

Llandysul Place Plan



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The compilation of the Place Plan took place over a number of years during which the Covid-19 pandemic occurred. The Council is grateful and indebted to County and Community Councillor Keith Evans, Cllr Mike Hotson (immediate past Chair) and Cllr Andrew Howell for taking the lead role in progressing the Place Plan and reporting back to the Community Council with progress reports. The Council has aided the process by the hiring of facilitators to undertake consultation events and the provision of clerical support when required in staging these events.

The Place Plan has been a good way in taking stock of our local resources and as to how we can inform the future direction and growth of our community, sometimes by prompting questions to issues and also getting organic views of the way individuals see our community develop. All the fine work that has been undertaken thus far has been achieved due to the good working relationship that exists between the Community Council and Stakeholders.

Llandysul Pont-Tyweli Ymlaen (a community development group) has been at the forefront in enlisting groups in supporting this process. It has been to our benefit that many of our elected Councillors are also Directors of this community development group. The group set up a business section to discuss many of the current pressing issues including the impact of Covid-19 on the economic health of the town, has led on community transport issues, worked alongside consultants on tourism issues and to analyse how tourism can benefit the local economy. Llandysul was also the first Walkers are Welcome group in the county and building upon this, a group has been set up to support the creation of the Teifi trail.

As a Community Council, we very much look forward to continuing these partnering arrangements with many of the stakeholders in our community to further the economic and cultural well-being of our community.



Views of Llandysul

Llandysul Place Plan Key Projects

Outdoor Hub

Medium-term project

Establish an outdoor recreation facility on the old school site on Marble Terrace in partnership with independent retailers and activity companies.

High street improvements

Medium-term project

Reuse vacant properties on the high street for mixed uses.

Old Dyffryn Teifi school site

Medium-term project

Expand the current leisure offer and create a new park and open space facilities including allotments.

Civic square

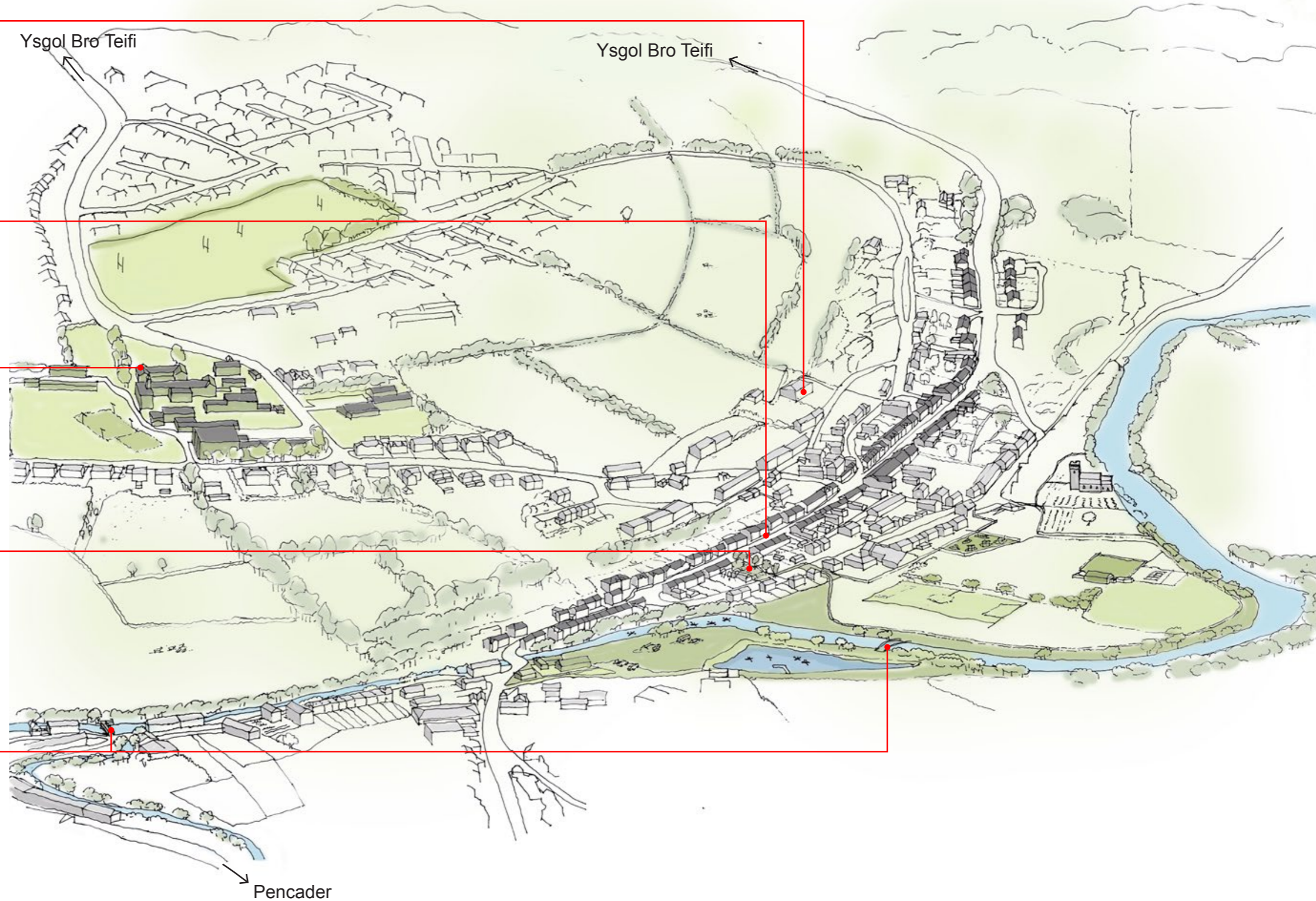
Short-term project

Form a town square incorporating seating, places for pop-ups, markets, and other community events on the site.

New bridges

Long-term project

Construct pedestrian bridges to create circular walking routes, improved riverside access, and a link between Ceredigion and Carmarthenshire.





View of Llandysul from the East

1.1 Overview

Place Plans enable communities to engage creatively with the planning process to produce a community-led plan which provides detail for the local area reflecting its distinctiveness and addresses specific community scale issues.

The Llandysul Place Plan has been developed by the Town Council in conjunction with the local community and Ceredigion County Council and offers some exemplary ideas for positive change in Llandysul and the surrounding wards.

1.2 About Llandysul

Llandysul is a historic town nestled on the banks of the famous sewin and salmon River Teifi and goes back to pre-Norman times. It straddles the boundary of two Local Authorities with Pontwelly located in Carmarthenshire and Llandysul in Ceredigion Unitary Authorities. The area is served by three Community Council areas that converge at Llandysul, namely Llanfihangel and Llangeler in the Carmarthenshire and Llandysul in Ceredigion. It is one of a chain of market towns that runs the length of the Teifi Valley, with Cardigan to the south, Newcastle-Emlyn, Llandysul, Llanybydder, and Lampeter with Tregaron at the source of the Teifi in the north.

It is a traditional market town where agriculture continues to play a significant role in the areas' economy. In past times the hinterland made great use of the river as a trading route with woollen mills being a prevalent employer in the area. The Powerhouse, currently an arts and community centre, historically generated electricity from turbines based in the Teifi to supply the Llandysul and Pontwelly area.

Until the 'Beeching' period, Llandysul was served by a railway line, which aided the import and export of goods. At the railhead a livestock market was conveniently located to maximise the opportunities the railway brought. Regrettably, the livestock market ceased due to change in agricultural practices and to make way for the Llandysul Bypass, which formed a part of the Ceredigion link road scheme.

We have witnessed a decline in the provision of services in the town over the years, both in the private and public sector and the demise of the

four major banks that once operated from our high street. We are once again at a crossroads and face immense challenges in high street provision. Undoubtedly, we will have to offer services and products that are not easily sought in out of town outlets.

The Welsh language continues to flourish in this predominantly Welsh speaking area of West Wales and, regionally, has one of the highest Welsh speaking wards in Ceredigion.

1.3 Key Data for Llandysul

In order to set the scene for our town, it is helpful to recognise its regional importance. Further information and key statistics include:

According to the 2021 census, Llandysul has a population of 1,388 compared to 1,439 from the 2011 census.

The Welsh Index of Multiple Deprivation (WIMD) ranks all small areas in Wales from 1 (most deprived) to 1,909 (least deprived). As of 2019, Llandysul Town Lower Super Output Area (LSOA) is ranked 755 and is therefore within the 30-50% most deprived LSOAs (StatsWales).

Llandysul Town Ward, with 57% of the population fluent in Welsh (2021, ONS), suffered a 6.5% decline in Welsh language fluency since the 2019 mid-year estimates (63.5%).

The Ceredigion Amenity Survey conducted in 2019, identified four places of worship within Llandysul. These include Capel Seion, Graig Unitary Chapel, Y Ffynnon and one Anglican Church, St Tysul's. According to the survey, there is one 'village hall' or 'meeting place' located within Llandysul. Tysul Hall, constructed in 1955 as a memorial to both World Wars, is located on New Road and serves as a venue for meetings and events.

1.4 A World Changed by Covid-19

Covid-19 has not only disrupted our daily lives and caused endless untold heartbreak, but it has also afforded us an opportunity to reset the clock and think again about the places we want to live, work and play in. We need to rebuild a greener, cleaner society with decarbonisation and social justice at its heart, respecting our environment whilst giving

people good places to live in, which are accessible by foot, bike and public transport. This is as true for Llandysul as it is for the whole of Wales.

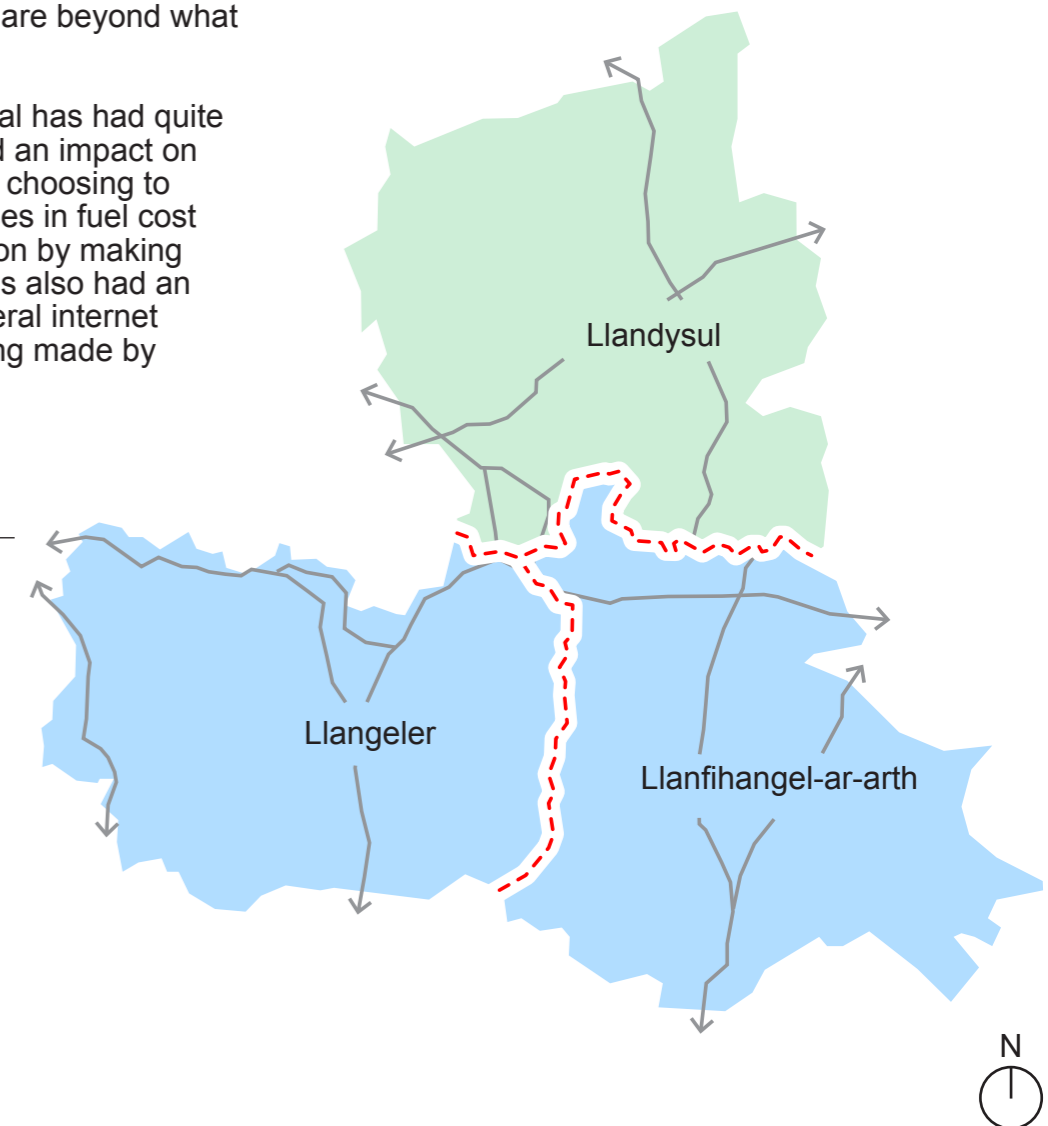
Covid-19 has influenced a shift in work patterns. Often individuals employed in the public sector, who have sufficient broadband capacity to use the programmes in place by their employers, have access to a hybrid working model. The pandemic saw the introduction of new legislation by Welsh Government which meant that Community Council meetings were of a hybrid nature.

Over the same period, we have witnessed a significant shift in the property market. On occasion house sales went through without people even visiting the properties due to the number of individuals relocating in favour of a rural setting with space and clean air, and a county that had the least number of Covid-19 cases. This has skewed the property prices and very often are beyond what our local community can afford.

Throughout this period, buying local has had quite an impact on society. This has had an impact on travelling patterns also, with many choosing to support local traders. The huge rises in fuel cost have also compounded the situation by making travelling more expensive. This has also had an impact on food shopping and general internet shopping with more deliveries being made by delivery agencies.

Key:

- Community Council within Ceredigion
- Community Council within Carmarthenshire
- - Shared boundary
- Main road



Llandysul Place Plan

1. Introduction

Llandysul consists of two wards according to Welsh Government: Llandysul South, Llandysul North and Troedyrur.

The data on the following page is predominantly based on the Lower Super Output Area (LSOA) opposite.

Key:

● Electoral ward

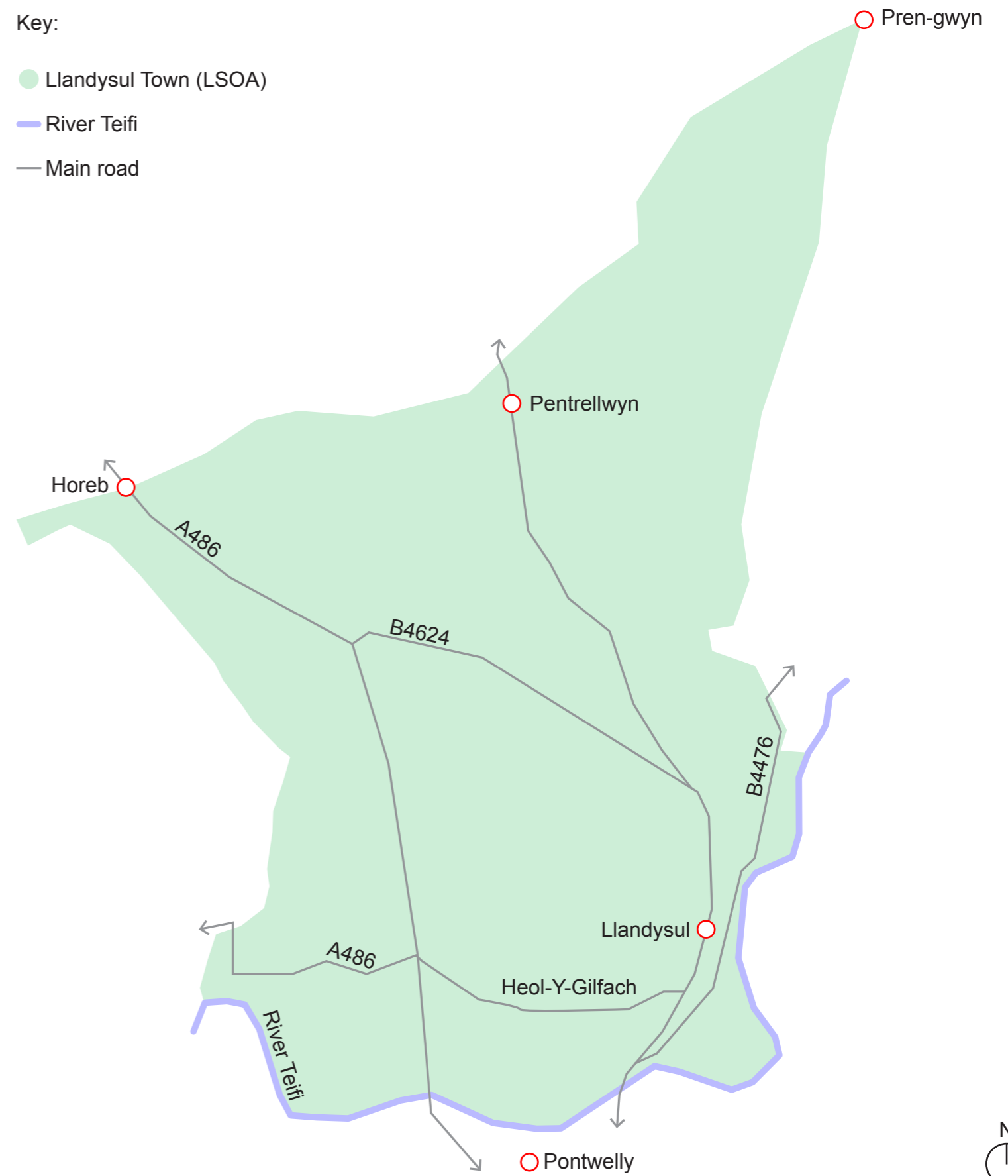


Key:

● Llandysul Town (LSOA)

— River Teifi

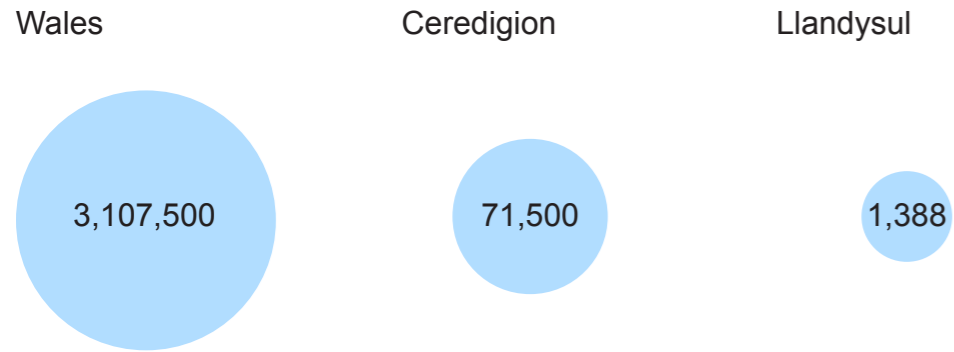
— Main road



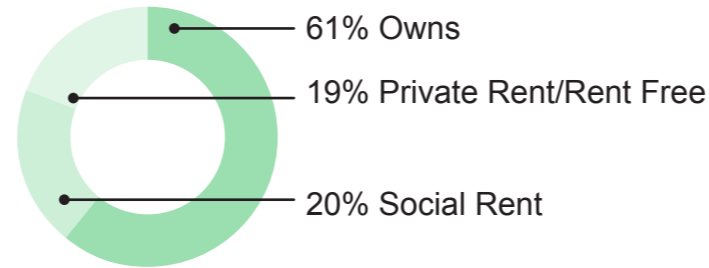
Llandysul Place Plan

1. Introduction

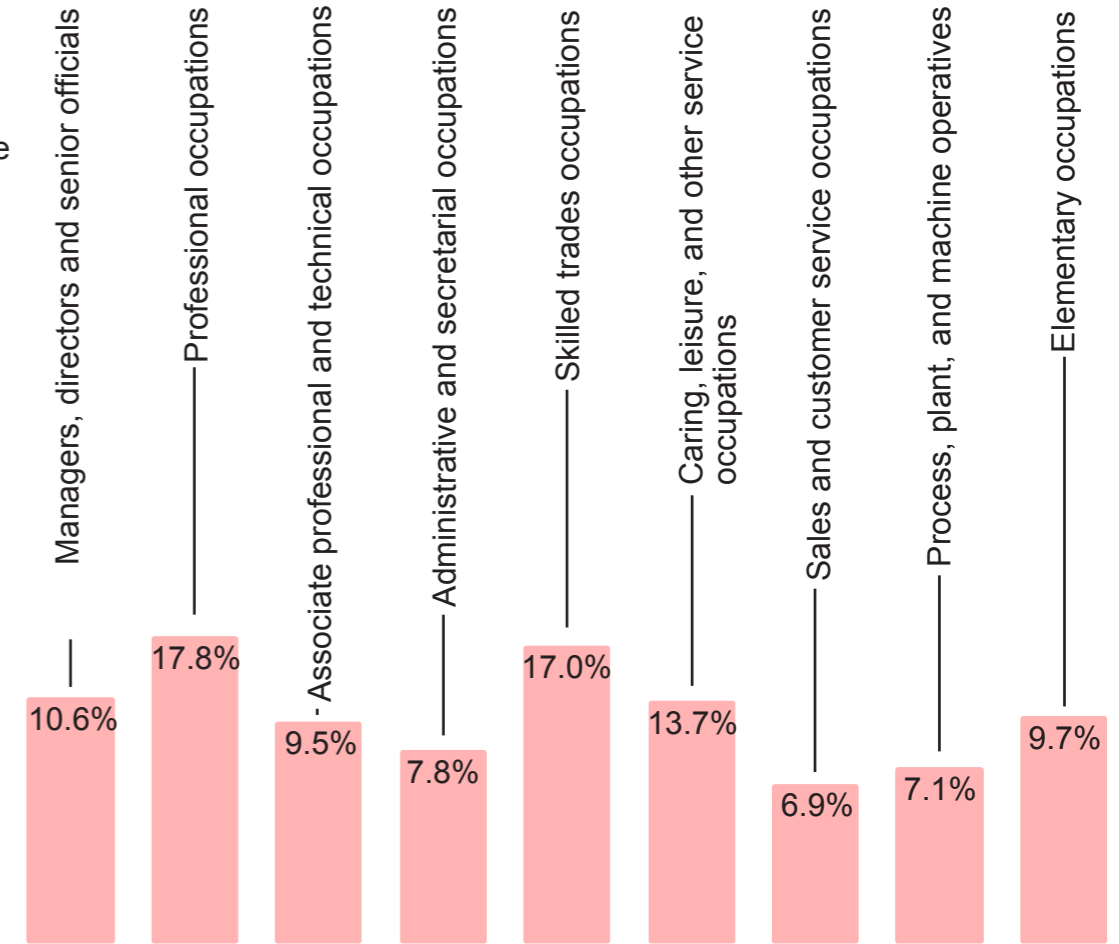
Population



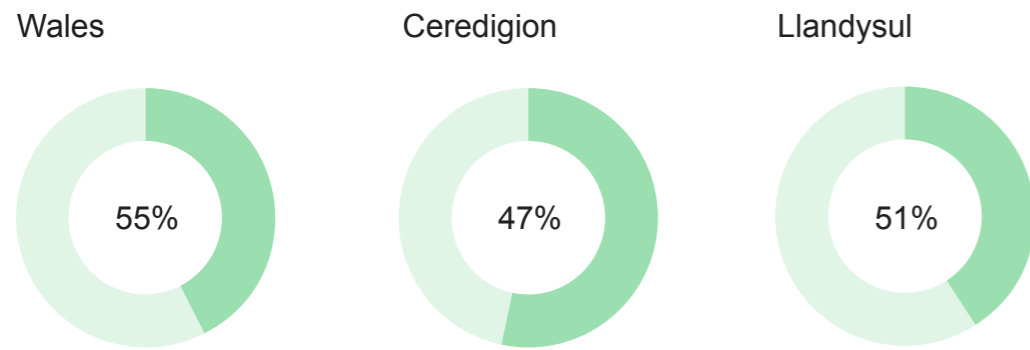
Household Tenure in Llandysul



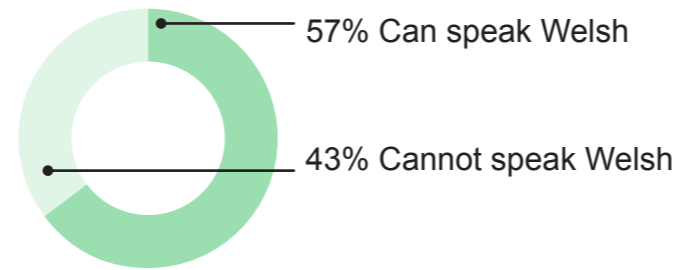
% Occupation Breakdown in Llandysul



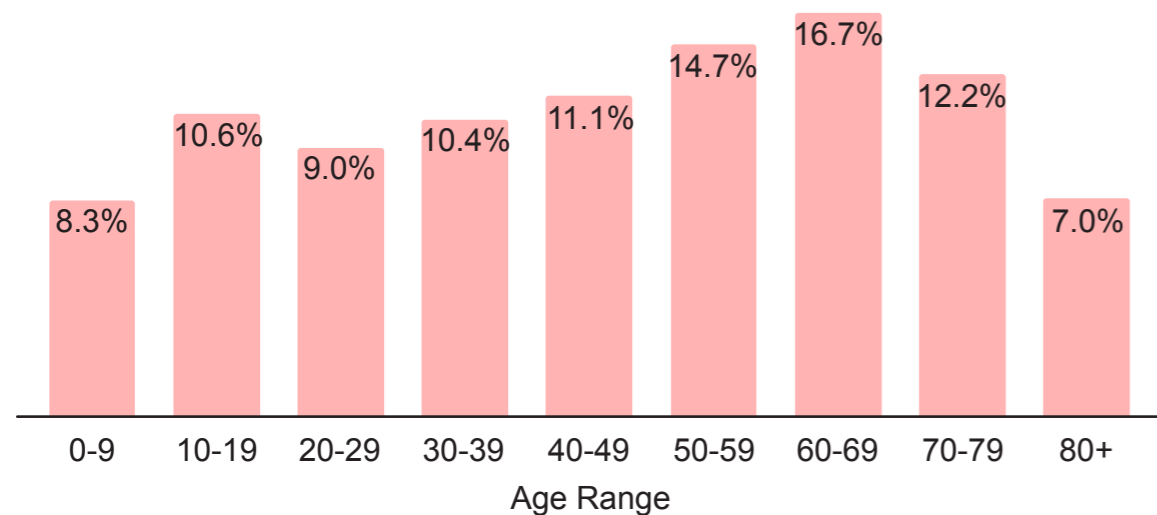
% Population Identifying as Welsh Only



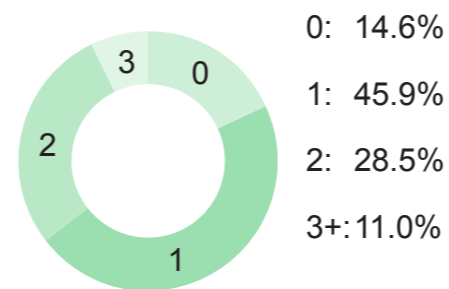
Welsh Language in Llandysul



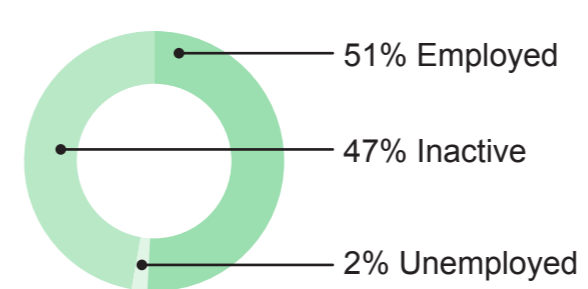
% Population Age Groups in Llandysul



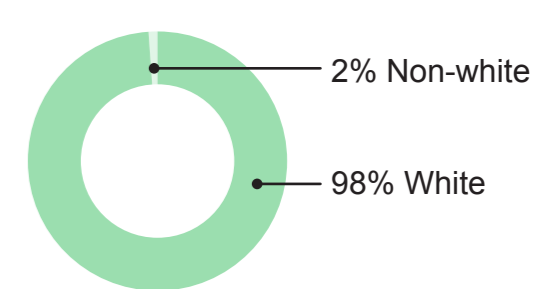
Cars/Vans per Household in Llandysul



% Economic Activity in Llandysul



Ethnicity in Llandysul



Data source: NOMIS, Wales, 2021



Engagement session for Llandysul Regeneration Strategy, November 2022

2.1 Context

Place Plans complement existing statutory development plans and address community scale issues such as design of community facilities and open space. They act as a mechanism for communities to engage creatively with the planning process.

2.1.1 Links to Other Plans

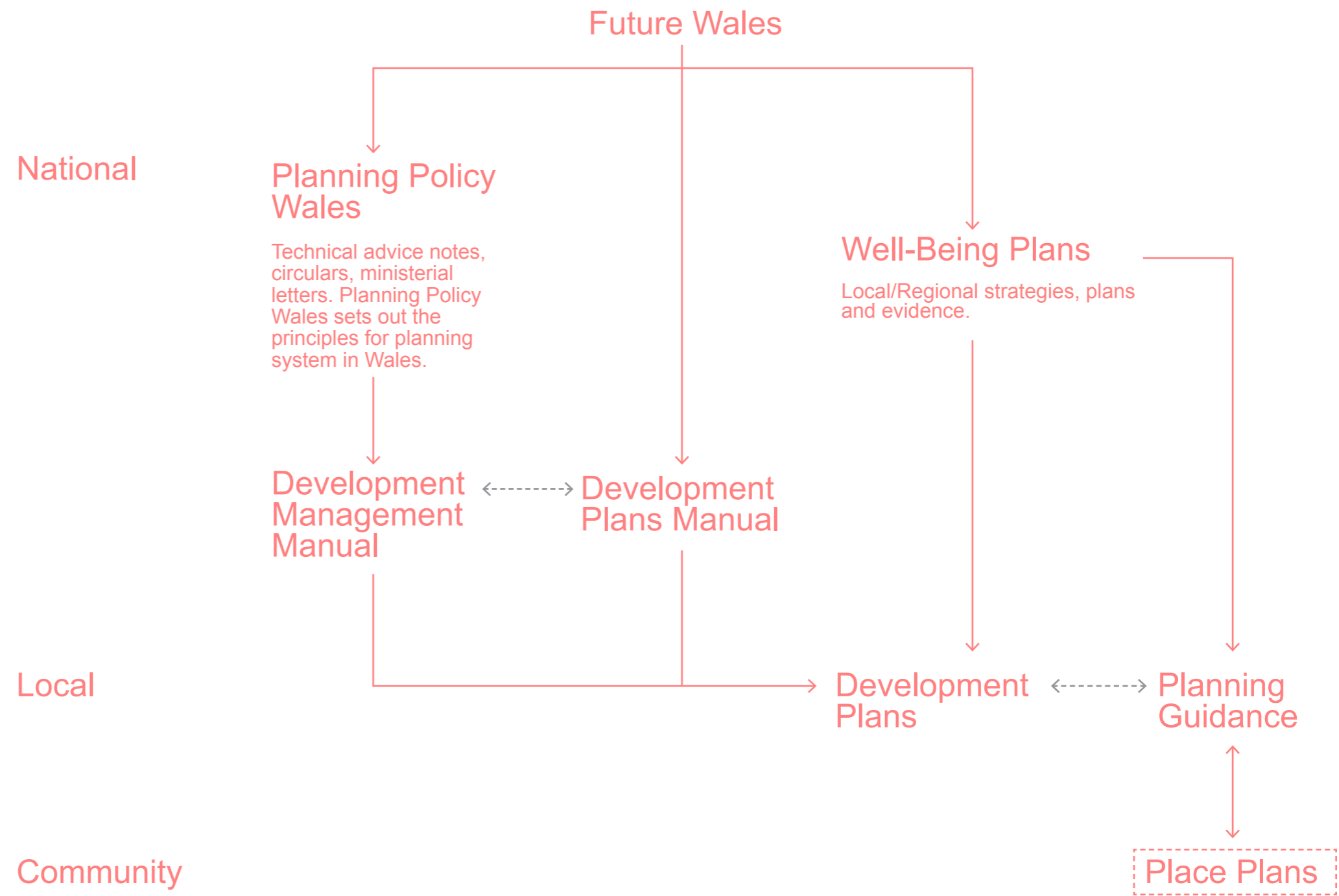
Local planning authorities are required to prepare a plan for their area known as a Local Development Plan (LDP), which sets out the authority’s objectives in relation to the development and use of land in their area and their general policies for the implementation.

In April 2013 Ceredigion County Council formally adopted the ‘Ceredigion Local Development Plan’. Consequently, proposed development must be considered in accordance with the policies contained within this plan. Welsh Government have subsequently introduced Place Plans, which add detail and elaborate further on the content of the statutory development planning. Though Place Plans are non-statutory documents which can support the delivery, they are prepared with the intention of potentially becoming Supplementary Planning Guidance (SPG) in the future.

This community-led guidance helps achieve local aspirations and improve community well-being. Place Plans are informed by policy, but also offer an opportunity to inform and shape longer-term local and national strategies.

2.1.2 Link to Policy

All projects outlined in the draft Place Plan meet the duty set out under the ‘Well-being of Future Generations (Wales) Act 2015’, to carry out the ‘Sustainable Development Principle’ through the five ways of working, Collaboration, Integration, Involvement, Long Term and Prevention.



