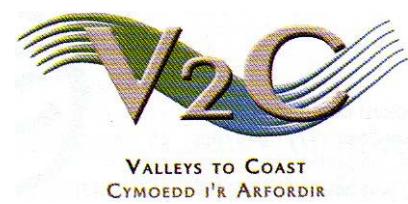


# Marlas Estate Renewal Plan

November 2006

Final Report



powelldobson  
URBANISTS

## Estate Renewal Plan

Prepared on behalf of  
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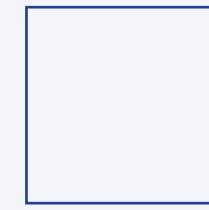
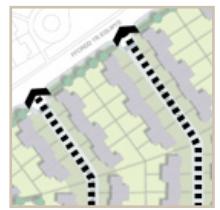
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## glossary of terms

WORD	MEANING
<i>Estate Renewal Framework</i>	The amalgamation of projects and tasks which will generate the renewal of the Estate
<i>Strategic Recommendations Report</i>	The overarching document which contains recommendations common to the four estates for which Powell Dobson have been commissioned to prepare Estate Renewal Frameworks.
<i>Sustainable / Sustainability</i>	a means of configuring society so that its members and its economies are able to meet their needs and express their greatest potential in the present, while preserving biodiversity and natural ecosystems, and planning and acting for the ability to maintain these ideals in a very long term.
<i>Community Capacity</i>	The ability or extent to which a community is able to play a part in determining its own destiny
<i>Shared Ownership</i>	Where a resident owns a proportion of their home and rents the remainder from a Registered Social Landlord (e.g., V2C)
<i>Permeability</i>	The choice of routes that one can take (e.g., paths, streets and roads) through the built environment to get from one point to another
<i>Curtilage</i>	The area of land surrounding a dwelling within the property boundaries
<i>Public realm</i>	The spaces between buildings that are not in private ownership
<i>External elevations</i>	The outward facing walls of a building incorporating windows, doors, lintels, sills, etc.

WORD	MEANING
<i>MUGA</i>	Multi Use Games Area - a designated place for older childrens play based around multiple sports.



1.0

# introduction

## Aims and Objectives



Powell Dobson Urbanists were commissioned by Valleys to Coast to formulate action plans for the renewal of four of the key estates under their management.

In December 2005 we prepared a Key Issues Report outlining our initial understanding of each estate and results of Stage 1 Consultation.

This report is intended to be confidential and outlines our specific recommendations for Marlas. It should be read in conjunction with the recommendations set out in the *Strategic Recommendations Report*.

The aim is to make each estate a model of regeneration good practice. This *Estate Renewal Plan* proposes a number of projects guided by a framework for change.

The renewal process aims to breathe a new confidence, pride and a sense of responsibility amongst those living on the estate but more importantly it needs to build and maintain a momentum which ensures that people's expectations are met over an agreed timescale.

Marlas has a great strategic location, close to the motorway and a railway station, the local towns and cities, and the beach are accessible. There is a shop, community centre, and primary school close by, although the bus service could be improved. It has immense potential to be a very attractive and popular place to live.

The key objectives are as follows:

- To build upon the baseline studies, that informed us of the estates' physical, and socio-economic context;
- To build in the knowledge gained from the consultation process to date;
- To create a framework that allows a continued working relationship with the community;
- To identify the issues, specific to the estates decline;
- To identify a range of projects to tackle these problems;
- To prioritise the projects, and set a timescale for their completion;
- To show V2C what they can do, and what other organisations can help

## Scope of the Commission

The brief established the overall objective of improving and enhancing the physical environment and through this improving the health and well being of local communities.

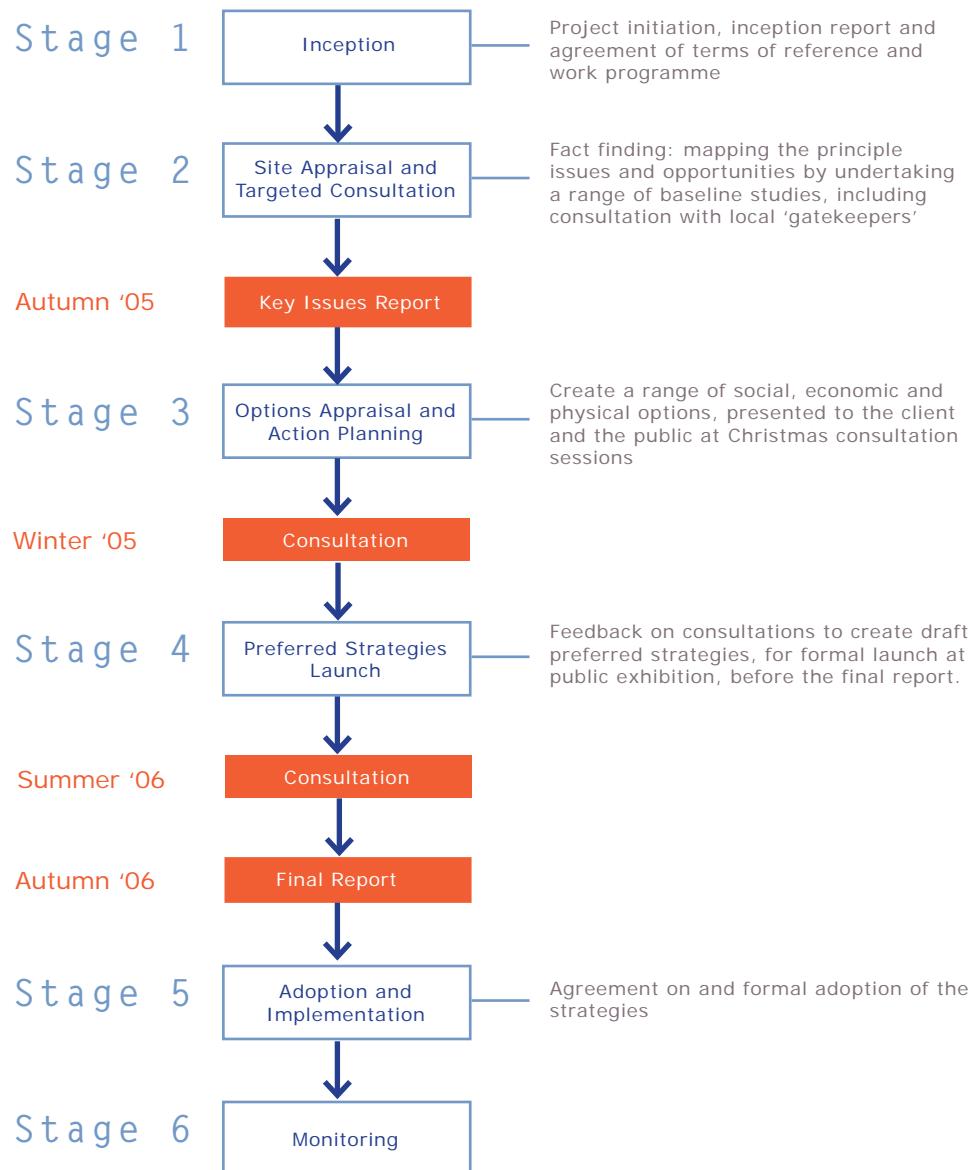
In response to this objective the team has sought to address:

- problems of poor estate design (and issues of community safety)
- reduced levels of economic activity
- the need for improved health
- the opportunity to enhance community capacity and skills

To achieve the objectives the team has:

- undertaken extensive community consultation
- recommended a strategy and suite of projects to deliver the strategy
- identified the means for securing the economic sustainability of the estates
- outlined the organisational adjustments required to maximise funding and integrate services
- explained the opportunities that exist on each estate for developing community enterprise

## Scope and Process



The **scope** of the work was:

- To take an objective view of the estate's problems;
- To combine this with the views of the residents, other local people connected to the estate, and the officers working on the estate;
- To devise a regeneration strategy which deals comprehensively with community and business development, landscape, recreation and play;
- To make the strategy deliverable by translating the renewal themes into a series of projects
- To focus on the implementation of these projects, by setting up a programme for delivery, and identifying the key players and funding possibilities
- To maintain an open dialogue with local people, respond to their needs and gain support for the work.

