

New Quay Place Plan



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Cwmwl Amgylcheddol Eiddoedd a'r
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Erthygl y Bwrdd Eiddoedd Gwledig
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Rural Development
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Llywodraeth Cymru
Welsh Government

Key Projects

1. Introduction

- 1.1 Overview
- 1.2 About New Quay
- 1.3 Key Data for New Quay
- 1.4 Post Pandemic
- 1.5 Travel and Connectivity
- 1.6 Statistics

2. Your Place Plan

2.1 Context

- 2.1.1 Links to Other Plans
- 2.1.2 Link to Policy
- 2.1.3 Ceredigion's Place Plan Themes
- 2.1.4 Well-being Legislation
- 2.1.5 Purpose and Benefit of the Plan

2.2 Approach

- 2.2.1 Place Plan Boundaries
- 2.2.2 Community Involvement
- 2.2.3 Community Feedback

2.3 Responses

3. Vision

- 3.1 Vision and Strategy
- 3.2 Priorities

4. Themes and Objectives

4.1 Well-being

- 4.1.1 Overview
- 4.1.2 Objectives
- 4.1.3 Health and Well-being
- 4.1.4 Accessibility
- 4.1.5 Active Travel
- 4.1.6 Leisure and Recreation
- 4.1.7 Transport
- 4.1.8 Actions
- 4.1.9 Well-being Policies and Links

4.2 Placemaking

- 4.2.1 Overview
- 4.2.2 Objectives
- 4.2.3 Community Provisions
- 4.2.4 Future Developments
- 4.2.5 Traffic Management
- 4.2.6 Parking
- 4.2.7 High Street Improvements
- 4.2.8 Signage
- 4.2.9 Actions
- 4.2.10 Placemaking Policies and Links

4.3 Heritage & Culture

- 4.3.1 Overview
- 4.3.2 Objectives
- 4.3.3 Historic Context
- 4.3.4 Culture
- 4.3.5 Architectural Heritage
- 4.3.6 Actions
- 4.3.7 Heritage and Culture Policies and Links

4.4 Economy

- 4.4.1 Overview
- 4.4.2 Objectives
- 4.4.3 Local Business
- 4.4.4 Tourism
- 4.4.5 Tourist Accommodation
- 4.4.6 Promotion
- 4.4.7 Actions
- 4.4.8 Economy Policies and Links

4.5 Environment

- 4.5.1 Overview
- 4.5.2 Objectives
- 4.5.3 Natural Resources
- 4.5.4 Sustainability
- 4.5.5 Environmental Awareness
- 4.5.6 Actions
- 4.5.7 Environment Policies and Links

4.6 Project Ideas

1.1 Overview

Place Plans enable communities to engage creatively with the planning process to produce a community led Placemaking strategy which provides detail for the local area which reflects its distinctiveness and addresses specific community scale issues.

The New Quay Place Plan has been developed by the Town Council in conjunction with the local community and Ceredigion County Council. It offers some exemplary ideas for positive change in New Quay and surrounding wards.

The New Quay Place Plan is in its early stages. This draft outlines the emerging themes and ideas discussed in workshops and meetings since September 2024. Further consultation, community engagement, development, and review are necessary. This plan is a living document, to be revised by the Town Council at key milestones, serving as an initial draft and starting point.

1.2 About New Quay

New Quay (Cei Newydd): it is a seaside town in Ceredigion, Wales with a resident population of around 1,200 people. Located on Cardigan Bay with a harbour and large sandy beaches, it remains a popular seaside resort and traditional fishing town.

Until the early 19th century, New Quay consisted of a few thatched cottages surrounded by agricultural land, the natural harbour providing a safe mooring for fishing boats and a few small trading vessels. The New Quay Harbour Act was passed in 1835 and a stone pier was constructed at a cost of £7,000. Trading activity increased and new houses were built as economic migrants arrived. Shipbuilding began to take place and the town increased in size with the construction of terraced housing up the slopes of the sheltered bay.

By the 1840s, more than three hundred workmen were being employed in shipbuilding in three centres, New Quay itself, Traeth Gwyn, a bay just to the north, and Cei-bach, a pebble beach further north below a wooded cliff. Here smacks and schooners were constructed for sailing along the coast, also larger vessels for sailing to America and Australia. At that time, as well as shipwrights, New Quay had half a dozen blacksmith shops,

three sail makers, three rope walks and a foundry. Most of the male inhabitants of the town were mariners or employed in occupations linked with the sea.

By 1870, shipbuilding had ceased at New Quay but most of the men living there still went to sea. There were navigation schools in the town and many of the last square riggers that sailed the world were captained by New Quay men. The observant tourist can still see the old warehouses, now put to new uses, lengths of chain, metal rings and capstans, and a list of tolls for exports and imports can still be seen outside the harbourmaster's office.

Key attractions for holidaymakers include the picturesque harbour and expansive sandy beach, as well as the ability to see the population of bottlenose dolphins that live in Cardigan Bay. The town has a heritage centre and marine wildlife centre, as well as the usual collection of shops and restaurants. The outskirts of the town feature many large holiday parks and caravan sites.

The annual Cardigan Bay Regatta, usually in August, has been conducted since at least the 1870s. Events now include inshore sports (swimming, rowing, etc.) and dinghy and cruiser racing.

In addition to the hospitality industry, there is still significant employment in sea fishing and fish processing.

1.3 Key Data for New Quay

The Settlement Group of New Quay is located 12.1 km (7.5 miles) south of Aberaeron. While the Group relies on Aberaeron and Cardigan for many needs, New Quay serves as a local Service Centre for daily requirements.

LDP 1 states that the planned growth for New Quay can proceed without significantly harming the community or the Welsh language, so development phasing will not be applied in this area.

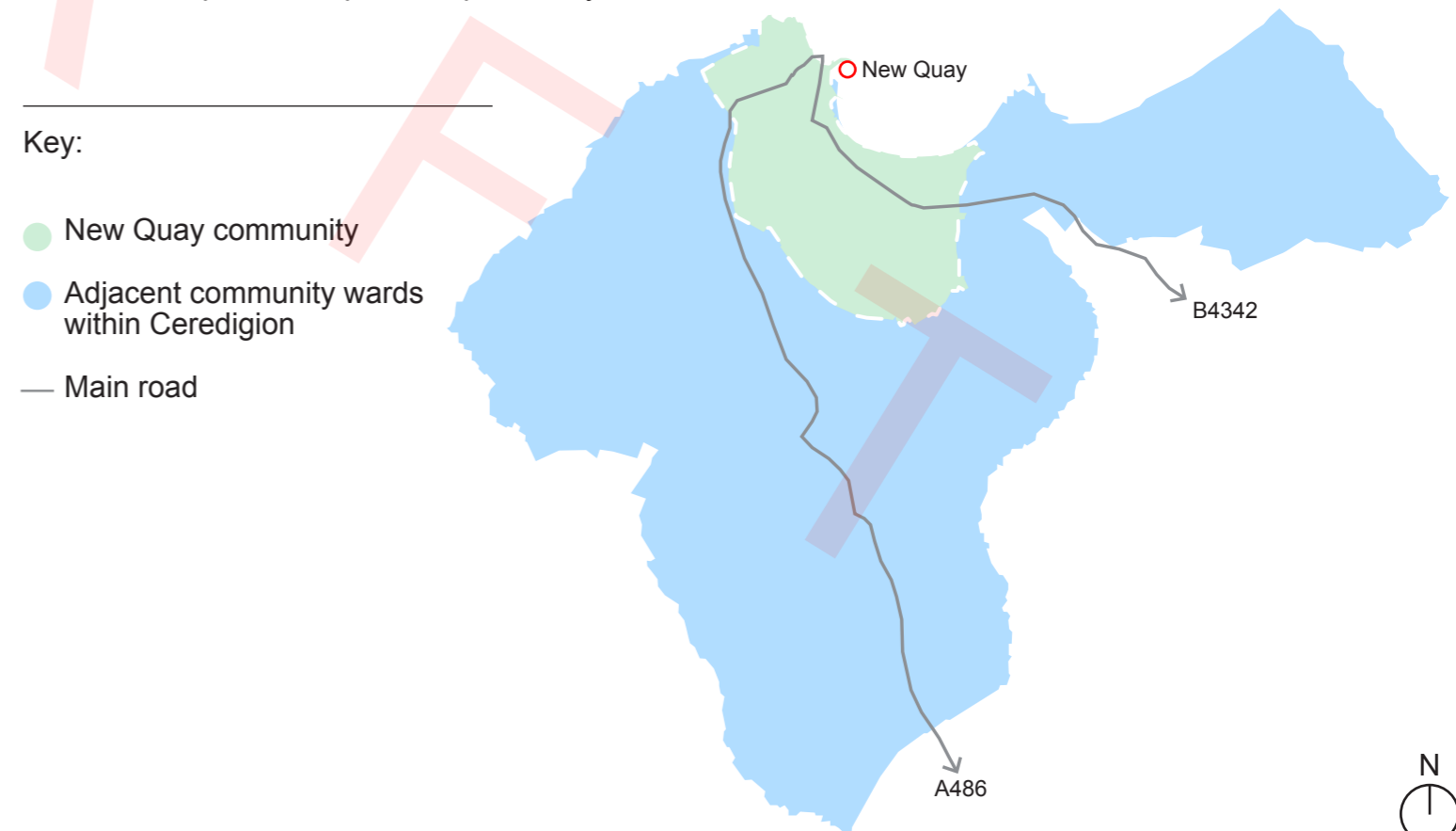
1.4 Post Pandemic

Covid-19 disrupted daily life and created uncertainty, but it also provided an opportunity to rethink our living, working, and recreational spaces. We must rebuild a greener, cleaner society

focused on decarbonisation and social justice, ensuring accessible, environmentally respectful living spaces. This is relevant for New Quay and all of Wales.

Lockdowns highlighted community isolation, leading to support systems that continue to aid slower-recovering areas. The period also saw significant IT skill improvements, especially in education, and introduced remote working. Local traders adapted with expanded offerings and new delivery networks. Remote work has made city employment accessible locally, with options for town centre hot desks providing good Wi-Fi and networking opportunities.

As a resort town, New Quay's hospitality staff have mostly remained working on-site, so the fundamental work environment has remained largely unchanged. However, the increased cost of living and Covid-19 has significantly altered tourist behaviour. There is now reduced foot traffic in the early morning, with few tourists before 11am, and evening business has declined as visitors leave town earlier than before. This shift has led to fewer late-night visitors, impacting the evening trade and overall atmosphere compared to previous years.





New Quay Harbour

1.5 Travel and Connectivity

Bespoke community transport services in some areas of Ceredigion are growing and developing in response to public demand. However, some communities remain isolated with no public bus service in existence. Reliance on private cars is inevitable in these areas. This puts increased pressure on parking in the town centre, which negatively impacts the area and causes the environment to suffer.

Public transportation services are provided by national services. TrawsCymru is the local bus service operating in the county, the service offers Welsh Concessionary Bus Passes on all bus services in Wales. Public transportation services are provided by national services. TrawsCymru is the local bus service operating in the county, the service offers Welsh Concessionary Bus Passes on all bus services in Wales. The current bus service travels from Aberystwyth to Haverfordwest via New Quay and Cardigan.

