

Meeting of:	Cabinet
Date of Meeting:	Thursday, 26 March 2026
Relevant Scrutiny Committee:	Place Scrutiny Committee
Report Title:	Barry Placemaking Plan
Purpose of Report:	To seek Cabinet approval of the Barry Placemaking Plan
Report Owner:	Deputy Leader and Cabinet Member for Sustainable Places
Responsible Officer:	Director of Place
Elected Member and Officer Consultation:	<p>Director of Environment and Housing</p> <p>Head of Neighbourhood Services</p> <p>Head of Sustainable Development</p> <p>Director of Corporate Resources</p> <p>Head of Finance / S151 Officer</p> <p>Operational Manager, Accountancy</p> <p>Director of Social Services</p> <p>Director of Education</p> <p>Monitoring Officer/Head of Legal and Democratic Services</p> <p>Legal Committee Reports</p>
Policy Framework:	This is a matter for Executive decision by Cabinet

Executive Summary:

- This report seeks Cabinet approval for Barry Placemaking Plan which sets out a locally driven vision and strategic framework for regeneration in the town. The plan has been prepared in line with the **Placemaking Wales Charter** and reflect the Council's commitment under **Vale 2030 – Working Together for a Brighter Future** to deliver inclusive, sustainable, and community-led regeneration.
- The plan has been shaped through collaboration with residents, local businesses, stakeholders, and elected Members, and provides a platform for future investment, funding bids, and partnership activity. They promote improvements to public space, economic vitality, heritage, active travel, access to services and decarbonisation, supporting the well-being objectives of the Council.
- The Council has commissioned and developed the plan in Partnership with Barry Town Council. Any amendments to the plan will take place in consultation with the Town Council and respect their governance arrangements.
- Cabinet approval will enable the plan to be adopted as a working document that will inform future priorities, support funding applications, and underpin the Council's ongoing work to create more resilient, connected, and distinctive places.
- The Barry Placemaking Plan is the fourth to be approved in the County and its delivery will be overseen via the approved governance arrangements for regeneration.
- The Plan is a living document that will continue to evolve. Placemaking is a way of working and this plan offer a starting point for discussion, project development, and greater community involvement.

Recommendations

1. That Cabinet approves the Placemaking Plan for Barry (Appendix A).
2. That delegated authority is granted to the Director of Place, in consultation with the Deputy Leader and Cabinet Member for Sustainable Places, to make minor amendments as required for formatting, clarity or alignment with funding opportunities or policy.
3. That the Placemaking Plan will be used as a strategic tool to help inform and guide investment, partnership working and funding bids in the town.
4. That the Vale and Barry Place Boards oversee the development and implementation of the Placemaking Plan.

Reasons for Recommendations

1. To access Welsh Government support via the Transforming Towns Programme and embed placemaking as a core principle in delivering regeneration that is inclusive, environmentally responsible, and locally led.
2. To enable officers to update the documents efficiently in response to emerging needs or opportunities.
3. To maximise the ability to effectively target funding and coordinate cross-sector action to support the vitality of our towns.
4. To ensure oversight aligns with the approved place-based governance structures.

1. Background

- 1.1 Placemaking is about creating better places by putting people at the heart of planning and design. It focuses on how spaces look, feel, and function. It brings together communities, local character, and practical needs to make towns and neighbourhoods more vibrant, inclusive, and sustainable. It is about making places work for people.
- 1.2 The Placemaking Wales Charter has been developed by Welsh Government and the Design Commission for Wales, in collaboration with the Placemaking Wales Partnership – a multi-disciplinary group representing professions and organisations working within the built and natural environment.
- 1.3 The Charter builds on the strengthening focus on Placemaking in policy and practice in Wales and aims to provide a common understanding of the range of considerations that go into placemaking. The charter outlines six placemaking principles that cover the range of considerations that contribute to establishing and maintaining good places.

People – involving communities in shaping their places

Place – recognising the unique characteristics of each town

Movement – prioritising active travel and access

Public Realm – creating welcoming, safe, and attractive spaces

Mix of Uses – promoting diversity of activity and function

Identity – building on heritage, culture, and distinctiveness.

- 1.4** Welsh Government places strong importance on placemaking plan because they are seen as essential tools for delivering sustainable, people-focused places that improve wellbeing and respond to major societal challenges. Their importance stems from several key policy drivers:
- 1.5** Central to Policy Delivery: Placemaking is embedded in national planning policy (Planning Policy Wales), the Well-being of Future Generations Act, and programmes like Transforming Towns and Building Better Places. It is seen as a unifying approach that connects economic, environmental, social, and cultural goals.
- 1.6** Focus on People and Place: Welsh Government advocates for development that puts people at the heart of decision-making. This creates places that are inclusive, healthy, safe, and attractive to live, work and visit.
- 1.7** Supports Climate and Nature Goals: Placemaking enables local action on climate change by encouraging compact, walkable towns, reducing car use, promoting green infrastructure, and protecting biodiversity.
- 1.8** Strengthens Local Investment: Having a clear, locally driven placemaking plan helps access funding and ensures that regeneration is focused, evidence-based and aligned with community priorities.
- 1.9** Delivers the Placemaking Charter Principles: Welsh Government encourages all public bodies and partners to adopt the six principles of the Placemaking Wales Charter: people and community, location, movement, mix of uses, public realm, and identity.
- 1.10** The Vale of Glamorgan Council's Vale 2030: Working Together for a Brighter Future Corporate Plan sets out the Council's vision to improve the economic, environmental, social, and cultural wellbeing of its communities. It commits to working in partnership and delivering place-based regeneration that reflects local needs, reduces inequalities, and strengthens resilience.
- 1.11** It was agreed at a meeting of the Council's Cabinet on 25th May 2023 that the Authority would become a signatory to the Placemaking Wales Charter, and in doing so, gain access to funding from the Welsh Government Transforming Towns Programme. This has been used to strengthen how the Council works with local communities to identify priorities in the various towns.
- 1.12** It was agreed at a meeting of the Council's Cabinet on 18th July 2024 to implement new governance structures for regeneration programmes and projects being delivered by the Council to support the placemaking approach. These projects compose the majority of the projects to be progressed within the Economic Resilience theme of the Reshaping Programme. These new boards will oversee the implementation of the four Placemaking Plan for each of the Vale of Glamorgan's four towns.

- 1.13** Each plan has been shaped through engagement with residents, businesses, voluntary sector partners, elected Members, and Town Councils. Public consultation on emerging ideas has been undertaken, and this feedback has informed the final versions of the plan. This reflects the Council's commitment to working collaboratively and ensuring communities shape the future of their towns.

2. Key Issues for Consideration

- 2.1** The plan identifies specific local opportunities around themes such as public realm improvements, reimagining underused spaces, enhancing heritage and culture, supporting independent business, and promoting sustainable transport.
- 2.2** The plan promotes integrated, people-centred approaches to place development that will support local resilience, wellbeing, and economic vitality.
- 2.3** The adoption of these plans will also support funding bids and partnership working, strengthening the case for investment through UK and Welsh Government programmes. They will also act as a tool to lever private sector investment in town centres.
- 2.4** The approach taken in the Vale of Glamorgan has ensured that meaningful community engagement and consultation has taken place over a longer period of time to ensure that solutions meet the needs of the town and its residents.
- 2.5** Each of the four Placemaking Plans for the Vale of Glamorgan have been co-commissioned with the Town Councils, which is a unique approach in Wales. The Council feels strongly that Town Councils should be a major partner in the delivery and evolution of the plan with the intention that communities feel ownership of the plan. This is why so many different groups have been engaged as part of the process with sports clubs, churches, businesses and the third sector all being involved in the process.
- 2.6** The plan will also act as a way of informing better use of Section 106 funding with data and need baked into the decision-making process. We have already seen S106 funding being targeted as relatively small schemes to meet a need in a town identified via the placemaking process. This not only allows the funding to go further but ensures that the intervention is right for the town and its residents.

3. How do proposals evidence the Five Ways of Working and contribute to our Well-being Objectives?

- 3.1** The placemaking plan for Barry has been developed in line with the sustainable development principle of the Well-being of Future Generations (Wales) Act 2015, and demonstrate the five ways of working:

Long Term: The plan sets out a clear vision for Barry, focused on creating resilient, vibrant, and sustainable places over the next decade.

Prevention: The plan seeks to support retail areas, underused assets, and public space, helping avoid future economic and social challenges.

Integration: The plan aligns with the Vale 2030 Corporate Plan, Project Zero, and Welsh Government placemaking policy, supporting economic, social, environmental, and cultural goals.

Collaboration: Developed with the Town Council, local groups, businesses and residents, the plan reflects shared priorities and collective input.

Involvement: The plan was shaped by extensive community engagement to ensure local needs and ambitions are at the heart of delivery.

- 3.2** The plan directly supports the Council’s well-being objectives by enhancing communities, supporting economic growth, improving access and transport, and valuing both natural and built environments.

4. Climate Change and Nature Implications

- 4.1** The placemaking plan contribute positively to the Council’s climate and nature commitments by:

Supporting active travel through better walking and cycling infrastructure, reducing car dependency and emissions.

Greening urban areas by introducing more planting, trees, and green spaces, which improve air quality, support biodiversity, and help manage surface water.

Repurposing existing buildings and spaces, which reduces carbon impacts linked to demolition and new construction.

Creating more resilient public spaces that respond to changing climate conditions such as extreme heat or heavy rainfall.

- 4.2** **Aligning with Project Zero** and the declaration of nature and climate emergencies by embedding low-carbon, nature-positive design in local regeneration.

- 4.3** These actions help reduce the environmental footprint of the towns while enhancing quality of life and resilience for communities.

5. Resources and Legal Considerations

Financial

- 5.1** The Placemaking Plan was developed using Welsh Government Funding that was made available to all towns in Wales. Match funding from the Council was provided in the form of staff time working on the plan development within the Regeneration team.

- 5.2** The placemaking plan sets out a framework for investment but does not commit the Council to specific funding at this stage. Delivery will be phased and dependent on available resources, including external funding opportunities such as Welsh Government’s Transforming Towns programme. The plan helps

strengthen future funding bids by demonstrating clear local priorities, strong community backing, and alignment with strategic policy.

- 5.3 Initial project development costs may be met through grant funding or ring-fenced funding, but capital delivery will require further financial planning, including consideration of match funding, borrowing, or partnership contributions.
- 5.4 Placemaking need not be about a large-scale investment in public realm but rather doing the right thing in the right places.

Employment

- 5.5 Implementation and evolution of the approved plan will be led by the Regeneration team, with involvement from all Council Departments.
- 5.6 The Council operates an internal Placemaking group with membership from every department to ensure that ideas are sense checked, challenged, and implemented effectively. It acts as a place for discussion on solutions and looks at best practice elsewhere.
- 5.7 There are no direct employment implications for Council staff as a result of adopting the plan.

Legal (Including Equalities)

- 5.8 There are no immediate legal implications arising from the adoption of the plan. However, individual projects may require legal input relating to land ownership, planning permissions, procurement, highways, or statutory consents. These will be addressed on a case-by-case basis as part of project delivery. The Council will ensure compliance with all relevant legislation and duties, including public sector equality, environmental, and procurement regulations.

6. Background Papers

None.



BARRY PLACEMAKING PLAN

Draft 11 March 2026



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Part 1 Introduction

The Placemaking Plan Development Process



Figure 1 | The Placemaking Plan Development Process. Source: Mott MacDonald

PURPOSE & STATUS OF THE PLAN

The Vale of Glamorgan Council, in partnership with Barry Town Council, have prepared a Placemaking Plan for Barry which will provide a framework for sustainable improvements to the town. There is much to celebrate about Barry, but the feedback received during the Placemaking process so far has shown us that local communities have some clear priorities for action to improve the town as a place to live, work and visit. The Placemaking Plan reflects this feedback, but holds back on fine detail, allowing for further assessment, consultation and detailed design as part of the implementation phase of individual Placemaking projects. The Placemaking Plan is not intended to be a static document but rather, it is a document that will continue to evolve to meet the changing demands of communities across Barry. Placemaking puts people at the heart of the process and successful placemaking responds first and foremost to the needs of the community.

In Wales, Placemaking activity is supported by the Welsh Government’s Transforming Towns Fund. This Fund has been created to support the economic regeneration of town centres and high streets across Wales, aiming to create thriving and sustainable town centre environments. This model takes account of the needs of residents in towns across Wales, and also focuses on the importance of the visitor economy.

For Barry, this means that the Transforming Towns funding will be available to support improvements in the two primary retail streets in the town: Holton Road and High Street.

However, we have purposefully created a Placemaking Plan that covers the whole geographical expanse of Barry because there are other funding streams available, such as the UK Government Pride in Place Fund, to support improvements outside of the main retail centres. The evidence and associated project ideas gathered in the Plan will enable funding bids to be developed for projects right across the town. These projects, as well as the Transforming Towns funded projects, could be delivered by community groups, by the private sector, or by either of the Councils that have jointly led the development of the Plan.

We will support the wider community to deliver the parts of the plan that matter to them. The plan is not something the councils must deliver alone. Everyone has a role to play.

LOCAL ENGAGEMENT

Engagement Activities

A wide range of community and stakeholder engagement has been considered as part of the preparation of the Placemaking Plan. This includes previous surveys and workshops, as well as community mapping engagement exercises and consultation undertaken specifically as part of the Placemaking Plan process.

Public engagement activities undertaken to date are shown in tables opposite. Engagement has also included meetings and workshops with Barry Town Council, Transport for Wales, and the Design Commission for Wales.

Previous Engagement	
Previous Survey and Workshop Feedback	
Shaping the future of Barry	Nov 2014
Barry Island Customer Satisfaction Surveys	Summer 2016 – 2022
Barry Regeneration through Sense of Place	Feb 2017
The Knap Community Engagement Surveys	Jul – Oct 2019
The Knap Community Engagement Surveys: children's responses	Jul – Oct 2019
Barry Town Council Festival of Light Survey	Dec 2021
Let's Talk Survey	2024
Barry Long Term Plan (2024)	
Secondary School student workshops	May 2024
Stakeholder/Resident afternoon workshop	May 2024
Public drop-in evening	May 2024
Vale Youth Council representatives	May 2024
Her Voice Wales representatives	Jun 2024
Long Term Plan resident survey	2024

Placemaking Plan Engagement and Consultation			
Community Mapping Engagement		Draft Barry Placemaking Plan Consultation	
Barry Placemaking Questionnaire	2024	Barry Library drop-in	Feb 2025
St. David's Day Event	Mar 2024	Barry War Museum drop-in	Feb 2025
50+ Forum	Mar 2024	Gibbonsdown Community Centre drop-in	Feb 2025
Barry Library Active Adults Showcase	Mar 2024	The POD, Broad Street drop-in	Feb 2025
Romilly Park	May 2024	Victoria Community Centre drop-in	Feb 2025
Barry Placemaking – Business Community Workshop	May 2024	Buttrills Community Centre drop-in	Feb 2025
Bark in the Park Event	May 2024	Goodsheds drop-in	Feb 2025
Barry Pride Event	Jun 2024	Holton Road traders meeting	Mar 2025
Barry Library Residents' Drop-in Event	Jul 2024		
Pencoedre Sports Fest	Jul 2024		
Pencoedre Fields Flying Start Family Fun Day	Jul 2024		
Glastonbarry Juniors Family Fun Day	Jul 2024		
Rights Fest	Aug 2024		
Barry Fire Service Fun Day	Aug 2024		
Barry Town Youth Council meeting	Oct 2024		
Barry Primary Schools Workshops	Jan – Feb 2025		
Barry Secondary Schools: School Council meetings and lunchtime drop-in sessions	Jan – Feb 2025		
Barry Island Traders meeting	Jan 2025		

Figure 2 | Engagement activities Source: Mott MacDonald



STRATEGIC OVERVIEW

The expectation from Welsh Government is that Placemaking Plans should primarily focus on town centres. However, every town is different, and this plan is tailored to the particular needs of Barry. It is a town of multiple retail centres and distinct communities, with green infrastructure to its north, west and east being strong assets. The plan will help further develop the town as a sustainable and vibrant town for all. This includes responding to the needs of Barry's more deprived communities, particularly in the north and east of the town.



Figure 3 | Wider Context Map Source: Mott MacDonald
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REGENERATION CONTEXT

Placemaking in Wales

Planning Policy Wales (PPW) – Edition 12 2024 sets out to maximise well-being and create sustainable places as key priorities for regeneration and development¹. It identifies five National Sustainable Placemaking Outcomes:

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

PPW defines placemaking as follows:



Placemaking is a holistic approach to the planning and design of development and spaces, focused on positive outcomes. It draws upon an area’s potential to create high quality development and public spaces that promote people’s prosperity, health, happiness and well-being in the widest sense.



Welsh Government and PPW also promote the use of the Placemaking Wales Guide (2020) and encourage organisations to make a commitment to placemaking by becoming signatories to the Wales Placemaking Charter².

Vale of Glamorgan Council became a signatory of the Charter in May 2023. The Charter promotes the adoption of a placemaking-led approach for organisations involved in the design, delivery and management of the built environment in Wales. It calls on organisations to: "support placemaking in all relevant areas of our work and promote the six placemaking principles in the planning, design and management of new and existing places ... [in] the spirit of the partnership, mutual support, encouragement, and positive action". The six placemaking principles are set out below:

1. **People & community**
2. **Movement**
3. **Public realm**
4. **Location**
5. **Mix of uses**
6. **Identity**

Well-being of Future Generations

The Well-being of Future Generations Act (2015) sets out a requirement for public bodies to work together to pursue outcomes which contribute to a successful and sustainable future for people and communities in Wales³.

This includes consideration of both the seven ‘well-being goals’, and the ‘five ways of working’ set out in the Act.

The Vale of Glamorgan Public Services Board, ‘Ein Bro – Our Vale’ brings together a range of partners for the purposes of the Act, including Vale of Glamorgan Council, Natural Resources Wales (NRW), Cardiff and Vale University Health Board, South Wales Fire and Rescue Service, South Wales Police and more.

