

PLACEMAKING

in the Vale of Glamorgan



What is **PLACEMAKING?**



What is Placemaking?

“Placemaking involves working collaboratively across sectors and disciplines to comprehensively consider the future development of distinctive and vibrant places.”



Placemaking Charter & Principles

In signing the Placemaking Wales Charter my organisation agrees to support placemaking in all relevant areas of our work and promote the following principles in the planning, design and management of new and existing places;

- People & Community
- Mix of Uses
- Movement
- Location
- Public Realm
- Identity



Working
collaboratively
across sectors and
disciplines

Local
Businesses

Local
Residents

Internal
Placemaking
Group

Town
Councils

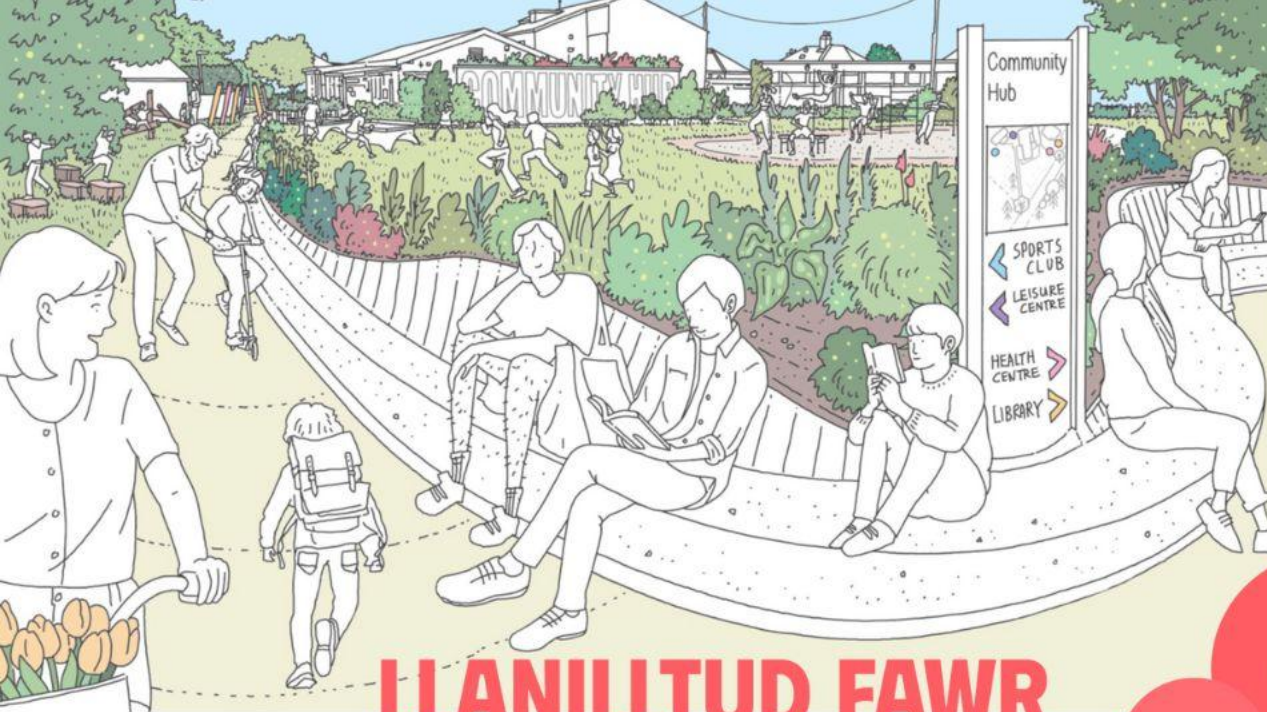
Third
Sector



FOUR PLACEMAKING PLANS HAVE BEEN DEVELOPED

One for each town...





