

Cardigan Place Plan



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Cyngor Sir
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County Council



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The historic town of Cardigan sits on the West coast of Wales at the Southernmost tip of the county of Ceredigion, on the border with Pembrokeshire. It has a population of some 4,216 (2021 census), further enhanced by surrounding settlements – for whom Cardigan is the Local Service Centre. A high proportion of the population are Welsh speakers.

The town is made up of three wards on Cardigan Town Council: Mwldan, Teifi and Rhyd-y-fuwch. However, due to local government changes in 2022, on Ceredigion County Council the town is represented by two local members: one representing Mwldan ward and one representing Teifi ward (Teifi and Rhyd-y-fuwch wards combined). The neighbouring ward of St Dogmaels was part of Ceredigion until 2003 when it transferred to Pembrokeshire County Council. Nevertheless, it maintains strong links with Cardigan town through its services and amenities.

A significant £11m scheme (HLF/European funding) of restoration and development was concluded in 2014 with the re-opening of Cardigan Castle as a major attraction, increasing tourist footfall and providing a boost for retail shops, accommodation-providers and eateries in the town and surrounding area.

Similarly, the Integrated Care Centre on the western edge of town provides a modern medical and dental facility for the people of Cardigan and outlying communities. Plans for a retail park on adjacent land are still ongoing but regeneration of the town centre itself has borne fruition. 2010 saw the establishment of 4CG, a community group to support the local economy, heritage and culture. Concurrently, Cardigan Building Preservation Trust completed a major project to restore the Guildhall (2009) and, more recently a second phase to develop the Guildhall Indoor Market (opened June 2024).

Cardigan Town Centre Partnership was created in 2013, bringing together various local partners with a view to driving the vitality of Cardigan town centre forward.



Images supplied by the Town Council



- ① **Cardigan Swimming Pool**
Restore the facility.
- ② **The Strand**
Improve existing river defence.
- ③ **Prince Charles Quay**
Improve riverside access/connections.
- ④ **The Otter Walk**
Improve connection to the river, increase the biodiversity and quality of greenspace along the riverfront.
- ⑤ **Mwldan Nature and Wetland Park**
Create a wetland habitat to improve biodiversity. Use the wetland as a wellbeing resource for the local community.
- ⑥ **Netpool Park**
Increase biodiversity and expand the range of community uses.
- ⑦ **Maes Radley**
Develop rugby and football training pitches.
- ⑧ **Maesglas Play Area**
Develop the field as a play area.
- ⑨ **Tabernacle Chapel**
Develop cultural programme that promotes performing and creative arts.



Teifi Marshes Nature Reserve, image supplied by the Town Council

1.1 Overview

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

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

1.2 About Cardigan

Cardigan is a town of the historic county of Cardiganshire and the second largest town in the modern-day county of Ceredigion. Located to the southwest of Ceredigion, the town's geography and character is dominated by the influence of the River Teifi and its tributary, the Mwldan.

Cardigan achieved its charter from Henry I in 1110 and developed around the 12th century stone castle, built on the site of a wooden castle established during the Norman conquest. The castle was the first stone castle to be built by a Welshman, Lord Rhys ap Gruffydd, and is acknowledged as the site of the first Eisteddfod, held by Lord Rhys in 1176 to celebrate its completion.

By the Elizabethan era, Cardigan had grown into one of the most important ports in Wales with authority over an area extending from Fishguard to Aberaeron. During the following century, a shipbuilding industry became established and trade at the port of Cardigan grew. By the early 1800s, over 300 vessels were registered here with Cardigan having the third largest port in the UK after Liverpool and London.

Towards the middle of the 19th Century, the Teifi Estuary began to silt up and access became difficult for the increasingly larger ships. By the time the railway came to Cardigan in 1886, the port was already in decline and within twenty years there was little left of the trade that had once been greater than in most British ports.

Recent funding and investment in Cardigan's built heritage have helped to develop the former market town into a bustling centre for local produce and tourism. The town has emerged as an important cultural and heritage centre as exemplified by the restoration of Cardigan Castle into a heritage attraction, restaurant, accommodation and events venue. Moreover, Cardigan is a centre for services, including further education and health, serving not only the residents of the town, but the wider area.

1.3 Key Data for Cardigan

In order to set the scene for our town, it is helpful to recognise its regional importance. Further information and key statistics include:

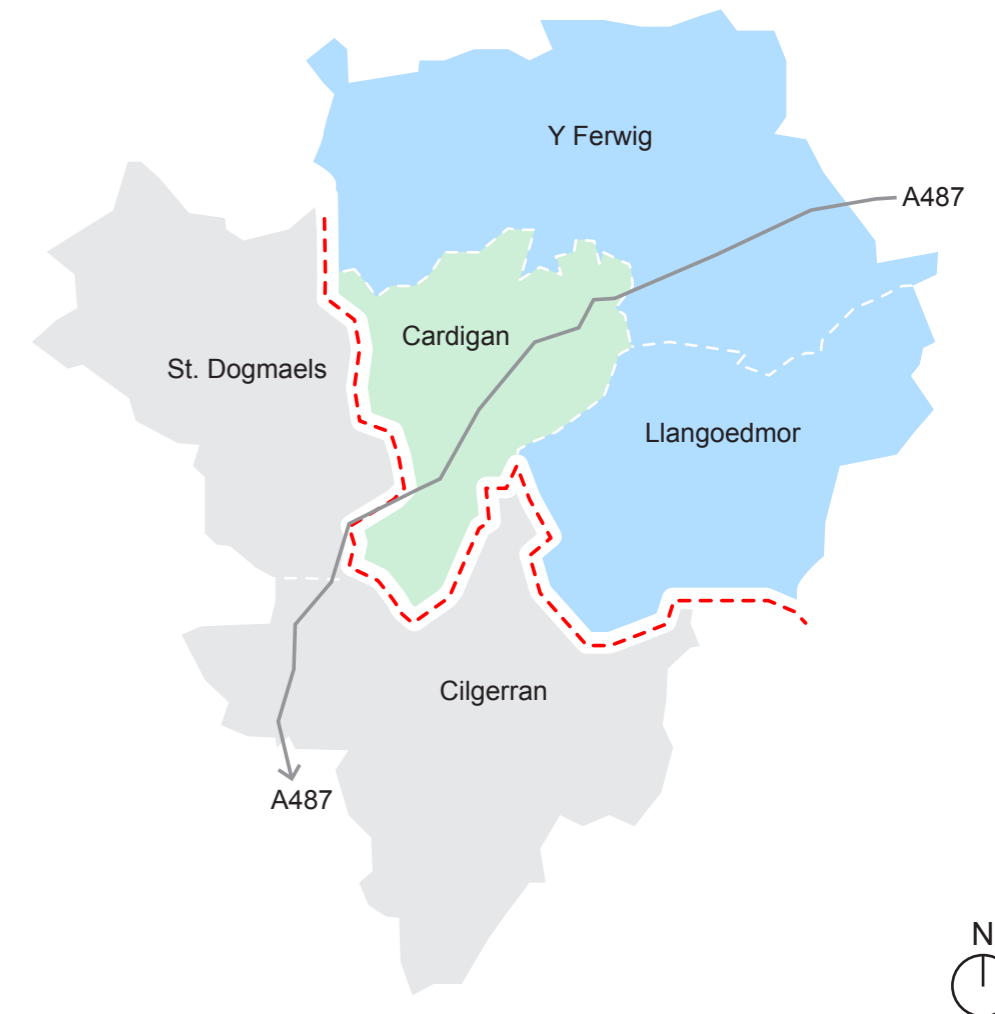
The Welsh Index of Multiple Deprivation 2019, the official measure of relative deprivation, ranks small areas in Wales from 1 (most deprived) to 1,909 (least deprived). Cardigan is covered by three Lower Super Output Areas (LSOAs), ranking 125, 370, and 899 respectively, sitting within the 10% - 50% most deprived LSOAs (StatsWales).

Cardigan with 58% of the population Welsh-speaking, has seen a 3.4% increase in Welsh-speakers since the 2011 census (54.6%).

1.4 A World Changed by Covid-19

Covid-19 has not only disrupted our daily lives and caused endless uncertainty, but it has also offered us an opportunity to reset the clock and think again about the places we want to live, work and play in. We need to rebuild a greener, cleaner society with decarbonisation and social justice at its heart which respects our environment, whilst giving people good places to live in, which are accessible on foot, bike and public transport. This is as true for Cardigan as it is for the whole of Wales.

Covid-19 (particularly the Lockdown periods) identified pockets of the community most affected by isolation, putting in place support systems and networks. These areas continue to recover at a slower pace than the rest of the community.



Key:

- Cardigan community
 - Adjacent community wards within Ceredigion
 - Adjacent community wards within Pembrokeshire
 - - Shared county boundary
 - Main road
- (2022 ward boundaries)

The period saw a significant improvement and development in IT skills, particularly in educational establishments (teachers, pupils and parents) and introduced new ways of working remotely. Local traders expanded their range of produce to meet customer demand, new delivery networks, online ordering. People can now work completely from the home environment due to internet access and online meetings, only going “into the office” when essential. Employment opportunities in our larger cities are now accessible locally due to this new way of working in some industries.

There is the option of working from venues in the town centre, renting a hot desk to ensure you are working in an environment with good wi-fi connections and opportunities to network.

The town is fast on its way to a full recovery, with a definite sense of work-life balance adopted by some residents. There is greater appreciation for the area we live in and our quality of life. There is a great deal of enthusiasm to drive projects through and to make the town the best it can be. A growing number of young people choose to stay locally and find employment in the town.

1.5 Travel and Connectivity

Travel remains an issue with the local bus service declining. Individual car ownership is the common and preferred option for most, but this isn't practical for all, and public services are essential. Since the closure of the passenger/goods rail link in 1962/63 the closest rail stations are Carmarthen, Aberystwyth and Clunderwen. Nevertheless, recent initiatives involving community bus services are gaining in popularity and use amongst those who have no access to car ownership.

1.6 Statistics

Many statistics, including census data, are often presented at a geographical scale referred to as Lower Super Output Areas (LSOAs). There are three LSOAs which cover the town. When combined, these LSOAs correspond to the Town Council boundary. The data on the following page is predominantly based on the Lower Super Output Areas (LSOA) opposite.

Key:

● Cardigan (LSOA 2021)

