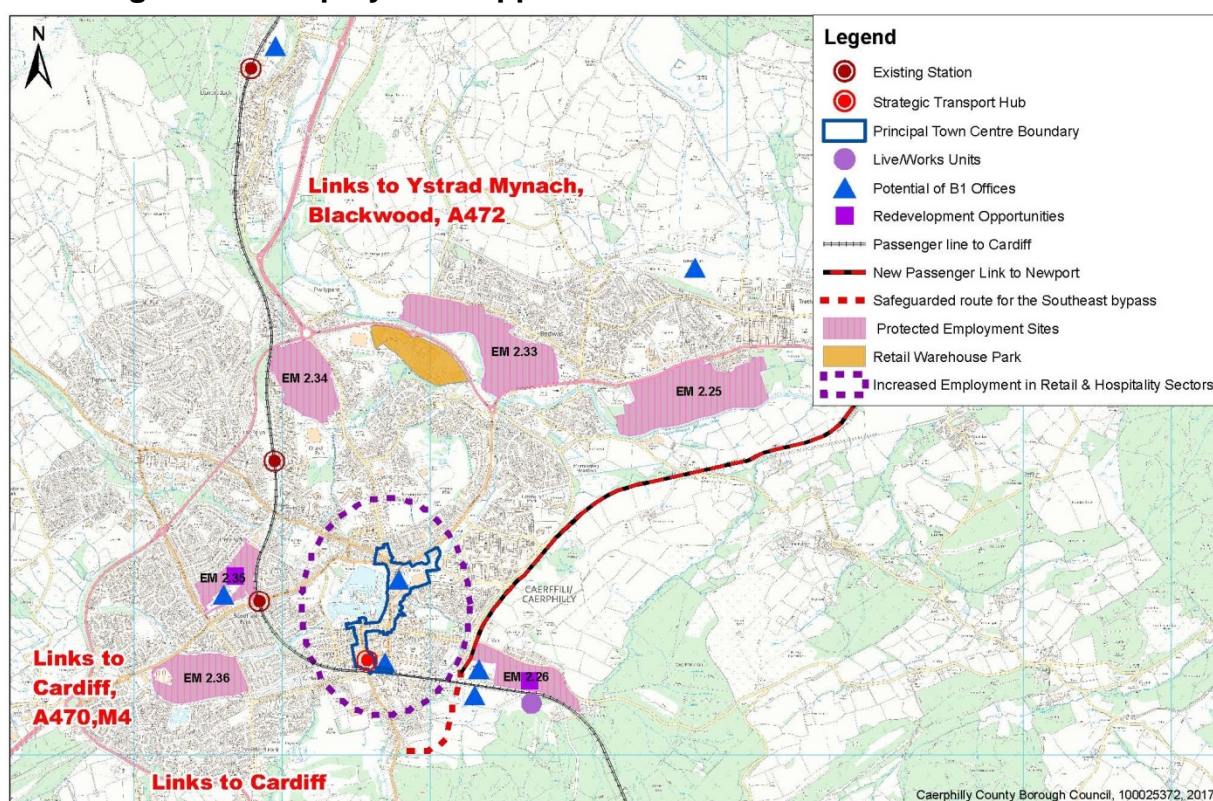
Figure 12: Connectivity



G Provide the conditions to strengthen employment opportunities

- 6.53 The proposals for the strategic hub around Caerphilly interchange, Ness Tar, Caerphilly Business Park and the proposed station on the former Machen Line will offer the opportunity for the creation of a significant number of new jobs and support skills development. However, there are a number of other potential opportunities to expand the range and choice of jobs available.
- 6.54 In addition to the opportunities identified below, the development of new housing, retail, offices and other infrastructure across Caerphilly Basin will create jobs in the construction industry and support the local supply chain. Many of these jobs will be within the foundational economy, which will support the objectives set out within the Regeneration Strategy.

Figure 13: Employment Opportunities



Ty Cenydd (G-1)

- 6.55 The Ty Cenydd office building is located in a prime position directly opposite the castle. It has been vacant for several years, but could offer 900 sq m of office space in a key location, with car parking provision in the basement. The building has been sub-divided on a floor by floor basis so it can either be let on an individual floor basis or as a whole building.

Land adjoining Llanbradach Park and Ride (G-2)

- 6.56 The proposed relocation of Llanbradach station and creation of a park and ride facility on the Wingfield Tip will offer the potential to create some high quality B1 office units

and/or start up units in what will be a highly accessible location with good access to the rail network and strategic highway network. There is potential for the northern part of Wingfield tip to be redeveloped for employment uses as part of a hub around the new station, together with the Morgan Street works and under-utilised land around it, subject to land acquisition.

Trecenydd Business Park (G-3)

6.57 The 10.2 ha Trecenydd Business Park is allocated/protected for employment use. It comprises a number of B Class uses in building stock aimed primarily at light industry. There is an undeveloped strip of land within the centre of the site, which could be developed. Aber Station park and ride car park is located adjacent to the Business Park, but the station is separated itself from the Business Park by Nantgarw Road.

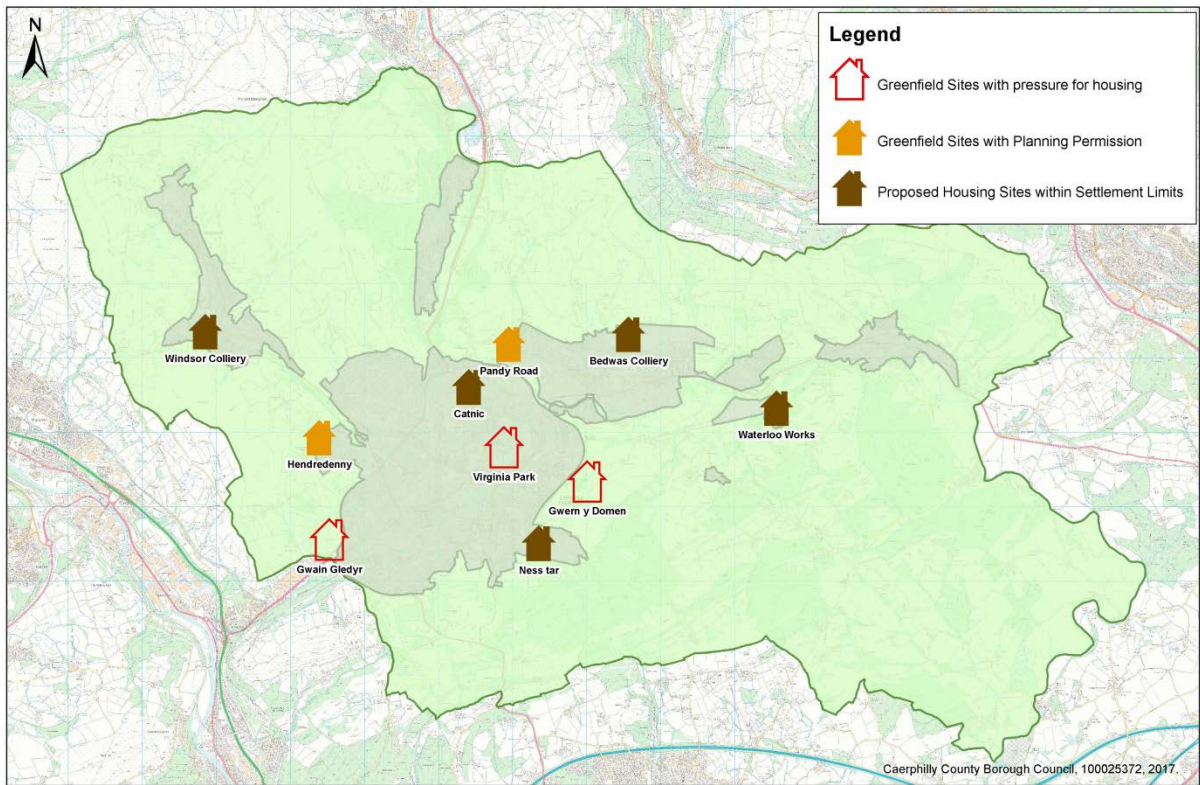
Development principles

- Establish clear linkages between the Business Park and Aber Station.
- Investigate the potential for a new light rail halt adjacent to the Business Park, if light rail is pursued along this stretch of line under the Metro initiative.
- Explore opportunities to expand the park and ride
- Redevelop the site for new class B development, in order to make premises fit for purpose and more attractive to potential occupants.
- Small, flexible terraces of B1 units offering accommodation from 500 sq ft would be the most attractive as they would benefit from low business rates and running costs and would serve a local market.

