

Key Documents for reference

Tate Harmer preliminary masterplan prepared for Rd to Happiness as at 15 June 2020

Mamhilad, infrastructure and geographical context, stakeholders and potential economic impact. Prepared by Rd to Happiness for Torfaen 2019

Destination schematic for phased development at Mamhilad. Prepared by Rd to Happiness 2019

Destination concept deck as at 31 Jan 2023

Rd to Happiness, Vision and Mission draft as at 31 Jan 2023



Nylon Factory Concept Masterplan

15th June 2020

**TATE
HARMER**



1.0 The Masterplan

Existing Site



Red line denotes site boundary - total site area, 71.4 hectares

Learning from Best Practice



Brasseriehouth, The Hague

Location: The Hague, The Netherlands

Scale: 295 units

Completed: 2003

Created in 2003, Brasseriehouth was the first CO₂ neutral district in the Netherlands. The development lies to the north-east of Delft and is bordered by a reed landscape of meadows and water. As many of the homes as possible are located on the waterfront. Whilst density is relatively high, the design has created a friendly and natural appearance with limited hardstanding. Between primary east-west waterways there is a looser development structure with staggered lines of homes.



De Stad, Van de Zon, Heerhugowaard

Location: Heerhugowaard, The Netherlands

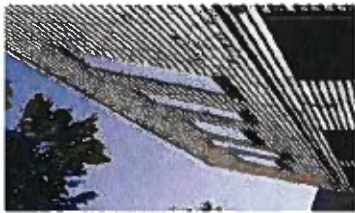
Scale: 210ha / 1,400 units

Completed: 2006

A great deal of attention was put into the district water mission at 'De Stad van de Zon'. Approximately one-third of the groundscape of the development serves as water storage and for water recreation. The large number of solar roofs create enough energy to cover all the electricity consumed by the inhabitants. The central square takes the form of a large pond and acts as a recreational pool and rainwater buffer.



Learning from Best Practice



Elmswell, Suffolk

Location: Suffolk, UK

Scale: 26 units

Completed: 2007

Elmswell is an extension to an existing village in Suffolk. A significant performance evaluation was undertaken on the scheme with many of the residents taking part. The development utilises a district heating network supplied by a woodchip boiler. This combined with highly insulated walls and heat recovery achieved a 60% reduction against UK Building Regulations. The project also takes advantage of innovative construction materials of hemp and lime, and unfired earth blocks.



Accordia, Cambridgeshire

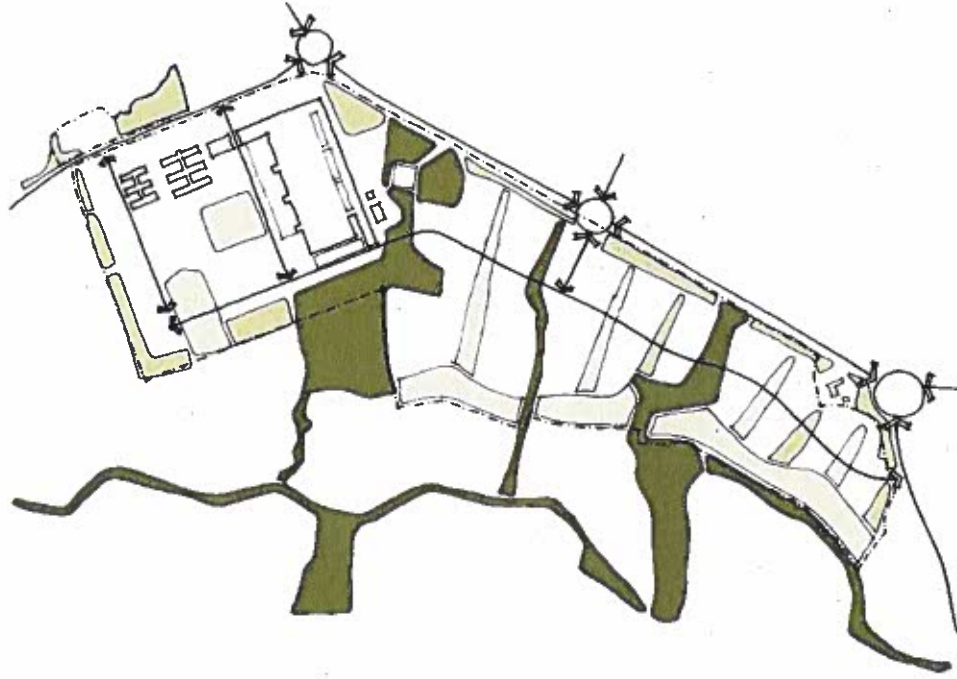
Location: Cambridgeshire, UK

Scale: 378 units

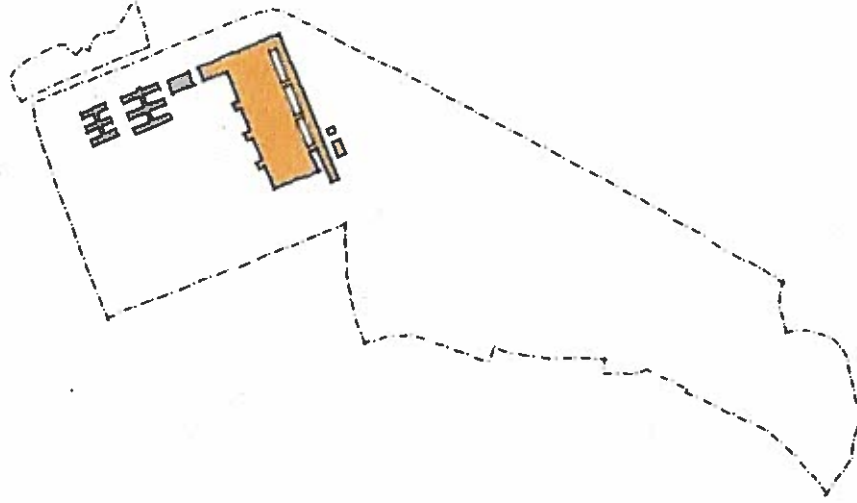
Completed: 2008

Completed in 2008, Accordia is a housing development in Cambridge. There is a careful approach to movement through the site, with access to many front doors from pedestrian only green spaces. This is achieved despite the high density of the development, with vehicular and pedestrian access separated successfully with overlaps only occurring where necessary. The project is the first housing development to win the RIBA Stirling Prize.

Masterplan Concept

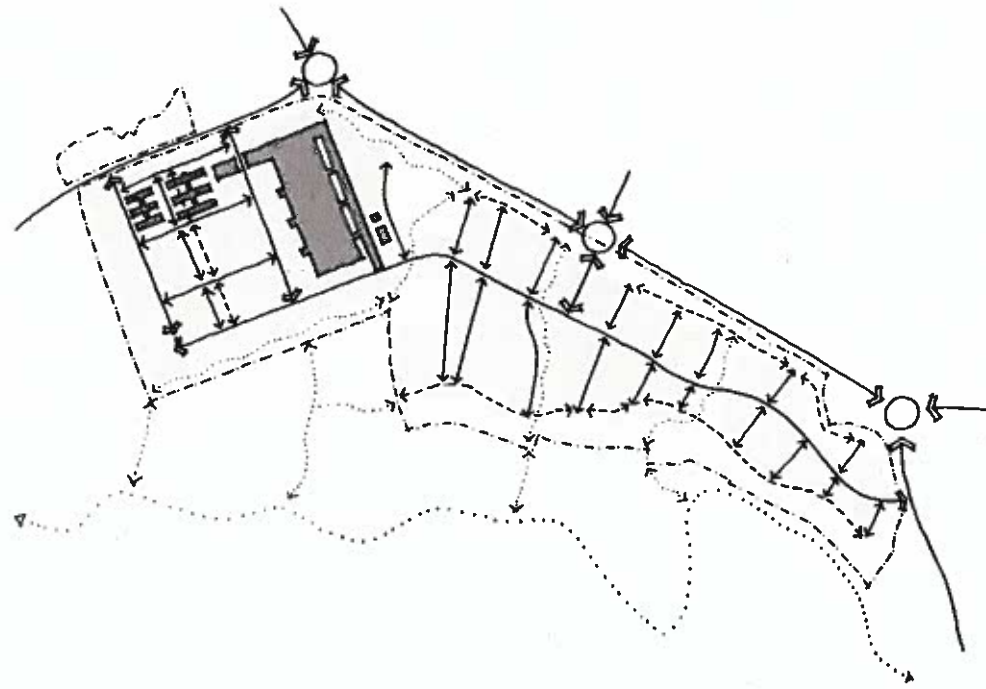


Build on existing green 'Fingers'

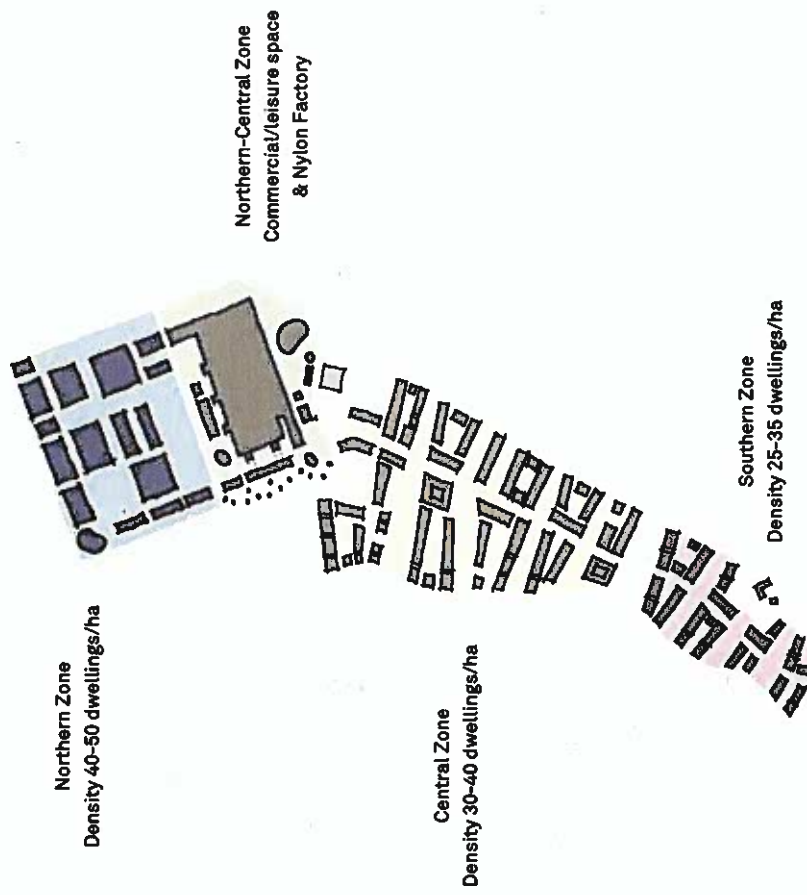


Retain the existing heritage

Masterplan Concept (continued)



Prioritise pedestrian & bicycle movement along green 'fingers'



Create mixed build zones with varied scale

Masterplan

No. Residential units:

Northern Zone - 600 dwellings

Northern Central Zone - N/A

Central Zone - 500 dwellings

Southern Zone - 150 dwellings

Total residential dwellings - 1,250

Key

Commercial/mixed use build zones

Residential build zones

Heritage buildings - Nylon Factory

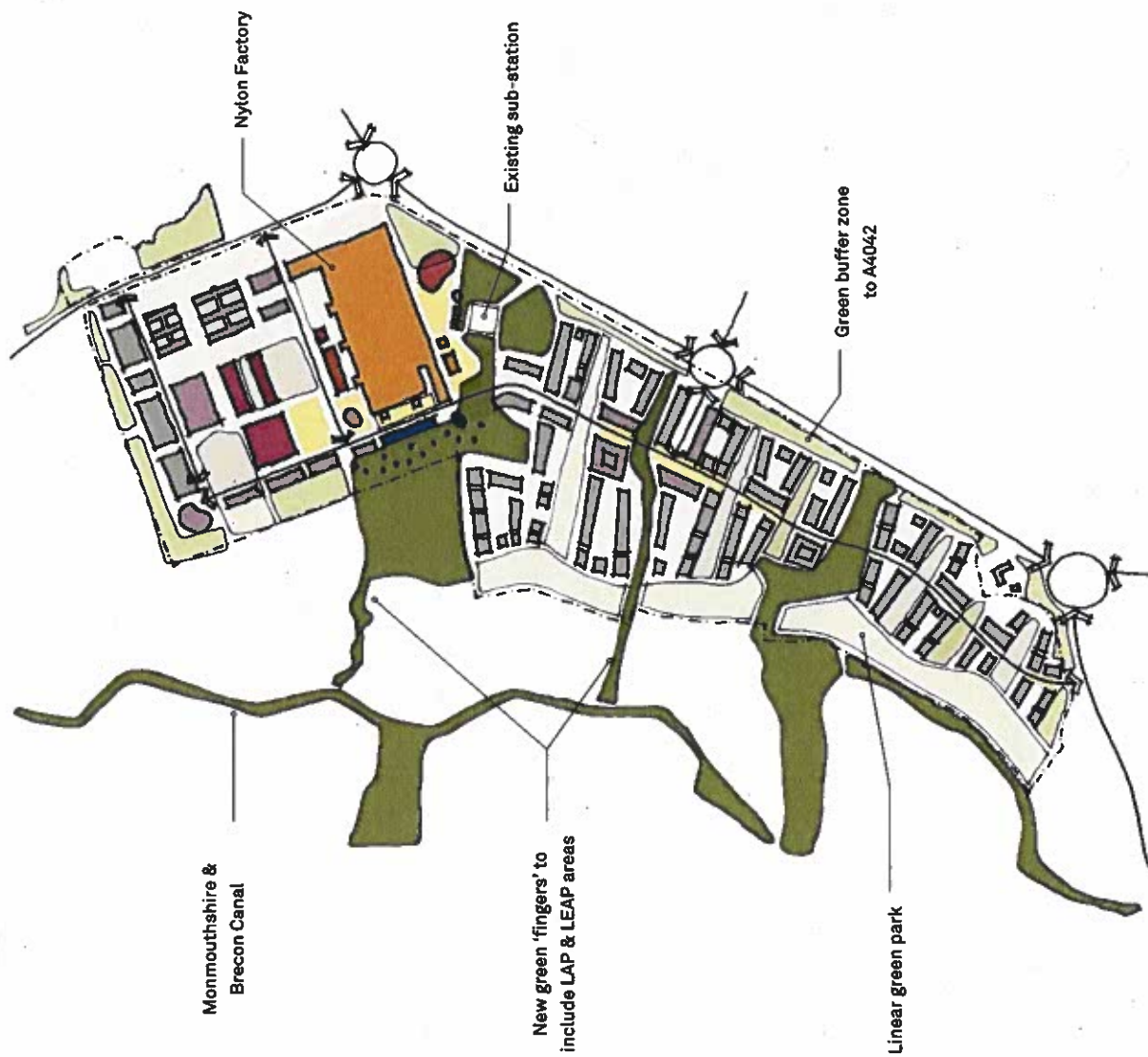
Educational Buildings

Hotel & leisure accommodation

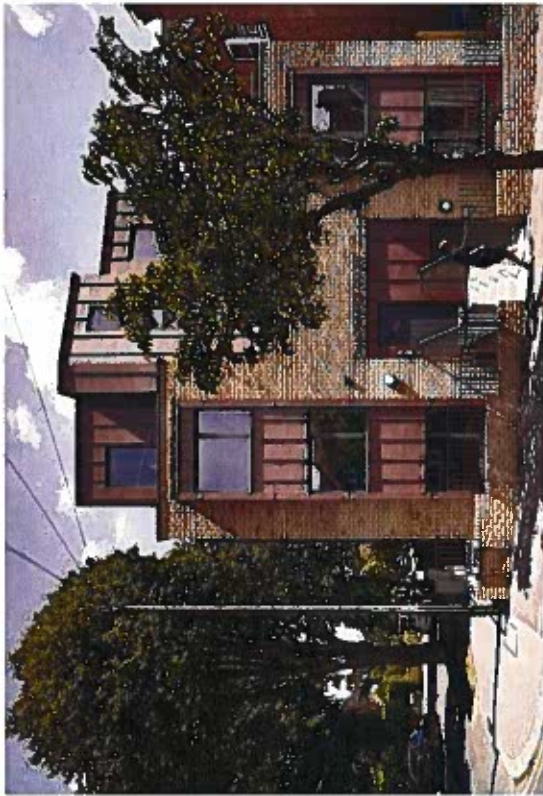
Historic woodland

New green space

Public squares



Precedent: Northern Zone



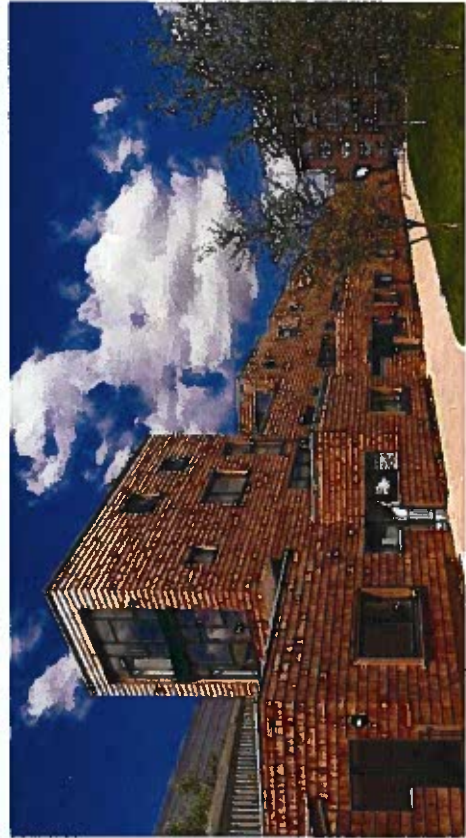
Chalkhurst Court / Tate Harmer Architects



Moors' Nook / Coffee Architects



Moors' Nook / Coffee Architects



Beveridge Street / Peter Barber Architects



Goldsmith Street / Mikhail Riches



North Street / Peter Barber Architects

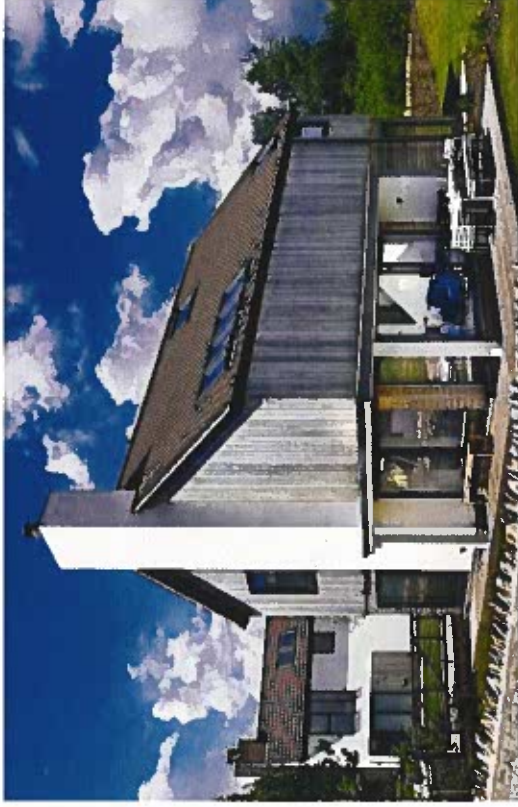
**Precedent: Central & Southern
Zone**



Hoo House / Tate Harmer Architects



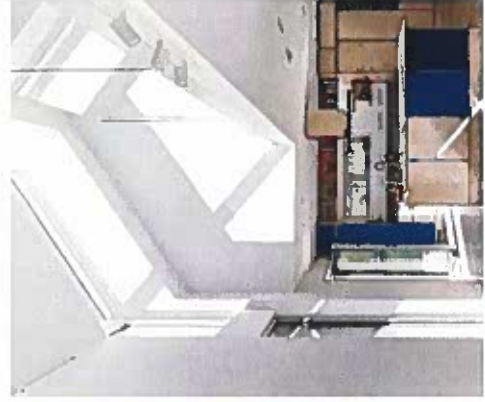
Greenacres / Tate Harmer Architects



Lighthouse / Tate Harmer Architects



Thames Reach / Peter Barber Architects



Kinpyre Passivhaus / Tate Harmer Architects



Greenacres / Tate Harmer Architects

Precedent: Feature Buildings



Hothorpe Hall / Tate Harmer Architects



Hothorpe Hall / Tate Harmer Architects



Children's House / MU Architects



Children's House / MU Architects



Cranleigh School / Tate Harmer Architects



Fuji Kindergarten / Tezuka Architects

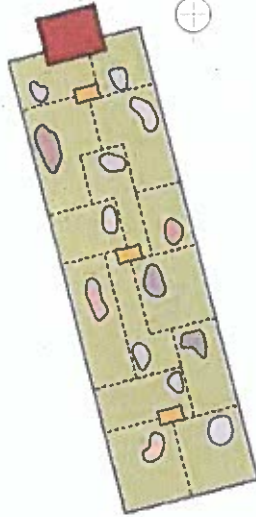
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2.0 Nylon Factory Design

Proposed Layout

Roof top gardens

Main public circulation space to access themed zones
Vertical circulation cores allow access to ground floor car parking and entrance atrium
Elements of play within roof top park
Access to hotel accommodation via rooftop bridge link to adjacent building

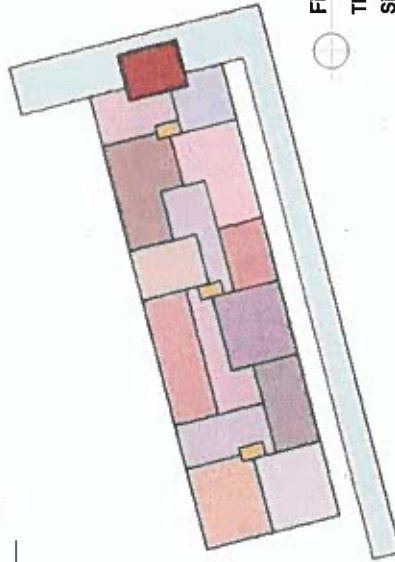


Second Floor

Garden roof top: 28,000sqm
Silo Tower: 1,300 sqm

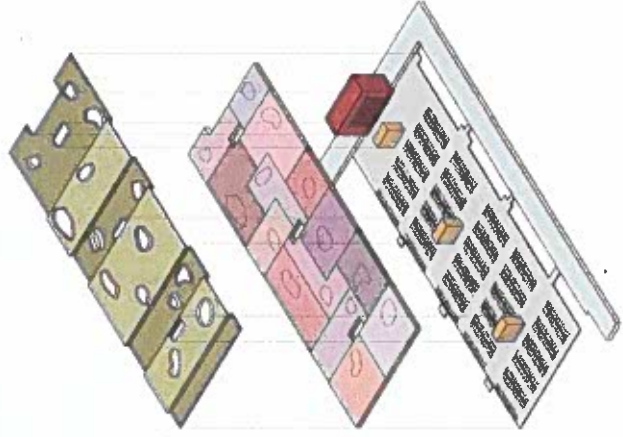
Themed Zones

Gallery of Marvellous Solutions
Parade of Preposterous Proportions
Secrets from the Attic
Dreambox Workshops
The Theatre of Ideas
Black Box (for seasonal events)
Creative Craft Workshops
Workshop from Heaven
FIDFI & MD&L - Adapt, Recycle & Reuse
FIDFI & MD&L - Fixing & Lending Service
Tomorrows World
Life-size Snakes & Ladders or Mousetrap
Helter Skelter and/or Climbing Wall



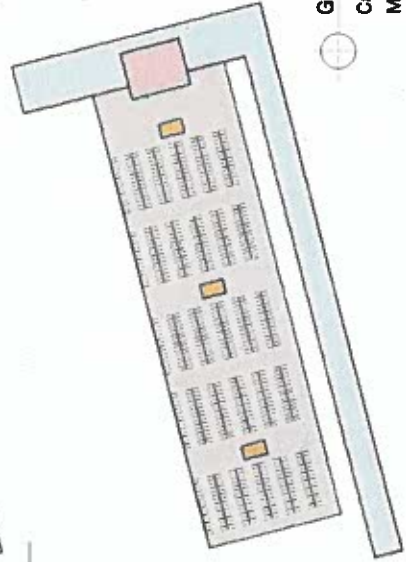
First Floor

Themed Zones: 28,000sqm
Silo Tower: 1,300 sqm



Ground Floor

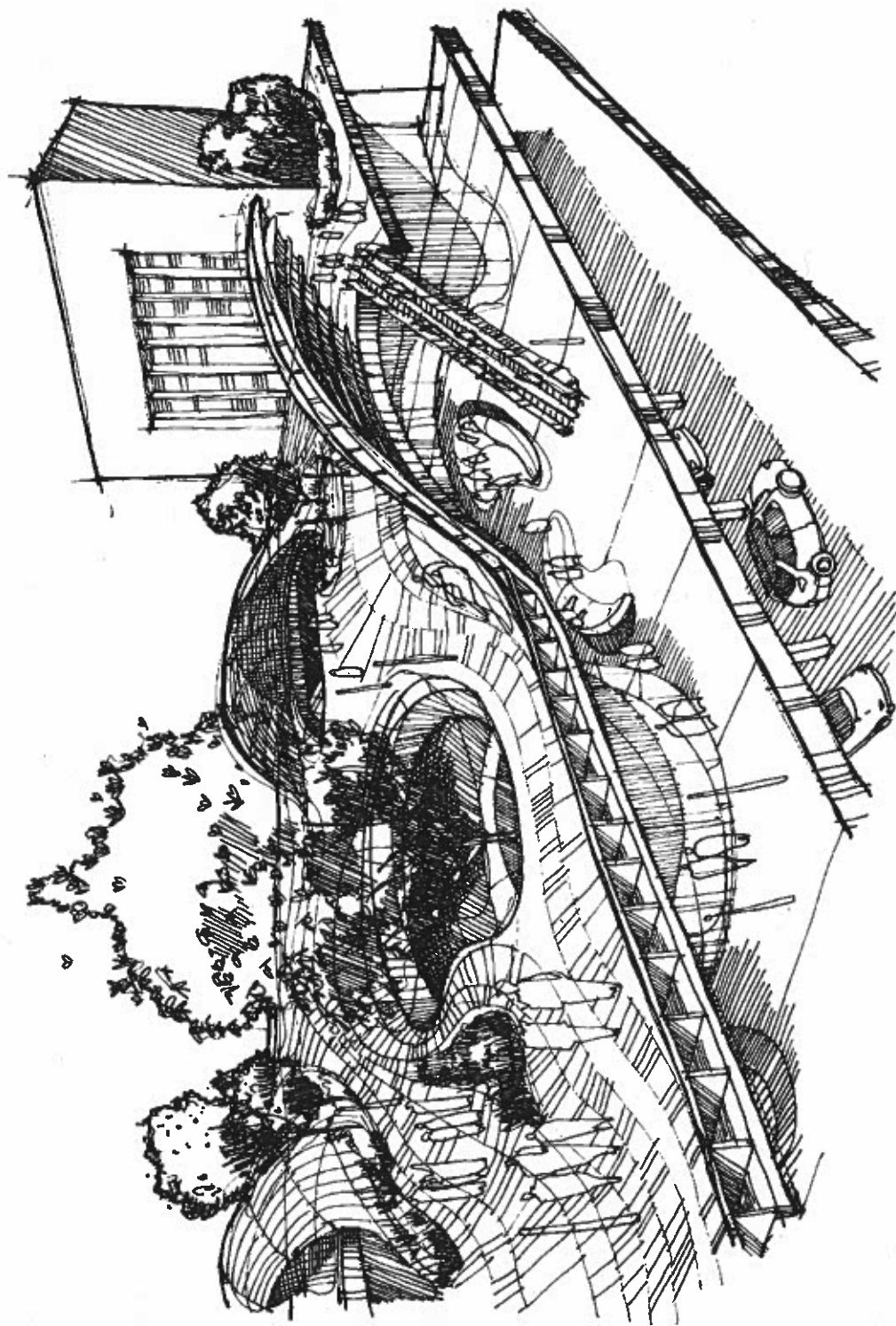
Car park: 28,000sqm (770 spaces)
Marketplace: 12,000sqm



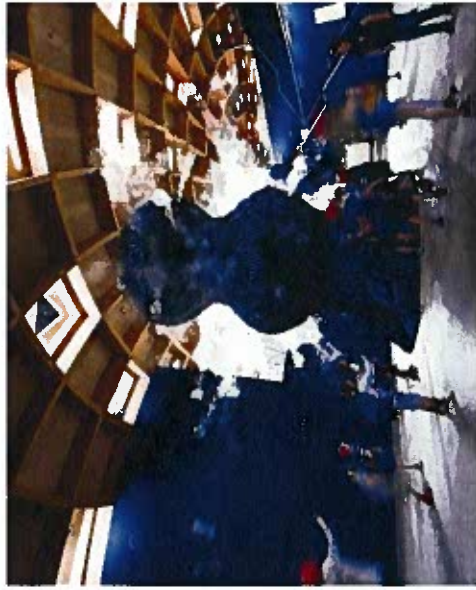
Ground Floor

Car park with 770 spaces & coach drop-off point
Market place - Cafe, shops, & pop-ups
Music & street theatre
Fork to plate Farm Kitchens
Retail - new & second-hand

**Proposed Sketch Perspective
Section**



Visitor Attraction Precedents



Invisible Worlds, Eden Project / Tate Harmer Architects



Rainforest Walkway, Eden Project / Tate Harmer



Brunel Museum / Tate Harmer Architects



Metropol Parasol Seville / Jurgen Mayer



Zeitz MOCAA Cape Town / Heatherwick Studio

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WHAT DO WE WANT TO DO?