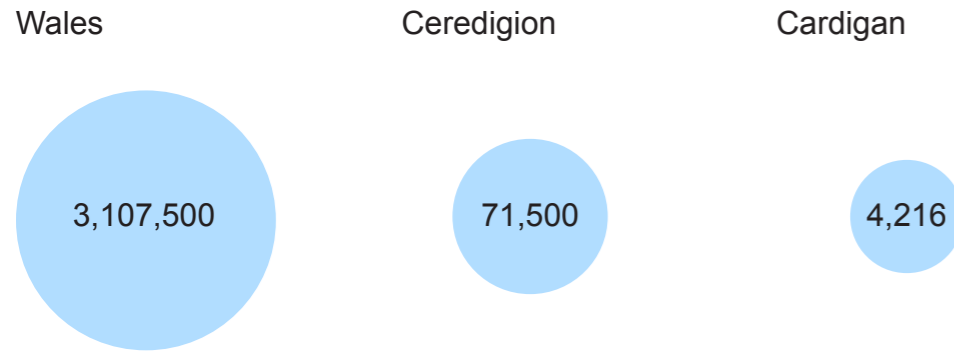
— Main road



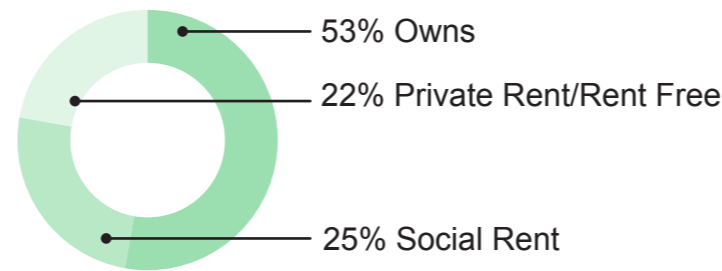
Cardigan Place Plan

1. Introduction

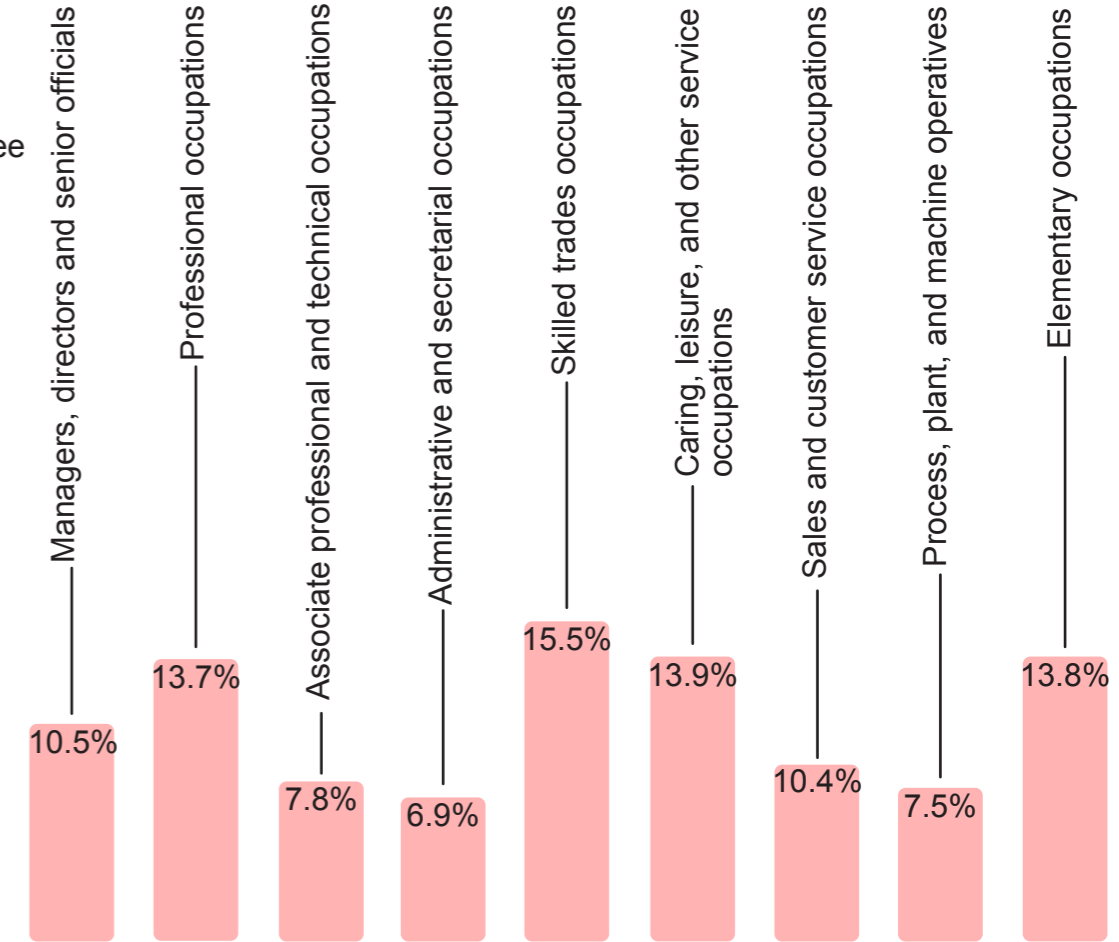
Population



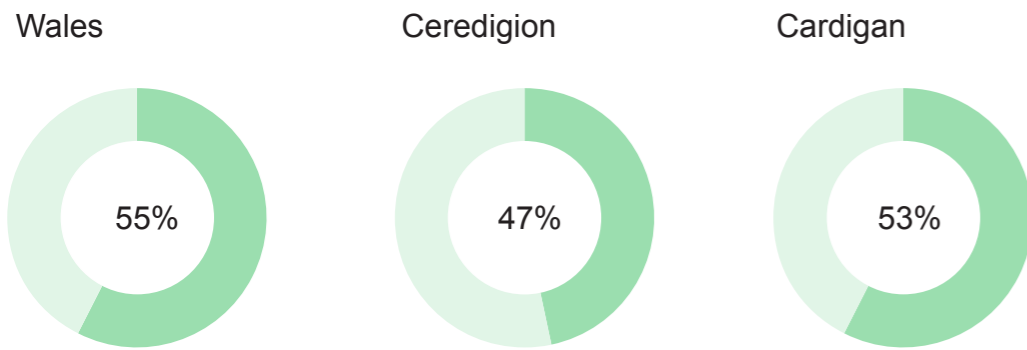
Household Tenure in Cardigan



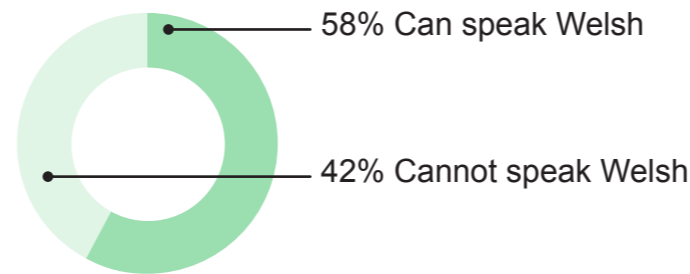
% Occupation Breakdown in Cardigan



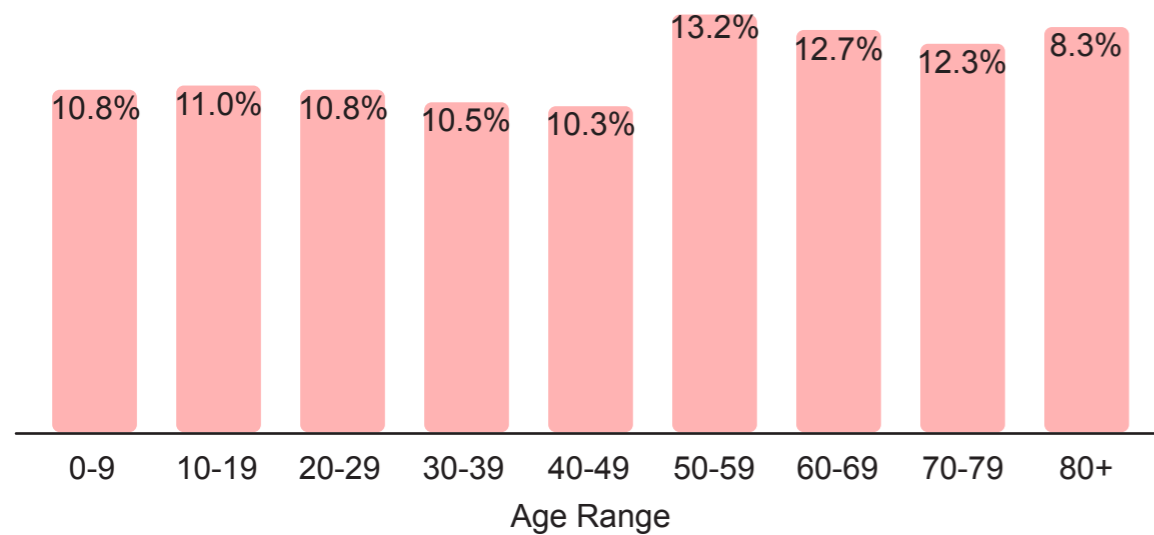
% Population Identifying as Welsh Only



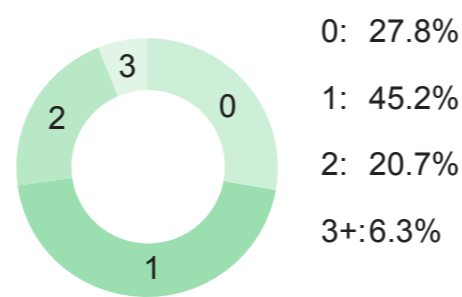
Welsh Language in Cardigan



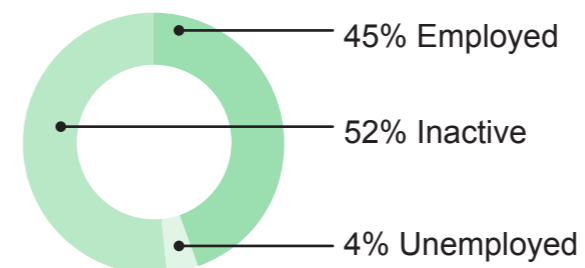
% Population Age Groups in Cardigan



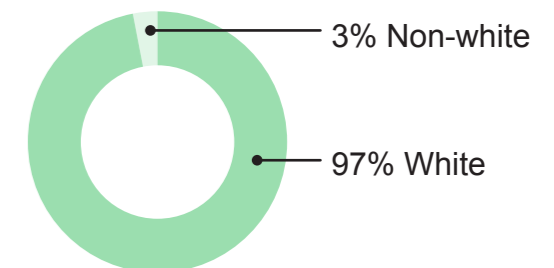
Cars/Vans per Household in Cardigan



% Economic Activity in Cardigan



Ethnicity in Cardigan



Data source: NOMIS, Wales, 2021



Engagement session for Cardigan Regeneration Strategy, November 2022

2.1 Context

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

2.1.1 Links to Other Plans

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

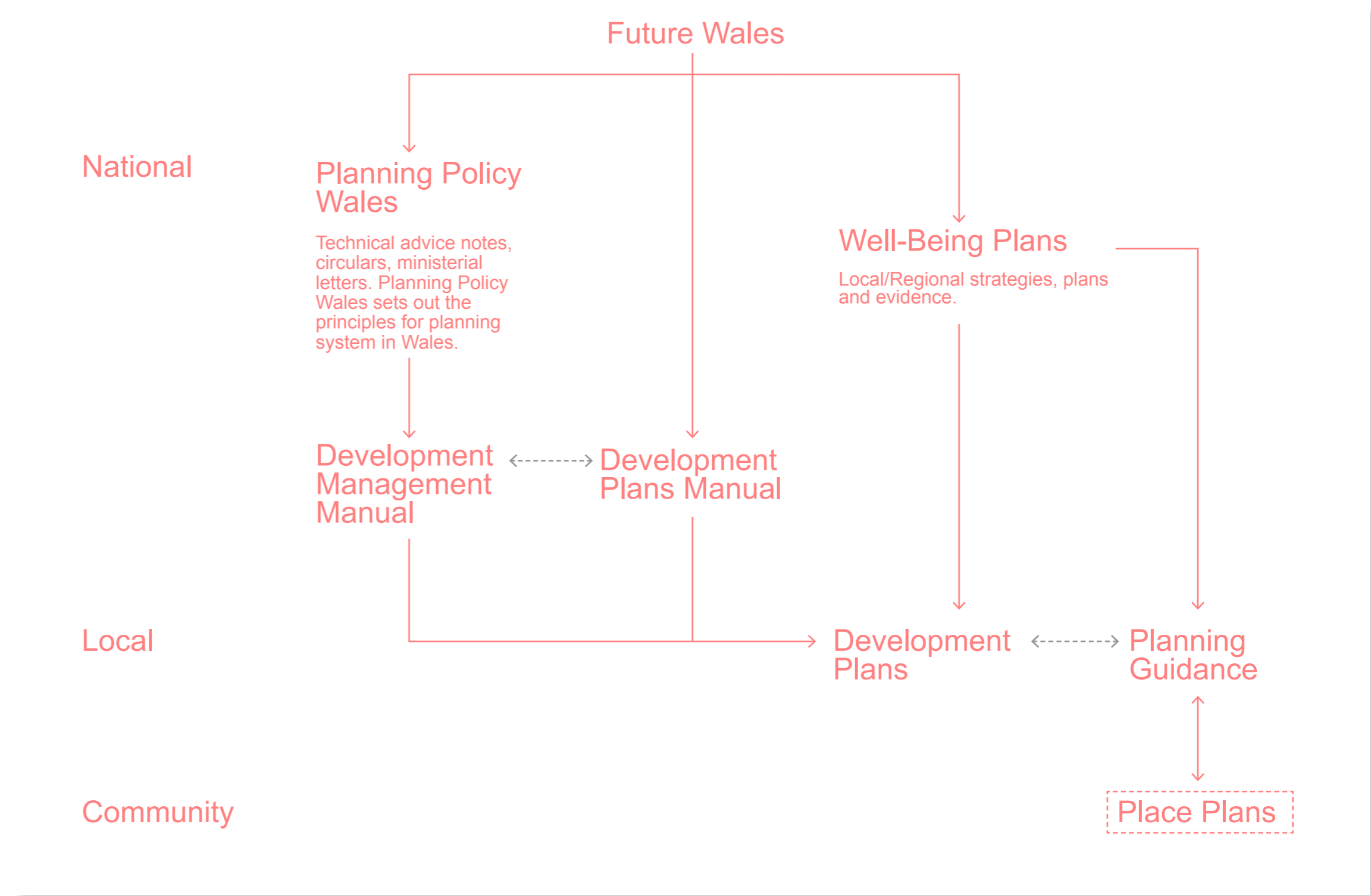
In April 2013 Ceredigion County Council formally adopted the 'Ceredigion Local Development Plan'. Consequently, proposed development must be considered in accordance with the policies contained within this plan. Welsh Government have subsequently introduced Place Plans, which add detail and elaborate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

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

2.1.2 Link to Policy

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

'Future Wales: The National Plan 2040' (Future Wales) sets out the direction of development in Wales until 2040. The Plan presents a strategy for addressing key national priorities through the planning system.



Place Plan context within planning policy, legislation and guidance

Future Wales identifies a number of areas where development and growth should be focused. These areas are referred to as “National and Regional Growth Areas”. Cardigan forms part of the Teifi Valley Regional Growth Area meaning it should retain and enhance the commercial and public services which make the settlement a focal point for the area. Future Wales, therefore, supports sustainable growth in Cardigan which meets regional housing, employment and social needs.

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

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

2.1.3 Place Plan Themes

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

Well-being:

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

Placemaking:

Taking a holistic approach to the planning and design of spaces. Placemaking draws upon an

area’s potential to create high quality development and public spaces that promote people’s prosperity, health, happiness and well-being. This should lead to developing distinctive and vibrant spaces which strengthen the relationship between people and places. The theme responds to ‘Planning Policy Wales - Edition 11’ and incorporates the values of ‘The Placemaking Wales Charter’.