H Support the development of housing, including affordable housing, on previously developed land and in sustainable locations within settlements

- 6.58 The strategy for the Local Development Plan promotes the development of new housing on brownfield sites within the Caerphilly Basin. This has been successful with several key contaminated or under-utilised sites having been developed in recent years. Whilst these have made an important contribution to housing in the Basin, there remains an acute need for affordable housing.
- 6.59 There are a number of key brownfield sites that offer the opportunity for housing or mixed use development incorporating an element of housing. Many of these sites have constraints by virtue of previous uses and contamination, which means that they are unlikely to be brought forward by the market without public sector intervention.
- 6.60 The key development opportunities on brownfield sites within existing settlements in Caerphilly Basin and their indicative capacities are:
- Windsor Colliery, Abertridwr (H-1)- 200-250 dwellings;
 - Waterloo Works, Waterloo (H-2) - 545 dwellings, potential community facilities
 - Catnic, Caerphilly (H-3) - 170 dwellings;
 - Bedwas Colliery, Bedwas (H-4) - 630 dwellings, potential community facilities, and the potential for B1 offices;
 - Ness Tar, Caerphilly (H-5) - 200 dwellings, potential offices, live/work units.
- 6.61 In addition to sites within existing settlements in Caerphilly Basin, there has been development pressure for housing on a number of major greenfield sites within and on the edge of settlements. The map below identifies the position with regards to sites at the time that the Masterplan was prepared, but it is recognised that additional windfall opportunities and greenfield sites may be promoted by the development industry in the future. Where planning applications are submitted, it is necessary to consider each application on its merits, having regard to planning policies, the need for housing and the sustainability of the location.

Figure 14: Potential Housing Sites



I Provide a suitable level of community leisure and education facilities to support the potential level of population and housing growth in the Caerphilly Basin

6.62 Caerphilly Basin has a wide range of formal leisure facilities that are well used by local residents. New development will place additional pressure on facilities and it is important that key community leisure facilities are safeguarded for public use. The development of a plan for the improvement or replacement of facilities is needed to ensure that there is the range of services required by a modern society and at a level capable of meeting demand created by the planned population growth.

Caerphilly Leisure Centre (I-1)

6.63 Caerphilly Leisure Centre is an integral part of leisure provision in Caerphilly Basin, but there is a need to improve the facility to ensure that it meets modern standards. There is the potential to refurbish or redevelop the leisure centre on its existing site at Virginia Park. Alternatively, there may be scope to incorporate a new purpose built facility at another location, such as the Ness Tar site (E-3).

School Provision

6.64 The number of school aged children is expected to increase within Caerphilly Basin as a result of new development and it is important that there are opportunities for schools to expand to accommodate additional pupils. The provision of additional school places in the Caerphilly Basin will be considered as part of the 21st Century Schools programme.

J Ensure that accessibility for all is embedded in all improvement schemes

- 6.65 Accessibility is a cross cutting objective, which is relevant to schemes identified within this plan. All development proposals should adhere to the principles of inclusive design to ensure that schemes meet the accessibility needs of all those living, working and visiting the Caerphilly Basin, including those with mobility impairments, learning difficulties and sensory impairment.

K Ensure all of Caerphilly's communities are able to engage and benefit from the Masterplan.

- 6.67 The 2014 Welsh Index of Multiple Deprivation (WIMD) identified the local authority housing estate of Lansbury Park (St James 3 LSOA) as the most deprived area in Wales. It has been agreed that there will be a priority focus to implement a new way of working in Lansbury Park, and in a number of the other deprived communities within the county borough. A map of Lansbury Park and its relationship to the town centre can be seen in Figure 2.
- 6.68 A fundamental change to how public services are collectively delivered and approached is required to address the multi faceted needs in the county borough's most deprived communities. There should be far more emphasis upon local government enabling our communities to deliver, rather than delivering for them.
- 6.69 A greater emphasis on identifying community assets is required. When practitioners begin with a focus on what communities have, as opposed to what they don't have, a community's efficacy in addressing its own needs increases, as does its capacity to lever in external support. Currently services are designed to 'fill gaps' and 'fix problems' creating dependency and disempowering individuals who become passive recipients of services.
- 6.70 Caerphilly's new approach to service provision will provide a changing perspective on building bridges with communities, mobilising individual and community assets, and enabling a process of co-production, with community members as active agents in their own and their families' lives. Co production requires users of services to be seen as experts in their own circumstances and capable of making decisions, while service providers move from being fixers to facilitators. This will necessitate new relationships to be developed with front line professionals, and an enabling role adopted.
- 6.71 This will require an approach to public service provision that seeks to better coordinate services to achieve maximum impact. The intention is to adopt a place based focus, with a review of public services to assess how well they meet the outcomes required by residents, and how they could improve impact and value for money. The role of the Public Service Board, and the support of partners, is key to implementing this approach, and having endorsed the approach to Lansbury Park it provides an opportunity to develop this across a number of key areas across the borough.
- 6.72 A Deep Place Plan⁴ has been prepared for Lansbury Park, which explores the complex challenges associated with reversing the cycle of long-term poverty on the estate. The Deep Place Plan recognises that there is a need to improve the physical environment of Lansbury Park, as an integral part of any commitment to estate renewal. Further, it recognised that the physical environment of the estate does little to support good physical and mental health and wellbeing, which is an important part of ensuring that residents can access opportunities for training and work.
- 6.73 Working with its Public Service Board partners, the local business and third sector communities and the residents of Lansbury Park, the Council is working to develop and implement a place-based theory of change outlined in the Lansbury Park Deep Place Plan (2017). The Lansbury Park Deep Place Plan has been endorsed and is being supported by the Caerphilly Public Service Board, and is consistent with its obligations under the Well-being of Future Generations Act.

⁴ Adamson, D. and Lang, M (2017) Lansbury Park: A Deep Place Plan

- 6.74 The Caerphilly Masterplan will actively ensure that there is full consideration in all of its strategic objectives, of how it supports the Lansbury Park Plan as the work progresses.
- 6.75 The projects identified in the Caerphilly Basin Masterplan also have the potential to provide far reaching benefits for all residents, including those living on Lansbury Park and other deprived estates in Caerphilly Basin and the wider county borough.

Section 7: Delivering and Implementing Change

The table below sets out the projects identified in Section 6 of the report, together with the expected outputs that the project will deliver and how these proposals will address the objectives of the Council's Regeneration Strategy (Appendix 1). The table identifies the indicative costs of each scheme and highlights any funding that has been secured to date. It should be noted that many of these projects are at an embryonic stage and, as such, the outputs and costs can only be estimated.

