



NEW QUAY

Conservation Area Appraisal

November 2024

Prepared for

Ceredigion County Council

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The GRIFFITHS HERITAGE CONSULTANCY Ltd

Table of Contents

NEW QUAY CONSERVATION AREA APPRAISAL

1.	INTRODUCTION.....	3
2	INTRODUCTION TO NEW QUAY CONSERVATION AREA.....	7
3.	LEGISLATION, PLANNING POLICY AND GUIDANCE.....	9
4.	DEFINITION OF SPECIAL ARCHITECTURAL OR HISTORIC INTEREST.....	12
5.	PHYSICAL CONTEXT	17
6.	HISTORICAL DEVELOPMENT	18
7	SPATIAL ANALYSIS	25
8	ARCHITECTURAL CHARACTER.....	28
9	DESIGNATED ASSETS AND IMPORTANT LOCAL BUILDINGS.....	34
10	HISTORICAL ASSOCIATIONS	36
11	HIDDEN HISTORIES	39
12	BIODIVERSITY	40
13	ISSUES — SWOT ANALYSIS	43
	APPENDIX A: REFERENCES AND BIBLIOGRAPHY.....	44

NEW QUAY CONSERVATION AREA MANAGEMENT PLAN

1.	INTRODUCTION.....	2
2.	ARTICLE 4 DIRECTIONS	2
3.	BOUNDARY REVIEW.....	7
4.	NEED FOR DETAILED DESIGN GUIDANCE OR PUBLIC INFORMATION	8
5.	OPPORTUNITIES FOR LOCAL LISTING	12
6.	CONSIDERATION OF ENFORCEMENT.....	14
7.	OPPORTUNITIES FOR REGENERATION AND ENVIRONMENTAL IMPROVEMENTS.....	14
8.	ADVERTISMENT GUIDANCE AND CONTROL	19
9.	BUILDINGS AT RISK	20
10	TREES, LANDSCAPE AND OPEN SPACES.....	22
12.	MONITORING AND REVIEW	24
	APPENDIX A: ACTION PLAN	26

1. INTRODUCTION

1.1 The Historic Environment in Ceredigion

1.1.1 The Ceredigion landscape is rich in evidence from the past. The term ‘historic environment’ describes the results of human interaction with the natural environment over many thousands of years, including the buildings, monuments, conservation areas, townscapes and landscapes that we value as a community and wish to preserve. This series of appraisals and management plans are to assist the Council and the local community / public with understanding the special value and interest of the conservation areas in Ceredigion, and how it can best be protected and enhanced.

1.1.2 Many historic features are protected through legislation and the planning system (see below). In addition to Ceredigion’s designated assets there are numerous undesignated features including archaeological sites and historic buildings. Undesignated assets can be more vulnerable to unsympathetic change or loss through development and other works. As well as analysing the contribution of designated assets to the towns of Ceredigion, the acknowledgement of undesignated assets, through tools such as this appraisal, can help to identify their significance and to protect them for the future. In Wales, over 200,000 undesignated heritage assets are recorded on the four regional Historic Environment Records that are now a consideration in the planning system under the Historic Environment (Wales) Act 2023.



Fig. 1 View of historic buildings on Church Street

- 1.1.3 There are 1896 buildings and structures included on the national 'List of Buildings of Special Architectural and Historic Interest' in Ceredigion. Many more pre 1948 structures are protected by being within the 'curtilage' of a listed building. A Listed building is one which has been identified, by Cadw, as being of national architectural or historic importance. As such, any works which would affect the character of the structure or any features of architectural or historic interest would require permission - known as Listed Building Consent. Contrary to popular belief, the listing covers the whole of a building - inside and out, and includes any fixtures or fittings.
- 1.1.4 Ceredigion has 262 Scheduled Monuments. Scheduling is the way that a monument or archaeological site of national importance is recognised by law. The term 'scheduled monument' is wide ranging and includes not only well-known castles, abbeys and prehistoric burial sites, but also sites such as limekilns, deserted medieval settlements and the remains of the iron, coal and slate industries. Some scheduled monuments contain standing buildings or ruins and others have no visible remains above ground, but their buried archaeology is of national importance. The aim of scheduling is to preserve the archaeological evidence that survives within sites and monuments. This includes the physical fabric of the monument, its setting and any associated artefacts and environmental evidence. This means that if you want to carry out work that would physically alter a scheduled monument you will probably need to apply to Cadw for permission - known as Scheduled Monument Consent.
- 1.1.5 There are 12 Registered Historic Parks and Gardens within Ceredigion. Registration identifies parks and gardens which are of special historic interest to Wales. They range in date from the medieval period to the mid-twentieth century. Registration is a material consideration in the planning process; local planning authorities must take into account the historic interest of the site when deciding whether or not to grant permission for any changes.
- 1.1.6 Four areas in Ceredigion have been designated through the Register of Landscapes of Historic Interest in Wales. The largest of these is the Upland Ceredigion Historic Landscape which covers much of the eastern and northern part of the county. The Lower Teifi Valley Historic Landscape, is located in the south-west, and is partially shared with Pembrokeshire and Carmarthenshire. The Drefach-Felindre and Towy Valley Historic Landscapes are located within Carmarthenshire, but part also falls within Ceredigion's southern boundary.

1.1.7 Ceredigion also has 13 designated conservation areas, which means there are additional controls over demolition (requiring Conservation Area Consent) and works to trees in these areas. The conservation areas are:

- Aberaeron
- Aberystwyth
- Adpar
- Cardigan
- Lampeter
- Llanbadarn Fawr
- Llandysul
- Cenarth
- Llanddewi Brefi
- Llanrhystud
- Llansantffraed
- New Quay
- Tregaron

Of these areas, Cardigan, Llanddewi Brefi and Tregaron have Article 4 Directions in place. These Directions remove the permitted development rights for a particular building, site or area meaning that there are more restrictions regarding what works can be carried out without the need for planning permission. Trees in Conservation Areas are also protected: the local authority must be given 6 weeks notice before carrying out works to trees in a conservation area.



Fig. 2 View of the southern part of New Quay from the Pier

1.2 Conservation Areas

- 1.2.1 Local Planning Authorities (LPAs) are required to **preserve or enhance** the character and appearance of designated conservation areas under the Historic Environment (Wales) Act 2023. This Act also requires the Local Authority to identify and designate new conservation areas by determining which parts of their area are of special architectural or historic interest.
- 1.2.2 There are more than 500 conservation areas in Wales and they are valued as special places by those who visit and live or work in them.
- 1.2.3 Conservation areas are rich in the physical evidence of the past. Their special interest is expressed in the character of the area and not in isolated buildings. This could be the pattern of settlement, the organisation of space and building plots, and the networks of routes, as well as the style and type of building, their materials and detailing.
- 1.2.4 This means that it is essential to manage change carefully in conservation areas to make sure that their character and appearance are safeguarded and enhanced. To achieve this, there are special controls around demolishing buildings and cutting down, topping and lopping trees.

1.3 Appraisals and Management Plans

- 1.3.1 Section 71 of the 1990 Act sets out that it shall be the duty of the LPA, from time to time, to formulate and publish proposals for the preservation and enhancement of any parts of their area which are conservation areas. Technical Advice Note 24: The Historic Environment identifies conservation area appraisals as the foundation for such proposals as they provide a basis for more detailed management plans.
- 1.3.2 A conservation area appraisal is the foundation for positive management. It provides a detailed picture of what makes an area special and can be used to identify opportunities and priorities for action. The appraisal offers a shared understanding of character and importance, and highlights problems and potential, which can be used as the evidence base for a more detailed management plan supported by a robust local policy framework.
- 1.3.3 Ceredigion County Council has commissioned The Griffiths Heritage Consultancy to prepare appraisals and management plans, alongside undertaking a boundary review, for several of the conservation areas.

1.3.4 The appraisals and management plans have been subject to initial stakeholder and public consultation as set out in Section 4.5. If agreed, following further public consultation, they will be adopted by Ceredigion County Council as Supplementary Planning Guidance (SPG).



Fig. 3 Narrow streets and historic terraced housing are characteristic of New Quay

2 INTRODUCTION TO NEW QUAY CONSERVATION AREA

2.1 The Conservation Area Status

2.1.1 New Quay was designated as a conservation area in 1969. There have been no amendments to its boundary, which is shown overleaf. Unusually, three individual buildings not within the main conservation area have also been included within the original boundary: Church of St Llwlchaiarn, Towyn Chapel and Bethel Chapel.

2.1.2 There is no current Conservation Area Appraisal or Management Plan for the conservation area.

2.2 Location and Setting

2.2.1 New Quay is located almost in the centre of Cardigan Bay, 19 miles (31 km) south-west of Aberystwyth and 20 miles (31km) north east of Cardigan. It is a seaside town with sheltered sandy beaches and the town has developed in a semi-circular shape, mostly in terraces along the hillsides overlooking the harbour.

Fig. 4 The current Conservation Area Boundary at New Quay



- 2.2.2 There are hills and higher land to the south and west forming a sheltered area within which the town has developed.

2.3 Summary Description

- 2.3.1 New Quay was a small fishing village with just a few scattered cottages surrounded by agricultural land until the mid-19th century. It was relatively isolated and difficult to reach at this time. The New Quay Harbour Act was passed in 1835, and the pier and harbour were improved, including the construction of a stone pier. Shipbuilding and trade increased resulting in the development of the town. The industry was relatively short lived and as transport links improved, tourism became a mainstay of New Quay's economy and remains so today. The earliest buildings in the town date from the early 19th century but the architecture is generally Georgian in style, although mostly dating from the Victorian period. Buildings are modest in scale, the majority residential, with those a little larger such as former warehouses, being remnants of the industrial maritime era. New Quay's key characteristics are its seaside location and glorious beaches, and the characteristic rows of terraced housing over looking the bay. The compact centre of the town is busy and cheerful in the peak holiday months while the entire town becomes quieter and more introspective during off peak periods.

3. LEGISLATION, PLANNING POLICY AND GUIDANCE

3.1 Well-Being of Future Generations (Wales) Act 2015

- 3.1.1 The Well-being of Future Generations (Wales) Act 2015, places a duty on public bodies to *'improve the economic, social, environmental and cultural well-being of Wales in accordance with the sustainable development principle that the needs of the present are met without compromising the ability of future generations to meet their own needs'*.
- 3.1.2 It is widely recognised that the historic environment can have a positive impact on people and communities and contribute towards quality of life and well-being. If the historic environment is going to continue to deliver its rich benefits to communities there is a need to identify what is significant and manage change in a sensitive and sustainable way.
- 3.1.3 Essential to maintaining the special quality of a particular area (or any heritage asset) is the positive management of change based on a full understanding of the character and significance of the area. This is underpinned by raising awareness and understanding of the benefits that they can deliver and the skills necessary to do so.

3.2 Historic Environment (Wales) Act 2023

3.2.1 The Historic Environment (Wales) Act 2023 ('the 2023 Act') came into force on 4 November 2024, and provides the framework for the protection and management of the Welsh historic environment. It repealed the following legislation in Wales:

- The Historic Buildings and Monuments Act 1953
- The Ancient Monuments and Archaeological Areas Act 1979
- The Planning (Listed Buildings and Conservation Areas) Act 1990
- The Historic Environment (Wales) Act 2016

3.2.2 The 2023 Act requires the local planning authority have: special regard to the desirability of preserving: the listed building; the setting of the building; and any features of special architectural or historic interest the building possesses when considering whether to grant listed building consent or planning permission for development which affects a listed building or its setting.

3.2.3 The 2023 Act also requires that the local planning authority must, in exercising a planning function in relation to a building or other land in a conservation area have special regard to the desirability of preserving or enhancing the character or appearance of that area.



Fig. 5 Framed painted panels of harbour dues on the Pier Building are of considerable historic interest

3.3 National Policy and Guidance (documents are regularly updated and latest version should be referenced)

- 3.3.1 *Planning Policy Wales (PPW)* (Edition 12, 2024) sets the context for sustainable land use policy within Wales and identifies the need for the promotion of good design.
- 3.3.2 Policy on the historic environment is contained within Chapter 6 of PPW, which sets out national policies requiring that Local Planning Authorities exercise a general presumption in favour of the preservation or enhancement of the character of a Conservation Area and/or its setting when considering development proposals.
- 3.3.3 *Technical Advice Note (TAN) 24: The Historic Environment* provides guidance on how to consider the historic environment in development plans and planning decisions.
- 3.3.4 Local planning authorities should take account of Cadw's (2011) *Conservation Principles for the Sustainable Management of the Historic Environment in Wales* (Conservation Principles) to achieve high-quality sensitive change. The document sets out six guiding principles for the conservation of the historic environment:
- Historic assets will be managed to sustain their values
 - Understanding the significance of historic assets is vital
 - The historic environment is a shared resource
 - Everyone will be able to participate in sustaining the historic environment
 - Decisions about change must be reasonable, transparent and consistent
 - Documenting and learning from decisions is essential
- 3.3.5 Cadw has also produced a series of best-practice guidance publications that complement the legislative framework and associated planning policy and advice and support the sustainable management of the Welsh historic environment. These include: *Managing Conservation Areas in Wales; Managing Historic Character in Wales; Managing Change to Listed Buildings in Wales, Setting of Historic Assets in Wales, and Managing Lists of Historic Assets of Special Local Interest*, amongst others.
- 3.3.6 Cadw's (2017) *Managing Conservation Areas in Wales* supplements PPW and TAN 24 and sets out the policy context and duties for local planning authorities to designate and manage conservation areas. It also identifies key aspects of good practice for their designation and appraisal, including the participation of stakeholders and the development of local policies for positive management and enhancement so that their character and appearance are preserved and enhanced.

