

Levelling Up Fund Application Form

This form is for bidding entities, applying for funding from the Levelling Up Fund (LUF) across the UK. Prior to completing the application form, applicants should read the [LUF Technical Note](#).

The Levelling Up Fund Prospectus is available [here](#).

The level of detail you provide in the Application Form should be in proportion to the amount of funding that you are requesting. For example, bids for more than £10m should provide considerably more information than bids for less than £10m.

Specifically, for larger transport projects requesting between £20m and £50m, bidding entities may submit the Application Form or if available an Outline Business Case (OBC) or Full Business Case (FBC). Further detail on requirements for larger transport projects is provided in the [Technical Note](#).

One application form should be completed per bid.

Applicant & Bid Information

Local authority name / Applicant name(s)*: Ceredigion County Council

**If the bid is a joint bid, please enter the names of all participating local authorities / organisations and specify the lead authority*

Bid Manager Name and position: [REDACTED]

Name and position of officer with day-to-day responsibility for delivering the proposed scheme.

Contact telephone number: [REDACTED]

Email address:

Postal address: Neuadd Cyngor Ceredigion, Penmorfa, Aberaeron, Ceredigion, SA46 0PA

Nominated Local Authority Single Point of Contact: [REDACTED]

Senior Responsible Officer contact details: [REDACTED]

Chief Finance Officer contact details: [REDACTED]
[REDACTED])

Country:

- England
- Scotland
- Wales
- Northern Ireland

Please provide the name of any consultancy companies involved in the preparation of the bid:

[REDACTED]

For bids from **Northern Ireland applicants** please confirm type of organisation

- | | |
|---|---|
| <input type="checkbox"/> Northern Ireland Executive | <input type="checkbox"/> Third Sector |
| <input type="checkbox"/> Public Sector Body | <input type="checkbox"/> Private Sector |
| <input type="checkbox"/> District Council | Other (please state) |

PART 1 GATEWAY CRITERIA

Failure to meet the criteria below will result in an application not being taken forward in this funding round

1a Gateway Criteria for **all bids**

Please tick the box to confirm that your bid includes plans for some LUF expenditure in 2021-22

Yes

No

Please ensure that you evidenced this in the financial case / profile.

1b Gateway Criteria for private and third sector organisations in **Northern Ireland bids only**

(i) Please confirm that you have attached last two years of audited accounts.

Yes

No

(ii) **Northern Ireland bids only** Please provide evidence of the delivery team having experience of delivering two capital projects of similar size and scale in the last five years. (Limit 250 words)

PART 2 EQUALITY AND DIVERSITY ANALYSIS

2a Please describe how equalities impacts of your proposal have been considered, the relevant affected groups based on protected characteristics, and any measures you propose to implement in response to these impacts. (500 words)

The Council already has comprehensive equality and diversity processes already in place with lead officers from across its service areas being members of the Corporate Equality Working Group. The group oversees the delivery of the Council's Strategic Equality Plan and action plan and is responsible for ensuring robust equalities practices across the Council.

The equalities impacts will be assessed via the Council's **Integrated Impact Assessment Tool**. This combines the principles of the Well-being of Future Generations (Wales) Act 2015 and the Sustainable Development Principles, the Equality Act 2010 and the Welsh Language Measure 2011 (Welsh Language Standards Requirements) to inform effective decision-making.

The tool will help officers and elected members to assess the impact the proposal will have on the well-being goals and to analyse the proposal to determine whether it is likely to discriminate or disadvantage people because of their protected characteristics. The tool has recently been updated to include the Socio-Economic Duty (to assess impacts of policies on poverty).

Use of the tool will also ensure that the Welsh Language is treated no less favourably than the English language in policy decisions. The Integrated Impact Assessment Tool will thus be used to assess various equality and diversity aspects of the LUF proposal and will help the Council to:

- Consider evidence in order to understand the likely or actual effect of policies and practices;
- Consider where the Council might be able to reduce negative impacts; and
- Identify any missed opportunities and to capitalise on positive impacts.

Having considered the evidence, the Council will give appropriate weight to the results of the assessment with results of the Integrated Impact Assessment of this proposal being published online within the relevant Council committee minutes.

When collating equalities and diversity evidence, the Council will aim to collect effective quantitative and qualitative equality data and information to inform decision making and service delivery. The Integrated Impact Assessment Tool systematically gathers specific equality-related data for each assessment. The Council also has guidance for staff on consultations and engagement. This includes a set of standard equality and diversity questions when engaging with the public and for monitoring the diversity of staff.

With respect to protected characteristics, these are defined as Age, Disability Gender Reassignment, Pregnancy and Maternity, Race, Religion or Belief, Sex, Sexual Orientation and Marriage and Civil Partnership. The impacts on these

protected characteristics groups will be taken into consideration as part of this LUF application.

In Ceredigion, there is a particular focus on the Welsh Language and there is a direct link between the Council's approach to equalities and diversity and its commitment to the language. This means that the requirements to assess impacts in relation to the nine characteristics identified in the Equality Act 2010 applies equally to the Welsh Language. The Council will therefore also take measures to ensure this proposal complies with these requirements.

The Council also has an Engagement and Equalities Officer in post to give advice and guidance on the above.

When authorities submit a bid for funding to the UKG, as part of the Government's commitment to greater openness in the public sector under the Freedom of Information Act 2000 and the Environmental Information Regulations 2004, they must also publish a version excluding any commercially sensitive information on their own website within five working days of the announcement of successful bids by UKG. UKG reserves the right to deem the bid as non-compliant if this is not adhered to.

Please specify the weblink where this bid will be published:

<http://www.ceredigion.gov.uk/resident/news/>

PART 3 BID SUMMARY

3a Please specify the type of bid you are submitting

Single Bid (one project)

Package Bid (up to 3 multiple complimentary projects)

3b Please provide an overview of the bid proposal. Where bids have multiple components (package bids) you should clearly explain how the component elements are aligned with each other and represent a coherent set of interventions (Limit 500 words).

Aberystwyth: Building an Attractor Destination

This bid comprises three interrelated highly visible and impactful schemes in a comprehensive regeneration proposal for an area of Aberystwyth that has a rich cultural heritage but which has become overlooked for too long. The schemes will drive new investment to generate new opportunities and renewed confidence.

This bid is the opportunity to kick start a programme of investments that will help make Aberystwyth an attractor destination – not just for high-value tourism, but also to strengthen its position as a destination place to live, work and study.

The bid harnesses underutilised and visibly declining heritage and economic assets in the town back into productive use to develop the visitor-economy and lay the foundations for economic growth of key sectors. It will support the economic recovery from the Covid-19 pandemic, but more significantly deliver high quality visitor-economy assets to increase visitor numbers and footfall within the town. This portfolio of projects is complementary, and holistic and offers a real opportunity to create a vibrant, modern regeneration of Aberystwyth:

1. **New Life for Old College:** supports the comprehensive redevelopment of a nationally significant and prominent cultural and heritage building on the promenade. The increase in hotel spaces and cultural exhibits at the Old College will increase visitor spend, attract tourists to the exhibits and ensure the future sustainability of this landmark project whilst also showcasing the linguistic and cultural heritage of the area;
2. **A Living Harbour:** secures investment in Aberystwyth Marina which is an untapped source of tourism and recreation. Re-development will provide new hospitality, retail and visitor accommodation offer making this part of town a destination in its own right with a thriving hospitality trade and night-time economy. The provision of new modern leisure berths will also increase recreational visitor numbers; and
3. **A Revitalised Promenade:** includes improvements to the public realm and associated pedestrian and cycling assets along the promenade including installation of electric vehicle (EV) charging points and a new pedestrian

footbridge linking the marina with the west side of the harbour and the promenade.

The investment will unlock future investment in areas which have historically been undervalued and underutilised. This includes the southern area of the town which offers the potential for a new harbour quarter comparable with other successful marina regeneration projects in the UK. Furthermore, the Old College project provides an anchor establishment of national cultural and heritage significance as well as visitor accommodation (4* hotel) to a standard not currently provided for within Aberystwyth. These projects will be physically connected via improvements to the promenade.

The bid represents a significant investment in cultural, heritage and wellbeing infrastructure. The three projects together will represent investments that will significantly enhance Aberystwyth's position as a cultural, heritage and food tourism destination, help drive local residents' passion and belief in their town and grow confidence for future generations of Ceredigion people, that it has a growth economy with numerous and various opportunities for career development.

3c Please set out the value of capital grant being requested from UK Government (UKG) (£). This should align with the financial case:	£10,852,123	
3d Please specify the proportion of funding requested for each of the Fund's three investment themes	Regeneration and town centre	9%
	Cultural	50%
	Transport	41%

PART 4 STRATEGIC FIT

4.1 Member of Parliament Endorsement (GB Only)

See technical note section 5 for Role of MP in bidding and Table 1 for further guidance.

4.1a Have any MPs formally endorsed this bid? If so confirm name and constituency. Please ensure you have attached the MP's endorsement letter.

Yes

No

An endorsement letter for this bid from Ben Lake MP is appended to this application form in **Appendix 1**.

4.2 Stakeholder Engagement and Support

See technical note Table 1 for further guidance.

4.2a Describe what engagement you have undertaken with local stakeholders and the community (communities, civic society, private sector and local businesses) to inform your bid and what support you have from them. (Limit 500 words)

The bid should be considered in the context of the Aberystwyth Masterplan (2007), draft Place Plan (2019) and CCC Economic Strategy (2020), as the bid components directly relate to proposed projects, themes and priorities raised in each of these strategic policy documents. The recent Economic Strategy undertook extensive consultation with local residents and businesses between December 2020 - January 2021, the findings of which directly informed the final strategy. An average of 74% of respondents strongly agreed or agreed with the actions proposed under the four pillars of Place, People, Enterprise and Connectivity. A well-attended workshop was held in February 2019 for the Aberystwyth Place Plan which provided the Steering Group with its main themes and provided the basis of further consultation via online questionnaires. The online questionnaires endorsed the views gathered from the workshop.

The Old College project has undertaken substantial stakeholder and local community engagement activity over eight years of project design and continues to engage with the Project Board who include local authority and community representatives, the Youth Board with representatives from the student body and the local FE College as well as secondary schools and voluntary youth organisations. The project is also subject to regular consideration by the University Executive, the finance committee and University Council.

The primary stakeholders are university- management, staff, students and alumni; as well as local community and local authority departments who serve the community. This includes a statutory youth service, children's services and third sector organisations who will be able to use the facilities and spaces to engage with a range of individuals and groups; the key partners who include the National Museum of Wales, National Library of Wales and the Hay Festival and the funders.

Consultation has involved questionnaires for visitors to the town, online 'Teams' and 'Zoom' talks and discussion sessions, pre-Covid meetings with community and business groups and visits to local businesses in the catering and hotel trade and

exhibitions and open days. Digital consultations have also been conducted through Facebook.

These consultations have demonstrated strong support for the project and helped to develop the building plans and the planned facilities and activities. Recently the engagement activities have concentrated on the collections and exhibitions to showcase the university's history and engagement with the local community and ground-breaking research over 150 years. Brand consultants will also engage with stakeholder groups to consider developing the brand and name for the new entity and the naming of key spaces.

The Economic Strategy discusses the need to develop opportunities for investment in Aberystwyth Harbour and the strategy was subject to two rounds of consultation. Also, the Phase 1 elements including upgrades to Harbour House, did not receive any objections during the planning application process.

Although the public realm scheme has not undergone statutory consultation, the majority of works are within the highway and therefore fall under the powers of the Local Highway Authority. The works will require statutory consultation on the following parking, speed limits and road humps.

4.2b Are any aspects of your proposal controversial or not supported by the whole community? Please provide a brief summary, including any campaigns or particular groups in support or opposition? (Limit 250 words)

There are no controversial elements of the bid and we confirm that there are no campaigns or opposition groups which have been formed with respect to the proposals.

As demonstrated in response 4.2a, there is strong support in the community for redevelopment and regeneration of key sites within Aberystwyth town and the marina area to stimulate growth in the visitor economy and increase employment opportunities for local people. The local community, through consultation in the recent draft Place Plan for the town, highlighted that Aberystwyth should protect and develop its identity as a Welsh town covering both language and culture.

The town has a number of national institutions which provide employment whilst also protecting the town's history, language and culture. Iconic buildings such as the Old College add a richness to the local architecture which residents are keen to preserve whilst at the same time being sensitively adapted to suit modern needs. There is also a strong desire to optimise the seafront whilst maintaining the architectural character of the town.

This bid directly responds to the community aspirations for development of key sites within Aberystwyth, particularly the Old College, as well as revitalisation of the historic promenade and reimagination of the marina as a new leisure destination for the Town. As the projects progress there will be further opportunities to engage with the local community and stakeholders (including the local fisheries sector) to explore how the proposals can be optimised to maximise economic benefits and social value.

4.2c Where the bidding local authority does not have the statutory responsibility for the delivery of projects, have you appended a letter from the responsible authority or body confirming their support?	<input type="checkbox"/> Yes <input type="checkbox"/> No <input checked="" type="checkbox"/> N/A
For Northern Ireland transport bids, have you appended a letter of support from the relevant district council	<input type="checkbox"/> Yes <input type="checkbox"/> No <input checked="" type="checkbox"/> N/A

4.3 The Case for Investment

See technical note Table 1 for further guidance.

4.3a Please provide evidence of the local challenges/barriers to growth and context that the bid is seeking to respond to. (Limit 500 words)

Ceredigion is a rural County, with a very high proportion of its private sector employment provided by micro-businesses and SMEs; its peripherality are both its greatest asset and its greatest challenge. The public sector, education, tourism, leisure and agriculture account for the largest employment share. Aberystwyth functions as the primary economic centre for the County and is recognised by Welsh Government as a Regional Growth Area as it is an administrative and educational centre of national importance. It is also home to the National Library for Wales.

Whilst Aberystwyth is a relatively prosperous town, the town centre is underutilised and there are pockets of deep-rooted social and economic deprivation, including high unemployment and inactivity rates, poor quality housing and low skills levels. Elsewhere in the County, there are significant concentrations of rural poverty characterised by low incomes, high levels of under employment through self-employment, part time working, high levels of outward commuting and home working coupled with an ageing population and outward migration of educated, young people. Key challenges include attracting new businesses, creating more job opportunities and reversing the trend of lower earnings compared to the national average.

