

Cyngor Bwrdeistref Sirol



Pencoed Regeneration Strategy and Action Plan

Final Report – August 2010



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Bridgend County Borough Council / Pencoed Town Council

Pencoed Regeneration Strategy and Action Plan

Final Report

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1 Introduction

1.1 The Brief

- 1.1.1 Hyder Consulting was appointed by Bridgend County Borough Council (the Council) in partnership with Pencoed Town Council in December 2009 to produce a Regeneration Strategy and Action Plan for Pencoed. As described in a recent 'Building a Brighter Bridgend' publication *"Bridgend CBC is committed to long-term regeneration and to working with key players such as health authorities, the police and business representatives to build a better county borough"*. Priorities identified include *"developing major town centres, promoting investment in disadvantaged communities and developing economic opportunities"*.
- 1.1.2 The core study area is shown on **Figure 1-1** although the study has also considered the immediate hinterland, for example the Business Park and Heol-y-Cyw, plus the wider regeneration initiatives occurring throughout Bridgend.
- 1.1.3 The purpose of preparing the regeneration strategy was clearly stated in the brief as leading *'...to a complete social, economic and environmental regeneration development package which embraces the principles of sustainable development and includes collaboration between the public, private and voluntary sectors'*
- 1.1.4 The brief also identified a number of aims for the Strategy. These have formed the basis of the development of specific study objectives and have been taken into consideration during the evaluation of project opportunities.
- 1.1.5 It is the intention that the Regeneration Strategy and Action Plan, following a period of formal public consultation will be approved as Supplementary Planning Guidance to the approved UDP and will inform the preparation of the LDP. Policy REG1 of the UDP provides the general framework within which regeneration and environmental projects will be assessed against. Policy REG2 states that development which is likely to have an unacceptable or detrimental impact on the implementation of a regeneration strategy will not normally be permitted.

1.2 Spatial Context

- 1.2.1 The settlement of Pencoed is located immediately to the north of Junction 35 of the M4, approximately 5 miles from Bridgend town centre by road. The study area identified for the purposes of the Strategy and Action Plan follows the Pencoed settlement boundary as defined in the adopted Unitary Development Plan (UDP) and is illustrated in **Figure 1-1**.
- 1.2.2 Pencoed has grown rapidly during the last century from a hamlet to a small town. Its expansion led to the small nearby settlements of Penprysg to the north, Hendre to the west and Felindre to the east amalgamating into the one large settlement of Pencoed.
- 1.2.3 The growth in Pencoed is mainly due to its high level of accessibility. The presence of the M4 provides links to other towns and cities within South and West Wales, including Bridgend, Swansea, Cardiff and Newport. The town's accessibility is further enhanced by the presence of the South Wales Mainline railway which has a stop at Pencoed and regular bus services which provide links to Bridgend in the west and Talbot Green to the north.

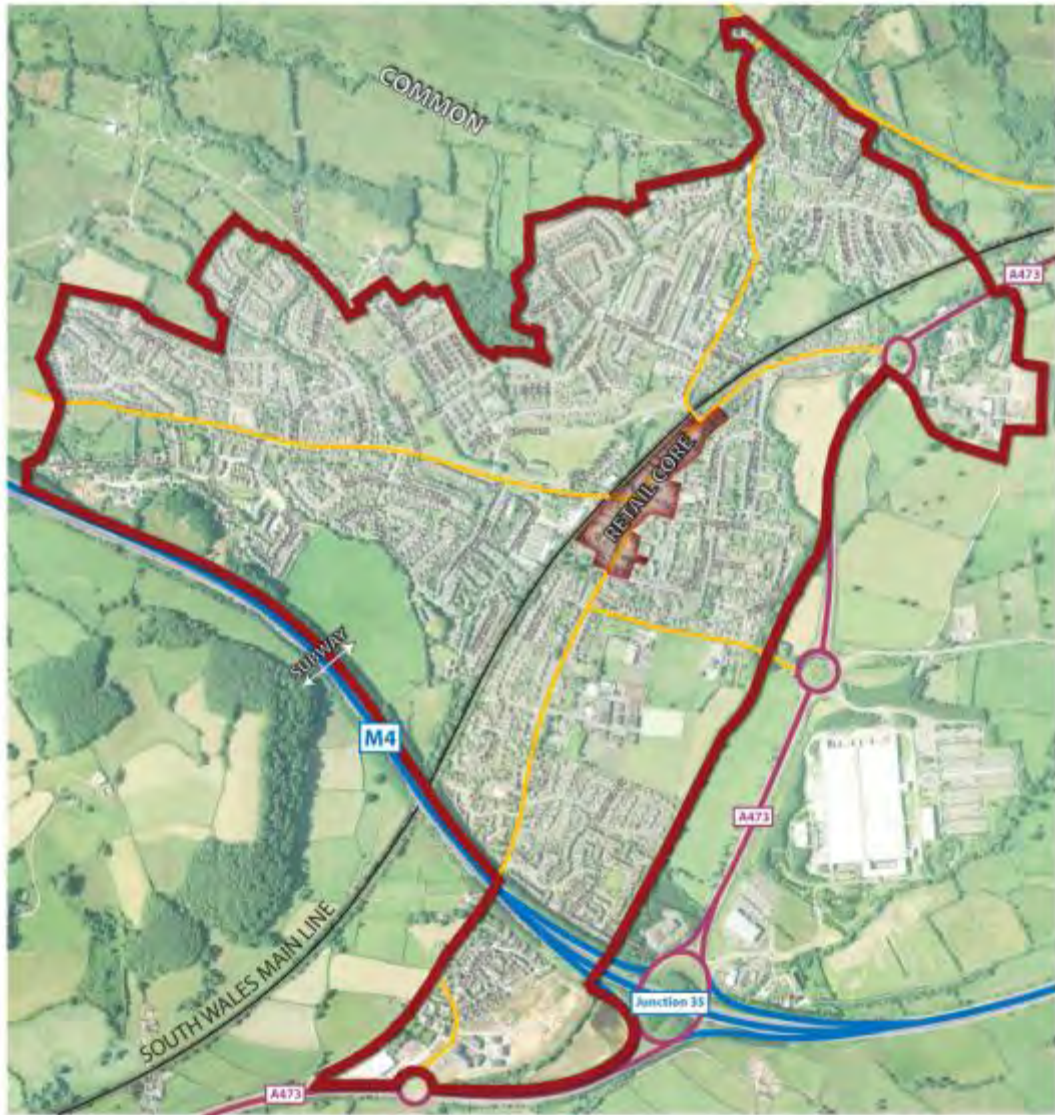


Figure Error! No text of specified style in document..1 Study Area

1.3 Policy Context

- 1.3.1 A detailed policy background to the study was prepared by Bridgend County Borough Council as part of the study information. For the purposes of this report, a summary of the main policy documents at the National, Regional and Local level is included in the following section with the full policy context provided in [Appendix 1](#) for reference.
- 1.3.2 At the National Level the key strategy documents, including [One Wales](#) and the [Wales Spatial Plan](#) prioritise actions to overcome many of the issues of relevance to Pencoed including healthcare, job creation, movement and accessibility and the environment. Within the [Wales Spatial Plan](#) the vision for South East Wales (The Capital Network) within which Pencoed lies reads:

“An innovative skilled area offering a high quality of life – international yet distinctively Welsh. It will compete internationally by increasing its global visibility through stronger links between the Valleys and the coast and with the UK and Europe, helping to spread prosperity within the area and benefiting other parts of Wales”.

- 1.3.3 The main priorities of relevance to the Strategy within the Spatial Plan include:
- Building sustainable communities;
 - Achieving sustainable accessibility;
 - Promoting a sustainable economy;
 - Valuing our environment; and
 - Respecting distinctiveness.
- 1.3.4 Although Pencoed is not identified as a key settlement within the region, Bridgend as a whole is recognised for its close functional relationship with Cardiff and other neighbouring towns. Located within the 'City Coast zone' of the Plan the area is seen as having high quality employment sites which should be reserved for uses which maximise economic benefits.
- 1.3.5 Further direction in relation to economic growth is provided through **Wales: A Vibrant Economy** which identifies Wales' core strengths as an increasingly skilled, innovative and entrepreneurial workforce, an advanced technology and knowledge base, strong communities, a stunning natural environment and an exceptional quality of life. The strategy looks to support job creation, investment to regenerate communities and stimulate economic growth, help businesses grow and ensure that all economic programmes and policies support sustainable development.
- 1.3.6 At the Regional level the South East Wales Development Strategy: Enter the Dragon Economy provides the economic vision for the region and looks to a number of objectives in order to deliver that vision. Although many of these are strategic in nature some are of particular relevance to the study including:
- Using the region's university and research establishments to encourage research talent to locate into the region; and
 - Improve levels of qualifications among adults.
- 1.3.7 A further key regional document is the **South East Wales Transport Alliance (Sewta) Regional Transport Plan**. The overall aim of the RTP is to improve regional transport in south east Wales and help deliver the social, economic and environmental objectives of the Wales Spatial Plan and the Wales Transport Strategy.
- 1.3.8 The plan identifies a number of priorities of relevance to this study which look to improve access, particularly by public transport, facilitate economic development, achieve modal shift and promote more sustainable, healthier modes of transport, reduce traffic growth and congestion and regenerate town centres, brown-field sites and local communities.
- 1.3.9 At the local level, the **Bridgend Unitary Development Plan** remains the adopted Development Plan document for the study area and expresses the land-use strategy and planning policies for the County Borough up until 2016. The guiding principle of the Plan is to
- "Improve the quality of life for the residents of Bridgend County Borough in ways which are compatible with the principles of sustainable development".*
- 1.3.10 The aims of the Plan are of particular relevance to the study and include:
- To improve the quality of the County Borough's infrastructure, including its buildings and public realm;
 - To identify and provide a land use framework for addressing and prioritising social needs;

- To support community development, remove social exclusion and reduce crime;
- To make better use of existing resources such as land and buildings, reduce the need to travel, assist in removing urban decay, facilitate energy efficiency, enhance biodiversity and reduce pressure on the countryside;
- To stimulate greater participation in, and public ownership of planning decisions and provide a focus for community activity; and
- To assist in the improvement of educational and employment skills.

1.3.11 The emerging **Local Development Plan** through its Pre-Deposit Proposals document sets out a draft Vision, Objectives, Growth and Spatial Options and Strategic Policies for the County Borough.

1.3.12 Paragraph 8.4.27 of the LDP recognises the identified constraints in Pencoed including the railway line and flood plain which may cause difficulties in finding new sites within the existing settlement boundary. Due to these constraints Pencoed has not been identified as a Strategic Regeneration Growth Area (SRGA) in the plan and therefore will not see any strategic growth up to 2021. However, recognition is given to the need to deliver other key regeneration projects in order to fully implement the Regeneration-led strategy of the Plan.

1.3.13 Alongside the above documents Fit for Future: Bridgend County Borough's Regeneration Strategy sets the following vision:

"By 2021, Bridgend County Borough will be recognised as a self-contained, productive sub-regional economy, with a skilled and utilised workforce, in a place where people and businesses want to be"

1.3.14 A number of key actions of relevance to the study sit behind this vision and include:

- Deliver major housing refurbishment;
- Continued investment in natural environment and townscape heritage;
- Build on current work to create 14-19 learning pathways pilot; and
- Continue a strong programme of business support.

1.3.15 The strategy, through its aims seeks to promote entrepreneurial and wealth-creating activities, building on economic development and tourism, urban and rural physical regeneration and health, as well as integrating the key values embedded in the Community Strategy.

1.4 Current Proposals

1.4.1 There are a number of important projects in Pencoed that are at an advanced stage of preparation for implementation in 2010/11.

New Health Centre / Doctors Surgery

1.4.2 A new health centre and doctors surgery has been talked of for many years in Pencoed. Planning permission has been granted for a new centre off Min-y-Nant ([see Figure 1-2](#)) and construction is due to start this financial year (2010/11) and should take 10-12 months to complete. This will of course release the site of the 'temporary' surgery off Heol-y-Groes



Figure 1-2 New Health Centre / Surgery

Plan provided by Stride Treglown

1.4.3 The new surgery provides a vehicular access from Min-y-Nant and 69 parking spaces (15 staff spaces, 4 disabled spaces and 40 spaces for surgery visitors). The current public footpath through the site will be maintained providing access from Min-y-Nant and Heol Las. The surgery site, to the north abuts a public car park, the boundary currently has no gap to allow pedestrian access. Whilst it is appreciated that encouraging pedestrians, especially the elderly and parents with prams to walk through a public car park is not ideal. However, the alternative route for residents living in the Wimborne Road area is either a detour to the north and entering the surgery site from Heol Las and Pant Glas or using Penprysg Road, where a section of the footway is missing. The Primary Care Trust and the local authority are aware of the issue and it may be possible to provide a gated access point.

New Park and Ride

- 1.4.4 Funding has been secured and planning permission granted for a Park and Ride car park off Min-y-Nant ([see Fig 1-3](#)). The car park will have 56 spaces (including 4 spaces reserved for the disabled) security measure are proposed to prevent night time abuse. The car park scheme will also include a direct pedestrian link to Coed-y-Craig. The new car park will improve facilities for rail passengers and reduce all day on street parking in residential streets.
- 1.4.5 Another significant element of the Park and Ride scheme is that it includes an improved drainage scheme for the remainder of the former brickworks site. This will make the green space a more useable facility, as currently there are serious water logging problems.

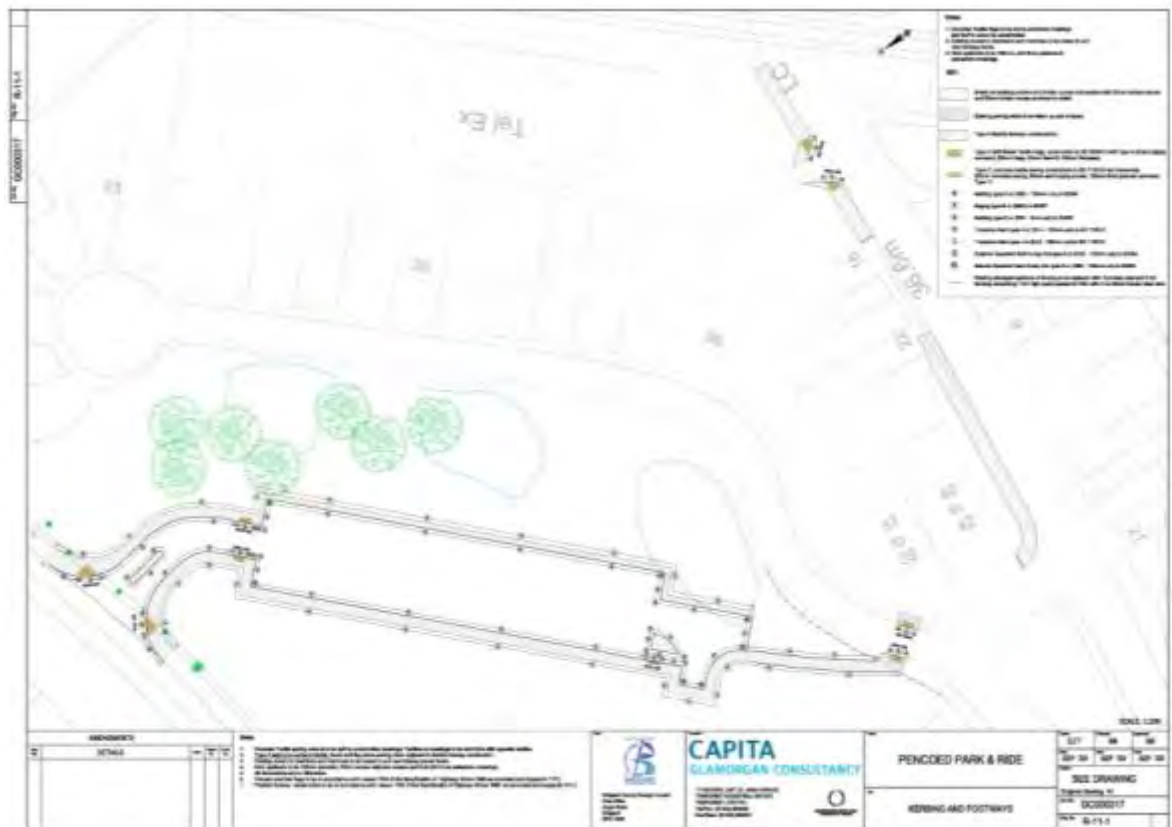


Figure 1-3 Park and Ride Car Park

Plan provided by Bridgend County Borough Council

Youth Engagement Centre

- 1.4.6 For a long time there has been concern in Pencroed over the lack of facilities for youths. An initial proposal was for a new youth facility to be provided at the rear of the car park off Wimborne Road, this has now been changed and planning permission has been granted for a new facility to be located on one of the tennis courts behind the leisure centre. ([See Figure 1-4](#)).
- 1.4.7 Funding for this project has been secured and will be implemented this financial year (2010/11). The facility will consist of daytime (tuition type activities) and evening (social / sport activities). It has been developed by Groundwork Bridgend in close liaison with the local community police and local County Council Members. The layout of the centre can be seen in [Figure 1-5](#).