Sustainability Commitments

Having declared a Climate Emergency in July 2019, Vale of Glamorgan Council has outlined its response in the Climate Change Challenge Plan 2021–2030, committing to reduce the Council’s carbon emissions to net zero before the Welsh Government target of 2030. Project Zero has been initiated to deliver the plan, framed around the need to demonstrate strong leadership, fulfil our responsibility to current and future generations, and make a difference now. Across Wales, this is supported by a range of strategic guidance including:

- Prosperity for All – Economic Action Plan (2017)
- Prosperity for All – A Low Carbon Wales (2019)
- Prosperity for All – A Climate Conscious Wales (2021)

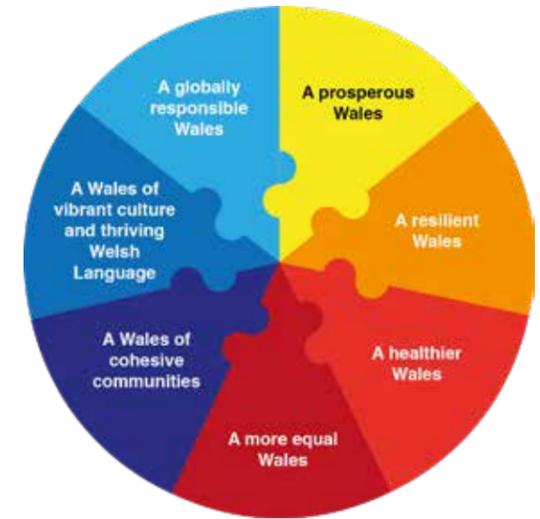


Figure 4 | Well-being of Future Generations Act: the seven Well-being Goals and the five ways of working
Source: Welsh Government

1 - Planning Policy Wales - Edition 12 | GOV.WALES
2 - Placemaking Guide 2020 | Placemaking Wales
3 - Well-being of Future Generations (Wales) Act 2015 | GOV.WALES

LOCAL & REGIONAL STRATEGIC CONTEXT

Barry Town Council Corporate Plan 2022-2027

Barry Town Council's Corporate Plan sets the strategic direction and objectives of the Town Council for the period up to 2027, supporting their role in representing residents at the most local level of elected government and delivering local services⁴.

The Corporate Plan aligns local objectives with the seven goals set out in the Well-being of Future Generations Act:

A Prosperous Barry: Provide budgeting workshops, provide grant programmes, support 'shop local'.

A Resilient Barry: Transition to electric vehicle fleet, be a carbon neutral organisation by 2030, promote community growing.

A Healthier Barry: Develop a mental health drop-in centre, provide a bereavement café, work closely with Public Health Wales.

A More Equal Barry: Create a dementia friendly town, support Barry Youth Council, support inclusivity initiatives.

A Barry of Cohesive Communities: Engage more people in decision making, run more community events, develop a community plan for Barry.

A Barry of Vibrant Culture and Thriving Welsh Language: Provide Welsh language learning, develop a heritage centre, invest in arts and culture through grants.

A Globally Responsible Barry: Work towards Fairtrade and Sanctuary Town status.

Vale of Glamorgan Council Corporate Plan 2025-2030

The Corporate Plan 2025 – 2030, "Strong Communities with a Bright Future" sets out an ambitious programme of work for Vale of Glamorgan Council which aims to:

Creating a great place to live, work and visit.

Respecting and celebrating the environment.

Giving everyone a good start in life.

Supporting and protecting those who need us.

Being the best Council we can be.

The strategy highlights that by working with communities and partners to deliver on these five objectives, the Vale of Glamorgan will have stronger communities with a brighter future.

The Councils are committed to working with the community and partners as a team to deliver the commitments in the Corporate Plan, making everyone proud of the people and places that are at the very heart of the Vale of Glamorgan⁵.

Vale of Glamorgan Local

Development Plan 2011-2026

The Local Development Plan is the primary document that defines the development strategy in the Vale, including a range of locally specific policies relevant to Barry, which is identified as a key settlement in the Plan⁶.

The Plan also mentions the new Barry Island Link Road and Barry Dock Station bus interchange as key transport investments.

Policy MG3: Barry Waterfront is allocated as a strategic site for mixed use development.

Policy SP7: Key active travel infrastructure includes National Cycle Route (NCN) 88 and cycle routes between Barry Waterfront and Dinas Powys.

Policy MG29: Barry Island Pleasure Park and land at Nell's Point identified with the aim to develop all-year-round tourism and leisure facilities.

Vale of Glamorgan Council is in the process of preparing a Replacement Local Development Plan (RLDP). The RLDP Preferred Strategy was published for consultation in late 2023. Within the Strategy, Barry retains its status as the only 'Key Settlement' in the settlement hierarchy. Barry is located within a Strategic Growth Area, where new development is focused, as it is a sustainable location with good sustainable transport options where new residential development can be aligned with other uses. The Preferred Strategy has been endorsed by Full Council as the basis for the Deposit Plan, due to be published in early 2026.

4 - Barry Town Council Corporate Plan 2022-2027 | Barry Town Council

5 - Vale of Glamorgan Council Corporate Plan 2025-2030 | Vale of Glamorgan Council

6 - Vale of Glamorgan Local Development Plan 2011-2026 | Vale of Glamorgan Council

LOCAL & REGIONAL STRATEGIC CONTEXT

Project Zero 2021-2030 & Tree Strategy 2024-2039

Project Zero is Vale of Glamorgan Council's policy to set out a response to the climate change emergency, declared by the Council in 2019. The initiative aims to reduce the Council's carbon emissions to net zero by 2030 in line with the Welsh Government target⁷.

It encompasses a wide range of potential projects focused on:

Energy: Energy saving and transition to renewable sources.

Waste: Recycling, reuse and reducing single use plastic.

Food: Reducing food miles.

Housing: Energy efficiency and reducing fuel poverty.

Transport: Encouraging walking, cycling and public transport.

Schools: Net zero, reduced carbon construction methods and greening of estate.

Land: Sustainable management of public estate, country parks and heritage coast.

The Project Zero Hub provides resources and opportunities for residents to get involved and make positive changes in their daily lives.

The Vale of Glamorgan Council Tree Strategy sets out a range of objectives and initiatives aiming to increase tree coverage across the Vale of Glamorgan, particularly on Council-owned land and highway land, with a focus on areas with low coverage and higher levels of deprivation⁸.

Environment (Wales) act 2016

Under section 6 of the Environment (Wales) Act 2016 public authorities that exercise their functions in relation to Wales have a duty to maintain and enhance biodiversity and promote the resilience of ecosystems. Whilst our protected sites and species are important the s6 duty is about taking steps to protect nature in our towns, cities, public places and wider landscape, both through practical action on the ground, and in the way all public functions are carried out.

To help achieve this, and to comply with the duty, public authorities should embed the consideration of biodiversity and ecosystems into their day to day activities, policies, plans, programmes and projects. It is about changing the way we think about acting for biodiversity.

Plan for Neighbourhoods

Barry has been identified as part of the UK Government's 'Plan for Neighbourhoods'⁹, a 10-year investment programme aimed at revitalising areas most affected by economic challenges and deprivation. The Barry Plan for Neighbourhoods Board will prepare a strategy to deliver the investment, based on five strategic aims:

People feel safer in Barry.

Young people can fulfil their potential.

People are active in, and proud of their community.

People have vibrant places to shop, work and enjoy.

People have access to quality jobs.

The Plan initially focuses on community capacity building, technical feasibility assessments and support for local pilot projects and initiatives. The Plan for Neighbourhoods fund will be leveraged to unlock additional match-funding and investment aligned with the strategic objectives.

Making Waves Masterplan

Barry Making Waves Masterplan was prepared in 2022 to identify potential proposals for future regeneration, with themes to improve connectivity, strengthen spaces and places, create growth opportunities, and enhance public realm and green infrastructure.

The masterplan focuses on the town centre and the Waterfront, proposing to reconnect and revitalise the two through the following proposals:

Improve public realm quality in King Square, Central Park, and on Holton Road.

Redevelop the current Civic Offices, Leisure Centre and Waterfront Retail Park into a mixed-use 'Central Gateway'.

Create a Waterfront loop with a continuous, accessible route.

Develop The Mole site with a new linear park.

Regenerate the Dock Office and surrounds as an 'Eastern Gateway'.

The masterplan does not have any formal status, however some of its proposals have helped to shape investment proposals¹⁰.

7 - Project Zero | Vale of Glamorgan Council

8 - Tree Strategy 2024-2039 | Vale of Glamorgan Council

9 - Barry's 10-year Regeneration Plan for a Brighter Future | Barry.Cymru

10 - Barry Making Waves Masterplan | Vale of Glamorgan Council

NATIONAL STRATEGIC CONTEXT

Wales National Plan 2040

Future Wales – The National Plan 2040 sets out a development framework to address future challenges and opportunities for Wales. The plan includes a spatial plan which details where investment should be directed. Several key policies are significant to the future of Barry¹¹:

Policy 1 / 33 Where Wales will Grow:

Barry lies within the National Growth Area of Cardiff, Newport and the Valleys.

Policy 6 – Town Centre First: Economic growth should be primarily concentrated in town centres.

Policy 12 – Regional Connectivity: A focus on active travel, bus, metros and ultra-low emission vehicles.

Policy 31 – South West Metro: Emphasis on planning growth and regeneration to maximise the potential opportunities arising from better regional connectivity.

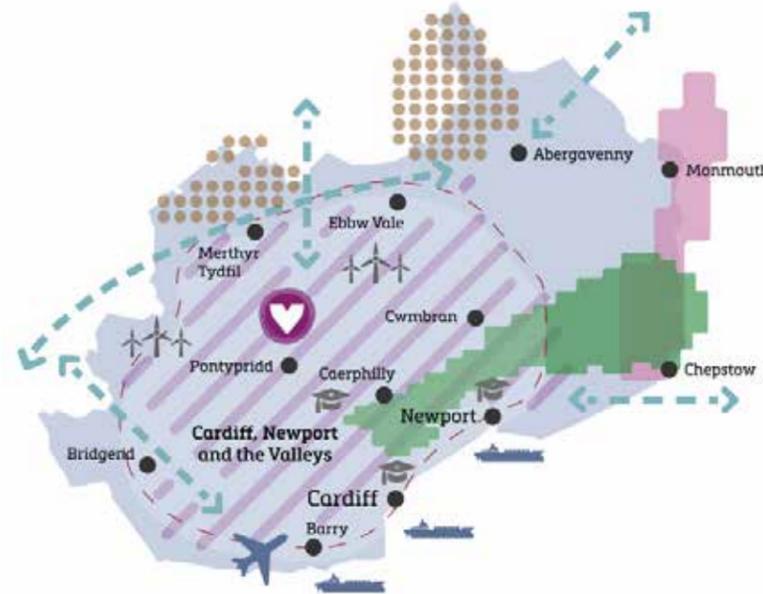


Figure 5 | Wales National Plan: Regional Strategic Diagram. Source: Welsh Government

Wales Transport Strategy

Llwybr Newydd – The Wales Transport Strategy 2021 sets out Welsh Government’s transport aspirations over the next 20 years¹². The strategy sets out three key priorities:

Bring services to people in order to reduce the need to travel.

Allow people and goods to move easily from door to door by accessible, sustainable transport.

Encourage people to make the change towards more sustainable travel.

This includes a desire to make the best use of existing transport infrastructure, adapt infrastructure to encourage a modal shift, and create new infrastructure where needed based on a sustainable transport hierarchy.

Cardiff Capital Region & South Wales Metro

Cardiff Capital Region (CCR) is a grouping of ten local authorities focused around Cardiff, including the Vale of Glamorgan as well as Newport and the Welsh Valleys authorities.

Through the Capital Region City Deal, the CCR has secured £1.2 billion of investment that is expected to deliver up to 25,000 new jobs and an additional £4 billion of private sector investment¹³.

South Wales Metro forms a range of proposals to enhance passenger rail and public transport in the Cardiff Capital Region, funded through the City Deal. This has included electrification of the Core Valley Lines, improved service patterns, and investment in new trains including on the Vale of Glamorgan line which serves Barry, Llantwit Major and Penarth (at Cogan)¹⁴.

Future proposed investment includes new and enhanced stations across the network, potentially including stations within the Vale of Glamorgan.

11 - Future Wales - The National Plan 2040 | GOV.WALES
 12 - Llwybr Newydd - The Wales Transport Strategy 2021 | GOV.WALES
 13 - Cardiff Capital Region City Deal | GOV.UK
 14 - South Wales Metro | TFW.WALES

EXISTING PROJECTS

There are a range of existing developments and regeneration projects already proposed in Barry, which are relevant to the Placemaking Plan. These include the following:

Barry Waterfront Regeneration

The Council has been awarded up to £20 million through the UK Government's Levelling Up programme to undertake or support a series of regeneration projects in the Barry Waterfront area. This includes a number of connected projects:

- A new public park
- A watersports centre and café
- Refurbishment of historic Dock Office into employment space
- New mixed tenure housing

Cardiff and Vale College

The Cardiff and Vale College's new campus at Barry Waterfront is planned to open in August 2027. The 6,000sqm campus will cater for up to 1,000 full time and part time learners and nearly 80 staff offering courses year-round. A student-run hair and beauty salon and restaurant will also be open to the public.



Figure 6 | Barry Waterfront site. Source: Vale of Glamorgan Council

Part 2 Barry Today

LOCATION & CONNECTIONS



Barry is the largest town in the Vale of Glamorgan, located around 11 km to the southwest of Cardiff and within the 'Cardiff Capital Region' city region. It is located on the distinctive South Wales coast adjacent to the Bristol Channel.

As the main administrative and service centre for Vale of Glamorgan Council, residents across the Vale travel to Barry to access public services. There are three other main towns in the Vale of Glamorgan – Cowbridge, Penarth and Llantwit Major.

Barry has several natural assets, including beaches at Barry Island (Whitmore Bay and Jackson's Bay) and the Knap (Cold Knap beach and Watchtower Bay), contributing to the town being a seaside visitor destination. Nearby Porthkerry Country Park and other coastal and countryside visitor destinations are located within easy reach of Barry.

Barry has four railway stations located on the Vale of Glamorgan Line, with services towards Cardiff (30 minute journey / 4 per hour) and Bridgend via Llantwit Major (direct 35 minute journey / 1 per hour). These services form part of the South Wales Metro network. Cardiff Airport is located immediately to the west of Barry.

Barry has regional and national connections to the motorway or trunk road network. This includes recent improvements to Five Mile Lane (A4226) linking Barry to the A48.

NCN Route 88 runs west from Porthkerry Country Park. There are no routes within Barry, or linking eastward to Cardiff and Penarth. The Wales Coast Path passes through Barry.

Figure 7 | Wider Context Map. Source: Mott MacDonald
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POPULATION & DEMOGRAPHICS

Today, Barry is a town of around 53,900, making it the largest town in Wales without city status¹. Whilst the town benefits from strong communities, a diverse population and a rich coastal setting, levels of deprivation remain a significant. Fifty-six percent of households experience at least one dimension of deprivation, and the latest Welsh Index of Multiple Deprivation (2025) shows that seven neighbourhoods in Barry now fall within the most deprived 10% in Wales – an increase from three in the previous index. These areas include parts of Gibbonsdown, Court, Buttrills, Castleland and Barry Dock, highlighting widening inequalities across the town². Pockets of deprivation exist in areas not currently listed in the 10% most deprived.

Educational attainment remains below the Wales average, with fewer residents holding Level 4 qualifications and a higher proportion holding Level 1 – 3 qualifications. Health outcomes also show persistent inequalities, including higher rates of diabetes, substance misuse and poor mental health. Twenty-three percent of households do not have access to a car, compared with 19% across Wales, which affects access to employment, services and leisure opportunities. Barry has lower rates of commuting to work, reflecting both local employment patterns and transport barriers.

These demographic and socio-economic patterns underline the importance of targeted investment, inclusive service design and neighbourhood-level interventions to support health, opportunity and long-term resilience across the town.

Barry has low rates of car ownership, with 23% of households not having a car – more than the Wales average of 19%. There is a lower rate of commuting to work compared to the Welsh average, indicating potential challenges to mobility.

¹ Census 2021 / Office of National Statistics | ONS.GOV.UK
² Welsh Index of Multiple Deprivation | GOV.WALES

53,900

residents, making Barry the largest town in Wales

56%

of households with at least one dimension of deprivation

7

areas within the top 10% of most deprived areas in Wales

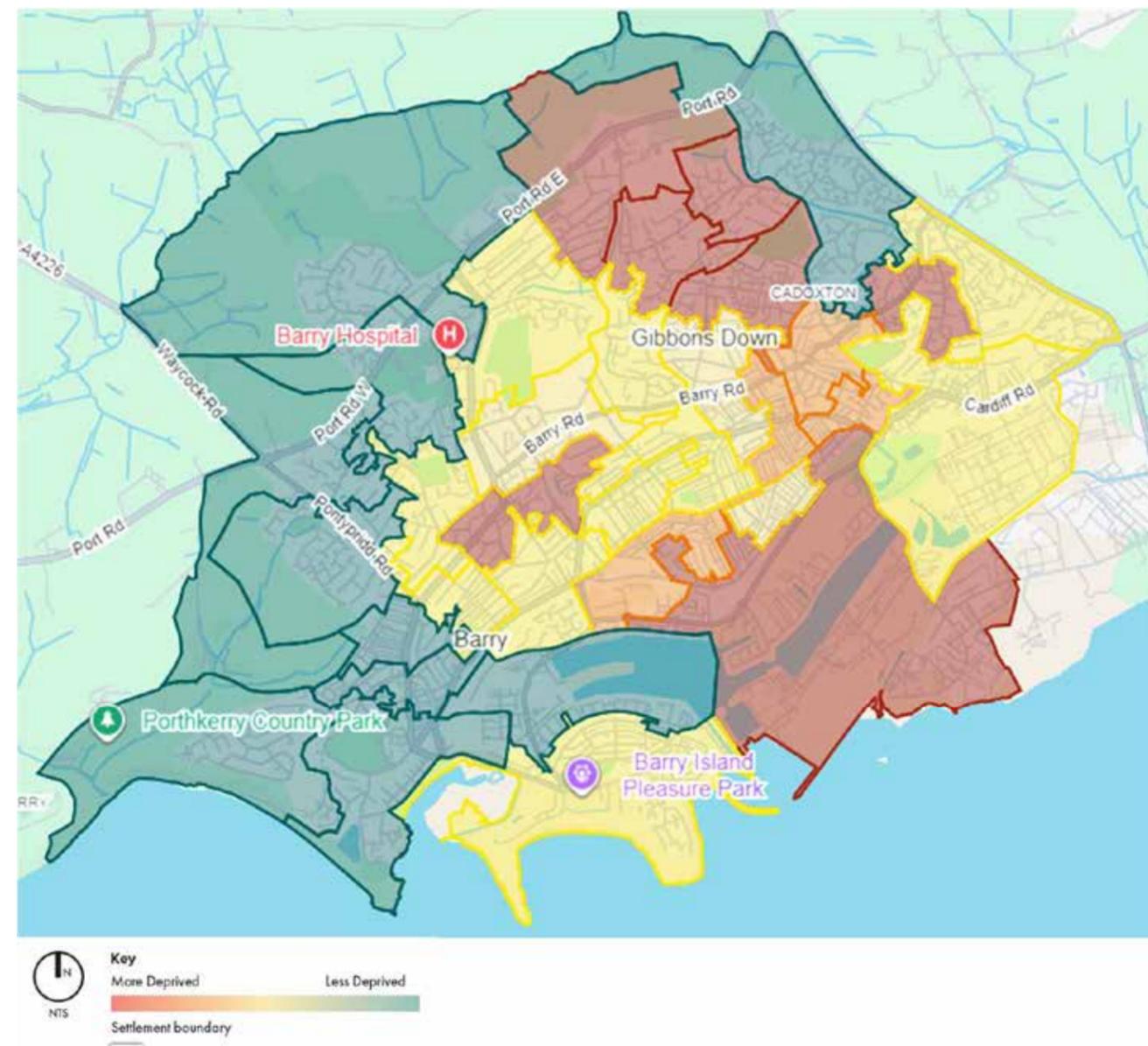


Figure 8 | Welsh Index of Multiple Deprivation. Source: Mott MacDonald, Welsh Government
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BARRY'S STORY

Barry has a proud history as a major port and industrial town, shaped by the expansion of the South Wales coalfields. By 1913 it was the largest exporter of coal in the world. The port attracted workers from around the globe and the demand for workers' housing grew, creating a rich multicultural community.

