



Project Overview

A World Class Sport & Leisure Resort



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INTRODUCTION

The Rhydycar West development proposal seeks to create a world-class leisure resort in Wales – for all year round.

It will be an outstanding and internationally recognised, sports, leisure and tourism destination able to offer a unique experience to the people of South Wales, the UK as a whole as well as international visitors.

The resort is anchored around key elements including:

- **The UK's largest and longest Indoor Snow Centre**
- **Indoor Tropical Waterpark**
- **An Indoor and Outdoor Adventure Centre**
- **A Resort Hotel with a range of offerings and Woodland Lodges**

Indoor snow sports are one of the anchor attractions at Rhydycar West. It will host the Welsh & UK training headquarters, creating a National Centre of Excellence for snow sports as well as offering world-class recreational facilities. The resort will be home to a wide variety of indoor and outdoor pursuits including an Indoor Tropical Waterpark and an Indoor & Outdoor Adventure Centre. These facilities will be supported by a wide range of associated accommodation from the Luxury Spa and the Sport and Value hotel wings to the Woodland Lodges – catering for the long and short stay visitor.

The resort will also complement and enhance the existing sport, leisure and tourism offer currently thriving in the South Wales Valleys and Brecon Beacons such as BikePark Wales and Zip World. Ideally situated and extremely well connected the development will strengthen Merthyr Tydfil's regeneration and position as both a destination of choice in its own right and the gateway to the Brecon Beacons.

The proposal is the carefully considered outcome of a period of several years of engagement and understanding of the local and regional economy, ecology, history and heritage.

The site will be the home and national training headquarters for the Welsh and UK national, Olympic and Paralympic teams. The national governing body for Snowsports in Wales, Snowsport Cymru Wales have campaigned for this facility for nearly a decade, GB Snowsport are also campaigning for this development. The Indoor Snow Centre will conform to International Ski Federation (FIS) and international standards.

The leisure resort development accords well with the Local Development Plan, Future Wales: The National Plan 2040 and Planning Policy Wales. Legislative requirements of the Wellbeing of Future Generations (Wales) Act 2015, the Socio-economic Duty in force in Wales by virtue of the Equality Act 2010, and the s28G duty under the Wildlife and Countryside Act 1981 are met. Furthermore, the development aligns and supports much of the Welsh Assembly Government's 'Welcome to Wales: Priorities for the visitor economy 2020-2025', namely:

- | | |
|-----------------------------------|---------------------------------------|
| • Great products and places | • Outstanding visitor experiences |
| • An innovative Cymru Wales brand | • An agile and responsive Visit Wales |
| • Improved routes to market | • Focus on special interest products |
| • Commercial partnerships | |

Rhydycar West will make a significant contribution to the growth of the leisure sector and the economy of Wales.



The Piazza - Looking towards the Luxury Spa & Family Resort Wings

The following report represents a general overview of the development proposals.

For in depth information and analysis, you are invited to view the current planning application, related submissions, reports and documents at the Rhydycar West website:

www.rhydycarwest.com/planning

Dosbarth Byd

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Anchor Elements of the Development

RHYDYCAR WEST - Anchor Elements of the Development

When fully operational, the resort will be a UK premier destination and a basecamp for the region; facilitating longer stays, providing much needed quality accommodation and being the catalyst for new local and regional economic opportunities and job creation.

The development will offer an all year round destination for holiday visitors while underpinning the notion of Wales and the Valleys region developing as the epicentre for UK-wide adventure and activity led tourism.

The topography of the site and the transport connectivity makes this an ideal location at the Heads of the Valleys for a strategic transformational development. The world-class facilities of the Snow Centre, being the largest facility in the UK, elevate the development to be one of national significance in Welsh and UK terms.

The combined development elements – the Indoor Snow Centre, the Accommodation, the Indoor Tropical Waterpark and the Indoor and Outdoor Adventure Centre will provide economic growth in the area by attracting visitors that will support existing local businesses and attractions. The recent marketing drive 'This is Winter – This is Wales' which is designed to ensure a sustained tourist trade throughout the winter months, is a strategy to which this project can add significant value. Skiing and snowboarding are seen as winter pursuits and will attract visitors to the area during the winter season.

The Indoor Snow Centre will be built to FIS (International Ski Federation) specifications, with the longest multiple pistes in the UK, and amongst the largest in the world, providing a world-class facility for complete beginners to elite athletes, and hosting both UK and international competitions.



LOCATION

The Site & Development Area

The Rhydycar West application site forms part of a wider landholding that spans some c.550 acres (c.223ha) in the heartland of South Wales, nestled in the valley opposite the town of Merthyr Tydfil. The application site itself occupies a c.75 acre (c.30.4ha) parcel of land and is located in the south-eastern area of the landholding.

The site is easily accessible and strategically located on the A470, linking Cardiff approximately 40 minutes to the south, and the Brecon Beacons National Park, which attracts in excess of 4 million visitors a year, only a 10 minute drive to the north. The planned A465 dualling project will further improve the overall highways connectivity of the application site. The location benefits from superior access to some of the UK's main roads which link major cities, airports, and regions.

Rhydycar West's nearest leisure attraction and neighbour is the hugely successful BikePark Wales, attracting mountain bikers and families of all skill sets from the whole of the UK and beyond. Coupled with Rock UK (12.3 miles away) and the recently opened Zip World at Tower Colliery, just 19 minutes travel and 9.3 miles away from Merthyr Tydfil (which has already become a thriving destination). There is already a number of flourishing leisure businesses which Rhydycar West is well poised to complement while at the same time taking the regional leisure offering to a significant new level which can be game changing for Merthyr, The Valleys region and Wales.

The proposed development will leave over 86% of the land under Rhydycar West's ownership, approximately 475 acres untouched and accessible. The area of development will be c.75 acres with the remainder retained as countryside. In total the built area of the development will be just under 14% of the land under ownership.

The Rhydycar West development will breathe new life into the existing historical and heritage assets onsite, comprising of nature trails and historic tracks, showcasing Merthyr's rich history.



The Development Site

The development strikes a compelling balance between the ecological impact and economic and national significance while providing exciting employment opportunities for future generations.

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TRANSPORTATION LINKS

Rhydycar West - exceptionally well connected

Rail Access

All three major railways in South Wales run into Cardiff. Trains between London and Cardiff Central run every 30 minutes, with a typical journey time of around 2 hours. Combined with the new South Wales Metro Cardiff Queen Street station to Merthyr Tydfil, the South Wales Metro public transport network will make it easier for people to travel across the Cardiff Capital Region, transforming rail and bus services and saving up to 25 minutes on existing journey times. There are 4 services per hour running from Cardiff to Merthyr Tydfil, Monday to Saturdays. (*Transport for Wales South Wales Metro*)

Buses

An existing bus stop is located under 1 mile from the site within the grounds of the Merthyr Tydfil Leisure Village and provides links to the local bus network.

Air Access

The proximity to a number of airports creates accessibility for visitors from Europe and beyond. Nearby Cardiff Airport services a range of domestic and international locations, London Heathrow is just 2 ½ hours away.

Shuttle Bus

A shuttle bus service will be provided linking the resort to key destinations in Merthyr Tydfil such as the railway station, the town centre bus station, the town centre, high street and leisure centre.

Road Access

The Rhydycar West site benefits from excellent road connections and links. There is already direct access to the site from the A470 Rhydycar roundabout via an existing spur which was originally constructed when the A470 was built. The road links can be summarised as follows:

- **A470** (adjacent to the property): the main North-South motorway for South and North Wales.
- **M4** (19 miles from site): the UK's major route from London to the West of England and South Wales.
- **A40** (via A465 - 2.2 miles from site): the UK's major route from London to Oxford to West Wales continuing to the Midlands and then the North.
- **A465** (2.2 miles from site): main route to West Wales. Major improvements under construction and completion due in 2025 is the 'A465 Heads of the Valleys' project being a 70mph dual carriageway with 6 junctions.

