

# ABERGELE

## PLACEMAKING PLAN

### CONSULTATION LAUNCH DOCUMENT

July 2015

Your opportunity to make Abergele a better place

Consultation Starts:  
**Monday 6th July 2015**

Consultation Ends:  
**Friday 28th August 4.45pm**

This document is available to view and download on the Council's web-site at:  
**[www.conwy.gov.uk/app](http://www.conwy.gov.uk/app)**

Copies are also available to view at **Strategic Planning Policy Service, Muriau Building, Rosehill Street, Conwy LL32 8LD**, by emailing **[abergeleplan@conwy.gov.uk](mailto:abergeleplan@conwy.gov.uk)** or by telephoning (01492) 575461. If you would like to talk to a planning officer working on the Abergele Placemaking Plan about any aspect of this document please contact the Strategic Planning Policy Service.

**If you would like an extract or summary of this document on cassette, in large type, in Braille or any other format, please call the Strategic Planning Policy Service on (01492) 575461.**

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# Introduction

This Consultation Launch Document is a starting point in preparing the Abergele Placemaking Plan. It is an information document for the community, providing detail about what the Placemaking Plan is and how it will be developed and delivered. Importantly it provides detail on how the community can get involved in preparing the Plan and how you can submit your ideas to us. Please get involved – what do you feel is important in Abergele and what changes do you want to see? No matter how small or large your idea is we want to hear from you. Get involved by viewing the new Abergele Placemaking Plan website or attending one of the consultation events detailed in this Launch Document.

Once developed the Placemaking Plan will focus on creating the conditions for better places in Abergele, and on providing greater clarity to enable developments, projects and community's needs to be delivered. The Plan will complement the Council's Locality Planning and Local Development Plan (LDP) work by:

- Further listening and understanding the community's issues and needs – what are the issues? What do you want to see in Abergele and how can the Placemaking Plan realistically assist delivery?
- Identifying key funding mechanisms and our essential partners and organisations to deliver the priority projects that the community want to see delivered in Abergele
- Setting out the development aspirations and the planning requirements for the delivery of key development sites and the mechanisms for delivering the locality planning for Abergele and the surrounding area
- Providing the detail to show how development can benefit and enhance the local Abergele community; overcome issues and assist the delivery of the locality planning projects
- Understanding the key assets in the area and how they will be protected or enhanced
- Being realistic with our aspirations and how projects will be delivered in the future
- Detailing how you can get involved in the discussion and delivery of the Plan

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## Context

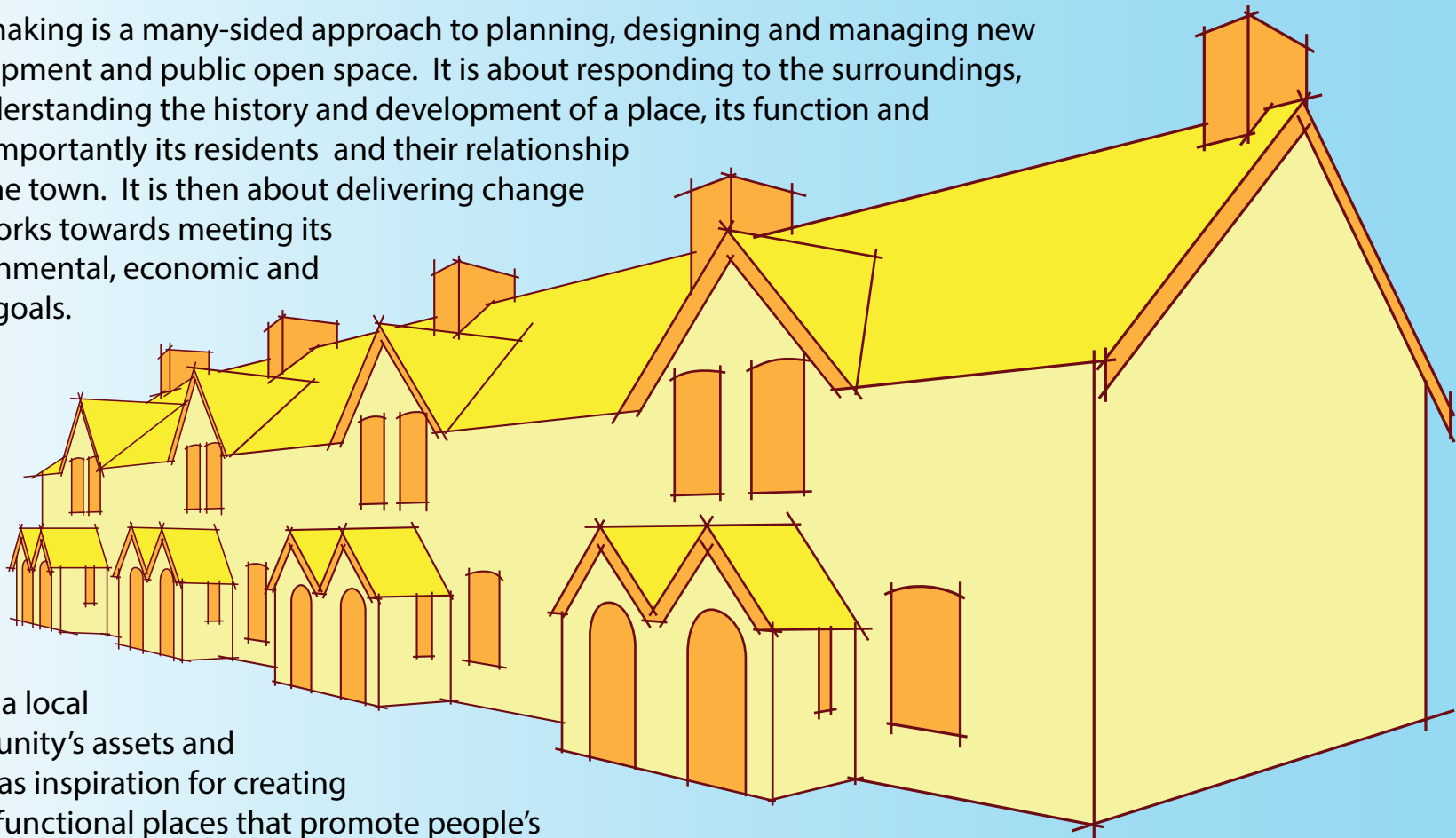
Find out all about the Placemaking Plan

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## What is Placemaking?

Placemaking is a many-sided approach to planning, designing and managing new development and public open space. It is about responding to the surroundings, by understanding the history and development of a place, its function and most importantly its residents and their relationship with the town. It is then about delivering change that works towards meeting its environmental, economic and social goals.



It uses a local community's assets and needs as inspiration for creating good, functional places that promote people's health, happiness and well-being. Placemaking is both a process and a philosophy. Crucially, it involves working together with those who live, work or have an interest in Abergele to discover what their needs and aspirations are and how these can be addressed through the Placemaking Plan.

# What is the Placemaking Plan?

The Abergele Placemaking Plan (APP) will be prepared, owned and delivered by the local community. There is lots of work to undertake before we finalise the Plan, but this Launch Document and consultation is an essential starting point in understanding what the issues are in Abergele and how residents and stakeholders see change. The final APP will be the result of listening to the community, understanding what the community likes and dislikes about the town, in addition to assisting in gathering evidence base to understand the community's needs.

