

SWANSEA BAY CITY REGION JOINT SCRUTINY COMMITTEE

DATE 2nd May 2023

SBCD Pentre Awel Project Update

RECOMMENDATIONS/KEY DECISIONS

To inform Joint Scrutiny Committee of the progress made and status of the Pentre Awel Project

REASONS

1. Introduction



Chris Moore
Cyfarwyddwr y Gwasanaethau
Corfforaethol/
Director of Corporate Services
E-mail: cmoore@carmarthenshire.gov.uk

Sharon Burford
Rheolwr Prosiect
Project Manager
E-mail: sburford@carmarthenshire.gov.uk

1. Project Overview

Pentre Awel is a 'once in a generation' development located across 83 acres of land in South Llanelli. It will be the first development of its scale and scope in Wales, creating a unique ecosystem that co-locates business, research, academia, health, leisure and assisted living within landmark infrastructure.

Pentre Awel is a multi-million project to be funded through Swansea Bay City Deal (£40m), other public sector and institutional funding. Carmarthenshire County Council has

earmarked capital funding within its Capital Programme to develop the leisure elements. Institutional investment will fund the assisted living, housing and hotel components. Carmarthenshire County Council is leading the project, working in collaboration with its principal partners – the regional University Health Board, Further and Higher Education, together with a range of local and regional stakeholders, including ARCH, the Regional Learning and Skills Partnership, and community groups.

Pentre Awel is an important project within the Council and City Deal portfolios and is central to the economic recovery / stimulus efforts of the region. Significant commitment has been invested over recent years to bring to bear this strategic development opportunity, including initial master planning and outline planning stages, site preparation and design development.

Pentre Awel will benefit an adjacent Communities for Work cluster where employment, earnings and educational attainment are significantly below county and Welsh averages.

2. Zoning / Phasing Strategy

Pentre Awel comprises four developable 'zones', as outlined in the indicative masterplan below.

Zone 1 - City Deal – Business Case

Total build costs –£40m

- Research led business development
- Clinical Delivery and Research Centre
- Wellbeing Skills Centre

Zone 1 - Leisure - CCC – Capital Programme

- 8 x 25m lane swimming pool, learner pool with splash features
- Sports Hall
- c.130 station gym
- Dance, spin and multi-purpose studios
- Adventure play
- £1.3m Hydrotherapy Pool

Zone 4 - Hotel – Market led

Up to 140 bed hotel

Zone 4 - Housing – Market led

c. 35 units of open market housing



Zone 2 – Housing – Led

- c. 35 units of social and housing

Zone 2 - Assisted Market Led/Health Partnership

- Nursing Home (100 bed)
- Residential Rehabilitation
- Extra care facility (90 b)

Zone 3 - Assisted Market Led

- Individual apartments/sale/rent

Zone 3 - Business Market Led

- Expansion business sp activities

In summary, Zone 1 will create requisite infrastructure for education, business, research, leisure and health, all brought together within an enclosed 'street' configuration:

Funded through City Deal:

- A **Business Development Centre** to provide dedicated incubation and acceleration facilities for businesses in life sciences and associated sectors. This

will foster collaborations between academia, private and public sector to stimulate expertise and research excellence.

- A **Clinical Delivery Centre** to deliver multi-disciplinary care in a community setting, with an adjacent **Clinical Research Centre** focusing on research, innovation and improvements to population health. The Clinical Delivery Centre comprises a mix of clinical rooms, consultation rooms, functional assessment rooms, therapies zone and a Health Technology Hub totalling c. 1,200m². Hywel Dda will run the Clinical Delivery Centre, with Hywel Dda Research occupying the ground floor of the Clinical Research Centre and TriTech anchoring the first floor. The CRC will provide over 900m² of research space.
- A **Well-being Skills Centre** will provide a broad spectrum of education and training programmes, from Further and Higher Education, to Work-Ready and CPD. Courses will include taught and placement opportunities across health and care disciplines and more widely to include digital / ICT, leisure, management and tourism. This will help address areas of skills shortage within the region and retain young students and professionals. The Centre will be linked to modern clinical practice and service delivery both within the Clinical Delivery Centre and more widely in acute and community settings across the region. Swansea University will situate a Health and Wellbeing Academy within a space of c. 480m², offering a mix of classroom, teaching, office, consulting and changing facilities, together with dedicated reception.
- **Collaborative / shared spaces** with the aim of fostering joint working and co-production between partners and sectors.

