

# Llangyfelach – development of outside spaces and complementary facilities as important social and recreational resources

Feasibility study (2023)

Contact

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# Executive Summary

Llangyfelach Community Council, Llangyfelach Scout Group and St David and Cyfelach's Church are exploring opportunities to expand upon facilities and services and the use of outside space around the village green as an important social and recreational resource for local communities.

Led by The means the feasibility study has sought to identify and refine emerging ideas and consider how these can be developed in a complementary and cohesive proposition.

**Chapter 1 describes the study brief, broader approach and project summary.** Given the starting point for the study, its aims have focussed more on undertaking a preliminary analysis and form of business case to identify the perceived gaps / demand, solutions / options, preferred option(s) and implementation approach.

**Chapter 2 outlines the concept proposition and site review, summarising the place characteristics, features and assets and the local development policies.**

Llangyfelach is a village and community situated to the north of the County of Swansea and c.4miles (6.4km) north of the city centre.

The study area is located in the heart of Llangyfelach; fronting the village green. It is adjacent to the A48 (to the north), the B4489 / Swansea Road (to the east) which runs north/south from the city centre past the A48 and M4 (J46) and Heol-Y-Geifr to the West.

The site consists of St David and Cyfelach's Church and grounds, Church / Community Hall, Scout Hall and grounds. The site is on a hillside. The topography descends from south to north with the Church / Community Hall at the highest elevation opposite the village green. The Hall is raised above the church grounds. A path leads through the grounds and links to Heol-Y-Geifr and the lower end of the Scout Hall and grounds.

Three surfaced parking areas are within close proximity. The first is designated parking spaces for patrons of the Church and Hall. The second is delineated on-street spaces along Heol-Y-Geifr / the village green. The third is for visitors to The Plough and Harrow.

The study area is within the ownership of The Church in Wales and the Scout Group (6th Llangyfelach Scout Group).

The study area is within an Archaeological Sensitive Area and borders on to a Site of Importance for Nature Conservation to the north (Swansea Local Development Plan 2010-2025).

The village adjoins two Strategic Development Areas (D and E) and is close to another SDA, north of the M4.

Llangyfelach is within a Welsh Language Sensitive Area which covers mid to north Swansea.

In rural areas, proposals for sustainable tourism and sustainable recreation will be supported where they seek to conserve and enhance the County's natural heritage and reinforce vibrant rural communities (TR 1: Tourism, Recreation and Leisure Development).

The **Local context** is discussed in **Chapter 3**, identifying the local background, strategic drivers and baseline conditions as well as recreation, outside activities and tourism.

Llangyfelach village is situated within Llangyfelach ward. Llangyfelach is the county's 19th largest ward population in Swansea (of 36), but 6th least densely populated. It is a mainly rural ward, separated north and south by the M4 motorway. The present settlement pattern reflects the area's industrial activity from its early roots in coalmining through to the development of the Felindre tinsplate works in the 1950s. Felindre, the site of the 2006 National Eisteddfod, is now the focus of largescale redevelopment and investment plans. These plans will create a public sector backed business park (Parc Felindre) focussing on emerging industries such as high tech manufacturing and high level uses, together with a proposed new village that will become a live / work destination. A large area of the ward, mainly north of the M4 and Parc Felindre, is rural in character, comprising largely open upland green space and scattered farm developments. Llangyfelach locality, south of the M4, effectively merges with the north west of Mynyddbach and can also be linked to the area's heavy industrial expansion. The area along the eastern flank of Swansea Road (now in Pontlliw & Tircoed ward) has seen significant residential development over recent decades. Tircoed Forest Village,

north of Junction 47, is the area's other main settlement. Developed in the mid-1980s, Tircoed was intended to be built as a self-contained village with integrated amenities, along the lines of Poundbury in Dorset.

The area has not seen population growth during 2015-2020. However, birth and death rates since then (ONS, 2020) would suggest that there has been some recent growth. Housing developments in the area will see further growth.

The Welsh Index of Multiple Deprivation highlights that there is no significant deprivation across most of the domains other than 'Access to Services'. For this domain Llangyfelach 3 is ranked in the 50% most deprived LSOAs in Wales at 756th and 42nd in Swansea. The 'Access to services' domain captures deprivation as a result of a household's inability to access a range of services considered necessary for day-to-day living, both physically and online.

Of importance to Llangyfelach in terms of outdoor recreational activities and trails is Visit Wales' year of the trail (2023) and Swansea Council's aspiration to provide further support to northern wards to spread the benefits of tourism and relieve some of the pressures in the southern areas during peak periods.

**Chapter 4 details the primary research and consultation** undertaken for this study. Several phases of engagement were implemented to ensure that proposals respond to the needs of residents and visitors and that the community is aware of and can help shape them.

Firstly, emerging ideas, informed by the partners were identified for further development. The intention was to consider how these could be developed in a complementary and cohesive proposition. The ideas included:

- Scout Hall – additional facilities and outside space
- Church / Community Hall – additional facilities and services
- St David and Cyfelach's Church grounds – further development of community gardens
- Linkages between outside spaces

Secondly, a community survey was produced to gauge views on the project ideas and identify any others.

Thirdly, several group sessions were held with the partners to discuss progress, survey responses and refine the project ideas.

During these discussions and alongside comments received through the survey a real interest has been conveyed from the community about what is needed in the area and the important social and recreational role that these proposals can play.

Emerging ideas have been refined to include:

- A greater emphasis on the use of outside space for the Scout Hall and grounds
- Refurbishment of the main hall area within the Church / Community Hall
- Clearance of overgrowth and remediation works to paths and access routes within the Church grounds
- Emphasis on linkages between access routes of the various facilities and their complementary uses

**Opportunities, development principles and options** are described in **Chapter 5**. Key quantitative and qualitative issues, challenges and opportunities arising from the socio-economic profile, literature research and discussions with project partners and locals has been interpreted into a SWOT analysis. This has informed the 'Market' opportunity, development principles and comparison of development options – enabling a rationale, operational / delivery aims and outcomes to be compared in order to maximise strengths and opportunities, address weaknesses and mitigate the impact of threats.

The research, consultation and site assessment demonstrate strong support for further development of outside spaces and complementary facilities as important social and recreational resources to more fully meet 'community' need, partner organisation member's needs, address gaps in provision and improve the maintenance of Scouts Hall land and Church grounds, bringing them back in to sustainable use, creating points of interest and attracting more wildlife / biodiversity.

Three levels of intervention / development options were compared in terms of scale and form:

- Option one: Baseline – continue as is
- Option two: Further development of outside spaces and complementary facilities as important social and recreational resources
- Option three: Important social and recreational resources with wider visitor market appeal

A matrix was applied to each option to enable objective and comparable assessment. This consisted of eleven criteria based upon Llangyfelach Community Council, Llangyfelach Scout Group and St David and Cyfelach's Church's aspirations, community need and development principles.

The highest scoring option by a significant margin is **Option two: Further development of outside spaces and complementary facilities as important social and recreational resources** with a weighted score of 78.00. This option more fully meets 'community' need as identified by partners, consultation and primary research in this study, realises partner aspirations, provides for needs of the community and changing demographics, addresses gaps in provision and improves the maintenance of the Scouts Hall land and Church grounds, bringing them back in to sustainable use, creating points of interest and attracting more wildlife / biodiversity. The greatest risk factor is the need for Llangyfelach Community Council, Llangyfelach Scout Group and St David and Cyfelach's Church to secure capital funding to implement proposals.

While each proposal can stand alone and has benefits for particular demographics of the community the greatest impact will be seen through realising a complementary package of proposals that more fully meet 'community' and partner organisation member's needs, utilise the available resources to best effect, address gaps in provision and appeal to a broad range of users.

**Chapter 6** outlines **delivery, finance and funding**. As the majority of the study area is within the ownership of The Church in Wales and the Scout Group (6th Llangyfelach Scout Group) development phases would need to be led by both organisations drawing upon Llangyfelach Community Council and other partner support and expertise as necessary.

The council and the Scout Group in particular have a successful track record of securing funds, and all partners have significant experience of delivering projects and services.

The partnership has recognised that there will on occasions be restrictions of funding relating to the Church grounds and Church / Community Hall. Discussions are ongoing re the potential to form a Friends of Group for the Church grounds and for one of the partners to lease / manage the Church / Community Hall which will help with future investment and the ability to access available funding sources.

The single biggest risk factor in being able to deliver the proposals is securing the necessary capital resource. A Funding Strategy will need to be agreed to provide an overview of actions, timescales and possible funding sources/approaches to achieve the preferred option. Several funding sources have been identified for further investigation:

- UK Shared Prosperity Fund (UKSPF) – Swansea Council is regional lead authority for South West Wales
- Brilliant Basics (Visit Wales / Business Wales)
- Swansea Council Tourism Grant
- Mynydd y Gwair Wind Farm Community Fund
- The Welsh Water Community Fund

**Summary conclusions and key recommendations** are described in **Chapter 7**. Building upon the analysis and reviewing the development principles and development options has informed 6 recommendations.

**Recommendation 1** – The preferred option '**Further development of outside spaces and complementary facilities as important social and recreational resources**' should be pursued.

**Recommendation 2** – Proposals should be developed and presented as a **complementary and cohesive package that fully utilise the range of facilities and resources and appeal to a broad range of users**.

**Recommendation 3** – **The Church in Wales / volunteer group and the Scout Group (6th Llangyfelach Scout Group) should be the leads for the development phases drawing upon Llangyfelach Community Council and other partner support and expertise as necessary**.

**Recommendation 4** – A **Funding Strategy** should be agreed to provide an overview of actions, timescales and possible funding sources/approaches to achieve the preferred option. Several funding sources should be further investigated with a view to submitting applications for the necessary capital resources.

**Recommendation 5** – Further consideration should be given to the benefits and complexities of **forming a Friends of Group for the Church grounds** with a view to continuing the achievements made by the committed volunteer group and opening up more opportunities to secure funding.

**Recommendation 6** – Further discussions should be had to reach agreement on **whether it is feasible for one of the partners to lease / manage the Church / Community Hall**.

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# 1. Introduction

## 1.1. Study brief and broader approach

The extension of the Rural Development Plan and funding package provides an opportunity to address some of the issues and challenges facing the northern rural wards in the City and County, particularly in **Llangyfelach**, Mawr, Pontarddulais and Penclawdd.

Over the past four months, The means in partnership with Planning Solutions Consulting, has been undertaking a series of feasibility studies on behalf of the Swansea Rural Development Partnership to support sustainable community regeneration in northern rural Swansea. Although different in terms of required outcomes, a common methodology has been applied across feasibility studies for each area, which will enable them to have a platform to apply for funding. This is summarised in the chart below.



**Figure 1: Common methodology**

In terms of the feasibility studies:

- The commission started with a mobilisation workshop to discuss the background and key issues, collect relevant information, confirm key stakeholder/partner contact details and refine and finalise the full work programme.
- A detailed Engagement Plan has been implemented for each of the four area to ensure that local community groups and key stakeholders have been involved in the feasibility work.
- The feasibility studies are founded on evidence. Each study has involved an analysis of need, opportunity and targeting in the form of an analysis and profile with appropriate econometric analysis and market demand assessment for each area.
- The output has been a range of options around the development opportunities and recommendations regarding the way forward.

Each study area were at different stages of progress – with some having a particular focus already agreed, some were well on their way to determining a preferred approach and others initially having a broader scope with a need to agree upon a specific area of interest. The intention was for the more progressed studies to test the rationale, produce several options and agree upon a preferred option. For others, to identify a need, a defined area and scope this out with a narrative that leads to identified projects.

A core feature of the studies has been to align with the LDS aims, objectives and One Planet vision.

## 1.2. Llangyfelach – project summary

At the time of commissioning, Llangyfelach had a broader scope. The initial period of work was intended to identify with **Llangyfelach Community Council and partners including Llangyfelach Scout Group and St David and Cyfelach’s Church** what should be included in the feasibility – what would benefit the area and garner interest and support for future funding opportunities. The scope of the study was to then gain approval from Swansea Council, as the contracting authority, to ensure the aims and objectives of the commission’s funding are followed. Given the starting point for the study, its **aims have focussed more on undertaking a preliminary analysis and form of business case to identify the perceived gaps / demand, solutions / options, preferred option(s) and implementation approach.**

Through consultation with the council and partners, important community facilities and spaces around Llangyfelach village green were agreed as the study area – specifically the Scout Hall (and grounds), St David and Cyfelach’s Church grounds and Church / Community Hall. As the commission progressed the linkages between outside spaces became a key component in enabling proposals to be more cohesive and have a greater and broader impact. Services and facilities would be aimed predominantly at the local community with some opportunity for the inclusion of neighbouring areas and attracting visitors / those further afield through the Scout Hall grounds and linkages between outside spaces. The key partners became integral in identifying and shaping proposals.

## 2. Concept proposition and site review

### 2.1. Proposition

**Llangyfelach Community Council, Llangyfelach Scout Group and St David and Cyfelach's Church** are exploring opportunities to expand upon facilities and services and the use of outside space around **the village green** as an important social and recreational resource for local communities.

Led by The means the feasibility study has sought to identify and refine emerging ideas and consider how these can be developed in a complementary and cohesive proposition. The emerging ideas include:

- Scout Hall – additional facilities and outside space
- Church / Community Hall – additional facilities and services
- St David and Cyfelach's Church grounds – further development of community gardens
- Linkages between outside spaces

### 2.2. Site review – place characteristics, features and assets

Llangyfelach is a village and community situated to the north of the County of Swansea and c.4miles (6.4km) north of the city centre. The area is within the Llangyfelach ward and is part of the wider Welsh Assembly and UK Parliamentary Constituency of Gower. One of 39 community areas in Swansea and one of 24 active councils – Llangyfelach Community Council.

Once the name of a parish that covered much of the former Lordship of Gower, the community of Llangyfelach covers a smaller area including the site of the former Felindre tinsplate works, which hosted the National Eisteddfod in 2006. At the centre of the village is the Parish Church of St David and Cyfelach. The village has its own primary school, crematorium, Llangyfelach Stores / Post Office, The 'Plough and Harrow' pub, Church / Community Hall and a Scout hall. Bordering the village to the north is the M4 motorway (Junction 46) and the A48.

The study area is located in the heart of Llangyfelach; fronting the village green. It is adjacent to the A48 (to the north), the B4489 / Swansea Road (to the east) which runs north/south from the city centre past the A48 and M4 (J46) and Heol-Y-Geifr to the West.

The site consists of St David and Cyfelach's Church and grounds, Church / Community Hall, Scout Hall and grounds. The site is on a hillside. The topography descends from south to north with the Church / Community Hall at the highest elevation opposite the village green. The Hall is raised above the church grounds. A path leads through the grounds and links to Heol-Y-Geifr and the lower end of the Scout Hall and grounds.

Three surfaced parking areas are within close proximity. The first is designated parking spaces for patrons of the Church and Hall. The second is delineated on-street spaces along Heol-Y-Geifr / the village green. The third is for visitors to The Plough and Harrow.

The study area is within the ownership of The Church in Wales and the Scout Group (6th Llangyfelach Scout Group).

**Scout Hall and grounds:** The 6th Llangyfelach Scout Group are fortunate amongst their peers to own a large area of land and a hall. The Scout Hall's footprint is approximately 180m<sup>2</sup> (20m long by 9m wide). The Group has recently been successful in funding an extensive refurbishment of the hall which has significantly improved its facilities. A colourful purpose-built, high specification, climbing wall has been erected. Purpose-built storage has been installed across the width of the hall. New toilets with disabled access and a baby change station have been constructed. One of the side walls has been reconstructed making the building more airtight and energy efficient. The intention is for this space to be an attraction to both other scout groups and local children and bolster its popularity as a community venue.

