

# Lampeter Regeneration Strategy



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 Lampeter 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 Lampeter 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 Lampeter

A welcoming, inclusive, and accessible university town showcasing regional food and agricultural practices.



Location map

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

# Regeneration Strategy

## ii. Contents

---

i. Executive Summary	
ii. Contents	
1. Overview	01
1.1 Approach	
1.2 Summary	
1.3 Methodology	
1.4 Engagement	
1.5 Process	
2. Regional Context	03
2.1 Ceredigion	
2.2 Rural towns	
2.3 Regeneration objectives	
3. Background	07
3.1 Local context	
3.2 Heritage	
3.3 Demographics	
3.4 National priorities	
3.5 Funding overview	
3.6 Core themes	
4. Town Regeneration	13
4.1 Vision	
4.2 Stakeholder feedback	
4.3 Analysis	
4.4 Economic impact and social value	
4.5 Regeneration plan	
4.6 Targeted interventions	
5. Key Projects	27
5.1 Key regeneration plan	
5.2 High street and back streets	
5.3 UWTSD access	
5.4 Repurpose and regenerate	
6. Outcomes	41
6.1 Timeline	
6.2 Recommendations	
6.3 Engagement framework	

# 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 Lampeter 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 Lampeter, 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. Lampeter Football Club







N Box

LLOYD JEWELLERS

COFFEE SHOP

get connected

get connected

SAMSUNG

Latest handsets in-store



# 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 (UWTSD).



Ceredigion landscapes

1. Llandysul mountains
2. Aberystwyth seas



# Regeneration Strategy

## 2. Regional Context

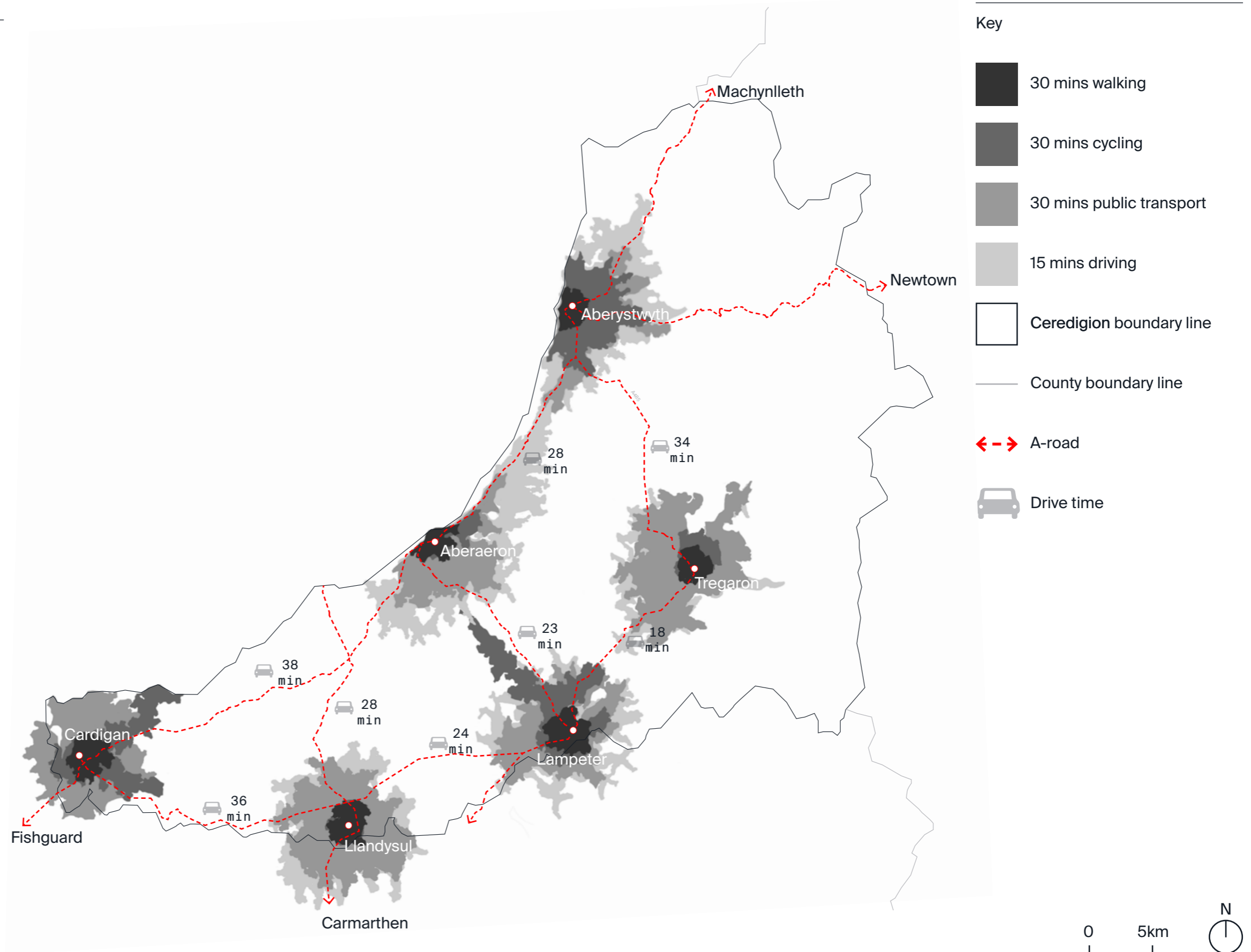
### 2.2 Rural towns

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

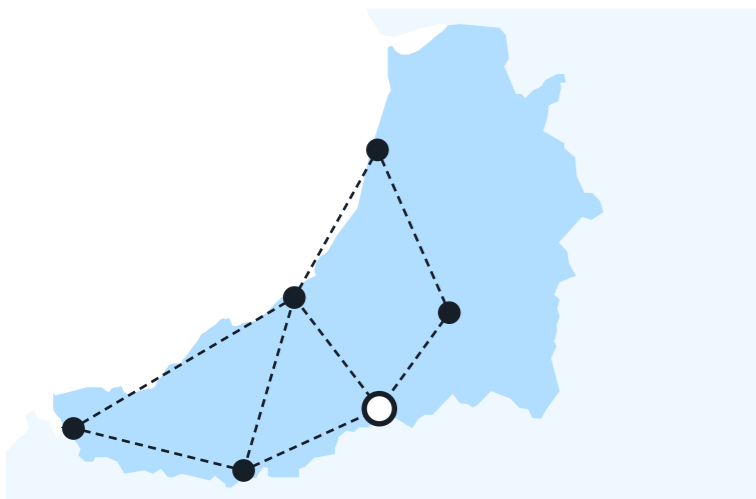
Ceredigion's size and location within its national context means that there are several challenges for its growing economy. Nonetheless, Ceredigion's strategic position provides a number of opportunities to change, grow and adapt to a sustainable and vibrant economic future.

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 Lampeter.

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 Lampeter within the Teifi Valley Regional Growth Area, cementing its place as a settlement of regional importance within Ceredigion and Mid Wales. Lampeter has a range of public and private sector employment opportunities and hosts various institutions and facilities including the UWTSU campus, care homes, a museum, a through school (ages 3-19), the Welsh Quilt Centre, and Pont Steffan Business Park.

Situated in the south-east of Ceredigion in the valley of the River Teifi, Lampeter is a historic university town. It serves a large geographical area, including parts of Carmarthenshire, occupying a rural setting surrounded by gentle hills and valleys. To support this regional role, Lampeter was allocated a housing growth figure of 231 dwellings in the current 'Local Development Plan' (LDP). Housing delivery has been slower than the LDP trajectory expected.

### 3.2 Heritage

Lampeter is a traditional market and university town. Historically, Lampeter was located on a droving route, hosting an array of craft and livestock fairs. St David's campus, now UWTSU, utilised the remains of a Norman castle on the bank of the River Teifi as its foundations. The university campus has dominated the development of the town since being founded in 1822. The university's royal charter is the oldest in Wales. In 2022, it celebrated its bicentenary commemorating 200 years of higher education.

A Conservation Area encompasses a large part of Lampeter's town centre within which a number of Listed Buildings are located including Harford Square and the original university buildings.



River Dulas

Tributary of the River Teifi.



