

Lampeter Place Plan



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Llywodraeth Cymru
Welsh Government

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When the concept of Place Plans was put to Lampeter Town Council, it was warmly welcomed as a new and innovative way of dealing with planning policy. It would be a 'bottom up' process whereby, for the first time, the community itself could participate in determining a plan which they felt was best for the town and district.

The Town Council invited representatives of all the various clubs, organisations and groups to initial meetings and the Place Plan Committee was formed under the able chairmanship of the then Mayor, Cllr. Ann Bowen Morgan (2018-2019). The consultation process with the public, outlined in detail elsewhere in this document, continued under the valuable guidance of the succeeding Mayor, Cllr. Rob Phillips (2019-2020). Thanks must also go to our Town Clerk, Ms. Meryl Thomas, at this time, who kept a detailed record of the process.

However, as the volume of information increased, it fell to two members of the Place Plan Committee in particular, to analyse the findings and produce the Pre-Draft Document required. These were Ms. Nicola Doyle and Mrs. Sarah Ward, to whom we should be eternally grateful for their excellent work.

During the consultation period, many good ideas, which did not come under the planning remit of the Place Plan, were noted. In order to develop these ideas, which would be of great benefit to the community, Lampeter Town Council confirmed the setting up of a new sub-committee named 'Caru Llanbed' (Love Lampeter). It was anticipated that many of the Place Plan Committee would continue as core members of Caru Llanbed.

The Draft Place Plan, was expected sometime in early 2020. Then the sky fell in! The COVID restrictions cancelled all further progress for the next eighteen months. The Draft Place Plan, for our completion, was eventually received in September 2021, and in order to complete the last phase of the process, the Council decided to employ the services of Mrs. Denise Taylor, who has contributed excellent work in completing the Draft for the Town. We thank her most sincerely for her hard work.

Some of the aspirations in the Plan have already become reality. The Town Council is in the process of setting up a Town Wi-fi System, the County Council has begun improvements to Market Street, Lampeter Ramblers have renewed 'Walkers are

Welcome' status for the Town, and perhaps most importantly, the University of Wales Trinity St. David has launched its wide-ranging 'Canolfan Tir Glas' Project which could have a profound effect on the prosperity of both university and town for many years to come.

We must now continue the cooperation created by the Place Plan and activate the role of the Caru Llanbed Development Group, so that this distinguished and historic Town can adapt and change to new ideas which will ensure its future well-being and prosperity.



Lampeter High Street



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



Lampeter War Memorial

1.1 Overview

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

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

During the last ten years, Lampeter has experienced considerable change within its town centre, local communities and demographic. The Place Plan aims to reinvigorate and sustain the appeal of the town whilst incorporating the principles of the Ceredigion Local Development Plan and providing appropriate direction for future development as part of a clear framework.

In addition to the Place Plan, which focuses directly on legal planning aspirations and objectives, Lampeter is developing 'Lampeter Vision 2030' as a working document which contains the information gathered via consultation which was outside the specific remit of 'planning'.

1.2 About Lampeter

Lampeter is situated in the south-east of Ceredigion in the valley of the River Teifi Regional Growth Area. Lampeter is not only an important university town, it also serves a large geographical area, occupying a rural setting surrounded by gentle hills and valleys. Lampeter is also a gateway to the Cambrian Mountain range, one of the most scenic routes in Wales.

Dating back to prehistoric times, Lampeter is believed to have been a tribal capital during the Iron age through to Roman times. The first bridge across the River Teifi was built in the 12th century, with a motte and bailey castle built on higher ground. An earth mound, which once formed part of the castle, still exists today within the grounds of the University of Wales Trinity Saint David (UWTSD). Charters from the Middle Ages established Lampeter as an important market town, providing a vital centre for the exchange of goods and services for regional farms and villages.

Today, Lampeter's dominant areas of employment are education, wholesale, retail and vehicle repairs.

Lampeter continues to be an important market town, with many local businesses providing services to the farming industry and wider agricultural community.

Lampeter's strong connections to the food and wool industries in particular, are promoted by the Welsh Quilt Centre and UWTSD.

Lampeter is a Welsh speaking community with its own Eisteddfod and dedicated Welsh Language newspaper 'Clonc' - all of which form a key part of Lampeter's cultural identity.

An important university town, the UWTSD received its Royal Charter in 1828, and is the oldest Royal Charter in England and Wales, after Oxford and Cambridge Universities. In 2011 HRH The Prince of Wales became its Royal Patron.

2022 marked the bicentenary of higher education in Wales which was celebrated by UWTSD as well as the role which Lampeter's original St. David's College played in its history.

As part of 'A new vision for Lampeter', UWTSD has recently launched its intentions to create a new food and rural enterprise academy. Based at the university's campus in Lampeter, the enterprise, known as 'Canolfan Tir Glas', will stimulate economic, social and cultural activity. This will subsequently inject new life and energy into the town and its surrounding area.

The town has established itself as a Transition Town seeking to react to the challenges of peak oil and the effects of climate change. The aim of this movement is to help Lampeter and the surrounding area become resilient to oil shortages and become a more sustainable place in which to live. Lampeter has already been officially designated a 'Plastic Free' town.

Key:

- Lampeter community ward
 - Adjacent community wards in Ceredigion
 - Adjacent community wards in Carmarthenshire
 - - - Shared county boundary
 - Main road
- (2022 community ward boundaries)



Transition Llambled Development Trust is a not-for-profit organisation which has helped to develop and promote several initiatives within the town. Lampeter Grapevine, a popular monthly newsletter widely distributed in the Lampeter region, has been a vehicle to promote local events, businesses, resources and share views on local and wider issues. It has been a valuable networking tool. Lampeter Market, held twice a month in the university's grounds, sells locally produced food and crafts thus reducing the need for the community to travel further afield. It has worked in partnership with Lampeter Permaculture Group to establish a series of film nights and a local Seed Library, and supported Incredible Edible, whose growing plots are appearing in public spaces around Lampeter.

1.3 Key Data for Lampeter

In order to set the scene for the town it's important to recognise its regional importance. Further information and key statistics include:

According to the 2021 census, Lampeter has a population of 2,504 compared to 5,896 from the 2011 census.

The Welsh Index of Multiple Deprivation (WIMD) ranks all small areas in Wales from 1 (most deprived) to 1,909 (least deprived). Lampeter is covered by two Lower Super Output Areas (LSOAs), 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 (StatsWales).

Lampeter, with 55% of its population Welsh-speakers (2021, ONS), has seen an 8.1% increase in Welsh language fluency since the 2011 Census.

1.4 A World Changed by Covid-19

Covid-19 has not only disrupted our daily lives and caused endless uncertainty, but it has also offered us an opportunity to reset the clock and think again about the places we want to live, work and play in.

We have learned the value of community spirit with family, friends and neighbours forming 'support bubbles' reaching out and supporting one another. There is also a recognition of the crucial role voluntary groups, key workers and local family-

owned businesses and shops played, continuing to deliver public services during difficult times.

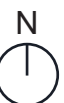
The pandemic also brought about economic and financial instability, along with changes in the labour market; many individuals found themselves increasingly working from home, often in isolation, bringing a greater awareness of the importance of mental and physical well-being.

We need to rebuild a greener, cleaner society with decarbonisation and social justice at its heart which respects our environment, whilst giving people good places to live in, which are accessible on foot, bike and public transport. This is as true for Lampeter as it is for the whole of Wales.

The data on the following page is predominantly based on the Lower Super Output Area (LSOA) opposite.

Key:

