



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 Aberystwyth 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 Aberystwyth 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 Aberystwyth

A cultural capital and Welsh destination supporting a range of business, enterprise, and educational opportunities.



Location map

Aberystwyth 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 Aberystwyth 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 Aberystwyth, 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. Identifying potential key regenerative interventions during stakeholder workshop.
2. Aberystwyth Harbour





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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

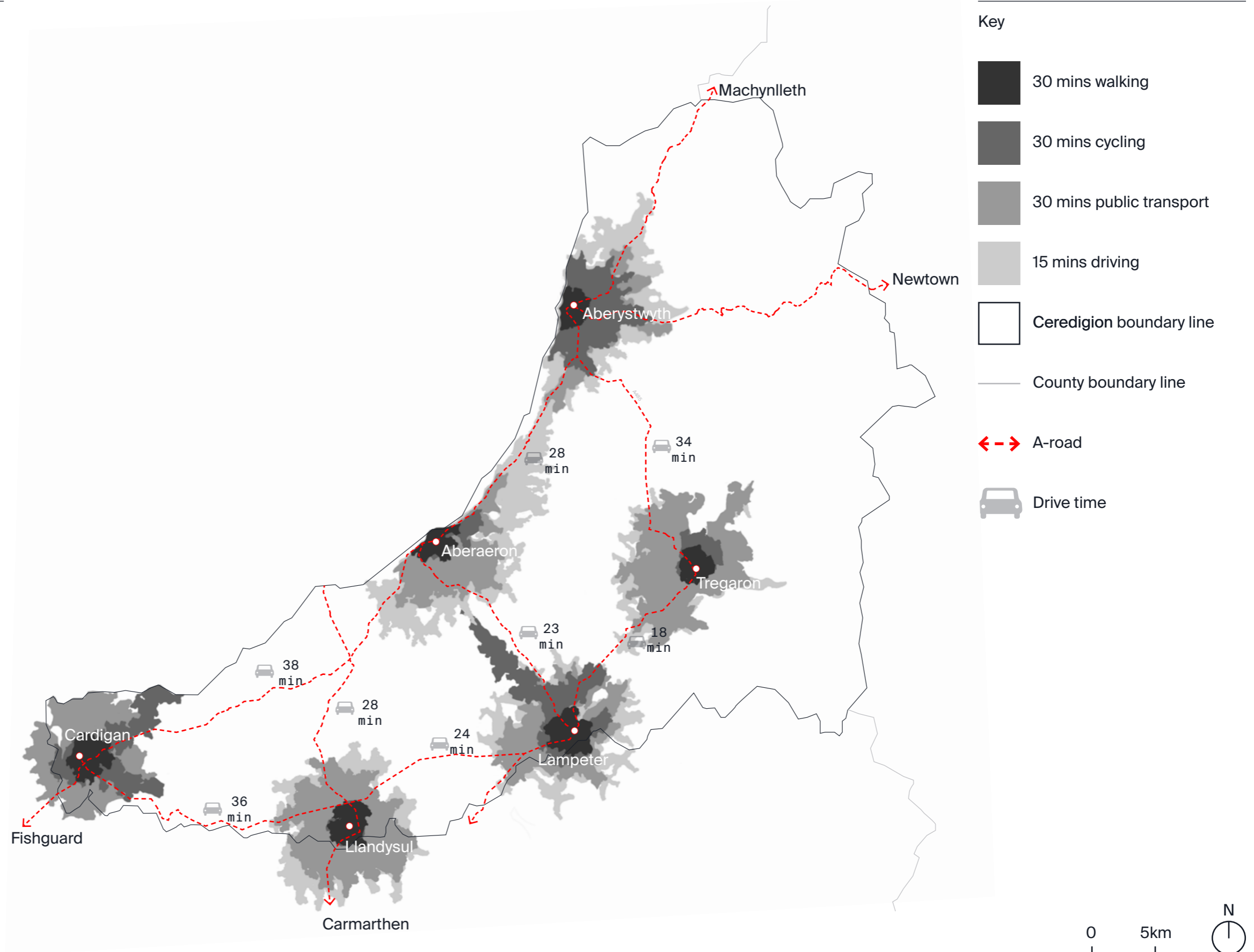
2.2 Rural towns

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

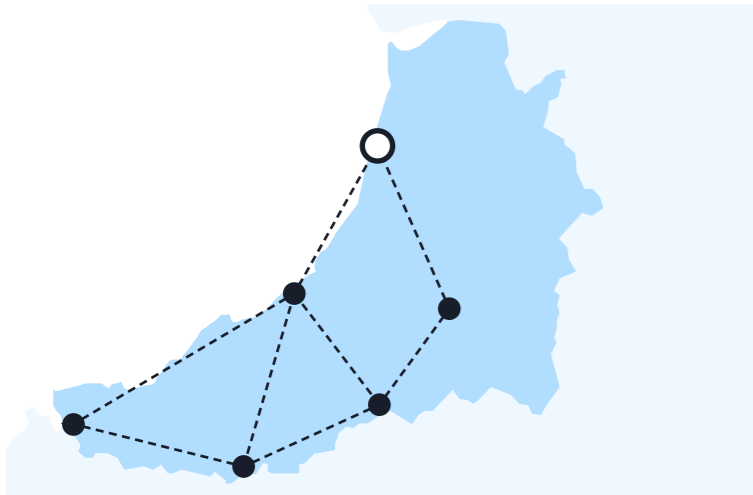
Ceredigion's size and location within its national context means that there are several challenges for its growing economy. Nonetheless, Ceredigion's strategic position provides a number of opportunities to change, grow and adapt to a sustainable and vibrant economic future.

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 Aberystwyth.

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



Regeneration Strategy

3. Background

3.1 Local context

'Future Wales - The National Plan 2040', a strategy for addressing key national priorities, situates Aberystwyth within the Mid Wales Regional Growth Area, cementing its place as a settlement of regional importance within Ceredigion and Mid Wales.

Aberystwyth, the region's largest town, has a range of public and private sector employment opportunities and hosts a range of institutions and facilities including vital healthcare services such as the Bronglais General Hospital, Aberystwyth University, and the National Library. Within the Mid Wales region, Aberystwyth is a key employment area and also provides an extensive range of recreational and tourism facilities.

Aberystwyth, which includes Llanbadarn Fawr, Waunfawr, and Penparcau within its settlement group, is located in the northwest of Ceredigion and is home to approximately 15% of the county's total population - 10,709 according to the 2021 census. It performs a wider function than many of the other Urban Service Centres as defined by the Ceredigion Local Development Plan (LDP). Several of the surrounding settlements are reliant on Aberystwyth for convenience goods and services. Although a relatively prosperous town of strategic importance, the town centre is currently underperforming.

To support this regional role, Aberystwyth was allocated a housing growth figure of 1877 units in the current LDP. This development has predominantly been centred on windfall and brownfield development with the conversion of former sites such as the Ardwyn School grounds and the re-purposing of older town centre properties into flats.

Aberystwyth's regional importance is cemented by the railway station that runs services through parts of Mid Wales and further afield. This is the only main town serviced by a railway station in the county.

3.2 Heritage

Founded in the late 13th century, Aberystwyth has a varied history reflected in the development of the town over the centuries. Taking into account its architectural heritage, and the development of a nineteenth-century seaside resort with its origin as a mediaeval settlement, the town's historic significance is high.

The town was originally walled, and the line of walls can still be traced in Chalybeate Street, Baker Street, Mill Street and King Street. Most of the buildings within the historic core reflect the town's later history as a social and commercial centre and a resort. Apart from the castle, no mediaeval buildings are known to survive.

The special nature of the townscape, dominated by buildings of the late Georgian and Victorian periods, is recognised by the designation of two conservation areas, within which there are a number of Listed Buildings. The sea front is also home to The Old College Building, which is Grade I Listed, and Aberystwyth Castle, one of the county's most prominent Scheduled Ancient Monuments. Some of the earliest buildings in the town date back to the eighteenth century: The Black Lion, Old Post Office, and multiple shops along Great Darkgate Street and Queen Street. Many of the buildings within the town centre retain their historic shop fronts which add to the town character. The University of Aberystwyth Penglais Campus includes a Registered Historic Park and Garden which is one of the most exposed coasts in Britain, and is impacted by the prevailing south-westerly winds where shelter belts now provide protection to the site.



National Library of Wales

Designated Historic Asset and Registered Park and Garden.

Regeneration Strategy

3. Background

3.3 Demographics

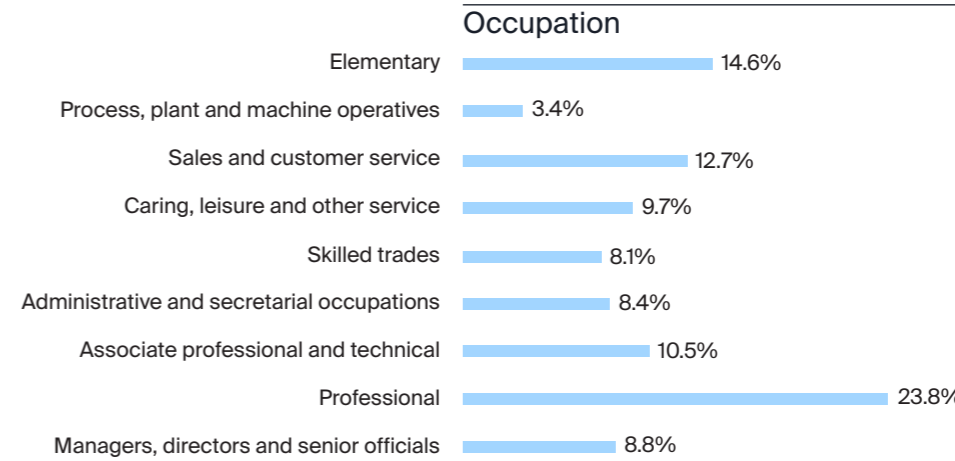
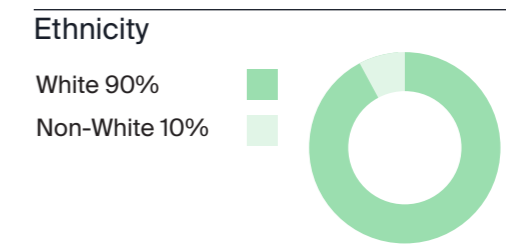
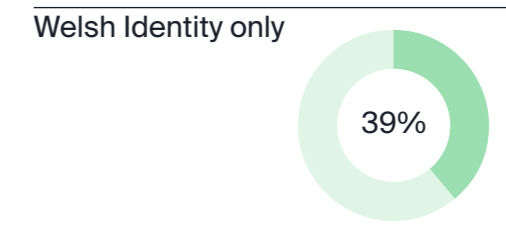
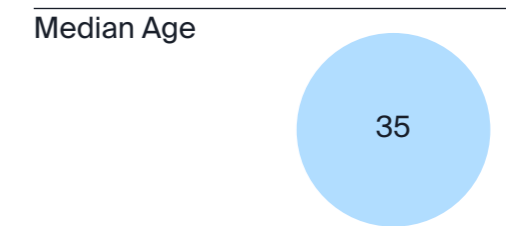
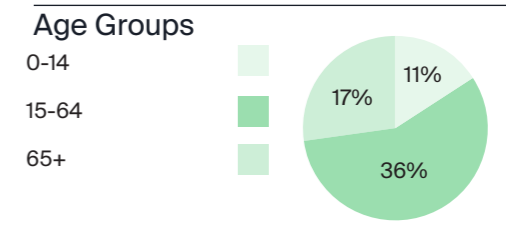
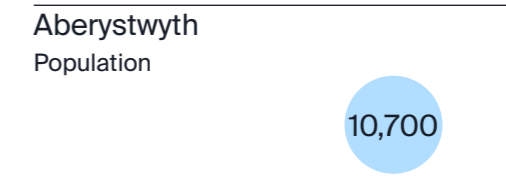
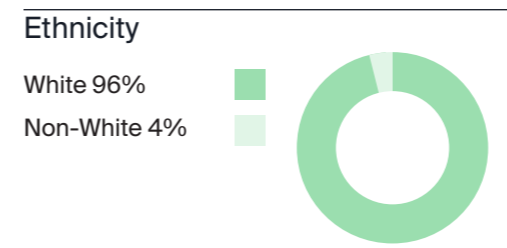
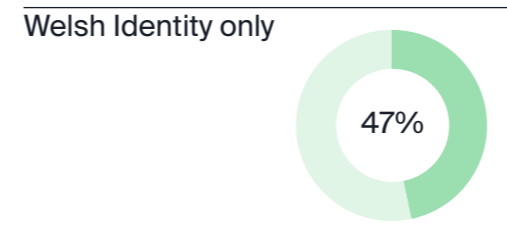
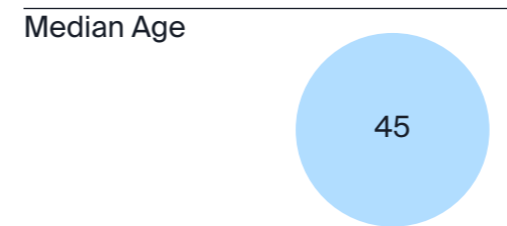
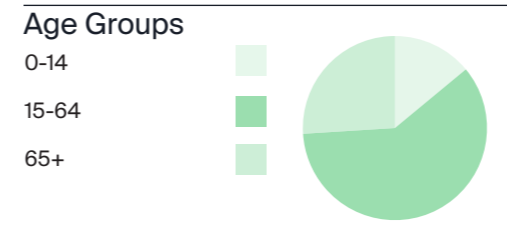
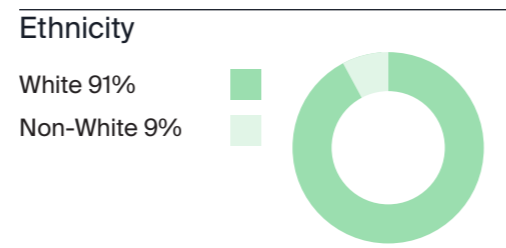
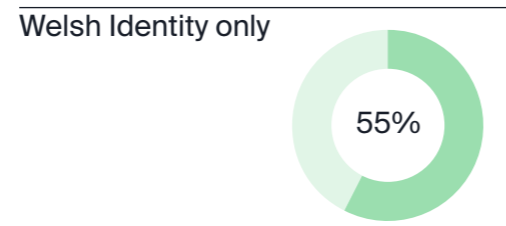
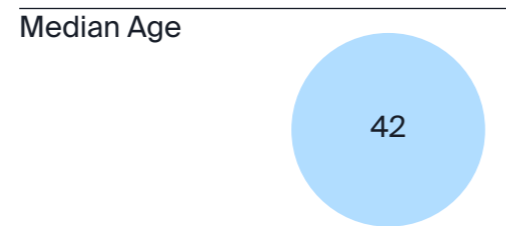
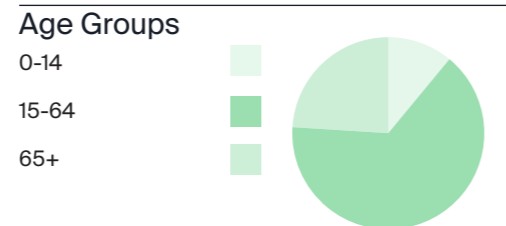
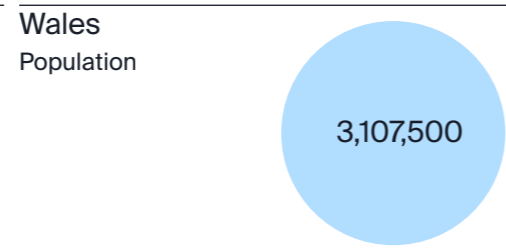
The Welsh Index of Multiple Deprivation 2019, the official measure of relative deprivation, ranks small areas in Wales from 1 (most deprived) to 1,909 (least deprived). Within Aberystwyth, the most deprived area is Penparcau, ranking 533. Several other areas fall into the least deprived category including Bronglais, Rheidol, and Llanbadarn Fawr South.

