

# DRAFT LLANGOLLEN TOWN PLAN 2012

"Looking Forward Together"



# Introduction

Denbighshire County Council has adopted a strategic aim of being “a high performing council closer to the community”.

To help achieve this aim, the County Council is inviting the town and community councils and the businesses, community and voluntary sectors in each of its main towns and the smaller outlying communities which relate to them to join together to develop “town plans”. These will be living documents which will be subject to regular reviews and will set out

- the current situation in the towns
- the key challenges and opportunities which they will face over the next decade
- a vision for each town which will provide it with a sustainable future, and
- realistic and achievable actions which will deliver that vision.

Llangollen is situated along the River Dee between the Berwyn and Ruabon mountains, overlooked by Castell Dinas Bran. The town has been a magnet for travellers and visitors since the early 19<sup>th</sup> century.

Llangollen is famous for its annual International Musical Eisteddfod, held every July at the Llangollen Pavilion, with competitors coming from more than 50 different countries.

The railway arrived in Llangollen in 1862 and the restored railway is now run by Llangollen Railway PLC. The rail line currently extends to Carrog but will soon run as far as Corwen.

The ruins of 13<sup>th</sup> century Castell Dinas Bran are on the hillside above Llangollen and the 18<sup>th</sup> century home of the Ladies of Llangollen, Plas Newydd, is in the town itself.

The population of the town of Llangollen is 3,900. The town also serves the surrounding areas of Froncysyllte and Garth, Acrefair and Llantysilio, a further population of 4,260.



## Map showing the wards in the Llangollen Area



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# Where we are now

## People

Compared to the county as a whole, the town of Llangollen has

- more people aged over 65,
- a higher percentage of over 85's,
- fewer young people under 15,
- fewer households claiming housing or Council Tax benefit
- a similar proportion of households which are overcrowded

## Community

Compared to the county as a whole,

- more people in the town of Llangollen have been born in Wales, but
- less people can speak Welsh.

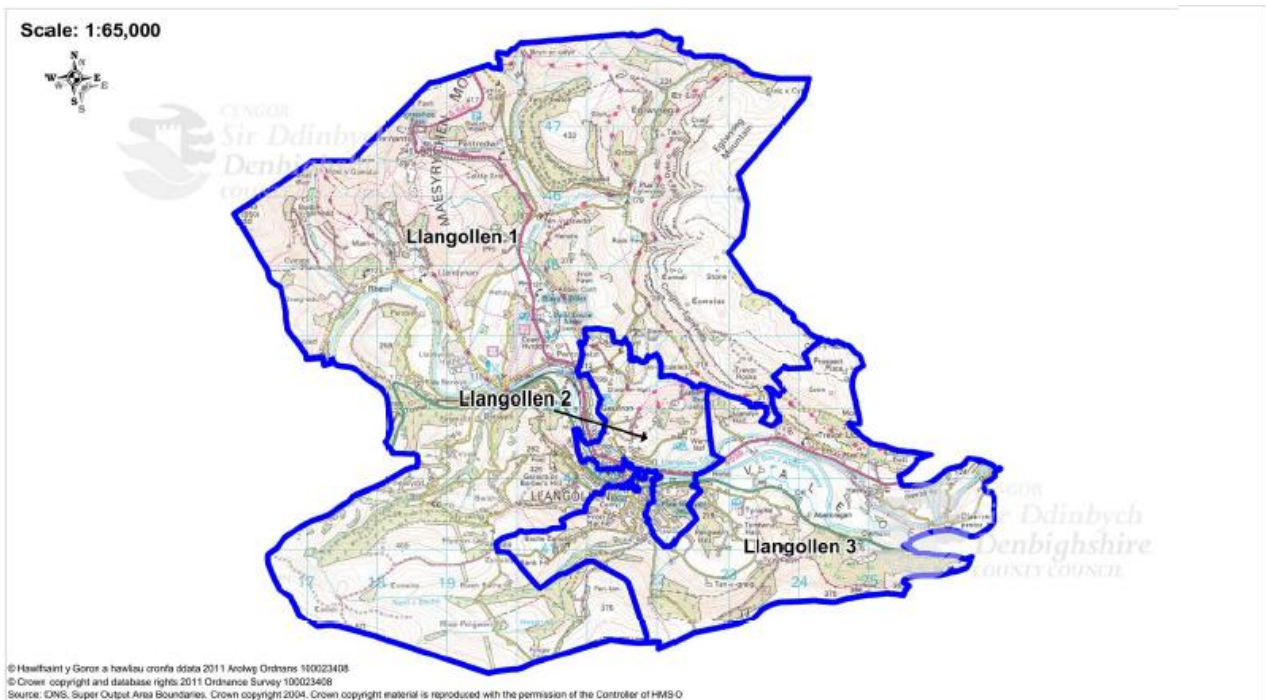
The crime rate in Llangollen is higher than the average rate for the County, particularly for incidences of theft and handling. The rates of incidences of violence and criminal damage are lower than the averages for the County.

