

Cynlluniau Lle Ceredigion Place Plans

Lampeter Place Plan

2019



Cyngor Sir
CEREDIGION
County Council



Introduction

During the last 10 years Lampeter has experienced considerable change within its town Centre, local communities and demographic. Lampeter Place Plan aims to re-invigorate and sustain the appeal of the town whilst incorporating the principles of the Ceredigion Local Development Plan and providing appropriate direction for future development as part of a clear framework.

Lampeter Place Plan is a legal supplementary part of the Ceredigion LDP.

In addition to the Place Plan, which focuses directly on legal planning aspirations and objectives, Lampeter is developing 'Lampeter Vision 2030' as a working document which contains the information gathered via consultation which was outside the specific remit of 'planning'.

Strategy for the Future

The following strategy sets out a clear vision for the future development of the town, changing the existing aggregate approach to town planning into a cohesive, well thought through, all-encompassing plan for the whole of Lampeter and nearby areas. Lampeter wishes to increase tourism opportunities in the town, and also wants to remain a well-maintained, significant service Centre for its local residents and businesses, and to continue serving the communities that consider Lampeter their main town in Ceredigion.

Taking in to account strategic and local vision, and the aims and concerns that arose during the consultation process, an overall long-term sustainable approach for future development in Lampeter has been created and is outlined in this Place Plan.

The strategy is summarized briefly below under the following six main headings:

1. Health and Well-being

Community well-being to be measurable, specific and implicit within all planning application outcomes in the Lampeter area. The success of

2. Place making: Welsh culture and language

Welsh Culture and Language to be implicit within the entire process and outcome of all planning consent within the Lampeter area. Opportunities to use the University and its facilities to strengthen Welsh Language adult learning provision in the area should be sought and encouraged.

3. Improving the Environment

i. Focal Points & Landmarks

The creation of an Open Space Strategy for Lampeter should be a priority for the 'Lampeter 2030' work group, encompassing many of the following points:

- Short-rooted tree planting in appropriate locations

- Appropriate community artwork in agreed locations
- Additional street benches in key locations
- Encourage the protection of our dark skies through mindful street lighting choices on new and existing development, and explore the scope of additional locations near Lampeter being awarded 'Milky Way Class Dark Skies Discovery Site' status to encourage tourism to the area.
- Selected woodland and riverside sites to be managed for recreational use
- Planning for the creation of new landmarks in the identified areas to be given priority weighting, along with the renovation of existing ones
- Critical renovation of the town clock

ii) High Street Improvement & Improved Frontages

- a) Zone A parts of Bridge Street, High Street and College Street kept as primary non-residential frontages
- b) Zone B areas of Bridge Street, High Street and College Street to be retained as both residential and non-residential, with priority being given to change to residential use where sought
- c) Creation of direct footpaths, with signage, linking the town Centre to the industrial estate
- d) Market Street to be developed into a well-lit, pedestrianized promenade with seating, small retail spaces and the facility for seasonal and pop up trading and events with access for deliveries and residents
- e) Long term neglected and empty non-residential properties to be given discretionary reduction in the fees associated with change of use applications.
- f) Enhancement of the North Road approach to Lampeter, with emphasis on the creation of a flexible outdoor recreation space in the University grounds at the corner of Station Terrace and the renovation of Burgess Hall

iii) Historic culture and Architectural Heritage

- Identify buildings in Lampeter which could be considered for listed building consent
- Encourage Ceredigion Planning department to strictly implement national planning guidelines, with emphasis to protect existing exemplar architecture within the conservation zone of the town, encouraging the retrofitting of architectural elements such as appropriately proportioned shop windows in keeping with the surrounding architecture and the use of appropriate materials
- New developments within the Lampeter area to be required to adhere to vernacular form and materiality at its design core

iv) *Improving the Natural Environment*

- Signs, paths and lighting to be approved between open public space
- Approve the use of suggested greenbelt land for allotments and facilities for users
- Encourage diversification of redundant agricultural land/floodplain i.e. using native willow planting to create carbon-fixing woodland on the Cwmann and Llanybydder border near the river plain, along with the reintroduction of native managed hedgerows.
- Installation of additional dog mess bins in the town Centre and public spaces
- Permeable hard standing to be laid at the University Cricket grounds* to provide a suitable space for 'drive in' community events (outdoor cinema, car boot sales etc.) and overflow car-parking for events held in other areas of Lampeter, along with appropriate entrance planning from the highway
- 'Village green' and 'nature reserve' status to be sought and granted to specific areas as identified

