SD87

Existing Context

A brief appraisal of the key issues currently affecting Brynmawr, looking

Environmental improvements throughout the town will help to improve its attractiveness to residents, visitors and businesses alike while creating a distinctive sense of place.

The strategy also focuses upon Traffic Management and [illegible] [illegible] to ensure effective and efficient use of the existing infrastructure and facilities with improvements [illegible] [illegible] and [illegible].

Proposals for improved linkages through the [illegible] [illegible] ensure a direct, convenient and safe pedestrian environment throughout the town and to surrounding communities, in particular to the Lakeside Development area.

[illegible] improved [illegible]

[illegible] improved [illegible]

The strategy also seeks to engender a distinct sense of place, to

comprehensive strategy for regeneration and revitalisation is developed for [illegible] and the surrounding community.

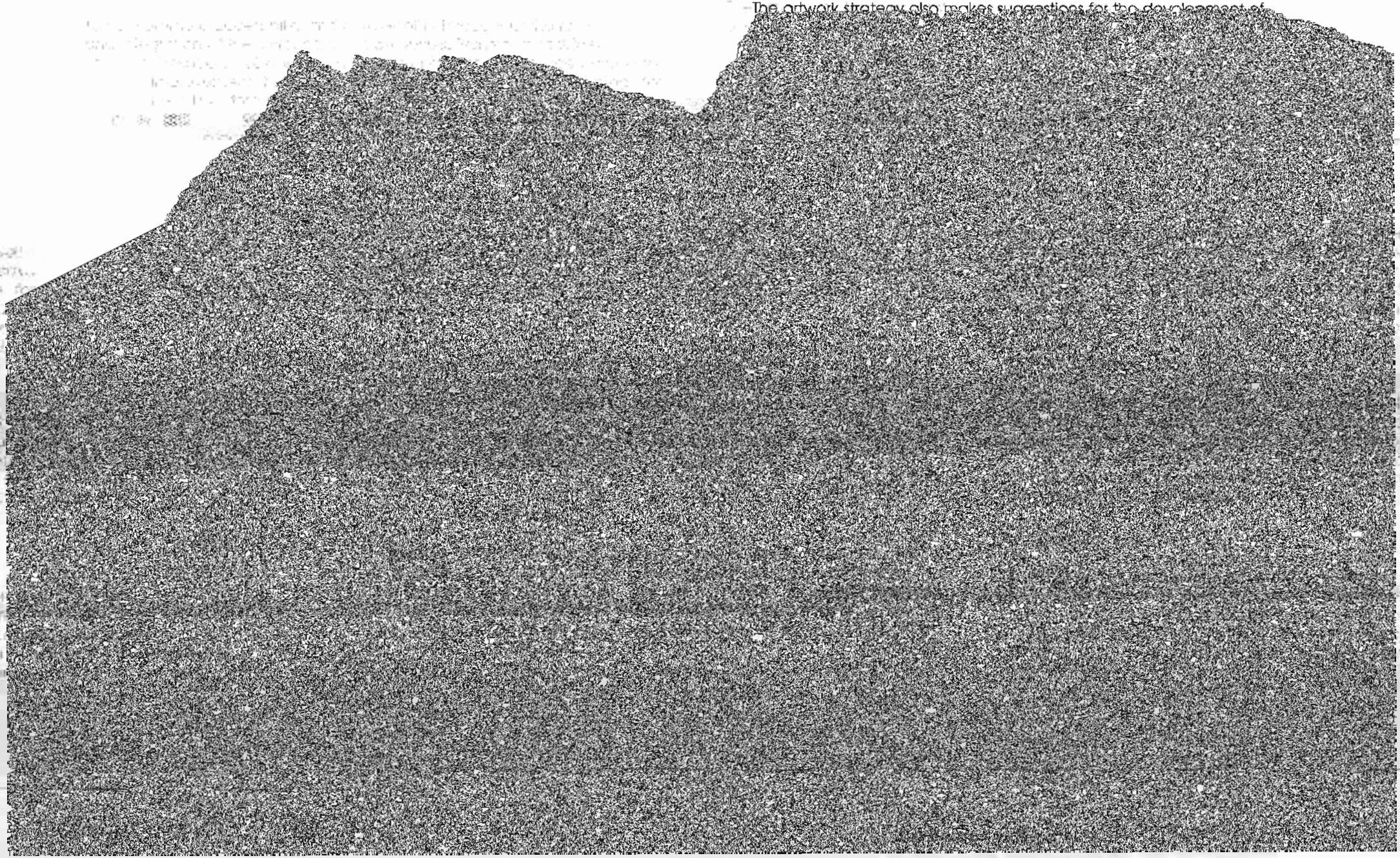
The Proposals

- Environmental Proposals

The environmental improvements include proposals for enhanced gateways to the [illegible] [illegible] [illegible] [illegible] [illegible] [illegible] [illegible] and [illegible] [illegible] [illegible] [illegible] [illegible] [illegible] [illegible] [illegible]

The proposals include ideas for [illegible] and [illegible] [illegible] [illegible] throughout and an enhanc

The artwork strategy also makes suggestions for the development of



1.0 Introduction

1.0 Introduction

[illegible] Background

[illegible]

[illegible] 2006 [illegible]

[illegible]

A number of improvement schemes have subsequently been [illegible]

[illegible]

Review of the [illegible]

[illegible]

[illegible] improvements to the [illegible]

The aims of the Urban Design and Masterplan Strategy have been developed in response not only to the client brief but also in

- **Community Engagement and Partnership**

- [illegible] education and health performance
- [illegible] the [illegible] of [illegible] and [illegible] performance
  [illegible] management [illegible]

[illegible] Development Agency's commitment to model towns in [illegible] has been [illegible] by the Minister, Mohammed [illegible] in 1997. The Town Establishment [illegible] the Model Towns Initiative.

The Model Towns Initiative was [illegible] between [illegible]

the [illegible] Section Package. Guidance will also be revised and the [illegible] will then become the basis for [illegible].

The Market Town Initiative (MTI) was launched in Mid Wales, with support from the European Regional Development Fund. The aim was to provide opportunities [illegible] and projects in [illegible] and south [illegible]. The successful towns which included [illegible] and [illegible] each received £[illegible],000 of revenue funding over three years. The majority of the towns appointed Town Centre Co-ordinators to facilitate the implementation of projects.

A town business plan was developed [illegible] and this introduced a number of projects for cycle paths and [illegible] walks, town [illegible], food festivals, [illegible] and [illegible]. Since then [illegible] new funding [illegible] has been introduced. The Toolkit provides a [illegible] for [illegible]. The toolkit contains [illegible] funding which can be used to build social and partnership capacity, funding for development of business plans and for implementation of capital projects.

3.4 Design Guidelines

To ensure that the Urban Design proposals outlined below are of the highest standards, reference has been made to a number of national best practice guidelines. These include the [illegible] Urban Design Compendium, By Design – Towards Better Practice (DETR) and [illegible] English Partnerships – Making Places.

The principles of good urban design as outlined in these two documents can be summarised as follows:

Character

To promote character in townscape and landscape by responding to and reinforcing locally distinctive patterns of development, landscape and culture.

Quality of the Public Realm

To promote public spaces and routes that are attractive, safe, uncluttered and work effectively for all in society, including disabled and elderly people.

Ease of Movement and Connections

To promote accessibility and local permeability by making places that connect with one another and are easy to move [illegible] people before traffic and integrating land uses and [illegible]

Legibility

To promote legibility through development that provides recognisable [illegible] and landmarks to help people to find their way [illegible]

Adaptability

To promote adaptability through development that [illegible] changing social, technological and economic [illegible]

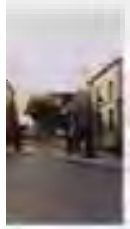
Diversity

To promote diversity and choice through a mix of [illegible] create viable places that respond to local needs.

In order to ensure that the [illegible] principles outlined above are being responded to [illegible] appraisal of the key issues affecting [illegible] This looks at landscape and townscape issues [illegible] and economic and [illegible] issues under [illegible]

appraisal identifies a series of opportunities and constraints which will inform the strategy, and provide themes for the proposals which follow.

