

Tregaron Place Plan



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Tregaron is the smallest of the six strategic towns of Ceredigion and twinned with Plouvién, in Brittany, since 1999. The town was granted a Royal Charter in 1292, it is the only town which still has a vibrant market situated in the town itself. Agriculture is the main employment for the area with tourism also playing an important part of the economy. Tregaron stands in the shadow of the Cambrian Mountains, near the source of the river Teifi. It is the perfect starting point for exploring the Cambrian Mountains.

Over the last decade, there has been a huge change in the town, loss of banks, loss of the swimming pool, loss of Council service, loss of Hospital beds and loss of the 6th form to name but a few. The National Eisteddfod finally visited us in 2022 after Covid put a stop to everything in 2020. That helped to promote Tregaron to the world – thousands descended on the area and the town looked at its best.

In the 19th Century, it was a thriving market town and an important stop for drovers on their routes through Wales driving cattle, horses, pigs, geese and sheep to English markets. Historically, one of the important industries for this area was wool and woollen products.

The Doldre part of the town was renowned for its knitting, and these products were sold locally as well as taken to markets in the southern mining communities of Wales. Wool from the area was even used as a base for the railway line that once crossed the reddish bog to the north of Tregaron, known as “Cors Caron”.

On the main square is a statue commemorating a famous son of Tregaron, Henry Richard became MP for Merthyr Tydfil, and campaigned tirelessly on Welsh and non-conformist issues that earned him the nickname ‘the Member for Wales’. As well as being an anti-slavery campaigner, Henry Richard was a founder and the first secretary of the Peace Union, which was a forerunner of the League of Nations and the present day United Nations. As a pillar of the temperance movement Richards’ statue naturally has his back to the Talbot pub.

Soar y Mynydd chapel lies in the mountains on the road to Llyn Brienne. Built in 1822 by Henry Richard’s father to service farmers and drovers, it is possibly the most isolated and peaceful

chapel in Wales. The church, which stands on raised ground by the river Brennig, is dedicated to St Caron. Capel Bwlchgwynt chapel is another imposing building, built in 1774 for the town’s Calvinistic Methodists.

Tregaron is at the heart of Ceredigion’s livestock rearing area, specialising in store cattle and sheep, which still sustain a thriving livestock market today. The area also has several Welsh pony and cob breeders and trainers, specialising in horses for harness racing.

Tregaroc, established in 2014 by a group of local young women, is an annual Welsh Music Festival held in May in the town – live music is held at different venues throughout the town and attracts up to a 1000 people each year.

Tregaron Trotting Club was first formed in 1980 as ‘Deri Llanio Harness Racing Committee’, and it was on Deri Llanio fields, near Llanddewibrefi that the first meeting was held on July 29th 1980. By August 1984 the club was offering the first £1000 harness race in Wales. The winner on that historic day MOUNTAIN HERO was bred in Tregaron by the committee’s first secretary Gareth Lloyd Davies. Sadly Gareth did not live to see the fruition of the dream of any owner - to win Tregaron. It was fitting that the winner was presented with the Gareth Lloyd Davies Memorial Trophy. This perpetual trophy is now presented to the winner of the Welsh Classic, the finest accolade. The Club holds 2 meetings a year, usually in May and August.

Tregaron is the home of Rhiannon Gold Centre - a jewellery gallery and workshop, where Rhiannon herself creates jewellery inspired by Celtic mythology and art.

Cors Caron - a wetland of world importance - known as ‘cors goch Teifi’ (the red bog of the Teifi), the vast wetland that almost fills the upper Teifi valley is part of a 2,000 acre National Nature Reserve. But its importance is international, as it is one of most intact examples of a raised bog landscape in the United Kingdom. These vast dome shaped deep peat deposits began to form over 12,000 years ago, and are still growing. Follow the boardwalk to the middle of this landscape to experience its peace and wildlife.

The stunning Tregaron – Abergwesyn mountain road was originally the first stage of the drover’s route. Today it is a popular driving and cycling route across the mountains, with far reaching views across the moors. The switchback bends of the ‘Devil’s Staircase’ is one of the toughest, but ‘must do’ cycling challenges.

We are a strong community and proud of the area that we live in.

Our current priorities as Town Council are –

- Extend the Ystwyth Trail into the town.
- Open a Community Garden.
- Town History Trail.
- Improving Sport Facilities in the town.
- Square – pilot to close over summer months.
- Path from Ysgol Henry Richard school to Leisure Centre – safe route to school.



- ① Ysgol Henry Richard
- ② Leisure Centre
- ③ Livestock Mart
- ④ Play Area
- ⑤ Extend the Ystwyth Trail into Town Centre
- ⑥ All-weather Sport Pitch at YHR
- ⑦ Heritage trail
- ⑧ Community Garden
- ⑨ Develop town square for use for markets and festivals
- ⑩ Improve walkway between leisure centre, school and town centre
- ⑪ Use Mart to celebrate local produce and producers



River Brennig

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 Tregaron 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 Tregaron and surrounding wards.

1.2 About Tregaron

Tregaron is one of six strategic towns in Ceredigion. Four of these towns - Tregaron, Lampeter, Llandysul and Cardigan - are located on the Teifi river, forming the eastern and southern boundaries of the county.

Tregaron sits within its own hinterland encompassing the Teifi valley, the slopes of Mynydd Bach and the largely unpopulated upland area to the east. The area is lightly populated and largely agricultural. Historically, Tregaron has been the economic and social focal point of this area providing health, education and retail and commercial services (such as the Mart, abattoir, farmers co-op etc.).

The area has been self-contained although tourism has played a small part in the economy. Outward migration of young and skilled people has been an ongoing feature for at least 200 years, particularly of young people. Inward migration, mainly from England, has also been a feature since the 1970s.

Social and economic measures for the area indicate high employment (often with multiple jobs) but low income per head, low added value per head and few professional workers. Most businesses have fewer than five employees with a handful of private sector businesses with over ten employees. The public sector employs over 50% of employees, but has been shrinking.

There are some very successful small/medium sized businesses, usually family run, that have invested in their businesses over time and continue to see modest expansion. More of these need to be encouraged in order to provide good quality jobs to stem outward migration.

The public sector has been withdrawing from comprehensive provision of services since 2010. Overall, for a town of its size, Tregaron has very good public service provision - including a variety of retail stores and businesses, and markets which provide local produce.

Spar, Caron stores and two butchers provide good retail services. Y Talbot provides four star hotel accommodation, pub, restaurant and functions/meeting facilities. Two other bars, the Llew and Sunnyhill, have reopened in recent years. Rhiannon jewellers and art/gift centre provide a high quality visitor attraction as well as a café. The three closed bank properties have all been bought and are being converted into holiday accommodation, restaurant and office space.

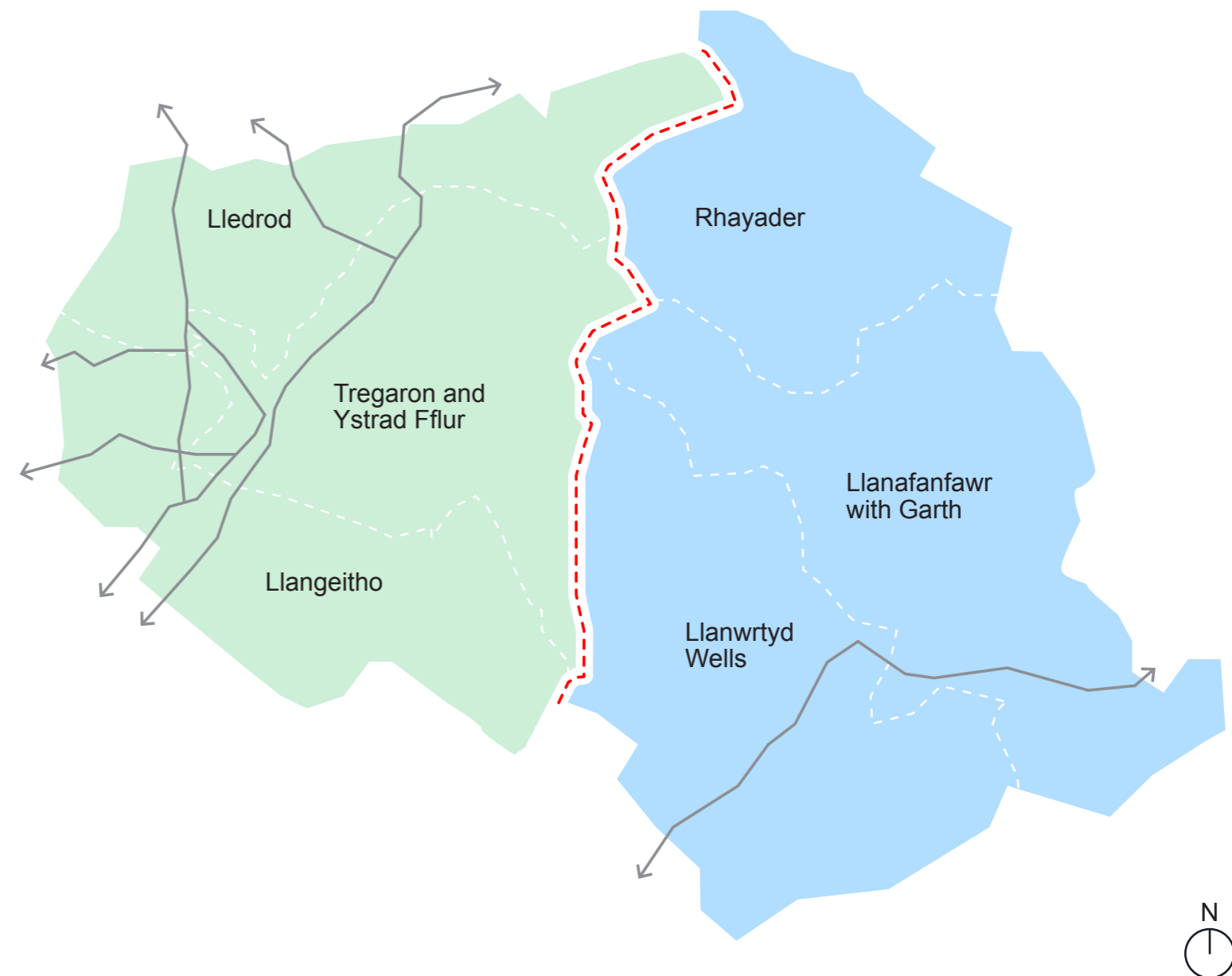
The area surrounding Tregaron includes the bog, mountain and lakes and attractive agricultural land whilst Cardigan Bay has a number of excellent beaches within 30-60 minutes' drive. Surrounding towns offer places such as an arts centre, National library, a wide range of national retail chains and attractive promenades and beaches.

There is an active cultural life with many clubs and organisations. Tregaron is a very attractive place to live, work and bring up a family.

Whilst Tregaron and the surrounding area has many attractions, it has not succeeded in substantially broadening or increasing its economic base and employment opportunities. There are a number of improvements that could be made to further enhance the attraction of the town both to residents and visitors. In order to retain and attract young people and to enhance its skill and talent base, Tregaron needs to provide opportunities and initiatives.

Key:

- Electoral wards within Ceredigion
 - Electoral wards within Powys
 - - Shared boundary
 - Main road
- (2022 boundaries)



1.3 Key Data for Tregaron

In order to set the scene for the town it's important to recognise its regional importance. Further information and key statistics include:

According to the 2021 census, Tregaron has a population of 1,154 compared to 1,213 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, Tregaron Town Lower Super Output Area (LSOA) is ranked 765 and is therefore within the 30-50% most deprived LSOAs (StatsWales).

Tregaron, with 65% of the population speaking and understanding Welsh (2021, ONS), suffered a 3.3% decline in Welsh language proficiency since the 2011 Census (68.3%).

1.4 A World Changed by Covid-19

Covid-19 has changed many people's working and shopping habits. Improvements to digital connectivity supports local businesses to go digital, creates smarter towns, and enables a sustainable home working environment.

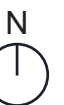
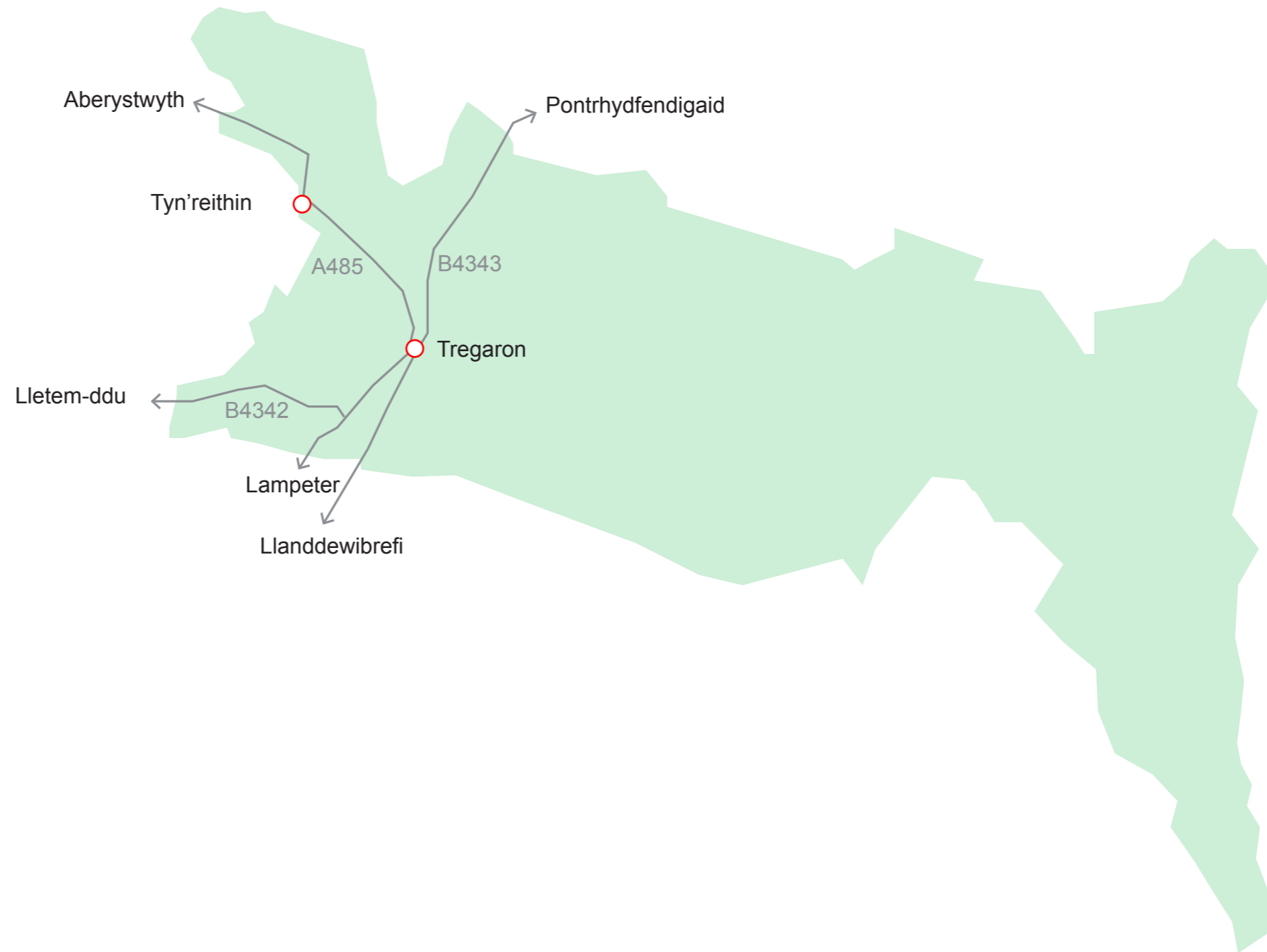
The pandemic has also meant rural areas are a more desirable place to live and Ceredigion has seen a rise in population, creating a demand for housing and a rise in the cost of homes. The community housing scheme offers opportunities for local people to continue to live close by.

