

Llandysul Regeneration Strategy



Rural
Office



Cyngor Sir
CEREDIGION
County Council



UK Government Wales
Llywodraeth y DU Cymru

Regeneration Strategy

i. Executive Summary

Towns play an important role as places for people to live, work and visit. They are assets in their own right and are hubs for independent businesses and enterprises, all of which support both the circular and foundation economies.

The development of towns is a key strategic priority at both a local, regional and national level. Engagement and consultation undertaken during the development of the Ceredigion Economic Strategy 'Boosting Ceredigion's Economy: A Strategy for Action 2020-35' identified 'places' as being one of the four priority areas for supporting the Ceredigion economy, with an opportunity to develop thriving, living, working, and social towns.

In order to understand the future development of towns across the region, Ceredigion County Council appointed Rural Office to assist in developing a framework and sound basis for helping communities and other stakeholders prioritise their needs, set out a list of interventions, and identify how the desired outcomes can be achieved.

This regeneration strategy identifies a set of key projects and targeted interventions which are specific to Llandysul and cross-reference local, regional, and national priorities. It represents a long-term vision which is the sum of incremental parts, incorporating local knowledge and responding to the changing needs of the town's residents, workers and visitors.

The vision for Llandysul is based on an asset-based approach which builds on the successes, and is informed by careful analysis, research, and consultation. The town centre is at the heart of community life and this strategy identifies opportunities for vibrant and sustainable regeneration.

2035 Llandysul

A well connected town centred around the river, hosting a series of outdoor community events.



Location map

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

Regeneration Strategy

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Regeneration Strategy

1. Overview

1.1 Approach

This regeneration strategy takes an asset-based approach which builds on the successes, attributes, and values specific to Llandysul and the local community. It focuses on enhancing what currently works well and highlights the potential for improvement.

The strategy represents a long-term vision which is the sum of its incremental parts. Targeted interventions and suggested projects are presented with varying timescales and provide options for incremental or open-ended development, either council or community-led, depending on priorities. The solutions rely on local knowledge, continued community engagement, and a long-term commitment to addressing specific issues through collaboration with key partners and stakeholders.

1.2 Summary

Regeneration is defined as; “an integrated set of activities that seek to reverse economic, social, environmental and physical decline to achieve lasting improvement, in areas where market forces will not do this alone without some support from government” (New Regeneration Framework, 2013). This regeneration strategy and report has been prepared as a vision document, which provides a list of targeted interventions mapped against the potential economic impact and social value of each project.

Regeneration involves identifying and addressing challenges specific to local communities. At its core, this strategy has been devised with community representatives and stakeholders who have identified opportunities to enhance existing assets and create a vibrant and prosperous town for people to live and work.

Ceredigion is a county of interdependent towns and small settlements which have a range of social, environmental and economic issues. Whilst there are a range of common themes, each local community requires a toolkit, or strategy, which identifies and connects these challenges, enabling a critical and visionary response.

This strategy seeks to restore and encourage growth in the local economy, to strengthen the vitality of Llandysul, and the local communities. Government policy aims to encourage locally-driven growth

that is sustainable and fair, promoting economic development. Similarly, this strategy is centred around people - encouraging and enabling town councils, residents, and local entrepreneurs to develop a set of regeneration projects which will improve social, environmental, and economic well-being.

1.3 Methodology

Our methodology has been inclusive, seeking guidance and input through collaboration with others, to inform a dynamic set of appraisals as part of the regeneration planning. Through collaboration with the Ceredigion County Council’s internal project team, each element of the study has included careful analysis and research; review of documentation, capturing existing local knowledge, and working with local stakeholders to understand challenges and opportunities.

1.4 Engagement

Throughout the regeneration planning exercise, we have worked with Ceredigion County Council, consultants, key stakeholders and local community members. The regeneration strategy, and its recommendations, aims to empower town representatives to progress with future developments. This people-focused approach will need to be considered as a longer-term framework for engagement which can continue to be implemented beyond this commission. We have worked with an expert community developer and engagement strategist to map this with the strategy and key projects outlined.

1.5 Process

Building on the existing engagement and outreach work undertaken by Ceredigion County Council, and the success of recently established local forums and platforms, we have considered how the process of developing this regeneration strategy enables community groups and residents to;

- Influence the decisions that shape the future of their town;
- Propose where new projects might be located, and what these might be;
- Engage with the wider community network and encourage action;
- Access resources for community projects;
- Create opportunities for dialogue with Ceredigion County Council and the project team.

Key targeted interventions and supporting projects identified within this regeneration strategy are considered in relation to regional and national policy. Engagement has offered the opportunity to fact-check ideas with local residents and stakeholders, this has helped identify immediately implementable projects, medium-term pilots to test ideas, and longer-term strategic commitments. The development of this consultation and community engagement will need to become the remit of the local authority or local representative(s) to progress the strategy and build momentum. It is important that all long-term proposals are;

- Evidence-based using the information we have collated;
- Communicate what stakeholders have said in consultations;
- Celebrate existing physical and social assets and opportunities;
- Identify priorities for next steps;
- Identify common themes and interests to help develop the resources and commitments required to execute.



Engagement and site photos

1. Identifying potential key regenerative interventions during stakeholder workshop.
2. View of Llandysul from Tirdref playing fields.





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Regeneration Strategy

2. Regional Context

2.1 Ceredigion

Ceredigion, historically Cardiganshire, is a predominantly rural county located in the west of Wales. It boasts over 50 miles of coastline and a mountainous hinterland, situated on Cardigan Bay, the largest bay in Wales. Defined by rivers, Ceredigion hosts the Dyfi estuary in the north and the Teifi river in the south respectively forming natural boundaries.

During the 18th and early 19th century, Cardiganshire was home to a number of industries; the primary port serving South Wales was located at Cardigan prior to the silting of its harbour. The county's economy consequently became highly dependent on livestock agriculture to sell at market. During the 20th century, rearing livestock suffered a decrease in profitability. People chose to migrate to more prosperous areas within Wales or elsewhere, resulting in a decline in the county's population.

Ceredigion is surrounded by sea and landscapes of great beauty and outstanding environmental quality. People's relationship with this varied landscape of farmland, wooded river valleys and small but robust market towns has shaped the county's history, and plays a significant value in economy and enterprise.

Ceredigion's largest town, Aberystwyth, is one of its two administrative centres and home to a number of national institutions including the National Library of Wales, Bronglais Hospital, and Aberystwyth University; the second being Aberaeron, home of Ceredigion County Council.

Ceredigion is considered a centre of Welsh culture by many and 43.5% of the population can speak Welsh according to the 2021 census. The town of Lampeter also houses Wales' first university; the University of Wales Trinity Saint David.



Ceredigion landscapes

1. Llandysul mountains
2. Aberystwyth seas

Regeneration Strategy

2. Regional Context

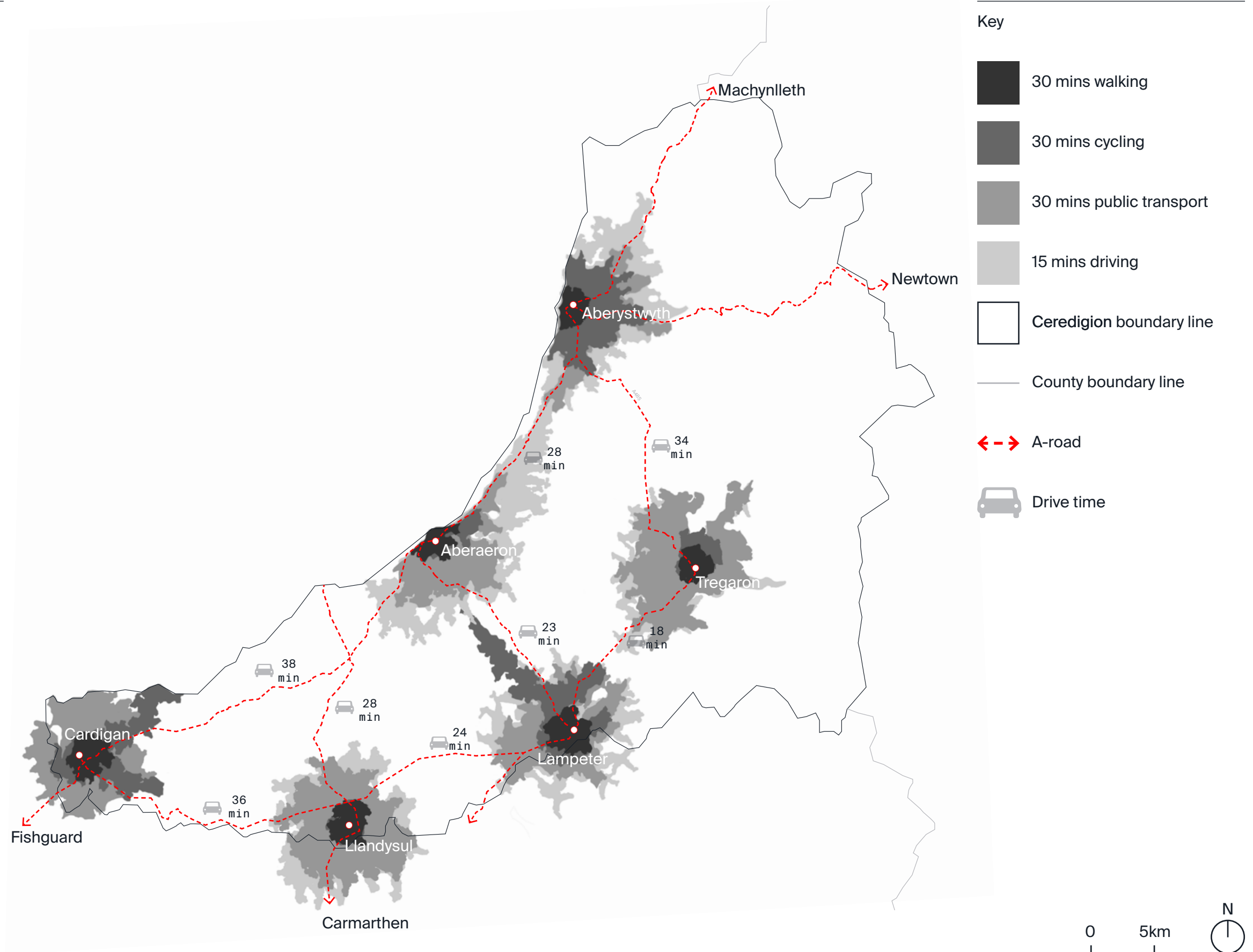
2.2 Rural towns

Ceredigion is a sparsely populated and geographically large county made up of six main towns; Aberaeron, Aberystwyth, Cardigan, Lampeter, Llandysul and Tregaron. These towns are all interspersed and interlinked with a range of smaller towns and villages across a distinct cultural landscape. Connectivity is therefore an important and integral part of any regeneration strategy as the towns all have strong linkages and an interdependent set of functions, amenities, and services.

The county has a wealth of outstanding natural assets and a unique natural landscape. These towns capture some of the key relationships with harbours, rivers, mountains, and coastline which make the region's landscape so unique.

Utilised effectively, these regional characteristics can enhance the quality of life for residents and provide the foundations for future economic growth. This will include building on the existing and notable strengths, including a tourism offer with the potential to increase visitor numbers and income throughout the season as part of a countywide offer, trail, or tour. Coupled with investment in learning, skills, and other local labour markets which is also required for regeneration in the foundation economy and enhancement to existing sector strengths (manufacturing, agriculture, food and drink, wholesale and retail trade).

In terms of transport, the Cambrian Line provides primary railway services between Aberystwyth, Shrewsbury and Birmingham where passengers can join services for London and elsewhere. Local buses service Ceredigion's primary towns and long distance services exist between Aberystwyth and Cardiff via Aberaeron and Lampeter. Bwcabus, a local bus service operating in the south of the county, offers customised transport for rural dwellers.



Regeneration Strategy

2. Regional Context

2.3 Regeneration objectives

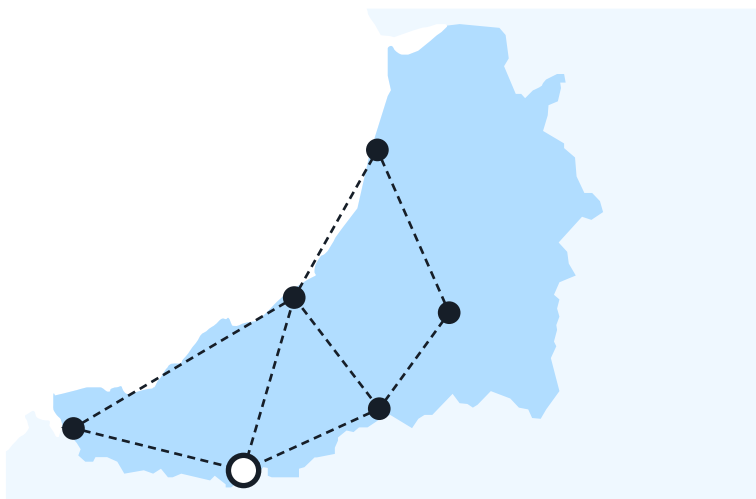
Ceredigion's size and location within its national context means that there are several challenges for its growing economy. Nonetheless, Ceredigion's strategic position provides a number of opportunities to change, grow and adapt to a sustainable and vibrant economic future.

This regeneration strategy incorporates 'Ceredigion's Corporate Strategy 2022-2027' well-being objectives and ambitions for the next five years, which are as follows;

- boosting the economy, supporting businesses and enabling employment;
- creating caring and healthy communities;
- providing the best start in life and enabling learning at all ages, and;
- creating sustainable, green and well-connected communities.

In addition to the above, the region's economic plan, 'Boosting Ceredigion's Economy - A Strategy for Action 2020-35', identifies the county's current economic position, the key challenges in growing the local economy, and sets out a strategy and series of key interventions to 2035 to achieve a "strong, sustainable and more resilient economic growth for Ceredigion". The economic drivers, outlined opposite, are the principles that underpin the strategy for regeneration in Llandysul.

Aside from increasing economic growth within local communities, it is important to place emphasis on the promotion of shared prosperity across the county. This means developing a regional strategy to visualise and create a thriving, healthy, energetic Ceredigion that people want to live and work in.



'Boosting Ceredigion's Economy - A Strategy for Action 2020-35'

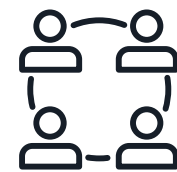
Economic drivers of the region's economic plan.