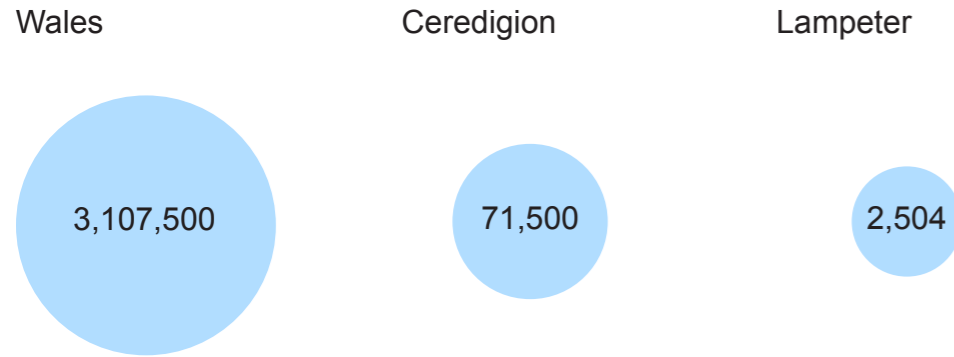
- Lampeter (LSOA 2021)
- Main road



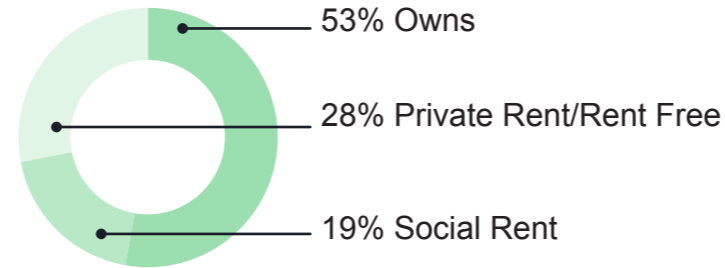
Lampeter Place Plan

1. Introduction

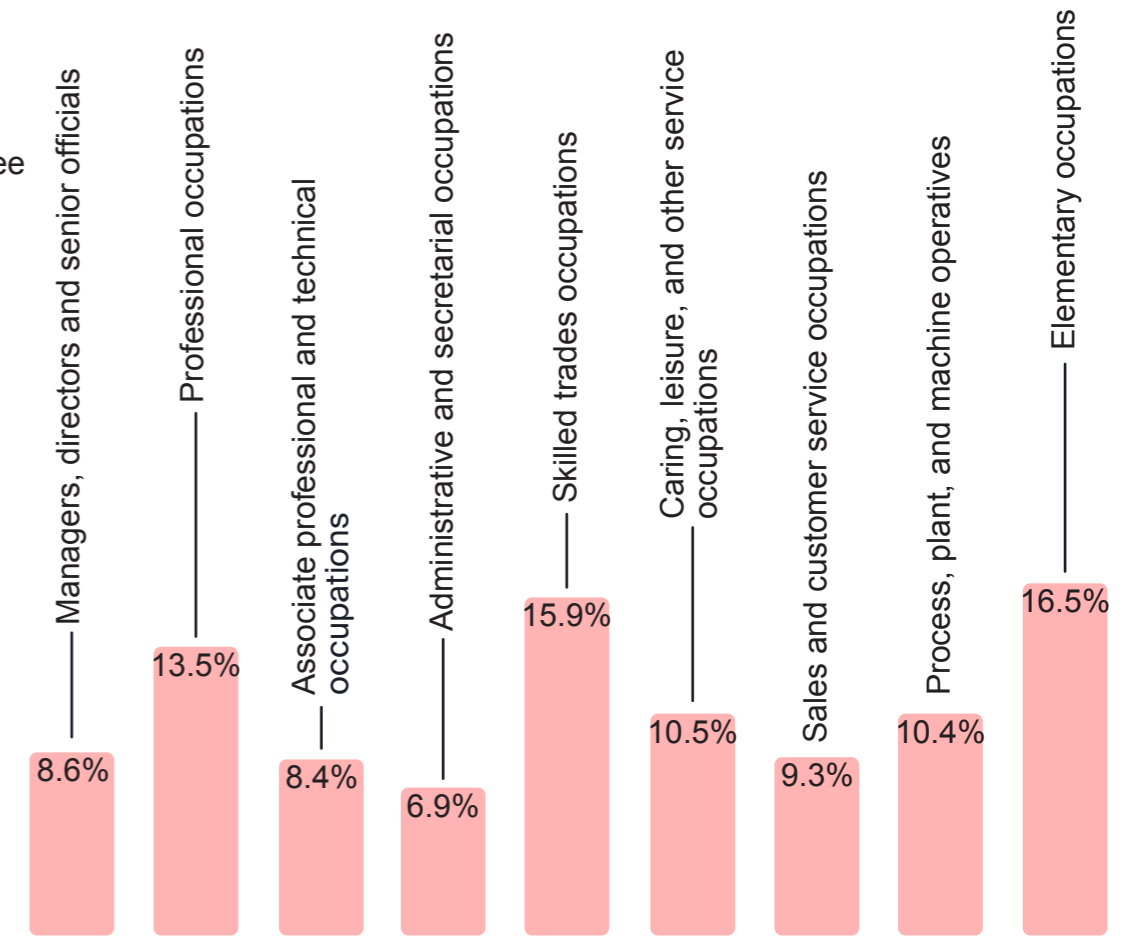
Population



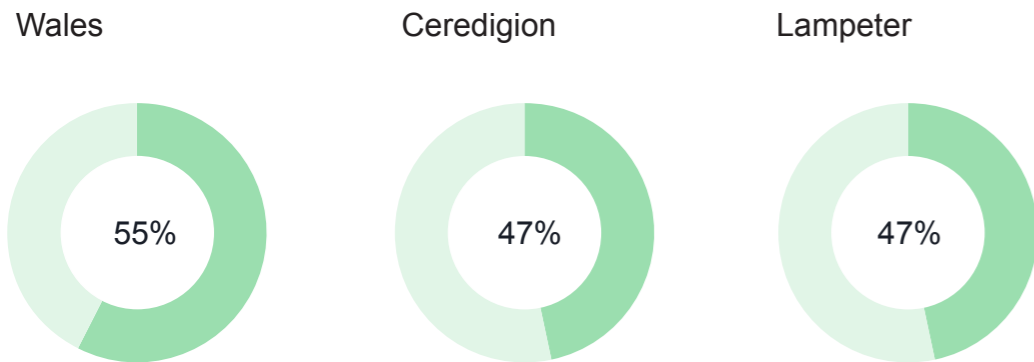
Household Tenure in Lampeter



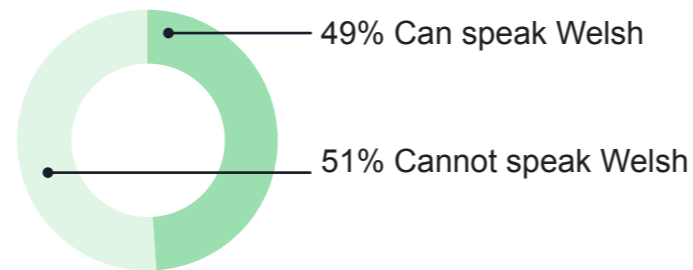
% Occupation Breakdown in Lampeter



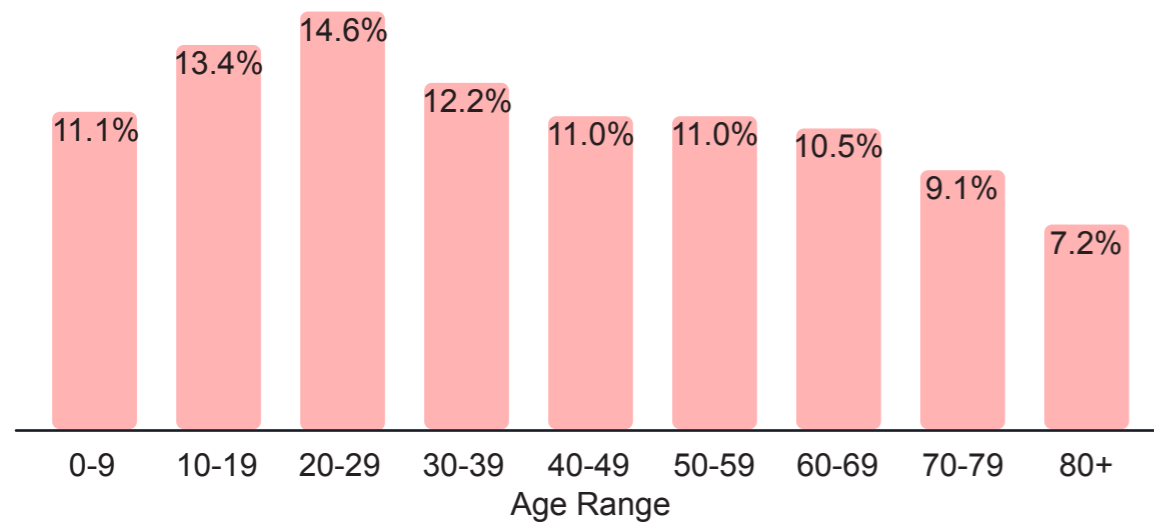
% Population Identifying as Welsh Only



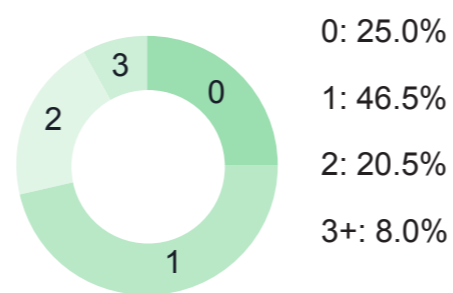
Welsh Language in Lampeter



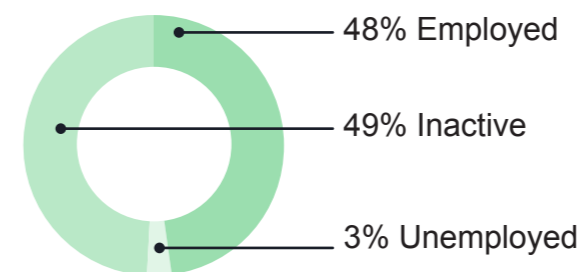
% Population Age Groups in Lampeter



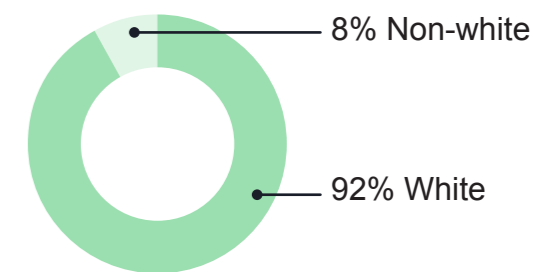
Cars/Vans per Household in Lampeter



% Economic Activity in Lampeter



Ethnicity in Lampeter



Data source: NOMIS, Wales, 2021



Engagement session for Lampeter Regeneration Strategy, February 2023

2.1 Context

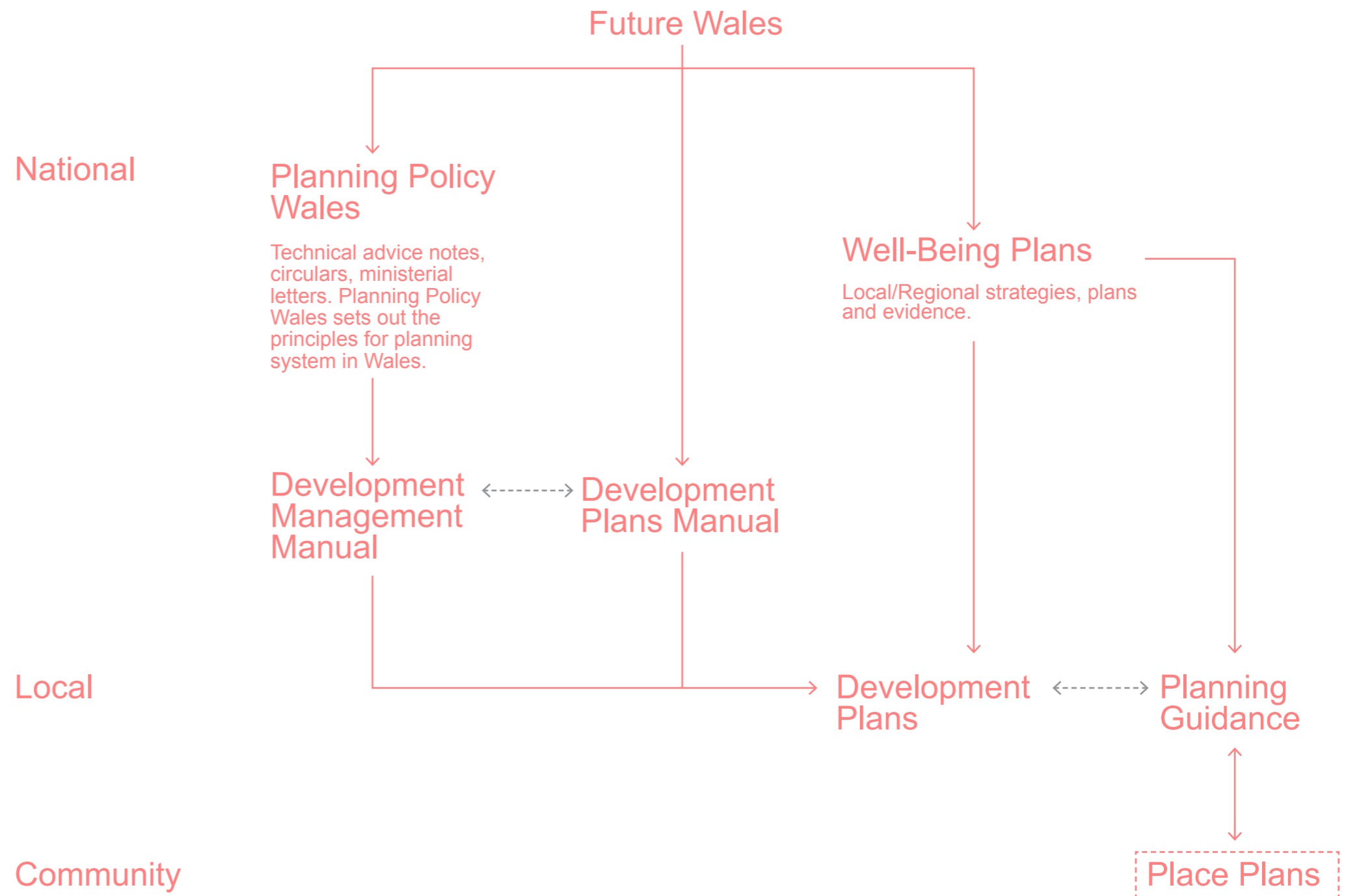
Place Plans complement existing statutory development plans and address community scale issues such as design of community facilities and open space. They act as a mechanism for communities to engage creatively with the planning process.

2.1.1 Links to Other Plans

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

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

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



Place Plan context within planning policy, legislation and guidance

2.1.2 Link to Policy

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

Lampeter is within the River Teifi Regional Growth Area as identified in 'Future Wales: The National Plan 2040', meaning it should retain and enhance the commercial and public services which make the settlement a focal point for the area. The projects identified within the Place Plan should help support the aims of the Future Wales' Regional Growth Area.

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

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



UWTSO Campus

2.1.3 Place Plan Themes

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

Well-being:

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

Placemaking:

Taking a holistic approach to the planning and design of spaces. Placemaking draws upon an area's potential to create high quality development and public spaces that promote people's prosperity, health, happiness and well-being. This should lead to developing distinctive and vibrant spaces which strengthen the relationship between people and places. The theme responds to 'Planning Policy Wales - Edition 11' and incorporates the values of 'The Placemaking Wales Charter'.

