



CRUCIBLE

MERTHYR
TYDFIL

INDUSTRIAL
HERITAGE

DESIGN
CHARRETTE
REPORT

**“WHATEVER YOU DO,
TRY TO MAKE IT THE
BEST IN THE WORLD.”**

Report and recommendations arising from the charrette
held at Cyfarthfa Castle on Saturday 21st October 2017

Prepared and co-authored by Design Commission for
Wales and Geraint Talfan Davies

Cyfarthfa Castle and pond, by Penry Williams.
Image courtesy of Merthyr Tydfil Libraries

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'charrette'

a public meeting or workshop devoted to a concerted effort to solve a problem or plan the design of something. Late Middle English (denoting a cart or wagon): from French charrette, literally 'cart'; current sense dates from the mid-20th century, possibly with reference to the use of a cart in 19th-century Paris to collect architecture students' work on the day of an exhibition.

'crucible'

a vessel made to endure great heat; a melting pot.

On 21st October 2017 at Cyfarthfa Castle, Merthyr Tydfil, the Design Commission for Wales and the Welsh School of Architecture at Cardiff University convened a multi-disciplinary team to scope the possibilities within the town and surrounding landscape in a bold visioning exercise that sought ways of making of Merthyr's heritage assets something greater than the sum of its parts, underlining its true international significance.

This one-day charrette was supported by Merthyr Tydfil County Borough Council (MTCBC), Merthyr Leisure Trust and Merthyr Heritage Trust and made possible thanks to funding from MTCBC and support from Design Circle RSAW South. The event brought together over 60 creative minds – architects, landscape architects, planners, heritage specialists and artists – to examine and appraise the potential around Cyfarthfa, in the wider town and landscape so as to shape a vision for the future.

INTRODUCTION

Merthyr Tydfil's place in the social, political and industrial history of Wales is unrivalled. It is the crucible wherein the industrial revolution was forged, where the creation of the world's largest centre of iron production transformed a small hamlet into Wales' largest town. The ironworks of Cyfarthfa, Dowlais, Penydarren and Plymouth employed thousands and propelled Wales into a global industrial economy, characterised by investment in new ideas, technologies and techniques, making Merthyr's name in the late 18th and 19th centuries synonymous with innovation.





Image courtesy of Merthyr Tydfil Libraries.



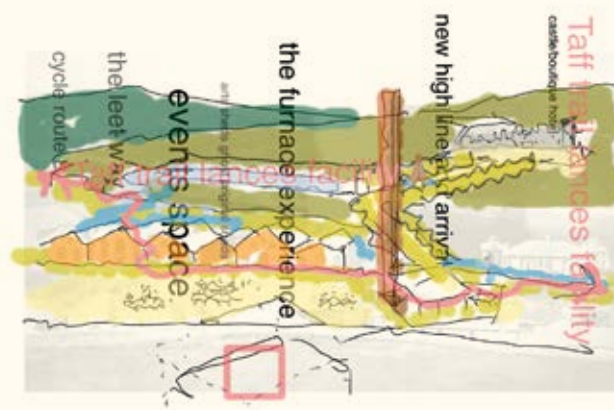
The town's rich store of heritage assets offers a unique opportunity to achieve the coherence and impact that Merthyr deserves. With bold vision those assets could yet stamp themselves on public consciousness in a way that befits the town as a place of regional, national and international significance.

The development of the City Region in south-east Wales presents Merthyr with a golden opportunity to use its heritage assets to carve out a place for itself as a destination comparable with similar places in Europe – an anchor site on the European Route of Industrial Heritage – as well as a major contribution to a city region better balanced between its coast and hinterland. With the right vision and ambition together with sufficient, targeted resources and good project management, there is potential to create a visitor attraction that would be transformative in its effect on the image and economy of the town and a powerful addition to Wales' tourist industry.

The charrette – an intense day of ideas generation – considered how Cyfarthfa Castle, its extended landscape and built heritage might become an international quality visitor destination and experience, better promoting its already palpable sense of place. It considered new ways in which these central assets could be connected to other assets throughout the town and beyond to catalyse regeneration and tourism, maximise impact and return real public benefit. The findings highlighted four strategically integrated strands:

- 1 A cathedral for our industrial heritage
- 2 Weaving a connected landscape
- 3 Beyond Cyfarthfa – Beyond Merthyr
- 4 A year-round framework for events

This report recommends the pursuit of these strands and outlines the necessary resources, timescales and mechanisms required for them to realise their full potential.



RECOMMENDATIONS

- > That the development of Cyfarthfa Castle and the estate east and west of the River Taff be recognised as a National Centre of Industrial Heritage on a scale that its historical importance merits, and as an anchor project in the development of the tourist potential of the south Wales valleys.
- > That Cyfarthfa should become a national industrial heritage landmark by creating a new international quality building adjacent to the castle that would house a major visitor attraction based on Merthyr's industrial and social history and its international reach, as well as temporary exhibition spaces and an education centre:
 - > achieving a combination of high quality historical narrative and visual spectacle, using latest technologies, so as to quadruple current visitor numbers.
 - > creating a discrete international quality landscape development plan that would exploit the differing characters of the Cyfarthfa estate east and west of the River Taff, effect a better connection between the two, and include the conservation of the Crawshay furnaces and the creation of spaces for public events.
- > That a Special Purpose Vehicle be created to steer this project, to bring all governmental and community stakeholders together with the best specialist expertise and to ensure continuity of vision over the long term and beyond political cycles.
- > That the highest international standards should be adopted in all things: the design of buildings, the development of the landscape, curation, storytelling, display and the commissioning of public art.
- > That consideration be given to holding an architectural competition for the design of the central Cyfarthfa building.
- > That the National Museum Wales and the National Library of Wales and other archives should collaborate in identifying all relevant art and artefacts that could contribute to the displays that communicate stories of global significance at Cyfarthfa.
- > That development at Cyfarthfa should be conceived with the potential of becoming both an anchor site on the European Route of Industrial Heritage and an extension of the Blaenavon World Heritage Site.
- > That the development of Cyfarthfa be used as a central inspiration for the development of the rest of town in terms of all aspects of well-being and sustainability, including economic development (particularly via the creative industries), cultural activity, the extension of a greening strategy into the urban fabric and active and sustainable travel.
- > That Merthyr Council, the Welsh Government and the Merthyr Tydfil Leisure Trust should consider these proposals urgently with a view to a fundamentally revised approach to the Heritage Lottery Fund and an urgent bid for European funding via the ERDF and/or Creative Europe.
- > That no premature actions be taken that would create obstacles to the realisation of a bigger vision for Cyfarthfa.



Cyfarthfa Castle from the Taff, Penry Williams



Images courtesy of Merthyr Tydfil Libraries

A. SETTING THE SCENE – WHY MERTHYR TYDFIL?

Only two places in Wales can vie for primacy in Wales' contribution to the industrial revolution – Swansea and Merthyr Tydfil. Swansea was first in, with its copper smelting in the 1720s, but nothing can rival the scale of the industrial development at Merthyr later in the same century, nor Merthyr's contribution to the iconography of Welsh industrial, social and political history.

Merthyr is the crucible wherein the industrial revolution was forged, where the creation of the world's largest centre of iron production transformed a small hamlet into Wales' largest town. The ironworks of Cyfarthfa, Dowlais, Penydarren and Plymouth employed thousands and propelled Wales into a global industrial economy, characterised by investment in new ideas, technologies and techniques, making Merthyr's name in the late 18th and 19th centuries synonymous with innovation.

19th century Merthyr Tydfil was:

- > The world's largest centre of iron production
- > Wales' first truly industrial town and, from 1801-61, its largest town
- > Home to a cluster of legendary ironmasters - Crawshay, Guest, Bacon, Hill, and Homfray.
- > Birthplace of the first steam locomotive by Trevithick
- > "Birthplace of the Welsh working class"
- > Location of the 'rising' of 1831 and emergence of Wales' best-known working-class martyr, Dic Penderyn.
- > The political heartland where Henry Richard and Keir Hardie marked key turning points in wider political development.
- > Catalyst for the development of what is now Wales' capital city

It is true that much of Merthyr's physical heritage has been lost or hidden, but over the last 30 years there has been a greater consciousness of the importance of conserving what remains and of finding ways to use that heritage to tell Merthyr's story. Belfast has been able to create its 'Titanic Centre' despite the fact that the central artefact is at the bottom of the Atlantic Ocean.