# Regeneration Strategy

## 3. Background

### 3.3 Demographics

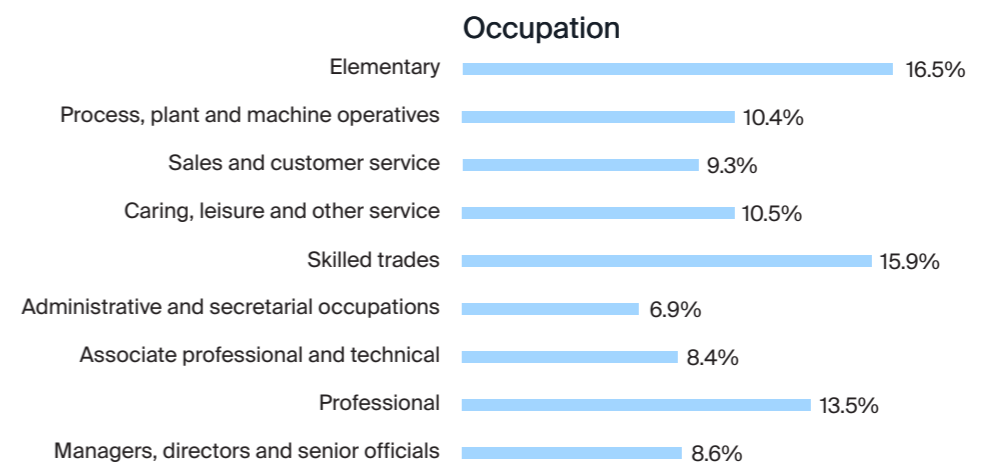
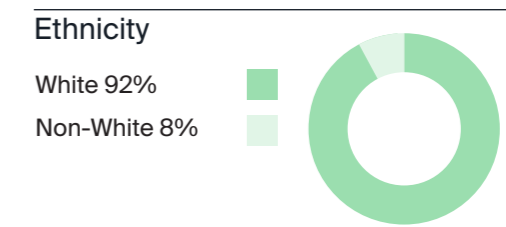
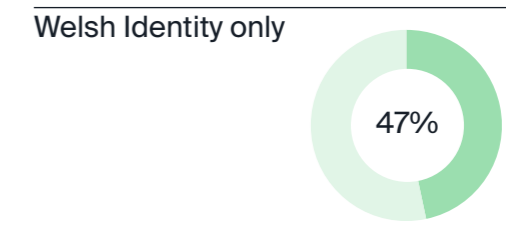
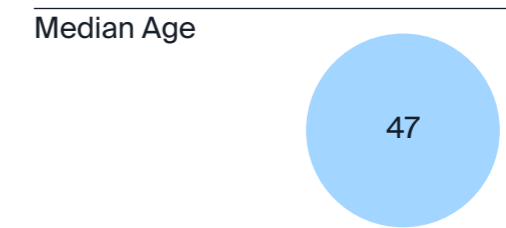
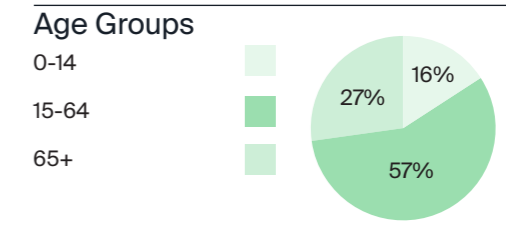
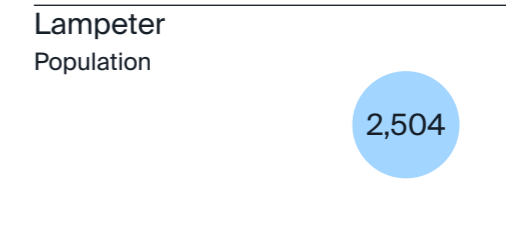
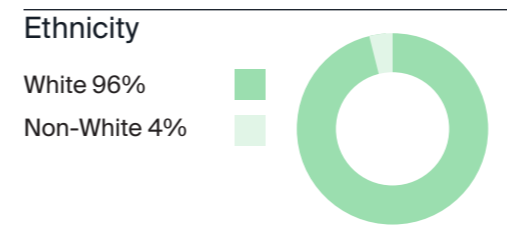
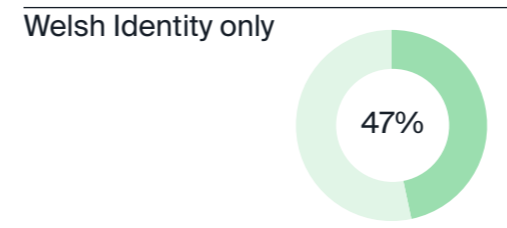
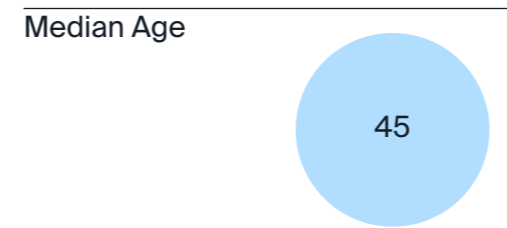
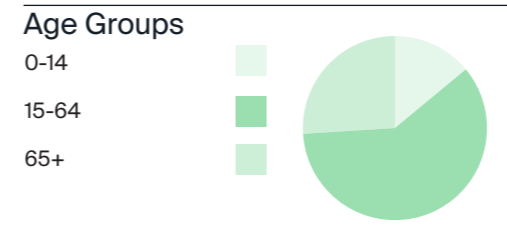
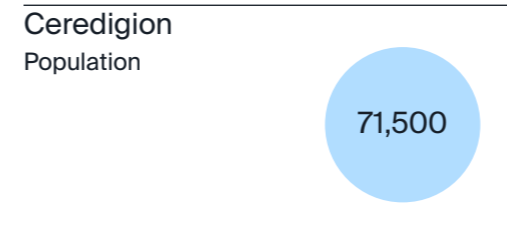
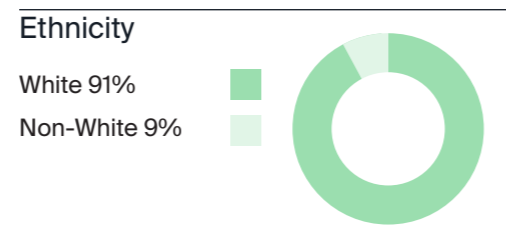
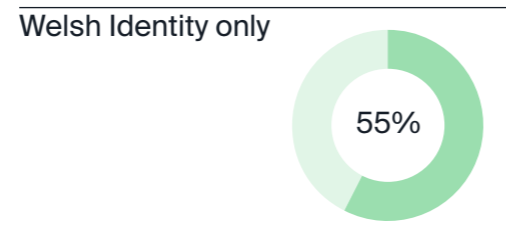
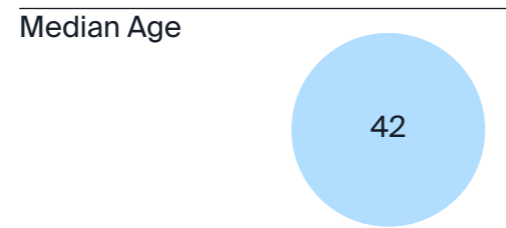
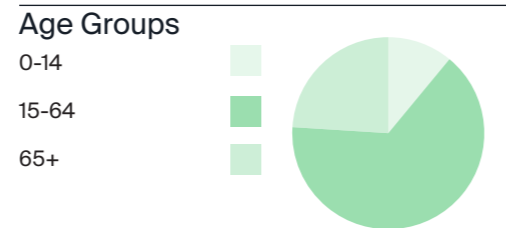
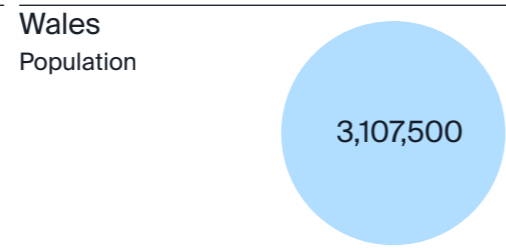
The Welsh Index of Multiple Deprivation 2019, the official measure of relative deprivation, ranks small areas in Wales from 1 (most deprived) to 1,909 (least deprived). Lampeter is covered by two areas, ranking 1360 and 843. Whilst one area sits within the 50% least deprived areas in Wales, the other falls within the 30 to 50% most deprived.

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, Lampeter's population has significantly declined by 58%, now 2,504 compared to 5,896 in 2011. The large discrepancy in population numbers may be due to the time of year when the census was taken as the town receives a large influx of students annually during the teaching term.

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 Statement makes the following judgement:

“The town of Lampeter is adept at managing population change as it is used to accommodating the annual influx of students. The impact of the additional growth on the community and Welsh language is therefore likely to be minimal and there is no general need to control the rate at which development comes forward.”

Lampeter, with 55% of its population Welsh-speakers, has seen an 8.1% increase in Welsh language fluency since the 2011 census.





# 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 countywide 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



UWTSD

River Dulas flowing through the university campus.

### 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. Proposed targeted interventions, which fall under one or more of these themes, similarly link to national and local policy as part of their key aims and objectives.

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



#### 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.



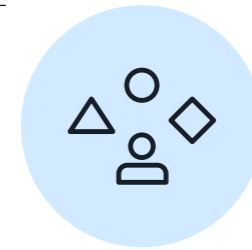
#### Business

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.



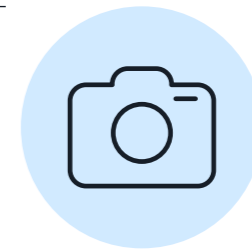
#### Character

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



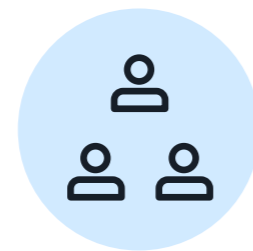
#### High street

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 Lampeter

A welcoming, inclusive, and accessible university town showcasing regional food and agricultural practices.





# Regeneration Strategy

## 4. Town Regeneration

### 4.1 Vision

Lampeter is centrally located between Ceredigion's other five main towns of Aberaeron, Aberystwyth, Cardigan, Llandysul, and Tregaron. Within close proximity of the Ceredigion and Carmarthenshire county border, Lampeter has a large catchment area. Situated in a bucolic valley with the confluence of the River Dulas with the River Teifi, flood risk is an increasing concern for local business and residents. Opportunity to improve health and well-being are intrinsically linked to green infrastructure and biodiversity enhancements. Therefore landscape strategies which offer opportunities for enhanced flood mitigation are a strategic priority underpinning regeneration options.

Emphasis within this regeneration strategy is placed on developing strong working partnerships and a civic network centred around the university and other existing town assets. This will offer the local authority, and other institutions in the local area, an opportunity to focus their civic activity based on the needs of the local community and engage with residents accordingly.

Initiatives like Canolfan Tir Glas, a project focused on food and hospitality, present a new vision for Lampeter. These could stimulate and accelerate economic, social and cultural activity across the town and surrounding area. UWTSO "want to see a confident community full of ideas, a community ready to venture, a community ready to change and adapt where necessary", and this vision will be largely dependent on local, regional, and national support.

Undoubtedly, Lampeter has a range of natural assets providing a focus on agriculture, farming, and rural Welsh heritage in the surrounding landscape. Supporting a healthy and sustainable community is at the heart of this strategy, presenting opportunities to build resilience and develop a vibrant town for people to live, work, study, and visit.



- ① University of Wales Trinity Saint David
- ② Lampeter Leisure Centre
- ③ Lampeter Rugby Football Club
- ④ Harford Square

### Regeneration vision

Key areas addressed within the regeneration strategy.



# Regeneration Strategy

## 4. Town Regeneration

### 4.2 Stakeholder feedback

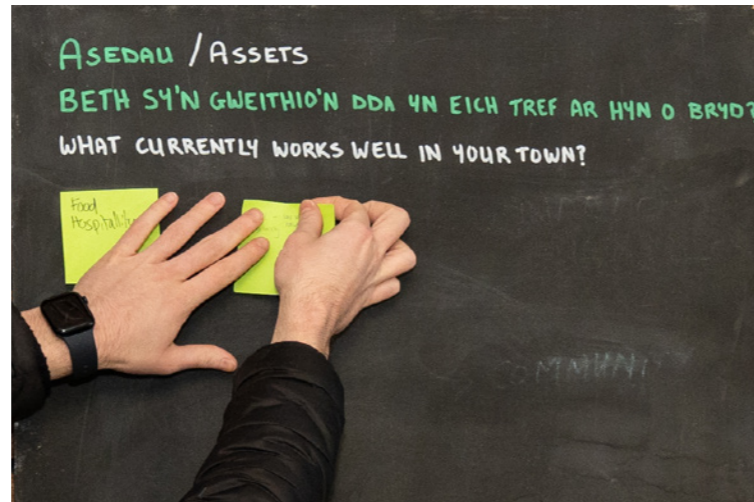
The regeneration plan has emerged from conversations with local authorities, residents and an engagement workshop with key stakeholders. Based on the outcomes, the strategy sets out a series of key targeted interventions and supporting projects with recommendations for implementing these items.

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 Lampeter could look like in 5, 10, and 20 years time. Through mapping, community members identified targeted interventions within the town.

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



Stakeholder engagement

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

#### Vision

"Sustainable capital of Wales - slow food movement"

#### Vision

"Giving people a reason to return"



#### Economic

"Collaboration, partnerships, and entrepreneurs"

#### Intervention

"Introduce signage, establish a town brand, and market uniqueness!"

#### Intervention

"Repurpose empty shops for retail and services"

#### Economic

"Developing a circular economy"

#### Intervention

"Establish a central, accessible area"

#### Vision

"A vibrant centre for small businesses supported by high quality places for food"



# 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

Lampeter's town centre has developed around Harford Square, where the main county roads merge. The town centre offers a wide range of independent retailers and national multiples with opportunity for further investment due to the large number of vacant units. Currently, the Sainsbury's supermarket is a key draw for surrounding settlements and stimulates other activity within the town centre.

In terms of Lampeter's retail capacity and town centre health, recent studies show it is currently trading below capacity. Within the 'Southwest Wales Regional Retail Study (2017)', Lampeter town centre is recognised as a secondary retail centre to Aberystwyth and has the potential to be positioned alongside similar performing centres such as Cardigan.

Riverine, surface run-off flooding and risk of reservoir flooding is an additional constraint; the southern end, and east and west flanks of Lampeter fall within the flood zone. Previous regeneration plans for Lampeter have identified the need for flood management, or defence schemes, in order to protect the area near the Co-op supermarket just north of the Teifi near its confluence with the River Dulas. Careful consideration is needed in order to limit the consequences of flooding in Lampeter in the future. Additionally, falling within the Teifi Catchment area, planning within Lampeter is currently constrained due to phosphate compliance.

Taking the above into consideration, the high street, repurposing and regenerating existing assets, and river connections are the rational focus areas for the regeneration strategy.



### Key sites

There are a number of planning constraints within Lampeter, including flooding and phosphate regulations, and out-migration.