1.6 Statistics

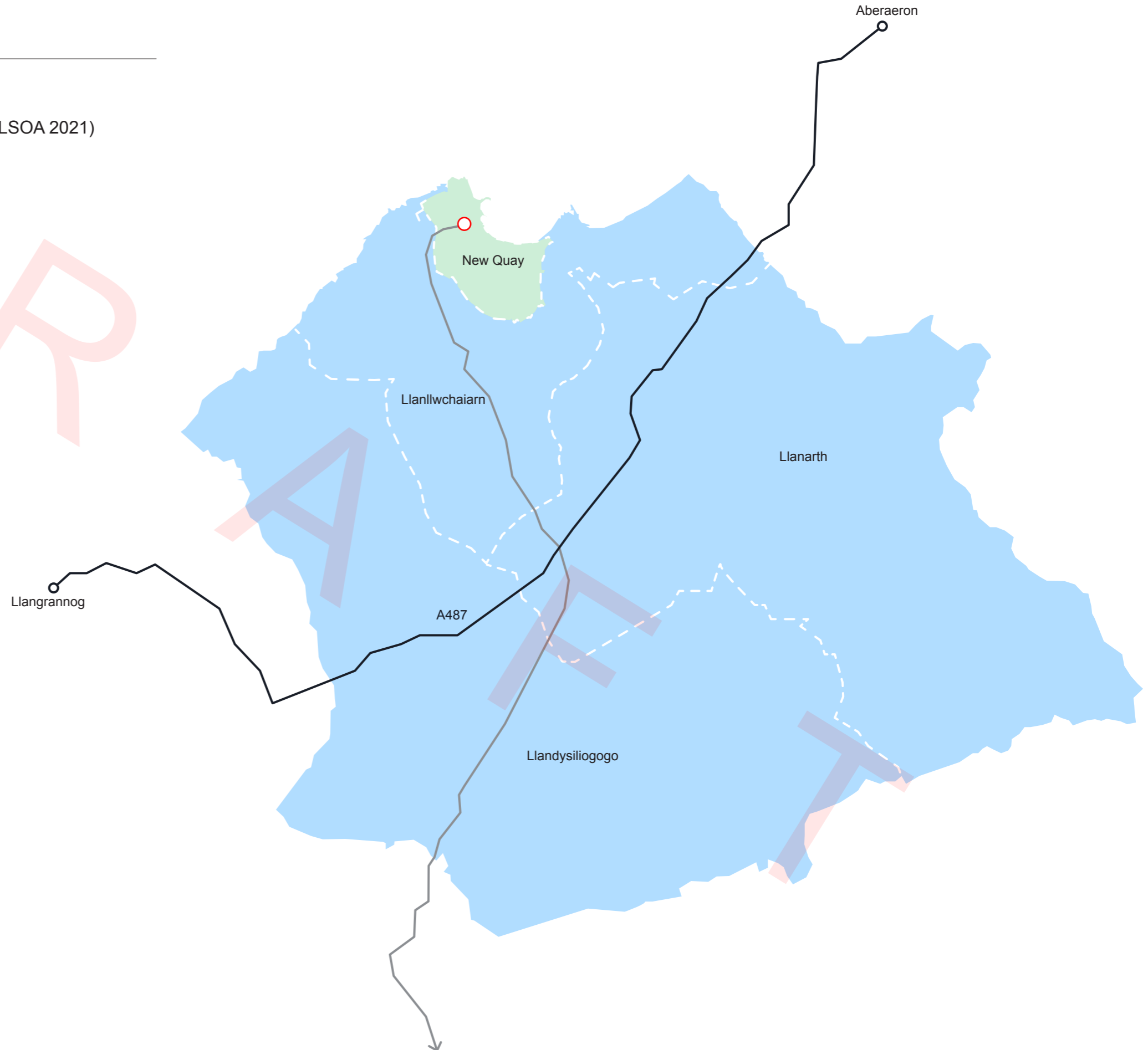
Many statistics, including census data, are often presented at a geographical scale referred to as Lower Super Output Areas (LSOAs). There are three LSOAs which cover the town. When combined, these LSOAs correspond to the Town Council boundary. The data on the following page is predominantly based on the Lower Super Output Areas (LSOA).

According to the LSOA statistics, there are around 1,700 residents in New Quay, 42.8% of which can speak Welsh. The highest population age groups varied from 50-79 years old. According to the results, 78% of residents own their homes, 13% rented their homes, and 9% consisted of individuals paying social rent. The economic activity statistics show that 2% of residents in New Quay are unemployed, 46% are employed, and 52% are inactive.

Key:

● New Quay (LSOA 2021)

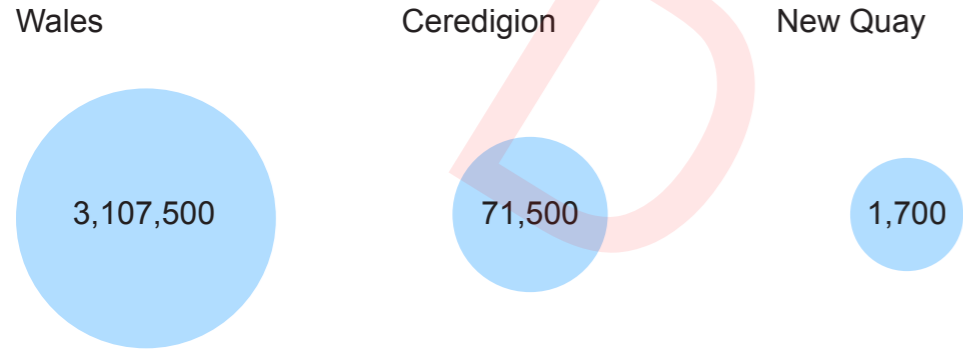
— Main road



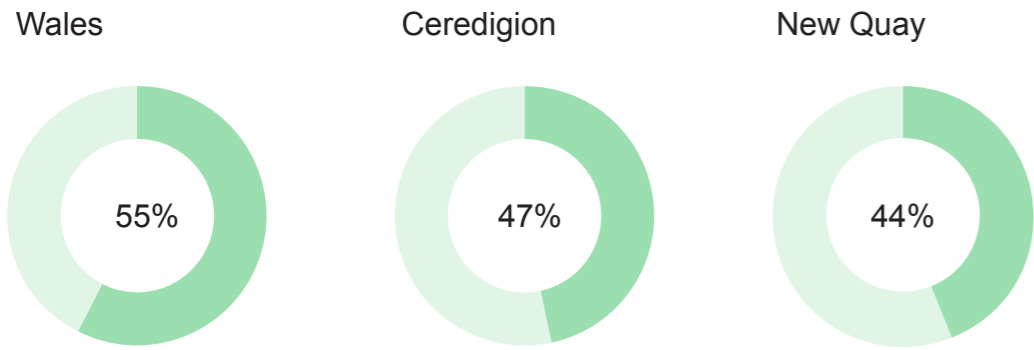
New Quay Place Plan

1. Introduction

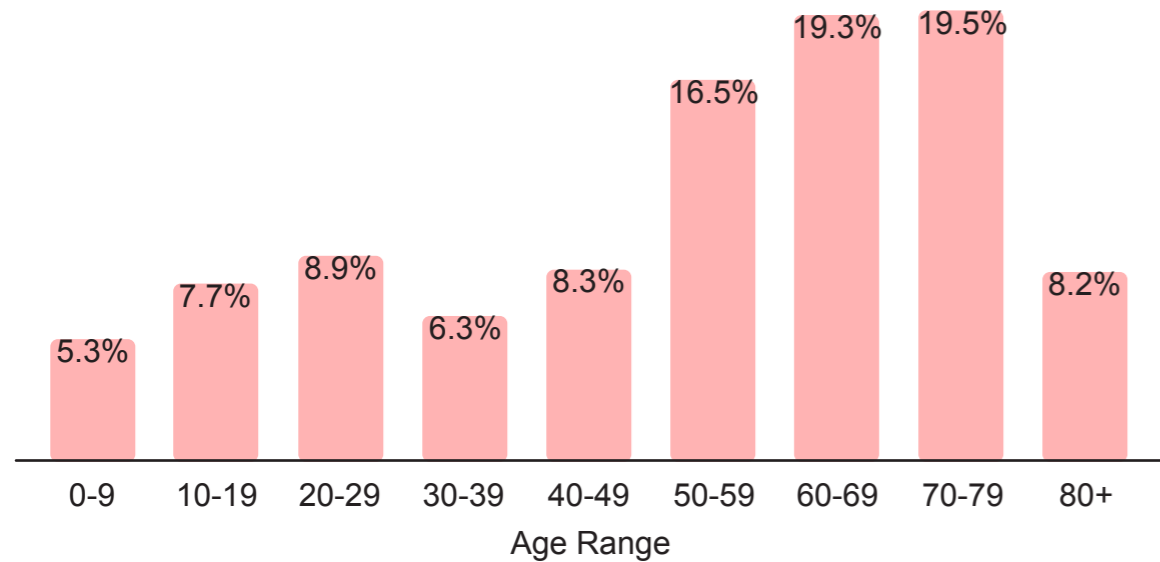
Population



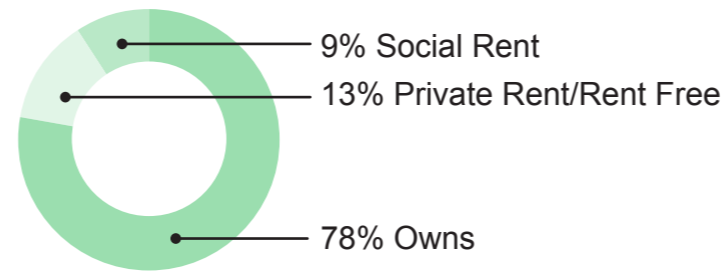
% Population Identifying as Welsh Only



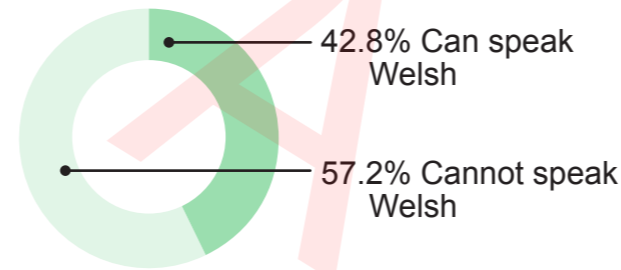
% Population Age Groups in New Quay



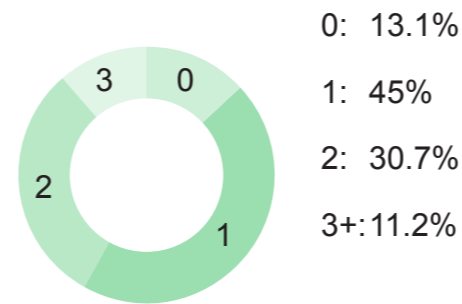
Household Tenure in New Quay



Welsh Language in New Quay



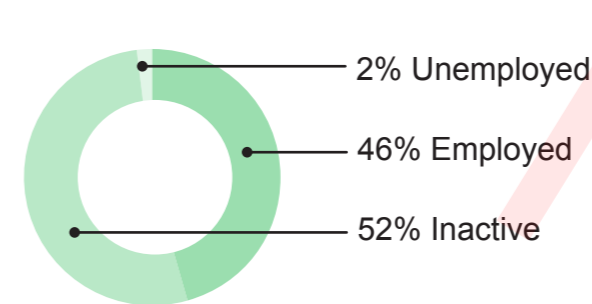
Cars/Vans per Household in New Quay



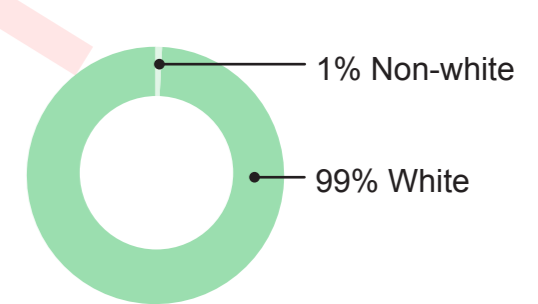
% Occupation Breakdown in New Quay



% Economic Activity in New Quay



Ethnicity in New Quay



Data source: NOMIS, Wales, 2021



Stakeholder engagement session for drafting New Quay Place Plan, September 2024

2.1 Context

Place Plans complement existing statutory development plans and address community scale issues such as design of community facilities and open space. They act as a mechanism for communities to engage creatively with the planning process.