Employment levels in the Aberystwyth and Ceredigion economies have declined over the period from 2015, recording a Compound Annual Growth Rate of -0.5% and -2.4% respectively, compared to 0.2% for Wales. Although employment in sectors such as retail and arts, entertainment and culture represent one in five jobs in Aberystwyth, these sectors have declined over the same period. There is a need to stimulate growth in these sectors through the regeneration and revitalisation of existing underutilised assets.

Aberystwyth has seen significant economic impacts caused by the Covid-19 pandemic as a high proportion of its workforce are employed in accommodation, leisure, retail and cultural sectors. The town has been affected by the University deciding to switch to remote learning throughout the crisis. Associated reductions in term-time student populations has affected local spending. Levels of furlough within the town have remained high throughout lockdown and Universal Credit claims have increased significantly indicating a rise in localised unemployment. Enhancement of the town's core leisure, hospitality and cultural offering will create additional

economic opportunities in Aberystwyth and the wider functional economic area within Ceredigion.

This bid responds to these challenges by capitalising on the strengths of the local economy, generating additional high value, year-round jobs within key employment sectors and maximising the value of existing assets. It combines the best of the local economy, supporting the tourism and leisure industry by creating a modern fit-for-purpose marina that will attract new users and increase visitor numbers. The creation of new economic opportunities in hospitality, leisure and retail within the marina will put a long overdue focus on a sometimes-forgotten area of the town which has health, wellbeing and green infrastructure embedded into its redevelopment. Linking this area with public realm improvements along the promenade, including green technologies and widening access to underutilised areas of public space links the proposal to the redevelopment of Old College.

4.3b Explain why Government investment is needed (what is the market failure)? (Limit 250 words)

The bid involves assets that require a scale of investment beyond the capacity of the private sector, public sector locally and the University. The market failure in the case of Old College is that a funding gap exists between the future value of the assets and the level of capital investment required. The Covid-19 pandemic has negatively impacted on University finances in 2019-2020 and there is no capacity to borrow additional funds. Funding is required to ensure inclusion of the heritage and community aspects of the project which are at risk of being value engineered out. Funding will also enable additional heritage displays, activities and community spaces to be included which generate significant additional heritage and cultural value to add to the appeal of Old College as a major attraction and improve its financial viability.

The bid also includes public realm and infrastructure works which enable private sector investment. These are difficult to achieve without public subsidy but are enablers to support opportunities for wider regeneration. The creation of a new link between the promenade and the Marina, has both health and wellbeing benefits and will increase accessibility to key regeneration sites. New lighting along the promenade and as well as redesign of the public space between the marina and Old College will enhance the public realm in this vicinity. These place-based infrastructure improvements will drive footfall to the promenade, increasing the future financial sustainability of the projects as well as delivering social and wellbeing benefits to residents and visitors.

4.3c Please set out a clear explanation on what you are proposing to invest in and why the proposed interventions in the bid will address those challenges and barriers with evidence to support that explanation. As part of this, we would expect to understand the rationale for the location. (Limit 500 words)

The bid is focused on three assets in a geographically connected area of Aberystwyth; Old College, Aberystwyth Marina and the stretch of promenade which connects the two key project sites.

New Life for Old College includes renovation and re-purposing of the Grade I listed Old College for new hospitality, leisure, education and cultural uses (located in a prominent position on the Aberystwyth promenade). The scheme includes a 200-

person function room offering panoramic views across Cardigan Bay, fifty-nine 4-star bedrooms, a 60-cover restaurant, a 60-cover café and additional catering, retail and bar outlets. This generation of new revenue streams and incomes will enable the long-term viability and sustainability of the transformation of Old College.

Old College will also include six gallery spaces; a World of Knowledge educational attraction which includes an innovative LED cinema, exhibitions, learning and activity spaces and a youth centre; a prestigious conference facility and seminar and meeting rooms as well as study facilities and a creative business hub for start-ups in digital media and artist studio spaces.

A Living Harbour is a transformative project concentrated around the harbour area at the southern end of Aberystwyth. It supports the re-development of significant and visually important buildings and assets which are currently underutilised. This integrates with Ceredigion's economic strategy of supporting people, place and enterprise. The project builds on the proven success and track record of work already delivered around the marina, including the successful commercialisation of Harbour House.

A Revitalised Promenade includes improvements to the public realm and associated assets along the promenade. There will be upgrades and improvements to lighting along the promenade to install decorative LED lanterns thus reducing energy costs and carbon emissions, together with the installation of EV charging points and widening of pedestrian paths. National cycle route 82/81 will also be extended and additional cycle parking provided. Accessibility improvements will also be delivered through a new pedestrian footbridge linking the marina with the west side of the harbour and the promenade.

The programme of investment across the three projects will help accelerate the development of Aberystwyth and Ceredigion as an attractor destination area - helping to further enhance its renown for cultural, heritage and food tourism experiences. It will catalyse the ambitious Old College redevelopment, to create a range of cultural, heritage, tourism and leisure opportunities, improve accessibility along the promenade and stimulate development of a new harbour quarter which will attract new visitors and footfall to the town.

The bid will stimulate the creation of new high-quality jobs across a variety of sectors, including education, leisure, culture and hospitality and will improve access to an area of the town that needs integrating with the centre. The projects will also encourage the use of green technology, promote health and wellbeing through green infrastructure improvements and showcase the cultural heritage of the town and the county.

The geographical rationale for the selected projects is set out in the figure below.



4.3d For Transport Bids: Have you provided an Option Assessment Report (OAR)

Yes

No

4.3e Please explain how you will deliver the outputs and confirm how results are likely to flow from the interventions. This should be demonstrated through a well-evidenced *Theory of Change*. Further guidance on producing a Theory of Change can be found within [HM Treasury’s Magenta Book](#) (page 24, section 2.2.1) and [MHCLG’s appraisal guidance](#). (Limit 500 words)

A logic model (**Appendix 3**) has been produced to show the flow of interventions for this bid taking into consideration the inputs, outputs, outcomes and impacts of the interventions.

The proposition of this bid is centred on delivering a series of physical interventions which will catalyse the visitor economy through regeneration of underutilised assets. The bid is uniquely placed to deliver strongly and directly on the key objectives set by HM Government for Levelling Up:

- **Level-up the Region** – the bid is designed to bring economic growth to Aberystwyth which serves as the economic centre for Ceredigion and a key growth centre within Mid-Wales. Investment in new cultural and heritage infrastructure and the introduction of new hospitality, leisure and tourism assets will provide immediate job opportunities and build on the strengths of the existing visitor economy whilst enhancing the arts and cultural sectors.
- **Improve the public perception of Aberystwyth** through investment in public realm upgrades along the promenade and regeneration of key heritage and

leisure sites to create new visitor destinations and encourage increased visitor numbers to the town;

- **Improve connectivity and active travel** through improvements to National Cycle Routes and shared use pathways as well as prioritisation of pedestrian movements along the promenade and improved connections to key visitor sites (Aberystwyth Castle etc.);
- **Investment in Cultural Assets** through redevelopment of the Old College building, helping to attract visitors as well as generate strong social value benefits through delivery of new heritage and education assets.

The individuals who will benefit from the results of the investments include:

- **Old College** – overnight visitors to the town who will stay in the hotel and day visitors who will experience the heritage-themed attractions. The interventions will also generate high quality skilled jobs within the cultural and arts sector helping to retain skilled workers in the local economy as well as training opportunities in heritage restoration during the construction phase;
- **A Living Harbour** - include recreational mariners who will benefit from the new leisure pontoon mooring facilities and visitors and employees who will benefit from new hospitality assets;
- **A Revitalised Promenade** – include pedestrians on the promenade as well as cyclists who will benefit from the enhanced cycling facilities and operators of electric vehicles (EV) who will benefit from the new EV charging points.

Early changes in behaviour will include a larger number of visitors to the town as the projects will attract visitors during the critical post-COVID period. Building higher quality assets will attract visitors with higher spending power, leading to higher multiplier impacts in the local economy.

The outcomes in the early to medium term will include higher numbers of visitors, higher levels of visitor expenditure and additional local employment. In the long-term, this programme of investment will help to deliver a vision for Aberystwyth and Ceredigion as an Attractor Destination – somewhere with a sense of place, confidently offering high quality assets and making the best use of quality local produce to reflect its heritage and cultural richness.

4.4 Alignment with the local and national context

See technical note Table 1 for further guidance.

4.4a Explain how your bid aligns to and supports relevant local strategies (such as Local Plans, local economic strategies or Local Transport Plans) and local objectives for investment, improving infrastructure and levelling up. (Limit 500 words)

The bid aligns with the CCC Local Development Plan (2007-2022) (LDP) as it is located in the most sustainable settlement identified as an Urban Service Centre. Aberystwyth is the largest town in Ceredigion and supports the key aims and objectives of the plan to focus growth here. Policy S02 sets out that development in Aberystwyth should: 'Contribute to the maintenance of its national significance and its role as a strategic centre for Mid Wales and support current objectives and action

plans relating to its Strategic Regeneration Status'. The locations of the proposed developments are within the settlement boundary of the LDP and include candidate sites submitted as part of the development of the replacement plan (2018-2033).

The bid advances the actions identified in Boosting Ceredigion's Economy: A Strategy for Action 2020-2035. It supports the County's focus on the tourism sector, as well as its vibrant arts and cultural economy as drivers of economic growth and prosperity. This includes promotion of the Old College project and investment in the County's harbours for new high-quality facilities, events and food tourism establishments to drive visitor spend per day and improve overall value. The package of interventions will ensure that Aberystwyth becomes a more attractive place to live, study and visit.

The Aberystwyth Masterplan (2007) sets out a vision for the town to develop a recognised identity as a regional centre, creating a quality tourism offer and ensuring that it is accessible to all. It promotes the creation of a new Harbour Quarter within the marina, bringing the underutilised South-Beach area into productive use, capitalising on the harbour's rich maritime history and enhancing the town's contribution to the wider Cardigan Bay recreational offer. The proposed package of interventions provides a coherent link between the regeneration of Old College on the North-Beach and the creation of a new tourism and leisure destination within the Marina, connected by a rejuvenated and accessible promenade.

Aberystwyth is also identified as a Regional Growth Area in Future Wales the National Plan 2040, one of only two in the county. It is currently facing challenges to development growth due to regulatory requirements to manage phosphate levels in the Teifi catchment area. This proposal therefore feeds into wider national strategic objectives set through the National Development Plan for Wales with regards to growing regional economies and concentrating growth in the most sustainable settlements.

Evidence from the emerging replacement LDP (2018-2033) has further highlighted the need to improve Green Infrastructure (GI) assets in the town, which this proposal supports. The CCC GI Assessment (2020) has identified "*better connecting the Ystwyth Trail into the Rheidol Trail and harbour and general access improvements to improve permeability within the harbour itself*". This has been echoed by further GI work conducted through the Public Service Board Climate Change Group: Nature Re-connecting project a funded research project with NRW and consultancy Resource For Change which identified Aberystwyth Harbour as "*a pivotal piece in the jigsaw linking communities between the Local Nature reserves at Penparcau and Penglais*".

4.4b Explain how the bid aligns to and supports the UK Government policy objectives, legal and statutory commitments, such as delivering Net Zero carbon emissions and improving air quality. Bids for transport projects in particular should clearly explain their carbon benefits. (Limit 250 words)

The Government's 'National Infrastructure Strategy' (NIS) is based around two primary agendas; Levelling Up and Net Zero Emissions by 2050. The NIS suggests that revitalising town centres and high streets will help rebalance the UK economy and improve environmental outcomes. This bid directly supports these ambitions through the regeneration of underutilised assets to increase the vitality of the Aberystwyth town centre and to stimulate new economic activity in sectors that will

help the town realise its full potential. The bid includes the installation of 8 new EV charging points along the promenade to significantly expand Aberystwyth's charging infrastructure and promote greater use of EVs for both visitors and residents. Environmental design considerations have also been carefully considered in terms of reducing energy demand in the buildings through effective energy efficiency controls (New Life for Old College) and through the installation of PV panels on commercial buildings (A Living Harbour).

The proposals will also help to support the Build Back Better plan, delivering skills development and productivity growth within the local economy. The provision of new educational facilities will enable Old College to be used by numerous university departments in business operations, management of attractions and hospitality services which will extend out to local community training as well as university-based learners. The Exhibition enhancement and additional staff resource will enable additional activity to deliver the university civic mission which includes the provision of the youth centre and youth activities and additional community and well-being benefits.

4.4c Where applicable explain how the bid complements / or aligns to and supports other investments from different funding streams. (Limit 250 words)

The only bid component which will be funded through multiple funding streams is New Life for Old College. These are as follows:

- [REDACTED]
- [REDACTED]
- [REDACTED]
- [REDACTED]

The largest contribution is from NLHF to help Old College in its renovation and secure its long-term future as a centre for culture, heritage, discovery, learning and enterprise. Additional funding from the Welsh Government and ERDF through the Tourism Attractor Destination programme was secured to promote the new tourism opportunities that will come in the wake of the building's redevelopment. The LUF will address the existing funding gap and complement these major funding streams to create a thriving visitor and learning destination, incorporating a boutique hotel that will further enhance the area's tourism offer while acting as a catalyst for regeneration by creating jobs and boosting the wider local economy.

Levelling Up Funding is envisaged to enable two substantial additions to the project:

- The purchase and refurbishment of the adjoining Cambria building to provide on the first to third floors an additional 28 bedrooms for the four-star hotel and conversion of the ground floor and basement rooms to provide offices, work and study rooms and meeting rooms for public and university activities; and
- Enhancements of the current exhibitions planned across the six galleries in Old College and additional gallery fit out to present the rich university collections across the range of departments and specialties.

4.4d Please explain how the bid aligns to and supports the Government's expectation that all local road projects will deliver or improve cycling and walking infrastructure and include bus priority measures (unless it can be shown that there is little or no need to do so). Cycling elements of proposals should follow the Government's cycling design guidance which sets out the standards required. (Limit 250 words)

A major component of this bid is the enhanced active mode corridor forming the centrepiece of the public-realm scheme. The scheme will provide much improved facilities for both pedestrians and cyclists on this key corridor linking the marina area to the south of the town with the Promenade, the Old College part of the town and points further north. This means that this element of the bid aligns with and supports Government objectives to improve cycling and walking infrastructure. The proposed road changes will also encourage modal shift to active modes and will make it less likely that road congestion will arise in this busy part of the town centre.

