



Pembroke Dock Townscape Heritage Initiative

Newsletter

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March 2007 marked the completion of the Pembroke Dock Townscape Heritage Initiative (Phase 1). The two million Pembroke Dock Townscape Heritage award was the maximum allowable under the Heritage Lottery Fund scheme and at the time of award (November 2000) was the highest made in the UK.



Commodore/Port Hotel (Critical Project)

This first round of the Townscape Heritage Initiative has produced significant improvements in Pembroke Dock in the restoration of buildings important to the heritage of the town.

It was recognised that whilst much had been achieved, more needed to be done. With this in mind we submitted a second phase bid to the Heritage Lottery Fund in 2005.

This was a two stage bid, and following Heritage Lottery Fund approval of Stage 1, our second stage bid was submitted in November 2006. This resulted in the granting of a further Heritage Lottery Fund award of £945k and this is supported by funding from Department for Enterprise Initiatives and Networking (Welsh Assembly Government), Cadw, and Pembrokeshire County Council.

Pembrokeshire County Council is the lead organisation in the partnership responsible for co-ordination and delivery of the Townscape Heritage Initiative. The bid was built upon the continuing and proven track record of public sector funding support and those of key partners such as Milford Haven Port Authority. It also anticipates a greater input by a wider range of other private sector investors who are now, we believe, prepared to take on responsibility for these buildings provided the funding support is in place to assist them.

The phase 2 selected projects are within an area that has a significant number of buildings that are in particular poor repair and maintenance with the greatest need for grant assistance. The town centre currently displays the economic problems of Pembroke Dock while including some of the earliest and architecturally significant areas of the late-nineteenth century commercial growth.

The aim is to continue to create the conditions where these buildings have a suitable use that will guarantee their survival for the benefit of future generations. The key problem is that a number of the special heritage buildings are in such a state of disrepair that the costs of refurbishment exceed any commercial or affordable local public sector solution.



47 Bush Street
(Critical Project)

Priorities for the Townscape Heritage Initiative Scheme

The funding identified for the Common Fund should make a significant impact towards the improvement of the heritage properties and economic viability within the Conservation Area.

The properties identified for inclusion in the Townscape Heritage Initiative Phase 2 are considered in two groups – the town centre properties and the dockyard properties. Improvements to selected properties in both groups are fundamental for the regeneration of the heritage townscape and economy of Pembroke Dock.

During Phase 1, there were notable successful projects within the town centre, however the take up of grants was below expectations. As a consequence, in this Townscape Heritage Initiative Phase 2 it is an objective that the impact of the benefits has a wider effect on the town centre.

These priorities also link in with the objectives of the wider regeneration strategies.

Critical Projects

Critical Projects are usually identified to ensure that buildings and locations which are particularly important within the heritage townscape are included in the Initiative. These are identified on the basis of the importance of their location and group value to the overall heritage townscape – particularly in target areas, and/or the need for urgent works to protect key heritage buildings.

In the case of the Pembroke Dock Townscape Heritage Initiative Phase 2, it is important to include properties in both the Dockyard and the town centre.

The **Port Hotel** had been selected as responding to Critical Project requirements and the most worthy property even before the recent fire. It is now even more important that this is the selected project in order to reinstate the badly damaged and unsightly building.

Within the town centre, it is the empty and poorly maintained shops that have the greatest impact on the heritage townscape. Priority buildings in the **Town Centre Properties** package of properties have been selected as the Critical Project to ensure that both the visual and economic impact of Townscape Heritage Initiative funding is maximised. Although the Townscape Heritage Initiative Project Officer is confident that the owners of the selected properties will take up the grant for improvements, should any change their minds, there are numerous other properties that could replace them. If this is necessary, the options will be discussed with the Townscape Heritage Initiative Monitor for permission before approval.

Phase 2 Launch

Phase 2 launch will take the form of an open day at the Townscape Heritage Initiative office, Sunderland House on Friday 28th March following distribution of a circular on grant availability, the process of applications and other forms of support to owners of all identified properties with a request for a response on level of interest.

The launch newsletter will be distributed to all property owners, funding partners, local organisations, library, press etc and posted on Pembroke Dock Community Website.

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