- We aim to use our expertise developed at Eden and elsewhere to develop high quality, profitable cultural tourism and hospitality in South East Wales, by providing memorable experiences that delight, entertain and educate visitors and locals
- We aim to establish a strong and trusted brand with a fresh image that is developed in partnership and collaboration
- Alongside the capital project we will work in partnership to develop training and development of the local supply chain so that we will bring BIG economic impacts to the local and regional areas, with wealth creation for the immediate and long term
- We will seek to enhance the natural, heritage and human assets in the surrounding areas with sustainable development that provides wider appreciation of our environment and brings employment, investment and new livelihoods to add to the prosperity, health and identity of local communities
- We want to use the opportunity of the Levelling Up Fund to kick start the project now and we have wide support from partners and institutions to go ahead

WHY WALES ?

- There has been significant development and planned new ventures in South Wales in recent years - so funders and corporates can clearly see the potential of the area
- The Celtic Manor a short distance away has a large capacity new conference centre drawing many of the same audiences as we would target to the area
- There are large catchments within the average drive time of the destination - Cardiff, Bristol, Cheltenham, Gloucester, Birmingham, Swindon and even London is within a day trip
- There is a growing demand for tourism in South Wales including new adventures and activities
- Despite the increase in development, there is still significant untapped potential for places to go in wet weather
- There are very limited accommodation options in the area
- There is good local infrastructure, directly connected to road, rail, canal, cycle and walkways



WHY TORFAEN ?

- There is great road infrastructure, with significant funded development under the Cardiff City deal and a network of sustainable transport solutions including rail, canal, cycle routes and walkways.
- There are very few visitor attractions for tourists or locals giving a development opportunity for breathing life into existing assets and building new destinations.
- There is limited accommodation and hospitality provision of quality (with a few notable exceptions) giving a development opportunity for distinctive accommodation and events hosting.
- The Welsh government supports the development of tourism with grants and training.



WHY MAMHILAD ?

- It is iconic - the largest listed building in Wales, twice the size of Battersea Power station
- The Nylon Spinners Factory would provide the right scale for a real WOW factor and there is already a large group of local people engaged in finding a scheme to bring it back to life
- The industrial heritage of this area and particularly of the British Nylon Spinners Factory are relevant to the new revolution which is required and highlight the industrious nature of the area, the link between creativity and science demonstrated in the new destination
- The site, with the assistance of a local landowner, has enough space to create a thriving, healthy community to include housing, a primary school, outdoor playgrounds, allotments, a farm, an orchard and woodland walks
- [REDACTED]
- High levels of deprivation that can and should be addressed on the doorstep

Redacted under Section 43 of the Freedom of Information Act



WHY WORK WITH US ?

- We are a team of senior Directors - ex Eden Project and Peach Pubs with many years commercial experience
- We have a proven track record in generating economic impact of over £100m per annum at Eden and in other places eg: through local sourcing, recruitment and training
- We have a first class track record in capital development, operations, marketing, retail, catering, finance and fundraising
- We have a good networks and can excite national organisations and stakeholders to get behind this idea
- We believe collaboration, positivity, creativity and science working hand in hand will help move people towards a more sustainable way of life
- We are experienced in regeneration, tourism, finance, marketing, operations, education and business start up
- Its PERSONAL - we love this area, grew up here or and have strong connections to this area
- Gay's Mum was the first girl to do Science from Pontypool Girls school and went on to be in Chemical research at BNS
- We have invested thousands of hours in the project to date

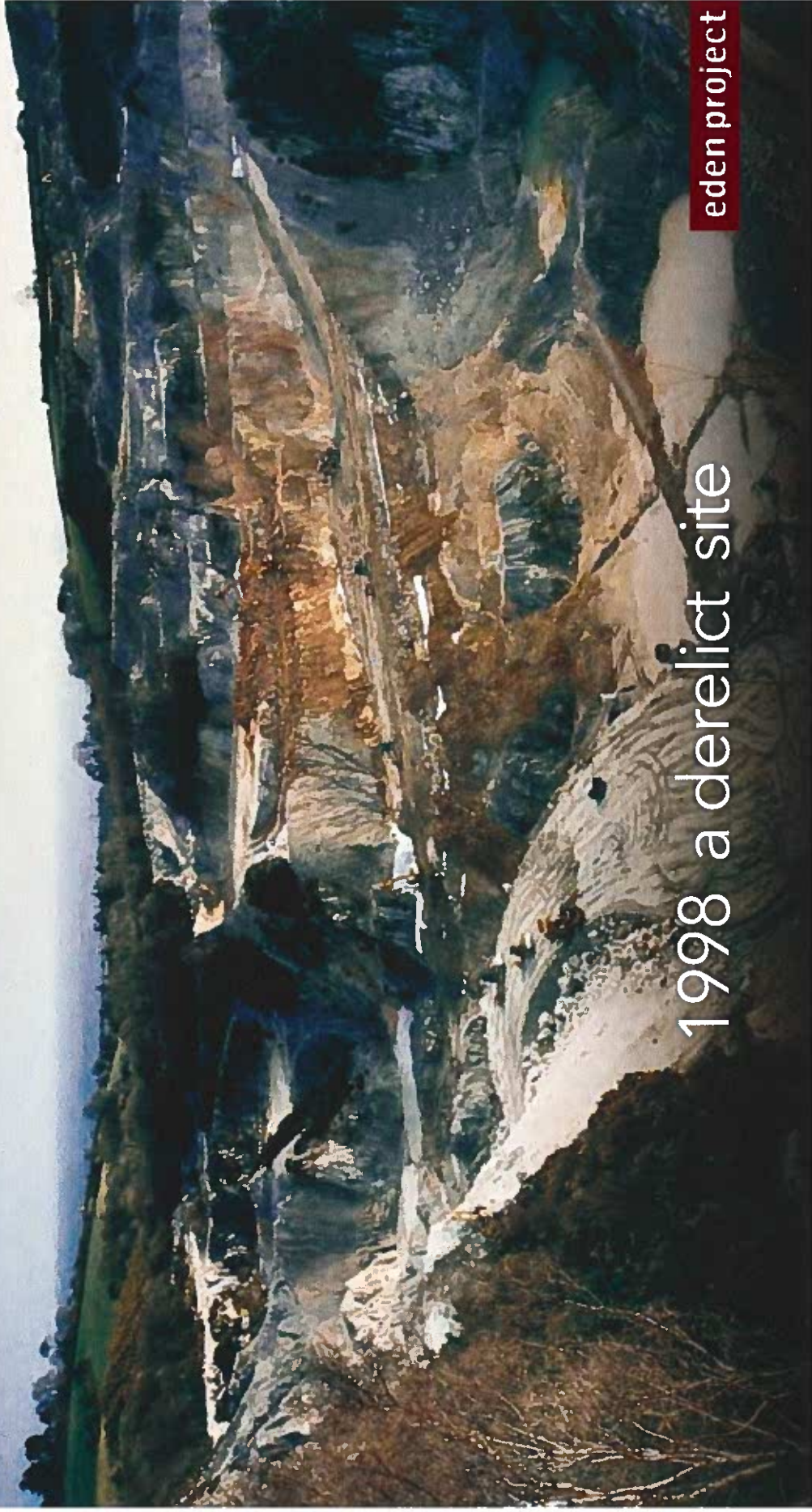


WHAT IS OUR TRACK RECORD?

The Eden Project Benchmark - Before

1998 a derelict site

eden project

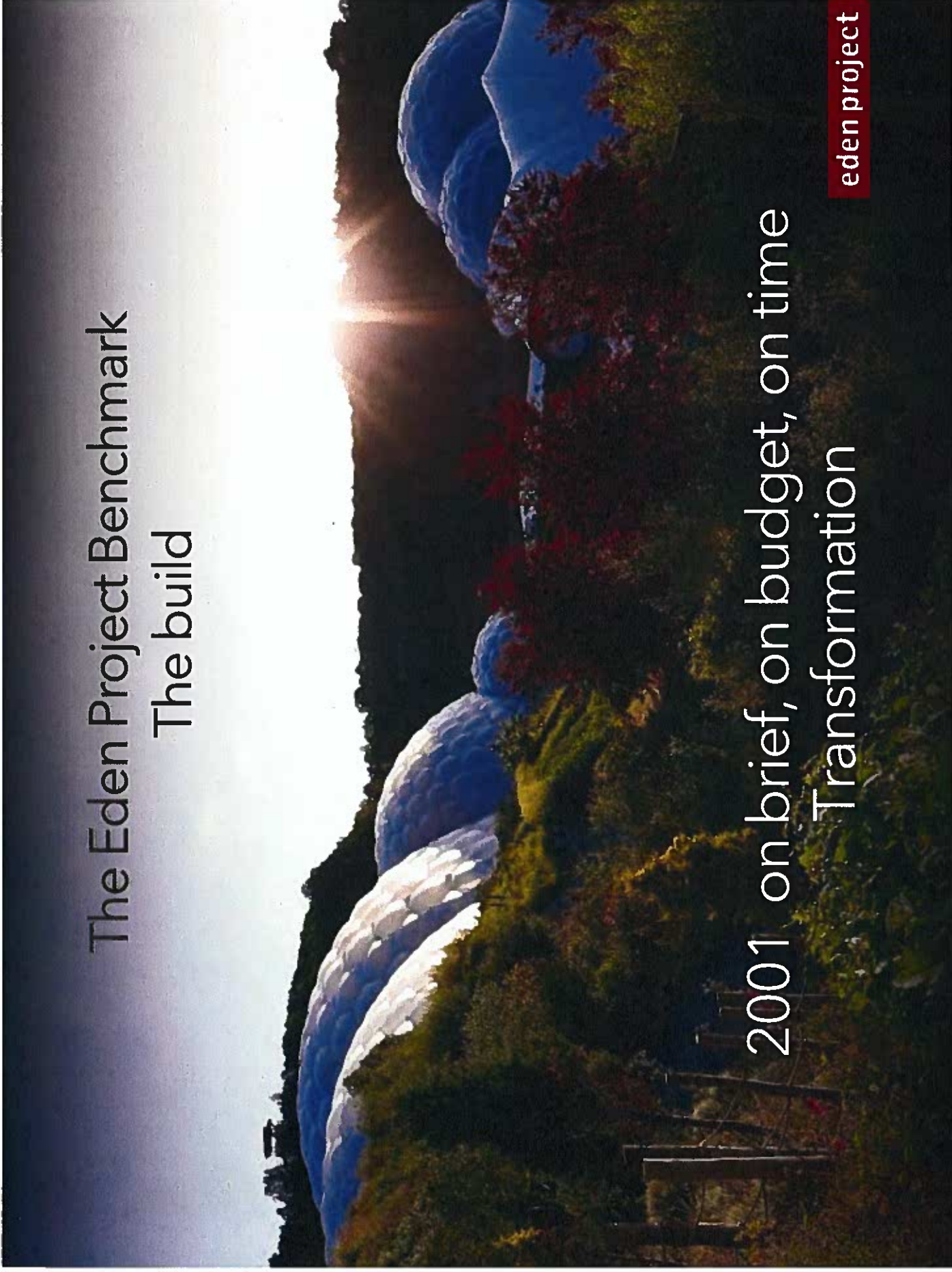


The Eden Project Benchmark

The build

2001 on brief, on budget, on time
Transformation

eden project



The Eden Project Benchmark

Media and awards

**“The eighth
wonder of the
world”**
New York Times

**“Best landmark for
the 21st Century”**
BA High Life Magazine

**“Education by
visionaries”**
Daily Telegraph

Best UK Leisure Attraction
The British Travel Awards
(‘The Travel Oscars’)
2011, 2012, 2013,
2014, 2015

eden project

The Eden Project Benchmark

Regeneration - The Numbers - first 3 years

Years
operating

3

Number of
visitors

4.6^m

Economic
impact

£450^m

Site
area

22^{ha}

Full-time
staff

526

Annual
Revenue

£20^m

eden project

The Eden Project Benchmark

Regeneration - The Numbers

Years
operating

20

Number of
visitors

20^m

Economic
impact

£1.8^b

Site
area

22^{ha}

Full-time
staff

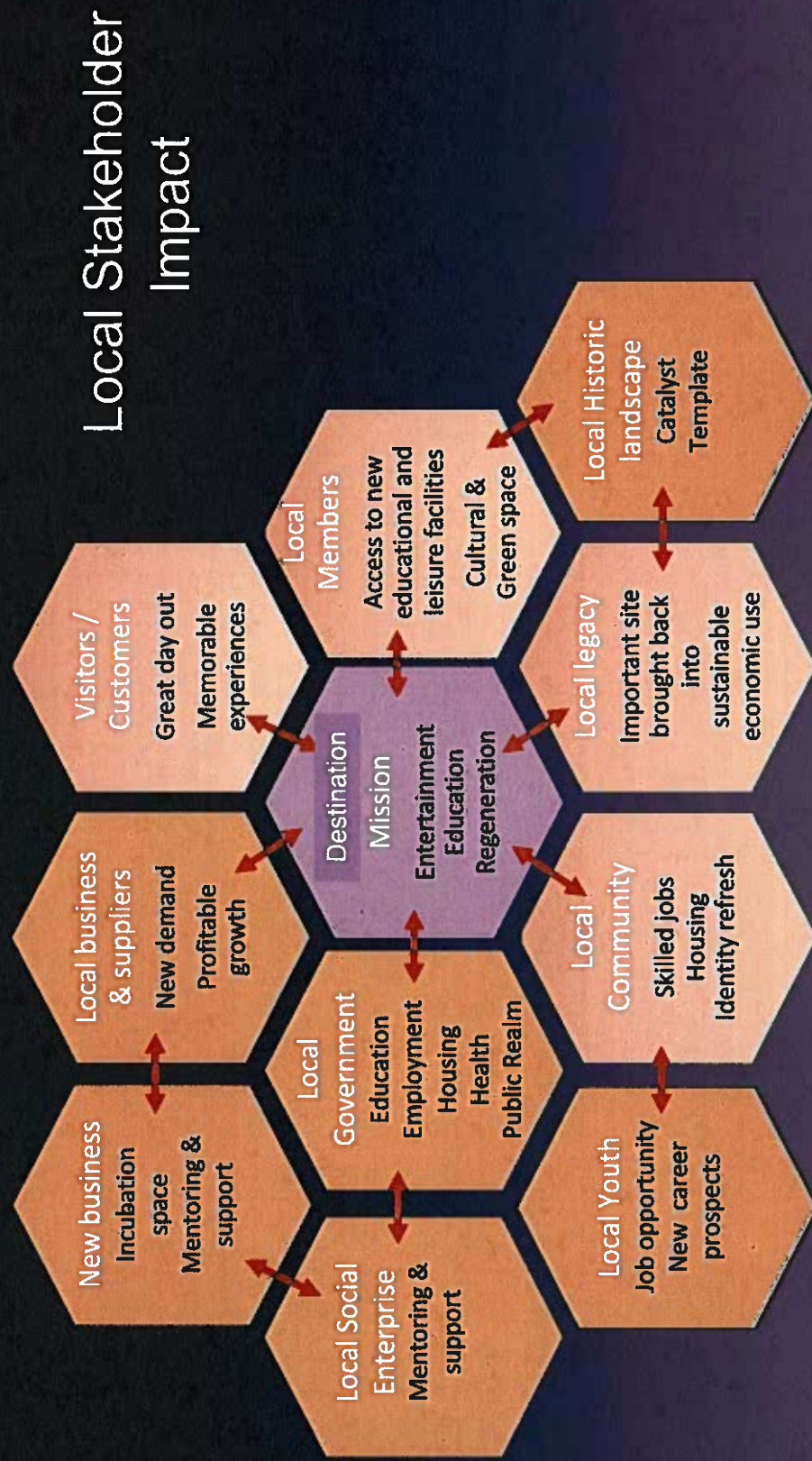
385

Annual
Revenue

£25^m

eden project

AND WHEN IT WORKS...