Strategic Objective	Project	Description	Expected/Indicative outputs	Objectives of Regeneration Strategy met	Funding secured and <u>potential</u> costs
A - Enhance the retail offer in the town	A-1 and A-2 Morrisons Car Park (<i>Castle Court Retail Expansion</i>)	Develop part of existing car park adjoining Castle Court shopping centre for retail units suitable for multiple retailers. Develop a modern multi-storey car park on land north of Morrisons	<ul style="list-style-type: none"> ▪ Strengthen retail offer in Town Centre; ▪ Re-develop approx. 1.52 Ha of land ▪ Increase footfall; ▪ Job creation – create in the region of 150 new retail/commercial jobs ▪ Construction contract could create a number of jobs during the construction period; ▪ Prevent leakage of retail expenditure. 	<ul style="list-style-type: none"> ▪ SB1 ▪ SQL3 ▪ SQL7 ▪ SP4 	<p>Funding Secured: None to date</p> <p>Total Costs: to be determined but likely to be circa £30-£40m.</p> <p>Predominantly private sector investment but there will probably be a viability funding gap to be filled</p> <p>Dialogue is open between private sector owners and the Council over the possible improved parking provision and expansion of the shopping mall complex.</p>
	A-3 Ton Y Felin Road and Castle Street Triangle	Redevelopment of units and a car park at a key junction to create a high quality landmark building	<ul style="list-style-type: none"> ▪ Redevelop approx. 0.32 Ha of prime land ▪ Develop approx. 2,700 m2 of retail/office space ▪ Creation of circa 80 jobs in retail 	<ul style="list-style-type: none"> ▪ SB1 ▪ SB2 ▪ SB4 ▪ SQL3 ▪ SQL7 	<p>Funding Secured: None to date</p> <p>Total Costs: To be determined – but could be in the region of £4.7M+</p> <p>Public Sector/Private Sector</p>

Strategic Objective	Project	Description	Expected/Indicative outputs	Objectives of Regeneration Strategy met	Funding secured and <u>potential</u> costs
		<p>as part of the gateway to the town centre and castle</p> <p>Also part of Strategic Objective D</p>	<ul style="list-style-type: none"> sector ▪ Creation of circa 120 jobs in office based industries ▪ Improve the appearance of this key gateway ▪ Strengthen retail offer in town centre ▪ Enhance the setting of the listed Workmen’s Hall and Institute and Castle ▪ Employment opportunities in the construction industry and local supply chain benefits 	<ul style="list-style-type: none"> ▪ SP4 	<p>partnerships required due to multiple landowners within area.</p> <p>May however require CPO of land or buildings to maximise the site area/potential.</p>
	<p>A-4 Cardiff Road (Blocks between Clive Street and Park Lane)</p>	<p>Short term improvement to the visual appearance of the buildings through tailored façade treatment</p> <p>Long term redevelopment of the whole block for a mix use development comprising small to medium sized retail units, A3,</p>	<ul style="list-style-type: none"> ▪ Improve the visual amenity of the area in the short term ▪ Redevelop approx. 0.58 Ha of prime land ▪ Develop approx. 5,000 m2 of mixed use space ▪ Creation of circa 170 jobs in retail/hospitality sectors ▪ Creation of circa 180 jobs office based industries ▪ Increased footfall on Cardiff Road ▪ Strengthen mix of uses in the town centre 	<ul style="list-style-type: none"> ▪ SB1 ▪ SB2 ▪ SB4 ▪ SQL3 ▪ SQL5 ▪ SQL7 ▪ SP4 	<p>Funding Secured: None to date</p> <p>Total Costs: To be determined – but could be in the region of £480K for short term vision and £8M+ for longer term vision.</p> <p>Public Sector/Private Sector partnerships required due to multiple landowners within area.</p> <p>May however require CPO of land or buildings to maximise the site area/potential.</p>

Strategic Objective	Project	Description	Expected/Indicative outputs	Objectives of Regeneration Strategy met	Funding secured and <u>potential</u> costs
		offices and residential	<ul style="list-style-type: none"> ▪ Increase the diversity of the housing stock, including affordable housing provision 		
	A-5 1-20 Cardiff Road	<p>Improvement to facades of prominent buildings overlooking the castle.</p> <p>Redevelopment of the block in the longer term to create a high quality retail led mixed use development</p>	<ul style="list-style-type: none"> ▪ Redevelop approx. 0.7 Ha of prime land ▪ Develop approx. 4,600 m² of mixed use space ▪ Creation of circa 115 jobs in retail/hospitality sectors ▪ Creation of circa 180 jobs office based industries ▪ Enhance the setting of Caerphilly Castle ▪ Increase footfall on Cardiff Road ▪ Strengthen retail offer in town centre 	<ul style="list-style-type: none"> ▪ SB1 ▪ SB2 ▪ SB4 ▪ SQL3 ▪ SQL7 ▪ SP4 	<p>Funding Secured: None to date</p> <p>Total Costs: To be determined – but could be in the region of £120K for short term vision and £8M+ for longer term vision.</p> <p>Public Sector/Private Sector partnerships required due to multiple landowners within area.</p> <p>May however require CPO of land or buildings to maximise the site</p>
	A-6 Caerphilly Indoor Market	<p>Redevelopment to create a thriving market space as an integral part of the retail offer of the top of town</p> <p>Consider the feasibility of pedestrianisation</p>	<ul style="list-style-type: none"> ▪ Redevelop approx. 0.080 Ha of prime building/land ▪ Redevelop approx. 0.156 Ha of prime commercial streetscape ▪ Develop approx. 680 m² of market/retail space ▪ Safeguard existing jobs ▪ Creation of circa 40 jobs ▪ Opportunities for start-up businesses 	<ul style="list-style-type: none"> ▪ SB1 ▪ SB2 ▪ SB4 ▪ SQL3 ▪ SQL7 ▪ SP4 	<p>Funding Secured: None to date</p> <p>Total Costs: To be determined – but could be in the region of £50K - £150K for internal & external improvements.</p> <p>Feasibility study for pedestrianisation of part of Clive Street and/or Pentrebanne Street required</p>

Strategic Objective	Project	Description	Expected/Indicative outputs	Objectives of Regeneration Strategy met	Funding secured and <u>potential</u> costs
		of a section of Clive Street and/or Pentrebane Street	<ul style="list-style-type: none"> ▪ Enhance Caerphilly's position as a market town ▪ Increase footfall at the Top of Town ▪ Create a niche that will increase tourism and visitor spend 		Potential cost for Study could be around £10K - £20K. Cost estimates for enhancement works would be determined as part of Study.
B - Create a vibrant and accessible visitor destination	B-1 Crescent Road	<p>Redevelopment of Llys Ifor site for a use that complements tourism</p> <p>Park Lane - see C-1 (Below)</p> <p>Also see Strategic Objective D</p>	<ul style="list-style-type: none"> ▪ Redevelop approx. 0.131 Ha of prime building/land ▪ Redevelopment of a long-term vacant building in a prominent position overlooking the castle ▪ Redevelopment of approx. 600 m2 of floorspace ▪ Potential creation of circa 30 jobs in the hospitality ▪ Increased visitor dwell time and spend ▪ Bolster the night-time economy 	<ul style="list-style-type: none"> ▪ SB1 ▪ SQL4 ▪ SQL7 ▪ SP4 	<p>Funding Secured: None to date</p> <p>Total Costs: To be determined - (Private Sector led)</p> <p>However, funding may be needed to bridge a viability gap.</p> <p>Currently Llys Ifor building is "to let" with rent set at £10.50 per sq ft per annum. Though there may be an option to buy.</p>
	B-2 Cardiff Road and area around station	<p>Enhance the night-time economy around Caerphilly station through the creation of an al fresco dining/wine bar area</p>	<ul style="list-style-type: none"> ▪ Creation of hospitality jobs ▪ Increased visitor dwell time and spend ▪ Bolster the night-time economy <p><i>(See also Strategic Objective E)</i></p>	<ul style="list-style-type: none"> ▪ SB1 ▪ SQL4 ▪ SQL7 ▪ SP4 	<p>Funding Secured: None to date</p> <p>Total Costs: To be determined <i>(See also Strategic Objective E)</i></p> <p>Part of a larger scheme to create a thriving Metro hub around the station.</p>

