

PENCOED TOWN COUNCIL



2020 and Beyond

A vision for Pencoed

Pencoed Town Council
Salem Chapel Vestry
Coychurch Road
Pencoed
Bridgend
CF35LY

1. Introduction and Purpose

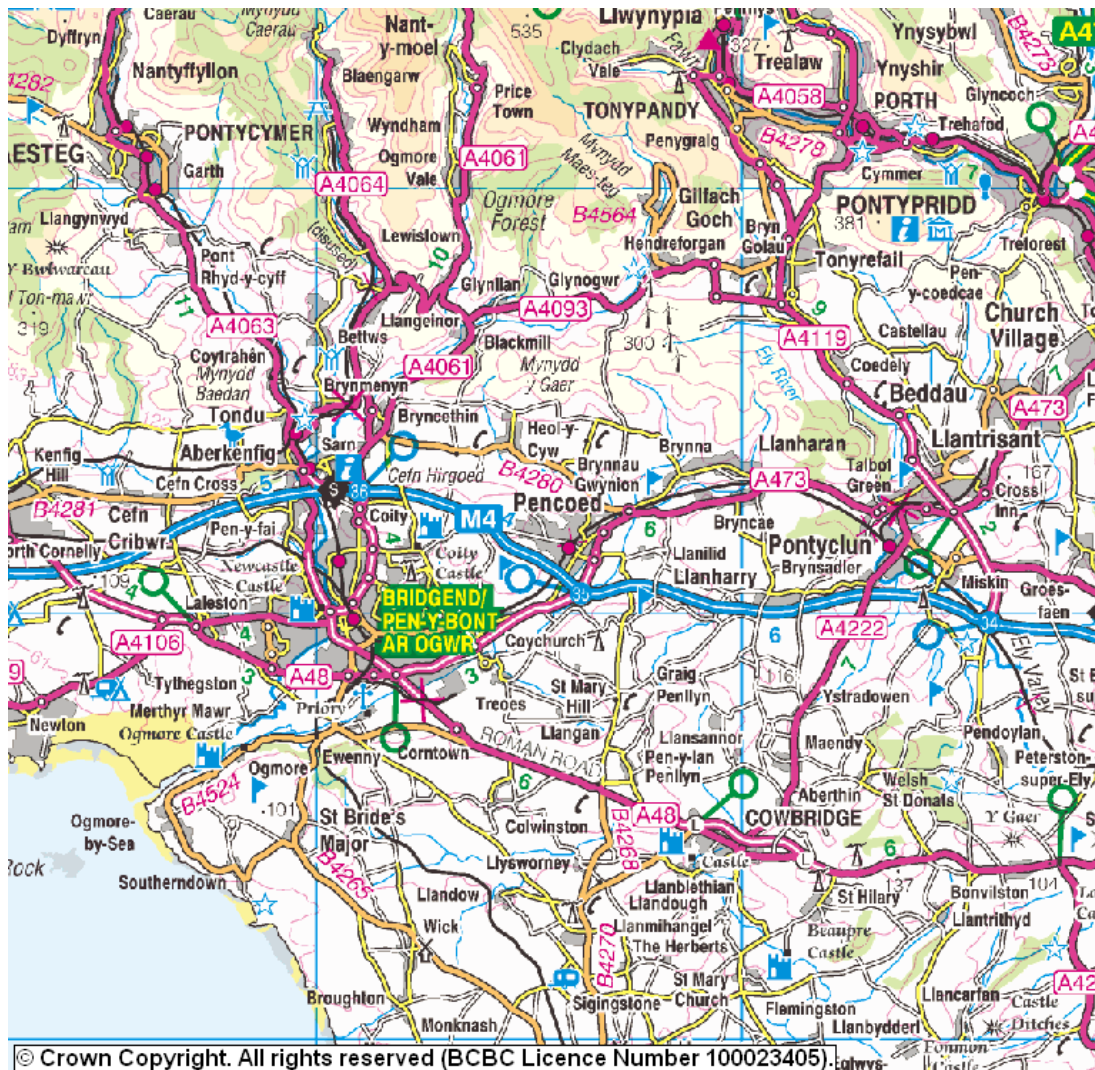
- 1.1 Pencoed Town Council, has decided some time ago to develop and prepare a strategic document to take the Town and its residents forward for the next 5 years and beyond.
- 1.2 By developing a strategy the Council feel it would enable them to focus on particular areas of work outside of or over and above their current level of responsibility for the delivery of services to its community.
- 1.3 In the process of time of delivery of the strategic plan it will improve the standard of community life in Pencoed and improve the overall standing of Pencoed within its neighbouring communities.
- 1.4 The strategic plan is based on the needs of the community of Pencoed taking into account changes in legislation and other economic factors, and which will undoubtedly involve the Principal Authority and other Organisations in a number of areas not directly the responsibility of Pencoed Town Council.
- 1.5 The strategic plan is primarily focused on the following points:
 - Well Being in the Community
 - Working with the Younger and Future Generation of Pencoed
 - Local Issues and looking to the future.