The community will be key in preparing a supporting implementation and delivery plan (e.g. how we deliver the projects agreed) for overcoming the problem issues. Some of the issues may be big and involve development of land and some not so big. No matter how large a task it may seem, the important step is to understand what the community and the town needs to ensure a sustainable town that the community and businesses want to live, work and invest in.

In a nutshell, once finalised the Abergele Placemaking Plan will set out the issues that need tackling in Abergele and will include an implementation and monitoring plan to overcome those issues – it will be the local facilitating document in achieving a sustainable and better Abergele. It is important that

the needs of the community are understood, but it is equally important to be realistic and set out how they will be funded or developed in a timely manner.

A lot of work understanding the issues facing Abergele has already been gathered and the Plan is about bringing all these areas of information, plans and delivery into one concise local document - 'The Abergele Placemaking Plan'. For example, the APP will be complemented by the strategic development sites and policies identified in the Local Development Plan (LDP) by detailing robust and positive planning requirements for the LDP development sites, including the promotion and delivery of high quality, sustainable housing and employment development, which is supported by the timely provision of necessary infrastructure.

It will set out the Locality Planning priority projects in the area and the means for delivering them. There are a wide range of other corporate initiatives and strategies, including those related to development and regeneration, transport, housing, education, cultural development, climate change, as well as many others that will heavily influence the evolution of the Abergele Placemaking Plan.

These initiatives and planning requirements, where they are supported by the community through transparent engagement, will contribute significantly to the aspirations of the town.

**However, this is the beginning stage – more consultation and understanding of the community's needs is required before setting the priority plan areas and the necessary and realistic means to deliver.**



# What will the Placemaking Plan do?

## The Placemaking Plan will:

- Work with the local community to understand the issues and areas of wanted change and improvement
- Create the conditions to achieve better places whilst protecting environmental assets particularly sensitive to change
- Facilitate the delivery of key development sites identified in the LDP and Locality Planning work, in addition to other key sites identified by the community
- Help to stimulate development and enable the delivery of economic potential
- Safeguard and enhance the quality and diversity of places in Abergele and identify opportunities for change
- In response to good practice, be prepared in a collaborative way with key stakeholders and local communities
- The process of producing the Placemaking Plan is intended to nurture a long lasting collaborative partnership with the Abergele community
- Act as a focus and a catalyst for improvement and for getting key agencies, landowners and partners to work together
- Address how infrastructure requirements will be met and how other obstacles to the delivery of development sites and community project needs will be overcome, in addition to ensuring infrastructure provision is aligned with development
- Set out the key project areas going forward and the potential means and timetable for delivering them via developer contributions or other sources of external and internal funding
- Key is that the Plan going forward is based on listening to the community



## Core Principles of the Plan

- Empowering local people to shape their surroundings
- Being creative in finding ways to enhance and improve places in which people live their lives
- Proactive in driving and supporting local economic development to deliver homes, business, infrastructure and thriving local areas
- Securing high quality design and amenity for existing and future occupants
- Take account of different roles and characters of different areas
- Support the transition to a low carbon future in a changing climate
- Conserve and enhance the natural environment and reduce pollution
- Encourage the effective use of land
- Promote mixed use development and encourage the multiple benefits from use of land in urban and rural areas
- Conserve heritage assets in a way appropriate to their significance
- Seek to improve health, social and cultural well-being for everyone

## Purpose of the Launch Document

The primary purpose of the Launch Document is to spark debate and discussion with the community and stakeholders. This is the initial stage in the preparation of the Placemaking Plan and provides the catalyst to work with local communities and others involved in the development process. The Launch Document is presented as a discussion document, designed for community and stakeholder engagement. As part of this Launch Document the Council is launching the Abergele Placemaking Plan website. Residents and stakeholders can register via the website and comment on ideas or submit new ideas for consideration.

Now is the chance to comment on the issues and opportunities for key development sites and project ideas, no matter how small. You can use the discussion points and issues highlighted in this document as a basis for your response on the development sites, project ideas and local issues. You may also wish to make comments on whether we are asking the right questions and raising the most relevant issues.

**[www.conwy.gov.uk/app](http://www.conwy.gov.uk/app)**



## Link to other Plans and Strategies

The Abergele Placemaking Plan content and process is being designed to encompass locality planning and Local Development Plan projects and sites already in place. The Abergele Placemaking Plan will set out the key development principles in the form of a development brief for LDP sites, but importantly show how developer on-site and off-site contributions can deliver the community's needs and locality planning projects from public transport, libraries, open space, children's play space, cycle ways, education, economic prosperity, town centre improvements, housing needs, tourism and leisure, in addition to protecting key cultural and natural assets in Abergele. Key though is to further liaise with the community to understand what is needed in the town.

Locality Plan themes which are covered by the Place Plan's projects include infrastructure, business, housing, health, learning and prosperous. These are not set in stone and we welcome comments from residents on these and encourage the submission of new ideas and issues.

In the National context, delivery of local projects to the benefit of residents of Abergele fits in with the requirements of the Welsh Government's Future Generations (Sustainable Development) Bill and the Poverty Agenda.





## Community Engagement

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## How can you be involved?

### Local community engagement

The Launch Document has been prepared with community involvement in mind. A programme of consultation with the community and stakeholders will now take place throughout the summer of 2015. We already know a lot about Abergele, but we now need to know more from the community – what do you want to see in Abergele? The output from this consultation process will inform the preparation and content of the next stage of the Placemaking Plan.

The table on the next page provides an overview of key engagement activities. This is your opportunity to comment on ideas or for you to submit your ideas for Abergele. Please do not be alarmed if your idea is not on the current list, it is not exhaustive. The approach will be developed and refined through working with the community and key partners. However, it is essential that the Plan is realistic in that the key projects chosen to go forward can be delivered.

### Engagement within the Council and key stakeholders

This Launch Document will also form the basis of debate and deliberation within the Council and key stakeholders through organised workshops. In this way, the Placemaking Plan will be a robust document, reflecting community consultation, Council agreement and the means to properly deliver betterment in Abergele.



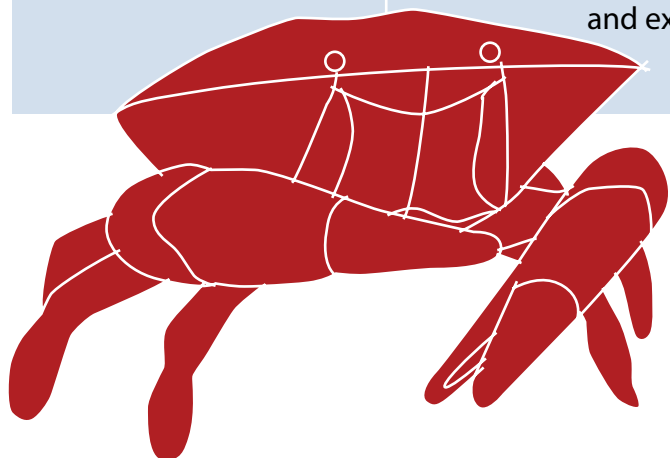
## What are we doing to tell you what's happening?