Tregaron does not comprise wards. The data on the following page is predominantly based on the Lower Super Output Area (LSOA) opposite.

Key:

● Tregaron Town (LSOA 2021)

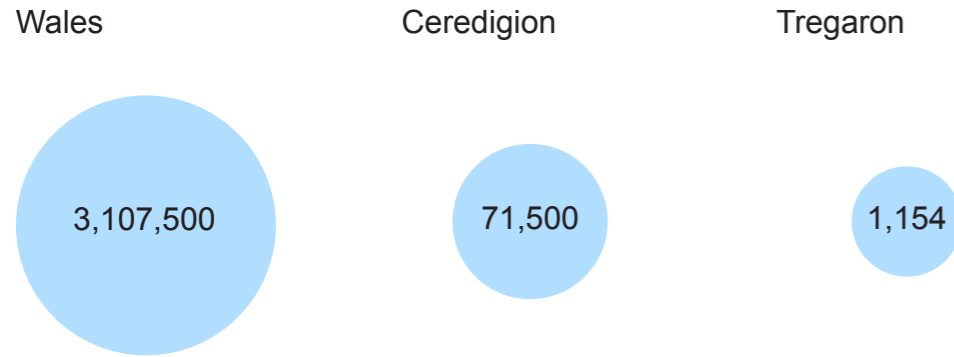
— Main road



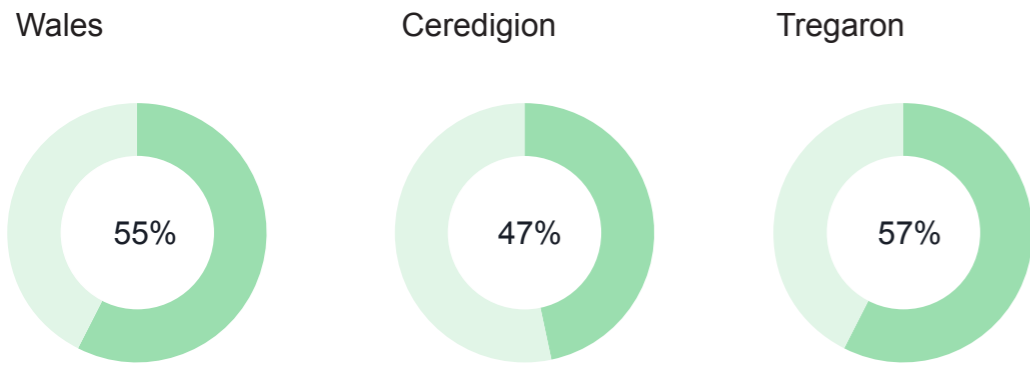
Tregaron Place Plan

1. Introduction

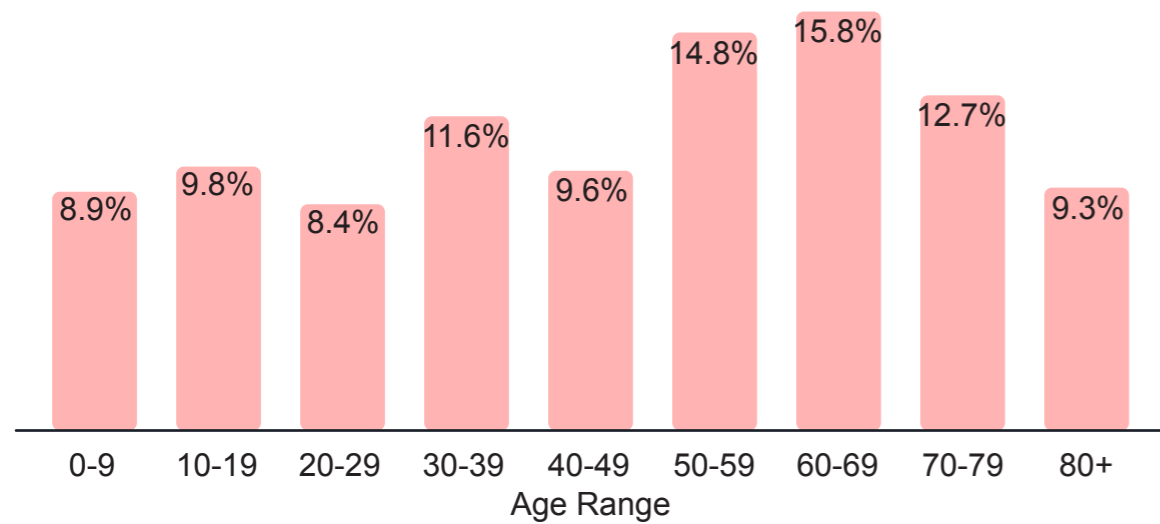
Population



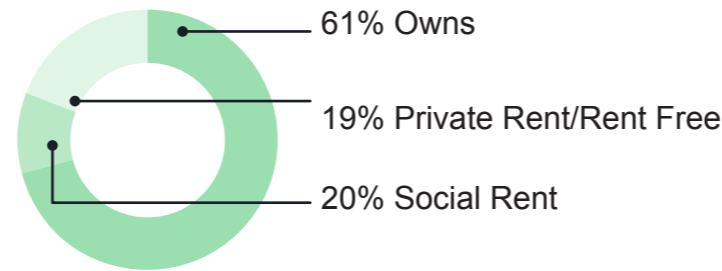
% Population Identifying as Welsh Only



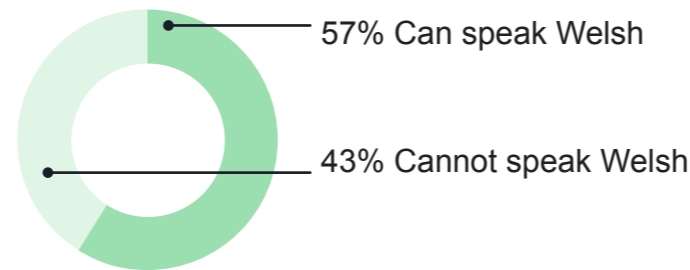
% Population Age Groups in Tregaron



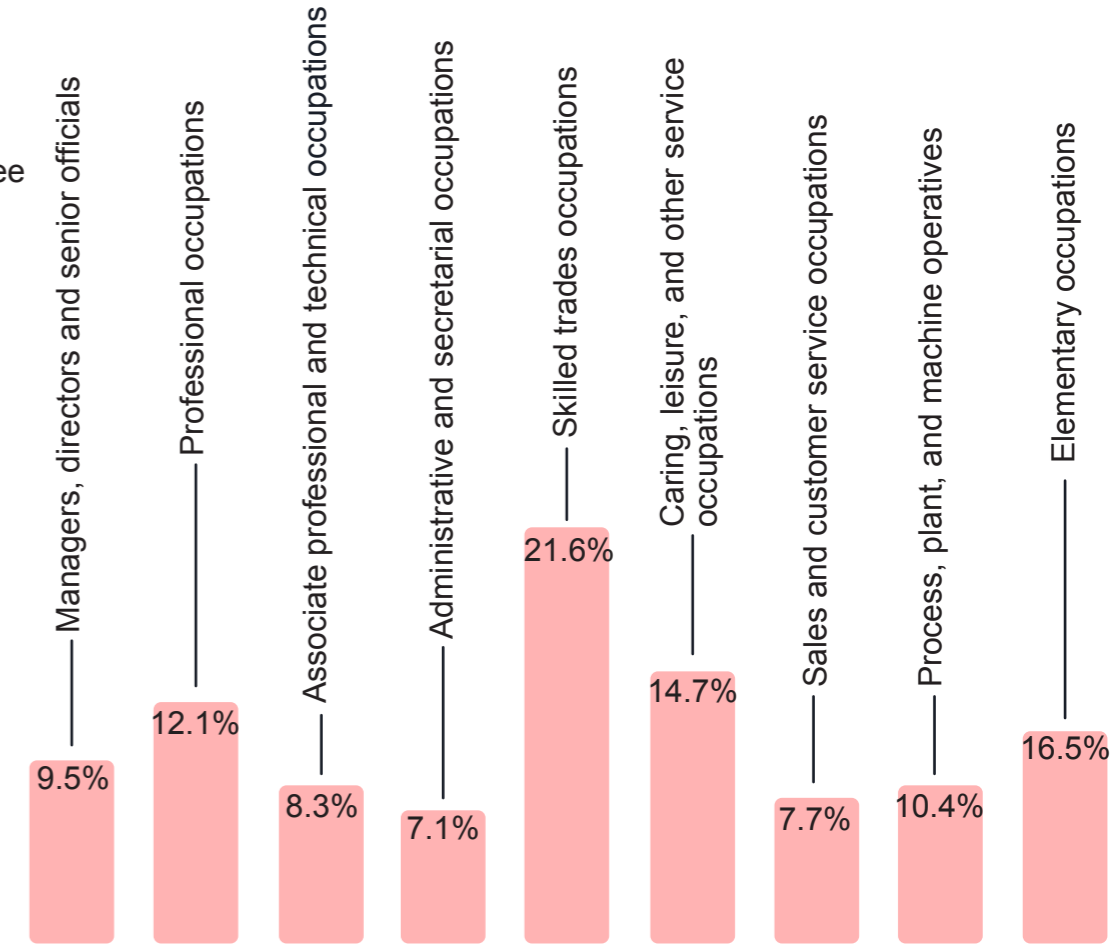
Household Tenure in Tregaron



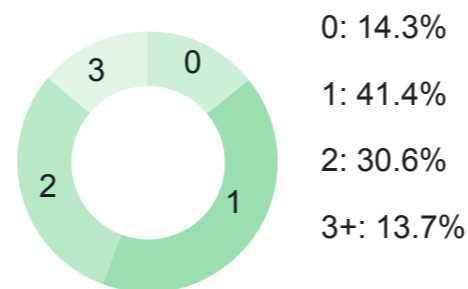
Welsh Language in Tregaron



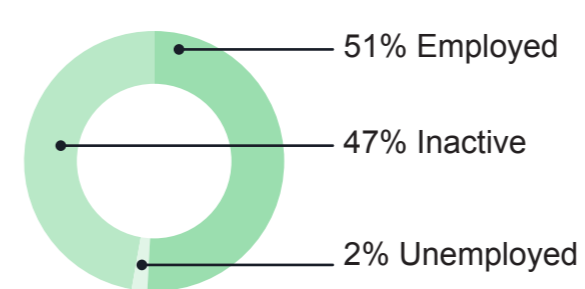
% Occupation Breakdown in Tregaron



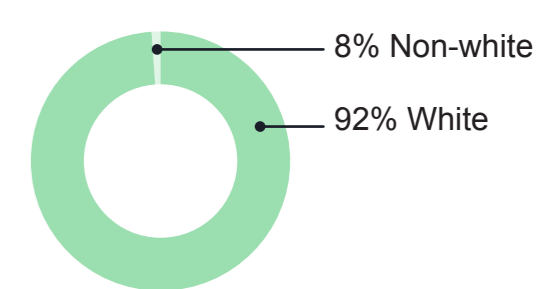
Cars/Vans per Household in Tregaron



% Economic Activity in Tregaron



Ethnicity in Tregaron



Data source: NOMIS, Wales, 2021



Engagement session for Tregaron Regeneration Strategy, January 2023

2.1 Context

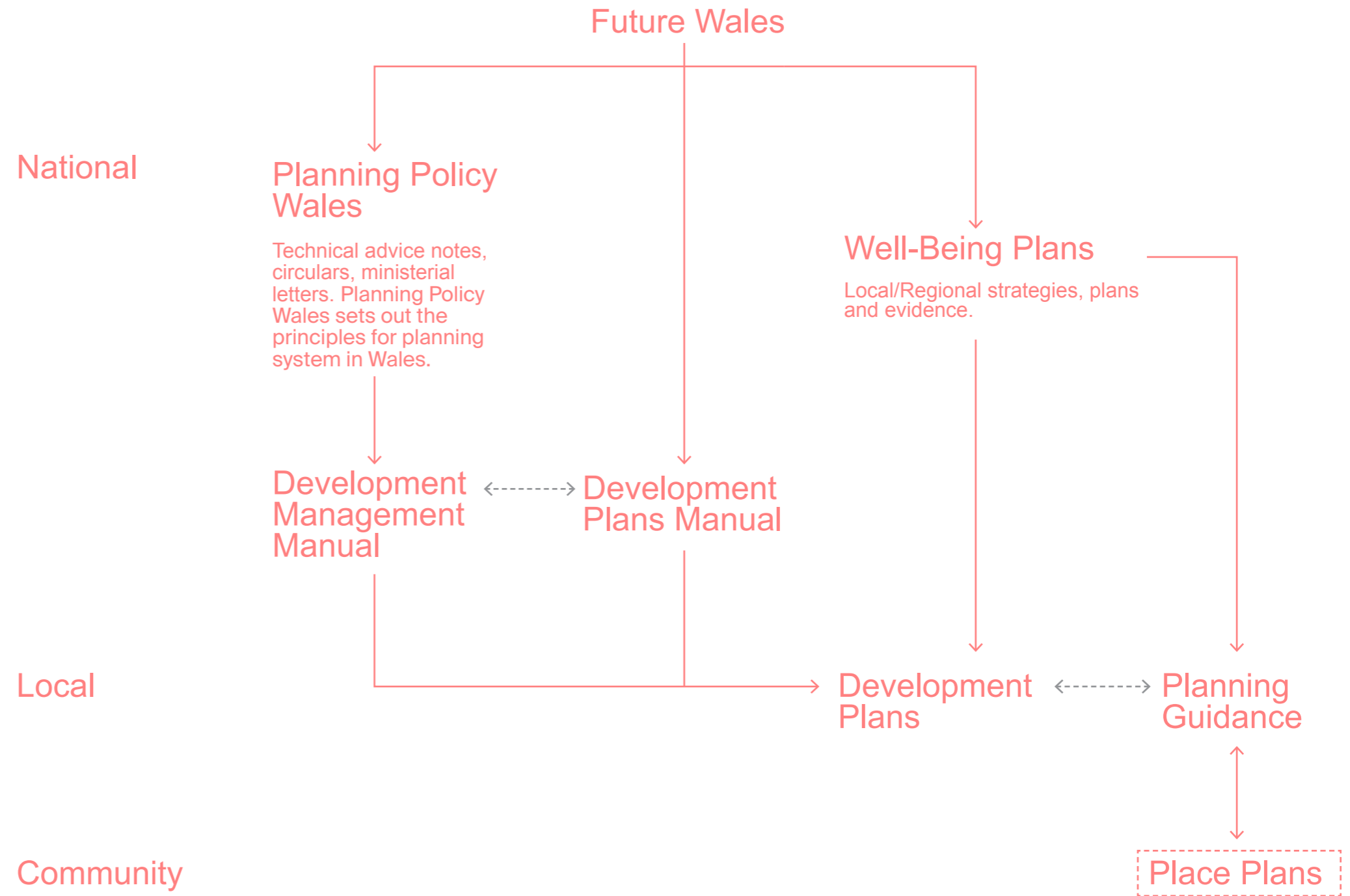
Place Plans complement existing statutory development plans and address community scale issues such as design of community facilities and open space. They act as a mechanism for communities to engage creatively with the planning process.

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.



Place Plan context within planning policy, legislation and guidance

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.

Tregaron is one of Ceredigion's six main towns. The broad strategy of Ceredigion's Local Development Plan is to improve the overall sustainability of the County and secure the essential health and vitality of the County by strengthening Ceredigion's main towns. The projects identified in this plan aim to maintain and improve facilities to create a vibrant and active place which meets both local and visitor needs and the future aspirations of the population.

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.



Tregaron town square, image supplied by the Town Council

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 Tregaron, 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 Tregaron Regeneration Strategy (2023) and general consensus around key projects and interventions which have informed the Town Council's approval.

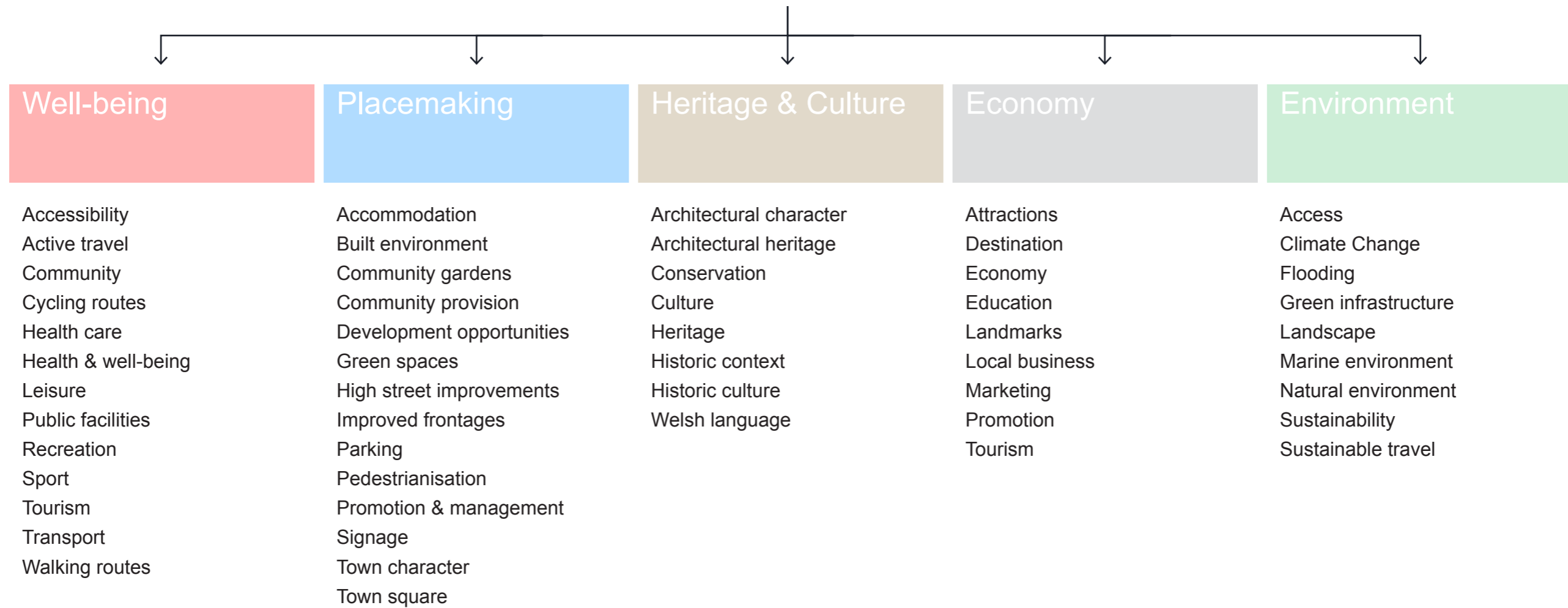
Environment:

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.



Tregaron Turfs, image supplied by the Town Council

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 Local Well-being Plan 2018-2023', have informed the development of this Place Plan.

Tregaron Place Plan aims to support the seven well-being goals. Opportunities to support the local economy, celebrate the local history and culture and create an environment that supports a healthy and active lifestyle and a cohesive town are all explored within this plan.

2.1.5 Purpose and Benefit of the Plan

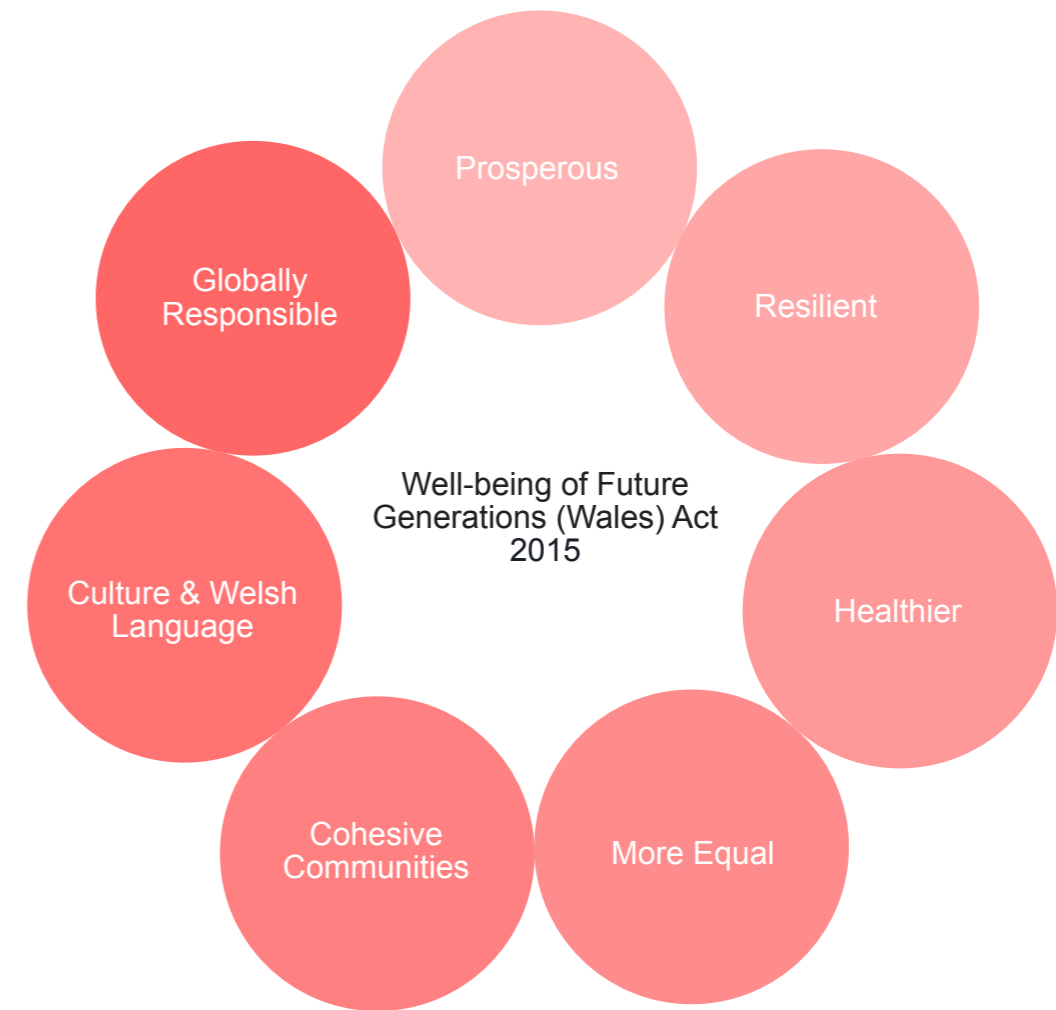
Welsh communities now have more opportunity than ever before to shape the future of the places where they live and work. The Place Plan has the potential to function as community-led SPG for the local authority and assist with decisions and plans in relation to the use and development of land and changes 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 Place Plan identifies priorities for investment, has the potential to influence future planning decisions in the town, and create evidence to help attract investment and direct future work of organisations in the town.

