

# Our Area Regeneration Framework

## LOCAL REGENERATION PLAN

### BRO ARDUDWY AREA

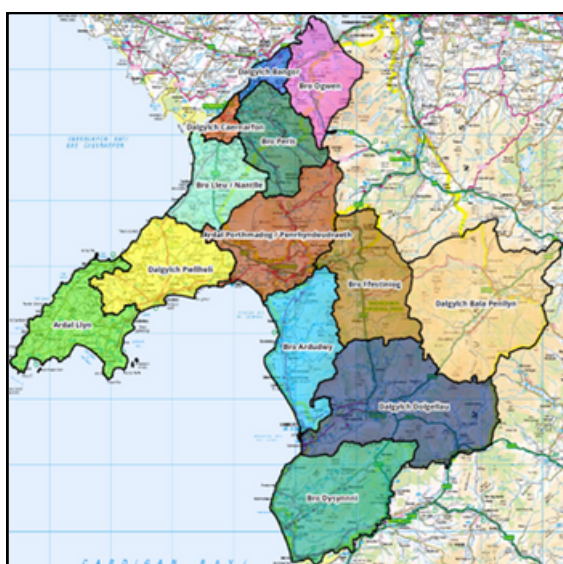


April 2025



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 Ardudwy 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 and discuss 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 15 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 . 273 responses were received from the Bro Arudwy 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 Gwynedd Council 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 Partnership 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**  
**Economy Eryri**

## 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)



The historic area of Bro Ardudwy is located on the coast of Meirionnydd which connects Tremadog Bay with the Rhinogydd mountains of Snowdonia and includes the towns of Harlech to the north and Barmouth to the south. The area includes the communities of Barmouth, Dyffryn Ardudwy, Harlech, Llanbedr, Llanfair, Talsarnau and Talybont.



## Bro Ardudwy Area Summary in Figures

### Strengths

Compares better than the average of Wales or Gwynedd

- **84.2** - women's life expectancy, higher than the Welsh figure of 82.3
- **81.2** - life expectancy for men, higher than the Welsh figure of 78.3
- **1.36** - (rate per 100) anti-social behavior recorded by the Police which is lower than Gwynedd's figure of 2.52 and Wales 2.55
- **83.6%** - the percentage of adults with a qualification that is higher than the average for Gwynedd (83%) and Wales (80%)
- **77%** - percentage of the population aged 26-64 who are economically active which is higher than the Welsh figure of 75%
- **12%** of people in income deprivation which is lower than the average of Gwynedd (13%) and Wales (16%)

### Weaknesses

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

- **12.6%** - children aged 4-5 are obese which is higher than the Welsh average of 11.8%
- **18%** of houses are holiday homes, which is higher than the average for Wales (3%) and the average for Gwynedd (11%)
- **2.3%** high value jobs lower than Gwynedd (11%) and Wales (13%)
- **48%** - who can speak Welsh which is lower than the Gwynedd figure (65%) but higher than Wales (19%)
- **23.4%** - percentage of the population living with a long-term illness or disability that is higher than 20.5% for Gwynedd

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)

## Residents' opinion about the area

### What is good about the area?

- The natural environment and ease of access to mountains, seaside and countryside(231)
- It is a safe area (164)
- Heritage and history of the area (145)
- The area's ability to attract tourism for economic benefit(132)
- Community spirit and camaraderie (124)
- Quality walking and cycling routes and the Coastal Path (85)
- Public transport - the fact that the Cambrian train network serves the area and the bus network(70)
- Facilities such as shops, cafes and restaurants (68)
- The Welsh language and culture(57)

### What is not good about the area?

- Lack of high paying and full time jobs(116)
- Lack of suitable and affordable housing for local people to buy or rent(114)
- There is a high number of second homes and summer homes in the area (111)
- The local economy is fragile, there is not enough support for businesses and shops are closing(106)
- Problems relating to parking, road conditions and traffic in many parts of the area (103)
- Lack of provision and activities for young people (91)
- The area's public transport network is inadequate(90)
- Local concern about health, welfare and care provision in the area(77)