Heritage and Culture:

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

Economy:

Developing a targeted regeneration investment programme which supports a sustainable prosperous economy. This addresses key challenges to achieve a vision of an economy that delivers a sustainable future for all who choose to live and work in the local community. The theme is linked to local, regional, and national regeneration policy and support to improve town centres. This aspect of the Place Plan is informed by the Lampeter Regeneration Strategy (2023) and general consensus around key projects and interventions which have informed the Town Council's approval.

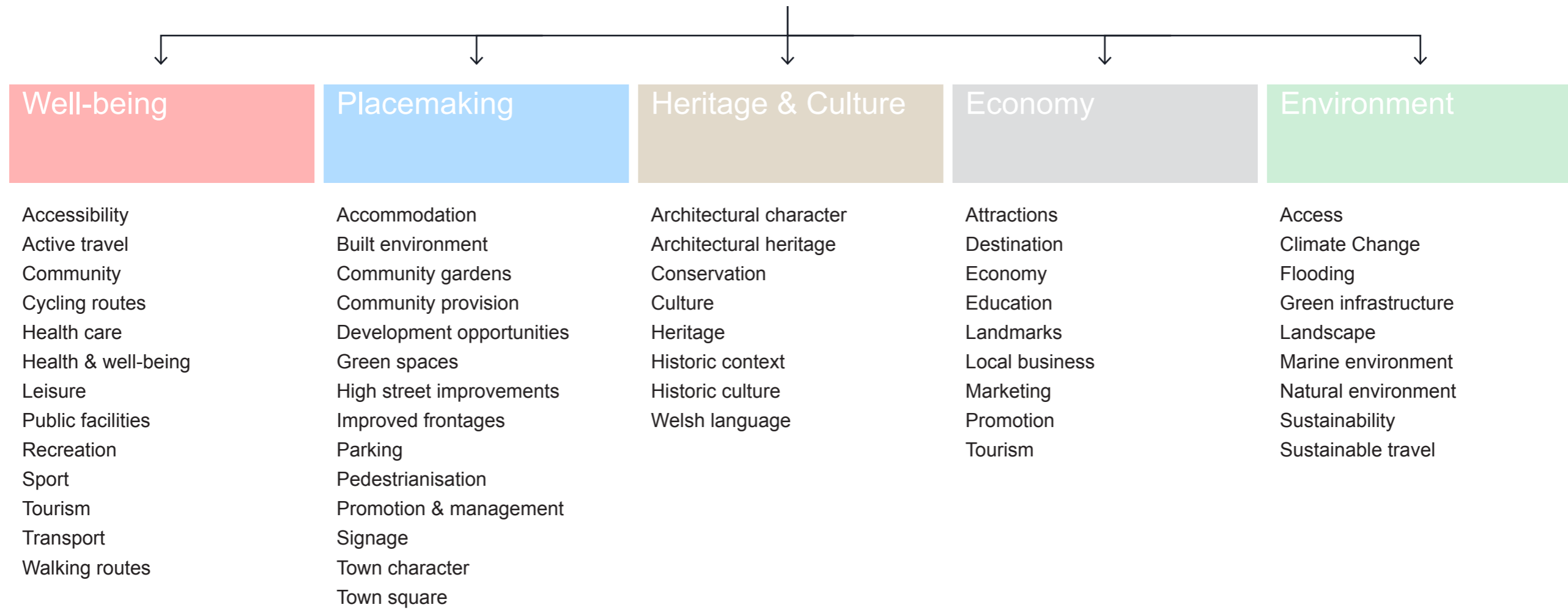
Environment:

Creating greener, sustainable, and well-connected communities which take action to reduce carbon emissions and enhance biodiversity. This includes championing the local environment and the sustainable management of natural resources. The theme advocates county and national objectives, as well as carbon emission targets to protect the environment for future generations. The theme is informed by the Green and Blue infrastructure plan for the town and key opportunities the Town Council would like to move forward and prioritise.



Lampeter Chapel

Ceredigion's Common Themes



Common themes across Ceredigion's Place Plans

2.1.4 Well-being Legislation

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

For any town to sustain itself, a prosperous Wales must have considerable significance. Prosperity drives the economy, stimulates, and encourages growth.

Factors important to the mental, physical and social well-being of residents and visitors of Lampeter include:

- Being mentally and physically healthy.
- Personal safety and security.
- Employment and financial security.
- The ability to connect with others.
- A healthy diet; access to good quality, local food.
- Respect and self-esteem.

Factors which promote community well-being include:

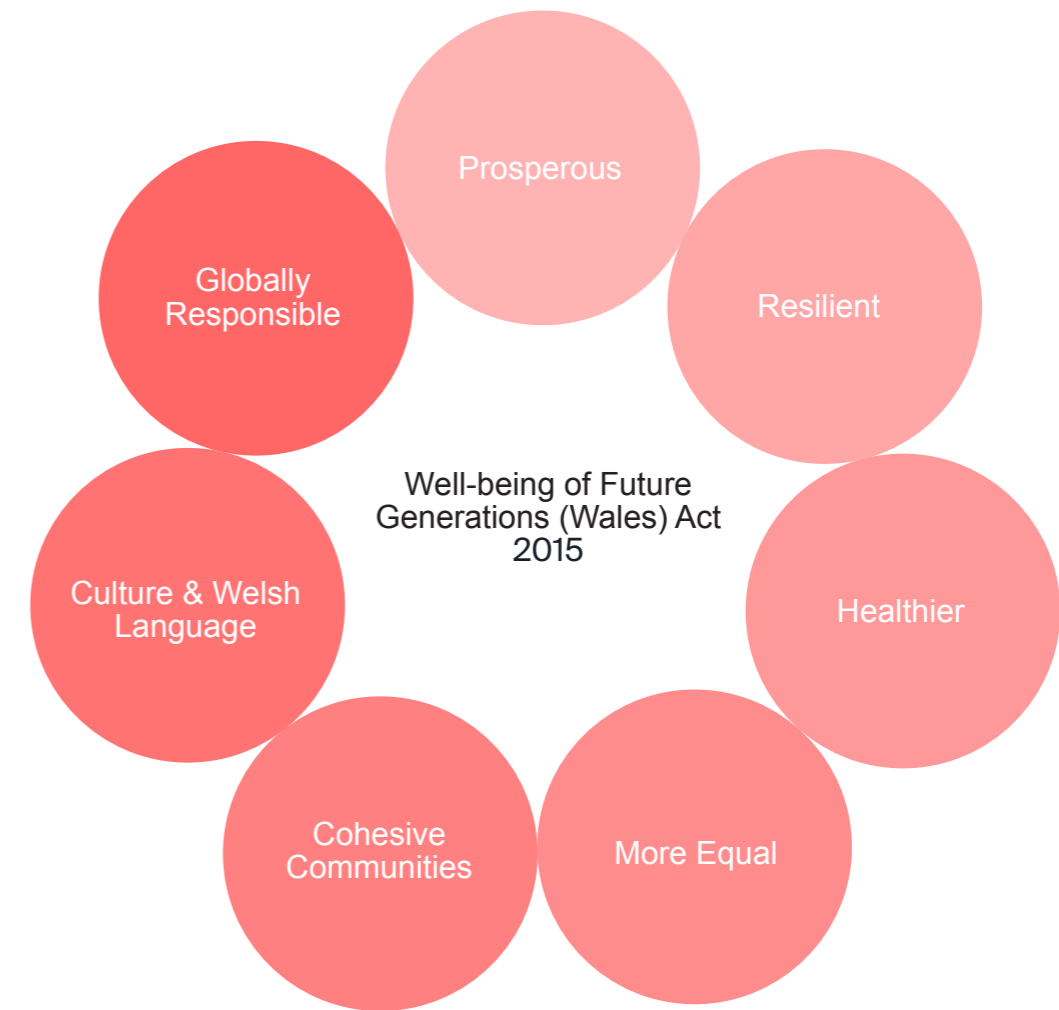
- A vibrant, caring community.
- A community with shared values.
- A place to be proud to live and work in.
- Access to good quality, affordable housing.
- Affordable public transport and access to other parts of the country.
- Connecting with others at social events and activities.
- Access to health services – hospital, GP, dentist, optician and pharmacy.
- Access to local shops and restaurants.
- Access to nature and green open spaces.
- Supporting the elderly, vulnerable and disadvantaged in society.
- Good quality education.
- Access to leisure facilities.

2.1.5 Purpose and Benefit of the Plan

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



UWTSO Courtyard



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

2.2 Approach

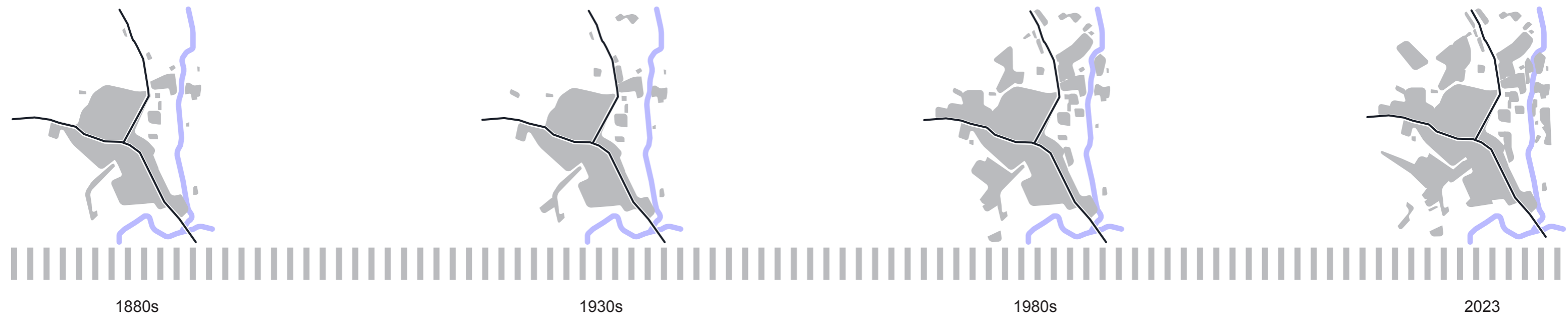
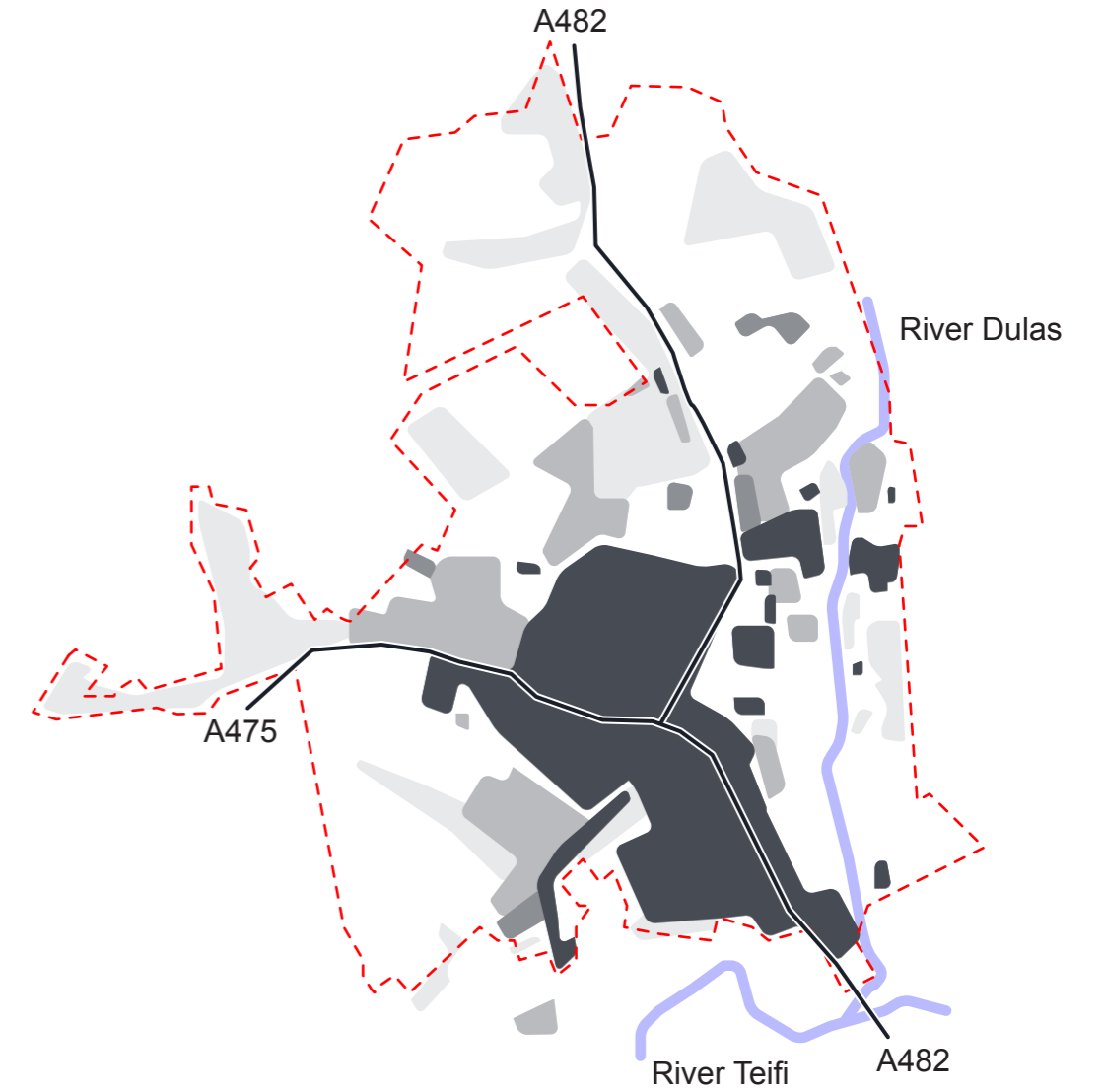
The key principle of the Place Plan puts the community at the centre of the planning process. To facilitate community involvement, Lampeter Town Council set up a steering group to oversee the Place Plan process. The steering group comprised representatives from the following key stakeholder groups, which came together to share their expertise and knowledge of the area, to suggest themes and ideas for inclusion in the Place Plan and facilitate stakeholder sessions.

