

A World Class Sport & Leisure Resort



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INTRODUCTION

The Rhydyar 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 longest Indoor Snow Centre, a Tropical Waterpark, an Indoor and Outdoor Adventure Centre, plus a range of Hotel offerings and Woodland Lodges.

Indoor snow sports are one of the anchor attractions at Rhydyar 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 Waterpark and Indoor & Outdoor Activity Centres. 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 – to cater 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, Team GB (representing UK Snowsports) 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
- An innovative Cymru Wales brand
- Improved routes to market
- Commercial partnerships
- Outstanding visitor experiences
- An agile and responsive Visit Wales
- Focus on special interest products

Rhydyar West will make a significant contribution to the growth of the leisure 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 complete draft planning application submission reports and documents at the Rhydycar West website:

www.rhydycarwest.com/planning

Dosbarth Byd

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 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.

An FIS (International Ski Federation) specification indoor snow centre, with the longest multiple pistes in the UK, and amongst the largest in the world. Providing a world class facility from 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 30.4ha parcel of land and is located in the south-eastern corner 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 around 85% of the land under Marvel's ownership, approximately 467 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

Rhydyar West - exceptionally well connected

Road Access

The Rhydyar West site benefits from excellent road connections and links. There is already direct access to our site from the A470 Rhydyar 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 - 3 miles from site): the UK's major route from London to Oxford to West Wales continuing to the Midlands and then the North.
- **A465** (3miles 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.

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

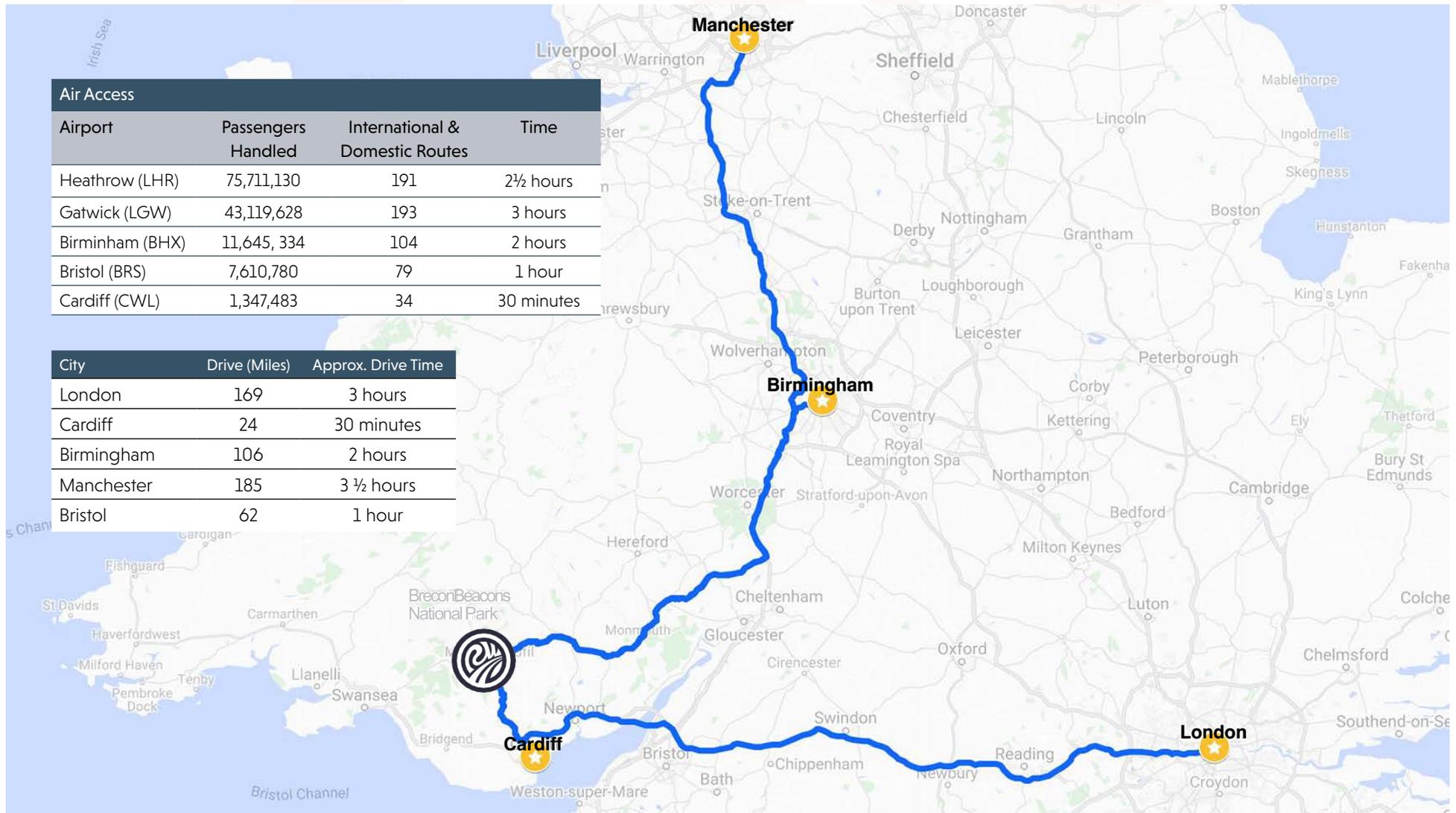
A shuttle bus service will be provided linking the resort to key destinations in Merthyr Tydfil such as the railway station, the town centre bus station, the town centre, high street and leisure centre.

