

Llantwit Major Placemaking Plan

March 2025



Creu Lleoedd Cymru
Placemaking Wales
Llofnodydd y Starter Charter Signatory



Trawsnewid Trefi
Transforming Towns



Llywodraeth Cymru
Welsh Government





OLD SWAN INN

Cafe

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Contents

- 01** Introduction
- 02** Understanding the Place
- 03** Engaging the Community
- 04** Identifying Opportunities
- 05** Building a Vision and Strategy
- 06** Implementing the Plan

Appendix A: Policy Context

01 Introduction

- 1.1** Foreword
- 1.2** Aim of this Plan
- 1.3** The Process

1.1 Foreword

Dr Peter Dickson, Mayor of Llantwit Major

1.2 Aim of this Plan

The Vale of Glamorgan Council (VoGC) in partnership with Llantwit Major Town Council, has commissioned Studio Myco to prepare a Placemaking Plan for the town of Llantwit Major (*Llanilltud Fawr* in Welsh).

In September 2020, the Placemaking Wales Charter was launched by the Welsh Government and the Design Commission for Wales, in collaboration with the Placemaking Wales Partnership. The Charter promotes six principles in planning our places - people and community, location, movement, mix of uses, public realm, and identity - which have been embraced to guide and structure this study and report. In May 2023 the Council became a signatory to the Placemaking Wales Charter and agreed to apply for Welsh Government funding to prepare Placemaking Plans for each town in the Vale, Llantwit Major, Barry, Cowbridge and Penarth. The VoGC and Llantwit Major Town Council have been working closely together since June 2023 to engage residents and businesses in the placemaking process.

The objectives of the Placemaking Plan are to:

- Listen to residents, businesses and other stakeholders to ensure the Placemaking Plan addresses evidenced needs
- Develop a vision for future placemaking work in Llantwit Major that follows the six placemaking principles in the Placemaking Charter
- Bring together existing plans and strategies into one comprehensive and coherent document and
- Identify key opportunity areas and a set of potential projects and actions that can improve existing assets in the town as well as tackle the challenges and deficits identified

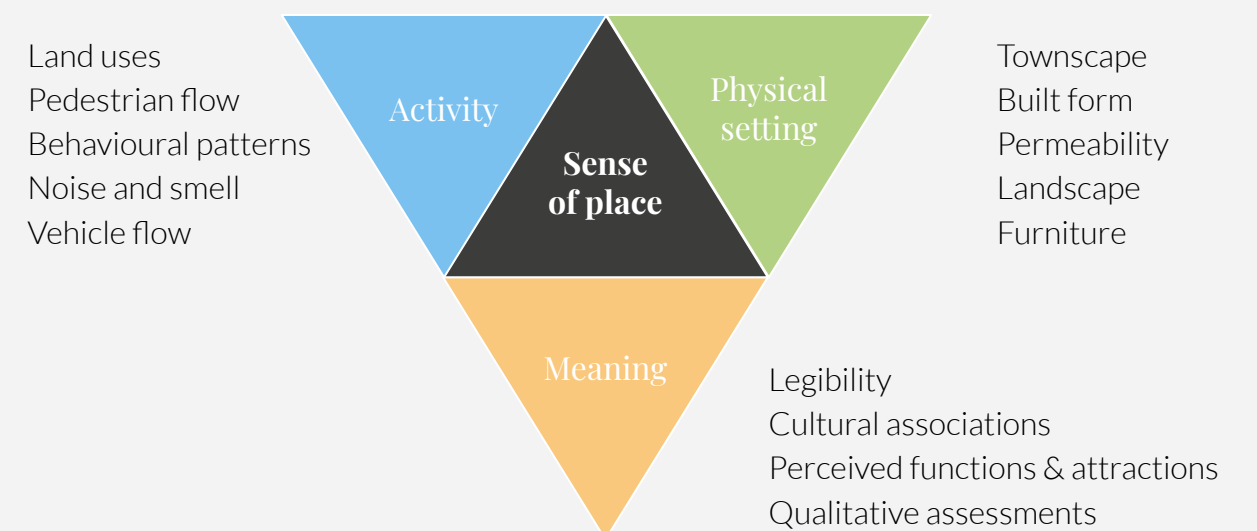
This document summarises the research and community engagement undertaken, and identifies potential Placemaking Opportunities for Llantwit Major - including three strategic objectives, four key areas and a number of potential projects under each of these. These ideas formed the basis for a programme of further public consultation, to ensure a final Placemaking Plan that has the buy-in of a wide range of local stakeholders, and is able to deliver positive change for Llantwit Major.

What is Placemaking?

‘Placemaking is a way of ensuring that any change, investment or new development contributes positively to enhancing the environments in which we live, work and play. It places people at the heart of the process and results in places that are vibrant, have a clear identity and where people can develop a sense of belonging...’

Placemaking considers the activity and meaning associated with a place as well as its physical fabric. The aim is to help promote active and distinctive places that respond to the needs of the community and have long term sustainability.’

Placemaking Wales, Placemaking Plans for Town Centres 2023



1.3 The Process

The development of this Placemaking Plan for Llantwit Major brought together a wide range of residents and stakeholders from various ages, sectors and backgrounds, to help shape the future of the town. Activities included site walks, face-to-face meetings, online surveys, focus groups, a community co-design workshop, school engagement, drop-in consultation events, and interviews and meetings with key stakeholders.

In total, nearly 1,000 people were engaged at more than 20 events.

Community Engagement

Research & Analysis

Early Ideas

Further Engagement

Draft Plan

Public Consultation

Final Plan

2023

Aug - Oct 2024

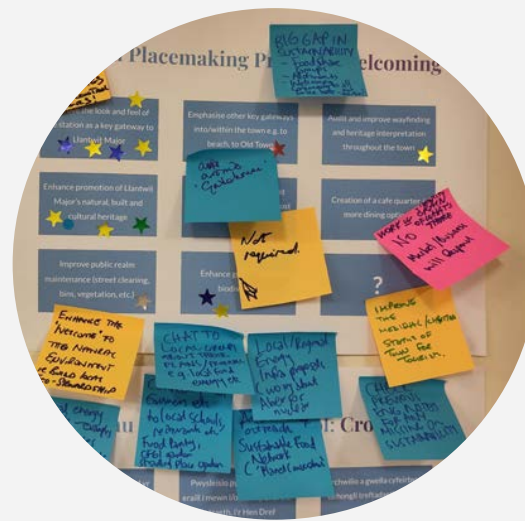
Oct 2024

Nov 2024

Jan 2025

Mar 2025

Mar 2025



02 Understanding the Place

- 2.1** Overview
- 2.2** Historical Timeline
- 2.3** Location
- 2.4** Identity
- 2.5** People and Community
- 2.6** Mix of Uses
- 2.7** Movement
- 2.8** Public Realm

2.1 Overview

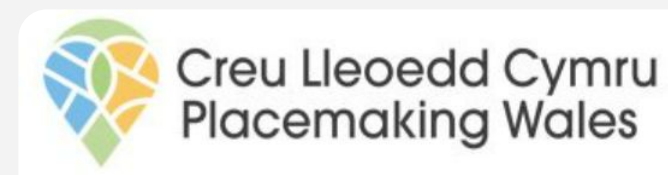
This chapter sets out an analysis of the current context of Llantwit Major, a summary of its history and heritage, and an assessment of key aspects of the town, developed through in-depth desktop and place-based research.

A summary of the Policy Context informing this Plan is provided within Appendix A. The key policy documents at global, national and local level include:

- UN 2030 Sustainable Development Goals
- Well-being of the Future Generations (Wales) Act 2015
- Future Wales: The National Plan 2040
- Planning Policy Wales (Edition 12, 2024)
- Placemaking Wales Charter
- VoGC's Corporate Plan 2020 – 2030
- Local Transport Plan 2015 - 2030
- Rights of Way Improvement Plan 2024 - 2034
- Local Development Plan 2011 - 2026
- Draft Replacement Local Development Plan 2021 - 2036
- VOG Covid-19 Town Centre Response Projects

In particular, the Placemaking Wales Charter (to which the VoGC is a signatory, and which reflects the collective and individual commitment of these organisations to support the development of high-quality places across Wales for the benefit of communities) has shaped the structure and approach for this Placemaking Plan.

The rest of this chapter includes a brief historical timeline of Llantwit Major's development as a town and then an assessment of the town currently, structured through the six placemaking principles of the Placemaking Wales Charter (set out opposite). The following chapter adopts a similar approach, summarising the community engagement insights under the same six headings. These placemaking principles are also referred to within the proposals in Chapter 5, providing a consistent framework throughout and a clear link to the wider policy context and placemaking best practice.



The six principles set out in the Placemaking Wales Charter have been embraced to guide and structure the analysis and proposals within this Placemaking Plan:

<p>Location</p> <p>Places grow and develop in a way that uses land efficiently, supports and enhances existing places and is well connected. The location of housing, employment, leisure and other facilities are planned to help reduce the need to travel.</p>	<p>Identity</p> <p>The positive, distinctive qualities of existing places are valued and respected. The unique features and opportunities of a location, including heritage, culture, language, built and natural physical attributes, are identified and responded to.</p>
<p>People and Community</p> <p>The local community are involved in the development of proposals. The needs, aspirations, health and well-being of all people are considered at the outset. Proposals are shaped to help to meet these needs as well as create, integrate, protect and/or enhance a sense of community and promote equality.</p>	<p>Mix of Uses</p> <p>Places have a range of purposes which provide opportunities for community development, local business growth and access to jobs, services and facilities via walking, cycling or public transport. Development density and a mix of uses and tenures helps to support a diverse community and vibrant public realm.</p>
<p>Movement</p> <p>Walking, cycling and public transport are prioritised to provide a choice of transport modes and avoid dependence on private vehicles. Well designed and safe active travel routes connect to the wider active travel and public transport network, and public transport stations and stops are positively integrated.</p>	<p>Public Realm</p> <p>Streets and public spaces are well defined, welcoming, safe and inclusive with a distinct identity. They are designed to be robust and adaptable with landscape, green infrastructure and sustainable drainage well integrated. They are well connected to existing places and promote opportunities for social interaction and a range of activities for all people.</p>

2.2 Historical Timeline



Llantwit Major 1897

This map of Llantwit Major dated 1897 clearly shows the town already well established around what is now known as the 'Old Town' to the western edge of today's development extent. Much of this street pattern, including the distinctive triangular 'Square' framed by buildings and the key landmark of St. Illtud's Church, remain today. The Colhugh River, floodplain and Vale of Glamorgan Railway are also key features. Reproduced with the permission of the National Library of Scotland. Revised: 1897, Published: 1900.

2.2 Historical Timeline

A port, trading with the southwest of England and Ireland flourished at the mouth of the Colhugh River from around 800 to 700 B.C until it was abandoned shortly after 1590.

800 BC



Around the second century, a Roman Villa was located at Caermead, just outside the town (remains including fine mosaic floors were excavated in 1888).

The town's defeat of the Irish pirate John O'Neil is celebrated on the May 3rd, known as Anwyl Day (Annual Day). It is said the town's people grew tired of constant raids and fought back against this band of Irish raiders by luring them in with dancing girls and wine and then attacking them!



There are some surviving 9th and 10th century Celtic headstones, now kept in the Church, which suggests the town was the burial place of local tribal kings and abbots, although it is likely that the importance of the monastic community had begun to decline by this time.

2nd Century

9th Century

4000 BC

Although the earliest remaining complete buildings date from the twelfth century, archaeological evidence points to the existence of a settlement on or near the site that dates back to 4000 B.C. The early town was a centre of trade and farming due to its location in the fertile Vale of Glamorgan and its proximity to the sea.

500 BC

Iron Age hill-fort dating to around 500 BC located on the eastern cliff overlooking Cwm Colhuw beach, known as 'Castle Ditches Camp'.



3rd Century

Tresilian Bay, just west of Llantwit Major, takes its name from Prince Silian who is rumoured to have kept court there in the 3rd and 4th centuries. There are many legends surrounding Tresilian Bay, one of which is that it contains many hidden passages and tunnels which smugglers and pirates once used.

5th Century

St. Illtud's Monastery: During the fifth and sixth centuries influenced by the Celtic Saint Illtud, Llantwit Major became a centre of international importance, through its involvement in the spread of Christianity throughout Europe. During its peak the college attracted over 1000 students, including St David of Wales and St Patrick of Ireland. The church of St. Illtud now occupies this site, its current form shaped by construction spanning the eleventh to fifteenth centuries, alongside restoration work from the nineteenth century.



2.2 Historical Timeline



Boverton was the centre of the manor, with the **original manor house at Boverton Place** (rebuilt in 1597 by Roger Seys, Attorney General for Wales).

The **'Black Death' of 1490 and the damage caused by the revolt of Owain Glyndwr blighted the town** for much of the fifteenth century. These events weakened the manorial system and in the late 15th and early 16th century brought about the introduction of an estate system, the enclosure of fields, the aggregation of farms into larger units and the consequent rise of a class gentry and yeomanry.

15th Century



The **Llantwit Major affray** (between the Seys family and Vann family) of 1597 resulted in Vann being fined over £1,000.

The period between 1750 and 1900 was a settled one for the town, with buildings of this time mainly the modest cottages that are now a key characteristic of the town. The local people received non-conformism in the nineteenth century with enthusiasm resulting in the construction of several chapels. The **row of houses at Hillhead** was built as housing for the poor on land donated to the parish in 1809.

19th Century

11th Century

By the late eleventh century, the **Normans had taken control of Morgannwg, and Llantwit Major was retained as a demesne of Robert Fizhamon, the Lord of Glamorgan.** Fitzhamon, who also established Tewkesbury Abbey in 1102, granted the fields west of the town in the Abbey.

Under the Norman feudal system, Llantwit Major became a prosperous and sizeable community and it is estimated that the population may have reached 2,000. Buildings such as the **Town Hall, The Old White Hart and the Old Swan Inn** all had their origins in this period.



16th Century

In the 16th century, the population was much less than it had been, probably about 600, but prosperity had returned. There was a good trade in meat, dairy produce and wool through the port to the south-west of England. **To demonstrate their new wealth, the gentry began to build or rebuild their houses.** Great House, Plymouth House, Court House, Old Place, the Old Swan Inn and The Old White Hart and the Town Hall all owe their present appearance to this period.

17th Century

The **Civil War and the 1660 Restoration** changed the fortunes of some of the gentry and others moved to larger estates in England acquired through marriage or inheritance. **Houses either fell into ruin, like Old Place, or were let to local farmers.**



2.2 Historical Timeline

The town remained a quiet agricultural community until the **Vale of Glamorgan Railway opened in 1897**. This ended Llantwit Major's isolation and, alongside the prosperity the coal trade brought to Glamorgan, drew new residents to the town, while many children of local families left agriculture and the area for better-paying jobs in the rapidly industrialising Barry and Cardiff.

1897

In the 1920s and 1930s, William Randolph Hearst, the American newspaper tycoon, mining and real estate magnate, **renovated and expanded nearby St Donat's Castle**, and was known to frequent Llantwit's Old Swan Inn with movie star friends such as Charlie Chaplin and Bob Hope. Since 1962 the castle has been home to the prestigious **Atlantic College**, which attracts students from over 75 countries. Once a year in August, St Donat's Castle opens its doors to the public.

1930S



Llantwit Major Local History Society, founded in 1967, seeks to preserve and promote the great heritage and 1500 year history of the settlement at Llaniltud Fawr.

1967

In 2021 **These3Streams, Llantwit Major's Festival of the Arts**, is born. This was held alongside the **Llantwit Major Food Festival** in 2023 and 2024.

21st Century

1889

The **Llantwit Major Rugby Football Club** played its first match against Cowbridge Rugby Football Club in 1889.



20th Century

The town grew significantly to accommodate the **RAF (Royal Air Force) St Athan, which opened in 1938** and was an important flying station in World War II.

1962

Llantwit Major AFC was formed in 1962 and has enjoyed remarkable success in recent years, rising from amateur divisions and finishing as Cymru South league champions in 2021/22. Its **supporters are known as the 'Windmill Army'**.



The **largest period of growth for Llantwit Major has been during the twentieth century**, in particular the late twentieth century. This growth has been concentrated to the east of the historic core, creating a clear distinction between the historic Old Town and the newer parts of town to the east.



2.3 Location



Glamorgan Heritage Coast

Llantwit Major is a gateway to the Glamorgan Heritage Coast - fourteen miles of unspoilt, natural coastline and breathtaking scenery which extends from Aberthaw in the east, to Porthcawl in the west. With an abundance of stunning beaches overlooked by dramatic clifftops, and miles of footpaths and country lanes, the Glamorgan Heritage Coast is an area rich in geology and wildlife. It is popular with walkers, cyclists, and fossil-hunters, and located on the Wales Coast Path, which attracts large numbers of walkers.

2.3 Location

A Spectacular and Ancient Coastal Landscape

Llantwit Major is an ancient town located in the Vale of Glamorgan, South Wales. The Vale has always been a rich agricultural region, renowned for its attractive beaches.

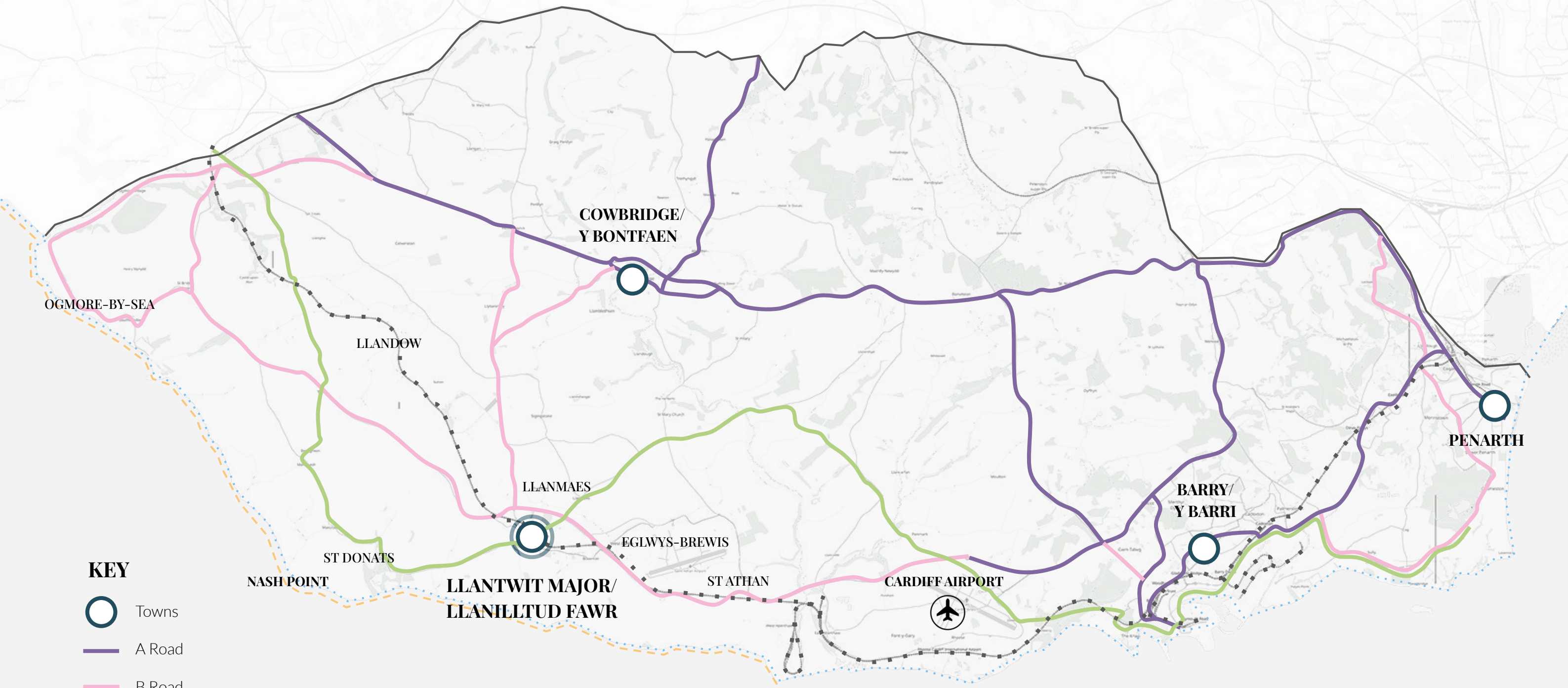
Though fairly remote, Llantwit Major enjoys good transport links, with rail and bus services connecting it westwards to Swansea, eastwards to Cardiff, and beyond into England. Situated approximately 12 km from Cardiff Airport, 15 km west of Barry, and 5 km south of Cowbridge, the town lies along the banks of the Ogney Brook, about 2 km upstream from the coast. It is a **compact town**, with housing, employment, leisure and other facilities located within close proximity to Llantwit Major Train Station.

Llantwit Major is a **gateway town to the Glamorgan Heritage Coast** - fourteen miles of unspoilt, natural coastline and breathtaking scenery which extends from Aberthaw in the east to Porthcawl in the west. With beaches overlooked by dramatic clifftops, the Glamorgan Heritage Coast is an area rich in geology and wildlife and popular with walkers, cyclists and fossil-hunters. The tidal range of the Glamorgan Heritage Coast is the second highest in the world. This along with the blue lias cliffs - limestone and shale layers, laid down millions of years ago, and famous for fossils - creates seascapes to rival any coastline in Britain. The Glamorgan Heritage Coast is a **part of the Wales Coast Path**, a continuous coastal footpath stretching 870 miles along the entire coastline of Wales, which attracts large numbers of visitors from across Wales, England and beyond.









Cwm Colhuw beach at Llantwit Major offers a mixture of rock, pebble and sandy beach with rockpools, surfing, windsurfing, angling, a café, toilets, lifesaving club and one of the best places in Wales to hunt for Jurassic fossils. Cwm Colhuw is also home to a number of rare and beautiful species, including the Small Blue Butterfly, Britain's smallest resident butterfly. The Cwm Colhuw Nature Reserve and Site of Importance for Nature Conservation (SINC) runs along the river Colhuw from the cliff tops and back towards the town. It contains the remains of an Iron Age Promontory Fort - a Scheduled Ancient Monument - evidence of **thousands of years of human habitation** along this unique coastline.



Vale Region



KEY

-  Towns
-  A Road
-  B Road
-  Cycle Route
-  Railway Network
-  Airport
-  Glamorgan Heritage Coast
-  Wales Coast Path

2.3 Location

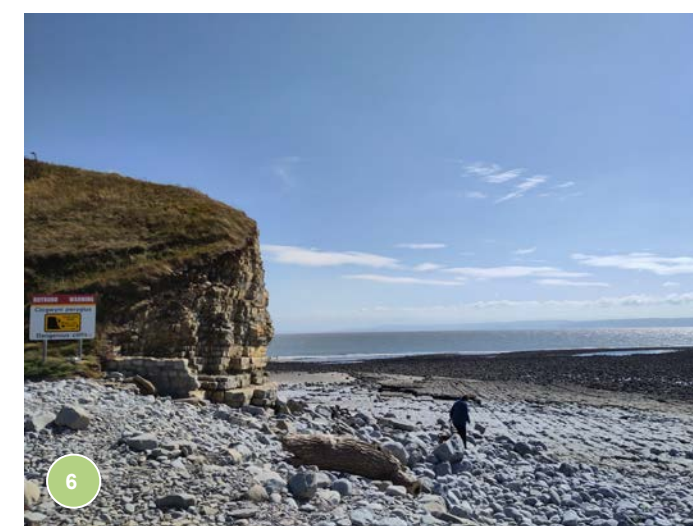
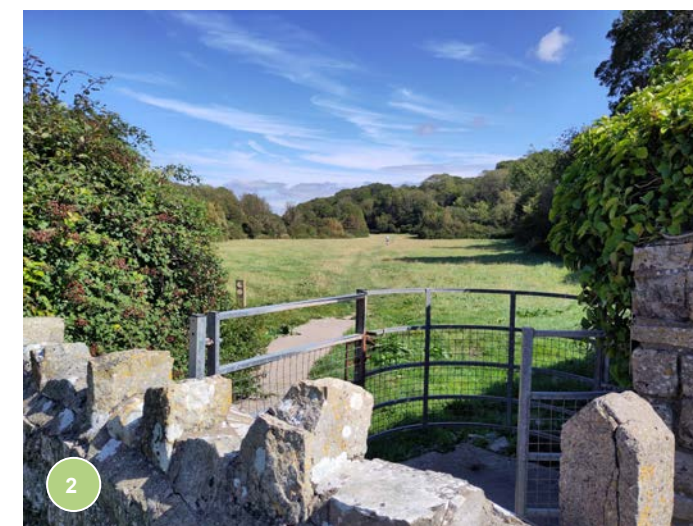
The photos opposite show the current access, condition and facilities at Cwm Colhuw beach (the remaining sections in this chapter focus on the town itself).

Pedestrian access to the beach is difficult, with routes limited to a road under the national speed limit with no footpath (photo 1) or a public right of way across a privately owned field (photo 2), which is used for grazing cattle and often becomes flooded and muddy during poor weather. The council has recently installed a shared pedestrian and cycle path from the beach carpark to the field, however, this path ends at the gate to the field, forcing pedestrians onto the road or across the field.

The beach is accessed via the car park (photos 3 and 4), which offers free parking, cycle stands for six bikes, prominent litter and recycling bins, limited public seating on the inland side, and four Blue Badge parking bays for disabled drivers (photo 7). There is a low wall containing the coastal side of the car park, which functions as informal seating facing the sea. At the time of the site visit, the footpath on the coastal side of this wall was littered with large pebbles, deposited by the sea (photo 5).

The steep cliffs at Llantwit have undergone dramatic erosion in recent years: in many places, the rock structure has collapsed, particularly on the eastern face (photos 5 and 6). The cliff path, once set about 100 yards (90 m) from the edge is now within metres, and the VoGC has installed extensive new barriers and signage to prevent fatalities. Coastal erosion, sea level changes and flood risk present constraints to further development at the beach.

Beachfront facilities include a Llantwit Major Surf Lifesaving Club, public toilets and a privately run cafe with a large outdoor seating area facing the valley (photos 7 and 8). There is a small vacant plot of land part way up the western bank overlooking the beach (photo 7) that is owned by the council, and may present a development opportunity. Wayfinding and heritage interpretation is very limited and scattered. For example, it is not obvious that the beach connects to the Wales Coast Path and Glamorgan Heritage Coast, and is a significant site for fossil-hunting. There is a sign indicating views across the Bristol Channel, but this is not in a prominent location.



