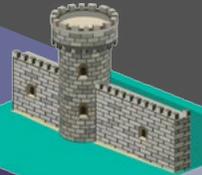
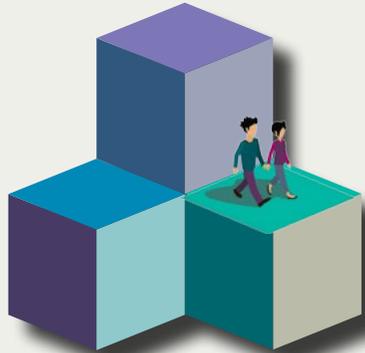


# Abergele Place Plan

## Town Centre



# Introduction

Abergele is a strong community. It's attractive and has easy access to beach, hills and places like Conwy, Llandudno and Rhyl. This makes it an important junction on the North Wales coastal route.

## Abergele town centre:

- dates back to medieval times
- has tight-knit street patterns with little open space
- **51%** shops and **84%** of these are non-food
- **40%** of people using the town visit more than once a week
- is easy to walk around.

Abergele is an area that could grow in the future and thrive. It needs to be a sustainable town that the community and businesses want to live, work and invest in.

## Place plans

Place plans are about understanding:

- the people who live in the area
- the relationship people have with their town
- a place's history
- development and it's function.

Place plans need to consider all these when planning and managing new development and open spaces. It's about:

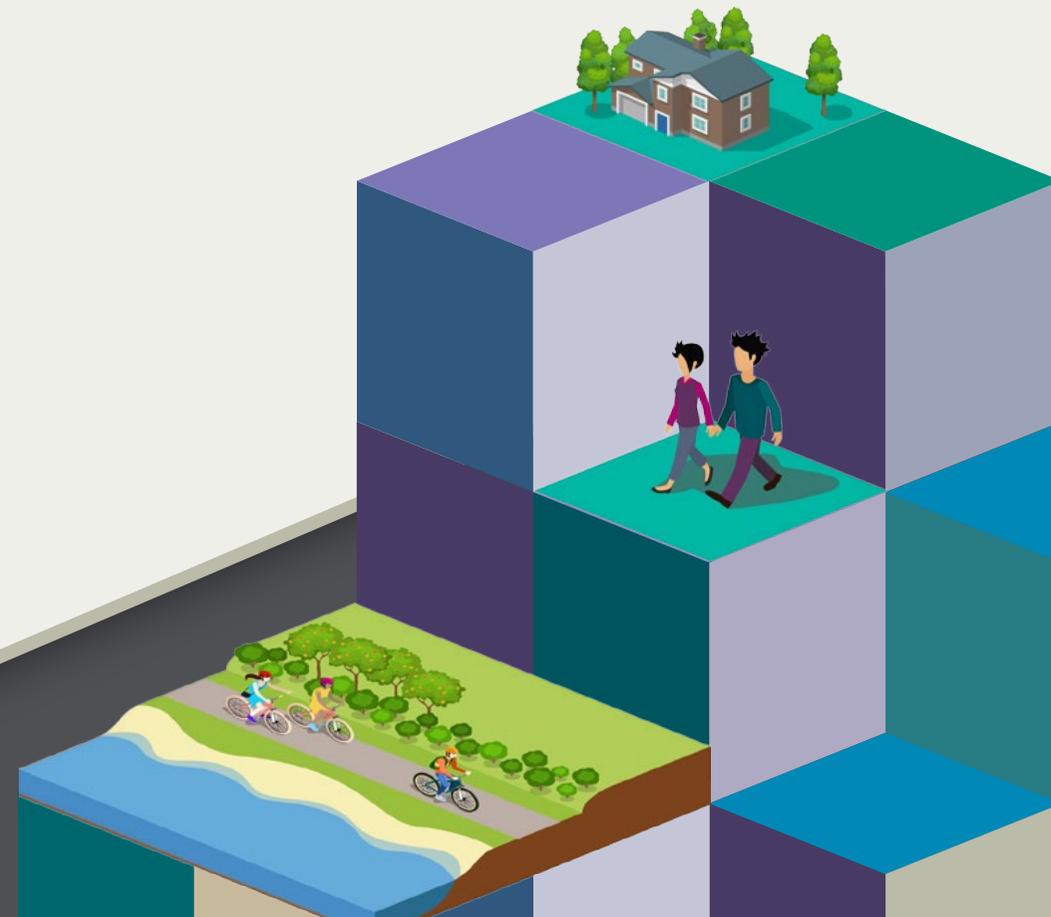
- talking and listening to the community
- understanding what they like and dislike
- hearing what the community feels is missing.