Place Plan context within planning policy, legislation and guidance

Future Wales identifies a number of areas where development and growth should be focused. These areas are referred to as “National and Regional Growth Areas”. Llandysul forms part of the Teifi Valley Regional Growth Area meaning it should retain and enhance the commercial and public services which make the settlement a focal point for the area. Future Wales, therefore, supports sustainable growth in Llandysul which meets regional housing, employment and social needs.

The five key principles of ‘Planning Policy Wales: Edition 11’ have been considered as part of the process for producing Place Plan projects. These include:

- 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.

2.1.3 Place Plan Themes

There are five core Place Plan themes which provide structure and allow for projects and actions to align with local, regional, and national priorities. Whilst the content of this Place Plan and set of sub-themes are unique to Llandysul, the categories are common across all Ceredigion towns. Each of the themes are informed by legislation, policy, and community aspirations. The following background descriptors provide a framework for structuring the Place Plan:

Well-being:

Thinking about the long-term impact of decisions and supporting the local community to prevent persistent problems such as poverty, health inequalities and climate change. These actions aim to reduce the disparities within communities and create conditions that enable people to live and work in safe, vibrant places. The theme corresponds with the aims of the ‘Well-being of Future Generations (Wales) Act 2015’ and sustainable development principles.

Placemaking:

Taking a holistic approach to the planning and design of spaces. Placemaking draws upon an

area’s potential to create high quality development and public spaces that promote people’s prosperity, health, happiness and well-being. This should lead to developing distinctive and vibrant spaces which strengthen the relationship between people and places. The theme responds to ‘Planning Policy Wales - Edition 11’ and incorporates the values of ‘The Placemaking Wales Charter’.

Heritage and Culture:

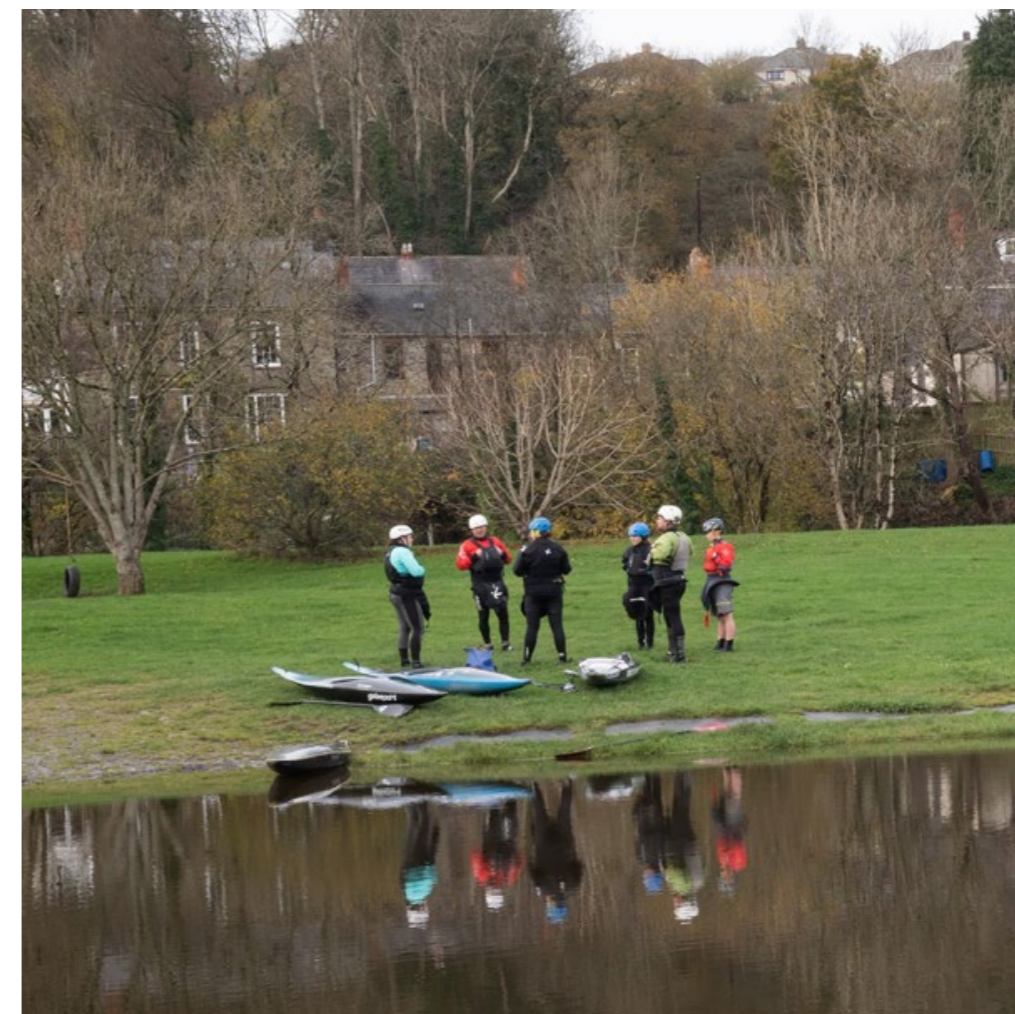
Protecting the distinct regional heritage and rich cultural assets that are present in the town. These actions aim to develop the historic character which acts as an attractor for people to live and visit. The theme applies conservation principles and helps to understand the heritage value of many local historic features - a vital part of the cultural identity of Ceredigion. The theme corresponds with the Conservation Area Appraisal and Management Plan.

Economy:

Developing a targeted regeneration investment programme which supports a sustainable prosperous economy. This addresses key challenges to achieve a vision of an economy that delivers a sustainable future for all who choose to live and work in the local community. The theme is linked to local, regional, and national regeneration policy and support to improve town centres. This aspect of the Place Plan is informed by the Llandysul Regeneration Strategy (2023) and general consensus around key projects and interventions which have informed the Town Council’s approval.

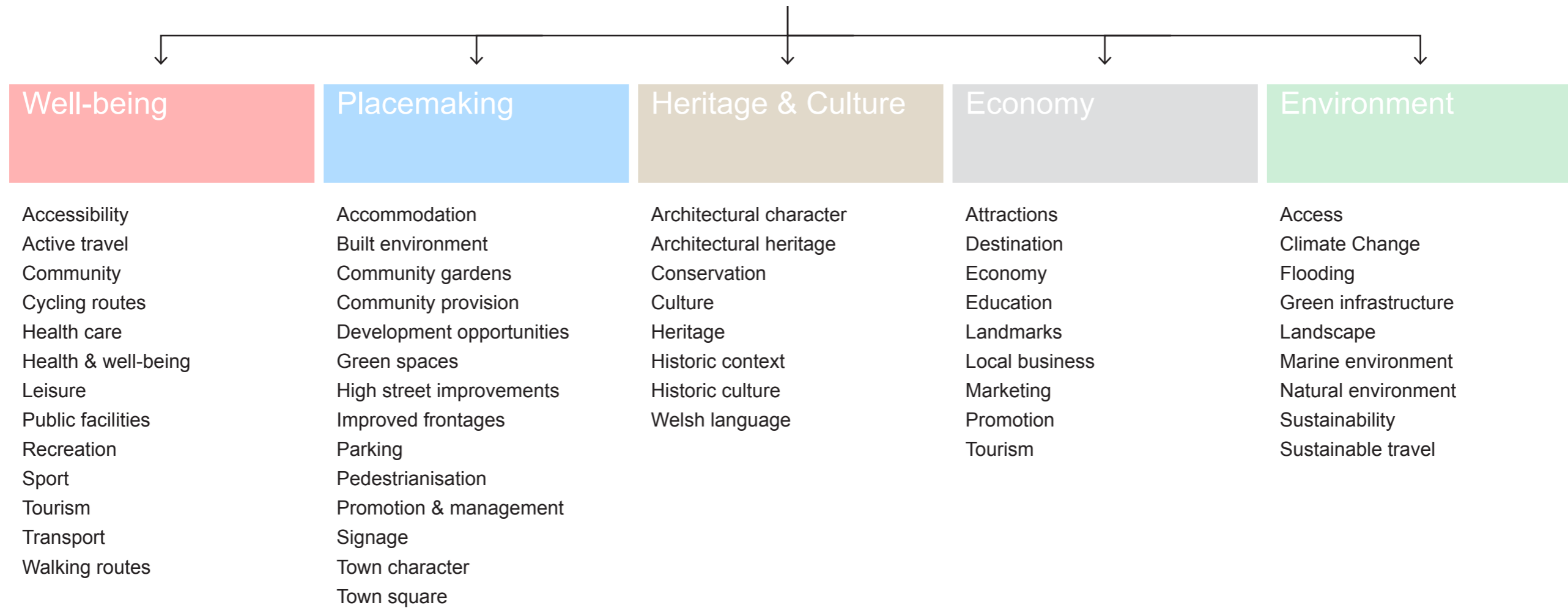
Environment:

Creating greener, sustainable, and well-connected communities which take action to reduce carbon emissions and enhance biodiversity. This includes championing the local environment and the sustainable management of natural resources. The theme advocates county and national objectives, as well as carbon emission targets to protect the environment for future generations. The theme is informed by the Green and Blue infrastructure plan for the town and key opportunities the Town Council would like to move forward and prioritise.



Llandysul Paddlers’ artificial lake for teaching and training purposes

Ceredigion's Common Themes



Common themes across Ceredigion's Place Plans

2.1.4 Well-being Legislation

Wales was the first nation to enact Well-being in law and this legislation filters down to all projects and plans in Wales. The well-being goals and five ways of working which form part of the 'Well-being of Future Generations (Wales) Act 2015', as outlined at a local level within the 'Ceredigion's Local Well-being Plan 2018-2023', have informed the development of this Place Plan.

For any town to sustain itself, a prosperous Wales must have considerable significance. Prosperity drives the economy, stimulates, and encourages growth. Llandysul has always been a resilient and cohesive community, so the sentiments expressed in the resilient Wales document resonates with day-to-day life in our community.

Equality and inclusiveness feature strongly in the makeup of our community. Straddling the county border of two local Authorities and three Community Councils, we are always mindful of the need to be inclusive as the town acts as a service centre with provisions including health, education, leisure, and fire service. In terms of equality of opportunity through our use of languages as organisations within the town, we are always mindful in producing bilingual literature whenever required.

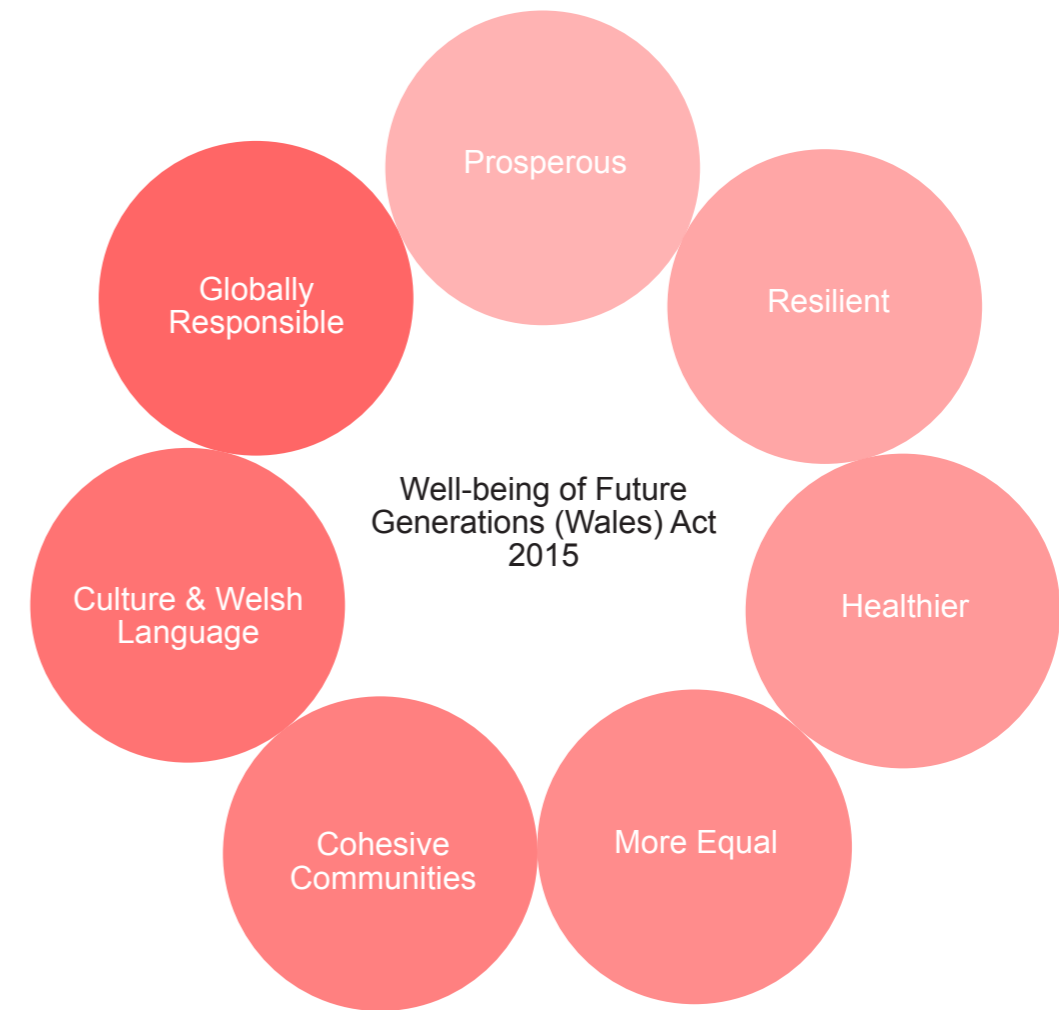
Health is ranked highly also - a healthy community is a happy community. Our elected representatives plead our case at every opportunity to ensure equality and parity with other towns in the provision of services. With the pressures on our resources, and the impact development, in its many forms, as a community we are mindful of being sympathetic and adhere to government policies on these aspects.

2.1.5 Purpose and Benefit of the Plan

Welsh communities now have more opportunity than ever before to shape the future of the places where they live and work. The Place Plan has the potential to function as community-led SPG for the local authority and assist with decisions and plans in relation to the use and development of land and changes and improvements to local services. The document can assist in achieving local aspirations and improve community well-being by setting out the ambitions of the local community and attracting funding to realise them.

The process of consultation in Llandysul has taken a long time, leading to some consultation fatigue and the desire to see the implementation of projects. As a Community Council we realise that this is a document that will frame the future of our community for decades and why this process is necessarily long.

We have therefore aided many groups in our community to bring forward small scale projects. We, in partnership with others, have tried to ignite some of this imagination through projects such as the replacement of our town Christmas lights and working with Ceredigion and Llandysul a Phont Tyweli Ymlaen (LPY) to deliver on the Smart Town initiative.



The seven well-being goals identified by the 'Well-being of Future Generations (Wales) Act 2015'

2.2 Approach

The following background research has informed our approach to preparing the town's Place Plan.

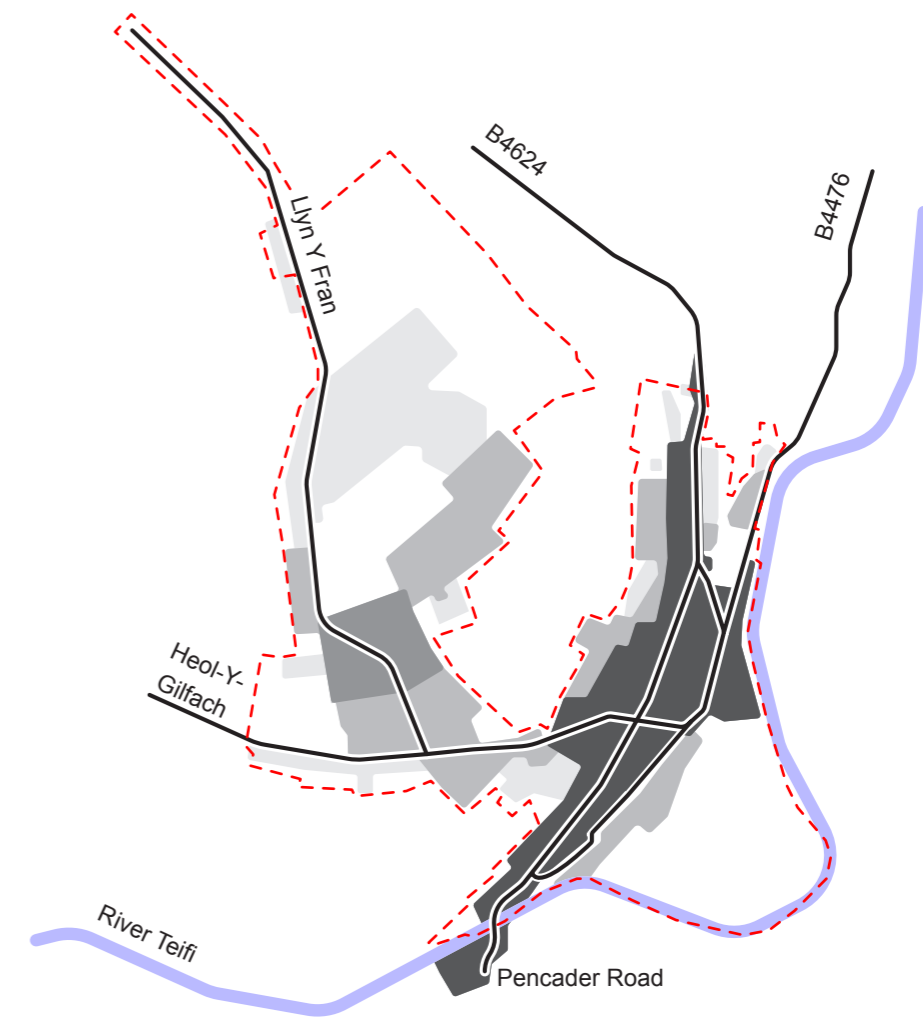
The Community Council initially considered the requirements of creating a Place Plan and gave an opportunity to all its members to be an active part of the process. Three members came forward and with the endorsement of the full Council embarked upon the creation of the plan, working alongside consultants and County Council officers.