Enterprise

Support businesses and communities

- Support the creation of new businesses and help existing businesses grow in Ceredigion
- Raise awareness of Ceredigion as a great place to establish and grow businesses
- Strengthen and capitalise on key opportunities for key sectors; food, farming, agri-tech, tourism, aerospace, bioscience
- Tackle structural weaknesses and market failure where they exist in Ceredigion's Foundational Economy (specifically Construction and Care sectors)
- Ensure Ceredigion has the infrastructure to support growth opportunities
- Develop and maintain a strong collaborative approach to economic growth



People

Inspire people, developing skills, health and well-being

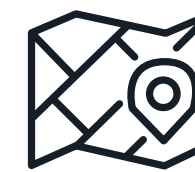
- Build stronger links between future employees and employers
- Employer-led skilled and innovative workforce
- Create an entrepreneurial focused culture
- Promote Ceredigion as a positive place to live, study, work and grow
- Positively promote opportunities for all to benefit from economic growth



Connectivity

Connect businesses and communities

- Improve road network
- Improve public transport provision in Ceredigion
- Support and promote active travel
- Decarbonise transport
- Promote an integrated transport network for rural communities
- Enhance electricity grid network
- Decarbonise energy network
- Explore hydrogen economy potential
- Develop a strategic approach to digital networks
- Improve digital connectivity in Ceredigion
- Improve digital exploitation levels in Ceredigion



Place

Promote Ceredigion as a place to live, work and visit

- Identify and deliver opportunities to improve living, working and recreational spaces in town
- Increase provision of affordable homes
- Ensure Ceredigion has effective strategic sites for employment
- Develop and enhance Ceredigion's green assets
- Improve perception of Ceredigion as a vibrant place to live, work and visit
- Make Ceredigion a vibrant place for events



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Embroidery

Regeneration Strategy

3. Background

3.1 Local context

'Future Wales - The National Plan 2040', a strategy for addressing key national priorities, situates Llandysul within the Teifi Valley Regional Growth Area, cementing its place as a settlement of regional importance within Ceredigion and Mid Wales. Llandysul has a range of public and private sector employment opportunities and hosts a range of institutions and facilities including the Enterprise Park, Calon Tysul Leisure Centre, Ysgol Bro Teifi (ages 3-19), and Llandysul Paddlers Canoe Centre.

Llandysul, along with its sister settlement of Pontwelly which is situated adjacent on the Carmarthenshire side of the River Teifi, has a long tradition of serving its hinterland, in particular its agricultural community and their social and recreational needs. According to the 2021 census, Llandysul has a population of 1,300 compared to 1,439 from the 2011 census.

To support this regional role, Llandysul was designated a housing growth figure of 226 dwellings in the current Local Development Plan (2013). Housing delivery within the Urban Service Centre has been slower than the LDP trajectory expected, although housing delivery within the surrounding linked settlements has been quicker.

The completion of the A486 bypass and the construction of Ysgol Bro Teifi on the northern perimeter of the town are possible threats to Llandysul's growth. Despite serving as a commuter settlement for Carmarthen as well as being the birthplace of Gomer Press, growth within the town has historically been slow.

3.2 Heritage

Llandysul can be linked with the founding of a religious settlement by St Tysul at a fordable point of the Teifi sometime during the fifth century. The town has developed on the steep north western bank of the river valley, with terraced houses and narrow streets linking a series of roads and pathways down the hillside towards the river.

Llandysul town, on the banks of the River Teifi, developed around St Tysul's Church. The townscape has much character, with notable features including; an intimate collection of narrow streets and lanes, stone built and slated properties and a fine collection of Victorian shop fronts. There are a number of designated listed buildings including Llandysul Bridge and St Tysul's Church. A Conservation Area encompasses the older, central part of the town together with parkland adjoining the River Teifi, which has benefited from environmental and public access improvements.



River Teifi

Walking route alongside Llandysul Paddlers' water course.

Regeneration Strategy

3. Background

3.3 Demographics

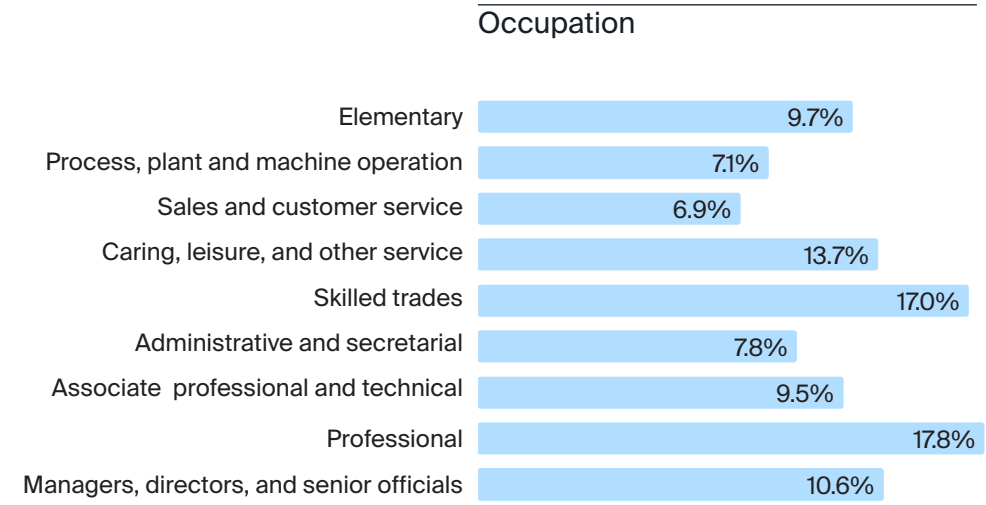
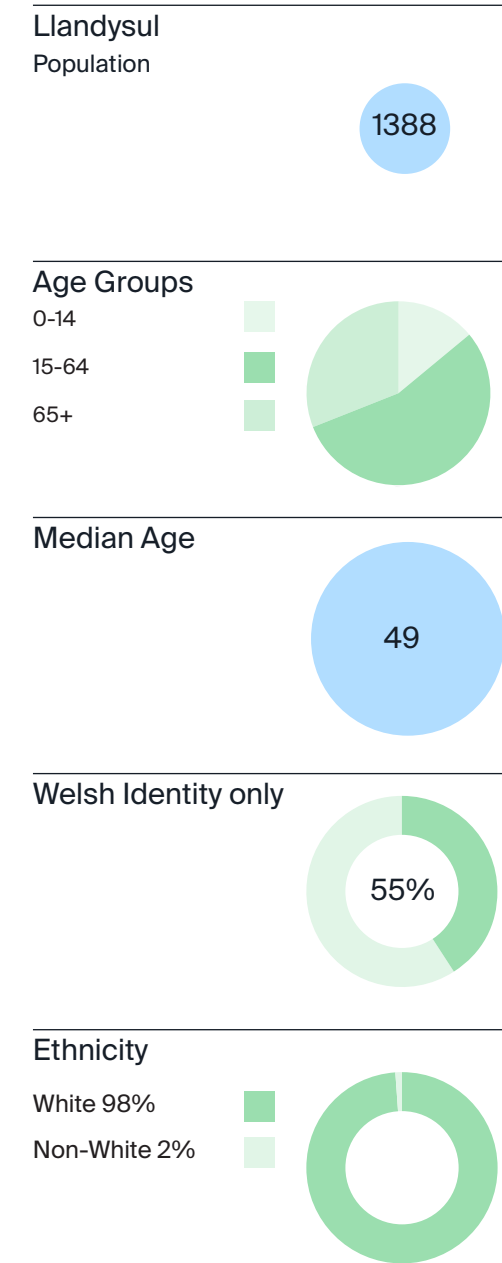
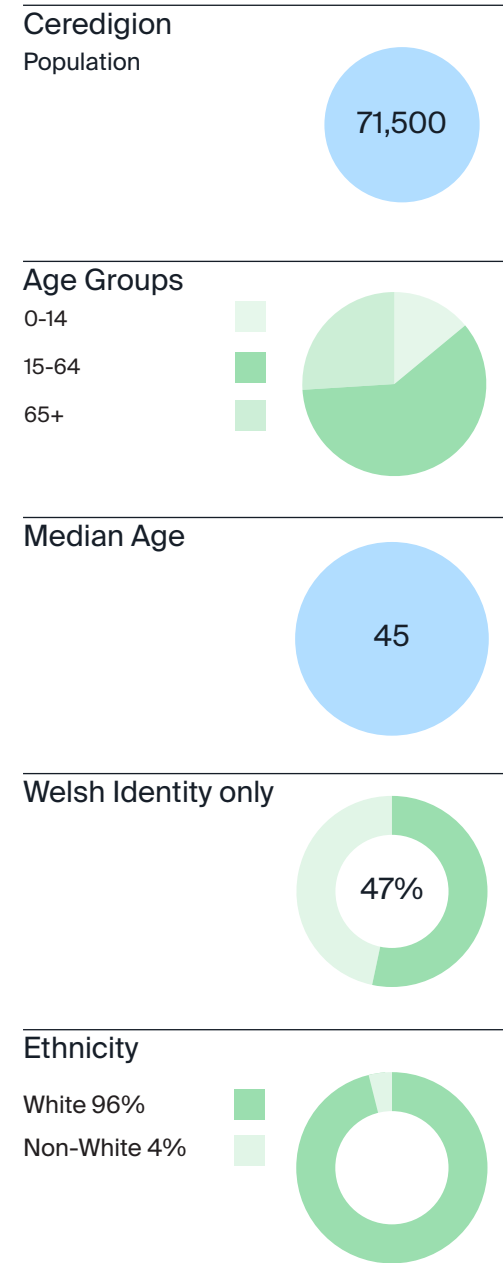
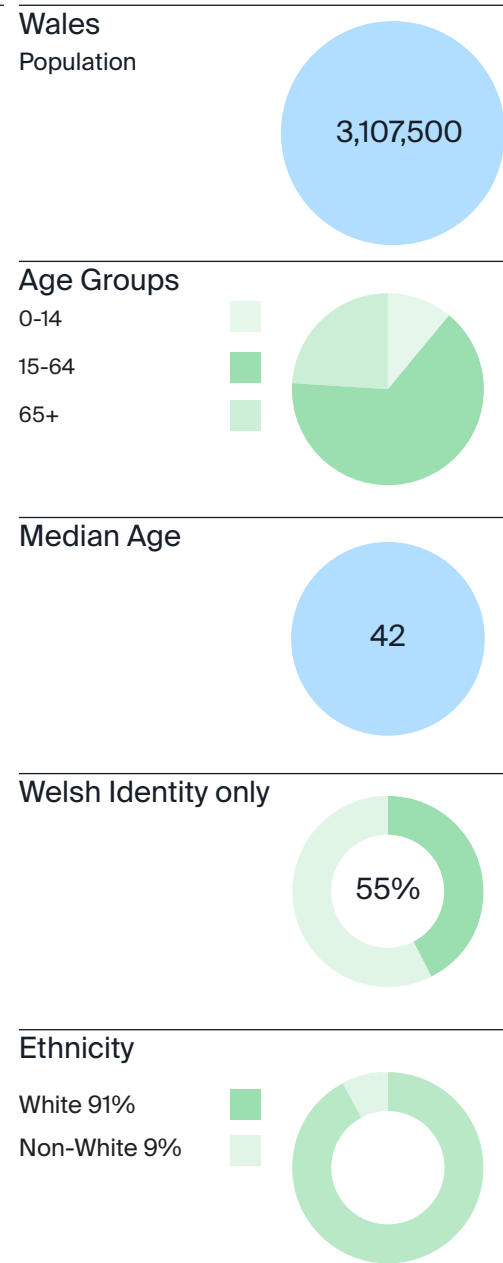
The Welsh Index of Multiple Deprivation 2019, the official measure of relative deprivation, ranks small areas in Wales from 1 (most deprived) to 1,909 (least deprived). Ranking 755, Llandysul Town Lower Super Output Area sits within 30-50% most deprived areas.

From the first results of the 2021 census, the population trend for Ceredigion decreased by 5.8%, from around 75,900 in 2011 to 71,500. However, the total population of Wales grew by 1.4%, increasing by 44,000 people to 3,107,500.

Taking into account the size and proportion of the Welsh speaking community, range of services, facilities and proposed level of development, the LDP1 (CCC, 2013. Local Development Plan (LDP) 1 2007-2022 Volume 2A Settlement Group Statements (SGS)) makes the following judgement:

“Pride in the Welsh language is evident in the everyday interactions of the community and in the nature and range of events mounted in the locality. The level of growth is capable of being absorbed into the settlement and community without potential significant impacts on the community and Welsh language.”

Llandysul Town Ward, with 57% of the population fluent in Welsh, suffered a 6.5% decline in Welsh language fluency since the 2019 mid-year estimates (63.5%).



National, regional and local demographic data

Data source: ONS 2021

Regeneration Strategy

3. Background

3.4 National priorities

The regeneration objectives for each of Ceredigion's six strategic rural towns are informed by the vision and values outlined in local, regional and national policy.

Any project undertaken should embed the Five Ways of Working, outlined by the 'Well-being of Future Generations (Wales) Act 2015' into the approach to design and development. This includes;

- Long-term: balancing short-term needs whilst safeguarding the ability to meet long-term needs;
- Integration: considering how the project impacts of the towns' well-being goals and those of other public bodies;
- Involving: ensuring plans engage with community stakeholders and are reflective of the diversity of the area;
- Collaboration: highlighting and working with other organisations and specialists with whom a collaborative working relationship will add value;
- Prevention: understand how targeted interventions can contribute to preventing problems, escalating or getting worse.

The seven well-being goals show the Wales we wish to live and work in; they inform the town's regenerative schemes, striving for a sustainable future. These goals are as follows; a prosperous Wales; a resilient Wales; a healthier Wales; a Wales of cohesive communities; a vibrant language and culture; a globally responsible Wales.

Audit Wales' report, 'Regenerating Town Centres in Wales', describes how town centres have the potential to be vibrant and sustainable places but to address their current challenges requires ambitious decisions and leadership. Town centres have been significantly impacted by societal and technological change, the growth in out-of-town services and loss of essential services, such as post offices and banks. The purpose of town centres needs to be established and clear target interventions identified in order to address these challenges.

Whilst town centre regeneration remains a national priority, the Welsh Government's 'town-centre-first' policy is not yet fully embedded. Public sector partners, the third sector, town and community councils, communities and businesses need to be involved in decisions as well as local and national authorities.



Well-being of Future Generations (Wales) Act 2015

Requires public bodies to consider the long-term impact of their decisions, to work better with people, communities and each other, and to prevent issues such as poverty, health inequalities and climate change.



Development and flood risk

Planning policy and guidance, such as Tan 15, address the practicality of managing water and acknowledge that rivers and shorelines are a natural process which play an important role in shaping the environment.



2021-2030 Achieving net-zero carbon

Sets out how Ceredigion intends to respond to the countywide climate emergency. It assesses the county's current operational carbon emissions and outlines the challenges associated with this ambitious 2030 target.



Regenerating Town Centres in Wales

Overview of how local authorities are managing and regenerating their town centres, concluding that town centres are at the heart of Welsh life and can be vibrant and sustainable places.



Future Wales – The National Plan 2040

Strategy for addressing key national priorities, including sustaining and developing a vibrant economy, achieving decarbonisation and climate-resilience.



LEADER programme

Funded through the Rural Development Plan for Wales (2014-2020), the LEADER programme is designed to get local people, businesses and communities involved in delivering sustainable, yet innovative solutions to address current challenges.

Regeneration Strategy

3. Background

3.5 Funding overview

The statutory funding landscape has been uncertain over the last few years. In the past two decades, there have been significant levels of investment in capital developments across the UK. This was fuelled by the introduction of lottery funding and the availability of EU funding via Structural Funds. However, the decline in levels of public funding over recent years has been well documented and there is every reason to believe that the decline will continue and possibly accelerate in some regions during the next few years. The impact of Covid-19 has meant public expenditure is being pressured more generally, and this will inevitably mean greater competition for any funds that are still available.