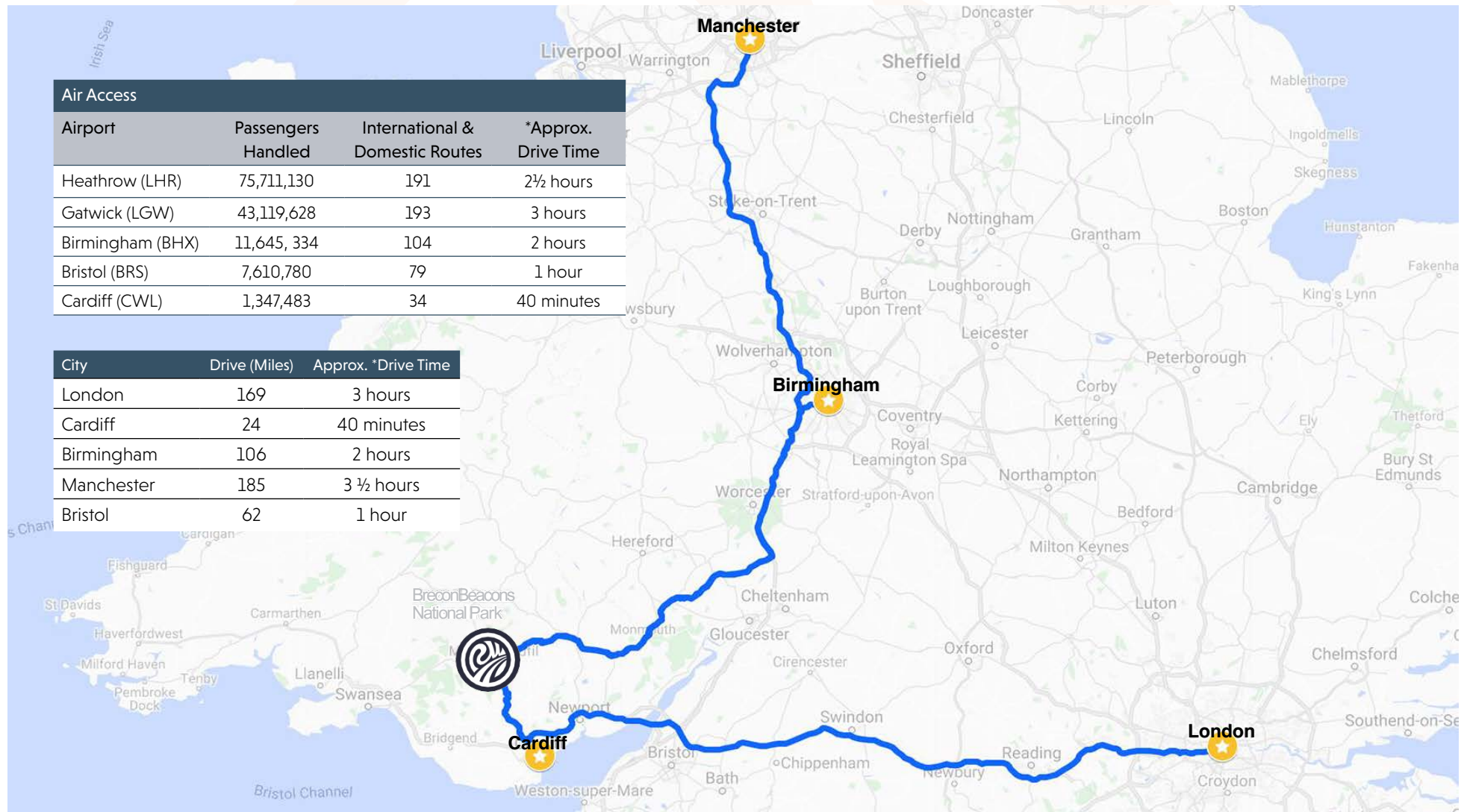
The Rhydycar West development's Welsh and UK population catchment area is significant.

Drive Time	Est. Population
*Within 1 hr radius of the site	c.1,900,000
*Within 2 hr radius of the site	c.8,000,000
*Within 4 hr radius of the site	c.51,000,000

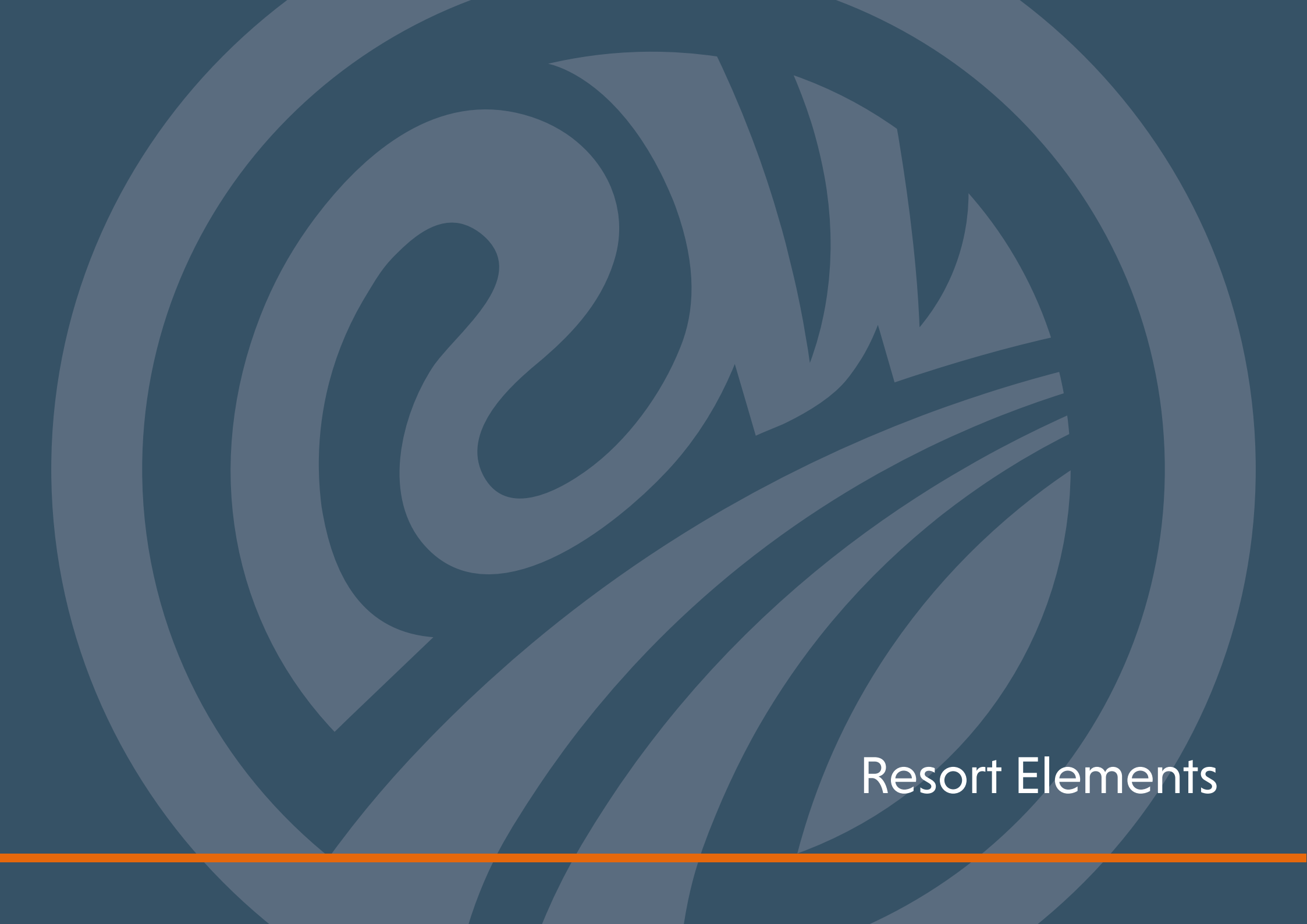
*Source: ONS website 'census2021firstresultsenglandwales1' 28 June 2022 . Drive time calculated using Google Maps.

TRANSPORTATION LINKS

Rhydydar West - exceptionally well connected



*Source: <https://www.caa.co.uk/data-and-analysis/> . *Drive time calculated using Google Maps.

The background is a dark blue gradient. Overlaid on this are several concentric circles in a lighter blue shade. A stylized, jagged mountain peak or wave shape is also visible, rendered in a medium blue color. The overall design is abstract and modern.

Resort Elements

RESORT ELEMENTS

Development Orientation



- A** Indoor Snow Centre
- B** Indoor Tropical Waterpark
- C** Indoor Adventure Centre
- D** Family Resort Wing
- E** Luxury Spa Wing
- F** Sport and Value Wing
- G** Woodland Lodges
- H** Outdoor Adventure Centre
- P1** Parking
- P2** Parking beneath Courtyard
- P3** Piazza

RESORT ELEMENTS

Indoor Snow Centre

A world-class Snow Centre, which will be the longest indoor multi-run snow centre in the UK and amongst the largest and longest in the world at c.400m. The facility is supported by GB Snowsport and Snowsport Cymru Wales to establish the UK National Centre of Snowsport Excellence and will be the official home and training headquarters for the Welsh and GB national and Olympic and Paralympic snow sports teams and elite athletes. It will be based on similar successful facilities in Europe, such as SnowWorld at Landgraaf (Netherlands), Neuss (Germany) www.snowworld.com and Alpincenter at Bottrop (Germany) www.alpincenter.com.

The snow centre will be built to FIS (International Ski Federation) specification, enabling the venue to host regional, national, and international competitions together with international team training.

Providing a family friendly safe environment with guaranteed perfect piste conditions, 365 days of the year. This longer and larger facility with adjacent leisure elements will be revolutionary for snow tourism in the UK, as the resort will provide everything that is sought after by skiers and boarders, without the need for international travel and unpredictable weather and snow conditions.

Indoor snow centres have been run for many years as viable, sustainable, and profitable businesses, bringing tourists and snow sports enthusiasts to their region, along with providing a facility of great value and benefit to the residents.

This world-class facility has the capability of redefining the UK school ski trip, de-risked with affordable access and tuition, guaranteed snow conditions, and significantly aligned historic educational opportunities, plus active adventure options.

The indoor snow centre will also feature an indoor fun and activity area where children and visitors of all ages can enjoy a range of snow-based games and activities.