2.1.1 Links to Other Plans

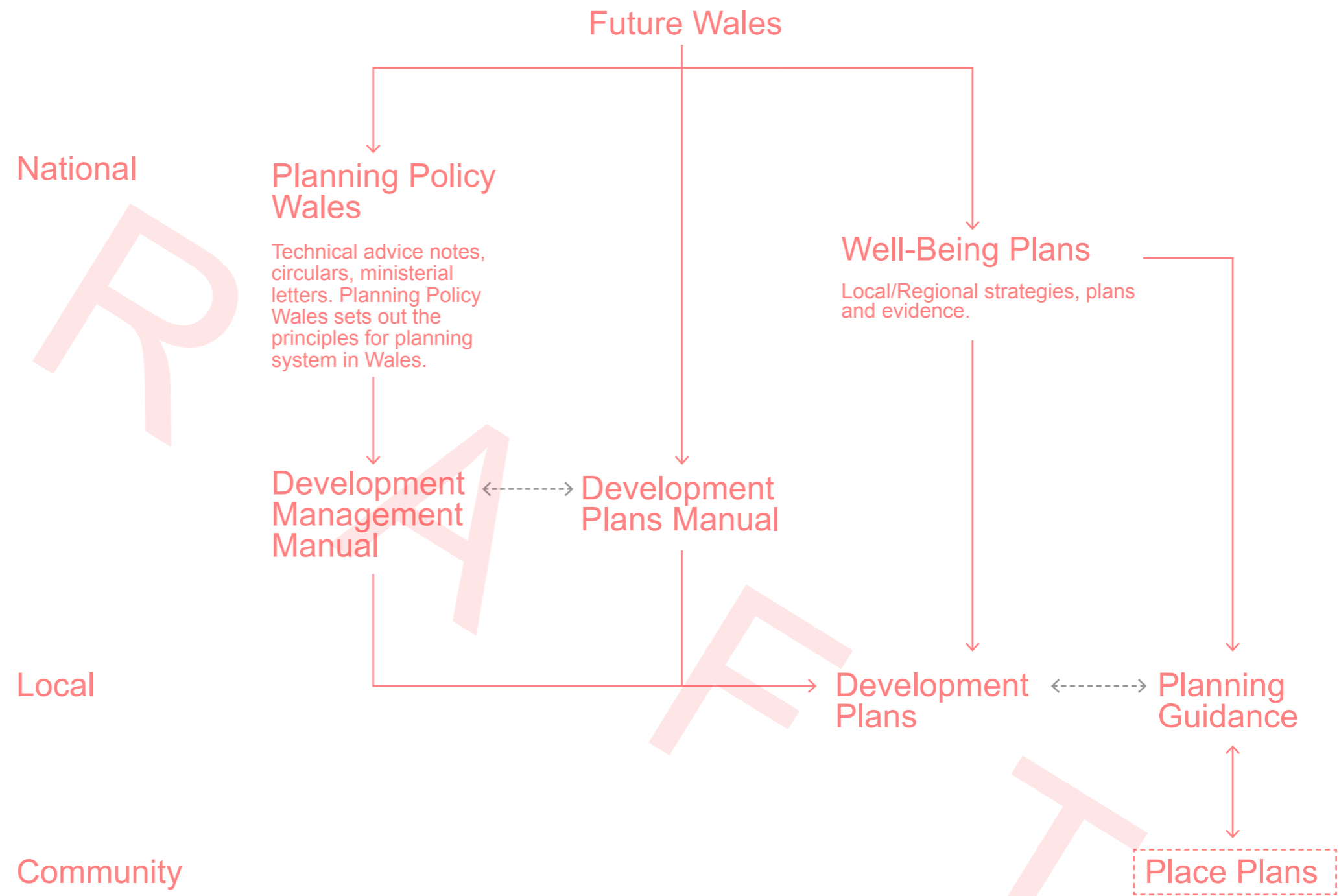
Local planning authorities are required to prepare a plan for their area known as a Local Development Plan (LDP), which sets out the authority's objectives in relation to the development and use of land in their area and their general policies for the implementation.

In April 2013 Ceredigion County Council formally adopted the 'Ceredigion Local Development Plan'. Consequently, proposed development must be considered in accordance with the policies contained within this plan. Welsh Government have subsequently introduced Place Plans, which add detail and elaborate further on the content of the statutory development planning. Though Place Plans are non-statutory documents which can support the delivery, they are prepared with the intention of potentially becoming Supplementary Planning Guidance (SPG) in the future.

This community-led guidance helps achieve local aspirations and improve community well-being. Place Plans are informed by policy, but also offer an opportunity to inform and shape longer-term local and national strategies.

The Plan links to County Council strategic documents including:

- The Ceredigion Local Development Plan.
- Ceredigion For All (Local Service Board).
- The Ceredigion Corporate Strategy.
- Rights of Way Improvement Plan (ROWIP).
- The Ceredigion Wellbeing Plan.



Place Plan context within planning policy, legislation and guidance

2.1.2 Link to Policy

All projects outlined in the plan aim to meet the duty set out under the 'Well-being of Future Generations (Wales) Act 2015', to carry out the 'Sustainable Development Principle' through the five ways of working, Collaboration, Integration, Involvement, Long Term and Prevention.

The five key principles of 'Planning Policy Wales: Edition 11' have been considered as part of the process for producing Place Plan projects. These include:

- Growing our economy in a sustainable manner.
- Making best use of resources.
- Facilitating accessible and healthy environments.
- Creating and sustaining communities.
- Maximising environmental protection and limiting environmental impact.

2.1.3 Place Plan Themes

There are five core Place Plan themes which provide structure and allow for projects and actions to align with local, regional, and national priorities. Whilst the content of this Place Plan and set of sub-themes are unique to New Quay, the categories are common across all Ceredigion towns. Each of the themes are informed by legislation, policy, and community aspirations. The following background descriptors provide a framework for structuring the Place Plan:

Well-being:

Thinking about the long-term impact of decisions and supporting the local community to prevent persistent problems such as poverty, health inequalities and climate change. These actions aim to reduce the disparities within communities and create conditions that enable people to live and work in safe, vibrant places. The theme corresponds with the aims of the 'Well-being of Future Generations (Wales) Act 2015' and sustainable development principles.

Placemaking:

Taking a holistic approach to the planning and design of spaces. Placemaking draws upon an area's potential to create high quality development and public spaces that promote people's

prosperity, health, happiness and well-being. This should lead to developing distinctive and vibrant spaces which strengthen the relationship between people and places. The theme responds to 'Planning Policy Wales - Edition 11' and incorporates the values of 'The Placemaking Wales Charter'.

Heritage and Culture:

Protecting the distinct regional heritage and rich cultural assets that are present in the town. These actions aim to develop the historic character which acts as an attractor for people to live and visit. The theme applies conservation principles and helps to understand the heritage value of many local historic features - a vital part of the cultural identity of Ceredigion. The theme corresponds with the draft Conservation Area Appraisal and Management Plan, currently in development.

Economy:

Developing a targeted regeneration investment programme which supports a sustainable prosperous economy. This addresses key challenges to achieve a vision of an economy that delivers a sustainable future for all who choose to live and work in the local community. The theme is linked to local, regional, and national regeneration policy and support to improve town centres. New Quay currently does not have a specific Regeneration Strategy, so this aspect of the Place Plan is guided by Ceredigion's Economic Strategy 2020-2035.

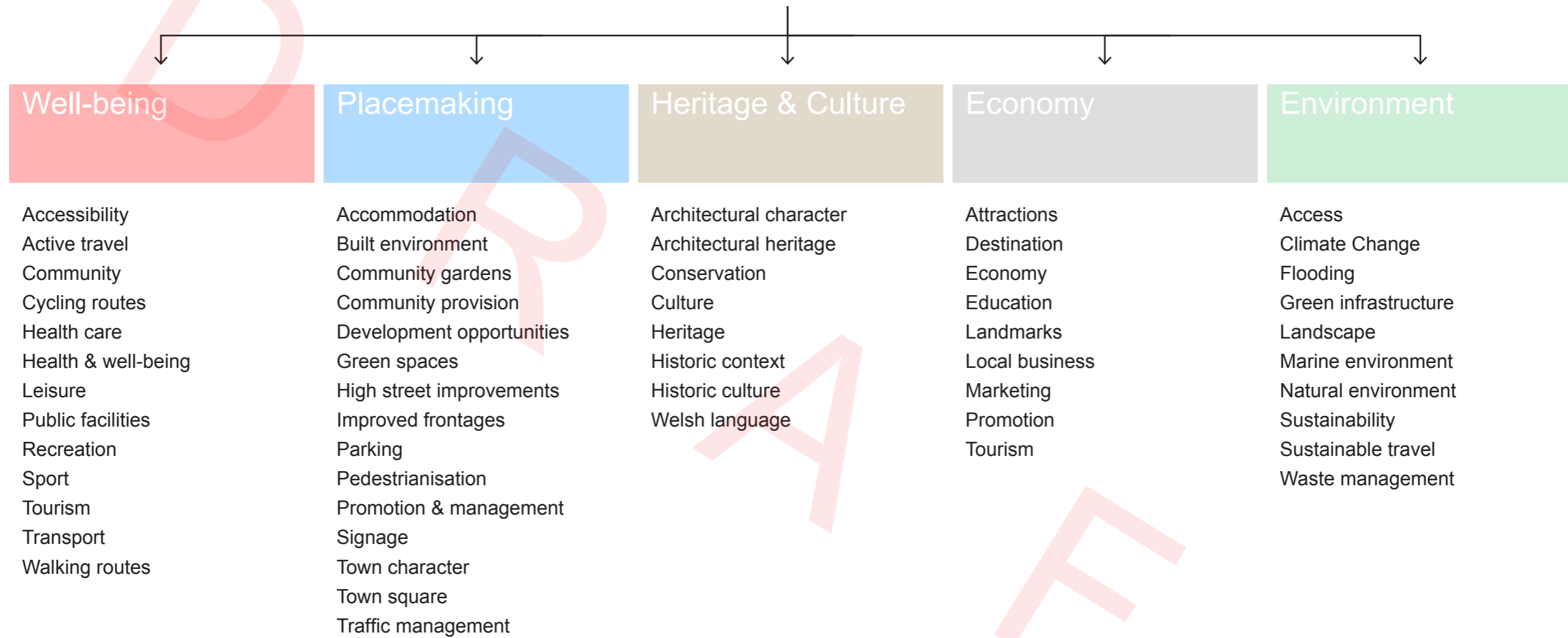
Environment:

Creating greener, sustainable, and well-connected communities which take action to reduce carbon emissions and enhance biodiversity. This includes championing the local environment and the sustainable management of natural resources. The theme advocates county and national objectives, as well as carbon emission targets to protect the environment for future generations. New Quay is not included in the six towns highlighted in the Ceredigion Green and Blue Infrastructure Strategy. Therefore, where relevant, the Place Plan is guided by the four principles of Ceredigion's GBI network: Making Space for Nature, Shaping Thriving Public Spaces, Strengthening Resilience to Climate Change, and Creating Happy and Healthy Communities.



View of the Terraces from the Pier

Ceredigion's Common Themes



2.1.4 Well-being Legislation

Wales was the first nation to enact Well-being in law and this legislation filters down to all projects and plans in Wales. The well-being goals and five ways of working which form part of the 'Well-being of Future Generations (Wales) Act 2015', as outlined at a local level within the 'Ceredigion's Local Well-being Plan 2018-2023', have informed the development of this Place Plan.

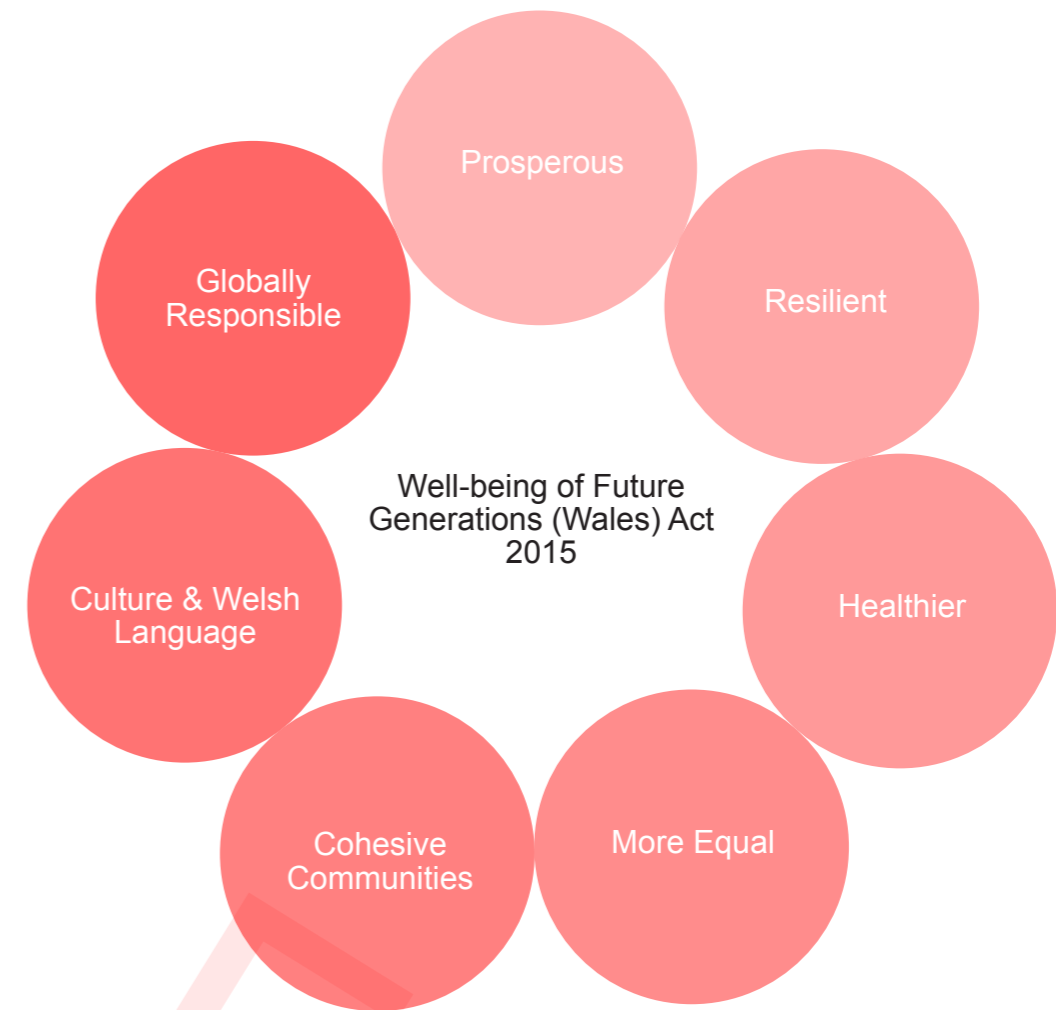
It is imperative that the seven well-being goals are kept at the forefront of the key criteria when developing a Place Plan. The goals being aspired to will meet the responsibilities placed on councils to meet these objectives. It is a duty for all to support the embedding of the well-being goals in the future of New Quay.