Heritage and Culture:

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

Economy:

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

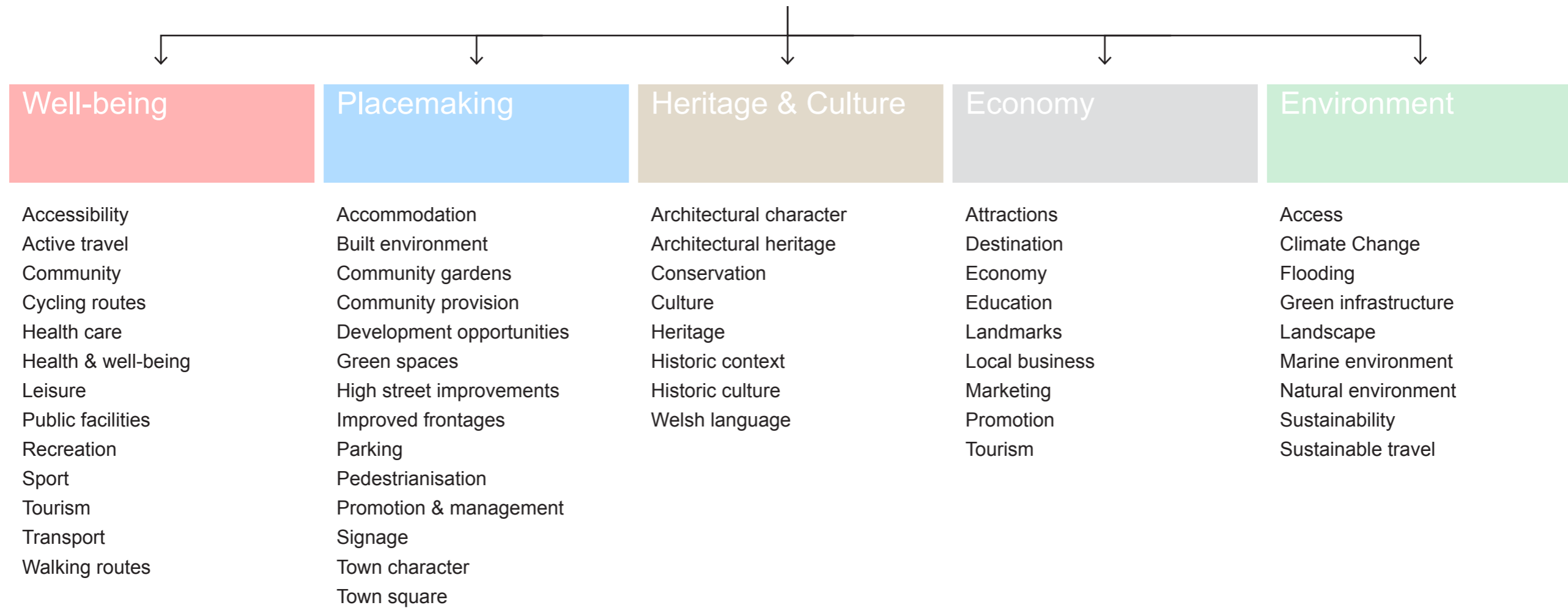
Environment:

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



St Mary Street

Ceredigion's Common Themes



Common themes across Ceredigion's Place Plans

2.1.4 Well-being Legislation

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

It is imperative that the seven well-being goals are kept at the forefront of the key criteria when developing a Place Plan. The goals being aspired to will meet the responsibilities placed on councils to meet these objectives. It is a duty for all to support the embedding of the well-being goals in the future of Cardigan.

2.1.5 Purpose and Benefit of the Plan

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

The Place Plan will identify priorities for investment, influence future planning decisions in the town, and create evidence to help attract investment and direct future work of organisations in the town.

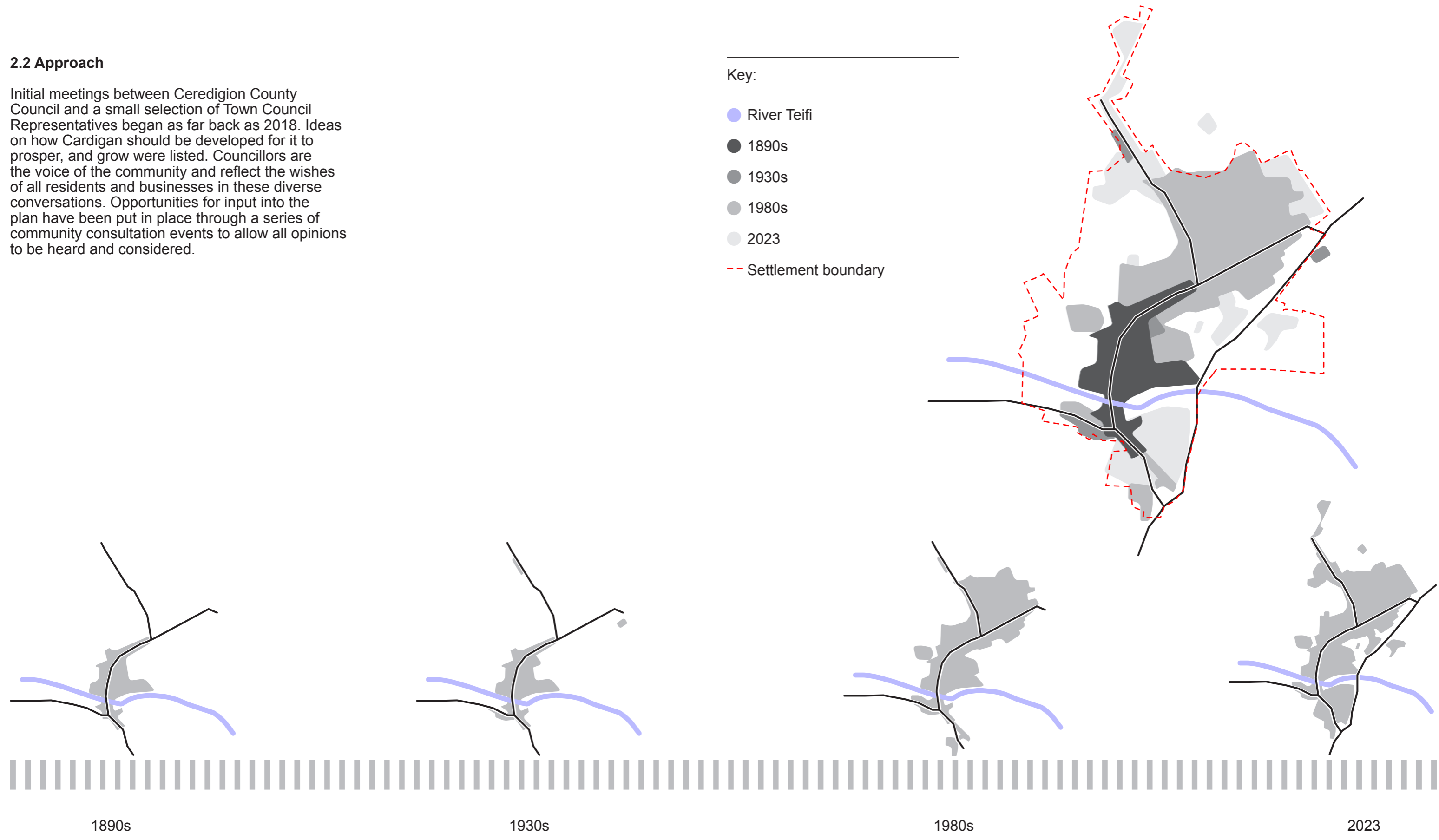
It is anticipated that the Cardigan Place Plan will also be used to support applications for funding where this arises by setting out the Town Council and community's land use and development priorities and proposed projects.



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

2.2 Approach

Initial meetings between Ceredigion County Council and a small selection of Town Council Representatives began as far back as 2018. Ideas on how Cardigan should be developed for it to prosper, and grow were listed. Councillors are the voice of the community and reflect the wishes of all residents and businesses in these diverse conversations. Opportunities for input into the plan have been put in place through a series of community consultation events to allow all opinions to be heard and considered.



Cardigan settlement growth

2.2.1 Place Plan Boundaries

The Place Plan covers the settlement of Cardigan, the town being made up of two electoral wards on Ceredigion County Council: Mwldan ward and Teifi ward. Together, the electoral wards correspond to the Town Council boundary, although three wards are represented on Town Council: Mwldan, Teifi and Rhyd-y-fuwch (latter two brought together as Teifi ward on Ceredigion County Council).

Cardigan acts at the Local Service Centre for St. Dogmaels as well as several other nearby villages and communities, including Llechryd, Cilgerran, Cenarth, Penparc, Gwbert, Y Ferwig and Aberporth. The Place Plan goals and ideas will impact these neighbouring settlements directly due to the proximity to the town, extending the benefits to a far larger area than the town boundaries.

Cardigan Town Council was instrumental in drawing together a wide range of Stakeholders who produced an initial draft action plan for the Town Centre Partnership as far back as 2014.

These partners represented local traders, local press, Cardigan Secondary School and FE Coleg Ceredigion, youth groups, housing associations, community group 4CG, Castle trustees, Guildhall market trustees, who worked in conjunction with a local business promoter (The Best of Cardigan and Teifi Valley) to market Cardigan as a town with a full calendar of festivals and events. The aim was to make the town a “must-visit” destination and several initiatives encouraged people to support local businesses. Loyalty cards and the “Fiver Fest” are two such early examples.

Subsequent initiatives include monthly statistics relating to daily footfall, developments within the town centre, schedule of festivals, shows and events - details of which continue to be emailed to all stakeholders monthly.



Engagement session for Cardigan Regeneration Strategy, November 2022

2.2.2 Community Involvement

A number of consultation events have been held with local residents, as well as visitors, who have contributed towards the plan and its vision for the future. The Place Plan was developed in partnership with specialist consultants and specialist officers from the local authority.

To this end the Town Council is currently developing a wider strategy that will provide direction and guidance for town developments and improvements. This will be supported by a series of Annual Plans to assist with clarity and action to ensure that residents are fully involved and aware of developments and improvement.

The Place Plan preparation process has primarily been the responsibility of the Place Plan Sub-committee. The Place Plan Sub-committee was formed by Cardigan Town Council and membership consisted of the Mayor, Deputy Mayor and three councillors.

A summary of the consultation undertaken is provided below:

- July 2018: Promoting and gathering ideas at Cardigan, Aberporth, Y Ferwig and Llangoedmor.
- Summer 2018: Llechryd Carnival Event.
- 2018 – 2019: Consultation with Cardigan Town Council, Llangoedmor Community Council and Penparc Community Council.
- May 2019: Cardigan event at the Old Court House.
- May 2019 – September 2019: Creation and promotion of survey which resulted in:
 - 31 responses via paper-based survey;
 - 46 responses via online survey.
- Various other work streams have been undertaken, informed by public consultation and engagement: Green and Blue Infrastructure Strategy, Town Regeneration Plan, Town Branding, Conservation Area Appraisal.

2.2.3 Community Feedback

Based on comments and feedback shown on the this page it is evident that community feedback can be wide-ranging and sometimes contradictory. Pedestrianisation is an excellent example, whereas some would welcome it on the high street others oppose it. Nevertheless, the investment to make Cardigan a better place to visit or in which to live would be universally welcomed by all.

Other than the feedback recorded in the report already, the main form of feedback is through verbal communication on a regular basis from those who live and work in the town with the councillors. Obvious examples which would be accepted by all are the development of the Strand and Prince Charles Quay and the Otter Walk link to the Netpool car park. This area is a prime site for development that would encourage visitors to the town and make the experience of spending time in the town more pleasant for all. The development of the Mwldan Nature/Wetland Reserve would be a similar asset.

2.2.4 Responses

Some of the comments and feedback from community consultation include:

It has improved in recent years with more places to socialise and an increase in entrepreneurialism. I would like to see that the service and retail elements be improved that can offer more employment opportunities locally.

Some wonderful new cafés, restaurants and evening events. We could promote local trade and circular economy more.

The pollution from slurry pits and farm chemicals is effecting fish-stocks and threatening the viability of the rivers.

Cardigan has a good mix of business right now. This can be built on, with initiatives to support and encourage younger people to start up.

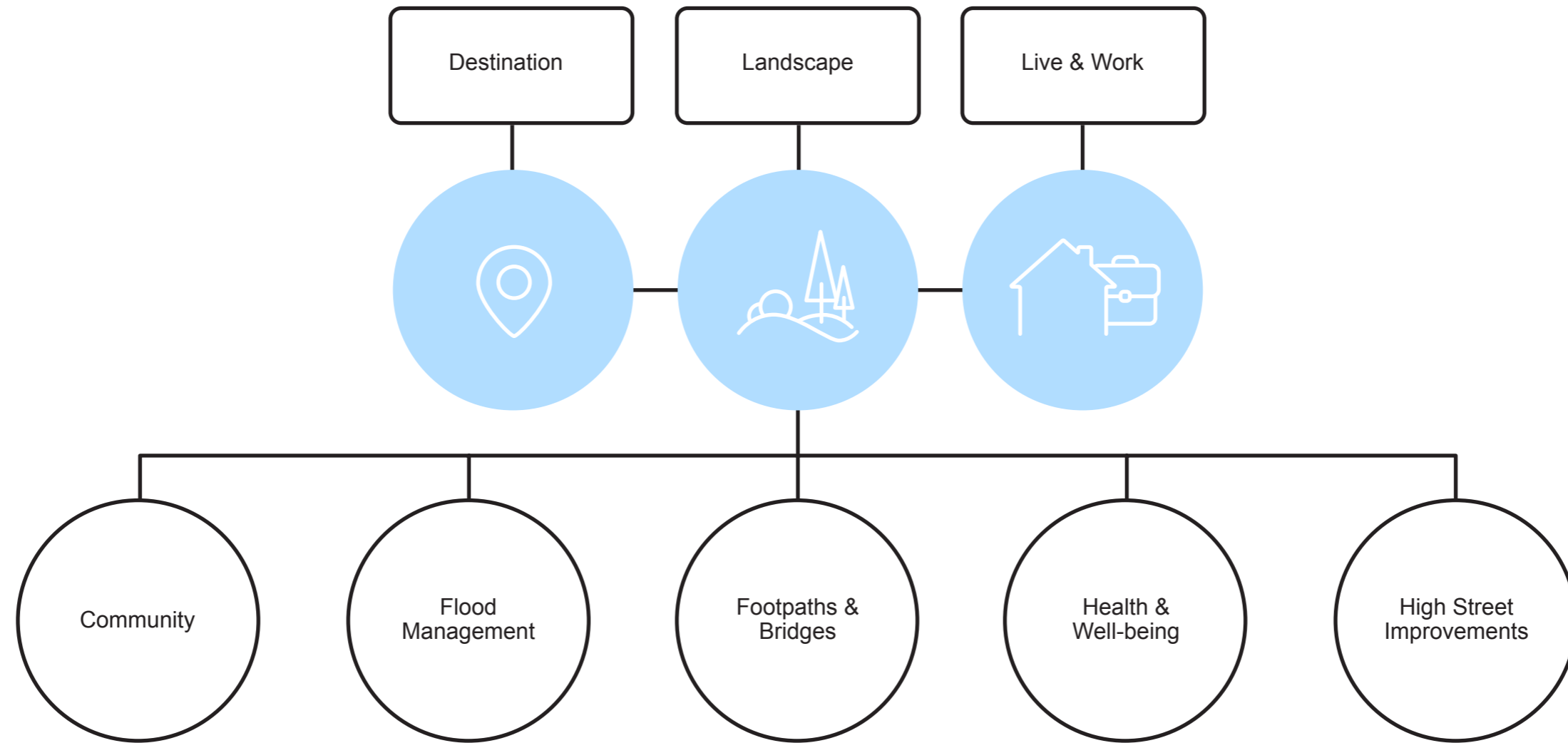
This area is lovely, the beaches are kept clean the local public toilets are well maintained and well used. The river is used and seems full of wildlife.

