

Meeting of:	Cabinet
Date of Meeting:	Thursday, 19 June 2025
Relevant Scrutiny Committee:	Place Scrutiny Committee
Report Title:	Placemaking Plans
Purpose of Report:	To seek Cabinet approval for the final versions of the Placemaking Plans for Cowbridge, Llantwit Major and Penarth
Report Owner:	Deputy Leader and Cabinet Member for Sustainable Places
Responsible Officer:	Director of Place
Elected Member and Officer Consultation:	Director of Environment and Housing Head of Neighbourhood Services Head of Sustainable Development Director of Corporate Resources Head of Finance / S151 Officer Operational Manager, Accountancy Director of Social Services Head of Adult Services and Vale Alliance Director of Education Head of Strategy, Community Learning and Resources Monitoring Officer/Head of Legal and Democratic Services Legal Committee Reports
Policy Framework:	This is a matter for Executive decision by Cabinet

Agenda Item: 7



Executive Summary:

- This report seeks Cabinet approval for three Placemaking Plans developed for Cowbridge,
 Llantwit Major and Penarth, which set out a locally driven vision and strategic framework for
 regeneration in each area. The plans have been prepared in line with the Placemaking Wales
 Charter and reflect the Council's commitment under Vale 2030 Working Together for a
 Brighter Future to deliver inclusive, sustainable and community-led regeneration.
- Each plan has been shaped through collaboration with residents, local businesses, stakeholders
 and elected Members, and provides a platform for future investment, funding bids and
 partnership activity. They promote improvements to public space, economic vitality, heritage,
 active travel, access to services and decarbonisation, supporting the well-being objectives of the
 Council. Plans have been co commissioned by the Council and each of the respective Town
 Councils.
- Cabinet approval will enable the plans to be adopted as working documents that inform future priorities, support funding applications, and underpin the Council's ongoing work to create more resilient, connected and distinctive places.
- A fourth Placemaking Plan for Barry is still in development and will come to Cabinet for approval in Q2.
- All plans are living documents that will continue to evolve. Placemaking is a way of working and these plans offer a starting point for discussion, project development and greater community involvement.

Recommendations

- **1.** That Cabinet approves the Placemaking Plans for Cowbridge, Llantwit Major and Penarth as set out in Appendices A–C respectively.
- 2. That delegated authority is granted to the Director of Place, in consultation with the Deputy Leader and Cabinet Member for Sustainable Places, to make minor amendments as required for formatting, clarity or alignment with funding opportunities or policy.
- **3.** That the Placemaking Plans are used as strategic tools to guide investment, partnership working and funding bids in each town.

Reasons for Recommendations

- 1. To access Welsh Government support via the Transforming Towns Programme and embed placemaking as a core principle in delivering regeneration that is inclusive, environmentally responsible and locally led.
- **2.** To enable officers to update the documents efficiently in response to emerging needs or opportunities.
- **3.** To maximise the ability to effectively target funding and coordinate cross-sector action to support the vitality of our towns.

1. Background

- 1.1 Placemaking is about creating better places by putting people at the heart of planning and design. It focuses on how spaces look, feel, and function. It brings together communities, local character, and practical needs to make towns and neighbourhoods more vibrant, inclusive, and sustainable. It is about making places work for people.
- 1.2 The Placemaking Wales Charter has been developed by Welsh Government and the Design Commission for Wales in collaboration with the Placemaking Wales Partnership a multi-disciplinary group representing professions and organisations working within the built and natural environment.
- 1.3 The Charter builds on the strengthening focus on Placemaking in policy and practice in Wales and aims to provide a common understanding of the range of considerations that go into placemaking. The charter outlines six placemaking principles that cover the range of considerations that contribute to establishing and maintaining good places.

People – involving communities in shaping their places

Place – recognising the unique characteristics of each town

Movement – prioritising active travel and access

Public Realm – creating welcoming, safe and attractive spaces

Mix of Uses – promoting diversity of activity and function

- **Identity** building on heritage, culture and distinctiveness.
- 1.4 Welsh Government places strong importance on placemaking plans because they are seen as essential tools for delivering sustainable, people-focused places that improve wellbeing and respond to major societal challenges. Their importance stems from several key policy drivers:
- 1.5 Central to Policy Delivery: Placemaking is embedded in national planning policy (Planning Policy Wales), the Well-being of Future Generations Act, and programmes like Transforming Towns and Building Better Places. It is seen as a unifying approach that connects economic, environmental, social and cultural goals.
- Focus on People and Place: Welsh Government advocates for development that puts people at the heart of decision-making—creating places that are inclusive, healthy, safe, and attractive to live, work and visit.
- Supports Climate and Nature Goals: Placemaking enables local action on climate change by encouraging compact, walkable towns, reducing car use, promoting green infrastructure and protecting biodiversity.
- **1.8** Strengthens Local Investment: Having a clear, locally driven placemaking plan helps access funding and ensures that regeneration is focused, evidence-based and aligned with community priorities.
- Delivers the Placemaking Charter Principles: Welsh Government encourages all public bodies and partners to adopt the six principles of the Placemaking Wales Charter—people and community, location, movement, mix of uses, public realm, and identity.
- 1.10 The Vale of Glamorgan Council's Vale 2030: Working Together for a Brighter Future Corporate Plan sets out the Council's vision to improve the economic, environmental, social and cultural wellbeing of its communities. It commits to working in partnership and delivering place-based regeneration that reflects local needs, reduces inequalities and strengthens resilience.
- 1.11 It was agreed at a meeting of the Council's Cabinet on 25th May, 2023 that the Authority would become a signatory to the Placemaking Wales Charter, and in doing so, gain access to funding from the Welsh Government Transforming Towns Programme. This has been used to strengthen how the Council works with local communities to identify priorities in the various towns.
- 1.12 It was agreed at a meeting of the Council's Cabinet on 18th July, 2024 to implement new governance structures for regeneration programmes and projects being delivered by the Council to support the placemaking approach. These projects compose the majority of the projects to be progressed within the Economic Resilience theme of the Reshaping Programme. These new boards will oversee the implementation of the four Placemaking Plans for each of the Vale of Glamorgan's 4 main towns.
- **1.13** Each plan has been shaped through engagement with residents, businesses, voluntary sector partners, elected Members and Town Councils. Public consultation on emerging ideas has been undertaken, and this feedback has

informed the final versions of the plans. This reflects the Council's commitment to working collaboratively and ensuring communities shape the future of their towns.

2. Key Issues for Consideration

- 2.1 The plans identify specific local opportunities around themes such as public realm improvements, reimagining underused spaces, enhancing heritage and culture, supporting independent business, and promoting sustainable transport.
- 2.2 While each town has a distinct identity and focus, all three plans promote integrated, people-centred approaches to place development that will support local resilience, wellbeing, and economic vitality.
- 2.3 The adoption of these plans will also support funding bids and partnership working, strengthening the case for investment through UK and Welsh Government programmes. They will also act as a tool to lever private sector investment in town centres.
- 2.4 The approach taken in the Vale of Glamorgan has ensured that meaningful community engagement and consultation has taken place over a longer period of time to ensure that solutions meet the needs of the town and its residents.
- 2.5 Each plan has been co-commissioned with the Town Councils which is also a unique approach in Wales. The Council feels strongly that Town Councils should be a major partner in the delivery and evolution of the plans with the intention that communities feel ownership of the plans. This is why so many different groups have been engaged as part of the process with sports clubs, churches, traders and history societies all being involved in the process.
- 2.6 The plans with also act as a way of informing better use of Section 106 funding with data and need baked into the decision-making process. We have already seen S106 funding being targeted as relatively small schemes to meet a need in a town identified via the placemaking process. This not only allows the funding to go further but ensures that the intervention is right for the town and its residents.

3. How do proposals evidence the Five Ways of Working and contribute to our Well-being Objectives?

3.1 The placemaking plans for Llantwit Major, Penarth and Cowbridge have been developed in line with the sustainable development principle of the Well-being of Future Generations (Wales) Act 2015, and demonstrate the five ways of working:

Long Term: The plans set out a clear vision for each town, focused on creating resilient, vibrant and sustainable places over the next decade.

Prevention: They seek to support struggling town centres, underused assets and limited public space, helping avoid future economic and social challenges.

Integration: The plans align with the Vale 2030 Corporate Plan, Project Zero, and Welsh Government placemaking policy, supporting economic, social, environmental and cultural goals.

Collaboration: Developed with Town Councils, local groups and stakeholders, the plans reflect shared priorities and collective input.

Involvement: Each plan was shaped through community engagement to ensure local needs and ambitions are at the heart of delivery.

3.2 They directly support the Council's well-being objectives by enhancing communities, supporting economic growth, improving access and transport, and valuing both natural and built environments.

4. Climate Change and Nature Implications

4.1 The placemaking plans contribute positively to the Council's climate and nature commitments by:

Supporting active travel through better walking and cycling infrastructure, reducing car dependency and emissions.

Greening urban areas by introducing more planting, trees, and green spaces, which improve air quality, support biodiversity, and help manage surface water.

Repurposing existing buildings and spaces, which reduces carbon impacts linked to demolition and new construction.

Creating more resilient public spaces that respond to changing climate conditions such as extreme heat or heavy rainfall.

- **4.2 Aligning with Project Zero** and the declaration of nature and climate emergencies by embedding low-carbon, nature-positive design in local regeneration.
- 4.3 These actions help reduce the environmental footprint of the towns while enhancing quality of life and resilience for communities.

5. Resources and Legal Considerations

Financial

Placemaking Plans were developed using Welsh Government Funding that was made available to all towns in Wales. Match funding from the Council was provided in the form of staff time working on the plan development within the Regeneration team.

- The placemaking plans set out a framework for investment but do not commit the Council to specific funding at this stage. Delivery will be phased and dependent on available resources, including external funding opportunities such as Welsh Government's Transforming Towns programme. The plans help strengthen future funding bids by demonstrating clear local priorities, strong community backing, and alignment with strategic policy.
- 5.3 Initial project development costs may be met through grant funding or ringfenced funding, but capital delivery will require further financial planning, including consideration of match funding, borrowing, or partnership contributions.
- Placemaking need not be about a large-scale investment in public realm but rather doing the right thing in the right places.

Employment

- Implementation and evolution of the approved plans will be led by the Regeneration team, with involvement from all Council Departments.
- 5.6 The Council operates an internal Placemaking group with membership from every department to ensure that ideas are sense checked, challenged and implemented effectively. It acts as a place for discussion on solutions and looks at best practice elsewhere.
- 5.7 There are no direct employment implications for Council staff as a result of adopting the plans.

Legal (Including Equalities)

There are no immediate legal implications arising from the adoption of the plans. However, individual projects may require legal input relating to land ownership, planning permissions, procurement, highways, or statutory consents. These will be addressed on a case-by-case basis as part of project delivery. The Council will ensure compliance with all relevant legislation and duties, including public sector equality, environmental, and procurement regulations.

6. Background Papers

None.

Cowbridge PLACEMAKING PLAN May 2024

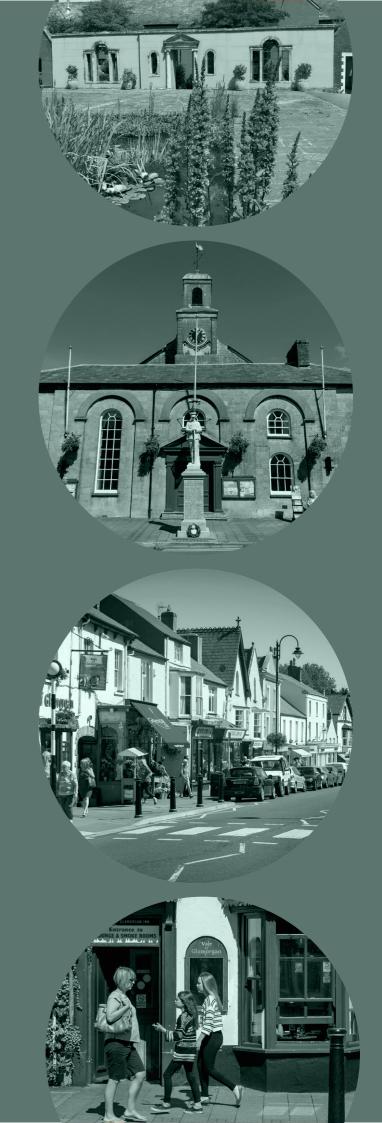














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Contents

Chapter	1 INTRODUCTION TO THE PLACEMAKING PLAN PROCESS	6
Chapter	2 PARTICIPATION AND ENGAGEMENT	10
Chapter	3 COWBRIDGE IN CONTEXT	14
Chapter	4 COWBRIDGE TODAY	18
Chapter	5 VISION AND OBJECTIVES	32
Chapter	6 HOW DO WE GET THERE?	36
Chapter	7 MAKING IT HAPPEN	58
Append	ix	64

Foreword

A Warm Welcome from the Mayor

On behalf of Cowbridge with Llanblethian Town Council, I am delighted to present our Placemaking Plan, the culmination of nearly two years work in partnership with the Vale of Glamorgan Council.

Cowbridge, granted its first charter in 1254, boasts a rich history deeply woven into the fabric of our community and this is reflected in the Plan.

This Plan, born from extensive consultation with residents, businesses, and community groups, reflects a shared vision for Cowbridge's future. It outlines a roadmap for enhancing our town, embracing the 21st century while safeguarding our cherished past.

We aim to create a thriving and vibrant community where everyone feels welcome and included. Our vision encompasses a thriving high street, enhanced green spaces, improved infrastructure, and a focus on sustainability and well-being.

This plan is not just a document; it's a blueprint for action. We invite you to join us in shaping the future of Cowbridge, a place where history and modernity coexist, creating a vibrant and welcoming community for all.

Heather Weddell

Cllr Heather Weddell

Mayor of Cowbridge (Ancient Borough with Llanblethian Town Council





Introduction

Purpose of the Placemaking Plan

The Vale of Glamorgan Council (VoGC), in partnership with the Cowbridge with Llanblethian Town Council (Town Council), have commissioned a multi-disciplinary team to prepare this Placemaking Plan for Cowbridge town centre. The team is led by SLR Consulting and supported by ThinkingPlace.

The overall aim of the Placemaking Plan for Cowbridge is to guide future investment in the town. The plan has been informed by a comprehensive stakeholder and community engagement process, as well as design advice from the consultant team.

The Cowbridge Placemaking Plan builds upon the current strengths and opportunities of the town and its neighbouring communities, and creates a series of projects that respond to a variety of opportunities. The Placemaking Plan will be used to guide future investment in Cowbridge in a cohesive manner, and may be used to develop emerging planning policy and guidance. A clear action plan is provided which identifies priority actions across short, medium and long term time frames.

How the Placemaking Plan has Developed

VoGC's Creative Communities team and Town Council, have held a comprehensive programme of engagement to make sure that the Cowbridge Placemaking Plan is informed by the views and needs of local people and those who use the town centre. Working in collaboration with the consultant team this information has been analysed and supplemented with on-site analysis and meetings with Council Officers and stakeholders.

As a result, the Placemaking Plan has created a vision and objectives for Cowbridge that address key themes which have arisen from this thorough engagement process.

The Vision for Cowbridge sets a bold and exciting target for the future of Cowbridge, supported by 5 key objectives. These objectives respond directly to specific issues from the community engagement feedback and baseline analysis, and correspond with 5 specific opportunity areas and town wide projects which will have clear and targeted impacts.

Placemaking Plan Timeframe

The Cowbridge Placemaking Plan has a proposed timeframe of 10+ years up to and beyond 2034. Within this timeframe, it is hoped the Placemaking Plan can support and facilitate the delivery of 'quick win' projects which can be delivered within the context of current available funding, but also progress and support those more complex, longer term projects which will require further study and assessment. VoGC and Town Council will continue to review the Placemaking Plan over the course of its lifetime, responding and adapting to changing circumstances but also capturing new opportunities as they arise.

The Placemaking Plan Development Process

START

Community and Stakeholder Engagement Baseline Analysis of Town Context and Policy

Establishing a Vision and Objectives for Cowbridge Creation of Opportunity Areas and Town Wide Projects Consultation on Draft Opportunity Areas and Town Wide Projects Review of Consultation Feedback to Prioritise Opportunities Development of the Final Placemaking Plan Continual monitoring, review and update

Introduction

Placemaking Charter Wales

In September 2020, the Placemaking Wales Charter was launched by the Welsh Government and the Design Commission for Wales, in collaboration with the Placemaking Wales Partnership.

In May 2023 the VoGC became a signatory to the Placemaking Charter Wales and it was agreed that the VoGC would apply for Welsh Government funding to prepare Placemaking Plans for each town in the Vale. The Town Council adopted the Charter in October 2023.

The Charter builds on strengthening the focus of Placemaking in policy and practice in Wales and aims to provide a common understanding of the range of considerations that go into placemaking. The charter outlines six placemaking principles that cover the range of considerations that contribute to establishing and maintaining good places.

In signing the Charter, the VoGC agrees to support placemaking in the planning, design and management of new and existing places. In support of this, the 6 principles of the Placemaking Guide, create the foundation for the Cowbridge Placemaking Plan to drive forward the potential projects suggested later in this document.

The principles set out in the Charter are detailed below:

- People and community The local community
 are involved in the development of proposals.
 The needs, aspirations, health and well-being of
 all people are considered at the outset. Proposals
 are shaped to help to meet these needs as well as
 create, integrate, protect and/or enhance a sense of
 community and promote equality.
- Location Places grow and develop in a way that uses land efficiently, supports and enhances existing places and is well connected. The location of housing, employment, leisure and other facilities are planned to help reduce the need to travel.
- Movement Walking, cycling and public transport
 are prioritised to provide a choice of transport
 modes and avoid dependence on private vehicles.
 Well designed and safe active travel routes connect
 to the wider active travel and public transport
 network, and public transport stations and stops
 are positively integrated.

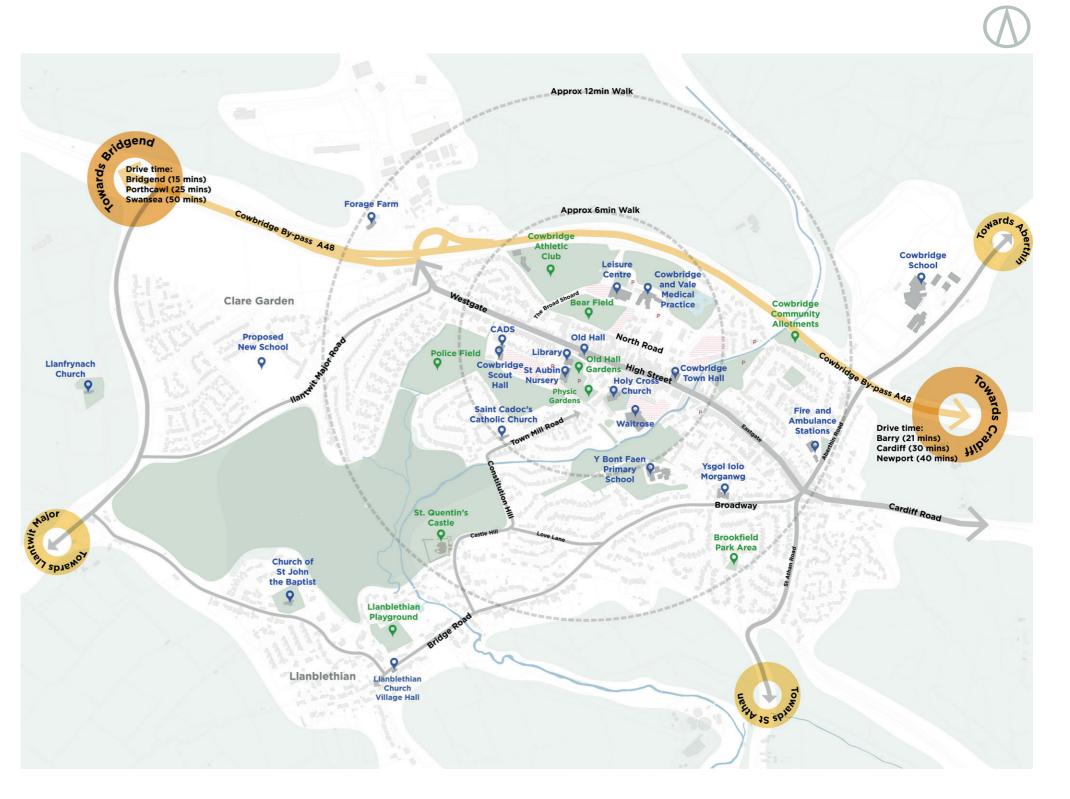
- Mix of uses Places have a range of purposes which provide opportunities for community development, local business growth and access to jobs, services and facilities via walking, cycling or public transport. Development density and a mix of uses and tenures helps to support a diverse community and vibrant public realm.
- Public realm Streets and public spaces are well defined, welcoming, safe and inclusive with a distinct identity. They are designed to be robust and adaptable with landscape, green infrastructure and sustainable drainage well integrated. They are well connected to existing places and promote opportunities for social interaction and a range of activities for all people.
- Identity The positive, distinctive qualities of existing places are valued and respected. The unique features and opportunities of a location, including heritage, culture, language, built and natural physical attributes, are identified and responded to.

Introduction

The Study Area

The Placemaking Plan focuses on the town centre area, which includes Westgate, High Street and Eastgate. Within these extents includes areas to the north around Bear Field and North Road, the Town Hall as well as areas to the south at Police Field, the Former Livestock Market and Old Hall.

More widely, it also considers the relationships between the town centre and the wider town, as well as surrounding villages. It looks to better integrate new developments such as Clare Garden Village with the town centre, but also acknowledges the importance of Cowbridge as a service hub for the surrounding hinterland villages, particularly those to the west and north of the town and does, where possible, identify projects that better support and capitalise upon these wider influences.



Study Area



Participation and Engagement

Summary of Engagement and Consultation

The VoGC's Creative Communities team together with the Town Council have undertaken considerable community mapping over several months to understand local stakeholder and community members views and aspirations for Cowbridge. The community mapping exercise included pop-up events, focus groups, school visits, conversations with businesses and an online survey via Placemaking | Participate Vale (valeofglamorgan. gov.uk).

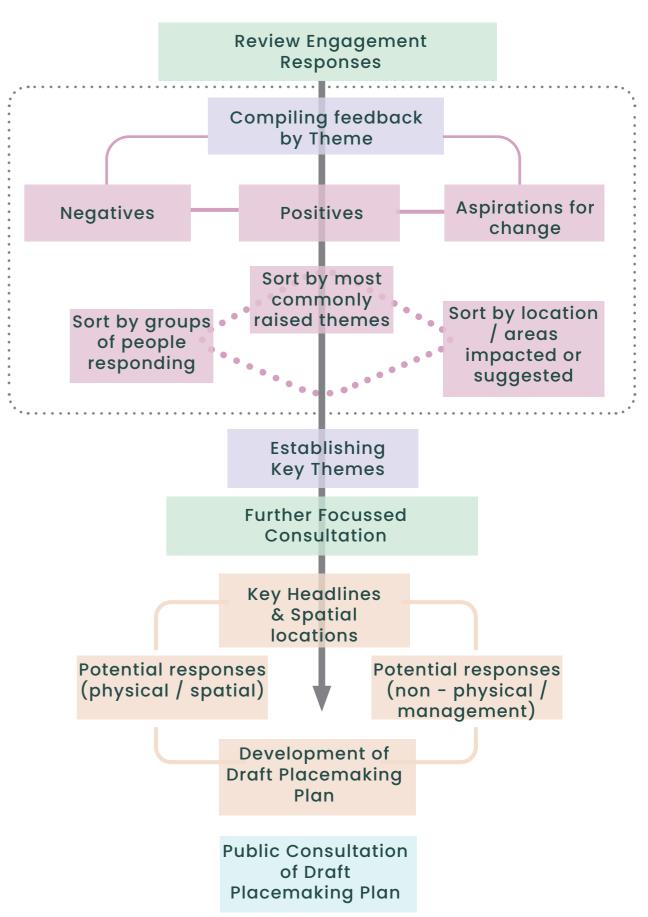
This was followed by more targeted engagement by the consultants to sense check and delve more deeply into the feedback gathered through in-person and online meetings with the Town Council, online meetings with key stakeholders and relevant VoG Officers. Further engagement was also undertaken by the Council with businesses and school pupils.

The aim of the consultation process was to encourage people to share their experiences of Cowbridge, to establish a picture of how the town functions on day-to-day basis and how the local and surrounding communities interact with the place.

The engagement feedback has provided the team with an excellent insight into the needs, wants and aspirations of the local community, which will be used as the evidence on which the Placemaking Plan's opportunity areas and proposals are based in the following chapters. The areas for intervention and projects detailed later in this plan are informed by comments made and ideas suggested by community members and stakeholders.

Engagement events have included:

- Community pop up events
- One to one sessions with local businesses
- School visits
- Online teams sessions with Town Council members
- Town walk around with Town Council Members
- Town walk around with VoGC teams
- Online session with Charter Trust
- Online sessions with Vale of Glamorgan Council teams
- Questionnaires circulated to local businesses
- Website feedback



Participation and Engagement

Emerging Local Priorities



Strengths

- Lucky to have so many independent shops along High Street
- Plenty of occupied shops along High Street
- Pride in the historic environment and appreciation for Physic and Old Hall gardens
- Great walking trails around Cowbridge
- Lots of festivals to bring the community together
- Community spirit in the town is strong
- Lots of sports opportunities at the Leisure centre and surrounding spaces such as the Rugby club and playing fields
- Good offer of local facilities such as pharmacies, leisure centre
- Cowbridge residents take pride in the aesthetic of the town, so there is a strong pride of place
- Local residents feel the area is quiet and safe with local amenities a short walk away
- Location of the town is appreciated by residents, its close to neighbouring villages, the coast and not too far from Cardiff
- Appreciation of the towns rural location, with emphasis on the value of green spaces for wellbeing and recreation



Weaknesses

- Poor accessibility with small streets, narrow pavements and wobbly slabs.
- Too many cars parked on side streets and on High Street
- Shops and parking along High Street are all seen as too expensive.
- Litter in the streets and local parks and not enough bins
- The town doesn't feel bike friendly, with no bike lanes or paths
- Not enough spaces for families
- There is little to no space for children ages 10 and up to play. Current play spaces cater for younger children
- Poor digital connectivity, the town needs better connections to 4G and 5G services
- Public facilities are limited not enough public toilets for example
- No swimming pool in the local leisure centre
- No space for gymnastics or dance outside
- Some pathways don't feel safe for children to walk along on their own
- The history of the town could be better advertised
- The town needs more competition in terms of supermarkets
- No cinema in the town centre



Opportunities

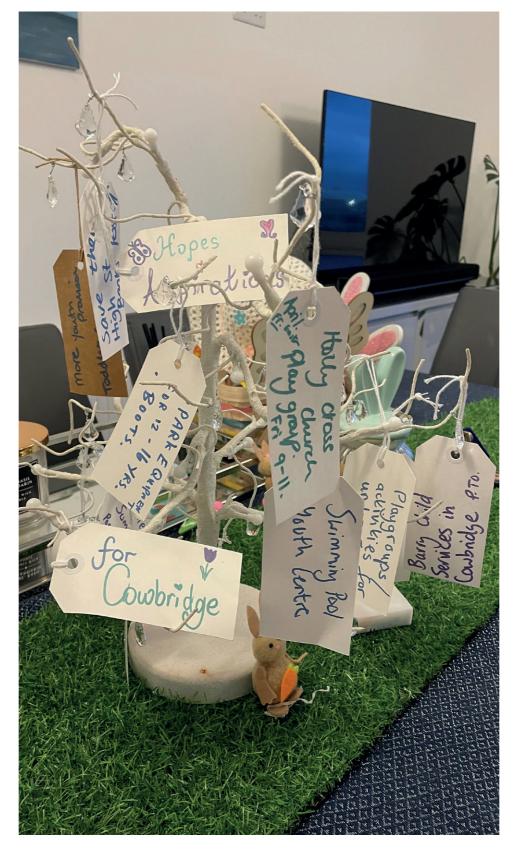
- To celebrate the independent nature of the town both in terms of spirit and businesses/organisation
- Promote and grow the strong sense of community as seen by the various groups
- Use the location and setting to promote health and well-being for residents and visitors alike
- Focus on being a destination for a wider area both through the promotion of the town and the facilities it provides
- Package up opportunities for visitors and residents to create a stronger liveability and visit proposition
- Introduce quality dwell places within the town for people to meet up and spend time together increasing footfall
- Creating multi use event space in the centre and an enhanced events programme to encourage footfall
- Ensure that any new developments and residents are part of the fabric of the town and value and maintain its sense of place
- Don't lose that special sense of place and identity,
 a bit upmarket and not afraid of being different
- Develop spaces that allow people, especially youth to gather. Suggestions include kids Parkrun, youth clubs and public free-use spaces
- Foster more art and creative projects, potentially including an arts community centre similar to Chapter Arts Centre in Cardiff
- Improve food and drink offerings to create more social opportunities similar to nearby towns like Penarth
- Desire for improved walking and cycling routes connecting to neighbouring communities

The feedback from the engagement has been analysed and key words or phrases highlighted, which allowed particular themes to emerge. The themes were informed by the prevalence of words and descriptions, ensuring that feedback would be captured within a broader theme.

The main themes that have emerged out of the likes, dislikes, and hopes for Cowbridge, will be used to inform future change and interventions for Cowbridge. These include:

- Public Realm Improvements
- Better Local Facilities
- Safety and Security
- Sustainability
- Infrastructure Improvements
- Local Community Pride
- Heritage and Character
- Supporting Local Economic Growth

Further detail on the emerging themes can be found in Appendix A.











Cowbridge in Context

Planning Policy Context

There are a number of existing plans, strategies and policies which have guided the production process and outcomes for the placemaking plan. These range from national to local policy and have been summarised below however further detail is provided in Appendix B.

Placemaking in Wales

The policies listed below set out key placemaking principles, examples and outcomes, which have been used to structure the placemaking plan itself, introduce talking points during consultation and guide prioritisation of different interventions.

- Planning Policy Wales (PPW) Edition 12, 2024
- Placemaking Guide, 2020

Other Sources of Guidance

The Placemaking Plan also draws on a range of other studies and strategic statements including:

- Regenerating Town Centres in Wales, Audit Wales (2021)
- A vision for Welsh towns, Federation of Small Businesses (2022)
- Small towns, big issues: Aligning business models, organisation and imagination, Welsh Government / Foundational Economic Research (2021)

Sustainability

Alongside Placemaking, sustainable regeneration and creating sustainable development is a key driver for change in Cowbridge. The following policies are relevant to the Cowbridge Placemaking Plan:

- Well-being of Future Generations (Wales) Act 2015
- Project Zero Vale of Glamorgan Council's Climate Change Plan 2021-30

Wales National Policy

Future Wales - The National Plan 2040, 2021

This framework, published by the Welsh Government in 2021, plans for the change and development Wales will need over the next two decades and influences significant areas of Council activity. It identifies 11 overarching ambitions based on the national planning principles and national sustainable placemaking outcomes set out in Planning Policy Wales.

Of relevance to Cowbridge are the following policies:

- Policy 2 Shaping Urban Growth and Regeneration - Strategic Placemaking
- Policy 3 Supporting Urban Growth and Regeneration - Public Sector Leadership
- Policy 6 Town Centre First
- Policy 9 Resilient Ecological Networks and Green Infrastructure
- Policy 10 International Connectivity
- Policy 11 National Connectivity
- Policy 12 Regional Connectivity
- Policy 36 South East Metro

Regional Policy

Cardiff Capital Region City Deal

The Vale of Glamorgan is one of the ten authorities which make up the Cardiff Capital Region. It is the largest city-region in Wales and accounts for approximately 50% of the total economic output of the Welsh economy, 49% of total employment and has over 38,000 active businesses.

Local Policy

- The Corporate Plan, Vale 2030 Strong Communities with a Bright Future
- Vale of Glamorgan Local Development Plan 2011-2026

Within the LDP, additional policies which are relevant to the Cowbridge Placemaking Plan include:

- Policy SP7 Transportation
- Policy SP11 Tourism and Leisure
- Policy MG2 Housing Allocations

At the time of writing, VoGC are currently preparing a RLDP.

 Cowbridge with Llanblethian Conservation Area: Appraisal and Management Plan, 2010



The 7 well-being goals defined in the Well-being Future Generations (Wales) Act 2015, Credit: Welsh Government

Cowbridge in Context

Regional Context

Location and Connections

Cowbridge is an ancient town located at the centre of the Vale of Glamorgan in the South East Region of Wales, which is the most populous region in Wales with over 1.5 million residents.

The town is located on the A48 and is 17 miles from the capital city of Cardiff. The Vale of Glamorgan falls within the 'Cardiff Capital Region', an area driving major economic growth within Wales and identified as a key area where people want to live and work.

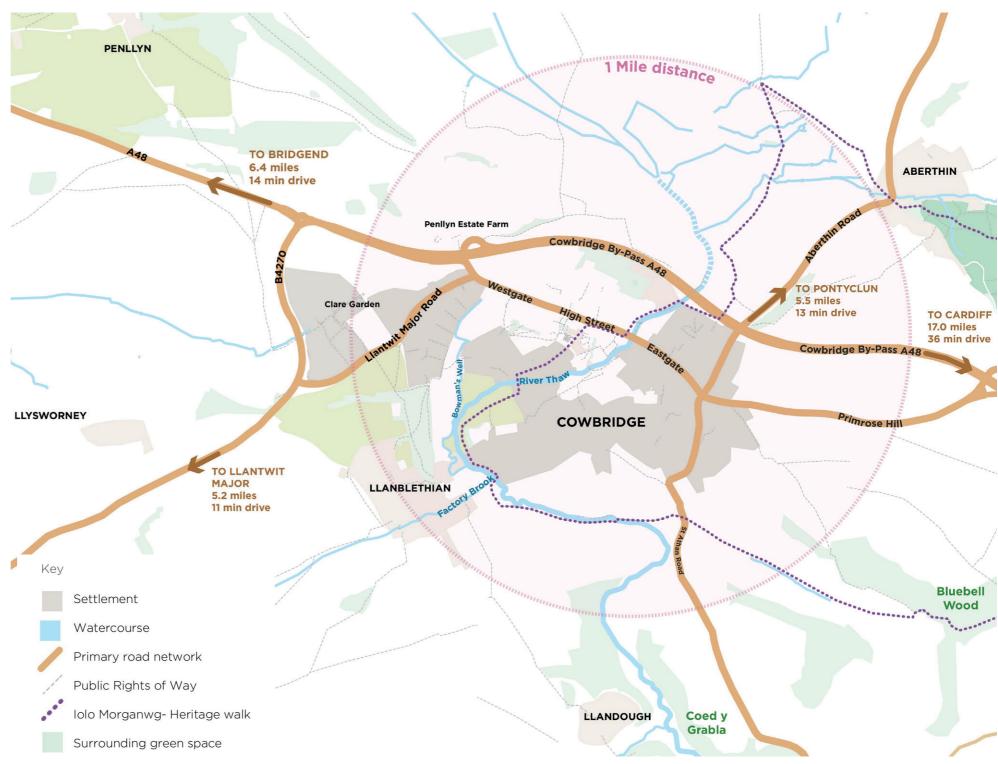
From Cowbridge, there is easy access to the M4, London by rail is 2 hours away from Cardiff, and Cardiff International Airport is just a 20 minute drive; it's secluded but connected.

The town is around 7 miles from the Glamorgan Heritage Coast, which is made up of 14 miles of natural coastline with beaches, dramatic cliff tops gardens and castles.

More locally, Cowbridge acts as an important local hub for neighbouring villages such as Llanblethian, Aberthin, Llysworney and Penllyn offering key services such as health, education and retail.



16



Strategic Context Regional Context

Cowbridge in Context

Historic Context

Cowbridge is one of the oldest towns in Wales, built along an old Roman road. Records from 1254 indicate how plans for 80-90 burgage plots within the town walls were set out by Richard de Clare, on 96 acres of land set aside from his manor at Llanblethian. This has largely shaped the layout and character of the town as it is today.

Through the Medieval and early modern periods, Cowbridge grew as a market and administrative centre with the central area of the town walled in the 13th Century. The former livestock market area at the junction of High Street and The Butts was the focus of life and buildings of note which remain today, include the Duke of Wellington, The Bear Inn, the Mason Arms, the Ancient Druid, 71-73 Eastgate and 38 High Street.

Through the 18th Century, as local industries developed, grander town houses were built along the hight street with small businesses, shops and other establishments. The town's importance as a coaching town grew with inns and hostelries thriving on serving this trade. However, the Old Town Hall and parts of the East and West Gates were demolished to better accommodate this increase in traffic from stage coaches.

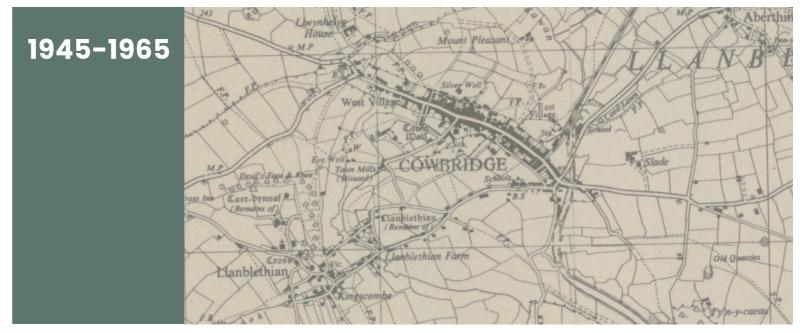
The historic maps opposite, illustrate development within the town from the 19th Century to the present day. The linear east to west high street remains a prominent feature of the town. New housing estates can be seen to the south of the town on the 1948-1973 map, which were likely developed to accommodate commuters into Cardiff and Bridgend, following the opening of the A48 by-pass in the 1960s.

To the south of Cowbridge, the ruins of St Quentin's/ Llanblethian Castle are located, likely built in the early 14th Century. The castle ruins are a local landmark and key heritage asset within the town.

Cowbridge is a place steeped in history and its sense of place to this day reflects its historic past.

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Cowbridge is a historic town set in the stunning countryside of the Vale of Glamorgan. It's a town with an enviable mix of characterful heritage, a distinctive high street, beautiful historic parks and access to the outdoors. Cowbridge has all the qualities of a quaint, historic Welsh village.

Today, Cowbridge acts as a service centre for neighbouring villages such as Llanblethian, Aberthin, and beyond, with a destination high street. It is also a visitor destination, boasting picturesque walks, characterful heritage buildings as well as hosting a number of popular events throughout the year, which attract visitors from both within the town, and across the Vale.

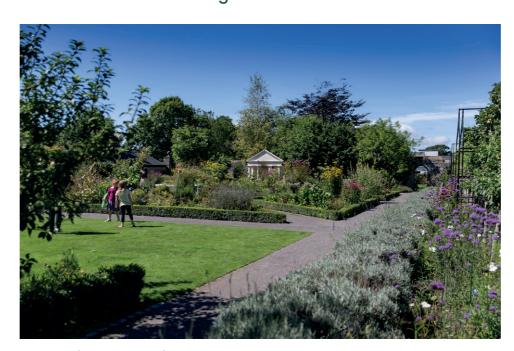
This rich mix of experiences and activities means that Cowbridge is a town that is growing, with new residents moving in to the recently delivered Clare Garden Village (with phase 3 of the scheme yet to come) as well as other surrounding planned developments.

The following baseline analysis provides a summary of engagement with Town Council members, desktop studies and an immersive site visit. The analysis covers the themes below, which supports the information gathered through community engagement:

- People and Community
- Access and Movement
- Green Assets
- Character and Heritage
- Land Use and Activity
- High Street
- Pipeline Projects



Local businesses on High Street



Cowbridge Physic Garden



Cowbridge Town Hall



Cowbridge Old Hall and Gardens

People and Community

Cowbridge is a small town with a population of approximately 6,573 people. The plan opposite shows the key community facilities in the town centre.

Key points of interest include:

- A main shopping area along High Street which hosts a range of shops and services, offering a blend of local independent retailers as well as a Waitrose supermarket located to the south of High Street.
- Civic & community facilities: Cowbridge Town Hall, Library and the Old Hall, located in the centre of the town, which offer a range of community facilities. Local community facilities such as Cowbridge Amateur Dramatics Society (CADS) and Cowbridge Scout Hall are also located just south of High Street.
- Leisure and health facilities: Cowbridge Squash and Cricket Club, Athletics Club and Leisure Centre, located north west of High Street. The Cowbridge and Vale Medical Practice is also located adjacent to the Leisure Centre.
- Green spaces: Bear Field is located to the north of High Street, with Police Field and a large open space around St Quentin's Castle located to the south of High Street.

Key statistical information from the Office for National Statistics shows that Cowbridge deviates from the average on a number of categories, summarised below:

- **Higher population growth**: Census data from 2011 and 2021 show the residential population grew by 6%, which was higher than the proportion of growth in the Vale of Glamorgan area (4.4%) and Wales (1.4%).
- Lower proportion of younger people: Lower proportion of residents aged between 16-34 living in Cowbridge (12.9%) compared to the Vale of Glamorgan (20.1%).

- **Higher proportion of older people:** Higher proportion of residents aged between 65-74 in Cowbridge (16.4%) when compared to the Vale of Glamorgan (11.8%).
- Higher proportion of residents with Level 4 qualifications and above: 52%, when compared with the wider Vale of Glamorgan (37.3%) and Wales (31.5%).
- Higher proportion of residents who own their own home:
 The data shows that Cowbridge has a significantly higher proportion of residents who own the house that they occupy when compared to the Vale of Glamorgan and Wales as a whole, 82.2%, 71.9% and 66.1% respectively.
- Higher proportion of households with two or more cars: In addition to this, a significantly higher proportion of households in Cowbridge have three or more cars or vans, when compared to the Vale of Glamorgan and Wales as a whole, 15.0%, 10.3% and 10.7% respectively. These higher numbers may identify a reliance on car travel, which will be considered in shaping the interventions and actions illustrated later in this Placemaking Plan.
- Higher proportion work from home: The data shows that a higher proportion of residents living in Cowbridge work mainly at or from home when compared to the Vale of Glamorgan and Wales as a whole, 45.8%, 34.0% and 25.6% respectively.
- Affordability: Statistics highlight that Cowbridge is an affluent area, with high levels of qualifications, home ownership and car ownership and whilst a desirable place to live, the area does come with a higher price tag. This may have an impact on attracting younger people and younger families into the area.
- Local economy: Cowbridge is recognised for its retail offer, 57% of the units in the town centre are A1 Shops which is slightly higher than the. National Small Towns average of 53%. It also has quite a large visitor economy with 44% of shoppers, counted within the 2014 Towns Alive study, coming into the town from approximately 30minutes away.

Community Demographics



Population of

6,573



33% of the community are over age 65



52% with Level 4 qualifications or above



82% own their own home



Source:
Mid-2020 Population Estimates, ONS
2011 and 2021 Census Data



Access and Movement

Cowbridge has excellent road connections to both Cardiff, Cardiff Airport (10 miles/20 minute drive), and the nearby larger towns of Bridgend (6.4 miles/14 minute drive) and Barry (11 miles/25 minute drive). Cowbridge is also a service centre to its hinterland villages and given the surrounding rural setting as well as noted older demographic and infrequent public transport, the town is predominantly accessed via car. Below summarises the key observations around access and movement in the town, taken from the desktop analysis and site visit:

Streets and Parking

- The majority of visitors and residents access the town centre via car which has led to the town centre having 90% off street car parking (2014 Towns Alive Study)
- There is a hot spot for traffic congestion at the Town Hall / Waitrose junction
- There are limited safe crossings for pedestrians along Westgate, Eastgate and High Street, with one noted zebra crossing and one signalised crossing on High Street
- There is a convoluted road arrangement behind the Town Hall and the bus station which poses a risk for pedestrians
- There is limited EV charging at present, but proposals for new points are understood to be in motion.

Walking and Cycling

- There are lots of informal routes from short cuts, such as those through Police
 Fields which seem to be well trodden by local residents, to those which are
 part of a wider walking network connecting surrounding residential areas to the
 centre of Cowbridge
- There is currently no dedicated cycle lane in the town centre
- There is limited cycle parking and where available is falling into disrepair for example at The Butts / High Street junction
- · Some areas have narrow footways which limit accessibility
- Street signs and furniture restrict movement along footways in some areas
- The Vale Trail 9 passes through Cowbridge from north to south, routing up to St Quentin's Castle.

Public Transport

- Cowbridge is served by 2 bus routes. The X2 route which runs between Bridgend and Cardiff Central every 30 minutes. The bus takes approximately 30 minutes to reach Bridgend and 1 hour to reach Cardiff. The 321 route runs less frequently between Llantwit Major and Talbot Green via Cowbridge and takes 20minutes to get to Llantwit Major and 30minutes to get to Talbot Green
- Current bus stops are located along High Street and to the rear of Town Hall.



Poor pedestrian access along The Broad Shoard



Bus routing to rear of Town Hall



Surface parking along The Butts



Existing zebra crossing at Church Street / High Street Junction

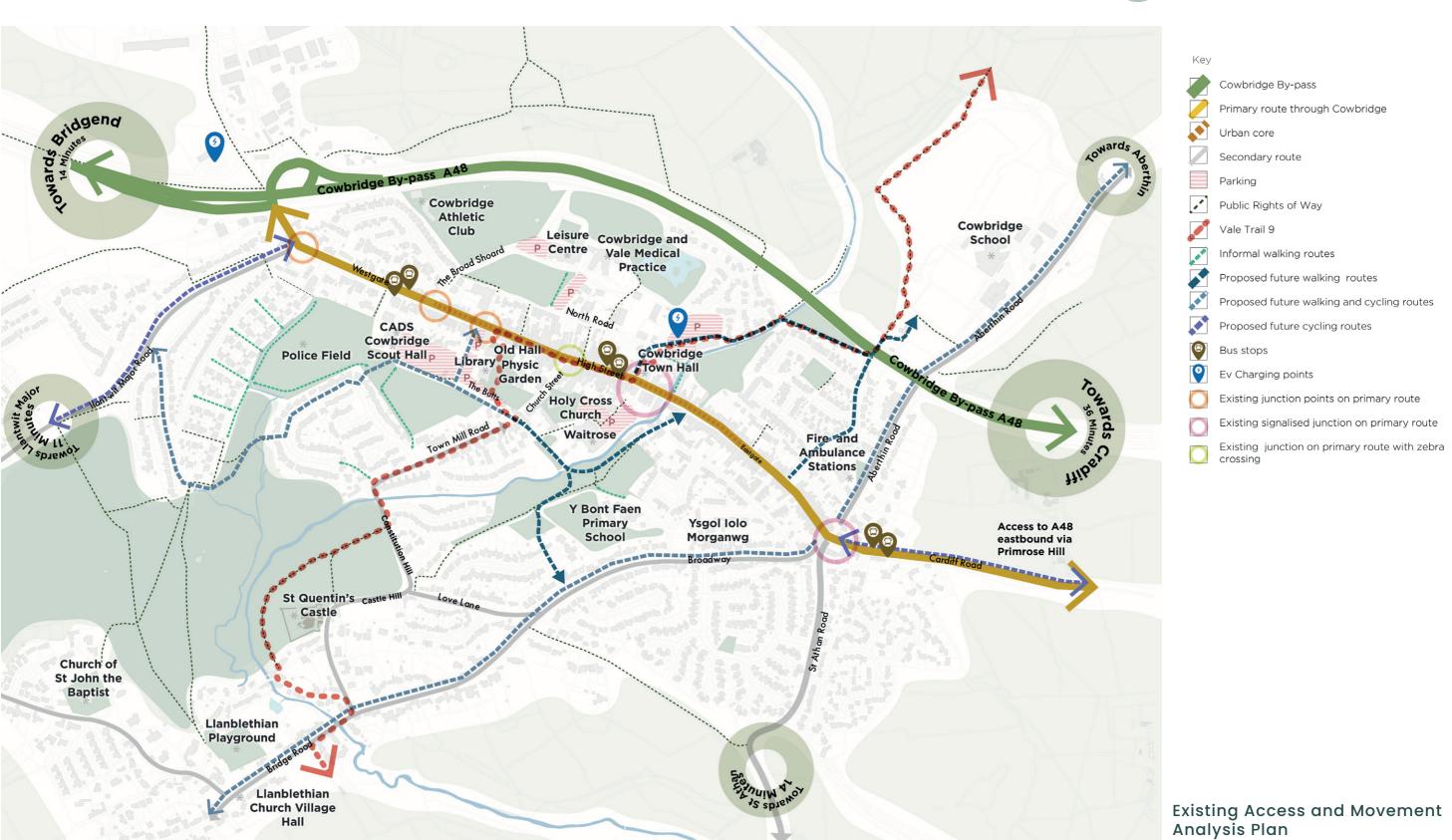


Pedestrian routes from Police Fields to Llantwit Major Road



Waitrose / High Street Junction





Green Assets

Cowbridge is well served by a range of play parks, historic gardens and green open spaces. Several green spaces are within close proximity to the town centre such as Bear Field and Police Field, which are managed by the Vale of Glamorgan Council, and Twt Park, which is managed by the Town Council and offer recreation and play space for residents and visitors.

Old Hall Gardens, located just off the High Street, is well maintained by a group of dedicated volunteers from the Cowbridge Charter Trust. Neighbouring this lies the jewel in the crown of Cowbridge, the Physic Garden, which is a tourist attraction managed by an active volunteer group who ensure that its story continues to be told.

Below summarises the key observations around green assets, taken from the desktop analysis and site visit:

Green Space

- There is lots of good quality open space but some spaces have limited function (e.g. Police Field provides playing pitches for the town, but the quality is poor)
- The existing green spaces feel somewhat disconnected from existing residential areas and could be better linked via signage and improved footpaths
- There are limited spaces which teens and young people want to use, this is due to poor lighting, lack of sheltered outdoor space and intimidation of older groups using the same space
- There are attractive, characterful gardens in close proximity to High Street; Physic Garden and Old Hall Gardens
- The area under the A48 feels vast and inactive yet provides a strong pedestrian link from Cowbridge School into the town.

Public Realm

- Recent updates to the frontage of Old Hall are contemporary and high quality and demonstrate a great example of partnership working and community management (via the Charter Trust) of projects
- Informal walking routes are overgrown and under maintained in part, for example links through Police Field
- There are limited seating opportunities beyond the immediate town centre
- There is limited street planting along High Street
- The River Thaw, which crosses underneath High Street, feels hidden in parts and lacks soft landscape and ecological features
- The public realm to the rear of Town Hall lacks activity for those on foot, not just for vehicle traffic
- The area around The Butts is dominated by parking and is not inviting for
- There is a mix of both contemporary and historic signage across the town which does not read as a town wide approach.