2.1.5 Purpose and Benefit of the Plan

Welsh communities now have more opportunity than ever before to shape the future of the places where they live and work. The Place Plan has the potential to function as community-led SPG for the local authority and assist with decisions and plans in relation to the use and development of land and changes and improvements to local services. The document can assist in achieving local aspirations and improve community well-being by setting out the ambitions of the local community and attracting funding to realise them.

The Place Plan will identify priorities for investment, influence future planning decisions in the town, and create evidence to help attract investment and direct future work of organisations in the town.

It is anticipated that the New Quay Place Plan will also be used to support applications for funding where this arises by setting out the Town Council and community's land use and development priorities and proposed projects.



The seven well-being goals identified by the 'Well-being of Future Generations (Wales) Act 2015'

2.2 Approach

The preparation of the Plan was undertaken under the guidance of officers of Ceredigion County Council and consultants appointed by them. This provided a framework for the Plan.

Public engagement was undertaken in the form of consultation events where local residents have contributed towards the Plan and its vision for the future.

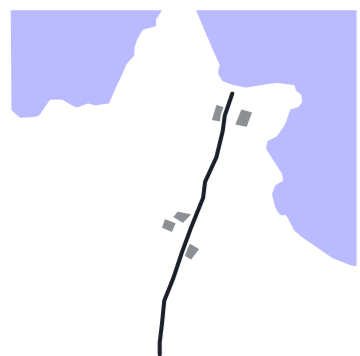
2.2.1 Place Plan Boundaries

New Quay is a local service area for neighbouring villages and communities of Gilfachreda, Maen-y-groes, Cross Inn and Pentre'r-bryn and is within the electoral ward of Ceredigion County Council. Residents from these areas rely on the town's amenities, including the doctor's surgery, chemist, shops, food establishments, and public houses. Additionally, several holiday parks in these villages offer high-quality accommodation for tourists visiting New Quay.

New Quay's settlement growth can be seen within the diagrams below ranging from the 1800s to 2024.

Key:

- Coast Boundary
- 1800s
- 1930s
- 1980s
- 2024
- - - Settlement boundary



1800s



1930s



1980s



2024

New Quay settlement growth

2.2.2 Community Involvement

A stakeholder workshop and initial consultations with residents and Town Council representatives have contributed to this initial plan and shaped the vision for the future. The New Quay Place Plan is in its early stages, outlining emerging themes and ideas. Further consultation, community engagement, development, and review are necessary. Developed in partnership with consultants and local authority specialists, the draft Place Plan is a live document that can be revised and updated by the Town Council.

A mapping exercise was undertaken, and participants marked up maps to visualise current and future use and development of land, and changes and improvements to local services. The following themes were used as prompts to shape the discussion:

- Well-being.
- Placemaking.
- History & Culture.
- Economy.
- Environment.

2.2.3 Community Feedback

Discussions centred around three key questions, offering participants a chance to reflect on the current state of the town and share ideas about its future. During the engagement session, local stakeholders and the public reflected on what aspects of the town work well, what they envision for the next decade, and what changes could have the most significant impact.



Stakeholder engagement session for drafting New Quay Place Plan, September 2024

2.3 Responses

- **Assets:**
Participants identified several features that are already benefiting the town, such as popular activities like boat trips, crabbing, and wildlife watching. The harbour, beaches, and local architecture were highlighted as significant attractions, while New Quay Memorial Hall was described as the central hub of the town. Additionally, the town's welcoming atmosphere and opportunities for sailing were seen as strong assets.
- **Vision:**
In envisioning the town's future, participants expressed a desire to retain its historical character while addressing challenges such as parking and seasonal congestion. Ideas included improving food and beverage offers, protecting the landscape and heritage, improving access to medical services, and enhancing school facilities for children. There was also a call for a more engaged community, better use of facilities like the New Quay Memorial Hall and making the town more accessible and vibrant throughout the year.
- **Intervention:**
To make a significant positive change, participants suggested introducing better traffic management, including park-and-ride or shuttle services to reduce the need for parking in the town centre. Proposals for sustainable tourism, activity centres for all seasons, and improved seasonal employment were also highlighted. There were calls to introduce more indoor activities, particularly for bad weather conditions. Additionally, participants highlighted the need to improve accessibility with safe paths into the town and increase the local council's focus on the coast and harbour.



Stakeholder Engagement Session for Drafting New Quay Place Plan, September 2024

The harbour, amazing place for watching wildlife.

New Quay could be a holiday destination, the surrounding areas could be improved with services and employment opportunities for young people.

Keeping the traditional architecture and aesthetic of the current buildings in New Quay. Better accessibility routes.



View of the harbour, with holiday parks in the background



3.1 Vision and Strategy

The vision for New Quay is to remain a vibrant, accessible, and welcoming place for both locals and visitors that prides itself on supporting the local community and being a tourist destination rich in history and activities, all while respecting the surrounding natural beauty. Considering that tourism drives New Quay's economy, it is essential to ensure that the local community is well integrated into it. The hospitality sector should be championed and transformed into a rewarding and highly-respected career path. Additionally, providing high-quality, affordable housing in appropriate locations within the coastal community is crucial. In summary, the vision for New Quay embraces a holistic approach to development that balances economic growth with environmental stewardship and community well-being.

The strategy involves identifying key projects and establishing an action plan with clear timelines to ensure progress. This includes maintaining and improving the town's main attractions, such as the pier, harbour, and beach.

To drive and oversee the programme, a strategic board should be established, comprising the Town Council, County Council, and local stakeholders. This board would be responsible for coordinating efforts, securing funding, and ensuring that projects align with the community's needs and values. Regular consultations with residents and businesses would ensure that the development plans are inclusive and reflective of the community's aspirations.

3.2 Priorities

The Place Plan emphasises the importance of supporting local businesses year-round while preserving the town's natural beauty and ensuring resilient planning that adapts to future needs, especially in response to recent shifts in tourism patterns. Key priorities of this Place Plan include:

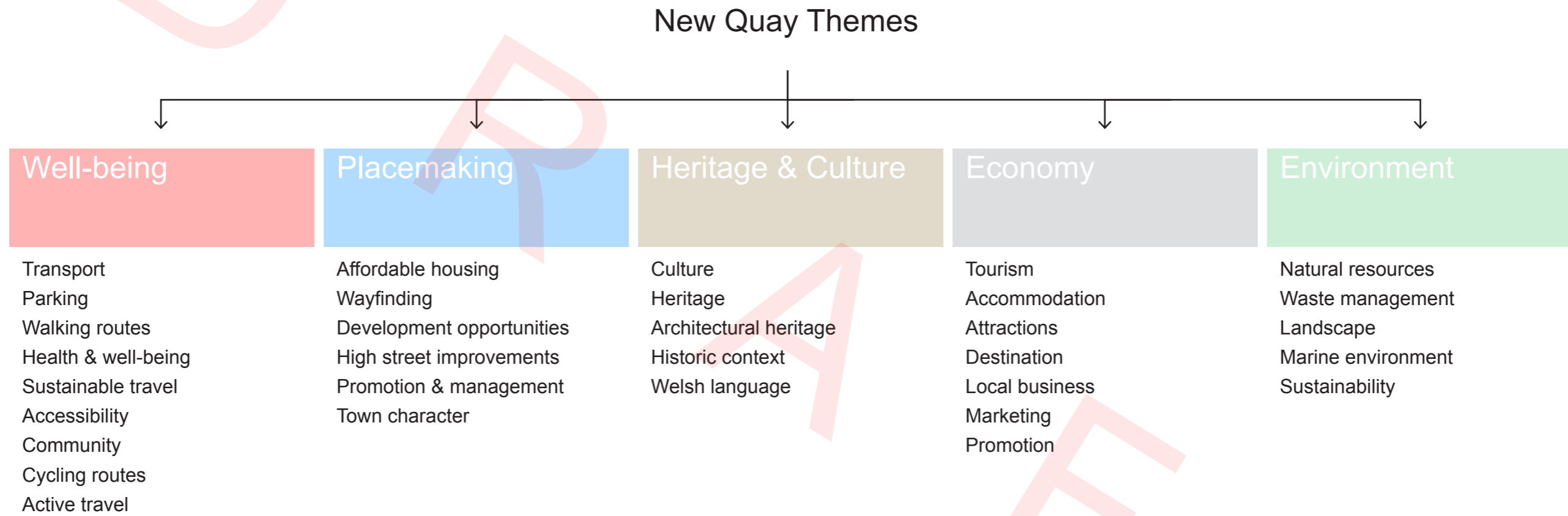
1. Improving infrastructure is vital, particularly in addressing parking issues and trialing a park-and-ride scheme to ease seasonal traffic congestion.
2. Community services should continue to be supported and enhanced, offering diverse and exciting opportunities for local youth and the wider community.
3. Affordable housing is essential to retain a balanced and diverse population, ensuring the local community is well accommodated with suitable housing.
4. An informed, appropriate and cohesive marketing strategy will enhance New Quay's visibility to potential visitors. This strategy should build on New Quay's strengths as a seaside destination with a rich history, ensuring it is well represented and attractive to tourists.



Seafront view



Glanmor Terrace



Emerging topics under their respective themes
within the New Quay Place Plan



4.1.1 Overview

Community well-being is crucial for the prosperity and development of the town. According to the Office for National Statistics, residents of Ceredigion report lower levels of happiness, life satisfaction, and sense of worth compared to the UK and Wales averages. Additionally, the Ceredigion Assessment of Local Well-being (2022) indicates that over half of adults (58.4%) are overweight or obese. Addressing these issues is vital, and the town must provide better opportunities to support residents' physical and mental well-being.

4.1.2 Objectives

To enhance public health and create more vibrant communities, promote active travel and interaction with nature by enhancing access to the waterfront and developing further existing cycle routes and walking trails to establish stronger connections between the bay, the surrounding landscape and the town. Introduce better activity centres for all age groups across the town and retain existing health and education provision, ensuring it continues to meet the needs of the local community. Additionally, address public transport limitations by exploring strategies to improve service reliability and capacity and enhance accessibility by ensuring inclusive infrastructure for all residents, including those with disabilities.

4.1.3 Health and Well-being

It is essential to prevent any further cuts to health services. Currently, there is a significant gap in funding and support for mental health services, particularly for young people. To address this, opportunities and resources are needed, potentially through the New Quay Hub at New Quay Memorial Hall. This hub could serve as a central point for mental health support, providing much-needed services and activities for the youth in the community.

