



HM Government

Levelling Up Fund Application Form

This form is for bidding entities, applying for funding from the Levelling Up Fund (LUF) across the UK. Prior to completing the application form, applicants should read the [LUF Technical Note](#).

The Levelling Up Fund Prospectus is available [here](#).

The level of detail you provide in the Application Form should be in proportion to the amount of funding that you are requesting. For example, bids for more than £10m should provide considerably more information than bids for less than £10m.

Specifically, for larger transport projects requesting between £20m and £50m, bidding entities may submit the Application Form or if available an Outline Business Case (OBC) or Full Business Case (FBC). Further detail on requirements for larger transport projects is provided in the [Technical Note](#).

One application form should be completed per bid.

APPLICANT & BID INFORMATION

Local authority name / Applicant name(s)*:

Wrexham County Borough Council (Lead Bidder), Denbighshire County Council

****If the bid is a joint bid, please enter the names of all participating local authorities / organisations and specify the lead authority***

Bid Manager Name and position:

Allan Forrest – Physical Regeneration Project Manager (World Heritage Site)

Name and position of officer with day-to-day responsibility for delivering the proposed scheme.

Contact telephone number: 01978 315409

Email address: allan.forrest@wrexham.gov.uk

Postal address:

Wrexham County Borough Council, Ruthin Road Offices, Ruthin Road, Wrexham LL13 7TU

Nominated Local Authority Single Point of Contact: Allan Forrest (as above)

Senior Responsible Officer contact details:

Rebecca Lowry: 01978 315403; rebeccah.lowry@wrexham.gov.uk

Chief Finance Officer contact details:

Mark Owen: 01978 292704; mark.owen@wrexham.gov.uk

Country

☐

England

☐

Scotland

☒

Wales

☐

Northern Ireland

Please provide the name of any consultancy companies involved in the preparation of the bid:

ARCADIS; STANTEC

For bids from **Northern Ireland applicants** please confirm type of organisation

☐

Northern Ireland Executive

☐

Third Sector

☐

Public Sector Body

☐

Private Sector

☐

District Council

☐

Other (please state)

PART 1: GATEWAY CRITERIA

Failure to meet the criteria below will result in an application not being taken forward in this funding round			
1a	<p>Gateway Criteria for all bids</p> <p>Please tick the box to confirm that your bid includes plans for some LUF expenditure in 2021-22</p> <p><i>Please ensure that you evidenced this in the financial case / profile.</i></p>	X	YES
1b	Gateway Criteria for private and third sector organisations in Northern Ireland bids only		NO
(i)	Please confirm that you have attached last two years of audited accounts.		YES
(ii)	<p>Northern Ireland bids only Please provide evidence of the delivery team having experience of delivering two capital projects of similar size and scale in the last five years. (Limit 250 words)</p>		NO

PART 2: EQUALITY AND DIVERSITY ANALYSIS

2a Please describe how equalities impacts of your proposal have been considered, the relevant affected groups based on protected characteristics, and any measures you propose to implement in response to these impacts. (500 words)

A preliminary Equality Impact Assessment (EIA) has been carried out on the proposals. At this stage, no negative impacts have been identified for any of the Protected Characteristics within the single Equality Act 2010. The proposals in the Masterplan relate positively to all of the issues.

The common theme throughout this proposal is the improvement of access in and around the Pontcysyllte Aqueduct & Canal World Heritage Site and the associated visitor locations in Denbighshire. The intention is to invest in the sites to make them premier, family-friendly, visitor attractions and safeguard and enhance their amenity value for local communities. To this end the overall package is intended to have a positive impact on all users across all protected characteristics. At this early stage however, it is acknowledged that further work will be needed to assess the impact of each intervention as they are implemented as projects between now and 2024. This will ensure that there are no unintended adverse impacts on people in terms of design, access or awareness.

The sites have some limiting factors relating to valley geography and the nature of the historic monuments and attractions. These will require further EIA work as specific work streams / projects are implemented, whilst it may be necessary to undertake further consultation work on some elements. Required standards will be met to ensure the sites and their infrastructure are

physically accessible (Equalities Act 2010). Signage will also be appropriate and consideration will be given to neurodiversity and disabilities such as visual impairment and dementia. In addition, Wrexham, Denbighshire and the World Heritage Site's websites are all digitally inclusive. By ensuring that everyone has a high quality experience when visiting the Dee Valley attractions, the intention is to promote cohesion, foster relationships and improve the experience of visitors who would otherwise have overlooked the opportunity.

Visitor amenities at the Trevor Basin are currently limited due to location and a lack of historical investment. The creation of modern visitor amenities will provide high quality facilities such as accessible toilets, mother and baby facilities and prayer rooms; improvements to access and the creation of high quality outdoor space will increase wellbeing and make the sites accessible to all.

The sites are important in terms of their Welsh origins, culture and language. The developments proposed will further opportunities to promote these aspects.

There is a need to develop these visitor attractions to minimise any disruption to normal daily life for the communities that live in or adjacent to areas attracting high volumes of visitors. This is especially true with the COVID-19 related increase in staycations. Local residents deserve the same equality of access to these important amenities and the proposed packages of work are designed with this in mind. The sites in question are to be managed and enhanced for the benefit of local people and national / international tourists.

When authorities submit a bid for funding to the UKG, as part of the Government's commitment to greater openness in the public sector under the Freedom of Information Act 2000 and the Environmental Information Regulations 2004, they must also publish a version excluding any commercially sensitive information on their own website within five working days of the announcement of successful bids by UKG. UKG reserves the right to deem the bid as non-compliant if this is not adhered to.

Please specify the weblink where this bid will be published:

www.wrexham.gov.uk

PART 3 BID SUMMARY

3a Please specify the type of bid you are submitting

☐ Single Bid (one project)

☒ 1 Package Bid
(up to 3 multiple complimentary projects)

3b Please provide an overview of the bid proposal. Where bids have multiple components (package bids) you should clearly explain how the component elements are aligned with each other and represent a coherent set of interventions
(Limit 500 words).

This is an exciting, cross-county Package Bid, developed by Wrexham County Borough Council (WCBC) and Denbighshire County Council (DCC) designed to maximise the potential of the post-COVID-19 visitor economy resulting from the health and wellbeing offer found at the Pontcysyllte Aqueduct & Canal World Heritage Site (from hereon WHS) and the linkage through the Dee Valley in NE Wales. Three coherent projects will 'level-up' the current deficiency of appropriate user / visitor infrastructure across heritage sites that results from a lack of any significant investment from UK or Welsh Governments to date, which inhibits economic growth, wellbeing and prosperity otherwise expected from the presence of such internationally unique heritage and culture assets. The projects address access and connectivity within otherwise constrained locations, which will help ensure equitability of opportunity for both local residents and visitors.

Project 1: Trevor Basin Technical Masterplan:

(Phase 1) - User / Visitor Connectivity Networks Delivery.

Investment within the WHS will enhance and protect an internationally significant, UK asset and stimulate post- pandemic recovery of NE Wales' tourist and rural economies. Implementation of the Trevor Basin Technical Masterplan¹ will ensure the WHS achieves its full potential on a national and international level to attract visitors and catalyse economic growth in neighbouring communities.

Infrastructure investment will also ensure that the interests of those living in / adjacent to the Basin are safeguarded whilst maximising visitor economy benefits. A carbon sink will be created to support net-zero carbon aspirations.

WCBC, The Canal & River Trust (CRT), Solutia UK Ltd & DCC have identified a linked package of visitor connectivity interventions that will

1. Secure and safeguard the Trevor Basin Site for the future development of the full £41m Masterplan
2. Address tension between the current visitor capacity of the site and the adjacent local communities through improved infrastructure
3. Deliver a positive cost benefit resulting from the improved visitor offer

Project 2: User / Visitor Movement Connectivity

Improvements within the 11– Mile World Heritage Site.

Although the Technical Masterplan focuses on one location, the development of an improved visitor offer depends on harnessing the value of the full eleven miles of the WHS, in the Dee Valley spanning 3 local authority areas and a national border. Project 2 is mainly focused in Denbighshire and supports the cross-border visitor connectivity / management offer in the Dee Valley at: Horseshoe Falls, The Four Great Highways and Plas Newydd in Llangollen; Wenffrwd to Llangollen Active Travel Corridor including the old Railway Line and Chirk.

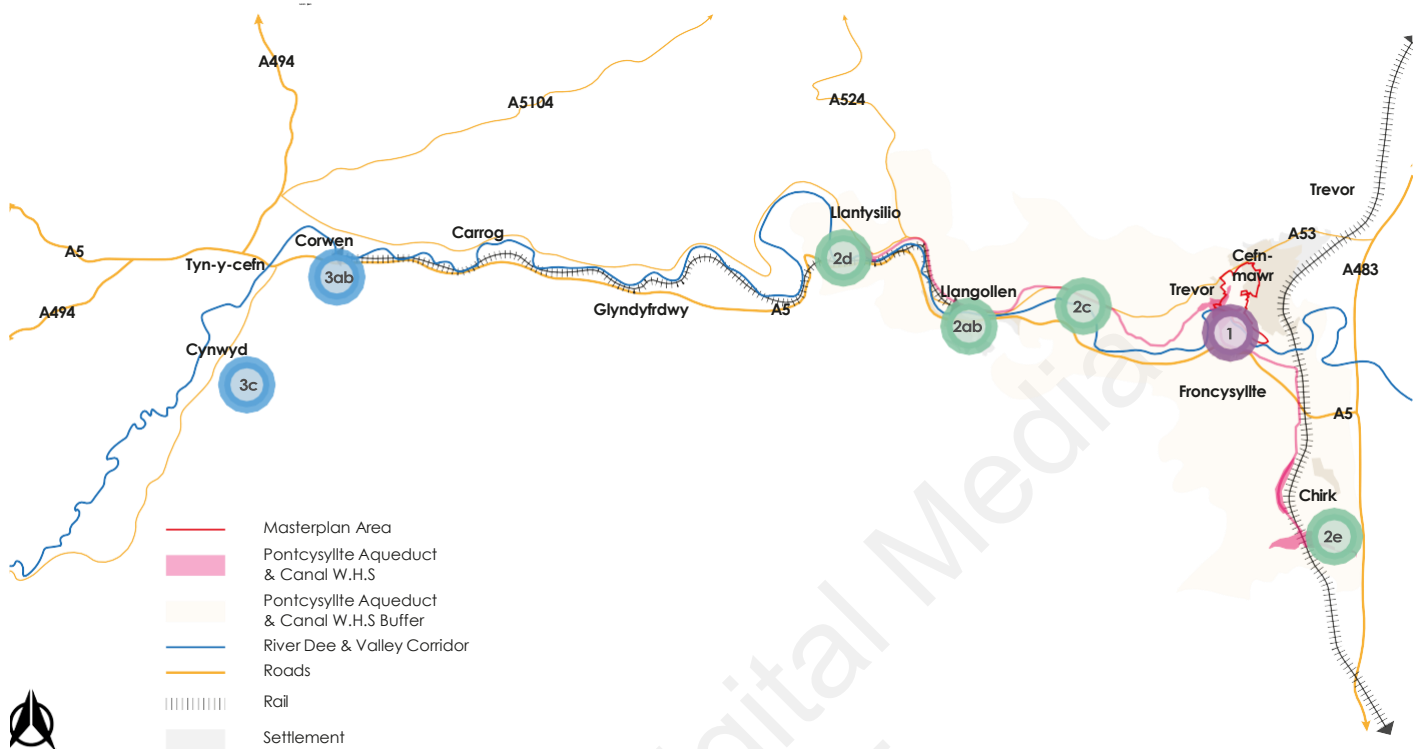
Project 3: Corwen Connectivity:

New and Improved Western Gateway to the Dee Valley and World Heritage Site.

This Project will improve visitor connectivity and infrastructure, Corwen town centre assets and public realm between the railway station and car park, including a new platform canopy. The project will enhance visitor experience, dwell time and spend, with onward linkage to Llangollen and Cynwyd, effectively creating a new, improved and complementary visitor entry point to the World Heritage Site.

¹ <https://moderngov.wrexham.gov.uk>

LUF Projects Location Plan



Project 1: Trevor Basin Technical Masterplan (Phase 1): User / Visitor Connectivity Networks Delivery



Project 2 : User / Visitor Movement Connectivity Improvement within the 11 Mile World Heritage Site

- Four Great Highways Project
- Restoration of the Dell, Plas Newydd
- Wenffrwd
- Horseshoe Falls
- Chirk Visitor Safety & Movement



Project 3: Corwen Connectivity – New & Improved Western Gateway to the Dee Valley & World Heritage Site

- Corwen Station & Car Park Visitor Improvements
- Improvements to prominent historic town centre building & wider public realm
- Cynwyd to Corwen Active Travel Link

3c Please set out the value of capital grant being requested from UK Government (UKG) (£).
This should align with the financial case:

£13,302,704

3d Please specify the proportion of funding requested for each of the Fund's three investment themes

Regeneration and town centre 17%

Cultural 83%

Transport 0 %

Creative & Digital Media
PROOF

PART 4: STRATEGIC FIT

4.1 MEMBER OF PARLIAMENT ENDORSEMENT (GB ONLY)

See technical note section 5 for Role of MP in bidding and Table 1 for further guidance.

- 4.1 a Have any MPs formally endorsed this bid? If so confirm name and constituency. Please ensure you have attached the MP's endorsement letter.
- ☒ **Single Bid**
- ☐ No

Letter attached

4.2 STAKEHOLDER ENGAGEMENT AND SUPPORT

See technical note Table 1 for further guidance.

