



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 Tregaron 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 Tregaron 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 Tregaron

A town focused on sport, leisure, and recreational experiences within the surrounding landscape.



Location map

Tregaron 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 Tregaron and the local community. It focuses on enhancing what currently works well and highlights the potential for improvement.

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

### 1.2 Summary

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

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

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

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

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

### 1.3 Methodology

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

### 1.4 Engagement

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

### 1.5 Process

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

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

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

- Evidence-based using the information we have collated;
- Communicate what stakeholders have said in consultations;
- Celebrate existing physical and social assets and opportunities;
- Identify priorities for next steps;
- Identify common themes and interests to help develop the resources and commitments required to execute;
- Incorporate placemaking principles to create high quality development and public spaces that promote people’s prosperity, health, happiness and well-being.



Engagement and site photos

1. Identifying potential key regenerative interventions during stakeholder workshop.
2. Entrance to the livestock mart.





CARLING

BUNNY HILL INN

DAN'I SANG  
Cludfwyd  
CHINESE  
Take-Away  
01974  
298999

Canal  
Llanelli Park  
Stellan  
Llanelli  
4.485

O14Wales  
Dial Area Centre  
1679  
1929

Fish & Chips





# Regeneration Strategy

## 2. Regional Context

### 2.1 Ceredigion

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

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

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

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

Ceredigion is considered a centre of Welsh culture by many and 43.5% of the population can speak Welsh according to the 2021 census. The town of Lampeter also houses the oldest degree awarding institution in Wales, now the University of Wales Trinity Saint David.



1



2

Ceredigion landscapes

1. Llandysul mountains
2. Aberystwyth seas



# Regeneration Strategy

## 2. Regional Context

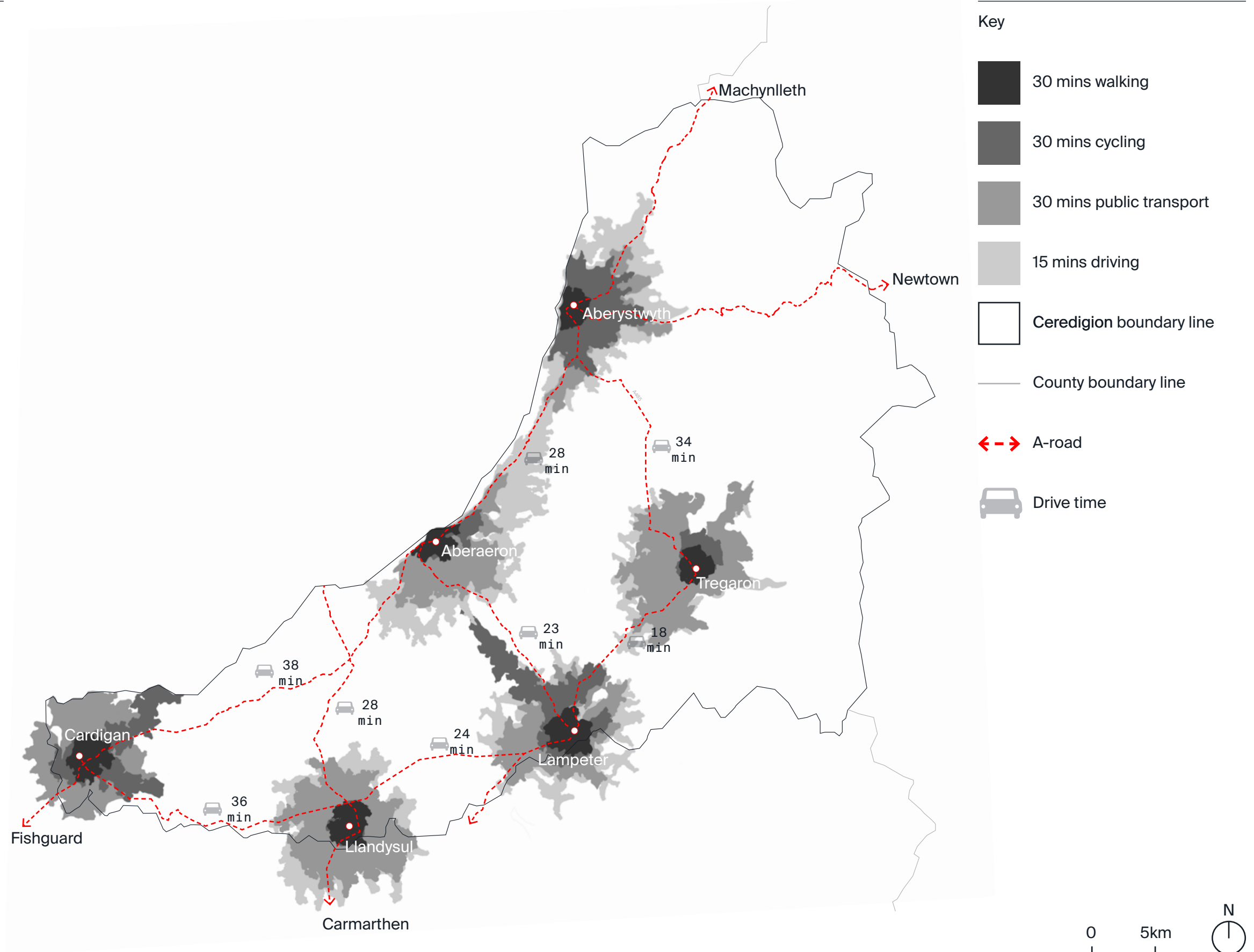
### 2.2 Rural towns

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

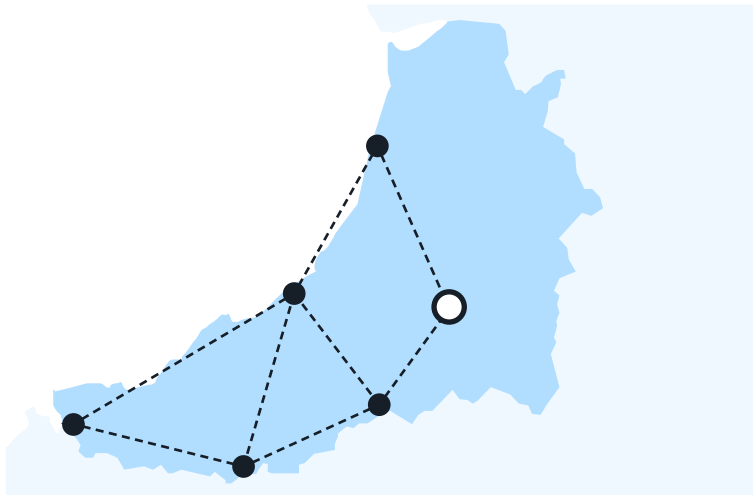
Ceredigion's size and location within its national context means that there are several challenges for its growing economy. Nonetheless, Ceredigion's strategic position provides a number of opportunities to change, grow and adapt to a sustainable and vibrant economic future.

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 Tregaron.

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



### Connectivity

Connect businesses and communities

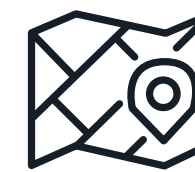
- Improve road network
- Improve public transport provision in Ceredigion
- Support and promote active travel
- Decarbonise transport
- Promote an integrated transport network for rural communities
- Enhance electricity grid network
- Decarbonise energy network
- Explore hydrogen economy potential
-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



### 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



### Place

Promote Ceredigion as a place to live, work and visit

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







# Regeneration Strategy

## 3. Background

### 3.1 Local context

The 'Local Development Plan (LDP)', a strategy setting out proposals and policies for the future use of local land, identifies Tregaron as an Urban Service Centre, cementing its place as a settlement of regional importance within Ceredigion. Although Tregaron only has three Linked Settlements, it caters to an extensive rural community - encompassing hamlets and farmsteads. Tregaron has a range of public and private sector employment opportunities and hosts a range of institutions and facilities including Tregaron Community Hospital, Bryntirion care home, Red Kite Centre and Museum, Ysgol Henry Richard (ages 3-16), Rhiannon Welsh Gold Centre, a small industrial estate, as well as numerous other businesses and retail outlets. Additionally, Tregaron played host to the 2022 National Eisteddfod.

Tregaron is situated at the foot of the Cambrian Mountains, which lie to the east. Cors Caron, a raised peat bog, is located to the north. It is a well-established settlement, and has been a centre for trade and industry for centuries.

To support Tregaron's regional role, the service centre was allocated a housing growth figure of 102 units in the current Local Development Plan (LDP). However, housing delivery has been slower than the LDP trajectory expected, as is true for all Urban Service Centres across Ceredigion.

Tregaron town centre provides a range of small independent local businesses as well as food and beverage establishments. However, the loss of banks and a number of larger retailers has highlighted the need for more independent local businesses to cater for residents and tourists. As the venue for the 2022 National Eisteddfod, Tregaron may see the benefit of return tourism over the coming years.

### 3.2 Heritage

The historic market town of Tregaron received its royal charter in 1292. Tregaron's built form exemplifies nineteenth century Welsh non-conformism comprising vernacular and tight street patterns.

A Conservation Area encompasses the oldest part of the town, within which a total of seven listed buildings are located including the Talbot Hotel and St. Caron's Church.

Tregaron has a strong Welsh cultural heritage linked to agricultural activity in and around the Cambrian Mountains.



Cambrian Mountains

Characterised by exposed upland plateau and broad river valleys.



