

Meeting of:	Cabinet
Date of Meeting:	Monday, 14 March 2022
Relevant Scrutiny Committee:	Environment and Regeneration
Report Title:	Barry Growth Programme
Purpose of Report:	To update Cabinet on the work of the Barry Growth Programme and seek approval to submit funding applications.
Report Owner:	Deputy Leader and Cabinet Member for Education and Regeneration
Responsible Officer:	Chief Executive
Elected Member and Officer Consultation:	<p>Leader</p> <p>Managing Director</p> <p>Director of Environment and Housing</p> <p>Head of Regeneration and Planning</p> <p>Head of Housing and Building Services</p> <p>Interim Head of Finance/S151 Officer</p> <p>Operational Manager, Property</p> <p>Operational Manager, Regeneration</p> <p>Operational Manager, Accountancy</p> <p>Principal Lawyer</p>
Policy Framework:	This is a matter for Executive Decision
<p>Executive Summary:</p> <ul style="list-style-type: none"> • Consultants Rothwell have been commissioned to support the Council in preparing the Barry Growth Programme. This programme will be made up of an ambitious vision and narrative for Barry, a spatial Masterplan and a 10-year investment plan, with identifies early catalyst projects. This report updates Cabinet on the work to date and seeks support for the early direction of travel outlined (Appendix A). • The UK Government has set out its Levelling Up agenda and released a White Paper in advance of funding rounds opening in the Spring of 2022. This report is requesting that powers be delegated 	

to submit bids to the Levelling Up Fund as required, forming a first wave of projects within the Barry Growth Programme.

Recommendations

1. THAT Cabinet notes and endorses the emerging findings and initial proposals within the Barry Growth Programme.
2. THAT authority be granted to the Monitoring Officer/ Head of Legal and Democratic Services to enter into agreements with relevant landowners and partner organisations to enable the development of a Vale of Glamorgan Council application for a package bid of projects within the Barry Growth Programme to be submitted to the UK Levelling Up Fund.
3. THAT authority be granted to the Head of Regeneration and Planning, in consultation with the Chief Executive and Leader and Deputy Leader as Cabinet Member for Education and Regeneration and subject to the approval of the Barry Regeneration Project Board, to submit a grant application and associated funding packages, including match funding from sources identified for regeneration purposes, for a Levelling Up Fund package bid of up to 3 projects on behalf of the Vale of Glamorgan Council.
4. THAT authority be granted to the Head of Regeneration and Planning, in consultation with the Chief Executive and Leader and Deputy Leader as Cabinet Member for Education and Regeneration subject to the approval of the Barry Regeneration Project Board, to submit an Investment Plan linked to the UK Government Shared Prosperity Fund on behalf of the Vale of Glamorgan Council.
5. THAT the use of the urgent decision procedure as set out in Section 14.14 of the Council's Constitution be exercised in advance of Levelling Up funding rounds opening in the Spring of 2022.

Reasons for Recommendations

1. To ensure the work underway is consistent with the strategic place-based ambitions of the Council
2. To ensure that a suitable funding package is in place and enable the submission of grant applications in a timely manner and to give pace and impetus to the Council's overarching ambitions for Barry and its communities.
3. To ensure that the Council is able to respond to the timescales and technical guidance when submitting proposals to the UK Government.
4. To ensure that project applications comply with grant scheme technical guidance.
5. To ensure being able to submit a first wave of projects within the Barry Growth Programme.

1. Background

- 1.1 The Barry Regeneration Project Board approved £120,000 of the Barry Regeneration reserve as funding to support the preparation of a Barry Growth Programme.