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Victoria Gosling OBE
CEO GB Snowsport

"We are all extremely excited about the development of a national centre of excellence for Snowsports in Merthyr Tydfil, South Wales.

In order for GB to grow and develop in snow sport on the world stage we need to put the best possible foundations in place to make sure that we give our talent the right platform and support to perform. This includes ensuring they have access to world-class facilities all year round.

As well as providing for our elite athletes, the national centre will help generate more opportunities for participation at grassroots level, opening up snow sport to a whole new audience."



Robin Kellen
Chief Executive, Snowsport
Cymru Wales

"Snowsport Cymru Wales fully support the development of a centre of excellence for snow sports at Rhydydar West, South Wales.

Conforming to international standards for events to be delivered across the different disciplines of snow sport will be game changing for the development of our Olympic and Para skiers and snowboarders. To be able to deliver significant parts of our out of winter season training within the UK will bring about huge opportunities for potential future Snowsport athletes.

As the national governing body for Snowsports in Wales we have campaigned for this facility for nearly a decade. The development offers significant benefits to the development of Snowsports from grass roots participation through to international excellence. With these world-class facilities, we anticipate delivering the following benefits,

- *Significant increase in participation in Snowsports at both a local and national level.*
- *Huge potential to develop school sport activities.*
- *Club development and training programmes (recreational and competition)*
- *Grass roots schools and local competitions*
- *National championships*
- *International events*
- *Regular national and regional training sessions.*
- *Regular coach and instructor training opportunities, creating long term employment.*

The development of a Snowsports centre of excellence in Wales creates a game changing opportunity for Snowsports in Wales."

Where the great outdoors, meets the great indoors, for all year round

Indoor Tropical Waterpark



The scheme's architects and master planners Holder Mathias Architects (HMA) have designed a number of premier waterparks for example, at Center Parcs resorts in the UK. The Indoor Tropical Waterpark at Rhydycar West is designed with the same vision, but to elevate the UK waterpark experience to match leading indoor waterparks in Europe and North America – to create a key centre point and anchor family attraction for visitors that have been so successful in other leisure resorts.

This signature element will attract both longer stay holidaymakers and day visitors from further afield, offering adventurous and family fun for all ages. A guaranteed weather beating tropical environment for 'all year round' is a holiday must have for many.

The Rhydycar West waterpark will offer a whole host of the very latest attractions, including thrilling rides and experiences including slides, tubes, a lazy river, a standing wave and surf simulators.

Indoor & Outdoor Adventure Centre

This element will provide a dynamic, multi-faceted and immersive Indoor and Outdoor Adventure Centre, with the emphasis on fun activity. A place to unwind, escape and create unique and memorable experiences for all visitors.

Activities under consideration include adrenalin fuelled zip wires, climbing walls, extreme slides, high ropes, and other exciting thrill-based experiences.



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Resort Hotel, Luxury Spa and Conference Centre

Hotel wings are identified on the image, D, E and F



The resort will offer the following three distinct hotel wings to cater for different visitor preferences and budgets. The accommodation offerings will serve as a hub and basecamp for visitors to explore the region and attract all types of visitors from short breaks to long stays.

Conference & Events Centre With the resorts combined elements and the regions wider activities, this will be a compelling and unique conference and events venue and showcase for Wales.

The Family Resort Wing (D) - 198 bedrooms. To include resort reception and other guest facilities.

The Luxury Spa Wing (E) - 100 bedrooms. Incorporating fitness and spa facilities.

The Sport & Value Wing (F) - 120 bedrooms. Providing value, comfort, and a more casual and relaxed offering. This will be designed to ensure it appeals to and caters for groups, schools and visiting teams competing or training.

The three offers will include a variety of dining options.

Woodland Lodges



Up to 30 free-standing, single-storey luxury woodland lodges are proposed in the south of the site. These will provide privacy and a close to nature ambience, while still offering all the comfort of luxury accommodation.

The one and two bedroom premium lodges will cater for a variety of market segments, including couples, families and groups of friends.

The lodges will be nestled within existing woodland, creating the perfect setting. Situated away from the main resort area surrounded by nature, guests can enjoy the tranquillity of the woods while still being close to all the resort activities and amenities, which will be easily accessible via walking and biking paths.



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Development plans

Actual Site with Artist's Impression of Development



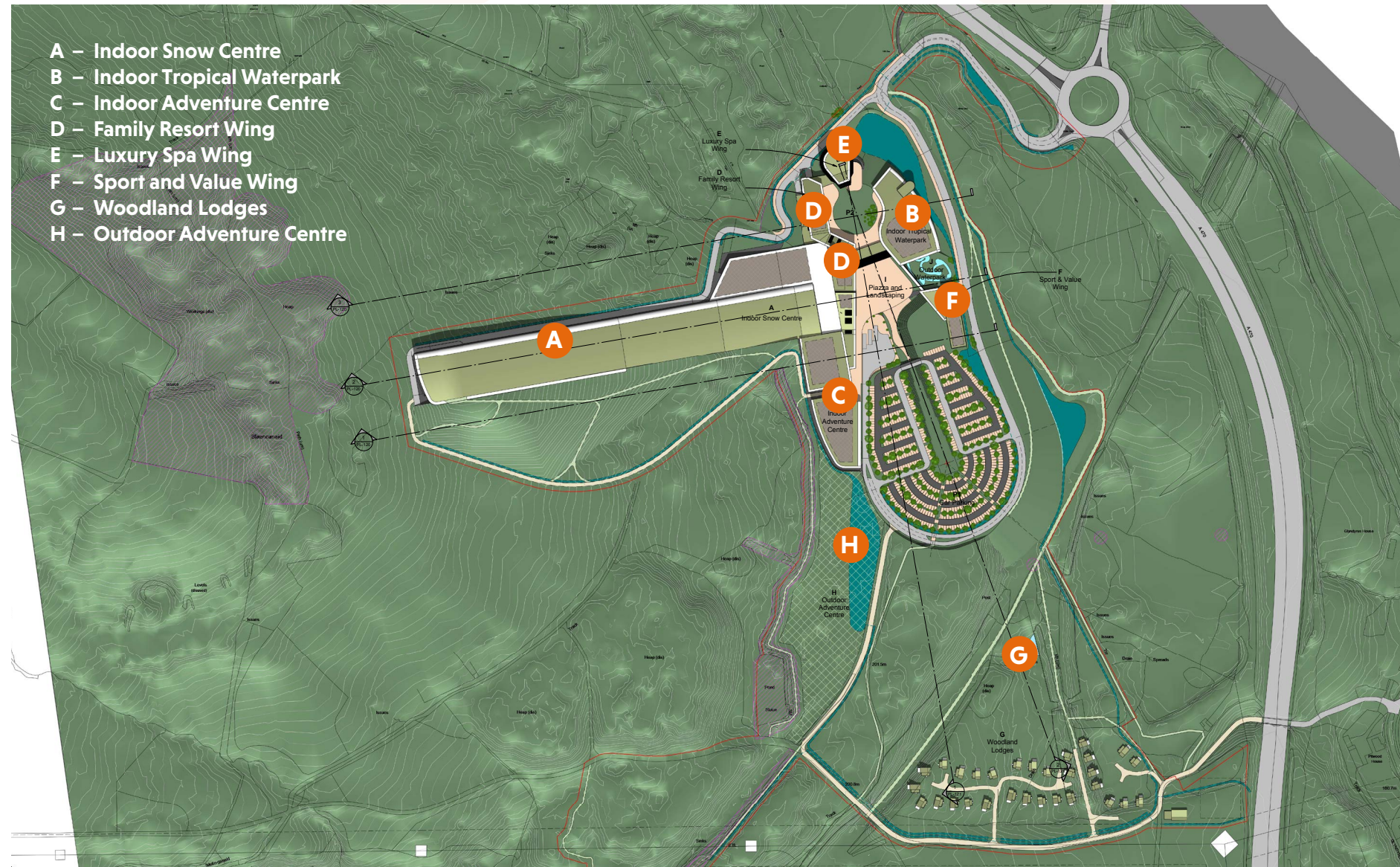
Actual Site with Artist's Impression of Development