The southern part of Aberystwyth has traditionally been relatively poorly connected compared to the areas in the north of the town. The public realm and active mode scheme therefore enhance connectivity to the south of the town whilst also providing a crucial link between the marina and Old College developments. The scheme will therefore help to boost visitor numbers as there will be a much improved and sustainable means of accessing these developments in the town. Combined with the improved public realm (new street lighting will be provided, for example) and provision of EV charging points, pedestrians and cyclists will be attracted to the town centre and its attractions due to the enhanced ambience that the scheme will offer.

PART 5 VALUE FOR MONEY

5.1 Appropriateness of data sources and evidence

See technical note Annex B and Table 1 for further guidance.

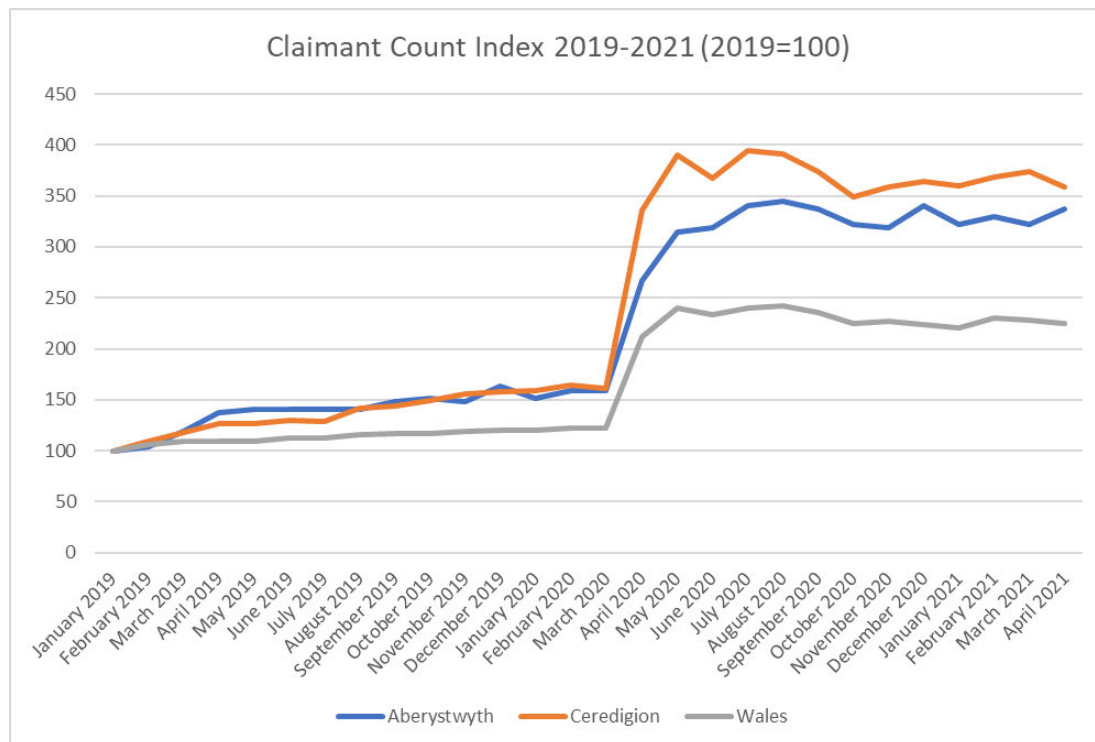
All costs and benefits must be compliant or in line with [HMT's Green Book](#), [DfT Transport Analysis Guidance](#) and [MHCLG Appraisal Guidance](#).

5.1a Please use up to date evidence to demonstrate the scale and significance of local problems and issues. (Limit 250 words)

COVID-19 has had a severe adverse effect on Aberystwyth's economic performance due to its impact on key sectors. There has been a significant impact on the high-street and visitor economy. Some 22.5% of the working population in the town are employed in food/retail sectors and 14.2% in pubs/restaurants. Within Ceredigion, there are over 3,500 jobs within these vulnerable sectors. Even in the years prior to the pandemic, Aberystwyth's high street faced significant challenges, with some retail chains and restaurants ceasing operations. Findings from a 2019 vacancy survey highlighted that Aberystwyth had a vacancy rate of 10.4% compared with a Ceredigion average of 9.7%. Vacant properties can deter footfall as well as causing

losses of business rate income for the local authority, impacting the money being reinvested into the community.

Aberystwyth was ranked the 7th most exposed area in England and Wales (number 1 in Wales) to sectoral exposure to COVID-19. In total, 81% of businesses in the arts and leisure, accommodation, food and non-food retail sectors have temporarily closed or paused trading, and 73% of workforce has been furloughed, which has impacted the 47.1% (22.5% in Food/retail & 14.2% in pubs/restaurants) of the working population, disproportionately affecting young people. In Aberystwyth, people receiving Universal Credit increased by 65% (884 claimants) between March and April 2020, whilst food bank enquiries increased by 38%. The figure below illustrates how claimant counts within Aberystwyth and Ceredigion have remained significantly higher than the Wales average throughout the pandemic.



5.1b Bids should demonstrate the quality assurance of data analysis and evidence for explaining the scale and significance of local problems and issues. Please demonstrate how any data, surveys and evidence is robust, up to date and unbiased. (Limit 500 words)

COVID-19 Statistics

COVID-19 data has been sourced from research undertaken by CCC and published in the report 'The Economic Impact of Coronavirus (Covid-19) in Ceredigion'. The report draws on datasets from the Office for National Statistics (ONS), including 'Business Impact of Covid-19 Survey' (BICS) results. It also draws on the Lloyds Banking Group Business Barometer (May 2020), Office for Budget Responsibility 'Coronavirus Analysis' (14th May 2020) and research published by the Welsh Government 'Tourism Barometer (Covid-10 impact survey)'. These sources have been widely used in the reporting of economic impacts on Wales throughout the Covid-19 pandemic providing a high level of confidence that the information provided is both accurate and robust and free of bias.

The Welsh Index of Multiple Deprivation (WIMD)

The Welsh Index of Multiple Deprivation (WIMD) is the Welsh Government's official measure of relative deprivation. It identifies areas with the highest concentrations of several different types of deprivation. WIMD ranks all small areas in Wales from 1 (most deprived) to 1,909 (least deprived). It is a National Statistic produced by statisticians at the Welsh Government. Small areas are Census geographies called Lower-layer Super Output Areas (LSOAs).

ONS data: Claimant Count, Gross Value Added (GVA) and Employment

The ONS was used to gather claimant, GVA and employment data. The ONS is the UK's largest independent producer of official statistics and the recognised national statistical institute of the UK. The data produced by the ONS is of high importance as the data is used to help determine policies, allocation of resources as well as monetary and fiscal decisions. Both datasets used in our economic appraisal are based on localised data for CCC.

The employment data and GVA data are used to calculate the GVA per worker values and are calculated on a localised level for the appropriate industry. This means they provide a good estimate of the current situation as GVA per worker is reflective of the region and appropriate to the industry in which the jobs will be created.

GVA per head has been calculated by dividing the total GVA for Ceredigion by the number of workers. These numbers are from ONS GVA and employment data for Ceredigion in 2019. This data is robust as it is based on the most recent available dataset.

Department for Work and Pensions: Universal Credit and Claimant Count

The Universal Credit Claims and Claimant Count data are taken directly from the Department for Work and Pensions' Stat-Xplore system, which is the primary source of benefit data in the UK. This data is essential for identifying unemployment related issues, in addition to the specific impact of COVID-19. Localised data is available for the Aberystwyth area via this system.

Aberystwyth Jubilee Storehouse: Food Bank data

The foodbank data provided directly by Aberystwyth Jubilee Storehouse 17/4/20 to CCC as part of the coordinated responses to COVID and development of Tackling Hardship Strategy.

5.1c Please demonstrate that data and evidence chosen is appropriate to the area of influence of the interventions. (Limit 250 words)

The area of influence for the purpose of this bid is defined as Aberystwyth and Ceredigion local authority area. Aberystwyth contains approximately 25% of the County's population and the size and level of facilities present in the town means it performs a wider function than many of its equivalent Urban Service Centres as defined by the Ceredigion LDP. The town is identified as a Regional Growth Area in Future Wales – The National Plan 2040. The importance of the town to the Ceredigion economy is therefore indicative of the area of influence that interventions within the town will have on the wider functional market area (FEMA).

The FEMA for the purpose of this bid has been defined based on commuting flow and labour market analysis. The 2011 census recorded that 82% of people working in the County also live there, reflecting a very high level of internal commuting and a highly self-contained FEMA. Based on this analysis the data and evidence used to articulate the scale and significance of local problems and issues has been captured at the FEMA level as well as at the local level for Aberystwyth (where data is available) and compared to the national average.

The nature of the interventions (real estate, leisure and public realm) indicate that benefits will be realised through increased walking and cycling, employment opportunities and visitor spending (including associated GVA benefits). These benefits are likely to be accrued within the FEMA area and therefore the analysis is appropriate to the interventions proposed.

5.2 Effectiveness of proposal in addressing problems

5.2a Please provide analysis and evidence to demonstrate how the proposal will address existing or anticipated future problems. Quantifiable impacts should usually be forecasted using a suitable model. (Limit 500 words)

The analysis undertaken reflects a series of impacts that will have positive outcomes both within the town and surrounding area. These positive outcomes will address many of the issues that Aberystwyth and the County face. These include: 1) the need for an enhanced educational / heritage offer centred around the Old College building (to attract visitors in the critical post-pandemic 'build back' period), 2) the need for increased berthing and hospitality uses at the marina (to help the town recover from the economic impacts of the pandemic) and 3) the need to offer an enhanced public-realm and visitor experience for pedestrian and cyclists in the promenade area of the town.

One of the principal objectives for the town is to recover from the economic impacts of COVID-19, especially its impact on visitor numbers, footfall and the economic activity this generates. These impacts are important given the strategic role Aberystwyth plays in Ceredigion and the wider Mid-Wales region. The town is the only major hub of activity in what is a predominantly rural region. This means that the town has a proportionately large impact on the surrounding area and will be the centre of renewed activity as the region 'levels up' and recovers from the economic impact of the pandemic.

The types of economic impacts considered and quantified take account of these factors with guidance-based additionality being one of the most important approaches used. Taking the impacts at Old College, for example, these capture the additional impacts with respect to jobs, visitor expenditure and Gross Value Added (GVA) that the LUF intervention will generate. What is important is to identify the deadweight position (the outcomes that will be realised without intervention) before quantifying the impacts that will be achieved over and above this. Displacement, leakage and multiplier factors are also taken account before the final additionality totals are quantified. These are reported in monetary (e.g. additional GVA) and quantitative (e.g. additional employment) terms in the analysis with additionality-compliant monetary benefits also included in the Benefit Cost Ratios (BCRs) reported below.

For the interventions at the marina, the impacts associated with these reflect independent analysis by the Royal Yachting Association (RYA) and the British Marine Federation (BMF). The RYA and the BMF have conducted numerous economic assessments of harbours and their benefits to the community. The RYA estimates, for example, that every berth generates an increase in local spending of [REDACTED]. These values have been applied to the interventions at the marina to derive a series of additional impacts. The increase in business rates revenue has also been considered from commercial uses.

The public realm project comprises improvements for both pedestrians and cyclists in the promenade area of the town and the impacts of these are captured in the UK Department for Transport's Active Mode Appraisal Toolkit (AMAT).

All quantified impacts are captured in an 'additionality' model that complies with both modelling best practice and additionality guidance (specifically DCLG's Appraisal Guide).

5.2b Please describe the robustness of the forecast assumptions, methodology and model outputs. Key factors to be covered include the quality of the analysis or model (in terms of its accuracy and functionality) (Limit 500 words)

The analysis and modelling cover the following for each project:

New Life for Old College

There are three models covering the appraisal of the Old College project:

- A financial model: this underpins the business plan and provides forecasts of revenues and costs on an annual basis. The model uses evidence from the local market and other similar developments elsewhere;
- An economic impact model: this generates gross and net forecasts of jobs as well as GVA. The model is based on the business plan forecasts of visitors to the Old College as a major attraction in Aberystwyth as well as forecasts of visitor expenditure. The model has been updated to reflect the additional visitors attributed to the impact of the enhanced investment made possible by the LUF award; and
- Cost benefit analysis (CBA) model: this contains Green Book-compliant monetised benefits as well as economic costs. These are used to calculate Benefit Cost Ratios (BCRs) and are based on the net marginal benefits arising from the LUF funding over and above the impacts of the existing Old College scheme.

A Living Harbour

The LUF elements of the marina project have been appraised using a model containing both the economic costs of the LUF project as well as a range of additional economic benefits that will be generated. The benefits include the additional employment that will be generated and the resulting GVA uplifts that will arise from these. The approach is based on the guidance in DCLG's (now MHCLG) Appraisal Guide with the calculations ensuring that the benefits captured are genuinely additional and are attributable to the impact of the LUF award at the marina.

The forecasts of benefits also reflect specialist empirical evidence in the marine sector. The Royal Yachting Association (RYA) and British Marine Federation (BMF) have, for example, conducted numerous independent economic assessments of harbour / marina projects and their benefits to local communities. The RYA estimates that every berth derives an increase in local spending of between £9,500 and £19,000 per berth. These values have been applied to the additional items of marina infrastructure that will be supported by the LUF award. This results in both additional employment and additional GVA.

Further benefits are based on the increases in floorspace at the developments supported by the LUF award (such as the restaurant fit-out at the Harbour House building). These benefits cover additional employment and GVA uplifts.

A Revitalised Promenade

The methodology and model used for these forecasts is DfT's Active Mode Appraisal Toolkit (AMAT). This is based on the latest version (July 2020) and has been populated with all the required information, including cost information and the number of trips with and without the intervention (for both walking and cycling). Other 'user interface' information is also entered at the front of the AMAT model where this is required.

5.3 Economic costs of proposal

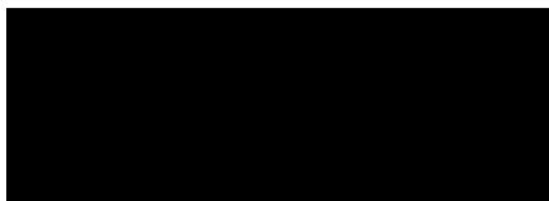
5.3a Please explain the economic costs of the bid. Costs should be consistent with the costs in the financial case, but adjusted for the economic case. This should include but not be limited to providing evidence of costs having been adjusted to an appropriate base year and that inflation has been included or taken into account. In addition, please provide detail that cost risks and uncertainty have been considered and adequately quantified. Optimism bias must also be included in the cost estimates in the economic case. (Limit 500 words)

The economic costs of the bid are based on the costs associated with the three projects. These are set out below.