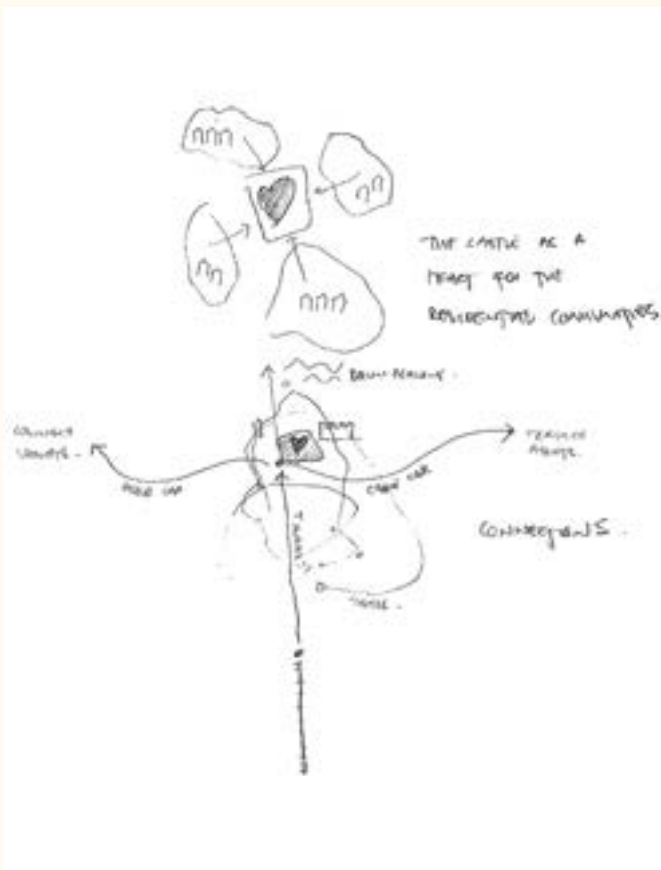
THE AIM OF THE CHARRETTE

The aim of the charrette was to identify and define a number of key themes and potential projects which the local authority, Merthyr Leisure Trust and other partners – including the city region and the Welsh Government – could take forward and make a reality. Some of these projects focus on the Cyfarthfa estate, while others consider wider connections within and beyond the town. These projects encompass physical development, storytelling, visitor experience and connectivity.

OPPORTUNITY BECKONS

The current situation presents an array of opportunities that would make an ambitious development timely:

- > A rich industrial heritage including a history of industrial innovation and imagination that could also be an inspiration for the 21st century
- > Physical landscape assets and natural resources, including the River Taff, that are as crucial to Merthyr Tydfil as Bute Park is to Cardiff.
- > The need to find a new role for Cyfarthfa Castle, following the vacating of the attached 20th century school buildings, and to rethink the telling of Merthyr's globally significant story and the display of its historic assets.
- > The urgent need to conserve the historic and dramatic Crawshay furnaces.
- > The potential for Cyfarthfa Castle and its estate, together with related areas east and west of the Taff, to become a key destination as part of a designated tourist route and valleys landscape park.
- > Merthyr Tydfil's strategic location at the crossroads of the A465 and A470, a central point on the Heads of the Valleys, between Wales' capital city and the adjacent Brecon Beacons National Park.
- > Existing and future connections such as the Taff Trail, South Wales Metro, A465 Heads of the Valleys and the A470 roads.
- > Investment potential from the concurrent development of the Cardiff Capital Region, the City Deal, the Valleys Task Force and new Welsh and UK tourism strategies.
- > The Well-being of Future Generations (Wales) Act as a driver for exemplary development and cultural identity. There is an opportunity through this project to add a spatial and cultural dimension to Merthyr's Well-being Plan.
- > Local and political appetite and enthusiasm for change and big ideas.
- > Other leisure developments already in progress in the town.
- > 2018 being the European Year of Cultural Heritage, with six months dedicated to industrial heritage, this is the right year in which to embark on a project of this scale.



VISION

Walkable + cycling - focus
 Integrated + convenient
 World class.
 Innovation + material
 Artisan - food + craft
 - tourism + heritage

B. FIVE CHALLENGES

If these opportunities are to be fully exploited for the benefit of the town and as a national resource several challenges will need to be met.



CHALLENGE 1: THE RIGHT AMBITION

The first challenge is to set the right level of ambition. Many participants in the charrette expressed concern that current plans envisaged relatively small-scale incremental changes that, though valuable in themselves, would not produce the transformative effect that would impact on the economic fortunes of the town or add significantly to the Welsh tourism offer. Despite a succession of detailed reports over more than three decades there is currently a disconnect between bold expressions of Merthyr's wider historical importance and the limited scale of planned developments. There needs to be a greater willingness to think big, to remove barriers and to conceive this as a national rather than purely local project.

'Make no little plans; they have no magic to stir men's blood and probably themselves will not be realized. Make big plans; aim high in hope and work, remembering that a noble, logical diagram once recorded will never die, but long after we are gone be a living thing, asserting itself with ever-growing insistency. Remember that our sons and our grandsons are going to do things that would stagger us. Let your watchword be order and your beacon beauty.'

Daniel Burnham, Architect, 1911



CHALLENGE 2: THE RIGHT TARGETS

It is by scaling up its ambition beyond the current level that Merthyr will stand the best chance of achieving transformative change and of attracting visitors who will stay, spend and return. Around 60,000 people visit Cyfarthfa Castle each year. A more ambitiously conceived centre might be able to attract three to five times that number. For instance, in 2015 257,000 visited the National Waterfront Museum at Swansea, 309,000 visited Margam Country Park, 140,000 visited the National Slate Museum and 147,000 visited Big Pit National Coal Museum. With the right combination of flair and diverse artistry these figures, and more, are well within Merthyr's reach.

CHALLENGE 3: THE RIGHT PREPARATION

If Merthyr is to grasp the opportunity to be a new, national industrial heritage landmark, complementing what already exists at the National Waterfront Museum in Swansea, there has to be a fuller examination of all the historic assets that can be brought to bear on its story. This would include not only the assets of the existing museum at Cyfarthfa but also relevant assets that may currently reside with National Museum Wales, the National Library of Wales and other archives.

Given the recent Thurley Review* for the Welsh Government that envisages an updating of the National Waterfront Museum at Swansea, this Merthyr initiative would be timely in enabling coherent planning. This work of identifying all the relevant historical assets that can underpin the many facets of the Merthyr story that would contribute to a major visitor attraction must be an essential part of the planning process. It should be a precursor to the procurement of buildings. Care must be taken not to take premature actions that would create obstacles to the realisation of a bigger vision.

* Review of Amgueddfa Cymru, by Dr Simon Thurley CBE for Welsh Government, June 2017.



CHALLENGE 4: THE RIGHT QUALITY

The charrette identified three essential attributes that should underpin the general approach: quality, quality, quality. As one participant said: "Whatever you attempt, try to make it the best in the world." This should apply not only in the planning and execution of all projects, but in the imaginative integration of many different elements – first, the design, delivery and ongoing management of any projects which emerge from this process; second, in ensuring the extension of the benefits of this approach to the rest of the town.

This emphasis on high quality should be made evident in all aspects of the project:

- > Innovative curation and storytelling
- > The right mix of narrative and spectacle
- > Design excellence
- > Quality landscape development
- > Use of landscape as a resource – energy, water, materials
- > Imaginative integration of heritage and contemporary art
- > Better integration of town and landscape
- > Contribution to a 'Well-being town' – living, working, leisure, health
- > Use of development as a springboard for innovation, education and skills
- > Long term vision with flexibility to adapt

CHALLENGE 5: THE RIGHT CONNECTIONS

The charrette identified several aspects of connectivity that would need to be addressed to maximise the impact

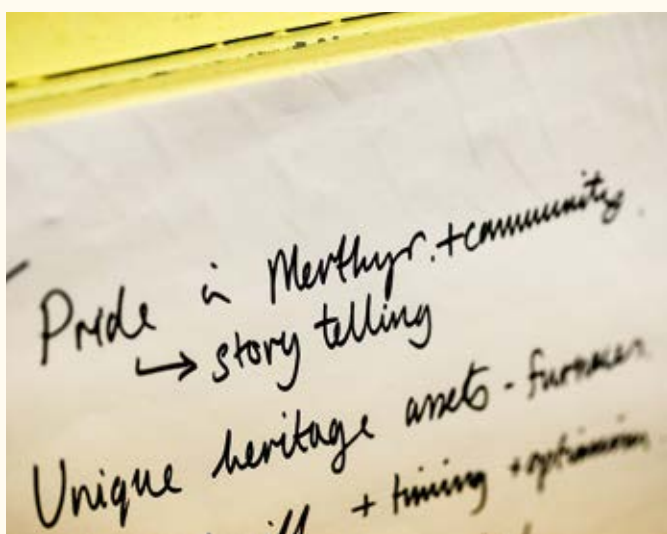
- > Improve transport and active travel connections between town centre and key heritage sites within Merthyr
- > Create high quality, distinctive sign-posting for a Merthyr heritage trail
- > Address barriers caused by existing poor-quality development and roads
- > Conceive the project as a core proposition for the Valleys Task Force
- > Connect with other industrial heritage assets in Wales and the UK
- > Establish Merthyr as an anchor site on the European Route of Industrial Heritage
- > Consider the possibility of extending the Blaenavon World Heritage Site to encompass Merthyr
- > Develop an imaginative online site for Welsh industrial heritage that connects disparate locations into coherent themes and journeys across Wales. This should be accessible both independently and via the Visit Wales website.



C. FOUR BOLD STRANDS

From a plethora of ideas generated during the charrette four powerful strands have been distilled, each introducing and providing foundations for the other:

- 1 A cathedral for our industrial heritage
- 2 Weaving a connected landscape
- 3 Beyond Cyfarthfa - Beyond Merthyr
- 4 A year-round framework for events



The four strands, which are described in more detail on the following pages, should not be seen as separate projects but should be fully integrated through an overarching strategic plan to ensure they are mutually beneficial. It will be possible to break each of the four strands into a number of smaller, integrated projects with phased delivery over the coming decades, allowing some quick wins whilst benefitting from a long-term strategy. Potential smaller projects identified during the charrette are set out in a matrix on page 28 with notes on timing, funding and benefits.