Skate park requires updating



Underutilised underpass space



residential areas



Signage and wayfinding could be increased across the town

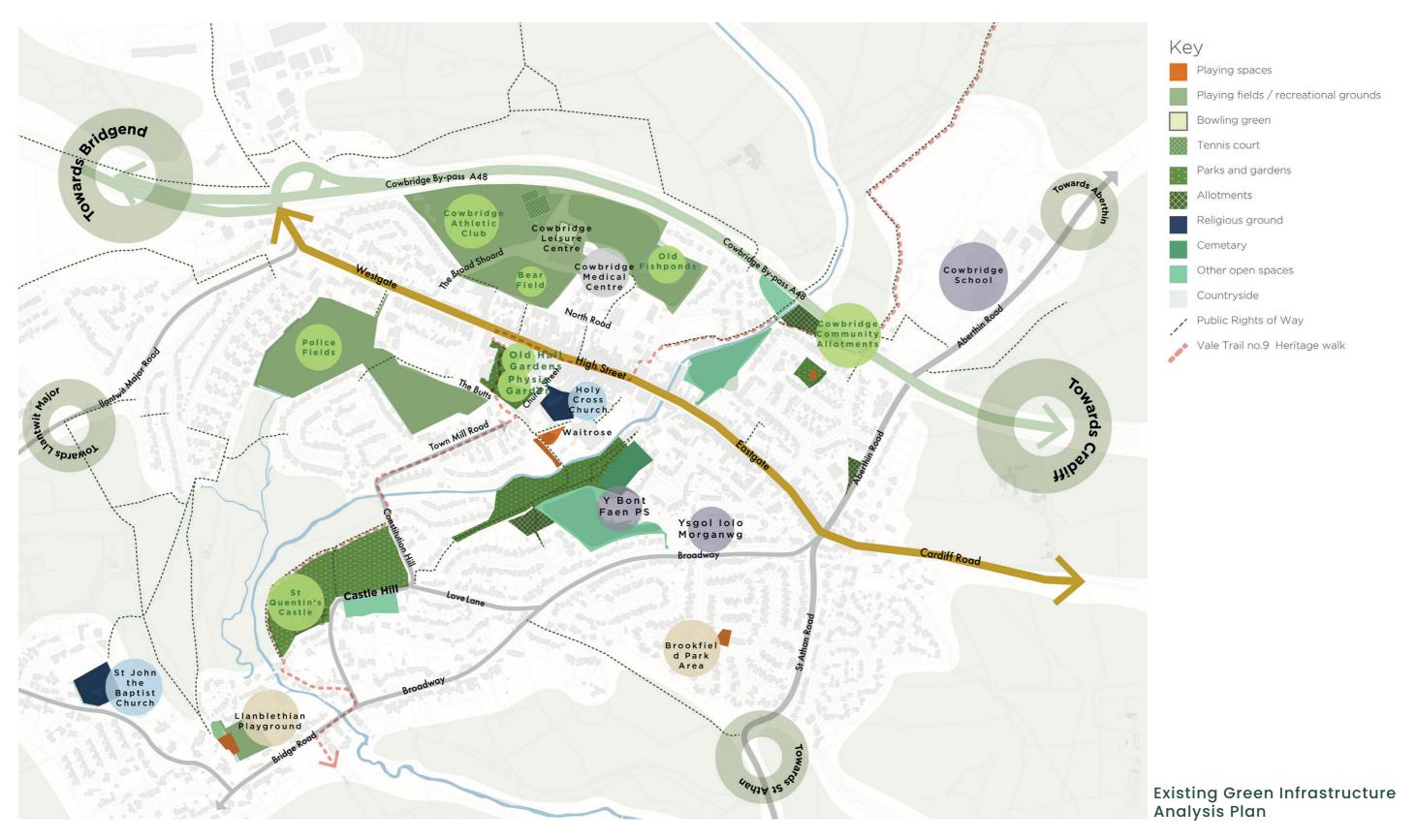


Physic Garden provides a central visitor attraction



Contemporary public realm outside Old Hall





Land Use and Activity

Cowbridge is identified as a service centre settlement in the Local Development Plan serving the immediate residents of the town, but also those in the surrounding hinterland villages. It is also recognised as a visitor destination. The range of shops, services and civic uses Cowbridge has to offer attracts footfall into the town centre and supports the local visitor and tourism economy all year round.

Below summarises some key observations around land use and activity, taken from the desktop analysis and site visit:

- Large retail offer within the town centre which is primarily made up of independents. 71 % of the A1 class shops are unique to Cowbridge (Towns Alive Report 2014)
- Some high street brands Costa, Greggs, Specsavers, Waitrose
- Community facilities within a walkable distance from High Street and each other (library, leisure centre, schools)
- Limited evening offer means the town is quiet in the evening
- Limited offer for teenagers and young people
- Forage Farm creates a visitor attraction on the edge of the town centre which could encourage more footfall
- Leisure centre provides a good hub for the community and supports healthy, active lifestyles
- A number of events take place throughout the year which attract large numbers of residents and visitors, including:
 - » Cowbridge Farmer's Market (weekly market on Saturdays)
 - » Cowbridge Food and Drink Festival (annual festival taking place in spring)
 - » Cowbridge Pride (annual event taking place in June)
 - » Cowbridge Open Art (annual event taking place in August)
 - » Cowbridge Music Festival (annual event taking place in September)
 - » Cowbridge Christmas Light Parade (annual event taking place in November)



Wide range of independent shops help draw footfall into the town



Convoluted and limited activity to rear of Town Hall



Annual events in the town attract visitors and local residents



Annual events attract all ages and promote a variety of civic and cultural celebrations



Limited evening offer



Decorated shop-fronts along High Street at Christmas create picturesque setting and draw visitors

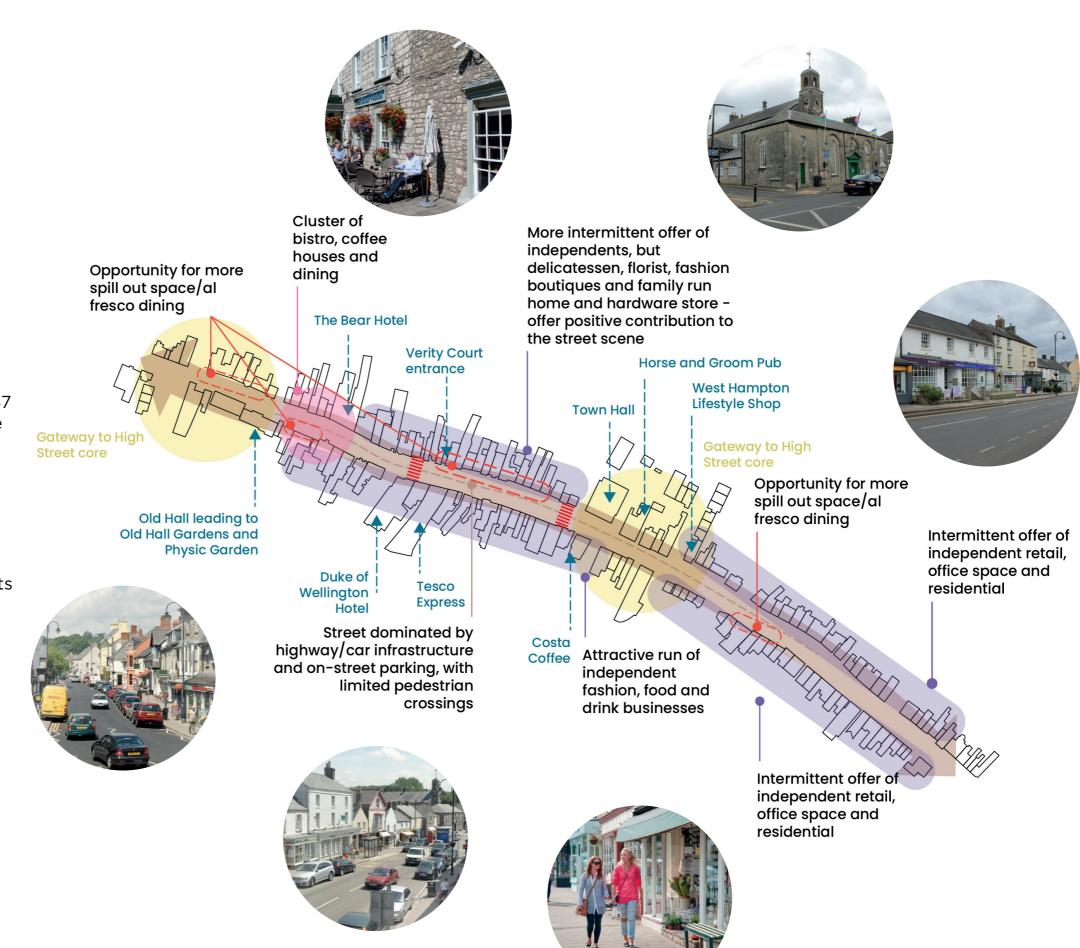
Cowbridge Today High Street

High Street with its linear street (extending approximately 1.17km from Llantwit Major Road to Cardiff Road), variety of historic buildings and mix of uses is the defining feature of Cowbridge, around which the town historically grew. It boasts a range of independent shops, boutiques and unique retailers, many of which are set within the town's most historic buildings.

Data for the town between 2017 and 2019, identifies that the town has seen a reduction in vacancy rates from 28 to 21 businesses, with a significant rise in the service sector (87 to 101 units) and a slight drop in convenience businesses.

Compared with other towns in the Vale of Glamorgan, Cowbridge has a strong restaurant and traditional pub scene and a wide selection of cafés, with takeaway businesses less dominant.

The plan opposite identifies some key aspects of the high street and the arrival experience for both visitors and residents.



Character and Heritage

Cowbridge is a historic market town which has buildings dating back to the medieval period, with archaeological evidence to suggest its foundation as a Roman settlement. Its intact historic character is often what attracts visitors to the town and which enriches the visitor experience.

Community groups, such as the Charter Trust and History Society contribute to the preservation and interpretation of history in the town.

Below summarises the key observations around character and heritage, taken from the desktop analysis and site visit:

- There is a mix of building styles and plots, capturing historic 'layering' from multiple periods such Medieval, Georgian, Victorian and contemporary
- The high street has an east west alignment and historic frontages, displaying a range of local building materials
- There are retained burgage plots (long, narrow plots characteristic of Medieval times) on North Road which is a distinctive characteristic of the area north of High Street and a defining feature of the town's historic growth
- The character and heritage of this town is well preserved and celebrated through local events, enthusiastic volunteer groups, and residents who take pride in their homes
- Notable amount of blue plagues on a variety of buildings
- Heritage trail through the town Vale Trail 09
- Key listed buildings include the Town Hall, Holy Cross Church, South Gate, former Cowbridge Grammar school and the Great House as well as a number of designated assets such as the town walls
- The historic core of the town reflects the layout of the walled town developed in the 13th Century
- Landscape character defined by the valley of the River Thaw, Llanblethian Hill to the west and hills of the Stalling Down to the east
- Notable character areas, as defined by the Conservation Area Appraisal and Management Plan, highlight the variation of built form across the town centre, ranging from historic market town to rural village, to contemporary residential development aesthetics.



Notable amount of blue plaques





Characterful buildings along the main street, emphasising prosperity during the 18th/19th Century



Historic structural walls of Old Hall, framing the edges of Old Hall Garden



Holy Cross Church / St Dochdwy Church



Georgian style Town Hall building



War Memorial on High Street



Ruins of St Quentin's Castle

Surrounding Projects

The plan opposite shows key projects which are relevant to the Placemaking Plan, in that they may influence projects or create new opportunities for development in Cowbridge. The current pipeline projects are as follows:

Sites with approved or live planning applications



Clare Garden Village (Approved and under construction)

A large residential scheme of 475 homes on the former Darren Farm estate to the west of the town centre. The scheme is being delivered by Taylor Wimpey, which was granted planning permission in 2018. The scheme is part built and offers a range of house types, with a number of affordable units being provided by the Council.

The development includes the construction of a link road connecting Cowbridge bypass with Llantwit Major, as well as footpaths, cycleways, landscaping and new public open space.

Opportunities

- Significant development in Cowbridge with opportunities to increase footfall within the town centre
- Located a 20 minute walk from the centre

 opportunities to encourage active modes of
 transport into the centre
- Provides more housing choice for local people
- Future relocation of Ysgol Iolo Morganwg.



McCarthy Stone development (Approved Planning Application)

This development for 50 one and two bed retirement living apartments, together with a separate office block, communal facilities and associated car parking.

The application also involves highways works to the A48 to provide access to the site and slow approach traffic into the site.

Opportunities

- The site is a 10 minute walk from the centre of Cowbridge which will provide a good opportunity for more footfall in the centre
- Key gateway location on the western approach from the A48, creating a better sense of arrival into Cowbridge
- Provides more housing choice for older people, who may be looking to downsize, but stay close to the centre.



Ysgol lolo Morganwg has plans to expand and move to a new location at Dunraven Close, freeing up a development opportunity within the primary school site.

Opportunities

- The vacant building will offer an opportunity for redevelopment close to the town centre.
- The exisiting building is unique and characterful, reflecting the historic nature of the town. Future uses could include new community and educational uses which are inclusive of young people. Future uses should be considerate of the historic character and retain or reflect it where possible.

Former Police Station (Current Planning Application)

Residential development within the former police station building which proposed the conversion of 6, 1 bed flats. The site would also include an additional building which would house 8, 1 bed flats and associated parking.

Opportunities

- New development in the town centre at a key gateway
- Easy access to facilities within the town centre
- Opportunity for more residential uses within the town centre.

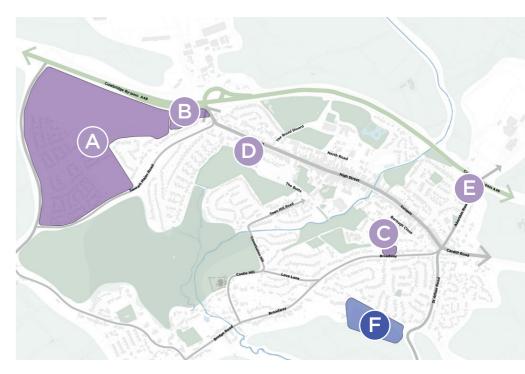
Affordable housing development at former Cowbridge Comprehensive Site

Hafod Housing are building affordable homes - 30 flats and four houses with associated parking.

Other sites include:



An application for a residential scheme of 105 homes, 42 of which are affordable, located to the south of the town centre, off Windmill Lane.



Surrounding Projects

Cowbridge Today Overall SWOT Analysis

Engagement with partners and stakeholders and the local community has shaped a better understanding of Cowbridge and the opportunities and challenges the town faces.

The community engagement as well as the baseline analysis, site visit and ongoing engagement with Vale of Glamorgan and the Town Council have also contributed to this SWOT analysis for the town centre. The following tables summarise the strengths, weaknesses, opportunities and threats highlighted through these discussions and studies.

This thinking will help inform the vision and objectives for Cowbridge and help structure potential future opportunity areas and projects within the Placemaking Plan.



Strengths

- Historic market town where buildings maintain a lot of character
- Range of independent shops which appeals to a wide demographic
- High levels of occupancy along High Street
- Physic Garden and St Quentin's Castle are great visitor attractions and easily accessible from the town
- Vale Trail 9 (Iolo Morganwg Heritage Walk)
 provides a circular route bringing walkers
 past heritage sites in the town and linking to
 surrounding fields and wooded paths
- Programme of events throughout the year attracts visitors and residents
- Strong sense of community within Cowbridge which will continue to grow with Clare Garden Village
- Good offer of local facilities and amenities
- Lots of open space surrounding the town centre which is easily accessed
- Active community groups who take pride in their centre
- Safe and guiet town
- Appreciation of the towns rural location, with emphasis on the value of green spaces for wellbeing and recreation
- Relatively easy to access on foot or by car



Weaknesses

- No clearly defined arrival gateways into the town centre - detracts from arrival experience
- Large areas of on street parking
- Limited controlled crossing points for pedestrians
- Convoluted routing around Town Hall
- Limited cycle storage and infrastructure
- · Narrow footways and street clutter
- Disconnect between green spaces
- Difficult to recognise where key areas are as a visitor
- Overgrown pathways and informal pedestrian routes
- River Thaw is an asset which is hidden in parts
- Limited offer for families, younger children and teenagers
- Limited evening offer
- Lack of a defined congregation space
- Limited clear connections on foot between Clare Garden Village and town centre
- A local view that shops along High Street are too expensive
- Street clutter and litter
- · Poor digital connectivity



Opportunities

- Potential to enhance area around Town Hall to create a congregation space and build the social elements of the town
- Improvements to green space at Leisure centre
- Creation of a green space strategy to connect spaces via accessible routes and signage
- Opportunity to coordinate events with local businesses to maximise footfall and offer
- Pop-ups in vacant units
- Additional crossing points along High Street
- Carriageway narrowing to allow for wider footpaths on High Street
- Review of on street parking and quality of surface car parking
- E bike/bike hire opportunities to encourage active travel
- New heritage trails
- Introduce quality dwell places within the town for people to meet up and spend time together increasing footfall
- Creation of gateways and arrivals to Cowbridge
- Improved place branding and celebration of identity could be tied in with improved signage and wayfinding
- Use the location and setting to promote health and well-being for residents and visitors alike
- Focus on being a destination for a wider area both through the promotion of the town and the facilities it provides



Threats

- Continual move from shopping in shops to online shopping may threaten independent retailers
- Current offer in town centre doesn't appeal to all - teenagers and young people are less catered for - threat to businesses and local residents
- Impact on servicing and delivery if on street parking is to be redefined on High Street
- Potential conflict with those living on High Street / Westgate / Eastgate if evening economy is to grow
- Potential rise in anti social behaviour if younger demographics have less places to hang out /feel safe



A Vision for Cowbridge

The Cowbridge Narrative

The narrative for Cowbridge has been informed by the engagement process and review of feedback provided. The Vision for the town has been drafted from this narrative.

Active, Accessible and Fun

Cowbridge has a variety of green spaces and plenty of opportunities to be active. There are friendly sports clubs including cricket, rugby, tennis and football, as well as a leisure centre in the heart of the town. However, more facilities for young people would be welcome. The setting of the town, surrounded by rolling pastures and historic places, encourages exploration, with walking and cycling popular activities for residents and visitors alike. There is a desire for this to be a 'Walkers Welcome' town which loves dogs and dog walkers, with most establishments welcoming them displaying the 'Paws in the Vale' logo.

Cowbridge is a compact place that needs to ensure it is accessible to all, easy and pleasant to walk around. That means more dwell spaces and consideration given to people with disabilities. For instance, further promotion of the town's status as a Dementia Friendly Town through public realm enhancements. Creating a compelling experience in the town through wayfinding and storytelling and highlighting the assets in the surrounding area is vital. Cowbridge needs to be a place where people enjoy spending time and it can build on its successful events such as the Food and Drink Festival, Music Festival, Reindeer Parade and Pride, to create a year round programme to generate footfall.

A Living Location

Cowbridge is a highly desirable place to live and recent developments have brought new people to the town. As the town grows it needs to cater for and provide the 'glue' that ties new and existing residents together. Those moving in to enjoy what Cowbridge has to offer also play a role in being custodians of the future of the town. The place has a more mature demographic and has been an attractive place for retirement, but the offer in the town needs to reflect the arrival of a younger demographic and families, as well as do more to provide for the youth already in the town.

Cowbridge is a great place to work and live, offering an exceptional and safe quality of life. People can work from home and meet up or socialise in cafes within walking distance. The independent businesses, compactness and convenience of the town, create a friendly atmosphere and mean that residents really feel part of the town, fostering a sense of community.

Destination Cowbridge

As a historic and picturesque town, Cowbridge has an opportunity to be a highly desirable base from which to explore and enjoy the surrounding area. From the town you can easily visit nearby quaint villages or reach the coast or city in half an hour. Beautiful beaches, the Glamorgan Heritage Coast and wonderful woodlands can be enjoyed via the ten Vale Trails. Cowbridge needs to make the most of its offer by packaging it up; the Physic Garden, Medieval walls, St Quentin's Castle, Beaupre Castle, vineyards and other food and drink producers all make up a unique and high-quality experience.

Whilst the up market and independent nature of Cowbridge is ready made to deliver a destination offer it will need to grow its accommodation and food and drink offer. The town centre could also be a shop window for the wider area, communicating the breadth and quality of tourism offer in the vicinity. The aim is to be a destination for residents, shoppers, diners and tourists.

A proud, independent and up-market experience

Cowbridge is proud of its independent businesses and air of affable affluence. It boasts great community leadership and has developed a town centre offer that is genuinely independent, unique, and increasingly sought after. It is also surrounded by and provides important services for smaller villages. However, the experience needs to be more inclusive of young people who need places to come together, chill and have fun. The town combines a beautiful natural environment with an aspirational and characterful urban environment which creates a distinct sense of place. Cowbridge is a special place for both residents and visitors, and is a valuable hub in the heart of the Vale.

A Vision for Cowbridge

Vision and Objectives

"Cowbridge will build on its heritage, embrace local enterprise and create a connected, inclusive and greener environment for all. Cowbridge will be a town where rich heritage meets a vibrant, community-driven future."

The vision aims to define a place where local independent businesses can thrive in a dynamic high street, neighbours can connect in community spaces, and picturesque walks and unique dining experiences entice visitors to explore the Vale.



















Sample images of how small interventions can have a big impact on the vitality and vibrancy of a place.

To support the Vision for Cowbridge, five key objectives have been identified that will drive the future projects and investments in Cowbridge. These objectives emerged from the opinions gathered during the extensive engagement process and findings from the baseline analysis.

The five objectives underpin the Placemaking strategy. The proposals associated with the key opportunity areas and the town wide project proposals deliver against these objectives.

Sustain A Dynamic And Appealing High Street - Cowbridge is well known for its offer of independent, local businesses but the High Street needs to be supported to diversify and adapt if it is to continue its success in a changing environment. Expanding the offer into the evening, improving accessibility via public transport, walking and cycling, and enhancing the public realm will help achieve this.

Safe And Sustainable Place For People To Move Through The Town - By supporting active travel and through better traffic management it will be easier for people to move around the town. Well signposted routes with improved surfacing of footpaths that link residential areas with the town centre and with green spaces will enable more residents to walk and cycle. Safe and accessible routes within Cowbridge could also create opportunities to connect with extended routes to nearby villages.

Preserve and Celebrate - Cowbridge's identity is largely defined by its historic and charming character. It is a place for beautiful walks and includes many green assets which present an opportunity to enhance recreation and well-being for all ages. Creating opportunities to celebrate the town's heritage and natural environment will increase its appeal as a destination for visitors as well as the wider community.

A Multi-Functional Town Supporting A Changing Population - The community takes pride in tradition and independence but welcomes innovation and community stewardship. Fostering a sense of community and enabling a pro-active approach will support a changing population and ensure that Cowbridge is a place for everyone.

A Great Place For Young People To Live, Thrive And Belong - More activities and improved facilities specifically for young people will provide opportunities for them to socialise within the town and feel more connected with the local community.



How Do We Get There?

The Placemaking Plan Strategy in Summary

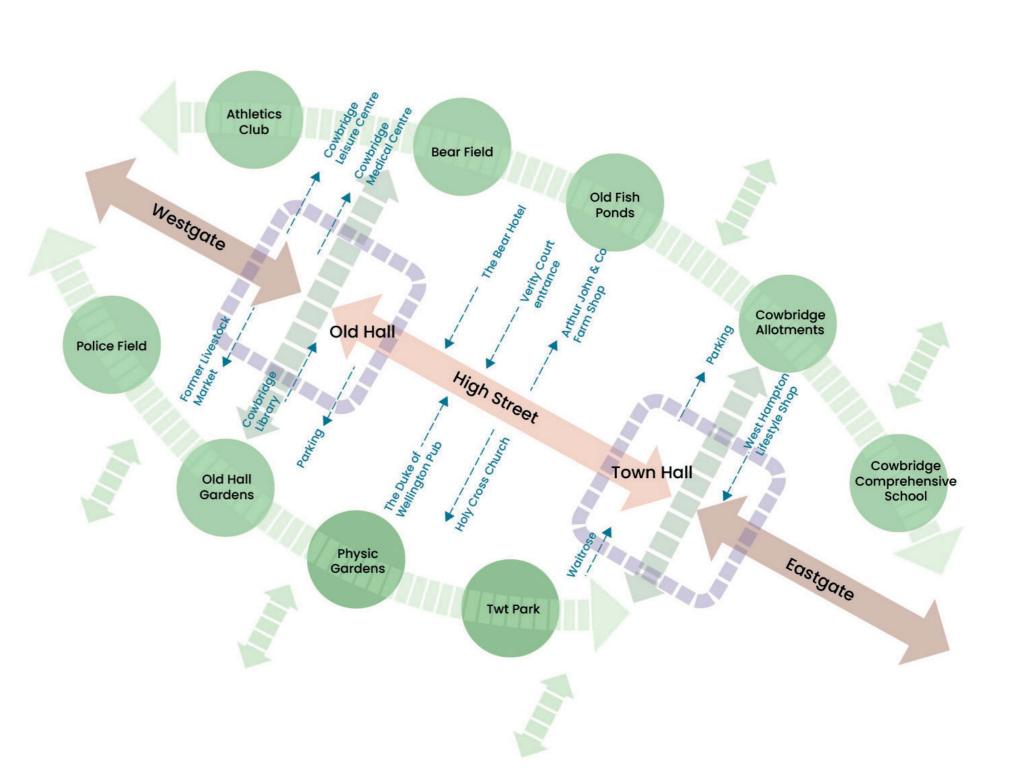
The following chapter details the Placemaking Plan Strategy which presents the key physical opportunities and projects across the town which support the Vision and Objectives for Cowbridge. It responds to and complements the existing strengths and features of Cowbridge.

The Placemaking Plan Strategy identifies 5 Key Opportunity Areas which are supported by a series of town wide projects which are detailed later in this chapter.

Elements of each of the projects could be delivered across the short, medium and long term. They demonstrate the art of the possible in Cowbridge, and would be subject to further consultation and feasibility testing with of a range of stakeholders.

The strategy for Cowbridge will:

- Celebrate the heritage of the town, bringing activity and vibrancy back to the High Street.
- Stitch key areas of the town together via High Street.
- Highlight Cowbridge's significant green assets and how these could be better connected and gateways strengthened.
- Set out public realm interventions which would support visitors and the local community to explore more and dwell.
- Hold back on fine detail, allowing the end design and development type (considerations of scale, form, land use mix and amount of public realm for any potential future opportunity site) to be fixed and flexed dependant future assessment, consultation and funding availability.



Conceptual Approach

How Do We Get There?

The Placemaking Plan - Spatial Strategy

The Placemaking Plan Strategy

The Placemaking Plan Strategy combines spatial and movement proposals, reflecting both the Placemaking Plan objectives and aligning with the Placemaking Wales Charter. It also identifies opportunities for future investment.

The strategy aims to capture the priorities identified through public engagement and wider strategic opportunities in a coordinated way.

There is an emphasis on public realm and enhancing the street environment and the proposals are set out in the plan opposite.

People and Community

The local community have been engaged at the outset to determine their needs, and to identify what is important to them about their town. All available data, such as demographic data, has been taken into account, to support the qualitative information gathered through the community mapping process.

The proposals have been developed to meet those needs, as well as enhancing the sense of community in Cowbridge.

Identity

- Creating a civic and cultural focus within the town centre for both visitors and residents. Location of gateway features into and out of Cowbridge on Eastgate and Westgate, celebrating local town pride and identity.
- Identifying important historic buildings which should be supported to ensure they meet the needs of their occupiers or if they are vacant, to be supported to be brought back into use.
- Allocating spaces and upgrades to local facilities that are inclusive and can be used by all age groups.

Movement

- Implementation of variety of interventions including junction improvements, pedestrian crossing points and gateway features at the arrival to Cowbridge. Historic towns over time have had to adapt to the requirements of vehicle traffic and infrastructure, which can create issues and conflict between local movements and wider through movements.
- Focus on the town centre's street environment, addressing issues with crossing the High Street, the experience of Town Hall Square, as well as introducing improvements to the quality of the public realm, which will improve footfall and dwell time, supporting local businesses.
- Creation of a town wide signage and wayfinding strategy will allow for greater recreational and tourist access to destinations spots in Cowbridge whilst reducing general street clutter - railings/ bollards etc.
- Prioritising pedestrian movement through the centre of Cowbridge and reconsidering the arrangement and provision of car parking in destination locations such as the Former Livestock Market, rear of the Town Hall and under Cowbridge bypass. Improving the experience for people must be balanced with the parking and access requirements for commercial businesses that are in the heart of the town.
- Enhancing the quality of walking routes, more accessible surfacing, and ensuring routes connect places where people most need to go.

Public Realm

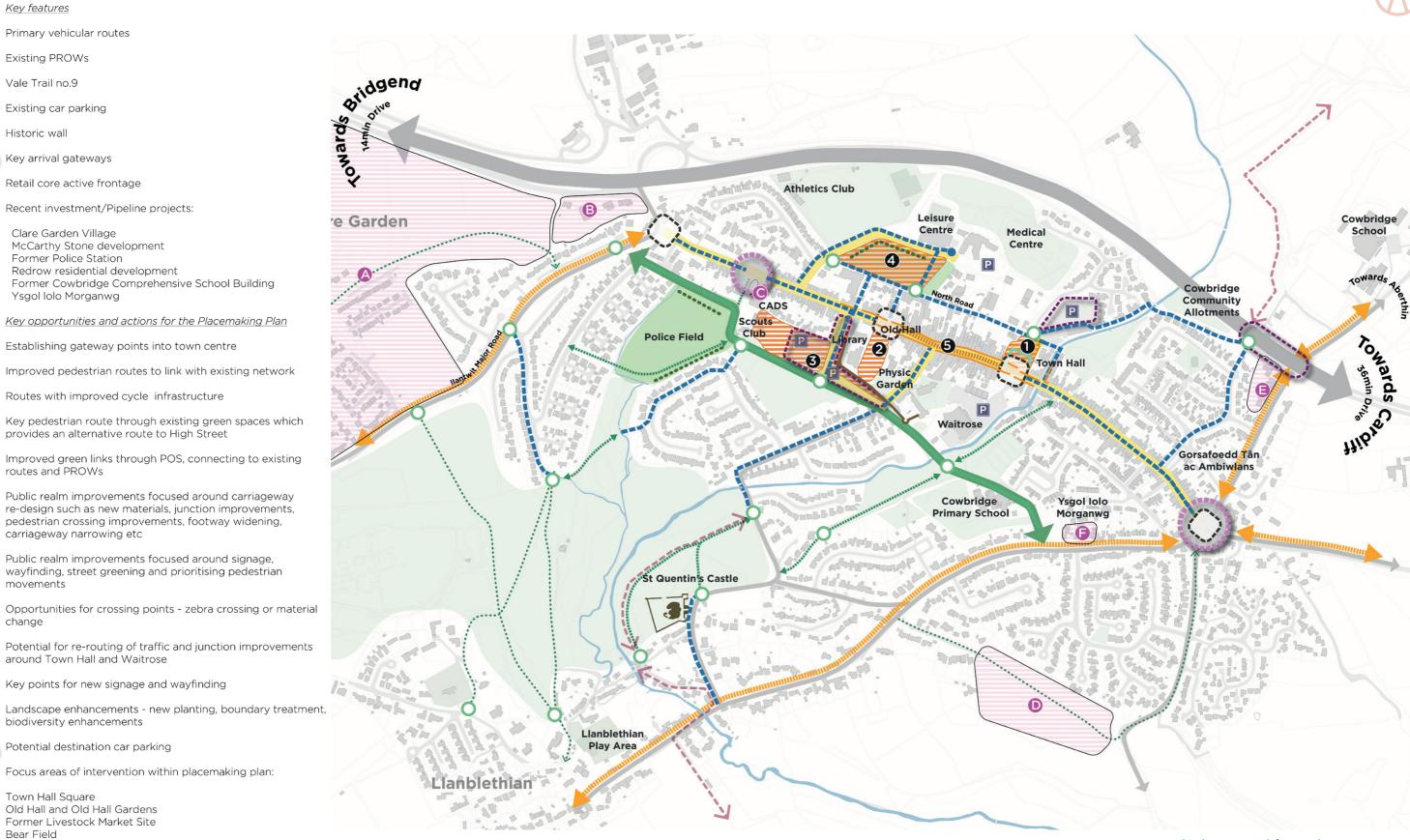
 Improving the public realm quality of High Street through changes in materiality, localised carriageway narrowing and removal of some on street parking bays, creating a co-ordinated and high quality townscape that compliments the historic character of Cowbridge's buildings as well as providing space for to people to dwell.

- Identifying areas where improved or additional planting can be encouraged to offer more amenity value, biodiversity and sustainability. This will provide benefit to residents and improve the setting and townscape quality of High Street.
- Introducing more green infrastructure and SUDs features to improve both amenity values and contribute to tackling climate change challenges.

Mix of Uses

- Providing a mobility hub at the rear of Town Hall which could include safe and secure cycle parking, bike / scooter hire, timetables, shelter, seating, planting & kiosk.
- Upgrades to the Town Hall and Old Hall will encourage greater and wider use of their existing facilities, which will attract more people into the town centre.
- Providing a wider mix of uses could cater for all ages. It would encourage more activities for young people within the town, as well as supporting an evening economy.
- Identifying pipeline projects which can be connected into the town by various walking routes.
- Ensuring that bus accessibility is still provided for in the heart of the town centre, ensuring residents, neighbours from Llanblethian, Aberthin and other villages, as well as visitors continue to be well served by High Street businesses.





Key features

Existing PROWs Vale Trail no.9

Existing car parking

Key arrival gateways

Retail core active frontage

Clare Garden Village

Ysgol Iolo Morganwg

routes and PROWs

carriageway narrowing etc

around Town Hall and Waitrose

biodiversity enhancements

Potential destination car parking

Old Hall and Old Hall Gardens

Former Livestock Market Site

Town Hall Square

Bear Field

High Street

2

84 **9**

Recent investment/Pipeline projects:

McCarthy Stone development Former Police Station

Redrow residential development

Historic wall

Primary vehicular routes

How Do We Get There?

Opportunity Areas within the Town Centre

The Placemaking Plan has identified 5 key Opportunity Areas across the town centre that can have a transformational impact on Cowbridge.

Focusing on these areas will meet the vision and objectives of the Placemaking Plan and also align with Design Commission for Wales Placemaking Charter principles.

The 5 Opportunity Areas include:

- Opportunity Area 1: Town Hall Square
- Opportunity Area 2: Old Hall & Old Hall Gardens
- Opportunity Area 3: Former Livestock Market Site
- Opportunity Area 4: Bear Field
- Opportunity Area 5: High Street

Over the following pages further detail is provided for each Opportunity Area, explaining:

- · Why has this action area been chosen?
- How are projects and interventions delivered?
- Who could be responsible for facilitating and funding these projects and interventions?
- Where in Cowbridge could these projects and interventions be delivered?

Each of the Opportunity Areas are made up of a number of projects and interventions which could be short, medium and long term and could include involvement of a range of stakeholders.

The Placemaking Plan also identifies opportunities beyond the town centre. The 5 Opportunity Areas are supported by a series of town wide projects which are detailed later in this document.

Opportunity Area



Why
has this
action
area been
chosen?



How
are projects
and
interventions
delivered?



who
could be
responsible for
facilitating and
funding these
interventions?



Where
in Cowbridge
could these
interventions
be delivered?

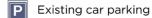
How does the Opportunity Area contribute to the objectives of the Vision?

How does the Opportunity Area support the principles of the Placemaking Charter for Wales?

The plan opposite identifies where the 5 Opportunity Areas are located across Cowbridge and how intervention in these areas, big or small, can have a significant, positive impact on future vitality of the town.

Key features



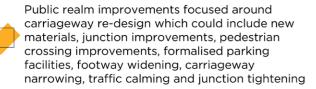


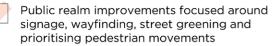


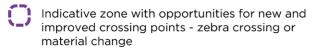


Framework actions

Improved walking and/or cycling routes









Landscape enhancements - new planting, boundary treatment, biodiversity enhancements

Location of Opportunity Areas

Town Hall Square

Old Hall & Old Hall Gardens

Former Livestock Market Site

4 Bear Field

6 High Street



Proposed Opportunity Area Plan

Opportunity Area 1: Town Hall Square

Why

Cowbridge's Grade II listed Town Hall sits as one of Cowbridge's most recognisable historic buildings and forms a distinctive townscape feature along High Street. It is the civic heart of Cowbridge, currently offering internal events space for both visitors and local residents. Community consultation has identified that the Town Hall is cherished by many and presents an opportunity to ensure its social and cultural role within the local community continues. The Town Hall is also set to receive investment to improve the internal condition of the building and this Opportunity Area will help to maximise the investment already committed.

This Opportunity Area project will celebrate the importance of the Town Hall as a destination, through reconfigured and enhanced public realm, creating an enhanced community destination for a variety of indoor and outdoor events. It will also promote greater active travel connectivity through the area.

How

Short Term Projects

- Promote and curate flexible, working and function spaces within the Town Hall to encourage a more varied use of the building. This will create additional income, increase community use of the spaces, encourage tourism and contribute to the local economy.
- Internal improvements such as painting and decorating and signage to enhance the functionality of the building.
- Improved lighting to front of Town Hall to celebrate the significance of the building and its historic character.
- Explore options to keep a bus stop at Town Hall Square or move all buses to the High St.
- Trial reconfiguration of the one way routing around Town Hall for vehicles as a means to reduce congestion with Waitrose junction.

Medium Term Projects

- Design and test options to reconfigure traffic movement around Town Hall based on the outcomes of the short term trial.
- Concept designs to reconfigure the area to include Mobility Hub, public realm enhancements, improved pedestrian linkages from High Street and Cowbridge School, street planting, crossings, ATM machine and improved seating.
- Creation of an outdoor civic space to allow for community celebrations, outdoor events and dwell time.
- Potential overspill car-park under bypass.
- Improved links through civic space to Penny Lane will better connect the existing shops and businesses as well as improve access and views to River Thaw.
- Improved signage and wayfinding as part of a town wide strategy.

Long Term Projects

- Full suite of public realm improvements around the Town Hall building, streets and square including material and paving changes, soft landscaping, street furniture, signage and wayfinding and lighting.
- Reconfiguration of junctions to High Street with potential to include raised junction.

Who

- Vale of Glamorgan Council
- Cowbridge with Llanblethian Town Council
- Local Community Groups and Societies
- Cowbridge Charter Trust

Where

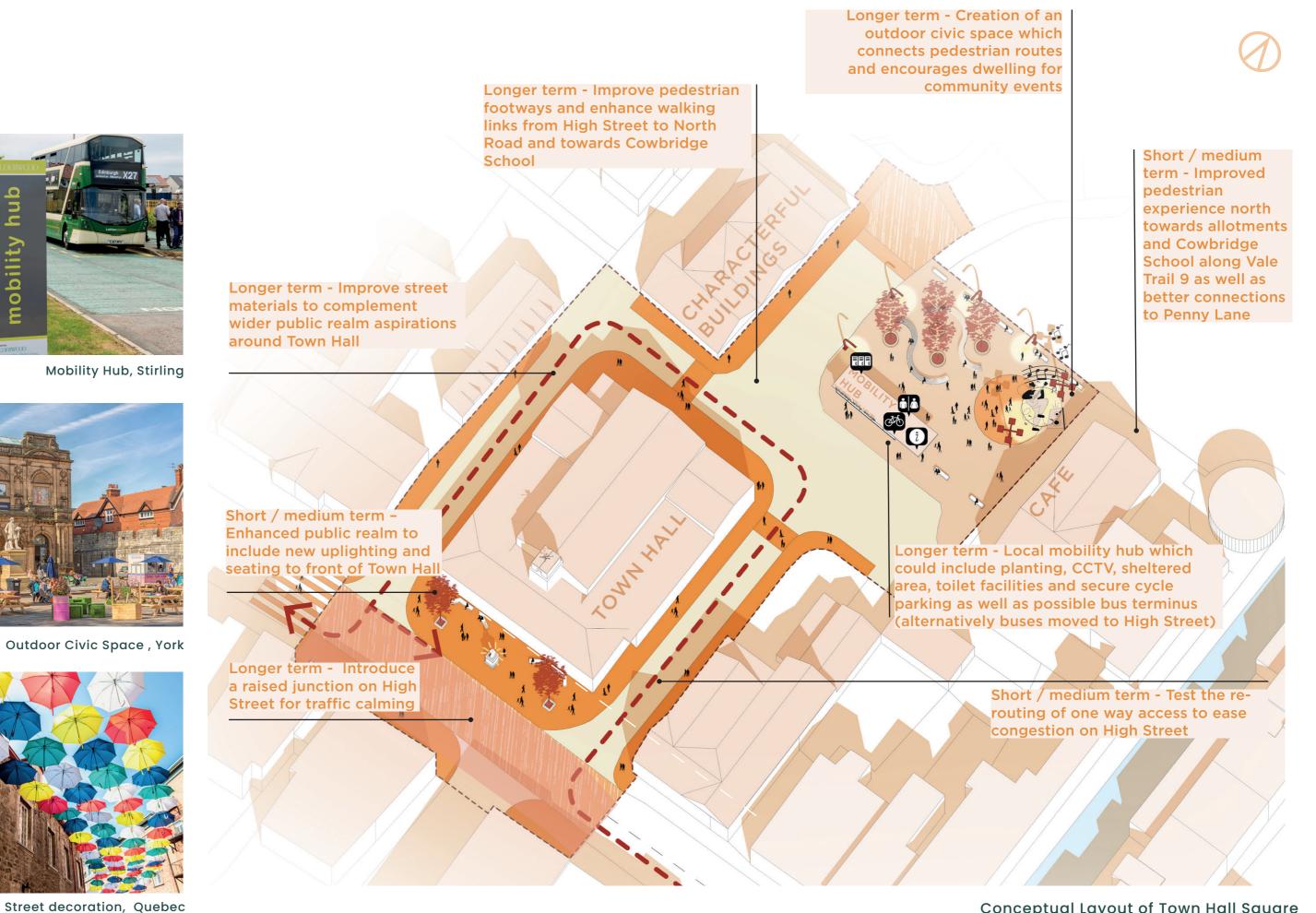
- Town Hall (interior and exterior) and space to front of Town Hall
- Town Hall Square (space to rear of Town Hall)
- Integrating with High Street

Opportunity Area 1 contributes to the following objectives of the Vision:

- Preserve and Celebrate
- A Multi-Functional Town Supporting A Changing Population
- Safe And Sustainable Place For People To Move Through The Town

Opportunity Area 1 supports the following principles of the Placemaking for Wales Charter:

- People and Community
- · Public Realm
- Location
- Identity
- Movement



Conceptual Layout of Town Hall Square

Opportunity Area 2: Old Hall & Old Hall Gardens

Why

Feedback from local engagement has highlighted Old Hall and its tranquil gardens are an important historical and cultural part of the town's identity. As well as a heritage asset, Old Hall is a place to enjoy arts, culture and education. Currently hidden to the rear, Old Hall Gardens is a pleasant thoroughfare for locals passing through from High Street and onto the Physic Garden. By creating an improved relationship between the Old Hall building and its rear gardens and making better use of the building's internal space, this area can become a mixed use, arts and culture focused destination within Cowbridge. Events and facilities available at Old Hall should differ to the offer of the Town Hall's civic role, focussing on arts, entertainment and education.

How

Short Term Projects

- Promotion of more events in Old Hall and Old Hall Gardens, including working with the Old Hall Gardens
 volunteer group as well as reaching out to other local community groups and societies. Working in partnership
 to better promote what's happening in Old Hall, to residents and visitors, and linking this to partner websites
 such as VoG.
- Creation of gallery and exhibition space in underused rooms within the building to support creatives in the community.
- Signage and wayfinding from High Street thorough Old Hall and into Old Hall Gardens.
- Enhancing the setting and historic information of the building at the rear, encouraging people to dwell in the area and learn more about it's cultural and heritage significance.

Medium Term Projects

Improvements to allow Old Hall Gardens to host community events. Working in collaboration with excellent
volunteer groups who maintain the gardens, the Library and Old Hall space could be improved to create a
shared, hard surfaced outdoor space, near to the existing building that could be used to host makers markets,
outdoor classes and other community events. This could be done on a temporary basis over a small area to test
the idea. If successful, staging, outdoor cover, seating and lighting could become a facility that supports outdoor
arts and cultural events in the gardens.

Long Term Projects

- Make the most of the Old Hall building's rear walls, extending to incorporate these as part of a modern extension to the rear, making use of the historic orangery area to the rear. Extending the building could provide additional space for classes and community events and create a pleasant and more direct relationship between the building curtilage and its historic gardens. This additional space could also provide temporary or permanent space for community groups, societies or function as flexible exhibition and gallery space.
- Longer term, the extension to the building and use requirements (shaped in part by local stakeholders) for internal reconfiguration would be subject to more detailed architectural testing and feasibility.

Who

- Vale of Glamorgan Council
- Cowbridge with Llanblethian Town Council
- Charter Trust
- Local Community Groups

Where

- Old Hall
- Old Hall Gardens

Opportunity Area 2 contributes to the following objectives of the Vision:

- Sustain A Dynamic And Appealing High Street
- Preserve and Celebrate
- A Multi-Functional Town Supporting A Changing Population
- A Great Place For Young People To Live, Thrive And Belong

Opportunity Area 2 supports the following principles of the Placemaking for Wales Charter:

- People and Community
- Identity
- Mix of Uses
- Location



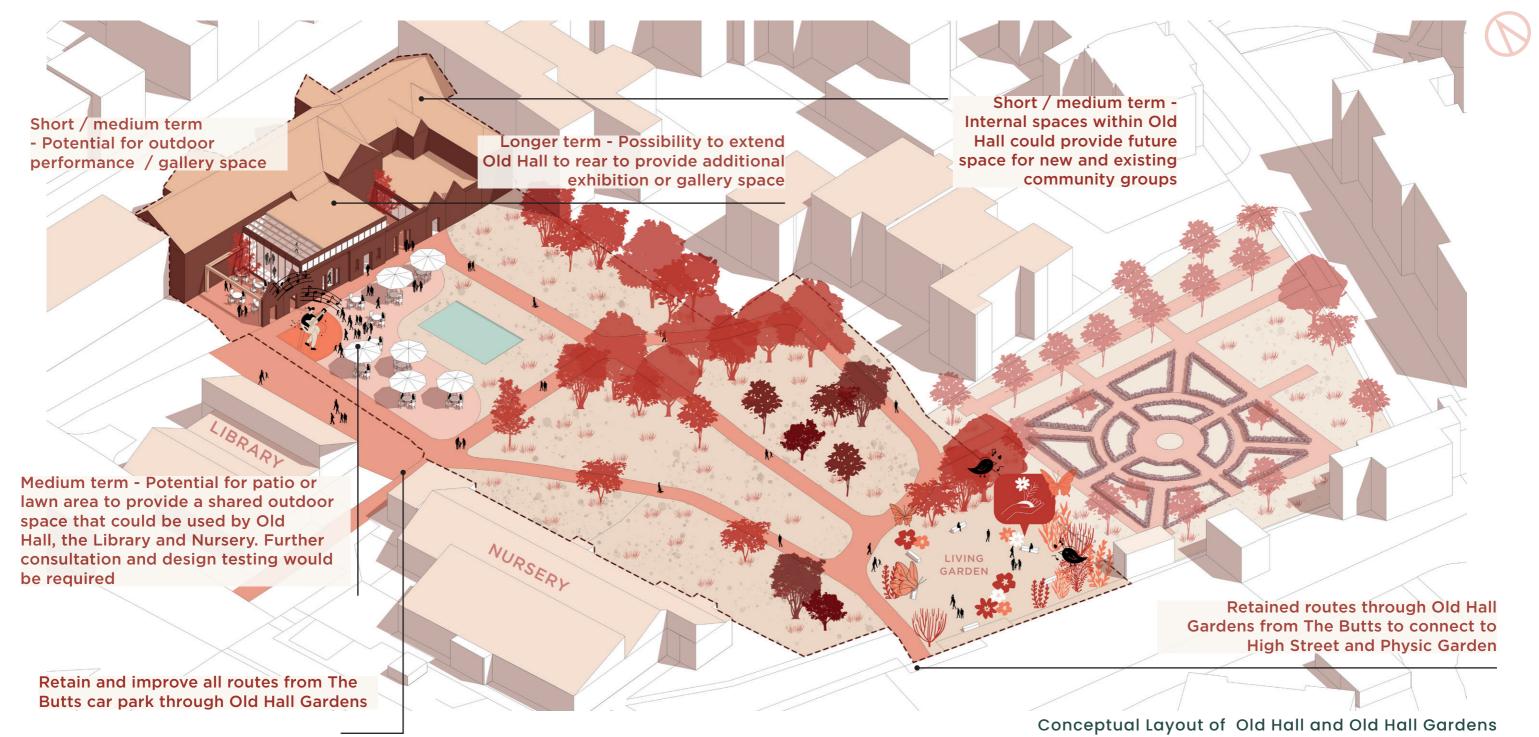




Outdoor event space



Retained community garden space



Opportunity Area 3: Former Livestock Market Site

Why

Since the closure and demolition of the former Livestock Market, this derelict space has been used by visitors and local residents as a free, informal car park. However, in its current condition it is not fit for purpose, provision of safe pedestrian movement is limited and parking bays are undefined which leads to inefficient use of the space. The space also provides an important thoroughfare for pedestrians, and proposals for this area will help to improve the quality of walking routes, increase passive surveillance, improve wayfinding and create a high quality town centre space through improved public realm materials and planting, to better serve the needs of the local community and visitors. The projects set out below have been chosen based on the potential to deliver transformational change, however final future use would be subject to further detailed design, feasibility and stakeholder consultation.

How

Short Term

- The car park could remain functioning as a car park with a formalised and more efficient layout. Further assessment would be required to understand parking needs of Cowbridge.
- Improved lighting in this area which could form part of a town wide lighting strategy.
- Improved pedestrian linkages within the car park and along The Butts to High Street.
- Improving / upgrading the existing cycle parking including the provision of a secure cycle shelter.
- Planting enhancements to the edges of the Police Fields, such as pollinator friendly planting, increasing opportunities for nature and bio-diversity. SUDs features could also feature, to help manage local drainage issues.

Medium Term

- Significant improvements to the existing area being used as a car park, with improved surfaces, designated parking bays, soft landscaping and provision of EV charging bays.
- With a more efficient and defined layout, this could allow for the CADS and Scout buildings to have dedicated spill out space next to their buildings to make use of.
- This defined car park could be a multifunctional event space for traders during markets or festivals. Part of the space could be retained as parking, with the other part being used to host pop-up events.
- Improved and formalised walking and cycle routing along the Former Livestock Market site from The Butts to Police Field would allow for a safer and legible route. These routes could continue across Police Field to neighbouring residential areas.
- The number of parking spaces could be dictated by a town wide parking strategy, any lost parking could be captured in a potential new overspill car-park under the Cowbridge by-pass.

