



CAERNARFON: VIBRANT AND VIABLE PLACES

TACKLING POVERTY PROGRAMME
2014-17



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INTRODUCTION & OVERALL PROGRAMME AMBITION

Gwynedd Council acknowledges and celebrates the success of the Vibrant and Viable Places (VVP) Programme, funded through the Welsh Government, in Caernarfon. The Vibrant and Viable Places: Tackling Poverty Programme is the foundation on which further developments and regeneration within the town will be built. Between 2014 and 2017, investment in key strategic priorities has positively contributed towards the regeneration of the local community and economy and has led to tangible achievements and success.

For decades, Caernarfon has suffered from economic and social decline, and its designation within the Communities First Cluster reflects the local needs of the town. However, in recent years, partnership working had led to transforming the local challenges into opportunities. The Caernarfon Waterfront Partnership was established as a strategic partnership to drive the local regeneration. The Vibrant and Viable Places Programme addressed key challenges and opportunities in Caernarfon by delivering on three key identified themes.

The £2.66M Vibrant and Viable Places investment that has led to an overall £17.5M investment in the town has addressed three key strategic themes:

- Regeneration of the Town Centre and the creation of training opportunities;
- Development of derelict and strategic sites to target growth in the creative and tourism sector; To facilitate new homes, improve housing supply and tackle fuel poverty.

Our Achievement Report will outline and summarise the projects supported by the Caernarfon Waterfront Partnership and Vibrant and Viable Places Tackling Poverty programme and highlight its many successes.