4. Sustainable Travel and Accessibility

- Business owners to continue to use the space outside of shops for street signage, furniture and wares whilst ensuring full accessibility at all times
- Establish coach and caravan parking, bike lockers and e-bike and high-speed electric car charging points in town Erect large, clear signage on the three main approaches to town, highlighting the town's attributes and facilities
- Create town Centre signage to identify key spaces, routes and facilities
- Install interactive town boards at key locations in town to inform local people and visitors to the area of events, local information etc.
- Create new cycle routes to link Lampeter town to the larger National Cycle Network

5. Development Opportunities

'Over and Above' social responsibility must be encouraged where building consent is given to larger developments, ensuring the safeguarding and building of recreation facilities and practical involvement in community projects. The town is in favour of smaller developments that include opportunities for self-build, as well as carbon neutral homes.

6. Promotion and Management

Establish a group to co-ordinate and manage and promote the town plan

Implementation

The parties responsible for implementing and over-seeing this place plan are:

- Ceredigion planning department for using the document as a key part of the decision-making process for planning applications in Lampeter and the surrounding areas (and Carmarthenshire planning department where applicable)
- Lampeter Town Council, who are an existing statutory consultee in the planning process, and will take responsibility for arranging scrutiny of the impact measures of the Place Plan in planning outcomes, and challenge planning consent where these appear not to have been given due consideration.
- The currently unnamed 'XYZ' Lampeter 2030 working group, whose mission is to drive forward planning specific improvements to the town as set out in this document, and aim to action other non-planning related projects that arise from the Place Plans process.

HEALTH AND WELL-BEING

The wellbeing of the communities of Lampeter and its surrounding villages is of the utmost importance, and implicit in all the development proposals outlined in this plan. Connecting communities, spaces and ideas through pertinent and purposeful development will ensure that an increase in the wellbeing of future generations can become attainable. Lampeter Place Plan is underpinned by, and reflects the values and aims of 'The Well-being of Future Generations (Wales) Act 2015' and 'Ceredigion Local Well-being Plan 2018-2023' - thus working together in a supportive and supported manner to achieve national Well-being goals to improve the economic, social, environmental and cultural well-being of Lampeter.

Improvements to the travel provision within the region will improve the wider community's access to sports and recreation facilities for all ages. The Lampeter 2030 working group will do ongoing work to support the creation of community-based wellbeing activities, and enhance access to current wellbeing provisions.

PLACE-MAKING: WELSH CULTURE AND LANGUAGE

The recognition and respect for Welsh culture and language will be interwoven and implicit throughout everything pertaining to the Lampeter Place Plan and future development in the town. Other cultures of note, such as the Polish and Chinese community, shall also be reflected as key parts of the International identity of Lampeter.

The materiality, language and aesthetic of any new signage arising from the Place Plan in Lampeter and the surrounding areas should reflect local culture, as well as the cultural identity of Wales as a whole.

The Welsh language will be an unquestionable key thread running through all community development, and the provision of Welsh Language classes for non-Welsh speakers is to be further encouraged to support the Welsh Government efforts to create and support 1 million Welsh speakers by 2050. The notion of creating a Ceredigion equivalent to the Nant Gwrtheyrn Welsh Language and Heritage Centre was raised in consultation, with the suggestion that the University in Lampeter remains ideally placed to support intensive residential Welsh language courses, as it once did when the Wlpan residential courses were taught on the Lampeter campus.