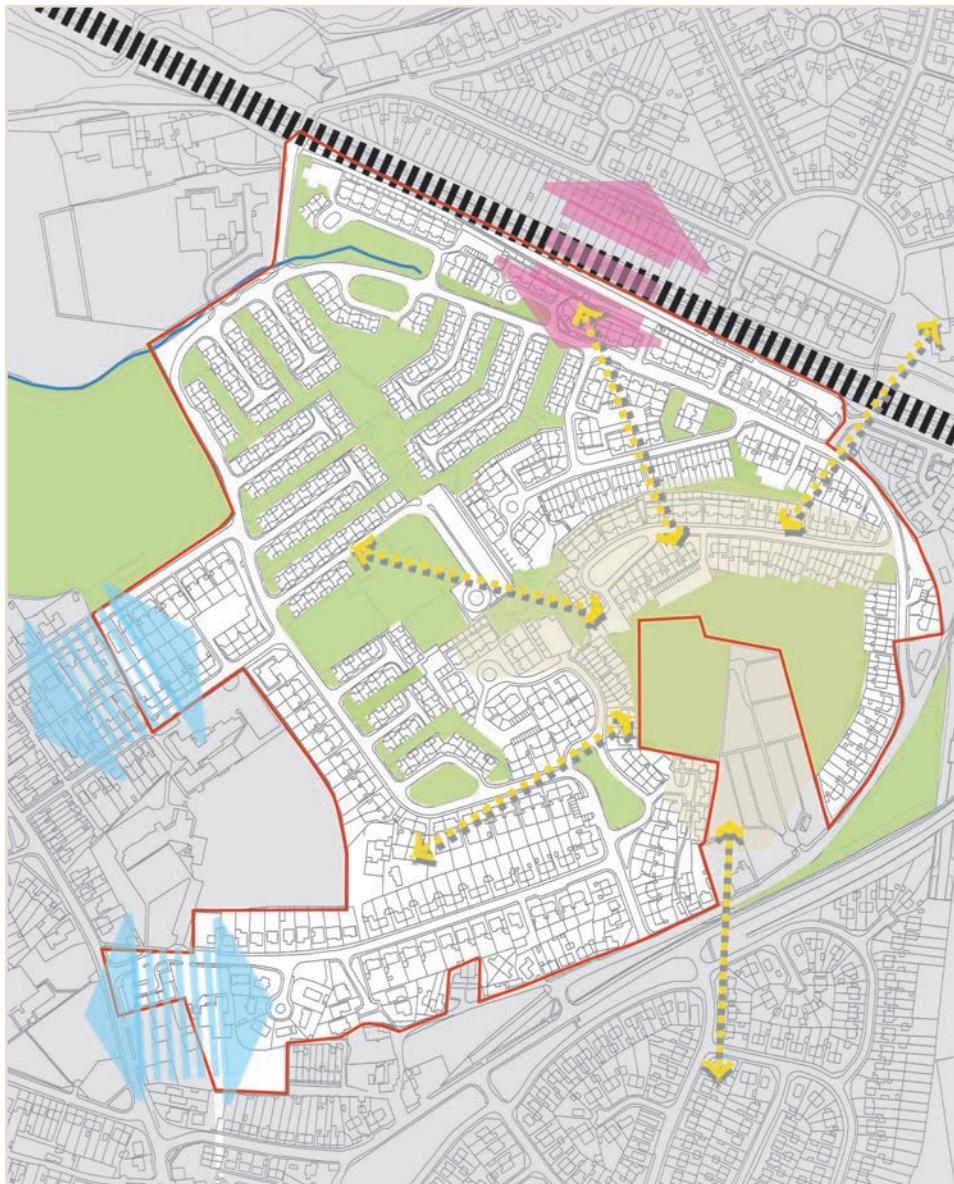
The **process** for the development of the action plans, and where we should go from here is illustrated in the diagram opposite.



## 2.0 understanding MARLAS

## 2.0 understanding Marlas

### Issues and Opportunities



Plan of physical issues and opportunities

#### Issues:

- Physically isolated from the local community, by a busy road and railway line;
- Youths on motorcycles on roads and green space cause residents noise and nuisance
- There are no vehicular linkages through the estate, creating a 'race-track' around the periphery
- Pedestrian pathways through the estate are isolated, poorly lit, and feel unsafe.
- Poor quality housing, especially on the highest ground, where dwellings are more exposed to the elements
- Insufficient opportunities for play
- There are two distinct and polarized populations on Marlas
- There is no community meeting or service facility on Marlas

#### Opportunities

- Lots of green open space
- Location of the open space offers scope to remodel the housing layout
- Proximity to the railway station, gives good links to Bridgend, Cardiff and Swansea;
- Close to the beach and other natural resources
- Close to the M4 motorway junction, giving convenient vehicular access to the east and west
- Excellent views from higher ground
- Open watercourse provides the opportunity for new habitats, and amenity space



View of Marlas from the high ground

## 2.0 understanding Marlas

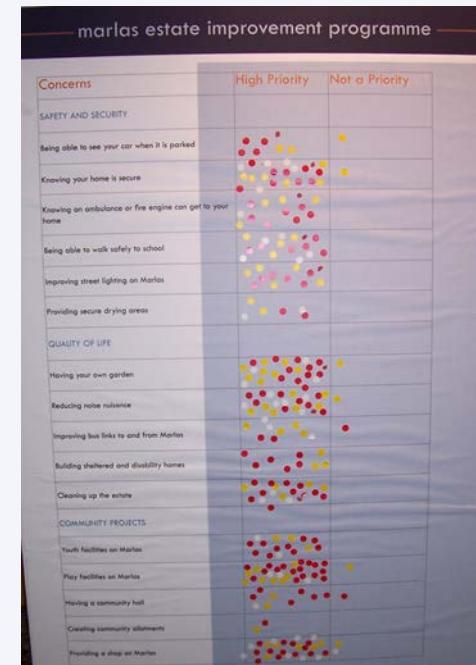
### Initial consultation outcomes



Marlas has no general group to represent the residents, despite the strong community spirit among a large proportion of the estate. This consultation event, therefore was particularly important in determining current opinions towards the estate.

There are a number of physical and social issues that emerged from the first stage of consultation (December 2005), including:

- Unattributed open space creating opportunities for anti social and threatening behaviours / nuisance
- Lack of private garden space creates vulnerability
- Current private outdoor space, eg rear drying areas that are inaccessible and inadequate
- Overgrown spaces and rubbish attract vermin and look unattractive
- Poor location/ absence of/ and state of repair of garages / parking out of view of dwellings
- Inappropriate design mixes, permitting and contributing to lifestyle clashes eg maisonettes over flats
- Youth and childrens' facilities – both indoors and outdoors are inadequate
- Lack of a shopping area, corner



shop, food outlet or cafe close by

- Lack of focal point to the estate, where people could meet and socialise
- Lack of facilities for support agencies and services eg drug support/finance and debt advice/ police base etc.
- Inadequate transport, particularly public transport links to and from the estate

The community naturally focussed upon visible, often physical issues. In addition to this the process for consultation itself was inhibited by the lack of established structures with which to engage.



## 3.0 key renewal themes

## 3.0 key renewal themes

### Key Renewal Themes



Estate requires 'softening'



Creating better, safer links through the estate



Too much unattributed, under utilised, sterile open space



Underused, functionless space



Opportunity to create private gardens



Streets requiring improvement

The renewal of each estate will have different key themes, the suggested ones for Marlas are:

- Making the estate a safer and more secure place to live;
- Maximising private open space and gardens;
- Improving safety on streets;
- Tackling the lifestyle mixes and social conflict;
- Connecting the estate's streets to increase permeability;
- Establishing a hierarchy of open space and 'softening' the estate;
- Dealing with underused sites;
- Improving external elevations and boundaries;
- Strengthening community spirit;
- Creating a greater sense of ownership and pride in the estate;
- Providing facilities for young people; and
- Ensuring better quality on-going management and maintenance.

### 3.0 key renewal themes

#### Estate Renewal Framework



Tackling the lifestyle mixes through remodelling houses where conflict occurs to create dwellings to fit local demand

Create greater sense of ownership and pride in the local surroundings by improving the quality of some public spaces and privatisation of others

Adding gardens to 3 bed link houses and making pedestrian friendly streets

Building community capacity with a new community hub, and community allotments and 'market garden' project

Establishing a hierarchy of open spaces suited to different needs, and general 'softening' the estate

Connecting the estates streets

Improving the appearance of external elevations and boundaries

Dealing with underused sites through developing a network of green open spaces and considering building attractive new homes for sale, shared ownership and to rent

The future of Marlas in plan

### 3.0 key renewal themes

#### Estate Renewal Approach



Plan showing the division of public and private open space (darker green is public, within boundary)



Circular route around Marlas



Precedent, showing how a street can be softened and traffic slowed

The strategy for regenerating Marlas combines a mix of physical interventions and social, community capacity building strategies.

On an individual scale, improving the quality of day-to-day life is sought by giving all the 3 bedroom link properties a new private garden, and those in the flats and maisonettes better access to their existing outdoor space.

On an estate wide scale, there will be physical improvements that seek to make maximum use of the many under utilised hard and soft landscaped spaces throughout the estate. There is a plan to create a network of green spaces that will serve specific purposes, to meet community needs and improve the ecological and landscape value of the spaces. The strategy is expected to expand the range of play facilities, for both young children, older children, and teenagers. In addition to play, other activities, such as dog walking, passive recreation, and working on the allotments, to sell the produce in the 'market garden' will be accommodated.

Some of the space is proposed for residential development. The revenue gained will be ploughed back into the estate's regeneration. New development will also provide the opportunity to create a new street through the estate, increasing vehicular permeability through the estate.

These strategies for the open spaces will include a plan for ongoing management and maintenance of the streets and spaces, to ensure their quality is sustained in the long term.