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

# BRO ARDUDWY 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

## Main local issues identified during the Our Area work

**What changes would you like to see happen in the Bro Ardudwy 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	123
2	Plans to ensure housing that suits the needs of local people	121
3	Plans to develop a public transport network	106
4	Plans to develop the Llanbedr Airport site	103
5	Introduce legislation to effectively manage the summer house and second home sector	96
6	Plans to solve parking and traffic problems	82
7	A greener area	82
8	Broadband infrastructure upgrade	79
9	Plans to improve cycle and walking routes	77
10	Improvements to Bermo harbour	67
11	Plans to improve community facilities and resources in order to bring people together	61
12	Develop better sports provision in the area	43
13	Plans and support for activities that promote the Welsh language and culture and that support learners of the language	40
14	Plans to develop skills and confidence among community members and promote better collaboration	37

# 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 support local businesses and enterprises and promote local products it would also attract more businesses which will create high value jobs for the area</b>	1.1	<i>Tanio Bermo</i> /Repair Cafe/library of things/Ffiws	Barmouth Town Council	Benthyg, Prosiect Ffiws	Development	Yr 3-5
	1.2	Prosperous Gwynedd: Business Development Fund	Cyngor Gwynedd	UK Government	Operational	Yr 1-2
	1.3	Barmouth Town Centre plan	Cyngor Gwynedd	Welsh Government, local organisations	Development	Yr 1-2
	1.4	Harlech Town Centre Plan	Cyngor Gwynedd	Welsh Government, local organisations	Development	Yr 1-2
	1.5	Heol y Llan Project, Barmouth	Barmouth Town Council	Cyngor Gwynedd	Development	Yr 1-2
	1.6	County schemes such as Recharge, Digital Future, Buy locally, Ffiws, Arfor	Various providers	Cyngor Gwynedd, Welsh Government	Operational	Yr 1-2
<b>B2. Plans to ensure housing that suits the needs of local people</b>	2.1	Cyngor Gwynedd Housing Action Plan	Cyngor Gwynedd	Gwynedd Housing Partners, Welsh Government, Third Sector	Operational	Yr 1-5
<b>B3. Plans to develop a public transport network</b>	3.1	Dyffryn Ardudwy car park	Dyffryn and Talybont Community Council	Cyngor Gwynedd	Operational	Yr 1-2
	3.2	Create safe routes along the A496 and B4573	Talsarnau and Harlech community councils		Preliminary	Yr 5+
	3.3	Abermaw Bridge upgrade works	Network Rail	Cyngor Gwynedd	Operational	Yr 1-2
	3.4	Green Gwynedd – Public Transport	Cyngor Gwynedd	Welsh Government, Transport for Wales and Providers	Preliminary	Yr 1-2



# ACTION PLAN

08

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Key Issue	Ref	Project	Lead	Partners	Status	Timetable
<b>B4. Plans to develop the Llanbedr Airport site</b>	4.1	Llanbedr Airport Overview Board	Cyngor Gwynedd	Snowdonia Aerospace LLP, Welsh Government	Development	Yr 3-5
<b>B5. Introduce legislation to effectively manage the summer house and second home sector</b>	5.1	Homely Gwynedd – Council Tax Premium	Cyngor Gwynedd		Operational	Yr 1-2
	5.2	Homely Gwynedd - Article 4 Instruction	Cyngor Gwynedd	Cyngor Gwynedd Planning Area	Preliminary	Yr 1-3
	5.3	Homely Gwynedd - Article 4 Instruction	Snowdonia National Park Authority	Areas within the National Park	Preliminary	Yr 1-3
<b>B6. Plans to solve parking and traffic problems</b>	6.1	Ardudwy Green Corridor	Cyngor Gwynedd	Welsh Government	Development	Yr 1-2
<b>B7. A greener area - renewable energy, reducing the use of plastic, car charging points, tree planting schemes etc.</b>	7.1	Barmouth Flood Defense Plan	Cyngor Gwynedd	Natural Resources Wales	Development	Yr 1-2
	7.2	Community garden plan, Wern Mynach	Friends of Wern Mynach		Operational	Yr 1-2
	7.3	Talsarnau Hall effectiveness improvement plan	Talsarnau Hall Committee		Development	Yr 1-2
	7.4	Green Gwynedd-County Plan	Cyngor Gwynedd	Welsh Government	Development	Yr 1-2
	7.5	Pensarn harbour improvements	CMC		Preliminary	Yr 1-3