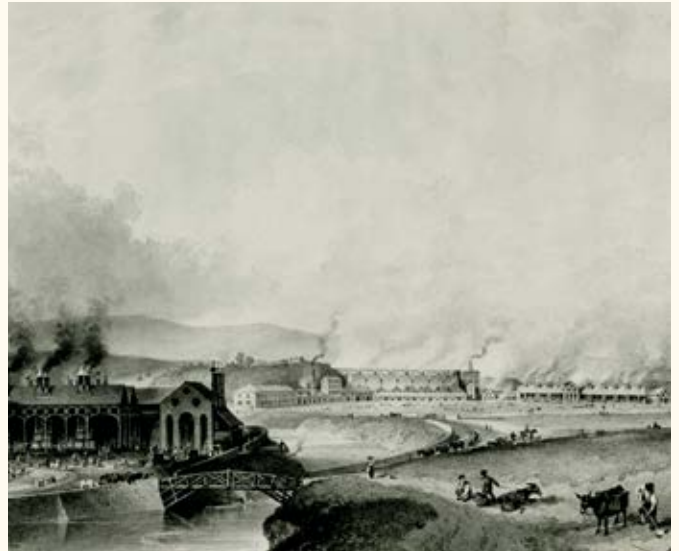


1. A CATHEDRAL FOR OUR INDUSTRIAL HERITAGE

The central proposition to emerge from the charrette was the need to create at Cyfarthfa a visitor experience of a scale and quality that would mark it out as a major national landmark, with international appeal, truly befitting the town's central contribution to the industrial revolution and our social and political history and invoking the awe and wonder of the ironworks.



Cyfarthfa Ironworks
Image courtesy of Merthyr Tydfil Libraries



Cyfarthfa Ironworks, by Penry Williams
Image courtesy of Merthyr Tydfil Libraries

Cyfarthfa furnaces today



This would require a new building, landscape design and installations that would constitute a major development of Cyfarthfa Castle and Park, and the integration of both with the dramatic Crawshay furnaces west of the river Taff and the green area up to the Cefn Coed viaduct. One participant at the charrette captured the ambition in his wish “to create the Sistine Chapel of the industrial revolution”. Such a special place, exemplifying the highest standards in the design of buildings and landscape, as well as curation and exhibition, will also act as a catalyst for further regeneration, and set new design standards for improvement of the built environment throughout the town. Conceived at this scale, it would also generate a much higher level of new employment than any previous proposals.

Such a development would complete a chain of industrial heritage locations across south Wales from Blaenau Gwent to Swansea, as well as taking advantage of Merthyr's strategic location – at the junction of the A470 and A465 roads - as the hinge between

the natural landscape of the Brecon Beacons and the cultural landscape of the valleys.

This ambitious centre would be a place to display a range of art and artefacts drawn not only from the existing Cyfarthfa museum but also from our National Museum and National Library as well as other archives. It would also employ the latest immersive exhibition techniques, including dramatic CGI reconstructions and displays, in order to tell a range of stories:

- > the growth of iron-making and the history of innovation
- > the industry's international reach – to France, Russia and America
- > the ironmasters and their relations with their workforces
- > social conditions
- > social and political development – including the Merthyr Rising of 1831

If such a centre were to be concerned only with Merthyr's past, it would be doing only half a job. The past must be a springboard for renewal. For instance,

taking the cue from Merthyr's history of industrial innovation, provision could also be made for a gallery dedicated to changing exhibitions of 21st century innovation in art and industry that would help change public perceptions of Merthyr and the Heads of the Valleys area and encourage economic development particularly in modern creative industries.

It might also be an appropriate venue for the engagement of some of the world's most innovative artists, the exploitation of National Museum Wales' photographic collection, or a landmark exhibition of European industrial photography, or to display I. C. Rapaport's memorable photographic record of Aberfan.

Combinations of the above would also provide the foundation for an education centre of national importance, drawing comparisons with the Urdd's 120-bed residential centre at Cardiff's Wales Millennium Centre and the Environmental Discovery Centre at Margam Park.

Halden Zollverein, Essen, Germany



Landschaftspark, Duisburg, Germany



CYFARTHFA CASTLE

The key decision will revolve around the precise nature of any development of Cyfarthfa Castle itself. Although there might be space to develop an exhibition centre west of the river close to the 19th century Crawshay furnaces, the consensus at the charrette was that the development should concentrate on the existing Cyfarthfa Castle, a building that encompasses a large area of vacated school buildings that date from the early 20th century.

Although the whole site is listed, it is apparent that the school buildings behind the castle façade are of much lower historical and architectural importance than the original Cyfarthfa Castle. Retention of the old school buildings, with their fixed spaces and corridors, would make it difficult to develop a visitor centre of the scale, distinction and flexibility envisaged.

A distinctive building is needed that, while respecting the character of the main castle and the surrounding landscape, will not only make provision for the display of artefacts but also provide more dramatic exhibition spaces that would allow for technologically leading-edge immersive displays that can provide elements of spectacle and an ability to transport visitors into the Merthyr of the past. This would complement the historical domesticity of the castle's rooms, as well as allowing for the attraction of much higher visitor numbers.

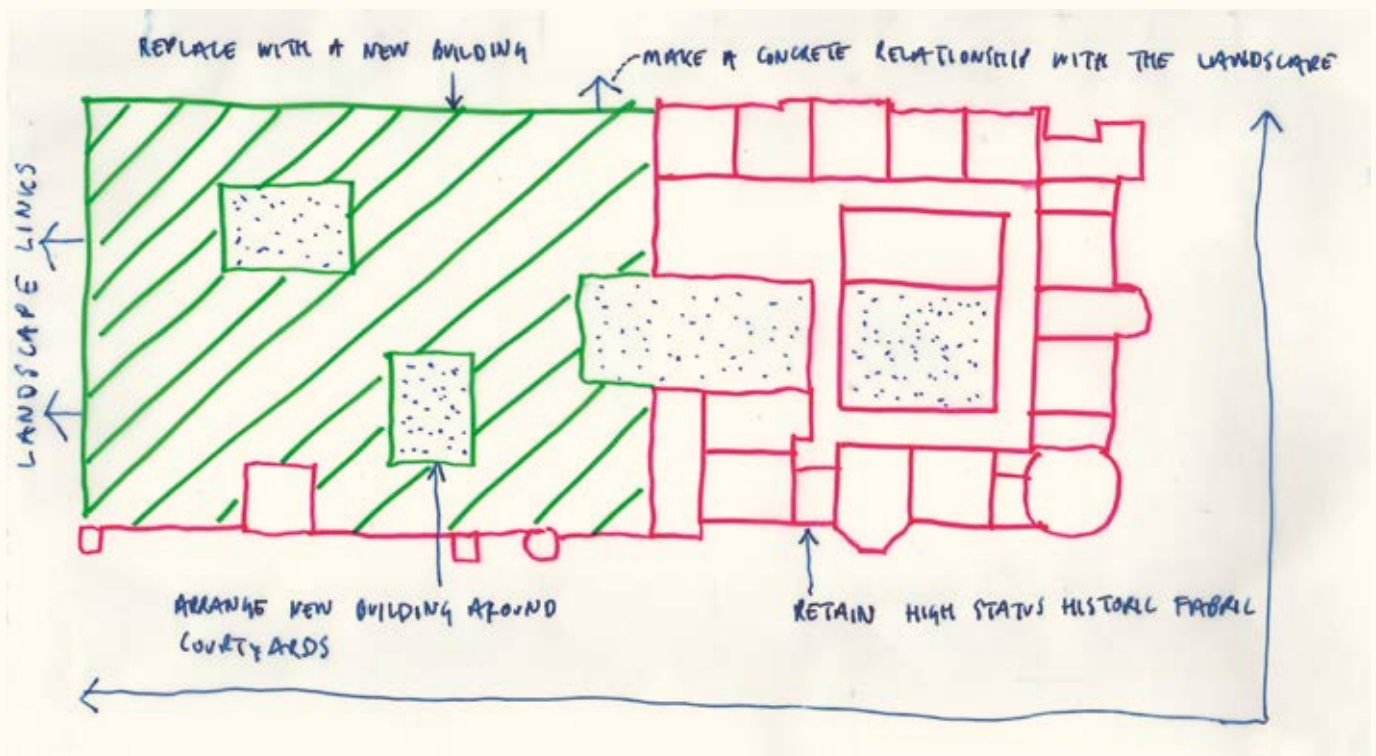
A vital part of the process in any project of this scale is the creation of a properly developed concept and brief. But once that is done any development would also provide an opportunity for a major architectural intervention – perhaps through an architectural competition – that could transform Merthyr's image as a tourist centre. If properly connected to other key sites, through imaginative physical and online signposting, the effects of such a development would be felt over time across the rest of the town and the region. These wider effects are unlikely to be achieved by more modest incremental changes.