Other physical interventions include improvements to the elevations of houses, boundaries and redesign of streets to slow traffic and improve the aesthetic environment. By making the streets more attractive, it is hoped that residents will have pride in their environment, which will foster a greater sense of community.

Conflict between social groups within buildings, and neighbourhood clusters is hoped to be reduced by exploring options to convert the buildings that accommodate maisonettes over flats into flats, or town houses.

The Estate Renewal Plan (previous) reflects the starting point in the renewal of Marlas. Not an end state that should be imposed upon the residents. The people who will be most affected by these proposals will need to shape this process and as a result the Renewal Plan may adapt over time.

Community capacity building is also extremely important to the ongoing regeneration of the Marlas estate. themselves.



## 4.0 key renewal projects

## 4.0 key renewal projects

### Overview

The Estate Renewal Plan (page 13) illustrates the proposals that we feel should be implemented to renew Marlas.

This section goes into more specific details. It breaks down the main themes of the renewal plan and translates these into distinct projects and provides details about:

- what the projects aim to achieve
- how we propose the projects will work
- role and value in the context of the wider renewal
- the community's response, comments and criticisms of the projects

In addition, this section will also highlight, where appropriate links to further information or advice on best practice that V2C and their partners can follow up at a later date.



Under-utilised open space offers little amenity value to residents



Replacing rarely used communal grassland with private gardens



Streets are soulless, designed for vehicular access only

## 4.0 key renewal projects

### Creating private gardens



The streets and houses that will benefit from having their own garden.



Big houses with small gardens.



Larger gardens will help make the properties more attractive

We recommend that V2C relinquish some of its open space to extend the private gardens on the 3 bedroom link properties. This will reduce V2C's maintenance liability and remove areas which are difficult to police. Furthermore, it will enhance the amenity and value of the link houses.

To achieve this, V2C needs to fully consider the location of services and whether or not it is important to maintain some sort of rear access. Then a financial package and methodology needs to be developed that takes into account different financial circumstances of residents. Finally, design guidelines need to be adopted for boundaries so that the scheme is consistent (See Appendix X).

Giving these properties gardens, we think, will stabilise this whole part of the estate by making it a more desirable and popular place to live, especially for families.



An elevated view of how the gardens could work

The community are generally very supportive of this project, and want to see action, although naturally there are a few dissenting voices. Concerns include:

- the need to maintain rear access
- how people will manage large gardens
- whether people will have to pay
- how this will affect access

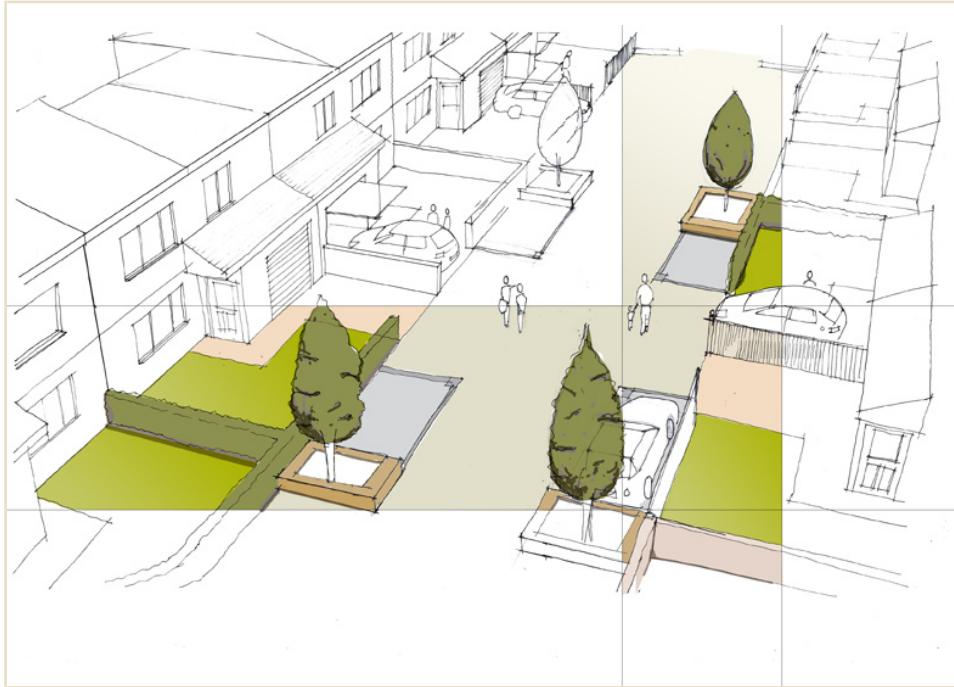
We also suggest that V2C look to develop this project with a garden retailer, establish spin off community enterprises around gardening and consider allowing people to exchange homes which have gardens more suited to their needs.

It is advisable to implement this project on a small scale with maximum community involvement (with willing residents) before moving on to working on a larger scale.



## 4.0 key renewal projects

### Pedestrian friendly streets



How the street could look if a home zone approach was adopted. An emphasis on pedestrians rather than roads



All road no pavement!



How the street could work in plan

The streets which service the majority of the 3 bed link properties are not designed for people, the purpose of the project is to reverse this. We recommend that the following streets:

- Fynnon Wen
- Gorslas
- Caer Cynffig
- Gibbons Way
- Tir Newyd

are re-designed to:

- include specific parking bays
- reduce traffic speed
- incorporate street trees and modest planting
- alter property boundaries

This will link with creating the larger private gardens to improve the pedestrian accessibility of streets to compensate for the loss, or reduction of rear pedestrian access. It will also be another boost to the general attractiveness of this area to existing and future residents. Making the area generally more attractive and desirable will have a positive knock on effect on the rest of Marlas.

This project generated much interest at consultation, although people wanted to know precisely what compromises they would have to make and what benefits would be forthcoming.

Accepted best practice for such measures on existing streets strongly advocates a hands on collaboration between designers and users where each street is designed according to the needs of the people that will use it. More details are available at [www.homezones.org.uk](http://www.homezones.org.uk)



By planning where to put cars...



... you create space for people

### connecting streets with new homes



Above: Where residential development opportunities exist as well as the rationalisation of cul de sacs on Marlas.



The aim of this project is to connect many of the cul de sacs on the estate.

The streets which should be altered include:

- Fynnon Wen
- Gorslas
- Caer Cynffig
- Tir Newyd

Each of these streets are separated by a brick wall, a turning head and open space. As part of the package of works to create gardens and upgrade the streets it will be worthwhile linking these streets together. These linkages should include an extension to the highway / pedestrian area and new boundaries for adjacent properties.

Once completed this will enable traffic to enter one part of Fynnon Wen, for instance, and exit from the other end. At present all of the above streets are separated and traffic has to perform unnecessary manoeuvres in the street.

In addition to opening the streets we think that there are opportunities for new residential development. This will be an important pre-requisite to this project as new homes will create new streets that are properly overlooked and therefore more secure.

The benefits of this will be to improve pedestrian and vehicle access. Rather than having eight cul de sacs, Marlas will have an additional four circulatory routes which will improve choices for pedestrian, vehicle movement and emergency access.

In the context of wider renewal this will make Marlas an easier place in which to move about and will further enhance the status of 'the street' on the estate.

Simplifying the layout of streets and making them more efficient will have a positive impact on people's impression of their environment. This will have knock-on effects on the vitality and sustainability of Marlas as a residential community.

## 4.0 key renewal projects

### Improving the image of homes



Above: how the properties could look

Below: Boundary improvements before (left) and after (right)



Many of the homes and their boundaries with the streets are in a poor condition throughout the estate. The aim of this scheme will be to improve the external appearance of a range of property types throughout Marlas.

Houses on the following streets would be subject to improvements to the external building envelope.

- Lon y Cariadon
- Fford yr Eglwys
- Pil y Cynffig
- Bron y Wawr
- Ael y Bryn
- Plas Morlais

These improvements would be focused upon giving the properties a fresh new appearance and could incorporate:

- upgraded render
- cleaned brickwork and new cedar panels
- new pitched roofs
- new doors and windows
- new boundaries to include steel hooped railings, brick piers with concrete caps and planted hedges.

The impact of these works will be considerable and much of it could form part of ongoing maintenance. It will completely alter the appearance and therefore the attractiveness of Marlas and tie the existing dwellings with new ones that will be built on the estate. Instilling a sense of pride and new confidence in the positive future of the estate will be additional likely outputs.

The impact of proposed boundary improvements should not be underestimated, especially when coupled with a simple overhaul of the principal building elevation. The suitability of similar (but less extensive) improvements to rear elevations should also be considered when preparing funding profiles.

The communities response to this potential scheme was again very positive. Understanding the different procurement and implementation arrangements for owners and tenants is also an issue of interest for the community.

Like other projects, detailed feasibility work needs to be prepared to understand to what level these improvements can be taken to and how to build into this energy efficiency and sustainability (which will be required through the new Part L of Building Regulations).