I like the small town feel with its local shops, there is better customer service and variety.

Excellent natural environment, we'll maintained and protected. Need to ensure this is kept up as it brings tourism and investment to the area.



View of the Castle Bridge, image supplied by the Town Council



3.1 Vision and Strategy

The vision is for Cardigan to continue to develop as a thriving, exciting and viable market town in which to live and work; offering well-paid employment to retain its young professionals, supporting businesses and business owners, expanding services available to all, supporting and encouraging businesses to export their services beyond the town, ensuring that there is a usable effective public transport service as well as strong medical services available to support the community, and promoting an environment for healthy and alternative lifestyles.

1. Encouraging biodiversity and sustainability, adapting to the challenges of the 21st century.
2. Developing and capitalising on the many areas of investment in Cardigan town - particularly in the field of performing and creative arts, cementing the town as the “cradle of Welsh culture” and encouraging the growth and use of the Welsh language in day-to-day life. This includes schemes to reuse existing empty historical buildings of significance for this purpose.
3. Make the town an attractive place to live.
 - The infrastructure for the town to remain attractive through maintenance of green borders, weeding, collecting rubbish etc is with the Local Authority, Ceredigion County Council, but recent cuts are placing more pressure for this responsibility to be transferred to the local community. This is an inevitable trend, exacerbated by funding cuts, that is currently being addressed through a combination of Town Council initiatives working in cooperation with volunteers. The minimum requirements to make the town attractive are basic services which are being withdrawn, resulting in a scruffier image and seeing overloaded bins and/ overgrown/dirty pavements a common occurrence. It is pointless investing millions in new projects if these basic necessary services are not being provided. Once the basics are in place it is far easier for all who live here to take pride in their surroundings and to play their part in keeping the appearance of the town to its highest standard.
4. Promote business growth and enhance employment opportunities.
 - The voice of the business owner needs to be listened to and supported. Grant opportunities, Council tax suspension, support with regulations would all lead to a more prosperous town centre. Business owners would benefit from working as a group to resolve shared issues. Communication channels should be open and transparent. Education provision needs to reflect the demands of the local market and provide the specific courses required to meet these needs whilst providing well-paid employment for local school and college-leavers who wish to stay and live in their hometown.
5. Improve the availability of quality housing for all.
 - Planning policy need to reflect the need for housing. The proposed new sewage treatment works should relieve current issues. Grants to improve empty properties need to be accessible. Close partnerships with housing associations need to be cultured.
6. Retain and improve services for the benefit of the town and wider community.
 - Services are essential for all, and depletion will only encourage migration elsewhere. Health, social welfare, transport, education, unitary council services are often overlooked, but these are the most important elements of provision. It is essential to ensure a robust network of service and delivery in these areas.
7. Maintain and promote its cultural heritage and the Welsh language.
 - Celebration of our cultural heritage is of the essence at every opportunity. Community groups are supported and encouraged to continue traditional events. Steps to ensure the educational provision through the medium of Welsh, with school-leavers fluent in both Welsh and English are entrenched in our systems “Two languages: twice the opportunities”. Laws are in place ensuring all signs and literature are produced in Welsh as well as English (including shop frontage signs), with the Welsh coming first – wherever and whenever possible.
8. Continue to develop Cardigan as a major tourist destination.
 - The coastline and natural beauty of the area is a strong magnet that draws in tourists, but provision of a high standard of hospitality businesses is required to ensure a positive visitor experience. The growing number of Festivals, Events and Shows such as Other Voices, Craft Festival, Lantern Parade etc also add to the vibrancy of our tourism in addition to keeping the traditional annual agricultural/cultural events running: Cardigan Show, River and Food Festival, Gwyl Fawr (Cardigan Eisteddfod), Sadwrn Barlys/Barley Saturday, and others.

The vision is for Cardigan to be a viable market town in which to live and work.

3.2 Focal Points

All towns have key focal points, landmarks and attractions that make them unique. It is important to maintain existing ones but at the same time improve and develop them wherever possible and develop new ones. Focal points for Cardigan include:

- Castle.
- Riverside.
- Guild Hall.
- The Strand.
- River Teifi.
- Theatre Mwldan.
- Small World Theatre.

Focal points for development are:

- Cardigan Swimming Pool.
- The Strand.
- Prince Charles Quay.
- The Otter Walk.
- Mwldan Nature and Wetland Park.
- Netpool Park.
- Maes Radley.
- Maesglas Play Area.
- Tabernacle Chapel.

3.3 Priorities

To assist in exploring these key themes they have been broken down into seven areas to assist with clarity and understanding, however, many obvious overlaps and links between themes exist. These themes are:

1. Development Opportunities

It is important to keep an open mind and adopt a “give it a go” attitude. Encourage our young community to be ambitious, fostering the expansion of established business (or duplication if required). Provide multiple opportunities for shops, retailers, entertainment-providers to engage and work in partnership to provide a coherent multi-faceted face of Cardigan as an attractive destination.

A recent spirit guide commissioned by Ceredigion County Council on the six market towns of Ceredigion stated that Cardigan is considered as the town of Creativity: at the edge of Wales, linked to adventure, to people seeking opportunities. In the past, Cardigan was an important port and a gateway to a new life in the New World. Today we represent a new Wales - where original thinkers thrive and ideas come to life.

2. Improving Accessibility

Improving the condition of access roads, keeping grant schemes such as the Active Travel Fund going. Ensuring the provision of good public transport services whilst developing links between outlying communities and their Local Service Centre (Cardigan). This is of particular importance in view of the significant increase in the town’s ageing population. Some links (St. Dogmaels/Cardigan) are already completed whilst others are in various stages of progression.

3. Improvements to the Environment

This priority needs a lot of work, there is scope for numerous varied improvements here. Encouraging established wilding areas where nature is allowed to take its course. Greening the town by introducing more bushes and trees where suitable. Fostering

recycling schemes, introducing even more charging points for electric vehicles (Note that all town-centre car parks now feature EV charging points).

4. High Street and Frontage Improvements

Encourage pride with individual business owners. Grant schemes to help with costs. Develop an adopt a bin scheme. Introduce a fining system for empty high street buildings for the landlord/owner.

5. History and Architectural Quality

Preservation of our historic buildings, through supporting financially (grants) and with advice – planning. Planning policy is already in place to ensure architectural quality. Cardigan’s Townscape Heritage Initiative (launched 2003) supported the restoration of the town’s rich architectural history using traditional methods to refurbish valuable original features. Evidence of the town’s 19th century brickworks are still evident along the main and side streets of Cardigan, particularly at first floor level. See page 36 for a wide array of designs.

6. Health and Well-being

Sporting clubs and social groups to be encouraged to run events using volunteers in the community. Reduction in the gap between the affluent and more deprived areas in Cardigan needs to be a key focus. Two out of the three wards on Town Council feature on the WIMD (Index of Multiple Deprivation) and many initiatives are afoot to counter the negative effect of this situation.

7. Our Communities

Encouraging individual groups to form and to take responsibility for their own provision, goals and events. Celebrate and acknowledge the work of several groups and share good practice. During the Covid-19 Lockdown period, a strong volunteer group came together to support and assist residents - particularly those vulnerable members or those living alone. This provided an excellent template for subsequent initiatives addressing the needs of those members of our society.

Cardigan Place Plan

3. Vision

The following sections of the Place Plan explore the ideas and projects and plans for each of the key themes in greater detail.

To ensure that future development is positive and effective, all actions in relation to identified issues and themes will be developed in partnership with others including Ceredigion County Council, Hywel Dda University Health Board, Dyfed-Powys Police, Ceredigion Association of Voluntary Organisations and the Welsh Government. There will also be full consultation with local residents and businesses. With regard to future development, whether of the built environment, the natural environment or of services, there are many factors that need to be taken into consideration. This includes local and national policies, some of which will be supportive and some restrictive. Reference will be made to such policies where relevant.

In regards to community desires and aspirations, it is important that community needs are met. However this has to be balanced alongside potential constraints including local geography, population size and fluctuations, financial restrictions, grant funding opportunities and other such things.

As such, this document, despite outlining potential future developments for Cardigan, is a fluid document and will continue to be updated and adapted at regular intervals.

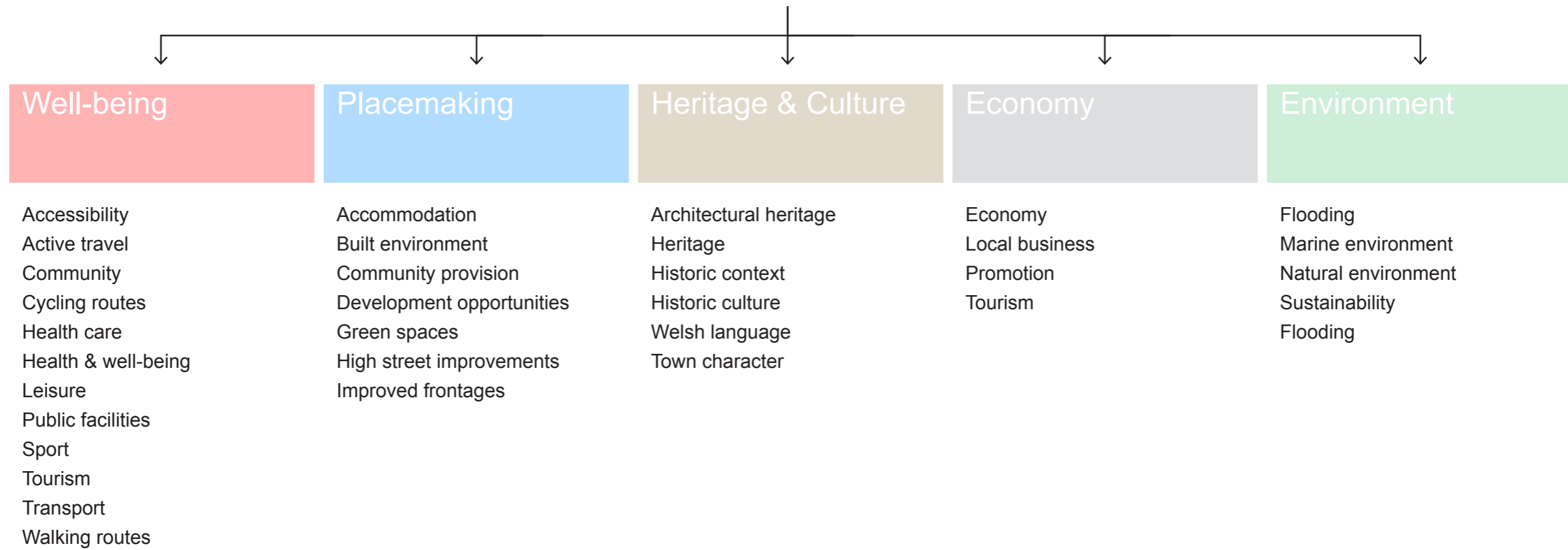


There is scope for additional light industrial units, Parc Teifi + outlying communities (Lechryd, Penparc)



Footbridge and Cardigan Bridge across Afon Teifi,
image supplied by the Town Council

Themes for Cardigan



Emerging topics under their respective themes within Cardigan Place Plan

Cardigan Place Plan

4. Themes and Objectives

4.1 Emerging Themes

The community has prioritised a set of sub-themes which fit within the Place Plan framework outlined in Section 2. The topics in the Place Plan are interlinked and their contents cross reference. One of the main purposes is to add an additional layer of local knowledge to each theme. This has led to the following emerging objectives:

Well-being:

Local services and groups have local knowledge regarding the exact areas that need targeting. A strategic approach to partnership planning to improve well-being within these pockets is key. The people living in poverty, not in employment, education or training, not accessing services, support or participating with the surrounding community or environment are the hardest to engage. Publicising services and events, gaining trust and encouraging sharing of success stories via word of mouth, school, health professionals need improving. For example, we have families living in the centre of town who have never chosen to venture to a local beach which is only a couple of miles to the coast.

Placemaking:

The main areas requiring development are the riverside from the Strand to Netpool and the Mwdan, these are the local priorities. Investment in these areas is ongoing. Historically the town's focus was on the river Teifi and associated activities, businesses (ship building, sail making etc) and recent developments at the castle and Prince Charles Quay are rekindling this relationship with this natural asset on our doorstep.