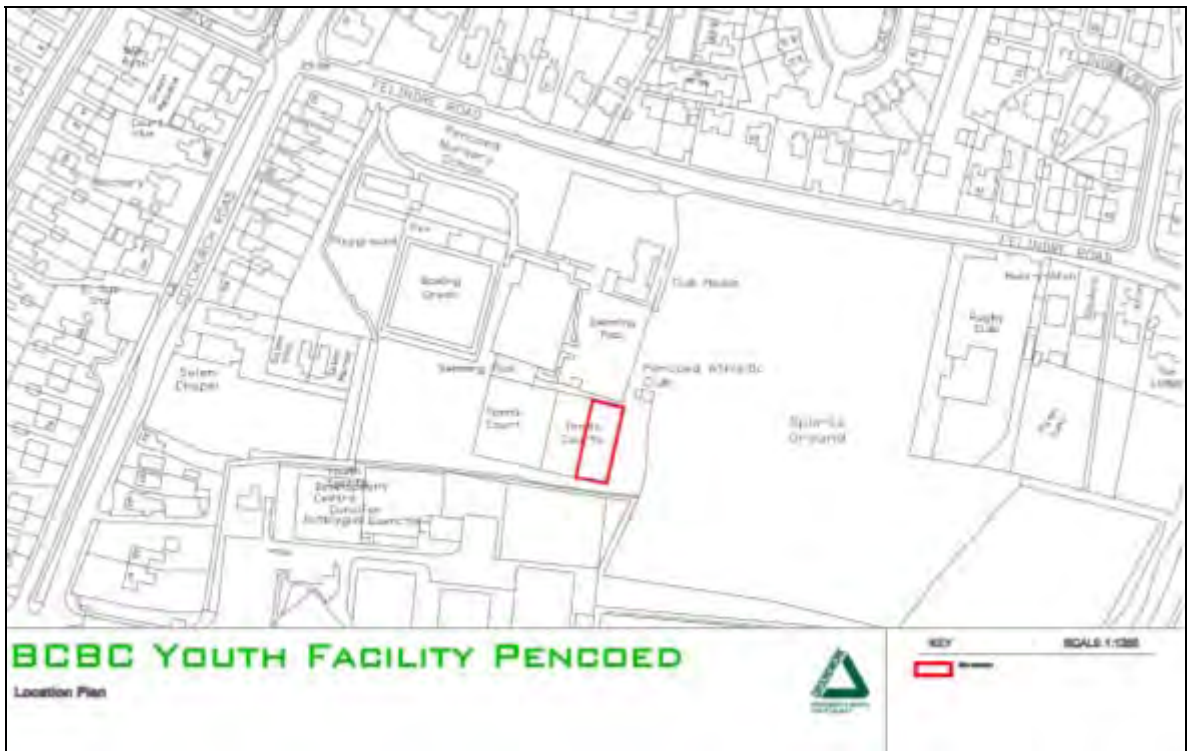


Figure 1-4 Location of Youth Engagement Centre

Plan provided by Groundwork



Figure 1-5 Layout of Youth Engagement Centre

Plan provided by Groundwork

Cycle Route – Pencoed College

- 1.4.8 As part of the development at the Pencoed campus of Bridgend College £40,000 has been set aside to improve cycle links between the College and the Town Centre. Details of the scheme are currently being prepared by the Council.

War Memorial Safety Scheme

- 1.4.9 The road network in the vicinity of the War Memorial causes confusion for drivers, plus pedestrians in some locations have to cross a wide expanse of 'black top'. The area has one of the highest accident records in the County including a number of vehicle / pedestrian accidents. Council officers are currently preparing a road safety scheme that will be designed to slow traffic and make crossing the various roads safer. It will be subject to consultation later this year and will be funded from the Council's Road Safety budget.

Pencoed Commercial Improvement Area

- 1.4.10 Over the years the commercial centre of Pencoed has deteriorated as buildings have aged, and shopping habits have changed. A lack of confidence in the future has tended to make some shop owners reluctant to modernise or maintain their commercial properties. This makes the centre less attractive, leading to some loss of trade and to more run-down buildings. In order to address the above the Council declared the Pencoed Commercial Improvement Area in November 2007 (See [Figure 1-6](#)).

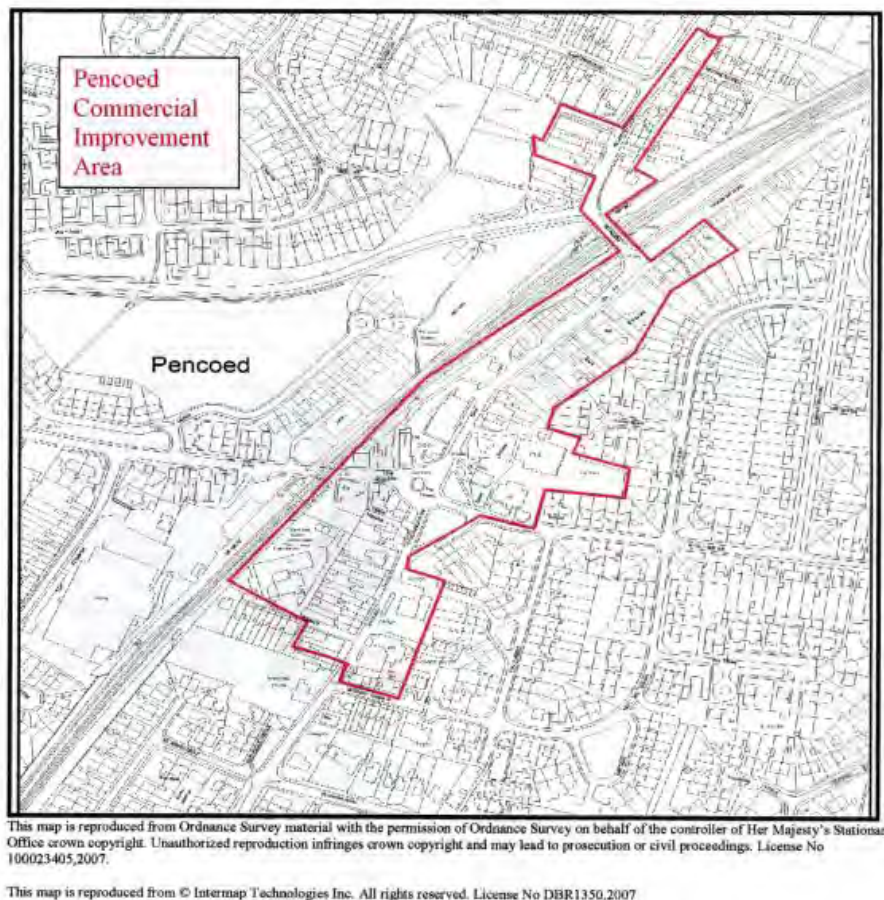


Figure 1-6 Pencoed Commercial Improvement Area

Plan provided by Bridgend County Borough Council

Within the Improvement Area grants could be eligible for works up to 50% or £15000, although it must be stressed that budgets are very tight and there are a number of competing areas in the County Borough area. Possible schemes could include:

- Financial aid to private businesses for conversion, extension and improvements of commercial buildings
- Financial aid to private businesses to improve their properties
- Schemes to improve the curtilage of properties

To date the take up of scheme has been very low in Pencoed.

New Primary School

- 1.4.11 A site for a new primary school has been identified (east side of Penprysg Road). An application for Welsh Assembly funding was not successful but a revised application will be submitted. The proposal is for a community school and will include certain facilities for pre-school education and the wider community. It is not possible at this point in time to be firm about a likely start date.

When the new school is built the current school site (some 0.7 hectares) will be surplus to education needs and will release a capital receipt to assist with the funding of the new school.

1.5 Scoping Study

- 1.5.1 A scoping study undertaken in August 2009 identified a number of ideas for Pencoed. A plan was produced indicating some 27 projects at varying levels of design, approval and funding. Those projects which were not committed (i.e. did not have planning permission or funding allocated) were taken forward and considered in the preparation of the Pencoed Regeneration Strategy. Possible projects included in the scoping study included: the potential for a multi user games area (MUGA); improved lighting; bus shelters; woodland management; enhancements to the retail area, and a number of initiatives relating to under-age drinking.
- 1.5.2 With the exception of those schemes that have firm funding allocated i.e. New Health Centre, Park and Ride, War Memorial Safety Scheme, Youth Engagement Centre all the other projects and initiatives have been considered within the Regeneration Strategy.
- 1.5.3 Pencoed benefits from being near the employment areas of the Bridgend Industrial Estate, Pencoed Technology Park and the Sony Business Centre.
- 1.5.4 There is also a major development proposal at Parc Llanilid, a former opencast site. While the site is in Rhondda Cynon Taf it will impact on Pencoed. The proposal includes some 2000 houses (over a ten year period) which equates to around 5000 people. While the new development will include a range of local facilities e.g. new primary school, local shops, the new development could impinge on Pencoed both in a positive and negative way – pressure on existing services, potential for growth in facilities. The original scheme for Parc Llanilid (Valleywood) included film studios and commercial leisure with a new junction on the M4 between junctions 34 and 35. The new motorway junction is not part of the housing development and therefore there is likely to be increased traffic on the existing local road network. The implication of development at Parc Llanilid on Pencoed will need a continued coordinated response from Bridgend County Borough Council, Pencoed Town Council and RCTCBC.

1.6 Report Structure

- 1.6.1 This report is structured with an appraisal of the existing situation and the identification of the key issues (Section 2), details of the consultations undertaken (Section 3), the Vision and Objectives for Pencoed (Section 4), the identification and evaluation of projects (Section 5) and in Section 6 - the Regeneration Strategy which includes a description of the projects and an Action Plan providing budgetary cost estimate, responsibilities for implementation and phasing.
- 1.6.2 In the appendices a summary of the relevant policies are included in [Appendix 1](#), and a list of the organisations and people consulted - [Appendix 2](#). The long list of projects that emerged from the appraisal work, the review of past reports, and consultations are shown in [Appendix 3](#). In [Appendix 4](#) there is an example of the evaluation framework matrix and [Appendix 5](#) provides the detailed feedback from the public exhibition held in June.

2 Appraisal and Key Issues

2.1 Introduction

- 2.1.1 This section of the report establishes some key parameters for the strategy, providing a summary appraisal of Pencoed's demographic context, some of the main developments which have occurred over the past decade, the commercial situation in the town and the current movement / transportation issues. Through this context some of the key issues and opportunities facing the town today have become apparent. These issues are discussed throughout the following appraisal and summarised in [Section 2-6](#).

2.2 Demographic Context

Population

- 2.2.1 For the purposes of providing a demographic context, the study focuses on the ward areas of Felindre, Hendre and Penprysg ('the Study Area') and data for these wards presented at the time of the 2001 census. Although now dated census data continues to provide the most reliable data source for the ward level. Where possible use is made of more up to date 'estimate' data to supplement census information, however it is important to note that this data is based on small samples of the population.
- 2.2.2 At the time of the 2001 Census the study area had a population of 9,459. Population estimates developed at the County Borough level suggest population growth of around 4.6% between 2001 and 2008 in Bridgend as a whole. Despite these statistical estimates at the County Borough level, it is clear that the significant amount of housing growth experienced in Pencoed over the last decade has led to larger increases in population than those felt at the County Borough level. More recent data from South Wales Fire Service (SWFS) place the town's population at approximately 11,832, showing a growth of approximately 20% since 2001.

Economic Activity

- 2.2.3 Data from the 2001 Census showed 67% of the working age population to be considered 'economically active' at the time of the census. Of these people 4% were unemployed and 3% classed as full time students. Of the 33% of those of working age who were economically inactive proportionately 37% were retired, 10% students, 18% looking after the home / family, 27% permanently sick or disabled and the remaining 8% were classed as 'other' within the census.
- 2.2.4 When compared to wider data for both Bridgend CBC area and Wales the data showed a greater proportion of those of working age as 'economically active' within the study area with lower corresponding levels of people classed as 'unemployed'. The data suggests that the study area has average levels of its population who are retired and looking after the home or family. The study area does have slightly higher levels of the population who are permanently sick or disabled when compared to Wales.
- 2.2.5 It is considered that this data reflects the position of Pencoed as an attractive commuter settlement, which attracts many people who wish to live in the area but work outside of it.

Department of Work & Pensions Data (2009)

- 2.2.6 Information from the Department of Work and Pensions (DWP) in relation to claimants of job seekers allowance shows that in August 2009 a total of 220 people in the study area were in receipt of the benefit. The data shows a substantial increase in the number of claimants in Pencoed since August 2008, reflecting the economic climate over that period and causing issues in relation to local job provision in the study area. DWP data further shows that in August 2009 a total of 2,070 people were in receipt of state pension in the study area, equating to approximately 17.5% of the total population (approximate using data from SWFS).

2.3 Development Context

- 2.3.1 Pencoed has grown rapidly over the last 30 years and its expansion has led to the amalgamation of the previously small settlements of Penprysg to the north, Hendre to the west and Felindre to the east. This growth has led to a town within which the physical fabric and composition is predominately residential.
- 2.3.2 Bridgend Council has recently completed a Local Housing Needs Assessment Update (2009) and the Local Housing Assessment Update (2009) and the Local Housing Market Assessment 2009. The County was divided into eight sub areas of which Pencoed was one (Felindre, Hendre and Penprysg). The work has identified a significant demand for affordable homes – both 1 and 2 bedrooms and 3 and 4 bedrooms. Pencoed has a residential supply of social rented housing stock, primarily in V2C ownership and with a small social rented development currently nearing completion by Hafod HA on Penprysg Road. With the exception of the Bayswater Tube site there are few opportunities for the new housing sites in Pencoed.
- 2.3.3 Alongside the expansion through residential development, the town has also experienced growth on its employment sites. This growth may reflect the strategic location of Pencoed and the fact that three of the County Borough's five 'Special' employment areas are located within the Pencoed sub-area.
- 2.3.4 The dissection of the town by the South Wales railway and in particular the remotely controlled level crossing at Hendre Road, is identified as a major constraint on development in the area as its regular closure leads to traffic congestion on both Hendre Road and Coychurch Road. This constraint has led to the introduction of a moratorium on new development west of the railway line in order to avoid exacerbating the situation. Although it should be noted that the moratorium would not apply to the Bayswater Tube site (brownfield), subject to the likely level of traffic generated by any proposed developments being similar to the previous use.
- 2.3.5 The geographical terrain of Pencoed has also been identified as a development barrier. Due to the low lying nature of much of the town and the presence of the River Ewenny to the east, development within a large area of Pencoed is restricted due to the land lying within the floodplain (see [Figure 2-1](#) overleaf).

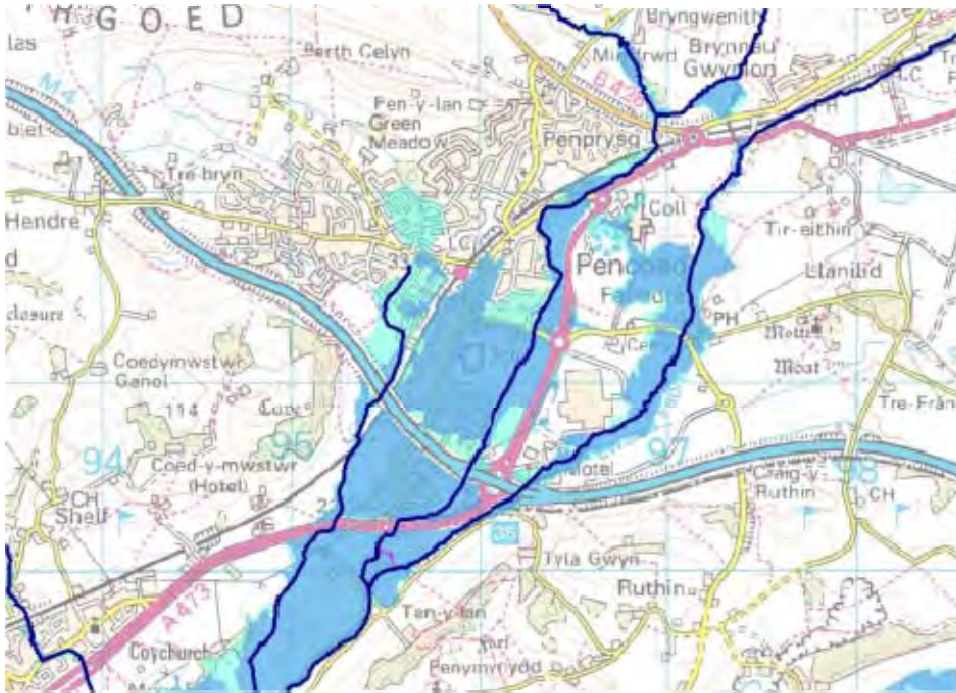


Figure 2-1 Environment Agency Flood Map

- 2.3.6 Surrounding the Pencoed settlement boundary much of the landscape is protected, either for its landscape quality and biodiversity interest or due to it being common land.