2.4 Identity



St. Illtud's Church & Galilee Chapel

A key landmark in Llantwit Major, this was originally a Celtic site, founded by St. Illtud around 500AD, comprising a church, monastery, school and mission centre. The West Church was built by the Normans around 1100, extended into the East Church in the 13th century. Thanks to support from the Heritage Lottery Fund the former ruined Galilee Chapel has been restored and now houses an exhibition of Celtic crosses and carved stones - the finest collection outside of the National Museum Cardiff.

2.4 Identity

Distinctive Built and Cultural Heritage

Llantwit Major's coastal location, as well as its rich built and cultural heritage, contributes to its **unique character and very strong sense of identity**.

Almost every period in history has left its mark in Llantwit Major - Iron Age hill forts, a Roman villa just outside the town, Celtic crosses, a medieval grange (farm), and a number of fine Tudor buildings. Despite significant recent growth, concentrated to the east of the historic core, the town has retained much of its historic charm.

Llantwit Major owes its name to the Celtic Saint, Illtud. The present site of the Old Town may have remained heavily wooded and hostile until the late fifth century, when Saint Illtud, founded a church and religious school on the site - possibly Britain's oldest centre of learning. Llanilltud became a sacred and special place - the cradle of Celtic Christianity and a burial place of kings and abbots.

The imposing church of St. Illtud now stands on this site, its appearance today the result of building from the eleventh to the fifteenth century together with nineteenth century restoration. The formerly ruined Galilee Chapel has recently been restored and houses an exhibition of ninth and tenth century Celtic crosses and headstones - the finest collection outside of the National Museum.

Llantwit Major's unique physical character is derived from the contrast between the open fields to the west of the valley and the tightly spaced urban areas within the historic core. Most of the streets and open spaces in the historic core follow the medieval pattern designed when the town was laid out around the parish church. The Old Town is characterised by intimate, tightly enclosed streets, with narrow or no pavements and buildings fronting directly onto the street. Even the public open spaces such as the Square are relatively compact, contained by modest scale (mostly two-storey) terraces of buildings with interesting vistas leading from and to them (see photos opposite).



2.4 Identity

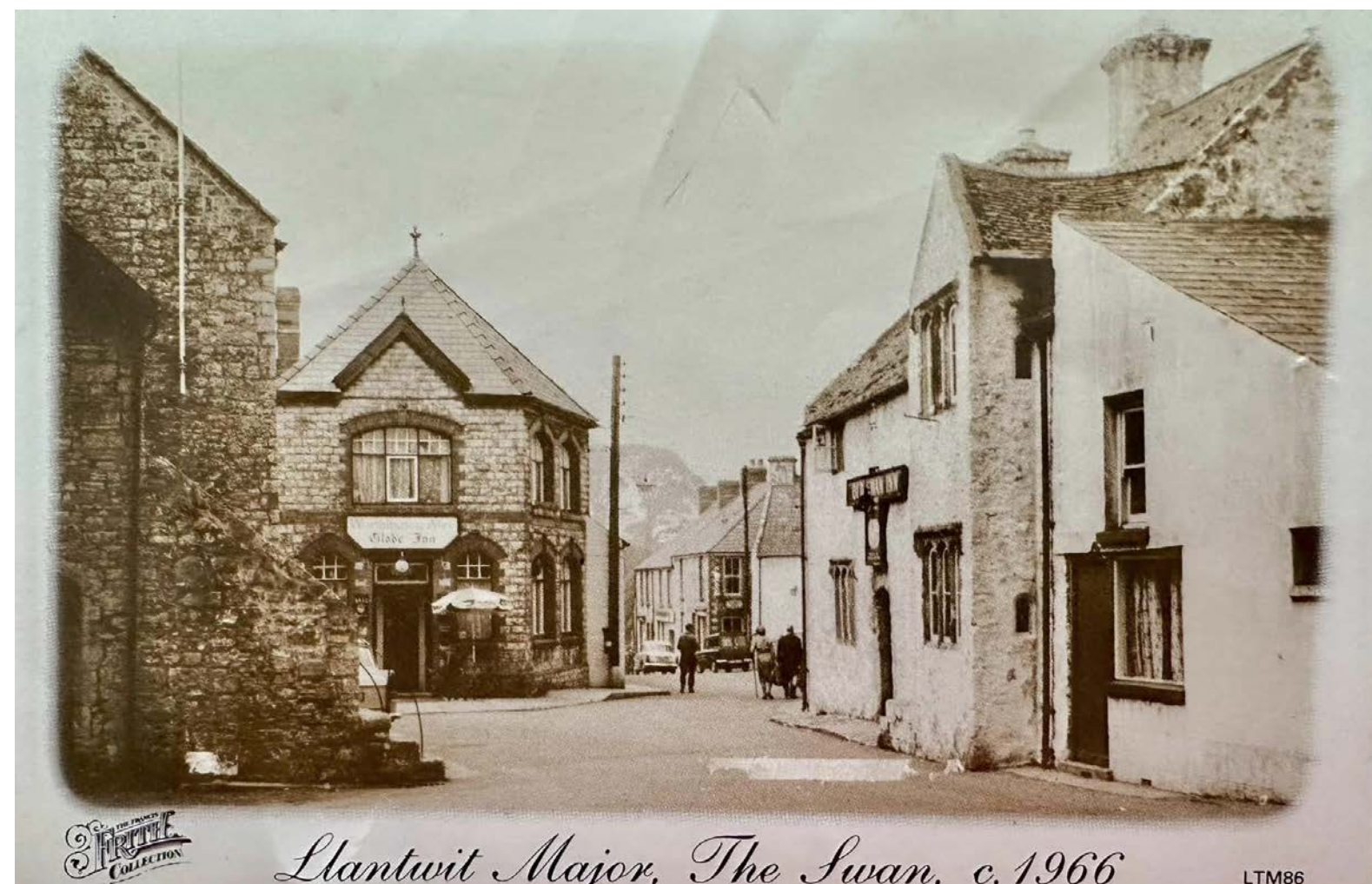
The **Llantwit Major Conservation Area** was designated in October 1970, in recognition of the **special architectural and historic interest of the town**. Having designated the Conservation Area, the local authority has a statutory duty to ensure that the character of the area be preserved or enhanced.

The *Conservation Area Appraisal and Management Plan 2010* records and analyses the various features that give the Llantwit Major Conservation Area its special architectural and historic interest. There is a presumption that all of these features should be 'preserve and enhance the special qualities of the Conservation Area', as required by the legislation. The Conservation Area contains 54 listed buildings and 22 locally listed County Treasures.

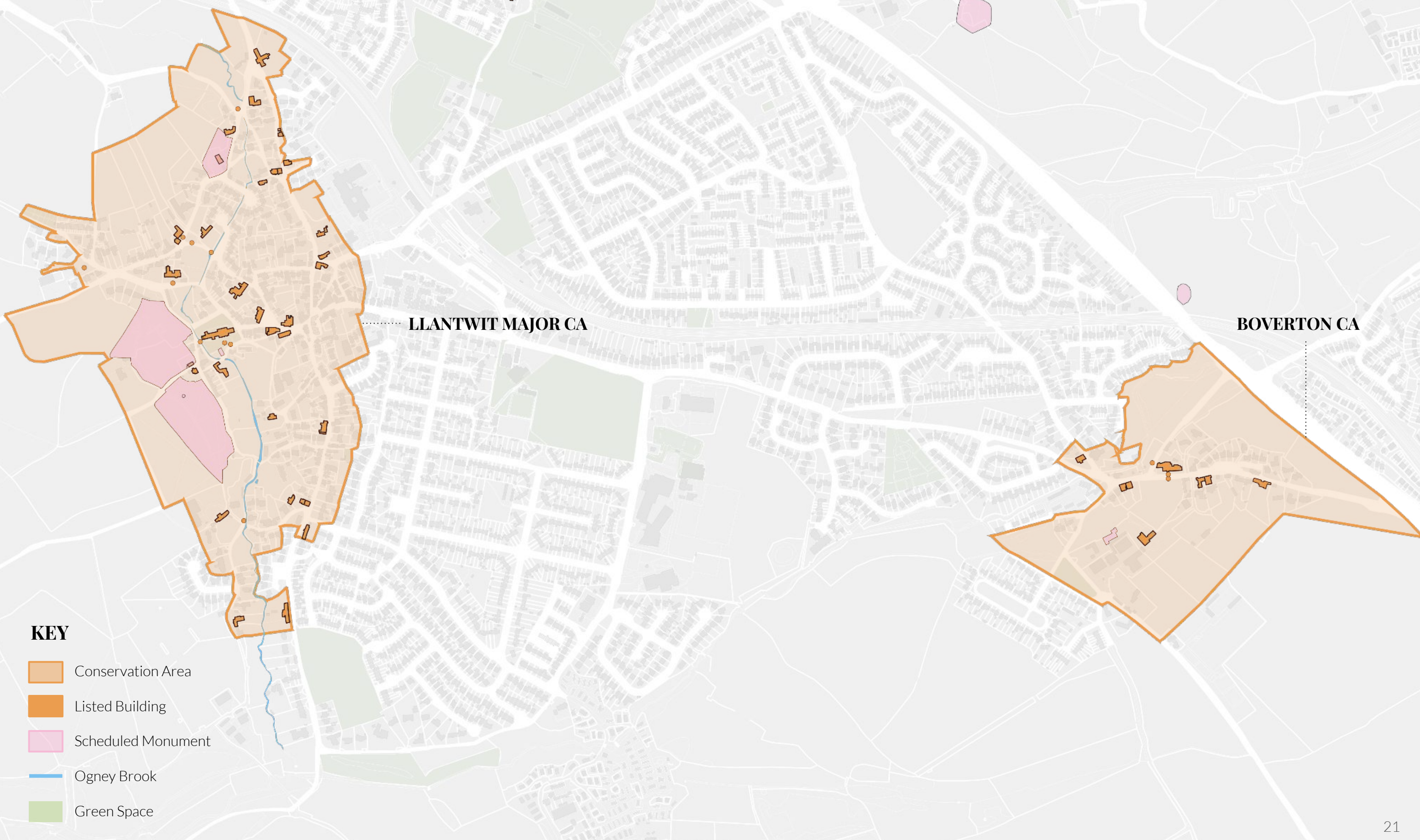
Although not exhaustive, the defining characteristics of the Conservation Area that reinforce the designation can be summarised as follows:

- Historic core of a former rural settlement built to serve a Monastic Grange, the remains of which are not a Scheduled Monument
- The Parish Church of St. Illtud, grade I listed
- Location on valley sides of the Ogney Brook
- Survival of a strong historic street pattern enclosed by a diverse range of historic buildings
- The special architectural and historic interest of some of the area's historic buildings and structures including listed buildings and scheduled monuments
- Prevalence of a simple palette of local materials in the construction of historic buildings
- The Square, the key focal point of the historic town
- A network of green, open spaces along the bank of the Ogney Brook
- Stone boundary walls
- Rural views over surrounding countryside from the north and west of the conservation area

In addition, the smaller **Boverton Conservation Area** to the east was designated in 1970 and contains 12 further listed buildings, including Boverton Place.



Heritage Protection Measures



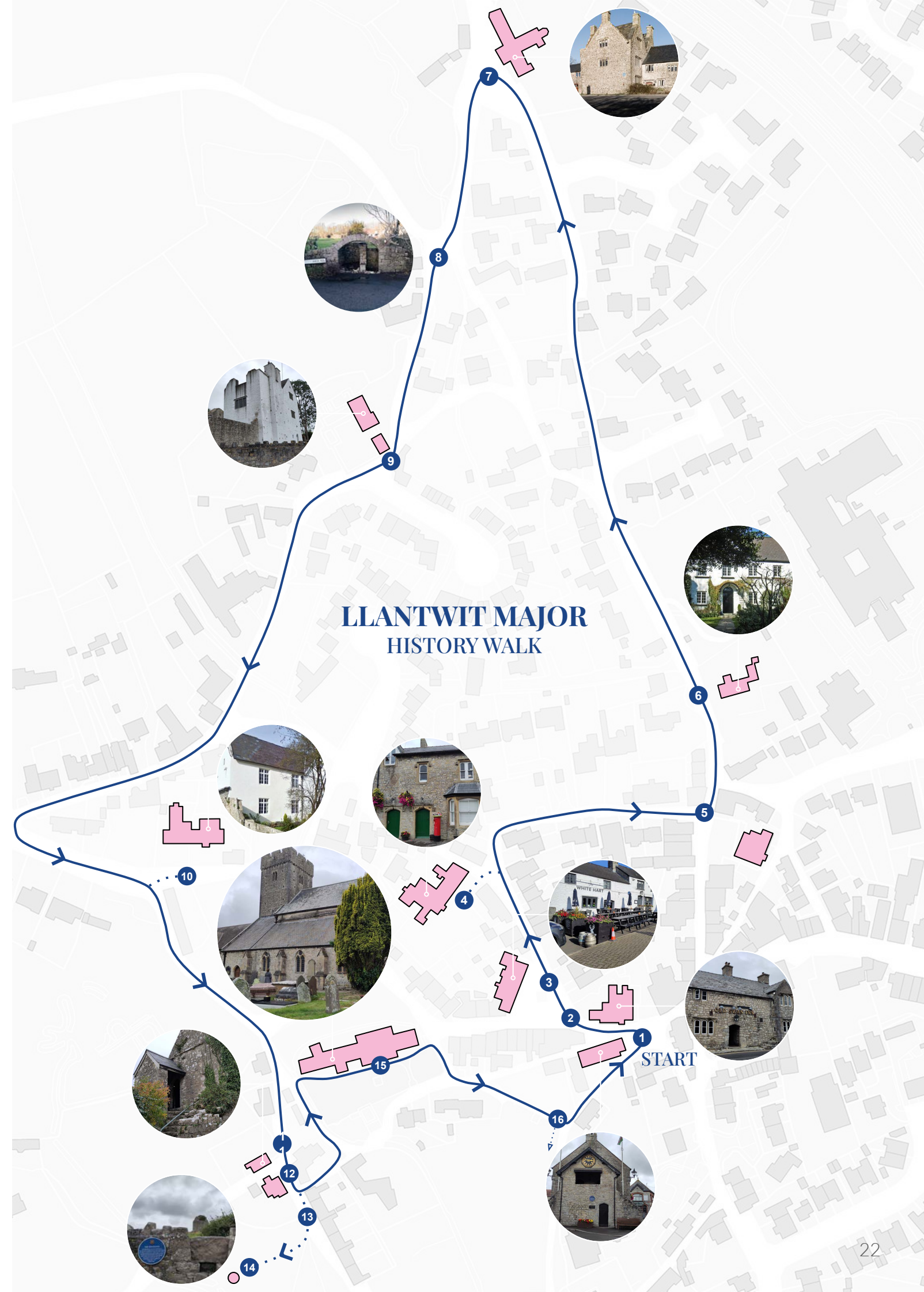
2.4 Identity

Llantwit Major History Society has established a local archive, which is housed at the Old School within the Old Town and is accessible by appointment and open to the public on a Friday afternoon. The Society has also created the Llantwit Major History Walk, a heritage trail which is recreated in the map opposite, with information about interesting historical buildings along the way. At present, this information is available on the History Society's website.

There is also a Blue Plaque town trail which picks up many of the same historically significant sites previously outlined, with information and a map available on the Visit the Vale website. This existing information and mapping could be updated and collated into more accessible formats, both online and at key points throughout the town. For example through heritage interpretation boards and QR codes for further online information or interactive elements, to ensure promotion of Llantwit Major's rich history to a wider audience including younger people.

KEY

- 1 - Town Hall
- 2 - The Old Swan Inn
- 3 - The Old White Hart
- 4 - Knolles Place/The Old School
- 5 - Bethel Baptist Church
- 6 - The Old Courthouse
- 7 - The Great House (Ty Mawr)
- 8 - Samson's Well
- 9 - The Old Place
- 10 - Plymouth House
- 11 - The Gatehouse
- 12 - The Old Police Station
- 13 - Hillhead
- 14 - The Dovecot
- 15 - St. Illtud's Church & Galilee Chapel
- 16 - Viewpoint



2.4 Identity



Town Hall

This began as a Norman Manorial courthouse for the holding of courts leet (tenants) and baron (freeholders) for the manor of Boverton and Llantwit Major. It was largely rebuilt or renovated under the lordship of Jasper Tudor 1485-95; became a guildhall in the time of Henry VIII, the bailiff's house. It was then leased in part to the St. Illtud's lodge of the Oddfellows Society in 1845 and taken over by the first parish council in 1894.

The Old Swan Inn

The Old Swan Inn, originated as a substantial 16th century private dwelling. During the Civil War period the innkeeper, Edward Maddocks, struck brass tokens, gaining the house a reputation as a mint. Monthly manorial courts were sometimes held there including the last court leet. As an inn it entertained many celebrities in the 1930s including Randolph Hearst, Marion Davies and the then Prime Minister Neville Chamberlain.

The Old White Hart

This was the first known domestic residence to be built following the destruction of the manor of Boverton and Llantwit Major, during the revolt of Owain Glyndwr, about 1405. The house was built by John Baker Jack of England about 1440. In the 18th century, as an inn, it struck copper coins and hosted monthly manorial courts formerly held in the Town Hall. It was rebuilt following a devastating fire in 1785.

The Old School

The house was built circa 1450 by John Raglan (Herbert) and later occupied by Robert Raglan. The Raglans controlled many local offices as stewards and chantry priests. In the 17th century it became a vicarage for Stephen Slugg the notorious 'Trimmer' of the civil war period. It became a board school providing elementary education from 1874 - 1975.

Bethel Baptist Church

This chapel was established in 1807 when Thomas William brought his congregation here from Burton, Aberthaw. The land had been purchased from Thomas Redwood of Boverton for five shillings. William was a Welsh hymn writer of great note and attracted a congregation from across the Vale. His work was carried on by Rev. Morgan Morgan who was also the post master at Boverton. Originally an Independent Chapel, it later joined the Congregational denomination and is now part of the United Reformed Church.

2.4 Identity



The Old Courthouse

Also known as Ivy House, this was a 16th century town house, extended in the 18th century by Christopher Bassett. Later occupiers include Daniel Durell, headmaster of Cowbridge Grammar School, and Elias Bassett, who was a benefactor of Tabernacle Chapel. After his death the house passed to his niece and her husband, William Thomas, then to Illtyd Thomas, father of the antiquarian, Marie Trevelyan.

The Great House

This is a late 15th century house with a southern wing added in the 17th century which incorporates many defensive features. From the time of its construction it was associated with the Nicholl family, who were the most prominent of the landed gentry locally, and which produced many distinguished representatives in the fields of medicine, art, law and the church.

The Old Place

This building has incorrectly been called Llantwit Major Castle. It is the ruin of a mansion built in 1596 by Griffith Williams of Candleston for his daughter and son-in-law, Edmund Vann. Williams and Vann were lawyers, noted for conflicts with the local gentry. The family died out in 1695 and the house was abandoned. It is now in private ownership and being restored.

Plymouth House

This house has a reputation of forming part of the Celtic monastery. It became the manor house of West Llantwit or Abbot's Llantwit, the land given to Tewkesbury Abbey by the Normans. After the dissolution of the monasteries it was bought by Edward Stradling as his town house. It passed to Lewis of the Van, then to the Earl of Plymouth. It was bought by Dr. J.W. Nicholl Carne who renamed it.

The Gatehouse

This 14th century house afforded entry into a cluster of farm buildings belonging to the grange of Tewkesbury Abbey. The grange was an estate also known as West Llantwit or Abbots Llantwit. After the dissolution of the monasteries it was sold to Edward Stradling and later descended to the Earl of Plymouth. On the south side the dovecot is still visible.

2.4 Identity

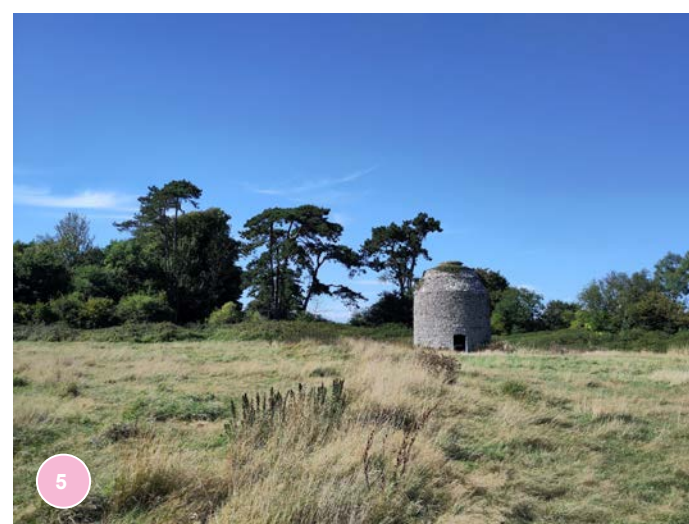
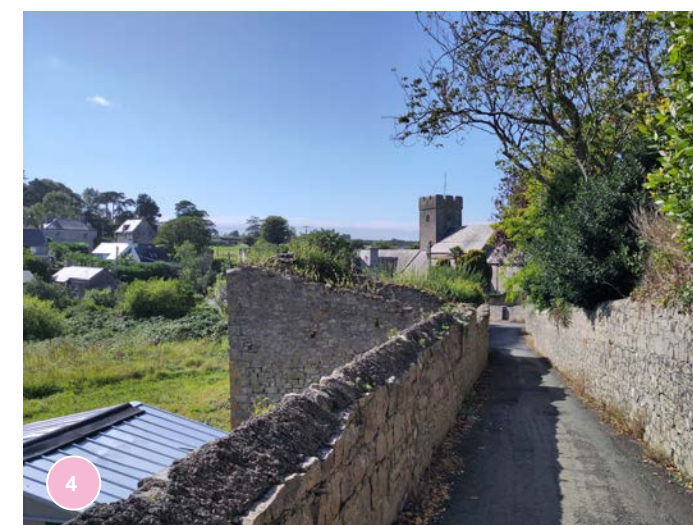
The information on the previous pages, and photos opposite, highlight key features, landmarks, and characteristics that define Llantwit Major's identity as a town, with character areas summarized in the map on the following page.

The 'Old Town' of Llantwit Major, with its focal point around the Square (photo 1), contains a number of key historic landmarks, including St. Illtud's church, the Town Hall, The Old White Hart and the Old Swan Inn, that are important to Llantwit Major's history and identity. The historic streetscape is tightly enclosed with primarily two-storey buildings and limited footways (photo 2). This character extends into the older residential areas surrounding the historic town core, with winding lanes and streets lined with stone boundary walls and modest cottages (photos 3 and 4).

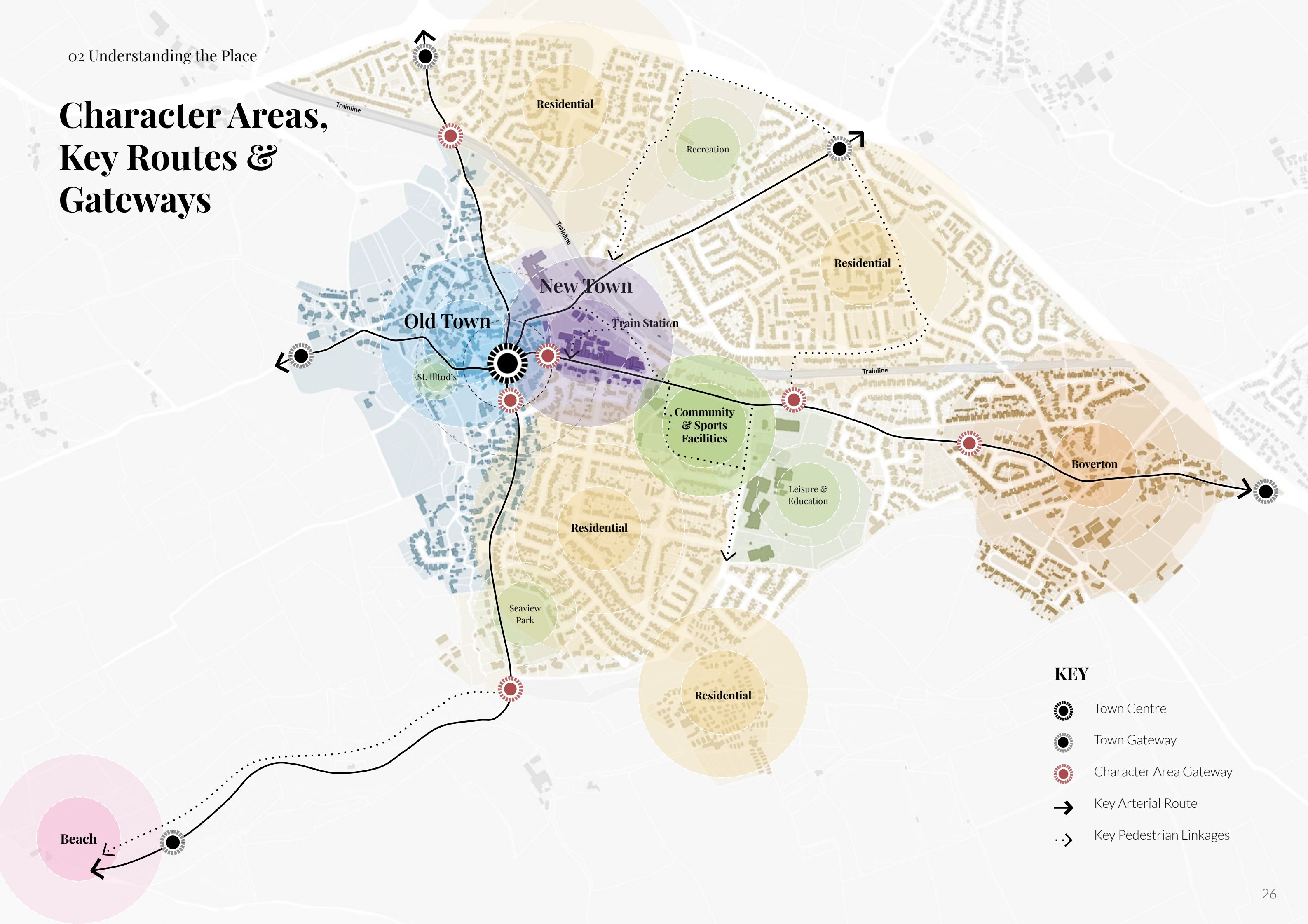
To the west and south of the Old Town, the landscape opens up towards the surrounding agricultural land and coastal cliffs. These open fields create a distinctive contrast to the tight urban grain of the adjacent historic core (photos 4 and 5), and provide a link between the two key destinations of the Old Town and the beach.

