

Cabinet
3rd July 2023

BURRY PORT PLACEMAKING PLAN

Purpose: To provide Cabinet with an overview of the Burry Port Placemaking Plan

Recommendations / key decisions required:

To consider the information contained in the report and approve the projects within the Placemaking Plan.

Reasons:

- To allow the Placemaking Plan to be presented to key stakeholders in Burry Port
- To enable the delivery of identified projects through the Shared Prosperity Fund – Tackling Towns. UK Government funds which are being administered by Carmarthenshire County Council.
- To facilitate the progression of projects within the Placemaking plan alongside the aims and objectives of the Llanelli Waterside Joint Venture

Cabinet Decision Required YES 03.07.23

Council Decision Required NO

CABINET MEMBER PORTFOLIO HOLDER:- Councillor Gareth John. Cabinet Member for Regeneration, Leisure, Culture and Tourism

Directorate: Regeneration	Designations:	Email addresses:
Name of Head of Service: Jason Jones	Head of Regeneration	JaJones@carmarthenshire.gov.uk
Report Author: Tessa Bufton	Town Centre Regeneration Manager	TBufton@carmarthenshire.gov.uk

EXECUTIVE SUMMARY
CABINET
3RD JULY 2023

1. SUMMARY OF PURPOSE OF REPORT.

To complement the Ten Towns Growth Plans and Covid-19 recovery plans for the Primary towns, Carmarthenshire County Council have developed a Placemaking Plan for Burry Port. The report is appended for information and consideration.

The publication of the Placemaking Plan for Burry Port will bring it in line with the other primary and secondary towns across the county. It should be noted that the plan reflects the position as at May 2022. The plan is sufficiently flexible to reflect possible changing needs and requirements of the town and can be revised periodically by the town team.

The plan has been developed with key stakeholders in the area to identify opportunities which aligned the recovery proposals for the town centre with the regeneration aspirations of the harbourside area. Ensuring Burry Port is best placed to maximise the impact of planned regeneration activity in the local area.

The themes that emerged from the recovery plan will guide and support future funding applications.

The aim of the Placemaking Plan is to:

- Grow existing business
- Maximising job creation
- Support the development of a knowledge economy
- Develop distinctiveness of the area
- Identify current and future role of service provision in the community
- Support opportunities for sustainable energy provision
- Establish sustainable income generation for future growth
- Increase resilience, sustainability and future growth of the town and surrounding feeder communities

Projects will be delivered in partnership with key stakeholders and is dependent on securing resources to deliver projects. We will therefore seek to find funding opportunities where available to assist in project delivery.

Stakeholder engagement

When producing the Placemaking Plan, face to face meetings were held, and virtual engagement sessions with key stakeholders within the community, these included:

- Friends of Burry Port Harbour
- The Marine Group
- Pembrey and Burry Port Town Council
- Local Members
- RNLI
- Local businesses

Their input into the sessions helped identify Placemaking Project Opportunities in the area which would help deliver on the aspirations for Burry Port.

Placemaking Plan - Project Opportunities

15 Placemaking Projects were identified through the process. These are:

- 1. Station Road/Stepney Road enhancements** – to reinvigorate the commercial centre of town to support existing businesses and encourage new enterprises and attract more visitors
- 2. Town Centre Gateways** – To define and frame the town centre by creating enhanced ‘spaces’ at key points of entry
- 3. Railway bridge improvements** – Create an attractive and accessible gateway to the town centre that welcomes visitors
- 4. Town approach from Ashburnham roundabout** – Create a safer and more comfortable, attractive, and welcoming approach to the town centre from the south
- 5. Route and wayfinding improvements to south of station footbridge** – Create a more legible, comfortable, and attractive route to the south of the station footbridge
- 6. Ashburnham Road area redevelopment** – To reimagine the area located at the centre of the town between the two main points of entry
- 7. Pembrey and Burry Port Train Station** – Create a memorable sense of arrival for visitors
- 8. Ashburnham Road/B4311 Gateway** – Create a sense of arrival for visitors approaching via the B4311
- 9. Marina Fields** – Support the greater use of the current events area
- 10. Vacant Site** - Opportunities for residential development
- 11. Co-op building** - To create additional space for small town centre businesses, community enterprise and services
- 12. Relocated co-op store** – Ensure the new store integrates with town centre
- 13. Llanelli Waterside Joint Venture site 7** - To ensure the development of the site integrates with area
- 14. Cycling infrastructure** – Significantly improve the cycling infrastructure available to reflect the destinations role as a key point of entry on to the coastal path