- 1.2 Consultants Rothwell have been commissioned to support the Council in preparing the Barry Growth Programme. This programme will be made up of an ambitious vision and narrative for Barry, a spatial Masterplan and a 10-year investment plan. Appendix A gives a high level initial outline of the emerging evidence and narrative for early consideration. These headlines have been initially reviewed by both the Barry Place Board and Barry Town Council Leader and received positive feedback.
- 1.3 The Programme will identify a range of sustainable **regeneration, investment and development opportunities** that could be realistically delivered over the next decade in Barry, an area including the town centre, waterfront, docks and Island, along with Enterprise Zone employment land towards Cardiff Airport – all with a focus on improving equality, prosperity and economic growth potential for all communities in and by implication, around Barry, the Vale of Glamorgan and beyond.
- 1.4 On 2 February 2022 the UK Government published the Levelling Up White Paper – “Levelling Up the United Kingdom”. The Paper provides details of 12 new missions across four broad areas: boosting productivity and living standards by growing the private sector, especially in those places where they are lagging; spreading opportunities and improving public services, especially in those areas where they are weakest; restoring a sense of community, local pride and belonging, especially in those places where they have been lost; and, empowering local leaders and communities, especially in those places lacking local agency.
- 1.5 It is expected that the bidding round for the Levelling Up Fund (LUF) will open in early Spring 2022. The UK Shared Prosperity Fund, from which all Councils across the UK are expected to receive an allocation, will follow in the first half of 2022. Whilst the UK Levelling Up White Paper has been published, the detailed criteria and technical guidance for both funding programmes has yet to be released.

2. Key Issues for Consideration

- 2.1 The emerging narrative for Barry balances local community ambition and aspiration with an accurate analysis of the key issues limiting widespread economic equality and prosperity. It seeks to develop an emerging narrative which is both recognisable to the local community – whilst also meeting strategic aims of local, Welsh and UK policy as well as a realistic assessment of market viability and potential private investment interest. This alignment will be critical to ensure that Barry maximises both public and private investment for the future.
- 2.2 The Council has identified three initial project opportunities which could act as a real catalyst for wider investment across Barry. The LUF is a suitable and timely source of significant public funding for these projects. The Council therefore wishes to submit a package LUF bid (which may comprise up to three related projects). At this stage the funding criteria and final timescale has yet to be published. There is every possibility that the Council will need to move quickly

within a constrained and complex process, involving commercially sensitive partnerships.

- 2.3** The Council's Barry Regeneration Project Board will have oversight and will ensure that projects are viable and fit within the strategic vision of the Barry Growth Programme.
- 2.4** The projects will form a potential package of activity to act as a 'catalyst for regeneration' around Barry waterfront (Barry Docks Zone) and connections to the Town Centre. The proposed investments have the potential to realise significant private investment and bring transformational change. They increase community aspirations for Barry, improve the overall physical environment around the waterfront and offer significant quality job creation.
- 2.5** The first project aims to unlock viability of the Barry Docks waterfront (west) through the development of a marina, associated infrastructure and commercial and employment uses. ABP is a key stakeholder, being both the major landholder and operator of the port and discussions with ABP have been extremely positive to date.
- 2.6** The second project involves the delivery of new employment land near to the waterfront, comprising supporting infrastructure for the development of high quality, sustainable office and light industrial space.
- 2.7** The third project includes the delivery of new community and leisure space on land adjacent to the docks.
- 2.8** Included within all the above projects (Non LUF funded) will be the key aim of linking the Town Centre with the waterfront and improved sustainable transport adjacent to Barry Docks that builds on planned transport investments (Sustainable Transport Hub: Barry Docks). The project offers potential to include E-bikes and other relevant infrastructure to support active travel and access improvements. All projects will also work towards reducing carbon impacts.
- 2.9** These projects will complement the previously successful bid for the UK Government's Community Renewal Fund (CRF) which totalled over £1 million. As part of this bid the Council secured £444,950 to help enable a long-term cultural shift towards more people working closer to home, revitalising communities, protecting our environment, and strengthening the foundational economy. This will include identifying co-working opportunities to provide appealing and professional environments from which to work and study.
- 2.10** The CRF is the precursor to the Shared Prosperity Fund which will seek to support communities and place, people and skills and local businesses. It is expected that the SPF will be launched in March with guidance following in April and Councils required to submit their investment plans in June.