# Regeneration Strategy

## 4. Town Regeneration

### 4.3.2 UWTSD and the town centre

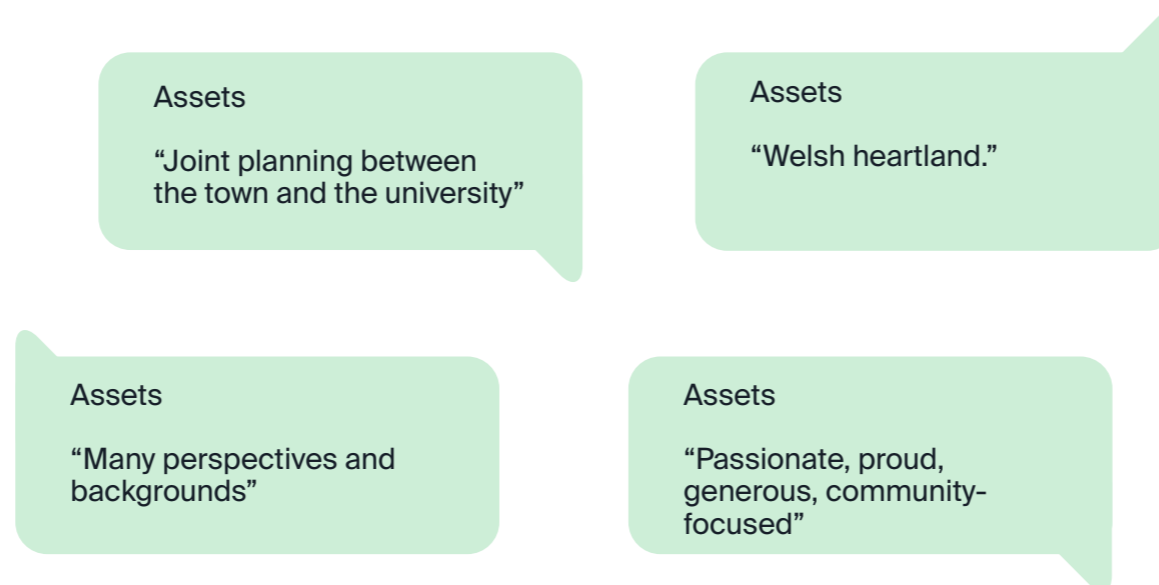
Lampeter has roots as both a market town and university town. There is potential to strengthen the physical relationship between the town and UWTSD, whilst increasing awareness.

Designated as an Active Travel Town, the 'Active Travel (Wales) Act 2013' identifies several schemes for Lampeter, over the short, medium and long term, one of which includes upgrading the Right of Way footpath which connects the town with the university to improve accessibility.

Additionally, Ceredigion's 'Green Infrastructure Assessment' highlights opportunities to open up the disused railway for recreational use by the public and improving access to core ecological assets.



Lampeter: University connection



UWTSD

Potential to increase porosity between the town centre and university campus.



# Regeneration Strategy

## 4. Town Regeneration

### 4.3.3 Droving heritage

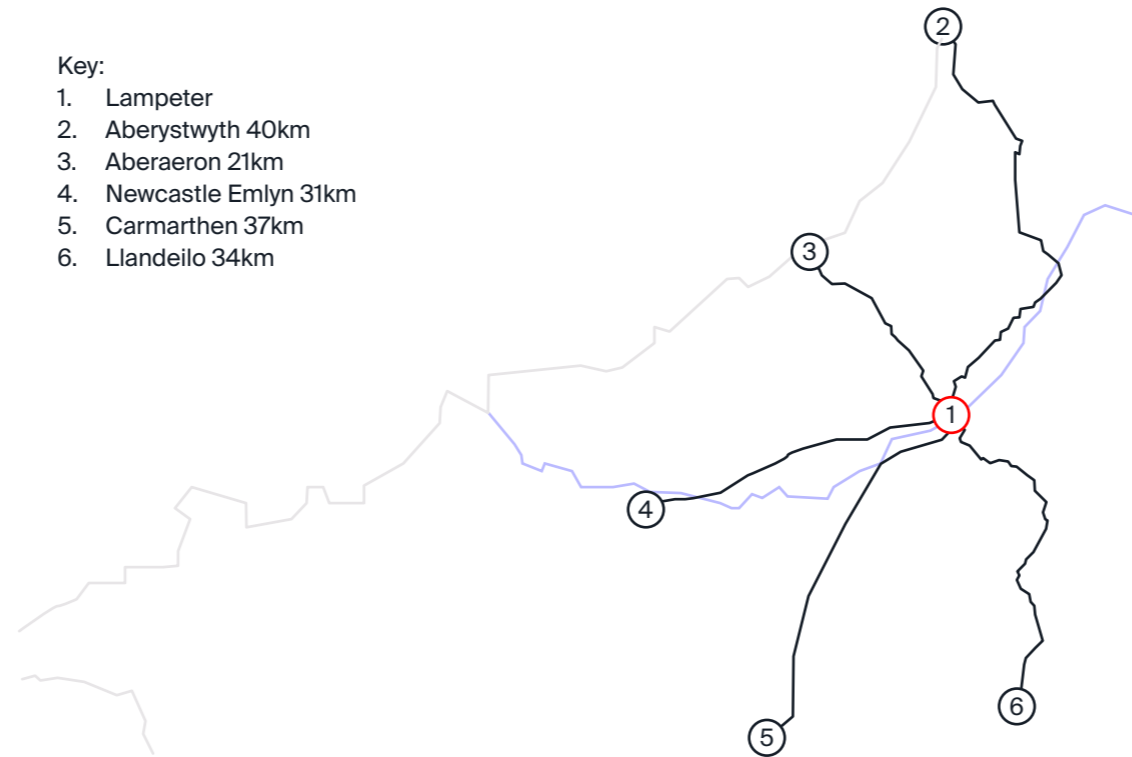
There are three key routes into the town centre which converge at Harford Square. The wide high street historically hosted numerous events, including horse fairs. Lampeter's strategic location on a key drover's route has meant that many rural crafts have taken place in the town.

Situated near the border of Ceredigion and Carmarthenshire, Lampeter town centre is a key axis point between Ceredigion's main towns, Carmarthen and other parts of South Wales. The main retail provision is located along these through-routes to the north, west, and south-east.



Key:

- 1. Lampeter
- 2. Aberystwyth 40km
- 3. Aberaeron 21km
- 4. Newcastle Emlyn 31km
- 5. Carmarthen 37km
- 6. Llandeilo 34km



Key routes to and within Lampeter



Harford square

Convergence of the three primary roads into Lampeter town centre.



# Regeneration Strategy

## 4. Town Regeneration

### 4.3.4 High Street

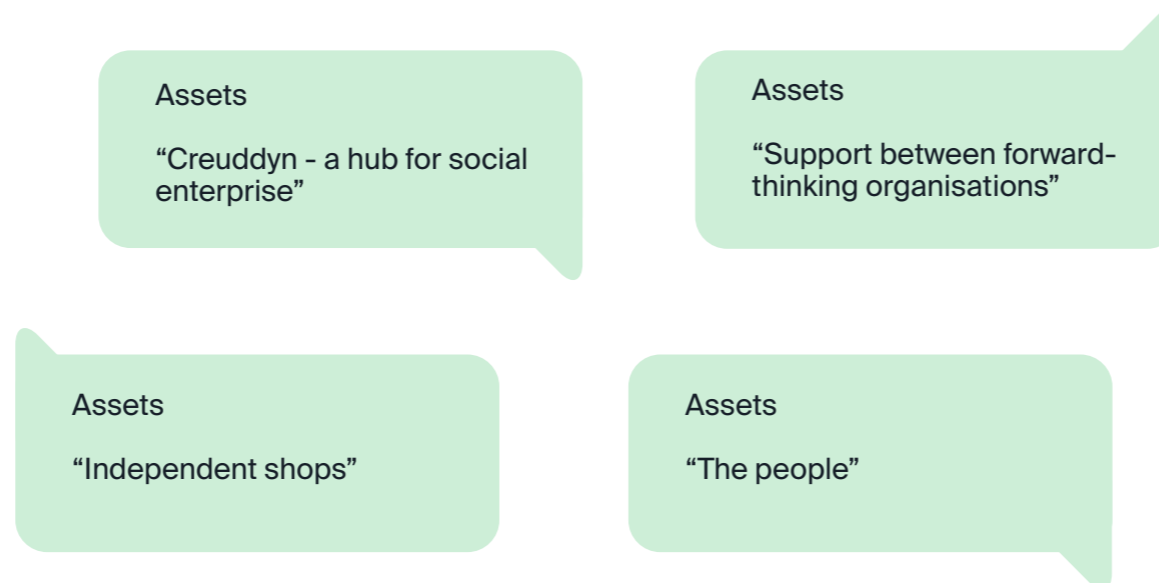
Lampeter's centre is focused around the main road junction of A475 and A482, with additional provision along back streets, and is generally an attractive and successful centre.

According to Carter Jonas' 'South West Wales Regional Capacity Study' (2017), the town centre offers a good mix of independent retailers and national multiples. It is generally vital and viable and there has been some recent investment particularly in the convenience sector. However, vacancies have been increasing and the number of comparison retailers has declined. The food and drink sector is also under-represented. 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.

There is an opportunity to invest in street frontages and expand on the current civic space offer, simultaneously improving back streets and connections between existing assets. Existing high street units offer opportunities for repurposing prime town centre sites to cater for other uses such as food and beverage, business, community, and social use.



High Street occupancy



Principal retail streets

Populated with independent businesses, retail, charitable organisations, banks, and takeaways.



# Regeneration Strategy

## 4. Town Regeneration

### 4.4 Economic impact and social value

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

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

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

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

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

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

#### Objectives

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

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

### Economic Impact Indicator

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

	Low EI (Score 1)	Medium EI (Score 2)	High EI (Score 3)
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



University boundary

Relationship between the university campus and College Rd.



# Regeneration Strategy

## 4. Town Regeneration

### 4.5 Regeneration plan

Lampeter'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

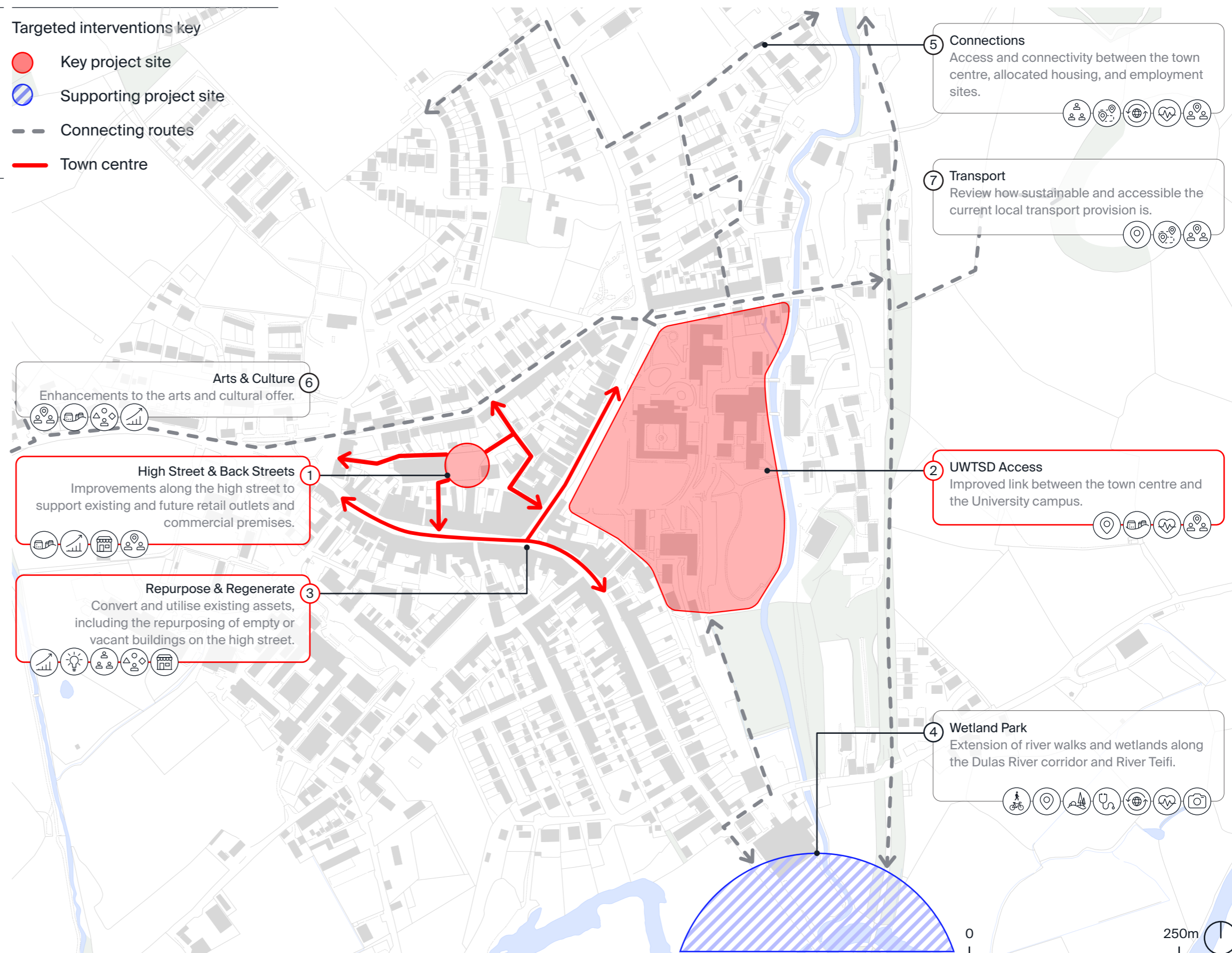
Each proposal is classified as a key targeted intervention or a supporting project. This approach to regeneration means that either key targeted interventions act as catalysts for a series of other smaller projects to occur, or supporting projects enable transformative proposals to transpire.