Actual Site with Artist's Impression of Development



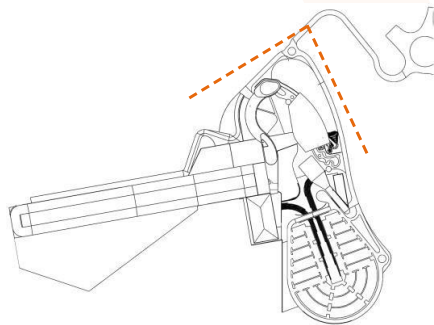
DEVELOPMENT PLANS | Aerial View



DEVELOPMENT PLANS | Aerial View



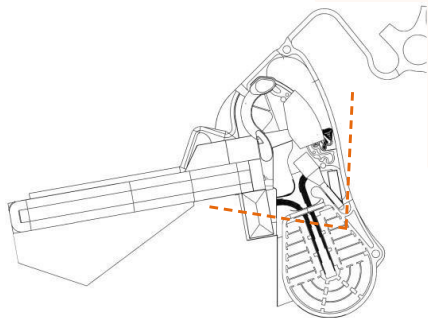
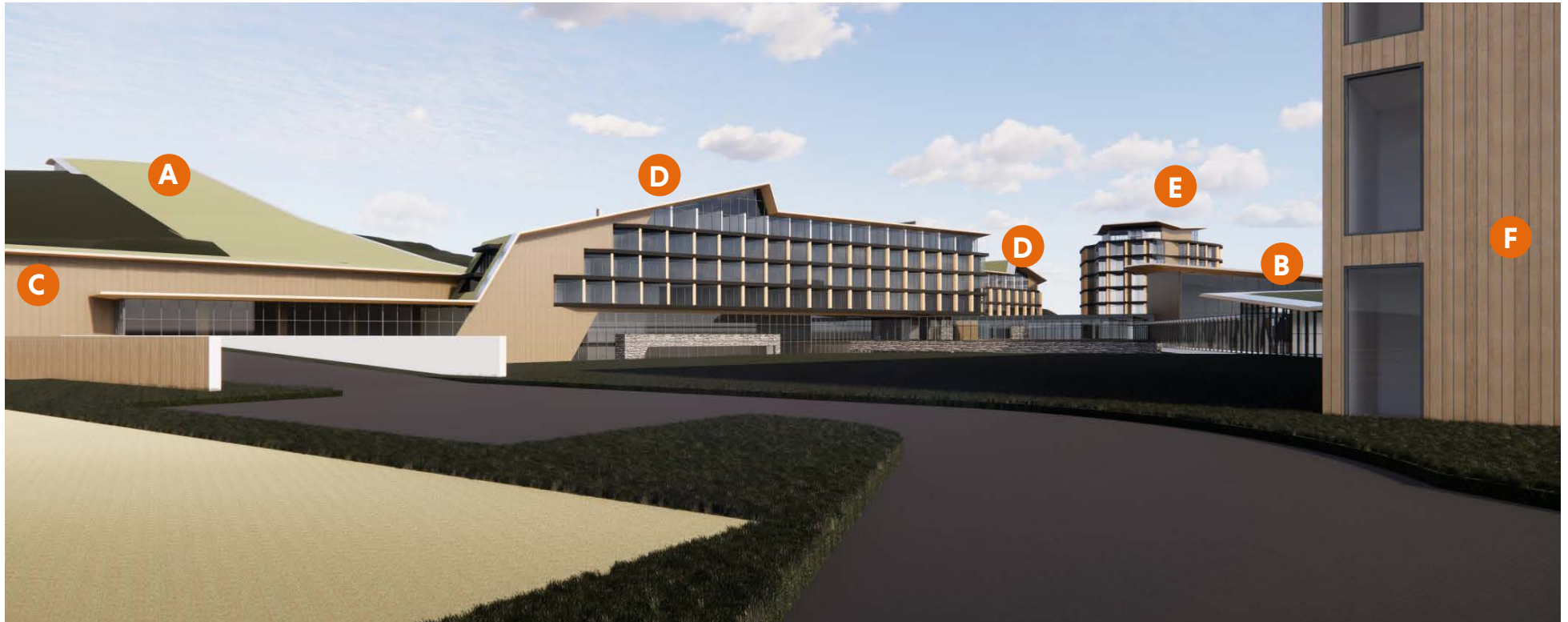
DEVELOPMENT PLANS | Resort Entrance



DEVELOPMENT PLANS | Piazza

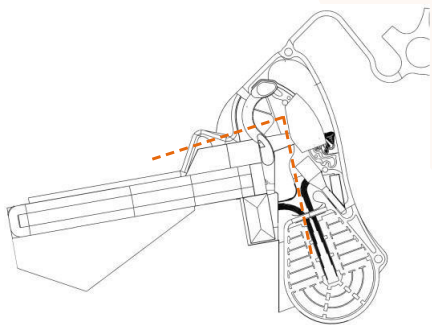


DEVELOPMENT PLANS | Accommodation area looking from Car Park

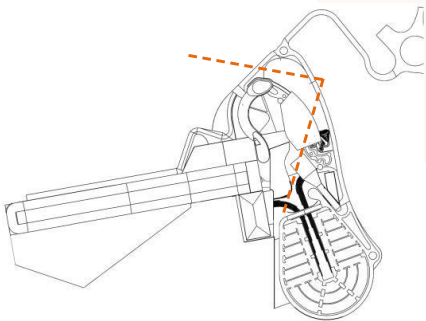
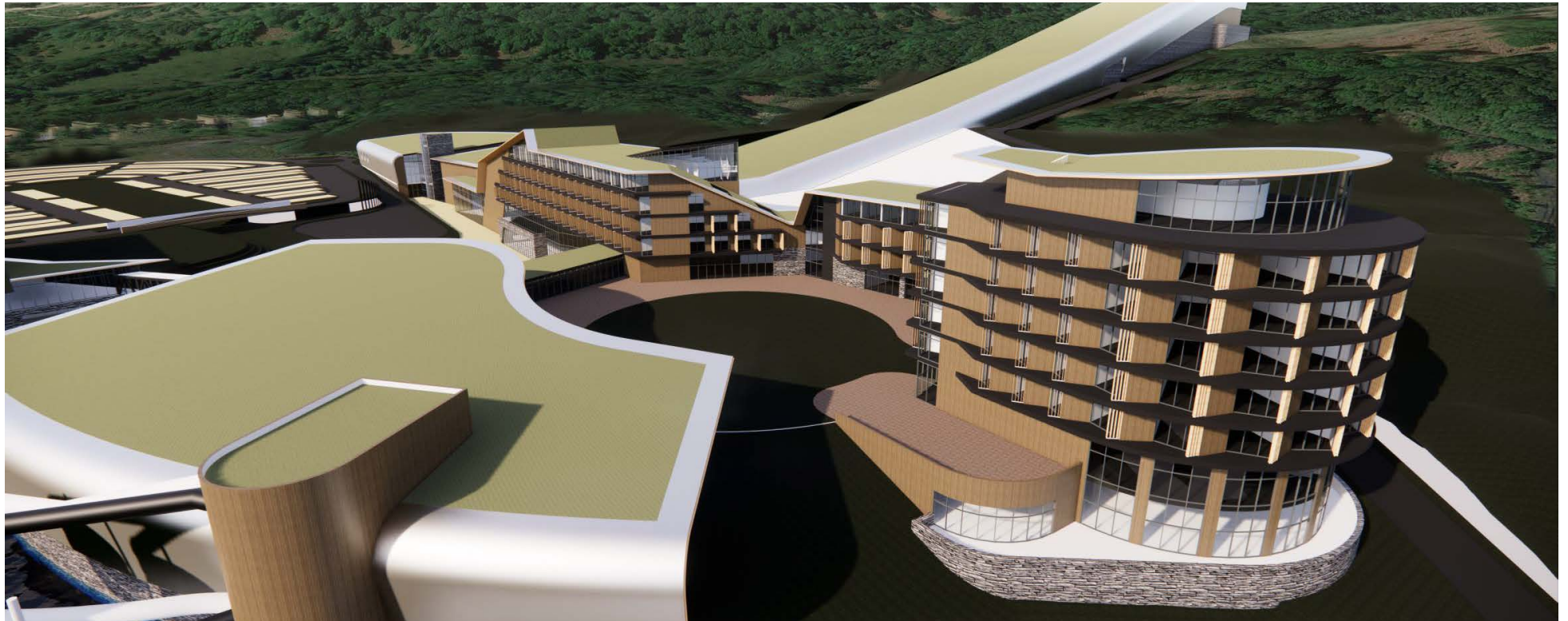


- A – Indoor Snow Centre
- B – Indoor Tropical Waterpark
- C – Indoor Adventure Centre
- D – Family Resort Wing
- E – Luxury Spa Wing
- F – Sport and Value Wing

DEVELOPMENT PLANS | Family Resort Wing



DEVELOPMENT PLANS | Courtyard & Events Area



The background is a dark blue gradient. It features a large, stylized, light blue 'W' shape that is composed of several overlapping, curved segments. To the left of the 'W', there are concentric circular lines in a lighter shade of blue, creating a spiral effect. The text 'Transportation & Movement' is positioned in the lower right quadrant, in a white, sans-serif font. A solid orange horizontal line runs across the bottom of the image, just above the text.

Transportation & Movement

Transportation & Movement

The application site is highly accessible and strategically located on the A470. The A465 dualling project will further improve the overall highways connectivity of the application site. Regular train services currently operate out of Merthyr Tydfil railway station, with the existing station expected to benefit from Core Valleys Lines infrastructure investment. The recently completed new bus station being positioned closer to the train station has improved overall connectivity between travel modes. In terms of accessibility by foot and cycle, the application site is well connected to the wider cycle network within around Merthyr Tydfil and to National Cycle Route 8 / The Taff Trail.

A highway safety audit has been undertaken and concludes that the current alignment of the local highway network does not result in any undue highway safety implications for road users.

The site is well located to integrate and enhance the local pedestrian, cycle, and public transport networks. Given the location of the development it is well located to accommodate access by sustainable transport modes.

