

# Public Document Pack

## Cyngor Bwrdeistref Sirol Pen-y-bont ar Ogwr

### Bridgend County Borough Council



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#### **Cyfarwyddiaeth y Prif Weithredwr / Chief Executive's Directorate**

Deialu uniongyrchol / Direct line /: 01656 643148 / 643147 / 643694

Gofynnwch am / Ask for: Democratic Services

Ein cyf / Our ref:

Eich cyf / Your ref:

**Dyddiad/Date:** Tuesday, 20 April 2021

Dear Councillor,

#### **COMBINED MEETING OF SUBJECT OVERVIEW AND SCRUTINY COMMITTEE 3 AND CORPORATE OVERVIEW AND SCRUTINY COMMITTEE**

A Combined meeting of Subject Overview and Scrutiny Committee 3 and Corporate Overview and Scrutiny Committee will be held remotely via Microsoft Teams on **Monday, 26 April 2021 at 09:30.**

#### **AGENDA**

1. Apologies for Absence  
To receive apologies for absence from Members.
2. Declarations of Interest  
To receive declarations of personal and prejudicial interest (if any) from Members/Officers in accordance with the provisions of the Members Code of Conduct adopted by Council from 1 September 2008 (including whipping declarations)
3. Approval of Minutes 3 - 8  
To receive for approval the minutes of the meeting of the 17/12/20
4. Bridgend Town Centre Regeneration Masterplan and Consultation Invitees 9 - 150  
  
Councillor Huw David - Leader  
Councillor Charles Smith - Cabinet Member Education and Regeneration  
Councillor Richard Young - Cabinet Member Communities  
Janine Nightingale - Corporate Director, Communities  
Zak Shell - Head of Operations - Community Services  
Delyth Webb - Group Manager Strategic Regeneration  
Julian Thomas - Team Leader Regeneration Projects and Approaches  
Nicola Bunston - Consultation Engagement and Equalities Manager
5. Urgent Items  
To consider any item(s) of business in respect of which notice has been given in accordance with Part 4 (paragraph 4) of the Council Procedure Rules and which the person presiding at the meeting is of the opinion should by reason of special circumstances be

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transacted at the meeting as a matter of urgency.

Note: Please note: Due to the current requirement for social distancing this meeting will not be held at its usual location. This will be a virtual meeting and Members and Officers will be attending remotely. The meeting will be recorded for subsequent transmission via the Council's internet site which will be available as soon as practicable after the meeting. If you have any queries regarding this, please contact [cabinet\\_committee@bridgend.gov.uk](mailto:cabinet_committee@bridgend.gov.uk) or tel. 01656 643147 / 643148.

Yours faithfully

**K Watson**

Chief Officer, Legal, HR & Regulatory Services

Councillors:

SE Baldwin  
JPD Blundell  
N Clarke  
P Davies  
DK Edwards  
J Gebbie  
T Giffard  
CA Green

Councillors

DG Howells  
M Jones  
DRW Lewis  
JR McCarthy  
RL Penhale-Thomas  
JC Radcliffe  
KL Rowlands  
RMI Shaw

Councillors

JC Spanswick  
RME Stirman  
G Thomas  
T Thomas  
E Venables  
MC Voisey  
LM Walters  
JE Williams

## SUBJECT OVERVIEW AND SCRUTINY COMMITTEE 3 - THURSDAY, 17 DECEMBER 2020

MINUTES OF A MEETING OF THE SUBJECT OVERVIEW AND SCRUTINY COMMITTEE 3  
HELD IN REMOTELY VIA SKYPE FOR BUSINESS ON THURSDAY, 17 DECEMBER 2020 AT  
09:30

### Present

Councillor JPD Blundell – Chairperson

N Clarke  
RMI Shaw  
JE Williams

DK Edwards  
RME Stirman

DG Howells  
G Thomas

JR McCarthy  
MC Voisey

### Apologies for Absence

P Davies, DRW Lewis, JC Radcliffe, JC Spanswick, E Venables and LM Walters

### Officers:

Meryl Lawrence	Senior Democratic Services Officer - Scrutiny
Janine Nightingale	Corporate Director - Communities
Zak Shell	Head of Neighbourhood Services
Tracy Watson	Scrutiny Officer

### 112. DECLARATIONS OF INTEREST

None.

### 113. APPROVAL OF MINUTES

RESOLVED: That the Minutes of a meeting of Subject Overview and Scrutiny Committee 3 dated 16 November 2020, be approved as a true and accurate record.

### 114. VERBAL UPDATE FROM THE CORPORATE DIRECTOR - COMMUNITIES

The Cabinet Member – Communities thanked the Chairperson for the invitation and the opportunity to demonstrate how the Communities Directorate had operated during the pandemic. He was proud of the way the Communities Directorate had responded, interacted with the public, and had done everything possible to keep going, recognising that this was the most visible Directorate across the whole County Borough. He thanked all staff in the Directorate, the Director herself and all Officers for their monumental effort.

The Corporate Director – Communities referred to the strategic response by the Directorate to the Pandemic, acknowledging that it had been an incredibly difficult year for everyone, and that the response from the team had been exemplary, particularly with Welsh Government (WG) requirements changing rapidly. She advised that it should also be recognised that alongside the amount of effort that had gone into responding to the pandemic, staff had also still been progressing business as usual.

The Corporate Director – Communities made a presentation to the Committee on the impact of Covid-19 on the Directorate and the response. Following which the Senior Democratic Officer – Scrutiny circulated the presentation to Members and the Chairperson invited questions from Committee Members.

Members asked the following:

A Member acknowledged that Communities was the most publicly visible of all the Directorates and it had done incredibly well and that this should be relayed back to the whole team. The catch was that the Directorate might be a victim of its own success. The Member advised that in conversations with people in his ward, things like the refuse collection, street cleaning, etc., had been taken for granted as almost as if it had been business as usual, despite the far from business as usual circumstances. He added that perhaps the Communications team could convey what is being done and although it may be perceived as business as usual, the Directorate had needed to adapt whilst also taking on additional functions.

The Head of Operations – Community Services appreciated the Member's comments. He took the opportunity to describe how the Directorate was continuing to be impacted by Covid-19 and asked Members for their patience and understanding. He explained every department was being impacted, and whilst sickness levels of people working from home, were good, every operational department e.g. highways, waste, etc., had individuals not in work due to Covid-19 so they were struggling with operational numbers and this was a real challenge, as numbers were increasing. He explained that planning was ongoing in the event that actions had to be taken to stop some services and to make sure the critical ones were kept going. He advised that he was really proud of the teams, as their response had been phenomenal, but there were lots of challenges right across the board.

A Member thanked the Corporate Director – Communities for the very comprehensive presentation and added his thanks. He advised that what was being seen was a service, which was showing little signs of deteriorating. The Member asked if the local authority would be imposing any local restrictions from the 28 December, as had been done when the pandemic first manifested itself, e.g. closing playgrounds, municipal sites closed or any restrictions, as these were the questions members of the public would ask.

The Corporate Director – Communities explained that this was something that the Local Authority was still working through. WG had communicated the Tiers and the restrictions in each Tier the day before and the local authority needed to understand what that meant in terms of Tier 4. She advised that when the First Minister had made his speech the previous day, he had referred to some decisions being made by local authorities and some by WG. She had a call later in the day, which would hopefully get some clarification of what exactly could and could not be done. The Corporate Director – Communities stated that she would provide a comprehensive list of what this meant for the county borough for circulation to all Members as soon as possible. The Senior Democratic Officer – Scrutiny would forward the link from the WG regarding Tier 4 restrictions to Committee Members, once received.

A Member had sent in a question in their absence and noted that because people were no longer working together in the building what oversight was there and what was being done to understand how staff were feeling.

The Corporate Director – Communities advised that there was a lot that was being done on this front, not just communicating with staff regularly. Within the Directorate, the Director had informal departmental meetings every week on a Thursday with her team, with the information being fed up and down, noting that this was the day after CCMB, so making sure the team received the information directly. There were formal departmental meetings, which were held monthly with colleagues from HR and Finance, to get a picture on performance monitoring. The Corporate Director – Communities had also introduced an extended DMT, not just with her direct reports but with other Managers included in looking at corporate items. There were also regular 1 to 1's. She felt it was important to maintain dialogue with directly managed staff, and this wasn't about people



not doing their job properly, it was about people working too hard and too long and the opposite effect to what most people would imagine. Some staff in particular were finding it very hard to distinguish between work and home and staff were being encouraged to have a work life balance. This was being addressed by prioritising work and encouraging people to take leave.

The Corporate Director – Communities advised that she was concerned about welfare, staff taking appropriate breaks, taking their leave and having the rest they deserved. She said that some staff had been referred to some of the Care First training that was available around mindfulness, how to take a break from work, the importance of eating well, physical activity, etc. She also acknowledged the flexibility of working hours for some staff during this time.

The Head of Operations – Community Services explained that the new way of working had been a challenge but it had been a surprise how well working remotely had initially worked, however after a period of time some of the challenges of working remotely had emerged. He realised how much he had picked up what was going on from being in the office, interacting in informal chats with team members, and how this had informed his overall picture of how services were being delivered, what was ok and where there were issues. He explained that one of the things Managers were doing was extending their team meetings, by having formal team meetings with direct reports and then reporting on what is going on in each section. This would include Business Support staff that wouldn't necessarily be in the meeting, on a regular basis, to get everyone together and make everyone feel included, otherwise staff could begin to feel disconnected.

The Head of Operations – Community Services felt there were some real benefits from the way staff were working which was reflected in the sickness figures, however there was also a danger that differentiating between being in the office and switching off at home, could be lost. It was too easy to respond to an email because there was constant access to devices and staff could easily be drawn into working too many hours. He advised that some staff had started to show stress because of this and it was therefore about defining self-disciplines for everyone's mental wellbeing.

A Member asked the Corporate Director – Communities whether she was happy with the progress that was being made in assessing and giving out grants.

The Corporate Director – Communities explained that the response from the teams involved had been tremendous as the grants had been incredibly difficult to administer, with some being direct cash grants and some based on non-domestic rates. The criteria was difficult, the process was onerous and it was unrelenting, as once each round of grants had been distributed the next round had been received for processing, but she was very comfortable that staff were ready and prepared. She advised that it had been a baptism of fire in the first couple of months but knowing how important business survival was, some staff had postponed leave at critical times to administer grants. Many automated systems had been put in place, which had really helped and as round 4 of grant distribution approached, so many of the systems were slicker and faster. She had requested WG colleagues make the forthcoming grants simpler, but acknowledged that what WG wanted was to make sure that people were getting the money for the right reasons and had tightened up eligibility for grants to demonstrate the impact on a business. However, the tighter the restrictions the more difficult it was to allocate the money and the more difficult the job became. She felt the teams were ready for the next round and commended this incredibly committed team that were looking at a rota over the Christmas break to enable the grant money to get to businesses. While the Director would like staff to take a break, for the Head of Operations – Community Services and some of his operatives this would mean keeping in touch in order to monitor the situation to report to WG going forward.

The Cabinet Member – Communities advised that Members were now getting a flavour of the amazing efforts of staff to ensure that services carried on through the darkest days. He explained that all this was done with staff themselves not immune to Covid-19, many members of staff unable to work and those remaining members of staff covering as well. It had been a monumental effort by the Communities Directorate staff and he was really proud of them.

The Cabinet Member – Communities thanked the Chairperson and Members of the Committee for endorsing the comments he had made earlier thanking the staff. He explained that while everything discussed today had been in relation to the past, he stressed that on the 28 December Wales would be going into a most stringent lockdown once again and once again would be calling on staff to make the same efforts to ensure Bridgend County Borough Council remained open for business.

The Chairperson asked the Corporate Director – Communities to pass the Committee's thanks back to everyone in the Directorate.

**115. FORWARD WORK PROGRAMME UPDATE**

The Senior Democratic Officer - Scrutiny presented the report. She advised that Members would recall that the Council had been advised that the Local Government Financial Settlement from WG would be later than expected, and therefore scrutiny of the Medium Term Financial Strategy would be considered by Scrutiny Committees after Cabinet considered the draft proposals on 19th January, instead of the December cycle of meetings, as originally planned.

As set out in the table in paragraph 4.1 of the report, and following approval at November Council the dates for Scrutiny meetings had been moved to:

20 Jan at 10am for the draft MTFS for Education & Family Support and Communities' Directorate.

21st Jan at 10am for the draft MTFS for Social Services and Wellbeing and the Chief Executive's Directorate.

The Chairperson asked for clarification that all Members could attend both Combined meetings of Scrutiny Committees in January.

The Senior Democratic Officer – Scrutiny confirmed that Members of all Scrutiny Committees would be invited to both meetings to scrutinise the MTFS and budget proposals across the portfolios allocated to each meeting. She explained that it was a different approach this year due to the lateness of the settlement, to maximise the opportunity for scrutiny in the compressed timescale available, and to provide opportunity to comment on the overall budget. She advised that if Members were not able to attend there was potential once the report was circulated, to email questions and ensure they were put to the invitees, so this did not preclude Members from asking questions.

In terms of the forward work programme, the Senior Democratic Officer – Scrutiny advised that Members may wish to wait until the MTFS to identify particular items that were more pressing than others that Members may wish to explore. She reminded the Committee that at every meeting there was an opportunity to review the forward work programme.

A Member acknowledged that there would be issues that would arise as a result of the MTFS meetings, but following on from the Communities Directorate presentation he felt it would be helpful to have a further update next year as there would be more clarity once the vaccine programme was being delivered, to enable discussion to take place about taking things forward, post pandemic.

The Senior Democratic Officer – Scrutiny also reminded Members that the Corporate Overview and Scrutiny committee would receive a report on Quarter 2 Performance at its meeting on 14<sup>th</sup> January, arising from which there could be areas of focus that Members wished to add to the Forward Work Programme.

The Chairperson reminded Members that they could respond to the Bridgend Town Centre Master Plan consultation which would close on 1 March 2021. A Member confirmed that he had completed the survey and encouraged all Members to do so.

There were no further items identified for consideration on the Forward Work Programme for the remainder of the municipal calendar of meetings using the agreed form, and this could be revisited in the next meeting.

RESOLVED: That the Committee note the Forward Work Programme set out in paragraphs 4.1 of the report.

116. URGENT ITEMS

None.

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## BRIDGEND COUNTY BOROUGH COUNCIL

### REPORT TO COMBINED MEETING OF SUBJECT OVERVIEW AND SCRUTINY COMMITTEE 3 AND CORPORATE OVERVIEW AND SCRUTINY COMMITTEE

26 APRIL 2021

#### REPORT OF THE CORPORATE DIRECTOR - COMMUNITIES

#### BRIDGEND TOWN CENTRE REGENERATION MASTERPLAN AND CONSULTATION

##### 1. Purpose of report

- 1.1 The purpose of this report is to inform the Combined meeting of Overview and Scrutiny Committees of the development of the Bridgend Town Centre Masterplan and of the outcome of the public consultation process concluded on 1<sup>st</sup> March 2021.
- 1.2 The outcome of the consultation will be reported to Cabinet and any additional views of the Committees will form part of that report.

##### 2. Connection to corporate well-being objectives/other corporate priorities

- 2.1 This report assists in the achievement of the following corporate well-being objectives:-
  - **Supporting a successful sustainable economy** – taking steps to make the county borough a great place to do business, for people to live, work, study and visit, and to ensure that our schools are focussed on raising the skills, qualifications and ambitions for all people in the county borough.
  - **Helping people and communities to be more healthy and resilient** – taking steps to reduce or prevent people from becoming vulnerable or dependent on the Council and its services. Supporting individuals and communities to build resilience, and enable them to develop solutions to have active, healthy and independent lives.
  - **Smarter use of resources** – ensuring that all resources (financial, physical, ecological, human and technological) are used as effectively and efficiently as possible and support the creation of resources throughout the community that can help deliver the Council's well-being objectives.

##### 3. Background

- 3.1 The Bridgend Town Centre Masterplan was commissioned in February 2020 with the purpose of it being a key strategic document to create a coherent basis for attracting investors and investment, delivering a comprehensive range of economic and regeneration projects and to support the Authority's ability to secure future funding for the town.
- 3.2 Following a competitive tender process, BDP Consultants and a wider sub-consultant team consisting of Asbri Planning, Cooke and Arkwright and Phil Jones Associates were appointed by Bridgend County Borough Council (BCBC) to prepare a Regeneration Masterplan for, and on behalf of, BCBC for the Bridgend town centre.

- 3.3 The previous Masterplan for the town was commissioned over 10 years ago, with the focus on the development of key retail sites. The landscape for towns has changed dramatically in the interim and continues to change at pace. Therefore the need for the Authority to identify new and sustainable ways to encourage and retain footfall, and how to direct investment in the town, is vital.
- 3.4 The Masterplan purpose is to be a dynamic long-term planning document that offers a theoretical layout building on the town's many strengths to guide future regeneration and growth. It also provides analysis, recommendations, and proposals for the town centre. It complements the Local Development Plan (LDP) and work within the LDP review, and also ensures that it accounts for national Planning Policy in its recommendations.
- 3.5 As part of the development of the Masterplan, BCBC conducted an extensive stakeholder engagement process during the early stages of the project, the findings of which are represented / incorporated into the Masterplan. An invite was extended to numerous external stakeholders including traders, local organisations, landowners, the Bridgend Town Council, other governmental authorities and relevant working groups. BDP subsequently conducted a visioning workshop with a range of external stakeholders.
- 3.6 Within the Authority there are many departments delivering or working on specific proposals impacting the town. Equally there are government policies which guide and influence how development should take place. They both equally have to be brought together to understand how they can best positively impact on the town.
- 3.7 In December 2020 a draft Masterplan was finalised for public consultation. The consultation started on 6<sup>th</sup> December 2020 and finished on 1<sup>st</sup> March 2021.