- Lampeter Town Council.
- Artisans Café (Nicola Doyle).
- CAVO.
- Ceredigion County Council.
- Chamber of Trade.
- Merched Medrus – WIRE.
- Totally Locally.
- Transition Llambed.
- UWTSD.
- Y Stiwdio Brint (Sarah Ward).

The steering group’s remit was “to develop a Place Plan for Lampeter to support and guide the development of the town which will include the built environment, services, facilities, business and the community”.

Key:

- River Dulas
- 1880s
- 1930s
- 1980s
- 2023
- Settlement boundary



Lampeter settlement growth

Lampeter Town Council led the production of this Place Plan. However, its content is based on the views and aspirations of the community. Lampeter Town Council is also the existing statutory consultee in the planning process and will take responsibility for arranging scrutiny of the impact measures of the Place Plan in planning outcomes. It will also challenge planning consent where they appear not to have been given due consideration.

In addition to Lampeter Town Council, the Caru Llanbed (Love Lampeter) 2030 Working Group aims to drive forward specific planning improvements to the town, as set out in this document. Caru Llanbed aims to action non-planning related projects that arise from the Place Plan process.

2.2.1 Place Plan Boundaries

The town of Lampeter is located within one electoral ward, Lampeter Ward, which encompasses the town and its immediate surroundings. The town is also served by Lampeter Town Council. The area covered by the Town Council is reflective of the ward boundary.

2.2.2 Community Involvement

Consultation events were held with local residents and visitors to the town. All contributed towards the Place Plan and its vision for the future. The Place Plan has also been developed in partnership with specialist consultants and specialist officers from the local authority.

The following groups were involved in the consultation process, however, this list is not exhaustive:

- Artisans Cafe.
- Bro Pedr School.
- CAVO.
- Ceredigion County Council.
- Chamber of Trade.
- Côr Corisma.
- Côr Cwmann.
- Guides.
- Lampeter Carnival.
- Lampeter Family Centre.
- Lampeter Food Festival.
- Lampeter Town Council.
- Merched Medrus.
- Merched y Wawr.

- People's Market.
- Scouts.
- St Peter's Church.
- Totally Locally.
- Transition Llambed.
- UWTSD.
- Urdd.
- Y Stiwdio Brint.

2.2.3 Community Feedback

The public and visitors alike were invited and encouraged to engage in the consultation process in the following ways:

- Public consultation meeting - a public consultation meeting took place at Victoria Hall.
- Questionnaires - encompassing questions about health, education, what people valued most about the town and what they would change. Questionnaires were distributed throughout local venues.
- Facilitating feedback - a 'whiteboard task and finish group' facilitated feedback from local community groups and at local events such as the UWTSD's graduation day, Lampeter food festival, and the people's market.
- Social media - 'Caru Llanbed (Love Lampeter)' set up a facebook group to facilitate discussion. Weekly questions were posted online to seek people's views on a variety of topics.
- On-line survey - the Chamber of Trade compiled an on-line survey seeking the views of local businesses.

2.2.4 Responses

Some of the comments and feedback from community consultation include:

Not much to do here for students. Have to get the bus to other towns to do things. No nightlife.

Lack of shopping options.

There are gorgeous views in the area. I come back every year.

There's a real sense of sustainability being a worthwhile goal.

Everyone is very close knit and friendly. Always recognising people in the town.

Good scenery, very welcoming, and the facilities are good.

Having space for campers would be good for overnight stays.

Lack of connection between the town and university.

Empty properties, lacking things to do.

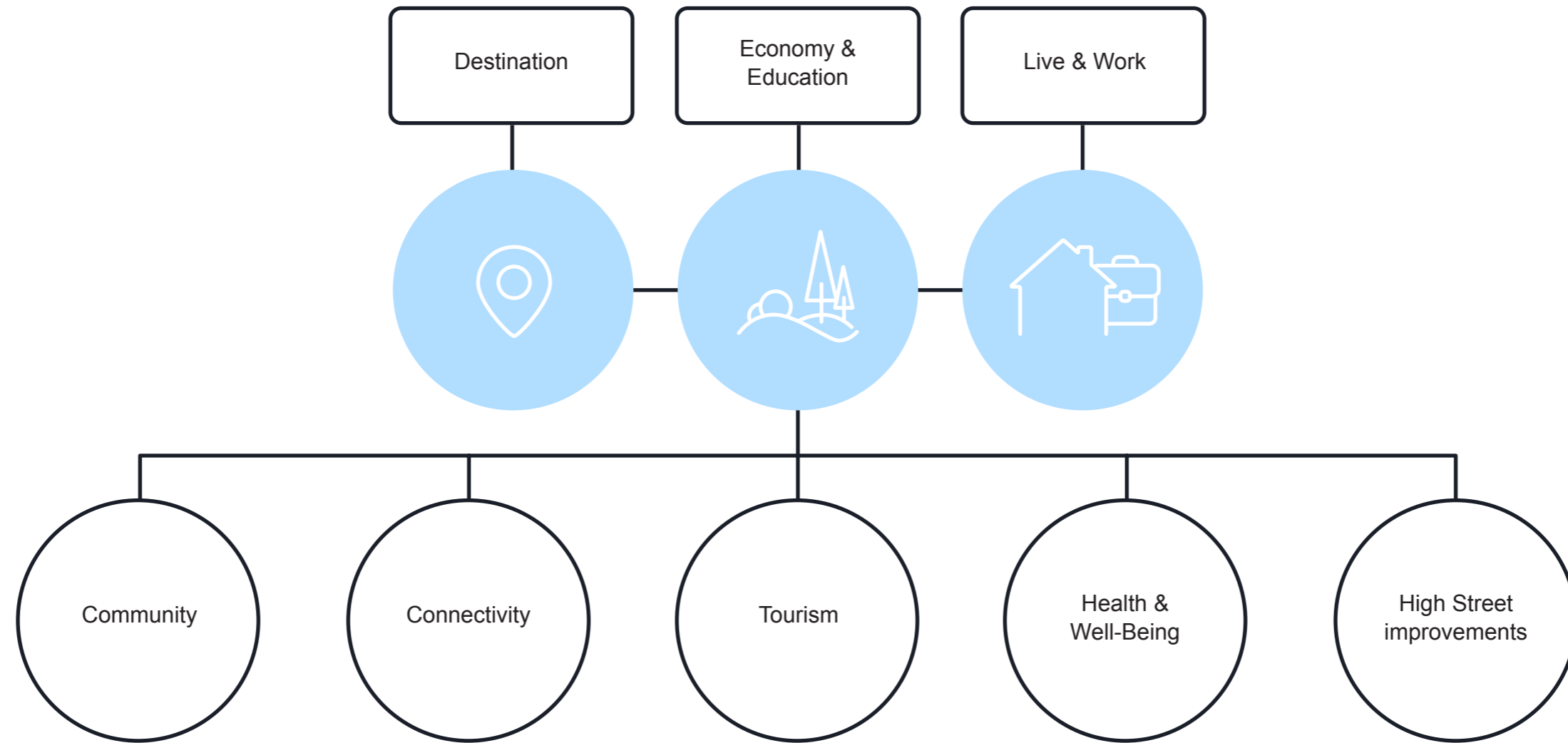
Lampeter has a spirit of place rarely seen these days - comfortable in its skin, but happy to embrace positive change.

Always a warm welcome, sense of community and intimacy.

Love the flowers and the love people take of each other, visitors, and students.



Lampeter's rugby and football club



3.1 Vision and Strategy

The three main aims of our Place Plan is to:

- Increase tourism opportunities in the town,
- Remain a well maintained significant service for local residents and businesses, and;
- Continue serving the communities that consider Lampeter their main town.

The following strategy sets out a clear vision for the future development of the town, changing the existing aggregate approach to town planning into a cohesive, well thought through, all-encompassing plan for the whole of Lampeter and nearby areas.

3.2 Focal Points

The strategy for Lampeter town is aimed at attracting vitality to the area by making full use of its existing assets, ensuring our town is attractive and its resources are attainable to visitors and residents alike.

The town makes good use of its multi-use buildings to host events however, there is little in the way of specific tourist attractions in the town itself.

Several buildings and features are wayfinding landmarks in the town and therefore, it is essential that their status and visibility are maintained:

- UWTSO, including its pavilion, the remains of the motte and bailey castle and commemorative rugby ball situated within its grounds.
- War memorial.
- Harford Square.
- Parc St Germain Sur Moine.
- The Black Lion public house.
- Gwilym Price retail shop, College Street.
- Teifi River Bridge.
- Old Town Hall.
- Lampeter Museum.
- Parc yr Orsedd/Eisteddfod Cerrigy r Orsedd.
- Maesyfelin and Maesyderi parks.
- The rivers Teifi and Dylas.
- Long Wood.

3.3 Priorities

In order to structure the Place Plan a number of key themes were developed during initial consultation which included:

- A great place to live and work;
- Greener Lampeter;
- Destination Lampeter.

A number of key priority areas were identified:

1. Improve Lampeter's recreation offer

The town currently has three children's play parks, but additional play areas would be beneficial. Outdoor facilities like a pump track or skate park, along with indoor attractions such as a soft play area or bowling alley, would enhance recreational options for both residents and visitors.

