

Valuing the Local Economy



Aled Singleton, Regeneration, Bridgend Council

Valuing the Local Economy



A structured series of activities to foster local entrepreneurial endeavours around the Upper Llynfi Valley.

To help BCBC and partners to deliver better outcomes from its regeneration projects and investments.

Why centre on Upper Llynfi valley?



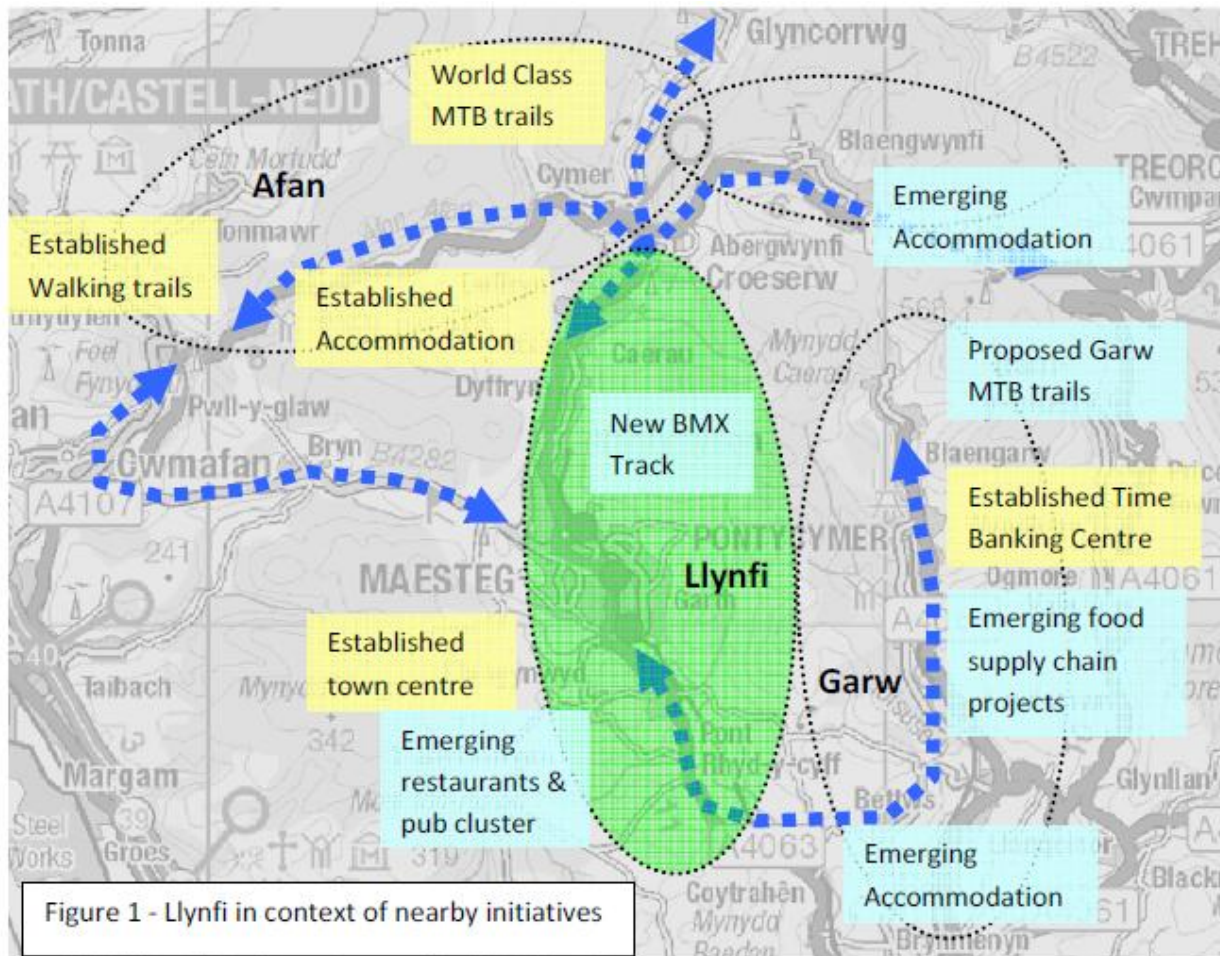
- The town centre is an important place to shop and visit for people from outside the Llynfi valley; transport links
- The Afan Forest Park is in the next valley
- The Garw is developing as a tourism attraction, e.g. mountain bike trails

What we know so far



1. Venues, festivals and events
2. Attractions
3. Accommodation
4. Links and infrastructure

Upper Llynfi, Afan & Garw



Venues, festivals and events



- Town Hall, Bethania Chapel and new performance space outside market
- Tapas Festival for May 2012
- New BMX track as part of wider events area

Attractions

- BMX Track
- Walking
- Heritage



The scenery



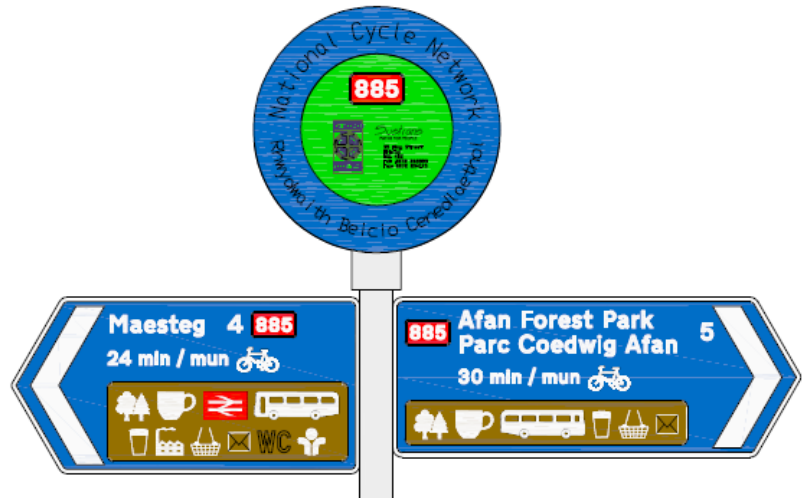
Accommodation



- Guest houses
- Betws Eco Lodge and bunkhouses
- Accommodation in the Afan Valley
- Relationship with Sarn / Porthcawl

Links and infrastructure

- Cycle links
- Train links
- Tourism buses



Focus for today



- Look at examples from other areas
- Understand the local potential
- Plot the opportunities