To the east of the Old Town, the town centre extends along Boverton Road into the New Town, which is characterised by more modern development. There is a clear distinction in character between the Old Town and the New Town, though the scale of buildings remains generally two-storeys. The New Town has generous paved footpaths, together with significant on-street parking, and overall the wider streets create much less sense of enclosure compared to the Old Town (photos 7 and 8).


Further east and to the north, the town comprises predominantly 20th century residential development, which generally maintains a modest two-storey form, largely detached and semi-detached with setbacks from the streets, creating a suburban character (photo 6). Due to fairly continuous development along Boverton Road, the village of Boverton is practically joined up with Llantwit Major. A clear boundary to the north and northeast is formed by the B4265, the main road in the Vale, running in a northwesterly direction linking Cardiff Airport to Bridgend.



Character Areas, Key Routes & Gateways



KEY

-  Town Centre
-  Town Gateway
-  Character Area Gateway
-  Key Arterial Route
-  Key Pedestrian Linkages

2.5 People & Community

Demographics

Llantwit Major had a **population of 9,935 in 2021, declining by 7% since 2011**, whilst the populations of the Vale of Glamorgan and Wales as a whole increased.

Area	2011 population	2021 population	Population growth (%)
Llantwit Major	10,621	9,935	-7%
Vale of Glamorgan	126,336	131,935	4%
Wales	3,063,456	3,107,492	1%

Table 1: Population Change 2011 - 2021 (Source: 2011 and 2021 Census Data)

Despite the declining population as highlighted in Census figures, a number of recent and potential housing developments within and nearby Llantwit Major are likely to increase the residential population. Furthermore, the **Vale of Glamorgan is projected to see a 6.7% population increase between 2025 and 2043**, the second-highest growth among Welsh local authorities, according to Welsh Government population projections.

Household deprivation is relatively low, with the majority of households (52%) in Llantwit Major not deprived in any dimension, slightly higher than the Vale of Glamorgan (51%) and 50% for Wales as a whole. The map opposite (figure 1) shows the Welsh Index of Multiple Deprivation (WIMD)* 2019, with the majority of Llantwit Major and surrounding areas falling within the 50% least deprived areas within Wales, apart from an area between Llanmaes Road, Eagleswell Road and the railway which falls between 30% and 50% most deprived. There are thus **pockets of deprivation**, where issues such as affordable access to fresh food are a challenge. Within the wider region (figure 2), Llantwit Major performs relatively well in terms of Access to Services (which includes travel times to food shops, GP surgeries, primary schools, secondary schools, post office, public library, pharmacies, petrol stations, sports facilities, and availability of broadband at 30Mb/s) - highlighting the role of Llantwit Major as an **important services hub for residents beyond the town's boundaries, including Llanmaes, Eglwys-Brewis and St Athan.**

*WIMD is the Welsh Government's official measure of relative deprivation for small areas in Wales, identifying where there are the highest concentrations of lack of access to opportunities and resources across 8 types: Income, Employment, Health, Education, Access to Services, Housing, Community Safety, and Physical Environment.

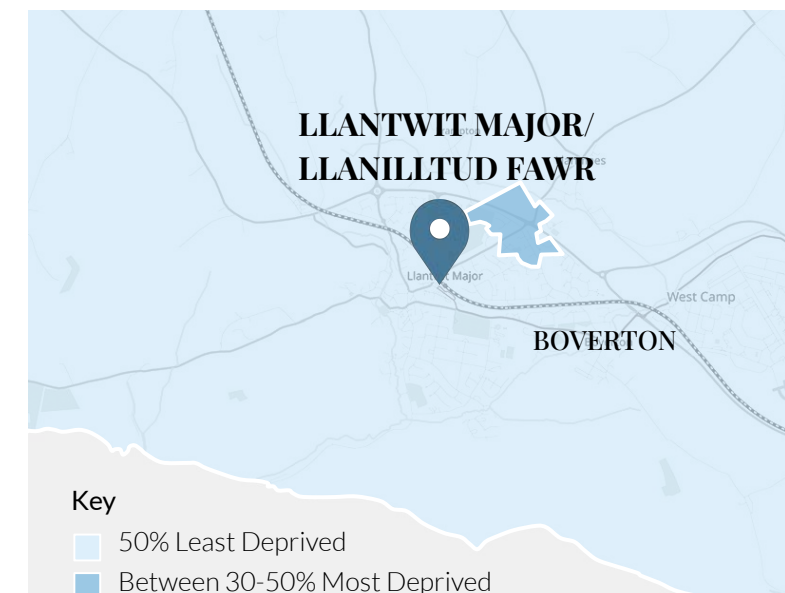


Figure 1: WIMD - Overall

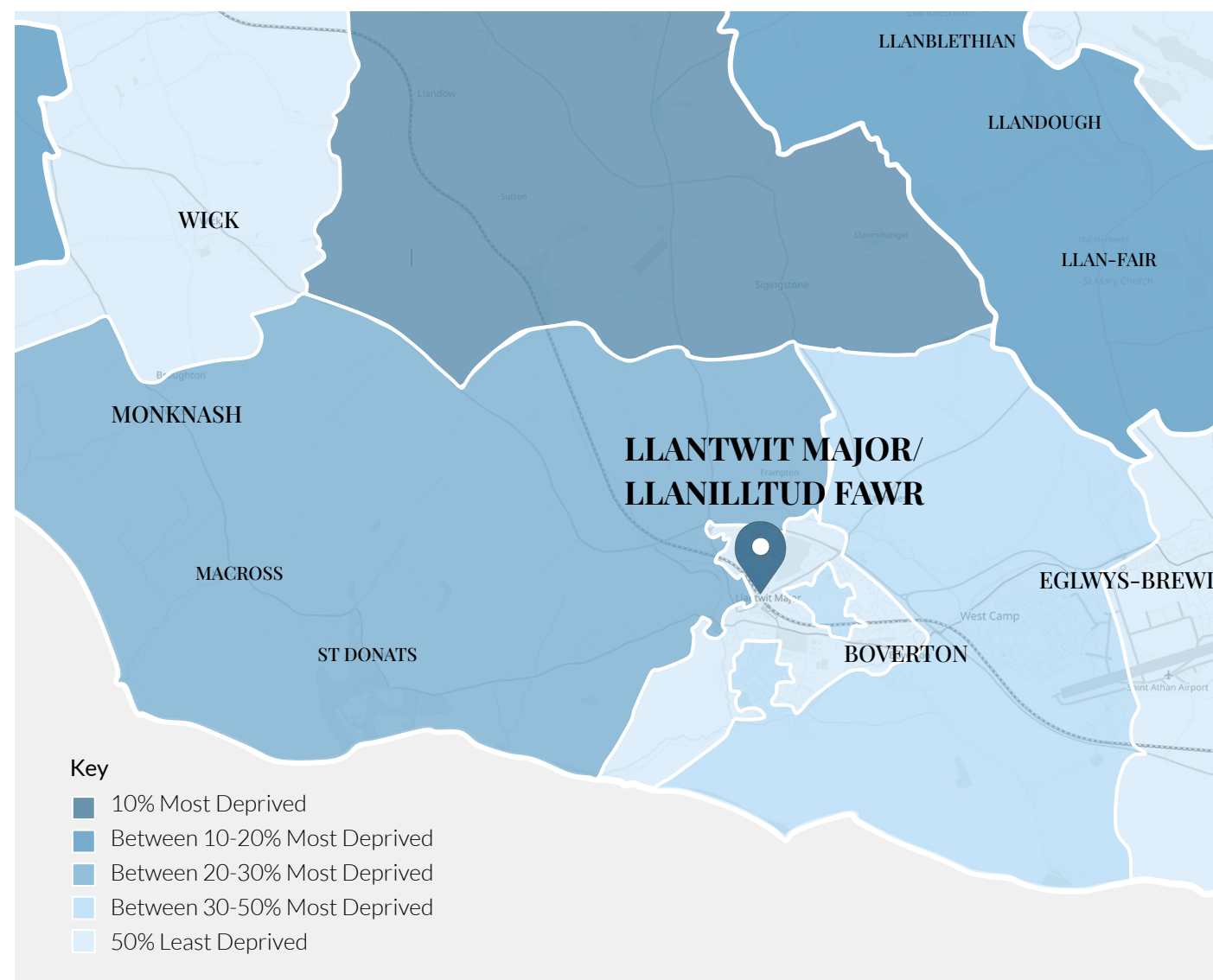


Figure 2: WIMD - Access to Services

2.5 People & Community

The 2021 Census also highlighted the following key community characteristics:

Higher age profile: There is a lower proportion of residents aged under 15, and between 16 – 34, and a much higher proportion aged between 65 – 74, and between 75 – 84, living in Llantwit Major when compared to the Vale of Glamorgan and Wales as a whole. Llantwit Major also has a significantly higher proportion of retirees compared to the Vale and Wales (31%, 26% and 25% respectively).

Highly educated: Llantwit Major has a lower proportion of residents who do not have any qualifications (14%), and a higher proportion of residents who have Level 4 qualifications or above (37%), compared to Wales as a whole.

High home ownership: Llantwit Major has a higher proportion of residents who own the house that they occupy when compared to the Vale and Wales as a whole (73%, 72% and 66% respectively) and a significantly lower proportion of socially rented homes (9.0%, 12% and 17% respectively).

Welsh language: A lower proportion of residents living in Llantwit Major report being able to speak Welsh when compared to the Vale of Glamorgan and Wales as a whole, 10%, 12% and 18% respectively.

Health: A lower proportion of residents living in Llantwit Major report having ‘bad’ and ‘very bad’ health (6%) when compared to the Vale and Wales as a whole.

Disability: Of the residents who stated that they are disabled, a lower proportion of residents in Llantwit Major report having their day-to-day activities limited a lot when compared to the Vale and Wales, 8%, 9% and 10% respectively.

Employment: The most common industrial sectors for employment of Llantwit residents are: human and social work (15%); wholesale, retail, repair of motor vehicles (13%); public administration and defence (13%); and education (11%).

Community Events

Llantwit Major has a range of regular cultural and community events on offer at various locations around the town, which reflects and supports a strong sense of community.



CF61 MONTHLY COMMUNITY DROP IN

POP IN AND CHAT ABOUT

- MONEY ADVICE
- CV WRITING
- STAYING ACTIVE
- FAMILY SUPPORT
- BENEFITS
- BILLS
- JOBS

We're here at the same time as

FOOD SHARE

CHATTY CAFFI

CLOTHES BANK

THIRD THURSDAY OF EVERY MONTH

15TH AUGUST
19TH SEPTEMBER
17TH OCTOBER
21ST NOVEMBER

12:30PM - 2:30 PM

CF61 COMMUNITY CENTRE

HOSTED BY LLANTWIT MAJOR TOWN COUNCIL

LLANTWIT MAJOR FOOD FESTIVAL

JUNE 8TH & 9TH 2024

Street Food Entertainment

Cookery Demo Live Music Bar & Story Telling

Town Hall Car Park Free Entry 10:00 am onwards

The Greedy Pig
Pure Bean Company
Nums Nums Welsh Creperie
Obscene Waffles & Mr Softee

These 3 Streams Festival

• 2024 •

07 - 09 June
Llantwit Major

these3streams.uk

Literature • Art • Music

2.6 Mix of Uses



The Old School

The Old School is one of the oldest surviving secular buildings in the town, originally belonging to the Raglan family. It then became the rectory for the parish before being converted in the early 1870's into the Board School. It is a good example of a historic building being protected, restored and reused in imaginative ways over its lifetime. Today it is home to meeting rooms for Llantwit Major Town Council, a children's' playgroup, a local radio station, the local archives as well as an event venue available for hire.

2.6 Mix of Uses

A Good Mix of Uses and Amenities

Llantwit Major **town centre offers a range of retail, food and drink and commercial** uses, including a number of independent shops such as a butchers, bakeries and gift shops, health and beauty providers, historic pubs, restaurants and cafes. Many of the town's historic buildings are concentrated within the Old Town, including St. Illtud's church, the Town Hall and the Old School. Both the Town Hall and Old School are partially occupied by Llantwit Major Town Council, and made available for other uses, including a playgroup, radio station, local archives and community event venue within the Old School. There are a number of other **community facilities** in the town, including Llantonian Hall and CF61, both of which are available for hire. **Public toilets** are located next to the Town Hall (though these are now closed and in need of repair/refurbishment), at the beach and on Boverton Road. Doctors, dentists and pharmacies are located near the town centre.

There is also a **wide range of sports facilities** within Llantwit Major, including football, rugby, bowls, and tennis. Llantwit Major Leisure Centre offers a gym, swimming pool, indoor sports hall (badminton, 5-a-side football, basketball, netball, table tennis) as well as various activities for children. There are **three primary schools and one comprehensive school** in the town. Three of the schools are clustered together with the leisure centre, library, health centre and sports facilities, within walking distance of the train station and transport interchange. The majority of **housing is concentrated in the northern and eastern parts** of Llantwit Major.

Visitor accommodation is limited, with the key facilities being Rosedew Farm Holiday Cottages and Wedding Venue, and Acorn Camping and Caravan Site, both located to the south of the town, and a few smaller guesthouses and self-catering options. Within the wider region, St Donats Castle is home to Atlantic College and St Donats Arts Centre, which offers a diverse programme of events, performances and workshops, including many activities for children. A range of industrial and employment uses, technical training for the Ministry of Defence and University of Wales Air Squadron, are located around the former Royal Air Force site at St Athan.



2.6 Mix of Uses

The photos opposite show some of the key land uses and facilities available within Llantwit Major, and their current condition, accessibility and useability. There is a concentration of pubs, a cafe, gift shop and bakery around the Square in the Old Town (photo 1), creating a social hub with an attractive setting that reflects the rich heritage of the town. Further pubs, restaurants, cafes and takeaways, together with a variety of retail and services businesses, are located within the town centre, with another key hub centred around the Poundfield Shopping Precinct (which connects the town centre with the train station via pedestrian routes) (photo 2).

A number of historic buildings are owned and managed by Llantwit Major Town Council, including the Town Hall (photo 3) and Old School, which have been refurbished and adapted for a range of modern uses. Similarly, the Church in Wales owns a number of historic buildings including St. Illtud's Church and several smaller underused buildings such as the Gatehouse. A dedicated local church team have recently developed a buildings maintenance and development plan. These key local stakeholders and assets present significant Placemaking opportunities for the town.

The leisure centre (photo 4) is located next to Llantwit Major School, though it is set back from Ham Lane and surrounded by a large expanse of concrete for vehicle movement and parking, creating a sense of disconnection. The library and health centre are located nearby (photo 5), but have a similar sense of being fairly hidden away. The buildings and surrounding public realm feel dated and in need of investment. Located within the same precinct are various sports facilities including the rugby, bowls and tennis clubs, a playpark and Llantonian Hall. The pathways, boundary conditions and signage around these facilities lacks consistency (photo 6), creating a missed opportunity to promote use of this cluster of community facilities.

Llantwit Major AFC (photo 7) and associated fields is located to the north of the town on Windmill Lane, together with a skatepark, providing a valued amenity and green space in this area of town. The northern and eastern parts of Llantwit Major comprise primarily fairly low density residential development, which has a quiet suburban character but is within walking and cycling distance to the mixed use town centre and the train station/transport interchange.



2.7 Movement



Llantwit Major Train Station & Interchange

Llantwit Major railway station was one of the five original stations that opened as part of the Vale of Glamorgan Line in 1897. It initially served as a key station for the line, but closed to regular passenger services in 1964. It reopened for passenger traffic in 2005 and today has hourly trains to Cardiff Central and Bridgend. The station also serves as a bus stop for a number of daily services, as well as school buses, and has a large taxi drop-off zone and car parking areas. It is a short walking distance to the town centre.

2.7 Movement

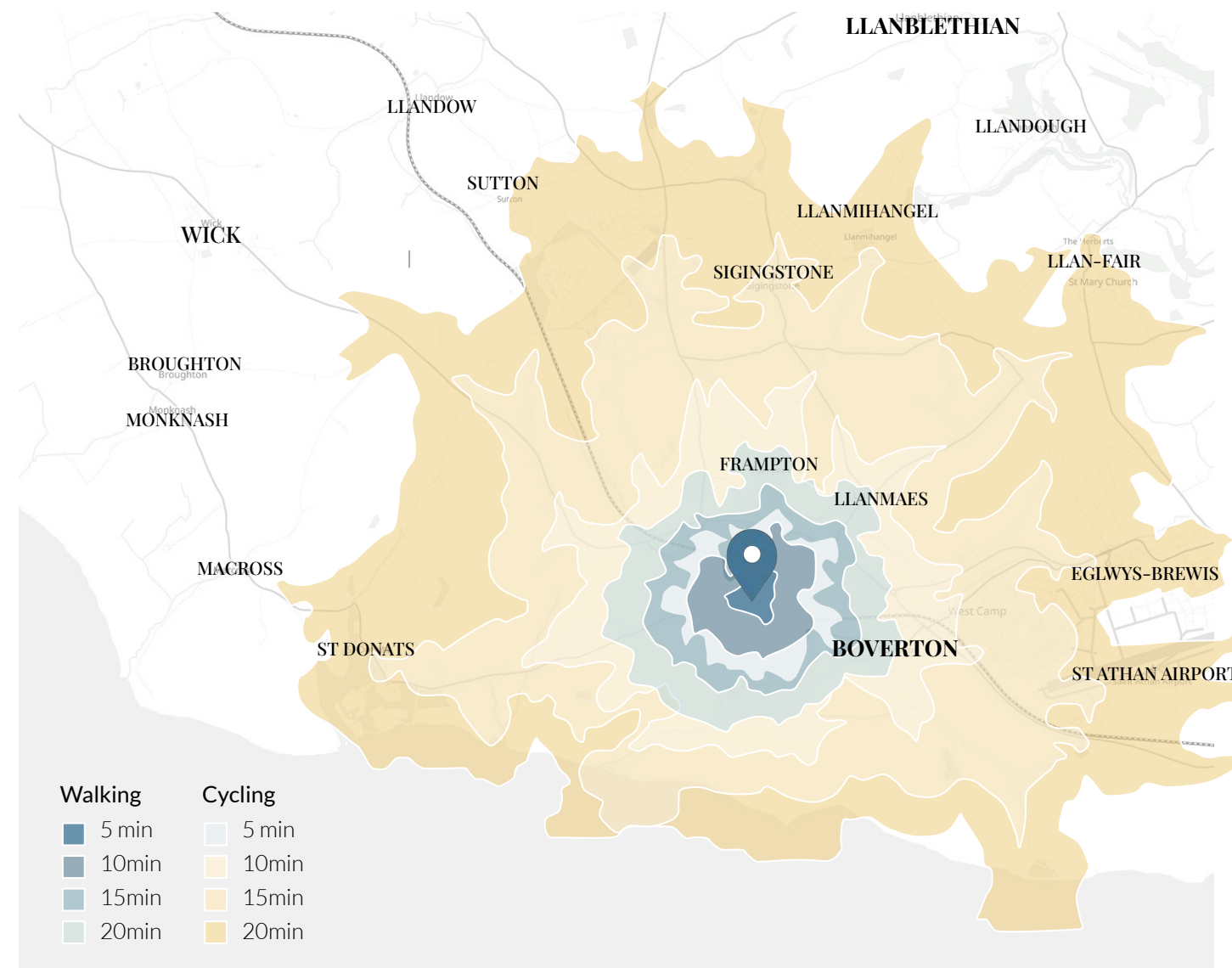
A Compact and Well-connected Town

Llantwit Major is **a compact, walkable town**, with housing, employment, leisure and other facilities located within close proximity. The map opposite shows walk and cycle isochrones - areas that are within comfortable walkable or cycling distance (5 to 20 minutes) from **Llantwit Major train station and interchange**.

This station is on the Vale of Glamorgan Line and has hourly trains to Cardiff Central (journey time of approximately 40 minutes) and Bridgend (about 16 minutes). The station is unstaffed, with no ticket office or public toilets. Step free access to Platform 1 (to Barry and Cardiff) is via Llanmaes Road, and to Platform 2 (to Bridgend) from the station car park, with a footbridge between the platforms. There are 40 car parking spaces, 8 sheltered cycle spaces and a Brompton Bike hire scheme. There is also a bus stop located at the interchange, with Route 303 hourly to Bridgend, Route 304 hourly to Cardiff (via Rhoose Cardiff International Airport and Barry) and Route 321 to Talbot Green (via Cowbridge). There are school buses running from surrounding areas to Llantwit Major schools, and other school connections that make use of the transport interchange. The Council-run Greenlinks Community Transport scheme offers accessible cars and minibuses.

Despite this **public transport connectivity**, Llantwit Major has **relatively high vehicle ownership** (only 14% of households in Llantwit Major have no car or van, compared to 19% for Wales) and the **majority of residents (57%) travel to work driving a car or van** (6% on foot, 2% by train, 1% cycle and 0.7% by bus). A further 29% work mainly at or from home. Free public parking is available at the beach, the Town Hall and train station, on street in the town centre along Boverton Rd, with further privately run parking at Poundfield shopping precinct. Electric vehicle charging points are available at the station, the Town Hall and Old School.

The **proposed National Cycle Network Route 88 passes through Llantwit Major** along Llanmaes Road, connecting it to St Athan and many of the towns and villages across the south coast and southern Vale.



Llantwit Major Isochrones Map - Walking and Cycling

Method of Travel to Work			
Area	Llantwit Major (%)	Vale of Glamorgan (%)	Wales (%)
Work mainly at or from home	29.2	34.0	25.6
Underground, metro, light rail, tram	0.0	0.1	0.0
Train	2.1	2.3	0.8
Bus, minibus or coach	0.7	1.5	2.3
Taxi	0.1	0.4	0.6
Motorcycle, scooter or moped	0.5	0.4	0.3
Driving a car or van	56.6	50.2	56.5
Passenger in a car or van	3.0	3.4	4.8
Bicycle	1.2	1.0	1.1
On foot	5.6	5.9	7.1
Other method of travel to work	0.8	0.8	0.9

Table 2: Method of Travel to Work (Source: 2021 Census Data)

2.7 Movement

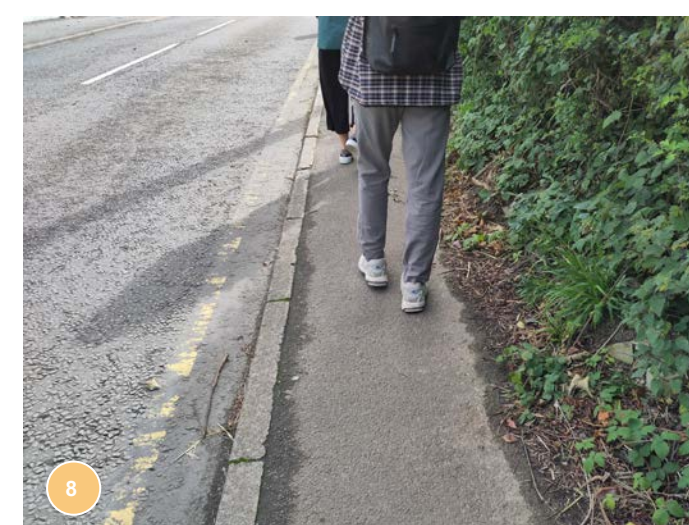
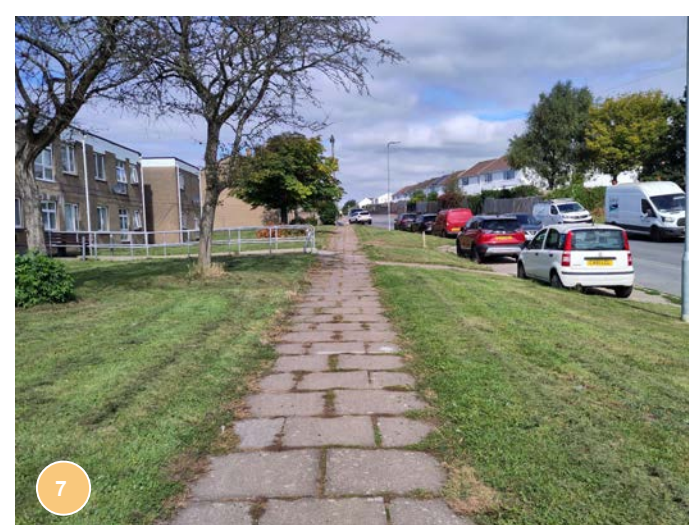
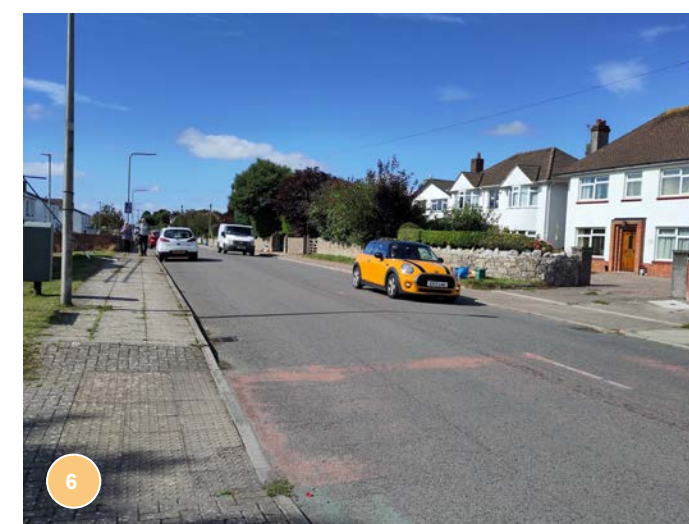
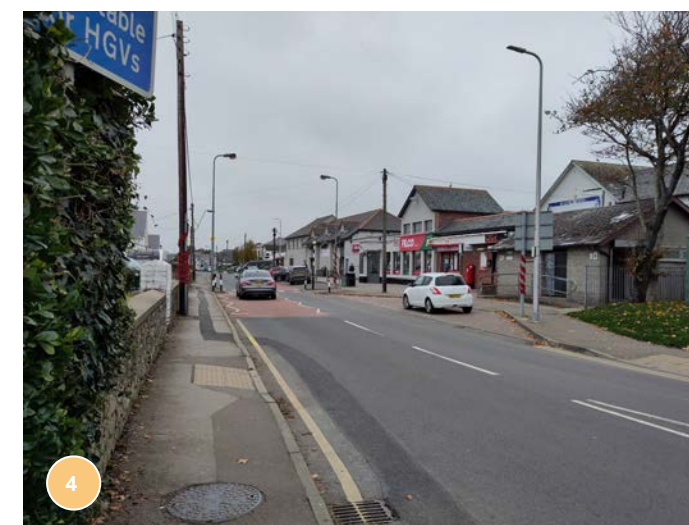
The photos opposite and description below capture some key observations about Llantwit Major's current transport and movement network.