2. Tree planting and community spaces

Strategically planting large, short-rooted trees in suitable areas would add shade, greenery, and gathering spots for the community.

3. Community Artwork and Heritage

Adding community artwork or a sculpture display at Harford Square could create a distinctive focal point, celebrating the town's crafts heritage. Purpose-built sculptures, artwork, or notable trees in key locations would enhance the town's character, making these visible areas more inviting and memorable.

4. Street benches and natural recreation areas

Installing street benches at regular intervals in key areas would encourage people to walk into town from the outskirts. Additionally, developing natural resources like the woodland and river into well-managed recreational sites would contribute to a broader plan to attract more visitors.

5. Landmark maintenance

To further enhance the town centre, improving the appearance of prominent landmarks would be beneficial.



1. UWTSO

2. Gift shop on Bridge Street

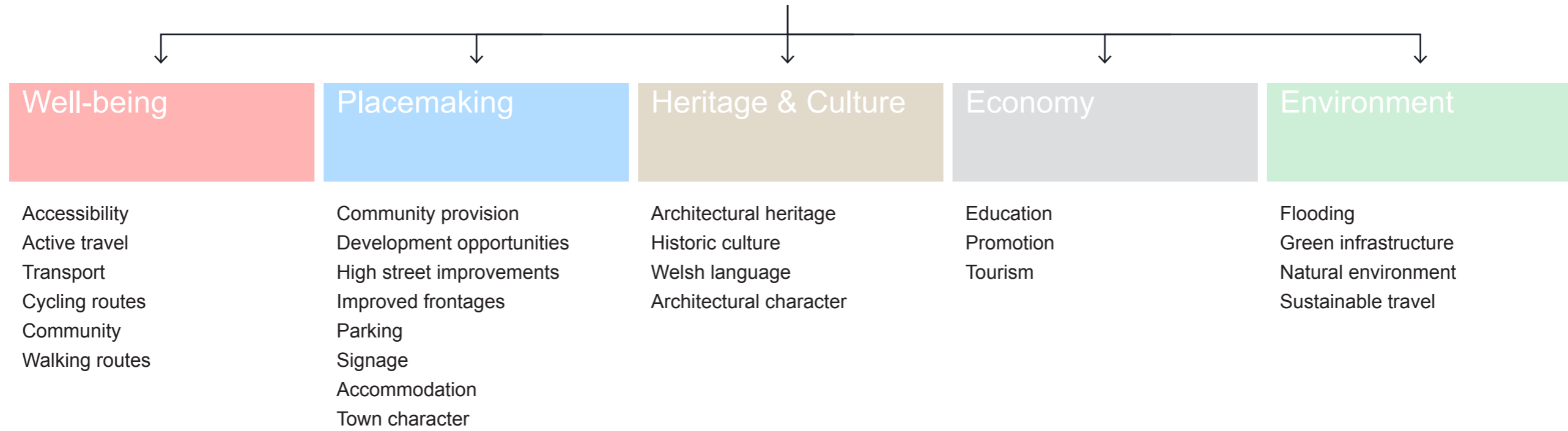
A cohesive, well thought through, all-encompassing plan for the whole of Lampeter.

The strategy for Lampeter town is aimed at attracting vitality to the area by making full use of its existing assets.



Dismantled railway bridge and River Teifi

Themes for Lampeter



Emerging topics under their respective themes within Lampeter Place Plan



4.1.1 Well-being Introduction

The well-being of the communities of Lampeter and its surrounding villages is of the utmost importance, and implicit in all the development proposals outlined in this plan. Connecting communities, spaces and ideas through pertinent and purposeful development will ensure that an increase in the well-being of future generations can become attainable. Lampeter Place Plan is underpinned by, and reflects the values and aims of 'The Well-being of Future Generations (Wales) Act 2015' and 'Ceredigion Local Well-being Plan 2018-2023' - thus working together in a supportive and supported manner to achieve national Well-being goals to improve the economic, social, environmental and cultural well-being of Lampeter.

4.1.2 Active Travel

A key objective of the strategy is to increase pedestrian permeability into the town centre, promoting active travel, prioritising accessibility for those with disabilities, and improving the quality and provision of public transport and cycle routes in the area. Easing the accessibility of Lampeter to its surrounding communities and linked settlements is also a priority, as many of the communities have lost their local services such as banks, shops and post offices.

Similarly, a good network of cycle paths and horse-riding trails between the town centre and the surrounding villages – such as the Llangybi route along the old railway line – and extending outwards to larger National cycle networks is essential to keeping town accessible on a larger scale.

Ensuring the pedestrian permeability of cycle paths into the town centre itself, via secondary paths and walkways linking the main streets and pavements to the cycle route, making stopping for a visit easy and attractive to cyclists passing through in the vicinity.

Further opportunities exist to extend walking opportunities to the north of Lampeter in order to improve accessibility for two potential housing sites. Ensuring pedestrian permeability and active travel routes to nearby settlements will create a sustainable settlement group, whilst intra-town routes will contribute towards current planning agendas such as the '20-minute neighbourhood' and the associated societal and environmental

benefits this brings. However, improved signage which demarcates trails, such as the Llangybi route, lighting and paths between public and open spaces is necessary to achieve a well-connected town.

4.1.3 Transport

Lampeter is not well-connected by public transport to towns such as Cardigan, and the addition of services that will improve the connectivity of Ceredigion's main towns would be advantageous, increasing movement of people between them and extending the reach of their local economies.

4.1.4 Accessibility

From a disability access standpoint, Lampeter's streets are wide and passable. A good number of businesses successfully use street signage and furniture with minimum impediment to pedestrians, whether ambulant or not. The use of outside spaces is a must in modern retail, and the accessibility of our streets could be positively incorporated as part of a town identity strategy for Lampeter. It would be advisable for the town to undergo an independent disabled accessibility assessment to create a self-regulated set of bespoke best practice recommendations. This would mean we could market the town – with its level access shopping throughout – as a disabled friendly destination.

Recent changes to College Street have seen the introduction of bollards to protect pedestrians and prevent damage to the pavement surface from parked cars and delivery vehicles. Further consideration should be given to best serve the retail centre with deliveries.

Accessible adaptations to existing public transport would be beneficial, and the inclusion of specialist hoist facilities at the accessible toilet at the library would be a big boost for the town, as there are very few such facilities publicly available in Ceredigion.

In lieu of a physical tourist information centre, interactive boards placed at key locations within the town (for example, at Comins car park and Harford Square), would be of benefit to visitors to the area. Event information could be updated as the calendar year progressed.

4.1.5 Actions

- Undergo an independent Disabled Accessibility Assessment to create a self-regulated set of best bespoke practice recommendations and market the town as an accessible destination.
- Improve provision and quality of cycle routes in the area, ensuring they're linked to the Lampeter town centre to encourage people to visit.
- Increase connectivity with the surrounding communities, including extending walking paths to the north of Lampeter to link the town to two potential housing sites.
- Improve transport links between Lampeter and other Ceredigion towns.
- Provide accessible facilities on existing public transport.
- Include specialist hoist facilities at the accessible toilet at the library.
- Install interactive boards at key locations throughout the town.

Placemaking



4.2.1 Community Provision

The town currently has three parks, though additional play provision at the opposite end of town, near the schools, would be welcomed.

An outside pump track or skate park, and indoor attractions such as soft play or bowling would be attractive to residents, visitors and improve youth provisions in the area. Additional promotion of existing assets such as the Welsh Quilt Centre and Lampeter Museum could also have a positive impact on visitor numbers.

Lampeter would benefit from large, short-rooted tree planting in appropriate locations to create shade, provide greenery, creating areas where people would naturally gather. For example, Harford Square is one such location where some specimens should be varied to provide year-round interest, chosen to best support local wildlife. Significantly larger, native trees featured in locations, at the bottom of Maestir Road for example, could contribute to the town's identity moving forward.

The installation of appropriate community artwork and/or a sculpture plinth at Harford Square could create a focal point befitting a town like Lampeter, and would openly celebrate its crafts heritage.

Purpose-made sculptures, artwork and trees are encouraged as part of a hard and soft landscaped renovation, creating new landmarks that could have a positive, visual impact on how parts of the town are perceived.

The following locations were identified:

- Seating area at the end of Temple Terrace.
- Land at the bottom of Maestir Road/Pontfaen.
- Seating area on the Comins.
- Seat at the end of Temple Terrace.

Planning permission to erect sculptures and artwork to be given to these areas and other in the future, as identified by the 'Caru Llanbed (Love Lampeter)' Working Group.

A provision for outdoor community seating should be made. Street benches could be installed at key locations and placed at regular intervals. Seating would encourage people to walk, sit and relax

about the town and would benefit an increasingly elderly population who require frequent intervals of rest.

Development of some of Lampeter's natural resources, like the woodland and river, into managed sites for recreational activities should be encouraged. Linking these important localities to a wider strategic plan would aid in attracting visitors to the town.

As part of the overall plan to improve the town centre, improvements to the appearance of prominent landmarks by appropriate means is necessary. Key buildings and features in need of improvement in the short term are:

- The Town Hall and Town Hall Clock, in particular, is a distinct part of Lampeter's heritage. There is a duty of care to maintain its stature and place in the town's psyche.
- Exterior of Victoria Hall.
- Harford Square.
- The War Memorial and Memorial Garden.

Taking back responsibility for the up-keep and maintenance of Harford Square and fountain, and the war memorial and Memorial Garden from Ceredigion County Council is very much an aspiration of the Town Council.

4.2.2 Development Opportunities

The Lampeter LDP identifies a number of potential sites for development, and sets out potential outcomes should the sites be developed in the future.

The Place Plan consultation identified that it was in favour of retaining existing recreation spaces such as the Maesyderi playing field at the top end of town, and that residential development should be restricted to infill sites in the town as opposed to reaching beyond the existing confines of the town. All sites that are identified as infill sites on the LDP should be considered for development, though sequential testing should be utilised for all new development proposals.

The following are suggestions that arose from consultation as to how future development should proceed in Lampeter, and what the process should embody:

- EO501 – Pont Steffan Business Park, Lampeter and other suitable sites for non-residential development: There is potential demand for new units of varying sizes to be built, satisfying the need for fit-for-purpose property for industrial processes and commercial warehousing, and for smaller micro/shared business spaces. The creation of business incubation spaces has the potential to encourage entrepreneurship and innovation in business, with new businesses encouraged to use the spaces for set periods to test their viability. Measures to help small-turnover businesses retain tenancies of the large industrial premises required for them to trade should be introduced. These could include caps on private rental costs and schemes to encourage shared use of assets like transport and drivers to reduce overheads.
- Any new development would ideally be master planned appropriately for a Transition Town such as Lampeter and given more than the legal requirement of green, planted areas with diverse nature corridors designed in, and minimising unnecessary hard landscaping to encourage carbon neutrality where possible. Use of the area as a park should be encouraged, as should movement of people via foot and cycling with good connections to the town centre and local cycle routes and footpaths. It is reasonable to suggest that all new industrial development on or near this site be properly sound-insulated to minimise additional sound pollution in the SSSI.
- HO505 – Land adjacent to Maesyderi, & other suitable sites for residential development: There will be a need for additional housing in Lampeter as it develops over the next decade, however through public consultation, the town strongly objects to large scale residential development. Many of the LDP development sites for housing weren't acknowledged at all as potential sites for housing during consultation. Environmentally sustainable residential development on a small, phased scale however is encouraged, with an emphasis also on the use of local contractors and ecologically innovative building methods. Limiting the number of plots available to each developer would encourage the involvement of smaller local developers over the use of national companies, and a good design

precedent for sustainable development could be set by careful masterplanning of any site to include more than the minimum amount of green spaces and planting in circulation routes, including plots for self-built housing, generous plots with houses tailored to the community it serves (creating mixed, multi-tenure housing stock that is adaptable, affordable and accessible), and space for innovation through the creation of Tiny Homes, zero carbon prefabricated buildings and development under the One Planet Directive. Stipulating the use of contractors who have been trained in high quality eco building technology locally could have a major long term positive impact in the retention of young people in the area through providing attractive training opportunities in Ceredigion, and a livelihood in the area.