Strategic Objective	Project	Description	Expected/Indicative outputs	Objectives of Regeneration Strategy met	Funding secured and <u>potential</u> costs
		<p>Undertake a study into the potential to improve the night time economy.</p> <p>Also see Strategic Objective E</p>			
	B-3- Caerphilly Workmen's Hall and Institute	Enhance the cinema and theatre provision to create a thriving cultural and events venue in the heart of the town	<ul style="list-style-type: none"> ▪ Secure the long-term use of a key listed (Grade II) building within the town ▪ Enhance approx. 0.49Ha of building/land ▪ Creation of circa 5 jobs in cinema/theatre sector ▪ Increased visitor dwell time and spend ▪ Bolster the night-time economy 	<ul style="list-style-type: none"> ▪ SB1 ▪ SQL2 ▪ SQL4 ▪ SQL7 ▪ SP4 	<p>Funding Secured: None to date</p> <p>Total Costs: To be determined - (Private Sector led but potential for Private/CISWO/Public Sector Partnership)</p>
	B-4 – Bedwas Workmen's Hall	Upgrade and enhance the facilities	<ul style="list-style-type: none"> ▪ Secure the long-term use of a key listed (Grade II) building within the town ▪ Support community facilities in the wider Caerphilly Basin ▪ Bolster the night-time economy 	<ul style="list-style-type: none"> ▪ SB1 ▪ SQL2 ▪ SQL4 ▪ SP4 	<p>Funding Secured: None to date</p> <p>Total Costs: To be determined</p>

Strategic Objective	Project	Description	Expected/Indicative outputs	Objectives of Regeneration Strategy met	Funding secured and <u>potential</u> costs
	B-5 Enhanced parking facilities	Preparation of a town centre parking plan	<ul style="list-style-type: none"> ▪ Improve air quality in the AQMA ▪ Increase footfall in the town centre ▪ Improve quality of life for residents 	<ul style="list-style-type: none"> ▪ CPP1 ▪ CPP3 ▪ CPP4 ▪ SQL7 	<p>Funding Secured: None to date</p> <p>Total Costs: To be determined – potentially between £10K-£15K to develop the plan.</p> <p>Cost of electric charging points to be determined</p>
C - Maximise the presence of Caerphilly Castle	C-1 Park Lane	<p>Development of a key site overlooking Caerphilly Castle for a hotel, potentially encompassing a high end restaurant and/or conference facilities</p> <p>Also meets Strategic Objective D</p>	<ul style="list-style-type: none"> ▪ Approx. 0.2 Ha of land at Park Lane developed/vacant land returned to beneficial use; ▪ Job creation - related development opportunity could create Approx. 42 FTE jobs within the commercial sector; ▪ Construction Contract could create a number of jobs during the construction period; ▪ Training opportunities/apprentices during construction – approx. 4 no people; ▪ Private sector investment induced; ▪ Combined, the enhanced tourism offer would see increased spend in the Town Centre by 5-10%. ▪ Increase dwell-time and spend from tourists and business people. 	<ul style="list-style-type: none"> ▪ SB1 ▪ SQL2 ▪ SQL4 ▪ SQL7 ▪ SP4 	<p>Funding Secured: None to date</p> <p>Total Costs: £5M – 6M</p> <p>Private Sector led – potentially public sector gap funding required -land sale requirements/cost to be determined. <i>Potential for CCBC Capital receipt from land sale to be recycled within wider town centre regeneration initiatives.</i></p> <p>CCBC Park Lane investment of £750k to make the site clean to stimulate private sector development</p>

Strategic Objective	Project	Description	Expected/Indicative outputs	Objectives of Regeneration Strategy met	Funding secured and <u>potential</u> costs
			<ul style="list-style-type: none"> ▪ Bolster the night-time economy 		
	C-2 Tourism Attraction	Development of a tourism attraction in the town centre	<ul style="list-style-type: none"> ▪ Job creation within the tourism/heritage sector ▪ Greater tourist offer to increase dwell time in the town ▪ Increased footfall and spend 	<ul style="list-style-type: none"> ▪ SQL2 ▪ SQL4 ▪ SQL7 	<p>Funding Secured: None to date</p> <p>Total Costs: To be determined. Will depend upon proposed location.</p>
	C-3 Tourism trail	Creation of a tourist trail linking key sites and buildings of interest	<ul style="list-style-type: none"> ▪ Improve Caerphilly's status as a tourist destination ▪ Greater tourist offer to increase dwell time in the town ▪ Increased footfall and spend ▪ Increase visitor numbers at other attractions 	<ul style="list-style-type: none"> ▪ SQL2 ▪ SQL4 ▪ SQL7 	<p>Funding Secured: None to date</p> <p>Total Costs: To be determined – could be in the region of £5K - £30K depending on the scope of works.</p>
	C-4 Activity Tourism	<p>Increase accommodation suitable for the active tourism market</p> <p><i>(Linked with Strategic Objective C1)</i></p>	<ul style="list-style-type: none"> ▪ Improve Caerphilly's status as a tourist destination ▪ Greater tourist offer to increase dwell time in the town ▪ Increase footfall and spend Increase visitor numbers at other attractions 	<ul style="list-style-type: none"> ▪ SQL1 ▪ SQL2 ▪ SQL4 	<p>Funding Secured: None to date</p> <p>Total Cost: dependent on scale and type of accommodation. It is envisaged that this will be delivered by the private sector without the need for funding.</p>

Strategic Objective	Project	Description	Expected/Indicative outputs	Objectives of Regeneration Strategy met	Funding secured and <u>potential</u> costs
	C-5 Morgan Jones Park	Improve connectivity between the town and the park	<ul style="list-style-type: none"> ▪ Improve Caerphilly's status as a tourist destination ▪ Greater tourist offer to increase dwell time in the town ▪ Increase footfall and spend Increase visitor numbers at other attractions ▪ Improve connectivity 	<ul style="list-style-type: none"> ▪ SQL2 ▪ SQL4 	<p>Funding Secured: None to date</p> <p>Total Costs: To be determined – will be dependant on the scope of works desired to improve connectivity.</p>
	C-6 Improvements to Coach Facilities	Develop infrastructure to better accommodate coach tour operators including new coach drop off point	<ul style="list-style-type: none"> ▪ Improve Caerphilly's status as a tourist destination ▪ Greater tourist offer to increase dwell time in the town ▪ Increase footfall and spend 	<ul style="list-style-type: none"> ▪ CPP1 ▪ SQL2 ▪ SQL4 ▪ SQL7 	<p>Funding Secured: None to date</p> <p>Coach infrastructure - £200k</p>
	C-7 Events	<p>Expand the programme of events in the town</p> <p>Increase the number of event spaces</p>	<ul style="list-style-type: none"> ▪ Improve Caerphilly's status as a tourist destination ▪ Greater tourist offer to increase dwell time in the town ▪ Increase footfall and spend ▪ Create temporary job opportunities ▪ Maximise the use of key spaces within the town centre 	<ul style="list-style-type: none"> ▪ SQL2 ▪ SQL4 ▪ SQL7 	<p>Funding Secured: None to date</p> <p>Total Costs: To be determined – could be in the region of £100K.</p>