#### **4. Current situation/proposal**

- 4.1 The Bridgend Town Centre Masterplan will remain draft until it is presented to Cabinet for final endorsement. The Executive Summary, shared as part of the consultation process can be found in **Appendix A**.
- 4.2 The formal public consultation process has concluded, and the responses reviewed and considered in relation to any corrections, omissions and strengthening of the document.
- 4.3 The vision brings together enterprise, employment, education, in-town living, shopping, culture, tourism and well-being within a historic setting.
- 4.4 The plan is deliberately ambitious, and sets out a series of deliverable and aspirational projects over the short, medium and long term. To achieve the overall vision and regenerate Bridgend Town Centre over the next ten years, four broad themes have been identified:
- Growth
  - Resilience
  - Well-being
  - Identity

4.5 Bridgend town centre is used for a variety of purposes which have enabled eight development zones to be formed, within which 23 relevant projects have been identified, plus a number of site wide projects. A map of the development zones can be seen in **Appendix B**.

The development zones include:

- The Railway Station Area
- Brackla, Nolton and Oldcastle
- The Retail Core
- Café and Cultural Quarter
- The Northern Gateway
- Riverside
- Newcastle
- Sunnyside

4.6 Key overarching projects in the Masterplan are:

- A new entrance to the railway station from Tremains Road and Llynfi Lane
- Improvements to the Northern Gateway - to create a legible and attractive gateway to the town centre
- The relocation of Bridgend College to the town centre
- To create a culture hub as an indoor event space
- A new town square
- More in-town living
- Better access to the town centre
- Strengthen the retail core
- Improvements in and along the Ogmore River

4.7 The Masterplan also sets out the key drivers, partners and financial tools available to be able to bring many of the projects and aims to fruition.

4.8 The consultation survey aimed to gain views from as many different people and businesses about what their preferred projects, options and priorities are.

4.9 The consultation took place over a 12 week period from 7<sup>th</sup> December 2020 to 1<sup>st</sup> March 2021. 1402 interactions were received from a combination of survey completions, social media engagements, emails and letters and engagement sessions. Specific sessions were held with the Bridgend Youth Council, Penybont Primary School, the Town and Community Council Forum and local members.

4.10 The consultation survey was available to complete through a variety of formats and was coordinated by the Consultation and Engagement Team. The primary electronic link was on the Council's website. Paper copies of the consultation were made available via request, also including large print, standard, easy read and a youth version. All were available in English and Welsh. An explainer video was designed to help people understand what was being asked of them, with examples of questions that were included in the consultation. The video was featured on the webpage and the council's social media channels, including Facebook, Twitter and Instagram.

4.11 In total, there were 51 questions. All questions were optional, so participants could choose to answer all or some of the questions. However, comments and opinions were also welcomed via social media. The Webpage received 1,549 total link clicks,

with the explainer video being viewed 10,673 times. **Appendix C** is the full Consultation Report, detailing all responses to all questions. It also records all comments and themes of engagement from social media and the engagement sessions.

4.12 Headline responses are as follows:

- 84% of respondents agreed with the overall vision for the town centre;
- 76% of respondents agreed with all the proposals in Development zone A – the railway station area;
- 83% of respondents agreed with the proposal to make a new entrance to the station from Tremains road;
- 71% of respondents agreed with all the proposals in Development zone B – Brackla, Nolton and Oldcastle;
- 65% of respondents agreed that moving part of the Bridgend College Campus and other educational institutions to the town centre would help to improve town centre footfall and improve its growth;
- 75% of respondents agreed with all the proposals in Development zone C – the retail core;
- 79% of respondents agreed with all the proposals in Development zone D – the café and cultural quarter;
- 74% of respondents agreed with all the proposals in Development zone E – the Northern Gateway;
- 69% of respondents agreed with all the proposals in Development zone F – Riverside;
- 71% of respondents agreed with all the proposals in Development zone G – Newcastle;
- 77% of respondents agreed with all the proposals in Development zone H – Sunnyside;
- 61% of respondents stated that they would like to see Bridgend town centre as a place with more in-town living opportunities;
- 44% of respondents selected partial reopening to traffic as the best option for access to Bridgend town centre, 35% selected for access to remain unchanged and 21% selected to reopen all roads to traffic;
- 41% of respondents stated that the current provision for public transport to Bridgend town centre is adequate;
- 75% of respondents stated that the town centre would benefit from improved active travel links;
- 87% of respondents stated that they supported the creation of a new Town Square and more green space in the town centre;
- 81% of respondents stated that they thought the town suffered from anti-social behaviour;
- 60% of respondents felt that there were aspects of the Masterplan that could help young people have a greater connection with their town centre;
- 78% of respondents felt that the town would benefit from a heritage trail linking up all the historic assets of the town centre.

4.13 Officers have thoroughly reviewed the report and are confident in progressing to deliver against the projects and themes within the Masterplan.



- 4.14 The vast majority of responses were positive and saw the opportunities presented as constructive for the town centre. Notable additional comments included the need to incorporate greater support to business and retail; the desire for greater information on the financing of proposals and the need to incorporate greater improvements around travel, highway infrastructure and parking.
- 4.15 Officers are already delivering a variety of projects identified within the plan and where relevant have begun work on bringing together key partners required to deliver against the plan. Other actions for officers have been to ensure that the consultation responses are shared with other departments to which the comments are relevant.

## **5. Effect upon policy framework and procedure rules**

- 5.1 There is no effect upon the policy framework and procedure rules.

## **6. Equality Impact Assessment**

- 6.1 A full EIA is attached in **Appendix D**.
- 6.2 The assessment has taken account of the consultation responses and the equalities responses from consultees.

## **7. Well-being of Future Generations (Wales) Act 2015 implications**

- 7.1 The Wellbeing and Future Generations Act Assessment is attached in **Appendix E**.
- 7.2 The following is a summary of the Well-being of Future Generations (Wales) Act 2015 Assessment:
- Long-term  
The masterplan provides a framework as to what opportunities there are to deliver meaningful short, medium and long term projects in the Town Centre. Whilst there is an imperative to support town centre activity in the short term when investing significant time and money in the infrastructure and redevelopment of sites and premises it has to be done with a long term vision and in collaboration with partners to ensure the investment is supporting future needs of those, living in, working in, and visiting the town.
  - Prevention  
Bridgend Town Centre has an economic, social and environmental role to play for the residents of Bridgend. It is the Authority's responsibility to safeguard and enhance those roles and ensure that services, buildings and public realm are fit for purpose and inspiring. The decline in both the offer and infrastructure will continue to deteriorate if the Authority doesn't intervene by setting out its ambitions and intentions for how to invest and revive the Town.
  - Integration  
The overarching themes for the Masterplan have been set out as Growth, Resilience, Well-being and Identity.  
There are 10 key objectives which bring together economic, educational, social, environmental & cultural projects to create an integrated community within the town.

- **Collaboration**  
The Masterplan has been developed in collaboration with strategic partners operating within the town, including Police, local organisations, Bridgend College, social landlords and major landowners. Its objectives will need to be delivered in partnership with the public and private sector.
- **Involvement**  
The collaborative process of developing the plan and the thorough consultation process has ensured that a diverse cross section of the population have been involved in putting it together and have considered its potential impact on the town and the outcomes promoted. The Authority will require the leadership and engagement of all partners and stakeholders to deliver the various projects within the Masterplan.

## **8. Financial implications**

- 8.1 There are no direct financial implications arising for the authority from this report. All financial considerations will need to be considered on a project by project basis and further reports will be brought back to Cabinet and/or Council as appropriate.

## **9. Recommendation**

- 9.1 It is recommended that the Committees consider and comment on the consultation responses with any recommendations being reported to Cabinet along with the final Masterplan and outcome of the consultation report.

**Janine Nightingale**  
**Corporate Director – Communities**  
**Date: 26 April 2021**

**Contact officer: Delyth Webb**

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**Postal address:** Civic Offices, Angel Street, Bridgend, CF314WB

**Background papers:**

[Bridgend Town Centre Masterplan full version](#)



# Bridgend Town Centre Masterplan

## Executive Summary

October 2020

Appendix A

**Canol Trefi**  
Pobl | Cymuned | Perthyn



**Town Centres**  
People | Community | Belonging





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## Cabinet Member's Foreword



**Councillor Charles Smith**

**Cabinet Member for Education and Regeneration**



I am delighted to welcome you to the Bridgend Town Centre Masterplan.

All across the UK, town centres are facing up to the considerable and complex challenges posed by the coronavirus pandemic, Brexit and ongoing changes in shopping patterns and how people now choose to use their local town centre areas.

This ambitious, exciting strategy seeks to ensure that Bridgend town centre is capable of meeting these challenges, and can develop and adapt to a rapidly changing environment as well as uncertain markets and emerging economic conditions.

We want the masterplan to act as a catalyst for sustainable future growth while meeting the requirements and aspirations of the private, public and third sectors.

To support this, the plan offers a theoretical layout which helps guide development and regeneration, and uses a zoned approach to support applications for specific types of funding as well as the aims and objectives of the county borough's new Local Development Plan.

The masterplan encapsulates an informative and comprehensive strategy for increasing the number of people who shop, work, live, visit and enjoy the town centre, and seeks to improve retail opportunities, create new commercial office space, introduce new public realm works, and provide better transport facilities.

As a guiding document, it is designed to enable us to deliver our vision of a vibrant town centre community, one which reflects the goals and aspirations of the Well-Being of Future Generations (Wales) Act, and which harnesses the potential inherent within Bridgend for supporting an innovative, productive and sustainable community – one that ultimately contributes towards the long-term aims of a globally responsible and prosperous Wales.



## Foreword from the Association of Town and City Management



**Ojay McDonald**

**Chief Executive Officer**

**Association of Town & City Management**



Town centres and high streets everywhere are probably facing their most difficult period since the Second World War.

The digital revolution means we are seeing innovation and change happen at a level unprecedented in human history. And the impact on consumer behaviour and business practices is there for all to see, with the digital economy producing a conveyor belt of new business models

To add to this disruption is a pandemic which means, for now, the traditional ways of trading face-to-face are not always possible meaning uncertainty in many sectors.

I recently participated in a global conference on high streets where the challenges for towns and cities across the world are same. It did not matter if it was a retailer in Sweden, a café in New Zealand, a restaurant in Canada, or a property owner in the US. The challenges were similar, and town centres are struggling to adapt.

But there is hope. Shared problems mean the potential for shared solutions. And the one solution which was universal to revitalising town centres was collaboration. Across the world there is the growing recognition for businesses, landlords, local government, educationalists and the civic community to come together. The willingness to engage in

open dialogue and map a route forward together is often rewarded with the building blocks of a better future for the town centre. And this must be a starting point for Bridgend.

It is, like so many other town centres, the heart of the community and the foundation of the economy. The health of Bridgend town centre has implications for the wider region. Its worth the effort, especially as we all adapt to cope with a rapidly changing world.

I encourage you all to work together, engage with this masterplan and begin a dialogue with colleagues across the town. It's been sometime since my last trip to the town but, pandemic permitting, I hope to return soon to be part of the debate of creating a better tomorrow for the town of Bridgend.



Introduction

Bridgend (Pen-y-bont) is a historic town in South Wales, located equidistant between Cardiff and Swansea, Wales’ two biggest cities. Bridgend, situated on the Ogmore River, is approximately 5 kilometres upstream from the Bristol Channel and gets its name from the bridge built at a fording point of the river. The town itself benefits from excellent access by a variety of forms of transport. The M4 motorway runs close to Bridgend town with the A473 and A4061 connecting the former to the town centre. The railway and bus stations are both within the town centre. The Office for National Statistics (ONS) estimates a population of 143,400 in 2015 for Bridgend County Borough. Bridgend town centre accounts for approximately 33% of the County Borough’s population (around 47,000 people).

The regeneration masterplan for Bridgend town centre outlines a vision for a liveable and vibrant community. It identifies a series of ambitious and deliverable projects for the next 10 years that will support future economic growth, and secure more benefits and opportunities for the County Borough. The projects are complemented by a robust action plan and delivery mechanism which provide strategic direction to town centre development.

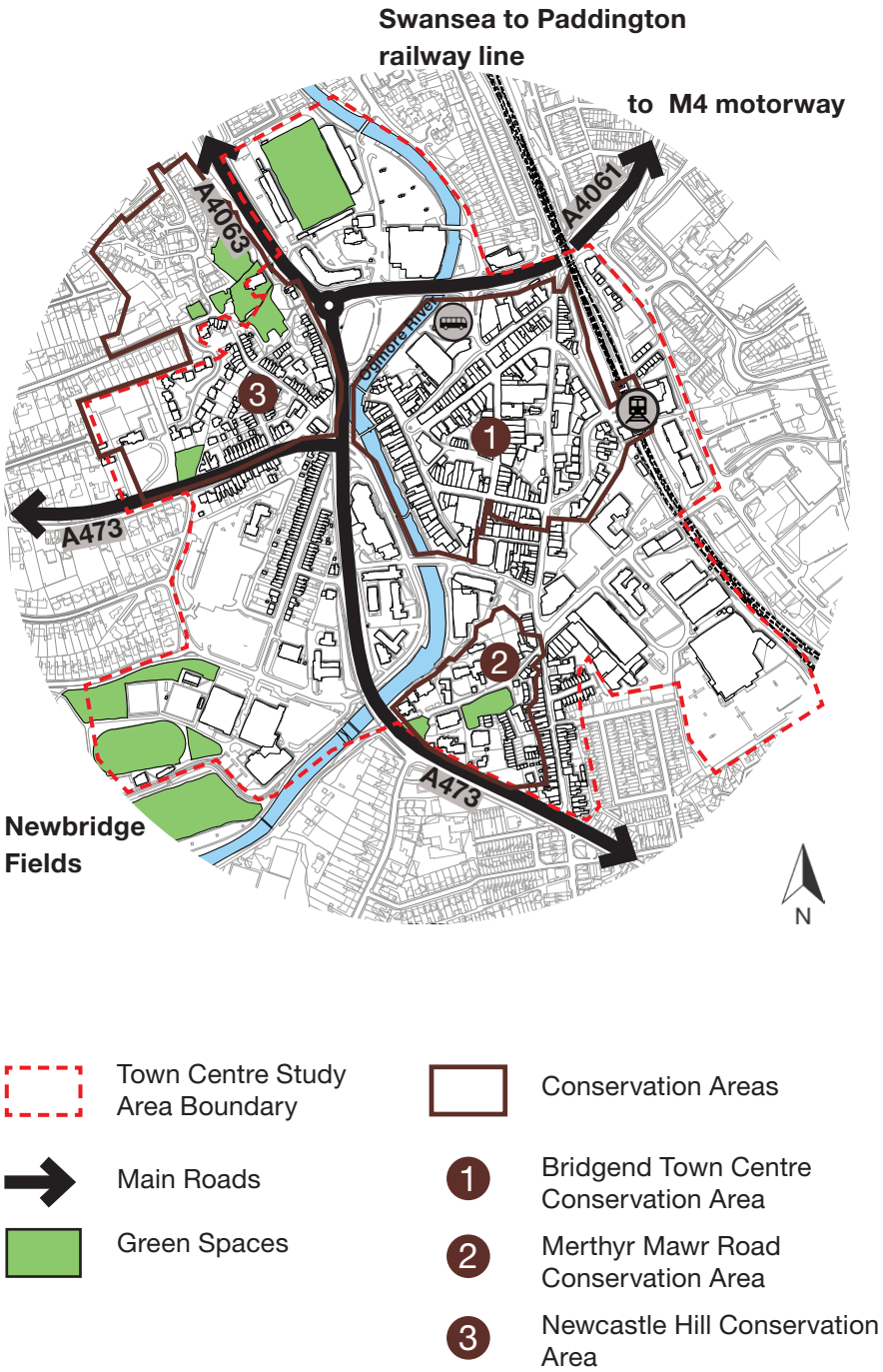
The masterplan will be used as a dynamic long-term planning document that will offer a theoretical layout to guide future regeneration and growth. It will provide analysis, recommendations, and proposals for the town centre. It will complement the BCBC Local Development Plan. It is a priority that the masterplan will be adopted as future Supplementary Planning Guidance (SPG).

Bridgend Town Centre Study Area

The town centre study area, which comprises the town centre, is less than 1 sqkm in area and contains three conservation areas. Large open spaces, including Newbridge Fields are located on the periphery of the town centre. The railway station and its adjacent area to the east is seen as a strategic site for development. The ‘A’ roads and the Ogmore River separate the town centre from its surroundings to the north and the west.



Bridgend railway station, a key transport hub and gateway to the town centre



Plan showing the town centre study area boundary and major transport infrastructure around Bridgend town centre.



## Developing a Collaborative Masterplan with Stakeholders

As part of the development of the regeneration masterplan for Bridgend town centre, BCBC conducted an extensive stakeholder engagement process during the early stages of the project and the findings are represented within the masterplan. BCBC extended an invite to all external stakeholders, including local organisations, landowners, the Town Council, other governmental authorities and relevant working groups.



Image showing stakeholder feedback from the Visioning Workshop for Bridgend town centre masterplan, conducted on 11th March 2020 in the Civic Offices, Bridgend.

Several key themes emerged from the stakeholder engagement and these are summarised below:

### Placemaking & Identity

The town should not try to compete with the neighbouring retail offer of Cardiff or Swansea and instead offer something different, building on the cultural offer of Bridgend and developing related leisure activities. Properties flanking the river should be redeveloped so that they open on to the river as well as the streetscape within the town centre.

### Heritage & Conservation

Heritage is important to local people and could become the town centre's unique selling point (USP). A focus on heritage would increase town centre footfall through tourism. This would strengthen Bridgend's sense of identity and fit in with a desire to build on a cultural offering.



Dunraven Place and the War Memorial, a listed structure, within the Bridgend Town Centre Conservation Area.