We recommend that this scheme be piloted in a prominent, but contained, location like Afon Fach.

## 4.0 key renewal projects

### Tackling lifestyle mixes on the estate

Dissatisfaction has been reported by the occupants of the integrated maisonettes and flats. By having family and non-family accommodation there is presently scope for lifestyle conflicts to occur. The chief frustration concerns residents of the maisonettes not being able to gain access to gardens and drying areas.

This project aims to change the properties from the inside out. Blocks should contain a single property type, either all flats or blocks of 3/4 storey houses.

The diagrams to the right illustrate how the buildings could be converted for flats or houses. This project should be integrated with improvements to the external image of the properties.

As flats, a central stairwell would need to be created to allow access. As town houses the properties could

be 3 or 4 bedroom homes with direct access to the rear garden.

By separating these properties, V2C will be able to promote areas that are easier to manage and importantly, more pleasurable to live in. Enhanced amenity and reduced dissatisfaction will result in a better quality of life for residents. Enhanced pride in homes and the estate are realistic spin offs from this project.

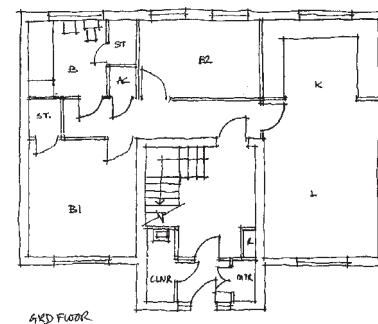
This project pleasantly surprised the community who were extremely supportive of the external improvements and interested in the ideas to reconfigure the internal layouts.

This approach has value and like other projects needs to be developed further in terms of additional feasibility and should be tested in a small area on the estate, like Afon Fach.

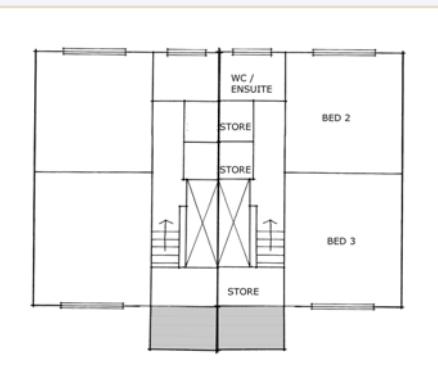
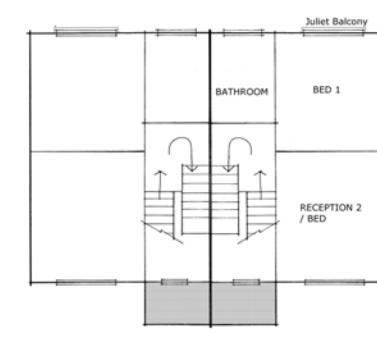
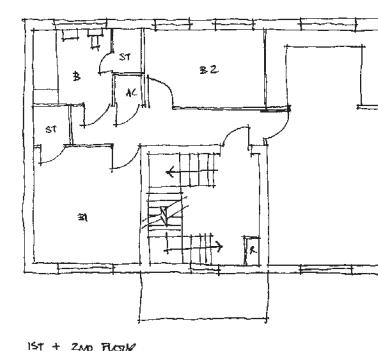
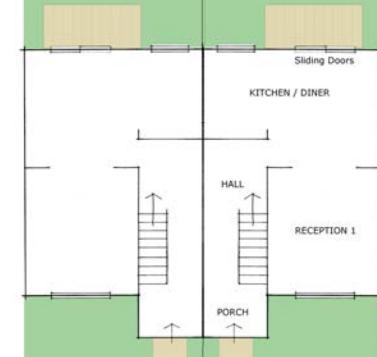


Upgraded properties in a street scene

Converting the properties into apartments



Converting the properties into town houses



# A strategy for open space on Marlas

This project aims to create a structure for the future of open space on the estate. This is needed because other proposals will use existing open space for new development or private gardens.

The spaces that remain must be useful to the community and in locations where people can use them easily. To do this a strategy to guide the use and location of open space is required.

We propose to create a sequence of linked spaces through the centre of the estate with subtle differences in use and role. These will be:

- parks to accommodate young childrens' play
  - spaces for teenage play and community events
  - areas for growing food
  - places for small-scale tree planting
  - interesting areas for dog walkers and relaxation

Each of these spaces will succeed because they are complementary and accessible. Older children will be less likely to damage play equipment designed for young children because they will have their own place to play.

Complementary spaces will provide the community with:

- places to play
  - areas for sport and active recreation
  - places for passive recreation
  - spaces where people can grow and sell healthy cheap food



## Open Space Strategy Plan



Green wedge of landscape, ecological and recreation through the centre of the estate

### A strategy for open space on Marlas

The Open Space Strategy includes improvements to the garages to the rear of Ael y Bryn. (The other garages on Marlas will be dealt with as part of other renewal projects.)

These garages should be improved as part of the Open Space Strategy. This will aim to improve the garage court for people that use it and deter anti-social behaviour.

Precise details need to be worked out while the adjacent area of open space is being improved, but should include:

- securing the boundary with an attractive fence
- securing the area with motion sensitive lighting
- working with residents to determine the demand for garages
- demolishing redundant garages and extending gardens
- reducing the area of hardstanding and creating turning heads

The precise details of how the garages are to be consolidated will need to be worked out in close co-operation with the residents that use and live adjacent to them.



Garage court at Ael y Bryn to be improved

## 4.0 key renewal projects

### Growing success > marlas market garden



Above and right: How the Marlas Market Garden could be arranged and used.

The re-think in open space and the allocation of private gardens on the estate, we think, provides an excellent opportunity to create a 'market garden'.

This will work by allocating a secure and designated area of the estate where food is grown. Within this area, there will be scope for growing a range of produce and a place for storing equipment and possibly an area for sales to the rest of the community.

This project aims to use part of the estate which is currently anonymous and sterile and turn it into something productive and worthwhile. The Market Garden could be operated by individuals, like a traditional allotment, or we recommend, that it should be run by a community trust and dedicated volunteers.

Food grown should be sold on to the community and to the local school at cheap rates to encourage sustainable food production and healthy eating.

It is possible that local GP's could prescribe certain patients time working on the allotment as an antidote to depression and/or a sedentary lifestyle.

The Market Garden will require a small building for storage and sales and also a vehicle access for parking and deliveries.

The community were really interested and supportive of this project, although it ranked quite low on their list of their priorities due to the pressing need for other improvements on the estate.

However, residents living immediately adjacent to the proposed Market Garden were concerned about the precise location of the vehicular access but supportive of the additional security it would afford to the rear of their properties.



### Marlas community hub

This report proposes that a multi-Use Community Centre, or hub, be established at Marlas that will provide real community support in tandem with solid social support mechanisms, such as benefits advice, debt counselling, health advice, etc.

This holistic approach will give people better control of their own lives and equip them with the basic skills upon which they can then build, in order to take advantage of more advanced training opportunities that will lead them into jobs in the future.

At present there is no multi-use community facility on the Marlas estate. Indeed, building capacity is very difficult without having anywhere local to meet. The Youth Works project currently runs from a converted flat and has proved extremely successful. It is proposed that an interim 'pilot' facility be set up in a second flat (provided by V2C at a peppercorn rent) housing a range of community services and provide a base for the community police and a caretaker/warden.

Should the need then be proven for a more permanent multi-use community centre, a formal business plan would then be developed that would be used to help raise funds for such a project.

A temporary multi-use community centre will provide the spring board towards a more far reaching permanent facility in the future.

Some of the services offered will pay a nominal rent for use of an office at the centre and training could be linked to a local Learn Direct Centre, which is also likely to generate a regular income.

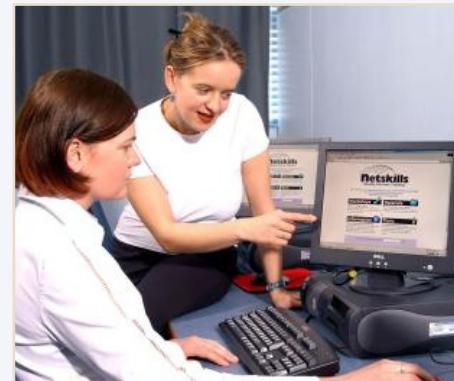
The principle aims would be to provide capacity building opportunities in the heart of the community and give the community a very clear message of positive



change, especially if the final gain was a new community building on the estate

Overall management responsibility will lie with a newly formed Board of Community Trustees, who will provide on-going support to the staff employed at the centre.

Potential funding sources for both capital and revenue costs would



include Coalfields Social Enterprise Development Scheme, Big Lottery People & Places, Communities Facilities and Activities programme and the Active Communities Initiative.

Should the project fail at this stage V2C will take the property back into general housing stock to be re-let as a residential unit.

This facility should be run for at least 12-months during which time levels of need and potential volume of usage could be tracked. This information would then be used to properly assess the need for a more permanent multi-use community centre. A formal business plan would then be developed, utilising the lessons learnt by trailing the temporary facility and setting out the case for a permanent structure. This document would be used to help raise funds for such a project.