WORKING IN PARTNERSHIP



ECONOMIC IMPACT

EMPLOYMENT

New roles at the destination

(Eden currently employs 400 full time and 200 seasonal staff with 1m visitors per year)

New roles in the construction sector

New opportunities for designers, teachers

New full time roles in the food and beverage, events, exhibition, curation

New roles for the creative industries, artists, performers and craftspeople

New opportunities for apprenticeships and work experience

New opportunities for training - skilling up existing residents

Exciting and diverse job opportunities allowing locals to stay in the area

New inspiration for business start up

ECONOMIC IMPACT TOURISM & LEISURE

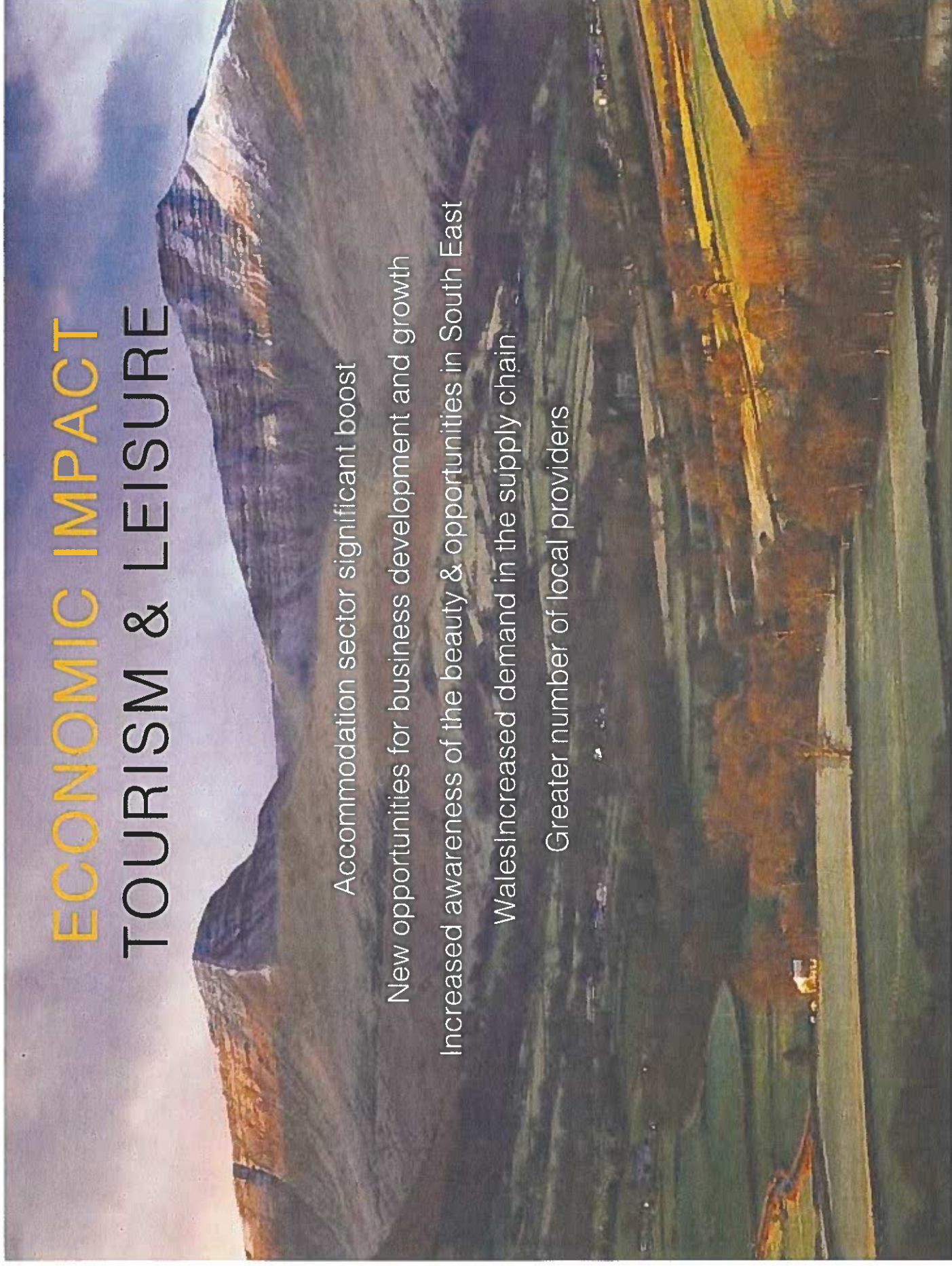
Accommodation sector significant boost

New opportunities for business development and growth

Increased awareness of the beauty & opportunities in South East

Wales Increased demand in the supply chain

Greater number of local providers



ECONOMIC IMPACT REGENERATION OF PLACE

Refurbishment of a listed building

Exemplary model of mixed development - prototyping for settlements of the future -

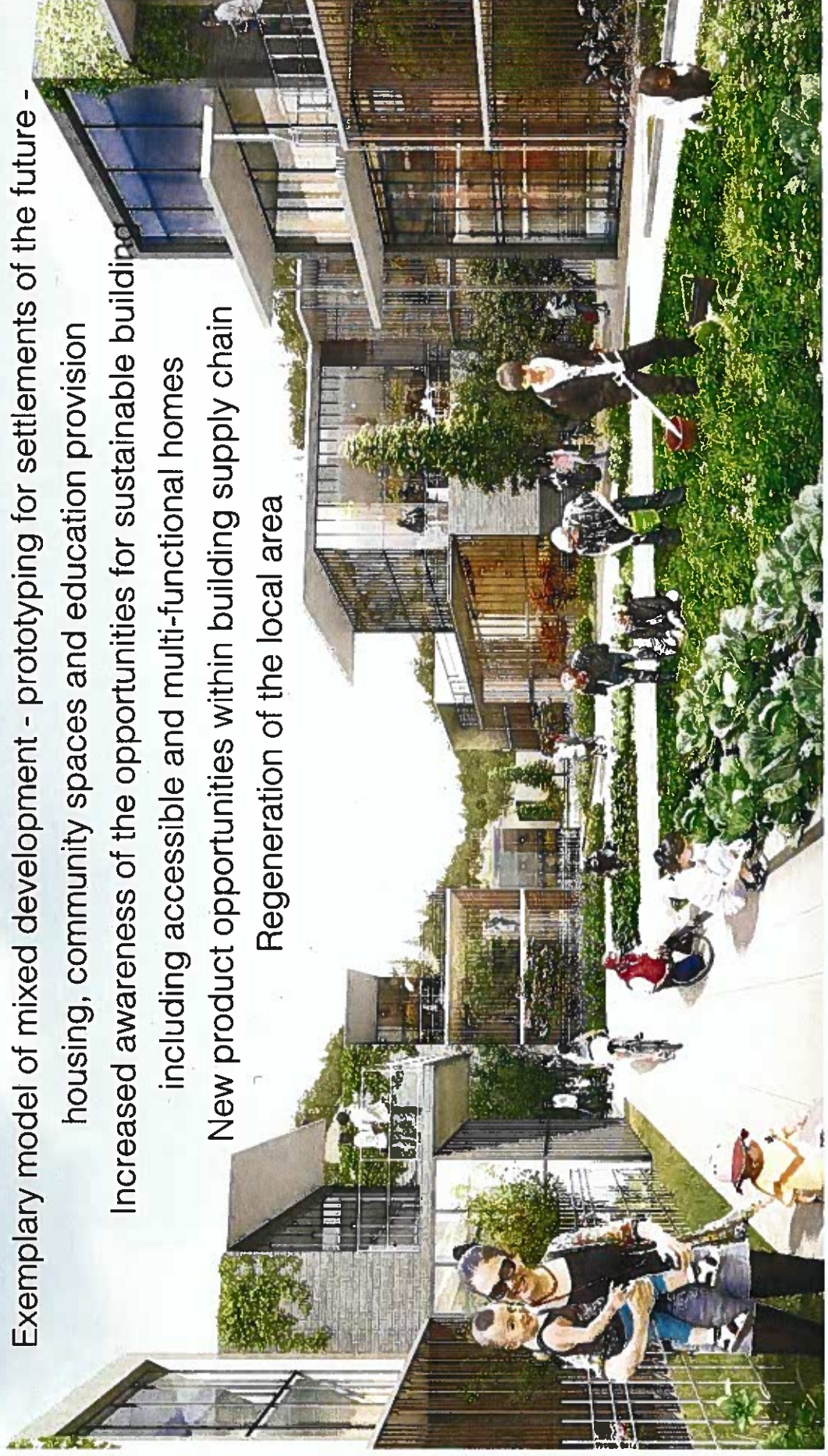
housing, community spaces and education provision

Increased awareness of the opportunities for sustainable building

including accessible and multi-functional homes

New product opportunities within building supply chain

Regeneration of the local area



EDUCATIONAL IMPACT

A NEW WAY OF LEARNING

Cross disciplinary

Sharing concepts and ideas from the greatest minds of our time
Identifying challenges and problems and being the catalyst for the creation of solutions

Encouraging mixed ages to converse about shared interests

To utilise technology and invention to progress without loosing the common sense and
learnings of our past

To provide everyone with a voice so we can share learnings, thoughts and ideas

Exemplary education provision - modelled and visited by global audiences

HEALTH & WELLBEING IMPACT SUSTAINABLE LIVING

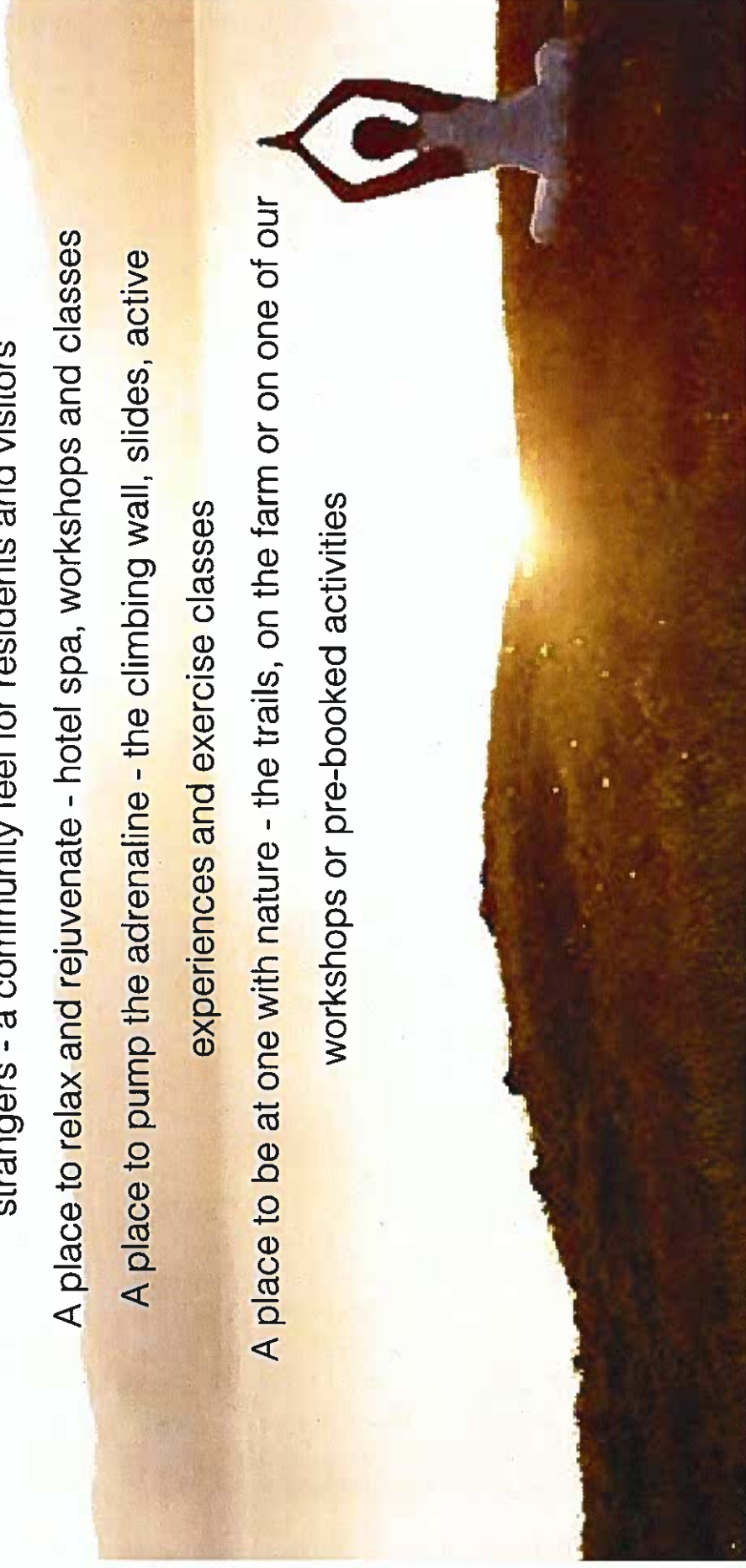
A place which encourages time spent together - with loved ones, with

strangers - a community feel for residents and visitors

A place to relax and rejuvenate - hotel spa, workshops and classes

A place to pump the adrenaline - the climbing wall, slides, active
experiences and exercise classes

A place to be at one with nature - the trails, on the farm or on one of our
workshops or pre-booked activities