The prioritisation of future investment decisions is likely to be shaped by a range of factors, but Ceredigion is well-positioned to benefit from investment if projects can align to wider local, regional and national strategic priorities.

Based on recent and current funding programmes, this gives a snapshot of the different types of funding streams that are available from statutory sources. It should also be noted new funding programmes (and funding rounds of existing programmes) are continually emerging:

- UK Government: Shared Prosperity Fund (UKSPF)
- UK and Welsh Government: Mid Wales Growth Deal
- UK Government: Levelling Up Fund
- UK Research and Innovation (UKRI): Innovate
- UK Welsh Government, Visit Wales: Brilliant Basics Fund
- Welsh Government, Visit Wales: Wales Tourism Investment Fund (WTIF)
- Welsh Government: Coastal Communities Fund
- Welsh Government: Community Facilities Programme
- Welsh Government: MALD Transformation Capital Grant Programme
- Welsh Government other: Tourism Levy

3.5.1 Lottery funding

The share of National Lottery funding available to good causes is reliant on lottery ticket sales. After a few years of decline, putting pressure on available funds, ticket sales have seen a gradual increase in recent years. Despite a 3% drop in sales posted in the year to 31st March 2022, the share of income to good causes was marginally higher than last year. Available grant programmes at present, including Welsh Government grant programmes distributed through lottery bodies include:

- Arts Council Wales: Capital Lottery Programme
- National Lottery Community Fund: Climate Action Fund
- National Lottery Community Fund: People & Places
- National Lottery Heritage Fund & Welsh Government: Local Places for Nature
- National Lottery Heritage Fund: Main grant
- National Lottery Heritage Fund and Welsh Government/Natural Resources Wales: Nature Networks Fund



Tirdref playing fields, Memorial Park

Outdoor community recreation space.

3.5.2 Private sector philanthropic sources

Giving by the top 300 charitable trusts and foundations in the UK reached £3.48 billion in 2019/2020, a growth of almost 8% on the previous year. Many charitable trusts prefer to give to smaller charities where their grants can make a proportionally larger impact. However, major capital developments can attract some of the most significant gifts from trusts and foundations, but a major UK trust may only make one or two such grants a year, and competition is intense.

These grants are typically focused in the area of one or more of the following themes:

- Ambitious new buildings designed to promote world-leading research excellence (often in research areas around health, or specifically of interest to the funder).
- Heritage - restoring, redeveloping or increasing access to buildings of outstanding historical and architectural significance.
- Facilities that will benefit, or enhance the learning of, a large number of students or the wider community. These buildings usually have public access. For example, libraries, university museum collections, and university-owned arts venues.
- High impact projects that enable tangible change, or deliver a step-change in provision; a cross-cutting theme that applies across a range of sectors supported by trusts and foundations.
- Value for money is also a key consideration.

3.5.3 Social value

In Wales, the importance of social value is recognised through the 'Well-being of Future Generations (Wales) Act 2015', and there are a number of approaches to measuring it. The National Social Value Measurement Framework for Wales (known as the National TOMs Wales) is endorsed by the Local Government Association following extensive consultation. The guidance on using the National TOMs Wales provides an understanding of how organisations can use the framework to add value to communities and the local economy through progressive procurement. It allows for a financial value to be placed on their contribution to society using a set of 'proxy values'. Social value is not all about financial benefits but through using the proxy values, it helps to understand the scale and breadth of impact that a measure can make, and being able to better justify a procurement decision.

The National TOMs Wales is based on a series of Themes, Outcomes and Measures:

- Themes - the overarching strategic themes, or goals, that an organisation is looking to pursue, structured around the seven goals of the 'Well-being of Future Generations (Wales) Act 2015'.
- Outcomes - the objectives, or goals, that an organisation is looking to achieve and which contribute to the theme.
- Measures - the measures, or activities, that can be used to assess whether the outcome has been actioned or achieved.

The framework is not a static tool and evolves to reflect changing needs and pressures in society and intends to be updated on an annual basis.

Regeneration Strategy

3. Background

3.6 Core themes

Each town's regeneration strategy identifies a common set of cross-cutting themes, outlined opposite, that reflect Ceredigion's economic strategy, 'Boosting Ceredigion's Economy - A Strategy for Action 2020-35', drivers - People, Place, Enterprise and Connectivity. Together, these core themes act as the foundation for sustainable places.

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

Proposed interventions which fall under one or more of these themes, similarly link to national and local policy, and directly support the key aims and objectives of this strategy.



Active Travel

Develop and promote a network of designated walking and cycling routes which connect people and places, as part of their everyday journeys.



Environment

Champion the local environment and the sustainable management of natural resources. Protect natural habitats to encourage biodiversity.



Placemaking

Develop distinctive and vibrant spaces which strengthen the relationship between people and places.



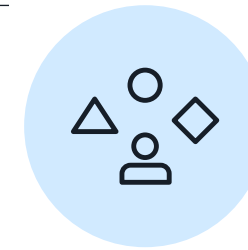
Business

Support and advocate new and existing businesses and enterprise. Establish and maintain infrastructure to support economic improvement.



Health

Create vibrant town centres that have a positive impact on quality of life and on the long term health, happiness and prosperity of communities.



Skills

Provide opportunities to acquire and develop core work skills and competencies, which encourage the progression in specific training or career choices in the local community.



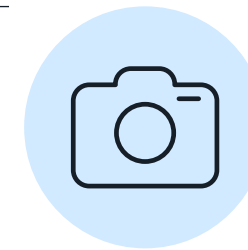
Character

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



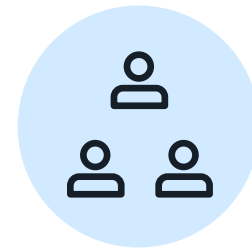
High street

Consider the future role of the high street and how it could support town centres' evolution into a vibrant place to live, work and visit.



Tourism

Encourage regenerative tourism, a sustainable way of discovering new places resulting in a positive impact on local communities and economies.



Community

Promote community-led regeneration. Identify issues and opportunities within local areas and make changes that have a positive social, economic, and environmental impact.



Landscape

Increase resilience to the impacts of climate change, as well as promoting social interaction within a natural environment.



Travel & Transport

Promote accessible, sustainable, and efficient travel. Make public transport an attractive choice.



Destination

Identify and develop places which create memorable experiences that are remembered and talked about.



Learning

Ensure that facilities and frameworks exist to provide opportunities for education, training, and lifelong learning.



Well-being

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

2035 Llandysul

A well connected town centred around the river,
hosting a series of outdoor community events,



Regeneration Strategy

4. Town Regeneration

4.1 Vision

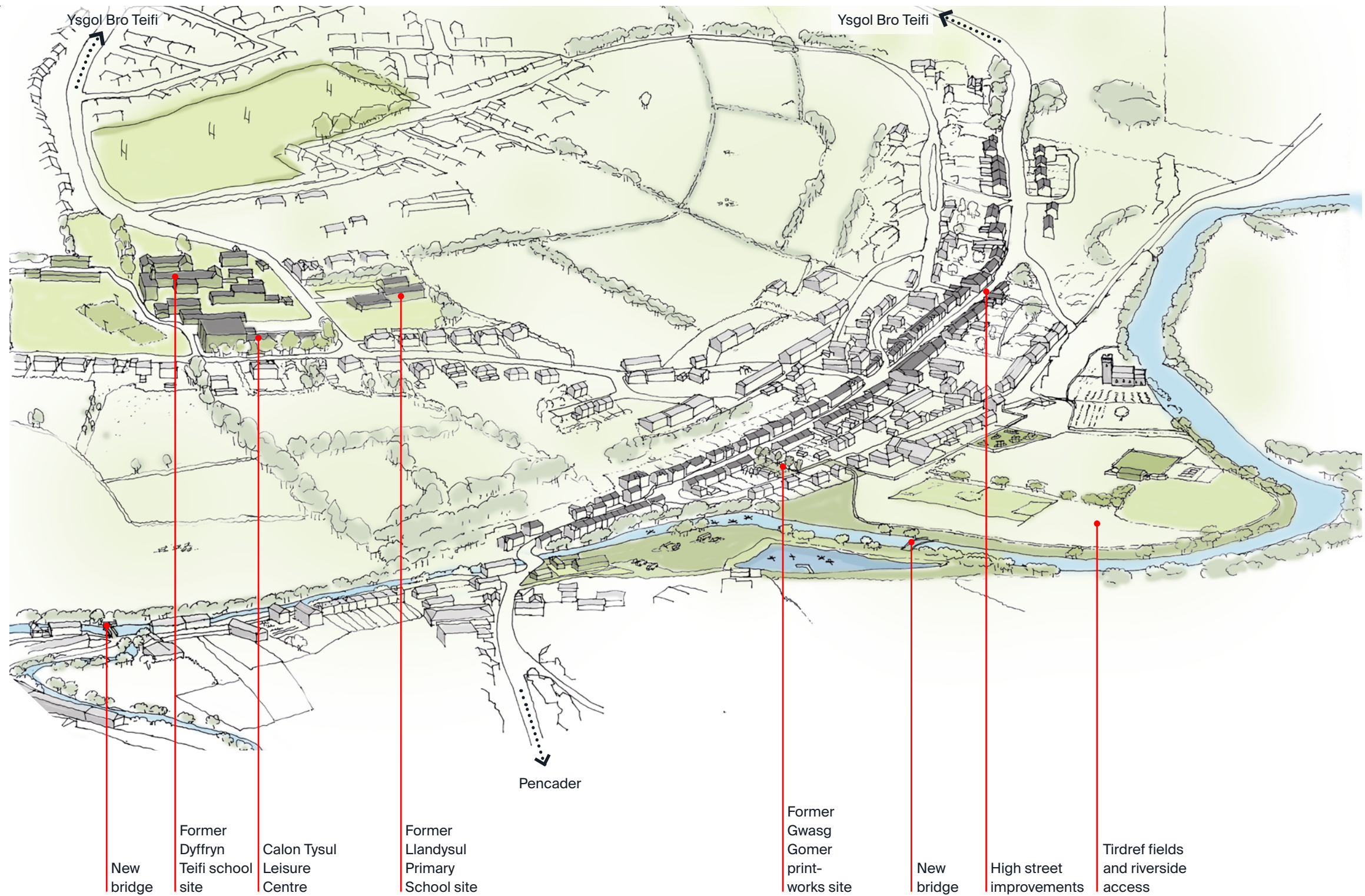
Llandysul is strategically placed at the centre of the River Teifi, midpoint between source and sea. Despite the river being a major landscape feature, with an established canoe centre and outdoor activity offer, there are clearly a number of opportunities to strengthen the town's relationship with this key asset and connect to the surrounding landscape. It appears appropriate to build on Llandysul and Pontwelly's 'Walkers are Welcome' status and other credentials, through establishing Llandysul as a destination to explore the beautiful Teifi Valley and wider landscape. This approach offers health and well-being benefits to the community and local residents whilst cultivating a sustainable tourism offer which links existing stakeholders and businesses.

The key asset for the town is the river. The regeneration strategy therefore places emphasis on Llandysul's relationship with the river and the opportunities to enhance the leisure, well-being and recreational amenities across the town. Through targeted interventions, including high street improvements and the strategic development of key sites, the projects are targeted incrementally in order to build momentum and awareness of the town's status and identity within the Teifi Valley.

The recent relocation of core education and employment sites out-of-town, along with the closure of banks and other essential services, appear to have contributed to the decline of the town centre. Llandysul's high street therefore needs to be more than just retail; it must become community orientated. High street interventions will be underpinned by the same values and themes for regeneration across the town, providing the connecting ribbon which links existing and future business, enterprise, and other organisations serving both residents and visitors.

This vision aligns with Wales' core offer for the visitor economy ('Welcome to Wales: priorities for the visitor economy 2020 to 2025), placing focus on:

- Outstanding landscapes, protected and cared for;
- Vibrant communities and a creative culture;
- Epic adventures and activities for everyone.



Regeneration zones

Key areas addressed in regeneration plan; former school site and playing fields, Memorial Park, and connections to the high street.

Regeneration Strategy

4. Town Regeneration

4.2 Stakeholder feedback

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

Stakeholders were invited to respond to the following topics;

- Assets**
 What currently works well in your town?
- Vision**
 Describe what your town looks like in ten years.
- Intervention**
 What change would transform your town the most?
- Economy**
 How could your town's economy be more sustainable and resilient?

Collectively, we undertook a visioning exercise - to plot out what Llandysul could look like in 5, 10, and 20 years time. Through mapping, community members identified interventions and ideas for the town.

19 key stakeholder representatives provided over 140 items of feedback in different formats. The information and intelligence collected has been analysed and is reflected in the regeneration strategy to highlight the issues, needs and ideas that surfaced from the workshop.



Vision
 "Centre for green tourism"

Vision
 "A place to be experienced"



Economic
 "Support for set-up of micro businesses"



Intervention
 "People believing in themselves and each other; then sense of place and life"



Intervention
 "Public and active transport"

Economic
 "Entice more people into town centre"

Intervention
 "Develop Ysgol Dyffryn Teifi"

Vision
 "Busy shopping and river based village"

Stakeholder engagement

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

Regeneration Strategy

4. Town Regeneration

4.3 Analysis

The following reflects research into existing opportunities and constraints, including planning legislation, taking into account key town assets.

4.3.1 Planning constraints

Llandysul is constrained by the consequence of the main employment site, Horeb Food Centre and Enterprise Park, and education sites, Ysgol Bro Teifi, locations on the settlement's periphery. This movement to the town fringe, coupled with low rates of housing delivery, has resulted in stagnation of the high street, losing public services including banks and post offices. The recent housing development opposite Llyn Y Fran surgery has sold well and further development would help increase occupancy and services demand within the town centre, contributing to the vitality of the high street.

Flooding and current phosphate regulations are additional constraints. Although the consequences of flooding upon existing development in the area are rather limited, areas available for future development are somewhat reduced. Recent regulations addressing the level of phosphates within the riverine SAC catchments will impact the delivery of housing and other development in the short to medium term.

The Local Development Plan 1 (LDP1) Settlement Statement, a statutory plan which sets out policies and specific proposals for the development and land use in Ceredigion, highlights three areas to address:

- Housing delivery;
- Need to reduce outward migration within Llandysul, and;
- Groesfordd and Horeb Industrial sites.

“The impact of the Llandysul bypass on local retail businesses is yet to be fully understood, but it is likely that an aggressive branding and retail marketing effort may be needed to counter the loss of ‘passing trade’ by promoting Llandysul as a special retail destination. The Regeneration Strategy makes much of the prospect of aligning such a campaign with the existing strengths of Llandysul by creating a retail link between the Activity and Tourism Hub based around the River, the Paddlers and the town centre” (Settlement Statement).

Consequently, the high street, river experience and accessibility are the rational focus areas for the regeneration strategy.



Key sites

There are a number of planning constraints within Llandysul, including low housing delivery rates, flooding and phosphate regulations, and out-migration.