2. Background to the Strategic Plan

- 2.1 Pencoed Town Council has over a number of weeks held internal workshops to ascertain, from a Councillors perspective, what are to be the important issues that need to be addressed to facilitate the purpose as referred to in 1. above.
- 2.2 For the last 8 years the Town Council has been heavily involved in achieving and delivering its aims and objectives contained within the Regeneration Strategy that was agreed in 2010. The Town Council is pleased to state that the vast majority of what was proposed within the document has been carried out.
- 2.2 Pencoed which is a properly constituted Town lies immediately to the north of Junction 35 which has made the town extremely accessible to other towns and cities of Swansea, Cardiff and Newport. It is the gateway to Bridgend.
- 2.3 Pencoed has a population in excess of 12,000 and lends itself to future developments not only within the area but also within neighbouring

areas , which can and will have a significant impact on Pencoed as a whole. (Reference is made to the development at Llanilid by RCT).

2.4 . The Town of Pencoed is split in two by the main South Wales railway line which operates at speeds of up to 85 mph through a remotely controlled level crossing on Hendre Road. The level crossing is a major constraint on development in this area as regular closure causes traffic congestion on both Hendre Road and Coychurch Road to the detriment of the local amenities. This has led to the Borough Council introducing a moratorium on development west of the Railway line along Hendre Road to avoid exacerbating this situation.