New Life for Old College

The University has been working on the 'New Life for Old College' redevelopment for several years and the economic costs associated with the LUF intervention element of this have been developed in association with specialist land and property agents, architects and contractors. The LUF application costs are as follows:

-
-
-
-
-



The LUF financial cost total is therefore £5,382,272.

To convert financial costs to economic costs, the costs have been 1) profiled by year, 2) converted to 2021 constant prices and 3) discounted at the standard Treasury rate of 3.5% per annum. Optimism Bias has been applied at a mitigated rate of 15%, reflecting the well-developed nature of this project.

It is the net marginal public sector cost that is then used in the BCR calculations. This is a 'net' value as it reflects the economic cost of the LUF application works over and above the Old College works that are already underway. The net marginal public sector economic cost is therefore **£6,086,012**.

A Living Harbour

The costs associated with the LUF interventions are as follows and have been developed in detail by contractors as well as by specialist marine engineers. Optimism bias has been included in line with HMT Greenbook Supplementary Guidance (2013) with appropriate adjustment ranges applied according to project type and level of design information available.

The Phase 1 costs incurred in 2021/22 are as follows:

- [REDACTED]

The Phase 2 costs to be incurred in 2022/23 and 2023/24 are as follows:

- [REDACTED]

The net marginal public sector economic cost is therefore **£790,161.20**.

A Revitalised Promenade

The cost of the active mode project is estimated at **£1.58 million** (including construction and design fees). The estimate has developed by a Senior Quantity Surveyor and uses rates taken from Spon's Civil Engineering and Highways Works Price Book 2020 (or historic rates from previous projects where these are considered appropriate).

Once the initial cost estimates in 2020 prices have been produced, the following are applied:

- [REDACTED]

- [REDACTED]

In addition, new street lighting and a new pedestrian and cycle footbridge near the marina will form part of the public realm project. Including Optimism Bias of 44%, these have an economic cost of **£5.33 million** (bringing total public realm economic costs to **£6.91 million**).

5.4 Analysis of monetised costs and benefits

5.4a Please describe how the economic benefits have been estimated. These must be categorised according to different impact. Depending on the nature of intervention, there could be land value uplift, air quality benefits, reduce journey times, support economic growth, support employment, or reduce carbon emissions. (Limit 750 words)

The economic benefits of the bid and the individual projects have been developed using the HM Treasury Green Book together with guidance published by MHCLG and other government departments.

In line with Green Book guidance, the economic benefits have been estimated over an appropriate appraisal period, converted to constant prices and discounted. The calculation of economic benefits follows additionality guidance and only benefits that are genuinely additional and attributable to the LUF funding award have been taken into consideration (accounting for deadweight and displacement effects).

Economic benefits have been estimated for the following categories:

- Land value uplift: capturing changes in land values reflecting the economic efficiency benefits of converting land into a more productive use. The existing land value is subtracted from the enhanced value of the more productive use. The assessment of LVU has been based on standard benchmarks for the hotel accommodation, in the absence of a detailed development appraisal;
- Wider land value uplift / place-making effects: wider placemaking impacts arising from the proposed development have been estimated using Valuation Office Agency (VOA) data for commercial analysis and Council Tax band data for the residential value assessment. A catchment area has been defined in line with MHCLG advice and an uplift of 1.4% has been assumed in the catchment area;
- Labour supply benefits: the creation of new jobs and the proposed LUF redevelopment will attract new workers into the labour supply, resulting in an increased labour pool and supply side benefits. The benefits have been calculated by obtaining metrics covering the floorspace (by use category) in each development and then multiplying these by the respective Full Time Equivalent (FTE) parameters contained in planning guidance documents. The resulting FTE numbers are applied to respective GVA per worker data to derive a total economic impact;
- Skills uplift benefits: these cover education and training opportunities arising from the Old College project and include training opportunities in the delivery

of the project. The monetisable benefits capture the increased productivity associated with improved skills. There will also be opportunities created (not currently monetisable) for work placements, work experience, project work as well as other learning, research and creative opportunities for students across a range of subjects; and

- Wellbeing benefits: wellbeing valuation techniques apply a monetary value to the wellbeing experienced as a result of participating in various different activities. The economic model captures wellbeing benefits arising from:
 - Attending arts and cultural events;
 - Visiting heritage buildings;
 - Residents not currently employed entering employment;
 - Volunteering experienced by young people.
- Economic benefits from additional marina leisure berths: the monetised impacts are based on independent research by the RYA whereby each new berth generates a certain amount of additional expenditure in the local area;
- Increase in business rates are calculated on a per annum basis in 2021 prices. The floorspace (sqm) was multiplied by the chargeable rate per square meter to get a Rateable Value which was then multiplied by a rate of £0.535 based on the Welsh Government's published multiplier rates for 2021/22. Chargeable rates per sqm were based on comparable rates gathered from the VOA and relevant to the intended use (e.g. restaurant and premises).

The economic benefits of the active mode project in Aberystwyth are based on those calculated in the Active Mode Appraisal Toolkit (AMAT). Once the necessary input data sections in the AMAT have been populated, the resulting impacts cover the following:

- Congestion benefits;
- Infrastructure maintenance savings benefits;
- Accident reduction benefits;
- Local air quality improvement benefits;
- Noise reduction benefits;
- Greenhouse gas reduction benefits;
- Reduced risk of premature death benefits;
- Absenteeism reduction benefits; and
- Journey ambience benefits.

The AMAT also calculates indirect taxation, Government costs and private contribution impacts as part of its standard suite of output metrics.

The key inputs to the AMAT include inputs covering current and future demand for walking and cycling in Aberystwyth. These are based on the following:

- Cycling - number of trips without the proposed intervention: applying cycle to walk conversion ratio from NTS Table 0409a for leisure trips;
- Cycling - number of trips with the proposed intervention: based on an uplift of 48% from comparative studies for similar cycling infrastructure improvements;

- Walking - number of trips without the proposed intervention: base flows taken from Aberystwyth Footfall Survey (average of 2013 to 2019 pedestrian count data); and
- Walking - number of trips with the proposed intervention: based on an uplift of 35% from comparative studies for similar public realm improvements.

5.4b Please complete Tab A and B on the **appended excel spreadsheet** to demonstrate your:

Tab A - Discounted total costs by funding source (£m)

Tab B – Discounted benefits by category (£m)

5.5 Value for money of proposal

5.5a Please provide a summary of the overall Value for Money of the proposal. This should include reporting of Benefit Cost Ratios. If a Benefit Cost Ratio (BCR) has been estimated there should be a clear explanation of how this is estimated ie a methodology note. Benefit Cost Ratios should be calculated in a way that is consistent with [HMT's Green Book](#). For non-transport bids it should be consistent with [MHCLG's appraisal guidance](#). For bids requesting funding for transport projects this should be consistent with [DfT Transport Analysis Guidance](#). (Limit 500 words)

The overall Value for Money category for this package bid is **High** as the combined Benefit Cost Ratio (BCR) across all three component projects exceeds 2.0.

The overall BCR is based on the following calculations for each project.

New Life for Old College

The VfM assessment is based on HMT Green Book guidance and takes account of both the economic costs and economic benefits to generate a BCR. [REDACTED]

The updated Green Book of December 2020 makes it clear, however, that *“the choice of the preferred option on grounds of public or social value for money is wider than just the BCR”*. The Old College project nevertheless exceeds MHCLG's usual BCR threshold of 2.0 whilst also meeting the deliverability criteria and 'strategic fit' with the aspirations of the overall Ceredigion LUF bid.

A Living Harbour

The VfM and BCR associated with the marina project are calculated in an MHCLG-compliant additionality model where the economic costs are combined with the economic benefits to derive a final BCR. All cost and benefit items are expressed in 2021 Present Value (PV) terms with suitable allowances for real terms cost inflation and Optimism Bias included in the cost estimates.

[REDACTED]

A Revitalised Promenade

The VfM category and BCR for the public realm project and active mode corridor are based on the economic cost estimates for both elements and the economic benefits associated with higher levels of walking and cycling compared to the current situation. The benefits have been calculated using DfT's AMAT with current and forecasts levels of walking and cycling calculated using recognised data sources being used in the appraisal toolkit.

[REDACTED]

Programme Value for Money

[REDACTED]

This VfM category is robust as the economic costs reflect appropriate Optimism Bias uplifts to cover the stage of project development and cost certainty per project. The economic benefits are also based on additionality principles – i.e. only those benefits that are genuinely attributable to the projects supported by the LUF award have been included.

There are some benefits that will be generated by the projects but are not monetizable and thus not included in the VfM assessment. These are covered in 5.5b.

5.5b Please describe what other non-monetised impacts the bid will have, and provide a summary of how these have been assessed. (Limit 250 words)

The package bid will have several non-monetised impacts generated by different elements of the package.

The package will boost the attractiveness of Aberystwyth as a regional destination for heritage, leisure, tourism and education. The town has an important role to play in the post-COVID recovery period in Ceredigion and the LUF-generated interventions will facilitate further economic development in the area. Business investment and confidence in the town and wider area will increase as developments such as those at the Old College and the marina go ahead and demonstrate just how vibrant the town can be.

The LUF award will also increase the likelihood that young people, especially those who have gained educational qualifications, will remain in the town and the wider area rather than having to relocate out of the area to places where there are perceived to be better employment opportunities.

The LUF award will therefore help to put in place a 'virtuous circle' of development and investment in the town that will significantly increase perceptions of Aberystwyth and Ceredigion, both internally and externally.

Non-monetised impacts will also include positive agglomeration effects as the LUF award will support the town's regeneration as a hub of learning, skills development and wider employment opportunities. With more young people and those with educational qualifications remaining in the area (as well as more employment opportunities being generated), positive clustering and agglomeration impacts will occur with employers having access to a wider pool of suitably qualified workers and productivity improvements taking place.

5.5c Please provide a summary assessment of risks and uncertainties that could affect the overall Value for Money of the bid. (Limit 250 words)

The risks and uncertainties that could impact on the Value for Money (VfM) category for this bid cover both costs and benefits.

Economic costs

VfM will be dependent on the accuracy of the economic cost estimates covering all three projects. Unforeseen cost over-runs and delays to the projects could impact the final VfM outcome. The economic costs for all the projects are based on detailed estimates that have been overseen by the project team leads. This means that the risks of cost over-runs are minimal whilst appropriate contingencies and optimism bias amounts have been accounted for in the Economic Case. The individual project teams responsible for the three components of this bid (the University, TMPGL and CCC) have been working in these specialist fields for a considerable period of time and have access to the most accurate, up to date cost databases for each project.

Economic benefits

The benefits are based on forecasts of additional visitors, employment opportunities and usage of new infrastructure, such as the new marina facilities and active mode infrastructure near the promenade. As with all usage-based forecasts, there will be some uncertainty as to the extent these will be realised. This is especially the case at the current time given the uncertainty surrounding the extent and timing of the post-COVID 'bounce back'. Despite this, the forecasts are based on robust, prudent analysis of visitor numbers, additional employment and usage of key infrastructure across the three projects.

5.5d For transport bids, we would expect the [Appraisal Summary Table](#), to be completed to enable a full range of transport impacts to be considered. Other material supporting the assessment of the scheme described in this section should be appended to your bid.

N/A for this bid

PART 6 DELIVERABILITY

6.1 Financial

See technical note Table 1 for further guidance.

6.1a Please summarise below your financial ask of the LUF, and what if any local and third party contributions have been secured (please note that a minimum local (public or private sector) contribution of 10% of the bid costs is encouraged). Please also note that a contribution will be expected from private sector stakeholders, such as developers, if they stand to benefit from a specific bid (Limit 250 words)

The financial ask totals **£10,852,123**. This comprises £5.38 million for the Old College redevelopment (LUF element only), £0.67 million for the marina project and £4.8 million for the combined public realm scheme (covering new street lighting, the new active mode corridor and the new pedestrian and cycle bridge near the marina).



6.1b Please also complete Tabs C and D in the **appended excel spreadsheet**, setting out details of the costs and spend profile at the project and bid level in the format requested within the excel sheet. The funding detail should be as accurate as possible as it will form the basis for funding agreements. Please note that we would expect all funding provided from the Fund to be spent by 31 March 2024, and, exceptionally, into 2024-25 for larger schemes.

6.1c Please confirm if the bid will be part funded through other third-party funding (public or private sector). If so, please include evidence (i.e. letters, contractual commitments) to show how any third-party contributions are being secured, the level of commitment and when they will become available. The UKG may accept the provision of land from third parties as part of the local contribution towards scheme costs. Where relevant, bidders should provide evidence in the form of an attached letter from an independent valuer to verify the true market value of the land.

Yes

No

Please refer to **Appendix 4**

6.1d Please explain what if any funding gaps there are, or what further work needs to be done to secure third party funding contributions. (Limit 250 words)

There are no identified funding gaps and all third-party funding contributions are secured with regards to the three component projects which comprise this bid. Evidence of third-party contributions and grant funding applications are provided in **Appendix 4** and in the below response to Question 6.1e.

6.1e Please list any other funding applications you have made for this scheme or variants thereof and the outcome of these applications, including any reasons for rejection. (Limit 250 words)

The table below provides an overview of the funding applications made for the Old College project. There are no rejections of applications for funding, other than the first application for Big Lottery People and Places funding which was successful on resubmission.

Funding Application	Funding (All Granted)
West Wales and the Valleys ERDF 2014-2020	██████████
NLHF	██████████
Coastal Communities Fund Round 6	██████████
HEFCW	██████████
WG Economy Futures Fund	██████████
Wolfson Foundation	██████████
National Lottery	██████████
Foyle Foundation	██████████
Garfield Weston	██████████

The only element of this bid that has been the subject of a previous unsuccessful grant application is the conversion works to the ground floor spaces of Harbour House. The application was made to the Coastal Communities Fund. TMPGL conducted a review meeting with the CCF after the funding round. It was concluded that:

- The proposal met all criteria for investment and employment creation. It was recommended for approval and was an extremely strong proposal;
- Extremely limited funds within the CCF meant that funding was simply not available; and

- TMPGL gained approval for another project in Carmarthenshire in the same funding round and it was deemed, in the light of limited resources, inappropriate for the group to win more than one project.

The CCF officer is willing to provide a reference for our application confirming, in their view, the strong merits of this proposal.

No previous funding applications have been made for the Aberystwyth promenade project.