From the outset it was felt that in order for the process to be credible, it had to be transparent and inclusive. Various forms of consultation were undertaken, including questionnaires, public meetings, one to one discussions, sectoral approaches, and community events, ensuring that people's voices were clearly taken on board.

Many long standing issues raised have failed to come to fruition due to issues such as financial constraints and time availability of volunteers to complete applications. There is a spirit to work together to promote the aspirations of our communities in Ceredigion. Under the local leadership of elected members of the Community Council, a course was set to create a plan aided and supported by consultants and County Council officers.

Key:

- River Teifi
- 1890s
- 1950s
- 1970s
- 2022
- - - Settlement boundary



1890s



1950s



1970s



2022

Llandysul settlement growth

Llandysul Place Plan

2. Place Plan

The Covid-19 pandemic cut across any proposed timelines with the process losing momentum due to the constraints placed on holding any activity associated with the plan. When we were able to regather, consultations took place using questionnaires on the back of community events like the Christmas fair and the information gleaned from the 'Arts 4 Wellbeing', Inside Out Xmas Tree project. Other information on the various schemes and projects had been discussed over the years and it was often a matter of rekindling that research.

2.2.1 Place Plan Boundaries

Llandysul is one of the six towns identified by Ceredigion County Council in its hierarchy and as such, our emphasis has, to a degree, been focused on its role as a service centre for the wider hinterland. We have taken on board the current and future requirements and needs of our community across a broad landscape, encompassing matters including Health, Education, Transport, Economy, and Environment.



Engagement session for Llandysul Regeneration Strategy, November 2022

2.2.2 Community Involvement

A number of consultation events have been held with local residents, as well as visitors, who have contributed towards the plan and its vision for the future. The draft place document was developed in partnership with specialist consultants and specialist officers from the local authority.

Of the people who participated in the questionnaire conversation day, many volunteered with or participated in at least one of the circa thirty plus local community clubs, groups, organisations, societies. Most of the questionnaires were answered in English, although there is a strong Welsh language and culture tradition rooted in Llandysul.

Llandysul, like most market towns, has struggled to keep its unique identity and character as a consequence of recent changes in rural life and commerce due to urban focused policies. The closure of the livestock market, banks and the relocation of the Post Office out of the high street, have all contributed to a decrease of footfall in the town, impacting the old established local independent family run businesses and other outlets.

The bypass, the closure of one of the GP surgeries, and the relocation of the school to outside the town have all reduced the daily presence of people in the heart of the community. Austerity measures have affected the provision of a number of civic amenities, saved only by the dedicated efforts of volunteers.

Generally, people find change difficult. The recent flooding of numerous homes and businesses in the Llandysul area demonstrated the tight knit resilient community that exists here. The impact of the floods, compounded by the closure of so many enterprises, has added to the feeling of despondency in a struggling market town.

2.2.3 Community Feedback

People commented on the steep topography and the challenges that this brings in the provision of and access to services. Regular local transport could remedy this by integrating the two areas of the town.

Responses to the questionnaire highlighted the need for buildings to be upgraded. One comment described Llandysul as having “lost its heart and soul.”

There is a perception that as the town is on the border of two County Authorities, it does not command the investment as one of Ceredigion’s six service centres.

Respondents have many ideas and have a real affection for Llandysul:

- “lovely parkland/river;
- a vibrant town in a beautiful setting;
- homely town;
- a friendly town;
- a good place to live, low crime rate.”

People commented on the need/ability to drive. Llandysul is close to the coast and well placed for accessing other facilities.

People want more shops, to smarten-up high street properties, restore and renovate uncared for buildings, better access for wheelchair users, brighten up the streetscape, to build upon the leisure facilities already provided by improving the leisure centre and create Llandysul as a centre for outdoor and indoor leisure activities - even make West Wales a National Park.

People want a high street with shops that cater for the everyday essentials and more artisan eating places similar to Cardigan. The potential exists, for example, to create a Pizzatipi by the river.

Other ideas include:

- Develop the high street with shops that cater for today’s requirements.
- Create a safe cycle path five miles out in every direction from the school.
- Introduce amenities such as a boating lake, Pitch and Putt and a skateboard area.
- Create a car park on the high street.
- Utilise unused buildings as digital hubs.
- Create lots of events that encourage interaction.
- Provide a wide range of places of interest for visitors that come from all over.
- Convert the Old Tabernacle Chapel to a day centre.

It became apparent throughout the consultation phase of the Place Plan process that people were tired and fatigued with questionnaires, with seemingly nothing coming from the process.

People have a vision that development should cascade from this process - in ten years’ time, Llandysul should look like the following:

- a continuance of a welcoming community;
- tourism is utilised as a means of enhancing the community;
- high street is flourishing with creation of employment in the area in order to retain our young people;
- better healthcare;
- green and open spaces are retained with all its sporting activities;
- walks and cycle paths are further developed in order to promote walking and activity type tourism.

2.2.4 Responses

Some of the comments and feedback from community consultation include:

Llandysul requires more shops and businesses. Utilize unused buildings at Ysgol Dyffryn Teifi as digital hubs. The economy is very poor and in desperate need of investment. We should encourage small businesses.

The community is rapidly disappearing.

The economy is in a very poor and sorry state.

By 2030 the high street should be thriving and reinvigorated. Try to ensure Pontwelly businesses remain associated with Llandysul. It's important for the high street to attract appealing restaurants and shops.

Due to the topography, the area is less attractive to the elderly, young families, and those with accessibility needs compared with Newcastle Emlyn and Lampeter.

A colourful and vibrant community rooted in self-sustainability, the environment, and cultural tourism.

All the banks are closed and the relocation of the Post Office makes it difficult for elderly people to access the service.

Need to encourage local businesses to expand and develop to create new jobs.

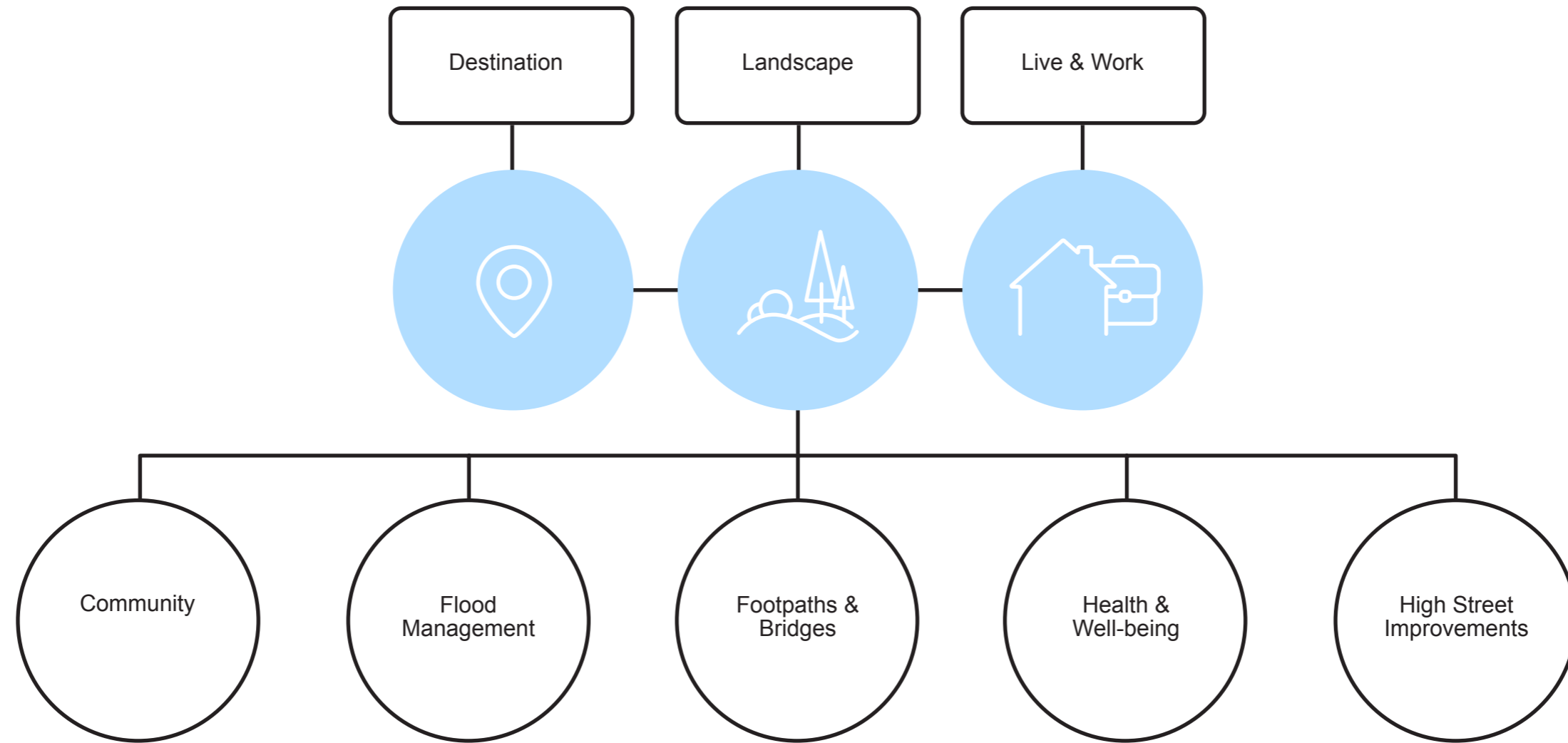
A vibrant town, beautiful setting. Restore and renovate buildings which are uncared for with support from the Housing Association. We should have a centre for outdoor leisure activities. I hope that all redundant banks will re-open as businesses. You could demolish some of the old Gwasg Gomer buildings and create a carpark.

Some businesses need to up their game and make shopping a pleasant experience.

Parking is important when compared with nearby community centres. Where will local transport be by 2030?



Bus stop, Church Street



3.1 Vision and Strategy

The vision is for Llandysul to be a thriving bilingual and welcoming safe place to live, work, and relax with inviting natural amenities, having a good mix of shops with a range of diverse businesses, community facilities and services.

The strategy is to identify key projects and establish an action plan with timescales to maintain progress. Potentially a strategic Board could be set up, made up of the Community Council, County Council and local stakeholders to drive and oversee the programme. Consideration should be given to introducing a Town Development officer role to support the voluntary input of our stakeholders.

3.2 Focal Points

All towns have key focal points, landmarks and attractions that make them unique. It is important to maintain existing ones but at the same time improve and develop them wherever possible and develop new ones.

There are many landmarks worthy of note in Llandysul which include the recreation grounds at Tirdref fields, incorporating a bowling green, tennis court, picnic areas, cricket ground and football pitches. This enterprise includes the provision of a pavilion which contains changing rooms, showers, kitchen and amenity area, and incorporating a circular walk alongside the River Teifi.

Adjacent to Tirdref fields, the Memorial Park and Children's Play area can be found which again provides valuable recreational opportunities. In recognition of the fallen during the last two World Wars, the Community Council erected a masonry wall incorporating a Memorial Plaque with the names of the fallen inscribed. This provides a reminder to all the young people that use the facility of the bravery of those that fought for our freedom and our tomorrow.

The River Teifi itself is a landmark and is well known for its salmon and sewin angling. Many from the community have represented Wales at various competitions. Much use is also made of the river by Llandysul Paddlers and again this is a thriving club, which boast many Welsh and British Champions in white water kayaking and canoeing.

The former Llandysul Grammar School, which in more recent times became Ysgol Dyffryn Teifi, is the home of a Historic Clock Tower. With the building of the new £30m Ysgol Bro Teifi for a through learning age of 3-19 the site of the former Ysgol Dyffryn Teifi has been sold to local entrepreneurs and partially redeveloped for use by research technology company Delineate.

The vision is for Llandysul to be a thriving bilingual and welcoming safe place to live, work, and relax.

The strategy is to identify key projects and establish an action plan with timescales to maintain progress.



1



3



2



4

1. River Teifi

3. High Street

2. Quarry walking route

4. Tirdref playing fields

3.3 Priorities

In order to structure the Place Plan a number of key themes were developed during initial consultation which included:

- A great place to live and work;
- Greener Llandysul;
- Destination Llandysul.

Five key priority areas were identified which include:

1. High street improvements incorporating a town enveloping scheme:

Design a scheme that will transform the streetscape potentially from the bridge and the boundary with Carmarthenshire, along the one-way system keeping in sympathy with conservation areas. Ideas include using quality street furniture, replace street lighting, and improving the quality and appearance of the footways. The enveloping scheme will enhance the built form and provide opportunity for improving shop fronts and domestic properties. Such a scheme encourages everyone to up their game.

2. Creation of an enhanced permissive footpath around the playing fields at Tirdref and incorporating a bridge across the Teifi, linking to a definitive path on the Carmarthen side and creating a circular walk:

Covid-19 highlighted the need to create as much space as possible between users of paths and footways. Increasing, extending, and improving the width of this circular riverside walk will enhance the public access to green spaces. Increased use of this footway by individuals can be witnessed, particularly by younger people for running and training, and as it is on flat ground, it is regularly used by the elderly or individuals recuperating from surgery etc. These activities aid individuals' health and well-being. An opportunity also exists to bring the two counties together by incorporating a river crossing that links into a definitive path and the lake at Llandysul Paddlers facility. There are other similar opportunities for greening the community along other paths.

3. Climate change and in particular the impact of increased incidents of flooding on the community:

Four years ago, the community suffered devastation caused by storm Callum. It continues to play heavily on people's minds every time there's a threat of further flooding. There have been further flooding incidents post-Callum but not to its extent. The two local authorities working in partnership with Natural Resources Wales have come up with potential mitigation proposals but will require further support from Welsh Government to take it forward to the next level.

4. Community provision and tourism:

A scheme has been trialed to bring tourists in from the coast with visits to various destinations within the wider community, incorporating cultural heritage, food and drink and general tourism offer. Opportunities exist to enhance the sporting offer by further investment in green pitches, playing surfaces and associated assets, and building on and investing in the voluntary effort of Calon Tysul who provide a swimming pool and leisure centre provision. The Llandysul Paddlers' effort can be built upon with opportunity to incorporate a greening enhancement scheme, plus the potential to host a summer touring caravan park. The sporting provision located at the 3-19 year old Ysgol Bro Teifi must also be addressed.

5. Health and Well-being:

With the closure of a doctors' practice in the last few years, Hywel Dda Health Authority had to reconfigure its offer within the town. Many patients were removed and sent to other practices to make capacity for more localised residents. There are existing buildings in our communities that could be repurposed as a Health Hub. Alternatively, the provision of a green field site for developing a Health Hub should be considered. Currently people have to travel significant distances to access services including physiotherapy and dental provision.

To ensure that future development is positive and effective, all actions in relation to identified issues and themes will be developed in partnership with others including Ceredigion County Council, Hywel Dda University Health Board, Dyfed-Powys Police, Ceredigion Association of Voluntary Organisations and the Welsh Government. There will also be full consultation with local residents and businesses. With regard to future development, whether of the built environment, natural environment, or of services, there are many factors that need to be taken into consideration. This includes local and national policies, some of which will be supportive and some restrictive. Reference is made to such policies where relevant.