Heritage and Culture:

History plaques, small statues, use of Welsh language – features placed around the town celebrating past and current notable characters and events, even if it is not visibly obvious, such as the brick works and the working port.

Economy:

Business encourages and boosts business. Economies grow organically in a vibrant town. The basic infrastructure supporting the growth of local business is vital. Recent developments in IT provide shops and businesses with invaluable data regarding footfall, new visitor numbers, peak business hours – all of which assist in optimum business management.

Environment:

It is our duty to protect the abundance of natural environment surrounding Cardigan. Encouraging biodiversity is now common practise and awareness is ever growing. Many community groups focus on these aspects, using volunteers from the community to drive initiatives further improving the natural and built environment.



Coleg Ceredigion, Cardigan Campus



4.2.1 Overview

Well-being is optimised when individuals feel connected to their society, their surroundings and can be active to the best of their ability. Awareness of surroundings and appreciation of the smaller details that pass us by daily is a skill, as it is to live in the moment and make the most of what we have on our doorstep for free. Engagement with and contribution to society fosters self-satisfaction. The process of giving something back can lift our mental health and encourage the feeling of belonging and well-being.

Work is underway to develop a Well-being Centre in Cardigan town, with plans to move forward with this initiative in 2025/2026.

4.2.2 Health and Well-being

Community feedback included:

- We must protect our health service in Cardigan starting with a great environment for walking and relaxing. However, it is important that there are no further cuts in health services. There is a gap in funding and support for mental health services, especially for young people. The well-being of the area is supported by the volunteer effort of local people but it requires co-ordination.
- It is such a lovely area and it's good for your health to live in a place with little air pollution and great places to explore to keep fit and active.
- Whilst there are plenty of opportunities for health and well-being, major obstacles exist including poverty and a low wage economy leading to disproportionately higher instances of bad health and lower well-being in parts of the population.
- I meet many youths suffering from low self-esteem/mental health. This comes from lack of transport, good job, poor nutrition, and lack of creative expression. We should move to a more regenerative culture, the youth are the future, let's care for them beyond the age of 16! There are facilities available which would benefit from some promotion. Introducing free access to facilities catering to health and well-being for school and college students in Cardigan would be helpful.
- Healthcare services should be made available in the evenings and weekends.

4.2.3 Accessibility

Community feedback included:

- Dredge the river bank between the old bridge and Pizzatipi to allow pontoons to be used by private boats and allow mooring onto Prince Charles quay, which is currently not possible.
- Scotland has placed charging points in cities, towns and remote villages. We must seek a plan to catch up with forward-looking areas. As a climate emergency has been declared making buses and trains electric is inevitable but needs a strong focus to get there in time. There could be an opportunity to crowd source the purchase of land for car parking in Cardigan, installation of charging points.
- Improve signage to and within the town centre.



Cardigan's well-being priorities

4.2.4 Active Travel

The Active Travel (Wales) Act 2013 came into force in September 2014 and transformed the way we plan and build walking and cycling infrastructure. Under the Act, Cardigan is designated as an 'active travel locality'. Therefore, Ceredigion County Council have a duty to prepare an Integrated Network Map for Cardigan. The Integrated Network Map sets out a 15-year programme of improvements to active travel routes in the settlement.

The active travel improvements identified for Cardigan are:

- A review of the Active Travel Network Mapping is underway. The public were invited to provide comments using the 'Commonplace' map-based system. The public engagement stage closed on the 6th of January 2020 and generated around 500 feedback comments.

Community feedback included:

- Cycling and pedestrian routes must be established and enhanced between villages, caravan parks, the town centre, and the coastal estuary path.
- Widen pavements on College Row and make one way for pedestrians to access the lower Cardigan area and carpark.
- Designated cycling routes should be encouraged.
- Complete footway between Penparc and Cardigan.
- Introduce an Active travel route between Llechryd and Cardigan Town.
- Create a safe footway in Llechryd Village – currently half the village has no pedestrian access to play areas and the community hall.
- Improve the riverwalk between Cillgerran and Cardigan.
- New walking and cycling routes – links to St Dogmaels, Penyparc, Llangoedmor and Llechryd are identified as opportunities to improve health, safety and well-being, CO2 reduction, cleaner air and enhanced tourism. These aspirations are supported themes in the Ceredigion Green Infrastructure Assessment.
- Prince Charles quay is an important gateway for Cardigan from the southern approaches, which should maximise the opportunity for vibrancy and vitality of the riverside setting with

- the backdrop of the imposing castle walls.
- The Bath House area to Gwbert Road, home to green assets as well as recreational and educational uses, presents a potential active travel route to the town centre and onwards by Bron y Dre to the Teifi riverside for residents from the north of the town. Multi-user access is currently provided along the 'new' Bath House spinal route (Maes y Dderwen) from Gwbert Road to the Mwldan Theatre junction, with further work underway to improve safety and access for all users in the vicinity of Theatre Mwldan and at the roundabout on Gwbert Road.
- The river presents a physical barrier from the leisure centre complex, college and school grounds which rely on the shared historic route and 'cul-de-sac' access from North Road, characterised by pedestrian/vehicular conflict.
- The Mwldan riverside area is important as a flood alleviation area and as a biodiversity resource. The new spine road acts as a shared route for all users, including links to Maes Mwldan Extra Care housing. However, the route could be enhanced by 'greening' the road environs and softened with native planting. It could be linked with an attractive destination by making an active travel only access onward from the Maes Mwldan Extra Care highway to the Leisure Centre and Cardigan College. This could open up and popularise a route with significant well-being opportunities for residents and students to enjoy the Mwldan basin as green space, properly segregated from motor traffic.

4.2.5 Transport

Community feedback included:

- There are poor public transport timetables and very little access to and from Cardigan during the weekend. Public transport could be improved for smaller outlying villages. There are no buses from Y Ferwig, which is not appropriate for people to use as a commuter service.
- A later public transport service should be introduced at weekends to enable night time activity. It is good to see that all buses now have wheelchair access, though we do lack a coach company who offer this. We also lack a taxi service with wheelchair ramps and access. The only taxi company in Cardigan who

- provides this, charges far more than what a non-adapted car would charge for a journey.
- Active travel improvements to schools would reduce the number of cars at peak times.
- Establish an additional direct bus service to Aberystwyth which does not stop at villages.
- Minimal public transport and not enough to sustain clever commuting so resort to driving - but roads are shocking.
- Widen the 20mph on the ring road of Cardigan to include approach from the east into Cardigan and other gaps on the route.

4.2.6 Public Facilities

Community feedback included:

- Improve public toilet and accessible changing places facilities in town and surrounding villages.

4.2.7 Community

Community feedback included:

- It would be great to have an accessible, inclusive community hub for all.
- Flying start groups in the area are amazing, such nice staff and great to be part of.
- Greater focus needed on the benefits of the outdoors, the sea and exercise to improve people's well-being.
- Better outdoor exercises classes need to be organised.
- Improve sporting facilities and establish outdoor parks.
- Improve parking at Patch Beach. Parking within Cardigan also requires improvement particularly by the library, and along Morgan Street.
- Improve access to recreational and tourism benefits of River Teifi. Improve riverside access at Prince Charles Quay. Consider enhancement as well as flood defences at the Strand.
- Establish EV charging hubs for tourism and residents on the town centre's periphery, see proposal currently for Greenfield Row. E-bikes and e-scooters should be encouraged and supported through the establishment of suitable infrastructure, as well as visitor friendly signage. This could highlight routes of varying distances and difficulty.
- Public awareness of all town assets should be supported through regular repetition of mapped and labelled visual images of locations and their function. This would build on the Town Centre Partnership's initiative, in conjunction with the Town App, and the implementation of directional signage at key locations such as car parks, bus and coach stops, supermarket car parks, public pathways, and various points throughout the town.
- The most significant challenge for the vitality of Cardigan is to make progress in relation to balancing vehicular accessibility with placemaking.
- Numerous attempts have been made over the years to find solutions to pedestrianisation. Some of the redevelopment opportunities and the need for electric vehicle hubs may help develop a new perspective on this challenge. Could subsidised 'e-buggy' availability from e-hub car parks help encourage use of edge of town car parks? An expansion of 'Town

Rider' services? Seasonal variation in parking and access priorities could be considered. It is essential to analyse the town in its entirety and how individual localities might contribute to resolving vehicle and pedestrian access for the benefit of the town, its businesses and residents.

- Introduce safety measures outside Llechryd school.
- Aberporth seems to have a good sense of community. Many small local schools have closed resulting in children having to attend larger schools further from home.
- Affordable housing is required for local residents and young persons.
- We have a very strong, welcoming, close community in Cardigan. Our community is becoming increasingly diverse. We have many social groups, arts and craft groups, volunteer agencies running groups for people with disabilities to help combat loneliness and isolation.
- It is important to encourage engagement with Welsh culture and language.
- Isolated communities require integration.
- It's not very friendly in places.
- Strengthen the Town Centre Partnership, identify the Champions for Cardigan for the arts and culture, tourism and economy, heritage, sport and community and delegate actions.
- St. Dogmaels has regular community events.
- Cardigan should build on its existing annual events.
- Local residents should be actively included in decision-making.

4.2.8 Approach

Health provision in Cardigan received a huge boost in 2019 with the opening of a brand-new state of the art Integrated Care Centre This is a great asset for the town, offering doctor's surgery, dental practices (but there remains a shortage of appointments), Minor Injuries Unit, an ever-increasing number of visiting consultants (reducing the need for patient travel to distant hospitals. e.g. cardiologists attend from Cardiff). It is ideally located within walking distance of the main residential areas and the town centre.

Aspirational plans are afoot to develop facilities for the ageing population, a step-up/step down provision, respite care, dementia care, and general

support for residents who wish to remain in their town and within their community.

Facilities would all be located within the proximity of the ICC, creating a "village" also encompassing creche, affordable housing, restaurants/cafes and walking routes in and around the Mwdan Wetlands area.

Ideas are progressing to develop a Well-being Centre: an active hub, managed and financed by the local authority. It will house in one building all social and health services, enabling services to share information and co-working in a planned way. During the lockdown period it was evident that Cardigan lacked such a hub.

Working on the ethos of "you need a village to raise a child, you need a village to support a parent" the town has a vested interest in addressing and countering anti-social behaviour.

Encourage sporting clubs to give some free membership places, kit and transport using other parents as volunteers. Clubs could "adopt" one child in each year group, funded by other members paying a little extra.

Encourage community gardening groups – share any fruit and vegetables within the community.



College Row

4.2.9 Actions

Accessibility

- Vital to ensure there is no form of discrimination working against the universal achievement of the highest levels of well-being in our society. Systems allowing accessibility need to be put in place to encourage full and free involvement. Sometimes, barriers to accessibility are “invisible” or underestimated by decision-makers. Members of Cardigan Town Council are given opportunities and encouraged to attend Training sessions: Dementia Awareness, Autism and so on. Consequently, some retail outlets and cultural centres in our town have adapted their facilities accordingly.
- Disability Wales have done a lot of work, educating local tradespeople regarding the issues faced by people in our society struggling with various challenges daily. Unfortunately, the older buildings accommodating our independent business people are not always adaptable to the modern day wheelchair. Customers tend to rely on the good will of traders to conduct transactions at the shop door. Success on this type of reliance is variable.
- Our Art Centres are mindful of the needs of our disabled community and will regularly air social distanced shows, subtitled showings and audio description films and shows.

Active travel

- Local Authorities in Wales are tasked with encouraging walking and cycling by improving routes and access. Recent initiatives include the installation of cycle-racks (some with repair-stations) in the town centre, also cycle/walking routes between linked settlements and the town. There is a constant demand for further similar provision and the need is addressed whenever suitable funding becomes available.

Transport

- Ceredigion County Council have invested heavily in electric charging points in all their main town centre car parks. Also, community group 4CG offers a similar facility as does a large local supermarket. Bespoke community transport services are growing and developing in response to public demand. However, some communities remain isolated with no

public bus service in existence. Reliance on private cars is inevitable in these areas. This puts increased pressure on parking in the town centre, which negatively impacts the area and causes environment to suffer. Public services include buses operated by both community-run companies and the national service. There is potential for development of the Finch’s Square bus station.

Public facilities

- Local Authority cuts have impacted on the provision of public conveniences in the town-centre but with the use of public realm grant, work is ongoing to re-open one set of conveniences in Chancery Lane, in the heart of the town’s retail area.

Community

- There are several successful community groups operating well in the area, fostering a strong sense of belonging for most. A focus of improvement could be communication between groups, improving inclusiveness and encouraging positivity for all that happens in our community to reduce the negativity apparent at times. Only too often, residents mistakenly note the absence of a particular service or facility purely due to lack of awareness of what support is available.

Cycling routes

- Cycle paths are rare due to the geographical layout of our roads but implementing them where possible is a step forward. Educating motorists to respect cyclists on the road is key.

Leisure

- Cardigan can boast two cultural establishments (Mwldan Theatre and Small World Theatre) of wide renown, with a comprehensive programme of events, shows and activities throughout the year. The Castle and Guildhall both provide a venue for a range of community and commercial events.

Sport

- Facilities in Cardigan town and surrounding area are many and varied; at the King George V Play Area, Maes Radley fields, Cardigan Skateboard Park but regrettably the town’s swimming pool closed its doors in the first quarter of 2024. Public support of an

enthusiastic group of volunteers is seeking solutions and ways of restoring this valuable facility for children and people of all ages who, until recently, benefited from the provision.