# Regeneration Strategy

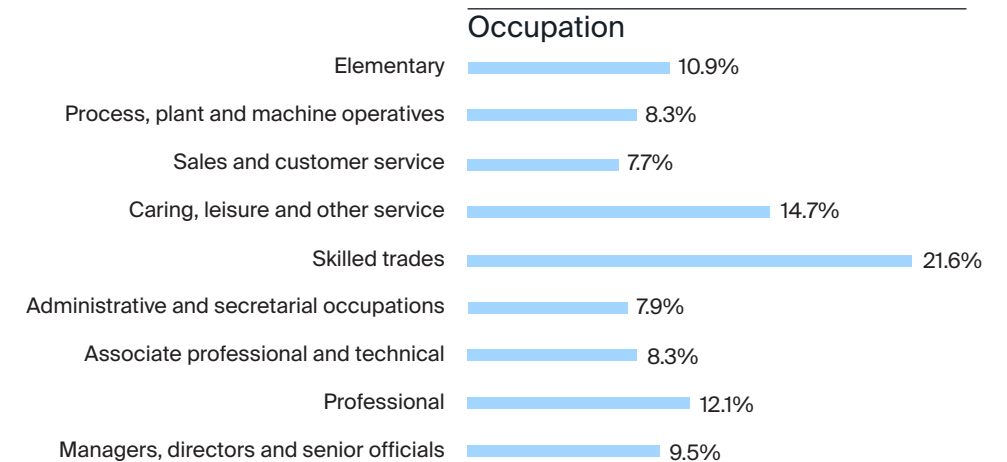
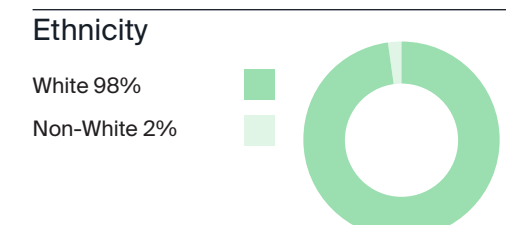
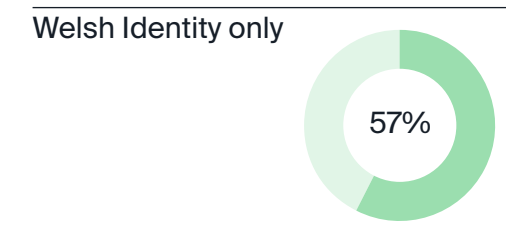
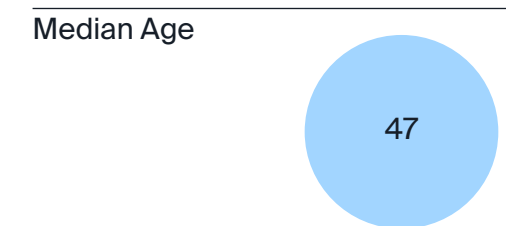
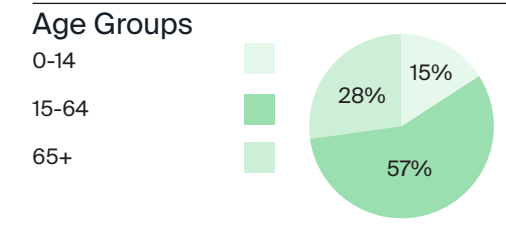
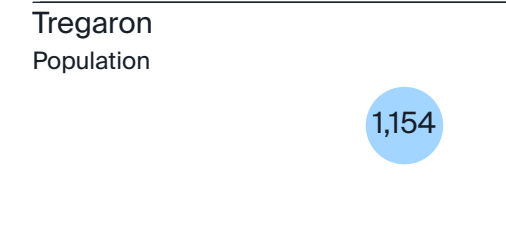
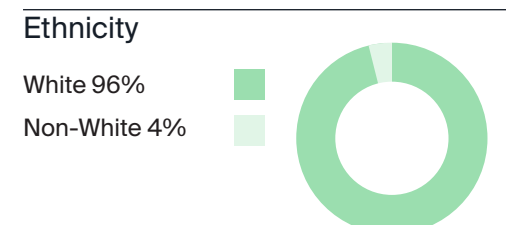
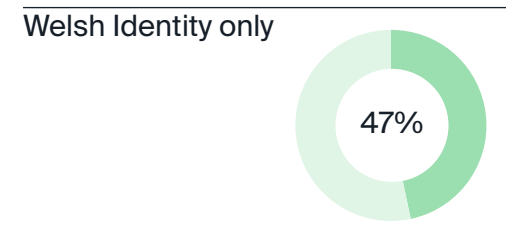
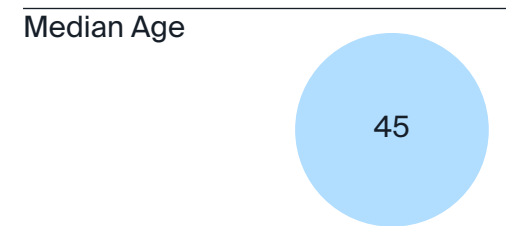
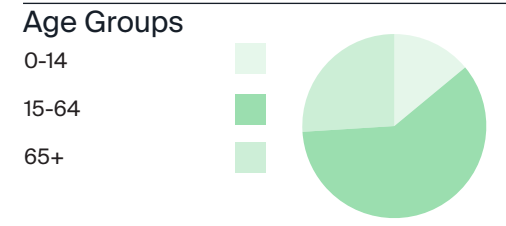
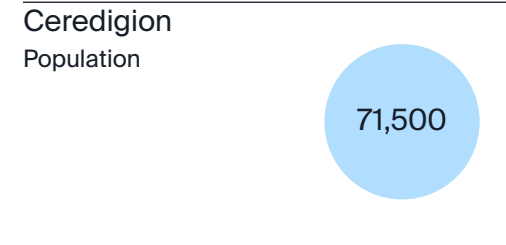
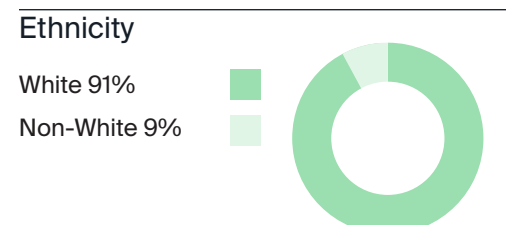
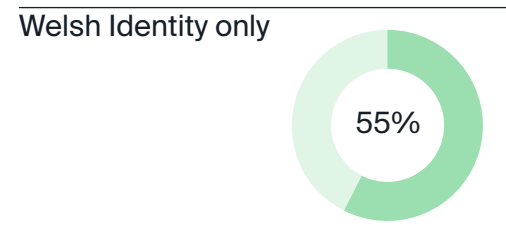
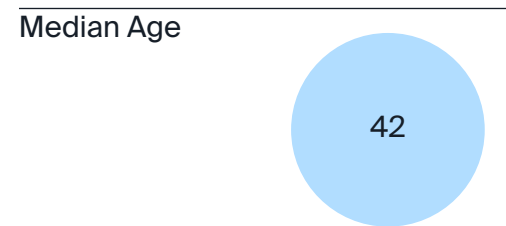
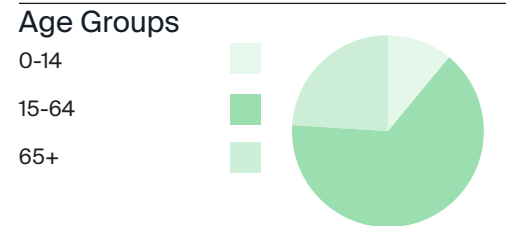
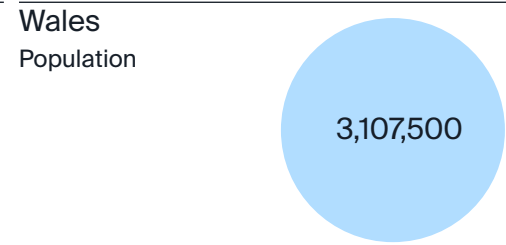
## 3. Background

### 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 765, Tregaron 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. According to the 2021 census, Tregaron has a population of 1,154 compared to 1,213 from the 2011 census.

Tregaron Town Ward returned one of the highest percentages of Welsh-speakers in the 2021 Census (65%) alongside Aberaeron. This is a 3.3% decline since the 2011 Census (68.3%).



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 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.



Future Wales – The National Plan 2040

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



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.



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 and Places
- National Lottery Heritage Fund and 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



A485 entering town centre

Main route from Aberystwyth to Tregaron

### 3.5.2 Private sector philanthropic sources

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

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

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

### 3.5.3 Social value

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

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

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

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



# Regeneration Strategy

## 3. Background

### 3.6 Core themes

Each town's regeneration strategy identifies a common set of cross-cutting themes, outlined opposite, that reflect Ceredigion's economic strategy, 'Boosting Ceredigion's Economy - A Strategy for Action 2020-35', drivers - People, Place, Enterprise and Connectivity. Together, these core themes act as the foundation for sustainable places. Proposed targeted interventions, which fall under one or more of these themes, similarly link to national and local policy as part of their key aims and objectives.

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



#### Active Travel

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



#### Environment

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



#### Placemaking

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



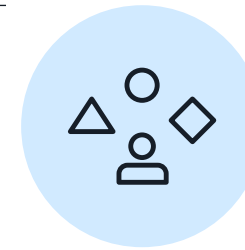
#### Business

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



#### Health

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



#### Skills

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



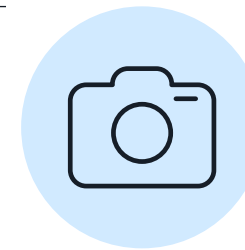
#### Character

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



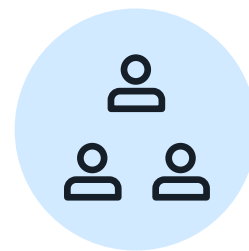
#### High street

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



#### Tourism

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



#### Community

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



#### Landscape

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



#### Travel & Transport

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



#### Destination

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



#### Learning

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



#### Well-being

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



# 2035 Tregaron

A town focused on sport, leisure, and recreational experiences within the surrounding landscape.





# Regeneration Strategy

## 4. Town Regeneration

### 4.1 Vision

Situated at the foot of the Cambrian Mountains, Tregaron's surrounding landscape consists of exposed upland plateau and river valleys, providing opportunities to improve health and well-being through the expansion of existing walking and cycling trails and increased leisure and recreation provision.

The town has a very meaningful, and visible agriculture heritage which is demonstrated by the priorities and emphasis of the local town council, and was celebrated as part of the 2022 National Eisteddfod. Rural Welsh culture, language, and learning are understandably very important themes, which should be seen as strengths and opportunities to respond to through careful town centre regeneration.

To date, the development of the town has focused around the River Brennig, along Chapel Street and Station Road. The existing Market Square, adjacent to Memorial Hall and The Talbot, provides a point of destination and orientation with viable access to town services, high street retail, and community facilities. This set of interconnected relationships is integral to long term regeneration. There is clearly potential to develop this network further with key connections into the surrounding landscape, offering a gateway to explore the Cambrian Mountains for local residents and visitors to enjoy. The regeneration strategy therefore provides a set of long-term placemaking opportunities which help set the foundations for justifiable growth and sustainable economic activity.

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, and;
- A unique Welsh welcome.



- ① Ysgol Henry Richard
- ② Leisure Centre
- ③ Livestock Mart
- ④ Play Area

### Regeneration vision

Key areas addressed within the regeneration strategy.



# Regeneration Strategy

## 4. Town Regeneration

### 4.2 Stakeholder feedback

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

Stakeholders were invited to respond to the following topics:

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

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

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



### Stakeholder engagement

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

Vision  
"Independent businesses"

Vision  
"Traditional feel remains - retain the agricultural economy"



Economic  
"Education provision for 16 year olds and older, opportunity to specialise in agricultural education"



Intervention  
"Identify a niche and build upon this strategy"

Intervention  
"Extend Ystwyth trail into town centre, enhancing both tourism and community well-being"

Economic  
"Support for young people"

Intervention  
"Invest in infrastructure for outdoor pursuits eg. a hostel rather than a hotel, boot wash beside a front door"

Vision  
"A place to raise a family"



# 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

Tregaron has a small, compact town centre comprising a mixture of small independent retailers, food and beverage establishments, and other community amenities. A cluster of industrial units is situated in the west. There are opportunities for further economic development arising from small scale developments, rationalisation of existing building uses, and the delivery of a mixed-use allocated site to the east of the town.

Surface water and small watercourse flooding is a constraint; a flood zone runs in an arch from the south of the settlement to the west, affecting the town centre around the River Breninig. Flooding significantly impacts travel routes. Natural Resource Wales (NRW) have carried out a number of works on the river, including improvements to flood defences of existing properties. Recent regulations addressing the level of phosphates within the riverine Special Areas of Conservation (SAC) catchments will impact the delivery of housing and other development in the short to medium term.

The LDP Settlement Statement, a statutory plan which sets out policies and specific proposals for the development and use of land in Ceredigion, highlights the following areas which need to be addressed:

- Routes and connections
- General promotion
- Ystwyth trail

Consequently, entrance routes, town centre connections, and the redevelopment of vacant sites are the rational focus areas for the regeneration strategy.



### Key sites

There are a number of planning constraints within Tregaron, including flooding, routes and connections, vacancy rates.



