

<b>Meeting of:</b>	<b>Cabinet</b>
<b>Date of Meeting:</b>	<b>Thursday, 25 June 2026</b>
<b>Relevant Scrutiny Committee:</b>	Place Scrutiny Committee
<b>Item which the Chair has decided is urgent (Part I)</b> <b>(If yes, why)</b>	Not applicable
<b>Urgent Decision Procedure Used (15.14 of the Constitution)</b> <b>(If yes, why)</b>	Not applicable
<b>Officer consultation</b>	<p>Director of Corporate Resources          Director of Environment and Housing          Head of Sustainable Development          Head of Neighbourhood Services          Legal Services - Committee Reports          Head of Corporate Landlord          Operational Manager (Accountancy)          Finance Support Manager          Team Leader (Community Development, External Grants and Funding)          Team Leader (Economy and Neighbourhood Regeneration)</p>
<b>Item Type</b>	Part I
<b>Report Title:</b>	Placemaking Plans
<b>Portfolio Holder:</b>	Deputy Leader and Cabinet Member for Sustainable Places
<b>Strategic Leadership Team:</b>	Director of Place
<b>Lead Officer:</b>	Operational Manager, Regeneration

## 1.0 **What is this report about?**

- 1.1 This report provides Cabinet with a comprehensive update on the delivery of placemaking activity across the Vale of Glamorgan through the implementation of Placemaking Plans in Barry, Penarth, Cowbridge and Llantwit Major, setting out both the progress made and the evolving strategic approach to place-based regeneration.
- 1.2 It builds on Cabinet approval of the first three Placemaking Plans in June 2025 and the subsequent approval of the Barry Placemaking Plan in March 2026, demonstrating how these plans have moved beyond their original strategic intent and are now actively shaping

investment decisions, guiding project delivery and influencing wider regeneration activity across the Council.

- 1.3 The report explains how funding programmes, including Transforming Towns and the Council's Pride in Place Impact Fund, are being aligned with priorities identified through extensive engagement with communities, businesses and Town Councils, ensuring that investment reflects local need, opportunity and deliverability.
- 1.4 It also highlights how placemaking is increasingly being embedded as a core way of working across the Council and in partnership with external organisations, supporting a more coordinated and integrated approach that aligns regeneration with wider outcomes such as economic resilience, improved public spaces and enhanced community wellbeing.

## 2.0 **What are the Recommendations?**

	<b>Recommendations – What and How?</b>	<b>Reason for Recommendation – Why?</b>
2.1	That Cabinet notes the progress made in delivering Placemaking Plans across the Vale of Glamorgan, including the implementation of projects across all four towns.	To ensure Cabinet is fully informed of delivery against previously approved strategies and the transition from planning into delivery.
2.2	That Cabinet notes how regeneration funding and investment is being targeted in line with placemaking priorities identified through engagement and adopted plans.	To provide assurance that funding is being used effectively and aligned with locally identified needs and opportunities.
2.3	That Cabinet endorses the continued development of placemaking as a cross-Council and partnership approach, including alignment with programmes such as Pride in Place.	To support the ongoing embedding of a coordinated, place-based model of regeneration and maximise long-term outcomes.
2.4	That Cabinet grant delegated authority to the Deputy Leader and Cabinet Member for Sustainable Places and the Director of Place, in consultation with Town Councils and the Vale Place Board to agree amendments to the four Placemaking Plans.	To enable timely and appropriate updates to the Placemaking Plans in response to emerging opportunities and priorities, while ensuring continued collaboration with Town Councils and oversight through established governance arrangements.

## 3.0 **What is the background to this report?**

- 3.1 Placemaking across the Vale of Glamorgan has developed as a way of supporting local ideas to improve i our towns. Following the approval of the Placemaking Plans in 2025, the focus has shifted from strategy into delivery, with projects now happening on the ground in all four towns. This work is supported by a range of funding streams, including Welsh Government programmes such as Transforming Towns, developer contributions through

Section 106, and the Council's Pride in Place Impact Fund. By bringing these funding sources together and aligning them with priorities identified through local engagement, the Council is taking a more joined-up and targeted approach to regeneration, helping to create town centres that are more welcoming, accessible and resilient.