Strategic Objective	Project	Description	Expected/Indicative outputs	Objectives of Regeneration Strategy met	Funding secured and <u>potential</u> costs
D - Improve the key gateways	D-1 Western Gateway - linkages	Enhancements to Dafydd Williams Park	<ul style="list-style-type: none"> ▪ Improve pedestrian connectivity ▪ Environmental improvement ▪ Increased dwell time 	<ul style="list-style-type: none"> ▪ SQL4 ▪ CPP3 ▪ SQL7 	<p>Funding Secured: None to date</p> <p>Total Costs: To be determined - will be dependent on the scope of works desired to improve linkages/connectivity.</p>
	D-2 Western Gateway – signage – Crescent Road	Improved signage and infrastructure in the Crescent Road car park	<ul style="list-style-type: none"> ▪ Improve pedestrian connectivity ▪ Environmental improvement ▪ Increase footfall and spend 	<ul style="list-style-type: none"> ▪ CPP3 ▪ SQL7 	<p>Funding Secured: None to date</p> <p>Total Costs: To be determined - will be dependent on the scope of works desired to improve linkages/connectivity. Could be in the region of £5K-£10K.</p>
	D-3 Western Gateway – signage – Aber station	Improved signage between the town centre and Aber station	<ul style="list-style-type: none"> ▪ Improved pedestrian connectivity ▪ Increase footfall and spend 	<ul style="list-style-type: none"> ▪ CPP3 ▪ SQL7 	<p>Funding Secured: None to date</p> <p>Total Costs: To be determined - will be dependent on the scope of works desired to improve linkages/connectivity. Could be in the region of £5K-£10K.</p>
	D-4 Northern Gateway – Former Beulah Church	Redevelop site for high end residential development (flats/houses)	<ul style="list-style-type: none"> ▪ Re-use of a derelict site in a prominent location ▪ Generation of CIL revenue ▪ Diversification of the housing stock ▪ Employment opportunities in the construction industry and local supply 	<ul style="list-style-type: none"> ▪ SB1 ▪ SB2 ▪ SQL5 ▪ SQL7 ▪ SP4 	<p>Funding Secured: None to date</p> <p>Total Costs: To be determined – could be in the region of £8M, however it is envisaged that this site will be brought forward by the private sector.</p>

Strategic Objective	Project	Description	Expected/Indicative outputs	Objectives of Regeneration Strategy met	Funding secured and <u>potential</u> costs
			chain benefits		
	D-5 Northern Gateway – Piccadilly Public House	Long-term redevelopment of pub and surrounding land for a mixed use development	<ul style="list-style-type: none"> ▪ Re-use of an under-utilised site in a prominent location ▪ Re-develop approx. 0.207Ha of land ▪ Opportunities to open out congested area and improve air quality in the AQMA ▪ Generation of CIL revenue if residential included as part of scheme ▪ Diversification of the housing stock ▪ Employment opportunities in the construction industry and local supply chain benefits 	<ul style="list-style-type: none"> ▪ SB1 ▪ SB2 ▪ SQL5 ▪ SQL7 ▪ CPP1 ▪ SP4 	<p>Funding Secured: None to date</p> <p>Total Costs: To be determined</p> <p>Multiple landowners – public/private sector partnerships and may require CPO of land or buildings to maximise the site area.</p>
	D-6 Northern Gateway – Environmental improvements	Environmental improvements around the castle and Piccadilly Square Car Park	<ul style="list-style-type: none"> ▪ Improve the visual amenity of areas in close proximity to the castle ▪ Potential to improve air quality in the AQMA 	<ul style="list-style-type: none"> ▪ CPP1 ▪ CPP3 	<p>Funding Secured: None to date</p> <p>Total Costs: To be determined – could be in the region of £30K - £100K depending on the specification of enhancements.</p>
	D-7 Northern Gateway – traffic management	Consider traffic management around the Piccadilly Junction	<ul style="list-style-type: none"> ▪ Potential to improve air quality in the AQMA ▪ Reduce traffic congestion within the town 	<ul style="list-style-type: none"> ▪ CPP1 ▪ CPP3 	<p>Funding Secured: None to date</p> <p>Total Costs: To be determined</p>

Strategic Objective	Project	Description	Expected/Indicative outputs	Objectives of Regeneration Strategy met	Funding secured and <u>potential</u> costs
	D-8 Southern Gateway – former station building	Improvements to appearance of the former station building	<ul style="list-style-type: none"> Improve the visual amenity of the area 	<ul style="list-style-type: none"> CPP3 	<p>Funding Secured: None to date</p> <p>Total Costs: To be determined – Potential CIG opportunity (£15K max grant)</p>
	D-9 Southern Gateway – landscaping	Increase soft landscaping in an area dominated by paving and railings	<ul style="list-style-type: none"> Improve the visual amenity of the area 	<ul style="list-style-type: none"> CPP3 	<p>Funding Secured: None to date</p> <p>Total Costs: To be determined</p>
	D-10 Southern Gateway – Units 89-97 Cardiff Road	<p>Refurbish units to improve coherence at this key gateway</p> <p>Long-term redevelopment opportunity</p>	<ul style="list-style-type: none"> Improve the visual amenity of the area in the short term Redevelopment of approx. 0.257Ha of land Creation of approx. 65 jobs in retail, hospitality sector in the longer term Creation of approx. 100 jobs in office based industries in the longer term Increased footfall on Cardiff Road Strengthen mix of uses in the town centre 	<ul style="list-style-type: none"> SB1 CPP3 SQL7 SP4 	<p>Funding Secured: None to date</p> <p>Total Costs: To be determined but could be in the region of £105K for short term vision and £3M+ for longer term vision.</p> <p>Multiple landowners – may require CPO of land or buildings to maximise the site area.</p>
	D-11 Southern Gateway – traffic management	Consider traffic management around the Bartlett Street/Cardiff	<ul style="list-style-type: none"> Potential to improve air quality in the AQMA Reduce traffic congestion within the town 	<ul style="list-style-type: none"> CPP1 	<p>Funding Secured: None to date</p> <p>Total Costs: To be determined</p>

Strategic Objective	Project	Description	Expected/Indicative outputs	Objectives of Regeneration Strategy met	Funding secured and <u>potential</u> costs
		Road			
	D-12 Southern Gateway – police station and magistrates court	Redevelopment of the former police station and magistrates court sites for housing	<ul style="list-style-type: none"> ▪ Development of between 50 and 70 units across the two sites - the police station is proposed for older person housing, which will diversify the housing stock ▪ Generation of CIL revenue ▪ Employment opportunities in the construction industry and local supply chain benefits 	<ul style="list-style-type: none"> ▪ SB1 ▪ SB2 ▪ SQL5 ▪ SP4 	<p>Funding Secured : None to Date</p> <p>It is envisaged that the police station will be brought forward by the private sector.</p> <p>It is anticipated that the magistrates' court will be developed by an RSL.</p>
	D-13 Eastern Gateway - Land between Bedwas Road and Lansbury Park	Enhancement of open space in collaboration with the community as part of the implementation of the Lansbury Park Deep Place Plan	<ul style="list-style-type: none"> ▪ Delivery of the Lansbury Park Deep Placed Plan. 	<ul style="list-style-type: none"> ▪ SB1 ▪ SQL2 ▪ SP8 	<p>Funding secured: None to date</p> <p>Total Costs: To be determined</p> <p>To be delivered by the Coalition for Change Board</p>
<i>E - Create the conditions for the area to become a thriving Metro Hub</i>	E-1 Caerphilly Transport Interchange and Investment Hub	Redevelopment of the transport interchange to create a Metro Hub, supported by mixed use development as an 'investment hub'	<ul style="list-style-type: none"> ▪ Creation of a thriving Metro Hub ▪ Land re-developed - approx. 2.2Ha in total (inclusive of the proposed Investment Hub area); ▪ New landmark public transport interchange; ▪ Improved transport network; ▪ Opportunities for commercial 	<ul style="list-style-type: none"> ▪ SB1 ▪ SB2 ▪ SQL3 ▪ SQL7 	<p>Funding Secured : None to Date</p> <p><u>Interchange:</u> £13m - £15m - Modern landmark Transport Interchange</p> <p><u>Investment Hub:</u> £5m-10m to purchase, demolish building stock and introduce</p>