# Regeneration Strategy

## 4. Town Regeneration

### 4.3.2 Community assets

Health and well-being must be considered in respect to both residents and visitors. Tregaron is home to community assets across a range of sectors:

- Leisure
- Education
- Healthcare
- Tourism
- Agriculture
- Recreation

Tregaron's community-run leisure centre, situated on Station Road, offers facilities including squash courts, gym, changing rooms, and sports hall. Previously, Tregaron also had a community-run swimming pool located at Ysgol Henry Richard, a welsh-medium 3-16 year old school.

Tregaron Memorial Hall is situated on Tregaron Square, which is available for community and individual use. The provision of this space is a valuable asset within the local community enabling events and activities to happen throughout the year. One Post Office, located within the Spar convenience store, serves the town.

In terms of health care provision, Tregaron is home to Tregaron Community Hospital, situated to the south of the town centre. An integrated health centre, known as 'Cylch Caron', has been proposed as a replacement for the hospital. Additionally, there is Bryntirion Care Home, operated by the Local Authority. Only four sheltered accommodation properties are available in Tregaron, located behind Chapel St and managed by Tai Ceredigion.

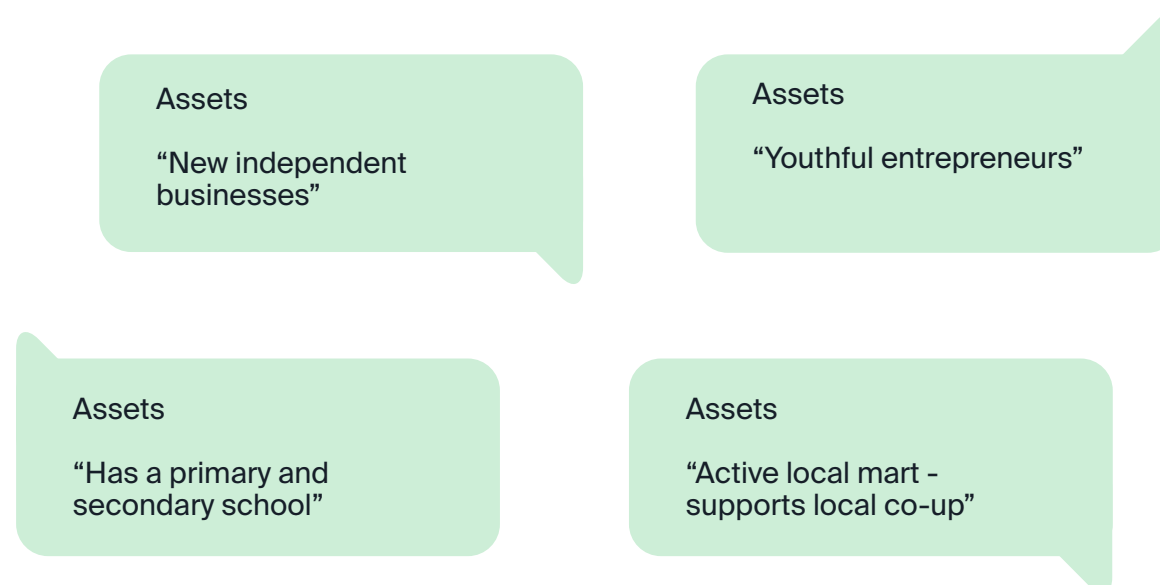
Regarding attractors, the Red Kite Centre and Museum highlights information about the Red Kite, local wildlife and village history. Whilst the centre attracts visitors throughout the year, it would benefit from additional promotion.

Additionally, Tregaron is one of the few towns that still have their livestock market. Even though this trade is not as busy as past years, it is an important cultural asset to the town. Whilst it may have economic value, the visitor numbers it draws in is its greatest asset.

Adjacent to the livestock market is an open green space which provides a large play area for sport. This area is essential to the well-being and play opportunities of residents and families and its green space status should be protected.



Town assets



Community assets

1. Current access to leisure centre
2. Green space



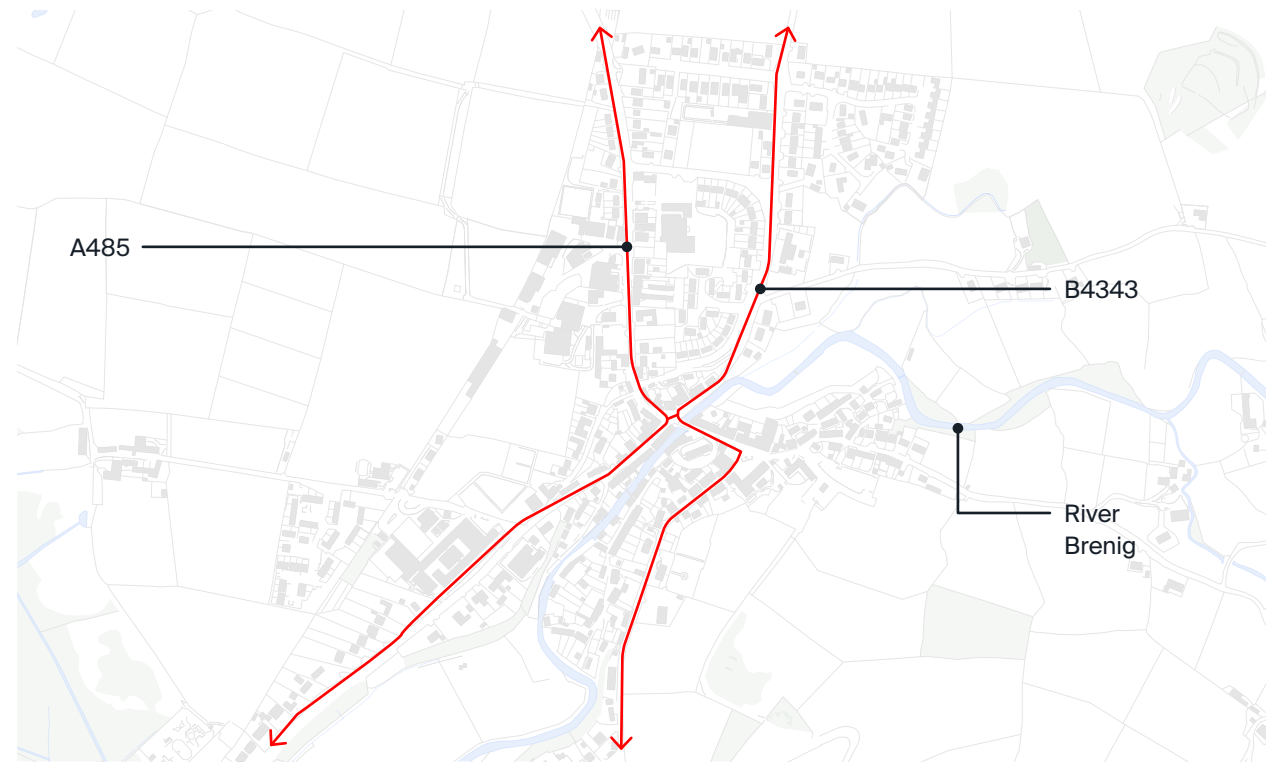
# Regeneration Strategy

## 4. Town Regeneration

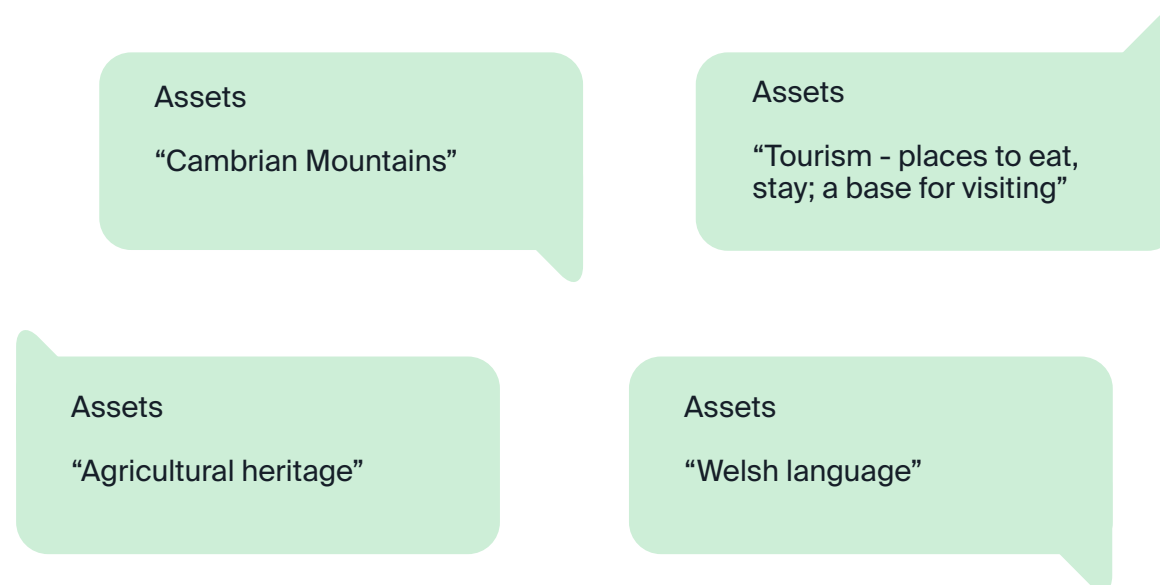
### 4.3.3 Key routes through town

Situated in the upper Teifi Valley, historically, Tregaron was a strategic point for drover's routes over the Cambrian Mountains. A key stop on these routes, Tregaron held numerous fairs and livestock markets. Today, Tregaron remains centred around the convergence of these key routes and the tradition continues with livestock auctions twice weekly.

The town is centred on the intersection of Chapel Street and Station Road. East of the river lies the town square, historically a gathering place for markets, and the mediaeval St Caron's church. The town hall, memorial Hall, and Y Talbot, historically a drover's inn, are situated adjacent to the town square. Secondary development aligns the west bank of the River Brenig.



Key entrance routes



Community assets

1. Entering the town centre on Station Road
2. View from bridge over the River Brenig at the convergence of key entrance routes



