

# Our Area Regeneration Framework

## LOCAL REGENERATION PLAN

### BRO FFESTINIOG AREA

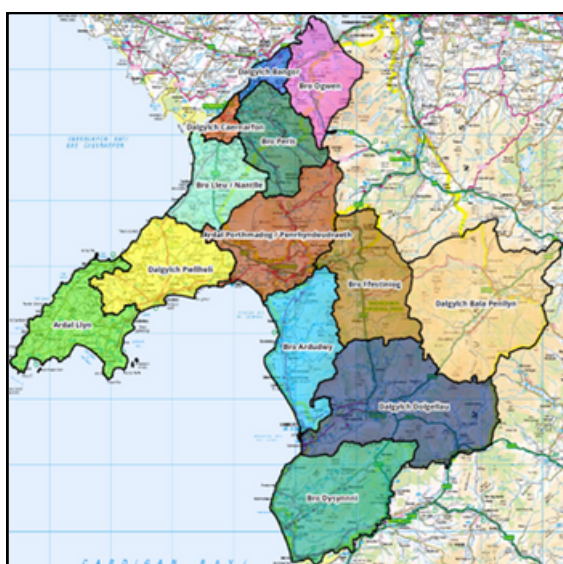


April 2025



In 2021, Cyngor Gwynedd Regeneration Board agreed to develop a new Regeneration Framework. The intention of the Framework is to ensure that proactive steps are in place to ensure collaboration to improve the areas economically, environmentally, socially and culturally.

As part of that Framework, the county has been divided into 13 Local Regeneration Areas and an action plan has been created for each of the areas. This is the action plan for the Bro Ffestiniog area.



Local Regeneration Areas:  
Bangor Area, Dyffryn Ogwen  
Area, Bro Peris Area, Caernarfon  
Area, Bro Lleu / Nantlle Area, Pen  
Llŷn Area, Pwllheli Area,  
Porthmadog / Penrhyndeudraeth  
Area, Bro Ffestiniog Area, Bro  
Ardudwy Area, Bala Penllyn Area  
Dolgellau Area and Tywyn & Bro  
Dysynni Area.

'Regeneration' has been defined as a deliberate effort to improve areas economically, environmentally, socially or culturally. The framework also recognises a key role for communities to identify local priorities; and the contribution of local organisations in developing action plans.

After an engagement process in 2022 and listening to the opinions of local people, the plan includes the vision and priorities of each community for the future. With working in partnership at the core of the plan it is hoped that it will provide a clear path to steps that can bring positive change to communities that will change lives for the better. The aim of the plan is therefore to be a guide to investment locally as well as influence policy decisions in all areas - from health and education to transport and planning.

# GWYNEDD REGENERATION FRAMEWORK

02

The Regeneration Framework for Gwynedd focuses on deliberate efforts to improve areas economically, environmentally, socially and culturally in order to create healthy, prosperous, dynamic and sustainable communities ensuring the input and contribution of a wide range of local organisations.

## Vision

**To develop and support sustainable communities that are healthy, prosperous and dynamic with the confidence to venture, and with the desire and ability to contribute their own solutions to local needs and to take advantage of new opportunities**

## Our Values

**Inclusiveness:** we will include more people in our work

**Trust:** we will respect and trust the people we work with

**Collaboration:** we will work together to achieve

**Whole System Thinking:** we will consider the full impact of our actions

**Desire for Change :** we will challenge convention and take action.

## Our Ways of Working

- Based on Assets: building on the strengths of the area
- Shared ownership: sharing power and the responsibility for our future
- Continuous Development: we will always seek positive changes
- Community leading: we will operate under the guidance of the Community



We will implement the Regeneration Framework in accordance with the Five Ways of Working of the Well-being of Future Generations (Wales) Act 2015





# 'OUR AREA' ENGAGEMENT

03

The aim of the Our Area (Ardal Ni) campaign was to hold a conversation with local communities in order to identify what is important to residents and how they would like to see their area develop over the next 10-15 years