Transport Assessment (TA)

Tetra Tech have prepared a Transport Assessment (TA) in support of a planning application. The report considers the accessibility to and from the site by all modes of transport regarding the proposed development. This TA has been prepared in accordance with Welsh Government and Local Guidance and examines the sustainable modes of walking, cycling and public transport and then considers the impact of the residual vehicular traffic on the local highway network.

The TA has been prepared in an extremely robust manner as no 'discount' has been provided to the total level of traffic forecast to be generated by the development (such as a discount for the implementation of a Travel Plan (see below), a discount to reflect shifting travel habits towards non-car modes, or a discount to reflect that the site trip assessments are based on the peak periods for all land uses occurring at the same time of year).

The traffic assessments undertaken outline that the development of the site will have a **negligible** impact on highway operation and will not be detrimental to road user safety. All junctions are forecast to operate within capacity in a forecast year of 2026 with Committed Development and traffic associated with the proposed development on the network.

Furthermore, sensitivity traffic assessments have been completed to advise on network operation in a forecast year of 2031 and show that junctions will operate within capacity.

Conclusion

The Tetra Tech Transport Assessment planning report summarises that there are no transport or highways reasons why this application should not be approved in-line with National Policy.

Travel Plan (TP)

Tetra Tech have prepared a Travel Plan in support of a planning application for the above. A Travel Plan is a long-term management strategy that seeks to deliver sustainable transport objectives through positive action. It ensures that the development is sustainable and integrated with local transport strategies. The Travel Plan provides a comprehensive means of managing the transportation impacts of the development by providing a series of suitable measures and objectives designed to encourage site users to use more environmentally friendly modes of transport than the private car when making journeys to and from the site. It provides a mix of incentives to encourage travel by public transport, on foot and by bicycle, and disincentives to driving a car as a single occupant.

Measures to be Implemented Include:

- Shuttle Bus - connecting the site to Merthyr Tydfil railway station, the town centre bus station, the town centre, leisure centre and other key destinations at peak times;
- Ticketing - The development will offer promotional ticketing and/or promotions on in-resort products to visitors arriving by public transport modes and those who travel outside of identified peak periods;
- Group Discounts - The development will provide family / group booking discounts, which will encourage travel by multiple occupancy vehicles. Ride share promotions will be offered to consolidate car based trips into fewer vehicles;
- Piste Booking System - which will have the benefit of influencing the arrival / departure times of visitors and can be used to reduce trips during sensitive network periods;
- Staff Travel Information Pack - to ensure that staff know what sustainable travel options are available when considering how to travel to and from the workplace;
- Travel Plan Information Website - to outline site specific information, to encourage trips generated by the proposed development to be undertaken by sustainable travel;
- Personal Travel Planning - to provide people with the information, advice, and motivation to walk, cycle and use public transport more often;
- Shower / Changing Facilities - the development will provide showers, lockers and changing facilities for staff use;
- Car Sharing - designated parking areas for car sharers will be provided;
- Electric Vehicle Charging - at least 10% of spaces will be EV charging spaces, in line with Welsh Government policy;
- Staff Meetings and Noticeboard - to discuss the Travel Plan initiatives and provide walking and cycling maps for the area as well as local public transport information.





Environment & Ecology

ENVIRONMENT & ECOLOGY



The Rhydycar West application site forms part of a wider landholding that spans c.550 acres (c.223ha) in the heartland of South Wales, nestled in the valley opposite the town of Merthyr Tydfil. The application site itself occupies a c.75 acre (30.4ha) parcel of land and is located in the south-eastern corner of the landholding.

Much of Rhydycar West is ecologically rich, with the site being designated SINC (Site of Importance for Nature Conservation) and parts being designated as SSSI (Site of Special Scientific Interest). The first step in designing the regeneration scheme was to fully understand the environment across the site and to use that knowledge to create a proposal that sits in harmony with the landscape.

From 2015 to and through 2022, surveys have been carried out on habitats and plant species including birds, amphibians and reptiles, dormice, bats, badgers, butterflies and other invertebrates. The known importance of various parts of the site for grassland fungi (such as waxcaps) has also been assessed by specialist surveys.

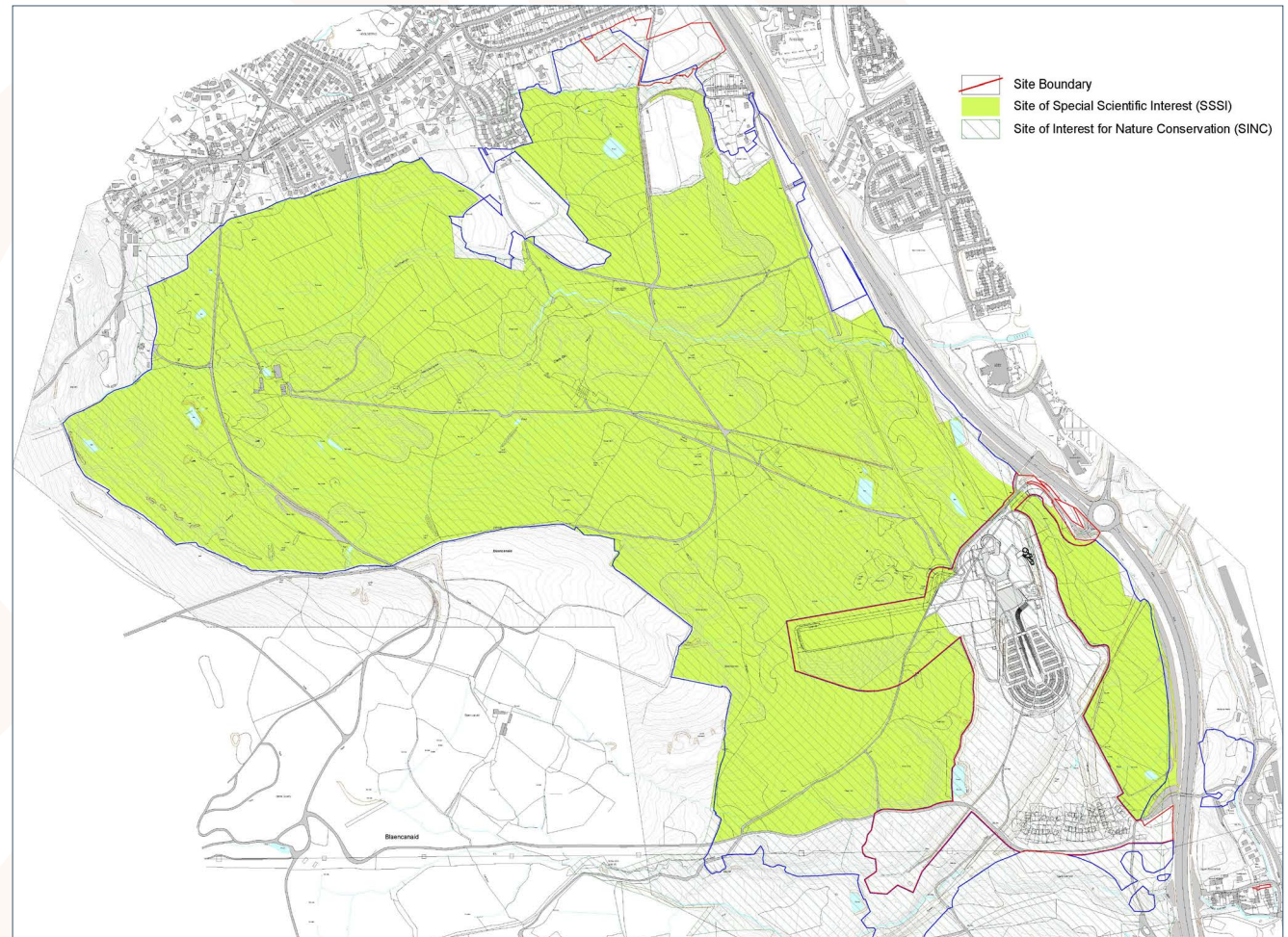
We know that these designations and the species and habitats that underpin them are important, and we are determined to work within these parameters to deliver a transformational development. The development 'footprint' has been minimised; over 86% of the land under Rhydycar West's ownership will remain undeveloped and careful planning will ensure development components are sited sensitively and that unavoidable damage is mitigated or compensated.

A small portion of the development is proposed to take place in the SSSI, which is the Indoor Snow Centre slope structure. This has been kept to the absolute minimum, representing just c.3% of the total SSSI designated area. Furthermore, the incursion has been limited to areas dominated by closed canopy woodland or more open woodland interspersed with bracken-dominated vegetation which are not interest features of the SSSI. These habitats have little value for grassland fungi and do not contribute to the interest feature of the SSSI. The submitted ecology reports show there is scope for a combination of secured management of the balance of the SSSI and additional mitigation and compensation such that the negative impacts on the SSSI could be outweighed.

We are actively pursuing and are committed to a range of mitigation measures to improve the existing ecological fabric of the site.

We are excited about the opportunities for conservation and education at Rhydycar West.