The table below shows the engagement activities that are planned to get feedback from the public, key stakeholders, Council Officers and Councillors about the Abergele Placemaking Plan.

| Engagement  | What is it and how will I know about it?  | When?   |
|---|---|---|
| Early pre-consultation engagement - Register on the Abergele Placemaking Plan Website<br><a href="http://www.conwy.gov.uk/app">www.conwy.gov.uk/app</a> | Prior to the official consultation on the Abergele Placemaking Plan Launch Document residents will be encouraged to register on the website or follow us on the new twitter account @CynllunGelePlan. Once residents register they will be updated and informed about the Plan, consultation dates and receive regular newsletters. Look out for displays in the local library, at local schools, in shop windows and at the local Tesco store on how you can register before the consultation starts. This is your Plan, please register at <a href="http://www.conwy.gov.uk/app">www.conwy.gov.uk/app</a> . | Look out for notices displayed throughout Town during June 2015 |
| Consultation on this Abergele Placemaking Plan Launch Document  | This will be the initial consultation with residents and businesses. This is an important starting point for you to get involved and tell us what you like or dislike in the town and what you feel is important. For those residents that have registered on the website they will receive an email with all the information they need to comment and get involved. Alternatively, look out for displays in the local library, at local schools, in shop windows and at the local Tesco store.   | 8 Weeks Consultation between 6th July and 28th August 2015      |
| Launch of the Abergele Placemaking Plan Website<br><a href="http://www.conwy.gov.uk/app">www.conwy.gov.uk/app</a>                                       | The new website will be launched providing a one stop shop of information on the Abergele Placemaking Plan Process. The website will include information all about the Plan, how it will be prepared and how you can get involved in the process. It will provide regular news and events updates and contain a media library of all the information you need to make comments and get involved. This is your Plan, please register at <a href="http://www.conwy.gov.uk/app">www.conwy.gov.uk/app</a> .   | Starts in June 2015   |

## What are we doing to tell you what's happening?

| Engagement                                      | What is it and how will I know about it?   | When?   |
|---|--|---|
| Abergele Placemaking Plan Drop-in Sessions      | Drop-in sessions will take place on various dates during the consultation. This is your opportunity to come and see us and discuss your likes and dislikes. You can also pop in to go through the new website or ask for guidance on how you can submit your ideas via the website. You can also submit your ideas for the town using the other methods set out below if you cannot access the internet. | <b>Library:</b> Friday 10 July 9.30am - 5.00pm<br>Friday 24 July 9.30am - 5.00pm<br>Weds 5 August 1.30pm - 7.00pm<br>Friday 21 August 9.30am - 5.00pm<br><br><b>Tesco:</b> Weds 15 July 9.00am - 5.00pm<br>Weds 29 July 9.00am - 5.00pm<br>Weds 12 August 9.00am - 5.00pm<br>Weds 26 August 9.00am - 5.00pm |
| Displays at Ysgol Emrys ap Iwan and local shops | These displays will provide an opportunity for residents to read about the Plan and submit their ideas for change in Abergele.   | Look out for notices displayed throughout Town during the July and August 2015 consultation period.   |
| Stakeholder Workshops                           | There will be two key workshops led by Planning Aid Wales. The objective of the workshops is to work with key local stakeholders, hard to reach groups, businesses, social enterprises, Councillors and internal and external Officers to understand their issues and project ideas.   | Workshop One: Engagement with key Stakeholders on 20th August 2015 from 1.00pm to 5.00pm.<br>Workshop Two: Engagement with key internal and external Officers on 16th September 2015 from 9.00am to 5.00pm.   |



As well as turning up to events we're holding in Abergele, you can find out about the latest progress of the Abergele Placemaking Plan by registering for updates on the website or follow us on twitter.

[www.conwy.gov.uk/app](http://www.conwy.gov.uk/app)

@CynllunGelePlan



## What if I don't use the internet?

“What if I can't access the internet?”

“How else will you inform me and what other methods can I use to submit my ideas for Abergele?”

We think that registering on the website offers a really useful way of keeping up to date with the latest goings on and allowing people to have their say, but we understand that this won't be an option for everyone, so there are lots of different ways you can keep informed and make comments.

We will inform residents about the consultation via letter drops, articles in the Council Bulletin, press notices, the Town and Community Council Newsletter, posters and displays around the town, so look out for these.

To suggest ideas and give us your thoughts on the Placemaking Plan, we will be having a range of workshops and drop-in events as described on the previous page where you can make comment. There will be response forms and postcards available if you want to take them away to fill in. You can send them through the post or drop them in at a designated box in the library. You can also write to us or give us a ring using the details below.

We want to make sure that as many people as possible have the chance to get involved in having their say about the future of Abergele. You can contact us using one of the following methods:

- Write to us at Strategic Planning Policy Service, Muriau Building, Rosehill Street, Conwy, LL32 8LD
- Phone us on 01492 575461
- Go to the website [www.conwy.gov.uk/app](http://www.conwy.gov.uk/app)
- Follow us on Twitter @CynllunGelePlan
- Like us on [facebook.com/cynllungeleplan](https://www.facebook.com/cynllungeleplan)
- Email us at [abergeleplan@conwy.gov.uk](mailto:abergeleplan@conwy.gov.uk)

There will be 8 weeks consultation between 6 July and 28 August 2015 where all information will be made available in various locations around the town.



## Overview of Community Engagement

Your involvement in bringing forward the Abergele Placemaking Plan is essential to its success. We already know a lot about Abergele, its development options, locality planning and underlying issues that need tackling. However, we do not know enough about what you want to see in Abergele - what needs improving and how are we going to do it?

We need to know this to ensure that any potential developer contributions from developments and areas of funding are targeted to where the community want to see improvement. It is important that we are all realistic in what we want to achieve. To start the discussion this Launch Document has been prepared which sets out some of the issues we already know about. As part of this Launch Document the consultation activities as detailed on the previous page are going to take place to ensure you have the time and information to review and make comment on the way forward for the Abergele Placemaking Plan. You can gain further information by clicking on the links provided to the right, or contact us using the details provided at the beginning of the document. You are encouraged to use the new Abergele Placemaking Plan website, but you can also send us ideas through the post if you'd rather. The website has the facility for residents to register in order to comment and submit ideas as well as having lots of background information on the Placemaking Plan and how ideas will be prioritised. Once you register we will be able to contact you with updates, new consultation events and progress on projects.

**This is your Plan and we need you to get involved and put forward your ideas - no matter how big or small. Once all ideas have been submitted there will be a process of review and prioritisation of ideas. Projects will be prioritised having considered how realistic they are, the deliverability, the finance available and the importance to the residents of Abergele.**



**Register for updates via email on progress of the Abergele Placemaking Plan**



**View and comment on existing ideas, suggest new ideas you have to improve Abergele**



**Like us on Facebook**



**Follow us on Twitter**



# Opportunities, Issues and Ideas

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## Opportunities, Issues and Ideas

With all places there are good and bad things about the area. As part of this Plan the objective is protect and enhance the good things but put in place the mechanisms for overcoming the issues that the community of Abergele identify as priorities. Some project areas are already in place, such as development sites for employment and housing and other public and private projects specific to Abergele. It is important to identify these areas and set out how the Abergele Placemaking Plan can assist delivery for the better and take advantage of the economic and social benefits. Such development sites can also contribute to the wider issues put forward by the community and as already identified in the locality planning work. For example, contributions will be sought from developers to improve and bring forward greener links and open spaces in addition to potential contributions towards improved sustainable cycling and pedestrian access or town centre street scene improvements.

A number of issues and project areas are identified on the next few pages, but can also be viewed electronically using the links above and/or by using the Interactive Projects Map. Again, the projects and issues listed are not exhaustive – please ensure you tell us about your ideas. The ones listed are not in any priority order, they are just initial ideas and issues for discussion at this stage.