Long Term

- Explore a mixed use development as part of the transformation of the former Livestock Market sites. The final solution will be determined by further market feasibility studies and community consultation.
- Supporting the above, upgrades to the public realm along The Butts, including footway widening and improved materials, lighting and tree planting would provide an enhanced connection back to High Street.

Who

- Vale of Glamorgan Council
- Cowbridge with Llanblethian Town Council
- Local Community Groups

Where

- Former Livestock Market Site
- The Butts
- · Police Field

Opportunity Area 3 contributes to the following objectives of the Vision:

- Sustain A Dynamic And Appealing High Street
- Safe And Sustainable Place For People To Move Through The Town
- Preserve and Celebrate
- A Multi-Functional Town Supporting A Changing Population

Opportunity Area 3 supports the following principles of the Placemaking for Wales Charter:

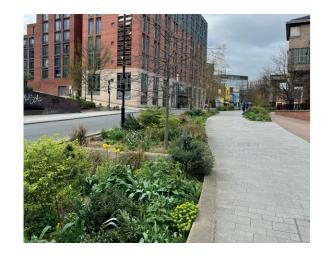
- People and Community
- Public Realm
- Movement
- Mix of Uses
- Location

Option 1: Short/Medium Term - Enhance Public Realm and Car Park

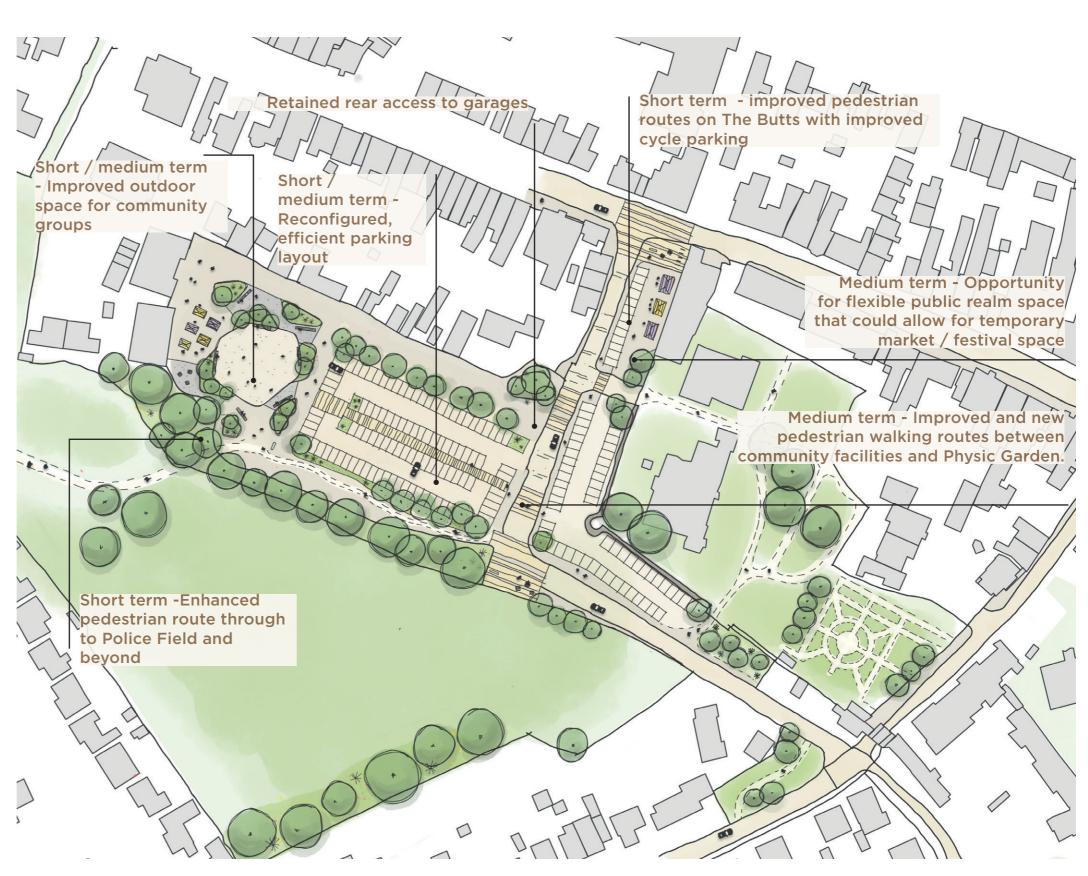








Public realm enhancements could include street planting and furniture as temporary entertainment and event space



Conceptual Layout of Former Livestock Market Site: Option 1

Option 2: Longer Term - Create A New Mixed Use Area







A mixed use area could combine, commercial and retail space with entertainment and residential





Contemporary housing, Timekeepers Square, Salford



Enhanced public realm, with street planting, Ashington



Boutique entertainment, UK wide

Opportunity Area 4: Bear Field

What

Consultation and community feedback has highlighted a need to improve the offer for teenagers and young people in the town centre. Bear Field is identified as an important Opportunity Area that could provide improved facilities for the town, with a particular focus on younger members of the community. Currently it is a publicly accessible space adjacent to the Leisure Centre and is used by young people as a hang out space. Despite having a number of facilities such as skate ramps, a MUGA and a football pitch, it is not performing to its full potential with some of the facilities aging and falling into disrepair. Bear Field could provide better facilities for younger members of the community to socialise and be active in a safe environment. Reconfiguration and upgrading of the sports and leisure facilities will create a safe and active space for use throughout the year. The spaces around the Leisure Centre could also be enhanced by improving parking facilities for cyclists, EV charging and safer pedestrian routes walking to and from High Street. Improvements to existing routes around Bear Field will promote safer and more comfortable active travel links for children, walkers, wheelers and mobility impaired.

How

Short Term Projects

- The existing skatepark equipment is refurbished in its current location.
- · Reinforced boundary planting to secure play space from the Broad Shoard.
- Improved cycle parking facilities at Leisure Centre and entrance at Eagle Lane.
- Signage at entry points to Bear Field to support wayfinding to High Street and Leisure Centre.
- Inclusion of natural play areas.
- Test closure of Eagle Lane to vehicular access to prioritise pedestrian routes to Bear Field from High Street.

Medium Term Projects

- Making Bear Field part of a wider, connected network of green spaces in the town, through enhanced routing and signage.
- Creation of new footways through Bear Field, connecting North Road to the Leisure Centre and The Broad Shoard, will support safe active travel journeys.
- Improved lighting and seating would improve accessibility and safety in darker evenings.
- Introduction of a canopy to provide shelter during wet weather would ensure a usable space throughout the year.
- Reconfiguration of uses on Bear Field, consolidating the skatepark and MUGA into one designated area.
- Review of ramps and fencing between Bear Field and Leisure Centre to soften the link to leisure centre. This could include removal of the internal metal barriers and guiding people through soft landscaping and hedge planting.

Long Term Projects

 Redesign of pedestrian movement from Westgate along Broad Shoard to ensure greater safety and accessibility for those with mobility impairments. This would include footpath improvements, safe crossing points and priority narrowing.

Who

- · Vale of Glamorgan Council
- Cowbridge Leisure Centre

Where

- Bear Field
- The Broad Shoard
- Eagle Lane
- North Road

Opportunity Area 4 contributes to the following objectives of the Vision:

- Safe And Sustainable Place For People To Move Through The Town
- A Multi-Functional Town Supporting A Changing Population
- A Great Place For Young People To Live, Thrive And Belong

Opportunity Area 4 supports the following principles of the Placemaking for Wales Charter:

- People and Community
- Public Realm
- Movement
- Location













New facilities at Bear Field could include sheltered hangout space, cycle storage, play space and repair stands



Conceptual Layout of Bear Field

Opportunity Area 5: High Street

What

High streets that are attractive, safe and active not only invite visitors and residents to visit more frequently, they also attract business into the community. This is evidenced through successful high street regeneration projects in similar market towns across the UK and a recent study on re-addressing the balance of car parking, pedestrian footfall and business patronage (Common Misconceptions of Active Travel Investment, Sustrans 2019) illustrates that these types of changes can help sustain the longer term vitality Cowbridge. This Opportunity Area envisages a transformed experience of High Street by increasing activity throughout the day, promoting community interaction, supporting existing businesses and attracting new businesses too. This people focused environment will create a better experience for visitors and residents and increase footfall. By testing various interventions, whether that be additional seating or temporary carriageway narrowing, an improved High Street corridor is required to promote more footfall activity and celebrate the heritage, character and attraction of the high street.

How

Short Term Projects

- Test the temporary removal of some on street parking to provide temporary spaces for seating.
- Public art installations to bring colour and variety to the streetscape.
- Shop window trails for children (QR codes or painted images on shop fronts) as part of a curated visitor experience.
- Greater support for local traders to come together and promote the local business community. This could be through establishing a business/ enterprise group and encouraging greater collaboration during events.
- Encouraging stronger evening economy through twilight markets, increased food and beverage offer, evening classes etc.
- Upgrading of old street furniture and de-clutter the High Street. Also work with local business owners to freshen shop fronts and window dress.
- Introduction of additional sheltered and secured cycle parking.
- Improved wayfinding and signage strategy which is co-ordinated as part of a town centre heritage trail, showcasing the history of the towns historic buildings and spaces.
- Inclusion of gateway / arrival points on Eastgate, High Street and Westgate to celebrate the arrival into the town along its main high street, promoting local identity, heritage and community.

Medium / Long Term Projects

- Changing of carriageway materials between Old Hall and Town Hall to celebrate historic features, calm vehicular traffic and prioritise pedestrian movements.
- Localised narrowing of the carriageway to allow for wider pavements and introduction of soft landscape features.
- Inclusion of safe crossing points on High Street to improve north south pedestrian and cycle permeability.
- Parking strategy to reduce on street parking and consolidate into areas behind High Street (subject to further parking study).
- Review of vacant properties for future commercial / mixed use development opportunities.

Who

- Vale of Glamorgan Council
- Cowbridge with Llanblethian Town Council
- Businesses on High Street
- Local Community Groups

Where

- Section of High Street between Old Hall and Town Hall
- Wider Town including Westgate to Eastgate

Opportunity Area 5 contributes to the following objectives of the Vision:

- Sustain A Dynamic And Appealing High Street
- Safe And Sustainable Place For People To Move Through The Town
- Preserve and Celebrate
- A Multi-Functional Town Supporting A Changing Population

Opportunity Area 5 supports the following principles of the Placemaking for Wales Charter:

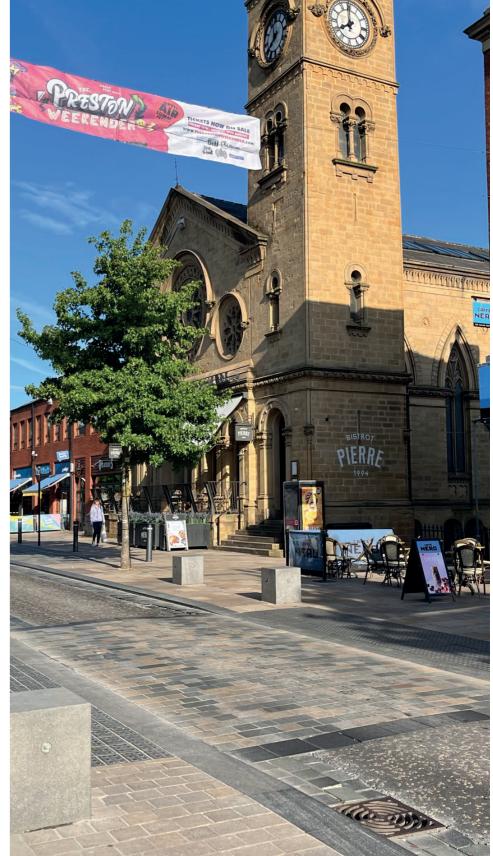
- People and Community
- Public Realm
- Movement
- Location
- Identity
- Mix of Uses





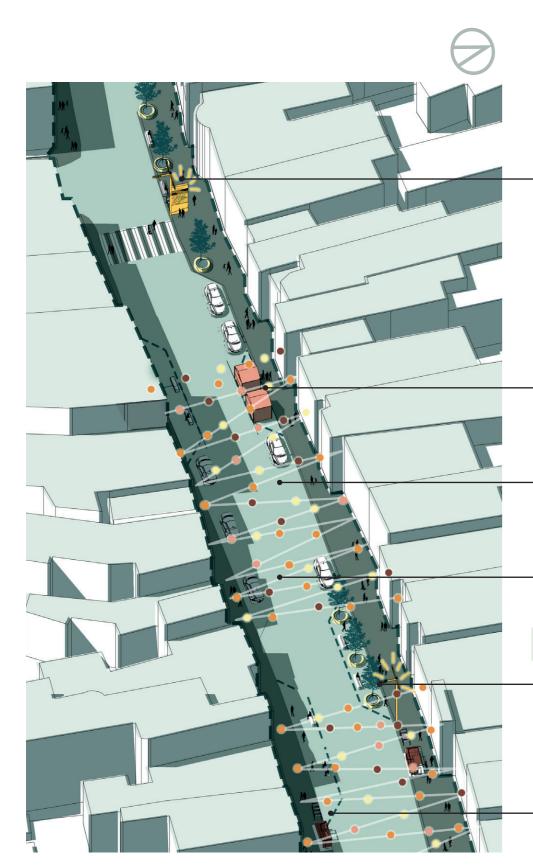


Temporary market event, Guildford High Street



Material improvements to calm traffic, Preston

Short Term Public Realm Projects



Improved signage and wayfinding to be implemented along High Street as part of a wider strategy

Temporarily reducing the number of parking spaces to test appetite for spill out areas

Removal of street clutter to enhance High Street aesthetic

Temporary festoon lighting to celebrate
High Street character

Improved street lighting along High Street as part of a town wide lighting strategy

Temporary planters and street furniture to be trialled in localised areas to reduce on street parking in localised areas







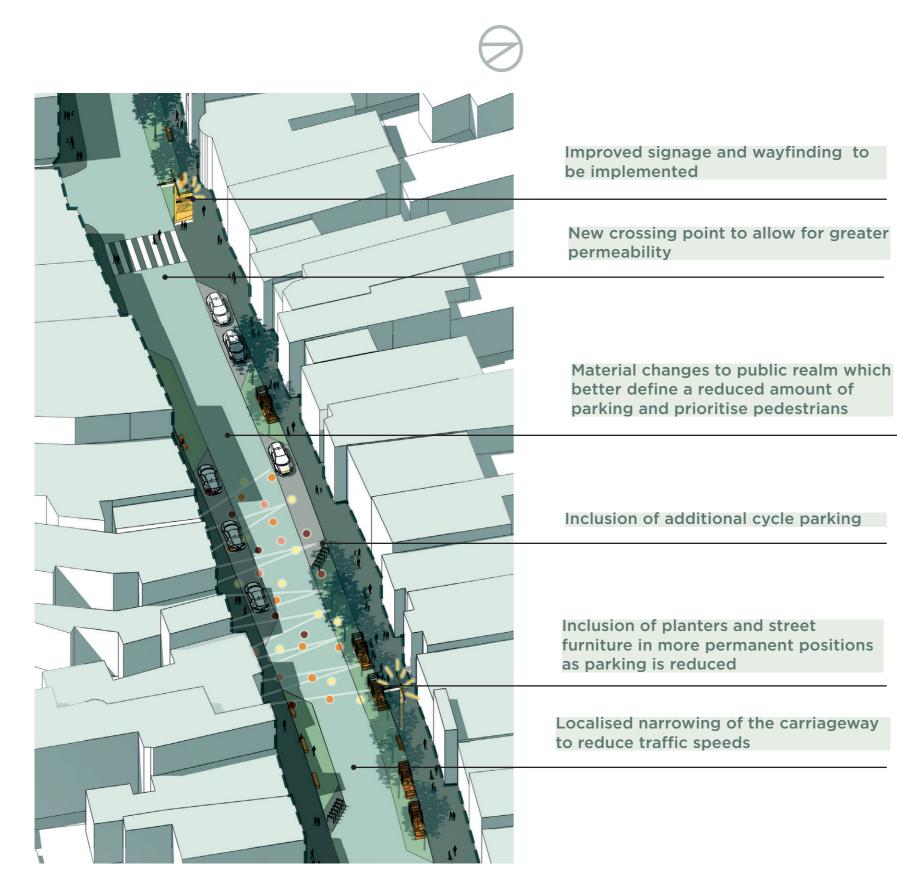






Short term projects could include temporary planting and seating, street decoration, improved signage, and improved cycle parking

Medium - Longer Term Public Realm Projects

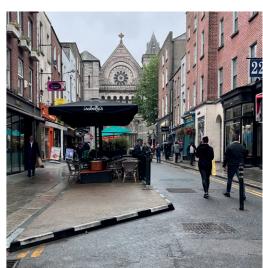


Conceptual interpretation of medium - long term interventions on High Street











Longer term projects could include permanent planting, material change and foothpath expansion

How Do We Get There?

Town Wide Projects

Sustain A Dynamic And Appealing High Street

- Maintaining And Supporting A Thriving Local Economy - A crucial element of Cowbridge's vitality is to ensure the local economy continues to thrive. This could include encouraging evening activity so that the town stays alive after 5pm. Local businesses can only thrive however if the footfall is encouraged and the town is easily accessible. Cowbridge must ensure there is a cohesive approach to public realm and movement to encourage re-use of derelict spaces as well as creating new spaces to promote pop up uses.
- Creating a Diverse Mix of Town Centre
 Facilities It is noted that Cowbridge has a
 number of great facilities, however some of
 these go underutilised. A coordinated approach
 is needed to encourage the use of these spaces
 for the town's programme of events and for the
 benefit of community groups.
- Gateway Arrival Points Cowbridge is a
 place to attract visitors and new residents. By
 creating a sense of arrival to the town through
 planting, material changes in highways or
 signage, visitors will know they have arrived
 in Cowbridge. Secondary to this, there can
 be a number of smaller incidental gateway
 points across the town that entice visitors and
 residents to explore further.

Safe And Sustainable Place For People To Move Through The Town

- Sustainable Mobility Through Improved
 Walking And Cycling Networks Walking
 routes should be complemented by improved
 crossing points / priority measures and
 cycle parking. Ensuring these networks are
 well lit and have the appropriate materials
 will promote greater use. This would allow
 residents and visitors to meander through
 the town, venturing from Bear Field up to
 St Quentin's Castle, from the community
 allotments across to Police Field and beyond
 as part of a co-ordinated and connected series
 of walking loops.
- Promotion of Active Travel Corridors With a new influx of residents at Clare Garden Village as well as the surrounding schools on the periphery of the town centre, Active Travel corridors should be considered to allow residents and visitors the opportunity to access the town centre by foot, bike or other active means. The location of these routes has been highlighted earlier in the Movement Strategy.
- Town Wide Parking Strategy- In combination with various public realm interventions
 Cowbridge could consider a parking strategy to consolidate its parking spaces for visitors and residents and promote destination parking at the Former Livestock Market, Town Hall and under the Cowbridge bypass. This would be informed by further parking studies to understand demand and need. This study could also expand to include cycle parking facilities in the town too to better understand the low usage of existing facilities.

- Junction Improvements At Aberthin Road
- More widely beyond the immediate town centre, junction improvements could be considered at Aberthin Road / Eastgate. This would help to address congestion at key times of the day, but could also a play part in a wider active travel strategy for the town, creating safe travel routes from Cowbridge School into the town centre.
- Cohesive Signage and Wayfinding To encourage more exploration by residents and visitors it is key that a cohesive wayfinding and signage strategy is in place for Cowbridge. This will allow residents and tourists to navigate the many walking routes around Cowbridge that connect the various assets of the town and at the same time, remove street clutter.

Preserve and Celebrate

- Showcasing Cowbridge's Heritage Town Hall and Old Hall already promote the town's heritage but there is scope to expand upon this and to link better to wider tourism, arts and culture attractions and opportunities. The potential to embrace technology to broaden the appeal of the town should be considered. The use of QR codes or apps means more insight can be offered to more visitors. Trails could also be themed such as pub trails. Consideration should be given as to how to use these to encourage visitors to venture into other parts of Cowbridge.
- Raising The Profile Of Cowbridge Consideration as to whether a single platform providing information for local residential, businesses and visitors could be prioritised. The website could also be linked to other partner websites like VoGC and Vale wide websites. Content could be added to showcase the town including profiles of local businesses (including individuals to make it more personal), local walks, cycle routes etc. Cowbridge has considerable scope to further enhance its profile as a tourist destination linking into marketing campaigns and social media in respect of St Quentin's Castle and other local visitor attractions.
- Opening Up The River The River Thaw is somewhat of a hidden asset in the town, nestled amongst leafy walking routes or overshadowed by buildings on High Street. There is an opportunity to open up interfaces with the river allowing visitors and residents to appreciate this feature. Natural seating areas would complement the river course in parkland settings, allowing for space to sit and relax in nature. Frontage onto the river in the town centre could be softened. The area along Penny Lane feels harsh and engineered at the moment and there are more planting and biodiversity opportunities.

A Multi-Functional Town, Supporting A Changing Population

Appointment of Town Centre Champions

 The identification of a nominated body
 (go to person/champion) within VoGC or
 Town Council who would understand local priorities for Cowbridge and would support them to access appropriate officers within key

departments and also would seek to unblock

• Greater Stewardship From The Community

issues.

- Encourage the local community to take ownership and stewardship of proposed town centre projects and interventions, coming together through various groups and societies to implement change in the built and natural environments of Cowbridge. This could be achieved through more volunteering opportunities, encouraging all ages to get involved in their town centre.

A Great Place For Young People To Live, Thrive And Belong

- Creating a Diverse Mix of Town Centre Facilities - Similar to supporting a dynamic and thriving high street, there is value in creating diversity of uses and facilities in support of young people in Cowbridge and its wider catchment. A variety of uses caters for the various interest this demographic have, whether that be sports, dance or arts and culture. An example of the above point is the expansion of the Cowbridge Athletic Club House which already provides an additional community space in the town for hire and with additional space could be used by many more groups and societies as well as being able to cater for larger events and family occasions. This can be further enhanced by the opportunities at Bear Field and Old Hall.
- Opportunities for Volunteering To ensure teenagers and young people have a sense of belonging and pride in their town, volunteer opportunities are a great way to get this group involved. Whether that be community litter picks, bag packing in shops, or supporting at local events and festivals, giving this age group ownerships and stewardship for activities in town will build a sense of belonging.



Governance and Delivery

The aim of this Placemaking Plan is to provide the VoGC and Cowbridge with Llanblethian Town Council with the means to take a strategic role in progressing and supporting the projects highlighted within the opportunity areas and those which are town wide. This will entail collaboration with the private sector (local businesses, developers) and local partners (community groups and organisations) to determine detailed delivery plans for each proposed project.

Phasing

The opportunity areas and town wide projects identified in Chapter 6 range from projects which can be progressed straight away to long term aspirations which will require feasibility and funding before they can be delivered. The Placemaking Plan identifies 5 key opportunity areas which support the vision and objectives for Cowbridge:

- Town Hall Square,
- Old Hall and Old Hall Gardens
- Former Livestock Market Site
- Bear Field
- High Street

The VoGC and Town Council are hoping to pursue a number of the identified actions, as quick wins, recognising the importance of building momentum. Through public consultation, priority opportunities have been identified. Broadly speaking, the phasing of town centre and town wide projects would be delivered across short term (1-3 years), medium term (5 years) and longer term (10 years) time frames.

Achieving Success

The Town Council and VoGC, alongside delivery partners will need to determine a detailed action plan. This will align to available funding, or support available, to successfully deliver.

It is important to acknowledge that this indicative programme is not fixed and if specific sources of funding are identified, the programme should be adapted to respond to the opportunity. Delivery partners should welcome the opportunity to test new approaches. For example temporary parking removal, to gauge whether reducing car access to encourage pedestrian movement or to provide outside dining space would benefit High Street. This approach should be continued so that rather than a public realm project having to be worked up in huge detail and then significant resources found to deliver it, more temporary solutions can be tested to determine whether a more permanent solution is required or desirable. Changes are much more likely to be embraced by businesses and supported by local residents if they know that ideas are being tested and monitored, and if they do not work, that alternatives can be found.

Funding Opportunities

Potential sources of funding to support delivery of the Placemaking Plan projects could include:

- Transforming Towns Funding- This funding is available to local authorities who can work with partner organisations to develop projects.
- The UK Shared Prosperity Fund A programme of funding providing £2.6 billion of new funding for local investment by March 2025, with all areas of the UK receiving an allocation from the Fund via a funding formula rather than competition.
- Active Travel Fund This fund provides £5 million across Wales to support projects which encourage people to choose active patterns of travel.
- Private Sector Working with local landowners to encourage them to bring their sites forward or local developers working with local businesses to encourage them to deliver social value and encouraging local specialists to add value for example around marketing and landscaping
- **Public Sector Partners** Encouraging public partners to invest their budgets into the area.
- \$106 Monies from new developments.
- Community Funds There are a number of funding pots available that community groups can apply for.
- New Funding Streams The Placemaking Plan has been prepared to be flexible so that projects can be adapted to respond to new funding sources which the current or a new Government may look to bring forward.

Importantly, the Placemaking Plan will provide the platform to support funding bids by public partners and community groups. It must be recognised that in the current period of public sector spending cuts, the Vale of Glamorgan Council cannot be expected to lead and fund all the projects identified in the Placemaking Plan. Future investment in Cowbridge will be maximised where public and private partners come together with the local community to access available funding and harness local talent and resources.

Project Action Plan

The following table provides more detail on the projects which make up the proposals of the Cowbridge Placemaking Plan. The projects identified will need further collaboration between the Vale of Glamorgan Council and Town Council as well as discussions with the local community, business and stakeholders to test deliverability. It should also be noted that the Council will support both the local community and local businesses where possible to bring these projects forward.

Delivery and Implementation	Opportunity Area	Project	Cost	Possible Delivery Partners	Possible Funding Opportunities
Short Term	Town Hall	Provide flexible exhibition, working and function spaces	Low	• VoGC	Council Base Budget
		 Internal improvements such as painting and decorating and signage 	Low	Town CouncilCommunity Groups	S106Future Structural Funding
Medium Term		Upgrades to seating and street furniture around Town Hall	Medium	Local businesses	Lottery Fund
		Improved lighting to the front of the Town Hall	Medium		
		Explore concepts to reconfigure movement around Town Hall Square	Medium	Volunteer Groups	Transforming Towns FundWelsh Government grants
		Creation of an outdoor civic space to allow for community celebrations and dwell time - this could include improvements to local toilet facilities	Medium / High		 UK Government grants Asset Transfer Grant
		Inclusion of digital bus timetables and improvements to bus shelter to rear of Town Hall	Medium / High		Community Facilities GrantCharter Trust Seed Funding
		Bike hire as part of the outdoor civic space	Medium		
		Inclusion of ATM machine	Medium		
		Improved signage and wayfinding as part of a wider town centre strategy	Medium		
Long Term		Overhaul of the public realm around the Town Hall	High		
		Review and reconfiguration of junctions to High Street	High		
Short Term	Old Hall	Building a greater presence and promotion of events	Low	• VoGC	Council Base Budget
		Creation of gallery and exhibition space in underused	Low	Town Council	• S106
		rooms within the building to support creatives in the community		Local Stakeholders	Future Structural Funding
		 Reaching out wider to community groups to offer space for events for example, working with CADS 	Low	Community GroupsCharter Trust	Lottery FundHeritage Lottery Fund
		Signage and wayfinding from High Street thorough Old Hall and into Old Hall Gardens	Low	Volunteer Groups	Transforming Towns Fund
Medium Term		Enhancing the setting of the building at the rear, encouraging people to dwell in the area	Medium		Welsh Government grantsUK Government Grants
		Working in collaboration with the library, both buildings could create a defined outdoor space in the gardens	Medium		Asset Transfer Grant
Long Term		Built extension to rear of Old Hall to provide additional space for classes and community events	High		Community Facilities GrantCharter Trust Seed Funding

Delivery and Implementation	Opportunity Area	Project	Cost	Possible Delivery Partners	Possible Funding Opportunities
Short Term	Bear Field	Reinforced boundary planting at Bear field to secure play space from the Broad Shoard	Medium	VoGCLeisure Centre	Council Base BudgetS106
		Improved access points to Bear Field from North Road	Low		
		Improved cycle parking	Low	 Local community groups 	Future Structural Funding
		Inclusion of natural play areas	Low	Community	Sports Wales
		Test closure of Eagle Lane to vehicular access to prioritise pedestrian routes to Bear Field from High Street	Low	volunteers	Welsh Government
Medium Term		Signage to support wayfinding to High Street	Medium	• Local schools	grantsUK Government grants
		Making Bear Field part of a wider, connected network of green spaces in the town through cohesive wayfinding strategy	Low		
		 Creation of new footways through Bear Field connecting North Road to the Leisure Centre and Broad Shoard 	Medium		
		Improved lighting and seating	Medium		
Long Term		 Reconfiguration of uses on Bear Field. Consolidating the skatepark and MUGA into one designated area 	Medium		
		Review of ramps and fencing between Bear Field and Leisure Centre to feel less domineering	Medium / High		
		Redesign of pedestrian movement from Westgate along Broad Shoard	High		
Short Term	Former Livestock	Encouraging parking efficiencies with bay defining	Low	• VoGC	Council Base Budget
	Market Site	Natural planting enhancements to Police Fields to increase bio-diversity	Low	• CADS • F	S106Future Structural Funding
Medium Term		Greater overhaul of the car park, with improved surfaces, designated bays and EV charging	Medium / High		
		Spill out space / outdoor space for CADS and Scout Club	Low	 Community groups 	Transforming Towns
		 Improvement routing along the Former Livestock Market site from The Butts to Police Field would allow for a better defined and safer route for pedestrians 	Medium	• Community	Private / IndependentWelsh Government
		Inclusion of planting, SUDs features and enhanced planting edges to Police Field	Medium	Private developers	grantsUK Government grants
Long Term		A mixed use development to complement the core of the town supporting local vitality	High		
		Upgrade the public realm along The Butts	High		

Delivery and Implementation	Opportunity Area	Project	Cost	Possible Delivery Partners	Possible Funding Opportunities
Short Term	High Street	 Public art events to liven the streetscape Co-ordinated effort by local businesses and communities to de-clutter High Street and freshen shop fronts Introduction of temporary seating and planting to shape the streetscape and test appetite for greater dwell space 	Low / Medium Low Low	VoGC Town Council Local businesses Community art groups Community groups	 Council Base Budget \$106 Future Structural Funding Transforming Towns Fund Welsh Government grants
		A concept design study should be progressed, working with businesses to develop a phased and costed strategy for improvements to High Street such as localised narrowing of the carriageway, new and improved crossings, and street furniture	Medium / High	Volunteer groupsLocal stakeholdersLocal schools	UK Government grants
Medium Term		 Improved wayfinding and signage strategy complementing the historical character of Cowbridge Inclusion of gateway / arrival points on Eastgate, High Street and Westgate 	Low / Medium Medium		
		Localised narrowing of the carriageway to allow for wider pavements	Medium / High Medium		
		 Delivery of safe crossing points on High Street to improve north south permeability Parking strategy to reduce on street parking and consolidate into areas behind High Street 	Low / Medium		
Longer Term		Changing of materiality between Old Hall and Town Hall that signifies a change in vehicular movement and prioritising pedestrians	High		

Town Wide Projects

Delivery and Implementation	Project	Cost	Possible Delivery Partners	Possible Funding Opportunities
Short Term	Raising the profile of Cowbridge via online and offline channels	Low	VoGC Town Council	Council base budgetS106
	Appointment of town centre champions	Low	• Town Council	• 5106
Medium Term	Integrating local walking and cycling routes / active travel	Low	Charter Trust	Future structural funding
	Sustainable mobility through Improved walking and cycling networks	Medium	Community Groups	Lottery Fund
	Cohesive signage and wayfinding	Medium	Local Businesses	Heritage Lottery Fund
	Creation of overspill car park under Cowbridge bypass - could be informal in the medium term but more defined and designed longer term if successful	Medium / High	Local stakeholdersVolunteer groups	Transforming Towns FundWelsh Government grants
	Gateway arrival points	Medium	Local schools	UK Government grants
Long Term	Creating and maintaining a thriving local economy	Medium / High	Local community	Asset Transfer grant
	Opening up the river front	Low / Medium	Private developers	Community facilities grant
	Diversifying the mix of town centre facilities	Medium		Charter Trust seed funding
	Opening up the River Thaw	Medium / High		Private / independent
	Junction improvements at Aberthin Road	High		

The table below provides an overview of the potential test projects and further studies which could be carried out in support of lost listed above. The test projects and studies identified will need further collaboration between the Vale of Glamorgan Council and Town Council as well as third parties to deliver.

Test Projects and Further Studies	Cost	Possible Delivery Partners	Possible Funding Opportunities
Trial reconfiguration of the one way routing around the Town Hall	Low / Medium	• VoGC	Council base budget
Concept designs to reconfigure area at bus terminus	Medium	Town Council	• S106
Test closure of Eagle Lane to vehicular access to prioritise pedestrian routes to Bear Field from High Street	Low	Charter TrustCommunity Groups	
Town wide parking study to understand use and availability of existing parking spaces and inform town wide parking strategy	Medium	Local Businesses Local stakeholders	
Introduction of temporary seating and planting to shape the streetscape and test appetite for greater dwell space	Low	Volunteer groups	
A Concept Design Study should be progressed, working with businesses to develop a phased and costed strategy for improvements to High Street	Medium / High	Local schoolsLocal communityPrivate developers	

Appendix A

Summary: Offline Engagement Activity for Cowbridge Placemaking

Placemaking activity in Cowbridge began in January 2023 when VoGC Officers met with Elected Members and Officers of Cowbridge with Llanblethian Town Council, along with key stakeholders identified by the Town Council where the Placemaking process and objectives were explained to those present.

After a period of planning and development, the first public facing engagement activity took place in Cowbridge at the Coronation Picnic which was held in the Bear field in Cowbridge on the 2nd of May 2023. This marked the beginning of the 'on the ground' activity that is outlined in the table opposite.

Alongside these public-facing activities, VoGC Officers and Town Council Members have continued to meet on a weekly basis to monitor progress and plan Placemaking activities. Bi-monthly meetings of the Town Council's Placemaking Working Group also continue to take place. Membership of this group primarily consists of Elected members of the Town Council and VoGC Officers, but meetings are also sporadically attended by other stakeholders from the local community.

As would be expected, some of the engagement activities listed within the table above proved more successful than others in raising awareness of the purposes of Placemaking, and in capturing the views of residents about the priorities for the town over the near and medium future.

Emerging themes from the activities undertaken can be briefly summarised as follows:

Connectivity

- Maintenance, signage and usability of footpaths
- Desire for safe, traffic free cycling routes
- Desire for safe pedestrian routes, within town centre and connecting to neighbouring communities
- Active travel routes for young people for leisure and to and from schools

Date & Location	Activity Type	Summary description
Date & Location	Activity Type	Summary description
02/05/23 Bear Field	Map-based engagement with residents at Coronation Picnic	Broad demographic of residents attending event were introduced to concept of Placemaking via placing heart stickers on map of the town to show places they value and love to spend time. Comment slips also used for suggestions for improvements/further detail. C. 150 responses recorded.
01/07/23 Town Hall	Workshop activity at Mayor's Coffee Morning	Residents attending event were invited to form groups on tables and to complete 'Placemaking Grids' using three of the Placemaking themes to create a Gaps and Assets table for the town. C. 40 people engaged.
06/07/23 Cowbridge Comprehensive School	Awareness raising session on Placemaking by Town Mayor to School Council	15 pupils engaged. No feedback collected as awareness raising only.
13/09/23 Duke of Wellington pub	Workshop activity for business owners/traders	Invited attendees were asked to form groups on tables and to create Gaps and Assets table related to running a business in the town. Attendees were also asked to separately complete the exercise as residents of the town. Information regarding Business Grants and pilot local banking hub was also provided to attendees. C. 25 people engaged [note: this was a disappointing turn out given promotion of the event by the Town Council with the local business community]
10/10/23 Cowbridge Comprehensive School	Placemaking awareness raising session and workshop activity with Year 7 pupils	Informal introduction to Placemaking plus comment sheet exercise. 60 pupils engaged.
14/11/23 Town Hall	Meeting with Members of Cowbridge Charter Trust	Introduction to Placemaking objectives by VoGC Officers plus request for input. Written submission offered and received Jan 24.
15/01/24 Cross Inn (on junction between CGV and road to Llanblethian)	Clare Garden Village and Llanblethian Residents drop-in session	Residents were invited to complete short questionnaires focused on how they move between home and local facilities and for CVG residents on whether they felt themselves to be residents of Cowbridge. C. 60 people engaged.
22/01/24 Town Hall	Workshop activity with Yr 3-6 pupils from Y Bont Faen Primary School	Pupils undertook a mapping exercise and a likes and dislikes questionnaire. C. 25 pupils engaged
02/02/24 Waitrose Foyer	Engagement with shoppers (residents and visitors)	Shoppers were invited to place like and dislike stickers on map of Cowbridge and to 'vote on what they considered most important out of the 3 emerging themes of connectivity, youth facilities and cultural and recreational facilities. C. 80 people engaged.

Summary: Offline Engagement Activity for Cowbridge Placemaking

- Public transport options focus on unreliability of services.
- · Poor mobile signal
- Poor Broadband speeds
- High levels of walking between locations reported

 e.g. from Llanblethian and Clare Garden Village to
 town centre as well as recreational walking on local
 footpaths. Walking options are clearly valued.

Facilities for Young People

- Frequently highlighted as lacking by older respondents - with particular focus on activities/ facilities for older teenagers
- Repeated call for return of Youth Club by older respondents, this request not so marked amongst younger respondents.
- Older respondents report higher satisfaction with facilities such as Play Areas for Primary aged young people.
- Mixed attitudes regarding provision of new skatepark / upgrade to existing skatepark.
- Older respondents report needing to travel to neighbouring communities such as Llantwit Major to access sports activities and facilities for children / grandchildren
- CGV respondents positive regarding re-location of lolo Morganwg Welsh Medium school to new site within the development.

Natural and Built Environment

 High emphasis on value of green spaces in and around the town for well-being / recreation. Rural location /access to green space often cited as reason for move to the town.

Date & Location	Activity Type	Summary description
26/02/24 Duke of Wellington Pub	Residents Drop-in	It was hoped that residents would respond to the invitation delivered to all Cowbridge residents to attend the drop-in session and have their say. Unfortunately, less than 5 people were engaged with during the evening.
04/03/24 Duke of Wellington Pub	Residents Drop-in	The second of the three promoted dates. Engagement was better on this date, particularly with residents of the local Independent Living Facility. Questionnaires were completed. C. 20 residents engaged.
05/03/24 Welsh St Donats (neighbouring village)	Engagement with Community Council	Cllr Malcolm Wilson addressed the Community Council Meeting and promoted the online survey to members.
11/03/24 Farmers Arms, Aberthin (neighbouring village)	Drop-in aimed at residents of Aberthin Village	The third of the three promoted dates. Unfortunately less than 5 people were engaged with.
13/03/24 & 20/03/24 Cowbridge Library	Engagement with attendees of Toddler and Knitting sessions	Promotion of the Online Survey
20/03/24 Cowbridge Leisure Centre	Engagement with residents using the Leisure Centre Facilities	Promotion of the Online survey
22/03/24 Filco Supermarket Cowbridge	Engagement with shoppers	Promotion of online survey and mapping exercise. C.40-50 residents engaged.
08/04/24 Old Hall Cowbridge	Meeting with Yr 12 Cowbridge Comprehensive Pupil	Making connection to attempt wider consultation with this age group.
25/04/24 Horse & Groom Pub Cowbridge	Focus Group with Food and Drink retailers/businesses	Key stakeholder group
29/04/24 Ysgol Iolo Morganwg	Workshop activity with pupils at Welsh Medium Primary School	Collating feedback from Primary age pupils on how they use the public spaces in the town
20/06/24	Meeting with Cowbridge Charter Trust	Key Stakeholder Group
23/09/24 - two weeks	Two weeks lunchtime engagement sessions with Cowbridge Comprehensive Pupils	Yrs 7-13 - Key stakeholder group - with particular emphasis on Bear Field Recreation facilities

Summary: Offline Engagement Activity for Cowbridge Placemaking

- High reporting of recreational and active travel through green spaces
- Physic Garden often marked as space of high value to residents.
- Historic features have been less strongly marked as of value to residents than perhaps pre-supposed.
 Residents appear to value the unique character of the town without highlighting particular historical / cultural features.
- Most highlighted issue with town infrastructure is the surfacing of the Butts car park on the site of the old Cattle Market.

Local Business Economy / Public Services and Facilities

- Focus on insufficiency of local health provision GP surgeries / care services.
- High level of dissatisfaction with facilities for physical activity, improvement to facilities provided by the Leisure Centre requested. Repeated requests for a swimming pool, from both older and younger respondents.
- High value is placed on the range of independent shops.
- Younger respondents would value greater range of shops, to include cheaper options.
- Younger and older respondents report supermarket shopping outside of the town due to cost issues associated with the two supermarkets within the town.
- Respondents report disquiet with restaurants d cafes having recently closed. The hospitality offer of the town is seen as having declined post-Covid.

Date & Location	Activity Type	Summary description
22/10/24	Cowbridge Traders Group	Discussion of next steps for Traders – possibility of formation of formalised Traders Group
25/11/24	Cowbridge Scouts Group	With reference to Cattle Market area
9/12/24	Sir Thomas Mansel Franklen & Cowbridge School Trust	With reference to Cattle Market area and Old Cricket field

Draft Placemaking	Plan Public Consultation	
21/10/24	Drop-in session at the Old Hall to view the proposals in the draft placemaking plan	Charter Trust, History Society, Old Hall Gardens volunteers, Sir Thomas Mansel Franklen & Cowbridge School Trust
24/10/24	Evening meeting with CADS representatives to view the proposals in the draft placemaking plan	Members of CADS
25/10/24	Meeting with Community Council representatives to view the proposals in the draft placemaking plan	Penllyn, Welsh St Donats, and Llanfair Community Councils
30/10/24	Meeting with Legacy Leisure at the Leisure Centre to view proposals in the draft placemaking plan	Legacy Leisure
31/10/24	Evening meeting with the Scouts to view proposals in the draft placemaking plan	Cowbridge Scouts
7/11/24 - 15/11/24	Drop-in sessions every day (First day at Town Hall, then at Old Hall) Exhibition of information panels	Members of the public

Appendix B

Planning Policy Context

There are a number of existing plans and strategies which have guided the production process and outcomes for the placemaking plan. These have been summarised below.

Placemaking in Wales

The policies listed below set out key placemaking principles, examples and outcomes, which have been used to structure the Placemaking Plan itself, introduce talking points during consultation and guide prioritisation of different interventions.

Planning Policy Wales (PPW) - Edition 12, 2024

This policy sets out the land use planning policies of the Welsh Government to ensure the planning system contributes towards the delivery of sustainable development and improves the social, economic, environmental and cultural well-being of Wales.

The policy emphasises the need to maximise well-being and creating sustainable places through placemaking and identifies four strategic themes which contribute to placemaking through the planning system:

- Strategic and Spatial Choices
- Productive and Enterprising Places
- Distinctive and Natural Places
- Active and Social Places

Placemaking Guide, 2020

The Placemaking Guide 2020 sets out more information on the aims of placemaking and how it can be achieved through new development and regeneration. It identifies key qualities of good placemaking and what to avoid as well as providing case studies to detail good practices and successful outcomes.

The document also sets out the importance of involving the community to better understand place.

Other Sources of Guidance

The Placemaking Plan also draws on a range of other studies and strategic statements including:

- Regenerating Town Centres in Wales, Audit Wales (2021)
- A vision for Welsh towns, Federation of Small Businesses (2022)
- Small towns, big issues: Aligning business models, organisation and imagination, Welsh Government / Foundational Economic Research (2021)
- Cowbridge with Llanblethian Conservation Area: Appraisal and Management Plan (2010)

Sustainability

Alongside Placemaking, sustainable regeneration and creating sustainable development is a key driver for change in Cowbridge. The following policies are relevant to the Cowbridge Placemaking Plan:

Well-being of Future Generations (Wales) Act 2015

The Well-being of Future Generations (Wales) Act is about improving the social, economic, environmental and cultural well-being of Wales.

The Act gives a legally-binding common purpose - the 7 well-being goals - for national government, local government, local health boards and other specified public bodies. It details the ways in which specified public bodies must work, and work together to improve the well-being of Wales.

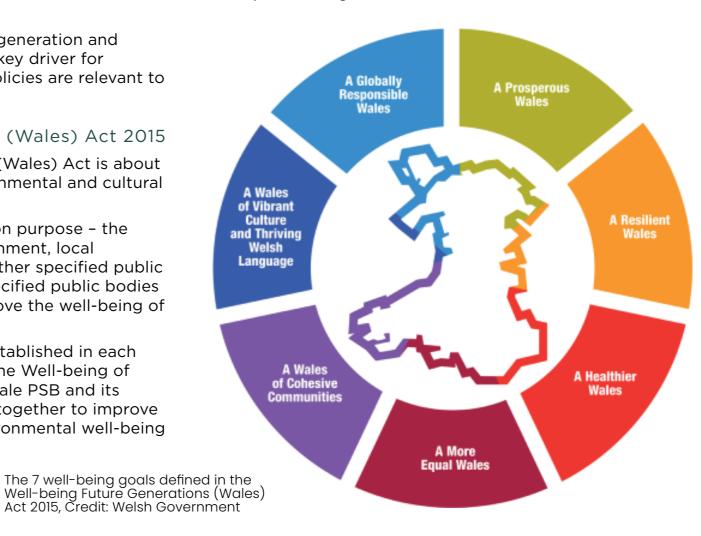
Public Services Boards (PSBs) were established in each local authority area in Wales through the Well-being of Future Generations Act. Through the Vale PSB and its Well-being Plan, partners are working together to improve the social, economic, cultural and environmental well-being of the Vale of Glamorgan.

Project Zero

Project Zero is the Vale of Glamorgan Council's response to the climate change emergency. It brings together the wide range of work and opportunities available to tackle the climate emergency, reduce the Council's carbon emissions to net zero by 2030 and encourage others to make positive changes.

Vale of Glamorgan Council's Climate Change Plan 2021-30

Developed through Project Zero, the Council's climate change plan sets out 18 critical challenges and 80 underlying actions that will drive positive change. These include challenges on energy, waste, water, land use and transport amongst others.



Planning Policy Context

There are a number of existing plans and strategies which have guided the production process and outcomes for the placemaking plan. These have been summarised below.

Wales National Policy

Future Wales - The National Plan 2040, 2021

This framework, published by the Welsh Government in 2021, plans for the change and development Wales will need over the next two decades and influences significant areas of Council activity. It identifies 11 overarching ambitions based on the national planning principles and national sustainable placemaking outcomes set out in Planning Policy Wales.

Of relevance to Cowbridge are the following policies:

Policy 2 - Shaping Urban Growth and Regeneration - Strategic Placemaking

Which establishes how growth and regeneration of towns and cities should positively contribute towards building sustainable places that support active and healthy lives, with urban neighbourhoods that are compact and walkable, organised around mixed-use centres and public transport, and integrated with green infrastructure.

Policy 3 - Supporting Urban Growth and Regeneration - Public Sector Leadership

Which identifies the public sectors role in supporting and enabling regeneration by progressing investments and adhering to placemaking principles.

Policy 6 - Town Centre First

Which identifies the need to provide significant new commercial, retail, education, health, leisure and public service facilities within town and city centre first.

Policy 9 - Resilient Ecological Networks and Green Infrastructure

Which sates the importance of ensuring the enhancement of biodiversity, resilience of ecosystems and the provision of green infrastructure.

Policy 10 - International Connectivity

Which identifies Cardiff Airport as a Strategic Gateway and identifies the need for local areas to support international connectivity roles by ensuring their operation is not constrained or compromised.

Policy 11 - National Connectivity

Which encourages longer-distance trips to be made by public transport through improvements to the rail, bus, strategic road and national cycle network.

Policy 12 - Regional Connectivity

Which identifies support and investment in regional connectivity through new/improved active travel, bus and metro networks and a transition to ultra low emissions vehicles, in urban areas.

Policy 36 - South East Metro

Which requires local authorities to support the South East Metro and active travel networks to key stops. Although proposed lines won't pass directly through Cowbridge, it will pass through neighbouring towns in Pontyclun and Bridgend.

Regional Policy

Cardiff Capital Region City Deal

The Vale of Glamorgan is one of the ten authorities which make up the Cardiff Capital Region. It is the largest cityregion in Wales and accounts for approximately 50% of the total economic output of the Welsh economy, 49% of total employment and has over 38,000 active businesses.

The City Deal secures £1.2 billion of investment and expect to deliver 25,000 new jobs and leverage £4 billion of private sector investment.

Local Policy

The Corporate Plan, Vale 2030 Strong Communities with a Bright Future

The VoGC's Corporate Plan 2020 - 2030, Strong Communities with a Bright Future, sets out an ambitious programme of work the Council will take to deliver on its vision by:

- Creating a great place to live, work and visit
- Respecting and celebrating the environment
- Giving everyone a good start in life
- Supporting and protecting those who need us
- Being the best Council we can be

Vale of Glamorgan Local Development Plan 2011-2026

The Council are currently working on a Replacement Local Development Plan which will help shape the Vale over the next 15 years.

Current policy, written in 2011, classifies Cowbridge as a 'Service Centre Settlement' and identifies it as a sustainable settlement considered capable of accommodating additional development during the plan period.

Planning Policy Context

The plan highlights the following area objectives for Cowbridge (p35):

- Provide for a range and choice of housing to meet the needs of existing residents and the residents of surrounding rural communities.
- Preserve and enhance the historic built environment given its significant contribution to the character and vitality of the town's commercial core and its role as a tourism and leisure destination.
- Safeguard and enhance important open spaces within and adjoining the Cowbridge and Llanblethian Conservation Areas.
- Reinforce the vitality, viability and attractiveness of the town centre by maintaining a diverse range of retail, commercial and community uses and encouraging the town's vibrant evening economy.
- Improve the town's existing bus interchange and favour proposals that provide enhanced walking and cycling facilities to and within Cowbridge to alleviate traffic congestion, particularly through traffic along the High Street.
- Promote development proposals which provide opportunities for additional or improved infrastructure, including short stay parking facilities within the town centre.

