



# ABERGELE PLACE PLAN FRAMEWORK



Place Based Projects for the Community of Abergele

Abergele Place Plan Sub Committee

April 2019

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## 1. ABERGELE PLACE PLAN FRAMEWORK

The purpose of this document is to provide a framework for the Abergele Place Plan that sets priorities and shows the relationship with land use planning and use of Section 106 monies from current and future developments in the town.

The framework is based on discussions and prioritisation that the Abergele Place Plan Sub Committee has undertaken, with respective working groups tasked with contributing to the scope and co-delivery of activities and projects.

## 2. THE PURPOSE OF A PLACE PLAN

The purpose of a place plan is to:

- Gather evidence about your area to understand what issues the community is facing;
- Talk to the wider community and stakeholders about how the area will develop, and what needs to be done for the future well-being of the community;
- Agree how you want the different aspects of your place to be in the future;
- Agree a plan to work towards this future, including, where relevant, policies for making decisions about planning and an action plan to set out how identified issues are going to be tackled;
- Have that final plan agreed by the community, key stakeholders and adopted by the Local Planning Authority (LPA) for use as Supplementary Planning Guidance\*.

The benefits to the community of having such a plan in place are:

- Prioritised key actions to improve the vitality of the area and the well-being of the people who inhabit it;
- Having a good understanding of community needs and wants including the levels of support for different issues and actions;
- Improved input in local planning decisions, including influencing future iterations of the Local Development Plan to ensure they meet community needs;
- Enhance the working relationship between the community, the Local Authority and other key decision makers;
- Improve the strength of future funding bids for community projects within the Place Plan by providing evidence of need and support amongst the wider community;
- Improve community well-being.

### 3. PLAN AREA CONTEXT

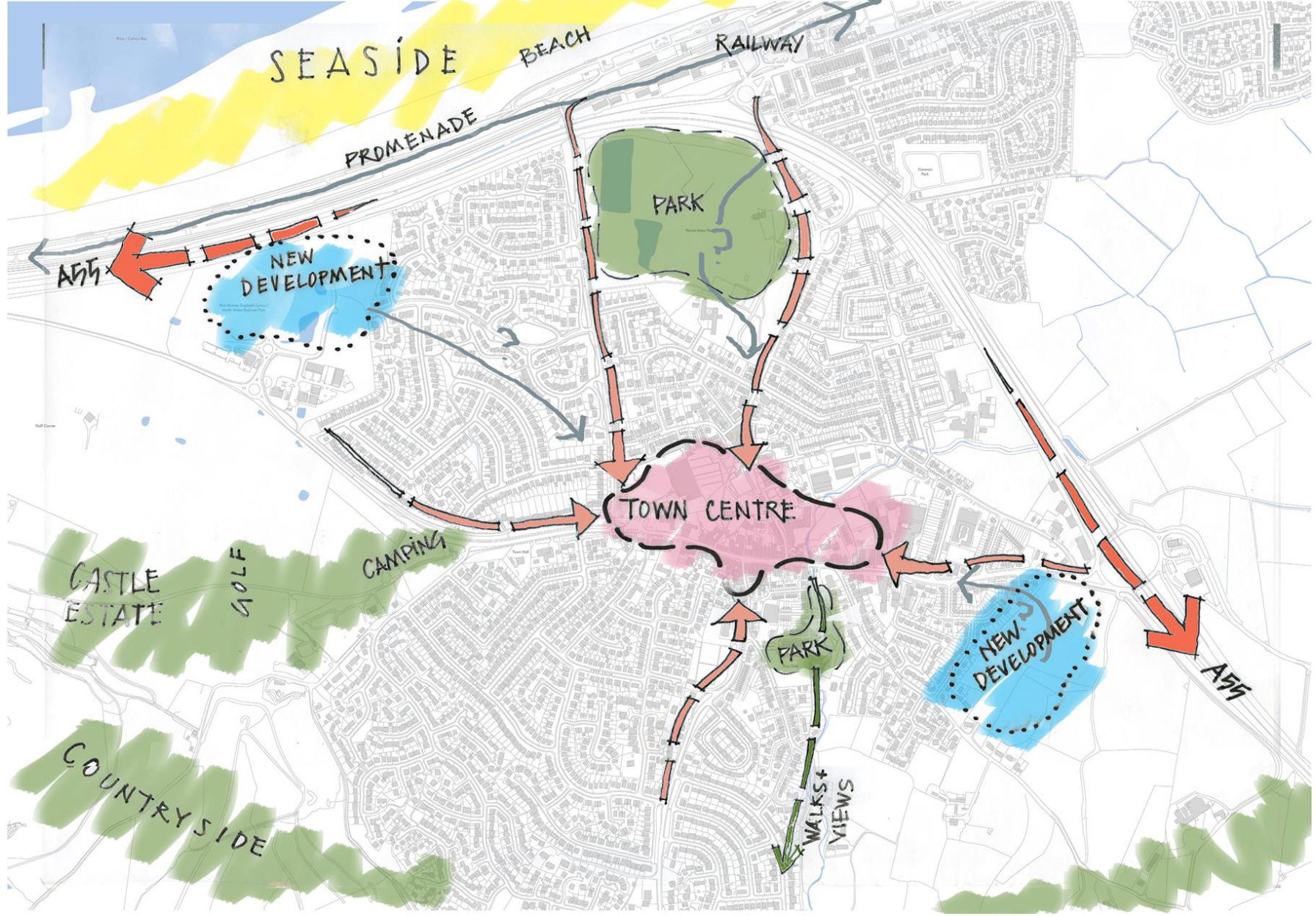
#### Conwy County Borough

Conwy covers an area of 1,130 sq. km. with resident population of approximately 111,700 people. The urbanised settlements of the County Borough, predominantly along the narrow coastal belt, houses around 85% of the overall population, with the remaining 15% falling within rural settlements. Around 4% of the population reside in the Snowdonia National Park, which is located outside of the Conwy Local Development Plan (LDP) area. The coastal town of Llandudno represents the largest populated area (20,000 inhabitants), closely followed by Conwy (14,200 inhabitants), Abergele (10,000 inhabitants), Colwyn Bay (9,700 inhabitants) and Towyn & Kinmel Bay (7,800 inhabitants), all of which are served via excellent road and rail transport links and well established public transport services. The remaining, predominantly inland, rural area contains several locally important main villages and hamlets offering key facilities and services.

#### Abergele - Location

Abergele lies between the sea and the hills and has always been an important junction on the coastal route along the North Wales coast – a role clearly shown in historic maps and echoed in the street pattern which remains to this day. The coast at Pensarn is a ten-minute walk from the centre, and the steep hills which contain Gwrych Castle are easily accessible to the south. The town is named from the local stream, the Gele River, which is still a visible presence in the town centre, flowing from a spring in the hills to join the Clwyd River south of Kinmel Bay. The town is still remarkable as the first place at which the coast becomes visible on the east west route of the A55, and at which the close relationship between the sea and the adjacent hills, so typical of the coast westwards, becomes apparent. The communications function has been localised as the A55 trunk road has by-passed the town, but the town centre remains a busy local attraction. The A55 brings Abergele within commuting distance of Holyhead (55 minutes), Bangor (35 mins) Chester (40 mins) and Manchester (80 mins).

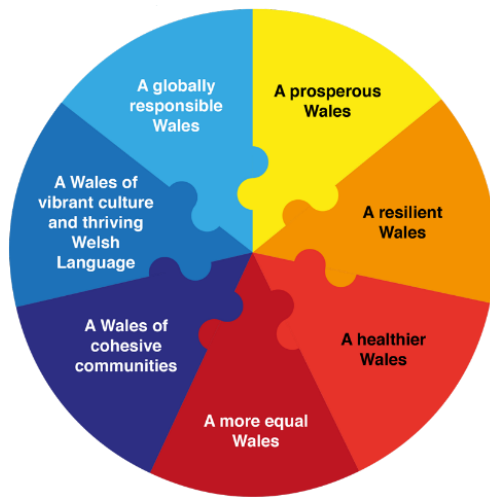




## 4. POLICY FIT

### Well-being of Future Generations (Wales) Act 2015

The Well-being of Future Generations Act is the fundamental legislation that requires us to carry out sustainable development, this should ensure that present needs are met without compromising future generations in meeting their own needs. When carrying out sustainable development, you have to publish well-being objectives which are designed to maximise the contribution to achieving each of the seven national wellbeing goals and take all reasonable steps to meet the objectives. The seven wellbeing goals are shown in the diagram below while our own well-being goals are incorporated within this plan.



In planning services and taking action to meet our well-being objectives in Abergele town centre you must consider, but also demonstrate that you have applied, the following sustainable governance principles in decision-making:

- Balancing short term needs with long term needs.
- Using an integrated approach, balancing social, economic and environmental needs.
- Involving others and considering their views.
- Working in collaboration with others.
- Putting resources into preventing problems

### Planning Policy Wales – Edition 10

Planning Policy Wales (PPW) sets out the land use planning policies of the Welsh Government. It is supplemented by a series of Technical Advice Notes (TANs), Welsh Government Circulars, and policy clarification letters, which together with PPW provide the national planning policy framework for Wales. PPW, the TANs<sup>1</sup>, MTANs<sup>2</sup> and policy clarification letters<sup>3</sup> comprise national planning policy.

The primary objective of PPW is to ensure that the planning system contributes towards the delivery of sustainable development and improves the social, economic, environmental and cultural well-being of Wales, as required by the Planning (Wales) Act 2015, the Well-being of Future Generations (Wales) Act 2015 and other key legislation. A well-functioning planning system is fundamental for sustainable development and achieving sustainable places.

PPW and the National Development Framework (NDF) set out how the planning system at a national, regional and local level can assist in delivering these requirements through Strategic Development Plans (SDPs) and Local Development Plans (LDPs).

Place Plans are non-statutory documents. They may be prepared at the initiation of the local community and are a powerful tool to promote collaborative action to improve well-being and placemaking. Place Plans should support the delivery of LDP policies and are adopted as supplementary planning guidance.

Detailed procedural advice on the preparation of SDPs, LDPs and Place Plans is contained in the Development Plan Manual.