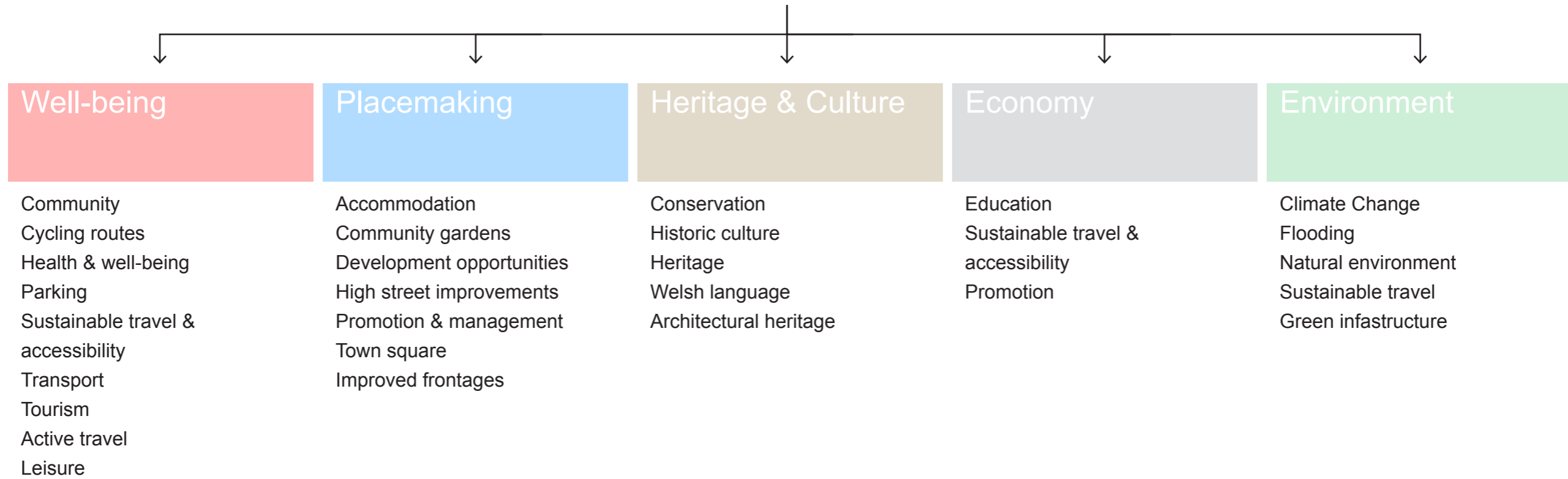
In regards to community desires and aspirations, it is important that community needs are met. However this has to be balanced alongside potential constraints including local geography, population size and fluctuations, financial restrictions, grant funding opportunities and other such things. Community feedback that has been received from consultation exercises will be continually referred to and the wider community will be kept informed and consulted with in the future.

As such, this document, despite outlining potential future developments for Llandysul, is a fluid document and will continue to be updated and adapted at regular intervals.



Llandysul Paddlers on the Teifi

Themes for Llandysul



Emerging topics under their respective themes within Llandysul Place Plan

4.1 Emerging Themes

The community has prioritised a set of sub-themes which fit within the Place Plan framework outlined in Section 2. The topics in the Place Plan are interlinked and their contents cross reference. One of the main purposes is to add an additional layer of local knowledge to each theme. This has led to the following emerging objectives:

Well-being:

At its heart the community wishes to live in a caring community; a community that can provide services locally with opportunity for everyone to develop and prosper in their chosen path.

Placemaking:

Enhance the streetscape with a town enveloping type scheme (including the external refurbishing of buildings) which could bring some heart and hope to help regenerate the town.

Heritage and Culture:

Street enhancements should be undertaken sympathetically respecting Llandysul's built heritage - particularly along the conservation areas within the town.

Economy:

Support a resilient population with a can-do attitude, a sense of belonging, and a willingness to promote and front economic aspirations for Llandysul's local economy.

Environment:

Improve the natural environment and encourage healthier lifestyles through linking education and employment zones to the core of the town.

Actions have also been collated, and presented against each theme.



Entering the high street from the north west, Calon Tysul behind



4.2.1 Overview

Well-being in its many definitions featured quite strongly in consultation events and in general conversations thereafter. Llandysul over the decades has demonstrated its resourcefulness as a self-contained and sustainable community. For example, it was through public subscription and voluntary labour that the community-run swimming pool was built. Similarly, the purchase of Tirdref fields with its playing surfaces and general amenities along with the building of the sports pavilion, all came about through the generosity and willingness of the community to create such a fine facility. These have been enhanced over the years and the generosity of the Community Council in providing a modest revenue stream to help sustain both these valued community facilities as well as Memorial Park is appreciated.

Accessibility can be problematic due to the topography of the town; much of the housing provision, schooling, healthcare, and economic development sits at the top of the hill whilst the shopping provision is located on the valley floor.

Regular bus service is almost a non-entity in the town. Fortunately, located in the town, under the auspices of Llandysul Pontwelly Ymlaen, there is a community transport operator (Dolen Teifi) who aids people in accessing public and private services from a wide hinterland and brings them into their service centre of Llandysul. Dolen Teifi also provides electric bicycles for hire which makes light work of the surrounding hills. Sustrans has a recognised cycle route that runs through the town and this aids green tourism in the area. Llandysul has significant on-street parking.

In terms of healthcare provision, Llandysul successfully lobbied Hywel Dda Health Board to provide Llandysul with a Health Hub, which, when established, will provide enhanced medical care. It's a case now of bringing all stakeholders together to realise the aspiration.

Regarding sustainability and carbon footprint, it does not make a lot of sense when circa 1300 inhabitants have to travel a round trip of 14-30 miles to access services including dentistry and physiotherapy.

Ceredigion's provision of well-being hubs is proposed to be located at Lampeter, Cardigan, and Aberystwyth and the view exists that those in Llandysul and some of the other towns do not have equitable provision.

Although residents are catered for quite well in regards to community provision, this is for the most part a result of the community's voluntary effort.

4.2.2 Well-being in Llandysul

It is clear that some goals are easily achievable. These should be given priority to will demonstrate to the community that the plan is capable of being delivered.

At its heart, the community wishes to live in a caring community that can provide services locally with opportunity for everyone to develop and prosper in their chosen path. The community expressed the view that they desire to live in an inclusive and welcoming community in a non-judgemental way where everyone is equally important and be given a voice. A cohesive community like Llandysul, with the right leadership and support, can achieve and deliver on its goals.



Llandysul's well-being priorities

4.2.3 Health and Well-being

There were more negative responses under the topic of health and well-being than any of the other headings contained in the questionnaire. This is potentially a result of the enforced closure, due to recruitment issues, of one of the town's two GP practices.

Consequently, some respondents felt that the Llyn y Frân GP practice was under severe pressure and felt as if it was going to crash at any time. The lack of parking provision was also noted, although this is currently being resolved. Some Llyn y Frân patients felt that their services had deteriorated as a consequence of the closure of Teifi surgery and others felt that it was now difficult to access services, particularly the elderly or those that did not have access to a car.

Many felt that Llandysul was being left behind and that the health service was inadequate. Suggestions for a new health centre that offered dentistry, optometry and other clinical support services were made which could also incorporate a good health educational element where people could learn to cook nourishing meals on a low budget, good health exercise rooms, and assistance with lifestyle health changes. People felt that such a provision could be located on the former Ysgol Dyffryn Teifi School or playing field sites.

Some felt that care for elderly citizens was poor. Many were grateful to Hywel Dda Health Board for their rethink in terms of a provision of a Health Hub for Llandysul that was subject of another consultation exercise by the health authority, which should mean under their modernising agenda that health services would be available closer to home.

One commentator asked whether there would be a surgery in Llandysul by 2030, another felt that for an individual's well-being there should be more intergenerational activity supported by the provision of a local minibus service to link the distinct population spread in the town and its hinterland.

The following are a number of policy based ideas relating to Health and Well-being.

- Potential sources of funding for improving cycle paths are available from Welsh Governments Active Travel Fund.
- Provision of a resurfaced cycle path connecting upper Llandysul, from Ysgol Bro Teifi, to lower Llandysul would provide better access for residents for walking and cycling with associated health benefits.
- Potential funding for allotments is available through a support package provided by Social Farms and Gardens working in partnership with Welsh Government.
- Provision of a new park on the site of the former Ysgol Dyffryn Teifi and open space facilities including allotments would improve access to open space facilities and improve health and well-being for local residents.

Llandysul over the decades has demonstrated its resourcefulness in being a self-contained and sustainable community.

A caring community that can provide services locally with opportunity for everyone to develop and prosper in their chosen path.

4.2.4 Sustainable Travel and Accessibility

Llandysul town is built up on one side of the valley of the River Teifi, meaning there are sometimes steep hills which need to be negotiated along highways and byways making access to the shops on the high street difficult particularly for elders and citizens with mobility issues. People would like better wheelchair accessibility and a safe cycle path.

A car park at the bottom of a steep hill is a frustration in addition to traders and residents parking their vehicles in the allotted parking spaces outside the shops and not adhering to the prescribed limited waiting times. This results in the diminishing of parking places for people.

Comments during consultation included making the "car parks free of charge to attract more people and shoppers to the town", or providing "residents and traders parking permits to use the car park for free". Other comments suggested introducing electric charging points in the car park.

Being a small rural market town linked by roads to other larger towns and cities, public transportation is a real issue and with twenty-five percent of Welsh families not having access to a car, regular bus services become a lifeline for accessing shops, banking services, visiting friends and family, and medical care. There were comments outlining the need for more regular, reliable, easier to use and reasonably priced public transport, "What transport?" being a common response. People feel cut off and isolated, suggesting that Bwcabus is not working as it requires advance booking, and is expensive for families with several children. People suggested changing the booking system so that it can be booked the morning of planned use to allow for changes in plans. All too often, the buses are only half full. "Public transport is not working, and in the main is not available, it needs to be integrated, the bus system needs to get people to Llandysul as well as to get people out". People cannot easily get to Pencader or Saron to meet the hourly services that lead to Carmarthen.

The relocation of the school to the outskirts of town has presented difficulties to many families. Praise was given to the Paddlers for ensuring a minibus service is provided from Bradford Square every morning to the school for the cost of a small donation. It was intimated that transport for all families could be arranged if or when needed.

If the train link from Aberystwyth to Carmarthen was developed, it would be imperative that Llandysul be part of that link.

Since the closure of the banks and the relocation of the post office, people are requesting a more comprehensive mobile banking service. People think that there should be more cash points located at places that draw large groups of people.

The following are a number of policy based ideas relating to Sustainable Travel and Accessibility. These suggestions align with the Llwybr Newydd proposed WG Transport Strategy and may be eligible for potential sources of funding including the Active Travel Fund and the Ultra-Low Emission Vehicle Transformation Fund.

- Better connectivity between the upper and lower town was identified in the Place Plan consultation and also in the Green Infrastructure Assessment (GIA) undertaken on behalf of Ceredigion County Council. Provision of a resurfaced cycle path from Ysgol Bro Teifi down to the River Teifi, would improve access for cyclists, walkers and wheelchair users.
- The GIA and Place Plan consultation identified an area at Parc yr Ynn for installation of electric vehicle (EV) charging points and the development of an office/garage development for Dolen Teifi community transport. Dolen Teifi already have a fleet of electrically propelled vehicles to support isolated residents and improve access to facilities.

4.2.5 Community and Tourism

Llandysul and Pontwelly are blessed with comprehensive community provision and tourism offer.

To the north of Llandysul lies the 3-19yr £30m Ysgol Bro Teifi School/community campus with first class sports provision which includes the home venue for the Llandysul ladies hockey team, a large stage with good sound and light systems, and an auditorium that boasts rake retractable seating. All of these facilities contribute to being capable of hosting large productions.

Moving towards the town and the old Ysgol Dyffryn Teifi site, the Calon Tysul community enterprise, which incorporates the town’s swimming pool and leisure centre, provides an excellent community offer. The centre supports individual’s health and well-being working alongside the Doctor Referral scheme. It also provides valuable wet weather attraction to both our citizens and tourists alike.

Moving to the valley floor, excellent parkland and playing fields are located at Tirdref fields. Here, sporting opportunity is provided with football, cricket and bowls on offer, catering for all age groups. There is also a permissive footpath running alongside the River Teifi which is extensively used. A children’s play area managed by the Community Council is also well used by our citizens and visitors alike.

Further downstream is host to the impressive facilities of Llandysul Paddlers with their campsite and artificial lake. This venue is extensively used by locals and visitors and is a recognised centre for training for the blue light services, RSPCA, universities from all over Britain, as well as armed services personnel.

Alongside the Llandysul Paddlers is the community and arts centre Y Pwerdy. There is also extensive community provision with other community groups ranging from Cubs and Scouts in all its guises to youth clubs and other cultural entities.

The following suggestions are potentially eligible for the Transforming Towns fund from Welsh Government:

- There is the potential to make Llandysul a sustainable tourist destination location for outdoor sports, building on the success and reputation of Llandysul Paddlers. The Old School on Marble Terrace, previously occupied by Teifi Harps, could be used as an outdoor hub, with local independent companies providing activities and a number of independent retailers, linked to sports and leisure activities. Expanding the retail offer in the town to encompass outdoor pursuits more widely would attract a certain type of tourist, and the provision of hospitality and leisure facilities to accommodate such visitors would support the town’s growth. Ideas include additional glamping accommodation, niche cafes and restaurants and supporting local bakeries and hotels to cater to this clientele. Opening hours of local services would need to be reconsidered to capture this weekend/ after hours market. In addition to the provision of these activities, seasonal accommodation for camping could be provided as a means of generating income for the local community.
- Suggestions for leisure and recreation include the provision of a skate park or a pitch and putt. These could be located at the former Ysgol Dyffryn Teifi site as part of the mixed development and open space use proposed for that area.
- There is the opportunity for pop-up street food venues and a number of artisan eateries along the high street or close to the river, which would boost the economy and employment opportunities and encourage tourism.
- The reuse of vacant high street properties for a digital hub and cafe would improve internet access for residents and tourists, and act as a tourist information and community information centre, providing information on local businesses, attractions, courses and events in the town and local area. The provision of a digital hub would be complemented by free Wi-Fi and a Town app delivered through connection to the LoRaWAN Internet of Things network that is currently under installation by Ceredigion County Council. Using LoRaWAN will aid businesses to become smarter in their operation, providing opportunity to identify busy periods, footfall etc.

4.2.6 Actions

- Provision of an outdoor hub on the site of the old school on Marble Terrace within the next seven years in partnership with independent retailers and activity companies, for example Llandysul Paddlers.

4.2.7 Well-being Policies and Links

Providing that the Place Plan is adopted as Supplementary Planning Guidance, these Policies should be utilised alongside local and national planning policies by the Town Council when responding to consultations on local planning applications.

Qualifying statement: subject to being in accordance with all relevant and national planning policy.

Ref	Policies	Relevant National & Local Policies & Strategies
we-01	Development proposals that encourage tourism and local employment opportunities will be supported provided they give priority to the re-use of brownfield sites, or the conversion of existing buildings.	LDP Policy LU18: Retail Proposals Countywide LDP Policy LU19: Retail Proposals in Urban Service Centres LDP Policy LU17: Tourism Facilities/ Attractions (non accommodation).



Letty Lane

Placemaking



4.3.1 Overview

Llandysul sits on the banks of the River Teifi, historically a famous salmon and sewin river, providing the community with a sense of place. Today, extensive use is made of the river by both anglers and the Llandysul Paddlers who bring in tens of thousands of visitors to the area annually.

Llandysul's built form is made up of narrow streets with a significant number of small family enterprises trading on the main thoroughfare. As is the case with many towns, there are many empty shopfronts. Enhancing the streetscape with a town enveloping type scheme could bring some heart and hope to help regenerate the town. There are many development opportunities and the purchase of the former printworks, by the County Council, provides an opportunity to establish a town centre square which will further enhance and rejuvenate the offer to visitors, the business sector, and its citizens in response to the findings of the Place Plan and consultation feedback.

The County Council has commissioned consultants to develop a greening proposal throughout the county's towns, including Llandysul. Similarly, a branding exercise has been commissioned by the County Council to help brand and promote the towns within Ceredigion. Again, having such documents in place will contribute to regeneration.