The full life cycle of any new housing should be considered, and a precedent for adaptable homes for life should be set.

Including generous development gains that serve the wider community as part of the proposals for large developments (such as children's play areas, protected nature reserves and wildlife gardens, solar banks, communal heat-treated town compost facility at the recycling centre, and allotments for collective self-sufficiency) will ensure that communities remain socially well-connected, through access to recreation facilities and involvement in community projects.

4.2.3 High Street Improvements and Improved Frontages

Lampeter Place Plan seeks to retain the character of the town, encourage retail diversity and good quality independent shopping. Four main retail zones have been identified which represent unique opportunities for change:

Zone A: The primary shopping street frontages of Bridge Street, High Street and College Street within the confines of the town centre. The secondary retail frontages of the three main streets outside the confines of the town centre.

It is recommended that building frontages in zone A should be kept as prime retail frontages, and every effort should be made to retain shops, which offer high quality and variety. Empty shops could be utilised as pop-up venues, or shared by multiple businesses to encourage their use and to prevent them falling into disrepair after long empty periods. The secondary retail frontages of the three main streets outside the confines of the town Centre marked on the plan.

Zone B: The existing retail frontages in zone B at the outermost reaches of the town centre - These should also aim to promote retail usage where possible. In certain circumstances allowances could be made to change buildings from retail to non-retail residential use.

These decisions should be dependent on the impact such changes will make to the town plan in the longer term; decisions that will assess the impact on the character, vitality, viability and overall quality of the town centre.

New residential property should be promoted within the town centre, particularly in relation to underused space above existing shops. Further consideration should be given as to how best to access unused homes and shops for redevelopment, thereby alleviating the impact of empty buildings on the town.

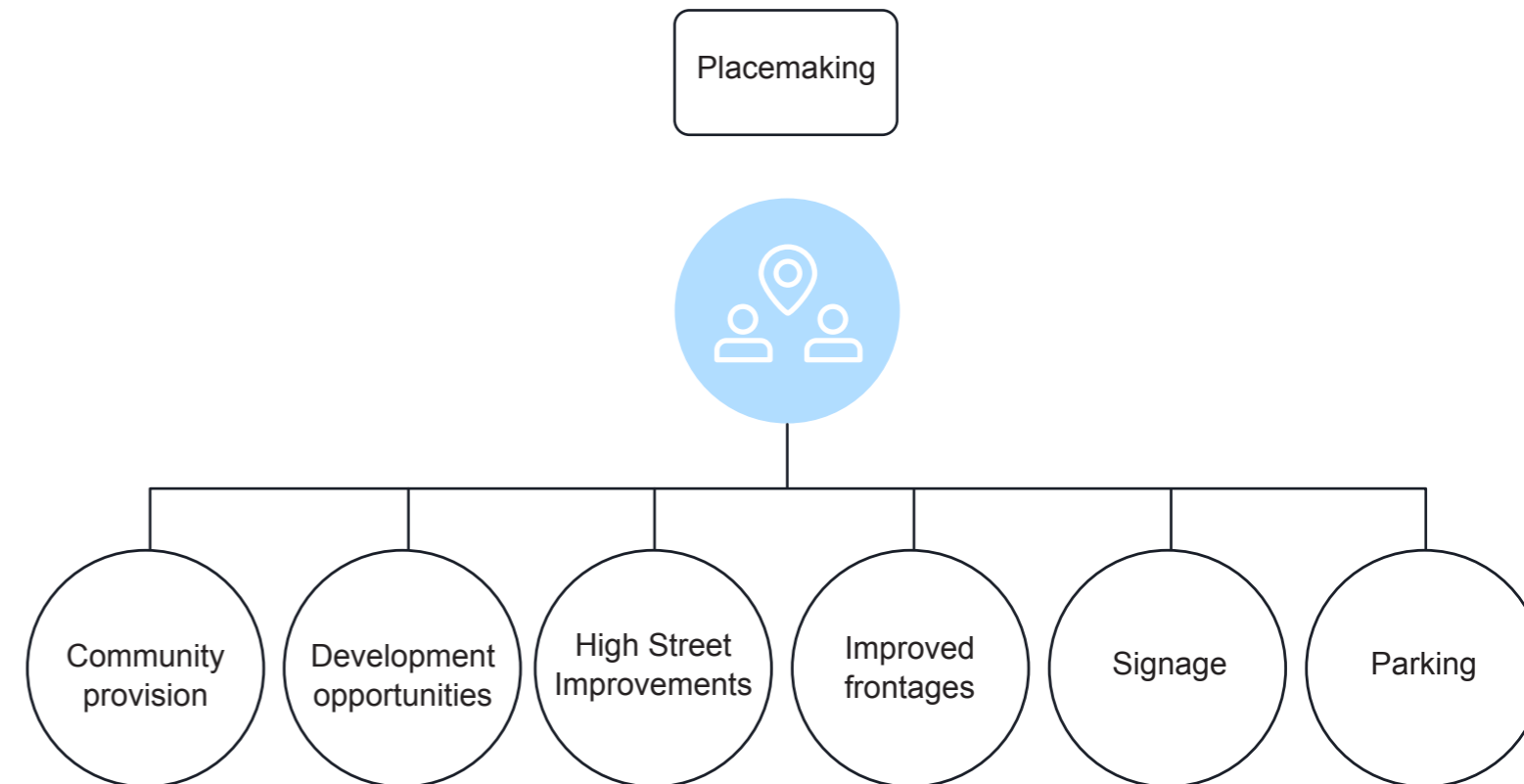
Zone C: The industrial/retail estate, Tregaron Road - The industrial estate in Lampeter is a significant asset to the retail offering in the vicinity. It should be recognised as such via improved pedestrian connectivity to the town centre via footpath and cycle routes, as well as adequate signage from the town centre.

Zone D: Market Street - The part-pedestrianised back street that connects College Street (adjacent to Gwilym Price retail store) through to High Street (emerging beneath the Town Clock).

Lampeter Place Plan identified that Market Street and Market Place could be improved with pedestrianisation. These improvements include retained access for deliveries and residential properties, the inclusion of vibrant small temporary retail spaces and seasonal pop-ups, (such as street food on summer evenings and Christmas themed markets). Such improvements would link the streets of Lampeter, becoming an attractive area to sit and read outside the library during the day, and a safe, well-lit promenade supporting a vibrant evening economy by night.

There could be mixed use development of small retail units with residential accommodation above, which would again cement the identity of the area as another important retail zone.

Underlying issues that keep buildings empty need to be addressed at a community level, and the Caru Llanbed (Love Lampeter) 2030 Working Group could work towards proposing tailored solutions for each site that could be undertaken by owners should they wish.



Lampeter's placemaking priorities

4.2.4 Signage

Clear signage highlighting key attributes of the town upon approach would encourage passing tourism trade to stop; trade that would otherwise simply pass through the town. The availability of parking for cars, caravans, and coaches, with electric car charging points and fuel should be included in the signage strategy. A cohesive approach to signposting assets and facilities would be of great benefit to occasional visitors to the town centre and improve the attractiveness of the townscape. This would include:

- LAS Recycling Centre.
- Public conveniences.
- Leisure Centre.
- Recreational zones.
- Supermarkets.
- Swimming Pool.
- Parks.

Signposting between parks, landmarks, riverside public footpaths on the outskirts of town and the town centre could create purposeful movement of people within Lampeter, and also encourage the use of the natural assets that Lampeter has in terms of its woodland, parks and rivers.

4.2.5 Parking

Alongside the possible addition of delivery drop-off parking, the town requires coach and caravan parking, bike lockers with e-bike charging facilities, and a town centre high speed Electric Car charging point.

Many locals and visitors identified the cost of parking as prohibitive; a reason to not make full use of the town and its facilities when there are alternative destinations available within an acceptable driving distance.

Lampeter Place Plan seeks to retain the character of the town, encourage retail diversity and good quality independent shopping.



1. Market Street

2. The Welsh Quilt Museum

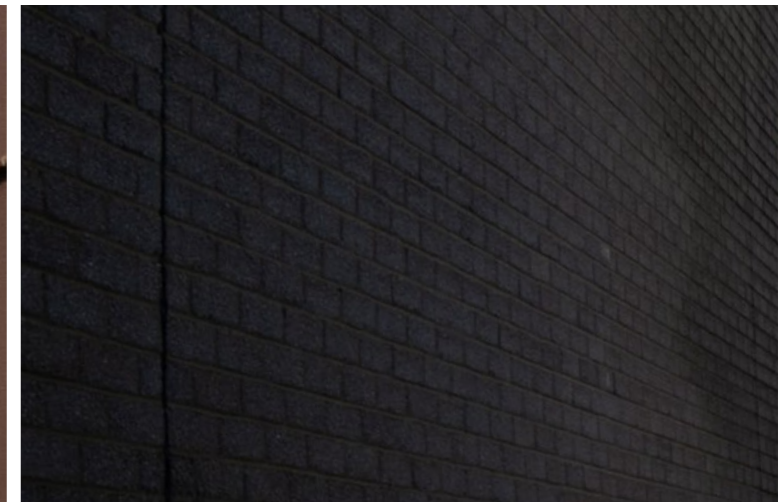
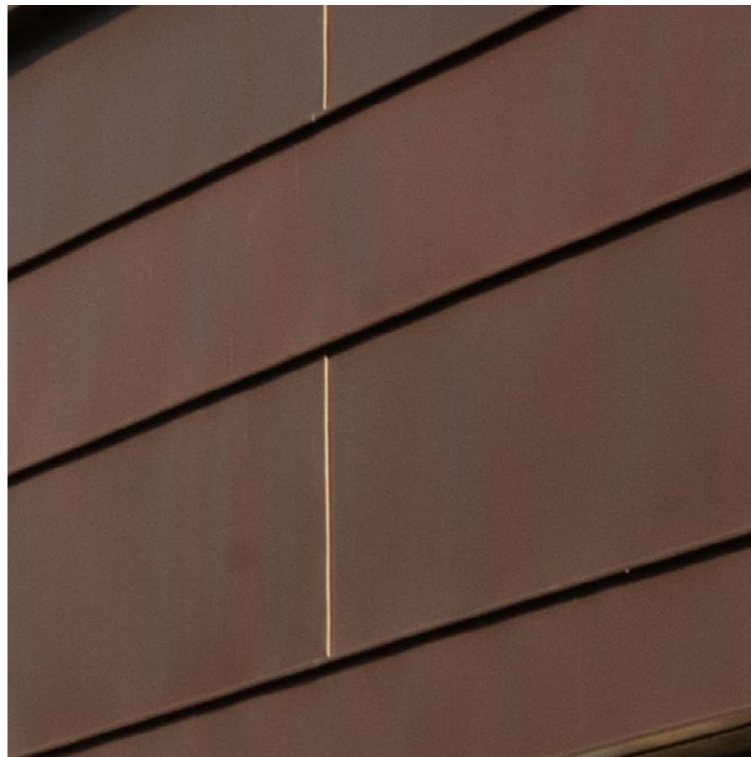
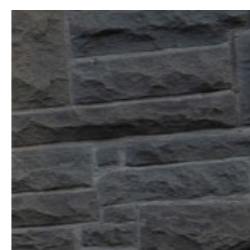
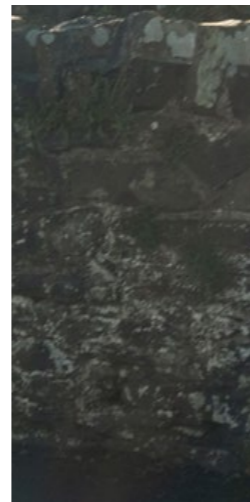