3.4 Local Planning Policy

3.4.1 Ceredigion Local Development Plan (LDP1): 2007 - 2022 (Adopted 2013) sets out policies and specific proposals for the development and use of land in Ceredigion for the 15-year period up to 31 March 2022. The replacement LDP (LDP2) is, however, currently on hold due to Phosphate issues and therefore LDP1 is the current Development Plan for the county.

3.4.2 In LDP1, Policy DM07 requires that development within conservation areas must demonstrate that regard has been had to Conservation Area Appraisals, where available, and national guidance.

3.4.3 Ceredigion County Council's SPG: Built Environment and Design provides supplementary guidance for development relating to or affecting the historic environment.

4. DEFINITION OF SPECIAL ARCHITECTURAL OR HISTORIC INTEREST

4.1 Summary of Special Architectural or Historic Interest

EVIDENTIAL SIGNIFICANCE	HISTORICAL SIGNIFICANCE	AESTHETIC SIGNIFICANCE	COMMUNAL VALUES
MEDIUM	MEDIUM / HIGH	HIGH	HIGH

4.1.1 This table, together with the explanations below, summarise the state of the conservation area at the current time and identifies the special interest, which should be preserved, and also where enhancements can be made. A 'High' value does not mean that improvements cannot be made. They are based on the physical and historic research and assessment undertaken for this appraisal and used in conjunction with Cadw's (2011) *Conservation Principles for the Sustainable Management of the Historic Environment in Wales*, which identifies four heritage values by which significance can be identified:

- **Evidential value:** every historic asset has a unique story to tell. The surviving historic fabric and detail — whether above or below ground — helps us to understand when and how each historic asset was made, how it was used and how it has changed over time. Pictorial and documentary sources may also increase our understanding.
- **Historical value:** historic assets may illuminate particular aspects of the past. They can help us to understand how people lived and worked, and the beliefs and values they

cherished. They may be associated with notable people or events. Through evocation and association, historic assets can connect past people, aspects of life and events with the present.

- **Aesthetic value:** we may value historic assets for their visual qualities, whether they result from conscious design and craftsmanship, or from the fortuitous effect of change over time. Tastes alter and so do historic assets: earlier records and careful analysis of what survives may help in appreciating aesthetic value.
- **Communal value:** historic assets may be cherished by the people and communities who relate to them, and they may play an important part in collective experience or memory. Historic assets can have economic as well as social value with the capacity to provide a valuable source of income or employment.

4.2 Evidential - Medium Significance

4.2.1 New Quay is believed to have a low archaeological potential on land, however, there is good potential for maritime archaeology within the bay.

4.2.2 Within the built form of the town there is substantial evidence of New Quay's history as a fishing village, ship building port and the importance of its maritime economy.



Fig. 6 Warehouses and small stone cottages are remnants of earlier development at New Quay

- 4.2.3 Because of its relatively late historical development, and due to restricted modern development, New Quay retains excellent physical evidence of the growth of a tiny fishing settlement into an established early / mid nineteenth century town.
- 4.2.4 For the size of the town there is good documentary and archival evidence, particularly because its primary era of development was within the relatively modern past.
- 4.2.5 New Quay provides substantial evidence regarding the development of the tourism industry in West Wales from the mid 19th century onwards.

4.3 Historical - Medium / High Significance

- 4.3.1 The growth and development of the maritime industries at New Quay including fishing, ship building and associated trades and commerce form an essential part of the town's identity. They are also relevant to the growth of many other towns and villages along the West coast of Wales in this period.
- 4.3.2 The prevalence of smuggling in the 18th century adds relevance and interest in terms of understanding social and economic historical developments at this period in this part of Wales.
- 4.3.3 As with many of the towns in Ceredigion the massive development of the Victorian era has left a strong impression on its overall character. It also assists with understanding the enormous cultural, social and economic changes of this period.
- 4.3.4 New Quay's links to the 1904-1905 Welsh Christian Revival through Joseph Jenkins, provide evidence of the social, communal and religious practices of the area at this time and of the impact that even a small town can have on a far wider area.
- 4.3.5 The town's strong associations with Dylan Thomas and his works give an added dimension to New Quay's history - the culture of West Wales in this period and the impacts of the war on more remote parts of the country. Thomas also provides key insights into the lives and customs of people living in New Quay in this period.

4.4 Aesthetic - High Significance

- 4.4.1 New Quay has a high aesthetic significance most obviously due to its superb location, dramatic cliffs, beautiful beaches and sea views. It is a relatively unspoilt small Welsh seaside town.
- 4.4.2 With architecture which is regular yet individualised, the retention of historic detailing, the use of colour, and short to medium views within the town, and longer views of the town from the west and south, New Quay provides a delightful visual spectacle. Appreciated

either by walking the narrow streets with a sense of discovery and finding a new view or collection of buildings round each corner, or by appreciating the rows of colourful terraces from further away. The high number of listed buildings comparative to the size of the town confirms the national value of its architecture.

- 4.4.3 In summer, New Quay is vibrant, bustling and cheerful, with scores of people enjoying themselves or helping others to enjoy the town. In winter the town is more peaceful and easier to navigate, with more time and space to enjoy its aesthetic qualities.



Fig. 7 During the summer New Quay is a vibrant tourism destination

4.5 Communal - High Significance

- 4.5.1 There are few community buildings or services within the lower town centre, most are located within the upper areas.
- 4.5.2 There is a strong and passionate local community which values its heritage and culture.
- 4.5.3 There is a high level of community recreational interest and input in addition to the tourism which helps to support the community.
- 4.5.4 The Welsh language is perceived as very important with an average of over 50% of people being fluent, according to a Ceredigion County Council survey.

4.5.5 The public consultation event sought to gather knowledge and views from stakeholders on the conservation area. This included a public consultation drop-in event which was held at New Quay during September 2024 in conjunction with a New Quay Place Plan consultation event. Copies of the draft Appraisal and Management Plan were shared with stakeholders. Thirty eight people attended the drop-in session which is an extremely high turn out for a small community. A good number of comments were received which have been used to revise the appraisal. The following observations were recorded:

- Consistency of decision making is important (planning)
- More and consistent enforcement would be desirable
- Pedestrianisation of the town centre would be welcomed
- Pier could be improved: lighting, maintenance, disabled access
- Community gardens and allotments are desirable
- Idea for a Museum and or history tour - possible use for the Queen's Hotel
- Townscape Improvement Scheme would be welcomed
- There is a disconnect between the upper and lower town - tourists and locals
- Lack of wayfinding signage - coast path, museum, sites of interest
- Dolau beach is underused, and access could be improved

4.5.6 The following table sets out how the community views various aspects of the town.

Very Important	Important	Somewhat important
Fishing village origins	Smuggling history and maritime archaeology	Countryside setting
Victorian history: maritime history, shipbuilding and development	Connections with Dylan Thomas	Independent shops
The pier and harbour	Terraces of houses	Historic former warehouses
Welsh Language	Beaches	Public houses
	Views in and out	Narrow streets
	Architectural detailing	Street and pavement surfacing
	People / community	Boat trips
	Ecology / wildlife	Sailing and RNLI
	Public realm, parks and spaces	NQCN - Hwb
	Street and place names	Public toilets

5. PHYSICAL CONTEXT

5.1 Geology

5.1.1 The geology consists of late Ordovician (Ashgill Series) and early Silurian (Llandovery Series) sandstones, siltstones and mudstones. The Ordovician and Silurian sandstones have been widely used as a local source of stone for building. The cliffs at New Quay reveal their geological layers and form an open and very exposed coastal landscape, whilst sheltering the settlement beneath. The Lower Silurian rocks are exposed in the coastal cliff sections and the Aberystwyth Grits Group is well exposed on the foreshore and in the low cliffs. Landslides, representing slope instability, are known in the area and are caused by sea erosion of the toe of the cliffs.

5.2 Landscape Character and Topography

5.2.1 New Quay is situated within National Landscape Character Area 24: Ceredigion Coast (Natural Resources Wales). This area covers the coast and associated coastal land between Cardigan in the south to just south of Aberystwyth in the north. This area is of outstanding importance for its marine, intertidal and coastal habitats and much of the coastline is designated as Heritage Coast.



Fig. 8 The area is characterised by high cliffs and exposed headlands

- 5.2.2 The area is characterised by high coastal cliffs and exposed headlands, with sheltered bays with small coastal settlements, which mostly started as fishing villages and developing into important regional tourism locations. The settlements have often been visually expanded through the development of large coastal caravan sites.
- 5.2.3 New Quay is surrounded by agricultural fields and wooded slopes, which provide an attractive setting for the town. The town developed in a terrace formation on the slopes of the Neuadd and Penywig Hills. To the north and west the sea and coast form a visually striking edge to the settlement with the terraces of houses on the hillsides taking full advantage of these views. The inter-tidal area has dramatic cliff faces, hidden caves and plenty of sandy beaches.
- 5.2.4 The agricultural landscape between the settlements has scattered farms and hamlets. The A487 road follows the coastline, but is slightly set inland, with smaller roads providing access to the coastal settlements whilst the intervening coast is virtually inaccessible by car. The Ceredigion Coastal Path (part of the Wales Coast Path National Trail) provides pedestrian access and is an important recreational resource.

6. HISTORICAL DEVELOPMENT

6.1 Historic maps

- 6.1.1 The earliest known map showing New Quay as a distinct place (or New Key according to Morris) was drawn by William Morris and dates from 1801. It is closely followed by Joseph Singer's map of 1803. Both these maps show a small harbour with a couple of cottages and the church at Llanllwchaearn. A slightly larger settlement is indicated at Llanina. Both these maps also show a site called 'Pen Y Castell', which also appears on modern maps. These place names are usually taken to suggest the former presence of a defensive site of unknown date, but there are no known physical remains recorded in this location.
- 6.1.2 A map of 1810 appears in Lewis' book *'New Quay and Llanarth'*, but unfortunately its source is not directly referenced. It does, however, show the initial growth of the first few cottages into what could, more properly, be called a small village.
- 6.1.3 The Tithe map of 1840 shows the first real growth of the town and has detailed representations of the newly constructed roads and terraces. Development is stretched out along the shoreline and is best described by reading Samuel Lewis's account from 1849 (below). Of particular interest, in relation to the history of New Quay, are the long slim 'rope walks' which appear to correspond with part of the current Water Street and Park Terrace.

Small buildings are shown at the western end of each of these rope walks, which may have housed the drive mechanism for winding the rope. Two other small buildings at approximately halfway along the walk may also have had something to do with the industry. No physical evidence of these features other than the long straight nature of these roads survive.

- 6.1.4 New Quay rapidly expanded in this era, as is shown by the extent of the town on the 1887 Ordnance Survey map. The growth was short lived, however, with little additional expansion occurring beyond this until the modern period.



Fig. 9 Extract from 'Plans of the principal harbours, bays, & roads in St. George's and the Bristol Channels from surveys made under the direction of the Lords of the Admiralty, by the late intelligent and ingenious hydrographer Lewis Morris Esq ... with additional observations from surveys lately made by William Morris' (1801)

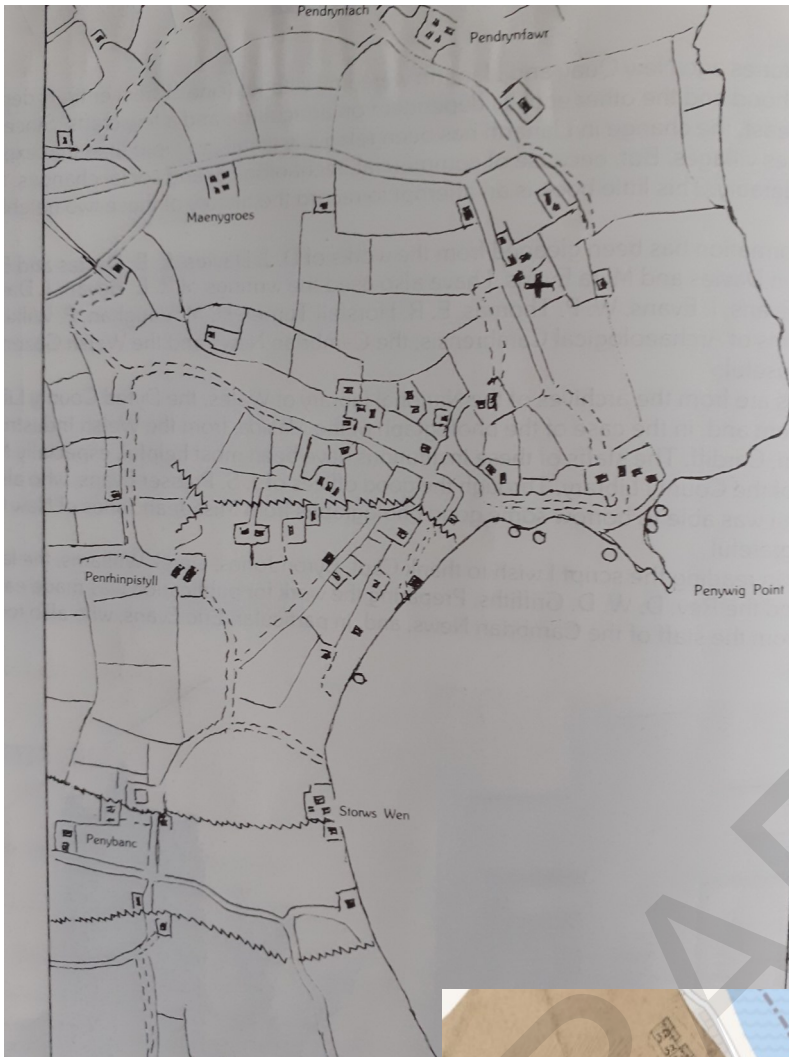


Fig. 10. This hand drawn map of New Quay in 1810 appears in Lewis' book, 'New Quay and Llanarth' (1987)

Fig. 11. Copy of the 1840s Tithe map overlaid over the modern Ordnance Survey map, showing the beginnings of the growth of the town.





