



THE

CANTON | CARDIFF

PROJECT

Regeneration of former paper mill site to create 800 new homes

LOCATION

Canton, Cardiff

DATES

December 2015 – 2022

PARTNERS

Tirion Group, Cadwyn HA, the Welsh Government, Principality Building Society

VALUE

£100m

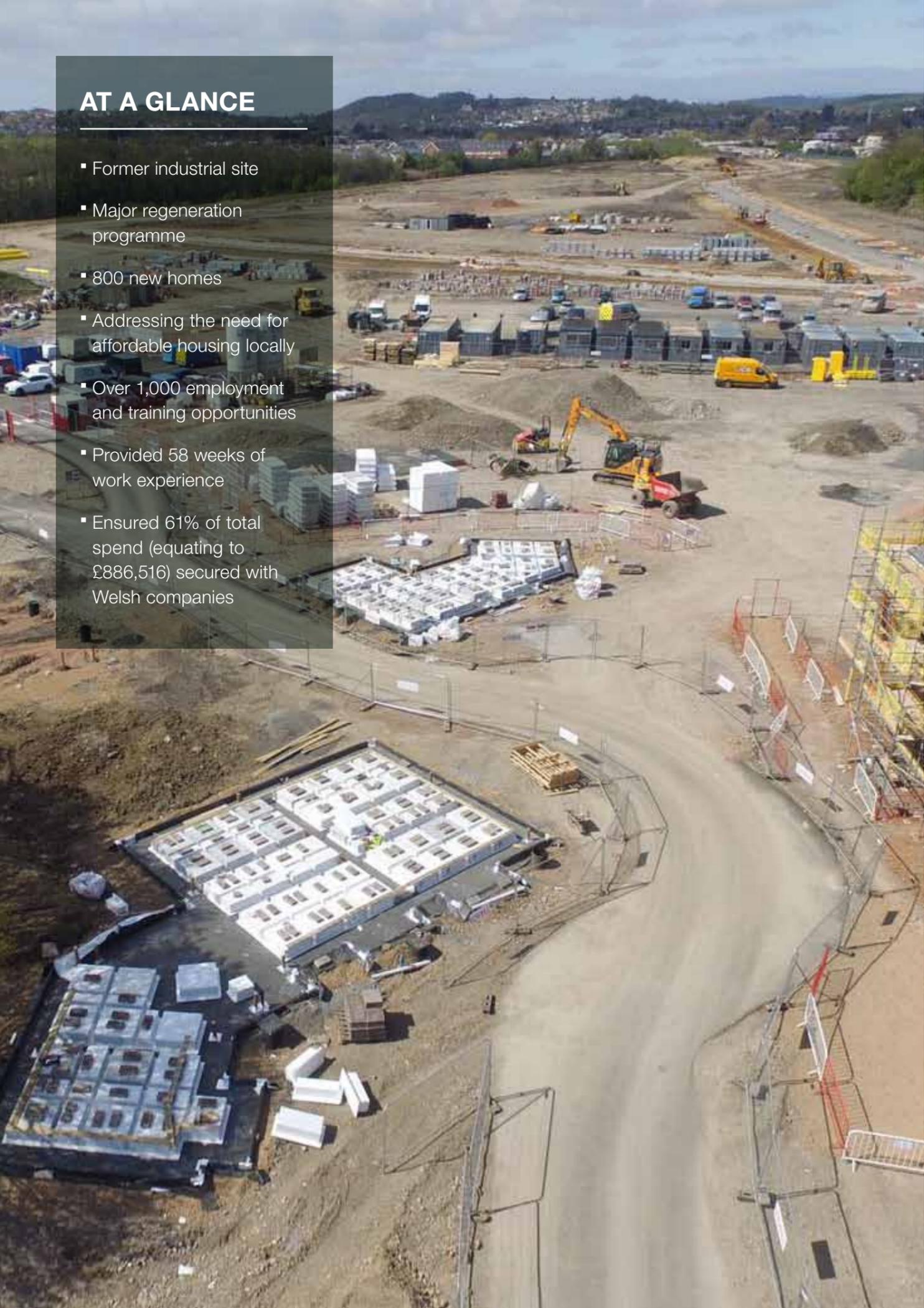
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LOVELL

A MORGAN SINDALL GROUP COMPANY

AT A GLANCE

- Former industrial site
- Major regeneration programme
- 800 new homes
- Addressing the need for affordable housing locally
- Over 1,000 employment and training opportunities
- Provided 58 weeks of work experience
- Ensured 61% of total spend (equating to £886,516) secured with Welsh companies



The former Ely paper mill in Canton, Cardiff – once the leading producer of newsprint in Britain – is being transformed into one of Wales' largest-ever regeneration programmes thanks to a £100 million partnership between Lovell, Tirion and Cadwyn.



The 53-acre site closed down in 1999, taking with it hundreds of local jobs. The Mill, an 800-home urban village with its own neighbourhood centre, community hall and parks, is set to bring over 1,000 new jobs to an area blighted by unemployment.

With financial backing from the Welsh Government and Principality, this

reclaimed industrial site will create a vibrant new community of high-quality one and two-bedroom apartments and two, three and four-bedroom houses.

The scheme's layout will include a tree-lined river walk, cycle paths, open spaces and leafy 'green streets' branching off from The Mill's main tree-lined boulevard.



