CORRESPONDENCE FILE 1
(Pages 1 – 15)

Placeplan Meeting

25 Gorffennaf / July 2024

Smart Town Project Overview

Every water utility needs to manage the demand for water through fixing leaks and reducing wasteful consumption, ensuring that we only take what we need from the environment, mitigating the need for large infrastructure projects.

A significant challenge in our demand management is the level of visibility we have on total consumption. Across Wales and Herefordshire, around 50% of properties are metered, and for those that are, we only take two readings a year. We have live data for our own flow meters, but consumption insight is severely lacking, making the job of optimising performance on our network very difficult.

The Smart Town project is the first of its kind in Wales and will involve installing a smart meter on all properties, both domestic and commercial, in Abergele, North Wales. All existing meters will be replaced, and new meters will be installed on currently unmetered supplies, although the method for billing customers will not need to change.

Abergele has been chosen as the Smart Town because of its discrete layout (not sprawling), the high proportion of metered properties (75%) and a keenness for collaboration from the local government representatives.

Rationale

At Welsh Water, we agreed with our Regulator, OFWAT, to undertake multiple initiatives within our Service Commitment Plan around PCC (per capita consumption) with the intention of better understanding customer use. The Smart Town was conceived with the following priorities:

1. The primary aim of the Smart Town project is **to assess the efficacy of water efficiency strategies** including providing customer with demand insights from the meters.
2. Secondary aims of the project focus on **improving our understanding of customer consumption and network leakage**. This work should lead to a reduction in customer-side and network leakage.
3. Thirdly, the project will provide **insight to the wider metering strategy**.

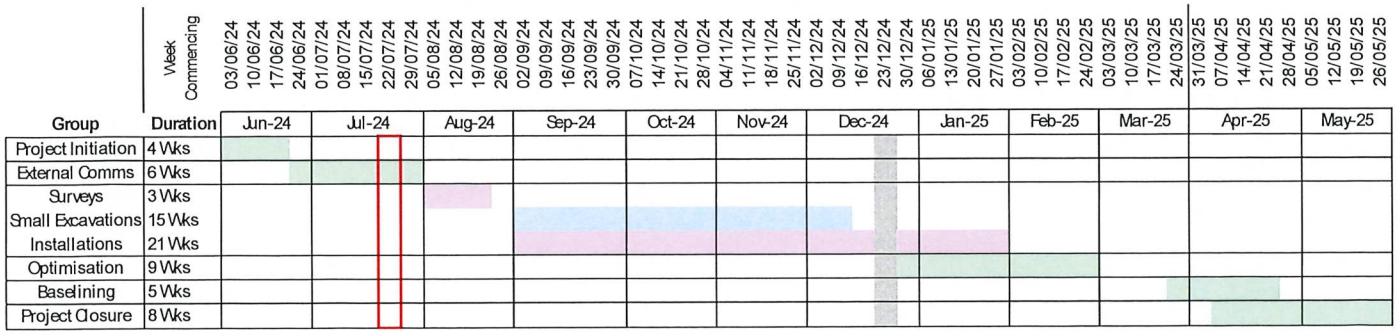
Scope

The first phase of the project entails the procurement, installation, and optimisation of smart meters across Abergele. The project will aim for 100% metering on all 4,431 properties. **The way existing unmeasured customers are billed will not change unless the customer so wishes**. Any unsuitable stop tap chambers will need to be dug out. This is estimated at 200-400 digs across Abergele which will require clear communications between us, Welsh Water, Conwy Council, and Abergele Town Council, and residents, and a street-by-street micro-project mindset designed to minimise customer impact.

We will begin by surveying the c.1,000 unmeasured properties in Abergele to understand the quantity and location of excavations required, allowing to set expectations with customers and key stakeholders.

The second phase of the project begins in April 2025 and will utilise smart meter data for PCC reduction through water efficiency interventions. This is likely to involve providing customers with insight to their usage through an app or online portal, but we do not intend on supplying in-home displays like the energy sector smart meter rollout.

