

# Enterprise and Business Committee

## Inquiry into Town Centre Regeneration

### Evidence from the Heritage Lottery Fund

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### Inquiry into the regeneration of town centres – a submission from the Heritage Lottery Fund

#### 1. Executive Summary and cross-reference to the Inquiry's Terms of Reference

##### 1.1 Executive Summary

The Heritage Lottery Fund (HLF) is grateful for the opportunity to submit a response to this Inquiry into the regeneration of town centres in Wales. For the last 17 years, the HLF has invested over £224m to over 1900 heritage projects throughout the length and breadth of Wales, many of these projects help in the regeneration of communities and their town centres.

This submission sets out the work of the HLF (Section 2) and its funding for regeneration, primarily through its Townscape Heritage Initiative (THI) programme which has invested over £29m in 22 historic town centres in Wales (Sections 3, Appendix 1 and 2); reference is also made to HLF's Heritage Grants programme which funds the restoration of key buildings, in town centres, often as part of wide regeneration strategies, similarly with the HLF Parks for People programme which includes urban parks (Appendix 3). Current and future challenges to town centres, and suggestions to deal with these challenges are covered in Sections 5, 6, 7.

[Note: We have not defined 'town' or 'town centre', nor distinguished between 'larger town' and 'city', instead we have used appropriate examples across our awards in Wales.]

##### 1.2 Inquiry's Terms of Reference and issues

In our submission, we have directed our response primarily to the following areas of the Inquiry's Terms of Reference and issues:

- *What approaches have been followed to successfully deliver and finance the regeneration of town centres in Wales? Are there lessons to be learned from elsewhere? See **Section 4** and case studies provided in **Appendix 2 and 3**.*
- *How are the interests and activities of communities, businesses, local authorities and Welsh Ministers identified and coordinated when developing and implementing town centre regeneration projects? See **Section 4.1***

- *The extent to which businesses and communities are engaged with the public sector led town centre regeneration projects or initiatives, and vice versa. See Section 4.1*
- *The use of funding sources and innovative financial solutions to contribute to town centre regeneration See Section 4.5 and Appendix 2*
- *The extent to which town centre regeneration initiatives can seek to provide greater employment opportunities for local people. See Section 4.5 and Appendix 2 for jobs created and jobs safe guarded.*
- *The Committee would also welcome any recommendations on what measures could be used to evaluate success of initiatives undertaken to regenerate town centres. See Section 6.2 for the Oxford Brookes University long-term evaluation of the THI programme. Also see Appendix 2 for specific outputs from a sample of five THI schemes in Wales.*

## Section 2

### Introduction

- 2.1 Using money raised through the National Lottery, the Heritage Lottery Fund (HLF) sustains and transforms a wide range of heritage for present and future generations to take part in, learn from and enjoy. HLF has supported more than 34,000 projects allocating over £4.7 billion across the UK, including more than **1,900** projects totalling over **£224 million** in Wales, to date. As the largest dedicated funder of the UK's heritage, with around £255million a year to invest in new projects in the UK, and a considerable body of knowledge and evaluation over 17 years, we are also a leading advocate for the value of heritage to modern life.
- 2.2 HLF's approach is driven by the nature of its funding from Lottery players. We support heritage that is valued by the public and help them to get involved with and learn about it, thereby sustaining heritage for future generations. Lottery funding has been awarded to a broad range of heritage - from national icons and collections to small, neighbourhood projects; from landscapes, National Parks and Areas of Outstanding Natural Beauty to castles and piers; from projects that develop and promote skills, training and job creation; and from steam trains, museums and parks to oral history and local traditions. Almost half of this funding has been awarded to voluntary and community organisations with nearly all projects involving volunteers. The need and demand for Lottery funding remains strong. In 2009-2010, HLF received applications for £524m from across the UK – more than two and a half times its grant budget for that year.
- 2.3 HLF's investment of £4.7bn has been matched by partnership funding of £3.4bn giving a total of over £8bn for the UK's heritage since 1994.
- 2.4 We operate a number of different grant schemes: the most relevant to the regeneration of town centres in Wales are:

#### 2.4.1 Heritage Grants

This is the programme through which the bulk of larger capital grants (£50,000 and upwards) are made, including the repair of historic buildings and the restoration of iconic industrial, transport and maritime heritage. See Appendix 3 for examples, such as Newbridge Memorial hall and Institute, Merthyr Old Town Hall (indicative funding at this stage), and St Peters School within Blaenavon.

