



Rural  
Office



Cyngor Sir  
CEREDIGION  
County Council



UK Government Wales  
Llywodraeth y DU Cymru



# Regeneration Strategy

## i. Executive Summary

Towns play an important role as places for people to live, work and visit. They are assets in their own right and are hubs for independent businesses and enterprises, all of which support both the circular and foundation economies.

The development of towns is a key strategic priority at both a local, regional and national level. Engagement and consultation undertaken during the development of the Ceredigion Economic Strategy 'Boosting Ceredigion's Economy: A Strategy for Action 2020-35' identified 'places' as being one of the four priority areas for supporting the Ceredigion economy, with an opportunity to develop thriving, living, working, and social towns.

In order to understand the future development of towns across the region, Ceredigion County Council appointed Rural Office to assist in developing a framework and sound basis for helping communities and other stakeholders prioritise their needs, set out a list of interventions, and identify how the desired outcomes can be achieved.

This regeneration strategy identifies a set of key projects and targeted interventions which are specific to Aberaeron and cross-reference local, regional, and national priorities. It represents a long-term vision which is the sum of incremental parts, incorporating local knowledge and responding to the changing needs of the town's residents, workers and visitors.

The vision for Aberaeron is based on an asset-based approach which builds on the successes, and is informed by careful analysis, research, and consultation. The town centre is at the heart of community life and this strategy identifies opportunities for vibrant and sustainable regeneration.

### 2035 Aberaeron

**An accessible and vibrant town for people to live, work, and visit throughout the seasons, which celebrates its coastal heritage.**



Location map

Aberaeron highlighted within Ceredigion's strategic towns in the context of Wales.

# Regeneration Strategy

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# Regeneration Strategy

## 1. Overview

### 1.1 Approach

This regeneration strategy takes an asset-based approach which builds on the successes, attributes, and values specific to Aberaeron and the local community. It focuses on enhancing what currently works well and highlights the potential for improvement.

The strategy represents a long-term vision for placemaking which is the sum of its incremental parts. Targeted interventions and suggested projects are presented with varying timescales and provide options for incremental or open-ended development, either council or community-led, depending on priorities. The solutions rely on local knowledge, continued community engagement, and a long-term commitment to addressing specific issues through collaboration with key partners and stakeholders.

### 1.2 Summary

Regeneration is defined as: “an integrated set of activities that seek to reverse economic, social, environmental and physical decline to achieve lasting improvement, in areas where market forces will not do this alone without some support from government” (New Regeneration Framework, 2013). This regeneration strategy and report has been prepared as a vision document, which provides a list of targeted interventions mapped against the potential economic impact and social value of each project.

Regeneration involves identifying and addressing challenges specific to local communities. At its core, this strategy has been devised with community representatives and stakeholders who have identified opportunities to enhance existing assets and create a vibrant and prosperous town for people to live and work.

Ceredigion is a county of interdependent towns and small settlements which have a range of social, environmental and economic issues. Whilst there are a range of common themes, each local community requires a toolkit, or strategy, which identifies and connects these challenges, enabling a critical and visionary response.

This strategy seeks to restore and encourage growth in the local economy, to strengthen the vitality of Aberaeron, and the local communities. Government policy aims to encourage locally-driven growth

that is sustainable and fair, promoting economic development. Similarly, this strategy is centred around people - encouraging and enabling town councils, residents, and local entrepreneurs to develop a set of regeneration projects which will improve social, environmental, and economic well-being.

### 1.3 Methodology

Our methodology has been inclusive, seeking guidance and input through collaboration with others, to inform a dynamic set of appraisals as part of the regeneration planning. Through collaboration with the Ceredigion County Council’s internal project team, each element of the study has included careful analysis and research; review of documentation, capturing existing local knowledge, and working with local stakeholders to understand challenges and opportunities.

### 1.4 Engagement

Throughout the regeneration planning exercise, we have worked with Ceredigion County Council, consultants, key stakeholders and local community members. The regeneration strategy, and its recommendations, aims to empower town representatives to progress with future developments. This people-focused approach will need to be considered as a longer-term framework for engagement which can continue to be implemented beyond this commission. We have worked with an expert community developer and engagement strategist to map this with the strategy and key projects outlined.

### 1.5 Process

Building on the existing engagement and outreach work undertaken by Ceredigion County Council, and the success of recently established local forums and platforms, we have considered how the process of developing this regeneration strategy enables community groups and residents to:

- Influence the decisions that shape the future of their town;
- Propose where new projects might be located, and what these might be;
- Engage with the wider community network and encourage action;
- Access resources for community projects;
- Create opportunities for dialogue with Ceredigion County Council and the project team.

Key targeted interventions and supporting projects identified within this regeneration strategy are considered in relation to regional and national policy. Engagement has offered the opportunity to fact-check ideas with local residents and stakeholders, this has helped identify immediately implementable projects, medium-term pilots to test ideas, and longer-term strategic commitments. The development of this consultation and community engagement will need to become the remit of the local authority or local representative(s) to progress the strategy and build momentum. It is important that all long-term proposals are:

- Evidence-based using the information we have collated;
- Communicate what stakeholders have said in consultations;
- Celebrate existing physical and social assets and opportunities;
- Identify priorities for next steps;
- Identify common themes and interests to help develop the resources and commitments required to execute;
- Incorporate placemaking principles to create high quality development and public spaces that promote people’s prosperity, health, happiness, and well-being.



Engagement and site photos

1. Describing what Aberaeron looks like in ten years time during a stakeholder workshop.
2. Harbourmaster Hotel, Quay Parade









# Regeneration Strategy

## 2. Regional Context

### 2.1 Ceredigion

Ceredigion, historically Cardiganshire, is a predominantly rural county located in the west of Wales. It boasts over 50 miles of coastline and a mountainous hinterland, situated on Cardigan Bay, the largest bay in Wales. Defined by rivers, Ceredigion hosts the Dyfi estuary in the north and the Teifi river in the south respectively forming natural boundaries.

During the 18th and early 19th century, Cardiganshire was home to a number of industries; the primary port serving South Wales was located at Cardigan prior to the silting of its harbour. The county's economy consequently became highly dependent on livestock agriculture to sell at market. During the 20th century, rearing livestock suffered a decrease in profitability. People chose to migrate to more prosperous areas within Wales or elsewhere, resulting in a decline in the county's population.

Ceredigion is surrounded by sea and landscapes of great beauty and outstanding environmental quality. People's relationship with this varied landscape of farmland, wooded river valleys and small but robust market towns has shaped the county's history, and plays a significant value in economy and enterprise.

Ceredigion's largest town, Aberystwyth, is one of its two administrative centres and home to a number of national institutions including the National Library of Wales, Bronglais Hospital, and Aberystwyth University; the second being Aberaeron, home of Ceredigion County Council.

Ceredigion is considered a centre of Welsh culture by many and 43.5% of the population can speak Welsh according to the 2021 census. The town of Lampeter also houses the oldest degree awarding institution in Wales, now the University of Wales Trinity Saint David.



Ceredigion landscapes

1. Llandysul mountains
2. Aberystwyth seas



# Regeneration Strategy

## 2. Regional Context

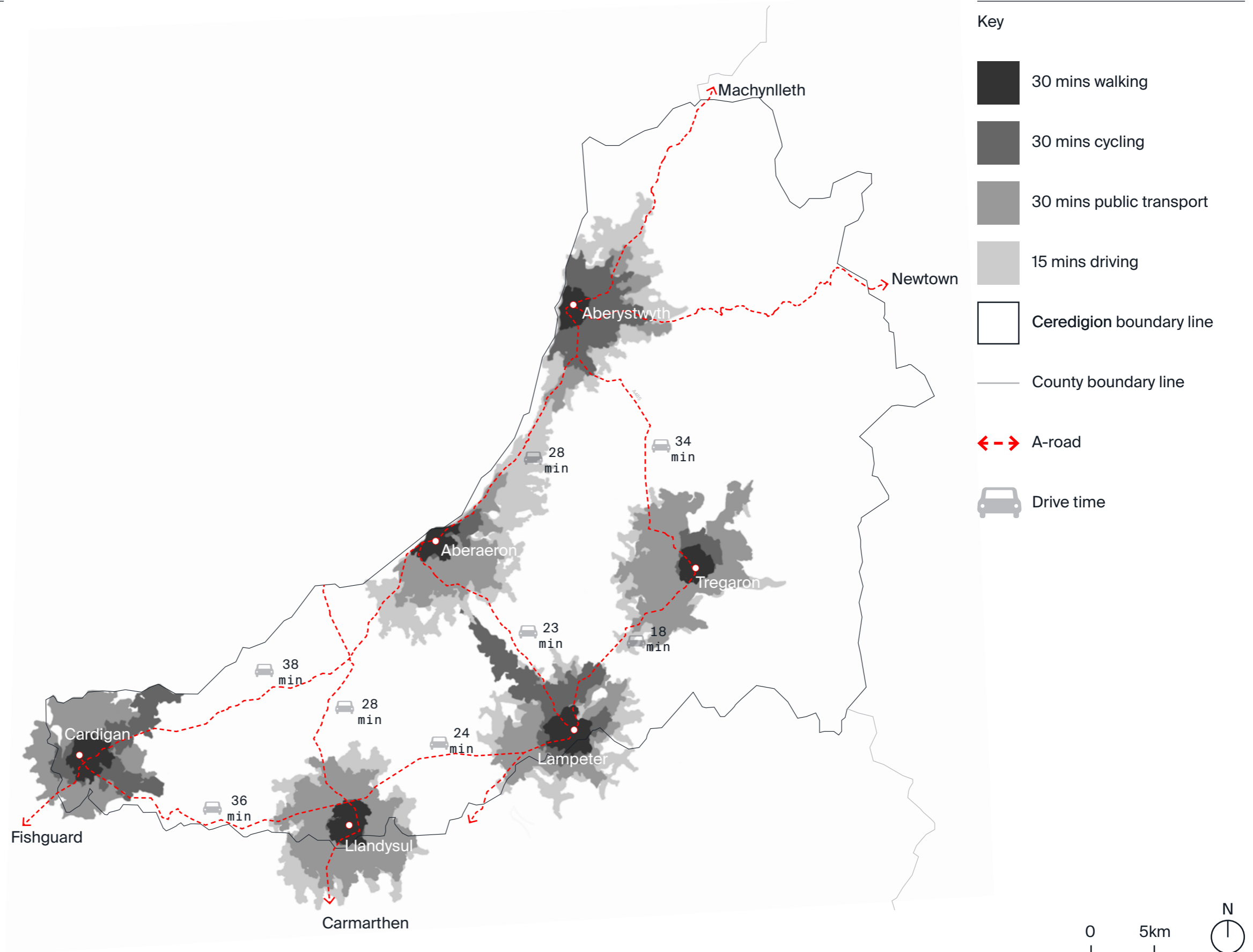
### 2.2 Rural towns

Ceredigion is a sparsely populated and geographically large county made up of six main towns; Aberaeron, Aberystwyth, Cardigan, Lampeter, Llandysul and Tregaron. These towns are all interspersed and interlinked with a range of smaller towns and villages across a distinct cultural landscape. Connectivity is therefore an important and integral part of any regeneration strategy as the towns all have strong linkages and an interdependent set of functions, amenities, and services.

The county has a wealth of outstanding natural assets and a unique natural landscape. These towns capture some of the key relationships with harbours, rivers, mountains, and coastline which make the region's landscape so unique.

Utilised effectively, these regional characteristics can enhance the quality of life for residents and provide the foundations for future economic growth. This will include building on the existing and notable strengths, including a tourism offer with the potential to increase visitor numbers and income throughout the season as part of a county wide offer, trail, or tour. Coupled with investment in learning, skills, and other local labour markets which is also required for regeneration in the foundation economy and enhancement to existing sector strengths (manufacturing, agriculture, food and drink, wholesale and retail trade).

In terms of transport, the Cambrian Line provides primary railway services between Aberystwyth, Shrewsbury and Birmingham where passengers can join services for London and elsewhere. Local buses service Ceredigion's primary towns and long distance services exist between Aberystwyth and Cardiff via Aberaeron and Lampeter. Bwcabus, a local bus service operating in the south of the county, offers customised transport for rural dwellers.





# Regeneration Strategy

## 2. Regional Context

### 2.3 Regeneration objectives

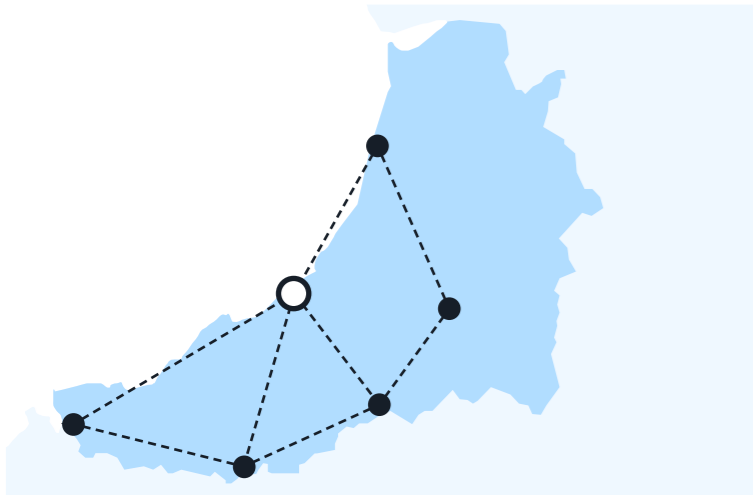
Ceredigion's size and location within its national context means that there are several challenges for its growing economy. Nonetheless, Ceredigion's strategic position provides a number of opportunities to change, grow and adapt to a sustainable and vibrant economic future.

This regeneration strategy incorporates 'Ceredigion's Corporate Strategy 2022-2027' well-being objectives and ambitions for the next five years, which are as follows:

- boosting the economy, supporting businesses and enabling employment;
- creating caring and healthy communities;
- providing the best start in life and enabling learning at all ages, and;
- creating sustainable, green and well-connected communities.

In addition to the above, the region's economic plan, 'Boosting Ceredigion's Economy - A Strategy for Action 2020-35', identifies the county's current economic position, the key challenges in growing the local economy, and sets out a strategy and series of key interventions to 2035 to achieve a "strong, sustainable and more resilient economic growth for Ceredigion". The economic drivers, outlined opposite, are the principles that underpin the strategy for regeneration in Aberaeron.

Aside from increasing economic growth within local communities, it is important to place emphasis on the promotion of shared prosperity across the county. This means developing a regional strategy to visualise and create a thriving, healthy, energetic Ceredigion that people want to live and work in.



'Boosting Ceredigion's Economy - A Strategy for Action 2020-35'

Economic drivers of the region's economic plan.



### Enterprise

Support businesses and communities

- Support the creation of new businesses and help existing businesses grow in Ceredigion
- Raise awareness of Ceredigion as a great place to establish and grow businesses
- Strengthen and capitalise on key opportunities for key sectors; food, farming, agri-tech, tourism, aerospace, bioscience
- Tackle structural weaknesses and market failure where they exist in Ceredigion's Foundational Economy (specifically Construction and Care sectors)
- Ensure Ceredigion has the infrastructure to support growth opportunities
- Develop and maintain a strong collaborative approach to economic growth



### People

Inspire people, developing skills, health and well-being

- Build stronger links between future employees and employers
- Employer-led skilled and innovative workforce
- Create an entrepreneurial focused culture
- Promote Ceredigion as a positive place to live, study, work and grow
- Positively promote opportunities for all to benefit from economic growth



### Connectivity

Connect businesses and communities

- Improve road network
- Improve public transport provision in Ceredigion
- Support and promote active travel
- Decarbonise transport
- Promote an integrated transport network for rural communities
- Enhance electricity grid network
- Decarbonise energy network
- Explore hydrogen economy potential
- Develop a strategic approach to digital networks
- Improve digital connectivity in Ceredigion
- Improve digital exploitation levels in Ceredigion



### Place

Promote Ceredigion as a place to live, work and visit

- Identify and deliver opportunities to improve living, working and recreational spaces in town
- Increase provision of affordable homes
- Ensure Ceredigion has effective strategic sites for employment
- Develop and enhance Ceredigion's green assets
- Improve perception of Ceredigion as a vibrant place to live, work and visit
- Make Ceredigion a vibrant place for events





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CEREDIGION  
Love



# Regeneration Strategy

## 3. Background

### 3.1 Local context

Aberaeron is a settlement of significance within Ceredigion's 'Local Development Plan' (LDP). The town has a large range of private and public sector employment opportunities in relation to its size and population, including Ceredigion County Council offices, health care offers, and numerous small scale retail and commercial outlets concentrated in the town centre. More recently, Aberaeron has developed itself as an upcoming destination for food and drink, including a range of well-regarded eateries.

Aberaeron is situated on a flat coastal plain at the mouth of the River Aeron along the A487 trunk road. It is associated with four Linked Settlements (settlements which have been defined as such for the purposes of developing the LDP and are affiliated, for planning purposes, with urban or rural service centres) and has a relatively small geographical area when compared to other Settlement Groups throughout the county. The largest of the Linked Settlements is Ffos-y-ffin, which is approximately 3km south of Aberaeron. However, this settlement contains very few services and facilities for the immediate population. Despite the advantages of proximity that Ffos-y-ffin has in relation to Aberaeron, Llwyncelyn (which lies 4.1km south from the town centre) was in the interim chosen to assist in meeting the housing needs of the town in the current LDP. Aberaeron and Llwyncelyn were allocated collectively a housing growth figure of 131 dwellings in the current LDP.