Regeneration Strategy

4. Town Regeneration

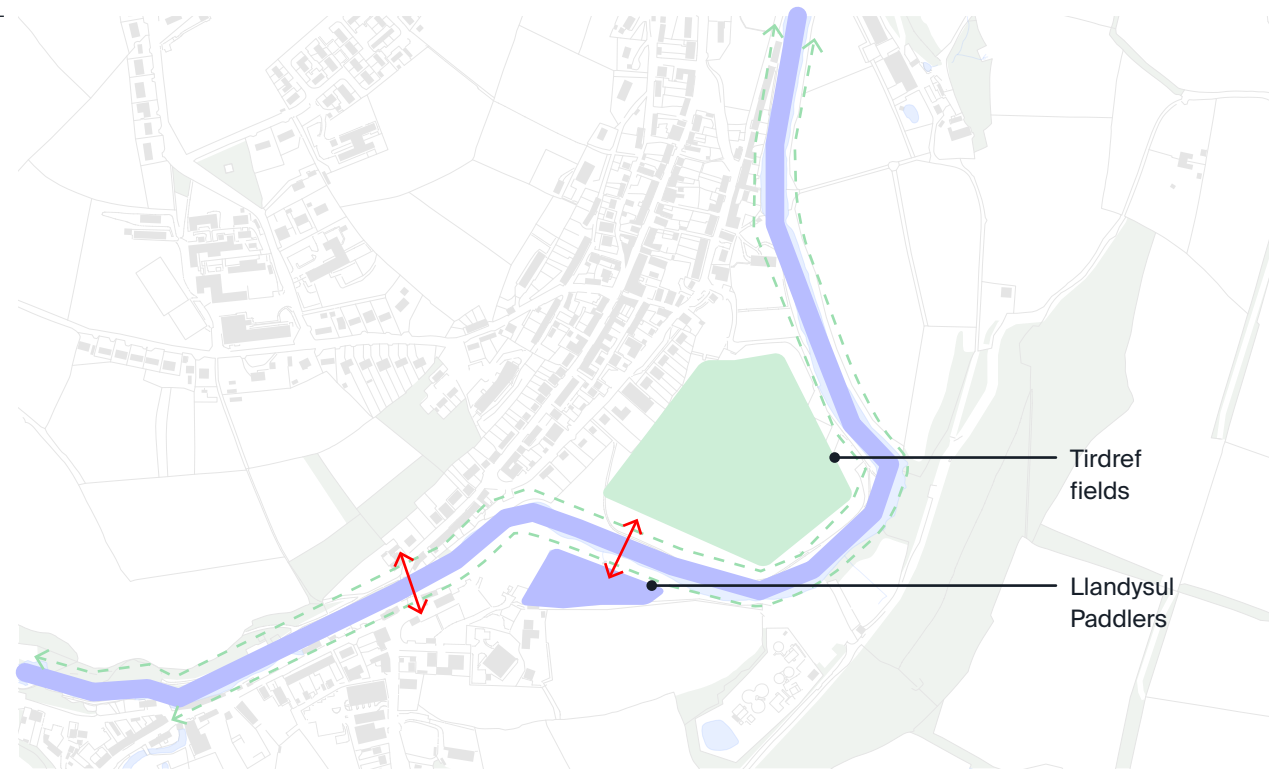
4.3.2 River/landscape

Situated on the lower half of the River Teifi, Llandysul lies approximately halfway between the source and sea. Populated with anglers and canoeing, the River Teifi is home to both the Llandysul Angling Association and the Llandysul Paddlers. Steeped in heritage, the river can be considered as Llandysul's greatest natural asset, acting as a major attractor for outdoor recreation throughout the year.

Greater advantage could be taken of the river to promote outdoor recreation, expand the Teifi trail, provide an increased tourism offer, and improve health and well-being among local residents.

Subject to high water levels in winter, the lower areas of Llandysul including the Tirdref playing fields are at risk of flooding. Natural flood mitigation should be used to aid and alleviate potential flooding, and explored as part of a wetland project.

A major natural asset, the river and surrounding environs play host to annual outdoor sporting and recreational events, as well as activity on the water by Llandysul Paddlers and the Angling association.



Improved access and increased connectivity around the river is required.

Assets
 "Natural environment, people, and connectivity"

Assets
 "Landscape - big draw for activities. Natural beauty is an attraction."

Assets
 "Location: coast, river, central to county"

Assets
 "The park and cricket club"



River Teifi and Tirdref fields

Major natural assets; host to annual outdoor sporting and recreational events, and home to Llandysul Paddlers, Angling association and other sport clubs.

Regeneration Strategy

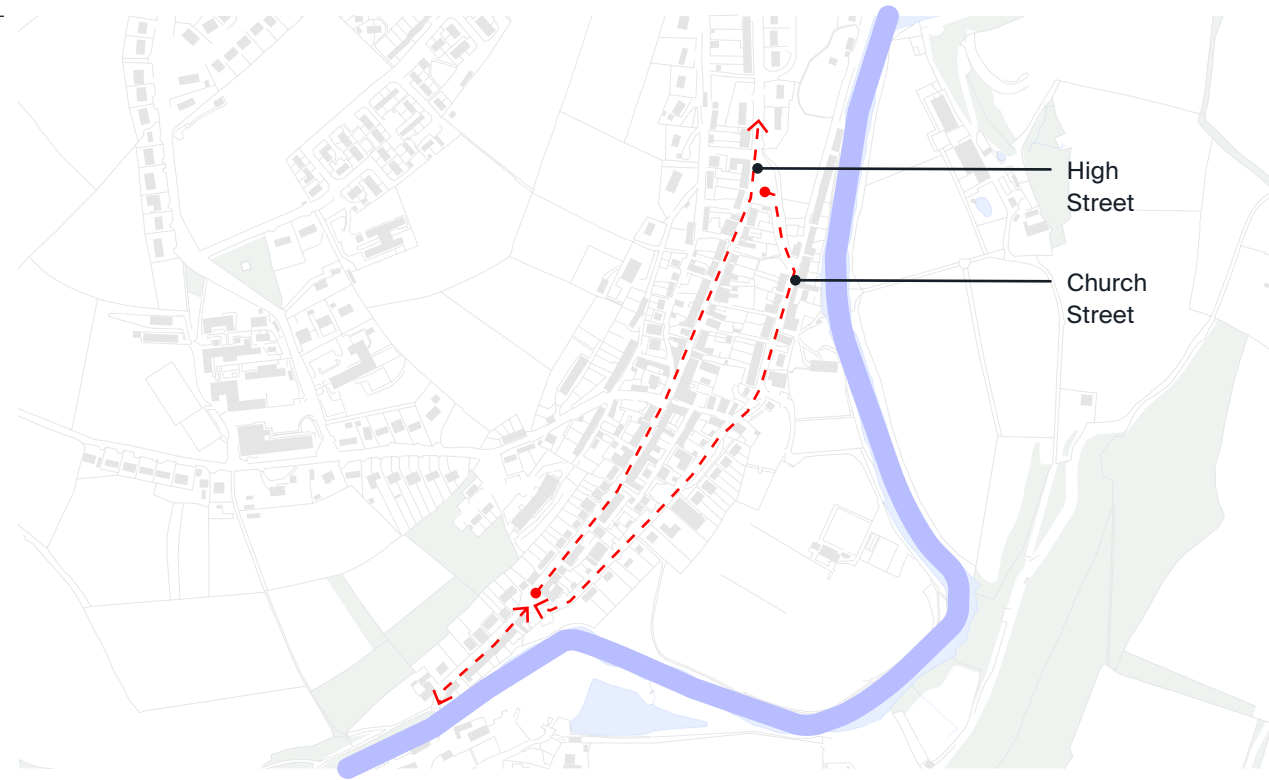
4. Town Regeneration

4.3.3 Historic market town

Historically, Llandysul had a thriving wool and textile industry as well as hosting a vibrant livestock market. Its role and function as a retail and service centre has been in steady decline due to changing practices in banking, agriculture and the growth of 'out of town' shopping, compounded most recently by the opening of the A486 Llandysul bypass and the relocation of its schools to its periphery. The combination of these changes has resulted in a high number of vacant or derelict buildings on the high street.

To safeguard Llandysul's community, there is a necessity, and opportunity, to radically rethink the high street and repurpose its vacant units.

To support this fundamental improvement, there is an opportunity to invest in street frontages and consider providing pedestrian priority, to make the high street a safe and welcoming place to be. Essentially the high street supports economic activity in Llandysul town centre and offers the potential for job creation, and more opportunities for local business or third sector organisations.



Current one way system operating in Llandysul town centre.

Assets
"Strong sense of heritage"

Assets
"Community feel"

Assets
"Bilingual businesses and enterprises"

Assets
"Pooling of resources"



High street

Opportunity to invest in streetfront improvements.

Regeneration Strategy

4. Town Regeneration

4.3.4 Zones and services

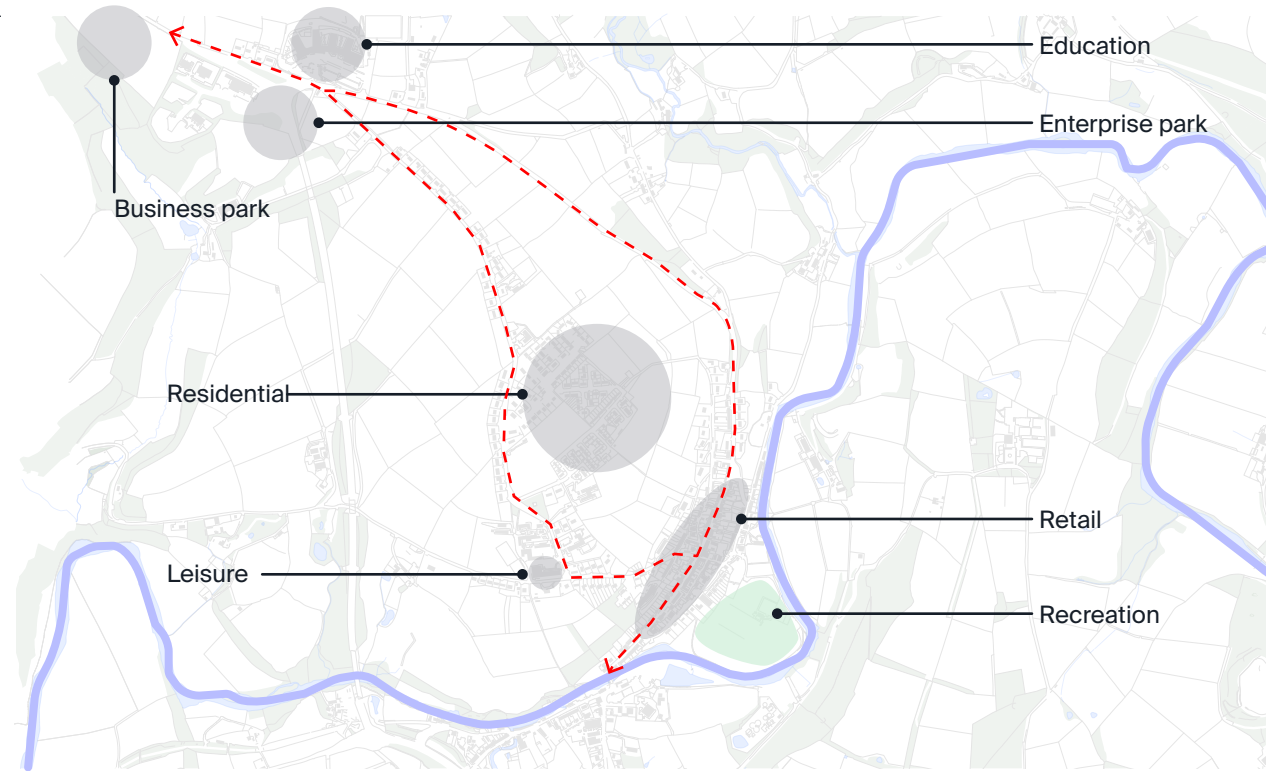
Llandysul comprises a number of key zones which can be identified as follows:

- Industrial
- Education
- Residential
- Leisure
- Retail
- Recreation

Currently, there is poor connectivity between the areas identified. Developing and enhancing routes, with an emphasis on active travel, between local services and amenities would greatly assist. It has the potential to enhance community health and well-being, and improve the local economy.

4.3.5 Topography

Llandysul has significant challenges to equality of access by virtue of its topography. This separates the high street from the riverside and public green spaces, as well as from significant residential areas elevated above it.



Existing links between zones and services



Proposed link between all five zones



Zones

1. Residential area: Beeches housing estate
2. Recreation zone: Tirdref playing fields

Regeneration Strategy

4. Town Regeneration

4.4 Economic impact and social value

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

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

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

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

Well-being of Future Generations (Wales) Act 2015

Objectives

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

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

Economic Impact Indicator

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

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



Lincoln Street

High street populated with a small number of independent businesses, restaurant, multiple takeaways, and convenience store.

Regeneration Strategy

4. Town Regeneration

4.5 Regeneration plan

Llandysul's regeneration plan identifies a number of projects to enhance existing assets and create opportunities for a thriving town in which people can live and work. A set of themes link Ceredigion's economic drivers and other regional and national priorities.

4.6 Targeted interventions

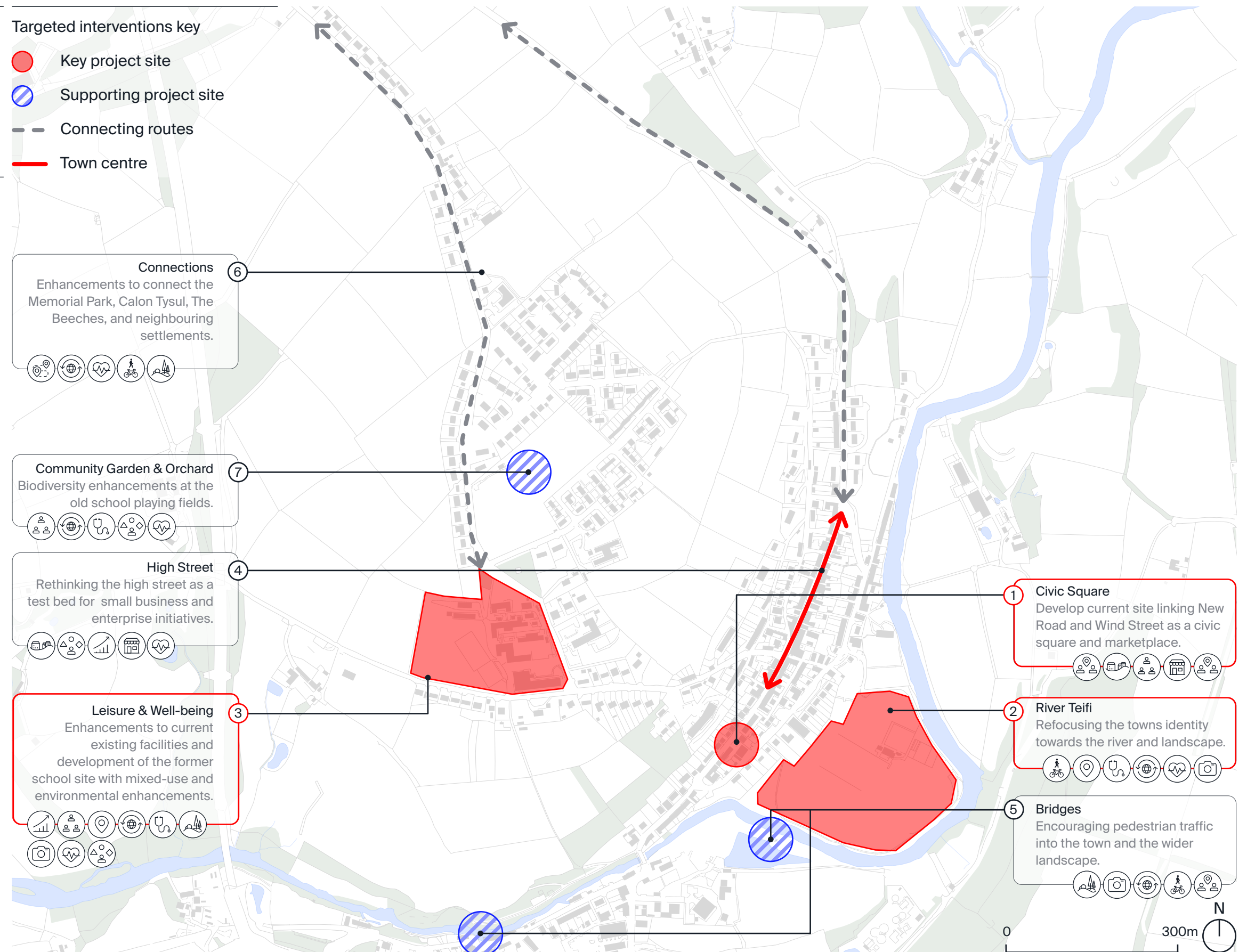
Each proposal is classified as a key targeted intervention or a supporting project. This approach to regeneration means that either key targeted interventions act as catalysts for a series of other smaller projects to occur, or supporting projects enable transformative proposals to transpire.