3. How do proposals evidence the Five Ways of Working and contribute to our Well-being Objectives?

- 3.1** The proposals set out in this report accord with the five ways of working as follows:

a) **Involvement** – The Barry Growth Plan has and will continue to be subject to discussions and engagement with partners as well as wider community engagement. Wide ranging engagement will be a fundamental part of the programme and will be something that will be progressed if the recommendations are accepted by Cabinet. To this end an engagement and communication programme will be developed.

b) **Collaboration** – The Barry Growth Plan and projects brought forward in the Barry Growth Programme will involve collaboration with other public sector bodies, investors/developers and third sector.

c) **Integration** - The delivery of the Barry Growth Programme creates the opportunity for departments from across the Council to work closely and in an integrated manner to achieve the delivery of regeneration across Barry. In the same way, the programme has at its heart a range of interventions all aimed at promoting the economic and social well-being of Barry and wider Vale of Glamorgan.

d) **Prevention** – The project aims to prevent piecemeal regeneration by establishing a long-term investment plan for Barry based on widespread consultation, a clear narrative and data that attempt to identify the issues and opportunities in Barry and projects to tackle and support these.

e) **Long Term** – The Barry Growth Plan and its Barry Growth Programme aims to establish a ten -year vision for the regeneration of the Barry area.

4. Resources and Legal Considerations

Financial

- 4.1 Levered Public and private match funding will need to be identified as part of any applications. The Council has appointed advisors in relation to the structuring of funding packages including ensuring compliance with state aid / Subsidy Control rules and these costs will be financed from already approved regeneration funding.
- 4.2 Schemes will need to be structured in a way that will satisfy current State Aid / Subsidy Control guidance. Professional advice will be sought on this matter prior to bidding.

Employment

- 4.3 The delivery of regeneration projects across the Barry area over the next ten years will create new employment opportunities.

Legal (Including Equalities)

- 4.4 As part of any submissions, it may be necessary to enter into legal agreements with third parties subject to the agreement of Heads of Terms.

- 4.5** Due diligence will be undertaken prior to entering into any contracts with the Department for Levelling Up, Housing and Communities.
- 4.6** If funding is awarded, the Council will be responsible for contracting third parties to deliver projects.

5. Background Papers

None.

APPENDIX A

Emerging findings and outline: Barry Growth Programme



Rothwell, working with a group of associates including **FCB Studios**, have been engaged by the Vale of Glamorgan Council to support their work on an ambitious, long-term growth and regeneration plan for Barry: **The Barry Regeneration Investment Plan**.

Rothwell is undertaking 3 main pieces of work until summer 2022:

1. An ambitious **vision and narrative for Barry** (based on evidence and alignment to UK, Wales, Vale of Glamorgan and Barry policy and previous work).
2. Developing a spatial **Masterplan for Barry** – thinking about a future, deliverable vision for key areas such as the town centre, the waterfront (and links between the 2) as well as priority commercial areas, such as the innovation quarter and the Docks area.
3. A 10-year **Barry Regeneration Investment Plan**, with a ‘critical path’ identifying immediate investment opportunities, through to longer term, at scale developments (including investment in people, business and the area itself – such as commercial development and infrastructure).

This Appendix outlines emerging findings and headlines. The purpose of this note is to ensure that the overall direction of travel is in line with Council ambition and strategic focus. Following Cabinet feedback, it will also be used to further test the work and continue to evolve it alongside key community and stakeholder groups as part of a dedicated Communication and Engagement Plan.

Rothwell have undertaken a detailed review and analysis of a wide evidence base (incorporating economic impacts of Covid) – aiming to capture both the needs of and opportunities for Barry and its communities. This analysis has shaped the emerging Barry narrative and vision and informs the context for the Barry Masterplan and Barry Regeneration Investment Plan.