Tourism

- The town and outlying areas is adequately served with accommodation for visitors to West Wales, but demand can occasionally outstrip supply. Campervans are allocated spaces on the Upper Level of Quay Street car park, adjacent to the Teifi river but better signage is a frequent plea. Visitors very much appreciate the special character of the town and surrounding areas that makes it such a unique experience. The town is undeniably Welsh whilst at the same time being very outward-looking.

Walking routes

- Work to improve walkways in Teifi Marshes is underway and linked settlements feature partially accessible routes on foot into the town centre.

4.2.10 Well-being Policies and Links

Providing that the Place Plan is adopted as Supplementary Planning Guidance, these Policies should be utilised alongside local and national planning policies by the Town Council when responding to consultations on local planning applications.

Qualifying statement: subject to being in accordance with all relevant and national planning policy.

Ref	Policies	Relevant National & Local Policies & Strategies
we-01	Proposals must ensure that access is available to all users through the incorporation of ‘inclusive’ design principles. Applicants should demonstrate as part of an application how access for all users has been considered and what measures have been incorporated. (e.g., wheelchair, pushchair, visually impaired, have been incorporated).	LDP Policy DM09: Design and Movement.
we-02	Proposals for improving and increasing the provision of effective multi-use of sport, leisure and recreational facilities where there is a demand will be supported providing they meet criterion 1 and 2 of LDP Policy LU22.	WG TAN16: Sport, Recreation, and, LDP Policy LU22: Community Provision.
we-03	Proposals of new pedestrian and cycle routes or improvements to existing networks will be supported, (including appropriate signage). All new developments must consider the introduction of new or expansion of active travel infrastructure proportionate to the needs arising from the development.	Future Wales National Plan 2040 Policy 12: Regional Connectivity and, LDP Policy DM04: Sustainable Travel Infrastructure as a Material Consideration LDP Policy DM05: Sustainable Development and Planning Gain.

Placemaking



4.3.1 Overview

Placemaking is a combined approach to planning, design and management of public spaces specific to that area capitalising on natural assets, inspiration and potential. Under the Lockdown period of Covid-19, pavement extensions were installed in Cardigan town centre to encourage people to patronise shops and businesses in a socially distanced manner. Under a more recent traffic order, these have now become permanent. However, as the original ones were temporary installations, they are now in need of replacement with more permanent paving - perhaps incorporating planting shrubs for colour/interest and trees to provide shade, attract further outdoor hospitality and soften the look of the high street.

4.3.2 Community Provision

Community feedback included:

- Investment in street cleaning along both the high street and its side streets as well as waste disposal systems for businesses, would enhance the appearance of the town.
- The parking provision in Cardigan must be addressed. Reducing the cost of parking would help take the pressure from the high street.
- Some new high standard businesses have been created. Car parking is also not encouraging people to visit.
- Many tourists complain about the lack of adequate parking for larger vehicles near the by-pass and suggest the need for better drop-off and pick-up points for coaches.

4.3.3 Green Spaces

- Invest in the play area in North Cardigan - Maesglas, Dol y Dintir.
- Improve the skate park facility.
- Provide a better play space and area for Netpool.
- Improve the rugby and football facilities.
- Provide of an outdoor community gym.
- Establish a pump track facility at Netpool.

4.3.4 Development Opportunities

Policy based suggestions include:

The Pentood riverside

- Develop this area to include car parking, electric vehicle charge points, riverside accommodation, small retail, and indoor entertainment.
- This is a brownfield site but there is no longer regeneration status for the area, so only less vulnerable uses may be considered. Park and ride, park and walk, electric vehicle charging hubs at this location, and retail/café riverside facilities should be explored especially taking the visual and physical proximity to the castle via the public footpath and over the bridge into account.
- A substantial proportion of the site is in a floodplain which would preclude highly vulnerable development (all residential premises including caravan parks and public buildings including schools, libraries, leisure centres). Resale is potentially possible for employment and storage uses. The Local Development Plan encourages riverside enhancement as part of any re-use.

College Row

- Widen paving, make one way with pedestrian priority for access to lower Cardigan and Greenfield Terrace car park.

The Castle and Prince Charles Quay area:

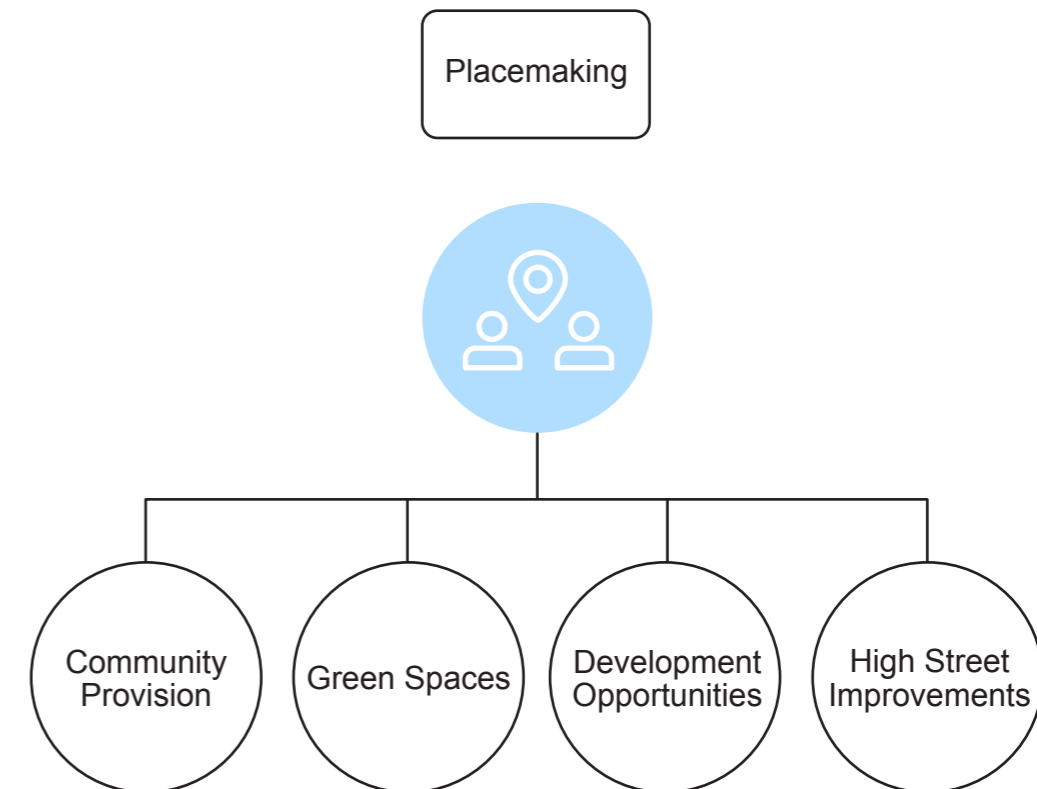
- Complete the river walk to Quay Street car park, linking to remainder of estuary to Patch.

The old surgery site at Pendre

- Potential for short stay car parking.
- Safe and attractive pedestrian access to the High Street from lower town areas and car parks is compromised in College Row and at Quay Street. Wider pavements, well-signed alternative pedestrian access via the Guildhall Market Hall refurbishment could improve the short-medium term situation. Pedestrian routes to Quay Street car park from Prince Charles

Quay and via Eben’s Lane (currently physically compromised) could provide an alternative to the Quay Street route. A longer term solution to the challenge of pedestrian/vehicular conflict in Cardigan is still elusive despite past studies of options for directional traffic flows/movement priorities and the Covid-19 ‘safe zones’ experiment.

- There an opportunity to take a holistic view of parking and movement, given the increased emphasis on Active Travel, e-assisted vehicles, careful use of pricing policy to promote time-limited short stay close to the High Street at identified locations.



Cardigan’s placemaking priorities

The Mwdan Theatre area

- Pedestrianise approach and separate from motor traffic.
- A scheme is just being completed to make a section of Bath House Road a new One Way system in order to create a new footway adjacent to the Mwdan Theatre with a new dropped kerb and tactile paving provision to increase accessibility.

The Memorial Hospital site

- Install camper van hook ups at riverside parking facilities near the by-pass access; develop roadside housing for people with disabilities which is on close proximity to the town centre; restore the Nash building; remove buildings to reveal the core of St Mary's church to wider vista; establish a boutique hotel and leisure facility.
- Formal development proposals already consulted upon incorporate most of these ideas. The role of the site in relation to parking in general and any camper van hook-ups should ensure such uses are mitigated with planting and do not detract from the riverside setting of the restored Nash building and St Mary's church.
- Improve flood defences to the Strand and make usable attractive space behind defences.
- Land ownership and control issues must be resolved before high quality 'gateway' vitality can be introduced to this area, encouraging active frontage for better pedestrian experience of the Castle environs if parking is made available at Pentod riverside/ the old Mart area.

Patch

- Improve watersports, mooring, and parking facilities. It is important to be aware of any constraints arising from the Afon Teifi SAC (Special Area for Conservation) ecological designation in determining whether ambitions for recreation or energy generation, for example, will be suitable on the Teifi.

Guildhall Market Hall

- The importance of the Guildhall complex at the heart of Cardigan town cannot be underestimated as both a community hub and support mechanism for local traders/businesses. It also plays a role in improving access equality from lower Cardigan to the High Street.
- Parc Teifi Business should expand to a wider variety of businesses such as technology companies and developers.

Cattle Market

- No longer functioning. Opportunity to develop alternative uses.

Community feedback included:

- Riverside accommodation and small retail.
- Bowling alley and indoor entertainment.
- Develop alternative uses for Priory hospital.
- Camper van hook ups and riverside parking near the by-pass access.
- Roadside housing for people with disabilities close to the town centre.
- Restoration of the first ever Nash building.
- Removal of buildings to reveal core of St Mary's Church from trunk road.
- Boutique hotel and leisure facility.
- Improve river flood defences along the river without having a negative impact on river side features and make the Strand area usable space behind the defences.
- Housing has to respond to local needs, be sensitive to the local vernacular whilst allowing for innovation and bold design, but most crucially have an environmental awareness.
- Prevent overdevelopment.
- Focus housing development on the conversion of existing buildings and affordable housing for first time buyers.
- There is a need for adapted independent housing to provide people with disabilities with independence and an opportunity to be included in society.
- Invest in fit for purpose rental property around Cardigan and surrounding areas.

- Develop good quality social housing.
- Provide a focus on eco housing.
- Development at Gwbert on Sea should be careful and considered.
- Redevelop the southern bank of the river Teifi.
- Any development should take into consideration Cardigan's culture, natural landscape, environment, and the needs of future generations.
- Encourage and support self builds.

4.3.5 High Street Improvements

Community feedback included:

- Invest in vacant units along the high street.
- Diversify the current retail - local produce should be encouraged.
- Market stalls in the guildhall are a great attraction for visitors and locals alike. There is the potential for more support to encourage start-ups to take a stall.
- A thriving centre with plenty of independent retail. However, increased variety should be encouraged to meet the needs of the community.
- Repurpose vacant retail space for pop-up shops or start-up facilities.

4.3.6 Actions

Community provision

- Street cleaning is a priority not only in the busier summer months but all year round due to the constant visitor presence and for residents. Future plans would involve developing regular volunteer groups coordinated by town councillors, leading each group. The practical element of these groups would be litter picking, weeding, planting flowers. Businesses need to address their own litter disposal, shop frontage weeding and cleaning to improve the look of the town. Sponsorship of public waste bins and floral displays to be implemented.

Green spaces

- Existing green spaces need constant monitoring, improvement and risk assessments. Additional sites have been identified for development such as Maesglas field as a play area; Netpool; Green border on the King George V playing field boundaries; Maes Radley - consider the possibility of developing rugby and football training pitches; Improve the Skateboard Park facility, develop a pump track. Mwldan wetland area to incorporate a boardwalk, viewing areas, seating areas, dog paths and biodiversity elements to include information.

Development

- The Pentood riverside (former cattle market) now houses working businesses as far as the wildlife park entrance. There may be future opportunities to develop this site, exploring ideas such as car parking, small retail units, riverside cafes, electric charging points to encourage mixed retail in this area. This side of the river affords an excellent vista of the river and castle that is sometimes disregarded.

High street improvements

- On going curating is happening in the centre to minimize the empty units. The Guildhall indoor market has recently reopened after an extensive refurbishment, all stalls are occupied, incorporating the pop-up style business.

Housing

- Cardigan Town Council will continue to work in partnership with a range of groups and organisations to address current housing needs. This will include looking at opportunities to repurpose empty town centre buildings where appropriate. The Town Council and community will be involved in reviewing LDP (Local Development Plan) sites and future housing allocations for Cardigan and the surrounding area.

4.3.7 Placemaking Policies and Links

Providing that the Place Plan is adopted as Supplementary Planning Guidance, these Policies should be utilised alongside local and national planning policies by the Town Council when responding to consultations on local planning applications.

Qualifying statement: subject to being in accordance with all relevant and national planning policy.

Ref	Policies	Relevant National & Local Policies & Strategies
pl-01	Proposals that provide electric vehicle charging infrastructure will be supported.	Future Wales National Plan 2040 Policy 11: National Connectivity; and, Policy 12: Regional Connectivity.