The grounds are approximately 1 acre (3,960m<sup>2</sup>, 132m long by 30m wide). The area is easily accessible from Heol-Y-Geifr but has suffered from being overgrown, unmanaged and was being used for anti-social behaviour. This has made the space unusable. The Group has recognised that the grounds are not being used to their full potential and have undertaken a concerted effort to begin to clear overgrowth and open up the area for activities. This has had to be limited to date as the area continues to be treated for knotweed and

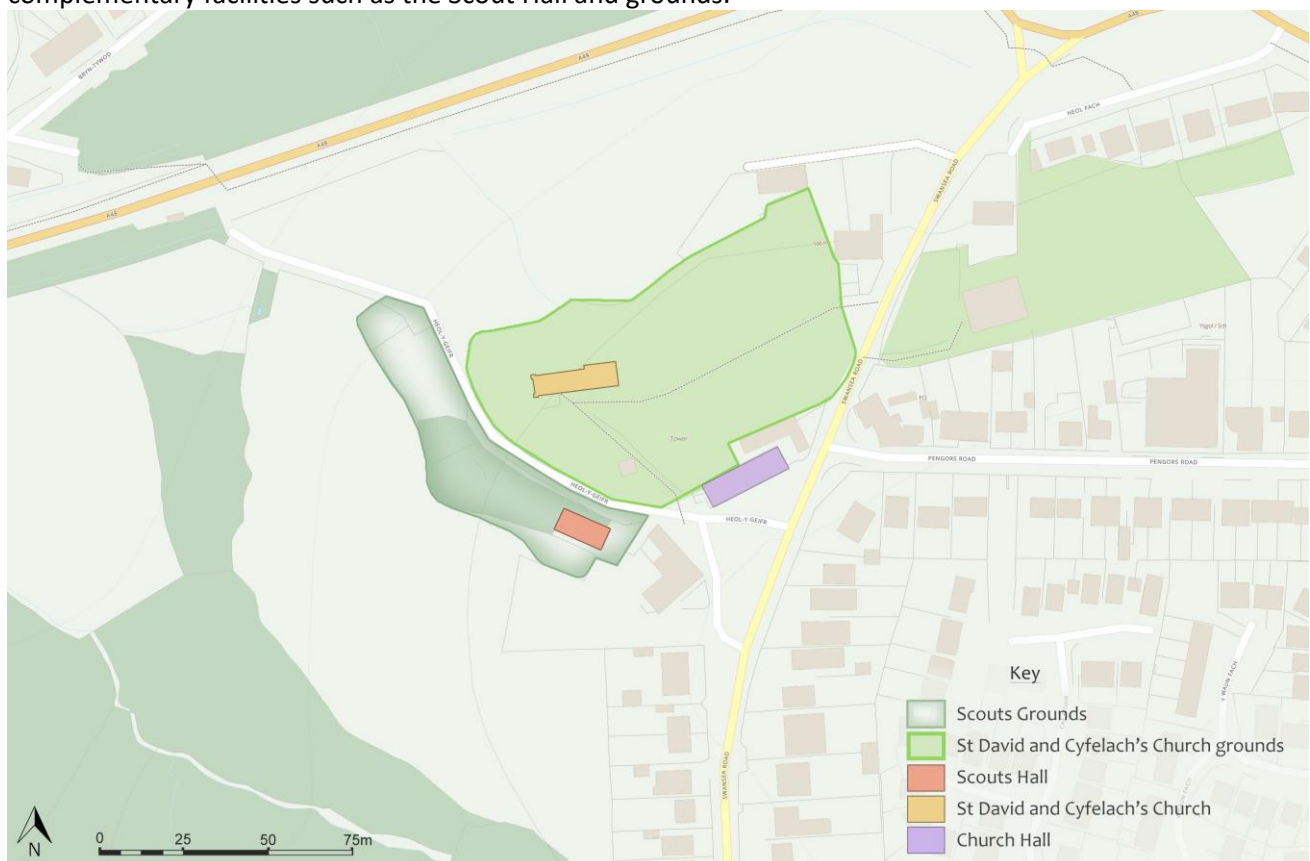
additional risk assessments and searches are undertaken to mitigate the effects of anti-social behaviour. A significant step forward for the Group will be the ability to secure the site through the erection of fencing.

Work has been undertaken with the support of the Woodland Trust, the Group's members and volunteers to plant a large quantity of tree saplings around the perimeter of the site and install bird boxes. The intention is to develop different zones for growing, wildlife areas, open play spaces and camping.

The Group's longer-term aim is for this whole area to be opened up for extensive use by their members and the wider community and put the hall and grounds on a sound footing for decades to come.

**Church / Community Hall:** The hall's footprint is approximately 105m<sup>2</sup> (15m long by 7m wide) and comprises an entrance / foyer area, main hall, kitchen and toilet facilities. The Church / Community Hall is an airy space which can hold c.60 delegates. The main function of the hall is to accommodate the many Parish groups and events which take place throughout the year. It is also for private hire for a small charge per two-hour session and for longer sessions. Current users include: Trefoil Guild, Wise Women, History Groups, Gardening Club, Book Club, music and choir groups, slimming world, local community council and PCSO's. The Hall has been running a Warm Hub, as part of the Swansea Warm Space Initiative, between 10am and 2pm every Thursday where people can go to socialise, take part in activities such as board games and enjoy a free hot drink and soup. It is independently heated from the main church.

**St David and Cyfelach's Church grounds:** The Church of St David and St Cyfelach is a Grade II\* listed building. The site dates back to the 6th Century – where St. David the Patron Saint of Wales founded an early Celtic monastery. The present church has a 12th Century detached tower (one of only three towers detached from their churches in Wales) and a converted tithe barn as the present church. Contained within the church is the Llangyfelach Cross, a 9th Century Celtic stone. The grounds are approximately 1.2 hectares. Significant work has been undertaken by a volunteer group to clear the area of overgrowth, open it up for easier access by the wider community, develop a community garden and install beehives. The intention is to make the area more accessible to the wider community and encourage them to visit and get involved with the outdoor activities being run by the volunteer group. Existing access points and paths, from Swansea Road to the top and bottom of Heol-Y-Geifr, will be linked together to improve access through the grounds and to other complementary facilities such as the Scout Hall and grounds.



**Figure 2: Llangyfelach village facilities – area mapping / visualisation**



Llangyfelach Scout Hall (frontage)



Llangyfelach Scout Hall (interior)



Llangyfelach Scout Hall (climbing wall)



Scout Hall grounds (from Hall)



Scout Hall grounds (west of Hall)



Scout Hall grounds (rear of ground from Heol-Y-Geifr)



Church / Community Hall exterior



Church Hall / Community interior



Church, tower and grounds



Church grounds (rear of Hall)



Church grounds (community garden)



Church grounds (community garden extension area)



Plough & Harrow (facing village green)



Plough & Harrow play area (adjoining Scout grounds)



Church grounds (perimeter access to Heol-Y-Geifr)

**Figure 3: Llangyfelach village facilities – photography / visualisation**

## 2.3. Local development policies

The Swansea Local Development Plan 2010-2025 (adopted on the 28<sup>th</sup> February 2019) forms the statutory development plan for Swansea Council. Together with the national plan (Future Wales: National Plan 2040) it is used as the primary material consideration to inform decisions on planning applications and development proposals. The LDP consists of a written statement and proposals maps which set out the full range of plan policies and proposals to achieve “a positive approach to managing and promoting growth, and to deliver the supporting infrastructure required to underpin the transformative change that Swansea is anticipated to experience as the city at the heart of the Swansea Bay Region”.

The study area is within an Archaeological Sensitive Area (green shaded area, map below) and borders on to a Site of Importance for Nature Conservation to the north (green diagonal lines). The broader area has been designated as within a Foul Water Catchment area. These designations are determined by other ‘mechanisms or bodies’ and are not included in the LDP Proposals Maps.

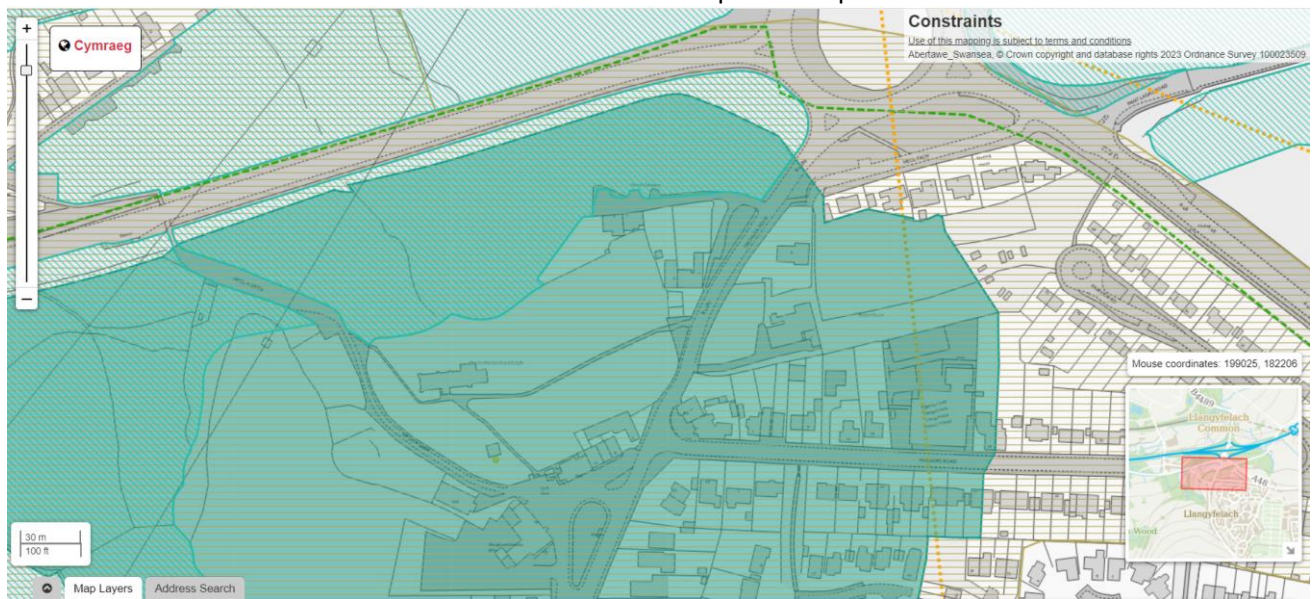


Figure 4: Constraints and issues map (Llangyfelach)

The village adjoins two Strategic Development Areas (D and E) and is close to another SDA, north of the M4 (red shaded areas, map below).

Llangyfelach is within a Welsh Language Sensitive Area which covers mid to north Swansea.

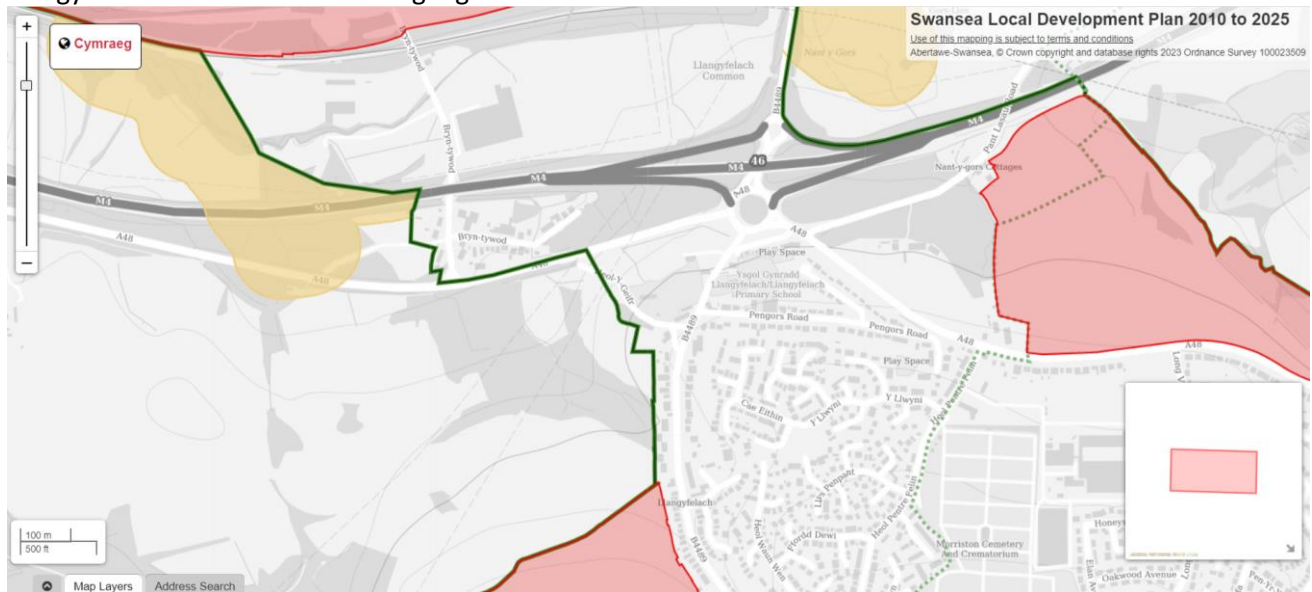


Figure 5: Swansea LDP 2010-2025 proposals map (Llangyfelach)

### **The North Zone and Strategic Development Areas (SDAs)**

The selected growth strategy within the Swansea LDP proposes the creation of a limited number of sustainable new neighbourhoods at SDAs within, or close to the existing urban area. SDAs are considered by the Local Planning Authority as having the greatest potential to contribute to the plan's vision and strategic objectives and deliver well-being and sustainable development.

Opportunities for settlement growth have been identified where it is supported by infrastructure provision. New infrastructure is needed to help sustain existing communities as well as support growth. The LDP identifies that such infrastructure is not realistically likely to occur without further development.

The North Zone incorporates largely residential urban areas around the fringes of Central Swansea, including Penlan, Mynyddbach, **Llangyfelach**, and Morryston; and also established business parks at Fforestfach and Waunarlyydd. In recent decades there have been low levels of house building and a lack of developer interest at a number of locations within the Zone resulting in unbuilt UDP allocations. Around 3,230 new homes are proposed within this Zone. Of the three proposed sites, two are within the vicinity and are of significant relevance to Llangyfelach:

**'SD D West of Llangyfelach Road, Penderry'** aims to create new neighbourhoods by means of a residential led development of substantial scale, incorporating a mix of community facilities that offers a particular opportunity towards the south of the site to help regenerate an area of relative deprivation. A new through road will alleviate congestion and there are opportunities for sustainable transport linkages and improving accessibility to areas to the north. This site overlaps into the GNW Zone. Approximately half of this site is within Llangyfelach ward and is adjacent to the south western edge of the village.

**'SD E North of Clasemont Road, Morryston'** will create a new neighbourhood on a site promoted as a 'legacy project' by the Trustees of the original developer of Morryston, by means of a residential led development that incorporates a range of other supporting uses, at a sustainable site to the north of the existing settlement adjacent to the DVLA offices and close to Morryston District Centre. This site borders the eastern edge of Nant-y-Gors Cottages / Pant Lassau Road and is partially in Llangyfelach ward.

### **The Greater North West (GNW) Zone and Strategic Development Areas (SDAs)**

The GNW encompasses former industrial communities such as Gorseinon and Pontarddulais, which have become primarily dormitory settlements served by large District Centres.

A number of sites have been allocated historically for employment purposes, but not yet developed for a variety of reasons, including the Felindre strategic site.

SDAs are allocated within the Greater North West (GNW) Zone at:

**'SD G: Northwest of M4 J46, Llangyfelach'** which seeks to create a new sustainable settlement that will complement the adjacent Felindre strategic employment site.

The site of the former tinsplate works at Felindre located North of Junction 46 of the M4 has already been prepared for use as a serviced Strategic Business Park for B1 and B2 uses to accommodate emerging industries, high tech manufacturing, high level services and ancillary uses along with car parking. Land at Felindre will play a key role in the economic growth of Swansea. This strategic site will deliver up to 800 dwellings with 565 likely during the Plan period.

Land north west of the Felindre business park also provides the opportunity to create high quality attractive new sustainable urban villages with the potential to continue to grow beyond the Plan period. A masterplan for the villages will be produced by the Welsh Government.