Addressing the need for affordable housing in the area, around half of the homes at this flagship development will be for discounted, open market and social rent, managed by Cadwyn for the Tirion Group. We will offer the remaining 358 homes for open market sale.

Although the site was originally tendered as a land bid, we impressed the partners by our ability to deliver both the affordable and open market elements, allowing them to benefit from the continuity and economies of scale this would provide. We demonstrated that we had the necessary skills and expertise, as well as a willingness to approach the project differently, to allow us to meet their requirements.

As a result the project is a true partnership, with all parties working together to agree the branding for the site as well as the microsite and social media messaging, where the three partners are equally represented.

To promote positive working relationships from the start, we held an Expectations Exchange to agree what each partner would provide and ensure we were all moving towards the same goal. This process proved so successful that we are now rolling it out across the region.

We started work on site in January 2017 and are expecting the first homes for sale to be ready by autumn 2017, with 102 of the homes for rent completed by the following spring.

Interest in The Mill has been high from the outset, with many local residents – particularly first-time buyers and families – visiting our stand at the Ely and Caerau Festival in July 2016.

Even before our marketing suite and show apartment opened in July 2017, we had already secured 21 reservations, mostly from first-time buyers, during our eight-week pre-launch phase at HoskinsMorgan estate agents.

Creating an enhanced sense of community is one of our long-term goals at The Mill, so we get involved in a range of initiatives to leave a lasting legacy, both economically and socially.

In September 2016 we invited local subcontractors to an event at Cardiff City Stadium where they could find out more about opportunities to work with us at The Mill. Over 150 people attended and a number of local companies have since been added to our supply chain.

During the lifetime of the scheme, we will create over 1,000 opportunities for local people through apprenticeships, training placements and graduate programmes. We set up The Mill Employment and Training Group to co-ordinate our delivery of the employment and skills plan, with representatives from The Prince's Trust, Tirion, Cadwyn, Communities First, Careers Wales, Cardiff & Vale College, CITB, Construction Trust, Y Prentis and the Ex-Forces Career Transition Partnership.



One young person to benefit is 21-year-old assistant site manager Jac Evans from Cardiff Bay, who joined us in November 2016 as a graduate and was rapidly promoted. As Jac says,

"This was an opportunity I had to take. The chance to work on a £100 million flagship project doesn't come around often and to do it working for a company that I'd heard such good things about was something I couldn't turn down."



As part of our commitment to encouraging women into careers in construction, 22-year-old Kayleigh Nasir is one of four female trainees at the scheme and has secured a role with a local plastering and dry-lining specialist. Apprentice carpenter Lizzie Williams is also directly employed by us at The Mill.

Alongside our partners Tirion and Cadwyn, we hosted 16 young people as part of The Prince's Trust's Get into Construction programme, with Welsh Government Minister for Skills and Science Julie James visiting the site in March 2017 to meet the trainees.

The scheme helps unemployed young people launch their construction careers by improving their employability skills and gaining health and safety qualifications and a Construction Skills Certification Scheme card. Once the three-week programme is over, they have the chance to be interviewed for jobs and training opportunities with us, our contractors and shared apprenticeship scheme Y Prentis.

Thirteen of the 16 completed the programme and will be mentored for a further six months to help them make the most of the experience. Following the success of the programme, we will run it again in 2018.

We also took part in Cardiff Council's 'Open Your Eyes to Careers' week, visiting a number of local primary schools to talk about careers in construction. So far we have visited seven schools within a two-mile radius of the site and talked to over 500 pupils about the project.

With our South Wales regional office based in Cardiff, we get involved in local events and charities wherever possible as part of our commitment to making a difference in communities.

In October 2016 a few (male) members of our site team and some of the Cadwyn team walked a mile in high heels to support the White Ribbon



"Supporting this development goes to the heart of our purpose in helping people access quality affordable housing in an attractive environment. In recent years we have invested heavily in local communities through a variety of both commercial and residential projects. The Mill project will hopefully pave the way for similar schemes across Wales."

Peter Hughes
Managing Director, Principality Commercial

"After a long pre-construction process we are delighted to see the plans for this exciting development come to fruition. This development will provide much-needed affordable housing and we look forward to our continuing partnership with the Tirion Group."

Andrew Bateson
Director of Operations,
Cadwyn Housing Association

Campaign, an organisation of men working to end violence against women through awareness and education.

We took part in the Cardiff Dragon Boat Festival in May 2017, raising £1,410 for Cancer Research Wales, the Lord Mayor of Cardiff's appeal charity. Our 17-strong team was made up of a mix of our site, office and sales staff as well as three crew members from our supply chain partners Ian Williams Carpentry and Fern Contractors.



Five members of our team also got involved with the community tag rugby festival organised by the Cardiff Blues at their Cardiff Arms Park ground. The event brought together aspiring rugby players from schools across the area, with our team volunteering to help with refereeing and time-keeping as part of volunteering activities organised by Business in the Community Cymru for Give & Gain Day 2017.

We refurbished the community changing rooms at Jubilee Park in Canton, created a secure bike shed at Ysgol Gymraeg Treganna, tarmacked a new walkway into the school, challenged the pupils to name one of the streets at the development and supported their fundraising activities towards a new minibus.