The proposed development will leave over 86% of the land under Rhydycar West's ownership, approximately 475 acres untouched. The area of development will be c.75 acres with the remainder retained as countryside. In total the built area of the development will be just under 14% of the land under ownership.



*The green area on the map above is the designated Site of Specific Scientific Interest (SSSI)
The red line (site boundary) indicates the area on which the development footprint enters a section of the SSSI.*



History & Heritage

HISTORY & HERITAGE

The Rhydyar West site is set within an archaeological landscape primarily related to Merthyr Tydfil's rich industrial history of the 18th and 19th centuries. During this period Merthyr Tydfil became the world's largest iron producer and its most productive works was the Cyfarthfa Ironworks, established in 1766 and owned for most of its lifetime by the Crawshay family.

The land at Rhydyar West formed part of the Cyfarthfa Works's landholding - rich with coal and ironstone, the key resources required by the industry. As such, the landscape at and around the site was heavily mined, with, firstly a canal, and then railways taking minerals to the ironworks, which were located c. 1.8km to the north of the site.

The site's industrial heritage has left behind an archaeological landscape including the remains of mining sites and transportation routes. Rhydyar West have, from the outset, maintained an ambition for the site's development to place the conservation of the site's archaeology and celebration of its history at the forefront, recognising the importance of the archaeological resource at the site for both the local history of Merthyr Tydfil and the exceptional and fascinating national history of Wales in the industrial era.

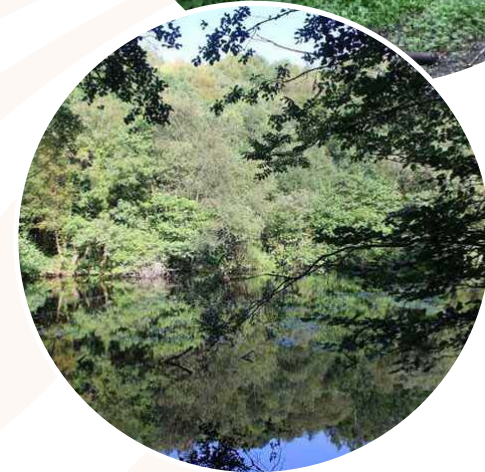
To achieve this ambition, Rhydyar West have worked closely with Cadw and consulted with the Glamorgan Gwent Archaeological Trust (GGAT) since the project's inception to identify the best preserved and most historically significant sites. This involved the designation of six new Scheduled Monuments within the wider Rhydyar West landholding, as well as informing the evolution and refinement of the development proposals to best protect and benefit the historic environment.

The effects of the proposed development on the historic environment have been identified and assessed in detail by the project's heritage consultants, The Environmental Dimension Partnership Ltd (EDP) over a period of 6 years, with the results of that exercise set out in a number of reports. These recognise that development here and of this nature and scale has the potential to deliver enhancement to the historic environment.

The site's archaeological remains are not readily accessible to the public, with the monuments and other sites generally located deep within densely wooded areas and subject to erosive pressure from vegetation and weathering. Given the situation of the site's monuments it was agreed, through consultation with Cadw and GGAT, to bring forward a substantial package of measures which will secure the long-term conservation of these nationally important archaeological sites and, for the first time, make them properly accessible to the public through the creation of an interpreted walk (the Heritage Trail) that reveals their significance.



*Cwm Pit
Chimney Base*



*Cyfarthfa Balance
Pond and Leat*

This Heritage Trail, within the development, will allow sensitive and managed access to two scheduled monuments and a listed building and will include information presenting the assets, their history and the wider history of the site and region to the public. It will also bring these assets into the wider tapestry of Merthyr's historic landscape which includes Cyfarthfa Castle and the Ironworks. Our objective is to complement and connect with Merthyr's wider 20-year Cyfarthfa Plan project thereby realising key National policy goals in respect of Welsh tourism, community, cultural development, sustainability and those embedded (for example) in the Wellbeing of Future Generations Act. This interpretive approach will be carried on within the development itself where it is proposed to include a display on the history of the site and locality in the atrium.

These aspects will deliver the initial ambition to convey the historic importance of the site and its role within the wider history of Merthyr Tydfil and the nationally important story of Wales in the industrial revolution.

This benefit has been formally acknowledged by Cadw who, in a May 2022 pre-application response to the proposal agreed that the considerable improvements to the physical condition of the designated historic assets, would outweigh the indirect adverse impact to their settings.

As such, with the conservation and interpretation as proposed, the assessment work undertaken identified no reasons as to why the proposal shouldn't be approved in line with heritage legislation, national and local planning policy.

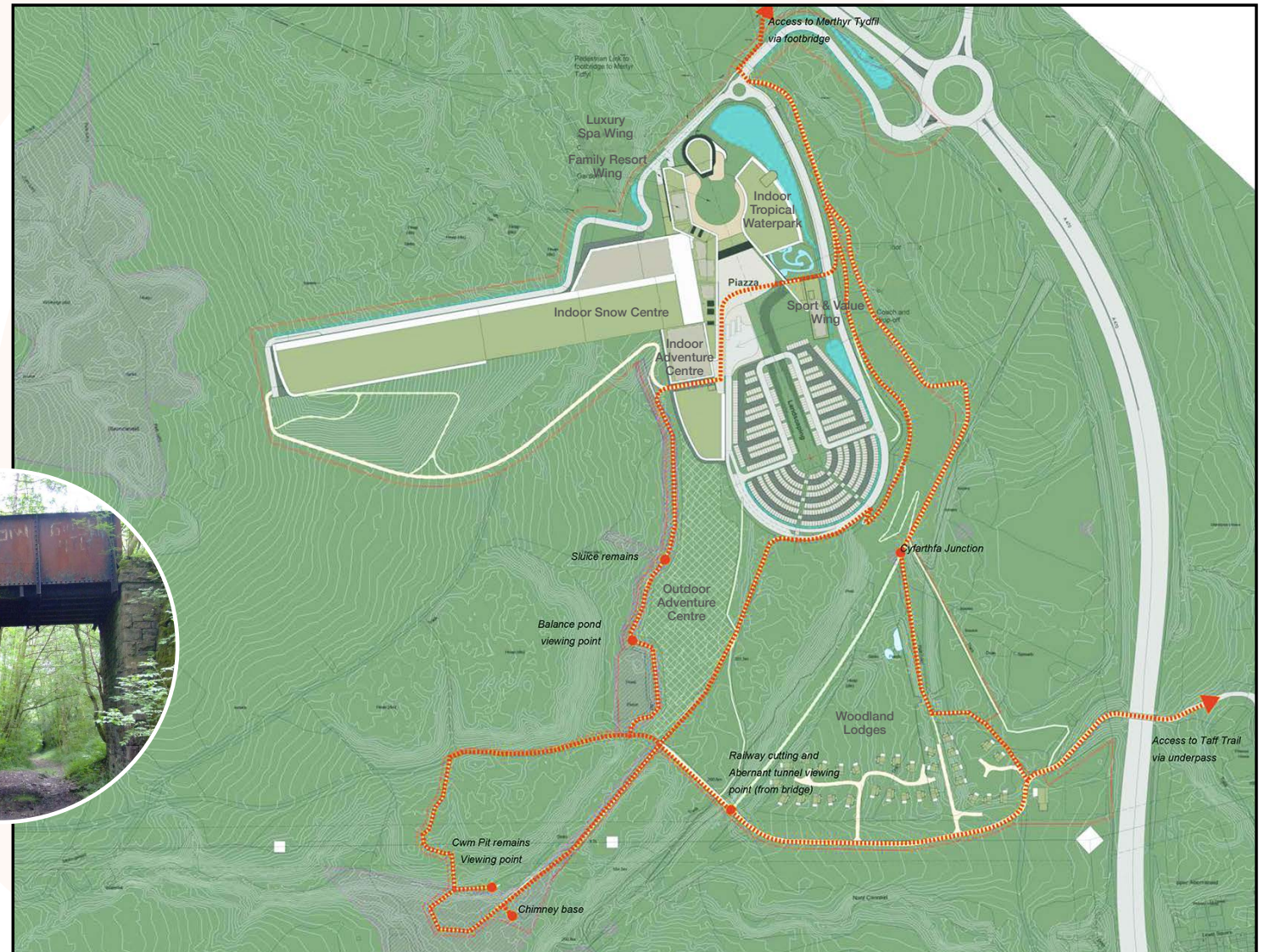


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**Scheduled Ancient Monuments
at Rhydyar West, all will be preserved.**

- 1 Vale of Neath Railway Cutting and Tunnel Portal
- 2 Cwm Pit and Head of Railway
- 3 Cyfarthfa Balance Pond and Leat
- 4 Black Pins Early Ironstone Workings
- 5 Cwm Glo pit and ironstone tip
- 6 Cwm Glo Chapel
- 7 Cwm Du Air Shaft and Fan
- 8 The Cyfarthfa Canal Level

*Vale of Neath
Railway Cutting and
Tunnel Portal*



Proposed Heritage Trail

NO COAL EXTRACTION

No coal will be extracted. Removal and commercialisation of coal do **not** form any part of Rhydyar West's development proposals.