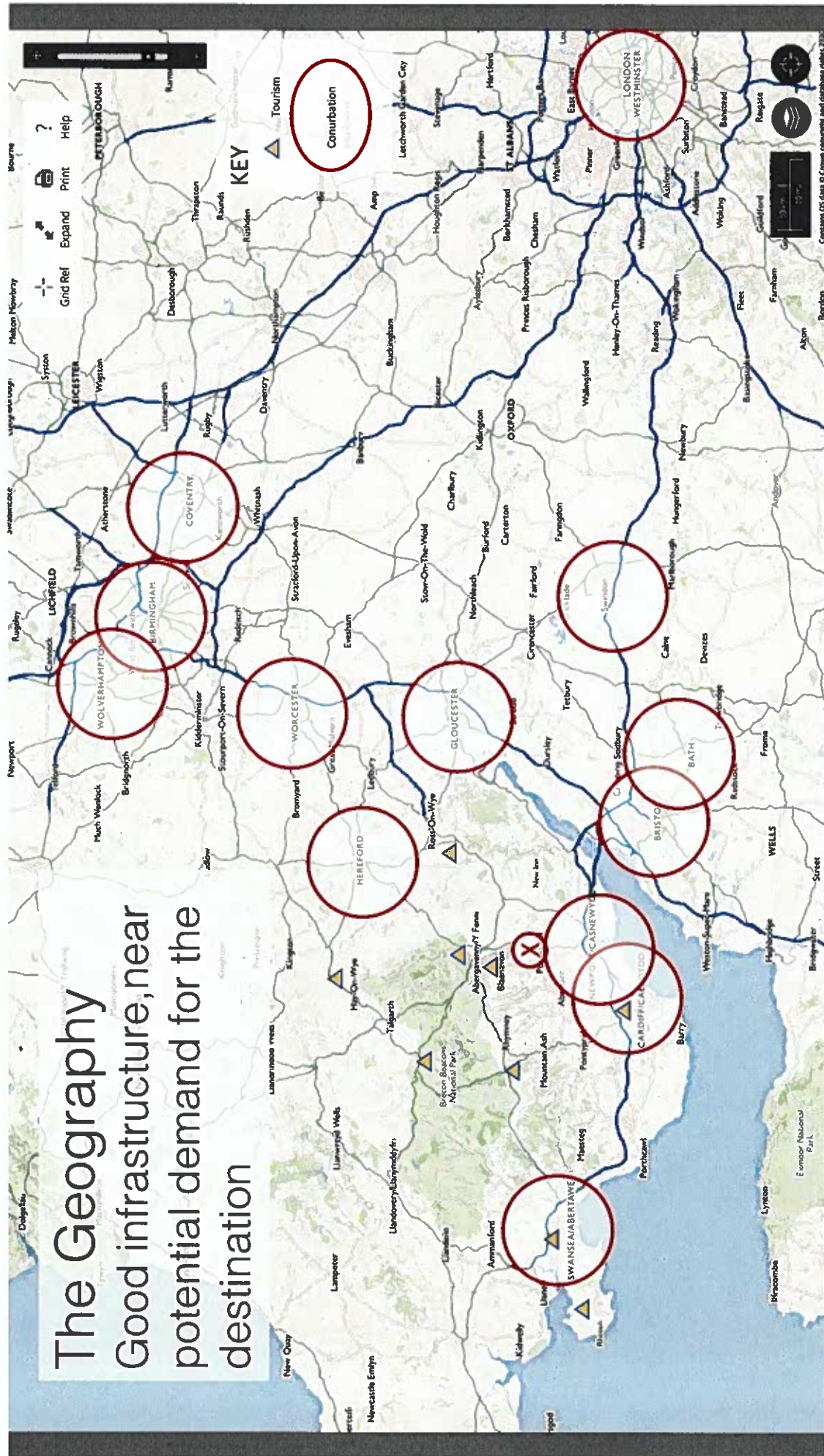


What is the opportunity?

- To provide a major new education, enterprise, tourism and hospitality venue
- To renovate an iconic landmark listed building and repurpose as a Landmark Destination that acts as stunning Gateway to South Wales
- To link together with existing local facilities to provide a catalyst for high quality leisure and tourism that will drive regeneration and employment across the region
- To provide training, skills and jobs for those in an area of low economic activity to access employment, wealth and health benefits both in the short and long term
- To develop the site with improved design and integration to become a residential and employment village demonstrating best practice for sustainable community development that would be a template for many other developments to come
- To integrate the adjacent land with Pontypool Park Estates, to provide food production and complimentary outdoor experiences that build an appreciation of nature and encourage walking, cycling, health and wellbeing

The Geography

Good infrastructure, near potential demand for the destination

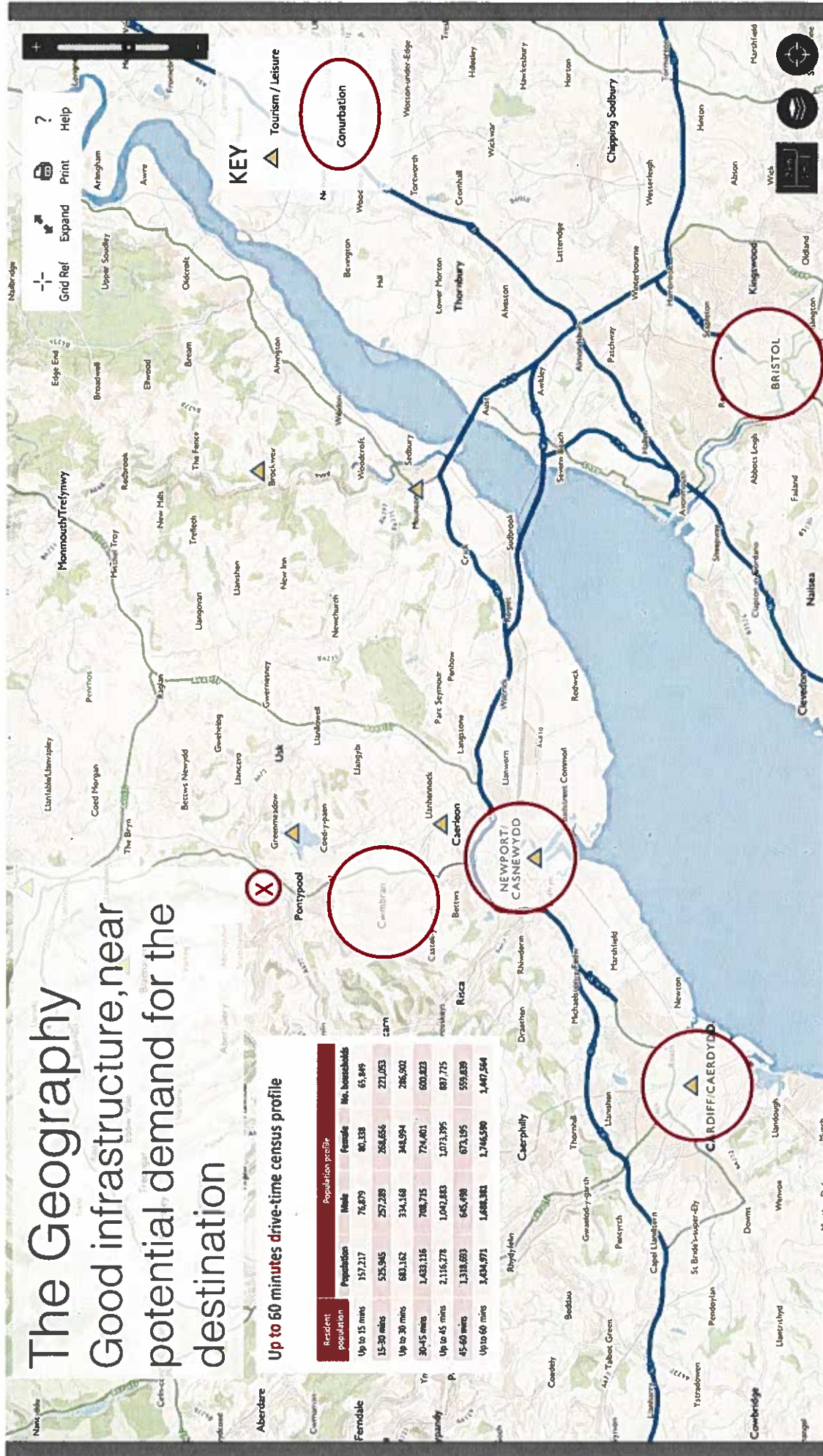


The Geography

Good infrastructure, near potential demand for the destination

Up to 60 minutes drive-time census profile

Resident population	Population profile			
	Population	Male	Female	No. households
Up to 15 mins	157,217	76,679	80,538	65,849
15-30 mins	525,945	257,289	268,656	221,053
Up to 30 mins	683,162	334,168	348,994	286,502
30-45 mins	1,433,116	708,715	724,401	600,823
Up to 45 mins	2,116,272	1,042,863	1,073,395	897,715
45-60 mins	1,318,693	645,498	673,195	559,639
Up to 60 mins	3,434,971	1,688,361	1,746,590	1,447,564



The Context

Only 1 place in top10 paid attractions in Wales are in the South East

Table 3.1: Top ten paid attractions 2018

	Name	Region	Category	Owner	No. of visits 2017	No. of visits 2018	% change	£ Adult
1	LC Waterpark & Leisure Complex	SW	THEME	PO	796,149	772,000	-3.0%	£7.00
2	Folly Farm	SW	FARM	PO	480,000	455,428	-5.1%	£16.00
3	Cardiff Castle	SE	HP	LA/NP	319,131	452,007	+41.6%	£13.00
4	Bodnant Garden	N	CP	NT	255,949	260,153	+1.6%	£14.00
5	Nova Prestatyn	N	THEME	LA/NP	N/A	250,000	N/A	£6.00
6	Caernarfon Castle	N	HP	Cadw	204,675	205,009	+0.2%	£9.50
7	Conwy Castle	N	HP	Cadw	221,652	201,961	-8.9%	£9.50
8	Zip World Slate Caverns	N	A/A	PO	190,000	195,000	+2.6%	£31.00
8	Zip World Fforest	N	A/A	PO	115,528	195,000	+68.8%	£20.00
10	Great Orme Tramway	N	R/T	LA/NP	205,495	191,613	-6.8%	£8.10

But there is good footfall to free South East Wales attractions

Top ten attractions SE Wales 2018

Name	Paid / Free	Category	Owner	No. of visits 2018 ^{2,4}
1 Wales Millennium Centre	Free	MAG	PO	1,762,281*
2 St Fagans National Museum of History	Free	MAG	AC-NMW	636,859
3 National Museum Cardiff	Free	MAG	AC-NMW	488,809
4 Cardiff Castle	Paid	HP	LA/NP	452,007
5 Cosmeston Lakes Country Park	Free	CP	LA/NP	250,000*
6 Llandegfedd Visitor Centre	Free	WL	PO	188,720*
7 Cwmcam Forest	Free	CP	NRW	182,946*
8 Techniquet	Paid	SC/T	PO	153,500*
9 Big Pit National Coal Museum	Free	MAG	AC-NMW	146,791
10 Dyffryn Gardens	Paid	CP	NT	141,261