Education

The 3-18 years education provision in Lampeter is a strong asset for the town, with Ysgol Bro Pedr achieving Good outcomes overall in the 2016 Estyn assessment. Promotion of this -alongside the quality of nursery education and community services such as the Canolfan Steffan Community Support base in the town - is key, as education provision is an important consideration to those looking to relocate to the area. Other potential gains from a strong educational offering is that it could attract a younger demographic of new settlers to the town and its surrounding areas, offsetting the impact of the current levels of emigration among Ceredigion youth beyond full time education age.

The generation of higher and further education courses at the University in Lampeter via the proposed 'School of Resilience' programme will provide local skills-based learning, through teaching the principles and applied skills of sustainable design to local residents and students from further afield. This resilience-based learning in fields relating to sustainability in Food and Farming, The Built Environment, and Energy isn't currently taught at University level anywhere else in the UK, and development of the programme into fruition would reinforce Lampeter's already pioneering outlook on tackling climate change.

Utilising existing University buildings and facilities to create and support a valuable knowledge-based could advance Lampeter economically through application of the teachings in local business, and the sustainable building expertise could provide a good foundation to action many of the development guidelines and projects that may arise from the Place Plan and the Lampeter 2030 working group.

IMPROVING THE ENVIRONMENT / OPPORTUNITIES FOR CHANGE

High Street Improvement & Improved Frontages

The place plan seeks to encourage retail diversity, whilst retaining the good quality independent shopping and character of the town. It has identified four main retail zones in Lampeter (A – D below), all of which present unique opportunities for change.

ZONE A: the primary shopping street frontages of Bridge Street, High Street & College Street within the confines of the town Centre

It is recommended that building frontages in zone A should be kept as prime retail frontages, and every effort should be made to retain shops, which offer high quality and variety. Empty shops could be utilised as pop-up venues, or shared by multiple business to encourage their use and to prevent them falling into disrepair after long empty periods. The secondary retail frontages of the three main streets outside the confines of the town Centre marked on the plan.

ZONE B: The existing retail frontages in zone B at the outermost reaches of the town Centre should also aim to promote retail usage where possible, but in certain circumstances, allowances might be made to change buildings from retail to non-retail residential use.

These decisions should be dependent on the impact such changes will make to the long term town plan, which will predominantly assess the impact on the character, vitality, viability and overall quality of the town Centre. The Lampeter town strategy seeks to promote new residential property in the town Centre, particularly in underused space above existing shops. The inclusion of accessible, sheltered or multitenure housing in the town Centre is also encouraged, to capitalise on the level access to the entirety of the town Centre and its service centers and contribute to the community identity of the town Centre. Further thinking is required on how best to access unused homes and shops for redevelopment could alleviate the impact of empty buildings on the town.

ZONE C: the industrial/retail estate on Tregaron Road.

The industrial estate in Lampeter is a significant asset to the retail offering in the vicinity, and should be recognised as such via improved pedestrian connectivity to the town Centre via footpath and cycle routes, as well as adequate signage from the town Centre.

ZONE D: Market Street, the part-pedestrianized back street that connects College Street (adjacent to Gwilym Price retail store) through to High Street (emerging beneath the Town Clock).



The Place Plan has also identified that Market Street and Market Place (pictured) could be improved with pedestrianisation (with access for deliveries and residential properties retained) and the inclusion of vibrant small temporary retail spaces and seasonal pop-ups like street food on summer evenings and Christmas themed markets. It could be a welcoming link between the streets of Lampeter, being both an attractive area to sit and read outside the library in the day, and a safe, well-lit promenade that supports a vibrant evening economy by night.



There could be mixed use development of small retail units with residential accommodation above, which would again cement the identity of the area as another important retail zone.

Looking at the town as a whole, the following areas have been identified as areas requiring immediate improvement in terms of kerbside appeal:

- The old arcade & kebab shop – Two properties that have been left empty and are now in a state of disrepair. Short term gains can be had through remedial cosmetic work to the outside (paint, repair to woodwork), and a long term solution such as being renovated and occupied should be encouraged.