### Issues and Ideas

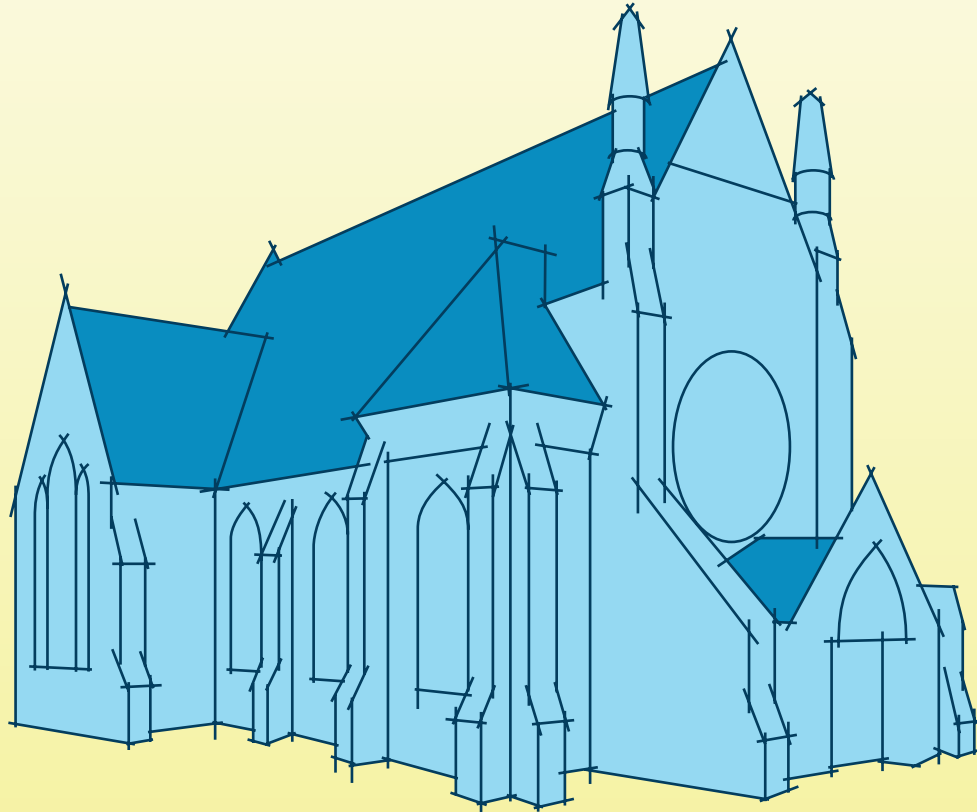
This section of the Launch Document sets out the known ideas and improvement areas to date. They are divided into seven project themes: Housing, Employment, Tourism, Community Facilities & Services, the Natural Environment, Cultural Heritage and Sustainable Transport.

It is very important to note that these projects are not set in stone. They are the initial ideas that have been identified so far, but they are up for discussion.

Do you want to take these projects forward as priorities or do you have any more project ideas that you feel should be tackled in Abergele?

# Opportunities

**This section identifies some of the good things that Abergele has going for it. These are positive aspects about Abergele that already benefit the town and its residents. Any proposed projects should aim to maximise the potential these opportunities can offer.**



Abergele residents enjoy living in the town for a wide variety of reasons. You may not always consciously think about some of the things you like about Abergele; it is easy to take for granted what is right on your doorstep. The characteristics of the town that set it apart from other places have shaped it into Abergele as we know it and will carry on influencing the town and the people there for years to come.

We want to take inspiration from these positive aspects of Abergele as we look forward to the future to make Abergele a better place to live and work.

Can we make these good things even better?

Can we take some of these opportunities and resolve the challenges that Abergele is facing?

**Tell us what you think and help shape the future of Abergele.**

## Opportunities: The Natural and Historic Environment

Abergele is named after the river which flows through the town and once flowed into the sea at Pensarn. The River Gele was diverted east to join the Clwyd around 1800 as part of a scheme to drain Rhuddlan Marsh and provide the first sea defences. The Gwrych estate was one of the main purchasers of this reclaimed land.

By the mid 18th century, much of the land surrounding Abergele belonged to three estates; Pentre Mawr, Gwrych and Kinmel. Pentre Mawr came into Council ownership in 1935, with the house being used as council offices until its conversion to apartments. The surrounding park remains as public open space. Gwrych Castle & Kinmel Hall have had a variety of ownerships and uses over the last century. The dramatic position of Gwrych Castle makes it an important landmark, with a castle having stood here since the 12th century. Presently derelict, the Castle has permission for conversion to a luxury hotel and work has started on a new visitor centre.

Much of the residential area of Abergele has developed over the last 50 years however the historic centre of the town retains many buildings dating back to its time as a market town of local importance and as a stopping point on the London-Holyhead carriage route. The centre of Abergele contains numerous listed buildings and is designated a Conservation Area.

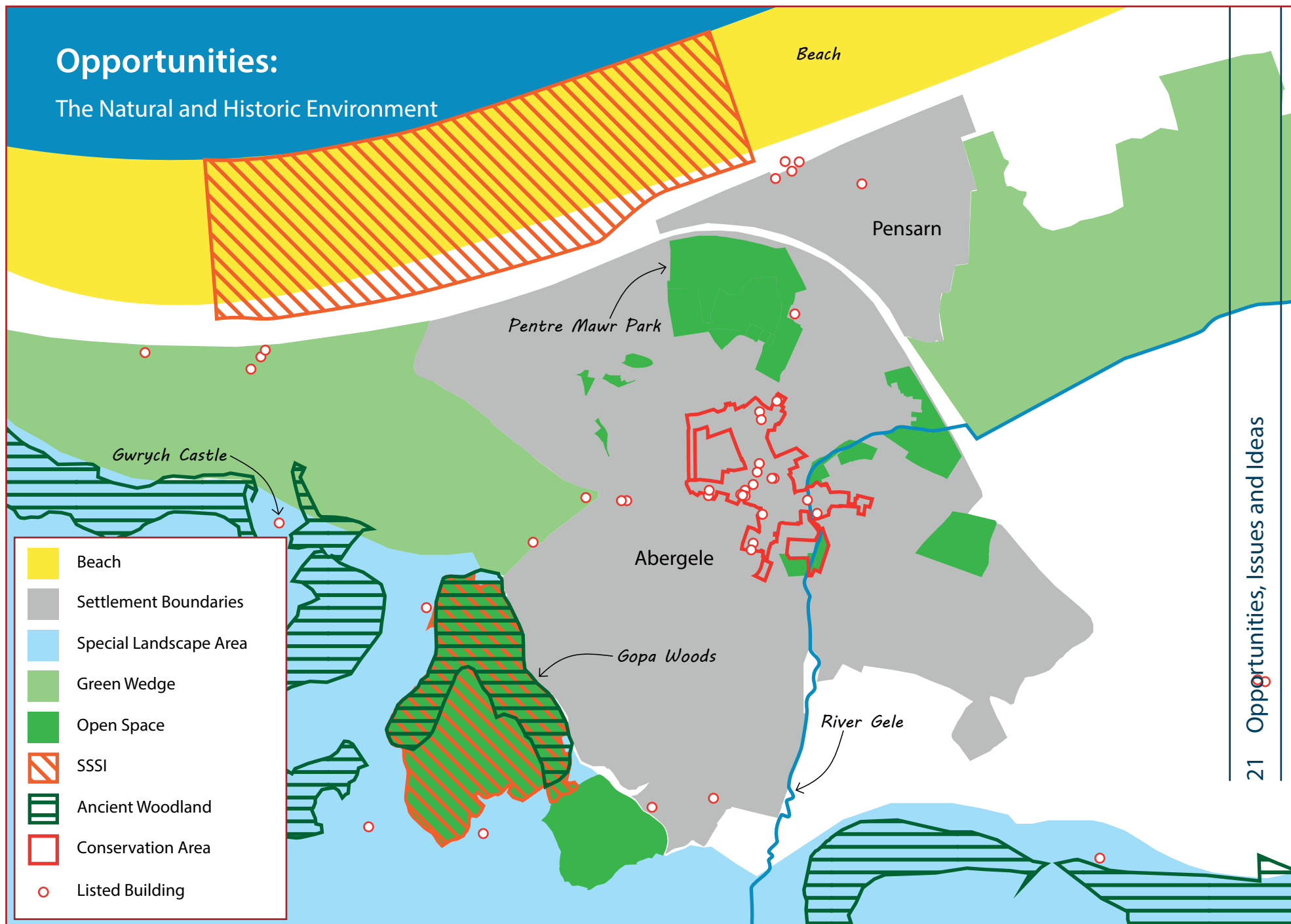
Abergele is separated from Llanddulas to the west and Towyn and Kinmel Bay to the east by green wedges, designated in the LDP. These are intended to maintain the openness of the rural spaces between the settlements.