6.1f Please provide information on margins and contingencies that have been allowed for and the rationale behind them. (Limit 250 words)

New Life for Old College

[REDACTED]

The assumptions match the assumptions made for the Old College main contractor works which are out to tender at present and are based on professional advice provided by the construction project managers for the New Life for Old College project and discussions with the project monitor and staff at NLHF, who are the main funder for the Old College, villa and new atrium elements.

A Revitalised Promenade

An initial cost estimate for the public realm and active travel proposals has been developed by WSP given the early stage of project development at this time.

[REDACTED]

The costs have been compiled using rates taken from spon civil engineering and highways works price book 2020, or historic rates from previous projects, considered appropriate.

A Living Harbour

[REDACTED]

The cost estimates have been provided directly by the contractor and are based on measured works and where these are not yet available rates. TMPGL will financially guarantee the delivery of all sub-projects.

6.1g Please set out below, what the main financial risks are and how they will be mitigated, including how cost overruns will be dealt with and shared between non-UKG funding partners. (you should cross refer to the Risk Register). (Limit 500 words)

The main financial risks to the bid are outlined on a project basis below.

New Life for Old College

[REDACTED]

There is a risk of overspend on the construction costs (increased material costs post Brexit / COVID-19) and potential unknowns in the redevelopment costs for the Cambria in the absence of detailed surveys. An initial survey has been undertaken however and adequate contingencies (@7.5%) have been included in the Blake Morgan cost estimate. If tender returns for the main contractor works exceed the current estimates then there will be an opportunity value engineer the requirements to align with the budgeted costs.

Possible cost over runs on the refurbishment of the Cambria elements will be managed through value engineering to bring the project to fruition on budget. The university does not have the resources to fund additional costs. As a worst case scenario the number of bedrooms provided could be reduced from 28 to 25, a reduction of 10% which can be easily added back to the scheme when funds allow from the ongoing trading surpluses. There is every expectation however that the refurbishment of three floors to provide 28 bedrooms can be achieved within the budget identified with a number of value engineering options in furniture and fittings which could be brought into play if required.

A Living Harbour

The primary financial risks for this project are contractor and material cost increases. The M&P Group has historically mitigated these risks through either:

- A fixed price design and build contract; or
- An open book target price contact in which TMPGL and the contractor jointly request sub-contractor bids with the contractor receiving a pre-agreed percentage OH&P. This is often well received as it mitigates any balance sheet stress on the contractor side.

Risks on the title are minimal as TMPGL and CCC have a straightforward relationship between them, and strategic objectives are aligned. Land ownership is fully under the control of the two parties which minimises financial risks associated with asset purchase or transfer.

Any additional cost incurred during the construction phase of the project beyond the cost estimates provided within this bid would be covered by TMPGL and their contractors as they bear the full risk of any additional financial obligations related to the project. It is not expected that any additional public funding will be provided if there are increases in costs.

A Revitalised Promenade

Project cost overrun for year one will be the responsibility of CCC, and subsequent years expenditure and financial risk will be managed within the programme funding

envelope to minimise/mitigate financial risk and cost overruns to ensure that the programme is completed within the allocated funding. Procurement inflation has been allowed for. Bonds would be required to mitigate against construction company insolvency.

6.2 Commercial

See technical note Section 4 and Table 1 for further guidance.

6.2a Please summarise your commercial structure, risk allocation and procurement strategy which sets out the rationale for the strategy selected and other options considered and discounted. The procurement route should also be set out with an explanation as to why it is appropriate for a bid of the scale and nature submitted.

Please note - all procurements must be made in accordance with all relevant legal requirements. Applicants must describe their approach to ensuring full compliance in order to discharge their legal duties. (Limit 500 words)

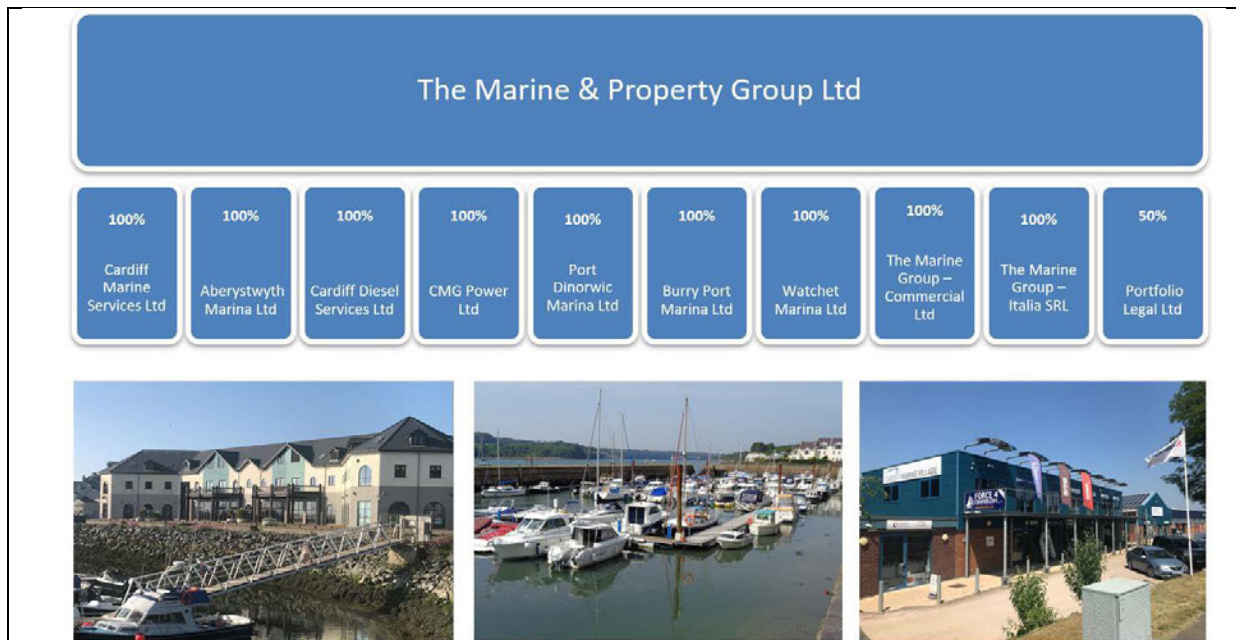
New Life for Old College

The LUF proposal is a Phase 2 extension to the current project and will follow the procurement route already established and out to tender for a main contractor. This route is based on a JCT traditional contract with quantities and has been agreed as the most appropriate approach for the project as it provides control of the design and works to ensure compliance with planning, LBC and NLHF expectations. The £4.5m Cambria element is 15.7% of the £34m scheme and forms a straightforward addition to the current arrangements.

The operating model is based on managing the Old College (including the Cambria) as a trading arm of the university which benefits from the University strengths in experienced management and staff teams as well as the established systems, strategies and procedures to manage the estate, residential and catering services and spaces for community, and university use. Further detail is provided in **Appendix 5**.

A Living Harbour

Aberystwyth Marina Ltd is a subsidiary of TMPGL. The company, together with its sister companies, have successfully completed construction and acquisition projects in excess of £50 million. Several of these projects have been of a similar nature to what this LUF proposal entails (commercial and procurement strategies). The group organisation chart is as follows.



The company has a policy of working with local businesses and partners. Contractors will be appointed locally and whilst TMPGL will take an active role in day to day project management activities, the appointed contractor will be tasked with obtaining multiple sub-contractor quotations to ensure that the quality of work and costing being sought is obtained.

Ultimately, all private sector risk will be borne by TMPGL and where required, performance bonds will be sourced and maintained to ensure no part of the overall project fails. This is a standard approach that the company has successfully adopted across a range of similar projects.

A Revitalised Promenade

As CCC is a Local Authority under the Local Government Act 1972, procurement will be undertaken in accordance with its Contract Procedure Rules and Procurement Strategy. The Contract Procedure Rules directly reflect the Public Contracts Regulations (2015) and the Strategy uses the Wellbeing of Future Generations (Wales) Act 2015 as a foundation, thus ensuring alignment and compliance with legislation.

The Council applies the principles of Transparency, Equal Treatment, Non-Discrimination and Proportionality to all its procurement activities, which are governed according to various contract values. Procurement will follow its Contract Procedure Rules and Strategy.

These principles will be applied to the procurement exercises undertaken for this project. In addition to new procurements, the Council will also be utilising its framework for Minor Works and Dynamic Purchasing System for Civil Engineering Works, both of which have already been through fully compliant tender processes. Other Local and National frameworks will also be used. Throughout the process, supporting the local supply chain and providing opportunities for ad-hoc community

benefits will form part of the procurement decision process, alongside standard risk management considerations.

6.3 Management

See technical note Section 4 and Table 1 for further guidance

Delivery Plan: Places are asked to submit a delivery plan which demonstrates:

- Clear milestones, key dependencies and interfaces, resource requirements, task durations and contingency.
- An understanding of the roles and responsibilities, skills, capability, or capacity needed.
- Arrangements for managing any delivery partners and the plan for benefits realisation.
- Engagement of developers/ occupiers (where needed)
- The strategy for managing stakeholders and considering their interests and influences.
- Confirmation of any powers or consents needed, and statutory approvals e.g. Planning permission and details of information of ownership or agreements of land/ assets needed to deliver the bid with evidence
- Please also list any powers / consents etc needed/ obtained, details of date acquired, challenge period (if applicable) and date of expiry of powers and conditions attached to them.

6.3a Please summarise the delivery plan, with reference to the above (Limit 500 words)

The Council has established internal governance and management structures to inform, shape, mandate and support this bid.

- **Development Group:** Senior officer and Member group that provides the link between strategic priorities and programme development and delivery;
- **Corporate Project Management Panel:** technical officer group that adopts a “critical friend” approach to project delivery, including resourcing, finance and legal requirements;
- **Capital Monitoring Group:** officer group and cabinet member for finance that regularly meets to monitor finance and procurement progress of capital projects.

The programme and respective projects will be managed by an experienced and qualified individual, reporting to a programme board, which will be established to oversee the management and delivery of the three component projects. This will ensure that the programme and projects will be managed effectively, and the in-built governance procedures will also ensure that risks are identified and managed appropriately. The programme manager will regularly provide feedback on progress to senior managers and members via the Development Group. This will provide a further level of project management assurance.

New Life for Old College

The Project Execution Plan (PEP) attached in **Appendix 5** describes the scope of works and the project management structure for the delivery phase which is now ongoing.

Adding the LUF project as an additional construction element will be managed under the systems already established as an extension to the project's current policies, procedures and management systems. Suitable procurement steps will be put in place to engage the design and construction project management services required to deliver the works in collaboration with the activities on the Old College project (which will have started on site prior to confirmation of the LUF support).

A Living Harbour

The delivery plan will focus on the Project Stakeholders (TMPGL and CCC) and their management of the project landholders, relationships and delivery of the various LUF elements of the project.

The delivery plan covers development activities at Harbour House, the workshop and Coast Guard building, Aberystwyth Harbour and the redevelopment of Marine Terrace, all of which are in freehold ownership.

As part of the delivery planning process, TMPGL will oversee where investible lease agreements are required. These include, the pontoon works at the harbour (extension to existing lease with CCC to be agreed) and Marine Terrace (250 year investible lease or freehold sale to be agreed). TMPGL will also oversee all planning requirements.

A Revitalised Promenade

The Council has developed a delivery programme which will be finalised upon confirmation of award. The programme of works can be delivered either as a single package of works, or by phasing to expedite both delivery and expenditure. Clear milestones, key dependencies, task durations have been identified and contingencies have been included within the task durations.

The programme has allowed for a period of consultation with the public on the specific proposals. The delivery programme can be tailored to suit the approval process/timescale and funding award, through undertaking early design and consultation and programming construction works to coincide with the release of funding.

6.3b Has a delivery plan been appended to your bid?

Yes

No

6.3c Can you demonstrate ability to begin delivery on the ground in 2021-22?

Yes

No

6.3e Risk Management: Places are asked to set out a detailed risk assessment which sets out (word limit 500 words not including the risk register):

- the barriers and level of risk to the delivery of your bid
- appropriate and effective arrangements for managing and mitigating these risk
- a clear understanding on roles / responsibilities for risk

The bid will be managed as a programme from the Lead Authority's perspective, with each project managed as complementary elements of the programme. Each project will have their own risk, governance and management arrangements – however the Lead Authority will form these into a single programme board to manage the LUF funding. A single programme risk register will be developed to manage strategic risks and issues.

The approach to risk management taken on each of the component projects, is a methodical approach which involves identifying, quantifying and managing risks. It proceeds through a process which is broadly cyclical (plan-do-review) requiring an ongoing review and update of risks to ensure that effective controls are implemented during the delivery of each scheme. Each of the risk assessments has been undertaken using the following processes:

- Risk identification;
- Risk quantification –impacts of risks;
- Managing risk - procedures for monitoring risks throughout the project; and
- Allocation of responsibility for key risks.

Completion of each of these processes enable the population of a risk register. The risk registers for each project can be found in **Appendix 6** which shows risks that have been identified for each project. Each of the project sponsors (University of Aberystwyth, CCC and MPDGL have populated (and “own” / manage) the risk register for each individual project, identifying all risks which have the potential to stop or hinder their successful delivery. Each risk register has been developed as a ‘live document’ to ensure that individual risks are monitored and updated on a regular basis in line with the programme for each project. Risks will be managed by construction project managers with support from quantity surveyors and contractors.

Risks are quantified by assessing the severity of impact on the project on a 3-scale point system from low to high. Following identification of each risk, a systematic approach is adopted to respond to risks and allocate responsibility to the most appropriate party in line with the governance arrangements. One of the following four strategies is adopted for each risk when developing a suitable response plan:

- Accept or tolerate consequences in the event that the risk occurs – In the event that a) the cost of taking any action exceeds the potential benefit gained; or b) there are no alternative courses of action available;

- Treating the risk – Continuing with the activity that caused the risk by employing four different types of control including preventative, corrective, directive and detective controls;
- Transferring the risk – Risks could be transferred to a third party e.g. insurer or contractor; and
- Terminating the activity that gives rise to the risk.

For all projects the delivery and financial risks will be transferred to the private-sector including contractors that are procured to undertake the works, as they will be responsible for ensuring the works are complete. Additional cost uplifts (e.g. due to materials shortages) will be borne by the private sector as they will bear the full risk for any additional financial obligations related to the scheme.

6.3f Has a risk register been appended to your bid?	<input checked="" type="checkbox"/> Yes
	<input type="checkbox"/> No

6.3g Please evidence your track record and past experience of delivering schemes of a similar scale and type (Limit 250 words)

Details of the track record and past experience for each of the individual project sponsors is listed below.