- 4.2 a Describe what engagement you have undertaken with local stakeholders and the community (communities, civic society, private sector and local businesses) to inform your bid and what support you have from them. (Limit 500 words)

Stakeholder engagement started before the World Heritage Site nomination and Inscription process which was in 2005 during the bicentenary celebrations. Engagement has continued and was central to the development of the Management Plan 2019 - 2029² and Trevor Basin Technical Masterplan³. These documents were developed in close collaboration with partners, stakeholder organisations and the local communities, through events, workshops and drop in sessions.

The priorities identified through stakeholder engagement included:

- improve the sense of arrival at the WHS;
- address parking, access, movement and impact on local residents;
- create links with the wider area;
- plan income generating activities to benefit the local economy;
- encourage visitor spend and increase dwell time; and
- maximise education opportunities within the WHS.

The Management Plan and the Technical Masterplan have received local political endorsement through WHS governance and the partners' relevant council processes including Denbighshire County Council, which is a long-term partner in the development of the World Heritage Site. The Canal & River Trust have endorsed both documents through their Boards. The Management Plan has been submitted to DCMS for forwarding to UNESCO.

Project 1 – Trevor Basin sits at the heart of the WHS, Project 1 is wholly informed and overseen by the stakeholder engagement process and structures referenced above. The one exception is the recent addition of a Technical Masterplan Delivery Sub Group, which was formed in November 2020 following approval of the plan. It comprises the three Strategic Partners / Landowners and reports to the WHS Strategic Board. A Stakeholder Engagement Plan has been drafted to ensure all stakeholders are engaged in the project during its development and delivery. The WHS Board is developing a Business Forum to ensure private business has full involvement in the promotion of the Dee Valley offer.

Project 2 – The sites included in Project 2 lie within the wider 11 miles of the WHS, so are also informed and overseen by the same stakeholder engagement process and structures referenced above. The sites in Project 1 and 2 also fall within the Clwydian Range & Dee Valley Area of Outstanding Natural Beauty, which undertakes community engagement activity.

Significant stakeholder engagement is provided by Llangollen 2020, a multi-partner working group, set up to propose, oversee and hold to account, improvements undertaken within the town. The working group have also overseen public consultations for proposed works.

Project 3 – Denbighshire County Council has developed significant stakeholder and community engagement around the proposals for Corwen, having close contact with the Town Council, local members via the local Member Area Group and the Heritage Railway Trust.

Wrexham's Civic Leadership Group supports the development of this package bid due to the significant contribution that it will make to Wrexham's future prosperity and status. It complements other priorities such as the Wrexham Gateway (Wrexham's other Levelling Up Fund (LUF) application), improvements to the A483 and the regeneration of Wrexham Town Centre.

- 4.2 b Are any aspects of your proposal controversial or not supported by the whole community? Please provide a brief summary, including any campaigns or particular groups in support or opposition? (Limit 250 words)

As indicated by consultation and stakeholder engagement undertaken across all 3 projects there is established support for the package bid proposals.

The attractions within the Trevor Basin and wider 11-miles of the World Heritage Site are of a historic nature and their Outstanding Universal Value have been established. As a result, local residents have seen large increases in visitors since the inscription in 2009. This has brought new pressures on local infrastructure. The Levelling-up Fund provides a unique opportunity

to ensure that the sites can be developed to their potential, whilst maintaining an appropriate balance between the rights and needs of the local residents including local economic opportunities. Whilst not considered direct opposition, these sensitivities have informed the selection of proposed activities. The COVID-19 Pandemic has seen outdoor spaces used more regularly, further emphasizing the need for infrastructure investment.

There may be short-term disruption during the implementation of physical works. This is included in the project Risk Assessment and will be mitigated through continued engagement.

It is recognised that there are some local communities that claim not to have experienced the economic benefit of the visitor economy. There has been no significant UK or Welsh Government investment in the World Heritage Site since it was inscribed. The Technical Masterplan aims to act as a catalyst for economic development in these areas and the LUF provides a critical opportunity to deliver enabling infrastructure for the WHS and Dee Valley corridor.

- 4.2 c Where the bidding local authority does not have the statutory responsibility for the delivery of projects, have you appended a letter from the responsible authority or body confirming their support?
- ☐ Yes
- ☐ No
- ☒ **NA**

For Northern Ireland transport bids, have you appended a letter of support from the relevant district council.

- ☐ Yes
- ☐ No
- ☒ **NA**

43 THE CASE FOR INVESTMENT

See technical note Table 1 for further guidance.

- 4.3 a Please provide evidence of the local challenges/barriers to growth and context that the bid is seeking to respond to. (Limit 500 words)

Both Wrexham and Denbighshire are categorised as Priority Category 1 places in the LUF Index. The 2021 UK Prosperity Index places Wrexham and Denbighshire as the fifth and tenth least prosperous places in Wales respectively and 344th and 329th in the UK out of 379 authorities. Both score particularly poorly in relation to economic quality (generating wealth sustainably), infrastructure and living conditions (quality of life experienced by local people).

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This joint bid has the WHS at its heart. In the 1790s the newly cut canal gave rise to the industrialisation of the area, including ironworks, brickworks and the growth of nearby settlements. While the aqueduct and canal have endured largely unchanged, industry and manufacturing have left post-industrial scars. Communities such as Cefn Mawr and Plas Madoc (the latter being amongst the 100 most deprived communities in the first Welsh Index of Multiple Deprivation) have experienced a long-term decline in employment, affluence, health and wellbeing; they are disconnected from the WHS and its benefits in terms of visitors, employment and spend. The North Wales region has seen the beginnings of the development of a vibrant visitor market, however the impacts of COVID-19 on the sector have been significant, with daily losses of nearly £10m and heavy reliance on furlough schemes.

The WHS is linear in nature, stretching for eleven miles; various challenges and barriers to growth exist at different points along this corridor. The focus of visitor activity is principally at Trevor Basin, which saw annual visitor numbers to aqueduct in the region of 350,000 prior to the COVID-19 pandemic. Due to a lack of significant investment from UK and Welsh Governments since inscription, the visitor experience at the Basin is unsatisfactory, with low dwell times, poor arrival experience and a limited visitor offer (limiting economic benefits). High visitor numbers bring issues of parking and congestion, creating tensions between the site capacity and local communities. Another hotspot is the Horseshoe Falls where numbers create issues with parking, erosion damage and environmental management.

The WHS is primarily a corridor of movement and presents a resource for both visitors and residents. However, connectivity within and along the WHS is inhibited by poor linkages to adjoining settlements. There is poor connectivity between Trevor Basin and the community of Cefn Mawr; and similarly poor connectivity between Llangollen town centre and the WHS itself.

The town of Corwen lies just outside of the WHS to the west, but is connected to it by virtue of the Dee Valley, Telford's A5 and the Llangollen Heritage Railway. Whilst Corwen has the potential to be a vibrant gateway to the WHS, the experience by residents and visitors alike is poor. This includes a high commercial vacancy rate in the town centre (24.4% for the past five years), poor environmental quality, derelict heritage buildings and poor connectivity between the town centre and the new railway station. Income data at LSOA level reveals that between 35% and 39% of households have an income of less than 60% of GB median.

**4.3 b Explain why Government investment is needed (what is the market failure)?
(Limit 250 words)**

Although an internationally inscribed World Heritage Site, sitting on the same list as the Taj Mahal and the Great Barrier Reef, there has been no significant investment from either UK or Welsh Governments in the Pontcysyllte Aqueduct & Canal World Heritage Site – in a unique area of North Wales.

A case for government intervention to support this project can be made on the following three market failure grounds:

- **Public good:** Access to Wrexham and Denbighshire's countryside can be classed as a 'public good.' It is non-excludable in supply (it is difficult to actively exclude anyone from enjoying it); and non-rivalrous in demand (one person's enjoyment of it does not generally affect anyone else's ability to enjoy it). As such, its use and enjoyment cannot be efficiently optimised through market forces.
- **Externality:** investments to improve the quality of the experience of visitors to Pontcysyllte Aqueduct and the Llangollen Heritage Railway will generate financial benefits for the owners of these facilities (internal benefits), and also to the owners of other tourism and hospitality businesses across the Wrexham and Denbighshire area (external benefits). While market forces create incentives for owners to invest in activities that generate internal benefits, they do not fully incentivise investments to generate external benefits, leading to under investment in the absence of public sector intervention
- **Imperfect information:** Improved way-finding will help overcome the imperfect information failures that can prevent visitors from learning about, and exploring the full range of experiences and activities that Wrexham and Denbighshire have to offer.

- 4.3 c Please set out a clear explanation on what you are proposing to invest in and why the proposed interventions in the bid will address those challenges and barriers with evidence to support that explanation. As part of this, we would expect to understand the rationale for the location. (Limit 500 words)

Our bid is a programme of cohesive infrastructure to address community inclusion, and to safeguard the WHS via improvements to access and visitor management. This will provide an enhanced visitor offer and experience, thereby increasing dwell time and visitor spend in the local economy; reconnecting local communities with their heritage; dispersing the economic and social benefits generated by the WHS across a wider area. There are three complementary projects:

Project One – The Trevor Basin Technical Masterplan⁴ aims to raise the quality of visitor facilities and community connections such that it befits WHS status.

- Investing in a new arrival area to improve visitor welcome, alleviate parking and congestion pressures on adjacent communities. Including quality public realm, public art and wayfinding.
- Public realm improvements within the Trevor Basin area itself.
- Rewilding former industrial land as a carbon sink, whilst remedying visual blight for the local community.

- A woodland activity and education area to create local employment, skills development, encourage spend and increase dwell time.
- Creation of a new Dee Valley walking route designed to disperse visitor pressure across the Trevor Basin area.

Project Two – Improving visitor movement and connectivity within the eleven miles of the WHS, thereby enhancing visitor experience, increasing dwell time and spreading the benefits of the WHS (economic and social).

- A new public space at the junction of Castle Street and Abbey Road in Llangollen (the Four Great Highways project) which will celebrate the heritage interface between the Llangollen Canal and WHS, the former Ruabon to Barmouth railway line, the River Dee and Thomas Telford's historic London to Holyhead Road). The new space incorporates connecting signage and interpretation.
- Improving links between Llangollen and the Wenffrwd Nature Reserve through a family walking / cycling route along the disused railway line, creation of a link to the canal towpath/ WHS, and creation of a network of cycle routes and nature spaces.
- Facilities at Llantysilio Green / Horseshoe Falls ('start' of the WHS Canal) to enable the area to cope with increasing visitor numbers, e.g. refurbished toilet facilities, improved connectivity between the car park and viewing area, new catering facility, and erosion mitigation.

Project Three – Complementary activities within Corwen, creating an improved visitor offer for the town, promoting Corwen as a new gateway site to the wider WHS and enhancing the quality of the town environment for residents and visitors.

- Improvements to Corwen Station and car park to encourage visitor usage (e.g. station canopy and EV charging points). (LRT Canopy⁵)
- Improving connectivity between Corwen Station and the town centre through better wayfinding and public realm.
- Contributing to the safeguarding of a prominent heritage building within Corwen town centre, with potential to encourage new tourism business uses and thereby support the visitor economy. (Cadwyn Adfywio Corwen⁶)
- Creation of a walking / cycling route along the disused railway line between Corwen and Cynwyd in order to promote sustainable travel and activity tourism. (Corwyn to Cynwyd⁷)

^{4 & 5} <https://moderngov.wrexham.gov.uk>

4.3d For Transport Bids: Have you provided an Option Assessment Report (OAR)

☐ Yes

☒ **No**

4.3 e Please explain how you will deliver the outputs and confirm how results are likely to flow from the interventions. This should be demonstrated through a well-evidenced Theory of Change. Further guidance on producing a Theory of Change can be found within [HM Treasury's Magenta Book](#) (page 24, section 2.2.1) and [MHCLG's appraisal guidance](#).
(Limit 500 words)

^{6 & 7} <https://moderngov.wrexham.gov.uk>

<p>CONTEXT</p>	<p>Project location includes areas of high multiple deprivation and high unemployment and inactivity Popular visitor location, including an Area of Outstanding Natural Beauty and a UNESCO World Heritage Site Economic benefits of this tourism currently limited with short dwell times, and low visitor spend, due in part to poor connectivity between visitor attractions and centres of population</p>						
<p></p>	<p>▼</p>		<p>▼</p>		<p>▼</p>		<p>▼</p>
	<p>INPUTS</p>	<p>▶</p>	<p>OUTPUTS</p>	<p>▶</p>	<p>OUTCOMES</p>	<p>▶</p>	<p>IMPACTS</p>
<p>ASSUMPTIONS</p>	<p>£13.303 million Levelling Up Fund contribution £1.718 million co-funding, inc. contributions from:</p> <ul style="list-style-type: none"> • Wrexham County Borough Council • Denbighshire County Council • Canal & River Trust • Solutia • Our Picturesque Landscape Fund • Trevor Community Council • Cadwyn Clwyd 		<p>Trevor Basin Masterplan:</p> <ul style="list-style-type: none"> • World Heritage Site Arrival Experience • Rewilding of former manufacturing site • Public realm improvements • Woodland activity and education centre • River Dee Walk <p>Investments to connect key visitor sites to maintain retail areas in:</p> <ul style="list-style-type: none"> • Trefor • Chirk • Llangollen • Berwyn • Corewen; and • Cynwyd 		<p>Improved tourism offer</p> <p>Growth in visitor numbers, particularly in key retail areas</p> <p>Increase in visitor dwell time and expenditure</p> <p>Improved local access to key natural landscape and heritage attractions</p> <p>Active travel benefits</p> <p>Reduced congestion</p> <p>Carbon benefits</p> <p>Improved quality of life offer and investor confidence</p>		<p>Jobs</p> <p>GVA</p> <p>Population retention</p> <p>Inward investment</p>
			<p>▲</p> <p>Connectivity links between town centres and key visitor attractions is underdeveloped</p>		<p>▲</p> <p>Improved connectivity links will lead to increase in town centre visits and increased dwell times</p>		<p>▲</p> <p>Town centre environment and amenities of sufficient quality to capture visitor expenditure</p>
<p>Supporting activities: Town centre development programmes; tourism marketing activities; skills development</p>							

The outputs from this package bid also include benefits to Wrexham Town Centre, the largest town in North Wales. The town centre hosts a number of key tourist attractions such as St Giles Church, Tŷ Pawb and Xplore! Science Discovery Centre, which add value to the tourism economy as staging posts for longer visits.