- The Old Spar and entrance to Market Street – A vacant shop with a large frontage, and a large exposed gable end that does little to enhance the townscape (pictured below)



- Burgess Hall and the University landscaping at the corner of Station Terrace (pictured below). Located on a main route into town from the North, improvement to this area could not only have a positive impact on visitors to town, including those visiting for events at the Victoria Hall, but also begin to re-join the town Centre to the outer-edges of the town by creating well-defined desirable



destination spaces for the public to enjoy.

It is recommended that the underlying issues that keep buildings empty need to be addressed at a community level, and the 'XYZ' working group could work towards proposing tailored solutions for each site that could be undertaken by owners should they wish.

The use of art and colour to create attractive streets is essential, and every effort should be made to ensure building frontages are kept in a good state of repair and good

decorative order as well as being in keeping with the architectural style of the vicinity. The development of an appropriate colour palette would be advantageous, and would support work to reinforce the town's identity. The creation of a Conservation Area Appraisal & Management Plan could inform future changes to the town's aesthetic, and support / drive forward the Lampeter 2030 plan.

Community artwork and professional murals installed in significant areas throughout town (such as the blank walls down the side of Sainsbury's, seen below, and the gated alleyway running alongside Evans Bros. Estate Agent) could create interest and community ownership, as well as keep our town looking attractive and welcoming – key parts in creating a vibrant, safe town. Similarly, the continuation of selective coloured illumination of the University at night and the inclusion of other architectural assets could increase nighttime visual interest in our streets, and would allow the town to creatively show support for key national dates such as Remembrance Day, and local events.



Focal Points and Landmarks

The strategy for Lampeter town should attract vitality to the area by making full use of our existing assets, ensuring our town is attractive and ensuring that its resources are attainable to visitors and residents alike. The town currently has three children's play parks, though the addition of additional play provision at the opposite end of town, near the schools, would be welcomed. Though the town makes good use of its multi-use buildings to host events etc., there is little in the way of specific tourist attractions in the town itself. An outside pump track or skate park, and indoor attractions such as soft play or bowling would be attractive to residents and visitors alike (and improve youth provisions in the area), and additional promotion of existing assets such as the Welsh Quilt Centre and Lampeter Museum could have a positive impact on visitor numbers.

The town would benefit from large, short-rooted tree planting in appropriate locations to create shade, provide greenery, and create nodes where people will naturally gather – Harford Square is one such location where some year-round soft landscaping would be welcome. These tree specimens should be varied to provide year-round interest, and could also be chosen to best support local wildlife. Larger, native trees of significance could be chosen as features in locations such as the bottom of Maestir Road, and could be selected in line Lampeter's town identity moving forward. The installation of appropriate community artwork and/or a sculpture plinth at Harford Square could create a focal point that is befitting a town like Lampeter, and would openly celebrate its crafts heritage.

Street benches could be provided in key locations at regular intervals, and could assist in encouraging people to walk into town from the outskirts, especially when considering an increasingly elderly population that may need frequent rests when walking distances. Development of some of Lampeter's natural resources like the woodland and river into managed sites for recreation activities is encouraged, linking these important localities to a wider strategic plan to attract visitors to the town.

As part of the overall plan to improve the town Centre, it is proposed to improve the appearance of prominent landmarks by appropriate means. Key buildings and features in need of improvement in the short term are The Town Hall, exterior of the Victoria Hall, and Harford Square. The Town Clock in particular is a distinct part of Lampeter's heritage, and there is a duty of care to maintain its stature and place in the town's



Pontfaen, and the seating area on the Comins.

psyche.

The use of the following locations for new, purpose-made sculptures and artwork or trees of significance is encouraged as part of hard and soft landscaped renovation, to create new landmarks that could positively impact on how these visible parts of town are perceived: the tired seating area at the end of Temple Terrace (pictured), land at the bottom of Maesdir Road at

Planning permission for the purpose of erecting sculptures and artwork to be given to these areas and others, as identified in the future by the working group.