Timeline



For more information, please contact Kiri.Andrews@dwrcymru.com or Jamie.Lynch@dwrcymru.com

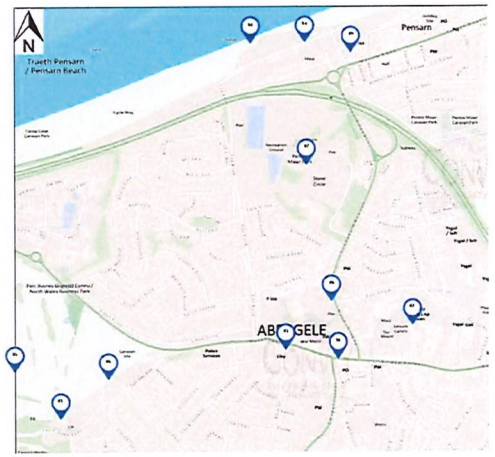
CF1 P91

TOWN MAP

Points of Interest

LOCATION

1. Clwb Golff Abergele
   Abergele Golf Club
2. Canolfan Hamdden
   Leisure Centre
3. Llyfrgell Abergele
   Abergele Library
4. Traeth
   Beach
5. Castell Gwrych
   Gwrych Castle
6. Parc Fferm Monorafon
   Monorafon Farm Park
7. Pentre Mawr Park
   Parc Pentre Mawr
8. Toiledau
   Toilets
9. Orsaf Drenau
   Railway Station
10. Canol y Dref
    Town Centre



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Cf1-Pg.2

Specification

Proposed Signage

Description
Fingerpost directional signage.

Robust aluminium extrusions. Each Octopus collar has eight fixing positions.

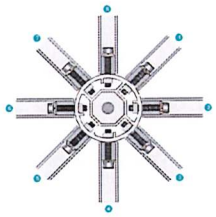
Material
Aluminium

Finish
Satin

Colour
Dark Blue & Mid Blue

Font
Century Gothic

Fixing
Concrete foot extension and base plate



Octopus Heritage System

Benefits / Disadvantages of This System

- A modern, industry standard, sign system with lockable fingers in up to 8 directions. The signs can be any colour, include traditional embellishments and logo header.
- These systems are much more accessible in price and availability, allowing new or replacement signs/panels to be obtained much quicker than maintaining existing.
- Due to the lock-in finger system individual fingers cannot be adjusted without taking the system apart from the top. This ensures fingers cannot be manually adjusted to point in another (wrong) direction.
- The colour tips on the signs add interest and make the time/ distance much easier to read.
- Due to the production process, the paint on these signs will last much longer than those on the existing signs that would have been in for a number of years.
- This design utilises a more modern sans serif typeface. This is proven to be easier to read than a serif typeface.
- This option includes larger fingers to allow longer lines of text, therefore allowing text heights to remain as large as possible. They could also include symbols if required

Conclusion

On Wayfinding

Currently Abergele has no existing wayfinding signage. Given our experience in wayfinding, signage materials and products, the survey undertaken and consultation received, our recommendation would be to install 11 new fingerposts in Abergele.

Below are some key reasons for our recommendation

- There are currently no fingerpost in Abergele and we recommend 11 new locations.
- Modern fingerpost systems are readily available and cost effective.
- Modern systems lock panels in place meaning they cannot be adjusted without taking the product apart. This helps reduce potential vandalism. They offer 8-way fixed directions which also look neater when multiple fingers point in the same direction, ensuring they align perfectly.
- Modern systems are extremely well engineered and used in most Town Centres throughout the UK, offering excellent weather resistance and longevity.
- They are also easily updateable. Fingers can be added, removed or adjusted on site with the right equipment and knowledge.
- The signs can follow any design you wish, including the use of more traditional looking collars, bases and capping. They can include crests and logos and be colour coded, making them unique for each town.
- New signage can follow best practices within the Sign Design Guide, ensuring the signs are legible and inclusive for all.
- Retaining sockets, ground sleeves and base plates can also be considered to finish the signs off neatly at ground level. They allow signs to be removed and re-installed much easier which can be useful in areas where they may need to be temporary removed for events or areas prone to vehicular damage.