4.1.4 Accessibility

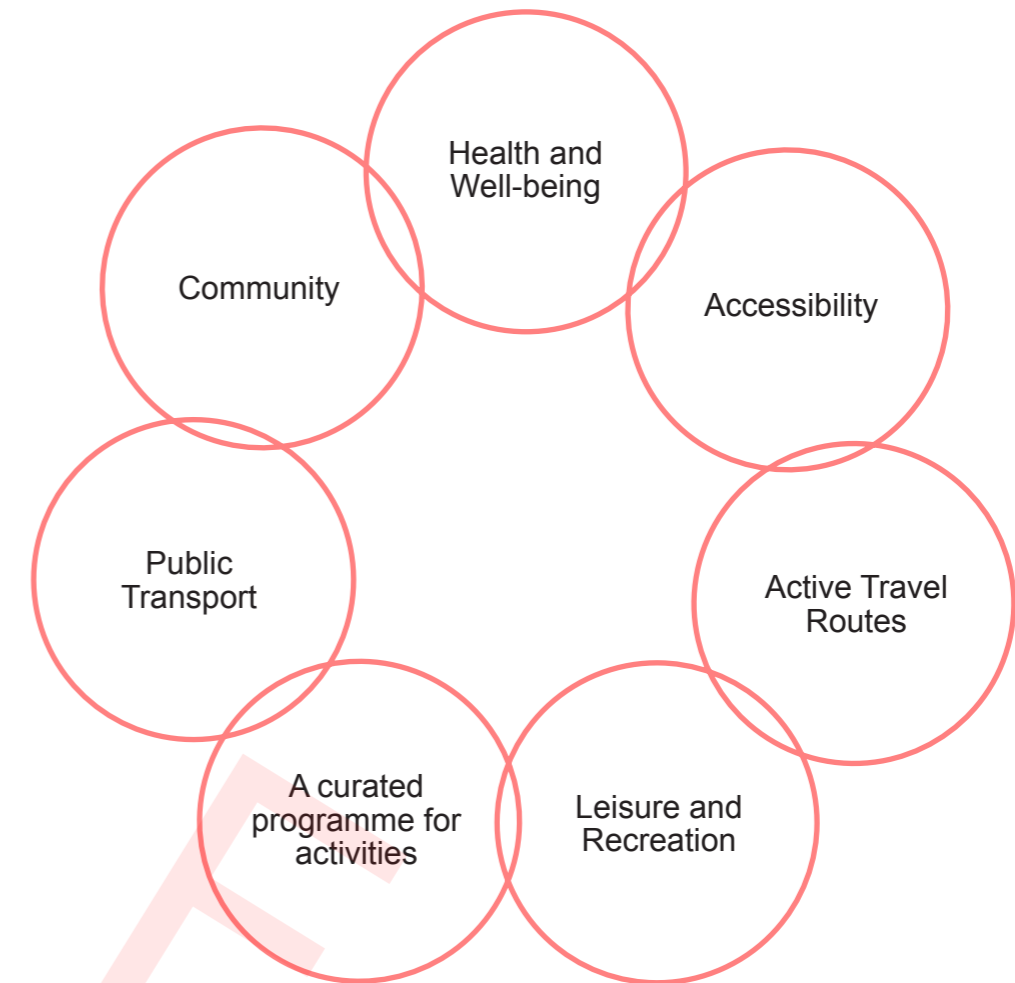
During the engagement session, participants highlighted the need to enhance pedestrian accessibility by creating safe and convenient pathways leading into the town. They stressed the importance of prioritising the coast and harbour areas, ensuring that improvements are inclusive of all individuals, including those with disabilities

and varying mobility levels. This involves managing and enhancing disabled parking facilities and optimising on-street parking for everyone.

Additionally, by promoting and facilitating access to the waterfront and water-based activities, a stronger connection between the bay, the coast, and the town can be established. Encouraging the use of the coastal path will further strengthen these links, fostering a more integrated and accessible community for all residents and visitors.

4.1.5 Active Travel

New Quay offers a range of picturesque trails and routes that are suitable for various skill levels. The area is known for its beautiful landscapes, making it an ideal destination for promoting fitness and outdoor activities. Popular activities include walking the coastal path, the Dylan Thomas trail, and the beaches. Promoting and further developing active travel can enhance New Quay's appeal as an environmentally friendly and healthy destination for exploration and recreation.



New Quay's well-being priorities



View from Spring Gardens

4.1.6 Leisure and Recreation

There is potential to enhance the facilities around the Memorial Hall to better serve the youth and the broader community. Plans include upgrading the tennis courts and developing the old library site into a communal garden for residents and the local school, which currently lacks garden space. Additionally, the Town Council is currently seeking land for a new pump track to replace the old skateboard park. This project will be funded through grants, Town Council reserves, and fundraising activities. Pump tracks are user-friendly, cater to various skill levels, and are excellent for learning mountain biking basics and improving cardiovascular health.

The local football club and various sports clubs, including the sea rowing club, play a vital role in promoting physical activity and community engagement. It is essential to retain and further enhance these initiatives. The sea rowing club and other watersports initiatives should ensure safe access to the water and continue to support events like the annual regatta, which encourage local sporting competition. Promoting and enhancing these initiatives will attract both residents and visitors, further enhancing New Quay's reputation as a hub for watersport activities. This, in turn, will promote a healthier and more active lifestyle for all residents, encouraging greater involvement in local sports and events.

4.1.7 Transport

During the engagement session, residents raised concerns about the limitations of local public transport, particularly that buses often do not arrive or are too full to accommodate passengers. They suggested exploring strategies to prioritise public transport to improve accessibility.

Residents also highlighted recent changes to TrawsCymru services in New Quay. According to the TrawsCymru website, a new timetable for the T5 bus service was introduced on June 17, 2024. However, residents are worried about the reduced service to New Quay under this new timetable.

4.1.8 Actions

- The NQMH and surrounding areas are key community assets of the town. Continue to provide opportunities and encourage activities such as walking groups, gardening and youth clubs in and around NQMH which serves as the main community hub within the town.
- Retain existing health provision, and champion local health and education provision, ensuring it continues to meet the needs of the local community.
- Improve beach access for all users, including surfers and those participating in other water sports.
- Improve disabled access throughout the town.
- Establish stronger connections between the bay, the surrounding landscape, and the town. Linking Dolau Beach, New Quay Harbour, New Quay Beach, Quay West Holiday Park, and Cei-bach Beach as part of a placemaking strategy.
- Promote active experiences and interaction with nature and local culture as part of the visitor experience to the town. Enhance and develop cycle routes, nature trails and walking paths to promote interaction with nature, with options for indoor and outdoor activities, sports, and leisure amenities in and around New Quay.
- Promote better activity centres, and recreational amenity for all age groups across the town, this includes a range of projects which better support young-people and offer family-led approaches to enable children, young people, families, and wider communities to be empowered.
- Community gardens, orchards, and horticultural projects should continue to be supported. There are a range of opportunities for local growing and community groups to support residents' health, wellbeing, and social activity across the town.

- Ensure that New Quay remains well connected to nearby settlements and larger towns through efficient public transport links. Address the limitations of public transport by exploring strategies to improve both service reliability and capacity.

4.1.9 Well-being Policies and Links

Providing that the Place Plan is adopted as Supplementary Planning Guidance, these Policies should be utilised alongside local and national planning policies by the Town Council when responding to consultations on local planning applications.

Qualifying statement: subject to being in accordance with all relevant and national planning policy.

Ref	Policies	Relevant National & Local Policies & Strategies
we-01	Proposals of new pedestrian and cycle routes or improvements to existing networks will be supported, (including appropriate signage). All new developments must consider the introduction of new or expansion of active travel infrastructure proportionate to the needs arising from the development.	Future Wales National Plan 2040 Policy 12: Regional Connectivity and, LDP Policy DM04: Sustainable Travel Infrastructure as a Material Consideration LDP Policy DM05: Sustainable Development and Planning Gain.

Placemaking

4.2.1 Overview

In 2009, the Trafnidiaeth Canolbarth Cymru (TraCC) Regional Transport Plan proposed the 'New Quay Road Train' as a potential solution to reduce summer traffic congestion. This initiative aimed to create a road train to transport passengers from New Quay's three car parks to its beach. Although the project did not secure funding at the time, it could be revisited as part of a new traffic management strategy to address current seasonal congestion issues.

Additionally, the housing provision in the town should be improved. The Economic Update Report (CCC October 2020) notes an 8.8% increase in Ceredigion house prices from the previous year, likely influenced by the pandemic-driven shift to homeworking, allowing city dwellers to move to rural areas like New Quay without sacrificing their income. As part of the Coastal housing market sub-area, New Quay is featured in the Local Housing Market Assessment (LHMA 2019), which advises that at least 32% of new housing should be affordable.

4.2.2 Objectives

Manage seasonal vehicle congestion by exploring options to introduce park-and-ride schemes to reduce the need for parking spaces within the town centre, and link with public transport stops and coastal path routes. Upgrade the town's signage and wayfinding to enhance its visibility for tourists, making it easier to navigate and more inviting to explore. Promote and develop further existing and new community assets such as the Memorial Hall and community gardens, ensuring the town provides diverse opportunities for creating vibrant communities. To ensure that new housing meets with the community needs, encourage the town council and the local communities to engage in appraising new development schemes.

4.2.3 Community Provisions

To enhance the connection between the waterfront and the town, and to make the harbour — New Quay's most important asset — more attractive, adding beach huts and rentable units will provide convenient spaces for shelter, cooking, changing, and storage, encouraging people to stay longer on the beach. Additionally, the town would greatly benefit from more spaces for youth clubs. These

spaces would offer young people a safe and engaging environment to socialise, learn new skills, and participate in community activities.

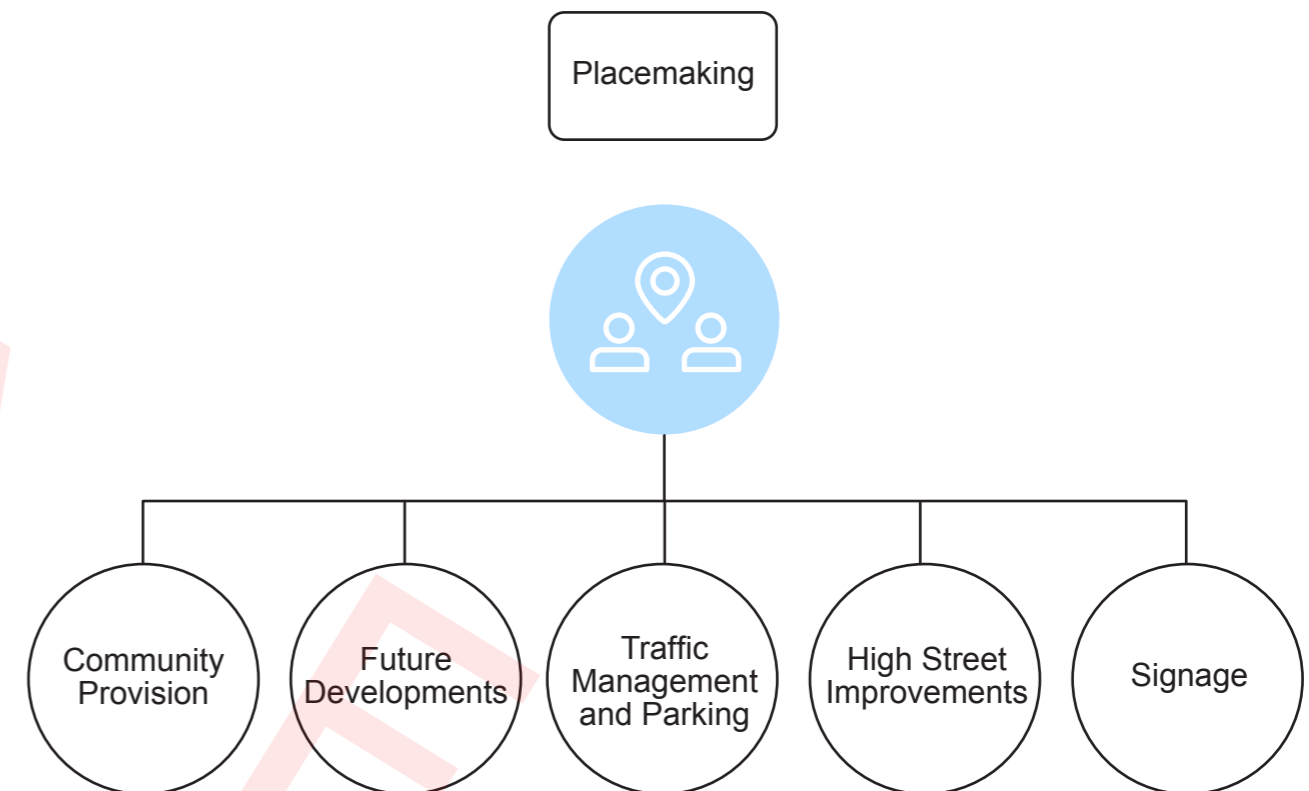
4.2.4 Future Developments

The Council is committed to supporting affordable housing schemes, as long as these developments preserve the historic character of the town. Addressing local housing needs is a priority, and it is crucial to keep the community of New Quay well-informed about new housing projects. Active consultation with residents is essential to understand and meet the town's specific requirements. Additionally, there should be greater transparency and clarity regarding any future developments, especially new housing initiatives, to ensure they align with the community's needs and expectations.

4.2.5 Traffic Management

Access to the historic part of New Quay is currently constrained and to address this, several traffic management strategies should be considered:

1. **Prioritising Pedestrians:** Implementing pedestrian-friendly zones and improving walkways to ensure safe and easy access.
2. **Enhancing Cycle Routes:** Developing dedicated cycle lanes to encourage cycling as a primary mode of transport.
3. **Improving Bus Access:** Ensuring that public transport routes are efficient and buses can easily navigate through the area.
4. **Establishing Electric Vehicle Charging Hubs:** Installing EV charging stations to support the growing number of electric vehicles and promote sustainable travel.