Fig. 12 the 1887 Ordnance Survey map shows the extent of development of the main town which remains much as it does today

6.2 Historical Writing

6.2.1 Samuel Lewis' topographical dictionaries of the UK are an invaluable text for historians looking to find detailed and accurate information for places in the early / mid-19th century. Lewis' project began in 1825 with an initial printed survey sent to clergymen. Members of the local nobility and gentry also contributed. In response to the early editions, Lewis received thousands of letters with corrections and additions with which he revised the text, and so the later editions are more reliable. John Marius Wilson's *Imperial Gazetteer of England and Wales* was first published between 1870 and 1872. In a similar vein to Lewis' work, it provides detail of a later era.

6.2.2 Samuel Lewis, *A Topographical Dictionary of Wales* (London, Fourth edition, 1849), entry for New Quay:

“NEW-QUAY, a sea-port, in the parish of Llanllwchaiarn, union of Aberaeron, hundred of Moythen, county of Cardigan, South Wales, 15 miles (N. W. by W.) from Lampeter: the

population is included in the return for the parish. This place is advantageously situated on the shore of Cardigan bay, and affords good anchorage to vessels of 500 tons: the depth of water is from two to six fathoms. The haven is securely sheltered from the westerly winds, and, if improved to the extent of which it is susceptible, might be made an excellent harbour of refuge. The pier, at least, might be enlarged, for which purpose a subscription was opened with success; but the attempt has been hitherto frustrated by the want of a sufficient title to the land, which would be requisite to carry that object into effect. In 1835 an act was obtained for making a road from this place to Aberaëron; and in November 1847 a treasury warrant was issued for transferring this creek and Aberaëron from the port of Cardigan to that of Aberystwith. There are sixty schooners and thirty smaller vessels belonging to New-Quay, averaging from 20 to 200 tons' burthen, and employing about 390 men. Ship-building is extensively carried on, and very fine stone is worked in the vicinity. Fish of very superior quality are found in abundance on this part of the coast: soles, turbot, and oysters, are taken in great numbers during the season; and a good herring-fishery might also be established with advantage. The village is of considerable size, and is inhabited chiefly by persons connected with the business of the port: comfortable lodgings are provided for visitors, who resort to the place in summer for the benefit of sea-bathing. A fair is held on November 12th. —See Llanllwchaiarn.”

6.2.3 In 1870-72, John Marius Wilson's *Imperial Gazetteer of England and Wales* described New Quay like this:

“NEWQUAY, a village in Llanddewi-Aberarth parish, Cardigan; on the coast, 5 miles S W of Aberayron. It is a sub-port to Cardigan, a coast-guard station, and a watering-place; carries on ship-building and fishing; has a post-office under Carmarthen, a good small harbour, and fairs on 4 Oct. and 12 Nov. Pop. about 1,800.”

6.2.4 The descriptions of New Quay differ very little between the mid to the later 19th century, perhaps demonstrating that the growth of the village had reached its fullest extent during the mid part of the Victorian period. The village is large, with various services and facilities, and economically survives on fishing, ship building and tourism.

6.2.5 One item which is particularly interesting to note is the population. Estimated at around 1,800 in the 1870s, the census return of 2021 reports a population of just 1,045. It seems New Quay has never returned to its late 19th century height of success and popularity.

6.3 Prehistoric

- 6.3.1 Whilst the Cardigan Bay area is generally rich in prehistoric domestic and defensive sites along the coastal edge, the area immediately around New Quay is notable for the lack of known prehistoric sites.
- 6.3.2 Just two sites are noted on the Historic Environment Record, both located some distance from the town and both dubious as to date and identification. Placename evidence may indicate further sites closer to the settlement, but no physical remains have yet been found.

6.3 Medieval

- 6.3.1 The remains of Medieval fish traps are periodically exposed in places at low tide along this stretch of coast. New Quay has a particularly fine 'V' shaped fish trap but it is not exposed even at low tide. This depth may indicate that it dates to the early Medieval period.

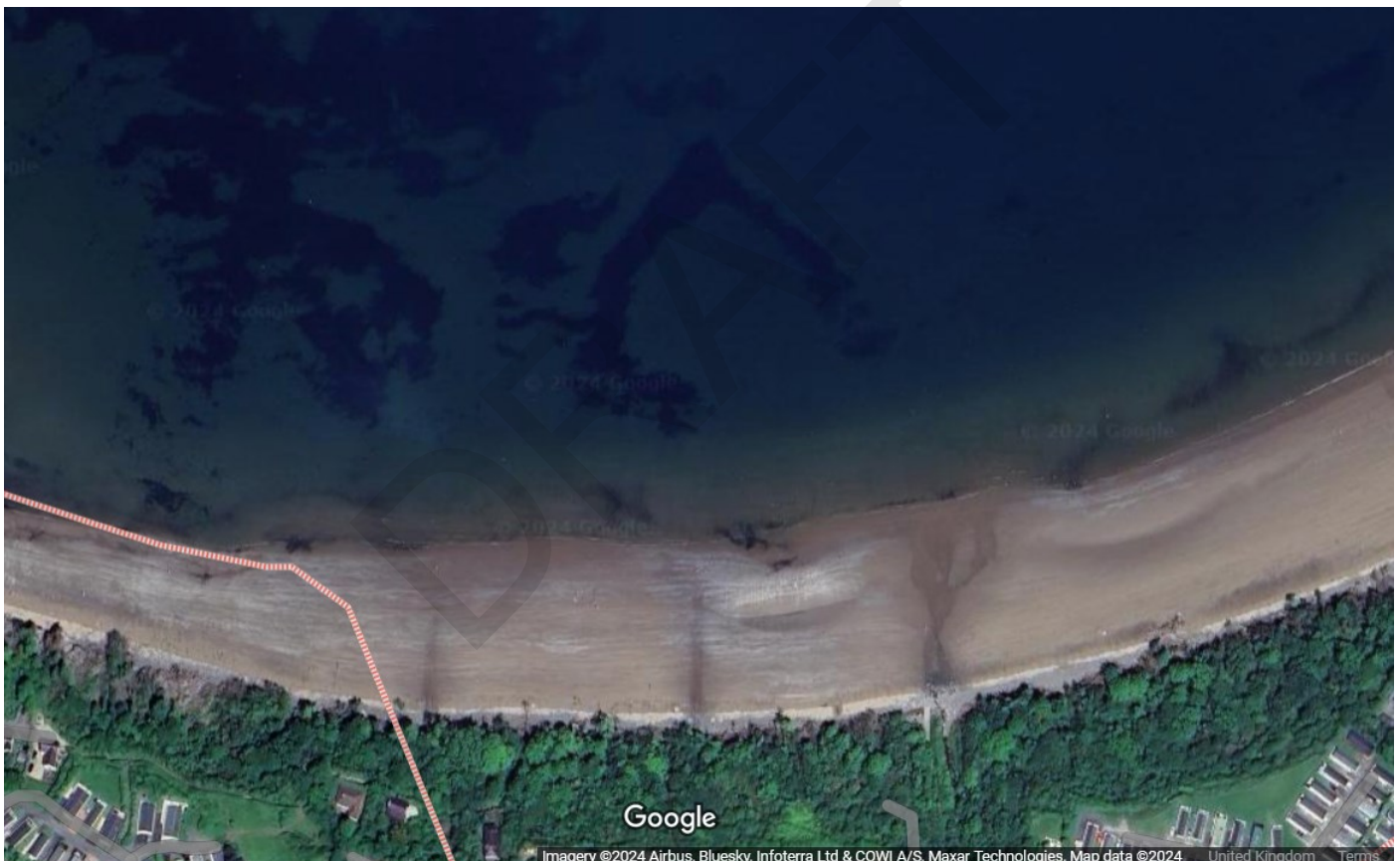


Fig. 13 The remains of the underwater 'V' shaped fish trap shown centre of image. Courtesy of Google Earth.

- 6.3.2 On land, the only surviving medieval remains noted on the Historic Environment Record is the formerly oval churchyard of Llanllwchaearn Parish Church, outside of the Conservation Area. Saxton's map of 1578 shows a chapel or church in this location, but it was completely rebuilt 1863-5 and retains no earlier fabric. The site is dedicated to the 'Celtic' St

Llwchaiarn, which, along with the original shape of the churchyard, indicates possible early Christian origins.

- 6.3.3 Since the 16th century, along this stretch of coast, crop production was improved by the use of lime and there are the notable remains of a group of six lime-kilns close to Llanrhystud and elsewhere. Two records exist for lime kilns on the coast immediately in the vicinity of New Quay (and two more near Cei Bach) but neither have extant remains.

6.4 Post Medieval

- 6.4.1 The first references to New Quay date from the early 18th century and indicate a fishing village notorious for smuggling. This appears to have continued until the end of the century and networks of caves in the cliffs are said to have been used for this purpose.
- 6.4.2 The shipbuilding industry at New Quay also started in the early 18th century and reached its peak in the mid 19th century after the passing of the New Quay Harbour Act in 1835 and the construction of a new stone pier and quay.
- 6.4.3 From the early 19th century, New Quay started to become a locally important port.
- 6.4.4 Associated industries such as sail and rope making, a foundry, and schools teaching navigation and trigonometry were also known in the area.
- 6.4.5 The earliest buildings currently existing in New Quay date to the early 19th century. Particularly of note are the terraced houses along the north side of Rock Street, one of the earliest terraces of New Quay and the south part of Marine Terrace.
- 6.4.6 There are several small terraces or individual vernacular stone built cottages which are difficult to date from the historical evidence but from their typology would seem to have early 19th century origins. These include Lower Rock Terrace (the south of Rock Terrace), 1-5 Albion Terrace (formally Mason's Row or Street), Renown House near Spring Gardens, the properties on the north side of Spring Gardens (or Dolau Street) including the Dolau public house, the Shell shop and the Pepper Pot. Many of these have been very much altered (hence why they are not listed) and their original structure is difficult to see and understand but there is clear evidence in their materials and scale of early vernacular origins and they are also mentioned in the census of 1841.
- 6.4.7 The first lifeboat station was built in 1864 to house a 12-oared pulling and sailing lifeboat. But there may have been a coastguard presence here before this as 'Watchhouse' appears on historic charts of the area from the 1840s.

6.4.8 Unusually, the arrival of the railway in West Wales in the late 19th century, saw a reduction in the success of the port and associated industries, but an increase in its popularity as a tourism destination as it became more accessible. New Quay never had its own train station, although a route was planned but not implemented. After train stations were opened in Aberaeron and Llandysul, Great Western Railways ferried travellers to New Quay from the stations by road.

7 SPATIAL ANALYSIS

7.1 Form and Layout

7.1.1 New Quay is located on a promontory of land sticking out northwards into Cardigan Bay. The town is located on the eastern side of the piece of land and oriented along the coast.

7.1.2 New Quay has developed in a semi-circular fan like layout along terraces along the hillsides surrounding a natural harbour. Narrow alleys or paths, small lanes or roads join these terraces. The central part immediately west of the pier is more irregular in its layout and perhaps indicative of the original village.

7.1.3 More recently Quay West Holiday Park has extended the town along the coast to the north east, although it is not really perceived as part of the town it is visually obvious in views.

7.1.4 New Quay is compact, with rows of terraces creating dense areas of built development. There are few open spaces within the town.

7.1.5 The terraces of mostly residential properties generally face out to sea to make the most of the views. With the land sloping from west down to the sea in the east, the town often appears to look out and down on the harbour and beaches.



Fig. 14 *Small lanes, roads and paths provide access between the terraces*

- 7.1.6 The northern and southern parts of the town have distinctive road layouts primarily orientated north south. The road layout in the central area is curved but mostly orientated south west to north east. The roads converge around the harbour area.
- 7.1.7 Small alleys or paths connect the terraces and often have steps to contend with the slope of the hills.
- 7.1.8 Pavements are generally wide and generous constructed in varying materials such as tarmac, modern stone setts, and concrete slabs and including some remnants of historic pebble cobbling. Although where the roads are narrow and bounded by buildings there are often no pavements on at least one side of the road.