### **Conwy Local Development Plan 2007-2022**

The Plan covers the part of the Conwy County Borough outside Snowdonia National Park (known as the Plan Area). The Plan Area is rich in historic assets, has a buoyant tourism industry, excellent transport links, good water and air quality and a high quality natural environment (including coast and countryside). However, population and household projections have demonstrated that the population of the Plan Area could increase by as much as 7,850 people by 2022. The impact of these impending population changes creates a number of priority issues for the Council. There is a need to:

- Accommodate a sustained and deliverable level of housing and employment growth which reflects the principal natural population change, household size change and net in-migration;
- Accommodate additional employment opportunities to contribute to reducing out-commuting levels;
- Encourage a more balanced age structure and promote a more stable economic position through housing and employment offer, skills development, jobs creation and creative housing design. Whilst at the same time, adjusting to an ageing population in terms of health, social care, housing and employment need;

- Contribute to the current requirements for Affordable Housing for Local Need (AHLN) and maximise future provision;
- Protect Conwy's outstanding natural and built environment;
- Safeguard and promote the Welsh language and community identity;
- Encourage development which seeks to achieve the priority objectives of the Plan.

The Vision for the LDP is that “By 2022, the communities of Conwy will be more sustainable, offer a higher quality of life and be supported by a more balanced age structure. In reviewing the spatial objectives of the LDP, the following are relevant to Abergele, amongst others.

- SO1. To accommodate sustainable levels of population growth;
- SO2. To promote the comprehensive regeneration of Colwyn Bay, Abergele, Towyn and Kinmel Bay to broaden economic activity, address social exclusion and reduce deprivation through the Strategic Regeneration Area Initiative;
- SO3. To provide land and develop a diverse supply of housing to contribute to needs, including affordable housing for local need, and to meet the need for gypsies and travellers, at a scale that is consistent with the ability of different areas and communities to grow;
- SO4. Identify and safeguard land to meet the community's needs for more jobs and greater economic prosperity and reduced out-commuting levels focusing, in particular, on higher value employment opportunities and skills development within and around the strategic hubs of Conwy, Llandudno, Llandudno Junction and



Colwyn Bay and in the accessible and sustainable location of Abergele;

- SO5. Encourage the strengthening and diversification of the rural economy where this is compatible with local economy, community and environmental interests;
- SO6. Develop vibrant town centre destinations for shopping, business and commerce, culture, entertainment and leisure through the protection and enhancement of the vitality, viability and attractiveness of Llandudno as the strategic sub regional retail centre, and regeneration of Colwyn Bay town centre and other key shopping centres;
- SO7. Concentrate development along existing and proposed infrastructure networks and, in particular, at locations that are convenient for pedestrians, cyclists and public transport;
- SO8. Assist tourism through the protection and enhancement of coastal and rural based tourism attractions and accommodation and further exploit the potential to develop, strengthen and encourage an all year-round tourism industry;
- SO9. To encourage efficient patterns of movement and to recognise the strategic role that the A55 and rail corridors will play in meeting the development needs of the Plan Area, and to give particular attention to development locations that are convenient for pedestrians, walking and cycling in Conwy to aid the reduction of transport CO2 emissions;
- SO10. Ensure that good, sustainable, inclusive design is delivered which includes the opportunity to design out crime, to develop strong, safe and locally distinctive

communities and encourage the younger population to remain and return to the area.

The LDP identifies Abergele as a key area that serve the essential service needs of the surrounding catchment. Abergele is seen as “a key growth area in the East to meet development needs, predominantly as a result of high flood risk constraints”. It continues by stating an “Abergele Masterplan will form the delivery vehicle to bring all the development opportunities together holistically, providing the means to ensure that the implications of new development impact positively on the wider areas as a whole”.

Over the Plan period it is projected that approximately 1,270 (20%) new dwellings will be delivered on previously developed and greenfield land in these key areas, inclusive of new homes that have already been completed or permitted. In Abergele, Towyn & Kinmel Bay (including Pensarn) approximately 6 hectares of employment land (B1, B2 & B8) will be delivered in the Abergele area to meet needs and contribute to a reduction in out-commuting levels and car usage. Abergele is also seen to benefit from improvements having been included in the Strategic Regeneration Area Initiative.

A key objective in realising the development potential in Abergele and lessen impact on the town centre, is a Traffic Improvement Scheme that will manage the volume of traffic, congestion and prevent pressure on the surrounding road network.



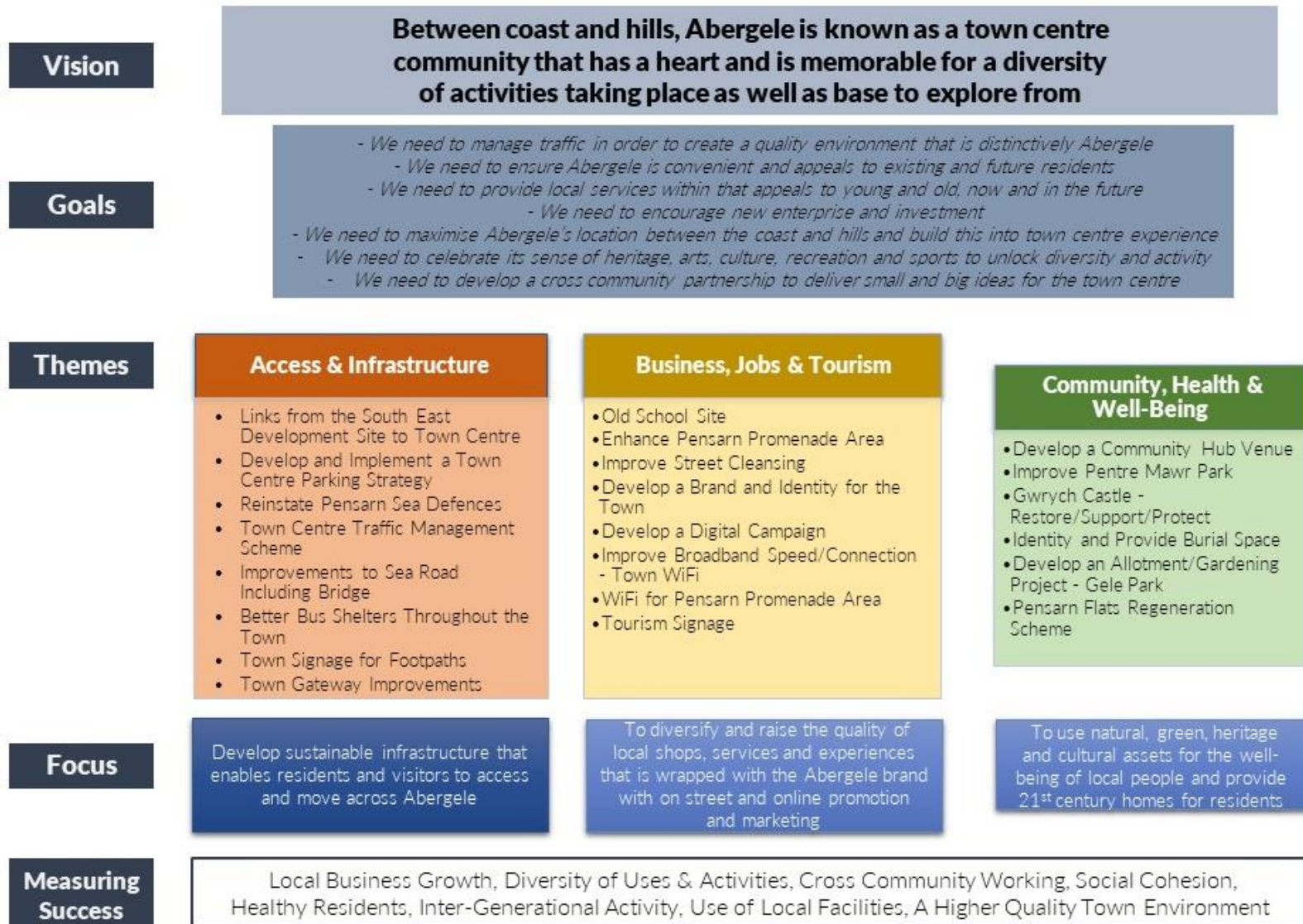
## 6. SWOT

The following SWOT has prepared using the Shaping Conwy's Communities Place Plan themes from its guidance document.

	STRENGTHS	OPPORTUNITIES
Context & Setting	<ul style="list-style-type: none"> <li>Location is accessible within the North Wales Coast</li> <li>A Place that is nestled between the coast and rural hills</li> <li>Market Town setting</li> <li>Gwrych Castle – story and relationship</li> <li>Keynote buildings in the town centre</li> </ul>	<ul style="list-style-type: none"> <li>Investment in Gwrych Castle will add to local economic development and heritage-based tourism</li> <li>Coast and hills can appeal to family visitor market – trails and activity</li> <li>Street scene could be revealed through a shopfront improvement scheme</li> </ul>
People & Place	<ul style="list-style-type: none"> <li>Mixed demographic and outlook</li> <li>Pockets of deprivation</li> <li>Some major employers but mainly service sector</li> <li>A strong community network of organisations that are about well-being</li> </ul>	<ul style="list-style-type: none"> <li>Housing could help sustain and grow local services</li> <li>Community forum and network</li> <li>Visitor based economy</li> <li>Outreach support to those residents that are inactive and/or in need</li> </ul>
Buildings & Facilities	<ul style="list-style-type: none"> <li>Keynote buildings e.g. Glynn Cinema that have a strong presence</li> <li>Signs of retail investment in recent months</li> <li>Good range of schools – primary and comprehensive</li> </ul>	<ul style="list-style-type: none"> <li>Old School site as a transformational project</li> <li>New housing could bring additional activity</li> </ul>
Life Between Buildings	<ul style="list-style-type: none"> <li>Pentre Mawr Park and Gele Park are great town assets and key connectors</li> <li>Town is well networked through paths and rights of way from coast to hills</li> </ul>	<ul style="list-style-type: none"> <li>Facilities in Parks that attracts and retains activities</li> <li>Town centre streetscape needs to be revealed and consistent</li> </ul>