Mental Health and Wellbeing outcomes are also important in the current climate

4.4 ALIGNMENT WITH THE LOCAL AND NATIONAL CONTEXT

See technical note Table 1 for further guidance.

- 4.4a Explain how your bid aligns to and supports relevant local strategies (such as Local Plans, local economic strategies or Local Transport Plans) and local objectives for investment, improving infrastructure and levelling up. (Limit 500 words)

Council Plans

The development of the visitor economy to include the WHS and associated locations is a Corporate Priority within the Wrexham Council Plan 20-23 under Developing the Economy, with greater detail in the Council's Destination Management Plan, which is currently being refreshed following the COVID-19 Pandemic.

DCC's 'Economic and Ambition Strategy 2013-23' emphasises the importance of vibrant towns and communities, with businesses being able to develop and grow, as well as building on the strengths of our tourism offer. Denbighshire's 'Tourism Strategy 2019-22' identifies Pontcysyllte Aqueduct & Canal WHS and Llangollen as primary "visitor magnets" through which to attract more people to Denbighshire.

DCC and WCBC declared Climate Emergencies in July and September 2019 respectively. In May 2021 WCBC launched its Decarbonisation Plan. It includes four priority themes: Buildings, Mobility & Transport, Land Use and Procurement; all of which are very relevant within the delivery of this Levelling-up Proposal.

Local Development Plans

Our bid proposals are consistent with the strategic objectives within the emerging Wrexham Local Development Plan, which identified which areas need to be protected for their environmental qualities. The WHS is specifically referenced and constitutes Supplementary Planning Guidance.

North Wales Growth Deal 2017-2035

To increase the role of Wrexham as a Regional Hub for North East Wales, a number of key improvement projects have been identified, which can drive and improve the economic performance of the region as a whole.

A483 Transport Infrastructure Study

The options being developed to address capacity issues on the associated Junctions will provide better East-West connectivity across the route and improve safety, resilience and journey time, whilst also supporting public transport and active travel provision. This will have a direct influence on the future of visitor movements using this corridor to access the Dee Valley.

Mersey Dee Alliance – Fiscal Stimulus Package

The County Borough is part of both the North Wales Economic Ambition Board (NWEAB) and the Mersey Dee Alliance (MDA) which supports strategic economic activity in North Wales. The Economy Fiscal Stimulus Package for the MDA up has clearly identified the unlocking of investment within the County Borough as a key project within their strategic proposal to develop a partnership approach between UK and Welsh Government for levelling up.

Borderlands and North Wales Metro

The planned enhancement of the Borderlands Route through Arcadis WELTAG Stage 2 study, will provide a metro-style service that increases the existing service frequency of 1 train per hour (tph) to 4 tph and the extension of services onto the Wirral Line and Liverpool Loop. This will give significant support to the proposed developments aimed to increase visitors.

As the proposals will affect an inscribed WHS there are international and national frameworks that must be considered for example:

- UNESCO - The Operational Guidelines for the Implementation of the World Heritage Convention 2019; and
- World Heritage UK- A review of the State of UK world Heritage Sites – Technical Report.

- 4.4 b Explain how the bid aligns to and supports the UK Government policy objectives, legal and statutory commitments, such as delivering Net Zero carbon emissions and improving air quality. Bids for transport projects in particular should clearly explain their carbon benefits. (Limit 250 words)

Both WCBC and DCC have declared Climate Emergencies and have published carbon reduction plans (or equivalent).

The Pontcysyllte Aqueduct & Canal World Heritage Site Management Plan identifies climate change as a key risk in the future form and security of the site(s) included in this proposal. The location adjacent to the River Dee means the integrity of the site is closely linked to river levels and resulting impacts of flooding and erosion.

The proposals relate positively to Climate Change for investment in improved active travel and public transport modes, supporting a modal-shift from private car travel, together with provision to increase use of Electric Vehicles by installing new charging points at locations within Project 1, 2 and 3.

The ambition of the World Heritage Site Board is a pioneering development that seeks to achieve Carbon Neutral status, but with available technology push even further towards ensuring that the site reaches its full potential in addressing climate change. A sub-group of the Board has been established to progress work on climate change.

The proposals directly support active travel and greater pedestrian, cycling and public transport connectivity, which will help improve air quality. Proposals also take into account embodied carbon in design, construction and operational carbon which will reduce the overall carbon footprint. Rewilding the former industrial site near Trevor Basin will increase the ability to sequester carbon and in part or whole, offset that released during the development stage and beyond.

4.4 c Where applicable explain how the bid complements / or aligns to and supports other investments from different funding streams. (Limit 250 words)

The LUF will bring these sites forward to the minimum level that will mitigate market failure, provide the additional visitor management capacity for growth and attract private investment and future funding applications. The remaining elements of the Trevor Basin Technical Masterplan are reserved for private sector investment by private operators that will employ staff to deliver the services.

The Visitor Hub, Glamping, Tree-Tops Walks and aspects of the River Dee Walk are considered the elements that will attract interest from the private sector following the platform created by the full delivery of this proposal.

The post-COVID-19 recovery of the Tourism sector is an important consideration and the fundraising strategy for the delivery of the full Masterplan will identify suitable grant funding opportunities linked to economy, health & wellbeing, skills & training and decarbonisation.

The WHS is located within the Clwydian Range and Dee Valley Area of Outstanding Natural Beauty, which offers future funding opportunities.

4.4 d Please explain how the bid aligns to and supports the Government's expectation that all local road projects will deliver or improve cycling and walking infrastructure and include bus priority measures (unless it can be shown that there is little or no need to do so) Cycling elements of proposals should follow the Government's cycling design guidance, which sets out the standards required. (Limit 250 words)

The application is not for a local road project but does include visitor connectivity interventions that will contribute to the principles above. The long-term aspiration is to reduce vehicular journeys to and within the Dee Valley corridor to minimise congestion at physically constrained visitor locations and contribute to supporting decarbonisation and improved air quality. Whilst some elements of Projects 1, 2 and 3 address cycling and walking infrastructure directly, the application serves to level-up the conditions in the Dee Valley as a basis for further investment and catalysis of further development. The sites in Projects 1, 2 and 3 provide the following elements that can actively contribute to more environmentally sensitive travel, such as:

- Multiple entry points – dispersal of visitor numbers along wider site;
- Canal Towpaths - which connect people and places and provide safe, off-road multi-user access for people of all ages and physical ability;
- Area of Outstanding Natural Beauty Routes – Public Rights of Way;
- Our Picturesque Landscape Bus Service – a seasonal service to encourage people to explore the Dee Valley on public transport
- National Cycleway Network route ways – a network of signed paths and routes for walking and cycling and which uses the Llangollen Canal to connect places and destinations across the Dee Valley; and
- Active Travel (Corwen – Cynwyd and Railway Line Path Feasibility).

PART 5: VALUE FOR MONEY

5.1 APPROPRIATENESS OF DATA SOURCES AND EVIDENCE

See technical note Annex B and Table 1 for further guidance.

All costs and benefits must be compliant or in line with [HMT's Green Book](#), [DfT Transport Analysis Guidance](#) and [MHCLG Appraisal Guidance](#).

- 5.1 a Please use up to date evidence to demonstrate the scale and significance of local problems and issues. (Limit 250 words)

The intervention area includes parts of Wrexham and Denbighshire that are rich in natural beauty and industrial heritage, including the WHS and the Clwydian Range & Dee Valley Area of Outstanding Natural Beauty.

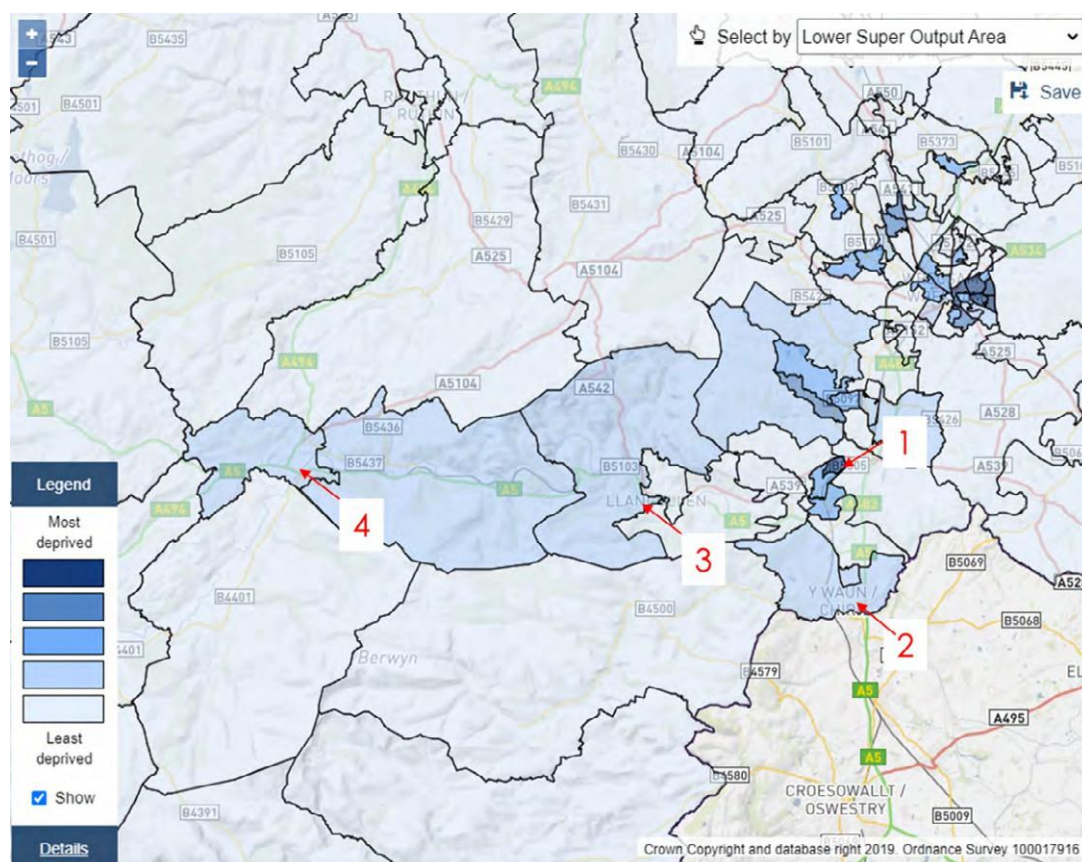
As a consequence of this, and of its proximity to Liverpool, Manchester and Birmingham, the area attracts large numbers of visitors. Wrexham County Borough receives 2.74 million visitor days per year, including 342,620 visits p.a. to the Trevor Basin & Pontcysyllte Aqueduct; 171,943 million to the National Trust's Chirk Castle; and 98,000 passenger journeys p.a. on the Llangollen Heritage Railway.

However, there is evidence to suggest that the area fails to meet its potential in extracting the economic benefits from this tourism demand, with the two local authority areas both currently experiencing higher rates of economic inactivity than the Welsh or UK averages.

% OF 16-64 YEAR OLDS WHO ARE ECONOMICALLY INACTIVE	
Denbighshire	27.6
Wrexham	26.1
Wales	24.3
United Kingdom	21.1

Source: Annual Population Survey, December 2020

The Dee Valley contains some of the most economically deprived pockets of deprivation in the two Counties, including Trevor Basin (marked 1 in map below), Chirk (2), Llangollen (3) and Corwen (4).



A lack of dwell time and expenditure in town centres caused by poor connectivity links between the key visitor attractions and the main centres of population, appears to be the key cause of these difficulties, as evidenced in the chart below.

AVERAGE DAY VISITOR SPEND PER DAY BY PLACE OF VISIT	
Chirk Aqueduct & Viaduct	£13.65
Pontcysyllte Aqueduct & Trefor Basin	£16.09
Horseshoe Falls	£15.71
Clwydian Range & Dee Valley AONB Average	£13.34
Wales Average	£39.48

Source: Wales Day Visitor Survey, 2019; NEF Consulting 2019

- 5.1 b Bids should demonstrate the quality assurance of data analysis and evidence for explaining the scale and significance of local problems and issues. Please demonstrate how any data, surveys and evidence is robust, up to date and unbiased. (Limit 500 words)

In preparing the responses to question 5.1a, care was taken to ensure that all of the data sources quoted were based on the most reliable and up to date data sources, were as localised as possible, and were as specific as possible to the issues and challenges that this intervention seeks to address (as identified in the theory of change response in question 4.3e).