#### 2.4.2 Townscape Heritage Initiative (THI)

Through THI, we support schemes that aim to regenerate the historic environment in towns and cities across the UK – explicitly targeting areas of social and economic deprivation. This grant programme is perhaps the most relevant of all our grant schemes in relation to the inquiry. More details of this programme, its evaluation and outcomes, are outlined below.

#### 2.4.3 Parks for People

This is a programme directed towards historic public parks. They are usually owned and managed by a local authority. Restoration of urban parks are very much part of the regeneration of town centres, as they often provide a much-loved and much used focus of community involvement, and pride.

#### 2.4.4 Your Heritage and Young Roots

These are smaller-scale projects of less than £50,000 – frequently run by local community and voluntary organisations – that can be very successful in delivering community benefits in areas of social and economic disadvantage.

#### 2.4.5 Skills for the Future

In May 2010 we awarded £17m to 54 projects throughout the UK that will create 800 new heritage training opportunities. Skills for the Future offers work-based training in a wide range of skills that are needed to look after buildings, landscapes, habitats, species, and museum and archive collections, as well as equipping people to lead education and outreach programmes, manage volunteers and use new technology. In Wales, over £1.3m has been invested in heritage-based training which will deliver 70 placements, and adds up to an impressive 68 years' worth of paid training opportunities. Of immediate relevance to the Inquiry is the grant of over £662k to Carmarthenshire County Council to help 30 local people acquire traditional heritage building skills including carpentry, lime plastering etc on genuine heritage construction sites. These skills are essential in West Wales as a consequence of the high number of heritage buildings in the area, both in rural settings and in town centres. This Skills Initiative is in addition to the requirement in the THI programme to provide skills-based training, such as up-skilling existing workforces, or setting up new apprenticeships. Despite HLF's long-term investment in this field of traditional heritage building skills, there is still huge need in this sector – an issue which is being investigated by the Historic Environment Group (HEG), an advisory group for the Housing, Regeneration and Heritage Minister of the Welsh Government. HLF has contributed to HEG since its inception, with particular emphasis recently on co-ordinating a group to identify need and opportunities in traditional and sustainable building skills in Wales.

### 3 HLF funding for regeneration

- 3.1 As a heritage agency, HLF is not dedicated solely to regeneration funding. As noted, our income is from the National Lottery and our funding must always be for heritage of all kinds, in all parts of the UK. However, the previous UK government issued HLF a set of policy directions in 1998 that included a requirement that we take into account “the scope for reducing economic and social deprivation” in our grant making. As a result, local authorities amongst the 25% most deprived in Wales,

England, Scotland and N. Ireland have benefited from our funding to a greater extent than the rest of the UK, having received around 30% of our funding to date, a proportion which has been close to 40% in more recent years. On this basis HLF recognises that our role in regeneration is an important and potentially growing one.

- 3.2 Partly in order to encourage more applications from deprived areas, in 2002 we established geographic priority areas in each of our regional and country offices, which are a focus for development activity.
- 3.3 For HLF, regeneration of places needs to start with what people already have – which could be local iconic buildings, distinctive housing and streets, historic parks and other open spaces or the civic buildings in the area, including museums and galleries. We also believe it includes things which are not physical – customs, traditions, a collective ‘memory’. Heritage projects in deprived areas – including activity projects – have the potential to contribute to regeneration. Good heritage-led regeneration is based on what people value locally and helps communities to determine their own future.
- 3.4 Given that places have individual and independent histories, so heritage-based regeneration ensures that the unique distinctiveness of place is retained, helping to maintain a sense of identity that is vital for social well-being and economic vitality. Research undertaken by the HLF since 2005 has consistently demonstrated the benefits of local heritage to people<sup>1</sup> - for example three quarters of people believe HLF projects have made their local area more attractive, and 61% believe HLF projects have made their area a better place to live. Analysis of the responses to the recent consultation on HLF’s next Strategic Plan 2013-19 demonstrated that 65% of respondents agreed that heritage-led regeneration should continue to be a focus for HLF activity, so it is clear to us that we do have a continuing role to play in developing thriving town centres.