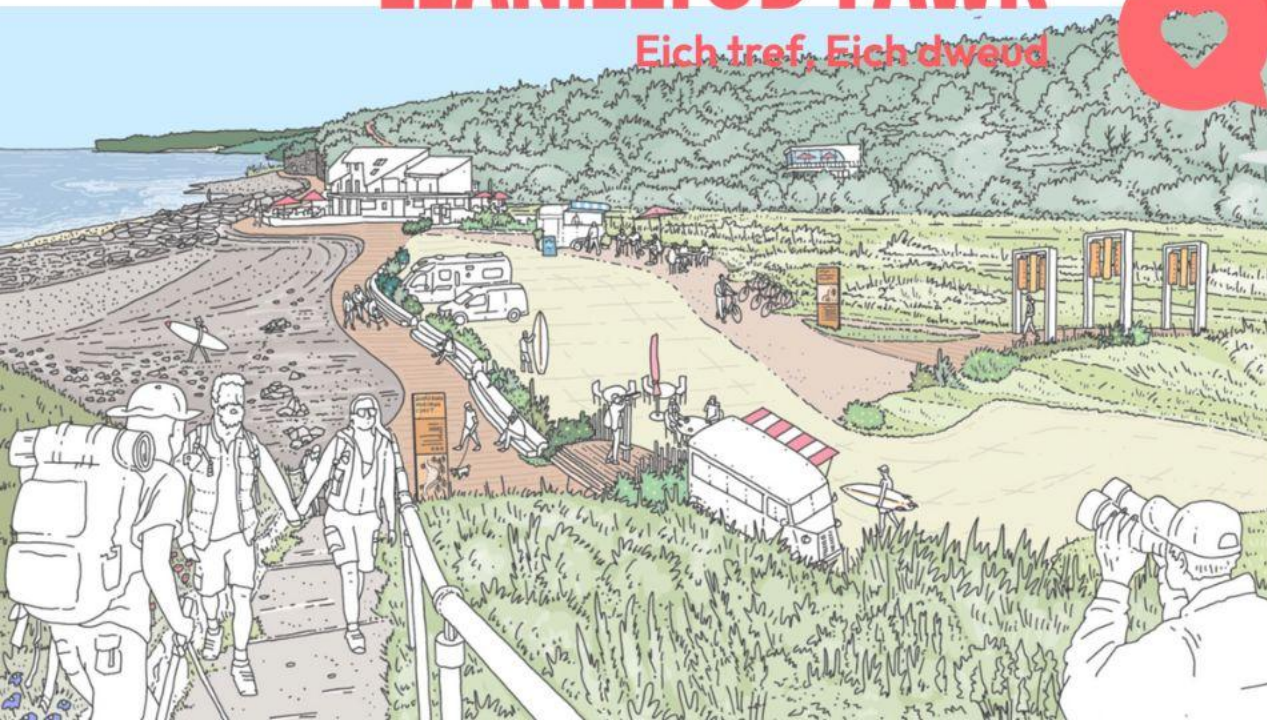
LLANILLTUD FAWR

Eich tref, Eich dweod



LLANTWIT MAJOR

Your place, Your say



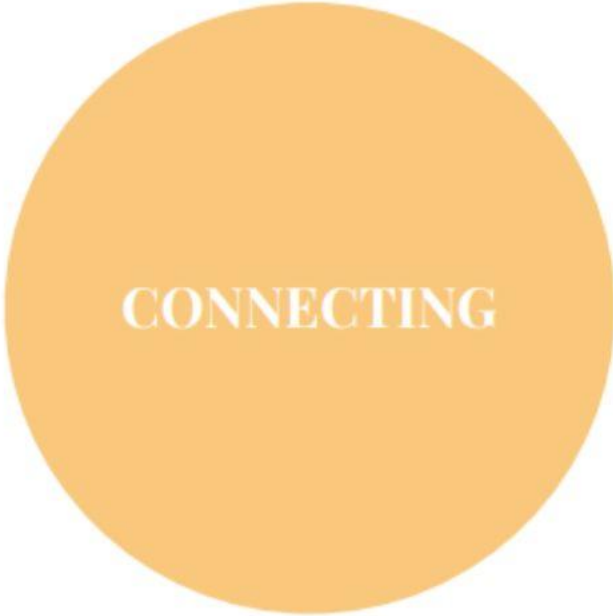
4.3 Strategic Placemaking Opportunities

Building on the strengths, weaknesses, opportunities and threats identified through the community engagement, research, site walks and interviews, the following objectives have emerged as strategic placemaking opportunities for Llantwit Major, to help guide future decision-making and investment into the town:



CELEBRATING

Making the most of Llantwit's rich natural, built and cultural heritage



CONNECTING

Ensuring Llantwit's amenities and spaces are easily accessible for everyone



THRIVING

Enabling a healthy, sustainable and resilient local economy and community in Llantwit