	WEAKNESSES	THREATS
Context & Setting	<ul style="list-style-type: none"> <li>Some developments have been detrimental to the character of the town</li> <li>Road is dominant within town centre that does have impact on quality of environment and experience</li> </ul>	<ul style="list-style-type: none"> <li>Location is very accessible so broadens choice for residents</li> <li>Housing developments need to be managed in relation to design quality and linkages</li> <li>Growth in traffic and proximity to A55</li> </ul>
People & Place	<ul style="list-style-type: none"> <li>Mixed income and aspiration</li> <li>Volunteer capacity</li> <li>Role and function is about a place to live, thereby infrastructure is needed</li> </ul>	<ul style="list-style-type: none"> <li>Austerity and community investment</li> <li>Overloading community and voluntary sector</li> </ul>
Buildings & Facilities	<ul style="list-style-type: none"> <li>Some notable vacancies – banks, car dealership</li> <li>Not as distinctive as other neighbouring centres</li> <li>Quality of social housing e.g. Pensarn</li> </ul>	<ul style="list-style-type: none"> <li>Competing places that are of a higher quality and diversity</li> </ul>
Life Between Buildings	<ul style="list-style-type: none"> <li>A55 severs Pensarn from Abergele even with underpass</li> </ul>	<ul style="list-style-type: none"> <li>Traffic limiting opportunities to enhance frontages, street based activity</li> </ul>

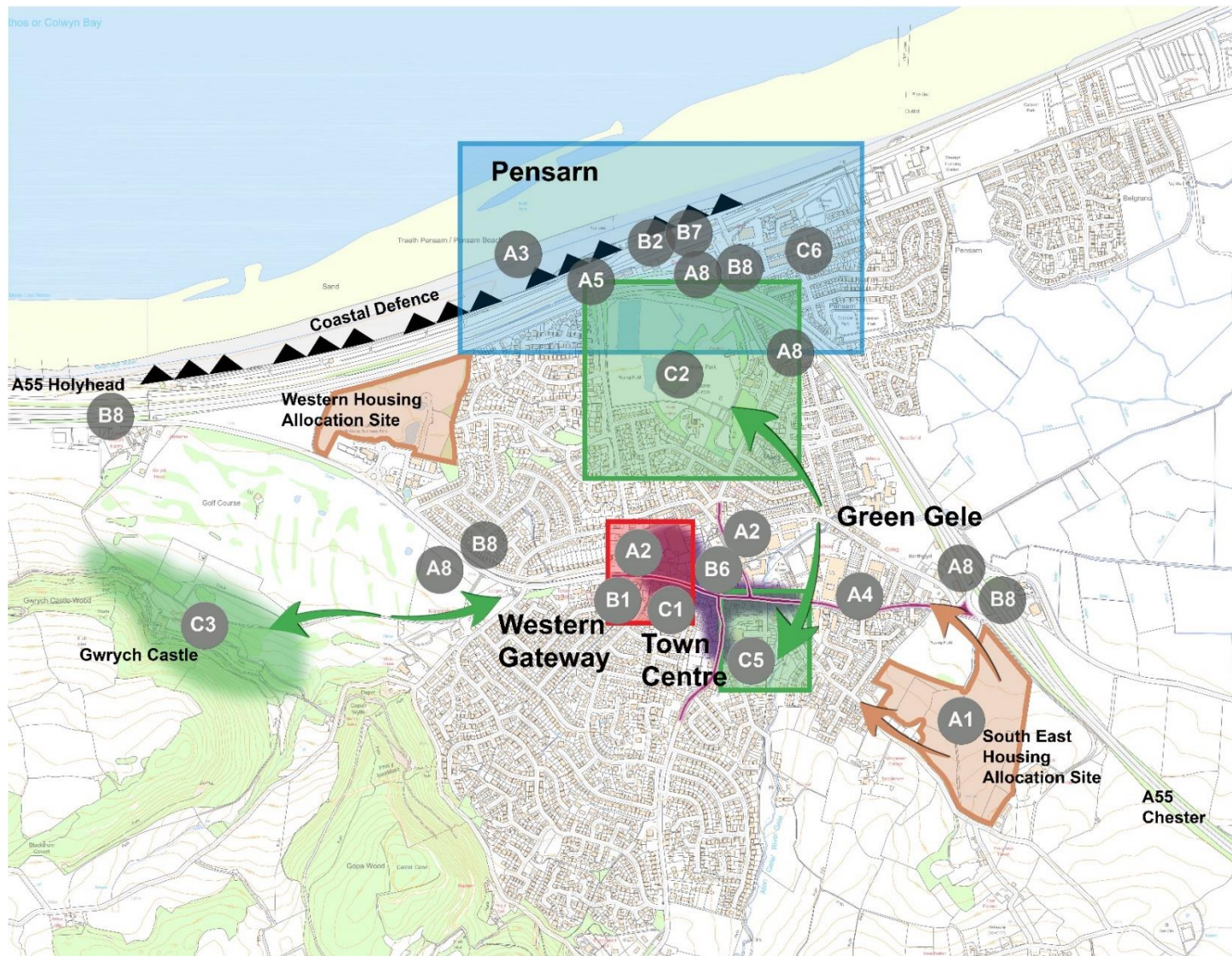
## 7. VISION & THEMES & OUTCOMES





## Place Plan Strategic Project Plan

The plan below provides a spatial set of priorities that are detailed on the following pages. Spatial focus for Pensarn, the Western Gateway and the two parks (Green Gele) is also described later.





## 8. PLACE PLAN ACTIVITY

### Access & Infrastructure

<b>Project</b>	<b>A1 - Links from South East Development Site to Town Centre</b>
<b>Description</b>	<p>Specific activities to include:</p> <ol style="list-style-type: none"> <li>1. Provision of pedestrian/cycle linkages at South East LDP Development Site through Bryn Hyfryrd Grove, St George Road and Rhuddlan Road;</li> <li>2. Public transport services along the new link road into the town centre that are frequent and allow for users;</li> <li>3. Limit the size of the proposed retail convenience store to encourage links to the town centre;</li> <li>4. Improvements to traffic lights and associated monitoring in the town centre during the first phase of the LDP development;</li> <li>5. Make improvements to Rhuddlan Road to encourage cycling and walking so that they have a greater priority;</li> <li>6. Announce the town centre to users through advanced and directional signage and introduction of outer gateway features and traffic calming.</li> </ol>
<b>Need</b>	The site is allocated in Conwy's Local Development Plan. The town centre vision and study identified need for walking and cycling links into the town and bus routes, in order to maintain sense of community and prevent the leakage of economic and social activity. There is therefore a need to provide alternative means of transport to and from town centre due to limited capacity of highways and there is also a lack of announcement of the town centre and limited opportunities to connect into Gele Park and leisure centre for well-being and recreational uses.
<b>Benefits</b>	Linked trip and loyalty to town centre by green travel to and from the development site, thereby reducing traffic volume, emissions, greater well-being and economic benefits.
<b>Funding Opportunities</b>	<ul style="list-style-type: none"> <li>▪ Section 106 funds from developers</li> <li>▪ Active travel funding through Local Transport Funds from Welsh Government</li> <li>▪ Conwy CBC</li> </ul>
<b>Section 106</b>	For future negotiations subject to phased planning consents.

<b>Project</b>	<b>A2 - Develop and Implement a Town Centre Parking Strategy</b>
<b>Description</b>	<p>Parking provision in the town centre is a key success factor for businesses to prosper and for members of the community to access local shops and services.</p> <p>The management of off and on street parking is important in terms of how town centre users are directed, stay and use Abergele for local and visitor activities. The two main off street car parks at Water Street and off Market Street (Old School/library site) are on the edge of the town centre with on-street parking on the main town centre streets. Discussions between the Abergele Town Council and Conwy CBC on the transfer of car parks to the Town Council in the future are subject to approval.</p> <p>Future management of parking needs to address:</p> <ul style="list-style-type: none"> <li>▪ Advanced and directional signage;</li> <li>▪ Information points in car parks;</li> <li>▪ Maintenance of off street parking;</li> <li>▪ Management of on-street parking;</li> <li>▪ Consideration of specific user needs – shopworkers, long stay/short stay, disabled, visitors;</li> <li>▪ Electric car charging points, amongst other items.</li> </ul>
<b>Need</b>	This has been identified by the local trader's association and through the town centre vision and action plan. In recent months, the issue has been led by the Town Council on off-street parking provision and its transfer to them in terms of management.
<b>Benefits</b>	Managed parking has a resultant benefit on footfall, dwell, expenditure, investment, confidence in a town centre such as Abergele.
<b>Funding Opportunities</b>	<ul style="list-style-type: none"> <li>▪ Town Council precept</li> </ul>
<b>Section 106</b>	Not eligible.

<b>Project</b>	<b>A3 - Reinststate Pensarn Sea Defences</b>
<b>Description</b>	<p>This project is in response to Welsh Government's Coastal Risk Management Programme which is open to wider benefits in relation to community and amenity that are framed in the context of the Well-being of Future Generations Act and requirement on Welsh Government and other public bodies to improve social, economic, environmental and cultural well-being by delivering against the seven Well-being Goals.</p> <p>We would propose that improvements are linked to wider Pensarn area enhancements so that residents and visitors have an integrated experience. Improvements to the sea defences could be designed in a way that provides the structural defence but also increases accessibility onto the beach and across the Promenade site.</p>
<b>Need</b>	The core coastal defence works have been identified by Welsh Government and Conwy CBC in relation to the wider coastal defence plan from Llandullas to Kinnel Bay. There is evidence of some erosion on the western shoreline on Pensarn beach.
<b>Benefits</b>	Mixture of economic and physical benefits for Promenade: safeguard coastal area - habitat and property, visitor experience and resultant activity, transportation benefits
<b>Funding Opportunities</b>	<ul style="list-style-type: none"> <li>Welsh Government</li> </ul>
<b>Section 106</b>	Not eligible.

<b>Project</b>	<b>A4 - Town Centre Traffic Management Scheme</b>
<b>Description</b>	<p>In response to current traffic needs and in planning for future traffic growth from related residential development (subject to planning consent), the town centre needs to take a proactive approach to managing traffic. This is traffic that is either visiting Abergele for a specific purpose or travelling through the town to another destination.</p> <p>The current town centre offer and experience is also determined by how traffic is managed with the current environment dominated by vehicles with public space limited and pedestrians feeling secondary in the order of movement. Traffic management is therefore key to how Abergele town centre is enhanced as a place, so that businesses have better frontages, better paths and trails as well as creating public space and squares that can provide a focus for town life.</p> <p>Conwy CBC highways appointed Atkins in 2017 to assess the current situation in terms of existing town centre junctions and traffic light systems with their report concluding that the system is at capacity on current volumes. Subject to planned housing development there is a need to plan for an enhanced traffic management scheme that is not just engineered but designed in a place-based way. This needs to be</p>

	considered holistically in terms of benefit and impact to town: access, movement, parking, public space, frontages, land take-up, etc.
<b>Need</b>	Yes. Identified in the town centre study and in historical traffic management studies undertaken by Atkins. Atkins were reappointed in 2017 to review existing traffic lights system with their report published in mid-2018. There is an immediate need to develop options and solutions and seek agreement to next stages of project development.
<b>Benefits</b>	In developing and implementing an enhanced town centre traffic management system, there will be direct benefits for the town centre and for the wider town. This will need to a better environmental quality (reduction in NO2 emissions) due to reduced standing traffic, improved frontages and public space and ease of accessing parking and enjoying the town centre. There will also be wider social and community benefits for events, activities and increased use of town space.
<b>Funding Opportunities</b>	<ul style="list-style-type: none"> <li>▪ Section 106</li> <li>▪ Local Transport Fund – Welsh Government</li> <li>▪ Conwy CBC Capital Programme</li> </ul>
<b>Section 106</b>	Subject to negotiations with residential developers across the town where there is a direct relationship.