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

1. High street and back streets
2. UWTSU access
3. Repurpose and regenerate
4. Wetland park
5. Connections
6. Arts and culture
7. Transport

### Targeted interventions key











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





# Regeneration Strategy







## 4. Town Regeneration

	Summary	Themes	Transformational Foundational	Capital	Revenue	Key Tasks & Costs	Time	Economic Impact	Social Value	RAG Rating	Connectivity	Enterprise	People	Place	Relevant Policy
<b>Key Projects</b>															
<b>1. High Street &amp; Back Streets</b>	<p>Improvements along the high street to support existing and future retail outlets and commercial premises. Investments in streetfront improvements, furniture, lighting, and general maintenance. This includes increasing the space for pedestrians, cyclists, and multifunctional urban greening - as outlined in Ceredigion's 'Green Infrastructure Assessment'.</p> <p>Focus on the high street should be balanced with schemes to improve back streets and routes linking businesses and services across the town - including Market Street, Town Hall, and Library. This may include civic square amenities or similar.</p>	 Business  Character  High Street  Placemaking	<p>Foundational - enabling capital investment projects and supporting economic activity linking with the high street.</p>	<p>Infrastructure, civils, and landscape enhancements.</p> <p>Refurbishment and reconfiguration of commercial units.</p> <p>Project support for streetfront improvements.</p> <p>Potential for longer-term building proposal and/ or civic square linking part of Market Street to High Street.</p>	<p>Increase high street footfall, dwell time, and spend at local shops/retail.</p> <p>Improve links between existing assets in the public realm.</p> <p>Attract new businesses and diversify/ enhance retail offer.</p> <p>Rental income from small scale commercial units.</p>	<p>£5.1m</p> <ul style="list-style-type: none"> <li>Highstreet improvements including the removal of existing parking bays, roads, footways, and bollards etc. New widened pedestrian pavement(s) and new cycle way.</li> <li>Allowance for route links including Market Street, Town Hall, and the Library.</li> <li>Reconfiguration of commercial units including new shop fronts, doors and canopies.</li> <li>Enhancement to back streets by repairing and replacing the back streets.</li> </ul>	Medium-term	11	High		✓	✓	✓	<p>Potential sources of funding could include:</p> <p>Welsh Government Local Transport Fund</p> <p>Welsh Government Active Travel Fund</p> <p>Welsh Government Transforming Towns Placemaking grant</p> <p>This project could also be considered as part of the UK Shared Prosperity Fund allocation in Ceredigion as part of Community &amp; Place investment priority.</p>	
<b>2. UWTS D Access</b>	<p>Greater connection between the town centre and the university campus would draw attention to a key town asset. This includes creating improved entrances, visible routes, and signage to showcase this relationship and integral part of the town's rich history.</p> <p>The design of College Street (A482) including the location of designated parking, university boundary, and pedestrian routes connecting businesses and shops should be a particular focus.</p>	 Character  Destination  Placemaking  Well-being	<p>Transformational - significant social value, responding to existing relationships which are key to regeneration and economic development priorities for the town.</p>	<p>Infrastructure, civils, and landscape enhancements.</p> <p>Improve linkages between existing assets in the public realm.</p> <p>Potential for longer-term redevelopment of key strategic sites.</p> <p>Highways feasibility project(s).</p>	<p>Improve links between existing assets in the public realm.</p> <p>Raise awareness of UWTS D and public access to the site.</p> <p>Hire for conferencing facilities and other events.</p> <p>Linkages between businesses and UWTS D.</p>	<p>£2.1m</p> <ul style="list-style-type: none"> <li>Minor enhancements to existing roads with visible routes and entrances.</li> <li>Information boards and signage.</li> <li>New car parking at College Street.</li> <li>Enhancements and extensions in College Street to pedestrian routes.</li> </ul>	Short-term	9	Medium		✓	✓	✓	<p>Potential sources of funding could include:</p> <p>Welsh Government Local Transport Fund</p> <p>Welsh Government Active Travel Fund</p> <p>UWTS D</p>	



# Regeneration Strategy

## 4. Town Regeneration

	Summary	Themes	Transformational Foundational	Capital	Revenue	Key Tasks & Costs	Time	Economic Impact	Social Value	RAG Rating	Connectivity	Enterprise	People	Place	Relevant Policy
<b>Key Projects</b> <b>3. Repurpose &amp; Regenerate</b>	<p>Work in partnership with local property owners to convert and utilise existing assets, including the repurposing of empty or vacant buildings on the high street.</p> <p>Build on existing relationships with UWTSD, businesses, and third sector organisations as demonstrated by Canolfan Tir Glas and other project initiatives. The aim would be to provide premises in the town centre for small business enterprise and start-ups to test new ideas and ways of working as part of a broader vision and focus on health, skills, food, and wellbeing within the community.</p> <p>This would provide a platform to help develop Lampeter as a food destination. A sustainable approach to attracting quality food and drink establishments along with other civic services and amenities which could support UWTSD and the town council's long term vision should be central to this project.</p> <p>Such improvements could be linked to numerous Listed Buildings and Scheduled Ancient Monuments within the built form. This would strengthen the identity and awareness of existing heritage assets.</p>	 Business  Community  High street  Learning  Skills	<p>Foundational - enabling economic activity and business development.</p> <p>Opportunities for job creation, enterprise, and business.</p>	<p>Flexible spaces for businesses linked to local need and demand.</p> <p>Establish venues for seasonal events and activities.</p> <p>Project support for improvements and development.</p> <p>Potential for longer-term redevelopment of key strategic sites and empty buildings.</p>	<p>Increase high street footfall, dwell-time, and spent at local shops/retail.</p> <p>Attract new businesses and diversify/enhance retail, food, and drink offerings.</p> <p>Rental income from small scale commercial units.</p> <p>Ensure future services and amenities match with local need and requirements.</p> <p>Funded partnership working as part of a collaborative model with local institutions and stakeholders.</p>	<p>£4.2m</p> <ul style="list-style-type: none"> <li>Refurbishment of existing assets.</li> <li>Seasonal events and activity venues.</li> </ul>	Long-term	10	High			✓	✓	✓	<p>Potential sources of funding could include:</p> <p>Welsh Government/Visit Wales: Wales Tourism Investment 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
<b>Supporting Projects</b>															
<b>4. Wetland Park</b>	<p>Extension of river walks and connecting wetlands along the Dulas River corridor and River Teifi. Use opportunities presented in the GBI network to develop a green 'gateway' into the town from this south. This would address some flooding risks and incorporate the disused railway line as a green connector.</p> <p>These changes would form part of the flood mitigation and SuDS strategy for the town.</p>	 Active Travel  Destination  Environment  Health  Landscape  Tourism  Well-being	Foundational - enabling connectivity and improved amenity.	<p>Landscape improvements linked to the River Teifi.</p> <p>Establish outdoor venues/spaces for seasonal events and activities.</p>	<p>Income from events and activities.</p> <p>Increase in footfall and secondary spend.</p> <p>Income for car parking and local charges.</p>	<p>£6.0m</p> <ul style="list-style-type: none"> <li>Extension of river walks, parks and connecting Wetland along Dulas River Corridor.</li> <li>Hard standing for outdoor space.</li> <li>Allowance for benches, feature, picnic areas.</li> <li>SUDs strategy.</li> <li>Allowance for green gateway.</li> <li>Landscape improvements to the river.</li> </ul>	Medium-term	9	High				✓	✓	<p>Welsh Government Active Travel Fund</p> <p>Welsh Government Brilliant Basics Fund</p> <p>Welsh Government Flood and Coastal Risk Management grants</p>
<b>5. Connections</b>	<p>Consider access and connectivity between the town centre commercial activity and the allocated housing and employment sites located to the north.</p> <p>Infrastructure and landscape improvements to:</p> <ul style="list-style-type: none"> <li>Improve green space for residents</li> <li>Improve access to key landmarks and town facilities</li> <li>Improve residential amenity and links to parks, play-spaces, as well as future skate park and pump track.</li> </ul>	 Community  Environment  Placemaking  Travel & Transport  Well-being	Foundational - enabling connectivity and improved amenity.	Infrastructure, civils, and landscape enhancements.	<p>Improve access to local services and amenities, inc. schools and employment sites</p> <p>Increase in footfall and secondary spend.</p>	<p>£240k</p> <ul style="list-style-type: none"> <li>Feasibility study on connections.</li> </ul>	Medium-term	7	Medium		✓		✓	✓	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
<b>Supporting Projects</b>															
<b>6. Arts &amp; Culture</b>	<p>Enhancements to the arts and cultural offer in the town. Establish an arts and cultural hub linked to the Town Hall and Market St development (see no.1).</p> <p>Improvements to the intersection of College Street, Bridge Street, and High Street at Harford Square, which respectfully celebrate historic droving routes and potential civic space for local cultural events.</p>	 Business  Character  Placemaking  Skills	Foundational - enabling capital investment projects and supporting economic activity on the high street.	Establish a seasonal visitor infrastructure and attraction.	<p>Increase revenue from cultural facilities.</p> <p>Venue hire for leisure and business activities.</p> <p>Income from seasonal activity.</p>	<p>£310k</p> <ul style="list-style-type: none"> <li>Feasibility study on arts and culture.</li> </ul>	Medium-term	9	Medium		✓	✓	✓	<p>Arts Council Wales</p> <p>Welsh Government Local Transport Fund</p> <p>Charitable trusts and foundations with arts and culture priorities</p>	
<b>7. Transport</b>	<p>Review how sustainable and accessible the current local transport provision is. This will help the town council and local authority understand where targeted improvements can be made and how Lampeter's credentials compare to other small university towns.</p> <p>It is important to recognise that car dependency is an issue for local residents, students, and visitors who all require an affordable and efficient set of transport options to connect across the wider region.</p>	 Destination  Placemaking  Travel & Transport	Foundational - enabling connectivity and improved access.	<p>Highways &amp; transport feasibility project(s).</p> <p>Sustainable travel initiatives.</p>	<p>Improve access to regional services.</p>	<p>£300k</p> <ul style="list-style-type: none"> <li>Feasibility study on sustainable travel.</li> </ul>	Short-term	5	Low		✓	✓	✓	<p>Welsh Government Local Transport Fund</p> <p>Welsh Government Active Travel Fund</p>	







# Regeneration Strategy

## 5. Key Projects

### 5.1 Key regeneration plan

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

1. High street and back streets
2. UWTSD access
3. Repurpose and regenerate

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



#### 1. High street and back streets

Improvements along the high street to support existing and future retail outlets and commercial premises. Investments in streetfront improvements, furniture, lighting, and general maintenance. This includes increasing the space for pedestrians, cyclists, and multifunctional urban greening.