From the late 1800s, Barry Island became a significant seaside town and tourism destination. Easily accessible by rail, it attracted visitors from the South Wales mining communities and beyond. The Barry Island Butlin's holiday camp officially opened in 1966, with its seaside visitor heyday lasting until the 1980s.

During the mid-20th century, The Glamorgan College of Education was at the heart of the internationally renowned Barry Summer School. It espoused pioneering new approaches to art and education, and attracted pupils and iconic artists from around the world.

However, during the 1980s, Barry faced many significant challenges with the decline in the coal industry and the rise of cheap package holidays. Today, the ongoing regeneration of the town, coupled with international recognition as the home of the BBC TV show Gavin and Stacey, has helped to create a place of innovation and enterprise and a great place to live.

The Barry Storybook project, undertaken in 2021, provides a background to the town's history, culture and identity.

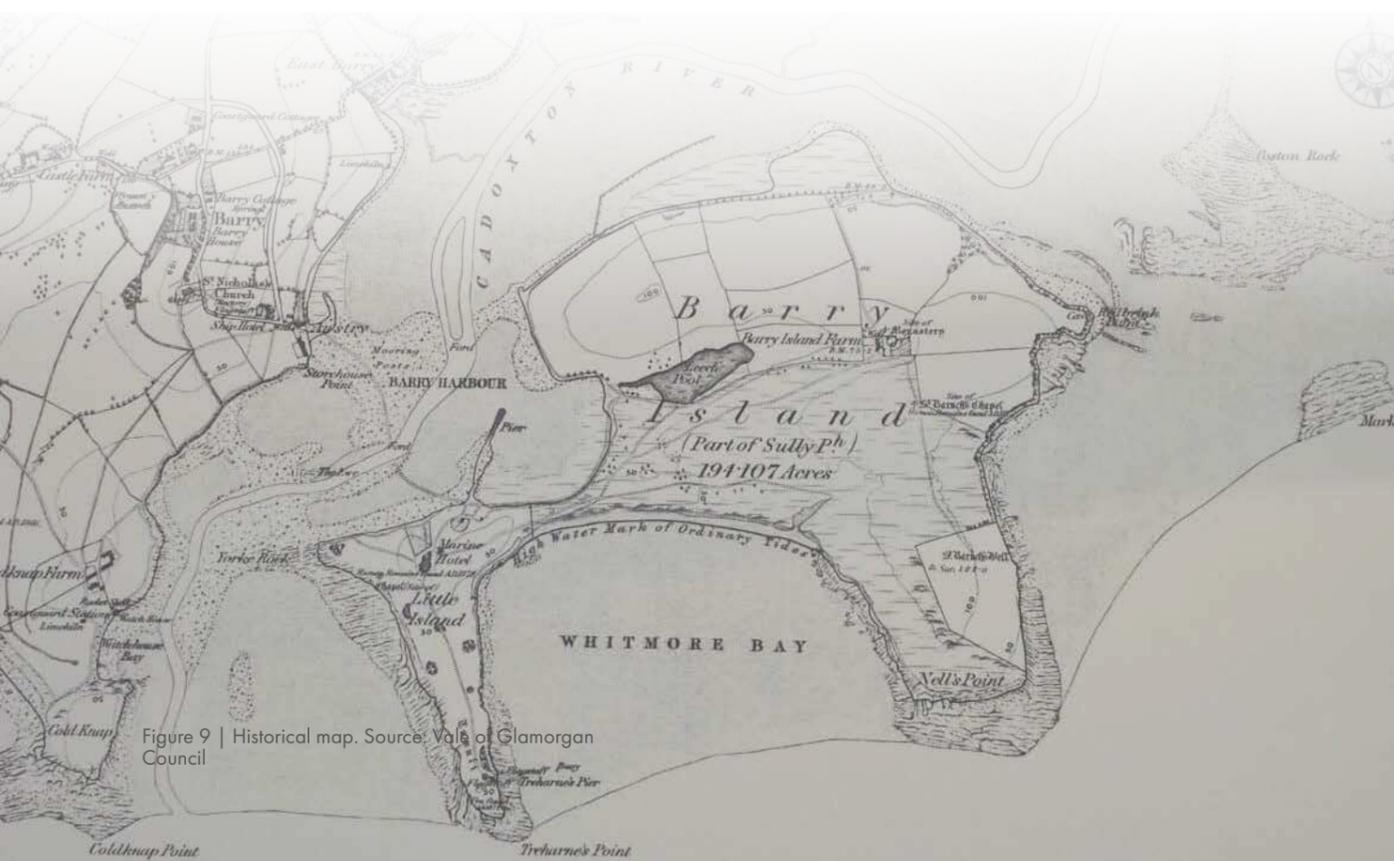
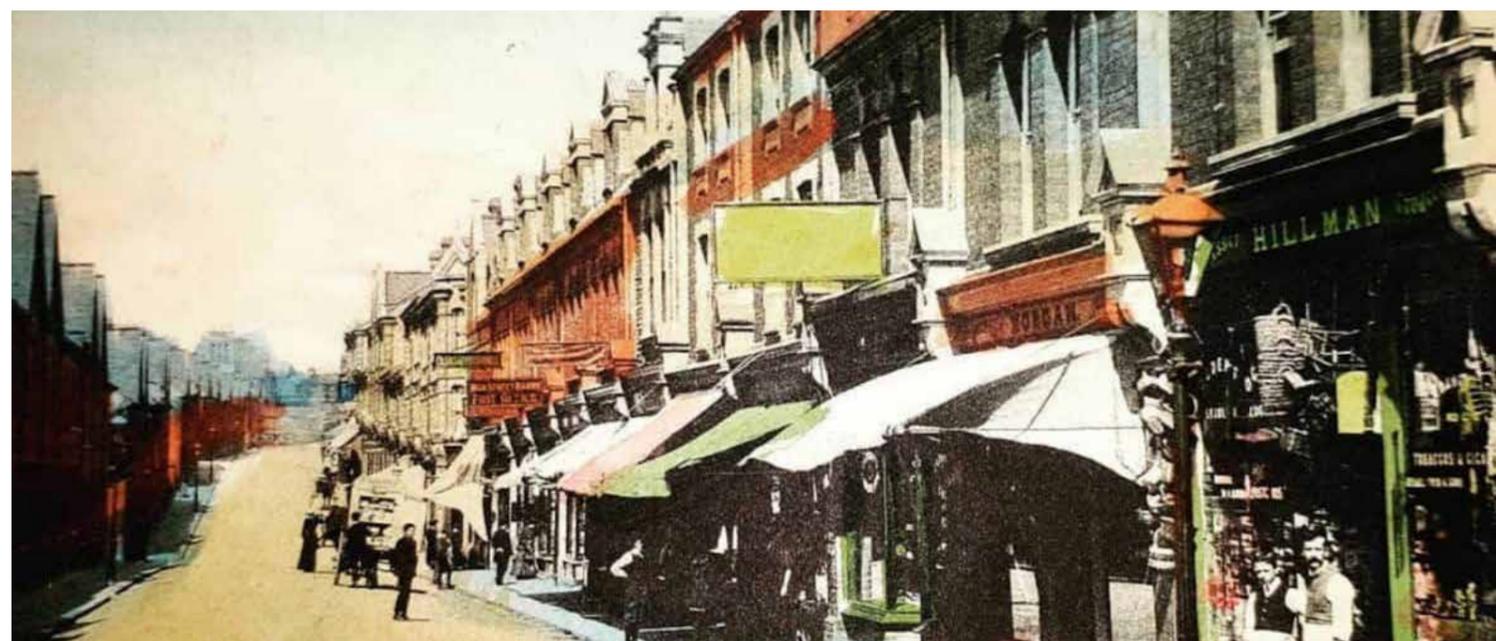
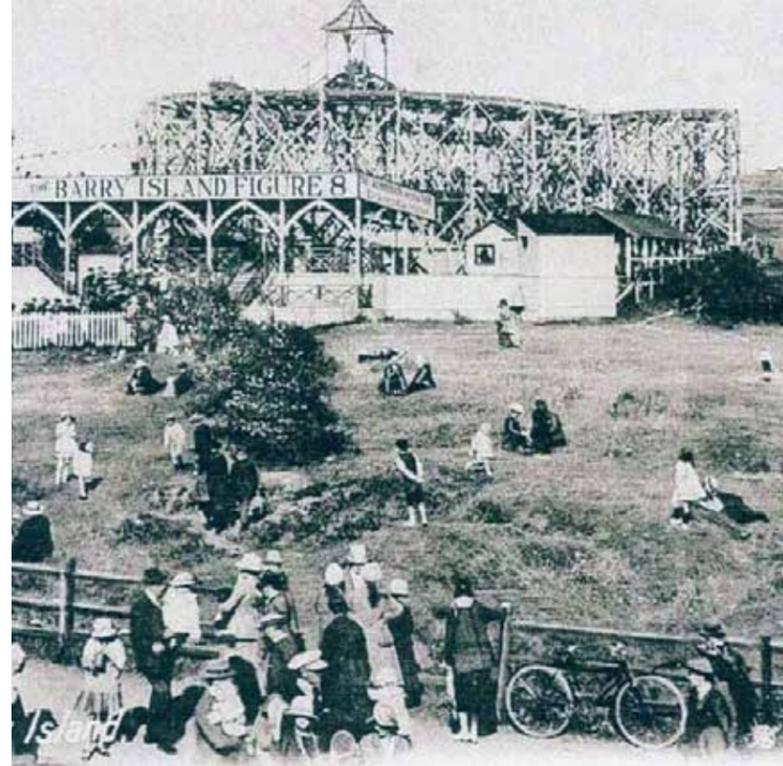
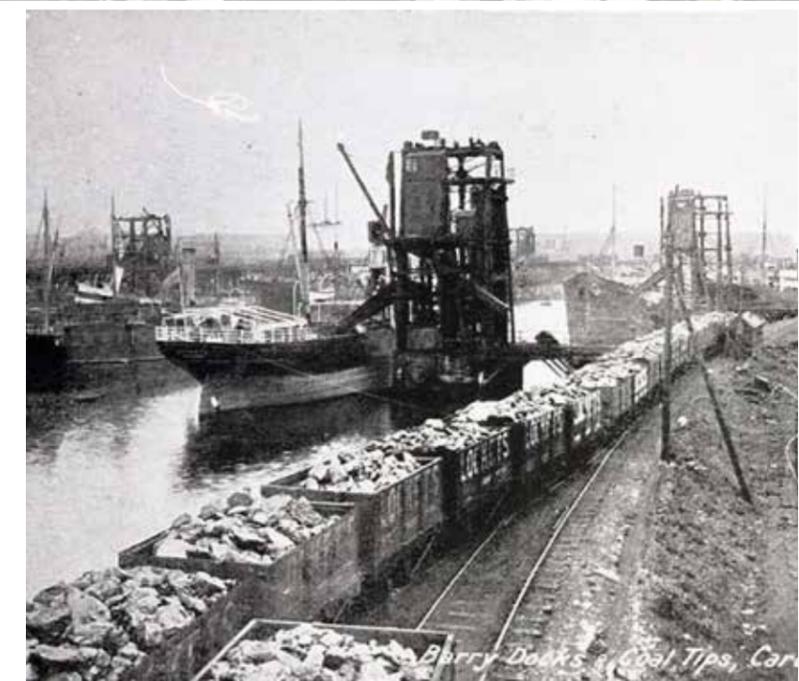


Figure 9 | Historical map. Source: Vale of Glamorgan Council

“Barry is unique in Britain. Nowhere else offers international industrial history and golden seaside resort in such proximity. Indeed, there are few places in the world that combine coal and candyfloss, ships and chips, bananas and bumper-cars so seamlessly.”

The Barry Storybook – 2021

Figure 10 | Historical images (clockwise from top left): Barry Island 'Figure 8', Barry Island Beach, High Street and the Docks. Source: Vale of Glamorgan Council © 2025 Barry



TOWNSCAPE & HERITAGE CHARACTER

Barry has a distinctive urban character which draws heavily from its history as a port and industrial town, as well as a seaside destination, since the late 1800s. The town has multiple 'centres' due to its historic pattern of development, with Cadoxton pre-dating much of Barry.

Prior to the rapid growth of the town in the late 1800s and early 1900s, the Holton Road and High Street areas remained spatially distinct from each other and from Cadoxton. The docks and Barry Island remained distinct until the recent regeneration of the Waterfront area.

Strengths

- A largely intact Victorian townscape, consisting typically of two and three storey buildings with continuous frontage, particularly in the town centre and Barry Island.
- A high propensity for active ground floors on Holton Road, High Street and Barry Island, including traditional shopfronts.
- A number of significant civic buildings, notably Barry Town Hall, Dock Office and Memorial Hall, as well as churches and chapels.
- Civic public realm at King Square including a number of distinctive mature trees.
- Standout topography and landscapes, including coastal areas and views over the Bristol Channel.
- Industrial heritage including the historic Barry Docks.
- Seaside heritage including Barry Island promenade, colonnades, gardens and other structures.
- Heritage highlighted at the Barry War Museum and Heritage Centre on Barry Island.

Weaknesses

- No clear focus area for civic assets and landmarks, with some located away from areas of activity including the Dock Office.
- A lack of defined public realm and pedestrian spaces within the town centre, with the exception of King Square and part of Holton Road, and a lack of green infrastructure within town centre streets.
- Significant green spaces in the town centre are largely hidden from view and are underused.
- Many town centre buildings in vacancy and disrepair, including upper floors of historic retail buildings.
- Many poor-quality modern alterations to historic townscape buildings, particularly including the loss of historic shopfronts.
- Numerous vacant and dilapidated sites in the town centre, Barry Island, along railway corridors and close to railway stations.
- Fragmented urban form resulting from modern development, including around Thompson Street and Dock View Road.
- Significant barrier created by the railway line, with poor quality routes across including long tunnels and bridges.



Figure 11 | Townscape and heritage in the core of the town. Source: Mott MacDonald
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Note – due to map scale, some listed buildings are not clearly visible. Refer to Cadw database for comprehensive details of listed buildings.

Heritage

Barry has a number of significant heritage assets, some of national importance, providing a strong visual story of the town's rich cultural and industrial heritage.

However, these assets are widely dispersed across the town with Barry Town Hall the only listed building in the town centre. The Grade II* listed Dock Office building is the most significant historic asset within the slightly wider core of the town.

The Grade I listed Dovecote at Cadoxton Court, located outside the central area, is the largest and best-preserved medieval dovecote in Glamorgan. There is a collection of listed buildings associated with the Barry Island Promenade, including the East and West Shelter colonnades. The ruins of St Baruc's chapel, located close to Jackson's Bay, are a scheduled monument. The Grade II listed former Public Toilets at Barry Island is a notable vacant historic building. The ruins of Barry Castle are Grade II* listed. The castle ruins are located in the western suburbs of the town, and are not a notable feature in the overall character and identity of Barry.

In addition, there is a non-statutory list of County Treasures which identifies a number of other buildings, including the Memorial Hall (Memo Arts Centre) on Gladstone Road.

The town has three conservation areas: Barry Marine Conservation Area covers much of Barry Island, recognising its key place in the social history of South Wales as a focus for mass tourism for the communities of the coalfields and beyond. It forms a distinctive part of Barry as a seaside resort, while sharing a coherence of character with the mainland town. Iconic features on Barry Island include the Eastern and Western shelters, the parade of shops and cafés at Paget Road, and the Merrie Friars and Esplanade buildings, reinforced by the Promenade Gardens.

Barry Garden Suburb Conservation Area, located on the north western edge of the town, is an important Welsh example of the planned 'Garden City' movement with purpose-built facilities including shops, church and a community

hall identified as County Treasures. The houses, built between 1915 and 1925, form an attractive residential area, located on a plateau overlooking Porthkerry Bay and the Severn Estuary.

Cadoxton Conservation Area, located to the east of the town centre, is a historic village core centred around the listed St Cadoc's Church, with a network of small winding lanes, footpaths and open spaces reflecting the earlier scattered rural settlement, and a mixture of stone-built farmhouses and 19th century terraced worker cottages. The area has now been surrounded by newer residential housing and street patterns. Barry Garden Suburb and Cadoxton conservation areas are not in the central area shown on the previous page.

A Strategy for Heritage

Conversations have been ongoing for some time regarding how the heritage of Barry might be interpreted for the benefit of both current and future generations. Any future consideration of these issues needs to include consideration of both the needs and interests of both residents and potential visitors to the town's attractions.

During the development phase of the Placemaking Plan, Barry Town Council have made the decision to appoint a Heritage Officer. Once in post, the role of this Officer will be to explore a range of options for the future interpretation and presentation of the town's heritage stories. This could include physical display of objects, access to digital archives, as well as on-site interpretation portals for individual heritage assets. In light of this planned role, it is important that this Plan is not prescriptive in its ambition for the future interpretation of the town's rich heritage.