Aberaeron provides a good mix of services for both residents and visitors and has low vacancy rates, suggesting good town centre economic health and performance. Commercial activity is sustained and supplemented, both in and out of the high tourism season, by the contribution of office workers to the local economy. The Welsh Government's target of 30% of the workforce continuing to work from home could have considerable impact on daily trading and the town's economy particularly in low seasonal periods.

### 3.2 Heritage

Aberaeron developed around the harbour and showcases early 19th century urban planning. The construction of the harbour resulted in Aberaeron becoming a key port on the west coast of Wales.

The built form in the core of the town conforms to a uniform, mainly Georgian style with characteristically emphatic quoins (cornerstones of brick or stone walls), simple proportioned windows and decorative lintels. Existing houses of historical significance were built in the Regency style. The regularity of the terraces is broken by a larger corner and central house in most streets, and the use of open spaces such as Alban Square. This architectural style and historic importance is evidenced by many listed buildings and the designation of the central part of the town and harbour as a Conservation Area.



Alban Square

Statue of Welsh Cob Stallion opposite the Feathers Royal Hotel.



# Regeneration Strategy

## 3. Background

### 3.3 Demographics

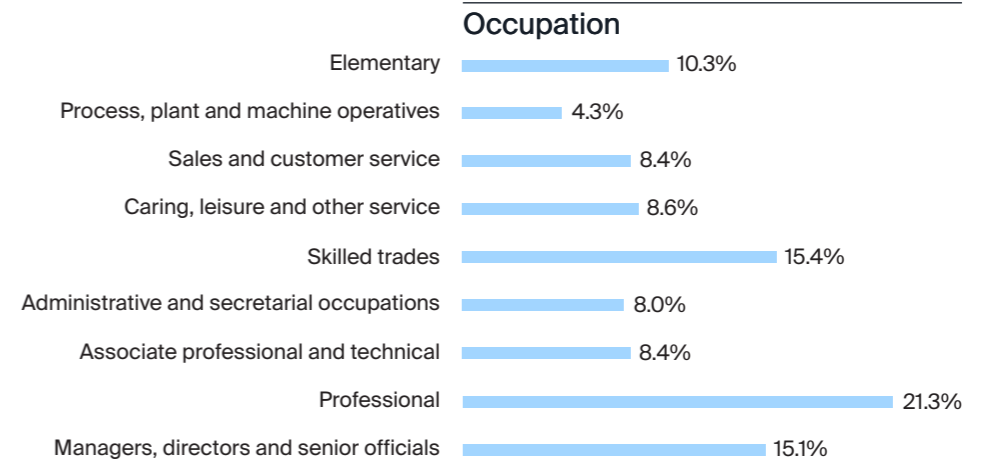
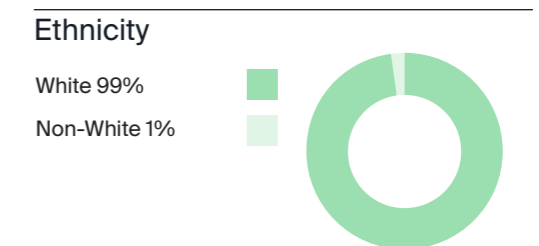
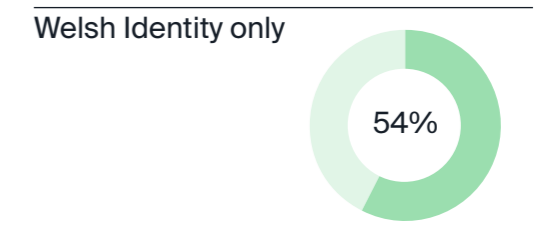
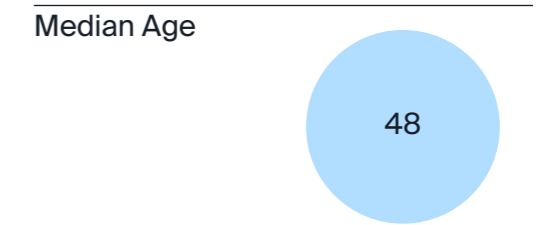
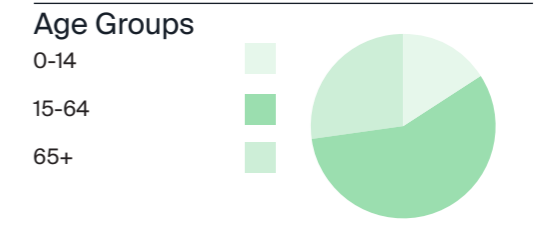
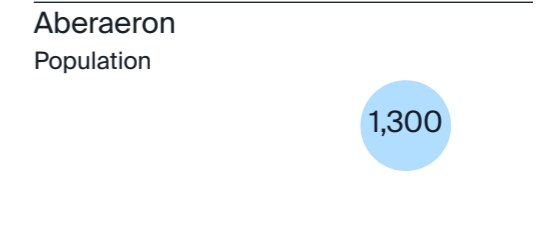
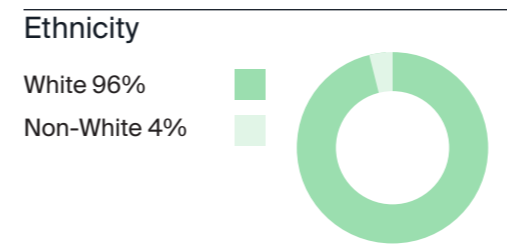
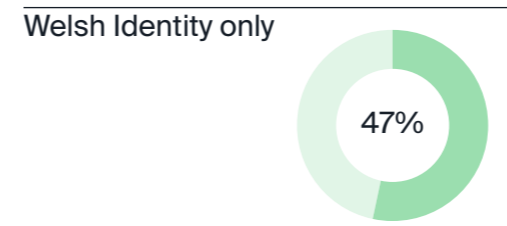
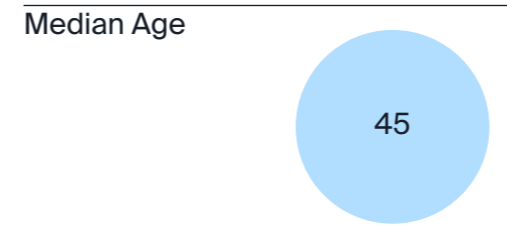
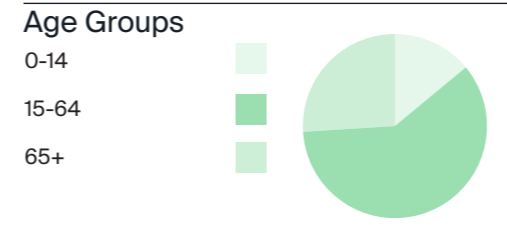
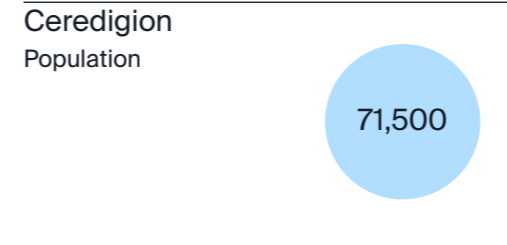
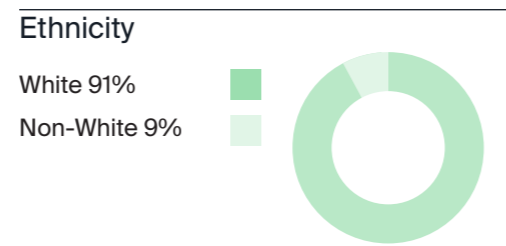
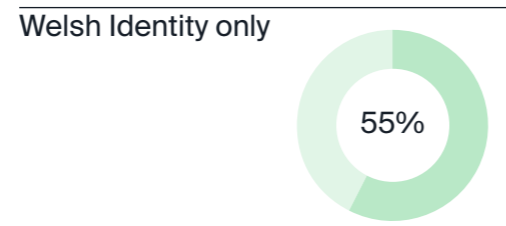
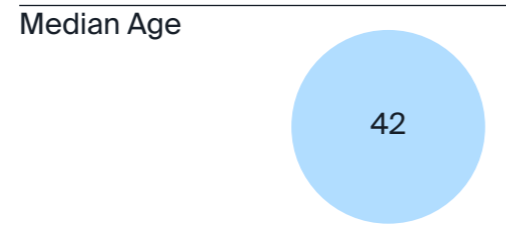
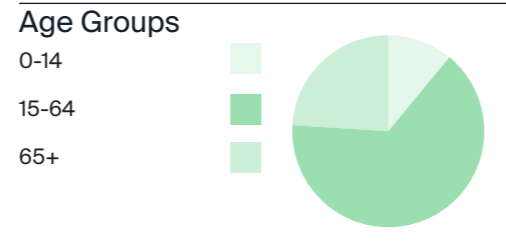
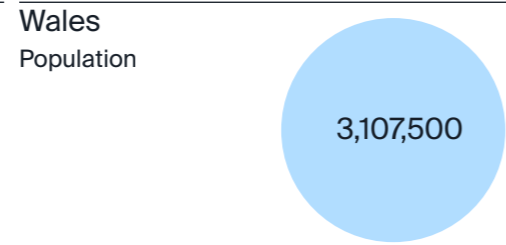
The Welsh Index of Multiple Deprivation 2019, the official measure of relative deprivation, ranks areas in Wales from 1 (most deprived) to 1,909 (least deprived). Ranking 1257, Aberaeron sits within the 50% least deprived areas - 34th least deprived out of 46 areas in the Ceredigion Local Authority.

From the first results of the 2021 census, the population trend for Ceredigion decreased by 5.8%, from around 75,900 in 2011 to 71,500. However, the total population of Wales grew by 1.4%, increasing by 44,000 people to 3,107,500. According to the 2021 census, Aberaeron has a population of 1,274 compared to 1,422 from the 2011 census.

Taking into account the size and proportion of the Welsh speaking community, range of services, facilities and proposed level of development, the Local Development Plan 1 2007-2022 Volume 2A Settlement Group Statements, makes the following judgement:

“In relation to Aberaeron itself (but excluding Llwynycelyn) there is no reason to believe that the level of growth proposed would have significant negative impact on the community and its Welsh language and as such there is no need to control the rate at which development should come forward during the plan period.”

Aberaeron Town Ward returned one of the highest percentages of Welsh-speakers in the 2021 Census (65%), as in 2011 (59.9%) - a 6.1% increase in percentage of Welsh-speakers.



National, regional and local demographic data

Data source: ONS 2021



# Regeneration Strategy

## 3. Background

### 3.4 National priorities

The regeneration objectives for each of Ceredigion's six strategic rural towns are informed by the vision and values outlined in local, regional and national policy.

Any project undertaken should embed the Five Ways of Working, outlined by the 'Well-being of Future Generations (Wales) Act 2015' into the approach to design and development. This includes;

- Long-term: balancing short-term needs whilst safeguarding the ability to meet long-term needs;
- Integration: considering how the project impacts of the towns' well-being goals and those of other public bodies;
- Involving: ensuring plans engage with community stakeholders and are reflective of the diversity of the area;
- Collaboration: highlighting and working with other organisations and specialists with whom a collaborative working relationship will add value;
- Prevention: understand how targeted interventions can contribute to preventing problems, escalating or getting worse.

The seven well-being goals show the Wales we wish to live and work in; they inform the town's regenerative schemes, striving for a sustainable future. These goals are as follows; a prosperous Wales; a resilient Wales; a healthier Wales; a Wales of cohesive communities; a vibrant language and culture; a globally responsible Wales.

Audit Wales' report, 'Regenerating Town Centres in Wales', describes how town centres have the potential to be vibrant and sustainable places but to address their current challenges requires ambitious decisions and leadership. Town centres have been significantly impacted by societal and technological change, the growth in out-of-town services and loss of essential services, such as post offices and banks. The purpose of town centres needs to be established and clear target interventions identified in order to address these challenges.

Whilst town centre regeneration remains a national priority, the Welsh Government's 'town-centre-first' policy is not yet fully embedded. Public sector partners, the third sector, town and community councils, communities and businesses need to be involved in decisions as well as local and national authorities.



Well-being of Future Generations (Wales) Act 2015

Requires public bodies to consider the long-term impact of their decisions, to work better with people, communities and each other, and to prevent issues such as poverty, health inequalities and climate change.



Development and flood risk

Planning policy and guidance address the practicality of managing water and acknowledge that rivers and shorelines are a natural process which play an important role in shaping the environment.



2021-2030 Achieving net-zero carbon

Sets out how Ceredigion intends to respond to the county wide climate emergency. It assesses the county's current operational carbon emissions and outlines the challenges associated with this ambitious 2030 target.



Regenerating Town Centres in Wales

Overview of how local authorities are managing and regenerating their town centres, concluding that town centres are at the heart of Welsh life and can be vibrant and sustainable places.



Future Wales – The National Plan 2040

Strategy for addressing key national priorities, including sustaining and developing a vibrant economy, achieving decarbonisation and climate-resilience.



LEADER programme

Funded through the Rural Development Plan for Wales (2014-2020), the LEADER programme is designed to get local people, businesses and communities involved in delivering sustainable, yet innovative solutions to address current challenges.



# Regeneration Strategy

## 3. Background

### 3.5 Funding overview

The statutory funding landscape has been uncertain over the last few years. In the past two decades, there have been significant levels of investment in capital developments across the UK. This was fuelled by the introduction of lottery funding and the availability of EU funding via Structural Funds. However, the decline in levels of public funding over recent years has been well documented and there is every reason to believe that the decline will continue and possibly accelerate in some regions during the next few years. The impact of Covid-19 has meant public expenditure is being pressured more generally, and this will inevitably mean greater competition for any funds that are still available.

The prioritisation of future investment decisions is likely to be shaped by a range of factors, but Ceredigion is well-positioned to benefit from investment if projects can align to wider local, regional and national strategic priorities.

Based on recent and current funding programmes, this gives a snapshot of the different types of funding streams that are available from statutory sources. It should also be noted new funding programmes (and funding rounds of existing programmes) are continually emerging:

- UK Government: Shared Prosperity Fund (UKSPF)
- UK and Welsh Government: Mid Wales Growth Deal
- UK Government: Levelling Up Fund
- UK Research and Innovation (UKRI): Innovate
- UK Welsh Government, Visit Wales: Brilliant Basics Fund
- Welsh Government, Visit Wales: Wales Tourism Investment Fund (WTIF)
- Welsh Government: Coastal Communities Fund
- Welsh Government: Community Facilities Programme
- Welsh Government: MALD Transformation Capital Grant Programme
- Welsh Government other: Tourism Levy

### 3.5.1 Lottery funding

The share of National Lottery funding available to good causes is reliant on lottery ticket sales. After a few years of decline, putting pressure on available funds, ticket sales have seen a gradual increase in recent years. Despite a 3% drop in sales posted in the year to 31st March 2022, the share of income to good causes was marginally higher than last year. Available grant programmes at present, including Welsh Government grant programmes distributed through lottery bodies include:

- Arts Council Wales: Capital Lottery Programme
- National Lottery Community Fund: Climate Action Fund
- National Lottery Community Fund: People & Places
- National Lottery Heritage Fund & Welsh Government: Local Places for Nature
- National Lottery Heritage Fund: Main grant
- National Lottery Heritage Fund and Welsh Government/Natural Resources Wales: Nature Networks Fund



Aberaeron Sports Club

Includes three tennis courts and a bowls lawn.

### 3.5.2 Private sector philanthropic sources

Giving by the top 300 charitable trusts and foundations in the UK reached £3.48 billion in 2019/2020, a growth of almost 8% on the previous year. Many charitable trusts prefer to give to smaller charities where their grants can make a proportionally larger impact. However, major capital developments can attract some of the most significant gifts from trusts and foundations, but a major UK trust may only make one or two such grants a year, and competition is intense.

These grants are typically focused in the area of one or more of the following themes:

- Ambitious new buildings designed to promote world-leading research excellence (often in research areas around health, or specifically of interest to the funder).
- Heritage - restoring, redeveloping or increasing access to buildings of outstanding historical and architectural significance.
- Facilities that will benefit, or enhance the learning of, a large number of students or the wider community. These buildings usually have public access. For example, libraries, university museum collections, and university-owned arts venues.
- High impact projects that enable tangible change, or deliver a step-change in provision; a cross-cutting theme that applies across a range of sectors supported by trusts and foundations.
- Value for money is also a key consideration.

### 3.5.3 Social value

In Wales, the importance of social value is recognised through the 'Well-being of Future Generations (Wales) Act 2015', and there are a number of approaches to measuring it. The National Social Value Measurement Framework for Wales (known as the National TOMs Wales) is endorsed by the Local Government Association following extensive consultation. The guidance on using the National TOMs Wales provides an understanding of how organisations can use the framework to add value to communities and the local economy through progressive procurement. It allows for a financial value to be placed on their contribution to society using a set of 'proxy values'. Social value is not all about financial benefits but through using the proxy values, it helps to understand the scale and breadth of impact that a measure can make, and being able to better justify a procurement decision.

