Hillcrest, Merthyr
SWOT Analysis Diagram

Housing Need
Opportunity:
"Home has never been so important for MTHA and our tenants. We need to develop more homes than ever before, but we need to consider the impact of the climate emergency and changes in housing supply and demand on the development, design and construction of new homes." Lee Roberts, MTHA Director of Development

Site Context
Opportunity:
The proposal should engage with the Hillcrest estate, not turn its back on it. There are opportunities to increase connectivity, and also make use of the natural surveillance provided by the existing houses and bunaglows that overlook the site.

Connectivity
Opportunity:
Opportunity to connect to all three neighbourhoods, and hopefully improve the sense of community that is evident. However to do so it needs to be made permeable and connected in a way that enables people to negotiate the challenging change of levels across the site (over 12metres from top to bottom).

Access
Opportunity:
There is also an opportunity to connect a walking route into Marshall Terrace, which has terminated with a hammerhead on the northern boundary of the park since 1960 (see previous page). This would improve the permeability of the area as a whole.

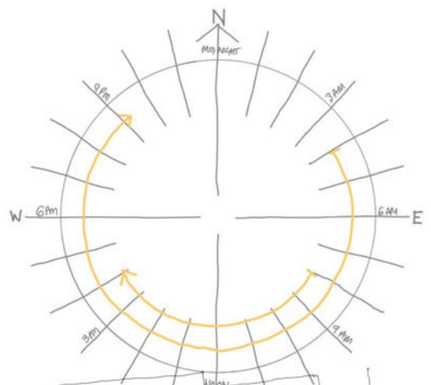
Topography
Opportunity:
Sloping sites provide opportunities for views and visual links to the wider landscape. The site slopes to the south, affording good solar access and reducing overshadowing.

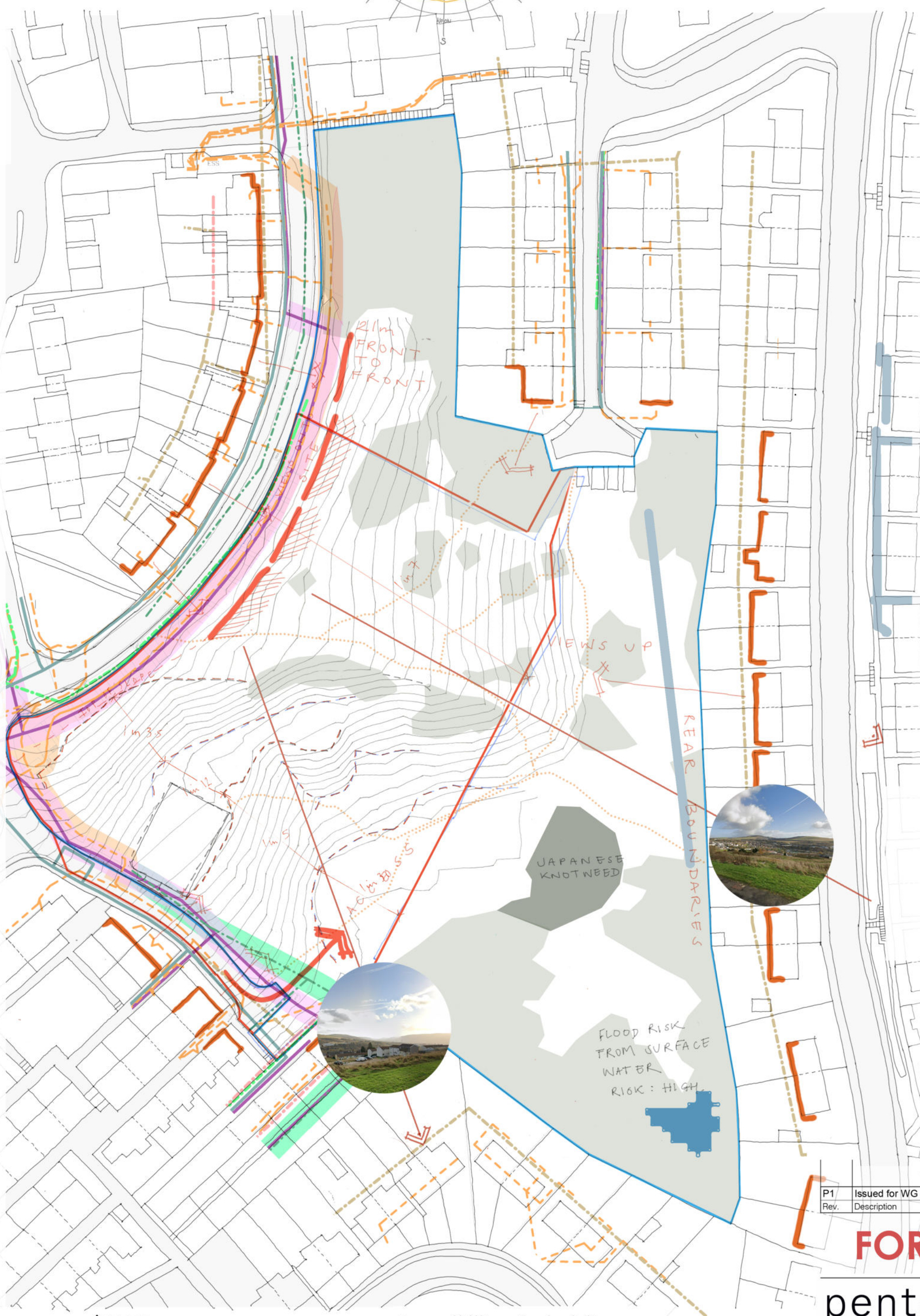
Access
Opportunity:
There are no formal paths across the site, but it is used informally in an uncontrolled way. At the top of the site, the highway runs up to the westerly edge of site, and surrounding dwellings enjoy views and sunlight from the south-east. To the north and east edges of the site, the boundary is mostly comprised of private rear gardens that back onto Hillside Park (note that the scheme as proposed does not run up to these private boundaries, but retains open parkland).