Other key policies which are relevant to the Cowbridge Placemaking Plan include:

Policy SP7 - Transportation

Which identified a new cycle route at A48 Culverhouse Cross to Brigend via Cowbridge and bus priority measures along the A48 Culverhouse Cross to Bridgend via Cowbridge.

Policy SP11 - Tourism and Leisure

Which encourages proposals which promote the Vale of Glamorgan as a tourism and leisure destination.

Policy MG2 - Housing Allocations

Which identified Cowbridge as able to accommodate around 646 new homes to meet housing demand.

Cowbridge with Llanblethian Conservation Area: Appraisal and Management Plan, 2010

The appraisal records and analyses the various features that give the Conservation Area its special architectural and historic interest. It also sets out a management plan which identifies proposals and policies which can enhance the character and appearance of the Conservation Area.

It is a comprehensive document, relevant to the Placemaking Plan, and the following summary (p8) identifies special interest features within Cowbridge:

- Small historic town of outstanding archaeological and historic merit. Many sites exhibit historic 'layering' of multiple periods;
- Historic core of Cowbridge reflects the plan of the walled town planted in the 13th century with vestiges of the walls remaining and existing South Gate;
- Strong east-west alignment of plan from Eastgate
 High Street Westgate with enclosing historic frontages;
- Bridging point across the River Thaw and river setting;
- Important terraces of historic buildings along the prime historic frontage of diverse architectural character, with many identified listed buildings;
- Key listed buildings including the Town Hall, Holy Cross Church and Churchyard, South Gate, former Cowbridge Grammar School and the Great House;
- Important sequences of open space to the south of the east-west principal road alignment including Old Hall Gardens, the Physic Garden, Holy Cross Churchyard, the Twt and park area along the River Thaw;
- Enclosed historic courtyards to the north and south of the principal historic frontage in High Street, such as Verity's Court;
- Important 18th century period detailing of historic frontages reflecting the prosperity of the town in the period as a coaching town and regional centre;
- Important 16th and 17th century detailing, in particular to interiors.











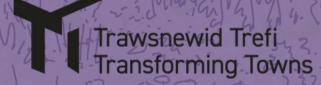


March 2025















Contents

- 01 Introduction
- 02 Understanding the Place
- O3 Engaging the Community
- 04 Identifying Opportunities
- O5 Building a Vision and Strategy
- o6 Implementing the Plan

Appendix A: Policy Context

o1 Introduction

- **1.1** Foreword
- **1.2** Aim of this Plan
- 1.3 The Process

1.1 Foreword

Dr Peter Dickson, Mayor of Llantwit Major

1.2 Aim of this Plan

The Vale of Glamorgan Council (VoGC) in partnership with Llantwit Major Town Council, has commissioned Studio Myco to prepare a Placemaking Plan for the town of Llantwit Major (*Llanilltud Fawr* in Welsh).

In September 2020, the Placemaking Wales Charter was launched by the Welsh Government and the Design Commission for Wales, in collaboration with the Placemaking Wales Partnership. The Charter promotes six principles in planning our places - people and community, location, movement, mix of uses, public realm, and identity - which have been embraced to guide and structure this study and report. In May 2023 the Council became a signatory to the Placemaking Wales Charter and agreed to apply for Welsh Government funding to prepare Placemaking Plans for each town in the Vale, Llantwit Major, Barry, Cowbridge and Penarth. The VoGC and Llantwit Major Town Council have been working closely together since June 2023 to engage residents and businesses in the placemaking process.

The objectives of the Placemaking Plan are to:

- Listen to residents, businesses and other stakeholders to ensure the Placemaking Plan addresses evidenced needs
- Develop a vision for future placemaking work in Llantwit Major that follows the six placemaking principles in the Placemaking Charter
- Bring together existing plans and strategies into one comprehensive and coherent document and
- Identify key opportunity areas and a set of potential projects and actions that can improve existing assets in the town as well as tackle the challenges and deficits identified

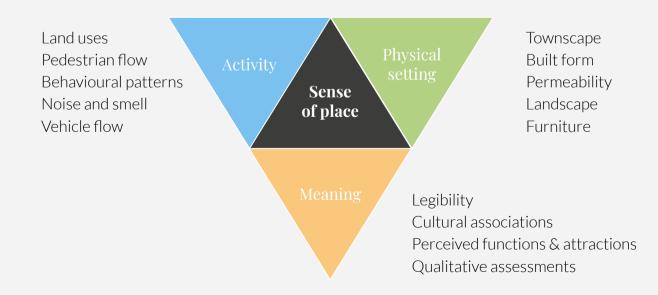
This document summarises the research and community engagement undertaken, and identifies potential Placemaking Opportunities for Llantwit Major - including three strategic objectives, four key areas and a number of potential projects under each of these. These ideas formed the basis for a programme of further public consultation, to ensure a final Placemaking Plan that has the buy-in of a wide range of local stakeholders, and is able to deliver positive change for Llantwit Major.

What is Placemaking?

'Placemaking is a way of ensuring that any change, investment or new development contributes positively to enhancing the environments in which we live, work and play. It places people at the heart of the process and results in places that are vibrant, have a clear identity and where people can develop a sense of belonging...

Placemaking considers the activity and meaning associated with a place as well as its physical fabric. The aim is to help promote active and distinctive places that respond to the needs of the community and have long term sustainability.'

Placemaking Wales, Placemaking Plans for Town Centres 2023



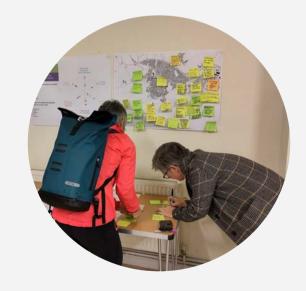
1.3 The Process

The development of this Placemaking Plan for Llantwit Major brought together a wide range of residents and stakeholders from various ages, sectors and backgrounds, to help shape the future of the town. Activities included site walks, face-to-face meetings, online surveys, focus groups, a community co-design workshop, school engagement, drop-in consultation events, and interviews and meetings with key stakeholders.

In total, nearly 1,000 people were engaged at more than 20 events.

Community Engagement	Research & Analysis	Early Ideas	Further Engagement	Draft Plan	Public Consultation	Final Plan
2023	Aug - Oct 2024	Oct 2024	Nov 2024	Jan 2025	Mar 2025	Mar 2025
	:	:	:	:	:	:
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02 Understanding the Place

- **2.1** Overview
- 2.2 Historical Timeline
- **2.3** Location
- **2.4** Identity
- 2.5 People and Community
- **2.6** Mix of Uses
- **2.7** Movement
- **2.8** Public Realm

2.1 Overview

This chapter sets out an analysis of the current context of Llantwit Major, a summary of its history and heritage, and an assessment of key aspects of the town, developed through in-depth desktop and place-based research.

A summary of the Policy Context informing this Plan is provided within Appendix A. The key policy documents at global, national and local level include:

- UN 2030 Sustainable Development Goals
- Well-being of the Future Generations (Wales) Act 2015
- Future Wales: The National Plan 2040
- Planning Policy Wales (Edition 12, 2024)
- Placemaking Wales Charter
- VoGC's Corporate Plan 2020 2030
- Local Transport Plan 2015 2030
- Rights of Way Improvement Plan 2024 2034
- Local Development Plan 2011 2026
- Draft Replacement Local Development Plan 2021 2036
- VOG Covid-19 Town Centre Response Projects

In particular, the Placemaking Wales Charter (to which the VoGC is a signatory, and which reflects the collective and individual commitment of these organisations to support the development of high-quality places across Wales for the benefit of communities) has shaped the structure and approach for this Placemaking Plan.

The rest of this chapter includes a brief historical timeline of Llantwit Major's development as a town and then an assessment of the town currently, structured through the six placemaking principles of the Placemaking Wales Charter (set out opposite). The following chapter adopts a similar approach, summarising the community engagement insights under the same six headings. These placemaking principles are also referred to within the proposals in Chapter 5, providing a consistent framework throughout and a clear link to the wider policy context and placemaking best practice.



The six principles set out in the Placemaking Wales Charter have been embraced to guide and structure the analysis and proposals within this Placemaking Plan:

Location

Places grow and develop in a way that uses land efficiently, supports and enhances existing places and is well connected. The location of housing, employment, leisure and other facilities are planned to help reduce the need to travel.

Identity

The positive, distinctive qualities of existing places are valued and respected. The unique features and opportunities of a location, including heritage, culture, language, built and natural physical attributes, are identified and responded to.

People and Community

The local community are involved in the development of proposals. The needs, aspirations, health and well-being of all people are considered at the outset. Proposals are shaped to help to meet these needs as well as create, integrate, protect and/or enhance a sense of community and promote equality.

Mix of Uses

Places have a range of purposes which provide opportunities for community development, loca business growth and access to jobs, services and facilities via walking, cycling or public transport. Development density and a mix of uses and tenures helps to support a diverse community and vibrant public realm.

Movement

Walking, cycling and public transport are prioritised to provide a choice of transport modes and avoid dependence on private vehicles. Well designed and safe active travel routes connect to the wider active travel and bublic transport network, and public transport stations and stops are positively integrated.

Public Realm

Streets and public spaces are well defined, welcoming, safe and inclusive with a distinct identity. They are designed to be robust and adaptable with landscape, green infrastructure and sustainable drainage well integrated. They are well connected to existing places and promote opportunities for social interaction and a range of activities for all people.



2.2 Historical Timeline

A port, trading with the southwest of **England and Ireland flourished** at the mouth of the Colhugh River from around 800 to 700 B.C until it was abandoned shortly after 1590.

800 BC



Around the second century, a Roman Villa was located at Caermead, just outside the town (remains including fine mosaic floors were excavated in 1888).

2nd Century





There are some surviving **9th and 10th century Celtic headstones,** now kept in the Church, which suggests the town was the burial place of local tribal kings and abbots, although it is likely that the importance of the monastic community had begun to decline by this time.

9th Century

4000 BC

Although the earliest remaining complete buildings date from the twelfth century, archaeological evidence points to the existence of a **settlement on or near the site** that dates back to 4000 B.C. The early town was a centre of trade and farming due to its location in the fertile Vale of Glamorgan and its proximity to the sea.

500 BC

Iron Age hill-fort dating to around 500 BC located on the eastern cliff overlooking Cwm Colhuw beach, known as 'Castle Ditches Camp'.



3rd Century

Tresilian Bay, just west of Llantwit Major, takes its name from Prince Silian who is rumoured to have kept court there in the 3rd and 4th centuries. There are many legends surrounding Tresilian Bay, one of which is that it contains many hidden passages and tunnels which smugglers

and pirates once used.

5th Century

St. Illtud's Monastery: During the fifth and sixth centuries influenced by the Celtic Saint Illtud, Llantwit Major became a centre of international importance, through its involvement in the spread of Christianity throughout Europe. During its peak the college attracted over 1000 students, including St David of Wales and St Patrick of Ireland. The church of St. Illtud now occupies this site, its current form shaped by construction spanning the eleventh to fifteenth centuries, alongside restoration work from the nineteenth century.



2.2 Historical Timeline



Boverton was the centre of the manor, with the **original manor house at Boverton Place** (rebuilt in 1597 by Roger Seys, Attorney General for Wales). The 'Black Death' of 1490 and the damage caused by the revolt of Owain Glyndwr blighted the town for much of the fifteenth century. These events weakened the manorial system and in the late 15th and early 16th century brought about the introduction of an estate system, the enclosure of fields, the aggregation of farms into larger units and the consequent rise of a class gentry and yeomanry.

15th Century



The **Llantwit Major affray** (between the Seys family and Vann family) of 1597 resulted in Vann being fined over £1,000.

The period between 1750 and 1900 was a settled one for the town, with buildings of this time mainly the modest cottages that are now a key characteristic of the town. The local people received non-conformism in the nineteenth century with enthusiasm resulting in the construction of several chapels. The **row of houses at Hillhead** was built as housing for the poor on land donated to the parish in 1809.

19th Century

11th Century

By the late eleventh century, the Normans had taken control of Morgannwg, and Llantwit Major was retained as a demesne of Robert Fizhamon, the Lord of Glamorgan. Fitzhamon, who also established Tewkesbury Abbey in 1102, granted the fields west of the town in the Abbey.

Under the Norman feudal system, Llantwit Major became a prosperous and sizeable community and it is estimated that the population may have reached 2,000. Buildings such as the **Town Hall, The Old White Hart and the Old Swan Inn** all had their origins in this period.



16th Century

In the 16th century, the population was much less that it had been, probably about 600, but prosperity had returned. There was a good trade in meat, dairy produce and wool through the port to the south-west of England. To demonstrate their new wealth, the gentry began to build or rebuild their houses. Great House, Plymouth House, Court House, Old Place, the Old Swan Inn and The Old White Hart and the Town Hall all owe their present appearance to this period.

17th Century

The Civil War and the 1660
Restoration changed the fortunes of some of the gentry and others moved to larger estates in England acquired through marriage or inheritance.

Houses either fell into ruin, like Old Place, or were let to local farmers.



2.2 Historical Timeline

The town remained a quiet agricultural community until the Vale of Glamorgan Railway opened in 1897. This ended Llantwit Major's isolation and, alongside the prosperity the coal trade brought to Glamorgan, drew new residents to the town, while many children of local families left agriculture and the area for better-paying jobs in the rapidly industrialising Barry and Cardiff.

1897

In the 1920s and 1930s, William Randolf Hearst, the American newspaper tycoon, mining and real estate magnate, **renovated and expanded nearby St Donat's Castle**, and was known to frequent Llantwit's Old Swan Inn with movie star friends such as Charlie Chaplin and Bob Hope. Since 1962 the castle has been home to the prestigious **Atlantic College**, which attracts students from over 75 countries. Once a year in August, St Donats Castle opens its doors to the public.

1930S



Llantwit Major Local History Society, founded in 1967, seeks to preserve and promote the great heritage and 1500 year history of the settlement at Llaniltud Fawr.

1967

In 2021 These3Streams, Llantwit Major's Festival of the Arts, is born. This was held alongside the Llantwit Major Food Festival in 2023 and 2024.

21st Century

1889

The **Llantwit Major Rugby Football Club** played its first match against Cowbridge Rugby Football Club in 1889.



20th Century

The town grew significantly to accommodate the **RAF (Royal Air Force) St Athan, which opened in 1938** and was an important flying station in World War II.

1962

Llantwit Major AFC was formed in 1962 and has enjoyed remarkable success in recent years, rising from amateur divisions and finishing as Cymru South league champions in 2021/22. Its supporters are known as the 'Windmill Army'.



The largest period of growth for Llantwit Major has been during the twentieth century, in particular the late twentieth century. This growth has been concentrated to the east of the historic core, creating a clear distinction between the historic Old Town and the newer parts of town to the east.







2.3 Location

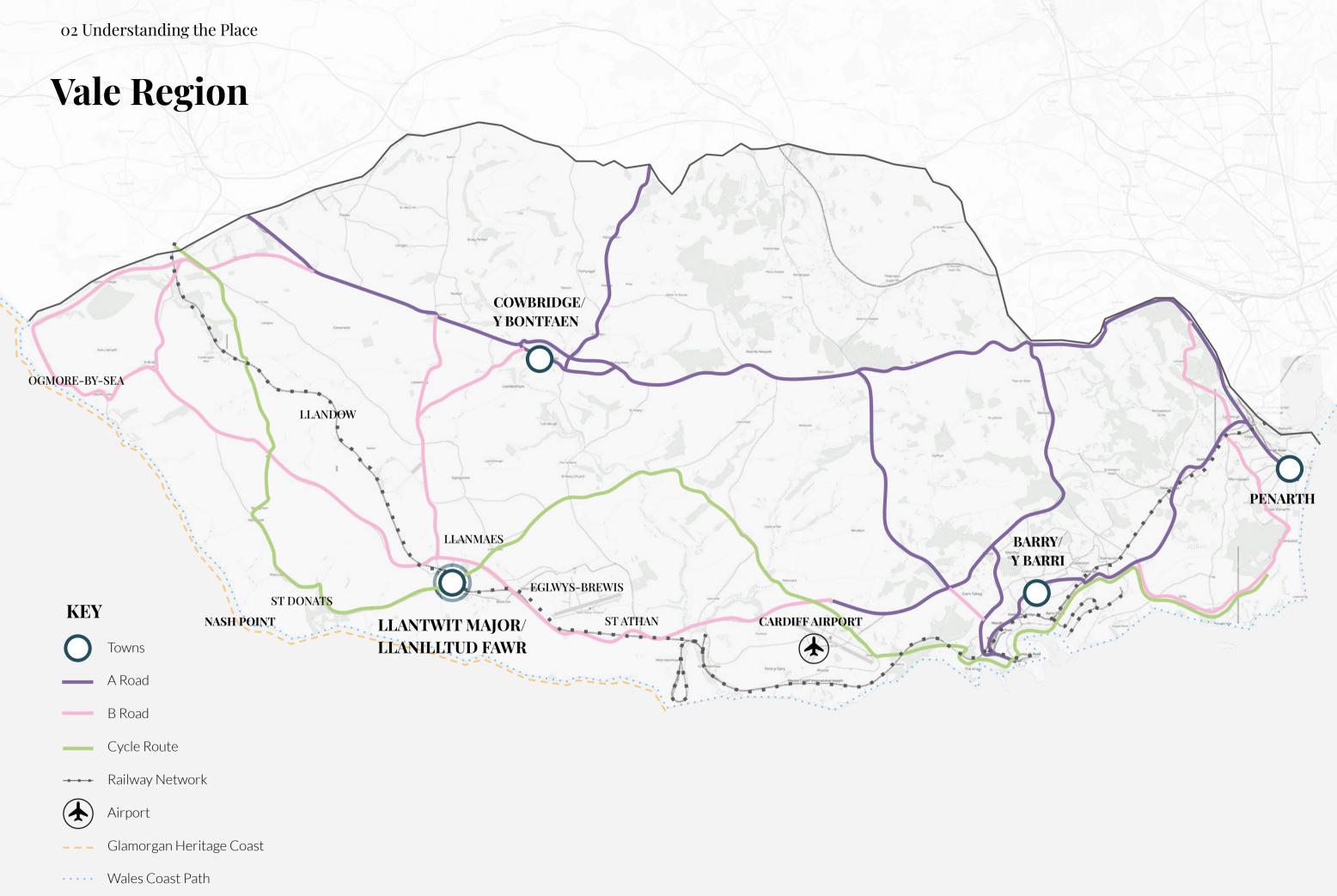
A Spectacular and Ancient Coastal Landscape

Llantwit Major is an ancient town located in the Vale of Glamorgan, South Wales. The Vale has always been a rich agricultural region, renowned for its attractive beaches. **Though fairly remote,** Llantwit Major enjoys good transport links, with rail and bus services connecting it westwards to Swansea, eastwards to Cardiff, and beyond into England. Situated approximately 12 km from Cardiff Airport, 15 km west of Barry, and 5 km south of Cowbridge, the town lies along the banks of the Ogney Brook, about 2 km upstream from the coast. It is a **compact town**, with housing, employment, leisure and other facilities located within close proximity to Llantwit Major Train Station.

Llantwit Major is a **gateway town to the Glamorgan Heritage Coast** - fourteen miles of unspoilt, natural coastline and breathtaking scenery which extends from Aberthaw in the east to Porthcawl in the west. With beaches overlooked by dramatic clifftops, the Glamorgan Heritage Coast is an area rich in geology and wildlife and popular with walkers, cyclists and fossil-hunters. The tidal range of the Glamorgan Heritage Coast is the second highest in the world. This along with the blue lias cliffs - limestone and shale layers, laid down millions of years ago, and famous for fossils - creates seascapes to rival any coastline in Britain. The Glamorgan Heritage Coast is a **part of the Wales Coast Path**, a continuous coastal footpath stretching 870 miles along the entire coastline of Wales, which attracts large numbers of visitors from across Wales, England and beyond.

Cwm Colhuw beach at Llantwit Major offers a mixture of rock, pebble and sandy beach with rockpools, surfing, windsurfing, angling, a café, toilets, lifesaving club and one of the best places in Wales to hunt for Jurassic fossils. Cwm Colhuw is also home to a number of rare and beautiful species, including the Small Blue Butterfly, Britain's smallest resident butterfly. The Cwm Colhuw Nature Reserve and Site of Importance for Nature Conservation (SINC) runs along the river Colhuw from the cliff tops and back towards the town. It contains the remains of an Iron Age Promontory Fort - a Scheduled Ancient Monument - evidence of **thousands of years of human habitation** along this unique coastline.





2.3 Location

The photos opposite show the current access, condition and facilities at Cwm Colhuw beach (the remaining sections in this chapter focus on the town itself).

Pedestrian access to the beach is difficult, with routes limited to a road under the national speed limit with no footpath (photo 1) or a public right of way across a privately owned field (photo 2), which is used for grazing cattle and often becomes flooded and muddy during poor weather. The council has recently installed a shared pedestrian and cycle path from the beach carpark to the field, however, this path ends at the gate to the field, forcing pedestrians onto the road or across the field.

The beach is accessed via the car park (photos 3 and 4), which offers free parking, cycle stands for six bikes, prominent litter and recycling bins, limited public seating on the inland side, and four Blue Badge parking bays for disabled drivers (photo 7) There is a low wall containing the coastal side of the car park, which functions as informal seating facing the sea. At the time of the site visit, the footpath on the coastal side of this wall was littered with large pebbles, deposited by the sea (photo 5).

The steep cliffs at Llantwit have undergone dramatic erosion in recent years: in many places, the rock structure has collapsed, particularly on the eastern face (photos 5 and 6). The cliff path, once set about 100 yards (90 m) from the edge is now within metres, and the VoGC has installed extensive new barriers and signage to prevent fatalities. Coastal erosion, sea level changes and flood risk present constraints to further development at the beach.

Beachfront facilities include a Llantwit Major Surf Lifesaving Club, public toilets and a privately run cafe with a large outdoor seating area facing the valley (photos 7 and 8). There is a small vacant plot of land part way up the western bank overlooking the beach (photo 7) that is owned by the council, and may present a development opportunity. Wayfinding and heritage interpretation is very limited and scattered. For example, it is not obvious that the beach connects to the Wales Coast Path and Glamorgan Heritage Coast, and is a significant site for fossil-hunting. There is a sign indicating views across the Bristol Channel, but this is not in a prominent location.



















2.4 Identity

Distinctive Built and Cultural Heritage

Llantwit Major's coastal location, as well as its rich built and cultural heritage, contributes to its **unique character and very strong sense of identity**.

Almost every period in history has left its mark in Llantwit Major - Iron Age hill forts, a Roman villa just outside the town, Celtic crosses, a medieval grange (farm), and a number of fine Tudor buildings. Despite significant recent growth, concentrated to the east of the historic core, the town has retained much of its historic charm.

Llantwit Major owes its name to the Celtic Saint, Illtud. The present site of the Old Town may have remained heavily wooded and hostile until the late fifth century, when Saint Illtud, founded a church and religious school on the site - possibly Britain's oldest centre of learning. Llanilltud became a sacred and special place - the cradle of Celtic Christianity and a burial place of kings and abbotts.

The imposing church of St. Illtud now stands on this site, its appearance today the result of building from the eleventh to the fifteenth century together with nineteenth century restoration. The formerly ruined Galilee Chapel has recently been restored and houses an exhibition of ninth and tenth century Celtic crosses and headstones - the finest collection outside of the National Museum.

Llantwit Major's unique physical character is derived from the contrast between the open fields to the west of the valley and the tightly spaced urban areas within the historic core. Most of the streets and open spaces in the historic core follow the medieval pattern designed when the town was laid out around the parish church. The Old Town is characterised by intimate, tightly enclosed streets, with narrow or no pavements and buildings fronting directly onto the street. Even the public open spaces such as the Square are relatively compact, contained by modest scale (mostly two-storey) terraces of buildings with interesting vistas leading from and to them (see photos opposite).





o2 Understanding the Place

2.4 Identity

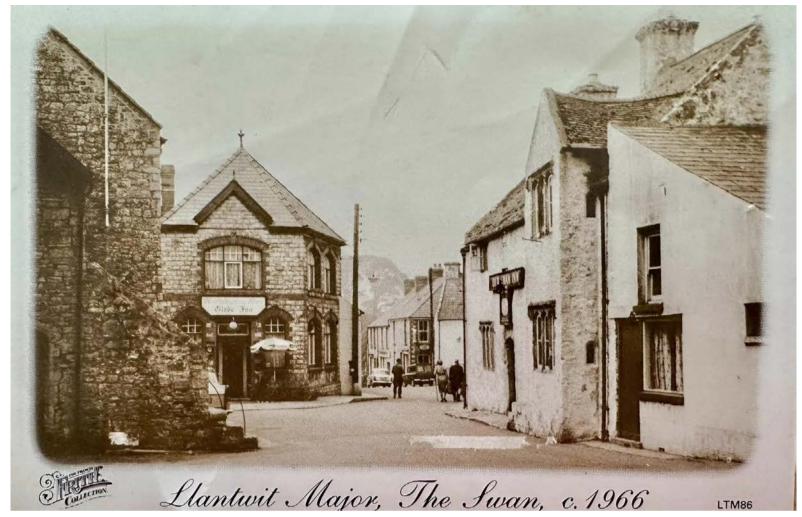
The **Llantwit Major Conservation Area** was designated in October 1970, in recognition of the **special architectural and historic interest of the town**. Having designated the Conservation Area, the local authority has a statutory duty to ensure that the character of the area be preserved or enhanced.

The Conservation Area Appraisal and Management Plan 2010 records and analyses the various features that give the Llantwit Major Conservation Area its special architectural and historic interest. There is a presumption that all of these features should be 'preserve and enhance the special qualities of the Conservation Area', as required by the legislation. The Conservation Area contains 54 listed buildings and 22 locally listed County Treasures.

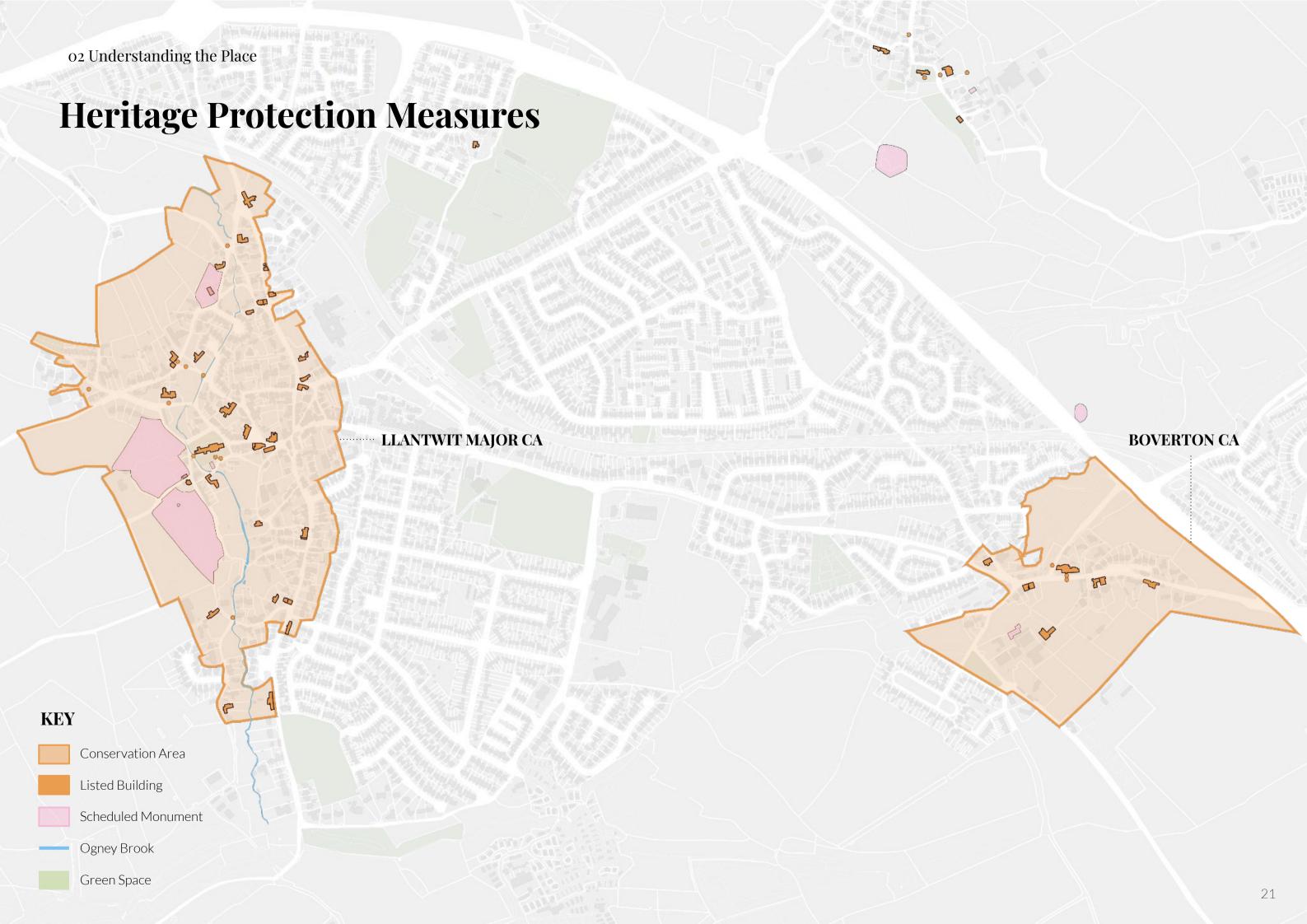
Although not exhaustive, the defining characteristics of the Conservation Area that reinforce the designation can be summarised as follows:

- Historic core of a former rural settlement built to serve a Monastic Grange, the remains of which are not a Scheduled Monument
- The Parish Church of St. Illtud, grade I listed
- Location on valley sides of the Ogney Brook
- Survival of a strong historic street pattern enclosed by a diverse range of historic buildings
- The special architectural and historic interest of some of the area's historic buildings and structures including listed buildings and scheduled monuments
- Prevalence of a simple palette of local materials in the construction of historic buildings
- The Square, the key focal point of the historic town
- A network of green, open spaces along the bank of the Ogney Brook
- Stone boundary walls
- Rural views over surrounding countryside from the north and west of the conservation area

In addition, the smaller **Boverton Conservation Area** to the east was designated in 1970 and contains 12 further listed buildings, including Boverton Place.







o2 Understanding the Place

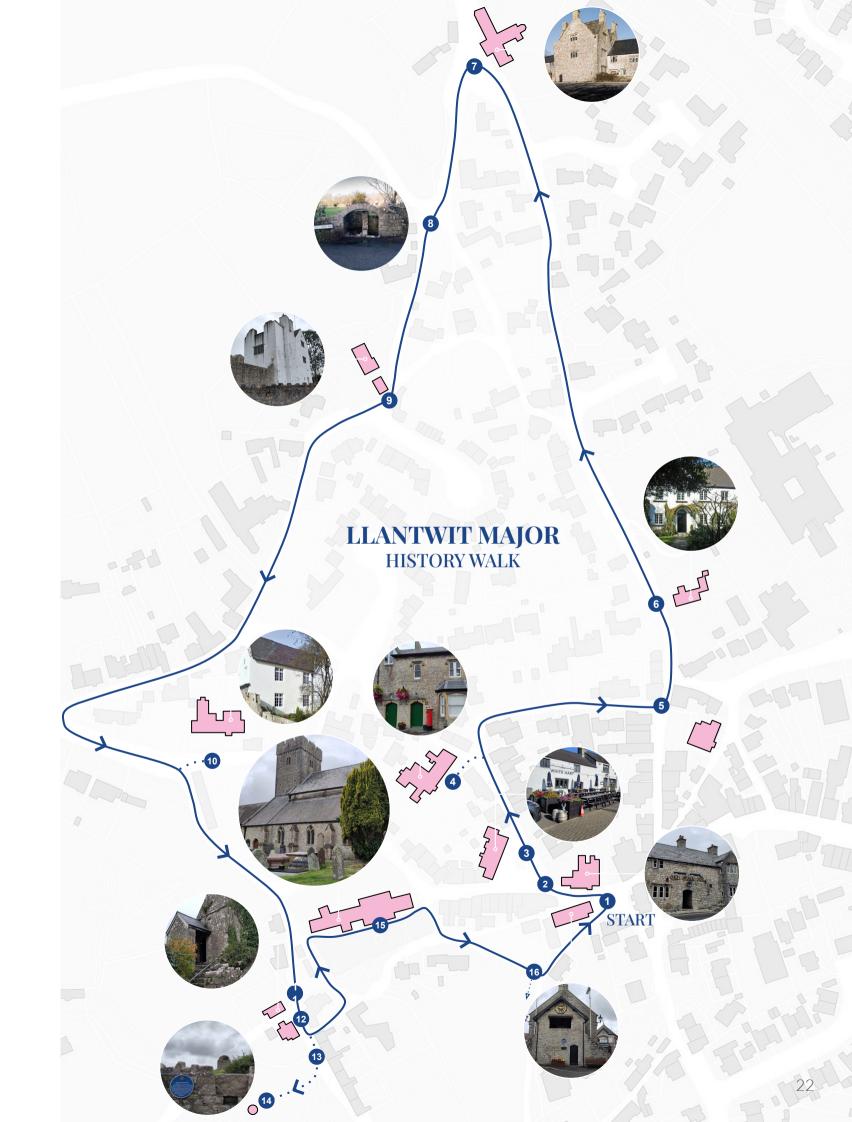
2.4 Identity

Llantwit Major History Society has established a local archive, which is housed at the Old School within the Old Town and is accessible by appointment and open to the public on a Friday afternoon. The Society has also created the Llantwit Major History Walk, a heritage trail which is recreated in the map opposite, with information about interesting historical buildings along the way. At present, this information is available on the History Society's website.

There is also a Blue Plaque town trail which picks up many of the same historically significant sites previously outlined, with information and a map available on the Visit the Vale website. This existing information and mapping could be updated and collated into more accessible formats, both online and at key points throughout the town. For example through heritage interpretation boards and QR codes for further online information or interactive elements, to ensure promotion of Llantwit Major's rich history to a wider audience including younger people.

KEY

- 1 Town Hall
- 2 The Old Swan Inn
- 3 The Old White Hart
- 4 Knolles Place/The Old School
- 5 Bethel Baptist Church
- 6 The Old Courthouse
- 7 The Great House (Ty Mawr)
- 8 Samson's Well
- 9 The Old Place
- 10 Plymouth House
- 11 The Gatehouse
- 12 The Old Police Station
- 13 Hillhead
- 14 The Dovecot
- 15 St. Illtud's Church & Galilee Chapel
- 16 Viewpoint



2.4 Identity











Town Hall

This began as a Norman Manorial courthouse for the holding of courts leet (tenants) and baron (freeholders) for the manor of Boverton and Llantwit Major. It was largely rebuilt or renovated under the lordship of Jasper Tudor 1485-95; became a guildhall in the time of Henry VIII, the bailiff's house. It was then leased in part to the St. Illtud's lodge of the Oddfellows Society in 1845 and taken over by the first parish council in 1894.

The Old Swan Inn

The Old Swan Inn, originated as a substantial 16th century private dwelling. During the Civil War period the innkeeper, Edward Maddocks, struck brass tokens, gaining the house a reputation as a mint. Monthly manorial courts were sometimes held there including the last court leet. As an inn it entertained many celebrities in the 1930s including Randolph Hearst, Marion Davies and the then Prime Minister Neville Chamberlain.

The Old White Hart

This was the first known domestic residence to be built following the destruction of the manor of Boverton and Llantwit Major, during the revolt of Owain Glyndwr, about 1405. The house was built by John Baker Jack of England about 1440. In the 18th century, as an inn, it struck copper coins and hosted monthly manorial courts formerly held in the Town Hall. It was rebuilt following a devastating fire in 1785.

The Old School

The house was built circa 1450 by John Raglan (Herbert) and later occupied by Robert Raglan. The Raglans controlled many local offices as stewards and chantry priests. In the 17th century it became a vicarage for Stephen Slugg the notorious 'Trimmer' of the civil war period. It became a board school providing elementary education from 1874 – 1975.

Bethel Baptist Church

This chapel was established in 1807 when Thomas William brought his congregation here from Burton,
Aberthaw. The land had been purchased from Thomas Redwood of Boverton for five shillings. William was a Welsh hymn writer of great note and attracted a congregation from across the Vale. His work was carried on by Rev. Morgan Morgan who was also the post master at Boverton. Originally an Independent Chapel, it later joined the Congregational denomination and is now part of the United Reformed Church.

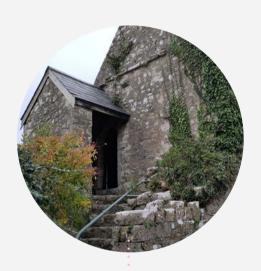
2.4 Identity











The Old Courthouse

Also known as Ivy House, this was a 16th century town house, extended in the 18th century by Christopher Bassett. Later occupiers include Daniel Durell, headmaster of Cowbridge Grammar School, and Elias Bassett, who was a benefactor of Tabernacle Chapel. After his death the house passed to his niece and her husband, William Thomas, then to Illtyd Thomas, father of the antiquarian, Marie Trevelyan.

The Great House

This is a late 15th century house with a southern wing added in the 17th century which incorporates many defensive features. From the time of its construction it was associated with the Nicholl family, who were the most prominent of the landed gentry locally, and which produced many distinguished representatives in the fields of medicine, art, law and the church.

The Old Place

This building has incorrectly been called Llantwit Major Castle. It is the ruin of a mansion built in 1596 by Griffith Williams of Candleston for his daughter and son-in-law, Edmund Vann. Williams and Vann were lawyers, noted for conflicts with the local gentry. The family died out in 1695 and the house was abandoned. It is now in private ownership and being restored.

Plymouth House

This house has a reputation of forming part of the Celtic monastery. It became the manor house of West Llantwit or Abbot's Llantwit, the land given to Tewkesbury Abbey by the Normans.

After the dissolution of the monasteries it was bought by Edward Stradling as his town house. It passed to Lewis of the Van, then to the Earl of Plymouth. It was bought by Dr. J.W. Nicholl Carne who renamed it.

The Gatehouse

This 14th century house afforded entry into a cluster of farm buildings belonging to the grange of Tewkesbury Abbey. The grange was an estate also known as West Llantwit or Abbots Llantwit. After the dissolution of the monasteries it was sold to Edward Stradling and later descended to the Earl of Plymouth. On the south side the dovecot is still visible.

24

o2 Understanding the Place

2.4 Identity

The information on the previous pages, and photos opposite, highlight key features, landmarks, and characteristics that define Llantwit Major's identity as a town, with character areas summarized in the map on the following page.

The 'Old Town' of Llantwit Major, with its focal point around the Square (photo 1), contains a number of key historic landmarks, including St. Illtud's church, the Town Hall, The Old White Hart and the Old Swan Inn, that are important to Llantwit Major's history and identity. The historic streetscape is tightly enclosed with primarily two-storey buildings and limited footways (photo 2). This character extends into the older residential areas surrounding the historic town core, with winding lanes and streets lined with stone boundary walls and modest cottages (photos 3 and 4).

To the west and south of the Old Town, the landscape opens up towards the surrounding agricultural land and coastal cliffs. These open fields create a distinctive contrast to the tight urban grain of the adjacent historic core (photos 4 and 5), and provide a link between the two key destinations of the Old Town and the beach.

To the east of the Old Town, the town centre extends along Boverton Road into the New Town, which is characterised by more modern development. There is a clear distinction in character between the Old Town and the New Town, though the scale of buildings remains generally two-storeys. The New Town has generous paved footpaths, together with significant on-street parking, and overall the wider streets create much less sense of enclosure compared to the Old Town (photos 7 and 8).

Further east and to the north, the town comprises predominantly 20th century residential development, which generally maintains a modest two-storey form, largely detached and semi-detached with setbacks from the streets, creating a suburban character (photo 6). Due to fairly continuous development along Boverton Road, the village of Boverton is practically joined up with Llantwit Major. A clear boundary to the north and northeast is formed by the B4265, the main road in the Vale, running in a northwesterly direction linking Cardiff Airport to Bridgend.







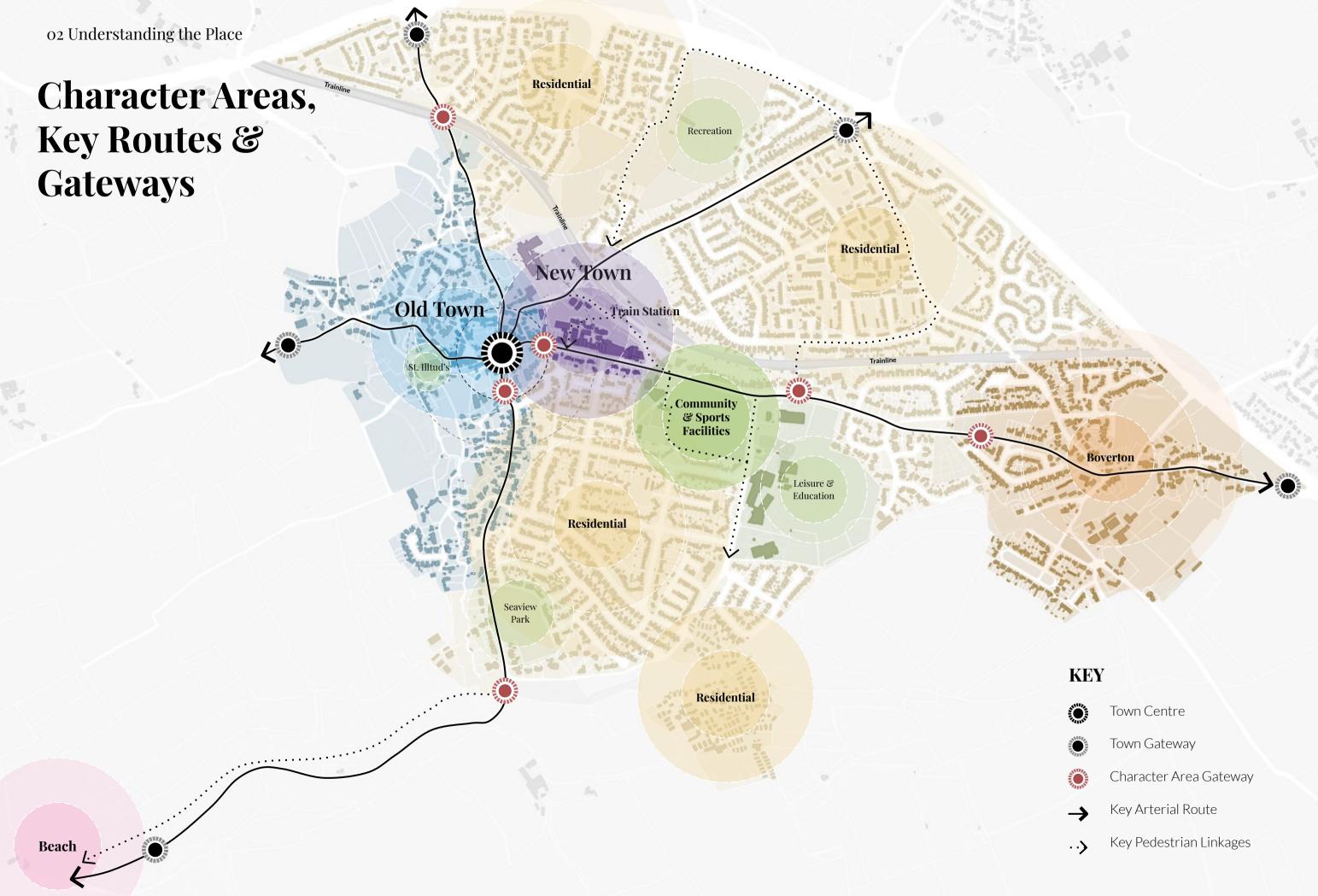












2.5 People & Community

Demographics

Llantwit Major had a **population of 9,935 in 2021, declining by 7% since 2011**, whilst the populations of the Vale of Glamorgan and Wales as a whole increased.

Area	2011 population	2021 population	Population growth (%)
Llantwit Major	10,621	9,935	-7%
Vale of Glamorgan	126,336	131,935	4%
Wales	3,063,456	3,107,492	1%

Table 1: Population Change 2011 - 2021 (Source: 2011 and 2021 Census Data)

Despite the declining population as highlighted in Census figures, a number of recent and potential housing developments within and nearby Llantwit Major are likely to increase the residential population. Furthermore, the **Vale of Glamorgan is projected to see a 6.7% population increase between 2025 and 2043**, the second-highest growth among Welsh local authorities, according to Welsh Government population projections.

Household deprivation is relatively low, with the majority of households (52%) in Llantwit Major not deprived in any dimension, slightly higher than the Vale of Glamorgan (51%) and 50% for Wales as a whole. The map opposite (figure 1) shows the Welsh Index of Multiple Deprivation (WIMD)* 2019, with the majority of Llantwit Major and surrounding areas falling within the 50% least deprived areas within Wales, apart from an area between Llanmaes Road, Eagleswell Road and the railway which falls between 30% and 50% most deprived. There are thus **pockets of deprivation**, where issues such as affordable access to fresh food are a challenge. Within the wider region (figure 2), Llantwit Major performs relatively well in terms of Access to Services (which includes travel times to food shops, GP surgeries, primary schools, secondary schools, post office, public library, pharmacies, petrol stations, sports facilities, and availability of broadband at 30Mb/s) - highlighting the role of Llantwit Major as an **important services hub for residents beyond the town's boundaries, including Llanmaes, Eglwys-Brewis and St Athan.**

*WIMD is the Welsh Government's official measure of relative deprivation for small areas in Wales, identifying where there are the highest concentrations of lack of access to opportunities and resources across 8 types: Income, Employment, Health, Education, Access to Services, Housing, Community Safety, and Physical Environment.



Figure 1: WIMD - Overall

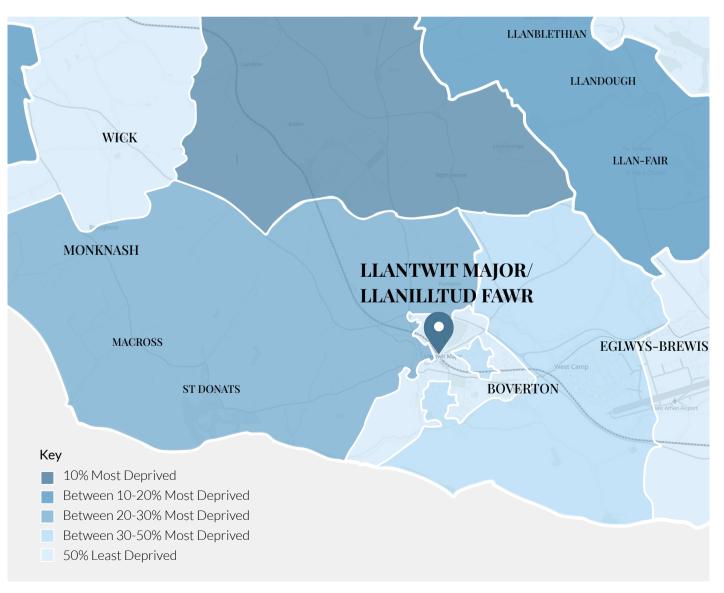


Figure 2: WIMD - Access to Services

2.5 People & Community

The 2021 Census also highlighted the following key community characteristics:

Higher age profile: There is a lower proportion of residents aged under 15, and between 16 – 34, and a much higher proportion aged between 65 – 74, and between 75 – 84, living in Llantwit Major when compared to the Vale of Glamorgan and Wales as a whole. Llantwit Major also has a significantly higher proportion of retirees compared to the Vale and Wales (31%, 26% and 25% respectively).

Highly educated: Llantwit Major has a lower proportion of residents who do not have any qualifications (14%), and a higher proportion of residents who have Level 4 qualifications or above (37%), compared to Wales as a whole.

High home ownership: Llantwit Major has a higher proportion of residents who own the house that they occupy when compared to the Vale and Wales as a whole (73%, 72% and 66% respectively) and a significantly lower proportion of socially rented homes (9.0%,12% and 17% respectively).

Welsh language: A lower proportion of residents living in Llantwit Major report being able to speak Welsh when compared to the Vale of Glamorgan and Wales as a whole, 10%, 12% and 18% respectively.

Health: A lower proportion of residents living in Llantwit Major report having 'bad' and 'very bad' health (6%) when compared to the Vale and Wales as a whole.

Disability: Of the residents who stated that they are disabled, a lower proportion of residents in Llantwit Major report having their day-to-day activities limited a lot when compared to the Vale and Wales, 8%, 9% and 10% respectively.

Employment: The most common industrial sectors for employment of Llantwit residents are: human and social work (15%); wholesale, retail, repair of motor vehicles (13%); public administration and defence (13%); and education (11%).

Community Events

Llantwit Major has a range of regular cultural and community events on offer at various locations around the town, which reflects and supports a strong sense of community.











2.6 Mix of Uses

A Good Mix of Uses and Amenities

Llantwit Major town centre offers a range of retail, food and drink and commercial uses, including a number of independent shops such as a butchers, bakeries and gift shops, health and beauty providers, historic pubs, restaurants and cafes. Many of the town's historic buildings are concentrated within the Old Town, including St. Illtud's church, the Town Hall and the Old School. Both the Town Hall and Old School are partially occupied by Llantwit Major Town Council, and made available for other uses, including a playgroup, radio station, local archives and community event venue within the Old School. There are a number of other community facilities in the town, including Llantonian Hall and CF61, both of which are available for hire. **Public toilets** are located next to the Town Hall (though these are now closed and in need of repair/refurbishment), at the beach and on Boverton Road. Doctors, dentists and pharmacies are located near the town centre.

There is also a **wide range of sports facilities** within Llantwit Major, including football, rugby, bowls, and tennis. Llantwit Major Leisure Centre offers a gym, swimming pool, indoor sports hall (badminton, 5-a-side football, basketball, netball, table tennis) as well as various activities for children. There are **three primary schools and one comprehensive school** in the town. Three of the schools are clustered together with the leisure centre, library, health centre and sports facilities, within walking distance of the train station and transport interchange. The majority of **housing is concentrated in the northern and eastern parts** of Llantwit Major.

Visitor accommodation is limited, with the key facilities being Rosedew Farm Holiday Cottages and Wedding Venue, and Acorn Camping and Caravan Site, both located to the south of the town, and a few smaller guesthouses and self-catering options. Within the wider region, St Donats Castle is home to Atlantic College and St Donats Arts Centre, which offers a diverse programme of events, performances and workshops, including many activities for children. A range of industrial and employment uses, technical training for the Ministry of Defence and University of Wales Air Squadron, are located around the former Royal Air Force site at St Athan.