However, what can be clearly stated at this point is the importance of the town's history which creates such a strong identity for its residents and which will also potentially play an important role in the future economic and cultural development of the town.



Figure 12 | Heritage features (clockwise from top left): Town Hall, Memo Arts Centre (Memorial Hall), Barry Island Promenade wall and western shelter, Dock Office. Source: Moit MacDonald and © Mick Lobb, CC BY-SA 2.0 License

LAND-USE & DEVELOPMENT

Key Land Uses

Barry is characterised by a dispersed pattern of land-uses, with multiple focal areas including the town centre around Holton Road, the High Street / Broad Street area, Barry Waterfront and Barry Island. Beyond these areas, Cadoxton, Cold Knap and Park Crescent are significant local centres. Notable features include:

In the Core of the Town

- Barry town centre includes a diverse range of small and medium sized retail, primarily focused on Holton Road and Thompson Street.
- The town centre, particularly Holton Road, has a significant number of vacant units, including the large former Wilko unit. There has been a decline in retail and national retailers in line with comparable centres.
- Smaller scale independent retail and evening economy uses are focused around High Street and Broad Street, distinct from the town centre.
- Civic uses are distributed around the town, with key Vale of Glamorgan Council offices located at the western end of Holton Road and away from the centre at Barry Dock Office, whilst Barry Town Council is located at the Town Hall.
- The Waterfront area includes the Goodsheds food and drink / micro-retail destination, as well and a new local centre (currently largely vacant) and big-box retail including two supermarkets.

- The proposed Cardiff and Vale College, watersports centre and refurbishment of the Dock Office will increase the range of activities and destinations in the Waterfront area.
- Land uses around Barry Island seafront include food and drink, traditional gaming arcades, tourist-focused retail, and Barry Island Funfair, as well as the adjacent Barry Athletic Club.
- There is a limited range of visitor accommodation in the town centre and at Barry Island. The Premier Inn at Barry Waterfront provides the only sizeable accommodation in the central area, with additional hotels located towards the airport.

Beyond the Core of the Town

- Areas to the north, east and west of the town centre, and between Barry Island and the town centre, are broadly residential in character.
- Other local retail areas beyond the central area of the town including Cadoxton.
- The southeast of the town is dominated by a range of industrial uses, including uses relating to the docks.



Figure 13 | Land-use and activity in the core of the town. Source: Mott MacDonald
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Community Facilities

Barry has a range of community facilities inside and beyond the central area of the town. This includes:

- Cultural facilities within the central area including the Library and Art Central gallery at Barry Town Hall and Memo Arts Centre.
- Fitness and sports facilities at Barry Leisure Centre
- Sports facilities beyond the central area including Jenner Park which provide a range of community uses.
- Numerous community centres and hubs within Barry's neighbourhoods, such as the Barry Community Enterprise Centre in Holm View, Cadoxton Moors Community Centre and Castleland Community Centre.
- A wide range of other clubs and facilities operated by community groups and volunteers.
- Local centres and retail areas within neighbourhoods, including at Cadoxton

Events

Barry has a programme of community and cultural events, including large-scale events that draw visitors to the town. This includes:

- Gwyl Fach y Fro cultural festival – May
- Barryfornia beach festival – May and September
- Cadstock music festival – June
- Barry Festival of Transport classic vehicles festival – June
- Knap Kite Festival 'Beyond the Clouds' – June
- GlastonBARRY music festival – July
- Goodsheds Food & Drink Festival – Varies
- Barry Family Fun Day – August
- Holton Road Christmas Lights – December
- Run for Wales Barry Island 10K – Varies

Events are located away from the town centre and broadly focused in the summer months.

The range of events across Barry has reduced since the Covid-19 pandemic. There was previously a street market on Holton Road which ceased trading. Subsequent attempts to run a market proved unsuccessful.



Figure 14 | Events in Barry (from top to bottom): Run for Wales Barry Island 10K, GlastonBARRY music festival, Barry Island Promenade. Source: Vale of Glamorgan Council

MOVEMENT & ACCESS

To and from the town

Barry is well connected to the wider regional transport network, but faces some notable challenges and issues. This includes:

Strengths

- Good access by rail with four stations, frequent services to Cardiff and Bridgend.
- Recent improvements in rail service frequency and train quality through the South Wales Metro programme.
- Direct rail to Barry Island, one of few beach destinations in South Wales with a station.
- The Wales Coast Path runs through Barry, including a loop on Barry Island. However there is a gap in access to the coast to the east of Barry.

Weaknesses

- The town centre is poorly served by rail, with the nearest stations located more than 10min walk away.
- Poor interchange between bus and rail, and lack of services to the recently completed interchange at Barry Docks.
- NCN Route 88 ends at Porthkerry Country Park to the west of the town, and does not pass through the centre or link eastward to Penarth.
- Capacity challenges for car parks due to seasonal peaks and troughs, particularly at Barry Island.
- Limited parking provision in the town centre, and poor condition of the Holton Road multi storey car park (MSCP).
- Road network can be congested on busy days.

Within the Town

Barry can be challenging to navigate for vehicles, pedestrians and cyclists particularly due to its topography and dispersed character. Issues and challenges include:

Strengths

- The town centre and core are compact and walkable with a permeable street network.
- Pedestrian spaces in the town centre including King Square and parts of Holton Road.
- Recently completed pedestrian and active travel spaces around the Waterfront.

Weaknesses

- Distances between key areas and destinations, which discourage linked trips by active travel.
- Topography and other barriers to movement can limit walkability and active travel for many people.
- Railway lines, docks and topography create barriers and bottlenecks for the road network.
- Routes across / under railway lines with perceived poor conditions for personal safety.
- Lack of defined cycling infrastructure and gaps in network provision.
- Poor quality routes to and from stations, particularly between the town centre and Barry Docks station.
- Concerns around bus reliability because most routes start in Cardiff and are therefore potentially subject to delays caused by issues relating to Cardiff City Centre traffic.
- Challenges for traffic access and circulation largely relating to road layout and topography.

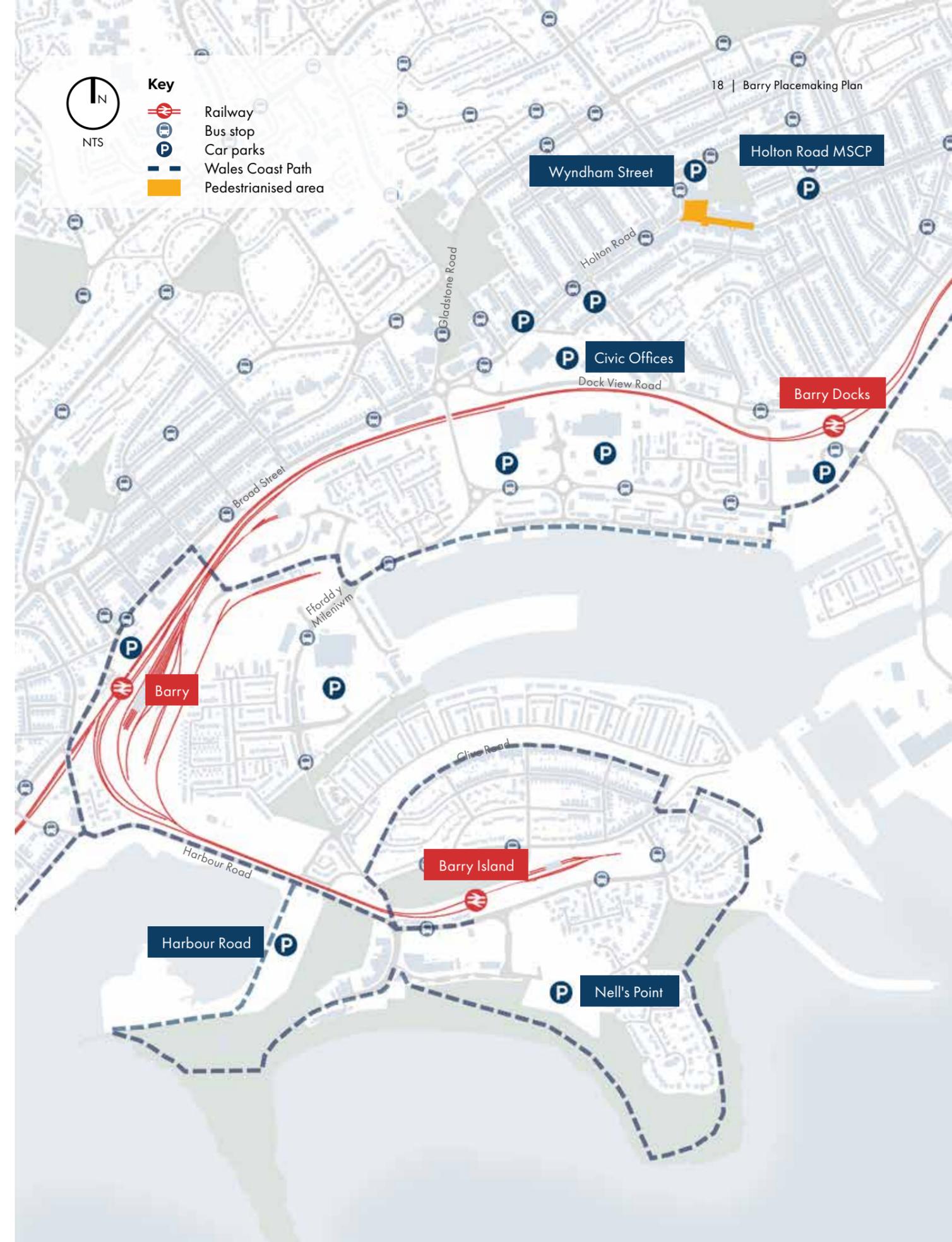


Figure 15 | Movement and access in the core of the town. Source: Mott MacDonald
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GREEN INFRASTRUCTURE

Barry has a variety of green infrastructure, with existing green spaces and features including:

- Small but notable green spaces in the town centre at Gladstone Gardens and Central Park.
- Large parks beyond the centre including Romilly Park to the west, and Victoria Park and Pencoedre Park to the north east, as well as playing fields, allotments and other significant green spaces.
- Significant coastal green spaces at Barry Island and The Knap, including the naturalistic headlands and manicured Promenade Gardens.
- Beaches including Whitmore Bay, Jackson's Bay and Cold Knap, each with distinctive characters and types of activities.
- A range of other smaller green spaces in the central area.

- Areas of semi-natural green infrastructure associated with railways, highway verges, escarpments, and vacant / derelict land.
- Views to wider landscape / green infrastructure as a result of Barry's distinctive topography.

Bordering the town to its west, Porthkerry Country Park also offers a significant green asset for residents and visitors.

However, key areas in the central area of the town are characterised by a lack of green infrastructure and accessible open spaces. This includes a lack of street trees and incidental green spaces on many central streets.

Additionally, the green spaces at Central Park and Gladstone Gardens are largely hidden from view from Holton Road, making a limited contribution to the character of the town centre.

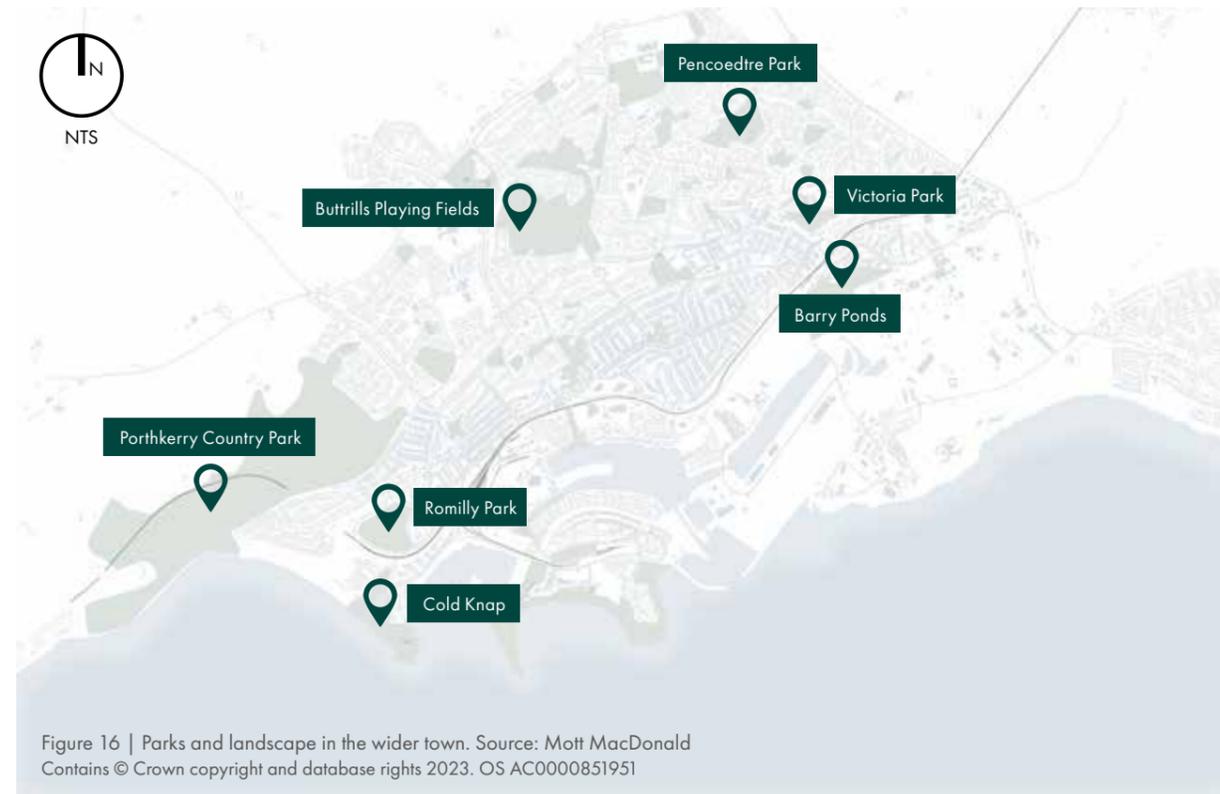


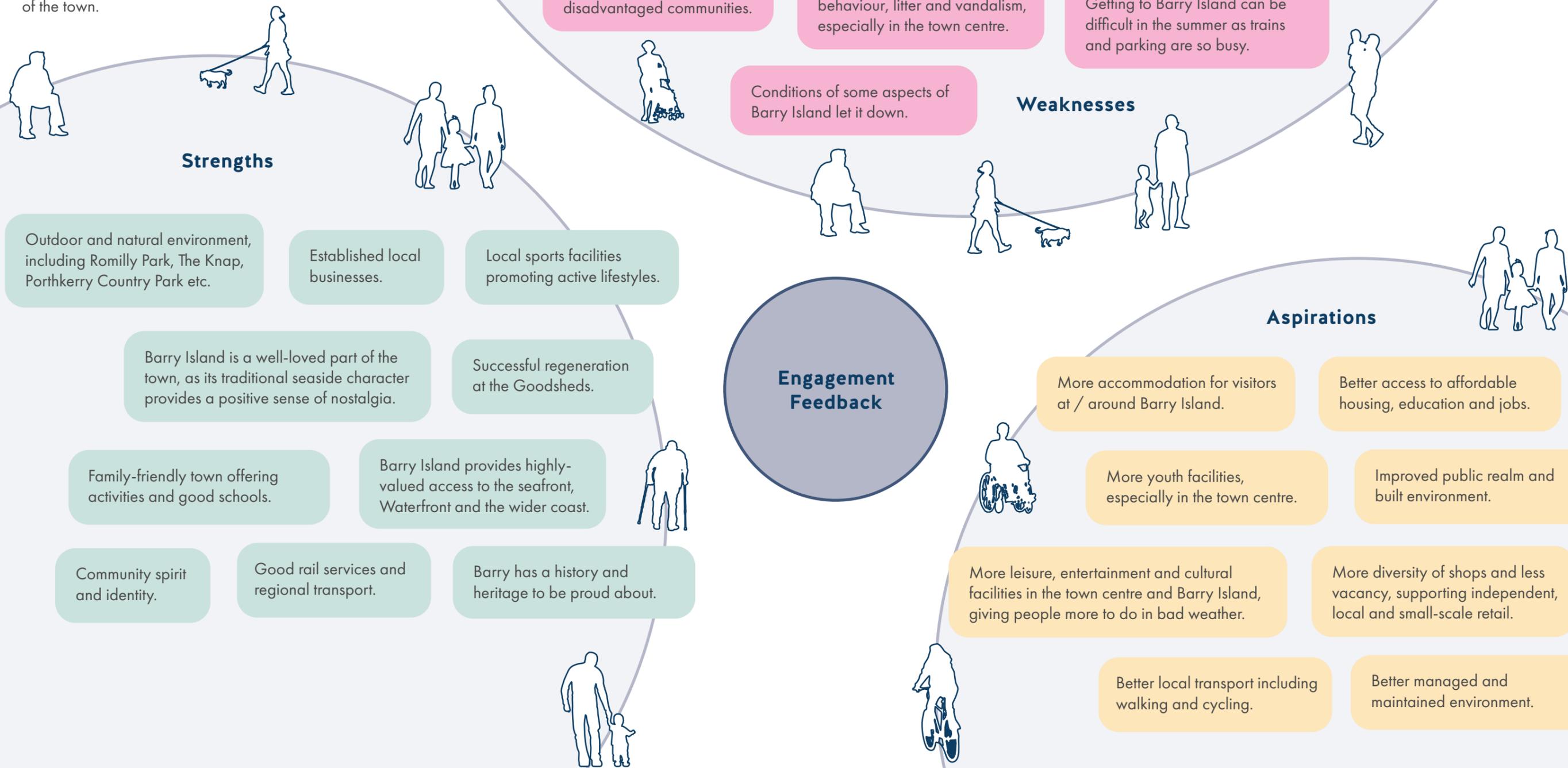
Figure 16 | Parks and landscape in the wider town. Source: Mott MacDonald
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Figure 17 | Public realm and landscape in the core of the town. Source: Mott MacDonald
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ENGAGEMENT FINDINGS

Community and stakeholder engagement undertaken over the course of preparing the plan (set out on p4) revealed a range of views, summarised and categorised here as relating to Barry's strengths and weaknesses, and people's aspirations for the future of the town.