There are no signs to inform visitors that they have arrived in Brynmawr, and travellers approaching the Town from the A465(T) are directed via the Relief Road. Although the Relief Road is well screened, this route provides an uninspiring impression of the Town, with little sense of the Town and its uniqueness. The approach from the south is also indistinctive, with poor signage and little sense of arrival. In the future, the quality and character of this approach will be determined in part by the quality and layout of the proposed Lakeside Development. On arrival at the Beaufort/Blaenavon Road Roundabout, immediately to the south of the market square, the visitor is presented with poor quality boundary treatment to the NMC Factory, and bus depot, with poor landscape treatment to the roundabout itself, and inappropriate development on its northern edge. Again the

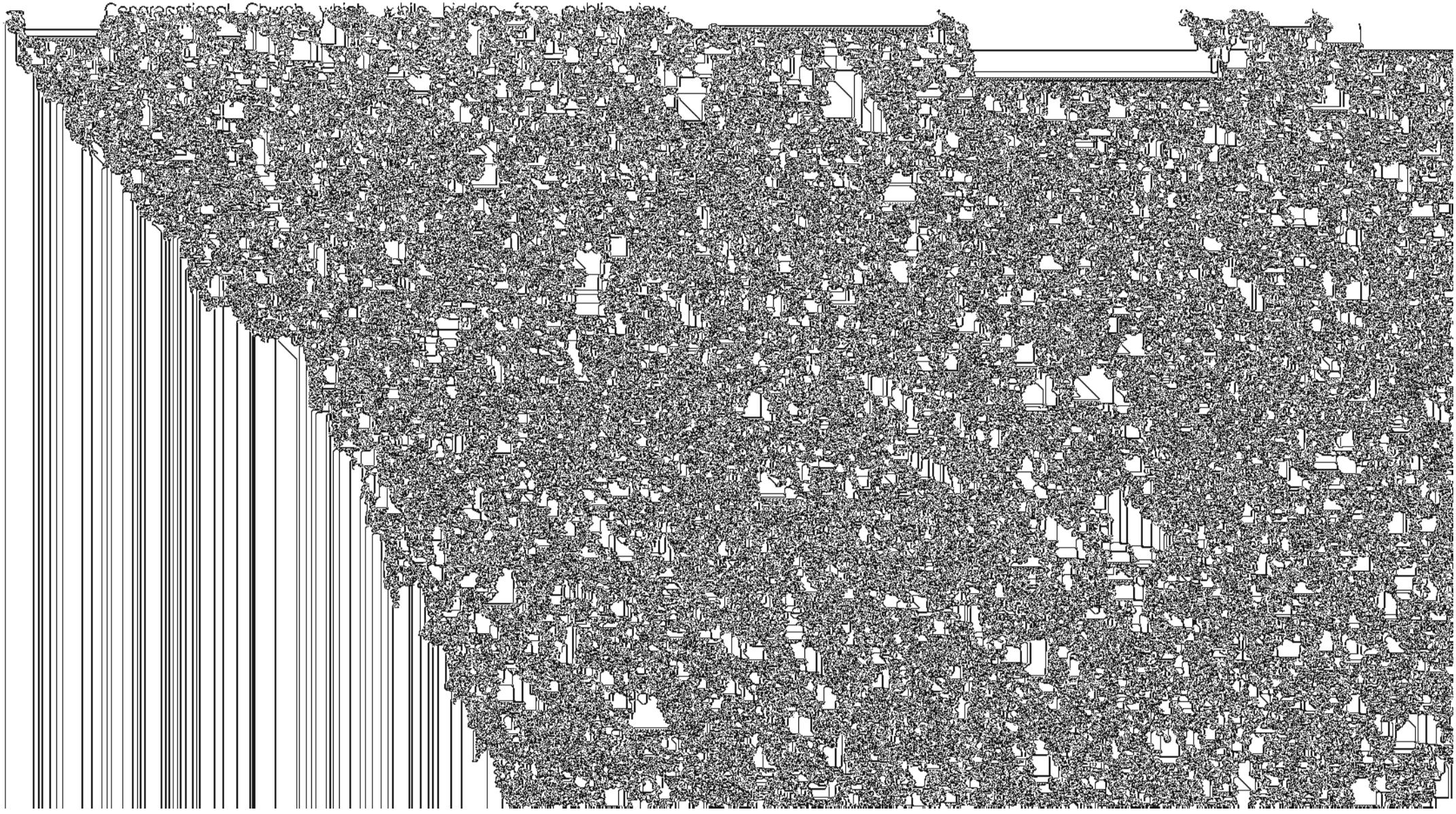


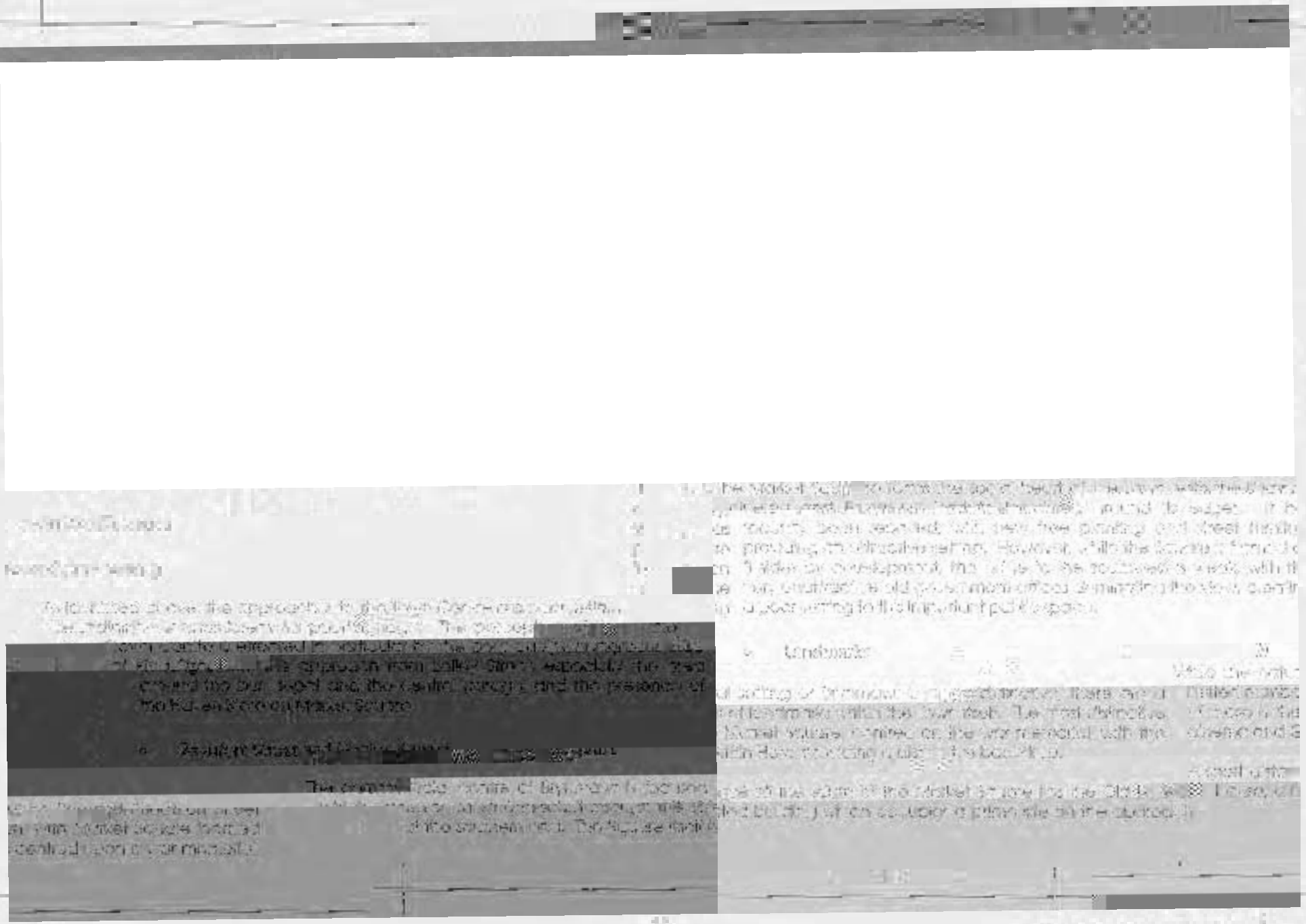
impression of the Town approaching from this direction is generally

between Welfare Park and the Town, and the bus station and car park

Throughout the Town there are a number of isolated, open space areas, and verges. These in general, are of poor quality appearance, having no visual or amenity value.