Lampeter's High Street

4.2.6 Actions

- Burgess Hall / university landscaping, corner of Station Terrace: Located on a main route into town from the North, improvements to this area could have a positive impact on visitors to the town, including visitors attending events at the Victoria Hall, but also begin to re-join the town Centre to the outer-edges of the town by creating well-defined desirable destination spaces for the public to enjoy.
- Victoria Hall: Improvements would help connect the town centre to the outer-edges of the town, creating well-defined desirable destination spaces for the public to enjoy.
- The Old Arcade, Kebab shop and former Spar shop: These properties that have been left empty are now in disrepair. Short term gains could be achieved through remedial cosmetic work to the exterior of the buildings (paint, repair to woodwork). In the longer term, renovation and occupation should be encouraged. The Old Spar is a vacant shop with large frontage and a large exposed gable end that does little to enhance the townscape.
- Use of art and colour: Essential to create attractive streets. Every effort should be made to ensure building frontages are kept in a good state of repair and decorative order, and remain in keeping with the town's architectural style.
- Develop an appropriate colour palette: This would reinforce the town's identity. The creation of a Conservation Area Appraisal and Management Plan could inform future changes to the town's aesthetic, and support the Lampeter 2030 Plan.
- Community artwork, sculptures and professional murals: Artwork could be installed in key locations throughout town, creating visual interest, community ownership, and keep Lampeter looking attractive and welcoming; key to creating a vibrant, safe town. Examples where professional artwork could be installed include the blank walls down the side of Sainsburys supermarket, the gated alleyway running alongside Evans Bros. Estate Agents, Temple Terrace and Pontfaen Road.
- Colourful, night-time illumination: The continuation of selective coloured illumination of the university at night and illuminating other architectural assets would help increase night-time appeal, adding visual interest to our streets. The installation of lighting would support a vibrant economy, it would also allow the town to show its support in a creative way, celebrating key national dates, such as Remembrance Day and other local events.
- The town's clock tower: potential to renovate which could have historical and tourism benefits.
- Market Street: pedestrianisation would allow the hosting of seasonal and pop-up trading as well as creating a welcoming link between High Street and College Street, two primary retail areas. Improvement works are currently underway.
- Business incubation spaces and retained tenancies: have the potential to encourage entrepreneurship and innovation in business, with new businesses encouraged to use the spaces for set periods to test their viability. Measures should also be considered to help smaller-turnover businesses retain tenancies of the large industrial premises required for them to trade, such as caps on private rental costs, and schemes to encourage shared use of assets like transport and drivers to reduce overheads.
- Provide catering and seating facilities: would encourage street food suppliers to operate from units that are suitable for leisure and hospitality and, in time, support those that grow to take on an individual unit.
- A discretionary reduction of change of use fees/reduced rents: Provide reduced rents with an agreed uplift clause to local successful retail secondary frontage businesses to take on high street retail offer. For those units more suitable for multiple users provide cluster type start up units at rents subsidised with a craft, food producer, artisan type business model in the hopes high street success can lead to them taking up individual units on secondary frontages.
- Reclaim High Street: Invest in the purchase of primary retail frontage currently owned by pension funds, divide the units into retail, office, leisure and housing. Those that are suitable for office space can be redistributed, as customer facing and other third sector partners, thereby increasing footfall.
- Convert upper redundant floors to RSL/ Council managed housing: To meet service needs as defined by Housing team or live/work units.
- 'Town Centre first' approach: These suggestions fall within the Welsh Government's 'Town Centre first' approach. The expansion of the high street retail offer would support local independent businesses to access primary retail frontage units at affordable prices, as well as leading an independent business revolution in Lampeter where independents have proved far more sustainable in the pandemic and the shift to online trading than national multiples. This may also have tourism impacts if Lampeter could be marketed as an 'Artisan / independent' centre of excellence.





Lampeter material palette

4.3.1 Welsh Language

The recognition and respect for Welsh culture and language will be interwoven and implicit throughout everything pertaining to the Lampeter Place Plan and future development in the town. Opportunities to use the University and its facilities to strengthen Welsh Language adult learning provision in the area should be sought and encouraged.

The Welsh language will be an unquestionable key thread running through all community development, and the provision of Welsh Language classes for non-Welsh speakers is to be further encouraged to support the Welsh Government efforts to create and support 1 million Welsh speakers by 2050. The notion of creating a Ceredigion equivalent to the Nant Gwrtheyrn Welsh Language and Heritage Centre was raised in consultation, with the suggestion that the University in Lampeter remains ideally placed to support intensive residential Welsh language courses, as it once did when the Wlpan residential courses were taught on the Lampeter campus.

Community feedback included:

- Actively contribute towards the Welsh Government's target of reaching 1 million Welsh speakers by 2050.
- Continue to build upon existing relationships with Welsh Language initiatives promoting the use of the language including among Welsh Learners and at events such as the St David's Day parade.
- Continue to work with local institutions that promote the Welsh Language, such as Ceredigion among local businesses and UWTSD, for residential Welsh language courses.
- Continue to support the utilisation of the university building to create and support local knowledge base for projects such as Hanes Llanbed Museum at the Porter's Lodge.

4.3.2 Historical Culture and Architectural Heritage

Lampeter is a historic market and university town. The remains of the Norman castle at Pont Steffan on the bank of the River Teifi later became the foundations for St David's college building and still forms part of the UWTSD's campus today. The university campus has dominated the development of the town since being founded in 1822.

There are three key routes into the town which meet at Harford Square. The wide sweeping high street historically hosted numerous fairs, including horse fairs, whilst Lampeter's strategic location on a drover's road meant many rural crafts took place in the town. Lampeter has a particular connection with the Welsh Woollen industry.

A large part of Lampeter town centre is designated as a Conservation Area within which a number of listed buildings are located. A main feature of the town is the UWTSD and its grounds, of which Castle Mound is a Scheduled Ancient Monument. Lampeter Conservation area was designated in 1969 and amended in 1987. There are 25 Listed Buildings, one of which is grade ii*, and one Scheduled Ancient Monument, the aforementioned Lampeter Castle Mound, within the Lampeter Conservation Area.

Lampeter benefits from high quality architecture throughout, showing the narrative of its development over time. There are numerous listed buildings in the town but there are many more of particular importance that are not listed. It is suggested that protecting buildings such as the Victoria hall, Bishop Burgess Hall (with its sculpted brickwork, see image adjacent) and some of the finer retail premises on High Street and College Street could avoid the loss of significant parts of the town's social history; the unprecedented demolition of the façade of the old Ffynnonbedr school building on Bryn Road being a recent blow to the community with long-lasting impact on the visible social history of the town.

The historic culture of Lampeter and its surrounds is rich and varied, with many physical assets still in existence. Lampeter's Museum's input as part of the 'Caru Llanbed (Love Lampeter) Working Group is well placed to drive the ongoing promotion of Lampeter through its heritage.

4.3.3 Actions

- Protecting buildings: Buildings such as Victoria Hall, Bishop Burgess Hall (with its sculpted brickwork) and some of the finer retail premises on High Street and College Street would avoid the loss of significant parts of the town's social history. For example, transferring the responsibility for the up-keep and maintenance of Harford Square and fountain, War memorial, and Memorial Garden from Ceredigion County Council back to Lampeter Town Council would be welcomed. In addition, the university pavilion, a Grade II listed building, should also be preserved, which is now under the auspices of the development plans of Canolfan Tir Glas.
- Street names: Welsh street names and Welsh names on buildings are an important feature of the town, preserving the town's cultural heritage and history. A series of interactive information boards explaining and promoting their origin would be welcomed. In addition, a network of information 'beacons' could be utilised by a town app, to provide another layer of immersion into the heritage of the town. It was further suggested that all new developments be given locally appropriate names, born of or inspired by the immediate area in which they reside.
- Unification of the streetscape: New development in the town should be of a high quality, using vernacular form and materiality at its design core. Measures to improve the quality and appearance of existing buildings in line with good local examples of a similar style to create a unified streetscape, especially in the town centre, are encouraged.
- Promoting local history: Wider promotion of the history of the university building, Sarn Helen and other Roman constructs and the Motte of the Norman castle in the university grounds is encouraged.

Lampeter's strategic location on a drover's road meant many rural crafts took place in the town.



Economy

4.4.1 Education

The 3-18 year education provision in Lampeter is a strong asset for the town. Ysgol Bro Pedr, for example, achieved ‘Good’ outcomes overall in the 2016 Estyn assessment. Promotion of this, alongside the quality of nursery education and community services such as the Canolfan Steffan Community Support base in the town, is key.

A strong educational offering has the potential to attract a younger demographic of new settlers to the town and its surrounding areas. In doing so, it will offset the impact of the current levels of emigration among Ceredigion youth beyond full time education age.

The generation of higher and further education courses at the University in Lampeter via the proposed ‘School of Resilience’ programme will provide local skills-based learning, through teaching the principles and applied skills of sustainable design to local residents and students from further afield. This resilience-based learning in fields relating to sustainability in Food and Farming, The Built Environment, and Energy isn’t currently taught at University level anywhere else in the UK, and development of the programme into fruition would reinforce Lampeter’s already pioneering outlook on tackling climate change.

UWTSD is an important academic facility, with one of its main campuses situated in the rural town of Lampeter. With its emphasis upon applied learning and strong academic disciplines it equips students with the necessary confidence, skills and leadership qualities, enabling them to compete in both local and global marketplaces.

Sustainable development has the potential to vastly improve people’s lives and the university has embedded sustainability as part of its core teaching, inspiring students and graduates to make a difference to the society in which they live. At its core, UWTSD “promotes social justice, economic renewal and the development of social and cultural capital.

The university has built many collaborative partnerships within the UK and internationally, encouraging and welcoming students from as far away as India and East Asian countries.

The Confucius Institute, created in 2007, is the result. It will concentrate on a range of areas relating to, alleviating and adapting to the effects of climate change. It will also place an emphasis on skills relating to sustainable living and working. The aims and objectives of The Wales Centre for Resilience and Harmony are outlined on the following page.

Environmental:

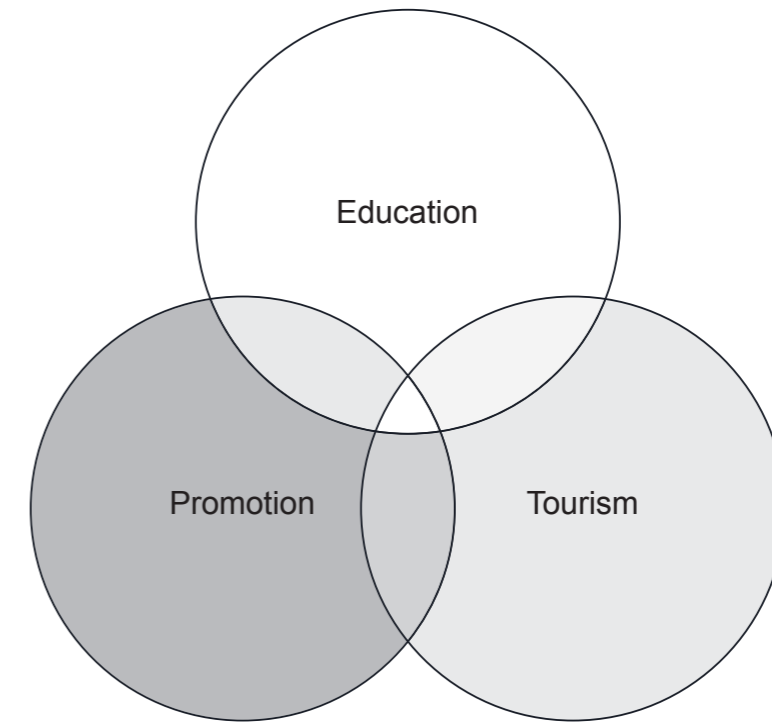
- Raising awareness within the community and beyond of the impact of climate change.
- Providing a variety of courses in the field of sustainability with a focus on resilient, harmonious and sustainable ways of living and working.
- Expanding the opportunities in the field of sustainable tourism.
- Working with local schools and colleges to raise pupil’s and student’s awareness of a range of relevant issues relating to sustainability and community regeneration.
- Supporting local initiatives that support the Welsh Government’s intentions to realise the aims of the Well-being of Future Generations Act.