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, Aberystwyth has a population of 10,709 compared to 18,965 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 LDP Settlement Group Statements makes the following judgement:

“Owing to Aberystwyth’s size and function, it is considered that the level of development proposed can easily be accommodated without significant negative impact on the community and the Welsh language.”

Aberystwyth Town Ward, with 40% Welsh-speakers, suffered a 2% decrease since the 2011 census. It has the lowest percentage of Welsh-speaking residents in Ceredigion which signifies the influence of the university and other organisations in the town. Being one of the largest towns in Ceredigion and most accessible, it is likely to see the most non-Welsh speaking migrants.



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 Fund
- 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



Old College

View of the Old College from Laura Place, a terrace of mid-19th century town houses.

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 Aberystwyth, 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.



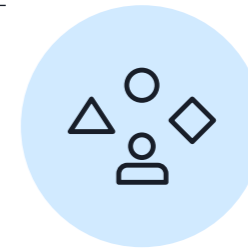
Business

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.



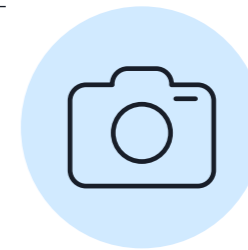
Character

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



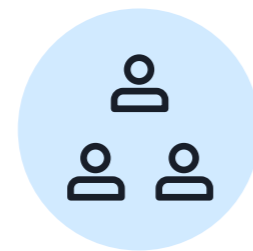
High street

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.

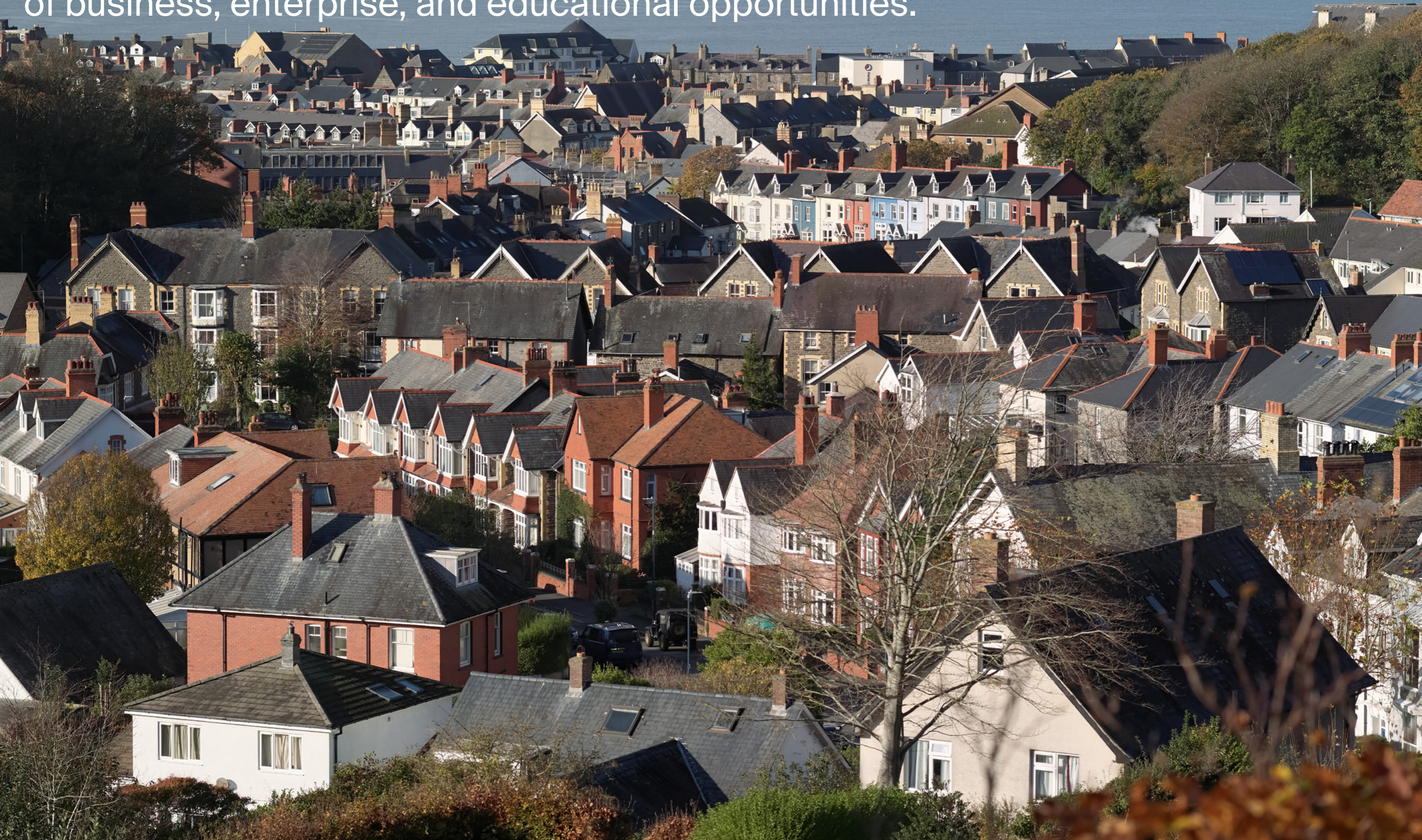


Well-being

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

2035 Aberystwyth

A cultural capital and Welsh destination supporting a range of business, enterprise, and educational opportunities.



Regeneration Strategy

4. Town Regeneration

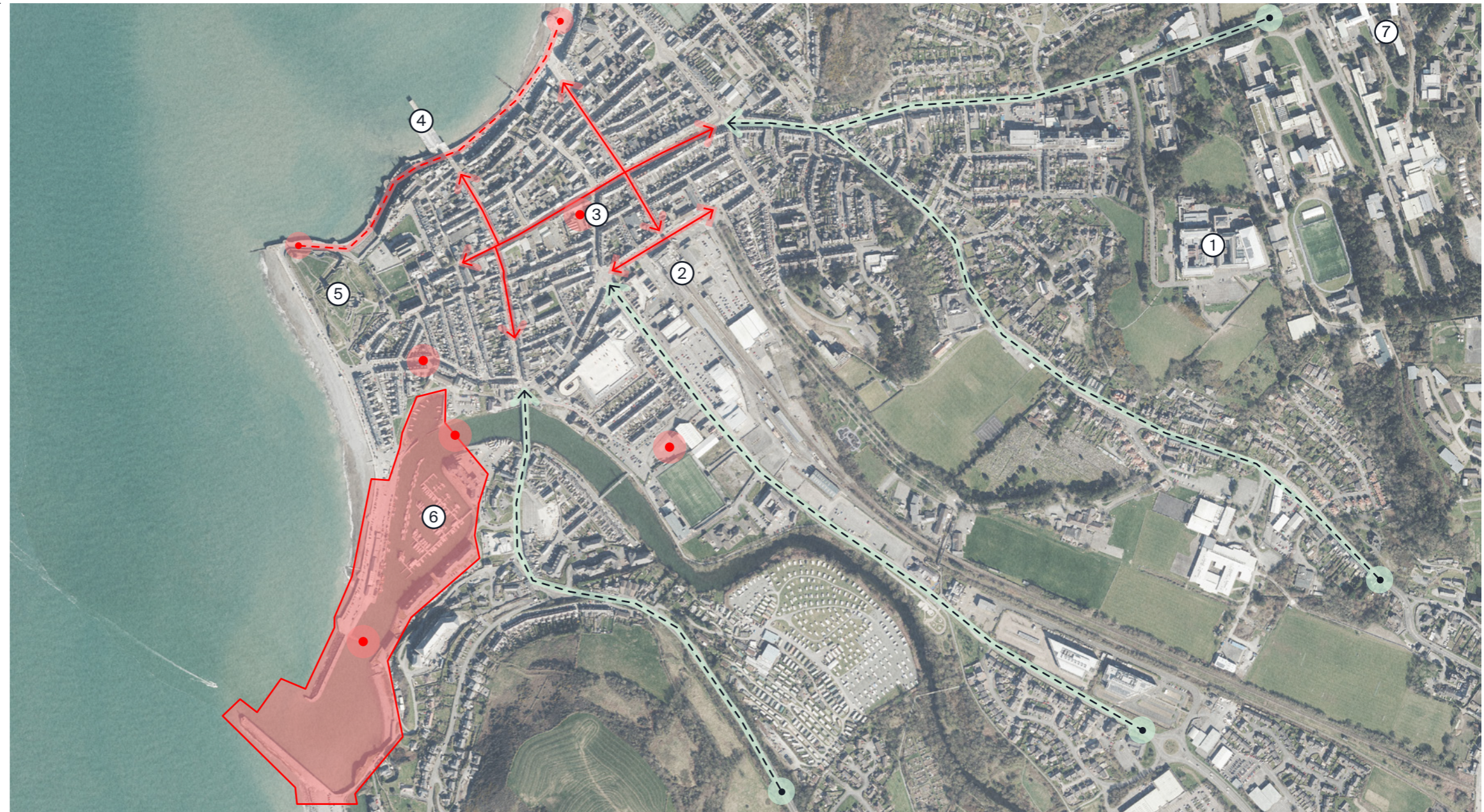
4.1 Vision

Aberystwyth is the largest town and principal service centre in the county. The town hosts a number of regional and national institutions, which have a long standing cultural importance. The National Library of Wales and Aberystwyth University both contribute significantly to the town's identity and its distinguished history of teaching, learning, and research. The regeneration strategy is therefore underpinned by the strengths of these existing relationships, and the strategic position of the town in relation to the wider Mid-Wales region.

Emphasis is placed on developing the town centre as a destination for residents, as well as short-term and long-term visitors, to dwell, enjoy, and discover. Reimagining and investing in deteriorating seafront amenity, as well as town centre property, will unlock the potential to enhance the high street experience, entice new commercial activity, and establish a wide range of services.

Aberystwyth's historic centre, castle, and mediaeval history is of local and regional significance, and needs to be carefully managed as part of the regeneration programme. There are relatively high levels of green space and pockets of recreational activity across the town. Aligning investment with the Green and Blue Infrastructure Plan (GBI) will help ensure this amenity is accessible, enhanced, and utilised more effectively. This vision forms the basis for long-term changes to highway infrastructure and connectivity throughout the town, maximising the opportunities for Active Travel provision and reinstating a series of boulevards as green corridors and landscape approaches into the town centre.

Substantiating Aberystwyth as a local, regional, and national destination will require more visible access to town services, high street, and community facilities in order to establish a set of interconnected relationships integral to long-term economic regeneration. Local event and festival programming will be fundamental to collaboration with stakeholders and partners, as part of a wider portfolio of town centre activity. This reinforces an existing focus and pride in preserving vibrant culture, welsh language, and welcoming values. It is important that regenerative outcomes provide equitable benefit to both local residents and visitors, and focus on developing a vibrant and prosperous town for people to live, work, study, and visit.



Regeneration vision

Key areas addressed within the regeneration strategy.