- 3.2 In 2023, The Council formally signed up to the Placemaking Wales Charter, reinforcing its commitment to embedding placemaking principles across all areas of its work. This reflects a shift away from seeing placemaking as something limited to town centre regeneration, towards a broader approach that influences how services are planned and delivered across the Vale. By applying these principles across different departments, projects and locations, the Council is ensuring that decisions consistently support the creation of well designed, inclusive and people focused places, whether in town centres, schools, care settings, green spaces or villages.
- 3.3 The Welsh Government Transforming Towns programme provides a strategic framework for supporting the long-term vitality, resilience and attractiveness of town centres. It brings together investment, partnership working and local priorities to help town centres respond to changing economic, social and environmental conditions. The programme is closely aligned with the principles of Placemaking, recognising that successful towns are not defined solely by physical improvements, but by the quality of the places they create for residents, businesses and visitors. This includes improving public spaces, strengthening local identity, supporting active travel, encouraging sustainable regeneration, and ensuring that future investment is shaped by the character, needs and aspirations of each town.
- 3.4 The Vale of Glamorgan Council is working collaboratively with each of the four Town Councils to implement the Placemaking Plans. This partnership approach is intended to ensure that each plan is locally informed, jointly owned and capable of guiding future investment decisions. By working directly with Town Councils, communities, local businesses and other stakeholders, the Councils can identify shared priorities, coordinate activity and create a clear pipeline of projects that support town centre regeneration. The Placemaking Plans provide an agreed basis for future funding bids, delivery planning and partnership working, helping to ensure that interventions are coherent, evidence-led and responsive to the distinct role and identity of each town.

#### **4. What issues are there to be considered?**

- 4.1 The level of locally allocated Welsh Government Placemaking funding available remains modest when set against the scale of ambition in the Placemaking Plans. Through the Transforming Towns programme, the Council has been allocated £350,000 in 2025/26 and £400,000 in 2026/27 for dedicated placemaking grant activity. This funding has notionally been divided equally between the four towns, with officers working closely with boards to ensure full spend.
- 4.2 A prioritised and phased approach is required, alongside continued efforts to secure additional funding. However, placemaking is not solely dependent on large capital investment, and many improvements can still be delivered through lower cost and community led changes that make a real difference to how places look and feel.
- 4.3 In Cowbridge, investment so far has focused on improving how the town centre works day to day, including repairs and upgrades to the Livestock Market car park, better walking routes across the Police Fields, and improvements to public toilets and the wider street

environment. These changes make it easier for people to get around and spend time in the town, while still protecting its historic character. A key focus of the Cowbridge Placemaking Plan is making sure facilities are available and suitable for young people and they feel part of the town. This has already started to come through in early projects, such as the investment in the skate park at Bear Field, which was identified as a priority by local young people themselves. Building on this, future projects will put more emphasis on creating spaces and opportunities that appeal to younger people, helping make the town feel more welcoming, relevant and enjoyable for them, as well as supporting its long-term vibrancy.

- 4.4 In Llantwit Major, projects have focused on making the town easier for everyone to use and get around. This includes improvements to bus stops and footways, as well as work to progress the Town Hall lift. Alongside this, the town has taken part in the One Week Town Boost programme, which brought together residents, businesses and community groups to deliver quick, visible improvements and help build ideas and momentum for the future of the town centre. Together, these changes are helping make the town centre more inclusive, welcoming and accessible, while also encouraging local people to play a bigger role in shaping how it develops
- 4.5 In Penarth, investment has supported improvements to the public realm and transport infrastructure, including street tree planting and upgrades to bus stops. These changes have helped improve connections around the town and made key areas feel greener and more welcoming for both residents and visitors. The removal of the parklets and a fresh look at the overall street scene have also made a noticeable difference. This has helped reduce clutter, improve sightlines and create a cleaner, more open feel in the town centre. As a result, the streets feel easier to navigate and more visually appealing, supporting local businesses and making the town a more pleasant place to spend time.
- 4.6 Barry was the last plan to be approved but has seen some interventions in 2025/26 such as the refurbishment of public facilities such as toilets at Barry Town Hall, alongside transport improvements and preparatory work for some larger regeneration schemes. The scale and complexity of the town creates a challenge to deliver within the budgets available, but it is hoped that strategic placemaking and other grant funding will be available and accessed going forward to deliver opportunities identified through the placemaking process.
- 4.7 Opportunities remain to bid for Strategic Placemaking funding via Welsh Government for larger scale projects within the plans and the Council has set aside a Placemaking reserve of £1m specifically to match fund these projects and smaller projects where required. Different outcomes such as public realm, green infrastructure and transport all have differing levels of grant intervention levels, usually ranging from 50% to 100%.
- 4.8 The placemaking approach has also informed a targeted and evidence led approach to the investment of £1.5 million in UK Government Pride in Place Impact Funding. A significant element of this funding will be targeted in communities most in need of improvement and will include a new Splash Pad, Skate park and toilets in Pencoedtre, along with enhancements to play areas and alley gating to address community safety concerns. These interventions respond directly to priorities identified through engagement, particularly the need to improve facilities for young people and enhance community spaces. Funding has also been allocated to supporting key projects in other towns, including improvements to changing rooms at Cowbridge Leisure Centre and the refurbishment of public conveniences in

