



Option A:

Town audits, place
plans and community
visioning: the models
and toolkits on offer



Deall Lleoedd
Cymru
Understanding
Welsh Places

The Path of a Plan



- Sets out local level planning guidance on the use and development of land
- Links to planning policies set out by your Local Planning Authority
- Written by local people who know the area well and can add more detail to the work done by the planners
- Can link to other local / Community Plans on a wide range of issues
- Through creative collaboration with local planning authorities, local communities can develop community-led guidance to help achieve local aspirations and improve community well-being.

Planning Aid Wales

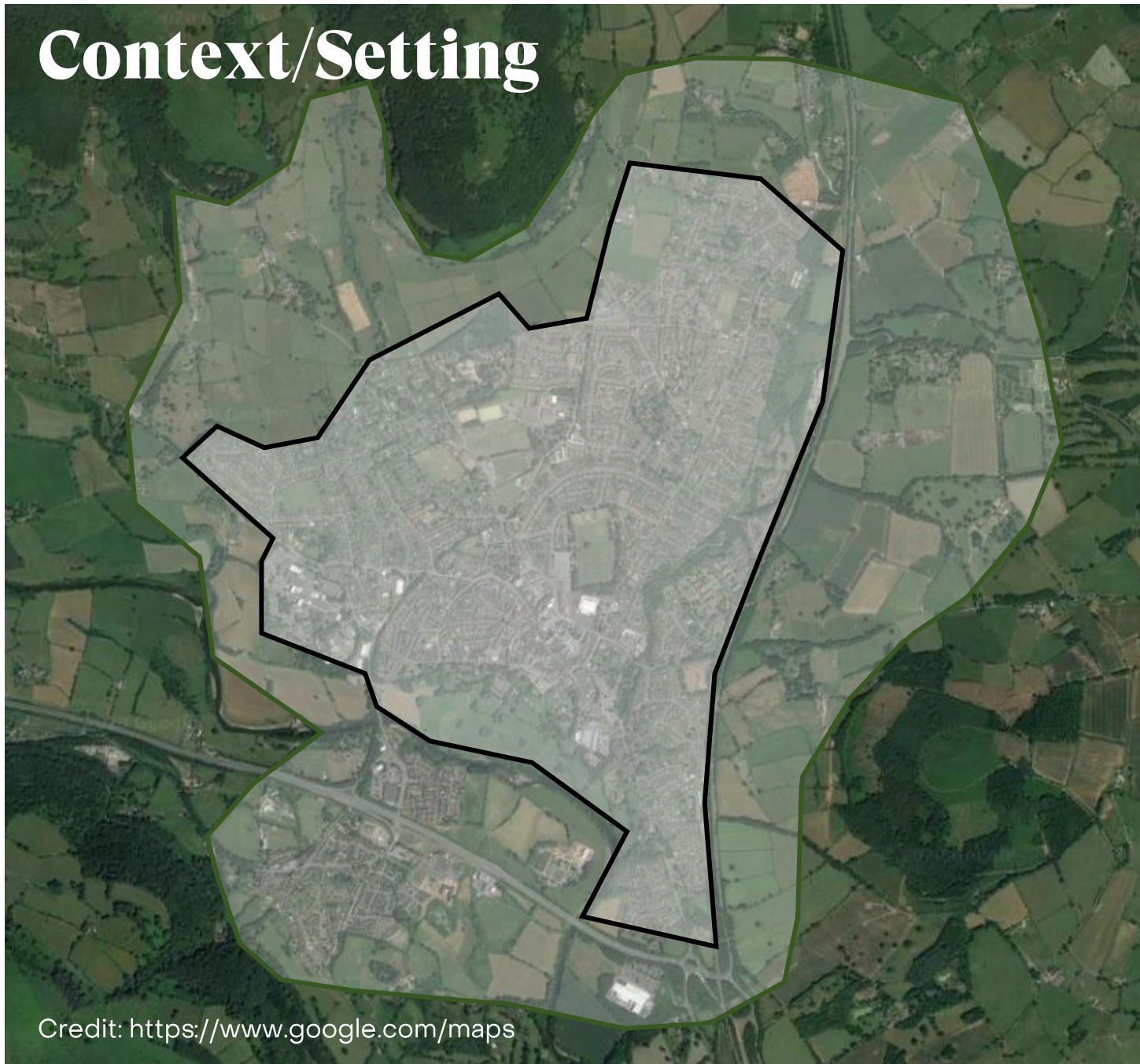
Understanding Your Place/Town (Set Up)

- Where will the team meet, and how often?
- What skills do you possess? What skills are missing?
- What is the role and responsibility of each team member?
- How will you communicate with each other and with the wider community?
- What is the Place Plan area and boundary?
- Are there neighbouring communities undertaking similar place planning exercises?

Understanding Your Place/Town (Find Out)

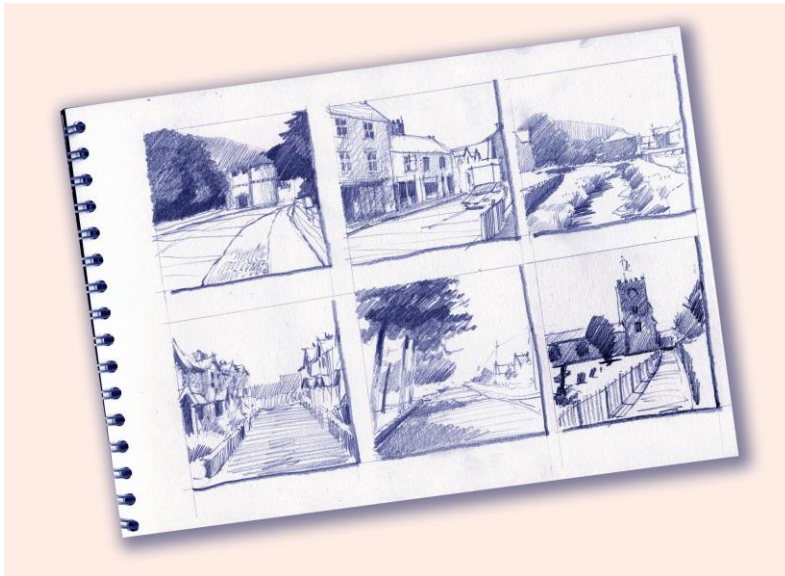
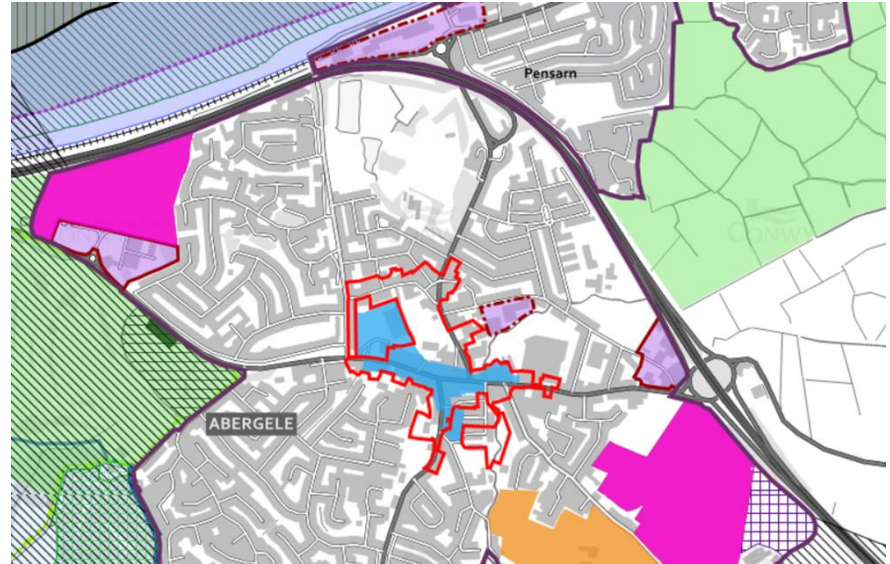
- Context & setting
- People & place
- Buildings & facilities
- Public space
- Access and connections
- Streetscape