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

1. Civic Square
2. River Teifi
3. Leisure & Well-being
4. High Street
5. Bridges
6. Connections
7. Community Garden & Orchard

Targeted interventions key

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



6 Connections
Enhancements to connect the Memorial Park, Calon Tysul, The Beeches, and neighbouring settlements.

7 Community Garden & Orchard
Biodiversity enhancements at the old school playing fields.

4 High Street
Rethinking the high street as a test bed for small business and enterprise initiatives.

3 Leisure & Well-being
Enhancements to current existing facilities and development of the former school site with mixed-use and environmental enhancements.














1 Civic Square
Develop current site linking New Road and Wind Street as a civic square and marketplace.

2 River Teifi
Refocusing the towns identity towards the river and landscape.

5 Bridges
Encouraging pedestrian traffic into the town and the wider landscape.












Regeneration Strategy

4. Town Regeneration

	Summary	Themes	Transformational Foundational	Capital	Revenue	Key Tasks & Costs	Time	Economic Impact	Social Value	RAG Rating	Connectivity	Enterprise	People	Place	Funding & Policy
Key Projects															
1. Civic Square	<p>Develop current site linking New Road and Wind Street as a civic square and marketplace. Establish an active community link and mechanism for supporting local groups, third sector organisations, and small independent businesses.</p> <p>In the short-term landscape the site and use the space to temporarily test seasonal events, markets, and pop-ups. Establish the site as a place for gatherings, meetings, and core route between river, parkland, and high street.</p> <p>This would emphasise the link between the river and the high street, linking GBI enhancements and connections (see no. 6).</p> <p>The project would be the catalyst for reimagining the high street linking with high street improvements (see no. 4).</p>	 Community  Destination  High Street  Placemaking  Skills	<p>Foundational - enabling connectivity and improved amenity.</p> <p>Supporting economic activity on the high street.</p>	<p>Site acquisition (purchase already undertaken by local community)</p> <p>Landscape improvements.</p> <p>Markets, and pop-ups.</p> <p>Potential for longer-term building proposal and/or community hub on part of the site.</p>	<p>Increase high street footfall, dwell time, and spend at local shops/retail.</p> <p>Income for markets and events.</p> <p>Potential hire for outdoor cinema or other seasonal ventures by third parties.</p>	<p>£2.1m</p> <ul style="list-style-type: none"> Demolition of existing building footprint Landscape designed site A series of designed market stalls and pop-up retail outlets. Signage and outdoor furniture Potential for a community building 	Short-term	12	Low			✓	✓	✓	<p>Currently no obvious sources of Welsh Government funding for this project.</p> <p>Could be considered as part of the UK Shared Prosperity Fund allocation in Ceredigion as part of Community & Place investment priority.</p>
2. River Teifi	<p>Develop GBI opportunities linked to the River Teifi and reposition the town's identity/focus towards the river and surrounding landscape. Improvements to Memorial Park and Tirdref Playing Fields and the introduction of circular river walks.</p> <p>Explore the feasibility of a wetland project - to improve the health of the Teifi river corridor, a nature-based solution to flood risk could be supported through the creation of a wetland habitat. (Refer to Green Infrastructure Strategy)</p> <p>These projects will develop the River Teifi as a destination and identify Llandysul as the mid-point between source and seas - developing tourism and day-visitor activities which link with these themes.</p>	 Active Travel  Destination  Environment  Health  Tourism  Well-being	<p>Transformational - series of capital projects and programmes of infrastructure change - which enable economic activity and enhance the town's character.</p>	<p>A series of small capital development projects in association with Llandysul Football Club, Llandysul Cricket Club, Llandysul Paddlers, Llandysul Angling Association and other organisations in/around River Teifi and Tirdref Playing Fields.</p> <p>Improvements to cycle and pedestrian footpaths around the river.</p>	<p>Income for car parking.</p> <p>Increase in footfall and secondary spend as destination profile develops.</p> <p>Hire for recreational facilities and sporting events.</p> <p>Membership, tickets, and permits for local clubs and associations.</p>	<p>£3.5m</p> <ul style="list-style-type: none"> Active travel path for both cyclists and pedestrians around Tirdref Playing Fields Improvements to the riverbank including angling piers. Benches and outdoor furniture. Enhancements and extensions to footpaths, incorporating circular walking trails/routes Small pavilion or temporary architectural intervention Allowance for wetland project feasibility 	Medium-term	10	Medium				✓	✓	<p>National Lottery Heritage Fund: Main Grants.</p> <p>Welsh Government/Visit Wales: Wales Tourism Investment Fund.</p> <p>Natural Resources Wales/Welsh Government Natural Flood Management Fund.</p> <p>Welsh Government Active Travel Fund.</p> <p>Charitable trusts and foundations with environmental priorities</p>

Regeneration Strategy














4. Town Regeneration

	Summary	Themes	Transformational Foundational	Capital	Revenue	Key Tasks & Costs	Time	Economic Impact	Social Value	RAG Rating	Connectivity	Enterprise	People	Place	Funding & Policy
Key Projects															
3. Leisure & Well-being	<p>Investment in the current community leisure centre to enhance existing facilities.</p> <p>Align with the development of the former school site (adjacent) for mixed-use, with environmental enhancements. Proposal to focus on leisure and amenity, with the potential to include;</p> <ul style="list-style-type: none"> Wildflower meadows Outdoor adventure activities Event spaces Overnight camping Health and well-being facilities 	 Business  Community  Destination  Environment  Health  Landscape  Placemaking  Skills  Tourism  Well-being	<p>Foundational - enabling economic activity and business development.</p> <p>Opportunities for job creation, and potential for small scale recreational and leisure businesses to develop premises.</p>	<p>Refurbishment and enhancement to the swimming pool and leisure centre.</p> <p>Establish outdoor venues for seasonal events, camping, and other activities.</p> <p>Project support for mixed-use development on the site of the old Ysgol Dyffryn Teifi.</p>	<p>Increase revenue from swimming pool and leisure centre facilities.</p> <p>Venue hire for leisure and business activities.</p> <p>Income from seasonal camping and events.</p> <p>Rental from business units, office, and workshop space.</p> <p>Fees associated with Planning, s106 and CIL agreements for supporting infrastructure and base services.</p>	<p>£11.9m</p> <ul style="list-style-type: none"> Refurbishment of existing facilities and leisure centre Extension to Calon Tysul to enhance existing community hub facilities. Refurbishment of former school workshops into studio spaces and small business premises Install facilities for seasonal camping and events. Allowance for feasibility and site masterplan for mixed-use development incorporating the above. Allowance for reconfiguring and repurposing the former main school building 	Long-term	13	High			✓	✓	✓	<p>National Lottery Community Fund: People & Places</p> <p>Welsh Government Community Facilities Programme</p> <p>Welsh Government and National Lottery Heritage Fund: Local Places for Nature.</p> <p>Welsh Government/Visit Wales: Wales Tourism Investment Fund.</p> <p>Charitable trusts and foundations</p>















Regeneration Strategy

4. Town Regeneration

	Summary	Themes	Transformational Foundational	Capital	Revenue	Key Tasks & Costs	Time	Economic Impact	Social Value	RAG Rating	Connectivity	Enterprise	People	Place	Funding & Policy
Supporting Projects															
4. High Street	<p>Fundamental rethinking of the high street as a test-bed for small business and enterprise initiatives.</p> <p>Improvements along the high street to support existing and future retail outlets and commercial premises. Investments in streetfront improvements, and potential reconfiguration of small scale commercial units above retail premises.</p> <p>Enhancements to existing alleyways and side streets linking King St and Church St, including nature-rich planting and greening where appropriate.</p> <p>Improve pedestrian pavement and route up the high street with unobstructed minimum width to the footway, from Bridge Street - New Road junction to Well Street - Lon Letty junction.</p>	 Business  Character  High Street  Placemaking  Skills  Well-being	Foundational - enabling capital investment projects and supporting economic activity on the high street.	<p>Infrastructure, civils, and landscape enhancements.</p> <p>Refurbishment and reconfiguration of commercial units.</p> <p>Project support for streetfront improvements.</p>	<p>Increase high street footfall, dwell-time, and spend at local shops/retail.</p> <p>Attract new businesses and diversify/enhance retail offer.</p> <p>Rental income from small scale commercial units.</p>	<p>£4.6m</p> <ul style="list-style-type: none"> New pedestrian pavement(s) with unobstructed width the length of the high street (remove parking bays where required to meet this). Allowance for streetfront improvements and reinstating or restoring retail/shop facades. Reconfiguration of small scale commercial units above retail premises. Enhancement to existing alleyways and side streets 	Medium-term	12	Low		✓	✓	✓	✓	<p>There are no obvious sources of Welsh Government funding for this project, with the exception of the already secured Placemaking grant scheme, which formed part of the Transforming Towns programme. Grants of up to £250,000 can be awarded from this fund.</p> <p>This project could also be considered as part of the UK Shared Prosperity Fund allocation in Ceredigion as part of Community & Place investment priority.</p>
5. Bridges	<p>A new bridge to the Llandysul Paddlers, as well as a bridge located near Half Moon Inn should be explored to encourage pedestrian traffic into the town and up to the high street. This would link Memorial Park and existing parking and public facilities, encouraging visitors to use the town as a destination to explore the wider landscape and River Teifi (see no. 2).</p>	 Active Travel  Environment  Landscape  Placemaking  Tourism	Foundational - enabling capital investment projects and supporting economic activity on the high street.	<p>Infrastructure, civils, and landscape enhancements.</p> <p>Refurbishment and reconfiguration of commercial units.</p> <p>Project support for streetfront improvements.</p>	<p>Increase high street footfall, dwell-time, and spend at local shops/retail.</p> <p>Attract new businesses and diversify/enhance retail offer.</p> <p>Rental income from small scale commercial units.</p>	<p>£15.3m</p> <ul style="list-style-type: none"> 2x new pedestrian and cycle footbridges across the river. Allowance for design, engineering, and installation. (Note circa. £4.5m for proposed works per bridge 30m span) Enhancements to existing connections to high street, including lighting and signage. 	Medium-term	8	Low		✓	✓	✓	<p>Currently there are no obvious sources of Welsh Government funding for this project.</p> <p>As a collaborative project with the Llandysul Paddlers there may be further options for funding if combined with revenue activity.</p>	

Regeneration Strategy

4. Town Regeneration

	Summary	Themes	Transformational Foundational	Capital	Revenue	Key Tasks & Costs	Time	Economic Impact	Social Value	RAG Rating	Connectivity	Enterprise	People	Place	Funding & Policy
Supporting Projects															
6. Connections	Enhancements to connect Memorial Park, Calon Tysul, The Beeches, Ysgol Bro Teifi and neighbouring settlements including Pontwelly and Pentrellwyn. Improved walks, trails, and active travel routes for visitors and residents.	 Active Travel  Environment  Landscape  Travel & Transport  Well-being	Foundational - enabling connectivity and improved amenity.	Infrastructure, civils, and landscape enhancements.	Improve access to local services and amenities, inc. schools and employment sites Increase in footfall and secondary spend.	£4.8m <ul style="list-style-type: none"> Allowance for improvements to existing routes and Active Travel infrastructure, adjacent to Well Street and adjacent to Llyn Y Fran 	Short-term	7	Medium		✓		✓	✓	Welsh Government Active Travel Fund
7. Community Garden & Orchard	Biodiversity enhancements at the old school playing fields. As part of the development of the designated site for housing (rear of The Beeches), include facilities for community gardening and greening. Enhancing the community food growing project Yr Ardd with designated space for gardening and growing. Explore the feasibility of affordable housing fronting onto the street (Llyn Y Fran and The Beeches).	 Community  Environment  Health  Skills  Well-being	Foundational - improve amenity and support community activity.	Landscape improvements. Community facility. Potential for longer-term affordable housing proposal on part of the site.	Community produces and growing. Affordable housing.	£2.9m <ul style="list-style-type: none"> Landscape designed site Reinstate and manage one of the playing fields. Allowance for small community pavilion or growing sheds. Designed lighting, signage, and outdoor meeting space. Allowance for affordable housing project feasibility. 	Short-term	5	Medium				✓	✓	Welsh Government Community Facilities Programme Welsh Government and National Lottery Heritage Fund: Local Places for Nature. Charitable trusts and foundations



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Regeneration Strategy

5. Key Projects

5.1 Key regeneration plan

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

1. Civic Square
2. River Teifi
3. Leisure & Well-being

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



Establishment of a Civic Square

Develop current site linking New Road and Wind Street as a civic square and marketplace. Establish an active community link and mechanism for supporting local groups, third sector organisations, and small independent businesses.

In the short-term landscape the site and use the space to temporarily test seasonal events, markets, and pop-ups. Establish the site as a place for gatherings, meetings, and core route between river, parkland, and high street.

This would emphasise the link between the river and the high street, linking GBI enhancements and connections (see supporting project no. 6).

The project would be the catalyst for reimagining the high street linking with high street improvements (see supporting project no. 4).



Development of the River Teifi

Develop GBI opportunities linked to the River Teifi and reposition the town's identity/focus towards the river and surrounding landscape. Improvements to Memorial Park and Tirdref Playing Fields and the introduction of circular river walks.

Explore the feasibility of a wetland project - to improve the health of the River Teifi corridor, a nature-based solution to flood risk could be supported through the creation of a wetland habitat.