Penarth, ensuring that long-standing infrastructure needs are being addressed across the Vale of Glamorgan.

- 4.9 Placemaking Plans are also being used to guide the allocation of community and transport focused Section 106 funding, providing a clear evidence base for targeting developer contributions to projects that align with local priorities and deliver meaningful benefits. In some cases, three or four different funding sources have been used to deliver projects within the plan. The strong data and evidence-based approach to targeting S106 has meant that more projects can be funded and also that local residents have been able to influence the priorities within their communities.
- 4.10 The Council is also taking a proactive role in placemaking through strategic intervention. The acquisition of the former Wilko building in Barry in early 2026 secures a prominent town centre asset and enables the Council to influence its future use, supporting economic activity and the revitalisation of the town centre. The store forms part of the plan, along with a focus on Holton Road. Holton Road is likely to be a priority candidate for the use of placemaking funding and Welsh Government Strategic funding.
- 4.11 The acquisition of several vacant buildings on Thompson Street form part of a wider programme to strengthen the town centre, bringing more people into Barry and supporting local businesses by increasing footfall and everyday activity. Bringing Adult Services into the town centre will add consistent footfall, support local businesses and make better use of empty buildings, which are all core ingredients of a healthier, more active town centre.
- 4.12 The Council is the Accountable body for the UK Government Pride in Place Programme (Plan for Neighbourhoods) which will deliver £20 million of investment in Barry over ten years. The Barry Plan for Neighbourhoods and the Barry Placemaking Plan are strongly aligned in both ambition and approach, with each reinforcing a shared focus on community led regeneration, strengthening town centres and improving everyday environments.
- 4.13 While the Placemaking Plan provides a strategic framework to guide investment, design and partnership working in areas such as public realm, active travel, heritage and economic vitality, the Plan for Neighbourhoods translates these priorities into deliverable projects shaped directly by residents and local stakeholders. Both emphasise the importance of increasing activity in the town centre, making better use of underused buildings, supporting local businesses and improving access to services, alongside a broader aim of creating more inclusive, connected and resilient places that respond to the needs and aspirations of Barry's communities.
- 4.14 Placemaking is increasingly embedded across the Council through a cross-departmental working group, supporting improved coordination of services and ensuring that investment decisions reflect place-based priorities.
- 4.15 The Council has been highlighting the role of placemaking to partners such as the Health Board, Public Services Board, Regional Partnership Board and housing forums to align placemaking priorities with wider strategies, ensuring that regeneration supports improved health, wellbeing and community outcomes. It is hoped that in the coming year these initial contacts and discussions will lead to more integrated planning in line with the charter.
- 4.16 The Council is also aligning placemaking with its street scene improvement programme, including investment supported through Producer Responsibility funding, enabling targeted

improvements to the quality, cleanliness and management of public spaces. In some cases, this can be as simple as a decluttering exercise and a deep clean.

- 4.17 Overall, this demonstrates that regeneration activity is not occurring in isolation, but is being coordinated across multiple funding streams, programmes and partnerships through a consistent placemaking framework. The plans themselves are designed to be living documents that can evolve over time as priorities, funding programmes and policies change.

## **5.0 How has evidence been used to inform the report, including the views of others?**

- 5.1 The views of local people are central to good placemaking, and the approach taken goes beyond simply responding to the most vocal interests. The Placemaking Plans are underpinned by a strong evidence base and extensive engagement with residents, businesses, Members and a wide range of stakeholders, including efforts to reach those who are less often heard. This ensures that priorities reflect the needs of the whole community, not just the loudest voices or individual interests.
- 5.2 Ongoing governance through Place Boards builds on this by continuing to draw on local knowledge and lived experience, ensuring that decisions and delivery remain inclusive, balanced and representative over time.