CYFARTHFA PARK

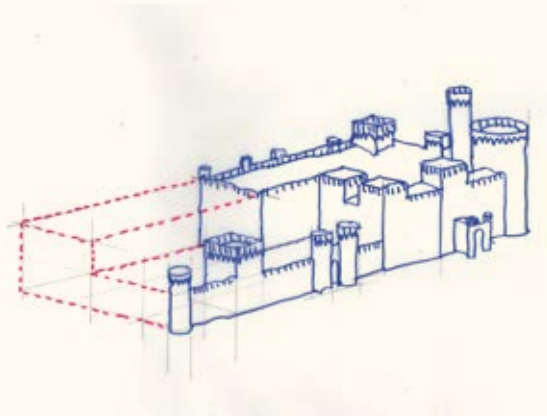
Merthyr is fortunate that the full extent of the 160-acre castle parkland has been preserved. This presents opportunities that are distinct from the opportunities presented by the castle itself, although the development of both could be made mutually reinforcing.

The park is a major asset. It has a scale of its own and has significant water features that are connected to the history of iron-making. However, in landscape terms, the park has not yet realised its full potential for further enhancement in ways that could make it a major visitor attraction in its own right.

Again, there is a choice to be made. Either the park can be managed as a standard municipal park, or one can attempt to create a modern landscape vision for the park that would aim to put it in the front rank. This might include a significant sculpture element as well as the imaginative exploitation of the park's water features. In both these things, care would need to be taken to engage the best commissioning expertise. In these ways it should be possible to fuse the old and the new to create a magnet for a different visitor segment. This could become a discrete project, needing different expertise to scope the vision, refine the brief and guide its implementation.



Re-imagining Cyfarthfa Castle
Retain & repair principal elevation: character
Link to landscape



Cyfarthfa Castle, aerial view.
Image courtesy of Merthyr Tydfil Libraries.



EXEMPLARS:

The exhibition in the Titanic Centre, Belfast; Eden Project, Cornwall; Sheerness Dockyard; National Botanic Garden of Wales, Llanarthne; Yorkshire Sculpture Park; Alnwick Castle Gardens, Northumberland; Louisiana, near Copenhagen; Jupiter Artland; Chianti Sculpture Park; Kroller Muller Museum Sculpture Garden, Otterlo, Netherlands; Fort Bij Vechten, Houten, Netherlands

KEY PROJECTS AND TASKS

> A Cathedral for Industrial Heritage:

Design and deliver major visitor attraction/destination and industrial heritage interpretation at Cyfarthfa; integrate with landscape and events

> Cyfarthfa Park scheme:

Design and implement proposals for high quality landscape development of existing Cyfarthfa Park and extend to incorporate a 'west park' west of the River Taff.

2. WEAVING A CONNECTED LANDSCAPE

The dramatic setting of Crawshay's Cyfarthfa is unmistakable; the Castle perched on the eastern flank of the valley and looking west across the valley bowl, beyond Pandy Farm and the Pont-y-Cafnau Iron Bridge, to the derelict but still proud furnaces opposite. The scene not only establishes a visual connection, it also denotes that umbilical connection between the legendary owner and the business, as well as the historic functional connection between the park's watercourses and the iron-making process.



At present that connection is broken by a busy main road, the intrusion of a small-scale industrial estate, unplanned tree growth and poor signposting. To tackle this a landscape narrative and strategy is needed to connect the fragmented and dispersed built industrial heritage in and around Cyfarthfa. Most importantly, this would include re-establishing a better landscaped connection between the east and west banks of the river, and the extension of the park concept to the area between the Crawshay furnaces and Cefn Coed viaduct. For the purpose of this report, we will refer to these as the east and west parks.

In short, the seven-fold landscape challenge in the immediate Cyfarthfa area is substantial but exciting:

- 1 To develop Cyfarthfa Park, east and west, along the lines mentioned above
- 2 To re-establish the visual connection between east and west sides of the river, along with attractive new pedestrian routes.
- 3 To create more accessible views along the course of the Taff
- 4 To effect restoration of the Pant-y-Cafnau Iron Bridge and to establish recognised viewing areas.
- 5 To conserve the Crawshay furnaces, arguably the most dramatic surviving element of the iron industry, in ways that will also allow public access
- 6 To landscape the open areas in front of the furnaces to allow it to become an attractive space for public events.
- 7 To create in the west park a beautiful and coherent landscape from the furnace site north to the Cefn Coed viaduct.

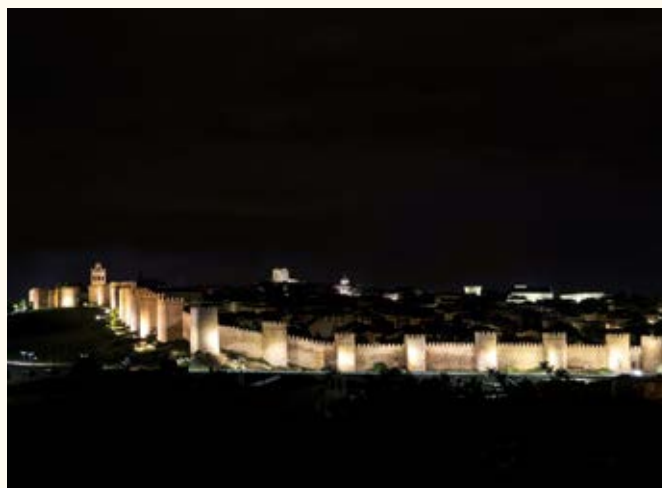
All this needs to be done in a way that will allow the public to 'read' the landscape – including the industrial water infrastructure and lost canal and rail routes. In some places this will almost certainly need to be preceded by some archaeological investigations. Industrial fragments can be re-imagined and new landscape interventions added to create a coherent network of destinations. Comprehensive and well-judged strategies for lighting, sound, planting, hard landscape, route legibility and water infrastructure will play an important role and, once in place, can be developed and extended over time.

There is also potential within the west park for re-interpreting the Crawshay iron company's giant 48 feet diameter water wheel – now only to be seen in some 19th century paintings. This could provide a truly sensational new landmark in the west park. It might also be conceived as an energy source to underpin the sustainability of Cyfarthfa, along with other smaller scale energy projects taking advantage of the Taff, the Taff Fechan Leat and the Cyfarthfa ponds. (Any study of the landscape potential should explore the energy potential of the many watercourses.)

Again, quality must be the watchword in all things.

There is an additional opportunity in Merthyr, and that is to find a way of better connecting the other industrial heritage sites throughout the borough. This should be done in ways that reinforce opportunities for 'active travel', reducing the dominance of cars and alleviating the perceived barriers caused by busy roads. The development of Cyfarthfa should also require a reassessment of public transport connections to Merthyr's town centre, Cardiff and other destinations across the south Wales valleys, taking account of options for extending the proposed Metro network, anticipating future patterns.

At both the local and wider scale, there is potential for strong landscape strategies to be broken down into smaller projects, allowing for some quick wins.



New nightscape of Avia, Spain



Halden Zollverein, Essen, Germany

KEY PROJECTS AND TASKS

> **Cyfarthfa Park scheme:**

Design and implement proposals for high quality landscape development of existing Cyfarthfa Park and extend to incorporate a 'west park' west of the River Taff.

> **Cyfarthfa - Merthyr Landscape Plan:**

To connect heritage fragments; should consider routes, lighting, planting, hard landscape, way-finding, water, energy etc.

> **Regional Landscape Plan:**

To provide a coherent industrial heritage tourism offer in south Wales; map sites and routes; apply branding; propose and deliver landscape interventions, signage and way-finding