#### **4. Townscape Heritage Initiative (THI) Programme**

- 4.1 Through our Townscape Heritage Initiative (THI) programme, we make grants that help communities to regenerate conservation areas displaying particular social and economic need throughout the UK by encouraging partnerships of local organisations to carry out repairs and other works to a number of historic buildings, structures or spaces within these defined areas. The overwhelming majority of THI schemes have focused on the improvement of historic high streets. In Wales, the HLF’s THI programme has acted as a catalyst for building and consolidating funding partnerships: Cadw for example, has contributed to every THI scheme in Wales (see listing in Appendix 1). The nature and requirements of the programme have also facilitated closer and more regular dialogue across funding and project partners in Wales, which then brings benefits in other work areas, such as Cadw’s Urban Characterisation work or the work of the Historic Environment Group (HEG).
- 4.2 Together with other organisations, HLF contributes a grant of between £500,000 and £2 million to a common fund, which is managed by a local partnership, and is used to allocate third-party grants towards works on individual building projects within each scheme and support a range of activities that encourage participation in the heritage and improve understanding and enjoyment of it.

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<sup>1</sup> BDRC for HLF, 2010: The Impact of HLF funding – Neighbourhood Surveys 2005-2009

- 4.3 We expect all schemes to deliver three core outcomes:
- Preserving and enhancing the character and appearance of conservation areas affected by high levels of deprivation and in need of regeneration;
  - bringing historic buildings back into appropriate and sustainable use; and
  - safeguarding the character of conservation areas through increasing training opportunities in heritage skills; increasing community participation; and improving approaches to conservation management and maintenance.
- 4.4 Our grant can form a maximum of 75% of the common fund; at least 25% must come from other sources.
- 4.5 In Wales, HLF has awarded £27,205,900 to 32 THI schemes helping improve the physical fabric of 22 historic town centres. This investment has levered in an additional £40,619,952, of which over £25 million has come from the private sector. As a result, around 500 individual buildings have been repaired and improved; over 175,000m<sup>2</sup> of vacant floor space has been brought back into use; at least 500 new jobs have been created and nearly 750 safeguarded; and at least 320 people have been trained in traditional building skills<sup>2</sup>.

## **5. Challenges facing our town centres**

- 5.1 Our involvement in this area since 1997 has given us a broad perspective of the problems that face our town centres (particularly our historic town centres). In our experience, there are a couple of issues, which are often related and have a tendency to develop out of each other.
- 5.1.1 Losing identity. Of significant concern is the erosion of the unique character of towns, both through the loss of independent retailers, the loss of a mixed economy, the loss of historic detail (such as shop fronts, canopies, traditional paving etc.), and the decline of traditional building skills. Hand in hand with this there is a lack of enforcement by overstretched local authorities (likely to be exacerbated by the cuts to council funding) to protect the historic character of town centres with the result that unsympathetic developments creep in, rendering places with a previously unique identity anonymous. The British Retail Consortium report '21<sup>st</sup> Century High Streets: a new vision for our town centres' highlighted 'a unique sense of place' as a key element of a successful high street.
- 5.1.2 Over-emphasis on new retail development. In recent years, there has been a move away from out-of-town shopping centres (since it was recognised that they drew trade away from high streets), towards edge of town developments, and town-centre redevelopments, with an increasing focus on mixed-use schemes. Such developments can be very successful, but they do need to be part of an integrated strategy and vision that takes account of the potential of the existing high street and the needs of each specific town and the community it serves. There is a risk that new developments may leave behind the current retail core. For example, the retail offer that was located on the high street may move to the new development resulting in lower-value rentals and retail incomes, which can mean less incentive to care for the existing

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<sup>2</sup> Detailed information on the outputs of five THI schemes in three towns (Bridgend, Cardigan and Penmaenmawr) is included in Appendix 2.

properties or to explore wider uses (such as above shop accommodation). We strongly encourage applicants under THI to have clear plans in place for how they will seek to ensure a distinct identity and continued use for existing retail cores if new developments fringing the area are planned.