Active Travel routes have been planned from the residential led development site North of Clasemont Road, Morryston to the north west of the site at Felindre.

### **Tourism and Recreation in rural areas**

In rural areas, proposals for sustainable tourism and sustainable recreation will be supported where they seek to conserve and enhance the County's natural heritage and reinforce vibrant rural communities (TR 1: Tourism, Recreation and Leisure Development).

## 3. Local context

### 3.1. Local background, strategic drivers and baseline conditions

The Local Democracy and Boundary Commission for Wales has recently made proposals from its local authority electoral boundary review to the Minister for Finance and Local Government. These boundary reforms have taken effect for Swansea from the 2022 local government elections. The number of wards in the county has reduced from 36 to 32. This has resulted in an overall expansion of Llangyfelach; subsuming the central north / south swathe of Mawr while losing its western area to a newly formed ward Pontlliw & Tircoed (see boundary maps below). Llangyfelach village green and the study area will remain in the south east of Llangyfelach ward. Official statistics are not available for the new ward boundary.

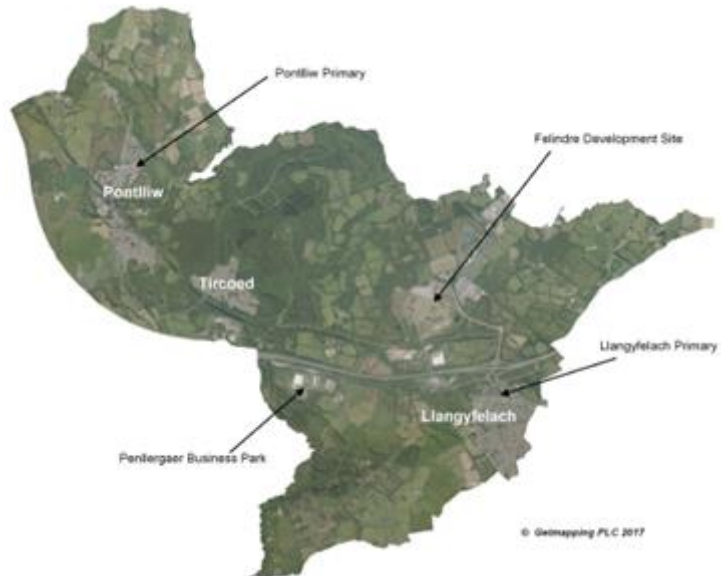


Figure 6: Llangyfelach pre-May 2022 ward and key settlements

This has also impacted the number of and boundaries of LSOAs. Llangyfelach 2 LSOA will become part of Pontlliw & Tircoed ward and one or more LSOAs will be created in the reconfigured Mawr ward / extended Llangyfelach ward. No official statement has been made re how this will be achieved. Figures referred to are for pre-2022 boundaries.

Llangyfelach is the county's 19th largest ward population in Swansea (of 36), but 6th least densely populated. With a population of 5,100 and covering an area of 17.48km<sup>2</sup> it has a population density of 290 people per km<sup>1</sup>.

Llangyfelach is a mainly rural ward, separated north and south by the M4 motorway. The present settlement pattern reflects the area's industrial activity from its early roots in coalmining through to the development of the Felindre tinplate works in the 1950s. Felindre, the site of the 2006 National Eisteddfod, is now the focus of largescale redevelopment and investment plans. These plans will create a public sector backed business park (Parc Felindre) focussing on emerging industries such as high tech manufacturing and high level uses, together with a proposed new village that will become a live / work destination.

A large area of the ward, mainly north of the M4 and Parc Felindre, is rural in character, comprising largely open upland green space and scattered farm developments.

Llangyfelach locality, south of the M4, effectively merges with the north west of Mynyddbach and can also be linked to the area's heavy industrial expansion.

The area along the eastern flank of Swansea Road (now in Pontlliw & Tircoed ward) has seen significant residential development over recent decades. Tircoed Forest Village, north of

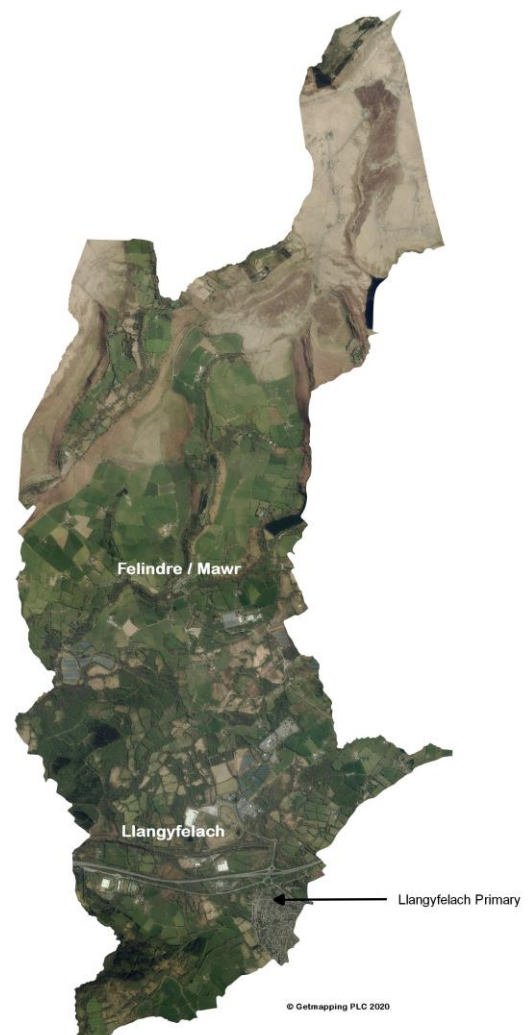


Figure 7: Llangyfelach post-May 2022 ward and key settlements

<sup>1</sup> 2020 Mid-Year Population Estimates, Office for National Statistics (ONS)

Junction 47, is the area's other main settlement. Developed in the mid-1980s, Tircoed was intended to be built as a self-contained village with integrated amenities, along the lines of Poundbury in Dorset.

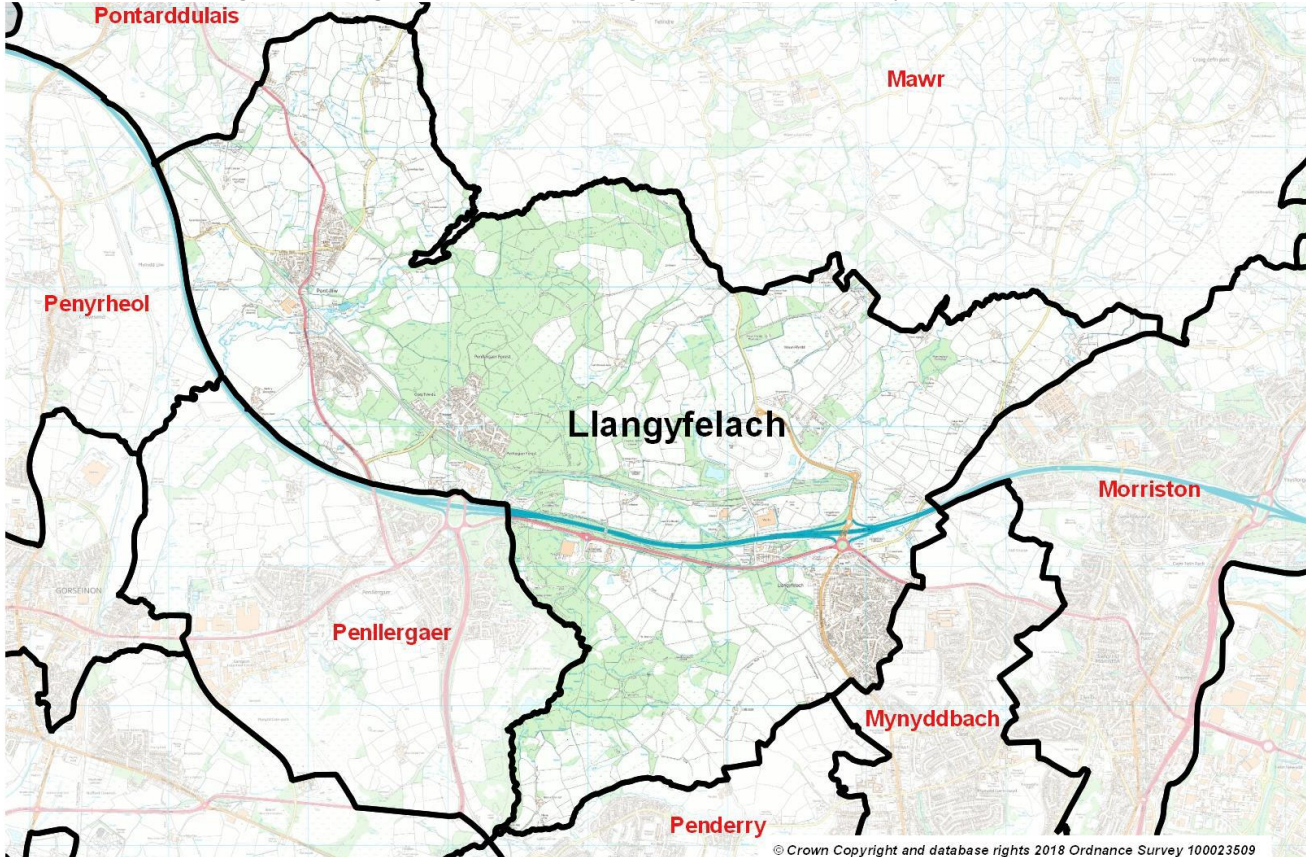


Figure 8: Llangyfelach pre-May 2022 ward boundary

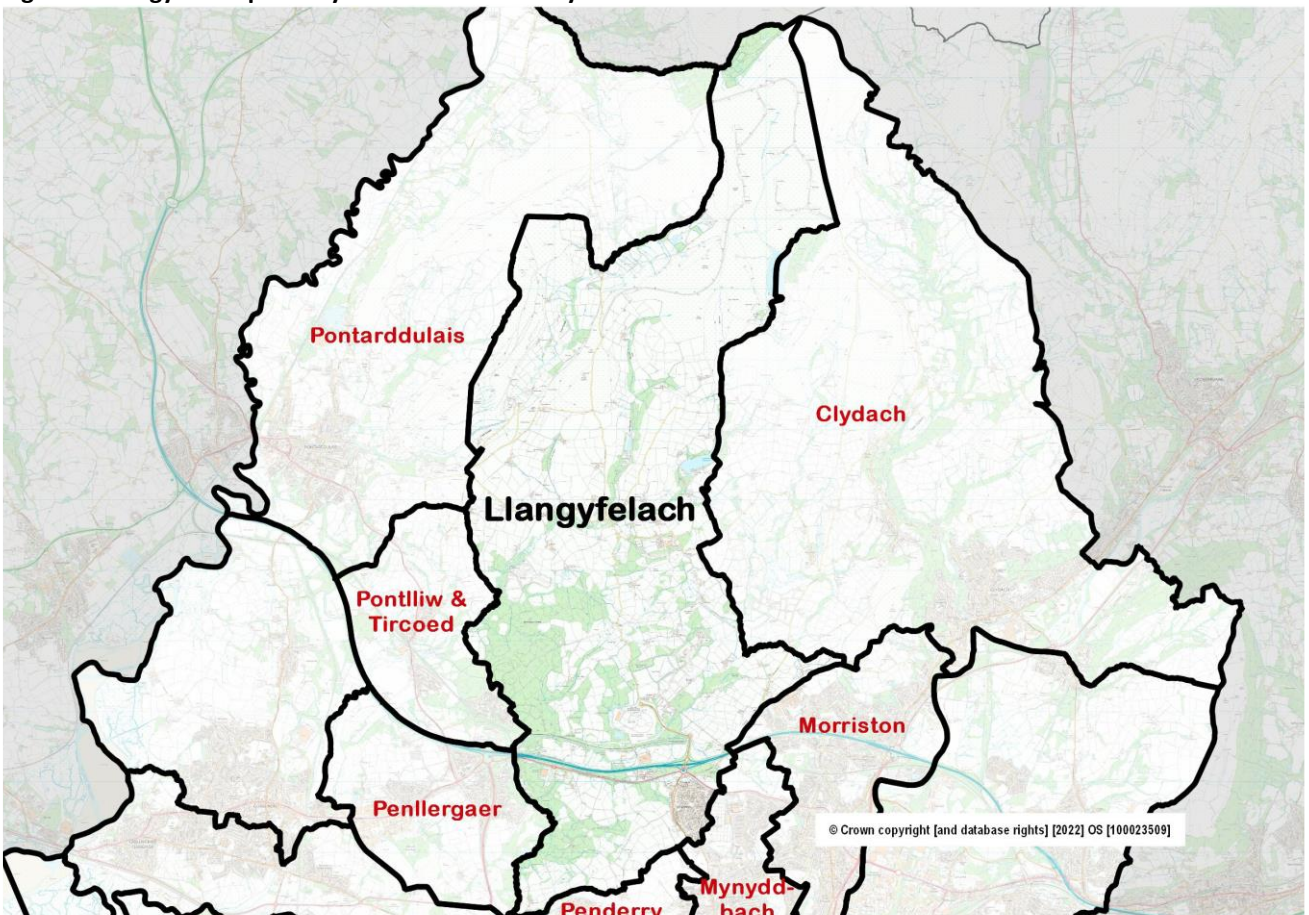


Figure 9: Llangyfelach post-May 2022 ward boundary



Llangyfelach has a slightly higher proportion of people aged 45-64 and a lower proportion of over 65's than the county average.

| Area population         | Llangyfelach | Swansea |
|-------------------------|--------------|---------|
| <b>Total population</b> | 5,077        | 246,563 |
| <b>0-15</b>             | 17.6%        | 16.9%   |
| <b>16-64</b>            | 65.8%        | 63.3%   |
| <b>65+</b>              | 16.6%        | 19.8%   |

Source: Small area population estimates (2020), ONS

**Figure 10: Area population - Llangyfelach and Swansea**

The area has not seen population growth during 2015-2020. However, birth and death rates since then (ONS, 2020) would suggest that there has been some recent growth. Housing developments in the area will see further growth. The proportion of people with higher level qualifications at 34.7% is substantially higher than the county average of 25.8%. The ability to speak Welsh at 16.9% is higher than the county average of 11.4%.

