



# SAUNDERSFOOT HARBOUR



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By email : [cavanaghm@pembrokeshire.gov.uk](mailto:cavanaghm@pembrokeshire.gov.uk)

Mike Cavanagh  
Head of Cultural, Leisure, Tourism and Registration Services  
Pembrokeshire County Council

Dear Mike,

## LEVELLING UP FUND – RECONNECTING HAVEFORDWEST CASTLE AND THE TOWN

As you know the trust port of Saundersfoot Harbour is reaching the end of a large scale (to us) £10m development in a project that is transforming the harbour into a leading element of the tourism sector in West Wales. As such we have relevant expertise and a strong interest in other similarly transformational developments taking place within the county.

One such is the project being led by PCC in redeveloping Haverfordwest Castle and linking it directly to the other imaginative developments taking place in and planned for the town centre.

As our county town, Haverfordwest until recently had frankly seen better days. However, the much-needed regeneration under way is already starting to show positive results both economically and in community and visitor attitudes, with the success of the new library and gallery having been a catalyst for this.

On a more modest scale we also have positive experience of working in partnership with PCC, Welsh Government and our local community to promote and achieve a development that is a meld of similar themes to those that I see in your project.

Our new Heritage Centre will interpret the history of Saundersfoot as a coal port and tell the story of the shipping that used the port. Then, bringing it up to date it will provide interactive experiences of the marine environment. This will be coupled with new retail premises and activity, an iconic covered outdoor area (think tulips), and a 2,000 seated event deck, all as part of the repositioning of Saundersfoot as an all-weather, all year-round major visitor attraction serving the local economy. Indeed, with Welsh Government and other partner support our creation of the Wales International Coastal Centre will expand the perception and value of the harbour much more widely. Critical in this have been a credible business case, partnerships with the public sector and the positive community support that has enabled us to bring this about.

I see that these elements writ on a much larger scale are inherent in the imaginative plans for the castle and the town centre and with the added value of the use of the castle in particular to act as a flagship to other heritage and tourist attractions across the county, including of course what we have in Saundersfoot! This will be a significant benefit to the whole tourism economy and make us all again proud of our county town as somewhere to live and somewhere to visit.

Good luck with the bid. You have our full support.

Yours sincerely,

pp   
Philip Evans CBE  
Chairman