Official UK and Welsh Government statistics for both Wrexham and Denbighshire have been used in the analysis, including the Welsh Index of Deprivation (2019); the Annual Population Survey (2020); the Wales Day Visitor Survey (2019); and Visits to Tourist Attractions in Wales (2018).

Where data was not available, the most robust and appropriate alternative sources were applied, including:

- The Global Tourism Solutions STEAM model (for County wide visitor numbers);
- The New Economics Foundation's 2019 study entitled Clwydian Range and Dee Valley AONB Visitor Impacts Appraisal Final Report (for local visitor spend. Based on survey of 237 visitors);
- Observed Footfall Counter data (for local visitor footfall numbers);
- Welsh Retail Consortium (for national average vacancy rate); and
- Denbighshire Council Property Register (for Corwen figure).

- 5.1 c Please demonstrate that data and evidence chosen is appropriate to the area of influence of the interventions. (Limit 250 words)

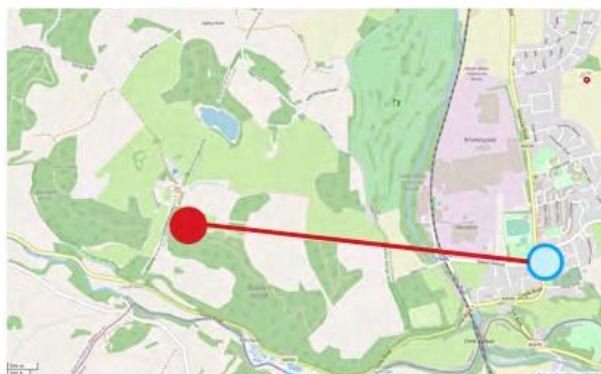
All of the information quoted in this section pertains to the proposed area of intervention and has been presented at as granular a level as is possible, without undermining the statistical robustness of the figures.

52 EFFECTIVENESS OF PROPOSAL IN ADDRESSING PROBLEMS

- 52 a Please provide analysis and evidence to demonstrate how the proposal will address existing or anticipated future problems. Quantifiable impacts should usually be forecasted using a suitable model. (Limit 500 words)

All of the major visitor attractions in the Dee Valley are located in rural areas within walking distance of the nearest shopping street. Examples of this are shown below (attractions are marked as red dots, shopping streets as blue dots).

Chirk Castle



Pontcysyllte Aqueduct



Horseshoe Falls



Llangollen Railway



This distance between the retail centres and visitor attractions partially explains why, in spite of these areas attracting significant tourism visits, town centre footfall levels remain low. For example, in 2019 (the last full year prior to the start of the COVID-19 restrictions), Llangollen town centre only received 487,614 visits over the course of the year (both local and tourist visitors), equivalent to 1,336 per day; while Corwen only received 142,020 visits (equivalent to 389 per day).

As a consequence of these low visitor numbers, the two principal towns which are subject to this funding application have both experienced significant increases in town centre vacancy rates over the past 15 years, with Corwen's rate rising from 10.0% to 26.8%, and Llangollen's rising from 4.0% to 5.8%⁸.

⁸ This figure is based on a blended average of the upper bound recommended adjustment settings for standard building works and standard civil engineering works (24% and 44% respectively), with a slight 4% reduction applied to account for the fact that contingencies have already been applied to all project costs

VACANT OUTLETS AS % OF TOTAL OUTLETS		
	2005	2020
Corwen	10.0%	26.8%
Llangollen	4.0%	5.8%

The interventions proposed as part of this application are all designed to increase capacity of the area's visitor attractions, and to improve movement between the attractions and their surrounding towns. This will support the issues identified above by:

- Increasing the number of visitors that the Trevor Basin/Pontcysyllte Aqueduct can currently hold: by developing new walking routes and adding new activities to the offer, which is currently constrained by the limited width of the aqueduct towpath;
- Adding new town centre attractions and public realm, and improving the appearance of town centre buildings (at Corwen and Llangollen);
- Creating new walking and cycling paths between key attractions and surrounding communities, including at Trevor Basin, Chirk Castle, Corwen and Horseshoe Falls; and
- Providing supporting infrastructure to encourage more visits to the new heritage railway station at Corwen, recently relocated to be close to the town centre.

The intervention will also generate further economic benefits for the local area by:

- Encouraging physical exercise, and a modal shift away from car use towards cycling and rail travel
- Improving the quality of the local environment for the area's residents
- Creating construction costs during the investment process; and
- Contributing to an increase in land values

Each of these impacts are explored in further detail in response 5.2b and 5.3a

- 52 b Please describe the robustness of the forecast assumptions, methodology and model outputs. Key factors to be covered include the quality of the analysis or model (in terms of its accuracy and functionality) (Limit 500 words)

All of the historic data presented above is based on actual observed data, captured by the local authorities, using footfall counters and property registers. None of the figures above are either modelled or survey driven.

The visitor expenditure assumptions in the economic impact assessment have, by necessity, been modelled. However where assumptions have been made, the modellers sought to make these as conservative as reasonably possible. For example, it has been assumed that:

- The improvements to the Trevor Basin/Pontcysyllte Aqueduct site will only bring about a 3% p.a. increase in visitor numbers, and only for the first three years of its operation
- Only 1 in 10 visitors to the Llangollen Heritage Railway will use the town centre, and expenditure per visit among this group will only increase by £8.

The figures presented below should therefore be viewed as a highly prudent assessment of the anticipated economic impacts of the proposed intervention.

53 Economic costs of proposal

- 53 a Please explain the economic costs of the bid. Costs should be consistent with the costs in the financial case, but adjusted for the economic case. This should include but not be limited to providing evidence of costs having been adjusted to an appropriate base year and that inflation has been included or taken into account. In addition, please provide detail that cost risks and uncertainty have been considered and adequately quantified. Optimism bias must also be included in the cost estimates in the economic case. (Limit 500 words)

Overview

The total cost of the bid (including inflation, but before the application of optimism bias) is £15,020,708, this is broken down below. The total funding ask of LUF is £13,302,704.

	Project 1	Project 2	Project 3	Total
LUF grant	£9,330,332	£1,940,382	£2,031,990	£13,302,704
Public sector co-funding ⁹	£359,510	£180,834	£159,656	£700,000
Private sector co-funding	£658,602	£234,402	£125,000	£1,018,004
Total Capital Cost	£10,609,053	£2,153,484	£2,258,171	£15,020,708

⁹ Includes contributions from Wrexham County Borough Council, Denbighshire Council, Cadwyn Clwyd, Our Picturesque Landscape and Llangollen Rural CC

In economic terms, the total project cost equals £18,597,390 (PV), £17,295,094 of which is cost to the public sector. This includes 30% optimism bias and assumes a 3.5% discount rate. The total discounted cost of the LUF ask, including optimism bias, is £16,428,529.

	Capital	OB	Total
Undiscounted			
LUF grant	£13,302,704	£3,990,811	£17,293,515
Public sector co-funding	£700,000	£210,000	£910,000
Private sector co-funding	£1,018,004	£305,401	£1,323,405
Total	£15,020,708	£4,506,212	£19,526,920
Discounted			
LUF grant	£12,637,330	£3,791,199	£16,428,529
Public sector co-funding	£666,588	£199,976	£866,564
Private sector co-funding	£1,001,766	£300,530	£1,302,296
Total	£14,305,684	£4,291,705	£18,597,390

Cost risks and uncertainty

The total project costs are comprised of different items with varying degrees of cost certainty. The Councils will be jointly responsible for any cost overruns incurred.

Key risks to the construction cost include programme delays, materials, and labour shortages due to macro-economic factors, and unknown abnormal costs. These risks and their associated mitigation actions are described by the risk register, appended to this submission.

54 ANALYSIS OF MONETISED COSTS AND BENEFITS

- 54 a Please describe how the economic benefits have been estimated. These must be categorised according to different impact. Depending on the nature of intervention, there could be land value uplift, air quality benefits, reduce journey times, support economic growth, support employment, or reduce carbon emissions. (Limit 750 words)

Visitor Expenditure Benefits

Our projects will allow residents, communities, and businesses to better capture the economic opportunities of tourism. They are designed to increase visitor dwell times and local spend, leading to new jobs, services, and growth.

As a result of the interventions at Trevor Basin, we anticipate visitor numbers to grow by 3% per year in the first three years after the improvements. We also anticipate average expenditure to grow by £3 per head – up from £17.06 identified in the Clwydian Range and Dee Valley AONB Visitor Impacts Appraisal¹⁰.

We anticipate improvements to the Heritage Railway station and public realm at Corwen will encourage visitors to the heritage railway to spend time in the town. We have based our assessment assuming one in ten visitors to the railway will spend £8 on the high street.

STEAM tourism reports suggest that, on average, it takes £69,755 of visitor expenditure to support a job in the local tourism sector. We anticipate that the interventions will support 48 new jobs. Assuming average tourism productivity of £19,820, this is anticipated to generate £8.2 million in present value benefits over the appraisal period.

Land Value Uplift

Our projects are anticipated to yield wider land value uplift (LVU). Wider LVU

is the indirect impact on land values as a result of nearby investment. It can occur around regeneration projects as these may stimulate economic activity nearby or increase the desirability/attractiveness of the location and thus increase demand for property and floor space.

The town centre infrastructure and public realm improvements in Llangollen and Corwen are anticipated to drive more footfall to their town centres, improve the turnover of local businesses, and increase levels of economic activity. Local property markets will react to this, giving rise to an increase in land values.

A survey of properties has identified 5,983 m² of commercial floor space and 2,562 residential units within the two town centres with a capital value £599.9 million. We have assumed that commercial properties will increase in value by 1.5% and residential properties by 0.5% a year. Assuming the uplift lasts for three years, this results in wider LVU of £8.2 million PV.

¹⁰ In 2021 prices.

Recreational and Amenity Benefits

Our projects aim to improve the quality of life for residents and visitors alike by widening access to recreation. To monetise these impacts, we have used the Outdoor Recreation Valuation Tool (ORVal) developed by the University of Exeter with funding from DEFRA.

ORVal reports values and visit estimates for existing and new greenspaces that are derived from a sophisticated model of recreational demand in England and Wales. It suggests that a visit to the WHS generates £3.58 in social value, in 2021 prices.

Applying this rate to the additional visitors at Trevor Basin, we anticipate the improvements will generate £14.7 million in present value benefits.

Active Travel Benefits

Our bid proposes four new pedestrian and cycle paths, which will generate decongestion, health, and journey quality benefits. To appraise these benefits, we have used the DfT's Active Mode Appraisal Toolkit. The inputs to the tool are summarised by the table below.

	Length	Average Daily Cyclists		Average Daily Pedestrians	
		Baseline	Forecast	Baseline	Forecast
Nature Reserve to Health Centre	1.5 km	-	50	-	25
Nature Reserve to Tow Path	0.5 km	-	-	-	25
Family Friendly Cycle Path	0.5 km	-	50	-	-
Cynwyd to Corwen Active Travel Scheme	3.7 km	-	18	-	105

This is anticipated to yield £3.6 million in present value benefits.

Construction Sector Benefits

LUF investment will generate temporary benefits to the construction sector from increased turnover and business opportunities. These benefits have been monetised as value-added. However, here we anticipate significant leakage outside of North Wales. We have accounted for this by adjusting construction impacts by 75% for leakage.

To calculate net construction employment associated with each option, the impact model applies the average turnover required to support an additional job in the construction sector in Wales (£160,169) to profile of capital expenditure¹¹. These benefits are then monetised by applying the average GVA per construction worker in Wales (£55,986). Discounted to 2021, this is anticipated to yield £1.2 million in additional GVA.

¹¹ Based on Standard Industrial Classification 2007 sector F. ONS (2020). Annual Business Survey; ONS (2020). Business Register and Employment Survey.

5.4 b Please complete Tab A and B on the appended excel spreadsheet to demonstrate your:

Tab A - Discounted total costs by funding source (£m)

Tab B – Discounted benefits by category (£m)

5.5 VALUE FOR MONEY OF PROPOSAL

- 55 a Please provide a summary of the overall Value for Money of the proposal. This should include reporting of Benefit Cost Ratios. If a Benefit Cost Ratio (BCR) has been estimated there should be a clear explanation of how this is estimated ie a methodology note. Benefit Cost Ratios should be calculated in a way that is consistent with [HMT's Green Book](#). For non-transport bids it should be consistent with [MHCLG's appraisal guidance](#). For bids requesting funding for transport projects this should be consistent with [DfT Transport Analysis Guidance](#). (Limit 500 words)

The table below summarises the Value for Money of the proposal, balancing the net present value benefits and the economic costs.

Category		£m
Present value benefits		
	Visitor expenditure benefits	8.2
	Land value uplift	8.2
	Recreational and amenity benefits	14.7
	Active travel impacts	3.6
	Construction sector benefits	1.2
A	Total benefits	36.0
Present value costs		
	LUF request	12.64
	Optimism Bias	3.79
B	Total LUF cost	16.43
	Co-funding public sector cost	0.67
	Optimism Bias on co-funding	0.20
C	Total public sector co-funding	0.87
D	Total public sector cost	17.3
	Co-funding private sector cost	1.0
	Optimism Bias	0.3
E	Private sector cost	1.3
Value for money		
(A - E) / B	BCR on Levelling Up Fund grant	2.2
(A - E) / D	BCR on all public sector costs	2.1

When considered against the LUF grant, the proposal returns high Value for Money. It is anticipated to return £2.20 of benefits for every £1.0 of LUF grant invested, inclusive of Optimism Bias.

