

# **Regeneration & Sustainable Development Cabinet Board**

**26 January 2018**

## **Report of the Head of Property & Regeneration Simon Brennan**

### **Matter for Information**

#### **Wards Affected:**

Port Talbot, Aberavon, Sandfields East, Sandfields West and Margam.

### **ABERAVON SEAFRONT REGENERATION– UPDATE REPORT**

#### **Purpose of Report**

1. The purpose of this report is to provide members with an update on the various regeneration schemes and investment at Aberavon Seafront.

#### **Executive Summary**

2. The Authority is committed to the ongoing regeneration of Aberavon Seafront. The Authority's regeneration programme has delivered a number of improvement schemes and provided additional visitor facilities at the seafront, along with encouraging the private sector to further invest in the area.

#### **Background**

3. Since 2001, the Council has been undertaking an extensive programme of Regeneration on the Seafront. Over £22million has been spent on enhancing the Seafront and upgrading public facilities with over £8million of this being funded from external sources and private investment.
4. These improvements have truly transformed the attractiveness of the Seafront and contributed to its increased popularity for visitors and local users. The Authority's programme and private sector development has included the following projects:

## Projects Update

### 5. New Aberavon Fitness & Leisure Centre

The beachfront leisure centre development which opened in 2015 incorporates a 'wave' concept design roof and features a 25m pool (with rising boom and a moveable floor to adjust pool depth), 17m learner pool, gym & fitness suite, dance studio, spin room, four court sports hall, various community rooms, café, reception and extensive changing facilities.



### 6. Adventure Golf Course

The Authority secured funding from The Big Lottery for a Coastal Communities Grant and Pirate Cove Adventure Golf Course opened in 2016. The twelve hole adventure golf course has become a very popular visitor attraction at the Seafront.



## 7. Sunken Gardens Redesign

Opened in June 2012, the redesigned sunken gardens incorporate timber step features, new site furniture including benches, seats and bins and soft landscaping. Within the scheme, features include grass terracing and a shingle beach garden with seaside timber groynes to the west side of the garden and maritime themed plantings to the east.



## 8. Shelter and Signage

A timber beach canopy was constructed within the redesigned sunken garden in order to provide much needed shelter from the elements. The shelter forms the central feature within the gardens and is themed upon the idea of beach groynes that form a wall with an overhead canopy.

Three new information panels were also installed along the promenade which includes a plan of the seafront, safety information, and details on local facilities and activities.



## 9. Toddlers Play Area

A new play area designed for children aged between two and five was completed in September 2012. The new facility includes a play area designed around a seaside theme along with new fencing, bins, seating and a picnic area.



## 10. Skatepark

Built on the site of the existing skate park the works involved removing the existing steel construction skate elements and constructing a new concrete design skate park producing an exciting, challenging and durable skate facility. The scheme was completed in April 2015 and has proved extremely popular.



## 11. Scarlet Avenue Car Park

A new 111 space (inclusive of disabled provision) car park built on the site of a temporary un-surfaced car park adjacent to the Trem-Y-Mor development.



## 12. Fort Play Area

Opened in May 2012 a revamped seaside themed play area replaced the previous wooden fort playground.



### 13. Refreshment kiosk and public toilets

Located at the Western end of the promenade this high quality modular building incorporates a refreshment kiosk along with unisex toilets, a disabled toilet and baby changing facilities.



### 14. Trem-y-Mor, Respite Care and Day Centre

Opened in 2014, this 16 Bed facility is split into 4 separate 'pod' units where each pod is clustered around its own Courtyard, Kitchen and Lounge. They are designed for a particular user need and encourage personal development where staff are able to maintain and develop social, emotional, communication and independent living skills.



## **15. Coastal Defence Work**

As part of the Trem-y-Mor Project enabling works, coastal defence works were carried out as there was concern that storms and high seas had the potential to undercut the building's foundations. The work involved the remodelling of the existing blockstone revetment and the importing of new stone forming an apron to protect the western end of the promenade.

## **16. New fish and chip restaurant (Franco's)**

A new seafront restaurant with outdoor dining area was completed in November 2015. The new facility created 40 new jobs.



## 17. Bar Gallois

Completed in 2017, Bar Gallois has had a complete refurbishment of its restaurant, function room and toilet facilities along with an extension to increase the size of the restaurant. As well as internal improvements a new outdoor seating area was created along with a new car park.



## 18. Bay View Close

Hale Construction have recently completed a high quality residential development consisting of 13 dwellings at the former Bay View Social Club site. All houses were sold off plan and the site is fully occupied.





### **Current projects**

#### **19. Old Afan Lido site**

The Authority has recently appointed Hale Construction to develop a mixed use development consisting of 200sq metres of retail space along with up to 150 residential units. The development at the former Afan Lido Leisure Centre and overflow car park sites is due to commence on site early in 2019.



#### **20. Promotional material for the seafront**

A promotional film has been commissioned to promote the Seafront during 2018 Visit Wales' Year of the Sea, the film(s) will be promoted on the visitnpt website and via social media. The outcome of the filming will be one

showcase video and two shorter videos, one targeting the couples market and another targeting the family market.



## 21. Ongoing works

The Authority has a programme of ongoing upgrading and maintenance works for the Seafront to ensure that the street furniture and public realm are up to the required standard.

## 22. Future plans

The Authority will be taking to the market a piece of land between the sunken gardens and whale site along the promenade, for the development of a restaurant.



## 23. Kiosk development

The Authority also has aspirations to locate a kiosk type development along the seafront at a location to be confirmed. This development will attract additional service providers and encourage further private sector presence at the seafront.

## 24. Reel Cinema Extension

The owners of Reel Cinema have planning approval to extend and redevelop their existing site at Hollywood Park, creating a number of new jobs. The plans include a new cafe and restaurant, a leisure unit, such as laser quest/family entertainment centre, and a restaurant.



## Financial Implications

25. The ongoing regeneration of the seafront is being delivered in partnership with a number of organisations and with funding from various sources. There is an allocation for match funding within the Council's capital programme to contribute to the delivery of the programme.

### **Equalities Impact Assessment**

26. Screening Assessment has been undertaken to assist the Council in discharging its Public sector Duty under the Equality Act 2010. Screening of individual projects have been undertaken and Equality Impact Assessments will be undertaken for each project.

## **Workforce Impacts**

27. There are no workforce impacts associated with this report.

## **Consultation Outcome**

28. There has been no requirement under the Constitution for external consultation on this item. Consultations have been held with key stakeholders on the development of individual projects.

## **Background Papers**

29. Aberavon Seafront Strategy, August 2003  
Aberavon Seafront Strategy Review, August 2005  
Neath Port Talbot Waterfront Regeneration Strategy, 2011

## **Officer Contact**

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