<b>Project</b>	<b>A5 - Improvements to Sea Road Including Bridge</b>
<b>Description</b>	Improvements to Sea Road specifically the bridge over the A55 and to reopen two way traffic which will improve accessibility to and from the Beach area into the town centre. Need to incorporate cycle lane provision within bridge and along Sea Road.
<b>Need</b>	The temporary arrangement has been in place for some time. Need to look at permanent solution for the Bridge, with a current understanding that a proposal is within the WG Minister to revert back to two way.
<b>Benefits</b>	Better connectivity to and from coast to town centre and linkage for cars, walkers and cyclists.
<b>Funding Opportunities</b>	<ul style="list-style-type: none"> <li>▪ Local Transport Fund – Welsh Government</li> <li>▪ Welsh Government</li> </ul>
<b>Section 106</b>	Not eligible.

<b>Project</b>	<b>A6 - Better Bus Shelters Throughout the Town</b>
<b>Description</b>	<p>Improvements to existing bus shelters and provision of new shelters at specific locations across that meets the need of public transport users and is aligned to Active Travel objectives.</p> <p>Locations to include:</p> <ul style="list-style-type: none"> <li>▪ Seafield Drive;</li> <li>▪ Post office, Bridge Street;</li> <li>▪ Train station;</li> <li>▪ Bowling Green;</li> <li>▪ Bod Tegwal;</li> <li>▪ Broadway;</li> <li>▪ North Wales Business Park.</li> </ul>
<b>Need</b>	Place Plan survey, Town Council project list. Some shelters are in a very poor condition and in need of refurbishment. Works are allocated in Town Council budget for 2019-20.
<b>Benefits</b>	Enhanced public transport experience, safety and welfare of users, greater mobility, better perception of public transport and use.
<b>Funding Opportunities</b>	<ul style="list-style-type: none"> <li>▪ Section 106</li> <li>▪ Conwy CBC Capital Programme</li> <li>▪ Abergele Town Council</li> </ul>
<b>Section 106</b>	Eligible for funding

<b>Project</b>	<b>A7 - Town Signage for Footpaths</b>
<b>Description</b>	To integrate signage across the town so that neighbourhoods are connected, and visitors can explore. Waymarking signage system and use of existing infrastructure to direct pedestrians at key nodes and places across the town.
<b>Need</b>	Town signage is a key issue that has been identified within the Place Plan survey, the town centre vision and action plan and in the signage strategy report. The Walk Your City pilot was a cost effective way to identify routes across the town all within a 15 minute walkshed. Signage needs to link with town centre signage and ensure co-ordination with rural ROW network.
<b>Benefits</b>	Increased mobility and accessibility, well-being and extended stays in the town and area through integrated footpath trails, interpretation and signage.
<b>Funding Opportunities</b>	<ul style="list-style-type: none"> <li>▪ Local Transport Fund – Welsh Government</li> <li>▪ Section 106</li> </ul>
<b>Section 106</b>	Eligible for funding through town centre regeneration and/or amenity themes.

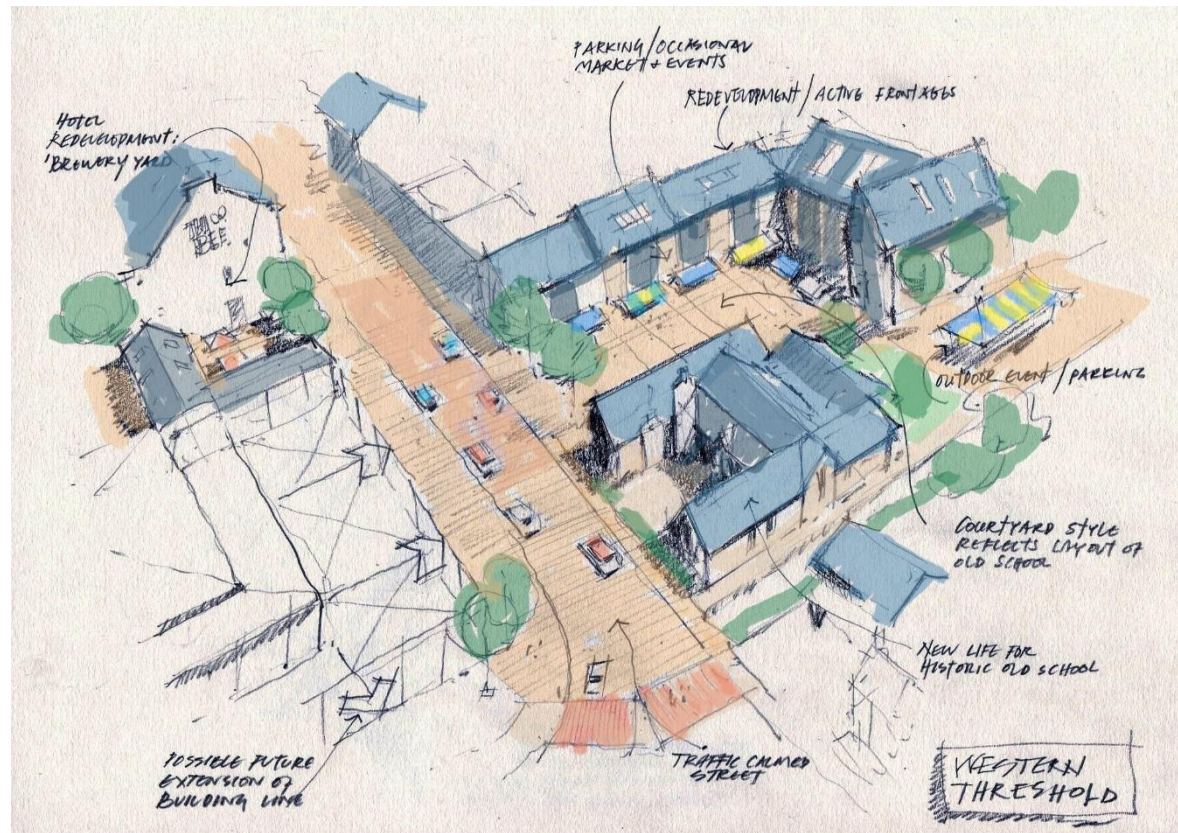
<b>Project</b>	<b>A8 Town Gateway Improvements</b>
<b>Description</b>	Co-ordinated works to enhance key gateways into the town from its four entrances to include new gateway signage that meets the new place brand, planting and linked into wider town signage that promotes key attractions.
<b>Need</b>	Initially in the Place Plan survey, followed by the town centre vision and action plan and finally in the signage strategy report. This is linked to the tourism signage proposal which is currently with Welsh Government for assessment and funding support.
<b>Benefits</b>	This would lead to growth in local visitor economy and resultant economic benefits and wider impact on town centre and coastal economy.
<b>Funding Opportunities</b>	<ul style="list-style-type: none"> <li>▪ Welsh Government Signage Scheme</li> <li>▪ Private sector (attractions)</li> <li>▪ Section 106</li> </ul>
<b>Section 106</b>	Eligible for funding through town centre regeneration and/or amenity and welsh language themes.



## Business, Tourism & Jobs

Project	B1 - Old School Site
Description	<p>This project is keynote as it is the only site in the town that is primarily owned by Conwy CBC, occupies a key gateway into the town thereby having the potential to unlock some benefits for the town centre.</p> <p>This project is two fold: an options appraisal and feasibility study, and if proven to be feasible the reuse of the site. The initial study needs to undertake several tasks:</p> <ul style="list-style-type: none"> <li>▪ To explore retention of community meeting space that is presently provided within the existing Youth and Community Centre elsewhere within the town centre so that residents socialise, stay healthy and develop skills/interest;</li> <li>▪ To replace the existing library with a 21st century facility that integrates with other community needs;</li> <li>▪ To undertake a feasibility study of the Youth and Community Centre, Library, former Health Centre and car park site that finds ways of unlocking new development and reuse of existing historical assets: study should explore: <ul style="list-style-type: none"> <li>○ How existing provision can be accommodated within the town centre e.g. arts groups, mothers and toddlers, etc;</li> <li>○ Future use for the Youth and Community Centre could include an arts and crafts centre including gallery, studio space, retail and coffee shop, small enterprise units, in addition to an activity hub e.g. bike hire, outdoor shop as well as residential uses;</li> <li>○ The integration of community uses into a hub type building that may include a new library, one stop shop for Conwy Council/Police/Health Board, community resource, meeting room space, enterprise units, retail and active food and drink uses;</li> </ul> </li> <li>▪ The study should also look at how the car park is maintained for shoppers but also is a dual-purpose space for weekly markets and events and should include the Council employee car park to the rear of the Youth and Community Centre;</li> <li>▪ Landscape design and redevelopment should co-ordinate with proposals for Bee Hotel side of Market Street and with any development coming forward for the former Slater's garage site.</li> </ul>
Need	<p>Primarily through the Town Centre Vision and Action Plan. Itaca (Abergele Community Action) has also secured £10,000 towards the feasibility study in terms of their future needs in the town centre. Over the last year, youth services take up of the building has diminished with a need to look at how the Old School and library can be used in a more integrated way. Sadly, the Bee Hotel and former Slaters car dealership has closed with a need to look at this whole western gateway in relation to land use, activity and connectivity.</p>