Residential buildings on North Road



Heritage & Culture

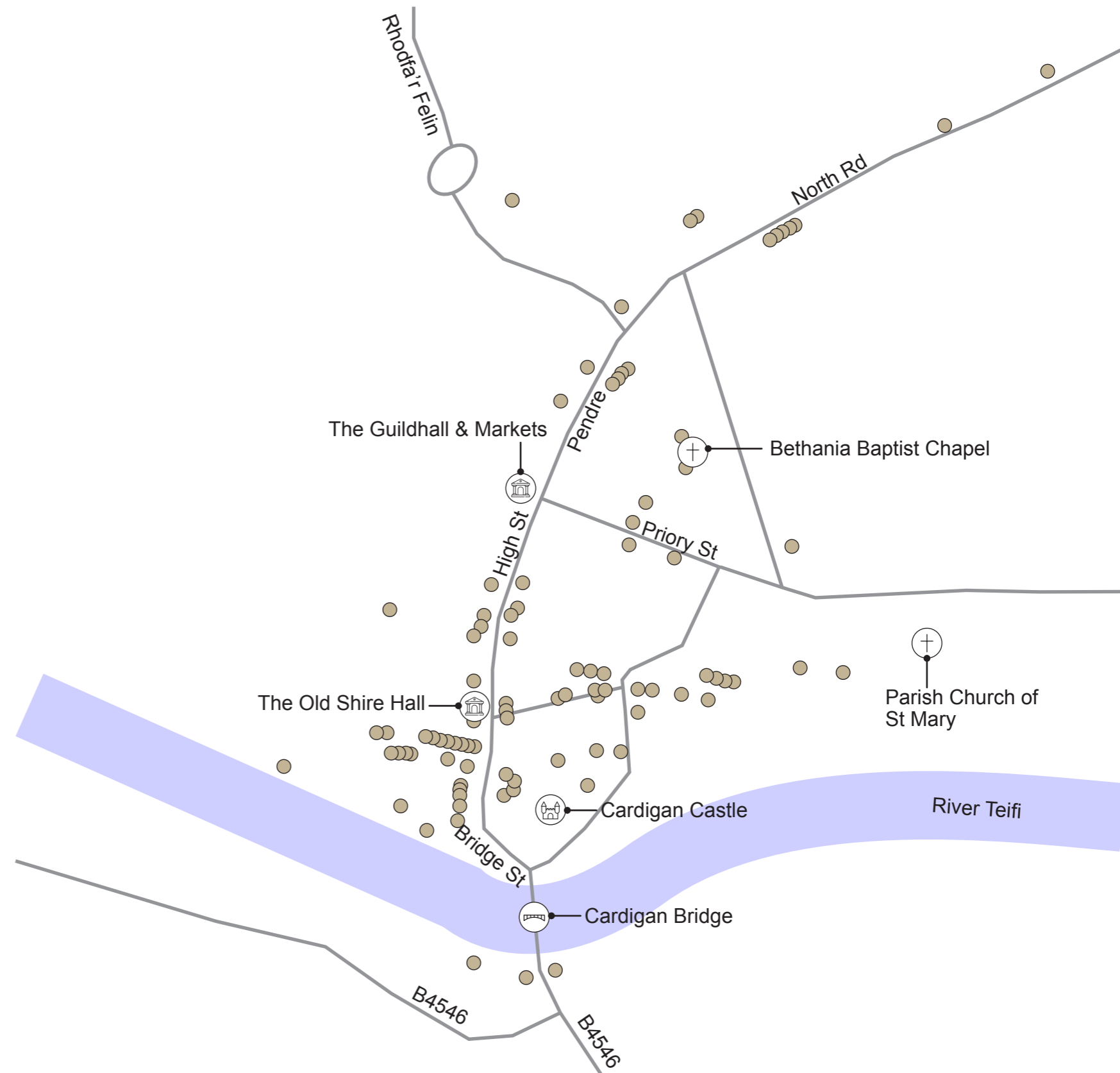
4.4 Heritage and Culture

Cardigan town developed as a Medieval castle town possibly associated with an early Christian settlement at St Dogmaels. The town mostly lies to the north of the River Teifi and has the last bridge on the river before the sea 3 miles to the North West.

There are a number of designated listed buildings including Cardigan Bridge and Cardigan Castle. Key civic and communal buildings such as the Old Shire Hall, chapels and churches, pubs and banks break up the commercial area, while the Parish church of St Mary dominates the eastern side. Cardigan Conservation Area was designated in 1969 and its boundary was amended in 1989 and again in 2001.

Grade I and Grade II* listed buildings in Cardigan:

- Cardigan Castle (Grade I)
- Avondale, house (Grade II*)
- Bethania Baptist Chapel (Grade II*)
- Bryn-y-Mor, small country house (Grade II*)
- Cardigan Bridge (Grade II*)
- Castle Green House (Grade II*)
- No.7 St.mary's Street, Dyfed (Grade II*)
- Parish Church of St Mary (Grade II*)
- Railings gates & gatepiers at Bethania Baptist Chapel (Grade II*)
- The Guildhall & Markets (Grade II*)
- The Old Shire Hall (Grade II*)



4.4.1 Overview

Theatre Mwdan arts and cinema complex and Small World Theatre (Theatr Byd Bach) are both complementary vibrant art venues, presenting a wide range of year-round activities and events, including a comprehensive programme of summer events in conjunction with Cardigan Castle. Cardigan’s rich cultural heritage is celebrated at every opportunity and the Welsh language is a golden thread that weaves through our history. Traditional events are an essential part of the town’s calendar and community groups are encouraged and assisted to stage and develop them.

Community feedback included:

- The culture and heritage is good in Cardigan but needs to keep the locals involved. We are lucky to have access to a wide variety of rich culture and heritage for a small rural town.
- Events keep Cardigan vibrant and exciting and acts as an attractor for visitors.

4.4.2 Welsh Language

Community feedback included:

- Welsh names for shop frontages, businesses and streets should be promoted.
- A balance needs to be made between the promotion of Welsh language and cultural heritage.
- The renovation of the castle has enabled Cardigan to uncover its rich heritage.

4.4.3 Historic Context

Community feedback included:

- The natural and built heritage are an asset to the area. The history and the Eisteddfod make Cardigan special. It is important that the community’s identity and promotion of tourism assets are balanced.
- Careful preservation, conservation, and maintenance needs to be undertaken of Cardigan’s architectural heritage.
- The theatre is an excellent cultural asset.
- The castle, and other attractions may benefit from free parking.
- A small community of local people try, with limited resources, to maintain what we have.
- Rich history and heritage, all well-preserved through landmarks like Cardigan castle, St Dogmaels abbey and Cilgerran castle, serve as well-used sources for local education.
- Since the opening of the castle, there have been some amazing events. History talks from Glenn Johnson are very popular. There are many art and craft exhibitions which feature creations by local people. Our theatre has such a diverse range of productions in both Welsh and English as well as world music events, the Sunday evening film club introducing films from around the world and live streamed theatre productions.
- Cardigan has an interesting history that we can all embrace and learn from. Events like Barley Saturday and other historical events are excellent at showcasing Cardigan’s history.
- Street art could be installed throughout the town showcasing Cardigan’s many unique historic features - a major port, exporter of the cardigan brick, centre for trading, farming, mediaeval history with the birthplace of one of the largest cultural events in Europe, The National Eisteddfod.
- The agricultural and marine heritage should be promoted in the town centre.

4.4.4 Actions

Welsh language

- Cardigan Town Council has a Welsh Language policy, ensuring that all signs and literature are produced in Welsh as well as English. Provision of all services should be available in both languages, including training for childcare and care of the elderly, which is a growing market.

Historic context

- Cardigan’s industrial past needs to be highlighted, such as Cardigan Brickworks which were based in Bathhouse near the Mwdan. Interpretation boards and art installations could be featured as part of a walking tour and trail. The use of QR codes have expanded this potential tool, avenue of funding could be heritage lottery.

Character

- Continue to preserve the historical character and spirit of the town centre, and encourage owners to sensitively repair and maintain buildings. In keeping with the recommendations of the Conservation Area Management Plan, through partnership with other organisations Cardigan should develop and adopt new guidance information relevant to the area. Wherever possible the local community will remain involved in commenting and appraising development proposals within the conservation area and are encouraged to continue to bring any issues to the Council’s attention.

Culture and Buildings

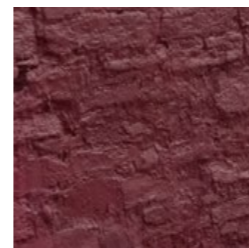
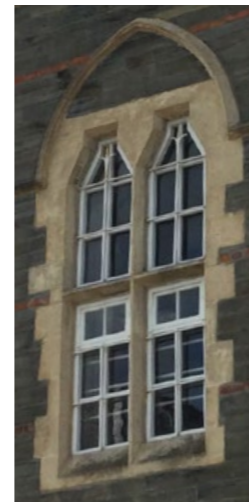
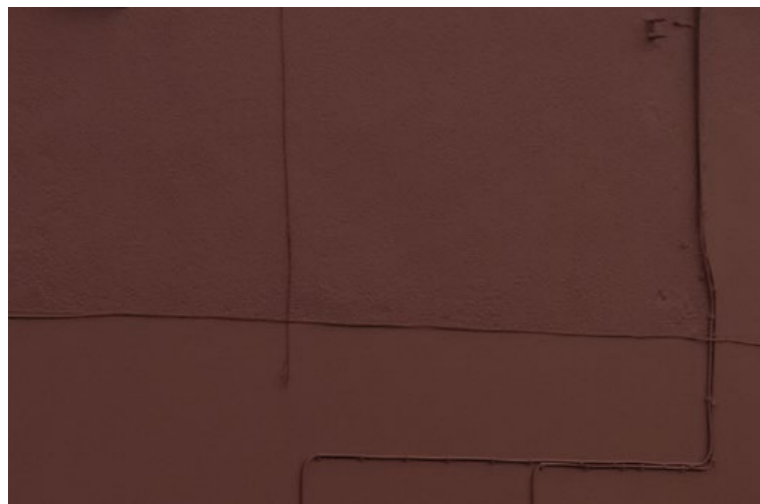
- Develop a programme of activity that promotes Welsh language, literature, poetry and music. This includes initiatives to repurpose empty historic buildings of significance and integrate events which promote culture, architectural heritage, and hidden histories of the surrounding area.

4.4.5 Heritage and Culture Policies and Links

Providing that the Place Plan is adopted as Supplementary Planning Guidance, these Policies should be utilised alongside local and national planning policies by the Town Council when responding to consultations on local planning applications.

Qualifying statement: subject to being in accordance with all relevant and national planning policy.

Ref	Policies	Relevant National & Local Policies & Strategies
hc-01	Proposals that contribute to the use of Welsh and support the Thriving Welsh Language well being goal will be supported.	Future Wales The National Plan 2040 Outcome 4: A Wales where people live in places with a thriving Welsh language. Ceredigion Welsh Language Promotion Strategy 2024-2029.
hc-02	Proposals that maintain and enhance the vitality and viability of the Town Centre will be strongly supported.	Future Wales The National Plan 2040: Policy 6: Town Centre First LDP Policy DM06: High Quality Design and Placemaking LDP Policy LU18: Retail Proposals Countywide LDP Policy LU19: Retail Proposals in Urban Service Centres.



Cardigan's material palette



4.5.1 Overview

Cardigan town and community was dealt a cruel blow in October 2002 when 325 staff were made redundant with the closure of the Dewhirst plant. The factory produced ladies’ jeans for a high street chain and closure had the effect of doubling the town’s unemployment rates overnight. A decade later saw the creation of a manufacturing company drawing on the expertise of a cohort of ex-Dewhirst workers, skilled in the creation of handmade jeans that now command worldwide status and whose order-books are full to the brim. A real success story and just one example of the local independent businesses that thrive and help Cardigan to prosper once more.

Being a port town, trading is part of our DNA. Merchants bought, sold and brought prosperity. Makers built ships. Farmers came to the market. All of them helped to create our community history. Perhaps this heritage of trading and making helped the town reinvent itself. As other high streets falter, Cardigan forges ahead. Today there is a quiet energy, fuelled by the town’s most important resource – its people.

4.5.2 Economy

Community feedback included:

- Long term employment opportunities must be established to help attract young professionals.
- Attractive business rates would encourage more start-ups and enterprises.
- Retail stores located on the ex-Sainsbury’s site would improve the town’s economy as people would shop in the town centre rather than travelling further afield.
- Sustainable jobs should be introduced into the local economy in addition to agriculture, tourism and the few larger employers.

4.5.3 Local Business

Community feedback included:

- Innovative employment opportunities in emerging sectors should be created, supported and small start-ups encouraged.
- The area has a lot of seasonal, low paid jobs.
- Hospitality and agriculture have always been the two main employment sectors but there are now also many jobs in the caring industry.

- High business rates result in a number of business closures. Support for services such as phone and internet packages would help, especially those who are self-employed. This includes farmers who are often exempt from applying for tariffs with reduced rates due to their assets.
- Bank closures reflect how business is in most places in the UK. Cardigan’s economy suffers from seasonality and needs stability with year round employers. Whilst there is plenty of good self-employment, not all earn enough to support themselves.
- Good small local businesses but not enough big employers (20-50). This provides little scope for training.
- A lot of good food and coffee shops draw in people. The town need to attract other types of independent shops and businesses. Cardigan’s current mix of businesses can be built on, with initiatives to support and encourage younger people to start up.
- Cardigan’s high street should promote independent businesses over multinational chains. This would encourage purchasing from local sources and help create a circular economy.
- New businesses may be attracted by the creation of small start-up retail shopping units and low rent.