Stimulating better outdoor activity

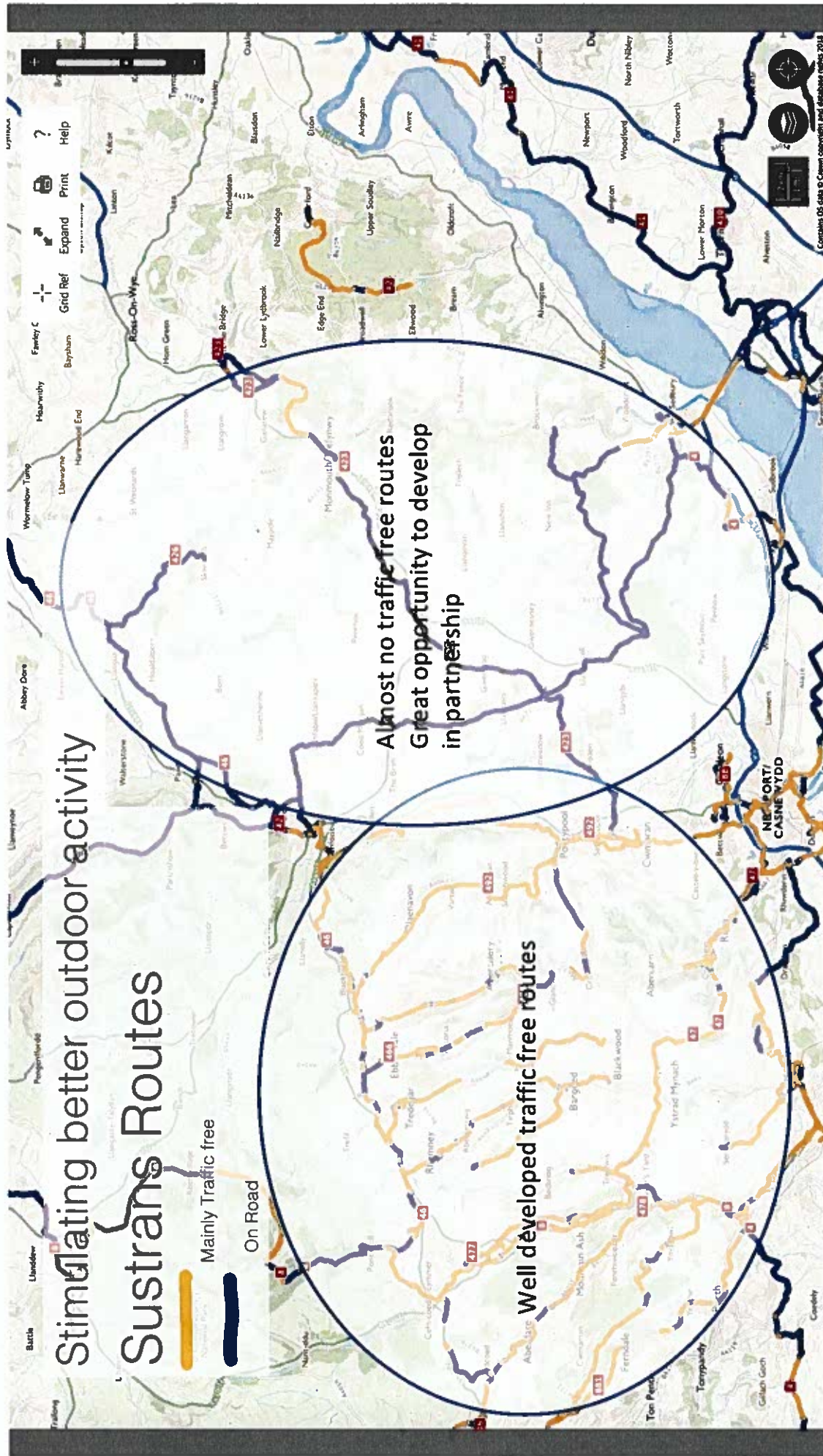
Sustrans Routes

Mainly Traffic free

On Road

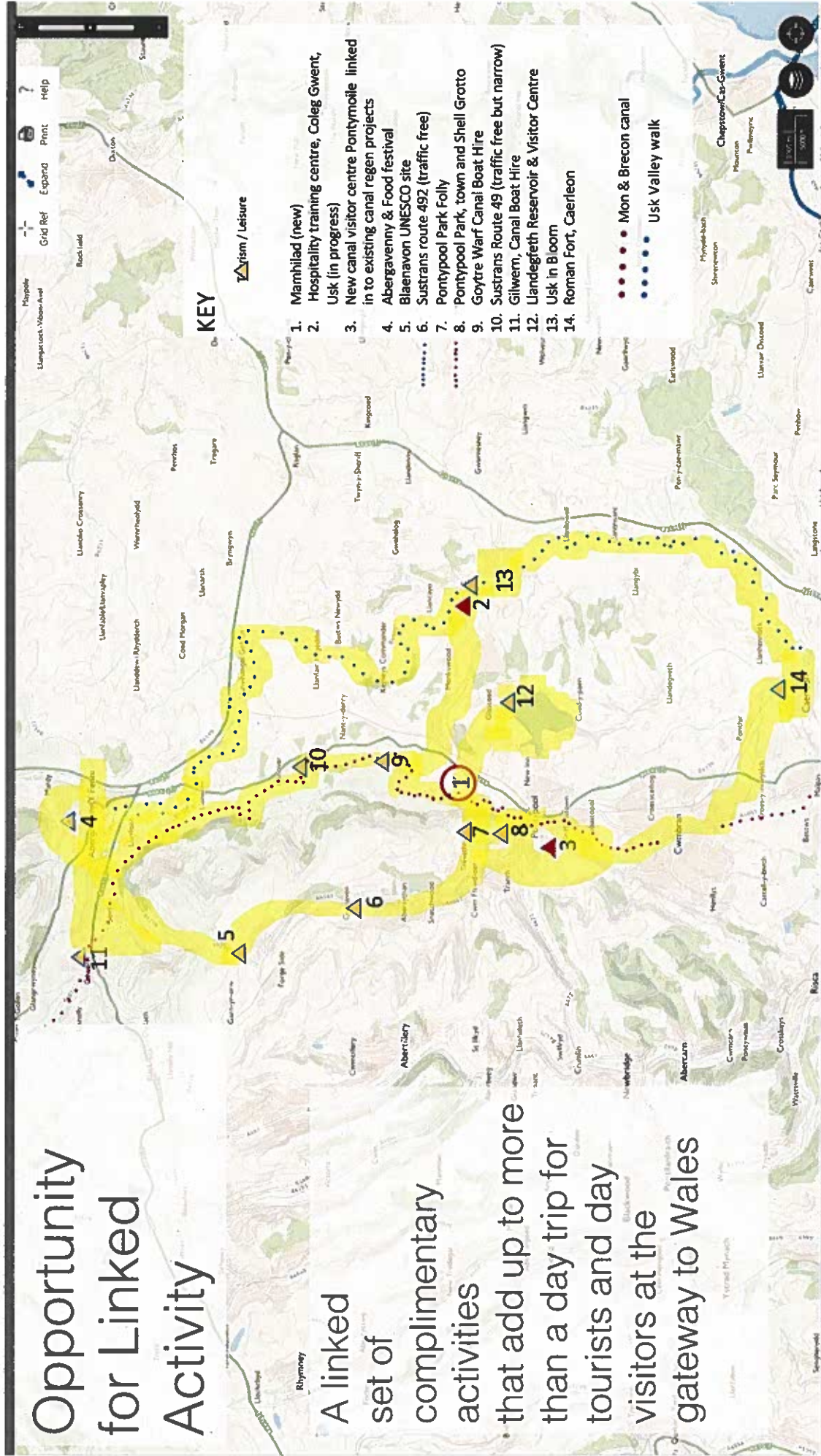
Almost no traffic free routes
Great opportunity to develop
in partnership

Well developed traffic free routes

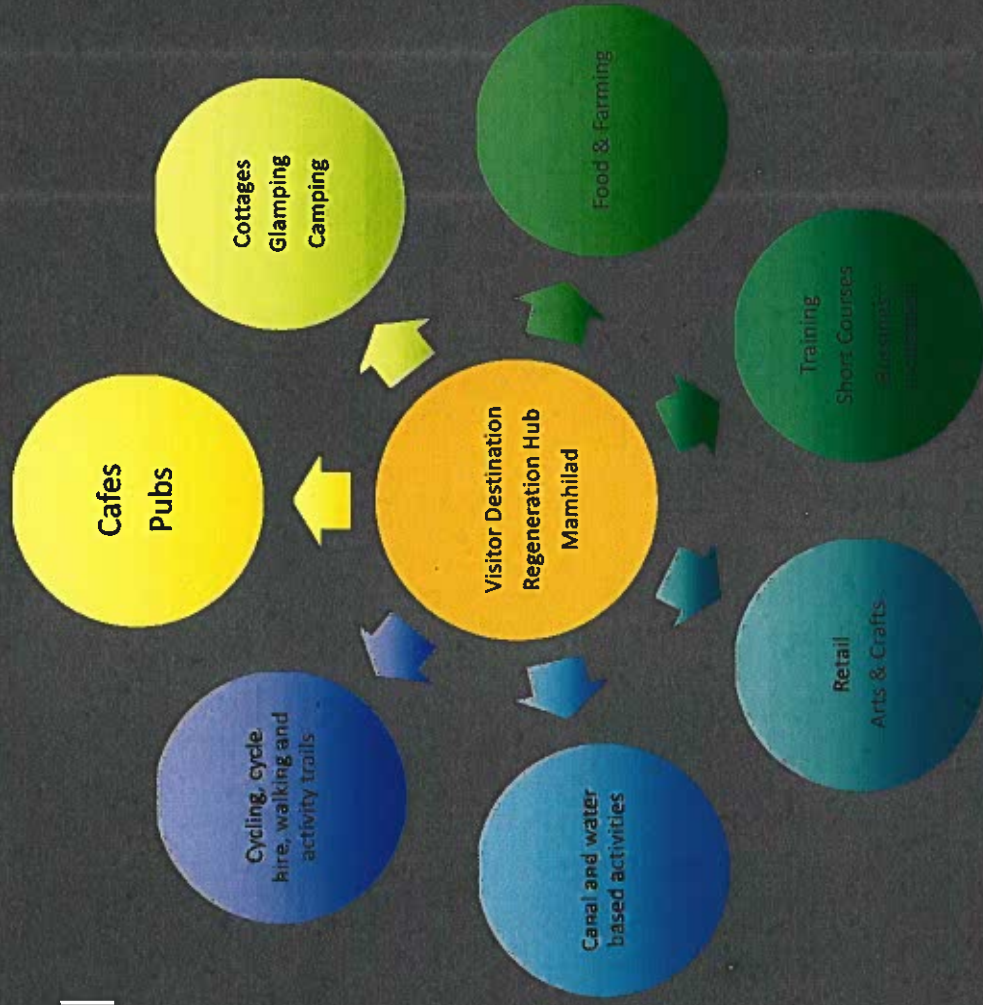


Opportunity for Linked Activity

A linked set of complimentary activities that add up to more than a day trip for tourists and day visitors at the gateway to Wales

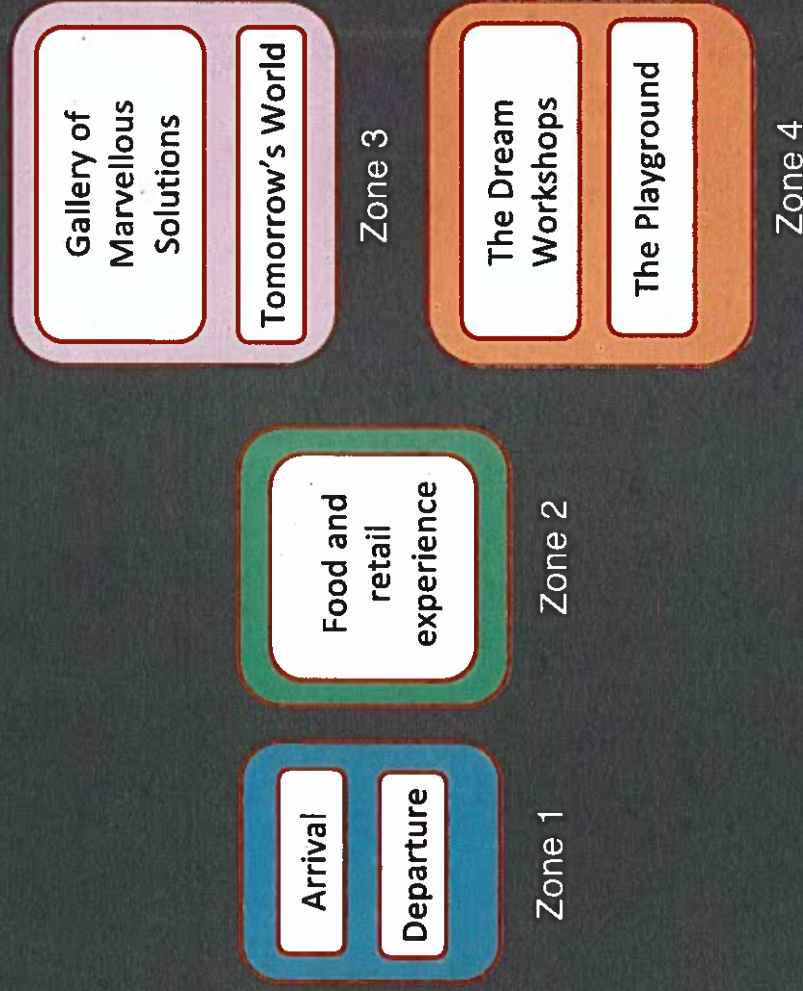


The Potential Activities



Leveraging investment already made and underway

Visitor Destination Schematic

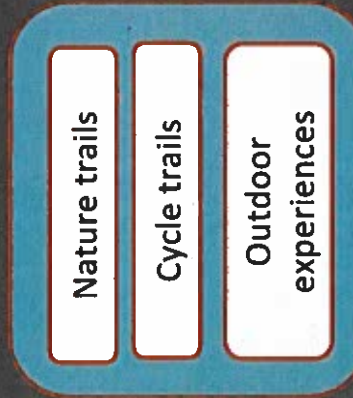


road to happiness

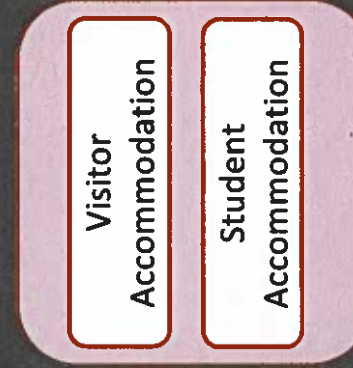
Campus Schematic



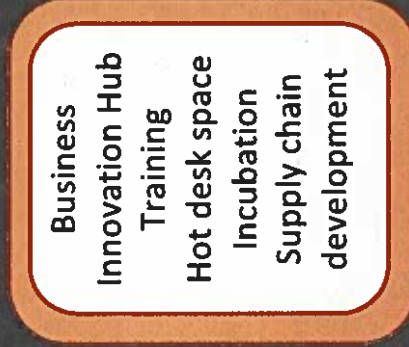
Zone A



Zone B



Zone C



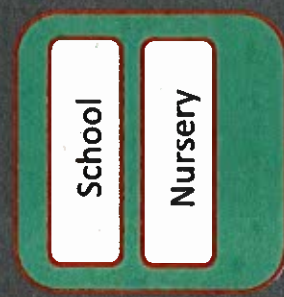
Zone D



Zone E

road to happiness

Mamhilad Site Schematic



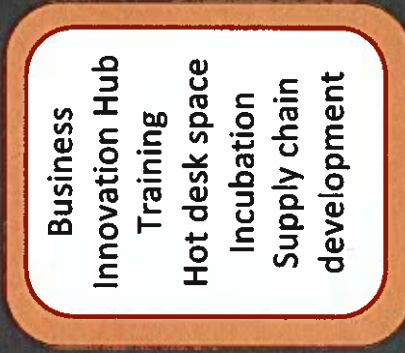
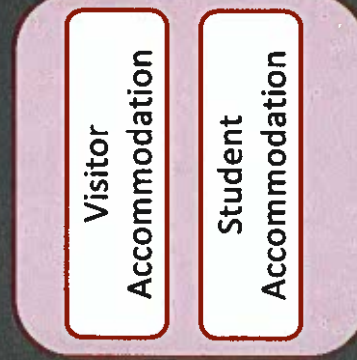
Zone A



Zone B



Zone C



Zone D

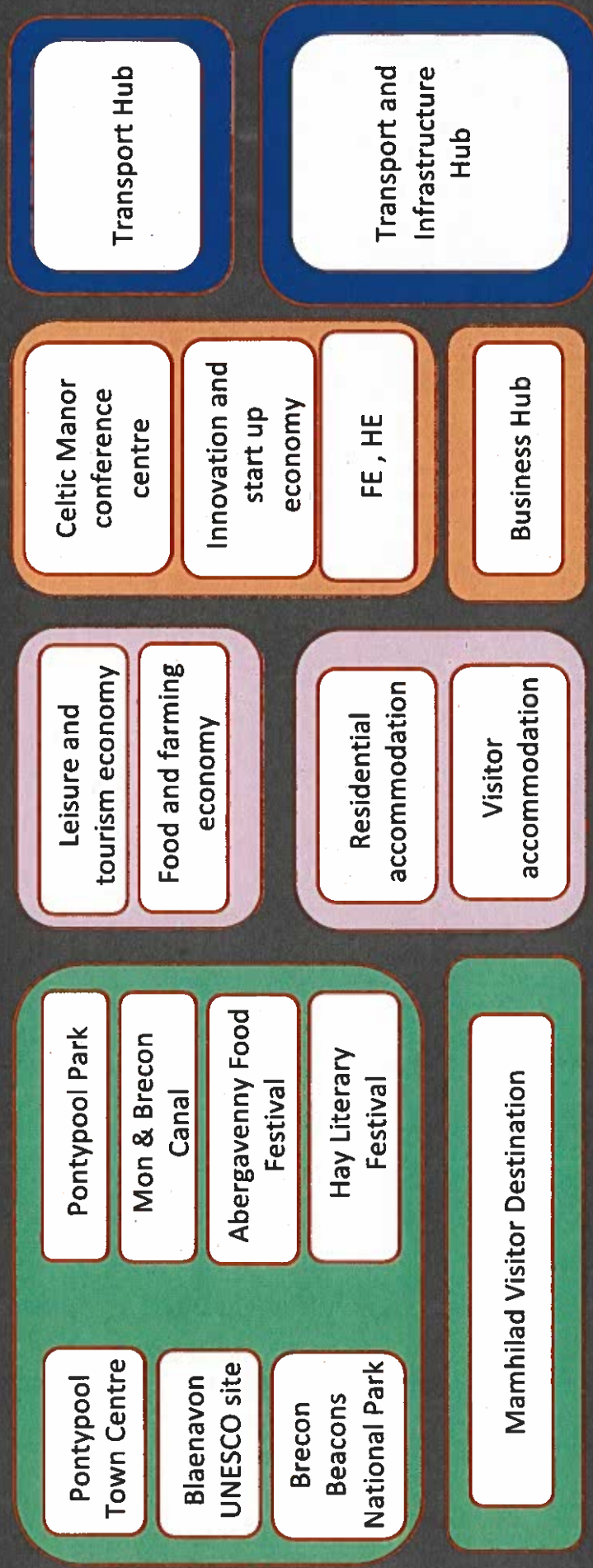


Zone E



road to happiness

Local Area Schematic



road to happiness

OUR VISION

A new vibrant visitor destination

in South Wales that brings much needed regeneration through renovation, inspiration, and a destination that acts as a catalyst for change a tried and tested model of imagination, collaboration and enterprise



Road to Happiness

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Taking an iconic giant of a listed building that has fallen into forlorn disrepair



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Road to Happiness



and breathing new life into it

starting with the dragon
a huge community arts project where every child
in Wales will have the opportunity to
craft a dragon's scale and come to the site to fix
the scale they have crafted on the emerging
dragon...