The Rhydyar West developments Welsh and UK population catchment area is significant. Particularly in a global warming consumer mindset of staycations and open space holidays combined with active adventure leisure pursuits.

Distance to Site	Est. Population
Within 1 hr radius of the site	1,500,000
Within 2 hr radius of the site	6,950,000
Within 4 hr radius of the site	30,000,000

TRANSPORTATION LINKS

Rhydycar West - exceptionally well connected



Traffic

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 is expected to benefit from Core Valleys Lines infrastructure investment. The recently completed replacement 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)

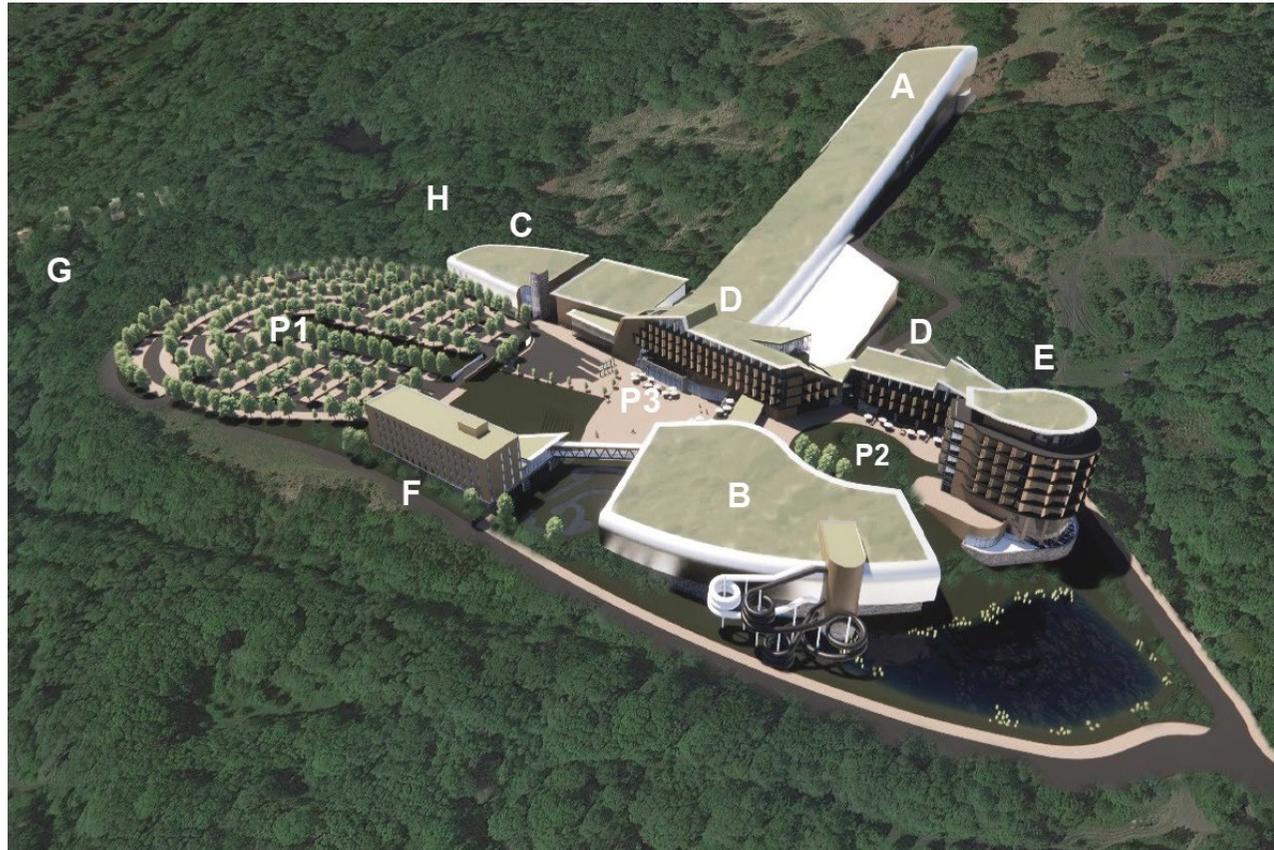
Tetra Tech have prepared a Travel Plan in support of a planning application for the above. A Travel Plan is a long-term management strategy that seeks to deliver sustainable transport objectives through positive action. It ensures that the development is sustainable and integrated with local transport 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.