## **6.0 What are the next steps if the recommendations are approved?**

- 6.1 Continue delivery of projects aligned to Placemaking Plans across all towns:
- Maintain momentum on projects already identified through the Placemaking Plans, ensuring that investment continues to be guided by locally agreed priorities. This includes delivering improvements to public spaces, supporting town centre activity, and progressing schemes that enhance connectivity, accessibility and the overall quality of place across Barry and other towns.
- 6.2 Work closely along other regeneration programmes such as Pride in Place.:
- Ensure that the Pride in Place Programme is closely aligned with existing Council-led regeneration work, so that funding is used to complement and add value rather than operate in isolation. This coordinated approach will help maximise impact, support delivery on the ground and ensure that community-led initiatives are integrated with wider strategic investment.
- 6.3 Develop further projects and funding opportunities based on identified priorities:
- Build a pipeline of future projects that respond directly to the needs and opportunities identified through engagement and evidence. This includes identifying external funding opportunities, developing business cases and working with partners to bring forward schemes that are deliverable, provide value for money and deliver tangible local benefits.

#### 6.4 Strengthen partnership working and embed placemaking across Council services:

Continue to strengthen collaboration across Council services, partners and stakeholders to ensure a joined-up approach to placemaking. This includes embedding placemaking principles in day-to-day decision making, improving coordination between teams, and ensuring that investment, service delivery and policy decisions all contribute to creating more active, accessible and resilient places.

#### **7.0 How does this report support Vale 2030 and Reshaping?**

7.1 The report supports Vale 2030 by contributing to thriving, resilient and sustainable communities and strengthening town centres.

7.2 It supports the Reshaping Programme by promoting a coordinated, place-based approach to service delivery and investment.

#### **8.0 How does this demonstrate the Five Ways of Working?**

8.1 This approach aligns strongly with the Council's commitment to the Five Ways of Working. It supports long-term thinking by focusing on sustainable, place-based outcomes rather than short term interventions, while also helping prevent decline through early, locally informed action. The emphasis on collaboration and involvement is reflected in the role of Town Boards and wider community engagement, ensuring that a range of voices shape priorities and solutions. Integration is also strengthened through closer working across Council services and with external partners, aligning regeneration activity with wider objectives such as health, wellbeing and economic resilience.

### **Resources**

#### **9.0 Finance**

9.1 Placemaking activity is funded through a combination of Welsh Government, UK Government and Council funding streams, including Transforming Towns and the Pride in Place Impact Fund. A loan fund of £1,895,666 in repayable Transforming Towns loan funding has also been approved by Cabinet for use in tackling empty properties.

9.2 Funding is targeted in line with placemaking priorities, ensuring that resources are used effectively and deliver maximum impact in areas of need.

9.3 A breakdown of Transforming Towns Funding allocations can be found at **Appendix A**. Full spend for 2025/26 has been achieved. Other projects within the placemaking plans are being delivered via a variety of other funding sources such as Pride in Place Impact Fund and Section 106. Plan and Project updates will be regularly updated on the Vale of Glamorgan's Placemaking Hub.

#### **10.0 Workforce**

10.1 Delivery is led by the Regeneration team, working closely with other Council services including highways, parks, housing and property.

10.2 A cross-departmental placemaking working group supports coordinated delivery and alignment of activity across services.

10.3 Partnership working with Town Councils and external stakeholders is a key component of delivery.

## **Legal and Equalities**

11.1 The move towards a more locally driven, bottom-up model of governance, as set out in the Council's regeneration governance arrangements, represents a significant shift in how decisions are made and projects are developed. This transition has required new ways of working for both the Council and its partners and, as with any cultural change of this scale, has taken time to embed. A key principle of this approach is ensuring that communities have a sense of ownership from an early stage, with projects shaped with them rather than being developed on their behalf. There are now clear signs of progress, with Town Boards increasingly establishing their role, building confidence and beginning to operate more effectively. These arrangements continue to be kept under review to ensure they remain fit for purpose, but the approach reflects a strong commitment to involving communities more directly in shaping their places, which is considered fundamental to achieving long term and meaningful outcomes.