2.6 Mix of Uses

The photos opposite show some of the key land uses and facilities available within Llantwit Major, and their current condition, accessibility and useability. There is a concentration of pubs, a cafe, gift shop and bakery around the Square in the Old Town (photo 1), creating a social hub with an attractive setting that reflects the rich heritage of the town. Further pubs, restaurants, cafes and takeaways, together with a variety of retail and services businesses, are located within the town centre, with another key hub centred around the Poundfield Shopping Precinct (which connects the town centre with the train station via pedestrian routes) (photo 2).

A number of historic buildings are owned and managed by Llantwit Major Town Council, including the Town Hall (photo 3) and Old School, which have been refurbished and adapted for a range of modern uses. Similarly, the Church in Wales owns a number of historic buildings including St. Illtud's Church and several smaller underused buildings such as the Gatehouse. A dedicated local church team have recently developed a buildings maintenance and development plan. These key local stakeholders and assets present significant Placemaking opportunities for the town.

The leisure centre (photo 4) is located next to Llantwit Major School, though it is set back from Ham Lane and surrounded by a large expanse of concrete for vehicle movement and parking, creating a sense of disconnection. The library and health centre are located nearby (photo 5), but have a similar sense of being fairly hidden away. The buildings and surrounding public realm feel dated and in need of investment. Located within the same precinct are various sports facilities including the rugby, bowls and tennis clubs, a playpark and Llantonian Hall. The pathways, boundary conditions and signage around these facilities lacks consistency (photo 6), creating a missed opportunity to promote use of this cluster of community facilities.

Llantwit Major AFC (photo 7) and associated fields is located to the north of the town on Windmill Lane, together with a skatepark, providing a valued amenity and green space in this area of town. The northern and eastern parts of Llantwit Major comprise primarily fairly low density residential development, which has a quiet suburban character but is within walking and cycling distance to the mixed use town centre and the train station/transport interchange.



















2.7 Movement

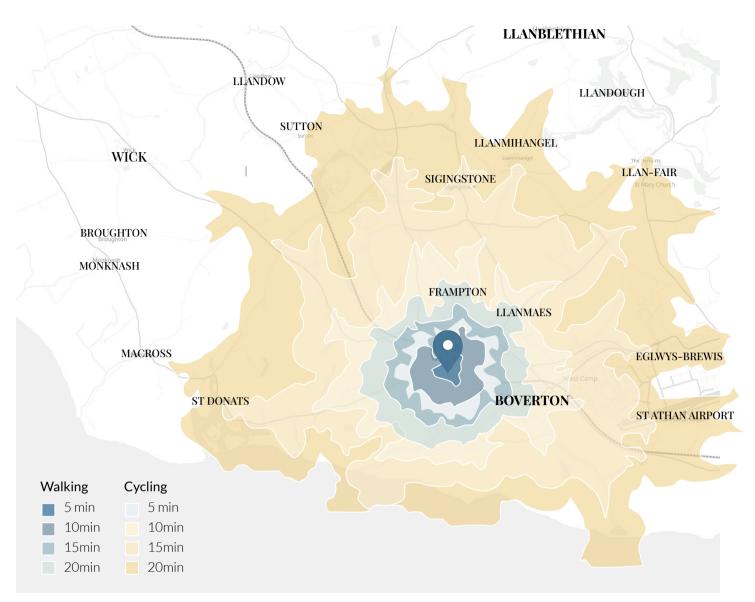
A Compact and Well-connected Town

Llantwit Major is **a compact, walkable town**, with housing, employment, leisure and other facilities located within close proximity. The map opposite shows walk and cycle isochrones - areas that are within comfortable walkable or cycling distance (5 to 20 minutes) from **Llantwit Major train station and interchange**.

This station is on the Vale of Glamorgan Line and has hourly trains to Cardiff Central (journey time of approximately 40 minutes) and Bridgend (about 16 minutes). The station is unstaffed, with no ticket office or public toilets. Step free access to Platform 1 (to Barry and Cardiff) is via Llanmaes Road, and to Platform 2 (to Bridgend) from the station car park, with a footbridge between the platforms. There are 40 car parking spaces, 8 sheltered cycle spaces and a Brompton Bike hire scheme. There is also a bus stop located at the interchange, with Route 303 hourly to Bridgend, Route 304 hourly to Cardiff (via Rhoose Cardiff International Airport and Barry) and Route 321 to Talbot Green (via Cowbridge). There are school buses running from surrounding areas to Llantwit Major schools, and other school connections that make use of the transport interchange. The Council-run Greenlinks Community Transport scheme offers accessible cars and minibuses.

Despite this **public transport connectivity**, Llantwit Major has **relatively high vehicle ownership** (only 14% of households in Llantwit Major have no car or van, compared to 19% for Wales) and the **majority of residents (57%) travel to work driving a car or van** (6% on foot, 2% by train, 1% cycle and 0.7% by bus). A further 29% work mainly at or from home. Free public parking is available at the beach, the Town Hall and train station, on street in the town centre along Boverton Rd, with further privately run parking at Poundfield shopping precinct. Electric vehicle charging points are available at the station, the Town Hall and Old School.

The **proposed National Cycle Network Route 88 passes through Llantwit Major** along Llanmaes Road, connecting it to St Athan and many of the towns and villages across the south coast and southern Vale.



Llantwit Major Isochrones Map - Walking and Cycling

Method of Travel to Work							
Area	Llantwit Major(%)	Vale of Glamorgan (%)	Wales (%)				
Work mainly at or from home	29.2	34.0	25.6				
Underground, metro, light rail, tram	0.0	0.1	0.0				
Train	2.1	2.3	0.8				
Bus, minibus or coach	0.7	1.5	2.3				
Taxi	0.1	0.4	0.6				
Motorcycle, scooter or moped	0.5	0.4	0.3				
Driving a car or van	56.6	50.2	56.5				
Passenger in a car or van	3.0	3.4	4.8				
Bicycle	1.2	1.0	1.1				
On foot	5.6	5.9	7.1				
Other method of travel to work	0.8	0.8	0.9				

Table 2: Method of Travel to Work (Source: 2021 Census Data)

2.7 Movement

The photos opposite and description below capture some key observations about Llantwit Major's current transport and movement network.

Llantwit Major train station (photos 1 and 2) operates as a transport interchange, with a bus stop and shelter, taxi drop-off, car parking, cycle parking and cycle hire facilities. The station concourse comprises large tarmacked areas with significant space dedicated to vehicles and very limited space for people, aside from a small area of seating and trees where a food truck is parked to provide coffee.

The most direct route from the station into the town centre (and on towards the Old Town and beach) is via a pedestrian crossing over Le Pouliguen Way, and then a set of stairs that leads through a carpark at the back of the Poundfield Shopping Precinct (photo 3). This route is not ideal for pedestrians due to the potential conflict with cars within the carpark and not accessible for those using wheelchairs, mobility scooters or buggies due to the stairs. The route is also not well signposted, making legibility and accessibility between the two areas poor.

An alternative route east from the station along Le Pouliguen Way meets Boverton Road, connecting to the eastern end of the town centre where there is another pedestrian crossing (photo 4), or continuing further east along Boverton Road towards the cluster of schools, sports and community facilities. There are no pedestrian crossings along this stretch of Boverton Road, but an existing crossing with planned upgraded on Ham Street opposite the school. The pavement along the southern edge of Boverton Road leading towards the schools is narrow in parts, with only enough space for single-file pedestrian movement (photo 8).

To the north of the station is a cluster of residential areas, including Crawshay Court Sheltered Housing for those over the age of 60. The primary route connecting these residential areas to the station and into the town centre, including to the school and health facilities at this side of town, is along Eagleswell Road (photo 7) and Llanmaes Road (photos 5 and 6), where footways are narrow, paving is often uneven and in need of repair, and streets are car dominated. Llanmaes Road is also a key route into/out of Llantwit Major, connecting into surrounding areas.

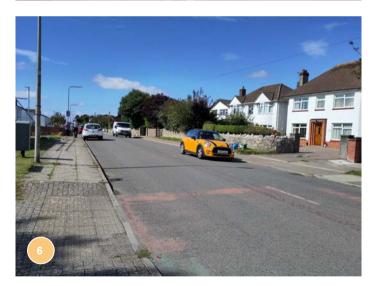


















2.8 Public Realm

Network of Green and Public Spaces

Llantwit Major offers **ample green spaces and access to nature**, including the beach, parks, playing fields, allotments, and countryside. The beach is connected to a variety of coastal walks, and there are a large number of public rights of way connecting the beach and other places across Llantwit Major with surrounding coastal cliffs and countryside. However there is a **lack of a safe, accessible route between the town and beach**, currently accessed via a road or field.

Within the town centre, there are two distinct character areas - the Old Town focused along Church Street, and the New Town along Boverton Road. The intimate (triangular) **Square, surrounded by historic pubs** and modest two-storey terraces remains the social heart of the Old Town. Cafe Velo is a draw for cyclists on a day out in the Vale. The New Town is centred around the **Poundfield open air shopping precinct**, which has a coffee shop with public outdoor seating and spacious pedestrianised streets linking northwards to the train station. The northern part of this key route, via a parking lot to the rear of Poundfield (with inactive frontages) and stairs, is problematic due to its poor safety, accessibility and legibility.

The New Town frontages are set back from the road with **on-street parking** providing a buffer between the traffic and wide pavements. Moving towards the Old Town, the **pavements become much narrower and in some cases interrupted** by buildings fronting directly onto the street. This presents a challenge for pedestrian safety and accessibility, although it was observed during site visits that cars tend to move very slowly along this stretch, allowing pedestrians to walk in the roadway where needed. Most of the town is covered by a 20mph speed limit, although this increases to the national limit on the road to the beach.

Public flowers brighten up key public spaces, though street trees and street furniture such as seating, cycle racks, and lighting are limited. A number of overflowing litter bins were observed. **Wayfinding and heritage interpretation** could be improved, to highlight access to the beach and other key places.





2.8 Public Realm

The Square of the Old Town (photo 1) is ideally located to act as a focal public space, particularly for the evening economy given the concentration of pubs, but with opportunity to support further activity at all times of day. Its current function and attractiveness as a public space is limited by poor design of the space in terms of level changes, materiality, location of street furniture and barriers to social use.

In the New Town, the public outdoor seating outside Gregg's coffee shop (photos 2 and 3) is well used at all times of day, indicating that this central location and type of spill-out seating is valued and possibly worth enhancing and expanding across the town centre. The wide paved surfaces of large parts of the New Town (photos 2 and 3) create a pleasant pedestrian environment, though there were some pinch points observed where street furniture could be rearranged to ensure continuity and accessibility. The most significant pinch points are evident in the Old Town, where the historic urban grain is much tighter and in some cases buildings protrude directly onto the street, necessitating pavements to become very narrow or end (photo 4). The tarmacked street surface within the Old Town, together with the cluttered feel of the road markings, signage and in some cases inappropriate modern interventions impacts the appreciation of the historic character of this area.

While Llantwit Major has access to ample green spaces, many of these are open fields with limited park amenities provided (such as Seaview Park, photo 5), which reduces the potential range of users and dwell time. In particular, facilities to encourage use by children, young people and in the winter would be valuable.

Llantwit Major's network of public footpaths is a significant asset and an important aspect of its unique character that should be protected and celebrated. Many of these routes are in need of improvement to better maintain vegetation, remove unnecessary barriers, improve lighting and safety, and ensure signposting is clearly visible (photos 6 and 7). There are attractive wayfinding posts in key areas of the town (photo 8), however these are not always accurate or obvious. Wayfinding and heritage interpretation across the town would benefit from a thorough review.

















03 Engaging the Community

- **3.1** Engagement Activities
- **3.2** Survey Insights
- **3.3** Location
- **3.4** Identity
- **3.5** People and Community
- **3.6** Mix of Uses
- 3.7 Movement
- **3.8** Public Realm
- **3.9** Key Insights

The Process

Further community engagement activities were held in late 2024 in order to test and refine the initial research findings and ideas, including:

- Community Co-Design Workshop (16 attendees)
- Community Drop-in Event (26 attendees)
- Llantwit Major Comprehensive School (300+ students)
- Interviews and meetings with key stakeholders



Community Engagement	Research & Analysis	Early Ideas	Further Engagement	Draft Plan	Public Consultation	Final Plan
2023	Aug - Oct 2024	Oct 2024	Nov 2024	Jan 2025	Mar 2025	Mar 2025
	<u> </u>					

In order to meet members of the public and raise awareness of the Placemaking work, a number of **community engagement** activities were held in 2023 and 2024 with **over 400 people of various ages:**

- Online Placemaking Survey (87 responses)
- Llantwit Major Food Festival (100 attendees, wide demographic),
- Business Focus Group (six attendees, age 25-55)
- Youth Bible Class (20 attendees, age 11-18)
- Music in Mind (5 attendees, 50+)
- Llantwit Major Youth Club (20 attendees, age 11-16)
- Horticultural Society (11 attendees, age 50+)
- Tiny Treasure Seekers (20 attendees, young parents)
- Crawshay Court (7 attendees, age 70+)
- Llantwit Sports Clubs (14 attendees, age 20-60)
- Filco (20 attendees, various ages) and
- Poundfield Shopping Precinct (20 attendees, various ages)



A **public consultation** on the Draft Placemaking Plan was held in March 2025 to seek views of the public on the draft Vision, Objectives and Opportunity Areas within the Placemaking Plan, and help to shape the final Placemaking Plan. Activities included:

- Public drop-in events over several days at various times with opportunities for face-to-face discussions and feedback, as well as written feedback (117 attendees)
- Information and opportunity to comment online via the Participate Vale website and survey (12 responses)

In total, nearly 1,000 people were engaged at more than 20 events.

3.1 Engagement Activities

In recognition of the importance of meaningful community engagement from the outset of the placemaking process, the VoGC and Llantwit Major Town Council began engaging the community in 2023, before appointing consultants to lead further engagement and development of this plan.

Placemaking Survey was conducted from May 8th 2023, to August 31st 2023. Throughout this period, a total of 87 responses were received, which included paper copies as well as digital responses via the Participate Vale platform. Leaflets which advertised the survey were left in various public locations across town, including the library, doctors, leisure centre, pubs and various other venues. The VoGC's Creative Communities social media accounts, X (1,526 followers) and Facebook (1,900 followers) were used to advertise and encourage people to visit the VoGC Participate Vale page, which hosted information on Placemaking across the Vale of Glamorgan and the Llantwit Major Placemaking Survey.

A number of **Public Engagement Events** were held in 2023/24 in order to meet members of the public and raise awareness of the Placemaking work being undertaken in Llantwit Major. This included engagement of **over 400 people of various ages** at the Llantwit Major Food Festival (100 attendees, wide demographic), a Business Focus Group (six attendees, age 25-55), Youth Bible Class (20 attendees, age 11-18), Music in Mind (five attendees, 50+), Llantwit Major Youth Club (20 attendees, age 11-16), Horticultural Society (11 attendees, age 50+), Tiny Treasure Seekers (20 attendees, young parents), Crawshay Court (7 attendees, age 70+), Llantwit Sports Clubs (14 attendees, age 20-60), Filco (20 attendees, various ages) and Poundfield Shopping Precinct (20 attendees, various ages).

During each of these events, the online survey was highlighted and people were encouraged to complete it, and discussions were held about what people like and dislike about Llantwit Major, and what changes they'd like to see in the next five years. The following pages highlight the key insights from the initial survey and engagement events, under the six themes of the Placemaking Wales Charter.

Placemaking puts people at the heart of the process...

'Places that are created or adapted should support the health and well-being of those who live, work in and visit them joining up the needs and opportunities of the whole community... Opportunities to involve the local community should be considered at the outset of the placemaking process with early involvement providing the best opportunity to identify and address the needs, concerns, ideas, aspirations and character of the local community. Involvement also helps to develop a sense of ownership and belonging in a place.'

Placemaking Wales, Placemaking Guide 2020





3.1 Engagement Activities

Based on the emerging themes and potential placemaking projects identified through the initial engagement and research, the next phase of work included further in-depth engagement and public consultation with a wide range of local stakeholders to test and refine these ideas:

- **Meetings/Interviews** with key stakeholders (including council officers, community groups, key landowners/potential project leads)
- Community Co-creation Workshop and Community Drop-in Event (held on 6 November 2024) with key stakeholders (both council and key community representatives), using a number of creative groups exercises to explore:
 - Vision What is unique about Llantwit Major? What could it be? (Using an imagined newspaper article from the future)
 - Assessing the place Considering and rating which aspects of Llantwit
 Major are currently performing well and which are in need of
 improvement, using the Place Standards Assessment wheel focussed on
 the six Placemaking Wales principles
 - Projects/Interventions Discussing and prioritising potential placemaking projects (existing suggestions and new ideas) using a Prioritisation Matrix (Impact x Implementation) to identify projects most likely to deliver positive long-term change or quick wins
- **School Engagement** carried out by the VoGC at Llantwit Major Comprehensive School (on 18th – 22nd November 2024) to gather input from young people on what they would like to see in Llantwit Major.
- **Public Consultation** on the Draft Placemaking Proposals (held over the week of 10th 14th March 2025) including information and opportunity for feedback online as well as a series of face-to-face drop in sessions in public locations at various times throughout the week, seeking public views on the draft Vision, Objectives and Key Opportunity Areas to shape the final Placemaking Plan.



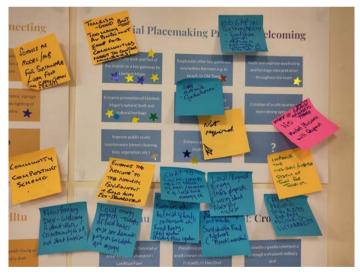














3.2 Survey Insights

Overall, 79% of survey respondents are very or fairly satisfied with Llantwit Major as a place to live.

Some of the most widely mentioned and supported ideas for improvements were:

'Better promotion of the town's assets. including better information for tourists.'

'Improve engagement with the community, particularly around new development proposals.'

'More youth facilities and activities for teens.'

'Encourage local food sources and climate adaptation strategies.'

'Develop a cafe *auarter* with outdoor dining.'

'Improve and

'Improve / expand schools. leisure and healthcare facilities to support growing population.'

'Improved/additional parks and play facilities.'

maintain public toilets and waiting areas at transport 'Improve beach hubs.'

'Redevelop the library, rugby club, bowls club site for modern community facilities.'

facilities with better links from town.'

'Better cycling routes

and facilities.'

walking routes, footpaths and pavements to improve accessibility

'Improvement of and safety.'

'Tidy up and beautify public spaces, including cleaning, maintenance and planting.'

Things people LIKE about Llantwit Major:

- **Green Spaces**: Residents appreciate the ample green spaces and access to
- **Beach and Coastal Walks**: The beach and coastline is a major attraction,
- Village Atmosphere: The town's community spirit, seasonal events,
- **Heritage and Culture**: The town's historic and cultural sites, like St. Illtud's
- Good Public Services: The library, emergency services, public flowers and
- **Community and Sports Facilities**: Spaces like CF61 are valued for the
- Safety: The town is considered safe, with residents feeling secure in their
- Free Parking: The availability of free parking in the town centre and near
- **Connectivity**: The existing train and bus services and decent internet

Things people DISLIKE about Llantwit Major:

- **Beach Access**: Safe access to the beach is challenging, especially for the
- Traffic Issues: Speeding on roads like Llanmaes Road and the B4265 is a
- **Public Transport Reliability**: People would like to see more frequent and
- Youth Facilities: Young people need more activities that are free /
- Limited Retail and Dining Options: Particularly food, clothing, banking,
- **Leisure Centre Condition**: Respondents highlighted that the leisure centre
- **Development Concerns**: Some residents are concerned about the impact of
- **General Maintenance**: There is a concern about bin provision, including dog

3.3 Location

Placemaking Wales Charter Principle: Places grow and develop in a way that uses land efficiently, supports and enhances existing places and is well connected. The location of housing, employment, leisure and other facilities are planned to help reduce the need to travel.

Only 2% of respondents strongly agree and 13% slightly agree that 'Llantwit is well connected and planning decisions are made which take into account issues including housing'. Conversely, 65% of respondents strongly/slightly disagree, with 53% strongly disagreeing and 11% slightly disagreeing.

Only 2% of respondents strongly agree and 11% slightly agree that 'Llantwit is well connected and planning decisions are made which take into account issues including employment'. Conversely, 51% of respondents strongly/slightly disagree, with 40% strongly disagreeing and 11% slightly disagreeing.

Only 2% of respondents strongly agree and 9% slightly agree that 'Llantwit is well connected and planning decisions are made which take into account issues including community facilities.' Conversely, 68% of respondents strongly/slightly disagree, with 49% strongly disagreeing and 19% slightly disagreeing

Taking an average of the positive sentiment from these three questions (13%), Location scores the lowest of the six themes. However, due to the wording of the survey questions, it is not entirely clear whether people are responding to the location of land uses specifically or to other issues relating to planning decisions. This highlights an important role for future engagement regarding planning and placemaking, to ensure the local community is involved in shaping proposals and that local needs and aspirations are responded to. This is covered in further detail under the People & Community theme.

Community priorities for improvements...

'Build high-quality new housing with pedestrian access to amenities.'

'Construct affordable housing for first-time buyers and social rent'

'Refuse/limit new housing applications on greenfield sites and improve planning consultations.'

'Improve/expand schools and healthcare facilities to support growing population.'

'Investment in the leisure centre.'

o3 Engaging the Community

3.4 Identity

Placemaking Wales Charter Principle: The positive, distinctive qualities of existing places are valued and respected. The unique features and opportunities of a location, including heritage, culture, language, built and natural physical attributes, are identified and responded to.

73% of respondents 'value and respect the distinctive qualities of Llantwit Major', with 59% strongly agreeing and 14% slightly agreeing. On the other hand, 12% of respondents don't value and respect the distinctive qualities of Llantwit Major, with 10% strongly disagreeing and 2% slightly disagreeing.

In terms of positive sentiment, Identity scored the highest (73%) of the six themes. Llantwit Major is appreciated for its village-like atmosphere, rich history, unique shops, surf culture, and creative vibe.

This strong identity and rich built, natural and cultural heritage provides an important asset for the Placemaking Plan to harness and enhance, and an opportunity for further engagement to build a clearer picture of which distinctive qualities are most valued and which need interventions to help improve their appreciation and enjoyment by locals and visitors.

There were very few interventions relating to Identity suggested as priorities for improvement, reflecting its strong current performance.

Community priorities for improvements...

'Better promotion of the town's assets and improved accessibility, including better pathways and information for tourists.'

'Improve the look of the high street with traditional shop fronts.'

'Improve the visual impact of housing developments.'

3.5 People & Community

Placemaking Wales Charter Principle: The local community are involved in the development of proposals. The needs, aspirations, health and well-being of all people are considered at the outset. Proposals are shaped to help to meet these needs as well as create, integrate, protect and/or enhance a sense of community and promote equality.

Only 5% of respondents strongly agree, and 13% slightly agree that they are 'aware of engagement opportunities available relating to the future plans for the town'. Conversely, 60% of respondents strongly/slightly disagree that they are aware of engagement opportunities, with 40% strongly disagreeing. Residents want to be consulted on major decisions impacting the community, and emphasize the importance of timely and transparent information sharing.

Responses highlighted strong feelings on making the town and its decision-making processes more accessible to all residents, including those with disabilities. This highlights a key principle and target group for future placemaking engagement.

40% of respondents slightly agree with the statement that they 'feel part of the community' and 32% strongly agree with the statement Only 10% of respondents strongly/slightly disagree that they feel part of the community.

The responses reinforce that there is a strong community in Llantwit Major, and the importance of an inclusive, meaningful engagement and co-design process for the Placemaking Plan and future development of placemaking projects.

Community priorities for improvements:

'Improve engagement with the community, particularly around new development proposals.'

'Listen and engage with community-driven ideas.

'Refuse/limit new housing applications on greenfields sites and improve planning consultations.'

'Increase social housing and support facilities for lower-income brackets.'
'More help for the disabled.'

Factors contributing to community spirit:

- Friendly and Welcoming Attitudes
- Sporting Facilities
- Community Events
- Community Involvement and Activities
- Public Spaces and Cleanliness
- Accessible Amenities
- Places to Meet
- Supportive Infrastructure
- Local Businesses and Services
- Safety and Inclusivity

Factors threatening community spirit:

- Negativity and Division
- Lack of Transparency and Engagement from Authorities
- Strain on Resources
- Antisocial Behaviour and Crime
- Planning and Development Issues
- Economic Challenges
- Social Media Negativity
- Decline in Local Activities and Awareness
- Inclusivity Concerns
- Environmental Maintenance

3.6 Mix of Uses

Placemaking Wales Charter Principle: Places have a range of purposes which provide opportunities for community development, local business growth and access to jobs, services and facilities via walking, cycling or public transport. Development density and a mix of uses and tenures helps to support a diverse community and vibrant public realm.

The majority (54%) of respondents agree that Llantwit Major has a good mix of uses and provides opportunities for community development, with 37% slightly agreeing and 17% strongly agreeing. 29% of respondents disagree that Llantwit Major has a good mix of uses and provides opportunities for community development, with 17% strongly disagreeing and 12% slightly disagreeing.

In terms of priorities for improvement, Mix of Uses had the highest number of interventions associated with it.

There is a focus on increasing affordable housing and investing in supporting social infrastructure, such as education and leisure facilities, particularly ensuring accessibility for wheelchair users and facilities for youth. Enhancing local shopping and dining is also an area of focus, alongside improving facilities at the beach and transport hubs, including public toilets.

These ideas present a number of opportunities to engage further with target groups (such as young people, and operators of sports, leisure and community facilities) and co-create more detailed placemaking proposals.

Community priorities for improvements...

'Improve/expand healthcare facilities, including doctor's surgery, dental optician and pharmacy services.'

'Improve access to healthcare facilities for wheelchair users.'

'Improve/expand schools to support growing population

'Enhance local shopping facilities.

'Large supermarket with petrol station.'

'Develop a cafe quarter with outdoor dining.

'Encourage the opening of quality independent restaurants.

'Redevelop the library, rugby club, bowls club, and Llantonian Hall site for modern community facilities.'

'Further investment in leisure facilities, including indoor sports and sof play facilities.'

'More youth facilities and activities for teenagers.

'Improved/additional parks and play facilities, particularly in the Old Town area.'

'Encourage local food sources and climate adaptation strategies.'

'Construct affordable housing for first-time buyers and social rent.'

'Improve beach facilities with better links from town.

'Improve and maintain public toilets and waiting areas at transport hubs.

'Public toilet available during evening hours.

'Promote Llantwit as a destination for day-trippers and staycations.

3.7 Movement

Placemaking Wales Charter Principle: Walking, cycling and public transport are prioritised to provide a choice of transport modes and avoid dependence on private vehicles. Well designed and safe active travel routes connect to the wider active travel and public transport network, and public transport stations and stops are positively integrated.

Views on Movement were mixed but leaning towards the negative side, with 49% of respondents strongly/slightly disagreeing that there are well designed safe active travel routes that connect to the wider active travel and the public transport network, and 35% of respondents slightly/strongly agreeing.

Car dependence is high and measures to reduce this could be explored. Analysis shows that the most used most of transport for respondents is using a car or van, totalling 74%. The next most used mode of transport was the train, totalling 9%.

Respondents provided a number of **suggestions as to how they could be encouraged to use public transport more often**, including improvements to:
Frequency and Reliability, Cost, Service Quality, Accessibility, Efficiency,
Connectivity, Information and Communication.

There were also a large number of useful **suggestions to encourage travelling around Llantwit Major on foot or bike**. These included: Pavement Maintenance, Cycle Lanes, Traffic Calming Measures, Enforcement, Pedestrian Zones, Bike Hire, Bike Racks, Benches and Rest Areas, Addressing High Traffic Areas, **Access to the beach** and Countryside, Linking Surrounding Villages, Public Transport Integration, Consultation and Awareness, Support from Local Employers, Safer School Commutes, Accessibility, Maintenance and Cleanliness.

These potential interventions provide a good basis for further testing and development of placemaking proposals together with the community.

Community priorities for improvements...

'Improve access to the beach, especially for pedestrians with buggies children, and wheelchair users.'

'Improvement of walking routes, footpaths and pavements to improve accessibility and safety.'

'Improve cycle links / more cycling routes and facilities.'

'Cycle hire for families.'

'More frequent and reliable public transport services, including late-night trains to/from Cardiff.'

Better transport links and coordinated bus/train timetables.'

'Ensure car parking remains free, especially at the beach and Town Hall.

'Better road access via Boverton and improved traffic management.'

Overhaul major roads to address potholes and flooding.'

'Resurface roads.'

'Build high-quality new housing with pedestrian access to amenities.

'Improve and maintain public toilets and waiting areas at transport hubs.

3.8 Public Realm

Placemaking Wales Charter Principle: Streets and public spaces are well defined, welcoming, safe and inclusive with a distinct identity. They are designed to be robust and adaptable with landscape, green infrastructure and sustainable drainage well integrated. They are well connected to existing places and promote opportunities for social interaction and a range of activities for all people.

There was no specific survey question about public realm, highlighting a gap for further placemaking research and engagement. However, there were a high number of suggestions relating to public realm within the priorities for improvement, together with those associated with Movement, and with many overlaps between the two themes in terms of improving safety, accessibility and comfort for pedestrians, cyclists, and wheelchair users.

There was also a general theme around improving cleanliness and maintenance and increasing greening within the public realm, as well as suggestions for additional community arts and events for all ages.

The potential interventions listed here and under Movement provide a good basis for further testing and development of placemaking proposals, together with the community, perhaps through temporary installations and/or events. These meanwhile projects could help test the design and success of placemaking ideas through short term, low cost interventions, and help understand and build levels of community support for longer term projects.

Community priorities for improvements...

'Improvement of walking routes, footpaths and pavements to improve accessibility and safety.'

'Tidy up and beautify public spaces, including cleaning, maintenance and planting.'

'Install more public rubbish/recycling bins and street lighting.'

'Enforce dog waste bins and bans.'

'Fix roads and improve precinct maintenance.'

'More armed benches along main roads to the town centre, providing places to stop and rest.'

'Develop a cafe quarter with outdoor dining.'

'Improved/additional parks and play facilities, particularly in the Old Town area.'

'Encourage climate adaptation strategies.'

'Improve and maintain public toilets and waiting areas at transport hubs.'

'Public toilet available during evening hours.'

'Invest in community arts and events to keep people of all ages engaged and busy.'

'A local business directory/board.'

3.9 Key Insights

Across all the engagement, the following key insights have emerged as priorities for Llantwit Major, to help guide and shape the development of placemaking projects:

- Llantwit Major has a strong identity and rich built, natural and cultural heritage, which provides an important asset and starting point for the Placemaking Plan and future placemaking projects.
- The local community in Llantwit Major would like to be more involved in planning and placemaking decisions, through inclusive, meaningful engagement and co-design processes.
- There are mixed views on new housing development, with some residents promoting further development of well-designed, affordable and connected housing, and others concerned about the impacts of new development on character and infrastructure.
- There is a strong desire for enhanced leisure, education and community facilities to cater for the current and growing population, particularly new and improved facilities for young people.
- There are aspirations for enhanced retail and dining options, with a focus on supporting local food sources and local businesses.
- Llantwit Major's natural assets, including the beach, coastal walks and green spaces, are highly valued and in need of additional facilities and maintenance, with improved access between the town and the beach a key priority.
- Improvements are needed to help prioritise safe and accessible pedestrian movement, as well as cycling and public transport use.
- There is a need for investment in streets and public realm, including improved cleaning, maintenance, climate change adaptation and greening.

What YOUNG PEOPLE would like to see...

'A safe and calm place for young people

'Improvements in gym equipment, tourist facilities, and cleanliness

'More variety of activities, shops and food'

Better street lighting

'Eco-friendly initiatives, and less litter'

'Less crime and drugs'

'Job opportunities'

'Better technology use

'Greener spaces, more parks and improved skatepark'

'More cycle-friendly, improved footpaths

'Improved well-being and social areas for hanging out

'Community spirit could be fostered through more events

'Better beach facilities, food and access

'A youth centre with free clubs, and updated sports pitches and leisure facilities'

'Large indoor activities like cinemas and trampoline parks

Improved public transport'



04 Identifying Opportunities

- **4.1** Overview
- **4.2** SWOT Analysis
- 4.3 Strategic Placemaking Opportunities
- 4.4 Key Placemaking Opportunity Areas

4.1 Overview

Based on the key insights into assets, needs and priorities identified through the community engagement process as well as in depth desktop and place-based research, this chapter distills the analysis of Llantwit Major into a summary of the key needs of the place and the real opportunities for positive change.

This chapter begins with a SWOT Analysis summary of the current strengths, weaknesses, opportunities and threats facing Llantwit Major. Then, three themes are set out which have emerged as strategic placemaking opportunities for Llantwit Major, which can help guide future decision-making and investment into the town and help shape the development of this Placemaking Plan.

In response to feedback and to provide further structure and direction for potential placemaking interventions, four key opportunity areas have been identified for Llantwit Major. These represent focus areas with significant existing assets that provide the greatest opportunities for consolidation and enhancement through placemaking projects. These are:

- ı. The Beach
- 2. The Old Town
- 3. The Station
- 4. The Community Hub

These key opportunity areas are mapped and described here, and then ideas for potential improvements are developed further in the next chapter, alongside a clear collective vision for placemaking in Llantwit Major, and a number of possible supporting projects that can help bring this vision to life.

















4.2 SWOT Analysis

STRENGTHS:

OPPORTUNITIES:

- Rich natural, built and cultural heritage and unique character
- Ample green spaces and access to nature, including the beach and coast walks
- Compact town with a mix of housing, employment, leisure, and other facilities located within close proximity to the central station & transport interchange
- Good regional location close to Cardiff airport, surrounding towns and villages, and part of the Glamorgan Heritage Coast
- Good connectivity from existing train, bus and internet services
- Strong sense of community, safety and 'village atmosphere'
- Good range of community and sports facilities and activities

THREATS:

- Strong community spirit and sense of place provide the foundations for a clear and deliverable Placemaking Plan to enhance Llantwit Major
- Growing population and more diverse housing stock can help underpin a vibrant local economy and community
- Proximity to Wales Coast Path which attracts large numbers of visitors, and opportunity to improve the visitor offer, heritage appreciation, and promotion of Llantwit Major to support the local economy
- Significant land and buildings owned by the Town Council, including heritage assets and public spaces that offer opportunities for enhancement
- Proactive Town Council and VoGC, who are signatories to the Placemaking Wales Charter

WEAKNESSES:

- Access between the town and the beach is challenging, especially for the elderly, disabled, and those with young children
- Traffic issues, including speeding, congestion/parking at schools and lack of safe walking/active travel routes to schools and medical facilities
- Limited shopping and dining options, and access to affordable fresh food
- Limited amenities and activities for young people
- Healthcare, education and leisure facilities need expansion/improvement
- Frequency and coordination of public transport could be improved
- Poor maintenance of public realm, including litter and overgrown footpaths
- Wayfinding and heritage interpretation needs work

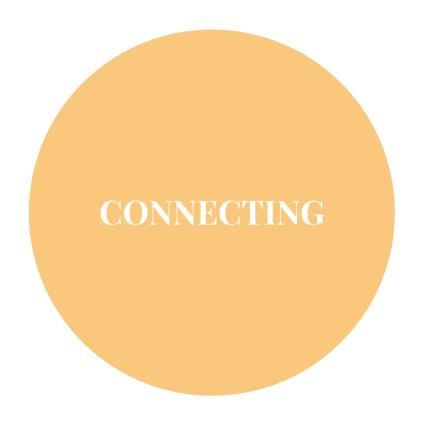
- Continuing coastal erosion impacting the Wales Coast Path and ability to safely access and enjoy the beach and coast
- If not well designed and connected by active/public transport, new residential development potentially impacting on the town's character and infrastructure and contributing to a more sprawled/segregated settlement
- Need for better community engagement in planning decisions to reflect local priorities and avoid negative impacts on community spirit
- Tightening legislation on holiday rentals will likely put pressure on already limited visitor accommodation options in Llantwit Major

4.3 Strategic Placemaking Opportunities

Building on the strengths, weaknesses, opportunities and threats identified through the community engagement, research, site walks and interviews, the following objectives have emerged as strategic placemaking opportunities for Llantwit Major, to help guide future decision-making and investment into the town:



Making the most of Llantwit's rich natural, built and cultural heritage



Ensuring Llantwit's amenities and spaces are easily accessible for everyone



Enabling a healthy, sustainable and resilient local economy and community in Llantwit

4.4 Key Placemaking Opportunity Areas

To provide further structure and direction for potential placemaking interventions, the following four key opportunity areas have been identified for Llantwit Major. These represent focus areas with significant existing assets that provide the greatest opportunities for consolidation and enhancement through possible placemaking projects.

1. CELEBRATING: THE BEACH



The beach is an iconic and valued part of Llantwit Major's natural heritage and identity. The current limited access and facilities restrict its attractiveness for residents and visitors. There is significant potential to improve this asset through placemaking interventions, and working with partners, community and local businesses, harness its strategic location on the Glamorgan Heritage Coast and Wales Coast Path.

2. CELEBRATING: THE OLD TOWN



The Old Town contains many historic buildings and contributes significantly to Llantwit Major's unique character and village atmosphere. There are opportunities for streetscape and public realm enhancements, together with improvements to wayfinding and heritage interpretation, that would enhance the attractiveness, accessibility and vibrancy of this important area of town.

3. CONNECTING: THE STATION

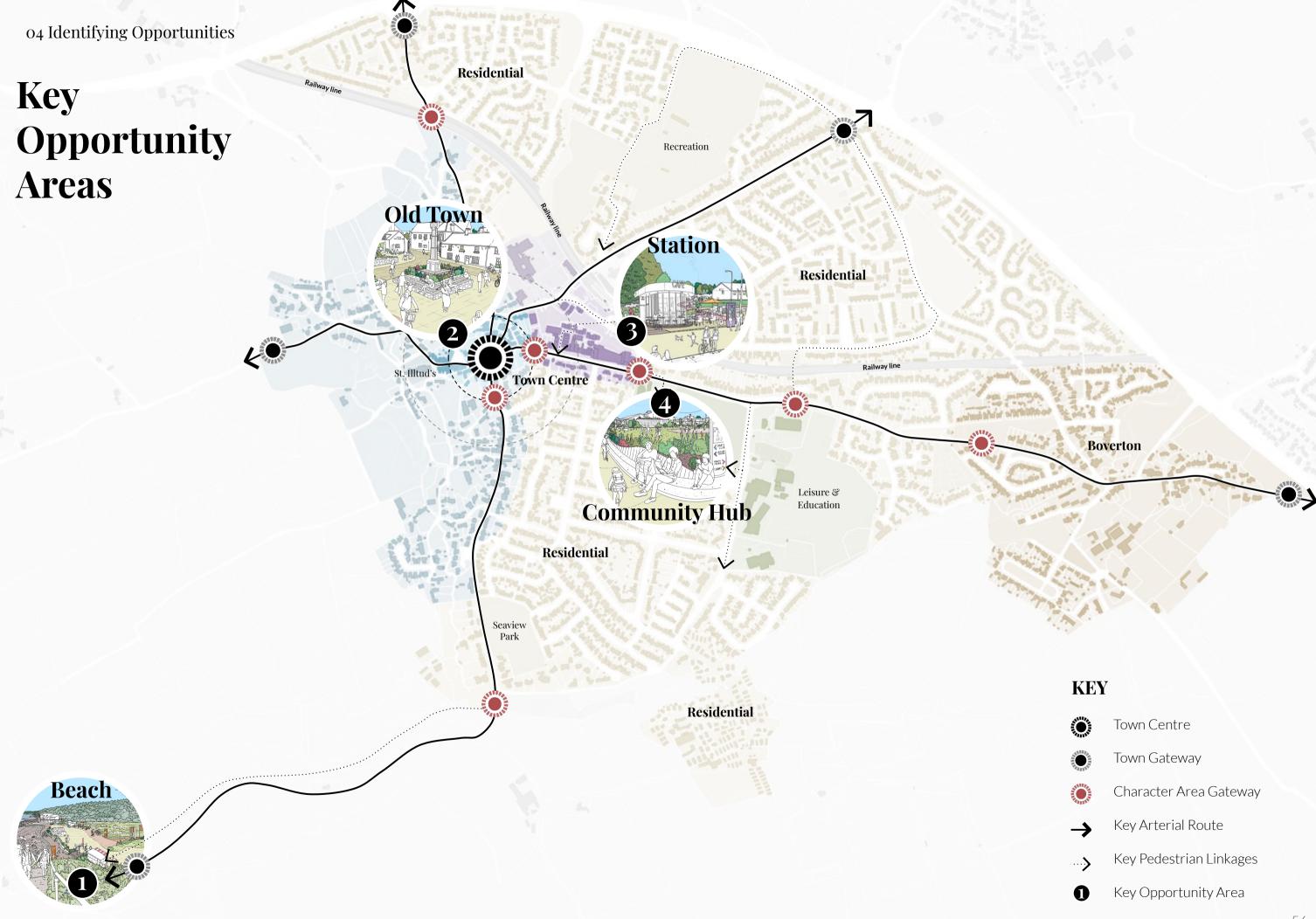


The train station and public transport interchange is a key gateway into Llantwit Major. With the increasing importance of sustainable travel modes, this hub will only become more important. It is currently a vehicle dominated space in need of placemaking interventions to create a more welcoming, vibrant and people-oriented public place with clear connections into town.

4. THRIVING: THE COMMUNITY HUB



The existing cluster of community, health, education, leisure and sports facilities within Llantwit Major could present an opportunity for a more integrated and celebrated hub focused around the aspiration of Well-being for All. Enhancements to the public realm and wayfinding, and possibly to the buildings and facilities, could elevate this hub to the heart of the community.



05 Building a Vision and Strategy

- **5.1** Overview
- **5.2** A Collective Vision
- **5.3** Potential Placemaking Projects

5.1 Overview

Building on the key placemaking priorities and opportunity areas identified in the previous chapter, this chapter sets out a collective vision that has been developed in conjunction with the multiple community groups and stakeholders throughout Llantwit Major. Under each of the three themes or aims, a number of action-oriented objectives are set out, to help guide future investment and decision-making and the detailed development of placemaking projects within Llantwit Major. These aims and objectives could possibly also inform future local planning policy or supplementary guidance.

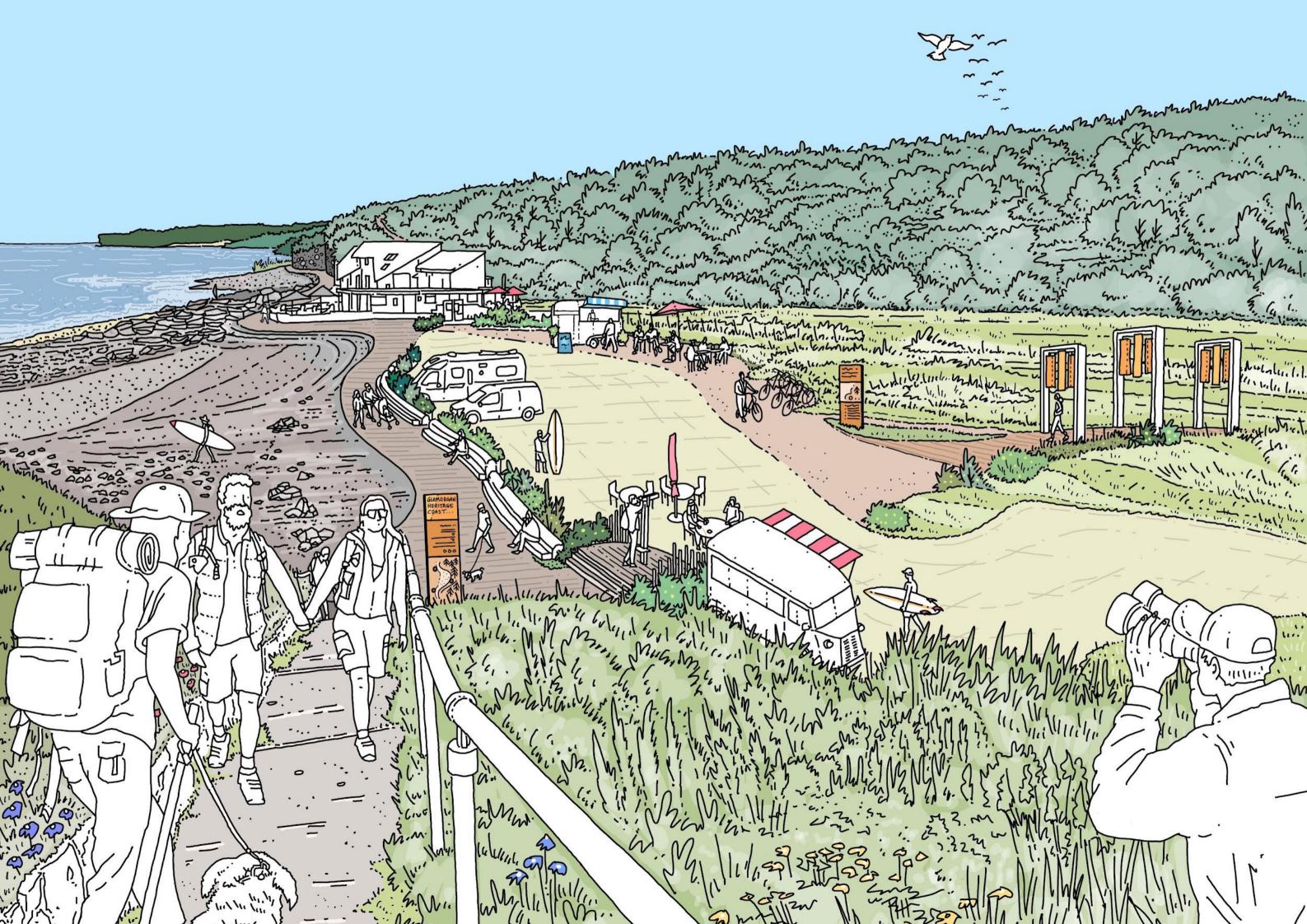
The four key opportunity areas and associated potential for positive changes are described and illustrated in further detail. These could represent transformative projects for the town that are either delivered as large-scale projects or possibly delivered through a phased approach, allowing for smaller-scale incremental change and perhaps lower-cost, lower-risk meanwhile uses along the way.

These opportunity areas are set out alongside a range of smaller scale supporting projects under each of the strategic themes, which could together catalyse a renewed sense of place for Llantwit Major, by enhancing existing assets and addressing the key needs and priorities identified through wide ranging community engagement'

For each potential placemaking project, this chapter sets out a short description, potential benefits, and key challenges or risks to be considered, as well as possible quick wins to help test their impact and get early improvements underway. The contribution of each potential project towards the six principles within the Placemaking Wales Charter is highlighted, and example imagery of the types of placemaking interventions envisaged is included to help bring the collective vision to life and imagine what might be possible.







5.2 A Collective Vision



AIM

Making the most of Llantwit's rich natural, built and cultural heritage

OBJECTIVES

- 1. Protect, restore and support Llantwit Major's historic buildings and streetscape to ensure their enjoyment by current and future generations
- 2. Protect and where possible enhance Llantwit Major's public realm, particularly around the Old Town and key historic buildings, to increase attractiveness, accessibility and vibrancy
- 3. Ensure Llantwit Major's beach, coastal walks and natural heritage are accessible
- 4. Capitalise on Llantwit Major's strategic location on the Glamorgan Heritage Coast and Wales Coast Path to attract slow, low impact tourism and boost the local economy
- **5.** Enhance the sense of arrival and orientation into and within Llantwit Major, as well as lighting and heritage appreciation

5.2 A Collective Vision



AIM

Ensuring Llantwit's amenities and spaces are easily accessible for everyone

OBJECTIVES

- 1. Enhance the station and transport interchange to create a more welcoming, vibrant and people-oriented space
- 2. Ensure connections between key gateways and destinations in Llantwit Major are clear and safe, with attractive wayfinding
- 3. Enable users of all ages and abilities to access key routes and destinations within the town, including children and users of wheelchairs, mobility scooters and buggies
- 4. Prioritise pedestrian movement, as well as cycling, public transport and sustainable travel modes
- **5.** Protect, maintain and enhance Llantwit Major's valued network of footpaths
- **6.** Support enhanced rail and bus services

5.2 A Collective Vision



AIM

Enabling a healthy, sustainable and resilient local economy and community in Llantwit

OBJECTIVES

- 1. Consider opportunities to enhance Llantwit Major's health, leisure and community facilities and surrounding public realm and explore the possible provision of an integrated hub that promotes Well-being for All
- 2. Enhance existing parks and green spaces to provide additional facilities and opportunities for people of all ages, particularly young people
- 3. Nurture local businesses and community initiatives, including local food networks, volunteering efforts and cultural events
- 4. Maintain and enhance Llantwit Major's public realm and green infrastructure to increase attractiveness, biodiversity and climate change adaptation
- 5. Ensure new housing development is well-designed to complement existing character, well connected into existing amenities, and includes affordable and infill options to meet local housing needs

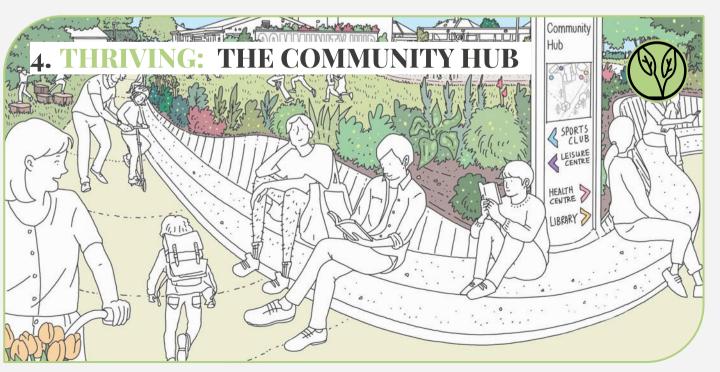
5.3 Potential Placemaking Projects

To help bring to life the collective vision, the following pages set out a range of potential placemaking projects, in no particular order of preference. These include the four key opportunity areas below - which represent the greatest potential for transformative large scale projects, or potentially focus areas for incremental positive changes over time - supported by a range of possible smaller scale projects or actions across each of the three themes, some site-specific and some townwide.