## Ways we're involving people

There's been many opportunities to get involved and have a say in planning:

- drop in events with planning officers
- special events
- discussions through email, letter and phone
- a workshop at Venue Cymru
- presentations
- an online survey.

*It involves working together with community to make their own place plan.*



# Key points

## Strengths

- Close to the coast and hills.
- Good transport with North Wales and beyond.
- Compact town centre – a ‘walkable town’.
- Some key buildings and heritage that add character.
- Community facilities still in the town centre e.g. library.
- Recreation space close to town that helps promote activity and community cohesion.
- Active community organisations that provide services.

## Opportunities

- This place plan gives a new focus.
- Abergele Traders Association want to make a difference.
- New housing with new residents bring activity and new thinking.
- The town centre could be more than just retail.
- The former Glyn Cinema building being for sale.
- A chance to put better plans in place for schools, health and community infrastructure.

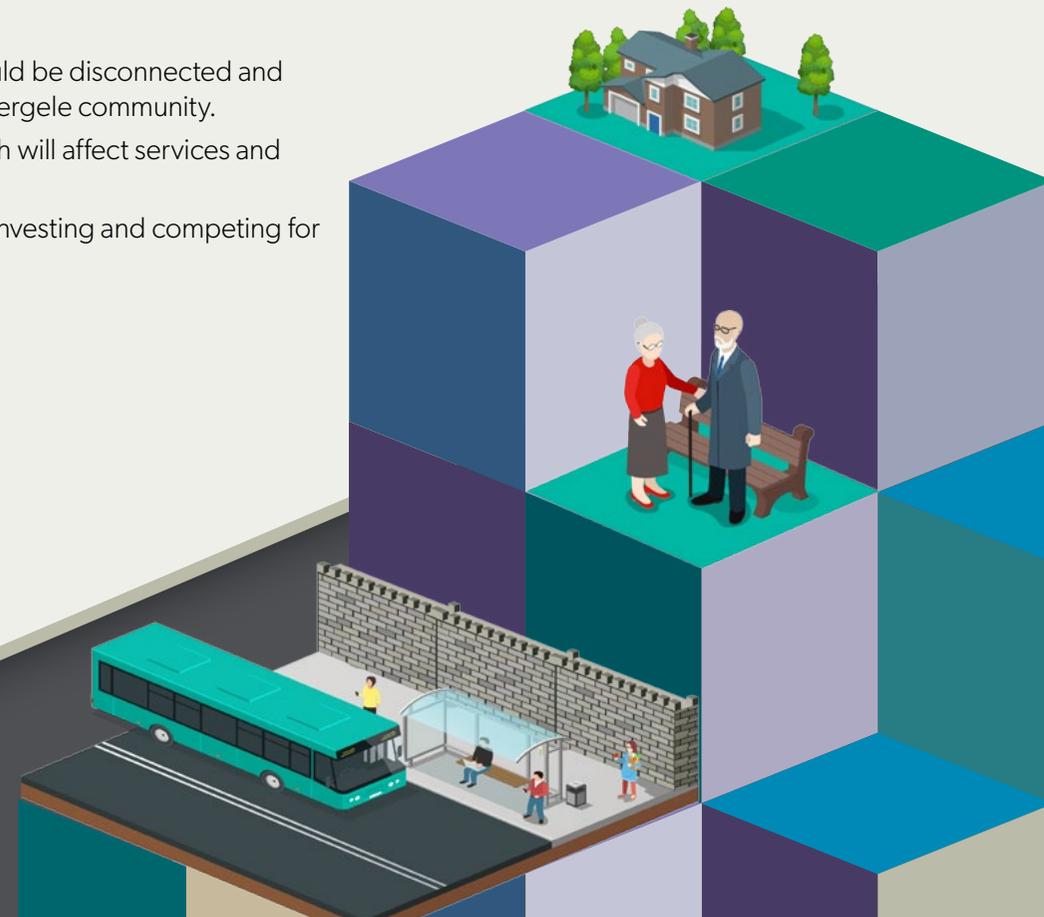
## Weaknesses

- Town centre roads are struggling with modern day traffic pressures.
- Poor pedestrian experience and lack of public open areas.
- Shop vacancy rate of 15% is above the national average.
- The poor condition shop fronts.
- Not enough of some kinds of shops and services that people visit other town centres for.
- Not enough variety of food and drink on offer, lack of events and festivals.
- Poor links between Tesco and the rest of town.
- No clear vision of how the town should develop.
- Many younger people think Abergele isn’t appealing.

## Threats

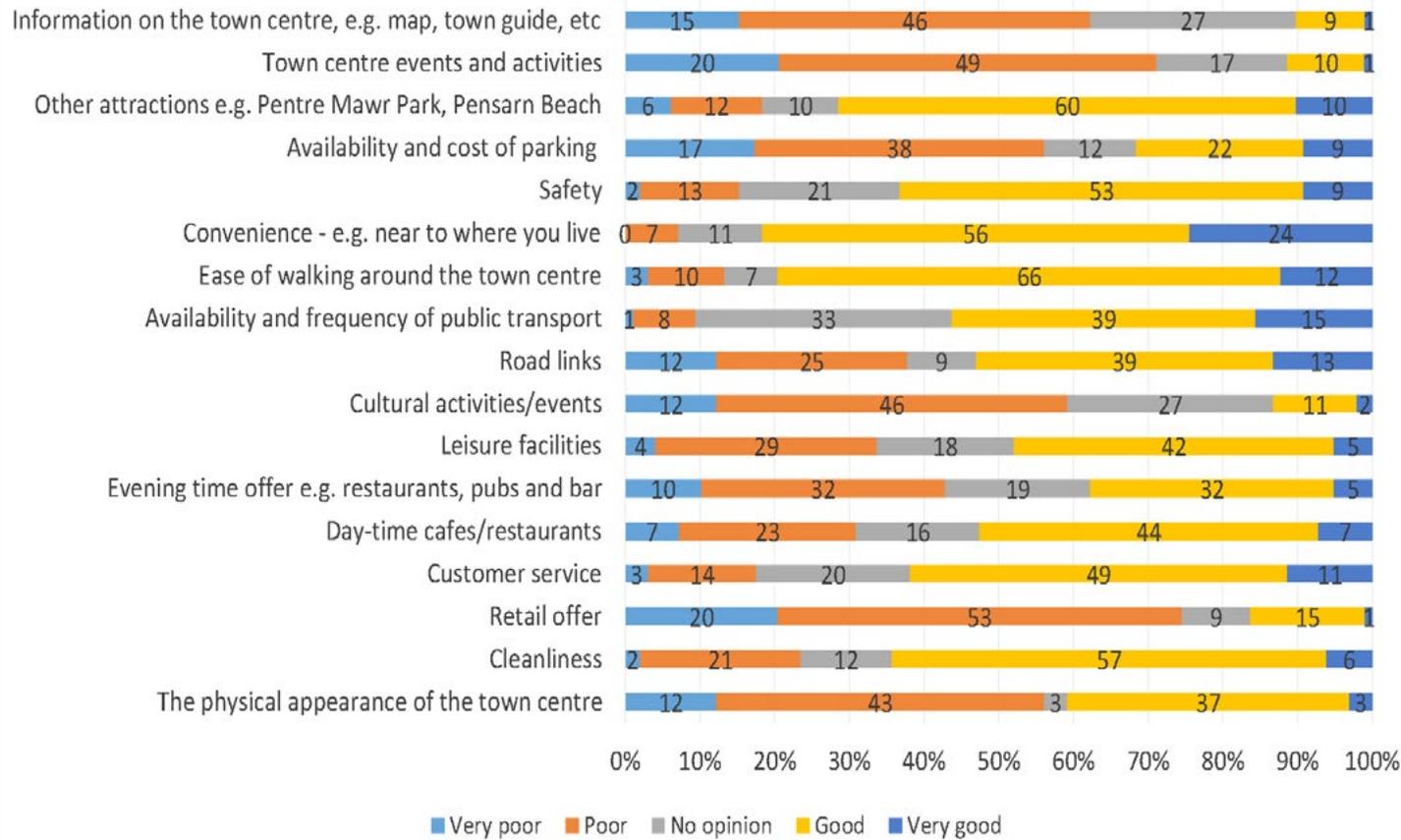
- New housing could be disconnected and not belong to Abergele community.
- Population growth will affect services and infrastructure.
- Other towns are investing and competing for trade.