Cft 193

Examples

Fingerposts Used In Other Towns

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TOWN MAP

Proposed Signage

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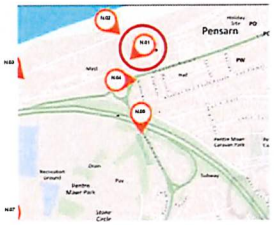
N.01

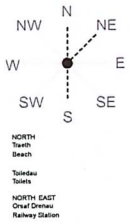
New Proposed Signage

LOCATION
Sea Road - Opposite Railway Station

Google GPS - 53°17'39.9"N 3°34'58.2"W

NOTES
- New Sign to direct to Town Centre & Beach





NORTH
Traeth
Beach

Toiledau
Toilets

NORTH EAST
Orsaf Drenau
Railway Station

SOUTH
Pentre Mawr Park
Parc Pentre Mawr

Canol y Dref
Town Centre

Toiledau
Toilets

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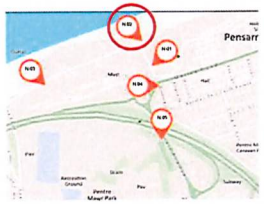
N.02

New Proposed Signage

LOCATION
Pensarn Outdoor Gym

Google GPS - 53°17'42.6"N 3°34'58.8"W

NOTES
- New Sign to direct to Railway Station & Town Centre



SOUTH
Orsaf Drenau
Railway Station

Pentre Mawr Park
Parc Pentre Mawr

Canol y Dref
Town Centre

WEST
Traeth
Beach

Toiledau
Toilets

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N.03

New Proposed Signage

LOCATION
The Beach Cafe

Google GPS - 53°17'38.3"N 3°35'15.8"W

NOTES
- New Sign to direct to Railway Station & Town Centre

N
NW NE
W E
SW SE
S

EAST
Orsaf Drenau
Railway Station

Pentre Mawr Park
Parc Pentre Mawr

Canol y Dref
Town Centre

Toiledau
Toilets

WEST
Traeth
Beach

09 of 18

N.04

New Proposed Signage

LOCATION
Queensway - Opposite Coastal Carpets

Google GPS - 53°17'37.3"N 3°34'56.8"W

NOTES
- New Sign to direct to Town Centre & Beach

N
NW NE
W E
SW SE
S

NORTH
Traeth
Beach

Orsaf Drenau
Railway Station

Toiledau
Toilets

SOUTH
Pentre Mawr Park
Parc Pentre Mawr

Canol y Dref
Town Centre

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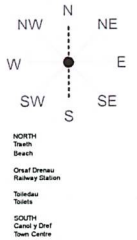
N.05