Cultural:

- Supporting the Welsh language as a community language where it has an opportunity to develop and thrive.
- Celebrating the rural Welsh way of living, heritage and culture.

The community provided us with the following feedback:

- Utilise existing university buildings and facilities to create and support a valuable knowledge-base could advance Lampeter economically.
- Application of the teachings in local business and the sustainable building expertise could provide a good foundation to action many of the development guidelines and projects that may arise from the Place Plan and the ‘Caru-Llanbed (Love Lampeter)’ Working Group.



Lampeter’s economic priorities

4.4.2 Tourism

Attracting visitors and tourists is key to contributing to the socio-economic development of the town. Tourism creates employment opportunities, boosts the local economy, offering the potential to reinvest money into improving the town's facilities and services which in turn benefits the local community. Tourism supports local businesses, fosters entrepreneurship and creates new business opportunities.

4.4.3 Promotion

Lampeter plays a significant role within the economy, culture and well-being of Ceredigion. The town is currently primarily managed by Lampeter Town Council, Lampeter Chamber of Trade and Ceredigion County Council. To date there has been no single body responsible for the overall promotion and management of the town, leading to slow implementation and no overall vision for the area. The Place Plan, along with Lampeter Vision 2030 seeks to address this issue and set up one overarching body, encompassing the key groups below, among others, who are active in addressing the improvement of Lampeter and the surrounding areas.



1. Local business on the High Street
2. Library
3. UWTSD

4.4.4 Actions

Caru Llanbed (Love Lampeter) Working Group: The formation of the Lampeter 2030 Working Group was formally approved by the Town Council as a Sub-Committee and renamed 'Caru Llanbed (Love Lampeter)'.

The overall purpose of the Sub-Committee is to:

1. Work with other partners in the town, to have a beneficial effect on the economic, social, cultural and environmental fabric of the local community. This is a joint group with partners including, but not limited to the Lampeter Chamber of Trade, Transition Llambed, Lampeter and District Walkers are Welcome, Hanes Llambed, UWTSD, churches, cultural and social groups.
2. Consider, and where appropriate, encourage, facilitate or directly organize events, festivals and other activities.

The Caru Llanbed (Love Lampeter) Sub-Committee will take all the information gathered during the Place Plan consultation process and turn it into a workable, timely plan. Whilst some objectives may be aspirational, many are realistic and with the correct management and funding, can be implemented. The Sub-Committee will play a key role in co-ordinating the various initiatives and functions occurring in and around the town, strengthening all options.

Supporting existing and creating new community events, based on the outcomes of the consultation and utilising the strengths of the organisations brought together in the Sub-Committee, is a priority. All the information gathered will be ultimately shared with Lampeter's link settlements and surrounding community councils, so it can be utilised where required at all levels within the community.

- 'Free to user' wi-fi access: This would produce valuable data for the town's stakeholders. For example, the number of daily visitors to the town, which parts of the day, week or month are the busiest and how long on average people remain within the town. This data will help identify the actions stakeholders in the town need to make to remain competitive

and serve the changing needs of customers. As a digital resource, free wi-fi can enable individuals and groups to improve their financial and social position.

- Increase tourism opportunities: In addition to providing a general co-ordinated approach, the 'Caru Llanbed (Love Lampeter)' Sub-Committee will work towards increasing visitor numbers to the town and surrounding areas, along with the business community to foster a working partnership that will improve and sustain the town centre long term.
- Town App: The creation of a Town App among other technological initiatives will greatly assist the Sub-Committee by providing quantitative figures on visitor numbers which, as we know from its implementation in other towns, is incredibly valuable when activating change in order to attract tourism trade to the town.
- Shared Initiatives: The Caru Llanbed (Love Lampeter) Sub-Committee will also work actively in conjunction with similar groups from Cardigan; Llandysul, Tregaron, Aberaeron and Aberystwyth to create and sustain a thriving, valuable and enriched contribution to both the people of the area and visitors to Ceredigion. Well thought through shared initiatives to promote a joined-up approach to the area as a whole will provide a widespread appeal to attract and retain more visitors to the area.
- Improved parking: There is scope to incorporate better coach and caravan parking in order to encourage tourism to the town.
- Tree planting and seating: Large scale planting, incorporating small root ball trees and seating, could also occur at Harford Square, whilst the creation of urban tree cover and a seating area at Maestir Road would bring recreational and tourism benefits.
- Community gardening and wildlife clubs: Opportunities exist to integrate underused areas with community gardening and wildlife clubs who, in turn, could share facilities. This could be coupled with the desire to provide additional allotments in the town. Funding for allotments is available through a support

package provided by Social Farms & Gardens working in partnership with the Welsh Government.

- Promoting local attractions: Additional promotion of existing assets such as the Welsh Quilt Centre and Lampeter Museum could have a positive impact on visitor numbers.
- Signage: Erect signage to promote current and prospective key services and facilities around the town such as car parking, electric vehicle charging, the library, council offices, supermarkets and shops, recreation and leisure facilities and cultural attractions such as the Museum and the Welsh Quilt Centre. Promotion of the town's assets should attract additional passing trade.
- Improvements: The north of the town centre has been identified as an area for possible improvements, specifically around Burgess Hall and the corner of Station Terrace. The possibility of landscaping the north-western corner of the university has been raised as not only potentially having a positive impact on visitors to town, including those visiting for events at Victoria Hall, but also as a means to re-join the town centre to the outer-edges by creating a well-defined desirable destination space for the public to enjoy. This could coincide with improved active travel links between Lampeter's main economic centres, the Pont Steffan Business Park and the town centre itself.
- Milky Way 'Dark Sky' status: The exploration of areas around Lampeter which could be awarded Milky Way Dark Sky status would encourage tourism to the area.



Environment

4.5.1 Natural Environment

Sustaining and improving the natural environment contributes to the health and well-being of the local community, negates harmful carbon emissions, attracts and preserves wildlife and wildlife habitats, while trees and wetlands soak up water to reduce the risk of flooding.

There is a desire for increased planting in the town, accessibility and interconnectedness between all open public spaces in the vicinity.

4.5.2 Sustainable Travel

Electric vehicle provision is important for both the environment but also can be marketed and attract visitors. Electric vehicle charging facilities are available at the Falcondale Hotel, a mile away from the centre of Lampeter, with little direct gain for people stopping to charge their cars in the town centre. Creuddyn Business Centre, where new charging points have now been installed. Charging points have also been installed at the UWTSO campus, Lampeter.

4.5.3 Green Infrastructure

Lampeter is located in the Teifi Valley, surrounded by agricultural fields, wet pastures, woodland blocks and willow carr. Two tributaries, Nant Creuddyn and Afon Dulas, form valleys around the town. Development opportunities are outlined in the Green and Blue Infrastructure (GBI) Strategy.

4.5.4 Flooding

Lampeter is affected primarily by riverine flooding. Areas in the south of Lampeter lie within the C2 flood zone. Two other locations also lie within the C2 flood zone, one of which sits alongside Falcondale Drive, following the stream Nant Creuddyn. The floodplain also runs through the University campus, Station Terrace and up to the Industrial Estate, surrounding the river Dulas.

4.5.5 Actions

- Integrating underused areas: including community gardening and wildlife groups as shared facilities.
 - Using native willow tree planting: a carbon-fixing solution on waterlogged floodplains, but additional preventative flood management may need to be considered at the CO-OP and its car park.
 - Improving facilities for dog-walkers: including the provision of dog mess bins and bag dispensers. To coincide with this, the Ceredigion's Green Infrastructure Assessment (GIA) highlights opportunities to extend the opening hours of the university playing field and improve accessibility for dog walkers.
 - Exploring 'Village Green' and 'Nature Reserve' status: this would afford some protection against future development. For example, some of Lampeter's riverbanks and green spaces, the town's surrounding woodland and Parc St Germain Sur Moine would be retained for the well-being of future generations and for the study into the specific flora and fauna of the area.
 - The reintroduction of native, managed hedgerows and trees: Lampeter's community has identified the approach to Lampeter from Cwmman as a specific area where native managed hedgerows and trees could be reintroduced. There is scope to potentially link this with other biodiversity enhancement opportunities, as outlined in Ceredigion's GIA including on the unmanaged fields south of the old tennis courts, the west bank of the Dulas and to the university park landscaping project.
 - Community feedback identified the floodplain on the Cwmman and Llanybydder border as an area where the planting of native willow and hedgerows could improve flood regulation and climate resilience.
 - Ceredigion's GIA also noted the potential for new community woodland and enhancements to landscape connectivity by linking woodland and tree connections with the river corridor.
- Retention of play parks and sports grounds: Utilising these spaces for a range of uses – for example, a temporary outdoor cinema and regular car boot sale on a site along Pontfaen Road would, with some structural groundworks required, create a far more flexible asset for year-round enjoyment in the town, and create accessible overspill car parking for events.
 - Allocating outdoor space: provision of open space within Lampeter geared towards the use of hi-tech temporary outdoor staging facilities should be encouraged, in order to increase the scope for large, quality events to be held here.



Lampeter's landscape

Lampeter Place Plan

4. Themes and Objectives

Key:

Sites identified within the Place Plan

— Settlement boundary

— Site boundary

1. University of Wales Trinity St David ●●● Education

2. Bridge Street ●● Shop front improvements

3. High Street ●● Shop front improvements

4. College Street ●● Shop front improvements

5. Victoria Hall ●● Community gathering point

6. The Black Lion ● Historic asset

7. Parc yr Orsedd ● Recreation/leisure

8. War Memorial ● Focal point

9. Gwilym Price Retail ● Historic independent store

10. The Welsh Quilt Centre ● Museum

11. Town Clock ● Requires renovation

12. Maes Y Felin ●● Housing estate and recreation grounds

13. Maesyderi ●● Housing estate and recreation grounds

14. Bridge ●● Primary route into the town

15. University Cricket Ground ●● Recreation grounds with Grade II listed pavilion

16. Harford Square ● Town square

17. Lampeter Museum ● Museum

18. Cwmins ● Car park

19. Ysgol Bro Pedr ● Education

20. Bishop Burgess Hall ● Historic asset to be protected

21. Market Street ●● Linking Back Street to High Street

Local Development Plan allocated sites

▨ Housing Allocations

A. Former Lampeter Primary School - H0501

B. Site rear of Ffynnon Bedr - H0502

C. Site on corner of Forest Rd - H0503

D. Fforest Rd - H0504

E. Land adj to Maes-yr-Deri - H0505

▨ Employment Allocations

F. Pont Steffan Business Park, Lampeter - E0501

G. Old Mart Site - E0502