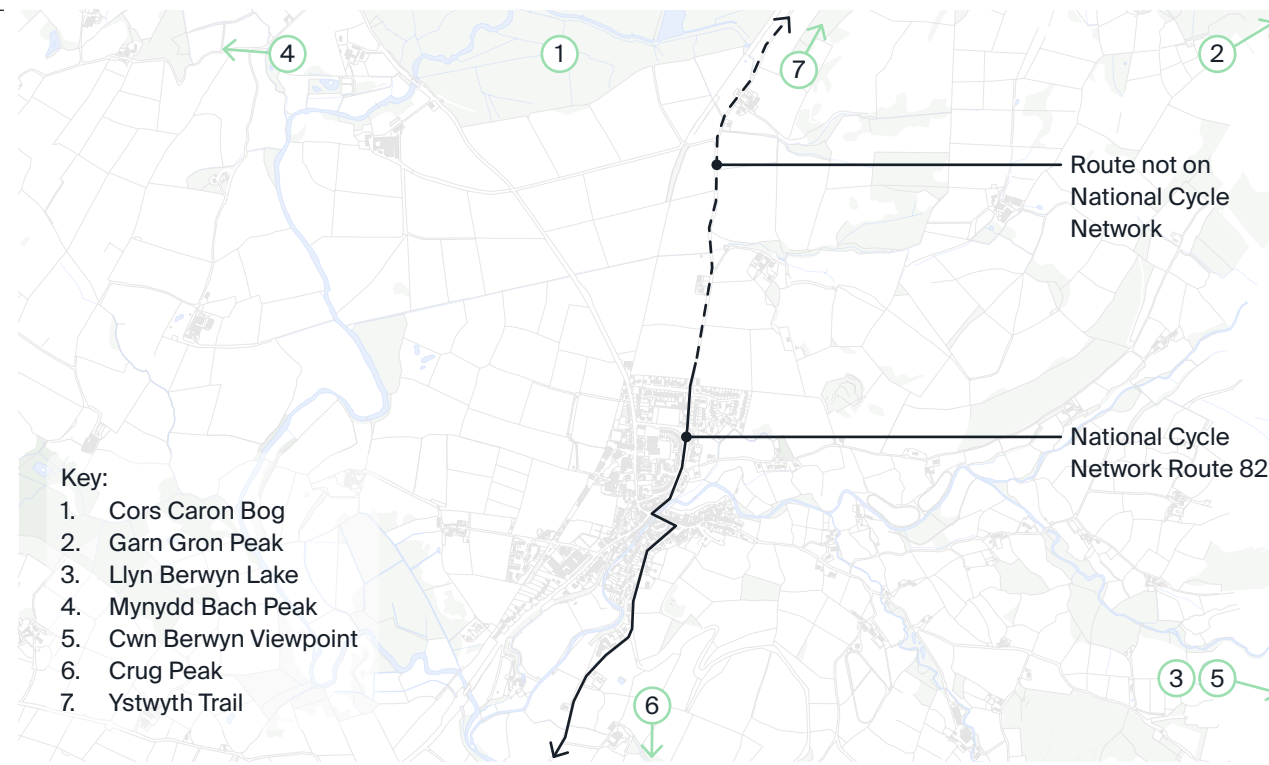
# Regeneration Strategy

## 4. Town Regeneration

### 4.3.4 Sustainable travel and access

Health and well-being are key priorities at regional and national level as outlined in the Ceredigion Local Well-being Plan 2018-2023' and the 'Well-being of Future Generations (Wales) At 2015' respectively.

There are a number of walking and cycling routes in the natural landscape around the town centre. Currently, the Ystwyth trail falls short of Tregaron town centre by two miles. Opportunity exists to improve and develop pedestrian and cycling links between the town centre and the surrounding landscape, namely Cors Caron nature reserve and the Cambrian Mountains.



Pedestrian access to surrounding points of interest within the landscape. A non-cycle network road stretches 2 miles before reaching the Ystwyth Trail, a traffic-free route on the national cycle network.



### Natural assets

1. Cors Fochno bog
2. Cambrian Mountains



# Regeneration Strategy

## 4. Town Regeneration

### 4.4 Economic impact and social value

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

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

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

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

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

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

#### Objectives

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

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

### Economic Impact Indicator

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

	Low EI (Score 1)	Medium EI (Score 2)	High EI (Score 3)
Job creation	None to min.	Some	Significant
Increase in footfall	None to min.	Some	Significant
Increase in dwell time	Unlikely	Some	Significant
Increase in visitors from outside local area	Unlikely	Some	Significant
Increase land value	Unlikely	Some	Significant
Maximum possible score	5	10	15



Station Road

Approach to the River Brenning and St Caron's church.



# Regeneration Strategy

## 4. Town Regeneration

### 4.5 Regeneration plan

Tregaron'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

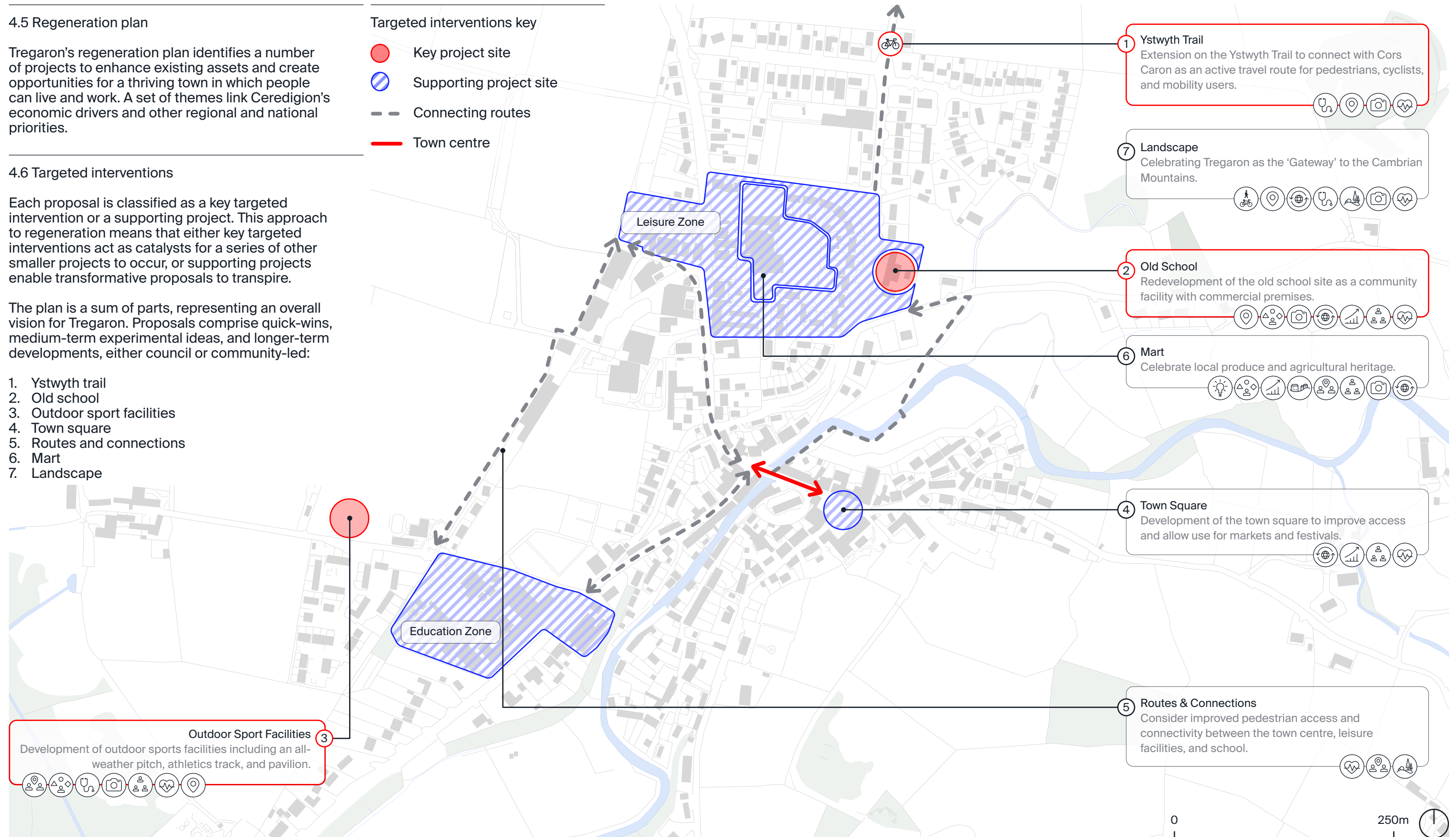
Each proposal is classified as a key targeted intervention or a supporting project. This approach to regeneration means that either key targeted interventions act as catalysts for a series of other smaller projects to occur, or supporting projects enable transformative proposals to transpire.

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

1. Ystwyth trail
2. Old school
3. Outdoor sport facilities
4. Town square
5. Routes and connections
6. Mart
7. Landscape

### Targeted interventions key

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



**1 Ystwyth Trail**  
Extension on the Ystwyth Trail to connect with Cors Caron as an active travel route for pedestrians, cyclists, and mobility users.

**7 Landscape**  
Celebrating Tregaron as the 'Gateway' to the Cambrian Mountains.

**2 Old School**  
Redevelopment of the old school site as a community facility with commercial premises.

**6 Mart**  
Celebrate local produce and agricultural heritage.

**4 Town Square**  
Development of the town square to improve access and allow use for markets and festivals.

**5 Routes & Connections**  
Consider improved pedestrian access and connectivity between the town centre, leisure facilities, and school.














**3 Outdoor Sport Facilities**  
Development of outdoor sports facilities including an all-weather pitch, athletics track, and pavilion.





# Regeneration Strategy









## 4. Town Regeneration

	Summary	Themes	Transformational Foundational	Capital	Revenue	Key Tasks & Costs	Time	Economic Impact	Social Value	RAG Rating	Connectivity	Enterprise	People	Place	Relevant Policy
<b>Key Projects</b>															
<b>1. Ystwyth Trail</b>	<p>Extension on the Ystwyth Trail to connect Cors Caron and Tregaron as an active travel route for pedestrians, cyclists, and mobility users. This is an important connection into the town centre as part of a key regional trail and attraction. This would link to GBI opportunities identified within the Green Infrastructure Strategy.</p> <p>Develop Tregaron as a key cycling destination and landmark on multi-day tours. This could be assisted by a luggage shuttle service or similar.</p>	 Destination  Health  Tourism  Well-being	Foundational - improve amenity and support tourism activity.	Improvements to cycle and pedestrian footpaths in the local area.	<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>£1.2m</p> <ul style="list-style-type: none"> <li>Extension on the Ystwyth Trail to connect Cors Caron and Tregaron as an active travel route for pedestrians, cyclists, and mobility users.</li> <li>Allowance for benches, feature, picnic areas.</li> </ul>	Short-term	10	Medium		✓		✓	✓	<p>Potential sources of funding could include:</p> <p>Welsh Government Active Travel Fund</p> <p>Welsh Government/Visit Wales: Wales Tourism Investment Fund</p> <p>Welsh Government Brilliant Basics Fund</p>
<b>2. Old School</b>	<p>Redevelopment of the old school site as a community facility with commercial premises and mixed-use options.</p> <ul style="list-style-type: none"> <li>The proposal focuses on leisure and amenity, with the potential to include;</li> <li>Community farm shop</li> <li>Cafe linked to 'Field to Fork' programme (See no. 5)</li> <li>Tourism information including details on the Ystwyth Trail, Cors Caron, and Cambrian Mountains.</li> <li>Bike hire, maintenance, and shop</li> <li>WC and changing facilities</li> <li>Changing places (larger accessible toilets with equipment such as hoists, curtains, large changing benches, and space for carers).</li> <li>Health and wellbeing facilities</li> <li>Parking and electrical car charging facilities</li> </ul> <p>Explore the feasibility of affordable housing on part of the site where possible subject to constraints.</p>	 Business  Community  Destination  Environment  Skills  Tourism  Well-being	<p>Foundational - enabling economic activity and business development.</p> <p>Potential for small scale tourism and leisure businesses to develop premises.</p> <p>Opportunities for job creation, enterprise, and business.</p>	<p>Refurbishment and redevelopment of the former school building.</p> <p>Landscape improvements.</p> <p>Community facility.</p> <p>Project support for mixed-use development on the site.</p> <p>Potential for longer-term affordable housing proposal on part of the site.</p>	<p>Venue hire for leisure and business activities.</p> <p>Rental from business units, office, and workshop space.</p> <p>Community produces and growing.</p> <p>Affordable housing.</p> <p>Fees associated with Planning, s106 and CIL agreements for supporting infrastructure and base services.</p>	<p>£4.0m</p> <ul style="list-style-type: none"> <li>Demolition of existing buildings.</li> <li>Community farm shop</li> <li>Bike hire shop.</li> <li>Café</li> <li>Health and wellbeing facility.</li> <li>Allowance for car park.</li> <li>Allowance for landscaping.</li> <li>Allowance for affordable housing project feasibility.</li> </ul>	Medium-term	15	High		✓	✓	✓	✓	<p>Potential sources of funding could include:</p> <p>Welsh Government Community Facilities Programme</p> <p>Welsh Government/Visit Wales: Wales Tourism Investment Fund</p> <p>Welsh Government Brilliant Basics Fund</p> <p>Welsh Government Transforming Towns Placemaking Grant</p> <p>Could be considered as part of the UK Shared Prosperity Fund allocation in Ceredigion as part of Community and Place or Supporting Local Business investment priorities.</p> <p>National Lottery Community Fund: People and Places</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	Relevant Policy
<b>Key Projects</b>															
<b>3. Outdoor Sport Facilities</b>	<p>Development of outdoor sports facilities including an all-weather pitch, athletics track, and pavilion adjacent to Ysgol Henry Richard. This would enhance existing community facilities and support the development of a regional sporting events programme based in Tregaron. Connectivity between the school and leisure centre (see no.5) would assist linking the town's sports provision.</p> <p>This facility could double as an outdoor event space - for cultural festivals or larger outdoor pursuits events hosted by the school or local community.</p> <p>This project would build on the success of local education and recreational facilities, and help develop the town as a destination for sport, leisure, and outdoor recreation.</p>	 Community  Destination  Health  Placemaking  Skills  Tourism  Well-being	<p>Transformational - enabling economic investment and enhancing the town's provision for sport and events programming.</p> <p>Opportunities for job creation, and potential for leisure businesses to develop a base.</p>	<p>Site acquisition and partnership agreement with Ysgol Henry Richard.</p> <p>Establish outdoor sports facilities and venue.</p>	<p>Increase revenue from sport and leisure centre facilities.</p> <p>Venue hire for leisure and business activities.</p> <p>Income from seasonal events.</p> <p>Development of sports clubs, societies, and training schemes.</p> <p>Increase in footfall into the town and associated secondary spend.</p> <p>Membership, tickets, and permits for local clubs and associations.</p>	<p>£2.4m</p> <ul style="list-style-type: none"> <li>Allowance for athletics track and internal all-weather pitch.</li> <li>Allowance for refurbishment upgrades of existing pavilion/changing rooms.</li> <li>Allowance for landscaping and external services.</li> </ul>	Medium-term	10	High		✓		✓	✓	<p>Potential sources of funding could include:</p> <p>Welsh Government Community Facilities Programme</p> <p>Welsh Government Transforming Towns Placemaking Grant</p>