There are other buildings and features that serve as strong wayfinding landmarks in the town - The University and its grounds, the War Memorial, Harford Square, Parc St Germain Sur Moine, The Black Lion, Gwilym Price retail shop on College Street and the bridge over the Teifi – and ensuring the visibility and status of these is key.

Historic Culture and Architectural Heritage

Lampeter benefits from having high quality architecture throughout, showing the narrative of its development over time. There are numerous listed buildings in the town but many more of particular importance that aren't listed – it is suggested that protecting buildings such as the Victoria Hall, Bishop Burgess Hall (with its sculpted brickwork, see image adjacent) and some of the finer retail premises on High Street and College Street could avoid the loss of significant parts of the town's social history; the unprecedented demolition of the façade of the old Ffynnonbedr school building on Bryn Road being a recent blow to the community with long-lasting impact on the visible social history of the town.



Lampeter's street names are an important feature in telling Lampeter's history, and it is suggested a series of interactive information boards explaining their origin would be welcomed; a network of information 'beacons' could be utilised by a town app to provide another layer of immersion into the heritage of the town. It is suggested that all new developments be given locally appropriate names, borne of or inspired by the immediate area in which it resides.

New development in the town should be of a high quality, using vernacular form and materiality at its design core. Measures to improve the quality and appearance of existing buildings in line with good local examples of a similar style to create a unified streetscape, especially in the town Centre, are encouraged.

The historic culture of Lampeter and its surrounds is rich and varied, with many physical assets still in existence – e.g. the University building, Sarn Helen and other Roman constructs, the mott of the Norman castle in the University grounds - and wider promotion of the history of these aspects is encouraged. Lampeter Museum is well placed to drive the ongoing promotion of Lampeter through its heritage, and their input as part of the Lampeter 2030 working group will be key.

Improvement to the Natural Environment

The Place Plan consultation identified a desire for an increase in planting in the town, and encourages accessibility and interconnectedness between all open public spaces in the vicinity, as mentioned throughout this report.

Suggested improvements that can be made to community spaces in the short term through the 2030 Town Strategy include:

- integrating underused areas with community gardening and wildlife groups, as shared facilities
- Using native willow tree planting as a carbon-fixing solution on waterlogged floodplains, but additional preventative flood management may need to be considered at the CO-OP and its car park.
- Improving facilities for dog-walkers with the inclusion of dog mess bins and dog mess bag dispensers, though solutions for processing the waste ought to be sought in Wales if possible.
- the reintroduction of native, managed hedgerows and trees on the approach to Lampeter town from Cwmann

Play parks and sports grounds are important to retain, but encouraging the utilisation of these spaces for a range of uses – for example a temporary outdoor cinema and regular car boot sale on a site along Pontfaen Road – would, with some structural groundworks required, create a far more flexible asset for year-round enjoyment in the town, and create accessible overspill car parking for events. Allocating an outdoor space within Lampeter geared towards the use of hi-tech temporary outdoor staging facilities should be encouraged, in order to increase the scope for large, quality events to be held here.

Exploring ‘Village Green’ and ‘Nature Reserve’ status for some of Lampeter’s riverbanks and green spaces such as the recreation ground at the university, the town’s surrounding woodland, and Parc St Germain Sur Moine will afford these spaces some protection against future development, retaining them for the wellbeing of future generations and for study into the specific flora and fauna of the area.

Sustainable Travel and Accessibility

A key objective of the strategy is to increase vehicular and pedestrian permeability into the town Centre via the promotion of active travel, prioritising accessibility for those with disabilities, and improving the quality and provision of public transport and cycle routes in the area. Lampeter is not well-connected by public transport to towns such as Cardigan and Llandysul, and the addition of services that will improve the connectivity of Ceredigion’s main towns would be advantageous, increasing movement of people between them and extending the reach of their local economies. Easing the accessibility of Lampeter to its surrounding communities and linked settlements is also a priority, as many of the communities have lost their local services such as banks, shops and post offices.

From a disability access standpoint Lampeter’s streets are wide and passable, and a good number of businesses already successfully use street signage and furniture with

minimum impediment to pedestrians, whether ambulant or not. The use of outside spaces is a must in modern retail, and the accessibility of our streets could be positively incorporated as part of a town identity strategy for Lampeter.