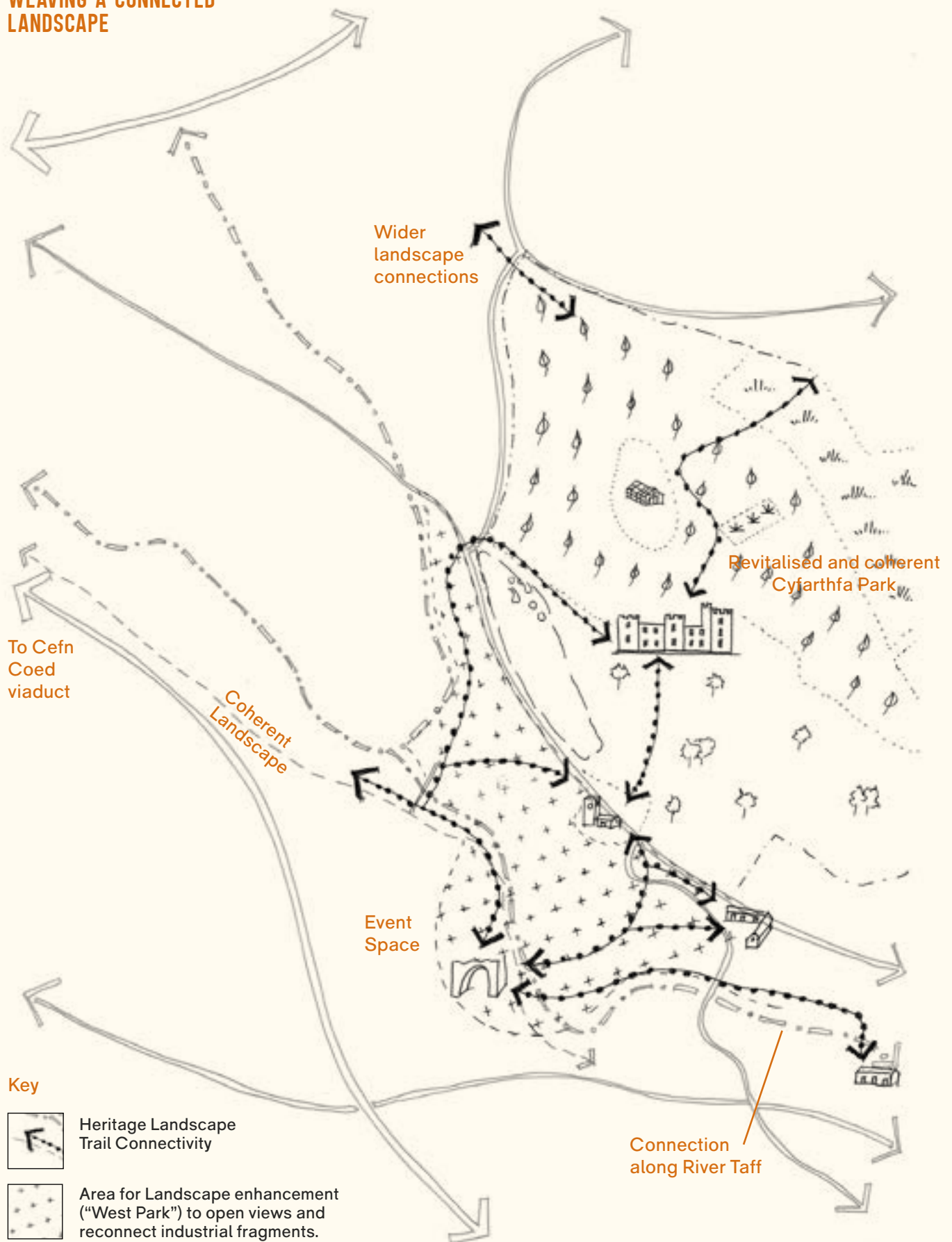
> **Energy Strategy:**

Design and implement local, sustainable energy scheme(s); engage community in process

EXEMPLARS:

Duisburg Nord Industrial Landscape Park, Germany; Norway Tourist Routes; Krumbach Bus Stops, Vorarlberg, Austria; Bordeaux Parc aux Angeliques; Brikettfabrik Witznitz, Leipzig; Halden Zollverein, Essen; IBA Emscher Park, Rhur District; New Nightscape of Avia, Spain; Strjp S, Eindhoven; The steel Yard, Providence USA; Westpark, Bochum, Germany

WEAVING A CONNECTED LANDSCAPE



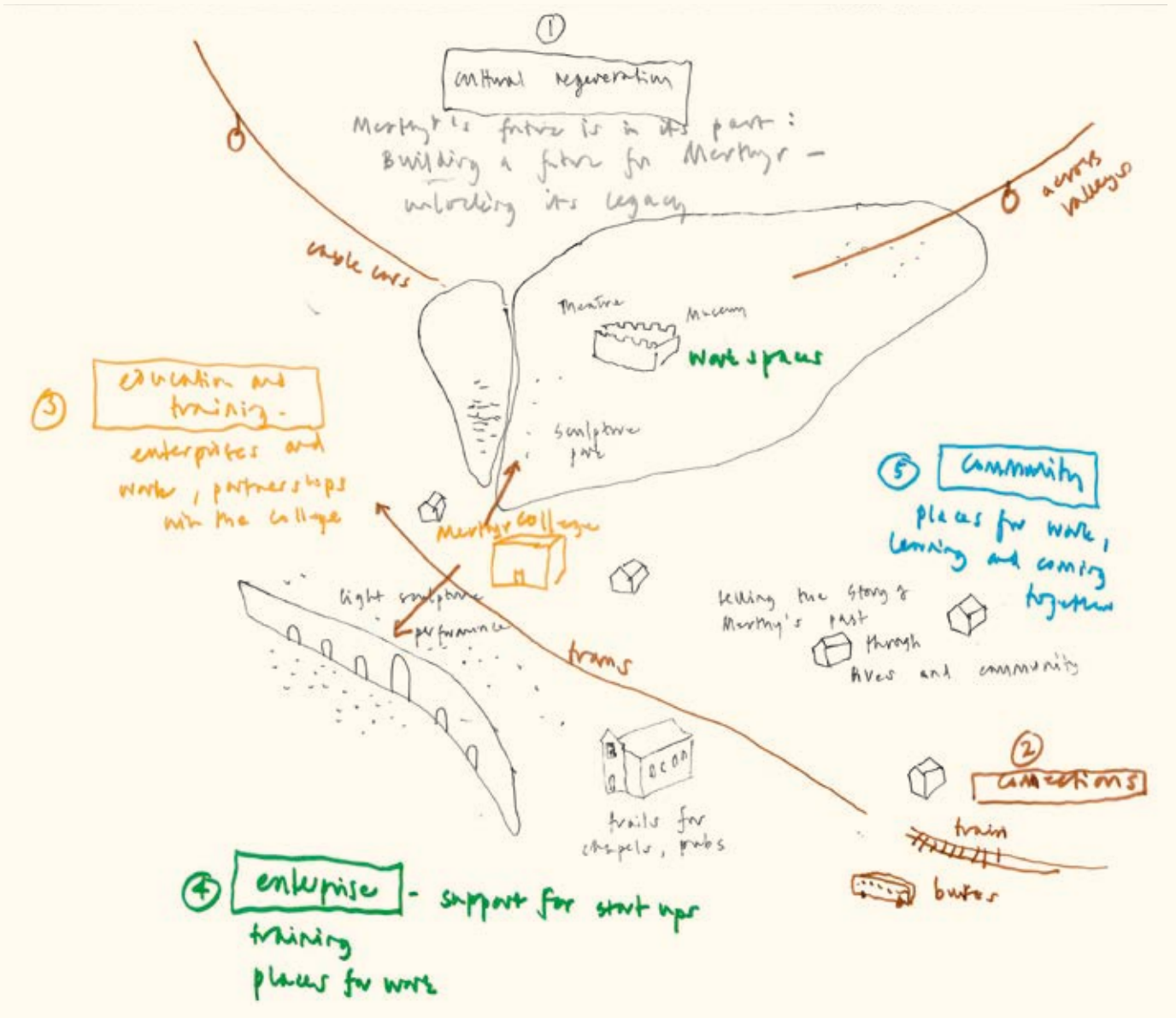
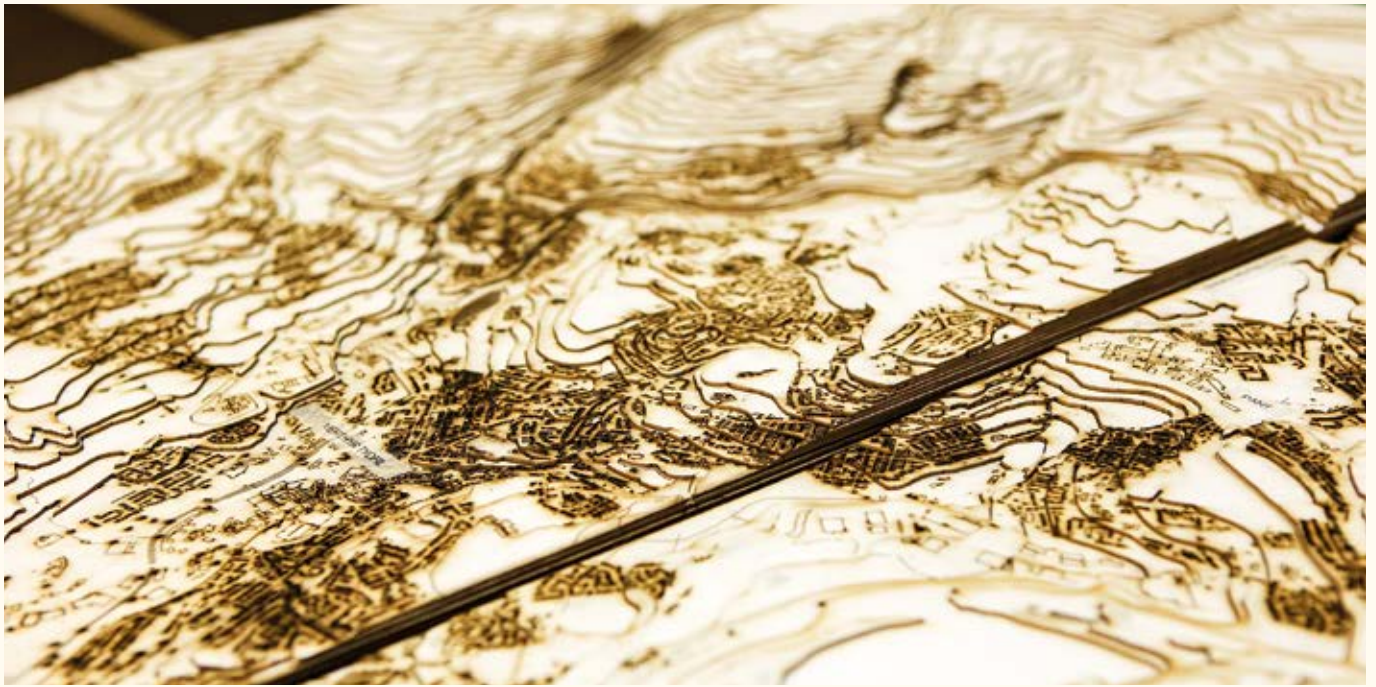
3. BEYOND CYFARTHFA – BEYOND MERTHYR

Beyond Cyfarthfa

Just as the development of iron-making led to the development of Merthyr as a town, the exploitation of that history in a modern form must also be a source of regeneration for the whole town. The development of Cyfarthfa on the scale that the charrette envisaged can become not only a discrete project but also the foundation on which to build a strategy for Merthyr itself. It should be a means of changing the way in which the world thinks of Merthyr and the way that Merthyr thinks of itself. Cyfarthfa should be a standard-setter for everything the town attempts, underpinned by exemplary design quality.