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Hospital  
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Ysbyty  
Hospital



# Regeneration Strategy









## 4. Town Regeneration

	Summary	Themes	Transformational Foundational	Capital	Revenue	Key Tasks & Costs	Time	Economic Impact	Social Value	RAG Rating	Connectivity	Enterprise	People	Place	Relevant Policy
<b>Supporting Projects</b>															
<b>4. Town Square</b>	<p>Test temporary pedestrianisation of Tregaron Market Square to improve access and amenity during peak seasonal activities. This would allow the square to be used for events, festivals, markets, and other interventions.</p> <p>Improve visibility and provide outdoor spaces for local business, cafes, and shops. This links with GBI network improvements, including developing a connection to the Brenning River corridor and potential orchards and picnic areas.</p>	 Business  Community  Environment  Well-being	Transformational - programmes of infrastructure change linked to Green Infrastructure Strategy. Enabling economic activity and enhancing the town's character.	Site management and coordination.  Landscape improvements.  Markets, and pop-ups.	Increase High Street footfall, dwell time, and spent at local shops/retail.  Income for markets and events.	£2.0m <ul style="list-style-type: none"> <li>New hardstanding for peak seasonal activities and local businesses.</li> <li>Break-out / street stall areas including electric supply.</li> <li>Market pop ups.</li> <li>Planting, feature lighting, street furniture.</li> <li>Connecting to the Brenning river corridor.</li> </ul>	Medium-term	12	Medium		✓	✓	✓	Welsh Government Transforming Towns Placemaking Grant	
<b>5. Routes &amp; Connections</b>	<p>Consider improved pedestrian access and connectivity between the town centre, leisure facilities, and school.</p> <p>This should include a series of local route connections which also acknowledge and address access in and around the river.</p>	 Landscape  Placemaking  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.	£2.2m <ul style="list-style-type: none"> <li>Improved pedestrian access and connectivity between the town centre, leisure facilities, school, and river. Including allowance for benches, features etc.</li> </ul>	Medium-term	6	Medium		✓	✓	✓	Welsh Government Active Travel Fund	
<b>6. Mart</b>	<p>Investment in the current Mart to celebrate local produce and agricultural heritage. This would enhance facilities and sustain long-term use of the site as a key town asset and landmark.</p> <p>Develop 'Field to Fork' initiative within the town which celebrates agricultural heritage and builds on existing successes. Align projects with the development of the adjacent old school site in order to establish a platform to sell local produce and regional artisan goods - community farm shop or similar (see no. 2).</p> <p>This project could align with agricultural education and learning opportunities which build on the significance of land management and farming across the wider region.</p>	 Business  Character  Community  Environment  Learning  Placemaking  Skills  Tourism	Foundational - enabling capital investment projects and supporting economic activity.	Improve linkages between existing assets in the public realm.  Project support for Delivery and partnership working.	Potential skills training, volunteering and employment opportunities.  Raise awareness of agriculture and local destinations.  Improve linkages between businesses, education, and community initiatives.	£240k <ul style="list-style-type: none"> <li>Feasibility study on the mart</li> </ul>	Short-term	9	Medium		✓	✓	✓	National Lottery Heritage Fund: Main Grants	



# Regeneration Strategy

## 4. Town Regeneration

	Summary	Themes	Transformational Foundational	Capital	Revenue	Key Tasks & Costs	Time	Economic Impact	Social Value	RAG Rating	Connectivity	Enterprise	People	Place	Relevant Policy
<b>Supporting Projects</b>															
<b>7. Landscape</b>	<p>Celebrating the natural beauty of Tregaron and the local area, as the 'Gateway' to the Cambrian Mountains. This needs to be supported with investment in green infrastructure and connection to the landscape. Better access to the wider countryside would benefit the town - particularly with open access land at the Cambrian Mountains.</p> <p>Projects to increase footpaths, establish designated cycle routes, and introduce dynamic wayfinding should be developed in line with the town's vision. This could include funding for a series of guides and other published information.</p>	 Active Travel  Destination  Environment  Health  Landscape  Tourism  Well-being	<p>Foundational - improve amenity and support tourism activity. Enabling economic activity and raising awareness through guidebooks and information.</p>	<p>Pathways, infrastructure, and civils,</p> <p>Landscape improvements linked to the Cambrian Mountains.</p> <p>Establish outdoor venues/spaces for seasonal events and activities.</p> <p>Improvements to cycle and pedestrian footpaths around the local area.</p>	<p>Income from events and activities.</p> <p>Increase in footfall and secondary spend as destination profile develops.</p> <p>Income for car parking and local charges.</p> <p>Income from guidebooks and associated publications.</p>	<p>£240k</p> <ul style="list-style-type: none"> <li>Feasibility study on landscape</li> </ul>	Medium-term	8	Medium		✓	✓	✓	✓	<p>Welsh Government Active Travel Fund</p> <p>Welsh Government/Visit Wales: Wales Tourism Investment Fund</p> <p>Welsh Government Brilliant Basics Fund</p>





Ysbyty Tregaron  
Tregaron Hospital



Bwrdd Iechyd  
Hysgol Ddiol  
Health Board

# Ysbyty Tregaron Tregaron Hospital



Bwrdd Iechyd Prifysgol  
Hysgol Ddiol  
Health Board

## Parcio i gleifion ac ymwelwyr Parking for patients & visitors



# 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. Ystwyth Trail
2. Old school
3. Outdoor sport facilities

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



#### 1. Ystwyth Trail

Extension on the Ystwyth Trail to connect Cors Caron and Tregaron as an active travel route for pedestrians, cyclists, and mobility users. This is an important connection into the town centre as part of a key regional trail and attraction. This would link to GBI opportunities identified within the Green Infrastructure Strategy.

Develop Tregaron as a key cycling destination and landmark on multi-day tours. This could be assisted by a luggage shuttle service or similar.



#### 2. Old school

Redevelopment of the old school site as a community facility with commercial premises and mixed-use options.

The proposal focuses on leisure and amenity, with the potential to include:

- Community farm shop
- Cafe linked to 'Field to Fork' programme
- Tourism information including details on the Ystwyth Trail, Cors Caron, and Cambrian Mountains.
- Bike hire, maintenance, and shop
- WC and changing facilities
- Changing Places
- Health and wellbeing facilities
- Parking and electrical car charging facilities

Explore the feasibility of affordable housing on part of the site where possible subject to constraints.



#### 3. Outdoor sport facilities

Development of outdoor sports facilities including an all-weather pitch, athletics track, and pavilion adjacent to Ysgol Henry Richard. This would enhance existing community facilities and support the development of a regional sporting events programme based in Tregaron. Connectivity between the school and leisure centre would assist linking the town's sports provision.

This facility could double as an outdoor event space - for cultural festivals or larger outdoor pursuits events hosted by the school or local community.

This project would build on the success of local education and recreational facilities, and help develop the town as a destination for sport, leisure, and outdoor recreation.



Tregaron

A place to experience the Cambrian Mountains.





# Regeneration Strategy

## 5. Key Projects

### 5.2 Key project: Ystwyth Trail



- Destination
- Health
- Tourism
- Well-being

#### 5.2.1 Vision

Promoting health, well-being and tourism through the improvements to Tregaron's principle walking and cycling trail.

#### 5.2.2 Description

The Ystwyth Trail, a 32.1km footpath and cycle route forming part of the National Cycle Route NCN82, runs from Aberystwyth to Tregaron along old railway lines. The trail currently falls short of the town centre, ending at Cors Caron nature reserve. The project would prioritise connections between the town centre and surrounding natural assets. Extending the Ystwyth Trail, to connect Cors Caron and the town centre, would help establish Tregaron as a destination as well as offering tourism, leisure, health, well-being, and recreational benefits.

Additionally, Tregaron is part of the initiative 'Walkers are Welcome' and holds 'Walkers are Welcome' status. Current right of way paths are limited and disjointed. As part of the development of walking and cycling routes, options for equipment hire and luggage shuttle services should be explored. These improvements would help establish Tregaron as a key destination and landmark on multi-day walking and cycling tours. The project will contribute to local residential amenity, health, and well-being, whilst also providing economic benefits.

#### 5.2.3 Timeline

This proposal comprises a number of capital investment projects, each linked to other project initiatives and investment in local infrastructure taking place over a number of years.

This proposal is reliant on land ownership negotiations and Ystwyth Trail capital investment in the short term. There are a number of other interlinked project initiatives in local infrastructure which may need to take place over a number of years as a result of the trail extension.

#### 5.2.4 Engagement

This project presents an opportunity to bring together key stakeholders to consider how leisure and recreation community offers can be sustained, and connected across Tregaron and the Cambrian Mountains.

#### 5.2.5 Partners

Establishing an open dialogue between private landowners, local community stakeholders, and the local authority would allow a mutually beneficial masterplan and vision to be established. The project has the potential to connect both local interest groups, as outlined above, and national organisations with development aligning with other GBI projects. Charities and organisations such as Sustrans, Ceredigion County Council's highways and environmental services department, and other Active Travel partners could offer insight and guidance on such a scheme.