The National TOMs Wales is based on a series of Themes, Outcomes and Measures:

- Themes - the overarching strategic themes, or goals, that an organisation is looking to pursue, structured around the seven goals of the 'Well-being of Future Generations (Wales) Act 2015'.
- Outcomes - the objectives, or goals, that an organisation is looking to achieve and which contribute to the theme.
- Measures - the measures, or activities, that can be used to assess whether the outcome has been actioned or achieved.

The framework is not a static tool and evolves to reflect changing needs and pressures in society and intends to be updated on an annual basis.



# Regeneration Strategy

## 3. Background

### 3.6 Core themes

Each town's regeneration strategy identifies a common set of cross-cutting themes, outlined opposite, that reflect Ceredigion's economic strategy, 'Boosting Ceredigion's Economy - A Strategy for Action 2020-35', drivers - People, Place, Enterprise and Connectivity. Together, these core themes act as the foundation for sustainable places.

The strategy sets out how targeted interventions allow communities to work together towards achieving strong, sustainable and more resilient economic growth for Aberaeron, created and shared by all.

Proposed interventions which fall under one or more of these themes, similarly link to national and local policy, and directly support the key aims and objectives of this strategy.



#### Active Travel

Develop and promote a network of designated walking and cycling routes which connect people and places, as part of their everyday journeys.



#### Environment

Champion the local environment and the sustainable management of natural resources. Protect natural habitats to encourage biodiversity.



#### Placemaking

Develop distinctive and vibrant spaces which strengthen the relationship between people and places.



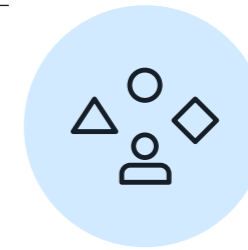
#### Business

Support and advocate new and existing businesses and enterprise. Establish and maintain infrastructure to support economic improvement.



#### Health

Create vibrant town centres that have a positive impact on quality of life and on the long term health, happiness and prosperity of communities.



#### Skills

Provide opportunities to acquire and develop core work skills and competencies, which encourage the progression in specific training or career choices in the local community.



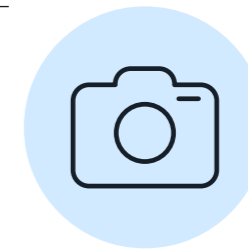
#### Character

Develop the historic character and place heritage to act as an attractor for people to live and visit.



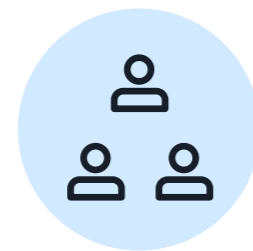
#### High street

Consider the future role of the high street and how it could support town centres' evolution into a vibrant place to live, work and visit.



#### Tourism

Encourage regenerative tourism, a sustainable way of discovering new places resulting in a positive impact on local communities and economies.



#### Community

Promote community-led regeneration. Identify issues and opportunities within local areas and make changes that have a positive social, economic, and environmental impact.



#### Landscape

Increase resilience to the impacts of climate change, as well as promoting social interaction within a natural environment.



#### Travel & Transport

Promote accessible, sustainable, and efficient travel. Make public transport an attractive choice.



#### Destination

Identify and develop places which create memorable experiences that are remembered and talked about.



#### Learning

Ensure that facilities and frameworks exist to provide opportunities for education, training, and lifelong learning.



#### Well-being

Reduce the disparities within communities and create conditions that enable people to live and work in safe, vibrant places.



## 2035 Aberaeron

An accessible and vibrant town for people to live, work, and visit throughout the seasons, which celebrates its coastal heritage.





# Regeneration Strategy

## 4. Town Regeneration

### 4.1 Vision

Aberaeron is strategically placed at the midpoint of the country's coastline, and centrally located between Ceredigion's other five main towns of Aberystwyth, Cardigan, Lampeter, Llandysul, and Tregaron. Despite the coastline being a major landscape feature, the coastal defence and flooding risks are increasing concerns for local businesses and residents.

The town has a very meaningful, and visible heritage which is demonstrated by the priorities and emphasis of the local town council, and also evidenced through a range of listed buildings with examples of Georgian features throughout the town centre. Conservation is understandably very important, and this should be seen as a strength and opportunity to respond to as part of town centre regeneration.

Aberaeron was regarded as a model for small town planning and the harbour remains its key asset. The regeneration strategy therefore places emphasis on the harbour and quayside. Through targeted interventions, including high street improvements and the strategic development of key sites, the projects are targeted incrementally to build momentum and awareness of the town's status and connections to the River Aeron and Cardigan Bay. The outcomes provide equitable benefit to local residents and tourists, focused on developing a vibrant and prosperous town for people to live, work, and visit.

To date, the development of the town has focused around a historic core on a grid pattern either side of the A487, compounding a number of access and way finding issues. Providing a destination and point of orientation with visible access to town services, high street retail, and community facilities will help establish a set of interconnected relationships integral to long term economic regeneration. There is clearly potential for Aberaeron to become a boutique Welsh coastal resort, with steadily increasing quality food, drink, and hospitality offers available. This needs to be balanced with long-term placemaking strategies which help set the foundations for justifiable growth and sustainable economic activity.

This vision aligns with Wales' core offer for the visitor economy ('Welcome to Wales: priorities for the visitor economy 2020 to 2025), placing focus on:

- Outstanding landscapes, protected and cared for;
- Vibrant communities and a creative culture;
- A unique Welsh welcome, and;
- National experiences such as The Wales Way.



Regeneration vision

Key areas addressed within the regeneration strategy.

- ① Penmorfa Offices
- ② Harbour
- ③ South Beach
- ④ Aberaeron Beach
- ⑤ Square Field
- ⑥ Memorial Hall



# Regeneration Strategy

## 4. Town Regeneration

### 4.2 Stakeholder feedback

The regeneration plan has emerged from conversations with local authorities, residents and an engagement workshop with key stakeholders. Based on the outcomes, the strategy sets out a series of key targeted interventions and supporting projects with recommendations for implementing these items.

Stakeholders were invited to respond to the following topics:

- Assets**  
What currently works well in your town?
- Vision**  
Describe what your town looks like in ten years.
- Intervention**  
What change would transform your town the most?
- Economy**  
How could your town's economy be more sustainable and resilient?

Collectively we undertook a visioning exercise - to plot out what Aberaeron could look like in 5, 10, and 20 years time. Through mapping, community members identified targeted interventions within the town.

12 key stakeholder representatives provided just over 100 items of feedback in different formats. The information and intelligence collected has been analysed and is reflected in the regeneration strategy to highlight the issues, needs and ideas that surfaced from the workshop.



Vision  
"Vibrant across all seasons"

Vision  
"More cohesive and connected"



Economic  
"Don't need extravagant transformational changes but rather use and enhance existing assets/infrastructure"



Intervention  
"Introduce signage highlighting assets; wayfinding for the visitor"



Intervention  
"Improve sports facilities"

Economic  
"Community partnerships, pooling resources"

Intervention  
"Utilise and enhance current assets"

Vision  
"New types of visitors eg. music festival, fish festival"

### Stakeholder engagement

Photographs and feedback from a stakeholder engagement workshop to discuss regeneration within Aberaeron.



# Regeneration Strategy

## 4. Town Regeneration

### 4.3 Analysis

The following reflects research into existing opportunities and constraints, including planning legislation, taking into account key town assets.

#### 4.3.1 Planning constraints

Aberaeron is heavily constrained by the surrounding steep slopes which form the Aeron Valley. Due to the topography, there is a shortage of suitable and easily developable building land for the future. For this reason, to support Aberaeron's regional role, land was allocated at Llwynceilyn to accommodate for some of the shortfall.

A Conservation Area covers much of the town centre, over both sides of the River Aeron. There are over 200 Designated Historic Assets including Holy Trinity Parish Church, Feathers Royal Hotel, and numerous properties along Bridge Street.

Phosphate regulations are currently present across numerous catchment areas in Ceredigion. However, Aberaeron does not fall within a phosphate sensitive catchment and is therefore not constrained by phosphate planning regulations.

Flooding regulations are an additional constraint, whereby a significant proportion of the built form sits within flood zones. The West of Wales Shoreline Management Plan, which sets out a strategic approach for managing the coastline from coastal flooding and erosion risks, identifies the key issues for Aberaeron as:

- Protection of residential areas;
- Maintenance of beach and sea access;
- Recreation and tourism usage;
- Conservation of habitats and environmental features.

Aberaeron is restricted in terms of housing delivery areas due to topography and flood zones, but the substantial employment offerings and tourism activities put Aberaeron in a strong position.

Consequently, the high street, social and civic amenities, and the harbour are the rational focus for the regeneration strategy.



#### Key sites

There are a number of planning constraints within Aberaeron, including low housing delivery rates, topology, and flood risk.



# Regeneration Strategy

## 4. Town Regeneration

### 4.3.2 Harbour and promenade

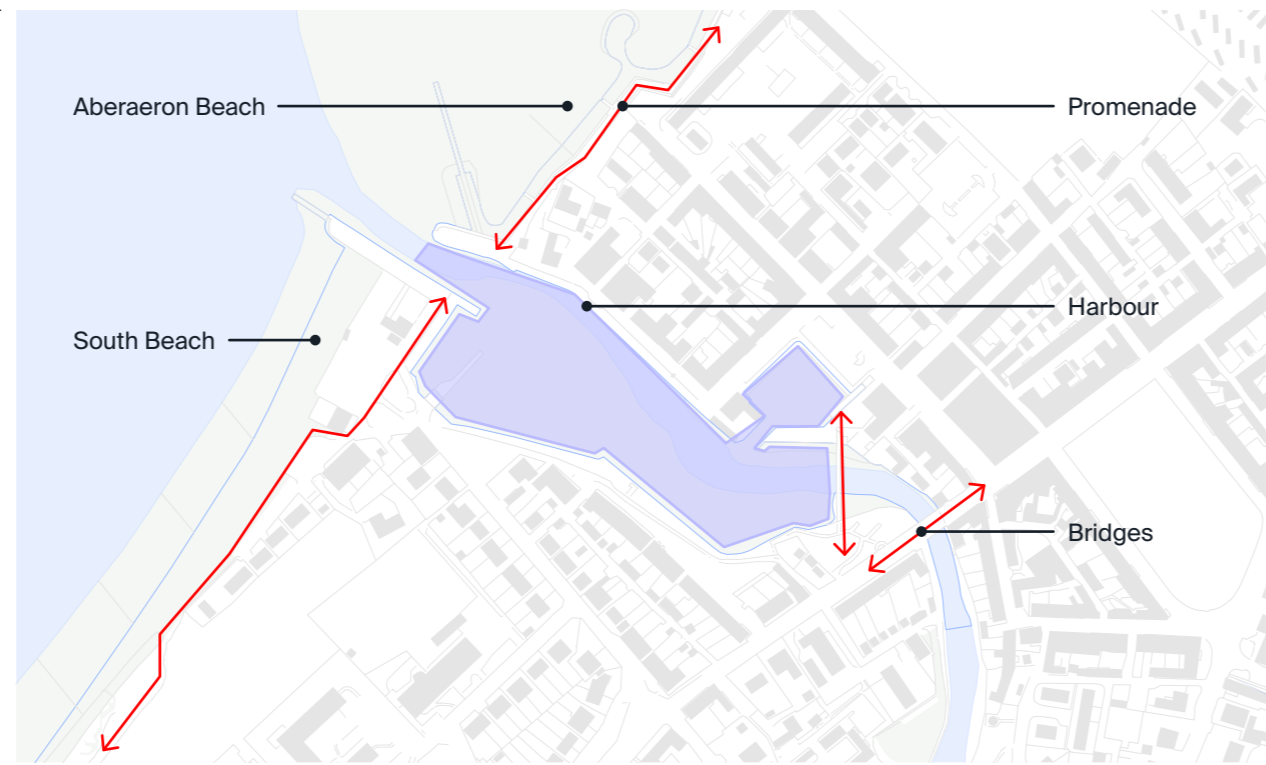
Situated on a flat coastal plain at the mouth of the River Aeron, Aberaeron is home to a historic tidal harbour on Cardigan Bay. Populated with marine activity, eateries, and accommodation, the harbour can be considered as one of Aberaeron's greatest assets acting as a major attractor throughout the year.

During low tide, the harbour dries to firm sand and mud and is populated by bilge keelers. The River Aeron enters the north of the harbour but does not scour a deep enough course to provide low water moorings. An inner harbour is located in the north east corner where the water is maintained at a couple of feet in depth where shallow draft boats can be moored.

Greater advantage could be taken of the harbour and promenade to improve connections along the coast and pedestrian flow into the town centre. This would help expand the civic space available, increase the tourism offer, and enhance health and well-being among local residents.

A proposed scheme exists to alleviate coastal and riverine flooding in and around the harbour and repair the South Pier. The project aims to replace South Pier, re-profile South Beach, and repoint the current inner harbour wall and a new breakwater off the north pier. Opportunities for improved facilities, connectivity, parking, the re-design of open space, and picnic areas around the harbour are also included as part of the proposed flood defence scheme, whilst also enabling other investment opportunities to be incorporated as part of the delivery.

The river and coastline are major natural assets, hosting sporting and recreational events, and home to Aberaeron Yacht Club as well as the River Aeron's only angling club.



Harbour and promenade



Coastal connections

1. Wales Coast Path arrival point from the south
2. Harbour



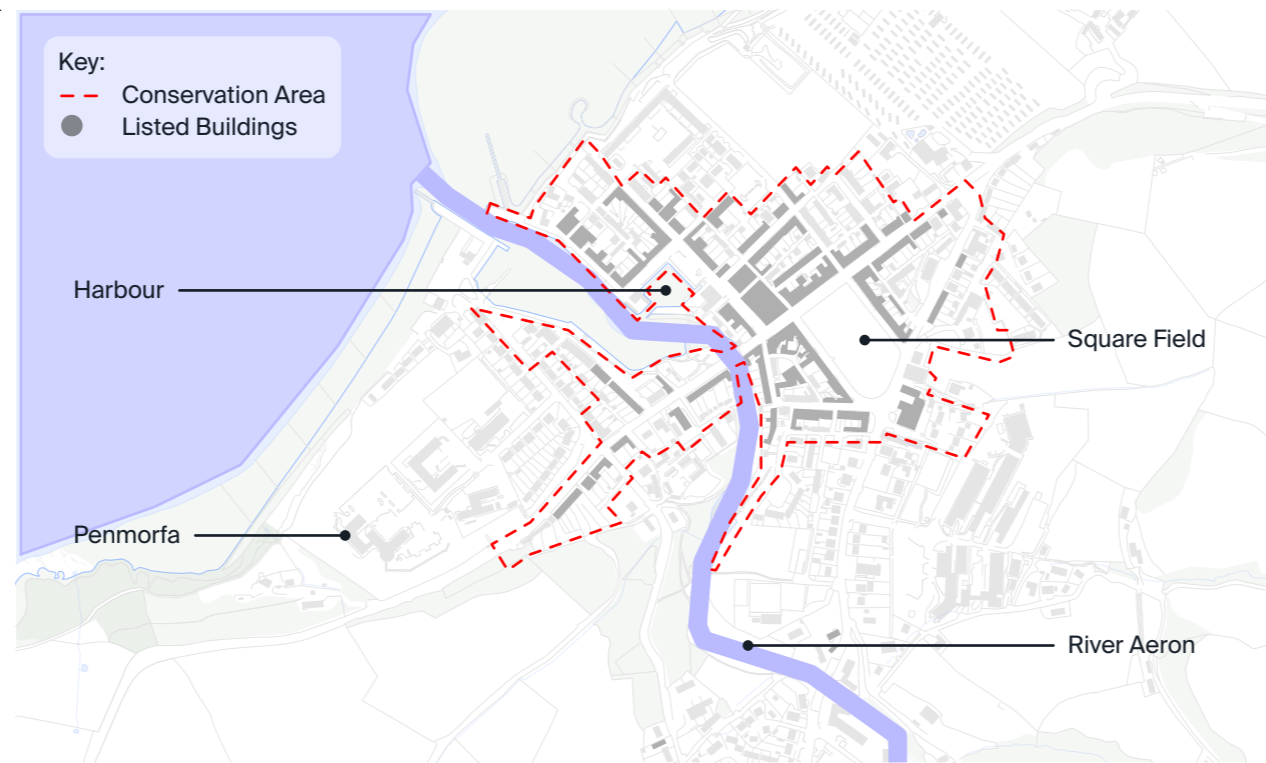
# Regeneration Strategy

## 4. Town Regeneration

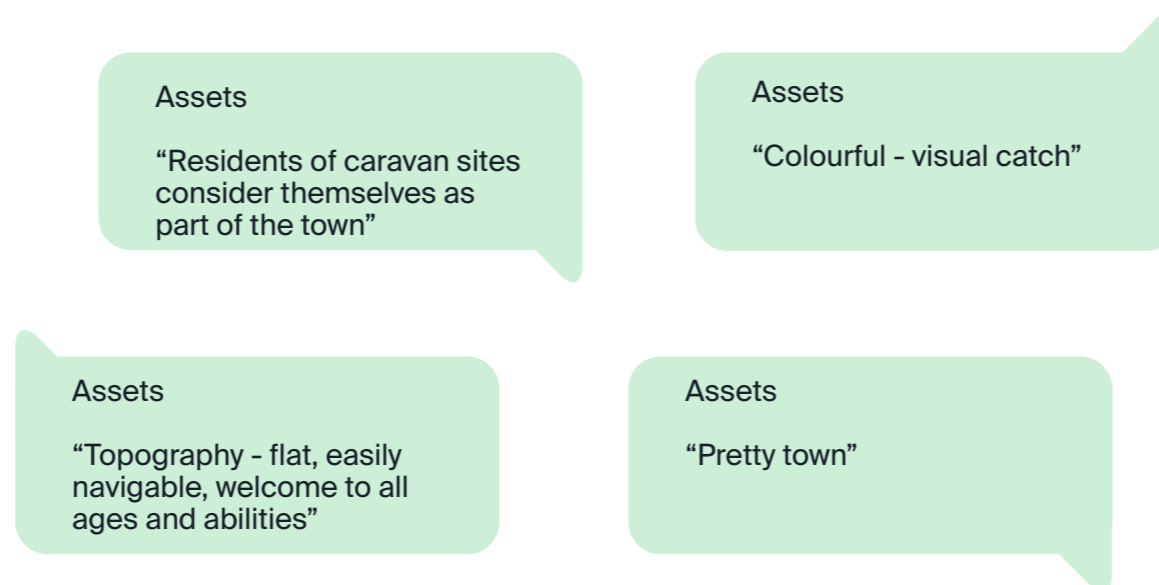
### 4.3.3 Development of a key port

In the 18th century, the introduction of a toll road and, subsequently, the establishment of a harbour, developed the town into a key port on the west coast of Wales, attracting new businesses and people. Architect Edward Haycock was employed in the 1830s to design the area around Alban Square, leading Aberaeron to become one of the first planned towns in Wales.