2.4 Commercial / Retail Context

- 2.4.1 In light of the recent interest from retail developers and the fact that there are potential development sites in the town, contact was made with a number of retail interests. While it is appreciated that Pencoed is within a 10 minute drive time of major retailers and the significant retail offer of Talbot Green to the north, the current high street shopping area does not reflect what could be expected to serve a population of 12000.
- 2.4.2 The retail / service area of the town centre is relatively 'long' – some 400 metres from the library in the north to the Murco garage / Costcutter in the south. There are 53 shops trading (June 2010) which could broadly be broken down into 31 (58%) local, 22 (42%) specialist shops. In addition, there are a number of vacant units, some of which have been vacant for several months. Included in the above shop figures is the Cooperative store – the largest shop which relocated some years ago, plus a local post office. There are also 9 hairdressers / beauty salons, 8 takeaways and 2 public houses, 6 ground floor professional office premises and a bank. There are a number of office premises at first floor level.
- 2.4.3 Although the town centre has a number of local traders and specialist shops there are certain noticeable gaps in the retail offer such as a local greengrocer and baker. In Penybont Road (east side) between Sheppard's and Crumbs Café (nos 30-34), out of a block of 4 shops only one is currently occupied - a take away (June 2010).
- 2.4.4 The average rental levels in the town are relatively low and a small lock up shop unit of circa 600 sqft can be leased for around £3,000 or £4,000 per annum. There are also a number of office type users occupying space above shops and small offices and can again be had at very reasonable rental levels of around £2,500 or £3,000 per annum. These relatively low rents explain why there is a range of occupants (local / specialist) in the town.

- 2.4.5 A number of the leading UK retailers were spoken to in relation to the demand for a convenience food retail store within Pencoed. Those consulted were of the general opinion that there is sufficient demand in the town to support a small town centre food store of circa 4000 - 5,000 sq ft in addition to the existing stores already in the town. One of the leading retailers confirmed an active requirement in Pencoed while the majority of others suggested that they would in principle look at a small convenience store in Pencoed. This generally reflects criteria of the main retailers who would consider an investment, where a town catchment population is circa 10,000 people, where they are not already represented or would be the main store.
- 2.4.6 It is considered that Pencoed currently has two sites which are potentially suitable for a small scale convenience type food store, the former surgery site and the former Kings Head public house site. Both of these are of similar size and would in principle accommodate a similar sized store. The surgery site is situated immediately in the centre of the town, could be serviced from the rear and potentially has the benefit of a proposed public car park behind it. The other site is the former Kings Head public house – a rectangular site located just beyond the Murco service station. Of the two sites it is considered that because of the location, rear servicing possibilities, proximity to public car parking and bus stops that the former surgery site would be the preferred site in terms of assisting the regeneration of Pencoed especially in trying to revitalise the existing shopping area. It could also be compatible with the proposed enhancements to the War Memorial area. However, both sites are within the retail core area, as defined by the Development Plan. Potential retail schemes are discussed further in the Strategy section of the report.
- 2.4.7 It is considered that there is some limited demand from other retailers who might consider the town, though it is really only a neighbourhood type retail location and demand is limited. Retailers such as Greggs have a potential requirement within the area as do Subway. Other possibilities might include the likes of Domino's Pizzas, Ladbrokes and potentially a phone shop. It is possible that other retailers might consider the town if a 'named' retailer had a presence.
- 2.4.8 While it is accepted that the potential for retail investment is limited the current block of retail properties (30-34 Penybont Road) mentioned in paragraph 2.4.3 is considered a potential retail investment opportunity, possibly with offices at first floor. The block is of insignificant design and has a plot depth which would enable some off street parking to be provided in front of a new parade of retail units (500 – 700 sq ft / units).

2.5 Movement

- 2.5.1 Pencoed is located to the west of the A473 which forms a north-south bypass to the town. The A473 links Bridgend to Talbot Green and has a junction with the M4 (junction 35), one mile south of the town. Access points to the town include Coychurch Road, Hendre Road and Penybont Road.
- 2.5.2 The Swansea to London Paddington Great Western main line runs through Pencoed, plus there are a number of regional services (Arriva Trains) including the Maesteg services that stop in Pencoed (hourly) Monday to Saturday. There are proposals being discussed for the local service to be half hourly.
- 2.5.3 With regard to bus services the town is served by the hourly (Service 244) Bridgend – Talbot Green – Pontypridd and a number of more local services (Services 44, 45, 46 and 62). Some of the bus stops in the town are not ideally located (War Memorial bus stop) and there are a number of locations with no shelters or existing shelters that are in a poor state of repair.
- 2.5.4 The main movement issues within the town are related to the railway crossings. The level crossing, because of operational practices and safety, is often closed for several minutes,

especially when there are trains from both directions. The crossing can be closed for up to 11 minutes, but even a closure of 3 to 4 minutes results in queues of some 20 vehicles. This queue length stretches back to Coychurch Road and can disrupt the through traffic movements. There is a pedestrian over-bridge at the crossing but many pedestrians were seen waiting at the gates, also the bridge is not suitable for the mobility impaired or for parents with young children.

- 2.5.5 Correspondence has been held with Network Rail's Community Relations Advisor and Level Crossing Coordinator. While they appreciate that traffic is regularly observed queuing at the crossing, they do assist by raising the barriers, within the safety limits, between close running to help alleviate congestion. There is nothing else that Network Rail can do to relieve the problem at a busy level crossing – busy for vehicle and train movements.
- 2.5.6 The other crossing of the railway is Penprysg Road. The bridge is narrow and restricted to an alternating one way flow controlled by the linked traffic signals at the T junctions either end of the bridge which results in significant inter green time and subsequent delays. The bridge does have two separate pedestrian bridges (one on each side). Many pedestrians cross at the two adjacent junctions, using unsafe desire lines rather than at identified crossing points.
- 2.5.7 There is one public car park serving the town centre, located off Penprysg Road (50 spaces-free). There are two private car parks, but available to the general public – the car park adjacent to the current doctors surgery (28 spaces) owned by Valleys to Coast Housing Association and the Cooperative car park (30 spaces). There is very little on street parking in the main shopping street which means that there are areas of overspill parking into predominantly residential areas, for example Heol-y-Groes. There is a small parking layby (4 spaces) to the south of the War Memorial and a lay by in Penybont Road in the middle of the shopping area that is covered by double yellow lines – no waiting at any time. There is a high level of abuse of the layby and vehicles tend to park at an angle even though the lay by is only 3.2m wide.
- 2.5.8 There is an area to the east of the Penybont Road and Penprysg Road junction where not all the pavements or forecourt areas are adopted highway and off-street parking regularly occurs. The parking is inconvenient for pedestrians, is a safety issue with vehicles crossing over the footway in the middle of a traffic signal controlled junction, and the surface area is in a very poor state of repair.
- 2.5.9 Within Pencoed the provision of footways is generally good, with a few areas requiring maintenance although some difficulties for wheelchair users have been identified. However, there are some important missing links – such as the west side of Penprysg Road near the Min-y-Nant junction – an important link to the Primary School, residential properties and car park. There are also missing links between the town and certain employment areas.
- 2.5.10 The area around the War Memorial has excessive areas of highway 'black top' which mean pedestrians are exposed to traffic when crossing. The War Memorial Island is the location for the north bound bus stop, which when occupied by a bus restricts visibility for emerging vehicles.
- 2.5.11 Currently there are no dedicated facilities for cyclists within Pencoed but the recently adopted Council Walking and Cycling Strategy, together with the Sewta Regional Transport Plan and development related funding aims to address the problem, not least through constructing a cycle route between Pencoed town centre, Pencoed College and the commercial development adjacent to the A473.

2.6 Summary of Key Issues

- 2.6.1 The town of Pencoed has experienced substantial population growth since 2001, somewhat higher than both County Borough and National averages. Statistics in relation to economic activity reflect the position of Pencoed as an attractive commuter settlement, although more recent data from the DWP shows that the town has not avoided the impacts of the recent recession with substantial increases in the number of claimants of job seekers allowance between 2008 and 2009.
- 2.6.2 This substantial population growth has led to a number of issues in relation to development in the town, specifically relating to a moratorium that now exists on development to the west of the railway line, which in itself creates a physical barrier to movement of people currently living in the west of Pencoed. A further significant development barrier exists through much of the town being located within the floodplain and a substantial amount of land surrounding the town being of high environmental quality or common land.
- 2.6.3 Commercially it is considered that the town does offer limited investment opportunities due to its catchment population. There is seen to be an active requirement in the town for a small food store of circa 4,000-5,000 sq ft and there is some demand from other retailers for smaller units. It is considered that Pencoed could meet this demand through both development of vacant sites and improvements to existing retail premises, creating a more attractive investor environment.
- 2.6.4 In order to sustain a viable town centre, accessibility and movement is considered key alongside having the right mix and level of retail investment. The town is well served by both bus and rail transport with a station stop in the heart of the town and regular bus services from Bridgend and Talbot Green. Pedestrian accessibility in the town is generally good although there are certain missing links and road safety issues. The main accessibility issue is the level crossing and the queues caused which back up into Coychurch Road.
- 2.6.5 The only solution to the level crossing delay problem is the provision of a bridge over the railway. Various schemes have been identified and the recent development at the junction of Penprysg Road and Min-y-Nant includes a Section 106 agreement that provides for a land reservation for a new bridge. The capital cost is likely to be significant and at present it is not included in any forward planning programmes.
- 2.6.6 While the Regeneration Strategy, because of its time horizon, has not included the new bridge in the Action Plan – the importance and significance of a new bridge must not be underestimated. It would enable a number of major initiatives with regard to the shopping centre, development sites and movement patterns to be implemented.
- 2.6.7 Parking provision in the town is currently provided at the site of the temporary surgery, at the Coop and at the car park off Wimborne Road. It is considered that the town lacks short-term on-street parking to allow convenience based short stay stops.
- 2.6.8 From the appraisal work a number of objectives for the study were identified and discussed by the client group and other officers. Objectives related directly to the study assisted in the evaluation of proposals, ensuring the study remained focussed and addressed the key issues. The study objectives are presented in [Section 4](#).

3 Consultations

3.1 Introduction

- 3.1.1 Consultations are a key element of any regeneration strategy and in order to gain a holistic view we have attempted as part of the study to consult widely with local authority departments, a range of organisations, individuals and stakeholders. A list of those consulted is included in [Appendix 2](#) Because of certain social issues related to the younger generation we made a concerted effort to engage with the youth of the town.
- 3.1.2 The narrative below provides a brief overview of the outcomes of the main consultations events with some summaries drawn in relation to the main issues and opportunities identified by the various groups and individuals consulted.

3.2 Council Members

- 3.2.1 At the outset of the study a 'walkabout' was held with the Members of both Bridgend County Borough Council and Pencoed Town Council. This exercise allowed the local Members to illustrate on the ground some of the issues and opportunities facing the town and was extremely useful in providing the study team with an initial understanding of the area, past, present and future developments.
- 3.2.2 Subsequently members of the study team have attended Town Council meetings and briefing sessions with Council Members to provide updates on progress and feedback findings as the study has progressed.

3.3 Bridgend CBC Officer Meetings

- 3.3.1 Three consultation events have been undertaken with officers from Bridgend CBC in order to gain knowledge of the area and understand some of the key issues and opportunities from the perspective of those working in the area on a daily basis. Separate round table workshop style sessions were held with representatives from Planning, Highways, Social and Education Departments. Summaries of each of these meetings are provided below, outlining the key issues and potential projects that emerged from each of the consultation exercises.

Planning

- 3.3.2 A meeting was held with officers from Planning Policy, Development Control and Regeneration in order to gain an understanding from an officer perspective of the issues and opportunities facing Pencoed. The meeting provided an up to date picture in relation to significant planning applications, pre-application discussions and also identified a number of priority areas in terms of regeneration and developments going forward. Details in relation to the following development sites were provided:

- Former Bayswater Tubes Site
- Site opposite War Memorial
- Kings Head – Pre application information
- Park and Ride Site
- New Surgery Site
- Apartment development on Penprysg Road.

3.3.3 The current position with regard to the preparation of the LDP was provided.

Highways

3.3.4 An initial meeting was held on 3rd February 2010 with members of the BCBC Highways and Transportation team representing Transport Planning, Traffic Management, Transport Policy and Development. The meeting discussed a number of items including:

- The main traffic and parking issues in Pencoed;
- Recent and proposed transport developments in the area (e.g. Park & Ride);
- Recent planning applications and refusals and the subsequent highway related reasons;
- Bus services, stops and facilities;
- Safety, congestion and delays due to the level crossing; and
- Section 106 funds that could be available.

3.3.5 Following further consultation work and the formulation of an initial set of schemes, a second meeting was held with highways and transport officers of the Council on 20th April 2010 to discuss initial ideas and to receive feedback.

Social / Education

3.3.6 A meeting was held on 16th April with representatives from public protection, environmental health, education, community safety and wellbeing in order to gain an understanding of the softer social issues that are currently affecting Pencoed or that may emerge through future developments in the town.

3.3.7 Discussions were wide ranging and the following key issues and opportunities were raised by those in attendance at the meeting:

- Proposals for the new primary school are progressing with a revised application being submitted to the Welsh Assembly Government. The new school is planned to be a community focussed school with adult and nursery provision.
- The council are currently tackling the licensing issues that have caused problems in the town in the past.
- Issues were raised in relation to safety issues along Penprysg Road, particularly in relation to speeding cars, parked cars and the presence of the primary school.
- Issues were raised in relation to vehicle based anti-social behaviour problems occurring in some car parks in the County Borough. A team is currently working on a scheme to prevent such instances in the new Park and Ride site.
- In relation to new lighting projects and lighting of new developments it was made apparent that developers would need to work with CCTV in order to ensure faces remain visible.
- The library, although meeting national standards experiences parking problems and youth annoyance problems.
- Adult education provision in the Welfare Hall has recently decreased due to cost and there is possibility that the upper floor of the library could be converted to a training suite and public access computers.
- In relation to Bayswater Tubes it was identified that a contaminated land survey would be required prior to any future use and strict conditions in relation to both noise and air quality would more than likely be required (dependent on final use).

3.4 Local Organisations

- 3.4.1 A number of local groups and organisations were consulted as part of the regeneration process. The focus of these meetings was to explore current and future proposals with the various organisations as well as establish opinions and views on project opportunities.

PACT

- 3.4.2 PACT meetings are an opportunity for the community to have their say on crime related matters in their area. A member of the study team attended a PACT meeting in Pencoed in order to further understand the issues being faced by both the police and the community and to learn about the current operations in place to overcome these issues.

Pencoed Secondary School

Pencoed School Council

- 3.4.3 A meeting was held with representatives of Pencoed School Council in order to further understand the requirements of the younger generation who live in or use Pencoed on a regular basis. Interestingly, the majority of those in attendance at the meeting were quite content with Pencoed although did suggest a facility should be provided for the younger people in the town. When discussing further it transpired that many of those at the meeting were members of clubs and societies that operate in Bridgend or other areas outside of Pencoed and therefore did not spend a great deal of time in Pencoed itself.
- 3.4.4 There was general support around the table for the provision of the youth centre and provision of another facility such as the MUGA, shelter or skate / BMX park. It was also identified that a safe crossing point between the town and school and the Sony Business Park was needed as a number of the children use McDonalds during lunch hour and after school and currently cross the A473.

Community Focussed Schools Programme

- 3.4.5 Pencoed School received funding from Bridgend County Council's Community Focussed Schools department to carry out research into community provision in Pencoed, including an audit of existing provision, identifying potential partners and meeting with local people to discuss their needs. The project aims to identify how the school can further develop and improve its support for the community.
- 3.4.6 A meeting was held with the former head boy of the School who, is involved in the community audit, in order to better understand the aims of the school project and ensure that any recommendations or projects that emerged did not conflict and where appropriate were supportive of those being developed in the Strategy.

Bridgend College

- 3.4.7 The Pencoed Campus of Bridgend College is located on the north eastern extents of Pencoed and is an important campus for the College due to expansion restrictions on the other campuses within Bridgend. A meeting was held on 20th April with both the College Principal and the Assistant Principal in order to better understand the college setup and any future plans for the Pencoed Campus.
- 3.4.8 The Pencoed Campus does currently have a number of facilities which are open to the public, including the garden centre, cafe and 9-hole golf course. The site has also hosted the Bridgend Show in recent years and it is understood that this event will continue to be held at the campus.

During the summer period when students are not using the college facilities, they have been opened to the public. This has particularly been the case with the sports hall and climbing wall at the campus. This use of the facilities during periods when the college is not being used by students is something which the college considers could be extended in future years.

- 3.4.9 Some problems have been felt at the campus over recent years, particularly in relation to anti-social behaviour and petty theft.
- 3.4.10 In relation to future plans and proposals, the college has no confirmed plans for the Pencoed Campus. The college expressed the view that they would consider the sale of land for other uses should the opportunity arise and there is a possibility that as space requirements increase (through increased student numbers) the college may re-locate further faculties to Pencoed, as they have done recently with the construction skills courses. Other possibilities for the site and areas surrounding it include the development of a National Construction College and a Regional Sports and Rugby Academy, building on two of the current strengths of the college.