Rising above Abergele to the south west, Gopa Woods are designated SSSI and Ancient Woodland. The ancient fort of Castell Cawr, one of three pre-Roman hillforts in the area, is located within the woods.



# Opportunities:

The Natural and Historic Environment



## Opportunities: Connections and the Community

Abergele is a former market town with a population of around 10,000. The A55 Expressway is the primary transport link, connecting Abergele to the North Wales coast, with Llanddulas and Colwyn Bay to the West and Bodelwyddan and St Asaph to the East. Other road connections include the A547 to Rhuddlan and the A458 eastwards to Towyn, Kinmel Bay and Rhyl and southwards into the rural hinterland to Llanfair TH.

The Abergele and Pensarn station on the North Wales coast mainline also provides a connection to local and national destinations, with direct trains running to destinations including Chester, Manchester, Llandudno, Bangor and Holyhead.

National Cycle Network route 5, running from Holyhead to Oxford via Birmingham passes along the promenade at Abergele and Pensarn. This route connects with numerous other cycle routes and connects towns across the coast of north Wales. This section of the route also forms part of the Wales Coast Path, making it a popular route for cyclists and walkers.

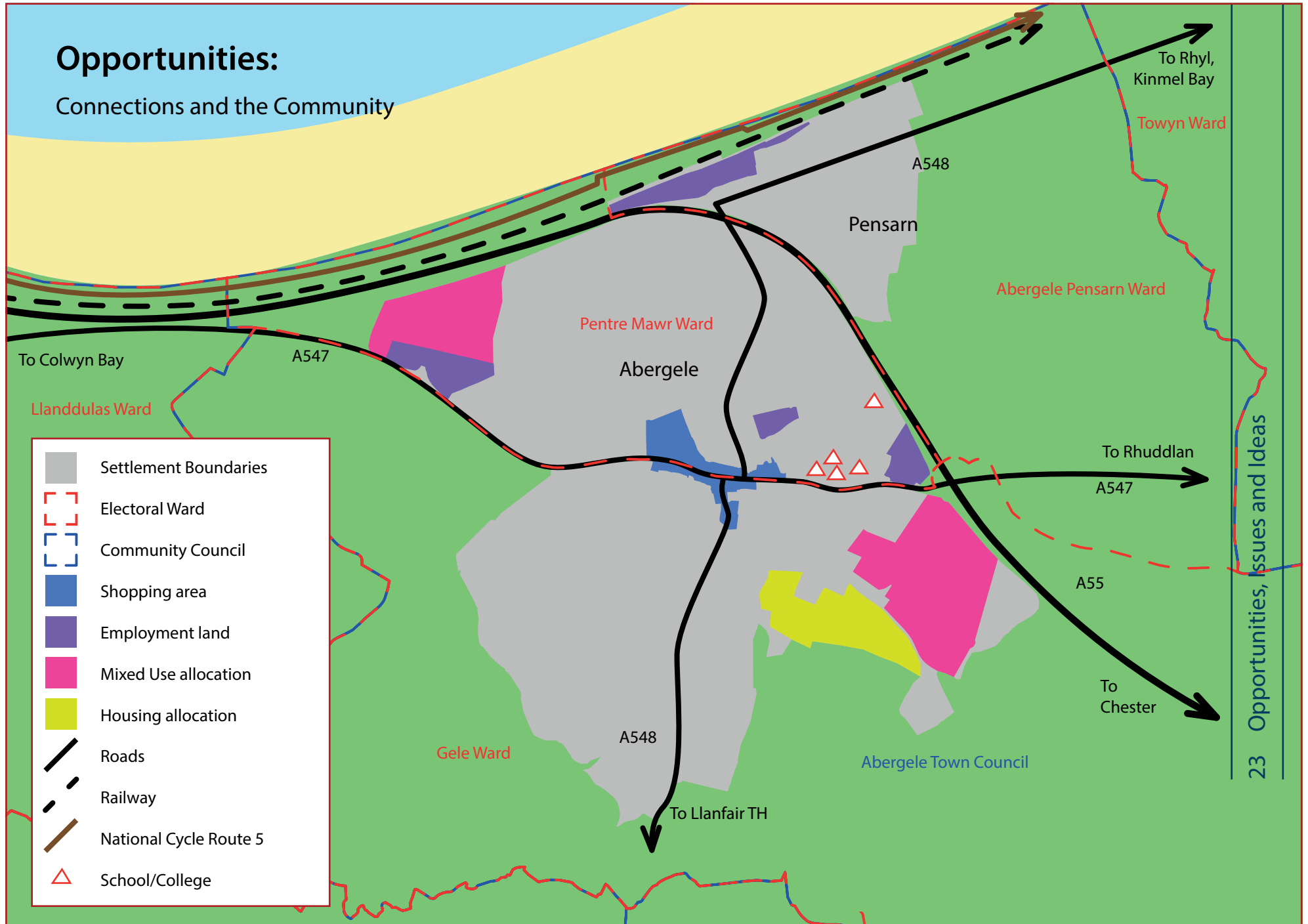
Within the town, the areas around Market Street and Chapel Street have been designated a Shopping Zone in the LDP to support the use of the town centre for retail. The schools in Abergele are situated to the East of the town, with Ysgol Emrys ap Iwan on Bridge Street whilst the Welsh and English medium primary schools are all together nearby on Ffordd y Morfa.

A number of sites have been identified in the LDP for growth over the next ten years, to increase the range of employment opportunities and provide additional housing. Financial contributions from residential development will provide one source of funding to help deliver regeneration initiatives and some of the projects identified in this Placemaking Plan.



# Opportunities:

## Connections and the Community



## Issues and Ideas

These are initial ideas and known project areas that have been identified previously or are a result of known evidence. However, they are up for discussion.

The issues and ideas are split into the following themes: **Housing, Employment, Tourism, Community Facilities & Services, Cultural Heritage, the Natural Environment and Sustainable Transport.**

Do you want to take these projects forward as priorities or do you have any further project ideas that you feel should be tackled in Abergele?

Let us know what you think.

## Housing

**This project theme covers the provision of new housing, renovation or improvement of existing, both for the open market and for affordable housing to meet local needs.**

House prices are lower in this area compared to the rest of Conwy, but average values are still 5.6 times the average household income.

