

EU approval unlocks major funding boost for Carmarthenshire

The Pendine Tourism Attractor Project in Carmarthenshire, will feature a new Sands of Speed state of the art museum dedicated to Pendine's historic association with Land Speed; an external enhancement and events facility with exhibition esplanade, and a 42 bed hostel.

The developments at Pendine are part of the Welsh Government's wider EU funded Tourism Attractor Destination programme, led by Visit Wales, which aims to create 13 must see destinations across Wales. The project is designed to address business investment and employment growth within the tourism sector in the regions, and put Wales on the world map as a holiday destination.

Tourism Minister, Lord Elis Thomas said:

"Our aim through the Tourism Attractor Destination programme is to focus efforts and investment on key projects in each region so we have a real impact on Wales' profile in this globally competitive market. Projects such as this in Pendine will give people compelling reasons to visit Wales and I look forward to plans which I have seen today coming to fruition – this will be a major boost for Carmarthenshire and south west Wales."

Cllr.Emlyn Dole, Leader of Carmarthenshire County Council, said:

"The Pendine Visitor Attractor Project, under the EU Attractor Destination Fund will support the development and promotion of Carmarthenshire as a distinctive, high quality year round visitor destination and will establish Pendine as a 12 month a year "day and stay" event destination.

Since 2010, Carmarthenshire County Council has been working on a regeneration master-plan to address the physical and commercial decline of the coastal resort of Pendine. Work has been completed to date to include the Pendine Gateway scheme which improved the aesthetics of the main routes into the village, Commercial Property Enhancement Scheme and the creation in 2013 of a new £800k Promenade. In 2017 the £1m Parry Thomas Centre opened comprising 5 commercially let units, public toilets and external showers."

It is hoped this will deliver an additional economic boost to the regional economy of £3.3m a year.

This announcement follows another boost for the area with a recent

announcement on funding for Celtic Routes project, backed by €1.6m of EU funds, aims to encourage visitors to explore new areas of Wales and Ireland on route to their final tourist destination.