

# A Major New Town Centre Retail Development in the Heart of Bargoed



The Plateau



Y Llwyfandir







Bargoed is the second largest town in the Rhymney Valley serving a significant Core Catchment area extending from the A465 Heads of the Valleys in the North to Caerphilly in the South. CACI has calculated the Core Shopping Catchment for the town to extend to approximately 94,000 with a Total Catchment population of 306,000.

Bargoed is established as a principal retail centre within Caerphilly County Borough with existing representation by national multiple retailers. The town benefits from excellent public transport links with a comprehensive bus and rail service.

CACI has identified an existing Comparison Goods expenditure within the catchment of £550.8M, with a Total Retail Spend of £25.1M in Bargoed itself (October 2012).

The Plateau represents a significant extension and improvement to the existing retail core of the town.

## Bargoed – The Town



The Development represents a major commercial initiative within a significant and comprehensive regeneration project for the Rhymney Valley and the town of Bargoed, promoted by Caerphilly County Borough Council and the Welsh Government which includes:-

- The creation of a 5 acre plateau to facilitate major retail development – the subject development (completed);
- Morrisons superstore of 56,651 sq ft plus a petrol filling station (completed);
- Major improvement to traffic management system within the town facilitated by the new by-pass, enabling wider footways through the introduction of a one way system which has improved improved permeability for pedestrians (completed);
- The construction of a town by-pass feeding directly into the subject site (completed);
- Major improvements to rail network and service to and from the town (completed);
- Extensive improvements to public realm within the town, particularly in the vicinity of the subject development giving rise to a refocus for the shopping centre, aswell as the creation of new public squares at Lowry Plaza and Hanbury Square which are capable of holding large events/markets (ongoing);

## **Bargoed – The Future**





- The upgrading of significant buildings within the town centre such as the recently completed 13,600 sq ft new public library (ongoing);
- New shoppers car park within Morrisons Development - 390 spaces (including disabled and mother and toddler) with 3 hours free parking;
- Wider town centre parking of over 350 spaces.

### CACI Quote

‘The new 55,000 sq.ft. Morrisons within The Plateau Development is likely to further increase the Total Retail Spend within the catchment as more shoppers will be attracted to the town boosting the spend on Catering Goods above the current predicted level ..... moving the Total Retail Spend to equal or above the Wales average household spend. Spend on Comparison Goods and The Total Retail Spend is in line with the Wales average’.

## The Plateau – The Reality



This publication is available in Welsh, and in other languages and formats on request.  
Mae'r cyhoeddiad hwn ar gael yn Gymraeg, ac mewn ieithoedd a fformatau eraill ar gais.



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