DEVELOPMENT ORIENTATION



- A** Snow Centre
- B** 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 Area
- P1** Parking
- P2** Parking beneath Courtyard
- P3** Piazza

Passive design and energy efficiency measures will provide the cornerstone to the energy demand and CO2 emission reduction achieved for the Proposed Development. An on-site heat sharing network will make use of the waste heat generated, cooling the indoor snow-centre to heat the hotel accommodation and site wide hot water (including heated swimming pools). This will significantly reduce heat waste and operational energy emissions of the Proposed Development.

Combined Energy & Carbon, Utilities and Sustainability Report, Hoare Lea April 2022

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 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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Pat Sharples,
GB Snowsport Head Coach

"GB Snowsport are really excited to be involved with the development of a national centre of excellence for Snowsports based in Merthyr Tydfil, 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."



Robin Kellen,
Chief Executive, Snowsport
Cymru Wales

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

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 (HMA) have designed a number of premier waterparks for example at Center Parcs resorts in the UK. The 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 holiday makers 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, canyon explorations, 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 memorable experiences.

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 resort's combined elements and the region's wider activities, this will be a compelling and unique conference and events venue and showcase for Wales.

The Family Resort Wing (D) containing 198 bedrooms. To include resort reception, conferencing, co-working and other guest facilities.

The Luxury Spa Wing (E) containing 100 bedrooms. Incorporating indoor and outdoor fitness and spa facilities.

The Sport & Value Wing (F) with 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, as well as back-of-house and plant areas.

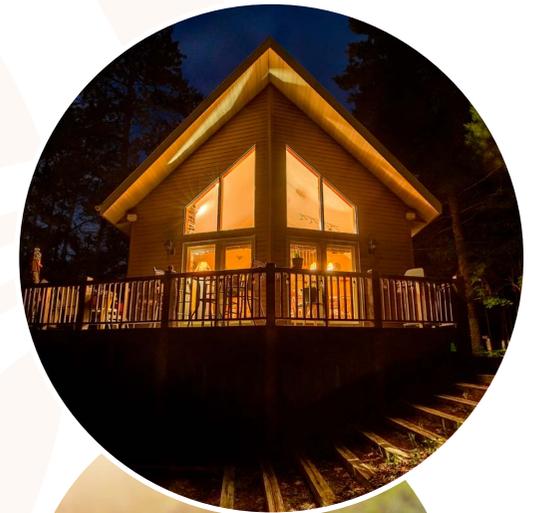
Woodland Lodges



Up to 30 free-standing, single-storey woodland lodges are proposed in the south of the site. Providing privacy and a close to nature ambiance while still sleeping in comfort.