New Life for Old College

Aberystwyth university is very experienced in delivering major capital projects and in 2020 completed the £40m AIEC new build Innovation and Enterprise Campus on the Gogerddan site which included complex laboratory facilities and the £17m Pantycelyn Hall refurbishment in a Grade II listed building which opened in September 2020 and which was managed through the difficult Covid 19 lockdown periods. The Old College is the priority scheme for the university and has been in development since 2013.

A Living Harbour

The Marine & Property Group Ltd and directors have delivered on large scale projects throughout Wales and in neighbouring England. The aggregate value of delivery projects in the last ten years amounts to £75 million. This includes marina projects in Cardiff, Watchet, Burry Port and Port Dinorwic as well as the current operation of Aberystwyth marina.

A Revitalised Promenade

Ceredigion County Council has a strong track record of in the development and delivery of large capital schemes including transformation projects and working with external partners to develop and deliver major projects through European Structural Funds and Welsh Government regeneration funding. Information on the projects that Ceredigion County Council has successfully delivered under the Active Travel Act

can be found at <https://www.ceredigion.gov.uk/resident/travel-roads-parking/active-travel/> under the 'Annual Active Travel Reports' heading.

6.3h Assurance: We will require Chief Financial Officer confirmation that adequate assurance systems are in place.

For larger transport projects (between £20m - £50m) please provide evidence of an integrated assurance and approval plan. This should include details around planned health checks or gateway reviews. (Limit 250 words)

The work will require a project task and finish group to bring together key officers internally and a lead Corporate Manager will be responsible for assurance. The group will meet as required and will have finance representation – however it is expected to be front-loaded, and mainly to set out and agree the work packages and resource.

The Council has an Internal Audit service which undertakes its duties in accordance with its professional responsibilities as set out in the Public Sector Internal Audit Standards which are accompanied by CIPFA's Local Government Application Note. The service undertakes an annual self-assessment of its compliance with the standards which is supported by a 5-yearly external review. The Council's Capital programme is a standard item on the Governance & Audit Committee agenda. An internal audit of Capital Governance was undertaken during 2020/21 for which a high assurance was provided that there was a sound system in place in those areas reviewed.

The Council will establish a programme board to manage and monitor the delivery of the bid. Each project will have its own governance and management arrangements – however, the size and nature of this bid will require an additional layer of governance to provide assurance both for the Council in the management of the scheme as a lead authority.

The Chief Financial Officer (Section 151) acknowledges the responsibilities of the Council as lead authority – and is supportive of the bid with the governance and management arrangements outlined to manage and mitigate delivery risks.

6.4 Monitoring and Evaluation

See technical note Section 4 and Table 1 for further guidance.

6.4a Monitoring and Evaluation Plan: Please set out proportionate plans for M&E which should include (1000 word limit):

- Bid level M&E objectives and research questions
- Outline of bid level M&E approach
- Overview of key metrics for M&E (covering inputs, outputs, outcomes and impacts), informed by bid objectives and Theory of Change. Please complete Tabs E and F on the **appended excel spreadsheet**
- Resourcing and governance arrangements for bid level M&E

As the lead party for this package bid, Ceredigion County Council will oversee the Monitoring and Evaluation (M&E) of individual project delivery as well as the outcomes of the interventions.

The M&E Plan will be developed in conjunction with the other parties delivering projects (the University for Old College and Marine Group for the marina proposals as well as the Council team delivering the public realm project) and will build on the strong relationships the Council already has with these organisations. The Plan set out below is based on Magenta Book Theory of Change principles whereby the required M&E actions covering inputs, outputs, outcomes and impacts are clearly differentiated and set out in a logical way.

Bid Level M&E Objectives and Approach

As this is a package bid comprising delivery of three closely aligned projects, the overarching M&E approach will be to ensure that each project is sufficiently planned and resourced so that it can be delivered in the necessary timescales to the specifications set out in the LUF application (this is covered in more detail under 'Inputs' below).

As the package is also aiming to achieve several linked and aligned objectives (such as boosting Aberystwyth's and Ceredigion's substantial heritage and visitor sectors and all the benefits that derive from these), it is important that monitoring and evaluation plans are put in place so that the 'target audiences' can be identified early on with initial and then longer term impacts and outcomes monitored to ensure the programme and project achieve their objectives.

Inputs Stage

At this stage, the M&E Plan will describe how the Council, through the proposed Project Delivery Board (PDP), will work closely with the University, Marine Group and its own internal team delivering the public realm project to ensure that the different projects are delivered within the required timescales and to the specifications set out in the LUF application.

The Plan will therefore monitor the resources committed to delivering the interventions during the current financial year as well as the two following financial years that form the LUF 'window'. There is buy-in from the most senior level in the Council to ensure successful delivery of the investment programme, including the Council Leader and Chief Executive.

Boosting the Economy has been identified as the Council's main Corporate Priority, and as such, further staff resources are being made available to support economic growth projects, and a designated earmarked reserve is also being set aside to support strategic investments to enable economic growth.

Outputs Stage

For this stage, the M&E Plan will focus on the receptors of the interventions once the projects are in place and operational. The Plan will also monitor what has been delivered with respect to the projects with the outputs focussing on the following:

- Old College: monitor delivery of improvements at the Cambria building and the various components of this (e.g. new hotel rooms). Also prepare a database of the likely users of the development and put in place systems and processes that will enable monitoring of usage of the development over time and other impacts (such as numbers of employment opportunities generated);
- Marina: monitor delivery of the LUF components of this project, during both the current financial year and the two subsequent financial years. The monitoring will ensure that the number of new marina berths are delivered within the required timeframes and that the redevelopment of the Harbour House building go ahead as planned. Processes for monitoring the number of additional boats using the enhanced facility, additional visitors and additional employment opportunities will also be set up; and
- Public Realm: the Council will monitor delivery of its own public realm improvement project, including the installation of new street lighting and the active mode corridor enhancements. These are scheduled to commence in the current financial year so this will also be monitored. Users and beneficiaries of the enhanced public realm will be monitored by pedestrian and cyclist counting procedures whilst the expenditure of additional visitors to the promenade area in the town will also be monitored.

Outcomes Stage

The M&E Plan will capture the early impacts of the programme and its component projects. There is likely to be a 'ramp up' period as the projects start to be delivered in the current financial year and there is early evidence of changes in behaviour(s) across visitor numbers to the town, take-up of new employment opportunities and the positive local economic impacts of the construction programmes.

The Plan will set out data collection methods most appropriate to this stage of project delivery and operations. This early stage will also see measures to encourage change in behaviours, such as marketing campaigns to attract visitors to the Old College, the town and the marina. Pricing discounts may also apply during the early outcomes stage and the impacts of these on visitor numbers will be monitored.

Monitoring will also take place covering factors such as wider economic performance and the extent of the town's, region's and country's recovery from the COVID pandemic. Future lockdowns may arise, for example, and these will need to be monitored with respect to potential impacts on the LUF interventions.

The Council's Economic Strategy also sets out to capture and monitor the impacts of key interventions on the overall development of Ceredigion's key economic indicators.

Impact Stage

For the longer-term impacts, the M&E Plan will set out the metrics that need to be collated as well as the data sources and the means by which out-turn impacts will be captured.

The Council will lead the monitoring and evaluation activities and will work closely with the University and Marine Group to capture the impacts of the LUF programme. The impact stage in the Plan will also cover the following and will be agreed across all parties via the Council and the Delivery Board:

- Data to be used;
- Baseline data sources;
- Data collection methods;
- Frequency of data collection; and
- Benefit owner (e.g. University for Old College, Marine Group and the Council for the public realm / active mode project).

PART 7 DECLARATIONS

7.1 Senior Responsible Owner Declaration

As Senior Responsible Owner for [scheme name] I hereby submit this request for approval to UKG on behalf of [name of organisation] and confirm that I have the necessary authority to do so.

I confirm that [name of organisation] will have all the necessary statutory powers and other relevant consents in place to ensure the planned timescales in the application can be realised.

Name: [REDACTED]

Signed:

[REDACTED]

7.2 Chief Finance Officer Declaration

As Chief Finance Officer for [name of organisation] I declare that the scheme cost estimates quoted in this bid are accurate to the best of my knowledge and that [name of organisation]

- has allocated sufficient budget to deliver this scheme on the basis of its proposed funding contribution
- accepts responsibility for meeting any costs over and above the UKG contribution requested, including potential cost overruns and the underwriting of any funding contributions expected from third parties
- accepts responsibility for meeting any ongoing revenue requirements in relation to the scheme
- accepts that no further increase in UKG funding will be considered beyond the maximum contribution requested and that no UKG funding will be provided after 2024-25
- confirm that the authority commits to ensure successful bids will deliver value for money or best value.
- confirms that the authority has the necessary governance / assurance arrangements in place and that all legal and other statutory obligations and consents will be adhered to.

Name: [REDACTED]

Signed

[REDACTED]

7.3 Data Protection

Please note that the The Ministry of Housing, Communities and Local Government (MHCLG) is a data controller for all Levelling Up Fund related personal data collected with the relevant forms submitted to MHCLG, and the control and processing of Personal Data.

The Department, and its contractors where relevant, may process the Personal Data that it collects from you, and use the information provided as part of the application to the Department for funding from the Levelling Up Fund, as well as in accordance with its privacy policies. For the purposes of assessing your bid the Department may need to share your Personal Data with other Government departments and departments in the Devolved Administrations and by submitting this form you are agreeing to your Personal Data being used in this way.

Any information you provide will be kept securely and destroyed within 7 years of the application process completing.

You can find more information about how the Department deals with your data [here](#).

Annex A - Project One Summary (only required for a package bid)

Project 1											
A1. Project Name											
A Living Harbour											
A2. Strategic Linkage to bid: Please enter a brief explanation of how this project links strategically to the overall bid. (in no more than 100 words)											
The Living Harbour project delivers revitalisation of the marina area, an often-overlooked area of the town and an untapped source of tourism and recreation for Aberystwyth. The redevelopment of marina berths alongside the regeneration of underutilised assets within the marina and harbour will deliver a modern harbour quarter making it a destination in its own right with a thriving hospitality trade and night-time economy, helping to increase visitor numbers to the town. It will be physically connected to the Old College project via the promenade which will see public realm and active travel upgrades as a result of this bid.											
A3. Geographical area: Please provide a short description of the area covered by the bid (in no more than 100 words)											
This project is focused on Aberystwyth Marina and southern end of Trefechan, Aberystwyth, Ceredigion. The areas covered by this project are identified in the map provided in Response A7. Primarily this includes:											
<table border="1"> <thead> <tr> <th>Location</th> <th>Project</th> </tr> </thead> <tbody> <tr> <td>Harbour House</td> <td>Redevelopment from A1 to A3 use class</td> </tr> <tr> <td>Harbour House car park / boat park</td> <td>Creation of marine services workshop</td> </tr> <tr> <td>South Marine Terrace garages</td> <td>Redevelopment to A3 use and visitor accommodation (C3)</td> </tr> <tr> <td>Aberystwyth Marina – Council Pontoons</td> <td>Upgrade of council pontoons to modern serviced berths</td> </tr> </tbody> </table>		Location	Project	Harbour House	Redevelopment from A1 to A3 use class	Harbour House car park / boat park	Creation of marine services workshop	South Marine Terrace garages	Redevelopment to A3 use and visitor accommodation (C3)	Aberystwyth Marina – Council Pontoons	Upgrade of council pontoons to modern serviced berths
Location	Project										
Harbour House	Redevelopment from A1 to A3 use class										
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South Marine Terrace garages	Redevelopment to A3 use and visitor accommodation (C3)										
Aberystwyth Marina – Council Pontoons	Upgrade of council pontoons to modern serviced berths										
A4. OS Grid Reference											
A5. Postcode											
A6. For Counties, Greater London Authority and Combined Authorities/Mayoral Combined Authorities, please provide details of the district council or unitary authority where the bid is located (or predominantly located)	Ceredigion County Council										
A7. Please append a map showing the location (and where applicable the route) of the proposed scheme, existing transport infrastructure and	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No										

other points of particular interest to the bid e.g. development sites, areas of existing employment, constraints etc.																					
A8. Project theme Please select the project theme	<input type="checkbox"/> Transport investment <input checked="" type="checkbox"/> Regeneration and town centre investment <input type="checkbox"/> Cultural investment																				
A9. Value of capital grant being requested for this project (£):	£669,801.00																				
A10. Value of match funding and sources (£):	[REDACTED]																				
A11. Value for Money <p>This section should set out the full range of impacts – both beneficial and adverse – of the project. Where possible, impacts should be described, quantified and also reported in monetary terms. However there may be some impacts where only a qualitative assessment is possible due to limitations in the available analysis. There should be a clear and detailed explanation of how all impacts reported have been identified, considered and analysed. When deciding what are the most significant impacts to consider, bidders should consider what impacts and outcomes the project is intended to achieve, taking into account the strategic case, but should also consider if there are other possible significant positive or negative impacts, to the economy, people, or environment (Limit 250 word)</p>																					
<p>Based on the analysis of Monetised Costs and Benefits), [REDACTED]</p> <p>[REDACTED] The calculations of the BCR are set out below and impacts are estimated in 2021 prices and values.</p>																					
<table border="1"> <thead> <tr> <th>Analysis of monetised costs and benefits</th> <th>Benefits (£m in 2021 PV)</th> </tr> </thead> <tbody> <tr> <td>GVA impacts from direct jobs created</td> <td>[REDACTED]</td> </tr> <tr> <td>GVA impacts from indirect/induced jobs created</td> <td>[REDACTED]</td> </tr> <tr> <td>Total benefits</td> <td>[REDACTED]</td> </tr> <tr> <td>Private sector costs</td> <td>[REDACTED]</td> </tr> <tr> <td>Present Value of Benefits Adjusted (Benefits minus Private Sector Costs)</td> <td>[REDACTED]</td> </tr> <tr> <td>UKG LUF</td> <td>[REDACTED]</td> </tr> <tr> <td>Present Value of Costs</td> <td>[REDACTED]</td> </tr> <tr> <td>Net Present Value</td> <td>[REDACTED]</td> </tr> <tr> <td>BCR</td> <td>7.8 : 1</td> </tr> </tbody> </table>		Analysis of monetised costs and benefits	Benefits (£m in 2021 PV)	GVA impacts from direct jobs created	[REDACTED]	GVA impacts from indirect/induced jobs created	[REDACTED]	Total benefits	[REDACTED]	Private sector costs	[REDACTED]	Present Value of Benefits Adjusted (Benefits minus Private Sector Costs)	[REDACTED]	UKG LUF	[REDACTED]	Present Value of Costs	[REDACTED]	Net Present Value	[REDACTED]	BCR	7.8 : 1
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Net Present Value	[REDACTED]																				
BCR	7.8 : 1																				
<p>The project will lead to creation of employment opportunities including 49 net jobs within the hospitality and marine services industries. [REDACTED]</p> <p>[REDACTED]</p>																					

A12. It will be generally expected that an overall Benefit Cost Ratio and Value for Money Assessment will be reported in applications. If this is not possible, then the application should include a clear explanation of why not.