There is a large area of open space attached to the Rehobeth Congregational Church which, while hidden from public view,





[illegible] occupies a key position [illegible] on the main approach road from the south, the A467. [illegible] Station, which [illegible] direct access to the Town Centre. [illegible] further [illegible] direct movement between the lakeside site and the Town Centre. To the south west the site boundary is formed by [illegible] Road and the embankment of the [illegible] railway line. [illegible] between the development area and the [illegible] to the west, and the [illegible] to the north.

[illegible]

[illegible] lies immediately to the south of [illegible]

An additional [illegible] to the [illegible] of the A467 and [illegible]

5.1.3 [illegible]

[illegible] development area. The [illegible] housing, while the [illegible] are currently [illegible]. The residential area [illegible] development stage.

[illegible] predominantly [illegible] between the site and [illegible] the [illegible] in the long term, the [illegible] short term, while the

The [illegible] site is roughly divided into three [illegible] to the east, and [illegible]

The Lakeside Masterplan identifies a series of [illegible] the site. These appear to have been [illegible] rather than [illegible] In addition the [illegible] appear to have been [illegible] could create opportunities for [illegible] site and the [illegible]

3.3 Existing Traffic Management Issues

3.3.1 Car Parking

There are a number of public car parks which serve the town, all of which are free, and which are supplemented by on-street parking on the main streets. These car parks include [illegible], which is in a good position, but poorly signed, and badly screened. [illegible] Street and [illegible] Street, which [illegible] again poorly laid out [illegible]. [illegible] Square car park, which has been recently improved, with new surfacing, tree planting and street furniture and the bus station car park [illegible]. Both the Market Square car parks are very well used and often full. On Saturdays [illegible] increasing pressure on parking provision elsewhere.

The bus station car park is [illegible] well used [illegible] the lower end of [illegible] Street [illegible] to Market Square and [illegible]

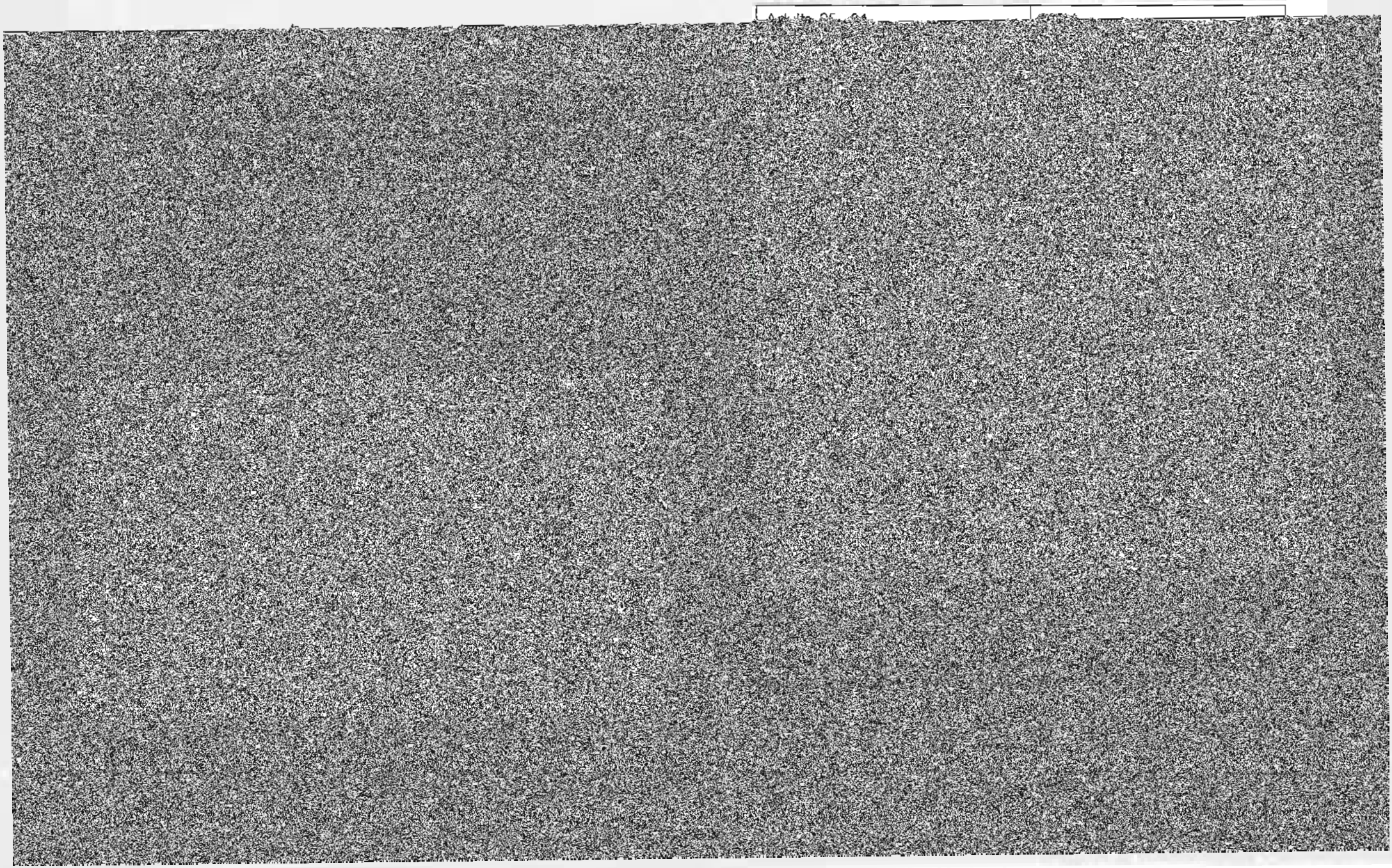
While there is [illegible] on-street parking on [illegible] Street [illegible] pedestrians [illegible] parking. As a result of [illegible] parking, pedestrians find it hard to obtain [illegible] places to cross the road, and [illegible]

3.3.2 Traffic Movement

[illegible] is very good and [illegible] the [illegible] of the [illegible] Road, with associated [illegible] in the Church [illegible] Beauly. Traffic [illegible] from the [illegible] of the [illegible] Road [illegible] towards the Town Centre/Market Square [illegible] Road. Traffic from [illegible] is also directed [illegible] Market Square via [illegible]

Local traffic from Beauly and the northern areas of [illegible] appears to travel along King Street, which is [illegible]

- An assessment of the physical environment



[illegible] sectors [illegible] in addition to [illegible] commercial [illegible] professional [illegible] limited provision of quality office accommodation [illegible] location.

Whilst Ebbw Vale town centre is unlikely to attract a large scale [illegible] a smaller scale office development would be feasible. Such a development would [illegible] premises [illegible] local professional services [illegible] would require public sector support in developing and [illegible] will need to [illegible] of the way in which [illegible] offices could be provided.

We have identified two sites where such development could be undertaken, namely the site currently occupied by [illegible] An element of any office development should include [illegible] and serviced [illegible] space which would have the benefit of [illegible]

Leisure

Nationally, the leisure market has been extremely buoyant in recent years [illegible] there are however [illegible] For example, [illegible] have tended to [illegible] whilst cinemas / multiplex [illegible] and public houses have experienced [illegible] growth [illegible] demand [illegible] for suitable sites, particularly where these are [illegible] on the edge of [illegible]

The health and fitness sector has also experienced [illegible] growth in the past five years, although [illegible] development tends to be [illegible] There has been continued growth [illegible] number of [illegible] including [illegible] theme parks [illegible]

commercial [illegible] wide range of [illegible]

[illegible] creation of [illegible] parks, which [illegible] the mining and industrial history of South Wales (e.g. Blaenavon World Heritage Site).