- ① National Library of Wales
- ② Aberystwyth Train Station
- ③ Old Post Office
- ④ Royal Pier
- ⑤ Aberystwyth Castle Grounds
- ⑥ Aberystwyth Marina
- ⑦ Aberystwyth University

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 Aberystwyth 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 over 140 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
 "Green spaces within the town centre"

Vision
 "Vibrant side streets/alleys"



Economic
 "Diverse industries\ Diverse events - benefits everyone eventually"



Intervention
 "What aside from shops can inhabit the high street?"



Intervention
 "Parking strategy"

Economic
 "Support for businesses/ entrepreneurs"

Intervention
 "Increased Park and ride services"

Vision
 "Small independent businesses - creates pride"

Stakeholder engagement

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

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

In the first decade of the 21st Century, expansion of Aberystwyth University and retail and office developments in the town generated significant increases in the flow of traffic. This has resulted in congestion during peak periods at Llanbadarn Fawr, where the A44 Trunk Road joins the A4120 – the main link to the A487 trunk road coastal corridor.

Two Conservation Areas cover Aberystwyth Urban Service Centre. Over 250 Listed Buildings are located within the built form and Special Areas of Conservation are situated on the outskirts.

Flooding regulations are an additional constraint, whereby a significant proportion of the built form falls within flood zones. The main flood risks are of tidal and fluvial nature, particularly the Rheidol and Ystwyth. Other potential risks include coastal flooding from wave overtopping and flooding from ordinary watercourses, culverted watercourses, sewers and surface water runoff.

Poor housing quality is a primary concern; two residential areas fall within the ten most deprived areas in Wales. Taking a general overview of the town masks the deep-rooted social and economic deprivation, including high unemployment and inactivity rates, poor housing quality and low skill levels in Penparcau and Rheidol wards - two significant areas of Aberystwyth.

The LDP highlights the need for vacant properties to meet the housing development targets:

“Unlike other settlements in the county, a significant proportion of residential units are likely to come forward from the reuse of vacant space in the town, the redevelopment of vacant and under-used land and the conversion of larger buildings and houses to flats. Approximately 500 units could potentially come forward over the Plan period (2007-2022) from such windfall sites.”

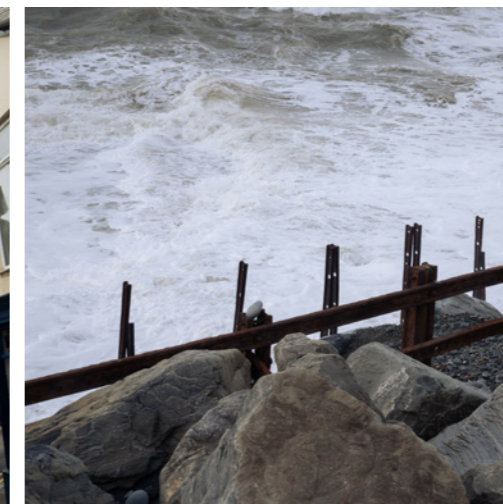
Therefore, the town centre will likely see an increase in residential units and mixed use development, increasing pedestrian footfall, sense of safety through increased eyes-on-the-street, and engagement with the local economy.

Consequently, repurposing vacant sites, points of arrival, and town centre routes are the rational focus areas for this regeneration strategy.

According to the ‘South Wales Regional Retail Capacity Study’, Aberystwyth has a generally healthy town centre and benefits from an extensive and varied offer that caters for local residents, students, and visitors. The development of the larger units near the station has increased the attractiveness of the centre for the national multiples who are concentrated here. This in turn strengthens the overall offer and ensures an extensive trade draw. It must be taken into consideration that this study was undertaken prior to the Covid-19 pandemic and may not represent current consumer habits or independent retail activity within the town centre.

The development of the in-centre Tesco and Marks & Spencer has strengthened the centre and increased footfall. However, the development increases the current physical divide between the larger, modern retail units located around the railway station and the older historic shopping area centred around Great Darkgate Street and Terrace Road. This means the links between the two areas are important if the centre is to maximise the overall benefits of the new development.

In the long term, there is significant support for local independent retail, however, support for these to take up larger units is required. The current vacancy rate reduction is heading in the right direction but long-term thinking is required to manage the rent of such units.



Planning constraints

There are multiple planning constraints within Aberystwyth, including housing delivery, vacant properties, and flooding.

Regeneration Strategy

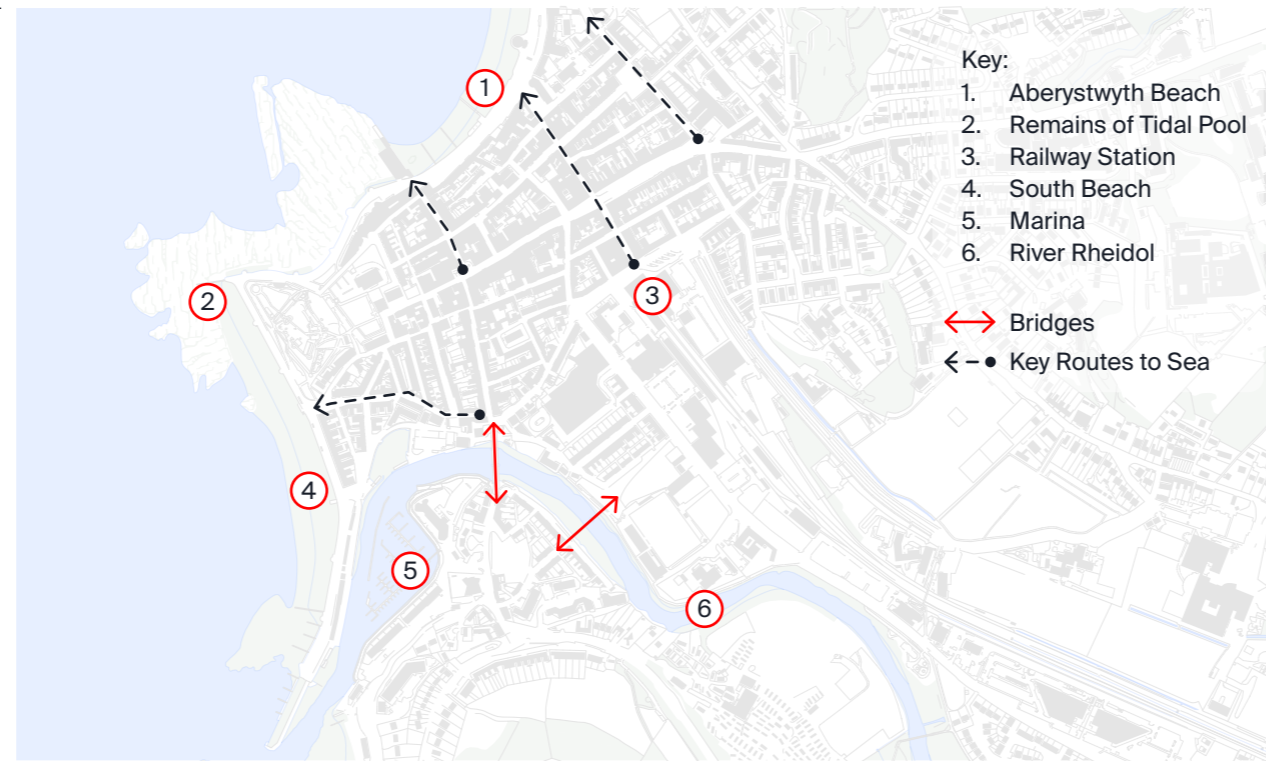
4. Town Regeneration

4.3.2 Rivers and coastline

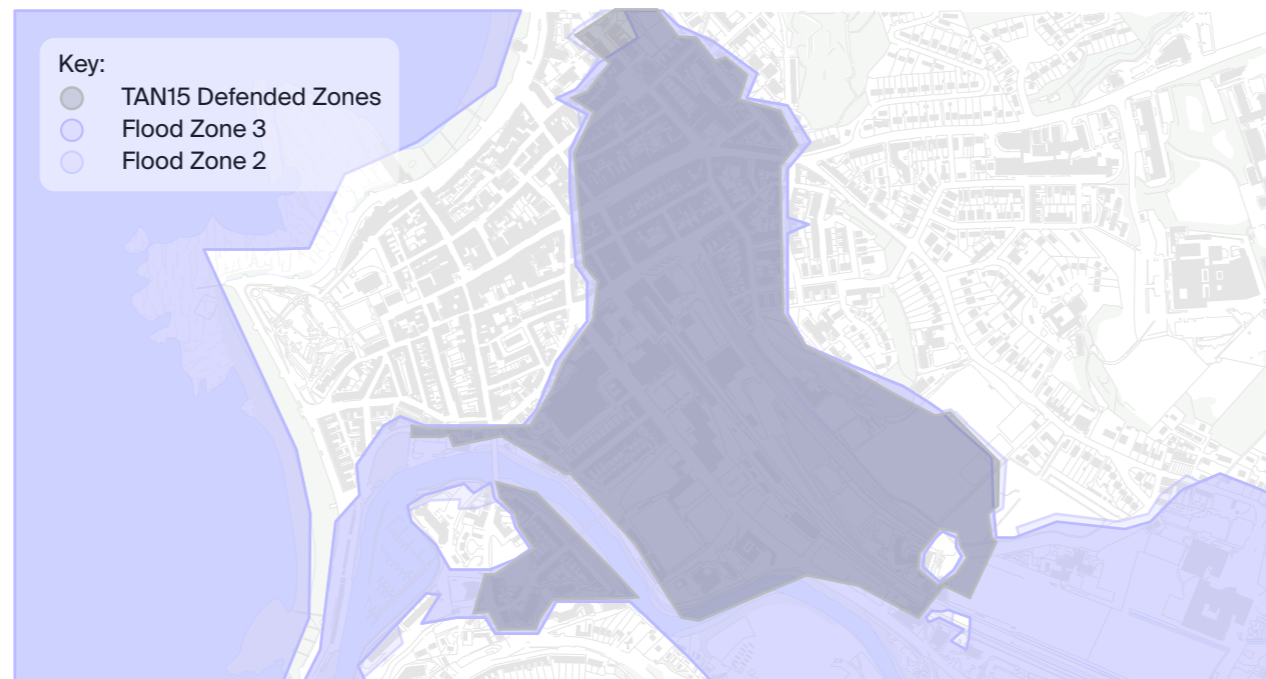
Situated on the confluence of the Rheidol and Ystwyth rivers, Aberystwyth provides recreational and tourism amenities at the centre of Cardigan Bay. The surrounding landscape is of high visual and sensory value, and the town has a historic and cultural character of national importance. Attractions such as the pier, promenade, and harbour are a result of Aberystwyth's 19th century development as a seaside town, and are key assets which should be incorporated into placemaking enhancements.

The coastline comprises two beaches separated by Aberystwyth Castle. The town centre adjoins the promenade, stretching a mile from Constitution Hill to the harbour, and landmark Grade II Listed Royal Pier, the first pleasure pier to open in Wales.

The seafront in Aberystwyth is prone to wave overtopping during storm surges, predominantly in the months of autumn and winter which are expected to increase in frequency with climate change. Flooding is also particularly significant near the marina at the confluence of the rivers, at the northern end of the promenade and areas upstream of the Rheidol.



Coastal connections



Flood zones with Flood Map for Planning (FMfP)

River and coast

- 1. Aberystwyth pier
- 2. River Rheidol

Regeneration Strategy

4. Town Regeneration

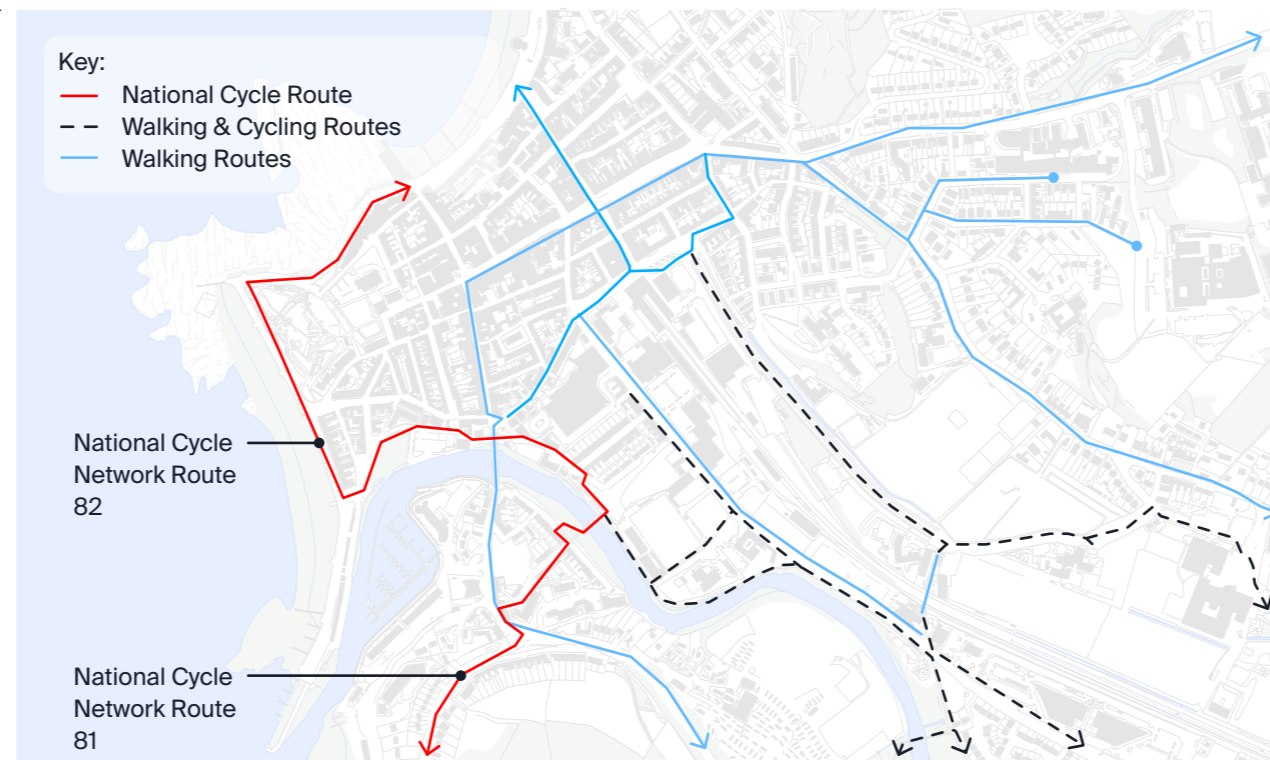
4.3.3 Active travel routes

Aberystwyth is an Active Travel Town with a programme of investment in pedestrian and cycle provision to improve connectivity.