Welfare Hall Committee

- 3.4.11 The Welfare Hall was identified early in the study as a key community facility and a member of the study team attended the Welfare Hall Committee meeting on 19th April in order to discuss the current usage of the building and future proposals and potential usage.
- 3.4.12 In general, it would appear that the Committee are happy with the overall usage and take up of the facility with many regular events ranging from a nursery and playgroup, to art classes, weight watchers, to a cake decorating class. The one facility within the hall which the Committee do consider to be underused is the computer suite which is currently occupied approximately 4 hours per week, reflecting recent moves by the County Borough to reduce its use of the facility due to costs.
- 3.4.13 In terms of future uses of the building, the Committee is currently considering the potential for the Town Council to take up residence in the Welfare Hall, utilising possibly the computer suite as their Committee Chamber or building a small extension plus creating some office space in the hall for the Town Clerk. This would bring further regular rental revenue to the hall. Alongside this the committee are considering retro-fitting opportunities to make the hall more usable and energy efficient.
- 3.4.14 The Welfare Hall Committee did identify certain anti-social problems that occur at the Hall, sometimes at such level to give concern to Hall users, especially the elderly.

Local Businesses

- 3.4.15 During the course of the study we also consulted with local businesses both in the town and on nearby business parks.

‘Just Ask’ Evening

- 3.4.16 The ‘Just Ask’ Evening provided an opportunity to gather views from a number of Pencoed’s younger population with children of varying age groups and backgrounds in attendance. The general feeling from those consulted was that Pencoed lacks things to do in the evening which leads to groups of people gathering outside of shops and residential properties where it is, described by one of the people consulted, “light and warm”. When asked what type of facilities they would like to see in the town there was a great deal of support for the typical youth facilities including MUGA, skateboard park and youth shelter. There was a general sentiment that facilities should be dispersed throughout Pencoed as many of those in attendance lived to the west of the railway line where they felt there was no or limited provision.

- 3.4.17 When discussing a potential youth facility the study team specifically asked what type of facilities they would like to see provided. Again, responses reflected the facilities typically found in youth centres to include pool, darts, punch bag, gym equipment, café, tuck shop, internet and games consoles. A suggestion was also put forward relating to an area where girls could gather and undertake beauty treatments such as hair and nails.
- 3.4.18 Alongside the more typical facilities demand for a motocross type facility came up in a number of discussions as many of the teenage children own off-road bikes and quads which they currently ride informally on land in the surrounding areas, often causing issues for the landowners and police. There was also some interest in more formal recreation provision such as 5-a-side football pitches.

Local Services Board

- 3.4.19 A meeting and presentation was made to the Local Services Board which includes representatives of Bridgend Council, the Local Area Health Authority, the South Wales Constabulary and the Environment Agency. The importance of an integrated approach was emphasised as many of the projects could involve a range of agencies.

Public Consultation

- 3.4.20 Details of the Regeneration Strategy were included on Bridgend Council's website (www.bridgend.gov.uk) and in local newspapers, inviting comments from the public. A public exhibition was held in Pencoed Welfare Hall on Friday 4th and Saturday 5th June 2010 attended by 179 people. A total of 117 comment sheets and 10 letters have been received. The public comments are discussed later in the report and detailed in Appendix 5.
- 3.4.21 The outcomes of the consultation exercises have been considered in identifying priority projects for the strategy.

4 Vision and Objectives

- 4.1.1 From the review of approved documents, the consultations undertaken and from the appraisal work of the different disciplines on the team (planner, transport planner, highway engineer, development surveyor) a number of issues and opportunities have been identified. In order to prepare a Regeneration Strategy and Action Plan it is essential that there is a clear focus on what is to be achieved.
- 4.1.2 It is therefore important that the strategy has a vision and objectives – this ensures that there is direction to the strategy and provides the context for the proposals. Providing a strategic vision for Pencoed will create a firm foundation in which the longer-term aspirations, aims and objectives can be realised.
- 4.1.3 The overall vision for Pencoed is

To revitalise Pencoed, to create a place where people want to live and work, where the various public agencies, the private and voluntary sectors all work together, that has an active local community, facilities appropriate for its size of population, where economic opportunities are realised and the quality of its local environment is protected

Pencoed Regeneration Strategy – Objectives

- 4.1.4 In order to achieve the above Vision and to assist with the evaluation of potential projects a series of objectives, under a number of headings has been developed.

Economy & Enterprise

- To provide an attractive business environment for small scale professional services while also further developing links and employment opportunities with large scale local employers and assisting those with lower than average employment prospects and skills levels into the world of work. (1)

Housing

- To provide an attractive living environment for both the local community and those relocating to the area. The area will strive to provide a range of housing tenures to meet local need with an emphasis on enabling those young people who wish to remain in the area to be able to do so. (2)

Environment

- To value and protect the surrounding natural environment, ensuring that the amenity value of the green spaces within the settlement is maintained and enhanced. (3)
- To strengthen the identity of Pencoed. (4)
- To require high standards of design in new building and building alterations, appropriate to the scale and prominence of the development. (5)

Learning & Skills

- To maintain the high standards of the towns educational facilities while also improving educational attainment and providing basic skills and employment routes in order to bridge the gap between unemployment and work. (6)
- To ensure that opportunities continue to exist for lifelong learning throughout the community, utilising facilities such as the Pencoed campus of Bridgend College and Pencoed Welfare Hall. (7)

Transport & Movement

- To improve sustainable linkages from the town to key employment areas and community facilities, increasing accessibility locally for work and leisure.(8)
- To improve accessibility across the South Wales mainline (9)

Community Infrastructure

- To enhance the provision of community infrastructure within Pencoed and ensure that provision is dispersed throughout the community. (10)
- To develop and enhance the provision of facilities for Pencoed's younger generation, working in partnership with the Police and other organisations to deliver new youth facilities within the town that meet the needs of those currently living in the community. (11)

Retail

- To provide a key local convenience role within the area and continue to attract small scale specialist retailers. (12)
- To undertake environmental enhancements within the main retail area, upgrading commercial properties and where appropriate redeveloping in order to provide higher spec retail / business units. (13)

Health & Wellbeing

- To improve opportunities and facilities within and around Pencoed for the community to participate in healthier and more active lifestyles, while also ensuring that these opportunities are accessible by the whole community. (14)

4.1.5 Some of the objectives are likely to be longer term - such as objective 9 the provision of a new railway crossing, some will involve the private sector, while some projects will meet a number of the objectives.

5 Identification of Projects and Evaluation

5.1.1 As stated in 4.1.1 a number of opportunities, potential projects and the benefits of building on current proposals were identified through the review work undertaken, appraisals and consultations. The projects covered a range of issues – social and community, economic and commercial, movement and the environment. Some were spatial physical projects while others were non spatial.

5.1.2 The long list of projects identified is included in [Appendix 3](#). It is important to stress that the projects have no status but have materialised from the work. Additional projects were included from further meetings with stakeholders and interested parties and were added to following the consideration of the draft report and public consultation (June 2010)

5.1.3 Each project was given a numerical reference number and this was used in the evaluation tables. The projects are presented in four broad categories:

- Social and Community
- Economic and Commercial
- Movement
- Environment

Although, of course, there are a number of projects that fall under two or even three headings. For evaluation purposes they have been included under their main activity area. A total of some 48 projects or ideas were assessed

5.1.4 It is important that the Action Plan is not just a long ‘shopping list’ but a realistic list of projects that can be implemented and would make a real difference to Pencoed. It is therefore necessary to evaluate the long list to identify the key projects that meet the overall aim of the study, namely:

‘to regenerate the area of Pencoed to create a balanced sustainable community’.

and will make a real change on the ground or to the issues identified in the earlier stages of the work.

5.1.5 An evaluation matrix was prepared that consisted of a number of questions that the individual projects were subjected to. A copy of the evaluation framework matrix is included in [Appendix 4](#). The type of questions asked included:

- Is the project compatible with the study objectives?
- Is there likely to be community support or opposition?
- Will the project offer job opportunities?
- Will the project require public sector capital funding?
- Will the project have revenue implications?

- 5.1.6 Two evaluation matrixes were prepared, one for spatial / physical projects the other for non spatial projects. The former had 16 questions, the latter 12 questions.
- 5.1.7 It is not appropriate to provide a purely numerical scoring system to achieve a ranking or priority list as many of the projects or ideas are not directly comparable. In undertaking the evaluation we used the following:
- ✓✓ Significant benefit / fully meets criteria
 - ✓ Beneficial / partially meets criteria
 - 0 No impact
 - X Minimal disbenefit / does not fully meet criteria
 - XX Significant disbenefit / does not meet criteria
- 5.1.8 In order to ensure a systematic approach a set of evaluation criteria for each question was developed and is presented in [Appendix 4](#), along with the overall matrix. The types of criteria used in the evaluation include:
- A project that meets 4 or more study objectives (see [Section 4](#)) scores ✓✓, a project meeting 1-4 project objectives scores ✓ - other projects XX
 - A project with revenue benefits scores ✓✓, while one with no revenue implications scores ✓, one with minor revenue implications scores X and significant revenue implications XX
 - A project which could significantly improve the physical appearance of an area would score ✓✓, a minor improvement ✓ or no impact or not relevant 0.
- 5.1.9 It should be noted that the five grade ranking is not appropriate to all the criteria, in some cases only three levels are used. Also, if a project received five or more XX then it was not considered further regardless of its other scoring. Where projects look to provide facilities for the younger generations in Pencoed it has been assumed for the purposes of evaluation that such provision would be made on land either adjacent to the proposed youth centre or on the former brick works site, following drainage works as part of the Park and Ride scheme.
- 5.1.10 Following the evaluation, the projects were ranked into three categories; High, Medium, Low. This ranking was completed for each of the four broad category areas (social and community, economic and commercial, movement and environment). This ranking process ensures that a range of projects are included in the final strategy and that 'High' projects are not skewed by the characteristics of their category (e.g. transport projects generally scored higher than projects in other categories but should not necessarily be compared against those projects directly). The low projects were discounted and further work with regard to fundability, deliverability and phasing undertaken on the 'high' projects and ideas.
- 5.1.11 The projects that emerged from the preliminary evaluation are listed below and indicated on [Figure 5-1](#). These were the projects that were included in the draft report and subject of the public exhibition in Pencoed in June 2010

Social and Community

- Multi User Game Area (MUGA)
- Additional Support for Underage Drinking Campaign
- Improved Pedestrian and Cycle Links

- Improved Lighting in Pencoed
- Pencoed Welfare Hall

Economic and Commercial

- New Retail Development
- Pre-Employment Routes
- Site Opposite War Memorial

Environment

- Harvey's Public Realm Improvements
- DIY Streets 'Incidental Spaces' Local Initiatives
- Subway Project

Movement

- Penprysg Road Footway Improvements
- Town Centre Car Park
- Level Crossing Pedestrian Shelters
- Penybont Road / Penprysg Road Bridge Junction

- 5.1.12 The majority of the projects listed above, after further assessment with regard to the deliverability and funding have been included in the Strategy. Plus, public consultation and comments on the draft report has resulted in some of the projects being dropped and others being included. Additional projects include: a mini MUGA, a skateboard park and youth shelter. (These are also indicated on [Figure 5-1](#)).
- 5.1.13 The revised strategy will be subject to further consultations to ensure that there is support and that all those involved in the implementation are in agreement.
- 5.1.14 The proposed Strategy projects are described in [Section 6](#).
- 5.1.15 It must be appreciated that the projects that emerged as 'medium' or 'low' are not necessarily poor projects, but had revenue and/or land issues or just did not score as high as the 'high' projects.



Figure 5-1 Project Locations

Non-Spatial Projects

- Underage Drinking Campaign
- Improved Pedestrian and Cycle Links
- Improved Lighting Pencoed
- Pre-Employment Routes
- DIY Streets 'Incidental Spaces'

6 Regeneration Strategy / Action Plan

6.1 Introduction

- 6.1.1 The process that has lead to the regeneration strategy has involved a review of previous reports, taken account of local planning policies, wide consultations including a public exhibition and the teams own appraisal work.
- 6.1.2 The compilation of a long list of projects and ideas have been evaluated in a systematic manner and a regeneration strategy is now presented for consideration by the Local Authority, Town Council, wider stakeholders and interested parties.
- 6.1.3 With regard to possible funding of projects, there is considerable pressure on regeneration funding and the Welsh Assembly Government is concentrating its regeneration funding on Strategic Regeneration Areas (SRA) and Pencoed is not covered by an SRA. There are, however, small grants for certain environmental and social/economic projects. The main advantage of the strategy is that it identifies projects that can respond to grant and funding opportunities when they arise or could be amalgamated into wider funding programmes, particularly with regard to certain Convergence ESF projects.
- 6.1.4 The draft strategy was presented at a public exhibition in Pencoed Welfare Hall on Friday 4th June and Saturday 5th June. A total of 179 people visited the exhibition and 117 comment sheets were completed plus a number of letters have been received from residents and business in the town. A summary of the public consultation is provided below with the full analysis in [Appendix 5](#).
- 6.1.5 The age profile of visitors to the exhibition was:

Table 6-1 Age Category

Age Category	Percentage
Under 20	17%
21 – 40	23%
41 - 59	24%
60+	36%

- 6.1.6 The projects receiving the highest support (over 70%) were:-
- Multi User Games Area (91%)
 - Additional Support for Under Age Drinking Campaign (80%)
 - War Memorial Traffic and Pedestrian Scheme (78%)
 - Town Centre Car Park (76%)
 - Development of the Former Surgery Site (76%)
 - Penybont Road and Penprysg Road Junction Improvement (74%)
 - Penprysg Road Footway Improvements (71%)

- 6.1.7 There was also support (over 60%) for
- Improved Pedestrian Links
 - Harvey's Public Realm Improvements
 - The Subway Project

In fact all projects reviewed over 50% 'strongly supported' or 'support' indicators.

- 6.1.8 Visitors to the exhibition were also asked, in addition to their general support for projects, which three projects would be their highest priority. The three projects scoring the highest priority were:
- Multi User Games Area
 - Additional Support for Under-age Drinking Campaign
 - Town Centre Car Park

- 6.1.9 The regeneration strategy has tried to balance the importance of physical projects that improve the visual appearance of the town centre with social and community projects especially in relation to certain youth anti social behaviour. It is normal in any public consultation for physical projects to receive a high level of support – they are easier to present on a plan and for people to visualise their impact. However it is hoped that by a structured evaluation against key criteria that a strategy has emerged that reflects the aspirations of the local community, that will bring benefits to the residents and businesses in the town and has a number of linked components that meet the vision and objectives of the study.

- 6.1.10 The following paragraphs detail the strategy projects (not in any priority order). Those that are spatial are indicated in [Figure 5-1](#). While 18 projects are detailed below there are a number of other projects identified during the course of the study that had merit but unfortunately had, for example, revenue implications or practical implementation difficulties that meant they do not appear in the preferred strategy. But it would be wrong to infer that the other projects have no merit.

6.2 Preferred Strategy Projects

Multi User Game Area (MUGA)

- 6.2.1 This project looks to respond to consultation with the younger generation of Pencoed and provide a facility where they are able to congregate, undertake a range of recreational activities (football, netball, basketball) and keep fit and healthy. MUGA's are today widely recognised as a cost-effective solution for delivering a wide range of sports and recreation activities in one single area.



- 6.2.2 Once constructed, MUGA's are hard wearing facilities that require only low maintenance. However, even low maintenance requires funds to ensure that the facility remains in an appropriate state of repair and that any misuse is quickly rectified to ensure a site does not enter a downward spiral. Also, to ensure maximum use, especially in the winter, the facility would need to be lit. Sport England has published a guide to Design, Specification and Construction of MUGA's and this guide should be utilised should the project progress. The size

of a MUGA can vary from a two end enclosed space to a much smaller single end partially enclosed. The costs vary between £20k and £75k.

6.2.3 Consultation has identified a potential to link with Bridgend College as part of the construction of such a facility and there is also potential to involve the younger generation in the design of the facility, providing a sense of community cohesion and ownership from the outset. Ideally a facility such as a MUGA should be located in an area which is visible from the highway network or residential properties to allow natural surveillance.

6.2.4 There are a number of options for locating the MUGA. They include:

- Felindre Road – On the former tennis courts behind the Leisure Centre and near the Secondary School adjacent to the proposed youth building. This would be in a recreation area and complement the proposed youth facility that could assist with supervision and security.



- Min-y-Nant – Adjacent to the new Park and Ride site off Min-y-Nant. The drainage in this area is going to be improved as part of the park and ride development. It would also encourage greater use of the 'green' area once it is improved and is located on the west side of the railway line where facilities are less.



- Heol Wastad Waun – Adjacent to Heol Wastad Waun on the current green space. This site already has limited play equipment and is again west of the railway line.



6.2.5 All three sites detailed have advantages and disadvantages. They would all have a level of natural surveillance but not be directly adjacent to residential properties but near. The three sites were put forward at the public exhibition and the response was, with regard to the preferred site:

Site	Percentage
Felindre Road	35%
Heol Wastad Waun	30%
Min-y-Nant	23%
Other (not identified)	12%

6.2.6 In addition the Felindre Road site lies adjacent to the sport and leisure facilities within Pencoed Comprehensive School which are hired during evenings, weekends and school holidays under the management of Bridgend Council. It is considered that these facilities offer the potential for the youth service to encourage the establishment of new youth sports clubs through the youth centre which could formally hire facilities within the school on a regular basis. It is considered that one such facility which offers potential for future expansion of sporting clubs in the town is the floodlit hard surface games area currently located directly to the south of the tennis courts and considered to be underused at present. While such establishment of formal clubs and the development of school / community facilities should be encouraged it must be noted that this project looks to provide a free, informal facility for Pencoed's younger generation which can be accessed / used at any time.