Focus on the high street should be balanced with schemes to improve back streets and routes linking businesses and services across the town - including Market Street, Town Hall, and Library.

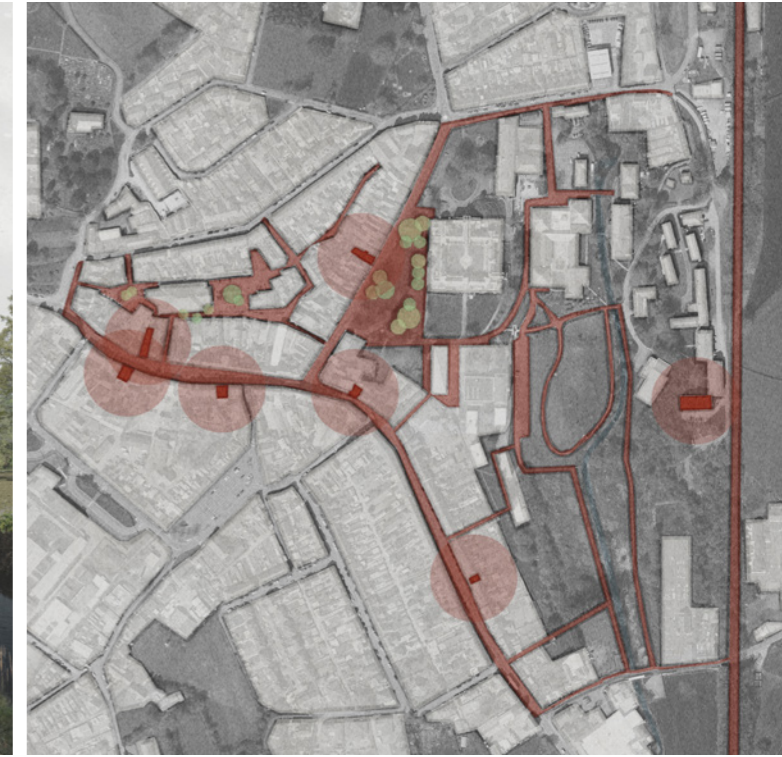


#### 2. UWTSD access

The university campus could be seen as an extension of the town centre, offering open space to host community and cultural events.

Greater connection between the town centre and the university campus would draw attention to a key town asset. This includes creating improved entrances, visible routes, and signage to showcase this relationship and integral part of the town's rich history.

Building on the adjacent Wetland Park proposal, the project would include a series of green corridors and incorporate biodiversity enhancements. With a focus on community, the campus would become a leisure and recreational amenity for town residents.



#### 3. Repurpose and regenerate

Work in partnership with local property owners to convert and utilise existing assets, including the repurposing of empty or vacant buildings on the high street.

Build on existing relationships with UWTSD, businesses, and third sector organisations as demonstrated by Canolfan Tir Glas and other project initiatives. The aim would be to provide premises in the town centre for small business enterprise and start-ups to test new ideas and ways of working as part of a broader vision and focus on health, skills, food, and wellbeing within the community.



Lampeter

A place of learning.





# Regeneration Strategy

## 5. Key Projects

### 5.2 Key project: High Street & Back Streets



- Business
- Character
- High Street
- Placemaking

#### 5.2.1 Vision

Improving the public realm offer and connections between the high street and numerous back streets which connect key town assets.

#### 5.2.2 Description

The high street's generous width owes to the fact it was historically a thriving market place. There is opportunity to increase well-being and improve the environment through enhanced provision for pedestrians and cyclists - as outlined in Ceredigion's 'Green Infrastructure Assessment'.

Market Street has the potential to act as a link between High Street and College Street, two principal retail areas, through enhancements such as pedestrian priority, investment in street furniture, lighting, and spaces for seasonal and pop-up trading. Falling within Lampeter's conservation zone, this would need to align with the town's heritage planning and designation.

These investments will contribute to the overall visitor experience, subsequently increasing footfall and dwell time, and in turn boost the local economy. The project has the opportunity to link with the future investment in the former town hall, a Grade II Listed Building, helping to promote local cultural and architectural heritage. This provides an opportunity to work in partnership with current residents including the Welsh Quilt Centre.

#### 5.2.3 Timeline

The proposal comprises a number of incremental changes. In the medium-term, the existing relationship between the high street and Market Street can be improved through the enhancements and developments outlined.

#### 5.2.4 Engagement

A number of key stakeholders around the high street including local businesses, makers, and producers, supported by the local authority, should be brought together to develop a programme of events and activities which promote seasonal use along Market Street, supporting the high street offer.

#### 5.2.5 Partners

Inclusive and open dialogue should occur between stakeholders and the local authority to establish proposed enhancements and developments that will have a positive long-term impact on social, economic, and cultural well-being.

#### 5.2.6 Economic and social assessment

In relation to economic impact, the High Street and Back Streets project has been scored as follows:

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

This project has the potential to meet many Social Value outcomes:

- More people in employment
- 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



High streets and back streets

1. Bridge Street
2. Side street leading under The Welsh Quilt Centre
3. Market Street



# Regeneration Strategy

## 5. Key Projects

### 5.2.7 Funding and investment

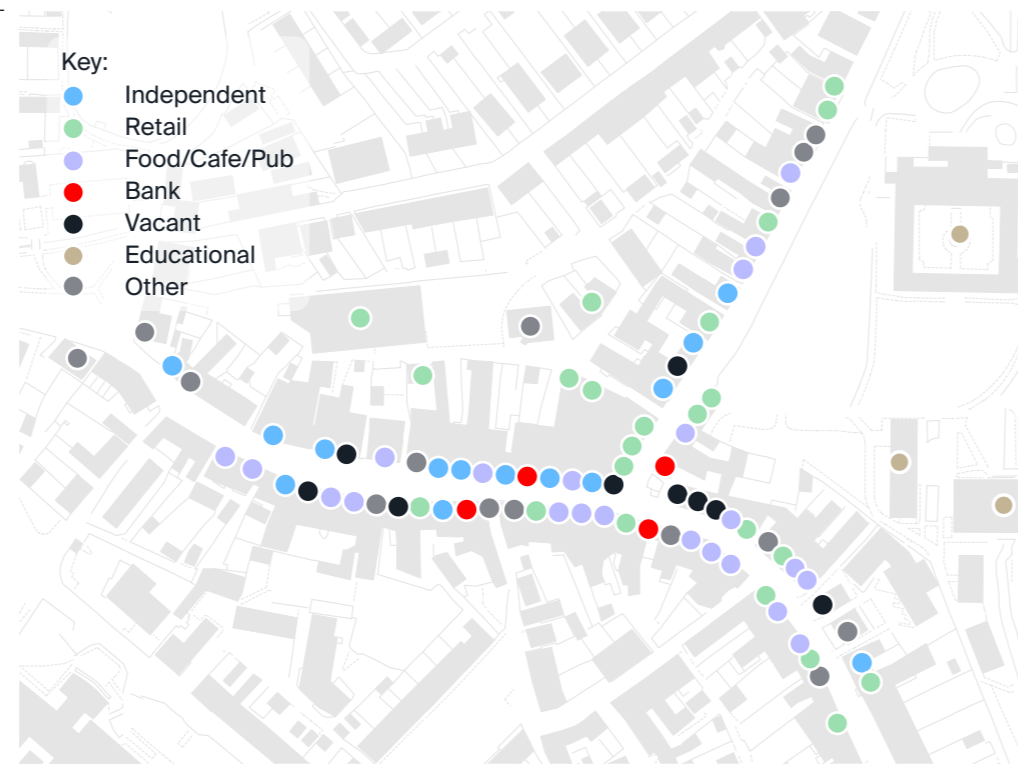
The clear improvements to shopfronts and public domain would be of obvious appeal to the current Welsh Government Transforming Towns Placemaking grant scheme. These improvements will create a positive environment for further private investment.

Other potential sources of funding could include Welsh Government Local Transport Fund and Welsh Government Active Travel Fund because of the promotion of walking and active travel more generally.

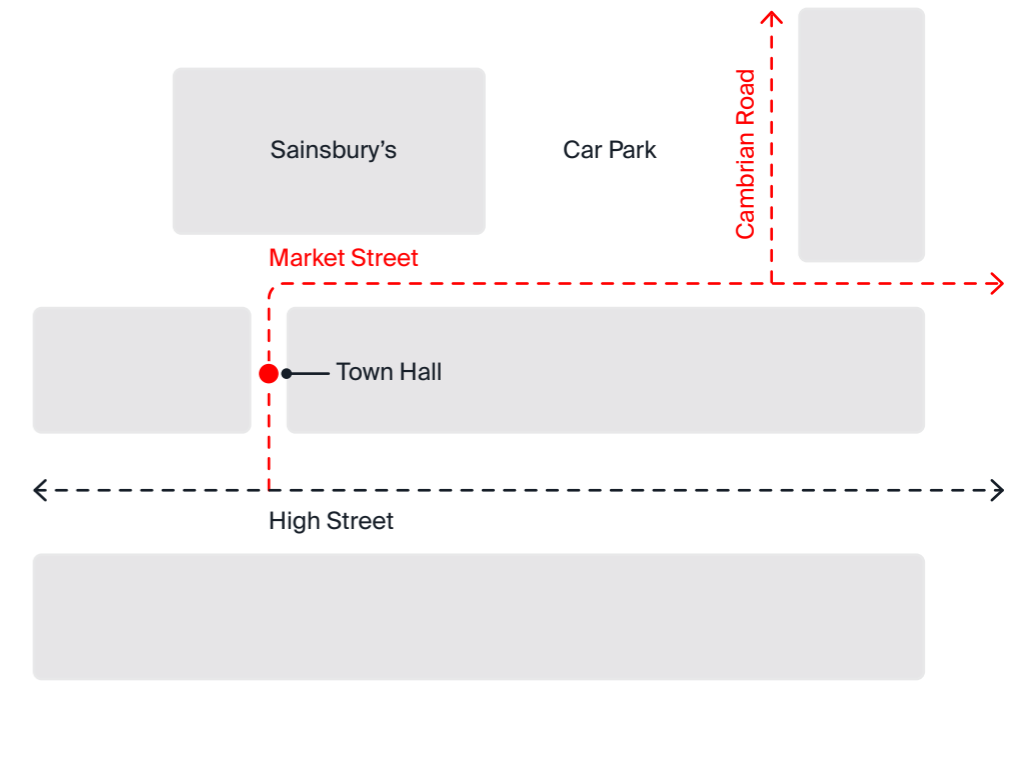
This project could also be considered as part of the UK Shared Prosperity Fund allocation in Ceredigion as part of Community and Place investment priority.

### 5.2.8 Sustainability and resilience

The establishment of a civic space offer on Market Street can be used as a mechanism to support local community groups and entrepreneurs through testing a variety of grassroots ideas.