The Town Council has undertaken a number of small scale projects through various funding schemes to support and better the visual look of the town through providing benches, flower displays, banners and bunting. The town council also runs events such as 'decorate your home competition', street tidy-ups and has supported or initiated projects such as the free town wi-fi, and the digital information board in the square.

2.2 Approach

A small group of Town Council members discussed creating the Tregaron Place Plan with guidance from Ceredigion County Council and consultants employed by them back as far as 2018. A list of projects and ideas to develop Tregaron were raised and opportunities for input into the plan have been put in place through a series of community consultation events to allow all opinions to be heard and considered. Councillors are the voice of the community and try to reflect the wishes of all residents and businesses through these conversations.



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

2.2.1 Place Plan Boundaries

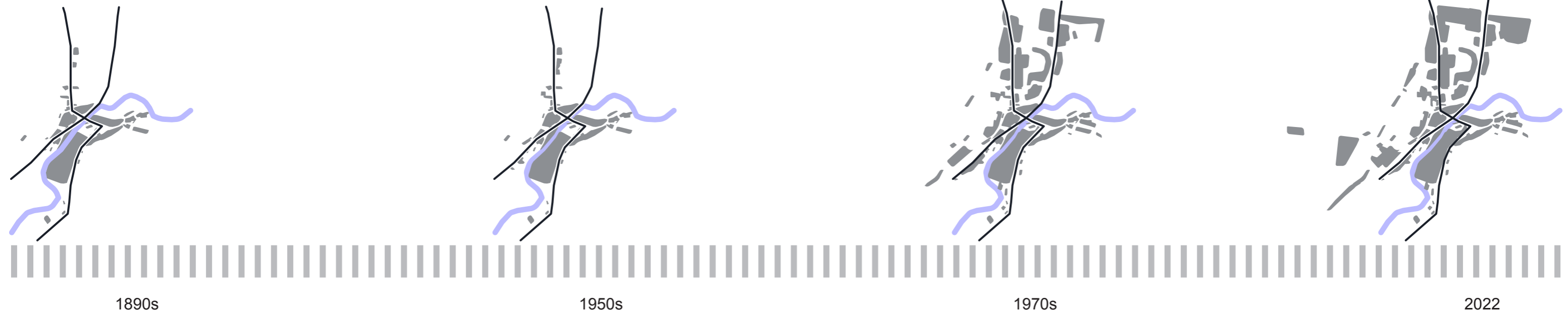
The Place Plan focuses on the Tregaron service centre, which has been a natural centre for trade going back centuries, however, the plan recognises that Tregaron encompasses some of Ceredigion’s most highly valued landscapes such as the Cambrian mountains and Cors Caron peat bog and aims to incorporate projects linking these into the plan. Tregaron, because of its remote location, is relied on for much of people’s convenience needs, including remote hamlets and farmsteads, and offers a wide range of facilities and services. The plan therefore aims to support and maintain facilities and services for the area to keep the town as a thriving hub for locals and visitors.

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 Place Plan was developed in partnership with specialist consultants and specialist officers from the local authority.

Key:

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



Tregaron settlement growth

2.2.3 Responses

Some of the comments and feedback from community consultation include:

Maintain the work done by the team who host events in Tregaron such as the half marathon and sprint-tri.

Introduce art workshops to hire at affordable prices. Could use the former 6th form and library buildings.

Speed needs to be decreased! Introduce double yellow lines along Chapel Street, in fact, the whole of the centre of Tregaron.

I am in a wheelchair and cannot get into some shops. The pavements are not wheelchair friendly.

The well-being of our present and future community relies on good education. We need more access outside school, particularly for adults, in a wide variety of subjects during evenings, weekends and holidays.

We pursue individual events, and endeavour to create separate facilities in pursuit of singular projects. Some are dependent upon the inevitably irregular good offices of volunteers. For some (Ffair garon) annual expenditure far exceeds income, and thus they fail.

In terms of economy, it shouldn't be all about shops – we need proper work opportunities. We should have incubation units, providing low rent to encourage young entrepreneurs to try a business idea. Utilise empty school buildings for the benefit of local residents.

Tourism brings in people not just tourists. It stimulates all parts of our economy and brings jobs.

