



FULL COUNCIL REPORT

Date Written	20 th October 2020 **
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Service Area	Community Regeneration
Exempt/Non Exempt	Non Exempt
Committee Date	4 th November 2020

To: Mayor, Ladies and Gentlemen

The Cyfarthfa Plan 2020 - 2040

1.0 SUMMARY OF THE REPORT

- 1.1 On the 17th July 2019, Cabinet approved the appointment of world-renowned architects Ian Ritchie Architects to create the masterplan to help turn Merthyr Tydfil's Cyfarthfa heritage area into an industrial heritage experience of international significance.
- 1.2 The project commission required that the masterplan will identify and define the brief for a number of large and smaller projects to be implemented over the next 1 to 20 years.
- 1.3 The Cyfarthfa Plan is a 20 year strategic document that will reveal the global importance of Merthyr Tydfil's industrial past and work in harmony with its natural environment to transform the Cyfarthfa Heritage area.
- 1.4 The Plan is the result of extensive consultation and involvement with the public and key stakeholders in Merthyr Tydfil held over a 5 month period. This led to the creation of three strategic themes which have translated into more than 70 different projects.
- 1.5 A 100ha park, formed around the confluence of the Taff and Taf Fechan rivers, will expand on the existing 65 hectares to create a 'Greater Cyfarthfa Park' and encompassing some of the most important heritage assets including Cyfarthfa Castle, Cyfarthfa Ironworks and Furnaces, Pont-Y-Cafnau Bridge and Pandy Farm.
- 1.6 The Plan prioritises projects which are central to its ethos and integrity ('must do'), those that are strongly recommended for the Plan to reach its full potential ('should do') and suggested projects to enhance and optimise the Plan ('could do').

- 1.7 This is a holistic, nuanced plan, designed to deliver transformative change over a 20 year timescale.

2.0 RECOMMENDATIONS that

- 2.1 The Cyfarthfa Plan 2020 – 2040 be approved.
- 2.2 The actions identified in Section 5 of this report be approved.

3.0 INTRODUCTION AND BACKGROUND

- 3.1 On 21st October 2017 at Cyfarthfa Castle, Merthyr Tydfil County Borough Council (MTCBC), the Design Commission for Wales (DCFW) and the Welsh School of Architecture at Cardiff University convened a multidisciplinary team to scope the possibilities within the town and surrounding landscape in a bold visioning exercise that sought ways of making of Merthyr's heritage assets something greater than the sum of its parts, underlining its true international significance.
- 3.2 The charrette – an intense day of ideas generation – considered how Cyfarthfa Castle, its extended landscape and built heritage might become an international quality visitor destination and experience, better promoting its already palpable sense of place. It considered new ways in which these central assets could be connected to other assets throughout the town and beyond to catalyse regeneration and tourism, maximise impact and return real public benefit.
- 3.3 The findings of the report highlighted four strategically integrated strands:
 - a) A cathedral for our industrial heritage
 - b) Weaving a connected landscape
 - c) Beyond Cyfarthfa – Beyond Merthyr
 - d) A year-round framework for events
- 3.4 The charrette report recommended the pursuit of these strands and outlines the necessary resources, timescales and mechanisms required for them to realise their full potential.
- 3.5 On 6th June 2018, the Regeneration Team along with advisors and the Chief Executive of the DCFW presented a report to Full Council on the charrette findings and the following recommendations were approved:
 - To establish a small working group to progress the 'Crucible' concept and projects.
 - To establish a task and finish group to undertake discussions as part of an internal design charrette.
 - To establish an interim working group to explore the establishment of an appropriate development vehicle to take the programme forward.

- To identify a potential location for a new development vehicle to be based
- To undertake community consultation and identify engagement with key stakeholders.
- To review existing HLF applications for Cyfarthfa. - To explore the establishment of links with major London based Charities and Trusts

- 3.6 Following approval of these recommendations a working group was established between MTCBC and DCFW the 'Crucible Working Group' The first aim of the group was to appoint a high performing, creative team to develop a 'framework' upon which the development of the Cyfarthfa Heritage Area will be based. This will become the Cyfarthfa Heritage Area Masterplan resulting from the Crucible Report.
- 3.7 On the 17th July 2019, Cabinet approved the appointment of world-renowned architects Ian Ritchie Architects to create the masterplan to help turn Merthyr Tydfil's Cyfarthfa heritage area into an industrial heritage centre of international significance.
- 3.8 The award was for a 12 month period to develop the Plan. The issued brief required that the masterplan will identify and define the brief for a number of large and smaller projects to be implemented over the next one to 20 years. The outcome will play an important role in setting a standard for design excellence in future development. It will capture the imagination to attract investment and visitor numbers and maintain local support.