15. Wayfinding and signage – A signage and information strategy connection points of arrival with key destinations to encourage movement.

Next Steps

Subject to Cabinet approval of the plan, officers will convene a meeting of key stakeholders in Burry Port to present the final plan and seek to form a group to take the plan forward, taking advantage, wherever possible, of complementary opportunities under the Shared Prosperity Fund, Tackling Towns Project under the Place Anchor. UK Government funds which are being administered by Carmarthenshire County Council.

Other Options

To not take forward the Placemaking Plan which will hinder the regeneration aspirations for Burry Port, leaving it without a plan for the town. The lack of a placemaking plan could put the town at a disadvantage when seeking funding to take forward regeneration projects in the town.

Recommendation

It is recommended that Cabinet endorses the Burry Port Placemaking Plan

DETAILED REPORT ATTACHED?	YES
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IMPLICATIONS

I confirm that other than those implications which have been agreed with the appropriate Directors / Heads of Service and are referred to in detail below, there are no other implications associated with this report:

Signed: Jason Jones Head of Regeneration

Policy, Crime & Disorder and Equalities	Legal	Finance	ICT	Risk Management Issues	Staffing Implications	Physical Assets
YES	NO	YES	NO	NO	YES	NO

Policy, Crime & Disorder and Equalities

The Placemaking Plan for Burry Port considers our existing strategies and plans including the Economic Recovery and Delivery Plan. The plan is aligned to the 7 Well-being goals and the 5 ways of working of the Well-being of Future Generations Act and considers the Socio-Economic Duty of Carmarthenshire County Council.



Finance

Projects taken forward through the Placemaking Plan will need to access relevant funding streams to realise the schemes. We will work with key stakeholders to identify and secure funding where possible. Some funding has been secured via the Shared Prosperity Fund to enable delivery of some projects in the town. Finance is also secured for a staff resource to assist in project delivery and is fully funded through the shared prosperity fund.

Staffing Implications

Support will be provided by the Economic Development team to engage with Stakeholders. An SPF officer will be appointed to assist in delivering some of the projects within the Placemaking Plan via Tackling Towns.

CONSULTATIONS

I confirm that the appropriate consultations have taken in place and the outcomes are as detailed below

Signed: Jason Jones

Head of Regeneration

(Please specify the outcomes of consultations undertaken where they arise against the following headings)

1. Scrutiny Committee request for pre-determination	Yes
Scrutiny Committee	Communities, Homes and Regeneration
Date the report was considered:-	15 th May 2023
Scrutiny Committee Outcome/Recommendations:- UNANIMOUSLY RESOLVED that the report be received.	

2. Local Member(s)

Local Members were given an opportunity to feed into the original consultation on the development of the Placemaking Plan. Cllr John James and Cllr Shelly Godfrey-Coles and have been updated and are supportive of the proposals.

3. Community / Town Council

Town and community councils attended the online consultation events for the Placemaking Plan.

4. Relevant Partners

Various stakeholders were given an opportunity to input into the development of the Placemaking Plan.

5. Staff Side Representatives and other Organisations N/A

CABINET MEMBER PORTFOLIO HOLDER(S) AWARE/CONSULTED YES	Include any observations here Report noted
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**Section 100D Local Government Act, 1972 – Access to Information
List of Background Papers used in the preparation of this report:**

THESE ARE DETAILED BELOW

Title of Document	File Ref No.	Locations that the papers are available for public inspection
Burry Port Placemaking Plan	N/A	Appended to the report