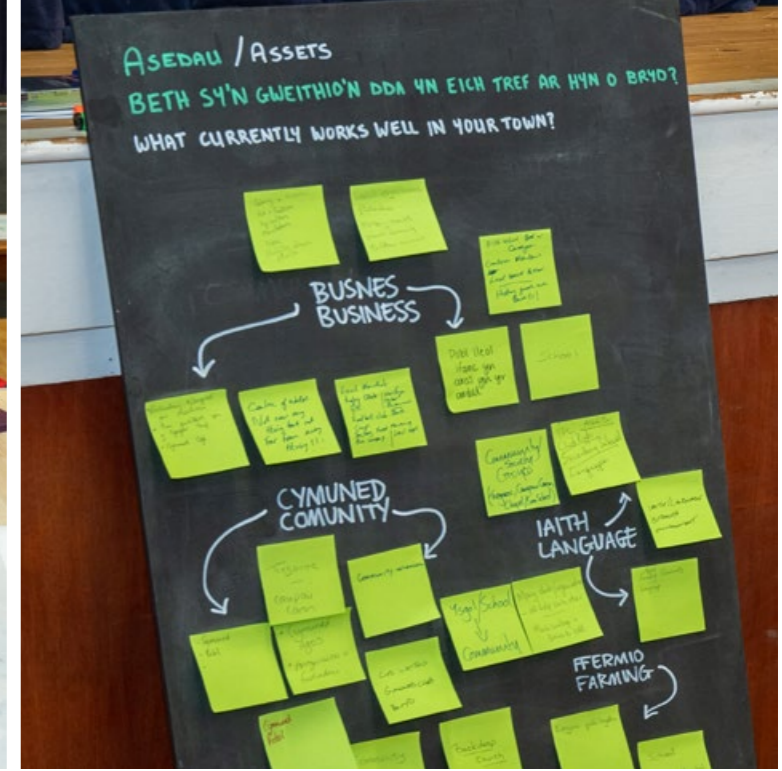
Highlight values such as the Cambrian Mountains and Cors Caron. Extend the Ystwyth Trail into Tregaron town centre.

Establish age appropriate facilities to encourage children to be more active, with help and support for families regarding travel and cost.

Utilise technology to allow better accessibility to leisure facilities. Reopen the swimming pool.



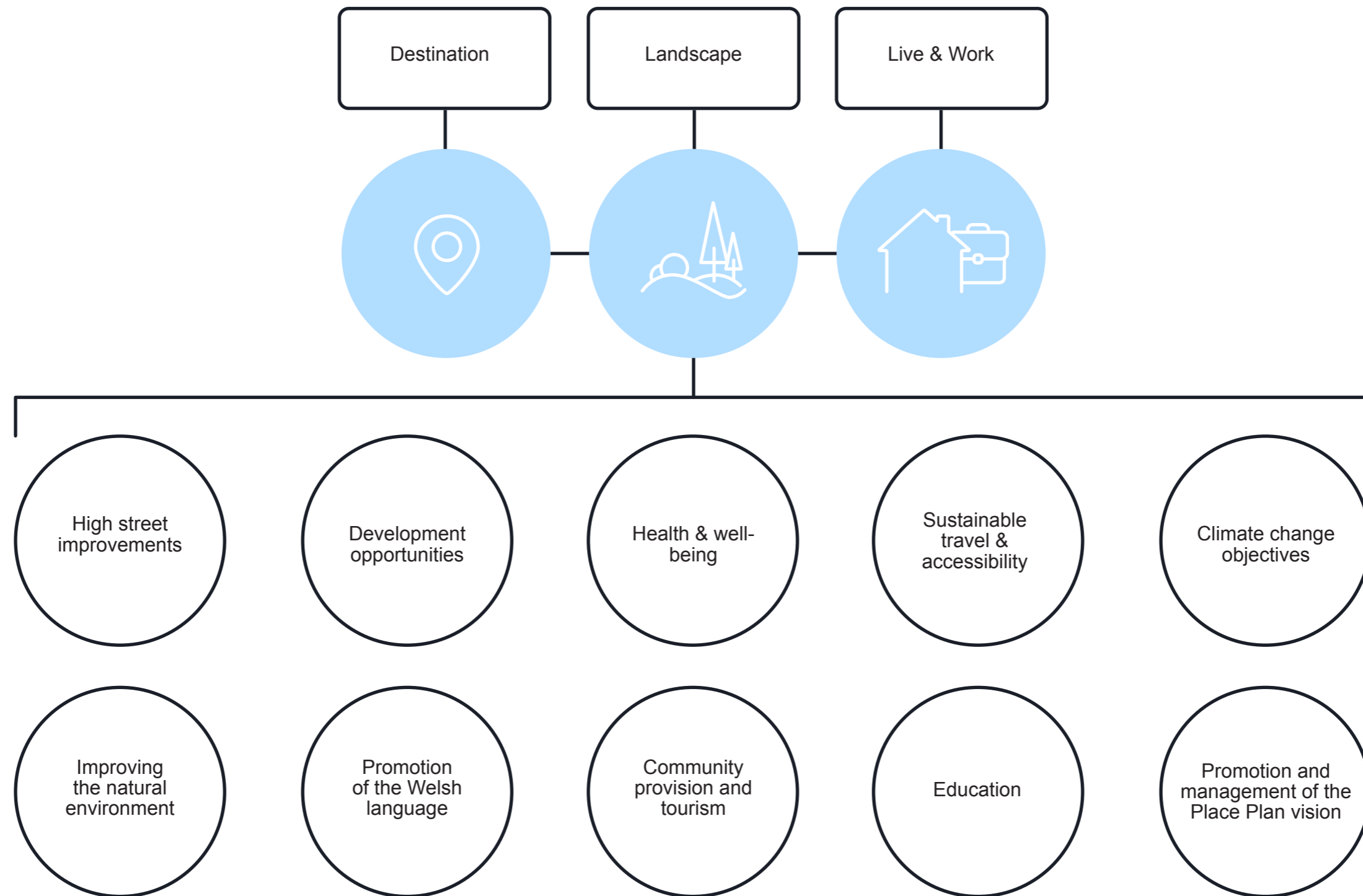
Eastern arrival to Town Square, image supplied by the Town Council



Engagement session for Tregaron Regeneration Strategy, January 2023



Cambrian mountains



3.1 Vision and Strategy

The vision is to develop the local economy by continuing to support the thriving market, and local businesses in town. To promote tourism, by drawing attention to the town's assets, and to provide health and well-being opportunities for residents by improving facilities and opportunities. This Place Plan identifies a number of key opportunities including the:

- Creation of an outdoor hub so the wider landscape can be accessed from Tregaron as its Gateway to the Cambrian Mountains.
- Creation of incubator units for entrepreneurs thereby supporting enterprise.
- Extending the Ystwyth Trail from Cors Caron into the centre of town facilitating active travel and supporting ambition 1.
- Continuing to support the development of a Swimming Pool and Multi Sports pitch in Tregaron.
- Curating a calendar of events in the town centre to drive footfall and trade.

These key projects support the ambitions of the Wellbeing Plan, Ceredigion Corporate Strategy and Local Development Plan, and establish an action plan on which the future direction of growth for Tregaron can be based.

The three main aims of our Place Plan are:

- to develop the local economy;
- improve and increase the area as a tourist attraction, and;
- provide plenty of opportunities for residents to engage in health and well-being activities.

3.2 Focal Points

All towns have key focal points, landmarks and attractions that make them unique. It is important to maintain, enhance and improve existing focal points where possible whilst developing new landmarks.

Tregaron and surrounding areas have plenty of attractions, landmarks and history, including:

- Cors Caron.
- Ystrad Fflur.
- Soar y Mynydd.
- Henry Richard.
- Twm Siôn Cati.
- Dewi Sant.
- The Cambrian Mountains.
- The Talbot Hotel.
- Rhiannon.
- Cylch Cerrig.
- Tregaron Heritage Centre.

These need to be marketed as attractions and areas to visit to encourage tourists to visit. The potential of increased footfall will encourage new businesses to open and become viable.

If we can market our assets and the unique character of Tregaron, there is a scope to increase our economic base, increasing employment opportunities and encouraging more people to live in Tregaron.

As the gateway to the Cambrian Mountains, which has recently been acknowledged as a dark skies area, Tregaron needs to embrace and utilise our location as the main tourist town for Cambrian Mountains visitors. Tregaron could become a hub for outdoor activities, utilising the upper valleys and Cambrian Mountains by providing walking and cycling trails.

Our links with the Drovers and their regular pilgrimage over the mountains should be promoted. Potential trails or events resembling these past activities need to be created. This could be a joint venture for the walking and cycling club.

The vision is to develop the local economy, promote tourism, and provide health and well-being opportunities for residents.



Cylch Cerrig, image supplied by Dafydd Wyn Morgan

3.3 Priorities

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

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

A number of key priority areas were identified:

1. Improving Accessibility:

Extending the Ystwyth Trail into town. A 20-mile scenic cycleway, bridleway and footpath route following the old railway line route and the Ystwyth River from Aberystwyth to Cors Caron bog exists. However currently this trail stops short of Tregaron by a couple of miles. A plan to extend this into the town creating a safe route for users would mean residents could access the route more readily and visitors could finish the route within the town and make use of the facilities on offer.

2. Health and wellbeing:

The focus is on maintaining and improving facilities that support wellbeing and encourage an active and healthy lifestyle, e.g. an all-weather sport pitch, support a redevelopment of a swimming pool, local leisure centre, walking and cycling trails. Health and well-being needs to be looked at from a residents and a tourists point of view. Extending the Ystwyth Trail into Tregaron would also impact on the wellbeing of our residents as they would have a safe and accessible path from the town without the need to walk/cycle for 2 miles on a public highway to get to the reserve and trail.

3. Improvements to the environment:

Having a community garden and greening the town through SUDS planters/tree planting etc. With electric cars becoming increasingly popular, the town has a few charging points within the town's main car park. These are located centrally so whilst these cars are being charged, drivers and passengers can visit the local amenities. In addition to this, electric bike charges need to be installed in the town. Alongside this, Tregaron could look to become plastic free especially with the installation of water fountains where people can refill their water bottles instead of continually purchasing plastic bottled water. The footways and pavements around Tregaron are in good condition however the issue with these relates to the parking issues as people pay no attention to drop kerbs or yellow lines therefore making crossing or accessing the pavements for disabled users almost impossible.

4. Welsh Culture and language:

Tregaron has one of the largest populations of Welsh speakers in Ceredigion however we need to encourage individuals and companies to use this when communicating and marketing. Tregaron should introduce a policy that rewards the use of Welsh language and within planning have a policy that refuses any applications for place names or name changes to properties or businesses.

5. Sustainable Travel and Accessibility:

Improve public transport, parking and green transport.

- Public transport: improve bus information. To improve visitor numbers especially to our night time economy the need for a later bus service in the evenings and weekends would be useful.
- Parking: encourage the use of the car park in town and consider residents parking where appropriate.
- Green Transport: install additional car/bike electric charge points throughout the town.



'Sgwâr Fach' Station Road and Chapel Street junction, image supplied by the Town Council

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 Tregaron, is a fluid document and will continue to be updated and adapted at regular intervals.

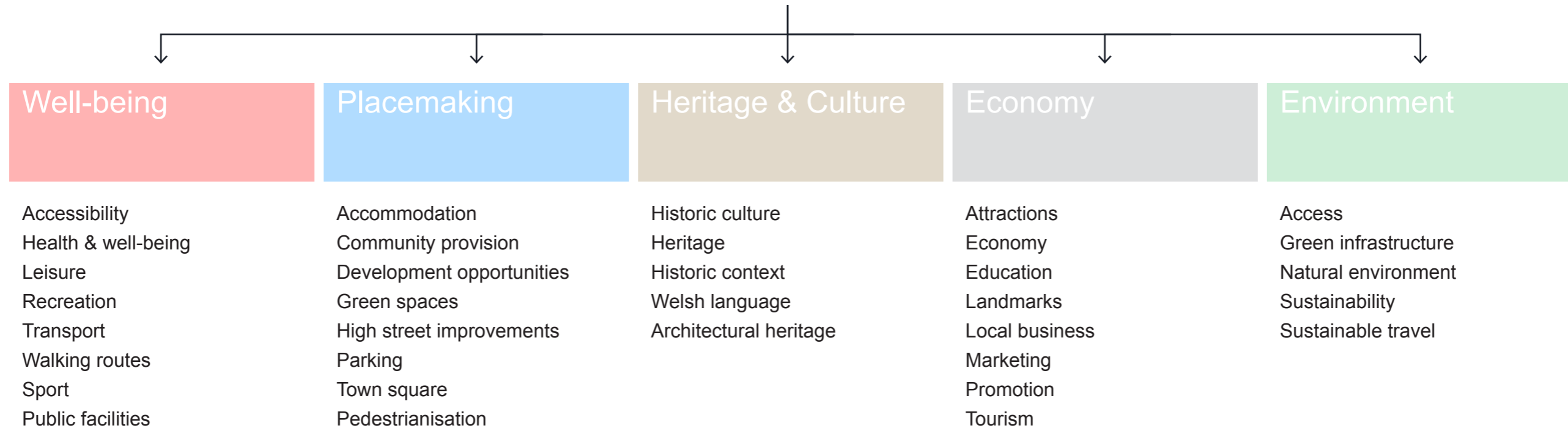


Welsh flag mural, image supplied by the Town Council



Tregaron town centre aerial

Themes for Tregaron



Emerging topics under their respective themes within Tregaron Place Plan

Tregaron Place Plan

4. Themes and Objectives

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:

There is a focus on maintaining and improving facilities that support wellbeing and encourage an active and healthy lifestyle. The town has a number of green spaces and play areas and a key goal is to extend the Ystwyth Trail from Cors Caron into the town, develop an all weather sport pitch and continue to support the redevelopment of a swimming pool in the town.

Placemaking:

To ensure the town remains vibrant and thriving opportunities to improve the public realm are to be explored. More ideas to beautify and green the town should be considered such as SUDS planters, tree planting, installation of benches and schemes to encourage empty units to be utilised too.

Heritage and Culture:

Tregaron is rich with history and culture. The built heritage, especially in the conservation area should be protected from any unsympathetic changes. The Henry Richard statue along with Twm Siôn Cati wooden statue should be regularly maintained to ensure its longevity. A town history trail should be developed and the culture of the town proudly displayed, empty units could hold local exhibits. Tregaron Heritage Centre displays the history of the town and the Town Council supports this work as it continues to develop. Efforts must continue to be made to promote the use of the Welsh language within the community through bilingual signage and events.

Economy:

Ideas to support small businesses in Tregaron should be encouraged such as a town website. Opportunities for businesses to open in Tregaron should be explored to support residents and visitors alike. This could be in the form of the repurposing of existing units to incubator units or artisan / craft units to support local entrepreneurs and drive footfall into the town centre.

