



New leisure destination to open in Ferndale

A Sports Bar, 70 cover restaurant and Sir Stanley Baker Lounge will open in early May as part of The Rhondda Life social enterprise project

Rhondda Life Ltd, the not-for-profit social enterprise organisation, is set to mark the completion of its £1.2 million leisure destination in Ferndale, Rhondda Cynon Taff.

On Thursday 21 April Rhondda Life will acquire the keys to its new two story leisure building located at Station Road in Ferndale.

The building is the first phase of the Rhondda Life project to be completed and will house the Sir Stanley Baker Lounge, dedicated to the memory of Ferndale-born actor Sir Stanley Baker, the 100 capacity Sports Bar, which will be home to Ferndale Rugby Club and other sports clubs in the area, and also the 70 cover Ferns restaurant.

The multipurpose complex, built on the former Salisbury hotel site, will create 16 local jobs. The project was made possible by a grant funding from the Welsh Assembly Government and is the first phase of a development which will eventually include a conference and event venue and a 20 bedroom hotel.

John Asquith, Chairman of Rhondda Life Ltd, said: "It is fantastic that after four years of work we can finally get the keys for this exciting project.

"Without the support of the Welsh Assembly Government this project would never have started. We are also grateful to Ferndale Rugby club who helped us to acquire the site.

"Our ambition is to act as a catalyst for the regeneration of the whole Rhondda Cynon Taff area, as part of the wider regeneration of The Valleys [under the Heart and Soul campaign]. We are already employing 16 local people, fourteen of which were previously out of work.

“We are now looking forward to the openings and hearing what local people think.”

The Sir Stanley Baker Lounge and Sports Bar will be open to the public from 6 May and the Ferns Restaurant will be open from the 13 May.

The building itself combines the use of modern energy saving technology and traditional materials including the native Welsh Pennant stone which was salvaged from the former hotel on the site. It was constructed and designed by local companies in south Wales including CW Architects, Cardiff, TC Consult, Newport and Jehu Ltd, Bridgend.

Rhondda Life Ltd promotes the heritage and natural landscape of the Rhondda in order to build a network of tourism related businesses that provide local employment, strengthen the local economy and drive forward regeneration in the Rhondda.

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