#### 5.2.6 Economic and social assessment

In relation to economic impact, the Ystwyth Trail project has been scored as follows:

Ystwyth Trail	EI value
Job creation	2
Increase in footfall	2
Increase in dwell time	2
Increase in visitors from outside local area	3
Increase land value	1
<b>Total</b>	<b>10</b>

This foundational project to create a cycling destination has some job creation potential for enabling new businesses connecting with cycling and it could encourage existing visitors to stay longer. It can help to build the profile of the town as a cycling destination which could attract more visitors from outside the county as well as enabling local communities to engage in active travel.



Ystwyth Trail

Links Aberystwyth to Cors Caron, currently falling short of Tregaron town centre by 2 miles.



# Regeneration Strategy

## 5. Key Projects

The Social Value outcomes the work is likely to meet are:

- More people in employment
- More opportunities for local business and MSMEs (Micro, Small and Medium Enterprises)
- Creating a healthier community
- Air Pollution is reduced
- Carbon Emissions are reduced
- Green spaces and biodiversity are protected and enhanced

### 5.2.7 Funding and investment

Given that this is largely an infrastructure project delivering secondary benefits, it will be difficult to identify a wide range of funders. Welsh Government Active Travel Fund and Welsh Government Tourism Investment will most likely form the bulk of the funding that is available.

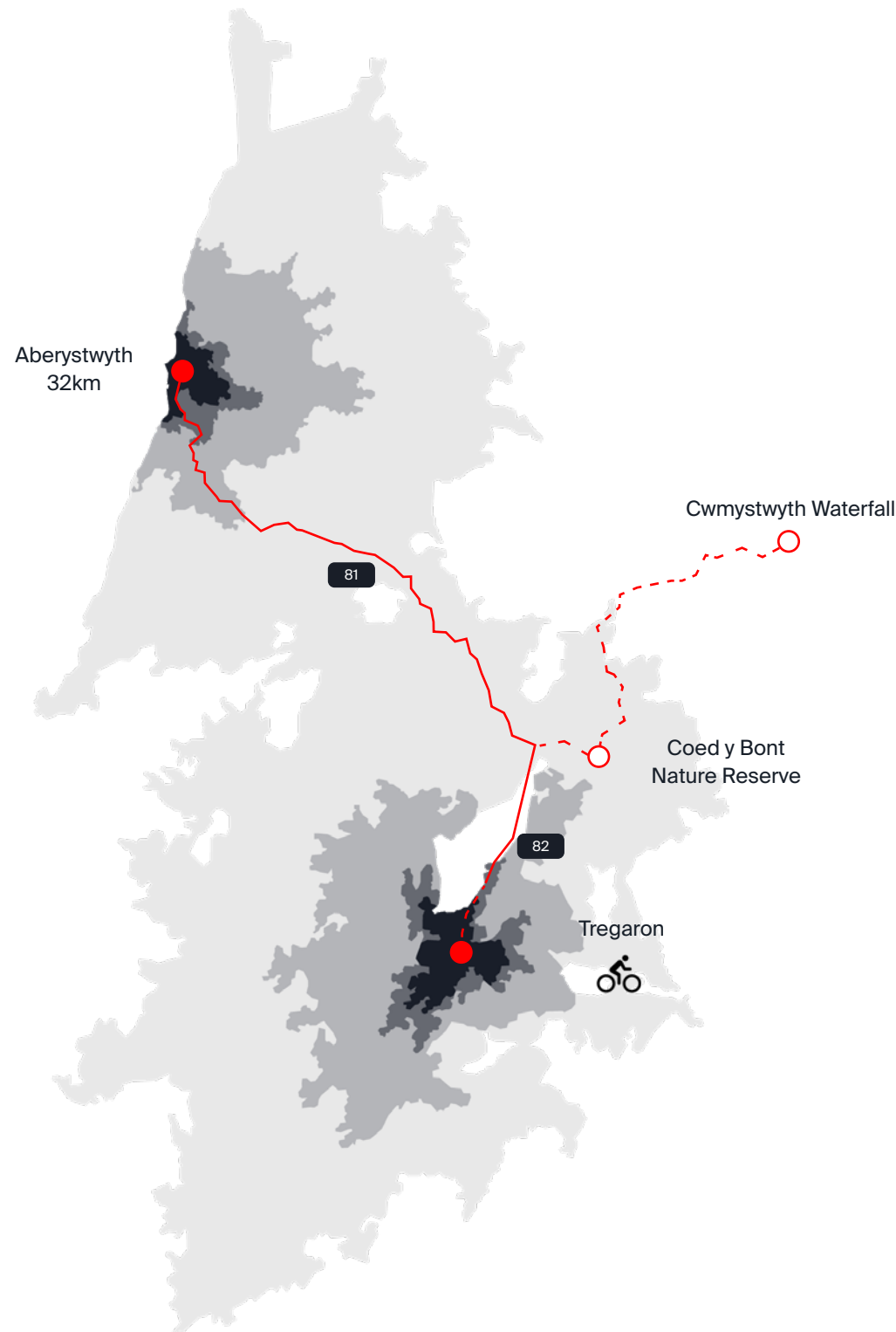
There are some more appealing elements in the project that could attract support for access to nature. Potential sources of funding for these elements could include Welsh Government and National Lottery Heritage Fund: Local Places for Nature as well as potentially meeting the objectives of the NLHF main grants programme but more project development would be needed before we could fully determine eligibility for these funding programmes.

### 5.2.8 Sustainability and resilience

Building on the extension of the Ystwyth trail linking Tregaron and Aberystwyth, the project could utilise the momentum and continue the path to Lampeter and onwards into Carmarthenshire.

Key:

- 10 min
- 15 min
- 30 min
- 60 min



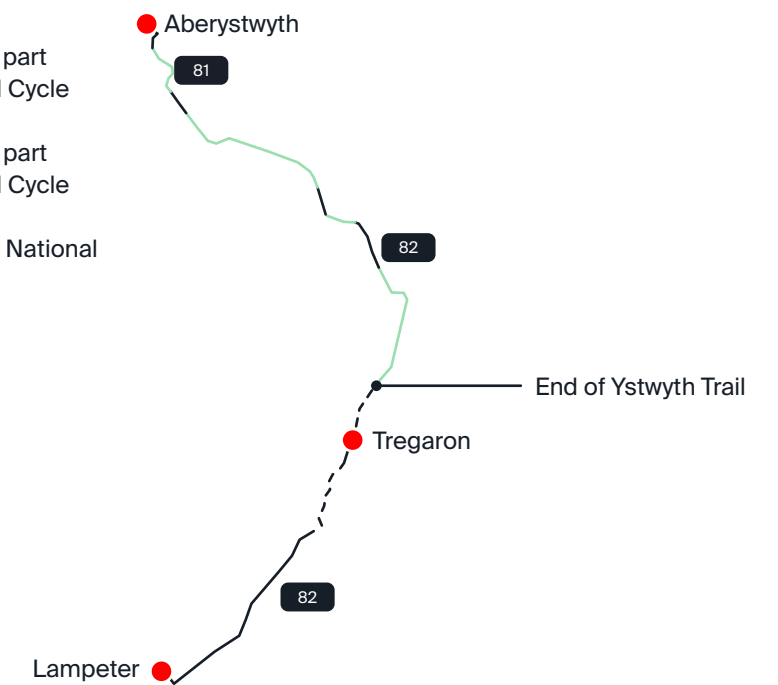
Cycle distances, routes, and destinations



Old railway route

Key:

- On-road route part of the National Cycle Network
- Off-road route part of the National Cycle Network
- - - Not part of the National Cycle Network



19km route from end of Ystwyth Trail to Lampeter



# Regeneration Strategy

## 5. Key Projects



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### Extension of the Ystwyth Trail

Establishing Tregaron as an outdoor destination and base to explore the surrounding landscape. The vision shows a shared user path leading into the town.



# Tregaron

Learning from, and within,  
the environment.





# Regeneration Strategy

## 5. Key Projects

### 5.3 Key project: Former school



- Business
- Community
- Destination
- Environment
- Skills
- Tourism
- Well-being

#### 5.3.1 Vision

Promoting health and well-being through the establishment of a community and visitor leisure hub with space for small-scale enterprise.

#### 5.3.2 Description

The former primary school site presents an opportunity to create a focal point for community enterprise. The redevelopment of the site should be designated for mixed-use and can expand the existing community leisure and recreation offer in the vicinity.

The project aims to build on existing community strengths. There is potential to establish a number of spaces for community use, visitors, and retail. Focusing on leisure and amenity, this site has the potential to include:

- Community farm shop
- Cafe linked to a local 'Field to Fork' programme
- Tourist information including details on the Ystwyth Trail, Cors Caron, and Cambrian Mountains.
- Bike hire, maintenance, and shop
- WC and changing facilities
- Changing places offering accessible welfare facilities
- Community welfare hall and well-being facilities
- Parking and electrical car charging facilities

These developments would help service and facilitate outdoor events and activities, establishing a destination within Tregaron and consequently increasing visitor numbers. An overarching site strategy would focus on improving routes and connections into town and the surrounding natural landscape.

An allowance has also been made for an affordable housing design feasibility study. This type of housing

within Tregaron would contribute to the well-being of residents and improve community cohesion, leading to a resilient multi-generational community.

#### 5.3.3 Timeline

The development of this site, taking place over a number of years, will contribute to the wider vision for the community, tourism, and leisure offer in Tregaron. It will be linked to other proposals at adjacent site including the Mart and Hamdden Caron Leisure.

#### 5.3.4 Engagement

A steering group comprising local stakeholders including sporting clubs, businesses, and school should be brought together alongside the town council and local authority. It could present an opportunity for considering how leisure, enterprise, community, and tourism offers can be sustained and supported through the development of the site.

#### 5.3.5 Partners

The project has the potential to connect both local interest groups and national organisations. Through establishing a targeted steering group, development could be aligned with other GBI schemes and similar organisations while working with the local community to build on these relationships. This would help to ensure that the needs and wants of the community are reflected in the scheme.

#### 5.3.6 Economic and social assessment

In relation to economic impact, the Old School project has been scored as follows:

Old School	EI value
Job creation	3
Increase in footfall	3
Increase in dwell time	3
Increase in visitors from outside local area	3
Increase land value	3
<b>Total</b>	<b>15</b>

This project will have significant potential for increasing economic activity and growth opportunities for SMEs, community groups and voluntary sectors. It will effectively create a new retail area for the town, increasing critical mass for retail and leisure activities and have a positive impact on dwell time and improving the appeal of the town for a



#### Site photos

1. Cambrian Mountains
2. Former primary school



# Regeneration Strategy

## 5. Key Projects

wider range of visitors. Rental income from business units, office, and workshop space will drive economic activity as will venue hire for leisure and business activities.