[illegible] theme park has been proposed between Newport and Chepstow [illegible] South East Wales has not generally been favoured by the major national or international theme park developers [illegible] population centres [illegible] communication [illegible]

[illegible] tourism [illegible] development have tended to [illegible] in the South Wales [illegible] attractions in the region include [illegible] Blaenavon World Heritage site, [illegible] Meadows [illegible] Farm [illegible] Forest Drive. The region [illegible] facilities [illegible] will require [illegible] need to preserve [illegible]

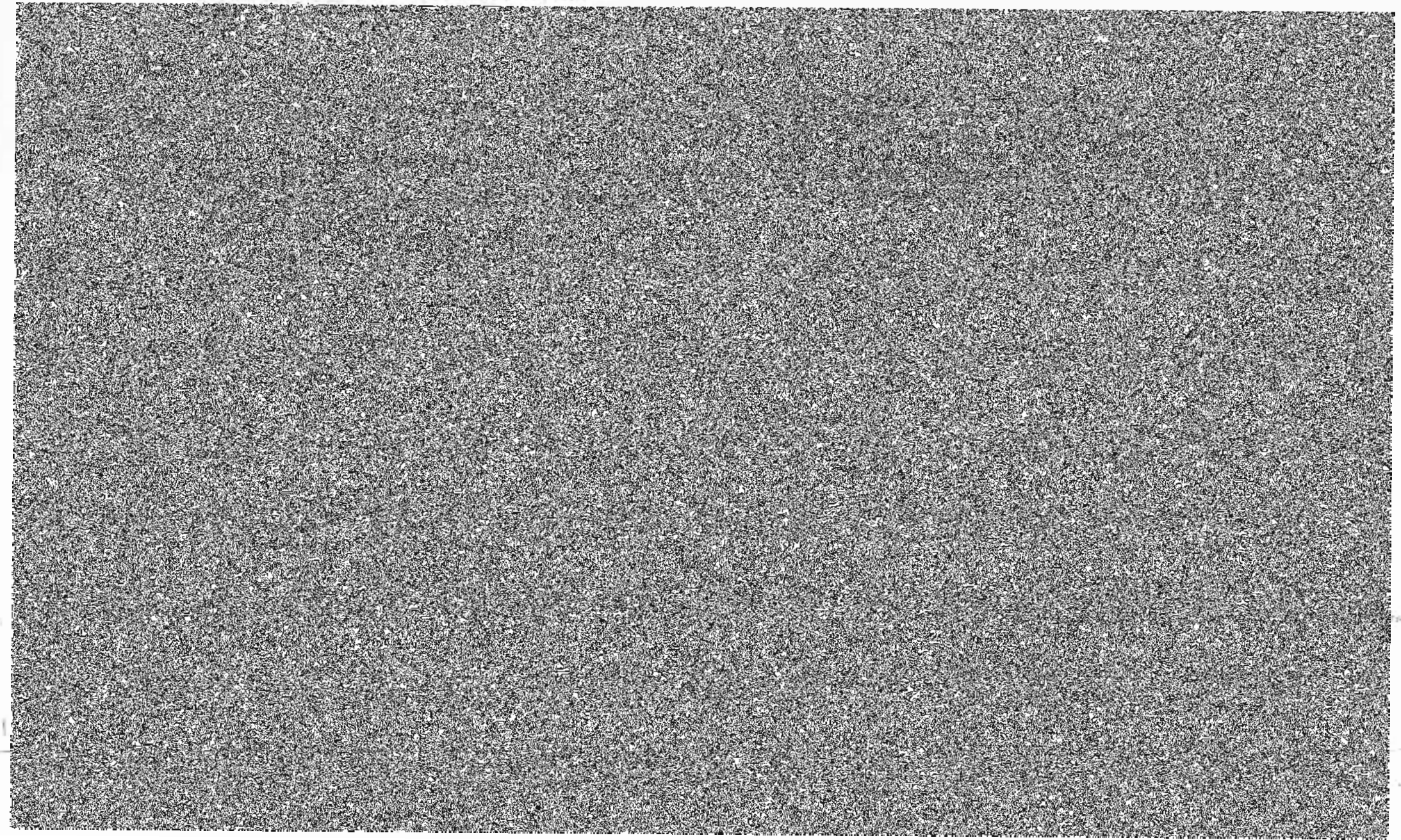
[illegible] Ebbw Vale [illegible] as a key focus for leisure development [illegible] numerous working men's clubs [illegible] and social clubs and privately operated public houses.

[illegible] town centre [illegible] which opens on [illegible] In addition, the town contains several public houses [illegible] commercial leisure provision [illegible]

[illegible]	Number of Unit	% of Unit	National Average according [illegible]
[illegible]	[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]	[illegible]

2.6 Opportunities and Constraints

site could complement existing provision, and reduce



3.0 The Strategy

3.0.1 The Strategy

3.1 [illegible]

3.2 [illegible]

3.3 [illegible]

3.4 [illegible]

3.4.1 [illegible]

3.4.2 [illegible]

3.4.3 [illegible]

3.4.4 [illegible]

3.4.5 [illegible]

3.4.6 [illegible]

3.4.7 [illegible]

4.0 The Proposals

4.0 The Proposals

4.1 Introduction

The proposals set out below [illegible]

[illegible]

- [illegible]
- [illegible]
- [illegible]
- [illegible]
- [illegible]

These proposals are set out below and illustrated where appropriate through a series of project sheets.

See Figure 4.x – Key Plan to Project Sheets.

4.2 Environmental Improvements

The Environmental Improvements proposed for Brynmawr focus upon a number of key areas [illegible] to make the town more attractive to visitors, businesses and potential investors. These key areas are the Gateways to the town and the town centre environment itself.

4.2.1 Gateways

While Brynmawr enjoys an attractive position on the edge of the Brecon Beacons [illegible] this is not reflected in the quality of the three primary gateways to the town; that is the approach from the south via the A467, the approach from [illegible] the east, and the approach from [illegible] the west.

[illegible] provides a unique opportunity to create an environment and gateway to Brynmawr [illegible]

- Create an attractive and generous entrance [illegible] and [illegible] the [illegible] for [illegible] the Town [illegible] and the Lakeside [illegible].

- Create a formal avenue which reinforces the approach to the town centre of [illegible] while providing shelter from the elements and which helps to soften the impact of the new development [illegible].

- [illegible]

- Create an attractive [illegible] which [illegible] for [illegible].

- [illegible] Lakeside Development [illegible] to ensure these enhance the visual approach to the town centre, rather than detract from it.

- Open up views from the [illegible] road [illegible] the lake [illegible] to create a visual link between the area, the lake, Lakeside [illegible], the Pump House and the countryside beyond. This will help to engender a greater sense of place and connection with the landscape and setting [illegible] at present.

See Figure 5.5 – Southern Approach

4. [illegible]

The [illegible] at the heart of the [illegible] major entry [illegible]. However, at present this is [illegible] signage and [illegible].

- Improved signage to the Town Centre.

- Installation of a new [illegible] gateway sign.

- Remodelling and [illegible] of the [illegible], and [illegible] and attractive setting [illegible].

- Installation of a clearly [illegible] cycle [illegible] which [illegible].

The proposals [illegible]

- Windermere Gateway

To help establish a sense of [illegible] proposals for [illegible] residents of Windermere [illegible]

See Figure 5.6 – Windermere Gateway

The environmental improvements undertaken to date within Brynmawr have been successful, and it is proposed to extend the benefits of these to the rest of the Town Centre; in particular to the southern reaches of Market Square and the Station Road roundabout area, and to Beaufort Street:

- ***Beaufort Street***

In order to promote vibrant retail activity, encourage shoppers to use Beaufort Street and to make it attractive to visitors, it is proposed to:

[illegible] has recently been reviewed, with proposals [illegible] and enhancements which make it more useable [illegible] and visitors.

Lakeside Links

[illegible] of the [illegible] offers opportunities for creating [illegible] between Lakeside and [illegible]. It is [illegible] proposed that some of these links are created early, to [illegible] the principle of key routes before development takes place [illegible] purposes.

The creation of direct pedestrian routes [illegible] the Development Area, between [illegible], [illegible] would be [illegible] and [illegible] pedestrian [illegible] in the future, [illegible] to the lakeside.

- The creation of a linear [illegible] to the east [illegible] which provides a focus for recreation within the Lakeside Development Area, and [illegible] cycle routes [illegible].
- [illegible] The improvement of the footpath route around the southern edge of the lake, through [illegible], resurfacing, removal of existing boundary [illegible] and opening up of views across the lake. [illegible] opportunities for creating [illegible] around the Pump House Tower [illegible] a strong visual focus to the lakeside area.
- [illegible] The creation of a [illegible] gateway feature which marks the approach to the Lakeside residential areas, and [illegible] with [illegible].
- [illegible] The creation of a new play facility on the [illegible] site, which serves the residents of [illegible] and the new communities of the Lakeside Development Area. While it is [illegible], it is felt that provision of a new play area should be included within the new housing areas as part of the open space allocation, which serves [illegible] new communities.