Considered against all public sector costs, the proposal returns high Value for Money with a BCR of 2.1.

- 55 b Please describe what other non-monetised impacts the bid will have, and provide a summary of how these have been assessed. (Limit 250 words)

There are several non-monetised benefits that need to be considered qualitatively, including:

- **Traffic easing and decongestion:** by improving the movement of cars and availability of parking across the WHS, the projects will reduce congestion on the roads. Visitors and residents will be less stressed and more productive. Benefits to decarbonisation agenda.
- **Environmental benefits:** re-wilding formal industrial land within the WHS will allow natural habitats the opportunity to recover, strengthening the resilience of local wildlife.
- **Educational benefits:** the new woodland activity and education centre will provide our young people with the chance to interact with and learn about the environment.
- **Community cohesion benefits:** as section 2a, the Levelling Up of these sites will promote increased use by people with protected characteristics. Improved visitor access and movement networks will make the sites more appealing and practically accessible to a wider section of society. Cohesion will be improved in relation to equality of access for the local residents living adjacent to these sites, who often have to deal with the inconvenience of high volumes of visitors, which the proposals will mitigate.
- **Better connectivity between places:** increase levels of physical activity leading to improved health & wellbeing
- **Greater awareness of the significance of culture heritage and the living landscapes of the Dee Valley:** greater sense of place and pride in the community
- **Bringing underused spaces and land into better use:** the ambition to create high-quality environments will transform under-used places into vibrant spaces where people want to spend time.
- **Improved Mental Health & Wellbeing**

5.5c Please provide a summary assessment of risks and uncertainties that could affect the overall Value for Money of the bid. (Limit 250 words)

Many of the economic impacts attributed to the LUF investment depend on increased visitor numbers and expenditure. While case studies and analysis of similar schemes provide a benchmark, forecasting these is inherently uncertain. The table below shows the impact on the BCR of different model assumptions.

	Total PVB	BCR
Trevor Basin visitor growth		
Core scenario: +3% for three years	36.0	2.1
+2.0% for three years	34.3	2.0
+1.0% for three years	32.7	1.9
+3.0% for two years	34.4	2.0
+2.0% for two years	33.3	1.9
+1.0% for two years	32.1	1.9
Trevor Basin expenditure growth		
Core scenario: +£3 per head	36.0	2.1
+£2 per head	35.4	2.0
+£1 per head	32.6	1.9
Corwen visitor growth		
Core scenario: one in ten railway users	36.0	2.1
One in 20 railway users	35.7	2.1
One in 30 railway users	35.4	2.0
Corwen visitor expenditure		
Core scenario: £8 per head	36.0	2.1
£7 per head	35.9	2.1
£6 per head	35.9	2.1
£5 per head	35.8	2.1
£4 per head	35.7	2.1
£3 per head	35.7	2.1

The table above shows that even under more conservative assumptions around visitor numbers and spend, the bid still returns high value for money with a BCR of at least 1.9.

5.5d For transport bids, we would expect the Appraisal Summary Table, to be completed to enable a full range of transport impacts to be considered. Other material supporting the assessment of the scheme described in this section should be appended to your bid.

PART 6: DELIVERABILITY

6.1 FINANCIAL

See technical note Table 1 for further guidance.

- 6.1a Please summarise below your financial ask of the LUF, and what if any local and third party contributions have been secured (please note that a minimum local (public or private sector) contribution of 10% of the bid costs is encouraged). Please also note that a contribution will be expected from private sector stakeholders, such as developers, if they stand to benefit from a specific bid (Limit 250 words)

Total Capital Costs	
Project 1) Trevor Basin Technical Masterplan Visitor Network Improvements (Wrexham County Borough)	10,609,053
Project 2) Visitor Movement Elements within the 11 Mile World Heritage Site (Wrexham County Borough & Denbighshire County)	2,153,484
Project 3) Corwen as a visitor movement project linked to providing a new entry point into the Dee Valley and WHS (Denbighshire County)	2,258,171
TOTAL APPLICATION	15,020,708

The Contributing Match Funding, included in the above figures is:	
WCBC Capital Programme 2021/22 & 22/23	£####
The Canal & River Trust	£####
Our Picturesque Landscape	£####
Llangollen Rural Community Council	£####
Solutia UK Ltd	£####
WCBC Carbon Team	£####
Cadwyn Clwyd – Railway Line Path	£####
DCC Capital Programme	£####
DCC Countryside Services	DCC Countryside Services
Llangollen Railway	Llangollen Railway
Cadwyn Clwyd - Corwen	Cadwyn Clwyd - Corwen
Transforming Towns	Transforming Towns
Total	£1,718,004

- 6.1 b Please also complete Tabs C and D in the **appended excel spreadsheet**, setting out details of the costs and spend profile at the project and bid level in the format requested within the excel sheet. The funding detail should be as accurate as possible as it will form the basis for funding agreements. Please note that we would expect all funding provided from the Fund to be spent by 31 March 2024, and, exceptionally, into 2024–25 for larger schemes.

Spreadsheet attached

- 6.1 c Please confirm if the bid will be part funded through other third-party funding (public or private sector). If so, please include evidence (i.e. letters, contractual commitments) to show how any third-party contributions are being secured, the level of commitment and when they will become available. The UKG may accept the provision of land from third parties as part of the local contribution towards scheme costs. Where relevant, bidders should provide evidence in the form of an attached letter from an independent valuer to verify the true market value of the land.
- ☒ **Yes**
☐ **No**

- 6.1 d Please explain what if any funding gaps there are, or what further work needs to be done to secure third party funding contributions. (Limit 250 words)

There are no funding gaps for the delivery of this package of projects through this LUF application. All match funding contributions have been confirmed in writing.

To deliver the other elements of the Trevor Basin Technical Masterplan not included in this application will involve engagement with private sector operators on the site and this will be promoted and progressed once the site is levelled up. This will include the Visitor Hub, Glamping, Tree Tops walk together with new residential and development opportunities. These elements are all considered in the fundraising strategy beyond Levelling-up.

The refurbishment of the mainline Ruabon Station to include step-free access is a future project that will add further value to the WHS and Dee Valley visitor economy by providing significant transport linkage into the area from other local and regional transport hubs. The ability to support an increase in “car-free” journeys into the WHS and Dee Valley will enhance the net zero carbon approach but is currently limited by accessibility at the station. Proposals have been submitted for consideration under the Access for All scheme.

DCC’s scheme in Llangollen is subject to a funding application to Welsh Government’s Transforming Towns Place Making Grant. There is £250,000 ring-fenced to each North Wales Local Authority, subject to a full and compliant application. DCC has lodged a formal Expression of Interest for its Corwen project and the full application will be determined prior to commencement of the LUF activity.

- 6.1 e Please list any other funding applications you have made for this scheme or variants thereof and the outcome of these applications, including any reasons for rejection. (Limit 250 words)

No applications have been submitted for this scheme. As above in 6.1d, there is an application for match-funding due for determination.

- 6.1 f Please provide information on margins and contingencies that have been allowed for and the rationale behind them. (Limit 250 words)

Key sites within the package of projects have already been master planned and designed with multi-disciplinary teams including cost profiling from qualified quantity surveyors and engineers. Due to the differing scale, nature design stage and baseline conditions of the projects, such as the high risk of abnormal costs for brownfield / post-industrial land or sensitive historic and biodiversity settings of the WHS and Dee Valley AONB and SSSI, or the relative simplicity of the Llangollen Four Great Highways project, we have applied a commensurate and applied mean contingency level of 10% across the estimated capital costs.

- 6.1 g Please set out below, what the main financial risks are and how they will be mitigated, including how cost overruns will be dealt with and shared between non-UKG funding partners. (you should cross refer to the Risk Register). (Limit 500 words)

The wider approach to risk management is included in the appended Risk Register and in section 6.3 below.

Key financial risks are covered through sections 2, 4, 5, 7 and 8 of the appended Risk Register.

Match-funding is in place, secured with letters from each funding partner, which will be formalised with legally-binding agreements at the point of approval and before delivery commences to ensure that there is no / minimal risk of funds being withdrawn from the project. Cost overruns are possible due to the ongoing impacts of COVID-19 and Brexit. Costs have been reviewed and amended by the consultants retained by the two Councils and contingencies and margins have been built into the funding proposal to mitigate risk and ensure appropriate flexibility to respond to the factors raised in the risk register. Costs will be tested during the procurement processes, which also act as a means of mitigating risk as tendering parties will be part of existing procurement frameworks and will be able to account for their resilience and track record through the tendering process, which will be according to each Council's Financial Regulations (or equivalent for non-Council partners).

RISK	Mitigation
Inadequate / inaccurate / incomplete financial estimates	Review of Masterplan cost estimates prior to inclusion in final application Retention of external consultants Project management QS role in costs identified as part of the delivery plan
Failure to adequately budget for spending during contract (capital spend amounts, revenue expenditure and VAT and other fees and contingencies)	Contingencies and other exclusion costs identified Programme & Project Management arrangements implemented and costed into Bid. Retention of external support
Poor financial management	Adherence to Financial Regulations Adherence Contract Procurement Regulations Section 151 Officer
Inaccurate / unrealistic estimate of time needed to deliver programme	Appropriate initial selection of projects for inclusion in bid Project management QS role in costs identified as part of the delivery plan Robust financial controls
Failure to deliver year 1 activity / project spend	External support to test project deliverability Ensure all partners engaged and signed up for delivery Planning Permission application for year 1 activity validated before LUF application is submitted on 18 June 2021
Increased financing costs (interest rates)	Clear delivery plan with timescales and costings Regular monitoring and evaluation on financial profile with delivery partner Section 151 Officer sign off
Cash flow deficit due to non-synchronisation of funding and spending	Clear delivery plan with timescales and costings Regular monitoring and evaluation on financial profile with delivery partner Section 151 Officer sign off
Inadequate financial contingency	Contingencies identified in delivery plan External expert advice on contingencies and costings
Legal agreements / contracts not in place with funders / partners at point of approval / project commencement.	Ensure all Partners support available in writing to support the Bid

See technical note Section 4 and Table 1 for further guidance.

- 62 a Please summarise your commercial structure, risk allocation and procurement strategy which sets out the rationale for the strategy selected and other options considered and discounted. The procurement route should also be set out with an explanation as to why it is appropriate for a bid of the scale and nature submitted.

Please note – all procurements must be made in accordance with all relevant legal requirements. Applicants must describe their approach to ensuring full compliance in order to discharge their legal duties. (Limit 500 words)

The commercial case outlines the procurement and contracting implications of the preferred model for each project.

This will consider aspects such as commissioning arrangements, an assessment of the current marketplace, and how the delivery of each Projects is planned and managed in accordance with lead bidder's procurement regulations. DCC follows an equivalent process for its procurement activity under the same legislative framework.

WCBC will demonstrate continuous improvement and the achievement of Value for Money through the effective procurement of its goods, services and works.

To achieve this WCBC will procure goods, services and works by the most efficient, sustainable and cost effective means to help ensure that its needs and those of the local community are met.

The Councils are required by s.135 of the Local Government Act 1972 to make standing orders to ensure competition and regulate the procurement process.

The Councils must also comply with various other statutes when purchasing goods, works or services, including the Public Contracts Regulations 2015 (as amended by the Statutory Instrument (SI), The Public Procurement (Amendment etc.) (EU Exit) Regulations 2020) (the "Regulations").

The aims of the Contract Procedure Rules (the Rules) are to:-

- (a) Ensure compliance with all legal requirements;
 - (b) Achieve best value;
 - (c) Ensure transparency, openness, non-discrimination and fair competition;
 - (d) Demonstrate probity, consistency, accountability and integrity;
 - (e) Support the Council's corporate aims of value for money, best practice and leadership;
- and

- (f) Ensure compliance with the Council's Procurement Strategy and Welsh Government Procurement Policy.

WCBC will work with all partners to ensure transparency in terms of how, when and why it is undertaking procurement activities. A specific communications plan will provide information to stakeholders and prospective suppliers.

A key objective will be to provide equality of opportunity, and access to the best suppliers for the Councils.

The delivery of community benefits / social value will be incorporated into procurement and the subsequent partnerships with contractors.

If the proposals are to be delivered through an agreed delivery plan, several typical procurement routes will be considered taking into account the risk allocation.

In determining procurement methodology best suited to deliver project outcomes due consideration will be given to applicable market forces and supply positioning factors. WCBC will seek specialist advice on procurement, either from the Council's centralised Commissioning Procurement and Contract Management Unit or external experts.

As a charity, The Canal & River Trust has obligations to control and manage its expenditure effectively. The Trust is not subject to the EU Procurement Regulations ('Regulations') except to a very limited extent. The Trust is only bound by the Regulations (Utilities Contracts Regulations 2006).

Any procurement process that is likely to fall within the scope of the Regulations must be referred to the Procurement and Legal teams for advice before any action is taken.