New Quay's placemaking priorities

4.2.6 Parking

Test a park-and-ride scheme during the high season to manage the increased number of visitors. This scheme will use shuttle buses or land-trains to transport visitors from designated parking areas on the outskirts to key locations in New Quay. It will link with public transport stops and coastal path routes, with strategically placed drop-off and pick-up points throughout the town.

4.2.7 High Street Improvements

There is a need for better coordination and consistency in the quality of street items, such as benches, bollards, waste bins, highway signage, and road surfaces, to enhance the aesthetic and functionality of public spaces. Additionally, the poor-quality street lighting on listed and historic buildings, especially around the northern terraces, should be upgraded to better-designed fixtures that complement the architecture, improving both visual appeal and pedestrian safety.

4.2.8 Signage

Experiencing New Quay’s natural assets and unique landscape can be enhanced through improved wayfinding. This includes clear signage and interactive maps for walking and cycling routes, connecting key areas and guiding visitors. A well-designed wayfinding system will direct pedestrians at important points such as the coastal path and the Dylan Thomas Trail, ensuring easy navigation.

During the engagement session, participants suggested using locally sourced materials for signs and creating a heritage trail. The Dylan Thomas Trail and the Wales Coast Path, both marked with clear signs, were suggested as successful examples of these initiatives.

In addition to these improvements, developing cohesive signage that highlights the town’s key attractions is crucial. These should be prominently displayed at the town’s gateways to make New Quay more noticeable and inviting to visitors as they approach.

4.2.9 Actions

- Housing needs and capacity should be designed with intent and ambition, maintaining identity. The town council and local community should be engaged in appraising development schemes which address a range of issues, including affordable homes for young people.
- Focus on schemes which promote pedestrian priority in the town centre and manage seasonal vehicle congestion. Explore options to introduce a park-and-ride scheme (via shuttle bus or land-train) to reduce the need for parking spaces within the town centre, and link with public transport stops and coastal path routes.
- Develop traffic management strategy for low and high seasons.
- Explore options for rentable beach huts/ spaces for families to be installed in fixed or temporary locations to provide private or communal shelter, cooking, changing, and storage facilities on the beach.
- Ensure that local industries are provided with the correct services and infrastructure to meet needs and demands of industry along the coast.
- Improve signage for both vehicle users and pedestrians, especially on approach to the centre of New Quay. Where possible enhance interpretive signage along key walking routes throughout the town and on the coastal path. This includes using creative signage, wayfinding, and mapping to tell stories and engage people in New Quays history as part of a series of outdoor heritage trails.

4.2.10 Placemaking Policies and Links

Providing that the Place Plan is adopted as Supplementary Planning Guidance, these Policies should be utilised alongside local and national planning policies by the Town Council when responding to consultations on local planning applications.

Qualifying statement: subject to being in accordance with all relevant and national planning policy.

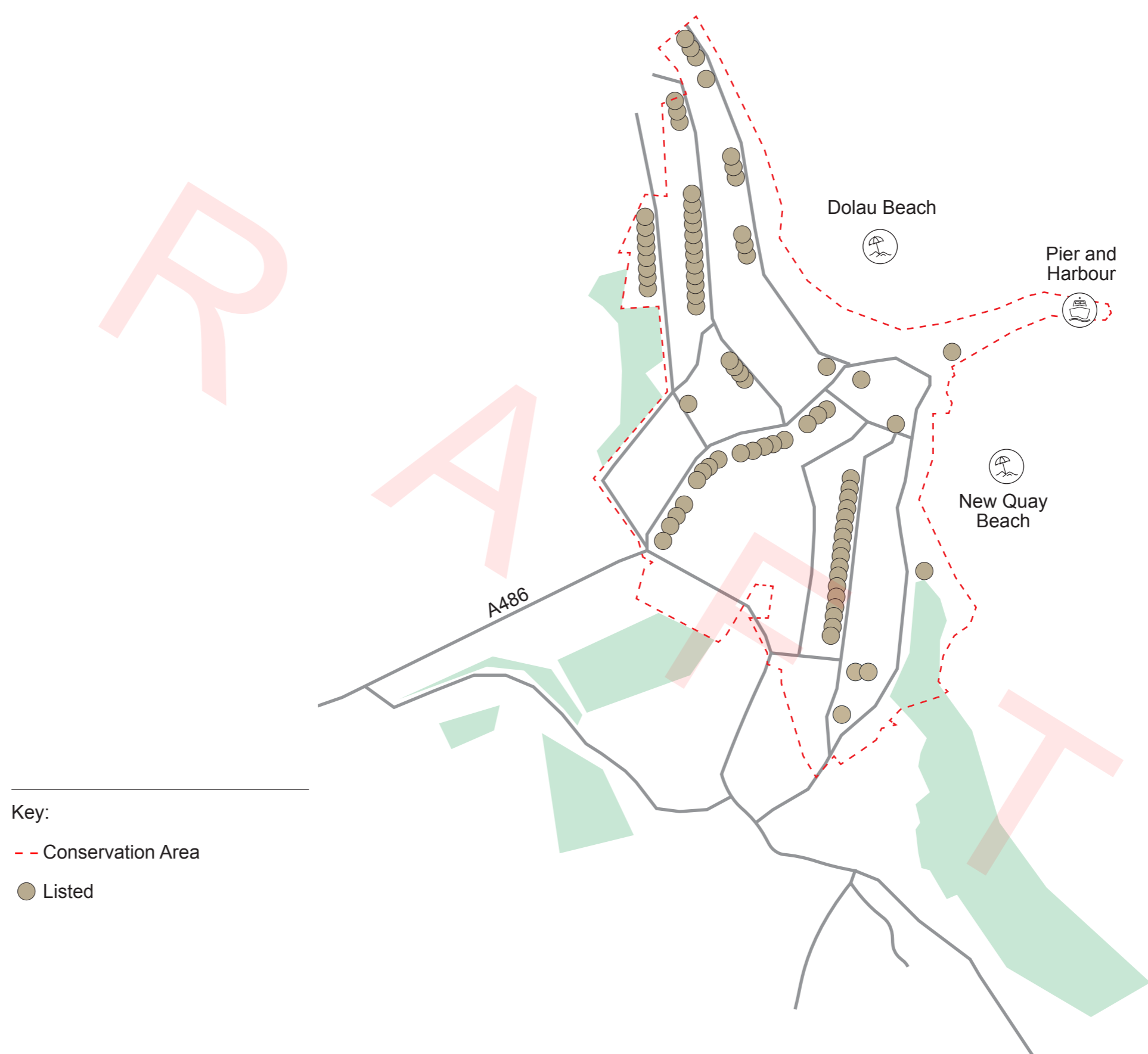
Ref	Policies	Relevant National & Local Policies & Strategies
pl-01	Proposals that maintain and enhance the vitality and viability of the Town Centre will be strongly supported.	Future Wales The National Plan 2040: Policy 6: Town Centre First LDP Policy DM06: High Quality Design and Placemaking LDP Policy LU18: Retail Proposals Countywide LDP Policy LU19: Retail Proposals in Urban Service Centres.



4.3 Heritage and Culture

New Quay's growth began in the late 18th century with the rise of shipbuilding. The town, mostly built in the 19th century, expanded rapidly after a stone pier was constructed in 1834. This boost in trade attracted economic migrants, leading to the construction of new homes. As the shipbuilding industry thrived, terraced houses were built along the hillsides overlooking the sheltered bay, giving the town its distinctive character.

There are a number of designated listed buildings including Tabernacle Presbyterian Chapel, Church of St Llwchaiarn, the Pier including Parallel Slipway and rows of terraces. The Conservation area encompasses the older, central part of the town. There are 89 listed buildings.



Key:
- - Conservation Area
● Listed

4.3.1 Overview

New Quay prides itself on its individual character and identity. During the engagement session the town’s cultural identity has been expressed as a significant asset. Therefore, it is essential to retain and promote its historical character in all future developments. The historical and cultural background of New Quay is a significant part of the town’s identity. Protecting the landscape and its heritage should be a key aspect of any future developments.

4.3.2 Objectives

The town’s maritime history, dating back to the construction of the harbour in 1835, is a significant part of its identity. There is a strong desire to expand the Heritage Centre and develop a heritage trail to further celebrate this legacy. Promoting Welsh and bilingual names for businesses and streets is essential for celebrating local culture. Additionally, developing a design guide to enhance shop frontages in the conservation area will greatly benefit and enrich the town’s unique character and heritage.

4.3.3 Historic Context

Following the construction of the harbour in 1835, the shipbuilding industry began to flourish towards the late 19th century. The town has maintained its maritime identity. In the engagement session, participants suggested the development of a heritage museum or trail, which could be used to preserve and promote the town’s identity.

There is a desire to expand the existing Heritage Centre in New Quay, which is currently in a very small space and relies on volunteers. The Centre, located below the Harbour Master’s office on the pier, houses a vast number of artefacts and information about New Quay, including its shipping history. During the engagement session, the Dylan Thomas Trail was highlighted as a good example of a heritage trail.

4.3.4 Culture

Promoting Welsh and bilingual names for shop frontages, businesses, and streets is essential for preserving and celebrating the local culture. Several businesses have adopted this practice in recent years, contributing to the town’s cultural

richness. However, it is important to strike a balance between promoting the Welsh language and maintaining cultural heritage. This involves ensuring that the use of bilingual names is respectful of the diverse community. Efforts should be made to educate both residents and visitors about the significance of the Welsh language and its role in the town’s history and identity.

4.3.5 Architectural Heritage

The conservation area has a small commercial centre with several independent shops and businesses, many of which occupy buildings not originally designed for commercial use. This results in a lack of traditional storefronts and some poorly sized or inappropriately placed shop signs. While traditional shop fronts are not always necessary or appropriate for the area, some shops could benefit from more formally ordered fronts. Consideration should be given to the positioning, dimensions, and materials of existing advertisements.

4.3.6 Actions

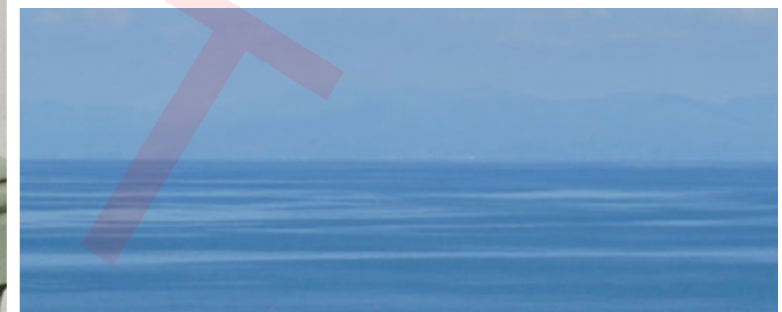
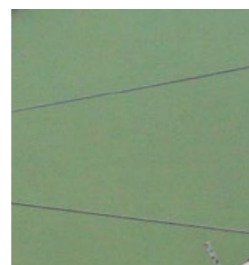
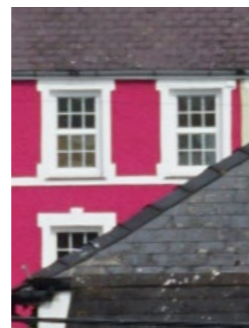
- Ensure the pier is adequately managed, maintained, and necessary improvements are undertaken to preserve the structure as a key historical landmark within the town.
- New developments need to be properly considered in line with the town’s existing character and identity.
- Look at opportunities to reuse existing vacant buildings of historical significance within New Quay to support the cultural programme of the town.
- Develop a shop front and signage design guide specifically for New Quay to provide detailed recommendations and standards for the appearance of shop fronts and signage, ensuring they align with the town’s unique character and heritage.

4.3.7 Heritage and Culture Policies and Links

Providing that the Place Plan is adopted as Supplementary Planning Guidance, these Policies should be utilised alongside local and national planning policies by the Town Council when responding to consultations on local planning applications.

Qualifying statement: subject to being in accordance with all relevant and national planning policy.

Ref	Policies	Relevant National & Local Policies & Strategies
hc-01	Developments that facilitate the appropriate re-use of vacant or underused heritage buildings will be supported where they are designed to protect, conserve, and enhance the character of the building.	WG TAN 24: The Historic Environment LDP Policy DM19: Historic and Cultural Landscape.



New Quay's material palette



Economy

4.4.1 Overview

Growing Mid Wales highlights the significant growth of the region’s tourism sector over the past decade, with 23,200 people employed in the industry. However, productivity and wages in the sector remain lower than the overall average for the economy in Wales, leading to reduced revenue. To capitalise on its potential, it is crucial for Mid Wales to strengthen the shoulder season occupancy and maximise visitor spending.

