

REPORT OF HEAD OF DISCOVERY

SUBJECT: CASTELL HENLLYS CAPITAL PROJECT PROPOSALS

Purpose of Report

A brief review of progress on a major capital project at Castell Henllys.

Introduction/Background

We have a capital budget of £380,000:

PCNPA	£100,000
Cadw/ERDF	£171,000
WG/TMF	£109,000

to complete a programme of works which include:

- 1) Development and implementation of an improved multi-media interpretation package with a particular focus on
 - Linkages with other Origins Centres across Wales
 - Linkages with pre-historic features in the area
 - Linkages between the Castell Henllys experience and current environmental issues
- 2) Development and implementation of an improved accommodation package with a particular focus on
 - Improved access, signage, parking, vehicles etc.
 - Improved retail, catering, display and events facilities
 - Improved environmental performance of buildings and services
- 3) Development and implementation of an improved marketing package with a particular focus on
 - Branding, signage, etc.
 - Websites and emerging ICT opportunities
 - Partnership opportunities
- 4) Development and implementation of an improved visitor package with a particular focus on
 - Reaching a wide range of audiences including the socially excluded
 - Developing the costume re-enactment and living history offer
 - Developing the environmental and sustainability elements

PROGRESS

A programme setting out the four phases of the project (Inception, Development, Implementation and Review) will be available at the meeting.

We are currently actively working on the Inception phase and a detailed plan showing the activities involved (research, introductory meetings, finalising funding arrangements, ongoing staff involvement, spatial review, environmental review, parking review, holdings review, consultations etc) is now well advanced.

We aim to complete the Inception Phase work by the end of the current calendar year and then immediately embark upon the Development Phase with a view to Implementation being completed by July 2014.

COMMENTS

Key to the success of the project will be extensive staff involvement, as well as key partner organisations. The priority at the moment is to deliver the existing funding package we are also exploring funding from the Heritage Lottery Fund (for Heritage Skills) and Visit Wales (under their Digital Tourism Initiative).

The next step is to agree the funding details with Cadw and to formally document the arrangements.

Recommendation

Members comments are invited.

(For further information, please contact Phil Roach, Head of Discovery, Extn: 4859)

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Consultees:*