Strategic Objective	Project	Description	Expected/Indicative outputs	Objectives of Regeneration Strategy met	Funding secured and <u>potential</u> costs
			<p>development within station building;</p> <ul style="list-style-type: none"> ▪ Increase in more sustainable travel and use of train & bus services; ▪ Better pedestrian/cycling links and facilities. ▪ Land re-developed - approx. 2.2Ha in total (inclusive of the Transport Interchange area); ▪ Up to 10no. redundant or underutilised buildings either demolished and rebuilt or brought back into beneficial use; ▪ Approx. 10% increase in footfall in the town centre (around 2500–3000 additional visitors a week); ▪ Job creation - Approx. 145 no. jobs in commercial/retail/tourism and the business sectors; ▪ Support continued business growth. 		<p>infrastructure and new development.</p> <p>Compulsory Purchase Orders required to create investment hub around station - £4m (based on 20 properties at circa £200k)</p>
	E-2 Expansion of Caerphilly Business Park & Welsh ICE Expansion	Development of 2.2 Ha of brownfield land on the west of Caerphilly Business Park, Redevelopment of units	<ul style="list-style-type: none"> ▪ Development of 2.2 ha of prime vacant employment land; ▪ Development of new iconic 2/3 storey Office Building; ▪ Create approx. 1956 sq.m of new office space; 	<ul style="list-style-type: none"> ▪ SB2 ▪ SB3 ▪ SB4 ▪ SB5 ▪ SQL3 ▪ SP5 	<p>Funding secured: None to date.</p> <ul style="list-style-type: none"> ▪ Commitment from ICE ▪ Commitment from private land owners for expansion plans ▪ CCBC land earmarked for

Strategic Objective	Project	Description	Expected/Indicative outputs	Objectives of Regeneration Strategy met	Funding secured and <u>potential</u> costs
		elsewhere on the Business Park that are not fit for purpose.	<ul style="list-style-type: none"> ▪ A conservative provision of 30 no. new flexible starter units; ▪ Job Creation - Estimated 75 full/part time jobs; (based on an average 2.5 FTE persons per unit); ▪ Associated supply chain jobs within locality; ▪ Help develop the Welsh ICE model of business growth; ▪ Support the creation, and improve survival of start-up businesses through ICE support (creating high aspiration jobs for the region); ▪ Creation of 250 new start-ups per year (aiming to reach 1,250 in 5 years) county borough wide through ICE support; ▪ 40-60 Construction related jobs; ▪ Approx. 6-8 No. training opportunities (based on 1 trainee per £1m spend). ▪ Support the regional priorities for skills development 		<p>development.</p> <p>Total Costs: To be determined but could be in the region of £6-£8m+</p> <p><i>Est Costs associated with contamination & drainage - £500K</i></p> <p><i>Est Costs associated with highway infrastructure - £1.5m</i></p>
	E-3 Ness Tar and Pesci's Scrap Yard	Redevelopment of two contaminated sites in a prime location at the	<ul style="list-style-type: none"> ▪ Remediation of approx. 10Ha of contaminated land (removing any potential threat for future generations); 	<ul style="list-style-type: none"> ▪ SB2 ▪ SB3 ▪ SB4 ▪ SB5 	<p>Funding Secured: None to date</p> <p>Total Costs: To be determined – Could be in the region of £25m-£30m</p>

Strategic Objective	Project	Description	Expected/Indicative outputs	Objectives of Regeneration Strategy met	Funding secured and <u>potential</u> costs
		edge of the town centre for mixed development - residential, B1 offices, live/work units and leisure (potential leisure centre. Land safeguarded for a bypass as part of the development.	<ul style="list-style-type: none"> ▪ De-risk the strategic site at Ness tar and Plymouth Estates for the private sector; ▪ Strengthen the town centre retail /service offer; ▪ Preserve and enhance the historic environment (Grade II Listed Brick Stack); ▪ 3 Hectares of employment land released (close to the town centre and transport hub); ▪ Creation of approx. 124 new light industrial units; ▪ Job Creation - accommodate in the region of 120-240 full time jobs within the employment land; ▪ New Leisure provision in the heart of town at an easily accessible location; ▪ Provision of 200 homes (including affordable housing); ▪ Approx. 220 indirect/induced jobs from residential development; ▪ Approx. 20 new permanent operational jobs created through residential expenditure; ▪ Approx. £41m net effect on economy from residential development. 	<ul style="list-style-type: none"> ▪ SQL3 ▪ SQL5 ▪ SP5 	<p>To include for remediation, infrastructure, new development and overcoming access issues</p> <p><i>Est Costs of remediation and provision of infrastructure circa £6m</i></p> <p>Potentially up to £13m for new Leisure Centre (CCBC)</p>

Strategic Objective	Project	Description	Expected/Indicative outputs	Objectives of Regeneration Strategy met	Funding secured and <u>potential</u> costs
F- Improve connectivity within the Caerphilly Basin and to other areas	LDP Improvement schemes (identified in TR6 of the LDP)	Improvements to the strategic highway network at <ul style="list-style-type: none"> - Tafwys Walk - Pwllpant Roundabout (scheme is currently being implemented) - Bedwas Bridge Roundabout - Piccadilly Gyratory - Penrhos to Pwllpant - Pwllpant to Bedwas Further details of the proposals are set out within Appendix 15 of the LDP	<ul style="list-style-type: none"> ▪ Improve air quality in the AQMA ▪ Improvement to existing highway infrastructure ▪ Alleviate traffic congestion ▪ Reducing delays for business ▪ Employment opportunities in the construction industry and local supply chain benefits 	<ul style="list-style-type: none"> ▪ CPP1 	Funding secured for Pwllpant Scheme (circa £6 million) but no other improvements to date Total Cost for other schemes: To be determined. Detailed designs required
	F-1 Llanbradach Park and Ride	Creation of a new park and ride at Llanbradach, linked to a	<ul style="list-style-type: none"> ▪ Approx. 7.2Ha of 'brownfield' land developed ▪ Development of new transport infrastructure (rail halt) to help 	<ul style="list-style-type: none"> ▪ SB2 ▪ SB4 ▪ CPP3 ▪ CPP4 	Funding secured: none to date Total Cost: To be determined

Strategic Objective	Project	Description	Expected/Indicative outputs	Objectives of Regeneration Strategy met	Funding secured and <u>potential</u> costs
		relocated station. Development of supporting employment uses as part of a new hub	stimulate investment <ul style="list-style-type: none"> ▪ Provision of approx. 500-1,000 Park and Ride Spaces ▪ Alleviates traffic congestion within the locality and towards Cardiff ▪ Improved connectivity across the locality & wider region ▪ Of the 7.2 Ha – approx. 2.9 Ha of undeveloped brownfield land brought back into employment use ▪ Job creation – Up to 120-200 jobs created ▪ Create approx. 8,700 sq.m of new employment space 		<i>(Potentially £6M+ for development of employment/starter units)</i> Feasibility and studies detailing costings required.
	F-2 Newport-Machen Rail Line	Reinstatement of the former Caerphilly to Newport rail line for passenger transport	<ul style="list-style-type: none"> ▪ Create better links between Caerphilly and Newport; ▪ Stimulate investment along route; ▪ Increase attractiveness of Caerphilly for inward investment; ▪ Alleviate road congestion in Caerphilly 	<ul style="list-style-type: none"> ▪ CPP2 ▪ CPP4 	Funding secured: None to date Total Cost: To be determined - Feasibility and studies detailing costings required. Acquisition of required land once mode and design have been determined.