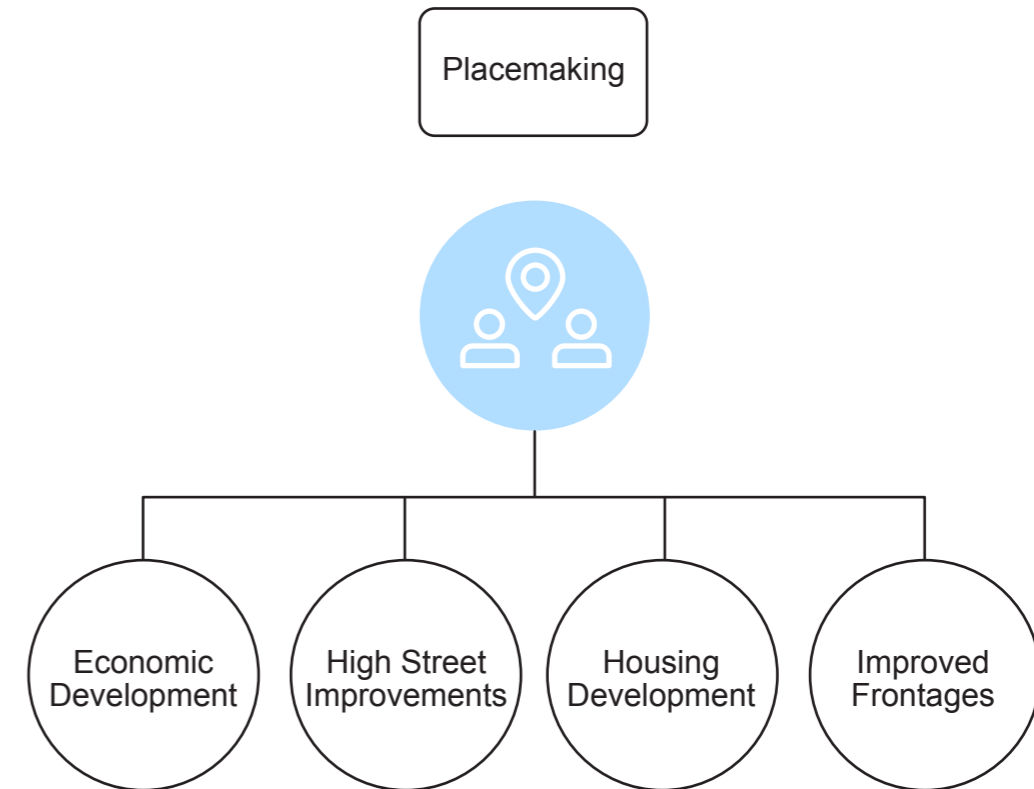
Much can be done to bring up to date the available community accommodation provision. The Tysul Hall requires a major overhaul, the sporting pavilion could be further enhanced and modernised, and improvements can be made expand the provision located at Llandysul Paddlers. As can be expected, the community-run pool and leisure centre would benefit from capital investment to make it more energy efficient and, in doing so, would significantly reduce the revenue cost and burden that must be met by the community. The Ardd garden project has been successfully established in Pontwelly. A mirrored opportunity could arise by setting aside some community land on the former Ysgol Dyffryn Teifi School on the Ceredigion side.

4.3.2 High Street Improvements and Improved Frontage

There was considerable discussion made by Ceredigion County Council at the time of the creation of the Llandysul Bypass that the town and its narrow thoroughfare could benefit from a streetscape scheme. This was used as evidence in the public enquiry promoting the bypass. However, this has never been acted on. This type of scheme would require professional support and input to develop a proposal, leading to further consultation.

During the consultation process it was proposed that a town square would enhance the feeling of well-being by providing a seated area for residents and tourists alike. It could also provide a small area that could be used for country markets and other community events. One such location could be adjacent to the former Barclays bank and formerly part of the Gwasg Gomer site in town. It would necessitate a significant retaining wall in order to build it up to high street level. One respondent to the consultation felt that most of what remains of the former Gwasg Gomer site should be acquired and converted into town centre parking.

Llandysul would benefit from an enveloping scheme grant regime that would reinstate the roofs, chimneys, and frontages of both private and business premises. This would create a wonderful enhanced historical account of bygone Llandysul, in particular of business premises that could attract tourism and help create niche business opportunities. The footways would also benefit from a similar high street improvement scheme, as well as the integration of street furniture. Growing Mid Wales could be one avenue to pursue funding for such a proposal as well as the Town Improvement grant that is currently available for the three towns of Llandysul, Lampeter and Tregaron in Ceredigion.



Llandysul's placemaking priorities

Policy based suggestions for the high street:

- Reuse of vacant properties on the high street for pop-up shops or starter business units on the ground floor, with provision for residential flats on the first floor.
- Reuse of vacant town centre space for pop-up art galleries and craft spaces, which could support local artists and craftspeople and provide employment opportunities for local residents.
- For units intended for multiple users, provide cluster-type start up units with subsidised rent. These units should adopt a craft, food producer, artisan business model with the intention that high street success can lead to them taking up individual units on secondary frontage.
- Provide catering and seating facilities for street food suppliers to operate from units that are suitable for leisure/hospitality and in time support those that grow to take on an individual unit.

The last four suggestions fall within the WG 'Town Centre first' approach and the expansion of the high street retail offer and would support local independent businesses to access primary retail frontage units at affordable prices as well as leading an independent business revolution in Llandysul where independents have proved far more sustainable in the pandemic and the shift to online trading than national multiples. This may also have an impact on tourism if Llandysul could be marketed as an 'artisan/independent' centre of excellence.

Other policy based suggestions are as follows:

- Reuse of vacant town centre space for a digital work hub providing workspace, Wi-Fi and printing facilities for employees in both public and private sectors, enabling greater flexibility for remote working within the area, and increasing town centre footfall with potential economic benefits.
- The Old School on Marble Terrace provides several opportunities for retail. The site would be suitable for an outdoor centre offering a range of facilities for outdoor activities including kayaking and canoeing and cycling and walking. Facilities could include showers and lockers as well as a number of independent outdoor activity retailers. There is space for EV

charging points for both cars and electric bikes in the grounds.

- Alternatively the Old School site has potential to be reused as a site for a number of start-up business units. The property has several workshops and office space on site at present. There is sufficient parking on the grounds for multiple businesses, and space for several EV charging points for vehicles.

4.3.3 Development Opportunities

The following opportunities have been identified as part of the planning development.

4.3.3.1 Housing Development

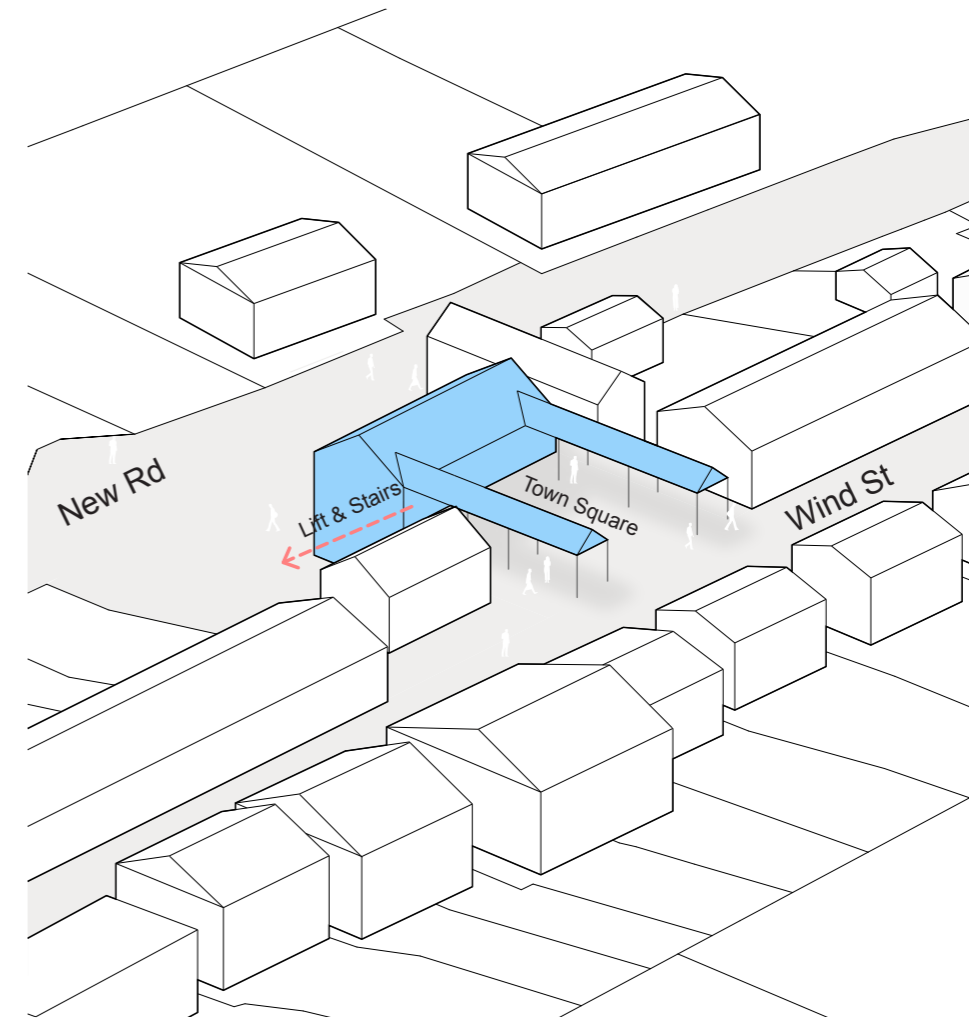
In regards to housing, there continues to be constraints across the allocated provision of land in Llandysul. In broad terms these can be characterised by the significant infrastructure costs that comes with medium-sized development in terms of roads, sewage, waste, water etc. There has been limited new dwellings completed over the last decade which has a knock on effect on the economy and vitality of the town.

The current allocated development land sits to the north of the town and is located adjacent to the Beeches Housing estate, rear of Parc yr Ynn estate and the largest site adjacent to the Llyn y Frân surgery. There are a few other infill plots within the town curtilage.

4.3.3.2 Economic Development

In terms of economy, the land earmarked to service the employment and business needs of Llandysul is located at two established sites, namely Parc Menter Groesffordd for general business use and the Horeb Food Centre Wales, located on the boundary of the ward in Horeb which, as the name suggests, promotes and assists businesses in the food and drink sector as well as encouraging diversification and adding value to the raw materials produced by the farming community.

Greater awareness and promotion of these sites by Welsh Government needs to be encouraged in order to create further employment. The County Council should, under the review of the local plan, ensure that land adjacent to these employment sites are safeguarded for future expansion.



Vision showing the potential for a Town Square feature linking Wind Street and New Road. This could include a well-being community facility or architectural intervention in the landscape.

4.3.3.3 Potential Development Sites

With the closure of both the Ysgol Dyffryn Teifi and the Llandysul Primary schools, both sites are suitable for development. As part of the Place Plan development process, many heralded the opportunity for different end uses for the sites, including a sixth form college and enhanced medical facilities. There is certainly an opportunity to have a mixed class of usage for the site including, housing, light commercial use, and potentially, health related development. Part of the former Llandysul Primary School has, after a few years of remaining empty, been sold to a Theatrical business, whilst the other part, the former Children's Integrated Centre, has been taken over by a Christian group with options to buy. It is understood that the original owner has a desire to also seek planning approval for a degree of housing on the same site.

There is an aspiration to resurrect a project of erecting a bridge over the River Teifi at Tirdref fields, which would link the two local authorities and respective footways: a permissive footpath at Tirdref linking into a definitive footpath on the Carmarthenshire side. This would create a circular walk which would enhance the tourism agenda whilst improving the health and well-being of local residents.

The other large development opportunity is centred on the old Ysgol Dyffryn Teifi playing fields. There is a significant view that the whole site should not be given over to housing, but rather a mix of development: housing and light industry e.g. administrative or office accommodation. In conversation, many proposed a new 21st century healthcare and learning provision on the site to incorporate the now perceived over development of Llyn y Frân Surgery. Allotments in the area were also deemed appropriate and that a part of the field could be given over to this purpose.

Potential exists to have a district heating scheme on this site that could provide reduced energy/ heating costs for both the private and social housing in close proximity to the site as well as Ceredigion's former residential home at Awel Deg, currently being used largely as office accommodation. There was an overwhelming view during consultation that a significant area of land should be retained as green space or amenity land, due to a high proportion of the

population residing in that general area, and with future allocation of housing need development in Llandysul, likely to be also earmarked for that area in the Local Development Plan.

In terms of economic development, safeguards need to be put in place to ensure land availability at the Parc Menter Groesffordd, and the Horeb Food Centre for future developments.



The Beeches housing estate

4.3.4 Actions

- Reuse vacant properties in the high street as temporary art galleries and pop-ups within the next three years.

Cariad Glass adopted this strategy, blazing a trail which others can follow. A new hair salon has recently opened in the former HSBC bank with space set aside for the arts and crafts. Another business has just opened at Bradford house which features local artists' work. The significance of this in the context of the Place Plan is that it provides confidence and will hopefully stimulate others to follow their example which will eventually manifest itself in creating more footfall to drive up prosperity and confidence in the town and the high street.

The delivery of the town square proposal will have a significant impact on the future prosperity and direction of Llandysul as a credible market town for residents and tourists alike. Schemes to address the streetscape and the general appearance of our shopfronts and residential accommodation will further add to the draw of people into the town.

Further investment in areas like our playing fields with the proposed enhancement of the circular path, sympathetic greening and the river crossing as well as similar investment with the Llandysul Paddlers facility will enhance the offer to all that live and visit Llandysul. Investment and support for the community pool and leisure facility along with the healthcare provision will all aid in the delivery of the aspirations contained in this Place Plan.

Ref	Policies	Relevant National & Local Policies & Strategies
pl-01	Proposals that maintain and enhance the vitality and viability of the Town Centre will be strongly supported.	Future Wales The National Plan 2040: Policy 6: Town Centre First LDP Policy DM06: High Quality Design and Placemaking LDP Policy LU18: Retail Proposals Countywide LDP Policy LU19: Retail Proposals in Urban Service Centres.



Street frontage on High Street

4.3.5 Placemaking Policies and Links

Providing that the Place Plan is adopted as Supplementary Planning Guidance, these Policies should be utilised alongside local and national planning policies by the Town Council when responding to consultations on local planning applications.

Qualifying statement: subject to being in accordance with all relevant and national planning policy.



Heritage & Culture

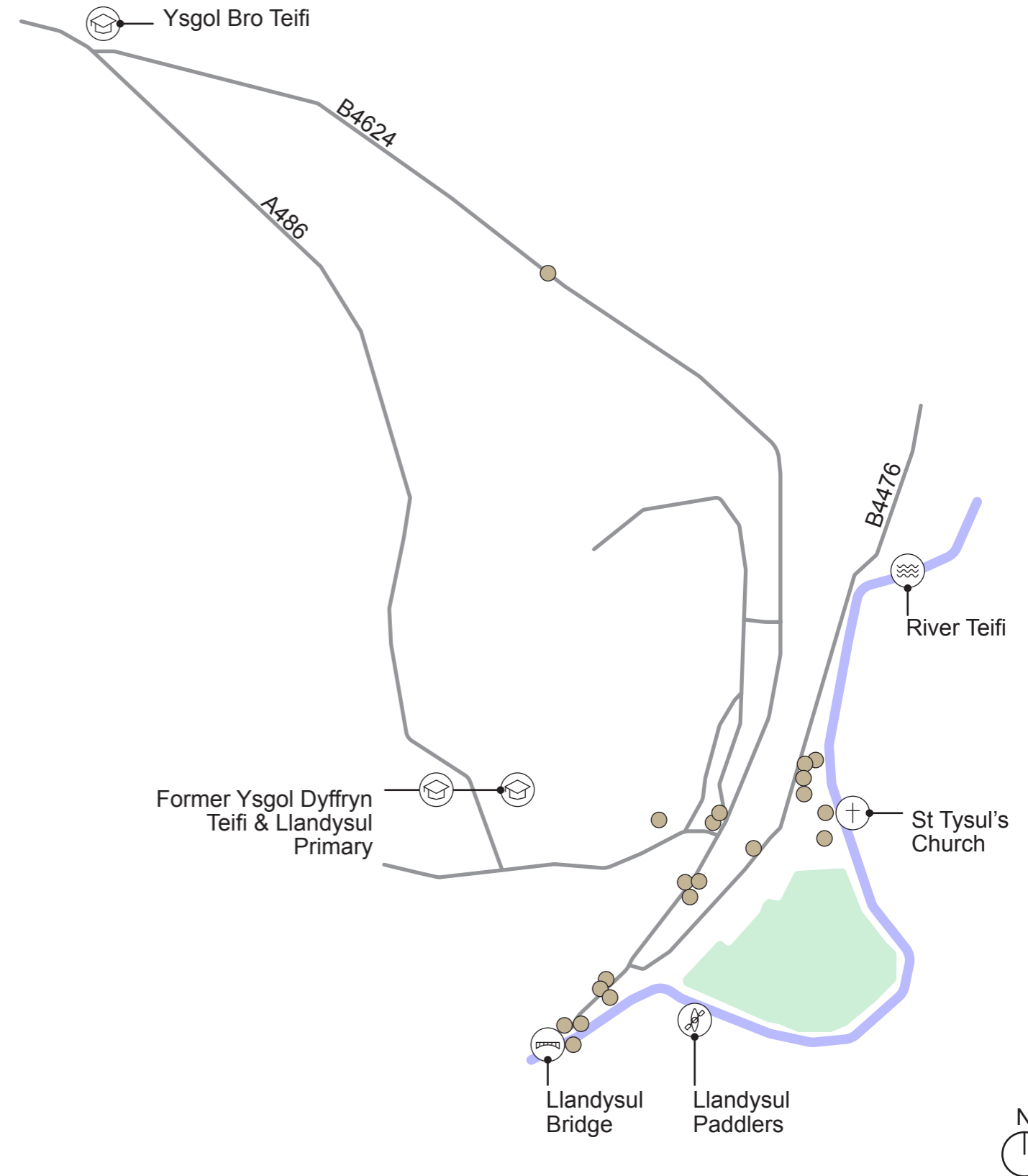
4.4 Heritage and Culture

Llandysul town developed around the St Tysul's Church, the town's namesake, at a fordable point of the Teifi sometime during the fifth century. The town has developed on the steep north western bank of the river valley; with terraced houses and narrow streets, stone and slated properties, and a fine collection of Victorian shop fronts.