Context/Setting

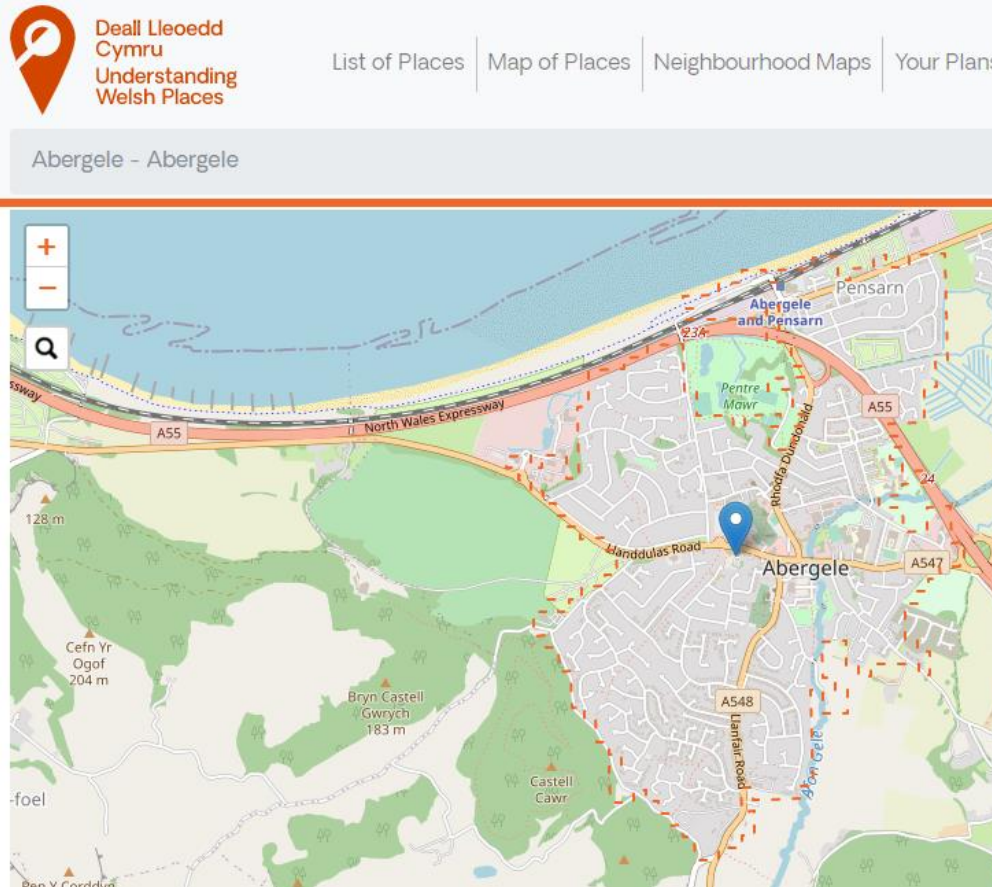


Credit: <https://www.google.com/maps>

Understanding Your Place/Town (Audit)



People & Place: Applying UWP to Place/Town Plans



Community Assets

Population

Resident Household 2011	Resident Population 2011	Residential Population Mid-Year Estimate 2017
4,404	9,246	9,385

Schools

Middle Schools which admit pupils aged 3-16 are classified as Secondary Schools in the data. This may be why some Primary Schools are not displayed. A school which is located across multiple sites is counted as one school and is only listed in the Place where the administrative office is located.