See Figure 14.0 – Lakeside Links

4.4.3 [illegible] Park Links and Lakeside Belvedere

[illegible] connection between the Lakeside Development Area and [illegible] Park [illegible], because [illegible] landmark structure at the end of one of the key links across the lakeside [illegible] entrances to the park should be [illegible] to the Town Centre along [illegible].

It is also recommended [illegible] to encourage greater use of the park's [illegible]. See Figure 15.0 – [illegible] Park Links and Lakeside Belvedere.

4.4.4 Sculpture Trail and [illegible] Walk

The [illegible] of [illegible] are well served by a number of footpaths. However, a number of these do not actually connect.

It is therefore proposed to make the additional connections necessary to create a comprehensive network of footpaths which [illegible] and [illegible] points. This network would [illegible] a series of

connectivity and [illegible] landscaping through the town and between adjacent communities.

the network [illegible] could be further enhanced [illegible] installation of artworks, or the creation of [illegible] focal point which signals the uniqueness of Swanage's location.

[illegible] is the approach [illegible] which can be seen from the southern approach road and from the [illegible] [illegible] structure combined with [illegible] and [illegible] for example.

- Planting

[illegible] suggests the use of [illegible] indigenous plant species within the town to help reinforce the [illegible] include:

[illegible]
[illegible] Pink
Holly
[illegible]

[illegible] tree species include:

Pine
Hawthorn
Gorse

[illegible] include:

Heather
Thrift
[illegible]
[illegible]
[illegible]
Street [illegible] etc.

[illegible] would provide [illegible] for [illegible] See Figure [illegible] Trail and [illegible]

4.4.5 Cycle Routes

[illegible] it is recommended that the [illegible] See Figure [illegible] - Cycle

4.5 Centre of Town

4.5.1 [illegible]

However, it is proposed [illegible] investment from both within and outside [illegible]

4.5.2 The following suggestions [illegible] enhance a sense of uniqueness and [illegible]

[illegible]

[illegible]

Brynmawr Trade Centre should be relocated and the residential park be implemented. The new car park will help to draw more

yet, they have not made a decision as to their future representation in Brynmawr. However, we are of the opinion that

envisage a use that would be commercially viable without a high proportion of public funding.

4.6.3 Development Strategy

It has not been part of the brief to prepare a detailed, co-ordinated development strategy. [illegible] a high degree of certainty that the proposed schemes can physically be accommodated in the identified sites but it is unlikely that all the proposals would be viable in the short to medium term.

The majority of the proposals identified will require public sector intervention to be brought forward. Many variables will have an impact on the [illegible] viability of the schemes and more detailed [illegible] consultation:

- Physical constraints/ land ownership
- Acquisition costs
  - Tenancy/ developer interest
  - [illegible]

[illegible] strategy.

It is important to emphasise that no detailed [illegible] at this stage [illegible] town centre. [illegible] also [illegible] the local economic and demographic profile of the area and future change [illegible] [illegible] growth [illegible]

4.6.4 Performance Indicators

[illegible] these indicators will allow [illegible] to be implemented under the Urban Design [illegible]

Indicator 1 - [illegible]

Monitoring the number of vacant units will allow the Local Authority to observe the town centre economy. Any decline in vacancy rates will show a growth in local trade. The growth in trade may be caused by a number of factors including an increase in visitor numbers or an increase in the retention of local trade.

Indicator 2 - [illegible] Representation

[illegible] level of national representation [illegible] town centre it would show [illegible] the creation of new jobs. However, [illegible] local needs are provided, such as [illegible]

Indicator 3 - Diversity of Uses

This indicator looks at the balance between different uses such as shopping, offices, restaurants [illegible] the town will be able to respond to a wider range of shopping destinations. Shoppers today expect more than just shops, they are looking for the complete experience. [illegible] presented under the [illegible] report [illegible] a base from which to draw comparison.

Indicator 4 - Urban Design Quality

[illegible]

Indicator 5 - Accessibility

The expected continuance of access [illegible] the success of [illegible] quality and location [illegible]

4.5.5 Potential Funding

Situated within an Objective One area, projects which [illegible] can apply for Objective One monies if they are eligible projects. [illegible] the development and the [illegible] of regions whose development is lagging behind. Objective One money is targeted at commercial development and the development of small and medium sized enterprises. [illegible] provided where retail is the main beneficiary [illegible] provided for projects which should be the responsibility of the local authority.

[illegible]

regeneration [illegible] grant aims to support regeneration projects by gap funding new build or refurbishment schemes and is probably the most important grant aid in relation to this study. The grant [illegible] economically viable. The grant will provide a bridge between the whole development cost of the project and the open market value on completion, allowing occupiers to develop, purchase or lease premises at open market value. The grant will support the construction of new premises or refurbishment of existing buildings for offices, industrial or warehouse premises.

Eligible costs include:

a. acquisition of land [illegible] The land will however have a negative market value in relation to the proposed development.

b. The actual cost of [illegible]

[illegible] schemes involving new build and [illegible] within [illegible] potential sources of funding will include the [illegible] development grant [illegible] development [illegible] grant [illegible] assistance given [illegible] by these grants [illegible] to be given to any one project [illegible]

A review [illegible] grant [illegible] regeneration [illegible]

[illegible] improvement grant [illegible] improvements to buildings. The environmental improvement grant [illegible] rural areas, particularly [illegible] and approaches to towns. The

supported with gap funding [illegible] a wide range of [illegible] specific [illegible]

c. [illegible]

d. [illegible]

[illegible] projects. This scheme allows local authorities [illegible] specific projects. However, [illegible]

[illegible] years been less [illegible] in [illegible] and [illegible] from the date of [illegible] of [illegible], and how they may be applied in [illegible] developments. A considerable [illegible] has occurred in recent years, [illegible] and [illegible] such as [illegible] in England, Edinburgh, Glasgow and Dundee in Scotland and Cardiff, Swansea, [illegible] and [illegible] in Wales have all engaged in big urban development projects in the [illegible].

In almost every regeneration programme the [illegible] of [illegible] and [illegible] is considered to be a necessary [illegible] of [illegible] and [illegible] the [illegible].

5.1.3 Results of a Public Consultation Exercise

A survey to public opinion in Rhosllanerchrugog, Ruthin and Llangollen was undertaken in the towns of Rhosllanerchrugog and Ruthin [illegible] for more considerable returns and a number of significant benefits came from seeking the consultation of good quality and [illegible].

[illegible] survey, and in broad terms, [illegible] [illegible]:

1. Provide [illegible] recreation facilities;
2. [illegible] [illegible];
3. Complete [illegible] and [illegible] [illegible];
4. Improve [illegible] and [illegible] quality;
5. [illegible] the [illegible] of [illegible] 21 on [illegible] [illegible];
6. Deal [illegible] [illegible] [illegible] [illegible] [illegible];
   - [illegible] [illegible] [illegible] [illegible] [illegible];
   - Increase [illegible] of public open space;
   - Reduce potential [illegible] and [illegible];
   - Make [illegible] the potential [illegible] [illegible] [illegible].

[illegible] [illegible] [illegible] [illegible] [illegible].

Both in the UK and internationally these are proven regeneration factors, enhancing the potential for economic, environmental and cultural success.

5.1.3 National and Regional Policy on Environment and Land Use

Carefully considered artworks in the public realm, professionally procured and delivered, increase best value and capital expenditure to public benefit in terms of the quality of the built environment. They can also help express aspiration toward innovation and help to draw attention to Brynmawr, assisting positive change in the perception of the area, building on the relatively sound physical and social infrastructure extant in the area.