There are also higher levels of owner occupied and lower levels of rented (private and social) compared to the rest of Conwy, so there is a clear need for Affordable Housing for local people.

There is also an identified need for regeneration improvements to Pensarn flats and for better design of new housing across Abergele.

People aged 65+ make up almost a third of the population of Abergele and this figure is increasing. The number of children in the town is low and falling. Therefore there is a need to ensure that we provide the right type and mix of housing to meet the needs of the current population but also to encourage the younger population to return or stay in the area.



## Issues and Ideas: Employment

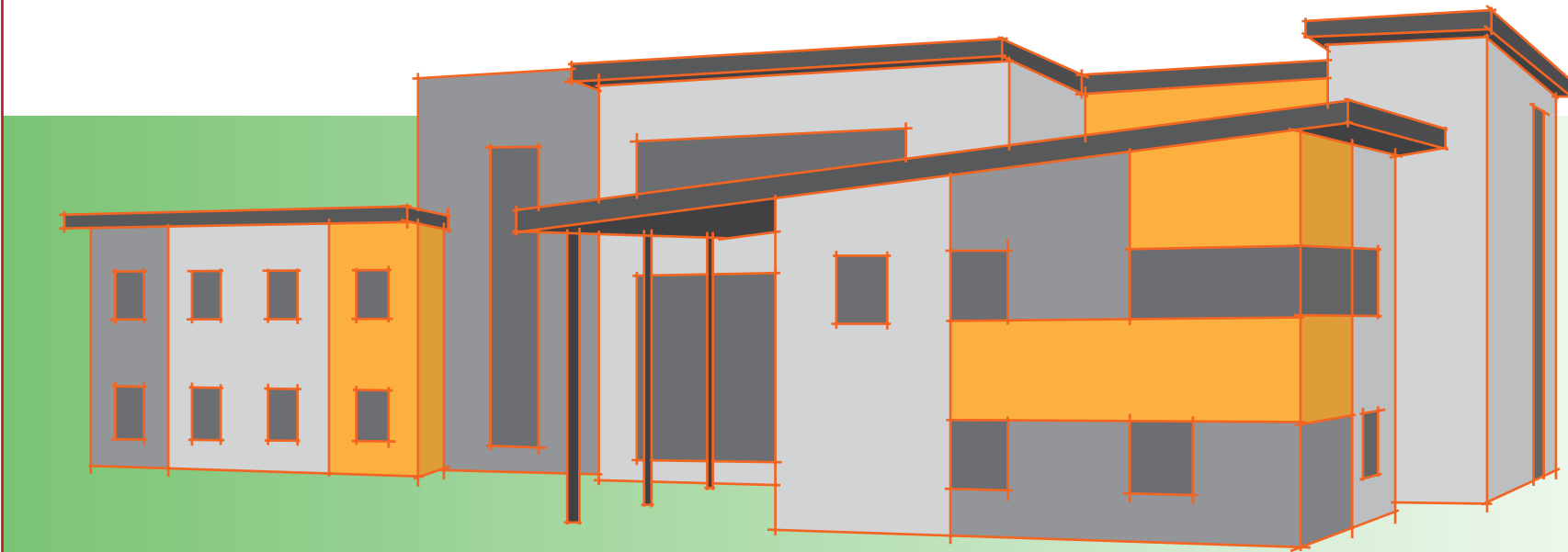
Average household incomes in Abergele are well below the National average and the level across Conwy as a whole. Additionally, Abergele has a high proportion of residents claiming out of work benefits therefore there is a clear need for an increase in the availability of employment and better links to jobs and apprenticeships.

The number of people who are receiving in-work benefits also shows that there are a relatively high proportion of low paid jobs in the area so there is a need for higher value employment opportunities to provide more skilled and better paid jobs.

Abergele is well located to improve business links between the town and rural area.

There is an opportunity to promote Abergele as a key gateway employment town through development and promotion of key employment sites and supporting existing businesses.

**The availability of suitable employment is key to sustaining the economy of an area. Existing employment sites are safeguarded and further land is available for employment development to the east and west of the town.**



## Issues and Ideas: Tourism

Enhance, protect and promote the seaside and promenade

Renovate and promote Gwrych Castle as a tourism destination

Further promote tourism development and promotion of Abergele as a key gateway to rural areas, seaside and businesses

Promote Abergele as a market town and a gateway/centre for local farms and produce by reintroducing the street market

Tourism can have a range of benefits to employment and the local economy. If you have any ideas of projects related to tourism and particularly all-year-round tourism then please let us know.

## Issues and Ideas: Community Facilities and Services

There are not presently any allotment gardens available in Abergele but lots of people on the waiting list

There is a shortfall in burial plots

Upgrade town centre street scene through hard & soft landscaping, shop front improvements

Ysgol Emrys ap Iwan has lower attainment levels and pupils leaving the school have fewer qualifications compared to the county and national average

There is a shortfall in open space and major leisure facilities e.g. need for a new football pitch

More Primary School places are needed

There is a need to improve the library facility, both as a community asset, its services and aesthetically

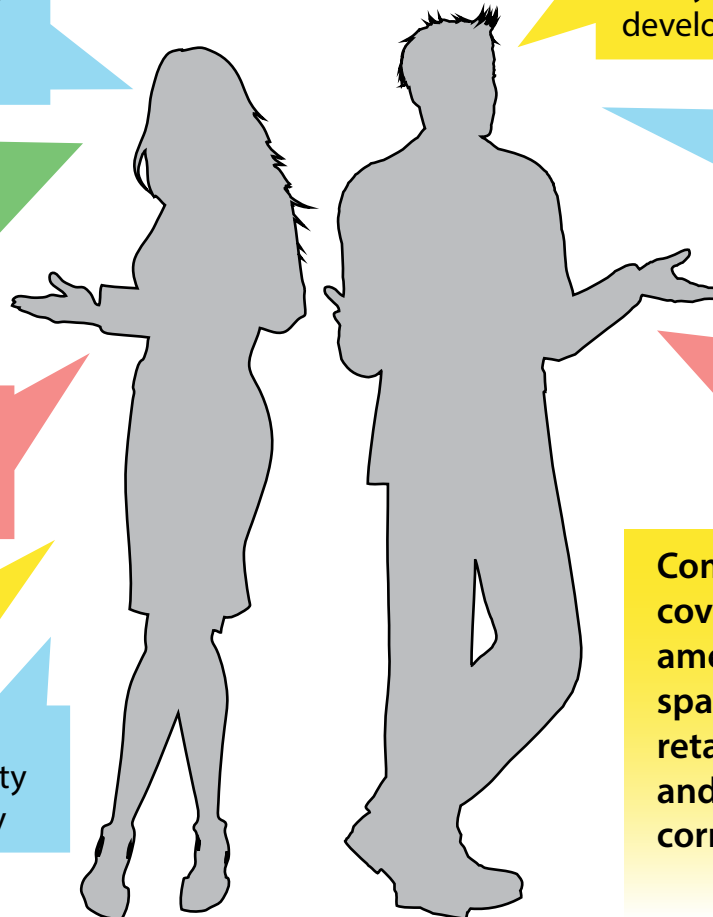
Development of Pentre Mawr - refurbish the sports pavilion including public toilet facilities, encourage a sports association, improved lighting and planting, community based sensitivity and quiet garden, sculpture

There is a need to improve accessibility to key community services, through the development of a central community hub

Improved activities for young people including venues for bands - gigging, rehearsing and recording

Redevelopment and improvement of facilities (e.g. St Michael's Hall and scout hut on the same plot)

**Community Facilities & Services cover a broad range of local amenities, including public open space, allotments, town centre retailing, school and library services and other community assets such as corner shops and church halls.**



## Issues and Ideas: Cultural Heritage

There is an opportunity to promote and protect the heritage, culture and development of the area e.g. the Mount, Gwrych Castle through the development of a museum.