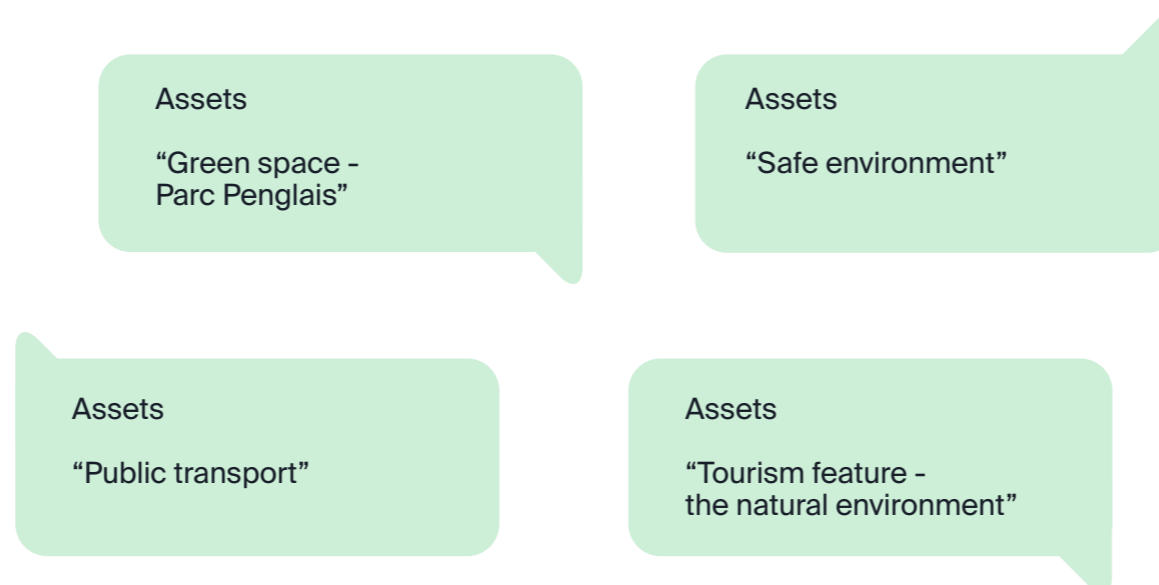
Active Travel is a key priority in 'Llwybr Newydd – The Wales Transport Strategy 2021' and is identified at the top of the sustainable transport hierarchy that guides all transport activities in Wales. The Active Travel (Wales) Act places a duty on local authorities to plan, improve, and promote routes for walking and cycling. These routes should be coherent, direct, safe, comfortable, and attractive for the use of everyday journeys. A number of Active Travel infrastructure improvements within Aberystwyth, a designated Active Travel town, have been grant funded by the Welsh Government in recent years to assist connectivity and to promote walking and cycling across the town. More planned routes are expected to be developed in the short, medium, and long term.

Aberystwyth's integrated travel network is served by circular local bus services to the edge of town neighbourhoods, as well as connecting inter-county and inter-regional routes. Public transport is of regional importance with the railway station running services through parts of Mid Wales and on into England. This is the only rail-based public transport within the county, operating on both the Shrewsbury/Birmingham Cambrian line and the Pwllheli Cambrian Coast line.

Opportunity exists to improve pedestrian and cycling links between the town centre, education, health, cultural, recreation, and residential zones, encouraging Active Travel over vehicular transportation.



Active Travel: Cycle Routes and Footpaths



Sustainable travel

Active travel routes and cycle networks around the town centre.

Regeneration Strategy

4. Town Regeneration

4.3.4 Education and culture

Aberystwyth is an important centre of arts, culture and learning. The town currently provides a range of primary, secondary, further and higher education offers and is host to a number of national institutions. The National Library of Wales is located adjacent to the Aberystwyth University Penglais Campus. Other local and regional educational facilities include Coleg Ceredigion, Penglais Secondary School, Penweddig Secondary School, Hyfforddiant Ceredigion facilities and four Primary Schools.

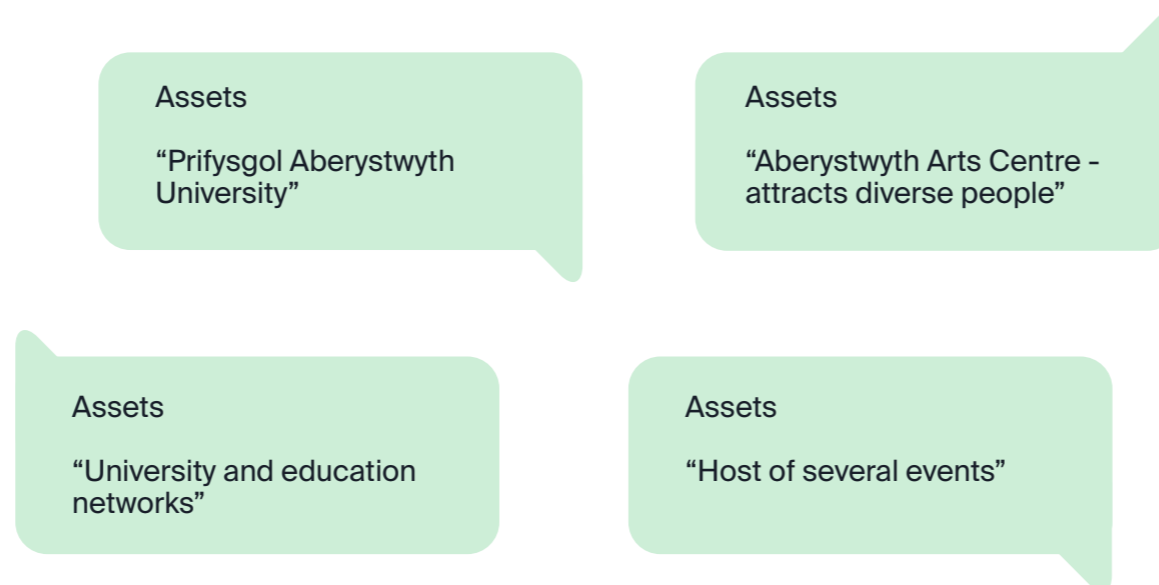
The presence of the Aberystwyth Arts Centre and Arad Goch theatre in the town, as well as the myriad of local arts and crafts producers, are all of significant cultural considerations, and key components influencing the resilience of the local economy.

Utilising existing specialist facilities and expertise at Aberystwyth Arts Centre and other cultural institutions could integrate and foster greater collaboration between arts, culture, and education within the town centre. This could be through workshops and events held in town centre spaces, utilising empty retail units as display areas for local visual artists and makers, or the development of a cultural hub acting as an introduction to the wider opportunities the Arts Centre presents.

The Machynlleth Comedy Festival and Cardigan's Other Voices festival, both popular and growing events, utilise a range of venues across their town centres. A similar approach to programming within Aberystwyth could be undertaken, focusing on existing festivals such as the MusicFest and Abertoir - The International Horror Festival of Wales organised by the University, alongside other seasonal events at multiple town centre venues simultaneously.



Culture, recreation, and leisure assets



Zones

1. National Library of Wales
2. Penglais Campus with Aberystwyth Arts Centre in the background

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	Low EI (Score 1)	Medium EI (Score 2)	High EI (Score 3)
Job creation	None to min.	Some	Significant
Increase in footfall	None to min.	Some	Significant
Increase in dwell time	Unlikely	Some	Significant
Increase in visitors from outside local area	Unlikely	Some	Significant
Increase land value	Unlikely	Some	Significant
Maximum possible score	5	10	15



Northgate Street

Populated with houses, convenience stores and takeaways.

Regeneration Strategy

4. Town Regeneration

4.5 Regeneration plan

Aberystwyth'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

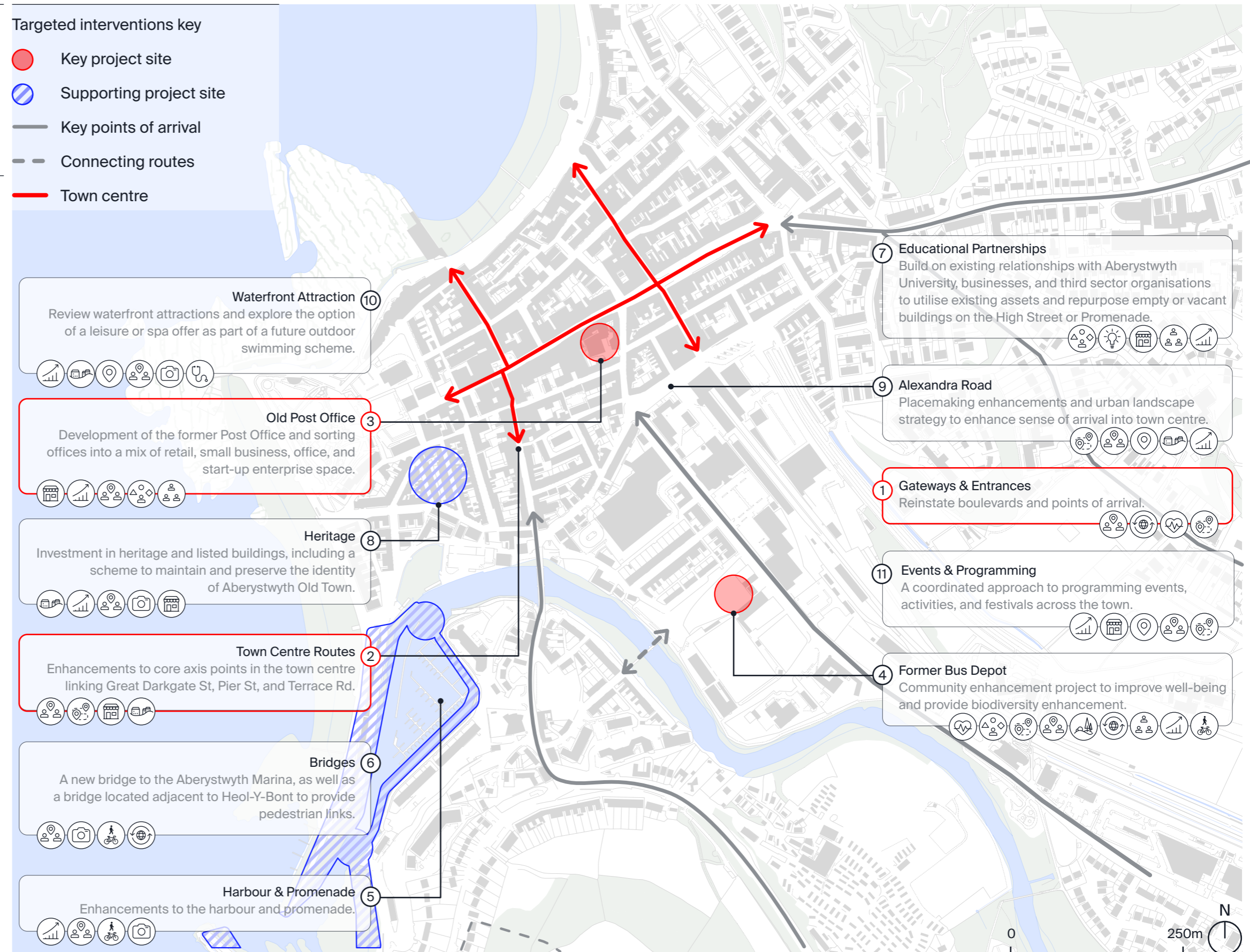
Each proposal is classified as a key targeted intervention or a supporting project. This approach to regeneration means that either key targeted interventions act as catalysts for a series of other smaller projects to occur, or supporting projects enable transformative proposals to transpire.