All Procurement is to be conducted in accordance with the Trust's Procurement Standard of which the general Principles include the headings below:

- Competitive Tendering
- Contract Conditions
- Group Contracts
- Contract Management
- Processes
- Internal Controls
- Collaboration
- Training
- Benchmarking

See technical note Section 4 and Table 1 for further guidance

Delivery Plan: Places are asked to submit a delivery plan which demonstrates:

- Clear milestones, key dependencies and interfaces, resource requirements, task durations and contingency.
- An understanding of the roles and responsibilities, skills, capability, or capacity needed.
- Arrangements for managing any delivery partners and the plan for benefits realisation.
- Engagement of developers/ occupiers (where needed)
- The strategy for managing stakeholders and considering their interests and influences.
- Confirmation of any powers or consents needed, and statutory approvals eg Planning permission and details of information of ownership or agreements of land/ assets needed to deliver the bid with evidence
- Please also list any powers / consents etc needed/ obtained, details of date acquired, challenge period (if applicable) and date of expiry of powers and conditions attached to them.

63 a Please summarise the delivery plan, with reference to the above (Limit 500 words)

This Package Bid is made-up of three projects, each of which comprises a combination of activities. The Phasing and Delivery Plan Gantt chart clearly sets out the stages and the milestones within each activity. Each project differs in maturity and the level of governance and resource required to take these forward to completion.

These activities are broken down into elements as laid out in the Gantt chart, each having different contract periods and project management requirements. Permissions and consents are required at different stages for each project and are highlighted, allowing the appropriate requisite time-frame.

A Five-Stage Delivery Structure has been devised for the project management going forward through an appointed Programme Manager who will co-ordinate the delivery of the Package bid.

WCBC Executive Board/Scrutiny Committee

△

▽

WHS Strategic Board / DCC

△

▽

LUF Programme Monitoring Group

△

▽

Programme Manager

△

▽

Delivery Partners Projects (Project Managers)

△

▽

Activity

Project 1 - Governance has been put into place via a formalised collaboration agreement, to ensure the proposed investment is delivered within the required timescales.

The lead off project in Project 1 is the re-location of the boat hire business including erection of 2 buildings and storage enclosure. A Planning application is submitted and validated (P/2021/0560 viewable on WCBC Planning Portal) to enable start on site as soon as funding is confirmed.

A Land Strategy has been drafted between the three land owners and is fundamental to securing the investment within the Masterplan area

Project 2 - most of the activities are being directly delivered by the Council, and as such, will be in a position to start delivering some of the activities as soon as the funding has been confirmed. There are partners involved, but there is a clear understanding of and a good working relationship which is provided in part by the WHS Strategic Board, but also by Llangollen 2020, a multi-stakeholder working group, with a mandate to enact positive physical changes within the town.

Statutory permissions will need to be sought, specifically 'Scheduled Monument' consent for the works to link Wenffrwd to the canal. 'Scheduled Monument' consent will be required for the canal side building, at the Horseshoe Falls. Initial meetings have been had with Cadw and no issues are foreseen.

Project 3 - DCC is the project lead, but will be working closely with Cadwyn Clwyd (Denbighshire's Local Action Group) and Llangollen Railway Trust on some of the activities. Formalised collaboration agreements will be set up between the Partners, to ensure that there is a governance structure before any funding is awarded.

Statutory permissions are all in place for the railway platform canopy, and this activity can be started and completed quickly after funding has been confirmed. In relation to the Town Centre Infrastructure Improvements, agreement will need to be sought from the North Wales Trunk Road Agency in relation to any improvements linked to the A5 road – but DCC has a very strong working relationship with the Agency and does not foresee any issues.

6.3b Has a delivery plan been appended to your bid? ☒ **Yes**

☐ **No**

6.3c Can you demonstrate ability to begin delivery on the ground in 2021–22? ☒ **Yes**

☐ **No**

6.3e Risk Management: Places are asked to set out a detailed risk assessment which sets out (word limit 500 words not including the risk register):

- the barriers and level of risk to the delivery of your bid
- appropriate and effective arrangements for managing and mitigating these risk
- a clear understanding on roles / responsibilities for risk

Barriers to delivery include:

COVID-19 – the ongoing situation with the virus impacts on a number of delivery elements. This includes direct impacts such as:

- 1) Increased / fluctuating cost of some materials;
- 2) Impact on supply chain – availability of materials; and
- 3) Impact on human resources – social distancing, infection management, sickness.

There are also indirect impacts through possible adverse impacts on elements such as:

- 4) Capacity within statutory bodies to grant permissions;
- 5) Inability to undertake stakeholder engagement, etc.

The level of risk is considered to be C2 (on the WCBC risk matrix) meaning that there is a Significant Likelihood of an Event and it would have potentially major impacts.

Other key areas of risk include cost management, procurement, project management (Package Bid of 3 projects), stakeholder engagement and speed of delivery.

The risk register is jointly owned by both WCBC and DCC with buy-in from CRT meaning that the 3 main delivery partners are engaged and collectively accounting and managing risk. Provision has been made within the proposal for appropriate Programme and Project Management (as described in section 6.3a) with oversight from WHS Board, Councils' Scrutiny and Executive Boards.

Costs have been reviewed and amended by each Council's retained consultants and contingencies and margins have been built into the funding proposal to mitigate risk and ensure appropriate flexibility to respond to the factors raised above and in the risk register. Match-funding is in place, secured with letters from each funding partner, which will be formalised with legally-binding agreements at the point of approval.

The Programme Manager, overseen by the LUF Monitoring Group will take lead responsibility for risk management across the project.

Risk Register attached

- 6.3f Has a risk register been appended to your bid? ☒ **Yes**
☐ **No**

- 6.3g Please evidence your track record and past experience of delivering schemes of a similar scale and type (Limit 250 words)

WCBC has a team of architects and quantity surveyors with a strong track record in delivering schemes of various values and complexity. On larger schemes, we tend to undertake a two stage 'early contractor involvement' procurement, leading to a design and build contract. Smaller schemes are designed and managed internally. We also project manage external consults when the internal external capacity is exceeded or a particular specialism is required.

Recent projects:

Primary & Secondary School Construction (9 Schools) - £25,498,432

Nant Silyn 14 new build council dwellings - £2,400,000

Crown Buildings Office block remodelling and refurbishment - £5,500,000

Western Gateway

Wrexham Industrial Estate Link Roads

DCC have also delivered a variety of schemes:

21st Century Schools - £40,172,000

East Rhyl Coastal Defence Scheme - £27.528,000

SC2, Rhyl- £16m

Rhyl Central Car Park - £2.363m

Pavilion Theatre, car park and '1891' restaurant - £3m+

CRT has a dedicated project delivery team who are supported by specialist colleagues, experts in areas such as engineering, design, heritage and the environment.

- Restoration of Grade II* Roundhouse Project in Birmingham at a cost of £3.3m (partnership with the National Trust);
- Grade II listed Finsley Gate Wharf Burnley;
- Anderton Boat Lift;
- National Waterways Museum at Ellesmere Port; and
- Unlocking the Severn (2018-2021) was the largest river restoration of its kind in Europe, led by the Trust the £19m project opened up the River Severn for all fish species through the removal of barriers to migration.

6.3 h Assurance: We will require Chief Financial Officer confirmation that adequate assurance systems are in place.

For larger transport projects (between £20m – £50m) please provide evidence of an integrated assurance and approval plan. This should include details around planned health checks or gateway reviews. (Limit 250 words)

I can confirm that adequate assurances have been put into place through a comprehensive delivery plan with clear milestones and dependencies, with an agreed governance structure. A monitoring and evaluation plan will be fully developed to ensure the delivery of the milestones and the outcomes.

6.4 MONITORING AND EVALUATION

See technical note Section 4 and Table 1 for further guidance.

6.4a Monitoring and Evaluation Plan: Please set out proportionate plans for M&E which should include (1000 word limit):

- Bid level M&E objectives and research questions
- Outline of bid level M&E approach
- Overview of key metrics for M&E (covering inputs, outputs, outcomes and impacts), informed by bid objectives and Theory of Change. Please complete Tabs E and F on the **appended excel spreadsheet**
- Resourcing and governance arrangements for bid level M&E

WCBC and DCC will establish a joint LUF Programme Monitoring Group to oversee the delivery of the proposed interventions.

Membership of the Group will include the strategic partners and match-funders. It will report back to the World Heritage Site Board, Council Scrutiny Committees and Executive Board / Cabinets (as necessary) and the funder.

This group will be responsible for developing and implementing a Benefits Realisation Strategy to ensure the delivery of the target outcomes of each project. This will utilise the KPIs listed in Table F, and each KPI will be monitored quarterly.

From the date of award until March 2024, there will be an annual evaluation of the development and construction process, for monitoring and evaluation purposes. This will include an assessment of forecast against outturn project costs and reasons for any variance will be produced for monitoring and evaluation purposes. Following this, a staged monitoring and evaluation plan will take place at each of the following Gateway points:

- Gateway 1 (2022): An initial evaluation, approximately one year into the programme to provide an early indication that the project is operating as planned.
- Gateway 2 (2025): A detailed evaluation, approximately four years into the delivery of the entire programme, to determine whether all activities took place within the agreed timescales and budgets and to identify learnings for future interventions
- Gateway 3 (2030): This crucial stage will consider impacts in the context of data gathered over a longer period and provides a more detailed measurement of the extent to which the longer-term objectives and target impacts have been achieved.

This longer timeframe allows consideration of the impacts of wider initiatives, including the local resident and business sentiment.

Measuring benefits realised against Gateway target outputs will demonstrate the robust governance, timely delivery, and good value for money, which is a further condition of future grant funding.

The LUF Programme Monitoring Group will also oversee reviews of the EIA process.

Suitable provision is made within the proposal for Programme Management, Project Management and Evaluation. It is proposed that this take the form of a Logic Model approach, which is currently the preferred method of key partner CRT. The proposal also includes additional pedestrian counters that when installed at Chirk, Llangollen Wharf, and Horseshoe Falls will ensure that all key access points are covered. This will allow a holistic approach to monitoring user numbers across the full catchment and new baselines can be set for reporting purposes (there are already counters in Corwen and the Trevor Basin).

WCBC and DCC have also agreed to formalise the oversight group that has supervised the development of this application. The Group includes Leaders and Chief Executives of the two Councils, operational leads and the Constituency MP. The Group will continue to meet post-submission and during the implementation stage.

PART 7: DECLARATIONS

7.1 SENIOR RESPONSIBLE OWNER DECLARATION

As Senior Responsible Owner for Pontcysyllte Aqueduct & Canal World Heritage Site and Dee Valley Corridor Tourism Regeneration Scheme, I hereby submit this request for approval to UKG on behalf of Wrexham County Borough Council and confirm that I have the necessary authority to do so.

I confirm that Wrexham County Borough Council will have all the necessary statutory powers and other relevant consents in place to ensure the planned timescales in the application can be realised.

Name:

Rebecca Lowry

Signed:



7.2 CHIEF FINANCE OFFICER DECLARATION

As Chief Finance Officer for Wrexham County Borough Council, I declare that the scheme cost estimates quoted in this bid are accurate to the best of my knowledge and that Wrexham County Borough Council

- has allocated sufficient budget to deliver this scheme on the basis of its proposed funding contribution
- accepts responsibility for meeting any costs over and above the UKG contribution requested, including potential cost overruns and the underwriting of any funding contributions expected from third parties
- accepts responsibility for meeting any ongoing revenue requirements in relation to the scheme
- accepts that no further increase in UKG funding will be considered beyond the maximum contribution requested and that no UKG funding will be provided after 2024-25
- confirm that the authority commits to ensure successful bids will deliver value for money or best value.
- confirms that the authority has the necessary governance / assurance arrangements in place and that all legal and other statutory obligations and consents will be adhered to.

Clause 7.2.2 is inappropriate as this is a partner led project, therefore it is unreasonable for the Council to accept whole responsibility for any loss of third party investment, however it is our intention to ensure that Contracts between 3rd parties are legally binding before spend occurs.

The Council does not anticipate at this stage that there will be any cost over runs, which will be met by the Partnership.

Name:

Signed:

Mark S. Owen



73 DATA PROTECTION

Please note that the The Ministry of Housing, Communities and Local Government (MHCLG) is a data controller for all Levelling Up Fund related personal data collected with the relevant forms submitted to MHCLG, and the control and processing of Personal Data.

The Department, and its contractors where relevant, may process the Personal Data that it collects from you, and use the information provided as part of the application to the Department for funding from the Levelling Up Fund, as well as in accordance with its privacy policies. For the purposes of assessing your bid the Department may need to share your Personal Data with other Government departments and departments in the Devolved Administrations and by submitting this form you are agreeing to your Personal Data being used in this way.

Any information you provide will be kept securely and destroyed within 7 years of the application process completing.

You can find more information about how the Department deals with your data [here](#).

ANNEX A:

PROJECT ONE SUMMARY (only required for a package bid)

PROJECT 1

A1. Project Name

Trevor Basin Technical Masterplan (Phase 1) - User / Visitor Connectivity Networks Delivery.

A2. Strategic Linkage to bid:

Please enter a brief explanation of how this project links strategically to the overall bid.
(in no more than 100 words)

Project One – focuses on the area within the redline boundary of the Trevor Basin Masterplan and aims to raise the quality of visitor facilities and community connections such that it befits WHS status. As an internationally inscribed WHS this area is at the heart of the LUF proposal.

Implementation of the Trevor Basin Technical Masterplan will ensure the WHS achieves its full potential on a national and international level to attract visitors and catalyse economic growth in neighbouring communities found in Projects 2 and 3.