This might happen in at least six ways:

- 1 By avoiding the trap of locating every new development on Cyfarthfa itself.
- 2 By taking advantage of the multiplication of visitor numbers arising from the Cyfarthfa development to increase the footfall elsewhere in the town. This can be done by i) developing better connections between the town centre and Cyfarthfa, ii) creating guided walks and art, landscape and heritage trails that embrace historic assets elsewhere in the town, and iii) by locating new hotel development more centrally. This could also assist in re-thinking the traditional model of the town centre in the light of the retreat of retail.
- 3 Together with the Red House and Theatr Soar in the centre of the town, a bold development at Cyfarthfa will create a larger critical mass of cultural activity at Merthyr that could and should develop a momentum of its own. This might take the form of incubators or hubs connected to the creative industries (the fastest growing sector in Wales) and linked with Merthyr College, artist and writer residencies, pop-up events etc. It will also encourage the creation of an events programme that would further increase visitor numbers, adding to the potential for employment in tourism and leisure as well as creative industries.
- 4 By using the inspiration of the quality landscaping of the Cyfarthfa area, east and west of the Taff, to extend any landscape strategy into a greening of the wider town. The south Wales valleys are a much greener place today than they were half a century ago. This process of greening needs to be extended through the urban fabric by tree planting, small-scale interventions, creation of allotments etc. Merthyr should aim to be an exemplar for sustainability and well-being.
- 5 By applying the same quality considerations to all other developments, such as the development of the bus station, all housing development, the riverside project at Aberfan, the redevelopment of the Hoover site and the council's proposed 'community zones'.
- 6 By using all of the developments mooted as the basis for a sophisticated brand development and marketing strategy for Merthyr.



3. BEYOND CYFARTHFA – BEYOND MERTHYR

Beyond Merthyr

The proposed development would also be of great regional significance, capable of being a key node in the development of a Valleys Landscape Park envisaged in the report of the Welsh Government's Valleys Task Force. The task force report said that the Welsh Government would 'develop a new, positive narrative for tourism in the Valleys and identify projects to meet current and future tourism demand, focusing on the landscape, heritage and people.' Its delivery plan identified Merthyr as one of the strategic hubs in the valleys. It also saw a role for tourism in developing the foundational economy.



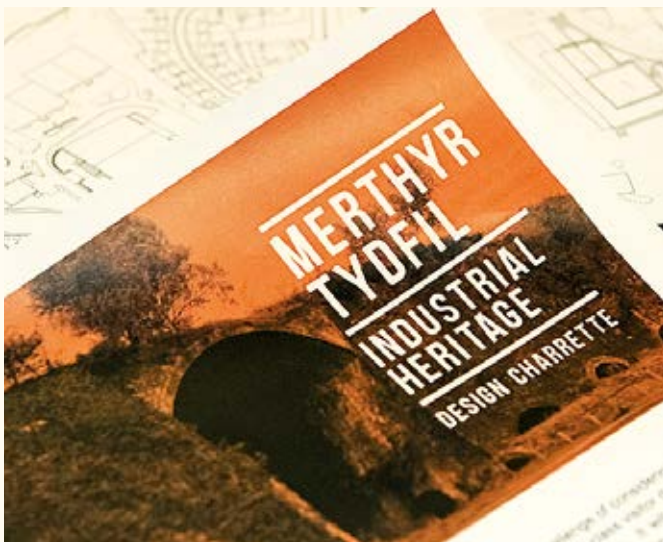
Tourist attractions and industrial heritage sites

It proposed:

- > Investment in product development and place building by using opportunities through tourism funding streams
- > Development of businesses in the tourism and hospitality sector, highlighting the importance of training and skills to the industry
- > Raising awareness of career opportunities in the tourism and hospitality industry.

The proposals envisaged in the charrette would also play into other elements of the task force's strategy including improvements to the physical environment, small-scale energy schemes, and well-being issues.

It should also provide a spur to the development of more coherent and effective online marketing of the whole of Wales' industrial heritage. This is currently under-developed, with existing websites often too local in their remit, lacking in modern functionality and unconnected to major sites such as Visit Wales. Industrial heritage could be given greater prominence as a theme within the Visit Wales site.



Brand development



Landscape and green infrastructure

KEY PROJECTS AND TASKS

> **Big Idea Strategic Plan:**

This should be one of the first things to take place. Develop charrette ideas outlined in this report, informed by further site and context study and community engagement; develop in parallel to business plan; all other projects must fall under the Big Idea

> **Brand Development:**

Develop a brand to unify project elements; create promotional material; establish website and social media accounts

> **Community Engagement Plan:**

Using the principles and action outlined in the Valleys Task Force implementation plan maximise community engagement in planning and delivery of the strategy.

EXEMPLARS:

Willamette Falls Riverwalk, Oregon; Taiyuan Industrial Heritage Transformation by OMA, China; Strijp S, Eindhoven; Fort Mason Centre, San Francisco

4. A YEAR-ROUND FRAMEWORK FOR EVENTS

A development at Cyfarthfa on the scale imagined during the charrette would be the biggest single contribution to the realisation of the council's 'Destination Merthyr' objectives. It would put Merthyr on the map more emphatically and securely than anything yet envisaged. It would reinforce all those other leisure initiatives already begun. As a year-round standing celebration of the history, heritage and culture of Merthyr – and of the Welsh contribution to the industrial revolution – it would make possible an entirely new level of attention and cultural activity.



New facilities at Cyfarthfa Castle, a revived parkland and, suitably landscaped, the open area in front of the Crawshay furnace bank, will all provide bold settings for performance, music and visual arts, capable of drawing audiences from across the region and even from further afield.

The range and variety of possible events is limitless, and one can envisage a calendar of activities that would encourage visitors to return again and again. These are but some of the ideas canvassed during discussion at the charrette:

- > An enhanced Merthyr Rising festival
- > Music festivals of all kinds
- > Open-air pop concerts
- > Classical concerts, such as the BBC's Proms in the Park
- > National Theatre Wales performances
- > A festival of lights/Son et Lumiere
- > A design biennale
- > Sculpture exhibitions
- > Food and craft festivals
- > Sports, activities, walks and tours

It would be desirable to start building a programme of events ahead of any development, in order to build enthusiasm, commitment and momentum in the town and the wider region.



KEY PROJECTS AND TASKS

> **Events Programme:**

Coordinate and grow existing events and develop new events to provide year-round programme; include arts, food, sports, leisure; market under the project branding

> **Framework for Events – Masterplan:**

Identify potential sites and routes for a variety of events throughout the heritage landscape; propose additions and interventions; link to local landscape plan

EXEMPLARS:

Night of Heritage Light, Blaenavon and other UK World Heritage Sites; Floriade Groningen by West8, Netherlands; Frederiksvaerk: Landscape, Town and Works Competition, Denmark; GR@2013, Marseille-Provence; Hinterland-Kilmahew, Scotland; Walk the Plank; The Festival of Light; Conwy Food Festival; Made by Hand Wales; Hay Festival; Festival Number 6; Green Man Festival; Brecon Jazz Festival; Museums at Night; TSB Festival of Lights, New Plymouth, New Zealand

D. RESOURCES, DELIVERY AND MANAGEMENT

There is no doubt that delivery of the vision outlined above will require human and financial resources beyond those of the local authority itself. The full implementation of all elements envisaged will need to be fully costed but may be in the order of £50M, possibly spread over a decade. The realisation of the full vision will require an innovative approach to procurement and delivery and the enthusiastic commitment of Merthyr Council, the Merthyr Leisure Trust and the Welsh Government, as well as other community organisations, stakeholders and funders.

Can it be done? Our unequivocal view is, yes – as long as everyone is committed to aim high. We say that not because we are over ambitious, but because it is by aiming high that the project will be best able to attract the necessary level of public and private funding, and best able to generate a powerful economic return for the whole community. Major UK trusts and foundations are much more likely to be attracted to bold initiatives of this kind than to smaller incremental improvements.

But it will also require a measure of agreement between the Welsh Government, the local authority and community stakeholders in order to do things: i) to pursue a fundamentally revised approach to the Heritage Lottery Fund and ii) to make an urgent bid for European funding before the gate comes down on UK applications.

Experience with projects of this scale suggests that it will be essential to create a special purpose vehicle, with charitable status, to steer the core project. Such a structure will provide a framework within which to marshal the right mix of skills, to develop the proposals and to seek funding from major trusts and foundations. Most importantly, it will also allow for a vital continuity of vision and action across a long time period and beyond political cycles. The Council has already undergone

procurement exercises for architectural input, exhibition design and business planning input. The appointed firms could form a core of the planning team, but they would need to be harnessed to this bigger vision.