The Social Value outcomes the work is likely to meet are:

- More people in employment
- More opportunities for local business and MSMEs (Micro, Small and Medium Enterprises)
- Creating a healthier community
- Air Pollution is reduced
- Improving staff wellbeing
- Carbon Emissions are reduced
- More opportunities for the Third Sector and Civil Society Organisations (Voluntary, Community and Social Enterprises)
- More working with the Community
- The Welsh Culture is promoted

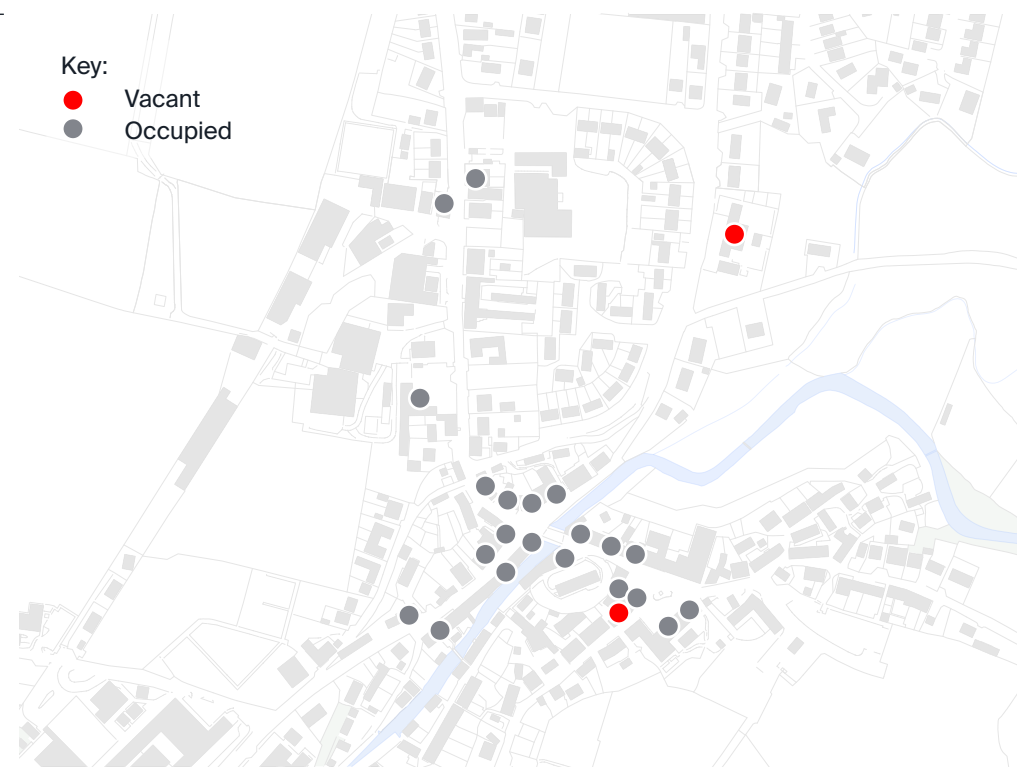
### 5.3.7 Funding and investment

Given the commercial use of the renovated building, there will be a narrow prospect pool for funding. However, the funds that this project could appeal to are potentially quite significant. Potential sources of funding could include Welsh Government Community Facilities Programme if the project is run as a partnership with a community organisation for all or some of the building. If there was significant third sector involvement, then there could also be a chance of some trusts and foundations support for revenue activities once up and running.

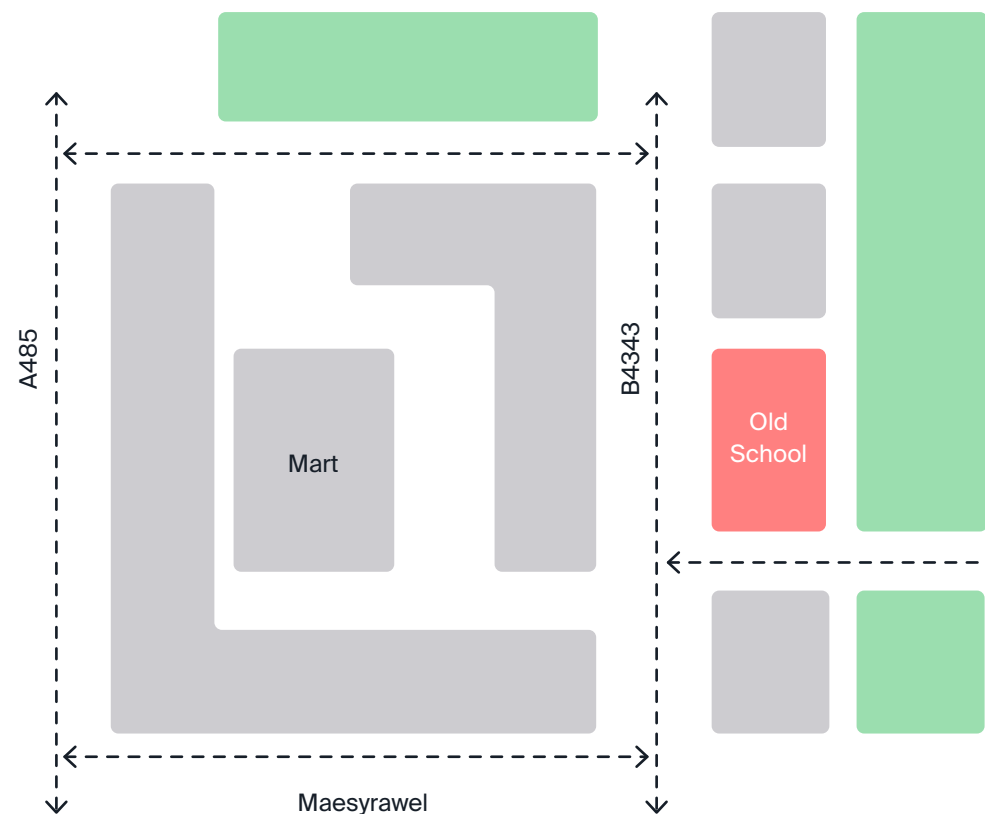
The project could be considered as part of the UK Shared Prosperity Fund allocation in Ceredigion as part of Community of Place or Supporting Local Business investment priorities.

### 5.3.8 Sustainability and resilience

The project has the potential to support the local economy and wider community through its community enterprise and leisure provision over the long-term. The development of core community facilities will link opportunities to support learning skills and business development. Increased out-of-hours use of such facilities would help sustain existing activity across the town and subsequently increase footfall. The project has the potential to become an exemplary model of a leisure and sport offer between community and educational providers.



Commercial occupancy



Vehicular routes



Outdoor hub

The old school site has the potential to act as an access point to the Cambrian Mountains.



# Regeneration Strategy

## 5. Key Projects



### Establishment of a Community Leisure Hub

The vision shows the redevelopment of the old school site as a community facility and visitor leisure hub.



Tregaron

The connection between people and landscape.





# Regeneration Strategy

## 5. Key Projects

### 5.4 Key project: Outdoor sport facilities



- Community
- Destination
- Health
- Placemaking
- Skills
- Tourism
- Well-being

#### 5.4.1 Vision

Expanding the current leisure offer through the development of outdoor sport facilities.

#### 5.4.2 Description

At present, Ceredigion does not have a synthetic athletics track. Those who wish to use one must currently travel outside of the county. The creation of an all-weather athletics track at Ysgol Henry Richard would not only enhance community leisure and recreational facilities, but also act as an attractor for visitors further afield.

This project could act as an outdoor event space, creating the potential for both a cultural and outdoor pursuits regional programme of events to be curated, generating income and stimulating the local economy. The project would enhance the existing education provision, linking with other clubs and local initiatives.

#### 5.4.3 Timeline

This is a medium-term project subject to an outline business case and funding appraisal. It will require commitment from a number of local organisations and charities to champion and build momentum around the vision and promote the benefits. Subsequently, over a number of years a local, regional, and national event and activity programme can be established.

#### 5.4.4 Engagement

Given this project will contribute to the community quite significantly, it appears appropriate to build on the strengths of the existing stakeholders such as the school, local sport clubs, businesses, and residents. Establishing open dialogue and a steering group will help to move the proposal forward and build momentum in collaboration with the local authority.

#### 5.4.5 Partners

The project offers the opportunity to connect local and national stakeholders and organisations. These could include national sports bodies, and local authority educational services.

#### 5.4.6 Economic & social assessment

In relation to economic impact, the Outdoor Sport Facilities project has been scored as follows:

Outdoor Sport Facilities	EI value
Job creation	3
Increase in footfall	2
Increase in dwell time	2
Increase in visitors from outside local area	2
Increase land value	1
<b>Total</b>	<b>10</b>

This creative and strategic project uses the obvious social benefits of sport and leisure to help generate economic activity. The intervention will create a positive improvement for existing businesses and potentially attract new investors wanting to take advantage of the environmental and aesthetic improvements as well as the associated events programme. The investment would also bring indirect benefits for retailers in the wider town as the programme can potentially bring year-round footfall as the sporting season change.

The Social Value outcomes the work is likely to meet are:

- More people in employment
- More opportunities for local business and MSMEs (Micro, Small and Medium Enterprises)
- Creating a healthier community
- Improving staff wellbeing
- Air Pollution is reduced
- Carbon Emissions are reduced
- More opportunities for the Third Sector and Civil Society Organisations (Voluntary, Community and Social Enterprises)
- More working with the Community



1



2



3

Ysgol Henry Richard

1. Current school playing fields
2. Ysgol Henry Richard
3. School drop-off zone and recreation yard



# Regeneration Strategy

## 5. Key Projects

### 5.4.7 Funding and investment

The funding value in the project centres largely on wide-ranging community benefits. Assuming there will be a high level of participation from voluntary and other grass roots organisations then the project may be eligible for funding via the Welsh Government Community Facilities Programme.

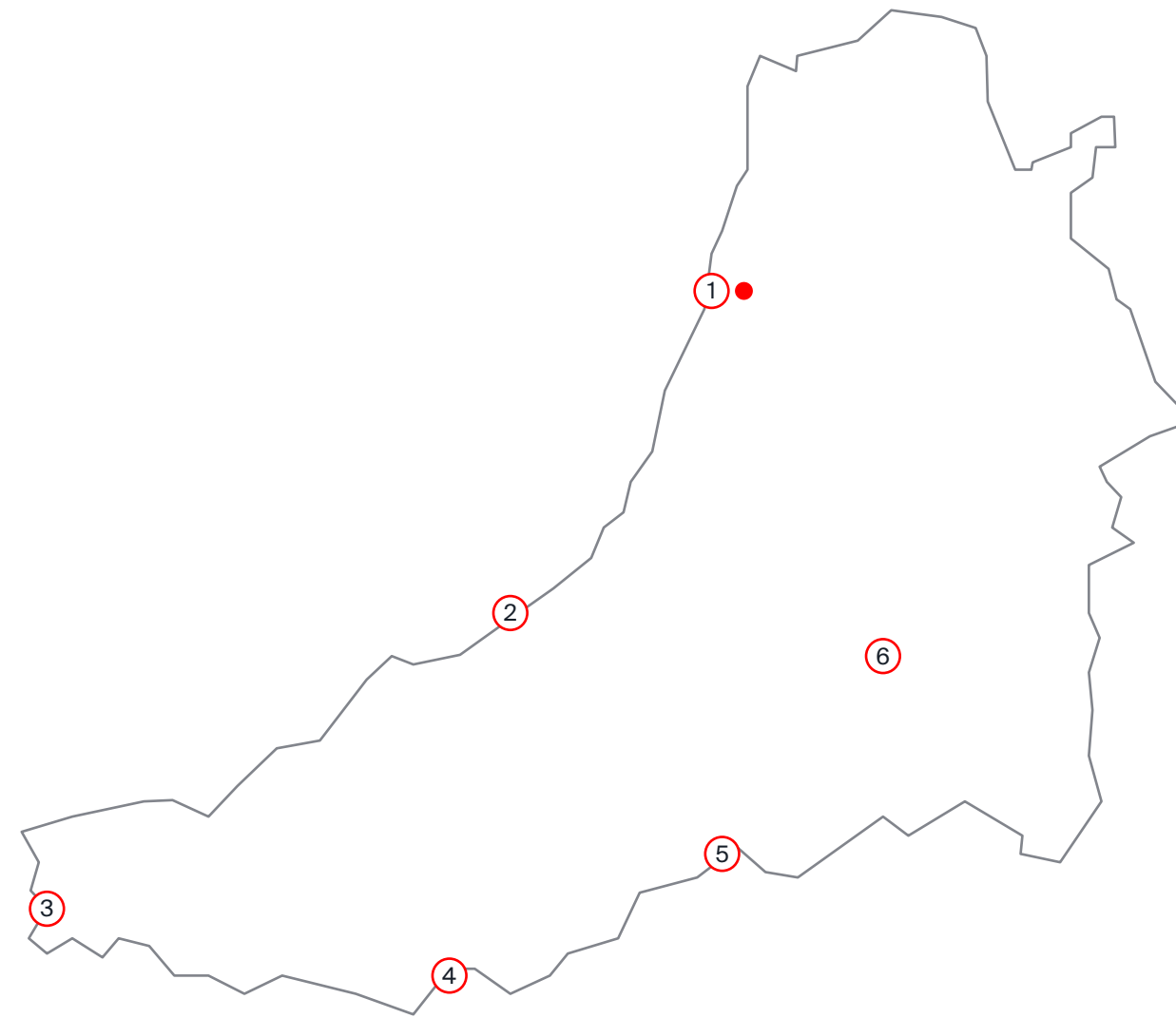
Depending on the level of engagement from Sports organisations, there could be future potential support via Sport Wales and any lottery capital funds that they direct. Similarly, there could be support from trusts and foundations if there are strong partnerships with the voluntary sector. However more work would need to be undertaken to develop the project further to understand the full potential of either of these sources of funding.