Celebrating Aberaeron's cultural heritage would help build community cohesiveness and pass on cultural values and traditions to future generations. The design, scale, and form of any proposed development in the town must respect and enhance the existing Conservation Area and foreground a relationship with key Listed Buildings within the vicinity.



### Heritage and conservation



### Heritage

1. Georgian built form
2. Square Field, Alban Square



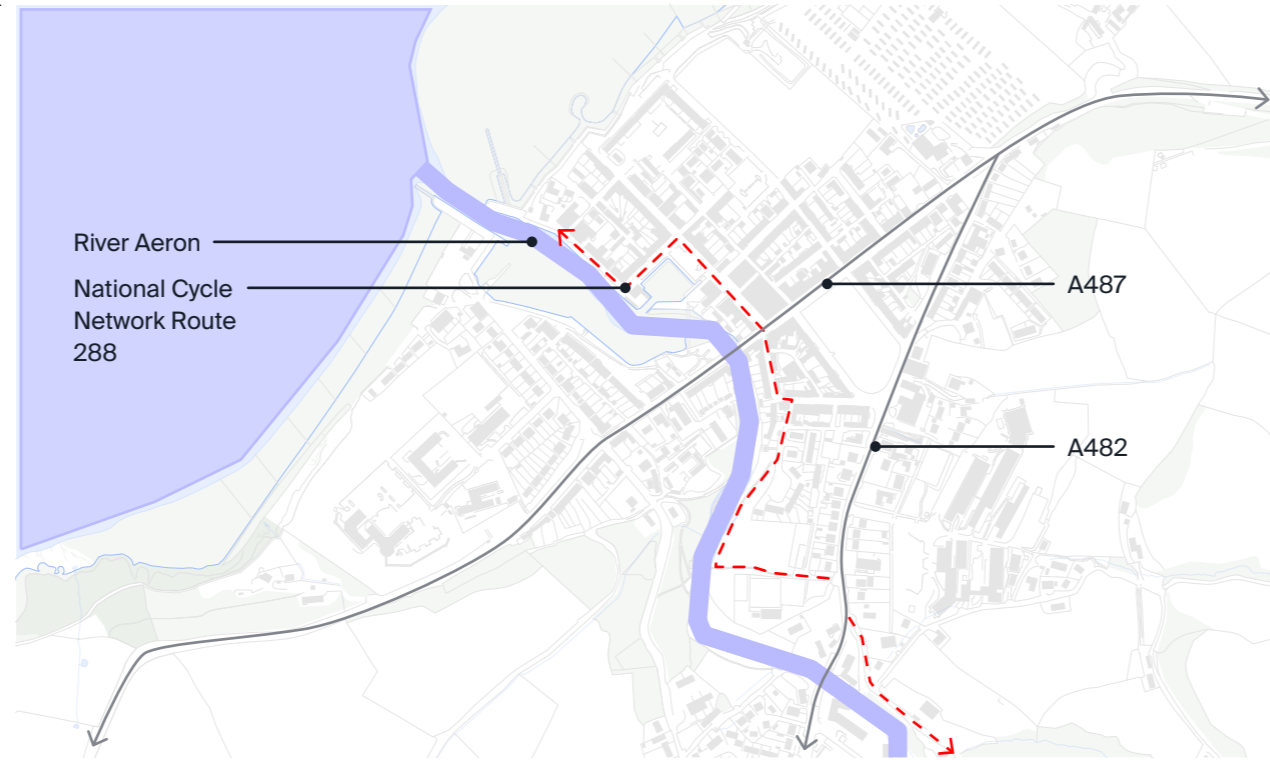
# Regeneration Strategy

## 4. Town Regeneration

### 4.3.4 Arterial routes and connections

The coastal A487 trunk road runs through Aberaeron, linking Fishguard to Bangor. The main retail provision is located along the trunk road, but also extends westwards to include the harbour and river frontage, and eastwards encompassing Alban Square. Development sites located adjacent to the trunk road may be constrained by the higher standards of access required by the Mid Wales Trunk Road Agency.

The Wales Coast Path enters Aberaeron in the fields adjacent to the Local Authority offices at Penmorfa. There is currently no clear point of arrival on approach from the coast or main road network. Opportunities exist to enhance key pedestrian and vehicular entrance routes, offering a distinct destination point which would improve local well-being, travel and transport, and the general tourism offer.



Arrival points



Arrival points

1. Active travel route along the River Aeron
2. Main arterial road running through Aberaeron



# Regeneration Strategy

## 4. Town Regeneration

### 4.4 Economic impact and social value

A Red, Amber, Green (RAG) rating, has been used for each project to indicate its macro level ranking in terms of social value and economic impact. Red indicates low economic impact and social value of a project and a green status would denote high economic impact and social value.

The table below shows how five economic impact indicators have been used, each with three ratings.

The RAG rating uses the economic impact score in the table below and combines this with the score for Social Value, which is based on the number of outcomes the project is likely to meet.

The National TOMs Wales (Themes, Outcomes, Measures) is designed to allow organisations to assess their social value contribution to the 'Well-being of Future Generations (Wales) Act 2015' in terms of non-financial benefits and the additional financial value created. There are 35 outcomes in total, each aligned with one of the seven themes of the 'Well-being of Future Generations (Wales) Act 2015'. At this stage, we are unable to use the proxy value to calculate the additional financial value created - but this should be undertaken at a later full feasibility stage on a case by case basis.

Relevant funding and policy information is highlighted in relation to each project, this provides a snapshot of programmes and initiatives relevant at the time of developing the strategy. The funding landscape is ever-changing, opening and closing all the time, therefore the framework for investment should be continually reviewed.

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

#### Objectives

- A Prosperous Wales
- A Globally Responsive Wales
- A Resilient Wales
- A Healthier Wales
- A More Equal Wales
- A Wales of Cohesive Communities
- A Wales of Vibrant Shared Culture and Thriving Welsh Heritage

RAG Rating	Low EI (scored <=5)	Medium EI (scored 6-10)	High EI (scored 11-15)
Low SV (1) = Meets 3 or less National TOMs outcomes	1	2	3
Medium SV (2) = Meets 4-6 National TOMs outcomes	2	4	6
High SV (3) = Meets 7 or more National TOMs outcomes	3	6	9

### Economic Impact Indicator

Job creation  
 Increase in footfall  
 Increase in dwell time  
 Increase in visitors from outside local area  
 Increase land value

Low EI (Score 1)	Medium EI (Score 2)	High EI (Score 3)
None to min. None to min. Unlikely Unlikely Unlikely	Some Some Some Some Some	Significant Significant Significant Significant Significant
5	10	15



North Road

Mid 19th century listed building.



# Regeneration Strategy

## 4. Town Regeneration

### 4.5 Regeneration plan

Aberaeron's regeneration plan identifies a number of projects to enhance existing assets and create opportunities for a thriving town in which people can live and work. A set of themes link Ceredigion's economic drivers and other regional and national priorities.

### 4.6 Targeted interventions

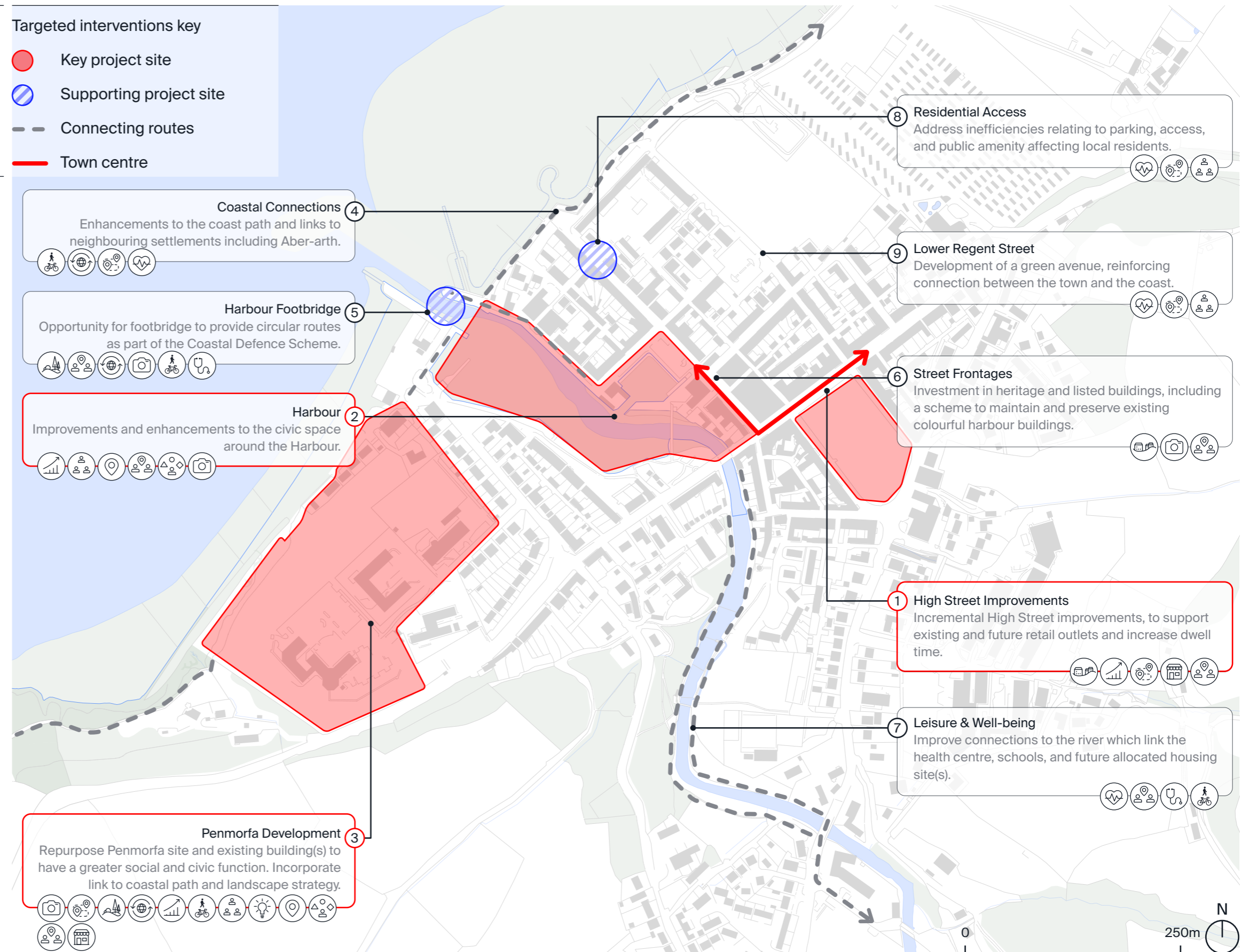
Each proposal is classified as a key targeted intervention or a supporting project. This approach to regeneration means that either key targeted interventions act as catalysts for a series of other smaller projects to occur, or supporting projects enable transformative proposals to transpire.

The plan is a sum of parts, representing an overall vision for Aberaeron. Proposals comprise quick-wins, medium-term experimental ideas, and longer-term developments, either council or community-led:

1. High street improvements
2. Harbour
3. Penmorfa development
4. Coastal connections
5. Harbour footbridge
6. Street frontages
7. Leisure & well-being
8. Residential access
9. Lower Regent Street

### Targeted interventions key














- Key project site
- Supporting project site
- - - Connecting routes
- Town centre





# Regeneration Strategy














## 4. Town Regeneration

	Summary	Themes	Transformational Foundational	Capital	Revenue	Key Tasks & Costs	Time	Economic Impact	Social Value	RAG Rating	Connectivity	Enterprise	People	Place	Relevant Policy
<b>Key Projects</b>															
<b>1. High Street Improvements</b>	<p>Incremental high street improvements, to support existing and future retail outlets and increase dwell time. Projects to incorporate North Rd, Bridge St, Quay Parade, and Alban Square.</p> <ul style="list-style-type: none"> <li>Highway design to balance main arterial/trunk road (North Rd &amp; Bridge St) with pedestrian use and designated pavement.</li> <li>Allow for placemaking enhancements including street furniture.</li> <li>Adjustments to existing bus stops to improve safety, relationship, and visibility of Square Field.</li> </ul> <p>Prioritising conservation, improvement, and access to Alban Square as a core central asset in the town. This would need to align with the town's heritage planning and designation.</p> <p>Market Street improvements linked to harbourside investment (see no. 2) to establish a clear relationship with the forecourt of County Hall.</p>	 Business  Character  High Street  Placemaking  Travel & Transport	<p>Foundational - enabling capital investment projects and supporting economic activity on the high street.</p>	<p>Infrastructure, civils, and landscape enhancements.</p> <p>Refurbishment and reconfiguration of commercial units.</p> <p>Project support for streetfront improvements.</p> <p>Potential for longer-term building proposal and/or community hub on part of the site.</p>	<p>Increase high street footfall, dwell time, and spend at local shops/retail.</p> <p>Improve links between existing assets in the public realm.</p> <p>Attract new businesses and diversify/enhance retail offer.</p> <p>Rental income from small scale commercial units.</p>	<p>£3.9m</p> <ul style="list-style-type: none"> <li>A new enhanced highway and pedestrian footpath with adjustments to bus stops.</li> <li>Enhancements to alleyways and side streets including repairs, planting, and feature lighting.</li> <li>Refurbishment and reconfiguration of commercial units.</li> </ul>	Medium-term	11	Medium		✓	✓	✓	✓	<p>There are no obvious sources of Welsh Government funding for this project, with the exception of the already secured Placemaking grant scheme, which formed part of the Transforming Towns programme. Grants of up to £250,000 can be awarded from this fund.</p> <p>Could potentially meet criteria of Welsh Government Local Transport Fund</p> <p>This project could also be considered as part of the UK Shared Prosperity Fund allocation in Ceredigion as part of Community &amp; Place or Supporting Local Business investment priorities.</p>
<b>2. Harbour</b>	<p>Improvements and enhancements to the civic space around the Harbour, including the redesign of hard standing and Harbour car park on Market Street to accommodate local markets, pop-up events, and community use. This would be linked to the high street (see no. 1) and help establish a clear relationship with the forecourt of County Hall.</p> <p>New public realm project at the end of the quay, adjacent to public toilets and north harbour wall, would seek to create a civic square, raked seating, small amphitheatre or similar - as a meeting point along the coastal path and space to host events on Aberaeron Beach.</p>	 Business  Community  Destination  Placemaking  Skills  Tourism	<p>Transformational - increase economic activity and support seasonal events.</p>	<p>Landscape improvements linked to the planned coastal defence scheme and other initiatives.</p> <p>Markets, and pop-ups.</p>	<p>Improve harbour and quayside as a destination and visitor/resident experience.</p> <p>Income from local markets and events.</p> <p>Improve linkages between businesses and high street.</p>	<p>£2.3m</p> <ul style="list-style-type: none"> <li>Enhancements and extensions to civic space around the harbour footprint including redesign of the civic space hardstanding and the redesign of the carpark.</li> <li>New public realm including information boards and allowance for landscaping.</li> </ul>	Medium-term	11	Low		✓	✓	✓	✓	<p>Welsh Government Small Scale Coastal Infrastructure scheme</p> <p>Welsh Government/Visit Wales: Wales Tourism Investment Fund</p> <p>Welsh Government Brilliant Basics Fund</p> <p>Could be considered as part of the UK Shared Prosperity Fund allocation in Ceredigion as part of Community &amp; Place investment priority.</p> <p>Welsh Government Transforming Towns Placemaking Grant</p>