[illegible]

During the [illegible] of the [illegible] unemployment in [illegible] among the male population. [illegible]

[illegible] School [illegible] the [illegible] of [illegible] like [illegible] the 'Heart' and [illegible] between [illegible]

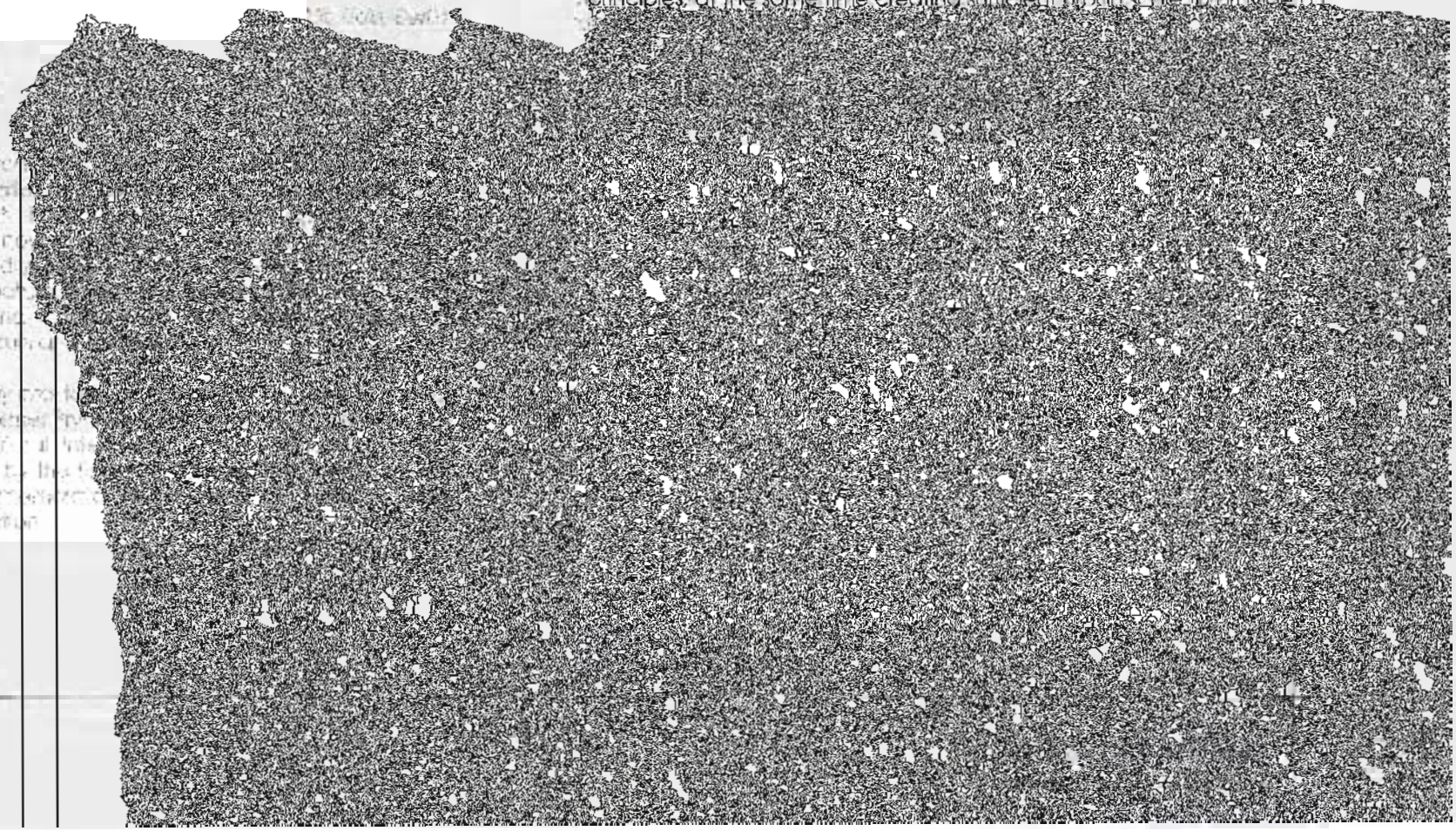
[illegible] within [illegible]

- [illegible]
- raise the profile of [illegible]
- [illegible]
- [illegible]

[illegible]

Kirchmayer,
France

principles, at the same time creating sufficient urban scale to provide a



The project should be developed in partnership with other [illegible] and [illegible] organisations in the area, such as [illegible] Local History Society, [illegible] Society, [illegible] residents, local schools and local [illegible] Street [illegible] [illegible] [illegible] groups will be especially important.

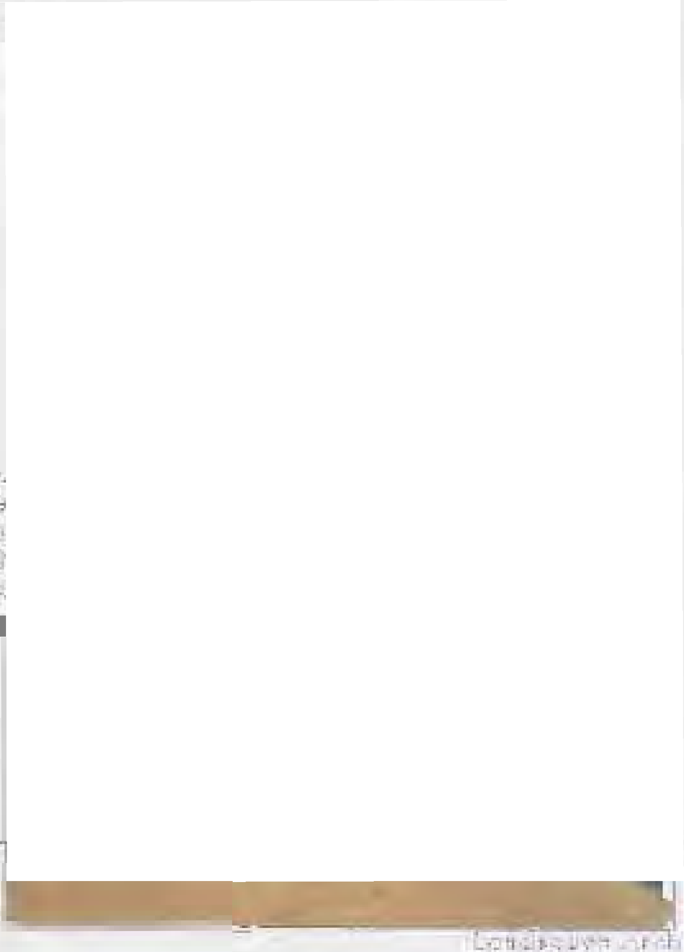
The Welcome Park creates opportunities for a [illegible] selected [illegible] supported by [illegible] [illegible] [illegible] [illegible] [illegible] [illegible] [illegible] [illegible] [illegible]

5.4.2 Alma Street

Alma Street is historically the access route of the town [illegible] [illegible] [illegible] [illegible] [illegible] trees and large, mostly Victorian houses flanked by [illegible] [illegible] separate [illegible] [illegible] the houses. [illegible] [illegible] pleasant environment with plenty of green areas, [illegible] [illegible] front gardens. Historically, Alma Street [illegible] an industrial [illegible] [illegible] [illegible] the last century, the [illegible] [illegible] [illegible] [illegible] [illegible].

As part of the Urban Design and Masterplan Strategy it is recommended that Alma Street [illegible] [illegible] [illegible] [illegible] should be removed, and [illegible] [illegible] [illegible] [illegible] [illegible] the form of bespoke street furniture, planting and landscaping [illegible] [illegible] [illegible] [illegible] [illegible] [illegible] [illegible] [illegible] [illegible] the [illegible] [illegible] of the [illegible] [illegible] and hard landscaping [illegible].

5.4.3 [illegible]



[illegible] is outlined in the Urban Design Strategy [illegible] economic base.

[illegible] to the former Police [illegible]

[illegible]

A proposed [illegible] could be [illegible] town in North Wales, with its highest point at [illegible] exposed to severe weather from time to time.

[illegible]

Successful [illegible] will involve:

- [illegible] the building work within the [illegible] in the site for bringing [illegible] the site
- [illegible] the site [illegible]
- [illegible] the [illegible] and within the site
- [illegible]
- [illegible]
- [illegible]

5.2 Framework for Assessment

[illegible]

The [illegible] of a dedicated public art commissioning agency with [illegible] be required due both in scale of the [illegible] the following.