Environment:

Improvements to the natural environment is a priority, plans that benefit biodiversity such as a community garden, tree planting and town scape greening will be explored.



River Brennig, image supplied by the Town Council

Well-being



4.2.1 Overview

Wellbeing is of paramount importance and opportunities to improve wellbeing are considered throughout this document.

General points the community suggested in relation to wellbeing included the need for age related sport facilities, bring back the swimming pool, extend the Ystwyth Trail and highlight access to the Cambrian Mountains and Cors Caron peat bog, as well as support half marathon events in Tregaron. The Tregaron Trail booklet has been updated which highlights the walking opportunities and trails in and around the town. The development of a multi-sports pitch and support for the calendar of cultural events all help to support wellbeing.

All opportunities must be taken to ensure that individuals whether locals or visitors are able to lead an active and healthy life. The health of the nation is now covered by the Wellbeing of Future Generations (Wales) Act 2015 so it is vital that we look forward and provide for our future generations.

4.2.2 Leisure

The development of a new swimming pool alongside the current leisure centre would provide health benefits to residents. If this development can be built to a certain specification, it could become a great tourist attraction. The inclusion of a slide, beach, or shallow pool area would make it bespoke to Ceredigion encouraging people from all over the county and beyond to come and use the facility.

The relocation of the pool to the leisure centre site will bring added opportunities for the dryside aspect to develop and increase opportunities and provision. With some fine tuning and targeted developments, a new leisure site could become a great asset and attractive development in Tregaron.

The current play area next to the livestock market has been updated to provide inclusive equipment to encourage our children to play outdoors. Safety improvements have been done to the flooring along with upgrading the play equipment.

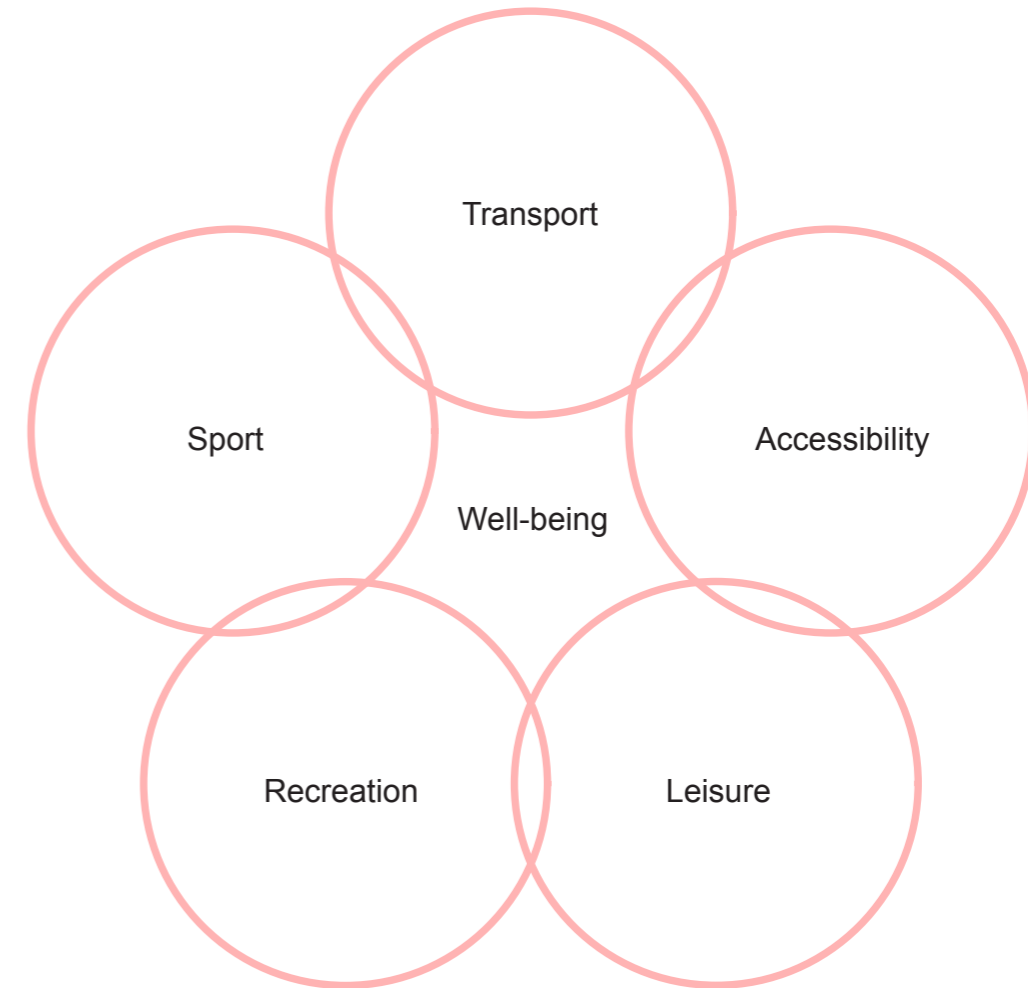
Adjacent to the park is a large green space which provides a play area for a multitude of sports. This area is essential to the well-being and play opportunities of children in Tregaron. Whilst it is an attractive development site, we need to secure green space status and reject any advances to purchase / sell this land for anything other than green space.

Tregaron does not have an all weather sport pitch and the hockey team must travel to Lampeter, 11 miles away to train and play their home matches to participate and use the facilities. Along with the hockey team, an all weather sport pitch would be welcomed by the local Rugby and Football Club that could be used to train and play matches. The school has expressed an interest in having an all weather sport pitch on the school playing field. Since the school changed to a 3-16 the need for three rugby pitches is no more. This venture needs to be looked at in more detail as Tregaron would have a facility that would not only benefit the athletes of the area but would also attract users from further afield to use this site.

4.2.3 Recreation

Health and well-being must be considered in the context of both the resident and the visitor. Extending the Ystwyth Trail into Tregaron would have a positive impact on the well-being of our residents by providing a safe and accessible path from the town to the reserve without the need to walk or cycle for two miles on a public highway.

If the town wishes to be seen as an outdoor pursuits hub within the Cambrian Mountains, we need to develop a network of walking trails, new mountain biking trails and other outdoor provisions in the area – all of which start and finish in Tregaron. The creation of these trails require certain sites within Tregaron to be adapted to accommodate users. For example, current empty buildings may need to be redeveloped into cheap accommodation sites. There is potential for an outdoor centre which could include facilities such as secure storage, basic repair equipment, and a clean down area/dry room. All of this would enhance the visitor’s experience and encourage them to walk around town and visit other shops, bars or eateries.



Tregaron’s well-being priorities

The following are a number of policy based ideas relating to Well-being:

- Potential funding for allotments is available through a support package provided by Social Farms and Gardens working in partnership with the Welsh Government. The provision of allotments and nature garden on the site of the old pitch-and-putt next to the Bowling Green would provide Green Infrastructure and Open Space opportunities, with associated health and well-being benefits, and improve ecosystem services and habitat connectivity.
- Potential sources of funding for improving cycle paths are available from Welsh Government's Active Travel Fund. Extending the Ystwyth Trail from Cors Caron into Tregaron town centre, and further onto Lampeter, was identified as an opportunity in Place Plans and the GIA. This would offer tourism, leisure and health and well-being and recreational benefits.

4.2.4 Transport

Transport links have an impact on the number of non-driving visitors that can access the town especially during inconvenient times – early morning or late evenings and weekends. To increase visitor numbers, especially to our restaurants in the evenings, the need for a later bus service in the evenings and weekends would be useful. As previously mentioned, Tregaron has numerous attractions which need to be better advertised and signposted.

The following are a number of policy based ideas relating to sustainable travel and accessibility. Funding opportunities for the following suggestions are potentially available from a number of Welsh Government funds, including the Active Travel Fund and Ultra Low Emission Vehicle Fund.

Installation of electric vehicle charging points in line with the proposed transport strategy is essential to increase the appeal of Tregaron as a destination for eco-friendly tourism in keeping with its location at the gateway to the Cambrian Mountains. The car park behind Clos Twm Siôn Cati has ample space for electric vehicle charging points, with the hotel and main square close by.

Extension to the Ystwyth Cycle trail from Cors Caron and out past Tregaron to Lampeter would improve sustainable travel options for local residents and visitors alike.

4.2.5 Accessibility

The current play area next to the livestock market has been updated to provide inclusive and updated equipment to encourage our children to play outdoors. Safety improvements have been done to the flooring.

The footways and pavements around Tregaron are in good condition however the issue with these relates to the parking issues as people pay no attention to drop kerbs or yellow lines therefore making crossing or accessing the pavements for disabled users almost impossible.



Tregaron playground, image supplied by the Town Council

Develop a network of walking trails, mountain biking trails, and other outdoor provisions – all of which start and finish in Tregaron.

4.2.6 Actions

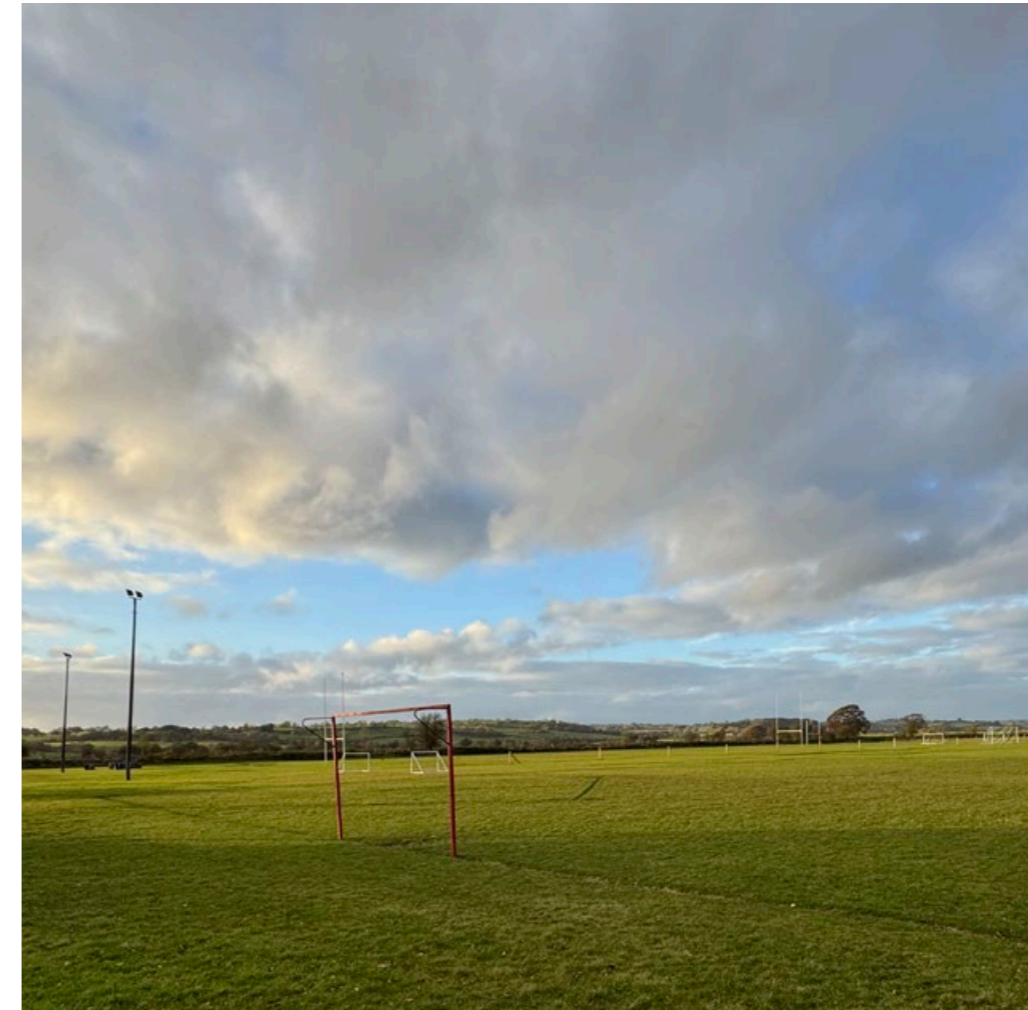
- Extend the Ystwyth Trail from Cors Caron into the town centre.
- Develop a multi sports pitch for community use.
- Develop community growing spaces.
- Curate a calendar of events.
- Support reuse of empty buildings.
- Support feasibility of a new swimming pool in Tregaron.
- Square – regenerate the area and pilot to close over summer months - put benches in the area so people can use to meet/have lunch etc.
- Safe Route to school – path from Ysgol Henry Richard to Leisure Centre.
- Gateway to the Cambrian Mountains – promote as an area to best experience walking & cycling/mountain biking trails.
- Support the development of the Cylch Caron project.
- Relocation of the pool to the leisure site.
- Enhance and protect the current play space and green area opposite the livestock mart.
- Develop a synthetic athletics track on the school site.
- Develop a network of walking trails, new mountain biking trails and other outdoor provisions in the area.
- Establish an outdoor hub.
- Provision of a community garden on the site of the old pitch-and-putt next to the Bowling Green.
- Promote the Teifi Valley Trail.

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	Proposals for improving and increasing the provision of effective multi-use of sport, leisure and recreational facilities where there is a demand will be supported providing they meet criterion 1 and 2 of LDP Policy LU22.	WG TAN16: Sport, Recreation, and, LDP Policy LU22: Community Provision.
we-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.



Playing field, image supplied by the Town Council

Placemaking



4.3.1 Overview

Placemaking improves the public realm - the comfort and image, the access and linkages, uses and activities and the sociability or community spirit. Tregaron centre doesn't have a lot of green spaces, tree cover or biodiversity. Ideas for improving play areas and introducing gardens will be explored and linked to the green and blue infrastructure strategy. Recent grants have supported the town council to install free town wi-fi, buy benches, flowers, town maps, banners and bunting to not only beautify the town's public realm but make public spaces more social and biodiverse. Tregaron is fortunate to have a strong community and civic life, and this needs to be built on with a curated events programme and a cultural heritage tour/trail. A pilot to close off the main Square over the summer months to allow people to utilise the area as a place to eat from local businesses, meet people, hold events etc – this would improve public realm and make the square more attractive whilst visiting.

4.3.2 Green Spaces

A previous report by Hyder highlighted the option of moving the petrol station to the outskirts of Tregaron and creating a green area and riverside walk in front of St Caron church. This would create an amazing green space in the centre of Tregaron and would also result in areas becoming much cleaner and pleasing to the eye.