Road to Happiness

Imagine a place . . .

...where you can see the giant dragon made of tiles handcrafted by a million children, the gallery of marvellous solutions

...where you can play make believe, where you go through the door to find time to think and explore what could make life better, to try new skills and crafts with huge space to build your best ideas into reality and share these ideas far and wide

...where you harvest and help cook delicious food, learn to mend precious belongings in the palace of repairs, stay overnight in "an ideal world" and check out the bargains in the market square

...where you explore first hand tomorrow's world and take the best new memories home ...

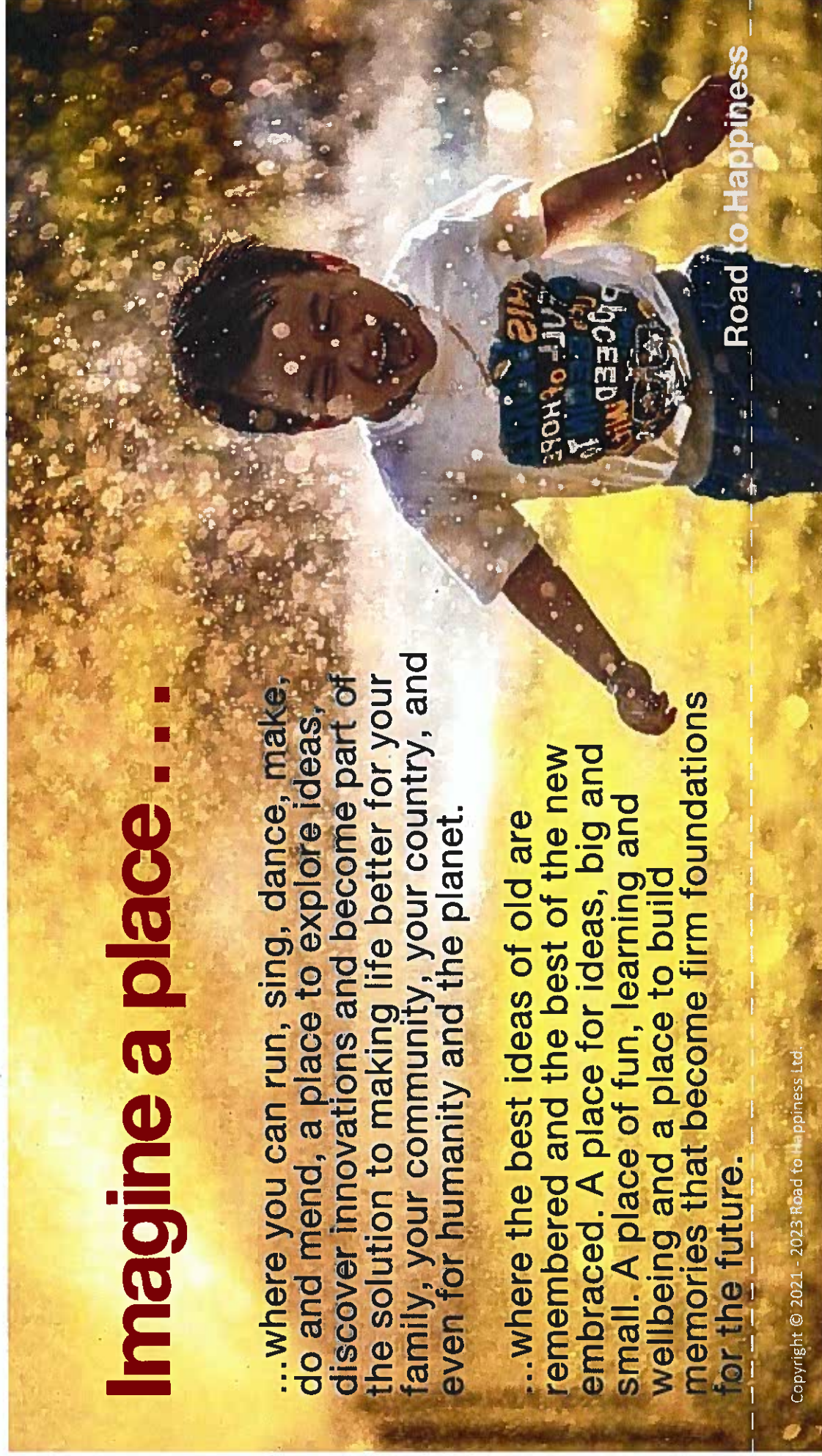
Imagine a place . . .

...where you can run, sing, dance, make, do and mend, a place to explore ideas, discover innovations and become part of the solution to making life better for your family, your community, your country, and even for humanity and the planet.

...where the best ideas of old are remembered and the best of the new embraced. A place for ideas, big and small. A place of fun, learning and wellbeing and a place to build memories that become firm foundations for the future.

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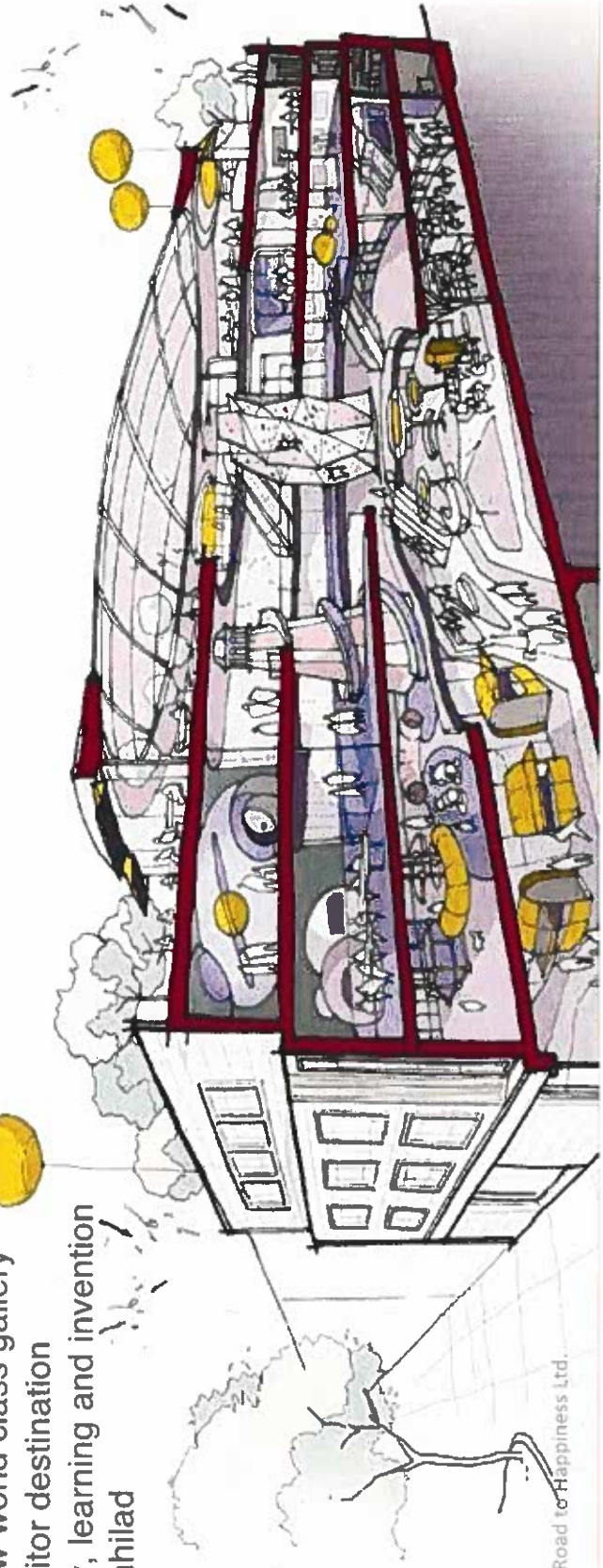
Road to Happiness



Welcome to

Xanadoo

The new world class gallery
and visitor destination
for play, learning and invention
at Mamhilad





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Xanadoo

World class exhibitions

The Gallery of Marvellous Solutions
full of inventions to inspire you
Tomorrow's World to help bring the world you
want to see alive before your very eyes



The giant playground

An exhilarating mix of family experiences
learning together through play



Workshops and events

Creative, craft and 'fix it' sessions with a focus
on connecting with your creative side and getting
hands on with repairing, recycling and
rejuvenation. You can watch or take part in our
chain reaction dream builds and events



The market square

Food and artisan retail
that draws you in with its fun
Interpretation and theatre
and builds a better choices by its impact



ARRIVAL

Fun, clear directional signage, a warm welcome and a little bit of the unexpected will always be present





ARRIVAL

The start of your visit

You enter a dark space with walls lit by projections, walking you through the history of this place and its people and how 200 years ago coal was taken from the belly of the earth and mixed with fire and iron to make steel. You see how the imagination and ingenuity of engineers and entrepreneurs gathered from around the world completed brave new projects that underpinned the industrial revolution.

You will hear how after World War II, a generation wanted to create a better world and harnessed their inventiveness, science and technology to create new fabrics. They built this building that has been empty and asleep for the last 20 years waiting for us to fill it with ideas of how we might build and create the world we want to see



Wear that you're building

ARRIVAL

Orientation A bright day with exciting choices

You emerge into an enormous bright, light, space with organic shapes and sweeping vistas. There is a big central spiral staircase winding its way up and down.

You are welcomed by a guide and your choices for the day explained. You collect your map and itinerary and set off on the first part of your journey.



THE PLAYGROUND

FIND YOUR SENSE OF ADVENTURE

Scientific studies have evidenced that laughter helps you live longer. It strengthens your immune system, boosts mood, diminishes pain, and protects you from the damaging effects of stress. Nothing works faster or more dependably to bring your mind and body back into balance.

Imagine hurling down the longest indoorzip wire, zooming down a giant helter skelter, playing real life size snakes and ladders or Mousetrap, exploring a lifesize dolls house or maze, climbing into a real space shuttle, a whole world of enormity and scale.

So, let's have some fantastic fun and rediscover our ability to climb, to jump, to freefall, to problem solve, to marvel and to laugh out loud with exhilaration.

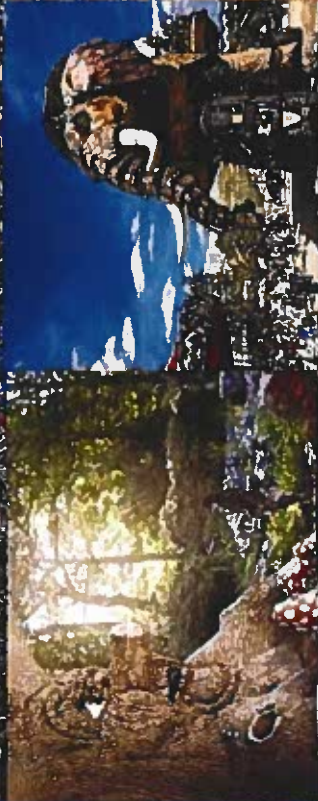
Play with your family, your friends or new people you meet on the day.

Road to Happiness



THE PLAYGROUND

One of the biggest indoor playground's in the UK for all ages and abilities, each activity will have a message. Big adventure big exploration and big fun.

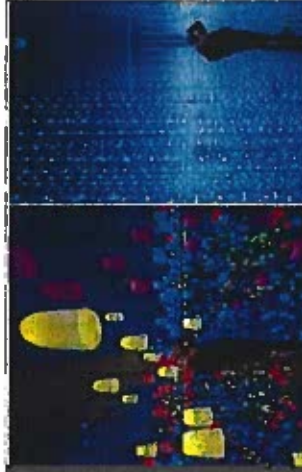
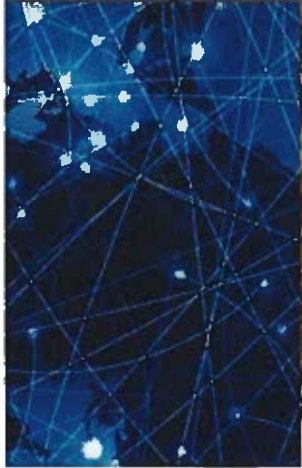


THE GALLERY OF MARVELLOUS SOLUTIONS FIND HIDDEN TREASURE

At any one time 93% of our National Collections are not on exhibit to the public.
Why are we storing them away if we are facing such an economic and environmental crisis now?
Who are they being kept for - future generations that may never get to see them?
The next generation is challenging us to act so let's learn from our history now.
What were the challenges of the past and how did we solve them? What are the lessons for today?

So, let's throw open the doors and free our hidden treasures
We will borrow from attics, cellars and dusty stores
in our museums and galleries around the UK and
bring great objects with a story into shared spaces
so that we may see, touch, smell, hear and learn from them

Road to Happiness



THE GALLERY OF MARVELLOUS SOLUTIONS

Find treasure in the gallery that takes you through history visiting the greatest inventions that changed the world for the better.



TOMORROWS WORLD

FIND OUR FUTURE

There are 17 sustainable development goals, 170 recommended actions and thousands of NGOs and charities dedicated to making the world a better place. An estimated 4 billion emails were sent and received in 2021. More than 2 million articles are published every day on the web. So, let's reduce the white noise and cut to the action.

Let's get a better handle on what the world really looks like today and could look like tomorrow. Let's make a model of the world so that we can get a shared helicopter view, so that we can see what levers we have to pull and whether its plastics, carbon, rainforests, air travel, equality or other critical issues that we might focus on to build a shared objective. Explore where you and your life fit in. We will showcase the ideas and projects that could make the world a better place and give you a guided tour of how you can maybe add a few ideas of your own. Sharing your vision with others more than doubles the chances of success.

So lets have a go at making all our dreams come to life in this great new space.

Road to Happiness



[REWILDING]



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TOMORROW'S WORLD

Tomorrows world showcases ideas and projects and the choices we can make to shape to shape the future



WORKSHOPS AND EVENTS

FIND YOUR CREATIVE SPIRIT

Getting involved with creative projects can have powerful and lasting effects on health. It can help to protect against a range of mental health conditions, help manage mental ill health and support recovery.

Music making exercises the brain as well as the body and singing is particularly beneficial for improving breathing, posture and muscle tension. Participating in music has been shown to be effective in pain relief probably due to the release of neurochemicals such as endorphins. There's evidence to suggest that music and dance can play a role in sustaining a healthy immune system, by reducing the stress hormone cortisol and boosting the Immunoglobulin A antibody. Art therapy is long understood to improve a sense of well being.

So, let's make a song and dance about it and use new spaces to get together. Lets pick up a pencil or a paintbrush and paint a new picture or start a new project.

Let's find our voice, our feet, our creative spirit.