Funded by Carmarthenshire County Council:

- **Leisure Centre / Wellness Hub** – state of the art ‘dry’ and ‘wet’ leisure provision which will offer replacement facilities for the existing leisure centre in Llanelli Town Centre. Includes an 8 x 25m lane swimming pool, learner pool, hydrotherapy suite, 8 court sports hall, gymnasium and multipurpose studios for dance, spin and other fitness activities.
- **Primary infrastructure** – including car park, landscaping, walkways and public realm.

Zone 2 will provide assisted living accommodation across the continuum of care, including nursing home, residential rehabilitation and extra care facility. Zone 2 also includes designated social and affordable housing.

Zone 3 will provide expansion space for an additional business development centre(s) to accommodate larger SMEs and those that ‘spin out’ from Zone 1. In addition, Zone 3 will offer up to 144 assisted living dwellings across a range of accommodation types and tenures. This is likely to include one and two bedded apartments and bungalows. Taken together, Zones 2 and 3 will provide a testbed capability for businesses onsite to undertake real-time piloting, monitoring and evaluation of med-tech and assistive living technologies.

There is provision for open market housing and a hotel in **Zone 4**

It is anticipated that Zone 1 will catalyse the rest of the development and provide synergistic opportunities to improve economic and social wellbeing. For example, the assisted living development within Zones 2 and 3 will provide meaningful ‘testbed’ capabilities for businesses onsite to pilot their products and services (e.g. assisted living technologies such as wearable devices and sensors).

Pentre Awel's research activities will include the development of services and products to live independently and to keep people well in their homes and communities for longer. Pentre Awel will provide appropriate test environments and support to move from a small product development to growing a business.

Pentre Awel aims to reduce inequalities locally through job creation and targeted education/training provision. It will contribute to national and local outcomes relating to employability, skills and tackling poverty by promoting initiatives for economically disadvantaged groups. For example, a 'pipeline' of education/training opportunities will enable career progression within health and care disciplines. In addition, partnerships between health and leisure at Pentre Awel will create opportunities to improve wellbeing across all age cohorts through prevention and health promotion, empowering and informing. More widely, the use of digital health care (telehealth / telecare) will promote independence and improve access to services.

3. Projected Outputs

Through integration of the core elements of Pentre Awel the aim is to provide a unique ecosystem for business, education and research and clinical delivery whilst facilitating improved population health through prevention and health promotion, sports and fitness. Within the first phase a new leisure complex will be created with a state-of-the-art sports and aquatic facility. Through the City Deal funding there will be a focus on education to address skills shortages and on initiatives to improve the unemployment and educational achievements in the area.3.2 Specifically:

Creation of sports and leisure facilities including 8 court multipurpose hall, 130 station gym, spin and dance studios and an 8 lane 25m swimming pool with learner/splash pool.

Regeneration in an area of significant need

- a. Projected to create 1,800 total jobs across whole project
- b. Research based business development and growth

Education Skills and Training

- c. Skills development programmes, many to run alongside clinical delivery
- d. Address key recruitment and retention challenges
- e. Promote careers opportunities and STEM subject engagement through schools

Improved health and care in community – care closer to home.

- f. Quantifiable improvement in health outcomes
- g. Long terms projected reduction in GP demand, reduced chronic condition hospital admittance and readmission.