Llantwit Major train station (photos 1 and 2) operates as a transport interchange, with a bus stop and shelter, taxi drop-off, car parking, cycle parking and cycle hire facilities. The station concourse comprises large tarmacked areas with significant space dedicated to vehicles and very limited space for people, aside from a small area of seating and trees where a food truck is parked to provide coffee.

The most direct route from the station into the town centre (and on towards the Old Town and beach) is via a pedestrian crossing over Le Pouliguen Way, and then a set of stairs that leads through a carpark at the back of the Poundfield Shopping Precinct (photo 3). This route is not ideal for pedestrians due to the potential conflict with cars within the carpark and not accessible for those using wheelchairs, mobility scooters or buggies due to the stairs. The route is also not well signposted, making legibility and accessibility between the two areas poor.

An alternative route east from the station along Le Pouliguen Way meets Boverton Road, connecting to the eastern end of the town centre where there is another pedestrian crossing (photo 4), or continuing further east along Boverton Road towards the cluster of schools, sports and community facilities. There are no pedestrian crossings along this stretch of Boverton Road, but an existing crossing with planned upgraded on Ham Street opposite the school. The pavement along the southern edge of Boverton Road leading towards the schools is narrow in parts, with only enough space for single-file pedestrian movement (photo 8).

To the north of the station is a cluster of residential areas, including Crawshay Court Sheltered Housing for those over the age of 60. The primary route connecting these residential areas to the station and into the town centre, including to the school and health facilities at this side of town, is along Eagleswell Road (photo 7) and Llanmaes Road (photos 5 and 6), where footways are narrow, paving is often uneven and in need of repair, and streets are car dominated. Llanmaes Road is also a key route into/out of Llantwit Major, connecting into surrounding areas.



2.8 Public Realm



The war memorial unveiling ceremony, 1921 © W Clarke, Llandaff

The Square, Old Town

In the heart of Llantwit Major's Old Town is the Square, surrounded by historic pubs and landmarks including the Town Hall and nearby St. Illtud's Church, as well as a cafe, bakery and gift shop. The prominent feature within the Square is the Llantwit Major War Memorial, which commemorates local people who died in the First and Second World Wars. The Celtic cross was erected in 1921 and a stone booklet added in 1947, standing on the base of a medieval preaching cross. The railings were added in 1983.

2.8 Public Realm

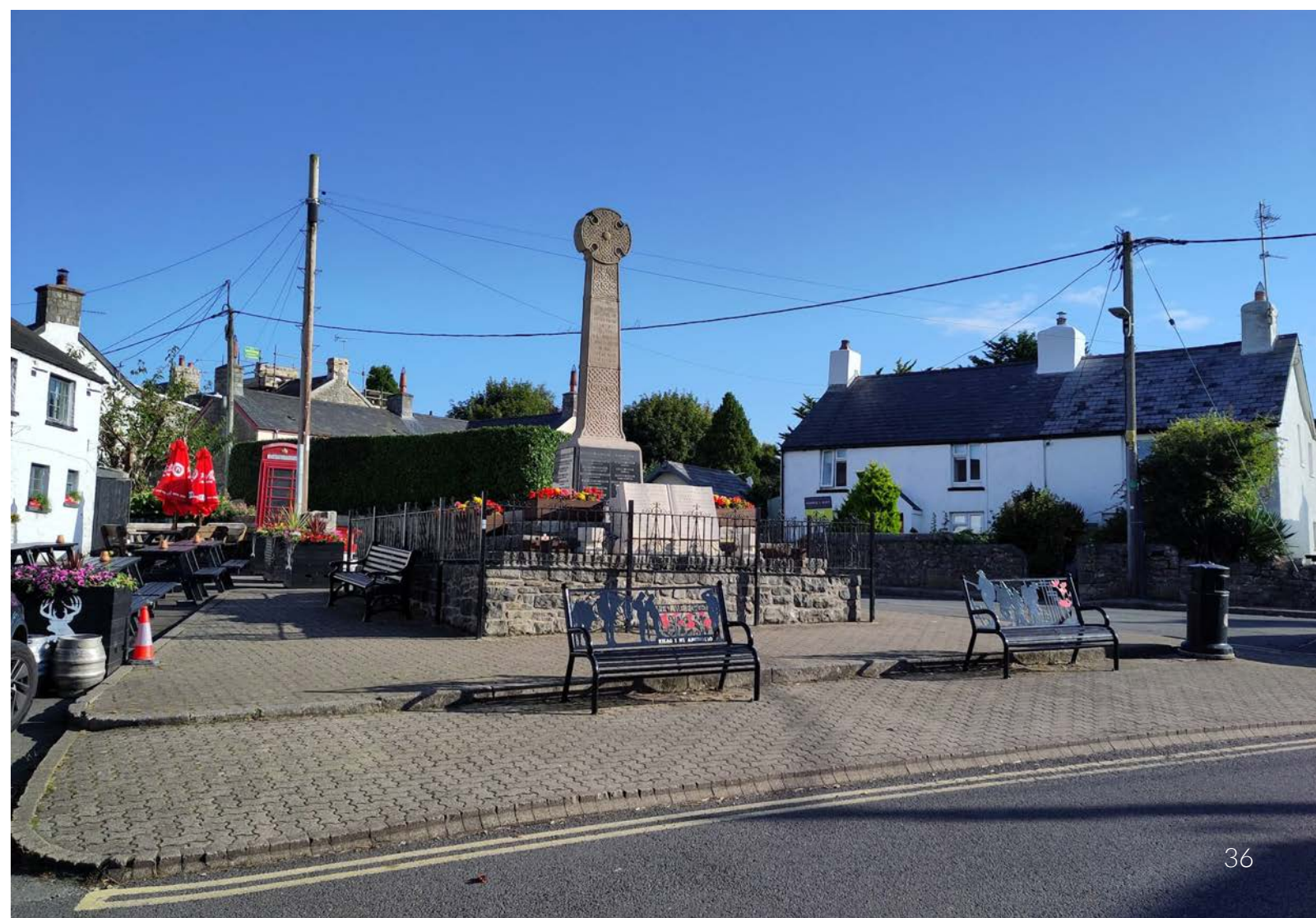
Network of Green and Public Spaces

Llantwit Major offers **ample green spaces and access to nature**, including the beach, parks, playing fields, allotments, and countryside. The beach is connected to a variety of coastal walks, and there are a large number of public rights of way connecting the beach and other places across Llantwit Major with surrounding coastal cliffs and countryside. However there is a **lack of a safe, accessible route between the town and beach**, currently accessed via a road or field.

Within the town centre, there are two distinct character areas - the Old Town focused along Church Street, and the New Town along Boverton Road. The intimate (triangular) **Square, surrounded by historic pubs** and modest two-storey terraces remains the social heart of the Old Town. Cafe Velo is a draw for cyclists on a day out in the Vale. The New Town is centred around the **Poundfield open air shopping precinct**, which has a coffee shop with public outdoor seating and spacious pedestrianised streets linking northwards to the train station. The northern part of this key route, via a parking lot to the rear of Poundfield (with inactive frontages) and stairs, is problematic due to its poor safety, accessibility and legibility.

The New Town frontages are set back from the road with **on-street parking** providing a buffer between the traffic and wide pavements. Moving towards the Old Town, the **pavements become much narrower and in some cases interrupted** by buildings fronting directly onto the street. This presents a challenge for pedestrian safety and accessibility, although it was observed during site visits that cars tend to move very slowly along this stretch, allowing pedestrians to walk in the roadway where needed. Most of the town is covered by a 20mph speed limit, although this increases to the national limit on the road to the beach.

Public flowers brighten up key public spaces, though street trees and street furniture such as seating, cycle racks, and lighting are limited. A number of overflowing litter bins were observed. **Wayfinding and heritage interpretation** could be improved, to highlight access to the beach and other key places.



2.8 Public Realm

The Square of the Old Town (photo 1) is ideally located to act as a focal public space, particularly for the evening economy given the concentration of pubs, but with opportunity to support further activity at all times of day. Its current function and attractiveness as a public space is limited by poor design of the space in terms of level changes, materiality, location of street furniture and barriers to social use.

In the New Town, the public outdoor seating outside Gregg's coffee shop (photos 2 and 3) is well used at all times of day, indicating that this central location and type of spill-out seating is valued and possibly worth enhancing and expanding across the town centre. The wide paved surfaces of large parts of the New Town (photos 2 and 3) create a pleasant pedestrian environment, though there were some pinch points observed where street furniture could be rearranged to ensure continuity and accessibility. The most significant pinch points are evident in the Old Town, where the historic urban grain is much tighter and in some cases buildings protrude directly onto the street, necessitating pavements to become very narrow or end (photo 4). The tarmacked street surface within the Old Town, together with the cluttered feel of the road markings, signage and in some cases inappropriate modern interventions impacts the appreciation of the historic character of this area.

While Llantwit Major has access to ample green spaces, many of these are open fields with limited park amenities provided (such as Seaview Park, photo 5), which reduces the potential range of users and dwell time. In particular, facilities to encourage use by children, young people and in the winter would be valuable.

Llantwit Major's network of public footpaths is a significant asset and an important aspect of its unique character that should be protected and celebrated. Many of these routes are in need of improvement to better maintain vegetation, remove unnecessary barriers, improve lighting and safety, and ensure signposting is clearly visible (photos 6 and 7). There are attractive wayfinding posts in key areas of the town (photo 8), however these are not always accurate or obvious. Wayfinding and heritage interpretation across the town would benefit from a thorough review.



03 Engaging the Community

- 3.1 Engagement Activities
- 3.2 Survey Insights
- 3.3 Location
- 3.4 Identity
- 3.5 People and Community
- 3.6 Mix of Uses
- 3.7 Movement
- 3.8 Public Realm
- 3.9 Key Insights

The Process



Further community engagement activities were held in late 2024 in order to test and refine the initial research findings and ideas, including:

- Community Co-Design Workshop (16 attendees)
- Community Drop-in Event (26 attendees)
- Llantwit Major Comprehensive School (300+ students)
- Interviews and meetings with key stakeholders

Community Engagement

Research & Analysis

Early Ideas

Further Engagement

Draft Plan

Public Consultation

Final Plan

2023

Aug - Oct 2024

Oct 2024

Nov 2024

Jan 2025

Mar 2025

Mar 2025

In order to meet members of the public and raise awareness of the Placemaking work, a number of **community engagement** activities were held in 2023 and 2024 with **over 400 people of various ages**:

- Online Placemaking Survey (87 responses)
- Llantwit Major Food Festival (100 attendees, wide demographic),
- Business Focus Group (six attendees, age 25-55)
- Youth Bible Class (20 attendees, age 11-18)
- Music in Mind (5 attendees, 50+)
- Llantwit Major Youth Club (20 attendees, age 11-16)
- Horticultural Society (11 attendees, age 50+)
- Tiny Treasure Seekers (20 attendees, young parents)
- Crawshay Court (7 attendees, age 70+)
- Llantwit Sports Clubs (14 attendees, age 20-60)
- Filco (20 attendees, various ages) and
- Poundfield Shopping Precinct (20 attendees, various ages)



A **public consultation** on the Draft Placemaking Plan was held in March 2025 to seek views of the public on the draft Vision, Objectives and Opportunity Areas within the Placemaking Plan, and help to shape the final Placemaking Plan. Activities included:

- Public drop-in events over several days at various times with opportunities for face-to-face discussions and feedback, as well as written feedback (117 attendees)
- Information and opportunity to comment online via the Participate Vale website and survey (12 responses)

In total, nearly 1,000 people were engaged at more than 20 events.

3.1 Engagement Activities

In recognition of the importance of meaningful community engagement from the outset of the placemaking process, the VoGC and Llantwit Major Town Council began engaging the community in 2023, before appointing consultants to lead further engagement and development of this plan.

Utilizing the VoGC’s online survey platform Participate Vale, the Llantwit Major **Placemaking Survey** was conducted from May 8th 2023, to August 31st 2023. Throughout this period, a total of 87 responses were received, which included paper copies as well as digital responses via the Participate Vale platform. Leaflets which advertised the survey were left in various public locations across town, including the library, doctors, leisure centre, pubs and various other venues. The VoGC’s Creative Communities social media accounts, X (1,526 followers) and Facebook (1,900 followers) were used to advertise and encourage people to visit the VoGC Participate Vale page, which hosted information on Placemaking across the Vale of Glamorgan and the Llantwit Major Placemaking Survey.

A number of **Public Engagement Events** were held in 2023/24 in order to meet members of the public and raise awareness of the Placemaking work being undertaken in Llantwit Major. This included engagement of **over 400 people of various ages** at the Llantwit Major Food Festival (100 attendees, wide demographic), a Business Focus Group (six attendees, age 25-55), Youth Bible Class (20 attendees, age 11-18), Music in Mind (five attendees, 50+), Llantwit Major Youth Club (20 attendees, age 11-16), Horticultural Society (11 attendees, age 50+), Tiny Treasure Seekers (20 attendees, young parents), Crawshay Court (7 attendees, age 70+), Llantwit Sports Clubs (14 attendees, age 20-60), Filco (20 attendees, various ages) and Poundfield Shopping Precinct (20 attendees, various ages).

During each of these events, the online survey was highlighted and people were encouraged to complete it, and discussions were held about what people like and dislike about Llantwit Major, and what changes they’d like to see in the next five years. The following pages highlight the key insights from the initial survey and engagement events, under the six themes of the Placemaking Wales Charter.

Placemaking puts people at the heart of the process...

‘Places that are created or adapted should support the health and well-being of those who live, work in and visit them joining up the needs and opportunities of the whole community... Opportunities to involve the local community should be considered at the outset of the placemaking process with early involvement providing the best opportunity to identify and address the needs, concerns, ideas, aspirations and character of the local community. Involvement also helps to develop a sense of ownership and belonging in a place.’

Placemaking Wales, Placemaking Guide 2020

Creu Lleoedd yn Llanilltud Fawr – Dweud Eich Dweud
 Mae'r Cyngor Tref a Chyngor Bro Morgannwg yn awyddus i glywed eich barn i lunio dyfodol y dref am y degawd nesaf. Sganiwch y cod QR isod os byddai'n well gennych gwblhau arolwg ar-lein.

Placemaking in Llantwit Major - Have Your Say
 The Town Council and the Vale of Glamorgan Council want your views, to shape the future of the Town for the next decade. Scan the QR code below if you would prefer to complete a survey online.

Eich Llanilltud Fawr, Eich Barn Chi!
 Dewch draw i helpu i lunio dyfodol eich tref

Your Llantwit Major, Your Say!
 Come along and help to shape your town's future

Dydd Mercher 15 Mai | Wednesday, 15 May
 18:00
 The Tudor Tavern
 Llanilltud Fawr | Llantwit Major

AM RHAGOR O FANLYLION AM CYNLLUN CREU LLEOEDD, YNGHYD AG ARLOWG BYR SGANIWCH Y COD QR

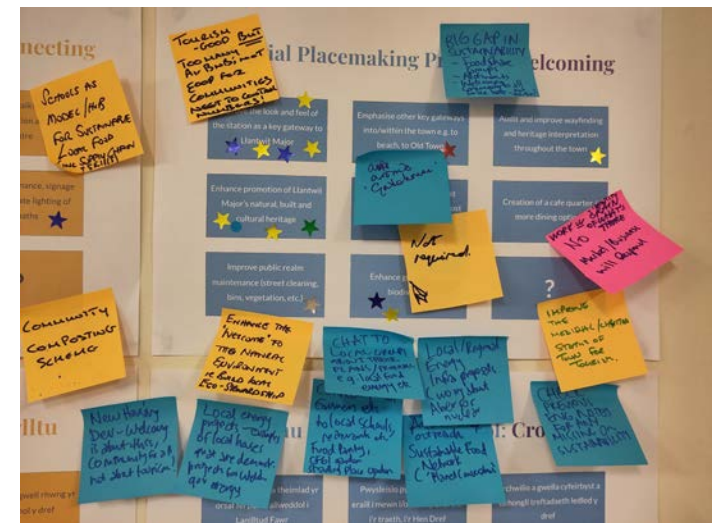
MORE DETAILS ABOUT THE PLACEMAKING PLAN, ALONG WITH A SHORT SURVEY CAN BE FOUND BY SCANNING THE QR CODE

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3.1 Engagement Activities

Based on the emerging themes and potential placemaking projects identified through the initial engagement and research, the next phase of work included further in-depth engagement and public consultation with a wide range of local stakeholders to test and refine these ideas:

- **Meetings/Interviews** with key stakeholders (including council officers, community groups, key landowners/potential project leads)
- **Community Co-creation Workshop** and **Community Drop-in Event** (held on 6 November 2024) with key stakeholders (both council and key community representatives), using a number of creative groups exercises to explore:
 - Vision - What is unique about Llantwit Major? What could it be? (Using an imagined newspaper article from the future)
 - Assessing the place - Considering and rating which aspects of Llantwit Major are currently performing well and which are in need of improvement, using the Place Standards Assessment wheel focused on the six Placemaking Wales principles
 - Projects/Interventions - Discussing and prioritising potential placemaking projects (existing suggestions and new ideas) using a Prioritisation Matrix (Impact x Implementation) to identify projects most likely to deliver positive long-term change or quick wins
- **School Engagement** carried out by the VoGC at Llantwit Major Comprehensive School (on 18th - 22nd November 2024) to gather input from young people on what they would like to see in Llantwit Major.
- **Public Consultation** on the Draft Placemaking Proposals (held over the week of 10th - 14th March 2025) including information and opportunity for feedback online as well as a series of face-to-face drop in sessions in public locations at various times throughout the week, seeking public views on the draft Vision, Objectives and Key Opportunity Areas to shape the final Placemaking Plan.



3.2 Survey Insights

Overall, 79% of survey respondents are very or fairly satisfied with Llantwit Major as a place to live.

Some of the most widely mentioned and supported ideas for improvements were:

'Better promotion of the town's assets, including better information for tourists.'

'Improve engagement with the community, particularly around new development proposals.'

'More youth facilities and activities for teens.'

'Encourage local food sources and climate adaptation strategies.'

'Develop a cafe quarter with outdoor dining.'

'Improve / expand schools, leisure and healthcare facilities to support growing population.'

'Improved/additional parks and play facilities.'

'Improve and maintain public toilets and waiting areas at transport hubs.'

'Redevelop the library, rugby club, bowls club site for modern community facilities.'

'Improve beach facilities with better links from town.'

'Improvement of walking routes, footpaths and pavements to improve accessibility and safety.'

'Tidy up and beautify public spaces, including cleaning, maintenance and planting.'

'Better cycling routes and facilities.'

Things people **LIKE** about Llantwit Major:

- **Green Spaces:** Residents appreciate the ample green spaces and access to nature, including parks, playing fields, allotments and countryside
- **Beach and Coastal Walks:** The beach and coastline is a major attraction, though there are calls for better access
- **Village Atmosphere:** The town's community spirit, seasonal events, independent shops and pubs, and peaceful environment are highly valued
- **Heritage and Culture:** The town's historic and cultural sites, like St. Illtud's Church and Town Hall, are important to residents
- **Good Public Services:** The library, emergency services, public flowers and public toilets are appreciated
- **Community and Sports Facilities:** Spaces like CF61 are valued for the community activities they host, as are the sports facilities for all ages
- **Safety:** The town is considered safe, with residents feeling secure in their neighbourhoods
- **Free Parking:** The availability of free parking in the town centre and near the beach is seen as a significant benefit
- **Connectivity:** The existing train and bus services and decent internet connection are seen as positives

Things people **DISLIKE** about Llantwit Major:

- **Beach Access:** Safe access to the beach is challenging, especially for the elderly, wheelchair users, and those with young children
- **Traffic Issues:** Speeding on roads like Llanmaes Road and the B4265 is a concern, due to noise and danger to pedestrians, along with congestion / limited parking around schools
- **Public Transport Reliability:** People would like to see more frequent and reliable public transport, including trains and buses
- **Youth Facilities:** Young people need more activities that are free / affordable, especially for teenagers during poor weather / winter
- **Limited Retail and Dining Options:** Particularly food, clothing, banking, petrol station, theatre/cinema, and large supermarkets
- **Leisure Centre Condition:** Respondents highlighted that the leisure centre would benefit from ongoing further investment
- **Development Concerns:** Some residents are concerned about the impact of new development on the town's character and infrastructure
- **General Maintenance:** There is a concern about bin provision, including dog waste bins, street cleaning, road / pavement and vegetation maintenance

3.3 Location

Placemaking Wales Charter Principle: Places grow and develop in a way that uses land efficiently, supports and enhances existing places and is well connected. The location of housing, employment, leisure and other facilities are planned to help reduce the need to travel.

Only 2% of respondents strongly agree and 13% slightly agree that 'Llantwit is well connected and planning decisions are made which take into account issues including housing'. Conversely, 65% of respondents strongly/slightly disagree, with 53% strongly disagreeing and 11% slightly disagreeing.

Only 2% of respondents strongly agree and 11% slightly agree that 'Llantwit is well connected and planning decisions are made which take into account issues including employment'. Conversely, 51% of respondents strongly/slightly disagree, with 40% strongly disagreeing and 11% slightly disagreeing.

Only 2% of respondents strongly agree and 9% slightly agree that 'Llantwit is well connected and planning decisions are made which take into account issues including community facilities'. Conversely, 68% of respondents strongly/slightly disagree, with 49% strongly disagreeing and 19% slightly disagreeing

Taking an average of the positive sentiment from these three questions (13%), Location scores the lowest of the six themes. However, due to the wording of the survey questions, it is not entirely clear whether people are responding to the location of land uses specifically or to other issues relating to planning decisions. This highlights an important role for future engagement regarding planning and placemaking, to ensure the local community is involved in shaping proposals and that local needs and aspirations are responded to. This is covered in further detail under the People & Community theme.

Community priorities for improvements...

'Build high-quality new housing with pedestrian access to amenities.'

'Construct affordable housing for first-time buyers and social rent.'

'Refuse/limit new housing applications on greenfield sites and improve planning consultations.'

'Improve/expand schools and healthcare facilities to support growing population.'

'Investment in the leisure centre.'

3.4 Identity

Placemaking Wales Charter Principle: The positive, distinctive qualities of existing places are valued and respected. The unique features and opportunities of a location, including heritage, culture, language, built and natural physical attributes, are identified and responded to.

73% of respondents 'value and respect the distinctive qualities of Llantwit Major', with 59% strongly agreeing and 14% slightly agreeing. On the other hand, 12% of respondents don't value and respect the distinctive qualities of Llantwit Major, with 10% strongly disagreeing and 2% slightly disagreeing.

In terms of positive sentiment, Identity scored the highest (73%) of the six themes. Llantwit Major is appreciated for its village-like atmosphere, rich history, unique shops, surf culture, and creative vibe.

This strong identity and rich built, natural and cultural heritage provides an important asset for the Placemaking Plan to harness and enhance, and an opportunity for further engagement to build a clearer picture of which distinctive qualities are most valued and which need interventions to help improve their appreciation and enjoyment by locals and visitors.

There were very few interventions relating to Identity suggested as priorities for improvement, reflecting its strong current performance.

Community priorities for improvements...

'Better promotion of the town's assets and improved accessibility, including better pathways and information for tourists.'

'Improve the look of the high street with traditional shop fronts.'

'Improve the visual impact of housing developments.'

3.5 People & Community

Placemaking Wales Charter Principle: The local community are involved in the development of proposals. The needs, aspirations, health and well-being of all people are considered at the outset. Proposals are shaped to help to meet these needs as well as create, integrate, protect and/or enhance a sense of community and promote equality.

Only 5% of respondents strongly agree, and 13% slightly agree that they are 'aware of engagement opportunities available relating to the future plans for the town'. Conversely, 60% of respondents strongly/slightly disagree that they are aware of engagement opportunities, with 40% strongly disagreeing. Residents want to be consulted on major decisions impacting the community, and emphasize the importance of timely and transparent information sharing.

Responses highlighted strong feelings on making the town and its decision-making processes more accessible to all residents, including those with disabilities. This highlights a key principle and target group for future placemaking engagement.

40% of respondents slightly agree with the statement that they 'feel part of the community' and 32% strongly agree with the statement Only 10% of respondents strongly/slightly disagree that they feel part of the community.

The responses reinforce that there is a strong community in Llantwit Major, and the importance of an inclusive, meaningful engagement and co-design process for the Placemaking Plan and future development of placemaking projects.

Community priorities for improvements:

'Improve engagement with the community, particularly around new development proposals.'

'Listen and engage with community-driven ideas.'

'Refuse/limit new housing applications on greenfields sites and improve planning consultations.'

'Increase social housing and support facilities for lower-income brackets.'

'More help for the disabled.'

Factors contributing to community spirit:

- Friendly and Welcoming Attitudes
- Sporting Facilities
- Community Events
- Community Involvement and Activities
- Public Spaces and Cleanliness
- Accessible Amenities
- Places to Meet
- Supportive Infrastructure
- Local Businesses and Services
- Safety and Inclusivity

Factors threatening community spirit:

- Negativity and Division
- Lack of Transparency and Engagement from Authorities
- Strain on Resources
- Antisocial Behaviour and Crime
- Planning and Development Issues
- Economic Challenges
- Social Media Negativity
- Decline in Local Activities and Awareness
- Inclusivity Concerns
- Environmental Maintenance

3.6 Mix of Uses

Placemaking Wales Charter Principle: Places have a range of purposes which provide opportunities for community development, local business growth and access to jobs, services and facilities via walking, cycling or public transport. Development density and a mix of uses and tenures helps to support a diverse community and vibrant public realm.

The majority (54%) of respondents agree that Llantwit Major has a good mix of uses and provides opportunities for community development, with 37% slightly agreeing and 17% strongly agreeing. 29% of respondents disagree that Llantwit Major has a good mix of uses and provides opportunities for community development, with 17% strongly disagreeing and 12% slightly disagreeing.

In terms of priorities for improvement, Mix of Uses had the highest number of interventions associated with it.

There is a focus on increasing affordable housing and investing in supporting social infrastructure, such as education and leisure facilities, particularly ensuring accessibility for wheelchair users and facilities for youth. Enhancing local shopping and dining is also an area of focus, alongside improving facilities at the beach and transport hubs, including public toilets.

These ideas present a number of opportunities to engage further with target groups (such as young people, and operators of sports, leisure and community facilities) and co-create more detailed placemaking proposals.

Community priorities for improvements...

'Improve/expand healthcare facilities, including doctor's surgery, dental, optician and pharmacy services.'

'Improve access to healthcare facilities for wheelchair users.'