These projects will develop the River Teifi as a destination and identify Llandysul as the mid-point between source and seas - developing tourism and day-visitor activities which link with these themes.



Enhancements to leisure and well-being development

Investment in the current community leisure centre to enhance existing facilities.

Align with the development of the former school site (adjacent) for mixed-use, with environmental enhancements. Proposal to focus on leisure and amenity, with the potential to include;

- Wildflower meadows
- Outdoor adventure activities
- Event spaces
- Overnight camping
- Health and well-being facilities

Llandysul

Rooted in self sustainability and the
beauty and benefits of the landscape.



Regeneration Strategy

5. Key Projects

5.2 Civic square



- Community
- Destination
- High street
- Placemaking
- Skills

5.2.1 Vision

Developing a community-initiated project which connects the town and provides a civic space to test new ideas, events, and small enterprise.

5.2.2 Description

The former Gwasg Gomer printworks site provides an opportunity to link New Road and Wind Street by reimagining it as a civic square and marketplace.

Initially, the site requires demolition of the existing building footprint followed by a redesign of the landscape to address the steep topography, improving accessibility for residents and visitors.

The space can be used in the short term to test seasonal events, markets and pop-ups. The landscaped site should be designated as community use and established as a place for gatherings.

As part of this civic space, there is the potential for a longer-term community hub proposal on part of the site.

The intervention would act as the catalyst for reimagining the high street, acting as the core route between the river, playing fields and high street.

This could link with a further future development to the north of the high street creating two anchor points. There is already some established interest in the Old School on Marble Terrace being utilised as an outdoor hub with local independent companies providing activities and retailers linked to sports and leisure.

5.2.3 Timeline

In the short-term, the site can be landscaped and temporarily used as a testbed for markets, pop-ups and events.

5.2.4 Engagement

Given this is a community initiated project, it appears appropriate to build on the strengths of the existing stakeholders. This will help to move the proposal forward and establish a mechanism for supporting local community groups and entrepreneurs through testing a variety of grassroots ideas.

5.2.5 Partners

A community-led partnership with local town council and community interest groups, supported by the local authority. Building on existing relationships with local businesses, makers, and producers (farmers market), there is an opportunity to develop a seasonal programme of events and activities which promote high street activity and future investment.

5.2.6 Economic and social assessment

The Civic Square project economic impact has been scored as follows:

Civic square	EI value
Job creation	1
Increase in footfall	3
Increase in dwell time	3
Increase in visitors from outside local area	3
Increase land value	2
Total	12

Recent research indicates that some high street improvements, such as renovating shop fronts, are unlikely on their own to increase economic activity and that works such as this needs to be accompanied by investments and policies designed to increase demand. However, there is significant evidence that public realm improvements can increase footfall and importantly, dwell time, which also has a direct link with an increase in sales. By linking New Road and Wind Street as a Civic Square and marketplace, it is assumed there would be both an increase in footfall and dwell time. The opportunity to hold events, markets and pop-ups would also likely drive new visitors from outside the local area. In addition, improvements such as this are also likely to contribute to an increase in land value. While the works may not lead to significant job creation following completion, an increase in consumer demand may lead to existing businesses taking on some new staff.



Site photos

1. Former Gwasg Gomer site, Wind Street
2. Gwasg Gomer site from Tirdref Fields
3. Former Gwasg Gomer site, New Road
4. Wind Street facing north-east

Regeneration Strategy

5. Key Projects

The Social Value outcomes the work is likely to meet comes under both A Prosperous Wales, and A Wales of Cohesive Communities:

- More people in employment;
- More opportunities for local business and MSMEs (Micro, Small and Medium Enterprises);
- More opportunities for the Third Sector and Civil Society Organisations (Voluntary, Community and Social Enterprises).

5.2.7 Funding and investment

In early 2022, Ceredigion County Council, alongside Powys County Council, secured over £5m from Welsh Government as part of the Transforming Towns Programme to award Placemaking grants over 3 years. Each grant has a maximum value of £250,000 and this project could meet the scheme requirements. At present, there are no other obvious sources of external funding for this project and Welsh Government's Transforming Towns programme has now closed. However, internal discussion could be held around whether this could feature as part of the region's Shared Prosperity Fund allocation as it appears to meet the Community and Place investment priority.

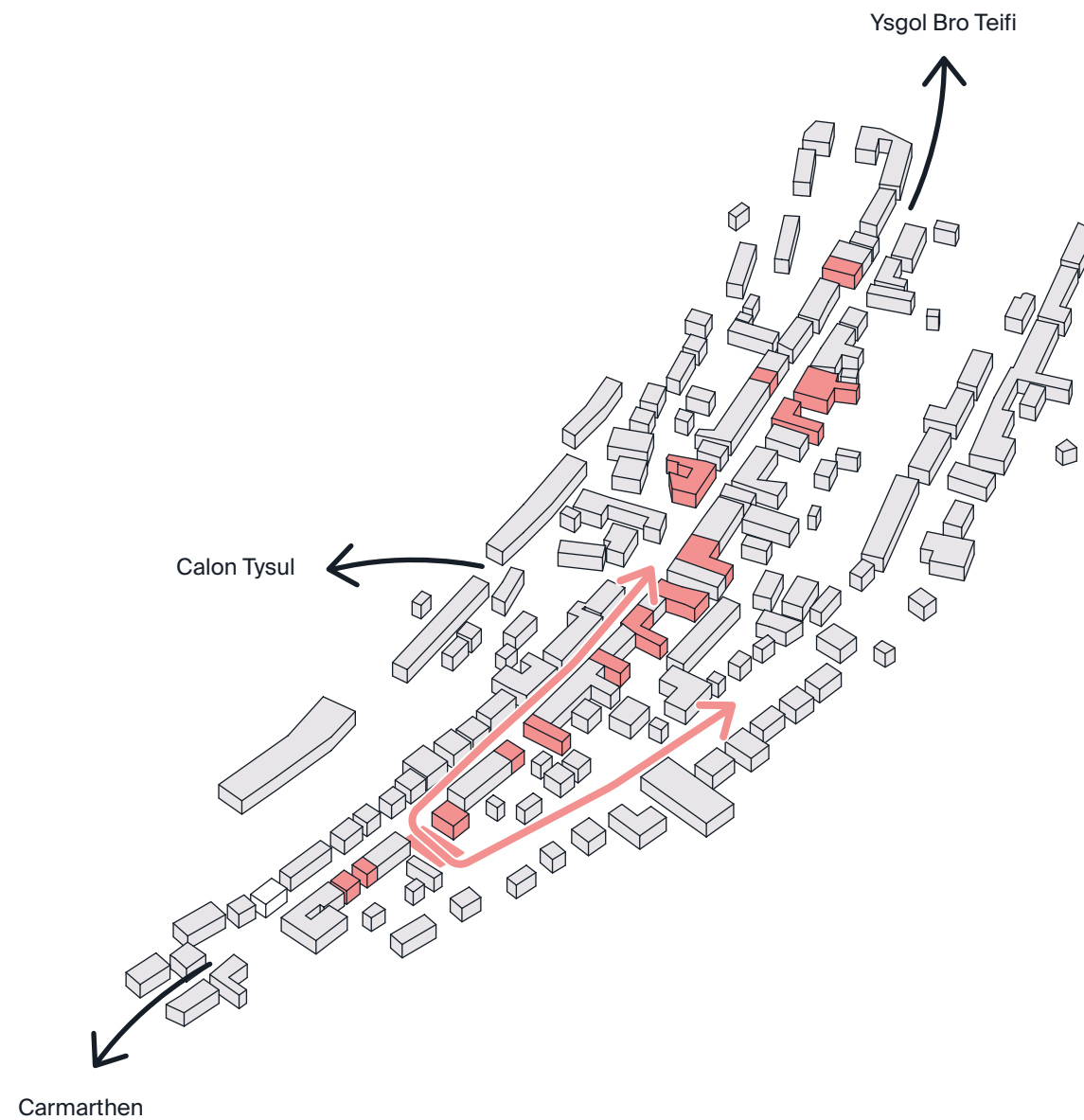
5.2.8 Sustainability and resilience

This transformational project provides opportunity for a community-led partnership with local town council and community interest groups, supported by the local authority.

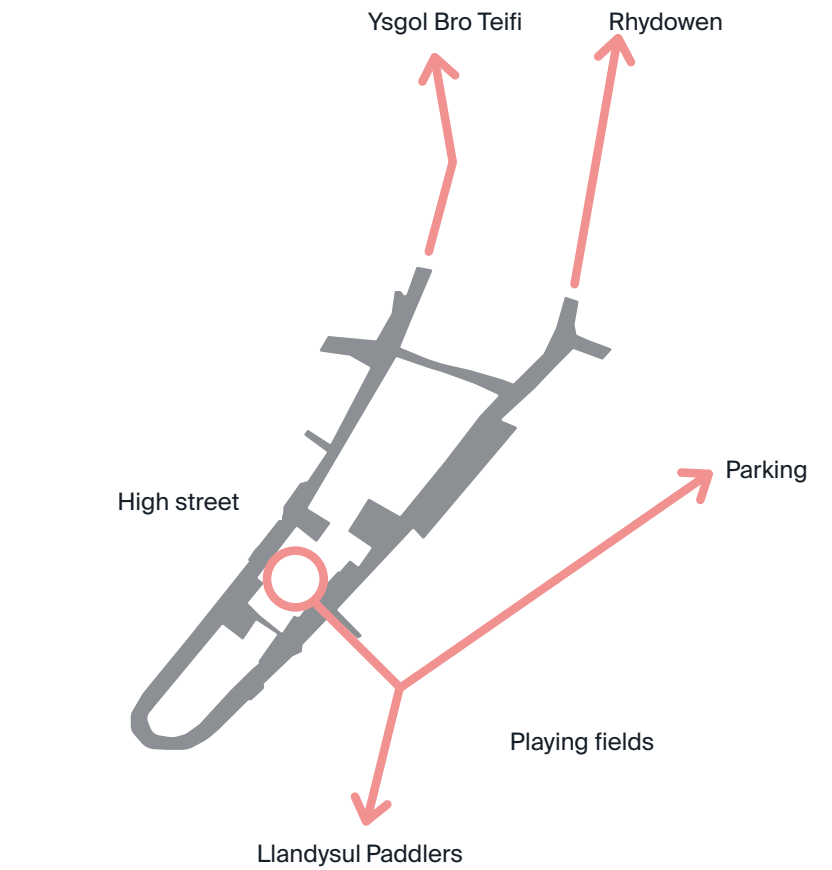
Utilising the collective strength of the existing group of stakeholders will help mobilise and push the projects forward. The site can be used as a tool to support local community groups and entrepreneurs through testing a number of ideas.

Key

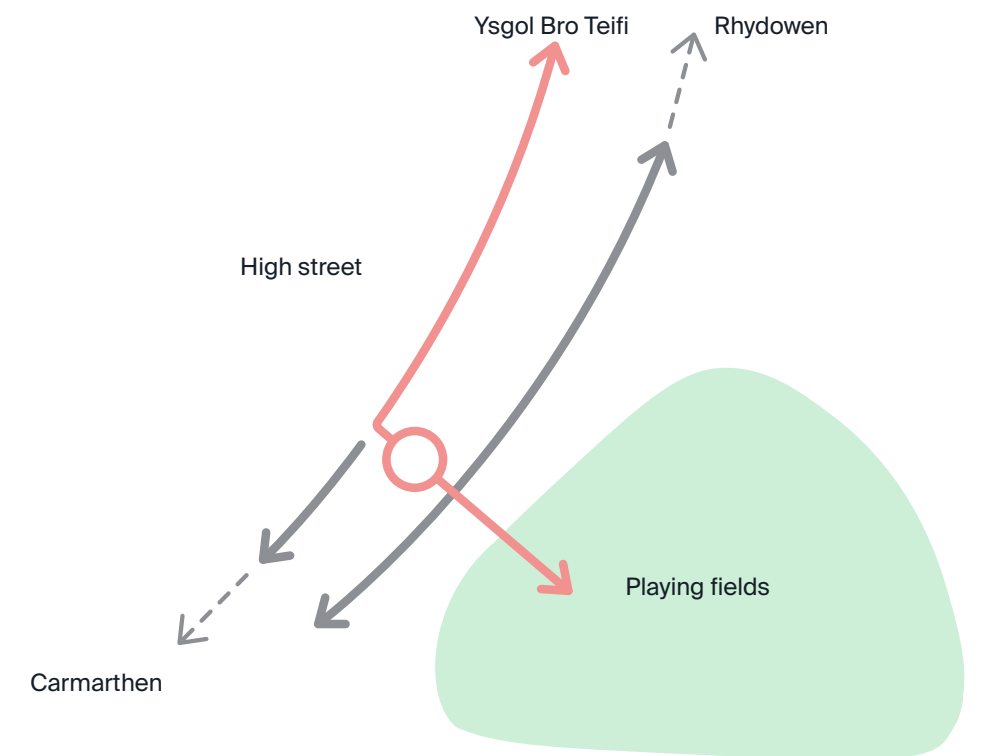
- Former bank, change in use, or vacant shopfront.



Catalyst for high street improvements



Creating a link between High Street and Well Street



Relationship between the high street and the river

Regeneration Strategy

5. Key Projects



Proposed Civic Square

The image shows a vision of an active community link between New Road, Wind Street, and the Tirdref playing fields. A space to test seasonal events, pop-ups, and markets.

Llandysul

The midpoint between source and sea.



Regeneration Strategy

5. Key Projects

5.3 River Teifi



- Active Travel
- Destination
- Environment
- Health
- Tourism
- Well-being

5.3.1 Vision

Celebrating Llandysul's location in the Teifi Valley, and developing the towns identity around the River Teifi. This project supports the various outdoor activities on offer, and provides a destination point to explore the wider landscape.

5.3.2 Description

The Green and Blue Infrastructure assessment identifies opportunities to build on the recreational value of Llandysul's existing green spaces by:

- providing better connectivity through the introduction of active travel bridges, and;
- improving ecological connectivity by increasing tree cover and enhanced accessibility to green spaces.

Developing these enhancements would reposition the town's identity and focus towards the river and surrounding landscape.

The River Teifi is designated as a Special Area of Conservation (SAC) and Site of Special Scientific Interest (SSSI) which is a constraint that needs early consideration but could also help enable some proposed projects. As Llandysul is located within the Teifi catchment area, phosphate compliance is an issue. SAC status has the potential to bring in funding as long as the works don't significantly effect SAC features.

The Teifi river plays an important role in shaping Llandysul's environment. The creation of a wetland habitat is one nature-based solution to flood risk that could improve the health of the Teifi.

Local stakeholders and enterprises have the potential to improve the landscape surrounding the River Teifi by pooling together resources and investing in a series of small, incremental, capital development projects.

These incremental projects contribute to the establishment of the River Teifi as a destination and offer the opportunity to identify, and market, Llandysul as the mid-point between source and sea.

The river-side pathway and recreational assets to the south of the town could be seen as an extension to the high street, and opportunities for seasonal retail and commercial ventures be reimagined in the riverside setting.