### Regeneration & Development

Several sites around the town centre were identified as being in need of redevelopment. Some of these include:-

- Railway station and the surrounding area
- Wyndham Street
- Cheapside (including the police station site and potential relocation of Bridgend College)
- Brackla House
- Former Lorne Stewart site
- YMCA, Bridgend Driving Test Centre and Jobcentre Plus
- Wyndham House (key central location at heart of the town)
- Former post office site on Derwen Road
- Llynfi Lane area to the north of the railway station

### Shrinking Town Centre Retail

The problems facing the retail sector in Bridgend attracted many comments. The town centre is perceived as too big and lacking a focal point. There are a large number of empty retail units and some of the Rhiw Shopping centre units have been vacant for 18-20 years. To counter the falling demand retail units should be converted to residential use or alternative leisure use.

### Increased Residential Living

People moving into the town centre needs to be central to the masterplan, enabling a more mixed economy

comprising retail and leisure. Living opportunities in the town centre should be increased to improve vibrancy. The Rhiw development is seen as a positive example of affordable housing in the town centre.



*The Rhiw housing development on Rhiw Hill.*

### Increased Open Space & Public Realm

The perceived lack of a focal centre for activities is evident in the town centre. This is linked to the opinions that Bridgend lacks any large outdoor event space or congregation area in the town centre. The town centre needs green pockets / open spaces and trees which incorporate seating to sit and enjoy the surroundings. The railway station is seen as an unwelcome entrance to the town with buildings that 'turn their back' on the station. Further improvements could be made to enhance and promote walks along the river.

### Access, Permeability & Legibility

There were several comments that more could be done to improve the entrances to the town with permeable, legible and welcoming gateways. Legibility could be

improved especially between the two public transport nodes of the bus and railway station and better pedestrian links generally from the railway station.

### Transport & Infrastructure

Access to the railway station from both sides of the track can be improved by prioritising non-car modes and implementing active travel routes, linking the surrounding residential areas to the town centre and its transport hubs. Improvements should include:

- Allow the station to be accessed from both sides of the track
- Link the town centre to the Bridgend Industrial Estate
- Ensure that the station offers high-quality facilities to encourage access by active and sustainable travel including appropriate cycle storage facilities
- Some pedestrianisation not seen as successful such as Market Street, Dunraven Place and Queen Street

### Flood Risk

The latest TAN 15 guidance on Development and Flood Risk is under review and should inform the masterplan when adopted. Potential development in Flood Zone C2 should proceed with caution and flood risk mitigation measures for the development should be reviewed.

### Safety

Although serious crime is low, the town centre struggles with a perception of safety in terms of anti-social behaviour (ASB). Improving the perception of safety and mitigating any anti-social behaviour is necessary. Options for improvement that should be considered include:

- Improvements to multi-storey car parks.
- Night time crime, in terms of anti-social behaviour, is particularly an issue around the bus station.
- It is highly recommended to include the Designing out Crime officer early on in the design and planning process and ensure 'Secure by Design' measures are incorporated within town centre developments.
- Flexible vehicular access within some streets of the town centre could help reduce ASB. Natural surveillance could be improved on some town centre streets.
- Elder Lane has had positive improvements in terms of safety on the street and the immediate area.
- Secure cycle storage is necessary in the town centre.



*Bridgend bus station is a key transport hub and gateway to the town centre. Anti-social behaviour has been reported in its vicinity.*



## Town Centre Study - Key Findings and Considerations

A number of key findings from the town centre study conducted by BDP and the wider consultant team during March 2020 found that:

- The elegant 2-3 storey, Georgian and the mid-Victorian buildings contribute to the positive architectural character of the town centre, but infill redevelopment, particularly on Market Street, Wyndham Street, Queen Street, Caroline Street and Derwen Road, detracts from the historic character of the area.
- The town centre comprises in-town living opportunities, such as the Rhiw housing development; key employment space at Tremains Business Park; amenities and community facilities; and the dominance of retail including two shopping centres: Rhiw Shopping Centre and Bridgend Shopping Centre.
- The town centre also has a significant number of vacant properties in poor condition on Wyndham Street, Market Street and within the shopping centres.
- The town centre has a range of quality office space provision, but availability is limited. Headline rents - £9.50-£12.50 are lower than out of town office space, which have a good supply of modern SME space. Existing office occupiers focused on car use with current road infrastructure and parking more relevant to public transport. Rents can be as high as £5- £6 per sq. ft. for smaller industrial stock which is market leading.

- The town centre primarily has low-rise buildings of 2-3 storeys, providing an opportunity to create a landmark building. The Civic Offices, Rhiw housing development and Brackla House extend up-to 4-6 storeys forming a key part of the town centre skyline.



*Jobcentre Plus building and Civic Offices are one of the tall buildings along the Ogmores River in the town centre.*

- The core of the town retail area has been pedestrianised, however there is lack of tree planting or other urban greening measures. In addition to the presence of street lighting, amenity lighting highlighting historic features in the area would be beneficial.
- Investment in public art is also noted at Cheapside Plaza along with other public realm improvements in the town centre.
- The Ogmores River is a key element of the town centre and riverside improvements have been undertaken in the recent years through the implementation of the Angel Walkway.

- There is a lack of open space in the town centre, with large open spaces such as Newbridge Fields outside the core, to the south-west of the town centre.
- Strategic highway routes, such as the A4061 and the A473 connect Bridgend to the M4 corridor.
- The railway station is the fifth busiest station in Wales and is on a line that serves Cardiff, Swansea and London.
- The town centre has a bus station, and Derwen Road/ Nolton Street function as the key bus route within the town centre.
- Off street car parks are generally quite small and are dispersed around the town centre and may be difficult to find for unfamiliar visitors. Many of the car parks have open frontages and interrupt the historic grain of the town centre.
- The town centre streets are pedestrianised between 10am-6pm and can be only used for loading and servicing outside of these times.



*Pedestrianised Market Street which can be only used for loading and servicing from 6pm to 10am.*

- There are cycle routes and controlled crossing locations within the town centre, and is connected by national cycle route 885.
- Existing flood defences within the town centre have been proven to provide protection against a 1 in 100 year flood event, including an allowance for climate change, and development in the town centre will comply with TAN 15 requirement A1.14 – frequency threshold of flooding.

In the previous years, several grants have been facilitated by BCBC for the town centre improvement, which include:

- Town Improvement Grant (TIG) to improve and conserve town centre buildings.
- Vibrant and Viable Places (VVP) programme, including grant funding for Rhiw Housing development.
- Townscape Heritage Initiative (THI) Programme, as part of the VVP programme, for sensitive repair restoration and reuse of historic buildings.
- Convergence Programme projects delivering 1.87 ha of public realm improvement works in the town centre.
- Targeted Regeneration Investment (TRI) programme to fund projects which boost economic regeneration and community well-being.



*Building Character Improvements to 3-11 Elder Street as part of the THI Programme.*

## Recommendations for Vehicular Access in the Town Centre

Discussions with BCBC and stakeholder feedback have indicated that there is a strong desire to consider partial de-pedestrianisation of the town centre. The stakeholder consultation indicated that the pedestrianisation of Adare Street and Caroline Street was seen as a positive. However, de-pedestrianisation of Market Street, Dunraven Place and Queen Street would be preferable. Previous studies have been undertaken by Capita and WSP to assess the introduction of vehicular traffic to these streets.

The town centre streets considered for partial de-pedestrianisation have a defined 20mm kerb upstand, tactile paving at crossing points, and a vehicular path which is clearly delineated by a change of material. In addition, they also currently carry loading traffic from 6pm - 10am. Allowing general traffic to use these streets in Bridgend does not run counter to the Department for Transport's 'pause' on level surface schemes. However, it is recommended

that detailed consultation with local disability groups, businesses, residents and Designing out Crime Officer is undertaken to understand any implications of the change in traffic arrangements on the usability of the street. It is imperative that any changes should meet the requirements of all users, so that an inclusive and accessible environment can be created.

Furthermore, the Covid-19 pandemic has once again shifted the focus back onto town centres. Although there is uncertainty over the lasting impact of Covid-19 on town centres, the shift to online retailing has forced retailers to embrace change. This in turn means that town centres need to facilitate click & collect provision as well as allowing retailers, both multiples and independents, to offer delivery options as part of a multi-channel retail offer. The conflicting pressure of maintaining vehicle access, whilst at the same time allowing more space for social distancing will require balanced and pragmatic management.



*Flexible Vehicular Access to pedestrianised Dunraven Place would need to be thoroughly assessed and suitable changes could be implemented.*



# **Vision, Masterplan and Proposals**

## Vision and Themes

The vision for the Bridgend Town Centre is to establish itself as a 'County Town' where it connects people with opportunities by contributing to the regional economy, and acting as a key hub in the Cardiff Capital Region and South Wales.

The vision further establishes Bridgend town centre as a liveable and vibrant place that binds together enterprise, employment, education, in-town living, culture, tourism and well-being with commerce within a historic setting.

To achieve the overall vision and to steer the regeneration of Bridgend town centre over the next ten years, four broad themes have been identified. They are:

1. Growth
2. Resilience
3. Well-being
4. Identity

### 1. Growth

Consolidation of retail, housing intensification and diversification of town centre uses through the introduction of focused employment and education uses to achieve diverse, well curated and managed town centre growth.

### 2. Resilience

Future-proofing solutions for the town centre by creating a sustainable community and mixed economy through energy conservation, a mix of land uses and demographics, as well as sustainable travel solutions.

### 3. Well-being

Enhancing health and well-being through good quality public spaces and natural landscape to create a more attractive town centre, new leisure and recreation opportunities and richer biodiversity.

### 4. Identity

Building on from the achievements of the Townscape Heritage Initiative to best utilise heritage assets and the positive characteristics of the town to establish a 'County Town' with a strong sense of place, cultural identity and attractive appearance.

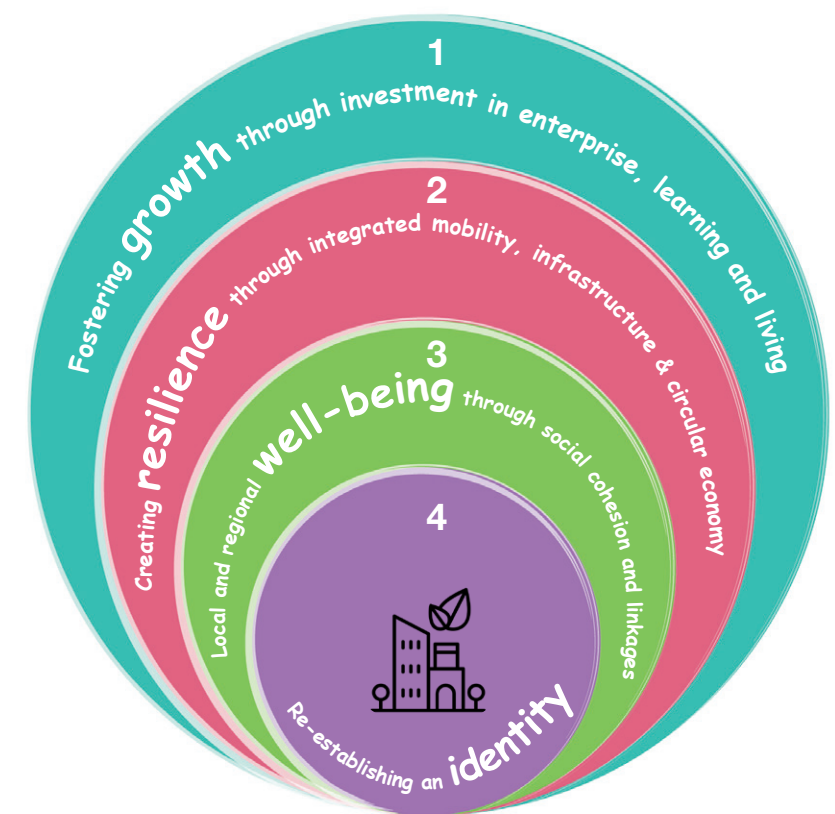
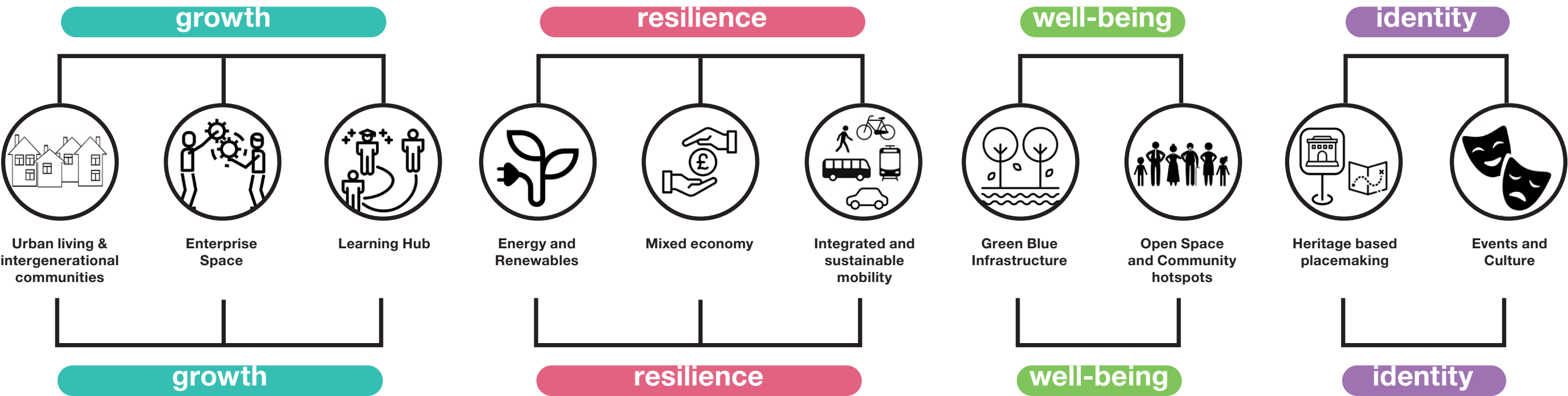


Diagram showing key themes to help achieve the vision and guide the regeneration of the town centre.

# Masterplan Objectives

These key themes are further linked to the ten masterplan objectives which are as stated below:



- 1. Urban Living and Intergenerational Communities:** Creating in-town living that caters to different age and income groups and increases social housing through the redevelopment of strategic vacant sites and repurposing of vacant buildings.
- 2. Enterprise Space:** Creating a satellite hub for businesses with room for office spaces, co-working hubs and light industrial units connecting South Wales and the Cardiff Capital Region through robust transport links.
- 3. Learning Hub:** Utilising education as a catalyst for town centre regeneration to spur on the development of a mixed economy that caters for all demographics.
- 4. Energy and Renewables:** To progress towards a low carbon economy through low energy buildings, combined energy networks, sustainable waste strategies and the strategic use of available land.
- 5. Mixed Economy:** Fostering a mixed economy to ensure a thriving town centre in the ever-changing economic climate through a combination of business, education, retail, leisure and cultural uses.
- 6. Integrated and Sustainable Mobility:** A robust transport strategy that creates a cohesive, accessible and legible network of pedestrian, cycle, public and private transport routes.
- 7. Green Blue Infrastructure:** Creating a robust network of streets and spaces that are clearly defined, accessible to all, safe and resilient, incorporating greening measures and sustainable drainage.
- 8. Open Space and Community Hotspots:** Encouraging positive social interaction through planned open space and community areas of activity that are well planned and designed.
- 9. Heritage-based Placemaking:** Highlighting and reinforcing the existing heritage of Bridgend and utilising it to create a legible town centre with a strong sense of place.
- 10. Events and Culture:** Diversification of the town centre offer to provide a wider cultural, social and civic experience that brings added vitality and vibrancy.



# Bridgend Town Centre Masterplan 2021 - 2030

The following diagram showcases the strategic masterplan for Bridgend town centre that identifies a set of regeneration projects and site-wide development schemes.