It may be possible to break the project into component parts that would require different skills to be brought to bear:

- i) Cyfarthfa Castle Exhibition and Visitor Centre (including related heritage sites in the town)
- ii) The landscape vision – east and west of the river Taff
- iii) A related education and enterprise programme
- iv) An events programme.

We recommend that the Council discuss with the Welsh Government and/or the Heritage Lottery Fund the funding of a preliminary phase of work to scope the project in more detail – to define objectives, costs, income streams, sequencing and viability. The Council should also take advantage of opportunities for an ongoing dialogue with DCFW as the vision and subsequent projects are developed and delivered.

CONCLUSION

The charrette day demonstrated beyond doubt that Merthyr has resources of powerful loyalty to the place and pride in its history. The presiding impulse from all participants was to raise the town's projection to the world today to a position truly commensurate with its international importance in our industrial, social and political history. We hope that these proposals will help Merthyr Council, the Welsh Government and the whole community to bridge that gap and to achieve the transformation for which Merthyr has waited for too long.

KEY PROJECTS AND TASKS

- > **Form delivery & management team/ Special Purpose Vehicle:**
Bring the right team/s or people together. Take control for developing and managing projects in partnership with MCBC; develop a business plan, vision and key objectives to inform capital and revenue funding strategy within the business plan.

FUNDING SOURCES TO EXPLORE

- > **Natural Resources Wales Funds**
<https://naturalresources.wales/about-us/funding/?lang=en>
- > **Welsh Government**
<http://gov.wales/funding/grants/?lang=en>
- > **Heritage Lottery Funds**
<https://www.hlf.org.uk/looking-funding/where-we-fund>
- > **Architectural Heritage Fund**
<http://ahfund.org.uk/>

- > **Monument Fund**
<https://www.wmf.org/what-we-do>
- > **Esmee Fairburn Foundation**
<https://www.esmeefairbairn.org.uk/>
- > **Waterloo Foundation**
<http://www.waterloofoundation.org.uk/>
- > **Sainsbury Family Trust**
<http://www.sfct.org.uk/>
- > **The Headley Trust and Headley Museums Archaeological Acquisition Fund**
- > **Ashley Family Foundation**
<http://ashleyfamilyfoundation.org.uk/>
- > **Wolfson Foundation**
<http://www.wolfson.org.uk/>
- > **Garfield Weston Foundation**
<https://garfieldweston.org/>
- > **Foyle Foundation**
<http://www.foylefoundation.org.uk/>
- > **Paul Hamlyn Foundation**
<https://www.phf.org.uk/>
- > **Gibson Trust**
<http://www.gcgct.org/>

Appendix A: Matrix of potential projects, resources and benefits

Project		Timescale		People & Skills	Cost & Procurement Strategy
Purpose	Key Tasks	Start	Duration		
Form delivery & management team/ mechanism	Take control for developing and managing projects in partnership with MCBC; develop a business plan, vision and key objectives	Short term (<6 months)	Long term	Ambitious/visionary lead; project management, funding/procurement knowledge; events management	£-££ Exemplary recruitment process to attract lead. Reorganise existing resources
Big Idea - Strategic Plan	Develop charrette ideas outlined in this report, informed by further site and context study and community engagement; develop in parallel to business plan; all other projects must fall under the Big Idea	Short term (<6 months)	Long term - to be reviewed regularly	Managed by delivery team; produced by architects, landscape architects, designers, project management...	£ Create good brief; appoint knowledgeable design team to produce initial plan (selected charrette attendees may be well placed); review regularly
Branding	Develop a brand to unify project elements; create promotional material; establish website and social media accounts	Short term (<6 months) 	Short term, quick win	Graphic Designer/Branding Specialist, website designer	£ Create good brief based on Big Idea; appoint consultant(s) to undertake branding exercise. Adds value to other projects
Cathedral for Industrial Heritage – Cyfarthfa Castle	Design and deliver major visitor attraction/destination and industrial heritage interpretation; integrate with landscape and events	Short - med term (<18 months)	Deliver in medium term; long term management and legacy	Architects; artists; landscape architects; engineers; cost consultants; curation and exhibition design specialists; project managed by delivery team	£££ Create detailed brief in line with Big Idea plan; procure architect-led design team (Note: may overlap with Cyfarthfa Castle and Park Project depending on siting); prioritise quality
Cyfarthfa Park East and West	Design and implement proposals for use of Cyfarthfa Park and connections	Short - med term (<18 months)	Deliver over medium to long term; long term management and legacy	Architects; artists; landscape architects; engineers; cost consultants; curation and exhibition design specialists; project managed by delivery team	£££ Create detailed brief in line with Big Idea plan; procure architect-led design team; prioritise quality
Furnace Event Space	Design and deliver flexible events space adjacent to furnaces; should reflect or highlight industrial wonder of lost steel works; conserve the furnaces	Short - med term (<18 months) as early phase of events framework	Deliver in medium term as early part of events framework	Architects, landscape architects; structural engineers; events lighting, sound etc. design specialists	££ Create brief in line with Event Space Framework;
Weaving a Connected Landscape - Cyfarthfa-Merthyr Landscape Plan	To connect heritage fragments; should consider routes, lighting, planting, hard landscape, way-finding, water, energy...	Short - med term (<18 months)	Deliver over medium term; maintain over long term; some quick wins; delivery could be phased	Landscape architects, architects, artists, other specialist design consultants	£££ Create good brief based on Big Idea; appoint consultants; tender for contractors; delivery could be phased
Industrial Heritage Landscape - Regional Landscape Plan	To provide a coherent industrial heritage tourism offer in south Wales; map sites and routes; apply branding; landscape interventions	Short - med term (<18 months) 	Deliver over medium term; some quick wins; delivery could be phased	Coordination with staff for other sites; architects, landscape architects and artists; branding & tourism expertise	££ Pilot project/competition for landscape installations;
Energy Strategy	Design and implement local, sustainable energy scheme(s); engage community in process	Short - med term (<18 months)	Deliver over medium term as part of local landscape strategy; delivery could be phased	Landscape architects; energy and civil engineering consultants; planning specialists	££ -£££ Create brief in line with local landscape plan; engage community/consider community ownership. Investment offset by running costs/revenue
Community Engagement Plan	Use principles and action outlined in Valleys Task Force and Shape My Town toolkit to maximise community engagement in planning and delivery of strategy	Short term (<6 months) 	long term, some quick wins	Designers and creative professionals to facilitate; local groups, individuals, schools college to participate	£ Appoint consultant(s) to creatively engage community in project planning, events programming and delivery. Adds value to other projects
Events Programme	Coordinate and grow existing events and develop new to provide year-round programme; include arts, food, sports, leisure...	Short term (<6 months) 	Short term quick wins; expand and develop over long term	Delivery/management team; coordinate with existing event organisers	£-££ Build up programme over time; market under project branding
Framework for Events - Masterplan	Identify potential sites and routes for variety of events around heritage landscape; propose additions and interventions; link to local landscape plan	Short - med term (<18 months)	Phased delivery over medium to long term	Architects, landscape architects; events management; arts and sports consultants; events design specialists	£-££ Consult existing events organisers; create good brief based on consultation and Big Idea plan; procure architect-led team with specialist consultants

**Quick wins****Relative capital cost required**

Benefits				
Economic	Environmental	Health & Well-being	Community	Cultural
Funding sources identified; efficient use of funds and resources; new jobs created	Balanced overview of economic, environmental, well-being, community and cultural benefits	Balanced overview of economic, environmental, well-being, community and cultural benefits	Balanced overview of economic, environmental, well-being, community and cultural benefits	Balanced overview of economic, environmental, well-being, community and cultural benefits
Ambitious, bold plan attracts funding and investment; coordinated use of funding/ resources	Long term, integrated environmental objectives; coordinate with LA Well-being plan	Options to integrate with other initiatives identified; Coordinate with LA Well-being plan	Integrates existing community projects with big picture	Puts local culture and heritage on international stage
Coherent identity to elements of project to attract investment	Promotion of environmental initiatives and benefits	Promotion of and increased engagement with community initiatives	Encourages local awareness, interest and sense of ownership of heritage	Highlights value of cultural and heritage assets
Increased visitor numbers and spend, including international visitors; new jobs; education opportunities	Opportunity for exemplary sustainable design; integration with green infrastructure and landscape	Engagement in cultural activities and improved connection to green spaces for improved well-being	Provide cultural heart of community; a place for the community to be proud of	Puts Merthyr's heritage on international stage; support local, national and international culture
Increased visitor numbers and spend, including international visitors; new jobs; education opportunities	Opportunities to improve biodiversity; sustainable re-use of historic building and landscape	Accessible, connected green space for walking, cycling and playing	Provide cultural heart of community; a place for the community to be proud of	Protect physical heritage assets; tell Cyfarthfa's story
Increased visitor numbers and spend; encourage return visits; new jobs; support local business; education opportunities; opportunities for small design practices	Sustainable re-use of former industrial site		Improve community involvement and integration; support existing and new community businesses and initiatives	Highlight local skills in arts and sports; visitors made aware of cultural assets, history and culture; puts Merthyr on the map as cultural destination
Increase tourism spend; better value from existing assets; improved connections to town centre retail etc.; education opportunities	Opportunities to improve biodiversity, support renewable energy and air quality; reduce car use through improved walking/cycling routes	Health benefits from improved active travel routes and access to green spaces	Opportunities for community engagement; increased local awareness of heritage	Highlights value of cultural and heritage assets
Improved south Wales tourism offer; opportunities for young/ small design practices; education opportunities	Improved access to green spaces and infrastructure; reduced car use through integrated public transport	Improved active travel routes and access to green spaces across valleys	Opportunities for community engagement	better telling of story of Wales' role in industrial revolution etc.
Sustainable, cost-effective energy for community; education and skills opportunities	Innovative sustainable energy supply; opportunities to improve air quality and biodiversity	Integration with accessible green/blue infrastructure	Community engagement and 'ownership' of energy supply	New expression of Merthyr's history of industrial innovation
Maximise economic benefit to community and local businesses; join up existing local investment	Opportunity to explore community energy schemes	Coordination with local Well-being Plan and Active Travel Plan	Community engagement and buy-in; creates opportunities and breaks down barriers and resistance to change	Maximise value from existing local cultural activities and assets
Increased visitor numbers and spend; encourage return visits; new jobs; support local business; education opportunities	Encourage use of local products; highlight value of landscape and green infrastructure	Encourage participation in sports and healthy eating	Improve community involvement; support existing and new community businesses and initiatives	Highlight local skills in arts and sports; visitors made aware of cultural assets, history and culture; puts Merthyr on the map as cultural destination
Increased visitor numbers and spend; encourage return visits; new jobs; support local business; education opportunities; opportunities for small design practices	Encourage use of local products; highlight value of landscape and green infrastructure	Encourage participation in sports, activities and healthy eating	Improve community involvement; support existing and new community businesses and initiatives	Highlight local skills in arts and sports; visitors made aware of cultural assets, history and culture; puts Merthyr on the map as cultural destination