OPPORTUNITIES & CHALLENGES

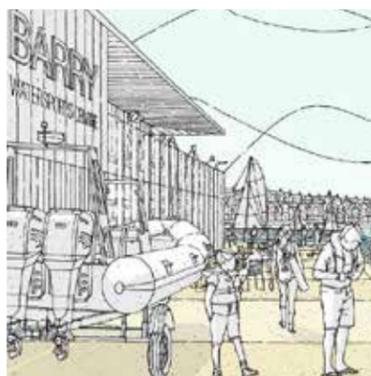
Looking to the future, Barry faces a range of significant challenges which must be addressed, as well as opportunities which can be captured and built upon. Some of the most significant opportunities and challenges identified through the assessment of the town are set out below:

Key Opportunities



A Town with Many Assets

Barry has many great assets including its coastal setting, the visitor destination of Barry Island, independent retail at Holton Road and High Street, and new destinations such as the Goodsheds.



Momentum for Investment

Barry has received significant investment from the UK Levelling Up programme, including a £20 million commitment to deliver a new watersports centre, and further investment as part of the Plan for Neighbourhoods programme.



The City Region

Barry is part of the Cardiff Capital Region, which is a strategic area for growth and investment. This includes ongoing investment to transform the region's rail and public transport network as part of the South Wales Metro, which serves Barry.

Key Challenges



Changing Role of the Town Centre

Barry town centre has struggled due to nationally-changing retail habits, with more people shopping online and at out of town locations. This has resulted in a loss of national retailers, reduced local retail choice, and increased vacancy.



The Dispersed Town

Barry's many assets are dispersed within the town, resulting in a lack of critical mass and challenges in getting around. This includes a disconnect between Barry's stations and its key destinations.



Inequity across Communities

There is inequity across communities, with areas of Gibbonsdown, Court and Buttrills identified as being within the top 10% most deprived communities in Wales, alongside wider issues relating to the rising cost of living.

Figure 18 | Opportunities and Challenges. Source: Mott MacDonald, Vale of Glamorgan Council, Transport for Wales

Part 3 The Vision

THE FUTURE OF BARRY

Our Vision for Barry:

Barry is a **vibrant, safe and connected** town where everyone feels empowered to take advantage of opportunities and contribute to their communities.

A **welcoming and inclusive place** where all residents can flourish and proudly call their home.



Figure 19 | Views of Barry (from left to right): Town hall, Barry Island, local communities, fairground. Source: Mott MacDonald, Vale of Glamorgan Council

Vision & Key Priorities

The Placemaking Plan Vision (on the previous page) sets out a concise statement for how the town should be shaped in the future, focusing on the needs and aspirations of Barry's communities.

The vision is supported by seven key priorities for future change. The Vision and Priorities have been shaped through the activities undertaken to prepare the Placemaking Plan, including:

- Review of existing and emerging policy and strategy
- Community and stakeholder engagement
- Context assessment set out in the earlier sections of the Plan.
- Placemaking guidance principles including the Placemaking Wales Charter and Placemaking Guide (2020).

The Placemaking Plan Vision is consistent with the vision set out for the Barry Plan for Neighbourhoods programme, and was developed through a range of community and stakeholder engagement throughout 2024 and 2025.

The seven key priorities set a framework for understanding how future projects should be developed and what they should aim to achieve. These priorities are used later in the Placemaking Plan as a tool to explain why project ideas have been developed and included within the Plan.



Safe & Welcoming for All

Create a better perception of Barry by improving the quality of the local environment, addressing crime and anti-social behaviour, and maintaining the public realm including reducing litter and vandalism.



Fair, Thriving Communities

Ensure that all of Barry's residents can play their role in the life of the town, help to shape their own future, benefit from regeneration and have the opportunity to lead healthy and active lives.



A Place for Young People

Provide more spaces and activities that are accessible and affordable for young people, helping to ensure that they feel included, valued and active in the community.



Vibrant Retail

Respond to changing trends in high street retail, ensuring Barry retains its role as a key service centre with a renewed focus on independent retail and complementary leisure, community and culture.



Connected to the Region

Capture the value of regional growth and investment, including the emerging Cardiff Capital Region, South Wales Metro and 'Smart Towns' digital placemaking.



Sustainable & Resilient

Make sure that regeneration contributes to a sustainable future, including supporting a shift towards net-zero, increased biodiversity within the town, and resilience to climate change.



A Place to Visit

Transform Barry's visitor economy to attract more people, for longer stays and throughout the year in a way which generates economic benefits for Barry's communities and benefits the wider region.

PLACEMAKING PRINCIPLES

Key Principles

The Placemaking Plan considers the six placemaking themes in the Placemaking Wales Charter and Placemaking Guide (2020). The strategies and proposals in the plan consider how the principles should be applied in Barry in the following ways:

Meaning



People & Community

Placemaking will be shaped by community engagement and involvement, drawing on a wide range of previous activities.

Future proposals should be shaped by the local community to ensure they are responsive to local needs. The community will be at the heart of the town, with consideration given to integrating deprived communities, addressing well-being challenges and ensuring that people of all ages and abilities are welcome.



Identity

Placemaking should emphasise local distinctiveness, shaping a place which has its own character, draws on its cultural heritage, and celebrates local and independent enterprise and community-led activity. It should be proud of its history as an industrial port town and iconic seaside destination, as well as reflecting on its future role in the Cardiff Capital Region and the growth that this may bring.

Activity



Movement

Active and sustainable patterns of travel will be promoted and supported, whilst recognising challenges to accessibility by these modes. The dispersed nature of the town represents a challenge to be addressed through both infrastructure and future land-use planning, to ensure that people can easily move around the town. The role of access for the visitor economy must be recognised, along with the peaks and troughs in demand for travel.



Mix of Uses

The spatial distribution of land-uses should be carefully considered to ensure the future vitality of the town centre and other key areas of activity. Diversification of uses in the town centre and Barry Island will help to promote future success, recognising changes in patterns of retail and the visitor economy and the need to continue to attract a wide range of people. A mix of uses including leisure, hotels, housing and employment will be significant to how Barry develops.

Form & Setting



Built Environment

Public realm, open space and townscape form an important part of the character of Barry, creating a comfortable and welcoming place for all. Creating more space for pedestrians, reducing the dominance of vehicles, integrating more green space within the town centre will help to create a high quality place. The built environment will also play a role in promoting sustainability, biodiversity and well-being by integrating nature and connecting to natural landscapes.



Location

The location of Barry and its setting as a coastal town in the Cardiff Capital Region will be key drivers for placemaking. Future development and investment should be well located to draw on these qualities, promoting the coastal visitor economy, helping to regenerate the town centre, integrating dispersed and deprived communities and ensuring that Barry is connected to and benefits from the South Wales Metro.

THEMES

The Placemaking Plan has developed four themes which set out, organise and guide how and where future regeneration activities and investment should take place. These strategies aim to tie the vision, priorities and placemaking principles to the physical geography of Barry, and have been developed in response to existing policy and strategies, stakeholder engagement, and context assessment.

The themes provide a framework for potential future projects that will support their realisation. These are set out in the next part of the Placemaking Plan.



1 | Refocus the Centre

The Placemaking Plan aims to support activity in the town centre, reinforcing the centre's role as the heart of the town, a place for shopping, entertainment, culture and community.

Diversifying uses and activities in the town centre will provide more reasons for more people to visit the town centre at different times of the day, supporting a sense of vitality and creating a more vibrant evening economy.



2 | Integrating Communities

The Placemaking Plan aims to support the integration of all of Barry's communities, with a focus on improving outcomes for people in communities with identified need, and ensuring that everyone has an opportunity to be involved in the life of the town.

Improvements to neighbourhood facilities will play a key role in this, ensuring that everyone has access to local services, shops and open spaces in their local area, as well as improved access to facilities in the town centre and other locations.



3 | Barry Island

The Placemaking Plan aims to revitalise Barry Island as a significant visitor destination, renewing Barry's reputation as a traditional seaside town and increasing the quality and range of attractions to meet modern expectations.

This will include exploring opportunities to provide visitor accommodation allowing longer stays and a broader demographic of visitors, as well as supporting a more joined-up visitor offer with Barry and the Vale's wide range of destinations.



4 | Connecting the Town

The Placemaking Plan aims to improve connections between Barry's destinations and assets, including the town centre, High Street, Waterfront, Barry Island, Cold Knap and the wider coast.

Key points of arrival into Barry, including the four railway stations and key car parks, could be better connected to the town's destinations and communities, making it easier to move around Barry on foot, by bike or public transport. This also includes supporting improvements to digital connectivity, bridging the digital and physical experience.

Barry Placemaking Theme

Barry Town Council Corporate Plan

Refocus the Town Centre supports Barry Town Council's *Prosperous Barry* priority through its aims to strengthen the town centre as a vibrant civic, cultural, and economic hub.

Through public realm improvements, increased cultural activity, support for local traders, and new development, the theme promotes wellbeing, community cohesion, sustainable economic growth and resilience.

Integrating Communities supports Barry Town Council's *Healthier Barry* and *Equal Barry* priorities through strengthened connections and access between neighbourhoods and services, open green space and shops, so all residents can fully participate in community life.

Cohesive Communities aims are supported by creating more opportunities for residents to come together through improved sports and recreation across the town.

Barry Island supports Barry Town Council's *Vibrant Culture & Thriving Welsh Language* and *Resilient Barry* priorities by positioning the area as a high-quality visitor destination that drives local prosperity, celebrates coastal identity, and enhances wellbeing.

Connecting the Town supports Barry Town Council's *Cohesive Communities* priority by improving how people move around the town, strengthening links between key destinations, and promoting sustainable, accessible travel. The theme supports *Globally Responsible and Resilient Barry* through investment in better active travel routes, integrated public transport, and high-quality gateways at stations creating a more streamlined and attractive travel network.

Vale 2030

Refocus the Town Centre advances Vale 2030 through targeted investment in cultural and community facilities, public realm improvements, townscape enhancements, retail support, and new development opportunities. By diversifying town centre activity and driving a vibrant day and evening economy that boosts local prosperity, this theme creates attractive, resilient town centre *where residents feel a sense of pride*. Together, these actions contribute to the Vale's ambition to be a prosperous, wellconnected, and *great place to live, work, and visit*.

Integrating Communities supports Vale 2030 by promoting fairness, wellbeing, and opportunity across all neighbourhoods, with a focus on those facing the greatest need.

Through investment in local community facilities, services and partnerships, *improved access to skills and quality employment, this theme encourages active, healthy lifestyles which deliver better physical and mental wellbeing* outcomes. This helps reduce inequalities, support economic growth and contribute to a Vale where *people feel connected to their community* and everyone has the opportunity to thrive.

The **Barry Island** theme supports the Vale 2030 by strengthening the Island's offering as a high-quality, sustainable visitor destination that supports local prosperity, celebrates coastal identity, and enhances community wellbeing.

Through enhancing and *broadening the range of arts, leisure and cultural opportunities*, this theme contributes to a prosperous, resilient, and distinctive Barry for residents, businesses, and visitors alike.

Connecting the Town theme supports Vale 2030 by *strengthening connectivity between* neighbourhoods, key destinations, and essential *services and systems that support people's needs, the environment and the local economy*. This theme drives health and wellbeing improvement, accelerates climate action, widens access to services and employment, and helps create *a cleaner, greener, healthier and betterconnected place to live*.

Part 4

Project Ideas



Projects Led Approach

Placemaking-led regeneration is proposed through a range of interlinked projects, undertaken over the lifetime of the Placemaking Plan.

This section sets out a range of potential project ideas which respond to the vision and aims of the Placemaking Plan, as well as the four themes. Proposals reflect the place-based opportunities identified through the preparation of the plan, and the key issues identified through community and stakeholder engagement.

Proposals in this section are organised based on the themes strategies set out in the previous section:

- Refocus the Centre
- Integrate Communities
- Revitalising Barry Island
- Connecting the Town

All proposals set out in the section represent ideas that will be tested and developed further.

Project Selection

Project ideas have been identified and selected based on their potential to deliver the vision and seven key priorities, and to realise the four themes. This includes consideration of the details of the policies, strategies and engagement feedback that helped to shape them.

For each project, alignment with the seven key priorities is illustrated by the icons introduced on p23.

Working in Partnership

The Councils recognise the need to work in partnership with others to deliver change. Whilst some proposals can be directly undertaken by the councils and public sector partners, others will require working closely with other parties such as community groups, developers, businesses and landlords.

Timeframe

Proposals are split in two phases:

Shorter Term & Quick Wins

Projects which can be delivered through existing funding and which have existing momentum. Shorter term projects may include early phases of larger developments, or proposals which are intended to act as a catalyst to support future feasibility and viability.

This includes 'quick wins' such as pop-up uses and small scale enhancement with an immediate impact.

Longer Term

Projects which are more complex or larger in scale, have more codependency, and which require more lead-in time for planning, funding and securing consenting. This may include projects which are not currently viable, but which are dependent on creating momentum for change and securing larger scale public and private investment.



1 RE-FOCUS THE CENTRE

Re-focus the Centre

The Placemaking Plan aims to support activity in the town centre, reinforcing the area's role as the heart of the town – a place for shopping, entertainment, culture and community.

Diversifying uses and activities in the town centre will provide more reasons for more people to visit the town centre at different times of day, supporting a sense of vitality and creating a more vibrant evening economy.

Interventions: Re-focus the Centre

- 1.1 Town Hall Cultural & Community Hub
- 1.2 Central Park & King Square
- 1.3 Supporting Town Centre Retail
- 1.4 Western Gateway Development
- 1.5 Holton Road Public Realm
- 1.6 Town Centre Townscape
- 1.7 Memo Arts Centre
- 1.8 Town Centre Community of Traders (Not shown on plan)

Interventions: Other Themes

- 2.3 Town Centre Well-being Hub (Not shown on plan)
- 4.2 Barry Docks Station & Eastern Gateway
- 4.8 Access Strategy

Key

- Listed building or County Treasure

Proposals

- Supporting town centre retail
- Potential development
- Public realm enhancement
- Existing active frontage
- Enhanced pedestrian links
- Existing significant vacant space
- Car park enhancement
- Opportunity for enhancement

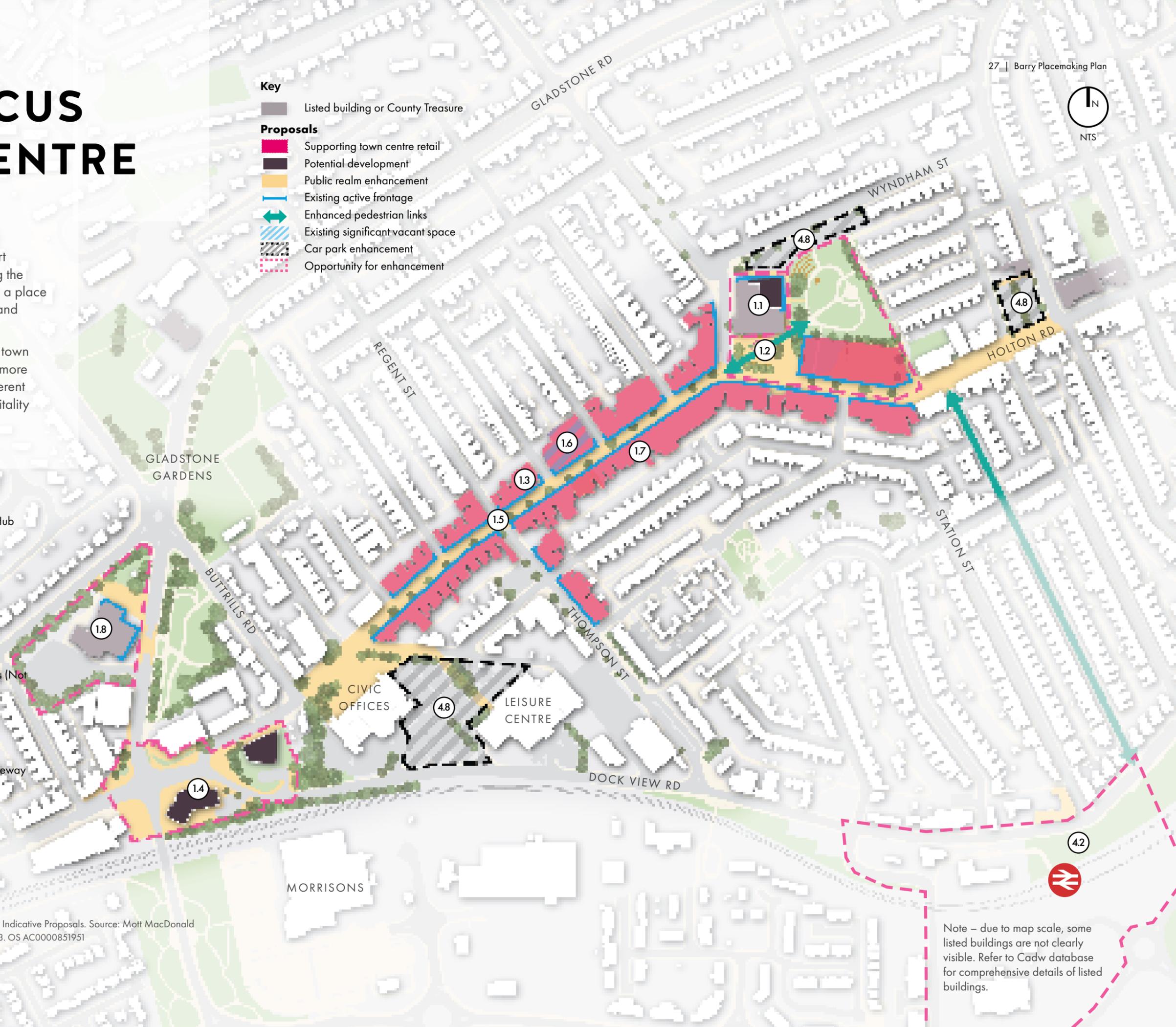


Figure 20 | Re-focus the Centre: Project Ideas and Indicative Proposals. Source: Mott MacDonald
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Note – due to map scale, some listed buildings are not clearly visible. Refer to Cadw database for comprehensive details of listed buildings.

PROJECT IDEAS

1.1 Town Hall Cultural & Community Hub

Alignment to Priorities



Expand and reconfigure the landmark building to provide more spaces for cultural and community facilities and activities, meeting the needs of Barry's residents and creating a distinctive destination in the town centre.

Time Frame | Short to Long Term

Key Partners

- Vale of Glamorgan Council-led / Barry Town Council

Reasons for Project

- Aspirations for more cultural and community facilities, including for young people.
- To provide more reasons to visit the town centre.