N/A reported in the Application

A13. Where available, please provide the BCR for this project

The BCR for this project has been calculated as 7.8:1

A14. Does your proposal deliver strong non-monetised benefits? Please set out what these are and evidence them.

There are several impacts associated with the scheme that have not been monetised as part of the appraisal. These should, however, be considered as part of the overall value for money case. These include:

- Increased visitor numbers and spending to the town;
- Increased evening and total footfall;
- Sense of place benefits generated by regeneration of the garage units along South Marine Terrace;
- Supporting future development of the harbour;
- Construction jobs and apprenticeships; and
- Environmental benefits including wellbeing benefits derived from improvements in public realm and accessibility.

A15. Deliverability
Deliverability is one of the key criteria for this Fund and as such any bid should set out any necessary statutory procedures that are needed before it can be constructed.

This project is comprised of a number of individual components which will be phased over the LUF funding period to 2024/25. The statutory procedures that are needed are set out below:

Table 1: Statutory Procedures

Component	Statutory Procedure	Status	Spending Period
Harbour House	Planning Permission	Secured	FY 2021/22
Aberystwyth Marina – Additional Pontoons	Planning not required (or non-material amendment)	Secured	FY 2021/22
Marine Services Workshop and HM Coastguard Building	Planning Permission	To be submitted	FY 2021/22 and 2022/23
South Marine Terrace Garage Redevelopment	Planning Permission	To be submitted	FY 2022/23 and 2023/24

It can be seen from Table 1 above that those elements of the project which have been programmed to begin in FY1 (2021/22) already have the necessary statutory consents in place to allow delivery in the first year. The remaining consents would be obtained in line with the delivery plan set out in **Appendix 5**.

A16. The Bid – demonstrating investment or ability to begin delivery on the ground in 2021-22

As stated in the prospectus UKG seeks for the first round of the funding that priority will be given to bids that can demonstrate investment and ability to deliver on the ground in 2021-22

A17. Does this project includes plans for some LUF expenditure in 2021-22?

Yes

No

A18. Could this project be delivered as a standalone project or do it require to be part of the overall bid?

Yes

No

A19. Please provide evidence

Whilst this project is fundamental to the regenerative impacts of the bid as a whole on the Aberystwyth economy, it would be possible to deliver this scheme as a standalone project. The land ownership is under the control of the Marine and Property Group Ltd / Aberystwyth Marina Ltd as well as Ceredigion County Council. Third party funding is being provided by the Marine and Property Group and there is no financial relationship or dependencies between this project and the other

	component projects which comprise this LUF bid.
A20. Can you demonstrate ability to deliver on the ground in 2021-22.	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
A21. Please provide evidence	Please see attached Appendix 4 . These provide evidence of the obtained planning permission for Harbour House, as well as contractor quotes for Harbour House and the leisure pontoons replacement within Aberystwyth Marina. TMPGL confirm that the contractor is ready to start work as per the identified timetable as set out in the delivery plan (Appendix 5).
Statutory Powers and Consents	
A22. Please list separately each power / consents etc obtained, details of date acquired, challenge period (if applicable) and date of expiry of powers and conditions attached to them. Any key dates should be referenced in your project plan.	<p><u>Harbour House</u></p> <p>Application Number: [REDACTED] Date of Application: [REDACTED] Site Location: Aberystwyth Marine, Y Lanfra, Trefechan, SY23 1AS Proposal: [REDACTED] [REDACTED] Decision Date: [REDACTED] Expiry Date: [REDACTED]</p> <p>Please see attached Appendix A2, for evidence of granted planning permission.</p>
A23. Please list separately any <u>outstanding</u> statutory powers / consents etc, including the timetable for obtaining them.	<p>The following outstanding statutory consents are required to deliver the project:</p> <ul style="list-style-type: none"> ■ Coastguard Building – planning permission is yet to be granted but envisaged to be obtained by Q4 2021 ■ Marine Terrace garages redevelopment – planning permission is yet to be granted but envisaged to be obtained by Q2 2023 <p>TMPGL will be responsible for obtaining the necessary planning consents.</p>

Annex B - Project Two description and funding profile (only required for package bid)

Project 2	
B1. Project Name	New Life for Old College
B2. Strategic Linkage to bid:	
<p>Please enter a brief explanation of how this project links strategically to the overall bid. (in no more than 100 words)</p>	
<p>The Old College is the most important and prominent building on the Aberystwyth promenade. This gothic Grade 1 listed building is vacant and in poor repair. Two Georgian villas next door are derelict. The bid to include the Cambria in the project brings a coherent block of buildings into public use as the biggest regeneration project on the seafront since the original development in 1865.</p> <p>The linkage with improvements to the promenade and harbour provides visitor and community benefits to the southern seafront and harbour in an integrated scheme which will significantly enhance its prospects and appeal as a destination.</p>	
B3. Geographical area:	
<p>Please provide a short description of the area covered by the bid (in no more than 100 words)</p>	
<p>Old College, the University home since 1872 will be repurposed as a major new venue and facility for the university and local community and year-round destination, four-star hotel and visitor attraction to regenerate the seafront and town.</p> <p>A new extension with a central foyer and a roof top function room for 220 links the Cambria and two Georgian villas to Old College.</p> <p>The Cambria adds 28 bedrooms to the 31 in Old College and additional spaces for community and university use, together with significant enhancements to the collection displays across 6 galleries and public spaces.</p>	
B4. OS Grid Reference	██████████
B5. Postcode	██████████
B6. For Counties, Greater London Authority and Combined Authorities/Mayoral Combined Authorities, please provide details of the district council or unitary authority where the bid is located (or predominantly located)	Ceredigion County
B7. Please append a map showing the location (and where applicable the route) of the proposed scheme, existing transport infrastructure and other	

points of particular interest to the bid e.g. development sites, areas of existing employment, constraints etc.	
B8. Project theme Please select the project theme	<input type="checkbox"/> Transport investment <input checked="" type="checkbox"/> Regeneration and town centre investment <input checked="" type="checkbox"/> Cultural investment
B9. Value of capital grant being requested for this project (£):	£5.38 (15.6%)
B10. Value of match funding and sources (£):	[REDACTED]
B11. Value for Money	
<p>This section should set out the full range of impacts – both beneficial and adverse – of the project. Where possible, impacts should be described, quantified and also reported in monetary terms. However there may be some impacts where only a qualitative assessment is possible due to limitations in the available analysis. There should be a clear and detailed explanation of how all impacts reported have been identified, considered and analysed. When deciding what are the most significant impacts to consider, bidders should consider what impacts and outcomes the project is intended to achieve, taking into account the strategic case, but should also consider if there are other possible significant positive or negative impacts, to the economy, people, or environment (250 words)</p>	
<p>The following monetisable benefits have been included within the BCR:</p> <ul style="list-style-type: none"> • Land value uplift – The key benefit considered by MHCLG, land value uplift captures the economic efficiency benefits of converting land into a more productive use. The assessment of LVU has been based on standard benchmarks for the hotel accommodation, in the absence of a detailed development appraisal. • Wider land value uplift / place-making effects - Wider placemaking effects have been estimated using Valuation Office Agency (VOA) data for commercial analysis and Council Tax band data for the residential value assessment. A catchment area has been defined in line with MHCLG advice. An uplift of 1.4% has been assumed in the catchment area. • Labour supply benefits - the creation of new jobs at Old College and the Cambria redevelopment will attract new workers into the labour supply, resulting in an increased labour pool and supply side benefits. • Skills uplift – the BCR captures increased productivity associated with skills improved through training opportunities in the delivery of the project. The LUF proposal also creates opportunities (not monetised) for work experience; placements; and learning, research and creative opportunities across a range of subjects (see A14). 	

- **Wellbeing benefits** – wellbeing valuation techniques apply monetary values to the wellbeing arising from various different activities. The BCR captures wellbeing benefits from:
 - Attending arts and cultural events
 - Visiting heritage buildings
 - Residents not currently employed entering employment
 - Volunteering
 - Young people attending regular youth groups.

Other economic outputs not captured in the BCR include:

Local economic outcomes			
	Current project	Cambria & Exhibition LUF enhancement	LUF uplift
Unique visitors			
Visitor spend - offsite			
Gross jobs			
Gross GVA p.a.			
Net jobs			
Net GVA p.a.			
Annual deficit / contribution (by yr 3)			

B12. It will be generally expected that an overall Benefit Cost Ratio and Value for Money Assessment will be reported in applications. If this is not possible, then the application should include a clear explanation of why not.

A Benefit Cost Ratio has been estimated for the LUF enhancement to the existing Old College project. Two over-arching assumptions apply to the value for money assessment:

- Future costs and benefits are discounted at the HM Treasury's standard discount rate of 3.5% per annum; and
- Net present values are presented in 2021 prices.

To convert the financial costs to economic costs, the costs have been profiled by year, converted to 2021 constant prices and discounted at the standard Treasury rate of 3.5% per annum. Optimism Bias has been applied at a mitigated rate of 15%, reflecting the well-developed nature of the project. The public sector economic costs of the current project and LUF enhancement are shown below:

Public Sector Economic Costs, £m	
Current project	
Cambria & Exhibition LUF enhancement	

The net marginal public sector economic costs of the LUF option (over and above the existing project) are:

Net marginal public sector costs	
Cambria & Exhibition LUF enhancement	██████████

The assessment of economic benefits has been undertaken in full compliance with the HM Treasury Green Book and relevant Departmental guidance published by the Ministry for Housing, Communities and Local Government (MHCLG). It has also had regard to specific advice published by MHCLG in relation to LUF bids.

The appraisal summary table below sets out the estimated costs and benefits of the Old College project. It is estimated that the scheme as a whole will generate monetised benefits of more than ██████████ with the LUF enhancement contributing nearly ██████████ of these benefits.

The net marginal economic costs (including Optimism Bias) are ██████████ resulting in a BCR for the LUF-funded element of **2.3:1**, representing high value for money.

Economic costs and benefits (NPV, £m)			
	Existing Old College project	With LUF enhancements	LUF Uplift
Costs			
Net marginal public sector costs (inc. OB)	██████████	██████████	██████████
Benefits			
Land Value Uplift			
Wider Land Value Uplift / Place-making effects			
Labour supply benefits			
Wellbeing from attending arts and cultural events			
Wellbeing benefits from visiting heritage buildings			
Wellbeing of residents moving into employment			
Wellbeing benefits from volunteering			
Wellbeing benefits experienced by young people			
Skills uplift			
Net marginal social value	██████████	██████████	£██████████
LUF project BCR			2.3

B13. Where available, please provide the BCR for this project	2.3:1
B14. Does your proposal deliver strong non-monetised	The proposed LUF investment in the Old College project will result in a range of important wider impacts, which have been identified through

benefits? Please set out what these are and evidence them.

experience of similar interventions and the ongoing analysis of needs and opportunities undertaken to inform development of the Old College proposals:

- **Opportunities for enhanced student learning opportunities** – particularly linked to tourism, heritage, culture and the arts – including work experience, placements, work-related projects and an enhanced work-related curriculum.
- **Acting as a catalyst for further investment and regeneration through placemaking impacts** – by delivering a high quality redevelopment which is sympathetic to the historical setting;
- **Image benefits** – the enhanced exhibition space will enable higher profile / more ambitious exhibitions to be hosted, attracting attention and press coverage both locally and across wider geographies, and enhancing the image of Aberystwyth;
- **Improving the town’s visitor offer** – through improved linkages to other new attractions, through the links along the promenade to the improved harbour
- **Encouraging graduate retention** through promoting the growth of the arts and cultural sector in the workspace to be accommodated at the Cambria, with its associated skills and enterprise benefits; and
- **Sustainable development** – by incorporating sustainability principles in the delivery of the scheme.

A weighting and scoring system has been used to assess these impacts – the figure below demonstrates the most important wider benefits relate to catalysing further investment and providing opportunities for students to develop their skills. Overall, substantial wider benefits are expected with a score of 8.1/10.

Weighting and scoring of the qualitative benefits			
Wider benefit	Weight	Old College LUF enhancement	
		Score	Weighted score
Student learning	5	4	20
Catalyst for investment	3	3	9
Image	1	1	1
Visitor offer	1	1	1
Graduate retention	1	1	1

	Sustainable development	████	████	████
	Total	100%		8.1 (Very High)

B15. Deliverability

Deliverability is one of the key criteria for this Fund and as such any bid should set out any necessary statutory procedures that are needed before it can be constructed.

The New Life for Old College project is out to tender for a main contractor with a deadline of June 25th for the works on Old College, the two villas and the new atrium extension. These works at about █████ are expected to start on site in August and complete in April 2023.

The application for LUF funding extends the project to include the Cambria building next door to develop the whole seafront “block” as one coherent project which can proceed in tandem with the works on the other four building on this site.

This is followed by the enhancement and additions to the interpretation and exhibitions of the university collections and stories across the six galleries and wayfinding across the whole site.

Purchase of the Cambria can be achieved within a short timeframe once funding is secured, the sale price is agreed and the owners are keen to cooperate.

Design work on the refurbishment can then accelerate to complete within a few months and is expected to be well advanced during 2021- 22 if funding confirmation is agreed in early autumn 2021. Construction works will begin in 2022-23 and complete in 2023-24.

Design work and commissioning of enhanced exhibitions and additional exhibitions can also proceed quickly once funding is confirmed to enable fit out in 2022-23 and early 23- 24.

B16. The Bid – demonstrating investment or ability to begin delivery on the ground in 2021-22

As stated in the prospectus UKG seeks for the first round of the funding that priority will be given to bids that can demonstrate investment and ability to deliver on the ground in 2021-22

B17. Does this project includes plans for some LUF expenditure in 2021-22?

- Yes
- No

B18. Could this project be delivered as a standalone project or do it require to be part of the overall bid?