The Welsh Government uses a formula to measure deprivation. Wales is split into 1896 areas which are smaller than County Council wards. Each area is then ranked with the most deprived given a score of 1 and the least deprived as score of 1896. The scores in different years are not directly comparable because the way in which the index is calculated changes over time, but nevertheless give an indication of the Welsh Government's view about the deprivation in the town at various points in time.

"Lower layer super output area"	Ranking in 2005	Ranking in 2008	Ranking in 2011
Llangollen 1	755	811	842
Llangollen 2	1118	915	1192
Llangollen 3	1482	1494	1607

In the 2011 edition of the Index, all wards have a better ranking than in 2005.

## Map showing the Lower Super Output Areas



### Jobs

Compared to the county as a whole,

- fewer people who live in Llangollen work in the public sector
- fewer people work in retail
- a higher percentage of people work in manufacturing
- a higher percentage of people work in hotels and restaurants
- fewer people commute more than 20km to work, and
- a lower percentage of people of working age claim Job Seekers' Allowance.

Annual household incomes in the Llangollen are higher than the average for Denbighshire.

### The place

There are a number of vacant retail units in Llangollen but this is much lower than average level for the UK.

### Vacancy rates for retail premises – Autumn 2011

Llangollen	6.4%	9 units
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UK	13.3%	(Colliers International)
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Llangollen has several popular attractions, including Plas Newydd which had 9340 visitors in 2011, Dinas Bran Castle, the Llangollen Steam Railway, a noted golf club, the canal and its horse drawn boats, Valle Crucis Abbey, the Horseshoe Pass and Thomas Telford's Pontcysyllte Aqueduct, now a World Heritage Site, located just outside Llangollen.

The number of bed spaces in graded visitor accommodation in the town is 46.

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## **Future challenges and opportunities**

### **People**

There is a higher proportion of people aged over 65 and 85 in Llangollen. This is an age group that is projected to increase as a proportion of the population, creating both more demand for local services and opportunities for local businesses and the local economy.

A transient population are using accommodation that is not suitable for long term occupation.

### **Community**

There is no permanent civic amenity site.

There is potential to improve the sports pitch.

Greater use could be made of the Pavilion as a school and community resource particularly during the school day.

There is a lot of community activity for young people including a youth club, young farmers, youth football club, youth cricket team, scouts and beavers, silver youth band, operatic youth group, boys brigade.

The scout hut is in need of refurbishment.

The Riverside Park is popular and well used. There is a good working arrangement with the café owner to open and close the public toilets.

A boys male voice choir is well established at the high school.

## Jobs

Possible development of large brownfield site on the edge of town with retail opportunity.

Possible move by Dobson and Crowther to new purpose built premises.

There is potential to promote and encourage higher value tourism to Llangollen which could result in more people employed in higher paid jobs.

There is potentially a market for outdoor pursuits that hasn't yet been fully exploited.

## The place

Llangollen is a popular tourist destination for day visitors. There is an opportunity to turn day visits into longer stays.

The signage in and around the town is of poor quality and confusing.

There is insufficient parking in the town centre.

The weekly market occupies part of the coach park in Market Street car park reducing the amount of parking space available.

Llangollen is now within the extended Area of Outstanding Natural Beauty and the World Heritage Site buffer zone.

Llangollen is within range of the cruise ships docking at Liverpool offering tours to passengers.

The canal is very busy and up to maximum capacity for canal boats.

There is no pedestrian crossing on or near the junction of the A5 and Castle Street.

There is a good bus service serving Llangollen.

A project at the Horseshoe Falls is about to start to improve the footpath and toilets, provide better interpretation and making the venturi mechanism accessible for public viewing.

Flytipping and litter are a problem across the area.

There is a need for more restaurants, particularly to support the night time economy.

An exhibition about the importance of the picturesque landscape is to be held at Plas Newydd in 2014.

A feasibility study has been produced for the Weaver's Mill at Plas Newydd.



# Vision for Llangollen

We want Llangollen

- to offer an enviable quality of life attractive to residents of all ages,
- to provide a visitor offer that is of higher quality and value
- to continue being the place 'where Wales welcomes the world'

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## Making it happen...