## **6. How we can respond to these challenges**

- 6.1 We set up the THI grant programme in 1997 as a direct response to some of the problems facing our historic town centres. As mentioned above, HLF grants, in partnership with local authority and other funding sources, are used to restore buildings to full use, and to reinstate some of the architectural details that make high streets distinctive and attractive: to engage the communities who live, work in and visit them: and to provide training in the necessary skills to ensure the on-going maintenance of the buildings.
- 6.2 From our experience, there is no “one-size-fits-all” solution to solving the problems historic town centres face. However, in 1999 we commissioned Oxford Brookes University to carry out a long term evaluation of the THI programme<sup>3</sup>, focussing on 17 schemes across the UK, including three schemes in Wales: Colwyn Bay phase 1, Newport Lower Dock Street, phase 1 and Pembroke Docks phase 1. This longitudinal research (the only heritage study of its kind undertaken in the UK) has shown us that the schemes that achieve the most outcomes – restored buildings, new jobs, revitalised towns with a range of uses and occupancies - share several factors.
- 6.3 The ones that have achieved most in terms of retaining or creating jobs have often been the larger schemes, where wider regeneration strategies concentrate resources and ally HLF funding alongside that from other sources. They are schemes where there is a clear vision for the area, and strategies include recognition of the value of the historic environment and its potential, rather than regarding it as a ‘problem’.
- 6.4 A good example is the Penmaenmawr THI in North Wales, part of the Quarry Villages Partnership (see Appendix 2). A grant of £646,000 secured a further £3.75million’s worth of investment from public and private sources. 41 properties were restored, 19 vacant premises brought back into use, which helped create 71 new jobs and safeguard 34 existing ones. It also encouraged the start of 13 small to medium business and there has been a positive impact in terms of civic pride for those living and working in the town. The confidence that THI gives communities up and down the country is something that we see time and time again.
- 6.5 The Oxford Brookes study has also demonstrated that schemes can struggle where deprivation is very acute, but even in these areas schemes can eventually succeed if the extrinsic factors also include a positive underlying economic trend.
- 6.6 Among the intrinsic factors affecting the success of a THI is the need for schemes to focus investment, rather than it being dispersed across a wide area, so that a critical mass can be created. Other factors include the need for clear and effective leadership – both in terms of political support and the day-to-day management of schemes – the availability of conservation skills, community organisation and involvement and effective business support. So it seems that any attempts to tackle

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<sup>3</sup> Oxford Brookes University, 2008: Evaluation of the Townscape Heritage Initiative

the varying issues facing our historic town centres need to include at least some, if not all, of these elements.

## **7. Future challenges for the regeneration of town centres**

- 7.1 HLF recognises that the whole of the UK is in a very different economic environment compared to the last ten years. Looking to the future, reductions in budgets are likely to make it more difficult for local authorities to develop and bring forward for consideration new heritage-based regeneration projects. In our THI and public parks programmes, for example, the proportion of match funding coming from the public sector has traditionally been relatively high.
- 7.2 Equally important may be the loss of skilled local authority staff, especially conservation and archaeology officers, who we know are key to the management of heritage-based regeneration schemes.
- 7.3 Furthermore, we know that the impact of our funding can only be sustained if local authorities operate the system of statutory heritage protection effectively and fairly, including statutory consent, enforcement, repairs notices, compulsory purchase orders and directions. The loss of other types of local authority staff – such as parks, biodiversity and countryside officers, and museum and library departments – could also have a detrimental effect on heritage-based regeneration initiatives.
- 7.4 All of these issues mean that we are concerned that the legacy of Lottery investment of the last 17 years, which has achieved so much for heritage and people, should not be jeopardised.
- 7.5 Organisations will need to evolve, to be flexible and to adapt to overcome the loss in public funding. Heritage organisations in regeneration areas certainly have the willingness to play a new type of role – reflected, for example, in the recent increase in applications to HLF for Community Asset Transfer projects in Wales. It is very evident that a radical rethinking is underway among all those involved in physical-led regeneration.
- 7.6 HLF has already begun to address some of these concerns through our own business processes and criteria. We have, for example, responded by relaxing our match funding requirements in most programmes to allow greater flexibility in funding arrangements that are coming under greater pressure.
- 7.7 However we recognise that we may need to go further and are keen to play a full role in shaping and responding to emerging regeneration strategies. It may be the emphasis on ‘place making’ as part of regeneration will have less prominence than during the last ten years. The objective of the ‘urban renaissance’ was to attract knowledge and service industries back into major towns and cities through high density mixed use redevelopments, improvements to public realm, quality streetscapes and investment in culture. Heritage has often been used very effectively, such as through our THI programme, to achieve positive economic and social outcomes. In the future, particularly when the current round of European funding comes to an end, it seems likely there will be fewer resources available for this type of physical regeneration. Instead, economic growth will need to arise from new private sector activity, based on the skills, traditions and ambitions of local businesses. We still see an important role for heritage here, since economic

development that is locally distinctive will be based on the history of trading, production, invention and creativity that enabled places to first develop in Wales.