New Proposed Signage

LOCATION
Pentre Mawr Park - Dundonald Avenue

Google GPS - 53°17'32.6"N 3°34'55.8"W

NOTES
- New Sign to direct to Town Centre & Beach



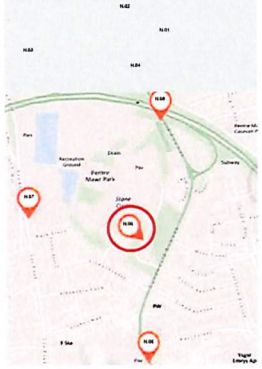
N.06

New Proposed Signage

LOCATION
Pentre Mawr Park - Abergele Skatepark

Google GPS - 53°17'22.2"N 3°34'58.3"W

NOTES
- New Sign to direct to Town Centre & Beach



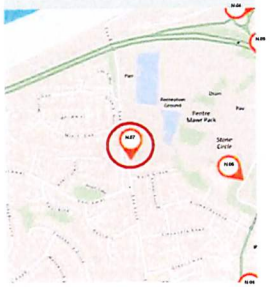
N.07

New Proposed Signage

LOCATION
Pentre Mawr Park - NCR 5

Google GPS - 53°17'22.5"N 3°35'17.2"W

NOTES
- New Sign to direct to Town Centre & Beach



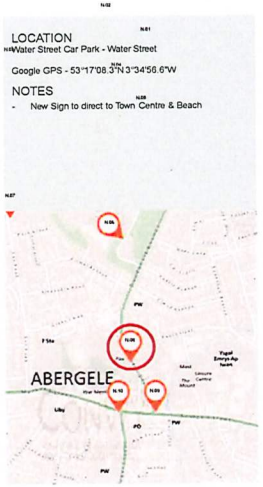
N.08

New Proposed Signage

LOCATION
Water Street Car Park - Water Street

Google GPS - 53°17'08.3"N 3°34'56.6"W

NOTES
- New Sign to direct to Town Centre & Beach



C/1 098

Cf1 069

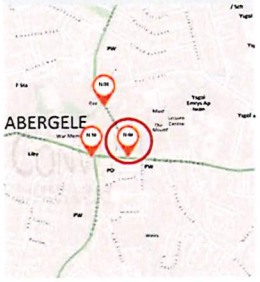
N.09

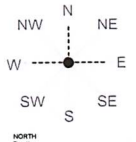
New Proposed Signage

LOCATION
Water Street - Market Street

Google GPS - 53°17'03.9"N 3°34'53.1"W

NOTES
- New Sign to direct to Town Centre & Beach





NORTH
Traeth
Beach

Orsaf Drenau
Railway Station

Pentre Mawr Park
Parc Pentre Mawr

Toiledau
Toilets

EAST
Canolfan Hamdden
Leisure Centre

WEST
Clwb Golff Abergele
Abergele Golf Club

Llyfrgell Abergele
Abergele Library

Castell Gwrych
Gwrych Castle

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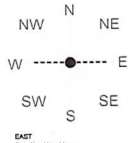
N.10

New Proposed Signage

LOCATION
Market Street - Opposite The George & Dragon

Google GPS - 53°17'03.9"N 3°34'58.6"W

NOTES
- New Sign to direct to Gwrych Castle & Beach



EAST
Canolfan Hamdden
Leisure Centre

WEST
Clwb Golff Abergele
Abergele Golf Club

Llyfrgell Abergele
Abergele Library

Castell Gwrych
Gwrych Castle

Parc Fferm Monoraton
Monoraton Farm Park

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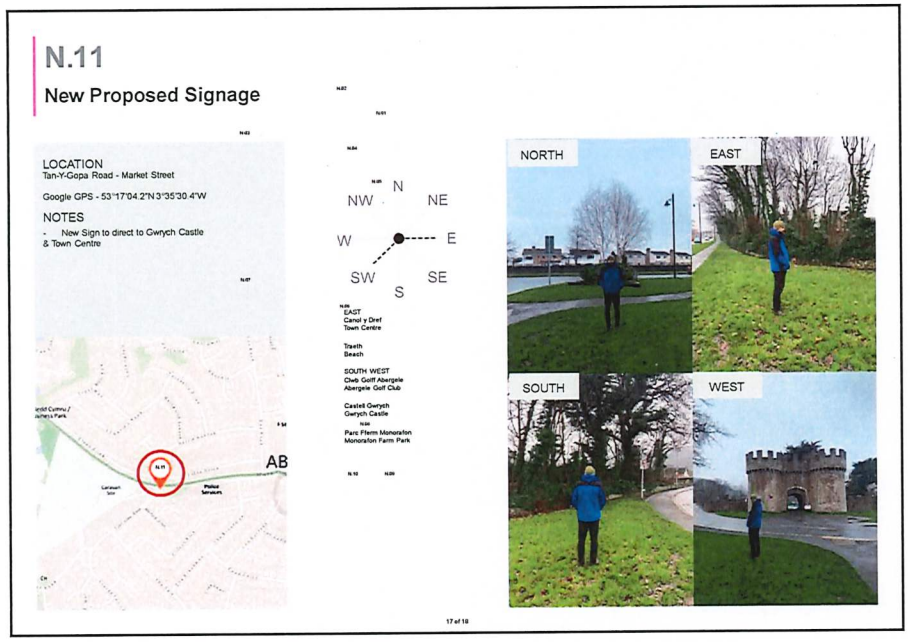
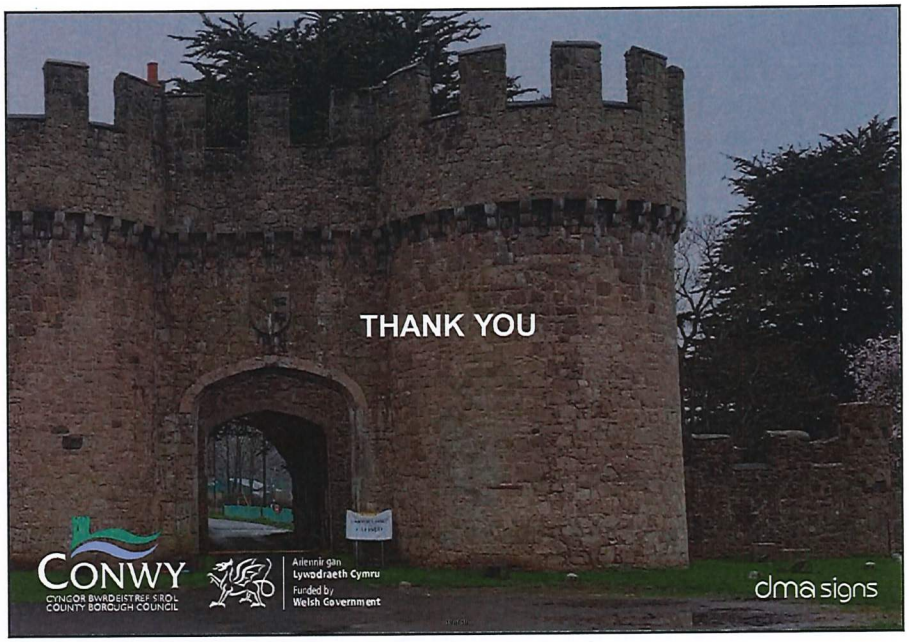