Consultation and engagement with each community has been a key part of drawing up the action plans. There were three stages to the consultation held under the banner of 'Ardal Ni 2035'

- An initial discussion was held with town and community councils together with local organisations, groups and councillors receiving 10 responses on ideas about what should be the local priorities for the area in the period up to 2035. These responses were used as a basis for the second stage of wider engagement with the public.
- A public engagement campaign was organised to give residents the opportunity to voice their opinion regarding the challenges facing their area, what is important to them and what developments they want to see in their area over the next 10 to 15 years . 161 responses were received from the Bro Ffestiniog area through an online and paper questionnaire
- Following public sessions, workshops were held with organisations to discuss action plans focusing on the issues and priorities that had been identified locally.

## Further Details

Digital information has been placed on the Cyngor Gwynedd website:

<https://www.gwynedd.llyw.cymru/cy/Trigolion/Dweud-eich-Dweud/Canlyniadau/2022/Canlyniadau-Ardal-Ni/Canlyniadau-Arolwg-Ardal-Ni-2035.aspx>

Further details are available for each of the 13 regeneration areas including

- Area Assessments (statistical summary of the area)
- Initial Discussions Report (Stage 1)
- Public Engagement Exercise Results Report (Phase 2)

In accordance with the Values and Way of Working that have been identified, the information and feedback from Our Area (Ardal Ni) engagement work has been used in identifying county and local priorities.

# COUNTY WIDE AND STRATEGIC PLANS

04

## Gwynedd and Anglesey Public Services Board



The results of Our Area (Ardal Ni) were taken into account when preparing the well-being assessments of local areas. For the 2023-28 plan three Well-being Objectives:

- Mitigate the impact of poverty on the well-being of our Communities
- The well-being and success of our children and young people
- Supporting our communities to move towards Zero Net Carbon.

## The Cyngor Gwynedd Plan 2023 - 2028

The plan includes a series of projects for the next five years under seven priority areas



### TOMORROW'S GWYNEDD

Giving our children and young people the best possible start in life

### A PROSPEROUS GWYNEDD

Strengthening the economy and supporting the people of Gwynedd to earn a decent salary

### A HOMELY GWYNEDD

Supporting the people of Gwynedd to live in suitable and affordable homes in their communities

### A CARING GWYNEDD

Supporting the residents of Gwynedd to live full and safe lives in our communities

### A WELSH GWYNEDD

Ensuring that we give our residents every possible opportunity to use the Welsh language in the community

### A GREEN GWYNEDD

Protecting the county's natural beauty, and responding positively to the climate change crisis

### AN EFFICIENT GWYNEDD

Putting the residents of Gwynedd first and treating them fairly and ensuring that the Council performs effectively and efficiently

## Eryri 2020 Snowdonia National Park Partnehsip Plan



A Statutory Management Plan which has been developed by the National Park Authority in partnership with a range of partners which focus on three areas, namely:

**Environment**  
**Health, Wellbeing and Communities**  
**Eryri Economy**

## Local Planning Authorities

Information will be considered when developing initial work

- Gwynedd and Mon Local Development Plan 2015 - 2026
- Review of the Eryri Local Development Plan (2016 - 2031)



# BRO FFESTINIOG AREA TODAY

05

The location of Bro Ffestiniog is central to the County and to the mountains of Snowdonia. It is a historic area which was also key to the growth of the slate industry which has greatly influenced the development of the area, with the town of Blaenau Ffestiniog in the centre. The area also includes the communities of Ffestiniog, Trawsfynydd and Maentwrog.