A temporary multi-use community hub will provide the spring board towards a more far reaching permanent facility in the future.

### Marlas community hub

Initially, it is envisaged that the temporary facility will provide a range of community services, which are likely to include:

- V2C staff
- Police presence/office for local community police
- Drug and Alcohol advice
- Community shop and recycling
- Sexual Health and Family Planning advice
- Links to Primary Health Care providers
- Debt counselling services
- Parenting and childcare advisory services
- Basic Skills training
- Sessional services such as Action Team for Jobs, Benefits advice, etc.

Some of these services will pay a nominal rent for use of an office at the centre.

It is possible that links to local enterprise agencies can be made through the pan-Wales service Business Eye, to provide advice on social and privately run businesses (possibly through a local 'clinic' or awareness sessions that could be run at the centre).

The temporary centre will provide opportunities for the people of Marlas to gain access to: -

- A central location that provides a range of direct advice and support on social and health issues
- Sustainable skills training and capacity building
- Employment and business advice (direct and indirect)

It will also: -

- Address the wide ranging issue of social inclusion
- Encourage a learning culture
- Help encourage enterprise within the community
- Creation of a safer social environment by engaging the community

#### Specific Aims

The specific aims of this proposal are intended to drive forward the regeneration in the area. They are:

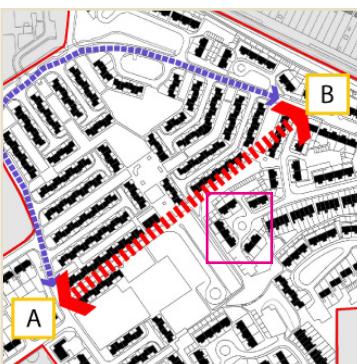
- To provide capacity building opportunities in the heart of the community
- Unlock the potential of individuals and the community as a group by providing education, training and social activities
- Increase individual confidence through self-achievement
- Increase collective confidence within the community through group participation and social inclusion

## 4.0 key renewal projects

### Making space for change

RIGHT: With minor demolition new development could open up Marlas and change the estate forever

BELOW: Highlighting the current shortcomings and the properties to be demolished highlighted in pink



ABOVE RIGHT: How the new open space and housing could look

The problem of underused land on Marlas will be partly solved by the Open Space Strategy. However, the inadequacies of the layout will not.

We recommend that new residential development should be encouraged to use some of the space on Marlas. For new residential development to address the shortcomings of the housing layout, we think that some demolition will be required.

The layout is currently hampered by the lack of north-south connections, which emphasises the split across the estate. At the moment one cannot walk along a street from one side of the estate to another and this needs to be the goal of redevelopment.

A surgical approach to demolition of houses and a sensitive approach to the development of new ones will therefore help to heal the shortcomings caused by the layout of the estate and provide the platform for lasting change.

Let's not forget, that Marlas has an enviable strategic location and if the projects we have recommended above succeed, Marlas could easily become an estate where people are eager to live. New housing and a modified layout will facilitate this.

Seven blocks of maisonettes above flats on Pil y Cynfig should be demolished to facilitate a new residential street that will connect with the new street parallel to

Gibbons Way. This new street will in turn be fed from Gibbons Way itself and Plas Morlais and will achieve a level of connection not before experienced in Marlas.

This project will overcome the physical constraints effecting life in Marlas but furthermore will have a transformational role. New homes developed around a well used open space will become a centrepiece of the estate and bind together the areas around them.

A mixture of homes for sale and shared ownership should be built to reflect the communities needs (like bungalows) but also the needs of the people who we want to attract to the area.

New development of this type, in tandem with the improvements to the rest of the estate will completely change the image and perception of Marlas.

The people aspect of this is also important. The community understands the sense in building new homes, but will need to be consulted regarding the need for demolition when the time is right. At this juncture the community need to be involved in the process and be able to understand the benefits. Ensuring that local people benefit from opportunities arising from construction is absolutely essential.



## 5.0 Marlborough design guidance

### Improving the public realm

Public realm improvements include all of the hard spaces between buildings and around open space. Green spaces are to be dealt with via the Open Space Strategy.

Public realm design guidelines and maintenance manuals will be crucial as public realm improvements will not be carried out in one contract. Instead, public realm works will be implemented alongside other improvements on an area basis. The rationale behind this is to make sure that areas are subject to a range of improvements simultaneously (or concurrently if this is not possible).

This will be dictated phasing priorities (see page 29). Achieving quality, consistency and effective management will therefore be essential for V2C and its Partners.

Public realm improvements are important. They bind together and add value to building and open space improvements and create an overall positive impression of renewal. Getting them right is therefore critical.

Due to Marlas coastal environs we recommend that generally, a light colour palette should be utilised. Alongside this timber and a modest amount of natural stone.

#### Pedestrian Footways and Kerbs

Throughout the estate the pedestrian footways should use a concrete regular block and a conservation kerb.

Within the streets being 'pedestrianised' (Fynnon Wen, Gorslas, Caer Cynfig, Gibbons Way, Tir Newyd) the surface treatment should be a chipping top-dressing capable of forming a non-slip, non skid surface. This material can also be used on areas where traffic calming is required around the main estate road.

Within all of the these streets darker secondary materials should be used to highlight edges, parking spaces, align drainage channels and create an interesting floorscape. We recommend a concrete sett paving block.

Effective maintenance of footways and kerbs is essential. V2C and it's Partners should create a maintenance manual which outlines the product names and suppliers and includes post-completion drawings. This will enable future contractors, mains service works and maintenance teams to maintain the appearance and quality of the public realm over time.



concrete regular block as the main paving element



conservation kerb



conservation kerb as a planter edge and can also be used as a step



concrete sets to be used sparingly as a feature within the footways and 'home zones'



chipping top dressing should be used to create a pedestrian area and carriageway in the home zones

### Improving the public realm

#### Street Trees

Incorporating trees into the improvement of streets is important. Marlas needs to be 'greened' and together with the Open Space Strategy improvements to the public realm should incorporate tree planting.

Trees can be used along main streets like Ffordd y Eglwys to provide visual relief. Whereas on streets like Gorslas they can be used to green the street, reduce forward visual alignments and in doing so check traffic speed.

We recommend that species like Acer Buerganum or Acer Campestre 'Street Wise' are used on streets as it has been specifically bred for this purpose.

Tree pits will need to be used to contain the trees on main routes like Heol y Parc. On the other streets being designed as 'home zones' trees should ideally be part of a low planter with shrubs, possibly formed by the kerbs as illustrated previously.

#### Street Furniture

A consistent approach to street furniture is required throughout Marlas to give the estate a cohesive feel. Street furniture includes tree grids or pits, street name plates, lighting columns, signs, benches, etc.

Materials should either be based upon the use of timber, light stone, beach pebbles or metal. Metal products should usually be painted a heavy grey. This will have a positive, binding impact on the whole estate and reflect its coastal environs. Certain metal elements, like street name plates, could be designed to reflect Marlas' steel-working past.

Timber materials should wherever possible be obtained locally from renewal sources. Welsh Oak is one such material offered by Welsh suppliers.

Street name plates offer an opportunity to incorporate a modest amount of public art, reflecting the estates history and should be designed with the community.

#### Boundaries

Boundaries should be formed by either (or a mixture of) timber fences, brick walls and galvanised steel hooped railings. Where appropriate (like the entrances to streets) facing materials like natural stone should be used.

#### Sustainability

Wherever possible materials should be from either recycled or renewable sources and obtained from local suppliers.



timber bollards to reflect a coastal location



timber and concrete seating



Acer Campestre



steel tree grid



pebbles, stone sets and feature stones as streetscape features

### Improving the public realm

#### Effective Landscape Management

The Marlas estate has two main issues regarding landscape management and maintenance:

- Widespread litter and rubbish accumulation and fly-tipping
- The need to provide more enclosed private garden space

The incidence of fly-tipping and litter accumulation is exacerbated by the amount of redundant and dilapidated hardstandings and the poor visibility into some of these areas. There is a short term need to review which spaces are still needed and which could be closed-off to vehicular use in the short term, pending re-design and or rehabilitation.

The cleansing regime should be reviewed in the short term and priority areas defined if resources are too limited to achieve an upgrade in condition over the whole of the estate. However, a combination of prompt removal of fly-tipping and firm punitive action against offenders should be instigated as an early action measure throughout the estate.

Marlas has the most extensive tracts of close-mown grass of all the estates. Although many central areas of the site are relatively level and unencumbered, they have limited use for informal play and recreation. The cost of maintaining

them as close-mown swards provides little tangible return on the investment.

Although there is scope for conversion of some of these areas into multi-use games areas with appropriate all-weather surfaces, there would still be extensive areas remaining. A short term project is required to assess the demand for more private garden space and to remove communal grass areas to provide this resource.

The suggestion by the design team to provide a community allotment received widespread approval from residents and this would remove a large area of close-mown grassland and bring it into beneficial use.