- 7.8 This change of emphasis is likely to mean that proposals must show how they will maintain or create private sector jobs, achieve private sector leverage, have a commercial logic and contribute to green economic growth.
- 7.9 We believe that HLF – and other heritage organisations involved in regeneration within the public, private and civic sectors – will need to be responsive and flexible to this changing regeneration environment. For example, though tourism and property re-development are frequently thought of as the most obvious ways in which heritage has a role to play in economic regeneration, there are other important connections, especially within the context of a growing knowledge-based economy in Wales, as in the rest of the UK. Heritage fits very well within the bigger picture of structural change predicted for the next decade, and ‘anchor’ heritage organisations could form an important component of local regeneration strategies<sup>4</sup>.
- 7.10 These issues are very much a part of our planning for our next strategic framework. We are currently considering what the best options will be for our funding in the period beginning 2013, and we made regeneration a particular feature of our recent consultation, in order to inform our future direction in this important area<sup>5</sup>.
- 7.11 Over the last year we are aware of anecdotal evidence that suggests in some of our THI schemes businesses are continuing to struggle and that newly restored premises are becoming empty again. The recession has led to a downturn in consumer confidence since 2007 and as spending slows; this has in turn affected retail margins, leading to business failures. The national town centre vacancy rate in the UK was an average of 11.2% in May 2011 for high streets and shopping centres (RUDI website). It is therefore important that we continue to keep our THI programme under review and ensure we introduce changes in order to adapt to changing economic conditions, and we are committed to work closely with the Welsh Government, local authorities and other key partners to target our investment towards schemes which offer the best outcomes for people and for heritage.
- 7.12 What we would envisage is a greater emphasis on mixed-use – but focusing on the re-use of historic buildings rather than new development. This could include the re-use of vacant upper-floors for housing, the transfer of redundant local authority buildings to voluntary and community organisations (often at a rate below market value) that have the incentive and means to develop them; the reuse of historic industrial units to support uses that encourage local production of goods, materials, food etc. We also recognise the importance of providing training in building repair and maintenance so that the skills are there to repair and maintain historic buildings (see Section 2.4.5), as well as training for community groups to develop business skills.
- 7.13 We believe the real key lies in actively engaging with and building the capacity of the communities who use the town centres. We believe the solution needs to be a partnership between all levels – business, local government and the Welsh Government, with involvement from a range of stakeholders, such as development or building preservation trusts, other social enterprise organisations, commercial developers and local communities.

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<sup>4</sup> The Work Foundation, 2010: Heritage and the 2020 Knowledge Economy

<sup>5</sup> Heritage Lottery Fund, 2011: Shaping the Future: Consultation on the HLF strategy 2013-2019