New Quay features a variety of small businesses, including art galleries, craft shops, gift shops, a food store, and specialist shops like fishmongers. Due to funding constraints, no multi-use employment sites are planned for the Service Centre, with future developments likely to be single units. The Local Development Plan (LDP) does not specify retail allocations, but the community currently benefits from existing small convenience shops, which should be maintained. Further retail development is encouraged if it aligns with planning policy.

4.4.2 Objectives

Local businesses should collaborate on package deals and marketing, while also promoting local products. This cooperation can improve individual success and the overall economic growth. Additionally, the town would benefit from a clear promotional strategy that effectively highlights New Quay’s history, identity, and offers. While expanding the shoulder season and making New Quay a desirable year-round destination is important, it is crucial to ensure that the tourism strategy is mindful of potential negative environmental impacts. Sustainable growth should be a priority, balancing the growth of tourism with the preservation of the town’s natural beauty and resources.

4.4.3 Local Business

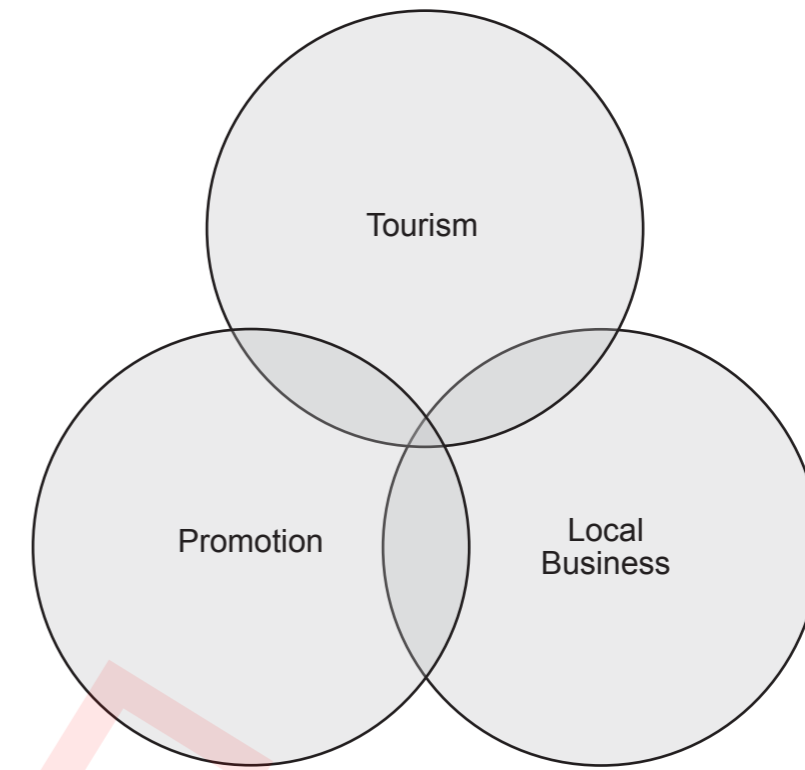
Encouraging partnerships among local businesses can strengthen the town’s tourism offer. Businesses could collaborate on package deals or joint marketing campaigns, creating a more cohesive and attractive offer for visitors. Additionally, organising special promotions or showcasing local products can provide tourists with unique and authentic experiences, further distinguishing New Quay as a memorable

destination. By working together, local businesses can not only improve their individual success but also contribute to the town’s overall economic growth.

4.4.4 Tourism

Tourism in New Quay provides essential revenue and economic stability, creating jobs in hospitality, retail, tour operations and sports. Attractions like dolphin-watching tours help put New Quay on the map, drawing nature enthusiasts and raising the town’s profile as a unique destination. However, heavy reliance on summer visitors leads to economic fluctuations, with limited business in the off-season affecting year-round stability. To address this, it would be beneficial to explore opportunities to expand the season. Promoting off-season events, such as food festivals, cultural celebrations, or winter markets, can attract visitors during quieter months. Developing indoor attractions, like museums, art galleries, or indoor sports facilities, can provide year-round activities for tourists. Additionally, offering seasonal packages with discounts on accommodations and bundled activities can encourage more visitors.

Moving forward, New Quay’s tourism strategy should be mindful of the potential negative impacts of unregulated tourism. Expanding tourist offerings without proper planning can significantly affect local ecosystems, strain infrastructure, and increase the cost of living, all of which can impact residents’ quality of life. While tourism provides valuable economic benefits, it is crucial to implement a well-thought-out strategy that addresses environmental impacts to ensure sustainable growth for New Quay.



New Quay’s economic priorities

4.4.5 Tourist Accommodation

A significant factor impacting New Quay’s economy is the development of caravan parks at the end of the 20th century. These parks currently provide 3,243 beds, compared to the 616 beds available in serviced accommodation, self-catering options, and Airbnb or similar accommodations within New Quay itself, according to Global Tourism Solutions. This influx of visitors has undoubtedly influenced the town, contributing to its economic activity, particularly during peak tourist seasons. However, during the engagement session it’s been noted that visitors staying in caravan parks might not venture into the town as much, leading to less spending in local businesses.

4.4.6 Promotion

To effectively capture and share New Quay’s unique story and features, a clear promotion strategy should be developed. This strategy should guide all future communications and marketing efforts, ensuring alignment with Ceredigion’s Competitive Identity and Positioning Guide. An active online presence can attract a broader audience by showcasing New Quay’s attractions. Utilising social media, travel blogs, and partnerships with tourism influencers can improve the town’s visibility, particularly for niche tourism like wildlife watching.

4.4.7 Actions

- Develop a year-round programme of events and activities that includes festivals, exhibitions, recreational opportunities etc. for both residents and visitors which extend the shoulder season and support the local economy. This would lessen the town’s reliance on summer tourism and create more stable revenue for local businesses.
- Encourage local business partnerships to enhance New Quay’s tourism appeal and contribute to the town’s economic growth.
- In managing and maintaining the pier develop a strategy for partnership working with a range of clubs, societies, commercial and leisure users, with relevant local authority departments.
- Promote a diverse local offer on the High Street, and support local businesses to ensure limited vacancy on the high street.
- Explore boarding access for commercial vehicles using the harbour to become less tidal dependent.

4.4.8 Economy Policies and Links

Providing that the Place Plan is adopted as Supplementary Planning Guidance, these Policies should be utilised alongside local and national planning policies by the Town Council when responding to consultations on local planning applications.

Qualifying statement: subject to being in accordance with all relevant and national planning policy.

Ref	Policies	Relevant National & Local Policies & Strategies
ec-01	Development proposals that encourage tourism and local employment opportunities will be supported provided they give priority to the re-use of brownfield sites, or the conversion of existing buildings.	LDP Policy LU18: Retail Proposals Countywide LDP Policy LU19: Retail Proposals in Urban Service Centres LDP Policy LU17: Tourism Facilities/ Attractions (non accommodation).



4.5.1 Overview

The coast features varied inter-tidal areas with intimate coves and expansive golden beaches at New Quay and Ceibach. The coastline includes dramatic, scalloped cliffs, particularly south of New Quay. The area's stunning landscapes, diverse wildlife, and beaches are key attractions that support local tourism and contribute to the economy. It's crucial to ensure these natural treasures are well protected for generations to come.

4.5.2 Objectives

New Quay is a beautiful destination, and it's vital to protect its natural beauty to ensure it remains an attractive and vibrant place for both residents and visitors. Preserving its natural environment will support community well-being and future prosperity, with landscapes, wildlife, and beaches driving local tourism and economy. Long-term plans to manage erosion and Harbour conditions are essential for coastal health. Additionally, sustainable waste management practices are needed to safeguard ecosystems, prevent pollution and protect marine life. It will also be beneficial to engage and educate both locals and visitors about the importance of the area's natural environment, ensuring it is respected and considered in future developments. These efforts will help New Quay remain a beautiful and sustainable destination for years to come.

4.5.3 Natural Resources

Investing in coastal preservation projects is vital for protecting natural resources and maintaining the area's natural beauty. New Quay is home to several significant environmental sites, including Sites of Special Scientific Interest (SSSI), Regionally Important Geological Sites (RIGS), Ancient Woodlands, and Ceredigion Special Landscape Areas.

Long-term plans to manage erosion and the changing conditions of the Harbour are necessary, as these factors significantly impact the overall health of the coastline. Erosion can lead to the loss of valuable land and habitats. Implementing effective erosion control measures and adapting to changing environmental conditions will help maintain the integrity of New Quay's coastline.

4.5.4 Sustainability

Invest in developing sustainable waste management practices for safeguarding local ecosystems. Proper waste disposal and recycling can prevent pollution, protect marine life, and ensure that the natural beauty of New Quay is preserved for future generations. This includes reducing plastic waste, promoting the use of eco-friendly materials, and encouraging responsible tourism practices.

4.5.5 Environmental Awareness

Engaging and educating both locals and visitors about the importance of the area's natural environment ensures that it is valued and protected when planning future developments. This means that any new projects or changes in the area will take into account the need to preserve the natural beauty and ecological health of New Quay, leading to more sustainable and environmentally friendly decisions. Community involvement in nature conservation efforts can foster a sense of stewardship and pride in the local environment. Educational programmes, workshops, and awareness campaigns can highlight the significance of preserving New Quay's natural beauty and encourage sustainable practices.

4.5.6 Actions

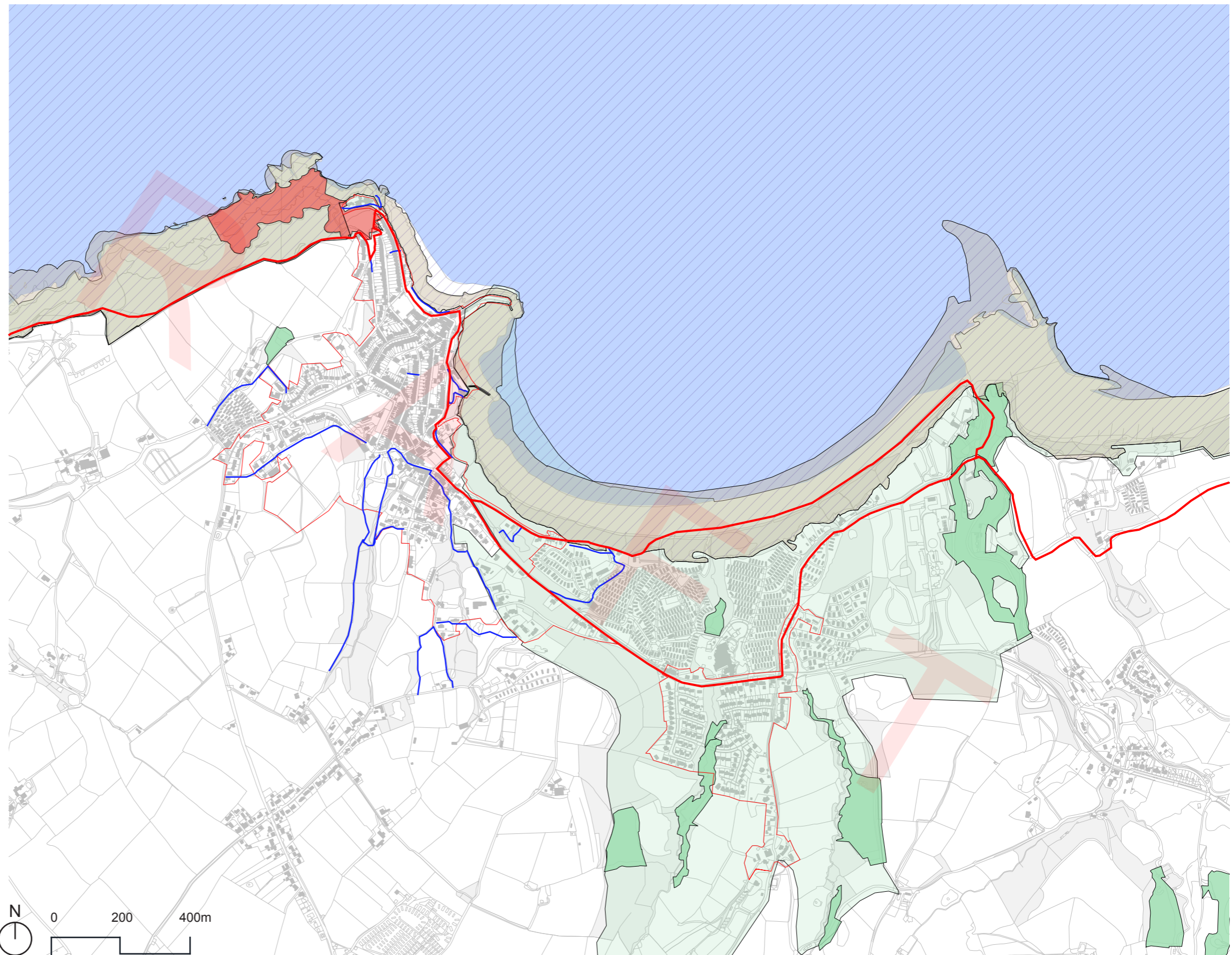
- Facilitate long-term conversations and plans for appropriate management of erosion and changing natural conditions of the Harbour. Consider feasible schemes regarding wind protection and ensure marine life is protected.
- Explore more environmentally cautious methods of waste and sewage management.
- Informing and involving locals and visitors about New Quay's natural environment ensures it is appreciated and safeguarded in future projects, promoting sustainable and eco-friendly decisions.
- Develop a Green Infrastructure Strategy or a Strategy for Trees for New Quay. Consider involving the local community in identifying and mapping trees and tree groups suitable for Tree Preservation Orders.
- Create a Caru Cei (Love Quay) initiative to promote the positive aspects of New Quay by encouraging residents and visitors to take civic responsibility and pride in maintaining the town's cleanliness and tidiness. The initiative will include working with stakeholders and volunteer groups aiming to foster a sense of community and shared responsibility.