The area has a significantly higher proportion of economically active people than the county average with employees (part-time and full-time) accounting for 63.4% compared to 47.9% across Swansea. Of those economically inactive there is a lower percentage of students. Employment in the area is estimated to be 1,500 jobs (ONS workplace estimate, 2020) with the major employers being Welsh Government regional offices, KSR Electronic Systems and Afon Tinplate.

| Economic Activity (people aged 16-74)       | Llangyfelach | Llangyfelach % | Swansea %   |
|---------------------------------------------|--------------|----------------|-------------|
| <b>Economically Active</b>                  | <b>2,860</b> | <b>76.3</b>    | <b>63.0</b> |
| Employees: Part-time and Full-time          | 2,376        | 63.4           | 47.9        |
| Self-employed                               | 391          | 7.8            | 6.6         |
| Unemployed                                  | 91           | 2.4            | 3.9         |
| <b>Economically Inactive</b>                | <b>886</b>   | <b>23.7</b>    | <b>37.0</b> |
| Retired                                     | 513          | 13.7           | 15.6        |
| Looking after Home or Family                | 81           | 2.2            | 3.7         |
| Long-term Sick or Disabled                  | 106          | 2.8            | 6.9         |
| Other                                       | 37           | 1.0            | 2.1         |
| Students (economically active and inactive) | 251          | 6.7            | 13.3        |

Source: 2011 Census, ONS

**Figure 11: Economic Activity (people aged 16-74) - Llangyfelach and Swansea**

Llangyfelach's residents have a much higher average level of managerial and professional occupations and lower proportions of routine and manual occupations than the Swansea average.

| Socio-economic classification (NS-SeC)                | Llangyfelach | Llangyfelach % | Swansea % |
|-------------------------------------------------------|--------------|----------------|-----------|
| All usual residents aged 16-74                        | 3,746        | 100            | 100       |
| 1-2. Higher managerial, administrative & professional | 1,519        | 40.5           | 27.5      |
| 3-4. Intermediate occupations                         | 993          | 26.5           | 20.3      |
| 5-7. Routine and manual occupations                   | 915          | 24.4           | 33.9      |
| 8. Never worked and long-term unemployed              | 70           | 1.9            | 5.2       |
| Not classified (full-time students)                   | 249          | 6.6            | 13.1      |

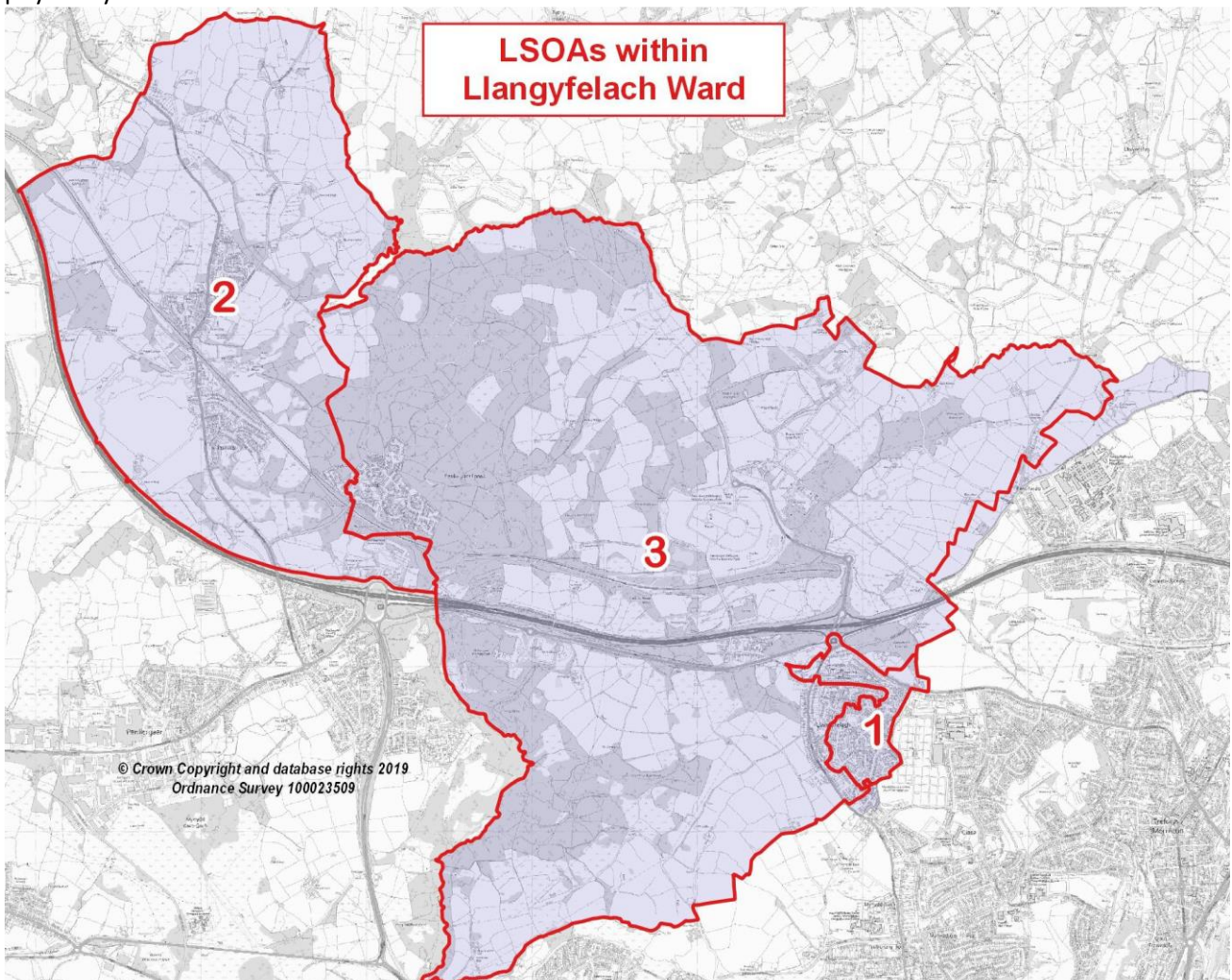
Source: NS-SeC – National Statistics Socio-economic Classification (three-class version), 2011 Census, ONS

**Figure 12: Socio-economic classification (NS-SeC) - Llangyfelach and Swansea**

The average net annual household income in the area at £31,400 is the 5<sup>th</sup> highest in the county and is 17% above the average of £26,900. This is informed by the ONS's model-based estimates at MSOA (Middle Super Output Area) level for 2015-16. And uses MSOA Swansea 004 which most closely aligns to the ward boundary. The household composition comprises significantly more 'married or same-sex civil partnership couples' than Swansea at 44.2% vs. 30.4%.

Detached properties account for significantly more of the household accommodation type (48.6%) than the county average (23.2%) with a much higher percentage of households with a mortgage or loan (53.9 % vs. 30.6%). House prices have seen an annual increase in value averaging +£20,000 (+4%) compared to an increase of £6,000 (4%) across Swansea (House Price Statistics for Small Areas, ONS, for year ending June 2020). The most significant annual increase is in detached properties which have experienced a change on year of +£48,500 (+4.1%). The predominant council tax band for 'dwelling stock' is C-D compared to B-C across Swansea (Valuation Office Agency administrative database, 2020).

The table below references information compiled by the Statistical Directorate of the Welsh Assembly as part of the 2019 Welsh Index of Multiple Deprivation. It indicates the overall index and the rank for the eight domains for the 3 Lower Layer Super Output Areas (LSOA) within Llangyfelach ward. There are 1909 LSOAs in Wales and 148 in Swansea. The lower the rank/number the higher the level of deprivation. Bracketed numbers are the rankings within Swansea. Llangyfelach ward comprises of 3 LSOAs - Llangyfelach 1 (LSOA code W01000791), Llangyfelach 2 (LSOA code W01000792) and Llangyfelach 3 (LSOA code W01000793). The study area is situated in LSOAs Llangyfelach 1 and 3. There is no significant deprivation across most of the domains other than 'Access to Services'. For this domain Llangyfelach 3 is ranked in the 50% most deprived LSOAs in Wales at 756<sup>th</sup> and 42<sup>nd</sup> in Swansea. The 'Access to services' domain captures deprivation as a result of a household's inability to access a range of services considered necessary for day-to-day living, both physically and online.



**Figure 13: Llangyfelach's 3 LSOAs**

| Lower Super Output Area: | Domains and Rank |            |            |            |            |                    |            |                  |                      |
|--------------------------|------------------|------------|------------|------------|------------|--------------------|------------|------------------|----------------------|
|                          | Overall          | Income     | Employment | Health     | Education  | Access to services | Housing    | Community safety | Physical environment |
| Llangyfelach 1           | 1749 (119)       | 1721 (126) | 1466 (110) | 1436 (107) | 1637 (113) | 1314 (90)          | 1813 (140) | 1819 (141)       | 1364 (91)            |
| Llangyfelach 2           | 1806 (133)       | 1715 (125) | 1655 (127) | 1670 (127) | 1582 (106) | 1347 (91)          | 1793 (138) | 1682 (125)       | 1272 (79)            |
| Llangyfelach 3           | 1765 (125)       | 1840 (142) | 1666 (128) | 1626 (124) | 1743 (125) | 756 (42)           | 1839 (143) | 1471 (110)       | 1653 (124)           |

| Most deprived | Rank    |
|---------------|---------|
| 10%           | 1-191   |
| 20%           | 192-382 |
| 30%           | 383-573 |
| 50%           | 574-955 |

Figure 14: Welsh Index of Multiple Deprivation – Llangyfelach ward / Lower Layer Super Output Area

### 3.2. Recreation, outside activities and tourism

Tourism and recreation have become increasingly important sectors of the local economy of rural Swansea, particularly within the Gower Area of Outstanding Natural Beauty. The wider Swansea Bay area welcomes more than four million visitors every year.

STEAM tourism research in 2019 estimates 4.79 million annual visitors to the area (-0.2% on 2018) of which 3.12 million (-1.6% on 2018) are day visitors and 1.67 million (+ 2.5% on 2018) staying visitors. The total economic impact of tourism in the area is £477.22 million (+2.2% on 2018) which supports 5,998 jobs (+ 3.4% on 2018)<sup>2</sup>.

A 2019 Swansea Bay visitor survey found that the coast, beaches, scenery & landscape remain key attractions with walking a key activity<sup>3</sup>.

The area includes a number of popular attractions, many of which continue to invest and develop their product offer in line with future trends and visitor aspirations. While many of these are within the Gower AONB amongst the main attractions is Penllergaer Valley Woods (listed by Cadw on the statutory register Registered Historic Parks and Gardens). This is located close to the next motorway junction west of Llangyfelach village and within the ward; c.2 miles / 4 minutes car journey time / 36 minutes walking via the A48. Whilst the most direct route is the A48 there are foot trails and lanes which link Penllergaer Valley Woods to Llangyfelach village via Penplas Road which takes c. 1 hour to walk.

The wider area includes a number of walks highlighting interesting locations and features along the way. Swansea Council has recently launched four new walking guides as part of a Gower Coast Walks series. A key emphasis is the All Wales Coast Path initiative, which includes the 55-mile-long coast path stretching around the entire length of the Swansea and Gower coastline.

The wider area has also developed a number of food tours and food foraging trails to explore through initiatives like the Swansea Bay Good Food Circle.

Of importance to Llangyfelach in terms of outdoor recreational activities and trails is Visit Wales’ year of the trail and Swansea Council’s aspiration to provide further support to northern wards to spread the benefits of tourism and relieve some of the pressures in the southern areas during peak periods.

2023 is Visit Wales’ year of the trail – Llwybrau/Wales by Trails. The ‘Wales, by Trails’ picks up from the success of Visit Wales’ five themed years to date: adventure, legends, sea, discovery, outdoors. The themed years support the strategic aim of spread, spend and seasonality by presenting Wales as a welcoming, inclusive destination open all year round. Visit Wales believe trails as a theme is experience-led and simple enough to cater for a wide range of interest and is flexible enough for partners, destinations, and tourism

<sup>2</sup> STEAM (Scarborough Tourism Economic Activity Model) 2019

<sup>3</sup> Swansea Bay Visitor Survey 2019, Swansea Council

*The means: to change places for the better*

businesses large or small to get on board and support. Post-pandemic people are increasingly seeking curated experiences that reconnect them, be that to heritage, culture, nature, community. The trails theme will encourage people to find forgotten treasures, embrace journeys of the senses and make memories along pathways around attractions, activities, landscapes and coastlines.

The Leader programme has made investment to grow and develop the tourism product, including the RDP Rural Accommodation Growth Scheme, which secured investment to improve accommodation provision in rural Swansea. While the Leader programme is drawing to a close, the recently announced Shared Prosperity Fund, which will be a significant funder across the region and which Swansea Council is regional lead authority for South West Wales, will make a number of pots available including the Sustainable Communities Fund and Rural Innovation Fund.

## 4. Primary research and consultation

### 4.1. Summary phases of engagement

The concept, developed with **Llangyfelach Community Council, Llangyfelach Scout Group and St David and Cyfelach's Church**, was to explore opportunities to expand upon facilities and services and the use of outside space around **the village green** as an important social and recreational resource for local communities.

Several projects had already been considered by the partners who are local representatives and residents of Llangyfelach. These had been informed by their knowledge of the area and discussions with the wider community. Several phases of engagement were implemented to ensure that the proposals respond to the needs of residents and visitors and that the community is aware of and can help shape them.

Firstly, emerging ideas, informed by the partners were identified for further development. The intention was to consider how these could be developed in a complementary and cohesive proposition. The ideas included:

- Scout Hall – additional facilities and outside space
- Church / Community Hall – additional facilities and services
- St David and Cyfelach's Church grounds – further development of community gardens
- Linkages between outside spaces

Secondly, a community survey was produced to gauge views on the project ideas and identify any others. The survey would also be used to identify those that wish to be kept informed and / or shape the future development of proposals. The survey was made available online with a link and QR code promoted via Llangyfelach Community Council website and Facebook pages. Hard copies were promoted and made available for collection, completion and drop-off at the Scout Hall, Church / Community Hall and Llangyfelach Stores / Post Office.

Thirdly, several group sessions were held with the partners to discuss progress, survey responses and refine the project ideas.

***During these discussions and alongside comments received through the survey a real interest has been conveyed from the community about what is needed in the area and the important social and recreational role that these proposals can play.***

Emerging ideas have been refined to include:

- A greater emphasis on the use of outside space for the Scout Hall and grounds
- Refurbishment of the main hall area within the Church / Community Hall
- Clearance of overgrowth and remediation works to paths and access routes within the Church grounds
- Emphasis on linkages between access routes of the various facilities and their complementary uses

These encompass:

#### **Llangyfelach**

An appetite and willingness of partner organisations to pool their efforts to achieve a collective vision which enhances facilities and develops projects that complement one another, realise benefits for their membership and provides for wider community demand.

"Llangyfelach is a lovely place to live we have lived here for 36 years ..... it is very important facilities are maintained/developed for future generations."

"All these facilities help make our village a real community."

"It is so important these facilities grow especially with the planned developments in the area."

"Llangyfelach Village is in need of external assistance to further promote its community spirit and ensure the village enhances its ambiance and facilities for the well-being of all residents."

"Any improvement to facilities in the village would be very welcome."

"For a large village we are poor in informal gathering places especially outside."

“There is not enough to do in the village for children especially those age 10 + who have nothing to occupy them. it would be nice to have activities for this age group.”

“I have liaised with the council several times to try and make Llangyfelach a more wildlife friendly village to support nature. As a result I've liaised with staff who have kindly put up bird and bat boxes in the crematorium and the council have also given me permission to plant more wildlife friendly plants in the area, although I think there's more to be done.”

Expanding upon responses:

### **Scout Hall – additional facilities and outside space**

The Llangyfelach Scout Group are fortunate to own a large area of land which, to date is not being used to its full potential. In a community which is lacking in accessible green space it is an important area. The Scout Group are keen to make the best use of it in order to offer local people (children and young people in particular) opportunities for outdoor activities and health and well-being benefits. The group are keenly aware of the nature crisis and aim to improve the biodiversity of the site whilst educating the younger generation on its importance and opportunities to nurture it.

Over the past few years the group has begun treating knotweed and opening up the space for some limited activities. The main issue that needs addressing as a priority is to fence off the land so that only those with official and well-meaning intentions can access it. It has significant potential for a variety of activities, including for the wider community. Expressions of support have been made by Llangyfelach Community Council, Llangyfelach Church and Llangyfelach Primary School. They have indicated that they would like to see wider use of the land for village-wide events such as fetes and would welcome the opportunity to use it themselves with groups of children as outdoor learning/classroom spaces.

A number of suggestions have been made which can be provided for by creating different zones for various activities:

- Improving access from the back of the hall down onto the land including a ramp and some steps
- Outdoor seating areas
- Camping space (which the Llangyfelach Scout Group can use as well as other local groups)
- Pizza oven & outdoor cooking area
- Raised beds – veg & herbs
- Natural Play areas – raised banks
- Wildflower areas
- More bird boxes / hedgehog homes
- Bee hives (the Scout Group has had discussions with Cardiff University re being involved in a wider project lead by the university)

Additional comments for the Scout Hall and land include:

“The Scout group run a fantastic club for the young people and the adults/volunteers are extremely passionate of their role and very enthusiastic. It would be great to see improvement of the garden area to allow more activities for the young people to be able to gain new skills and experiences.”

“Scout hall really needs some better outside facilities. The main road is a big barrier to access the scout hall and church hall, such a busy road to cross with children and with no crossings. Outside space is so important for well-being and it isn't great around the scout hall or church hall.”