S.W.O.T. is a great way to focus on key issues.



# Involving people

## What people think of the town centre



Over 140 people completed the online survey.

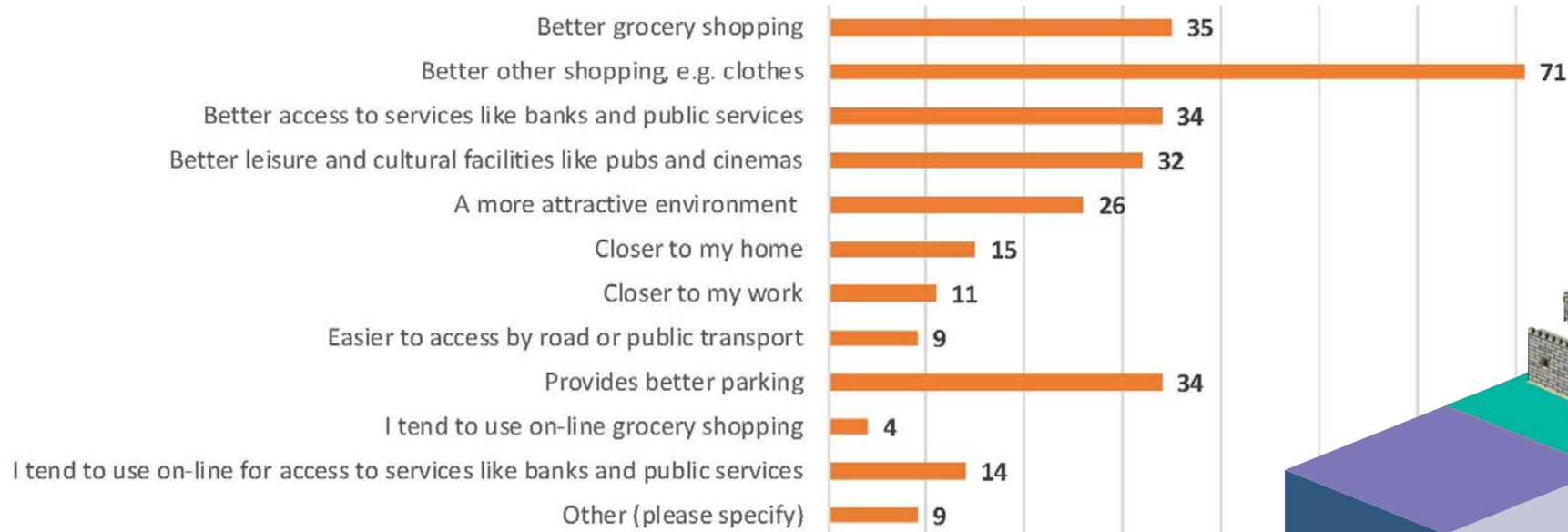


# Involving people

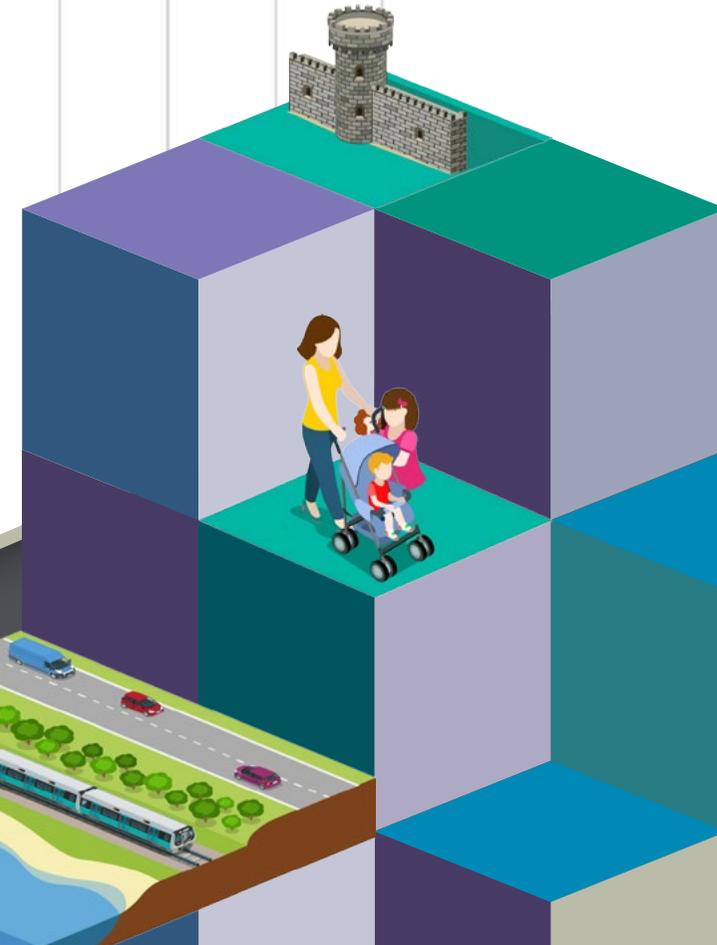
We have a place plan webtool where you can find all the information and ways to get involved.

*This is a community led plan.*

## What visitors to the town want to see



**We're talking with people, businesses and groups in Abergele to understand the issues better.**



# The future of Abergele town centre

## Aims

- To manage traffic better.
- To be convenient and appealing.
- To provide services that appeal to young and old, now and in the future.
- To encourage new business, enterprise and investment.
- To make better use of our location between the coast and hills.
- To celebrate heritage, arts and culture in events, festivals and other activities.
- To develop cross community partnerships to deliver projects.

## The town centre action plan

From listening to people, there are some things that need to happen. These will help Abergele move forward and grow over the next 15 years.

## Small steps

The community and organisations working together already invest a lot in the town. They need to be supported so they can do more. Improvements to appearance and parking are small steps that can make a real difference.

## Big steps

There are some ideas that need more conversation, development and coordination. These ideas aren't just about buildings but about what the people need from their public spaces, town and local assets. They include looking at traffic management, buildings, and pedestrian routes. These will take more time and funding.