'Improve/expand schools to support growing population.'

'Enhance local shopping facilities.'

'Large supermarket with petrol station.'

'Develop a cafe quarter with outdoor dining.'

'Encourage the opening of quality independent restaurants.'

'Redevelop the library, rugby club, bowls club, and Llantonian Hall site for modern community facilities.'

'Further investment in leisure facilities, including indoor sports and soft play facilities.'

'More youth facilities and activities for teenagers.'

'Improved/additional parks and play facilities, particularly in the Old Town area.'

'Encourage local food sources and climate adaptation strategies.'

'Construct affordable housing for first-time buyers and social rent.'

'Improve beach facilities with better links from town.'

'Improve and maintain public toilets and waiting areas at transport hubs.'

'Public toilet available during evening hours.'

'Promote Llantwit as a destination for day-trippers and staycations.'

3.7 Movement

Placemaking Wales Charter Principle: Walking, cycling and public transport are prioritised to provide a choice of transport modes and avoid dependence on private vehicles. Well designed and safe active travel routes connect to the wider active travel and public transport network, and public transport stations and stops are positively integrated.

Views on Movement were mixed but leaning towards the negative side, with 49% of respondents strongly/slightly disagreeing that there are well designed safe active travel routes that connect to the wider active travel and the public transport network, and 35% of respondents slightly/strongly agreeing.

Car dependence is high and measures to reduce this could be explored. Analysis shows that the most used most of transport for respondents is using a car or van, totalling 74%. The next most used mode of transport was the train, totalling 9%.

Respondents provided a number of **suggestions as to how they could be encouraged to use public transport more often**, including improvements to: Frequency and Reliability, Cost, Service Quality, Accessibility, Efficiency, Connectivity, Information and Communication.

There were also a large number of useful **suggestions to encourage travelling around Llantwit Major on foot or bike**. These included: Pavement Maintenance, Cycle Lanes, Traffic Calming Measures, Enforcement, Pedestrian Zones, Bike Hire, Bike Racks, Benches and Rest Areas, Addressing High Traffic Areas, **Access to the beach** and Countryside, Linking Surrounding Villages, Public Transport Integration, Consultation and Awareness, Support from Local Employers, Safer School Commutes, Accessibility, Maintenance and Cleanliness.

These potential interventions provide a good basis for further testing and development of placemaking proposals together with the community.

Community priorities for improvements...

'Improve access to the beach, especially for pedestrians with buggies, children, and wheelchair users.'

'Improvement of walking routes, footpaths and pavements to improve accessibility and safety.'

'Improve cycle links / more cycling routes and facilities.'

'Cycle hire for families.'

'More frequent and reliable public transport services, including late-night trains to/from Cardiff.'

'Better transport links and coordinated bus/train timetables.'

'Ensure car parking remains free, especially at the beach and Town Hall.'

'Better road access via Boverton and improved traffic management.'

'Overhaul major roads to address potholes and flooding.'

'Resurface roads.'

'Build high-quality new housing with pedestrian access to amenities.'

'Improve and maintain public toilets and waiting areas at transport hubs.'

3.8 Public Realm

Placemaking Wales Charter Principle: Streets and public spaces are well defined, welcoming, safe and inclusive with a distinct identity. They are designed to be robust and adaptable with landscape, green infrastructure and sustainable drainage well integrated. They are well connected to existing places and promote opportunities for social interaction and a range of activities for all people.

There was no specific survey question about public realm, highlighting a gap for further placemaking research and engagement. However, there were a high number of suggestions relating to public realm within the priorities for improvement, together with those associated with Movement, and with many overlaps between the two themes in terms of improving safety, accessibility and comfort for pedestrians, cyclists, and wheelchair users.

There was also a general theme around improving cleanliness and maintenance and increasing greening within the public realm, as well as suggestions for additional community arts and events for all ages.

The potential interventions listed here and under Movement provide a good basis for further testing and development of placemaking proposals, together with the community, perhaps through temporary installations and/or events. These meanwhile projects could help test the design and success of placemaking ideas through short term, low cost interventions, and help understand and build levels of community support for longer term projects.

Community priorities for improvements...

'Improvement of walking routes, footpaths and pavements to improve accessibility and safety.'

'Tidy up and beautify public spaces, including cleaning, maintenance and planting.'

'Install more public rubbish/recycling bins and street lighting.'

'Enforce dog waste bins and bans.'

'Fix roads and improve precinct maintenance.'

'More armed benches along main roads to the town centre, providing places to stop and rest.'

'Develop a cafe quarter with outdoor dining.'

'Improved/additional parks and play facilities, particularly in the Old Town area.'

'Encourage climate adaptation strategies.'

'Improve and maintain public toilets and waiting areas at transport hubs.'

'Public toilet available during evening hours.'

'Invest in community arts and events to keep people of all ages engaged and busy.'

'A local business directory/board.'

3.9 Key Insights

Across all the engagement, the following key insights have emerged as priorities for Llantwit Major, to help guide and shape the development of placemaking projects:

- Llantwit Major has a strong identity and rich built, natural and cultural heritage, which provides an important asset and starting point for the Placemaking Plan and future placemaking projects.
- The local community in Llantwit Major would like to be more involved in planning and placemaking decisions, through inclusive, meaningful engagement and co-design processes.
- There are mixed views on new housing development, with some residents promoting further development of well-designed, affordable and connected housing, and others concerned about the impacts of new development on character and infrastructure.
- There is a strong desire for enhanced leisure, education and community facilities to cater for the current and growing population, particularly new and improved facilities for young people.
- There are aspirations for enhanced retail and dining options, with a focus on supporting local food sources and local businesses.
- Llantwit Major's natural assets, including the beach, coastal walks and green spaces, are highly valued and in need of additional facilities and maintenance, with improved access between the town and the beach a key priority.
- Improvements are needed to help prioritise safe and accessible pedestrian movement, as well as cycling and public transport use.
- There is a need for investment in streets and public realm, including improved cleaning, maintenance, climate change adaptation and greening.

What **YOUNG PEOPLE** would like to see...

'A safe and calm place for young people'

'Improvements in gym equipment, tourist facilities, and cleanliness'

'More variety of activities, shops and food'

'Better street lighting'

'Eco-friendly initiatives, and less litter'

'Less crime and drugs'

'Job opportunities'

'Better technology use'

'Greener spaces, more parks and improved skatepark'

'More cycle-friendly, improved footpaths'

'Improved well-being and social areas for hanging out'

'Community spirit could be fostered through more events'

'Better beach facilities, food and access'

'A youth centre with free clubs, and updated sports pitches and leisure facilities'

'Large indoor activities like cinemas and trampoline parks'

'Improved public transport'



04 Identifying Opportunities

- 4.1 Overview
- 4.2 SWOT Analysis
- 4.3 Strategic Placemaking Opportunities
- 4.4 Key Placemaking Opportunity Areas

4.1 Overview

Based on the key insights into assets, needs and priorities identified through the community engagement process as well as in depth desktop and place-based research, this chapter distills the analysis of Llantwit Major into a summary of the key needs of the place and the real opportunities for positive change.

This chapter begins with a SWOT Analysis summary of the current strengths, weaknesses, opportunities and threats facing Llantwit Major. Then, three themes are set out which have emerged as strategic placemaking opportunities for Llantwit Major, which can help guide future decision-making and investment into the town and help shape the development of this Placemaking Plan.

In response to feedback and to provide further structure and direction for potential placemaking interventions, four key opportunity areas have been identified for Llantwit Major. These represent focus areas with significant existing assets that provide the greatest opportunities for consolidation and enhancement through placemaking projects. These are:

1. **The Beach**
2. **The Old Town**
3. **The Station**
4. **The Community Hub**

These key opportunity areas are mapped and described here, and then ideas for potential improvements are developed further in the next chapter, alongside a clear collective vision for placemaking in Llantwit Major, and a number of possible supporting projects that can help bring this vision to life.



4.2 SWOT Analysis

STRENGTHS:

- Rich natural, built and cultural heritage and unique character
- Ample green spaces and access to nature, including the beach and coast walks
- Compact town with a mix of housing, employment, leisure, and other facilities located within close proximity to the central station & transport interchange
- Good regional location close to Cardiff airport, surrounding towns and villages, and part of the Glamorgan Heritage Coast
- Good connectivity from existing train, bus and internet services
- Strong sense of community, safety and 'village atmosphere'
- Good range of community and sports facilities and activities

OPPORTUNITIES:

- Strong community spirit and sense of place provide the foundations for a clear and deliverable Placemaking Plan to enhance Llantwit Major
- Growing population and more diverse housing stock can help underpin a vibrant local economy and community
- Proximity to Wales Coast Path which attracts large numbers of visitors, and opportunity to improve the visitor offer, heritage appreciation, and promotion of Llantwit Major to support the local economy
- Significant land and buildings owned by the Town Council, including heritage assets and public spaces that offer opportunities for enhancement
- Proactive Town Council and VoGC, who are signatories to the Placemaking Wales Charter

WEAKNESSES:

- Access between the town and the beach is challenging, especially for the elderly, disabled, and those with young children
- Traffic issues, including speeding, congestion/parking at schools and lack of safe walking/active travel routes to schools and medical facilities
- Limited shopping and dining options, and access to affordable fresh food
- Limited amenities and activities for young people
- Healthcare, education and leisure facilities need expansion/improvement
- Frequency and coordination of public transport could be improved
- Poor maintenance of public realm, including litter and overgrown footpaths
- Wayfinding and heritage interpretation needs work

THREATS:

- Continuing coastal erosion impacting the Wales Coast Path and ability to safely access and enjoy the beach and coast
- If not well designed and connected by active/public transport, new residential development potentially impacting on the town's character and infrastructure and contributing to a more sprawled/segregated settlement
- Need for better community engagement in planning decisions to reflect local priorities and avoid negative impacts on community spirit
- Tightening legislation on holiday rentals will likely put pressure on already limited visitor accommodation options in Llantwit Major

4.3 Strategic Placemaking Opportunities

Building on the strengths, weaknesses, opportunities and threats identified through the community engagement, research, site walks and interviews, the following objectives have emerged as strategic placemaking opportunities for Llantwit Major, to help guide future decision-making and investment into the town:



CELEBRATING

Making the most of Llantwit's rich natural, built and cultural heritage



CONNECTING

Ensuring Llantwit's amenities and spaces are easily accessible for everyone



THRIVING

Enabling a healthy, sustainable and resilient local economy and community in Llantwit

4.4 Key Placemaking Opportunity Areas

To provide further structure and direction for potential placemaking interventions, the following four key opportunity areas have been identified for Llantwit Major. These represent focus areas with significant existing assets that provide the greatest opportunities for consolidation and enhancement through possible placemaking projects.

1. CELEBRATING: THE BEACH



The beach is an iconic and valued part of Llantwit Major's natural heritage and identity. The current limited access and facilities restrict its attractiveness for residents and visitors. There is significant potential to improve this asset through placemaking interventions, and working with partners, community and local businesses, harness its strategic location on the Glamorgan Heritage Coast and Wales Coast Path.

2. CELEBRATING: THE OLD TOWN



The Old Town contains many historic buildings and contributes significantly to Llantwit Major's unique character and village atmosphere. There are opportunities for streetscape and public realm enhancements, together with improvements to wayfinding and heritage interpretation, that would enhance the attractiveness, accessibility and vibrancy of this important area of town.

3. CONNECTING: THE STATION



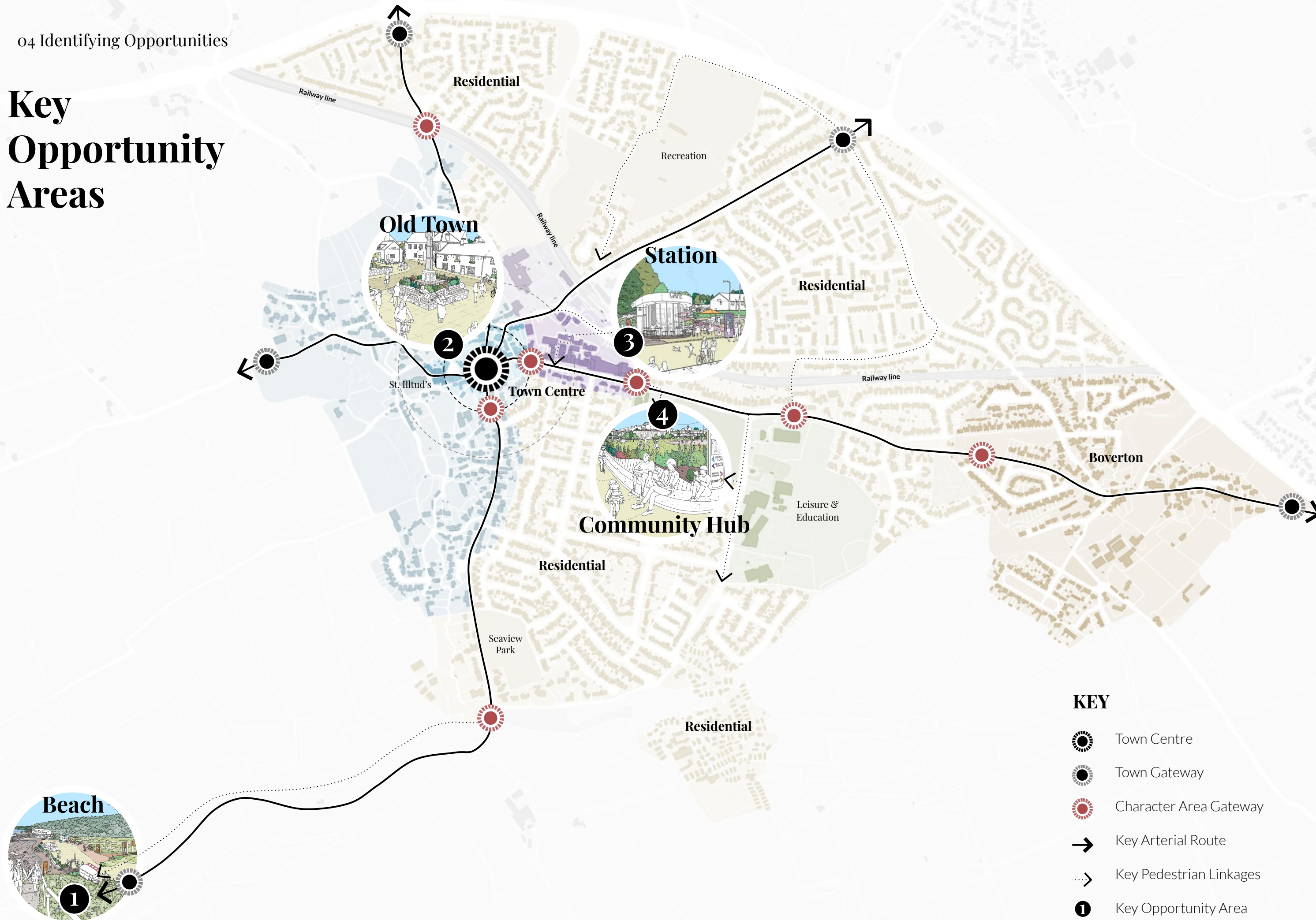
The train station and public transport interchange is a key gateway into Llantwit Major. With the increasing importance of sustainable travel modes, this hub will only become more important. It is currently a vehicle dominated space in need of placemaking interventions to create a more welcoming, vibrant and people-oriented public place with clear connections into town.

4. THRIVING: THE COMMUNITY HUB



The existing cluster of community, health, education, leisure and sports facilities within Llantwit Major could present an opportunity for a more integrated and celebrated hub focused around the aspiration of Well-being for All. Enhancements to the public realm and wayfinding, and possibly to the buildings and facilities, could elevate this hub to the heart of the community.

Key Opportunity Areas



- KEY**
- Town Centre
 - Town Gateway
 - Character Area Gateway
 - Key Arterial Route
 - Key Pedestrian Linkages
 - Key Opportunity Area

05 Building a Vision and Strategy

- 5.1 Overview
- 5.2 A Collective Vision
- 5.3 Potential Placemaking Projects

5.1 Overview

Building on the key placemaking priorities and opportunity areas identified in the previous chapter, this chapter sets out a collective vision that has been developed in conjunction with the multiple community groups and stakeholders throughout Llantwit Major. Under each of the three themes or aims, a number of action-oriented objectives are set out, to help guide future investment and decision-making and the detailed development of placemaking projects within Llantwit Major. These aims and objectives could possibly also inform future local planning policy or supplementary guidance.

The four key opportunity areas and associated potential for positive changes are described and illustrated in further detail. These could represent transformative projects for the town that are either delivered as large-scale projects or possibly delivered through a phased approach, allowing for smaller-scale incremental change and perhaps lower-cost, lower-risk meanwhile uses along the way.

These opportunity areas are set out alongside a range of smaller scale supporting projects under each of the strategic themes, which could together catalyse a renewed sense of place for Llantwit Major, by enhancing existing assets and addressing the key needs and priorities identified through wide ranging community engagement'

For each potential placemaking project, this chapter sets out a short description, potential benefits, and key challenges or risks to be considered, as well as possible quick wins to help test their impact and get early improvements underway. The contribution of each potential project towards the six principles within the Placemaking Wales Charter is highlighted, and example imagery of the types of placemaking interventions envisaged is included to help bring the collective vision to life and imagine what might be possible.





GLAMORGAN
HERITAGE
COAST

5.2 A Collective Vision



CELEBRATING

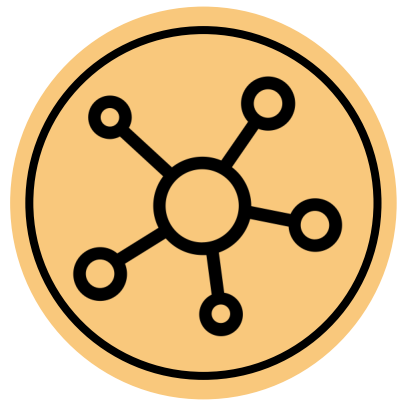
AIM

Making the most of Llantwit's rich natural, built and cultural heritage

OBJECTIVES

1. Protect, restore and support Llantwit Major's historic buildings and streetscape to ensure their enjoyment by current and future generations
2. Protect and where possible enhance Llantwit Major's public realm, particularly around the Old Town and key historic buildings, to increase attractiveness, accessibility and vibrancy
3. Ensure Llantwit Major's beach, coastal walks and natural heritage are accessible
4. Capitalise on Llantwit Major's strategic location on the Glamorgan Heritage Coast and Wales Coast Path to attract slow, low impact tourism and boost the local economy
5. Enhance the sense of arrival and orientation into and within Llantwit Major, as well as lighting and heritage appreciation

5.2 A Collective Vision



CONNECTING

AIM

Ensuring Llantwit's amenities and spaces are easily accessible for everyone

OBJECTIVES

1. Enhance the station and transport interchange to create a more welcoming, vibrant and people-oriented space
2. Ensure connections between key gateways and destinations in Llantwit Major are clear and safe, with attractive wayfinding
3. Enable users of all ages and abilities to access key routes and destinations within the town, including children and users of wheelchairs, mobility scooters and buggies
4. Prioritise pedestrian movement, as well as cycling, public transport and sustainable travel modes
5. Protect, maintain and enhance Llantwit Major's valued network of footpaths
6. Support enhanced rail and bus services

5.2 A Collective Vision



THRIVING

AIM

Enabling a healthy, sustainable and resilient local economy and community in Llantwit

OBJECTIVES

1. Consider opportunities to enhance Llantwit Major's health, leisure and community facilities and surrounding public realm and explore the possible provision of an integrated hub that promotes Well-being for All
2. Enhance existing parks and green spaces to provide additional facilities and opportunities for people of all ages, particularly young people
3. Nurture local businesses and community initiatives, including local food networks, volunteering efforts and cultural events
4. Maintain and enhance Llantwit Major's public realm and green infrastructure to increase attractiveness, biodiversity and climate change adaptation
5. Ensure new housing development is well-designed to complement existing character, well connected into existing amenities, and includes affordable and infill options to meet local housing needs

5.3 Potential Placemaking Projects

To help bring to life the collective vision, the following pages set out a range of potential placemaking projects, in no particular order of preference. These include the four key opportunity areas below - which represent the greatest potential for transformative large scale projects, or potentially focus areas for incremental positive changes over time - supported by a range of possible smaller scale projects or actions across each of the three themes, some site-specific and some townwide.



5.3 Potential Placemaking Projects



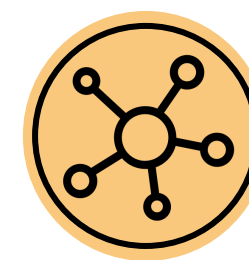
CELEBRATING

Making the most of Llantwit's rich natural, built and cultural heritage



Location (See Map)	Project Name	Description	People and Community	Location	Movement	Mix of Uses	Public Realm	Identity
K1	The Beach	Key Opportunity Area 1: The beach is an iconic and valued part of Llantwit Major's natural heritage and identity. The current limited access and facilities restrict its attractiveness for residents and visitors. There is significant potential to improve this asset through placemaking interventions, and working with partners, community and local businesses, harness its strategic location on the Glamorgan Heritage Coast and Wales Coast Path. Interventions may include public realm enhancements such as improved surfacing and seating, heritage interpretation, and activation through temporary food trucks.	Blue	Green	Orange	Orange	Purple	Pink
K2	Old Town Square	Key Opportunity Area 2: The Old Town contains many historic buildings and contributes significantly to Llantwit Major's unique character and village atmosphere. There are opportunities for streetscape and public realm enhancements, together with improvements to wayfinding and heritage interpretation, that would enhance the attractiveness, accessibility and vibrancy of this important area of town. Refurbishing and reopening the public toilets alongside improved public realm within the car park adjacent to the Town Hall could help further celebrate this key asset and location within the town, and ensure inclusivity and accessibility for all.	Blue	White	Orange	White	Purple	Pink
K2	Old Town Streets, Car Park & Public Toilets		Blue	Green	Orange	Orange	Purple	Pink
C1	Old School Public Realm	Explore the feasibility of creating a new public space overlooking St. Illtud's church within the Old School car park.	Blue	White	White	Orange	Purple	Pink
C2	The Gatehouse	Encourage restoration and reuse of the Gatehouse, possibly as visitor accommodation.	White	Green	White	Orange	White	Pink
C3	Town Gateways	Emphasise key gateways into and within the town e.g. to the beach and to the Old Town, ensuring improved accessibility and permeability'	Blue	Green	Orange	Orange	Purple	Pink
Townwide	Wayfinding, Lighting & Interpretation	Consider a study to audit and improve wayfinding, lighting and heritage interpretation throughout the town.	White	White	Orange	White	Purple	Pink
Townwide	Visitor Accommodation	Support the provision of additional tourist accommodation to help boost the local economy.	White	Green	White	Orange	White	Pink

5.3 Potential Placemaking Projects



CONNECTING

Ensuring Llantwit's amenities and spaces are easily accessible for everyone



Location (See Map)	Project Name	Description	People and Community	Location	Movement	Mix of Uses	Public Realm	Identity
K3	The Station	Key Opportunity Area 3: The train station and public transport interchange is a key gateway into Llantwit Major. With the increasing importance of sustainable travel modes, this hub will only become more important. It is currently a vehicle dominated space in need of placemaking interventions to create a more welcoming, vibrant and people-oriented public place with clear connections into town.	Blue	Green	Orange	Orange	Purple	Pink
A1	Access to the Beach	Enhance pedestrian access to the beach to ensure ease of movement for all users.	Blue		Orange		Purple	Pink
A2	School Routes	Explore feasibility of improving safe walking routes to schools	Blue		Orange		Purple	
A3	Station to Old Town	Enhance the walking route between the station and town centre.	Blue		Orange		Purple	
A4 (and Townwide)	Llanmaes & Eagleswell Roads	Improve accessibility for pedestrians, cyclists, wheelchairs, mobility scooters, buggies, etc. through well-designed and well-maintained infrastructure.	Blue	Green	Orange	Orange	Purple	
A5 (and Townwide)	Footpaths	Consider enhanced maintenance, signage and appropriate lighting of footpaths.	Blue		Orange		Purple	Pink
Townwide	Electric Bike Hire	Consider an electric bike hire scheme to provide access between the station, beach, and wider area.			Orange		Purple	Pink
Townwide	Enhanced Public Transport	Work with partners such as Transport for Wales to explore options for increased train frequency and availability of late-night trains from Cardiff.			Orange			

5.3 Potential Placemaking Projects



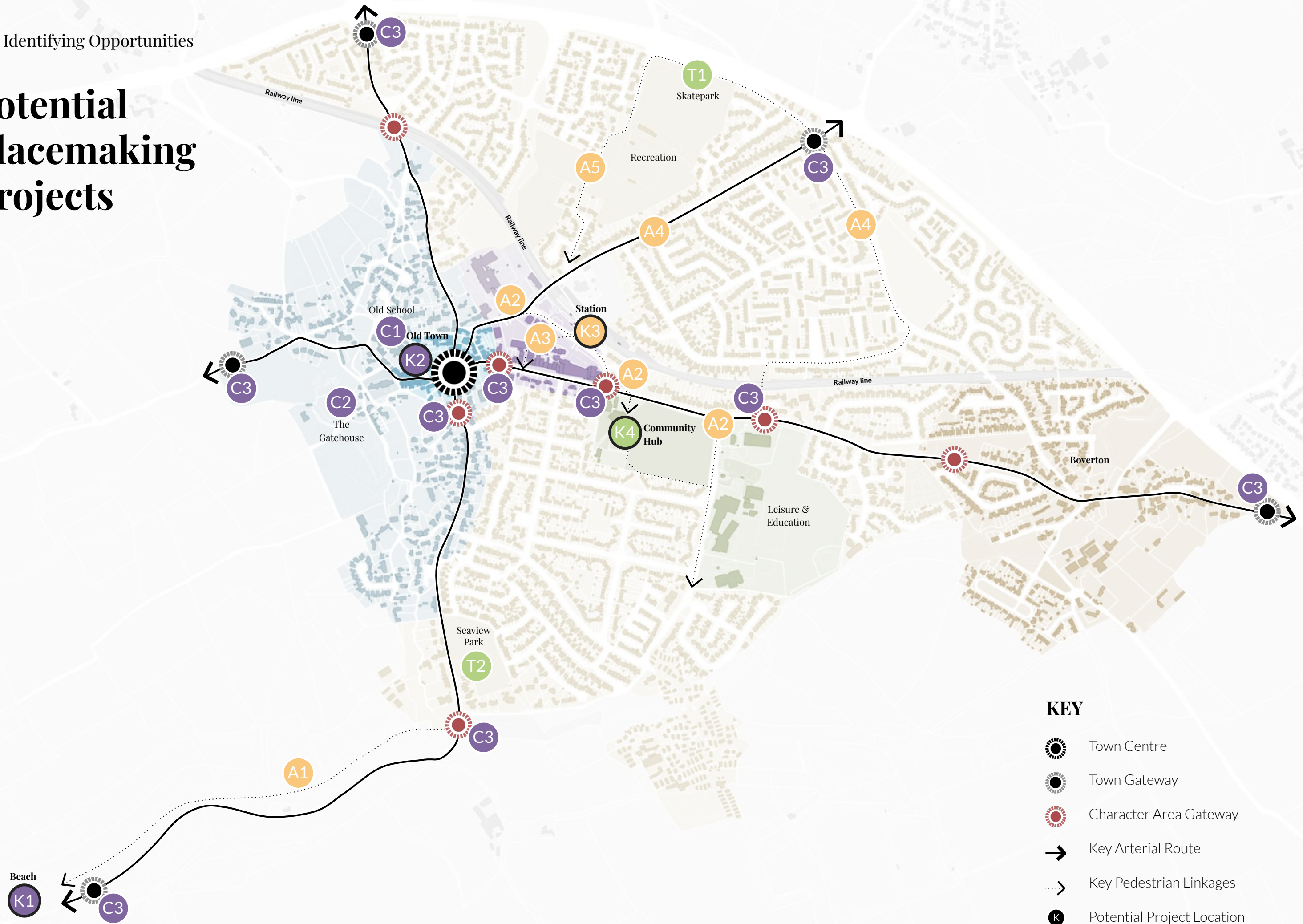
THRIVING

Enabling a healthy, sustainable and resilient local economy and community in Llantwit



Location (See Map)	Project Name	Description	People and Community	Location	Movement	Mix of Uses	Public Realm	Identity
K4	The Community Hub	Key Opportunity Area 4: The existing cluster of community, health, education, leisure and sports facilities within Llantwit Major could present an opportunity for a more integrated and celebrated hub focused around the aspiration of Well-being for All. Working together with local stakeholders, enhancements to the public realm and wayfinding, and possibly to the buildings and facilities, could elevate this hub to the heart of the community.	Blue	Green	Orange	Orange	Purple	Pink
T1	Skatepark	Explore improvements to the skatepark to cater for a wider range of ages and abilities.	Blue			Orange	Purple	
T2	Seaview Park	Consider additional facilities at Seaview Park, including seating, pavilion and play areas.	Blue			Orange	Purple	Pink
Townwide	Events & Promotion	Enhance promotion of Llantwit Major’s natural, built and cultural heritage as well as local businesses.	Blue			Orange	Purple	Pink
Townwide	Local Food & Dining	Support and enhance local food networks and dining options to strengthen the local economy and community resilience.	Blue	Green		Orange	Purple	Pink
Townwide	Public Realm Maintenance	Implement an enhanced public realm maintenance and beautification programme.	Blue				Purple	
Townwide	Green Infrastructure	Enhance green infrastructure, such as street trees and planting, to improve biodiversity, climate adaptation and aesthetic appeal.					Purple	

Potential Placemaking Projects



KEY

- Town Centre
- Town Gateway
- Character Area Gateway
- Key Arterial Route
- Key Pedestrian Linkages
- Potential Project Location

THE BEACH



CELEBRATING



What's the idea?

