

Asset Development Case Study

Gorseinon Development Trust www.gorseinon.info



About Gorseinon Development Trust

Gorseinon is an established community, approximately 9 miles from Swansea City Centre and is a major residential settlement, industrial and shopping centre.

The Gorseinon area suffered a number of serious job losses in the summer of 2001, with 2 major employers in the area, Vale and Corus Steel works closing and 3M(UK)Ltd announcing significant redundancies. The Welsh Assembly Government allocated a £4m funding package to specifically support the economic regeneration of the Gorseinon area. A forum, established to tackle the key issues in Gorseinon, drew up a three year strategy for the area.

Within months of being formed, the Forum was concerned with the sustainability of the programme beyond the 3-year funding package. A decision was made to establish the Gorseinon Development Trust as a company limited by guarantee, to broaden community involvement, to be able to fundraise in its own right and so to control its own destiny.

Gorseinon Development Trust was established in January 2003 to take forward the proposals of the Gorseinon Regeneration Forum. The goal of the Trust is to contribute to the long term economic and social well being of Gorseinon and to improve the quality of life of its residents. The Trust seeks to respond to the needs of the community and engages in dialogue with the business and residential community on a regular basis.

The Trust and its partners have been strategic in their approach to the regeneration of the area, focusing on the town centre, employment and enterprise projects with funding from the local authority, Objective One, WDA/Welsh Assembly, CORUS and the private sector.

Asset Base Programme

Canolfan Gorseinon Centre

The project's aim is to operate an innovation centre to be built by The City & County of Swansea at the site of the old Bryngwyn Steelworks in Gorseinon and a major new housing development.

The centre will be named 'Canolfan Gorseinon Centre' and will initially be on a long term leased from the City & County of Swansea on a peppercorn rent. The centre will be managed by Gorseinon Development Trust and will be the base for the Trust's activities and income generation and wide range of community enterprises and facilities. The centre is currently out to contract and to be completed in 2007.

Benefits

The new state-of-the-art facilities will include:

- Café.
- Conference and workshop facilities.
- Provision of 40 additional childcare spaces.
- Function rooms for events such as conferences, trade events, weddings, community cinema, etc.
- Rentable office space which can be divided by partitions to make offices of varying sizes, depending on demand.
- The new ICT training facilities will increase the employability of residents.
- The current site owners will transfer the land by gift to the council as part of a planning agreement
- A minimum of 5.5 FTE new jobs will be created in the first year, in the café and the nursery.

Lessons Learned

Long term income generating assets and services are essential to financial sustainability. Have a strong economic focus but integrate with community and environmental objectives and activities. Be clear and concise on what you can give and want from partnerships. Be vocal and stand up for what your Trust's aims and objectives are.

Analyse carefully ways in which your organisation can develop assets and retain income streams.

Not everyone on the management board is at the same level in terms of skills and understanding. Be prepared to support and help them develop together.

Set long and short term objectives, but be prepared to review or change them in order to achieve your aims.

Contact:

Kelvin Jones, Trust Manager – trust.manager@gdt.org.uk Tel 01792 896 128
or DTA Wales – info@dtawales.org.uk Tel 02920 190 260