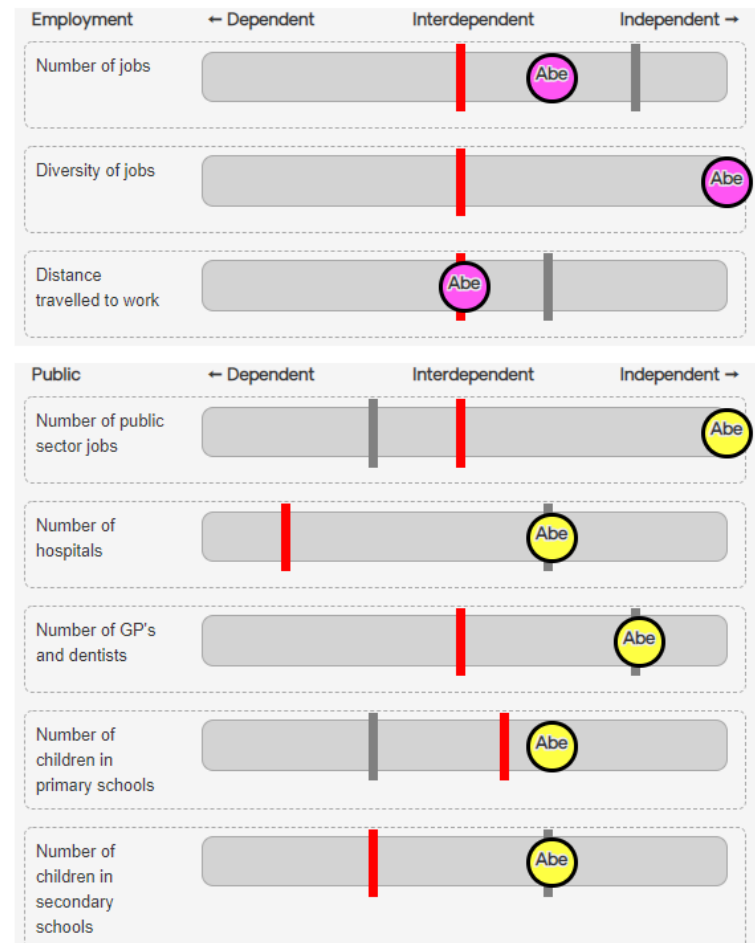
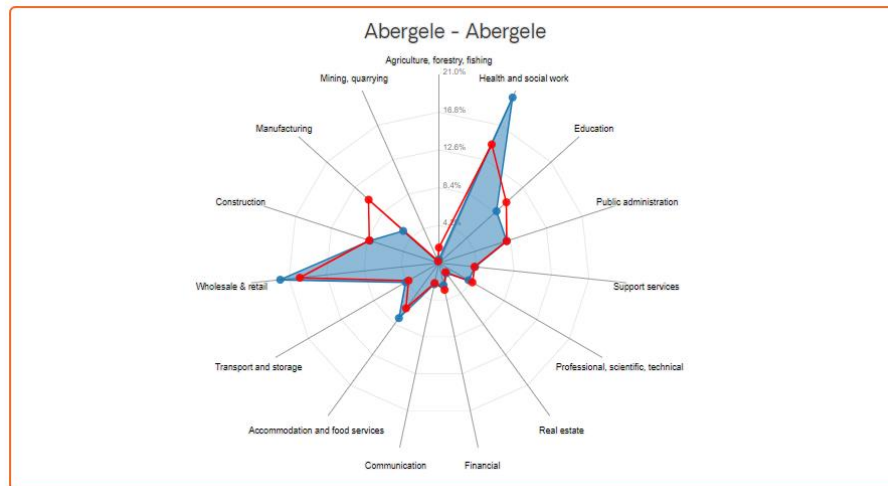
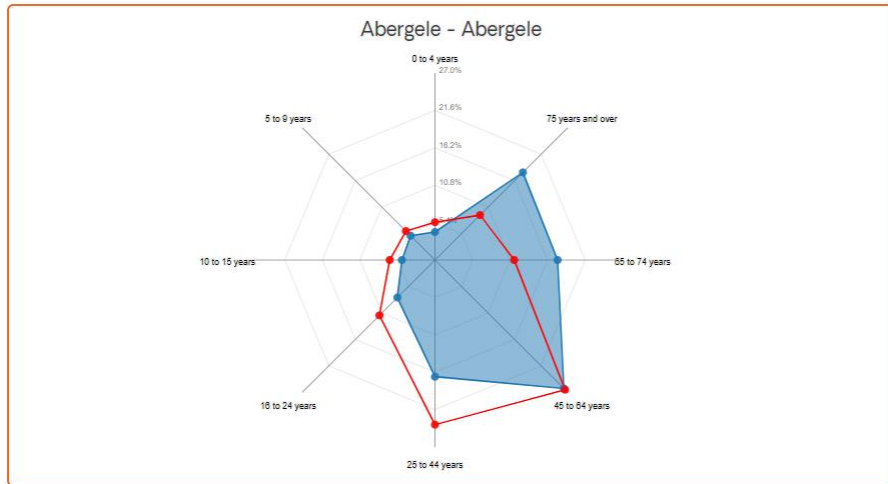
Primary School Count	Primary School Places	Number of people per primary school places
4	914	10
Secondary School Count	Secondary School Places	Number of people per secondary school places
1	960	9

Accessibility

GP and Dentist data are based on numbers registered at a Practice. As GPs and Dentists can be registered across multiple practices in the data, this number may not be the same as the number of GPs and Dentists working at a Practice on any particular day.

Shops	Number of Hospitals	Number of Charities
52	0	27
Number of Trustees	Number of People per Shop	Number of GPs and Dentists
123	180	33
Number of People per	Number of residents per	Number of People per GP

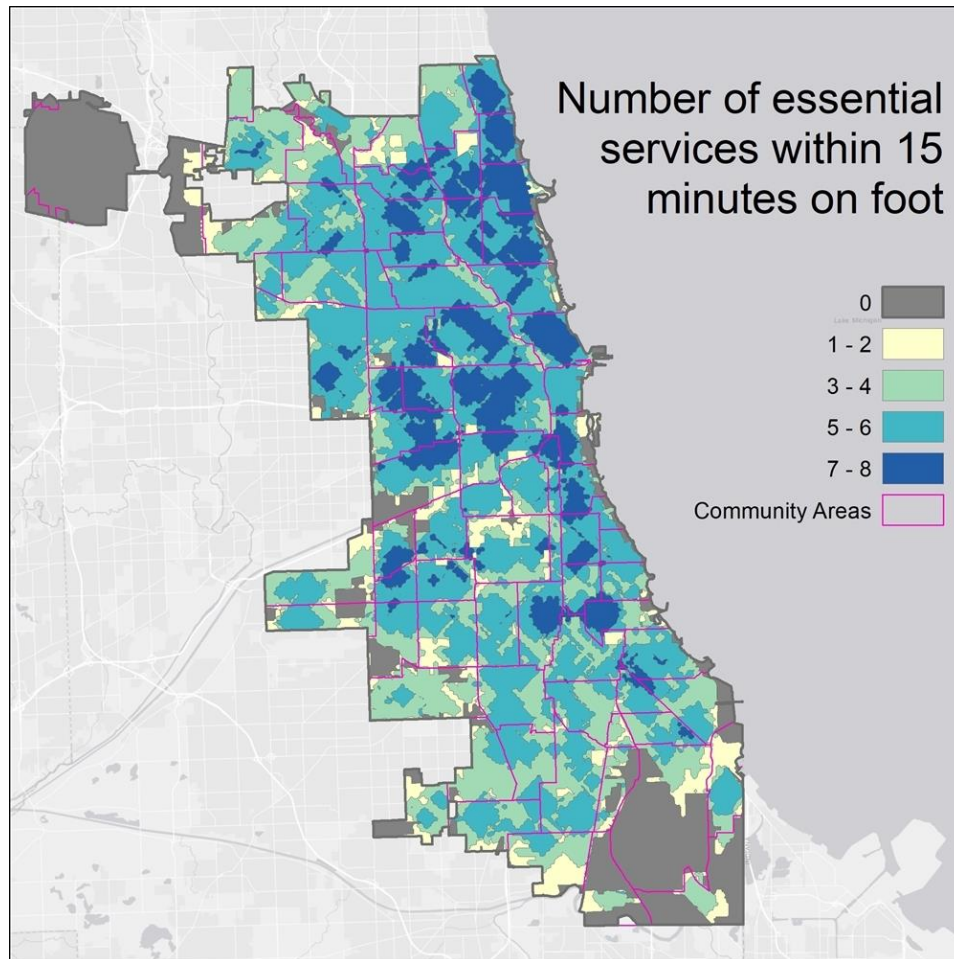
People & Place: Applying UWP to Place/Town Plans