N.11
New Proposed Signage
LOCATION
Tan-Y-Gopa Road - Market Street
Google GPS - 53°17'04.2"N 3°35'30.4"W
NOTES
- New Sign to direct to Gwrych Castle & Town Centre
N
NW
NE
W
E
SW
SE
S
EAST
Canol y Dref
Town Centre
Traeth
Beach
SOUTH WEST
Clwb Golff Abergele
Abergele Golf Club
Castell Gwrych
Gwrych Castle
Parc Fferm Monorafon
Monorafon Farm Park
NORTH
EAST
SOUTH
WEST
17 of 18


THANK YOU
CONWY
CYNGOR BWRDEISTREF SIROL
COUNTY BOROUGH COUNCIL
Ariennir gan
Lywodraeth Cymru
Funded by
Welsh Government
dma signs

Cfl pg 10

Managed by Place Plan and Abergele Town Council in conjunction with community groups and Conwy Borough County Council.

Autumn 2023

1) **Improve shop fronts** 109
2) **Enhance Promenade** 99
3) **Public conveniences** 93
4) Pensarn and Belgrano development 84
5) Improve Pentre Mawr Park 72
6) Street Cleaning 71
7) Allotments 43
8) Waymarker project (Maps and pathway signs) 37
9) Promotion of Historical sites (Churches, listed buildings, Gwrych, the Mount) 33
10) Men shed/She shed Community hub 28
11) Smarter Towns (Business promotion technology) 24
12) Wi-Fi for Promenade 12
13) Menter Iaith – Welsh Language Promotion 12
14) Dementia Champions 12

Now

1) **Improve shop fronts**
   -Do we want to look at a town wide scheme again, or do we want to look at a smaller ATC grant-based scheme similar to what was done during I'm a Celeb, or other?
   Note: May Business forum (6 attendees) stated that match-funding schemes are only suitable for projects that are beyond their capacity ie too large, and also they do not have the appetite for / need for / match-funding for such projects and if they did have access to match funds, they would simply go ahead and complete the smaller projects they do want to do such as signage and painting. However, new match-funding scheme has been launched with up to 80% coverage of costs, for projects costing £3000 to £15000, so will need to liaise with CCBC to monitor number of applications, and to liaise with Business Forum
2) **Enhance Promenade** Are there ideas you wish for me to explore?
3) **Public conveniences** agreements made, ongoing

However, *some of the priorities that are lower down the list include projects which would be visible and contribute to the overall "**curation and positioning**" and "**development of / community wellbeing in**" our town*

<u>Smarter Towns (Business promotion technology)</u>

- Improved website and QR Boxx for greater dissemination of information, presentation of collective offer, opportunities for cross-promotion; potential for future SMART towns projects with second aerial having been approved

<u>Street Cleaning (weeding and maintenance also)</u>

- Town Council scheme?