We summarise the evidence headlines below. The evidence itself should be familiar to the Council and we do not set out all detail here. Rather, we outline consequences and responses to these evidence issues.

1) PERSISTENT INEQUALITY

28% of Barry's population live in the 10 areas (Lower Super Output Areas – LSOAs) which are among the worst 20% in Wales from the Index of Multiple Deprivation (IMD) 2019. These measures include a range of facets of deprivation, including income, employment, health, housing, environment and crime.

There are nationally significant levels of inequality within Barry. Ensuring key improvements of opportunity for all will be central to Barry's overall future prosperity.

To help address inequalities it will be critical to embed a programme of social value/community benefit actions across the future Barry Regeneration Investment Plan. Creating a pipeline of initiatives which target physical improvements in priority communities as well as unlocking training and employment opportunities.

2) FUTURE GROWTH, JOBS AND SKILLS

£24,500 is the difference in recorded household income between more affluent areas of the Vale of Glamorgan and parts of Barry. (I.e. £56,800 vs £31,500).

33% of the residents of working age in some Barry neighbourhoods have no qualifications.

For those in employment, there is a predominance of low productivity sectors with Gross Value Added figures in Barry **being lower than Wales and UK averages**.

Continuing to develop and support pathways into and through education, skills and training to enable residents to enter employment would help realise economic benefits across all parts of Barry.

The Cardiff Capital Region's priority focus is new employment from future facing, low carbon sectors. This focus could attract further investment and broaden the low carbon base in Barry. However, there is no solid employment base to grow these from, and as such, it should be a focus for the Council to ascertain the most realistic new sectors to support and attract in and to Barry. There is further detailed work required to better understand local and regional need, current and future skill and qualification requirements and market demand.

It will also be important to provide support for those looking to enter the work market either for the first time from education or from economic inactivity. Any future sector approach for Barry should explore the provision of opportunities at all levels (skills and experience) and for existing as well as new sectors.

A decarbonised economy driven by sector development and fit for the future, with clear skills and education pathways will ensure new, good quality jobs for local residents, addressing persistent deprivation and inequality.

3) ADDRESSING POPULATION CHANGES

Barry's population is 58,784 - that's a **6.8% increase** from 2011-20

It is the **2nd** largest town in Wales

72% of the predicted population growth is expected to be aged over 65.

While the future demographic make-up of Barry and the Vale of Glamorgan is predicted to continue to get older, Barry has an opportunity, with the right investments and employment opportunities, to retain and

attract a younger population. The trends are not inevitable. For example, Barry has a higher share of people in their 30s and 40s than the average across Wales.

Retaining a younger population and improving the employment offer would also contribute towards local ambitions to reduce out-commuting to Cardiff and reduce transport related CO² emissions.

Lower house prices within Barry support this proposition and could lead to more start-up businesses further stimulating productivity and supply chains to a new sector approach in Barry.

4) DECARBONISATION AND REDUCING EMISSIONS

3rd highest CO² per emissions per capita at 8.4(t) per person in 2019, Wales.

*Since 2016 Co² emissions from the industrial sector have **increased by 4.4%** - now at **58%** of total.*