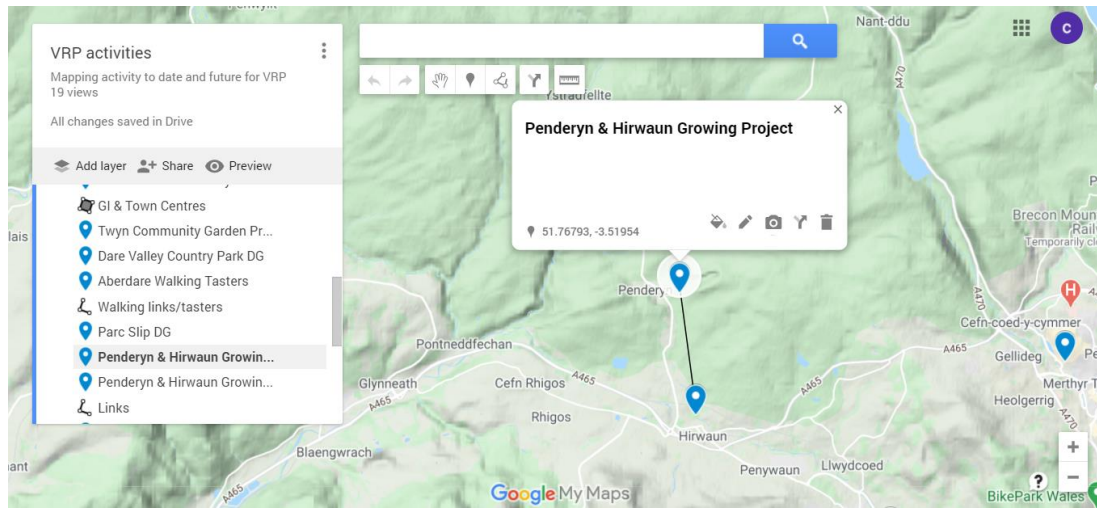
Understanding Your Place/Town (Audit)



Understanding Your Place/Town (Audit)



Understanding Your Place/Town (Audit)



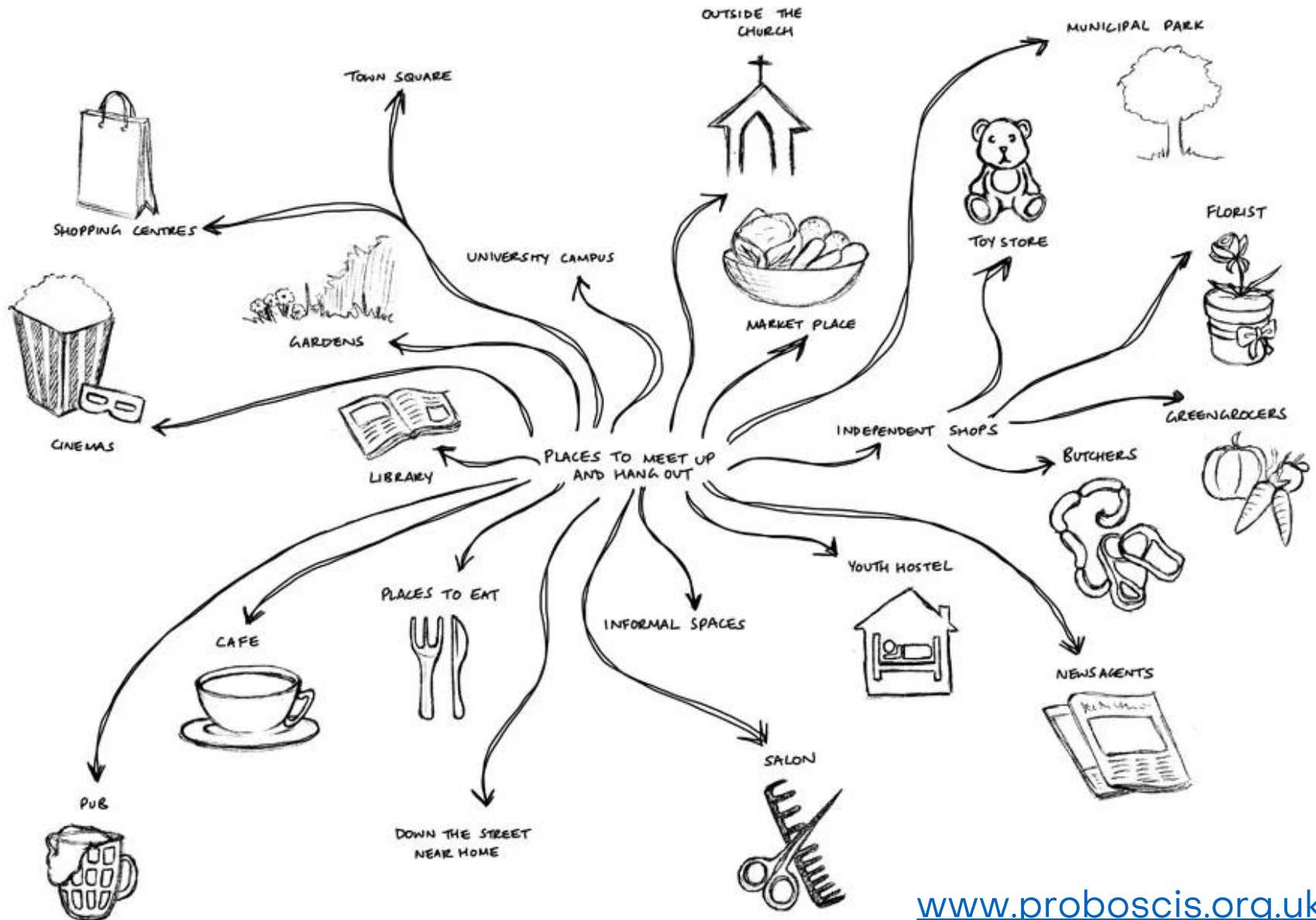
Issues and Challenges

4 Please provide one word that sums up Harlech now?

5 What do you see as the main issues and challenges for Harlech in going forward (choose three from the following)?

- | | |
|--|--|
| <input type="checkbox"/> Harlech is not meeting its tourism potential | <input type="checkbox"/> Deterioration of former St David's Hotel site |
| <input type="checkbox"/> Harlech is a day visitor destination and not a base to stay or explore from | <input type="checkbox"/> Linkage between top and bottom town is poor |
| <input type="checkbox"/> Lack of hotel accommodation of right quality and appeal | <input type="checkbox"/> The town centre lacks choice of shops and services |
| <input type="checkbox"/> Closure of main college building owned by Adult Learning Wales | <input type="checkbox"/> The condition of the town centre is deteriorating |
| <input type="checkbox"/> Future of Theatre Arudwy | <input type="checkbox"/> Lack of employment is not retaining people especially the young |
| <input type="checkbox"/> Royal St David's Golf Course is not meeting its potential | <input type="checkbox"/> Funding climate is changing which is creating uncertainty |

Understanding Your Place/Town (Audit)



Understanding Your Place/Town (Audit)