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

1. Gateways and entrances
2. Town centre routes
3. Old Post Office
4. Former bus depot
5. Harbour and promenade
6. Bridges
7. Educational partnerships
8. Heritage
9. Alexandra Road
10. Waterfront attraction
11. Events and programming






Targeted interventions key

- Key project site
- Supporting project site
- Key points of arrival
- 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
Key Projects															
1. Gateways & Entrances	<p>Reinstate boulevards and points of arrival into the town centre. Identify opportunities for sites that allow this to happen, one significant site to investigate is the former bus depot (see no. 4) on Park Avenue.</p> <p>Enhancements to parking, parks, recreational facilities, and green infrastructure on approach into the town centre at four no. key routes - including Penparcau Rd, Boulevard De Saint Brieuc, Llanbadarn Rd, and Penglais Rd. Incorporate existing and proposed park and ride services, with vehicular and pedestrian wayfinding. This would align the local Active Travel plan, Aberystwyth round walk and nature trail, as well as town centre green corridors proposed in the Green Infrastructure Action Plan.</p> <p>Improvements to address traffic flow and congestion in the town centre. Explore the potential to re-route the arterial trunk road to alleviate pressure of the A487 along North Parade and Alexandra Road. Allow for greater pedestrian priority in the town centre to increase dwell time and visitor experience.</p>	 Environment  Travel & Transport  Placemaking  Well-being	<p>Transformational - series of capital projects and programmes of infrastructure change with potential for economic growth.</p> <p>Addresses changes in consumer habits to support town centre retail and leisure businesses and alleviate existing pressures/congestion.</p>	<p>Infrastructure, civils, and landscape enhancements.</p> <p>Highways feasibility project(s).</p> <p>Landscape improvements linked to the Green Infrastructure Action Plan.</p> <p>Improvements to Active Travel provision.</p>	<p>Improve access to local services, amenities, and residential areas.</p> <p>Encourage parking on the approach into the town centre.</p> <p>Establish the town centre as a destination.</p> <p>Increase footfall, dwell time, and spend at local shops/retail.</p> <p>Improve linkages between existing assets in the public realm.</p> <p>Income for car parking.</p> <p>Income from high profile events and festivals.</p>	<p>£18.6m</p> <ul style="list-style-type: none"> Highway improvements, signage, and allowances for landscaping to reinstate boulevards and points of arrival. New youth park, outdoor furniture, planting, signage, and active travel footway to enhance parks and recreational facilities. Reroute arterial road including the construction of a new road and highway improvements. Parking enhancements and allowances for vehicle and pedestrian wayfinding. Green infrastructure, green corridors, and active travel. 	Long-term	10	High		✓		✓	✓	<p>Welsh Government and National Lottery Heritage Fund: Local Places for Nature</p> <p>Welsh Government Active Travel Fund</p> <p>Welsh Government Local Transport Fund</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
Key Projects															
2. Town Centre Routes	<p>Enhancements to core axis points within the town centre linking commercial activity along Great Darkgate St, Pier St, and Terrace Rd. Improve the urban realm surrounding the market in the old quarter and introduce pockets of civic space along Great Darkgate St.</p> <p>Explore options for pedestrian priority in the town centre and key routes. This includes a period of testing and consultation to ensure an effective design for the urban realm is developed with businesses and residents.</p> <p>Retain and refurbish original shopfronts and other architectural features.. Introduce an investment programme for traditional shopfronts at the heart of the original commercial area - Great Darkgate Street, Bridge Street and Pier Street - which are mediaeval in origin.</p> <p>Improvements in retail provision and the repurposing of existing units which will cater more effectively for both residents and tourists that visit the town.</p> <p>Town centre routes link with the proposed green corridors presented within the GBI network, focusing on (1) Station to waterfront, and (2) North Parade to South Beach.</p>	 Character  High Street  Placemaking  Travel & Transport	<p>Foundational - enabling economic activity and enhancing the town's character.</p>	<p>Infrastructure, civils, and landscape enhancements.</p> <p>Highways feasibility project(s).</p> <p>Landscape improvements linked to the Green Infrastructure Action Plan.</p>	<p>Increase high street footfall, dwell time, and spend at local shops/retail.</p> <p>Attract new businesses and diversify/enhance retail offer.</p> <p>Rental income from small scale commercial units.</p>	<p>£8.6m</p> <ul style="list-style-type: none"> • Inner residential road reconfiguration, new pedestrian pavements and new street furniture to enhance the core axis points. • Allowance for enhancing urban realm with landscaping for town market including street furniture. • Allowance for street front improvements and reinstating or restoring the retail facades. • Reconfiguration of commercial units and retail premises. 	Medium-term	12	High		✓	✓	✓	✓	<p>Welsh Government Local Transport Fund</p> <p>Could be considered as part of the UK Shared Prosperity Fund allocation in Ceredigion as part of Community & Place or Supporting Local Business investment priorities.</p> <p>National Lottery Heritage Fund: Main Grants</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
Key Projects															
3. Old Post Office	<p>Development of the former Post Office and sorting offices into commercial premises for a mix of retail, small business, office space, and start-up enterprises. This could take the form of a creative or cultural hub, linking a set of retail, commercial, and professional services.</p> <p>This project builds on recent Antur Cymru Enterprise projects including pop-up test trading shops and skills programmes.</p> <p>The site occupies a strategic position in the town centre and is one of the key areas where expansion of the commercial offer is possible. Designs could develop a link between Chalybeate St and Great Darkgate St, whilst taking advantage of the building's key position and relationship with town centre routes along Great Darkgate St and Park Avenue.</p>	 Business  Community  High Street  Placemaking  Skills	<p>Foundational - enabling economic activity and business development.</p> <p>Potential for small scale commercial units above retail premises</p> <p>Opportunities for job creation, enterprise, and business.</p>	<p>Flexible spaces for businesses.</p> <p>Markets and pop up test trading shops.</p> <p>Refurbishment and reconfiguration of the existing building.</p> <p>Project support for streetfront and high street improvements.</p>	<p>Small business start-up support.</p> <p>Self-employment, training, volunteering and employment opportunities.</p> <p>Rental income from small scale commercial units.</p>	<p>£1.9m</p> <ul style="list-style-type: none"> Minor demolition of the building including refurbishment of the existing building and permanent pop ups. 	Medium-term	12	Medium			✓	✓	✓	<p>Welsh Government Community Facilities Programme if as a partnership</p> <p>Could be considered as part of the UK Shared Prosperity Fund allocation in Ceredigion as part of Community & Place or Supporting Local Business investment priorities.</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
Supporting Projects															
4. Former Bus Depot	<p>Community enhancement project to improve well-being and provide biodiversity enhancement.</p> <p>Development of the site to have a greater social and civic function, establishing an active outdoor or temporary marketplace with ability to host community events and festivals.</p> <p>Designs could take a landscape approach which links Active Travel routes and forges a relationship with the River Rheidol, Aberystwyth Football Club, Rheidol Railway, and Plascrug Avenue. Hard and soft landscapes could be designed to enhance existing flood defences and mitigate risks.</p> <p>This is directly linked to the 'Gateways & Entrances' project (see no. 1) and the heavy infrastructural changes.</p> <p>There is an opportunity to undertake a feasibility study and masterplan for mixed-use development at the former bus depot and adjacent sites. This could incorporate residential accommodation (subject to flood mitigation and planning constraints taking into account TAN15 advice).</p>	 Active Travel  Business  Community  Environment  Landscape  Placemaking  Skills  Travel & Transport  Well-being	<p>Transformational - significant capital project and programme with potential for significant social value, responding to existing flooding risks.</p>	<p>Infrastructure, civils, and landscape enhancements.</p> <p>Establish outdoor venues for seasonal events and activities.</p> <p>Landscape improvements linked to the River Rheidol.</p> <p>Establish a gateway into the town and provide seasonal visitor infrastructure.</p>	<p>Income from seasonal events and activities.</p> <p>Increase in footfall and secondary spend.</p> <p>Income for car parking and local charges.</p>	<p>£3.0m</p> <ul style="list-style-type: none"> Outdoor venues and seasonal activities including new hardstanding, allowance for pop ups and outdoor furniture. Landscape to link with active travel and flood defence. Including allowance for soft and hard landscaping, flood defence barriers. 	Medium-term	11	Medium			✓	✓	✓	<p>Welsh Government Active Travel Fund</p> <p>Welsh Government and National Lottery Heritage Fund: Local Places for Nature</p> <p>Welsh Government Community Facilities Programme</p> <p>Welsh Government Flood and Coastal Risk Management grants</p> <p>This project could also be considered for the UK Shared Prosperity Fund allocation in Ceredigion as part of Community & Place or Supporting Local Business investment priorities.</p> <p>National Lottery Community Fund: People & Places</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
Supporting Projects															
5. Harbour & Promenade	<p>Enhancements to the harbour and promenade - incorporating a quality food, beverage, and leisure offer linking Aberystwyth Marina and South Beach. This would develop and extend the tourist and visitor offer along Marine Terrace, New Promenade, Marine Terrace, and Y Lanfa.</p> <p>Building on recent investments and other projects along the promenade including Old College. The project would be executed in parallel with planned Active Travel projects along the promenade and the proposed bridge at the harbour (see no. 6)</p> <p>Using the current Old College development as a catalyst, there is an opportunity to convert and utilise other existing assets, including the repurposing of empty or vacant buildings along the promenade (such as Belle Vue Royal Hotel).</p> <p>Consider a scheme to refurbish existing building facades and reinstate architectural features along the seafront.</p>	 Active Travel  Business  Placemaking  Tourism	<p>Foundational - enabling economic activity and enhancing the town's character.</p> <p>Enabling connectivity and improved amenity.</p> <p>Establishing new business and investment opportunities.</p>	<p>Landscape improvements linked to the planned active travel and promenade investment.</p> <p>Refurbishment and enhancement to existing buildings and sites.</p> <p>Project support for seafront improvements.</p>	<p>Improve harbour and promenade as a destination and visitor/resident experience.</p> <p>Improve linkages between businesses and high street.</p> <p>Attract new businesses and diversify/enhance commercial offer.</p> <p>Catalyst for long term investment and conservation of strategic sites.</p> <p>Rental income from commercial units and sites.</p> <p>Income from seasonal events.</p> <p>Fees associated with Planning, s106 and CIL agreements for supporting infrastructure and base services.</p>	<p>£430k</p> <ul style="list-style-type: none"> Allowance for a feasibility study. 	Medium-term	10	Medium	●		✓		✓	<p>Welsh Government Active Travel Fund</p> <p>Welsh Government Small Scale Coastal Infrastructure scheme</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
Supporting Projects															
6. Bridges	<p>A new bridge to the Aberystwyth Marina, as well as a bridge located adjacent to Heol-Y-Bont, should be explored to encourage pedestrian traffic into the town and up to the promenade (see no. 5). This would link Tan Y Bwlch Beach, Penparcau and settlements south of the river. The aim would encourage visitors to use the town as a destination to explore the wider landscape and River Rheidol.</p>	 Active Travel  Environment  Placemaking  Tourism	<p>Foundational - enabling connectivity and improved tourism offer.</p>	<p>Infrastructure, civils, and landscape enhancements.</p>	<p>Improve access to harbour amenity and recreational activity.</p> <p>Income for car parking and local charges.</p> <p>Increase in footfall and secondary spend as destination profile develops.</p>	<p>£5.0m</p> <ul style="list-style-type: none"> New bridge to Aberystwyth marina. New bridge adjacent to Heol y Bont. 	Long-term	7	Medium		✓	✓	✓	<p>Welsh Government Active Travel Fund</p> <p>Welsh Government Brilliant Basics Fund</p> <p>Welsh Government Small Scale Coastal Infrastructure scheme</p>	
7. Educational & Cultural Partnerships	<p>Build on existing relationships with Aberystwyth University, businesses, and third sector organisations to utilise existing assets and repurpose empty or vacant buildings on the High Street or Promenade.</p> <p>Support initiatives which align with skills programmes and vocational learning opportunities.</p> <p>This includes support for cultural projects which celebrate Welsh literature, and the efforts of Welsh language promotion.</p> <p>Incentivise working with civic partners to make best use of existing assets and redevelopment of town centre buildings, interacting with local institutions, businesses and community organisations - including the old BT building and other vacant building stock.</p>	 Business  Community  High Street  Learning  Skills	<p>Transformational - significant capital project and programme with potential for significant social value, responding to learning and skills agenda.</p> <p>Working with key civic partners to develop a programme of redevelopment and reuse.</p>	<p>Refurbishment and reconfiguration of commercial units.</p> <p>Project support for streetfront improvements.</p> <p>Potential for longer-term redevelopment of key strategic sites and empty buildings.</p>	<p>Link with cultural bids and national heritage programmes.</p> <p>Funded partnership working as part of a collaborative model with local institutions and stakeholders.</p> <p>Income from seasonal events and programming.</p> <p>Rental from business units, office, and workshop space.</p>	<p>£310k</p> <ul style="list-style-type: none"> Allowance for a feasibility study. 	Long-term	7	Medium		✓	✓	✓	No obvious sources of external funding	