5.3 Potential Placemaking Projects



Making the most of Llantwit's rich natural, built and cultural heritage



Location (See Map)	Project Name	Description	People and Community	Location	Movement	Mix of Uses	Public Realm	Identity
K1	The Beach	Key Opportunity Area 1: The beach is an iconic and valued part of Llantwit Major's natural heritage and identity. The current limited access and facilities restrict its attractiveness for residents and visitors. There is significant potential to improve this asset through placemaking interventions, and working with partners, community and local businesses, harness its strategic location on the Glamorgan Heritage Coast and Wales Coast Path. Interventions may include public realm enhancements such as improved surfacing and seating, heritage interpretation, and activation through temporary food trucks.						
K2	Old Town Square	Key Opportunity Area 2: The Old Town contains many historic buildings and contributes significantly to Llantwit Major's unique character and village atmosphere. There are						
K2	Old Town Streets, Car Park & Public Toilets	opportunities for streetscape and public realm enhancements, together with improvements to wayfinding and heritage interpretation, that would enhance the attractiveness, accessibility and vibrancy of this important area of town. Refurbishing and reopening the public toilets alongside improved public realm within the car park adjacent to the Town Hall could help further celebrate this key asset and location within the town, and ensure inclusivity and accessibility for all.						
C1	Old School Public Realm	Explore the feasibility of creating a new public space overlooking St. Illtud's church within the Old School car park.						
C2	The Gatehouse	Encourage restoration and reuse of the Gatehouse, possibly as visitor accommodation.						
C3	Town Gateways	Emphasise key gateways into and within the town e.g. to the beach and to the Old Town, ensuring improved accessibility and permeability'						
Townwide	Wayfinding, Lighting & Interpretation	Consider a study to audit and improve wayfinding, lighting and heritage interpretation throughout the town.						
Townwide	Visitor Accommodation	Support the provision of additional tourist accommodation to help boost the local economy.						

5.3 Potential Placemaking Projects



Ensuring Llantwit's amenities and spaces are easily accessible for everyone



Location (See Map)	Project Name	Description	People and Community	Location	Movement	Mix of Uses	Public Realm	Identity
K3	The Station	Key Opportunity Area 3: The train station and public transport interchange is a key gateway into Llantwit Major. With the increasing importance of sustainable travel modes, this hub will only become more important. It is currently a vehicle dominated space in need of placemaking interventions to create a more welcoming, vibrant and people-oriented public place with clear connections into town.						
A1	Access to the Beach	Enhance pedestrian access to the beach to ensure ease of movement for all users.						
A2	School Routes	Explore feasibility of improving safe walking routes to schools						
A3	Station to Old Town	Enhance the walking route between the station and town centre.						
A4 (and Townwide)	Llanmaes & Eagleswell Roads	Improve accessibility for pedestrians, cyclists, wheelchairs, mobility scooters, buggies, etc. through well-designed and well-maintained infrastructure.						
A5 (and Townwide)	Footpaths	Consider enhanced maintenance, signage and appropriate lighting of footpaths.						
Townwide	Electric Bike Hire	Consider an electric bike hire scheme to provide access between the station, beach, and wider area.						
Townwide	Enhanced Public Transport	Work with partners such as Transport for Wales to explore options for increased train frequency and availability of late-night trains from Cardiff.						

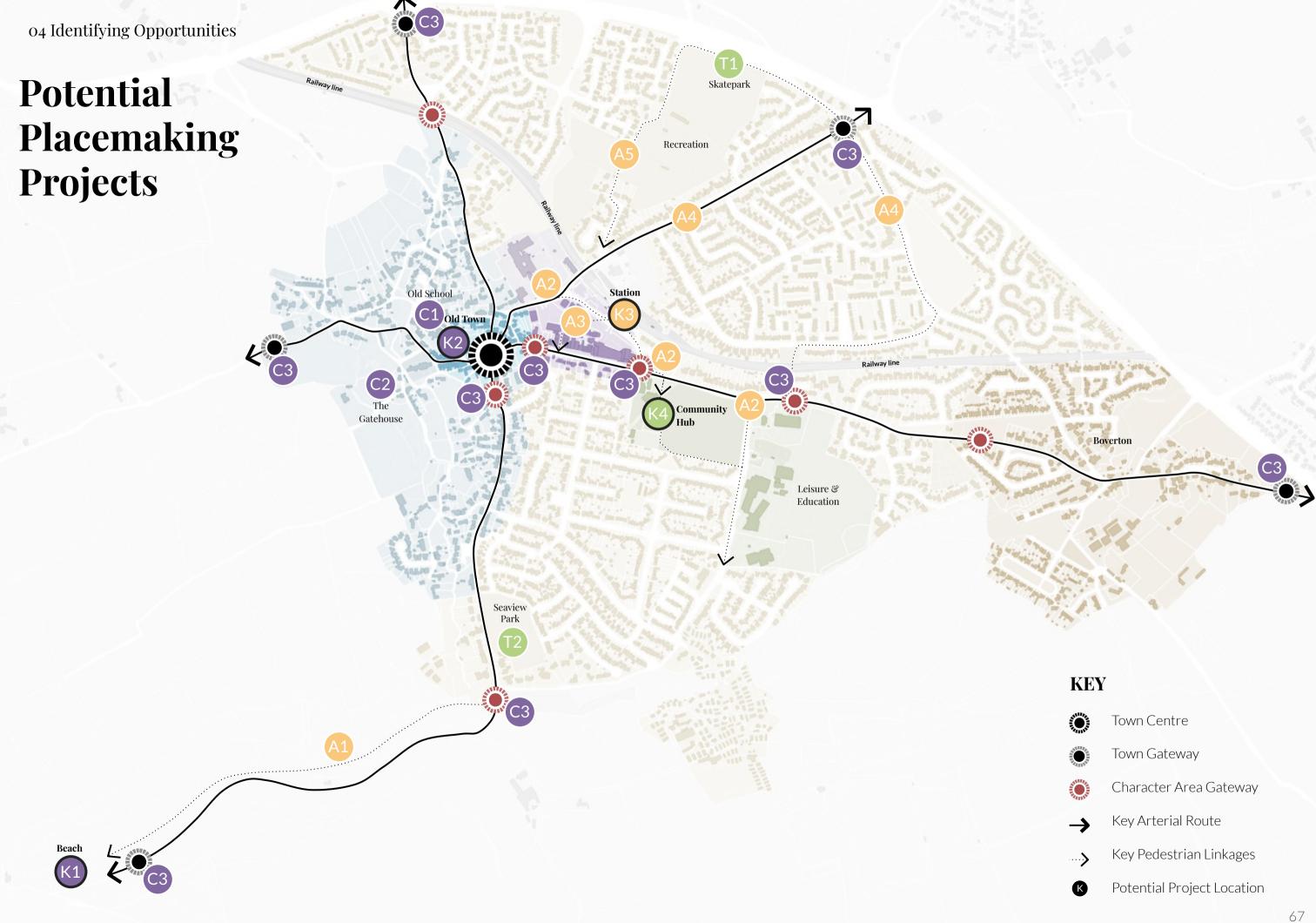
5.3 Potential Placemaking Projects



Enabling a healthy, sustainable and resilient local economy and community in Llantwit



Location (See Map)	Project Name	Description	People and Community	Location	Movement	Mix of Uses	Public Realm	Identity
K4	The Community Hub	Key Opportunity Area 4: The existing cluster of community, health, education, leisure and sports facilities within Llantwit Major could present an opportunity for a more integrated and celebrated hub focused around the aspiration of Well-being for All. Working together with local stakeholders, enhancements to the public realm and wayfinding, and possibly to the buildings and facilities, could elevate this hub to the heart of the community.						
T1	Skatepark	Explore improvements to the skatepark to cater for a wider range of ages and abilities.						
T2	Seaview Park	Consider additional facilities at Seaview Park, including seating, pavilion and play areas.						
Townwide	Events & Promotion	Enhance promotion of Llantwit Major's natural, built and cultural heritage as well as local businesses.						
Townwide	Local Food & Dining	Support and enhance local food networks and dining options to strengthen the local economy and community resilience.						
Townwide	Public Realm Maintenance	Implement an enhanced public realm maintenance and beautification programme.						
Townwide	Green Infrastructure	Enhance green infrastructure, such as street trees and planting, to improve biodiversity, climate adaptation and aesthetic appeal.						



THE BEACH







What's the idea?

The beach is an iconic and valued part of Llantwit Major's natural heritage and identity. The current limited access and facilities restrict its attractiveness for residents and visitors. There is significant potential to improve this asset through placemaking interventions, and working with partners, the community and local businesses to harness its strategic location on the Glamorgan Heritage Coast and Wales Coast Path. Interventions may include public realm enhancements such as improved surfacing and seating, heritage interpretation, and activation through temporary food trucks.

THE BEACH



PROJECT DESCRIPTION:

Consider enhancement and possible redesign of the car park and public realm area with a new permeable paved surface, seating, viewpoints across the beach and sea, heritage interpretation (including built heritage, nature and fossil hunting), wayfinding (including routes back into town from the coast path), improved public toilets, showers, and shelter/storage for surfers, swimmers and beachgoers. Consider feasibility of creating of a seawater swimming pool area. These would need to be appropriately robust to withstand the coastal context. Enhance the sense of arrival at the beach through features such as public art, sculptures and signage, and by moving bins and other clutter away from the main entrance area to open up the sea view on approach. Explore the opportunity for temporary concessions to enhance the food offer and activity levels at the beach (possibly over summer or during the food festival to start). Improving pedestrian access to the beach via the road and the path is also a key priority, including consideration of pedestrians, cyclists, and users of buggies and wheelchairs. This is covered in further detail under the Connecting theme - Project A1: Access to the Beach.





POTENTIAL BENEFITS:

Enhancements to this key natural asset will help improve the experience for both residents and visitors, with additional activity and reasons to stay, possibly attracting more people into the town from the Coast Path. Enhancements such as surfacing and seating could be designed to protect the area from wave and storm surges/deposits. This project addresses all six principles of the Placemaking Wales Charter.

CHALLENGES:

The site falls within a Flood Risk Zone so land uses are limited and any improvements would need to be designed appropriately. The impact of continued coastal erosion and deposition, and potential for rock falls also needs careful consideration and planning, as do climate change risks such as sea level rise and more intense storms.





Potential Quick Win

A temporary concessions licence could be granted to trial a food truck or other forms of mobile activation (such as a surf equipment hire van) over the summer months or to align with the Llantwit Major Food Festival, These3Streams or other events in the town.





THE OLD TOWN







What's the idea?

The Old Town contains many historic buildings and contributes significantly to Llantwit Major's unique character and village atmosphere. There are opportunities for streetscape and public realm enhancements, together with improvements to wayfinding and heritage interpretation, that would enhance the attractiveness, accessibility and vibrancy of this important area of town. Refurbishing and reopening the public toilets alongside improved public realm within the car park adjacent to the Town Hall could help further celebrate this key asset and location within the town.

OLD TOWN SQUARE



What if...

PROJECT DESCRIPTION:

Consider changing railings around the monument to create a natural seating spot in the centre of the Square. Consider levels, surface, materials and arrangement of seating in the Square, including the area outside The Old White Hart, to create a more useable, sociable and continuous public space, in keeping with the historic character.

Explore removal of all vehicles from the space immediately surrounding the monument to provide more useable public open space and reduce the sense of vehicle dominance within a tight square, as well as opportunities for additional cycle parking, seating and planting.

Review lighting to ensure this social hub feels safe and welcoming at night and in winter, perhaps including low level landscape lighting and uplighting/colourful lighting to highlight key historic buildings such as St. Illtud's Church (the Town Hall already has such lighting).



POTENTIAL BENEFITS:

Enhance the appearance and useability of this key focal point within the Old Town, creating additional and improved space for people to sit, meet and dwell, adding to the vibrancy and social interaction here.



Ensure any changes proposed to/surrounding the monument are handled sensitively and with appropriate regard for its historic and cultural importance. Work together with pubs, cafes and other businesses surrounding the Square to ensure any proposals are designed in a way that maximises shared use and benefits from the improved public space, while ensuring practicalities such as deliveries and parking required for businesses and residents are appropriately managed.





Potential Quick Win

The railings could be removed or moved on a temporary basis to test the response from the local community in terms of social behaviour and respect for the memorial. The closure of the road alongside The Old White Hart has already been a successful test of expanding the Square and public seating in this area.



OLD TOWN STREETS, CAR PARK & TOILETS

PROJECT DESCRIPTION:

Consider surface materials and enhancements to roadways along Church Street to further encourage pedestrian movement and safety, while enhancing the historic character of the Old Town and announcing entry to it (such as paving rather than tarmac, ensuring accessibility for wheelchair/mobility scooter users). Include Church St/East St/Commercial St junction as a key gateway into the Old Town, with potential for cafe/restaurant seating spill out here, perhaps bordered by planters.

Explore enhancements to the parking area next to the Town Hall, including new public toilet facilities and perhaps a visitor information kiosk for tourism, as well as surface materials, street trees, planting, seating, lighting and electric connections, to create a more attractive and inclusive public space that complements the historic Town Hall and can be used for markets and events as well as parking.

Consider undergrounding the existing utilities cabling to remove visual clutter from the historic core, replacing street lamps with attractive alternatives which complement the historic character, and opportunities for shopfront and signage refurbishment.



Improved sense of place, safety and experience for pedestrians, as well as appreciation of the historic character of the Old Town, while allowing for more active and vibrant streets and public realm.

CHALLENGES:

Accessibility and safety for users of wheelchairs and mobility scooters and buggies, as well as those with visual impairments will be paramount in the detailed design. Protection of historic buildings and private properties from traffic through appropriate bollards may be necessary. The street surface material must be designed to accommodate traffic from buses, delivery vehicles, emergency vehicles and cars.



The existing food festival and other events in the Town Hall car park and Old Town area provide a good test of making this a more pedestrian friendly place. This could be expanded into other events known as 'Open Streets' days where vehicles are more restricted and people are encouraged to enjoy the streets.













OLD SCHOOL PUBLIC REALM



PROJECT DESCRIPTION:

Explore the feasibility of creating a new public space overlooking St. Illtud's church within the Old School car park. This could potentially include a new paved surface suitable for pedestrians, vehicles and accessibility for all to signify it as a public space rather than just a car park, as well as new public seating, decorative railings, and a designated viewpoint and heritage interpretation at the south-western edge overlooking St. Illtud's church. The amount of car parking would not necessarily need to change, but a rearrangement may help to create more space for people to enjoy at the south-western edge, including redesign of the existing fenced outdoor area.

Consider social seating that helps to frame the view of St. Illtud's church, and offers shelter and playful elements (such as swings) that would attract young people as well as adults to enjoy this spot. More permanent events infrastructure, including improved landscaping, shelter, electrics and lighting, could also be provided to enhance the use of this venue for events, such as weddings and exhibitions.





POTENTIAL BENEFITS:

Redesign of this space with a few simple interventions could change it from a car-oriented space to a place for people, that welcomes residents and visitors to enjoy a spectacular view of St. Illtud's church, and offers an alternative public space for people to discover and enjoy within the town centre, particularly providing much needed space for young people. These interventions could also help elevate this venue for photos, social media sharing, and special events, helping to enhance promotion and income generation potential.

CHALLENGES:

Due to steep level changes on the boundaries of the site, the structural stability of the public realm and public safety during use would need to be ensured through appropriate surveys and design.



Now...

Potential Quick Win

A simple intervention such as a moveable picnic bench and/or heritage interpretation to celebrate the view of St. Illtud's church from the end of the car park could test out the popularity of this idea.



THE GATEHOUSE



What if...

PROJECT DESCRIPTION:

The historic and currently underused building known as the Gatehouse could be an opportunity for restoration and adaptive reuse. Given the need for additional visitor accommodation within the town, this could present an opportunity to create a unique, boutique accommodation option in the heart of the historic Old Town and with easy access to the beach and coastal walks.

This could work together with its current use as a store/library of historical and religious books, where a cozy living room area with a fireplace and walls lined with bookshelves could act as either a private lounge when booked for accommodation, or a reading room open to the public to enjoy when it is not booked out.

Heritage interpretation alongside this and other nearby sites owned by the church could help appreciate and visualise historic structures, including those that are now ruined or gone, such as the Chantry House and Tithe Barn.



POTENTIAL BENEFITS:

Restoration and use of this historic asset would protect and maintain a structure of historical significance, possibly the oldest building in Llantwit Major, from further degradation. Opening it up to be enjoyed by members of the public and visitors provides an opportunity to tell the story of Llantwit Major, St. Illtud, and the church in a memorable, intimate environment, while generating needed revenue for the church, and providing (small scale) additional visitor accommodation within the town.

CHALLENGES:

The church manages several historic buildings, and has a number of other priorities within its building maintenance and improvements plan, including works to St. Illtud's church itself.

Budget and time constraints will therefore be a challenge, though the revenue generation potential of this project may assist.





Potential Quick Win

Heritage interpretation alongside this and other nearby sites owned by the church could help appreciate and visualise historic structures, including those that are now ruined or gone, such as the Chantry House and Tithe Barn. An example of this is provided in the images to the right.



TOWN GATEWAYS



PROJECT DESCRIPTION:

Emphasise key gateways into the town, as well as gateways into character areas within the town, through simple design measures such as landscaping, bright flowers, lighting, sculpture, public art, and signage. This should be complemented by improvements to key routes leading to these gateways to enhance their prominence, accessibility, safety, and wayfinding, including armed seating to create rest points along the routes. Key gateways within the town include the 'Black Bridge' pedestrian connection underneath the railway line (Nordale Rd, a key route between the residential area to the north and schools to the south), the gateway and route between the town centre and beach (Colhugh St/Church St junction), the Church St/East St/Commercial St junction as a key gateway into the Old Town, and the entrance into the town centre from Boverton, where there is also an opportunity to refurbish/remodel the underused toilet block to provide an information kiosk for tourism, local businesses and local community groups to use for promotion, alongside an improved accessible public toilet with baby changing facilities. Local artists, young people and community members could be engaged to participate in public art and planting to help generate local ownership and pride in these town gateways.







POTENTIAL BENEFITS:

This project could help celebrate the unique identity, heritage and culture of Llantwit Major, and its distinctive character areas, while enhancing orientation and sense of safety for both residents and visitors, encouraging pedestrian movement and exploration. It is a relatively simple and low cost intervention that would enable local community involvement, helping to foster local pride and community spirit. It addresses all six principles of the Placemaking Wales Charter.

CHALLENGES:

Different gateways will require various types of intervention to suit their character and context, while balancing this with a cohesive approach and identity for the town as a whole that reflects Llantwit Major's historic character.



Potential Quick Win

Temporary/small scale interventions at town gateways could be undertaken working with local schools, community groups and volunteers, such as planter boxes with colourful flowers. The local knitting group could potentially provide colourful 'yarn bombing' for bollards, signposts or other appropriate, unattractive surfaces in a non-intrusive and non-permanent way.



WAYFINDING, LIGHTING & INTERPRETATION



PROJECT DESCRIPTION:

Consider an audit of wayfinding, lighting and signage throughout the town. The existing signposts are already attractive and appropriate for the historical character of the town, but would benefit from a review to ensure routes to key destinations, such as the station, town centre, Old Town, Well-being Hub and beach are clearly and clear, accurate and legible. This should be undertaken in combination with the celebration of key gateways described in the previous project proposal.

Consider a digital interactive map of the town, with information showcasing the rich history of the area, local businesses and events. This could be installed at key destinations, such as the station and/or the Town Hall. This could also capture footfall/visitor feedback to help enhance future placemaking improvements and initiatives by learning more about who is using/visiting the town and what they would like to see. Building on the existing Blue Plaque Trail, a Llantwit Major Heritage Trail could be created, with maps and information about buildings, events and people of historical interest, located both online and at key points throughout the town. This may be complemented by physical wayfinding, signage and information panels and/or more detailed and interactive information available digitally through a QR heritage trail.



Ensuring newcomers and visitors to the town are able to orientate easily, and appreciate and enjoy the rich history and culture of Llantwit Major, attracting additional footfall and boosting the local economy. A consistent materials palette and design for all wayfinding signage could help reflect the unique identity and historic character of Llantwit Major, while digital/interactive elements can help engage younger and wider audiences.

CHALLENGES:

Ensure new signage does not add to the visual clutter or range of existing signage, but rather starts with a thorough assessment of what is existing and creates a refreshed, cohesive approach to the town as a whole.









Potential Quick Win

Undertake a review of existing signage and lighting across the town to inform detailed recommendations for improvements and a consistent approach. Ensure existing wayfinding is pointing in the correct directions, and vegetation is trimmed to ensure signs are clearly visible. A temporary medieval flag display could be run over the summer, such as in Tewkesbury (image to the right).



VISITOR ACCOMMODATION

PROJECT DESCRIPTION:

Support the development of well located additional tourist accommodation, particularly catering for the active traveller/explorer (such as Coast Path walkers, fossil hunters, and heritage seekers) in order to promote and support slow tourism (with low environmental impact). This could be achieved through private sector development, supported by appropriate planning policy and council-initiated projects that aim to bolster slow tourism activity in the area. Key potential sites that may be appropriate for visitor accommodation include the Gatehouse (see separate project C2) and land on the western valley overlooking the beach. The recent closure of The West House hotel has driven an increase in Airbnb properties in Llantwit Major, and this rise in Airbnb listings in small communities such as Llantwit Major, has raised concerns about disruptions to housing markets, community cohesion and local services. The provision of appropriate dedicated visitor accommodation could potentially help overcome some of these issues.



Llantwit Major is strategically located on the Glamorgan Heritage Coast and Wales Coast Path, presenting the opportunity to attract additional visitors into the town, and open up an appreciation of its unique character and history to a wider audience. A greater variety of options for overnight stays could enhance the attractiveness of Llantwit Major compared to alternative locations, creating additional footfall and income to help boost the local economy, including supporting local pubs, cafes, shops and heritage/cultural attractions.

CHALLENGES:

Any new accommodation should not compete with existing options, but rather complement these by providing something different. The impact of additional visitors on Llantwit Major, including environmental impacts and its attractiveness as a place to live and work, would need to be managed, though the scale and type of visitor attraction is expected to be relatively modest. New policy regulating visitor accommodation in Wales will need to be complied with.







Potential Quick Win

Identify and work with partners in order to explore opportunities for temporary expansion of visitor accommodation over busier summer periods, for example through models such as camping and glamping.



THE STATION







What's the idea?

The train station and public transport interchange is a key gateway into Llantwit Major. With the increasing importance of sustainable travel modes, this hub will only become more important. It is currently a vehicle dominated space in need of placemaking interventions to create a more welcoming, vibrant and people-oriented public place with clear connections into town. This could include exploring moving/remodelling the taxi drop off area to reclaim this space for additional public realm and facilities, such as concessions or a more permanent pavilion cafe, seating, and planting.

THE STATION

PROJECT DESCRIPTION:

Enhance the look and feel of the station and transport interchange as a key gateway to Llantwit Major, including improved wayfinding, lighting, sheltered waiting areas, seating, paving, greening, public toilets, and public WiFi. Explore moving/remodelling the taxi drop off area to reclaim this space for additional public realm and facilities, such as concessions or a more permanent pavilion cafe, as well as green infrastructure such as street trees, pollinator-friendly planting, and sustainable drainage systems. Ensure people who currently use the taxi drop-off (such as those with mobility issues) are consulted to facilitate continued/improved accessibility of the station. The station would be a good place to install a digital town map and/or visitor attraction and business directory, to promote local businesses, attractions, heritage, culture and events.

This potential project presents an ideal opportunity for a temporary installation to test the concept and design by claiming back the taxi drop-off area and opening up the design to local community co-design.



Shifting the priority of this space from vehicles to people will create a more welcoming and vibrant arrival point to Llantwit Major. Improved signage, information and wayfinding would ensure that key destinations, businesses and events within the town are promoted and easy to find. Improvements to this public transport hub would help promote use of sustainable transport modes and reduce the dominance of private cars.

CHALLENGES:

Continued, safe use of the transport interchange for all vehicles and users would need to be maintained. Temporary disruption during any improvement works should be minimised through appropriate planning. Explore funding options and opportunities with partners such as Transport for Wales.

Potential Quick Win

A temporary installation in the taxi drop off area could test the success and design of public seating, planting, and perhaps additional food/drink facilities in this area, working together with the existing food truck vendor. This could include a co-design exercise with the local community, including young people, to design a space that is unique and meets local needs and aspirations.















ACCESS TO THE BEACH





PROJECT DESCRIPTION:

The two key routes between the town and the beach - the road and the path through the fields - could both be improved to enable safer and easier access to the beach, particularly for pedestrians, cyclists, families with children, the elderly, and users of wheelchairs and buggies. For the road route, explore the feasibility of making it 20mph all along, with clearer signage and road markings to emphasise shared use, pedestrian priority, and possibly also cycle route markings. Explore any potential for creating footpaths alongside the road. Ensure people using bikes, buggies, and wheelchairs are informed about the route options and constraints with clear maps and signposting at the starting points and key points along the routes. The field path could be improved to create a level surface suitable for walking, cycling and other wheeled users, with a design in keeping with the meadow character, that helps mitigate the effects of flooding, possibly a boardwalk. The arrival point at the beach could be more celebrated through features such as public art, sculpture and signage, perhaps through a physical gateway structure at the end of the path that frames the sea view on approach. Explore a public shuttle in summer to enable easier and safer access for the elderly, disabled, and those with young children.



POTENTIAL BENEFITS:

The proposed improvements would enable easier and safer access to the beach for all, including the elderly, disabled, and those with young children. It would also support active and sustainable travel options, such as walking and cycling, to help reduce travel emissions, air pollution and minimise the number of cars driving to and parking at the beach, which will further enhance the experience of the place for people.

CHALLENGES:

Both routes are impacted by constraints, such as the gradient, narrow width, and private land ownership/use. Flooding is also a consideration in the field and near the beach, so any interventions would need to be appropriately designed to withstand and mitigate the impacts of flooding.



Reach C Traeth C

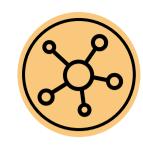
Potential Quick Win

Investigate potential for 20mph speed limit on this road. Explore meanwhile interventions such as 'Open Streets' days, perhaps on a weekend or weekday evening in summer, where the road is temporarily closed to traffic to allow families, children and other more vulnerable users to walk, cycle, scoot, wheel, and play in the road down to the beach and back.



PROJECT DESCRIPTION:

SCHOOL ROUTES



What if...

Improvements to walking routes to the schools (located on both sides of the station) from the station, and from Boverton (via Boverton Road and Bedford Rise/Nordale Road/the 'Black Bridge') and Plasnewydd residential areas (via High Street and Lorna Hughes Park), to emphasise that pedestrians, and in particular children, are using these routes, encouraging cars to slow down and helping to improve safety and attractiveness of these routes. Specific interventions could include a new controlled crossing on Ham Lane, where plans are already underway. Options for an additional crossing on Boverton Rd could be explored to create a more direct route between the station, Community Hub, and schools. Other improvements might feature a widened pavement along the southern side of Boverton Rd and an alternative route to schools through the Community Hub. To enhance the area, more obvious, colourful, and playful signage, along with floorscape wayfinding and colourful crossings, could be added. Public artwork and street furniture—such as colourful pathways, planters, benches, fences, and lighting—could also celebrate learning and creativity. This project

presents an exciting opportunity for community involvement (including school children) in placemaking projects such as painting



POTENTIAL BENEFITS:

These improvements would emphasise and celebrate the routes to schools, encouraging cars to slow down and thereby improving safety. Creative and colourful interventions would also improve the experience for school children using these routes, making walking a more attractive option. Involving the local community and school children in placemaking projects will help increase the sense of ownership and pride in the town.

walls/fences/pathways with colourful artworks and planting flowers along the routes.

CHALLENGES:

Balancing the needs of various road users and managing vehicle traffic, particularly on narrow and busy roads, such as Boverton Road and Ham Lane. Land ownership and use around the Community Hub and sports fields means any pavement widening and routes through the site would require joint working.



Now...

Potential Quick Win

This project presents an exciting opportunity for community involvement (including school children) in temporary or small-scale placemaking projects such as painting pavements/pathways with colourful artworks and planting flowers along the routes to schools.



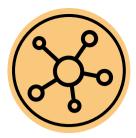
STATION TO OLD TOWN



PROJECT DESCRIPTION:

Improve accessibility and prominence of the pedestrian route between the station and the Town Centre/Old Town. This could include interventions like improved signage, floorscape wayfinding, planting, lighting, colourful road crossings, a ramp for wheelchairs/buggies/mobility scooters alongside the current stairs, seek to work with the owner of Poundfield shopping centre to explore feasibility of enhancing pedestrian route through car park and shopping precinct.

Consider further improvements and developments to the rear and car park area of Poundfield shopping precinct to improve the sense of place and connection to the town centre, for example by enhancing the food and drink offer in this area and creating additional covered outdoor seating for dining and dwelling, with associated landscaping, planting and lighting.





POTENTIAL BENEFITS:

Creating a more prominent and accessible route between the station and Town Centre/Old Town would strengthen the connection between these key destinations and ensure both residents and visitors are able to easily navigate. Improvements to Poundfield shopping precinct and car park could help shift this from a space for cars to a space for people, increasing footfall and dwell time and thereby boosting local businesses.



Private land ownership and commercial use means any projects through the Poundfield shopping precinct would need to be negotiated and agreed between public and private stakeholders and ensure minimal disruption to existing businesses.



Potential Quick Win

This project could be trialled with temporary/small-scale interventions such as an improved pathway with colourful artworks, planters and lighting. Temporary / mobile interventions within the car park could help test the success of additional public seating, planting and restaurant spill-out in this area.



LLANMAES & EAGLESWELL ROADS

PROJECT DESCRIPTION:

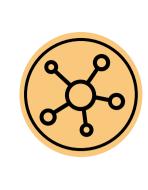
Improve accessibility and active travel routes along key routes, such as Llanmaes Road and Eagleswell Road in particular, to ensure people walking, cycling, using mobility scooters, wheelchairs and buggies have a safe and level route. This is a key route for access between Crawshay Court (Assisted Living) and doctor surgeries, and between residential areas and the town centre/schools. This route also links to the wider regional cycle network, and therefore provides a key active travel link into surrounding villages and new and planned residential development on the periphery of town. Specific interventions could include a segregated cycleway, improved and resurfaced footways, planting, and armed seating for rest points along the route, as well as enhanced maintenance. Consider setting up an Accessibility Focus Group with members who are wheelchair/mobility scooter users, buggy users/families with children, elderly, visual/mobility impairments, etc. to co-design potential solutions for this and other key routes/areas in the town.



The envisaged improvements would enable easier and safer access between residential areas and key destinations within the town centre, ensuring inclusivity for people of all ages and abilities. Enhanced active travel routes and connections into the regional cycle network will help promote sustainable modes such as walking and cycling, reducing the dominance of private cars and associated traffic, carbon emissions and air pollution.

CHALLENGES:

Ensuring buy-in of local residents and car users, and the safety of all road users the detailed design. There is a perception that active travel is for fast-moving cyclists only, and that it will create a nuisance for car users. There is therefore a challenge to ensure widespread understanding that active travel routes can benefit users of all ages and abilities, including children and the elderly, and can in fact improve town centres for car users by reducing car use to only those who need to use a car, while increasing the options available to those who prefer other modes.









Potential Quick Win

There is an existing design for active travel improvements along Llanmaes Road that could be revisited. Consider setting up an Accessibility Focus Group with members who are wheelchair/mobility scooter users, buggy users/families with children, elderly, visual/mobility impairments, etc. to co-design potential solutions for key routes/areas, with accessibility for all a priority.



FOOTPATHS



What if

PUBLIC FOOTPATH

PROJECT DESCRIPTION:

Improvements to footpaths to enhance their prominence, accessibility and safety. For example, through better maintenance of vegetation and overgrowth (particularly where this covers signposts or restricts access), removal of unnecessary barriers (such as bollards/gates), clear signage and wayfinding, and where appropriate lighting of certain urban footpaths. These interventions should focus on the most used routes and those connecting key destinations as a priority, such as routes to the beach and the footway past the football club (Windmill Lane). All public footpaths have been mapped (available on the Council website), but perhaps this map could be made more easily accessible within the town, for example as a physical map on signboard/s or QR codes linking to the online map at key points such as the station, the Town Hall and beach.



PUBLIC FOOTPATH

POTENTIAL BENEFITS:

Ensure the continued protection and safe use of Llantwit Major's unique and valued network of footpaths, promoting walking and exploration of the town. These footpaths and the associated access to the coast and countryside are a key aspect of Llantwit Major's unique identity and are highly praised by the community as one of their favourite features of the town. Footpaths also provide attractive walking routes as alternatives to busier roads and travel by car, helping to reduce the impact of car dominance and pollution.

CHALLENGES:

The extensive network of footpaths, rural nature of many of them, and private land ownership, creates a challenge for ongoing maintenance (with limited staff and budget). Ongoing maintenance budgets, community engagement and careful management will be required, possibly with additional methods (e.g. QR codes on posts) for residents to easily report issues as they arise, such as overgrown vegetation or maintenance issues in specific areas.





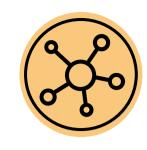
Potential Quick Win

Regular trimming of overgrown vegetation is the immediate priority, particularly where this covers signage or restricts access. Consider use of QR codes for reporting issues along key routes. Volunteer capacity may be an option to explore to ensure responsive maintenance as soon as issues arise, and to minimise costs, coordinated by the Council's Public Rights of Way team.





ELECTRIC BIKE HIRE



PROJECT DESCRIPTION:

Explore the potential for an electric bike hire scheme located at the station to enable access to the beach (given steep slopes), as well as travelling further distances within the Vale (for example, to Cowbridge through the lanes, and other places along the coast e.g. Monknash, St Donats Castle and Atlantic College). This would most likely be operated by a commercial partner working across other areas within the Vale/region. Electric bikes are popular with young people, families, as well as older and less active people, making cycling more accessible and enjoyable for a wider range of people, and allowing traversing of longer distances and steeper inclines.



POTENTIAL BENEFITS:

An electric bike hire scheme would open up cycling to a wider audience as an option for sustainable travel within the town and to key destinations such as the beach and other regional attractions. This would help shift away from the dominance of private vehicles, and associated traffic, carbon emissions and air pollution, and enable greater flexibility in routes and schedules than other modes of public transport can offer.



Market demand and commercial viability of such a scheme in Llantwit Major would need to be tested, and likely a private operator sought. Such a scheme is more likely to be commercially feasible in larger towns to start off with, or perhaps on a regional basis. However, as the technology and market penetration of electric bikes improve, this may become a more feasible project in the foreseeable future.

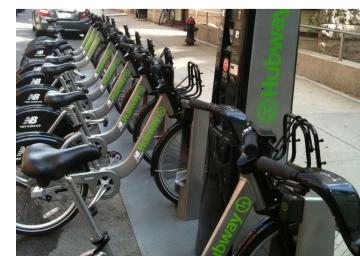


Potential Quick Win Now...

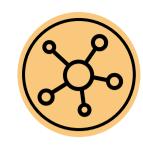
Continue monitoring the use/popularity of the existing bike hire scheme at the station, and explore options for electric bike schemes as opportunities arise.







ENHANCED PUBLIC TRANSPORT



What if...

PROJECT DESCRIPTION:

Work with partners such as Transport for Wales to explore options for increased train frequency and availability of late-night trains from Cardiff, as well as improved frequency, reliability and co-ordination of bus routes. Potential improvements to the station may also include enhanced live information on route options, arrival times, and service updates, through interactive/digital boards. Other potential placemaking interventions for the station (see separate project on the Station), such as public toilets, enhanced shelter, seating, lighting and refreshments could also help make this more a vibrant and attractive place to wait for changes between modes/services, particularly in winter and at night, helping to improve the overall experience of using public transport in the town.



POTENTIAL BENEFITS:

These changes would improve the attractiveness of rail as a mode of transport, helping to promote the shift from private vehicles to more sustainable public transport. Improving the connectivity of Llantwit Major to Cardiff and other towns for both residents and visitors will in turn make Llantwit Major a more attractive and vibrant place to live, work and visit.

CHALLENGES:

The implementation of this project relies on Transport for Wales, which must balance priorities, costs and benefits of various capital and operational improvements across its entire network.





Potential Quick Win

Continue regular conversations with Transport for Wales. Temporary activations / improvements to the station may be explored under the wider Station project.



THE COMMUNITY HUB







What's the idea?

The existing cluster of community, health, education, leisure and sports facilities within Llantwit Major could present an opportunity for a more integrated and celebrated hub, focused around the aspiration of Well-being for All. Partnering with local stakeholders to revitalise public spaces, enhance wayfinding, and potentially upgrade buildings and facilities, creating a vibrant community hub. This may include new features, such as improved and expanded play areas with inclusive equipment, playful landscape features and seating, and spaces for cultural and social activities for all ages.

THE COMMUNITY HUB



PROJECT DESCRIPTION:

Explore creating a vibrant community-centred area that integrates and enhances the existing facilities in Llantwit Major, focusing on promoting health, well-being, and accessibility for all. To improve connectivity and accessibility, there is an opportunity to co-ordinate the design, wayfinding and layout of public spaces, routes and boundaries surrounding key facilities such as the library, health centre, rugby club, bowls club, tennis courts, Llantonian Hall, leisure centre, Multi Use Games Area (MUGA) and schools. Investigate options for upgrading the library, leisure centre, and play areas to meet the needs of a growing and diverse population. Consider the potential for new features, such as inclusive play equipment, playful landscape features and seating, and spaces for cultural and social activities. Engage with youth services and local organisations to assess the demand for dedicated youth spaces, such as indoor recreational areas offering pool tables, bowling, and other activities. Work with partners to explore feasibility of improving medical facilities and possibly consolidating community services and amenities into a Community Hub at the existing library to promote well-being for all residents, including exploring other potential locations such as the Eagleswell site for long-term solutions. Encourage local businesses and community groups to contribute ideas and resources to ensure the Community Hub reflects local aspirations and needs.



Through relatively simple interventions, the various facilities in the area could be better integrated and connected to each other and to the town centre, creating a welcoming, accessible, and cohesive environment that prioritizes pedestrian movement and encourages social interaction and healthy lifestyles for all ages and abilities. Benefits could include improved connectivity and public realm, enhanced community facilities and services, youth-centred amenities, and a focus on community-led development and community spirit.

CHALLENGES:

A comprehensive feasibility study and stakeholder engagement process is necessary to assess the viability and scope of this proposal, land ownership, funding opportunities, and community requirements. Given the historical character of Llantwit Major, careful attention should be paid to preserving the town's identity while designing modern and functional community spaces.







Potential Quick Win

A stakeholder engagement and co-design process could be implemented focused specifically on this opportunity area, to better understand various stakeholder and community needs and aspirations and try to develop a shared vision with broad buy-in of the various stakeholders. In the meantime, small-scale improvements to seating, planting and signage would be impactful.







SKATEPARK



PROJECT DESCRIPTION:

Explore enhancements to Llantwit Major's skatepark to create an inviting, inclusive space for a wide range of ages and abilities, from teenagers to younger or less experienced skaters. Incorporate features for supporters, non-skaters, or those hesitant to skate, such as playful landscapes, climbing boulders, seating, and outdoor games like chess. Complement these with landscaping improvements, including native planting, biodiversity features, energy-efficient lighting, ample seating, recycling bins, and a water fountain, ensuring the space is functional, sustainable, and welcoming for all users.





POTENTIAL BENEFITS:

Enhancing and diversifying the skatepark's facilities will create a more inclusive, welcoming space for skaters of all ages and abilities, encouraging younger, newer, or less confident individuals to participate. This will boost the area's vibrancy, making it a safer, more enjoyable place for youth to gather, socialize, and engage in physical activity.



Designing facilities that are safe and inclusive, while ensuring a level of challenge for those who want it.

Co-designing the improvements together with skaters, young people, families and other interested stakeholders would help ensure that needs and desires of a wide range of people are met.





Potential Quick Win

The existing skatepark has already been a good test of its popularity. The next step could be to set up a co-design process with local schools/young people to develop a shared vision for what the space could become and which potential improvements should be prioritised.



SEAVIEW PARK

PROJECT DESCRIPTION:

Consider improvements to the existing Seaview Park through landscaping and additional facilities, such as seating, pathways, a play area, dog exercise area, and possibly a pavilion/bandstand to allow for winter shelter, music, theatre and small events.

Seating and swings could be designed to create interesting social arrangements and spaces that are appealing to teenagers, particularly girls, who tend to have less dedicated spaces and facilities within the public realm.

Consider an outdoor table tennis table and other games, as well as a playable landscape, for example paths for scooters and children learning to cycle. Additional planting and biodiversity features could enhance the aesthetics and biodiversity of this space.



The envisaged improvements would create a more useable and vibrant park for people of all ages, in particular providing much needed facilities for young people, and possibly biodiversity enhancements. The location of the park on the main route between the town centre and beach makes it an ideal stop-off point along the way, helping to make the journey more enjoyable and encouraging walking/active travel.

CHALLENGES:

The park is a Centenary Field, commemorating World War I, so any proposed changes to its use and design should be sensitively co-designed together with stakeholders.

Surrounding residents would also need to be involved to ensure their priorities and any concerns are incorporated into the design, for example by balancing the potential for increased use with maintaining a peaceful atmosphere through appropriate location, design, and operation of any facilities.



The next step could be to set up a co-design process with local residents/young people/stakeholders to develop a shared vision for what the space could become and which potential improvements should be prioritised.













EVENTS & PROMOTION



PROJECT DESCRIPTION:

Build on the success of local festivals and cultural events, such as These3Streams Festival of the Arts and the Food Festival to provide interesting events for residents of all ages throughout the year, and attract more visitors to the town (day trip and overnight).

Enhance promotion of the natural, cultural and built heritage of Llantwit Major through such events, as well as on an ongoing basis throughout the year. For example, create a town website and/or Instagram page that promotes all that Llantwit has to offer (or work with the existing Visit the Vale website and Instagram account by providing additional content focused on Llantwit Major's natural, cultural and built heritage). Ensure all community facilities within the town that are available for hire or public uses are clearly advertised, such as on the Town Council's website - including facilities that are currently underused such as the Scout Hall, which could be used for children's birthday parties and similar events.

Explore the creation of a local business forum and events umbrella organisation to co-ordinate and promote the interests of local businesses and organisations, including through a co-ordinated annual calendar of events, markets and promotions, and a business directory (online and/or at the station/town centre).



Enhance existing efforts and assets through better coordination and promotion, helping to increase the success of local businesses, venues and events, and allow a wider audience to enjoy Llantwit Major's unique character and all it has to offer.

CHALLENGES:

Ensure inclusivity, coordination and a broad representation across all interested local businesses, community groups and events organisers, and that any coordination efforts don't undermine already successful bottom-up initiatives.



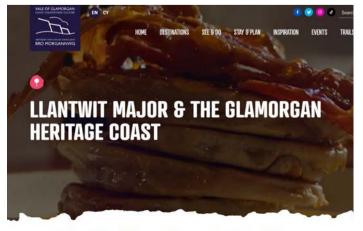
Continue supporting and coordinating local events such as the Llantwit Major Food Festival and These3Streams Arts Festival. Explore the creation of a local business forum and events umbrella organisation to co-ordinate and promote the interests of local businesses and organisations, perhaps led by the Town Council. Ensure online information and social media is regularly updated.















LOCAL FOOD & DINING



PROJECT DESCRIPTION:

Explore opportunities for enhanced dining options, with covered outdoor seating, planting and pleasant lighting - possibly around the Commercial St/East St/Church St junction to provide an enhanced gateway to the Old Town, and/or around the Poundfield shopping precinct to create a more vibrant and welcoming link between the station and town centre.

There is also an opportunity to celebrate and promote local food networks and businesses, such as links between local farms, allotments, butchers, restaurants, shops and markets. Together with local businesses and producers, explore the potential for a regular Farmers' Market or other food markets, potentially making use of improved areas of public realm that are proposed as part of this Placemaking Plan, such as the station, the beach, the Old Town Square and the car park next to the Town Hall.







POTENTIAL BENEFITS:

Enhance and promote local sourcing of food, helping to strengthen community networks and resilience, while reducing carbon emissions and celebrating unique local offerings. Create more welcoming and vibrant streets and public spaces through encouraging markets and outdoor dining, which may encourage longer dwell time and increased footfall in support of local businesses.



Space constraints, land ownership and weather would impact the design of any outdoor seating areas. Any farmers markets or food markets would need consistent levels of support to ensure viability, so a trial on a seasonal or one-off basis might be an appropriate place to start, working together with local businesses and producers. Ensuring affordability of fresh food for local people is a key challenge.







This idea could be trialled through temporary installations, such as additional seating areas outside an existing cafe/restaurant, demarcated by moveable planter boxes (similar to the approach adopted for Covid-19 response projects). Options for hosting a seasonal farmers/food market could also be explored via a forum of local food businesses and producers.



PUBLIC REALM MAINTENANCE

PROJECT DESCRIPTION:

Implement a programme to improve public realm maintenance, including the condition of roads and pavements, street cleaning, litter bins and collections, and vegetation maintenance around footpaths and signage. Continue and expand the programme of colourful public flower planting, perhaps involving school children in planting along routes to schools, and identifying designated planting areas for community groups to take ownership over. Explore opportunities for a public art programme, considering appropriate locations for public murals and other forms of public art, for example the Tennis Club walls and the walls around the 'Black Bridge'/Nordale Road and other key gateways into/within town. These planting and public art initiatives should align and overlap with any initiatives delivered under the Town Gateways and School Routes projects, and ensure accessibility along routes. Consider setting up a local volunteering umbrella organisation or 'Volunteer Days' to coordinate community input towards initiatives like litter picking, flower planting, public art, etc. As another route to get more people involved, explore stronger partnerships between the Town Council and Atlantic College students, who have expressed an interest in participating in positive initiatives within the town. Finally, work with volunteer organisations such as Llantwit in Bloom to explore the feasibility of developing a coordinated maintenance regime.



These initiatives would help enhance the sense of community pride and ownership over public spaces in Llantwit Major, helping to address some of the issues raised around public realm maintenance, litter and cleanliness, while bringing together like-minded people in the community, and building stronger relationships with local stakeholders, such as Atlantic College.

CHALLENGES:

There is a strong desire to participate and volunteer in such activities, but not necessarily on a weekly basis or to undertake the full responsibility for organising, so perhaps a need for some form of cross-community coordinator, so that volunteers can easily participate as and when it suits. Ensure inclusivity and that any coordination efforts don't undermine community-led actions by working together with existing initiatives and groups.



Volunteer Days could be easily organised and widely promoted, offering opportunities to get involved in litter picking, flower planting, and some of the ideas within this Placemaking Plan, such as the town gateways and school routes projects. Continue discussions with Atlantic College about getting involved in such initiatives.













GREEN INFRASTRUCTURE

PROJECT DESCRIPTION:

Ensure new developments and public realm upgrades include sustainable urban drainage (such as planted swales and rain gardens) and maximise planting of street trees and native vegetation, including wildflowers.

Such opportunities should be maximised when designing any public realm enhancements envisaged as part of this Placemaking Plan, particularly the key opportunity areas around the Station, the Community Hub, the Old Town Square, and the Old Town streets (including the car park next to the Town Hall). It should also include potential improvements to parks and green spaces, such as Seaview Park and the Skatepark, and along key routes such as Llanmaes and Eagleswell Roads, and a focus on greening residential areas to ensure these neighbourhoods are attractive, healthy, resilient and adapted to the impacts of climate change.

The beach will require its own robust landscaping solution tailored to its coastal environment and flood risk, but sustainable drainage and native planting remain relevant principles.



Enhanced green infrastructure will help to reduce flood risk and heat risk associated with climate change, and support pollinators and biodiversity, while providing attractively landscaped urban spaces.

CHALLENGES:

Ensure ongoing maintenance and associated budgets for any planting and green infrastructure. The design and plant selection should help minimise the need for watering and other maintenance.





Wildflower planting and 'seed-bombing' could be explored in existing green spaces, delivered through Volunteer Days. The focus for quick win initiatives could be in residential areas, with local neighbourhoods encouraged to take ownership over any 'leftover' green spaces such as road verges.

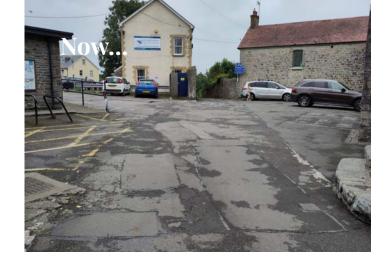














o6 Implementing the Plan

6.1 What Next?

6.2 Action Plan

6.1 What Next?

Governance & Delivery

This Placemaking Plan forms the collective vision and foundation for future investment, decision-making and development of placemaking projects within Llantwit Major. These are aspirational aims and initiatives, which will be subject to further investigation and consultation before any final plans are drawn up.

This Placemaking Plan forms a basis for connecting to potential funding streams and exploring partnership opportunities with public, private and community stakeholders to help bring the vision and projects to life.

The VoGC in partnership with Llantwit Major Town Council will take the lead on implementing, monitoring and reviewing this Placemaking Plan overall. Key partners and stakeholders, together with indicative budget allowances and timescales, are identified in the Action Plan on the following pages.

Llantwit Major has a strong identity and rich heritage, which provides an important asset and starting point for this Placemaking Plan and future placemaking projects. Inclusive, meaningful engagement and co-design processes will be crucial to keep the local community involved in planning and placemaking decisions, and help deliver an even better place that responds to local needs and aspirations and enhances the well-being of current and future generations.

Opportunities for small-scale and temporary projects will be considered, to help deliver quick wins while testing the design, success and support for potential longer term changes, as set out in further detail in the following pages.





6.1 What Next?

Funding Opportunities

Potential sources of funding to support delivery of the Placemaking Plan projects could include:

- Transforming Towns Funding: This funding is available to local authorities who can work with partner organisations to develop projects.
- UK Government Funds and Council Funding
- Active Travel Fund: This fund provides £5 million across Wales to support projects which encourage people to choose active patterns of travel
- Private Sector: Working with local landowners to encourage them to bring their sites forward or local developers working with local businesses to encourage them to deliver social value and encouraging local specialists to add value for example around marketing, heritage and landscaping
- Public Sector Partners: Encouraging public partners to invest their budgets into the area (such as Sport Wales, the Health Board)
- S106 Monies from new developments
- Community Funds: Various funding pots that community groups can apply for
- New Funding Streams: The Placemaking Plan has been prepared to be flexible so that projects can be adapted to respond to new funding sources which the current or a new Government may look to bring forward

It must be recognised that in the current period of public sector spending pressures, the VoGC cannot be expected to lead and fund all the projects identified in the Placemaking Plan. Future investment in Llantwit Major will be maximised where public and private partners come together with the local community to access available funding and harness local talent and resources.