6.2.7 A further site has been proposed linked to the construction of the new Primary School.

6.2.8 It is proposed that a MUGA is located at Felindre Road and a smaller version (mini MUGA) is located at Heol Wastad Waun.

Skateboard / BMX Park

6.2.9 Although not presented as a priority in the public consultation event this project was identified by a number of respondents during the consultation, particularly those younger members of the community that attended the event. The project also draws upon findings of previous consultation with the younger generation of the town who identified a skateboard park as a priority going forward. As with the MUGA, once constructed the skateboard / BMX park would require little management / maintenance and could be flexible in terms of overall size going forward with new jumps / features easy to implement dependent on use. Ideally local youths should be involved in the design of the facility possibly through the new Youth Engagement Project, also Bridgend College could be interested in being involved in the design and construction.



6.2.10 We consider there are two options for locating such a facility, making use of the former brickworks site following the completion of drainage works associated with the Park and Ride. The locations include:

- Adjacent to the new park and ride facility on the former brickworks site; or
- At the western end of the former brickworks site opposite the junction for Parc-y-Rhos.

6.2.11 Both sites provide a good level of natural surveillance and would be visible from Min-y-Nant, however, both would be to the rear of some residential properties.

Youth Shelter

6.2.12 Also focussed on the younger generation of Pencoed this project looks to complement future internal provision in the town and provide an outdoor meeting or gathering space for Pencoed's younger generation.



6.2.13 It is proposed that the new shelter is located in the green space adjacent to the children's play area. While the shelters are low maintenance they do require maintenance and it is important to respond quickly to any abuse.

Support for Underage Drinking Campaign

6.2.14 This project looks to build on work ongoing and completed, to continue the campaign which looks to discourage underage drinking in the town, working closely with the younger generation of the town, the police, retailers and parents in order to ensure that Pencoed no longer has a name for underage drinking. The project would also ensure that youth provision in the town is promoted (including the proposed youth engagement centre and MUGA) and would work with parents and retailers to ensure that the availability and purchase of alcohol to those who are not of legal age is greatly decreased. It acknowledges the work being undertaken and provides resources for it to be continued and developed.

Improved Pedestrian and Cycle Links

6.2.15 This project looks to develop, improve and enhance pedestrian and cycle linkages to and between the key community facilities within Pencoed. This could include for example:

- Linkages to the new Park & Ride and Surgery site;
- Pedestrian crossing facilities at schools;
- Linkages to the towns main recreation areas (including potential MUGA) and Leisure Centre;
- Linkages between the main residential areas and school and college;
- Linkages from Heol yr Onnen Leisure Centre (across Felindre Road)
- Linkages into the local retail centre; and
- Linkages to the major employment site at Junction 35 and Bridgend Town Centre.

The project would review current linkages and routes between the main residential areas, community facilities and recreation provision. A strategy would be developed to improve and enhance these links, or where necessary create new links to facilities, improving accessibility around the community and offering potential to link to other projects such as 'Lighting Pencoed'.

Lighting Pencoed

- 6.2.16 In response to concerns and issues raised as part of the consultation process this project considers commissioning a lighting strategy for Pencoed which looks to attractively light key features and areas of the town, including for example the Memorial Gardens and the War Memorial, improving a sense of place and orientation at night. Such a strategy should be undertaken by a lighting consultant and would include an initial audit of the current lighting in the town, identifying priority areas, safety issues and key buildings and features. This audit would also include a review of route hierarchy and the type of lighting currently being used in Pencoed, particularly with regard to low energy lighting.
- 6.2.17 Following this audit and appraisal the strategy would develop a number of options for the town which could include public art through light, the lighting of key spaces, buildings and features and lighting options to increase sense of arrival and orientation. It is important that such a strategy liaises with key organisations and individuals including the Police and CCTV operators to ensure that proposals allow for sufficient surveillance and lighting in the town promotes facial recognition, increasing the sense of security.

Pencoed Welfare Hall

- 6.2.18 In response to consultation with the community, the Pencoed Welfare Hall Committee and Town Council this project considers the proposal to relocate Pencoed Town Council functions into the Welfare Hall. There are spaces within the Welfare Hall which are currently considered to be underutilised (e.g. the computer suite) and the Town Council therefore felt it beneficial to explore the potential of relocating. This would also see the office and clerk function of the Town Council relocated to the Welfare Hall, providing a central base for the Town Council and one which is more accessible to the local community. Further exploratory and feasibility work would be required in order to develop the Welfare Hall for use by the Town Council, however, such a project would bring regular annual income to the Welfare Hall and provide the Welfare Hall with a greater permanent function.
- 6.2.19 The project would also explore options to undertake improvement works to the Welfare Hall, potentially altering certain internal spaces to increase flexibility and / or exploring retro-fitting opportunities and grants that may be available to improve the overall energy efficiency and performance of the Welfare Hall, reducing overall operating costs.
- 6.2.20 The proposed changes of use within the Pencoed Welfare Hall would not affect any of the current activities. The aim is to reduce operating costs while protecting the long term provision of the excellent community facilities currently provided for users of the Welfare Hall.

New Retail Development

- 6.2.21 Site work and retail analysis has identified the need not necessarily for additional floor space but to improve the quality of the retail offer in Pencoed. There is an area located between Sheppard's Pharmacy and Crumbs Cafe (30-34 Penybont Road) where the units are dated and currently experiencing low occupancy rates. It is considered that a scheme (as illustrated in [Figure 6-2](#)) could be developed in order to create approximately 3-4 small retail units combined with off-street parking. Such a development would greatly improve the visual appearance of this section of Penybont Road, while also providing modern, attractive retail units which could be of interest to some of the national chain brands such as Greggs the Baker or Subway. Office or residential development could be provided at first floor level.

- 6.2.22 The project would involve demolition of the existing block of units, opening up the site and enabling development which is set back from the main highway to allow for a limited number of off-street parking spaces, again increasing the attractiveness of the units to future occupiers.

Pre-Employment Routes

- 6.2.23 Pre-employment Routes or 'Routes to Work' programmes are an increasingly popular tool to assist those out of work or unskilled in certain work areas, back into the workplace. There are a number of successful examples of such routes operational across the UK (see best practice example below) and with the presence of a number of large private sector employers close by such a project may help in reducing the overall number of claimants in Pencoed, while also upping the skills and knowledge base to encourage people back to work.

T-Mobile, Merthyr Tydfil

T-Mobile is today one of the largest mobile phone networks in the UK and their contact centre at Merthyr is of key strategic importance to the UK operations of the business. Set up in 2000, the centre initially employed 500 personnel, a figure which had hit 650 in 2004 and 750 in 2008 with many of the additional staff recruited through a successful pre-employment route. T-Mobile's hope for the pre-employment route is that it overcomes the negative perceptions of contact centre jobs while also up skilling the community to enable them to confidently apply for jobs, whether in T-Mobile or with other employers in South Wales.

North Glamorgan Health Trust

This route is similar to that used by North Glamorgan Health Trust and looks to include training in relation to CV skills, interview and communication skills, team building and confidence building over a 2 week period. If successful during that period the trainee is guaranteed an interview and if successful will progress directly to the standard recruitment process and training.

- 6.2.24 It is considered that a similar route should be established, working with the major employers in the area including Lloyds TSB, Johnson & Johnson, Rockwool and those located on the Sony site. There are certain Welsh Assembly Government initiatives and Job Centre Plus that could provide advice and best practice examples.

Development of the Former Surgery Site

6.2.25 The site is a key site in the centre of the town. It is the old surgery site before it moved to the temporary building behind the Social Club. The site is some 1650 sq metres and in split ownership – part private, part Valleys to Coast Housing Association. The site is derelict surrounded by a security fence. There is an existing public convenience located at the front of the site, that should either be relocated within the site development or alternatively it could be located in the proposed Town Car Park



6.2.26 A planning application was approved subject to a Section 106 agreement for a retail and residential development. However, because of funding difficulties with regard to the social housing element the Section 106 has not been signed. There is little prospect in the immediate future of housing grant being available as there are a number of housing bids with higher priority.

6.2.27 The site could accommodate a small food convenience store 3500-4000 with rear servicing plus a 600-1000 sq ft retail unit. A layout could allow for a direct footway link between the proposed car park and the main shopping area (See [Figure 6-1](#)). Alternatively the site could accommodate 10-12 residential units with on-site parking, or a combination of retail on the ground floor with flats above.

6.2.28 While the site is an important site with regard to the regeneration strategy it must be appreciated that it is not in local authority ownership. Due to a number of issues relating to housing grant it may be necessary to consider a scheme progressing which only relates to the land in private ownership. While, it would be disappointing that a comprehensive scheme for such a key location is not possible, a new development would be beneficial. As a minimum the site would benefit from being tidied up as either a temporary car park or public open space.

DIY Street 'Incidental Spaces'

6.2.29 This project takes inspiration from the Sustrans promoted project and wherever possible should look to work alongside Sustrans to implement incidental space projects throughout Pencoed. The Sustrans project *"brings communities together to help them redesign their streets, putting people at their heart and making them safer and more attractive places to live. It's an affordable, community-led alternative to the home zones design concept"*. The project should promote such opportunities to the community within Pencoed and gauge interest in such a project, perhaps through an open event hosted by Bridgend CBC, in partnership with Sustrans to promote the initiative and provide further details to the local community. Once area or a pilot project within the town have been identified and a community group established the design work could begin. Similar projects that have been completed elsewhere have included both improvements to residential streets and works to create entrance features to certain residential / retail areas (see photos below). Both types of projects are considered appropriate for Pencoed with opportunities to upgrade residential streets through creating 'build outs' to slow cars, planting trees or implementing planting boxes within the highway to break up the tarmac surface as well as opportunities to create entrance features to individual residential areas and on the boundary of the retail centre, perhaps linked to the 'Lighting Pencoed' project.



Harvey's Public Realm Improvements

6.2.30 The area in front of and behind the parade of shops known locally as 'Harveys' has been identified as an area in need of environmental improvements, enhancing the area for both local residents and users of the retail units, while also encouraging occupiers of the units to consider upgrading their shop fronts. It is considered that works to the area could include design and implementation of a courtyard style parking area to the rear of the shops as well as an urban realm scheme for the area immediately outside of the parade of shops, creating formalised parking for the retail units and improved surface finishes while introducing tree planting, landscaping and new boundary features and walls.



Subway Project

6.2.31 A subway project has already been identified, including discussions on new vandal proof lighting . This proposal builds on the existing scheme. The subway provides a pedestrian link underneath the M4 and has been identified as both a key community linkage for recreational purposes, but also as a problem area which attracts gangs of youth, creating a uninviting environment and causing problems such as vandalism and littering. This project looks to improve the environment within the subway, working with the community of Pencoed to implement some community art within the space and give a sense of ownership to the subway while also improving facilities within the subway including clearing the side approaches of overgrown vegetation, providing litter bins and benches against the side walls, and lighting in order to create a more pleasant and inviting area.



Penprysg Road Footway Improvements

6.2.32 The main part of this scheme is to provide a footway link along the western side of Penprysg Road between Wimborne Road and the junction with Min-y-Nant. Despite a footway being present on the other side of the road, the majority of pedestrians choose to walk in the carriageway posing a road safety risk. This link is especially important given that two major facilities – Pencoed primary school and the Wimborne Road car park - are separated from the town by this link, and the new doctors' surgery will be located off Min-y-Nant thus increasing the number of pedestrians likely to be walking in this area especially as there is currently no direct link planned between the public car park and new surgery. To accommodate this footpath, the highway should be slightly realigned to provide sufficient space. A full standard width footway is not possible in this area, however, a 1.2-1.5 m footway would still offer significant safety benefits.

6.2.33 During site observations a number of pedestrians were observed to not utilise the pedestrian crossing across Min-y-Nant. It is proposed that it is relocated closer to the junction on the key pedestrian desire line. The footway would also be widened on the corner by the railway station access to match the footway width along Min-y-Nant, particularly given the increased pedestrian traffic expected when the park and ride scheme is implemented. It is also proposed under this project that the traffic signal junction stop lines are reviewed as this may marginally increase the junction capacity, because of the junction configuration there is significant inter green time.



Town Centre Car Park

6.2.34 The car park adjacent to the current doctors surgery has some 28 spaces. The area is owned by Valleys 2 Coast Housing Association. When the doctors surgery is relocated the current building could be demolished and the site would make an ideal site for a Town Centre car park. If, ownership issues can be addressed, the area would be surfaced with parking spaces delineated. Two spaces would be reserved for the disabled.

6.2.35 It is proposed that the access to the new enlarged car park is amended. Currently the access and egress is via a sub standard lane to the east of the Pencoed Welfare Hall. The new proposal is for the existing lane to become an exit only with a new access (egress only) to the west of the Pencoed Welfare Hall. The new access would require land from the private owner, but should be seen as part of the development of this key site. This circulatory system would also serve the existing Social Club and could serve any development on the old surgery site – particularly, important if the site has a retail use i.e. rear servicing rather than on street servicing.

6.2.36 It would be important to provide a direct and convenient pedestrian route from the car park to the main shopping area. A potential route is shown on [Figure 6-1](#). It could be a shared surface, which should calm traffic speeds.



Figure 6-1 Town Centre Car Park

- 6.2.37 There is currently a toilet block opposite the War Memorial. This facility will need to be replaced either in a new development on the old surgery site or possibly in the new car park. It is important that any new public conveniences are located so that they are clearly visible. Of the two possible locations – in the car park or as part of the redevelopment of the old surgery site, the latter is preferred.

Level Crossing Pedestrian Shelters

- 6.2.38 The current pedestrian bridge over the railway, next to the level crossing is neither DDA compliant in design, suitable for parents with prams, or that well used by pedestrians wishing to cross the railway. Pedestrians often waiting on the road or pavement near the crossing itself and crossing when the barriers are raised. This project looks to install two pedestrian shelters either side of the level crossing, These would provide users of the crossing with a safer, more pleasant environment especially in inclement weather within which to wait for the level crossing to open and as stated previously there are times when the crossing gates are closed for several minutes. The shelters would be 'simple' shelters with return sides not enclosed shelters. The project could possibly be part funded by Network Rail.

Penybont Road / Penprysg Bridge Junction

- 6.2.39 This is a busy junction, not only with the level of through traffic, but also the right turning movements, pedestrians crossing and the adhoc parking that occurs on the eastern side within the junction limits. There is no capacity to widen the highway due to the railway cutting or the need to acquire property but even a short sub standard lane for right turning traffic over the bridge (from the north) would be beneficial. At present the time for right turning vehicles is very restricted. A right turning phase could be phased with a pedestrian crossing on the southern arm of the junction. A review of the traffic signal timings with revised stop lines would be beneficial.

- 6.2.40 It is appreciated that there are land ownership issues on the eastern footway (part adopted highway, part private – with unusually the private area being in the middle of the adopted area not adjacent to the building line). The area is also in a poor state of repair. Vehicles entering and leaving the area currently park in the middle of the traffic signal junction. This is a safety issue as well as an inconvenience for pedestrians. It is proposed that a series of bollards are installed along the length of Penybont Road (eastside) in the vicinity of the junction, which would prevent vehicular access. The area should then be repaved. It is an important visual approach to the Pencoed shopping area. (See Figure 6-2).
- 6.2.41 Consideration had been given to introducing ‘road narrowings’ in the main shopping street in order to reduce traffic speeds and assist pedestrian crossing movements. While these are shown on Figure 6-2 the practicality of their introduction needs further consideration by the Highway Authority.