**A Railway Station Area**

- 1 New Railway Station Entrance and Llynfi Lane
- 2 Tremains Business Park
- 3 Station Court
- 4 Station Link
- 5 Station Hill and Court Road Development
- 6 Derwen Road Residential

**B Brackla, Nolton and Oldcastle**

- 7 The Nolton
- 8 Cheapside - Bridgend College Relocation
- 9 Cheapside East
- 10 Brackla Street
- 11 Nolton Club

**C Retail Core**

- 12 Rhiw Shopping Centre
- 13 Police Centre

**D Cafe and Cultural Quarter**

- 14 Cultural Hub
- 15 Cambrian House Site
- 16 Town Square

**E Northern Gateway**

- 17 Reconfiguration of Weir 1 in Ogmore River
- 18 Wyndham Street
- 19 Dunraven Arms Apartments
- 20 Gateway Hotel

**F Riverside**

- 21 Riverside Terraces
- 22 Angel Housing

**G Newcastle**

- 23 Park Place

**H Sunnyside**

- S Sunnyside Wellness Village (planning permission received)

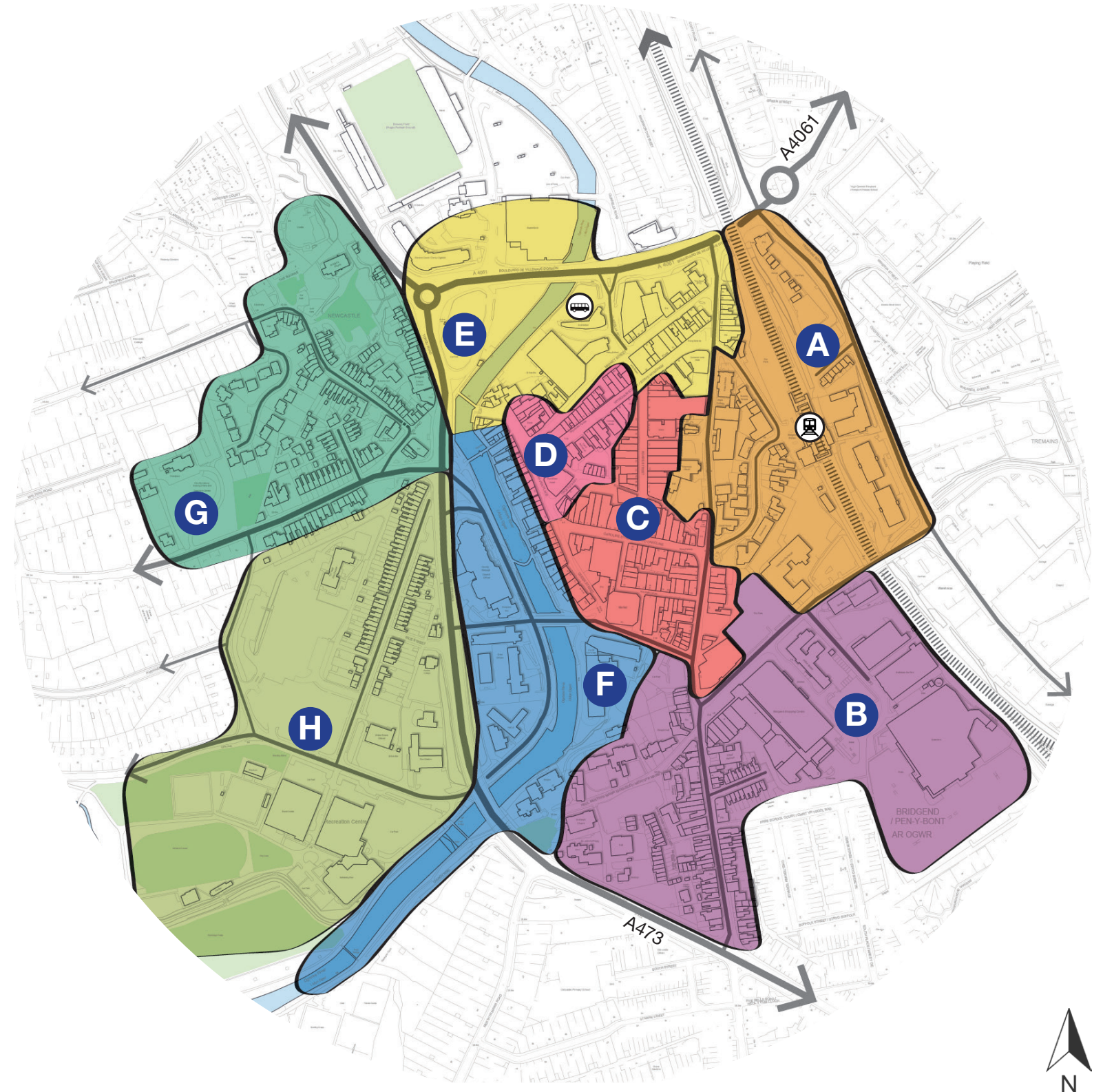
**Site-wide Schemes**

- Minor Housing Conversions in vacant properties (multiple)
- Flexible Vehicular Access to Queen Street, Market Street and Dunraven Place
- Green-Blue Infrastructure Improvement, including active travel links
- Heritage Trail with integrated Wayfinding and Signage Strategy
- Building Character and Street Art Improvement (multiple)
- Lower Carbon District Heat Network

## Proposed Development Zones

The town centre consists of variations in urban form and use, which has formed the basis for the categorisation of eight development zones, within which relevant regeneration projects have been identified. This approach facilitates the development of various parts of the town centre simultaneously over the next 10 years.

- A** Railway Station Area
- B** Brackla, Nolton and Oldcastle
- C** Retail Core
- D** Cafe and Cultural Quarter
- E** Northern Gateway
- F** Riverside
- G** Newcastle
- H** Sunnyside





# A Railway Station Area

## Transit-oriented Development

The Railway Station Area is one of the key transport gateways, and helps to connect Bridgend county and town with South Wales and further afield to England. This area has been identified as a development zone to maximise the development potential around the railway station through improving existing properties and developing underutilised sites.

**Location:** Bridgend railway station, Station Hill, southern part of Derwen Road, Court Road, Tremains Road, Ogmores Terrace and Llynfi Lane.

### Maximum Development Proposal for the Railway Station Area:

- 160 Residential units (including social and affordable housing)
- 7,300 sqm Office use (including reconfiguration and refurbishment of approximately 4,500 sqm existing space)
- 1,810 sqm Retail and Food & Drink
- 1,900 sqm Community and Leisure Use
- 7,245 sqm Public Open Space

The proposed regeneration projects are:

- 1 New Railway Station Entrance and Llynfi Lane:** Medium density development including station car park, taxi rank and bus stop integrated with the new station forecourt, and potential mixed use development; delivered in the short to medium term (1-6 years).
- 2 Tremains Business Park:** Redevelopment and extension of employment space to include offices, light industrial uses, workshops and co-working space; delivered in the medium term (4-6 years).
- 3 Station Court:** Redevelopment of the station entrance with active uses, employment and improved landscape along the railway line to the west; delivered in the medium term (4-6 years).
- 4 Station Link:** Active travel connection to the town centre with a vibrant open space and active frontage along Brackla Street; delivered in the short term (1-3 years).



*Bridgend railway station is one of the key transport gateways to the town centre. The station building and surroundings would be improved to make the area legible, accessible, attractive and vibrant.*

- 5 Station Hill & Court Road Development:** Redevelopment of vacant buildings to office use/ co-working space, mixed use development; delivered in the short term (1-3 years).
- 6 Derwen Road Residential:** Medium density residential development with active non-residential use at street level; delivered in the medium term (4-6 years).

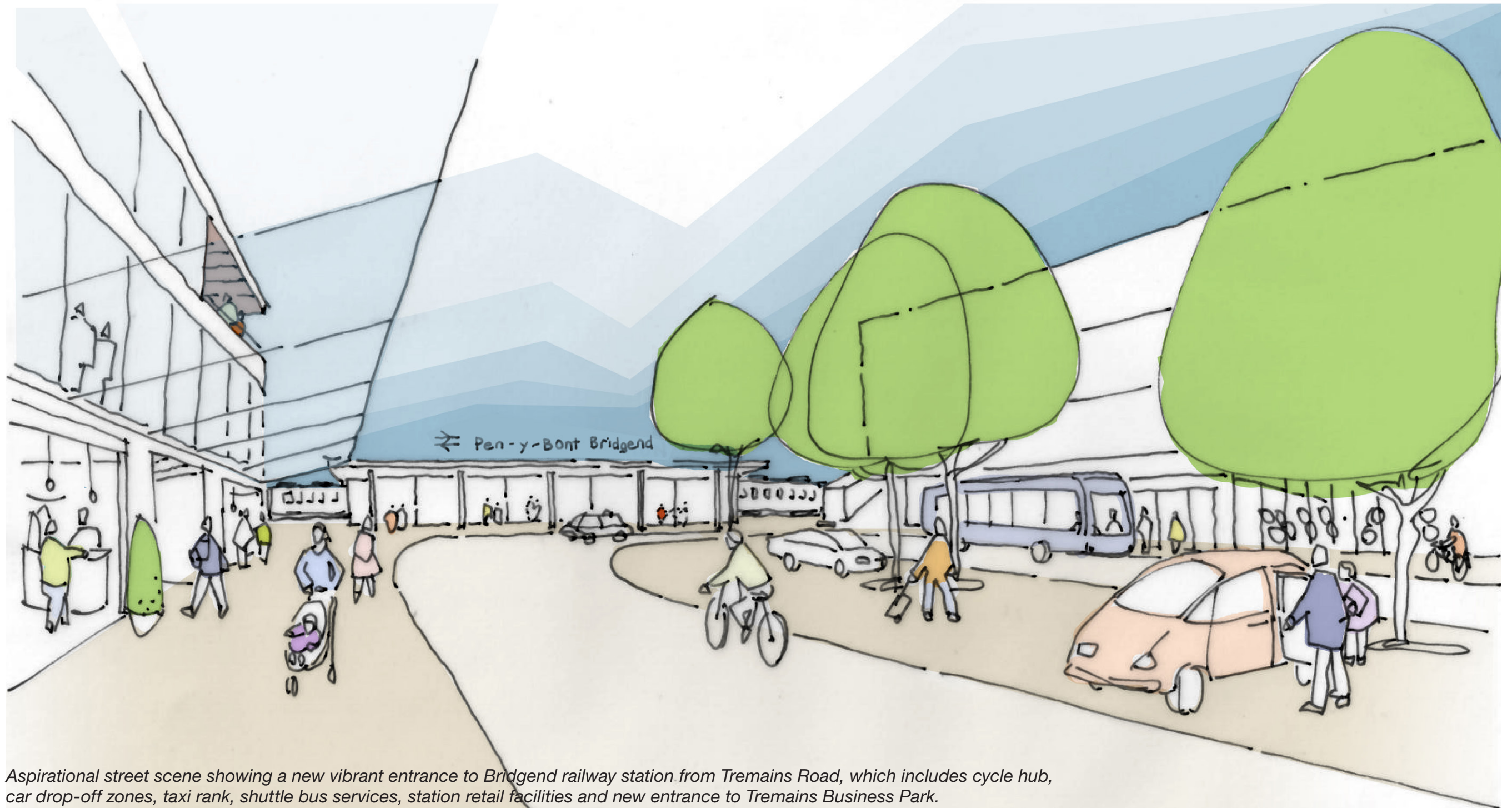
The proposed site-wide schemes within the development zone are:

- **Green-Blue Infrastructure Improvement,** including active travel links; delivered in the short to medium term (1-6 years).
- **Heritage trail with integrated Wayfinding and Signage Strategy;** delivered in the short to medium term (1-6 years).
- **Building Character and Street Art Improvement;** delivered in the short term (1-3 years).



*Court Road properties largely house employment spaces. Vacant properties, such as Old Post Office building, could be potentially repurposed as employment space.*





*Aspirational street scene showing a new vibrant entrance to Bridgend railway station from Tremains Road, which includes cycle hub, car drop-off zones, taxi rank, shuttle bus services, station retail facilities and new entrance to Tremains Business Park.*





*Aspirational street scene showing potential active and pedestrian friendly town centre entrance of Bridgend railway station from Station Hill/ Court Road.*

# B Brackla, Nolton & Oldcastle

## Living and Learning Hub

Brackla, Nolton and Oldcastle is located to the south of Bridgend town centre, and has been identified as a development zone due to its potential to be developed as an activity hub close to the railway station and primary retail area.

**Location:** Brackla Street, Nolton Street, Merthyr Mawr Road, Cheapside and Edward Street.

### Maximum Development Proposal for the Brackla, Nolton and Oldcastle:

- 240 Residential units (including social and affordable housing)
- 1,800 sqm Office use
- 10,000 sqm+ Educational use
- Reprovision of 9,990 sqm existing Retail and Food & Drink space
- 2,660 sqm Community and Leisure Use
- 3,640 sqm improved Public Open Space

The proposed regeneration projects are:

- 7 The Nolton:** Medium density residential development with street level retail and community facilities; delivered in the medium term (4-6 years).
- 8 Cheapside - Bridgend College Relocation:** Bridgend College relocation and Cheapside developed as a pedestrian and cycle priority area with vehicular access; delivered in the short to medium term (1-6 years).
- 9 Cheapside East:** Medium-high density mixed use and residential development based on the principles of transit-oriented development on Cheapside; delivered in the long term (7-10 years).
- 10 Brackla Street:** Active street frontage with potential co-working space and reprovision of existing parking spaces with deck car park to the rear; delivered in the medium to term (4-10 years).
- 11 Nolton Club:** Community centre with ancillary facilities for all age groups to provide an active space for meet and greet; delivered in the medium term (4-6 years).



*Cheapside has received public realm improvement in the past decade. Underutilised sites on Cheapside, such as the Police Station, have tremendous potential for development.*

The proposed site-wide schemes within the development zone are:

- **Minor Housing conversions in vacant buildings;** delivered in the short term (1-3 years).
- **Green-Blue Infrastructure Improvement,** including active travel links; delivered in the short to medium term (1-6 years).
- **Heritage trail with integrated Wayfinding and Signage Strategy;** delivered in the short to medium term (1-6 years).
- **Building Character and Street Art Improvement;** delivered in the short term (1-3 years).



*Bridgend Shopping Centre on Brackla Street is one of the key sites in the town centre and has tremendous potential for development.*



# C Retail Core

## Consolidated High Street

The Retail Core is a development zone within the town centre identified to facilitate the consolidation of the primary retail area.

**Location:** Adare Street, Caroline Street, Queen Street, Rhiw Hill, Rhiw Shopping Centre and northern part of Nolton Street.

### Maximum Development Proposal for the Retail Core:

- 50 Residential units
- Reconfiguration and refurbishment of 9,272 sqm existing Retail, Food & Drink and Recreational space
- 500 sqm for Police Centre

The proposed regeneration projects are:

- 12 Rhiw Shopping Centre:** Redevelopment of the Rhiw Shopping Centre as a mixed use block containing retail as a core function and housing development on the upper floor; delivered in the medium term (4-6 years).
- 13 Police Centre:** Relocation of Police Station as a town centre shopfront in the heart of Bridgend town; potential quick win, delivered in the short term (1-3 years).

The proposed site-wide schemes within the development zone are:

- **Flexible Vehicular Access to Queen Street;** potential quick win, delivered in the short term (1-3 years).
- **Green-Blue Infrastructure Improvement,** including active travel links; delivered in the short to medium term (1-6 years).
- **Heritage trail with integrated Wayfinding and Signage Strategy;** delivered in the short to medium term (1-6 years).
- **Building Character and Street Art Improvement;** delivered in the short term (1-3 years).



Redevelopment of the Rhiw Shopping Centre will aid the consolidation of the retail stock in the town centre.



Caroline Street and Queen Street, along with Adare Street, will serve as primary shopping area within the town centre.

# D Cafe & Cultural Quarter

## Heart of Bridgend

The Café and Cultural Quarter area has been identified as a development zone to strengthen the heart of the town centre.

**Location:** Dunraven Place, western part of Wyndham Street, Elder Street and surroundings.

### Maximum Development Proposal for the Café and Cultural Quarter:

- 20 Residential units
- 424 sqm Retail and Food & Drink
- 2,500 sqm Community and Leisure use
- 1,865 sqm Public Open Space

The proposed regeneration projects are:

- 14 **Cultural Hub:** Development of a Cultural Hub to provide an indoor event space in Bridgend town centre; delivered in the short term (1-3 years).
- 15 **Cambrian House Site:** Medium density residential block with active frontage on the street level; delivered in the medium term (4-6 years).
- 16 **Town Square:** Creating a new square in the heart of the Bridgend town centre that would act as a multi-functional open space, with moveable street furniture, for gatherings, events and food markets; delivered in the short to medium term (1-6 years).



Capitalising and boosting the food and drink offer in the town centre would contribute to the day and night time economy.

The proposed site-wide schemes within the development zone are:

- **Flexible Vehicular Access to Dunraven Place and Market Street;** potential quick win, delivered in the short term (1-3 years).
- **Green-Blue Infrastructure Improvement,** including active travel links; delivered in the short to medium term (1-6 years).
- **Heritage trail with integrated Wayfinding and Signage Strategy;** delivered in the short to medium term (1-6 years).
- **Building Character and Street Art Improvement;** delivered in the short term (1-3 years).



Improving the heart of the town centre around Dunraven Place, through increasing public open space within the historic setting, would make the town centre vibrant and liveable. An illustration showing the aspirational development is shown on pg.23.





*Aspirational street scene showing the heart of the town centre with potential Town Square at Dunraven Place.*



# E Northern Gateway

## Creating a Gateway to Bridgend Town Centre

The Northern Gateway is a key priority area and has been identified as a development zone to create a legible and attractive gateway from the A4061 and A4063 to the town centre.

**Location:** Bridgend bus station, Quarella Road Private car park, northern end of Dunraven Place, Market Street and eastern part of Wyndham Street.

### Maximum Development Proposal for the Northern Gateway:

- 45 Residential units
- Reconfiguration and refurbishment of 1,500 sqm existing Retail and Food & Drink space
- A budget Hotel.
- 755 sqm improved Public Open Space

The proposed regeneration projects are:

- 17 **Reconfiguration of Weir 1 in Ogmore River;** potential quick win, delivered in the short term (1-3 years).
- 18 **Wyndham Street:** Redevelopment of the urban block on the eastern part of Wyndham Street and Market Street through collaborative retail and in-town living; delivered in the short to medium term (1-6 years).
- 19 **Dunraven Arms Apartments:** Repurposing Dunraven Arms Hotel into apartments; delivered in the medium term (4-6 years).
- 20 **Gateway Hotel:** Budget Hotel at the northern entrance to the town centre from the A4061 to Derwen Road; delivered in the long term (7-10 years).



*The northern entrance of the town centre as seen from the A4061 is unattractive and has limitations in terms of accessibility for pedestrians and cyclists, thus providing a crucial opportunity for development.*

The proposed site-wide schemes within the development zone are:

- **Flexible Vehicular Access to Market Street;** potential quick win, delivered in the short term (1-3 years).
- **Green-Blue Infrastructure Improvement,** including active travel links; delivered in the short to medium term (1-6 years).
- **Heritage trail with integrated Wayfinding and Signage Strategy;** delivered in the short to medium term (1-6 years).
- **Building Character and Street Art Improvement;** delivered in the short term (1-3 years).
- **Lower Carbon District Heat Network - Phase 2;** delivered in the long term (7-10 years).