Community Benefits

- h. Targeted support for residents in accessing work.
 - i. Minimum of 52 weeks of recruitment and training per £1m of spend on construction.
 - ii. Engagement to promote entry level courses and building credits to promote employment. Programmes will facilitate access and affordability.
 - iii. Health promotion and self-management initiatives – including social prescribing and work through schools.
- i. Targets defined for sourcing through local suppliers.
- j. Community groups actively participating in Village facilities.
- k. Reduction in the number of young people in the adjacent Community First area, within the NEET category

4. Procurement

In October 2021, following a comprehensive procurement exercise undertaken via the South West Wales Regional Contractors Framework (SWWRCF), Bouygues UK were appointed to deliver Zone 1 of Pentre Awel. A comprehensive pre-construction period has since been undertaken from October 2021 to January 2023. During the pre-construction period, CCC, external project and cost managers Gleeds, Bouygues UK and its design team worked collaboratively to:

- Review RIBA Stage 3 designs with tenants, with a particular focus on the Clinical Delivery Centre, Clinical Research Centre and wet/dry leisure design.
- Undertake RIBA Stage 4 design
- Review planning conditions and discharge the ‘pre-commencement’ planning conditions prior to breaking ground on-site.
- Prepare a Reserve Matters Application.
- Agree a programme, identify/assess risks and work toward greater cost certainty. Bouygues have been trying to work to a ‘Not to Exceed Price’, which forms the basis of this report
- Undertake pre-enablement works to ensure programme and align with tenant timelines.
- A Section 73 application has been agreed to extend outline planning consent for the whole Pentre Awel site. This will secure the future development of Zones 2 and 3 (assisted living and business expansion).

The Pre-Construction phase of the contract with Bouygues is now completed and the Authority has now entered the second phase, namely full mobilisation and Construction.

5. Zone 1 Construction Milestones

Enabling works commenced October 2022 including earthworks, site preparation and piling mat beneath building footprint.

In February 2023 Carmarthenshire County Council and Bouygues UK entered into a construction contract to deliver Zone 1. An 89 week construction programme is now underway with sectional completion of education facilities planned for September 2024 and full completion / operationalisation targeted October 2024.

Piling activity commenced on 13th February and will conclude by end of April. There will be 1050 precast concrete piles driven between depths of 18m and 25m.



In March 2023 Bouygues UK and Carmarthenshire County Council held the formal GroundBreaking event. The Secretary of State for Wales was in attendance along with representatives from all partner organisations, the private sector and community.



6. Community Benefits Being Delivered through Zone 1

BYUK will deliver a programme of community benefits for Zone 1 focused on four key pillars: (1) targeted recruitment and training; (2) supply chain; (3) education initiatives; and (4) community engagement.

An external stakeholder community benefits group (chaired by Donna Griffiths, BYUK) and internal working group (chaired by Helen Morgan, CCC) have been established to facilitate and oversee BYUK's community benefits programmes. The stakeholder group has representation from local schools, Further Education, Higher Education, Hywel Dda University Health Board, Carmarthenshire County Council and third sector.

A successful Meet the Buyer event was held on 30th March 2022 at Parc Y Scarlets to engage the supply chain. The event attracted over 125 businesses, 60% of which were from the SBCD region, with 40% based in Carmarthenshire.

During the pre-construction stage, BYUK has interacted with over 1000 local school pupils and delivered around 25 STEM sessions. Over 350 pupils have participated in BYUK's Believe Academy.

BYUK will run Student Ambassador and Community Ambassador Programmes during the construction phase. The formal launch of the BYUK Student Ambassador scheme took place at Ysgol Pen Rhos on 26th January 2023.



BYUK and CCC has agreed deliverables for targeted recruitment and training (TR&T). A minimum of 4,680 person weeks of TR&T will be delivered, further disaggregated into targets for 'new entrants', 'apprenticeships' and 'trainee and work experience': These will be monitored through the internal working groups as construction progresses.