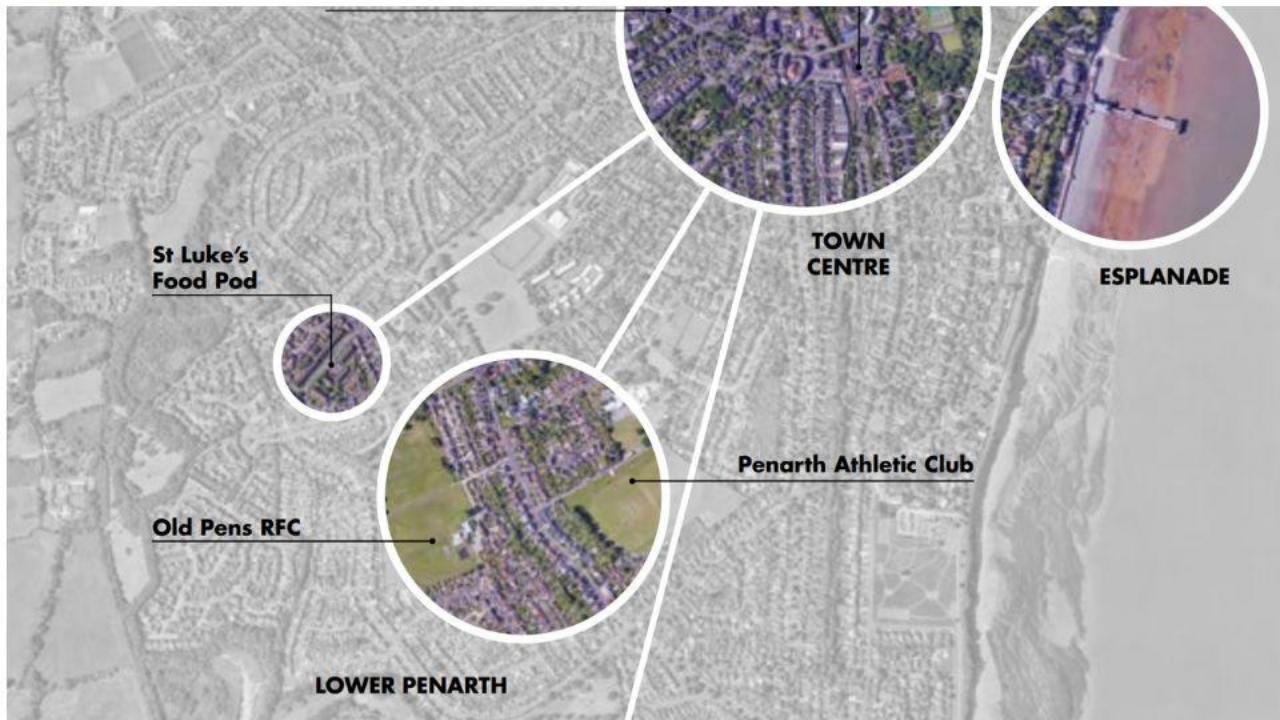
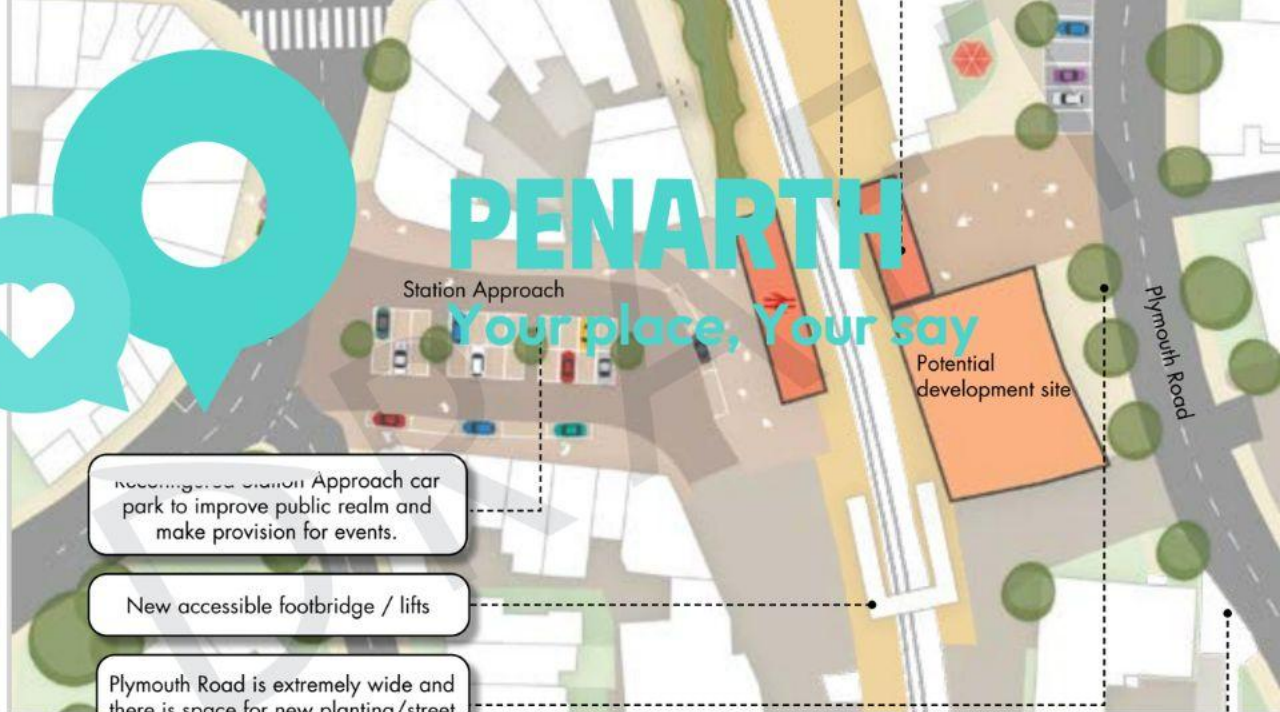
PENARTH