11.2 The Council will continue to ensure compliance with all relevant legislation and governance requirements, including its responsibilities as accountable body for external funding programmes.

11.3 An Equalities Impact Assessment is not required for this report as it provides an update on programme delivery. Equality considerations are incorporated into individual projects as appropriate.

## **12.0 Key Contacts**

12.1 **Who are the primary officers to contact with any comments and/or queries on the report?**

Lead Officer: Phil Chappell, OM Regeneration <a href="mailto:prchappell@valeofglamorgan.gov.uk">prchappell@valeofglamorgan.gov.uk</a>	Democratic Services Officer Matthew Swindell, Cabinet and Committee Services Officer, <a href="mailto:mlswindell@valeofglamorgan.gov.uk">mlswindell@valeofglamorgan.gov.uk</a>
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## **Appendix**

Appendix A – Transforming Towns Funding Breakdown

### **Background Documents**

[Vale of Glamorgan Placemaking Hub](#)

[Welsh Government Transforming Towns](#)

[Placemaking Wales Charter](#)

# APPENDIX A

## Appendix A Transforming Towns Funding breakdown

### Cowbridge

#	Project	Intervention Rate (%)	25/26 Est. Costs (£)	Total Claimed 25/26	Carry over Required to 26/27
1	Livestock Market Carpark	100%	£ 25,000.00	£ 23,138.00	£ -
2	Smart Towns	100%	£ 15,000.00	£ 14,945.65	£ -
3	Town Decluttering	100%	£ 20,000.00	£ -	£ 20,000.00
4	Pedestrian route across the Police Fields, Cowbridge	70%	£ 50,000.00	£ 33,206.29	£ -
5	Old Hall Courtyard	100%	£ 8,570.00	£ 8,570.00	£ -
8	<b>Contingency Project-</b> Cowbridge Public Toilets	70%	£ 60,000.00	£ 55,342.16	£ -

TT Total Cowbridge £ 79,859.94  
 Contingency Total Cowbridge £ 55,342.16

### Llantwit Major

#	Project	Intervention Rate (%)	25/26 Est. Costs (£)	Total Claimed 25/26	Carry over Required to 26/27
1	Lift for Town Hall	70%	£ 60,000.00	£ 8,977.20	£ 51,022.80
2	Community Hub- Bowls/Tennis Club	100%	£ 50,000.00	£ 30,705.59	£ -
3	Passenger Transport- Bus Stop Upgrades	70%	£ 10,314.00	£ 7,219.80	£ -
4	Llantwit Major - footway improvement near Library (dropped kerb)	70%	£ 25,000.00	£ 18,109.56	£ -
5	<b>Contingency Project-</b> Windmill Lane MUGA	100%	£ 19,433.50	£ 19,433.50	£ -
6	<b>Contingency Project-</b> Boverton Road Path/Wall Improvements	70%	£ 112,000.00	£ 71,913.51	£ -

TT Total Llantwit £ 65,012.15  
 Contingency Total Llantwit £ 91,347.01

### Penarth

#	Project	Intervention Rate (%)	25/26 Est. Costs (£)	Total Claimed 25/26	Carry over Required to 26/27
1	Enabling Works for Parklets	100%	£ 20,000.00	£ -	£ 20,000.00
2	Town Decluttering	100%	£ 20,000.00	£ -	£ 20,000.00
3	Passenger Transport- Bus Stop Upgrades	70%	£ 47,792.00	£ 33,454.40	£ -
4	Street Tree Planting Quality Uplift	100%	£ 4,000.00	£ 4,145.41	£ -

TT Total Penarth £ 37,599.81  
 Contingency Total Penarth 0

### Barry

#	Project	Intervention Rate (%)	25/26 Est. Costs (£)	Total Claimed 25/26	Carry over Required to 26/27
1	Passenger Transport- Bus Stop Upgrades	70%	£ 28,178.00	£ 19,724.60	£ -
2	Street Tree Planting Quality Uplift	100%	£ 10,000.00	£ -	£ -
3	Barry Town Hall Public Toilets	100%	£ 50,000.00	£ 13,647.45	£ 36,352.55

TT Total Barry £ 33,372.05  
 Contingency total Barry 0

TT Total £ 215,843.95  
 Contingency total £ 146,689.17

**Total spend £ 362,533.12**