Fig. 15 Historic pebble paving survives in a few areas

7.2 Boundaries

- 7.2.1 The sea and coastline form the entire eastern boundary while there are open fields to the north west and south west. The modern development of New Quay has spread out to the west and south.
- 7.2.2 The built form is dense within the town with many terraces of houses forming boundaries to the roads. The terraces on the north side of the town are built up on the western side of the roads with small gardens, parking area and garages on the east leaving the view open out to sea and over the gardens of the houses on the terrace below.

- 7.2.3 Tree coverage marks the boundary of built development to the south and west.
- 7.2.4 Within the town, stone boundary walls are common, and many houses have dwarf stone or brick walls (some with render) enclosing their front gardens.
- 7.2.5 There are many safety railings within the town of varying modern designs.

7.3 Views and Approaches

- 7.3.1 New Quay is approached through winding lanes and views of the town from afar are very infrequent. The town is best appreciated from the east end of New Quay Bay, from the end of the harbour pier, or from out at sea.
- 7.3.2 Due to the topographical layout of the town most terraces have spectacular views out across the bay to the east.
- 7.3.3 Within the town most other views are mid length along the terraced roads with shorter views within the town centre around the harbour.
- 7.3.4 It sometimes seems that all roads in New Quay lead to the harbour and beaches. Various footpaths also lead from the town down onto the beaches, providing easy access. The famous Wales Coast Path runs along the coastline and directly through New Quay.
- 7.3.5 Views to the south from the town include the vast caravan holiday parks with picturesque backdrops of hills and woodlands.

7.4 Open and Green Spaces

- 7.4.1 Within the historic town centre there are few open spaces due to the density of development. Those that exist are generally private gardens or car parks.
- 7.4.2 The beaches are the most obvious open spaces and are extremely popular all year round.
- 7.4.3 Towards the southern end of the town and to the east of Glanmor Terrace, following the coastline, are several small green parks with seating and views out over the sea. These have footpaths leading down to the beach. One of these is the Coronation Gardens, next to the pier, which were created in 1911 to mark the coronation of George V.
- 7.4.4 To the north of the town between the residential properties and the fish factory is a smallish area of rugged open ground backed by spectacular cliff formations and popular with dog walkers. Paths lead down to Quarry Beach.
- 7.4.5 Whilst the public parks are generally very well maintained there are a few small overgrown areas within the town, including the current location of the well pump (behind the wall at the junction of Rock Street, Prospect Place and Wellington Place), on some of the cliff faces

above the beaches and along Glanmor Terrace. There is also some Japanese Knotweed located near the well pump which if not managed will spread and cause much more serious issues.

7.4.6 Parc Arthur, the football club grounds, tennis courts and children's playground, is to the west of the town and just outside the boundary of the conservation area.

7.4.7 Apart from creeping modern development and caravan parks, the western setting of the conservation area is characterised by large open fields, often with wooded boundaries.



Fig. 16 The small public parks are popular recreational spaces

8 ARCHITECTURAL CHARACTER

8.1 Building Traditions, Materials and Detailing

8.1.1 New Quay's architecture is primarily characterised by its 19th century development. Whilst these buildings were generally constructed during the Victorian era, their style is a mixture of Georgian and Victorian.

8.1.2 Most domestic properties appear to be stone built with coloured render and natural slate roofs. Recently renovated properties have often had their render removed exposing the natural rubble stone or more unusually ashlar - more vernacular structures are often bare

rubble stone. The stone is generally local sandstone, and the historic maps show the locations of local quarries.

8.1.3 Roofs of the terraced properties are stepped up the slope and almost every property has at least one chimney.

8.1.4 Domestic properties have varying degrees of architectural decoration. In the main the higher status houses have more decorative features. Architectural features are generally in keeping with the architectural style of the property, for example:

Georgian styles

- Small pane timber sash windows
- Window architraves and key stones
- Door architraves and porches in the classical style - often extravagant
- Doors set higher from pavement with steps (originals of slate)
- Quoins
- Hoodmoulds
- Hipped roofs
- Slate roofs at low pitch
- Large chimney stacks - stone or render
- Six panel timber doors (where they survive)
- Fanlights or overlights
- Classical proportions and symmetry in scale and design
- Stone with painted render with contrasting detailing
- Individual styling (next door houses / terraces are similar but use different detailing)
- Gardens often raised at the front and surrounded by stone walls (some render)

Victorian style

- Railings and architectural ironwork
- Two over two timber sash windows
- Bay windows
- Slate roofs
- Porches - often extravagant
- Some decorative timber barge boards and ridge tiles
- Four panel timber doors (where they survive)
- Overlights

- Brick or rendered chimneys
- Proportions generally have a lesser width to height ratio than Georgian
- Individual styling (next door houses / terraces are similar but use different detailing)
- Dwarf walls of brick or stone enclosing small front gardens - some render



Fig. 17 Property demonstrating some typical Georgian style architectural detailing

- 8.1.5 Despite this, there are instances where earlier houses have later features or vice versa, especially where they have been replaced or when they have been constructed at the cusp of a change in style.
- 8.1.6 Throughout New Quay there has been considerable replacement of original features, particularly windows and doors, with poor modern designs and materials.

- 8.1.7 There are also many instances of the introduction of contemporary features such as glazed balconies, cladding and contemporary windows, some of which are of good quality and have been carefully integrated to compliment the historical styling.
- 8.1.8 Porches are more prevalent and ornate in New Quay than in other conservation areas in Ceredigion and are a particular feature.



Fig. 18. Porches are a common architectural feature in New Quay and vary in style and detailing

- 8.1.9 The majority of residential houses have render painted in cheerful colours, reminiscent of other small towns in Mid Wales.
- 8.1.10 The few larger buildings within the town relate to its former industrial ship building and fishing port era. They are of unrendered brown rubble stone and four stories. Examples include The Captain's fish and chip shop, a former sail making warehouse, the warehouse on the pier, a former storehouse for the New Quay Harbour Co., and the Slipway Building now housing the Cardigan Bay Marine Wildlife Centre. The southern wall of the Pier building retains three late 19th – early 20th century enamel tariff boards detailing fees payable for goods landed at New Quay. They are considered to be rare survivors of their type.

- 8.1.11 Mostly around the outskirts of the historic town are larger detached villas such as Fron Dolau to the west and those along New Road to the south.
- 8.1.12 Integral to the town's history and development is the harbour and the pier. The Pier and Quay were built in 1835 by Daniel Beynon, modifying plans produced in 1820 by John Rennie, from massive, squared rubble blocks. A small stone lighthouse, 30 feet high, was not built until 1839 and was placed at the end of the pier. It was known locally as the 'Pepper Pot'. A severe storm in 1859 damaged the pier and washed the lighthouse away. It was rebuilt but destroyed a second time almost 80 years later during another severe storm in 1937. In its place a large post now stands as a war memorial. The pier was built from rock carried from a quarry at the end of Rock Street on rail tracks, a tiny portion of which remains today behind Gingero's cafe.
- 8.1.13 At the land end of the pier is a late 19th century former life saving apparatus house, recorded as abandoned, it has now been heavily extended and converted into a residential property.
- 8.1.14 At the southern end of the harbour is the modern lifeboat station, the historic Patent slipway and a modern slipway enclosing the harbour from the south. The patent slip mechanism was installed in 1863 and dismantled in 1901, and was used for hauling ships up the sloping slipway and was equipped with a cradle on iron rails. In four cavities on the front wall are four massive iron rings with attached chains.



Fig. 19 Historic structures and the lifeboat station at the southern end of the harbour

- 8.1.15 There are two small structures within New Quay which are believed to be owned by the County Council as food and drink concession trade pitches. One is located on the side of the slipway down to the south beach and one which forms part of the toilet block at the top of the harbour. Both of these structures could be visually improved through maintenance and use. They were empty during summer 2024.
- 8.1.16 There is also a beach café / shop on the southern beach - this is a modern building, flat roofed and with no particular architectural merit. It is owned by Ceredigion County Council and is let out on a lease. Although it is tucked away at the back of the beach it is the first feature visitors see at the end of the slipway. Care should be taken with the design, scale and quality of buildings close to or on the beach.

8.2 Street Scene, Shops and Commercial

- 8.2.1 New Quay has a small but busy commercial core, although it is far quieter out of the tourist season, when some shops and food premises are closed.
- 8.2.2 Most of the commercial premises have been converted from older housing stock or from former inns and there are no traditional shop fronts within the town centre. This has resulted in a vast variety of modern additions such as non-traditional shop windows, modern weatherboarding and cladding, steps, covered seating areas or modern canopies, balconies, flag poles and flags, poorly placed fascia boards and a great many signs placed in ad hoc positions throughout. The quality of materials and design is variable, although most of the more recent works appear to be of a good quality. The buildings are often rendered (with or without cladding) and painted bright cheerful colours. The effect is much like other seaside towns, one of cheery busyness and colourful variety, popular and vibrant.
- 8.2.3 The town is well provided with street furniture, particularly benches of varying quality and materials.
- 8.2.4 There are also a large number of safety railings also of varying designs and materials and street bollards, street bins and parking bollards.
- 8.2.5 Highway signage and street lighting are reasonably unobtrusive. The exception to this is the poor quality street lighting along some of the terraces which have been attached to the listed buildings and also highway road lines and signage at crossroads / junctions (one way system, no entry and dead ends for example). Yellow lines could be slimmer and of a lighter colour. Telephone and electric wires also proliferate across the terraces and damage the aesthetics of the street scene.



Figs. 20 and 21 The negative aesthetic impacts of poor quality street lighting and telephone / electric lines could be easily mitigated

8.2.6 Parking is at a premium in New Quay and has been highlighted as one of the issues of most concern to the residents. Cars are parked wherever they can be, and the designated car parks are generally full to capacity, especially in high season.

8.2.7 There is a wide variety of pavement materials throughout the conservation area, including concrete pavements, tarmac, concrete slab and a few areas of historic cobbles. The modern stone setts used in some areas are a good aesthetic addition and have also been used for traffic calming and pedestrian crossing points, for example on Church Street.

9 DESIGNATED ASSETS AND IMPORTANT LOCAL BUILDINGS

9.1 Scheduled Monuments and Listed Buildings

9.1.1 There are no scheduled monuments within the conservation area.

9.1.2 There are 81 Listed Buildings within New Quay Conservation Area, all at Grade II. These are shown on the map overleaf.

9.2 Buildings of Local Interest

9.2.1 There are two levels of buildings of local interest - those which might meet the criteria for being included on a list of buildings of local special architectural or historic interest (see <https://cadw.gov.wales/advice-support/historic-assets/other-historic-assets/historic-assets-special-local-interest>) and those which positively contribute to the character or appearance of the conservation area.

- 9.2.2 Local planning authorities may choose to identify historic assets of special local interest and keep a list of them. This is known as 'local listing'. The criteria for the selection of assets should be drawn up by the local authority but can be based on Cadw's guidance. Selection should also be based on community involvement. Planning authorities can then develop policies for their protection and enhancement through Local Plan policies and Supplementary Planning Guidance.
- 9.2.3 Buildings which positively contribute to the character and appearance of a conservation area are often traditional buildings with historic value, quality architecture or detailing. It does not mean that they have not been changed in some way nor that there is not room for enhancement, only that their loss would negatively impact on the overall character or appearance of the designated area. Buildings not included on the list should not be viewed negatively since there are often opportunities to enhance a building or structure or reinstate features. Their lack of inclusion may mean that several elements of a traditional building have been lost or its integrity severely compromised through later alteration. Lack of inclusion should not, by itself, be a reason for granting consent for demolition or for permitting poor quality development, design, materials or alterations.
- 9.2.4 Most of the buildings of historical or architectural interest within New Quay Conservation Area have been listed but there are a few unlisted buildings which should be considered for inclusion on a 'local list':
- Possible early 19th century unlisted buildings, as set out in 6.4.6.
 - Historic buildings or structures included on the Historic Environment Record
 - The historic water hydrant at junction of Marine Terrace and Prospect Place and the historic well pump at the junction of Rock Street, Prospect Place and Wellington Place (probably not *in situ*).
 - Any non listed 19th century terraces which retain the majority of their original architectural features, e.g. 19 Marine Terrace, house at corner of Picton Terrace at junction with Park St, 4th terraced house north from Tabernacle Chapel along Glanmor Place (name unknown) and possibly others.

10 HISTORICAL ASSOCIATIONS

10.1 People

- 10.1.1 New Quay is well known for its association with Dylan Thomas. For a period during the second world war the poet and his family lived in a small bungalow just outside the town. While here, he produced some of his most highly regarded works such as '*A Refusal to Mourn the Death, by Fire, of a Child in London*' and '*A Winter's Tale*'. Dylan's writing

regime allowed for a daily walk into town, a walk that formed the basis of his 1944 radio broadcast *'Quite Early One Morning'*. The broadcast was a prototype for his later play, *'Under Milk Wood'*. New Quay was also one of the inspirations for Dylan's fictional town of Llareggub. Dylan reputedly drank with a young Richard Burton at the Blue Bell, now a Deli and Bistro but the Black Lion Hotel was apparently Dylan's favourite. Thomas's third biographer, George Tremllett, describing the time in New Quay as "one of the most creative periods of Thomas's life". Via the Dylan Thomas Trail, one can follow in Dylan's footsteps around New Quay.