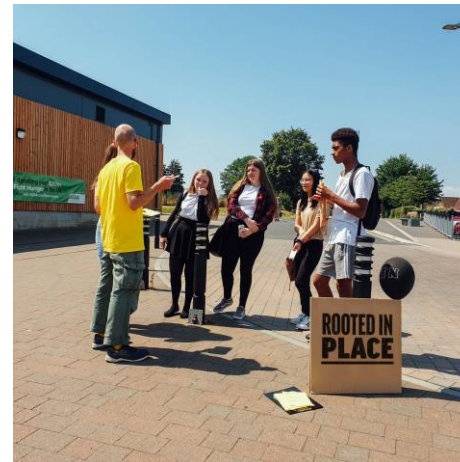
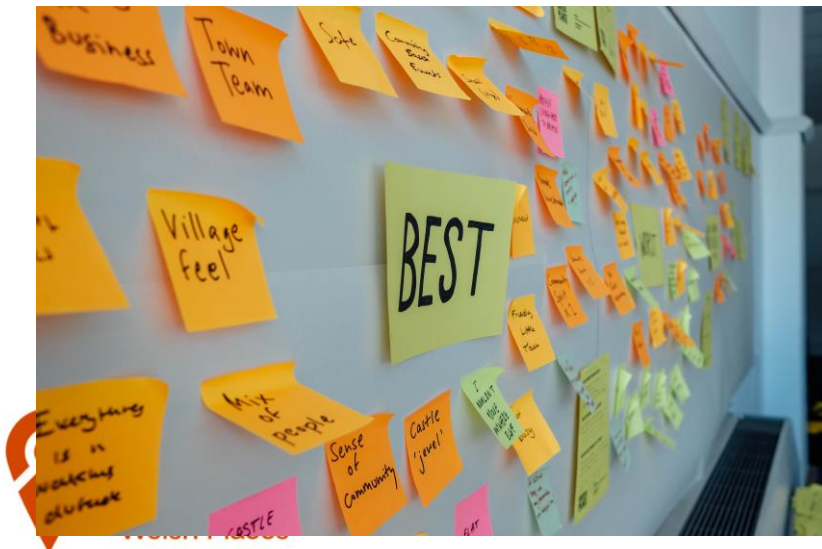


Understanding Your Place/Town (Audit)



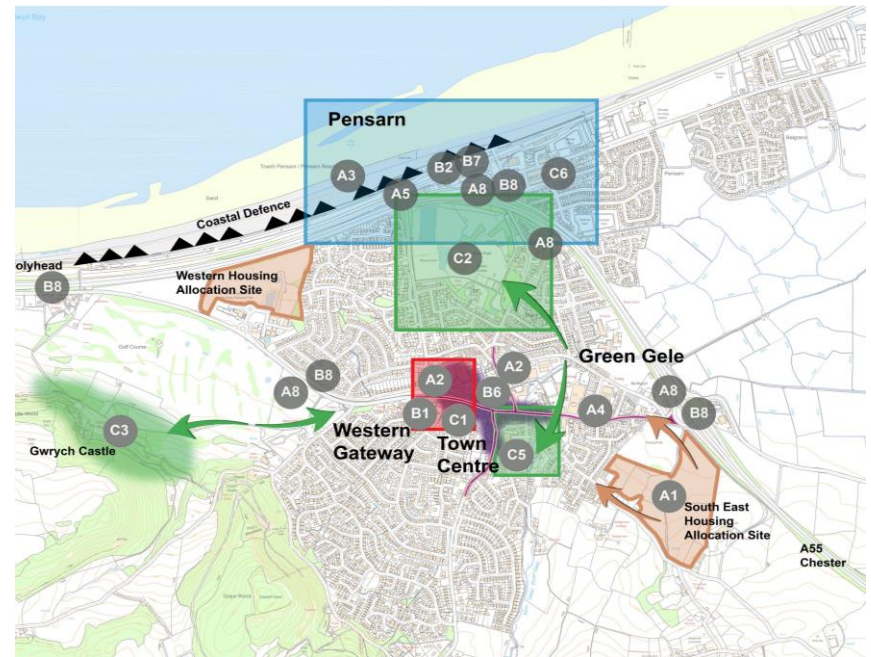
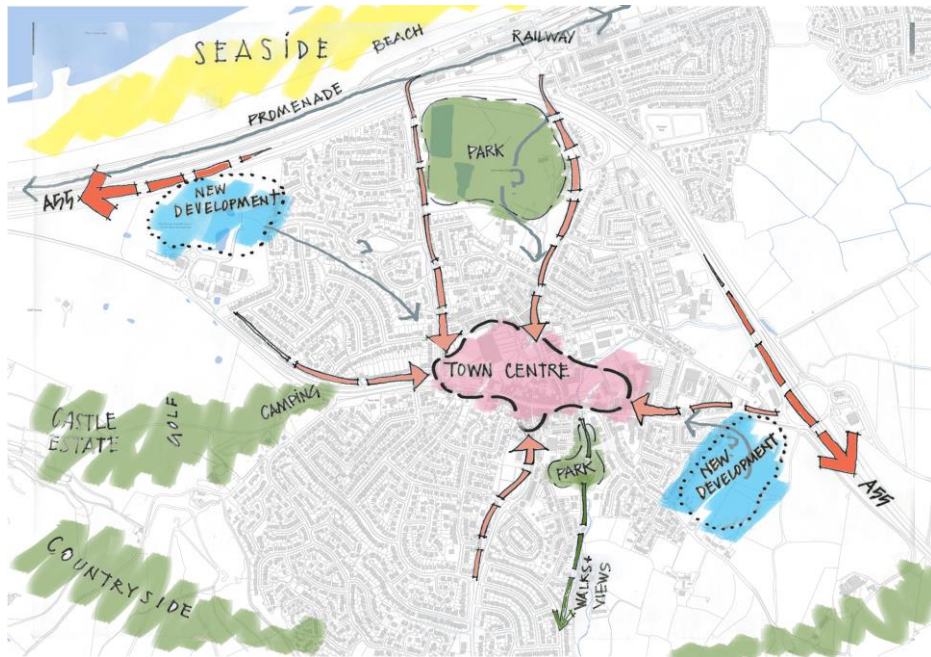
**WHERE WILL
CALDICOT
BE IN
10 YEARS?**