It would be advisable for the town to undergo an independent disabled accessibility assessment to create a self-regulated set of bespoke best practice recommendations. This would mean we could market the town – with its level access shopping throughout – as a disabled friendly destination. Accessible adaptations to existing public transport would be beneficial, and the inclusion of specialist hoist facilities at the accessible toilet at the Library would be a big boost for the town, as there are very few such facilities publicly available in Ceredigion.

Recent changes to College Street have seen the introduction of bollards to protect pedestrians and to prevent damage to the pavement surface from parked cars and delivery vehicles. The place plan has identified that further thinking into how to best serve the retail Centre with deliveries is required.

Alongside the possible addition of delivery drop-off parking, the Place Plan considers the inclusion of coach/caravan parking, bike lockers with e-bike charging facilities, and a town Centre high speed Electric Car charging point a must. There are charging facilities in the vicinity at Falcondale Hotel but as the hotel is a mile away from the Centre of Lampeter, there is little direct gain to be had for the town Centre from people stopping to charge their cars.

Revision of the current parking charges is encouraged, with many locals and visitors identifying the cost as prohibitive, and a reason to not make full use of the town and its facilities when there are alternative destinations available within an acceptable driving distance.

Clear signage that highlights key attributes to the town upon approach should be sought, encouraging passing tourism trade to stop; trade that would otherwise simply pass through the town. The availability of parking for both car, caravans and coaches, electric car charging points and fuel should be included in the signage strategy. Within the town Centre signposting assets and facilities - such as the LAS Recycling Centre, supermarkets, public conveniences, the swimming pool and leisure Centre, parks and recreation zones, and the library and council office - would be of great benefit to occasional visitors to the town, and would help create a cohesive and attractive 'look' to the townscape. It is suggested that in lieu of a physical Tourist Information premises, interactive boards at key locations in town (such as the Comins car park, and Harford Square) would be of benefit to visitors to the area, and be updated with event information as the calendar year progresses.

Signposting between parks, landmarks, riverside public footpaths on the outskirts of town and the town Centre could create purposeful movement of people within Lampeter, and encourage the use of the natural assets that Lampeter has in terms of its woodland, parks and rivers. Similarly a good network of cycle paths (and horse-riding trails) between the town Centre and the surrounding villages – such as the Llanybi

route along the old railway line – and extending outwards to larger National cycle networks is essential to keeping town accessible on a larger scale. Equally important is ensuring the pedestrian permeability of these cycle paths into the town Centre itself, via secondary paths and walkways linking the main streets and pavements to the cycle route, making stopping for a visit easy and attractive to cyclists passing through in the vicinity.

Development Opportunities

The Lampeter LDP identifies a number of potential sites for development, and sets out potential outcomes should the sites be developed in the future. The Place Plan consultation identified that it was in favour of retaining existing recreation spaces such as the Maesyderi playing field at the top end of town, and that residential development should be restricted to infill sites in the town as opposed to reaching beyond the existing confines of the town. All sites that are identified as infill sites on the LDP should be considered for development, though it is recommended that sequential testing is utilised for all new development proposals.

Here is some brief suggestion that arose from consultation as to how future development should proceed in Lampeter, and what the process should embody always:

- *EO501 – Llambled Business Park & other suitable sites for non-residential development.* The Place Plan has identified potential demand for new units of varying sizes to be built, satisfying the need for fit-for-purpose property for industrial processes and commercial warehousing, and for smaller micro/shared business spaces. The creation of business incubation spaces has the potential to encourage entrepreneurship and innovation in business, with new businesses encouraged to use the spaces for set periods to test their viability. It is recommended that measures also be considered to help smaller-turnover businesses retain tenancies of the large industrial premises required for them to trade, such as caps on private rental costs, and schemes to encourage shared use of assets like transport and drivers to reduce overheads.
- Any new development would ideally be masterplanned appropriately for a Transition Town such as Lampeter, and given more than the legal requirement of green, planted areas with diverse nature corridors designed in, and minimizing unnecessary hard landscaping to encourage carbon neutrality where possible. Use of the area as a park should be encouraged, as should movement of people via foot and cycling with good connections to the town Centre and local cycle routes and footpaths.