Despite having a number of green play and leisure areas the town does not have any allotment areas or nature gardens. The site of the old pitch-and-putt next to the bowling green has been highlighted as a perfect place for this and would make use of a current empty site.

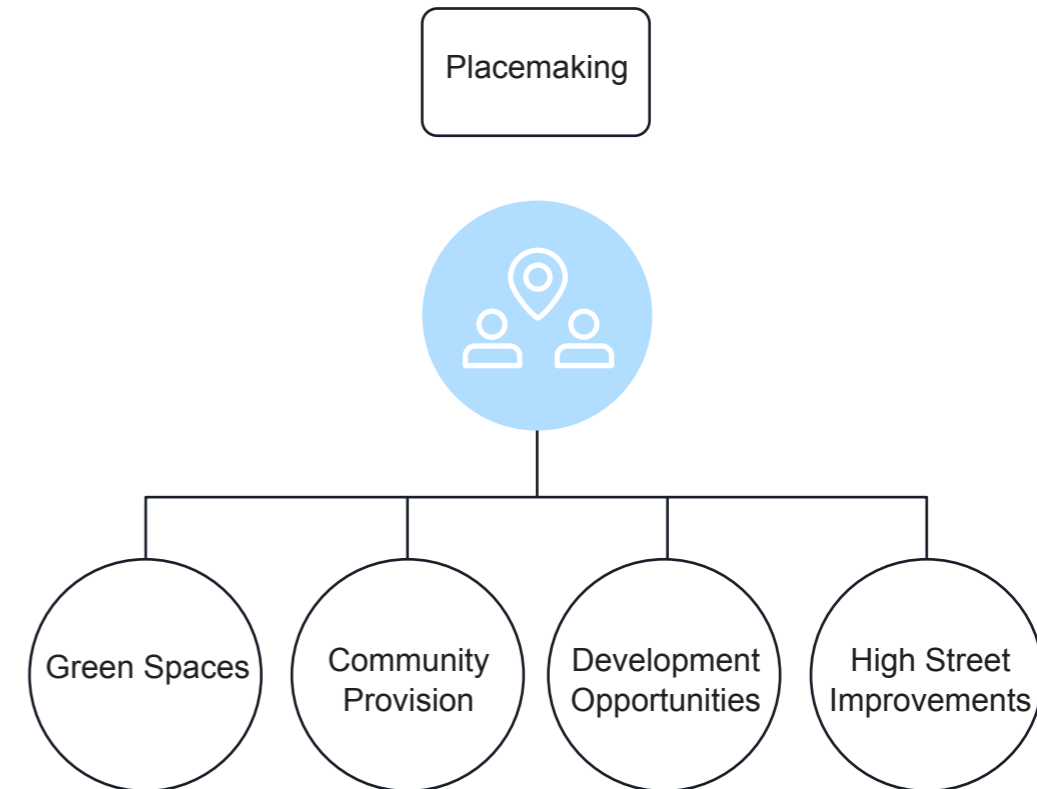
The following are a number of policy based ideas relating to green spaces.

- Potential funding for allotments is available through a support package provided by Social Farms and Gardens working in partnership with the Welsh Government.

- The provision of a Community Garden and nature garden on the site of the old pitch-and-putt next to the Bowling Green would provide Green Infrastructure and Open Space opportunities, with associated health and well-being benefits, and improve ecosystem services and habitat connectivity.
- Open Space provision and green infrastructure opportunities identify the play area and associated playing field behind Bryntirion as important open space for recreation and leisure within the community.

4.3.3 Development Opportunities

The latest housing development in Tregaron was at Llys Maesamlwg where 14 affordable homes were erected by Tai Cantref. There have also been a few individual developments. Whilst the site adjacent to the proposed Cylch Caron has a large-scale elderly housing plan, there is a need for further affordable homes in Tregaron. There are a number of properties for sale but not many are within the reach of first time buyers.



Tregaron's placemaking priorities

4.3.4 High Street Improvements

The closure of all banks alongside some shops has had a significant impact on Tregaron town centre. However, all these sites have been sold to private investors who are working on developing these sites into new businesses. The imminent development of the Cylch Caron site is both welcoming and worrying! The new health centre is a magnificent attraction to Tregaron, however, the moving of the surgery, chemist and day care provision from the town centre to the new site will see a number of town centre buildings becoming vacant. However, if Tregaron decides to embrace the vision of becoming an outdoor pursuits destination, these buildings could be transformed to create much needed accommodation sites.

Accommodation is a major issue in Tregaron. We have an excellent hotel with 4-star accommodation, a number of Airbnb and guest houses but not enough accommodation to cater for the needs of our tourists. There is a newly opened bunkhouse but the need for a campsite or cheap self-catering accommodation is huge and these vacant buildings could be perfect for this.

Small business units and shared work spaces were a regular theme in our consultation. Therefore, Clos Twm Siôn Cati, the old primary school needs to be looked at as potential sites for redevelopment. Is there scope to lease these units to small companies who are looking for a store in the town centre selling their bespoke items? These units could be shared and entrepreneurs could have the opportunity to share a shop floor.

The following suggestions may potentially be eligible for the Transforming Towns fund from the Welsh Government. These suggestions fall within the Welsh Government '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 Tregaron where independents have proved far more sustainable in the pandemic and the shift to online trading than national multiples. These suggestions may also increase tourism if Tregaron could be marketed as an 'artisan/independent' centre of excellence.

- Reuse of vacant town centre properties for an outdoor / cultural hub. The hub would combine retail space with workshops and gallery space. Retail space would be available for local arts and crafts and a range of outdoor pursuits. Whilst the hub would provide facilities including arts and crafts workshops, a pop up gallery space, and have an equipment rental and repair shop for a number of outdoor pursuits. The hub could also provide showers and washing facilities and EV charging points for bikes.
- Provide catering and seating facilities for vendors to operate from units that are suitable for leisure / hospitality and in time support those that grow to take on an individual unit.
- There are opportunities to enhance connectivity for businesses to improve retail and recreation experiences by locals and tourists to boost the economy. Provision of a town App and website with access to free town Wi-Fi would increase accessibility to information on local attractions and businesses and help to promote Tregaron as a retail centre and tourist destination. This would build on the success of a digital information board already installed in the town centre. The LoRaWAN Internet of Things technology is currently under construction and will provide access to the internet and enable businesses, individuals and the town to access the internet and a range of data collection services.



1. Town centre

2. Houses in Tregaron

Images supplied by the Town Council

4.3.5 Actions

- Extend the Ystwyth Trail into town centre.
- Develop community garden.
- Curated events programme.
- Continue to support local events such as Tregaroc, Tregaron Harness Racing, Tregaron Turfs Junior Football Tournament, Eisteddfod Gadeiriol Tregaron, Tregaron Half Marathon etc.
- Install more bushes and benches.
- Implement more EV charging points throughout the town.
- Reuse empty shop windows with cultural info.
- Create a heritage trail around the town.
- Implement more bike stands and water fountains throughout the town.
- Develop a multi sports pitch for community use.
- Further develop the town website and content on the digital board.
- Square – regenerate the area and pilot to close over summer months - put benches in the area so people can use to meet/have lunch etc.
- Safe Route to school – path from Ysgol Henry Richard to Leisure Centre.
- Install street names signage across the town.
- Gateway to the Cambrian Mountains – attract walking/cycling enthusiasts and promote as an area to best experience walking and cycling/mountain biking trails.
- Support the development of the Cylch Caron project.
- In the short term, work with local businesses to reuse empty units for an Outdoor / Cultural hub.

- Open Space provision and green infrastructure opportunities identified the play area and associated playing field behind Bryntirion as important open space for recreation and leisure within the community.
- Develop a policy that supports local first time buyers purchasing properties.
- Redevelop vacant properties in the town centre to accommodation sites or shared business and retail units.
- Provide catering and seating facilities for vendors to operate from.
- Improve walkway between leisure centre, school and town centre.
- Develop town square for use for markets and festivals.
- Celebrate Tregaron as the Gateway to Cambrian Mountains.

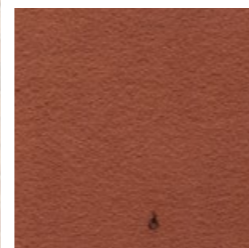
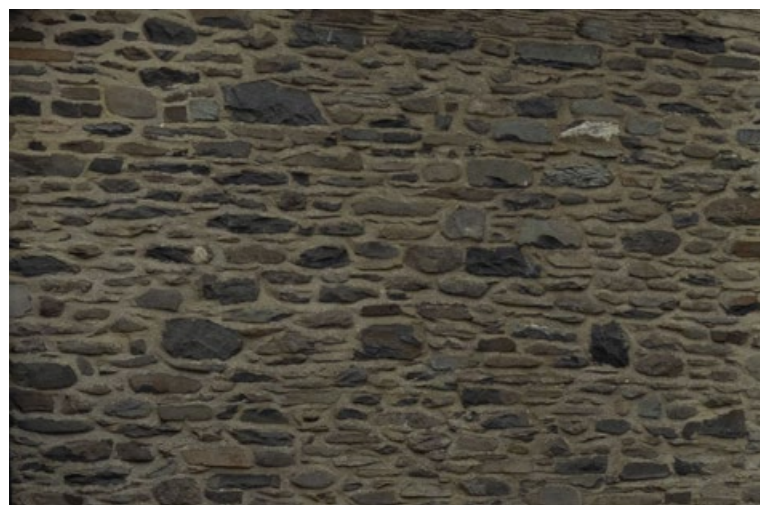
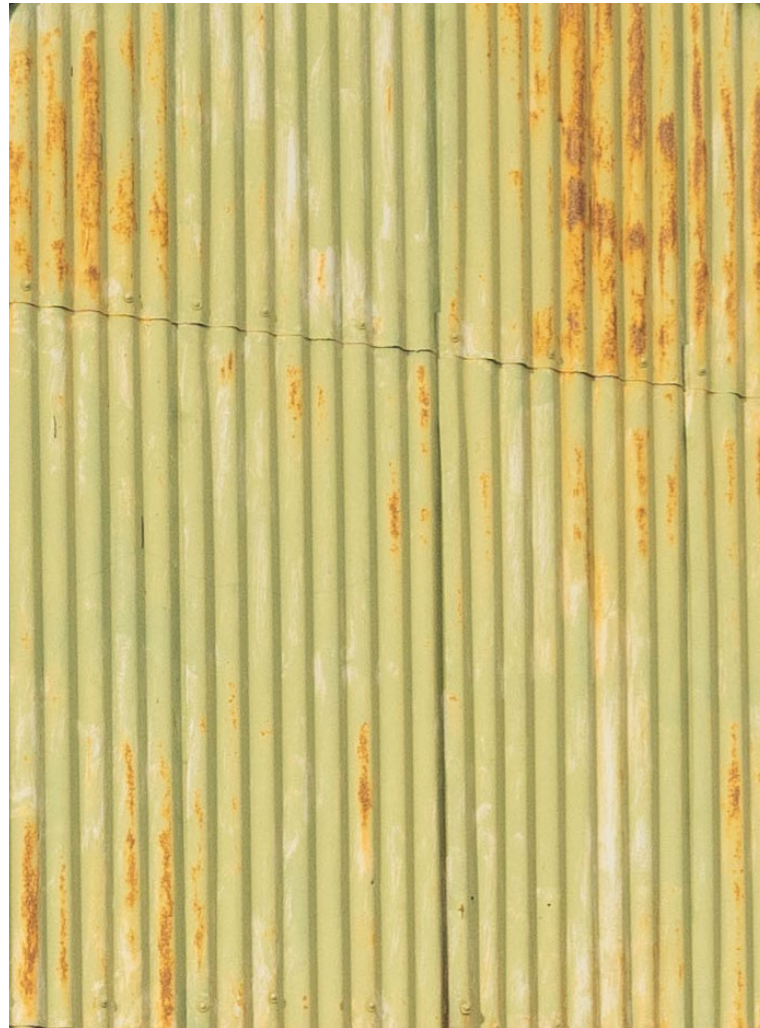
4.3.6 Placemaking Policy and Links

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
pl-01	Proposals that provide electric vehicle charging infrastructure will be supported.	Future Wales National Plan 2040 Policy 11: National Connectivity; and, Policy 12: Regional Connectivity.
pl-02	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.





Tregaron material palette

4.4.1 Overview

Tregaron is located in the upper Teifi valley, on the River Brennig, a tributary of the River Teifi, and is 11 miles north-east of Lampeter and 18 miles southeast of Aberystwyth and is the service centre for the surrounding villages. Tregaron sits in the foothills of the Cambrian Mountains, at a crossroads of routes to the north, south, east and west, and at a crossing point over the river. It is also close to Strata Florida and Llanddewibrefi, both important religious centres in the mediaeval period.

A small settlement in the pre Anglo-Norman period, in 1290, Edward I granted to Geoffrey Clement the privileges of holding a weekly market and two annual fairs. Tregaron grew as the market town for the area - an area of scattered agricultural holdings of various sizes. To the south was broad, fertile countryside and the east rich landowners with extensive upland holdings. To the north is Cors Caron, which was fertile agricultural land when it was drained. To the west were self-sufficient farmers on smallholdings in upland areas of the Cambrians. All these people were reliant on the weekly market at Tregaron. The early nineteenth century saw the town grow further due to its location as an important stopping point for drovers before or after they crossed the inhospitable Cambrian mountains, but it did not develop greatly outside the historic core until the late 20th century.

Tregaron, although still a small town, is the only substantial settlement within the Ceredigion upland landscape. It still holds its livestock market and remains a centre for local agricultural services. The historic core is centred on a market square and the mediaeval St Caron's Church, with secondary development found on the west bank of the River Brennig towards the former railway station. It is not a planned settlement, and most buildings front directly onto narrow, winding streets. Most of the older building stock dates to the 19th century. It still provides a local service centre for an extended catchment area and relies on small-scale tourism. Tregaron has active cultural life with many clubs and organisations.

Historical Associations and Traditions

1. Places:

Local tradition says that the mound on which the church stands is the burial place of Saint Caron in the 3rd century AD. Ffynnon Garon, recorded by Francis Jones (1954) as a holy well near Glan Brennig Farm, Tregaron, where the water was drunk with sugar at Easter time. It was also customary for lovers to bring each other gifts of bread, eat it and wash it down with water from the well. On 10th July 1848 "Batty's Menagerie" visited Tregaron, and one of the circus elephants died in the stable at the Ivy Bush Inn, from drinking water contaminated with lead. The elephant is said to be buried 'behind the Talbot Hotel', although the exact site is unknown.