“More space for scouts outside.”

“Scout hut needs outdoor improvements for them to do more outdoor activities.”

### **Church / Community Hall – additional facilities and services**

The Hall plays an important role in the community, acting as a hub of the village and an important location for social gatherings. The hall and grounds are seen as “valuable assets for social and community events which bring the village together”. Comments have centred on a need and desire to update it's facilities.

Suggestions for future additions include:

“The church hall would benefit from improved kitchen facilities and storage facilities. The roof of the hall is south facing so investment to install solar power would help the church keep the hall open by reducing overhead costs.”

“A larger kitchen and room for storage to offer the usage of the Church hall to a wider range of users.”

“More investment in church hall amenities.”

“Coffee shop containing a visitor centre at the church. Including a small museum about local life.”

### **St David and Cyfelach’s Church grounds – further development of community gardens**

The grounds are considered an important community asset. However greater use of the grounds can be encouraged through improvements to access and provision of seating and areas of interest. This has already been recognised by the church and a volunteer group has played an instrumental role in making improvements. There is acknowledgement of the limitations of what is currently achievable without additional support.

Comments and suggestions for future additions include:

“The work that has gone into the church yard has been exceptional and it needs more resource into it. It will encourage more people to visit and bring more people to the area.”

Developing the church grounds for community gardens would be great for wildlife and for residents happiness, health and wellbeing.”

“Using the church yard to incorporate a fairy garden in would be a fantastic idea to bring families to the area.”

“The access to the church and through the graveyard is hard for people with mobility issues like myself. In fact it prohibits how often I am able to access the church and the wonderful work that volunteers have done to the gardens. Perhaps investment could enable better paths for the grounds.”

“Disabled access to the church and parking adjacent to it.”

“Churchyard to have better access for the disabled and more seating areas.”

### **Linkages between outside spaces**

88% of respondents would like to see other outdoor recreation introduced / upgraded and 80% consider the need to improve linkages between outside spaces as essential or desirable.

Comments include:

“There is a need to expand all areas for them to become embedded in the community which will enhance the well being of the residents.”

“More space more community projects and social activities.”

“The parks are an asset to the community.”

“Greater publicity for the woods.”

“Better facilities for wildlife appreciation, community green spaces and planting to share.”

“No use of local green areas for active sports like football,cricket,netball. Velindre has lots of facilities that we are as local Llangyfealch villagers not permitted to use. Such a shame.”

“Sports areas for children/young people or adults to play sport e.g football pitch/basketball court or an area for dog agility given the number of dogs in Llangyfelach.”

“A football pitch & basketball court would bring so much to our community.”

“Football pitch is needed there are many teams playing from Llangyfelach which would be great.. also any kind of sports area that would keep the kids active.”

“The play areas are well used by the children and need to be developed and maintained to encourage the children to play and socialise in a safe environment.”

“A bike rack at the Y Llwyni green.”

“Road crossing.”

## 4.2. Community survey and group discussions

### Survey respondents

88 surveys were completed. Of these 81% live within 10 minutes of the Heol-Y-Geifr / Swansea Road / A48 junctions, Llangyfelach.

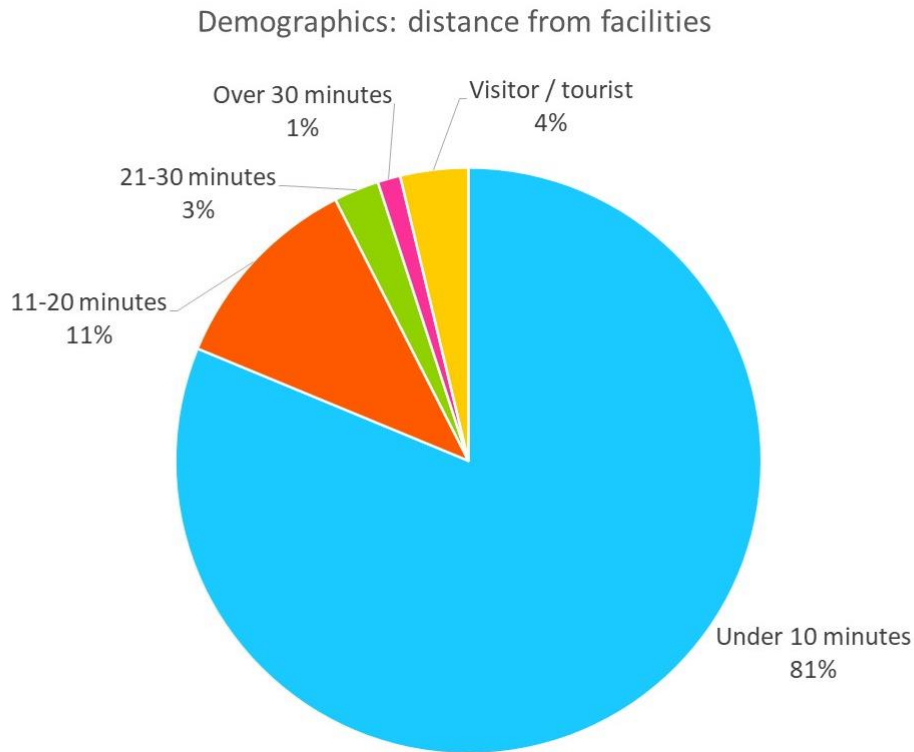


Figure 15: Proximity to study area

Respondents to the survey represented a reasonable spread of age ranges, other than 0-16 and 16-24 year olds. 77% of respondents were female.

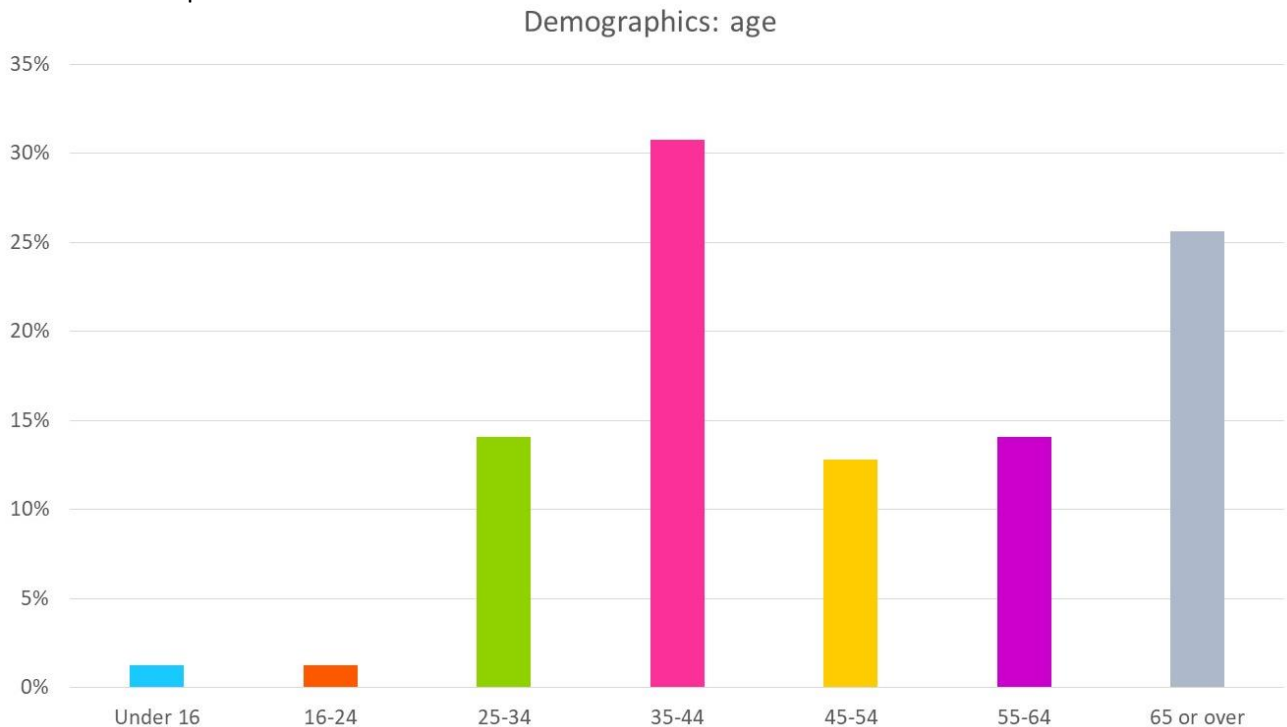


Figure 16: Respondent age range



**Current usage – frequency and duration**

Llangyfelach Church / Community Hall has the greatest frequency of visits. 36% use the facility at least once a week and a further 15% a couple of times a month.

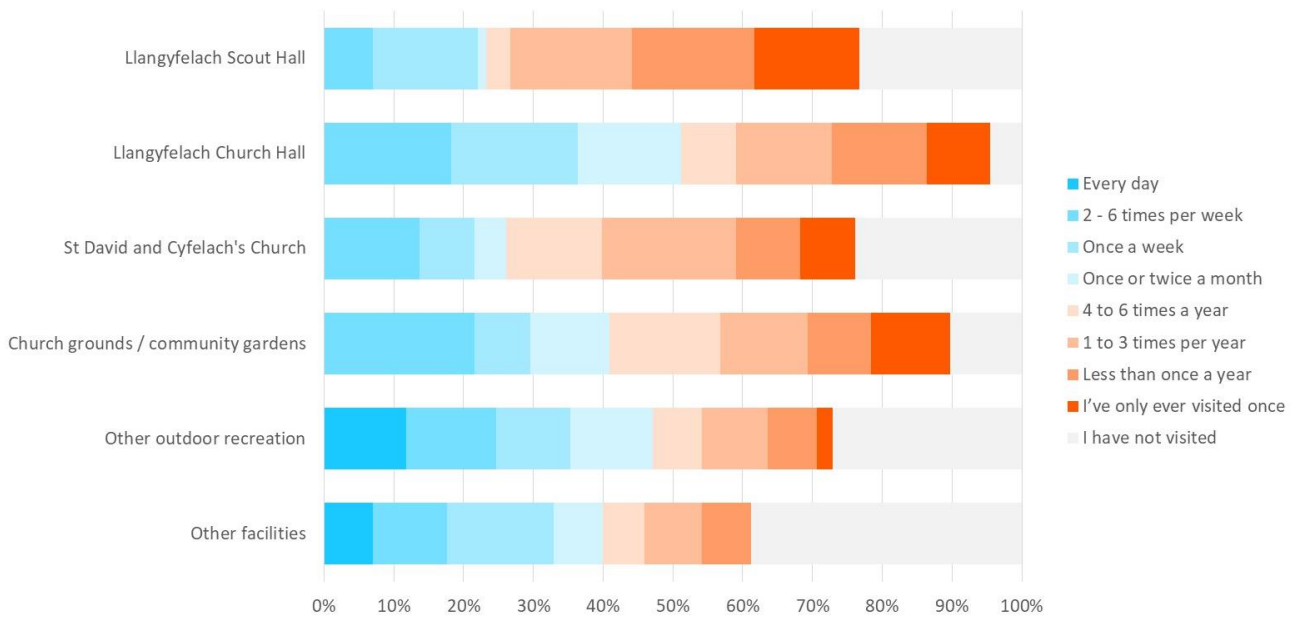
While those who use the Church grounds / community gardens several times a week account for the highest proportion (at 21%) it also had one of the greatest spread of frequencies.

‘Other facilities’ at 38% and ‘Other outdoor recreation’ at 27% had the highest proportion not using facilities.

Other outdoor recreation / other facilities include:

- Childrens’ playgrounds / play areas
- Village green and outdoor spaces
- The field and parks
- Penllergaer Woods
- Woods
- Walking around village
- Shop/Post office
- Pub / beer garden
- Llangyfelach school/park
- Green at the end bryn y gors road
- Playground on fairview
- Swansea / Morryston crematorium

How often do you visit / experience these facilities?



**Figure 17: Regularity of visits**

Visits typically last no more than 2 hours. The peak duration varies across the facilities.

How much time do you typically spend when visiting these facilities?

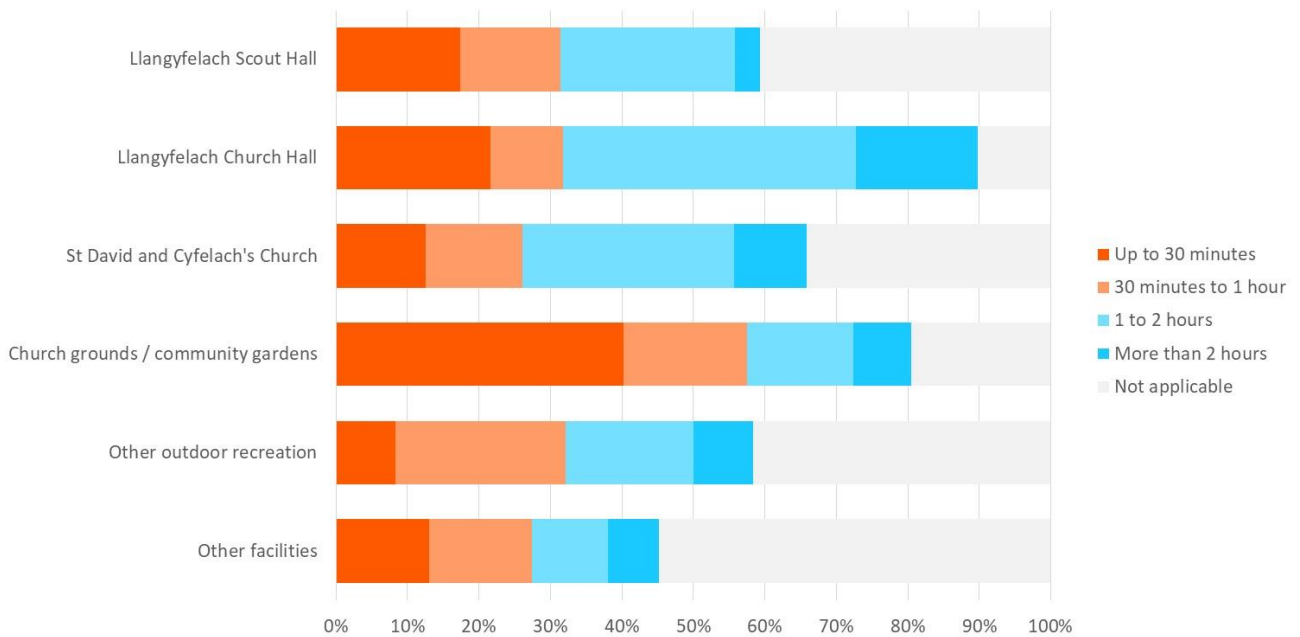


Figure 18: Duration of visits

Removing the 'not applicable' response to focus on those that use the facilities indicates that:

- There is a spread of duration for the Scout Hall (peaking at 41% for 1-2 hours)
- The peak durations for St David and Cyfelach's Church and the Church / Community Hall are 1-2 hours (44-45%). The church has the highest proportion of those spending more than 2 hours at 15%
- The Church grounds / community gardens peaks at 30 minutes (50%)
- Outdoor recreation and other facilities peaks at 0.5-1 hour but with a spread across durations

How much time do you typically spend when visiting these facilities?