# Regeneration Strategy

## 4. Town Regeneration

	Summary	Themes	Transformational Foundational	Capital	Revenue	Key Tasks & Costs	Time	Economic Impact	Social Value	RAG Rating	Connectivity	Enterprise	People	Place	Relevant Policy
<b>Key Projects</b>															
<b>3. Penmorfa Development</b>	<p>Repurpose Penmorfa site and existing building(s) to have a greater social and civic function, establishing an active community link and mechanism for supporting local groups, third sector organisations, and small independent businesses.</p> <p>A landscape strategy is key to improving the link to the coastal path. This could be included as part of the coastal defence scheme.</p> <p>The vision has a potential dual identity - Visitor Gateway/Civic Hub. Over the short term ideas could be tested on the ground floor of the existing council offices. Spaces could be opened-up and redesigned to provide public facing services and pop-up units.</p> <p>Site strategy to incorporate:</p> <ul style="list-style-type: none"> <li>Planned coastal defence scheme</li> <li>Access to the coast path for pedestrians, cyclists, and mobility users</li> <li>Public facilities including changing places (access)</li> <li>Youth play space</li> <li>Tourist information and local history exhibit</li> <li>Community venue for use and hire</li> <li>Educational use/facilities linked to adjacent schools</li> <li>Landscape improvements &amp; biodiversity enhancements</li> <li>Electric car charging facilities</li> </ul> <p>Encourage visitor parking with a series of connected routes into town via the coastal path, the marina, and/or the high street; in order to relieve pressure on parking and other seasonal impacts on infrastructure. This could include a seasonal town bus or circular shuttle service if required.</p>	 Active travel  Business  Community  Destination  Environment  High Street  Landscape  Learning  Placemaking  Skills  Tourism  Travel & Transport	<p>Transformational - significant capital project and programme with potential for economic growth, incorporating existing plans for coastal improvements.</p> <p>Opportunities for job creation and support for small businesses.</p>	<p>Refurbishment and enhancement to existing council offices - with ground floor units.</p> <p>Establish a gateway into the town and provide seasonal visitor infrastructure.</p> <p>Landscape improvements linked to the planned coastal defence scheme and other initiatives.</p>	<p>Rental from business units, office, and workshop space.</p> <p>Venue hire for leisure and business activities.</p> <p>Income for car parking.</p>	<p>£5.9m</p> <ul style="list-style-type: none"> <li>Refurbishment of existing building including external works.</li> <li>Gateway enhancements including new pedestrian access routes, cyclist, and mobility.</li> <li>Including items for furniture, public facilities, and car charging points.</li> </ul>	Long-term	14	High		✓	✓	✓	✓	<p>National Lottery Heritage Fund: Main Grants</p> <p>Welsh Government and National Lottery Heritage Fund: Local Places for Nature</p> <p>Welsh Government/Visit Wales: Wales Tourism Investment Fund</p> <p>Welsh Government Brilliant Basics Fund</p> <p>Natural Resources Wales</p> <p>Welsh Government Active Travel Fund</p> <p>Charitable trusts and foundations as part of a partnership</p> <p>Welsh Government Flood and Coastal Risk Management grants</p> <p>Welsh Government Community Facilities programme</p>























# Regeneration Strategy














## 4. Town Regeneration

	Summary	Themes	Transformational Foundational	Capital	Revenue	Key Tasks & Costs	Time	Economic Impact	Social Value	RAG Rating	Connectivity	Enterprise	People	Place	Relevant Policy
<b>Supporting Projects</b>															
<b>4. Coastal Connections</b>	<p>Enhancements to the coastal path and links to neighbouring settlements including Aberarth. Improved walks, trails, and active travel routes for visitors and residents.</p> <p>This would include gateways into the town, identifying the points of arrival along the coastal path and key entrance routes.</p>	 Active Travel  Environment  Travel & Transport  Well-being	Foundational - enabling connectivity and improved amenity.	Infrastructure, civils, and landscape enhancements.	<p>Raise awareness of Coastal Path and walking routes.</p> <p>Increase in footfall and secondary spend.</p>	<p>£1.9m</p> <ul style="list-style-type: none"> <li>Costal connections path including pedestrian trail, active travel and cycle routes.</li> </ul>	Short-term	7	Medium		✓		✓	✓	<p>Welsh Government Active Travel Fund</p> <p>Welsh Government Brilliant Basics Fund</p>
<b>5. Harbour Footbridge</b>	<p>Opportunity for a footbridge to provide circular routes as part of the Coastal Defence Scheme. The proposals to allow impoundment of the harbour would enable marina operators to consider how improvements to infrastructure could connect the north and south pier. This would create a clear navigable promenade and footpath along the coastline, whilst connecting a circular pedestrian route with key businesses and town amenities.</p>	 Active Travel  Environment  Health  Landscape  Placemaking  Tourism	Foundational - enabling connectivity and enhancing the Coastal Defence Scheme.	Infrastructure, civils, and landscape enhancements.	<p>Improve access to harbour amenity and recreational activity.</p> <p>Income from car parking and local charges.</p> <p>Increase in footfall and secondary spend as destination profile develops.</p>	<p>£4.1m</p> <ul style="list-style-type: none"> <li>New pedestrian footbridge design and installation across the river.</li> </ul>	Medium-term	8	Low		✓	✓	✓	✓	<p>Welsh Government Small Scale Coastal Infrastructure scheme</p> <p>Welsh Government Brilliant Basics Fund</p>
<b>6. Street Frontages</b>	<p>Investment in heritage and listed buildings, including a scheme to maintain and preserve existing colourful harbour buildings. Targeted support for alterations or the restoration of shop frontages and commercial facade design, which considers the protection and improvement of the town's character (informed by a specific design guide or planning tool). This project could link to the conservation area appraisal.</p>	 Character  Placemaking  Tourism	Foundational - enabling economic activity and enhancing the town's character.	<p>Refurbishment and reconfiguration of commercial units.</p> <p>Project support for streetfront improvements.</p> <p>Update design guide linked to conservation area appraisal.</p>	<p>Increase High Street footfall, dwell-time, and spent at local shops/retail.</p> <p>Attract new businesses and diversify/enhance retail offer.</p>	<p>£2.5m</p> <ul style="list-style-type: none"> <li>Investment in preserving existing listed buildings and heritage assets.</li> <li>New shopfronts.</li> </ul>	Short-term	10	Medium			✓		✓	<p>National Lottery Heritage Fund: Main Grants</p> <p>Architectural Heritage Fund if in partnership with not-for-profit organisation.</p>



# Regeneration Strategy

## 4. Town Regeneration

	Summary	Themes	Transformational Foundational	Capital	Revenue	Key Tasks & Costs	Time	Economic Impact	Social Value	RAG Rating	Connectivity	Enterprise	People	Place	Relevant Policy
<b>Supporting Projects</b>															
<b>7. Leisure &amp; Well-being</b>	<p>River Path: Improve connections to the river which link green cycle and pedestrian routes with the health centre, schools, and future allocated housing site(s).</p> <p>Leisure: Enhancements to local sports club facilities and links with the local leisure centre adjacent to the school. A series of small capital projects are proposed to help build resilience and sustainability around the social/community leisure offer and add value.</p>	 Active Travel  Health  Placemaking  Well-being	Foundational - enabling connectivity and improved amenity.	<p>A series of small capital development projects in association with local sports clubs and societies</p> <p>Improvements to cycle and pedestrian footpaths around the river.</p>	<p>Improve access to local services and amenities, inc. schools and employment sites</p> <p>Hire for recreational facilities and sporting events.</p> <p>Membership, tickets, and permits for local clubs and associations. Focus on wellbeing and improved amenities for residents and community groups.</p>	<p>£3.0m</p> <ul style="list-style-type: none"> <li>New river path for pedestrians and cyclists.</li> <li>New footbridge with general services</li> <li>Leisure enhancements to the local sports club facilities.</li> </ul>	Short-term	6	Low		✓		✓	✓	<p>Welsh Government Active Travel Fund</p> <p>Welsh Government Brilliant Basics Fund</p> <p>Welsh Government Community Facilities programme</p> <p>Welsh Government Transforming Towns Placemaking Grant</p>
<b>8. Residential Access</b>	Address inefficiencies relating to parking, access, and public amenity affecting local residents. Test a residents parking, drop-off, and short stay scheme in the town centre.	 Community  Travel & Transport  Well-being	Foundational - improve access and amenity.	<p>Infrastructure, civils, and landscape enhancements.</p> <p>Highways feasibility project(s).</p>	<p>Improve access to local services, amenities, and residential areas.</p>	<p>£3.2m</p> <ul style="list-style-type: none"> <li>Constructing suitable access points within the town whilst addressing the issues relating to parking.</li> </ul>	Short-term	6	Low				✓	✓	No obvious sources of external funding
<b>9. Lower Regent Street</b>	<p>Redesign and improvements to Lower Regent Street to reinforce connection to Aberaeron Beach and more suitable access for pedestrians and vehicles.</p> <p>Develop a green avenue connecting town assets through widening the pedestrian link with nature-rich planting and greening where appropriate.</p>	 Community  Travel & Transport  Well-being	Foundational - improve access and amenity.	<p>Infrastructure, civils, and landscape enhancements.</p>	<p>Raise awareness of Coastal Path and walking routes.</p> <p>Improve access and connections.</p>	<p>£1.8m</p> <ul style="list-style-type: none"> <li>Green avenue including planting, and feature information boards.</li> </ul>	Medium-term	8	Medium		✓		✓	✓	Welsh Government Local Transport Fund







# Regeneration Strategy

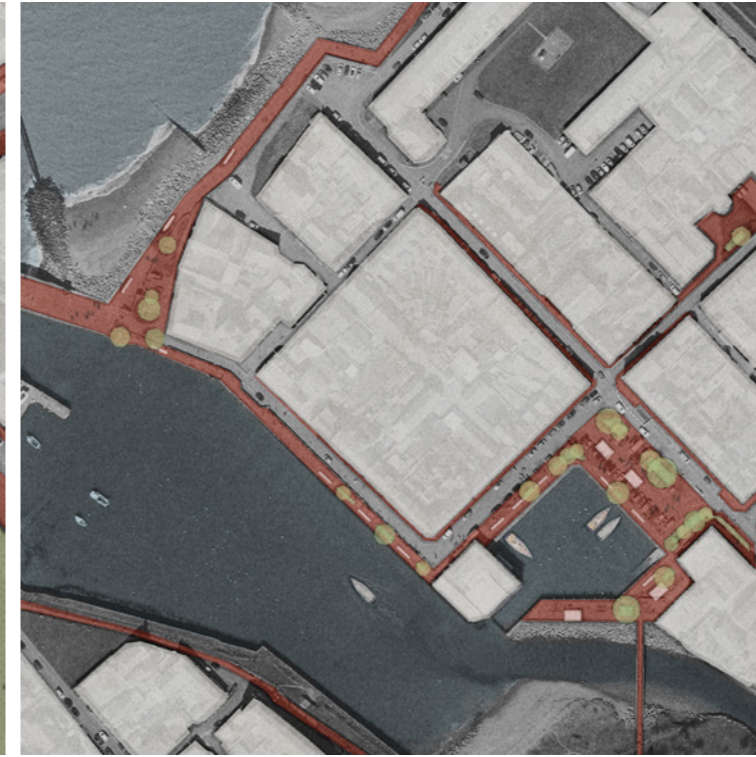
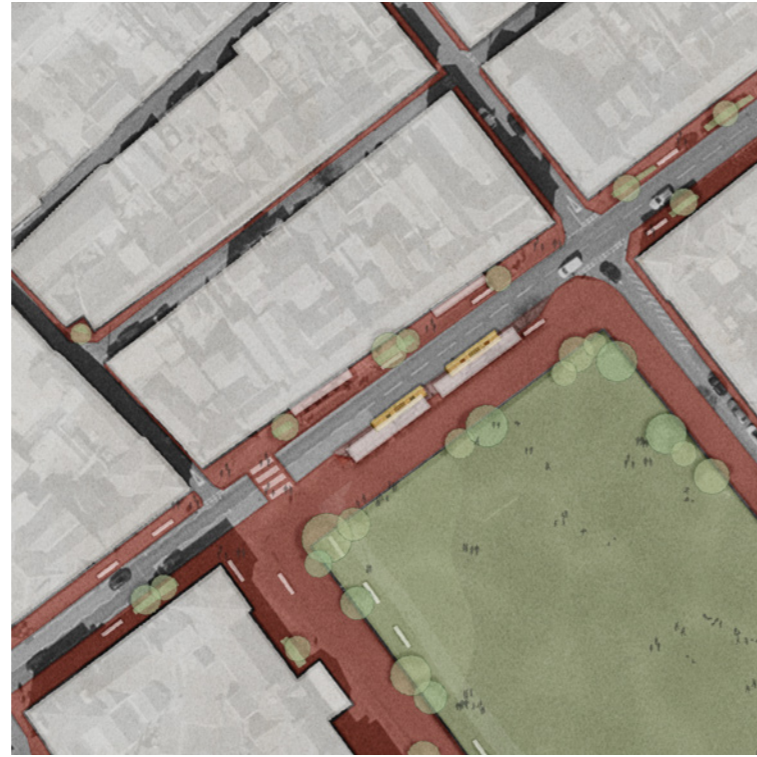
## 5. Key Projects

### 5.1 Key regeneration plan

The regeneration plan identifies three key targeted projects as a catalyst for change, these include:

1. High street improvements
2. Harbour
3. Penmorfa development

Each of these key projects is explored in further detail regarding their potential delivery and impact.



### 1. High street improvements

Incremental high street improvements, to support existing and future retail outlets and increase dwell time. Projects to incorporate North Rd, Bridge St, Quay Parade, and Alban Square.

- Highway design to balance main arterial/trunk road (North Rd & Bridge St) with pedestrian use and designated pavement.
- Allow for placemaking enhancements including street furniture.
- Adjustments to existing bus stops to improve safety, relationship, and visibility of Square Field.

Prioritising conservation, improvement, and access to Alban Square as a core central asset in the town. This would need to align with the town's heritage planning and designation.

Market Street improvements linked to harbourside investment to establish a clear relationship with the forecourt of County Hall.

### 2. Harbour

Improvements and enhancements to the civic space around the Harbour, including the redesign of hard standing and Harbour car park on Market Street to accommodate local markets, pop-up events, and community use. This would be linked to the high street and help establish a clear relationship with the forecourt of County Hall.

New public realm project at the end of the quay, adjacent to public toilets and north harbour wall, would seek to create a civic square, raked seating, small amphitheatre or similar - as a meeting point along the coastal path and space to host events on Aberaeron Beach.

### 3. Penmorfa development

Repurpose Penmorfa site and existing building(s) to have a greater social and civic function, establishing an active community link and mechanism for supporting local groups, third sector organisations, and small independent businesses.

A landscape strategy is key to improving the link to the coastal path. This could be included as part of the coastal defence scheme.

The vision has a potential dual identity - Visitor Gateway / Civic Hub. Over the short term ideas could be tested on the ground floor of the existing council offices. Spaces could be opened-up and redesigned to provide public facing services and pop-up units.

Encourage visitor parking with a series of connected routes into town via the coastal path, the marina, and/or the high street; in order to relieve pressure on parking and other seasonal impacts on infrastructure. This could include a seasonal town bus or circular shuttle service if required.



Aberaeron

Standing out through colour.





# Regeneration Strategy

## 5. Key Projects

### 5.2 Key project: High street improvements



- Business
- Character
- High Street
- Placemaking
- Travel & Transport

#### 5.2.1 Vision

Enhancing the high street experience, and celebrating Alban Square as a key asset which offers recreation and event space for residents and visitors alike.

#### 5.2.2 Description

Located in a prominent position in the town centre, Alban Square comprises an open area and a playground, known as Square Field. A hedge encloses the area and includes several mature trees, outdoor furniture for public use, and is used for recreational, play and leisure purposes. It is the focal point for both local and county-wide activities involving the community and other organisations. In May 2018, Square Field was granted centenary field status by Fields in Trust which protects parks and green spaces.

This project would prioritise the conservation, improvement, and access to Alban Square, offering enhancements to public space, community well-being, and recreation facilities. Falling within Aberaeron's conservation zone, this would need to align with the town's heritage planning and designation.

Other incremental high street improvements along North Rd, Bridge St, Quay parade, and Alban Square would include:

- Highway design to balance the main arterial/trunk road (North Rd & Bridge St) with pedestrian use and designated pavement.
- Placemaking enhancements including street furniture, wayfinding, and planting
- Adjustments to existing bus stops to improve safety, relationship, and visibility of Square Field.

These enhancements will help to improve the overall visitor experience, increase dwell time, and support existing and future retail outlets.

The town reputedly has low vacancy rates for retail, food and beverage in the town centre, in part due to the restricted opportunities to increase ground-floor units and usage within the conservation area. Improvements to Market St, linking harbour and high street activity, would be developed alongside investments outlined as part of another targeted intervention for the harbour. This would substantiate and sustain existing offers at the quay and promote leisure and retail activity along key commercial streets.

#### 5.2.3 Timeline

The proposal comprises a number of incremental changes, some of which can be implemented in the interim. In the medium-term, the existing relationship between the high street and Alban Square can be improved through the enhancements and developments outlined. This provides an opportunity to test a series of seasonal events, and look at appropriate maintenance and management of boundary hedgerows and opening onto the square.