Many of the drying areas associated with the flats on this estate have become overgrown through disuse and are now occupied by dense bramble thickets which harbour vermin. These areas should be the subject of short term review and early action to clear them, provide secure perimeter fences or walls and provide properly controlled access for those residents authorised to use them.

### Marlas urban design guidelines

These guidelines will provide an agenda for change on Marlas, as well as a toolkit for assessing how new development and improvements to existing buildings should look. The guidelines are specific to Marlas and compliment the general guidelines contained within the Strategic Recommendations Report.

These guidelines are not about advocating an architectural style for Marlas, but establishing principles. Therefore the images illustrate the core principles whilst reflecting a number of different architectural styles.

#### Making Connections

One of Marlas' shortcomings is the restricted choice of formal routes or streets through the estate. Addressing this will help to make Marlas feel like a more organic and traditional suburban housing location and will erode the existing rigidity of the layout. Improving memorable and secure access throughout the estate for pedestrians is paramount and will go a long way to solving some of the problems currently undermining Marlas. Enabling vehicles to move more effectively throughout Marlas is also important, but this needs to be balanced against the risk of creating rat runs and highways where excessive speed is possible. Improving the quality of the public transport connections will also be a significant goal of the estates renewal.



#### Three Dimensional Design

There are already a mixture of two and three storey buildings on Marlas and broadly speaking these are appropriately distributed.

The buildings that overlook existing spaces or the new central community space should be predominantly three storey. Three storey buildings should also be located on corners. Even though it is unlikely, buildings of more than five stories should not be permitted in Marlas.



### Marlas urban design guidelines

#### Materials, Styles and Colours

Marlas currently suffers from a lack of variation and a lack of quality in building materials. Achieving richness and distinctiveness in the finishing of new and remodelled buildings will be partly dictated by the application of colours, materials and details.

This guidance suggests how materials should be used will provide the consistency necessary to achieve a well balanced, well articulated development. Materials that are suited to and reflect its coastal environs should be encouraged. Regardless of style, clean and crisp forms and details should pervade in a way which contributes to Marlas' fresh new image.

#### Render

Bold, yet traditional, colours should be adopted to give Marlas a fresh, but distinctly Welsh vernacular. Render should only be used to provide emphasis to building elements or provide visual variation. Half rendering is also suitable, although full single colour render should be avoided, except on important corner or landmark buildings.

#### Timber Panels

Timber panels should be used to add relief and variety to elevations and will enable a fine blend between Welsh and Contemporary styles. These can be sourced from

renewable supplies and Welsh Oak and Cedar are possible materials that could be used.

#### Brick

Wherever possible existing brick that has become stained and dulled should be cleaned and renewed and similar types should be applied in new build projects.

#### Natural Stone

Using natural stone is very costly, but gives a quality feel and is consistent with Welsh vernacular. Using it sparingly in key building elements and boundaries in prominent locations should be encouraged.

#### Boundaries

All boundaries should subtly secure the curtilage of the property and define the threshold between public and private space. Front boundaries should usually consist of a powder

coated steel hoop fence mounted upon a brick wall with piers, but may use a privet hedge instead. Rear boundaries should be formed by close boarded timber fences. Some properties may benefit from a privacy buffer in addition to a boundary to soften the transition from public to private realm. The most suitable form of boundary will need to be decided for each particular street or property type.

#### Building Clutter

Elevations of new and improved dwellings should be simple and stylish. Removing, unifying and /or concealing external cables, trunking, burglar alarms and satellite dishes should be carried out as part of the refurbishment process.





## 6.0 making Marlás a more sustainable community

## 6.0 making Marlas a more sustainable community

### a sustainable community

The importance of engaging the community and helping them to drive the improvements explained herein cannot be underestimated.

Quite simply, the renewal of Marlas will not happen properly and be sustained indefinitely without significant community buy-in.

#### **Ownership**

Ownership is a concept that is becoming increasingly blurred. The idea that tenants could become subject to partial-purchase, or a variety of step-ladder approaches to ownership, was extremely popular in the consultations. Providing clear pathways for greater ownership will be an important tool in estate renewal. Buying into an estate 'on the up' will be an attractive proposition to people and greater ownership is more likely to generate a pride in the estate.

Conversely, dealing with owner occupiers on Marlas is going to be a complicated process.

We therefore recommend that V2C consider how they can achieve this and consult the community accordingly.

#### **Building Effective Structures**

We repeat our view that supporting consistent and democratic organisational structures on each estate is a pre-requisite for good engagement and involvement in long term plans and actions.

At present many people in the community have a passive attitude to their environment and wait for V2C to deliver something - then react.

Regeneration will not succeed unless the relationship between the community and V2C changes. V2C needs to develop the structures that are essential for proper involvement. Once the necessary structures are in place V2C can offer leadership and management, whilst the community can help to improve initial ideas and help deliver the projects. A barrier to this on Marlas is presently the lack of anywhere for groups to meet. Addressing this as an early win through the delivery of the Marlas Community Hub is a priority.

Therefore we recommend that:

- V2C enable the development of an estate representative structure, such as an informal estate residents forum, which can subsequently become a starting point for effective engagement with the development of the Estate Management structure.
- The early stage renewal projects are each developed with project-focussed groups of tenants and residents (such as the early stage garden enclosure scheme – see Section 7.0)
- An estate based 'Hub' should be opened for the purpose of enabling accessibility of V2C staff, visibility of commitment and intent in the renewal process, and the opportunity for V2C and other service providers to meet with residents and encourage local participation in the future development and renewal of the estate.

We believe that Marlas provides a unique opportunity to demonstrate key elements of the ideal renewal model: it starts from a low base in participatory and capacity terms, yet the community has shown from its response to the consultation process so far that there are huge numbers of people who are committed to this estate's future; there are several partner agencies already engaged in services and activities on the estate; other key partners are keen to become more accessible and visible; and, critically, they are committed to the very same processes that V2C has already begun – supporting better engagement, being more accessible, developing better services, creating longterm sustainability, and working together in partnership.

## 6.0 making Marlas a more sustainable community

### a sustainable community

#### **Building Effective Partnerships**

Apart from the school, there is already an estate quasi – partnership in existence which has begun to consider taking forward the MUGA project idea. Several existing service providers which are crucial to the longterm future of the estate are already involved; YouthWorks, the Police, the Local Members and BAVO as well as V2C staff.

We believe this partnership should be developed to become the embryonic **Estate Management Committee** alongside representatives from the community of the estate, the school, Health agency representatives, etc.

#### **Crime and Anti-Social Behaviour**

The consultants believe that a focus on anti-social behaviour, a closer working relationship with the Police, and possibly some specialist policy focus – a dedicated officer for example – are worth consideration.

Marlas suffers from a culture of petty nuisance and un-neighbourliness. The lack of community capacity and local presence of key agencies creates the perfect environment for this attitude to perpetuate. We think that maximum community involvement in the design and implementation of these schemes will create a culture where such behaviour will not be tolerated, by public agencies and residents.

Youth provision is a desperate issue on Marlas and was summed up by one young 10 year old who came on board the exhibition to tell us that time was running out for him and his friends before they were given 'ASBO's, as everything they could do on the estate annoyed someone. Completing the new Multi Use Games Area cannot, therefore happen soon enough for many young people on the estate. Crucially, many seem interested to help out and be part of the process.

#### **Handling Sensitivities**

The projects we have recommended above have generated impassioned responses from many people, supportive or otherwise. Altering people's homes and their environment are very sensitive and personal issues. This is why the community need to feel that they have some control over this and are not being merely 'subjected' to it.

We re-affirm our recommendation to deal with small areas in totality.

Smaller contracts moreover will create the chance for dialogue and adjustment as well as sensitive allocations and decanting.

## 6.0 making Marlas a more sustainable community

### an economically active community

V2C need to enable the residents of Marlas to become more economically active. Building up the capacity of the local population to be part of the economic mainstream, rather than economically marginalised is a core part of the process and will lead to sustained improvements in the quality of life for local people.

Building the economic prospects of local residents has cross overs with mainstream and adult education. However, we believe that there is a need for a local base where people can enhance their access to employment and enterprise.

The Marlas Community hub will be an important component of this by providing access to advice and training courses suited to local demand.

The improvements to the estate in itself will bring about opportunities for entrepreneurs and job seekers, including:

- grounds and garden maintenance
- selling produce and compost from the Market Garden
- property maintenance
- construction trades

There are significant opportunities stemming from the level of building and construction on Marlas. Therefore V2C need to be able to insist that a proportion of the workforce is taken from the local population and that the skills are in place to allow this to happen. Ensuring that agreements flow from principal contractors to sub-contractors will be essential if this is going to work.

V2C has shown throughout our contract that they have a clear vision of and commitment to social economy development. We believe Marlas could demonstrate exemplar social economy development both through projects that have already been identified as well as unexplored future opportunities.

For example there are vast areas of open space on the estate, some of which will be incorporated into the renewal framework. Already there is a caretaker/ warden service which could have more local focus and could develop into a separate business function. There are key agencies keen to develop their engagement and presence on the estate and their combined presence could begin to develop the Hub as a small not-for-profit business.

