



CABINET REPORT

Date Written	26 th April 2021
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Service Area	Housing and Regeneration
Committee Division	Cabinet
Exempt/Non Exempt	Non-Exempt
Committee Date	19 th May 2021

To: Chair, Ladies and Gentlemen

FUNDING AWARD FOR THE CRUCIBLE PROJECT

1.0 SUMMARY OF THE REPORT

- 1.1 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.
- 1.2 The charrette report recommended the pursuit of the four key strands and outlines the necessary resources, timescales and mechanisms required for them to realise their full potential.
- 1.3 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.
- 1.4 The Cyfarthfa Plan was adopted by Full Council on the 4th November 2020.
- 1.5 In June 2020, £80k was awarded to Merthyr Tydfil CBC towards the delivery of the Crucible Project.
- 1.6 The Purpose of the Funding was to create the necessary foundation of knowledge on which to base the development of a visitor attraction of international quality at Cyfarthfa.

- 1.7 In Winter 2021, The Cyfarthfa Foundation commenced discussions with Welsh Government regarding the opportunity to secure 'Development Funding' to support the Foundation with the development and delivery of The Cyfarthfa Plan.
- 1.8 In March 2021, Welsh Government approved the award of £1.2m 'Development Funding' to The Cyfarthfa Foundation.
- 1.9 The offer letter issued was a variation letter to the original 'award of funding in relation to the Crucible Project' issued in June 2020, therefore the archive element of the project was rolled over into the variation letter allowing any remaining funds to be expended this financial year. The total value of the award letter subsequently became £1.28m.
- 1.10 The offer letter was issued to Merthyr Tydfil CBC as the grant recipient body.

2.0 RECOMMENDATIONS that

- 2.1 The award of receipt of Crucible funding is 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.

3.9 The Cyfarthfa Plan was adopted by Full Council on the 4th November 2020.

4.0 Award of Funding in relation to the Crucible Project 2020

4.1 In June 2020, £80k was awarded to Merthyr Tydfil CBC towards the delivery of the Crucible Project.

4.2 The Purpose of the Funding was to create the necessary foundation of knowledge on which to base the development of a visitor attraction of international quality at Cyfarthfa. The Crucible Working Group (made up of Merthyr Tydfil CBC, Merthyr Tydfil Leisure Trust and The Cyfarthfa Foundation) were to carry out a study of all relevant archives to assess what contribution information and materials held in them could make to the proposed visitor attraction. Sources include Glamorgan Archives, local libraries, Cyfarthfa Museum, National Museum Wales and National Library of Wales.

- 4.3 The funding was available to appoint consultants to review the archives and to deliver additional schemes supporting education and research.
- 4.4 The funding was available until 31st March 2021, but due to Covid-19 restrictions the appointed consultant was unable to travel and could not access the relevant archives which was imperative to the commission. In light of this, discussions were progressed with Welsh Government regarding a possible extension to June 2021.

5.0 Variation Award in relation to the Crucible Project

- 5.1 In Winter 2021, The Cyfarthfa Foundation commenced discussions with Welsh Government regarding the opportunity to secure 'Development Funding' to support the Foundation with the development and delivery of The Cyfarthfa Plan. A Business Case was submitted to Lee Waters MS: Deputy Minister for Economy and Transport and subsequent discussions were held with the Deputy Minister, Welsh Government Officials and the Chair and Vice Chair of The Cyfarthfa Foundation.
- 5.2 In March 2021, Welsh Government approved the award of £1.2m 'Development Funding' to The Cyfarthfa Foundation. The purpose of the award was to establish a team to support development and delivery of The Cyfarthfa Plan, to put the necessary policies, structures and mechanisms in place to oversee any work and to undertake any appropriate studies as required.
- 5.3 The offer letter issued was a variation letter to the original 'award of funding in relation to the Crucible Project' issued in June 2020, therefore the archive element of the project was rolled over into the variation letter allowing any remaining funds to be expended this financial year. The total value of the award letter subsequently became £1.28m.
- 5.4 The offer letter was issued to Merthyr Tydfil CBC as the grant recipient body. An offer letter will be issued to The Cyfarthfa Foundation following approval of the award by Cabinet. Merthyr Tydfil CBC will have responsibility for the allocation to and monitoring of funding undertaken by The Cyfarthfa Foundation.
- 5.5 The funding will be available for a 3 year period.
- 5.6 A condition of the grant is that a 'Board' is established for monitoring the delivery of The Cyfarthfa Plan and Welsh Government Officials will be invited to sit on this Board. The Board will be aligned to the Welsh Government's Valleys Regional Park Programme.

6.0 FINANCIAL IMPLICATION(S)

- 6.1 There are no financial implications on the authority. Robust systems will be established to review spend incurred by The Cyfarthfa Foundation.

7.0 INTEGRATED IMPACT ASSESSMENT

	Positive Impacts	Negative Impacts	Neutral/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. Socio-economic Disadvantage	0 of 6	0 of 6	6 of 6	
5. Consultation and Engagement	Undertaken	Due to be Undertaken	Not Required	
	1 of 1	1 of 1	0 of 1	
6. Data and Evidence to inform the proposal	Yes		No	
	1 of 1		0 of 1	
7. Biodiversity and the resilience of Ecosystems	Maintained	Enhanced	Reduced	Neutral/Not Applicable
	1 of 1	0 of 1	0 of 1	0 of 1
Summary				
The main positive impacts are:	The main positive impacts are that the 'Crucible Project' 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.			
The main negative impacts are:	No negative impacts have been identified.			

ALYN OWEN
DEPUTY CHIEF EXECUTIVE

COUNCILLOR GERAINT THOMAS
CABINET MEMBER FOR
REGENERATION, TRANSFORMATION
AND COMMERCIALISATION

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.