Sustainability, Energy & Carbon

SUSTAINABILITY, ENERGY & CARBON

Rhydycar West, in response to the climate emergency, is seeking to achieve net zero carbon for the proposed development for embodied construction, operational emissions and transport emissions.

Suitable methodologies will be reviewed and adopted, where appropriate, to achieve this. An example, for the building emissions (i.e. not including transport emissions) is the UK Green Building Council (UKGBC) Net Zero Carbon (NZC) Framework that is an industry recognised approach to achieve NZC for the built environment. The framework aims to reduce, mitigate and offset emissions for construction and operational energy separately.

Below provides a summary of the embedded and additional measures that have been considered as part of the assessment, demonstrating that the proposed development will be designed, constructed and used to be a sustainable addition to the local area. Strategies and considerations that will be employed as well as projected outcomes are summarised below:

Embodied carbon during construction:

- The proposed development will adopt Circular Economy Principles during detailed design to ensure that the specification of low carbon technologies are prioritised.
- Our preference is to use local suppliers (within Merthyr Tydfil or Wales) to shorten the supply chain and reduce its associated environmental footprint coupled with prioritisation of responsibly sourced goods and services where feasible, whilst maximising the proportion of recycled content within materials used in construction.
- Detailed consideration on the placement of the proposed development within the site to minimise its impact on the site's ecology, including the position of the buildings and structures so to minimise the number of trees that need to be felled.
- Any key materials extracted as part of the enabling works will be re-used and/or recycled in accordance with the waste hierarchy giving priority to on-site uses where practical.
- All waste materials will be managed during the construction phase in accordance with the construction waste management practices outlined in the Site Waste Management Plan. This objective will be facilitated by providing training for site personnel regarding the correct disposal of materials.
- Procure energy efficient construction plant reflecting the latest technology advances.
- Energy, water and waste data will be monitored during the construction stage to encourage transparency and accountability.
- All waste generated during construction to be diverted from landfill (where technically feasible).
- Explore the potential for low carbon construction materials and techniques, such as timber frame and offsite manufacture, which can help reduce the embodied impact of construction.
- To be considered a zero-carbon development, in line with the UKGBC approach previously mentioned, residual emissions from the construction stages can be offset via recognised initiatives.

Transport emissions during construction:

- Identifying materials that can be procured and sourced locally.
- Coordinating movement of products to reduce number of trips to site.
- Employment of local workforce, where possible.
- Producing and implementing a site waste management plan that follows circular economy principles to reduce the need for movement of waste from the site wherever possible.

Emissions from operational energy demand:

Rhydyar West will adopt a verified green tariff so that **zero emissions** are achieved from day-1 of operation.

An 'all electric' approach to the Energy Strategy will be adopted to enable the development's operational emissions to continue to decarbonise over its lifetime through decarbonisation of the National Grid.

Optimisation of photovoltaic (PV) panels throughout the site, in combination with biodiverse roof and plant space will provide green energy to supply the 'all electric' approach. It is estimated that the indicative PV area identified (approx. 18,000m² panel area) could provide 2,700 MWh/yr. of green energy alone which is approximately 10% of the annual regulated energy demand for the site.

Waste heat will be captured from cooling systems so it can be used to offset heating demand throughout the site via an ambient heat-sharing loop network, utilising Air Source Heat Pumps to supply the buildings' demands. In particular, this heat exchange system will enable excess heat from cooling the Indoor Snow Centre to be used to heat the Indoor Tropical Waterpark.

For all energy that is required for the operations of the development, the Energy Strategy is projected to achieve a ~92% reduction in energy demand and therefore a ~92% reduction in regulated emissions.

The approach to Energy Strategy for the development has been to provide an appraisal of the anticipated energy requirements and CO₂ emissions that could arise as a result of the development through the use of energy data benchmarks of similar buildings. These building energy data benchmarks have been produced using Part L calculation methodology. The energy requirements for the Indoor Snow Centre component of the site have been estimated based on energy usage totals from similar existing facilities.

Transport emissions in operation:

The transport emissions in operation contribute to the majority of the overall emissions of the proposed development due to the anticipated travel patterns and distances travelled of visitors of the site. Estimated emissions have been based on current and predicated travel patterns which also consider modes of transport. As the proposed development consists of a world-class leisure resort attraction, it is expected that visitors will be travelling from national locations in addition to local movement that would be expected for developments such as residential or offices.

Considering this, the level of direct mitigation measures that can be applied as a result of the proposed design as the resultant emissions will depend on behaviour patterns of the visitors for how they choose to travel.

It is expected that should all measures, including secondary (e.g. the forecasted increase of uptake of EV cars by ~43% by 2030) are implemented, the expected impact from transport during operations will be reduced over the development lifetime.

To support positive behaviours in relation to sustainable travel, the following measures will be implemented:

- Extensive provision of electric vehicle (EV) charging bays, which can be partially offset by the onsite PV array, to support visitors using EV private vehicles. The proposed offerings have also considered the expected increased uptake of EV use by the general public over the building's lifetime by including passive charging bays (i.e. infrastructure available from day-1 with the exception to the physical chargers) to enable 100% of parking to be EV charging should demand increase.
- Ensure public realm strategy incorporates existing and proposed cycling and pedestrian routes to the site.
- Provide safe and secure cycle storage provision for site users.
- Provide appropriate signage and information on local public transport, cycle and pedestrian routes to encourage the use of sustainable modes of transport.
- Implement dedicated sustainable transport modes, specifically by running a shuttle bus from the proposed development to key destinations in Merthyr including the rail station, bus station and town centre.

Additional measures are measures that have not been included within the assessment as they are planned outside of the proposed development design. However, if implemented they will also have a positive impact on transport emissions and will reduce such emissions. The Additional measures considered are as follows:

- The proposed South Wales Metro will provide an integrated network of bus, rail and active travel to make sustainable travel easier across South Wales. The works will include electrification of railway infrastructure, replacement of trains and improving facilities at existing station.
- Increased uptake in use of EV vehicles for private travel (forecast to be 43% increase by 2030).
- Increased uptake in use of public transport modes to travel to and from the site.

The background features a dark blue field with a large, light blue stylized 'W' or wave-like shape. This shape is composed of several concentric, overlapping curves that create a sense of depth and movement. The text 'Economic & Social Impact & Job Creation' is centered in the lower half of the image, rendered in a clean, white, sans-serif font. A solid orange horizontal line runs across the bottom of the slide, just above the footer area.

Economic & Social Impact & Job Creation

ECONOMIC & SOCIAL IMPACT & JOB CREATION

Rhydycar West would result in c.1,414 gross direct employment opportunities (c. 1,549 net) over the construction period; with c.1,113 (c.1,219 net) of these expected to come from the local labour catchment area.

The construction of Rhydycar West would also involve contracting with a number of suppliers (such as haulage, aggregates, and general building materials), who in turn purchase from their suppliers through the supply chain, as well as local expenditure from workers directly engaged by Rhydycar West and within the supply chain. This activity would support a further 488 indirect and induced employment opportunities.

Rhydycar West would contribute c.£317.6m in additional Gross Value Added (GVA) to the economy over the duration of the construction period.

The proposed development will support high levels of employment in the operational phase, generating c.842 gross direct jobs (c.755 net) of which c.663 (c.594 net) are expected to be come from the local labour catchment area. Rhydycar West therefore contributes strongly to the local, regional and national objectives for employment and economic growth that are related to the scheme.

A substantive economic Vision and deliverable plan was embarked upon by Merthyr Tydfil Borough Council and documented in a prospectus – Merthyr Tydfil County Borough Economic Vision 2020-2053.

The Vision recognises the historical socio-economic challenges that resulted from the decline of the area's industrial legacy and recent socioeconomic challenges as a result of the COVID-19 pandemic.

The Vision focuses on seven Core Ambitions of action:

1. **Economic Diversity**
2. **Destination Merthyr Tydfil**
3. **Education and Training**
4. **Modern Homes and Great Places**
5. **Transforming Connectivity**
6. **Public and Community Services**
7. **Natural Resources and Low Carbon Economy**

Rhydycar West aligns with the **Economic Diversity** core ambition through its ability to generate employment opportunities accessible to local residents, thereby having the potential to increase economic activity rates and to sustain local businesses through the indirect expenditure the project stands to develop within the wider economy.

It will support **Destination Merthyr Tydfil** by providing a unique, high quality leisure asset within the town which will drive higher domestic and international visitor numbers, generate value and tourism employment in the local economy and complement the wider outdoor adventure tourism businesses and attractions in the local area.

There will also be a focus on training and upskilling local people, by working in partnership with the appropriate approved Partner Organisations, such as Tydfil Training and Merthyr College, in the recruitment of local candidates to employment and training opportunities arising at the Site, in alignment with the **Education and Training** core priority.

The Rhydycar West Leisure Resort Development supports an array of local & national economic growth, social impact and regeneration strategies and objectives including:

- Building on and complementing existing destination tourism and leisure offering locally, regionally and for Wales.
- Creating a site of national importance.
- Attracting more national and international visitors to South Wales.
- Keeping more visitors in Merthyr and South Wales for longer per visit and an all year-round weatherproof attraction.
- Providing a wide range of new jobs, training & apprenticeship opportunities.
- Increasing income for both the local and Welsh economies.
- Celebrating local heritage, history, and natural surroundings.
- Promoting the City Regions strategy.
- Bringing back into use and making safe a former mining area (without coal extraction).
- Maximising improved infrastructure of South Wales Metro proposals.