# Key focus areas

Manage traffic and movement



Opportunities to improve public space and business shop fronts



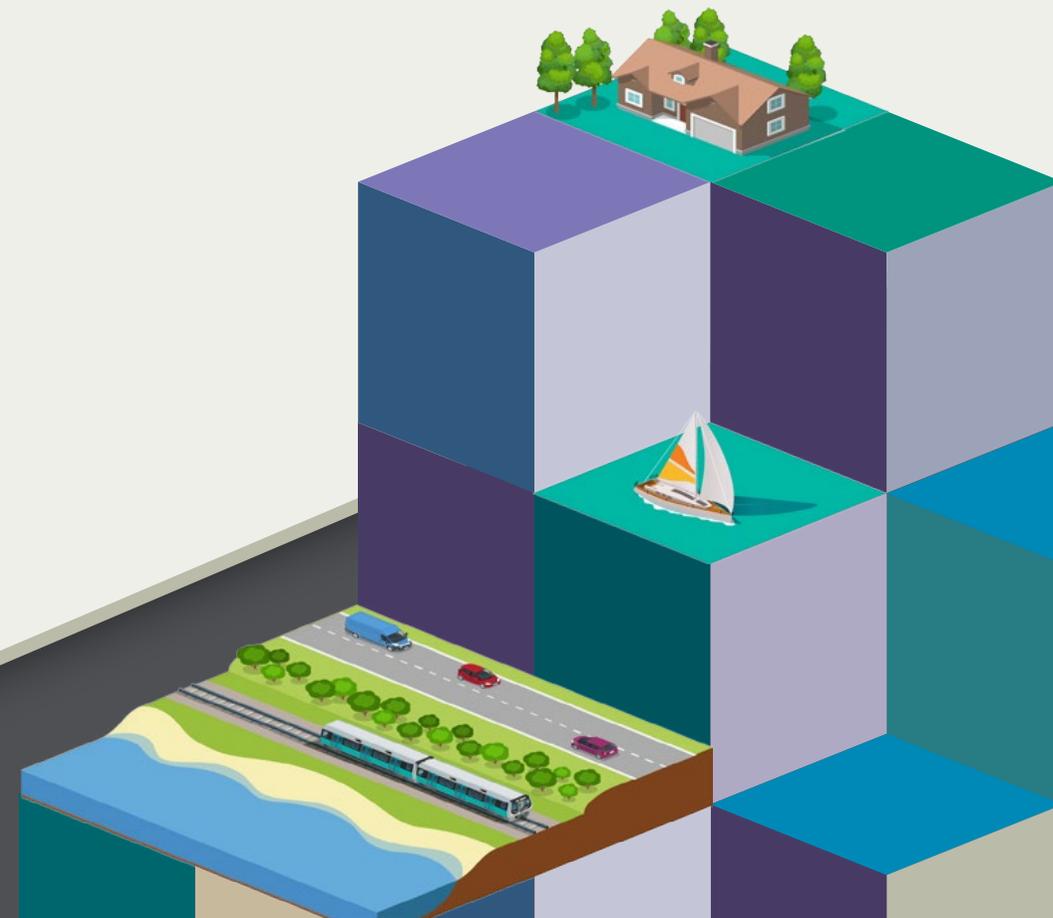
Increase use, footfall, living places and overall town centre experience



Support existing businesses and facilities while encouraging new investment



Build a local identity that appeals to residents and visitors.



# How will the plan be delivered?

We will continue to work closely with the community, businesses, schools and organisations. To help this the Place Plan team have assisted Abergele Town Council to coordinate a local Area team including:

- Abergele Traders Association who bring businesses together to focus on the town centre Economy
- Abergele Community Action (Itaca) to bring community-based groups together as a forum.

## Next steps

- There will be opportunities for people to get involved and have a say.
- We will update people about what's happening and when.

## Checking the plan is working

It's important we check what we are doing and makes sure changes improve Abergele. By using different indicators, we can measure how well something is working. These can show us:

- if the number of empty shops has decreased
- if more people are using the town
- if people are happier about where they live
- and more.