The early stages of V2C's improvement schemes on the estate have generated considerable activity already. Alongside the future organisation of contracts and local engagement we believe there could be a small outlet for refreshments and small scale catering for estate contractors, residents, group meetings, partner agency personnel, youth groups etc. Were V2C to offer support to this project via the temporary use of a flat for example, maybe next door to the estate base/ Hub, we believe a sustainable small scale business might be franchised.

We cannot be prescriptive here – the estate partnership is best placed to consider these projects in detail. It may be for example that YouthWorks and a cohort of young people might be the key driver. Several residents have discussed their support for a local meeting place-cum-café idea. Many of the residents we talked to in the second stage consultation are truly sympathetic to young people on Marlas and want to see positive project-based activities for them on the estate.

Critically YouthWorks are keen to manage the MUGA and see this as a social business idea and furthermore we recognise the effective partnership already built between V2C and YouthWorks.

## 6.0 making Marlas a more sustainable community

### towards a sustainable estate

The sustainability guidelines outlined in the Strategic Recommendations Report are to be applied to Marlas. In addition to these the following recommendations outline how specific local factors can help to make Marlas a more self-sufficient community.

#### Thinking Local

This is the ideal opportunity to make Marlas less dependent on external energy, less wasteful and more self sufficient.

V2C will have long term stewardship of this estate and over this period we are likely to see enormous changes in the way we obtain and use energy. Acting now will provide significant benefits to V2C and its clients in the future.

Marlas is quite exposed to onshore south westerly winds and this could provide interesting opportunities for local wind generation. Generally speaking areas where there are lots of trees or buildings are not good locations for producing electricity from the wind. Turbines are also visually intrusive and noisy.

A possible approach will be for V2C to connect groups of buildings to a single central turbine. (Perhaps located at the very visible high ground behind Ael y Bryn). This could have an iconic visual presence and be lit at night as well as an environmental purpose. Further feasibility work would need to done

to assess the true potential.

#### Transportation

Marlas has a train station and frequent bus services and has therefore key infrastructure which can be improved to reduce reliance on the private car. V2C should therefore forge links with South East Wales Transport Alliance (SEWTA) to develop ways of improving services from Marlas. V2C should also work with partners to assist the community to develop a community car share scheme which could be operated and managed from the new Community Hub.

#### Open Space Strategy

An important objective of the Open Space Strategy should be to encourage bio-diversity and the creation and improvement of habitats.

#### Working with Owners

A considerable amount of buildings on Marlas are privately owned. V2C, with its Partners, must explore ways in which it can enable private owners to make their buildings more energy efficient. V2C could provide information to residents on what grants are available to owners for domestic energy production.

#### Recycling

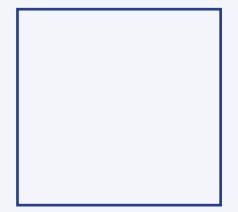
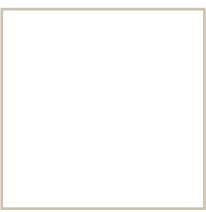
Recycling arrangements need to be co-ordinated with Bridgend County Borough Council. However, in addition to the current services offered, V2C could promote additional recycling facilities on the estate, probably based at the Community Hub. These facilities could include collection of:

- household items
- clothes and shoes
- glass, plastics and paper

As a result of the Marlas Market Garden Project, V2C have the opportunity to enable the community to grow food and sell it locally, both to residents and the school. An element of this could include a community composting scheme, where people could exchange compostable material for compost.

The sale of fresh produce and reusable clothing and furniture could also form the basis of some sort of community shop, again operated from the Community Hub.





## 7.0 delivery and phasing

# Commencing renewal and demonstrating commitment

Strategic recommendations regarding the broader delivery matters are to be found in the Strategic Recommendations Report. This document outlines the overarching proposals for how V2C can lead and manage the renewal of each estate that our team has been focussed upon.

However, there are some estate specific proposals which are relevant and these are outlined in this section.

### Build partnerships

Whilst building partnerships at the strategic level is going to be essential there are several partnerships that can be developed at the local level.

The **Afon y Felin school** is an important 'gatekeeper' within Marlas. They are already developing numerous projects which exceed the curriculum to improve the quality of life for people on Marlas. Their efforts should be integrated within this process.

In the absence of dedicated community groups, Afon Y Felin bring together a large number of people on the estate and are therefore going to be a key Partner on the estate. As the capacity of the community to become embedded in the regeneration process builds, V2C need to be careful to maintain the role of the school.

### Building consensus

This is crucial to the long term viability of the Estate Renewal Programme. As raised in the Strategic Recommendations Report, the local community do not believe that V2C are capable of delivering the level of change that we think is necessary.

Consultation highlighted a general support for the initiatives that we have developed this far. Therefore it is essential that V2C and their Partners work with the community to build their trust and support.

One way of doing this is to develop projects on a small scale with considerable involvement from the people that will benefit from them.

### Piloting Projects on a Small Scale

The best way of building consensus is by showing the community that renewal is real and achievable. Building projects from a small scale will also be part of a phased approach to the regeneration of Marlas.

The SRR outlines the need for a Strategic Management Plan to guide the renewal of Marlas and the other estates. For Marlas this must include **developing pilot projects** at a small scale. These projects are referred to as the Inception Projects, to be implemented prior to the main phases and are outlined in detail below.

### Visiting Exemplar Schemes

V2C should arrange for residents benefitting from Inception Projects, V2C staff and Partners to go and **see similar schemes in other parts of the UK** and speak to those residents and professionals who have been through the process. V2C do not always have to come up with answers, the community should be able to do that as well. What is important is that V2C show leadership and this is a good way of demonstrating that.

### Showcasing Regeneration

Once the pilot projects have been satisfactorily completed they should be formally opened and showcased to the rest of the community. At these events V2C need to make clear where this is happening next and that people will have a hand in the final design.

### Dealing with Owner Occupiers

V2C must develop a methodology and financial framework for working with people who own their homes. Not succeeding with this is probably the most significant risk to many of the projects outlined above.

Owner occupiers have bought into Marlas and therefore are all have an interest in the success of this programme.

However, many of them are on very low incomes and may not be in a

position to contribute financially to the improvements that we think are necessary.

Recommendations for how V2C can manage the issue of ownership on the estates subject to renewal are explained in the Strategic Recommendations Report.

Therefore, V2C with the help of their Partners, will need to come up with an equitable system for allowing people to participate in the renewal programme. Similarly, V2C will also need to have arrangements in place to make sure that owner occupiers are not able to undermine this programme of improvements.

### Delivering change: a phased approach

The factors guiding phasing will become more apparent as V2C build the structures necessary to deliver change (e.g. funding).

The phasing has been ordered to ensure distinct areas are subjected to multiple projects simultaneously.

This will minimise the amount of time that people are disrupted and concentrate the benefits.

The ethos is for change to be focussed at the heart of the estate first, with the most visible areas being tackled next. Once this has been achieved the most stigmatised areas should be tackled before new development is encouraged. Bringing on new development following initial successes will maximise the income which V2C can expect from these sites. These monies can then be used to complete the final stages of the programme.

It will be essential for V2C to co-operate with the community to ensure they understand what will be happening where and when and crucially why it will be happening in this order. It will be important that this information is available to the community upon completion and opening of the showcase projects. At this stage the community will want to know if their homes and streets are going to be subject to similar works and when.

This section is intended as a practical guide to approaching the large task ahead. Arranging phasing will require a continuous process of evaluation and re-planning in order to ensure effective project delivery. Some elements may be brought forward and some phases may even run concurrently, but monitoring, management and listening will enable this to happen.

# Commencing renewal and demonstrating commitment

### Phase 1: Pilot Projects

The purpose of these pilot projects will be to start the renewal of Marlas by improving small areas using a number of different projects. It is envisaged that this will take 2 years to complete. The areas will need to be physically distinct and well contained so that the impact can be assessed.

We think that **Gorslas** is an ideal location to implement the following projects:

- Creating Private Gardens
- Creating Pedestrian Friendly Streets; and
- Connecting Streets with New Homes

These projects all complement one another and should be implemented together and with the people who live there. At Gorslas the area is not too large and the configuration of streets and gardens is simple, meaning it will be easier to achieve success than either a large area or an area with difficult arrangement of streets such as Tir Newydd. Three properties from Yr Ynys should also be included to demonstrate how the configuration of back gardens could work.

Significantly, our consultation highlighted that there did not seem to be any 'personalities' from Gorslas who would make the process more difficult than it needs to be.

**Afon Fach**, to the north of the estate is an excellent place to pilot the following projects:

- Improving the Image of Houses
- Converting the Flats and Maisonettes
- Improving the Public Realm; and
- A Strategy for Open Space

This street is ideal to pilot and showcase these projects because it is very visible; it is on the edge of the estate and is also relatively small and self contained. Furthermore, levels of owner occupation are relatively low. Afon Fach would highlight how the cumulative effect of the above range of projects and would give a useful snapshot of how parts of Marlas could look in the future.