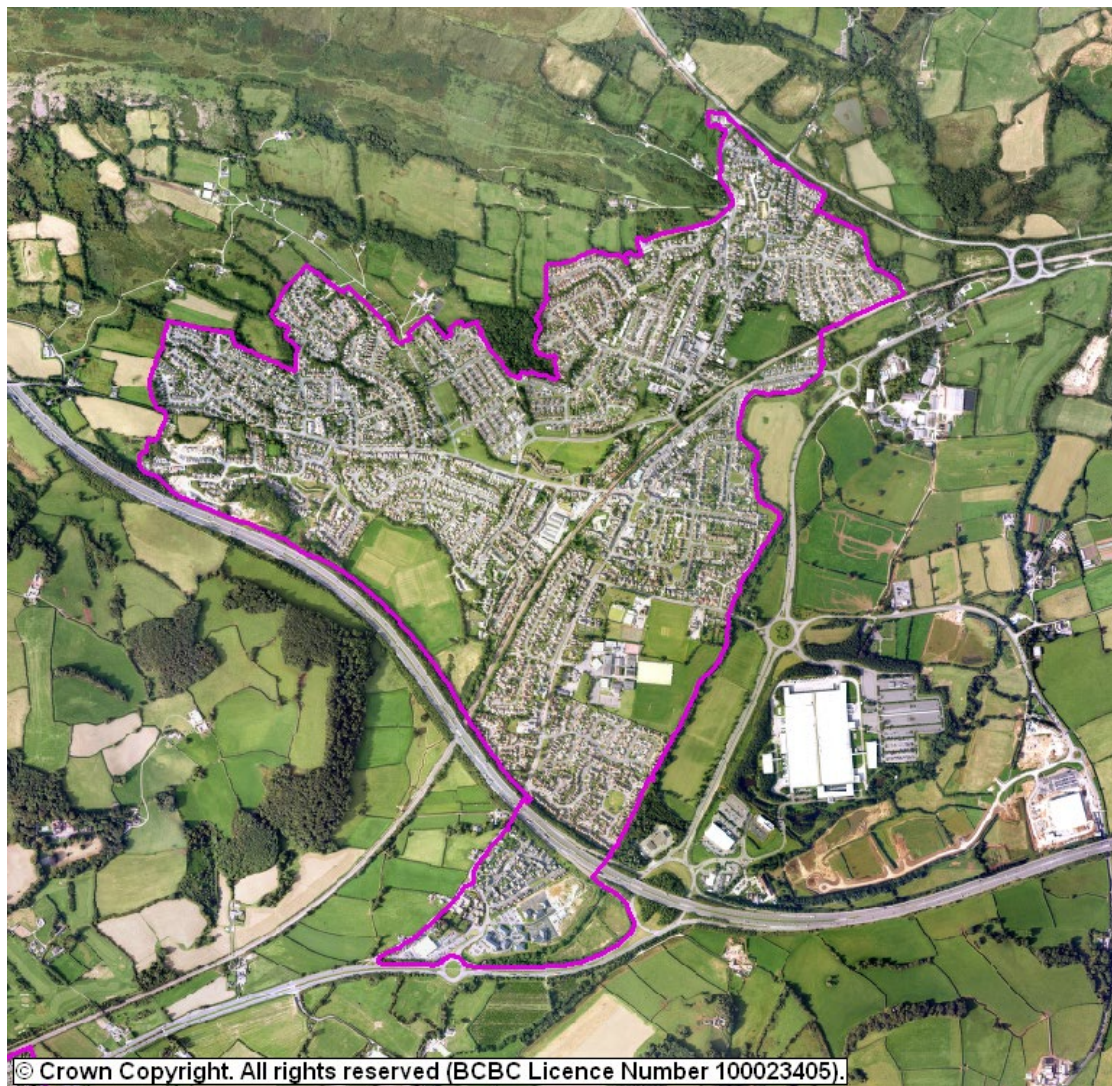


3. Aims and Objectives

3.1 The main objective is to create a strategic document that will enable and facilitate work to be undertaken that will enhance/improve/attract and sustain benefits to the residents and other interested organisations /businesses within Pencoed

3.2 The main objective can be achieved by developing a strategic work programme which will include:

- Identifying clear roles for Pencoed within the County-Borough and the wider regions;
- Improving the transport infrastructure and accessibility of the town;
- Improving the amenities for education including lifelong learning and local health services;
- Enhancing the heritage, leisure facilities, recreational areas, open spaces and public realm of the area;
- The provision of a quality cared for and well used environment and to ensure the safety, health and well-being of the population;
- Building community knowledge and skills capacity



- 3.3 It is felt that Pencoed needs to have a clear vision that will guide the future development of the town for the next 5 years and beyond . Formulating a strategic vision for Pencoed will create a firm foundation in which the longer-term aspirations, aims and objectives can be realised.
- 3.4 Inclusion of existing and planned Council activities is crucial to creating a single Strategy for Pencoed, whilst new and exciting projects will be expected to be identified which underpin an overall strategic framework.
4. **Overview of what has been achieved to date including achievements following the Regeneration Strategy of 2010 .**
- The Town Toilets

BEFORE



AFTER



- MUGA



- Safe Routes in the Community Phase 1 and 2
- Extension and enhancement of Christmas Lights
- Town Centre improvements
- Skateboard Park
- Provisions of planters
- Hanging baskets extension
- Maintenance and cleaning of Cenotaph
- Provision of Pelican Crossing at Croesty
- Under age drinking Campaign
- Pencoed Welfare Hall scheme
- Town Centre Car Park
- Direct employment within the Town Council of local labour
- Use of local Contractors for major works
- The Town Council acts as a fulcrum /facilitation point for a number of local organisations

5. Issues yet to be completed from a Town Council perspective

- * Youth Shelter
- * Mini Muga
- * Car Park re-surfacing

6. Principle Elements of the new Strategic plan

6.1 The principle elements of work associated with formulating the strategic plan have to date been :

The compilation of a long list of initiatives for consideration by Councillors at the workshops that have been held (Appendix 1)

- Following detailed discussion at the work shop a report be produced indicating points and comments raised (Appendix 2)
- From the report a strategic and prioritised action plan be developed (Appendix 3) based on the following basis

Short Term	One to Three years
Medium Term	Three to Five years
Long Term	Five years or more

7. Contact Point

- 7.1. Any questions regarding this strategy can be raised by e-mail to the address below. .

The Town Clerk
Pencoed Town Council
Salem Chapel Vestry
Coychurch Road
Pencoed
Bridgend
CF35 5LY

Tel: 01656 869031 e-mail: pencoedtownclerk@btconnect.com

Note

Provision of Museum was included in this document following a resolution of the Town Council at its meeting held on 14th November 2018.