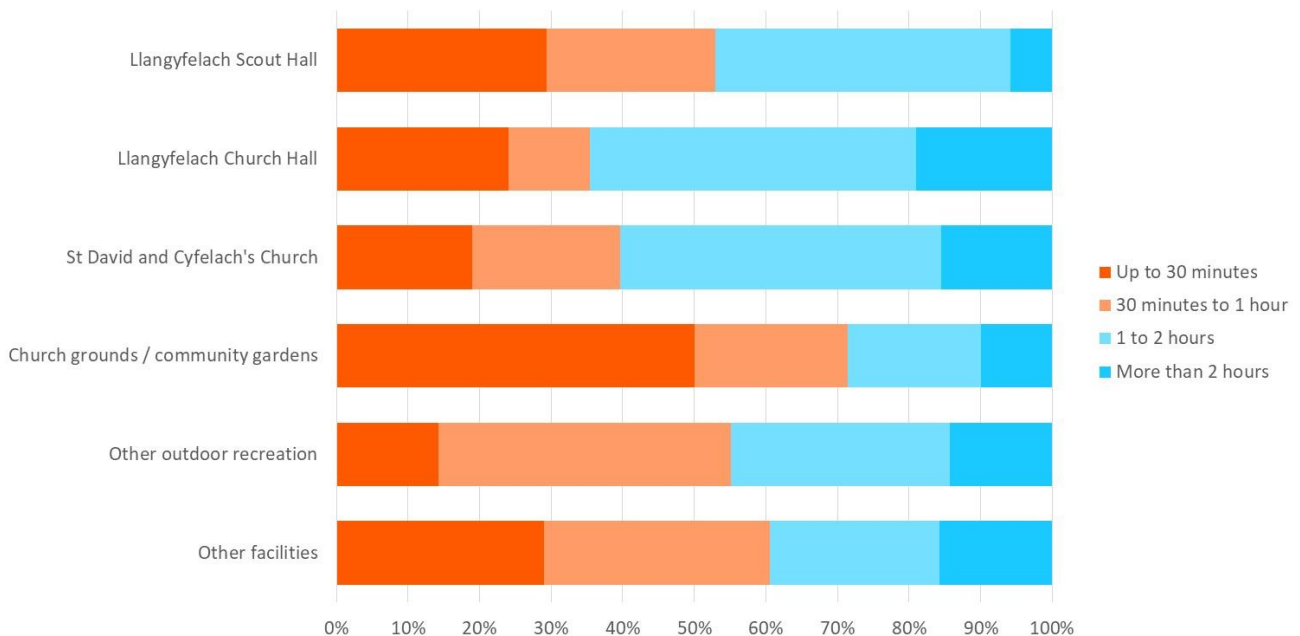


Figure 19: Duration of visits excluding n/a responses

Participants were asked to give their likely motivation for future visits and were asked to keep this to one answer only i.e. confirming their main reason.

37% stated to take part in an organised group led activity. 24% to socialise with friends or family. 19% to use facilities in a safe environment. 11% to go for a walk. 9% to spend time outdoors and relax.

When you visit Llangyfelach in the future, what do you think the main reason will be?

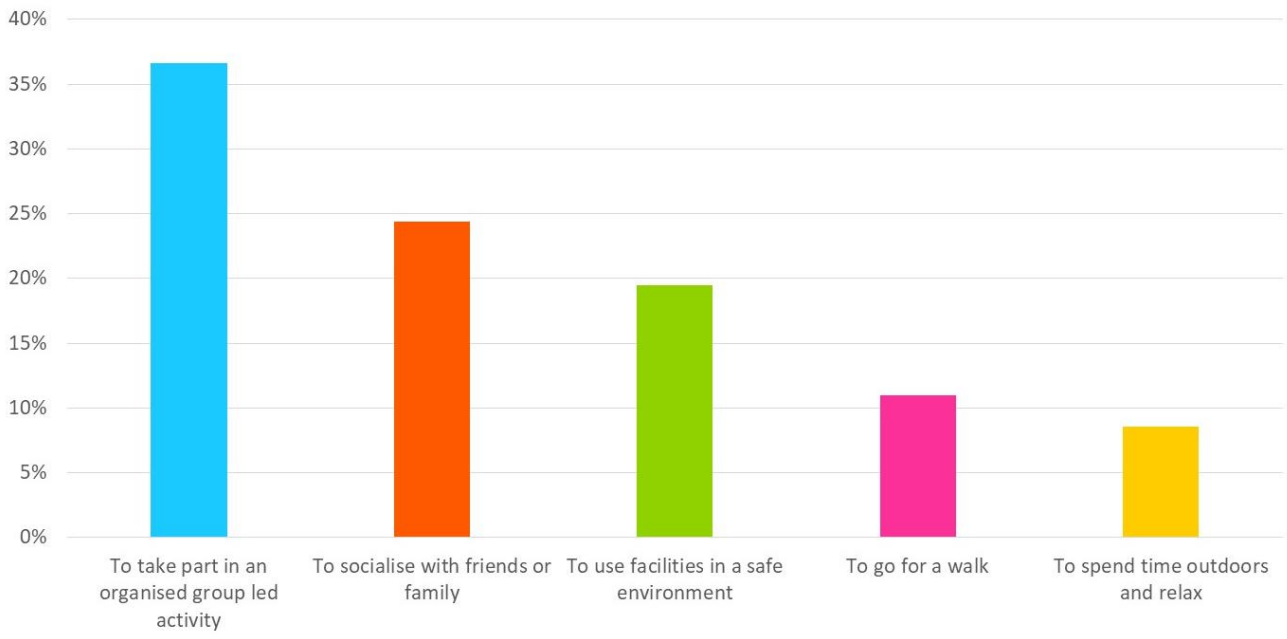


Figure 20: Likely motivation for future visits

### Informing proposals – key interventions and future demand

Respondents were asked what they would like to see introduced / upgraded and to rate the proposals as essential, desirable or not necessary. There was strong support for all the proposals.

Please tell us what you would like to see introduced at the following facilities.

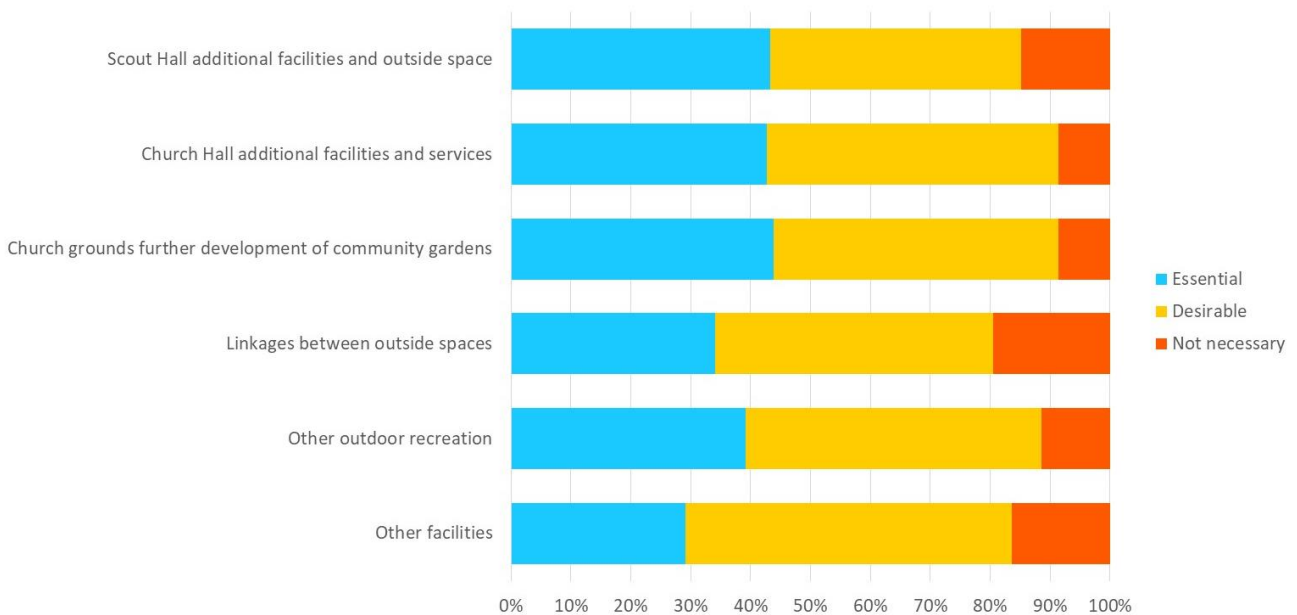


Figure 21: What respondents would like to see introduced / upgraded

Overall support has been aggregated in the table below to illustrate essential and desirable combined percentages. The proposals have been ranked according to highest overall support.

- The 'Church / Community Hall additional facilities and services' and the 'Church grounds further development of community gardens' had the joint-highest level of support at 91%. These were almost evenly applied across essential and desirable;
- Other outdoor recreation had the third highest level of support at 88%;
- Scout Hall additional facilities and outside space had the fourth highest level of support at 85%. Half of support consider this essential;

- Other facilities had 83% support. Two thirds of this support consider it desirable;
- Linkages between outside spaces had 80%. Almost two thirds of this support consider it desirable;

| Proposals                                                  | Overall support | Essential | Desirable | Not necessary |
|------------------------------------------------------------|-----------------|-----------|-----------|---------------|
| Church / Community Hall additional facilities and services | 91.46%          | 42.68%    | 48.78%    | 8.54%         |
| Church grounds further development of community gardens    | 91.46%          | 43.90%    | 47.56%    | 8.54%         |
| Other outdoor recreation                                   | 88.61%          | 39.24%    | 49.37%    | 11.39%        |
| Scout Hall additional facilities and outside space         | 85.19%          | 43.21%    | 41.98%    | 14.81%        |
| Other facilities                                           | 83.54%          | 29.11%    | 54.43%    | 16.46%        |
| Linkages between outside spaces                            | 80.49%          | 34.15%    | 46.34%    | 19.51%        |

Figure 22: Support for proposals

Participants considered whether investment in the facilities and services would encourage them to visit more often. The percentage of those stating yes has been ranked by highest likelihood:

- Church grounds further development of community gardens 79%
- Church / Community Hall additional facilities and services 76%
- Other outdoor recreation 68%
- Linkages between outside spaces 65%
- Other facilities 63%
- Scout Hall additional facilities and outside space 56%

Further discussions and comments regarding the Scout Hall and grounds suggests that the percentage would be higher when the type of investment is better understood by the community along with awareness that facilities would be more widely available / accessible.

Would investment in the facilities and services encourage you to visit either for the first time or more often?

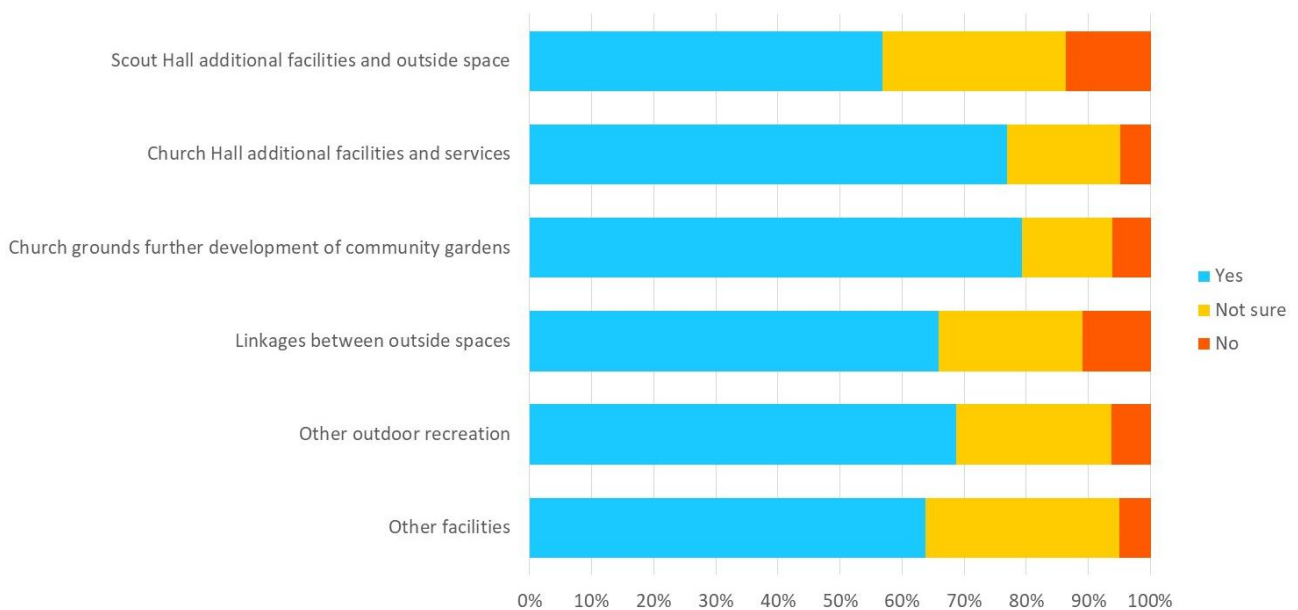


Figure 23: Encouraging more visits

## 5. Opportunities, development principles and options

### 5.1. Site opportunities and challenges – SWOT analysis

Key quantitative and qualitative issues, challenges and opportunities arising from the socio-economic profile, literature research and discussions with project partners and locals has been interpreted. This has informed a SWOT analysis – a strategic planning technique to help identify the Strengths, Weaknesses, Opportunities, and Threats related to project planning for the Llangyfelach study area. Through the quantitative and qualitative work the objectives of the study have been specified and the internal and external factors that are favourable and unfavourable to achieving them identified. The SWOT analysis groups key pieces of information into two main categories: Internal factors – the strengths and weaknesses internal to the area; and external factors – the opportunities and threats presented by the environment external to the area. This SWOT analysis has informed the ‘Market’ opportunity, development principles and comparison of development options – enabling a rationale, operational / delivery aims and outcomes to be compared in order to maximise strengths and opportunities, address weaknesses and mitigate the impact of threats.

|                  | Helpful                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | Harmful                                                                                                                                                                                                                                                                                                                                                                                                                 |
|------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Internal factors | <p><b>Strengths</b></p> <ul style="list-style-type: none"> <li>• Commitment of Llangyfelach Community Council, Llangyfelach Scout Group and St David and Cyfelach’s Church to identify and address gaps in local provision of services and facilities</li> <li>• Core facilities already within the study area</li> <li>• Proposals are to be located on land / in facilities that is within the ownership of the partners</li> <li>• Proximity of facilities / proposals to one another and ease of access between them</li> <li>• Facilities and complementary services already act as a draw for the community</li> <li>• Accessible location, within the heart of the local community</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                  | <p><b>Weaknesses</b></p> <ul style="list-style-type: none"> <li>• Available financial resources</li> <li>• Topography of the Scout Hall land</li> <li>• Current accessibility within the sites – Scouts Hall land and Church grounds</li> <li>• Maintenance of Scouts Hall land and Church grounds</li> <li>• Isolated incidents of anti-social behaviour</li> <li>• Access to services in parts of the ward</li> </ul> |
|                  | <p><b>Opportunities</b></p> <ul style="list-style-type: none"> <li>• Population growth which will be experienced as a result of three Strategic Development Areas within the ward, one of which borders the village</li> <li>• Limited recreational space and community facilities outside of the study area. An opportunity to further develop outside spaces and complementary facilities as important social and recreational resources</li> <li>• Opportunity to improve biodiversity – improved habitats to create points of interest and attract more wildlife</li> <li>• Proposals can improve the area’s lower 'Access to services' ranking (Welsh Index of Multiple Deprivation)</li> <li>• Linking proposals to trails which lead to attractions such as Penllergaer Valley Woods</li> <li>• Visit Wales’ year of the trail and Swansea Council’s aspiration to provide further support to northern wards to spread the benefits of tourism</li> <li>• Shared Prosperity Fund – including Rural Innovation, Sustainable Communities, Developing Place, Supporting Local Business</li> </ul> | <p><b>Threats</b></p> <ul style="list-style-type: none"> <li>• Increased competition for voluntary and public sector finances</li> </ul>                                                                                                                                                                                                                                                                                |
| External factors |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                                                                                                                                                                                                                                                                                                                                                                                                                         |

Figure 24: Site opportunities and challenges – SWOT analysis

## 5.2. 'Market' opportunity

The research, consultation and site assessment demonstrate strong support for further development of outside spaces and complementary facilities as important social and recreational resources to more fully meet 'community' need, partner organisation member's needs, address gaps in provision and improve the maintenance of Scouts Hall land and Church grounds, bringing them back in to sustainable use, creating points of interest and attracting more wildlife / biodiversity.