There are a number of designated listed buildings including Llandysul Bridge and St Tysul's Church. A Conservation Area (CCC, 2013. LDP1 2007-2022) designated in 1988, encompasses the older, central part of the town together with parkland adjoining the River Teifi, which has benefited from environmental and public access improvement works. There are 24 Listed Buildings, one of which is Grade ii* listed.

Listed Buildings and Landmarks within Llandysul:

- Milepost
- Range attached to left of the Porth Hotel
- Ranges to rear of the Porth Hotel
- The Porth Hotel
- The Old Vicarage
- Lychgate to Churchyard of St Tysul's Church
- St Tysul's Church
- Churchyard at St Tysul's Church
- No 1 Richmond House
- No 2 Richmond House
- No 5 Barley Mow
- Seion Independent Chapel
- Shop adjoining Carreg Llys, Wesley Hill
- Carreg Llys, Wesley Hill
- No 3 Lincoln Street
- Former Ebenezer Chapel
- No 1 Wind Street
- Tabernacle Chapel
- Former Chapel House
- Dinarth Hall
- Rock House
- Rocklee
- No 1 Bridge Street
- Caerglyn
- Llandysul Bridge
- 81004 - Pont Llandysul





Llandysul material palette

4.4.1 Overview

Llandysul is steeped in heritage and culture, boasting one of the highest proportion of Welsh speakers in the county alongside the market town of Tregaron. The withdrawal of public services from these smaller market towns will present a challenge in retaining the language prominence.

The community is extremely fortunate that the County Council took advantage of the Welsh Government 21st century school programmes and embarked on its largest capital project ever in establishing the new 3-19 yr Welsh medium school, Ysgol Bro Teifi. This will not solve the language issue, but Llandysul is at least in a better place to retain its percentages of speakers by providing education that covers a wide geographical area.

Llandysul has a rich tapestry of cultural offer with most Church/Chapel services being delivered through the Welsh language medium. In addition to this, the town hosts 'Te Cymraeg' an event held around St David's day and is home to organisations like Cymmrodorion, Cylich Cinio Cymraeg Llandysul, The Urdd, youth clubs and the Calon Tysul Pool and Leisure facility which promotes and offers Welsh language teaching.

Heritage and Conservation examples can be seen throughout the town and when provision is made for streetscape enhancements, this must be undertaken sympathetically respecting Llandysul's heritage - particularly along the conservation areas within the town.

4.4.2 Historic Culture and Architectural Heritage

Llandysul has one of the highest numbers of Welsh speakers of any electoral ward in Ceredigion. It is a traditional Welsh market town with a rich tapestry of Welsh Chapels and Churches, groups like Cylich Cinio Cymraeg, Cymrodorion, Merched y Wawr, and not forgetting of course Ysgol Bro Teifi providing Welsh medium education on the edge of town.

The Welsh Government has set itself a challenging target to have one million Welsh speakers by 2050. Ceredigion as a County Council is playing its part by ensuring that it offers bilingual services and promotes and encourages at every opportunity the chance to participate in Welsh language classes. Some job roles demand that the applicant has the ability to speak the Welsh language or commits to learning the language to an appropriate standard by a given time. Similarly, many organisations in town have bilingual policies including Llandysul Community Council.

Some areas in Llandysul are subject to a Conservation Preservation area status. An enveloping scheme would assist in retaining the architectural quality and merits of these premises. There are a number of buildings that are listed, one of which has commercial use. The need to strike a balance between modern day needs and requirements verses retaining historical value requires a balanced and sympathetic approach to any planning application.

St Tysul's Church has exciting plans to refurbish the main Tower which renders part of the Church inoperative at this time as well as to incorporate a mezzanine floor with support services that modern day churches demand.

The following are a number of policy based ideas relating to ideas on promotion of the Welsh language, culture and heritage. These may be eligible for funding from Placemaking funds as part of Transforming Towns funding from Welsh Government.

- Provision of a number of different community-based learning opportunities through the medium of Welsh during non-school hours at Ysgol Bro Teif campus.
- Conversion of the old Tabernacle Chapel into a day care centre would provide employment opportunities and enable young families to remain in the area.



1. St Tysul's Church
2. Bridge crossing the River Teifi linking Pontwelly and Llandysul
3. Former Dyffryn Teifi school
4. View from Pontwelly of Tirdref fields across the River Teifi

Llandysul is steeped in heritage and culture, boasting one of the highest proportion of Welsh speakers in the county.

4.4.3 Actions

- Convert the Tabernacle Chapel into a day care centre within the next three years.

Although an aspiration within the Place Plan, careful consideration needs to be afforded to the suitability of this redundant chapel for this use. This type of facility could be incorporated into a refreshed and refurbished Tysul Hall for example. Many years ago Llandysul Pont-Tyweli Ymlaen identified this property as having the potential to house a museum and a Frank Lloyd Wright tourism draw due to the close family link his family had with this area. This could be twinned with the history and cultural aspects of the Old Chapel at Llwynrhydowen and the turning out of the locals from the Chapel as they did not prescribe to the political views of the local Squire of the time.

A town envelope scheme would also support the town’s heritage aspirations by making available funding to the community’s properties, particularly in the areas covered by the conservation area within the town. The potential exists to tell the tale of Well street, receiving its name from the first example of running water into the then coaching inn at the Porth hotel.

A scheme to extol the existence of the printing and publishing trade in the town as well as our heritage with the many woollen mills that existed in the locality in days gone past is another possibility.

The national musical instrument, the harp, was hand built in Llandysul by Telynau Teifi. Regrettably the impact of difficult trading conditions has meant that the community company no longer trades. The many skills required were passed down by Allan Shires, a renowned harp maker, to local apprentices and there is a desire to re-establish a similar type of business so that these local skills are not lost to our community. This proposal is gathering momentum and support from leading players.

4.4.4 Heritage & Culture Policies and Links

Providing that the Place Plan is adopted as Supplementary Planning Guidance, these Policies should be utilised alongside local and national planning policies by the Town Council when responding to consultations on local planning applications.

Qualifying statement: subject to being in accordance with all relevant and national planning policy.

Ref	Policies	Relevant National & Local Policies & Strategies
hc-01	Developments that facilitate the appropriate re-use of vacant or underused heritage buildings will be supported where they are designed to protect, conserve, and enhance the character of the building.	WG TAN 24: The Historic Environment LDP Policy DM19: Historic and Cultural Landscape.



View of Llandysul from Tirdref fields, Memorial Park



4.5.1 Overview

Llandysul’s wider economy is made up of a variety of sectors; agriculture and associated services, tourism, and food, whilst the town’s local economy is reliant on a mixture of private sector businesses on the high street; health, education, sport, tourism, and general legal and insurance services. The economy has witnessed a decline over many years with the centralisation of services like banking, job centre, and local authority services in its various guises.

Accessing job opportunities away from the town is difficult if you don’t own a car, as there are no regular bus services. The town needs to be included in the Active Travel Plan, resulting in opportunities to provide safe environments to reach education and employment sites - for example, the creation of a footway from the northern edge of town, Well Street to the Ysgol Bro Teifi school and the business and enterprise park just beyond. Many believe the creation of the Welsh Government funded by-pass, as part of the Ceredigion link road, added to the decline of the town centre and some contend that the location of the Ysgol Bro Teifi has further contributed to this.

Due to Llandysul’s topography, it is almost impossible to develop on the valley floor as most of it is on the floodplain. The creation of the Horeb Food Centre provides support for the technical aspect of the food industry and adds to the drive for the agricultural sector to diversify and add value to their produce. Further employment opportunities will arise with the proposed extension to the site. As the Groesffordd enterprise park is managed by the Welsh Government, more employment opportunities need to be created within the site, reducing the need to travel further, damaging the environment and increasing the community’s carbon footprint in the quest to seek employment.

Education is a major employment contributor to the town’s economy, providing the largest job opportunities in the town, alongside the well established Gwasg Gomer printing and publishing company. The school asset needs to be further utilised out of school hours. Currently, almost all additional use of the facility is through its sporting provision. Opportunity exists to sweat the assets by using the excellent facilities available. A range

of evening classes could be held across a range of disciplines to cater for the wider needs of the community and help upskill citizens.

In economic terms, the Local Authority needs to ensure that there is sufficient investment and capacity available in terms of employment land availability, water, and sewage capacity, as well as services like electricity and broadband capacity. A lack of these services will thwart economic development. Currently, the phosphate levels in rivers mean that almost no development is allowed, threatening businesses.

A resilient population with a can-do attitude, a sense of belonging, and a willingness to promote and front these aspirations are the strengths of Llandysul’s local economy. There are many examples of where small micro businesses have grown to become market leaders, including Tregroes Waffles, Teifi Cheese, Gwasg Gomer, The Arcade - all of whom have demonstrated capability of growing businesses and a desire to create employment opportunities in the locality. There are many other examples that could be highlighted in the wider community. Llandysul Paddlers have earned a reputation in their discipline and have turned out many Welsh and GB champions in canoeing.

4.5.2 Education

A Llandysul citizen’s embodiment of lifelong learning should be encouraged, creating and building upon a ‘Grow your own’ culture, where local interests are matched with local opportunities and a passing on of knowledge and skills by the older generation to other generations becomes not only accepted but welcomed.

Education lies at the heart of improving personal access to the rest of one’s life and further afield. Many comments were received on community-based, lifelong learning, part time courses, evening classes, taster workshops, clubs that promote well-being, and opportunities for apprenticeships. There is a desire for additional education provision that is better promoted and visible in the community. Some examples of this would be the provision of computer courses for adults, more clubs for teenagers and facilities available for people who work. When it comes to the school based

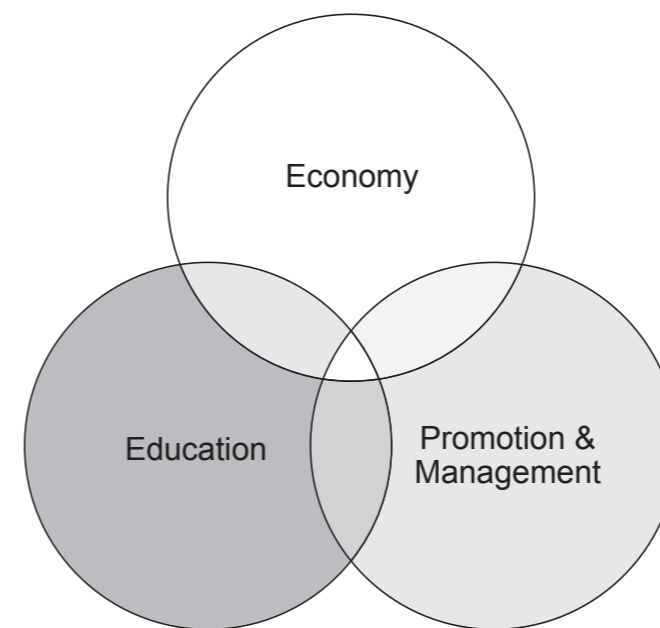
curriculum, the following was suggested: “how to fill in a tax return, register as self-employed, apply for start-up loans, set up a business”, and “allow kids to study both Art and Music at GCSE not either/or”.

There is a strong feeling that there is insufficient high speed Broadband provision in the area which reduces people’s ability to access services enjoyed by others in more urban areas.

Consideration could be given by the Governing body to increase its income by, for example, offering a touring site for summer caravanning as well as other tourism type activities.

The following is a policy based idea in regards to Education:

- There is the potential to improve access to a number of different community based learning opportunities through the medium of Welsh and English during non-school hours on the Ysgol Bro Teifi campus, which would encourage local and out of town participation.



Llandysul’s economic priorities

4.5.3 Promotion and Management

Implementation of the many aspirations outlined within this Place Plan cannot, and will not, happen overnight. It will take a considerable amount of planning, land assembly, identifying funding streams, pushing projects into County Council capital expenditure profiles, completing applications and so on.

There are many steps and even more consultation that will need to take place in progressing any scheme. These schemes will require prioritisation in accordance with any potential funding avenues that become known during the progression of this community vision.

Individuals, organisations and collaborating groups will need to be identified and supported to carry through these potential schemes. The creation of an action plan with milestones will need to be established so that the community can be kept informed on progress against the objectives and a managing group established to lead and promote the aspirations coming out of this Place Plan.

4.5.4 Actions

- Hold community based learning activities and events in Ysgol Bro Teifi over the next three years.

As explained previously, this former 3-19 school is a key asset to Llandysul and needs to be fully exploited to become a wider learning and skill centre for the town and its hinterland. Upping people’s skills can lead to enhanced job prospects, but families also need to be taught, particularly young people the craft of making good wholesome meals. Unbiased information must be provided for example on the best solutions to overcome the huge increases in energy costs, shared travelling to work etc. These types of solutions can bring with them greater prosperity and independence for people and families.

4.5.5 Economy Policies and Links

Providing that the Place Plan is adopted as Supplementary Planning Guidance, these Policies should be utilised alongside local and national planning policies by the Town Council when responding to consultations on local planning applications.

Qualifying statement: subject to being in accordance with all relevant and national planning policy.

Ref	Policies	Relevant National & Local Policies & Strategies
ec-01	Proposals that contribute to the use of Welsh and support the Thriving Welsh Language well being goal will be supported.	Future Wales The National Plan 2040 Outcome 4: A Wales where people live in places with a thriving Welsh language. Ceredigion Welsh Language Promotion Strategy 2024-2029.



1. Llandysul Paddler’s artificial lake to teach outdoor skills
2. Former Dyffryn Teifi secondary school site with workshop facilities currently in use



Environment

4.6.1 Overview

Undoubtedly, climate change is a threat to the community. Llandysul's local community was left devastated in the wake of storm Callum four years ago. There have been several flooding incidents since the event with lesser impact. However, people are living on tenterhooks with every announcement of the possibility of the Teifi breaking its banks. Natural Resources Wales, along with both Local Authorities on either side of the river, has received Welsh Government funding to commission studies regarding possible flood alleviation and mitigation potential. A business case will now be required and funded by the Welsh Government to allow any scheme to proceed.

In regards to sustainable travel, Llandysul boasts a wonderful natural environment with the potential of utilising this to aid job opportunities in the sporting and river activities. The County Council have commissioned consultants on greening towns and many opportunities will arise with the support of various agencies to achieve these desired outcomes. One exciting proposal is the creation of a river crossing from Tirdref fields to the adjoining Llandysul Paddlers facility. Such a bridge will create a circular path that joins the two county authorities and further opens up opportunities for the amenity of our playing fields and the man-made lake and its safe environment for young people to be introduced to the sport of canoeing and watercraft.

The memorial park and Tirdref fields, along with land surrounding the Paddlers facility, provide a wonderful opportunity to enhance an amenity with its extensive open space with the provision of enhanced greening, picnic areas and general leisure facilities. The Paddlers facility could also provide a venue for touring caravans and camping provision in the summer season. There are ample opportunities to enhance and green the environment with sympathetic tree planting and cycle routes to further enhance the offer for residents and tourists alike.