The beach is an iconic and valued part of Llantwit Major's natural heritage and identity. The current limited access and facilities restrict its attractiveness for residents and visitors. There is significant potential to improve this asset through placemaking interventions, and working with partners, the community and local businesses to harness its strategic location on the Glamorgan Heritage Coast and Wales Coast Path. Interventions may include public realm enhancements such as improved surfacing and seating, heritage interpretation, and activation through temporary food trucks.

THE BEACH



PROJECT DESCRIPTION:

Consider enhancement and possible redesign of the car park and public realm area with a new permeable paved surface, seating, viewpoints across the beach and sea, heritage interpretation (including built heritage, nature and fossil hunting), wayfinding (including routes back into town from the coast path), improved public toilets, showers, and shelter/storage for surfers, swimmers and beachgoers. Consider feasibility of creating of a seawater swimming pool area. These would need to be appropriately robust to withstand the coastal context. Enhance the sense of arrival at the beach through features such as public art, sculptures and signage, and by moving bins and other clutter away from the main entrance area to open up the sea view on approach. Explore the opportunity for temporary concessions to enhance the food offer and activity levels at the beach (possibly over summer or during the food festival to start). Improving pedestrian access to the beach via the road and the path is also a key priority, including consideration of pedestrians, cyclists, and users of buggies and wheelchairs. This is covered in further detail under the Connecting theme - Project A1: Access to the Beach.

POTENTIAL BENEFITS:

Enhancements to this key natural asset will help improve the experience for both residents and visitors, with additional activity and reasons to stay, possibly attracting more people into the town from the Coast Path. Enhancements such as surfacing and seating could be designed to protect the area from wave and storm surges/deposits. This project addresses all six principles of the Placemaking Wales Charter.

CHALLENGES:

The site falls within a Flood Risk Zone so land uses are limited and any improvements would need to be designed appropriately. The impact of continued coastal erosion and deposition, and potential for rock falls also needs careful consideration and planning, as do climate change risks such as sea level rise and more intense storms.



Potential Quick Win

A temporary concessions licence could be granted to trial a food truck or other forms of mobile activation (such as a surf equipment hire van) over the summer months or to align with the Llantwit Major Food Festival, These3Streams or other events in the town.



THE OLD TOWN



CELEBRATING



What's the idea?

The Old Town contains many historic buildings and contributes significantly to Llantwit Major's unique character and village atmosphere. There are opportunities for streetscape and public realm enhancements, together with improvements to wayfinding and heritage interpretation, that would enhance the attractiveness, accessibility and vibrancy of this important area of town. Refurbishing and reopening the public toilets alongside improved public realm within the car park adjacent to the Town Hall could help further celebrate this key asset and location within the town.

OLD TOWN SQUARE



PROJECT DESCRIPTION:

Consider changing railings around the monument to create a natural seating spot in the centre of the Square. Consider levels, surface, materials and arrangement of seating in the Square, including the area outside The Old White Hart, to create a more useable, sociable and continuous public space, in keeping with the historic character.

Explore removal of all vehicles from the space immediately surrounding the monument to provide more useable public open space and reduce the sense of vehicle dominance within a tight square, as well as opportunities for additional cycle parking, seating and planting.

Review lighting to ensure this social hub feels safe and welcoming at night and in winter, perhaps including low level landscape lighting and uplighting/colourful lighting to highlight key historic buildings such as St. Illtud's Church (the Town Hall already has such lighting).

POTENTIAL BENEFITS:

Enhance the appearance and useability of this key focal point within the Old Town, creating additional and improved space for people to sit, meet and dwell, adding to the vibrancy and social interaction here.

CHALLENGES:

Ensure any changes proposed to/surrounding the monument are handled sensitively and with appropriate regard for its historic and cultural importance. Work together with pubs, cafes and other businesses surrounding the Square to ensure any proposals are designed in a way that maximises shared use and benefits from the improved public space, while ensuring practicalities such as deliveries and parking required for businesses and residents are appropriately managed.



Potential Quick Win

The railings could be removed or moved on a temporary basis to test the response from the local community in terms of social behaviour and respect for the memorial. The closure of the road alongside The Old White Hart has already been a successful test of expanding the Square and public seating in this area.

OLD TOWN STREETS, CAR PARK & TOILETS



PROJECT DESCRIPTION:

Consider surface materials and enhancements to roadways along Church Street to further encourage pedestrian movement and safety, while enhancing the historic character of the Old Town and announcing entry to it (such as paving rather than tarmac, ensuring accessibility for wheelchair/mobility scooter users). Include Church St/East St/Commercial St junction as a key gateway into the Old Town, with potential for cafe/restaurant seating spill out here, perhaps bordered by planters.

Explore enhancements to the parking area next to the Town Hall, including new public toilet facilities and perhaps a visitor information kiosk for tourism, as well as surface materials, street trees, planting, seating, lighting and electric connections, to create a more attractive and inclusive public space that complements the historic Town Hall and can be used for markets and events as well as parking.

Consider undergrounding the existing utilities cabling to remove visual clutter from the historic core, replacing street lamps with attractive alternatives which complement the historic character, and opportunities for shopfront and signage refurbishment.

POTENTIAL BENEFITS:

Improved sense of place, safety and experience for pedestrians, as well as appreciation of the historic character of the Old Town, while allowing for more active and vibrant streets and public realm.

CHALLENGES:

Accessibility and safety for users of wheelchairs and mobility scooters and buggies, as well as those with visual impairments will be paramount in the detailed design. Protection of historic buildings and private properties from traffic through appropriate bollards may be necessary. The street surface material must be designed to accommodate traffic from buses, delivery vehicles, emergency vehicles and cars.



Potential Quick Win

The existing food festival and other events in the Town Hall car park and Old Town area provide a good test of making this a more pedestrian friendly place. This could be expanded into other events known as 'Open Streets' days where vehicles are more restricted and people are encouraged to enjoy the streets.

OLD SCHOOL PUBLIC REALM



PROJECT DESCRIPTION:

Explore the feasibility of creating a new public space overlooking St. Illtud's church within the Old School car park. This could potentially include a new paved surface suitable for pedestrians, vehicles and accessibility for all to signify it as a public space rather than just a car park, as well as new public seating, decorative railings, and a designated viewpoint and heritage interpretation at the south-western edge overlooking St. Illtud's church. The amount of car parking would not necessarily need to change, but a rearrangement may help to create more space for people to enjoy at the south-western edge, including redesign of the existing fenced outdoor area.

Consider social seating that helps to frame the view of St. Illtud's church, and offers shelter and playful elements (such as swings) that would attract young people as well as adults to enjoy this spot. More permanent events infrastructure, including improved landscaping, shelter, electrics and lighting, could also be provided to enhance the use of this venue for events, such as weddings and exhibitions.

POTENTIAL BENEFITS:

Redesign of this space with a few simple interventions could change it from a car-oriented space to a place for people, that welcomes residents and visitors to enjoy a spectacular view of St. Illtud's church, and offers an alternative public space for people to discover and enjoy within the town centre, particularly providing much needed space for young people. These interventions could also help elevate this venue for photos, social media sharing, and special events, helping to enhance promotion and income generation potential.

CHALLENGES:

Due to steep level changes on the boundaries of the site, the structural stability of the public realm and public safety during use would need to be ensured through appropriate surveys and design.



Potential Quick Win

A simple intervention such as a moveable picnic bench and/or heritage interpretation to celebrate the view of St. Illtud's church from the end of the car park could test out the popularity of this idea.



THE GATEHOUSE



PROJECT DESCRIPTION:

The historic and currently underused building known as the Gatehouse could be an opportunity for restoration and adaptive reuse. Given the need for additional visitor accommodation within the town, this could present an opportunity to create a unique, boutique accommodation option in the heart of the historic Old Town and with easy access to the beach and coastal walks.

This could work together with its current use as a store/library of historical and religious books, where a cozy living room area with a fireplace and walls lined with bookshelves could act as either a private lounge when booked for accommodation, or a reading room open to the public to enjoy when it is not booked out.

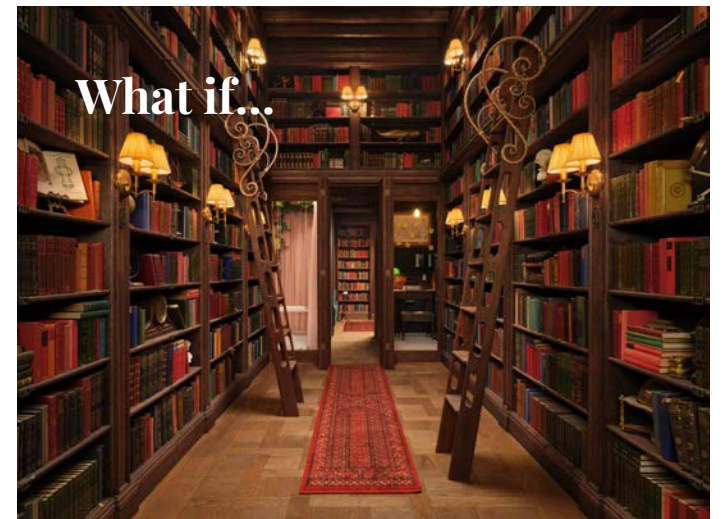
Heritage interpretation alongside this and other nearby sites owned by the church could help appreciate and visualise historic structures, including those that are now ruined or gone, such as the Chantry House and Tithe Barn.

POTENTIAL BENEFITS:

Restoration and use of this historic asset would protect and maintain a structure of historical significance, possibly the oldest building in Llantwit Major, from further degradation. Opening it up to be enjoyed by members of the public and visitors provides an opportunity to tell the story of Llantwit Major, St. Illtud, and the church in a memorable, intimate environment, while generating needed revenue for the church, and providing (small scale) additional visitor accommodation within the town.

CHALLENGES:

The church manages several historic buildings, and has a number of other priorities within its building maintenance and improvements plan, including works to St. Illtud's church itself. Budget and time constraints will therefore be a challenge, though the revenue generation potential of this project may assist.



Potential Quick Win

Heritage interpretation alongside this and other nearby sites owned by the church could help appreciate and visualise historic structures, including those that are now ruined or gone, such as the Chantry House and Tithe Barn. An example of this is provided in the images to the right.



TOWN GATEWAYS



PROJECT DESCRIPTION:

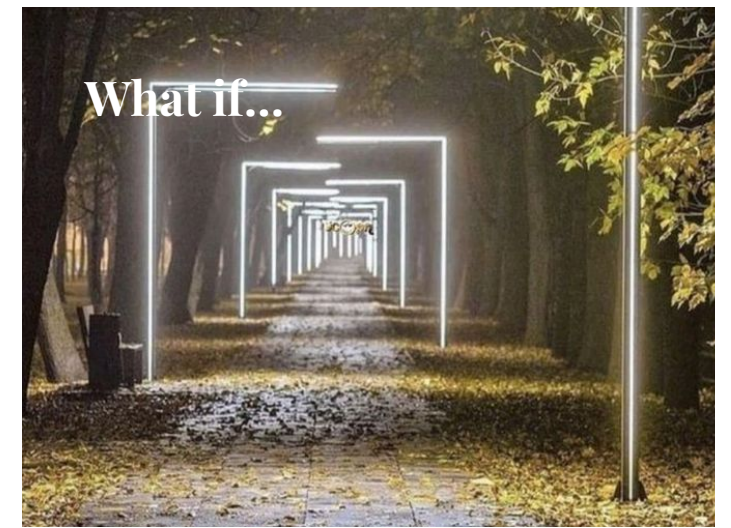
Emphasise key gateways into the town, as well as gateways into character areas within the town, through simple design measures such as landscaping, bright flowers, lighting, sculpture, public art, and signage. This should be complemented by improvements to key routes leading to these gateways to enhance their prominence, accessibility, safety, and wayfinding, including armed seating to create rest points along the routes. Key gateways within the town include the 'Black Bridge' pedestrian connection underneath the railway line (Nordale Rd, a key route between the residential area to the north and schools to the south), the gateway and route between the town centre and beach (Colhugh St/Church St junction), the Church St/East St/Commercial St junction as a key gateway into the Old Town, and the entrance into the town centre from Boverton, where there is also an opportunity to refurbish/remodel the underused toilet block to provide an information kiosk for tourism, local businesses and local community groups to use for promotion, alongside an improved accessible public toilet with baby changing facilities. Local artists, young people and community members could be engaged to participate in public art and planting to help generate local ownership and pride in these town gateways.

POTENTIAL BENEFITS:

This project could help celebrate the unique identity, heritage and culture of Llantwit Major, and its distinctive character areas, while enhancing orientation and sense of safety for both residents and visitors, encouraging pedestrian movement and exploration. It is a relatively simple and low cost intervention that would enable local community involvement, helping to foster local pride and community spirit. It addresses all six principles of the Placemaking Wales Charter.

CHALLENGES:

Different gateways will require various types of intervention to suit their character and context, while balancing this with a cohesive approach and identity for the town as a whole that reflects Llantwit Major's historic character.



Potential Quick Win

Temporary/small scale interventions at town gateways could be undertaken working with local schools, community groups and volunteers, such as planter boxes with colourful flowers. The local knitting group could potentially provide colourful 'yarn bombing' for bollards, signposts or other appropriate, unattractive surfaces in a non-intrusive and non-permanent way.



WAYFINDING, LIGHTING & INTERPRETATION



PROJECT DESCRIPTION:

Consider an audit of wayfinding, lighting and signage throughout the town. The existing signposts are already attractive and appropriate for the historical character of the town, but would benefit from a review to ensure routes to key destinations, such as the station, town centre, Old Town, Well-being Hub and beach are clearly and clear, accurate and legible. This should be undertaken in combination with the celebration of key gateways described in the previous project proposal.

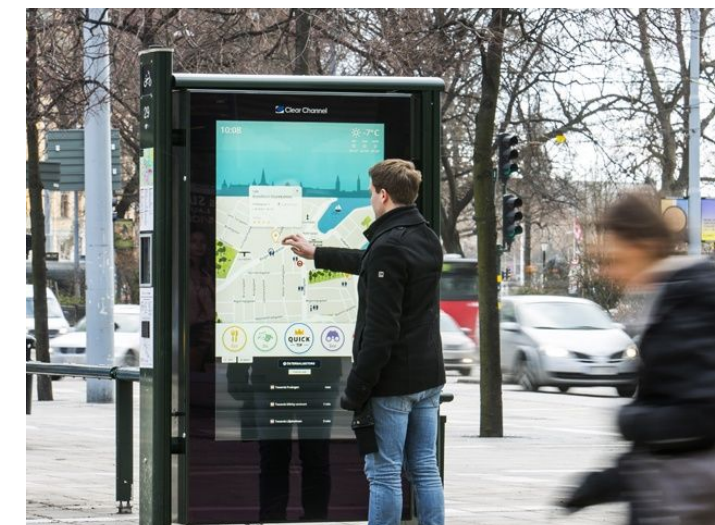
Consider a digital interactive map of the town, with information showcasing the rich history of the area, local businesses and events. This could be installed at key destinations, such as the station and/or the Town Hall. This could also capture footfall/visitor feedback to help enhance future placemaking improvements and initiatives by learning more about who is using/visiting the town and what they would like to see. Building on the existing Blue Plaque Trail, a Llantwit Major Heritage Trail could be created, with maps and information about buildings, events and people of historical interest, located both online and at key points throughout the town. This may be complemented by physical wayfinding, signage and information panels and/or more detailed and interactive information available digitally through a QR heritage trail.

POTENTIAL BENEFITS:

Ensuring newcomers and visitors to the town are able to orientate easily, and appreciate and enjoy the rich history and culture of Llantwit Major, attracting additional footfall and boosting the local economy. A consistent materials palette and design for all wayfinding signage could help reflect the unique identity and historic character of Llantwit Major, while digital/interactive elements can help engage younger and wider audiences.

CHALLENGES:

Ensure new signage does not add to the visual clutter or range of existing signage, but rather starts with a thorough assessment of what is existing and creates a refreshed, cohesive approach to the town as a whole.



Potential Quick Win

Undertake a review of existing signage and lighting across the town to inform detailed recommendations for improvements and a consistent approach. Ensure existing wayfinding is pointing in the correct directions, and vegetation is trimmed to ensure signs are clearly visible. A temporary medieval flag display could be run over the summer, such as in Tewkesbury (image to the right).



VISITOR ACCOMMODATION



PROJECT DESCRIPTION:

Support the development of well located additional tourist accommodation, particularly catering for the active traveller/explorer (such as Coast Path walkers, fossil hunters, and heritage seekers) in order to promote and support slow tourism (with low environmental impact). This could be achieved through private sector development, supported by appropriate planning policy and council-initiated projects that aim to bolster slow tourism activity in the area. Key potential sites that may be appropriate for visitor accommodation include the Gatehouse (see separate project C2) and land on the western valley overlooking the beach. The recent closure of The West House hotel has driven an increase in Airbnb properties in Llantwit Major, and this rise in Airbnb listings in small communities such as Llantwit Major, has raised concerns about disruptions to housing markets, community cohesion and local services. The provision of appropriate dedicated visitor accommodation could potentially help overcome some of these issues.

POTENTIAL BENEFITS:

Llantwit Major is strategically located on the Glamorgan Heritage Coast and Wales Coast Path, presenting the opportunity to attract additional visitors into the town, and open up an appreciation of its unique character and history to a wider audience. A greater variety of options for overnight stays could enhance the attractiveness of Llantwit Major compared to alternative locations, creating additional footfall and income to help boost the local economy, including supporting local pubs, cafes, shops and heritage/cultural attractions.

CHALLENGES:

Any new accommodation should not compete with existing options, but rather complement these by providing something different. The impact of additional visitors on Llantwit Major, including environmental impacts and its attractiveness as a place to live and work, would need to be managed, though the scale and type of visitor attraction is expected to be relatively modest. New policy regulating visitor accommodation in Wales will need to be complied with.

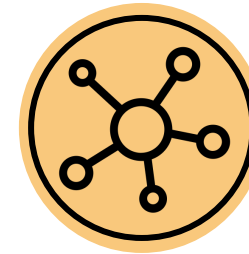


Potential Quick Win

Identify and work with partners in order to explore opportunities for temporary expansion of visitor accommodation over busier summer periods, for example through models such as camping and glamping.



THE STATION



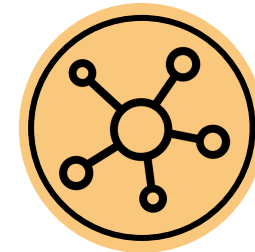
CONNECTING



What's the idea?

The train station and public transport interchange is a key gateway into Llantwit Major. With the increasing importance of sustainable travel modes, this hub will only become more important. It is currently a vehicle dominated space in need of placemaking interventions to create a more welcoming, vibrant and people-oriented public place with clear connections into town. This could include exploring moving/remodelling the taxi drop off area to reclaim this space for additional public realm and facilities, such as concessions or a more permanent pavilion cafe, seating, and planting.

THE STATION



PROJECT DESCRIPTION:

Enhance the look and feel of the station and transport interchange as a key gateway to Llantwit Major, including improved wayfinding, lighting, sheltered waiting areas, seating, paving, greening, public toilets, and public WiFi. Explore moving/remodelling the taxi drop off area to reclaim this space for additional public realm and facilities, such as concessions or a more permanent pavilion cafe, as well as green infrastructure such as street trees, pollinator-friendly planting, and sustainable drainage systems. Ensure people who currently use the taxi drop-off (such as those with mobility issues) are consulted to facilitate continued/improved accessibility of the station. The station would be a good place to install a digital town map and/or visitor attraction and business directory, to promote local businesses, attractions, heritage, culture and events.

This potential project presents an ideal opportunity for a temporary installation to test the concept and design by claiming back the taxi drop-off area and opening up the design to local community co-design.

POTENTIAL BENEFITS:

Shifting the priority of this space from vehicles to people will create a more welcoming and vibrant arrival point to Llantwit Major. Improved signage, information and wayfinding would ensure that key destinations, businesses and events within the town are promoted and easy to find. Improvements to this public transport hub would help promote use of sustainable transport modes and reduce the dominance of private cars.

CHALLENGES:

Continued, safe use of the transport interchange for all vehicles and users would need to be maintained. Temporary disruption during any improvement works should be minimised through appropriate planning. Explore funding options and opportunities with partners such as Transport for Wales.

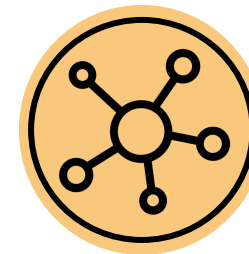


Potential Quick Win

A temporary installation in the taxi drop off area could test the success and design of public seating, planting, and perhaps additional food/drink facilities in this area, working together with the existing food truck vendor. This could include a co-design exercise with the local community, including young people, to design a space that is unique and meets local needs and aspirations.



ACCESS TO THE BEACH



PROJECT DESCRIPTION:

The two key routes between the town and the beach - the road and the path through the fields - could both be improved to enable safer and easier access to the beach, particularly for pedestrians, cyclists, families with children, the elderly, and users of wheelchairs and buggies. For the road route, explore the feasibility of making it 20mph all along, with clearer signage and road markings to emphasise shared use, pedestrian priority, and possibly also cycle route markings. Explore any potential for creating footpaths alongside the road. Ensure people using bikes, buggies, and wheelchairs are informed about the route options and constraints with clear maps and signposting at the starting points and key points along the routes. The field path could be improved to create a level surface suitable for walking, cycling and other wheeled users, with a design in keeping with the meadow character, that helps mitigate the effects of flooding, possibly a boardwalk. The arrival point at the beach could be more celebrated through features such as public art, sculpture and signage, perhaps through a physical gateway structure at the end of the path that frames the sea view on approach. Explore a public shuttle in summer to enable easier and safer access for the elderly, disabled, and those with young children.

POTENTIAL BENEFITS:

The proposed improvements would enable easier and safer access to the beach for all, including the elderly, disabled, and those with young children. It would also support active and sustainable travel options, such as walking and cycling, to help reduce travel emissions, air pollution and minimise the number of cars driving to and parking at the beach, which will further enhance the experience of the place for people.

CHALLENGES:

Both routes are impacted by constraints, such as the gradient, narrow width, and private land ownership/use. Flooding is also a consideration in the field and near the beach, so any interventions would need to be appropriately designed to withstand and mitigate the impacts of flooding.

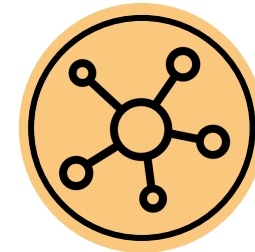


Potential Quick Win

Investigate potential for 20mph speed limit on this road. Explore meanwhile interventions such as 'Open Streets' days, perhaps on a weekend or weekday evening in summer, where the road is temporarily closed to traffic to allow families, children and other more vulnerable users to walk, cycle, scoot, wheel, and play in the road down to the beach and back.