In terms of market analysis, it is likely that key user groups of the new developments will be:

### **Primary**

#### **Local residential marketplace**

- Primarily within a 10-minute drivetime. The key market / audience is likely to be a cross-section of the local community; families, young children, teenagers, retired people, isolated individuals and recreational walkers.

#### **Partner organisation members**

- Specific interests directly linked to partner organisations including Llangyfelach Scout Group, St David and Cyfelach's Church and Llangyfelach Community Council services. While these are likely to primarily be within a 10-minute drivetime the nature of their specialisms / interests and limits to availability of similar services / facilities in neighbouring areas means that their appeal extends further.

#### **Local learning / education visits**

- Range of formal and informal learning opportunities around biodiversity, environmental and wood activities.
- School visits and specialist interest groups.

### **Secondary audiences**

#### **Visitor market**

- The visiting friends and relatives (VFR) market can form a modest part of the visitor mix.
- Opportunities to link to neighbouring attractions such as Penllergaer Valley Woods. This would likely be more limited in scale and rely on the popularity of the woods and interest in exploring nearby areas through trails and lanes (such as those linking Llangyfelach village via Penplas Road) e.g. appealing to 'niche' interests / demographics and those local to Swansea or the immediate vicinity of neighbouring areas.

**Figure 25: Market analysis - key user groups**

## 5.3. Development principles

A number of development principles have underpinned the generation of options and appraisal process.

### **Complementary community resources providing social and recreational opportunities primarily to the local community and partner organisation members, with some visitor market appeal:**

- **Expand upon facilities and services and the use of outside space around the village green as an important social and recreational resource for local communities**
- **More fully meet 'community' need and be accessible to a broad range of users**
- **Address gaps in provision particularly around access to outside spaces**
- **Provide for planned population growth in the area**
- **Improve the maintenance of the Scouts Hall land and Church grounds, bringing them back in to sustainable use**

**Figure 26: Development principles**

## 5.4. Development options

Three levels of intervention are outlined below as a comparison of scale and form. The larger the scale the greater the impact of the project in terms of benefits, capital cost, risk and delivery programmes. The options compare and contrast what is appropriate and what would most closely align with the partners and community’s aspirations, market opportunities and development principles. The three options are:

- Option one: Baseline – continue as is
- Option two: Further development of outside spaces and complementary facilities as important social and recreational resources
- Option three: Important social and recreational resources with wider visitor market appeal

### Option one: Baseline – continue as is

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |  |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--|
| <b>Summary description</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | To continue as is with a commitment to the ongoing delivery of existing services within the facilities, but with limited ongoing maintenance and little to no further capital investment.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |  |
| <b>Rationale</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | <ul style="list-style-type: none"> <li>• Utilise existing facilities and deliver current services within usable space constraints</li> <li>• Minimise capital costs and risks to Llangyfelach Scout Group and St David and Cyfelach’s Church</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                |  |
| <b>Key audiences / markets</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | <ul style="list-style-type: none"> <li>• Immediate local community (primarily within a 10-minute drivetime)</li> <li>• Partner organisation members</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |  |
| <b>Strengths / advantages / benefits</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | <b>Weaknesses / disadvantages / constraints</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |  |
| <ul style="list-style-type: none"> <li>• Core facilities already onsite</li> <li>• Facilities and complementary services already act as a draw for the community</li> <li>• No further capital funding requirements / commitments</li> <li>• No additional resource required beyond that already committed to</li> <li>• Delivery programmes / services are largely understood and budgeted for</li> <li>• Lower risk (financial) approach for Llangyfelach Scout Group and St David and Cyfelach’s Church</li> </ul> | <ul style="list-style-type: none"> <li>• Partially meets ‘community’ need as identified by partners, consultation and primary research in this study</li> <li>• Does not achieve aspirations of partners and levels of services / facilities for their memberships</li> <li>• Limitation to the health, wellbeing and environmental benefits achieved</li> <li>• Will be underutilised sites</li> <li>• Collective impact of facilities and services will be limited compared to other options</li> <li>• Enhancement of biodiversity and environmental improvements will be limited</li> <li>• Maintenance of the Scouts Hall land and Church grounds will remain an issue</li> </ul> |  |

Figure 27: Option one: Baseline – continue as is

**Option two: Further development of outside spaces and complementary facilities as important social and recreational resources**

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                                                                                                                                                                                                                                                                                                                                                                              |  |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--|
| <b>Summary description</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | Further develop outside spaces and complementary facilities as important social and recreational resources. Improve existing facilities, address gaps in provision, bring the Scouts Hall land and Church grounds in to sustainable use and improve access to and within spaces.                                                                                             |  |
| <b>Rationale</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | <ul style="list-style-type: none"> <li>• Further develop and realise the benefits of complementary facilities and resources for a broad range of users</li> <li>• Meet ‘community’ and partner needs</li> <li>• Address gaps in provision of facilities and services in the area</li> <li>• Realise opportunities that the sites can offer</li> </ul>                        |  |
| <b>Key audiences / markets</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | <ul style="list-style-type: none"> <li>• Local community (10-minute and 20-minute drivetimes)</li> <li>• Partner organisation members</li> <li>• Local learning / education visits</li> <li>• Visitor market – visiting friends and relatives (VFR), ‘niche’ interests / demographics and those local to Swansea or the immediate vicinity of neighbouring areas.</li> </ul> |  |
| <b>Strengths / advantages / benefits</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | <b>Weaknesses / disadvantages / constraints</b>                                                                                                                                                                                                                                                                                                                              |  |
| <ul style="list-style-type: none"> <li>• An opportunity to further develop social and recreational resources which are accessible to a broad range of users</li> <li>• Meets ‘community’ need as identified by partners, consultation and primary research in this study</li> <li>• Meets partner aspirations</li> <li>• Provides for needs of community and changing demographics</li> <li>• Improves the maintenance of the Scouts Hall land and Church grounds, bringing them back in to sustainable use, creating points of interest and attracting more wildlife / biodiversity</li> <li>• Opportunities for additional revenue generation. These are likely to be increased usage of the Scouts Hall facilities and land for organised events / groups and additional hire of spaces and attendance at bespoke events / classes at the Church / Community Hall.</li> <li>• Can align with Visit Wales’ year of the trail and Swansea Council’s aspiration to spread the benefits of tourism to northern wards</li> </ul> | <ul style="list-style-type: none"> <li>• Higher risk (financial) approach for Llangyfelach Scout Group, St David and Cyfelach’s Church and potentially Llangyfelach Community Council requiring capital funding</li> <li>• Higher maintenance costs and resourcing requirements</li> </ul>                                                                                   |  |

**Figure 28: Option two: Further development of outside spaces and complementary facilities as important social and recreational resources**



**Option three: Important social and recreational resources with wider visitor market appeal**

|                                                                                                                                                                                                                                                                                                                                                                            |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |  |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--|
| <b>Summary description</b>                                                                                                                                                                                                                                                                                                                                                 | Extend the improvement of facilities to have greater appeal to the visitor market. With a larger and more explicit focus on what role the outside spaces – Scouts Hall land and Church grounds – can play alongside neighbouring visitor attractions such as Penllergaer Valley Woods.                                                                                                                                                                                                                                                                                                   |  |
| <b>Rationale</b>                                                                                                                                                                                                                                                                                                                                                           | <ul style="list-style-type: none"> <li>• Greater appeal to the visitor market</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |  |
| <b>Key audiences / markets</b>                                                                                                                                                                                                                                                                                                                                             | <ul style="list-style-type: none"> <li>• Local community (10-minute and 20-minute drivetimes)</li> <li>• Partner organisation members</li> <li>• Local learning / education visits</li> <li>• Visitor market – visiting friends and relatives (VFR), ‘niche’ interests / demographics and those local to Swansea or the immediate vicinity of neighbouring areas.</li> </ul>                                                                                                                                                                                                             |  |
| <b>Strengths / advantages / benefits</b>                                                                                                                                                                                                                                                                                                                                   |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |  |
| <b>Weaknesses / disadvantages / constraints</b>                                                                                                                                                                                                                                                                                                                            |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |  |
| <ul style="list-style-type: none"> <li>• Linking proposals more explicitly to attractions such as Penllergaer Valley Woods for wider appeal</li> <li>• Can align with Visit Wales’ year of the trail and Swansea Council’s aspiration to spread the benefits of tourism to northern wards</li> <li>• Potential to have broader appeal and attract more visitors</li> </ul> | <ul style="list-style-type: none"> <li>• Higher risk (financial) approach for Llangyfelach Community Council, Llangyfelach Scout Group and St David and Cyfelach’s Church requiring capital funding</li> <li>• Higher maintenance costs and resourcing requirements</li> <li>• Added complexity with additional landowners needing to be included in decision making</li> <li>• Limited additional revenue generation beyond that of option 2</li> <li>• The level of appeal and likelihood of attracting additional visitors to those identified in option 2 is questionable</li> </ul> |  |

**Figure 29: Option three: Important social and recreational resources with wider visitor market appeal**

## 5.5. Options appraisal

A matrix was applied to each option to enable objective and comparable assessment. This consisted of eleven criteria based upon Llangyfelach Community Council, Llangyfelach Scout Group and St David and Cyfelach's Church's aspirations, community need and development principles:

| Site and environmental considerations                         |                                                                                                                                                                                                                                                           |
|---------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Physical site fit / integration (within existing landholding) | <ul style="list-style-type: none"> <li>How well does the option fit in terms of location / wider space use requirements?</li> </ul>                                                                                                                       |
| Environmental impact                                          | <ul style="list-style-type: none"> <li>Potential environmental impact re sustainability, waste, pollution and the suitability of the proposed use for the landscape and setting</li> <li>Added benefit / environmental improvements</li> </ul>            |
| Market considerations                                         |                                                                                                                                                                                                                                                           |
| Market appeal / fit                                           | <ul style="list-style-type: none"> <li>Potential to engage with the local market place (including group usage)</li> </ul>                                                                                                                                 |
| Generate visits from wider marketplace                        | <ul style="list-style-type: none"> <li>Generates visits from the wider tourism market</li> </ul>                                                                                                                                                          |
| Capital requirement and project delivery                      |                                                                                                                                                                                                                                                           |
| Indicative capital costs                                      | <ul style="list-style-type: none"> <li>Indicative high-level cost assumptions</li> </ul>                                                                                                                                                                  |
| Practical project deliverability                              | <ul style="list-style-type: none"> <li>Ease of deliverability including development process</li> </ul>                                                                                                                                                    |
| Development risk                                              | <ul style="list-style-type: none"> <li>Level of risk associated with delivery of the option - overall risks associated with taking forward the proposed option including securing funding and marketing the offer (High, Medium, Low, No risk)</li> </ul> |
| Operational and financial                                     |                                                                                                                                                                                                                                                           |
| Complexity to operate                                         | <ul style="list-style-type: none"> <li>Complexity to manage during the operational phase</li> </ul>                                                                                                                                                       |
| Revenue generation                                            | <ul style="list-style-type: none"> <li>Does the option have the ability to generate revenue?</li> </ul>                                                                                                                                                   |
| Operational costs                                             | <ul style="list-style-type: none"> <li>The level of costs associated with the option in terms of managing facilities and services</li> </ul>                                                                                                              |
| Impacts                                                       |                                                                                                                                                                                                                                                           |
| Social and well-being benefits                                | <ul style="list-style-type: none"> <li>Ability to generate social and well-being opportunities for the local community and partner organisation members</li> </ul>                                                                                        |

Figure 30: Options appraisal criteria

Criteria was scored for each option – ranging from 1 (lowest) to 5 (highest) according to the extent that each was satisfied. Each criteria had a weighting which represents the level of importance compared to one another. This ranged from 1.0 to 2.75. The score of each criteria was multiplied by the weighting to give a weighted score. Scores and weighted scores have been totalled for each option. There is a maximum total score of 55 and total weighted score of 100.

| Criteria                                                      | Weighting  | Options                               |              |                |                                                                                                                               |           |                |                                                                                            |       |
|---------------------------------------------------------------|------------|---------------------------------------|--------------|----------------|-------------------------------------------------------------------------------------------------------------------------------|-----------|----------------|--------------------------------------------------------------------------------------------|-------|
|                                                               |            | Option one: Baseline – continue as is | Score        | Weighted score | Option two: Further development of outside spaces and complementary facilities as important social and recreational resources | Score     | Weighted score | Option three: Important social and recreational resources with wider visitor market appeal | Score |
| <b>Site and environmental considerations</b>                  |            |                                       |              |                |                                                                                                                               |           |                |                                                                                            |       |
| Physical site fit / integration (within existing landholding) | 1.5x       | 2                                     | 3            | 5              | 7.5                                                                                                                           | 4         | 6              |                                                                                            |       |
| Environmental impact                                          | 2.0x       | 2                                     | 4            | 4              | 8                                                                                                                             | 4         | 8              |                                                                                            |       |
| <b>Market considerations</b>                                  |            |                                       |              |                |                                                                                                                               |           |                |                                                                                            |       |
| Market appeal / fit                                           | 2.75x      | 2                                     | 5.5          | 5              | 13.75                                                                                                                         | 4         | 11             |                                                                                            |       |
| Generate visits from wider marketplace                        | 1.0x       | 1                                     | 1            | 4              | 4                                                                                                                             | 4         | 4              |                                                                                            |       |
| <b>Capital requirement and project delivery</b>               |            |                                       |              |                |                                                                                                                               |           |                |                                                                                            |       |
| Indicative capital costs                                      | 2.0x       | 4                                     | 8            | 3              | 6                                                                                                                             | 2         | 4              |                                                                                            |       |
| Practical project deliverability                              | 1.5x       | 4                                     | 6            | 3              | 4.5                                                                                                                           | 2         | 3              |                                                                                            |       |
| Development risk                                              | 2.0x       | 5                                     | 10           | 3              | 6                                                                                                                             | 2         | 4              |                                                                                            |       |
| <b>Operational and financial</b>                              |            |                                       |              |                |                                                                                                                               |           |                |                                                                                            |       |
| Complexity to operate                                         | 1.5x       | 5                                     | 7.5          | 3              | 4.5                                                                                                                           | 2         | 3              |                                                                                            |       |
| Revenue generation                                            | 1.0x       | 2                                     | 2            | 4              | 4                                                                                                                             | 4         | 4              |                                                                                            |       |
| Operational costs                                             | 2.0x       | 4                                     | 8            | 3              | 6                                                                                                                             | 2         | 4              |                                                                                            |       |
| <b>Impacts</b>                                                |            |                                       |              |                |                                                                                                                               |           |                |                                                                                            |       |
| Social and well-being benefits                                | 2.75x      | 2                                     | 5.5          | 5              | 13.75                                                                                                                         | 5         | 13.75          |                                                                                            |       |
| <b>Score</b>                                                  | <b>55</b>  | <b>33</b>                             |              | <b>42</b>      |                                                                                                                               | <b>35</b> |                |                                                                                            |       |
| <b>Total weighted score</b>                                   | <b>100</b> |                                       | <b>60.50</b> |                | <b>78.00</b>                                                                                                                  |           | <b>64.75</b>   |                                                                                            |       |

Figure 31: Options appraisal scoring and comparison

The highest scoring option by a significant margin is **Option two: Further development of outside spaces and complementary facilities as important social and recreational resources** with a weighted score of 78.00. This option more fully meets ‘community’ need as identified by partners, consultation and primary research in this study, realises partner aspirations, provides for needs of the community and changing demographics, addresses gaps in provision and improves the maintenance of the Scouts Hall land and Church grounds, bringing them back in to sustainable use, creating points of interest and attracting more wildlife / biodiversity. The greatest risk factor is the need for Llangyfelach Community Council, Llangyfelach Scout Group and St David and Cyfelach’s Church to secure capital funding to implement proposals.

While each proposal can stand alone and has benefits for particular demographics of the community the greatest impact will be seen through realising a complementary package of proposals that more fully meet ‘community’ and partner organisation member’s needs, utilise the available resources to best effect, address gaps in provision and appeal to a broad range of users.