It is reasonable to suggest that all new industrial development on or near this site be properly sound insulated to minimize additional sound pollution in the SSSI.

- *HO505 – Land adjacent to Maesyderi, & other suitable sites for residential development.* The Place Plan recognises that there will be a need for additional housing in Lampeter as it develops over the next decade, but through public consultation it has also been made clear that the town strongly objects to large scale residential development such as the plans recently submitted and rejected for the Maes-y-Deri site. The Place Plan reiterates that there is no desire to create large residential developments – many of the LDP development sites for housing weren't acknowledged at all as potential sites for housing during consultation. Environmentally sustainable residential development on a small, phased scale however is encouraged, with an emphasis also on the use of local contractors and ecologically innovative building methods. Limiting the number of plots available to each developer would encourage the involvement of smaller local developers over the use of national companies, and a good design precedent for sustainable development could be set by careful masterplanning of any site to include more than the minimum amount of green spaces and planting in circulation routes, including plots for self-build housing, generous plots with houses tailored to the community it serves (creating mixed, multitenure housing stock that is adaptable, affordable and accessible), and space for innovation through the creation of Tiny Homes, zero carbon prefabricated buildings and development under the One Planet Directive. Stipulating the use of contractors who have been trained in high quality eco building technology locally could have a major long term positive impact in the retention of young people in the area through providing attractive training opportunities in Ceredigion, and a livelihood in the area.

The full life cycle of any new housing should be considered, and a precedent for adaptable homes for life should be set.

Including generous development gains that serve the wider community as part of the proposals for large developments (such as children's play areas, protected nature reserves and wildlife gardens, solar banks, communal heat-treated town compost facility at the recycling Centre, and allotments for collective self-sufficiency) will ensure that communities remain socially well-connected, through access to recreation facilities and involvement in community projects.

PROMOTION AND MANAGEMENT

Lampeter plays a significant role within the economy, culture and well-being of Ceredigion. The town is currently primarily managed by Lampeter Town Council, Lampeter Chamber of Trade and Ceredigion County Council. To date there has been no single body responsible for the overall promotion and management of the town, thus leading to slow implementation and no overall vision or plan for the area. Lampeter

Place Plan, along with Lampeter Vision 2030 seeks to address this issue and set up one over-arching body, encompassing the key groups below, among others, who are active in addressing the improvement of Lampeter and the surrounding areas.

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This group will be responsible for taking all information gathered during the Place Plan consultation process and turning it into a workable timebound plan. Whilst some objectives may be 'pie in the sky', many are realistic and with the correct management and funding, can be implemented. The new group 'XYZ' will play a key role in coordinating the various initiatives and functions occurring in and around the town, thus strengthening all options. Supporting existing and creating new community events, based on the outcomes of the consultation and utilising the strengths of the organisations brought together in the work group, is a priority. All the information gathered will be ultimately shared with Lampeter's link settlements and surrounding community councils, so it can be utilised where required at all levels within the community.

Community Provision and Tourism

In addition to providing a general co-ordinated approach, the 'XYZ' group will work towards increasing visitor numbers to the town and surrounding areas, along with the business community to foster a working partnership that will improve and sustain the town Centre long term. The creation of a Town App among other technological initiatives will greatly assist the 'XYZ' group by providing quantitative figures on visitor numbers which as we know from its implementation in other town, is incredibly valuable when activating change in order to attract tourism trade to the town.

Lampeter, via 'XYZ' will also work actively in conjunction with similar groups from Cardigan; Llandysul; Tregaron; Aberaeron and Aberystwyth to create and sustain a thriving, valuable and enriched contribution to both the people of the area and visitors to Ceredigion. Well thought through shared initiatives to promote a joined up approach to the area as a whole will provide a widespread appeal to attract and retain more visitors to the area.