4.5.7 Environment Policies and Links

Providing that the Place Plan is adopted as Supplementary Planning Guidance, these Policies should be utilised alongside local and national planning policies by the Town Council when responding to consultations on local planning applications.

Qualifying statement: subject to being in accordance with all relevant and national planning policy.

Ref	Policies	Relevant National & Local Policies & Strategies
en-01	Developments that include measures to achieve low carbon emissions by using renewable energy and low carbon technology will be supported.	Future Wales The National Plan 2040: Policy 17: Renewable and Low Carbon Energy and Associated Infrastructure LDP Policy LU25: Renewable Energy Generation.



Key:

- Ancient Woodland
- SSSI
- Regionally Important Geological Sites (RIGS)
- Special Landscape Areas Ceredigion
- Special Area of Conservation
- Wales Coastal Path
- Footpaths
- Settlement Boundary



New Quay Pier

4.6 Project Ideas

Through initial consultation and engagement a range of project ideas have been established which align with the objectives of the plan.

1. **Pedestrianisation & Parking** ●●
Focus on schemes which promote pedestrian priority in the town centre and manage seasonal vehicle congestion. Explore options to introduce a park-and-ride scheme (via shuttle bus or land-train) to reduce the need for parking spaces within the town centre, and link with public transport stops and coastal path routes.
2. **The Pier** ●●
Ensure the pier is adequately managed, maintained, and necessary improvements are undertaken to preserve the structure as a key historical landmark within the town. This includes developing a strategy for partnership working with a range of clubs, societies, commercial and leisure users, with relevant local authority departments.
3. **Waterfront**
 - 3.1. **Boarding** ●●●
Access for commercial vehicles using the harbour to become less tidal dependent.
 - 3.2. **Accessibility** ●●
Improved beach access for all users, including surfers and those participating in other water sports.
 - 3.3. **Shelter & Changing Facilities** ●●●
Options for rentable beach huts/spaces for families to be installed in fixed or temporary locations to provide private or communal shelter, cooking, changing, and storage facilities on the beach.
4. **Environmental** ●
Facilitate long-term conversations and plans for appropriate management of erosion and changing natural conditions of the Harbour. Consider feasible schemes regarding wind protection and ensure marine life is protected.

5. **Industrial & Commercial Access** ●
Ensure that local industries are provided with the correct services and infrastructure to meet needs and demands of industry along the coast.
6. **Waste management** ●●
Explore more environmentally cautious methods of waste and sewage management.
7. **Health & Education** ●●
Retain existing provision, and champion local health and education provision, ensuring it continues to meet the needs of the local community.
8. **Wayfinding** ●●●
Improve signage for both vehicle users and pedestrians, especially on approach to the centre of New Quay. Where possible enhance interpretive signage along key walking routes throughout the town and on the coastal path. This includes using creative signage, wayfinding, and mapping to tell stories and engage people in New Quays history as part of a series of outdoor heritage trails.
9. **High Street Occupation** ●●
Promote a diverse local offer, and support local businesses to ensure limited vacancy on the high street.
10. **Memorial Hall (NQMH)** ●●
The NQMH and surrounding areas are key community assets of the town. Continue to provide opportunities and encourage activities such as walking groups, gardening and youth clubs in and around NQMH which serves as the main community hub within the town.
11. **Housing** ●●
Housing needs and capacity should be designed with intent and ambition, maintaining identity. The town council and local community should be engaged in appraising development schemes which address a range of issues, including affordable homes for young people.
12. **Character & Identity** ●●
New developments need to be properly considered in line with the town's existing character and identity.

13. **Heritage & Culture** ●●
Look at opportunities to reuse existing vacant buildings of historical significance within New Quay to support the cultural programme of the town.
14. **Connectivity** ●●
Establish stronger connections between the bay, the surrounding landscape, and the town. Linking Dolau Beach, New Quay Harbour, New Quay Beach, Quay West Holiday Park, and Cei-bach Beach as part of a placemaking strategy.
15. **A Curated Programme for Activities** ●●●
Develop a year-round programme of events and activities that includes festivals, exhibitions, recreational opportunities etc. for both residents and visitors which extend the shoulder season and support the local economy.
16. **Active Tourism** ●●
Promote active experiences and interaction with nature and local culture as part of the visitor experience to the town. Enhance and develop cycle routes, nature trails and walking paths to promote interaction with nature, with options for indoor and outdoor activities, sports, and leisure amenities in and around New Quay.
17. **Recreation** ●●
Promote better activity centres, and recreational amenity for all age groups across the town, this includes a range of projects which better support young-people and offer family-led approaches to enable children, young people, families, and wider communities to be empowered.
18. **Green Spaces** ●●
Community gardens, orchards, and horticultural projects should continue to be supported. There are a range of opportunities for local growing and community groups to support residents' health, wellbeing, and social activity across the town.



Place Plan Themes

There is a range of common themes that range across all the Ceredigion Towns.

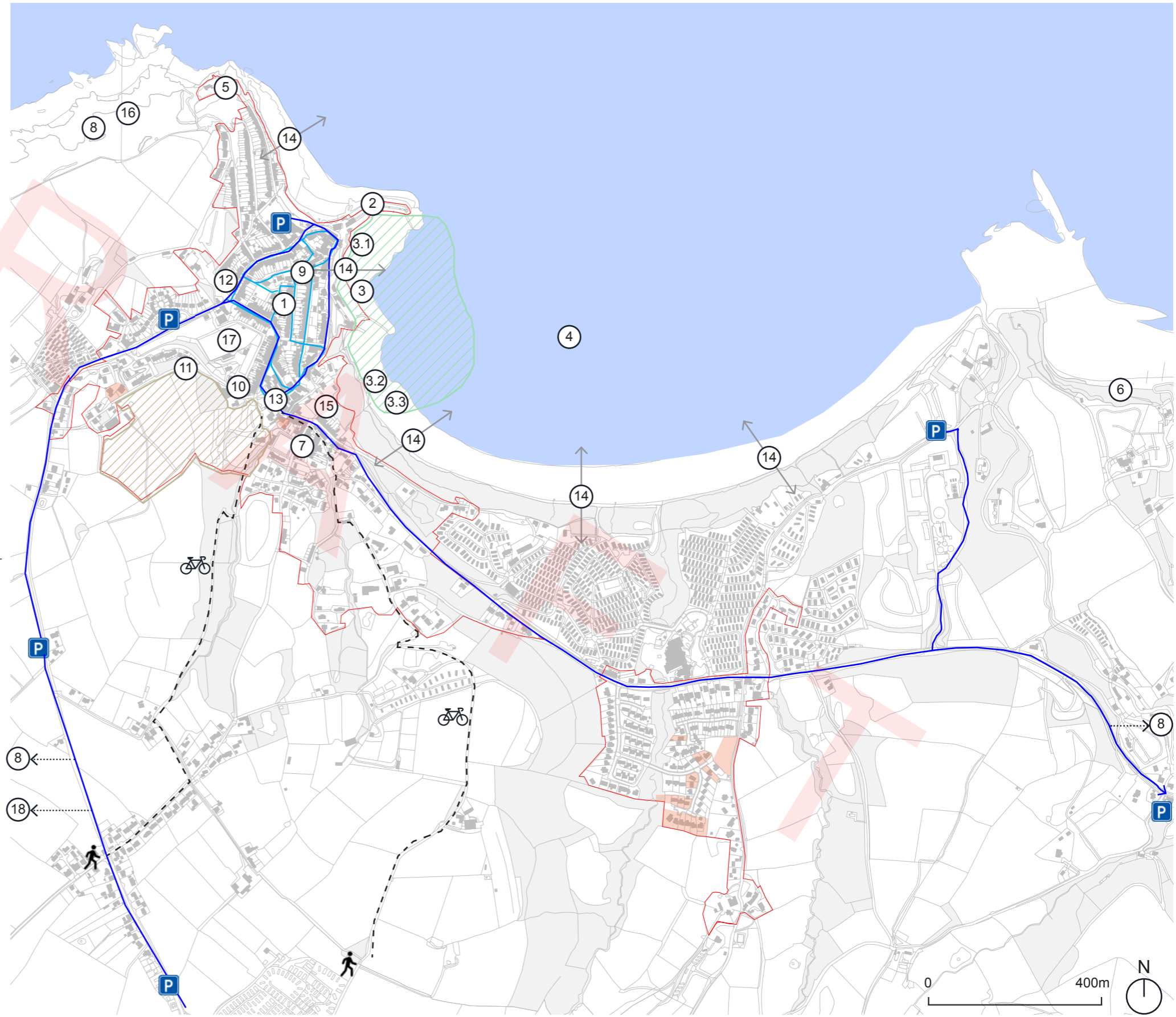
- Well-being
- Placemaking
- Heritage & Culture
- Economy
- Environment

New Quay Place Plan

4. Themes and Objectives

- 1. Pedestrianisation & Parking ●●
 - 2. The Pier ●●
 - 3. Waterfront
 - 3.1. Boarding ●●●
 - 3.2. Accessibility ●●
 - 3.3. Shelter & Changing Facilities ●●●
 - 4. Environmental ●
 - 5. Industrial & Commercial Access ●
 - 6. Waste management ●●
 - 7. Health & Education ●●
 - 8. Wayfinding ●●●
 - 9. High Street Occupation ●●
 - 10. Memorial Hall (NQMh) ●●
 - 11. Housing ●●
 - 12. Character & Identity ●●
 - 13. Heritage & Culture ●●
 - 14. Connectivity ●●
 - 15. A Curated Programme for Activities ●●●
 - 16. Active tourism ●●
 - 17. Recreation ●●
 - 18. Green Spaces ●●
- Place Plan Themes
- Well-being
 - Placemaking
 - Heritage & Culture
 - Economy
 - Environment

- Key:
- Settlement boundary
 - ↔ Connection
 - - - Pedestrian/cycle routes
 - Pedestrian Priority
 - Park & Ride/Access
 - ▨ Waterfront
- Local Development Plan allocated sites
- ▨ Housing Allocations
 - ▨ Outstanding Residential Consents at 31/08/2010 (3 or more units)



New Quay Place Plan

4. Themes and Objectives

- 1. Pedestrianisation & Parking ●●
- 2. The Pier ●●
- 3. Waterfront
 - 3.1. Boarding ●●●
 - 3.2. Accessibility ●●
 - 3.3. Shelter & Changing Facilities ●●●
- 4. Environmental ●
- 5. Industrial & Commercial Access ●
- 6. Waste management ●●
- 7. Health & Education ●●
- 8. Wayfinding ●●●
- 9. High Street Occupation ●●
- 10. Memorial Hall (NQMh) ●●
- 11. Housing ●●
- 12. Character & Identity ●●
- 13. Heritage & Culture ●●
- 14. Connectivity ●●
- 15. A Curated Programme for Activities ●●●
- 16. Active tourism ●●
- 17. Recreation ●●
- 18. Green Spaces ●●

- Place Plan Themes
- Well-being
 - Placemaking
 - Heritage & Culture
 - Economy
 - Environment

- Key:
- Settlement boundary
 - ↔ Connection
 - - - Pedestrian/cycle routes
 - Pedestrian Priority
 - Park & Ride/Access
 - ▨ Waterfront
 - ▨ Housing Allocations
 - ▨ Outstanding Residential Consents at 31/08/2010 (3 or more units)