Fig. 23 The Black Lion Hotel was reputedly Dylan Thomas' favourite pub in New Quay

10.1.2 A prominent leader of the 1904-1905 Welsh Christian Revival was the Methodist preacher of New Quay, Joseph Jenkins, who arranged a conference in New Quay in 1903 with the theme to deepen loyalty to Christ. Jenkins also introduced Sunday morning 'after-meetings' attracting young people to his New Quay church community. These events supposedly triggered the 1904-1905 Revival - the largest Christian revival in Wales during the 20th century. It was one of the most dramatic in terms of its effect on the population, and

triggered revivals in several other countries. Jenkins preached in the Tabernacle Presbyterian Chapel on Glynmor Terrace, which retains a stained glass window dedicated to him.

10.1.3 For most of the 18th century, smuggling was a popular and lucrative activity for many along the Ceredigion coast. During The Napoleonic Wars, there was a heavy duty on imported goods. The tax on tea, for example, was as much as 70% of the cost of the tea itself. Other goods that were heavily taxed were wine, salt, spirits and tobacco. The West Wales coast, far from the main trade routes, had large numbers of secluded beaches and small coves suitable for smuggling goods from the Isle of Man and Ireland. Smuggling in salt was common between New Quay and Fishguard and in 1704 there are records that smugglers clashed violently with customs officers. William Owen smuggled brandy and salt from the Isle of Man to Cardigan Bay and the Llŷn Peninsula in the 1720s and 1730s. He was a daring and vicious cut throat, who, by his own admission, had killed at least six men before he was captured and hanged in 1747. Unlike other smugglers, William's catalogue of adventures is so well documented because he wrote them all down. The manuscript is kept at the National Library of Wales in Aberystwyth. Siôn Cwilt, otherwise known as John White, led a smuggling gang along the Ceredigion coast and was never caught, perhaps because he supplied contraband wine and brandy to the High Sheriff of the county! It is claimed that there is a network of caves near Church Street in New Quay that were excavated specially for hiding smuggled goods. As recently as 2016 a 'secret tunnel' was revealed at the back of one of New Quay's shops.

10.2 Traditions

10.2.1 New Quay's origins as a small cluster of fisherman's cottages, to the record herring catch of 1745 (when 47 boats took just under one and a half million fish), establishes fishing as a major part of life in the town. Even today fishing boats unload their hauls of crabs, whelks and lobsters alongside the harbour wall. Quay Fresh & Frozen Foods is a commercial fish processing plant located to the far north of New Quay town in an old quarry. The quarry was originally a meeting place for local fishermen with live holding tanks. The catches of live crab and lobster were collected and transhipped for sale into Europe. Even New Quay's football team are known as the Mackerel Men!

10.2.2 New Quay has one of the oldest regattas in the UK, first being held in 1829. Now known as the Cardigan Bay Regatta, it has grown to a three day event with sailing and swimming races, family events and sand building competitions.

10.2.3 Since the late '90s New Quay's music festival has become a popular fixture in the town's calendar. The event started life in a pub beer garden and is now located in Parc Arthur, New Quay's football ground.

11 HIDDEN HISTORIES

11.1 Archaeological Potential

11.1.1 Perhaps unsurprisingly, it is the maritime archaeology which has the most potential in New Quay.

11.1.2 The HER records show five wrecks along the bay at New Quay, all dating to the town's shipbuilding heyday in the early to mid-19th century.

11.1.3 A possible early medieval V-shaped fish trap is also located within New Quay Bay.

11.1.4 Several archaeological reports have been produced by Dyfed Archaeological Trust (now Heneb) regarding watching briefs undertaken for the Patent Slipway at New Quay required due to rebuilding and safety works because of storm damage. The slipway was constructed at the southern side of the bay in 1863. It was used for making ship repairs and also for lengthening ships to increase their carrying capacity.



Fig. 24 Properties in Rock Street, the earliest of the terraces, may include early 19th century evidence

11.1.5 There is some potential for earlier 19th century built heritage to be hidden within surviving buildings within the town. However, considering the amount of remodelling and alteration this is likely to be modest.

12 BIODIVERSITY

12.1 Special Areas of Conservation (SAC) and Site of Special Scientific Interest (SSSI)

12.1.1 New Quay is situated within the Aberarth - Carreg Wylan SSSI and the Cardigan Bay SAC.

12.1.2 Cardigan Bay SAC covers the coast and an area extending out to sea from Ceibwr Bay in Pembrokeshire to Aberarth, just north of Aberaeron. It is designated because it has nationally and internationally important marine life. There are seven features for conservation for which it is designated:

- Bottlenose dolphins (*Tursiops truncatus*)
- Atlantic Grey Seal (*Halichoerus grypus*)
- Sea Lamprey (*Petromyzon marinus*)
- River Lamprey (*Lampetra fluviatilis*)
- Reefs
- Sandbanks (slightly covered by seawater at all times)
- Sea caves (submerged or partially submerged)

12.1.3 The coast along this area is also designated as the Aberarth - Carreg Wylan SSSI for geological, geomorphological and biological reasons. Bottlenose dolphin and Atlantic grey seal are of special interest. Secluded beaches and sea caves provide pupping sites for grey seals. The shoreline, made up of reefs, rock pools, boulders, exposed cobble, shingle and sand, supports a range of important intertidal communities including fine examples of honeycomb worm reefs. The nationally rare crustacean *Pectenogammarus planicrurus*, typical of clean shingle shores occurs here. The sea cliffs provide roosts and nest sites for nationally important populations of Chough, kittiwake and lesser black-backed gull. Habitats of special interest associated with the cliffs and coastal slopes include cliff crevice and ledge vegetation, maritime grassland and coastal heathland supporting a large number of nationally scarce and regionally rare plant species including rock sea lavender, common gromwell and smooth cat's ear.

Fig. 25 Map showing the location of the Special Areas of Conservation (SAC) and Site of Special Scientific Interest (SSSI) in relation to New Quay

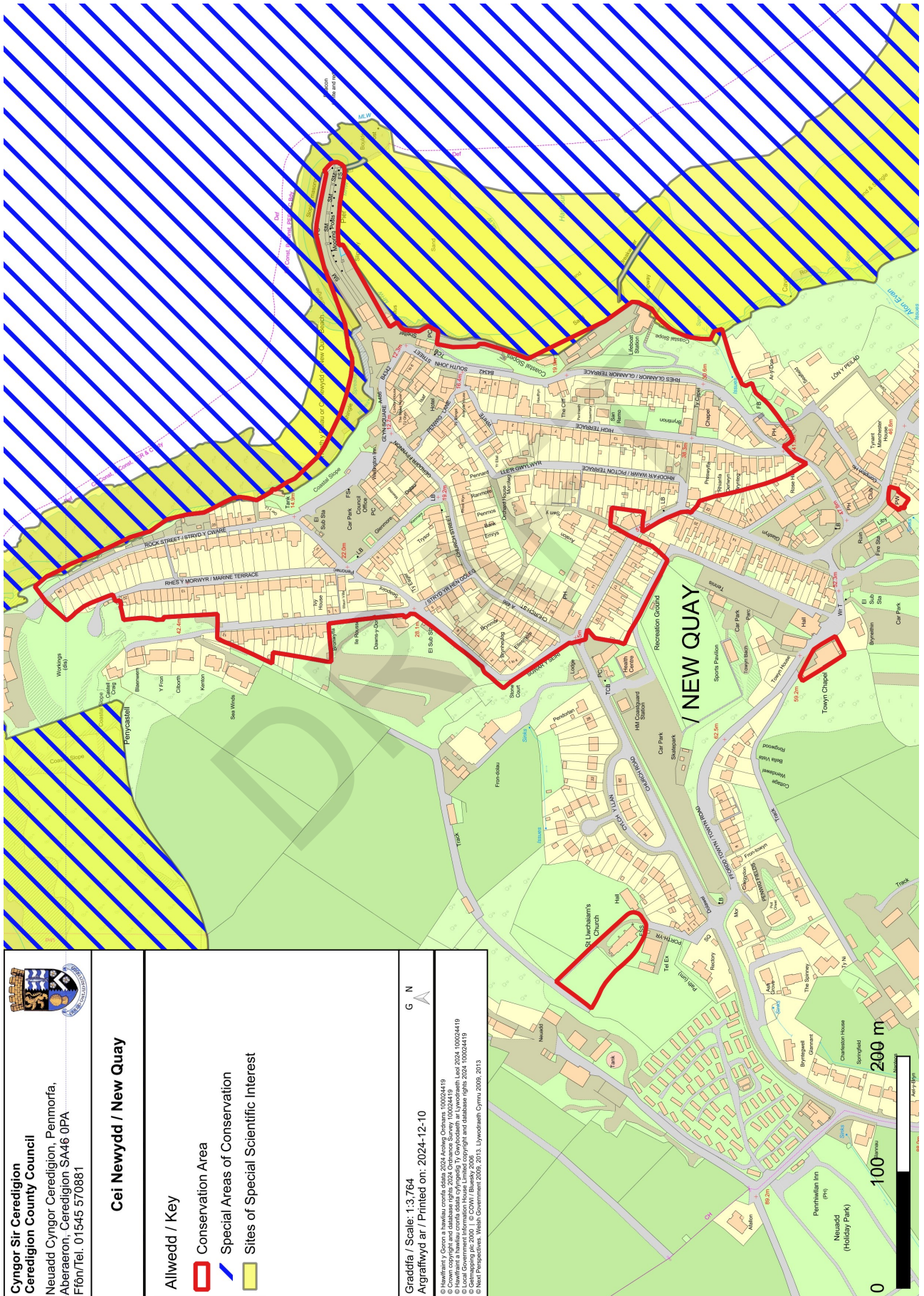




Fig. 26 The Herring Gull, despite its seemingly ubiquitous presence in New Quay, is on the Red List due to ongoing population and wintering population declines

12.2 Green Infrastructure and Trees

12.2.1 New Quay's built form is dense but it still retains a reasonable proportion of green space and infrastructure within town, primarily consisting of private gardens, the playing fields, and the coastal parks.

12.2.2 New Quay to Tresaith is designated as Heritage Coast, a non-statutory designation formed through agreements between local authorities and land owners. Heritage Coasts cover the finest stretches of coast in Wales and England - areas are recognised for their natural beauty, wildlife and heritage. The initiative managed in Wales by Natural Resources Wales seeks to:

- identify the finest stretches of undeveloped coast
- secure their conservation and management
- promote access and enjoyment

12.2.3 Immediately outside the town and forming its setting, are woodlands, belts of trees, hedgerows and open fields.

12.2.4 New Quay is not covered by Natural Resources Wales' data on Urban Tree Cover. The National Forest Inventory woodland map (updated 2024) covers all forest and woodland areas over 0.5 hectares with a minimum of 20% canopy cover, or the potential to achieve it, and a minimum width of 20 metres. It shows no substantial areas of woodland within New Quay Conservation Area although there is good woodland coverage along the coast to the south and other areas to the south west of the town, and to the west - to the north of Church Road. This shows the importance of tree cover to the setting of the conservation area.



Fig. 27 Tree cover forms an important part of the setting of the conservation area

13 ISSUES — SWOT ANALYSIS

STRENGTHS	WEAKNESSES
<p>Location</p> <p>Sea, beaches and harbour</p> <p>Quality post-medieval architecture</p> <p>Use of local traditional materials</p> <p>Sense of discovery</p> <p>Views out and in</p> <p>High quality modern development / additions</p> <p>Popular tourism destination</p> <p>Historic fishing industry</p> <p>Dylan Thomas links</p> <p>Few empty buildings</p> <p>Local community</p>	<p>Loss of original architectural features</p> <p>Community assets and facilities located outside the town centre</p> <p>Variable quality shop fronts, signage and street furniture</p> <p>Lack of parking</p> <p>Shop design and signage</p> <p>Topography and access</p> <p>Intrusive telephone and electrical wiring</p> <p>Seasonality</p> <p>Lack of opportunities for development within the town</p> <p>Visual impact from caravan parks</p>
OPPORTUNITIES	THREATS
<p>Improved retail premises</p> <p>Outdoor pursuits / sustainable tourism</p> <p>Protection or replacement of original architectural features on listed and unlisted buildings</p> <p>Increase community and visitor awareness of some aspects of history and significance</p> <p>Improve rear views of properties and views out from terraces</p> <p>Improve streetscape</p> <p>Develop heritage tourism offer - Smuggling and maritime history - museum and events</p>	<p>Inappropriate new development, extensions and alterations</p> <p>Loss of original architectural detailing and features</p> <p>Impacts on setting from development</p> <p>Reduction in tourism and local use of town</p> <p>Community facilities out of town</p> <p>Competition with other tourist towns and more major centres</p> <p>Additional visual clutter</p> <p>Intrusive microgeneration</p>

APPENDIX A: REFERENCES and BIBLIOGRAPHY

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NEW QUAY

Conservation Area Management Plan

November 2024

Prepared for

Ceredigion County Council

This project is funded by the UK government through the UK Shared Prosperity Fund

The GRIFFITHS HERITAGE CONSULTANCY Ltd

1. INTRODUCTION

1.1 Introduction to Management Plan

1.1.1 This management plan addresses the issues raised in the appraisals and identifies appropriate responses commensurate with the significance of the area. The plan sets out realistic management objectives, taking into account resources and funding opportunities, and policies for enhancement.