#### 5.2.4 Engagement

A number of key stakeholders around Alban Square, including local sports clubs, businesses, makers, and producers, supported by the local authority, should be brought together to develop a programme of events and activities which promote activity in and around Alban Square and interface with the high street.

#### 5.2.5 Partners

Inclusive and open dialogue should occur between local stakeholders and the local authority to establish a series of capital projects and develop a masterplan vision that is beneficial to all.

#### 5.2.6 Economic and social assessment

The High Street Improvements project economic impact has been scored as follows:

High Street Improvements	EI value
Job creation	1
Increase in footfall	3
Increase in dwell time	3
Increase in visitors from outside local area	2
Increase land value	2
<b>Total</b>	<b>11</b>



#### Site photos

1. Bridge Street, Alban Square
2. The Royal Oak, North Road
3. Y Popty, Alban Square
4. Black Lion Hotel, Alban Square



# Regeneration Strategy

## 5. Key Projects

This is a crucial enabling project for the town. Whilst the direct jobs created will be minimal the scheme will have a direct impact on creating the conditions for increased economic activity. Active travel will be enabled and improvements to transport infrastructure will have direct social benefit. The scheme has potential to Increase high street footfall, dwell time, and spend at local shops/retail. This in turn would attract new businesses and enhance retail offer.

Spanning across four of the seven 'Well-being of Future Generations (Wales) Act 2015' themes, the Social Value outcomes the work is likely to meet are:  
The themes that the Social Value outcomes the work is likely to meet are:

- More opportunities for local business and MSMEs (Micro, Small and Medium Enterprises)
- More opportunities for the Third Sector and Civil Society Organisations (Voluntary, Community and Social Enterprises)
- Creating a healthier community
- Carbon Emissions are reduced

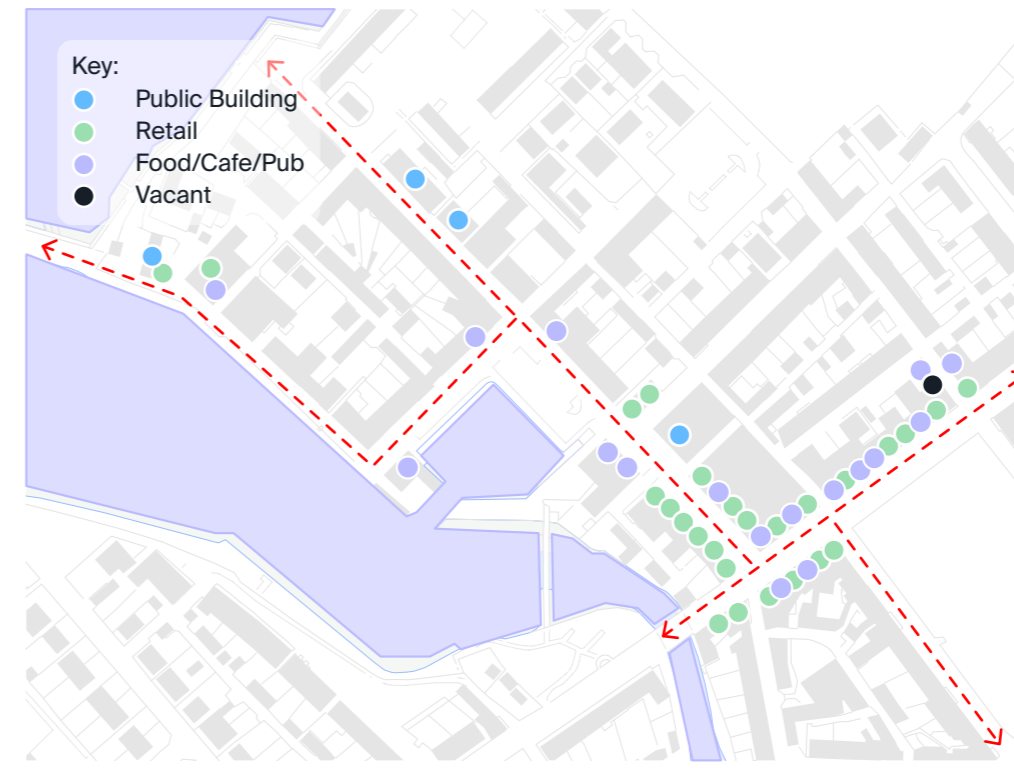
### 5.2.7 Funding and investment

At present, there are no obvious sources of Welsh Government funding for this project, with the exception of the already secured Placemaking grant scheme. This grant formed part of the Transforming Towns programme which will likely be developed into a new programme after the next election. Grants of up to £250,000 can be awarded from this fund currently. Some elements of the project could potentially meet criteria of Welsh Government Local Transport Fund but this will only become clearer as the project is developed.

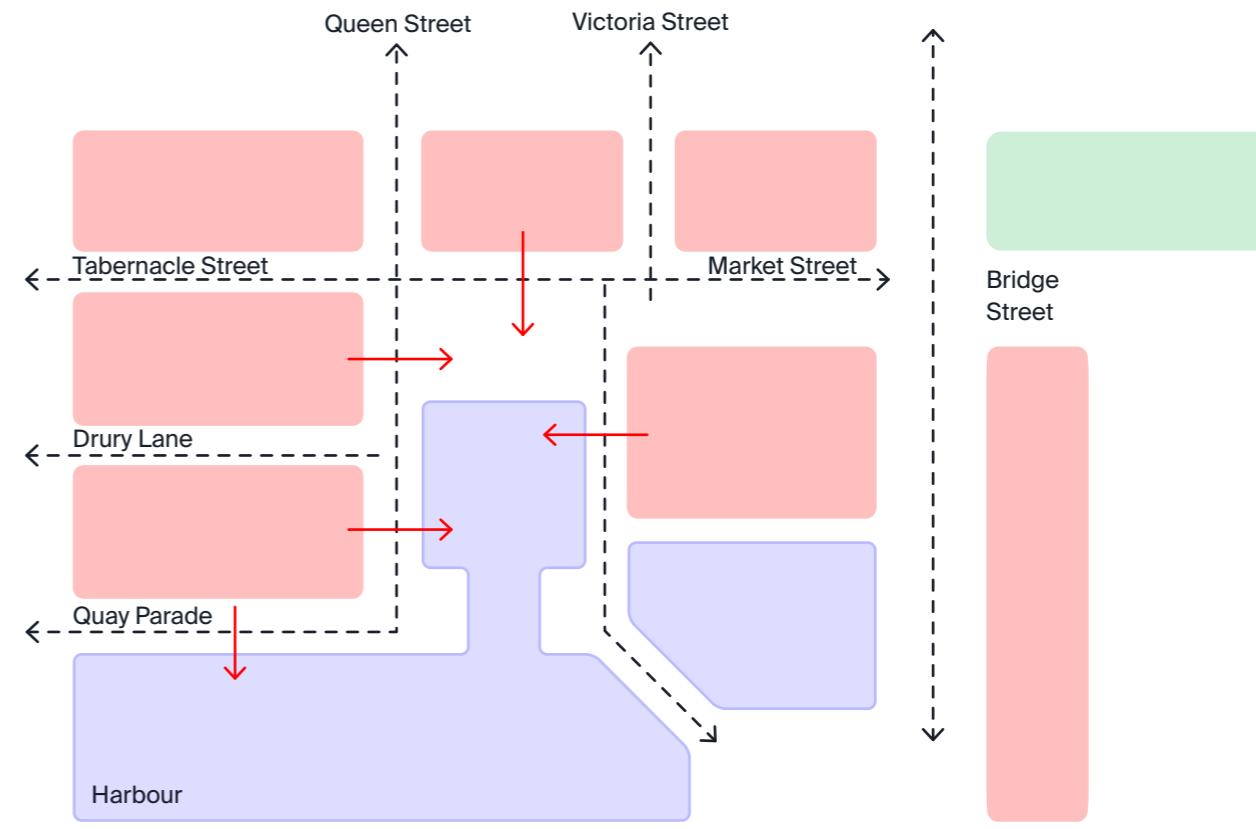
This project could also be considered as part of the UK Shared Prosperity Fund (UKSPF) allocation in Ceredigion as part of Community and Place or Supporting Local Business investment priorities.

### 5.2.8 Sustainability and resilience

Through the enhancement of the relationship between the high street and Alban square, the project offers the opportunity to support the local economy through a series of events and activities throughout the year.



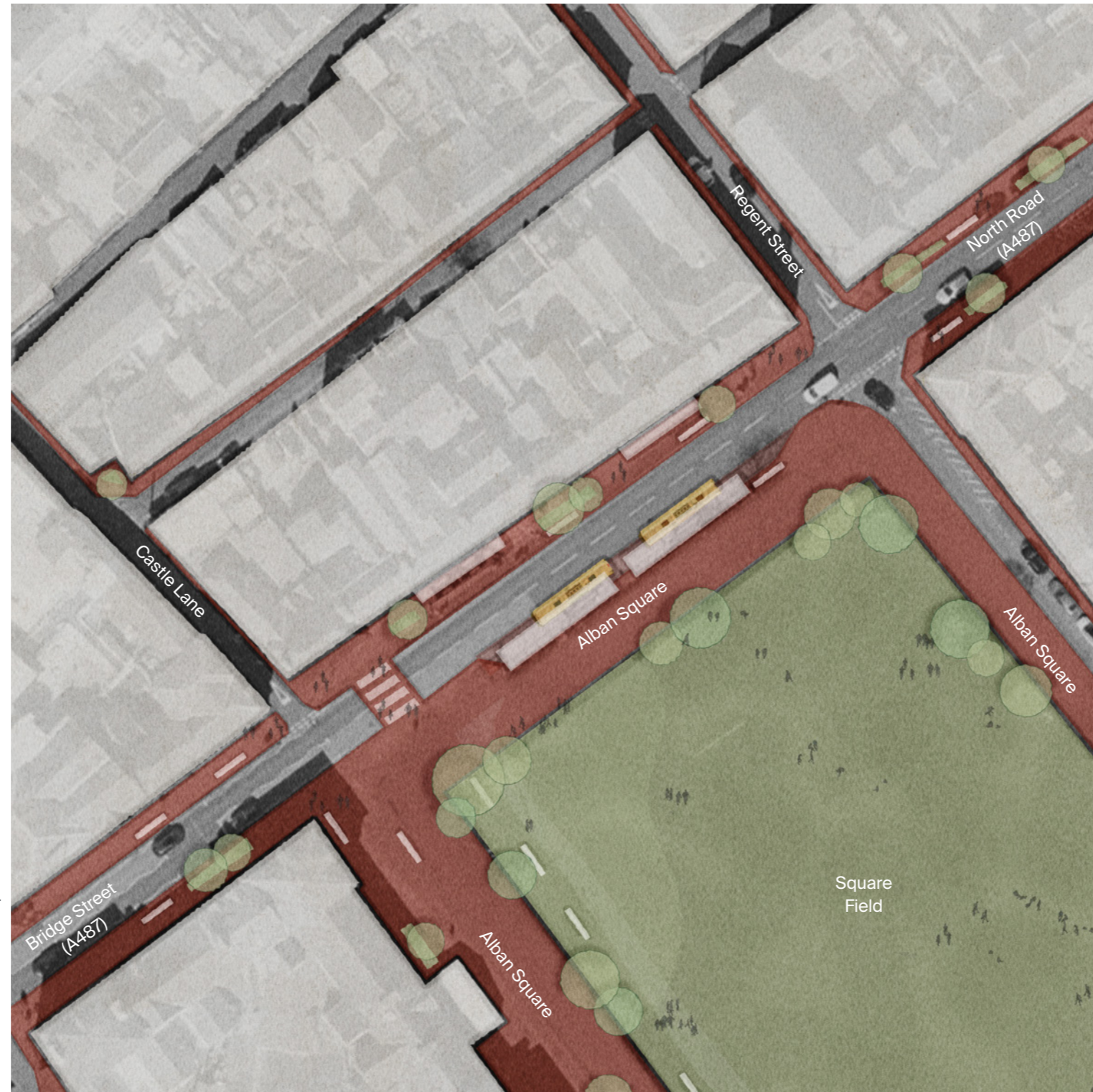
High street building use



Waterfront facades



## Regeneration Strategy 5. Key Projects



### Improvements to the high street

Increasing dwell time through incremental High Street improvements including designated pedestrian pavement, placemaking enhancements, and redeveloped bus stops. This will improve relationships with the main square and the harbourside village green.



Aberaeron

Centre for local food and drink.





# Regeneration Strategy

## 5. Key Projects

### 5.3 Key project: Harbour



- Business
- Community
- Destination
- Placemaking
- Skills
- Tourism

#### 5.3.1 Vision

Improving the public realm and connections between the harbour and the high street.

#### 5.3.2 Description

The necessity for a flood defence scheme offers opportunities to develop the civic and social spaces in Aberaeron's public realm by establishing:

- a clear relationship with the forecourt of County Hall and the high street through the redesign of the hardstanding and Harbour car park on Market Street, and;
- a point of arrival along the coastal path at the end of the quay through the creation of a civic square or tiered seating, providing a space to gather and host events.

These enhancements create opportunities to accommodate local markets, pop-up events, and other community uses along the coastline and around the existing harbour. It would allow the harbour to become a key link between high street activity and the leisure coastline. A new civic space can be designed to read as an extension to the high street, with opportunities for seasonal retail and commercial ventures offering an opportunity to reimagine the harbour setting.

A public space at the end of the harbour improves the town's relationship to the coastline, creating an additional meeting and destination in the town centre. Historically a key port on Wales' West coast, this civic project will help return the town's focus to the harbour and celebrate its coastal heritage. The proposal provides a meeting point along the coastal path, acting as an orientation point and place to gather, as well as spaces for hosting events.

#### 5.3.3 Timeline

This proposal comprises a number of incremental changes, each linked to other project initiatives and investment in local infrastructure. Whilst the hardstanding and Harbour car park can allow for temporary ideas to be tested, a medium-term design proposal and urban landscape strategy for the quayside would unlock a number of possibilities for significant enhancement.

#### 5.3.4 Engagement

A steering group, composed of individuals and organisations whose diverse interests, resources and skills can support the next steps, should unite and explore this project in more detail. Key to success will be the engagement of local businesses and enterprises which are located adjacent to the harbour and quayside. It could present an opportunity for consideration of how social, environmental, and economic offers can be sustained and supported through the flood mitigation developments of the harbour.

#### 5.3.5 Partners

Developments outlined by a targeted steering group should align with NRW and coastal defence schemes for the local area.

#### 5.3.6 Economic & social assessment

In relation to economic impact, the Harbour project has been scored as follows:

Harbour	EI value
Job creation	1
Increase in footfall	3
Increase in dwell time	3
Increase in visitors from outside local area	3
Increase land value	1
<b>Total</b>	<b>11</b>

The harbour is already a very significant part of the local economy. The improvements will sustain this appeal that already exists and will create opportunities for more footfall, as well as the opportunity for events, markets and other community use. The works will improve the harbour and quayside as a destination for residents as well as generating income from local markets and events. The improved



Site photos

Aberaeron harbour



# Regeneration Strategy

## 5. Key Projects

linkages between businesses and high street should also enhance customer experiences and increase spend.