# 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. Broadband building upgrade</b>	8.1	'The Last Few %' Scheme	Ambition North Wales	Cyngor Gwynedd, Welsh & UK Governments	Preliminary	Yr 3-5
	8.2	Access Broadband Cymru Grant scheme	Welsh Government		Preliminary	Yr 3-5
	8.3	Providing a very fast bandeang : Barmouth and Dyffryn Exchanges	Openreach Ltd	Cyngor Gwynedd	Operational	Yr 2-4
<b>B9 Plans to improve cycling and walking routes in the area</b>	9.1	Safe routes in communities - Tan y Castell, Harlech	Cyngor Gwynedd	Welsh Government	Development	Yr 1-2
<b>B10. Improvements to Barmouth harbour</b>	10.1	Viaduct Gardens Flood Prevention Scheme	Cyngor Gwynedd YGC	Welsh Government	Development	Yr 1-2
	10.2	North Prom Flood Prevention Scheme, Barmouth	Cyngor Gwynedd YGC	Welsh Government	Development	Yr 3-5
<b>B11. Plans to improve local community facilities and resources in order to bring people together</b>	11.1	Supporting People Hub	Cyngor Gwynedd	South Meirionnydd Food Bank	Operational	Yr 1-2
	11.2	Ardudwy Valley Cafe / Community Hub	Dyffryn Ardudwy Hall Committee		Development	Yr 1-2
	11.3	Memorial Park, Barmouth	Barmouth Town Council	Cyngor Gwynedd	Development	Yr 1-2
<b>B12. Plans to develop better sports provision in the area and support for community leisure centres</b>	12.1	Business Planning and work program for the future	Harlech and Ardudwy Leisure	Cyngor Gwynedd	Operational	Yr 1-2
	12.2	Develop facilities, resources, opportunities for physical activity	"Harlech Champions"	Sport Wales Local partnerships Cyngor Gwynedd, Ysgol Ardudwy	Operational	Yr 2-5
	12.3	Children and young people's play and socialising opportunities (County Plan)	Cyngor Gwynedd		Development	Yr 1-2

# ACTION PLAN (CONTINUED)

10

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
	12.4	Upgrading Pentre Uchaf Dyffryn Ardudwy Play Park	Dyffryn Ardudwy Community Council		Operational	Yr 1-2
<b>B13 Plans and support for activities which promote the Welsh language and culture and which support learners of the language</b>	13.1	Friends of Ellis Wynne	Adapting the Beudy, 'Y Las Ynys Fawr'		Preliminary	Yr 2-5
	13.2	Friends of Ellis Wynne	Disabled access to 'y Las Ynys Fawr'		Preliminary	Yr 2-5
	13.3	A Welsh Gwynedd : Promoting the use of the Welsh language (County Plan)	Cyngor Gwynedd	Various	Development	Yr 1-2
<b>B14. Plans to develop skills and confidence among members of community councils, groups and social enterprises and promote better collaboration</b>	14.1	Upgrading Llanbedr Toilets	Llanbedr Community Council		Development	Yr 1-2
	14.2	Dyffryn Ardudwy Cafe/Community Hub	Dyffryn Ardudwy Hall Committee		Development	Yr 1-2
	14.6	Artistic activities	The Dragon Theatre		Development	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 Ardudwy 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 Bro Ardudwy 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:

- Barmouth Town Council
- Talsarnau Community Council
- Dyffryn Ardudwy and Talybont Community Council
- Llanbedr Community Council
- Llanfair Community Council
- Harlech Community Council
- Harlech & Ardudwy Leisure Leisure
- The Dragon Theatre
- Friends of Ellis Wynne, Las Ynys Fawr
- Dyffryn Ardudwy Village Hall
- Llanbedr Hall
- Llanfair Hall
- Harlech Memorial Hall
- Talsarnau Hall
- Barmouth Sailor's Institute
- Harlech Rugby Club
- Harlech Golf Club
- Bermo and Dyffryn Football Club
- Harlech Tourism Association
- Friends of Wern Mynach
- Barmouth Oasis Community Group
- Barmouth Publicity Association
- Dyffryn Ardudwy and Talybont Regeneration Group
- Y Tir
- The Old Library, Harlech
- Llais Ardudwy Committee