A3. Geographical area: Please provide a short description of the area covered by the bid
(in no more than 100 words)

Both Wrexham and Denbighshire are Priority 1 places in the LUF Index. The 2021 UK Prosperity Index places Wrexham and Denbighshire as the fifth and tenth least prosperous places in Wales respectively, and ranks the two authorities as 344th and 329th in the UK (out of 379 authorities).

The WHS is linear, stretching for 11-miles through the Dee Valley; various challenges and barriers to growth exist at different points along this corridor.

Corwen lies just outside of the WHS to the west, but is connected by the movement corridors of the River Dee, Telford's A5 and the Llangollen Heritage Railway.

A4. OS Grid Reference

SJ 27097 42252

A5. Postcode

LL20 7TT

A6. For Counties, Greater London Authority and Combined Authorities/Mayoral Combined Authorities, please provide details of the district council or unitary authority where the bid is located (or predominantly located)

Wrexham County Borough Council

A7. Please append a map showing the location (and where applicable the route) of the proposed scheme, existing transport infrastructure and other points of particular interest to the bid e.g. development sites, areas of existing employment, constraints etc.

☒ Yes

☐ No

A8. Project theme

Please select the project theme

☐ Transport investment

☐ Regeneration and town centre investment

☒ Cultural investment

A9. Value of capital grant being requested for this project (£):

£9,330,332

A10. Value of match funding and sources (£):

WCBC Capital £ #####

Canal & River Trust £ #####

Our Picturesque Landscape £ #####

Llangollen Rural CC £ #####

Solutia UK Ltd £ #####

Total £ 1,278,721.00

A11. Value for Money

This section should set out the full range of impacts – both beneficial and adverse – of the project. Where possible, impacts should be described, quantified and also reported in monetary terms. However there may be some impacts where only a qualitative assessment is possible due to limitations in the available analysis. There should be a clear and detailed explanation of how all impacts reported have been identified, considered and analysed. When deciding what are the most significant impacts to consider, bidders should consider what impacts and outcomes the project is intended to achieve, taking into account the strategic case, but should also consider if there are other possible significant positive or negative impacts, to the economy, people, or environment (Limit 250 words)

This project is anticipated to generate the following benefits:

- **Visitor expenditure benefits (£7.7 million PV):** longer dwell times and increased spend will support an estimated 24 new jobs, generating £473,500 in GVA annually.
- **Recreational and amenity benefits (£14.7 million PV):** more people visiting the WHS means more social value will be generated from its heritage and environmental assets. These benefits have been monetised using the DEFRA sponsored ORVal tool.
- **Construction sector benefits (£0.9 million PV):** the construction of this project is anticipated to support 50 gross construction jobs, 13 of which will be net additional to the local economy.

A12. It will be generally expected that an overall Benefit Cost Ratio and Value for Money Assessment will be reported in applications. If this is not possible, then the application should include a clear explanation of why not.

The table below sets out the BCR for the project

Category		Value
Present value benefits		
	Visitor expenditure benefits	7.7
	Recreational and amenity benefits	14.7
	Construction sector benefits	0.9
A	Total benefits	23.2
Present value costs		
	LUF request	9.3
	Optimism Bias	2.8
B	Total LUF cost	12.1
	Co-funding public sector cost	0.4
	Optimism Bias on co-funding	0.1
C	Total public sector co-funding	0.5
D	Total public sector cost	12.6
	Co-funding private sector cost	0.7
	Optimism Bias	0.2
E	Private sector cost	0.9
Value for money		
(A - E) / B	BCR on Levelling Up Fund grant	1.9
(A - E) / D	BCR on all public sector costs	1.8

A13. Where available, please provide the BCR for this project

1.8

A14. Does your proposal deliver strong non-monetised benefits? Please set out what these are and evidence them.

- **Traffic easing and decongestion:** by improving the movement of cars and availability of parking across the WHS, the projects will reduce congestion on the roads. Visitors and residents will be less stressed and more productive. Benefits to decarbonisation agenda.
- **Environmental benefits:** re-wilding formal industrial land within the WHS will allow natural habitats the opportunity to recover, strengthening the resilience of local wildlife.
- **Educational benefits:** the new woodland activity and education centre will provide our young people with the chance to interact with and learn about the environment.

- **Community cohesion benefits:** as section 2a, the Levelling Up of these sites will promote increased use by people with protected characteristics. Improved visitor access and movement networks will make the sites more appealing and practically accessible to a wider section of society. Cohesion will be improved in relation to equality of access for the local residents living adjacent to these sites, who often have to deal with the inconvenience of high volumes of visitors, which the proposals will mitigate.
- **Better connectivity between places:** increase levels of physical activity leading to improved health & wellbeing
- **Greater awareness of the significance of culture heritage and the living landscapes of the Dee Valley:** greater sense of place and pride in the community
- **Bringing underused spaces and land into better use:** the ambition to create high-quality environments will transform under-used places into vibrant spaces where people want to spend time.
- **Improved Mental Health & Wellbeing**

A15. Deliverability

Deliverability is one of the key criteria for this Fund and as such any bid should set out any necessary statutory procedures that are needed before it can be constructed.

Planning Permission for relocation of the CRT boating operation is the lead project for commencement and spend in by March 2021. Planning was submitted prior to the completion of this application (P/2021/0560) and works will complete within the 2021/22 financial year with spend of approx. £650,000. Match-funding is in place.

As the site is a World Heritage Site, Scheduled Monument and Planning Consent will be required for the various activities highlighted in the Delivery Plan. Initial dialogue has been had with Cadw and the Planning Department and there are no issues foreseen. The time frames within the delivery plan allow adequate time to receive the required statutory consents.

A16. The Bid – demonstrating investment or ability to begin delivery on the ground in 2021-22

As stated in the prospectus UKG seeks for the first round of the funding that priority will be given to bids that can demonstrate investment and ability to deliver on the ground in 2021-22

- A17. Does this project includes plans for some LUF expenditure in 2021–22? ☒ **Yes**
☐ **No**
- A18. Could this project be delivered as a standalone project or do it require to be part of the overall bid? ☒ **Yes**
☐ **No**

A19. Please provide evidence

As the project is physically contained within the redline of the Trevor Basing Technical Masterplan, in theory it can be delivered as a standalone project. However, the visitor economy is not restricted to red-line boundaries and if delivered in isolation, the wider economic benefit within the 11-mile WHS site and the Dee Valley would not be achieved and may represent an opportunity cost. The package of 3 projects is coherent and designed to multiply positive outcomes for communities in a Parliamentary constituency that sits across two Local Authorities.

- A20. Can you demonstrate ability to deliver on the ground in 2021–22. ☒ **Yes**
☐ **No**

A21. Please provide evidence

See A15

Statutory Powers and Consents

- A22. Please list separately each power / consents etc obtained, details of date acquired, challenge period (if applicable) and date of expiry of powers and conditions attached to them. Any key dates should be referenced in your project plan.**

See below

- A23. Please list separately any outstanding statutory powers / consents etc, including the timetable for obtaining them.**

P1a Arrival Hub: Planning consent required by June 2022

P1b Rewilding: Finalize lease agreement by October 22

P1c Basin & Public Realm: Relocation of hire boat operator - Planning consent (P/2021/0560) – submitted 1 June 2021. Determination expected within the statutory period of 8 weeks. Green infrastructure – Canal & River Trust, Third party works permission by October 2021 (permission requested), NRW Felling license (permission requested)

Accessibility and Inclusion improvements – Planning and Scheduled Monument Consent by October 2022.

Wayfinding and lighting - Planning and Scheduled Monument Consent by September 2023.

Footpath Access - Planning and Scheduled Monument Consent by September 2022.

Building refurbishment - Planning and Scheduled Monument Consent by November 2022.

P1d Woodland Activity – Planning consent by March 2022

P1e River walk – Planning consent by Sept 2022

Creative & Digital Media
PROOF

ANNEX B:

PROJECT TWO DESCRIPTION AND FUNDING PROFILE

(only required for a package bid)

PROJECT 2

B1. Project Name

User / Visitor Movement Connectivity Improvements within the 11-Mile World Heritage Site.

B2. Strategic Linkage to bid:

Please enter a brief explanation of how this project links strategically to the overall bid.
(in no more than 100 words)

Project 2 – Although the Technical Masterplan is focused on one location, it is recognised that the development of an improved visitor offer is dependent on harnessing the value of the full 11-miles of the WHS, and the wider Dee Valley spanning 3 local authority areas and a national border. To this end Project 2 supports developments that will enhance the cross-border visitor connectivity / management offer in the Dee Valley at: Horseshoe Falls (Denbighshire); The Four Great Highways and Plas Newydd in Llangollen (Denbighshire); Wenffrwd to Llangollen Active Travel Corridor including the old Railway Line and Chirk (Wrexham).

B3. Geographical area:

Please provide a short description of the area covered by the bid
(in no more than 100 words)

Both Wrexham and Denbighshire are Priority 1 places in the LUF Index. The 2021 UK Prosperity Index places Wrexham and Denbighshire as the fifth and tenth least prosperous places in Wales respectively, and ranks the two authorities as 344th and 329th in the UK (out of 379 authorities).

The WHS is linear, stretching for 11-miles through the Dee Valley; various challenges and barriers to growth exist at different points along this corridor.

Corwen lies just outside of the WHS to the west, but is connected by the movement corridors of the River Dee, Telford's A5 and the Llangollen Heritage Railway.

B4. OS Grid Reference

Llangollen SJ 21495 42006

Chirk SJ 29090 37701

Wenfrwdd SJ 23663 42563

B5. Postcode

Llangollen LL20 8PS

Chirk LL14 5EZ

Wenfrwdd LL20 7UH

B6. For Counties, Greater London Authority and Combined Authorities/Mayoral Combined Authorities, please provide details of the district council or unitary authority where the bid is located (or predominantly located)

Wrexham County Borough Council

Denbighshire County Council

B7. Please append a map showing the location (and where applicable the route) of the proposed scheme, existing transport infrastructure and other points of particular interest to the bid e.g. development sites, areas of existing employment, constraints etc.

☒ Yes

☐ No

B8. Project theme

Please select the project theme

☐ Transport investment

☐ Regeneration and town centre investment

☒ Cultural investment

B9. Value of capital grant being requested for this project (£):

£1,940,382

B10. Value of match funding and sources (£):

Various sources: **Total £ 213,102**

B11. Value for Money

This section should set out the full range of impacts – both beneficial and adverse – of the project. Where possible, impacts should be described, quantified and also reported in monetary terms. However there may be some impacts where only a qualitative assessment is possible due to limitations in the available analysis. There should be a clear and detailed explanation of how all impacts reported have been identified, considered and analysed. When deciding what are the most significant impacts to consider, bidders should consider what impacts and outcomes the project is intended to achieve, taking into account the strategic case, but should also consider if there are other possible significant positive or negative impacts, to the economy, people, or environment

This project is anticipated to generate the following benefits:

- **Land value uplift (£5.1 million PV):** public realm improvements are anticipated to boost surrounding residential and commercial property values by 0.5% and 1.5% annually, respectively for three years.
- **Active travel benefits (£2.6 million PV):** three new pedestrian and cycle paths are proposed under this project, which will deliver decongestion, health, and journey quality benefits. These have been appraised using the DfT's Active Mode Appraisal Toolkit.
- **Construction sector benefits (£0.2 million PV):** the construction of this project is anticipated to support 37 gross construction jobs, 9 of which will be net additional to the local economy.

B12. It will be generally expected that an overall Benefit Cost Ratio and Value for Money Assessment will be reported in applications. If this is not possible, then the application should include a clear explanation of why not.

The table below sets out the BCR for the project

Category		Value
Present value benefits		
	Visitor expenditure benefits	-
	Land value uplift	5.1
	Recreational and amenity benefits	-
	Active travel impacts	2.6
	Construction sector benefits	0.3
A	Total benefits	7.9
Present value costs		
	LUF request	1.9
	Optimism Bias	0.6
B	Total LUF cost	2.5
	Co-funding public sector cost	0.2
	Optimism Bias on co-funding	0.1
C	Total public sector co-funding	0.3
D	Total public sector cost	2.8
	Co-funding private sector cost	-
	Optimism Bias	-
E	Private sector cost	-
Value for money		
(A - E) / B	BCR on Levelling Up Fund grant	3.1
(A - E) / D	BCR on all public sector costs	2.8

B13. Where available, please provide the BCR for this project

2.8

B14. Does your proposal deliver strong non-monetised benefits? Please set out what these are and evidence them.

- **Traffic easing and decongestion:** by improving the movement of cars and availability of parking across the WHS, the projects will reduce congestion on the roads. Visitors and residents will be less stressed and more productive. Benefits to decarbonisation agenda.
- **Educational benefits:** the new woodland activity and education centre will provide our young people with the chance to interact with and learn about the environment.
- **Community cohesion benefits:** as section 2a, the Levelling Up of these sites will promote increased use by people with protected characteristics. Improved visitor access and movement networks will make the sites more appealing and practically accessible to a wider section of society. Cohesion will be improved in relation to equality of access for the local residents living adjacent to these sites, who often have to deal with the inconvenience of high volumes of visitors, which the proposals will mitigate.

- **Better connectivity between places:** increase levels of physical activity leading to improved health & wellbeing
- **Greater awareness of the significance of culture heritage and the living landscapes of the Dee Valley:** greater sense of place and pride in the community
- **Bringing underused spaces and land into better use:** the ambition to create high-quality environments will transform under-used places into vibrant spaces where people want to spend time.
- **Improved Mental Health & Wellbeing**

B15. Deliverability

Deliverability is one of the key criteria for this Fund and as such any bid should set out any necessary statutory procedures that are needed before it can be constructed.