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NOTE: Currently CCBC is conducting a review and re-organisation, with a focus on bins, but also with aim of in-building resilience / efficiencies in terms of collection residential and public bins, and freeing up operative time for other tasks, however, the outcome will not be known until late August

Town Operative charged with litter picking may go

Weeding gone down from 3 x per year, to 1 x per year, to preserve integrity of built structures, but not for aesthetic reasons.

KBT Town Council conducting second round of weed spraying on their own

<u>Nature Trails (Waymarker project) (Maps and pathway signs)</u>

- Link to QR Boxx, tagline "between the mountains and the sea" , USP for Abergele, could be expanded to include more trails over time

<u>Other priorities</u>

- Engagement and Promotional support

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Regeneration projects managed by Welsh Gov, Conwy Borough County Council and the Regeneration Board

Autumn 2023

1) **Traffic management** 145
2) **Western Gateway development** 104
3) **School capacity and improvement plan** 103
4) Beach management of triple SSI at Pensarn to Ty Crwn 82
5) Pensarn and Belgrano development 82
6) Active travel schemes (Safer pathways for children) 63
7) Pump track – similar to a BMX track 50
8) Sea Road and Primrose Hill Bridges 49
9) 4G Sports pitch and facilities 40
10) Cemetery space 8

Now

1), 2), 3) – updates – what other action / involvement?

7) Progressing
8) Discussion being re-opened with new hea dteacher

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What are the main areas that Abergele could improve in?

Autumn 2023

1) **The physical appearance of the town centre - a nicer environment 171**
2) **Cultural activities/events (Festivals, parades, fairs) 133**
3) **Access to public services and banks 116**
4) Evening time offer e.g. restaurants, pubs & bars 99
5) Retail offer 88
6) Leisure and sports facilities 84
7) Information on town centre e.g. maps, town guide etc 38

Now

1) **The physical appearance of the town centre - a nicer environment**
   See Priorities document 1 July 2024, point 1 (link to shopfront improvements, street cleaning)

   WG Brilliant Basic Fingerpost project

   Other?

2) **Cultural activities/events (Festivals, parades, fairs)**

   Rolling Events programme with Events Committee and Deputy Clerk,

   Beach of Dreams

   Menter Iaith link?

   Other?

   NOTE: Budget would be needed for extended programme of festivals, parades, fairs etc

3) **Access to public services and banks**

   Cash Access Hub
   Toilets

   Other?

However, *some of the priorities that are lower down the list are being explored:*

4) **Evening time offer e.g. restaurants, pubs & bars**
5) **Retail offer**

   CCBC conducting consultation and review, with regional NTE group having met once thus far

   Business Forum / Open network event in September to link into these groups, promotional opportunities offered via CCBC Business Forum facilitator, potential for cross-promo and collaborative offer via QR Boxx

   Other?

6) Pumptrack, 4G community projects
7) Information on town centre e.g. maps, town guide etc
   QR Boxx

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Priorities document 4 July 2024

In your opinion what is Abergele's best selling point?

1) Beach and Promenade 171
2) Tourism offer - e.g. Gwrych Castle and Manorafon Farm 101
3) Woodlands 84
4) Parks 71
5) Independent high street and architecture 55

What feature of Abergele should our events celebrate and promote?

1) **Beach and Promenade 190**
2) Woodlands and walks 163
3) Parks and Wildlife 153
4) Cultural and Heritage e.g. Manorafon, Gwrych etc 93
5) High Street and Architecture 81
6) River Gele 43

*Some of the above can be addressed via QR Boxx in the first instance, in terms of marketing and promotion, as well as uptick in social media content creation.

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