2. ARTICLE 4 DIRECTIONS

2.1 Introduction to Article 4 Directions

2.1.1 The special interest of conservation areas is expressed in the character and appearance of the area and not in isolated buildings. This means that it is essential to manage change carefully in conservation areas to make sure that their character and appearance are safeguarded and enhanced. To achieve this, there are special controls around demolishing buildings and cutting down, topping and lopping trees.

2.1.2 There are additional planning controls which can be applied to conservation areas to protect the historic and architectural elements that make the area special. These special controls are called Article 4 Directions. They are decided by each local planning authority depending on what particular element of the conservation area they wish to protect. They are most likely to affect owners who want to make changes to the outside of their building. These can include cladding, replacing doors or windows, and installing satellite dishes and solar panels.

2.1.3 These controls are not intended to prevent change; instead, they encourage developments in keeping with the area or that enhance its special character. Article 4 Directions could be used to help manage small-scale changes which would have little effect individually, but cumulatively could affect the appearance or character of a conservation area.

2.1.4 Articles 4(1) and 4(2) of the General Permitted Development Order 1995 enable local authorities to make directions that withdraw some permitted development rights, including from certain types of buildings or specified areas.

2.1.5 Article 4(1) Directions can be used to withdraw permitted development rights to most types of land and building but need to be approved by the Welsh Ministers.

2.1.6 Article 4(2) Directions apply to domestic buildings and structures, but only to those parts that front onto highways, waterways or open spaces. They can be confirmed by local authorities once the direction has been advertised locally and notice served on residents. Such directions

could also apply to the demolition of the whole or part of any gate, fence, wall or other means of enclosure, which may or may not be associated with a domestic property.

2.1.7 Article 4(2) Directions are the most commonly applied direction for control within conservation areas. They are often applied in a 'stick and carrot' scenario, where controls are applied through the planning system and the use of a Direction, but incentives are applied through a grant system applicable to replacement or maintenance of traditional features.

2.1.8 The Town and Country Planning (General Permitted Development etc.) (Amendment) (Wales) Order 2022 contains a change to Article 4 Directions but as of the date of writing this has not yet come into force. This change removes Article 4(2) Directions and allows Local Authorities to make Directions without recourse to Welsh Government Ministers. In effect there will be two types of Directions, both served under Article 4(1) of the Order:

- An **Immediate Direction** is where permitted development rights are withdrawn with immediate effect and are then confirmed by the LPA following consultation;
- A **Non-Immediate Direction** is where permitted development rights are withdrawn following consultation and confirmation by the LPA.



Figs. 1 and 2 Two houses of similar ages, demonstrating the visual impact that inappropriate replacement windows and doors can make on the character of a building

2.2 New Quay

- 2.2.1 New Quay does not currently have an Article 4 Direction in place.
- 2.2.2 New Quay has two main built heritage architectural periods / styles: the early 19th century vernacular development of cottages and the maritime industry; and the formal Georgian and Victorian style terraces and associated development of the mid to late 19th century.
- 2.2.3 In addition to this, there is a definite contemporary architectural aspect to the character of New Quay, mainly through additions to or adaptations of older buildings.
- 2.2.4 Period architectural detailing, such as windows, doors, porches, chimneys, architraves, boundary treatments are a very important part of the character and appearance of the conservation area. Many of the most architecturally and historically significant buildings are Listed but nevertheless there has been a considerable amount of inappropriate replacement of architectural features on both designated and non designated built assets. This includes both their design and materials.
- 2.2.5 The piecemeal replacement of these features leads to the cumulative erosion of character and significance not just for the individual buildings but also for the overall conservation area, especially in New Quay where there is considerable homogeneity of architecture.
- 2.2.6 The retention of period features need not interfere with the advantages of improving energy efficiency, there are many ways of achieving this without destroying historic character and retaining what makes the individual buildings, and New Quay Conservation Area, of special architectural and historic interest.
- 2.2.7 The terracing of New Quay means that the roofs and rear of each terrace are visible from highways and public places from the level above. Therefore features such as roof materials, rooflights, dormers, solar panels, and rear extensions impact on the overall character. The addition of these should be very carefully designed, positioned and integrated into the existing architecture, where possible. This would mean that an Article 4 Direction could apply to the rear of properties as well as front elevations. Positively managing changes to roofs and rear elevations could bring about enormous benefits to improving the character and appearance of the conservation area.
- 2.2.8 This does not necessarily mean that the local planning authority will refuse permission for the works, but it does enable the authority to retain some control over the design and detailing of the proposed development and to grant permission subject to appropriate conditions.

2.2.9 During the public consultation discussion, it was noted that there was support for more consistent decision making with regards to planning matters and that more consistent enforcement was supported. A Townscape Improvement Scheme was desired and various historic buildings were noted as being important.

2.2.10 Following the public consultation, comments have been received objecting to the introduction of an Article 4 Direction. The successful implementation of a Direction is dependent on the planning authority and local community working in tandem to achieve a sensible compromise between preservation of historic character and the need to provide buildings suitable for 21st century living and working. A suggestion has been made that a set of 'Guidelines' and a Planning Liaison Officer might be a suitable alternative compromise to the suggested use of control through an Article 4 Direction and the use of enforcement powers.



Fig. 3 The terraces at New Quay mean that the roofs, rear elevations and gardens can be seen from public places

2.3 Recommendations

2.3.1 That further detailed consultation is carried out within the local community regarding the possible making of an Article 4 Direction or the alternative course of setting out a series of 'guidelines' and providing a Planning Officer liaison service. Another alternative would be to

implement an Article 4 Direction but to combine this with a grant funding / townscape improvement scheme.

- 2.3.2 This consultation should take into account all of the potential restrictions that would occur as a result of making the Direction and the resources available to the County Council. It should also note that despite the restriction already in place for listed buildings, there has been considerable erosion of external historic character through unauthorised replacement of traditional features. Current conservation philosophy is gradually turning to acceptance of new techniques to improve energy efficiency without damaging character and it is likely that new technologies will continue to emerge. 'Guidelines' will therefore need to be continuously updated to reflect this and would need to be very carefully worded to reflect the unique nature of each building.
- 2.3.3 Should it be decided by the Council that an Article 4(1) Direction should be applied to New Quay Conservation Area, it should be noted this cannot be applied retrospectively and only applies to dwelling houses. As an Article 4(1) it would also cover dwelling houses in conservation areas not fronting onto highways, waterways and open spaces and therefore provide control over the rear of properties. The Article 4(1) should be applied to the following permitted development rights:
- Schedule 2 Part 1, Class A: The enlargement, improvement or other alteration of a dwelling house (to cover alterations to windows, alterations to doors, extensions, the rendering, or re-rendering, of properties)
 - Schedule 2 Part 1, Class B: Addition or alteration of a roof
 - Schedule 2 Part 1, Class C: Other alterations to roofs
 - Schedule 2 Part 1, Class D: The erection of porches
 - Schedule 2 Part 1, Class G: The alteration, erection, rendering, or removal, of chimneys
 - Schedule 2 Part 2, Class A: The erection, alteration, rendering, or removal, of boundary walls, fences, or railings
 - Schedule 2 Part 2, Class C: The external painting of buildings
 - Schedule 2 Part 11, Class C: Demolition of boundary walls, fences or railings
- 2.3.4 Ensure that owners, occupiers and planning officers are aware of any new Article 4 Direction and the restrictions to permitted development rights.
- 2.3.5 Consider the introduction of a suitable grant scheme when funds and resources are available.
- 2.3.6 Commit to undertaking enforcement action when necessary.

3. BOUNDARY REVIEW

3.1 Introduction

3.1.1 It is important to review the boundary of conservation areas from time to time and consider where adjustments may be necessary. Many early conservation area boundaries were drawn very tightly and did not always acknowledge the contribution of later phases of development to the character of a place, or the value of historic plot patterns, for example. In some instances land boundaries have changed, or good modern development has occurred.

3.2 New Quay

3.2.1 The conservation area boundary at New Quay has not been extended since it was first designated in 1969.

3.2.2 The extent of the boundary appears to coincide primarily with the extent of the development of the town by the late 19th century and includes all of the listed buildings within the town centre. The areas of the town which were constructed at this period but which have been excluded from the conservation area are mostly to the south and include: Park Street; School Lane; Margaret Street; Francis Street and George Street. Also, the more sparse outlying development to the west: Towyn Road; outlying farms and chapels; and the area around Llanllwchaiarn.



Fig. 4 Margaret Street does not contain the homogeneity of architectural character which might warrant its inclusion within the conservation area

- 3.2.3 Three individual buildings not within the main conservation area have also been included within the original boundary: Church of St Llwchaiarn, Towyn Chapel and Bethel Chapel.
- 3.2.4 Whilst superficially similar in appearance, Park Street; School Lane; Margaret Street; Francis Street and George Street do not possess that homogeneity of architectural character of the late Victorian terraces within the town centre. Many of the properties in these areas have Edwardian or later influences and whilst some individual properties have good quality earlier features the overall character and quality of these areas does not warrant inclusion within the conservation area.

3.3 Recommendation

- 3.3.1 It is recommended that the boundary is revised to exclude the three individual buildings not within the main conservation area: Church of St Llwchaiarn, Towyn Chapel and Bethel Chapel.
- 3.3.2 These buildings are historically important and interesting in their own right and are protected due to their Listed status'. However, they do not contribute to the overall character of the area due to the distance between their locations and the main town. Revision of the boundary would therefore not reduce protection for these buildings but would confirm the more cohesive character and appearance of the main town centre area.

4. NEED FOR DETAILED DESIGN GUIDANCE OR PUBLIC INFORMATION

4.1 Introduction

- 4.1.1 Local planning authorities are involved in the day-to-day management of conservation areas through their role in the planning process. Local planning authorities have a statutory duty to **preserve or enhance the character or appearance** of conservation areas and need to scrutinise planning applications closely with these objectives in mind.
- 4.1.2 Detailed information about particular aspects of the historic built environment can help owners, occupiers, planning agents and the Local Planning Authority to decide the best ways of managing positive change and keep to a consistent approach.
- 4.1.3 Public information or interpretation can help ensure that everyone understands why an area is special. People who understand why something is special are more likely to care about it and want to look after it. It can also help with the tourism offer and encourage investment in a local area.

4.2 New Quay

- 4.2.1 There is no existing Management Plan for New Quay Conservation Area.

- 4.2.2 A Place Plan is currently being developed.
- 4.2.3 New Quay is not considered one of Ceredigion's primary six towns but instead identified within the LDP (Local Development Plan) as a 'Rural Service Centre'. It can therefore miss out on the larger regeneration initiatives.
- 4.2.4 New Quay is on the Wales Coast path and has a Dylan Thomas trail within the town. It is mentioned very positively within marketing for the West Wales / Cardigan Bay coast. Information regarding its history and development are limited.
- 4.2.5 The community puts on a number of events each year covering a variety of subjects and interests.
- 4.2.6 The only map currently available on the Council's website showing New Quay Conservation Area is incorporated into the LDP documents. Many residents spoken to during the assessment were unaware of the conservation status of the town. More awareness was demonstrated regarding the Listed status of properties.



Fig. 5 Public consultation on these documents and the Place Plan helps to identify key issues for the local community such as parking.

4.3 Recommendations

- 4.3.1 The Conservation Area Appraisal and Management Plan should be adopted as Supplementary Planning Guidance and used to guide decision making.

- 4.3.2 Produce a New Quay Conservation Area leaflet for residents and businesses which explains what is important about the area, controls and what it means to be living and working within the area. Also have this available on the Council's website.
- 4.3.3 In partnership with other Local authorities, the South and Mid-Wales Conservation Officers Groups, Cadw's Built Heritage Forum, IHBC, Tywi Centre and other organisations develop and adopt new guidance leaflets and information relevant to the area. Examples could include guidance on maintenance and repair, historic windows and doors, micro-generation and the forthcoming guidance on external wall insulation.
- 4.3.4 Produce guidance regarding sustainability and energy efficiency for all conservation areas, historic, and listed buildings in Ceredigion. This could be produced in conjunction with other authorities or existing resources such as the Tywi Centre, Heritage Construction in Wales or the Traditional Buildings Alliance. The guidance should cover:
- **Maintenance:** Building defects affect the long-term sustainability of historic buildings. Educating building custodians and contractors is essential to address these issues, to preserve the region's architectural heritage, and to meet sustainability goals. The use of appropriate traditional materials and skills in a timely fashion is vitally important to the long term survival of historic buildings.
 - **Traditional construction and how old buildings work:** Traditional buildings are generally defined as those that were built before 1919, with solid (as opposed to cavity) walls, using natural materials including stone, earth, brick, wood and lime. The term 'traditional' covers a huge range of types, styles and ages of building, from stone cottages to castles and town houses to chapels. The materials and techniques used in traditional construction have created the individual, contrasting and idiosyncratic buildings that help to define the distinctive character of our towns, villages and rural landscapes, and the identity of the communities that live in them. Older buildings use different building techniques to modern new builds. Understanding this and learning to use the appropriate techniques is vital to the longevity of our historic buildings.
 - **Energy saving and Retrofit in historic buildings:** The guidance should cover: Energy efficiency and why is it important - health, climate change and carbon emissions; What is retrofit and why do older buildings need a special approach?; Options for improving energy efficiency in traditional buildings - e.g. use, ensuring a whole house approach, alternatives to traditional window and door replacement, the importance of heating and venting, breathability and insulation, maintenance and repair etc.