Ioan Thomas
Cabinet Member

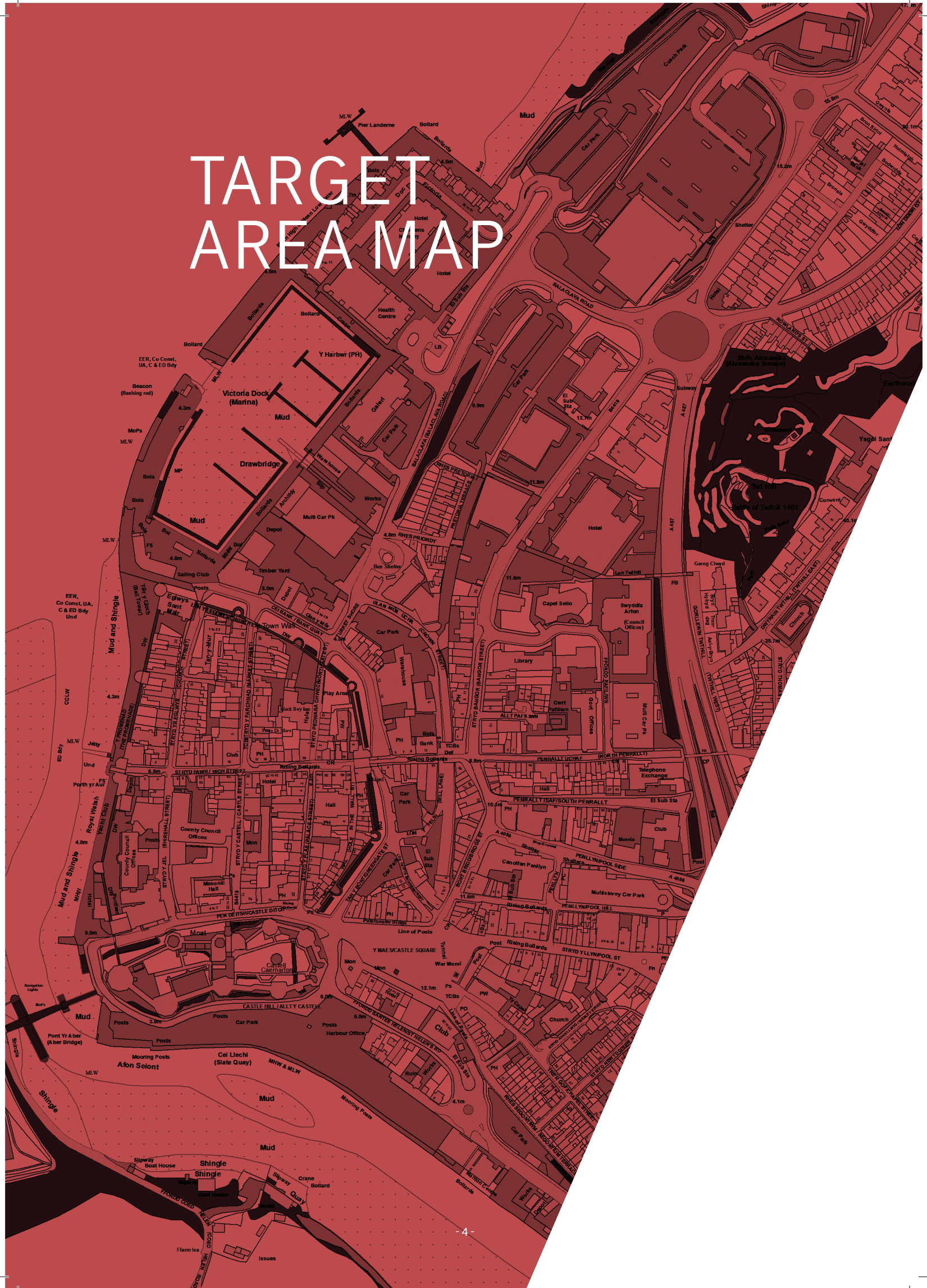


Sioned Williams
*Head of Economy and
Community Department*



Iwan Trefor Jones
Strategic Director

TARGET AREA MAP





VVP PROGRAMME FUNDING / ANNUAL BUDGETS

VVP Programme Total Annual Budget

	2014/15	2015/16	2016/17	2017/18
VVP Tackling Poverty funding	£150,000	£625,000	£1,550,976	£336,024

Funding awarded by Welsh Government included further funding for additional projects identified and brought forward during the VVP Programme. The Caernarfon VVP Tackling Poverty Programme included 13 individual projects that contributed towards 3 key priorities of the programme:

- **CG01** - Town Centre Regeneration and Training Opportunities
- **CG02** - Development of derelict/strategic sites to target growth in the creative and tourism sector
- **CG03** - Facilitate new homes, improved housing supply and tackle fuel poverty.

VVP Budgets (updated figures)

	2014/15	2015/16	2016/17	2017/18	Total
Town Centre Revival and Training	£86,322	£113,384	£252,210		£451,916
Development of derelict/strategic sites	£21,306	£240,000	£1,028,313	£336,024	£1,625,643
Facilitating new homes, Housing Supply and Tackling Fuel Poverty	£28,776	£253,416	£252,040		£534,232
Programme Management, Co-Ordination and Communications	£13,596	£18,200	£18,413		£50,209
Total VVP investment					£2,662,000

VVP Programme Stakeholders / Delivery Partners

- Lead Body – Gwynedd Council
- Lead Body – Caernarfon Waterfront Partnership
- Partnership Members and Delivery Partners:
 - GISDA - Hwb Caernarfon - Antur Waunfawr
 - Caernarfon Harbour Trust - Ffestiniog and Welsh Highland Railway
 - Galeri

A photograph of a person in a kitchen, wearing a white apron over a dark shirt, working at a counter. The image is overlaid with a solid purple color. A large, diagonal white cutout is on the right side of the image. The text 'TOWN CENTRE REGENERATION AND TRAINING OPPORTUNITIES' is written in white, uppercase letters across the upper left portion of the image.

TOWN CENTRE REGENERATION AND TRAINING OPPORTUNITIES

EMPTY SHOP INITIATIVE GWYNEDD COUNCIL



Lead Body

Gwynedd Council – Economy and Community Department

Cost / Funding

Total Project Cost: £191,000
VVP funding: £30,000

Project Description

The Empty Shop Initiative provided support and mentoring opportunities for individuals interested in starting a business. The initiative provided business planning development and landlord brokerage support for individuals from Community First Areas. VVP funded capital support and assisted the refurbishment and renovation of empty commercial properties, providing suitable spaces for new business within Caernarfon.