4.0 THE CYFARTHFA PLAN

- 4.1 The Cyfarthfa Plan is a 20 year strategic plan that will reveal the global importance of Merthyr Tydfil's industrial past and work in harmony with its nature to transform the Cyfarthfa area. The project will grow in parallel with the lives of the town's youngest generation as they grow into adults.
- 4.2 The Plan is the result of extensive consultation and involvement with the public and key stakeholders in Merthyr Tydfil held over a 5 month period. This led to the creation of three strategic themes which have translated into more than 70 different projects:
- History and heritage
 - Natural environment
 - Contemporary creativity
- 4.3 A 100ha park, formed around the confluence of the Taff and Taf Fechan rivers, will expand on the existing 65 hectares to create a 'Greater Cyfarthfa Park' and encompassing some of the most important heritage assets including Cyfarthfa Castle, Cyfarthfa Ironworks and Furnaces, Pont-Y-Cafnau Bridge and Pandy Farm.
- 4.4 It is envisaged that Cyfarthfa Caste will be developed into a museum of national and international importance. The landscape will be the backdrop against which all the major assets of the plan will be realised. It is envisaged that the Castle and Park will

be developed incrementally over the next 20 years and punctuated with celebrations of major historic anniversaries.

4.5 The Cyfarthfa Plan has been split into four phases across two decades:

- The first ten years – 2020-2031 will include:

Phase 1: the Castle Projects

Phase 2: the Iron Way Projects

- The next ten years – 2031-2040 will include:

Phase 3: the Creative Arts Projects

Phase 4: Tertiary Education Projects

- The 100ha park weaves throughout all phases of the Plan.

4.6 The Plan prioritises projects which are central to its ethos and integrity ('must do'), those that are strongly recommended for the Plan to reach its full potential ('should do') and suggested projects to enhance and optimise the Plan ('could do').

4.7 Over 70 potential projects have been identified for the Cyfarthfa Plan. The projects presented in the Plan have been selected as they:

- Are central to the ethos of the Plan and aim to have a transformative effect on Merthyr Tydfil.
- Are the result of extensive consultation with the public and key stakeholders in Merthyr Tydfil. The Cyfarthfa Plan is a people-centred plan.
- Reconnect the historic landscape of the Cyfarthfa Ironworks and Cyfarthfa Park
- Provide restored, new or renewed uses for key historic assets.
- Build on the current assets of the Castle's collection and education and outreach programmes, while combining materials from many other collections and utilising best modern display principles and technologies.
- Are adaptable and resilient in as much as they can be implemented as and when resources allow while remaining part of a larger and coherent Plan.

4.8 This is a holistic, nuanced plan, designed to deliver transformative change over a 20 year timescale. Its benefits are real and tangible and ultimately demonstrable. The likely economic impact can be addressed from two perspectives. A more traditional, tourism-led and visitor driven economic impact and through the construction of various capital projects creating jobs and increasing spend.

5.0 NEXT STEPS

5.1 Once 'The Cyfarthfa Plan' has been endorsed by full Council, Merthyr Tydfil CBC in conjunction with Geraint Talfan Davies, will formally launch the Plan. This will include a press launch but also further opportunities to engage a range of stakeholders through a series of events and meetings.

- 5.2 The Cyfarthfa Working Group will continue to meet monthly to discuss next steps in relation to the delivery of the Plan and development of key projects. A series of ‘task and finish groups’ will be established to support key actions. A Memorandum of Understanding will be established between the Council, SPV and Merthyr Tydfil Leisure Trust outlining communication protocols and roles and responsibilities to manage relationships during the development period for the Plan.
- 5.3 The establishment of the SPV will continue and will seek to secure revenue to appoint officers to deliver on the Plan.

6.0 FINANCIAL IMPLICATIONS

- 6.1 There are currently no financial implications on the authority. As projects develop further reports will be presented to committee outlining any future financial implication.

7.0 INTEGRATED IMPACT ASSESSMENT

	Positive Impacts	Negative Impacts	Not Applicable
1. Merthyr Tydfil Well-being Objectives	4 of 4	0 of 4	0 of 4
2. Sustainable Development Principles - How have you considered the five ways of working: <ul style="list-style-type: none"> • Long term • Prevention • Integration • Collaboration • Involvement 	5 of 5	0 of 5	0 of 5
3. Protected Characteristics (including Welsh Language)	2 of 10	0 of 10	8 of 10
4. Biodiversity	1 of 1	0 of 1	0 of 1

Summary:

The main positive impacts are that the projects identified The Cyfarthfa Plan will support Well-

being Objectives and Sustainable Development Principles through targeting economic growth, the protection of key heritage assets and the development of the landscape. The project will have a positive effect on the economy, socially and on heritage.

No negative impacts have been identified.

ALYN OWEN
DEPUTY CHIEF EXECUTIVE

COUNCILLOR GERAINT THOMAS
PORTFOLIO MEMBER FOR
REGENERATION AND PUBLIC
PROTECTION

BACKGROUND PAPERS		
Title of Document(s)	Document(s) Date	Document Location
Does the report contain any issue that may impact the Council's Constitution?		No

Consultation has been undertaken with the Corporate Management Team in respect of each proposal(s) and recommendation(s) set out in this report.