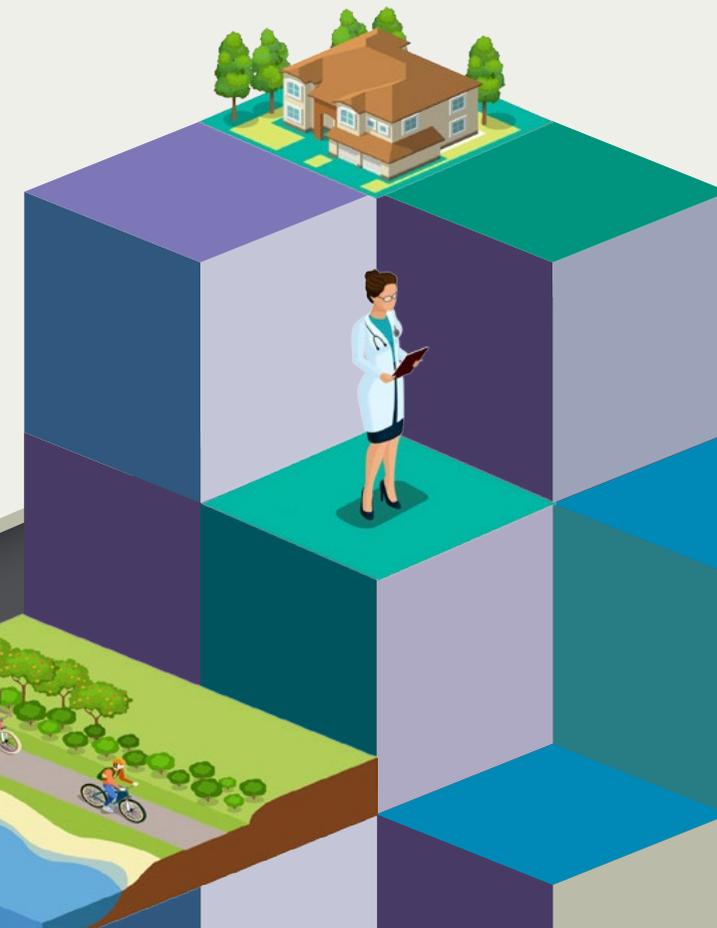
If something isn't working or meeting needs it can be changed.

## To find out more

The place plan webtool has further information and ways to get involved.

Contact your Place Plan team  
[placeplans@conwy.gov.uk](mailto:placeplans@conwy.gov.uk)

*Abergele's placemaking plan is ongoing and there's lots of opportunities to have a say.*



# Funding opportunities

We know that change takes energy, resources and money. Working in partnership means there's a wider range of funding opportunities available.

## Welsh Government funding

### Vibrant and Viable Places

This funding is for town centre regeneration.

### Community Facilities Programme

This capital grant fund aims to develop and improve facilities for communities to tackle poverty and its effects.

### Tourism Investment Support Scheme (TISS)

TISS gives capital investment for projects in the Tourism Sector in Wales. It can be used either to upgrade existing or create new high quality product.

### Rural Development Programme for Wales 2014-2020

This is a 7-year investment programme supporting a wide range of activities.

## Lottery funding

### Coastal Communities Fund

This encourages coastal communities by giving funding to create sustainable economic growth and jobs.

### People and Places Programme

This funds projects that support action by people to make their communities better places to live.

### Rural Programme: Community Grants

This invites community groups to apply for funding to tackle rural poverty and bring growth.

### Townscape Heritage

This helps communities improve the built historic environment of conservation areas.

*We need to build Abergele's local identity so that it appeals to residents and visitors.*



# Conwy County Council

We support communities in different ways. We deliver services, support and care for people, recycling waste and much more. We're also responsible for local planning.

## Our vision

**Conwy – a progressive County creating opportunity.**

## Local goals

Conwy County Council involve and listen to as many people as possible. This helps us improve services, set goals and plan for the future. It also helps us know what a community needs and what we need to include in our local development plan.

## Conwy Local Development Plan (LDP)

Every council in Wales has an LDP. Our LDP Vision is: **'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.'**

Supporting communities to develop place plans is the best way to help this happen. Place plans empower local people to shape their surroundings and finds creative ways to improve places.

## Working together for a better future

Any place plan must think about what we need for future generations. It needs to be structured around the eight goals for people who live here.

-  **1. Skills** – People are educated and skilled.
-  **2. Safety** – People are safe and feel safe.
-  **3. Housing** – People have good quality homes that they can afford and make their life better.
-  **4. Health** – People are healthy and active.
-  **5. Growth** – People live in a county which has a prosperous economy.
-  **6. Environment** – People value and look after the environment.
-  **7. Culture** – People live in a county where heritage, culture and the Welsh Language thrive.
-  **8. Voice** – People are informed, included, listened to and can add to their community.

## Conwy County Council's Corporate Plan

tells you about these goals. You can read more about the plan – [here](#)

**Thanks for reading this!**