Outputs / Outcomes

- Business Premises refurbished: 94m²
- 3 Enterprises Accommodated
- 5 Jobs created.
- Outcome – 3 of the empty properties brought back into use and continue to be occupied by businesses in Caernarfon

Status

Project completed March 2015



TOWN CENTRE REGENERATION AND TRAINING OPPORTUNITIES

MENTRO MLAEN GISDA

GISDA

Lead Body

GISDA

Project Description

The Mentro Mlaen initiative assisted vulnerable and young people with the confidence, ability and skills to progress from support to employment. GISDA provided work placements at their premises and successfully engaged with local employers to arrange similar opportunities for their clients. The initiative successfully secured lottery funding between 2014-17 and VVP supported improvements to properties within the town centre providing focal points for the scheme, and various facilities for vulnerable young people.

Mentro Mlaen also worked from the 'Old School house' and with VVP support GISDA were able to develop a new framework of training which puts the young people's needs at the heart of training provision

Cost / Funding

Total Project Cost: £215,456

VVP Funding: £45,456

Outputs / Outcomes

- 4 Jobs accommodated and created
- 30 people supported into work
- 101 economically inactive individuals employed or engaged in the project
- 13 moved on to full or part time education
- 9 have moved on to paid employment.

Status

Project completed, new café and offices opened at headquarters.



Tŷ DIGARTREF GISDA

GISDA

Lead Body

GISDA

Project Description

To address a high demand for homeless accommodation, GISDA identified an opportunity to purchase residential properties for redevelopment into new housing provision for homeless or vulnerable people supported by the local charity and Gwynedd Council Children and Supporting Families Department. The scheme has strong links with the tackling poverty agenda and aligns the core aims of two of the projects currently in the VVP programme in Caernarfon.

VVP support was essential in supporting GISDA to increase its housing stock to meet the needs of young and vulnerable people it supports.



Cost / Funding

Total Project Cost: £ 204,000
VVP Funding: £140,000

Outputs / Outcomes

- One empty home back into use with second in development;
- Providing homes for young families and individuals supported by Adults, Health and Wellbeing /Children and Supporting Families Department.

Status

One property has been fully renovated and a young family has moved in, second property to be renovated in late 2017/18

IDEAS PEOPLE PLACES: STAMP CYNGOR GWYNEDD



Lead Body

Gwynedd Council

Project Description

The project's vision was to use the arts to influence the regeneration process in the town whilst also looking at strengthening the art industry. The project attracted funding from the Arts Council for Wales as part of the Ideas: People: Places Programme.

Branded STAMP, the project sought to establish a sustainable mechanism for generating and interpreting ideas, feelings and insights of people from Caernarfon and to integrate these within Caernarfon's economic development and regeneration.

Cost / Funding

Total Project Cost: £550,000
VVP funding: £50,000

Outputs / Outcomes

- Gefail yr Ynys forges were reinstated with courses and workshops being held to facilitate a viable creative space for artists and the community.
- CARN – Caernarfon Artist Regeneration Network was established to provide a co-ordinated approach and support for local artists.
- A strategic artist has been appointed to co-operate and artistically influence the design team of the ongoing strategic projects within the Caernarfon Waterfront Regeneration scheme.
- Mae Gen i Go was a commission that collated stories about Caernarfon and its people and presented the findings in a sensory way.

Status

STAMP network ongoing.

Strategic Artist continuing to work with current Caernarfon Waterfront projects to integrate arts into their projects.

HWB CAERNARFON BUSINESS IMPROVEMENT DISTRICT



Lead Body

Hwb Caernarfon

Status

Shop Front Scheme completed

Project Description

Following its launch in 2016, Hwb Caernarfon has been working to deliver projects to improve the trading environment for businesses in the town. Hwb Caernarfon received funding for launching a new 'Shop Front Improvement Scheme' to provide grant support for businesses who wish to improve the front of their premises. VVP funding was also awarded for the development of a new Caernarfon WiFi network which is in development

Wi-Fi rollout to be completed during 2017/18

Cost / Funding

Shop Front Improvement
Total Project Cost: £18,000
VVP funding: £11,000

Wifi Network
Total Project Costs:
Project still operational;
VVP funding: £23,000

Outputs / Outcomes

- 10 Business premises within Caernarfon repainted
- Wi-Fi network feasibility report and development plan completed
- 10 Network points for Wi-Fi network purchased ahead of roll out.