## Bro Ffestiniog Area Summary in figures

### Strengths

Compares better than the average of Wales or Gwynedd

- **82.2%** - percentage of adults with a qualification that is higher than the average for Wales (80%) but lower than Gwynedd (83%)
- **78%** - percentage of the population aged 26-64 who are economically active which is higher than the Welsh figure of 75%
- **79%** - who can speak Welsh which is higher than the figure for Gwynedd (65%) and Wales (19%)

*Source: Burum Consultancy Report 2021. Note that data has been modified due to differences between the boundaries of some regeneration areas and the boundaries of data sources)*

### Weaknesses

Does not compare as well as the average of Wales or Gwynedd

- **81.5** - women's life expectancy, lower than the Welsh figure of 82.3
- **77.9** - life expectancy for men, lower than the Welsh figure of 78.3
- **13.4%** - children aged 4-5 who are in the order which is higher than the Welsh average of 11.8%
- **2.57** - (rate per 100) anti-social behavior recorded by the Police which is higher than Gwynedd's figure of 2.52 and Wales 2.55
- **5.7%** high value jobs lower than Gwynedd (11%) and Wales (13%)
- **16%** of people in income deprivation which is higher than the Gwynedd average (13%) and comparable to Wales (16%)
- **22.9%** - percentage of the population living with a long-term illness or disability that is higher than 20.5% for Gwynedd

## Residents' opinion about the area

### What is good about the area?

- History and culture of the area (134)
- The natural environment and convenience to mountains and countryside (125)
- The Welsh language and culture (99)
- Community spirit and camaraderie (91)
- It is a safe area (72)
- The education provision and schools are good (42)
- The area's ability to attract tourism for economic benefit (39)
- Active organisations, charities, initiatives and voluntary groups in the area (33)

*(Source: Responses from Ardal Ni Bro Ffestiniog Area. Number of responses received in brackets)*

### What is not good about the area?

- Lack of high paying and full time jobs (82)
- No opportunities to keep young people in the area (82)
- The local economy is fragile and there is a lack of resources and shops (79)
- The appearance of the High Street and rubbish and clutter a problem (67)
- There is a high number of second homes and holiday homes in the area (65)
- Lack of suitable and affordable housing for local people to buy or rent (63)
- Poverty and high living costs are a problem in the area (61)
- Area not considered a priority - Cyngor Gwynedd has forgotten about the area or is not aware of local needs (54)
- Lack of provision and activities for young people (48)
- The public transport network in the area is insufficient (45)
- Concern locally about the provision of health and welfare and care in the area (33)

# BRO FFESTINIOG AREA IN 15 YEARS

# 06

The list below shows responses received during the Our Area (Ardal Ni) public consultation. The issues are ranked according to the number of responses received, with the issues listed being identified by at least 1 out of 5 responses



## The main local issues have been identified during the work of our Area

**What changes would you like to see happen in the Bro Ffestiniog Area over the next 15 years that would make the area a better place to live?**

Ranc	Main Issues / Priorities	Number
1	Plans to secure work and high value jobs	94
2	Plans to support local businesses and enterprises and plans to transform the image of the High Street	82
3	Plans to ensure housing that suits the needs of local people	68
4	Plans to develop a public transport network that is accessible, integrated and suitable for the local needs of the area	59
5	Plans to tackle poverty	56
6	A greener area - renewable energy, reducing the use of plastic, car charging points, tree planting schemes etc.	52
7	More plans for providing activities and support for young people	49
8	An effective Sustainable Tourism Plan to better manage tourism and maximize the economic potential for local people	50
9	Plans to strengthen the health and care resources locally	48
10	Plans to develop the Town Centre	38
11	Plans and support for activities that promote the Welsh language and culture and that support learners of the language	36

# ACTION PLAN

07

It is anticipated that there will be an opportunity to review collaboration arrangements between active organisations in the area. By working in partnership there will be an opportunity to link together activities below, and to respond to gaps by planning additional activities