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
Supporting Projects															
8. Heritage	<p>Investment in heritage and listed buildings, including a scheme to maintain and preserve the identity of Aberystwyth Old Town. Targeted support for alterations or the restoration of St James' Square, the market, shop frontages and commercial facade design - which considers the protection and improvement of the town's character (informed by a specific design tool or planning guidance linked to Aberystwyth Shop Front and Commercial Façade Design Guide).</p> <p>Enhancements to Great Darkgate Street and St James' Square which test pedestrian priority and link with other town centre routes (see no. 2) and the old Post Office (see no. 3).</p>	 Business  Character  High Street  Placemaking  Tourism	<p>Foundational - enabling economic activity and enhancing the town's character.</p> <p>Access to core public transport links and improving the sense of arrival into town.</p>	<p>Refurbishment and reconfiguration of commercial units.</p> <p>Project support for streetfront improvements, restoration, and heritage preservation.</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>Rental income from small scale commercial units.</p>	<p>£3.8m</p> <ul style="list-style-type: none"> Retaining existing listed buildings including maintaining and protecting façade. Enhancement to pedestrian pavements, street furniture, stall areas and shopfronts. Refurbishment and reconfiguration of commercial units. 	Short-term	10	Medium					✓	<p>National Lottery Heritage Fund: Main Grants</p> <p>Architectural Heritage Fund if in partnership with not-for-profit.</p>
9. Alexandra Road	<p>Placemaking enhancements and development of specific urban landscape strategy which addresses the sense of arrival and design of Alexandra Road.</p> <p>Improvements to include the pedestrian priority at key junctions, the relationship with public transport links, and buildings of significance and/or heritage value (such as The Cambrian).</p> <p>This should link with the recent food quarter and development of Welsh School.</p>	 Business  Character  Destination  Placemaking  Travel & Transport	<p>Foundational - enabling economic activity and enhancing the town's character.</p> <p>Access to core public transport links and improving the sense of arrival into town.</p>	<p>Infrastructure, civils, and landscape enhancements.</p> <p>Refurbishment and reconfiguration of commercial units.</p> <p>Project support for streetfront improvements.</p>	<p>Improved 'welcome' to the town from bus and train station.</p> <p>Increase high street footfall, dwell time, and spend at local shops/retail.</p> <p>Improve linkages between existing assets in the public realm.</p> <p>Attract new businesses and diversify/enhance retail offer.</p>	<p>£1.6m</p> <ul style="list-style-type: none"> Refurbishment and reconfiguration of commercial units. Landscape enhancements. New shop fronts. 	Short-term	10	Low		✓			✓	Welsh Government Local Transport Fund

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
Supporting Projects															
10. Waterfront Attraction	<p>Review all waterfront attractions and explore the option of a leisure or spa offer as part of a future lido or tidal pool scheme for outdoor swimming, building on recent investments and other projects along the promenade including Old College (see no. 5).</p> <p>Explore the feasibility of designated swimming areas and a centre for open water swimming</p>	 Business  Character  Destination  Health  Tourism  Placemaking	Transformational - significant capital projects and programmes for developing the seafront as a destination - which enable economic activity and enhance the town's character.	Establish a seasonal visitor infrastructure and attraction.	<p>Increase revenue from waterfront facilities.</p> <p>Venue hire for leisure and business activities.</p> <p>Income from seasonal activity.</p> <p>Fees associated with Planning, s106 and CIL agreements for supporting infrastructure and base services.</p>	<p>£3.1m</p> <ul style="list-style-type: none"> New leisure facility. Outdoor tidal wave pool. Small external spa unit. Small waterfront facilities. 	Long-term	8	Low			✓	✓	✓	<p>Welsh Government/Visit Wales: Wales Tourism Investment Fund</p> <p>This project could also be considered for the UK Shared Prosperity Fund allocation in Ceredigion as part of Community & Place or Supporting Local Business investment priorities.</p>
11. Events & Programming	<p>A coordinated approach to programming events, activities, and festivals across the town would help profile and prioritise investment in the facilities most needed. This should be linked to an effective tourist information campaign and open-source town timetable or diary.</p> <p>An allowance for digital displays and other physical signage in conjunction with town centre enhancements (see no. 2). This could possibly be coordinated between partners and stakeholders as part of a broader marketing and communication strategy.</p>	 Business  Destination  High Street  Placemaking  Travel & Transport	Foundational - enabling economic activity and providing information.	Establish a clear wayfinding, information, and targeted advertisement.	<p>Improve town profile and awareness of activities/ events.</p> <p>Improve linkages and relationships across the town.</p>	<p>£940k</p> <ul style="list-style-type: none"> Wayfinding, digital displays, and advertising boards. 	Short-term	8	Low			✓	✓	✓	No obvious sources of external funding



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. Gateways and entrances
2. Town centre routes
3. Former Post Office

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



1. Gateways and entrances

Reinstate boulevards and points of arrival into the town centre. Identify opportunities for sites that allow this to happen, one significant site to investigate is the former bus depot on Park Avenue.

Enhancements to parking, parks, recreational facilities, and green infrastructure on approach into the town centre at four key routes - including Penparcau Rd, Boulevard De Saint Brieu, Llanbadarn Rd, and Penglais Rd. Incorporate existing and proposed park and ride services, with vehicular and pedestrian wayfinding. This would align the local Active Travel plan, Aberystwyth round walk and nature trail, as well as town centre green corridors proposed in the Green Infrastructure Action Plan.

Improvements to address traffic flow and congestion in the town centre. Explore the potential to re-route the arterial trunk road to alleviate pressure of the A487 along North Parade and Alexandra Road. Allow for greater pedestrian priority in the town centre to increase dwell time and visitor experience.

2. Town centre routes

Enhancements to core axis points within the town centre linking commercial activity along Great Darkgate St, Pier St, and Terrace Rd. Improve the urban realm surrounding the market in the old quarter and introduce pockets of civic space along Great Darkgate St.

Explore options for pedestrian priority in the town centre and key routes. This includes a period of testing and consultation to ensure an effective design for the urban realm is developed with businesses and residents.

Retain and refurbish original shopfronts and other architectural features. Introduce an investment programme for traditional shopfronts at the heart of the original commercial area - Great Darkgate Street, Bridge Street and Pier Street - which are mediaeval in origin.

Improvements in retail provision and the repurposing of existing units which will cater more effectively for both residents and tourists that visit the town.

Town centre routes link with the proposed green corridors presented within the GBI network.

3. Former Post Office

Development of the former Post Office and sorting offices into commercial premises for a mix of retail, small business, office space, and start-up enterprises. This could take the form of a creative or cultural hub, linking a set of retail, commercial, and professional services.

This project builds on recent Antur Cymru Enterprise projects including pop-up test trading shops and skills programmes.

The site occupies a strategic position in the town centre and is one of the key areas where expansion of the commercial offer is possible. Designs could develop a link between Chalybeate St and Great Darkgate St, whilst taking advantage of the building's key position and relationship with town centre routes along Great Darkgate St and Park Avenue.

Aberystwyth

A place where business is proud to be local.



Regeneration Strategy

5. Key Projects

5.2 Key project: Gateways & Entrances



- Environment
- Travel & Transport
- Placemaking
- Well-being

5.2.1 Vision

Establishing the town centre as a destination by enhancing key entrance routes, and connections between existing assets to improve resident and visitor experience.

5.2.2 Description

Current entrance routes, especially vehicular access, have the potential to enhance and promote points of arrival. Existing vacant or unused sites provide opportunity to enable this to happen, particularly the former bus depot on Park Avenue (see no.4 supporting project in table). These principal routes into the town centre provide improvements to visitor experience, reinstating landscape-rich boulevards which would have a positive effect on health and well-being.

Aberystwyth is located on a number of significant transport routes, including the strategically important trunk roads of the A44 and A487. Though movement of tourist, public transport and freight traffic is important for Aberystwyth as a regional hub, a review of highway access throughout Aberystwyth is required; placing emphasis on establishing a coherent sense of place and clear connections from one part of the town to another. A focus on Green Infrastructure will subsequently provide extensive well-being and placemaking enhancements and align with other plans and policy.

Under the 'Active Travel (Wales) Act, 2013', Aberystwyth is designated as an Active Travel Town and has benefitted from recent improvements in active travel routes in the form of shared and multi-use paths for cycling and walking. Further sustainable transport improvements, including the rail and bus interchanges, make Aberystwyth an ideal location to maximise the benefits of sustainable travel options.

This project should include enhancements to parking, green spaces, recreational facilities, and green infrastructure along four key routes into the town centre - including Penparcau Rd, Boulevard De Saint

Brieuc, Llanbadarn Rd, and Penglais Rd. There is the potential to incorporate existing and proposed park and ride services, with clear vehicular and pedestrian wayfinding. This would align the local Active Travel plan, Aberystwyth round walk and nature trail, as well as town centre green corridors proposed as part of the Green Infrastructure Action Plan.

Rerouting the arterial trunk road would alleviate the current pressure of the A487 through North Parade and Alexandra Road. Improvements to address traffic flow and congestion could be explored further to enable greater pedestrian priority in the town centre to assist in increasing dwell time and visitor experience.

5.2.3 Timeline

This proposal encompasses a series of longer-term changes linked to other plans and policies. It will take time to plan and incorporate these changes, but the regeneration potential should be intrinsically linked with wider placemaking, well-being and sustainable transport visions across the town.

5.2.4 Engagement

A number of key stakeholders including education, residential, business, retail, and leisure representatives, should be brought together, as well as undertaking community public engagement, during the initial planning stage to give users a voice and opportunity to influence decisions affecting their locale.

5.2.5 Partners

Establishing an open dialogue between private landowners, local community stakeholders, and the local authority would allow a mutually beneficial masterplan and vision to be established. This scheme will require extensive collaboration and cooperation between highways and environmental services specialists, with ongoing input from Transport for Wales, National Rail, and other national organisations.



Key entrance routes

1. Train station and bus interchange, Alexandra Rd
2. The Rheidol Cycleway
3. Penglais Rd, A487

Regeneration Strategy

5. Key Projects

5.2.6 Economic & social assessment

In relation to economic impact, the Gateways and Entrances project has been scored as follows:

Gateways & Entrances	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	1
Total	10

This project will have some potential to increase footfall but will potentially increase dwell time significantly. It could improve the values of land further away from the seafront by enabling leisure and retail opportunities further into town. The scheme has high potential to improve access to the heritage elements throughout the time and celebrate the character of the town.

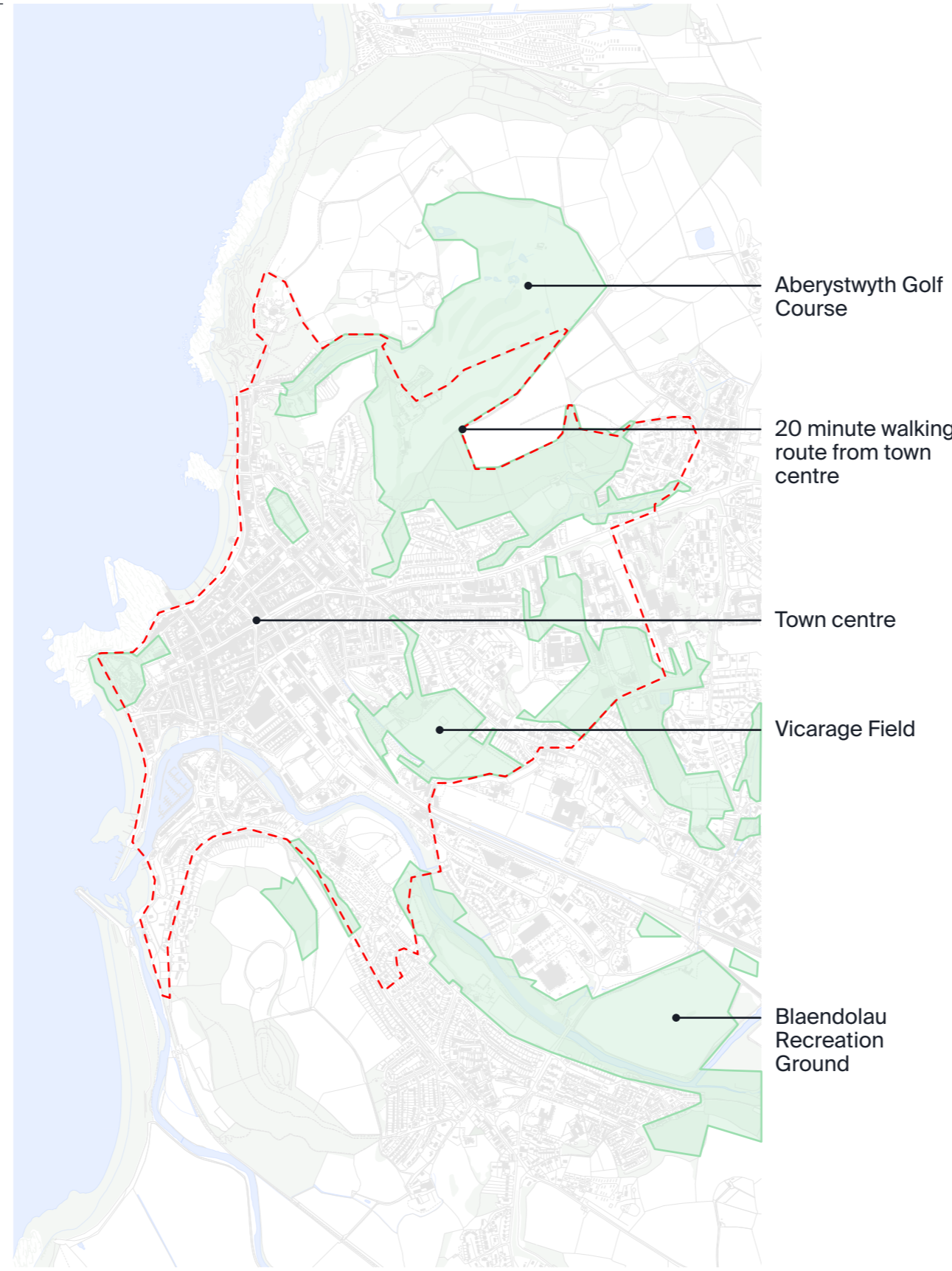
The Social Value outcomes the work is likely to meet are:

- More opportunities for local business and MSMEs (Micro, Small and Medium Enterprises)
- Creating a healthier community
- Improving staff wellbeing
- Air Pollution is reduced
- Carbon Emissions are reduced
- Green spaces and biodiversity are protected and enhanced
- Safeguarding the environment