Crime Rates
Secure by Design
Opportunity:
Opportunity to create beautiful and safe homes and spaces for the new residents, intergrating with the wider community and designing out crime through good design.

Local Resources
Opportunity:
Materials locally grown low impact materials local resources – skills training and using local skills local resources - energy LETI standard, roof as energy producer, the roof as a protective element roof as protecting element, climate and wind driven rain robust external envelope, designing out overheating

Climate
Opportunity:
The LETI targets outline an appropriate building performance specification, requiring that projects deliver net zero operational carbon, do not burn fossil fuels and achieve a level of energy performance in-use that is in line with our national climate change targets. The specification stipulates levels of fabric performance that go considerably further than UK Building Regulations, alongside low carbon sources of heat such as electric heating. There is the opportunity to deliver low carbon homes which make living costs more affordable for residents and more





GAS
(Easements identified by filled region)
Gas main

ELECTRICITY
(Easements identified by filled region)
Overhead cable
Underground cable

WATER / SEWERAGE
(Easements identified by filled region)
Existing main
Foul sewer
Combined sewer
Surface water sewer

BT
BT Openreach

Flood Risk
Strength:
Due to the sloping nature of the site, the flood risk is very low across the development boundary area to the West of the site.

Orientation + Views
Strength:
The excellent orientation, good solar access and long, dramatic views afforded by local topography mean that the site presents real opportunities, in addition to posing considerable challenges.

Amenities
Strength:
The propsed site sits within an established residential area with local amenities such as schools, local shops, churches, supermarkets etc.

Existing Land Use
Strength:
The site itself can be loosely described as amenity space, but has few features and the slope makes it difficult to maintain. It is really only used by dogwalkers and as an occasional shortcut. It is located between three communities and does not clearly 'belong' to any one of them.

Flora + Fauna
Threat:
The presence of Japanese knotweed on the site ownership boundary will need to be managed and dealt with approporiately, although these areas lie outside of the development boundary.

Services
Threat:
Although the site is predominantly free of service constraints, further investigations are needed to determin the exact easements and positions of the gass and electricity underground services which run along the Western edge of the site.

Crime Rates
Secure by Design
Threat:
Merthyr Tydfil, facing a high crime challenge. The year 2023 recorded 7,297 incidents, leading to a crime rate of 124.02 incidents per 1,000 residents in its population of 58,839, marking a 15.34% increase over the previous year.

Climate
Threat:
Wales is dominated by 'severe' climatic conditions. Located where the landscape climbs out of the valleys towards the Brecon Beacons, Merthyr feels the full force of unbroken south-westerly Atlantic winds on a regular basis. The exposed climate is a defining characteristic of Merthyr, and a key challenge. As global warming continues to intensify, extremes of weather will be more common. Elevated levels of fabric performance are likely to be needed.

Topography
Weakness:
By its very nature and location at the head of the Taff valley, topography is a key challenge for development in Merthyr. The site is steep sloping, which make access difficult and construction expensive.

Access
Weakness:
Marshall Terrace terminates at the northern boundary of the park. The southerly edge of site is constrained by the access road into the Hillcrest estate. While this is an adopted road, its gradient (1:6) makes it difficult to negotiate.

Accessibility + Inclusivity
Weakness:
Due to the steeply sloping nature of the site, accessibility due to level changes will need to be carefully considered to aid with peoples movement across the site. Some areas may not be wheelchair accessible.

Rev.	Description	Drawn	Check	Date
P1	Issued for WG submission.	HJ	CW	21.06.24

FOR APPROVAL

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Project
Haydn Terrace

Client
Merthyr HA

Drawing Title
SWOT Analysis

Job no.	Org.	Zone	Level	Type	Role	Description	Status	Rev.
4134	PEN	ZZ	XX	DR	A	0075	S4	P1

Scale: 1 : 500 @ A2
Date: Jun' 24

NOTES: Do not scale. All dimensions are in millimetres unless stated otherwise