Key Issue	Ref	Project	Lead	Partners	Status	Timetable
<b>B1. Plans to secure work and high value jobs</b>	1.1	Plan to facilitate the redevelopment of the Trawsfynydd decommissioning site	Egino Company	Ambition North Wales, Welsh and UK Government Decommissioning Authority	Preliminary	Yr 3-5
<b>B2. Plans to support local businesses and enterprises and plans to transform the image of the High Street</b>	2.1	Renovation of High Street Property	Cwmni Bro	Antur Stiniog, Cyngor Gwynedd, Welsh Government and Town Council.	Operational	Yr 1-2
	2.2	Prosperous Gwynedd – Business Development Fund	Cyngor Gwynedd	UK Government	Development	Yr 1-2
	2.3	Property package empty town centre	Cyngor Gwynedd	Welsh Government	Operational	Yr 1-2
	2.4	Business Support Service Wales	Business Wales	Cwmpas	Operational	Yr 1-3
	2.5	Llan Ffestiniog Development Plan	Bruhn Morris Foundation	Local Organisations	Development	Yr 1-3
	2.6	County schemes such as Recharge, Digital Future, Buy locally, Ffiws, Arfor	Various providers	Cyngor Gwynedd, Welsh Government	Operational	Yr 1-2
	2.7	Llechwedd - High at link	Welsh Government	Uk Government, Cyngor Gwynedd	Development	Yr 1-2
<b>B3. Plans to ensure housing that suits the needs of local people</b>	3.1	Cyngor Gwynedd Housing Action Plan	Cyngor Gwynedd	Gwynedd Housing Partners, Welsh Government, Third Sector	Operational	With 1-5
<b>B4. Plans to develop a public transport network that is accessible, integrated and suitable for the local needs of the area</b>	4.1	Green Gwynedd – Public Transport	Cyngor Gwynedd	Welsh Government, Transport for Wales and Providers	Preliminary	Yr 3-5
	4.2	Gwynedd Community Transport Plan	Y Dref Werdd	Siop Griffiths, Partneriaeth Ogwen, O ddrws i ddrws	Operational	Yr 1-2



# ACTION PLAN (CONTINUED)

08

It is anticipated that there will be an opportunity to review collaboration arrangements between active organisations in the area. By working in partnership there will be an opportunity to link together activities below, and to respond to gaps by planning additional activities

Key Issue	Ref	Project	Lead	Partners	Status	Timetable
<b>B5. Plans to tackle poverty</b>	5.1	Supporting People Program with Living Costs	Cyngor Gwynedd	Y Dref Werdd	Operational	Yr 1-2
	5.2	Tanygrisiau Heating scheme	Local partnership	Y Dref Werdd, Ynni Cymunedol Twrog, Local Energy	Operational	Yr 3-5
	5.3	Rural Futures Programme	Trawsfynydd	SWEA	Preliminary	Yr 1-2
	5.4	Flying Start Area	Cyngor Gwynedd	Welsh Government	Operational	Yr 1-2
	5.5	Support for work	Cyngor Gwynedd	UK Government	Operational	Yr 1-5
<b>B6. A greener area - renewable energy, reducing the use of plastic, car charging points, tree planting schemes etc.</b>	6.1	Gwyrdd Ni : Dyffryn Ffestiniog Action Plan	Cwmni Bro	DEG, Partneriaeth Ogwen, Yr Orsaf, Ynni Llyn, Local groups	Operational	Yr 1-4
	6.2	Tanygrisiau Development Plan	Cwmni Bro Ffestiniog	Tan Tanygrisiau	Operational	Yr 1-2
	6.3	Community Tree Nursery	Y Dref Werdd	Various	Preliminary	Yr 3-5
<b>B7. More plans for providing activities and support for young people</b>	7.1	Iard Cline	Gwallgofiaid	CellB	Operational	Yr 1-3
	7.2	Youth worker	GISDA	Cwmni Bro Ffestiniog, Dref Werdd	Operational	Yr 1-2
	7.3	Community Leader in training.	Cwmni Bro Ffestiniog	Rank Foundation, Antur Stiniog	Operational	Yr 1-2
	7.4	Yr Aelwyd - A dedicated asset for the young people of the area	Antur Stiniog, Cwmni Bro Ffestiniog	Urdd Ffestiniog Committee, Seren Cyf, Gwynedd Youth Club, Ysgol y Moelwyn, Gisda and Gwallgofiaid	Operational	Yr 1-2
	7.5	Craig Blaenau project	Craig Blaenau		Operational	Yr 1-4
	7.6	Blaenau 'Boot Bank'	Cwmni Bro Ffestiniog	Ysgol y Moelwyn	Development	