Fig. 6 Guidance on sustainability and energy efficiency measures would help to ensure consistent decision making and help to reduce any negative impacts

- 4.3.5 New Quay is extremely popular with tourists, particularly during the holiday season. During the shoulder months and winter there is a drop off in visitors. The local community clearly has an appetite and interest in the history of the town. This interest could be harnessed to help develop a more coherent interpretation plan for the town. Combined with a marketing, communication and events plan this could help to increase tourism during the slower months and provide all year round economic benefits.
- 4.3.6 Smuggling still has romantic connotations and is a popular tourism draw, yet whilst the West coast of Wales was notorious, there has not been a cohesive tourism initiative to explore this theme. It was an integral part of the history of New Quay and one that is largely ignored.
- 4.4.7 New Quay has a good, if modest, range of small independent shops, food outlets and business premises which contribute much to the character of the central harbour area. Whilst there is a lack of historic shopfronts there are opportunities to improve the retail aesthetic and experience without affecting the variety and independence of the units. A review of the existing physical infrastructure and development of a management plan for retail premises would help to prevent the accumulation of clutter and poor quality installations that will eventually dilute the overall offer. High quality signage throughout, for example, would improve the aesthetic without compromising the diversity which helps to make New Quay

special. 'Active' but high quality commercial premises should be encouraged, for example the former Dolau Inn is now a letting room only business and while it appears to be a well maintained premises there is a lack of activity which is noticeable in comparison with its neighbours and makes it appear closed or empty. Work with local business organisations to distribute, provide training and seek funding to assist with implementation.

- 4.4.8 The forthcoming Place Plan in conjunction with this Management Plan should help to provide a strategic base on which to base planning decisions and to ensure New Quay is considered within larger regeneration initiatives.

5. OPPORTUNITIES FOR LOCAL LISTING

5.1 Introduction

- 5.1.1 Local planning authorities may choose to identify historic assets of special local interest and keep a list of them. This is known as 'local listing'. The list can include all types of historic asset — buildings, parks, gardens, monuments and archaeological sites — so long as they are not already formally designated.
- 5.1.2 The assets identified for inclusion on the list should make an important contribution to local distinctiveness and have the potential to contribute to public knowledge.
- 5.1.3 Their selection should be based on clear criteria, sound local evidence and public consultation. A conservation area appraisal is one way of identifying these assets.
- 5.1.4 An adopted list of historic assets of special local interest must be added to the local historic environment record for public accessibility. The Local planning authority must then develop relevant local plan policies that can be used for decision making.
- 5.1.5 Further information and advice can be found here: <https://cadw.gov.wales/sites/default/files/2019-05/Managing%20Lists%20of%20Historic%20Assets%20of%20Special%20Local%20Interest%20in%20Wales%20EN.pdf>

5.2 New Quay

- 5.2.1 New Quay has a few historic buildings which are of particular local historic and architectural significance, and which are not designated in their own right.
- 5.2.2 Recognising these buildings through inclusion on a 'local list' would:
- Provide recognition that these buildings are valued by local people
 - Provide an opportunity for the community to get involved in their identification and in caring for them appropriately

- Allow the Council to apply for funding or grant schemes that would provide regeneration opportunities for locally listed buildings
- Enable changes to be carefully considered through the planning process to ensure they are positive and do not negatively affect the assets, their settings or the communities in which they are located.

5.3 Recommendation

- 5.3.1 The Council should set up an ‘Historic Assets of Special Local Interest Project’ that will identify the criteria for inclusion on such a list and develop the list.
- 5.3.2 Local communities should be involved with the selection process.
- 5.3.3 Ceredigion County Council should develop and adopt a relevant Local Development Plan policy.
- 5.3.4 The following is a list of buildings of special local interest (that are not already designated) as identified in the appraisal that could be considered for inclusion. It should be noted that there are many other buildings which positively contribute to the character of the area, but which may not currently meet the criteria for inclusion on a local list.
- Possible early 19th century unlisted buildings: Lower Rock Terrace (the south of Rock Terrace), 1-5 Albion Terrace (formally Mason’s Row or Street), Renown House near Spring Gardens, the properties on the north side of Spring Gardens (or Dolau Street) including the Dolau public house, the Shell shop and the Pepper Pot.



- Historic building or structures included on the Historic Environment Record
- The historic water hydrant at junction of Marine Terrace and Prospect Place and the historic well pump at the junction of Rock Street, Prospect Place and Wellington Place (probably not *in situ*).
- Any non listed 19th century terraces which retain the majority of their original architectural features, e.g. 19 Marine Terrace, house at corner of Picton Terrace at junction with Park St, terraced house 4th north from Tabernacle Chapel along Glanmor Place (name unknown), and possibly others.

Fig. 7 Historic features such as this water hydrant should be considered for inclusion on a ‘local list’

6. CONSIDERATION OF ENFORCEMENT

6.1 Introduction

- 6.1.1 Enforcement has a key role to play in the protection of conservation areas.
- 6.1.2 It is essential to ensure that all owners and occupiers of buildings understand where there are limitations for development, what their permitted development rights are, and that they can approach the LPA for advice.
- 6.1.3 Regular monitoring is a more proactive approach for LPAs which may help to reduce the number of contraventions.
- 6.1.4 Discussion and negotiation with the owner / occupier should be the first action taken in any case, which may lead to a suitable solution without the need for enforcement action.

6.2 New Quay

- 6.2.1 There is no current comprehensive baseline review information for New Quay.
- 6.2.2 Owners and occupiers may be unaware of their permitted development rights and where there may be restrictions on development.
- 6.2.3 It has been identified that there has been a considerable loss of traditional features, such as windows and doors throughout the conservation area, including on Listed properties but there is also some survival of original windows, doors, porches, ironwork and other architectural features. Currently, the alteration or replacement of these features is not controlled except on Listed Buildings.

6.3 Recommendation

- 6.3.1 The photographic survey produced as part of this conservation area appraisal will be used as baseline information for enforcement purposes.
- 6.3.2 The Council will make a commitment to follow best practice enforcement procedures within the conservation areas in Ceredigion.
- 6.3.3 The Council will take steps to ensure all owners and occupiers are aware of their permitted development rights and any restrictions.
- 6.3.4 A follow up photographic survey will be conducted during the next review of the conservation area appraisal, ideally every five years.

7. OPPORTUNITIES FOR REGENERATION AND ENVIRONMENTAL IMPROVEMENTS

7.1 Introduction

- 7.1.1 Historic areas can be an important focus for community regeneration. Their distinctive character is an asset that can deliver social, economic and environmental benefits for Welsh communities. Regeneration can help to create a sense of place and local distinctiveness, and support valuable skills and encourage investment.
- 7.1.2 Many historic areas have suffered from declining economic activity, which results in underused buildings and low investment. In these circumstances, targeted actions may be needed to unlock potential and realise wider benefits. Regeneration activities can give historic assets fresh meaning and relevance, breathing new life into underused and undervalued buildings and areas.
- 7.1.3 In addition to the various enforcement tools available for local planning authorities there are additional opportunities for environmental enhancement. These include partnership working with national agencies, other council departments and local organisations such as Town Councils and business forums.
- 7.1.4 Opportunities for environmental enhancement often relate to the physical infrastructure of the town, including highways, works by statutory undertakers, environmental health, housing



Fig. 8 Enhancing the aesthetic and economic contribution of Council owned concession stands would be of benefit to the local community and the character and appearance of the conservation area

and others. The Council owned concession stands could be improved, and careful consideration given to allowing any further development within the beach or slipway areas.

- 7.1.5 Community engagement and mentoring can also achieve positive change within designated areas.

7.2 New Quay

- 7.2.1 New Quay has not benefitted, as other conservation areas have, from the larger town regeneration schemes. However, New Quay is fortunate in that it has extremely few empty buildings and retail premises are in high demand.

- 7.2.2 New Quay has a unique and interesting history and wealth of built heritage within the town and surroundings on which it can build. Creating improvements in the public realm, to individual buildings, and the overall environment would help to encourage investment, provide a sense of place and improve prospects for increasing tourism and local use.

- 7.2.3 New Quay is fortunate that within the tourism season it has high economic activity. The challenge for New Quay is to ensure this lasts all year round so that business premises do not close in the winter or shoulder months.



Fig. 9 Public realm improvements could be achieved simply through the careful siting and design of necessary facilities

- 7.2.4 The appraisal has identified some areas for environmental improvements, especially to the public realm.

7.3 Recommendations

- 7.3.1 Small amounts of regeneration funding would go a long way in New Quay but will need to be strategically directed. Thematic regeneration funding for discreet projects could be sought which would cover improvements to several small towns with conservation areas in Ceredigion, in addition to seeking more substantial singular pots of money for the larger towns. Projects might include: Retail improvements (of different types) in New Quay, Llandysul and other smaller conservation areas; addressing invasive non-native species; or improving the quality, design and siting of street furniture; or developing Green Infrastructure Strategies and / or Strategies for Trees.
- 7.3.2 Ideas for improving the public realm have been identified via this appraisal and no doubt will be addressed in the forthcoming Place Plan. There is currently a mixture of styles and materials, although many of these can be considered appropriate. There needs to be co-ordination of high quality street items such as benches, bollards, waste bins, highway signage, road and pavement surfacing and so on.
- 7.3.3 The provision of street lighting using poor quality units on listed and historic buildings, particularly around the northern terraces, should be addressed. Whilst these prevent the potential clutter of using lampposts, their design and siting could be much improved.
- 7.3.4 The County Council should work with statutory undertakers to address the proliferation of overhead wires across the streets, which negatively impact on aesthetic values and views.
- 7.3.5 Positive management of change to the roofs and rear of properties through the planning system. Due to the topography of New Quay these areas are publicly visible and impact on the overall character of the town centre.
- 7.3.6 Consideration, through the planning system, regarding the impact of new development or expansion of existing sites on the setting of the conservation area.
- 7.3.7 The Council needs to ensure that building owners and users have the tools necessary to carry out their own appropriate repairs and renovations. This may include guidance, training and mentoring.
- 7.3.8 In line with the Aberystwyth Conservation Area Management Plan, the Council should seek funding to buy and conserve a vacant listed building to set up a Conservation training establishment in partnership with organisations such as Cadw, the University, RCAHMW, the Welsh Traditional Buildings Forum, Building Research Establishment (BRE), the Strata Florida Project, the Towy Centre, Hyfforddiant Ceredigion Training (HCT), Adult Learning Wales, Creative and Cultural Skills, or similar. This could train local people in conservation techniques,

create jobs which provide local conservation services to owners and occupiers in the towns and surrounding areas. This could provide a valuable and sustainable resource which would support regeneration in Ceredigion's town centres and conservation areas, in addition to providing some employment, upskilling owners and occupiers, and helping to preserve and enhance the historical architecture of the county. A model similar to Carmarthenshire's Adfer Ban a Chwm building preservation trust could be used.

- 7.3.9 In conjunction with the community develop an interpretation, marketing and communications and events plan which will help encourage local people to use the town and encourage visitors into the area out of season.
- 7.3.10 Ensure Enforcement Officers are trained in understanding the specific remit of conservation areas and designated buildings and sites and that resources are available for enforcement action if and when required.
- 7.3.11 If required, offer training for Highways Officers regarding good design in conservation areas. There are some excellent publications and guidelines available such as Historic England's 'Streets for All' (<https://historicengland.org.uk/images-books/publications/streets-for-all/heag149-sfa-national/>).



Fig. 10 Careful choice of suitable modern materials and sensitive design, can achieve traffic calming and pedestrian way marking without detracting from the historic character of a place.

- 7.3.12 In conjunction with Highways colleagues draw up a design code for each conservation area in Ceredigion and seek funding for implementation. Cover surfacing, safety railings, street furniture, lighting and highways road and safety features.
- 7.3.13 With the local community set up a conservation area advisory / enhancement community group which can carry out small tasks and surveys, such as a locally listed buildings project or addressing invasive non-native species, keeping overgrown areas tidy, or developing a Green Infrastructure Strategy and / or a Strategy for Trees. They could also comment on development proposals in conservation areas and bring any future issues within the conservation area to the Council's attention. Mentoring and training should be provided by the Council.
- 7.3.14 Develop and implement a Strategic Plan to address the parking issues within the town in partnership with Highways, the Town Council, the local community and relevant stakeholders.

8. ADVERTISEMENT GUIDANCE AND CONTROL

8.1 Introduction

- 8.1.1 One of the purposes of the advertisement control system is to encourage the display of outdoor advertisements which make a positive contribution to the appearance of the environment. Many conservation areas include commercial premises ranging from small corner shops to thriving commercial centres so outdoor advertising can be essential to commercial vitality. The kinds of advertisement which require planning consent include illuminated advertisements on business premises and advertisements on hoardings around development sites.
- 8.1.2 Authorities may also choose to adopt advertisement control policies as part of their proposals for the preservation or enhancement of conservation areas, for example, by the designation of areas of special advertisement control. Local planning authorities should use such controls flexibly in conservation areas to preserve those features of architectural or historic interest which led to designation.