There will be a mix of one and two bedroom lodges to accommodate different market segments ranging from couples to larger families and groups of friends, these will include individual and private lodges, offering value to premium luxury options.

The lodges will be located in existing woodland, creating the perfect setting. Situated away from the main resort area to provide a woodland environment, but just a short distance from all the leisure activities, connected by walking and biking paths providing easy access.



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 30.4ha parcel of land and is 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.

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

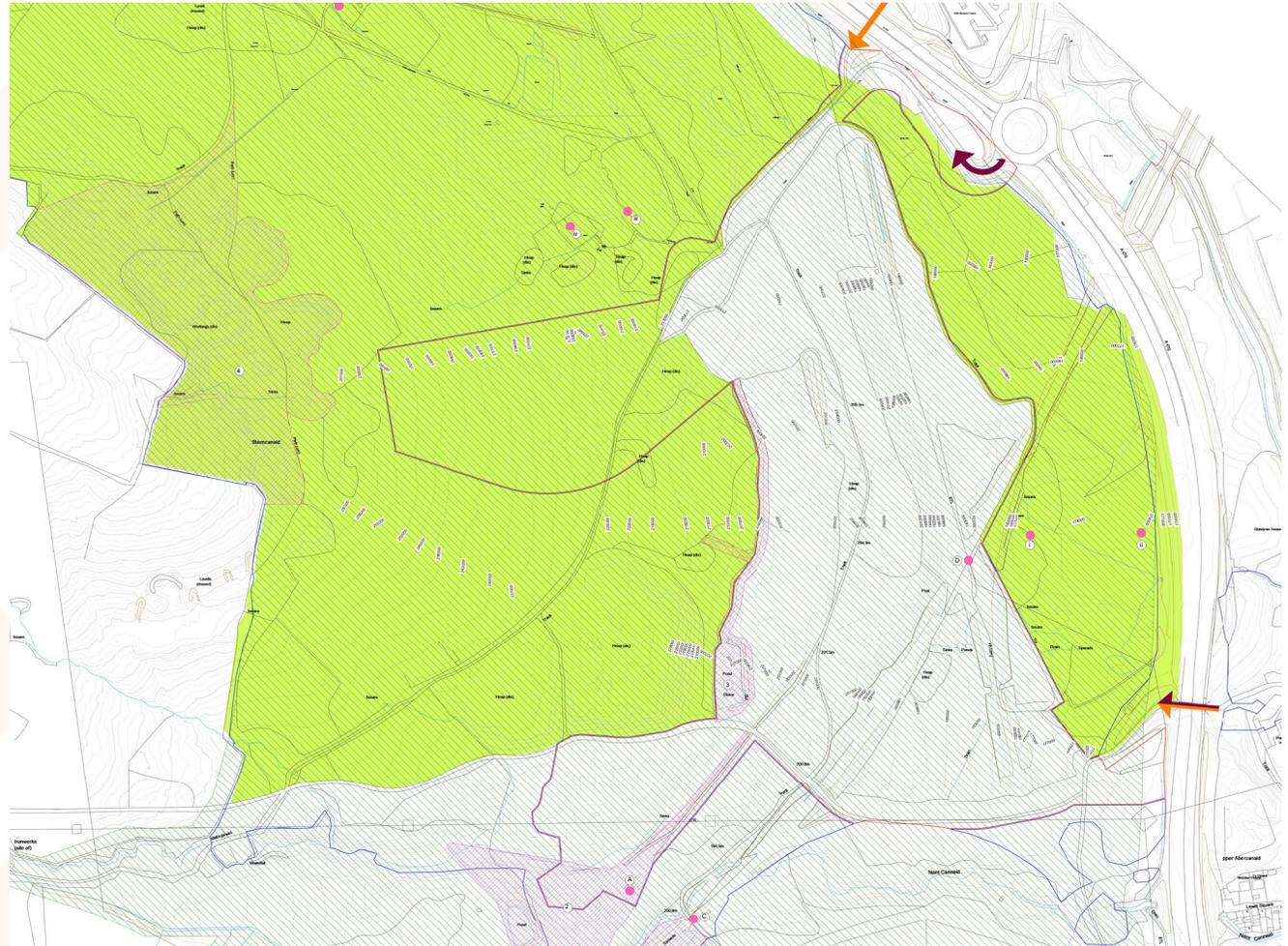
We know that these designations and the species and habitats that underpin them are important, and we are determined to work within these parameters to deliver a transformational development. The development 'footprint' has been minimised; over 85% of the land under Rhydycar West's ownership will remain 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 ski centre slopes' structure, *identified on the map opposite along with a small access section*. This has been kept to the absolute minimum, **representing just 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 compensatory enhancement of other off-site land 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 (*further details will be found in the ecology-specific technical documents*).