# ACTION PLAN (CONTINUED)

09

It is anticipated that there will be an opportunity to review collaboration arrangements between active organisations in the area. By working in partnership there will be an opportunity to link together activities below, and to respond to gaps by planning additional activities

Key Issue	Ref	Project	Lead	Partners	Status	Timetable
<b>B8. An effective Sustainable Tourism Plan to better manage tourism and maximize the economic potential for local people</b>	8.1	Gwynedd and Eryri Sustainable Visitor 2035 plan	Cyngor Gwynedd	National Park Authority Snowdonia, Antur Stiniog Local organisations	Operational	Yr 1-2
	8.2	Central Centre - World Heritage Site.	Cwmni Bro Ffestiniog	History Society, Antur Stiniog, Llechwedd, Cyngor Gwynedd, Amgueddfa Cymru	Development	Yr 3-5
	8.3	Community Researchers - Sustainable Tourism Strategy	Cwmni Bro Ffestiniog	Foundational Economy Alliance, University of Manchester, Siop Griffiths, Partneriaeth Ogwen	Operational	Yr 1-2
<b>B9. Plans to strengthen the health, care and well-being resources locally</b>	9.1	Community Wellbeing Plan	Cwmni Bro Ffestiniog	Pengwern, YDref Werdd, Seren, Caffi Croesor, Gisda	Operational	Yr 1-2
	9.2	Supporting People Hub	Cyngor Gwynedd	Y Dref Werdd	Operational	Yr 1-2
	9.3	Seren development program	Cwmni Seren	Local organisations	Development	Yr 3-5
	9.4	Re-open Blaenau Leisure Center	'Y Ganolfan' committee		Preliminary	
<b>B10. Plans to develop the Town Centre</b>	10.1	Plan to upgrade 'Y Ganolfan'	'Y Ganolfan' committee	Local groups	Operational	Yr 1-2
<b>B11. Plans and support for activities that promote the Welsh language and culture and that support learners of the language</b>	11.1	Our Designation, Our Pride, Our Future	Cyngor Gwynedd	National Lottery, Local Slate Group	Operational	Yr 1-2
	11.2	Welsh Slate WHS Programme	Cyngor Gwynedd	CADW, Local Slate Group	Operational	Yr 1-2
	11.3	Welsh Nature Walks	Walking and Nordic Tours Wales	Hunaniaith	Operational	Yr 1-2
	11.4	Paned a Practis 'Cuppa and practice'	Neuadd Trawsfynydd	Hunaniaith	Operational	Yr 1-2

It is anticipated that there will be an opportunity to review collaboration arrangements between active organisations in the area. By working in partnership there will be an opportunity to link together activities below, and to respond to gaps by planning additional activities

Key Issue	Ref	Project	Lead	Partners	Status	Timetable
	11.5	Development of 'Ty'r Wern' Llan Ffestiniog	Bruhn Morris Foundation	Bruhn Morris Foundation consults with the community and wider partners.	Development	Yr 3-4
	11.6	Upgrading Capel Bach, Trawsfynydd to be home to the cultural organisations of the area	Prysor Male Voice Choir	Cultural organisations	Operational	Yr 1-2

# COORDINATING AND MONITORING

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The Action Plan is intended to incorporate the projects and activity of a wide range of organisations that contribute to the regeneration and improvement of the Bro Ffestiniog area. This is a live document, and will be updated from time to time.

As part of the Regeneration Framework, arrangements for monitoring and coordinating the work program will be established in the Bro Ffestiniog area, taking into account existing collaboration structures and arrangements.

A short annual report will be prepared including an update on the action plan and all related projects, and any progress during the period.



Thank you for the contributions of representatives from local organisations including:

- Ffestiniog Town Council
- Llanfrothen Community Council
- Maentwrog Community Council
- Trawsfynydd Community Council
- Y Ganolfan Blaenau Ffestiniog
- Cwmni Bro Ffestiniog
- Y Dref Werdd
- Seren Cyf
- CellB
- Neuadd Trawsfynydd
- Gisda
- Capel Bach
- Gwallgofiaid
- Gwyrdd Ni