- [illegible]
- [illegible]
- [illegible]

[illegible]

[illegible]

[illegible]

- [illegible] assessment of [illegible]
  - evidence of insurance
  - name and addresses of [illegible]
  - a letter of authorisation to their bank to communicate with [illegible] DCCBC [illegible]
  - [illegible]
- portfolio of past and current projects
- evidence of the legal status of [illegible] association
- [illegible]
- Briefing on CDM regulations and project management
  - [illegible] of Health and Safety, Child Protection, Equal Opportunities [illegible] and Environmental Policies

The guidelines outlined below are based on the procedures [illegible]

5.5.1 Phase 1

Assessment and recommendations regarding location of proposed artworks
- [illegible]
  - Developing briefing meetings with client
  - Description and assessment of theme
  - Drafting of project brief and report
  - [illegible] strategy

5.5.2 Phase 2

Selection of artists:

- [illegible] and research of range of artists [illegible] opportunities
- Short-listing and management of selection process
- Confirmation of artist appointment and drafting of contracts

5.5.3 Phase 3

- Management of commissioning process to completion of works
- Monitoring [illegible] with artists
- [illegible] and design process
- [illegible] management
- Final site visits, [illegible] handover and certified completion

5.5.4 Mechanisms for Funding and Delivery

In the event that [illegible] by DCCBC a number of funding mechanisms should be considered [illegible]

5.5.5 Existing Investment

Existing investment within the [illegible] European Commission [illegible] Objective One [illegible] targeted regeneration [illegible] community level and [illegible] Objective One funding [illegible] per cent.

The European Social Fund may also apply [illegible] improvement works to groups of buildings [illegible]

[illegible] making a considerable investment in the [illegible]. Public art projects in [illegible] parking [illegible] other elements of the infrastructure [illegible] also [illegible] can be localised and, where possible, enhanced to include [illegible] public sector investment helps [illegible] private sector [illegible].

Local Authority Policy and Strategy

Many local authorities have now adopted a strategy for public art [illegible] provision for public art [illegible] policies [illegible] Development, [illegible] Regeneration and Tourism, Education and Community [illegible] inclusion, [illegible] supportive framework for the commissioning and development of projects.

Private sector expenditure on public art in the public realm can be leveraged by means of [illegible] planning [illegible] local authorities [illegible] development [illegible] Section 106 agreements [illegible] procurement.

5.5.7 Arts & Business Cymru

In particular circumstances, projects may be eligible to [illegible] sponsorship [illegible]. These [illegible] project. [illegible] consideration will be [illegible] innovation in terms of [illegible] or new approaches to sponsorship.

5.5.8 [illegible] Tax Credit Scheme

In line with existing government environmental policy funds it may be possible to [illegible] within a certain radius of the project location. It should be noted that local authorities [illegible] to work with a [illegible]. In order to [illegible] local authorities [illegible] that they are not a direct beneficiary of their own location. In all cases a third party [illegible] is required to provide 10% of the gross project cost in order to [illegible] benefit [illegible] Community [illegible] parks [illegible] approach.

[illegible] operates [illegible] registered [illegible] environmental [illegible] Landfill Operator and the private sector.

5.5.9 Lottery

Funding may be available through the National Lottery [illegible] fit well with the strategic aims of the Lottery to provide greater access to [illegible] in all [illegible] and to enhance [illegible] partnerships. However, the application process is complex and in particular the Arts Lottery [illegible] capital and revenue schemes [illegible]. The Arts Council of Wales frequently reschedules its Lottery assessment panel [illegible] guarantee adherence to specific timescales.

5.5.10 Other potential sources for supplementary funding

Other funds that may from time to time provide additional funding for art [illegible] Charitable Trust and the Foundation for Sport and the Arts. Neither will

[illegible]

The Wellcome Trust and the [illegible] Foundation [illegible] the former support the creative and innovative [illegible] between the arts and sciences [illegible] projects of [illegible] quality and international status. [illegible]

[illegible] Summary

[illegible] benefits to the regeneration [illegible]

[illegible]

[illegible] investment and [illegible]

[illegible] participation of specific sections of the community [illegible]

The programme of consultations will need to be integrated into the planned regeneration [illegible]

[illegible]

6.0 Conclusion

6.4 Conclusion

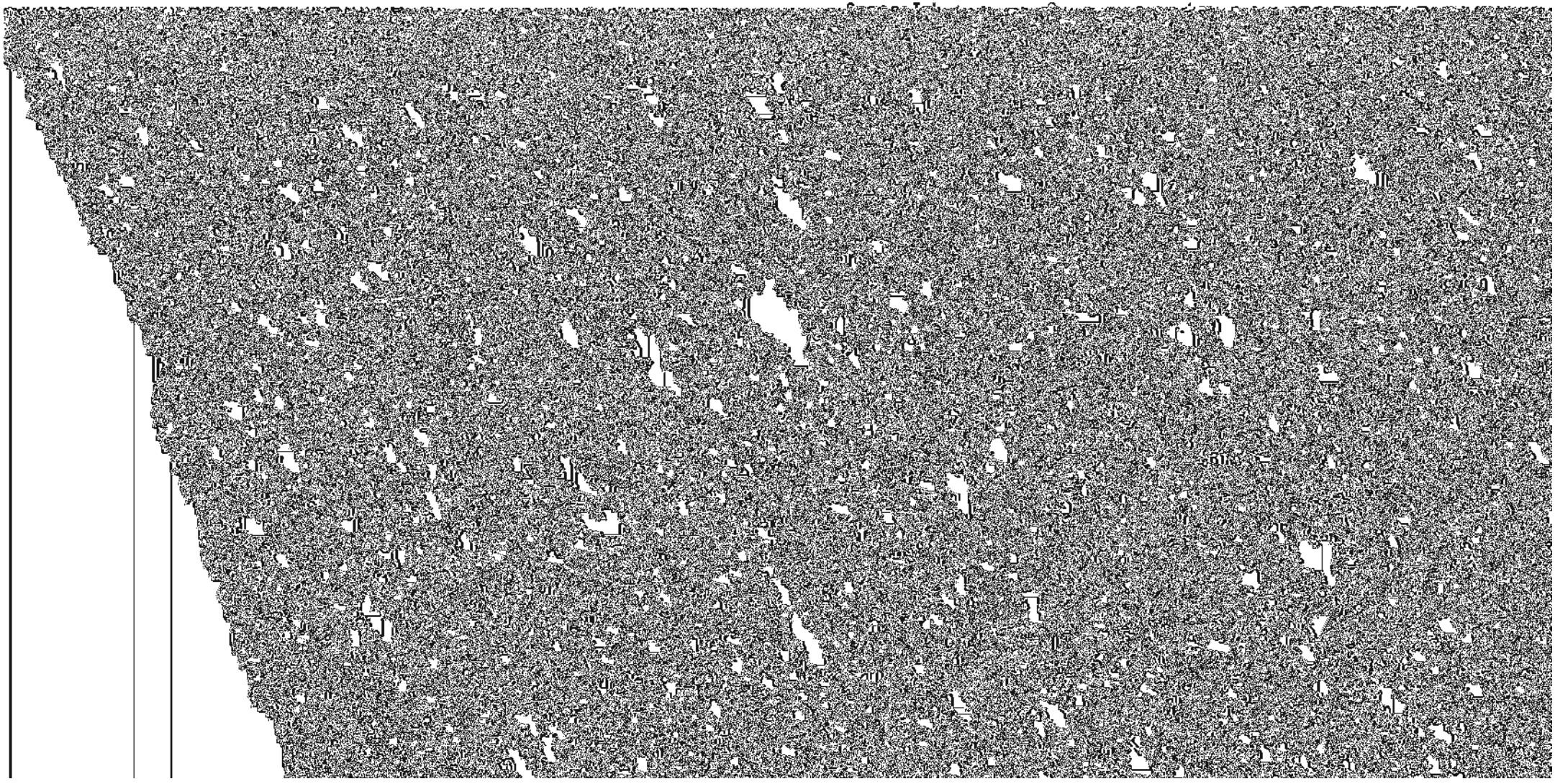
Figures

Appendices

Appendix A

Cost Estimate

Beaufort Street Traffic Count			
	Undertaken on 24/10/01		
	Top Section	Mid Section	Bottom Section
Available Spaces	12	4	-