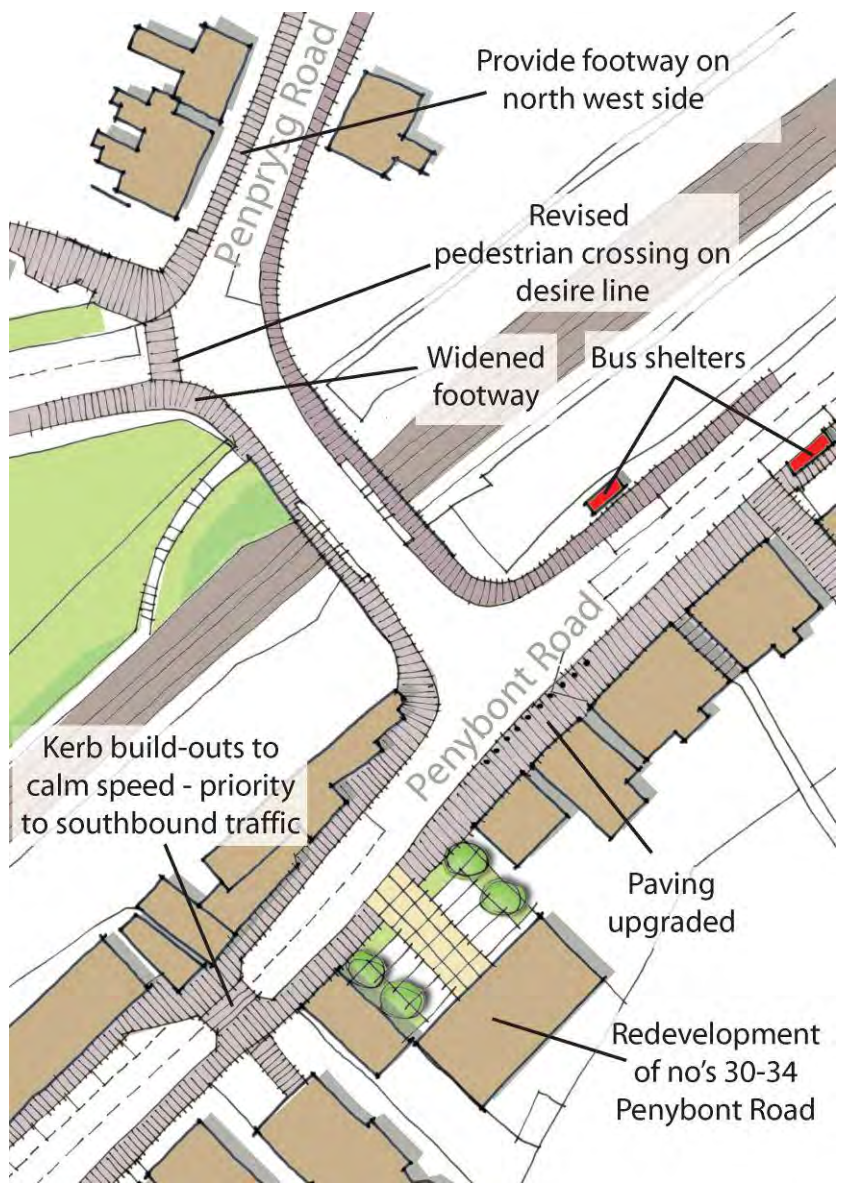


Figure 6-2 Penybont Road-Penprysg Road Junction

6.3 Action Plan

- 6.3.1 As stated earlier it is essential that the preferred strategy for the regeneration of Pencoed is accompanied by an Action Plan that identifies the responsibility for implementation and possible partners, indicates the linkages of projects to the strategy objectives, provides a budget cost estimate, covers deliverability (i.e. planning and land issues), potential funding sources and implementation timescale (Short 1 to 3 years, medium 4 to 5 years and long term beyond 5 years).
- 6.3.2 While the action plan has identified a number of possible sources of funding – all the proposed projects would be subject to further project development and investigation to assess compliance with funding criteria and the funders priorities.
- 6.3.3 Subject to further investigation other funding sources could be the Big Lottery Fund (Awards for All), the Coalfields Regeneration Trust, WAG grants, community funding programmes.
- 6.3.4 Several funding sources are available if applications are led by a community / voluntary organisation eg. Biffa Awards will consider applications from community / voluntary organisations but not from local authorities – Biffa Awards Main Grants programme could support environmental improvements, sports facilities for teenagers (eg. Skateboard park, MUGA). WAG's Community Facilities and Activities Programme (CFAP) is also open to voluntary and community groups only.
- 6.3.5 The Action Plan reflects the evaluation work undertaken but also the feedback from the public consultation.

Pencoed Regeneration Strategy – Action Plan

Project	Lead Responsibility	Other Possible Partners	Budget Cost Estimate (Note1)	Strategy Objectives	Land Required	PP Required	Possible Funding Sources (Note 4)	Implementation Timescale	Notes
Multi User Games Area (MUGA)	BCBC	Town Council Community Police	£60k	11,14	No LA Ownership	Yes	BCBC Sport Council for Wales	Short	Site off Felindre Road
Mini MUGA	Town Council	BCBC	£20k	11,14	No LA Ownership	Yes	Town Council	Short	Site off Heol Wastad Waun
Additional Support for Under Age Drinking Campaign	BCBC	Town Council Police Community Safety Partnership	£10k	14	No	No	BCBC Town Council Police CSP	Short	-
Pencoed Welfare Hall	Memorial Hall Committee	-	£20-30K	4,7,10,14	No	Possibly (Depends on final scheme)	Town Council WAG (CFAP) Welsh Church Act Fund	Short	CFAP is a Community Facilities and Activities programme
Penprysg Road Footway	BCBC	-	£25k	8	No	No	BCBC	Short / Medium	
Improved Pedestrian and Cycle Links	BCBC	Town Council	£30k per annum 3 years	3,8,10,14	No	No	BCBC Town Council Safe Routes in Communities	Short / Medium	Various local small scale schemes (see 6.2.13)
Pre Employment Routes	BCBC	Private Sector / WAG	-	1,6,7	No	No	BCBC WAG Private Sector Convergence Fund (ESF)	Short / Medium	-
Skate Board Park	BCBC	Town Council	£30k	11,14	No LA Ownership	Yes	BCBC / Town Council Sponsorship	Medium	Brickworks Site
Town Car Park and Access	BCBC	Town Council	£125k	8,12,13	Yes Land owned by V to C HA	Yes	BCBC	Medium	-

Project	Lead Responsibility	Other Possible Partners	Budget Cost Estimate (Note1)	Strategy Objectives	Land Required	PP Required	Possible Funding Sources (Note 4)	Implementation Timescale	Notes
Development of Former Surgery Site	Private Sector	V to C Housing Association	-	1,2,4,5,12,14	Land Assembly Required	Yes	Private Sector	Medium	(Note 2) (Note 3)
Lighting Pencoed	BCBC	-	£5k	4,5	No	No	BCBC	Medium	Lighting Strategy
Subway Project	Town Council	Bridgend College BCBC Groundwork	£30k	3,10,11	No	No	Town Council BCBC Groundwork	Medium	-
Level Crossing Pedestrian Shelters	BCBC	Network Rail	£12k	8,10	Permission to use land required (Network Rail)	No	BCBC Network Rail	Medium	NSIP is National Station Improvement Programme
Penybont Road Penprysg Bridge Junction	BCBC	Private Sector	£60k	5,10,13	Yes Part adopted Part private	No	BCBC / Private Sector	Medium	
Youth Shelter	Town Council	BCBC	£20k	10,11	No	Yes	Town Council BCBC Sponsorship	Medium	Site near Youth Engagement Centre
DIY Street Incidental Spaces	BCBC	Sustrans Town Council	£30k	2,4,5,10	No	No	BCBC Sustrans	Long	
Harvey's Public Realm Improvements	BCBC	V to C HA	£70k	5,10,13	No	Yes	BCBC	Long	-
New Retail Development	Private Sector	-	-		No	Yes	Private Sector	Long	-
NOTE 1		The budget cost estimates do not include firm costs from utility providers. They include construction cost, preliminaries and 20% contingency.							
NOTE 2		Certain elements of this scheme could be funded by way of (Section 106 Agreement) bus layby, bus shelters, repaving, cycle stands and seating.							

Project	Lead Responsibility	Other Possible Partners	Budget Cost Estimate (Note1)	Strategy Objectives	Land Required	PP Required	Possible Funding Sources (Note 4)	Implementation Timescale	Notes
NOTE 3		This is a key site in the town and the Local Authority should endeavour to assist with bringing an acceptable development forward. If development is some years way as a minimum the site should be tied up as either green space or a temporary car park. Possibility of a Commercial Improvement Grant should be considered.							
NOTE 4		The identification of BCBC as a possible funding source includes the Council's role as an instigator for a range of grants and as project coordinator / implementer.							

Appendix 1



Policy Framework

Policy Framework

The preparation of the Regeneration Strategy and Action Plan for Pencoed should consider the planning and strategy framework at the national, regional, sub-regional and local authority level. A summary of the key documents relevant to the Study Area are considered below:

National Policy Context

One Wales

One Wales presents the high level strategic direction agreed by the Labour and Plaid Cymru groups in the National Assembly. The aspirations of the agreed agenda for governance are presented under the following themes:

- ◆ A Healthy Future
- ◆ Living Communities
- ◆ A Fair and Just Society
- ◆ A Rich and Diverse Culture
- ◆ A Prosperous Society
- ◆ Learning for Life
- ◆ A Sustainable Environment

Many of the priorities look to overcome issues of relevance to the Pencoed Regeneration study area, such as access to healthcare, creation of jobs, improving transport, adult learning, and the environment.

Wales Spatial Plan

The Wales Spatial Plan was first adopted by the National Assembly for Wales in 2004; it was subsequently updated in 2008 and provides a national vision which focuses on:

- ◆ cross-boundary regional working
- ◆ growth and development of 'key settlements'
- ◆ 'cross boundary settlements' and the key 'international, interregional and regional links' that will allow regions to look outwards and work with their neighbours.

The Plan also contains a detailed strategy for the six spatial plan areas of Wales. This includes South East Wales (The Capital Network) within which Bridgend County Borough is situated. The vision for this area is:

“An innovative skilled area offering a high quality of life - international yet distinctively Welsh. It will compete internationally by increasing its global visibility through stronger links between the Valleys and the coast and with the UK and Europe, helping to spread prosperity within the area and benefiting other parts of Wales.”

South East Wales is recognised as Wales' most populated area but characterised by major economic and social disparities. Its coastal zone is its main economic driver, and the competitiveness of the region needs to be 'sustained to help raise the economic potential of Wales. The heavy commuting flows between the Valleys and the coast mean that the area functions as an interdependent but unplanned urban network. This gives rise to pressure on transport infrastructure'. As a 'key centre' in the region Bridgend is seen as having a close functional relationship with Cardiff and other neighbouring towns. However, Pencoed is not identified as a key settlement within the region.

The Area Framework for South East Wales - The Capital Network, divides the region into three distinctive 'spatial subsets' or sub-regions, all of which traverse Bridgend County Borough. Pencoed is located within the 'City Coast zone' of the Spatial Plan area. In general terms, the zone is seen as having 'high quality employment sites', particularly where they represent locational or large site opportunities for inward investment, which should be reserved for uses which maximise strategic economic benefits.



The Area Framework envisages that at the heart of the vision for the region there will be a network of strong, sustainable communities spreading prosperity from Cardiff and Newport to the valleys across the region.

The main priorities of relevance to Pencoed area are highlighted below:

Building Sustainable Communities

- ◆ The Plan reiterates the need for South East Wales to function as a city-region, spreading prosperity from the two major centres of Cardiff and Newport northwards.
- ◆ Achieving the Vision is dependent on realising the potential and managing any pressures from existing development opportunities
- ◆ Development will need to be carefully managed to avoid excessive strain on infrastructure and other essential services and to ensure environmental impact is minimised.

Achieving Sustainable Accessibility

- ◆ Public transport should operate sufficiently frequently that passengers can “turn up and go”
- ◆ Seating capacity should be sufficient to meet normal demand, reducing the need for passengers to stand for the journey
- ◆ Ensure that the road network is used with maximum efficiency with innovative approaches to demand management
- ◆ Safe cycling and walking routes should be identified for commuters and communities

Promoting a Sustainable Economy

- ◆ The area needs to develop a stronger presence in higher value services and the knowledge economy
- ◆ Supporting and developing higher and further education.
- ◆ Strategic interventions, focussed on regeneration and investment in the most deprived areas of the region should be along sustainable transport corridors and support key settlements.

Valuing Our Environment

- ◆ Getting the best of both high quality urban living and close proximity to stunning countryside
- ◆ Reducing levels of traffic congestion and developing effective public transport
- ◆ Sustaining and developing places that are safe for people to walk and cycle, and for reducing crime

Respecting Distinctiveness

- ◆ Each town needs to foster its own distinct sense of identity, building on its heritage and culture
- ◆ Creating a network of settlements with real character that complement each other and add strength to the attractiveness of the region as a whole

Wales: A Vibrant Economy

The Welsh Assembly Government's vision, as set out in *Wales: A Vibrant Economy* is of a vibrant Welsh economy delivering strong and sustainable economic growth by providing opportunities for all.

The approach for realising this vision is built around Wales' core strengths: an increasingly skilled, innovative and entrepreneurial workforce; an advanced technology and knowledge base; strong communities; a stunning natural environment; and an exceptional quality of life. WAGs growing range of powers, short decision chains, close partnerships, local knowledge and willingness to engage will help build an ever stronger competitive advantage for Wales.

The key actions for achieving these priorities will be:

- supporting job creation and helping individuals to tackle barriers to participation in the world of work;
- investing to regenerate communities and stimulate economic growth across Wales;
- helping businesses to grow and to increase value-added per job and earnings by:
 - investing in our transport networks and other economic infrastructure;
 - attracting more high value-added functions to Wales and supporting businesses and sectors with strong growth potential, notably through the new *Knowledge Bank for Business*;
 - further improving our skills base and using the opportunities created by the mergers to deliver more demand-led training tailored to the needs of businesses; and
 - helping businesses to become more competitive by supporting other drivers to business growth: entrepreneurship, innovation, investment and trade; and
- ensuring that all economic programmes and policies support sustainable development, in particular by encouraging clean energy generation and resource efficiency.

Regional Policy Context:

South East Wales Development Strategy: Enter the Dragon Economy (February 2005)

The Strategy identifies a number of key features which are seen to influence the economy of South East Wales, including:

- ◆ High rates of joblessness;
- ◆ Lower GDP per head than other European regions;
- ◆ Higher population densities than the Welsh average;
- ◆ High economic growth in the coastal plain; and
- ◆ Topography often-constraining development potential

Taking these issues into account, the strategy aims to realise its 'economic vision' through:

- ◆ Developing strong links to the high-growth, high-innovation and knowledge economies of Europe;
- ◆ Seeing the emergence of a limited number of key sectors and innovative firms within 10 years of the Spatial Plan;
- ◆ Business services, tourism and manufacturing becoming key sectors of the future;
- ◆ Using the region's university and research establishments to encourage research talent to locate into the region;
- ◆ Improved levels of qualifications among adults; and
- ◆ Cardiff being regarded as a true European capital, with an international reputation and outlook.

Sewta (South Wales Transport Alliance) Regional Transport Plan

The Regional Transport Consortia have been established in Wales following the additional powers conferred on the Welsh Assembly Government under the Transport Wales Act 2006 and the Railways Act 2005. The Transport Wales Act requires WAG to produce a Wales Transport Strategy, and gives it powers to promote regional transport planning and take direct control of local and regional rail services in Wales.

By working collaboratively with local authorities and other partners, each of these regional groupings has the remit to prepare a statutory Regional Transport Plan (RTP). The aim of the RTP is to improve regional transport in south east Wales and help deliver the social, economic and environmental objectives of the Wales Spatial Plan and the Wales Transport Strategy.

The RTP's main priorities tackle the main problems faced by the area, thus setting the direction of the strategy. They are as follows:

- ◆ To improve access between key settlements and sites and improve transport and access beyond their regions, ensuring that communities have access to a good range of employment opportunities;

- ◆ To improve access to services and facilities, particularly by public transport, walking and cycling;
- ◆ To facilitate economic development and promote land use developments which are supported by sustainable transport measures;
- ◆ To achieve modal shift and promote the greater use of more sustainable and healthier modes of transport, including public transport, walking and cycling; To protect the environment by reducing greenhouse gas emissions and other environmental impacts and reduce the impact of transport system on the local street scene and the natural, built and historic environment;
- ◆ To reduce the number and severity of road traffic casualties;
- ◆ To improve interchange within and between modes of transport;
- ◆ To reduce traffic growth and congestion and make better use of the existing road system;
- ◆ To regenerate town centres, brown-field sites and local communities through appropriate transport provision.

The RTP seeks to address these priorities through a mixture of policies and actions. Policies are listed under the following categories;

- ◆ Planning Policies
- ◆ Walking & Cycling Policies
- ◆ Smarter Choices Policies
- ◆ Rail Policies
- ◆ Bus Policies
- ◆ Community Transport Policies
- ◆ Integration, Interchange and
- ◆ Information Policies;
- ◆ Highway Policies
- ◆ Road User Charging Policies
- ◆ Road Safety Policies
- ◆ Car Parking Policies
- ◆ Freight Policies

Actions are represented by the five year capital programme, which features the following projects of relevance to the Pencoed Regeneration study area.