This could include:

- Enhanced and expanded library and gallery spaces with greater flexibility to provide a range of community and educational purposes.
- A broadened range of events and exhibitions which serve a wider audience, expanding on Library and Art Central activities.
- Improving entrances to make facilities more visible and more accessible, including a new entrance into Central Park allowing cultural activities to spill out into this space.
- Potential extension of the building to create a new atrium space addressing Central Park.
- Potential café and gift shop which create a vibrant public face for the facility which spills out to the open space.
- Revenue generating activities which support the long term viability of the building.
- Potential to incorporate the town's history with features such as a heritage centre.
- Improved spaces to support Barry Town Council in delivering local services, including a bereavement café.
- Protecting and celebrating the historic character of the listed building and adjacent listed structures.

Figure 21 | Ty Pawb, Wrexham, flexible arts spaces Source: Ty Pawb



Figure 22 | Town Hall . Source: Vale of Glamorgan Council

1.2 Central Park & King Square

Alignment to Priorities



Enhance King Square and Central Park to provide a high-quality public realm focal point for the town, improve accessibility to green space, and provide a place for community events.

This could include:

- Enhancing King Square's public realm through the introduction of planting, public art and seating.
- Improving entrances and boundaries to Central Park to make it more visible and integrated with the town centre.
- Reintroducing regular and specialist markets to King Square as part of a wider events programme.
- Creating spaces for outdoor performance and exhibitions associated with the Town Hall Cultural & Community Hub, potentially including an amphitheatre.
- Enhancing green infrastructure with a focus on providing access to nature in the town centre, and protecting existing mature trees.

Time Frame | Long Term

Key Partners

- Vale of Glamorgan Council-led / Barry Town Council

Reasons for Project

- Improve quality of public realm and green spaces in the town centre.
- Increase access to natural spaces to support health and well-being, including for young people.

1.3 Supporting Town Centre Retail

Alignment to Priorities



Undertake a range of activities to reduce the number of vacant shop units in the town centre, make it easier for new shops and businesses to open in vacant units, and for prospective new businesses to trial ideas.

Time Frame | Short Term / Quick Win

Key Partners

- Traders, building owners, community groups

Reasons for Project

- Increased vacancy and reduced provision for comparison retail over last ten years.
- Perceived lack of retail activity, with aspirations for a stronger offer.

This could include:

- Supporting the diversification of retail, including more food and drink, cultural, community and evening economy uses.
- Promoting uses such as ‘repair cafés’ and ‘library of things’ in the town centre.
- Working with landlords and potential tenants to make it easier to let spaces.
- Providing grants for shop refits and signage to bring older properties up to a modern standard.
- A programme to open pop-up shops in vacant units, connecting new retailers with property owners.
- Linking businesses to other support e.g., peer support or business training.
- Potential long term use of larger vacant retail space (e.g., former Wilko store) as a micro-retail space or indoor market.

1.4 Western Gateway Development

Alignment to Priorities



Redevelop vacant sites at the south western end of Holton Road to create an improved urban environment, address dilapidated property, provide new homes close to the town centre, and create a more attractive welcome to the town centre.

Time Frame | Short Term

Key Partners

- Developers and future occupiers

Reasons for Project

- Existing vacant sites contribute to a poor quality built environment.
- To meet housing needs and provide new housing in an accessible location which supports town centre vibrancy.

This could include:

- Creating higher density residential development with an urban scale of 4-5 storeys.
- Providing new affordable housing for local people in convenient locations which supports local vibrancy.
- Reconfiguring the Gladstone Road roundabout to simplify traffic movements and improve pedestrian and cycle crossing.
- Enhancing the surrounding public realm to provide more space for pedestrians, places to sit, and green infrastructure.
- Incorporating the proposed NHS clinic into new development as an active ground floor use.
- Potential to incorporate green roofs, walls and other green infrastructure into the building and public realm fabric.

1.5 Former Wilko Building Redevelopment

Alignment to Priorities



To support the regeneration and long-term vitality of the town centre by bringing a key vacant property back into productive use, strengthening economic activity, community engagement, and local pride in place.

Time Frame | Medium / long-term

Key Partners

- Vale of Glamorgan Council
- Traders, community groups

Reasons for Project

- Aspirations for more cultural and community facilities, including for young people.
- To provide more reasons to visit the town centre.

This could include:

- Supporting the diversification of retail, including more food and drink, cultural, community and evening economy uses.
- Space which meets a range of diverse local needs (e.g. cultural, creative, social, or educational spaces) and encourage greater community use of the town centre.
- Pop up shops/retail, market space.
- Enhancing the public realm to provide more space for community connection.



Figure 23 | Pop up shops on the high street. Source: Plymouth Culture

1.6 Holton Road Public Realm

Alignment to Priorities



Enhance the public realm on Holton Road to create a consistent, comfortable, attractive and inclusive pedestrian environment.

Time Frame | Short Term / Quick Win

Key Partners

- Vale of Glamorgan Council-led, Barry Town Council

Reasons for Project

- Perceived poor quality of existing public realm and aspiration to create a more attractive and pedestrian friendly centre.

This could include:

- Repaving / enhancement of the pedestrianised section of Holton Road to formalise its status.
- Enhancing the public realm around the Civic Centre and Leisure Centre, and improving access to the Leisure Centre from Holton Road.
- Upgrading street furniture and planters and providing provision for pop-up landscape parklets.
- Improved pedestrian crossing points over Holton Road and side streets.
- Reconfiguring car parking to create more space for pedestrians and public realm in some key locations, with potential for tree planting and sustainable drainage.
- Potential to trial 'car-free' days on Holton Road, coinciding with events such as markets.
- Longer term reconfiguration of the street to create a more pedestrian-focused space.

Figure 24 | Holton Road.
Source: Vale of Glamorgan Council



Figure 25 | Tidying up heritage façades. Source: © fotostockuus / Adobe Stock

1.7 Town Centre Townscape

Alignment to Priorities



Create a strategy for enhancing the townscape of Holton Road, bringing empty buildings back into use, and ensuring that future infill development is high quality.

Time Frame | Short Term / Quick Win

Key Partners

- Building owners and tenants

Reasons for Project

- Perceived poor maintenance of buildings in the town centre and aspiration to create a more attractive environment.

This could include:

- Providing support and incentives for owners to 'tidy up' buildings, such as removing weeds and loose cables.
- Providing larger grants or loans to tackle significant, long term vacant and dilapidated buildings.
- Updating the list of locally significant historic buildings.
- Exploring the possibility to designate the town centre as a Conservation Area.
- Working with owners of significant empty buildings to find potential tenants, including community and cultural organisations.

1.8 Memo Arts Centre

Alignment to
Priorities



Support the role of the Memo as a significant arts and cultural venue, working with its operators to enhance the quality of facilities, increase the breadth of audiences and community participation, and better integrate with the town centre.

Time Frame | Short Term

Key Partners

- Memo Arts Centre

Reasons for Project

- Aspirations for more cultural and community facilities, including for young people.
- To provide more reasons to visit the town centre.

This could include:

- Creating a new, more visible entrance facing Gladstone Road with new prominent signage.
- Providing a larger dedicated café, bar, and shop which form the public front of the centre.
- Enhanced auditorium, cinema, studio and facilities.
- Enhancing building infrastructure to support accessibility and sustainability
- Improving the pedestrians crossing over Gladstone Road, with potential to narrow the carriageway.
- Improving the surrounding public realm and its relationship with the Cenotaph and Gladstone Gardens, including increasing green infrastructure.
- Protecting and celebrating the historic character of the historic environment.

1.9 Town Centre Community of Traders

Alignment to
Priorities



Work with local businesses and organisations to promote Holton Road (and potentially High Street) as a 'Community High Street' which focuses on independent retail, community activity and local identity.

This could include:

- A Community High Street liaison group bringing together Vale of Glamorgan Council, Barry Town Council, traders, the community and other stakeholders.
- Local marketing and promotion, such as branded tote bags, window stickers, loyalty schemes and on-line presence.
- Advice, training and support for independent businesses.
- Promoting local and sustainable produce and services.
- Engagement with police to improve safety and security, including expanded CCTV, in order to tackle anti-social behaviour.
- Creating a town centre 'digital dashboard' collating and presenting information including footfall, dwell time, rents, parking levels and visitor satisfaction.
- Opportunities for businesses to receive digital skills training to better utilise digital data and tools to acquire and retain more customers.
- Collaborating with a wider network of businesses to share best practice beyond the town centre.

Time Frame | Short Term / Quick Win

Key Partners

- Town centre traders, community groups

Reasons for Project

- Support key stakeholders to work together to address wider issues and improve ways of working with the Council.



Figure 26 | Barry Pump House. Source: Vale of Glamorgan Council

2 INTEGRATING COMMUNITIES

Integrating Communities

The Placemaking Plan aims to support the integration of all of Barry's communities, with a focus on improving outcomes for people in communities with identified need, and ensuring that everyone has an opportunity to be involved in the life of the town.

Improvements to neighbourhood facilities will play a key role in this, ensuring that everyone has access to local services, shops and open spaces in their local area, as well as improved access to facilities in the town centre and other locations.

Sport and physical activity are also central to strengthening community life across Barry. The town benefits from a strong network of clubs, green spaces and coastal areas that support healthier lifestyles, social connection and opportunities for young people. However, access to high-quality facilities is uneven, with some neighbourhoods experiencing greater barriers to participation. The Plan presents an opportunity to take a look at sports provision in a holistic way across the whole town. This may inform future investment in existing facilities.

Expanding inclusive, low-cost and community-led sport and recreation opportunities can help reduce health inequalities, support well-being and strengthen community cohesion. Improving local facilities, building stronger partnerships with schools and clubs, and widening access across all neighbourhoods will ensure sport contributes to fair and thriving communities throughout Barry.



Figure 27 | Source: Vale of Glamorgan Council.

PROJECT IDEAS

2.1 Neighbourhood Facilities

Alignment to Priorities



Explore options to develop neighbourhood hubs across Barry by colocating key community facilities in easily accessible, walkable locations at the heart of each area.

Time Frame | Short to Long Term

Key Partners

- Vale of Glamorgan Council-led, communities and community facility operators

Reasons for Project

- Existing facilities and local centres do not meet local need in all of Barry's neighbourhoods.

This could include:

- New or expanded neighbourhood centres in areas where existing facilities do not match community need.
- A network of neighbourhood well-being hubs based on new and existing facilities, providing services such as flexible community / social spaces, healthcare, childcare, fitness and coworking.
- Renovating or redeveloping vacant community / public assets such as Holm View, to serve the needs of the local community
- Supporting local retail and social enterprises in neighbourhoods with a focus on well-being outcomes, such as fresh food.
- Improved public realm and green spaces as a focal point for community life, including children's play spaces, community growing and enhanced biodiversity.
- Improved accessibility including walking and cycling facilities and relocation of bus routes / stops to serve local centres.
- New housing at and around the local centres, built at a higher density, and potentially including specialist housing for older people.

Figure 28 | New housing with local retail. Source: Mott MacDonald



2.2 Sustainable Neighbourhoods

Alignment to Priorities



Develop a 'sustainable neighbourhoods' plan for investment in residential property and other assets to support the transition to net zero, improve energy resilience and affordability for residents, and contribute to other environmental sustainability and social well-being outcomes.

Time Frame | Long Term

Key Partners

- Communities, property owners, infrastructure providers

Reasons for Project

- Address cost of living challenges and reduce energy costs.
- Support transition to net zero.

This could include:

- Grant funding for net-zero energy infrastructure in properties potentially including insulation and provision for heat pumps and community heating networks, and rooftop solar panels.
- Provision for community-owned renewable generation projects which reinvest revenue locally.
- Improving digital infrastructure to support accessibility to homeworking and hybrid working for residents.
- Supporting new developments that meet a high standard of sustainability and deliver high-quality affordable housing.
- Improving access to sustainable modes of travel, particularly including bikes and pedal-assisted e-bikes.
- Supporting the transition to electric vehicles where this aligns with affordability, in line with the national transition to electric vehicles.
- Potential longer term redevelopment of existing housing where it does not meet modern standards of building or does not provide a high-quality place for living.
- Improving sustainable drainage and local ecology through the provision of on-property rain gardens and enhanced public realm.
- Investing in green infrastructure and tree planting, including streets, parks and council owned properties.



Figure 29 | Rooftop solar panels. Source: © Roy Wylam / Adobe Stock



Figure 30 | Roadside electric vehicle charging point. Source: Mott MacDonald

2.3 Former Knap Lifeguard Station

Alignment to Priorities



Create a community-focussed destination at the former Cold Knap lifeguard station, bringing the vacant building back into use and providing a facility that supports leisure, recreation, and access to the water. The project will enhance the seafront as a place for people to meet, enjoy and connect with the coast.

Time Frame | Short

Key Partners

- Community groups, future operators

Reasons for Project

- Existing building is derelict and detracts from the quality of local environment.
- Lack of facilities at Knap seafront and aspiration to improve facilities.

This could include:

- Renovating and extending the existing building, preserving its distinctive character whilst creating a building which is suitable for modern use.
- Providing space for colocating multiple community uses.
- Providing space for watersports uses, such as paddleboarding and kayaking, providing support to active local groups.
- Providing toilets, showers, changing and other facilities for users.
- Creating a food and drink venue, with the potential for micro-retail units for small and starter businesses.
- Improving the adjacent public realm for pedestrians, with activation such as pop-up food and drink concessions.
- Exploring opportunities to improve the appearance of the adjacent Dwr Cymru Welsh Water site.
- Exploring opportunities to partner with community groups, event organisers, local businesses and the Councils to maximise local benefits, including supporting the local visitor economy of the Knap.

Figure 31 | Lifeguard Station at Cold Knap. Source: Y Riff



Figure 32 | Complementary community activities. Source: Vale of Glamorgan Council

2.4 Town Centre Well-being Hub

Alignment to Priorities



Create a new facility in the town centre, providing a range of community-facing health and well-being services in a location which is easily accessible for all.

Time Frame | Short Term

Key Partners

- Vale of Glamorgan Council-led, NHS, Barry Town Council

Reasons for Project

- Existing health and well-being challenges and pressure on existing services.

This could include:

- Creating a 'one stop shop' for community-facing social and well-being services, which is a visible and welcoming place within the town centre.
- Providing a range of front-door health services, potentially including walk-in GP services for diabetes to encourage early interventions and take pressure off hospitals.
- Providing spaces for complementary community activities including health and food education.
- Providing spaces for Barry Town Council-delivered services including a Dementia Café and Well-being Hub.
- Potential to create a series of satellite services in community hub locations throughout Barry in the longer term.
- Integration with other health provision such as Barry Leisure Centre through shared facilities and social prescribing.

2.5 Sports and Recreation

Alignment to Priorities



Explore opportunities to strengthen sport and physical activity across Barry by reviewing access to high-quality facilities, including inclusive and low-cost provision, and opportunities to work with clubs, schools and community organisations to increase participation. This will help reduce health inequalities, support young people, and promote a more cohesive and active town.

Time Frame | Short to Long Term

Key Partners

- Vale of Glamorgan Council and Barry Town Council-led, sports clubs and providers

Reasons for Project

- Ensure outdoor spaces remain usable throughout the year and contribute positively to the town's environmental ambitions.

This could include:

- Upgrading pitches, courts and changing facilities in areas with lower provision (e.g. parts of Gibbonsdown, Cadoc, Court)
- Shared-use agreements between schools, clubs and community to groups to maximise capacity
- After-school and holiday sport programmes in partnership with clubs and youth services
- Low-cost or free sessions for young people in priority neighbourhoods
- Social prescribing partnerships with GPs and health services
- Walking groups, couch-to-5k programmes and inclusive fitness sessions for older adults
- Co-ordinated booking systems to make facilities easier to access Subsidised membership or pay-as-you go options for low-income households
- Culturally inclusive programmes co-designed with underrepresented groups
- Community engagement to shape priorities and measure impact
- A shared dashboard for clubs, council teams and partners

2.6 Community Well-being Partnerships

Alignment to Priorities



Work with a range of the Councils departments and partner organisations, including local community groups, to create a more targeted and joined-up approach to addressing challenges relating to deprivation and social exclusion.

Time Frame | Short to Long Term

Key Partners

- Vale of Glamorgan Council-led, Vale of Glamorgan Public Service Board and related service providers

Reasons for Project

- Complex, long term challenges relating to deprivation and community well-being.

This could include:

- Closer working with the police and other partners to tackle anti-social behaviour.
- Targeted health programmes to support people with preventable diseases including diabetes, obesity and drug addiction.
- Provision of targeted services which support local health, well-being and lifestyle skills education.
- Healthy food access and education to promote healthier diets.
- Social programmes to support increased inclusion and interaction for people from isolated groups, including older people.
- Increased working with community organisations such as sports clubs, in order to promote participation and accessibility for all.
- Increased provision of community transport to help people access a wider range of services.
- Working with local micro-enterprises to provide social and community care.
- Environment education including local tree planting schemes.



Figure 33 | Healthy food access. Source: © fottoo / Adobe Stock



Figure 34 | Community transport. Source: © romaset / Adobe Stock

2.7 Sustainable Employment Growth

Alignment to Priorities



Create a strategy to promote industry and enterprise in sustainable sectors, develop local skills, and work with key partners to bring forward employment land in a planned and strategic way.

Time Frame | Long Term

Key Partners

- Land owners, employers, universities

Reasons for Project

- Aspiration for higher skilled, well-paid jobs for Barry residents.
- Existing brownfield employment sites.

This could include:

- Redeveloping brownfield industrial land in south east Barry and surrounding Barry Docks.
- Working with existing significant employers, land owners and developers including ABP, to deliver projects such as the Clean Growth Hub plan at the Port of Barry.
- Coordinating with Cardiff Capital Region to promote Barry's role in regional strategies.
- Taking a strategic approach to releasing surplus and under-utilised employment land for other uses, including housing.
- Developing Vale of Glamorgan Council-owned employment land near Cardiff Airport to attract investment and create new jobs.
- A coordinated approach to skills development.



Figure 35 | Cardiff and Vale College new campus. Source: Vale of Glamorgan Council

2.8 Integration of Cardiff and Vale College

Alignment to Priorities



Undertake a range of activities to maximise the local benefits of relocating CAVC to a new site at Barry Waterfront.

Time Frame | Short Term

Key Stakeholders

- Cardiff and Vale College

Reasons for Project

- Capture opportunities associated with investment.
- Improve access to and outcomes from tertiary education.

This could include:

- Creating links with local schools to promote visibility and accessibility to tertiary education, particularly for students from more deprived communities.
- Improving transport connections to and from the college, particularly for students from more deprived communities.
- Promoting ties with local sports and recreation clubs to support student well-being and improve resilience for existing organisations.
- Promoting ties with local businesses and organisations to support skills development, including in hospitality, retail and tourism.
- Creating spaces for student managed businesses, hospitality, retail and tourism.