6.2 Action Plan



Location (See Map)	Project Name	Possible Delivery Partners	Timescale	Budget Indication	Potential Quick Wins / Next Steps
K1	The Beach	VOG, Town Council, cafe owner, Lifesavers Club, Surfers, landowners	Medium Term	Medium	A temporary concessions licence could be granted to trial a food truck or other form of mobile activation (such as a surf equipment hire van) over the summer months.
K2	Old Town Square	VOG, Town Council, History Society, pubs, cafe and other surrounding businesses and residents	Short/Medium Term	Low	The railings could be removed or moved on a temporary basis to test the response from the local community in terms of social behaviour and respect for the memorial. The closure of the road alongside The Old White Hart has already been a successful test of expanding the Square and public seating in this area.
K2	Old Town Streets, Car Park & Public Toilets	VOG, Town Council, Pubs, cafes and other surrounding businesses and residents, accessibility focus group	Medium Term	Medium	The existing food festival and other events in the Town Hall car park and Old Town area provide a good test of making this a more pedestrian friendly place. This could be expanded into other events known as 'Open Streets' days where vehicles are more restricted and people are encouraged to enjoy the streets.
C1	Old School Public Realm	Town Council, VOG, existing users	Short/Medium Term	Low	A simple intervention such as a moveable picnic bench and/or heritage interpretation to celebrate the view of St. Illtud's church from the end of the carpark could test out the popularity of this idea.
C2	The Gatehouse	St. Illtud's Church, Church in Wales, VOG, Town Council, History Society, existing tenant	Medium/Longer Term	Medium	Heritage interpretation alongside this and other nearby sites owned by the church could help appreciate and visualise historic structures, including those that are now ruined or gone, such as the Chantry House and Tithe Barn.
C3	Town Gateways	VOG, Town Council, community groups, schools, local artists	Short/Medium Term	Low	Temporary / small scale interventions at town gateways could be undertaken working with local schools, community groups and volunteers, such as planter boxes with colourful flowers. The local knitting group could potentially provide colourful 'yarn bombing' for bollards, signposts or other appropriate, unattractive surfaces in a non-intrusive and non-permanent way.
Townwide	Wayfinding, Lighting & Interpretation	VOG, Town Council, Historical Society	Short/Medium Term	Low	Undertake a review of existing signage and lighting across the town to inform detailed recommendations for improvements and a consistent approach. Ensure existing wayfinding is pointing in the correct directions, and vegetation is trimmed to ensure signs are clearly visible. A temporary medieval flag display could be run over the summer, such as in Tewkesbury.
Townwide	Visitor Accommodation	VOG, Town Council, Private sector partners	Longer Term	N/A	Explore opportunities for temporary expansion of visitor accommodation over busier summer periods, for example through models such as camping and glamping.

90

6.2 Action Plan



Location (See Map)	Project Name	Possible Delivery Partners	Timescale	Budget Indication	Potential Quick Wins / Next Steps
K3	The Station	VOG, Town Council, Transport for Wales, existing food truck operator	Medium Term	Medium/High	A temporary installation in the taxi drop off area could test the success and design of public seating, planting, and perhaps additional food/drink facilities in this area.
A1	Access to the beach	VOG, Town Council, landowners, beach users, accessibility focus group	Short/Medium Term	Low	Investigate potential for 20mph road. Explore meanwhile interventions such as 'Open Streets' days, perhaps on a weekend or weekday evening in summer, where the road is temporarily closed to traffic to allow families, children and other more vulnerable users to walk, cycle, scoot, wheel, play in the road down to the beach and back.
A2	School Routes	VOG, Town Council, schools, parents, students, rugby club, local residents	Medium Term	Low/Medium	This project presents an exciting opportunity for community involvement (including school children) in placemaking projects such as painting pavements/pathways with colourful artworks and planting flowers along the routes.
A3	Station to Old Town	VOG, Town Council, Poundfield Shopping Precinct owner and businesses	Medium Term	Low/Medium	This project could be trialled with temporary/small-scale interventions such as an improved pathway with colourful artworks, planters and lighting. Temporary interventions within the car park could help test the success of additional public seating, planting and restaurant spill-out in this area.
A4 (and Townwide)	Llanmaes & Eagleswell Roads	VOG, Town Council, residents, Crawshay House, accessibility focus group	Medium Term	Medium	There is an existing design for active travel improvements along Llanmaes Road that could be revisited. Consider setting up an Accessibility Focus Group with members who are wheelchair/mobility scooter users, buggy users/families with children, elderly, visual/mobility impairments, etc. to co-design potential solutions for key routes/areas, with accessibility for all a priority.
A5 (and Townwide)	Footpaths	VOG, Public Rights of Way Team, Town Council, landowners, volunteers	Short/Medium Term	Low	Regular trimming of overgrown vegetation is the immediate priority, particularly where this covers signage or restricts access along footpaths. Consider QR codes for reporting issues. Local volunteers could assist to ensure responsive maintenance as soon as issues arise, and to minimise costs.
Townwide	Electric Bike Hire	VOG, Town Council, private operators	Longer Term	N/A	Continue monitoring the use/popularity of the existing bike hire scheme at the station, and explore options for electric bike schemes as opportunities arise.
Townwide	Enhanced Public Transport	VOG, Town Council, Transport for Wales	Longer Term	N/A	Continue regular conversations with Transport for Wales. Temporary activations / improvements to the station may be explored under the wider Station project.

100

6.2 Action Plan



Location (See Map)	Project Name	Possible Delivery Partners	Timescale	Budget Indication	Potential Quick Wins / Next Steps
K4	The Community Hub	VOG, Town Council, sports clubs, library, health centre, leisure centre, schools, local residents	Medium/Longer Term	Medium/High	A stakeholder engagement and co-design process could be implemented focused specifically on this opportunity area, to better understand various stakeholder and community needs and aspirations and try to develop a shared vision with broad buy-in of the various stakeholders. In the meantime, small-scale improvements to seating, planting and signage would be impactful.
T1	Skatepark	VOG, Town Council, football club, skaters, young people	Medium Term	Low/Medium	The existing skatepark has already been a good test of its popularity. The next step could be to set up a co-design process with local schools / young people to develop a shared vision for what the space could become and which potential improvements should be prioritised.
T2	Seaview Park	VOG, Town Council, local residents, Memorial Ground	Medium Term	Medium	The next step could be to set up a co-design process with local residents / young people / stakeholders to develop a shared vision for what the space could become and which potential improvements should be prioritised.
Townwide	Events & Promotion	VOG, Town Council, VisittheVale, These3Streams, local businesses and cultural organisations	Short/Medium Term	Low	Continue supporting and coordinating local events such as the Llantwit Major Food Festival and These3Streams Arts Festival. Explore the creation of a local business forum and events umbrella organisation to co-ordinate and promote the interests of local businesses and organisations, perhaps led by the Town Council. Ensure online information and social media is regularly updated.
Townwide	Local Food & Dining	VOG, Town Council, local businesses	Medium Term	Low/Medium	This idea could be trialled through temporary installations, such as additional seating areas outside an existing cafe/restaurant, demarcated by moveable planter boxes (similar to the approach adopted for Covid-19 response projects). Options for hosting a seasonal farmers/food market could also be explored via a forum of local food businesses and producers.
Townwide	Public Realm Maintenance	VOG, Town Council, KeepWalesTidy, Llantwit in Bloom, local volunteers, Atlantic College	Short/Medium Term	Low/Medium	Volunteer Days could be easily organised and widely promoted, offering opportunities to get involved in litter picking, flower planting, and some of the ideas within this Placemaking Plan, such as the town gateways and school routes projects. Continue discussions with Atlantic College about getting involved in such initiatives.
Townwide	Green Infrastructure	VOG, Town Council, local volunteers and residents	Medium Term	Low/Medium	Wildflower planting and 'seed-bombing' could be explored in existing green spaces, delivered through Volunteer Days. The focus for quick win initiatives could be in residential areas, with local neighbourhoods encouraged to take ownership over any 'leftover' green spaces such as road verges.

101



Appendix

A. Policy Context

Global

The 17 UN Sustainable Development Goals (SDGs, adopted in 2015) define the strategic global challenges (including those related to poverty, inequality, climate, environmental degradation, prosperity, peace and justice) that we need to address to achieve a better and more sustainable future for all. The goals address various aspects of placemaking within the context of sustainable development. Goal 11 'Sustainable Cities and Communities' aims to 'make cities inclusive, safe, resilient and sustainable' through 10 targets and 16 indicators. For example, by 2030 Target 11.2 aims to 'provide access to safe, affordable, accessible and sustainable transport systems for all, improving road safety, notably by expanding public transport, with special attention to the needs of those in vulnerable situations, women, children, persons with disabilities and older persons', Target 11.7 is to 'provide universal access to safe, inclusive and accessible, green and public spaces, in particular for women and children, older persons and persons with disabilities.' and Target 11.4 calls for strengthening efforts to protect and safeguard the world's cultural and natural heritage. Placemaking is also a key tool for delivering on many of the other UN SDGs, including Good Health and Well-being (Goal 3), Reduced Inequalities (Goal 10) and Climate Action (Goal 13).

National

The Well-being of the Future Generations (Wales) Act 2015 aims to improve the social, economic, environmental, and cultural well-being of Wales. To make sure relevant bodies are all working towards the same vision, the Act puts in place a 'sustainable development principle' (quoted opposite), seven Well-being Goals (diagram opposite) and five 'Ways of Working' - Collaboration, Integration, Involvement, Long Term thinking and Prevention - which public bodies need to demonstrate they have carried out in undertaking their sustainable development duty. The Act has already had a significant positive impact in Wales.





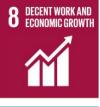






































'You must act in a manner which seeks to ensure that the needs of the present are met without compromising the ability of future generations to meet their own needs'

Well-being of Future Generations Act

National

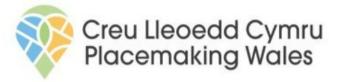
In response to the global and national requirements of sustainable development, the National Development Framework Future Wales: The National Plan 2040 and Planning Policy Wales (Edition 12, 2024) require planning, investment and development to create sustainable places which improve the economic, social, environmental and cultural well-being of Wales. Sustainable places have the right mix of uses in the right place; including a range of homes, local employment and services connected by excellent public transport and active travel infrastructure, and supported by a network of green and public spaces. PPW12 emphasises that 'sustainable placemaking is an inclusive process, involving all of those with a professional or personal interest in the built and natural environment.'

In recognition of the **key role that town centres have in building sustainable places**, the Welsh Government has introduced the 'Town Centre First' principle, which requires all new major commercial, retail, education, health and public service investment to be located in town centres. The Government's **Transforming Towns** funding programme has been established to enable projects that redevelop and improve town centres and nearby areas. The programme actively **encourages mixed use towns as places to live, work, visit and stay.**

The **Placemaking Wales Charter** has been developed in collaboration with the multi-disciplinary Placemaking Wales Partnership, comprising stakeholders representing a wide range of interests involved with placemaking in Wales. The Charter (to which the VoGC is a signatory) reflects the collective and individual commitment of these organisations to **support the development of high-quality places across Wales for the benefit of communities.** The Charter promotes the following six principles in planning our places: people and community, location, movement, mix of uses, public realm, and identity (see detail opposite). These principles, and the accompanying Placemaking Guide 2020, have shaped the structure and approach for this Placemaking Plan.

'Placemaking adds social, economic, environmental and cultural value to development proposals resulting in benefits which go beyond a physical development boundary and embed wider resilience into planning decisions.'

Planning Policy Wales Edition 12



Location

Places grow and develop in a way that uses land efficiently, supports and enhances existing places and is well connected. The location of housing, employment, leisure and other facilities are planned to help reduce the need to travel

Identity

The positive, distinctive qualities of existing places are valued and respected. The unique features and opportunities of a location, including heritage, culture, language, built and natural physical attributes, are identified and responded to.

People and Community

The local community are involved in the development of proposals. The needs, aspirations, health and well-being of all peopl are considered at the outset. Proposals are shaped to help to meet these needs as well a create, integrate, protect and/or enhance a sense of community and promote equality.

Mix of Uses

Places have a range of purposes which provide opportunities for community development, local business growth and access to jobs, services and facilities via walking, cycling or public transport. Development density and a mix of uses and tenures helps to support a diverse community and vibrant public realm.

Movement

Walking, cycling and public transport are prioritised to provide a choice of transport modes and avoid dependence on private vehicles. Well designed and safe active travel routes connect to the wider active travel and bublic transport network, and public transport stations and stops are positively integrated.

Public Realm

Streets and public spaces are well defined, welcoming, safe and inclusive with a distinct identity. They are designed to be robust and adaptable with landscape, green infrastructure and sustainable drainage well integrated. They are well connected to existing places and promote opportunities for social interaction and a range of activities for all people.

Local

The VoGC's **Corporate Plan 2020 – 2030, Strong Communities with a Bright Future**, sets out an ambitious programme of work the Council will take to deliver on its vision by:

- Creating a great place to live, work and visit
- Respecting and celebrating the environment
- Giving everyone a good start in life
- Supporting and protecting those who need us
- Being the best Council we can be

The strategy highlights that by working with communities and partners to deliver on these five objectives, the Vale of Glamorgan will have stronger communities with a brighter future. VoGC is confident that by collaborating with communities and partners to achieve these objectives, it will foster strong communities with a brighter future.

VoGC is committed to working with the community and partners as a team to deliver the commitments in the Corporate Plan, making everyone proud of the people and places that are the very heart of the Vale of Glamorgan.

Within the **Vale of Glamorgan Local Transport Plan 2015 - 2030** are a number of proposed improvements to the public transport and walking and cycling networks within the Vale. Most notably, the proposed National Cycle Network Route 88 passes through Llantwit Major, connecting it to many of the towns and villages across the south coast and southern Vale. The **Rights of Way Improvement Plan 2024 - 2034** contributes further to the protection and enhancement of the network of walking routes across the Vale.

The Vale of Glamorgan Local Development Plan (LDP) 2011 - 2026 provides the local planning policy framework for the Vale of Glamorgan and was adopted by the Council on 28th June 2017. It is supported by a range of Supplementary Planning Guidance (SPGs) on topics relevant to placemaking, including Affordable Housing, Biodiversity, Public Art, Retail and Town Centre Development, Tourism and Leisure.

The LDP provides a framework which seeks to:

- Develop a diverse and sustainable economy that maximises the Vale of Glamorgan's assets and the potential of its position within the region, to provide opportunities for working that benefit residents and businesses and attracts visitors and investment.
- Provide a range and choice of housing including affordable housing, in sustainable locations that enables those living in the Vale of Glamorgan to meet their housing needs whilst supporting the role and function of existing settlements
- Foster a sustainable future which manages the natural and built resources of the Vale of Glamorgan and makes a positive contribution towards reducing the impact of climate change by promoting sustainable development and transport, energy conservation and renewable energy generation and
- Safeguard and enhance the vitality and viability of existing retail and tourist and visitor attractions that encourage people to use, visit and enjoy the diverse range of facilities and attractions on offer in the Vale of Glamorgan

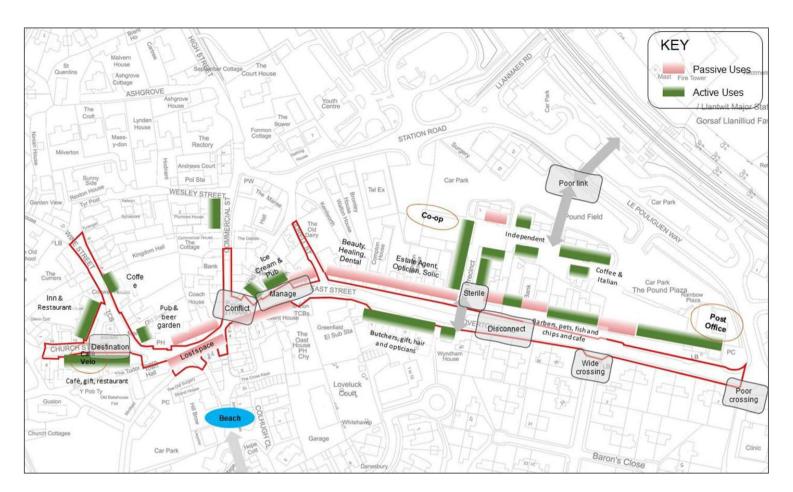
The Council is currently preparing a **Replacement Local Development Plan** (**RLDP**) **2021 - 2036**, which will replace the LDP. Public consultation on the draft Preferred RLDP was carried out from December 2023 to February 2024 and it is expected to be adopted in 2026. A number of Candidate Sites were identified as part of the RLDP process which have the potential for housing development within or primarily on the outskirts of Llantwit Major.

Local

In March 2021, the Vale of Glamorgan commissioned a series of urban design and transport studies to develop **Covid-19 Town Centre Response Projects** for each of the towns in the Vale - Barry, Cowbridge, Penarth and Llantwit Major. This report identified Llantwit Major as the smallest town centre amongst those studied, with 102 commercial units. Of these, only 4 were vacant, giving a **vacancy rate of 4% which was second lowest in the Vale** after Penarth (3%) and significantly below the UK average.

A pedestrian environment analysis was conducted, including mapping of active and passive uses along the high street (opposite), and providing useful insights into the vitality and attractiveness of the town centre and the safety and experience of pedestrians. Based on the analysis, a number of key projects were identified:

- 1. The Square: Opportunity to provide much needed cycle parking. Closure of highway arm to provide additional outdoor space for The Old White Hart. This could be achieved through the use of planters which would also help to screen the cycle parking (this project has been delivered, see photo opposite)
- 2. Parking: removal of on street parking within the historic core with the exception of those areas used by residents
- 3. Improvements to The Strand: potential reconfiguration of highway alignment to give more space to pedestrians
- 4. Rationalisation of parking on East Street: narrowing excessively wide parking bays to widen footways, thus providing extra space for pedestrians
- 5. Boverton Road Crossing: Creation of place at this key pedestrian node. Short term introduction of floorscape artwork and planting to help identify the area as a place. Resurface the approaches to this place to help announce it
- 6. Eastern Gateway: Use of planting, signage, lighting and floorscape combined with existing crossing point, to help announce the arrival into the town centre





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FOREWORD

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CONTENTS

1	INTRODUCTION	5
	What is 'placemaking'?	5
	How will the plan be used?	6
2	CONTEXT	7
	Penarth History: The Garden by the Sea	7
	Penarth Today	10
	Living in Penarth	10
	Working in Penarth	12
	Visiting penarth	12
3	VISION AND OBJECTIVES	15
	Engagement to date	15
	What are we seeking to achieve?	16
	Themes and findings	18
	Focusing interventions	25
4	INTERVENTIONS	28
	Overview	28
	Project briefs	30
	Short-term	31
	Medium-term	41
	Long-term	57
5	DELIVERY & NEXT STEPS	62



1 INTRODUCTION

What is 'placemaking'?

Placemaking covers a range of activities that allows good places to flourish. Placemaking can involve new development, improvements to existing buildings and spaces, cultural activities, installations and events, or any number of small interventions that contribute to a town as a place to live, work and spend time.

Placemaking ensures that each new project or intervention contributes positively to creating or enhancing environments in which people, communities, businesses, and nature can thrive. It places people at the heart of the process and results in places that are vibrant, have a clear identity and where people can develop a sense of belonging.

The concept of placemaking has developed in response to a feeling of 'placelessness' within the built environment, whereby new development lacks a distinct identity, character, sense of community or collective ownership.

Placemaking has grown in importance in Wales as the links with health and wellbeing and Wales' Wellbeing of Future Generations Act (2015) have been more explicitly explored and understood.

APPROACH TO PLACEMAKING

Design Commission for Wales defines 'placemaking' as involving working collaboratively across sectors and disciplines to comprehensively consider the future development of distinctive and vibrant places. The Placemaking Guide 2020 seeks to support and elaborate on the policy set out in Planning Policy Wales (PPW) where placemaking is the central theme.

The Wellbeing of Future Generations Act sets out seven guiding principles as a common purpose for public bodies across Wales. It aims to improve social, economic, environmental and cultural well-being without compromising future generations.



People and community

The local community are involved in the development of proposals. The needs, aspirations, health and well-being of all people are considered at the outset. Proposals are shaped to help to meet these needs as well as create, integrate, protect and/or enhance a sense of community and promote equality.

Location

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Movement

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Identit

The positive, distinctive qualities of existing places are valued and respected.

The unique features and opportunities of a location, including heritage, culture, language, built and natural physical attributes, are identified and responded to.

Severn goals of the Wellbeing of Future of Generations Act

How will the plan be used?

Vision and objectives

The vision for the placemaking plan was developed following an extensive period of public and stakeholder engagement. From this feedback five core objectives have been set out for the plan:

- A Vibrant Town Centre and Seafront
- A Sustainable Penarth
- A Welcoming Public Realm
- A Safe and Accessible Town Centre
- An Inclusive Penarth.

Purpose of the plan

- It identifies a series of key projects and interventions. Each of these projects align with at least one of the five core objectives for the placemaking plan.
- It will be used to co-ordinate interventions in the town centre. By bringing together a whole series of ongoing and future projects in a single, coherent plan, it will ensure that these projects, and new ones that arise, are implemented in coordination with each other.
- It is not a prescriptive plan. The plan will need to adapt to changing circumstances over time, and take advantages of opportunities that arise.
- There is no specific funding in place for most of the plan. Instead, the plan will from a framework for focusing future council spending, as well as attracting funding from the wider public sector (such as Welsh Government, UK Government or other governmental organisations), and attracting third and private sector investment.

Proposed interventions

The public and stakeholder engagement provided a wealth of project ideas and issues to be tackled, and from this a set of projects and interventions was developed. These broadly fell into one of six themes:

- A Sustainable future for Streets and Open Spaces
- Public and sustainable transport
- Economic Vibrancy and Visitor Economy
- Traffic Management
- Health and Wellbeing Provision
- · Connectivity Between Town Centre and Seafront

Timescale

This plan organises the projects into short, medium and long term projects, and range from immediately implementable 'quick wins' to significant projects that will require extensive collaboration with a range of stakeholders and outside funding.

Next steps and delivery are covered in Section 6.

2 CONTEXT

Penarth History: The Garden by the Sea

Penarth's history dates back nearly 1,000 years, with its earliest reference involving a Norman knight named Osbert, who granted land to St. Augustine's Abbey in Bristol. The town underwent significant changes during the Industrial Revolution in the mid-19th century, driven by the coal industry. The construction of Penarth Docks in 1865 and the arrival of the railway in 1878 spurred rapid development. Penarth became a popular seaside destination, with its esplanade, gardens, and pier attracting visitors. The town also played a role during both World Wars, with its docks being crucial for military logistics.

PENARTH PIER & PAVILION

Today, Penarth is renowned for its Victorian and Edwardian architecture. A key feature of the town is Penarth Pier and Pavilion, both fine examples of Art Deco design. They were originally completed in 1895 and refurbished in 1929. The pier quickly became a popular attraction, especially for pleasure steamers operating in the Bristol Channel. In 1931 a fire destroyed much of the wooden theatre on the pier, leading to significant rebuilding and restoration efforts over the years.

During the Second World War, the pier was closed to the public and requisitioned by the army for military use. It also suffered structural damage from a collision with the SS Port Royal in 1947, which took two years to repair.

Today, the pier and pavilion house an art gallery, auditorium, cinema, and café bar.





VICTORIAN TOWN CENTRE

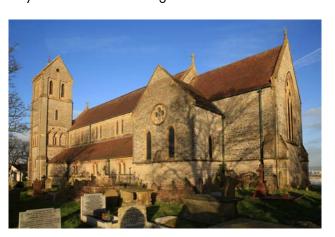
Penarth's Victorian town centre reflects the town's rapid development during the 19th century, driven by the coal industry and the arrival of the railway. The town's dramatic transformation began with the construction of Penarth Docks in 1865, which facilitated the export of coal from the South Wales Valleys. This industrial boom attracted workers and led to the town's rapid expansion.

The arrival of the railway in 1878 further accelerated the town's growth, making it more accessible to visitors and new residents. This brought with it Penarth's iconic Victorian buildings, including terraced houses, shops, and public houses, all characterized by ornate facades, large bay windows, and decorative brickwork. The town's centre shifted toward Windsor Road, which is now its main retail area. The wealthy shipping and dock owners built grand villas along the cliff tops, while workers lived in terraced housing near the port.

Due to the town's historic and cultural significance, many of its buildings have been preserved and are part of the designated Conservation Area, which covers a large area of the town, including the town centre.

ST AUGUSTINE'S CHURCH

The church was designed by the Gothic Revival architect William Butterfield and was built between 1865 and 1866, replacing an earlier church that had stood on the site since the 13th century. It is Penarth's only Grade I listed building.



KEY REFERENCES

• Penarth Conservation Area Appraisal





THE KYMIN

The Kymin, also known as Kymin House, is a twostory building set in around 4 acres of grounds, featuring a mix of land, wooded areas, and steeply sloping terrain. It offers stunning views of the Bristol Channel, Penarth Pier, and its surrounding gardens.





Penarth Today

LIVING IN PENARTH

Penarth is known as an prosperous town, with its connections to Cardiff and its rich history as a port contributing to its prominence. Its geographical location as a coastal town, with easy access to both the countryside and the city, makes it an ideal place to live and thrive.

The town's physical character is reflected in its well-preserved Victorian and Edwardian architecture, visible in houses, schools, churches, and the public library. As a coastal town, Penarth is also linked to the Wales Coast Path, offering access to 870 miles of scenic footpaths for walking and hiking.

Penarth's urban centre reflects its historic ties to the docks. Over time, the town has expanded southward, while the town centre remains in the north. This growth pattern has created some challenges in relation to traffic management at peak travel times and for residents needing to access town centre facilities and shops via pedestrian or public transport routes.

Penarth's proximity to the beach makes sea swimming a popular activity, with members of the Dawnstalkers Sea Swim Club regularly gathering along the seafront.

Penarth also boasts good access to green spaces within its central urban areas. Alexandra Park, located between the town centre and the Esplanade, is a charming Edwardian public park that offers scenic routes to the sea front with panoramic views overlooking the Bristol Channel. Cosmeston Lakes Country Park, situated at the southern edge of the town, is a popular destination for residents of Penarth, Cardiff, and the wider Vale.

A prominent topic of discussion during our public and stakeholder engagement activities was the Kymin House and Gardens. This Victorian property is located on a prominent route into the town centre, and although it is not listed, it sits in attractive grounds with views over the Bristol Channel. It has

KEY REFERENCES

- 2021 Census
- Age Friendly Vale Strategy
- Penarth Town Council Place Plan
- Penarth Neighbourhood Action Plan

been vacant for the last five years. While the Kymin has been a cherished community asset, its future use has long been a subject of debate. This Placemaking Plan will make recommendations for the future use of the Kymin, based on community need and financial sustainability.

However, like most towns, the demographics and character of the town is varied and most residents do not live in the historic Conservation Area. The Placemaking Plan will need to enhance and protect the unique selling points of Penarth, while ensuring that it addresses the needs of the wider town.

Neighbourhoods and Accessibility

Penarth's neighborhoods are shaped by dramatic changes in elevation due to developments on reclaimed land, former quarries and docklands. For example, Cogan, located on a lower plane than the town centre, is prone to flooding. Similarly, Penarth Heights and Penarth Marina, extensions of Cogan, are physically separated from Paget Road by steep embankments.

These changes in elevation can pose challenges for residents reliant on mobility aids, as the inclines associated with walking between neighbourhoods and into the town centre may be perceived as a barrier. Similarly, walking distances from the neighbourhoods of Lower Penarth to the south of the town centre, can be off-putting to residents accessing town centre facilities.

Anticipated development includes Upper Cosmeston Farm in Lower Penarth, with consented plans for 576 homes.















WORKING IN PENARTH

Penarth plays a significant role in the economic prosperity of the Vale of Glamorgan and the Cardiff Capital Region. The Local Development Plan (2011–2026) allocated 492 hectares of employment land to support a diverse economy across the Vale, however no new employment land allocations are identified within Penarth in the plan and there are limited available sites for development of employment space within Penarth more generally.

Cardiff is one of the principal commuting destinations for many people in employment in Penarth. The town is well served by Penarth, Dingle Road and Cogan Stations for rail commuters and the cycle route over the Cardiff Bay Barage also provides a direct quiet route into Cardiff Bay and the city centre.

As with most town centres, retail businesses face challenges due to the growth in popularity of online shopping. However, Penarth has a successful mix of independent shops and hospitality businesses and the service sector has shown growth.

Recently, flexible business hubs like Milkshed have been developed to provide provide space for local enterprises. These hubs offer rentable spaces with short-term tenancies of up to 18 months, making them ideal for start-ups and small businesses seeking an affordable and flexible base.

Availability of parking within the town centre was frequently highlighted during our engagement activities. Local businesses have advocated for increased on-street parking options to better serve both their needs and those of their customers.

KEY REFERENCES

- VoG Local Development Plan
- VoG Tourism and Leisure Development SPG
- Visit the Vale
- Vale 2030 2025-2030 Corporate Plan

VISITING PENARTH

One of Penarth's defining attributes is its location at the intersection of city, coast, and countryside. Residents benefit from convenient access to Cardiff Bay, Cardiff City Centre, the Welsh Coast, and the Vale of Glamorgan. This strategic location also ensures that Penarth is easily accessible to visitors from outside the town.

The town is well-connected by rail, cycling routes, and private transport. The opening of Penarth Railway Station in 1878 played a significant role in establishing its reputation as a seaside destination, enabling Cardiff residents to frequent the Esplanade, pier, and beach for leisure.

Today, Penarth hosts several popular annual events that draw visitors from Cardiff and across the Vale of Glamorgan. These include cultural events, such as the Summer Festival, Penarth Book Festival as well as sporting competitions like the Cosmeston Relays, the CF64 Trail Race and the Vale Ultra Coastal Trail race. Penarth's Rugby and Football clubs are prominent in local leagues, with high membership numbers both in and around Penarth.

One of Penarth's most notable attractions is the Penarth Pier Pavilion, located on the Esplanade. This area showcases a blend of Victorian terraces and Art Deco architecture, complemented by a variety of restaurants with outdoor seating and stunning views of the Bristol Channel.

Cosmeston Lakes Country Park has experienced a surge in popularity since the COVID-19 pandemic, attracting visitors from across the Vale. It offers a tranquil environment for family gatherings, children's play, and outdoor exploration. Additionally, Cosmeston is recognized as a Site of Special Scientific Interest (SSSI) and holds historical significance as the site of a 600-year-old medieval village.

The Placemaking Plan will seek to build on the town's existing success as a visitor location. Currently, the town is seen as a location for day trips, and there is potential to expand the offer to more overnight visitors - potentially as part of a trip to Cardiff.













Welcome to DENARTH HEIGHTS

3 VISION AND OBJECTIVES

Engagement

The success of the Placemaking Plan lies with the local community. These are the people and businesses who know the details of the town – how it functions, what is good about it, and how it could be improved.

Initial Engagement

Vale of Glamorgan Council undertook a significant amount of public and stakeholder engagement prior to the development of the placemaking plan.

A series of in-person engagement events were held over 2023 and 2024. These included a presence at existing events, dedicated sessions with stakeholder groups and drop in sessions at key locations.

Utilising the VoGC's Participate Vale platform, the Penarth Placemaking Survey was conducted from 23rd August 2024 to 25th October 2024. This was advertised through posters, leaflet drops, drop-in sessions, and social media channels. Throughout this period, a total of 110 responses were received, which included paper copies and digital submissions via the Participate Vale platform.

While the comments received addressed a diverse array of topics, the majority focused on one or more of the following key themes:

- Infrastructure and Maintenance
- Community Engagement and Events
- Transport and Accessibility
- Safety and Security
- Sustainable Development and Environmental Concerns

This engagement has provided a rich source of background information on how people who live and work in the town perceive it. The council has worked hard to reach out to a wide range of people from different backgrounds and ages across the town; however, care must be taken not to overrepresent the

views of specific demographics and to be aware of addressing the needs of the whole town.

This engagement has allowed general themes and issues to be captured across a wide cross-section of the town. It also enabled more targeted engagement to be undertaken with specific groups and individuals through a series of small focus groups and one-on-one interviews.

Focused Engagement

Following the initial round of engagement events and online engagement identifying the main themes and issues to be explored, a number of internal (council) and external stakeholders were identified for further targeted stakeholder engagement.

The goal of these sessions was to explore more detail on the specific issues with groups who have a special interest in the town, and people with specific knowledge to be drawn upon.

Secondary goals of this process included:

- Develop understanding of the local context.
- Begin to communicate the goals of the project.
- Identify and activate useful contacts.
- Begin to mobilise support.

These external stakeholder sessions took the form of on-site walkarounds and semi-structured interviews with prompts to ensure key subjects were addressed, while allowing the participants to lead the conversation towards the issues that they felt were most important.

In addition to engagement with a wide range of local stakeholders, collaboration with Penarth Town Council has been vital in the creation of this Placemaking Plan.

What are we seeking to achieve?

Penarth is a successful town. We aim to build on this success and protect its unique characteristics, while ensuring that it works for the entire community of Penarth. The goals of the Placemaking Plan can be summarised in five core objectives:

A Vibrant Town Centre and Seafront

A town enabling the creation of new businesses, supporting the needs of existing ones and a rich programme of cultural activities.

An Inclusive Penarth

A placemaking plan which looks beyond just the historic core of the town and addresses the needs of people across the community.

A Sustainable Penarth

A sustainable town which enables active travel, provision for the transition to net zero carbon and improving biodiversity.

A Welcoming Public Realm

An attractive and welcoming town which has space for events and activity, spaces for respite and spaces for social activity for all ages.

A Safe and Accessible Town Centre

A town that is safe and accessible for all ages and abilities to walk, wheel and cycle around.

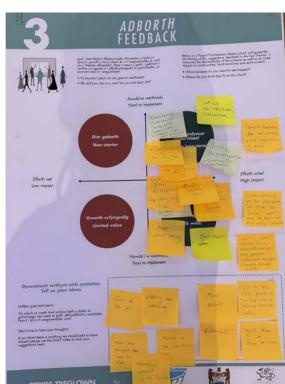












Themes and findings

Engagement Sentiment

The feedback identified during the wider public engagement and focused stakeholder engagement was grouped into six overarching themes. Within these, a number of common subjects arose through the engagement process, which are summarised here.

As with any place, the community does not speak with a single voice and has many different perspectives and needs. In some cases, different priorities are in direct competition with each other. For example, a desire for improved cycle infrastructure or new street planting may compete for highway space with retained (or additional) street parking.

In this situation, proposals in this placemaking plan seek to find a balance between the competing interests of different stakeholders. This will also need to reflect current and emerging planning policy and wider council policy objectives.

Positive Penarth

In general, the sentiment expressed throughout the engagement process was positive: people see Penarth as a good place to live, with access to green spaces, the sea and regional public transport connections seen as strengths of the town. The Pier and Esplanade, and Cosmeston Country Park were also seen as particular assets.

'Could do better'

Many of the areas where respondents felt the town could be improved related to streets, roads and public spaces, specifically the maintenance of pavements and highways, a perceived lack of public transport for shorter journeys within the town (as opposed to access to Cardiff), and congestion and parking. A lack of community spaces was also raised, although it is likely this is specific to some areas - provision for community spaces is good in the town centre.

Penarth is successful... but needs to avoid complacency.

1. A Sustainable Future for Streets and Open Spaces

- Enhancing green spaces and trees.
- Enabling sustainable practices.
- Infrastructure issues.

2. Public and sustainable Transport

- Improved connectivity.
- Safety and accessibility.

3. Economic Vibrancy and Visitor Economy

- Retail and business support.
- Cultural and community events.

4. Traffic Management

- Congestion, parking and deliveries.
- Safety measures for pedestrians and cyclists.

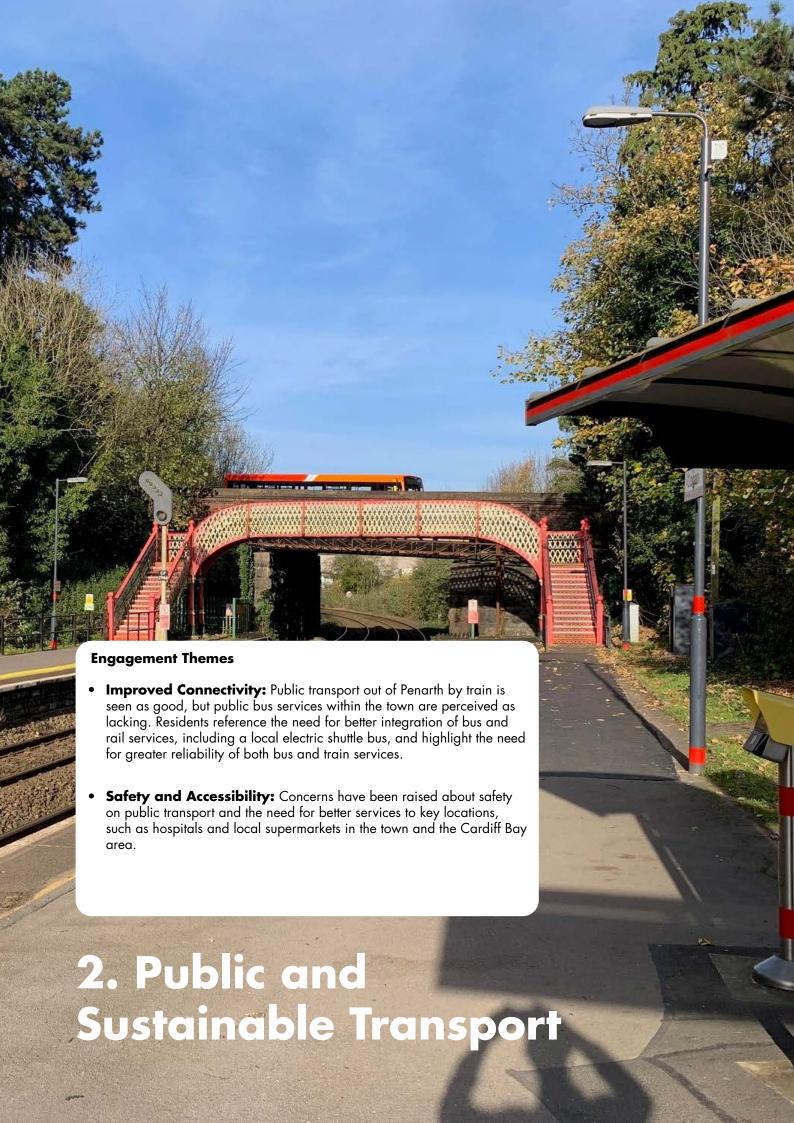
5. Health and Wellbeing Provision

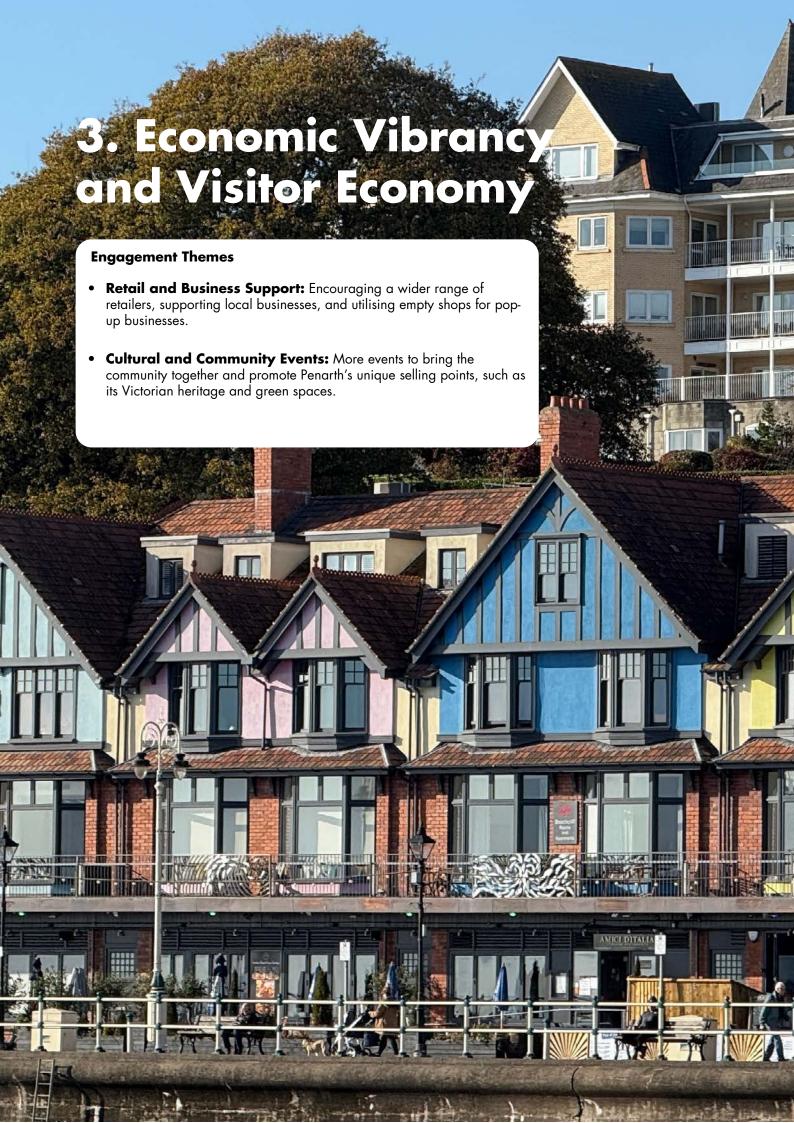
- Access to healthcare services.
- Provision of community spaces.

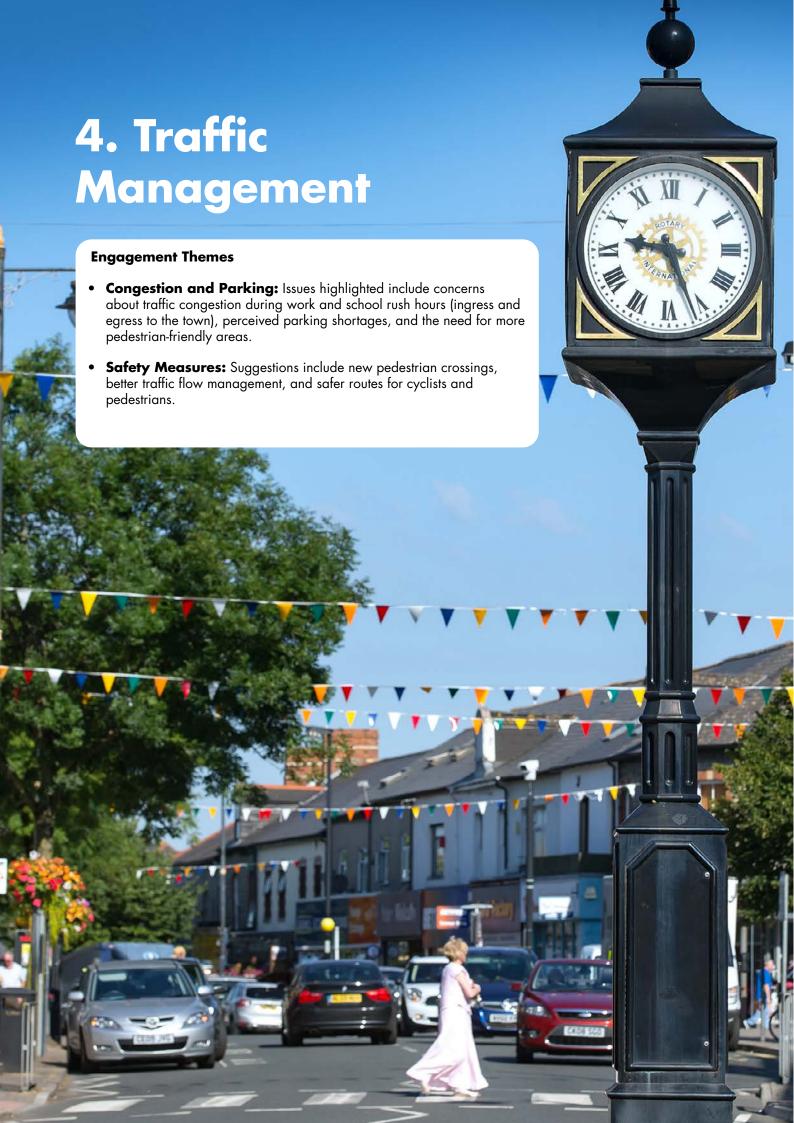
6. Connectivity Between Town Centre and Seafront

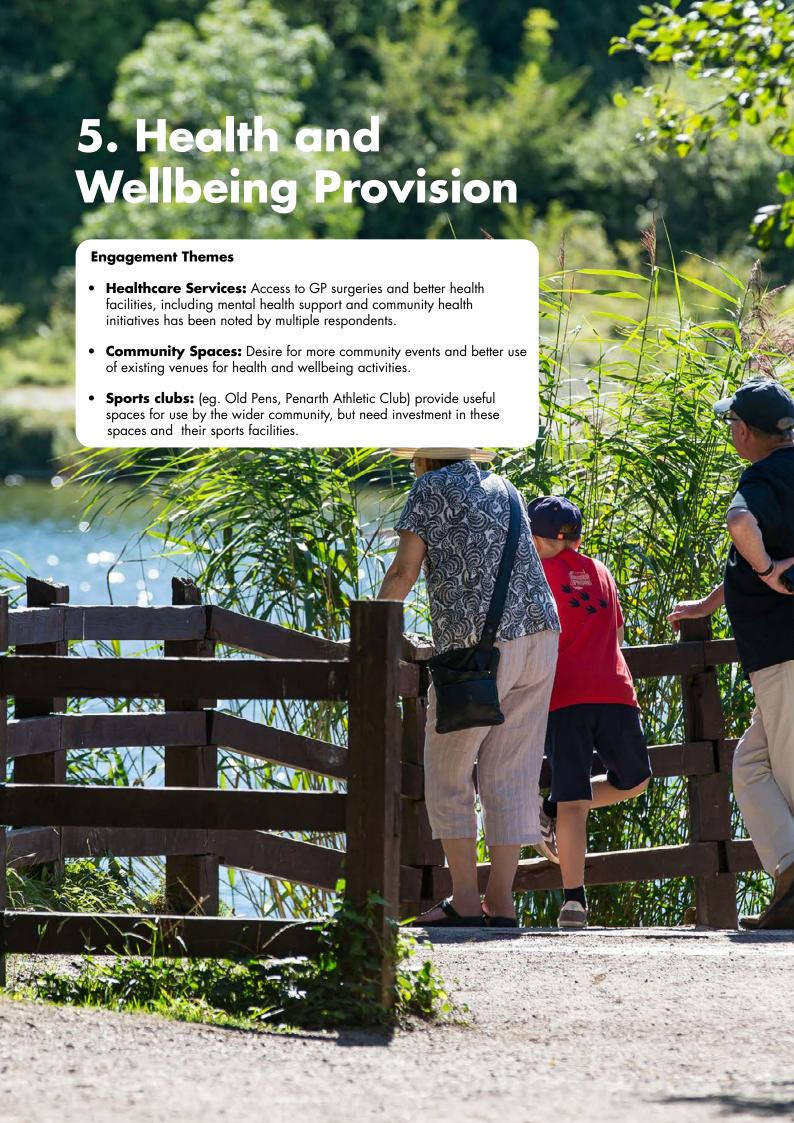
- Transport links.
- Enhancing the sea front.

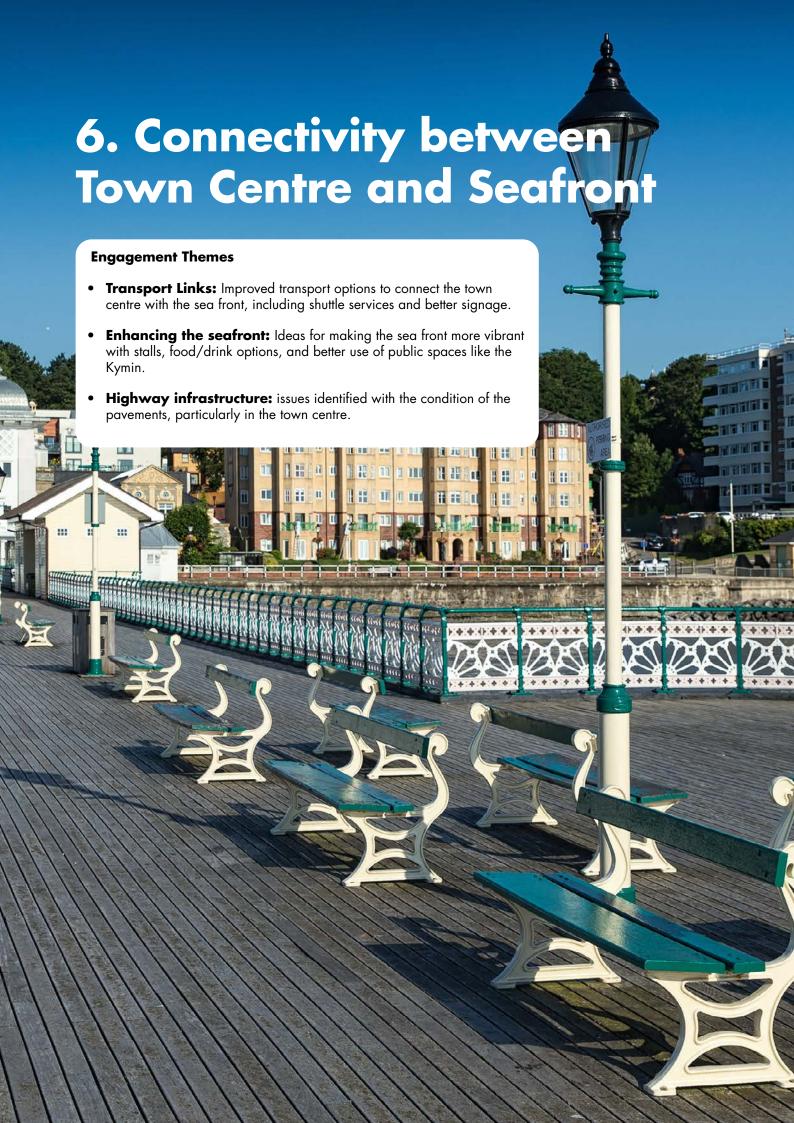
Engagement Themes Green Spaces and Trees: Respondents were concerned about the maintenance of green infrastructure. Some, particularly those living within the historic streets surrounding the town centre, are concerned about the loss of historic street trees. These respondents are in favour of 'like-for-like' replacement trees for street trees rather than new planting in surrounding areas of the town. Sustainable Practices: Suggestions include extending nature corridors, enhancing EV charging points, and increasing local foodgrowing initiatives. **Infrastructure Issues:** Particular problems noted include street litter, pavement damage, and the need for more/segregated bins and water refill stations. 1. A Sustainable Future for Streets and Open Spaces











Focusing interventions

The Placemaking Plan will necessarily need to prioritise where interventions are made. Using the contextual analysis and engagement the following areas have been identified for particular attention. However, this does not preclude projects or interventions outside these areas.

Town Centre

The Town Centre will naturally be a key focus of the Placemaking Plan. Interventions in this area could include:

- New public space for events.
- Banking hub.
- Additional planting and street trees.
- Active travel improvements.
- Digital communication boards
- Business incubator spaces.
- Permanent solution for parklets.
- History trail.
- Improvements to station.
- Find a long term home for Benthyg Penarth.