The Cylch Cerrig by Brynheulog is a permanent record of the visit of the National Eisteddfod of Wales to the town in 2022. The idea of placing a Cylch Cerrig came from the Tregaron Appeal Committee to have a lasting memory of holding the Eisteddfod in the town. Tregaron Town Council took on the project and after discussion, planning and several challenges the stones are in place. It is a circle of 14 permanent stones set in cement and a historical record in the town for years to come. The stones were donated by local families to be part of this historic project.

2. People:

Saint Caron was reputedly a man of lowly origins but according to Meyrick (1907) "his courage and generous deportment obtained him the sovereignty in Wales: he made war against the Romans, reigned seven years and was buried in Tregaron". Other sources suggest that there are two suggestions as to the identity of Caron. He is associated with either being Carausius, a 3rd-century Roman military commander or the 4th-century holy man, Saint Ciarán of Saighir in Ireland.

Henry Richard was born in Tregaron in 1812. He was a Congregational minister and Welsh Member of Parliament between 1868–1888. In 1848 he was appointed Secretary to the Peace Society, gaining an international reputation as 'The Apostle of Peace'. In 1868 he became M.P. for Merthyr and his concern for Welsh affairs in Parliament earned him the nickname, 'the Member for Wales.' He was also a prominent pioneer in education and in 1883 he became the first vice-president of Cardiff University College. He was also an active supporter of the anti-slavery movement.

Twm Siôn Cati is a legendary figure possibly based on a real life person or people and known as the Welsh Robin Hood. He was born in Tregaron and following a varied, successful and often illegal career, he settled down at a 'grand house' in Tregaron as a venerated member of the local elite.

3. Events:

The longest running events at Tregaron are probably the weekly livestock markets, formerly held in the square outside the Talbot and which are still running but on a fortnightly basis at the modern Cattle Market in the northern area of the town.

An annual St. David's Day is held in the town where pupils from Ysgol Henry Richard along with the community parade from the school down to the Memorial Hall where there is entertainment from school pupils, with an open invite to everyone in the town to come along and join the fun. It's important to celebrate the Welsh language and culture on this significant day.

- The National Eisteddfod, Wales' largest cultural festival, was held in Tregaron, from 30 July to 6 August 2022.
- Tregaroc, Welsh Music Festival, held annually in May since 2014.
- Tregaron Harness Races has been held annually since 1984.

Tregaron still has an active programme of events – Tregaron plays host to the Tregaron Music Festival - Tregaroc, Tregaron Carnival, Tregaron Show, Tregaron Harness Racing and the Tregaron Eisteddfod, amongst others.

Tregaron has a strong Welsh culture and is steeped in history. Efforts must continue to be made to promote the use of the Welsh language within the community through bilingual signage and events. Protecting the town's architectural heritage is equally important, ensuring that future developments respect its unique character and cultural background. There is a Heritage Centre in the town and this should also be promoted. A town history trail is an ongoing project in partnership with Ysgol Henry Richard and the History Society.

4.4.2 Welsh Language

Tregaron has one of the largest populations of Welsh speakers in Ceredigion, however, we need to encourage individuals and companies to use this when communicating and marketing. Tregaron should introduce a policy that rewards the use of Welsh language e.g. rate relief. Additionally, planning should have a policy that refuses any applications for place names or name changes to properties or businesses.

The following are a number of policy based ideas. Funding opportunities are available for Placemaking and promoting the Welsh Language as part of the Transforming Towns fund, in the form of a £15.2 million placemaking fund.

Suggestions include a cultural/outdoor hub, taking advantage of Tregaron's location at the foot of the Cambrian Mountains and its historic links with Drovers' pilgrimages across the mountains. The hub could provide facilities for a range of walker and cyclist's activities including maps and information on trails as well as connections to the National Cycle Route for road cyclists, lockers and bike storage facilities, a wash bay for bikes and retail aimed at outdoor pursuits. The cultural hub would showcase local heritage attractions and events, and would offer an outlet for local crafts. It could also usefully function as a dark skies tourism base offering information and tours. Tregaron Heritage Centre would benefit from additional promotion and possible links to a Town website and a Town App.

4.4.3 Historic Culture and Architectural Heritage

Tregaron is rich with history and culture. The built heritage, especially in the conservation area should be protected from any unsympathetic changes. The Henry Richard statue along with Twm Siôn Cati wooden statue should be regularly maintained to ensure its longevity.

Town history trail should be developed and the culture of the town proudly displayed – in partnership with Ysgol Henry Richard & Tregaron History Society.

1. Reuse empty shop windows with cultural info.
2. Empty units could hold local exhibits.
3. Tregaron Heritage Centre displays the history of the town and the Town Council supports this work as it continues to develop.
4. The National Eisteddfod Ceredigion 2022 was the town's biggest event ever and the real potential for Tregaron is in this period after the Eisteddfod as people re-visit the town – a series of places where people can 'revisit' the Eisteddfod digitally - while offering the best of the competition, and the other events'.



Tregaron Heritage Centre

4.4.4 Actions

- Establish an outdoor/cultural hub for events and retail opportunities in partnership with local businesses on the site of Clos Twm Siôn Cati within the next three years.
- Promote the Tregaron Heritage Centre.
- Maintain the Henry Richard Statue and Twm Siôn Cati wooden statue.
- Establish a town history trail.
- Promote the use of the Welsh Language.
- Celebrate Tregaron as the Gateway to Cambrian Mountains.
- The National Eisteddfod Ceredigion 2022 was the town’s biggest event ever and the real potential for Tregaron is in this period after the Eisteddfod as people re-visit the town – a series of places where people can ‘revisit’ the Eisteddfod digitally - while offering the best of the competition, and the other events’.

Ref	Policies	Relevant National & Local Policies & Strategies
hc-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.
hc-02	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.

4.4.5 Heritage and 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.



Bwlchgwynt Welsh Calvinistic Methodist Chapel



4.5.1 Overview

The local economy is largely based on the agricultural sector and the town provides a popular local market of cattle and sheep. The town offers a range of retail and convenience shops and food establishments and has a small site of industrial units. The town’s economic ambitions are built on supporting the existing foundation economy of farming through the mart, but also providing wider support for entrepreneurs through the development of incubator units and craft workshops, as well supporting increased footfall through a curated programme of events whereby local producers and crafts people can showcase their wares. The reuse of empty shops to support pop up enterprises should also be explored. Local events that are held annually such as Tregaroc, Campau Caron Tregaron Harness Racing, Tregaron Turfs Junior Football Tournament, Eisteddfod Gadeiriol Tregaron, Tregaron Half Marathon etc increase the footfall into town as well as a boost to local economy. The stunning Tregaron – Abergwesyn mountain road was originally the first stage of the drover’s route. Today it is a popular driving route and cycling route across the mountains, with far reaching views across the moors. The switchback bends of the ‘Devil’s Staircase’ is one of the toughest, but ‘must do’ cycling challenges which attracts a number of visitors into the town annually.

4.5.2 Education

We are in the fortunate position of having a newly opened 3-16 school in Tregaron which is flourishing. With the recent closure of the swimming pool, this has provided an opportunity to renovate this area into a Meithrin which will ensure that our education can be delivered from one site including a community library and educational zone for adults.

4.5.3 Attractions

At the moment there is one pay and display car park in Tregaron but the majority of locals and visitors park on street sides or on the main square. Amending this could have an impact on local businesses as the casual shopper might not be able to pull in and shop however there is scope for the town to inherit the car park from the Authority and therefore generate income for the town

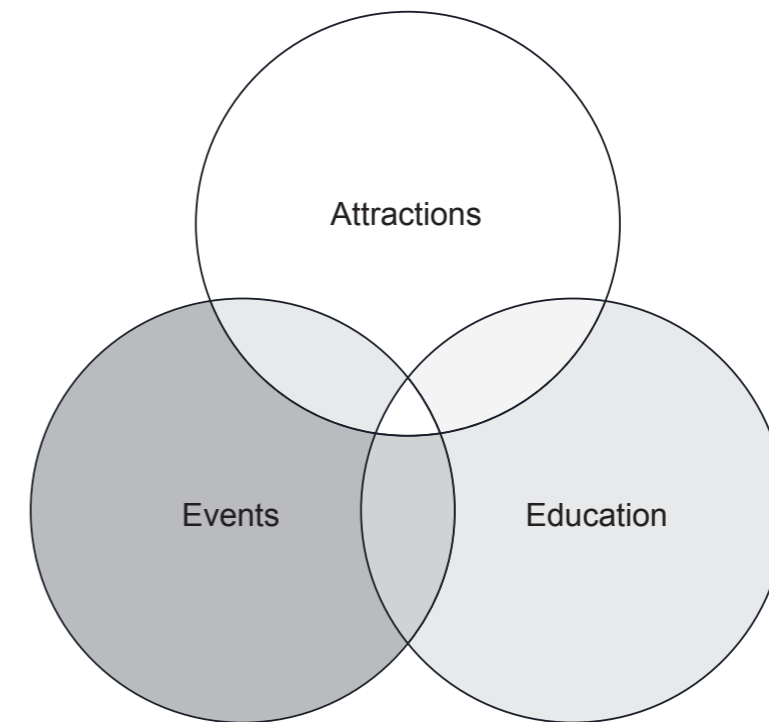
through this; or in moving forward we could charge for parking on the square and make the car park free therefore encouraging users to use the parking facility and having pay and display on the square could generate more income than the actual car park. This extra income to the town could be used to regenerate certain aspects in the town.

The Cylch Cerrig, walking trails along the Teifi Valley Trail, Cors Caron and other areas are other important attractions that increase footfall to the town and are of great economic benefit.

Tregaron is proud of its active community with numerous groups and organisations offering weekly and monthly events and meetings. This list is endless but includes something for all. In addition groups like Tregaroc, Campau Caron and the Trotting Racing play an important role in attracting people to Tregaron and these groups need support and encouragement to continue and develop to ensure they continue and grow. The economic benefit of an event like Tregaroc is massive when over 500 people visit the town for a day in May. Whilst the bars benefit greatly from this, during the day the footfall of visitors to other local businesses in the town is greatly increased.

4.5.4 Local business

Tregaron is one of only two towns that still have their livestock market. Even though this trade is not as busy as past years, it is still a hugely important asset to the town. Its commercial values are great but its power to attract people from far away to Tregaron is its greatest tool. Being located in vast agricultural land, not many (if any) towns in the UK can boast the power that Tregaron has of being able to take your animals from field to fork without the need to leave SY25! Farmers rear their animals on our land, these can then be sold at the market, slaughtered in the local abattoir, sold again in the local butchers and then served in one of our towns eateries. A personal and unique experience – one which we should market!



Tregaron’s economic priorities

4.5.5 Promotion

We're extremely fortunate to be living in such a beautiful area where we have everything we need, but we are very poor at marketing our locale.

Celebrate Tregaron as the Gateway to Cambrian Mountains. An increase in visitors would benefit us as residents as more money and opportunities would become available to us, further improving our living standards.

An interactive noticeboard has been installed on the Square which highlights what is available to people in Tregaron but we need something that will attract people to Tregaron first such as a town app or an attractive website. The noticeboard will be a fantastic addition but will only be accessible to people that visit the town - we need to firstly attract people to the town!

Plan to consider creating a brand for Tregaron using the image of an Elephant. Elephants have a strong image and of course the story of the Elephant in Tregaron is still in the imagination of visitors.

The following are policy based ideas on Promotion and Management:

Following on from the successful installation of an interactive noticeboard in the square in Tregaron, visitor numbers could be increased through the provision of free Wi-Fi and a town app. This would be delivered through connection to the LoRaWAN Internet of Things network that is currently under installation by Ceredigion County Council, and would enable local attractions and businesses to advertise on the town's website and for visitors to use an app to search for activities and retail experiences in the local area.



1. Ysgol Henry Richard

2. Livestock mart

Images supplied by the Town Council.

4.5.6 Actions

- Establish an all weather sports pitch for events and retail opportunities to be developed in the next three years working with local businesses.
- Provision of a town app, website and access to free town Wi-Fi.
- Inherit carpark from Local Authority, make free and charge for parking in the main square.
- Use the agricultural land, farmers, livestock mart, and eateries as a unique selling point.
- Extend the Ystwyth Trail into the town centre.
- Program of events driving footfall in town centre.
- Continue to support local events such as Tregaroc, Tregaron Harness Racing, Tregaron Turfs Junior Football Tournament, Eisteddfod Gadeiriol Tregaron, Tregaron Half Marathon etc.
- Pop up shops in empty units.
- Develop incubator units for start up business.
- Establish a craft / artisan industry trading/ workshop area.
- Establish an outdoor cultural hub for events and retail opportunities to be developed in the next three years working with local businesses.
- In conjunction with the outdoor hub develop trade links to the types of shops and products such users may need and encourage their participation in the town as a start at events and hope for a permanent presence (bike repairs / outdoor clothing/ artisan food suppliers).
- Implement more EV charging points throughout the town.

- Cultural / heritage trail driving footfall.
- Implement more bike stands & water fountains throughout the town.
- Develop a multi sports pitch for community use.
- Further develop the town website to attract footfall.
- Square – regenerate the area and pilot to close over summer months - put benches in the area so people can use to meet/have lunch etc. Develop town square for use for markets and festivals.
- Gateway to the Cambrian Mountains – attract walking/cycling enthusiasts and promote as an area to best experience walking & cycling/ mountain biking trails. Promote the Teifi Valley Trail.
- Use Mart to celebrate local produce and producers.
- The National Eisteddfod Ceredigion 2022 was the town’s biggest event ever and the real potential for Tregaron is in this period after the Eisteddfod as people re-visit the town – a series of places where people can ‘revisit’ the Eisteddfod digitally - while offering the best of the competition, and the other events’.
- In order to take advantage of renewable energy opportunities in Tregaron and in the surrounding areas, establishing a community company in order to drive local developments as well as receiving grants from external developers would allow a long-term sustainable economy for the residents of Tregaron.
- Plan to consider creating a brand for Tregaron using the image of an Elephant. Elephant has a strong image and of course the story of the Elephant in Tregaron is still in the imagination of visitors.

4.5.7 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	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).
ec-02	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.

Environment



4.6.1 Overview

Tregaron Town Council can advocate for and implement climate and initiatives at local level. The Town Council can work towards implementing sustainable practices within council operations, such as renewable energy adoption and waste reduction as well as promoting this to residents and visitors to the town. By promoting events, collaborating with the school and local organisations, advocating for change, and developing crucial partnerships, the Town Council can create a lasting impact within the community for generations to come. The Town Council encourages both residents and visitors to shop locally, buy local produce from local suppliers that reduces food miles and the footprint. As well as this, it's important to encourage individuals and businesses to increase their recycling habits and reuse items and equipment. Together, with the collective efforts of individuals, organisations and the town council, we can build a greener, more sustainable future for all.