3 REVITALISE BARRY ISLAND

Revitalise Barry Island

The Placemaking Plan aims to strengthen Barry Island's role as a significant visitor destination, renewing Barry's reputation as a traditional seaside town through enhancing the quality and range of attractions to meet modern expectations.

This will include exploring opportunities for new visitor accommodation to encourage overnight stays and attract a wider range of visitors.



Figure 36 | Revitalise Barry Island. Source: Mott MacDonald
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Note – due to map scale, some listed buildings are not clearly visible. Refer to Cadw database for comprehensive details of listed buildings.

PROJECT IDEAS

3.1 Nell's Point Redevelopment

Alignment to
Priorities



Create a mixed use, leisure-focused development with visitor accommodation, helping to transform the visitor economy and extend the length of time that visitors spend in Barry.

Time Frame | Long Term

Key Partners

- Vale of Glamorgan Council-led, developers and future operators

Reasons for Project

- Identified shortage of visitor accommodation.
- Aspiration to attract a wider range of visitors for longer stays.
- Site is allocated for tourism and leisure uses in the Local Development Plan.

This could include:

- Visitor accommodation to meet a range of different needs and aspirations, with a focus on affordable family and self catered accommodation.
- Growing and diversifying the visitor economy at the eastern end of Whitmore Bay, catalysed by the transformation of the toilet block into a food and drink venue.
- Improved public realm, particularly on the seaward edge of the site.
- Playful landscapes which create a distinctive and unique destination, potentially including covered spaces, play space and swimming / splash pool.
- Reconfigured car parking, converting the existing overflow car park north of Friars Road into a main visitor car park.
- Integration with the adjacent residential area, including reinstatement of the historic Friars Road alignment to provide a route to Jackson's Bay for pedestrians, and improved boundaries and layout to protect the privacy and amenity of neighbouring properties.
- Complementary uses, potentially including new homes.
- Coordination to support development of other key sites.



Figure 37 | Barry Island play area
Source: Vale of Glamorgan Council

3.2 Food & Drink Destination

Alignment to
Priorities



Transform the Grade II listed former public toilets into a modern food and drink destination, as a catalyst to growth and diversity of the food offer and visitor economy on Barry Island.

Time Frame | Short Term / Quick Win

Key Partners

- Vale of Glamorgan Council-led, developers and future operators
- Local community groups and businesses

Reasons for Project

- Perceived limited range of food and drink provision.
- Aspiration to encourage visitors to stay long in Barry Island.

This could include:

- Creating one or more units for food and drink businesses, with a focus on improving the quality and range of food available along the seafront.
- Renovating and restoring the historic built fabric, alongside sensitive modern extensions to provide additional modern interior spaces.
- Improving the surrounding public realm including creating external seating areas with sea views.
- Working with operators to ensure a good range of food and drink options, including expanded opening hours to create an enhanced evening / night time offer.
- Improving access between the seafront and Friars Road.

3.3 Visitor Attractions

Alignment to Priorities



Improve and expand visitor destinations as a key element of the visitor offer, working closely with operators to create destinations that appeal to a wide audience and are well-integrated with the wider Barry Island offer.

Time Frame | Long Term

Key Partners

- Operators and owners

Reasons for Project

- Perceived shortage and limited variety of attractions.
- Perceived poor quality of some existing attractions.

This could include:

- Supporting the operators with ongoing improvements in the quality and variety of facilities, including more indoor spaces and attractions.
- Enhancing entrances, boundaries and signage to create a distinctive first impression for visitors that aids legibility and wayfinding.
- Enhancing the public realm and landscape to improve local character and inclusivity.
- Working with operators to improve integration with the wider island, including improving connections to the station and routes through to the seafront.

Figure 38 | Visitor attractions on Barry Island. Source: Vale of Glamorgan Council



3.4 Promenade Visitor Facilities

Alignment to Priorities



Enhance and broaden facilities at the promenade to better serve visitors and make trips to Whitmore Bay more enjoyable.

This could include:

- Improving toilet facilities on the promenade.

Time Frame | Short Term / Quick Win

Key Partners

- Vale of Glamorgan Council-led

Reasons for Project

- Perception of poor quality and range of facilities.
- Opportunity to make more from existing good quality facilities.

- Providing more showers and changing rooms (including accessible changing) close to beach access points.
- Providing new beach wheelchairs to improve inclusive access to the beach.
- Updating the management arrangements for beach huts to make them more accessible to a greater number of visitors.
- Increasing the number of food concessions on the seafront, with a focus on improving quality and variety.
- Enhancing the public realm along Paget Road through improved gardens, new tree planting, comfortable seating areas, secure cycle parking and well-placed bins.
- Supporting owners to improve historic shop fronts with design guidance.

3.5 Jackson's Bay & Yacht Club

Alignment to Priorities



Better integrate Jackson's Bay into the wider visitor offer of Barry Island, recognising it as a distinctive (quieter) offer from Whitmore Bay with a range of visitor facilities and water-based activities.

This could include:

- Improving signage to the beach and Yacht Club.

Time Frame | Short Term

Key Partners

- Vale of Glamorgan Council-led, Barry Yacht Club

Reasons for Project

- Perceived disconnection from visitor offer.

- Upgrading visitor facilities including toilets and showers at the beach.
- Integrating beach and Yacht Club visitor facilities, including the café, bar and sauna, with potential to relocate café seating to have a beach view.
- Supporting the Yacht Club's resilience as a facility.
- Improving Clement Colley Walk link to Whitmore Bay, providing more rest and view points along the route as well as better wayfinding.
- Improving vehicle access and drop-off / parking for visitors with watersports equipment.

3.6 Sports Clubs

Alignment to Priorities



Work with local sports clubs to identify and support their long term aspirations for the site, exploring opportunities for investment to enhance sports and recreation facilities

Time Frame | Short Term

Key Partners

- Sports Clubs

Reasons for Project

- Aspiration to secure long term future for clubs and increase levels of activity.

This could include:

- Improving the quality and range of sports facilities.
- Making more facilities available to the public on a pay-to-play basis.
- Engaging with schools, colleges and clubs to make facilities accessible to a wider audience, including more-deprived communities.



Figure 39 | Tennis at Barry Athletic Club. Source: Barry Athletic Club

3.7 Destination Management

Alignment to Priorities



Create a more joined up approach to managing spaces, facilities and information to ensure Barry Island has a distinctive resort character with a high-quality, visitor-focused environment.

Time Frame | Short Term / Quick Win

Key Partners

- Barry Island traders and operators

Reasons for Project

- Opportunity to strengthen the coordination of management and promotion of Barry Island as a visitor destination.

This could include:

- Forming a cross-service group within the Councils to address the unique issues and challenges associated with managing a visitor resort.
- Increasing collaboration and integration between the Councils and other partners and stakeholders.
- A more ambitious and consistent approach to branding and promoting Barry Island as a distinctive part of the wider Vale of Glamorgan visitor offer.
- Promoting local and sustainable producers and services.
- Improved visitor information on-site and through digital media, including live water quality and tide information [Brilliant Basics].
- Investing in the quality of the built environment, including heritage assets.
- Development of the new Vale of Glamorgan Destination Management Plan.



Figure 40 | Source: Vale of Glamorgan Council.



4 CONNECTING THE TOWN

Connecting the Town

The Placemaking Plan aims to improve connections between Barry's destinations and assets, including the town centre, High Street, Waterfront, Barry Island, Cold Knap and the wider coast.

Key points of arrival into Barry, including the four railway stations and key car parks, could be better connected to the town's destinations and communities, making it easier to move around Barry on foot, bike or public transport.

Key

- Areas of activity
- Proposals**
- Existing National Cycle Network route
- Existing Wales Coast Path
- External cycling connections
- Wales Coast Path realignment
- Waterfront loop
- Active travel connections enhancement
- Pedestrian connections enhancement
- Metro rail investment
- Railway station and environs enhancement
- Future developments
- Potential water sports centre

Key Interventions

- 4.1 Barry Island Station
- 4.2 Barry Docks Station & Eastern Gateway
- 4.3 Waterfront Active Travel Loop & Connections
- 4.4 National Cycle Network & Wales Coast Path
- 4.5 Active Travel Network
- 4.6 Cadoxton Last Mile Active Travel Connection (Not shown on plan)
- 4.7 Public Transport (Not shown on plan)
- 4.8 Access Strategy

Other Interventions

- 1.1 Town Hall Cultural & Community Hub
- 1.4 Western Gateway Development
- 2.3 Former Lifeguard Station
- 2.7 Integration of Cardiff and Vale College
- 3.1 Nell's Point Redevelopment

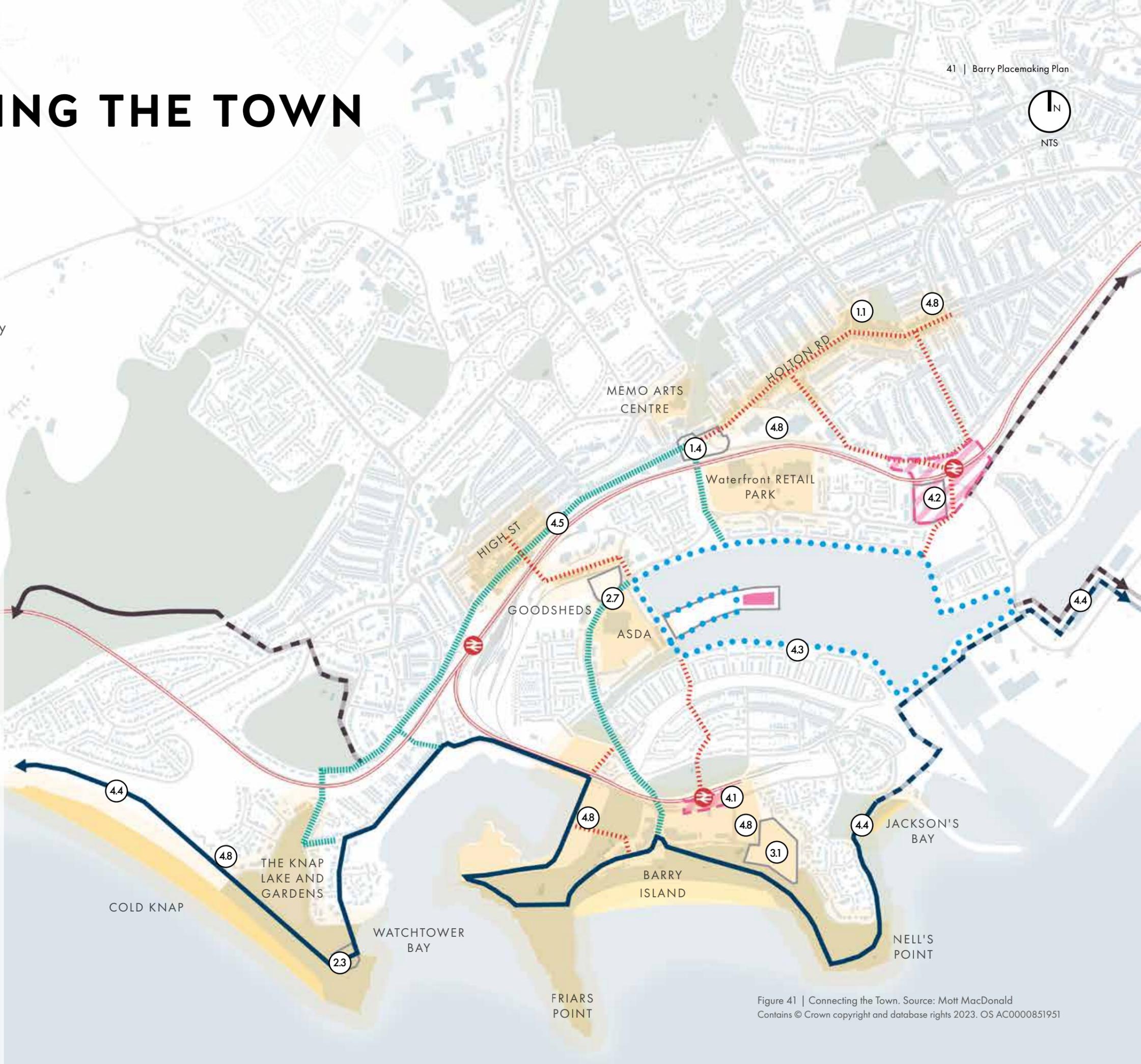


Figure 41 | Connecting the Town. Source: Mott MacDonald
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PROJECT IDEAS



Figure 42 | Photomontage of improved rail station. Source: Mott MacDonald

4.1 Barry Island Station

Alignment to
Priorities



Enhance the station environment to provide a more positive welcome for visitors, alongside improved summer rail services, helping Barry Island to benefit from its unique position in South Wales as a rail-accessible beach resort.

Time Frame | Short Term

Key Partners

- Transport for Wales, Barry War Museum.

Reasons for Project

- Scope to enhance the condition of station and surrounding spaces.
- Poor sense of arrival for visitors, opportunity to improve accessibility.

This could include:

- Increasing capacity in summer, with longer trains, increased frequency or provision of a shuttle service from Barry / Barry Docks stations.
- Promoting 'Barry Island By Rail' on South Wales Metro trains, regional stations and elsewhere.
- Rationalising existing security fencing to create a more open and attractive entrance / platform space.
- Working with the Barry War Museum to improve utilisation of the station building, potentially expanding the range of exhibits to include seaside holiday memorabilia and a station café.
- Developing vacant land adjacent to the platform to include public realm and a pocket park, with potential for small-scale or pop-up food and drink uses.
- Exploring opportunities to integrate elements of heritage transport into the public realm.

4.2 Barry Docks Station & Eastern Gateway

Alignment to Priorities



Enhance the station and develop adjacent sites to provide an improved local environment, a more positive experience for rail users, and create transit-oriented development.

Time Frame | Short Term

Key Partners

- Transport for Wales, developers, land owners

Reasons for Project

- Poor condition of station and surrounding spaces.
- Poor sense of arrival for visitors, opportunity to improve accessibility.

This could include:

- Improving or replacing the existing subway to create a more attractive, accessible and safer entrance to the station and to the new interchange.
- Improving and expanding the public realm around the northern entrance and subway leading to the station, creating a more attractive environment and prominent station entrance.
- Improving the integration between the station and bus interchange.
- Providing more green infrastructure at and surrounding the station.
- Improving Subway Road environment as an alternative route under the railway, including better lighting.
- Developing adjacent sites as higher density housing, including new affordable homes.
- Incorporating the proposed Dock Office redevelopment and interchange.

Figure 43 | Active travel route. Source: Vale of Glamorgan Council



4.3 Waterfront Active Travel Loop & Connections

Alignment to Priorities



Create a cohesive network of active travel infrastructure in the Barry Waterfront area, helping to link the town centre with Barry Island and connect destinations and locations around the Waterfront.

Time Frame | Short Term

Key Partners

- Vale of Glamorgan Council-led, land owners

Reasons for Project

- Long term aspiration to improve active travel within the Waterfront area.
- Identified limitations and incomplete sections in existing networks.

This could include:

- Completing the pedestrian and cycle 'Waterfront loop' allowing circumnavigation of the docks, including routes crossing private land.
- Providing access to the proposed development on the Mole.
- Upgrading cycle infrastructure along Ffordd Y Mileniwm, including safer junctions for cyclists and pedestrians, and measures to reduce traffic speeds and enhance active travel.
- Upgrading the Clive Road steps, improving the direct route to Barry Island for local residents.
- Providing access between the Charles Darwin Way waterside footpath and Dock Road at the eastern end of Barry Island.
- Exploring opportunities to provide access to Barry Yacht Club and Jackson's Bay along Dock Road.
- Improved routes to and between stations from the Waterfront area, including the quality and attractiveness of under-bridge spaces along the railway.



Figure 44 | National Cycle Network route. Source: Vale of Glamorgan Council

4.4 National Cycle Network & Wales Coast Path

Alignment to
Priorities



Improve and expand long distance walking and cycling networks, particularly the Wales Coast Path and National Cycle Network, to support more recreational walking and cycling from, to and through Barry.

Time Frame | Long Term

Key Partners

- Vale of Glamorgan Council-led, land owners, Sustrans / Transport for Wales

Reasons for Project

- Identified limitations in existing networks.
- Aspirations for improved access to the countryside and coast for walking and cycling.

This could include:

- Realigning signposted cycling routes from Ffordd Y Mileniwm to the Waterfront path to improve cyclist experience and safety.
- Exploring opportunities to realign the Wales Coast Path directly to the east of Barry to more closely follow the coast and avoid heavily trafficked roads.
- Creating an accessible, traffic-free walking and cycling path between Barry and Penarth, infilling an existing gap in NCN Route 88.
- Improving cycling provision between Barry Waterfront and Porthkerry Country Park, allowing onward access to NCN Route 88 to the west.
- Increased provision for cycle hire and other facilities / services which encourage recreational cycling for residents and visitors.
- Promoting improved landscaping and tree planting alongside the path.

4.5 Active Travel Network

Alignment to
Priorities



Create an improved active travel network which links key areas, including Barry town centre, Barry Island, the railway stations and surrounding neighbourhoods.

Time Frame | Short to Long Term

Key Partners

- Vale of Glamorgan Council-led, land owners, Transport for Wales

Reasons for Project

- Identified limitations in existing networks.
- Aspiration and policy requirements to improve active travel provision.

This could include:

- A new segregated cycle route and improved pedestrian environment on Broad Street.
- Increasing space for cyclists on Gladstone Bridge and linking from the bridge to the Waterfront.
- Improved pedestrian and cycling environment at the Broad Street / Gladstone Road junction as part of the Western Gateway development.
- Exploring opportunities for onward connections linking to the Knap and to Barry Island via Harbour Road.
- Creating other new routes, based on a town wide Active Travel Plan.
- Incorporating new green infrastructure and sustainable drainage alongside active travel enhancements.

Figure 45 | Source: Vale of Glamorgan Council.



4.6 Cadoxton Last Mile Active Travel Connection

Alignment to
Priorities



Improve walking and cycling connections at Cadoxton Railway station.

Time Frame | Short Term

Key Partners

- Vale of Glamorgan Council-led, Transport for Wales

Reasons for Project

- Identified limitations in existing networks.
- Aspiration and policy requirements to improve active travel provision.