5.3.3 Timeline

This proposal comprises a number of incremental changes, some of which can be implemented in the interim, or as temporary measures. Others may be established over 5-10 years to achieve the wider vision working with national bodies such as NRW.

5.3.4 Engagement

A number of key stakeholders around the river, including the local football, cricket, angling and canoeing clubs, should be brought together to think about how a series of incremental capital projects could be the mechanism to start thinking about a broader vision.

5.3.5 Partners

The project has the potential to connect both local interest groups, as outlined above, and national organisations. Through establishing a targeted steering group, development could be aligned with other NRW schemes, Canal & River Trust projects and similar organisations.

5.3.6 Economic and social assessment

In relation to economic impact, the River Teifi project has been scored as follows:

River Teifi	EI value
Job creation	1
Increase in footfall	2
Increase in dwell time	2
Increase in visitors from outside local area	3
Increase land value	2
Total	10



Site photos

1. River Teifi and Llandysul Paddler's pond
2. St Tysul's Church from the River Teifi
3. Riverside path
4. Kayaking course on the River Teifi

Regeneration Strategy

5. Key Projects

The works themselves are unlikely to lead to significant job creation, although due to an assumed increase in footfall, local businesses may need to hire additional staff due to consumer demand. The work is intended to develop the River Teifi as a destination and therefore will likely lead to an increase in visitors from outside the local area.

Spanning across four of the seven 'Well-being of Future Generations (Wales) Act 2015' themes, the Social Value outcomes the work is likely to meet are:

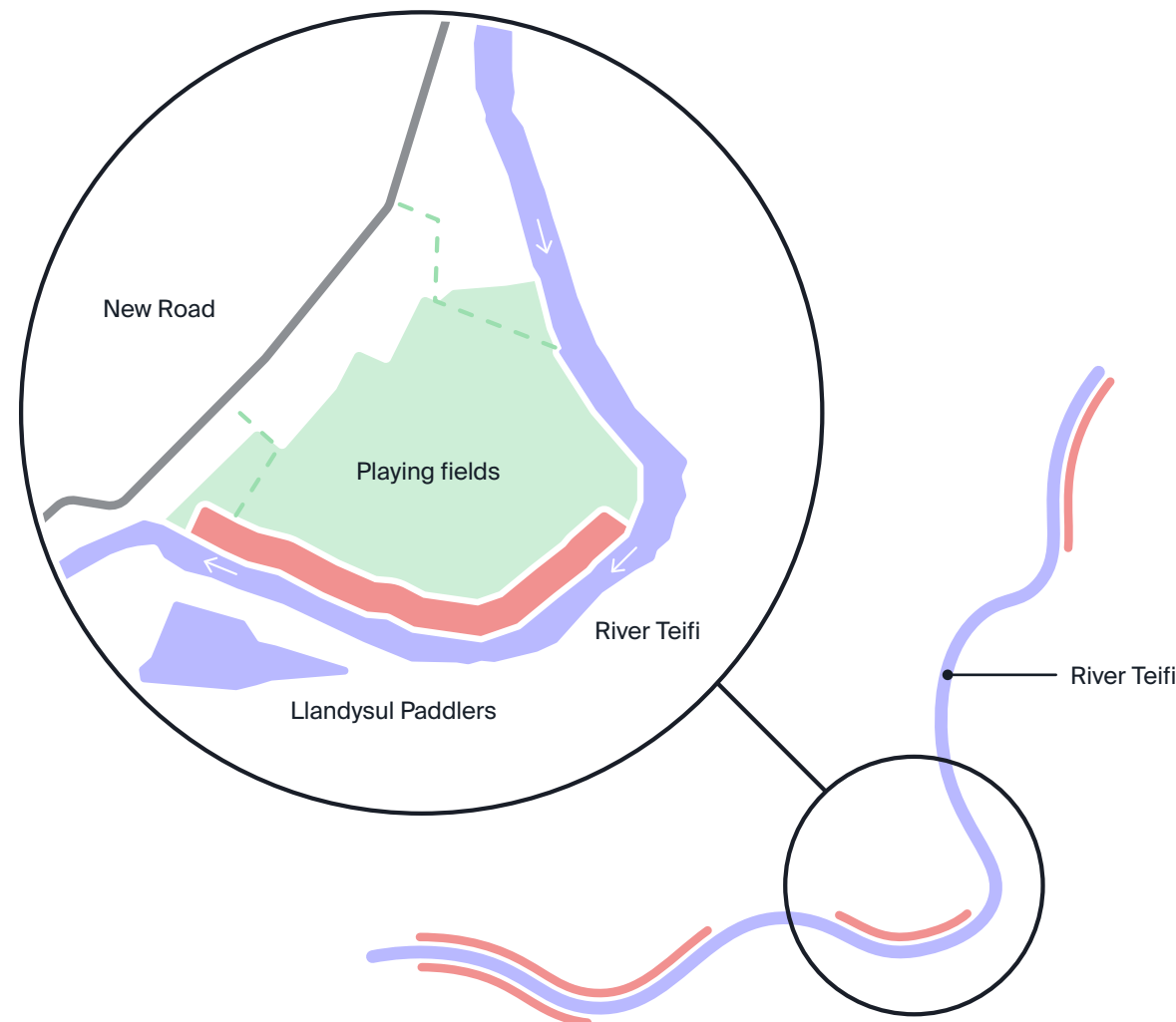
- More opportunities for local business and MSMEs (Micro, Small and Medium Enterprises)
- Green spaces and biodiversity are protected and enhanced
- Safeguarding the environment
- Creating a healthier community
- Native wildlife, nature and heritage sites are protected

5.3.7 Funding and investment

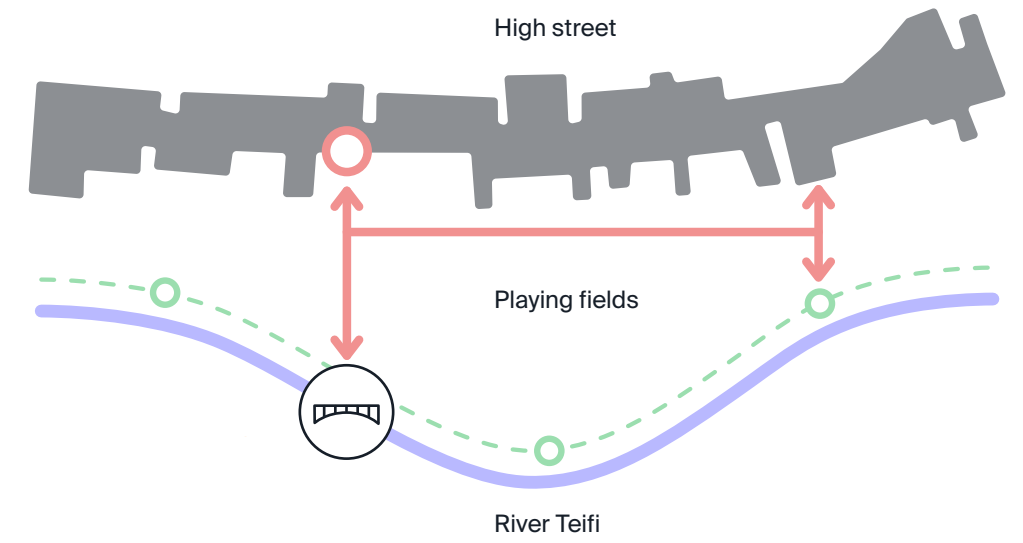
This project presents multiple opportunities for grant submissions to funders. This could include statutory sources such as Welsh Government's Natural Flood Management Fund or their Flood and Coastal Erosion Risk Management Revenue Grant Fund. As the project incorporates active travel route development, this could mean it is eligible for Welsh Government's Active Travel Fund.

It also meets with objectives of funders who have environmental priorities, particularly if habitat is being created or restored. This includes the National Lottery Heritage Fund, and charitable trusts and foundations such as Esmée Fairbairn Foundation. Funding from charitable trusts and foundations may require a partnership approach with a registered charity as the lead partner. Statutory sources such as Natural Resources Wales may also be open to discussion.

As the project also seeks to develop the area as a destination for visitors, it may also mean it is eligible for grant funding through one of Welsh Government's Visit Wales programmes. Currently the Wales Tourism Investment Fund is the only one open.



1. Engaging with the river and current angler sites



2. Connections



3. Flooding

Regeneration Strategy

5. Key Projects

5.3.8 Sustainability and resilience

The project offers the opportunity for existing stakeholders located around the river to pool assets and realise common goals. By combining collective experience, stakeholders can provide a resource, to gather momentum and act as an agency for greater change.



Development of the River Teifi

A destination in Llandysul with circular river walking routes and a new active travel path around the edge of the Tirdref Playing Fields. The vision shows enhancements to visitor activities such as fishing and watersports with improved access to the river.

Llandysul

The connection between people and place.



Regeneration Strategy

5. Key Projects

5.4 Leisure & Well-being



- Business
- Community
- Destination
- Environment
- Health
- Landscape
- Placemaking
- Skills
- Tourism
- Well-being

5.4.1 Vision

Promoting health and well-being through a sustainable community leisure and cultural destination.

5.4.2 Description

The current community leisure centre and former school site presents an opportunity to create a cultural and leisure zone in upper Llandysul in addition to the recreational zone adjacent to the Teifi river. Refurbishment and enhancement to the leisure facilities should be invested in to expand the existing leisure offer.

The development of the former school site should be designated for mixed-use, with environmental enhancements. There is the potential to establish a number of outdoor venues to host seasonal events, camping, and other activities, creating another destination within Llandysul which would benefit both local residents and visitors. Focusing on leisure and amenity, this site has the potential to include:

- Wildflower meadows;
- Outdoor adventure activities;
- Event spaces;
- Overnight camping, and;
- Health and well-being facilities.

An extension to Calon Tysul could help enhance community hub facilities on the site and accommodate a touring or temporary cultural offer, with flexible performance and rehearsal space for events and productions. This would also help service and facilitate outdoor events in summer months as well as increased visitor numbers.

5.4.3 Timeline

A summer event could be tested on the site with a particular focus on the outdoors. In the medium-term, the existing leisure offer can be enhanced through the refurbishment and extensions outlined. Alongside this, the development of the former school site, taking place over a number of years, will contribute to the wider vision for the community, cultural, and leisure offer in Llandysul.

5.4.4 Engagement

A steering group, composed of individuals and organisations whose diverse interests, resources and skills can support the next steps, should unite and explore this project in more detail. It could present an opportunity for considering how leisure, community, and cultural offers can be sustained and supported through the development of the adjacent site.

5.4.5 Partners

Establishing an open dialogue between private landowners, charitable organisations, and the local authority would allow a mutually beneficial masterplan and vision to be established. Given the significance of the site and the underlying health and well-being objectives, this project has the potential to become an exemplar in collaboration with the future generation commission and other national representative bodies; enhancing leisure and recreational facilities in the context of well-being.

5.4.6 Economic & social assessment

In relation to economic impact, the Well-being project has been scored as follows:

Well-being	EI value
Job creation	3
Increase in footfall	2
Increase in dwell time	2
Increase in visitors from outside local area	3
Increase land value	3
Total	13



Site photos

1. Current leisure centre
2. Former secondary school
3. Former secondary school
4. Former leisure facilities

Regeneration Strategy

5. Key Projects

The potential for job creation as part of this project is significant as it proposes new community facilities, consequently improving provision for local residents, which will need to be staffed and managed. The project will likely lead to an increase in footfall to the area contributing to an increase in revenue. The destination has the potential to attract visitors from outside the local area to use the outdoor adventure activities, and even more so if the proposed overnight camping facility is approved.

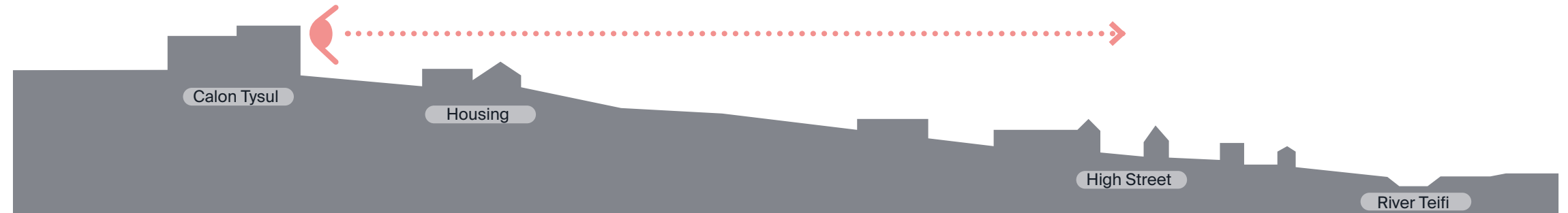
The project has significant potential to meet a large number of the National TOMs Wales outcomes, and we've identified at least eight outcomes below across four of the Well-being Act themes, which are:

- More people in employment
- More opportunities for local business and MSMEs (Micro, Small and Medium Enterprises)
- Green spaces and biodiversity are protected and enhanced
- Creating a healthier community
- More opportunities for the Third Sector and Civil Society Organisations (Voluntary, Community and Social Enterprises)
- More opportunities for disadvantaged people
- Vulnerable people helped to live independently
- Support for disadvantaged young people and their families

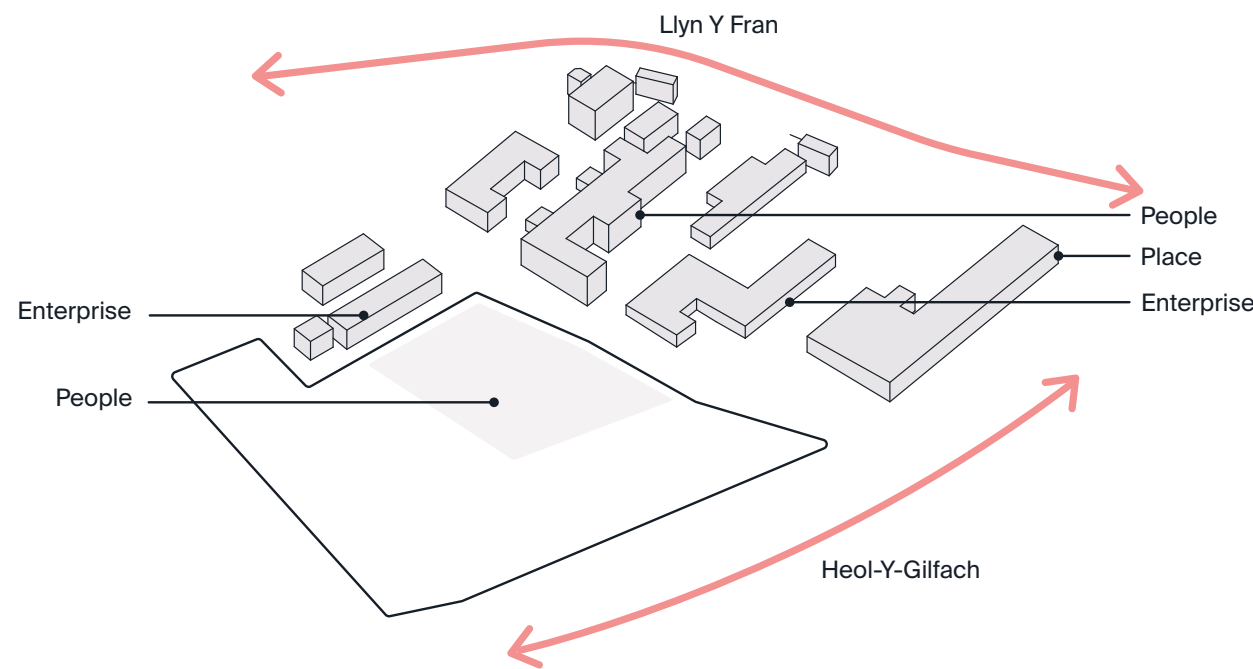
5.4.7 Funding and investment

The multi-faceted Well-being project has several potential avenues for external grant funding. As a community facility, it should be eligible for Welsh Government's Community Facilities Programme. If there is enough consultation evidencing the need the new facility, and it has been shaped by the local community, then the National Lottery Community Fund (People & Places Programme) should also be considered. The creation of wildflower meadows could mean it is eligible for the Welsh Government funded Local Places for Nature grant scheme administered by the National Lottery Heritage Fund. In addition, the project will potentially create tourist accommodation and activities, meaning it might also meet some of the criteria of the Wales Tourism Investment Fund.