4,680 TR&T Person Weeks Breakdown	Apprentice Weeks	1675 p/w
	Trainees/Work experience	1603 p/w
	New entrant (inc unemployed, economically inactive)	1402 p/w

Each subsequent development phase will have its own community benefits programme that will contribute to the overarching project deliverables/outputs.

7. Pentre Awel Components

7.1 Education, Skills and Training (EST)

An EST Implementation Group has been established and forms part of the Pentre Awel governance structure. The aim of the groups is to facilitate the planning and delivery of courses, programmes and apprenticeships which will both run at Pentre Awel and enable the sustainable operation of the development. The EST Group is chaired by Wendy Dearing UWTSD and has representation from UWTSD, Cardiff University, Coleg Sir Gar, The Regional Skills and Learning Partnership, City Deal Skills and Talent Project, Hywel Dda University Health Board, CCC education, social care, Leisure and L&D.

As part of its remit, the group undertook a mapping exercise to chart existing education, skills development and training provision across the region in subject areas relevant to Pentre Awel ie. health and care, sports leisure and recreation, hospitality, digital and management. A detailed workforce planning exercise is now underway to cross-reference future job roles at Pentre Awel (e.g. doctors, nurses, carers, software engineers, data scientists) with current courses and qualifications across all levels (e.g. GCSE, FE, HE and CPD). This will help identify requisite courses, qualifications and career pathways based on projected employment needs on site and to meet regional skills/training gaps and can therefore be used to inform the development of new courses / programmes at Pentre Awel.

Cardiff University is developing the following provision at, or linked to, Pentre Awel: medicine, pharmacy, optometry 'teach and treat', dental and physiotherapy.

7.2 Clinical Services

Health and Care Services delivered within Pentre Awel will form part of the integrated service network both in Carmarthenshire and more widely through neighbouring Counties and Health Boards and with National Networks. The clinical services to be delivered on site are those which are evidenced to provide best outcomes when delivered in a community setting through a multidisciplinary team approach and will support a shift to community-based care / delivering care closer to home. The services to be delivered on site will include physiotherapy, occupational therapy, podiatry, lymphedema, audiology, and chronic conditions.

The development will further contribute to the improvement of health and wellbeing both locally and nationally through integrating education and training, wellness initiatives, research and development, business development and healthcare initiatives.

The health area will also include a Health Technology Hub – making best use of digital technologies to deliver healthcare virtually and a Clinical Research and engineering Centre run by Hywel Dda again with an emphasis on community based trials and innovation, this will include assessment rooms and laboratory space.

7.3 Research, Innovation and Business

Critical to Pentre Awel achieving its required economic impact is research, innovation and business development. To deliver an optimal solution in terms of outputs and therefore economic impact the proposal is to create an integrated innovation and business space with Zone 1 Pentre Awel. The focus of work is the development of a “living laboratory of clinical innovation”, an ecosystem that will bring together leisure facilities, life science innovation, enterprises, community healthcare and assisted living into an arena where multidiscipline pathways, academics, enterprises, care staff, clinicians and students, can work together to deliver improved healthcare and healthcare outcomes.

The Business incubation / growth space at Pentre Awel is designed to help companies to grow, test products and broaden their market opportunities. The facilities will include offices, laboratory space and hot desk areas and will be delivered in partnership with Cardiff University but importantly building a network with Trinity St David and Swansea University. The Accelerate model sets the principles of the 3 Universities working together. In Pentre Awel this will be further augmented by the presence of Hywel Dda clinical research which an already developed track record in collaborative working with academia. Further support has been secured from the All-Wales Academy for Innovation in Health and Social Care as part of its work with SBCR and AgorIP.

There are a number of additional elements that will contribute to the realisation of these economic development objectives. These are:

- The potential development on site of a ‘Living Laboratory’ comprising c.400 units of assisted living. This could be increased by networking into the wider authority provision and the Delta Wellbeing network.
- The Authority, through its Economic Regeneration Team can offer business and financial advice and further facilities for developing companies.
- The operating model of Delta Wellbeing both in terms of market access and in terms of tech development. Delta will have a presence on site potentially linked to their tech development and adoption.

Together these elements will lead to Pentre Awel having a key regional and national position in the market development and implementation of life science technology.

To ensure that Pentre Awel is ready to operationalise, pilot projects have been instigated as proof of concept:

- Pilot research project undertaken on Hyperbaric Oxygen chamber with a local Pharmacist, in partnership with the Scarlets RFC to trial hyperbaric oxygen treatment for long COVID. This set the principles for accessibility, indemnity and appraisal.
- Pilot undertaken with Ysgol Penrhos – demonstrating the importance of community co-development, impact of nature on the community, young people having voices and well-being.
- A joint working mapping exercise has been undertaken with Hywel Dda Research to ensure that opportunities can be optimised by referral to the most appropriate partner.

These early projects also set principles for the development of evaluation pathways for reporting value-based outcomes and the quantitative analysis of service improvement.

7.4 Leisure

The Layout of the wet and dry areas are now confirmed. This will include an eight lane 25m swimming pool, learner pool and hydrotherapy suite.

The gym has partly been designed by the therapist form Hywel Dda to improve opportunities for cross referral from Health – promoting the shared desire to shift care to the community.

7.5 Outdoor Spaces

A dedicated outdoor spaces working group has been established comprising internal and external stakeholders. This group has developed a longlist of c. 40 ideas for outdoor activities and initiatives which are currently being appraised against a range of criteria to determine their feasibility. Amongst these criteria is the ability to qualify benefits and become part of research trials.

7.6 Assisted Living

A multidisciplinary team has been appointed to undertake design development of Zone 3:

- RIBA Stage 1 concept design for up to 10,000m² of expansion business space
- RIBA Stage 2 design (spatial arrangements, massing) for up to 144 units of retirement accommodation – likely to be a mix of 1 and 2 bed apartments and 3 bedded bungalows.
- Whilst an initial RIBA Stage 2 report has been compiled for Zone 3, the design team has been asked to undertake a supplementary options appraisal of demand by type and marketability to identify the optimal property mix.

Early engagement is currently underway to scope / understand demand for assisted living facilities within Zone 2 – nursing home, residential rehabilitation and extra care.

The assisted living both on site and through the wider care network will provide testbed capabilities for businesses to pilot and research assisted living and broader med-tech devices.

8. Welsh Language

Significant engagement has been undertaken with Carmarthenshire's Policy Team and an action plan drafted looking at opportunities to use and promote the Welsh language across all elements of Pentre Awel. This action plan is supplemented by a Welsh Language Impact Assessment.

9. Integration

Integration underlies the whole concept of Pentre Awel – Working across traditional boundaries. This integration will continue when Pentre Awel becomes operational in order that the project will continue to deliver long terms benefits.

Integration discussions have been underway throughout the planning phase of Pentre Awel, beginning with the early discussions between Health and Leisure. This has widened considerably over time and a dedicated integration work stream has been established including representatives of all partners. As part of this work stream’s remit, a ‘service mapping’ template has been developed to establish a baseline of services and activities that will/could be delivered at Pentre Awel with a view to identifying and evaluating further opportunities for collaboration.

10. Summary

Pentre Awel is a transformational project that will improve social, economic and environmental wellbeing through progressive and sustainable interventions in education, business and research, health and leisure. The economic and social backdrop of Pentre Awel has set the context and principles of the development.

At its core, therefore, Pentre Awel will focus on:

- The development, growth and spin-out of life science businesses.
- The delivery of training programmes to improve critical skills shortages across a range of sectors, including in health and care.
- The delivery of health services in a community setting.
- The provision of leisure services and associated wellness initiatives to improve population health and well-being.
- Healthy independent living.

OFFICER CONTACT

Name:
Sharon Burford

Email:
SBurford@carmarthenshire.gov.uk