This could include:

- Improving public realm at the railway station to create a more attractive environment with seating, green infrastructure and cycle parking.
- Creating a safer environment for users, particularly addressing evening / night time use, lighting and CCTV.
- Improving the pedestrian link to Little Moors Hill, potentially incorporating the adjacent overgrown land to improve width and gradient.
- Improving the Little Moors Road underbridge environment, potentially reducing vehicle space.
- Improving conditions for walking and cycling in surrounding main roads.

4.7 Public Transport

Alignment to
Priorities



Work with public transport operators to explore ways to improve services to, from and within the town, and create a more joined up public transport network as part of South Wales Metro.

Time Frame | Long Term

Key Partners

- Transport for Wales, bus operators

Reasons for Project

- Perceived poor bus network coverage and unreliable, poor interchange with rail.
- Opportunity for improvement associated with South Wales Metro.

This could include:

- Reconfiguring bus networks to meet evolving needs, particularly to provide interchange with rail at Barry Docks station.
- Improving bus services to communities in Barry, particularly more deprived communities with lower levels of car ownership.
- Working with Transport for Wales to continue to enhance rail infrastructure and service patterns on the Vale of Glamorgan Line, as part of future Metro phases.
- Investment in public transport stops, including interchange locations and facilities to support walking and cycling to public transport stops.
- Improved travel information including live information at more bus stops.



Figure 46 | Cycle parking. Source: Vale of Glamorgan Council

4.8 Access Strategy

Alignment to
Priorities



Create a town-wide access strategy to support sustainable and active modes of transport, respond to seasonal variation in travel demand, and release car parks for other uses where appropriate.

This could include:

- Adapting car park management in Barry Island to a seasoned approach, with potential for a Park and Ride provision at high-demand times.
- Enhancing town centre car parks to create a more attractive environment and welcome to the town centre, including more trees and green infrastructure.
- Exploring the future of Holton Road MSCP, with potential alternative uses including surface car parking.
- Improving public access to the Civic Offices / Leisure Centre car park outside office hours.
- Reconfiguring Nell's Point visitor parking to support the future development of the site (see proposal 3.1).
- Increasing provision for Electric Vehicle charging.

Time Frame | Short Term

Key Partners

- Vale of Glamorgan Council-led

Reasons for Project

- Identified pressures on existing car parking which may result in loss of capacity.
- Aspiration to ensure that Barry is convenient and easy to access for everyone.

PROJECT OVERVIEW

The matrix below captures the full list of project ideas which have been set out.

It summarises some key details about each project including:

- Indicative alignment with the seven key priorities set out on page 23
- Whether the project is Vale of Glamorgan Council-led, involves other key partners (or both)
- The indicative timeframe for project delivery, should the project be selected

		A Place to Visit	Sustainable & Resilient	Connected to the Region	Vibrant Retail	A Place for Young People	Fair and Thriving Communities	Safe & Welcoming for All	Vale of Glamorgan Council-led	Other key Partners	Timeframe
Re-Focus the Centre	1.1	Town Hall Cultural & Community Hub	■	■	■	■	■	■	■		Short to Long
	1.2	Central Park & King Square	■	■	■	■	■	■	■		Long
	1.3	Supporting Town Centre Retail	■	■	■	■	■	■		■	Short / Quick Win
	1.4	Western Gateway Development		■	■		■	■	■	■	Short
	1.5	Holton Road Public Realm	■	■	■	■		■	■		Short / Quick Win
	1.6	Town Centre Townscape	■	■			■	■		■	Short / Quick Win
	1.7	Memo Arts Centre	■			■	■	■		■	Short
	1.8	Town Centre Community of Traders	■	■		■		■		■	Short / Quick Win
Integrate Communities	2.1	Neighbourhood Facilities		■		■	■	■	■	■	Short to Long
	2.2	Sustainable Neighbourhoods		■			■	■		■	Long
	2.3	Former Knap Lifeguard Station	■	■			■	■		■	Short
	2.4	Town Centre Well-being Hub				■	■	■	■	■	Short
	2.5	Sports and Recreation	■	■	■		■		■	■	Short
	2.6	Community Well-being Partnerships		■			■	■	■	■	Short to long
	2.7	Sustainable Employment Growth		■	■		■			■	Long
	2.8	Integration of Cardiff and Vale College					■	■	■	■	Short
Revitalise Barry Island	3.1	Nell's Point Redevelopment	■		■			■	■	■	Long
	3.2	Food & Drink Destination	■		■			■	■	■	Short / Quick Win
	3.3	Visitor Attractions	■		■		■		■	■	Long
	3.4	Promenade Visitor Facilities	■				■	■	■		Short / Quick Win
	3.5	Jackson's Bay & Yacht Club	■	■			■		■	■	Short
	3.6	Sports Clubs	■	■			■	■		■	Short
	3.7	Destination Management	■	■				■	■	■	Short / Quick Win
Connecting the Town	4.1	Barry Island Station	■	■	■			■		■	Short
	4.2	Barry Docks Station & Eastern Gateway	■	■	■			■	■	■	Short
	4.3	Waterfront Active Travel Loop & Connections	■	■	■		■	■	■	■	Long
	4.4	National Cycle Network & Wales Coast Path	■	■	■		■		■	■	Long
	4.5	Active Travel Network	■	■	■	■	■	■	■	■	Long
	4.6	Cadoxton Last Mile Active Travel Connection		■	■		■	■	■	■	Short
	4.7	Public Transport	■	■	■		■	■		■	Long
	4.8	Access Strategy	■	■	■	■		■	■		Short

Part 5 Making It Happen

MAKING IT HAPPEN

Approach to Delivering Change

The Placemaking Plan represents a strategy with potential projects that can be undertaken over the next ten years. These are subject to further actions to establish project feasibility, design and other details.

The Councils will take a proactive leadership role in initiating, shaping, and delivering projects, working collaboratively with partners and stakeholders—particularly where direct control is limited or where joint working can lead to better outcomes.

The Councils will continue to review potential projects over the plan timeframe, updating projects where appropriate in response to changing context and funding opportunities, and refining projects in the lead up to delivery.

The Councils will use the Placemaking Plan as a tool for communicating aspirations, undertaking continued engagement with the community and businesses, promoting Barry to potential investors, as well as shaping decisions across a range of service areas.

It is recognised that there are challenges and barriers to change that must be overcome in order to successfully deliver the desired outcomes of the Placemaking Plan. This includes significant challenges relating to development viability, existing limited propensity for private sector activity, and limitations of current council and public sector budgets.

This section sets out our approach to delivering these proposals to ensure that we continue to work pro-actively towards our vision and key priorities.



Identifying & Working With Partners

The Councils will need to work with a range of partners and stakeholders to successfully progress and deliver projects. This will potentially include a range of different approaches:

- Vale of Glamorgan Council-led: Projects where the Council has direct control to deliver and operate projects, requiring cross working between Council service areas
- Public Sector-led: Projects where other public sector bodies are responsible for delivering and operating projects, where the Council can provide support and coordination
- Third-Party-led: Projects where a third party, including community, developers and business have responsibility or control, where the Council can influence, support or provide incentive
- Cross-sector partnerships: Projects where Council, other public sector organisations and other third-parties will need to work together directly to deliver projects

All projects will require close working with

communities and end-users to ensure that they meet future needs and aspirations.

Key partners will potentially include:

- Barry Town Council
- Vale of Glamorgan Council services areas
- Vale of Glamorgan Homes
- Vale of Glamorgan Public Services Board
- Cardiff Capital Region
- Cadw, National Resources Wales and other statutory bodies
- Transport for Wales, Network Rail and bus operators
- Cardiff and Vale University Health Board
- Local community groups and community asset owners / operators
- Businesses including retailers and leisure operators
- Buildings, assets and site owners and operators
- Third sector & social enterprises
- Local residents

Delivery Governance

The Councils will develop a governance model with clear responsibilities for delivering the plan. This should include:

- Commitment to delivering the plan at cabinet and service heads level
- Defined roles for delivering the Placemaking Plan
- Commitment to cross-service working to develop, assess and deliver projects
- Regular cross-service delivery meetings through 'Placemaking Group' model
- Annual monitoring of progress
- Updating of proposals where appropriate, including identifying new proposals when opportunities or challenges arise
- Review process and programme for replacement plan

Types of Project

A range of mechanisms will be used to deliver change, recognising that the Councils do not have direct control over many proposed projects. This could include:

- Intervention by the Councils and other partners, where they have direct control of land, buildings and / or uses, which support the delivery of the plan.
- Initiatives and incentives offered by the Councils and other partners which encourage third party organisations (including businesses and property owners) to support the delivery of the plan.
- Policies and Guidance, which can be used by the Councils and other partners to guide or require third party organisations to support the delivery of the plan.

Some projects may need a mix of mechanisms to successfully deliver proposed outcomes.

Potential mechanisms for delivering each project are set out in the delivery matrix on p49.

Current Funding Context

Projects will be funded through a range of approaches:

- Public Sector budgets – existing budgets held by Vale of Glamorgan Council and other public sector bodies for delivery and operating services and infrastructure.
- Section 106 and Community Infrastructure Levy funding – Capital receipts from new developments within Barry or the wider Vale of Glamorgan collected through the planning process.
- Land-value uplift – Capital receipts generated through development of land or sale of land / assets by Vale of Glamorgan Council or other public sector partners which can be used to fund projects and to address viability gaps.
- Grant Funding – Funding from regional and national bodies including the UK government, Welsh Government, Cardiff Capital Region, National Lottery etc, to fund and match-fund projects and address viability gaps.

Plan for Neighbourhoods (PfN)

Plan for Neighbourhoods represents the most significant public sector grant funding for new projects, with £20 million designated for projects in Barry over the next 10 years (£2 million per year).

The PfN Prospectus sets out a wide range of projects that can be funded on a 'pre-approved' basis, which includes capital and revenue expenditure for projects including:

- Town centres, neighbourhood centres and high streets
- Community and neighbourhood infrastructure
- Green spaces and natural environments
- Non-domestic decarbonisation projects
- Arts, culture, heritage infrastructure / initiatives / activities
- Digital infrastructure
- Social housing modernisation
- Healthy and climate resilient homes
- Neighbourhood renewal / enhancement
- Land-trusts and community led housing
- Supporting people towards sustained employment
- Enabling community wealth building
- Developing business support networks
- Meeting skills gaps

The Barry Plan for Neighbourhood's Board has submitted a 10-year regeneration plan and a 4-year investment plan to UK Government. There is alignment with the Barry Placemaking Plan, which will support the allocation of funding

Other Potential Grant Funding Sources

- UK Shared Prosperity Fund – UK Government funding for projects focusing on Communities and Place, Supporting Local Business and People and Skills
- Transforming Towns Fund – Welsh Government funding to support projects that redevelop and improve town centres
- Wales Active Travel Fund – Welsh Government funding supporting delivery of active travel projects
- Cardiff Capital Region City Deal – Supports regional regeneration for period 2012-2036, including South Wales Metro related projects and investment which supports delivery of new jobs and homes.
- Heritage Lottery Funding – UK-wide funding focusing on historic buildings, landscapes and nature and cultural traditions and community heritage

(NB, this is not an exhaustive list. Funding context is likely to change over lifetime of the Placemaking Plan)

Key Project Delivery Steps

Whilst all projects will have different processes for delivery, a range of potential next steps will be applicable for many projects:

- Mapping and confirmation of project priorities at Cabinet level
- Develop detailed delivery programme and identify quick win projects
- Identify longer term projects with critical path requirements
- Undertake feasibility studies for selected projects including community engagement, preliminary design and costing
- Land assembly for development projects
- Undertake concept design / strategy, business case development and funding bids
- Secure agreements and consents
- Detailed design / process development and implementation

PROJECT PRIORITISATION

Project Prioritisation

Projects are organised around an illustrative timeframe as set out in the previous section and the project matrix opposite.

All projects will be subject to more detailed consideration relating to feasibility and prioritisation, which should help to inform how the Council will proceed in the shorter and longer term.

Quick Wins – Within 1 to 2 years

Focus on projects which improve ways of working and help to support the council, partners and stakeholders undertake activities in a joined-up way to support regeneration, such as [Destination Management](#).

Instigate projects which consist of multiple small and achievable actions, which have a cumulative impact and create momentum for change, such as [Town Centre Townscape](#).

Deliver larger projects which already have momentum, and which will help to catalyse surrounding development, such as [Food & Drink Destination](#).

Short Term – Up to 5 Years

Start to engage with partners and develop proposals for larger projects which require more detailed feasibility assessment and design, such as [Former Knap Lifeguard Station](#).

Continue to develop proposals for larger and complex proposals which already have some momentum, such as [Western Gateway](#).

Longer Term – Over 5 years

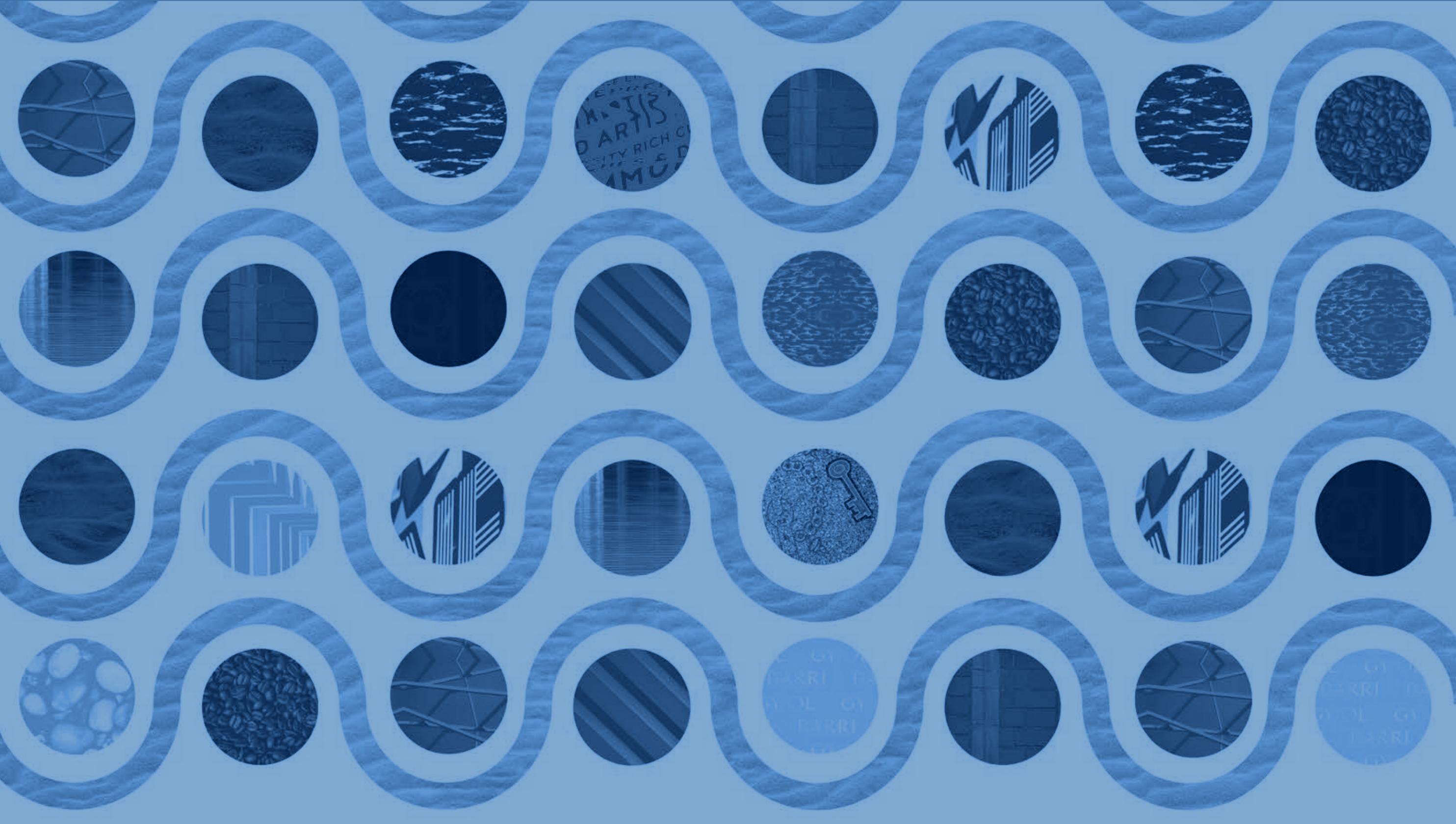
Track and undertake initial feasibility assessment for larger scale projects which do not have existing momentum, and projects which are dependent on changing market context, such as [Nell's Point Redevelopment](#).

Track and commence engagement on projects which are likely to be dependent on changing land ownership context or other significant dependencies outside the council's control, such as [National Cycle Network & Wales Coast Path](#).

Multi-phase projects

Many projects may take place across these timeframes based on a phased approach. These may include Quick Win elements associated with existing committed investment, whilst other elements of the project require a longer lead, more complex delivery processes and additional funding. This includes projects such as [Memo Arts Centre](#).

	Timeframe
3.7 Destination Management	Short / Quick Win
3.4 Promenade Visitor Facilities	Short / Quick Win
1.8 Town Centre Community of Traders	Short / Quick Win
1.3 Supporting Town Centre Retail	Short / Quick Win
1.5 Holton Road Public Realm	Short / Quick Win
1.6 Town Centre Townscape	Short / Quick Win
3.2 Food & Drink Destination	Short / Quick Win
1.7 Memo Arts Centre	Short / Quick Win
4.8 Access Strategy	Short
4.1 Barry Island Station	Short
4.2 Barry Docks Station & Eastern Gateway	Short
2.4 Town Centre Well-being Hub	Short
2.3 Former Knap Lifeguard Station	Short
3.5 Jackson's Bay & Yacht Club	Short
3.6 Sports Clubs	Short
1.4 Western Gateway Development	Short
4.6 Cadoxton Last Mile Active Travel Connection	Short
2.7 Integration of Cardiff and Vale College	Short
1.1 Town Hall Cultural & Community Hub	Short to Long
2.1 Neighbourhood Facilities	Short to Long
2.5 Community Well-being Partnerships	Short to Long
3.1 Nell's Point Redevelopment	Long
1.2 Central Park & King Square	Long
4.4 National Cycle Network & Wales Coast Path	Long
4.7 Public Transport	Long
4.5 Active Travel Network	Long
4.3 Waterfront Active Travel Loop & Connections	Long
2.2 Sustainable Neighbourhoods	Long
2.6 Sustainable Employment Growth	Long
3.3 Visitor Attractions	Long



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Prepared by:

