

Rock UK – Adventure Hub for the Valleys

The project received £2.3m of EU funding through the Welsh Government's Tourism Attractor Destination programme led by Visit Wales.

Rock UK is the first project to be completed under the Tourism Attractor Destination programme – the new facilities were completed and became operational in June 2018. The Tourism Attractor Destination project – which includes 11 destinations, will realise £62 million investment in the tourism sector over the next three years, including £ 27.7 million of European funding.

The project at Rock UK has created a unique proposition bringing together multiple leisure activities with attractive, affordable accommodation which in turn brings welcome employment and first-class facilities for the local community. The team are also working with the local community to identify opportunities to work with local groups to ensure that local people can access the jobs created by this investment.

The work undertaken at the centre includes – new 104 bed en-suite accommodation for groups; 120-cover dining room; meeting rooms; new café with outdoor children's play area; fitness suite and gym.

Minister for Culture, Tourism and Sport, Lord Elis-Thomas, said:

“The team have transformed this site into a first-class residential adventure facility – that creates a new adventure tourism hub in south east Wales. I'm delighted that we've been able to assist Rock UK with this development.

“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, this represents a huge funding boost for the sector, which will make a real difference to the products and experiences that Wales has to offer.

“One of the aims of the Ministerial Taskforce for the South Wales Valleys is to stimulate economic activity in our valleys communities and create jobs. Attracting fabulous inward investment like this can help us achieve those goals.”

New member of staff Becky Fear, from Quakers Yard, Treharris joined Rock UK Summit Centre in February this year. “The whole ethos of the organisation is so inclusive; it offers people the opportunity to experience something they would never have had the chance to try. It has been great to be part of something from the start and to see this facility fill up with local people

and visiting groups. The team have achieved so much in our first few months and I love working somewhere with such a positive atmosphere which has made a real difference to me". After 8 months on reception, Becky has now moved into the new role of Administrator and is handling the many residential bookings coming into the centre.