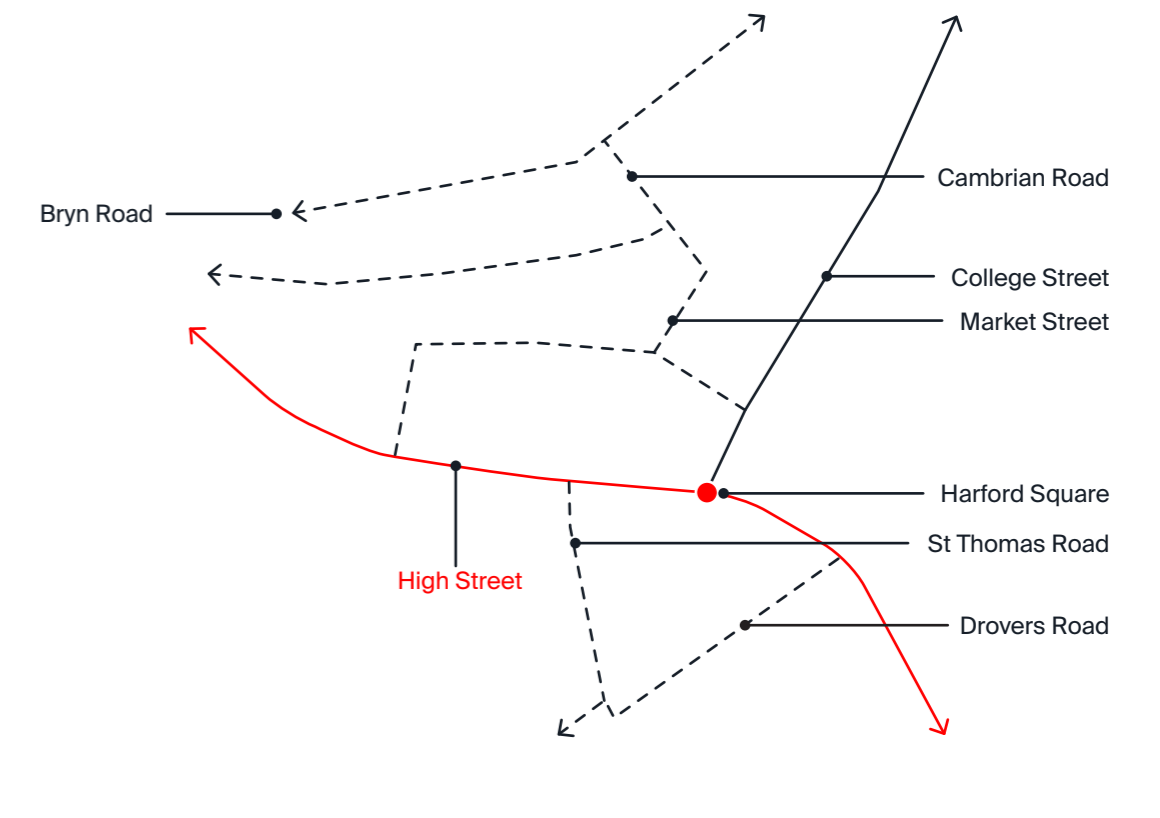
Town centre building use



Relationship between High Street and back streets



Listed buildings



Town centre routes



# Regeneration Strategy

## 5. Key Projects



---

### High street and back streets

Enhancements and improvements to the civic space offer within Lampeter. Seasonal and pop-up trading along Market Street helps to identify back streets as destinations and improve the connection to the high street.





Lampeter

The link between land, education, and food.



# Regeneration Strategy

## 5. Key Projects

### 5.3 Key project: UWTSO Access



- Character
- Destination
- Placemaking
- Well-being

#### 5.3.1 Vision

Creating a porous relationship between the town centre and the university campus.

#### 5.3.2 Description

The university has dominated the development of the town since its foundation in 1822. Originally providing a liberal education to members of the clergy, UWTSO now caters to local, regional, and international students covering subjects in languages, literature, history, theology, philosophy, and anthropology.

Opportunity exists to improve accessibility and provide greater connectivity between the town centre and the university campus through enhanced entrances, building on Lampeter's Active Travel Town status, and improved signage.

There is potential to improve the connection between the town centre and the university campus. Landscape improvements would have a positive impact on both visitors and residents alike, re-joining the town centre to the periphery by creating a well-defined, desirable destination space for the public to enjoy. 'Future Wales - The National Plan 2040' identifies green infrastructure as a key priority, integral to strategic placemaking, essential for health, wellbeing, and enhancement of biodiversity. This project could coincide with the 'Ceredigion: A Strategy for Greening 6 Towns' proposals such as creating a green route linking Lampeter's main economic centres, the Pont Steffan Business Park and the town centre itself.

The university campus could be seen as an extension of the town centre, offering open space to host community and cultural events within the context of the local conservation area.

Building on the Wetland Park supporting proposal, the project would include a series of green corridors and incorporate biodiversity enhancements. With a focus on community, the campus would become a leisure and recreational amenity for town residents.

#### 5.3.3 Timeline

In the short-term, entrance routes can be landscaped and a series of green infrastructure and biodiversity enhancements can be strategically planned to take place over a number of years.

#### 5.3.4 Engagement

Conversation between the university and key stakeholders, including public engagement, will help establish the best way to improve accessibility between the town centre and the university campus and access to resources. This would also offer an opportunity to highlight and discuss relevant conservation area considerations, local culture, and heritage.

#### 5.3.5 Partners

UWTSO in partnership with the local town council, supported by the local authority, would be best placed to progress these ideas collaboratively.

#### 5.3.6 Economic and social assessment

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

UWTSO Access	EI value
Job creation	1
Increase in footfall	2
Increase in dwell time	3
Increase in visitors from outside local area	2
Increase land value	1
<b>Total</b>	<b>9</b>

This creative intervention has potential to create interesting new spaces within the town that can support the opportunities for knowledge transfer and research opportunities as part of Repurpose and Regenerate. The "opening up" of the university to the wider community will also create opportunities for new pedestrian routes that will exploit the history and heritage of the university that could appeal to more visitors from outside the county and enhance community cohesion within.



UWTSO

Relationship between the campus and its periphery



# 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

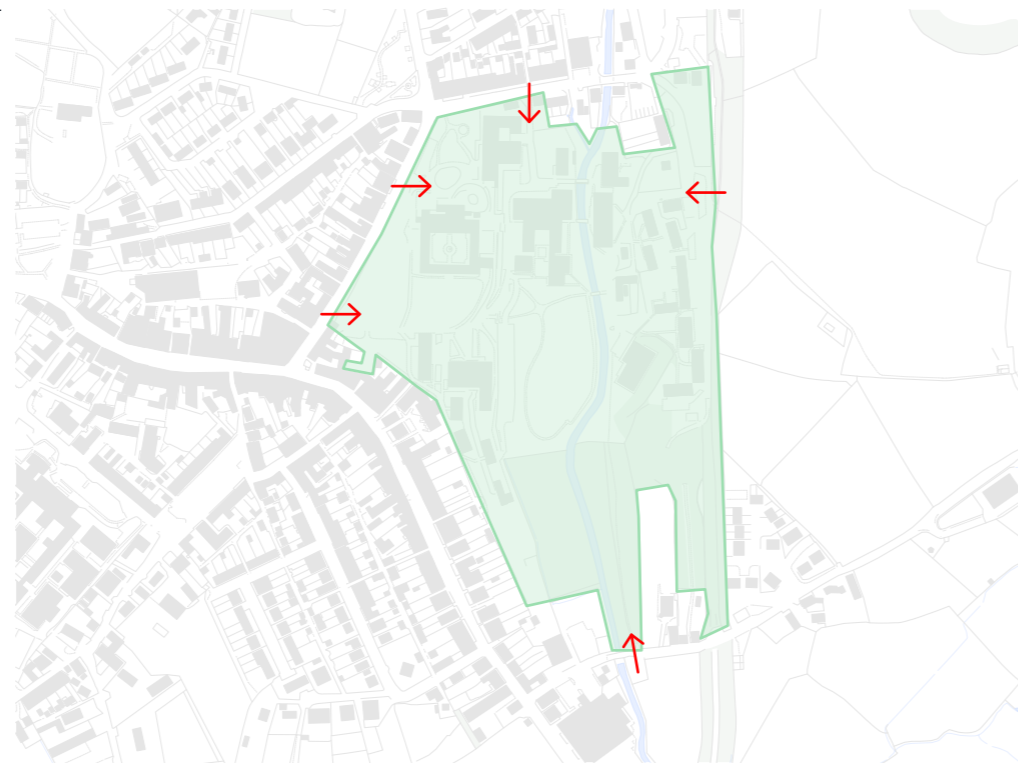
### 5.3.7 Funding and investment

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 potentially some more appealing elements in the project that could attract support for heritage, but these may well be very modest. The university itself may have access to external funding or have funding available through its own estates budgets to be able to invest in the proposed improvements.

### 5.3.8 Sustainability and resilience

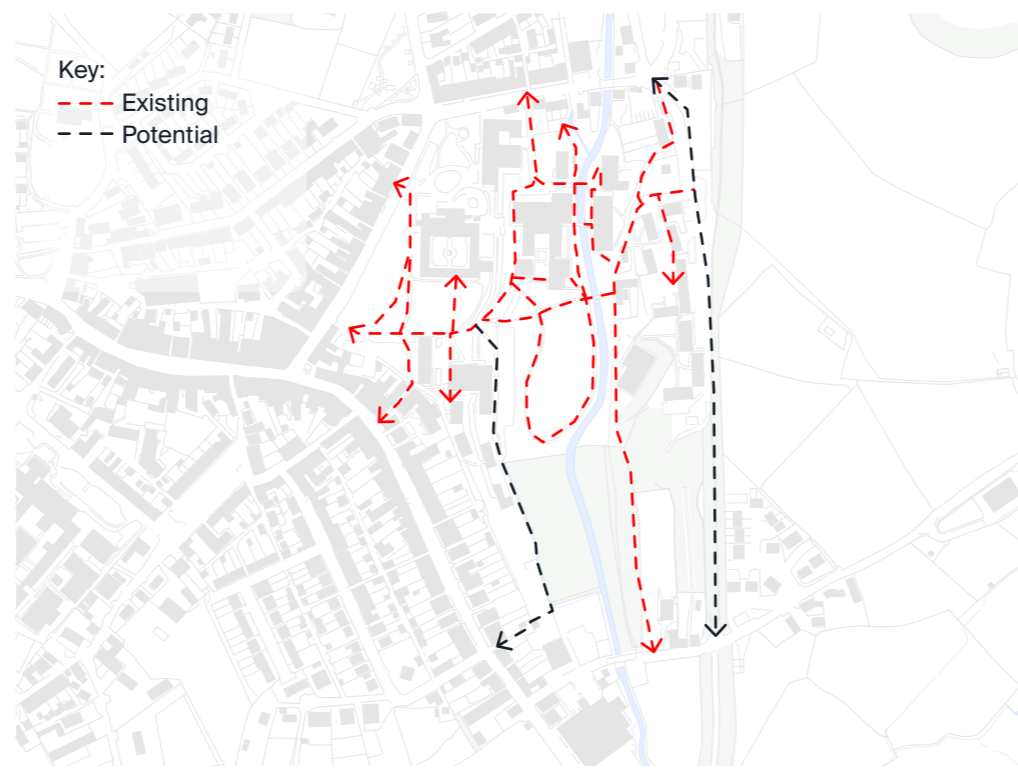
UWTSD are a key partner and this project would help build strong connections and relationships with the town which will be mutually beneficial and have long-term impact.



Existing university access



University green space



Existing and potential pedestrian university access



Tir Glas proposals and potential sites



## Regeneration Strategy 5. Key Projects



### Access to the university

A destination in Lampeter with routes from the town centre through the wetland and university. The vision shows increased community and visitor amenity such as wildlife viewpoints, board walks, active travel routes, and improved access to the river.