**Come have your say on
10am-7pm, Tuesday 16 July
at 31 Newport Road
#RootedInCaldicot**



**chris
jones**

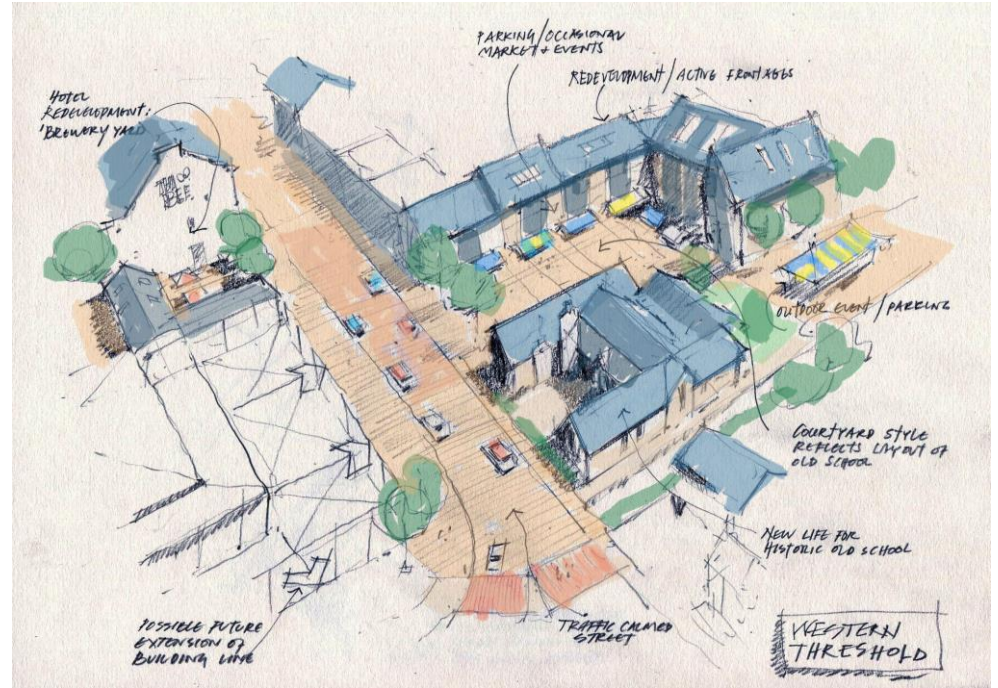
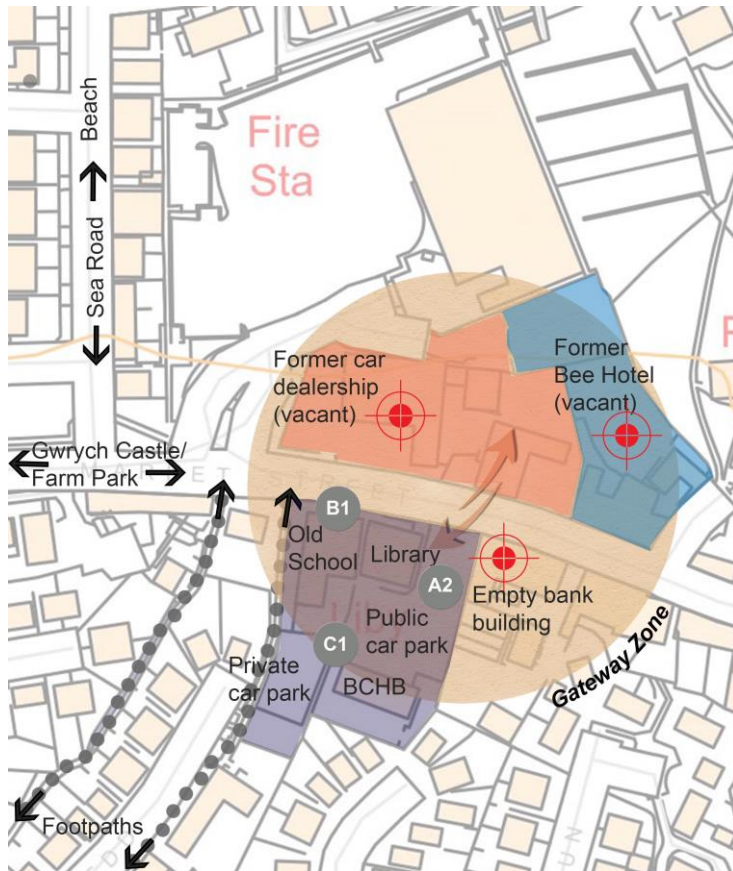
Your Community Vision/Place Plan



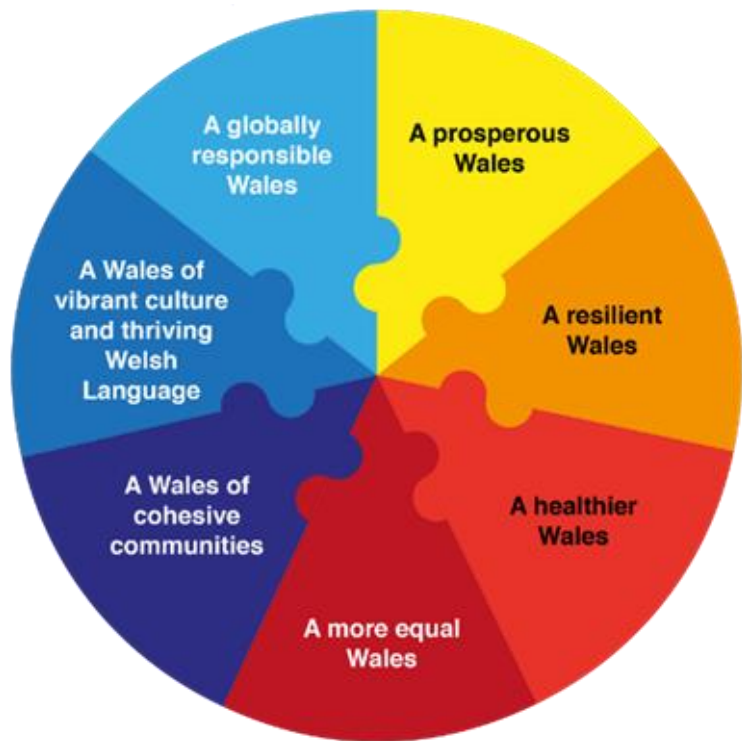
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Your Community Vision/Place Plan



Embracing WBFG Act



- Balancing short term needs with long term needs.
- Using an integrated approach, balancing social, economic and environmental needs.
- Involving others and considering their views.
- Working in collaboration with others.
- Putting resources into preventing problems

Your Community Vision/Place Plan



**chris
jones**

Your Community Vision/Place Plan

Vision

Between coast and hills, Abergele is known as a town centre community that has a heart and is memorable for a diversity of activities taking place as well as base to explore from

Goals

- We need to manage traffic in order to create a quality environment that is distinctively Abergele
- We need to ensure Abergele is convenient and appeals to existing and future residents
- We need to provide local services within that appeals to young and old, now and in the future
- We need to encourage new enterprise and investment
- We need to maximise Abergele's location between the coast and hills and build this into town centre experience
- We need to celebrate its sense of heritage, arts, culture, recreation and sports to unlock diversity and activity
- We need to develop a cross community partnership to deliver small and big ideas for the town centre

Themes

Access & Infrastructure

- Links from the South East Development Site to Town Centre
- Develop and Implement a Town Centre Parking Strategy
- Reinstate Pensarn Sea Defences
- Town Centre Traffic Management Scheme
- Improvements to Sea Road Including Bridge
- Better Bus Shelters Throughout the Town
- Town Signage for Footpaths
- Town Gateway Improvements