8.2 New Quay

- 8.2.1 The conservation area has a small commercial core. This area features a number of small independent retail and business premises. Few of these are based within buildings originally built as shops and there are no traditional shop fronts within the town centre area. Due to this, some shop signs are poorly dimensioned or placed in appropriate locations. Others are of high quality and well integrated with the building's architecture.

8.3 Recommendations

- 8.3.1 Traditional shop fronts are not necessary to ensure appropriately placed and designed signage and it is not always appropriate to introduce them into an area which has not had them historically. However, some shops might benefit from a more formally ordered shop front and consideration should be given to the positioning, dimensions and materials of some of the existing advertisements.
- 8.3.2 The regulations around advertisements are extremely complicated and there are many restrictions which are rarely enforced in practice. It is not considered that an area of special advertisement control is currently necessary within New Quay Conservation Area. Instead the existing signage should be reviewed by enforcement teams and negotiation with owners and shop managers should be a priority. A small funding pot would assist with negotiations if it were possible to secure this.



Fig. 11 Competing advertising in various forms creates pavement hazards for pedestrians and a cluttering of signage

- 8.3.3 Consider developing a shop front and signage design guide specifically for New Quay. This could be a simple and short document setting out the benefits of high quality signage in appropriate positions to enhance the business and the architecture of the town centre.

9. BUILDINGS AT RISK

9.1 Introduction

9.1.1 Keeping buildings in use and repaired is the cornerstone of successful conservation area management. Neglected and underused buildings damage the vitality and attractiveness of conservation areas.

9.2 Vacant Buildings in New Quay

9.2.1 New Quay is fortunate in that there are very few empty buildings within the conservation area. There are a number of buildings, which at the time of survey, were covered in scaffolding and these appear to be being renovated for a new use. The most obvious empty



Fig. 12 The former Queen's Hotel is Grade II Listed but falling into disrepair

building is the former Queen's Hotel at the top of Church Street. It is Grade II Listed. This sold at auction in 2015 and appears to have been empty since. No recent planning applications have been found relating to this property.

9.3 Recommendations

9.3.1 The Council should set up a county wide Buildings at Risk Strategy which would work with both Listed Buildings and those considered to positively contribute to the character or appearance of conservation areas. This would identify a strategic approach to identifying and

managing these buildings. (see: <https://cadw.gov.wales/advice-support/historic-assets/listed-buildings/listed-buildings-risk#section-managing-listed-buildings-at-risk>).

- 9.3.2 Owners of listed buildings are obliged to keep them in a reasonable state of repair. Local planning authorities have powers to serve Repairs Notices and use other enforcement tools in extreme cases. If negotiation fails, then the Council should consider the use of its statutory powers.
- 9.3.3 The Council, to cover all conservation areas, listed buildings and non-designated properties, should investigate the possibility of setting up training schemes and courses - training occupiers and owners in good conservation practice, especially in repair and maintenance with appropriate materials (see section 7.3.8). Circulation of a publication such as 'Stitch in Time' (IHBC and SPAB) to all properties within Ceredigion conservation areas would provide a good start to this process.

10 TREES, LANDSCAPE AND OPEN SPACES

10.1 Introduction

- 10.1.1 Trees are an important component of the character and amenity of many conservation areas and — along with green open spaces, including private gardens — have a valuable role to play in ecosystem services. To complement the controls over trees in conservation areas, it is a good idea for local planning authorities to develop specific local policies for the protection and management of trees and other elements of the natural environment, such as hedgerows and verges.
- 10.1.2 A strategy for trees could include an assessment of their amenity and biodiversity value, and their contribution to ecosystem services before there is pressure to remove them. The protection and management of trees and open spaces could be integrated in a green infrastructure strategy.

10.2 New Quay

- 10.2.1 Most tree cover within New Quay is within the setting of the conservation area or within private gardens.
- 10.2.2 In addition to the rural surroundings, there are some green spaces within the town, particularly the public parks along the cliff edge above the beaches and harbour.

10.2.3 Most community facilities and open space are located outside of the conservation area and consequently the town centre. This may have the unintended effect of drawing local people away from the town centre.

10.2.4 The beaches and harbour are key public open spaces.

10.2.5 New Quay has not been included within the County Council's Strategy for Greening Towns or the Green Infrastructure Assessment.



Fig. 13 Short to medium views within the town create a sense of discovery

10.2.6 The key views into (from the sea, pier and Llanina) and out from (from the terraces and public parks) the conservation area have been identified through the appraisal process.

10.2.7 In addition, short to medium length views within the town enhance the sense of discovery and should be maintained.

10.3 Recommendations

10.3.1 Develop a Green Infrastructure Strategy and / or a Strategy for Trees for New Quay and potentially also for other small conservation areas in Ceredigion, which are not covered by the existing green infrastructure assessment. This could take the form of a community project

using the methodology and recommendations from the existing work and applying them to these conservation areas.

10.3.2 Consider involving the local community in identifying and mapping trees and tree groups suitable for Tree Preservation Orders.

10.3.3 Protect important trees, open spaces and views within the conservation area and those which contribute to its setting through the LDP.

10.3.4 The key views into (from the sea, pier and Llanina), out from (from the terraces and public parks) and within the conservation area, should be protected through the development management system.

10.3.5 Consider how improvements can be made to the difficult to access areas on the cliff faces above the beaches.

11. MONITORING AND REVIEW

11.1 Introduction

11.1.1 The legislation requires local planning authorities to review existing conservation areas 'from time to time' - best practice is generally considered to be every five to ten years.

11.1.2 The review should establish progress achieved since the previous appraisal and should confirm or redefine both special interest and critical issues. The review should also revise the management plan and provide new recommendations where appropriate.

11.1.3 Monitoring change is essential to be able to evaluate the impact of designation and the success of management strategies in preserving or enhancing the character or appearance of conservation areas.

11.1.4 Cadw considers that the baseline for periodic review is a full photographic survey recording buildings from the street, as well as other components of character, including trees, gardens, boundaries and views. There is scope for involving local community groups in carrying out this work.

11.2 New Quay

11.2.1 The County Council currently does not have a Management Plan for New Quay Conservation Area.

11.2.2 The Council has a planning officer with responsibility for conservation.

11.3 Recommendations

- 11.3.1 The Council should adopt this appraisal and management plan as Supplementary Planning Guidance and use it to inform decision making.
- 11.3.2 The Council should commit to review the Conservation Area Appraisal and Management Plan at a suitable interval and at least within ten years.
- 11.3.3 The Council should involve the local community with the monitoring and management of the area and future appraisal reviews, where possible.
- 11.3.4 The Council should ensure that, within budget constraints, Conservation and Heritage officers are politically supported and have sufficient resources.



Fig. 14 Views of the town from the pier and sea help to define the character and appearance of New Quay

- 11.3.5 The Council should continue to facilitate partnership working between local councils, departments, local businesses and communities to ensure their statutory duty with regards to conservation areas is carried out.

ACTION / RECOMMENDATION (FOR FULL EXPLANATION SEE MANAGEMENT PLAN)	RESPONSIBILITY / PARTNERS	PRIORITY
The Conservation Area Appraisal and Management Plan should be adopted as Supplementary Planning Guidance and used to guide decision making.	CCC - Heritage and Policy	High 0-1 years
Further consultation should be undertaken regarding whether an Article 4 (1 or 2) Direction should be applied to New Quay Conservation Area and consider alternative options to making the Direction.	CCC - Heritage and Policy Local community / TCC	High 0-1 years
Revise the conservation area boundary to exclude the three individual listed buildings not within the main conservation area: Church of St Llwchaiarn, Towyn Chapel and Bethel Chapel.	CCC - Heritage, Planning Enforcement, Legal Local community / TCC	High 0-1 years
The photographic survey produced as part of this conservation area appraisal should be used as baseline information for enforcement purposes.	CCC - Heritage, Planning Enforcement, Legal	High 0-1 years Ongoing
Make a commitment to follow best practice enforcement procedures within the conservation areas in Ceredigion (Enforcement charter or similar). Negotiate with owners regarding infringements. Serve Repairs Notices and use other enforcement tools as necessary. Ensure Enforcement Officers are trained in understanding the specific remit of conservation areas and designated buildings and sites.	CCC - Heritage, Planning Enforcement, Legal Local community	High - 0-1 years Ongoing
Ensure that regeneration and other schemes utilise heritage based design principles to ensure the significance of these areas informs the development of any proposals. Draw up design briefs for any potential development and infill sites within and in the setting of the conservation area. Encourage good design for extensions and new development within conservation areas. Consider revising existing relevant SPG.	CCC - Heritage, Policy, Regeneration, Development Management TCC Local community	High 0-1 years Ongoing
Develop a strategic plan to address the parking issues within the town in partnership with the Town Council, the local community and relevant stakeholders.	CCC - Heritage, Policy, Regeneration, Highways TCC Local community	High 0-1 years Ongoing
Continue to follow the recommendations in the relevant and adopted green infrastructure strategic documents. Ensure the green infrastructure assessment and the strategy for trees in each conservation area is kept up to date and regularly reviewed.	CCC - Ecology, Policy and Development Management Local community	High - ongoing

ACTION / RECOMMENDATION (FOR FULL EXPLANATION SEE MANAGEMENT PLAN)	RESPONSIBILITY / PARTNERS	PRIORITY
Protect important trees, open spaces and views within the conservation area and those which contribute to its setting through the LDP and development management. Identify opportunities for tree planting, TPOs and encourage participation in the Tree Warden Scheme. Develop a Green Infrastructure Strategy and / or a Strategy for Trees for New Quay and potentially also for other small conservation areas in Ceredigion, which are not covered by the existing green infrastructure assessment. This could take the form of a community project (See 10.3).	CCC - Heritage, Policy, Ecology and Development Management TCC Local community	High - ongoing
Ensure that, within budget constraints, Conservation and Heritage officers are politically supported and have sufficient resources	CCC	High - ongoing
Facilitate partnership working between departments, local businesses and communities to ensure their statutory duty with regards to conservation areas is carried out	CCC TCC Local community	High - ongoing
Produce a New Quay Conservation Area leaflet. Ensure all owners and occupiers are aware of their permitted development rights and any restrictions, particularly if an Article 4 Direction is made or 'Guidelines' issued.	CCC - Heritage, Ecology and Policy Local community	Medium 2-3 years
Review the existing physical infrastructure and develop a management plan for retail premises, including shop front design and signage, specifically for New Quay. Seek funding to achieve improvements.	CCC - Heritage, Policy, Ecology and Development Management Local businesses	Medium 2-3 years
Set up an 'Historic Assets of Special Local Interest Project'. Develop and adopt a relevant Local Development Plan policy.	CCC - Heritage and Policy Local communities	Medium 2-3 years
Seek funding for a variety of maintenance, repair , regeneration and training schemes (see 7.3). Possibly in conjunction with below.	CCC - Heritage and Policy, Regeneration	Medium 2-3 years and ongoing
Seek funding to buy and conserve a vacant listed building to set up a Conservation training establishment in partnership with other organisations	CCC - Regeneration, Heritage Cadw, the University, RCAHMMW, the Welsh Traditional Buildings Forum, Building Research Establishment (BRE), the Strata Florida Project, the Towy Centre, Hyfforddiant Ceredigion Training (HCT), Adult Learning Wales Creative and Cultural Skills, etc	Medium 2-3 years and ongoing

ACTION / RECOMMENDATION (FOR FULL EXPLANATION SEE MANAGEMENT PLAN)	RESPONSIBILITY / PARTNERS	PRIORITY
Set up a conservation area advisory / enhancement community group which can carry out small tasks to enhance the conservation area and also comment on development proposals. Identify sites for environmental improvement.	CCC - Heritage, Policy TCC Local community	Medium 2-3 years ongoing
Develop and adopt guidance leaflets and information for conservation areas (e.g. historic windows, micro generation, external wall insulation, sustainability and energy efficiency etc.).	CCC - Heritage Other Local authorities, the South Wales and Mid-Wales Conservation Officer Groups, Cadw's Built Heritage Forum, IHBC, Tywi Centre	Low 3-5 years
Develop an interpretation, marketing, communication and events plan which would help to increase tourism and draw on those historical events and connections which are currently under represented in the tourism offer for New Quay.	CCC - Policy, Regeneration TCC Local community Consultants?	Low 3-5 years
Develop and implement a strategic plan for improving the public realm, alleyways, streets, footpaths, street lighting and overhead cables. Work with relevant partners and seek funding, as necessary, for improvements.	CCC - Heritage, Policy, Regeneration, Highways, Statutory Undertakers TCC Local community	Low 3-5 years
Highways - draw up a design code for each conservation area in Ceredigion and seek funding for implementation. Heritage training for Highways Officers, as required.	CCC - Heritage, Policy, Regeneration and Highways Welsh Government?	Low 3-5 years
Commit to review the Conservation Area Appraisal and Management Plan at a suitable interval and at least within ten years. Follow up photographic survey as part of next review. Keep the Action Plan up to date and publish progress. Involve the local community with the monitoring and management of the area and future appraisal reviews.	CCC - Policy and Heritage Consultants	Low 5 -10 years