Walking and Cycling

Bridgend to Pencoed

Bridgend Active Travel Network: Pencoed

Rail

Half hourly service on the Maesteg line

Station Improvement Schemes

Road

Penprysg Roundabout Link to A473

Local Policy Context:

Bright Future – A Community Strategy for Bridgend County 2009 - 2012

Bridgend County's new Community Strategy was published in 2009. The Bridgend Local Service Board (LSB) is co-ordinating strategic action across the County so that agencies work together to realise the vision for Bridgend:

A bright future that celebrates and builds on the successes of our past and present. Our:

Strong Communities

Young Voices

Healthy Living

New Opportunities

Proud Past

Green Spaces

Relevant commitments within the Community Strategy of particular relevance to Pencoed include:

Strong Communities

- ◆ Ensure that things that matter to communities, such as reducing crime and anti-social behaviour, are included in the planning of services and the deployment of resources
- ◆ Set up dedicated teams to work closely with offenders who commit a large percentage of crime or anti-social behaviour to reduce their offending behaviour
- ◆ Communicate more on the safety of the county and the real successes to reduce crime, the fear of crime and anti-social behaviour
- ◆ Support national initiatives that build community cohesion
- ◆ Build capacity in local groups to work on the sustainable development of their communities
- ◆ Develop the support and training available for local businesses, community and voluntary groups
- ◆ Support local voluntary and community groups to be better able to influence local and national policy and strategy

Young Voices

- ◆ Increase the range of learning opportunities for all children and young people, including those who find formal learning difficult
- ◆ Provide the guidance, help and support to enable children and young people to develop the skills they need, and the personal attributes to apply them, to make the best of their talents
- ◆ Provide more opportunities for children and young people to have their voices heard
- ◆ Recognise and celebrate more often the successful things that young people do
- ◆ Work together to support children and young people and their families, in their local communities

Healthy Living

- ◆ Encouraging healthy lifestyles
- ◆ Looking at wider issues that affect people's health like where they live, how they get around and whether they can work, get training and enjoy social activities
- ◆ Helping to reduce heavy and binge drinking through better information on safe use of alcohol and providing support for people who want to stop drinking or cut down
- ◆ Ensuring the NHS, the council and other services work together to meet people's treatment and care needs

New Opportunities

- ◆ Provide a good range of adult and community learning opportunities for people to study things that are important to them and to employers

Proud Past

- ◆ Identify and preserve buildings of architectural or historic importance
- ◆ Improve our historic town centres and support the improvement of town centre buildings

Green Spaces

- ◆ Support local communities to improve and enhance their open public spaces in town and villages and their green and recreational space
- ◆ Improve access to our green spaces by improving rights of way for all local people and encouraging walking and cycling
- ◆ Ensure an attractive and clean environment by tackling local environmental quality issues, protecting the quality of the natural environment and contribute to tackling climate change
- ◆ Work towards a sustainable transport infrastructure which reduces the dependency on the car, recognises the benefits of public and community transport and encourage walking and cycling

These action areas have been identified from the Community Strategy based on existing Council activity in Pencoed. Through consultation you may identify other action points from the Community Strategy to progress through the Pencoed Regeneration Strategy.

Bridgend Unitary Development Plan (UDP) 2001 – 2016

The Bridgend Unitary Development Plan (UDP), adopted in 2005, expresses the land-use strategy and planning policies for the County Borough up until 2016. The guiding principle of the UDP is:

"To improve the quality of life for the residents of Bridgend County Borough in ways which are compatible with the principles of sustainable development."

This is implemented by a preferred land use strategy of:

“Limited dispersal of new development in the main urban areas, wherever possible on redundant or under-utilised urban land and optimising the use of committed development sites.”

The aims and objectives of the Plan in relation to regeneration are:

- To safeguard past investment particularly in urban areas, provide greater certainty for future investment and support the regeneration sector of the economy;
- To improve the quality of the County Borough's infrastructure, including its buildings and public realm;
- To identify and provide land use framework for addressing and prioritising social needs;
- To support community development, remove social exclusion and reduce crime;
- To make better use of existing resources such as land and buildings, reduce the need to travel, assist in removing urban decay, facilitate energy efficiency, enhance biodiversity and reduce pressure on the countryside;
- To stimulate greater participation in, and public ownership of planning decisions and provide a focus for community activity;
- To assist in the improvement of educational and employment skills.

The specific proposals in relation to Pencoed are highlighted later.

Bridgend Local Development Plan (LDP) 2006 – 2021

The Bridgend Local Development (LDP) is currently being prepared by the County Borough Council and will supersede the UDP upon adoption which is scheduled to occur in late 2011.

However, the Council has already prepared Pre-Deposit Proposals for the LDP which includes a draft Vision, Objectives, Growth and Spatial Option and Strategic Policies. These were consulted on in early 2009 and a deposit LDP is expected to be published for consultation in spring / summer 2010.

The draft vision of the LDP is:

“By 2021, Bridgend County Borough will be transformed to become a sustainable, safe, healthy and inclusive network of communities comprising strong, interdependent and connected settlements with improved quality of life and opportunities for all people living, working, visiting and relaxing in the area.

The catalysts for this transformation will be:

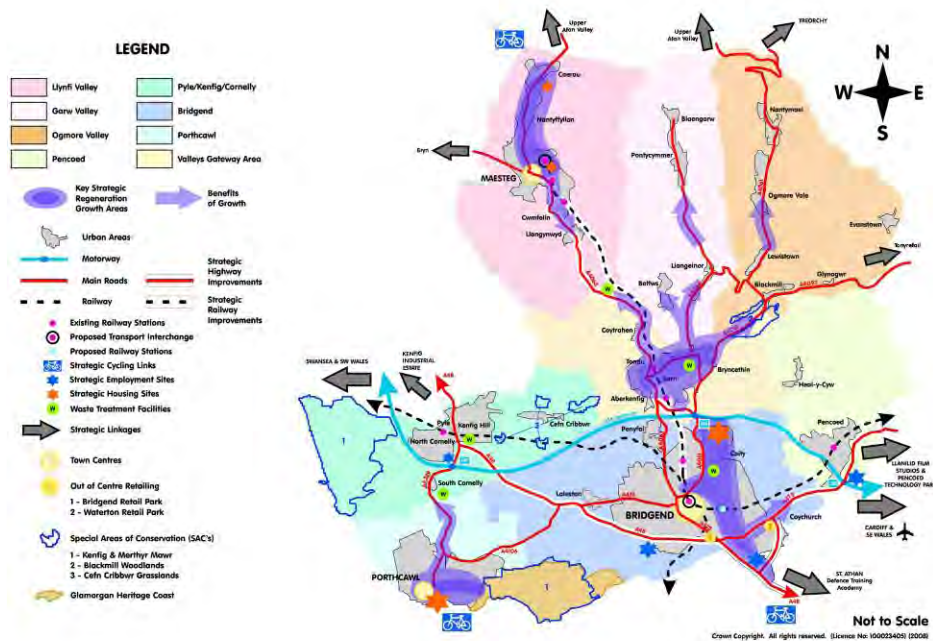
- a successful regional employment, commercial and service centre in Bridgend;
- a vibrant waterfront and tourist destination in Porthcawl;
- a revitalised Maesteg; and
- thriving Valley communities."

The objectives of the Plan centre around four high-level strategic objectives of:

- To produce high quality sustainable places where people want to live
- To protect and enhance the environment
- To spread prosperity and opportunity through regeneration
- To create safe, healthy and inclusive communities

The preferred spatial strategy of the Plan is to allocate areas for development based upon the regeneration priorities of the County Borough.

To this end, four Strategic Regeneration Growth Areas (SRGAs) have been identified which will deliver the majority of major development up to 2021.



Paragraph 8.4.27 of the Pre deposit Proposals states that:

“In Pencoed there are identified constraints, such as the railway line and flood plain, which may cause difficulties in finding new sites within the existing settlement boundary. Therefore, there may be a requirement to allocate significant greenfield sites outside the settlement boundary in Pencoed to

meet the level of growth required. Pencoed has therefore not been identified as a SRGA.

However, paragraph 9.2.4 states that:

*“It is also necessary that other **key** regeneration projects, especially in...**Pencoed** are delivered in order to fully implement the Strategy. However, these are not of such individual scale as to be identified as Strategic elements of the Preferred Strategy”.*

In addition, the nearby Pencoed Technology Park is identified as a Strategic Employment Site within the LDP Strategy:

“This site is proposed for technology and specialist medical activities. This 20 hectare site is located next to Junction 35 of the M4 east of Bridgend; whilst most of the area lies within Rhondda Cynon Taf, it functionally forms part of the Pencoed and Bridgend areas. The site’s infrastructure is now in place, and it offers a number of office development sites providing grow on space for the Sony Technium within the administrative boundary of Bridgend and three other plateaux for medical and technology uses within Rhondda Cynon Taff. In addition there are also substantial redevelopment opportunities within the former Sony land holding, most notably the large car park, which represents a site of 4.5 hectares, which is also wholly within Bridgend County Borough.”

Health, Social Care and Well Being Strategy 2008 - 2011

The main purpose of the Health, Social Care and Well Being Strategy is to achieve the shared goal of improving people’s lives by improving their health, social care and well-being. The Vision for this Strategy is:

“The health and well-being of the people of the County Borough of Bridgend will be the best in Wales.

Everyone has appropriate access to first class services delivered by organisations working together.”

The Health & Well-Being Partnership is responsible for making sure this plan influences service development and delivery where specific problem areas have been identified in the health and well-being of the population.

The main areas to be prioritised for the three year strategy period are:

- Increasing life expectancy.
- Reducing levels of chronic disease, specifically heart disease, stroke, respiratory disease, diabetes and cancer.
- Improving mental health and emotional well-being.
- Reducing alcohol misuse.
- Improving lifestyle choices.

There are many other areas that will also be considered within the resources that are available within the county borough and in line with other plans such

as the Single Plan for Children & Young People and the Local Development Plan like improving transport and increasing educational opportunities.

Bridgend Children and Young Peoples Plan 2008-2011

Bridgend Children & Young People's Partnership want all our children and young people to:

- thrive and make the best of their talents;
- live healthy and safe lives;
- be confident and caring individuals throughout their lives;
- know and receive their rights.

The plan sets out seven Core Aims:

"These are that all children and young people will be given every chance to:

- **have a flying start to life**
by which we mean be born healthy into a secure and supportive family
- **have access to appropriate educational opportunities**
by which we mean be able to fulfil their potential as learners
- **be healthy and free from exploitation**
by which we mean be healthy and secure individuals, free from exploitation by others
- **access play, leisure, sporting and cultural activities**
by which we mean be able to participate in activities regardless of their skills and abilities
- **be listened to and treated with respect**
by which we mean be able to have a say in all decisions which affect them and have an understanding of their rights and responsibilities
- **live in a safe home and community**
by which we mean be safe and emotionally well supported within their home and local community
- **not be disadvantaged by poverty**
by which we mean thrive and become confident and caring people regardless of their family's income."

Fit for the Future: Bridgend County Borough Council's Regeneration Strategy 2008 - 2021

Fit for the Future defines regeneration as an over-arching activity delivering a balanced approach to revitalising the well-being of communities through social, physical, and economic improvements. The Strategy seeks to promote entrepreneurial and wealth-creating activities: it builds on and integrates economic development and tourism, urban and rural physical regeneration, and health.

The Strategy also integrates with key values embedded in the Community Strategy. Working alongside other major local strategies, *Fit for the Future* emphasises key actions to prepare for, take and maximise opportunities for local people and businesses, and to attract new investment into the Borough.

The vision contained in the strategy is:

“By 2021, Bridgend County Borough will be recognised as a self-contained, productive sub-regional economy, with a skilled and utilised workforce, in a place where people and businesses want to be”

The strategic framework contained within the strategy outlines 4 strategic aims:

- Enabling wealth and increasing enterprise
- Building up skills levels and entrepreneurial attitudes in an active labour force
- Making a great place to live, work, visit & play
- Strengthening & renewing infrastructure

Beneath these four aims, several key actions have been identified. Relevant actions could be seen as follows:

- Deliver major housing refurbishment programmes and associated community regeneration opportunities
- Continue investment in the natural environment and townscape heritage
- Target 11-13 age group through convergence funding
- Build on current work to create a 14-19 learning pathways pilot including stronger school/college partnerships
- Continue strong existing programme of business support
- Develop a focused programme to attract Single Investment Fund support
- Supply Chain review, targeting SME and service opportunities to support new skills strategy
- Develop and support Focus Clusters of priority industries to raise quality and performance
- Develop business through an Ideas Bank, linking local intellectual capital to enterprise development
- Carry out a Productivity Review to understand and respond to the productivity gap

Appendix 2

List of Consultations / Consultees

List of Consultees

Council Members

- Cllr R. Williams – Hendre Ward
- Cllr K. Watkins – Hendre Ward
- Cllr C. Davies – Penprysg Ward
- Cllr M. Gregory – Felindre Ward

Pencoed Town Council

- Cllr J Hancock
- Cllr J Butcher
- Cllr D John
- John Dilworth, Clerk

Bridgend County Borough Council

- Planning Policy
- Development Control
- Regeneration
- Transport Planning
- Traffic Management
- Transport Policy and Development
- Public Protection
- Environmental Health
- Education
- Community Safety and Wellbeing
- Youth Services
- Local Area Services Board
-

Local Organisations / Individuals

- Police Constable Sam Beaumont and PCSO Lauren Dillon
- PACT
- Pencoed Secondary School – School Council
- Sion Durham – Community Focussed Schools Programme
- Mark Jones & Andrew Gibbs – Pencoed College
- Pencoed Welfare Hall Committee
- Pencoed Youth – ‘Just Ask’ Evening
- Coychurch Higher Community Council
- Various Local Businesses

Appendix 3

Long List of Projects

	Project Reference Number
Social / Community	
<ul style="list-style-type: none"> • MUGA – Consider implementation of a MUGA in order to provide an outdoor recreation / meeting space for the youth of Pencoed. 	1
<ul style="list-style-type: none"> • Youth Shelter – Provide a youth shelter, possibly alongside another facility. 	2
<ul style="list-style-type: none"> • Graffiti Wall – Identify or provide an area which can be used for graffiti within the town and encourage creative use of the space. 	3
<ul style="list-style-type: none"> • Skate Park – Consider implementation of a skate park in order to provide an outdoor recreation / meeting space for the youth of Pencoed. 	4
<ul style="list-style-type: none"> • BMX Park – Consider identifying an area of land and providing the materials for the construction of a BMX track in the town. 	5
<ul style="list-style-type: none"> • Motocross Track – Consider the provision of an area identified for motocross in order to formalise this activity in the area and provide for those wishing to undertake the activity in a safe and sustainable way. 	6
<ul style="list-style-type: none"> • Outdoor Gym / Trim Trail – Consider the implementation of an outdoor gym / trim trail type facility, possible utilising space adjacent to the park and ride site following draining of that area as part of the park and ride scheme. 	7
<ul style="list-style-type: none"> • Underage Drinking Enforcement / Campaign – Develop a campaign to enforce and educate about underage drinking in Pencoed in order to reverse the perception that Pencoed is a town where alcohol is easily accessible. 	8
<ul style="list-style-type: none"> • School / Community Projects – Work with Pencoed School and their emerging action plan from community schools programme, considering ways in which the school can further integrate into the community (e.g. use of IT Suite for internet based activities). 	9
<ul style="list-style-type: none"> • College Related Project – Discuss further the potential of a project involving Bridgend College and their Pencoed campus. 	10
<ul style="list-style-type: none"> • Community Linkages – Develop a project to improve community linkages to key facilities including the railway station, school, car parks, recreation space and shops. 	11
<ul style="list-style-type: none"> • “Building Bridges” – Community project to build bridges between the younger and older generations of Pencoed, working closely with the local Police and Support Officers. 	12
<ul style="list-style-type: none"> • Management of Youth Facilities – Review and implement the management structure for youth facilities in Pencoed, including the proposed youth centre and an outdoor facility should one materialise. 	13