## Appendix 1

### Listing of HLF's Townscape Heritage Initiative schemes in Wales

| Project Title                                | Project Ref    | Project Status   | HLF Grant Award    |
|----------------------------------------------|----------------|------------------|--------------------|
| Aberdare Townscape Heritage Initiative       | TH-07-00228/2  | On-going         | £950,000           |
| Bridgend Phase 1                             | TH-04-50189/2  | On-going         | £910,000           |
| Bridgend Phase II                            | TH-08-15810 R2 | On-going         | £532,200           |
| Cardigan Phase 1                             | HF-98-00380/2  | Complete         | £300,000           |
| Cardigan Phase 2                             | HF-03-50354/2  | Complete         | £735,000           |
| Cefn Mawr phase 1                            | TH-04-50175/2  | On-going         | £1,000,000         |
| Cefn Mawr phase 2                            | TH-09-04321    | On-going         | £862,200           |
| Colwyn Bay Phase 1                           | HF-98-00429/2  | Complete         | £693,000           |
| Colwyn Bay Phase 2                           | TH-10-04920    | First Round Pass | £803,500           |
| Denbigh Phase 1                              | HF-99-00168/2  | Complete         | £1,250,000         |
| Denbigh Phase 2                              | HF-03-50324/2  | On-going         | £1,500,000         |
| Dolgellau THI                                | TH-07-00227/2  | On-going         | £900,000           |
| Flint Townscape Heritage Initiative          | TH-07-00273/2  | On-going         | £920,000           |
| Haverfordwest                                | HF-00-00167/2  | On-going         | £750,000           |
| Holyhead Town Centre                         | TH-05-00267/2  | On-going         | £1,002,000         |
| Holywell Phase 1                             | HF-98-00422/2  | Complete         | £400,000           |
| Holywell Phase 2                             | TH-04-50184/2  | On-going         | £760,000           |
| Llandovery & Llangadog Phase 1               | HF-99-00137/2  | Complete         | £575,000           |
| Llandovery & Llangadog Phase 2               | TH-04-50185/2  | On-going         | £770,000           |
| Llandrindod Wells                            | HF-02-00095/2  | Complete         | £675,000           |
| Llanrwst Town Centre                         | HF-99-00122/2  | Complete         | £390,000           |
| Lower Dock Street (Newport) Phase 1          | HF-98-00357/2  | On-going         | £800,000           |
| Lower Dock Street (Newport) Phase 2          | HF-03-50390/2  | On-going         | £800,000           |
| Maesteg Phase 1                              | HF-00-00168/2  | Complete         | £430,000           |
| Maesteg Phase 2                              | TH-05-00257/2  | On-going         | £680,000           |
| Pembroke Dock phase 1                        | HF-99-00142/2  | Complete         | £2,000,000         |
| Pembroke Dock phase 2                        | TH-05-00263/2  | On-going         | £945,000           |
| Penmaenmawr Phase 1                          | HF-02-00113/2  | Complete         | £646,000           |
| Pontmorlais heritage Quarter, Merthyr Tydfil | TH-09-01855    | On-going         | £1,587,500         |
| Pontypool Town Centre THI                    | TH-08-15699 R2 | On-going         | £849,500           |
| Rhyl Phase 1                                 | HF-00-00165/2  | On-going         | £1,250,000         |
| Rhymney                                      | HF-00-00164/2  | Complete         | £540,000           |
|                                              |                |                  |                    |
| <b>TOTAL</b>                                 |                |                  | <b>£27,205,900</b> |

## Appendix 2

### Outputs from a sample of five Townscape Heritage Initiative (THI) schemes in Wales



#### **Bridgend THI (Phase 1)**

Phase 1 ties in with the core aims of the Bridgend Town Centre Regeneration Strategy to improve the environment, sustain business confidence, to attract new investment and to redefine the image of the town centre. It focuses on the historic core of the town centre around Dunraven Place and has had a significant impact on the buildings in the area. One of the most significant projects involved complete restoration of derelict buildings in Elder Street and their conversion of business uses. The Elder Street project is nearing completion.

- HLF grant £910,000 (42 % of Common Fund of £2156,519)
- Other funders: Cadw £105,000; WAG PRF £408,165; Bridgend CBC SRF £224,538; WAG TIG £263,796 all secured.
- To date 12 buildings have been restored/repared and two projects remain on site (nearing completion).
- All projects involved bringing vacant floor space back into use.
- 27 jobs created with another 10 jobs anticipated on completion; 115 jobs safeguarded; 5 new businesses created and another 3 set to be installed on completion.
- 12 construction training seminars held with 76 placements.
- The THI has complemented other major projects in the conservation area including public realm work and construction of the riverside walk.
- Scheme close to completion

#### **Bridgend THI (Phase 2)**

Phase 2 aims to build on the successes of Phase 1

- HLF grant £532,200
- Other funders: CADW £60,000; Bridgend CBC SRF £225,000; Bridgend CBC and others £263,748; WAG DE&T £300,100; all either secured or anticipated.
- 15 priority projects planned, all partially or completely vacant.
- Anticipated that each project will create new jobs and/or secure existing ones.
- A series of 10 traditional skills training sessions will be held in conjunction with Bridgend College (to be launched 8<sup>th</sup> October)
- 5 year scheme close to starting.



### **Caring for Cardigan THI (Phase 1)**

The scheme focused on the town's commercial core. It was successful in improving the function of the town centre in terms of shopping, employment, housing and leisure; in reducing the number of vacant shops and improving the range and quality of shopping.

- HLF grant of £300,000 in November 1999 ( 53% of Common Fund of £571.295)
- Other public sector funding towards Common Fund: Cadw £116,212; Ceredigion £155,083.
- Private sector investment (property owners): £222,000 (estimated)
- 17 historic properties awarded grants
- These included 11 properties which were either completely vacant or had vacant floor space
- 28 new jobs created and 60 other safeguarded
- One of the projects funded was the restoration of Green Cottages which is now the HQ of the Cadwgan BPT which is restoring Cardigan Castle.
- Scheme completed October 2007.