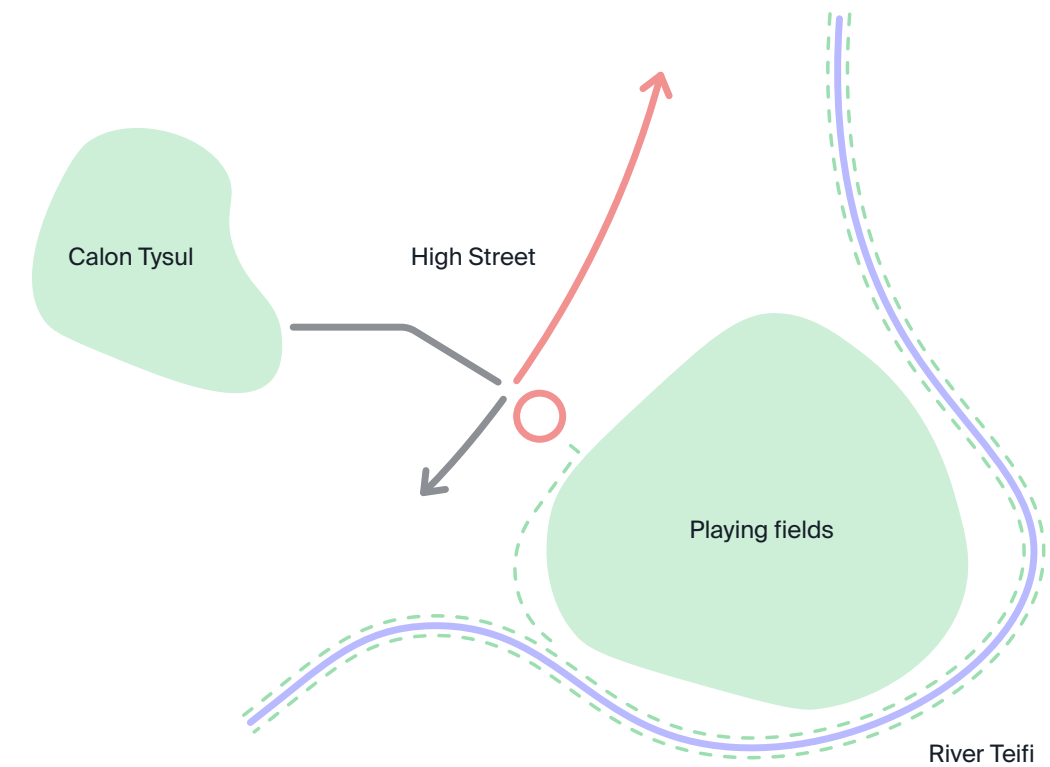
Depending on the activity within the building, there is scope to consider various partnerships with third-sector organisations to access funding from charitable trusts and foundations.



1. Topography - distant elevated views of the surrounding landscape



2. Potential mixed-use development zones



3. Relationship with the high street and the river

Regeneration Strategy

5. Key Projects

5.4.8 Sustainability and resilience

Through the enhancement of the existing leisure offer at Calon Tysul and the future development of the broader site, the project has the potential to sustain itself, in the long-term, and support the local economy and wider community through partnerships and a series of seasonal events.



Enhancements and developments at Calon Tysul

Including improved visitor attractions and amenities to include seasonal camping, event space, and community gardens.



2

3

5

6

4

~~1~~

~~7~~

10

13

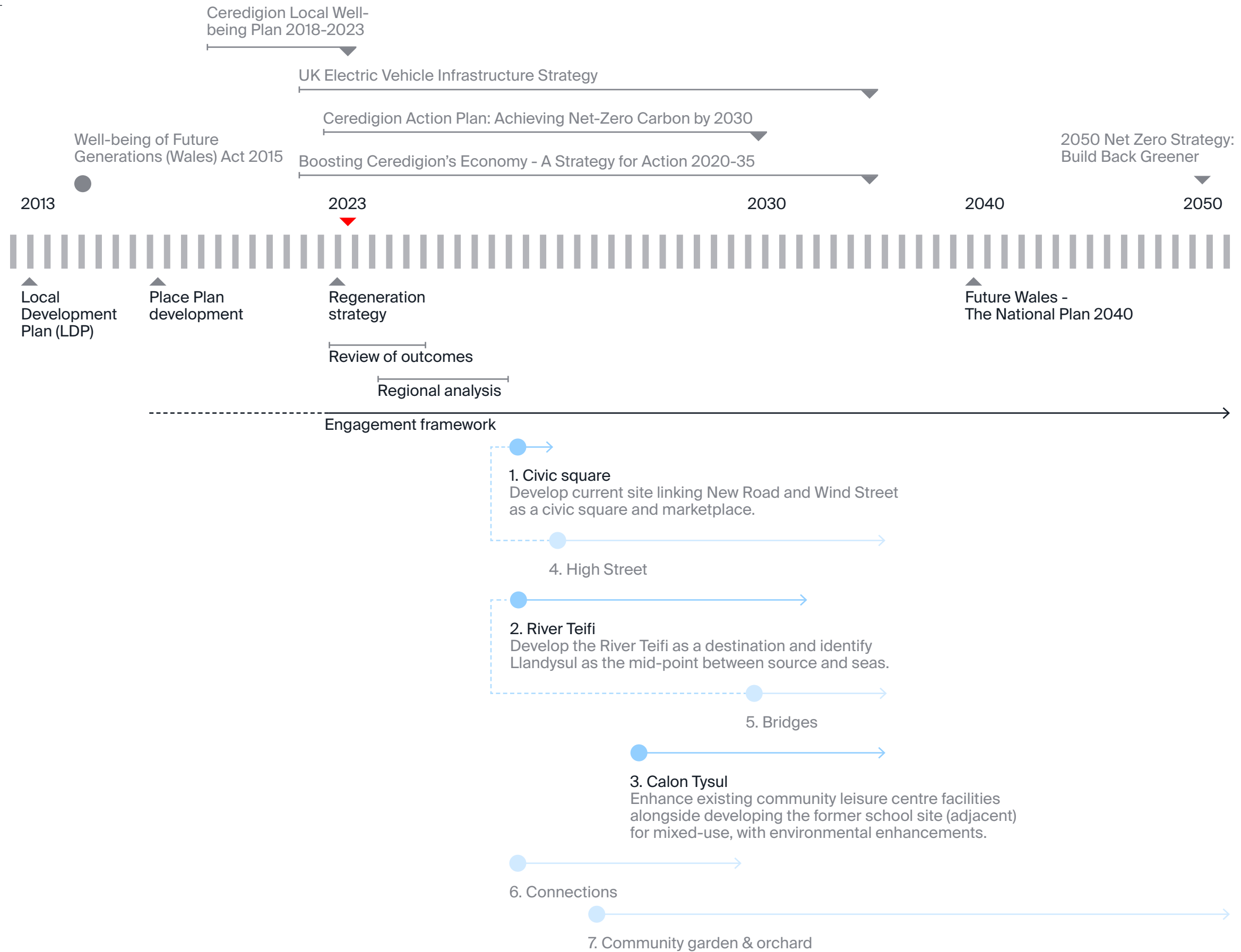
Regeneration Strategy

6. Outcomes

6.1 Timeline

We recognise that work which involves multiple stakeholders, communities, and consultants, takes significant time. The long-term process requires leadership and governance in order to drive forward, maintain momentum and coordinate project development. Targeted interventions and supporting projects require different timescales.

This regeneration strategy is the first step on a much longer journey, which should continue to be informed through meaningful engagement. The timeline presents opportunities to test ideas, temporarily adapt spaces to facilitate immediate needs and offers potential for incremental or open-ended development. It allows a democratic vision to emerge, either council or community-led, informed through successful and direct input from the end-users.



Regeneration Strategy

6. Outcomes

6.2 Recommendations

6.2.1 Key recommendations

Prioritisation & phasing

The strategy represents a long-term vision which is the sum of incremental parts. Targeted interventions and suggested projects now need to be presented back to community stakeholders in order to prioritise, select, and agree a core set of long-term commitments. We suggest this regeneration strategy is used as a toolkit for unlocking the potential in certain ideas which are aligned to the strategic outline case, potential funding available, as well as interest and commitment to move targeted interventions forward.

Regional analysis

Given the interconnected nature of Ceredigion's six main towns; Aberaeron, Aberystwyth, Cardigan, Lampeter, Llandysul and Tregaron, it is recommended that common themes are mapped across them all in order to develop a strategy for the region. Together with neighbouring border towns and settlements, regeneration strategies for main towns should not be viewed in isolation and need to be connected-up as part of a wider planning process and visioning exercise. This has the potential to align with other mechanisms for inter-regional growth, such as Growing Mid Wales and other initiatives, which address structural weaknesses hindering the potential for local residents and businesses.

High street

High streets and town centres are at the heart of the community, and without communities owning regeneration plans for the high street they will likely not succeed. Local authorities are well-placed to prioritise and lead on high street plans ensuring communities and businesses are fully involved. We recommend a targeted high street plan is developed which allows the community to honestly and openly assess their existing high street, discuss the current challenges, and where appropriate enable redevelopment for alternative uses to help create sustainable places.

Meaningful engagement

Arriving at a strategy alone takes time, and through this short piece of work, a set of informed proposals have been discussed and developed with targeted input from a range of stakeholders. We recommend committing to a long-term engagement strategy which would be seen as something that outlives this initial commission. Refer to the Engagement Framework suggested to take each of these targeted interventions forward.



High Street

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

Regeneration Strategy

6. Outcomes

6.2.2 Supporting recommendations

Design feasibility

The future development of this regeneration strategy should be progressed in line with the RIBA Plan of Work, with clear milestones established throughout the feasibility stage of each individual project. The feasibility process should help assess the viability and layer detailed requirements into the project brief before the design process commences.

Young people

Demographic trends and statistics highlight the importance of giving young people a voice and opportunity to influence decisions affecting their local area. We recommend adopting forms of engagement which enable young people to be confident about influencing and shaping their local environment, utilising the skills and knowledge about the area they live in to inform the delivery of this regeneration strategy throughout the subsequent stages.

Partnership working

It is recognised that social capital is required in order to implement some of the transformational ideas presented within this strategy. Where possible projects should draw on a set of shared values and resources available to communities, key stakeholders, public bodies, and third sector organisations which would allow them to pool resources and work together efficiently and effectively for a common purpose. There is an opportunity to build on existing relationships with key institutions (universities, colleges, National Library of Wales, arts centres etc.) and establish private sector business across the county to strengthen the delivery of these plans.

Value

Where the county council places value may not be the same for a local community or group of local residents. Reviewing the social value and economic value of each project as it develops will assist in appraising the importance and significance of certain interventions to different stakeholders. Targeted interventions are not yet developed enough to utilise the National TOMs Wales framework to its fullest capacity. We recommend at a later feasibility stage using the proxy value to calculate the additional financial value created.

Transport

Connectivity is crucial to economic and future growth, and many of the outlined interventions rely on continued investment in highways, transport, and environmental services. Ceredigion also has a number of key strategic transport corridors upon which people and supply chains rely on across Wales. We recommend that this regeneration strategy is incorporated within the design of a longer-term accessible, sustainable and efficient countywide transport system set against 'Llwybr Newydd: the Wales transport strategy 2021.'

Energy

The region's environmental assets and expertise in low carbon technologies are key strengths and Mid Wales is well placed to produce green and renewable forms of energy. To develop the right business opportunities then water, energy, and waste infrastructure investments need to be recognised and carefully planned for. Clear, deliverable and ambitious sustainability outcomes should be established and included as part of each project taken forward from this strategy. As designs are developed, energy use and other modelling should be used to test and refine the concept, sustainability strategy and delivery of sustainability outcomes.

Environment

The county's unique landscape and wealth of outstanding natural assets are at the core of this regeneration strategy. It is acknowledged that the county is seeing increased flooding and powerful weather events; therefore, wherever possible interventions should support wider environmental enhancements, and NRW schemes to protect properties at risk from flooding and coastal erosion.

Phosphates

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

Skills

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

Ownership

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

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

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

Regeneration Strategy

6. Outcomes

6.3 Engagement Framework

Having identified key projects, the following 'next steps' are recommended. Returning again to the cycle of asset-based engagement established on appreciative inquiry principles, will help identify key stakeholders and initiate a stakeholder steering group. These next steps include: envisaging a future for each key project with the stakeholder steering group and community; designing tangible short term and long term steps, and; delivering immediate actions in order to initiate longer term development.

Step 1: Discovery

Identify key stakeholders who are already known to have an interest in each key project and cast the net wider by inviting in other stakeholders whose resources, skills and interests can support the projects. Directly contact stakeholders and advertise publicly with the aim of initiating a steering group(s) composed of individuals and organisations whose diverse interests, resources and skills can support next steps.

Step 2: Dreaming

Hold a steering group workshop to share stakeholders' diverse interests, skills and resources and to imagine various possibilities for the future of each key project, including 'easy' and 'immediate' (1 year) actions, as well as 'harder' and 'long term' (10 and 100 years) ambitions.

Step 3: Design

Support the steering group in planning for a public event(s) in 2023 to immediately activate the site, with aims of demonstrating site potential, presenting initial ideas to a wider public audience, and inviting further ideas and involvement in next steps.

Step 4: Deliver

Deliver an activation of the site(s) for public engagement and feedback, using the event to collect evidence of interest, need and viability for future funding opportunities. Following the event, begin formal constitution of a stakeholder group committed to taking the project(s) forward into longer term development. This may include short term semi-permanent interventions (1-3 years) to continue to test and build evidence for larger scale and longer-term development proposals.



Engagement workshop

Local stakeholder engagement workshop, Nov 2022.



Regeneration Strategy

Llandysul Regeneration Strategy, 2023

Consultant Team

Architect & Design Team Lead: Rural Office
Funding & Investment: The Funding Centre
Cost Consultancy: Currie & Brown

The consultant team has been supported by staff across Ceredigion County Council, as well as a range of external experts and peer reviewers, who have engaged with the development and delivery of this plan.

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