### 5.4.8 Sustainability and resilience

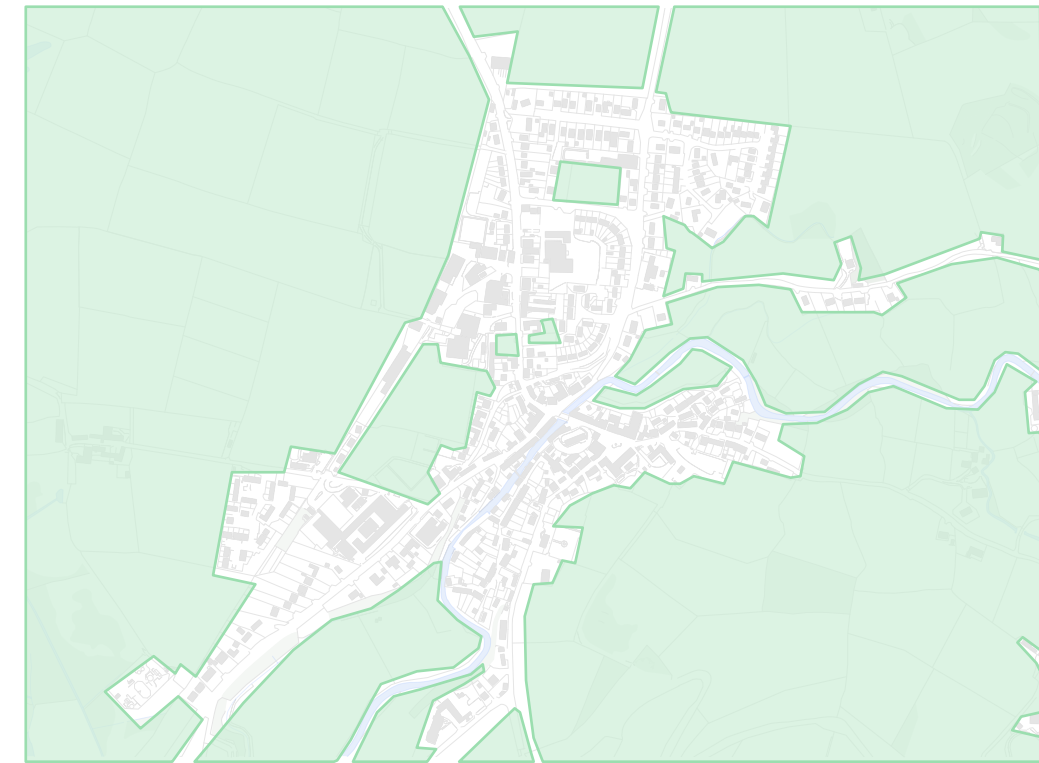
This project builds on the success of local education and recreational facilities, helping to develop the town as a destination for sport, leisure, and outdoor recreation. The project has the potential to support the local economy and wider community through its community and leisure provision.

Key:

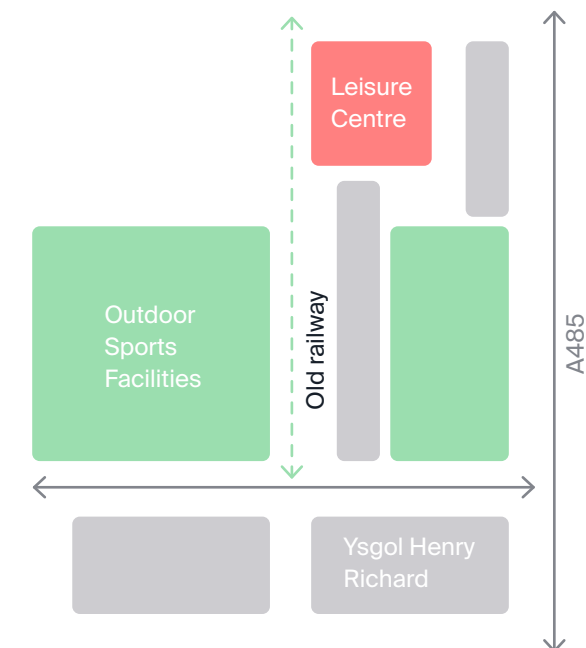
- 1. Aberystwyth - Plascrug Leisure Centre
- 2. Aberaeron Leisure Centre
- 3. Cardigan Leisure Centre
- 4. Calon Tysul Leisure Centre
- 5. Lampeter Leisure
- 6. Caron Leisure Centre
- All weather running track



Major sports facilities within Ceredigion



Green space in Tregaron



Routes and connections



## Regeneration Strategy 5. Key Projects



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### Development of outdoor sport facilities

Destination for sport, leisure, and outdoor recreation.  
The vision shows a synthetic athletics track and pavilion adjacent to Ysgol Henry Richard.





TALBOT HOTEL.

Dim Parcío  
No Parking  
0 / From  
6pm 1/12/22  
Tan / Until  
10am 3/12/22

82  
82

Jenkins  
CAR WASH  
NOW OPEN  
07805 538 687

Hand  
Crafted  
Gifts





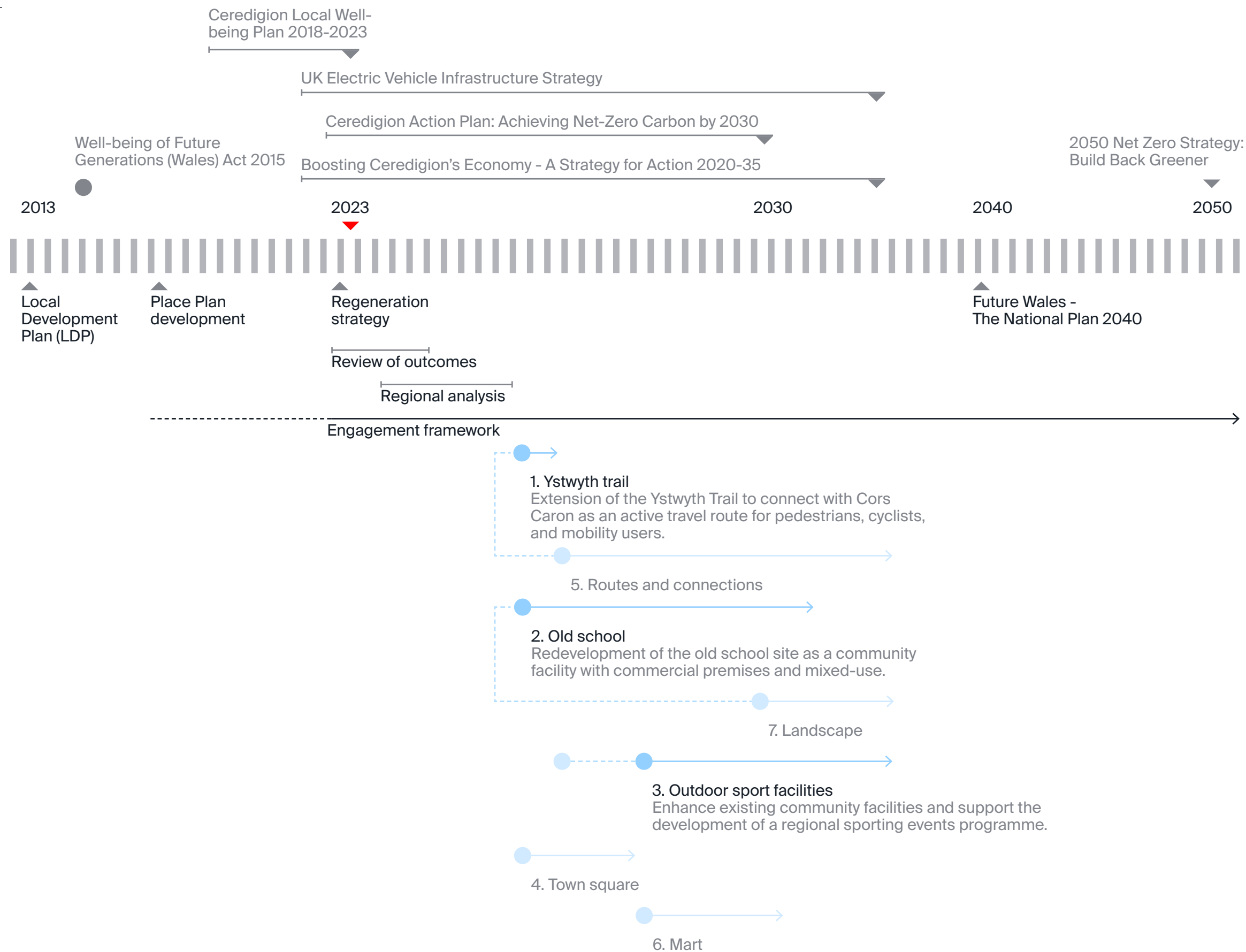
# Regeneration Strategy

## 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.



##### Play area

Playing field and play area opposite the livestock mart.



# 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, Jan 2023.





HENRY RICHARD  
A.S.  
GANWYD ERRILL 5. 1812  
BU FARM ANST. 20. 1858.

AL HALL.

1914 1918  
The following names of those who served in the Great War  
WILLIAM DAVIES J. J. JONES  
DAVID DAVIES WEDDAR JONES  
JAMES DAVIES W. J. JONES  
CHRISTOPHER V. JONES  
J. J. JONES  
ALAN JONES  
ALAN JONES

1939 1945  
The following names of those who served in the Second World War  
WILLIAM DAVIES J. J. JONES  
DAVID DAVIES WEDDAR JONES  
JAMES DAVIES W. J. JONES  
CHRISTOPHER V. JONES  
J. J. JONES  
ALAN JONES  
ALAN JONES



# Regeneration Strategy

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Tregaron 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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