4.6.2 Improving the Natural Environment

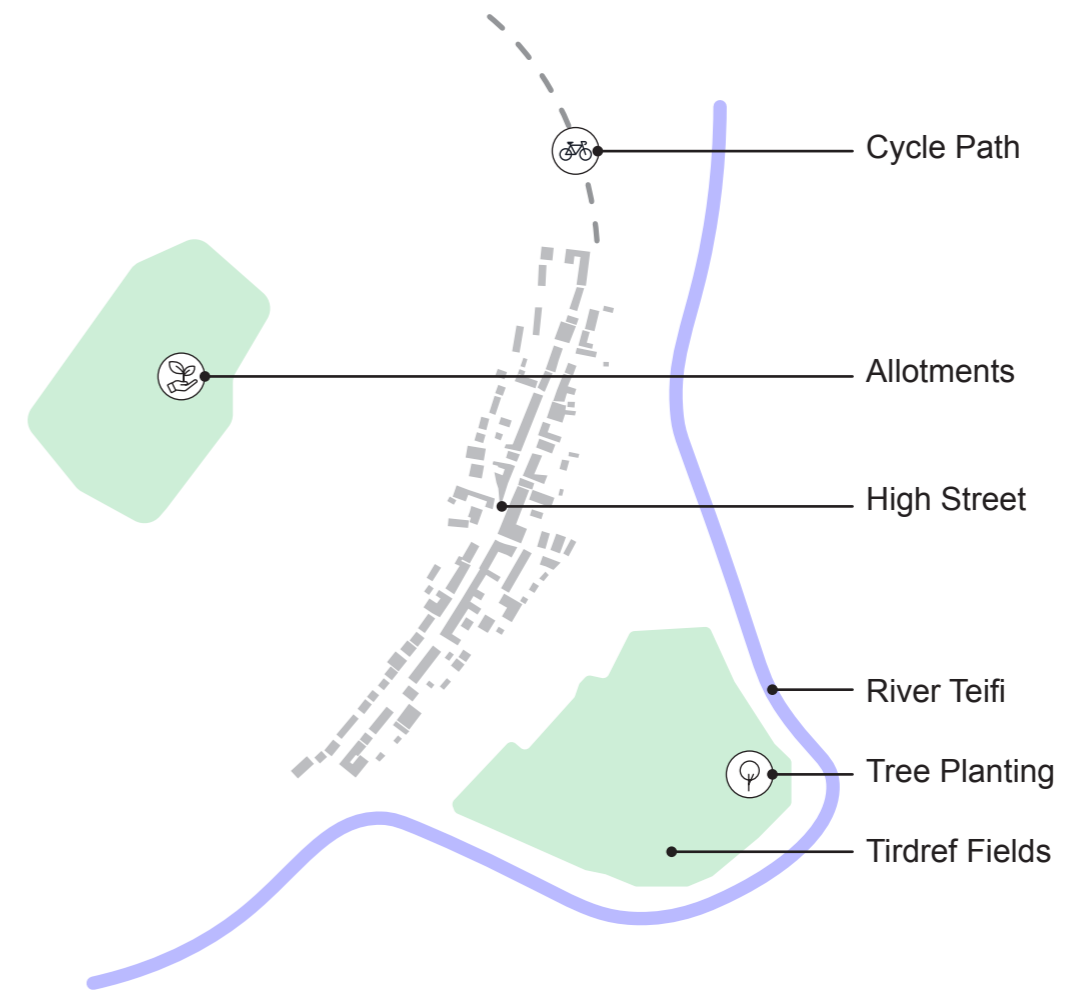
A scheme could be developed along the riverside footpath that leads from Llandysul Bridge to the quarry area at the end of the path. This would provide a lovely walk for residents and tourist alike. The thousands of Paddlers that converge

on Llandysul throughout the year would benefit considerably from such a scheme, particularly in the winter season when the path is extensively used. The project could incorporate seating, works of art/sculptures, appropriate lighting, enhanced picnic/barbeque area, tarmacked/concrete surfacing of the footpath and the creation of a footbridge at the end of the path linking to the Half Moon public house car park, creating another attractive circular walk that links both County Authorities and would do much to provide healthy outdoor recreation to encourage healthier lifestyles and well-being. This proposal would require professional support and input to develop the proposal leading to further consultation.

The Memorial Park and Tirdref fields is Llandysul's equivalent to a village green. The parklands could be made more attractive by incorporating flower beds and soft planting for example, although we mustn't forget that volunteers manage this excellent community facility. The potential also exists at this location to provide a footbridge over the Teifi linking into a permissive footpath in the adjacent County which would provide a circular walk that would benefit our community and visitors.

Similarly a greenspace or parkland could be created on part of the former Ysgol Dyffryn Teifi playing fields to answer the needs of the residents of that area. The following are a number of policy based ideas for improving the natural environment:

- Potential funding for allotments is available through a support package provided by Social Farms and Gardens working in partnership with Welsh Government.
- The former Ysgol Dyffryn Teifi site (albeit this is now privately owned) was identified as a possible location for the provision of allotments within Llandysul, improving the natural environment and increasing open space provision.
- Natural Resources Wales offers support for new woodland creation and tree planting through a number of different schemes.
- The creation of a park with associated tree planting along the roadside at Parc Yr Ynn and The Beeches, would improve open space provision within Llandysul and provide residents with recreational space, and improve biodiversity and habitat connectivity within the town.



Llandysul's environmental priorities

Llandysul boasts a wonderful natural environment with the potential of utilising this to aid job opportunities.

4.6.3 Flooding

Llandysul and Pontwelly suffered significant impact from Storm Callum in 2018 and some enterprises and domestic properties have not yet fully recovered from the incident.

Natural Resources Wales and both Local Authorities need to be encouraged to advise the citizens of these two communities on what actions they are taking to alleviate such an incident in the future and provide grant aid to assist residents with their own limited flood defences.

Llandysul Community Council is developing a local flood plan to aid residents and businesses in the event of a re-occurrence of such an event in the future.

Currently there is a scheme in place that ensures that no domestic property has to go without flood cover. However, this is not the case for community enterprises or businesses. Welsh Government and others must be lobbied to ensure that a similar scheme is available to these groupings.

4.6.4 Green Infrastructure

Potential sources of funding for improving cycle paths are available from Welsh Governments Active Travel Fund.

Connect upper and lower Llandysul from Ysgol Bro Teifi to the river with a resurfaced cycle path would improve access for cyclists, walkers and wheelchair and push chair users. This would reduce dependence on car travel for local residents, reducing carbon emissions.

Provision of EV charging points at multiple locations throughout the town will encourage visitors with electric vehicles.

Potential funding for allotments is available through a support package provided by Social Farms and Gardens working in partnership with Welsh Government, whilst funding for tree and woodland planting is available from a number of different schemes from Natural Resources Wales.

Tree planting and greening throughout the town including the addition of parks and allotments will improve air quality and help reduce surface water runoff.

4.6.5 Climate Change

This topic will need to be at the core of future development. Organisations are already responding to the challenge by taking measures to mitigate the town's reliance on old forms of energy.

The Calon Tysul enterprise is investigating the potential of a new boiler system to operate the energy needs of the swimming pool and leisure centre, incorporating solar panels onto the roof.

Gwasg Gomer, a private business, is embarking on a large scale project to utilize their roof area with the installation of solar panels to reduce their high energy costs and reduce their carbon footprint in terms of energy consumption.

Llandysul Pont-tyweli Ymlaen, and its community transport arm, Dolen Teifi, have just taken delivery of an all-electric vehicle with the kind support of the Brechfa windfarm project. It also has an application pending for the provision of three electric-vehicles to mitigate isolation and improve access to services in the hinterland. These schemes will incorporate the provision of charging points in partnership with Carmarthen Energy Company.

Ysgol Bro Teifi school was built to the highest BREAM standards. The Horeb Food centre has been retrofitted with solar panels to reduce its energy cost.

The AM's support must be enlisted and Welsh Government lobbied to select Llandysul as an active travel centre and encourage better and more regular bus services. Creating more cycle paths would encourage healthier lifestyles and link the education and employment zones to the core of the town.

The promotion and development of a car sharing objectives scheme must also be explored.

4.6.6 Actions

- Provision of new allotments at the former Ysgol Dyffryn Site/Lower Llandysul within the next three years.
- Provision of a cycle path from Ysgol Bro Teifi to the river within the next three years.
- Tree planting in areas for greening and habitat connectivity within the next three years.

Consultees were consistently clear about the impact their lives are having on the environment and issues like global warming and climate change. Localism, and the desire to support and buy local, therefore featured quite highly. Growing your own fruit and vegetables can be rewarding not only nutritionally but also from a well-being perspective. Worries can disappear when immersed in gardening. It also has the benefit of growing friendships and skills simultaneously. The Ardd project located in Pontwelly is well advanced and a mirrored scheme could be developed on the redundant Ysgol Dyffryn Teifi playing field. The creation of a public green space with play opportunities for the young will also derive great benefit to its users and creators, providing a sense of place and identity for that area of the community. The planting of trees and shrubs on this area will further add to this current plain piece of ground.

There are a plethora of footpaths within close proximity to the town and creating a cycle path from the former Dyffryn Teifi via Caeau Bach to the lower end of town will create further safe access away from the highway.

4.6.7 Environment Policies and Links

Providing that the Place Plan is adopted as Supplementary Planning Guidance, these Policies should be utilised alongside local and national planning policies by the Town Council when responding to consultations on local planning applications.

Qualifying statement: subject to being in accordance with all relevant and national planning policy.

Ref	Policies	Relevant National & Local Policies & Strategies
en-01	Developments that provide new or extensions to existing allotments or community growing spaces where they have important green infrastructure or community value will be supported.	Future Wales The National Plan 2040 Policy 9: Resilient ecological networks and green infrastructure WG TAN 16: Sport, Recreation and Open Space LDP Policy LU22: Community Provision Open Space SPG LDP Policy DM10: Design and Landscaping.
en-02	Proposals of new pedestrian and cycle routes or improvements to existing networks will be supported, (including appropriate signage). All new developments must consider the introduction of new or expansion of active travel infrastructure proportionate to the needs arising from the development.	Future Wales National Plan 2040 Policy 12: Regional Connectivity and, LDP Policy DM04: Sustainable Travel Infrastructure as a Material Consideration LDP Policy DM05: Sustainable Development and Planning Gain.
en-03	Opportunities for the provision and protection of green infrastructure is strongly supported particularly where there are wider cumulative benefits in relation to biodiversity and the resilience of ecosystems.	Future Wales National Plan 2040 Outcome 10: A Wales where people live in places with biodiverse, resilient and connected ecosystems Planning Policy Wales Edition 12 Chapter 6: Distinctive and Natural Places LDP Policy DM20: Protection of Trees, Hedgerows and Woodlands.



Walking trail alongside kayaking course on the River Teifi

4.7 Summary of Actions and Ideas

The following summarises the actions and key ideas in response to each emerging theme and objective.

Well-being:

- An outdoor hub on Marble Terrace within the next seven years, in partnership with independent retailers and activity companies.
- A new park on the site of the former Ysgol Dyffryn Teifi with open space facilities including allotments.
- An integrated health centre which offers dentistry, optometry and other clinical support services. This could also incorporate a health educational element where people could learn to cook nourishing meals on a low budget, good health exercise rooms, and assistance with lifestyle health changes.
- A resurfaced cycle path connecting upper Llandysul, from Ysgol Bro Teifi, and lower Llandysul to provide better access for residents for walking and cycling.
- A town square incorporating seating, places for pop-up markets, and other community events. There is potential for the square to be located on the site adjacent to the old Barclay's Bank and former Gwasg Gomer printworks site.

Placemaking:

- Reuse vacant properties on the high street for mixed uses such as pop-up shops, starter business units, digital hub, galleries and craft spaces on the ground floor, with provision for residential accommodation on the first floor.
- The old school site on Marble Terrace has the potential to be reused as a site for a number of start-up business units.

Heritage and Culture:

- Introduce a number of different community-based learning opportunities through the medium of Welsh during non-school hours at Ysgol Bro Teif campus.

Economy:

- Convert the Tabernacle Chapel into a day care centre within the next three years.
- Provide evening classes across a range of disciplines to cater for the wider needs of the community and help upskill citizens.
- Develop a footway from the northern edge of town, Well Street to the Ysgol Bro Teifi school and the business and enterprise park just beyond.
- Offer a touring site for seasonal camping and caravanning as well as other tourism type activities.

Environment:

- Develop a footpath leading from Llandysul bridge to the quarry area at the end of the path.
- Construct a bridge at the Half Moon public house car park, creating a circular walk that links both County Authorities.
- Invest in renewable energy sources for the community leisure centre.
- Provision of new allotments at the former Ysgol Dyffryn Site/Lower Llandysul within the next three years.
- Provision of a cycle path from Ysgol Bro Teifi to the river within the next three years.
- Tree planting in areas for greening and habitat connectivity within the next three years.



North east approach to High St

Llandysul Place Plan

4. Themes and Objectives

Key:

Sites identified within the Place Plan

— Settlement boundary

— Site boundary

1. Teifi River ●●●
Recreation/tourism

2. Llandysul Paddlers ●●●
Recreation/tourism

3. Memorial Park ●●●
Recreation/historic culture & heritage

4. Tirdref Fields ●●●
Recreation

5. Pwerdy Powerhouse ●●●
Community arts centre

6. Beeches Estate ●●●
Greening and habitat connectivity

7. Parc yr Ynn Estate ●●●
Greening and habitat connectivity

8. Former Gwasg Gomer site ●●●
Town square

9. Ysgol Dyffryn Teifi (closed) ●●●
Mixed-use development proposals

10. Llandysul Primary school (closed) ●●●
Mixed-use development proposals

11. Llyn y Fran Surgery ●●●
Healthcare provision

12. Llandysul Bridge ●●●
Extend riverside walk to quarry

13. Former school, Marble Terrace ●●●
Outdoor hub/start-ups/retail

14. Tabernacle chapel ●●●
Daycare proposal

15. St Tysul's Church ●●●
Refurbish main tower/
additional mezzanine floor level

16. Calon Tysul Leisure Centre ●●●
Sustainable/renewable energy

17. New bridge ●●●
Half Moon carpark to quarry path

18. New bridge ●●●
Tirdref Fields to Llandysul Paddlers

19. Ysgol Dyffryn Teifi Playing Fields ●●●
Mixed-use development proposals

Local Development Plan allocated sites

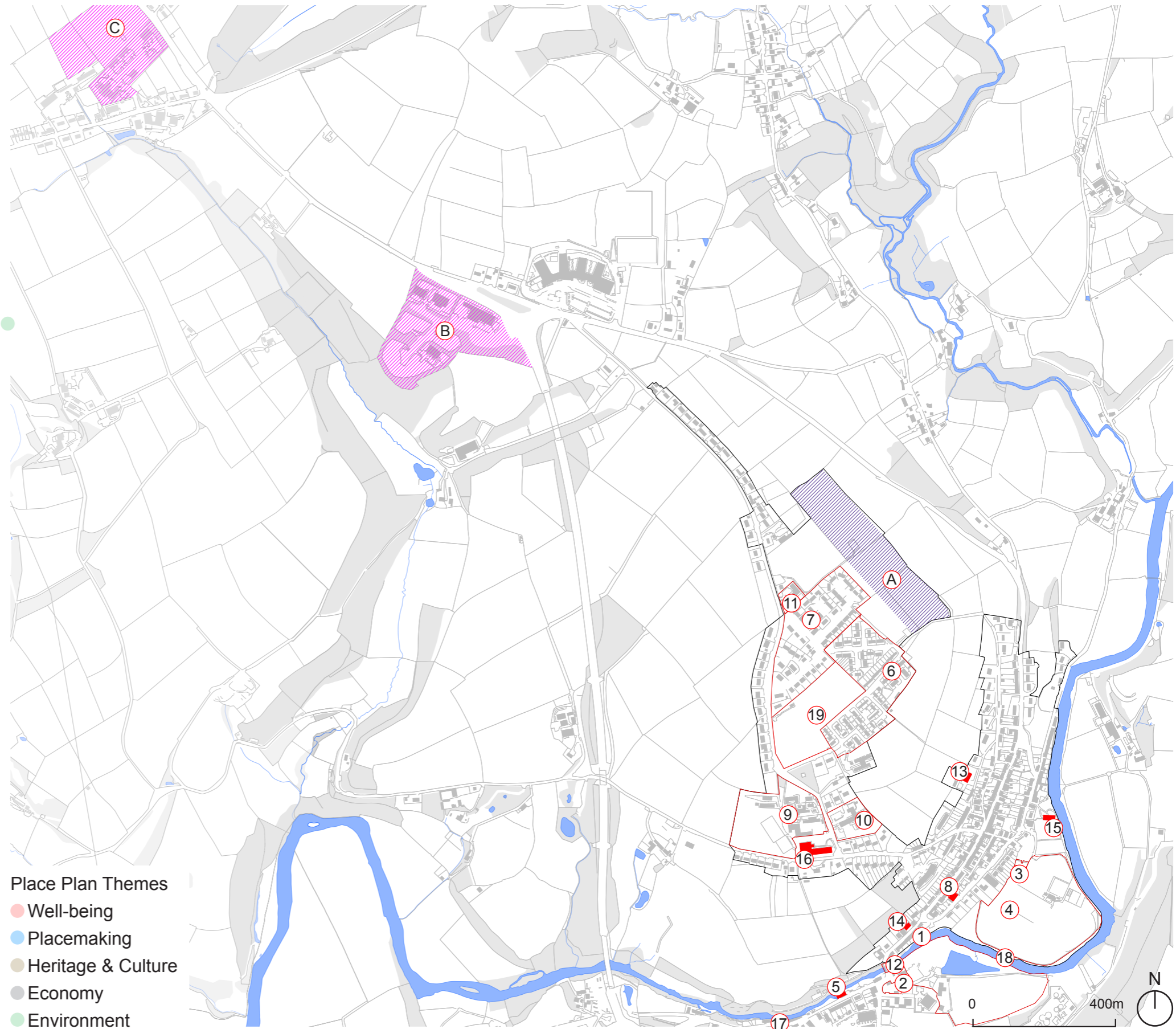
▨ Housing Allocations

▨ Employment Allocations

A. Rear of the Beeches - H0601

B. Llandysul Enterprise Park - E0601

C. Horeb Business Park - E0602



Place Plan Themes

- Well-being
- Placemaking
- Heritage & Culture
- Economy
- Environment

Llandysul Place Plan