*The building stock and townscape on the eastern part of Wyndham Street, as seen from Derwen Road, would be enhanced to create a legible and vibrant entrance to the town centre. An illustration showing the aspirational development is shown on pg.25.*





*Aspirational street scene showing the transformed Northern Gateway of Bridgend town centre, as seen from the A4061 and Derwen road junction, where the Dunraven Arms Hotel building acts as a focal point, building stock on Wyndham Street and Market Street is improved, and public realm is enhanced.*



# F Riverside

The proposed regeneration projects are:

- 21 **Riverside Terraces:** High quality residential terraces with active frontage at street level; delivered in the medium to long term (4-10 years).
  - 22 **Angel Housing:** High-density riverfront housing; delivered in the medium to long term (4-10 years).
- Substantial private sector investment and initiative are required for the projects to be realised.

The proposed site-wide schemes within the development zone are:

- **Green-Blue Infrastructure Improvement,** including active travel links; delivered in the short to medium term (1-6 years).
- **Heritage trail with integrated Wayfinding and Signage Strategy;** delivered in the short to medium term (1-6 years).
- **Building Character and Street Art Improvement;** delivered in the short term (1-3 years).

## Optimising the Riverfront

The Riverside is one of the overlooked areas within the town centre development and has been identified as a development zone to improve the town centre skyline and townscape character along the riverfront.

**Location:** the Ogmore River and the rear of properties on Dunraven Place and Queen Street, Old Bridge, Angel Walkway, Civic Offices and Angel Street.

### Maximum Development Proposal for the Riverside:

- 140 Residential units
- 710 sqm Community and Leisure Use



Angel Walkway and the modernist buildings along the Ogmore River as seen from Water Street. Potential public realm improvements on the western bank would improve the frontage along the river.



Potential opportunity to repurpose the historic riverfront properties to create more interaction with the Ogmore River. The Old Bridge, one of the oldest remaining historic structures and the most instagrammed spots of Bridgend town, contributes to the attractive setting.



# G Newcastle

The proposed regeneration projects are:

- 23 **Park Place:** Public Realm improvements to existing public space at the bottom of Newcastle Hill; potential quick win, delivered in the short term (1-3 years).
- **Minor Housing conversions in vacant buildings;** delivered in the short term (1-3 years).

The proposed site-wide schemes within the development zone are:

- **Green-Blue Infrastructure Improvement,** including active travel links; delivered in the short to medium term (1-6 years).
- **Heritage trail with integrated Wayfinding and Signage Strategy;** delivered in the short to medium term (1-6 years).
- **Building Character and Street Art Improvement;** delivered in the short term (1-3 years).

## Town Centre Extension

Newcastle is one the key historic areas of Bridgend town centre, dating back to the 12th Century when the Norman Castle was built. The area has been identified as a development zone to strengthen its accessibility to the town centre and further support the regeneration of the town centre through improvements to existing buildings and historic structures.

**Location:** Newcastle Hill, eastern part of Park Street and surroundings.

**Maximum Development Proposal for Newcastle:**

- Social housing
- 218 sqm improved Public Open Space



Ancient Newcastle Castle ruins and its surrounding grounds are one of key historic attractions in the town. Accessibility to the landmark would be improved and form a part of the proposed heritage trail.



2-3 storey terraced houses, some of them being Victorian and Georgian terraces, render positive architectural character to the inner town suburb of Newcastle. Some of the vacant properties in the area could be repurposed as housing.



# H Sunnyside

## Intergenerational Community and Well-being Campus

Sunnyside is one of the inner suburbs around the town centre and has been identified as a development zone to improve the accessibility of Newbridge Fields and planned Sunnyside Wellness Village to the town centre.

**Location:** Newbridge Fields, Glan-Y-Parc and Sunnyside Road and surroundings.

### Maximum Development Proposal for Sunnyside:

- **Planned Sunnyside Wellness Village**
- **Multi-purpose hall in the leisure centre could be utilised as an indoor event space**

The proposed site-wide schemes within the development zone are:

- **Green-Blue Infrastructure Improvement**, including active travel links; delivered in the short to medium term (1-6 years).
- **Wayfinding and Signage Strategy as part of the Heritage Trail**; delivered in the short to medium term (1-6 years).
- **Lower Carbon District Heat Network - Phase 1**; delivered in the medium term (4-6 years).

The planned and approved scheme within the development zone is:

- **Sunnyside Wellness Village:** A well-being campus which will provide 59 homes and healthcare centre on Glan-Y-Parc to the west of the town centre.



*Similar to Newcastle, Sunnyside is an inner town suburb of Bridgend town centre comprising 2 storey terraced houses of positive architectural character on Sunnyside Road.*



*Site of the future Sunnyside Wellness Village currently under development.*



*The multi-purpose hall in the leisure centre on Glan-Y-Parc could be potentially used as an indoor event space and is within 10 minutes walk from the town centre.*

## Implementation and Delivery

The regeneration projects identified in the Bridgend Town Centre Masterplan will be implemented in various phases over the next 10 years. In order to take a planned approach to delivery, an action plan has been developed to assist with formulating a project timeline, prioritising and planning projects and furthermore, identifying what resources or inputs are needed to deliver individual projects.

The successful delivery of the masterplan will be dependent on an active partnership approach between key stakeholders from the public, private and third sectors. A strategic approach to project delivery will be taken, with BCBC acting as a key facilitator to bring together key project enablers to deliver projects that form part of the overall vision for the regeneration of the Bridgend town centre.

There will be a number of delivery mechanisms that will need to be considered, depending on the project. These may include:

- Collaborative partnerships between government agencies (e.g. Transport for Wales, Cardiff Capital Region), landowners, private developers and investors to deliver projects.
- Working proactively with the private sector and landowners to encourage investment.
- Preparation of detailed project briefs for each project.
- Formation of dedicated project teams comprising relevant built environment experts.

- Extensive consultation with all key stakeholders on high complexity projects.
- Effective utilisation of public sector land, assets and resources.
- Effective utilisation of funding streams to deliver projects.
- Strategic land acquisition by the public and private sectors to deliver key projects, including compulsory purchase to facilitate comprehensive development and to provide strategic infrastructure.
- The aligning of statutory and non-statutory planning documents to project delivery in order to ensure a strategic approach – eg. BCBC Local Development Plan, Bridgend Town Centre Masterplan, local, regional and national strategies, supplementary planning guidance, best practice guides and design briefs.



*Image showing the discussion boards and maps used to engage stakeholders during the Visioning Workshop for Bridgend town centre masterplan, conducted on 11th March 2020 in the Civic Offices, Bridgend. The delivery of the masterplan would benefit from similar face-to-face or digital engagement events in the future.*





High-level framework indicating the key development partners in the delivery of Bridgend town centre masterplan



**For more information, please contact:**

Bridgend County Borough Council

Regeneration Team

[regeneration@bridgend.gov.uk](mailto:regeneration@bridgend.gov.uk)

Phone: (01656) 643643

**Footfall Link**

The council collects footfall data in Bridgend town centre at Adare Street and Caroline Street, in Porthcawl town centre at John Street and in Talbot Street in Maesteg town centre.

This footfall data is available each week on the Council's web site and can be accessed by following the link:

[www.bridgend.gov.uk/footfall](http://www.bridgend.gov.uk/footfall)

**Town Centre Property Index**

The councils Town Centre Property Index lists the properties for sale or to let within the three town centres of Bridgend, Porthcawl and Maesteg. The Index shows the agents contact details and lists some information about the properties which the agents have supplied. There is also a photo for each property and a map showing its location.

<https://www.bridgend.gov.uk/business/>

click on the 'Town Centre Property Index' box.

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## Proposed Development Zones

The town centre consists of variations in urban form and use, which have formed the basis for the categorisation of eight development zones within which, relevant regeneration projects have been identified. This approach facilitates the development in different zones of the town centre simultaneously over the next 10 years.

- A** Railway Station Area
- B** Brackla, Nolton and Oldcastle
- C** Retail Core
- D** Cafe and Cultural Quarter
- E** Northern Gateway
- F** Riverside
- G** Newcastle
- H** Sunnyside

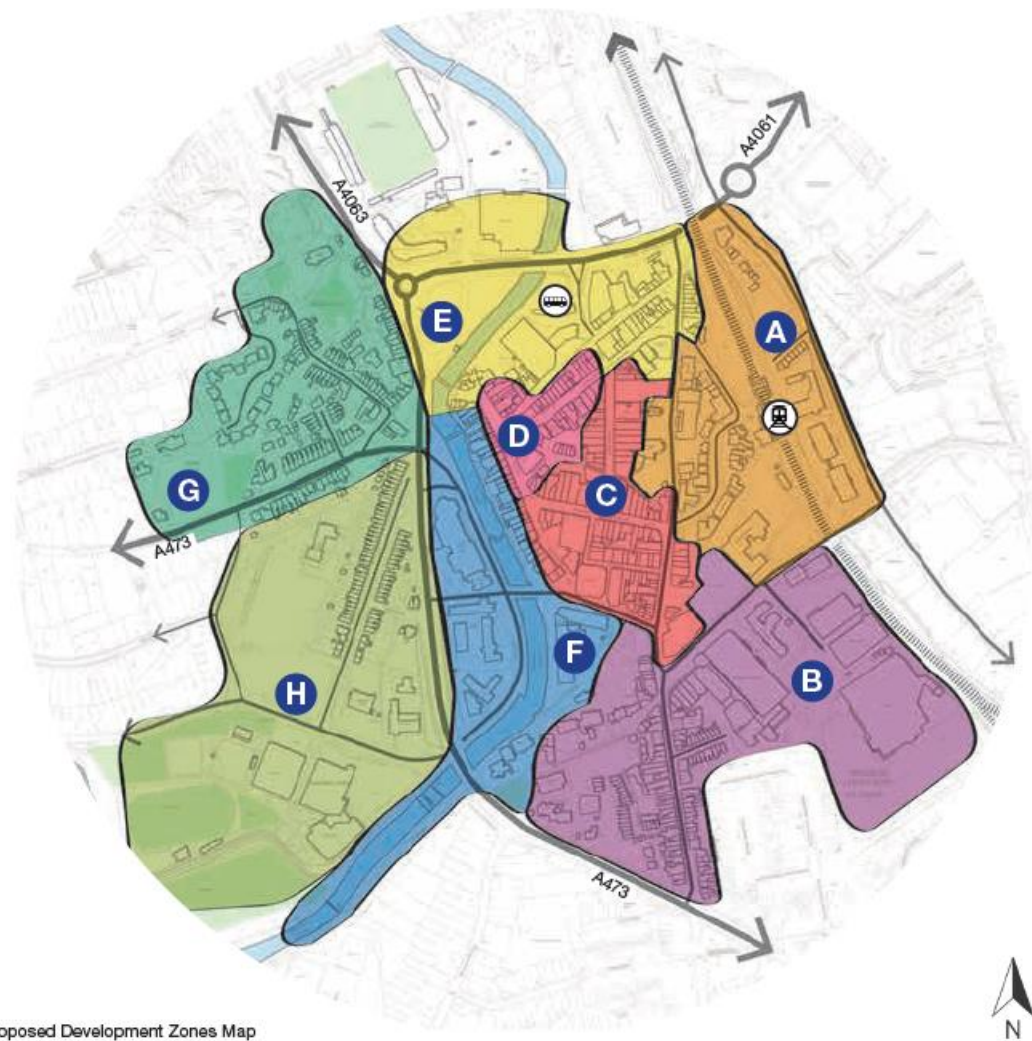


Figure 34: Proposed Development Zones Map



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# Bridgend Town Centre Masterplan

## Consultation report

**Date of issue:** 11 March 2021

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## 1. Overview

A public consultation asking for views on the draft Bridgend Town centre masterplan was undertaken over a 12 week period from 7 December 2020 to 1 March 2021. The consultation received 1402 interactions from a combination of survey completions, social media engagements, emails and letters, engagement with the Town and Community Council forum, engagement with Bridgend Youth Council and engagement work that took place in Penybont Primary School. This paper details the analysis associated with the consultation.

## 2. Introduction

The public survey was available to complete online through a link on the consultation page of the council's website. Paper copies of the consultation were made available via request to the Consultation and Engagement Team. Surveys were available in several formats, including large print, standard, easy read and a youth version. All were available in English and Welsh. The content of the page remains available online.

In total, there were 51 questions (within all survey formats) that required a reply from respondents. These were made up of questions about eight proposed development zones within which 23 relevant projects were identified plus a number of site wide projects. The council's standard set of equalities monitoring questions were also included with the survey in line with recommended good practice for all public-facing surveys carried out by the council.

Comments regarding the consultation were also invited via social media, letter, email and phone call.

## 3. Promotional tools and engagement methods

Details of the consultation were shared with:

- Town and Community Councils
- Secondary schools
- Bridgend College
- Town centre Primary schools and Heronsbridge
- Bridgend Community Cohesion and Equality Forum
- Bridgend Youth Council
- All BCBC members

### 3.1 Promotional tools

This section details the methods used to raise the profile of the consultation and encourage participation.

#### 3.1.1 Social media

In December 2017 the council committed to managing its social media accounts bilingually. In addition to introducing Welsh language corporate Twitter and Facebook accounts at that time, it started posting bilingually across the remainder of its social media channels.

Bridgend Town Centre Masterplan consultation information was posted bilingually to the council's corporate Facebook, Twitter, Instagram and LinkedIn channels throughout the consultation period to raise awareness of the consultation and to encourage citizens to share their views on the proposals.

The council currently has **13,687** followers on its corporate Twitter accounts, **16,670** followers on Facebook pages, **2,793** followers on Instagram and **4,643** followers on LinkedIn. While content is most likely to be seen by these users, it is also displayed to users who are not connected to the accounts.

During the consultation period, the local authority posted 69 times across social media. This content **reached 512,768 people** generating **697 comments, 187 shares, 513 reactions, 7,062 explainer video views** and **2,228 link clicks** through to the town centre masterplan webpage on the local authority website.

### 3.1.2 govDelivery

govDelivery is a new digital communications tool that has been implemented by the local authority in 2020 to send messages directly to residents' email inboxes in the language of their choice.

There are currently **37,360 English language subscribers and 220 Welsh language subscribers** from Bridgend County Borough to the weekly Covid-19 update emails. Bridgend Town Centre Masterplan consultation was included in the following bulletins:

Date	Total email opens	Unique link clicks	Total link clicks
10/12/2020	33,629 opens	225	252
31/12/2020	28,674 opens	98	115
07/01/2021	35,886 opens	151	176
14/01/2021	28,325 opens	101	119
21/01/2021	24,537 opens	86	103
28/01/2021	38,931 opens	131	158
04/02/2021	25,052 opens	62	69
11/01/2021	26,049 opens	90	109
18/02/2021	33,534 opens	238	277
25/02/2021	36,703 opens	148	171

The Bridgend Town Centre Masterplan consultation articles were included in **10 weekly Welsh and English language bulletins**. Overall, this generated **1,549 total link clicks** through to the Bridgend Town Centre Masterplan webpage.

### 3.1.3 Media and publicity

Three main media releases were issued to raise awareness and encourage participation in the consultation. The first was issued on August 21, introducing the masterplan and a planned public consultation later in the year. The second was on December 3 announcing the launch and encouraging people to participate, and the third was on February 22 urging people not to miss their final opportunity to take part in the consultation.

Between December 3 and March 1, the masterplan consultation was also incorporated into 11 news round-up media releases. These were issued at a rate of two a week.

The media releases were featured at the media centre on the council's website where they were hyperlinked with associated social media publicity, including the video on the consultation.

The media releases were picked up and reported by the likes of Bridge FM radio, newspapers such as the Glamorgan Gazette and South Wales Echo, and the News From Wales, Wales Online and In Your Area news websites.

### **3.1.4 Internal promotion**

Staff who live and work in Bridgend County Borough were encouraged to participate by promoting the consultation as part of the regular internal Bridgend emails.

### **3.1.5 Promotional materials**

The Bridgend Town Centre Masterplan consultation featured on the homepage of BCBC website with a graphic. Further images and graphics were used to promote the consultation on our social media and email marketing channels.

An explainer video was designed to help people understand what was being asked of them, with examples of questions that were included in the consultation. The video was featured on the webpage for the consultation and also posted on the council's social media channels, including Facebook, Twitter and Instagram.

The explainer video received **7,062 views on social media** and **3,611 views on YouTube**.

## **3.2 Engagement methods**

This section details the mechanisms available for stakeholders to engage with the council and share their views.

### **3.2.1 The Bridgend Town Centre Masterplan survey**

A standard survey, large print, easy read and youth version of the survey were all made available in Welsh and English. All were available online and in paper format on request. The consultation feedback is contained in section seven.

### **3.2.2 Bridgend Youth Council**

Members of the Regeneration Team and the Consultation and Engagement Team attended Bridgend Youth Council on 23 February 2021. The Youth Council were given an overview of the proposals and were invited to give views and comments which were recorded by the Consultation and Engagement Team and are themed in section nine.

### **3.2.3 Town and Community Council Forum**

Members of the Regeneration Team and the Consultation and Engagement Team attended the Town and Community Council Forum on 15 February. Attendees were given an



overview of the consultation and the proposals and were invited to give views and comments which were recorded by the Consultation and Engagement Team and are themed in section ten.

### 3.2.4 Penybont primary school engagement

Penybont Primary School adapted the questionnaire and shared it with their pupils via Google Forms. 75 learners engaged in the survey.

There were 16 questions for respondents to answer.

The feedback from young people is detailed in appendix two.

## 4. Response rate

In total, there were **1402** interactions during the consultation. The response rate has been segregated into several areas: consultation survey responses, engagement event attendees, social media interactions emails and letters.

Interactions	Number
Survey completions	849
Penybont Primary School engagement	75
Bridgend Youth Council engagement	6
Town and Community Council Forum engagement	39
Emails	21
Letters	2
Social media comments	410
Total interactions	1402

## 5. How effective was the consultation?

The Bridgend Town Centre Masterplan consultation was conducted over 12 week period. The data collection methods, which include the online survey and paper survey were developed using plain English to maximise understanding.