### **Caring for Cardigan (Phase 2)**

Phase 2 aimed to build on the successes of Phase 1 and covered the same commercial area.

- HLF grant £735,000 (50% of the Common Fund of £1,420,000)
- Other public sector funding towards initial Common Fund: Ceredigion CC £125,000; WAG £500,000; Cadw £60,000. The Common Fund was subsequently expanded to £1,663,952.
- Additional public sector funding subsequently attracted: WAG LRF for LAs; Menter Aberteifi Cyf - total £243,952
- Private sector investment (property owners) £1,043,249
- 50 historic properties awarded grants
- These included conversion of vacant floor space above shops (8 flats created) and refurbishment and re-use of the Granary and Bridge warehouses
- 24.5 jobs created and 41.5 safeguarded. 5 new businesses set up in restored properties.
- Various training events in traditional building skills held
- 4 public realm projects
- The THI was a catalyst of other regeneration schemes in the town including the Area Renewal Scheme; Cardigan and South Ceredigion Regeneration Fund (WAG); and Riverside Development (WAG and EU).
- Scheme completed in November 2010.



### **Penmaenmawr THI**

This scheme covered the central parts of Penmaenmawr, including the main commercial area. It formed part of the over-arching Quarry Villages Partnership formed in 2000 in response to the area receiving Objective 1 status.

- HLF grant of £646,000 in October 2003 (24% of *initial* Common Fund of £2,662,000. The Common Fund was subsequently expanded to £4,429,611)
- Other public sector funding towards *initial* Common fund: Cadw £60,000; Conwy CBC £477,000; Conwy CBC HRA £1,479,000.
- Additional public sector funding subsequently attracted: WAG Environmental Improvement Grant of £1,767, 611.
- Private sector investment (property owners): £741,552.
- 41 traditional properties were restored
- 19 vacant premises were brought into economic use
- Projects included the restoration of a number of glazed Victorian canopies fronting the Central Arcade shops.
- Helped create 71 new jobs and safeguard 34 existing ones.
- The scheme also encouraged the start up of 13 new small and medium businesses, supporting the theory that an improved environment, and one that specifically builds on historic character, stimulates economic activity.
- Scheme completed November 2009.

## Appendix 3

### Further case studies of HLF-funded projects which support town centre regeneration.



#### Denbigh THI

The five year scheme involved working in partnership with the community, Denbigh Council, the Welsh Development Agency and Cadw, to allocate funds to conservation work on individual projects in the town. Projects involved the structural repair of buildings, restoration of architectural details such as original shop fronts, doors and windows, also bringing empty floor spaces into use and running a number of heritage training and educational activities and events



#### Pembroke Dock THI

The five year scheme involved working in partnership with the community, Pembrokeshire Council, Cadw and the Milford Haven Port Authority. As a result, a large number of dockyard and town centre buildings have benefited from the scheme. The strategy identified a number of regeneration priorities including regeneration of the Dockyard, improvement of the town centre and creation of a new waterfront with marina.



#### The Newbridge Memorial Hall and Institute

This community-led project will safeguard the future and return public access to one of the finest surviving early 20th century Art Deco theatre/cinemas in the UK. Divided into two distinct phases – phase 1 involves the complete restoration of the Institute with EU/Welsh Assembly support. The HLF award of £2.9million is directed towards phase 2, which will help restore the historic Memorial Hall and support heritage learning.





### **Merthyr Old Town Hall**

In March 2011 Merthyr Tydfil Housing Association received a First Round Pass to repair, restore and re-open the Grade 2\* listed Old Town Hall in the centre of Merthyr. The intention is to bring the building back into beneficial new use as an arts and community centre.



### **St Peters School, Blaenavon**

In 2003 HLF awarded £1.3million to repair the derelict St Peter's School buildings, to establish the Blaenavon World Heritage Centre. The buildings (Grade I and II\*) are of considerable importance to the industrial and social heritage of Wales and in the context of the World Heritage Site, have international significance. Serving as a base for the study of the town and the wider World Heritage Site, the Centre is fitted out with interpretive facilities based on a mix of traditional and ICT- based interactive displays. The buildings also provide valuable meeting and lecture facilities for use by the community.



### **Bute Park, Cardiff**

In 2006, HLF awarded over £3million towards the cost of restoring the park. In part the project will re-establish links between the park and castle. The park contains a stunning, nationally significant arboretum with 50 UK "Champion Trees", attracting over 1,000,000 visits a year.