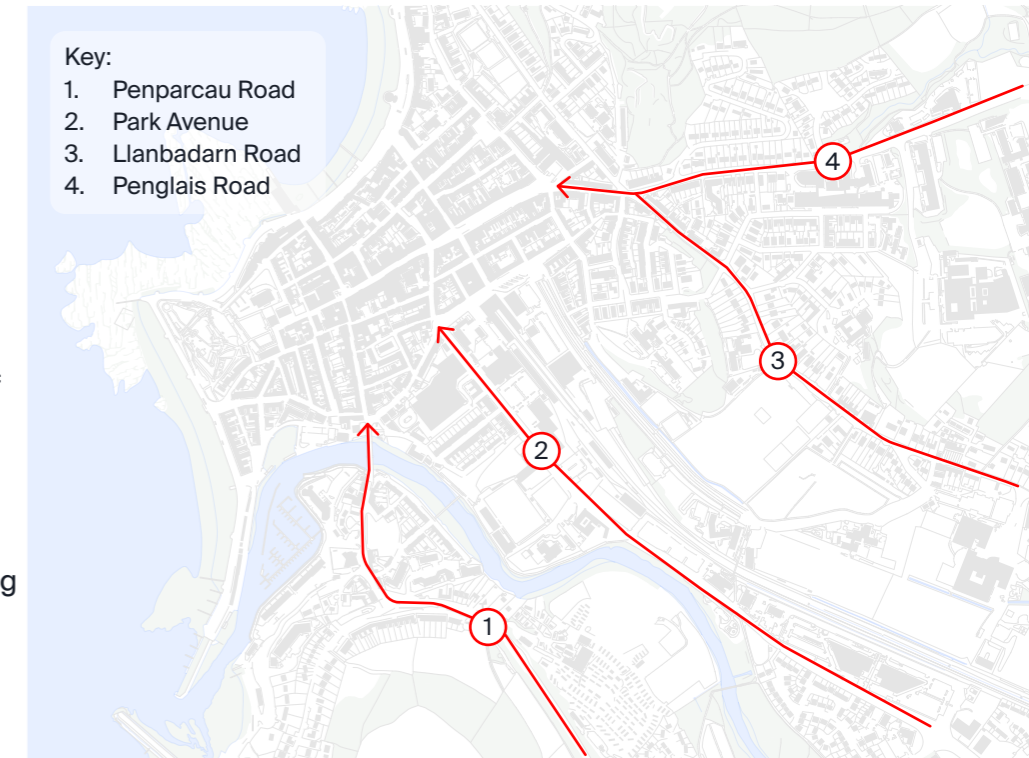
5.2.7 Funding and investment

Given that this is largely an infrastructure project delivering secondary benefits, it will be difficult to identify a wide range of funders. Welsh Government Active Travel Fund and Welsh Government Local Transport Fund will most likely form the bulk of the funding that is available.

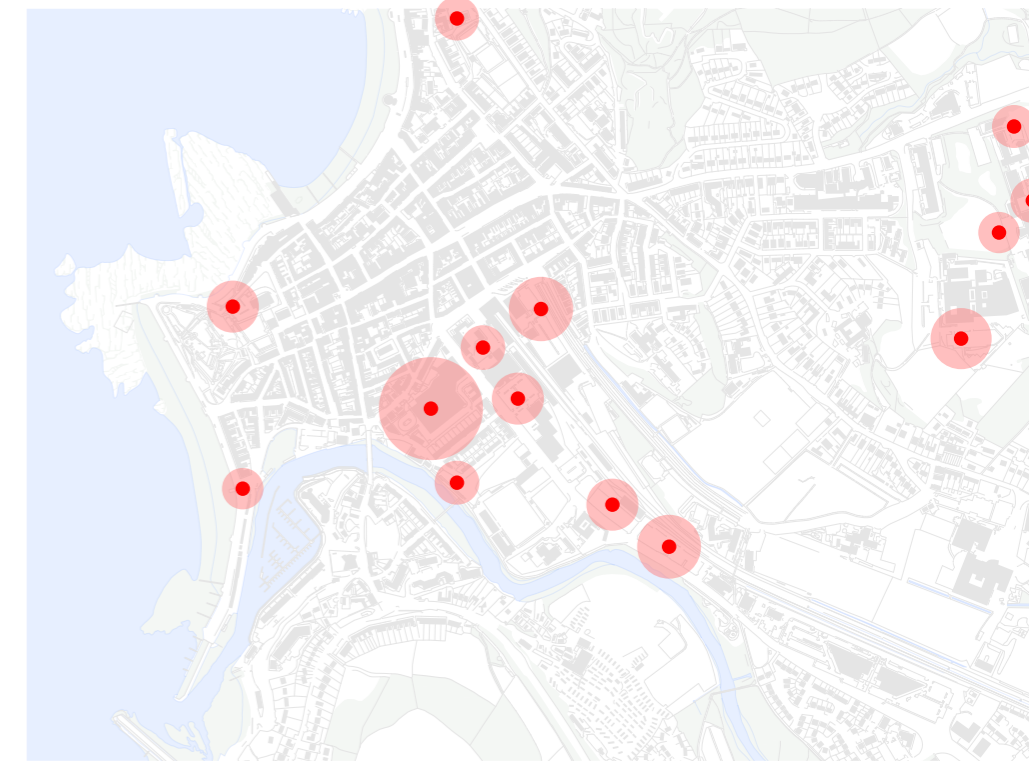
There are some more appealing elements in the project that could attract support for access to nature. Potential sources of funding for these elements could include Welsh Government and National Lottery Heritage Fund (NHLF): Local Places for Nature as well as potentially meeting the objectives of the NLHF main grants programme.



20 minute walking route



Entrance routes



Parking provision

Regeneration Strategy

5. Key Projects

5.2.8 Sustainability and resilience

This transformational project provides an opportunity to unlock other key developments and has the potential to support the local economy and wider community by linking key zones and assets across the town.



Gateways and entrance routes

Reinstate boulevards and points of arrival into the town centre.

Aberystwyth

The cultural capital of Wales.



Regeneration Strategy

5. Key Projects

5.3 Key project: Town centre routes



- Character
- High Street
- Placemaking
- Travel & Transport

5.3.1 Vision

Improving public health, well-being, and economy through the enhancement of core axis points within the town centre.

5.3.2 Description

Building on the 'Gateways and Entrances' key project, enhancements should be made to core axis points within the town centre linking commercial activity along Great Darkgate St, Pier St, and Terrace Rd. Improvements to the urban realm surrounding the market in the old quarter and the introduction of pockets of civic space along Great Darkgate St would assist in establishing designated pedestrian zones within the town centre.

This project has the potential to link town centre routes with the proposed green corridors presented within the Green and Blue Infrastructure vision, focusing on:

- Train station to the waterfront, and;
- North Parade to South Beach.

Future placemaking considerations will need to look at how best to access the town centre, and options for pedestrian priority with closer scrutiny. This project, coupled with proposed Green Infrastructure improvements, streetfront enhancements, and ambition to increase the civic space offer, would make Aberystwyth a sustainable and attractive place to live and work.

5.3.3 Timeline

In the interim, a period of testing and public consultation should be undertaken to ensure an effective design for the urban realm is developed in partnership with businesses, residents, and other key stakeholders.

5.3.4 Engagement

Key stakeholders, including those outside the immediate town centre and the general public, should be invited to participate in workshops which map and visualise the future town centre axis routes. It would present an opportunity to consider how leisure, enterprise, and civic offers can be sustained and supported through the town centre environment.

5.3.5 Partners

Inclusive and open discussions should be held between local stakeholders and the local authority to develop streetscape options that achieve a broader masterplan vision.

5.3.6 Economic & social assessment

In relation to economic impact, the Town Centre Routes project has been scored as follows:

Town Centre Routes	EI value
Job creation	2
Increase in footfall	3
Increase in dwell time	3
Increase in visitors from outside local area	2
Increase land value	2
Total	12

Townscape refurbishments and improving retail facilities will have a direct economic impact, increasing footfall and dwell time, and some consequent potential to increase property and land values. These changes have potential to support the repurposing of retail for community use and other leisure pursuits, diversifying the town's economy and driving non-retail businesses.

The Social Value outcomes the work is likely to meet 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)
- Carbon Emissions are reduced
- Air Pollution is reduced
- Creating a healthier community
- Improving staff wellbeing



Town centre routes

1. Roundabout at Chalybeate St, Alexandra Rd, and Park Avenue
2. North Parade
3. Pier St entering Marine Terrace

Regeneration Strategy

5. Key Projects

5.3.7 Funding and investment

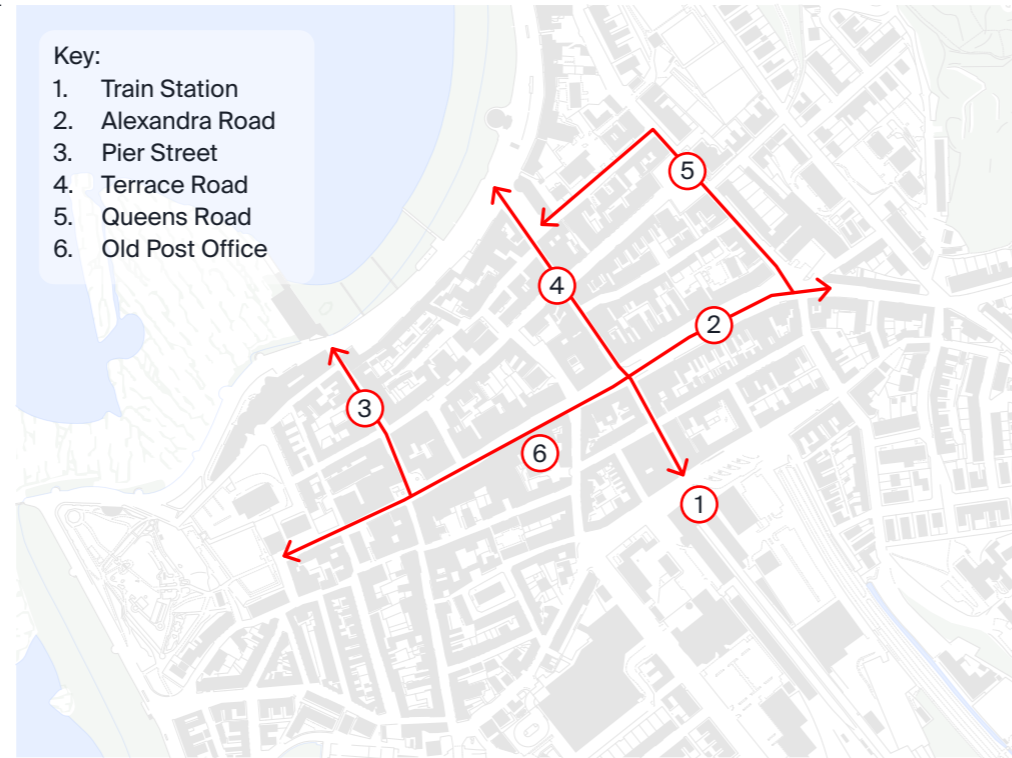
As with the Gateways and Entrances project, this is largely an infrastructure project delivering secondary benefits and it will be difficult to identify a wide range of funders.

There are some more appealing elements in the project that could attract support for access to nature. Potential sources of funding for these elements could include Welsh Government and National Lottery Heritage Fund: Local Places for Nature as well as potentially meeting the objectives of the NLHF main grants programme.

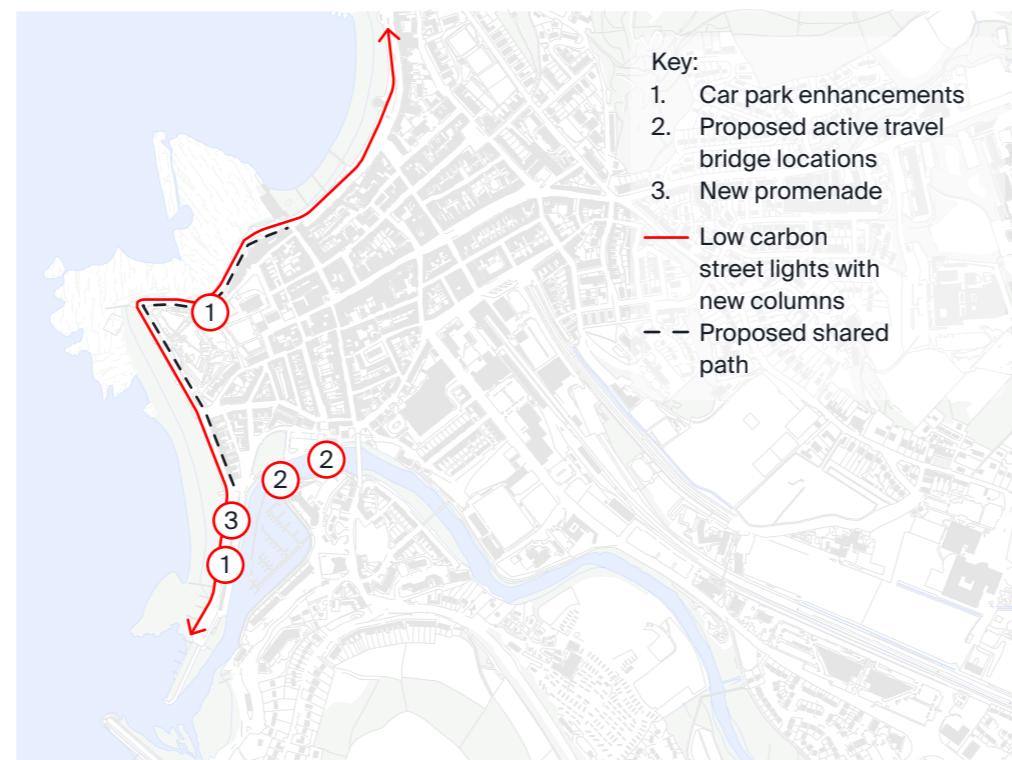
It could be considered as part of the UKSPF allocation in Ceredigion as part of Community and Place or Supporting Local Business investment priorities.