## 6. Headline figures

- 6.1 84% of respondents agreed with the overall vision for the town centre;
- 6.2 76% of respondents agreed with all the proposals in Development zone A – the railway station area;
- 6.3 83% of respondents agreed with the proposal to make a new entrance to the station from Tremains road;
- 6.4 71% of respondents agreed with all the proposals in Development zone B – Brackla, Nolton and Oldcastle;
- 6.5 65% of respondents agreed that moving part of the Bridgend College Campus and other educational institutions to the town centre would help improve town centre footfall and improve its growth;

- 6.6 75% of respondents agreed with all the proposals in Development zone C – the retail core;
- 6.7 79% of respondents agreed with all the proposals in Development zone D – the café and cultural quarter;
- 6.8 74% of respondents agreed with all the proposals in Development zone E – the Northern Gateway;
- 6.9 69% of respondents agreed with all the proposals in Development zone F – Riverside;
- 6.10 71% of respondents agreed with all the proposals in Development zone G – Newcastle;
- 6.11 77% of respondents agreed with all the proposals in Development zone H – Sunnyside;
- 6.12 61% of respondents stated that they would like to see Bridgend town centre as a place with more in-town living opportunities;
- 6.13 44% of respondents selected partial reopening to traffic as the best option for access to Bridgend town centre, 35% selected for access to remain unchanged and 21% selected to reopen all roads to traffic;
- 6.14 41% of respondents stated that the current provision for public transport to Bridgend town centre is adequate;
- 6.15 75% of respondents stated that the town centre would benefit from improved active travel links;
- 6.16 87% of respondents stated that they supported the creation of a new Town Square and more green space in the town centre;
- 6.17 81% of respondents stated that they thought the town suffered from anti-social behaviour;
- 6.18 60% of respondents felt that there were aspects of the masterplan that could help young people have a greater connection with their town centre;
- 6.19 78% of respondents felt that the town would benefit from a heritage trail linking up all the historic assets of the town centre.

## 7. Question and analysis - consultation survey

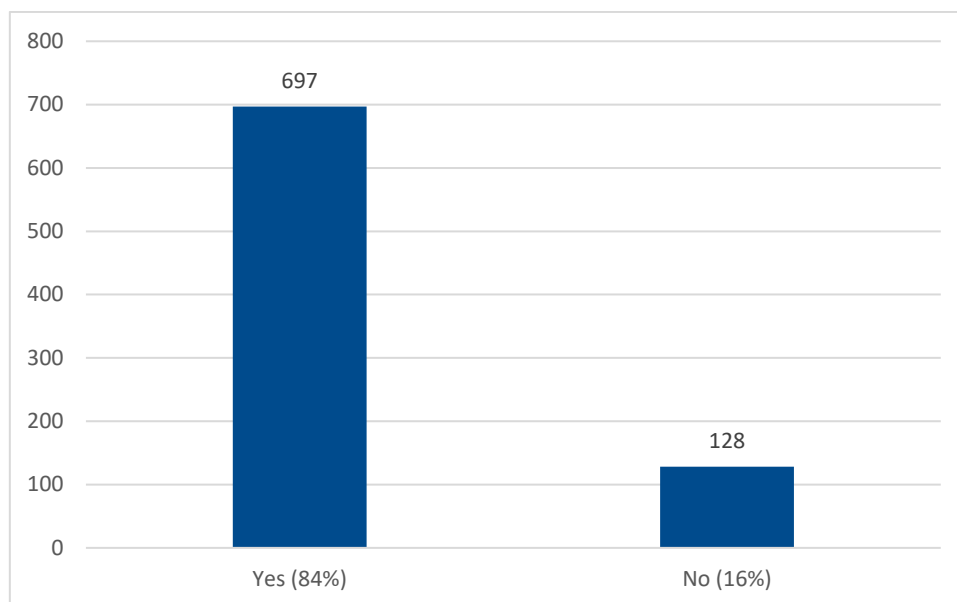
The consultation contained 51 questions related to the Bridgend Town Centre masterplan project proposals. All questions were optional, so participants could chose to answer all or some of the questions.

This section details the responses to the survey (all survey types).

## 7.1 Bridgend Town Centre masterplan

### 7.1.1 Do you agree with the vision for the town centre?

825 respondents answered this question.



84% of respondents stated that they agreed with the vision for the town centre. 16% of respondents stated that they did not agree with the vision.

### 7.1.2 If you answered no, please tell us what changes you would make to the vision

There were 118 comments from respondents who stated that they did not agree with the vision for the town centre. These have been themed and are detailed in the table below, some comments contained multiple themes:

Theme	No.
There is too much housing in the proposals/ need more emphasis on retail rather than housing	23
Build on what we have: reduce anti-social behaviour, support businesses and offer lower rates and rents	19
Don't waste money/we have already spent enough on the town centre/it is unnecessary	17
De-pedestrianise the whole of the town centre, improve transport links and parking facilities	14
Needs more focus on creating a community feel and social space i.e. bring the library back to town, youth facilities, support groups, theatre, cinema	12
I don't agree with all proposals/ I want more information and how it will be funded	10
Do not relocate the police station and/or college	7



Money could be better spent in other communities i.e. Porthcawl, Maesteg, get employment into Ogmore	6
Still will not compete with out of town areas, such as McArthur Glen	5
Alternative proposals: open up riverside to town square centre, more undercover areas, no development at Brackla street, town square at no18 Wyndham street and police centre on YMCA site, don't move train entrance and keep the post office	4
The town is inaccessible for elderly and disabled people: more disabled parking and all shops accessible with a mobility scooter	4
There are more important things to think about/fund	2
Do not trust BCBC	1
Masterplan needs extending to include the Tesco at Brewery Lane , The Brewery Field and The Jolly Brewer (Riverside) pub	1
Still not enough focus on residential, residential property is the only way of regenerating the town centre	1
I agree that something needs to be done to improve Bridgend town however I do not agree with the timescale, it is too long	1

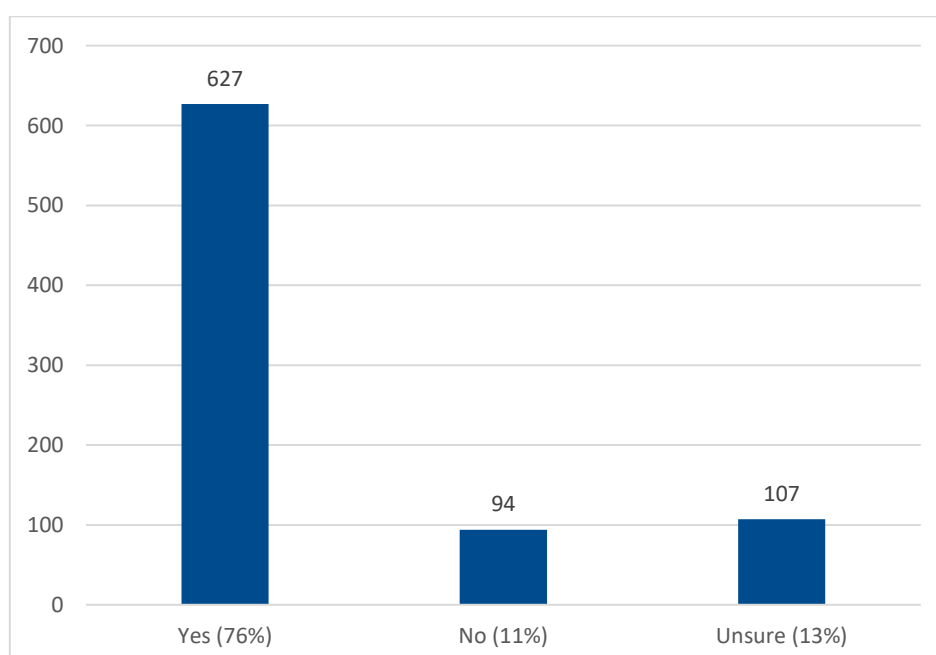
The most common responses were there is too much housing in the proposals/ need more emphasis on retail rather than housing, followed by build on what we have: reduce anti-social behaviour, support businesses and offer lower rates and rents and then don't waste money/we have already spent enough on the town centre/it is unnecessary.

## 7.2 Proposed development zones

### 7.2.1 Development zone A – the railway station area

#### 7.2.1.1 Do you agree with all the proposals in this area?

828 respondents answered this question.



76% of respondents agreed with all the proposals in this area. 11% of respondents did not agree with this proposals and 13% were unsure.

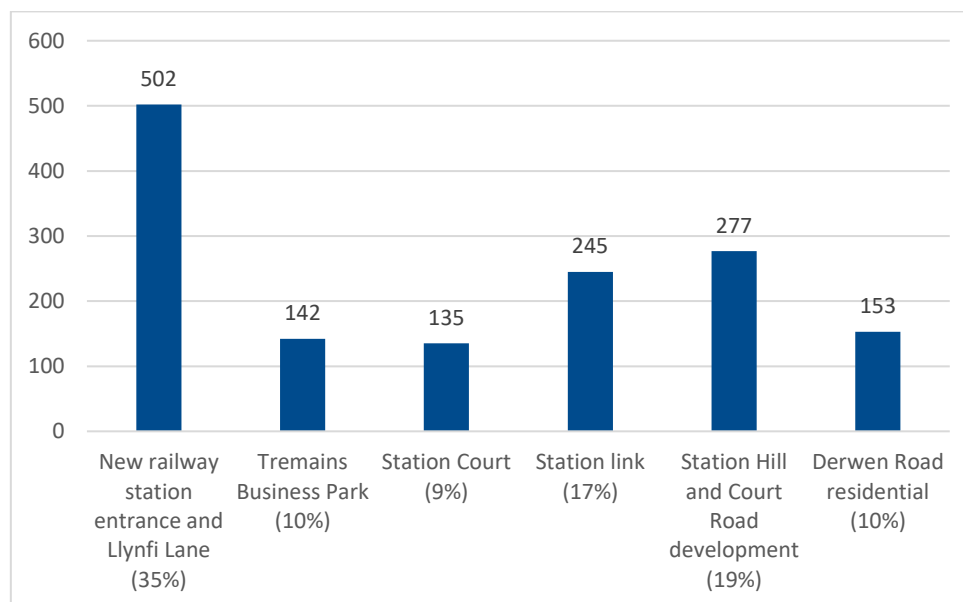
#### 7.2.1.2 If no or unsure please tell us why and any alternative suggestions or proposals you have.

174 comments were received from respondents who did not agree with the proposals or who were unsure. These have been themed and are detailed in the table below, some comments contained multiple themes:

Theme	No.
Too much focus on housing, do not need social housing and there is no mention of infrastructure to support new housing	33
Need to focus on regenerating the town i.e. de-pedestrianise, reduce anti-social behaviour, more green areas and supporting business and retail	23
This is not a priority/ seems a waste of money	22
It will increase traffic and there is no mention of parking for residents or at the train station which is small and expensive	19
Would like to see more information/how will this be funded?	18
Disagree with the Tremains Business Park plan/ do not need more office space it will not be used	17
Do not think the train station needs development	14
Should aim to retain the historic and classic buildings	5
Similar areas in Maesteg that could use development/include improving transport links from Maesteg to Bridgend	4
Distance between the bus and train station is too far and needs to be addressed	3
Need more easy access for disabled people and people with mobility issues including more parking	3
Timescale is too long/ do not think it will happen	3
Do not know the area/use trains so unable to comment	2
Only agree with the railway station development	2
Concern across the projects is for potential lack of acknowledgment and understanding of existing urban wildlife when seeking to introduce wildlife-friendly planting	1
I think the station hill/court road area should be targeted first	1
Renovate Clos Joslin children's park like the Coity Higher park	1
Redevelopment might be a bonus but there is a majority property owner in the town centre who would benefit from his properties being renovated	1
The old court site by Sunnyside has been developed against the wishes of the surrounding neighbours	1
There needs to be free access to public toilets for rough sleepers, people with health issues, elderly and parents of small children	1

The most common responses were too much focus on housing, do not need social housing and there is no mention of infrastructure to support new housing, followed by need to focus on regenerating the town i.e. de-pedestrianise, reduce anti-social behaviour, more green areas and supporting business and retail and then this is not a priority/ seems a waste of money.

#### 7.2.1.3 Please select which two projects in this area would be your priority?



The projects were selected to be prioritised in the following order:

- New railway station entrance and Llynfi Lane (35%)
- Station Hill and Court Road development (19%)
- Station link (17%)
- Tremains Business Park (10%)
- Derwen Road residential (10%)
- Station Court (9%)

#### 7.2.1.4 Please tell us why you chose these projects

##### 7.2.1.4.1 Please tell us why you chose these projects

3 comments were received from respondents who chose Derwen Road Residential as one of their priorities. These have been themed and are detailed in the table below:

Theme	No.
None - invest in Porthcawl for a change please	1
I believe that having people live in the town centre will encourage a more vibrant atmosphere and stimulate local business.	1
Only Derwen Road residential - if houses are affordable and cheap	1

##### 7.2.1.4.2 Please tell us why you chose these projects



13 comments were received from respondents who chose New Railway station entrance and Llynfi Lane as one of their priorities. These have been themed and are detailed in the table below:

Theme	No.
It is the first impression of Bridgend so should be accessible and attractive	4
It would make the train station easier to walk to/more accessible	3
Prevent traffic build up and taxis in the parking spaces	2
It's the nearest station for the Garw Valley	1
Must come with some kind of parking	1
This will increase usage of the station	1
Better entrance to the station	1

The most common responses were it is the first impression of Bridgend so should be accessible and attractive, followed by it would make the train station easier to walk to/more accessible and then prevent traffic build up and taxis in the parking spaces.

#### 7.2.1.4.3 Please tell us why you chose these projects

37 comments were received from respondents who chose new railway station entrance and Llynfi Lane and Derwen Road residential as their priorities. These have been themed and are detailed in the table below:

Theme	No.
Ease traffic/congestion and improve access to the train station	11
More residential areas are important in the town	7
Will make the area more attractive/improve first impression	7
Most needed projects	6
Would bring more trade/visitors to the town	2
Increased housing would lower the amount of anti-social behaviour in the town	1
Need better transport links and housing	1
I have chosen these two because they increase jobs and reduce homelessness.	1
Why should so much money be spent on Court road, it's a nice road already	1

The most common responses were ease traffic/congestion and improve access to the train station followed by more residential areas are important in the town and then will make the area more attractive/improve first impression.

#### 7.2.1.4.4 Please tell us why you chose these projects

30 comments were received from respondents who chose new railway station entrance and Llynfi Lane and Station Court as their priorities. These have been themed and are detailed in the table below:

Theme	No.
Improves access to the train station	9
Will make the area more attractive/improve first impressions	9
This would have the biggest impact	5
Anything which improves the transport links	2
Key gateways to the town	2
Convenience	1
Good use of empty buildings	1

The most common responses were improves access to the train station followed by will make the area more attractive/improve first impressions and then this would have the biggest impact.

#### 7.2.1.4.5 Please tell us why you chose these projects

77 comments were received from respondents who chose new railway station entrance and Llynfi Lane and Station Hill and Court Road development as their priorities. These have been themed and are detailed in the table below:

Theme	No.
Will improve first impression/make the area more attractive	22
Additional entrance will improve access	20
These are the biggest priority/will have most impact	11
Empty and/or character buildings should be utilised	10
Increase footfall to the town for shopping and work	7
Both in need of regeneration	5
These changes could be done quickly	2

The most common responses were will improve first impression/make the area more attractive followed by additional entrance will improve access and then these are the biggest priority/will have most impact.

#### 7.2.1.4.6 Please tell us why you chose these projects

77 comments were received from respondents who chose new railway station entrance and Llynfi Lane and Station link as their priorities. These have been themed and are detailed in the table below:

Theme	No.
Will improve access to the station (including disabled access) and the town and encourage people to use trains more	26
Will increase footfall and encourage/support businesses	10
To develop infrastructure, address traffic issues and increase parking	9
The area needs regenerating	8
Will make the town more attractive to visit/ improve first impression	8
These would have the most benefit	7
Active travel links are important	5

Cheapest waste of money. Already an entrance at Llynfi Lane.	1
Easier to deliver	1
I'm sure the money could be better spent, tackling crime in the area would be a good start	1
Because I am unsure as to what exactly the proposals are for the other areas.	1

The most common responses were will improve access to the station (including disabled access) and the town and encourage people to use trains more followed by will increase footfall and encourage/support businesses and then to develop infrastructure, address traffic issues and increase parking.

#### 7.2.1.4.7 Please tell us why you chose these projects

27 comments were received from respondents who chose new railway station entrance and Llynfi Lane and Tremains Business Park as their priorities. These have been themed and are detailed in the table below:

Theme	No.
Improve access to the train station and encourage businesses	9
Will improve access to the train station	4
Extended railway will improve travel for people	3
Supports businesses/economic growth	3
These will have the biggest impact	2
Will make the area more attractive/improve first impression	2
Don't know much about the others	1
Bus access to train station would be an advantage	1
Out of town centre	1
This would improve disabled access to the train station	1

The most common responses were improve access to the train station and encourage businesses followed by will improve access to the train station and then extended railway will improve travel for people and supports businesses/economic growth.

#### 7.2.1.4.8 Please tell us why you chose these projects

No comments were received from respondents who chose Station Court as one of their priorities.