- Yes
- No

B19. Please provide evidence

The project is ready to go and does not depend on the promenade or harbour improvements to proceed but enabling all three elements will provide a stronger and more attractive visitor destination and community

	resource for the southern side of the Aberystwyth seafront and town.
B20. Can you demonstrate ability to deliver on the ground in 2021-22.	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
B21. Please provide evidence	<p>The owners of the Cambria are ready to sell to the University for an agreed price and keen to support the project.</p> <p>The current project design, project management and quantity surveyor teams have been engaged to consider concept proposals for combining the Cambria with the new atrium with shared lifts and linkage between the Cambria and the new atrium across all floors, and have undertaken an initial condition and site survey of the Cambria building which gives strong indications that the plans are feasible, affordable and capable of significant benefit to the overall project in architectural, business, community, cultural and educational/ heritage benefits.</p> <p>Extending the project to include the LUF elements is straightforward and can begin immediately on confirmation of funding. It would be immensely beneficial if a LUF decision could be made in September / October to enable works in tandem with the main contractor's construction elements on the other buildings. The design and procurement of the additional exhibitions and enhancements can also begin immediately on confirmation of funding.</p>
Statutory Powers and Consents	
B22. Please list separately each power / consents etc. obtained, details of date acquired, challenge period (if applicable) and date of expiry of powers and conditions attached to them. Any key dates should be referenced in your project plan.	<p>Full Planning permission for the Old College, the two villas and new atrium was achieved in August 2019 prior to the Round 2 application for NLHF funding. Conditions included a requirement to provide car parking for 30 cars through establishing a 25-year legal agreement with St Michael's church.</p> <p>Other conditions include requirements of the main contractor such as, traffic plan, temporary construction plan which will be provided following the main contractor appointment and conditions required by the design team as designs proceed through RIBA 5 and 6 and aspects relating to biodiversity SuDS drainage approval and a Section 278 highways agreement. Arrangements are in place to fulfill all of these conditions as the projects starts on site- the</p>

	<p>SuDs drainage application, Building Regulations application, LBC application and car park planning permission applications have all been submitted and discussions continue with the local authority to deliver decisions by August when we wish to start on site.</p> <p>Asbestos removal has been ongoing since early February and has been delivered with all appropriate permissions and approvals and will complete in the first week in July 2021.</p>
<p>B23. Please list separately any <u>outstanding</u> statutory powers / consents etc, including the timetable for obtaining them.</p>	<p>Applications currently underway with the local authority include:</p> <ol style="list-style-type: none"> 1) LBC – the validation notes an expected completion date of August 4th 2021; 2) The car park planning application and application to Faculty of the Church in Wales has been submitted and is expected to be decided upon by the end of July. The legal lease agreement is expected to be completed too by end of July to begin in January 2023; 3) The Section 278 and Building Regulations approval and Suds SAB drainage applications are also on track to be complete in August; 4) A legal agreement to lease the crazy golf area adjoining Old College to provide a contractors' compound is expected to be in place by the end of July; 5) A Party wall agreement is under negotiation and notice has been served on the Cambria owners but this will not be needed if the Cambria is purchased by the University using LUF funding. 6) Negotiations are ongoing with HMRC regarding the VAT position and the % to be recovered under a partial recovery arrangement; and 7) Arrangements are in hand to establish a trading arm to manage the Old College as part of the University group. <p><i>New applications for the Cambria building</i></p> <p>Following confirmation of LUF funding a change of use planning application and application for a small extension on the second and third floor on the inland King Street side of the Cambria will be required to enable the lift access from the new build Old College atrium to the second and third floors of the Cambria – this extension will entail 108m² of new build compared</p>

	<p>to 1,211 m² of refurbishment of the internal areas of the Cambria.</p> <p>Listed Building Consent will also be required for the Cambria internal changes in this Grade 2 listed building together with Building Regulation consent.</p> <p>These applications for the Cambria building are expected to be much less onerous and less substantial than the changes which have been and are under discussion with the local authority for the Grade 1 listed Old College.</p> <p>The additions and enhancements of the exhibition displays will require no additional permissions or consents.</p>
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Annex C – Project Three- description and funding profile (only required for package bid)

Project 3	
C1. Project Name	A Revitalised Promenade
C2. Strategic Linkage to bid:	
Please enter a brief explanation of how this project links strategically to the overall bid. (in no more than 100 words)	
<p>This project will provide much enhanced public realm along the promenade in Aberystwyth as well as offering greatly improved walking and cycling connectivity between the marina area towards the south of the town, the Old College site and the northern part of the town. The project also features new street lighting and a new pedestrian/cycle footbridge.</p> <p>The project is integral to the bid as it will directly align with both the marina and Old College developments. With a focus on improving visitor numbers to these sites, the active mode corridor will offer a sustainable means of helping to achieve this.</p>	
C3. Geographical area:	
Please provide a short description of the area covered by the bid (in no more than 100 words)	
<p>The project is situated close to the seafront in Aberystwyth. It is essentially a north-south corridor that links the marina area towards the south of the town with the Old College development towards the centre (between King Street and the New Promenade) and the area just to the north of this.</p> <p>The corridor follows the alignment of National Cycle Route 81, the New Promenade and Marine Terrace. The route therefore covers an important walking and cycling route linking an area of the town that has traditionally had poor connectivity compared to the northern part of the town.</p>	
C4. OS Grid Reference	
C5. Postcode	
C6. For Counties, Greater London Authority and Combined Authorities/Mayoral Combined Authorities, please provide details of the district council or unitary authority where the bid is located (or predominantly located)	Ceredigion County Council
C7. Please append a map showing the location (and where applicable the route) of the proposed scheme, existing transport infrastructure and other points of particular interest to the bid e.g. development sites, areas of existing employment, constraints etc.	
C8. Project theme Please select the project theme	<input checked="" type="checkbox"/> Transport investment <input type="checkbox"/> Regeneration and town centre investment <input type="checkbox"/> Cultural investment

C9. Value of capital grant being requested for this project (£):	£4,800,050
C10. Value of match funding and sources (£):	N/A
<p>C11. Value for Money</p> <p>This section should set out the full range of impacts – both beneficial and adverse – of the project. Where possible, impacts should be described, quantified and also reported in monetary terms. However there may be some impacts where only a qualitative assessment is possible due to limitations in the available analysis. There should be a clear and detailed explanation of how all impacts reported have been identified, considered and analysed. When deciding what are the most significant impacts to consider, bidders should consider what impacts and outcomes the project is intended to achieve, taking into account the strategic case, but should also consider if there are other possible significant positive or negative impacts, to the economy, people, or environment</p> <p>The VfM assessment of this project is based on the following:</p> <ul style="list-style-type: none"> • Use of DfT's Active Mode Appraisal Toolkit (AMAT) to calculate a range of economic, environmental and health benefits associated with the enhanced walking and cycling infrastructure (and consequent uplift in active mode usage); and • Quantity Surveying (QS) cost estimates covering the overall public realm and active mode scheme. <p>The active mode benefits cover the following (all values reported below are in 2021 prices and have been discounted over the standard AMAT 30-year appraisal period. The discount rate is 3.5% per annum):</p> <div style="background-color: black; width: 100%; height: 150px; margin: 10px 0;"></div> <p>These outcomes generate over [REDACTED] in various types of benefits over the appraisal period and when compared to the total cost of the project [REDACTED] Very High Value for Money is generated as the BCR is 1.2.</p> <p>As the results indicate, the main benefits are those from reduced risk of premature deaths given the forecast increases in walking and cycling once the new scheme is in place (35% and 48% respectively based on empirical evidence from similar schemes) and journey ambience improvements. The latter reflect the significant improvements to the public realm in the corridor, including new street lighting as well as much improved quality of pavement / cycle way surfacing, better</p>	

wayfinding infrastructure and the general improvement to overall ambience on the corridor.

The public realm scheme also aligns with national decarbonisation and sustainable transport objectives as there will be provision of Electric Vehicle (EV) charging points at various locations and to encourage modal shift away from private car travel through the enhanced active mode corridor. Modal shift to healthier, more sustainable modes of transport in the town centre will also help to reduce road congestion in this part of Aberystwyth.

The public realm project will also complement the other developments being pursued through this funding application. This encompasses the upgrading/improvement of the lighting along the promenade to install decorative LED lanterns, thus reducing energy costs and carbon emissions.

The active mode corridor will improve access to key locations within the castle grounds, such as Cor-y-Castell and sheltered seating along the perimeter by re-aligning the highway and providing safe active travel access points to improve access for pedestrians and to discourage the use of motor vehicles.

Accessibility improvements will also be delivered through a new pedestrian footbridge linking the marina with the west side of the harbour and the promenade.

Finally, the public realm project will enhance and compliment the cultural and heritage assets along the promenade.

C12. It will be generally expected that an overall Benefit Cost Ratio and Value for Money Assessment will be reported in applications. If this is not possible, then the application should include a clear explanation of why not.

As reported in C11, a BCR has been calculated.

C13. Where available, please provide the BCR for this project

BCR = 1.2

C14. Does your proposal deliver strong non-monetised benefits? Please set out what these are and evidence them.

As well as the monetised impacts reported above, the public realm scheme will support the other two elements of the bid (Old College and the marina) by offering a much-enhanced environment to attract visitors to the town and to these two upgraded developments. The scheme will thus support the wider aims of boosting visitors to the town, generating new employment opportunities through increased numbers of visitors and helping the recovery from the pandemic and the impact this has had on the crucial visitor economy. Provision of EV charging points and cycle stands /

	parking facilities will also support wider decarbonisation objectives and will help the town and region to meet its goals with respect to sustainable transport and development.
C15. Deliverability	
Deliverability is one of the key criteria for this Fund and as such any bid should set out any necessary statutory procedures that are needed before it can be constructed.	
The works proposed under the public realm proposals are either on Council owned land, or on highway land, with Ceredigion County Council being the highway authority and so no statutory procedures are deemed necessary for the construction works. There would be a need to follow a statutory process for the amendment of traffic orders on sections of the highway, but these are not considered onerous or a risk to delivery at this point.	
C16. The Bid – demonstrating investment or ability to begin delivery on the ground in 2021-22	
As stated in the prospectus UKG seeks for the first round of the funding that priority will be given to bids that can demonstrate investment and ability to deliver on the ground in 2021-22	
C17. Does this project includes plans for some LUF expenditure in 2021-22?	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
C18. Could this project be delivered as a standalone project or do it require to be part of the overall bid?	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
C19. Please provide evidence	The Highways and Environmental Services team at Ceredigion County Council has confirmed that the public realm works to improve the environment along the promenade is not reliant on either the New Life for Old College or A Living Harbour projects being approved and can be implemented as a standalone project if necessary.
C20. Can you demonstrate ability to deliver on the ground in 2021-22.	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
C21. Please provide evidence	How much can be delivered is dependent on when LUF approval is received, but there is certainly scope to phase/package the works to maximise

	<p>delivery/expenditure and the programme will evidence that. A significant proportion of expenditure in will be incurred in 2021/22. This is most likely to cover the street lighting along North Promenade and some resurfacing works (as well as commencement of the wider project before the end of March 2022).</p>
<p>Statutory Powers and Consents</p>	
<p>C22. Please list separately each power / consents etc obtained, details of date acquired, challenge period (if applicable) and date of expiry of powers and conditions attached to them. Any key dates should be referenced in your project plan.</p>	<p>Ceredigion County Council is the local highway authority and so would be using its powers under the Highways Act 1980 for the majority of the works. The Highways and Environmental Services team at Ceredigion County Council are aware of any consents required/obtained, and therefore any expiry dates associated with these.</p>
<p>C23. Please list separately any <u>outstanding</u> statutory powers / consents etc, including the timetable for obtaining them.</p>	<p>The only outstanding 'consent' at this time is the changes to the Traffic Regulation Order (TRO). These will be processed/consulted upon when the Council has been given indication of the funding award. The process can start without formal award, but the Council will need some indication to commence the process. The timescales for this will be around 9 weeks and will include two 21-day consultation periods. Firstly, with the emergency services and secondly, with the general public.</p>

ANNEX D - Check List Great Britain Local Authorities

Questions	Y/N	Comments
4.1a Member of Parliament support		
MPs have the option of providing formal written support for one bid which they see as a priority. Have you appended a letter from the MP to support this case?	Y	Provided in Appendix Q4.1a – MP Support
Part 4.2 Stakeholder Engagement and Support		
Where the bidding local authority does not have responsibility for the delivery of projects, have you appended a letter from the responsible authority or body confirming their support?	N/A	
Part 4.3 The Case for Investment		
For Transport Bids: Have you provided an Option Assessment Report (OAR)	N/A	
Part 6.1 Financial		
Have you appended copies of confirmed match funding?	Y	Provided in Appendix Q6.1c - Funding
The UKG may accept the provision of land from third parties as part of the local contribution towards scheme costs. Please provide evidence in the form of a letter from an independent valuer to verify the true market value of the land. Have you appended a letter to support this case?	N/A	
Part 6.3 Management		
Has a delivery plan been appended to your bid?	Y	Provided in Appendix Q6.3b – Delivery Plan
Has a letter relating to land acquisition been appended?	N/A	
Have you attached a copy of your Risk Register?	Y	Provided in Appendix Q6.1f – Risk Register
Annex A-C - Project description Summary (only required for package bid)		
Have you appended a map showing the location (and where applicable the route) of the proposed scheme, existing transport infrastructure and other points of particular interest to the bid e.g. development sites, areas of existing employment, constraints etc.	Y	Provided in Appendix Annex A1B1 C1,2,3

Annex E Checklist for Northern Ireland Bidding Entities

Questions	Y/N	Comments
Part 1 Gateway Criteria		
You have attached two years of audited accounts		
You have provided evidence of the delivery team having experience of delivering two capital projects of similar size and in the last five years		
Part 4.2 Stakeholder Engagement and Support		
For transport bids, have you appended a letter of support from the relevant district council		
Part 6.1 Financial		
Have you appended copies of confirmed match funding		
The UKG may accept the provision of land from third parties as part of the local contribution towards scheme costs. Please provide evidence in the form of a letter from an independent valuer to verify the true market value of the land.		
Part 6.3 Management		
Has a delivery plan been appended to your bid?		
Has a letter relating to land acquisition been appended?		
Have you attached a copy of your Risk Register?		
Annex A-C - Project description Summary (only required for package bid)		
Have you appended a map showing the location (and where applicable the route) of the proposed scheme, existing transport infrastructure and other points of particular interest to the bid e.g. development sites, areas of existing employment, constraints etc.		