Benefits	Dependent on the outcome of the feasibility study and options appraisal, the site could meet several town centre needs that attracts activity and linked trips across the town centre. It is the only site in town that also has the opportunity to provide a public square and also links into local footpaths and onwards to Gwrych Castle, the Beach and other attractions. Intent to improve the site would also provide a stimulus to the neighbouring garage and former Bee Hotel site with a need to improve design quality at the edge of the town's conservation area.
Funding Opportunities	<ul style="list-style-type: none"> <li>WG Community, Facilities Programme</li> <li>Lottery funds</li> <li>Architectural Heritage Fund</li> <li>WG Targeted Regeneration Investment programme (if chosen as a settlement post 2021)</li> </ul>
Section 106	Eligible for Section 106 from libraries and from town centre regeneration themes

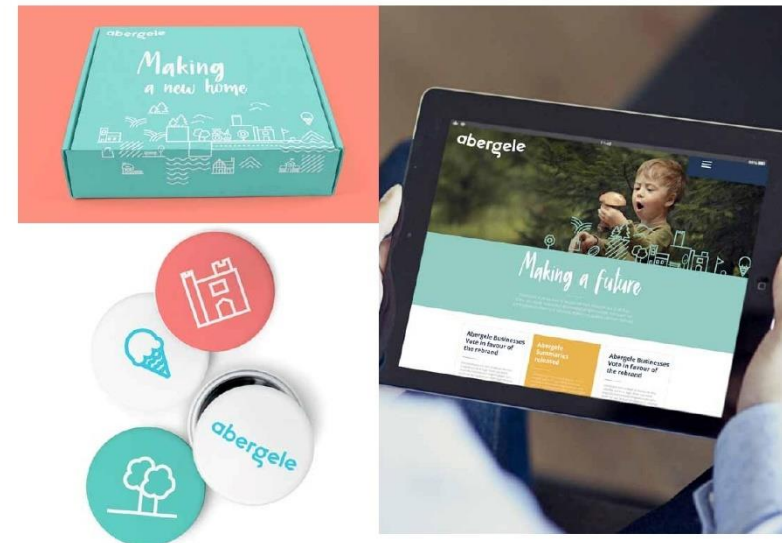


<b>Project</b>	<b>B2 - Enhance Pensarn Promenade Area</b>
<b>Description</b>	<p>Welsh Government in conjunction with Conwy CBC has appointed a consultancy to develop sea defence proposals with opportunity to also consider community benefit as part of the structural work. Initial site discussions and consultation have looked at several themes that are linked to the promenade and sea defence:</p> <p><b>Access</b></p> <ul style="list-style-type: none"> <li>▪ Could any possible groynes double up as access points?</li> <li>▪ Pensarn beach is very popular with shore fishermen and their need for access;</li> <li>▪ A slipway/boat launch facility would be a great benefit between Rhyl and Colwyn Bay as currently there is no facility in the area.</li> </ul> <p><b>Visitor Amenity</b></p> <ul style="list-style-type: none"> <li>▪ Signage on the coastal path is poor – greater segregation of cyclists and pedestrians needed – possibly through surfacing;</li> <li>▪ The greater use of electric bikes has led to more traffic on the coastal path by “less experienced” riders; bike repair stations needed along path;</li> <li>▪ Better promotional and information boards – promotion of the area as this part of county coast feels neglected;</li> <li>▪ Better signage off the A55 to promote beaches – thousands pass every day and don’t know how to get onto the beaches;</li> <li>▪ Bird watching/facilities could be incorporated – viewing platforms;</li> <li>▪ Better lighting – especially between Llanddulas and Thornleys caravan park – some dark and “threatening” sections of path;</li> <li>▪ Think big – possible tidal swimming pools;</li> <li>▪ Possible additional shelters and benches;</li> <li>▪ Eastern frontage needs a “lift” to attract more tourists.</li> </ul> <p>A full masterplan needs to be developed that bridges both public and private sector ideas. This also needs to link into Pentre Mawr Park and Sea Road so that there is a whole town approach.</p>
<b>Need</b>	<p>Consultation on the coastal defence management is underway co-led by Welsh Government and Conwy CBC. Presentations to the Town Council and Place Plan Sub Committee have been held. The role of the beach and promenade area is understood in terms of arrival from the A55 with the need to enhance the environment, infrastructure and experience.</p>
<b>Benefits</b>	<p>Improvements to Pensarn Promenade area will support the well-being of residents and support the visitor economy in relation to visitor satisfaction levels, length of stay, engagement in activity, direct spend and increased confidence in the town and area. Walking and cycling will be promoted and links to other coastal destinations.</p>

<b>Funding Opportunities</b>	<ul style="list-style-type: none"> <li>▪ Welsh Government's Coastal Risk Management Programme</li> <li>▪ Visit Wales Programmes (TAIS, TISS)</li> <li>▪ Private sector investment</li> <li>▪ Sustrans</li> <li>▪ Local Transport Fund – Welsh Government</li> </ul>
<b>Section 106</b>	Eligible for Section 106 from Open Spaces theme.

<b>Project</b>	<b>B3 - Improve Street Cleansing</b>
<b>Description</b>	The need to ensure streets and pavements are clean is key to the sense of pride and well-being in a place like Abergele. Street cleansing is provided by Conwy CBC with a recognition that during budget pressures a partnership way of maintaining clean streets needs to be explored.
<b>Need</b>	Identified in Place Plan survey and Town Council list of projects.
<b>Benefits</b>	Maintaining clean streets instils a sense of pride and well-being in a place, leading to residents and visitors walking to and from activities, creating social cohesion and healthier lifestyles.
<b>Funding Opportunities</b>	<ul style="list-style-type: none"> <li>▪ Conwy CBC</li> <li>▪ Abergele Town Council</li> </ul>
<b>Section 106</b>	Not eligible

Project	B4 - Develop a Brand and Identity for the Town
Description	A place brand and associated toolkit has been designed for the Place Plan Sub Committee by View Creative Agency. The brand stamp, palette, values and imagery has been completed and sets an approach that can be used in a physical setting as well as on-line. The launch of the place brand is linked to the development of a town website.
Need	The future role and function of Abergele as a place is a key question when you are planning place based infrastructure. The place brand commission was important as it provided a space to discuss the position of the town now, its assets and where it needs direction in terms of outlook and sense of place and personality.
Benefits	A place brand sets the tone for a place and when delivered will provide some consistency of message and demonstrate integration both on-line and within a physical place setting e.g. information maps, signage, etc
Funding Opportunities	Funding committed and spent.
Section 106	Funded through Section 106 monies during 2018-19 period



<b>Project</b>	<b>B5 - Develop a Digital Campaign</b>
<b>Description</b>	<p>To provide an integrated multi-platform digital campaign that is a single point for online information. The web based component would provide a refresh and portal into Abergele Town Council, with a town marketing site more visitor and user facing. The website would be linked into social media and would use the Place Brand for its look and feel.</p> <p>The website would provide information on events, a local directory of shops and services, community group messaging, blogs and links to other websites and social media.</p>
<b>Need</b>	In this modern day, the town lacks any digital presence that is integrated and dynamic. To sustain the town centre, digital activity can direct people onto the High Street as well as a place for community based action. The Place Plan is also developing an event led programme that digital promotion forms part of.
<b>Benefits</b>	Enhanced communication and reach with local users and visitors far afield that presents the town in a well organised and proactive way. A digital campaign will raise awareness amongst residents of what is on their doorstep which will lead to local and sustainable economic growth as well as visitors visiting for events, attractions and other activities. A website can also bring together people and organisations through volunteering and joint action.
<b>Funding Opportunities</b>	The website design has been funded through a Section 106 application. Future management and hosting will need consideration.
<b>Section 106</b>	Budget for website design agreed through Section 106 funding.

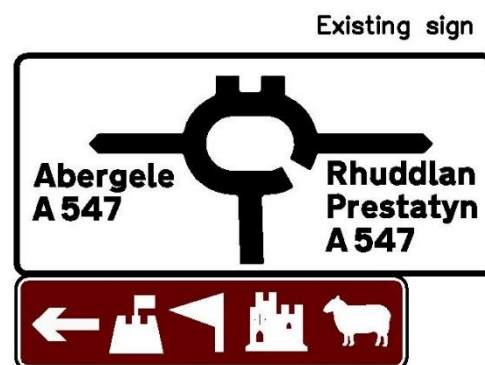
<b>Project</b>	<b>B6 - Improve Broadband Speed/Connection – Town Wi-Fi</b>
<b>Description</b>	Provision of a town wi-fi scheme that supports local business growth and a quality visitor experience. Through a splash page, email contact data is collected for the sole purpose of town marketing information with the future town website linking into this. When landing on this page, users are directed to specific town centre activities, sales, incentives, events and campaigns to get people into town centre businesses and other community activities. The wi-fi is also there for town centre users to freely surf the web and connect into emails.
<b>Need</b>	Identified through town centre vision and action plan and through the business, jobs and tourism working group of the Place Plan Sub Committee.
<b>Benefits</b>	Digital confidence and resilience across an area of the town that helps sustain local businesses and meets modern day needs.
<b>Funding Opportunities</b>	Funding committed and spent through Conwy Rural Development Programme and Conwy CBC.
<b>Section 106</b>	Not required.



<b>Project</b>	<b>B7 - WI-FI for Pensarn Promenade Area</b>
<b>Description</b>	<p>Provision of a town wi-fi scheme that supports local business growth and a quality visitor experience. Through a splash page, email contact data is collected for the sole purpose of town marketing information with the future town website linking into this. When landing on this page, users are directed to specific town centre activities, sales, incentives, events and campaigns to get people into town centre businesses and other community activities. The wi-fi is also there for town centre users to freely surf the web and connect into emails.</p> <p>For the promenade area a wi-fi scheme will provide a digital hub for beach users that will support events and activities, walkers and cyclists journeying through and also links the promenade into the town centre.</p>
<b>Need</b>	Identified through town centre vision and action plan and through the business, jobs and tourism working group of the Place Plan Sub Committee.
<b>Benefits</b>	Digital confidence and resilience across an area of the town that helps sustain local businesses and meets modern day needs.
<b>Funding Opportunities</b>	<ul style="list-style-type: none"> <li>▪ Not eligible through Conwy Rural Development Programme and Conwy CBC.</li> </ul>
<b>Section 106</b>	<ul style="list-style-type: none"> <li>▪ Welsh Government's Coastal Risk Management Programme</li> <li>▪ Section 106 capital setup</li> <li>▪ Private sector</li> </ul>

<b>Project</b>	<b>B8 - Tourism Signage</b>
<b>Description</b>	<p>Members of the Business, Tourism and Jobs Thematic Working Group in December 2017 asked that advanced tourism signage be considered for Abergele &amp; Pensarn. In January 2018, a signage review report was prepared and presented to the Working Group and to the Place Plan Programme Board. As part of the review, it identified that there are no brown tourist signs along this section of the A55 that list or direct visitors to attractions or destinations within the Abergele and Pensarn area.</p> <p>These signs along with local highway tourist signs have been designed and costed and are with Welsh Government as part of an application for technical and funding support.</p>
<b>Need</b>	Fits with aims of town centre study and is an action of the Signage Review Study (January 2018).
<b>Benefits</b>	Tourism signage will firstly announce Abergele as a destination from the A55 and through a series of directional signs will take road users to several strategic attractions. Visits and resultant spend will benefit each attraction and will also generate linked trips to other businesses in the town whether this be part of a day visit, short break or longer stay.