TOWN CENTRE REGENERATION AND TRAINING OPPORTUNITIES

BEICS MENAI ANTUR WAUNFAWR



Lead Body

Antur Waunfawr

Project Description

Lead by a local charity, this project developed and extended the provision for individuals with learning disabilities and fostered links by developing a cycle hire business in the Slate Quay. The project included site improvement and preliminary development of proposals to enhance employment and training opportunities.

Cost / Funding

Total Project Cost: £40,015

VVP Funding: £30,000

Outputs / Outcomes

- Feasibility study and options appraisal with a 3-year business plan for developing Beics Menai.
- 11 Volunteering opportunities, 2 Paid jobs and 7 Apprenticeships opportunities created
- Beics Menai relaunched as a new enterprise under Antur Waunfawr

Status

Projects completed during 2015/16: VVP investment has led to further development with Antur Waunfawr developing a new and larger centre for Beics Menai within Caernarfon Town centre by bringing another long-term warehouse back into economic use. Refurbishment is due to begin at the end of 2018 and expects to bring 3-4 additional jobs.



EMPTY PROPERTY GRANT GWYNEDD COUNCIL



Lead Body

Gwynedd Council

Project Description

During the term of the VVP Tackling Poverty programme, Gwynedd Council identified an opportunity to establish a new grant fund to support regeneration of smaller sites within Caernarfon town centre. This grant fund contributed towards projects that have brought long term empty premises back into use.

Cost / Funding

Total Project Cost: £190,000

VVP funding: £135,000; Private sector funding: £55,000

Outputs / Outcomes

- 3 long term empty properties brought back into use equalling 542m²
- 2 new businesses accommodated

Status

Completed March 2017





DEVELOPMENT OF DERELICT OR STRATEGIC SITES TARGETING GROWTH IN CREATIVE AND TOURISM SECTORS

CEI LLECHI CAERNARFON HARBOUR TRUST



Lead Body

Caernarfon Harbour Trust

Project Description

The historic Slate Quay or 'Cei Llechi', at the heart of the Caernarfon Waterfront, has been identified as a key strategic redevelopment site to bring back to thriving commercial use.

VVP funding supported the development phase that included extensive investigative and design work.

The next stage will see conservation and restoration of the buildings to create a range of workshops available for local artisan producers and three high quality holiday lets.

Cei Llechi will have a significant contribution to the visitor economy with a site of varied activity and vibrant interpretation and will act as a catalyst to Caernarfon's wider regeneration.

Cost / Funding

Total Development Phase Budget

2014-2017: £362,784

VVP funding: £136,839;

Heritage Lottery Fund: £181,300;

Caernarfon Harbour Trust: £44,645

Total Construction Phase Budget

2017-2021: £5,627,300

Secured through HLF, Welsh Government, Visit Wales, Cadw, Caernarfon Harbour Trust and Cyngor Gwynedd

Outputs / Outcomes

While the project is ongoing, main outcomes will be realised when project is completed. Expected outputs include:

- 30 Jobs Accommodated
- 19 SME's Accommodated
- 1750 m² Business Premises Refurbished

Outcomes to date:

- Tourism Attractor Destination and Heritage Lottery Enterprise Funding confirmed
- Planning Permission and Listed Building consent approved.
- Outline plans received positive response from the Design Commission for Wales
- On-going community engagement via Gefail yr Ynys Art project.

Status

Work has now started on preparing detailed designs and tender documents, with construction work starting in Summer 2018.



NEW RAILWAY TERMINUS FFESTINIOG AND WELSH HIGHLAND



Lead Body

Ffestiniog and Welsh Highland Railway

Project Description

As a key North Wales tourist attraction, this project shall deliver a new purpose built building within the existing railway terminus site. A new terminus will provide improved range of facilities available to its users and improve the urban environment and links between the waterfront and town centre. VVP funding supported preparatory work undertaken in designing the new building and preliminary groundworks.