Another essential pilot project from the Strategy for Open Space should be the provision of a **Multi Use Games Area (or MUGA)** at the heart of the estate. Consultation highlighted that this is critical to the young people on the estate and should therefore be delivered as a pilot project or early win at the earliest opportunity. Developing it with the people that will use it will be essential and including these same people in the planning and implementation of the remaining Strategy for Open Space will be just as important.

Another essential pilot project from the Strategy for Open Space should be the provision of a **Multi Use Games Area (or MUGA)** at the heart of the estate. Consultation highlighted that this is critical to the young people on the estate and should therefore be delivered as a pilot project or early win at the earliest opportunity. Developing it with the people that will use it will be essential and including these same people in the planning and implementation of the remaining Strategy for Open Space will be just as important.

Establishing the **Community Hub** (see page 25 and 26) will also be a crucial Pilot Project so that the community and service providers have a base where they can meet. This is an important step in developing the capacity of Marlas residents to participate in the changes ahead.



### Delivering change: a phased approach

#### Phase 2: Improving the centre

The purpose of this phase of renewal is to build up the quality of the central spine of the estate. This will involve some development and open space improvements. Even though some of this may not be at the top of the communities wish list it needs to be in place to bind together subsequent phases of development.

This will incorporate the Pilot Projects explained above and also include:

- Creating private gardens
- Marlas Market Garden
- Early development project (with the possibility of this being a community enterprise centre)
- Creation of a pocket park for young children
- Ecological improvements to space near the cemetery
- Public realm improvements

It is expected that the first phase of projects will be completed between years 2-4 of the programme.

#### Phase 3: Improving visible parts of Marlas

The successes of the initial phases will be well established, allowing V2C and the community to move forward with confidence.

Phase 3 will take the lessons learnt from the Phase 1 and Phase 2 and apply them to sites that are connected to earlier projects and located close to entrances to the estate. By doing this, V2C can achieve a critical mass of activity in areas that are visible. By the end of Phase 3, V2C would have built up a momentum and new confidence that will be essential to the middle part of the programme.

Depending on circumstances it is possible that Phase 3 could run concurrently with Phase 2.



Phase 2



Phase 3

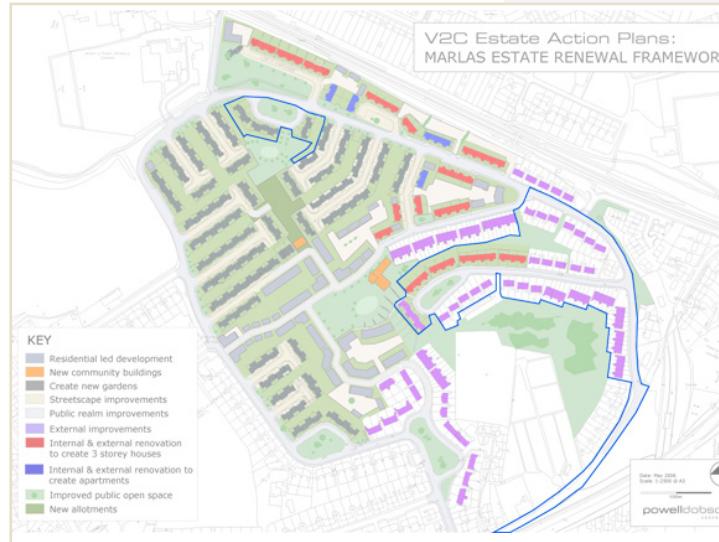
### Delivering change: a phased approach

#### Phase 4: Moving toward stability

The achievements of earlier phases will create a culture of success and confidence that should be rolled out to Ael y Bryn with a view to removing the negative stigma that currently undermines it. Simultaneously improving the open space and public realm at Yr Ynys will complete the rehabilitation of the north western gateway to Marlas.

#### Phase 5: Changing the face of Marlas

The first four phases will enhance values, image and confidence sufficiently for V2C and the private sector to develop new housing and infrastructure on Marlas. The new infrastructure should be connected from Heol-y-Parc to Pil y Cynfig. An important component of this stage in the programme will be the creation of a significant new community park, to be built up around the existing MUGA. By this stage the community should be able to have a key role in the design of the park.



Phase 4



Phase 5

### Delivering change: a phased approach

#### Phase 6: Blending old and new

All of the physical projects affecting the area around Pil Y Cynfig and Bron y Wawr should be implemented to complete the new connection across the estate and blend old and new homes.

#### Phase 7: Completing the task

Implementing the range of projects related to the three bedroom link properties will complete the renewal of Marlas. If funding and community expectation increase the possibility of bringing this forward it could be incorporated into earlier phases.

#### Project Evaluation

Assessing the performance of the initiatives and highlighting the lessons learnt is important. Again, V2C need to provide leadership, but the community and other Partners need to be involved.

Evaluating the impact and process undertaken to complete the Pilot Projects will be essential. For the follow-on projects the process for delivery must include stages where evaluation can occur during project implementation and at the end of it. Lessons learned will help to improve the delivery of regeneration on Marlas and other estates in the future.



Phase 6



Phase 7

### Proposed estate profile

The projects that we have proposed are unlikely to result in a substantial increase to the size of the population on Marlas. Instead, the outcome will be an estate where the boundaries between tenants and owners are blurred through enhanced opportunities for shared ownership. The current balance of tenants and owners is not consistent with best practice on creating a sustainable community (which is that 60% of the community should be home-owners and 40% tenants).

The current supply of homes on the estate breaks down as:

3 bed link homes:	214
3 bed 3 storey homes:	68
Flats (below maisonettes):	66
Maisonettes (above flats):	112
3 bed semi's:	54
Bungalows:	16
 Total:	 530

Within these 530 properties, 187 are owner occupied meaning that the existing mixture of social / private residents is approximately 65% / 35%.

The proposals in this report will have the following outcomes for the supply of housing on the estate:

Units demolished:	52 (Of which owner occupied: 8)
Units improved:	418
(112 units lost due to reconfiguring of flats and maisonettes)	
(Of which owner occupied:	187)
Units built:	circa 120
Number of 2/3/4 bed homes built:	circa 85
Number of 2 bed flats built:	circa 35
(These figures can be adjusted based upon projected need)	
 Total Proposed Dwellings:	 538

The result means that the number of people living on the estate will remain fairly static. Of the 120 new homes built on the estate 60% (72 homes) will be homes for sale (either outright or through shared ownership). Adding to the existing 187 privately owned properties on the estate, means that there will be 259 owner occupiers. This is significant in that it will help to create an estate demographic of 48% owner occupied, an increase of 12% and much more consistent with neighbourhood planning best practice.

As the success of the regeneration grows the estate will become targeted by investors looking to make money from uplifted property values. V2C must therefore have leases and agreements in place to ensure that they remain the only landlord on the estate and that homes are occupied by the people that own them.

### Delivering change: funding

This document sets out the 'roadmap' to renewal. The Strategic Recommendations Report (SRR) (November 2006) and the initial Scoping Report (July 2005) both outline the possibilities for funding the projects explained here and will not be repeated in this document.

However, it is worth stressing that Marlas presents V2C with a significant funding opportunity in that there is land which is available for development and that these sites are strategically well located. Ensuring that V2C and the local community gain maximum values for the development of these sites is essential. The strategy for releasing and developing these sites is covered elsewhere, but these opportunities distinguish Marlas from the other pilot estates in that it offers a significant opportunity to bring in private sector investment in the regeneration pot.

The Community Hub project is a key project and the SRR outlines the scope of funding possibilities and the opportunities for matching funding to BAVO development workers and youth workers.



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## next steps

## Next Steps

V2C have a significant responsibility and must develop the structures, mechanisms and skills necessary for this level of regeneration to succeed.

### Action Planning

One of the ways of structuring the delivery of projects will be to develop an Action Plan. This should include information relative to the delivery of each type of project, like:

- outline costs
- funding opportunities
- links with other projects
- links with ongoing initiatives
- project champion / delivery responsibility
- timescales
- themes addressed (see page 12), and
- partner agencies

This Action Plan should be developed as the structures become established to deliver these recommendations.

### Funding Opportunities

The Action Planning process and the organisational arrangements outlined in the Strategic Recommendations Report will provide the opportunity to explore resource procurement more fully. At the initial Scoping Report stage we outlined a range of different funding streams. V2C and their Partners must attribute mainstream budgets and additional funding opportunities to the Renewal Framework and programme of projects that we have recommended. This is a key stage and must be informed by the Estate Development and Renewal Framework which is basically the business plan for the estate.

### Next Steps

The **Estate Development and Renewal Framework** for Marlas, V2C must make the following projects immediate priorities:

- completing the multi use games area as part of the Open Space Strategy
- creating a temporary Community Hub
- phase 1 pilot projects for improving the sub-urban environment

This will be the very start of what is likely to be a 10-15 year programme of improvement. At the end of this programme we are confident that the overarching strategy and the suite of projects that we, as a group, have developed will make Marlas into a popular place to live.

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