Esplanade

The Pier and Esplanade are a defining feature of Penarth and the Placemaking Plan could include:

- Permanent solution for outside hospitality spaces.
- Improved cultural offer at Pier.
- Establish long term use for Kymin.
- Improved signage from seafront to town centre.

Cosmeston Lakes and Country Park

The country park and lakes are an important resource for Penarth and also attract many visitors from further afield. Interventions could include:

- Improved active travel route connecting to Railway Walk and on to Sully.
- Seek to develop the visitor offer at Cosmeston through the development of catering facilities within the visitor centre and beyond.

Lower Penarth

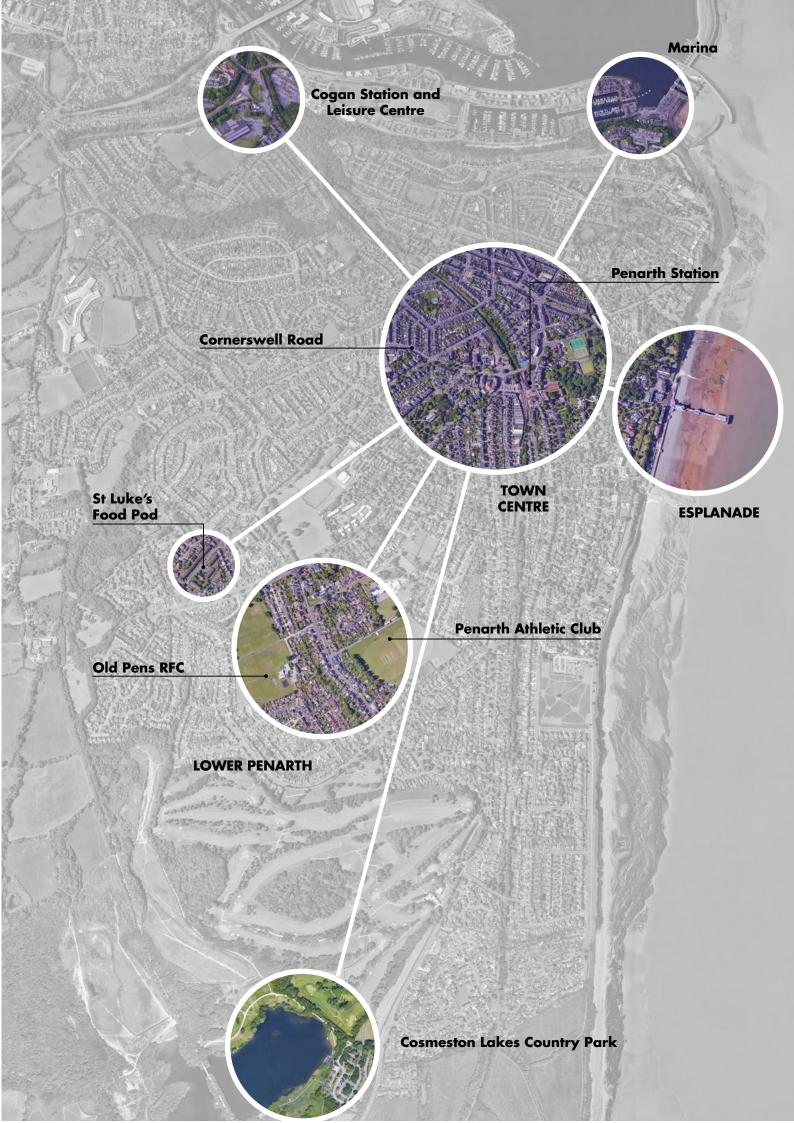
Consideration should also be given to outlying areas of Penarth, including Lower Penarth. Opportunities in this area could include working with the sports clubs to make better use of their facilities for the benefit of the clubs and the wider community. There are also opportunities to work with STAR residents association to identify projects in this area.

Cogan Station and Leisure Centre

Consideration should be given to co-ordinating potential improvements to Cogan Station (working with TfW), and the proposed health hub (proposed location of Health Hub to be confirmed by the Health Board).

Marina

While the Old Custom House is a successful destination restaurant, the entrance to the marina area does not make best use of the waterside location. We recognise that the current condition of the Marine Buildings may potentially impact finding a sustainable long term use.



4 INTERVENTIONS

Overview

Through discussions with the Vale of Glamorgan, key stakeholder groups, and the local community, several common themes have emerged in the proposed actionable projects. Some of these initiatives involve grassroots interventions that could be led and maintained by the community, fostering a greater sense of ownership over the public realm, while others require broader stakeholder buy-in from private investors and the local council.

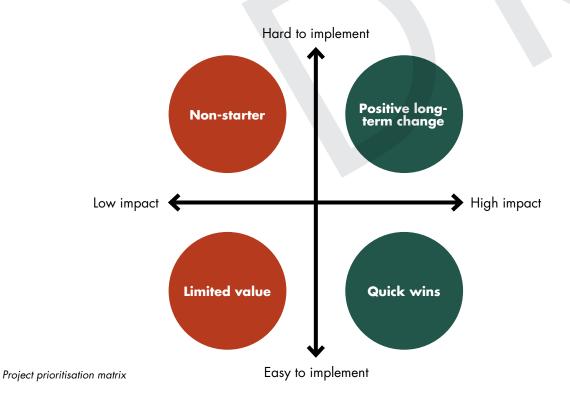
Penarth is widely recognised as an affluent and 'successful' town, demonstrated by:

- A vibrant high street featuring a diverse mix of retail, services, and food offerings from both chain stores and independent businesses.
- A strong provision of access to green spaces.
- Low crime rates and homelessness.
- A steady influx of tourists from across the Vale and beyond.

However, despite the town's many successes, there are still localised challenges in improving accessibility to key amenities and ensuring greater inclusion of all community groups.

Each brief outlines key objectives, opportunities, timescales, next steps, and potential leadership to drive these projects forward. Projects have been identified based on their potential to achieve positive long term change, and consideration of how easy they are to implement.

These initiatives vary in scale and complexity. While some will be council-led, others will require active involvement from the community and local businesses, with funding sourced through grants and private investment. The selected projects have been categorised into short-term, medium-term, and long-term delivery timeframes to ensure structured and strategic implementation.



SHORT-TERM INTERVENTIONS (1-2 YEARS)

These 'quick win' interventions focus on costeffective solutions deliverable in the near term, often requiring minimal funding. These initiatives should be community-led with support from the council, ensuring immediate, visible benefits to build public trust and momentum.

MEDIUM-TERM INTERVENTIONS (2-7 YEARS)

These projects take longer to implement and typically require greater stakeholder involvement and should be delivered in partnership with the council. Local residents should play an active role in the planning and decision-making process. These projects typically require funding from multiple sources and involve more complex coordination than short-term interventions.

LONG-TERM INTERVENTIONS (7+ YEARS)

A long-term projects involving major infrastructure or policy changes, requiring phased implementation due to their scale, complexity, and funding needs. These initiatives must align with long-term council policies and consider environmental, social, and economic factors, including climate resilience and future urban growth.

The identification of these projects provides a high-level framework outlining key objectives, stakeholders, and delivery strategies. Each project will require further development of detailed briefs to define scope, feasibility, and key partnerships. Collaboration with local stakeholders, including community groups, project leaders, and private sector partners, will be essential. A detailed feasibility study will also need to be conducted to assess site capacity, funding sources, and external factors that may impact deliverability.



Project briefs



Sample page from intervention briefs to indicate general structure

KEY

- Intervention
- Placemaking themes
- 3 Project brief
- 4 Case study

SHORT-TERM

- 1-2 YEARS
- 'QUICK-WINS'
- COST EFFECTIVE
- COMMUNITY-LED WITH COUNCIL SUPPORT
- IMMEDIATE VISIBLE BENEFITS

Cosmeston Lakes and Café







Investment in Cosmeston Lakes café to increase revenue to maintain Cosmeston Lakes Country Park. There is also potential to bring leisure activities to the lakes.

Objective

Developing the café and visitor centre at Cosmeston Lakes Country Park along with exploring opportunities for outdoor leisure events and activities could generate additional revenue, which could then be reinvested into the ongoing maintenance of Cosmeston Lakes Country Park, ensuring its long-term financial sustainability.

The existing Cosmeston Lakes café can be developed to create a facility that will support a sustainable future for an attraction of the park's significance, both locally and regionally.

Key Opportunities:

- Exploring possible sustainable outdoor leisure uses for the Country Park to provide enhanced facilities and attract more visitors
- Developing the café, to provide enhanced catering choices and facilities for visitors.
- Repurposing underutilised spaces in the visitor centre for exhibitions, additional café space, or other uses that can generate further activity and interest.

Delivery and Next Steps:

 Explore options associated with the catering offer at the site to enhance facilities for the benefit of visitors.







Precedent: National Trust

A strong precedent for high-quality café provision in similar locations can be found in the wide range of National Trust cafés across Wales and the UK. These cafés often serve as destinations in their own right, located outside the paid entrance, which attracts many visitors who do not enter the associated historic buildings, parks, or gardens.

Typically set in attractive surroundings, often within outbuildings on the grounds of the main attraction, these cafés are well-designed and offer a high standard of food and beverages.



Community Growing Spaces and Allotments







Engagement feedback has identified a demand for community growing spaces and areas for food cultivation.

Objective

There are several spaces dedicated to community growing in the town, including allotments and gardens. Sub-communities under Gwyrddio Penarth Greening, and communities such as Penarth Growing Community (PGC), focus on creating and maintaining wildlife habitats and growing edible produce. Aside from Cosmeston Orchard, most growing spaces and community gardens are concentrated in the northern part of the town.

However, the town's allotments all have waiting lists, indicating unmet demand for available spaces.

Key Opportunities:

 Feedback from the St Luke's Food Pod / STAR residents group engagement sessions highlighted a desire for a new community garden in this area. This could include shared growing spaces, as well as areas for socialising or hosting events. It will be important to collaborate with potential end-users to establish a clear brief for any proposals and create a sustainable management process for the space.

• There is also an opportunity for new allotments. Existing allotment provision (both publicly and privately operated) is oversubscribed, demonstrating unmet demand. This could involve a mix of private plots and community growing spaces. Since available land in the town is limited, a suitable location on the town's edge would need to be identified. A private operator could be engaged to fund and manage the allotments (see case study below).

Next Steps:

- Work with STAR (and other interested groups) to develop ideas for a potential community garden.
- Identify potential demand and suitable locations where allotments could be established.

Precedent: Roots

Roots Allotments is a company that establishes new allotments in areas with existing unmet demand. While their allotments are typically more expensive than traditional ones and offer smaller plots, they provide additional benefits such as access to shared tools, workshops, talks, courses for growers, and services like watering the plots when owners are away.

These allotments are not intended to replace traditional ones but serve as an alternative that is more accessible to a wider range of people. This includes new or younger growers whose lifestyles may make managing a traditional allotment challenging, or those concerned about the upfront costs of tools. Additionally, by offering these alternative allotments, the demand for traditional allotments can be reduced, helping to alleviate long waiting lists.



Tree Planting





Generally, central Penarth benefits from many mature street trees, but some have been lost over time, and some areas have far fewer.

Objective

There is an opportunity for new street tree planting outside the Victorian core of Penarth. Potential intervention areas include (but are not limited to) Lavernock Road, Dinas Road, and St Peter's Road/St Luke's Road in Lower Penarth, as well as the area north of Plassey Street in the northern part of the town.

Currently, there is a noticeable difference in the provision of street trees between the town centre and the outlying areas developed in the 20th century. The Vale of Glamorgan's Tree Strategy aims to plant a minimum of 1,500 trees across the council estate annually.

Key Opportunities:

- Planting of street trees in Penarth Conservation
 Area to replace those lost over time.
- Increasing the number of street trees and expanding tree cover in the outer areas of Penarth.

Next Steps:

- The recent Vale of Glamorgan Tree Strategy (2024) provides a framework for future tree planting and maintenance.
- Invite proposals for new street tree locations.
- Work with local residents and the community to identify key focus areas for new street tree planting.
- Explore the potential for a partnership with a new Friends of Penarth's Streets group.

Precedent: Sheffield Street Tree Partnership

Following a period of contentious decisions on the maintenance of the city's trees, Sheffield Street Tree Partnership initiative launched in 2019 to rebuild trust, increase the city's urban tree cover and improve its green infrastructure. This partnership involves the City of Sheffield, local residents, and environmental organisations working together to enhance the city's streets and neighbourhoods with more trees.

The partnership encourages local residents to participate by suggesting tree planting locations and engaging in care and maintenance activities. The project also involves educational programmes to raise awareness about the importance of trees.



The Kymin







The building has been empty for several years and the beautiful grounds which need to be maintained going forward.

Background

The building has been unused for several years. The vacant building is currently structurally sound with the council undertaking an ongoing schedule of maintenance. However, a long-term solution for the future use of the building needs to be found in order to secure a sustainable future for the building. The surrounding Kymin grounds serve as an attractive public park, and The Friends of the Kymin make a significant contribution to its upkeep. However, some structures require maintenance. There has been public interest in repurposing the Kymin as a community meeting space. However, unless a specific use or funding source can be secured, this option has been discounted for the following reasons:

- There is already significant indoor community space in central Penarth.
- Without external funding, this use is unlikely to be financially viable or capable of supporting the ongoing renovation and maintenance of the building. Therefore, consideration should be given to the potential marketing of the building.

Objective

To identify a sustainable long-term use that secures the future of the Kymin and its grounds.

Recommendations:

Given its attractive setting and location, the Kymin building may be well-suited for use as a café or restaurant with sea views, outdoor seating, and potentially upper-level accommodation. This would ensure continued public access while contributing to Penarth's visitor economy. Other financially viable uses may also be appropriate, though preference should be given to options that retain a public-facing element. The disposal of the building could generate funds for maintenance and possible improvements to the Kymin grounds, which would remain in Council ownership as public open space. Potential improvements include repair of existing structures, accessibility improvements, improved landscaping, and potential for new public uses, such as an open-air performance space.

Next Steps:

- Commence process for the marketing and disposal of the building and, if possible, grassed area in front by virtue of a long lease. Use of the building should be determined by the market, with solutions that retain access by the public being favoured.
- Continue to nurture the positive relationship between the Friends of the Kymin and the council to ensure a sustainable future for the grounds and support Benthyg in their aspiration to find a permanent home for their services.

Precedent: The Pig on the Beach

The Pig on the Beach is a restaurant with rooms located in Studland Bay, Dorset. Set in a coastal location, it offers a relaxed dining experience centred around locally sourced, seasonal ingredients. The menu showcases produce from nearby farms and its own garden, with a strong focus on sustainability. The restaurant provides a cosy atmosphere, stunning sea views, and an attractive setting, offering a farm-to-table dining experience. It serves as the perfect coastal getaway for those seeking both comfort and quality.



Alleyway Improvements







One 'quick win' would be to tidy up and improve a number of the alleyways in residential areas.

Objective

Many residential alleyways provide useful pedestrian links and shortcuts. However, several are in poor condition, suffering from litter, graffiti, and overgrown vegetation, creating an environment that people are reluctant to use, particularly after dark.

Key Opportunities:

- Short-term and ongoing clean-ups, including litter picking and vegetation removal.
- Street art projects to enhance the appearance of alleyways.

• Improve lighting for increased safety.

Timescale

Short-term improvements can begin immediately in collaboration with local stakeholders.

Next Steps:

- Work with local residents and community groups to organise regular clean-up initiatives with council support.
- Establish a long-term maintenance regime for work that cannot be undertaken by volunteers.
- Identify where long-term improvements, such as new lighting, are needed to enhance safety.





Precedent: Fire Station Alley

The alleyway between Hazel Road and St Paul's Avenue, located next to Penarth Fire Station, was selected for a Placemaking Plan pilot project aimed at enhancing this key pedestrian route.

Historically, the alley has been blighted by litter, overgrown vegetation, and a general lack of maintenance. While it serves as a shortcut for those near St Peter's Road, many people avoid using it due to safety concerns.

As part of the pilot project, there has been an organised clean up in the alley and, in collaboration with local schools, introduction of street art to brighten and revitalise the space.



Heritage Trail







A heritage trail telling the stories of the place and people of Penarth.

Objective

For several years, Penarth Civic Society has been working to establish a heritage trail that tells the story of the town and its people. The trail aims to connect a series of locations that guide visitors around Penarth and showcase its rich history.

The trail will explore Penarth's social history, notable residents, architectural heritage, and even its prehistoric past, including the famous dinosaur footprints. It will serve as both an educational resource for residents and an engaging way for visitors to explore the town.

In conjunction with improved wayfinding and signage, the heritage trail could also strengthen the link between the town centre and the seafront.

Key Opportunities:

 The heritage trail has the potential to enhance the visitor experience and celebrate Penarth's unique history. A series of interpretation boards with accompanying online resources could provide in-depth historical context for those seeking more information.

Next Steps:

- In conjunction with heritage consultants, collaborate with Penarth Civic Society to develop heritage trail using a range of appropriate media.
- Support Penarth Civic Society in preparing a Heritage Lottery Fund bid to fund the trail.

Key Stakeholders:

- Penarth Civic Society
- Penarth Town Council
- Vale of Glamorgan Council / Visit the Vale

Precedent: Bridgend Heritage Trail

The Bridgend Heritage Trail is a self-guided tour that highlights the town's rich history, showcasing key landmarks, notable residents, and important cultural sites. Visitors can explore the town's heritage through information boards featuring historical details, photographs, and maps. The trail offers a unique opportunity to discover Bridgend's past, with some boards including QR codes for additional online information.



A Vibrant Street Scene











Enhancements to the town centre street scene to develop outdoor eating and linger spaces have the potential to enliven streets and provide additional outside space for businesses.

Background

Covered structures, branded as 'Parklets', were installed by the council during the COVID-19 pandemic using Welsh Government funding. Now that the particular situation created by the pandemic has passed, a longer-term strategy is required that will create a vibrant street scene, meeting the needs of businesses, residents and visitors.

Some of the existing covered structures are well used but others are not. Some businesses expressed a desire for a 'Parklet' during the pandemic, but their locations were not suitable for the covered structures due to highways constraints. New businesses have also opened since the original 'Parklets' were installed.

Planners, particularly from a conservation perspective, are concerned that the current covered 'Parklet' structures fail to preserve the character

of the conservation area and are adding visual clutter. In addition, the structures were only intended as a temporary intervention to meet the conditions of the pandemic, and they are now showing considerable signs of wear and tear.

Objectives

- Any new Street Scene strategy will need to consider the potential for outdoor eating and socialising across the town centre, rather than focusing on the existing 'Parklet' locations in isolation.
- While high-quality, well designed, and integrated public realm interventions could be appropriate, any changes must support placemaking goals and enhance or maintain the area's historic character.
- As part of the removal of the existing 'Parklet' structures, the council will need to work with affected businesses to mitigate the removal of the temporary covered spaces through investigating the potential for well-designed permanent pavement build-outs that will contribute to the ongoing development of a vibrant street scene.

Recommendations:

 Removal of all current covered 'Parklet' structures

Precedent: Clifton Village

Like Penarth's parklets, Princess Victoria Street in Clifton Village, Bristol, implemented a pandemicera scheme to reallocate parking spaces as outdoor seating for hospitality businesses. Beginning in August 2021, part of the street was closed to vehicles daily between 11 a.m. and 5 p.m. and some parking was removed, allowing outdoor seating and encouraging a more welcoming, pedestrian-focused environment.

Following an 18-month trial period the scheme was made permanent with improved (but still temporary) street furniture. In 2025, a permanent landscaping scheme was delivered once funding became available.



Development of a Street Scene Strategy
to create a vision for the town centre,
incorporating outdoor eating spaces, additional
street planting, 'linger', and seating areas
with the aim of enhancing the town centre
environment for the benefit of businesses,
residents and visitors.

Next Steps

- Liaise with businesses hosting existing covered 'Parklet' structures to explain the implications of the Recommendations listed above. Ensure that any changes that are implemented are timed in a way to minimise the seasonal impact on businesses in 2025/26.
- Work with these businesses to develop schemes appropriate to their locations that

- will best mitigate the removal of the covered 'Parklets'.
- In tandem with the above, develop a wider Street Scene Strategy document, to include guidance for businesses that will communicate and establish the new processes for the development of street scene enhancements, in response to business and community needs.

Covered 'parklet' replacement

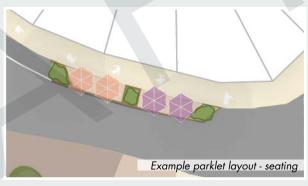
The existing 'Parklets' will need to be superseded with longer-term replacements in the form of pavement build outs that will potentially accommodate hospitality seating. Covered areas are no longer required as there is no ongoing need to support businesses through mitigation measures relating to the reduction of usable indoor space

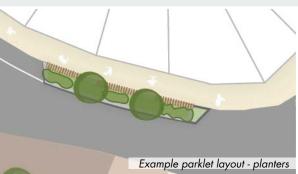
Replacement can therefore be as simple as a pavement build-out abutted by above ground planters to provide some enclosure, making the street more attractive and providing a defined area which avoids cluttering the footway.

Any street scene design will depend on the constraints of specific locations, such as underground utilities and highways considerations.

Work could also be undertaken to identify other opportunities to bring the street scape to life, working with traders on shopfront improvements and displays. De-cluttering and new signage strategies should also be considered.

Where possible re-use existing 'Parklet' structures for community benefit, e.g. within local School sites.









MEDIUM-TERM

- 2-7 YEARS
- LONGER TO IMPLEMENT
- GREATER STAKEHOLDER INVOLVEMENT
- TO BE DELIVERED IN PARTNERSHIP WITH THE COUNCIL
- COMMUNITY ENGAGEMENT REQUIRED
- FUNDING REQUIRED FROM MULTIPLE SOURCES

Reduce the impact of traffic on the town centre













Make pedestrians the priority in the town centre and enhance the retail experience for everyone.

Objective:

Windsor Road is the town's main high street, offering a good mix of retail, independent businesses, and essential services. However, heavy traffic and on-street parking create barriers for pedestrians, particularly those with mobility challenges, as well as cyclists.

To create a safer, more accessible, and vibrant high street, there is a need to improve pedestrian and cyclist connectivity, manage vehicle flow more effectively, and enhance the public realm to better support local businesses and community life.

Key Opportunities:

- Introduce safer crossing points and better cycling infrastructure to facilitate movement across Windsor Road.
- Widen pavements to accommodate outdoor dining, seating, and greenery, creating a more inviting and dynamic streetscape.
- Rationalise vehicle movement (such as a oneway system) to free up space for other uses and reduce congestion while maintaining access for deliveries and parking.

- Re-evaluate on-street parking time restrictions to ensure the parking periods meets the needs of a range of potential visitors.
- Engage with business owners, residents, and visitors to ensure proposed changes align with their needs.

Next Steps:

- Work with the local council to assess current vehicle flows, parking demand, and potential rerouting options.
- Develop initial design proposals for pavement widening, pedestrian crossings, and cycling improvements.
- Engage with local businesses and the community to gather feedback and refine design proposals.
- Where appropriate, test temporary solutions, such as outdoor seating areas and pop-up pedestrian areas, to evaluate their impact before permanent implementation.
- Identify funding sources and create a phased approach for delivery in collaboration with local authorities and stakeholders.

Greener streets





Introduce more flowering and fruiting trees to create a more vibrant townscape.

Objective:

Penarth town centre and outlying areas would benefit from increased planting, in order to improve the feel of the streets and public realm.

Integrating Sustainable Drainage Systems (SuDS) into on-street planting, can help mitigate surface water flooding, creating a more sustainable and attractive environment.

Key Opportunities:

 Increase tree canopy cover to offer natural shading and cooling, improving comfort during warmer months and reduce the urban heat island effect.

- Integrate sustainable urban drainage systems along wider roads to manage surface water flooding, improve water quality, and enhance urban ecology.
- Plant more fruiting and flowering trees to enhance the character of street networks, support biodiversity, and provide seasonal interest.

Next Steps

- Conduct feasibility studies to identify optimal locations for tree planting and SuDS integration.
- Develop phased implementation strategies to ensure long-term maintenance and management is cost-effective.

Precedent: Greener Grangetown, Cardiff

Greener Grangetown is a successful example of the retrofitting of SuDS features into a densely populated urban streetscape.

The project sought to enhance environmental sustainability and improve the quality of life for local residents by transforming Grangetown into a more climate-resilient neighbourhood. This was achieved through the incorporation of green infrastructure, including green roofs, trees, rain gardens, and permeable surfaces.





Walking and cycling improvements







Promote a more active lifestyle where walking and cycling is the preferred way to travel.

Objective:

Penarth has the potential to become a highly walkable and cycle-friendly town by prioritising safe, accessible, and well-connected infrastructure.

Enabling cycling requires dedicated cycle lanes separated from traffic or a network of low-traffic streets, integrated with key routes linking nearby towns and cities. Furthermore, secure cycle parking, lockers, and shower facilities are essential to enable a wide range of trips to be made by bike.

For pedestrians, maintaining and improving damaged pavements—particularly those affected by tree roots—will ensure accessibility for wheelchair users, prams, and those with mobility challenges. Additionally, strategically placed crossings that clearly prioritise pedestrians over vehicles will create safer, more inclusive walking routes for people of all ages.

Key Opportunities:

- Implement the routes in the Vale of Glamorgan Council Active Travel network map.
- Improve pedestrian crossings and footways in the town centre.
- Extend or connect the Railway Walk to Cosmeston Lakes and Country Park.
- Improve safe bike storage at Penarth Station.

Next Steps

- Interim interventions could include fixing existing pavements and installing creative wayfinding signage.
- Co-ordination with other placemaking plan projects (such as changes to traffic movements in the town centre, improvements to the stations, wayfinding improvements) to ensure that active travel improvements are integrated from the outset.

Precedent: Bristol to Bath Cycle Path

The immensely popular Bristol and Bath Railway Path offers a largely tranquil walking and cycling route between the two cities. Spanning 13 miles, the path is completely traffic-free and almost entirely flat, as it follows a disused railway line. A variety of cafés and pubs are dotted along the route, providing opportunities for regular refreshment breaks.



Improve signage and wayfinding







Develop a cohesive signage and wayfinding strategy for locals and visitors alike

Objective:

Signage serves as essential visual markers within the townscape, guiding residents and visitors to key destinations via the safest and most appropriate routes. However, it is perceived that some of the existing signage around the town contributes to visual clutter. A strategic approach is needed to improve clarity, functionality, and the overall aesthetic of wayfinding elements.

Key opportunities:

- Pedestrian and cycle signage can include journey times to destination and promote safer routes away from traffic noise and pollution.
- Signage can be creative and colourful but will need to be cohesive throughout town to remain easily recognisable and legible.

 Integrate with the Heritage Trail to indicate upcoming historical landmarks and guide visitors around town.

Next Steps:

- Develop a wayfinding strategy for cohesive signage across town that integrates creative and functional solutions.
- Engage with local stakeholders, including community groups and businesses, to ensure the signage strategy aligns with user needs.
- Implement phased upgrades, starting with priority routes and key nodes in the town centre.
- Ensure co-ordination with Heritage trail.



Expansion of school streets







Promote independence for young people by expanding school streets programme

Objective:

As well as cycling, walking and wayfinding improvements, the expansion of school streets is a priority for the Welsh Government in order to improve rates of travel to school by foot and bike, and to improve safety and air quality around schools.

School streets schemes typically involve the closure of the street outside schools at the start and end of the school day to prevent drop off by car immediately outside the school, which encourages travel to school by sustainable means, whilst also creating a safer environment for pupils, parents and school staff'

This can also help to develop children's autonomy to navigate their journey between home or from nearby transport stops.

Key Opportunities:

- Following the successful example of Dryden Road (Fairfield Primary School), where feasible and practicable, roll out the creation of school streets across the remainder of Penarth's schools.
- Co-ordination with wider active travel and wayfinding improvements to enable more trips to be make to school by foot, bike or scooter.

Next Steps

- Vale of Glamorgan Council to investigate taking on power for enforcement of moving traffic offences to allow the Council to enforce school streets
- Schools, parents and Vale of Glamorgan Council to collaborate in the design of a tailored School Street strategy.

Precedent: Dryden Road Penarth

Improvements to Dryden Road have had a highly positive impact on parents, carers, and pupils during school pick-up and drop-off times.

The local community was actively involved throughout the process, with a series of public engagement sessions and workshops held to identify key issues and gather input on potential solutions.





Banking Hub





A location for in-person banking for customers of all banks.

Objective

Across the country, an average of 54 banks have closed each month since January 2024, making it increasingly difficult for those who rely on in-person banking services to access their branches.

Establishing a banking hub in the town centre presents a key opportunity to provide a convenient, single-location service for non-digital banking users. An example of this is the trial of the use of a OneBanx kiosk within Principality Building Society in Cowbridge.

This provides in-person banking access for users of all the banks participating in Open Banking.

Key Opportunities:

- Provide OneBanx services within existing bank / building society premises, or;
- Potential to co-locate with other uses such as at a council services hub (eg at the library).

Next Steps:

- Engage with high street banks and local authorities to explore interest.
- Explore complementary uses, such as financial literacy workshops or business support services, to maximise community benefit.

Repurpose banks







A new life for the old bank buildings

Objective

To revitalise the town centre (particularly around the Windsor Road roundabout) by working in partnership with landlords to try to find new occupants for vacant bank buildings.

Key Opportunities:

- Introduce a mix of uses that support a lively and attractive town centre including a balance of residential, retail, hospitality, office, and creative spaces to cater to different community needs.
- Provide flexibility for landlords and new tenants to change the use of ancillary spaces at the rear and upper levels of premises, while maintaining active uses for ground floor shopfront spaces.

Timescale

There is potential to utilise the existing buildings for meanwhile uses as a 'quick win', such as a temporary home for Benthyg Penarth and other local organisations, or be used as a temporary maker's or events space whilst working towards finding long-term tenants.

Next Steps:

- Engage with landlords, developers, and businesses to bring new tenants into empty premises.
- Ensure any redevelopment proposals enhance the pedestrian experience and contribute positively to the streetscape.
- Explore incentives to attract independent businesses, start-ups, and creative enterprises to the area.







Create a central hub for information and easy access to council services.

Objective

Establish a centralised hub where residents can easily access information on council services, including financial, housing, and social support, all in one accessible location.

Co-locating this hub within Penarth Library would provide a convenient, accessible space while also promoting local events and opportunities.

Key Opportunity:

- Subject to available funding, collaboration within the council to provide a dedicated service desk offering personal consultations on housing, finance, and other essential services.
- Partner with local organisations to promote events, classes, and volunteer opportunities, fostering greater community involvement and activation across the town.

Next Steps:

- Assess feasibility, funding, and resource allocation.
- Identify key local organisations for collaboration and establish a framework for ongoing event and service promotion.
- Explore transport partnerships to provide costeffective, accessible travel options for residents.





Makers market and business hub 🖮 🧶







Establish a maker's market for small, start-up businesses

Objective:

To create a vibrant Maker's Market in Penarth that supports independent businesses, start-ups, and the creative community. The market could not only serve as a retail space for unique products but also provide affordable units and business incubator spaces for local entrepreneurs to offer services such as workshops, arts spaces or creative classes.

Key Opportunities:

- Encourage entrepreneurship and strengthen the town's identity as a centre for independent businesses and the creative industries.
- Offer a mix of indoor and outdoor areas, including stalls, studios, and workshop spaces to suit different business needs and provide opportunities for local creatives to host classes, exhibitions, and interactive sessions, fostering a strong community spirit.

 Create business incubator units that provide small spaces for new businesses to operate from before finding larger or permanent premises.

Timescale:

The Royal Mail depot has the potential to be repurposed into a central and accessible hub for small businesses and visitors. However, this opportunity depends on Royal Mail's future operational needs and whether the site becomes available for redevelopment.

Next Steps:

- Engage with landowners and potential operators to find a suitable site.
- Explore funding opportunities and partnerships to support infrastructure development and longterm viability.
- Potential to implement phased development, starting with temporary pop-up stalls before establishing a permanent market space.

Precedent: Craft & Design Centre, Manchester

Housed in a former fish market, the Craft & Design Centre in Manchester is a vibrant creative hub dedicated to contemporary craft and design. Situated in the heart of the city, it provides a platform for both established and emerging artists and makers to showcase their work.

The Centre hosts an array of exhibitions, workshops, and events, showcasing innovative craft practices across diverse media, including ceramics, textiles, glass, wood, and metal

Beyond exhibition space, it serves as an educational hub, offering opportunities for visitors to learn new skills and explore the craftsmanship behind handcrafted objects. Through its initiatives, the Centre aims to inspire, educate, and engage the public while supporting the growth of Manchester's creative industries.





A home for Benthyg Penarth











Promote a circular economy and reduce waste by adopting a 'borrowing' culture.

Objective

Benthyg Penarth, as part of the 'Library of Things' initiative, fosters a culture of borrowing to support a sustainable and circular economy. By providing affordable access to a wide range of items, it helps reduce waste and promotes more conscious consumption. Establishing a visible and accessible presence within the town centre will further embed sustainability into the community and encourage greater participation.

Key Opportunities

 A visible and accessible new home in the town centre for Benthyg.

- Benthyg aims to promote waste reduction, borrowing, and repair culture. There is opportunity for them to offer repair workshops, creative reuse sessions, and sustainability consultations from a town centre premises.
- Collaborate with local businesses and organisations to expand borrowing and sharing initiatives.
- Potential for Penarth's Repair Cafe to be colocated with Benthyg.

Delivery and next steps

- Work with Benthyg and landlords to find a permanent town centre space, potentially in one of the vacant former bank premises.
- Help promote the initiative through local events, marketing and council communications.

Precedent: RE:MAKE NEWPORT

Re:Make Newport is Wales' first permanent community repair and reuse space. They are a volunteer led community space, in collaboration between Repair Café Wales and Benthyg Cymru who offer an extensive 'library of things', free repairs of household items and also a variety of skill share workshops.

The initiative not only addresses environmental concerns but also fosters social cohesion by bringing together diverse community members to collaborate to engage with one another. The space

is easily accessible to the public, located in the heart of Newport.



Improve the Pier's cultural offering











Activities at the Pier need shouting about

Objective

Penarth Pier is a key historical and cultural asset that plays an important role in the town's tourism. It incorporates the Penarth Pavilion, an Art Deco landmark, has the potential to be enlivened with more activity to enhance the visitor experience and contribute to the local economy. Strategic improvements to its use, accessibility, and connectivity can bolster its role as a vibrant community and tourism hub.

Key Opportunities

- Expand the cinema offering to include current blockbuster films and themed experiences such as singalong events.
- Maximise the use of the pavilion for weddings, corporate events, and community gatherings.
- Establish partnerships with the Library and local organisations to create a visitor and heritage information centre.
- Strengthen partnerships with businesses along the Esplanade, introducing incentives to encourage pre-event dining and local spending.
- Strengthen event marketing, particularly within

the town centre—the primary arrival point for visitors—to increase awareness and footfall.

Timescale

An interim intervention could include improvements to the promotion of events in the Pavilion whilst working towards establishing partnerships for cinema screenings, event hire and business collaborations.

Next Steps

- Engage with local businesses and community stakeholders to identify partnership opportunities.
- Develop a promotional strategy to better market events and activities.
- Explore funding options to support necessary infrastructure improvements.
- Pilot enhanced programming at the Pavilion and assess its impact on visitor numbers and local business activity.

Enable greater investment in sports clubs







More than just a sports club

Objective:

Penarth is home to a number of successful sports clubs, such as Old Pens and Penarth Athletic Club, which play a vital role in supporting competitive sport in the town. These clubs (and others) already open up their spaces to other uses, but there is potential to expand this role as important hubs of the community, in parts of the town that lack other community spaces and venues, benefiting the town and providing vital income for the clubs.

These clubs have recently gone through the process of a community asset transfer, which will enable them to more easily access funding from external sources to invest in their facilities. In the past, clubs have missed out on funding due to having an insufficient length of lease or ownership of their grounds, and removing these barriers will allow investment in the long-term future of the clubs and their facilities.

Key Opportunities:

 Opportunity to increase the utilisation of sports club facilities, providing community benefits and additional income streams to support core club ambitions.

- Opportunity to bring in additional investment into the sporting facilities, such as pitches, gyms, and changing facilities.
- Increase outreach to underrepresented groups, including young families and individuals with disabilities.

Delivery and Next Steps:

- Speed up the process of Community Asset Transfers to enable organisations to bid for funding to improve their facilities.
- Support Penarth's sports clubs and community organisations in expanding the range of uses and activities they offer on-site where it benefits the wider community.
- Help clubs and community groups identify funding sources and overcome challenges.
- Develop an outreach and marketing strategy to promote the expanded offerings to the wider community.

Key Stakeholders

 Sports clubs, including: Old Pens; Penarth Athletic Club.

External Events Space











A space in the town centre for events and markets

Objective

There is currently no central public/civic space in the town centre. There is an opportunity to create a space that can be used (either a permanent public space, or one that can be closed for events) for events such as weekly markets, seasonal or cultural events.

Key Opportunities:

- Several potential locations for an events space were considered - the preferred location is Station Approach car park.
- Parking could be retained within an enhanced landscape design, with provision for temporary events (e.g. power).
- On event days parking would be suspended to create a pedestrian plaza area.
- Consideration will need to be given to how

access to the Station Approach Industrial Estate is maintained during events. This could be via managed access or a clear route through the space, or via the southern access point onto Station Road.

Key Stakeholders

- Business Forum/town centre traders
- Penarth Town Council
- Transport for Wales
- Network Rail
- Station Approach Industrial Estate

Precedent: Castle Square Caernarfon

In 2009, Gwynedd County Council redesigned Castle Square to create a high-quality, uncluttered civic space at the heart of Caernarfon. The design prioritises simplicity, using premium materials alongside carefully placed street trees and furniture to enhance the public realm.

The square has become a vibrant, multi-functional space, where cafés and restaurants extend into the public area, and a twice-weekly market brings additional footfall. It also serves as a drop-off point for coaches and buses, supporting tourism.



Events Space

Station Approach

Due to the size and flexibility of the space, its proximity to a range of existing businesses, and the wider benefits of renovating this key entrance into the town, the recommended location for an event space is the Station Approach car park.

On a day-to-day basis, this space would be retained as parking to serve the town centre and station, but it could also be used for events such as a regular market, seasonal events, or cultural activities.

The design would allow for flexible areas of hardstanding in high-quality materials, new trees and planting, seating, and external power and potable water points for events. Combined with the potential renovation of the station building, this would transform this key space in the town centre.



Station approach day-to-day as parking. For illustrative purposes only.



Station approach on market day. For illustrative purposes only.



Marina Public Realm









Old Custom House restaurant

Enhancing a key gateway into Penarth

Objective

Cardiff Bay Barrage provides a key route into Penarth on foot and by bike, and is an important amenity used by residents and tourists. The Old Custom House is a successful destination restaurant that attracts people from across the region.

However, the public realm is dominated by featureless tarmac car parking and road infrastructure.

There is an opportunity to enhance the public realm around this area and create welcoming entrance into Penarth. The derelict Marine Buildings also provides an opportunity - the buildings have been derelict for several decades. However, the condition of the buildings is so poor it has so far made redevelopment economically unviable.

Key Opportunities:

 Improved public realm around Paget Road Roundabout and Cardiff Bay car park, including both improved hard landscape and new soft landscaping planting and trees.

- Improved active travel wayfinding signage.
- Opportunity for redevelopment of the derelict (Grade II Listed) Marine Buildings, or the site.

While finding a use for the existing listed buildings should be prioritised, if this is shown not to be possible, then consideration should be given to other potential uses of the site. Early engagement with Cadw is essential for any proposals.

Key Stakeholders

- Cardiff Council: The local authority boundary runs through the Penarth end of the Barrage and engagement will be required.
- Cadw.



LONG-TERM

- 7+ YEARS
- INVOLVES MAJOR INFRASTRUCTURE OR POLICY CHANGE AND MUST ALIGN WITH LONG-TERM COUNCIL POLICIES
- CONSIDER ENVIRONMENTAL, SOCIAL AND ECONOMIC FACTORS INCLUDING CLIMATE RESILIENCE AND FUTURE GROWTH

Cogan Interchange







Transport for Wales have an ambition for Cogan Station to become a multi-modal transport interchange.

Objective

Transport for Wales aims to transform Cogan Station into a multi-modal transport interchange. Currently, the station lacks a platform serving the Penarth branch line, requiring travellers to and from Penarth to travel into Cardiff Central to change. A multi-modal transport interchange presents an opportunity to enhance connectivity and promote transit-oriented development.

Key Opportunities:

- A new platform would allow for seamless interchange between the Barry and Penarth lines, improving transport connectivity in the area.
- New station buildings and entrances would enhance the user experience, making the interchange more accessible and attractive.

- Integration of Sustainable Transport Modes:
 - Improved bus stops and waiting areas.
 - Enhanced cycling provisions, including secure cycle storage and connections to existing cycle routes.

The station's redevelopment could serve as a catalyst for further investment in the surrounding area, including the potential for new housing in a well-connected location.

Next Steps:

This is a long-term project requiring significant government funding. Collaboration with Transport for Wales will ensure that the vision aligns with the broader Council objectives and the town's placemaking strategies. The timeframe and costs will depend on the future planning and strategy adopted by Transport for Wales.

Key Stakeholders

- Transport for Wales
- Network Rail
- Vale of Glamorgan Council

Precedent: Caerphilly Interchange

In 2024, planning consent was granted to redevelop Caerphilly Station into a modern multimodal transport hub. The new station building will facilitate seamless connections between the local bus network and enhanced rail services, improving accessibility and convenience for commuters.

The redevelopment includes provisions for a bike hub, along with upgraded cycling and walking infrastructure to promote active travel. Additionally, improvements to the Core Valleys Lines will increase rail service frequency, while the interchange will feature extra bays and layover spaces for buses, enhancing public transport connectivity in the region.



Penarth Station











Opportunity to enhance this key gateway into the town.

Objective

The existing station and surrounding public realm does not currently provide a welcoming entrance into Penarth. The station building is small and dated, the station approach is cluttered and unattractive, and there is scope to increase the frequency of trains serving Penarth.

Key Opportunities:

There are several opportunities to improve the station and its surroundings. Transport for Wales has proposed the creation of a new platform at Penarth Station to improve train frequency. While the current proposal suggests access from the north side of Stanwell Road, a more comprehensive approach could provide a more suitable platform location by:

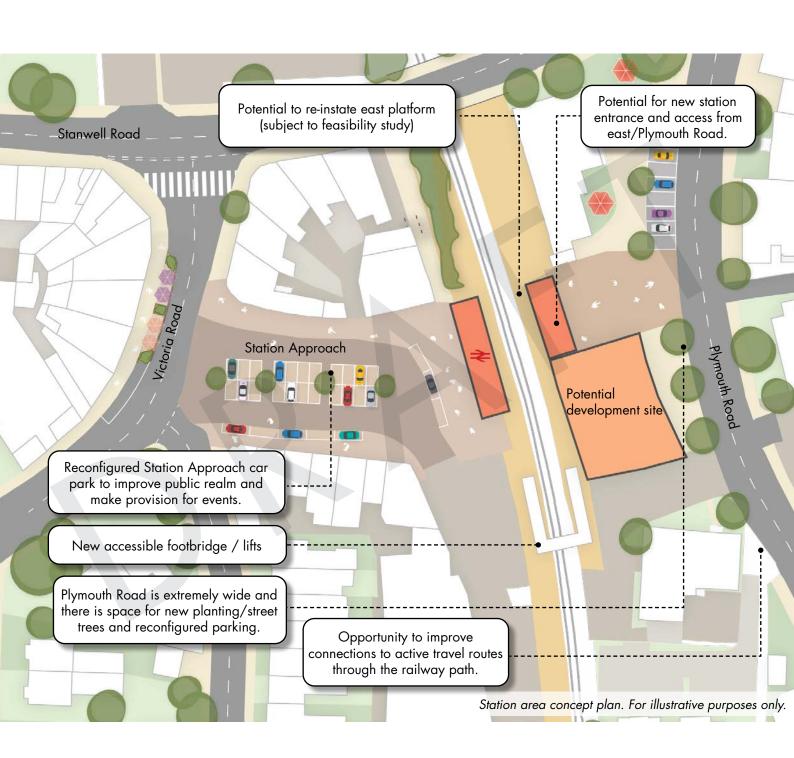
- Creating a new station entrance and plaza to the east, offering an alternative route from the station to the town centre and seafront.
- Improving integration with other transport modes such as bus services or active travel improvements via Plymouth Road.

- The existing station building is outdated and in need of renovation.
- The station lacks secure cycle storage to enable more trips to the station by bike.
- Improve the arrival experience into Penarth by rail while allowing flexible use of the space for events, retaining parking for everyday use. Enhancements could include:
 - A welcoming plaza and civic space in the heart of the town.
 - New street trees and planting to enhance the town centre environment.
 - A multi-functional space that can be used for events and outdoor markets while maintaining parking availability when not in use for events.

Key Stakeholders

- This is a long-term project that will require collaboration with multiple key stakeholders and significant funding:
 - Town centre traders
 - Transport for Wales
 - Network Rail
 - Bus operators
 - Landowners





Health Hub



Cardiff and Vale University Health Board plan to develop a new health hub for Penarth.

Objective

Cardiff and Vale University Health Board has proposed the creation of a Wellbeing Hub by co-locating GP surgeries with the existing leisure centre at Cogan.

However, this proposal has encountered obstacles due to site conditions. Public engagement feedback suggests that local residents would prefer a more central location in Penarth.

While co-location with the leisure centre may offer some benefits, there is an opportunity to revisit and reconsider the proposed location of the Wellbeing Hub in line with the placemaking principles of this plan.

Key Opportunities:

 Collaborate with the Health Board to review potential sites for a Wellbeing Hub within or around the town centre.

Next Steps:

- Work with the Health Board to assess and identify a more central location for healthcare services if a viable location can be identified.
- Engage with the Health Board and landowners to select and acquire an appropriate site.

Key Stakeholders:

- Cardiff and Vale University Health Board
- Existing GP surgeries

5 DELIVERY & NEXT STEPS

NEXT STEPS

To prioritise projects for advancement and assess alignment with the placemaking plan as more detailed proposals are developed, the following tables provide a set of criteria for evaluating the delivery of the projects and interventions outlined in the Project Briefs section. While not all projects will meet every criterion, these serve as a guide to maximise alignment with the overarching objectives.

These criteria can also be used to assess the compatibility of new placemaking projects that do not form part of this plan but may arise in the future.

As with the project briefs, the criteria can be further refined to suit individual projects, helping to establish a baseline and measure their impact at a defined point post-completion or through regular assessments.

Ongoing collaboration with Penarth Town Council and other local stakeholders will be essential for the success of this Placemaking Plan, building on existing relationships and those arising from the creation of the plan.

EVALUATION: DOES THE PROJECT...?

		A welcoming public realm	
	1.	Improve the overall arrival experience of visitors?	
THE STATE OF THE S	2.	Encourage people to stay in the area longer?	Г
	3.	Improve navigation for people across the town?	П
	4.	Promote the heritage and culture of the town?	Г

		A Vibrant Town Centre and Seafront	
	5.	Contribute to the variety of businesses and their service or retail offerings?	
	6.	Attract more footfall into the town centre/seafront?	
OPEN	7.	Support the creation of new businesses?	
	8.	Address a gap in the market?	
	9.	Encourage visitors to stay overnight?	

	An Inclusive Penarth	
10.	Provide or enable better access to community activities for different needs and age groups?	
11.	Increase awareness of current events and promote participation?	
12.	Does it contribute to or preserve the community uses?	
13.	Does it provide facilities for community use?	
14.	Enhance the health and well-being offering of the area?	
15.	Facilitate collaboration between local businesses, community groups and schools?	

		A sustainable Penarth	
	16.	Improve service, or access to, public transport?	
(412)	1 <i>7</i> .	Reduce the need for car use, ownership or parking?	
(W)	18.	Contribute to biodiversity enhancement?	
	19.	Reduce congestion and air pollution?	

	A safe and accessible town centre	
20.	Enhance safety of pedestrians and cyclists?	
21.	Reduce the impact of traffic in the town centre?	
22.	Improve infrastructure for sustainable modes of transport e.g. walking, cycling, bus, train etc?	
23.	Decrease the travel time of pedestrians and cyclists?	
24.	Improve navigation for young people and elderly?	



Placemaking Penarth Participate Vale This placemaking plan has been developed in collaboration with the community, council, and local stakeholders, with a shared responsibility to ensure the successful delivery of these interventions.

If you have a proposal that has not been included, we welcome your input—please get in touch using the link below. Likewise, if you are an investor, local business, community group, or resident interested in contributing to the future of Penarth, we would love to hear from you.

FUNDING

Delivery of this placemaking plan will vary between projects. Some will require the direct involvement of the Vale of Glamorgan Council and Penarth Town Council, while others will be led by public sector partners, the private sector, or local community groups and organisations.

There is no single dedicated source of funding for the delivery of this placemaking plan. Instead, projects will be funded through a range of opportunities, including:

- Welsh Government funding such as the Transforming Towns Fund, or the Active Travel Fund.
- UK Government funding, such as the Shared Prosperity Fund.
- Vale of Glamorgan Council funding.
- Other public sector partners.
- Private sector investment
- Heritage Lottery Fund.
- Section 106 funds from new developments.

This list is not extensive and the plan will provide a basis for bidding for new funding opportunities as they arise. Vale of Glamorgan Council will collaborate with potential project partners to help access available funding.

VALE 2030

The VoGC's Corporate Plan 2020 – 2030, Strong Communities with a Bright Future, sets out an ambitious programme of work the Council will take to deliver on its vision by:

- Creating a great place to live, work and visit.
- Respecting and celebrating the environment.
- Giving everyone a good start in life.
- Supporting and protecting those who need us.
- Being the best Council we can be.

The strategy highlights that by working with communities and partners to deliver on these five objectives, the Vale of Glamorgan will have stronger communities with a brighter future. VoGC is confident that by collaborating with communities and partners to achieve these objectives, it will foster strong communities with a brighter future.

VoGC is committed to working with the community and partners as a team to deliver the commitments in the Corporate Plan, making everyone proud of the people and places that are the very heart of the Vale of Glamorgan.



STRIDE TREGLOWN

FOR









FILE

156821_Penarth Placemaking Plan

PROJECT

Penarth Placemaking Plan

CLIENT

Vale of Glamorgan Council / Cyngor Bro Morgannwg

STRIDE TREGLOWN JOB No.

156821

PREPARED BY JdV	CHECKED BY RW
DATE	REVISION No.
15/05/2025	P06

REVISION

PO1	Initial Draft for review and comment
P02	Revised draft following client comment
P03	Revised draft
P04	Revised draft
	Revised Kymin and Parklet text, typos.
	Revised Kymin text.