<b>...for people</b>			
What we want to achieve	We will achieve this by	This will be led by	By when
The housing needs of residents have been met	Looking into providing more affordable housing	County Council Social Services Cymdeithas Tai Clwyd	1-5 years
The needs of the older population have been met	Looking into providing more extra care housing for older people	County Council Social Services	1 - 5 years

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## Making it happen...

<b>...for the community</b>			
What we want to achieve	We will achieve this by	This will be led by	By when
Improved sports facilities	Looking into the feasibility of a 3G sports pitch and the possibility of providing an additional football pitch	County Council Leisure, Libraries & Community Development	1 – 5 years
Improved local facilities	Transferring the town hall management to the Town Council	County Council Finance & Assets	1 year
	Looking into the feasibility of a new civic amenity site	County Council Environment	1 year
	Securing funding to refurbish the Scout Hut	County Council Planning, Regeneration & Regulatory Services	1 year
	Possibly relocating the police station from Parade Street to the Church Hall	North Wales Police	1 year
	Looking into improving the parking for the Health Centre	County Council Highways	1 year
	Developing a community garden at the Weaver's Mill, Plas Newydd	Sustainability Llangollen County Council Heritage Service	1 – 5 years
Residents and visitors not feeling intimidated by people consuming alcohol in public places	Implementing a Designated Public Place Order within the part of the town covered by the 30 mph speed limit	County Council Planning, Regeneration & Regulatory Services	1 year
A reduction in the amount of dog mess in public places	Consulting on the introduction of a Dog Control Order within the part of the town covered by the 30 mph speed limit	County Council Planning, Regeneration & Regulatory Services	1 year

## Making it happen...

<b>...for jobs</b>			
What we want to achieve	We will achieve this by	This will be led by	By when
Secure local employment	Securing the future of Dobson and Crowther	County Council Planning, Regeneration and Regulatory Services	1 – 5 years
	Improving local mobile phone reception	County Council Customer Services	1-5 years
	Encouraging higher value tourism jobs	County Council Planning, Regeneration and Regulatory Services	1 – 5 years

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## Making it happen...

<b>...for the place</b>			
What we want to achieve	We will achieve this by	This will be led by	By when
An improved visitor experience	Carrying out a full signage, parking and traffic movement audit	County Council Highways	1 year
	Looking into the possibility of moving the market to a different part of Market Street car park away from the coach parking area	County Council Highways County Council Planning, Regeneration and Regulatory Services	1 year
	Tackling untidy sites and buildings such as the old car showroom in George Street, the Woodlands Hotel, the Chainbridge Hotel, the old egg packing station	County Council Planning, Regeneration and Regulatory Services	1-5 years
	Improving the use of parking at the Pavilion and Ysgol Dinas Bran in peak season	County Council Highways	1 year
	Looking into the restoration of the Chain Bridge	Town Council	1-5 years
	Reducing the amount of litter and flytipping	County Council Environment	1 year
	Securing funding to implement the feasibility study for the Weaver's Mill at Plas Newydd to improve the visitor offer and therefore maximise the commercial benefit of the site	County Council Heritage Service	
	A viable town centre	Exploiting any untapped markets such as the outdoor pursuit market	Llangollen Chamber of Trade County Council Planning, Regeneration and Regulatory Services
Looking into the effect of Stan's supermarket		County Council Planning,	1 year

	opening on pedestrians and traffic flow	Regeneration and Regulatory Services County Council Highways	

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## **How will we know if we are on track?**

Annual reviews of progress will be undertaken by the County Council together with Llangollen Town Council. More regular updates will also be provided to the County Council's Member Area Groups and to the Town Council, and also to the wider community through County Voice and through press releases made by Denbighshire County Council. The Plan will be treated as a living document in which aspirations can be added or removed according to changes in circumstances.

## **Who was involved in the production of this plan?**

This plan was produced by Denbighshire County Council following consultations with County Council Councillors and Services, the Town Council, the Business Group, secondary school and the wider community.

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# Statistical Appendix

## 2001 census data

Percentage of...	In Llangollen	In Denbighshire
Young people aged 15 or under	16.2	19.7
All people aged 65 or over	21.7	20.2
People aged 85 or over	3.5	2.8
People claiming housing or Council Tax benefit	8.2	9.9
Overcrowded households	4.3	4.4
People born in Wales	59.7	57.9
People over 3 years of age who can speak, read or write Welsh	23.9	29.0
Working residents employed in the public sector	25.6	30.0
Working residents employed in manufacturing	18.5	13.9
Working residents employed in hotels and restaurants	10.5	6.5
Working residents employed in retail	12.8	16.4
Working residents who travel more than 20km to work	14.8	18.6

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