Cost / Funding

Total funding 2014-17: £738,337
VVP funding: £725,000
Total Construction Phase Budget
2017 – 2021: £1,552,000
*Secured through Welsh Government,
Visit Wales and own funding*

Outputs / Outcomes

While the project is ongoing, the main outcomes will be realised when project is completed. Expected outputs include:

- 500m² Business premises created
- 7 Jobs Accommodated with 3 Gross Jobs Created

Outcomes thus far:

- Design competition for new rail terminal
- Groundworks completed ahead of construction phase
- Construction of new railway terminus underway

Status

Project is proceeding to construction phase following award of funding from Caernarfon Tourism Attractor Destination Programme.

GALERI 2 GALERI CAERNARFON CYF



Lead Body

Galeri Caernarfon Cyf

Project Description

Since opening in 2005 Galeri has established itself as an innovative blend of theatre, performance studios, art space, creative, artistic workspaces, bar and café. The Galeri 2 project builds on the success of the creative enterprise centre by extending the range of facilities and further develop the creative sector in the area. Galeri 2 will bring a new, independent dedicated two-screen cinema provision to the area and will open during the Summer of 2018.

Cost / Funding

Total Funding VVP 2014-2017:

£533,775

VVP funding: £365,000

Total Construction Phase Budget

2017-2021: £3,544,041

Secured through Welsh Government, Visit Wales, Arts Council Wales and own funding

Outputs / Outcomes

While the project is ongoing, the main outcomes will be realised when project is completed. Expected outputs include:

- 800m² Business premises created
- 6 Jobs Accommodated with 5 Gross Jobs Created
- Outcomes thus far:
- Planning application approved
- Tourism Attractor Destination Funding Awarded

Status

Project is proceeding to construction phase following award of funding from Caernarfon Tourism Attractor Destination Programme.

The image shows a yellow wall with three red mailboxes stacked vertically. Each mailbox has a small green logo and a black number (1, 2, and 3 from top to bottom). To the right of the middle mailbox is a white light switch. Further right is a dark green door with a small window and a silver handle. The text 'FACILITATE NEW HOMES, IMPROVED HOUSING SUPPLY AND TACKLING FUEL POVERTY' is overlaid in white capital letters on the left side of the image.

FACILITATE NEW HOMES, IMPROVED HOUSING SUPPLY AND TACKLING FUEL POVERTY

EMPTY HOMES GWYNEDD COUNCIL



Lead Body

Gwynedd Council Empty Homes Team

Project Description

Bring vacant units back into use and target accommodation which meets the identified housing need in Caernarfon. The project focused on smaller units for single people and small families meeting current need as identified by local Housing Option Teams and Homeless Services. VVP funding was used alongside Gwynedd Council resources to provide grant funding for improvement works.

Cost / Funding

Total Capital Spend: £ 651,270
VVP funding contribution: £132,039
Private Sector Funding: £339,421
Gwynedd Council: £132,500

Outputs / Outcomes

- 18 residential units upgraded and returned back into use
- 25 individuals accommodated in the new residential units

Status

Empty Homes scheme continues to bring residential units back into used across Gwynedd.



FACILITATE NEW HOMES, IMPROVED HOUSING SUPPLY AND
TACKLE FUEL POVERTY

MAXIMISING ECO



Lead Body

Gwynedd Council –
Housing Policy Service

Project Description

Increase the energy performance of existing homes (particularly the most energy inefficient homes) and achieve carbon savings; reduce the impact of fuel poverty on households within the Peblig ward in Caernarfon. The scheme created employment opportunities for Welsh residents and economic opportunities for Welsh businesses.

Cost / Funding

Total Capital Spend: £2,025,988
VVP Contribution: £304,555
Warm Homes funding: £1,631,277
Additional Match: £90,156

Outputs / Outcomes

- Fuel Poverty reduced following installation of energy efficiency measures
- 96 Properties received energy efficiency measures (new boilers & central heating systems, new doors and windows)
- Minimum reduction in CO₂ emissions: 40 tonnes
- Estimated Annual Fuel Savings in 2017: £27,000
- 10 local SMEs receiving contracts with over £2M spent in contracts

Status

Completed March 2016

FACILITATE NEW HOMES, IMPROVED HOUSING SUPPLY AND
TACKLE FUEL POVERTY