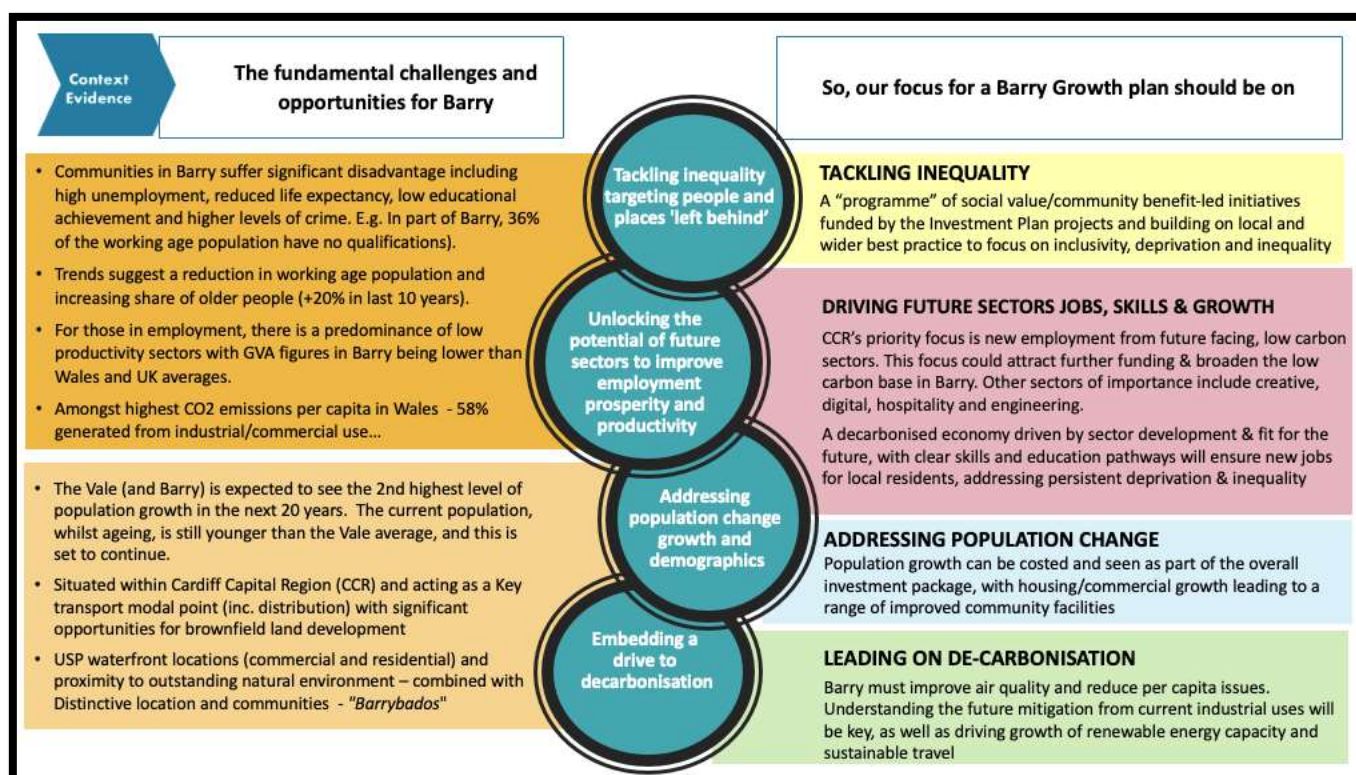
*Transport emissions are **10%** (mostly road users) and domestic emission at **17%**.*

Barry has a clear need to improve air quality and reduce per capita CO² emissions. Understanding the impacts of future mitigation from current industrial uses will be key, as well as driving growth of renewable energy capacity. The role of switching to less polluting or net zero transport modes will also be crucial.

There are a mix of policy drivers around decarbonisation of the economy and reducing emissions for a range of local and macro reasons, from cheaper heating of homes, improved air pollution in town centres, through to wider global concerns.

There will be some significant opportunities for employment and spin-off economic growth from a range of activities to ensure better insulation, reduced traffic, less impact from transport, more renewable energy installations, through to significant scale projects to support Net Zero ambitions for Wales and the UK. There are clear opportunities to embed some or all of these issues in the current and planned investments for Barry.