Road to Happiness



WORKSHOPS AND EVENTS

Creative, craft and 'fix it' workshops where you can indulge all the creativity that you don't have time, space or equipment for at home, with a focus on reconnecting, refreshing, repairing, recycling and rejuvenating





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WORKSHOPS AND EVENTS

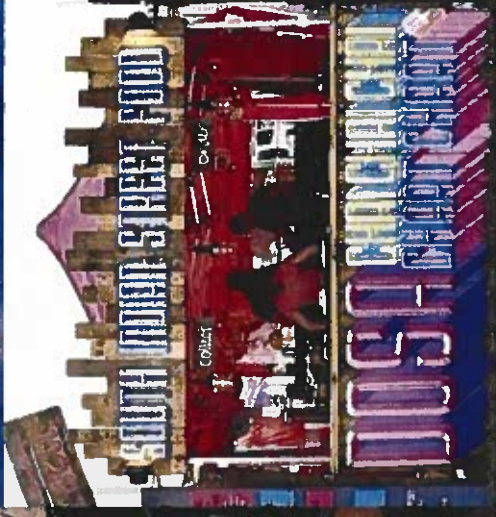
Visitors can choose to take a seat in 'The Box' our very own theatre of dreams where they can watch or take part in our chain reaction builds or our great inventions show.





V

What we eat, what we buy, where it comes from and how it's made are all important stories we want to tell. Customer focused, the food offer will highlight our values serving a healthy, sustainable menu as delicious as anything you want to test against and a market you'd want to put on your holiday must do's





THE MARKET SQUARE

The market will sell fixed, upcycled and ethical products. You can shop, bring items to be fixed, or get involved in a workshop to learn to fix yourself. Seeing craftspeople at work and learning from them will be part of the attraction.





**Real food
doesn't *have*
ingredients.
Real food
IS
ingredients.**

#LiveLifeGood

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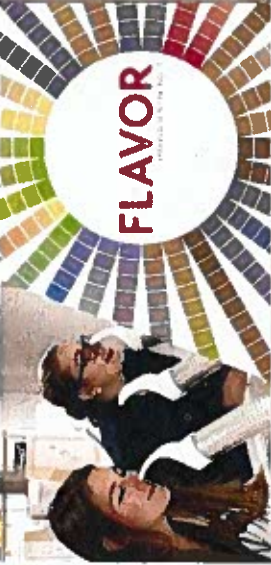
THE MARKET SQUARE

From fork to fork stories of ingredients and how to shop, cook and eat more sustainably. Stories of slow fast food and seasonality. Organic, Vegetarian, Vegan, Sharing platters and food waste will all be explored



**Organic vs.
Non-Organic:**
Seriously, what's the
difference?

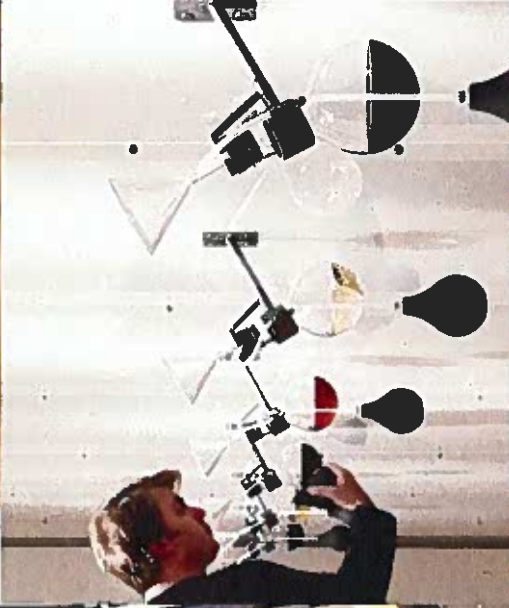




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THE MARKET SQUARE

We will have exhibitions on the story of smell, taste and colour the impact it has on flavour





THE MARKET SQUARE

Sustainably sourced, ethical retail offer as pop up markets or as part of the longer term solution. Market stalls which offer local craftspeople to promote their wares





THE MARKET SQUARE

There is no "away".
Using sculpture, art and fun interactive interpretation we will tell the story of waste. Rather than hide it out of sight and so out of mind but we propose to bring it to the foreground - highlight the volume of waste, what we consume and what happens to it.





A NEW WAY OF LEARNING

Cross disciplinary, project based, immersive experiences, engaging all the senses for deep understanding and lasting memories.





DIVERSE AUDIENCES

Nurseries and Pre-schools, Parents Grandparents and
Toddlers, Primary and Secondary Schools, Colleges
and Universities, Families and extended family groups,
Young and Older Couples, Singles, Disabled, Parties
and Groups will all be catered for



Critical success factors

- Must see and do experiences that act as a magnet
- Compelling brand with iconography
- An easy to understand proposition in a great location
- Charged for workshops, playground and galleries
- Some free educational exhibitions
- Year round seasonal events
- Food, drink and retail that generates £££ linked in to local supply chain, online and developing local amenities
- Great partnerships with the community & government
- Great collaboration with education and other institutions
- Good Return on Investment and EBITDA
- Regenerative impact on people and place

Visitor destination

Road to Happiness

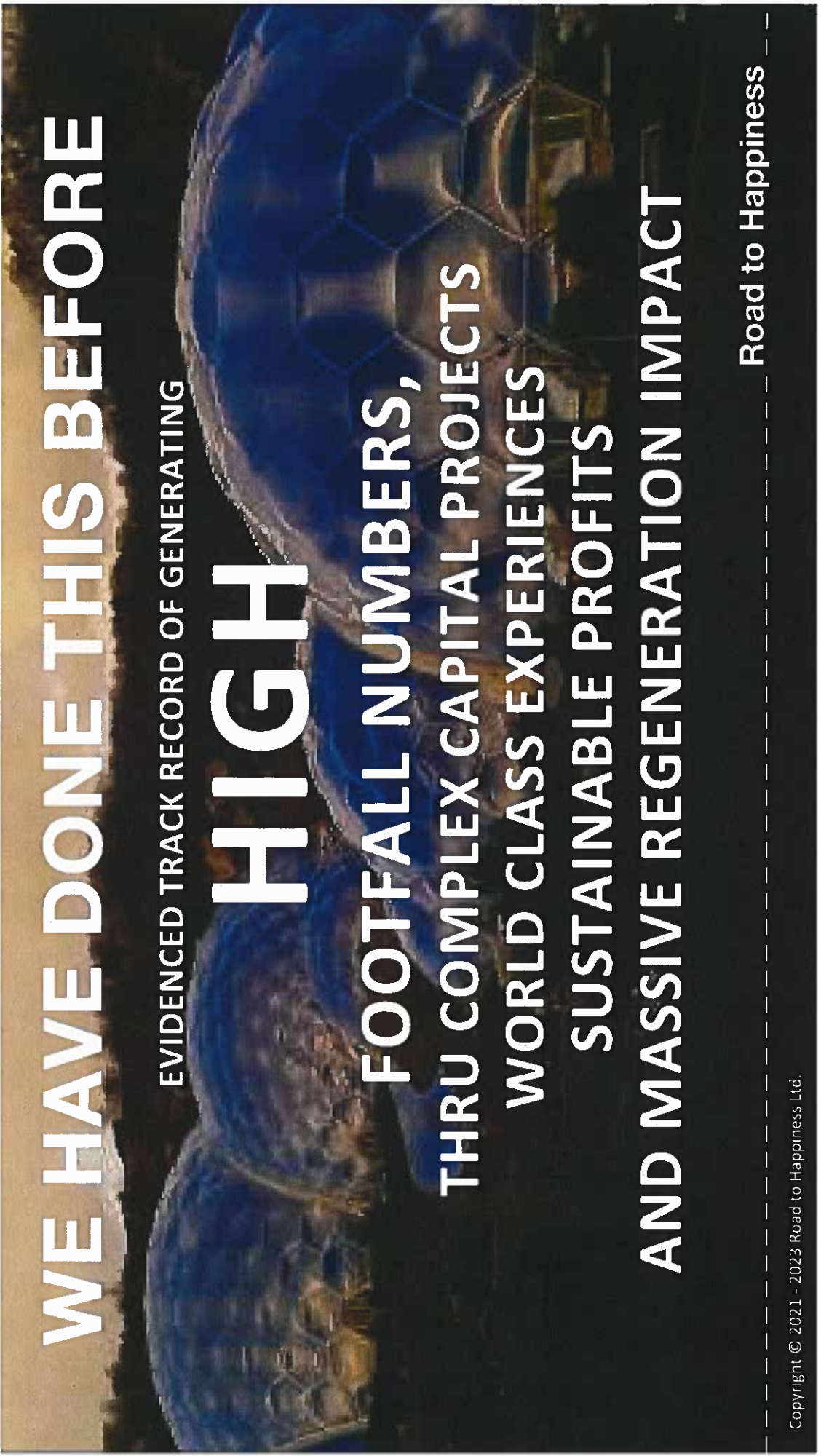
THE ROAD TO HAPPINESS TEAM

Redacted under S40 of the
Freedom of Information Act



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WE HAVE DONE THIS BEFORE

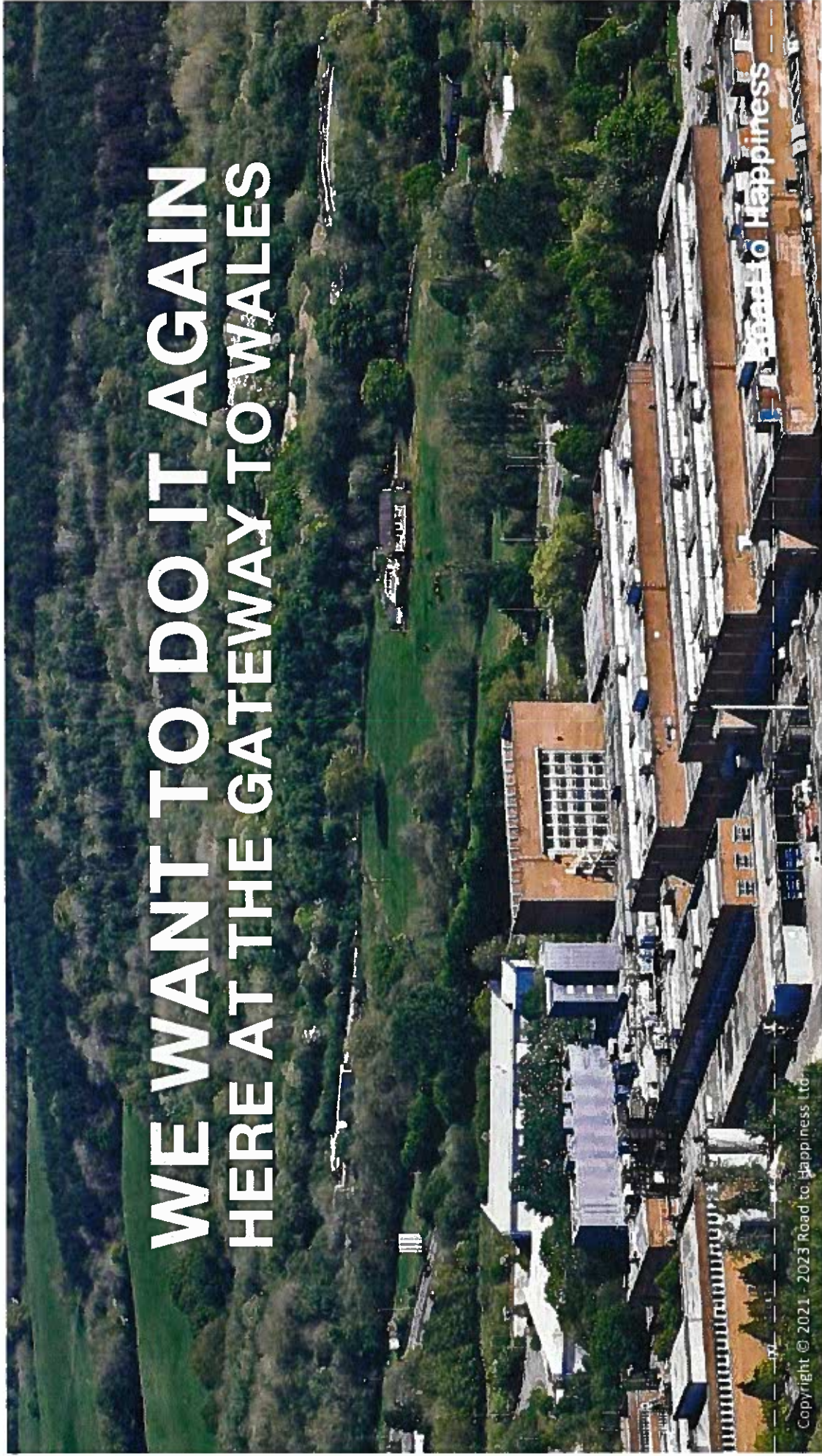
EVIDENCED TRACK RECORD OF GENERATING

HIGH
FOOTFALL NUMBERS,
THRU COMPLEX CAPITAL PROJECTS
WORLD CLASS EXPERIENCES
SUSTAINABLE PROFITS
AND MASSIVE REGENERATION IMPACT

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**WE WANT TO DO IT AGAIN
HERE AT THE GATEWAY TO WALES**



Road to Happiness

Our vision

to inspire people to connect with their creativity and practical skills and realize their potential to shape their world.

Our mission

to re-invigorate places through educational tourism, liberating the dormant economic value of people and places.

Our proposal to develop a new world class visitor destination in Wales

Xanadoo

Create the world you want to see

Road to Happiness

Xanadoo

Xanadoo aims to address the polarisation of arts, crafts and science in formal education and bring them crashing together in one place at huge scale so that ordinary people at whatever stage in life can be inspired to reconnect and unleash their creativity to create the world they want to see.

Road to Happiness_____

Xanadoo

We aim to build a major new visitor destination in South Wales that takes advantage of the great local landscape, rich heritage and good travel infrastructure. We aim to support this with the development of outdoor family experiences with increasing accommodation and hospitality facilities in the area.

We will provide high quality, memorable experiences that delight, entertain and educate visitors and locals. A renewed creative energy will be encouraged to focus on designing and creating “the world you want to see” in its many varied aspects.

Xanadoo will provide the opportunity for enormous fun and hands on learning in a creative, flexible environment where there is no right or wrong, only exploration supported by great resources, mentors and master crafters. We will use many mediums and ways to open the door for different audiences, including food, music, art, games, digital media, nature, gardening etc

Road to Happiness _____

Xanadoo

We will showcase the great things about the world in which we live today. The accepted knowledge of today's world will be presented and challenged. We will crowd source ideas and views will be collected and shared for consideration by a wide audience. We will also showcase potential answers to the challenges of the 21st century, the risks that arise from the way we live now and the positive impact on all our lives good solutions could have, building a collective vision of a new world.

Together we will create and prototype a better way of living, which respects each other and our place in the natural world. We will dig into the current trade offs and work relentlessly, informed from ideas from around the world to find better answers. We will source and celebrate the good things in life with energetic festivals and events, live and online.

Road to Happiness_____

Xanadoo

We aim to revolutionise our attitudes to the potential and timescale of positive change driven by inclusive, collective creativity, design and delivery; putting apathy in the bin and harnessing personal talents, choices and action to individual and collective good.

We will highlight the choices we have in our individual lives and at scale in our communities and countries, informing on a palette of individual actions and systematic change that could bring about a healthier, more equitable world. It will start with us, not some external hero or wizard, and we will use our hearts, our minds, our hands and our courage to bring us all along a better road to happiness.

Road to Happiness_____