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

The proposed development will leave around 85% of the land under Marvel's ownership, approximately 467 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 green area on the map above is the designated SSSI.
The red line (development boundary) indicates the area on which the development footprint enters a section of the SSSI.*

HISTORY & HERITAGE

Our ambition is to preserve and celebrate the site's precious history, enabling people to experience and understand the historic importance of the land and its contribution to the greater Merthyr story, the history of the town, the borough, and the South Wales region and its unique and fascinating place at the centre of the industrial revolution.

We have engaged and consulted with Cadw over many years and we want to ensure the site's history, heritage, and ancient monuments are protected.

In consultation with Cadw, we will be creating a Heritage Trail, within the development boundary, that will allow controlled and managed access to two scheduled monuments (Cyfarthfa Balance Pond and Leat and Cwm Pit and Head of Railway) and a listed building (the Grade II listed building Base of Chimney at Cwm Pit) all of which are closely associated with Cyfarthfa ironworks and the wider industrial history of the town. Currently, these assets are situated on private land in locations that are compromised by dense vegetation and thus are not publicly accessible and have little prominence within the wider historic landscape of the town.



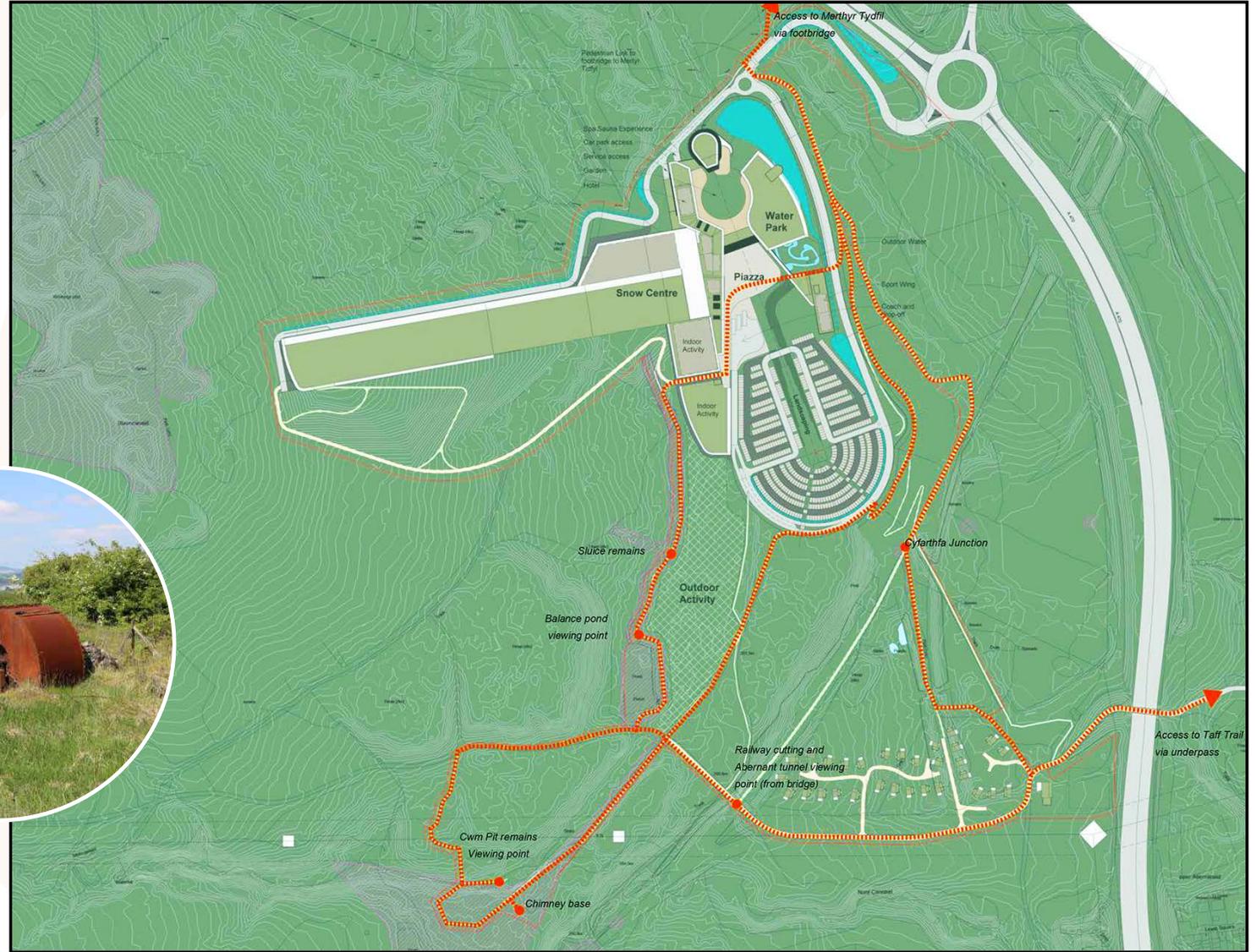
Cwm Pit Chimney Base

Cyfarthfa Balance Pond and Leat

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Scheduled Ancient Monuments at Rhydycar 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