Eich tref, Eich dweud



PENARTH

Your place, Your say



Objectives: What are we seeking to achieve?

A Vibrant Town Centre and Seafront

A town enabling the creation of new businesses, supporting the needs of existing ones and a rich programme of cultural activities.



An Inclusive Penarth

A placemaking plan which looks beyond just the historic core of the town and addresses the needs of people across the community.



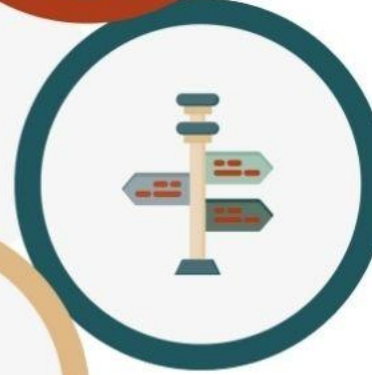
A Sustainable Penarth

A sustainable town which enables active travel, provision for the transition to net zero carbon and improving biodiversity.



A Safe and Accessible Town Centre

A town that is safe and accessible for all ages and abilities to walk, wheel and cycle around.



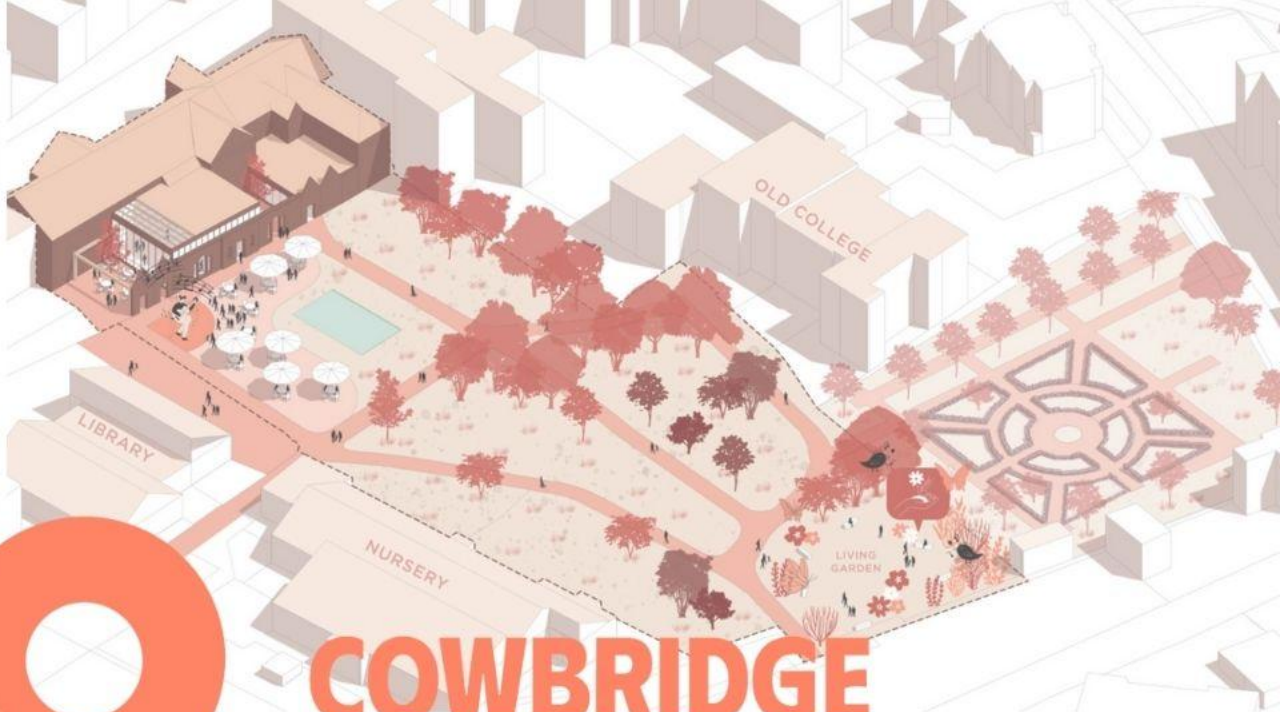
A Welcoming Public Realm

An attractive and welcoming town which has space for events and activity, spaces for respite and spaces for social activity for all ages.



Y BONT-FAEN

Eich tref, Eich dweud



COWBRIDGE

Your place, Your say



To support the Vision for Cowbridge, five key objectives have been identified that will drive the future projects and investments in Cowbridge. These objectives emerged from the opinions gathered during the extensive engagement process and findings from the baseline analysis.

The five objectives underpin the placemaking strategy. The proposals associated with the key opportunity areas and the town wide project proposals deliver against these objectives.

Sustain A Dynamic And Appealing High Street – Cowbridge is well known for its offer of independent, local businesses but the High Street needs to be supported to diversify and adapt if it is to continue its success in a changing environment. Expanding the offer into the evening, improving accessibility via public transport, walking and cycling, and enhancing the public realm will help achieve this.

Safe And Sustainable Place For People To Move Through The Town – By supporting active travel and through better traffic management it will be easier for people to move around the town. Well signposted routes with improved surfacing of footpaths that link residential areas with the town centre and with green spaces will enable more residents to walk and cycle. Safe and accessible routes within Cowbridge could also create opportunities to connect with extended routes to nearby villages.