#### 7.2.1.4.9 Please tell us why you chose these projects

Four comments were received from respondents who chose Station Court and Derwen Road residential as their priorities. These have been themed and are detailed in the table below:

Theme	No.
Improves the look of the area, more residential use and concentrating retail in the retail centre	1



Will attract more residents and attract more businesses, but will need supporting traffic infrastructure	1
We need more affordable accommodation	1
It would make more sense to revamp the existing train station entrance and Bridgend needs more affordable housing in the town centre	1

#### 7.2.1.4.10 Please tell us why you chose these projects

16 comments were received from respondents who chose Station Court and Station Hill and Court Road development as their priorities. These have been themed and are detailed in the table below:

Theme	No.
The first impressions when someone comes off the train	5
Attract more businesses and visitors	3
Best amenity value and readily achievable	3
It will make it more attractive	2
I'd choose any project to improve Bridgend which quite honestly has become a dump	1
Needs upgrading	1
Want to see empty buildings with beautiful architecture in use	1

The most common responses were the first impressions when someone comes off the train followed by attract more businesses and visitors and best amenity value and readily achievable.

#### 7.2.1.4.11 Please tell us why you chose these projects

12 comments were received from respondents who chose Station Court and Station link as their priorities. These have been themed and are detailed in the table below:

Theme	No.
Because they address the lack of greenery in Bridgend and walking and cycling will improve air quality	3
To make it more attractive and welcoming	3
Bring businesses and shops into town/make use of empty buildings	2
These areas require development	2
I picked these two because, as a closed question, it doesn't matter	1
Needs more parking and a bus stop	1

The most common responses were because they address the lack of greenery in Bridgend and walking and cycling will improve air quality followed by to make it more attractive and welcoming and then bring businesses and shops into town/make use of empty buildings and these areas require development.

#### 7.2.1.4.12 Please tell us why you chose these projects

Three comments were received from respondents who chose Station Hill and Court Road development as their priorities. These have been themed and are detailed in the table below:

Theme	No.
Derelict buildings on the upper end of the station approach makes a poor impression.	1
A link from the station into the heart of the town shopping complex	1
The station has only recently had lots of money spent on it. Why develop Tremains Court when the town centre needs vast improvements?	1

#### 7.2.1.4.13 Please tell us why you chose these projects

16 comments were received from respondents who chose Station Hill and Court Road development and Derwen Road residential as their priorities. These have been themed and are detailed in the table below:

Theme	No.
Introducing and reusing old buildings for residential areas will help the town thrive and should be a priority	6
Would enhance this very run down area and give a better impression	4
Business and residential improvements	3
Does not include shops in this climate with so much closing down its madness to build more empty shops	1
I believe they would have the most impact in the town centre	1
I can visualise these better than the others	1

The most common responses were introducing and reusing old buildings for residential areas will help the town thrive and should be a priority followed by would enhance this very run down area and give a better impression and then business and residential improvements.

#### 7.2.1.4.14 Please tell us why you chose these projects

One comment was received from respondents who chose Station link as one of their priorities. This has been themed and detailed in the table below:

Theme	No.
Only chose one. Others waste of money.	1

#### 7.2.1.4.15 Please tell us why you chose these projects

Seven comments were received from respondents who chose Station link and Derwen Road residential as their priorities. These have been themed and are detailed in the table below:

Theme	No.
The town needs housing and better transport links to increase footfall	5
Highest priority to my mind	1

Improves the scenery	1
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#### 7.2.1.4.16 Please tell us why you chose these projects

23 comments were received from respondents who chose Station link and Station Hill and Court Road development as their priorities. These have been themed and are detailed in the table below:

Theme	No.
Make the area more attractive and safer	4
Will have most impact/ the area needs developing	4
Active travel links are important	3
Better access and integration between the train and bus	3
Good use of vacant buildings/space	3
Will be a quick visible improvement	2
Will bring more trade/generate income	2
I don't think these are particularly important	1
Make new jobs	1

The most common responses were make the area more attractive and safer followed by will have most impact/ the area needs developing and then active travel links are important, better access and integration between the train and bus and good use of vacant buildings/space.

#### 7.2.1.4.17 Please tell us why you chose these projects

Two comments were received from respondents who chose Tremains Business Park as one of their priorities. These have been themed and are detailed in the table below:

Theme	No.
Place is an eyesore	1
I see two key things for the development of the centre of Bridgend: an indoor venue suitable for performances and suitable accommodation for high value /high tech sustainable and future-oriented employment in the centre of town to attract, e.g. small/medium sized IT/software companies to Bridgend	1

#### 7.2.1.4.18 Please tell us why you chose these projects

16 comments were received from respondents who chose Tremains Business Park and Derwen Road residential as their priorities. These have been themed and are detailed in the table below:

Theme	No.
We need housing and to support businesses/job creation	11
Lack of suitable alternatives	1
Most accessible	1



Bridgend has been suffering a long time since the closure of town centre road use, hopefully these new projects will bring more income to the area.	1
Because they are the most needed	1
Rejuvenate town centre	1

The most common response was we need housing and to support businesses/job creation.

#### 7.2.1.4.19 Please tell us why you chose these projects

Two comments were received from respondents who chose Tremains Business Park and Station Court as their priorities. These have been themed and are detailed in the table below:

Theme	No.
Make the area more presentable and with a good community centre	1
Use of empty buildings, more employment, not wasting money making something look pretty.	1

#### 7.2.1.4.20 Please tell us why you chose these projects

15 comments were received from respondents who chose Tremains Business Park and Station Hill and Court Road development as their priorities. These have been themed and are detailed in the table below:

Theme	No.
Bridgend needs to attract and support businesses and job creation	9
Gives scope for both residential and commercial with the use of vacant property	1
I think they are more important than the others	1
Access to services	1
Encourage more people into Bridgend to create a larger footfall	1
Needs regenerating	1
Gives scope for both residential and commercial with the use of vacant property	1

The most common response was Bridgend needs to attract and support businesses and job creation.

#### 7.2.1.4.21 Please tell us why you chose these projects

Seven comments were received from respondents who chose Tremains Business Park and Station link as their priorities. These have been themed and are detailed in the table below:

Theme	No.
To support businesses and job opportunities	4
Need to promote small business opportunities and integrate transport modes.	1

To make the areas more attractive	1
I think these have a better chance of succeeding	1

The most common response was to support businesses and job opportunities.

#### 7.2.1.4.22 Please tell us why you chose these projects

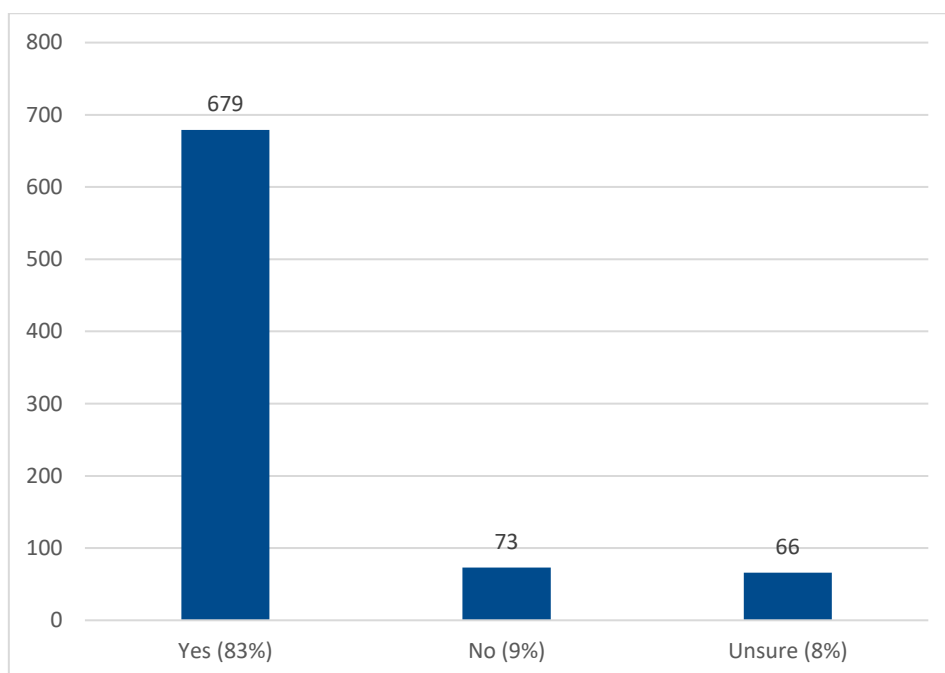
28 comments were received from respondents who did not choose any projects as priorities. These have been themed and are detailed in the table below:

Theme	No.
None of the above	16
The whole of Bridgend/communities is a priority	3
Unable to comment as I am not familiar with these areas	2
Affordable housing should be the priority	1
Need to be sympathetic to the architecture and culture of older buildings and make sure the history is not lost	1
1 entrance Tremains Road 2 walking and cycling	1
All are an equal priority for me	1
Without free car parking, town centres are finished	1
Public toilets should be a priority. And creation of recreational activities to improve mental health.	1
Tremains business Walking and cycling routes	1

The most common responses were none of the above followed by the whole of Bridgend/communities is a priority and then unable to comment as I am not familiar with these areas.

#### 7.2.1.5 Would you agree with making a new entrance to the station from Tremains Road?

818 respondents answered this question.



83% of respondents agreed with the proposal to make a new entrance to the station from Tremain's road. 9% of respondents disagreed with this proposal and 8% were unsure.

#### 7.2.1.6 If no or unsure please tell us why and any alternative suggestions or proposals you have.

103 comments were received from respondents who did not agree with the proposals or who were unsure. These have been themed and are detailed in the table below:

Theme	No.
It is unnecessary/the entrance is fine as it is	31
Concerns about traffic and parking, the road is already busy	22
It is a waste of money/ station was recently refurbished	14
Would want more information and detail	7
Access: too steep, if disabled you are not able to go over footbridge, not near the bus station	5
I am unsure because I do not know the area	5
Entrance is away from the town/ would it take business away from the town?	4
This is not a priority/ money could be better spent elsewhere	4
Concerns about station security and how this would be managed	3
Unsure how an entrance would be successfully created in this space	2
Do not trust BCBC to undertake the work	1
McArthur Glen	1
Need to invest in the town so people want to go here	1
There should be one entrance as not to confuse and that entrance should be attractive	1
Yes if the existing entrance is maintained also	1

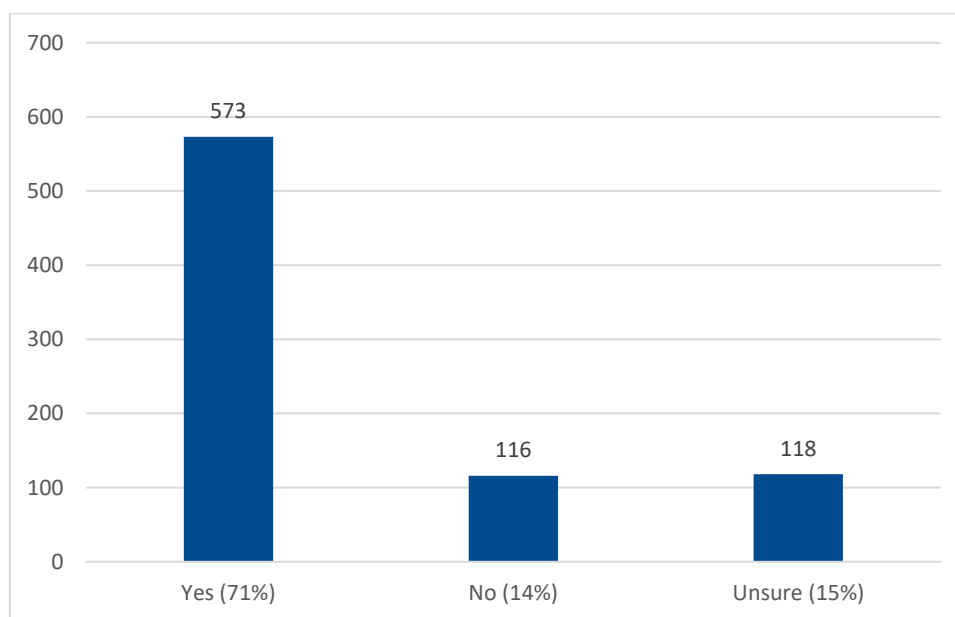


The most common responses were it is unnecessary/the entrance is fine as it is, followed by concerns about traffic and parking, the road is already busy and then it is a waste of money/ station was recently refurbished.

## 7.2.2 Development zone B – Brackla, Nolton and Oldcastle

### 7.2.2.1 Do you agree with all the proposed projects in this area?

807 respondents answered this question.



71% of respondents agreed with all the proposals in this area. 14% stated that they did not agree with all the proposals and a further 15% were unsure.

### 7.2.2.3 If no or unsure please tell us why and any alternative suggestions or proposals you have.

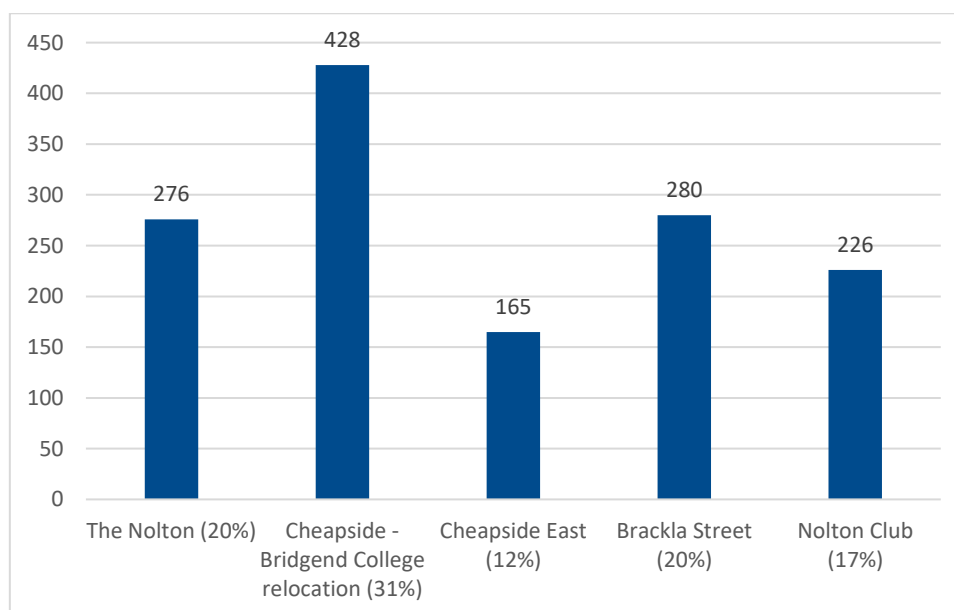
169 comments were received from respondents who did not agree with the proposals or who were unsure. These have been themed and are detailed in the table below:

Theme	No.
Do not agree/ am unsure of the benefits of moving the college	39
Should focus on regenerating the town centre i.e. more facilities, youth clubs, shops, green areas, cycle lanes	33
Do not need any more houses and social housing will not improve Bridgend	24
It is unnecessary/ waste of money	18
There are enough empty shops and offices, we do not need more	10
Traffic and parking issues	10
Need more information on proposals	7

This is all rhetoric and will probably not happen	5
Unsure of the area so unable to comment	4
Feasibility, space and financial restraints	3
Implications for council tax	3
Invest in other areas of the borough too	3
I agree with the relocation of the college	2
Unsure if it is the best use/have sufficient access to Nolton Club	2
Bridgend needs a proper Police Station.	1
Bridgend centre is dead	1
Because you will mess it up - you are experts at this.	1
Increased provision for educational use does not take into account future enlargement	1
Involve locals who actually live there	1
Shopmobility should be in the Rhiw car park	1

The most common responses were do not agree/ am unsure of the benefits of moving the college followed by should focus on regenerating the town centre i.e. more facilities, youth clubs, shops, green areas, cycle lanes and then do not need any more houses and social housing will not improve Bridgend.

#### 7.2.2.4 Please select which two projects in this area would be your priority?

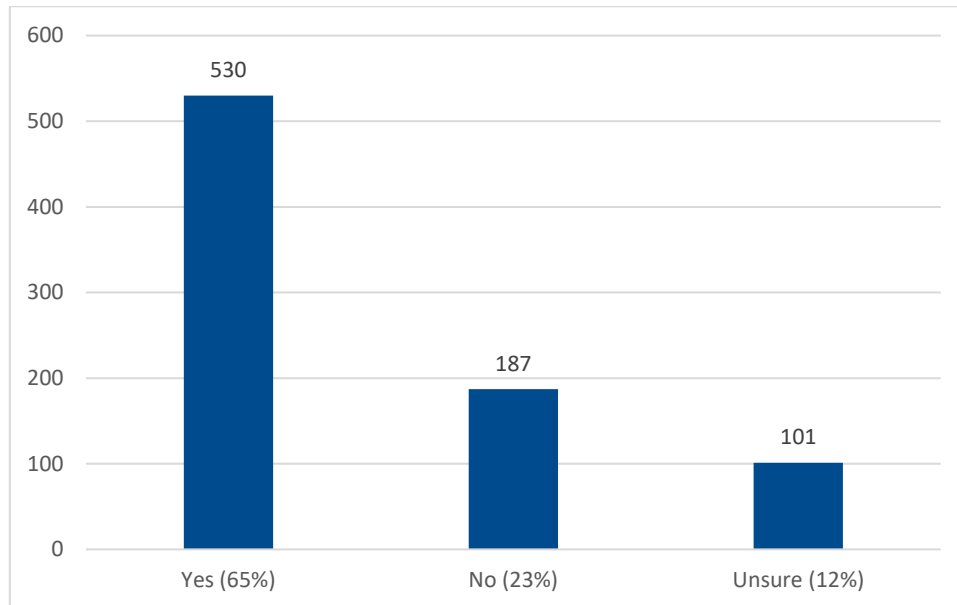


The projects were selected to be prioritised in the following order:

- Cheapside - Bridgend College relocation (31%)
- The Nolton (20%)
- Brackla Street (20%)
- Nolton Club (17%)
- Cheapside East (12%)

### 7.2.2.5 Do you think moving part of the Bridgend College campus and other educational institutions to the town centre will help improve the towns centre footfall and support its growth?