Lampeter

An exemplar for sustainable food and agriculture.





# Regeneration Strategy

## 5. Key Projects

### 5.4 Key project: Repurpose & Regenerate



- Business
- Community
- High Street
- Learning
- Skills

#### 5.4.1 Vision

Identification and redevelopment of a series of units within the town centre for start-ups enterprises and grassroots organisations to test-out new ideas.

#### 5.4.2 Description

At present, the town centre comprises many independent local businesses, however a number of vacant units remain, highlighting the need to utilise and enhance key heritage assets and build on existing relationships with UWTSO, businesses, and third sector organisations.

Lampeter has strong connections to food and wool industries which could be enhanced through new small scale incubator opportunities such as UWTSO's proposal for a food and rural enterprise academy, 'Canolfan Tir Glas'. The project aims to provide spaces within the town centre for small business enterprise and start-ups to test new ideas and ways of working as part of a broader vision and focus on health, skills, food, and well-being within the community. The project aims to strengthen the connection between UWTSO and the town through strategic community activity, helping to generate civic pride.

As a number of town centre units fall within Lampeter's conservation zone, this project would need to align with the town's heritage planning and designation. Proposed schemes would work with property owners and high street businesses to re-imagine the services and commercial opportunities presented within Lampeter moving forward.

#### 5.4.3 Timeline

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). Alongside this, the improvements to the existing buildings, taking place

over a number of years, will contribute to sustaining the cultural heritage offer.

#### 5.4.4 Engagement

A number of key stakeholders, including representatives from education, residential, leisure, businesses, and retail sectors, should unite to consider how a series of spaces within the town centre could be coordinated to achieve a broader vision. Access to independent and impartial support from organisations such as Business Wales could help to plan and sustainably fund such activity.

#### 5.4.5 Partners

Establishing an open dialogue between private landowners, local stakeholders, and the local authority would allow for a symbiotic plan to be developed.

#### 5.4.6 Economic & social assessment

In relation to economic impact, the Repurpose & Regenerate project has been scored as follows:

Repurpose & Regenerate	3
Job creation	1
Increase in footfall	1
Increase in dwell time	2
Increase in visitors from outside local area	3
Increase land value	10

#### Total

This project has high potential to support new jobs through supporting innovation and connecting with potential spin-outs from the university. Potential for knowledge transfer and skills development from the university involvement. The connection with the voluntary sector and the innovative nature of the project could attract new visitor from outside the area.

Social Value outcomes the work is likely to meet:

- 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 opportunities for disadvantaged people
- Improved employability of young people
- More support for target curriculum activities
- Reducing inequalities



Vacancy

Vacant units along the principal commercial streets.



# Regeneration Strategy

## 5. Key Projects

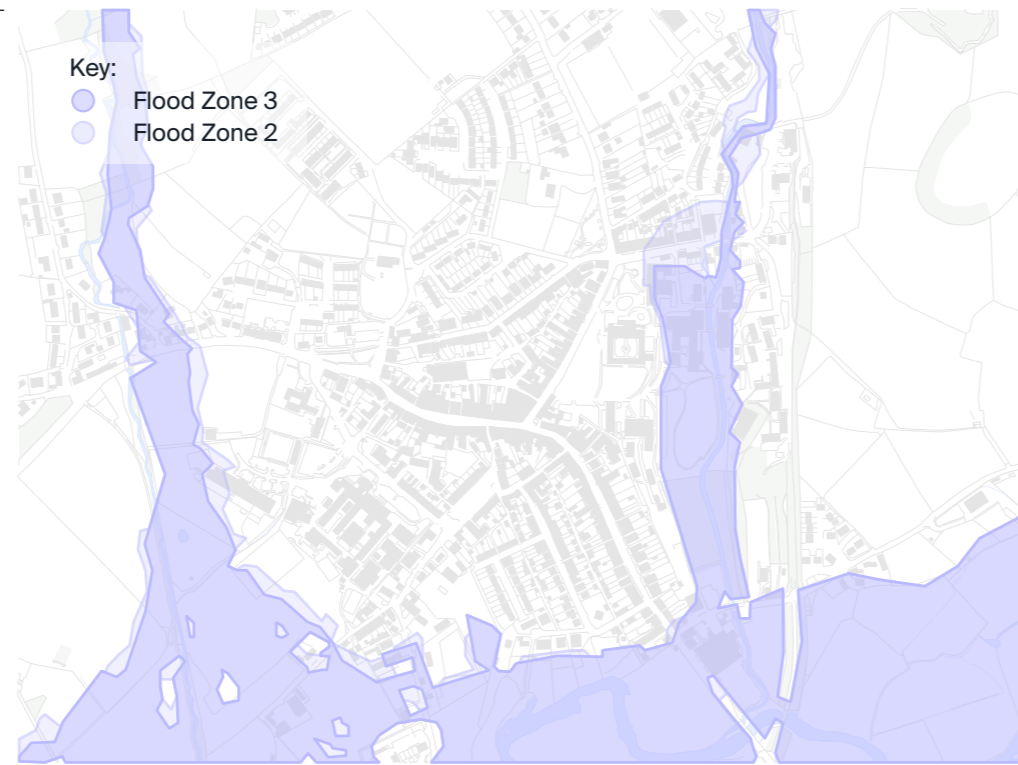
### 5.4.7 Funding and investment

Until it is fully understood exactly who will be using these premises, it will be difficult to identify exactly where funding can be sought. Assuming that there will be some tourism-based businesses then Welsh Government/Visit Wales: Wales Tourism Investment Fund could be accessed for capital works.

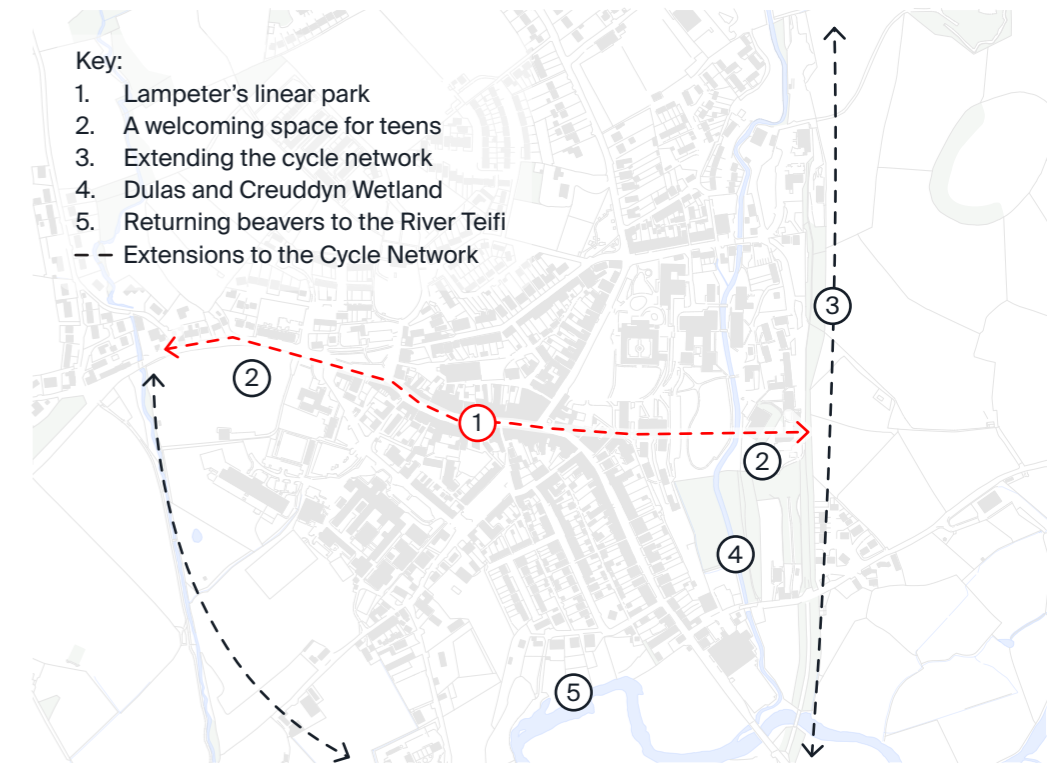
Similarly, if there is strong community or third sector use then the Welsh Government Community Facilities Programme could be a strong contender for capital. In the longer term, perhaps more philanthropic source such as trusts and foundations or the lottery bodies could be approached if charitable causes are delivering activities there.

### 5.4.8 Sustainability and resilience

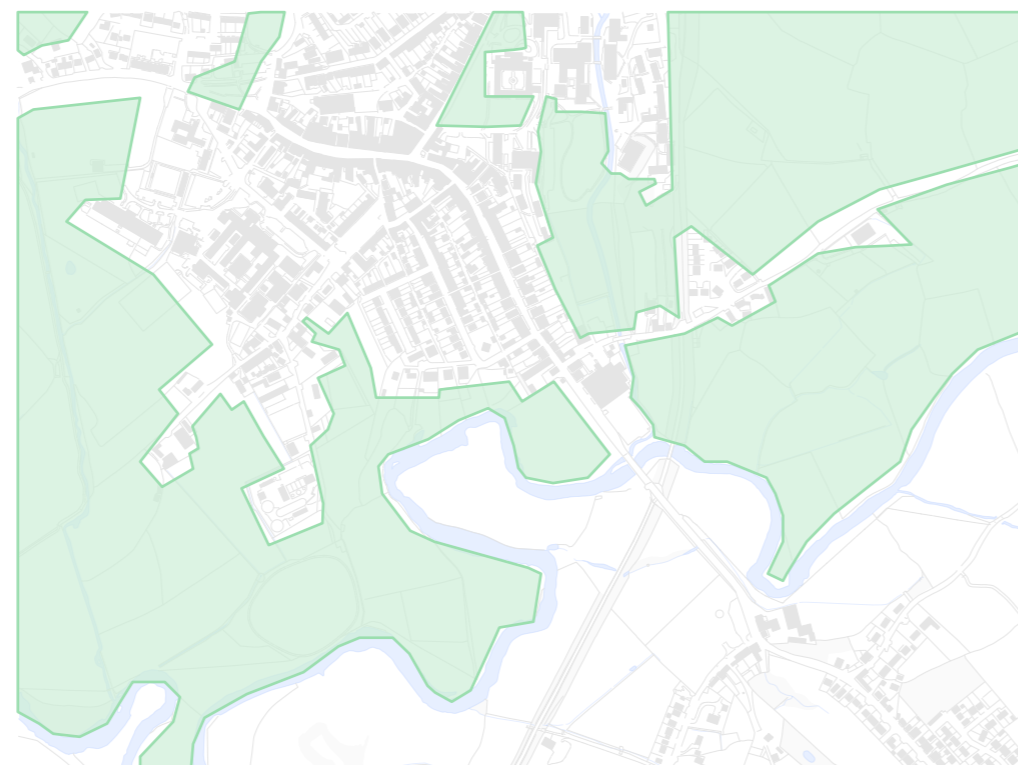
Through the redevelopment of vacant units, the project has the potential to sustain itself in the long-term whilst supporting the local community and economy.