SCHOOL ROUTES



PROJECT DESCRIPTION:

Improvements to walking routes to the schools (located on both sides of the station) from the station, and from Boverton (via Boverton Road and Bedford Rise/Nordale Road/the 'Black Bridge') and Plasnewydd residential areas (via High Street and Lorna Hughes Park), to emphasise that pedestrians, and in particular children, are using these routes, encouraging cars to slow down and helping to improve safety and attractiveness of these routes. Specific interventions could include a new controlled crossing on Ham Lane, where plans are already underway. Options for an additional crossing on Boverton Rd could be explored to create a more direct route between the station, Community Hub, and schools. Other improvements might feature a widened pavement along the southern side of Boverton Rd and an alternative route to schools through the Community Hub. To enhance the area, more obvious, colourful, and playful signage, along with floorscape wayfinding and colourful crossings, could be added. Public artwork and street furniture—such as colourful pathways, planters, benches, fences, and lighting—could also celebrate learning and creativity. This project presents an exciting opportunity for community involvement (including school children) in placemaking projects such as painting walls/fences/pathways with colourful artworks and planting flowers along the routes.



POTENTIAL BENEFITS:

These improvements would emphasise and celebrate the routes to schools, encouraging cars to slow down and thereby improving safety. Creative and colourful interventions would also improve the experience for school children using these routes, making walking a more attractive option. Involving the local community and school children in placemaking projects will help increase the sense of ownership and pride in the town.

CHALLENGES:

Balancing the needs of various road users and managing vehicle traffic, particularly on narrow and busy roads, such as Boverton Road and Ham Lane. Land ownership and use around the Community Hub and sports fields means any pavement widening and routes through the site would require joint working.

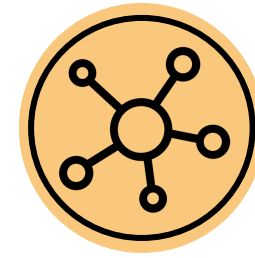


Potential Quick Win

This project presents an exciting opportunity for community involvement (including school children) in temporary or small-scale placemaking projects such as painting pavements/pathways with colourful artworks and planting flowers along the routes to schools.



STATION TO OLD TOWN



PROJECT DESCRIPTION:

Improve accessibility and prominence of the pedestrian route between the station and the Town Centre/Old Town. This could include interventions like improved signage, floorscape wayfinding, planting, lighting, colourful road crossings, a ramp for wheelchairs/buggies/mobility scooters alongside the current stairs, seek to work with the owner of Poundfield shopping centre to explore feasibility of enhancing pedestrian route through car park and shopping precinct.

Consider further improvements and developments to the rear and car park area of Poundfield shopping precinct to improve the sense of place and connection to the town centre, for example by enhancing the food and drink offer in this area and creating additional covered outdoor seating for dining and dwelling, with associated landscaping, planting and lighting.

POTENTIAL BENEFITS:

Creating a more prominent and accessible route between the station and Town Centre/Old Town would strengthen the connection between these key destinations and ensure both residents and visitors are able to easily navigate. Improvements to Poundfield shopping precinct and car park could help shift this from a space for cars to a space for people, increasing footfall and dwell time and thereby boosting local businesses.

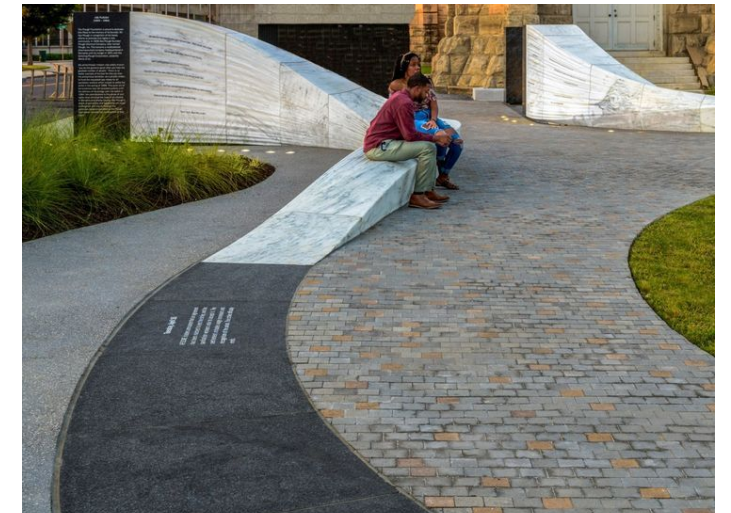
CHALLENGES:

Private land ownership and commercial use means any projects through the Poundfield shopping precinct would need to be negotiated and agreed between public and private stakeholders and ensure minimal disruption to existing businesses.

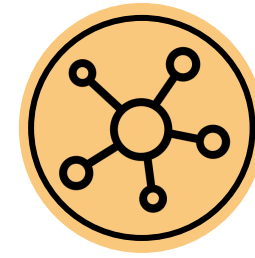


Potential Quick Win

This project could be trialled with temporary/small-scale interventions such as an improved pathway with colourful artworks, planters and lighting. Temporary / mobile interventions within the car park could help test the success of additional public seating, planting and restaurant spill-out in this area.



LLANMAES & EAGLESWELL ROADS



PROJECT DESCRIPTION:

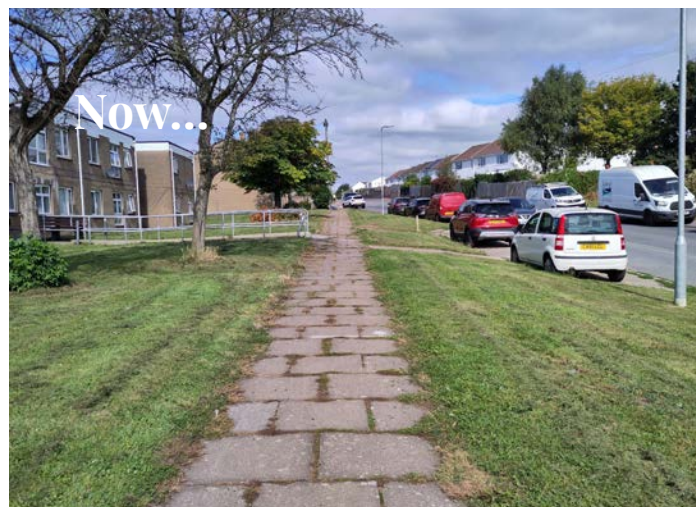
Improve accessibility and active travel routes along key routes, such as Llanmaes Road and Eagleswell Road in particular, to ensure people walking, cycling, using mobility scooters, wheelchairs and buggies have a safe and level route. This is a key route for access between Crawshay Court (Assisted Living) and doctor surgeries, and between residential areas and the town centre/schools. This route also links to the wider regional cycle network, and therefore provides a key active travel link into surrounding villages and new and planned residential development on the periphery of town. Specific interventions could include a segregated cycleway, improved and resurfaced footways, planting, and armed seating for rest points along the route, as well as enhanced maintenance. Consider setting up an Accessibility Focus Group with members who are wheelchair/mobility scooter users, buggy users/families with children, elderly, visual/mobility impairments, etc. to co-design potential solutions for this and other key routes/areas in the town.

POTENTIAL BENEFITS:

The envisaged improvements would enable easier and safer access between residential areas and key destinations within the town centre, ensuring inclusivity for people of all ages and abilities. Enhanced active travel routes and connections into the regional cycle network will help promote sustainable modes such as walking and cycling, reducing the dominance of private cars and associated traffic, carbon emissions and air pollution.

CHALLENGES:

Ensuring buy-in of local residents and car users, and the safety of all road users the detailed design. There is a perception that active travel is for fast-moving cyclists only, and that it will create a nuisance for car users. There is therefore a challenge to ensure widespread understanding that active travel routes can benefit users of all ages and abilities, including children and the elderly, and can in fact improve town centres for car users by reducing car use to only those who need to use a car, while increasing the options available to those who prefer other modes.

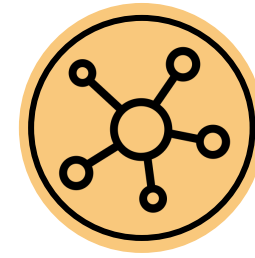


Potential Quick Win

There is an existing design for active travel improvements along Llanmaes Road that could be revisited. Consider setting up an Accessibility Focus Group with members who are wheelchair/mobility scooter users, buggy users/families with children, elderly, visual/mobility impairments, etc. to co-design potential solutions for key routes/areas, with accessibility for all a priority.



FOOTPATHS



PROJECT DESCRIPTION:

Improvements to footpaths to enhance their prominence, accessibility and safety. For example, through better maintenance of vegetation and overgrowth (particularly where this covers signposts or restricts access), removal of unnecessary barriers (such as bollards/gates), clear signage and wayfinding, and where appropriate lighting of certain urban footpaths. These interventions should focus on the most used routes and those connecting key destinations as a priority, such as routes to the beach and the footway past the football club (Windmill Lane). All public footpaths have been mapped (available on the Council website), but perhaps this map could be made more easily accessible within the town, for example as a physical map on signboard/s or QR codes linking to the online map at key points such as the station, the Town Hall and beach.

POTENTIAL BENEFITS:

Ensure the continued protection and safe use of Llantwit Major's unique and valued network of footpaths, promoting walking and exploration of the town. These footpaths and the associated access to the coast and countryside are a key aspect of Llantwit Major's unique identity and are highly praised by the community as one of their favourite features of the town. Footpaths also provide attractive walking routes as alternatives to busier roads and travel by car, helping to reduce the impact of car dominance and pollution.

CHALLENGES:

The extensive network of footpaths, rural nature of many of them, and private land ownership, creates a challenge for ongoing maintenance (with limited staff and budget). Ongoing maintenance budgets, community engagement and careful management will be required, possibly with additional methods (e.g. QR codes on posts) for residents to easily report issues as they arise, such as overgrown vegetation or maintenance issues in specific areas.

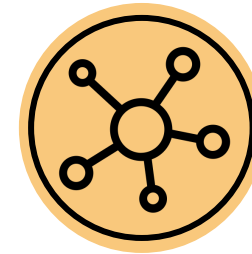


Potential Quick Win

Regular trimming of overgrown vegetation is the immediate priority, particularly where this covers signage or restricts access. Consider use of QR codes for reporting issues along key routes. Volunteer capacity may be an option to explore to ensure responsive maintenance as soon as issues arise, and to minimise costs, coordinated by the Council's Public Rights of Way team.



ELECTRIC BIKE HIRE



PROJECT DESCRIPTION:

Explore the potential for an electric bike hire scheme located at the station to enable access to the beach (given steep slopes), as well as travelling further distances within the Vale (for example, to Cowbridge through the lanes, and other places along the coast e.g. Monknash, St Donats Castle and Atlantic College). This would most likely be operated by a commercial partner working across other areas within the Vale/region. Electric bikes are popular with young people, families, as well as older and less active people, making cycling more accessible and enjoyable for a wider range of people, and allowing traversing of longer distances and steeper inclines.

POTENTIAL BENEFITS:

An electric bike hire scheme would open up cycling to a wider audience as an option for sustainable travel within the town and to key destinations such as the beach and other regional attractions. This would help shift away from the dominance of private vehicles, and associated traffic, carbon emissions and air pollution, and enable greater flexibility in routes and schedules than other modes of public transport can offer.

CHALLENGES:

Market demand and commercial viability of such a scheme in Llantwit Major would need to be tested, and likely a private operator sought. Such a scheme is more likely to be commercially feasible in larger towns to start off with, or perhaps on a regional basis. However, as the technology and market penetration of electric bikes improve, this may become a more feasible project in the foreseeable future.

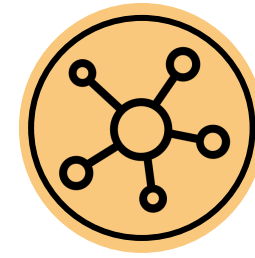


Potential Quick Win

Continue monitoring the use/popularity of the existing bike hire scheme at the station, and explore options for electric bike schemes as opportunities arise.



ENHANCED PUBLIC TRANSPORT



PROJECT DESCRIPTION:

Work with partners such as Transport for Wales to explore options for increased train frequency and availability of late-night trains from Cardiff, as well as improved frequency, reliability and co-ordination of bus routes. Potential improvements to the station may also include enhanced live information on route options, arrival times, and service updates, through interactive/digital boards. Other potential placemaking interventions for the station (see separate project on the Station), such as public toilets, enhanced shelter, seating, lighting and refreshments could also help make this more a vibrant and attractive place to wait for changes between modes/services, particularly in winter and at night, helping to improve the overall experience of using public transport in the town.



POTENTIAL BENEFITS:

These changes would improve the attractiveness of rail as a mode of transport, helping to promote the shift from private vehicles to more sustainable public transport. Improving the connectivity of Llantwit Major to Cardiff and other towns for both residents and visitors will in turn make Llantwit Major a more attractive and vibrant place to live, work and visit.

CHALLENGES:

The implementation of this project relies on Transport for Wales, which must balance priorities, costs and benefits of various capital and operational improvements across its entire network.



Potential Quick Win

Continue regular conversations with Transport for Wales. Temporary activations / improvements to the station may be explored under the wider Station project.



THE COMMUNITY HUB



THRIVING



What's the idea?

The existing cluster of community, health, education, leisure and sports facilities within Llantwit Major could present an opportunity for a more integrated and celebrated hub, focused around the aspiration of Well-being for All. Partnering with local stakeholders to revitalise public spaces, enhance wayfinding, and potentially upgrade buildings and facilities, creating a vibrant community hub. This may include new features, such as improved and expanded play areas with inclusive equipment, playful landscape features and seating, and spaces for cultural and social activities for all ages.

THE COMMUNITY HUB



PROJECT DESCRIPTION:

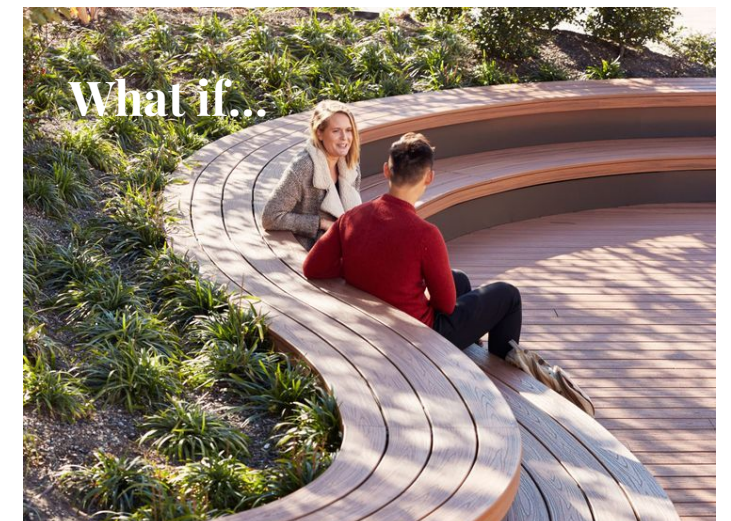
Explore creating a vibrant community-centred area that integrates and enhances the existing facilities in Llantwit Major, focusing on promoting health, well-being, and accessibility for all. To improve connectivity and accessibility, there is an opportunity to co-ordinate the design, wayfinding and layout of public spaces, routes and boundaries surrounding key facilities such as the library, health centre, rugby club, bowls club, tennis courts, Llantonian Hall, leisure centre, Multi Use Games Area (MUGA) and schools. Investigate options for upgrading the library, leisure centre, and play areas to meet the needs of a growing and diverse population. Consider the potential for new features, such as inclusive play equipment, playful landscape features and seating, and spaces for cultural and social activities. Engage with youth services and local organisations to assess the demand for dedicated youth spaces, such as indoor recreational areas offering pool tables, bowling, and other activities. Work with partners to explore feasibility of improving medical facilities and possibly consolidating community services and amenities into a Community Hub at the existing library to promote well-being for all residents,, including exploring other potential locations such as the Eagleswell site for long-term solutions. Encourage local businesses and community groups to contribute ideas and resources to ensure the Community Hub reflects local aspirations and needs.

POTENTIAL BENEFITS:

Through relatively simple interventions, the various facilities in the area could be better integrated and connected to each other and to the town centre, creating a welcoming, accessible, and cohesive environment that prioritizes pedestrian movement and encourages social interaction and healthy lifestyles for all ages and abilities. Benefits could include improved connectivity and public realm, enhanced community facilities and services, youth-centred amenities, and a focus on community-led development and community spirit.

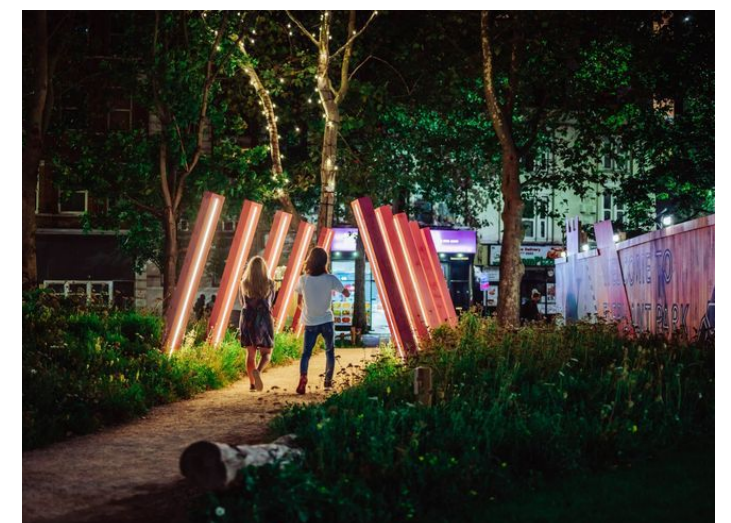
CHALLENGES:

A comprehensive feasibility study and stakeholder engagement process is necessary to assess the viability and scope of this proposal, land ownership, funding opportunities, and community requirements. Given the historical character of Llantwit Major, careful attention should be paid to preserving the town’s identity while designing modern and functional community spaces.



Potential Quick Win

A stakeholder engagement and co-design process could be implemented focused specifically on this opportunity area, to better understand various stakeholder and community needs and aspirations and try to develop a shared vision with broad buy-in of the various stakeholders. In the meantime, small-scale improvements to seating, planting and signage would be impactful.



SKATEPARK



PROJECT DESCRIPTION:

Explore enhancements to Llantwit Major’s skatepark to create an inviting, inclusive space for a wide range of ages and abilities, from teenagers to younger or less experienced skaters. Incorporate features for supporters, non-skaters, or those hesitant to skate, such as playful landscapes, climbing boulders, seating, and outdoor games like chess. Complement these with landscaping improvements, including native planting, biodiversity features, energy-efficient lighting, ample seating, recycling bins, and a water fountain, ensuring the space is functional, sustainable, and welcoming for all users.

POTENTIAL BENEFITS:

Enhancing and diversifying the skatepark’s facilities will create a more inclusive, welcoming space for skaters of all ages and abilities, encouraging younger, newer, or less confident individuals to participate. This will boost the area’s vibrancy, making it a safer, more enjoyable place for youth to gather, socialize, and engage in physical activity.

CHALLENGES:

Designing facilities that are safe and inclusive, while ensuring a level of challenge for those who want it. Co-designing the improvements together with skaters, young people, families and other interested stakeholders would help ensure that needs and desires of a wide range of people are met.



Potential Quick Win

The existing skatepark has already been a good test of its popularity. The next step could be to set up a co-design process with local schools/young people to develop a shared vision for what the space could become and which potential improvements should be prioritised.



SEAVIEW PARK



PROJECT DESCRIPTION:

Consider improvements to the existing Seaview Park through landscaping and additional facilities, such as seating, pathways, a play area, dog exercise area, and possibly a pavilion/bandstand to allow for winter shelter, music, theatre and small events.

Seating and swings could be designed to create interesting social arrangements and spaces that are appealing to teenagers, particularly girls, who tend to have less dedicated spaces and facilities within the public realm.

Consider an outdoor table tennis table and other games, as well as a playable landscape, for example paths for scooters and children learning to cycle. Additional planting and biodiversity features could enhance the aesthetics and biodiversity of this space.

POTENTIAL BENEFITS:

The envisaged improvements would create a more useable and vibrant park for people of all ages, in particular providing much needed facilities for young people, and possibly biodiversity enhancements. The location of the park on the main route between the town centre and beach makes it an ideal stop-off point along the way, helping to make the journey more enjoyable and encouraging walking/active travel.

CHALLENGES:

The park is a Centenary Field, commemorating World War I, so any proposed changes to its use and design should be sensitively co-designed together with stakeholders. Surrounding residents would also need to be involved to ensure their priorities and any concerns are incorporated into the design, for example by balancing the potential for increased use with maintaining a peaceful atmosphere through appropriate location, design, and operation of any facilities.



Potential Quick Win

The next step could be to set up a co-design process with local residents/young people/stakeholders to develop a shared vision for what the space could become and which potential improvements should be prioritised.



EVENTS & PROMOTION



PROJECT DESCRIPTION:

Build on the success of local festivals and cultural events, such as These3Streams Festival of the Arts and the Food Festival to provide interesting events for residents of all ages throughout the year, and attract more visitors to the town (day trip and overnight).

Enhance promotion of the natural, cultural and built heritage of Llantwit Major through such events, as well as on an ongoing basis throughout the year. For example, create a town website and/or Instagram page that promotes all that Llantwit has to offer (or work with the existing Visit the Vale website and Instagram account by providing additional content focused on Llantwit Major’s natural, cultural and built heritage). Ensure all community facilities within the town that are available for hire or public uses are clearly advertised, such as on the Town Council’s website - including facilities that are currently underused such as the Scout Hall, which could be used for children’s birthday parties and similar events.

Explore the creation of a local business forum and events umbrella organisation to co-ordinate and promote the interests of local businesses and organisations, including through a co-ordinated annual calendar of events, markets and promotions, and a business directory (online and/or at the station/town centre).

POTENTIAL BENEFITS:

Enhance existing efforts and assets through better coordination and promotion, helping to increase the success of local businesses, venues and events, and allow a wider audience to enjoy Llantwit Major’s unique character and all it has to offer.

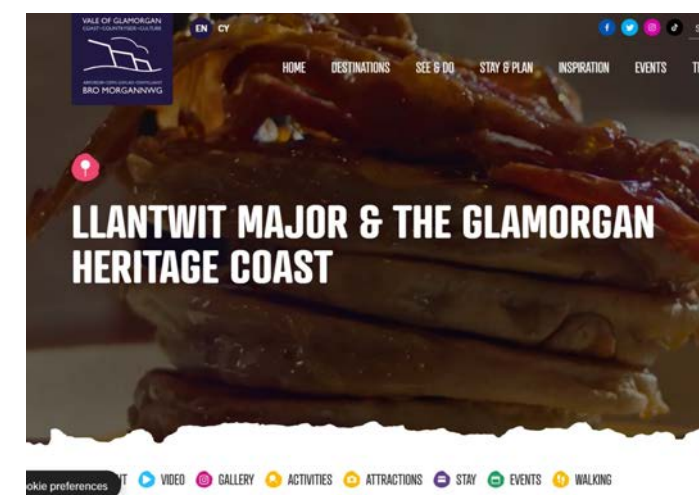
CHALLENGES:

Ensure inclusivity, coordination and a broad representation across all interested local businesses, community groups and events organisers, and that any coordination efforts don’t undermine already successful bottom-up initiatives.



Potential Quick Win

Continue supporting and coordinating local events such as the Llantwit Major Food Festival and These3Streams Arts Festival. Explore the creation of a local business forum and events umbrella organisation to co-ordinate and promote the interests of local businesses and organisations, perhaps led by the Town Council. Ensure online information and social media is regularly updated.



LOCAL FOOD & DINING



PROJECT DESCRIPTION:

Explore opportunities for enhanced dining options, with covered outdoor seating, planting and pleasant lighting - possibly around the Commercial St/East St/Church St junction to provide an enhanced gateway to the Old Town, and/or around the Poundfield shopping precinct to create a more vibrant and welcoming link between the station and town centre.

There is also an opportunity to celebrate and promote local food networks and businesses, such as links between local farms, allotments, butchers, restaurants, shops and markets. Together with local businesses and producers, explore the potential for a regular Farmers' Market or other food markets, potentially making use of improved areas of public realm that are proposed as part of this Placemaking Plan, such as the station, the beach, the Old Town Square and the car park next to the Town Hall.

POTENTIAL BENEFITS:

Enhance and promote local sourcing of food, helping to strengthen community networks and resilience, while reducing carbon emissions and celebrating unique local offerings. Create more welcoming and vibrant streets and public spaces through encouraging markets and outdoor dining, which may encourage longer dwell time and increased footfall in support of local businesses.

CHALLENGES:

Space constraints, land ownership and weather would impact the design of any outdoor seating areas. Any farmers markets or food markets would need consistent levels of support to ensure viability, so a trial on a seasonal or one-off basis might be an appropriate place to start, working together with local businesses and producers. Ensuring affordability of fresh food for local people is a key challenge.



Potential Quick Win

This idea could be trialled through temporary installations, such as additional seating areas outside an existing cafe/restaurant, demarcated by moveable planter boxes (similar to the approach adopted for Covid-19 response projects). Options for hosting a seasonal farmers/food market could also be explored via a forum of local food businesses and producers.



PUBLIC REALM MAINTENANCE



PROJECT DESCRIPTION:

Implement a programme to improve public realm maintenance, including the condition of roads and pavements, street cleaning, litter bins and collections, and vegetation maintenance around footpaths and signage. Continue and expand the programme of colourful public flower planting, perhaps involving school children in planting along routes to schools, and identifying designated planting areas for community groups to take ownership over. Explore opportunities for a public art programme, considering appropriate locations for public murals and other forms of public art, for example the Tennis Club walls and the walls around the 'Black Bridge'/Nordale Road and other key gateways into/within town. These planting and public art initiatives should align and overlap with any initiatives delivered under the Town Gateways and School Routes projects, and ensure accessibility along routes. Consider setting up a local volunteering umbrella organisation or 'Volunteer Days' to coordinate community input towards initiatives like litter picking, flower planting, public art, etc. As another route to get more people involved, explore stronger partnerships between the Town Council and Atlantic College students, who have expressed an interest in participating in positive initiatives within the town. Finally, work with volunteer organisations such as Llantwit in Bloom to explore the feasibility of developing a coordinated maintenance regime.



POTENTIAL BENEFITS:

These initiatives would help enhance the sense of community pride and ownership over public spaces in Llantwit Major, helping to address some of the issues raised around public realm maintenance, litter and cleanliness, while bringing together like-minded people in the community, and building stronger relationships with local stakeholders, such as Atlantic College.

CHALLENGES:

There is a strong desire to participate and volunteer in such activities, but not necessarily on a weekly basis or to undertake the full responsibility for organising, so perhaps a need for some form of cross-community coordinator, so that volunteers can easily participate as and when it suits. Ensure inclusivity and that any coordination efforts don't undermine community-led actions by working together with existing initiatives and groups.



Potential Quick Win

Volunteer Days could be easily organised and widely promoted, offering opportunities to get involved in litter picking, flower planting, and some of the ideas within this Placemaking Plan, such as the town gateways and school routes projects. Continue discussions with Atlantic College about getting involved in such initiatives.