The Social Value outcomes the work is likely to meet are:

- More opportunities for local business and MSMEs (Micro, Small and Medium Enterprises)
- More opportunities for the Third Sector and Civil Society Organisations (Voluntary, Community and Social Enterprises)

### 5.3.7 Funding and investment

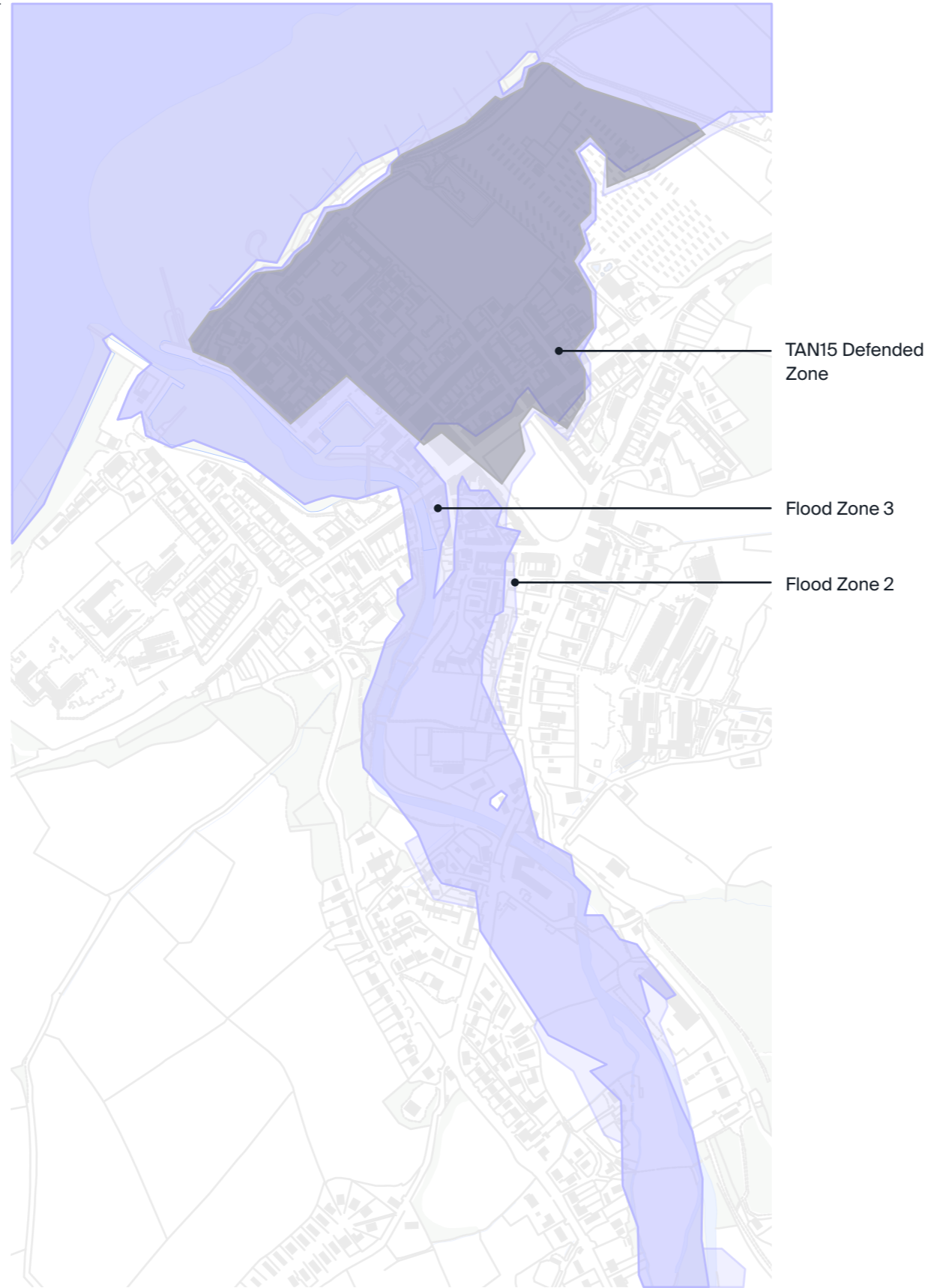
Whilst there are no obvious opportunities to secure funding from philanthropic or lottery sources, this development could have significant appeal to a number of programmes from Welsh and UK governments.

For example the Harbour could be considered as part of the UKSPF allocation in Ceredigion as part of Community and Place investment priority.

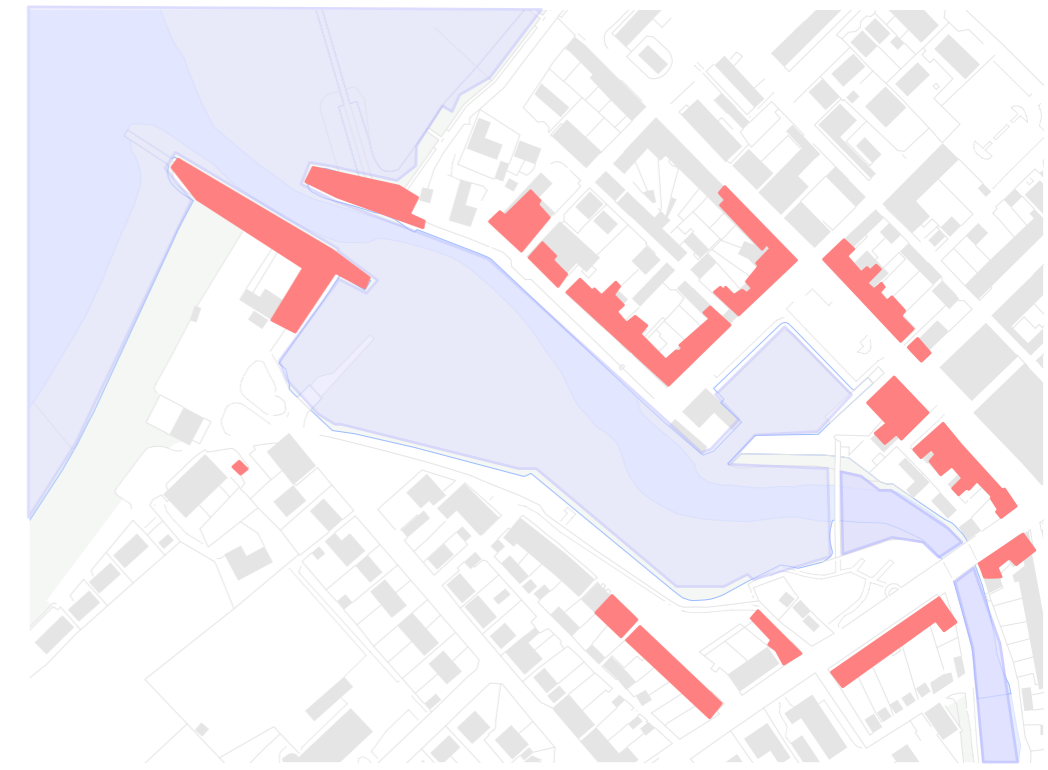
Other potential sources of funding could include the Welsh Government Small Scale Coastal Infrastructure scheme for any civil engineering work. Improvements to building, in particular retail and other commercial premises, could attract support from Welsh Government/Visit Wales: Wales Tourism Investment Fund, Welsh Government Brilliant Basics Fund and Welsh Government Transforming Towns Placemaking Grant.

### 5.3.8 Sustainability and resilience

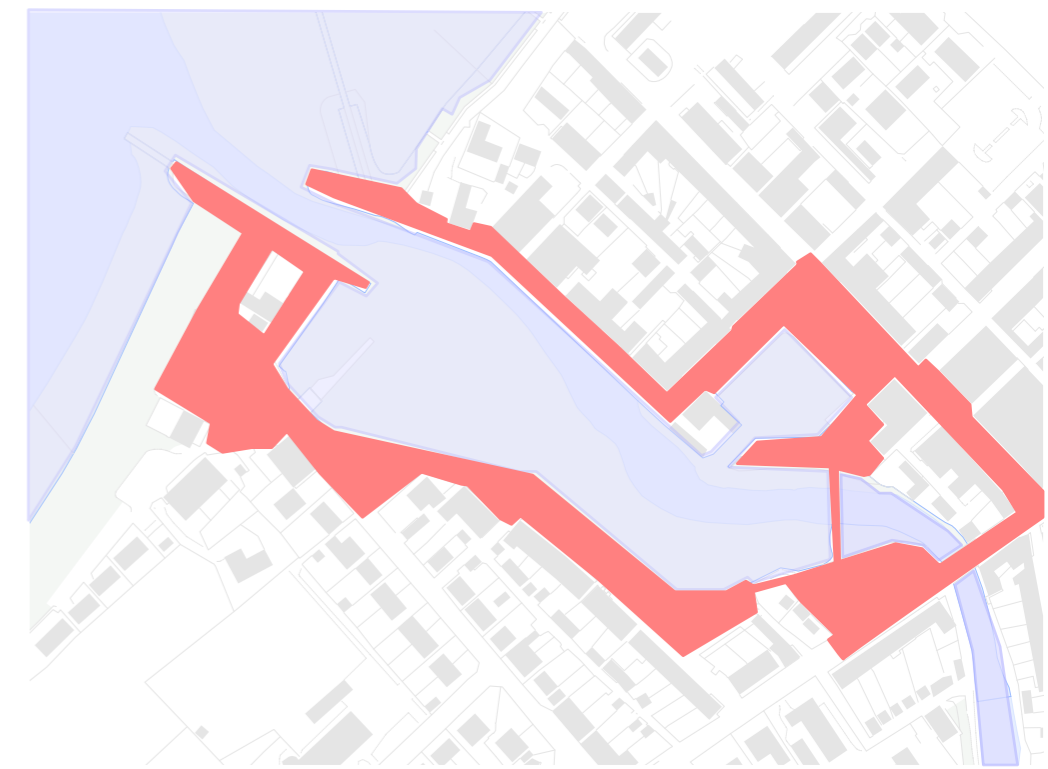
Building on existing civic space, the project has the potential to support local community groups and entrepreneurs through pop-ups, market stalls and seasonal events.



Flood zones with Flood Map for Planning (FMfP)



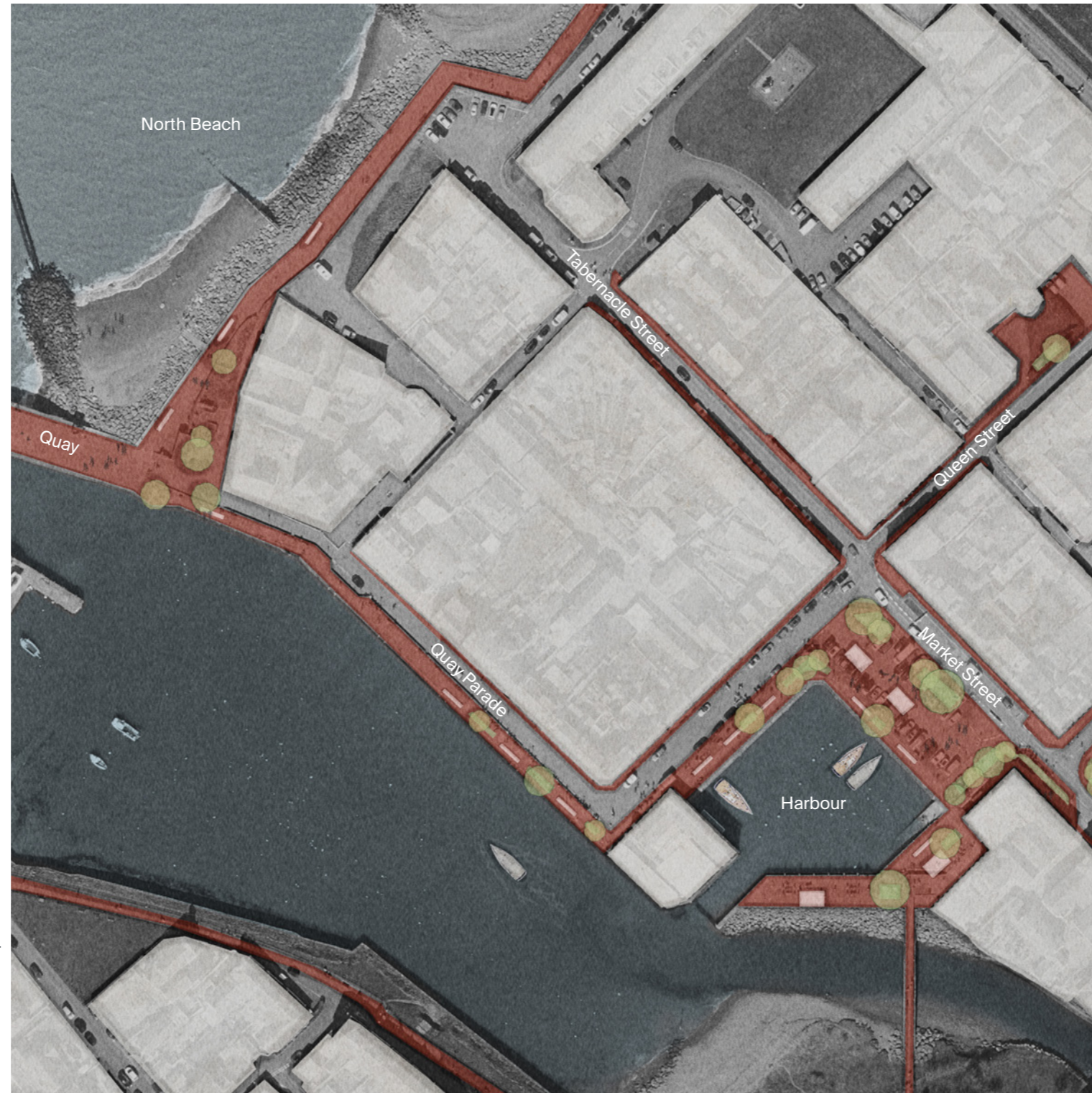
Listed buildings adjacent to harbour



Public realm adjacent to harbour



## Regeneration Strategy 5. Key Projects



### Enhancements to the Harbour

Improvements to the civic space around the Harbour including the redesign of hard standing and Harbour car park to accommodate local markets, pop-up events, and community use.



Aberaeron

Where the mouth of the Aeron meets Cardigan Bay.





# Regeneration Strategy

## 5. Key Projects

### 5.4 Key project: Penmorfa development



- Active travel
- Business
- Community
- Destination
- Environment
- High Street
- Landscape
- Learning
- Placemaking
- Skills
- Tourism
- Travel & Transport

#### 5.4.1 Vision

Promoting health, well-being, and tourism through the establishment of a visitor gateway and civic hub at Penmorfa.

#### 5.4.2 Description

The Penmorfa site and existing building(s) present an opportunity to provide a greater social and civic function, establishing an active community link and mechanism for supporting local groups, third sector organisations, and small independent businesses.

The project aims to build on existing community strengths, ongoing self-organised initiatives, and established third-sector work such as RAY in the town centre. There is potential to establish a number of spaces which host community events and activities, this would create another destination within Aberaeron benefiting both residents and visitors, and removing some existing pressures in the town centre. The Penmorfa site has the potential to incorporate:

- Planned coastal defence scheme
- Access to the coast path for pedestrians, cyclists, and mobility users
- Public facilities including changing places (access)
- Youth play space
- Tourist information and local history exhibit
- Community venue for use and hire
- Educational use/facilities linked to adjacent schools
- Landscape improvements & biodiversity enhancements
- Electric car charging facilities

Given changes to current working practices, utilising the existing council offices would provide an opportunity to consider refurbishment and enhancement, this could include more efficient use of the building through opening up ground floor units to provide public facing services and pop-ups.

An overarching site strategy would link with the coastal defence scheme and focus on improving routes and connections into town. Given the landscape location, there appears to be an opportunity to improve health and well-being, as part of a future generations agenda. Visitor parking should be encouraged at this location with access to the town via the coastal path, marina, and the high street via improved pedestrian pathways. This would help alleviate pressure on parking and other seasonal impacts on infrastructure. This could include a seasonal shuttle service.

#### 5.4.3 Timeline

Pop-up units could be tested on the site with a particular focus on public facing services. In the medium-term, the existing coastal leisure offer can be enhanced through the landscape strategy outlined. Alongside this, the development of the existing buildings, taking place over a number of years, will contribute to the wider social and civic offer.

#### 5.4.4 Engagement

The county council and town council would need to lead on the development of such a project, and should form a steering group with adjacent stakeholders such as the school and other local organisations and partners. It could present an opportunity for considering how recreation, civic, enterprise, and tourism offers can be sustained and supported through the development of the site as a whole.

#### 5.4.5 Partners

Key to the project development and delivery is aligning with coastal defence work and national policy. The project has the potential to connect both local interest groups, as outlined, small start-up businesses, and national organisations. Through establishing a targeted steering group, development could be aligned with other NRW schemes and similar organisations.



#### Site photos

1. Ceredigion County Council offices, Penmorfa
2. Aberaeron South Beach



# Regeneration Strategy

## 5. Key Projects

### 5.4.6 Economic and social assessment

In relation to economic impact, the Penmorfa Development project has been scored as follows:

Penmorfa Development	EI value
Job creation	3
Increase in footfall	3
Increase in dwell time	3
Increase in visitors from outside local area	2
Increase land value	3
<b>Total</b>	<b>14</b>

This project will have significant potential for increasing economic activity and growth opportunities for SMEs, community groups and voluntary sectors. It will effectively create a new retail area for the town, increasing critical mass for retail and leisure activities and have a positive impact on dwell time and improving the appeal of the town for a wider range of visitors. Rental income from business units, office, and workshop space, and car parking, will drive economic activity as will venue hire for leisure and business activities.