Cwm Du Air Shaft and Fan



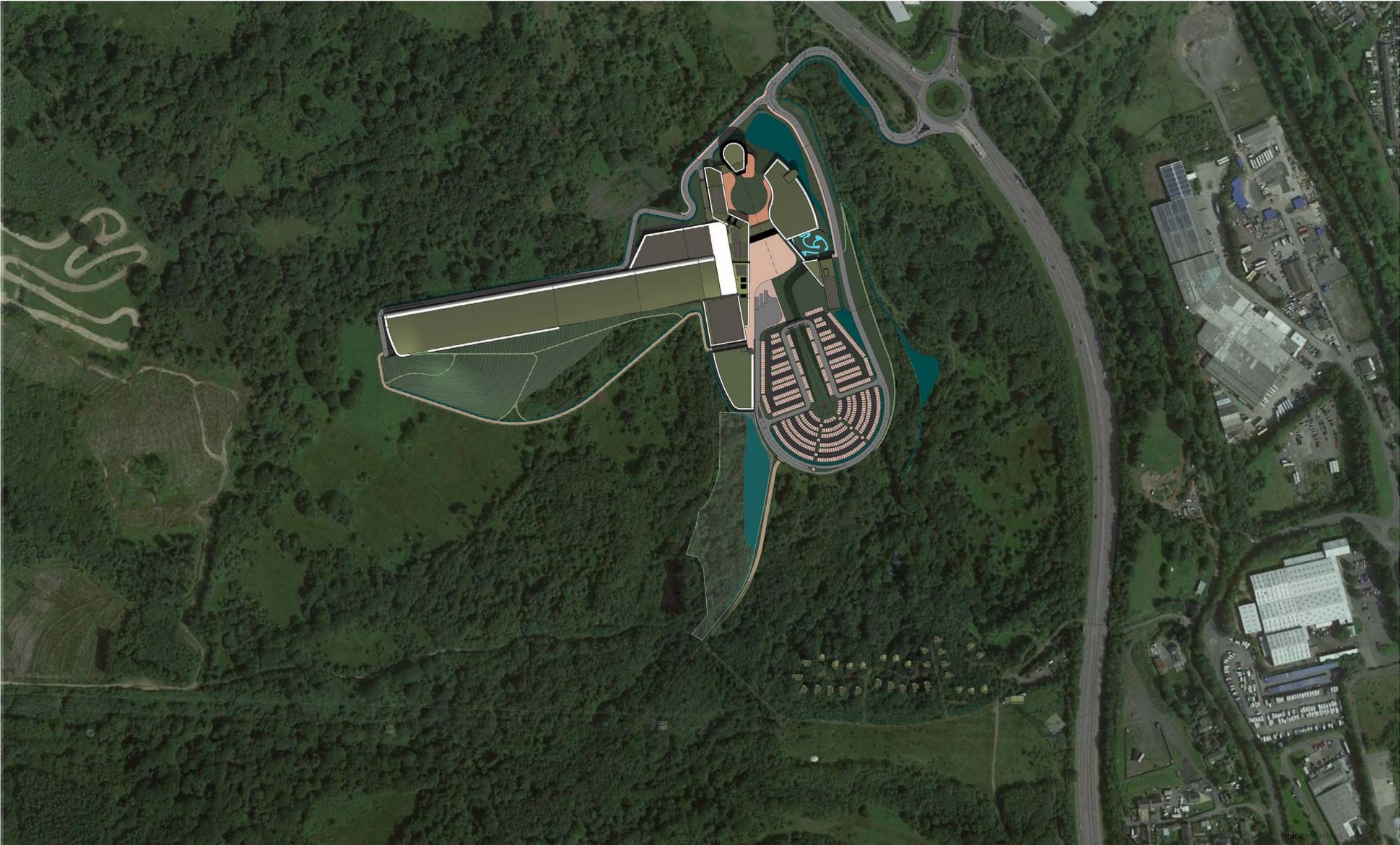
Proposed Heritage Trail

NO COAL EXTRACTION

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



MASTERPLAN | Actual Site with Artist's Impression of Development



MASTERPLAN | Actual Site with Artist's Impression of Development

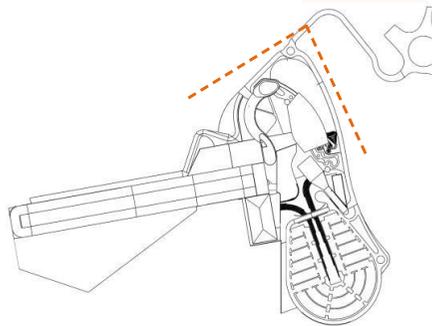


MASTERPLAN | AERIAL VIEW



- A – Snow Centre
- B – Water Park
- C – Indoor Activity Centre
- D – Resort Hotel
- E – Spa Hotel
- F – Sport and Value Hotel
- G – Lodges
- H – Outdoor Activity Area

MASTERPLAN | RESORT ENTRANCE



MASTERPLAN | PIAZZA



SUSTAINABILITY & CARBON FOOTPRINT

In response to the climate emergency, the proposal seeks an approach to achieve net zero carbon for the Proposed Development for both embodied and operational emissions.

An Energy Strategy has been produced, providing recommendations regarding the approach to reducing carbon dioxide (CO₂) emissions and optimising energy efficiency within the development. The Energy Strategy develops a 'fabric first' approach, following the 'Be Lean', 'Be Clean', 'Be Green' energy hierarchy, prioritising savings made to passive design and energy efficiency prior to consideration of low and zero carbon technologies.

As part of the 'Be Lean' approach 'passive design' measures will be employed. Passive measures are those that can bring a real benefit to the energy consumption of development without requiring active actions. Such measures include high performance for the façade (high u-values and optimised g-values), heat recovery from the mechanical ventilation system, bespoke external shading elements to reduce the solar gains during summer, bespoke fenestration design balancing thermal needs and daylighting opportunities. In conjunction with a passive design approach, energy efficiency measures will provide the cornerstone to the energy demand and CO₂ emission reduction achieved for the Proposed Development. An all electric on-site strategy is also proposed with an embedded energy sharing network to recover the waste heat (generated in the cooling of the ski slope) to provide heat to the facilities located on the Site (including heated swimming pools). This will significantly reduce the heat waste and operational energy emissions of the Proposed Development.

The Proposed Development is anticipated to achieve up to a 9.7% reduction in CO₂ emissions beyond the calculated baseline as a result of passive measures.

As part of the 'Be Clean' approach, opportunities to deploy both a traditional heat network and an ambient loop network, to share energy between areas requiring heating and cooling, have been explored. Analysing the typical energy demand for the entire Site, a site-wide ambient loop network is proposed. This innovative technology enables the various buildings to be connected and to share the energy, creating a proper connected environment able to share resources. This will further reduce the heating and cooling demand and will help to reduce the Site's energy demand and carbon emissions.