There is a need to safeguard and enhance Welsh language and culture in the area.

The town includes a number of listed buildings and a designated conservation area. Improvements to the town centre will provide the opportunity to review and enhance these assets, e.g. bring back shop front canopies.

**Cultural Heritage includes both physical and social considerations, relating to the Welsh language; designated heritage assets such as listed buildings and conservation areas (both of which can be found in Abergele) and historic parks and gardens, which can be found surrounding Gwrych Castle.**



Image courtesy of Gwrych Trust

## Issues and Ideas: The Natural Environment

There is a need to protect and enhance the green corridor of Gypsy Lane as part of the Abergele South East Development Brief.

There are opportunities to promote the landscape and natural environment surrounding Abergele to attract visitors to the area.

The issues of litter, fly-tipping & dog fouling need to be addressed, especially in Pentre Mawr park.

Improvements are needed to landscaping and planting in Pentre Mawr - community based sensitivity garden, quiet garden.

Town gateway improvements e.g. signage, planting, identity, landscaping.

There are opportunities to promote & enhance sustainable energy development where appropriate.

**Abergele and the surrounding area includes a range of important habitat environments, with Gopa Wood being especially important as it is designated an Ancient Woodland and a Site of Special Scientific Interest. Green barriers protect the countryside between Abergele and other settlements to the east and west from development. Some of the areas of open space, especially at Pentre Mawr also provide a range of habitats for wildlife.**

## Issues and Ideas: Sustainable Transport

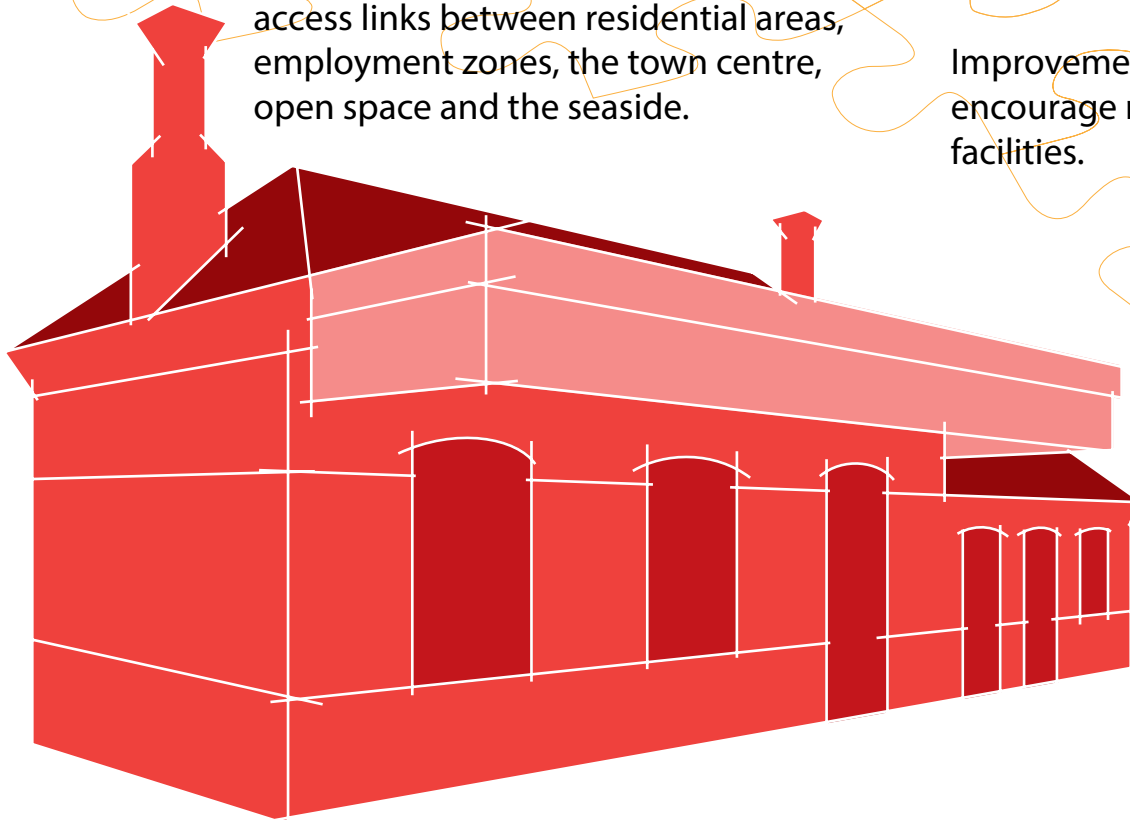
There is a need to refresh the railway station & bridges, by providing weather protection and painting. A use needs to be found for the building - it could be used for heritage displays to show historical artefacts.

The town's footpaths, green links and cycle ways need enhancing and promoting to encourage people to make use of them and improve sustainable access links between residential areas, employment zones, the town centre, open space and the seaside.

Improvements are needed to Sea Road to provide traffic calming measures.

There is a need to overcome traffic congestion, ensure improved traffic movement and parking but also promote better working relationships between the traffic, pedestrians and sustainable transport within and around the town.

Improvements are needed to town centre parking to encourage more people to stop and use the shops and facilities.



**The Sustainable Transport project theme covers issues including public transport, active travel (walking, cycling) as well as improvements to roads and routes for improved safety and reduced congestion for private transport.**



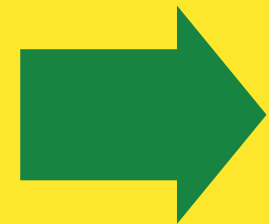
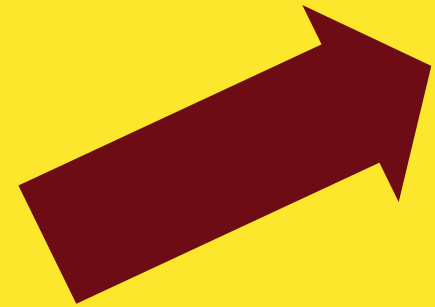
## Making it Happen

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## Implementation: How will we deliver?

The Abergele Placemaking Plan is proposed to be a responsive, dynamic document which has a focus on implementation and achievement in place-shaping. As such, the framework for implementation of the priority projects and proposals and mechanisms for monitoring achievement are critical to the success of the Abergele Placemaking Plan.

Understanding how realistic projects are in terms of how they are to be delivered is vital to bringing ideas, aspirations and projects forwards. Most projects require funding, professional and technical assistance from key agencies and a dedicated consensus to deliver. Potential funding can come from a number of sources, including on-site delivery of equipment or contributions from developers when developing sites towards community facilities and services such as education, libraries, town centre improvements, public transport, landscaping, etc. Funding can also come from external bodies and specific project funds. What is important is that all efforts are made to deliver the priority projects that the community wish to see in the Abergele Placemaking Plan, but we must be realistic in identifying and prioritising the projects and potential funds available to deliver. In many cases the delivery depends on integrated working with other agencies and partnerships, which will be identified in the Plan.