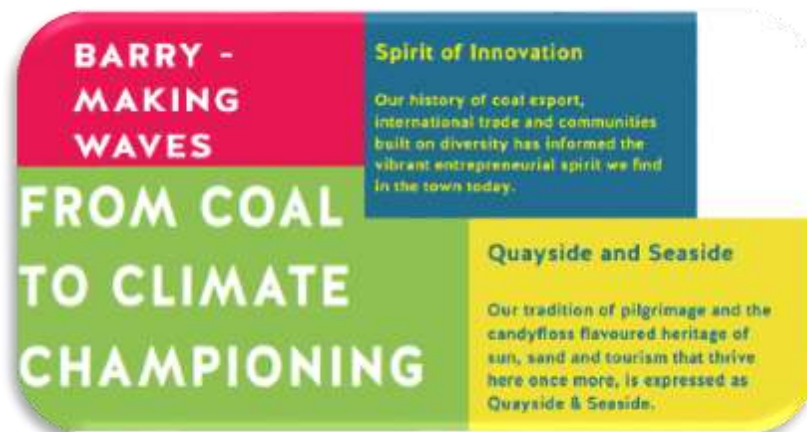
Summary:



Emerging narrative and vision...

The Barry Growth Programme is built on the evidence and character of this unique area of the Vale of Glamorgan and Wales - the **'what is Barry'** context. We build on these foundations, including a significant amount of work with local communities (notably Barry 'Making Waves'), overlay a detailed assessment of policy and strategy (including climate change and Covid recovery aspects), as well as aligning the current suite of project opportunities (in development and delivery) to describe **'what Barry wants to be'**. From this analysis we are working through routes to unlock an ambitious path to **'what Barry could be'...**

Building on recognised community aspiration...



The work to develop the narrative for Barry also takes account of a **changing economic landscape** – both in relation to changing market conditions as well as public sector policy and investment programmes. The consequences of the UK leaving the European Union are still being felt in relation to the new funding landscape from the UK Government. A number of funding programmes (including Levelling Up and Shared Prosperity Fund) will operate at a whole UK level – with elements having a competitive rather than allocative nature. This requires a **tactical approach** that highlights the alignment of Barry investment priorities with local, Wales and UK policy. It also requires clear, evidence-based communication that highlight the specific needs of Barry – particularly within a wider council area that is relatively affluent. It is recommended that the narrative is explicit in showing that by addressing these challenges we can unlock the significant economic potential of Barry and the wider region. Opportunities that are reflected in being part of the Cardiff Capital Region, the site of a significant enterprise zone, recognition as a key transport location and opportunities that reflect the extent of brownfield land available alongside Barry's attractive waterfront location and its undoubted uniqueness. As well as public funds to target catalyst initiatives, the Barry Growth Programme will need to proactively promote specific propositions for private investment.

The emerging Barry Growth Programme vision

We have focused on developing a Barry Growth Programme which will take account of social, environment and economic themes – aligned to factual evidence, community engagement, policy inputs and opportunities for investment. The creation of a bold vision for Barry consolidates ***a collective ambition*** to build on the regeneration undertaken since the decline of the industrial era of the Port. The vision demonstrates how the town can support the wider Vale of Glamorgan area as we seek to understand new and revised priorities in light of the COVID-19 pandemic and the need to accelerate our response to the climate change challenge. The Barry Growth Programme identifies important opportunities to grow our economy, create skilled jobs for residents and expand our offer in areas of digital technology, green industries, creative and the marine sectors. All of which build on existing strengths and can lead to a sustainable all-year-round workforce whilst appreciating and enhancing the natural environment. The programme targets people and places ‘left behind’ – whilst balancing a future, authentic, exciting profile, attractive to a new generation.