BRYNMAWR DRIVETIME - DEMOGRAPHIC APPRAISAL

BRYNMAWR - 5 MINUTE DRIVE TIME POPULATIONS

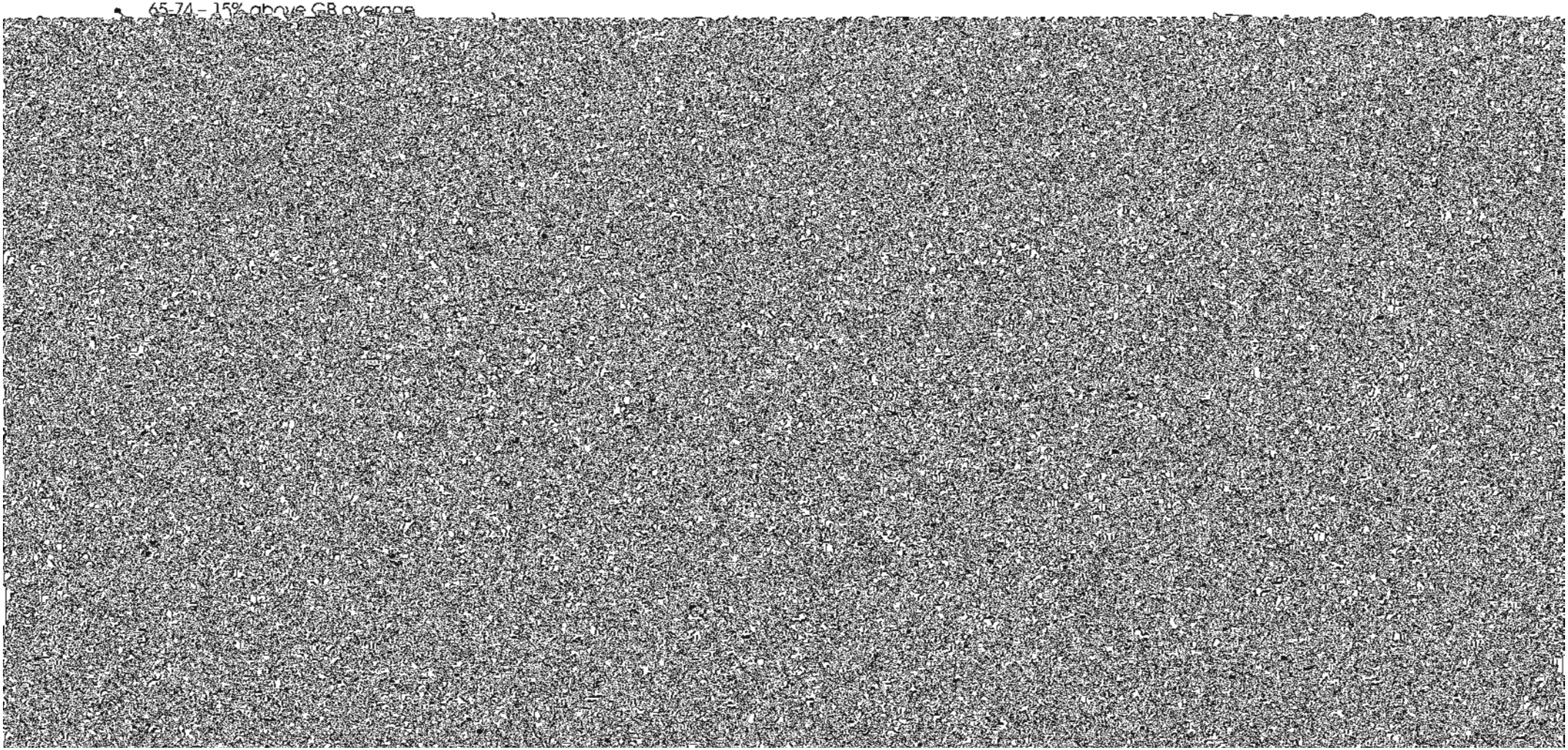
	5 minute drivetime
Population	12,858
Annual convenience expenditure (£)	1,244
Annual comparison expenditure (£)	[illegible]

Potential convenience expenditure: £116m per annum
Potential comparison expenditure: £135m per annum

Key Points

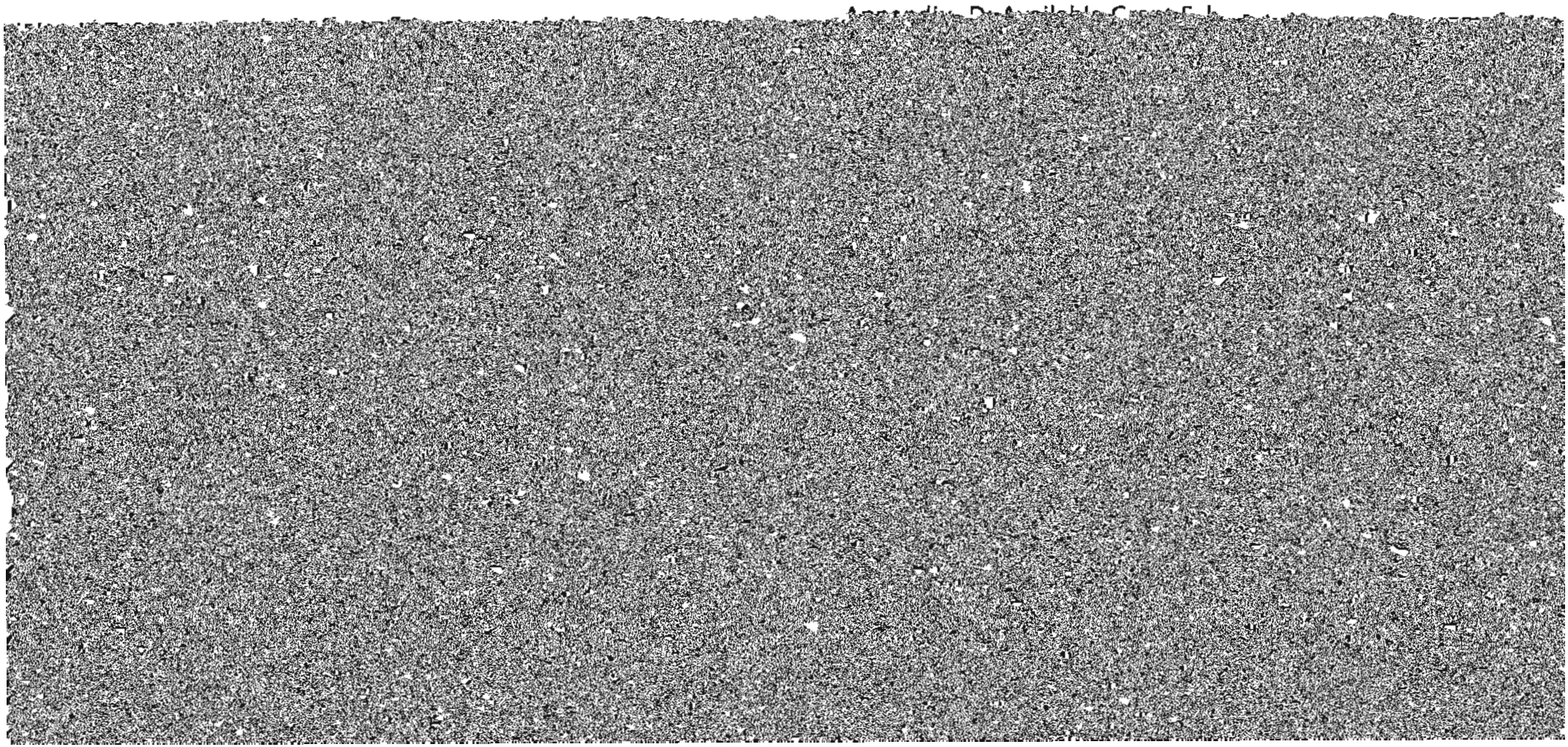
15 minutes

- 25-34 – 10% lower than GB average
- 65-74 – 15% above GB average



Appendix D

Available Grant Schemes



manufactur or support to manufacturing sectors, to develop their business. The grant is based on intended capital spend, generally related to fixed assets and the creation or safeguarding of jobs. The maximum value of grant available is £10,000, although in some cases

The Key Building Grant Programme is to encourage the improvement of Key Buildings in terms of visual appearance and location or serv ces to the local community. These buildings can be a community based project or a commercial venture. Grant funding for community use is