Being located in vast agricultural land, not many (if any) towns in the UK can boast the power that Tregaron has of being able to take your animals from field to fork without the need to leave SY25! Farmers rear their animals on our land, these can then be sold at the market, slaughtered in the local abattoir, sold again in the local butchers and then served in one of our towns eateries. A personal and unique experience which reduces carbon footprint – one which we should market!

Local projects such as improvements to parks, greenspace, local paths etc can help to look after the local environment and build a green sustainable area to live in.

4.6.2 Sustainable Travel

With electric cars becoming increasingly popular, the town has a few charging points within the town's main car park. These are located centrally so whilst these cars are being charged, drivers and passengers can visit the local amenities. Alongside this, Tregaron could look to become plastic free especially with the installation of water fountains where people can refill their water bottles instead of continually purchasing plastic bottled water.

The following are a number of policy based ideas for climate change. Funding opportunities for

these suggestions are potentially available from a number of Welsh Governments funds, including the Active Travel Fund and Ultra Low Emission Vehicle Fund.

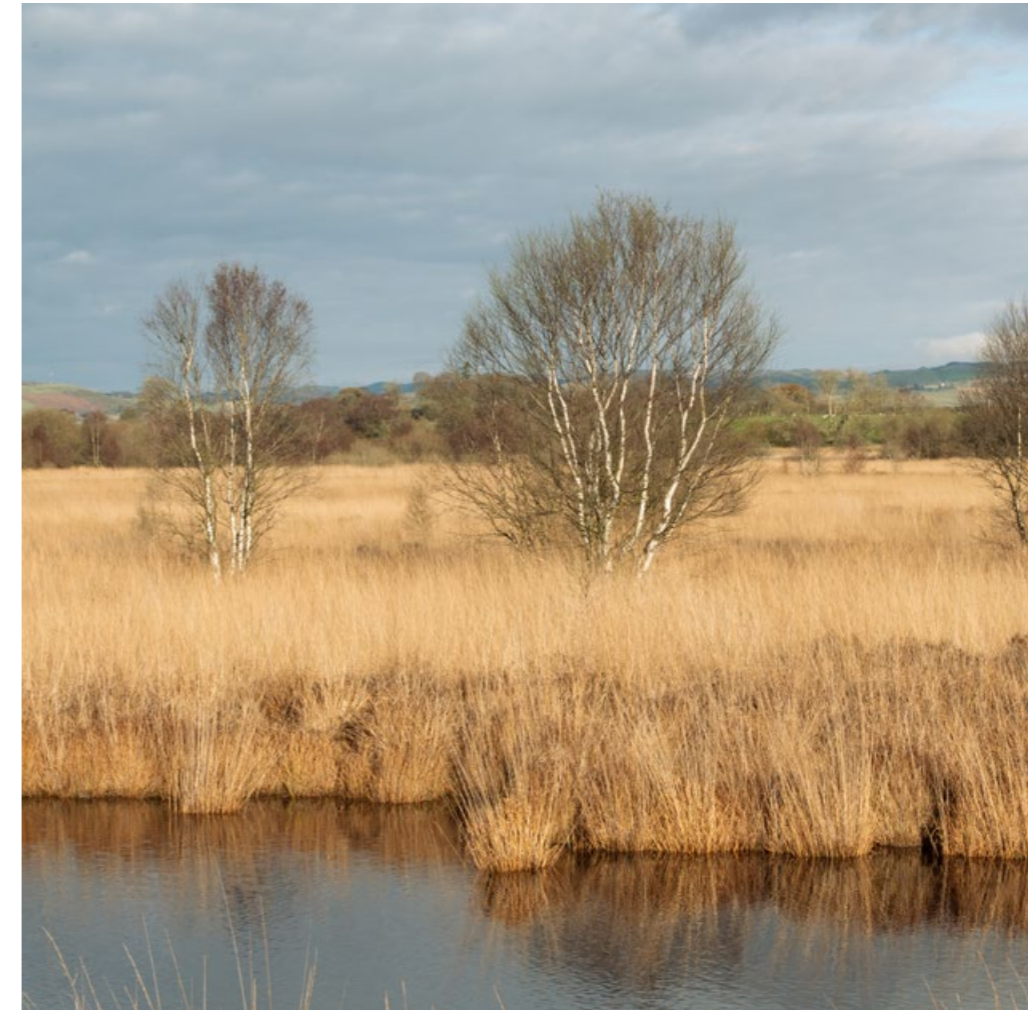
Installation of electric vehicle and electric bike charging points in line with the proposed transport strategy is essential to increase the appeal of Tregaron as a destination for eco-friendly tourism, in keeping with its location at the gateway to the Cambrian Mountains. The carpark behind Clos Twm Siôn Cati has ample space for siting electric vehicle charging points, with the hotel and Main Square, a minute's walk away.

4.6.3 Green Infrastructure

The Ystwyth Trail along the disused railway is a fantastic link between Tregaron and Aberystwyth however the fact that the trail ends two miles before Tregaron has a significant impact on visitors and users. If this trail was extended it would have a great impact on the local economy and visitor numbers to the town, as the users would park in Tregaron then walk/cycle to the nature reserve before returning to Tregaron and calling in the local shops or eateries. At the moment these individuals visit the reserve but instead of coming into Tregaron head straight off to the larger towns.

Policy based ideas on improving the natural environment are outlined below. Potential funding for the following suggestions include the support package for allotments provided by Social Farms and Gardens working in partnership with the Welsh Government. Whilst a number of different funding streams from Natural Resources Wales are potentially available for tree planting and tiny forests.

- The provision of Community Garden and nature garden on the site of the old pitch and putt next to the Bowling Green would provide green infrastructure and open space opportunities, with associated health and well-being benefits, and improve ecosystem services and habitat connectivity.
- Open Space provision and green infrastructure opportunities identified the play area and associated playing field behind Bryntirion as an important open space for recreation and leisure within the community, with the potential for a tiny forest and picnic area and a sensory/nature garden.



Cors Caron

4.6.4 Actions

- Plastic free Tregaron – this will have a range of benefits such as environmental protection, reduce waste, health benefits, economic benefits, better to wildlife, increases recycling, improves soil health, supports biodiversity and reduces carbon footprint.
- Ystwyth Trail – A plan to extend this into the town creating a safe route for users would mean residents could access the route more readily and visitors could finish the route within the town and make use of the facilities on offer. This would also allow residents/visitors to walk/cycle directly to Cors Caron from the town centre without having to drive a few miles. This will reduce carbon footprint.
- All-weather Sport pitch – to support the development of an all-weather sporting facility in the town.
- Community garden – has a range of environmental benefits to the town. It boosts biodiversity by allowing different species of plants, animals and insects to thrive, improves air and soil quality as growing plants is an environmentally friendly way to start improving air quality, increasing food security by growing food locally and making it available to the community at a lower cost which in turns promotes health eating and reduces food miles by making food available without being imported or driven around before getting to the town.
- Tree planting – provides habitats for urban wildlife and can reduce noise pollution, as well as improve physical health and mental wellbeing.
- Town centre regeneration (bushes and benches) – seeking a healthier balance between vehicles and people in the square would free up space for greening, events and for people to walk, cycle and meet in the town centre.
- Water fountains – installing water fountains throughout the town can be of great benefit to the environment, can be used to fill reusable drinks bottles and reduce the amount of

plastic going to landfill. Both residents and visitors to the town can utilise these whilst out walking, jogging, playing sport or using the local playground.

- Self-sufficient – hydro / energy – Communities that invest in renewable energy sources, such as solar panels, can maintain power during grid disruptions. Community self-sustainment means greater control over the economy, food supplies and energy sources. Community self-sustainment is closely tied to environmental sustainability.
- In order to take advantage of renewable energy opportunities in Tregaron and in the surrounding areas, establishing a community company in order to drive local developments as well as receiving grants from external developers would allow a long-term sustainable economy for the residents of Tregaron.
- Establish an outdoor cultural hub for events and retail opportunities to be developed working with local businesses.
- Provision of a town app, website and access to free town Wi-Fi.
- Inherit carpark from Local Authority, make free and charge for parking in the main Square.
- Use the agricultural land, farmers, livestock mart, and eateries as a unique selling point.
- Use Mart to celebrate local produce and producers.
- Develop town square for use for markets and festivals.
- Celebrate Tregaron as Gateway to Cambrian Mountains.
- The National Eisteddfod Ceredigion 2022 was the town’s biggest event ever and the real potential for Tregaron is in this period after the Eisteddfod as people re-visit the town – a series of places where people can ‘revisit’ the Eisteddfod digitally - while offering the best of the competition, and the other events’.

4.6.5 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	Developments that include measures to achieve low carbon emissions by using renewable energy and low carbon technology will be supported.	Future Wales The National Plan 2040: Policy 17: Renewable and Low Carbon Energy and Associated Infrastructure LDP Policy LU25: Renewable Energy Generation.



Cors Caron bog with Cambrian mountains as a backdrop

Tregaron Place Plan

4. Themes and Objectives

Key:

Sites identified within the Place Plan

— Settlement boundary

— Site boundary

1. Former Primary School ● Outdoor/cultural hub

2. Cylch Cerrig ● Tregaron Stone Circle

3. Site adj to Y Talbot ● Bunkhouse

4. Site adj to Cylch Caron ● Accommodation/housing

5. Petrol Station ● Relocate and create river walk

6. Ystwyth Trail ● Extend from Cors Caron to town centre

7. Leisure Centre ● Health/recreation including swimming pool

8. Playground ● Secure green space status

9. Cylch Caron ● Health centre

10. Ysgol Henry Richard Rugby Field ● All weather pitch

11. Livestock Market ● Town asset

12. Carpark ● Generate income

13. Tregaron Heritage Centre ● Increase promotion

14. Ysgol Henry Richard ● Renovated into a Meithrin

Focal points

15. Cors Caron

16. Cambrian Mountains

17. The Talbot (Hotel)

18. Rhiannon (Jeweller)

19. Henry Richard (Statue)

20. Strata Florida (Abbey)

21. Soar y Mynydd (Chapel)

22. Twm Siôn Cati (Statue)

23. Dewi Sant Church (Llanddewibrefi)

Local Development Plan allocated sites

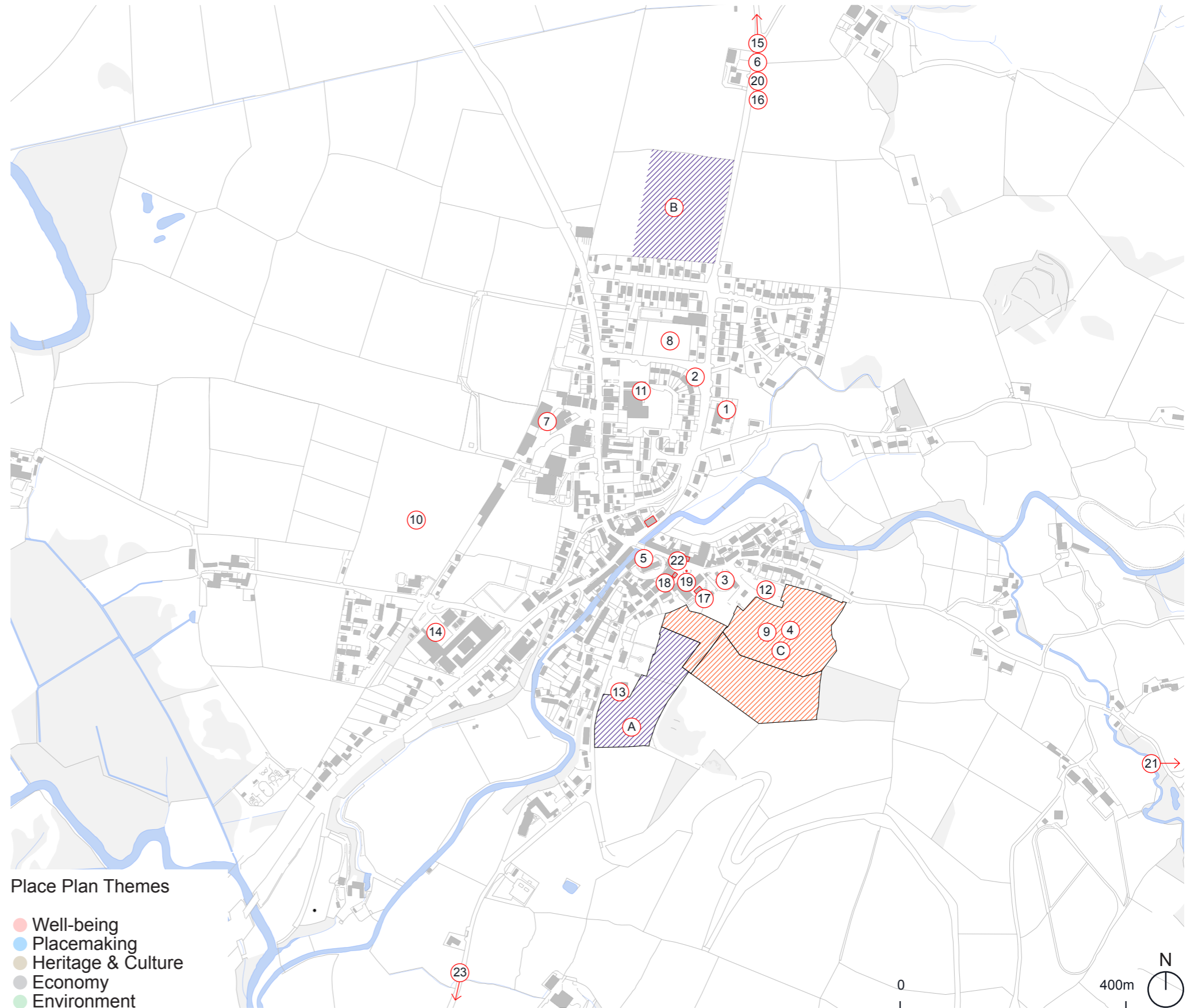
▨ Housing Allocations

A. Land off Dewi Rd - H0701

B. Lan Reat to Rhyd-y-Fawnog - H0702

▨ Mixed Use Allocations

C. Cylch Caron Project, land rear of Talbot Yard - M0701



Place Plan Themes

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

Tregaron Place Plan