Subject to testing, the points below form the basis for how we will go on to frame a more engaging and distinctive ‘promotional’ feel across the Programme. **At this stage their function is to provide a clear rationale for the basis of a future vision for Barry:**

SOCIAL

- ⇒ **Prioritising support for communities and neighbourhoods most at risk of being ‘left behind’.**
- ⇒ **Promoting an authentic and high quality profile for Barry which is attractive to a new generation.**
- ⇒

ECONOMIC

- ⇒ **Delivering a Programme which creates jobs in the area and targets higher wages through improved productivity.**
- ⇒ **Unlocking the opportunity to establish Barry as a low carbon UK industrial leader.**

ENVIRONMENT

⇒ **De-carbonising the local environment – enhancing the quality of the natural environment for visitors and the local community, tackling energy poverty and creating comprehensive digital and sustainable travel connections.**

A transformative masterplan for Barry (FCBStudios)

The emerging spatial Barry Masterplan will be a physical plan for transformation and improvement across the town – targeting areas of priority highlighted in the evidence base, narrative and community feedback. Delivering transformation means both physical change and changing perceptions and this requires delivery know-how and the ability to bring people along on the journey. It is attraction, activation, inclusion and advocacy that breathes life into places and spaces and we see the activation of people as an essential part of the delivery process, it is a part that is hard to measure but impossible to do without.

Time to Evolve

In response to the Climate Emergency, the spatial Masterplan for Barry aims to create a plan which de-carbonises the local environment – enhancing quality of life, energy poverty, sustainable travel and tackles climate emergency. The Masterplan will assist in the careful management of resources and pollution reduction. Enhancements in biodiversity, creation of a resilient and connected ecosystem are embedded within the vision working towards a decarbonised and climate resilient community. The town of Barry has a history of coal export, international trade and communities built on diversity. This has influenced the vibrant and entrepreneurial spirit of the town now, and in the future.

Opportunity for Change

The last ten years have seen significant changes to the town of Barry, largely centred around the regeneration of large swathes of post-industrial brownfield sites around the Port. However, like many towns in the UK, Barry has seen the effects of the significant shift in the evolution of consumer and employment trends. These changes have been accelerated by the Covid-19 pandemic which has dramatically altered people's living, working and social preferences. We see this as an opportunity to respond to this shift, moving Barry and the Vale of Glamorgan **towards focussing on a self-sustaining economy with sustainability at its heart**. The plan targets low productivity and earnings and creates jobs in the area, unlocking the opportunity to establish Barry as a low carbon UK industrial leader.

The Spatial Masterplan

The spatial masterplan shapes the ambition and key principles for the future of Barry. It imagines a better connected and sustainable place to live, work, learn and visit, building on the unique character of the Town.

Overview

This Spatial Masterplan covers primarily the Barry area of the Vale of Glamorgan, focussing on the future opportunities from 2022 to 2032. It looks beyond the time frame of existing and emerging local strategies, setting the planning and economic growth approach across the area for the next 10 years. It is a non-statutory document, which has been compiled to shape and influence the next generation of strategies and investment programmes.

The Purpose

The purpose of the Spatial Masterplan is to assist in the promotion of a long term, joined-up approach to economic growth, placemaking and sustainability by:

- Identifying locations for future growth and investment, drawing from existing strengths and opportunities.
- Promoting Barry as an attractive place to work, invest, live and visit.
- By creating a long-term co-ordinated vision based around economic growth, sustainability and community.

The Approach

Active collaboration.

- Helps to influence future land promotion.
- Shapes a place-based approach, providing a spatial context for identifying investment priorities for transport, green + blue infrastructure and local facilities.
- Assists in cross-boundary solutions for meeting development needs.

Ambitious vision + Stronger investment cases.

- Increases investor confidence in Barry via a long-term vision about future growth.
- Helps to strengthen the strategic fit of business cases, support innovative funding models delivering economies of scale and efficiencies.

Coherent placemaking + infrastructure principles.

- Influences the identification of shared priorities for investment, with greater consistency between different plans, zones and investment opportunities.

- Encourages any new large-scale development solutions to be planned further ahead, allowing for longer lead-in times for effective infrastructure delivery

Priority Zones

Creation of successful and sustainable, low carbon, resilient and well-connected places.

Overview

The Vale of Glamorgan Council recognises its role in achieving sustainable development for Barry and for the wider county. In order to achieve this, a number of priority zones will provide the focus for supporting:

- economic growth and regeneration;
- creating well-designed and healthy places;
- reducing carbon emissions and adapting to climate change;
- helping to protect and enhance natural and cultural assets and facilitating their sustainable use;
- supporting better transport and digital connectivity.