Preserve and Celebrate – Cowbridge's identity is largely defined by its historic and charming character. It is a place for beautiful walks and includes many green assets which present an opportunity to enhance recreation and well-being for all ages. Creating opportunities to celebrate the town's heritage and natural environment will increase its appeal as a destination for visitors as well as the wider community.

A Multi-Functional Town Supporting A Changing Population – The community takes pride in tradition and independence but welcomes innovation and community stewardship. Fostering a sense of community and enabling a pro-active approach will support a changing population and ensure that Cowbridge is a place for everyone.

A Great Place For Young People To Live, Thrive And Belong – More activities and improved facilities specifically for young people will provide opportunities for them to socialise within the town and feel more connected with the local community.



Vision & Key Priorities

The Placemaking Plan Vision (on the previous page) sets out a concise statement for how the town can be shaped in the future, focusing on the needs and aspirations of Barry's communities and its distinctive location and setting on the South Wales coast.

The vision is supported by seven key priorities for future change. The priorities draw on the range of existing policies and strategies, community and stakeholder engagement, and context assessment set out in the earlier sections of 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 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 that ensures Barry retains its role of 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.



Delivery Funding

- Welsh Government Transforming Towns
- 2024/25 £350,000
- 2025/26 £400,000
- Strategic project funding
- Loan Funding
- Placemaking Reserve
- Other Grant Funding
- Private Investment
- Section 106





Worked well



Challenges

Working closely with Town
Councils/Members

Disengaged communities/
demographics still hard to reach

Extensive community consultation

Managing expectations

Different voice for each town

Individuals priorities not reflected
in the wider community

Partnerships - such as
Youth Services

Time scales vs enormity of the task



Governance

- New Boards
- Vale Place Board
- Town Boards – Town Council representation
- Investment Advisory Group
- Way of working - Live documents
- Continually reviewing
- Scope for future scrutiny –
task and finish work.



THANK YOU

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www.valeofglamorgan.gov.uk/placemaking