We will work with the operator in order to encourage adoption of preferential rates and tariffs for local residents at appropriate periods during the week in order to further promote the health benefits of the development in the local area.

REGENERATION

Rhydycar West's year-round offer and proximity to Merthyr Tydfil town centre and wider retail assets will support the long-term regeneration of the town, with visitors staying, shopping and socialising in Merthyr Tydfil driving expenditure and footfall, thereby supporting the viability of established businesses. For example, BikePark Wales, Merthyr Clay Pigeon Shooting Club, Merthyr Tydfil Leisure Village (Merthyr Tydfil Leisure Centre and playing fields, skate park, restaurants (Nando's, Subway, Frankie and Benny's, Harvester, McDonald's), Superbowl, Travelodge, Vue Cinema), The View Camping and Bunkhouse Ty Wern (rental lodge) all lie within 1km of the Rhydycar West site and stand to benefit from the high number of visitors expected at Rhydycar West. Furthermore, this could encourage further investment/new business ventures to tap into increased demand in the local economy driven by the development.

An increased local population and commuter workforce alongside visitors and tourists staying, shopping, and socialising in Merthyr Tydfil, would also drive up expenditure and footfall, therefore supporting the viability of established businesses and encouraging investment in new homes, social support, and business ventures.

Moreover, the extension of the tourism season to all year round, as opposed to a weather dependant six months, would have a welcome effect on the existing income pattern of the area, not just from visitors directly, but also to supply during the construction period and to the new resort once complete.

- The construction of Rhydycar West would contribute c.£317.6m in additional Gross Value Added (GVA) to the economy over the duration of the construction period. GVA is the value of the amount of goods and services that have been produced, less the cost of all inputs and raw materials. It represents the additional value that is added through economic activity on site and through the supply chain.
- The proposed development will support high levels of employment in the operational phase, generating c.842 gross direct jobs of which c.663 are expected to be come from the local labour catchment area. Rhydycar West therefore contributes strongly to the local, regional and national objectives for employment and economic growth that are related to the scheme.
- The Rhydycar West project will contribute c.£38.1m in GVA to the economy per annum. This compares favourably to the turnover related spend (GVA) generated by the Principality Stadium in Cardiff which stood at £19.5m in 2017-18.
- Additional off-site expenditure driven by Rhydycar West could total c.£3.2m per annum.

Rhydycar West is closely aligned with the priorities set out in Future Wales, having the potential to channel investment and job creation into an area which suffers from relatively high levels of deprivation thereby spreading prosperity across the region. Furthermore, the development would strengthen the regional tourism offer and the foundational economy to encourage greater community benefits from new development.



RedHouse Cymru
2013
opened



Cyfarthfa Castle
2017
Resoration consultation
initiated



BikePark Wales
2013
opened

SUMMARY

Wales is a major destination for those seeking beauty, outdoor activity and adrenaline-fuelled pursuits following yearly themed marketing by Visit Wales ('Adventure' in 2016, 'Legends' in 2017, 'The Sea' in 2018, 'Discovery' in 2019, 'Outdoors' in 2020 and 'Trails' in 2023).

The Visit Wales website confirms *'The thematic years assist in our long-term ambition to grow a stronger and more defined brand for tourism in Wales and give us the opportunity to focus on investment and innovation in tourism while driving an increase in visitor volume and value each year.'* The proposed development will help to accelerate this ambition and contribute to the success of these campaigns.

The development will serve to increase the number of visitors staying in the area for longer holidays which combined with the associated benefits of tourism, economic development, income generation, jobs and sustainability will have a significantly positive effect on Merthyr Tydfil and the surrounding area.

Furthermore, the development could result in a number of additional benefits such as:

- The development of the area as a destination, with Rhydycar West acting as an anchor attraction which links to other leisure-oriented attractions in the surrounding area such as BikePark Wales, Zip World Tower, Rock UK Summit Centre, the Taff Trail and the Brecon Beacons, as well as the wider retail and heritage offer nearby, including Merthyr's 'Cyfarthfa Plan' project.
- Rhydycar West's year-round offer and proximity to Merthyr Tydfil town centre and wider retail assets will support the long-term regeneration of the town by driving expenditure and footfall, thereby supporting the viability of established businesses and encouraging further investment/new business ventures to tap into increased demand in the local economy driven by the development.
- Building a reputation for sporting excellence in Merthyr Tydfil, linked to the international-quality facilities on offer and support of stakeholders such as SnowSport Wales and GB Snowsport, which plans to utilise the facility as its National Centre of Excellence. These key partners, and the activities they support, present the opportunity for Rhydycar West to place Merthyr Tydfil at the forefront of snow sports, both domestically and internationally.

Rhydycar West also stands to make a significant contribution to social value within Merthyr Tydfil and surrounding areas during the construction and operation of the project. We will enter into a number of legally binding obligations to secure recruitment and training opportunities for local residents, as well as working with the operator in order to encourage adoption of preferential rates and tariffs for local residents at appropriate periods in order to further promote the health benefits of the development in the local area.

**Where the great outdoors,
meets the great indoors,
for all year round**

crynodedb

RHYDYCAR WEST - ABOUT US



Ali Tyebkhan - CEO

As CEO, Ali is engaged in all aspects of the project, its operations and is responsible for spearheading development. Ali has been involved with the Rhydykar West project since its inception.

Ali has an MA from the University of Oxford, and he is admitted as a Solicitor (England and Wales).

He started his career as a solicitor at the leading international law firm Hogan Lovells, where he worked in the firm's London and Brussels offices. In 2005, Ali commenced his role as Legal Counsel at Emirates National Oil Company (ENOC) in Dubai. He co-founded LegalBase, a leading Sri Lanka headquartered law and legal outsourcing firm in 2008.

His legal expertise spans over 20 years, where he has advised a wide range of international clients in connection with real estate, corporate, commercial, finance and intellectual property law. Ali's legal background is complemented by his knowledge and commercial acumen which stems from his business experience in the UK, the Middle East and Asia.

Ali is passionate about the hotel, leisure, and food & beverage industries, he enjoys travelling with his family, discovering new cuisines and destinations, and playing tennis.



Andy Coleman - CFO

Andy began his 30-year financial services career at Henderson Administration in London. From there he joined Standard Life where he helped to launch a range of tax-efficient savings vehicles. Following roles as a Key Account Director in the South-East for both Legal & General and Prudential, he was appointed as Head of Corporate Pensions for AXA in Bristol. Andy was invited to join a small group of individuals to launch a satellite firm called AXA Elevate, where he was involved in both designing and launching a trading platform to the national IFA community.

In 2012 Andy accepted the role of Sales Director at Cofunds, the largest trading platform in the UK, based in London. Following the acquisition of Cofunds by the Dutch insurance group Aegon he was appointed Managing Director of the Retail and Institutional business for the UK, managing circa 150 staff and responsible for the administration of approximately £120bn of financial assets.

Andy joined the Rhydykar West team as CFO in 2020; whilst retaining a shared role as Director of a property development business with his wife Victoria. They both have a special interest in renewable energy and creating energy efficiency within their project developments.

Andy is a qualified rugby coach and referee, and he has enjoyed supporting his two sons through the Saracens rugby development programme. His hobbies include golf, snowboarding and cooking.

RHYDYCAR WEST - ABOUT US



Pritesh Desai - Director

Pritesh graduated from the University of East Anglia in 1990 and qualified as a Chartered Certified Accountant in 1994. He held accounting and fiduciary roles within the UK and Isle of Man until 1998 when he established Taitnys Management Limited, a licensed corporate services provider. Pritesh is a founding shareholder of Cavendish Trust Company Limited, a licensed trust and corporate services provider, with responsibility for a significant portfolio of international clients.

With over 25 years working within the corporate arena, Pritesh has gained significant international experience, with specific expertise in the real estate and hospitality sectors.

Pritesh enjoys travelling, experiencing nature and the great outdoors and he is involved in promoting sustainable agriculture and supporting charities in developing countries.

The Landowning Company - Marvel Limited (Isle of Man)

The land at Rhydyar West and the project are owned by Marvel, an Isle of Man company.

Company registration Number: 019152V. Registered Office: 19-21 Circular Road, Douglas, Isle of Man, IM1 1AF

THE CONSULTANT TEAM FOR RHYDYCAR WEST

HolderMathias architects

AECOM

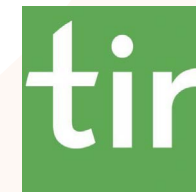
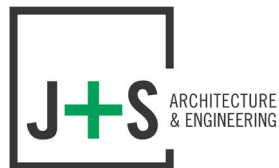


CARNEY SWEENEY
PLANNING

HOARE LEA 

gleeds

Geldards
law firm



Diolch yn fawr
Thank you



Email: info@rhydycarwest.com | rhydycarwest.com

A project by Marvel Limited (Isle of Man)