Funding Opportunities	<ul style="list-style-type: none"> <li>▪ Welsh Government</li> <li>▪ Private sector</li> <li>▪ Section 106</li> </ul>
Section 106	Section1 106 contribution approved by Conwy CBC after Place Plan Sub Committee request



## Community, Well-Being and Culture

<b>Project</b>	<b>C1- Develop a Community Hub Venue</b>
<b>Description</b>	See project B1 – Old School Site
<b>Need</b>	As above
<b>Benefits</b>	As above
<b>Funding Opportunities</b>	As above
<b>Section 106</b>	As above

<b>Project</b>	<b>C2 - Improve Pentre Mawr Park</b>
<b>Description</b>	<p>Pentre Mawr Park is a key green infrastructure asset and space that links the beach/promenade area and the town centre. As additional housing is built its relationship to the town needs to become stronger with improvements to include:</p> <ul style="list-style-type: none"> <li>▪ Reuse of a redundant building or provision of a new toilet block, community park keepers hut and storage space for park activity; explore use of green walls, composting to make building sustainable;</li> <li>▪ Improved signage in and around park and between other green assets;</li> <li>▪ Develop event infrastructure – pop up bandstand for education, schools’ visits, arts, cultural and sporting events; develop for community and regional events and festivals that is linked into town centre offer;</li> <li>▪ Improve signage to Pentre Mawr Park from Dundonald Avenue for first time visitors;</li> <li>▪ Allocate parking as a park and walk provision to town centre with linkages through Sea Road or via Water St.</li> </ul>
<b>Need</b>	Identified through Place Plan survey, town centre vision and action plan and from Town Council requests. Respective sports and recreational organisations have also identified key issues and opportunities.
<b>Benefits</b>	Improved health, social and cultural well-being for all users and groups in the Park. Increased volunteering.
<b>Funding Opportunities</b>	<ul style="list-style-type: none"> <li>▪ Enabling Natural Resource and Well-being in Wales Grants (ENRaW)</li> <li>▪ Welsh Government Community Facilities Programme</li> <li>▪ Respective wind farm grant programmes</li> <li>▪ Conwy CBC</li> <li>▪ Lottery</li> <li>▪ Section 106</li> </ul>
<b>Section 106</b>	Eligible for Section 106 from open space themes

<b>Project</b>	<b>C3 - Gwrych Castle – Restore/Support/Protect</b>
<b>Description</b>	To continue to align place based investment to Gwrych Castle that supports its restoration, activity plans and its position in the town as a heritage attraction and resource.
<b>Need</b>	Identified by Gwrych Castle Preservation Trust
<b>Benefits</b>	Preservation of the castle and estate on a long term sustainable basis with extensive public opening. The creation and provision of sustainable and sympathetic uses for the castle and estate that helps with its preservation and investment in its restoration and other essential works. A keynote heritage attraction in Abergele will help build the wider tourism product and experience and have resultant economic benefits for local businesses and residents.
<b>Funding Opportunities</b>	<ul style="list-style-type: none"> <li>▪ Heritage Lottery</li> <li>▪ Architectural Heritage Fund</li> <li>▪ Other heritage led development trusts</li> <li>▪ Cadw</li> </ul>
<b>Section 106</b>	Eligible for Section 106 from open space themes

<b>Project</b>	<b>C4 - Identify and Provide Burial Space</b>
<b>Description</b>	<p>As the town grows with additional housing requirements there will be pressure on existing town burial space. This is an emotional issue as residents will want to be buried within the locality of their town and not in a cemetery outside of the town and area. A study into land availability is needed in terms of:</p> <ul style="list-style-type: none"> <li>▪ Location and access;</li> <li>▪ Setting and neighbouring land uses;</li> <li>▪ Ground conditions;</li> <li>▪ Cost of land, infrastructure and future management.</li> </ul>
<b>Need</b>	The Place Plan Sub Committee has identified this is an urgent item that needs to be addressed.
<b>Benefits</b>	The comfort of knowing that there is a good level of burial space in the town does contribute to the well-being and cohesion of a place, so that residents know their place of rest.
<b>Funding Opportunities</b>	<ul style="list-style-type: none"> <li>▪ Conwy CBC</li> <li>▪ Abergele Town Council</li> <li>▪ Section 106</li> </ul>
<b>Section 106</b>	Eligible for Section 106

<b>Project</b>	<b>C5 - Develop an Allotment/Gardening Project</b>
<b>Description</b>	<p>One of two park spaces in Abergele, Gele Park is close to Bridge Street within the town centre and provides a link to nearby countryside and hills. This project focusses on the development of the following activities:</p> <ul style="list-style-type: none"> <li>▪ Provide a focus in Gele Park on earthwork bowl/amphitheatre as an informal events space: lunchtime, start for guided town walks, local arts and cultural performances, pop up space for community;</li> <li>▪ Provide a community growing space in the underused south west corner of Park that is accessible and is linked to community enterprises, local markets, “soup” type networks;</li> <li>▪ Review Trim Trail and reorganise area;</li> <li>▪ Continuity signage for walks out to hills and course of the river.</li> </ul> <p>The project would be initially community design led with some funding applications for community type grants.</p>
<b>Need</b>	Identified in the town centre vision and action plan and within the unsuccessful Green Gele (ENRaW) funding application.
<b>Benefits</b>	Improved health, social and cultural well-being for all users and groups in the Park. Increased volunteering.
<b>Funding Opportunities</b>	<ul style="list-style-type: none"> <li>▪ Enabling Natural Resource and Well-being in Wales Grants (ENRaW)</li> <li>▪ Welsh Government Community Facilities Programme</li> <li>▪ Respective wind farm grant programmes</li> <li>▪ Conwy CBC</li> <li>▪ Lottery</li> <li>▪ Section 106</li> </ul>
<b>Section 106</b>	Eligible for Section 106 from open space themes







<b>Project</b>	<b>C6 - Pensarn Flats Regeneration Scheme</b>
<b>Description</b>	Consultants Capita have been appointed to assess options for the renewal of the Pensarn Flats area on Marine Road. The external appearance and internal condition of the flats does not meet housing quality standards and does not positively contribute to the character of the area. Any preferred strategy needs to be integrated into the community and ensure linkages to the promenade area and into Abergele itself.
<b>Need</b>	Place Plan survey and through recent Capita baseline and options appraisal for site.
<b>Benefits</b>	Well-being of existing and future tenants. Better physical appearance of homes that positively adds to the character of Pensarn and sets a design standard for other developments. Meets energy efficiency and sustainability standards.
<b>Funding Opportunities</b>	<ul style="list-style-type: none"> <li>▪ Welsh Government Social housing grant</li> <li>▪ Welsh Government Targeted Regeneration Investment</li> <li>▪ RSL</li> <li>▪ Private sector</li> </ul>
<b>Section 106</b>	Direct contribution from work to flats development.



11) Photograph taken looking west along the A548 Marine Road. Properties within the site are on the left.



12) Photograph taken from the Pensarn promenade looking east - south east over the Pensarn beach and Abergele & Pensarn Train Station



13) Photograph taken Pensarn promenade overlooking amenities such as the Beach Cafes

## Spatial Projects

Pensarn



### *Summary of project activity*

- Building on the destination and its location on the North Wales Way (where the A55 meets the coast)
- Infrastructure to pull over off A55
  - Electric car charging point
  - Motor home overnight area
  - Bike hire
- Hub on the coast:
  - Key mile marker on Wales Coastal Path and Sustrans National Cycle Route 4
  - Using coastal defence wall as part of identity
  - Community/commercial enterprise activity
    - Beach huts
    - Shower and changing rooms
    - Bike hire
    - Event space
  - Enhance/redevelop cafes and arcades into a signature coastal destination: amusements, bistro, cafe
- Access to beach
  - Access for sea craft
  - Facility for boat launch on groyne structure and slipway onto beach
- Tidying up underused land – amenity use
- Enhance car park area
- Stronger relationship of railway borne custom to beach
  - Brand
  - Signage
  - Navigation
  - Reuse of old station building for a number of uses
- Redundant Network Rail building that could be reused for local amenity use – activity hub, bike hire, tourist information point, hostel accommodation etc