GREEN INFRASTRUCTURE



PROJECT DESCRIPTION:

Ensure new developments and public realm upgrades include sustainable urban drainage (such as planted swales and rain gardens) and maximise planting of street trees and native vegetation, including wildflowers.

Such opportunities should be maximised when designing any public realm enhancements envisaged as part of this Placemaking Plan, particularly the key opportunity areas around the Station, the Community Hub, the Old Town Square, and the Old Town streets (including the car park next to the Town Hall). It should also include potential improvements to parks and green spaces, such as Seaview Park and the Skatepark, and along key routes such as Llanmaes and Eagleswell Roads, and a focus on greening residential areas to ensure these neighbourhoods are attractive, healthy, resilient and adapted to the impacts of climate change.

The beach will require its own robust landscaping solution tailored to its coastal environment and flood risk, but sustainable drainage and native planting remain relevant principles.

POTENTIAL BENEFITS:

Enhanced green infrastructure will help to reduce flood risk and heat risk associated with climate change, and support pollinators and biodiversity, while providing attractively landscaped urban spaces.

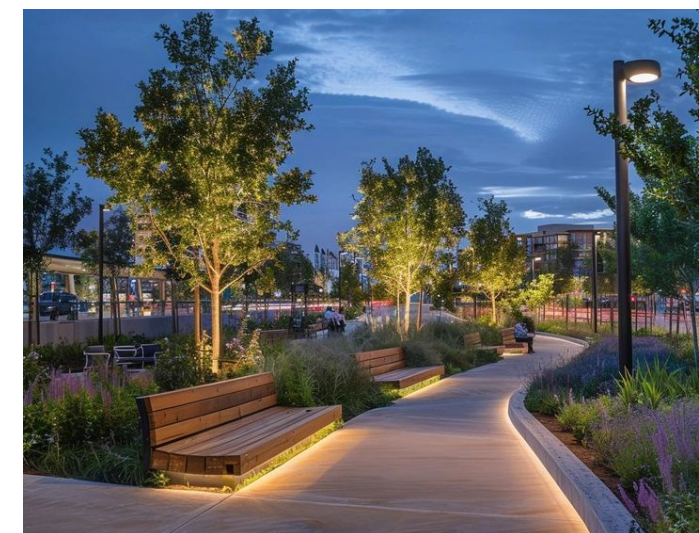
CHALLENGES:

Ensure ongoing maintenance and associated budgets for any planting and green infrastructure. The design and plant selection should help minimise the need for watering and other maintenance.



Potential Quick Win

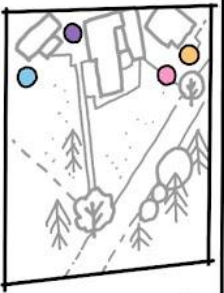
Wildflower planting and 'seed-bombing' could be explored in existing green spaces, delivered through Volunteer Days. The focus for quick win initiatives could be in residential areas, with local neighbourhoods encouraged to take ownership over any 'leftover' green spaces such as road verges.





COMMUNITY HUB

Community Hub



SPORTS CLUB

LEISURE CENTRE

HEALTH CENTRE

LIBRARY

06 Implementing the Plan

6.1 What Next?

6.2 Action Plan

6.1 What Next?

Governance & Delivery

This Placemaking Plan forms the collective vision and foundation for future investment, decision-making and development of placemaking projects within Llantwit Major. These are aspirational aims and initiatives, which will be subject to further investigation and consultation before any final plans are drawn up.

This Placemaking Plan forms a basis for connecting to potential funding streams and exploring partnership opportunities with public, private and community stakeholders to help bring the vision and projects to life.

The VoGC in partnership with Llantwit Major Town Council will take the lead on implementing, monitoring and reviewing this Placemaking Plan overall. Key partners and stakeholders, together with indicative budget allowances and timescales, are identified in the Action Plan on the following pages.

Llantwit Major has a strong identity and rich heritage, which provides an important asset and starting point for this Placemaking Plan and future placemaking projects. Inclusive, meaningful engagement and co-design processes will be crucial to keep the local community involved in planning and placemaking decisions, and help deliver an even better place that responds to local needs and aspirations and enhances the well-being of current and future generations.

Opportunities for small-scale and temporary projects will be considered, to help deliver quick wins while testing the design, success and support for potential longer term changes, as set out in further detail in the following pages.



6.1 What Next?

Funding Opportunities

Potential sources of funding to support delivery of the Placemaking Plan projects could include:

- Transforming Towns Funding: This funding is available to local authorities who can work with partner organisations to develop projects.
- UK Government Funds and Council Funding
- Active Travel Fund: This fund provides £5 million across Wales to support projects which encourage people to choose active patterns of travel
- Private Sector: Working with local landowners to encourage them to bring their sites forward or local developers working with local businesses to encourage them to deliver social value and encouraging local specialists to add value for example around marketing, heritage and landscaping
- Public Sector Partners: Encouraging public partners to invest their budgets into the area (such as Sport Wales, the Health Board)
- S106 Monies from new developments
- Community Funds: Various funding pots that community groups can apply for
- New Funding Streams: The Placemaking Plan has been prepared to be flexible so that projects can be adapted to respond to new funding sources which the current or a new Government may look to bring forward

It must be recognised that in the current period of public sector spending pressures, the VoGC cannot be expected to lead and fund all the projects identified in the Placemaking Plan. Future investment in Llantwit Major will be maximised where public and private partners come together with the local community to access available funding and harness local talent and resources.

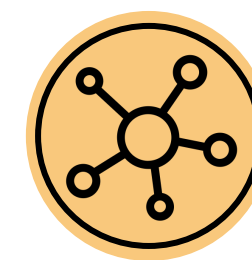




6.2 Action Plan

Location (See Map)	Project Name	Possible Delivery Partners	Timescale	Budget Indication	Potential Quick Wins / Next Steps
K1	The Beach	VOG, Town Council, cafe owner, Lifesavers Club, Surfers, landowners	Medium Term	Medium	A temporary concessions licence could be granted to trial a food truck or other form of mobile activation (such as a surf equipment hire van) over the summer months.
K2	Old Town Square	VOG, Town Council, History Society, pubs, cafe and other surrounding businesses and residents	Short/Medium Term	Low	The railings could be removed or moved on a temporary basis to test the response from the local community in terms of social behaviour and respect for the memorial. The closure of the road alongside The Old White Hart has already been a successful test of expanding the Square and public seating in this area.
K2	Old Town Streets, Car Park & Public Toilets	VOG, Town Council, Pubs, cafes and other surrounding businesses and residents, accessibility focus group	Medium Term	Medium	The existing food festival and other events in the Town Hall car park and Old Town area provide a good test of making this a more pedestrian friendly place. This could be expanded into other events known as 'Open Streets' days where vehicles are more restricted and people are encouraged to enjoy the streets.
C1	Old School Public Realm	Town Council, VOG, existing users	Short/Medium Term	Low	A simple intervention such as a moveable picnic bench and/or heritage interpretation to celebrate the view of St. Illtud's church from the end of the carpark could test out the popularity of this idea.
C2	The Gatehouse	St. Illtud's Church, Church in Wales, VOG, Town Council, History Society, existing tenant	Medium/Longer Term	Medium	Heritage interpretation alongside this and other nearby sites owned by the church could help appreciate and visualise historic structures, including those that are now ruined or gone, such as the Chantry House and Tithe Barn.
C3	Town Gateways	VOG, Town Council, community groups, schools, local artists	Short/Medium Term	Low	Temporary / small scale interventions at town gateways could be undertaken working with local schools, community groups and volunteers, such as planter boxes with colourful flowers. The local knitting group could potentially provide colourful 'yarn bombing' for bollards, signposts or other appropriate, unattractive surfaces in a non-intrusive and non-permanent way.
Townwide	Wayfinding, Lighting & Interpretation	VOG, Town Council, Historical Society	Short/Medium Term	Low	Undertake a review of existing signage and lighting across the town to inform detailed recommendations for improvements and a consistent approach. Ensure existing wayfinding is pointing in the correct directions, and vegetation is trimmed to ensure signs are clearly visible. A temporary medieval flag display could be run over the summer, such as in Tewkesbury.
Townwide	Visitor Accommodation	VOG, Town Council, Private sector partners	Longer Term	N/A	Explore opportunities for temporary expansion of visitor accommodation over busier summer periods, for example through models such as camping and glamping.

6.2 Action Plan



CONNECTING

Location (See Map)	Project Name	Possible Delivery Partners	Timescale	Budget Indication	Potential Quick Wins / Next Steps
K3	The Station	VOG, Town Council, Transport for Wales, existing food truck operator	Medium Term	Medium/High	A temporary installation in the taxi drop off area could test the success and design of public seating, planting, and perhaps additional food/drink facilities in this area.
A1	Access to the beach	VOG, Town Council, landowners, beach users, accessibility focus group	Short/Medium Term	Low	Investigate potential for 20mph road. Explore meanwhile interventions such as 'Open Streets' days, perhaps on a weekend or weekday evening in summer, where the road is temporarily closed to traffic to allow families, children and other more vulnerable users to walk, cycle, scoot, wheel, play in the road down to the beach and back.
A2	School Routes	VOG, Town Council, schools, parents, students, rugby club, local residents	Medium Term	Low/Medium	This project presents an exciting opportunity for community involvement (including school children) in placemaking projects such as painting pavements/pathways with colourful artworks and planting flowers along the routes.
A3	Station to Old Town	VOG, Town Council, Poundfield Shopping Precinct owner and businesses	Medium Term	Low/Medium	This project could be trialled with temporary/small-scale interventions such as an improved pathway with colourful artworks, planters and lighting. Temporary interventions within the car park could help test the success of additional public seating, planting and restaurant spill-out in this area.
A4 (and Townwide)	Llanmaes & Eagleswell Roads	VOG, Town Council, residents, Crawshay House, accessibility focus group	Medium Term	Medium	There is an existing design for active travel improvements along Llanmaes Road that could be revisited. Consider setting up an Accessibility Focus Group with members who are wheelchair/mobility scooter users, buggy users/families with children, elderly, visual/mobility impairments, etc. to co-design potential solutions for key routes/areas, with accessibility for all a priority.
A5 (and Townwide)	Footpaths	VOG, Public Rights of Way Team, Town Council, landowners, volunteers	Short/Medium Term	Low	Regular trimming of overgrown vegetation is the immediate priority, particularly where this covers signage or restricts access along footpaths. Consider QR codes for reporting issues. Local volunteers could assist to ensure responsive maintenance as soon as issues arise, and to minimise costs.
Townwide	Electric Bike Hire	VOG, Town Council, private operators	Longer Term	N/A	Continue monitoring the use/popularity of the existing bike hire scheme at the station, and explore options for electric bike schemes as opportunities arise.
Townwide	Enhanced Public Transport	VOG, Town Council, Transport for Wales	Longer Term	N/A	Continue regular conversations with Transport for Wales. Temporary activations / improvements to the station may be explored under the wider Station project.

6.2 Action Plan



THRIVING

Location (See Map)	Project Name	Possible Delivery Partners	Timescale	Budget Indication	Potential Quick Wins / Next Steps
K4	The Community Hub	VOG, Town Council, sports clubs, library, health centre, leisure centre, schools, local residents	Medium/Longer Term	Medium/High	A stakeholder engagement and co-design process could be implemented focused specifically on this opportunity area, to better understand various stakeholder and community needs and aspirations and try to develop a shared vision with broad buy-in of the various stakeholders. In the meantime, small-scale improvements to seating, planting and signage would be impactful.
T1	Skatepark	VOG, Town Council, football club, skaters, young people	Medium Term	Low/Medium	The existing skatepark has already been a good test of its popularity. The next step could be to set up a co-design process with local schools / young people to develop a shared vision for what the space could become and which potential improvements should be prioritised.
T2	Seaview Park	VOG, Town Council, local residents, Memorial Ground	Medium Term	Medium	The next step could be to set up a co-design process with local residents / young people / stakeholders to develop a shared vision for what the space could become and which potential improvements should be prioritised.
Townwide	Events & Promotion	VOG, Town Council, VisittheVale, These3Streams, local businesses and cultural organisations	Short/Medium Term	Low	Continue supporting and coordinating local events such as the Llantwit Major Food Festival and These3Streams Arts Festival. Explore the creation of a local business forum and events umbrella organisation to co-ordinate and promote the interests of local businesses and organisations, perhaps led by the Town Council. Ensure online information and social media is regularly updated.
Townwide	Local Food & Dining	VOG, Town Council, local businesses	Medium Term	Low/Medium	This idea could be trialled through temporary installations, such as additional seating areas outside an existing cafe/restaurant, demarcated by moveable planter boxes (similar to the approach adopted for Covid-19 response projects). Options for hosting a seasonal farmers/food market could also be explored via a forum of local food businesses and producers.
Townwide	Public Realm Maintenance	VOG, Town Council, KeepWalesTidy, Llantwit in Bloom, local volunteers, Atlantic College	Short/Medium Term	Low/Medium	Volunteer Days could be easily organised and widely promoted, offering opportunities to get involved in litter picking, flower planting, and some of the ideas within this Placemaking Plan, such as the town gateways and school routes projects. Continue discussions with Atlantic College about getting involved in such initiatives.
Townwide	Green Infrastructure	VOG, Town Council, local volunteers and residents	Medium Term	Low/Medium	Wildflower planting and 'seed-bombing' could be explored in existing green spaces, delivered through Volunteer Days. The focus for quick win initiatives could be in residential areas, with local neighbourhoods encouraged to take ownership over any 'leftover' green spaces such as road verges.



Appendix

A. Policy Context

Policy Context

Global

The 17 **UN Sustainable Development Goals** (SDGs, adopted in 2015) define the strategic global challenges (including those related to poverty, inequality, climate, environmental degradation, prosperity, peace and justice) that we need to address to achieve a better and more sustainable future for all. The goals address various aspects of **placemaking within the context of sustainable development**. Goal 11 ‘Sustainable Cities and Communities’ aims to ‘*make cities inclusive, safe, resilient and sustainable*’ through 10 targets and 16 indicators. For example, by 2030 Target 11.2 aims to ‘*provide access to safe, affordable, accessible and sustainable transport systems for all, improving road safety, notably by expanding public transport, with special attention to the needs of those in vulnerable situations, women, children, persons with disabilities and older persons*’, Target 11.7 is to ‘*provide universal access to safe, inclusive and accessible, green and public spaces, in particular for women and children, older persons and persons with disabilities*.’ and Target 11.4 calls for strengthening efforts to protect and safeguard the world’s cultural and natural heritage. **Placemaking is also a key tool for delivering on many of the other UN SDGs**, including Good Health and Well-being (Goal 3), Reduced Inequalities (Goal 10) and Climate Action (Goal 13).

National

The **Well-being of the Future Generations (Wales) Act 2015** aims to **improve the social, economic, environmental, and cultural well-being of Wales**. To make sure relevant bodies are all working towards the same vision, the Act puts in place a ‘*sustainable development principle*’ (quoted opposite), seven Well-being Goals (diagram opposite) and five ‘Ways of Working’ - Collaboration, Integration, Involvement, Long Term thinking and Prevention - which public bodies need to demonstrate they have carried out in undertaking their sustainable development duty. The Act has already had a significant positive impact in Wales.



‘You must act in a manner which seeks to ensure that the needs of the present are met without compromising the ability of future generations to meet their own needs’

Well-being of Future Generations Act

Policy Context

National

In response to the global and national requirements of sustainable development, the National Development Framework **Future Wales: The National Plan 2040** and **Planning Policy Wales (Edition 12, 2024)** require planning, investment and development to **create sustainable places** which improve the economic, social, environmental and cultural well-being of Wales. Sustainable places have the right mix of uses in the right place; including a range of homes, local employment and services connected by excellent public transport and active travel infrastructure, and supported by a network of green and public spaces. PPW12 emphasises that ***'sustainable placemaking is an inclusive process, involving all of those with a professional or personal interest in the built and natural environment.'***

In recognition of the **key role that town centres have in building sustainable places**, the Welsh Government has introduced the 'Town Centre First' principle, which requires all new major commercial, retail, education, health and public service investment to be located in town centres. The Government's **Transforming Towns** funding programme has been established to enable projects that redevelop and improve town centres and nearby areas. The programme actively **encourages mixed use towns as places to live, work, visit and stay**.

The **Placemaking Wales Charter** has been developed in collaboration with the multi-disciplinary Placemaking Wales Partnership, comprising stakeholders representing a wide range of interests involved with placemaking in Wales. The Charter (to which the VoGC is a signatory) reflects the collective and individual commitment of these organisations to **support the development of high-quality places across Wales for the benefit of communities**. The Charter promotes the following six principles in planning our places: people and community, location, movement, mix of uses, public realm, and identity (see detail opposite). These principles, and the accompanying Placemaking Guide 2020, have shaped the structure and approach for this Placemaking Plan.

'Placemaking adds social, economic, environmental and cultural value to development proposals resulting in benefits which go beyond a physical development boundary and embed wider resilience into planning decisions.'

Planning Policy Wales Edition 12



Location

Places grow and develop in a way that uses land efficiently, supports and enhances existing places and is well connected. The location of housing, employment, leisure and other facilities are planned to help reduce the need to travel.

Identity

The positive, distinctive qualities of existing places are valued and respected. The unique features and opportunities of a location, including heritage, culture, language, built and natural physical attributes, are identified and responded to.

People and Community

The local community are involved in the development of proposals. The needs, aspirations, health and well-being of all people are considered at the outset. Proposals are shaped to help to meet these needs as well as create, integrate, protect and/or enhance a sense of community and promote equality.

Mix of Uses

Places have a range of purposes which provide opportunities for community development, local business growth and access to jobs, services and facilities via walking, cycling or public transport. Development density and a mix of uses and tenures helps to support a diverse community and vibrant public realm.

Movement

Walking, cycling and public transport are prioritised to provide a choice of transport modes and avoid dependence on private vehicles. Well designed and safe active travel routes connect to the wider active travel and public transport network, and public transport stations and stops are positively integrated.

Public Realm

Streets and public spaces are well defined, welcoming, safe and inclusive with a distinct identity. They are designed to be robust and adaptable with landscape, green infrastructure and sustainable drainage well integrated. They are well connected to existing places and promote opportunities for social interaction and a range of activities for all people.

Policy Context

Local

The VoGC's **Corporate Plan 2020 – 2030, Strong Communities with a Bright Future**, sets out an ambitious programme of work the Council will take to deliver on its vision by:

- Creating a great place to live, work and visit
- Respecting and celebrating the environment
- Giving everyone a good start in life
- Supporting and protecting those who need us
- Being the best Council we can be

The strategy highlights that by working with communities and partners to deliver on these five objectives, the Vale of Glamorgan will have stronger communities with a brighter future. VoGC is confident that by collaborating with communities and partners to achieve these objectives, it will foster strong communities with a brighter future.

VoGC is committed to working with the community and partners as a team to deliver the commitments in the Corporate Plan, making everyone proud of the people and places that are the very heart of the Vale of Glamorgan.

Within the **Vale of Glamorgan Local Transport Plan 2015 - 2030** are a number of proposed improvements to the public transport and walking and cycling networks within the Vale. Most notably, the proposed National Cycle Network Route 88 passes through Llantwit Major, connecting it to many of the towns and villages across the south coast and southern Vale. The **Rights of Way Improvement Plan 2024 - 2034** contributes further to the protection and enhancement of the network of walking routes across the Vale.

The **Vale of Glamorgan Local Development Plan (LDP) 2011 - 2026** provides the local planning policy framework for the Vale of Glamorgan and was adopted by the Council on 28th June 2017. It is supported by a range of Supplementary Planning Guidance (SPGs) on topics relevant to placemaking, including Affordable Housing, Biodiversity, Public Art, Retail and Town Centre Development, Tourism and Leisure.

The LDP provides a framework which seeks to:

- Develop a diverse and sustainable economy that maximises the Vale of Glamorgan's assets and the potential of its position within the region, to provide opportunities for working that benefit residents and businesses and attracts visitors and investment
- Provide a range and choice of housing including affordable housing, in sustainable locations that enables those living in the Vale of Glamorgan to meet their housing needs whilst supporting the role and function of existing settlements
- Foster a sustainable future which manages the natural and built resources of the Vale of Glamorgan and makes a positive contribution towards reducing the impact of climate change by promoting sustainable development and transport, energy conservation and renewable energy generation and
- Safeguard and enhance the vitality and viability of existing retail and tourist and visitor attractions that encourage people to use, visit and enjoy the diverse range of facilities and attractions on offer in the Vale of Glamorgan

The Council is currently preparing a **Replacement Local Development Plan (RLDP) 2021 - 2036**, which will replace the LDP. Public consultation on the draft Preferred RLDP was carried out from December 2023 to February 2024 and it is expected to be adopted in 2026. A number of Candidate Sites were identified as part of the RLDP process which have the potential for housing development within or primarily on the outskirts of Llantwit Major.

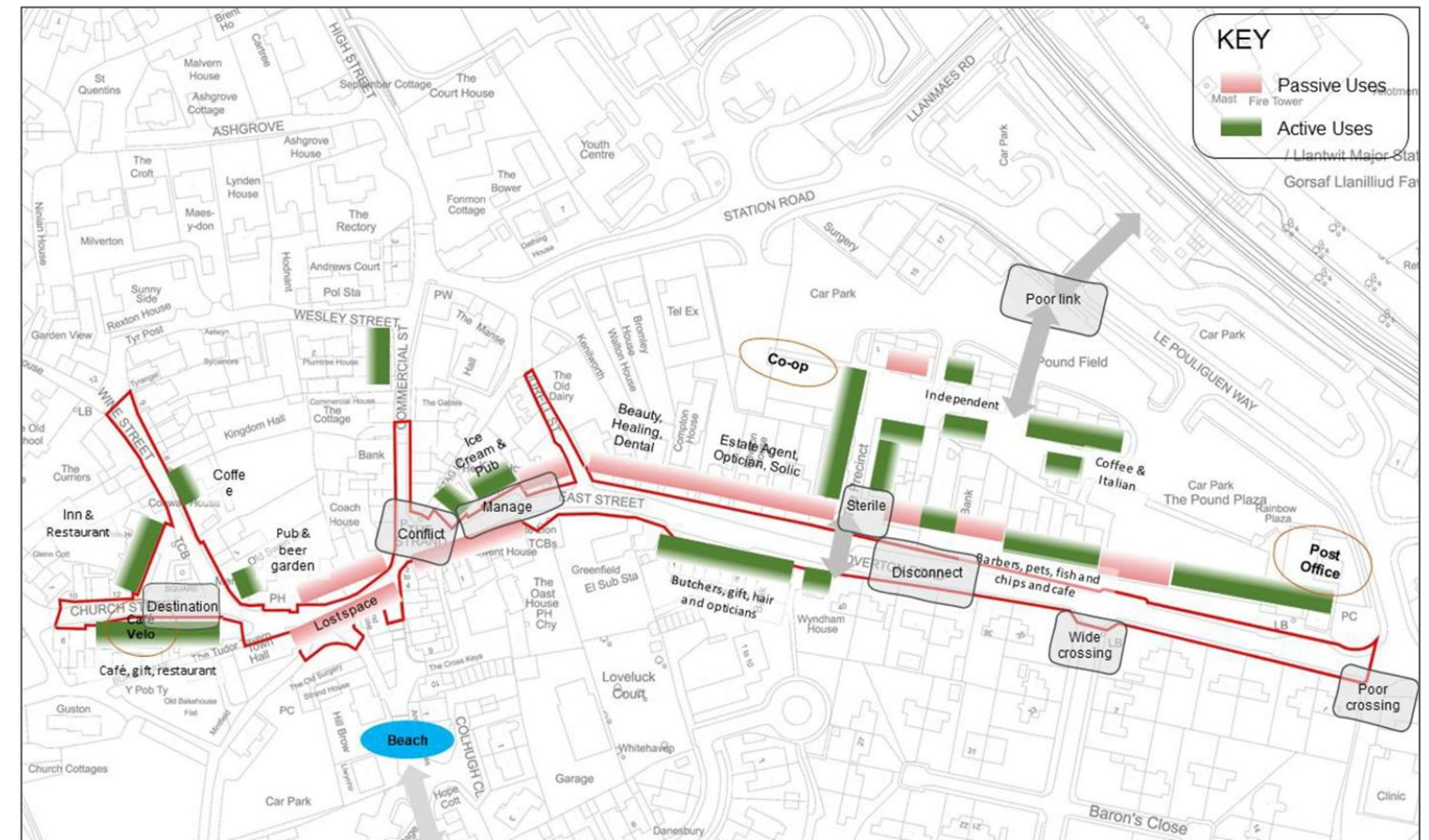
Policy Context

Local

In March 2021, the Vale of Glamorgan commissioned a series of urban design and transport studies to develop **Covid-19 Town Centre Response Projects** for each of the towns in the Vale - Barry, Cowbridge, Penarth and Llantwit Major. This report identified Llantwit Major as the smallest town centre amongst those studied, with 102 commercial units. Of these, only 4 were vacant, giving a **vacancy rate of 4% which was second lowest in the Vale** after Penarth (3%) and significantly below the UK average.

A pedestrian environment analysis was conducted, including mapping of active and passive uses along the high street (opposite), and providing useful insights into the vitality and attractiveness of the town centre and the safety and experience of pedestrians. Based on the analysis, **a number of key projects were identified:**

1. The Square: Opportunity to provide much needed cycle parking. Closure of highway arm to provide additional outdoor space for The Old White Hart. This could be achieved through the use of planters which would also help to screen the cycle parking (this project has been delivered, see photo opposite)
2. Parking: removal of on street parking within the historic core with the exception of those areas used by residents
3. Improvements to The Strand: potential reconfiguration of highway alignment to give more space to pedestrians
4. Rationalisation of parking on East Street: narrowing excessively wide parking bays to widen footways, thus providing extra space for pedestrians
5. Boverton Road Crossing: Creation of place at this key pedestrian node. Short term introduction of floorscape artwork and planting to help identify the area as a place. Resurface the approaches to this place to help announce it
6. Eastern Gateway: Use of planting, signage, lighting and floorscape combined with existing crossing point, to help announce the arrival into the town centre



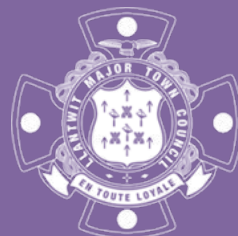
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Creu Lleoedd Cymru
Placemaking Wales

Llofnodydd y Starter Charter Signatory



Trawsnewid Trefi
Transforming Towns