The Social Value outcomes the work is likely to meet across three of the seven 'Well-being of Future Generations (Wales) Act 2015' themes are:

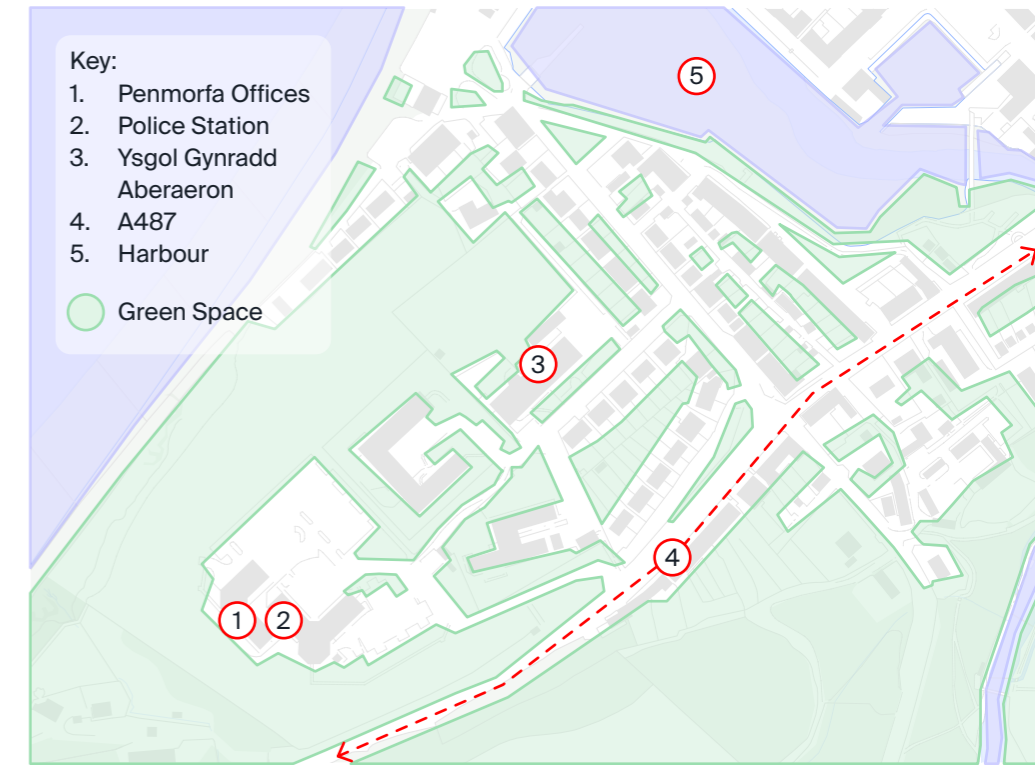
- More people in employment
- More opportunities for local business and MSMEs (micro, small and medium enterprises)
- More opportunities for the third sector and civil society organisations (voluntary, community and social enterprises)
- More working with the community
- Support for disadvantaged young people and their families
- Reducing inequalities
- More opportunities for disadvantaged people

### 5.4.7 Funding and investment

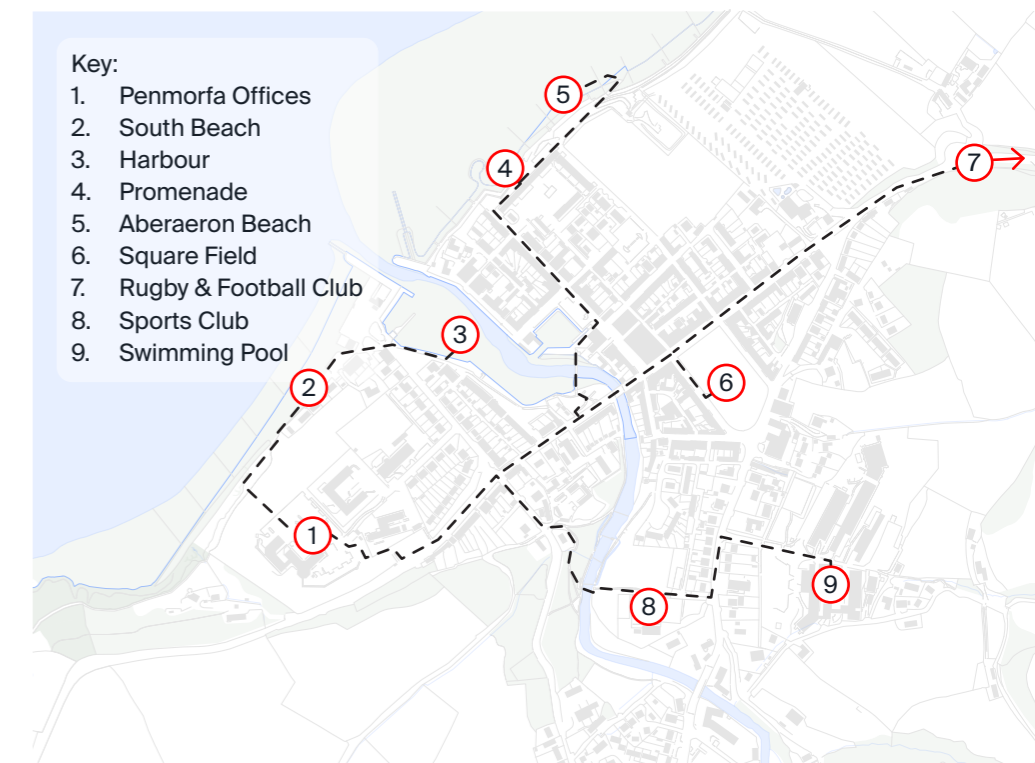
There is a good strategic fit with a number of funders' policies with this project. For example providing access to nature and encouraging people to enjoy and engage with the landscape is a potential project for the National Lottery Heritage Fund: Main Grants or the Welsh Government and National Lottery Heritage Fund: Local Places for Nature. Some of the heavy lifting on coastal defence would be of interest to NRW and Welsh Government Flood and Coastal Risk Management grants.



Relationship with proposed sea defence



Green space



Community assets



# Regeneration Strategy

## 5. Key Projects

The strong tourism and active travel elements are also a positive feature that could appeal to Welsh Government/Visit Wales: Wales Tourism Investment Fund, Welsh Government Brilliant Basics Fund or the Welsh Government Active Travel Fund.

The community facility elements are also potentially appealing with Welsh Government Community Facilities programme a potential source of support as well as Charitable trusts and foundations as part of any partnerships.

### 5.4.8 Sustainability and resilience

The project has the potential to support the local economy and wider community through its social enterprise and leisure provision. The development of core community facilities would contribute to sustaining existing activities and events across the town.

### Penmorfa development and gateway

Repurpose Penmorfa site as a Visitor Gateway/Civic Hub. The vision shows increased accessibility to the coast, provision of public facilities, community venue use, landscape improvements, and electric car charging facilities.









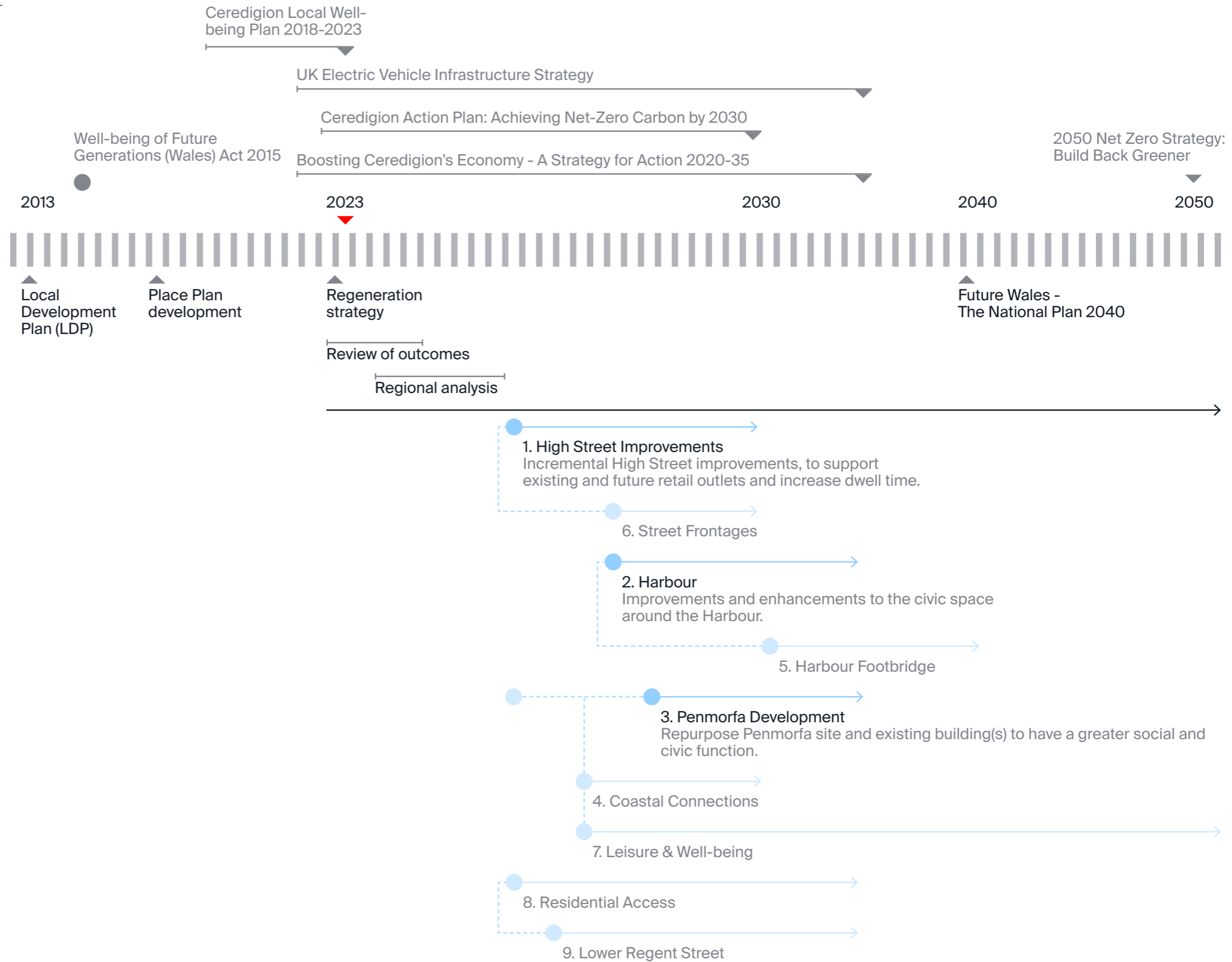
# Regeneration Strategy

## 6. Outcomes

### 6.1 Timeline

We recognise that work which involves multiple stakeholders, communities, and consultants, takes significant time. The long-term process requires leadership and governance in order to drive forward, maintain momentum and coordinate project development. Targeted interventions and supporting projects require different timescales.

This regeneration strategy is the first step on a much longer journey, which should continue to be informed through meaningful engagement. The timeline presents opportunities to test ideas, temporarily adapt spaces to facilitate immediate needs and offers potential for incremental or open-ended development. It allows a democratic vision to emerge, either council or community-led, informed through successful and direct input from the end-users.





# Regeneration Strategy

## 6. Outcomes

### 6.2 Recommendations

#### 6.2.1 Key recommendations

##### Prioritisation & phasing

The strategy represents a long-term vision which is the sum of incremental parts. Targeted interventions and suggested projects now need to be presented back to community stakeholders in order to prioritise, select, and agree a core set of long-term commitments. We suggest this regeneration strategy is used as a toolkit for unlocking the potential in certain ideas which are aligned to the strategic outline case, potential funding available, as well as interest and commitment to move targeted interventions forward.

##### Regional analysis

Given the interconnected nature of Ceredigion's six main towns; Aberaeron, Aberystwyth, Cardigan, Lampeter, Llandysul and Tregaron, it is recommended that common themes are mapped across them all in order to develop a strategy for the region. Together with neighbouring border towns and settlements, regeneration strategies for main towns should not be viewed in isolation and need to be connected-up as part of a wider planning process and visioning exercise. This has the potential to align with other mechanisms for inter-regional growth, such as Growing Mid Wales and other initiatives, which address structural weaknesses hindering the potential for local residents and businesses.

##### High street

High streets and town centres are at the heart of the community, and without communities owning regeneration plans for the high street they will likely not succeed. Local authorities are well-placed to prioritise and lead on high street plans ensuring communities and businesses are fully involved. We recommend a targeted high street plan is developed which allows the community to honestly and openly assess their existing high street, discuss the current challenges, and where appropriate enable redevelopment for alternative uses to help create sustainable places.

##### Meaningful engagement

Arriving at a strategy alone takes time, and through this short piece of work, a set of informed proposals have been discussed and developed with targeted input from a range of stakeholders. We recommend committing to a long-term engagement strategy which would be seen as something that outlives this initial commission. Refer to the Engagement Framework suggested to take each of these targeted interventions forward.



Market Street

Populated by parking provisions, retail, housing, accommodation, and cafes.



# Regeneration Strategy

## 6. Outcomes

### 6.2.2 Supporting recommendations

#### Design feasibility

The future development of this regeneration strategy should be progressed in line with the RIBA Plan of Work, with clear milestones established throughout the feasibility stage of each individual project. The feasibility process should help assess the viability and layer detailed requirements into the project brief before the design process commences.

#### Young people

Demographic trends and statistics highlight the importance of giving young people a voice and opportunity to influence decisions affecting their local area. We recommend adopting forms of engagement which enable young people to be confident about influencing and shaping their local environment, utilising the skills and knowledge about the area they live in to inform the delivery of this regeneration strategy throughout the subsequent stages.

#### Partnership working

It is recognised that social capital is required in order to implement some of the transformational ideas presented within this strategy. Where possible projects should draw on a set of shared values and resources available to communities, key stakeholders, public bodies, and third sector organisations which would allow them to pool resources and work together efficiently and effectively for a common purpose. There is an opportunity to build on existing relationships with key institutions (universities, colleges, National Library of Wales, arts centres etc.) and establish private sector business across the county to strengthen the delivery of these plans.

#### Value

Where the county council places value may not be the same for a local community or group of local residents. Reviewing the social value and economic value of each project as it develops will assist in appraising the importance and significance of certain interventions to different stakeholders. Targeted interventions are not yet developed enough to utilise the National TOMs Wales framework to its fullest capacity. We recommend at a later feasibility stage using the proxy value to calculate the additional financial value created.

#### Transport

Connectivity is crucial to economic and future growth, and many of the outlined interventions rely on continued investment in highways, transport, and environmental services. Ceredigion also has a number of key strategic transport corridors upon which people and supply chains rely on across Wales. We recommend that this regeneration strategy is incorporated within the design of a longer-term accessible, sustainable and efficient county wide transport system set against 'Llwybr Newydd: the Wales transport strategy 2021.'

#### Energy

The region's environmental assets and expertise in low carbon technologies are key strengths and Mid Wales is well placed to produce green and renewable forms of energy. To develop the right business opportunities then water, energy, and waste infrastructure investments need to be recognised and carefully planned for. Clear, deliverable and ambitious sustainability outcomes should be established and included as part of each project taken forward from this strategy. As designs are developed, energy use and other modelling should be used to test and refine the concept, sustainability strategy and delivery of sustainability outcomes.

#### Environment

The county's unique landscape and wealth of outstanding natural assets are at the core of this regeneration strategy. It is acknowledged that the county is seeing increased flooding and powerful weather events; therefore, wherever possible interventions should support wider environmental enhancements, and NRW schemes to protect properties at risk from flooding and coastal erosion.

#### Skills

This regeneration strategy provides opportunities to support enterprise, business, and learning at a local and regional level. The ambition is to create places with high value employment opportunities which support local enterprises wherever possible. As people remain in work for longer there will need to be a range of opportunities to ensure individuals remain employable, highly qualified, and skilled. We recommend that the regeneration strategies for Ceredigion's six main towns; Aberaeron, Aberystwyth, Cardigan, Lampeter, Llandysul and Tregaron, are all reviewed with strategic education and business partners to incorporate and address any skills gaps in their delivery over the short, medium, and long term.

#### Ownership

Without people owning regeneration plans, they are not going to succeed, or be integrated into the community. The local authority is best placed to support delivery where possible, whether council or community-led depending on priorities. Coordinating a suite of phased targeted intervention, as outlined in this strategy, will require a custodian or designated local development officer to both champion and project manage in each instance. The role should be town specific as it will rely on local knowledge, continued community engagement, and a long-term commitment to addressing specific issues through collaboration with key partners and stakeholders.

Adopt forms of engagement which enable young people to be confident about influencing and shaping their locale.

Projects should draw on a set of shared values and resources to allow stakeholders to work together efficiently for a common purpose.



# Regeneration Strategy

## 6. Outcomes

### 6.3 Engagement Framework

Now that key projects have been identified, the next step is recommended as returning again to the starting point of a cycle of asset-based engagement based on appreciative inquiry principles, with the aim of identifying key stakeholders and initiating a stakeholder steering group; envisioning a future for each key project with the stakeholder steering group and community; designing tangible short term and long term steps; and delivering immediate actions in order to initiate longer term development.

#### Step 1: Discovery

Identify key stakeholders who are already known to have an interest in each key project and cast the net wider by inviting in other stakeholders whose resources, skills and interests can support the project(s). Directly contact stakeholders and advertise publicly with the aim of initiating a steering group(s) composed of individuals and organisations whose diverse interests, resources and skills can support next steps.

#### Step 2: Dreaming

Hold a steering group workshop to share stakeholders' diverse interests, skills and resources and to imagine various possibilities for the future of each key project, including 'easy' and 'immediate' (1 year) actions, as well as 'harder' and 'long term' (10 and 100 years) ambitions.

#### Step 3: Design

Support the steering group in planning for a public event(s) in 2023 to immediately activate the site, with aims of demonstrating site potential, presenting initial ideas to a wider public audience, and inviting further ideas and involvement in next steps.

#### Step 4: Deliver

Deliver an activation of the site(s) for public engagement and feedback, using the event to collect evidence of interest, need and viability for future funding opportunities. Following the event, begin formal constitution of a stakeholder group committed to taking the project(s) forward into longer term development. This may include short term semi-permanent interventions (1-3 years) to continue to test and build evidence for larger scale and longer-term development proposals.



Engagement workshop

Local stakeholder engagement workshop, Jan 2022.







# Regeneration Strategy

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Aberaeron Regeneration Strategy, 2023

## Consultant Team

Architect & Design Team Lead: Rural Office  
Funding & Investment: The Funding Centre  
Cost Consultancy: Currie & Brown

The consultant team has been supported by staff across Ceredigion County Council, as well as a range of external experts and peer reviewers, who have engaged with the development and delivery of this plan.

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