Business, Jobs & Tourism

- Old School Site
- Enhance Pensarn Promenade Area
- Improve Street Cleansing
- Develop a Brand and Identity for the Town
- Develop a Digital Campaign
- Improve Broadband Speed/Connection
- Town WiFi
- WiFi for Pensarn Promenade Area
- Tourism Signage

Community, Health & Well-Being

- Develop a Community Hub Venue
- Improve Pentre Mawr Park
- Gwrych Castle - Restore/Support/Protect
- Identity and Provide Burial Space
- Develop an Allotment/Gardening Project - Gele Park
- Pensarn Flats Regeneration Scheme

Focus

Develop sustainable infrastructure that enables residents and visitors to access and move across Abergele

To diversify and raise the quality of local shops, services and experiences that is wrapped with the Abergele brand with on street and online promotion and marketing

To use natural, green, heritage and cultural assets for the well-being of local people and provide 21st century homes for residents

Measuring Success

Local Business Growth, Diversity of Uses & Activities, Cross Community Working, Social Cohesion, Healthy Residents, Inter-Generational Activity, Use of Local Facilities, A Higher Quality Town Environment

Toolkits: Place Plans

 **Place Plans**

[Home](#) [Communities](#) [Planners](#) [Case studies](#) **[Place Plan toolbox](#)** [Place Plan FAQ](#) [Glossary](#) [Contact Us](#)

Are you interested in how planning can improve your village, town or city?



[Home](#) > [Place Plan toolbox](#)

Place Plan toolbox

There could be an endless number of practical toolkits (and more will be added over time based on community experience). Those included here are based on good experience of which are likely to be most useful. We've divided the toolkits into two sorts:

1. Toolkits about the stages of preparing a Place Plan

Practical support to help get you through the plan drafting process. Click on the boxes below:


 **Community involvement**

 **Funding**

 **Evidence Collection**

 **Plan drafting**

2. Toolkits about the detail of specific aspects, especially how to collect strong evidence that your planning officers will need if your plan is to become SPG.

 **Place Plans**

Toolkits

Plan Drafting

The drafting of your Place Plan can begin quite early in the plan making process (see the notes on [introduction](#) below for example) and should be led by some identified members of your team. (Find out more about setting up a Place Plan team in the Brecon Beacon National Park Authority's Place Plan guidance document. [LINK](#))

Your Place Plan will be based on the issues your Place Plan team, together with the local community and stakeholders, have identified. The issues identified inform what the plan will address.

The plan should complement existing statutory documents, such as the Local Development Plan and Well-Being Plan. It will be important to engage with your local authority, especially if the aim is for the Place Plan to be adopted as Supplementary Planning Guidance.

Once your plan is completed it will be important to use it to deliver on aspirations and guide the development of your place in the future. It will be good to review the plan at some point.

The aim of a Place Plan is to:

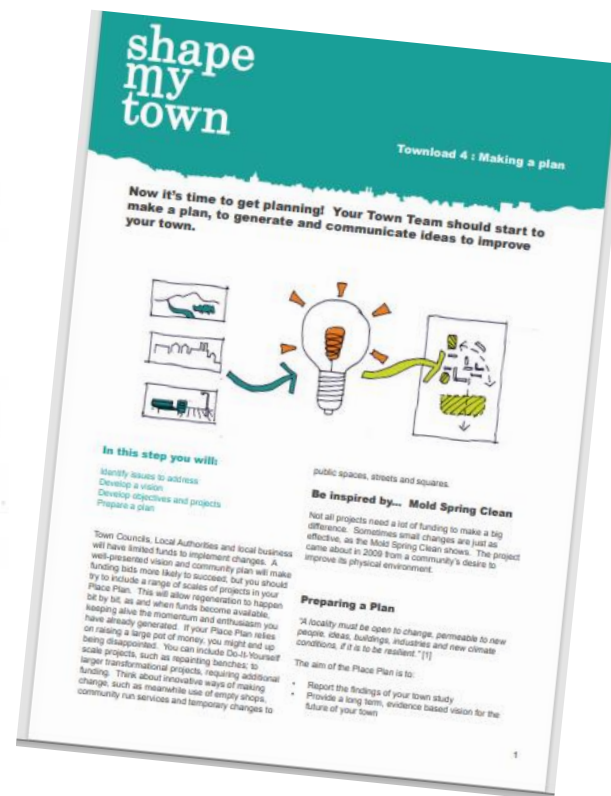
- Establish the important issues for your community.
- Set out an evidence-based approach to the future development of your place.
- Map out a framework, through the Vision and Objectives.
- Enable positive and proactive input into the local planning system, offering more influence over planning decisions.
- Inform funding applications for identified actions and projects.
- Improve the working relationship between you and your Local Authority (and possibly other service providers).

Your Place Plan might typically include:

- **Introduction:**
 - General purpose of the Place Plan and outline of what it covers.
 - Set out who wrote the plan, why they wrote it and [what status](#) (is it adopted as Supplementary Planning Guidance?).
 - Location and Key Characteristics of your place, using maps to illustrate key points.
 - Planning context.
- **Vision:** A short statement about your community's aspirations for the future:
 - Make it concise and locally distinctive.
 - It can cover what the area will be like in 5, 10 or 15 years time.

from [Placeplans.org.uk](#)

Toolkits: Shape My Town



Four steps to make an impact in your area:

Step 1: Getting Started

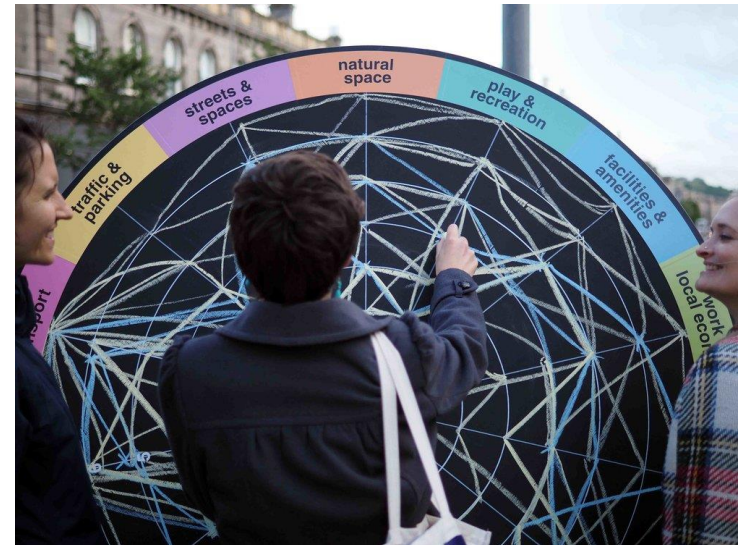
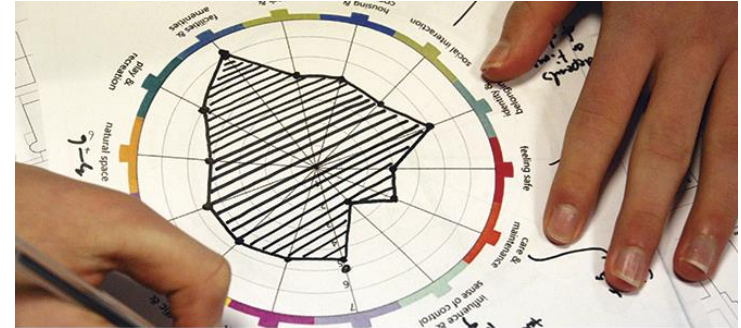
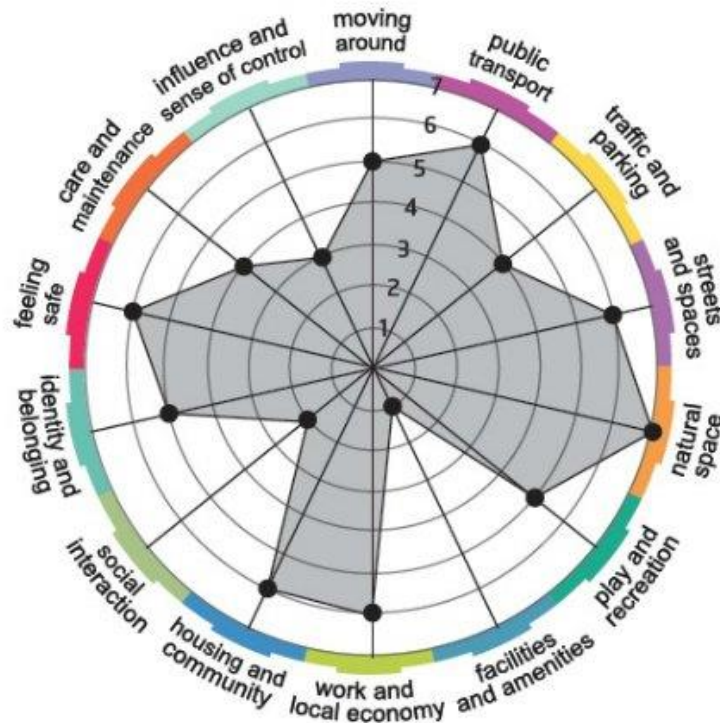
Step 2: Studying Your Town

Step 3: Comparing Your Town

Step 4: Making a Plan for Your Place

Toolkits: Understanding Scottish Place Standard

Place Standard – How good is Our Place?



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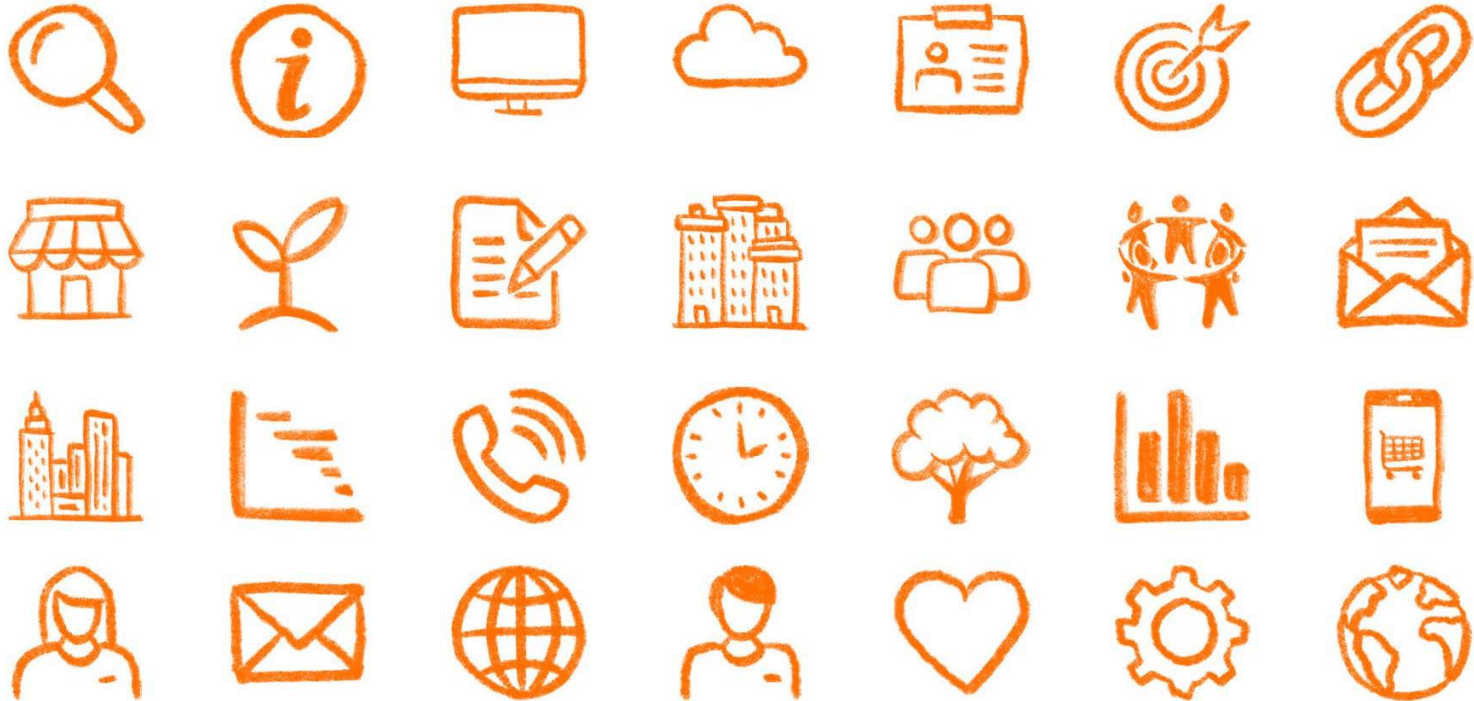
<https://s3-eu-west-1.amazonaws.com/stpfiles/resources/Your+Town+Audits/YTA+User+Manual+2017.pdf>

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Key Lessons

- ✓ Understanding your need and purpose
- ✓ Purpose shapes your team
- ✓ Resourcing it
- ✓ Consultation and communication plan
- ✓ Fit with policy and direction – e.g. WBFG Act
- ✓ Activating the community – assessing its people and place
- ✓ Mix of desktop (UWP) and out n about
- ✓ Sharing what you know – issues and need
- ✓ Visualise your vision
- ✓ Human and physical assets and actions
- ✓ Understand your goals and what they will look like

**“Alone, we can do so little;
together we can do so much” (Helen Keller)**



thanks - diolch

www.chrisjones.studio