As part of the 'Be Green' approach, a feasibility assessment focused on exploring the integration of low and zero carbon energy technologies has been undertaken. The analysis has demonstrated that the inclusion of Air Source Heat Pumps (ASHP) and Photovoltaic (PV) panels would be the most suitable options. Together with the recognised capacity of

reducing the energy demand, heat pumps are integral to the proposed site-wide ambient loop network technology and are perfectly integrated with the heat recovery strategy. The developed design will be able to meet space heating, cooling and hot water demand for the entire site creating a site without any local emissions arising from the regulated energy demand. Inclusive of all measures recommended in the Energy Strategy, it is anticipated that the Proposed Development could achieve approximately a 54% reduction in CO₂ emissions beyond the 'gas boiler baseline'.

An important factor to consider for the Energy Strategy is the decarbonisation of the UK grid which leads to less carbon emitted during the electricity generation process. An all-electric strategy, as proposed for the development, will capitalise on this continue improvement to reduce real life operational emissions. If decarbonisation of the UK grid is taken into account, the reduction in CO₂ emissions beyond the 'gas boiler baseline' could be approximately 74.5%.

How will Rhydycar West reduce its carbon footprint?

Everything possible to achieve the lowest carbon footprint will be deployed through investment in renewable energy and smart technologies both in green energy production and importantly storage capacity. An example is a heat exchange technology solution that deploys the heat created in cooling the centre to warm the tropical water park.

Our goal for Rhydycar West is to harness the most up to date and emerging technologies available. Working with the natural slope of the land, and leisure elements that compliment efficient energy operational transfer (Snow Centre and Waterpark) and increasingly energy storage, all driving greater sustainability. It is worth noting significant technological progress is being made in every area of energy efficiency and renewability as we move collectively as a nation and globally, to reducing carbon footprints. This development is particularly well placed to harness and pioneer this progress to further off-set and reduce the energy use in operation.

Passive design and energy efficiency measures will provide the cornerstone to the energy demand and CO₂ emission reduction achieved for the Proposed Development. An on-site heat sharing network will make use of the waste heat generated, cooling the indoor snow-centre to heat the hotel accommodation and site wide hot water (including heated swimming pools). This will significantly reduce heat waste and operational energy emissions of the Proposed Development.*

**Combined Energy & Carbon, Utilities and Sustainability Report, Hoare Lea April 2022*

ECONOMIC & SOCIAL IMPACT & JOB CREATION

Rhydyar West would result in c.1,500 net additional employment opportunities over the construction period; with c.1,200 of these expected to come from the local labour catchment area.

Once operational, the Development would generate c.500 net additional employment opportunities, with c.400 of these opportunities expected to be taken by workers from the local labour catchment area.

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

Rhydyar 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 be a focus on training and upskilling local people, working in partnership with the appropriate approved Partner Organisations, such as 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 Rhydyar 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.

MERTHYR REGENERATION

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

Furthermore, 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.

Total visitor expenditure across all leisure elements is expected to total over £99 million by Year 5 of operations.

The construction of Rhydycar West will boost GVA by c.£300 million over the duration of the construction period and will result in c.1,600 net additional employment opportunities; with c.1,200 of these expected to come from the local labour catchment area.

Once operational the development would boost GVA by over £27 million per annum and generate c.500 additional employment opportunities of which a significant proportion (over 400) will be secured by the local population.

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. The development would strengthen the regional tourism offer and the foundational economy to encourage greater community benefits from new development.



2013
opened

RedHouse Cymru



2017
Resoration consultation
initiated

Cyfarthfa Castle



2013
opened

BikePark Wales

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 and 'Outdoors' in 2020).

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 .

The proposals, including the indoor Snow Centre, the Waterpark and the Adventure Centre will allow visitors of all ages and abilities to participate in physical exercise, with sports facilities helping to increase activity and promote healthier lifestyles.

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

crynodedb

THE CONSULTANT TEAM FOR RHYDYCAR WEST

HolderMathias architects

AECOM

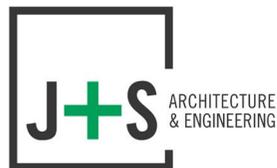


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PLANNING

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Geldards
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Diolch yn fawr
Thank you



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