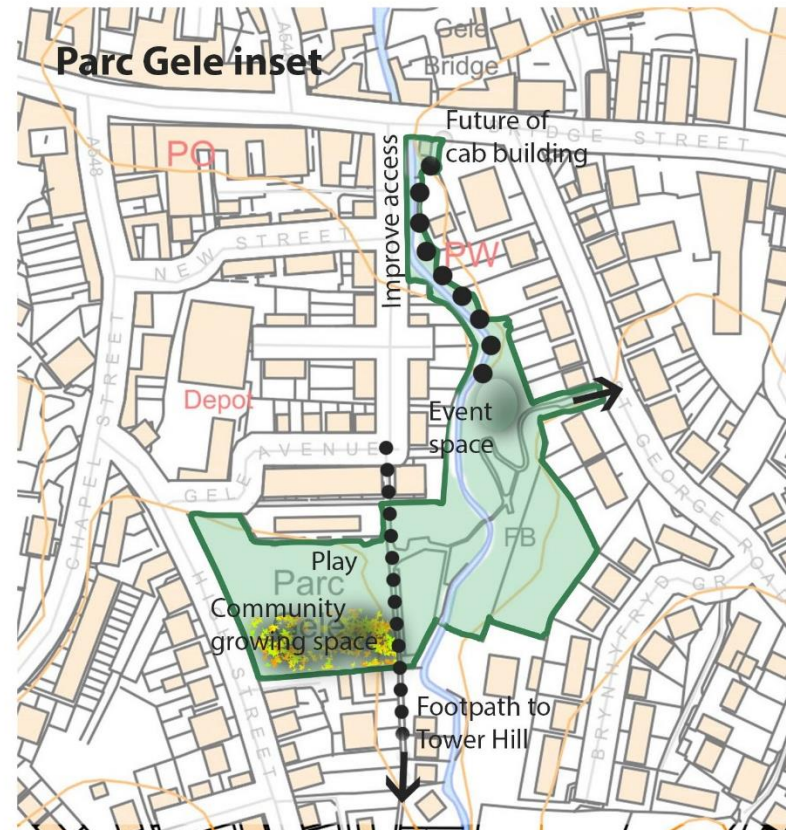
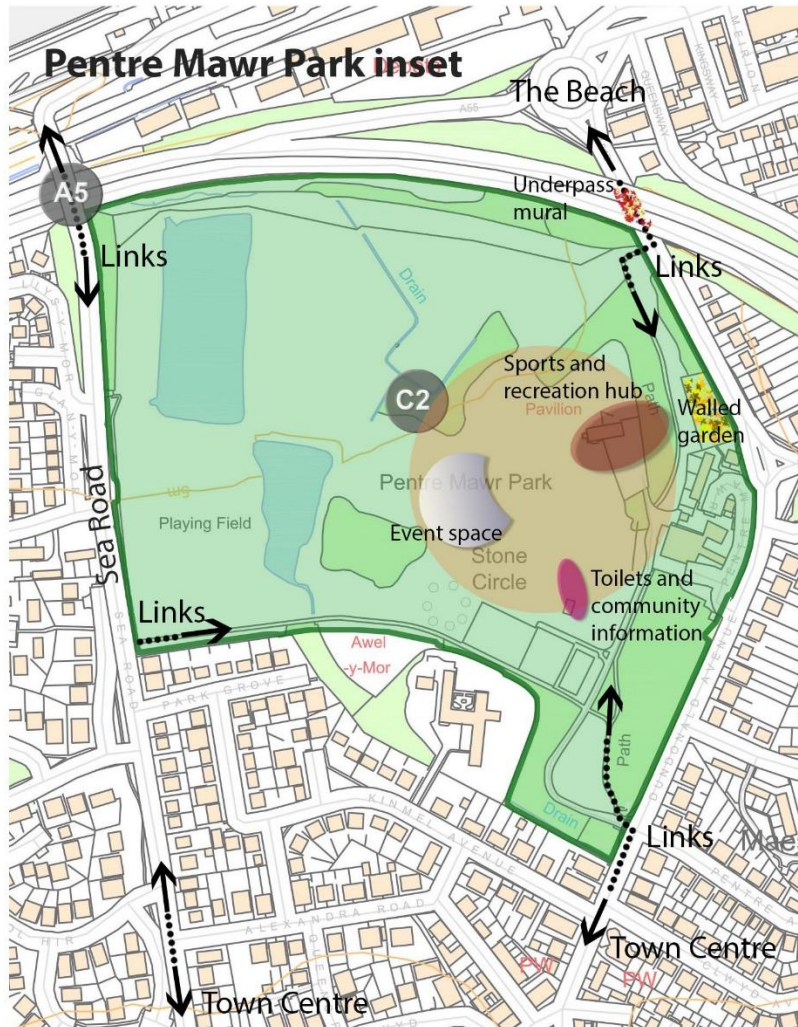








## Green Gele – Pentre Mawr & Gele Parks



### *Summary of project activity*

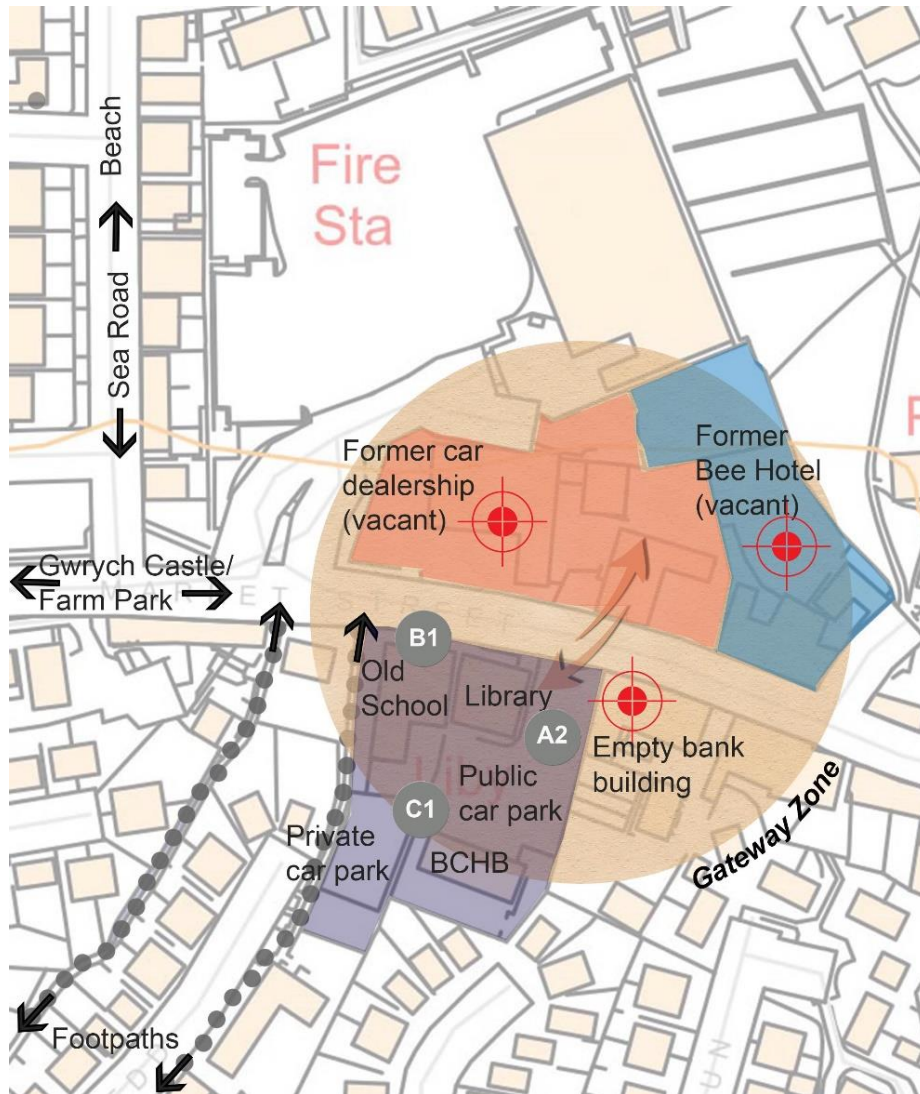
- Pentre Mawr Park
  - Reuse of a redundant building or provision of a new toilet block, community park keepers hut and storage space for park activity; explore use of green walls, composting to make building sustainable
  - Improved signage in and around park and between other green assets
  - Develop event infrastructure – pop up bandstand for education, schools' visits, arts, cultural and sporting events;
  - Events programme within the Park
  - Signage into the Park from Beach/Promenade area and from the town centre
- Gele Park
  - Provide a focus in Gele Park on earthwork bowl/amphitheatre as an informal events space: lunchtimes, start for guided town walks, local arts/cultural performances, pop up space for community
  - Provide a community growing space in the underused south west corner of Park that is accessible and is linked to community enterprises, local markets, “soup” type networks
  - Review Trim Trail and reorganise area; continuity signage for walks out to hills and river
- Green corridor improvements
  - Along entrances/exits to the Parks look at green infrastructure improvements on intermediate roads, paths and trails. This will specifically focus on 3 no. gateway improvements (of tree planting and wildflower planting) that will improve first impressions and set a quality standard for green infrastructure that forms part of future continuity projects, supporting and helping deliver an Action Plan for Pollinators.