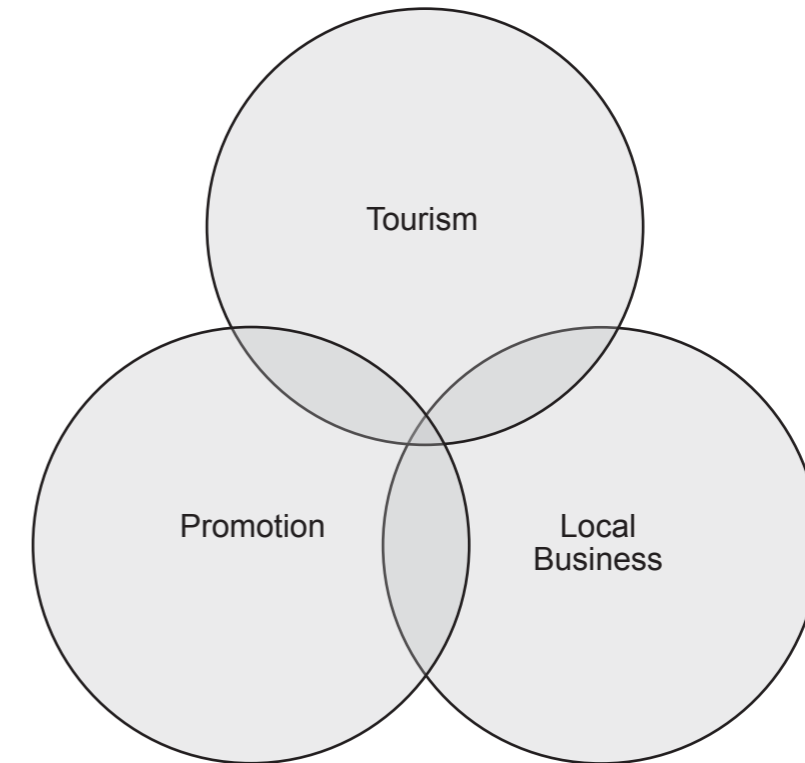
4.5.4 Tourism

Community feedback included:

- Cardigan is a thriving community, with tourism playing a large part.
- Introducing a wider variety of businesses and organisations would help attract more visitors.
- Provision of low cost accommodation facilities in the town centre would increase group visitors.
- Provide overnight parking and hook up facilities for mobile campervans.

4.5.5 Promotion

- Market Cardigan’s assets and uniqueness.
- Utilise Town Wifi and Promotional Apps– linked schemes would generate analytics to share with businesses in town and help identify opportunities in the market.



Cardigan’s economic priorities

4.5.6 Actions

Economy

- Recent developments in IT provide shops and businesses with invaluable data regarding footfall, new visitor numbers, peak business hours – all of which assist in optimum business management.
- An aspiration for the town would be to frontier the future look of co-working between High Street Banks all housed in one accessible unit to provide a point of contact with the public. This new way of operating is essential for smaller towns affected by the closure of high street banks. The retention of the further education provision in Cardigan is key to retain young people, keeping skills in our local economy.
- There is a desperate need for the Park Teifi Industrial Estate to be further developed utilising the space and land which directly feeds off the roads and infrastructure already in place.

Local business

- Need continued and increased focus on Business start-ups; jobs for local school-leavers; Coleg Ceredigion/Cardigan Secondary School - encourage to develop a Youth Market.
- The area already provides seasonal work, traditionally low income. To combat this we need to focus on fostering long term employment, taking advantage of remote working opportunities, allowing businesses to engage with world wide companies, but operating locally.
- Training for essential trades eg building, plumbing, electrical, elderly and childcare need to remain a focus to meet the demand within the community.

Tourism

- Overnight hook-ups for camper vans need to be advertised to visitors to encourage stays in the town.
- Further development of the nighttime economy is required to ensure footfall into the town post 6.00pm. This can be progressed with a broader mix of events in the twilight hours out of season linked with the hospitality sector of the town.

Promotion

- Town centre partnerships monthly updates includes events, statistics, finance, grants and support opportunities. Quarterly newsletters are sent to visitors to Cardigan, who have previously signed into the wi-fi, featuring businesses of Cardigan and their online promotions and events.

4.5.7 Economy Policies and Links

Providing that the Place Plan is adopted as Supplementary Planning Guidance, these Policies should be utilised alongside local and national planning policies by the Town Council when responding to consultations on local planning applications.

Qualifying statement: subject to being in accordance with all relevant and national planning policy.

Ref	Policies	Relevant National & Local Policies & Strategies
ec-01	Proposals that maintain and enhance the vitality and viability of the Town Centre will be strongly supported.	LDP Policy DM06: High Quality Design and Placemaking, and, LDP Policy LU13: Change of Use in Relation to Existing Employment Land or Buildings LDP Policy LU21: Change of Use from an Existing Retail Use.
ec-02	Proposals for new development, redevelopment or rationalization of B1, B2 and B8 uses throughout the site will be supported.	LDP Policy LU11: Employment Proposals on Allocated Sites.



1. Local business on High Street

2. Local business on Pwll-hai



Environment

4.6.1 Overview

Cardigan town and surrounding area is both remote and resourceful. We need to make the most of our natural assets: the land, the river, the estuary, the sea all of which are in abundance on our doorstep. Town council Biodiversity Plan is updated regularly and provides a focus to enhance our environment in every way practically possible.

4.6.2 Marine Environment and Flooding

Community feedback included:

- Establish a river defence system to avoid the annual flooding.
- The beaches surrounding Cardigan are attractive with good facilities. The public toilets are well maintained and well used.
- There is plenty of activity on the river and is home to an array of wildlife. We must protect the biodiversity of the river habitats. The pollution from slurry pits and farm chemicals is affecting fish-stocks and threatening the viability of the rivers.
- Clear the debris along the river between bridge and Pizzatipi to allow boats to move along the pontoon and quay area - remove rubble and rubbish rather than dredging the river.
- The River Teifi requires a large litter pick. An event could be hosted to raise awareness of this issue from the water ie. in canoes and boats.

4.6.3 Natural Environment

Community feedback included:

- Take advantage of Banc-y-Warren Crug Mawr.
- The natural environment must be protected from over development.
- The improper disposal of waste in rural areas is devastating to wildlife.
- Cardigan's natural landscape draws in many visitors and benefits local residents.
- Green initiatives such as planting wild flowers and trees on common ground, verges and roundabouts should be developed.
- The introduction of fruit trees and community edibles as Machynlleth has successfully undertaken, would benefit the well-being of the local community.

4.6.4 Sustainability

Community feedback included:

- Ensure all new housing has green energy and grey water systems.
- Many people are interested in caring for the environment. Plastic-free, organic and clean environments. Cardigan could make this a priority and use it as a marketing tool.
- Explore the feasibility of tidal energy. A focus on small renewable local projects would allow more control over our energy cost.

4.6.5 Actions

Major Environmental Schemes

- Cardigan Town Council to continue consultation and engagement with NRW and Dwr Cymru/Welsh Water regarding major scheme development projects in the town centre. The NRW flood defence scheme is due to commence in 2025. Dwr Cymru/Welsh Water are upgrading the town's treatment plant which will improve the local water quality in our river and estuary. Both schemes will benefit from community input and regular communications to keep all parties and local residents informed.

Marine environment

- Litter removal from the river is sporadic, this needs addressing. Opportunities to create a deep channel for river traffic would improve connectivity between the estuary and the town centre, which would encourage another element of tourism. Ceredigion County Council have developed feasibility for wetland reed beds upstream to encourage the removal of phosphates and nitrates from the river.

Natural environment

- Wild orchards to be seeded in Netpool. Rewilding areas to be encouraged. Due to the oversubscription of the single allotment site, areas within the town need to be identified for development for vegetable gardens.

Sustainability

- SUDS systems to be encouraged on all buildings where possible and new developments and on the streets. Use of solar panels, air source heat pumps, wind energy, now encouraged within planning laws to be followed.

4.6.6 Environment Policies and Links

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Ref	Policies	Relevant National & Local Policies & Strategies
en-01	Developments that provide new or extensions to existing allotments or community growing spaces where they have important green infrastructure or community value will be supported.	Future Wales The National Plan 2040 Policy 9: Resilient ecological networks and green infrastructure WG TAN 16: Sport, Recreation and Open Space LDP Policy LU22: Community Provision Open Space SPG LDP Policy DM10: Design and Landscaping.
en-02	Proposals that include SUDS will be supported.	LDP Policy DM13: Sustainable Drainage Systems WG TAN 12: Design, and, Sustainable Drainage Statutory (SuDS) Guidance.
en-03	Developments that include measures to achieve low carbon emissions by using renewable energy and low carbon technology will be supported.	Future Wales The National Plan 2040: Policy 17: Renewable and Low Carbon Energy and Associated Infrastructure LDP Policy LU25: Renewable Energy Generation.



Cardigan Bridge

Cardigan Place Plan

4. Themes and Objectives

Key:

Sites identified within the Place Plan

— Settlement boundary

— Site boundary

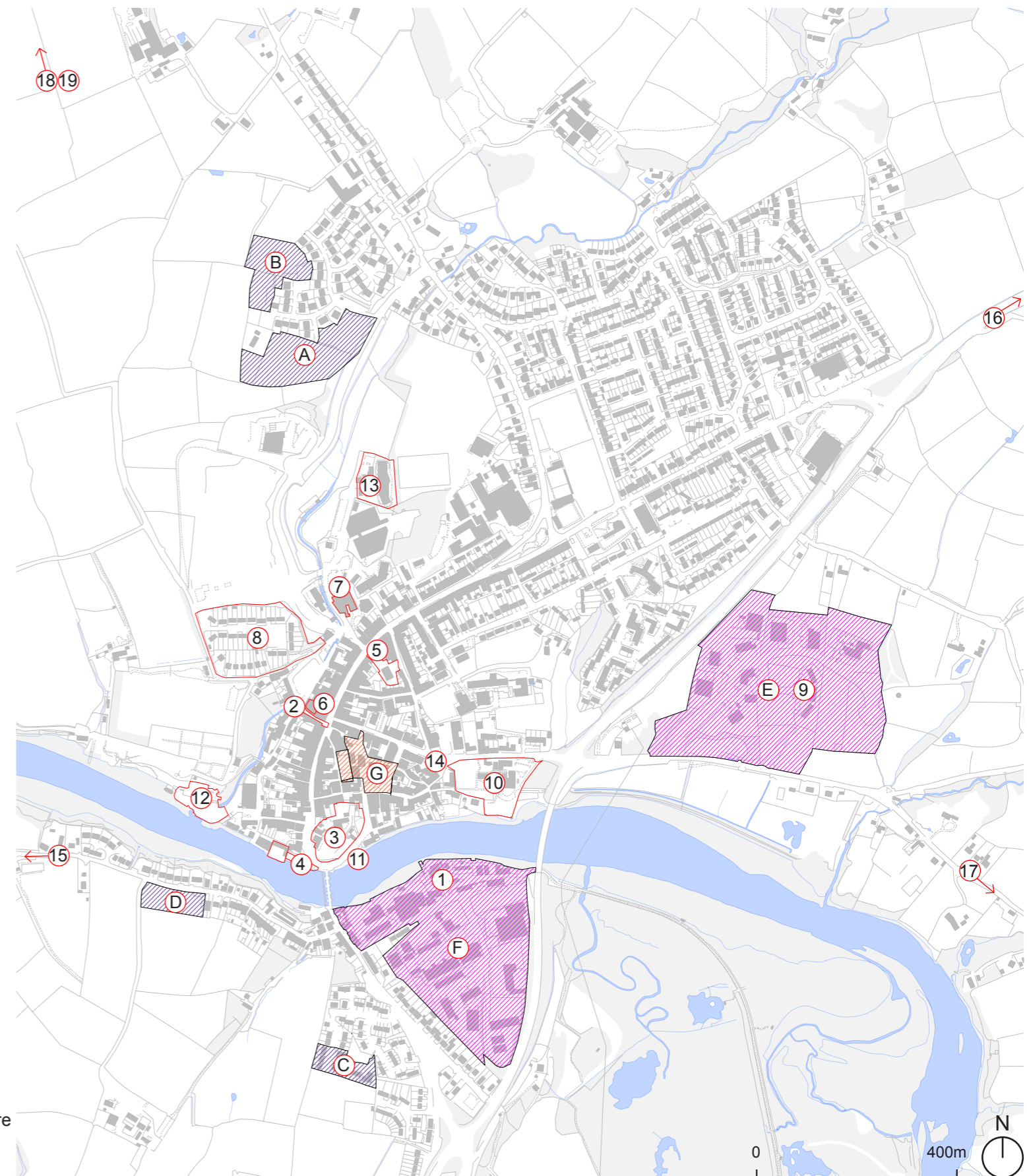
1. The Pentood Riverside Mixed use development opportunity
2. College Row Improvements to paving
3. Cardigan Castle Historic asset
4. Prince Charles Quay Improved access/connections
5. The Old Surgery Parking and amenity space
6. Guildhall Market Historic asset
7. Mwlidan Theatre Cultural asset
8. Bron y Dre Active travel connections
9. Parc Teifi Expansion of business park
10. Memorial Hospital Site Redevelopment to include new uses
11. The Strand Flood defences and improvements
12. Quay Street Car Park Improved river access
13. Maes Mwlidan Extra Care Improved links to the care home

14. Finch's Square Bus Station Improvements
 15. St Dogmaels Complete active travelling routes to neighbouring village
 16. Penparc Improved links to neighbouring village
 17. Lechryd Improved links to neighbouring village
 18. Gwbert Improved links to neighbouring village
 19. Patch Improved facilities/links
- Local Development Plan allocated sites
- A. Land at Steepside Farm, Gwbert Rd, Cardigan - H0201
 - B. Land at Steepside Farm, Gwbert Rd, Cardigan - H0202
 - C. Pentop Fields, Cardigan - H0203
 - D. Land adj to Roby Villa, Spring Gardens, St Dogmaels - H0204
- Employment Allocations
- E. Parc Teifi - E0201
 - F. Pentood Industrial Estate - E0202
- Mixed Use Allocations
- G. Pwll-hai - M0201

Housing Allocations

Place Plan Themes

- Well-being
- Placemaking
- Heritage & Culture
- Economy
- Environment



Cardigan Place Plan

