

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 choose this valley?



- The industry that dominated this valley has left after nearly two centuries
- A chance to look at new ideas
- The town centre is an important place to valleys outside the Llynfi
- Opportunity to work with other initiatives

The process



1. Engage with local people
 - Explain concepts such as local money flows; understand local themes
2. Assess project ideas (this stage)
 - Forecast project outcomes
3. Create a local guide

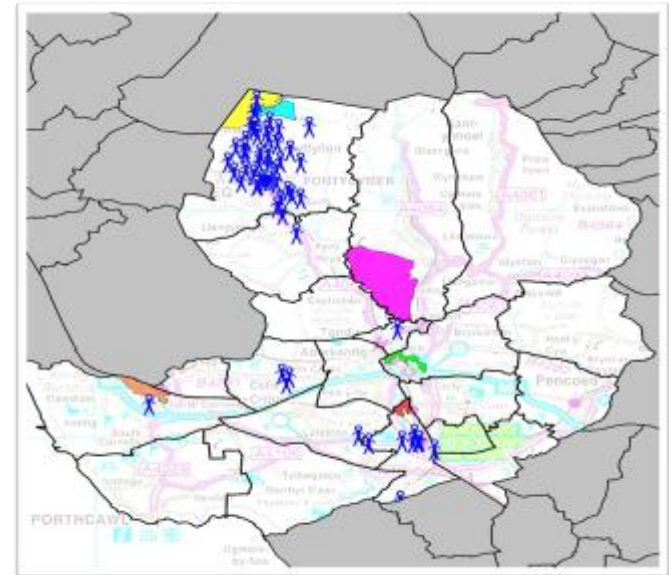
The engagement stage



- 2 workshops in April and May
- Three themes identified
 - Sustainable supply chains
 - Local food culture
 - Distinctive visitor attraction
- Report on nef consulting web site

Existing supply chain example

- Targeted Recruitment and Training (TR&T) V2C Housing
- 156 wks of training per £1m
- V2C spend £5M = 780 wks
- Over 1,260 wks training



Working towards local food



- Maesteg Comp allotment– link to wider skills programme and ESDGC. Valleys Regional Park WECAN Project to sponsor project this month.
- Proposed market garden in Caerau
- Maesteg Tapas Festival next May



Developing a visitor attraction



- Group of attractions in Llangynwyd
- Attractive town centre with a large town hall, on a rail route
- Outdoor pursuits potential in the north of valley, note new BMX track

Focus for today



- Look at other supply chains, with the immediate focus on Ty Unnos
- Look at how local food could happen
- Learn from other areas - developing a stronger visitor attraction