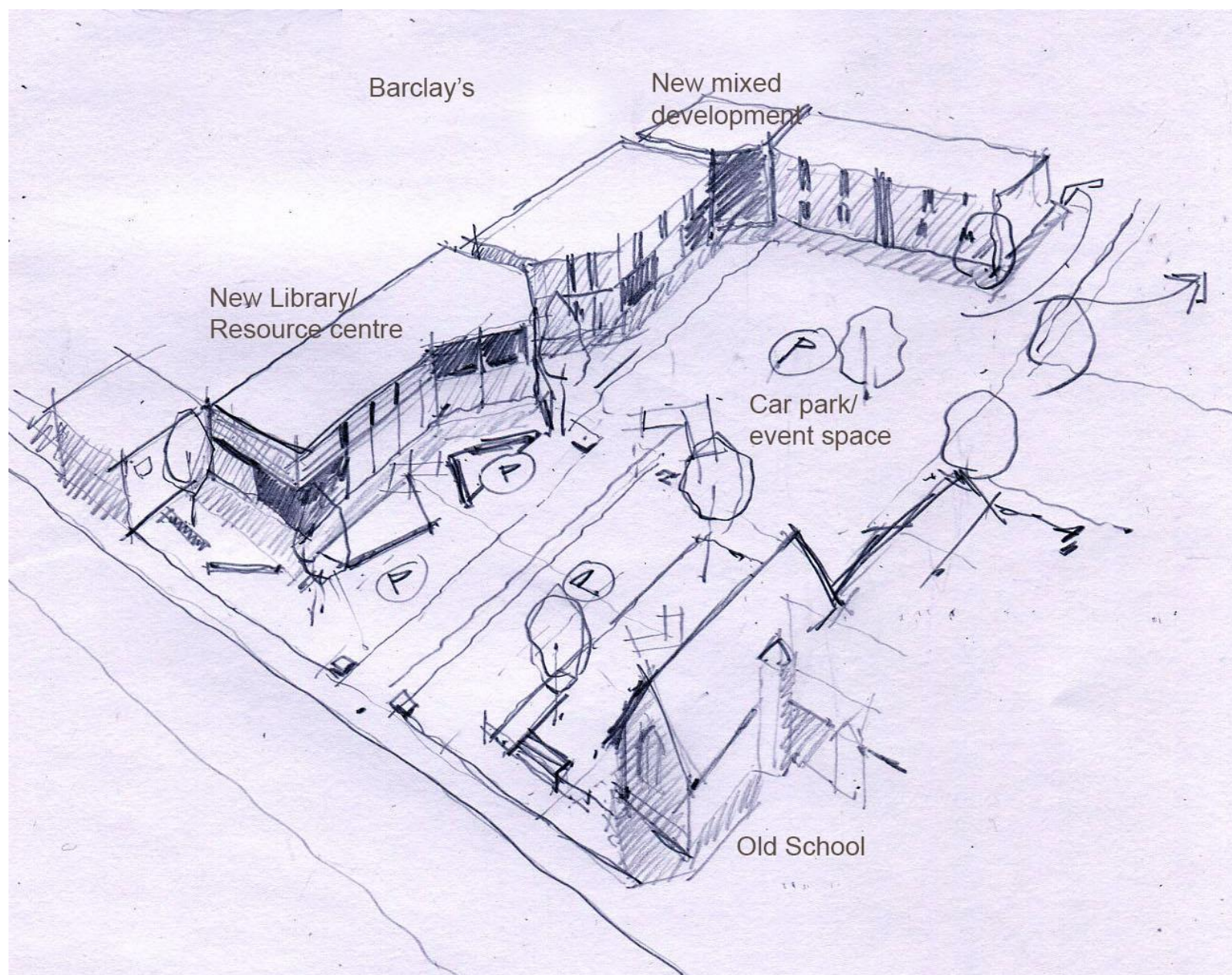




## Western Gateway







### *Summary of project activity*

- Feasibility study and options appraisal into Old School site which includes the existing library and Betsi Cadwaladr health board building and associated parking (public and private)
- Study needs to understand how the site can be best used to meet the needs of the town centre and the wider community and how strategic partners can work to unlock opportunities, uses and services
- The former Bee Hotel which is vacant needs to form part of the thinking around the series of buildings and spaces within the western gateway in addition to the unoccupied Barclays bank on the opposite side of the road
- The former Slater's garage site is significant in terms of size and frontage and presents an opportunity for creating a space that announces the town in terms of activity and engages with the Old School site across the street
- To adopt a street based approach to Market Street that allows pedestrians to engage with public space and buildings
- To link in local neighbourhood footpaths at this western edge of the town centre

## 9. PLACE PLAN PROGRAMME

			2019- 20	2020- 21	2021- 22	2022- 25	2025 +
Access & Infrastructure	A1	Links from South East Development Site to Town Centre					
Access & Infrastructure	A2	Develop and Implement a Town Centre Parking Strategy					
Access & Infrastructure	A3	Reinstate Pensarn Sea Defences					
Access & Infrastructure	A4	Town Centre Traffic Management Scheme					
Access & Infrastructure	A5	Improvements to Sea Road Including Bridge					
Access & Infrastructure	A6	Better Bus Shelters Throughout the Town					
Access & Infrastructure	A7	Town Signage for Footpaths					
Access & Infrastructure	A8	Town Gateway Improvements					
Business, Tourism & Jobs	B1	Old School Site					
Business, Tourism & Jobs	B2	Enhance Pensarn Promenade Area					
Business, Tourism & Jobs	B3	Improve Street Cleansing					
Business, Tourism & Jobs	B4	Develop a Brand and Identity for the Town					
Business, Tourism & Jobs	B5	Develop a Digital Campaign					
Business, Tourism & Jobs	B6	Improve Broadband Speed/Connection - Town Wi-Fi					
Business, Tourism & Jobs	B7	Wi-Fi for Pensarn Promenade Area					
Business, Tourism & Jobs	B8	Tourism Signage					
Community, Health & Well-Being	C1	Develop a Community Hub Venue					
Community, Health & Well-Being	C2	Improve Pentre Mawr Park					
Community, Health & Well-Being	C3	Gwrych Castle - Restore/Support/Protect					
Community, Health & Well-Being	C4	Identity and Provide Burial Space					
Community, Health & Well-Being	C5	Develop an Allotment/Gardening Project - Gele Park					
Community, Health & Well-Being	C6	Pensarn Flats Regeneration Scheme					

## 10. MEASURING SUCCESS

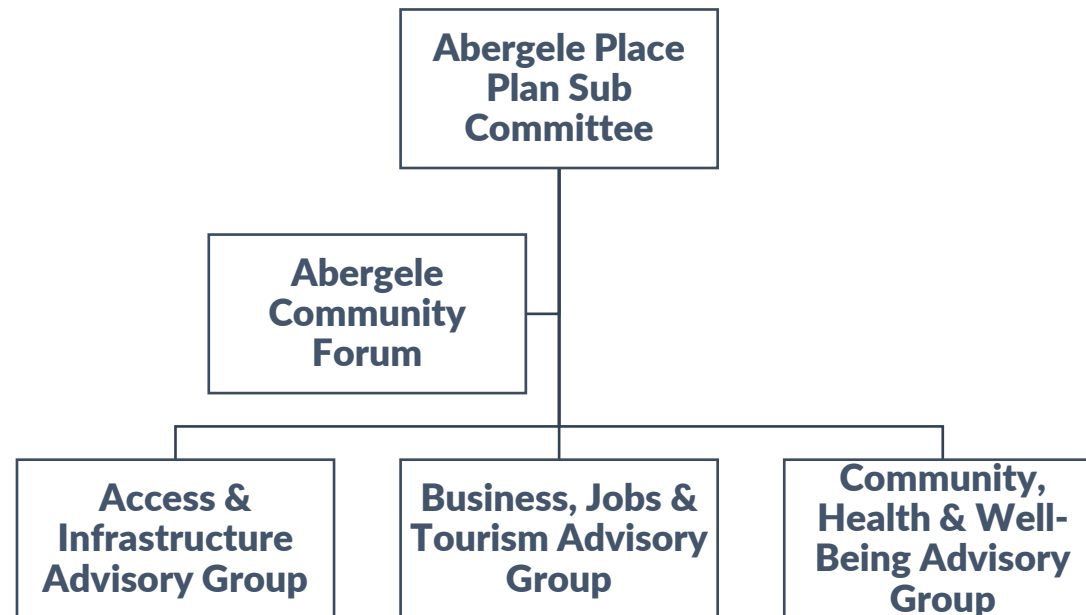
It is important for any future activity and investment to be monitored as part of the development and delivery process. A selection of indicators is outlined below which range from National type indicators down to core economic and added social and economic value. The programme board would be responsible for the monitoring and analysis of this data.

KEY PERFORMANCE INDICATOR	METHODOLOGY
<b>Well Being and Future Generations “national indicators”</b>	
<b>Environment</b>	
Levels of nitrogen dioxide (NO <sub>2</sub> ) pollution in the air.	Transport roadside pollution counts
Percentage of dwellings with adequate energy performance.	Household energy performance surveys
<b>Economic</b>	
Percentage of businesses which are innovation-active.	Business Wales/local business survey
Percentage of people in employment, who are on permanent contracts (or on temporary contracts, and not seeking permanent employment) and who earn more than 2/3 of the UK median wage.	Local business survey
<b>Social/Community</b>	
Percentage of people living in households in material deprivation.	Census/well-being survey
Percentage of people in employment.	Census
Percentage of people in education, employment or training, measured for different age groups.	Census
Percentage who feel able to influence decisions affecting their local area.	Well-being survey
Percentage of people satisfied with their ability to get to/ access the facilities and services they need.	Well-being survey
Percentage of people feeling safe at home, walking in the local area, and when travelling.	Well-being survey
Percentage of people satisfied with local area as a place to live.	Well-being survey
Percentage of people agreeing that they belong to the area; that people from different backgrounds get on well together; and that people treat each other with respect.	Well-being survey
Percentage of people who volunteer.	Well-being survey
Percentage of people attending or participating in arts, culture or heritage activities at least three times a year.	Well-being survey
Percentage of people who speak Welsh daily and can speak more than just a few words of Welsh.	Well-being survey
Percentage of people who can speak Welsh.	Census/well-being survey



Core Economic Indicators	
Commercial Units	
KPI 1: Use Class	Visual Survey
KPI 2: Comparison/Convenience	Visual Survey
KPI 3: Trader Type	Visual Survey
KPI 4: Vacancy Rates	Visual Survey
Cross-town Trends	
KPI 5: Markets	Visual Survey
KPI 6 & 7: Zone A Retail Rents	Valuation Office Agency/ Local Agents
KPI 7: Prime Retail Property Yields	Valuation Office Agency/ Local Agents
KPI 8: Footfall	Footfall Survey on a Market & Quiet Day
KPI 9: Car Parking	Audit on Busy and Quiet Day
Stakeholder Surveys	
KPI 10: Business Confidence Surveys	Postal Survey
KPI 11: Town Centre Users Surveys	Face to Face Surveys/ Online Survey
KPI 12: Shoppers Origin Surveys	Shoppers Origin Survey
Added Social and Economic Value	
Cultural and Community Function	
KPI A: Cultural Facilities	Online and Local Research
KPI B: Community Services	Online and Local Research
KPI C: Cultural and Community Events	Online and Local Research
Built Environment	
KPI D: Impressions Score	Visual Survey
KPI E: Number of Listed Buildings	Online Research
KPI F: Development Land	Online Research
Economic Diversity	
KPI G: Evening Economy	Visual Survey
KPI H: Local Food and Drink	Visual Survey
KPI I: Accommodation	Online Research
KPI J: Self-reliance	Online Research
Local Leadership and Delivery	
KPI K: Partnership Progression	Telephone Interview
KPI L: Planning and Delivery	Telephone Interview

## 11. PLACE PLAN GOVERNANCE & WAYS OF WORKING



The Theme Lead from the Place Plan Committee will be a member of the Advisory Committee/Group and will ensure that the group nominate a Chairman and Secretariat from the membership for each meeting.

The Theme Lead will be responsible to ensure that the Place Plan Committee are provided with copies of the Meeting Notes and provide an update on their progress of the group to date, to the Place Plan Committee.

The Advisory Committee may make recommendations and give notice thereof to the Place Plan Committee.

It has no delegated powers to commit to expenditure on behalf of the Council and will advise the Place Plan Committee with regard to the Place Plan objectives and priorities within its nominated area, having regard to the needs of the community and the overall resources of the Council. To ensure that the voice of the Community is incorporated into the decisions approved by the Committee in line with the Power of Wellbeing principles and the Local Government Wales Measure Act 2011

The Advisory Committee/Group will meet at least once per annum.