### Who is involved?

The Abergele Placemaking Plan Project Board is an established Project Team involving key internal and external officers, local Councillors and representatives from the local community.

The primary purpose of the Board is to oversee the preparation of the placemaking plan and delivery of the chosen projects. The Board will also take a leading role in obtaining relevant funding to deliver projects as well as managing any risks and issues which arise.

All agendas, minutes and progress reports will be made available on the website in the Media Library section.

Although the Project Board oversee delivery of the Abergele Placemaking Plan, the people who will really decide what's in the Plan and provide the inspiration and ideas for improving Abergele are the residents who get involved to tell us what they want to happen.



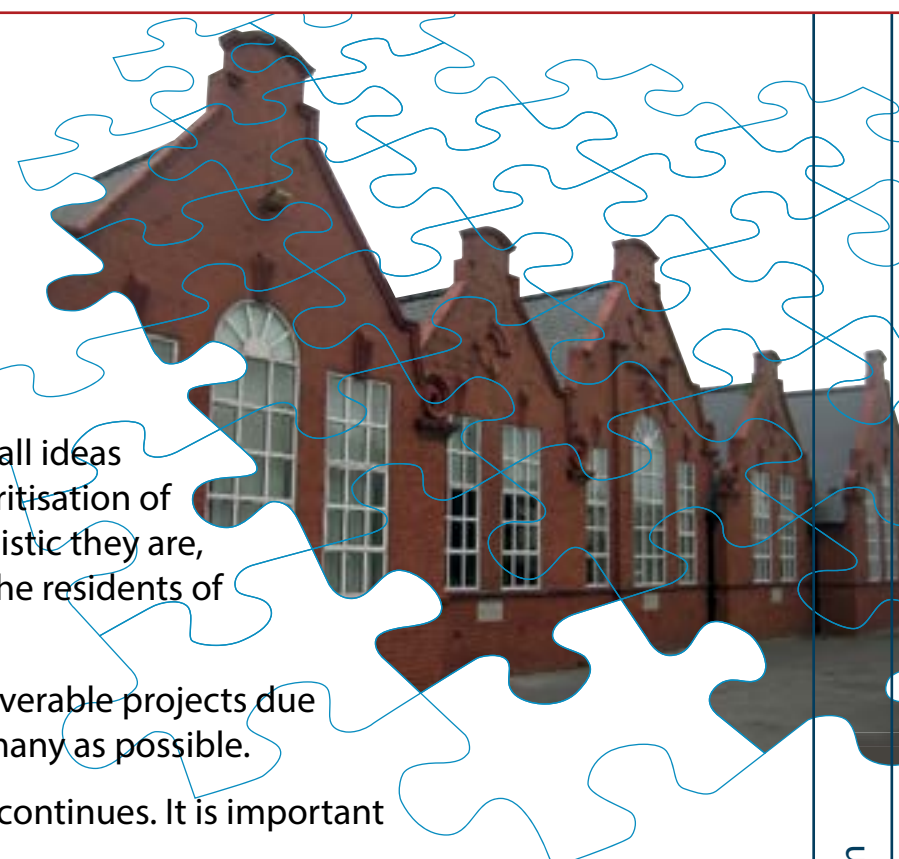
## What next?

The next stage of the Abergele Placemaking Plan process is for you to tell us what you want in Abergele. We are having a range of consultation events as described earlier, allowing residents of Abergele to tell us what they want to see improved and how ideas should be prioritised.

Once the consultation on the launch document is finished and all ideas have been submitted there will be a process of review and prioritisation of projects. Projects will be prioritised having considered how realistic they are, the deliverability, the finance available and the importance to the residents of Abergele.

It is unlikely that all ideas put forward will be progressed as deliverable projects due to the above assessment, but we will do our best to deliver as many as possible.

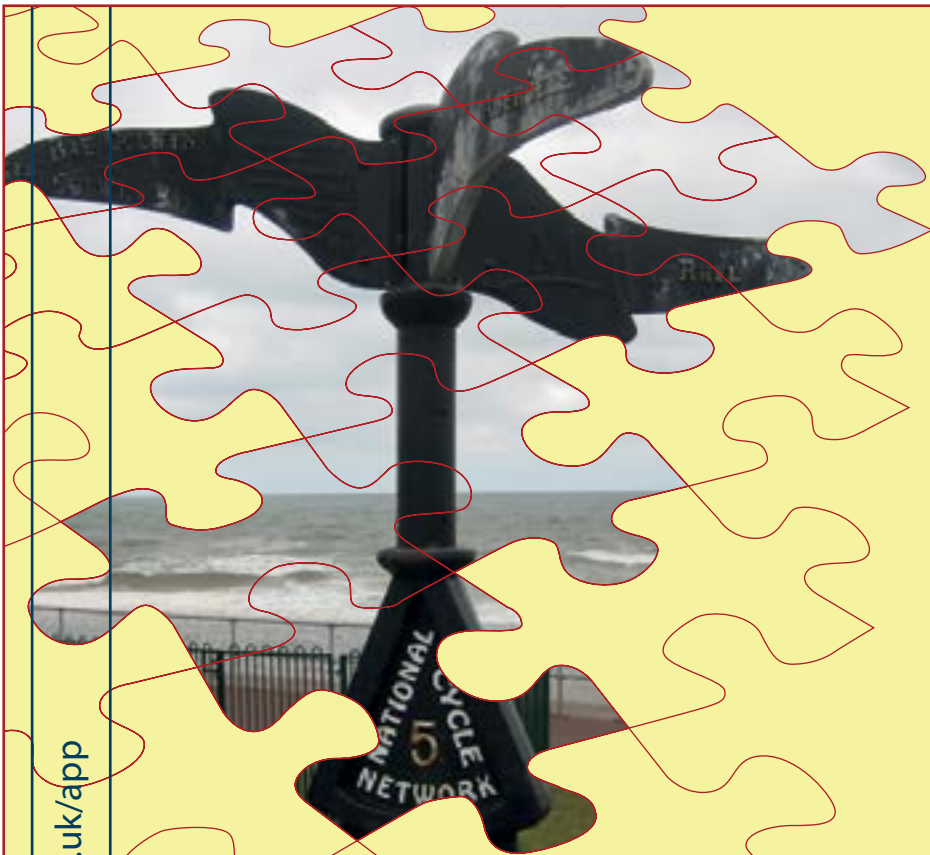
Residents of Abergele will be regularly updated as this process continues. It is important to register if you want to receive regular updates.



## Have your say! Ideas for change in Abergele

An Interactive Map has been produced for ease of use. The Map identifies all the project ideas known to date. You can click on each of the ideas and comment on if you think it is a priority for Abergele. It also provides you with the opportunity to put forward your issues and ideas for consideration in preparing the final Abergele Placemaking Plan.

[www.conwy.gov.uk/app](http://www.conwy.gov.uk/app)



In order to help deliver some of the projects you suggest, we will work with a range of external partners, these may include:

Natural Resources Wales

CADW

European Union

Welsh Government

Sustrans

Housing Associations

Network Rail

## Funding

### Potential avenues of funding:

Developer contributions from residential developments

Heritage Grants

Community benefits from renewable energy projects, e.g. Gwynt y Mor wind farm

Rural Development Plan

EU Funding

WG - local transport plan

Lottery funding





## **We need you!**

We can't deliver the projects that you want without you getting involved.

Further details on how you can have your say:

**[www.conwy.gov.uk/app](http://www.conwy.gov.uk/app)**