5.3.8 Sustainability and resilience

Through the enhancement of the relationship between areas of commercial activity, the project offers the opportunity to support the local economy by highlighting destination zones, introducing clusters of civic space and consequently increasing dwell time.



Town centre routes



Promenade and active travel improvements as proposed by Ceredigion County Council.



Pier Street leading from Great Darkgate Street to the promenade.

Regeneration Strategy

5. Key Projects



Town centre routes

Improvements to the urban realm. The vision shows pedestrian priority in the town centre.

Aberystwyth

The connection between townscape and seascape.



Regeneration Strategy

5. Key Projects

5.4 Key project: Old Post Office



- Business
- Community
- High Street
- Placemaking
- Skills

5.4.1 Vision

Creating training, volunteering and employment opportunities through the establishment of a creative and cultural hub.

5.4.2 Description

The former post office site provides an opportunity to link a set of retail, commercial, and professional services. Building on recent Antur Cymru Enterprise projects, including test trading shops and skills programmes, this commercial development would support the local community and economy through the provision of:

- Retail
- Small business
- Office space
- Start-up enterprises

The site occupies a strategic position in the town centre and is one of the key areas where expansion of the commercial offer is possible. Expanding on existing and proposed green infrastructure and active travel routes throughout the town, there is other potential to develop a clear link between Chalybeate St and Great Darkgate St, and take advantage of the building's key position and relationship with town centre corridors along Great Darkgate St and Park Avenue. This would enhance links within the town centre and strengthen the town centre's destination offer.

A Grade II Listed Building, the old post office should be restored and conserved in an appropriate manner, preserving its cultural and social heritage and significant street facade. Such investment would enable the site to be more flexible in its current usage and contribute to the needs of future generations.

5.4.3 Timeline

Expanding on the current test bed of pop-ups and skill shares, in the short-term the community enterprise can be enhanced through the renovation of the building and series of improvements. In the medium-term, landscape and streetscape works would enable the site to become a link between key town centre routes sequentially providing an opportunity to review the design of the former service yard and rear access.

5.4.4 Engagement

A steering group, composed of individuals and organisations whose diverse interests, resources and skills clearly align with the project aims, should be brought together to establish next steps. It could present an opportunity for considering how creative and cultural community offers can be sustained and supported through the redevelopment of this site. There would be benefit in linking the creative and cultural agenda with the Aberystwyth Arts Centre, and local education partners.

5.4.5 Partners

This proposal could be developed through a steering group, comprising local stakeholders, alongside the local authority.

5.4.6 Economic & social assessment

In relation to economic impact, the Old Post Office project has been scored as follows:

Old Post Office	EI value
Job creation	3
Increase in footfall	2
Increase in dwell time	2
Increase in visitors from outside local area	2
Increase land value	3
Total	12

This is a highly commercial project with significant potential for job creation by creating interesting new retail spaces. The notion of creating critical mass of compatible enterprises can significantly increase dwell time as well as new opportunities for existing businesses, creative and community enterprises that can bring new visitors to the town.



Old Post Office site

1. Chalybeate St
2. Facade of the former Post Office
3. Great Darkgate Street

Regeneration Strategy

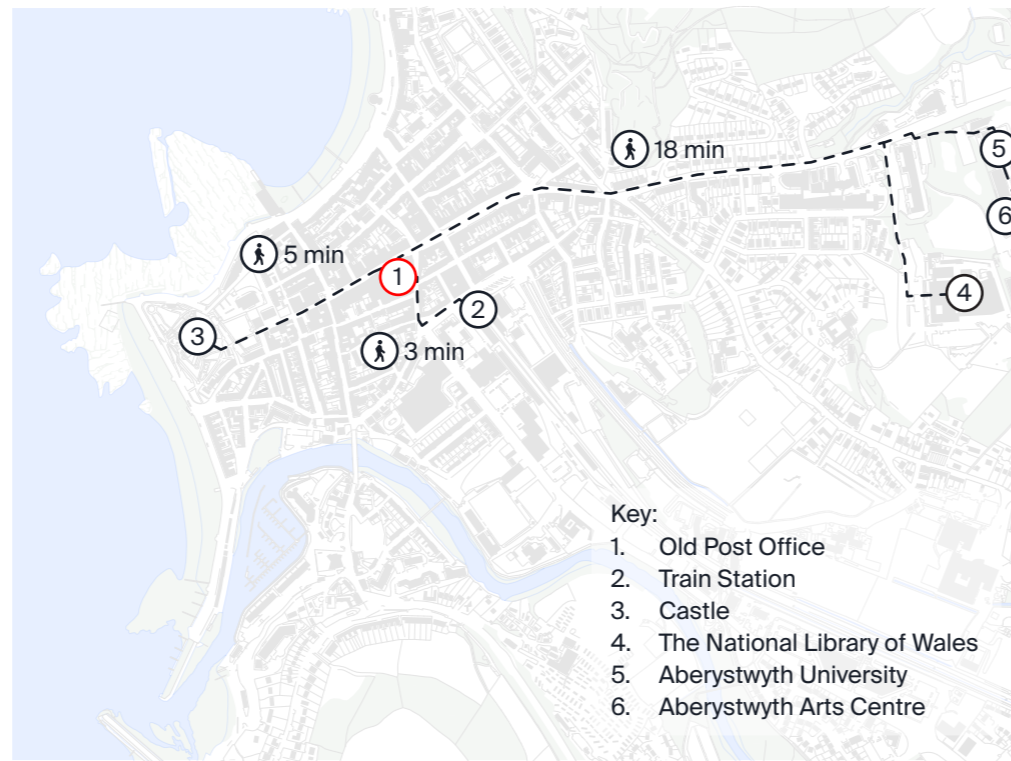
5. Key Projects

The Social Value outcomes the work is likely to meet 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

5.4.7 Funding and investment

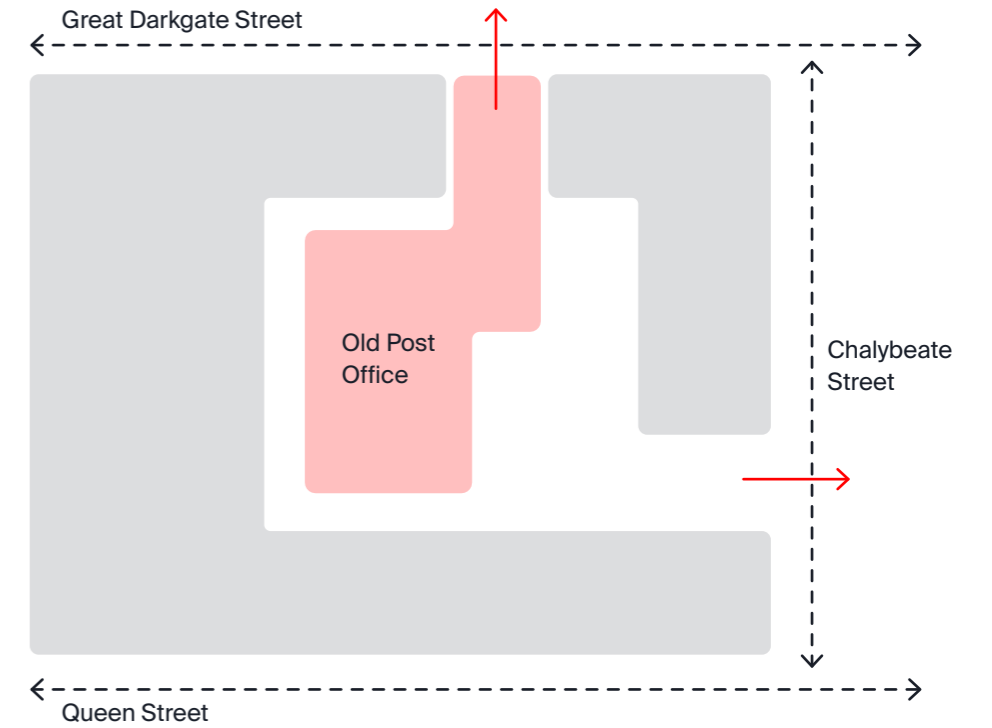
Given the commercial use of the renovated building, there will be a narrow prospect pool for funding. However the funds that this project could appeal to are potentially quite significant. Potential sources of funding could include the Welsh Government Community Facilities Programme if the project is run as a partnership with a community organisation for all or some of the building. If there was significant third sector involvement then there could also be a chance of some trusts and foundations support for revenue activities once up and running.



Town relationships



Building use



Old post office relationships



View from junction of Great Darkgate Street and Pier Street

Regeneration Strategy

5. Key Projects



Development of the old Post Office

A creative or cultural hub linking Chalybeate St and Great Darkgate St. The vision shows the ground floor of the old Post Office inhabited by market stalls.



30

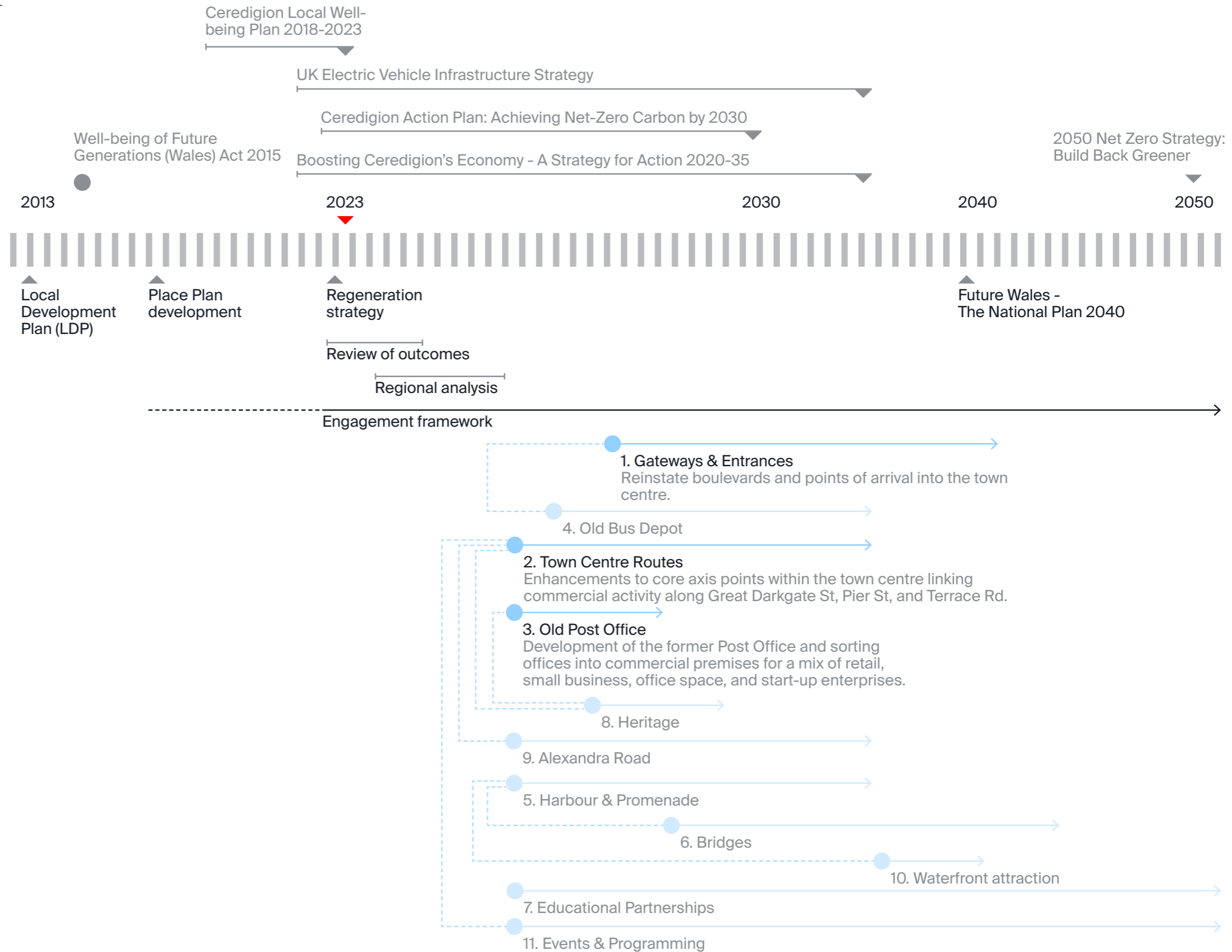
Regeneration Strategy

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.



Parc Kronberg

Skatepark located on Boulevard de Saint Brieuc.

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.

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6. Outcomes

6.3 Engagement Framework

Having identified key projects, the following 'next steps' are recommended. Returning again to the cycle of asset-based engagement established on appreciative inquiry principles, will help identify key stakeholders and initiate a stakeholder steering group. These next steps include: envisaging 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 projects. 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, Nov 2022.



Regeneration Strategy

Aberystwyth 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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