**Option three: Important social and recreational resources with wider visitor market appeal** is the second highest weighted score at 64.75. This option extends improvements and marketing to have greater appeal to visitors; with a larger and more explicit focus on what role the outside spaces – Scouts Hall land and Church grounds – can play alongside neighbouring visitor attractions such as Penllergaer Valley Woods. There is a level of uncertainty around fit / integration, delivery / development, increased capital costs and balancing local community requirements vs broader visitor market appeal that has resulted in lower scores being applied to these criteria.

This option could be considered as a continuation of option 2 at a future date once the preferred proposals have been delivered, the extent of additional capital investment is better understood and the appeal to ‘niche’ interests / demographics can be better understood and cultivated.

The lowest scoring option at 60.50 is **Option one: Baseline – continue as is**. This is the least risky option in terms of capital and operational costs but scores low on physical site fit / integration, environmental impact, market appeal / fit, opportunities for revenue generation and social and well-being benefits. It will not meet ‘community’ need as identified by partners, consultation and primary research in this study, will not address gaps in provision or improve the maintenance of Scouts Hall land and Church grounds.

## 6. Delivery, finance and funding

### 6.1. Delivery approach and governance

The majority of the study area is within the ownership of The Church in Wales and the Scout Group (6th Llangyfelach Scout Group). Development phases would need to be led by both organisations drawing upon Llangyfelach Community Council and other partner support and expertise as necessary.

The council and the Scout Group have a successful track record of securing funds, and all partners have significant experience of delivering projects and services.

The partnership has recognised that there will on occasions be restrictions of funding relating to the Church grounds and Church / Community Hall. Discussions are ongoing re the potential to form a Friends of Group for the Church grounds and for one of the partners to lease / manage the Church / Community Hall which will help with future investment and the ability to access available funding sources.

### 6.2. Determining financial requirements

The council, Scout Group and Church benefits from the significant input of time and resource on a voluntary basis from the local community in the form of local councillors, group and committee members. Revenue costs including capacity from these groups will continue to be provided and for some funders will be considered as match-funding towards delivery of the proposals / larger programme.

The single biggest risk factor in delivering the proposals is securing the necessary capital resource. Several core items have been identified that are essential to achieving the aspirations of the partners and community. At this stage the costs are indicative and will need to be further developed as the proposals are worked up. Meeting the full capital costs associated with the proposals are beyond the resources of the partners.

#### **Scout grounds**

Secure the site through the erection of fencing, enable access for machinery and utilities via a gate on to Heol-Y-Geifr £15-20,000

Landscaping of different zones for identified activities throughout the rear grounds £15,000

#### **Church / Community Hall**

A range of upgraded equipment and facilities has been costed which will enable the space to meet local demand and requirements of groups / users. This will broaden the appeal of the hall, increase the number of users and the frequency of uses.

Indicative costs are in the region of £18,000 including specialist chairs, new heating system and flooring throughout the main hall and entrance.

#### **St David and Cyfelach's Church grounds**

Relaying and laying of new paths linking key access points throughout the site £27,000-33,000 (£27,000 without edging and £33,000 with stone edging)

### 6.3. Developing a funding strategy

It will be necessary for **Llangyfelach Community Council, Llangyfelach Scout Group and St David and Cyfelach's Church** to put in place an outline Funding Strategy to provide an overview of actions, timescales and possible funding sources/approaches to achieve the preferred option 'Further development of outside spaces and complementary facilities as important social and recreational resources'.

Several funding opportunities that should be further investigated as part of the Funding Strategy include:

The Leader programme has made investment to grow and develop the tourism product, including the RDP Rural Accommodation Growth Scheme, which secured investment to improve accommodation provision in rural Swansea. While the Leader programme is drawing to a close, the recently announced **UK Shared Prosperity Fund (UKSPF)**, which will be a significant funder across the region and which Swansea Council is

regional lead authority for South West Wales, will make a number of pots available including the Sustainable Communities Fund and Rural Innovation Fund.

The UKSPF is part of UK government's commitment to level up all parts of the UK by delivering on each of the levelling up objectives:

- Boost productivity, pay, jobs and living standards by growing the private sector, especially in those places where they are lagging.
- Spread opportunities and improve public services, especially in those places where they are weakest.
- Restore a sense of community, local pride and belonging, especially in those places where they have been lost
- Empower local leaders and communities, especially in those places lacking local agency.

The end date for programme delivery is 31 December 2024. £132 million has been allocated to South West Wales with Swansea due to receive £34.4 million. An initial application period will close on the 29<sup>th</sup> March 2023 with a second round expected in June 2023.

Swansea is operating six 'anchor' projects on key themes of the programme aligned to corporate and partnership strategies. These contain a range of support measures, commissioned activities and third party grant schemes. Further information should be sought from Swansea Council, particularly about:

- **Supporting Communities Anchor:** Grant funding for community/ third sector projects. A range of grants available to support local groups and organisations to enhance local community spaces, facilities and activities. Grants will support the development of social capital, asset based development and impactful volunteering.
- **Transforming County Place Anchor:** Village and town centre small scale enhancements – local authority led greening/ green infrastructure and public realm enhancements in towns and villages in the county.
- **Rural Anchor:** Successor project to the Rural Development Programme providing funding for rural community development, climate change and net zero based activities and rural business activities.

**Brilliant Basics (Visit Wales / Business Wales)** is a capital fund to deliver small-scale tourism infrastructure improvements across Wales. The grant is available up to £300,000 with a maximum intervention rate of 80%. There is no minimum grant amount. The current round of funding is open to Local Authorities and National Park Authorities. The closing date for Expression of Interests is the 16<sup>th</sup> March 2023. Full spend must be incurred and claimed by 31 March 2025. Partners should enquire about future funding rounds.

The objectives of the fund are to:

- Invest in small infrastructure projects that benefit both communities and visitors in strategically important tourism locations.
- Develop high quality infrastructure projects that support the wider tourism offer in destinations giving visitors a memorable experience throughout their stay.
- Support basic facilities to remain open all year and cater for visitors well into the evening.

For this round of funding, the priority is focused on 4 key areas:

- Alleviate pressure points. Find infrastructure solutions to overcome pressure on areas as a result of increased visitor numbers.
- Environmentally sustainable destinations. Develop new or transform existing infrastructure to make the destination more environmentally sustainable, thereby helping to reduce the carbon footprint.
- Inclusive Tourism / Accessibility. Support projects that remove obstacles and barriers within a destination and improve access to facilities for all.
- Enhancing national products, for example, projects that enhance and raise the profile of the Wales Coast Path.

Of importance to Llangyfelach in terms of outdoor recreational activities and trails is Visit Wales' year of the trail and Swansea Council's aspiration to provide further support to northern wards to spread the benefits of tourism and relieve some of the pressures in the southern areas during peak periods. The **Swansea Council Tourism Grant** has been recently secured in neighbouring areas.

The **Mynydd y Gwair Wind Farm Community Fund** offers grants to organisations providing services, facilities or activities that benefit the communities within the Community / Town Council areas of **Llangyfelach**, Pontlliw and Tircoed, Pontarddulais, Mawr, Penllergaer, Clydach and Morriston.

Applications are open for Small grants up to £10,000 and Medium grants of up to £30,000 from third sector organisations, social enterprises, schools and Town and Community Councils in the areas of benefit.

The community funding from Mynydd y Gwair Wind Farm is long term, sustainable funding, and is expected to distribute approximately £6million over the 25-year operational lifetime of the project.

Recent examples of successful funding application in neighbouring areas include:

- Garnswllt Welfare Hall Association (GWHA) - £26,995 – to install a fire safety system, external lighting and access ramp.
- Mawr Community Council - £9,096.44 – for fencing and gates to enclose the football fields on Rhyddwen Road, Craig Cefn Parc.
- Pontarddulais Comprehensive School - £10,000 – to repair flooring in the Sports Hall and MUGA for the school and wider community use.

This grant can be considered as part funding towards the erection of fencing around the Scouts Hall grounds and upgrades to the Church / Community Hall (subject to funding restrictions).

The **Welsh Water Community Fund** is an opportunity for communities to boost fundraising efforts for good causes in their area. Priority will be given to those projects where Welsh Water are, or have been, working.

The fund contributes up to £1,000 towards projects that will benefit the community, such as:

- Improvements to the environment or local community initiatives promoting health, wellbeing and environmental objectives.
- Activities undertaken by registered community groups (specifically with health, wellbeing, environmental objectives).
- Improving and supporting local education activity (e.g. water efficiency, environmental work).

Once the allocated annual fund has been spent the fund will close until the following financial year.

Successful local examples include community projects in Mawr.

The community fund will change from the 1<sup>st</sup> May 2023 – details have not been announced.

## 7. Summary conclusions and key recommendations

### 7.1. Summary conclusions

The concept, developed with **Llangyfelach Community Council, Llangyfelach Scout Group and St David and Cyfelach's Church**, was to explore opportunities to expand upon facilities and services and the use of outside space around **the village green** as an important social and recreational resource for local communities. Several projects had already been considered by the partners who are local representatives and residents of Llangyfelach. These had been informed by their knowledge of the area and discussions with the wider community. Several phases of engagement were implemented to ensure that the proposals respond to the needs of residents and visitors and that the community is aware of and can help shape them.

Projects identified for further development into a complementary and cohesive proposition included:

- Scout Hall – additional facilities and outside space
- Church / Community Hall – additional facilities and services
- St David and Cyfelach's Church grounds – further development of community gardens
- Linkages between outside spaces

These were refined to include:

- A greater emphasis on the use of outside space for the Scout Hall and grounds
- Refurbishment of the main hall area within the Church / Community Hall
- Clearance of overgrowth and remediation works to paths and access routes within the Church grounds
- Emphasis on linkages between access routes of the various facilities and their complementary uses

The majority of the study area is within the ownership of The Church in Wales and the Scout Group (6th Llangyfelach Scout Group).

**A real interest has been conveyed from the community about what is needed in the area and the important social and recreational role that these proposals can play.**

Key quantitative and qualitative issues, challenges and opportunities arising from the socio-economic profile, literature research and discussions with project partners and locals has been interpreted into a SWOT analysis. This has informed the 'Market' opportunity, development principles and comparison of development options – enabling a rationale, operational / delivery aims and outcomes to be compared in order to maximise strengths and opportunities, address weaknesses and mitigate the impact of threats.

**The research, consultation and site assessment demonstrate strong support for further development of outside spaces and complementary facilities to more fully meet 'community' and partner needs, address gaps in provision and improve the maintenance of the Scouts Hall land and Church grounds, bringing them back in to sustainable use, creating points of interest and attracting more wildlife / biodiversity.**

The **key user groups** of the new developments will be:

#### **Primary**

##### **Local residential marketplace**

- Primarily within a 10-minute drivetime. The key market / audience is likely to be a cross-section of the local community; families, young children, teenagers, retired people, isolated individuals and recreational walkers.

##### **Partner organisation members**

- Specific interests directly linked to partner organisations including Llangyfelach Scout Group, St David and Cyfelach's Church and Llangyfelach Community Council services. While these are likely to primarily be within a 10-minute drivetime the nature of their specialisms / interests and availability of similar



services / facilities in neighbouring areas means that their appeal extends further.

#### **Local learning / education visits**

- Range of formal and informal learning opportunities around biodiversity, environmental and wood activities.
- School visits and specialist interest groups.

#### **Secondary audiences**

##### **Visitor market**

- The visiting friends and relatives (VFR) market can form a modest part of the visitor mix.
- Opportunities to link to neighbouring attractions such as Penllergaer Valley Woods. This would likely be more limited in scale and rely on the popularity of the woods and interest in exploring nearby areas through trails and lanes (such as those linking Llangyfelach village via Penplas Road) e.g. appealing to 'niche' interests / demographics and those local to Swansea or the immediate vicinity of neighbouring areas.

Several **development principles** have underpinned the generation of options and appraisal process.

#### **Complementary community resources providing social and recreational opportunities primarily to the local community and partner organisation members, with some visitor market appeal:**

- **Expand upon facilities and services and the use of outside space around the village green as an important social and recreational resource for local communities**
- **More fully meet 'community' need and be accessible to a broad range of users**
- **Address gaps in provision particularly around access to outside spaces**
- **Provide for planned population growth in the area**
- **Improve the maintenance of the Scouts Hall land and Church grounds, bringing them back in to sustainable use**

Three levels of intervention / development options were compared in terms of scale and form:

- Option one: Baseline – continue as is
- Option two: Further development of outside spaces and complementary facilities as important social and recreational resources
- Option three: Important social and recreational resources with wider visitor market appeal

A matrix was applied to each option to enable objective and comparable assessment. This consisted of eleven criteria based upon Llangyfelach Community Council, Llangyfelach Scout Group and St David and Cyfelach's Church's aspirations, community need and development principles.

The highest scoring option by a significant margin was **Option two: Further development of outside spaces and complementary facilities as important social and recreational resources** with a weighted score of 78.00. This option more fully meets 'community' need as identified by partners, consultation and primary research in this study, realises partner aspirations, provides for needs of the community and changing demographics, addresses gaps in provision and improves the maintenance of the Scouts Hall land and Church grounds, bringing them back in to sustainable use, creating points of interest and attracting more wildlife / biodiversity.

**While each proposal can stand alone and has benefits for particular demographics of the community the greatest impact will be seen through realising a complementary package of proposals that more fully meet 'community' and partner organisation member's needs, utilise the available resources to best effect, address gaps in provision and appeal to a broad range of users.**

As the majority of the study area is within the ownership of The Church in Wales and the Scout Group (6th Llangyfelach Scout Group) development phases would need to be led by both organisations drawing upon Llangyfelach Community Council and other partner support and expertise as necessary.

The council and the Scout Group in particular have a successful track record of securing funds, and all partners have significant experience of delivering projects and services.

The partnership has recognised that there will on occasions be restrictions of funding relating to the Church grounds and Church / Community Hall. Discussions are ongoing re the potential to form a Friends of Group for the Church grounds and for one of the partners to lease / manage the Church / Community Hall which will help with future investment and the ability to access available funding sources.

The **single biggest risk factor in being able to deliver the proposals is securing the necessary capital resource**. Several core items have been identified that are essential to achieving the aspirations of the partners and community. Meeting the full capital costs associated with these are beyond the resources of the partners. A **Funding Strategy** will need to be agreed to provide an overview of actions, timescales and possible funding sources/approaches to achieve the preferred option.

Several funding sources have been identified for further investigation:

- UK Shared Prosperity Fund (UKSPF) – Swansea Council is regional lead authority for South West Wales
- Brilliant Basics (Visit Wales / Business Wales)
- Swansea Council Tourism Grant
- Mynydd y Gwair Wind Farm Community Fund
- The Welsh Water Community Fund

Revenue costs including capacity from partners will continue to be provided.

## 7.2. Key recommendations

Building upon the analysis and reviewing the development principles and development options has informed 6 recommendations.

**Recommendation 1** – The preferred option ‘**Further development of outside spaces and complementary facilities as important social and recreational resources**’ should be pursued.

**Recommendation 2** – Proposals should be developed and presented as a **complementary and cohesive package that fully utilise the range of facilities and resources and appeal to a broad range of users**.

**Recommendation 3** – **The Church in Wales / volunteer group and the Scout Group (6th Llangyfelach Scout Group) should be the leads for the development phases drawing upon Llangyfelach Community Council and other partner support and expertise as necessary.**

**Recommendation 4** – A **Funding Strategy** should be agreed to provide an overview of actions, timescales and possible funding sources/approaches to achieve the preferred option. Several funding sources should be further investigated with a view to submitting applications for the necessary capital resources.

**Recommendation 5** – Further consideration should be given to the benefits and complexities of **forming a Friends of Group for the Church grounds** with a view to continuing the achievements made by the committed volunteer group and opening up more opportunities to secure funding.

**Recommendation 6** – Further discussions should be had to reach agreement on **whether it is feasible for one of the partners to lease / manage the Church Hall**.

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