APPENDIX B

SELECTED CASE STUDIES

NIGHT OF HERITAGE LIGHT BLAENAVON IRONWORKS



Society of Light and Lighting
with Hoare Lea Lighting
2015

- > Shining a 'new light' on UNESCO World Heritage Sites
- > Part of SLL events around the country celebrating the International Year of Light
- > Lighting highlighted the link between the Ironworks and the community
- > Bridge lit with the names of community members during the time the Ironworks was open
- > Highlighting the role of Blaenavon in the Industrial Revolution

BORDEAUX PARC AUX ANGELIQUES



Bordeaux, France
Michel Desvigne Paysagiste, Inessa Hansch
Architect, Artelia Bordeaux

- > Ex-industrial site in the city centre reclaimed for a green park
- > Incrementally planted sites as they became available for the city to purchase
- > Phased planting leads to a grid-like pattern of parks with differing tree maturity
- > Concept-led process which proceeds slowly and simply with no premature design

BRIKETTFABRIK WITZNITZ, LEIPZIG



Florian Beigel, Philip Christou and
The Architecture Research Unit,
London Metropolitan University
1996 & 2000

- > Three stage approach to developing a large ex-industrial site: firstly analyse the existing, secondly cultivate the area to form gardens, thirdly possible future urbanisation
- > The strategy is flexible in that should there be no demand for future development, the gardens will remain
- > Site divided into 'activity fields' based on distinctive material and spatial character which informs future development

FLORIADE GRONINGEN 2012, GRONINGEN



Groningen, The Netherlands
West 8 for Gemeente Groningen

- > Festival proposed as part of a national horticultural expo
- > Integrates heritage buildings and agriculture with human scale uses and activities
- > Former sugar factory used as the centre of the event
- > Temporary interventions

APPENDIX B

SELECTED CASE STUDIES

FORT BIJ VECHTEN - NATIONAL WATERLINE MUSEUM



Houten, The Netherlands

West 8 & Rapp+Rapp with Jonathan Penne Architecten, Bunker Q, K2, Parklaan & Anne Holtrop for Province of Utrecht

- > Regeneration of the fort and associated buildings which make up the new National Waterline Museum
- > Heritage regeneration with integrated landscape and ecology strategies
- > As part of the historical narrative a band across the site was left alone so it restores to its natural state

FORT MASON CENTRE, SAN FRANCISCO



San Francisco, United States

West 8 with Bionic Landscape, Scaleshift, Jensen Architects for Fort Mason Center with Golden Gate National Recreation Area

- > Regeneration of part of the San Francisco waterfront
- > Community destination with potential to become a regional cultural destination
- > Conceptual plan with connections, activation and revitalisation of the fort
- > Flexible design strategies which balance innovation and preservation

FÜRST-PÜCKLER-LAND - IBA SEE



Lower Lusatia, Germany
The IBA Association
2000-2010

- > Inspired by the IBA Emscher Park, but reflecting the open-cast mining history of the area
- > Regional-level strategy of nine landscape areas of different themes, such as landscape art and open-cast landscape
- > A path connects all the landscape areas and associated sub-projects
- > Man-made lake formed from filling the open cast mines in the area

GR2013, MARSEILLE-PROVENCE



2013 European Capital of Culture
The IBA Association
2011-2013

- > Cultural and participatory project of walks and tours
- > Developed with local artists
- > Intended to represent the regional ecology and landscape in a cultural way
- > Creative studies undertaken by photographers, geographers, artists and curators

APPENDIX B

SELECTED CASE STUDIES

HALDEN ZOLLVEREIN, ESSEN



Essen, Germany

Planergruppe Oberhausen & Ulrich Ruckriem
(artist)

Since 1994

- > Art interventions create a new spatial hierarchy and understanding of the area
- > Intentional lack of traditional planning and decision making
- > Atmosphere and character of the place leads the next project or initiative
- > More obvious interventions in the Zollverein Park to create paths and spaces

HINTERLAND - KILMAHEW/ ST PETER'S SEMINARY



Helensborough, Scotland

NVA, Avanti Architects, NORD Architects &
ERZ Landscape Architects

- > Reuse of a former Seminary building that was vacant for decades
- > Light and sound spectacle for the launch event of Scotland's Festival of Architecture 2016
- > Part of a wider masterplan programme to create a creative and productive landscape
- > Active physical, sensory and intellectual engagement in the other-worldly place
- > Arts and training space, walking trails, growing, camping

IBA EMSCHER PARK - RUHR DISTRICT



Ruhr District, Germany
The IBA Association
1989–1999

- > Strategy to restructure post-industrial region
- > Local interventions applied in strategically significant areas
- > Landscape and leisure trails follow the Emscher river throughout the region
- > Cultural interventions re-use ex-industrial infrastructure
- > Ecological reconstruction of the water system and renaturalisation of land

KROLLER MULLER MUSEUM SCULPTURE GARDEN, OTTERLO



Otterlo, The Netherlands
West 8 for Kroller Muller Museum

- > Landscape design and art integrated to expand the tourism offer
- > Expanded and redesigned park to provide different character areas for exhibitions
- > Seasonal landscape character areas allow for varied sculpture exhibition spaces

LIST OF CONTRIBUTORS

- > David Anderson, National Museums Wales
- > Catherine Armstrong, Nash Partnership
- > Lorena Axinte, Cardiff University
- > Patrick Barry, Arup
- > Dawn Bowden, National Assembly for Wales
- > Amanda Brake, RSAW
- > Lindsey Brown, Sustrans Cymru
- > Ruth Cayford, Cardiff Council
- > Jane Chamberlain, Caroe & Partner Architects
- > Morgan Chambers, Heritage Trust
- > Kim Colebrook, Can Do Team
- > John Counsell, Cardiff School of Art and Design
- > Elaine Davey, Victorian Society Wales Group
- > Carole-Anne Davies, DCFW*
- > Geraint Talfan Davies*
- > Angharad Davies, Design Circle RSAW South
- > Ginnie Day, Cardiff Metropolitan University
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- > Richard Essex, RSCW
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- > Wayne Forster, Welsh School of Architecture*
- > Andy Fosterjohn, Careers Hub Wales
- > Steve George, George and Co
- > Jose Gonzalez, CH2M
- > Rhian Haf, Artist*
- > Twm Harris-Davies, Austin-Smith:Lord
- > Jen Heal, DCFW*
- > Jonathan Howells, Amgueddfa Cymru
- > Perry Johnson, Marvel Limited
- > Alun Jones, Dow Jones Architects*
- > Matthew Jones, CoombsJones*
- > David Jones, David Jones Associates
- > Stephen Jones, ICE
- > Hefin Jones, Heritage Trust
- > Priit Jurimae, Scott Brownrigg
- > Mark Lawton, HLM*
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- > Susan Taylor, Merthyr College
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- > Rob Thomson, Heritage Trust
- > Gavin Traylor, Design Circle RSAW South
- > Paul Treweeks, Scott Brownrigg
- > William Wilkins, William Wilkins Associates*
- > Jonathan Williams, Swansea College of Art
- > Mary Wrenn, Royal Society of Architects in Wales

**Contributed to further design workshops and report content*

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- > Graphic design by Marc Jennings <http://www.theundercard.co.uk/>
- > Photography by Alex Lloyd Jenkins <http://alexlloydjenkins.com/>
- > A short film of the Charrette is available online. Film by Tantrwm <http://tantrwm.com/>





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