Strategic Objective	Project	Description	Expected/Indicative outputs	Objectives of Regeneration Strategy met	Funding secured and <u>potential</u> costs
	F-3 Caerphilly South East Bypass (Highways Corridor Safeguarding included under Policy TR9 of LDP)	Long-term aspiration to develop a South East bypass to complete the ring road around Caerphilly town	<ul style="list-style-type: none"> ▪ Improve air quality in the AQMA ▪ Creation of approx. 0.5 miles of new highway infrastructure ▪ Alleviate traffic congestion ▪ Will improve access to key sites in the investment hub ▪ Employment opportunities in the construction industry and local supply chain benefits 	<ul style="list-style-type: none"> ▪ CPP1 	<p>Funding Secured: None to date</p> <p>Total Costs: The cost will be dependent on the preferred route – but could be in the region of £25M - £30M.</p>
	F-4 Cycle Parking Facilities	Provision of cycle facilities at all transport hubs (Caerphilly, Aber, Energlyn and Churchill and Llanbradach stations) together with key employment and retail destinations	<ul style="list-style-type: none"> ▪ Increase usage of sustainable forms of transport ▪ Alleviate congestion 	<ul style="list-style-type: none"> ▪ CPP2 	<p>Funding Secured: None to date</p> <p>Total Costs: To be determined – anticipated to form part of other contracted works.</p>
	F-5 Cycle Hire Scheme	Provision of a cycle hire scheme with hire points at key designations.	<ul style="list-style-type: none"> ▪ Increase usage of sustainable forms of transport ▪ Alleviate congestion 	<ul style="list-style-type: none"> ▪ CPP2 	<p>Funding Secured: None to date</p> <p>Total Costs: To be determined</p>

Strategic Objective	Project	Description	Expected/Indicative outputs	Objectives of Regeneration Strategy met	Funding secured and <u>potential</u> costs
G - Provide the conditions to strengthen employment opportunities -	G-1 Ty Cenydd (former UWHA building)	Utilise the Ty Cenydd office building for B1 office use	<ul style="list-style-type: none"> ▪ Re-develop/re-use approx. 0.07Ha of prime land ▪ Utilise 913 m2 of office space ▪ Creation of approx. 65 FTE jobs ▪ Maximise usage of a key building in a prominent location 	<ul style="list-style-type: none"> ▪ SB2 ▪ SB4 	Funding Secured: None to date It is envisaged that the site will be delivered by the private sector - Potential 'Rateable Value' of £90,275 from April 2017. Rates Payable for 2017 could be £43,874 per annum (£4.46 per sq ft per annum).
	G-2 Land adjoining Llanbradach Park and Ride	See F-1	See F-1	<ul style="list-style-type: none"> ▪ See F-1 	See F-1
	G-3 Trecenydd Business Park	Development of 2.2 Ha for employment at Trecenydd Business Park and redevelopment of existing quality units to maximise the potential of this key employment site is close proximity to Aber Station.	<ul style="list-style-type: none"> ▪ 2.23 Hectares of employment land released at Trecenydd Business Park; ▪ Creation of approx. 91 new light industrial units; ▪ Job Creation - accommodate in the region of 90-180 full time jobs within the employment land; ▪ Develop residential /employment uses at Energlyn. ▪ Employment opportunities in the construction industry and local supply 	<ul style="list-style-type: none"> ▪ SB1 ▪ SB2 ▪ SB3 ▪ SB4 ▪ SP5 	Funding Secured: None to date Total Costs: To be determined – could be in the region of £9M for starter units.

Strategic Objective	Project	Description	Expected/Indicative outputs	Objectives of Regeneration Strategy met	Funding secured and <u>potential</u> costs
			<ul style="list-style-type: none"> ▪ chain benefits ▪ Support the regional priorities for skills development 		
<i>H - Support the development of housing, including affordable housing, on previously developed land and in sustainable locations within settlements</i>	H1 Key Development Opportunities within Existing Settlements – Windsor Colliery, Abertridwr	Delivery of housing in an area where there is a need to diversify the housing supply and address the need for market and affordable housing	<ul style="list-style-type: none"> ▪ Development of between 200 and 250 market and affordable dwellings ▪ Approx. 275 indirect/induced jobs from residential development; ▪ Approx. 25 new permanent operational jobs created through residential expenditure; ▪ Approx. £52m net effect on economy from residential development. ▪ Employment opportunities in the construction industry and local supply chain benefits 	<ul style="list-style-type: none"> ▪ SB1 ▪ SB2 ▪ SQL5 ▪ SP4 	Funding Secured: None to date Potential to be developed as part of an innovative leasing model through partnership between the LA and RSLs. May require funding to bridge viability gap as the site is in a low viability area
	H2 Key Development Opportunities within Existing Settlements – Waterloo Works, Waterloo	Delivery of housing in an area where there is a need to diversify the housing supply and address the need for market and affordable housing.	<ul style="list-style-type: none"> ▪ Redevelopment of a 16.6ha brownfield site; ▪ Provision of 545 homes including affordable housing, public open space; ▪ Approx. 600 indirect/induced jobs from residential development; ▪ Approx. 55 new permanent operational jobs created through 	<ul style="list-style-type: none"> ▪ SB1 ▪ SB2 ▪ SQL5 ▪ SP2 ▪ SP4 	Funding Secured: None to date Extensive remediation costs to date. It is envisaged that the site will be delivered by the private sector but there may be a viability gap should remediation costs be exceeded further. Full Planning Application submitted

Strategic Objective	Project	Description	Expected/Indicative outputs	Objectives of Regeneration Strategy met	Funding secured and <u>potential</u> costs
			residential expenditure; <ul style="list-style-type: none"> ▪ Approx. £112m net effect on economy from residential development; ▪ Provision of new community facilities. ▪ Generation of CIL revenue and s106 contribution ▪ Employment opportunities in the construction industry and local supply chain benefits 		(P/06/0037) – subject to Sec 106 Agreement. Ongoing dialogue with the owners of Ness Tar, Bedwas Colliery and Waterloo concerning the redevelopment of these important brownfield sites.
	H3 Key Development Opportunities within Existing Settlements – Catnic, Caerphilly	Delivery of housing in an area where there is a need to diversify the housing supply and address the need for market and affordable housing	<ul style="list-style-type: none"> ▪ Redevelopment of approx. 5 Ha of land ▪ Development of 175 dwellings ▪ Approx. 193 indirect/induced jobs from residential development; ▪ Approx. 18 new permanent operational jobs created through residential expenditure; ▪ Approx. £36m net effect on economy from residential development. ▪ Generation of CIL revenue ▪ The sale of the site is facilitating the relocating and expansion of an existing businesses, generating additional jobs overall 	<ul style="list-style-type: none"> ▪ SB1 ▪ SB2 ▪ SQL5 ▪ SP4 	Funding Secured: None to date It is envisaged that the site will be delivered by the private sector. Outline Planning Application submitted (Ref: 16/0208/OUT)

Strategic Objective	Project	Description	Expected/Indicative outputs	Objectives of Regeneration Strategy met	Funding secured and <u>potential</u> costs
			<ul style="list-style-type: none"> ▪ Employment opportunities in the construction industry and local supply chain benefits 		
	H4 Key Development Opportunities within Existing Settlements – Bedwas Colliery, Bedwas	<ul style="list-style-type: none"> ▪ Delivery of housing in an area where there is a need to diversify the housing supply and address the need for market and affordable housing. Provision for new community facilities, Potential for B1 offices 	<ul style="list-style-type: none"> ▪ Remediation of a prominent brownfield site and colliery tips, removing any potential threat for future generations; ▪ 3 Hectares of employment land released in close proximity to Graig y Rhacca; ▪ Creation of approx. 124 new light industrial units; ▪ Job Creation - accommodate in the region of 120-240 full time jobs within the employment land; ▪ Provision of much needed leisure provision to serve Caerphilly Basin; ▪ De-risk the site for the private sector; ▪ Provision of 500 homes (including affordable housing) in a sustainable location in an area of acute housing need; ▪ Approx. 550 indirect/induced jobs from residential development; ▪ Approx. 50 new permanent 	<ul style="list-style-type: none"> ▪ SB1 ▪ SB2 ▪ SB4 ▪ SQL5 ▪ SP2 ▪ SP4 	<p>Funding Secured: None to date</p> <p>£30-£32million - to include for remediation, infrastructure, new development and overcoming access issues</p> <p>There is a significant viability gap. Feasibility / Concept - Ongoing dialogue with the owners of Ness Tar, Bedwas Colliery and Waterloo concerning the redevelopment of these important brownfield sites.</p>