Delivery of work to 'improve town links to and from the Wenffrwd Nature Reserve and Health Centre' will commence 2021 financial year, with 'Scheduled Monument' consent will be needed for the works to link Wenffrwd to the canal. Initial meetings have been had with Cadw and no issues are foreseen.

'Scheduled Monument' consent will also be needed for the canal side building, as part of works at the Horseshoe Falls. However, this building has been identified in the World Heritage Site Conservation Action Plan as in need of works, so no issues are seen with obtaining consent from Cadw for this either.

B16. The Bid – demonstrating investment or ability to begin delivery on the ground in 2021-22

As stated in the prospectus UKG seeks for the first round of the funding that priority will be given to bids that can demonstrate investment and ability to deliver on the ground in 2021-22

Project 2 includes smaller work packages such as installation of EV points, pedestrian counters and repair work to existing infrastructure, which are shorter term in nature and less involved in terms of statutory consents.

B17. Does this project includes plans for some LUF expenditure in 2021-22?

☒ **Yes**

☐ No

B18. Could this project be delivered as a standalone project or do it require to be part of the overall bid?

☒ **Yes**

☐ No

B19. Please provide evidence

As the project is within the redline of the WHS, in theory it can be delivered as a stand-alone project. However, the visitor economy is not restricted to red-line boundaries and if delivered in isolation, the wider economic benefit within the Trevor Basin site and the Dee Valley would not be achieved and may represent an opportunity cost. The package of 3 projects is coherent and designed to multiply positive outcomes for communities in a Parliamentary constituency that sits across two Local Authorities.

B20. Can you demonstrate ability to deliver on the ground in 2021-22.

☒

Yes

☐

No

B21. Please provide evidence

Discussions with Cadw have so far been positive (see B15), and will not affect ability to deliver on the ground in 21-22, as activities being delivered relate to project design and consultation.

Discussions are underway regarding land owner agreement for location of vehicle charging point in Chirk. These will be completed by Dec 21 to allow installation in year 2021-22

Statutory Powers and Consents

B22. Please list separately each power / consents etc obtained, details of date acquired, challenge period (if applicable) and date of expiry of powers and conditions attached to them. Any key dates should be referenced in your project plan.

B23. Please list separately any outstanding statutory powers / consents etc, including the timetable for obtaining them.

P2a Four Great Highways: Scheduled Monument Consent and Planning consent by November 2022.

P2b Wenffryd: Scheduled Monument Consent and Planning consent by June 2022.

P2c Horseshoe Falls: Scheduled Monument Consent and third Party Works Permission form the Canal & River Trust by January 2023.

P2e Chirk: Formalise land owner agreement for vehicle charging point December 21.

ANNEX C:

PROJECT THREE - DESCRIPTION AND FUNDING PROFILE

(only required for a package bid)

PROJECT 3

C1. Project Name

Corwen Connectivity - New and Improved Western Gateway to the Dee Valley and World Heritage Site.

C2. Strategic Linkage to bid:

Please enter a brief explanation of how this project links strategically to the overall bid.
(in no more than 100 words)

Project 3 – will improve visitor connectivity networks, town centre assets and public realm between the station and the Corwen town centre. This includes a new station platform canopy. The project will significantly enhance visitor experience, dwell time and spend and with onward linkage to Llangollen and Cynwyd, effectively creating a new, improved and complementary visitor entry point to the World Heritage Site.

C3. Geographical area:

Please provide a short description of the area covered by the bid
(in no more than 100 words)

Both Wrexham and Denbighshire are Priority 1 places in the LUF Index. The 2021 UK Prosperity Index places Wrexham and Denbighshire as the fifth and tenth least prosperous places in Wales respectively, and ranks the two authorities as 344th and 329th in the UK (out of 379 authorities).

The WHS is linear, stretching for 11-miles through the Dee Valley; various challenges and barriers to growth exist at different points along this corridor.

Corwen lies just outside of the WHS to the west, but is connected by the movement corridors of the River Dee, Telford's A5 and the Llangollen Heritage Railway.

C4. OS Grid Reference

SJ 07825 43535

C5. Postcode

LL21 0AA

- C6. For Counties, Greater London Authority and Combined Authorities/Mayoral Combined Authorities, please provide details of the district council or unitary authority where the bid is located (or predominantly located)

Denbighshire County Council

- C7. Please append a map showing the location (and where applicable the route) of the proposed scheme, existing transport infrastructure and other points of particular interest to the bid e.g. development sites, areas of existing employment, constraints etc.
- ☒ Yes
☐ No

- C8. Project theme

Please select the project theme

- ☐ Transport investment
☒ **Regeneration and town centre investment**
☐ Cultural investment

- C9. Value of capital grant being requested for this project (£):

£2,258,171

- C10. Value of match funding and sources (£):

Various sources: **Total £226,181**

C11. Value for Money

This section should set out the full range of impacts – both beneficial and adverse – of the project. Where possible, impacts should be described, quantified and also reported in monetary terms. However there may be some impacts where only a qualitative assessment is possible due to limitations in the available analysis. There should be a clear and detailed explanation of how all impacts reported have been identified, considered and analysed. When deciding what are the most significant impacts to consider, bidders should consider what impacts and outcomes the project is intended to achieve, taking into account the strategic case, but should also consider if there are other possible significant positive or negative impacts, to the economy, people, or environment

This project is anticipated to generate the following benefits:

- **Visitor expenditure benefits (£0.5 million PV):** visitors to the heritage railway deciding to stay in Corwen for longer is anticipated to support two new jobs, generating £34,097 in GVA annually.
- **Land value uplift (£3.1 million PV):** refurbishments to the train station and public realm improvements are anticipated to boost surrounding residential and commercial property values by 0.5% and 1.5% annually, respectively for three years.
- **Active travel benefits (£1.1 million PV):** the proposed cycle path between Corwen and Cynwyd will deliver decongestion, health, and journey quality benefits. This has been appraised using the DfT's Active Mode Appraisal Toolkit.
- **Construction sector benefits (£0.2 million PV):** the construction of this project is anticipated to support 17 gross construction jobs, 4 of which will be net additional to the local economy.

C12. It will be generally expected that an overall Benefit Cost Ratio and Value for Money Assessment will be reported in applications. If this is not possible, then the application should include a clear explanation of why not.

The table below sets out the BCR for the project

Category		Value
Present value benefits		
	Visitor expenditure benefits	0.5
	Land value uplift	3.1
	Active travel impacts	1.1
	Construction sector benefits	0.2
A	Total benefits	4.9
Present value costs		
	LUF request	2.0
	Optimism Bias	0.6
B	Total LUF cost	2.6
	Co-funding public sector cost	0.2
	Optimism Bias on co-funding	0.05
C	Total public sector co-funding	0.2
D	Total public sector cost	2.8
	Co-funding private sector cost	0.12
	Optimism Bias	0.04
E	Private sector cost	0.16
Value for money		
(A - E) / B	BCR on Levelling Up Fund grant	1.9
(A - E) / D	BCR on all public sector costs	1.8

C13. Where available, please provide the BCR for this project

1.8

C14. Does your proposal deliver strong non-monetised benefits? Please set out what these are and evidence them.

- **Community wellbeing:** the town centre refurbishments will improve the sense of place within Corwen, leading to a greater sense of pride and community wellbeing.
- **Traffic easing and decongestion:** by improving the movement of cars and availability of parking across the WHS, the projects will reduce congestion on the roads. Visitors and residents will be less stressed and more productive. Benefits to decarbonisation agenda.
- **Educational benefits:** the new woodland activity and education centre will provide our young people with the chance to interact with and learn about the environment.
- **Community cohesion benefits:** as section 2a, the Levelling Up of these sites will promote increased use by people with protected characteristics. Improved visitor access and movement networks will make the sites more appealing and practically accessible to a wider section of society. Cohesion will be improved in relation to equality of access for the local residents living adjacent to these sites, who often have to deal with the inconvenience of high volumes of visitors, which the proposals will mitigate.

- **Better connectivity between places:** increase levels of physical activity leading to improved health & wellbeing
- **Greater awareness of the significance of culture heritage and the living landscapes of the Dee Valley:** greater sense of place and pride in the community
- **Bringing underused spaces and land into better use:** the ambition to create high-quality environments will transform under-used places into vibrant spaces where people want to spend time.
- **Improved Mental Health & Wellbeing**

C15. Deliverability

Deliverability is one of the key criteria for this Fund and as such any bid should set out any necessary statutory procedures that are needed before it can be constructed.

The installation of the canopy at the new station platform at Corwen is deliverable within the period to 31 March 2021, with statutory permissions in place to do so (Transport and Works Wales - The Llangollen and Corwen Railway Order 2010).

Statutory permissions will also need to be granted by the North Wales Trunk Road Agency (NWTRA) in relation to the Town Centre Infrastructure Improvements and related works linked to the A5 road. DCC has a good working relationship with NWTRA, and do not foresee any issues with obtaining permission.

C16. The Bid – demonstrating investment or ability to begin delivery on the ground in 2021-22

As stated in the prospectus UKG seeks for the first round of the funding that priority will be given to bids that can demonstrate investment and ability to deliver on the ground in 2021-22

As stated in the prospectus UKG seeks for the first round of the funding that priority will be given to bids that can demonstrate investment and ability to deliver on the ground in 2021-22

C17. Does this project includes plans for some LUF expenditure in 2021–22?

☒ Yes

☐ No

C18. Could this project be delivered as a standalone project or do it require to be part of the overall bid?

☐ Yes

☒ No

C19. Please provide evidence

The inclusion of Corwen as Project 3 of three creates a new entry point into the WHS and Dee Valley visitor destinations. In theory, it can be delivered as a stand-alone project. However, the visitor economy is not restricted to red-line boundaries and if delivered in isolation, the wider economic benefit within the Trevor Basin site and the 11-mile WHS within the Dee Valley would not be achieved and may represent an opportunity cost. The package of 3 projects is coherent and designed to multiply positive outcomes for communities in a Parliamentary constituency that sits across two Local Authorities.

C20. Can you demonstrate ability to deliver on the ground in 2021-22. ☒ **Yes**

☐ **No**

C21. Please provide evidence

The installation of the canopy at the new station platform at Corwen is deliverable within the period to 31 March 2021.

Statutory Powers and Consents

C22. Please list separately each power / consents etc obtained, details of date acquired, challenge period (if applicable) and date of expiry of powers and conditions attached to them. Any key dates should be referenced in your project plan.

Transport and Works Wales - The Llangollen and Corwen Railway Order 2010. Because the Order was obtained back in 2010 (and is still active.), it cannot be referenced in the Phasing and Delivery Plan.

C23. Please list separately any outstanding statutory powers / consents etc, including the timetable for obtaining them.

P3b Town centre infrastructure: NWTRA permissions needed for related works linked to the A5 road by Dec 22

P3d Cynwyd to Corwen Active Travel Scheme: Public Right of a Way to a Cycle path relating to the Active Travel work by Dec 22

ANNEX D: Check List Great Britain Local Authorities

Questions	Y/N	Comments
4.1a Member of Parliament support		
MPs have the option of providing formal written support for one bid which they see as a priority. Have you appended a letter from the MP to support this case?	Y	Within attachments provided
Part 4.2 Stakeholder Engagement and Support		
Where the bidding local authority does not have responsibility for the delivery of projects, have you appended a letter from the responsible authority or body confirming their support?	n/a	
Part 4.3 The Case for Investment		
For Transport Bids: Have you provided an Option Assessment Report (OAR)	n/a	
Part 6.1 Financial		
Have you appended copies of confirmed match funding?	Y	Within attachments provided
The UKG may accept the provision of land from third parties as part of the local contribution towards scheme costs. Please provide evidence in the form of a letter from an independent valuer to verify the true market value of the land. Have you appended a letter to support this case?	n/a	
Part 6.3 Management		
Has a delivery plan been appended to your bid?	Y	Within attachments provided
Has a letter relating to land acquisition been appended?	n/a	No acquisition involved
Have you attached a copy of your Risk Register?	Y	Within attachments provided
Annex A-C - Project description Summary (only required for package bid)		
Have you appended a map showing the location (and where applicable the route) of the proposed scheme, existing transport infrastructure and other points of particular interest to the bid e.g. development sites, areas of existing employment, constraints etc	Y	Within attachments provided

ANNEX E: Checklist for Northern Ireland Bidding Entities

Questions	Y/N	Comments
Part 1 Gateway Criteria		
You have attached two years of audited accounts		
You have provided evidence of the delivery team having experience of delivering two capital projects of similar size and in the last five years		
Part 4.2 Stakeholder Engagement and Support		
For transport bids, have you appended a letter of support from the relevant district council		
Part 6.1 Financial		
Have you appended copies of confirmed match funding		
The UKG may accept the provision of land from third parties as part of the local contribution towards scheme costs. Please provide evidence in the form of a letter from an independent valuer to verify the true market value of the land.		
Part 6.3 Management		
Has a delivery plan been appended to your bid?		
Has a letter relating to land acquisition been appended?		
Have you attached a copy of your Risk Register?		
Annex A-C - Project description Summary (only required for package bid)		
Have you appended a map showing the location (and where applicable the route) of the proposed scheme, existing transport infrastructure and other points of particular interest to the bid e.g. development sites, areas of existing employment, constraints etc.		