Having established the key challenges facing the town and context of Barry, a list of specific projects has been developed which will form the key catalysts to transform its future. Each of these projects will provide an improvement or transformation of a particular part of the town, set within the broader Spatial Framework established.

Delivered over the next ten years, these projects will:

- revitalise key cultural and heritage assets.
- generate and develop commercial and economic opportunities.
- create better public spaces, encouraging walking and cycling with better pedestrian connections.
- create gateways and focal points to improve the sense of pride for the town.

The Purpose

The purpose of the Priority Zones is to highlight how specific projects and opportunities can be developed within the framework of the overall vision for Barry by:

- Providing a strategic steer for individual projects.
- Promoting the benefits of specific sites within the broader spatial masterplan.
- Ensuring that the projects have strong links with the wider economic and social context.

Priority Zone Strategy

There are six emerging Priority Zones which fit within The Framework. Each Priority Zone has its own identity, natural and urban context, historical importance, and socio-economic requirements which contribute in their own way to the future regeneration of the town as a whole. These are recommended as follows:

1. TOWN CENTRE
2. PRIORITY NEIGHBOURHOODS
3. AIRPORT & ENTERPRISE ZONE
4. BARRY ISLAND + THE KNAP
5. WATERFRONT
6. PORT/DOCKS



Barry Regeneration Investment Plan

Levelling Up Fund Round 2

Rothwell, working alongside Edge Economics, will be supporting Council officers with the development of a package bid to the Government's Levelling Up Fund (LUF) Round 2. The bid will comprise of three projects working as a cohesive package of investment to enhance and regenerate Barry Docks waterfront: (i) Unlocking viability of the Barry Docks waterfront (west), (ii) Community and leisure at the Docks; and (iii) new employment land adjacent to the waterfront.

These projects have been selected having regard to the tight bidding timescales, deliverability within these timescales, and their fit with the LUF priorities. It should be noted that the Vale of Glamorgan is not a Priority 1 area, and as such any projects must align very closely to the guidance to ensure the highest chance of success.

If successful, these projects will form an important early catalyst in the wider delivery of the Barry Growth Programme ambition.

The consultant team has set out a programme to work together with the Council/project applicants to gather all the required evidence to support a bid. This identifies where key questions/information need to be provided by the Council or project partners. A named contact in the Council will provide the central contact point for requesting and receiving information from applicants.

The formal deadline for LUF applications has not yet been announced by Government. However, as much data as possible needs to be supplied from the Council and project leads to the identified Council central contact point by 31st March 2022. This will enable the consultants to start assembling project application content and identify gaps or further information required.

It should be remembered that the Council is the applicant to the UK Government for the package bid. If successful, the Council will sub-contract with each project lead/sponsor. It is the Council which takes on the management (and risk) of the total LUF investment.

Barry Regeneration Investment Plan

Looking beyond the preparation of LUF bid in the immediate term, the consultant team will develop a Barry Regeneration Investment Plan over the longer-term (10-20 years). This will build upon the strategic narrative established in earlier phases of the work and be developed in conjunction with the Barry Masterplan.

The precise scope of the plan is to be agreed with Council officers later this month, being cognisant of the current shape of the project pipeline at this time. Whilst there are a good set of existing strategic projects firmly in train, significant project development work is required to establish a suitable package of future projects. This is likely to require a more prominent inward investment/project development function to be established within the Council.

Other aspects that will inform the appropriate scope of the Barry Regeneration Investment Plan are the Council's on-going investment strategy work, service restructuring and the expected development of a Shared Prosperity Investment Plan during the same period.

The Barry Regeneration Investment Plan will take these aspects into consideration and ensure a practical approach to future investment in Barry, maximising both public and private investment opportunities.