Strategic Objective	Project	Description	Expected/Indicative outputs	Objectives of Regeneration Strategy met	Funding secured and <u>potential</u> costs
			operational jobs created through residential expenditure; <ul style="list-style-type: none"> ▪ Approx. £103m net effect on economy from residential development. 		
	H5 Key Development Opportunities within Existing Settlements – Ness Tar, Caerphilly	See E-3	<ul style="list-style-type: none"> ▪ See E-3 	See E-3	See E-3
I - Provide a suitable level of community leisure and education facilities to support the potential level of population and housing growth in the Caerphilly Basin	I1 Caerphilly Leisure Centre		<ul style="list-style-type: none"> ▪ Provide new modern leisure facilities ▪ Improve health of population ▪ Safeguarded jobs 	<ul style="list-style-type: none"> ▪ SQL2 ▪ SP4 ▪ SP8 	Funding Secured: None to date The refurbishment costs for the leisure centre are estimated to be £8-9 million. A new build leisure centre would be in the region of £14-£15 million.

Strategic Objective	Project	Description	Expected/Indicative outputs	Objectives of Regeneration Strategy met	Funding secured and <u>potential</u> costs
J - Ensure that accessibility for all is embedded in all improvement schemes		This is an cross-cutting objective that should be considered as an integral part of all projects		<ul style="list-style-type: none"> ▪ SQL3 	
K - Ensure that all of Caerphilly's communities are able to engage and benefit from the Masterplan	K1 - Lansbury Park Deep Place Plan	Development and implementation of a place-based theory of change outlined in the Lansbury Park Deep Place Plan (2017).	<ul style="list-style-type: none"> ▪ The Lansbury Park Deep Place Plan is a multi-faceted programme for sustainable place-making in the community. As such there are multiple outputs that relate to the social, economic and environmental foundations of the community. 	<ul style="list-style-type: none"> ▪ SB1 ▪ SB6 ▪ SQL3 ▪ SQL6 ▪ SP1-SP11 	<p>Funding Secured: None to date</p> <p>Total Costs: To be determined</p>

Appendix 1 – Regeneration Strategy Objectives

Supporting Businesses

- SB1 Building a more resilient & diversified Economy
- SB2 Supporting Economic Growth and Innovation
- SB3 Creating an environment that nurtures businesses
- SB4 Key Sites and Infrastructure for Employment Opportunities
- SB5 Boost Business Support & Enterprise
- SB6 Improve the links between businesses, schools and education & training providers

Supporting Quality of Life

- SQL1: Manage the natural heritage and its resources appropriately for future generations, whilst accommodating much needed sustainable development, protecting wildlife and encouraging the use of green spaces to promote wellbeing
- SQL2: Improve access to culture, leisure and the arts
- SQL3: Active Place Making
- SQL4: There is a need to increase tourism in Caerphilly, focusing on the historic and natural heritage of the area and the opportunities that this presents.
- SQL 5: Improve the delivery of new housing and diversify housing across all tenures.
- SQL6: Improve the quality of the existing housing stock through targeted intervention; particularly in terms of Council owned housing stock.
- SQL 7: Refocus town centres to serve the needs of residents and businesses.

Connecting People and Places

- CPP1: Promote and identify major highway projects that would significantly improve connectivity and accessibility
- CPP2: Promote Public Transport Integration and Connectivity.
- CPP3: Promote place-making development around key transport hubs and nodes
- CPP4: Actively promote rail improvements and the reinstatement of new links
- CPP5: Seek to reduce the level of out commuting
- CPP6: Promote digital connectivity

Supporting People

- SP1 Increase Employability
- SP2 Raise Educational Attainment
- SP3: Reduce worklessness
- SP4: Improve Resilience and Support the development of the foundational Economy
- SP5: Develop skills in key growth areas.
- SP6: Targeted Intervention of key groups
- SP7: Ensure a clear co-ordinated 'package of services' is available in order to reconnect people to employment
- SP8: Support Interventions to improve health
- SP9: Reduce inequality by reducing the number of lower super output areas within the top 10% deprived within Wales.
- SP10 Ensure that Cultivational Procurement is a key consideration in the procurement of goods and services
- SP11 Tackle in-work poverty

Appendix 2 Well-being of Future Generations

The Strategy has had regard for the seven well-being goals set out within the Well-being of Future Generations (Wales) Act 2015.

Goal	How it will be achieved by the Masterplan
A prosperous Wales	A number of the projects identified will increase employment across a range of sectors. The expansion of the retail and employment offer in the town will reduce the need to travel outside of the County Borough, reducing the carbon footprint.
A resilient Wales	The strategy in the Masterplan seeks to promote the redevelopment of brownfield sites to reduce the impact of development on the natural environment. It also promotes the use of more sustainable modes of transport.
A healthier Wales	There are projects included within the Masterplan that promote active travel and improve connectivity between key open spaces. The masterplan also recognises the need to improve leisure centre provision within the town. Improvements to the physical environment of the town will benefit both physical and mental well-being.
A more equal Wales	The projects identified will increase employment opportunities in all sectors, including the foundational economy. The Masterplan also recognises the challenges experienced in the more deprived communities (e.g. Lansbury Park) and Section 7 identifies how the projects link to the objectives of the Regeneration Strategy, where equality is an integral part.
A Wales of cohesive communities	There are a number of proposals that will improve connectivity between areas. Furthermore, the physical regeneration of a number of key sites for a mix of uses, together with environmental improvements, will make Caerphilly a more attractive, viable and safe area.
A Wales of vibrant culture and thriving Welsh language	Maximising the presence of Caerphilly Castle is a key element of the Masterplan and proposals to enhance the tourism offer associated with this key heritage attraction will be supported. The Masterplan will be available bilingually.
A globally responsive Wales	The schemes proposed will all contribute towards improving the economic, social, environmental and cultural well-being of those living, working or visiting Caerphilly.

The development of the Masterplan has also been informed by the five ways of working

Involvement -The Masterplan has been developed through engagement workshops with a number of key stakeholders, including the Town Centre Management Group, key landowners and interested parties, local authority ward members representing Caerphilly Basin, community councillors and key representatives. A full public consultation will also be carried out to obtain the views of wider stakeholders.

Collaborate – The development of the Masterplan has drawn upon the expertise from key representatives from across local authority departments, including Planning, Regeneration, Housing, Engineering, Education, Leisure, Property and Countryside. The delivery of the projects identified within the Masterplan will involve collaboration between the public, private and third sectors.

Long term – The objectives identified, and the projects that will deliver these objectives, are part of a longer-term vision of enhancing Caerphilly's role as a thriving, vibrant town.

The Masterplan recognising the need for development in order to support economic growth, but recognises that this development should be in sustainable locations.

Integration – The projects identified in the Masterplan will help deliver a number of the Objectives identified within the Council's Regeneration Strategy 'A Foundation for Success' (as set out in Section 7 of this report). They will also deliver against the Council's own Well-being Objectives for 2017/18 by identifying projects that will lead to job creation and training opportunities, which will help address poverty. The projects promote more active and healthy lifestyles and reduced the carbon footprint through improved active travel routes and facilities locally

Prevention – The Masterplan recognises that there are a number of challenges within Caerphilly town that need to be addressed in order to achieve the Vision. The projects identified will respond to these key concerns in order to ensure that they do not get worse. The projects identified will increase the tourism offer and therefore visitor spend, diversify the mix of uses with the town centre and reduce the leakage of retail expenditure to other areas, create job opportunities, improve air quality enhance connectivity, and improve the quality of life for those living, working and visiting Caerphilly.