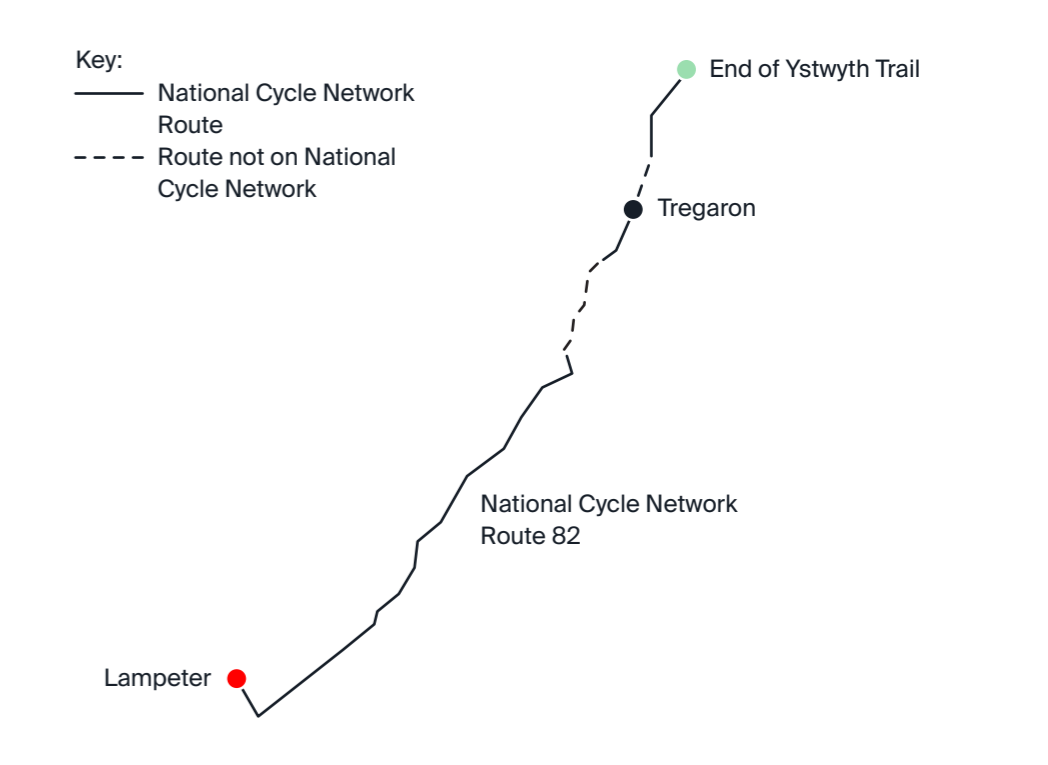
Flood zones with Flood Map for Planning (FMfP)



Linking green and blue infrastructure opportunities across the town



Green space

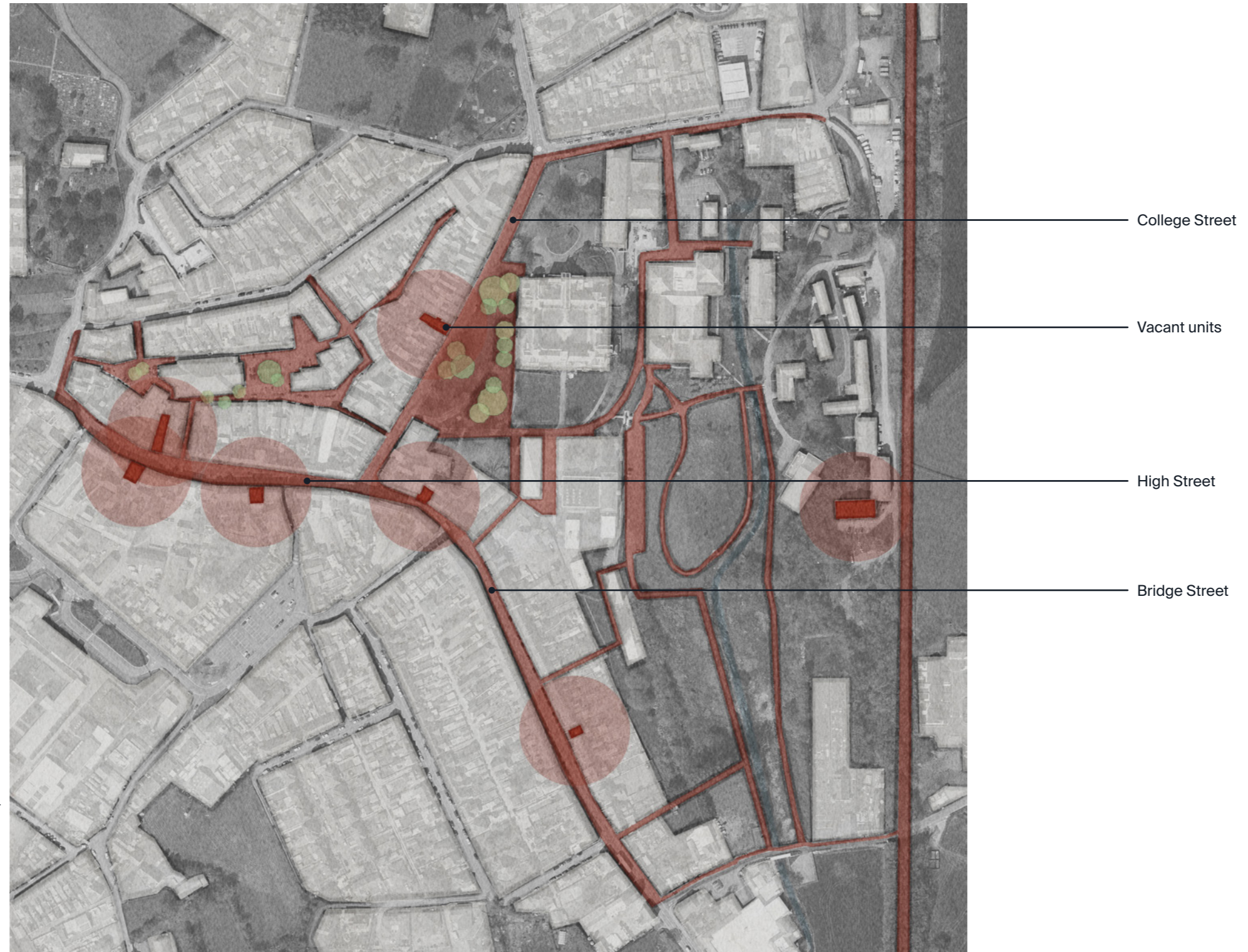


20km route from end of Ystwyth Trail to Lampeter



# Regeneration Strategy

## 5. Key Projects



### Repurpose and regenerate

Utilising existing town assets and strengthening existing relationships with the university, local businesses, and public organisations. Reimagining vacant units as spaces for business and testing new ideas.





FORDO Y BRYN  
BRYN ROAD

Prifysgol Cymru  
University of Wales  
200  
1822 - 2022  
Mae Gweli Addysg  
Where Higher Educa  
yng Nghymru  
began in Wales



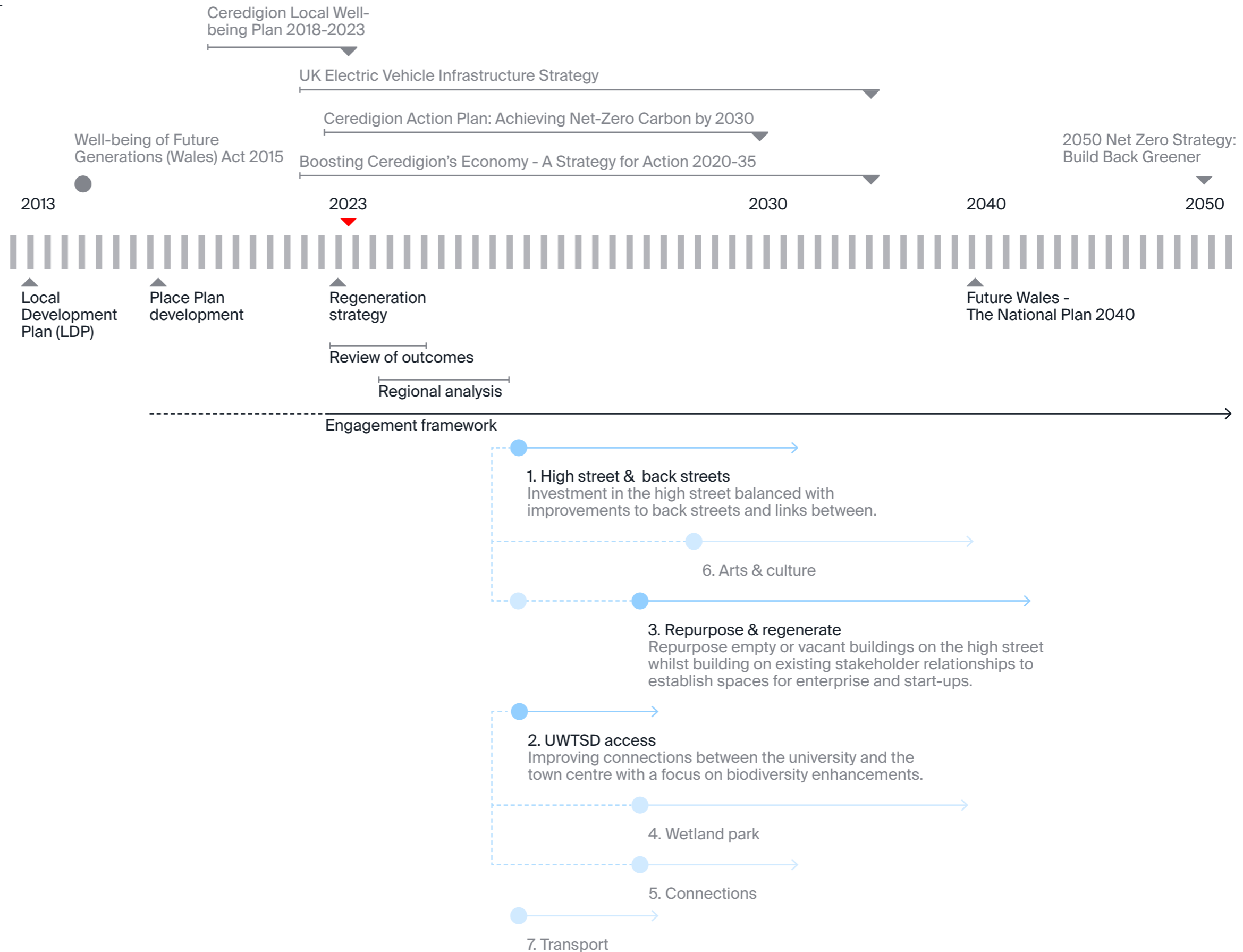
# Regeneration Strategy

## 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.



##### High Street

Town centre populated by vacant properties, former banks, some independent shops and takeaways.



# 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.

#### Phosphates

The River Teifi flows through large areas of Ceredigion, the river catchment area covers 44.6% of Ceredigion and includes Tregaron, Lampeter and Llandysul. New guidance on the damaging effects of phosphates to water ecosystems and species will significantly impact these local communities and how the targeted interventions outlined will develop. It is recommended that this regeneration strategy is reviewed and developed following the publication of the next LDP (period 2018-2033), which is currently on pause.

#### Skills

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

#### Ownership

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

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

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



# Regeneration Strategy

## 6. Outcomes

### 6.3 Engagement Framework

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, Feb 2022.





2023

duet

**SHAPLA TANDOORI**  
air conditioned - indian cuisine - tel 422076

T. JONES



# Regeneration Strategy

---

Lampeter 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.

---

The regeneration strategy document has been prepared by:

Rural Office  
Yr Egin  
College Rd.  
Carmarthen  
SA31 3EQ

[www.rural-office.co.uk](http://www.rural-office.co.uk)

© Rural Office 2023

The right of Rural Office for Architecture Ltd to be identified as the author of this work has been asserted in accordance with the Copyright, Designs and Patent Act 1988.

---

Photography Credits (All Rights Reserved):

Mohamed Hassan  
[mohamedhassanphotography.com](http://mohamedhassanphotography.com)

Janet Baxter  
[janetbaxterphotography.co.uk](http://janetbaxterphotography.co.uk)

Cover image: Lampeter, Mohammed Hassan