<ul style="list-style-type: none"> • ‘Lighting Pencoed’ – Undertake a lighting strategy for Pencoed, illuminating key features of the town and areas such as the memorial gardens and underpass. 	14
<ul style="list-style-type: none"> • Pencoed Welfare Hall – Explore the potential of the Welfare Hall to contribute to the wider social / community needs of Pencoed, providing community space and hosting a wider range of classes / events etc. 	15
<ul style="list-style-type: none"> • Cycle Racing Track – Explore the potential of providing a cycle racing track (outdoor Velodrome) to meet identified local need. 	16
<ul style="list-style-type: none"> • Sitting Out Area – Develop a sitting out area within the town. 	17
<ul style="list-style-type: none"> • Allotment Gardens – Explore the potential development of further allotment gardens in Pencoed, meeting identified demand and statutory requirements. 	18
Economic / Commercial	
<ul style="list-style-type: none"> • Small Business Units – Explore the potential of providing small business units in the town, possibly linked to the potential relocation of the primary school on Penprysg Road. Such a facility should also include meeting and conference space that can be hired by the hour in order to facilitate home working. 	19
<ul style="list-style-type: none"> • Small to Medium Sized Supermarket – Consider the development of a small to medium sized supermarket in the town in order to strengthen and complement the existing retail offer. 	20
<ul style="list-style-type: none"> • New Retail Development – Consider the redevelopment of the single storey retail units along Penybont Road in order to create more attractive units and improve the retail centre of the town. 	21
<ul style="list-style-type: none"> • Retail Occupiers Investment – Actively explore the potential and interest of retailers looking to invest in the town and work with them in order to ensure that the investment opportunity is as attractive as possible, considering factors such as available units, development sites and compatibility with other retailers. 	22
<ul style="list-style-type: none"> • Pre-Employment Routes – Seek to establish pre-employment routes with local employers (including for example Lloyds and Johnson & Johnson, Rockwool) to encourage those with a lower skill set in Pencoed to access jobs locally. This could be established through Pencoed Technology Park Forum. 	23
<ul style="list-style-type: none"> • New Primary School Site – Explore the potential of other commercial / community uses on the new primary school site if it is to progress. Initial discussions with the school suggest facilities such as a pharmacy. 	24
Environment	
<ul style="list-style-type: none"> • Scheme for ‘Harveys’ parade of shops – Develop a scheme to upgrade the frontages and the area around the parade of shops known locally as ‘Harveys’. 	25
<ul style="list-style-type: none"> • Development of Former Surgery Site – Actively seek development opportunities for this site which encourage high quality retail investment on what is a key town centre site. 	28
<ul style="list-style-type: none"> • Bayswater Tubes – Actively explore new uses for this redundant industrial site, working with the community and developers to get an end use which brings both 	29

commercial and community benefits. Explore potential for small industrial workshops on the site, hotel / conference centre, residential.	
<ul style="list-style-type: none"> • Old Kings Head Site – Actively explore options (residential / commercial) and achieve a high quality scheme for the redundant Old Kings Head Pub Site ensuring that final uses are complimentary to existing uses and that servicing arrangements and parking is sufficient. 	30
<ul style="list-style-type: none"> • DIY Streets – Incidental Spaces – Develop an enhancement programme for incidental open spaces within the main residential areas of Pencoed, utilising where possible guidance and programmes such as the Sustrans DIY Streets programme. 	31
<ul style="list-style-type: none"> • Rationalisation / Re-use of Space Adjacent to Allotments – Explore potential future use of the scrubland site adjacent to the allotments near to the railway bridge, potentially expanding the allotment gardens. 	32
<ul style="list-style-type: none"> • Subway Project – Enhancement scheme for the M4 Subway considering community art, environmental improvement, lighting and the provision of rubbish bins. 	33
<ul style="list-style-type: none"> • Woodlands Enhancement – Enhance the Woodlands area of the town, upgrading changing facilities and implementing links to the site from the Redrow area. 	34
<ul style="list-style-type: none"> • Old Clinic Site / Building – Produce a scheme for the old Clinic building / site considering future uses such as small workshops or community / youth centre. 	35
Movement	
<ul style="list-style-type: none"> • War Memorial Pedestrian and Traffic Scheme – A package of measures aimed at improving pedestrian links and aiding traffic movements around the War Memorial. The key parts of the scheme are the widening of pedestrian footpaths in the area, allowing two way traffic movements on the northern side of the War Memorial, providing a build out and pedestrian crossing across Penybont Road and reducing vehicle speeds. The War Memorial bus stops would also be relocated to a site just outside the Co-op. 	36
<ul style="list-style-type: none"> • Penprysg Road Bridge Traffic Signals – Reconfiguration of the signals over the Penprysg Road railway bridge to provide enhanced capacity for traffic movements. 	37
<ul style="list-style-type: none"> • Realignment of Heol-y-groes – Consider the potential for realigning the western end of Heol-y-groes to simplify traffic movements around the war memorial. 	38
<ul style="list-style-type: none"> • Pencoed Town Centre Car Park – Resurface and re-organise to provide 50 parking spaces outside on the current temporary surgery site and provide a direct pedestrian link to the town centre 	39
<ul style="list-style-type: none"> • Penybont Road Parking – Introduce a parking bay along Penybont Road, opposite the Co-op. The parking lay-by outside of 5-7 Penybont Road would be marked out and designated as time-limited parking. 	40
<ul style="list-style-type: none"> • Penybont Road Build Outs – A build out (priority to southbound traffic movements) would be installed across Penybont Road outside of the church to 	41

enhance pedestrian movements, reduce vehicle speeds and encourage traffic to use the A473 instead of Penybont Road. This build out would work with the other proposed build out/crossing outside the Co-op.	
<ul style="list-style-type: none"> • Penprysg Road Footway Improvements – Provide a footway link on the western side of Penprysg Road between the Penprysg Road car park and the junction with Min-y-nant. The pedestrian crossing across Min-y-nant would be relocated to be closer to the pedestrian desire line, a widened footway provided and the pedestrian footway around the Penybont Road – Penprysg Road junction repaved to a higher standard. 	42
<ul style="list-style-type: none"> • Level Crossing Pedestrian Shelter – Provide a weather shelter for pedestrians waiting at the level crossing. This shelter would be of particular use for disabled people as the provided bridge is not suitable for disabled use 	43
<ul style="list-style-type: none"> • Penybont Road Bus Stops – A bus shelter would be provided for passengers waiting outside of the library. 	44
<ul style="list-style-type: none"> • Shuttle Bus – Explore the possibilities of developing a lunchtime shuttle bus between Pencoed College, the business park and the town centre. 	45
<ul style="list-style-type: none"> • Pencoed College Cycle Route – The proposed study which looks at the cycle route options between Pencoed College and the town centre. 	46
<ul style="list-style-type: none"> • War Memorial Cycle Parking – Provide cycle parking facilities in the town centre. 	47
<ul style="list-style-type: none"> • Pedestrian/cycle link to Pencoed Technology Park – Provide a combined pedestrian/cycle link on the eastern side of the A473 to allow access to the southern part of the Pencoed Technology Park. 	48

Appendix 4

Evaluation Framework Matrix & Criteria

Evaluation Matrix – Criteria

	XX	X	0	✓	✓✓
Is the project contrary to policies / land use designations in the Unitary Development Plan and in line with the Local Development Plan Preferred Strategy?	-	Yes – the project is contrary to policy / land use designations.	-	No – the project is in accordance with policy and land use designations.	-
Is the project compatible with the study objectives?	-	-	No	Yes – compatible with 1 – 4 objectives.	Yes – compatible with 4+ objectives.
Can the project be delivered in a five year framework?	-	No	Unsure / reliant on private sector for delivery.	Yes	-
Is there likely to be community support / opposition?	Likely major / town wide opposition.	Minor / small scale opposition.	-	Minor / small scale support.	Major / town wide support.
Will the project require public sector funding?	Yes – large amount of funding required.	Yes – small amount of funding required.	-	No funding required / Private sector led.	-
Is the project appropriate for a Partnership or Joint approach?	-	-	No / limited partnership potential.	Yes – potential for public sector / community partnership.	Yes – potential for public / private partnership.
Does the project have revenue implications?	Yes – significant annual revenue costs (e.g. staff costs).	Yes – Annual maintenance / cleaning revenue.	-	No revenue cost implications.	Overall revenue income from the project.
Will the project offer new permanent job opportunities?	Loss of greater than 10 jobs.	Loss of between 1 and 10 jobs.	No change to job numbers.	Between 1 and 10 new jobs created.	Over 10 new jobs created.
Does the project fulfil a need / demand identified through the study?	-	No identified demand for the project.	-	Demand identified through consultation / previous work.	-
Does the project improve the physical appearance of Pencoed?	-	Project would impact negatively on physical appearance.	Project would bring no change.	Project would bring some improvement to physical appearance.	Project would greatly improve physical appearance.

Is the project affected by any flooding issues?	Yes – 1 in 100 year flood zone.	Yes – 1 in 1000 year flood zone.	Not applicable / location unknown	No flooding issues with the project.	-
Is the project dependent on other things occurring / projects coming forward?		Yes – reliant on other projects in order to be delivered.	-	No – can be delivered as individual project.	
Are there likely to be any immediate amenity (neighbour, visual, noise) issues?	Yes – major amenity issues.	Yes – minor amenity issues.	No amenity issues with the project.	-	-
Ease of building / delivering the project?	-	Project difficult to build / deliver.	Private sector delivery / unknown.	Project easy to deliver.	Project could bring a quick win.
Does the project improve accessibility?	-	-	Project brings no change to accessibility / not applicable.	Project brings minor improvements to pedestrian / vehicular accessibility.	Project brings major improvements to pedestrian / vehicular accessibility.
Does the project improve highway/pedestrian safety?			Project brings no change / not applicable.	Project brings minor improvements to highway / pedestrian safety.	Project brings major improvements to highway / pedestrian safety.
Does the project provide significant pedestrian/highway/cycling benefits?	Major disbenefits	Slight disbenefits	No real change	Slight benefits	Major benefits

Evaluation Matrix – Non Spatial

	Project					
	8	9	12	13	15	23
Is the project contrary to policies / land-use designations in the Unitary Development Plan and or Local Development Plan Preferred Strategy?						
Is the project compatible with the study objectives?						
Can the project be delivered in a five year framework?						
Is there likely to be community support / opposition?						
Will the project require public sector funding?						
Is the project appropriate for a Partnership or Joint approach?						
Does the project have revenue implications?						
Will the project offer new permanent job opportunities?						
Does the project fulfil a need / demand identified through the study?						
Is the project dependent on other things occurring / projects coming forward?						
Are there likely to be any immediate amenity (Noise, Visual or neighbour) issues?						
Ease of delivering the project						
TOTAL						

Appendix 5



Feedback from Public Exhibition

The public consultation event for the strategy was held in the Pencoed Welfare Hall on Friday 4th and Saturday 5th June 2010 and was attended by 179 people. Members of the public were asked to view the exhibition boards and provide feedback by completing a comments form, a copy of which can be seen below:



Pencoed Regeneration Strategy / Action Plan

Comment Sheet

1. What age category do you fit into: Under 20 41-59
 21-40 60+

2. The key issues have been identified on the Exhibition Board. Are there any others?

3. From the work undertaken to date the following projects have been identified and we would be pleased to receive your views.

		Strongly Support	Support	Disagree	Strongly Disagree	No Opinion
1	Multi User Game Area (MUGA)					
2	Underage Drinking Campaign					
3	Community Links					
4	Improved Lighting in Pencoed					
5	Pencoed Welfare Hall					
6	New Retail Development					
7	Retail Occupiers Investment					
8	Pre-Employment Routes					
9	Site Opposite War Memorial					
10	Scheme for Harvey's					
11	DIY Streets 'Incidental Spaces'					
12	Subway Project					
13	Penprysg Road Footway Improvements					
14	Town Centre Car Park					
15	War Memorial Traffic and Pedestrian Scheme					
16	Level Crossing Pedestrian Shelters					
17	Pencoed College Cycle Route					
18	Penybont Road / Penprysg Road Junction Improvements					

4. With regard to the MUGA two possible sites have been identified – Do you have a preference:
 (Please tick your preferred option)

Felindre Road near the bowling green Heol Wastad Waun
 Min-y-Nant next to the Park and Ride site Other Location?

5. What would be your top three priority projects?

1.
2.
3.

Thank you for taking the time to complete the comment sheet. Please add any other comments on the reverse of this form. Completed comment sheets can be either put in the box provided or dropped into the Pencoed Town Council Offices (Unit 6 Verlands Court, Verlands Way). You can also download and submit this comment sheet online at www.bridgend.gov.uk/pencoedregeneration.

Space was also provided on the rear of the form for other comments. In total 117 survey forms were completed and returned with the results set out in the following sections.

The first question sought to ascertain the age of respondents, with the results shown in Table 1.

Table 1 Age Category of Survey Respondents

Age Category	Count	Percentage
Under 20	19	16%
21-40	27	23%
41-59	28	24%
60+	41	35%
Not Specified	2	2%
Total	117	100%

The second question referred respondents to Board 2 of the exhibition which identified the main issues within Pencoed and asked if there were any other key issues they wished to identify. Of these responses a large number (27) referred to the need to provide youth facilities such as a skatepark, BMX track or a youth club. A number of other issues were also identified including:

- The problems caused by the level crossing on Hendre Road;
- The problems of using the Penybont Road-Penprysg Road junction;
- The need for a new crossing point over the railway line;
- More facilities required for cyclists;
- Parking problems in the town centre;
- The need for additional police presence; and
- The problems of dog mess.

Following the identification of the main issues, the questionnaire then sought to ascertain the level of support for each project. Respondents could select to either: strongly agree, agree, disagree, strongly disagree or offer no opinion. Table 2 details the results for each project under each of these categories with the projects also giving a ranking according to the overall level of support received.

Table 2 Levels of Support for Projects

Project Number	Project	Strongly Support		Support		Disagree		Strongly Disagree		No Opinion		Total	Rank
		Count	%	Count	%	Count	%	Count	%	Count	%		
1	Multi User Game Area (MUGA)	81	69%	25	21%	3	3%	2	2%	6	5%	117	1
2	Underage Drinking Campaign	72	62%	25	21%	1	1%	0	0%	19	16%	117	2
3	Community Links	35	30%	46	39%	3	3%	2	2%	31	26%	117	8
4	Improved Lighting in Pencoed	28	24%	33	28%	20	17%	9	8%	27	23%	117	17
5	Pencoed Welfare Hall	30	26%	30	26%	13	11%	29	25%	15	12%	117	18
6	New Retail Development	42	36%	32	27%	11	9%	10	9%	22	19%	117	10
7	Retail Occupiers Investment	30	26%	36	31%	10	9%	10	9%	31	25%	117	14
8	Pre-Employment Routes	21	18%	42	36%	7	6%	5	4%	42	36%	117	15
9	Site Opposite War Memorial	55	47%	34	29%	5	4%	3	3%	20	17%	117	5
10	Scheme for Harvey's	35	30%	46	39%	11	10%	0	0%	25	21%	117	8
11	DIY Streets 'Incidental Spaces'	28	24%	35	30%	8	7%	4	3%	42	36%	117	15
12	Subway Project	34	29%	41	35%	6	5%	7	6%	29	25%	117	11
13	Penprysg Road Footway Improvements	54	46%	29	25%	5	4%	6	5%	23	20%	117	7
14	Town Centre Car Park	64	55%	25	21%	4	3%	2	2%	22	19%	117	4
15	War Memorial Traffic and Pedestrian Scheme	62	53%	29	25%	1	1%	3	3%	22	18%	117	3
16	Level Crossing Pedestrian Shelters	37	32%	30	26%	14	12%	16	14%	20	16%	117	13
17	Pencoed College Cycle Route	30	26%	41	35%	7	6%	9	8%	30	25%	117	12
18	Penybont Road / Penprysg Road Junction Improvements	50	43%	37	32%	2	2%	6	5%	22	18%	117	6

With regard to the MUGA the survey sought to identify the preferred location from three identified areas. The results can be seen in Table 3.

Table 3 Preferred Location for the MUGA

Location	Count	Percentage
Felindre Road	31	35%
Min-y-Nant	20	23%
Heol Wastad Waun	26	30%
Other Location	11	12%
Total	88	100%

When looking at the results of the 19 respondents who identified their age category as below 20, five selected Felindre Road, four Heol Wastad Waun, two selected the 'other' option (outside the police station and outside Harveys) and eight did not respond to the question.

The fifth question asked respondents to identify their top three priority projects. The results are shown in Table 4 with the projects ranked in order.

Table 4 Ranked Priority Projects

Project Number	Project	Top Priority	Second Priority	Third Priority	Ranking
1	Multi User Game Area (MUGA)	20	4	4	1
2	Underage Drinking Campaign	5	7	7	2
14	Town Centre Car Park	6	5	8	2
18	Penybont Road / Penprysg Road Junction Improvements	6	1	10	4
5	Pencoed Welfare Hall	8	2	1	5
13	Penprysg Road Footway Improvements	5	5	1	6
6	New Retail Development	3	6	4	7
15	War Memorial Traffic and Pedestrian Scheme	2	5	5	8
9	Site Opposite War Memorial	2	4	2	9
16	Level Crossing Pedestrian Shelters	0	6	2	10
7	Retail Occupiers Investment	0	5	3	11
4	Improved Lighting in Pencoed	2	2	1	12
10	Scheme for Harvey's	0	4	2	13
3	Community Links	1	1	2	14
8	Pre-Employment Routes	1	0	1	15
11	DIY Streets 'Incidental Spaces'	1	0	1	15
17	Pencoed College Cycle Route	0	1	1	17
12	Subway Project	0	0	2	18

The final part of the questionnaire asked respondents whether they had any other comments. Some of the main points from this section are set out below:

- More quality retail is needed in Pencoed, particularly apparel;
- The former Bayswater Tubes sites should be utilised for park and ride with the existing proposal left as a greenfield site;
- Pencoed needs more play areas/youth facilities;
- The proposals are too concentrated in the town centre;
- There is support for utilising the Welfare Hall more but not by the Town Council moving in;
- A new crossing is required over the railway line;

- The footbridge by the level crossing needs to be lit at night;
- Concerns over the potential of a supermarket opening in Pencoed and the potential implications on other retailers;
- Concern over possible social problems from situating the MUGA in a residential area;
- Improve motorised scooter access in the town and particularly to the Redwood Estate playing fields; and
- Improving Greenacre Fields.

In addition to the completed survey forms, a further 10 letters/emails were received regarding the proposals. Some of the comments and suggestions are provided below:

- Provide a parking layby along Hendre Road to ease traffic flow;
- Provide new, larger retail units to encourage more quality retail into Pencoed;
- Provide safe drop-off areas outside all the schools;
- Concerns over positioning the MUGA at Heol Wastad Waun and the possible anti-social problems that may be caused;
- Creation of a family friendly sit-out scheme as part of the improvements around the War Memorial;
- Concerns over the potential costs of creating the additional left turning lane into Hendre Road;
- Concerns over the proposed build-out on Penybont Road;
- 'Refurbish' the town centre;
- Introduce a 20mph speed limit along Coychurch Road/Penybont Road in the town (from the motorway underpass to outside the library);
- Ensure good footway links to Coychurch Road are proposed as part of the development of the site opposite the War Memorial;
- Provide a 'river walk' footpath from around the college to Heol Ewenny;
- Improve the Felindre Road junction with Coychurch Road;
- Improve sustainable travel links to the Pencoed Technology Park;
- Replace and/or widen the Penprysg Road bridge over the railway line; and
- 'Open-up' the playing fields off Felindre Road by removing the wall that runs alongside the road.