818 respondents answered this question.



65% of respondents agreed that moving part of the Bridgend College Campus and other educational institutions to the town centre would help improve town centre footfall and improve its growth. 23% of respondents did not agree with this and 12% were unsure.

### 7.2.2.6 If no or unsure please tell us why and any alternative suggestions or proposals you have.

218 comments were received from respondents who stated no or unsure. These have been themed and are detailed in the table below:

Theme	No.
It is fine where it is, it is not far from town and is a waste of money	47
It will increase traffic, cause congestion and will need more parking for staff and students	35
May increase anti-social behaviour, litter and put other people off going to town	35
Students have little money to spend/it won't bring prosperity/ students will only spend in takeaways	31
It seems unnecessary/waste of money/ a high cost for a little or no gain	27
Should focus on regenerating the town, supporting businesses and reducing anti-social behaviour	24
Unsure, would need more information	6
Concerned that college relocation will dominate town centre/ is too big for the area	3



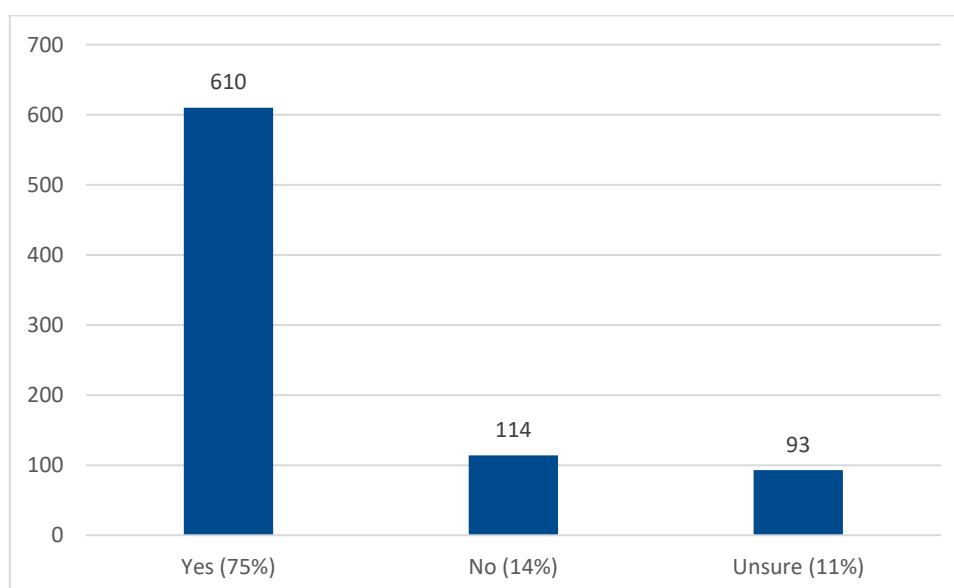
Create education hubs that are free to use/Stop making education resources massive, the depravation in wider communities needs smaller and more appropriate education support	3
I believe that Bridgend College is expanding out of Pencoed, hence area at college could be used for light industry, parking and residential use	1
Inconvenience for students	1
No green space for students	1
Only move college because the road it's now on is a nightmare	1
Timescales	1
Town centre should consolidate with MacArthur Glen outlet.	1
Too spread out	1

The most common responses were it is fine where it is, it is not far from town and is a waste of money followed by it will increase traffic, cause congestion and will need more parking for staff and students and then may increase anti-social behaviour, litter and put other people off going to town.

### 7.2.3 Development zone C – retail core

#### 7.2.3.1 Do you agree with all the proposed projects in this area?

817 respondents answered this question.



75% of respondents stated that they agreed with all the proposed projects in this area. 14% stated that they did not and a further 11% were unsure.

#### 7.2.3.2 If no or unsure please tell us why and any alternative suggestions or proposals you have.

156 comments were received from respondents who did not agree with the proposals or who were unsure. These have been themed and are detailed in the table below, some comments contained multiple themes:

Theme	No.
Unsure the police centre needs relocating/it is fine where it is	31
Should focus more on retail and town centre not housing/more housing which may bring more anti-social behaviour	28
Need better vehicular access and parking/ de-pedestrianise the town centre	15
Need more support for businesses and shops/charge less rates and rents	13
There are too many retail outlets/ too much emphasis on retail/ town is no longer commercial	13
Waste of money/ It is unnecessary	13
Focus should be on regenerating the streets, empty buildings, providing community space and making the town more attractive	12
Agree to the relocation of the police centre but needs to be a prominent feature	9
The Rhiw should be for shops not residential	6
Keep the town pedestrianised	5
Unsure if money spent on heritage and street art is money well spent/ street art can be difficult to get right	4
Concern about the time it will take to implement, if it is feasible or just rhetoric	3
More environmental projects i.e. car charging points and sustain current urban wildlife	3
Little is being said to enable disabled and elderly to access the area	2
Unsure whether the spirit of the indoor market will survive all of this	2
Where is the funding coming from? / what will be the implications for council tax?	2
I agree that this is the most important area for development, is the plan to focused on eat drink premises, you are going to have a massive food drink culture	1
I do not believe that college should be relocated to where existing police station is	1
I don't quite understand all proposals	1
Older, historic buildings must be protected to retain Bridgend's familiar traditional character.	1
This should be a shared project, there are areas of unused land which could well be developed equally as well in the Maesteg area	1

The most common responses were unsure the police centre needs relocating/it is fine where it is followed by should focus more on retail and town centre not housing/more housing which may bring more anti-social behaviour and then need better vehicular access and parking/ de-pedestrianise the town centre.

### 7.2.3.3 Please tell us how you think the new Masterplan can help achieve and support a healthy mix of independent and national retailers within the town's core retail areas?

384 comments were received in response to this question. These have been themed and are detailed in the table below, some comments contained multiple themes:

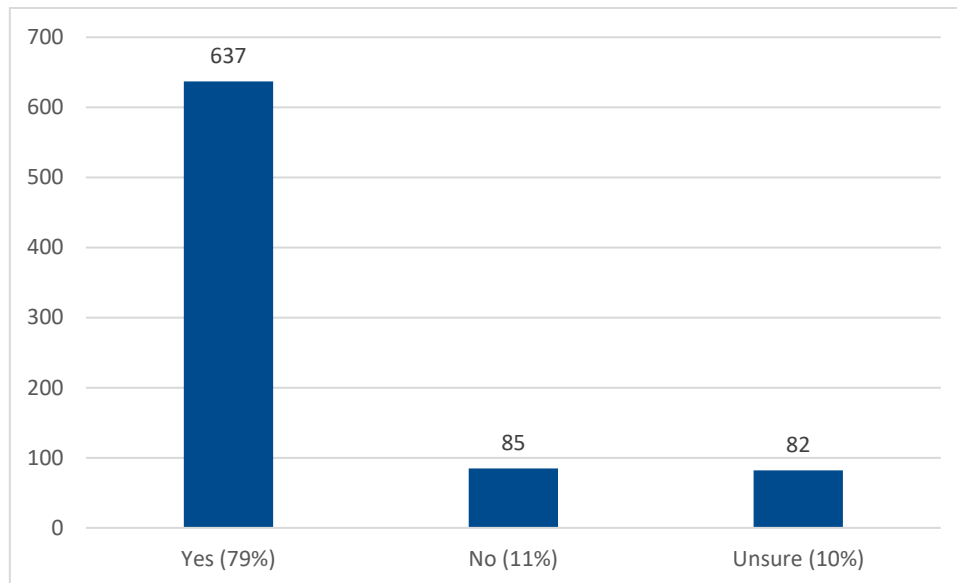
Theme	No.
Need better shops in the town centre, national but also promote small independent shops	58
Need incentives/support for businesses including cheaper rates and rents	46
Regenerating the town and empty shops and making it an attractive town centre will attract retailers	42
Need improved access to the town centre, active travel links, de-pedestrianise and more and improved car parking	41
Projects that will support this: retail core, riverside development, the Rhiw, heritage and historical sites, café culture, the indoor market and pop up shops/markets	37
Relocating the police centre would make the town safer and address the issue of anti-social behaviour	36
Increased housing will increase footfall/should not have social housing	33
Having a mix of spaces that creates a community i.e. retail, leisure, outdoor eating and green spaces, will attract retailers	28
It won't/ it is too late/waste of money	27
Agree with projects and think/hope it will bring economy back to Bridgend	20
Make the town safer, less anti-social behaviour in town and at the bus station	13
Relocating the college will mean the students will use town more	13
People will still travel to McArthur Glen and retailers would go there	6
Town needs improved foot fall	5
Invest in all valley towns/ Porthcawl and it will naturally increase footfall in surrounding areas	3
Maybe look for a shared facility between the police and council - like a one stop shop	1
No need for masterplan, make good with current situation and improve on that	1
Street art a waste of money and mostly looks awful	1
Under current circumstances it's going to be very difficult to justify any spending	1

The most common responses were need better shops in the town centre, national but also promote small independent shops followed by need incentives/support for businesses including cheaper rates and rents and then regenerating the town and empty shops and making it an attractive town centre will attract retailers.

## 7.2.4 Development zone D – café and cultural quarter

### 7.2.4.1 Do you agree with all the proposed projects in this area?

804 respondents answered this question.



79% of respondents stated that they agreed with all the proposed projects in this area. 11% stated that they did not and a further 10% were unsure.

### 7.2.4.2 If no or unsure please tell us why and any alternative suggestions or proposals you have.

111 comments were received from respondents who did not agree with the proposals or who were unsure. These have been themed and are detailed in the table below:

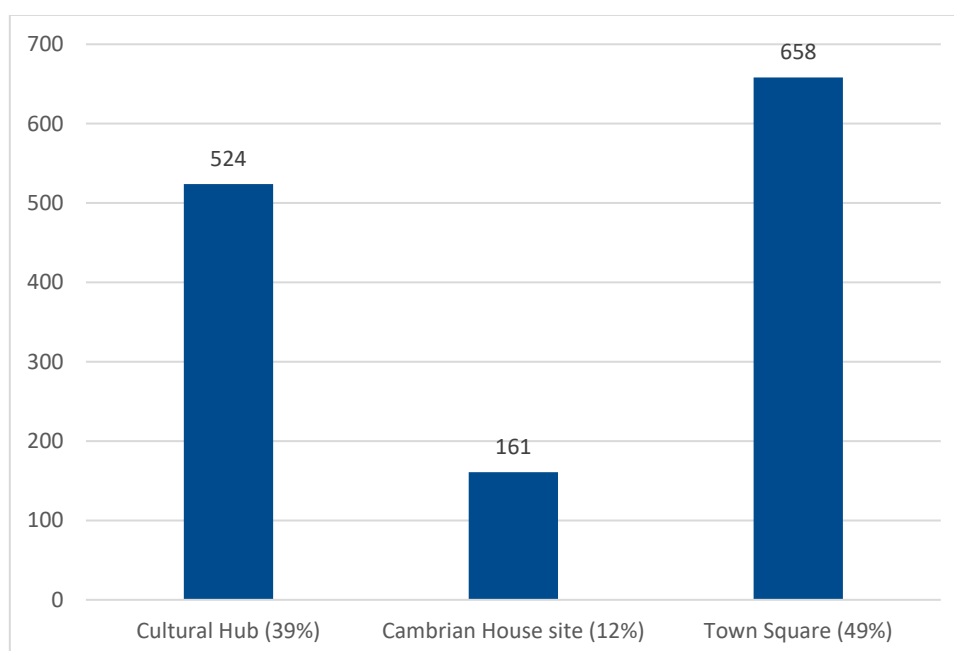
Theme	No.
It seems unnecessary when there are already a lot of eating places in town/waste of money	32
Need to focus on regenerating the town i.e. increasing footfall, green spaces, retaining historical sites, knocking down old buildings and reducing anti-social behaviour	21
Do not need any more housing, especially social housing	17
Need to keep the town centre pedestrianised	10
Would want more information/how will this be funded/implications for council tax	7
Need to de-pedestrianise the town centre	6
Town squares and open spaces may increase anti-social behaviour	6
Do not think this will ever happen	3
Not familiar with the area so unable to comment	2
Open town square to river	2



Consolidation with MacArthur Glen outlet	1
a town square should be created but not at the Cambrian house site but at no 18 Wyndham street site	1
How about spending money in an area that is used- Porthcawl perhaps	1
It is a brilliant idea, but carry out wind and light modelling when developing	1
The plan for a cultural and events venue could be the one thing that gives genuine opportunity for growth in the town. This concept is good but there are no details about how to achieve this.	1

The most popular responses were it seems unnecessary when there are already a lot of eating places in town/waste of money followed by need to focus on regenerating the town i.e. increasing footfall, green spaces, retaining historical sites, knocking down old buildings and reducing anti-social behaviour and then do not need any more housing, especially social housing.

#### 7.2.4.3 Please select which two projects in this area would be your priority?



The projects were selected to be prioritised in the following order:

- Town Square (49%)
- Cultural Hub (39%)
- Cambrian House site (12%)

#### 7.2.4.4 What cultural and leisure activities would you like to see in the town centre?

432 comments were received in response to this question. These have been themed and are detailed in the table below, some comments contained multiple themes:

Theme	No.
Events and workshops: food/farmers markets, festivals, Christmas events, local events, cultural events, pop-up events, street entertainers	80

Music: buskers, live music, outdoor shows, concerts, indoor music venue, space for dancing troupes	73
Activities that are accessible for all, bring the community together and let people socialise	41
Theatre: street theatre, outdoor productions and theatre venue	39
Market: weekly markets, street markets, outdoor markets	38
Health and sports: gym, spa, swimming pool, crazy golf, football, kayaking, ice skating, ping pong, skate park etc.	33
Art: street art, outdoor interactive art, gallery and exhibitions	32
Library/ return the library to the town centre	31
Café culture and independent artisan shops	26
More for children and young people: youth club, playgrounds, places to socialise, activities	24
Unsure but agree with proposal/anything that drives footfall to the town	23
Need a space and indoor venue for events	21
Cinema/small independent cinema	20
Museum/heritage centre	19
Unnecessary/waste of money	19
More green spaces to sit and enjoy	15
Bowling alley	13
More open and outdoor space with covered areas for activities/seating	13
Need to address anti-social behaviour	7
Technological activities: retro arcade, gaming club, laser quest and 'Techniquet' type of facility	6
Cheaper/free car parking/electric chargers	5
Cycle friendly areas and facilities for cyclists	5
Buildings to develop: Cambrian house, Carnegie House, rebuild the façade of the town hall	4
Comedy club	4
Escape room	4
More Welsh culture and history	4
Events that cater for older residents	3
Fan zones for sports events	3
Tourist information centre	3
Night life activities	3
Pop up funfair	3
Public toilets	3
Water fountain	3
Remove late night license for pubs and bars to discourage users of culture and entertainment whose sole reason for visiting the towns pubs is to get intoxicated	2
Also the same for Maesteg	1
Closed question once again, not allowing my opinion to be heard	1

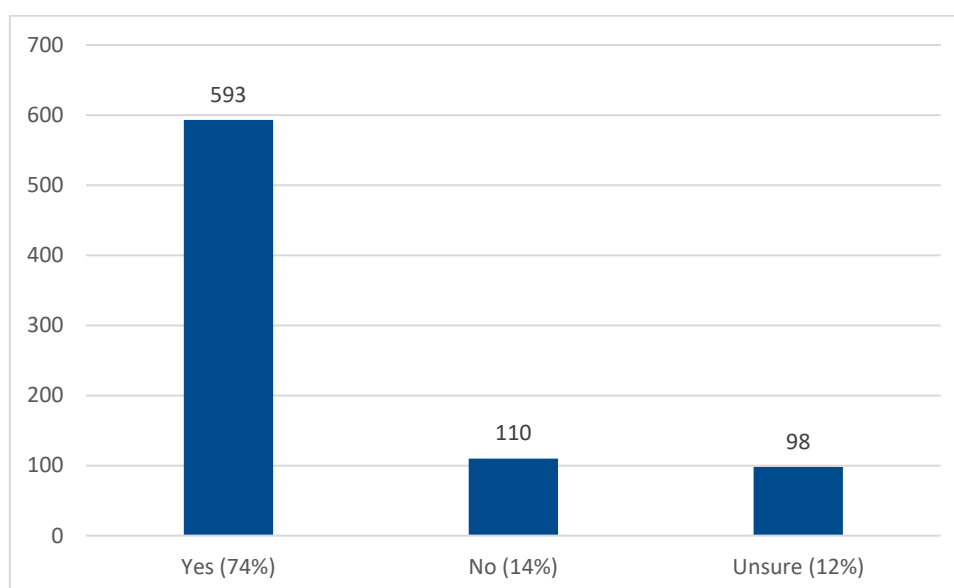
Do not allow cars into the centre of the town/need good transport links	1
However this should be in Newbridge Fields	1
'Red Dragon' soapbox race down Park Street!	1
The timescale for these ideas are ridiculous	1
The churches & chapels in the centre could be utilised & supported to mount concerts as quite a few have large under used halls	1
You've included residential as part of the cultural hub, how is this cultural!?	1

The most popular responses were events and workshops: food/farmers markets, festivals, Christmas events, local events, cultural events, pop-up events, street entertainers followed by music: buskers, live music, outdoor shows, concerts, indoor music venue, space for dancing troupes and then activities that are accessible for all, bring the community together and let people socialise.

## 7.2.5 Development zone E – Northern Gateway

### 7.2.5.1 Do you agree with all the proposed projects in this area?

801 respondents answered this question.



74% of respondents stated that they agreed with all the proposed projects in this area. 14% stated that they did not and a further 12% were unsure.

### 7.2.5.2 If no or unsure please tell us why and any alternative suggestions or proposals you have.

125 comments were received from respondents who did not agree with the proposals or who were unsure. These have been themed and are detailed in the table below:

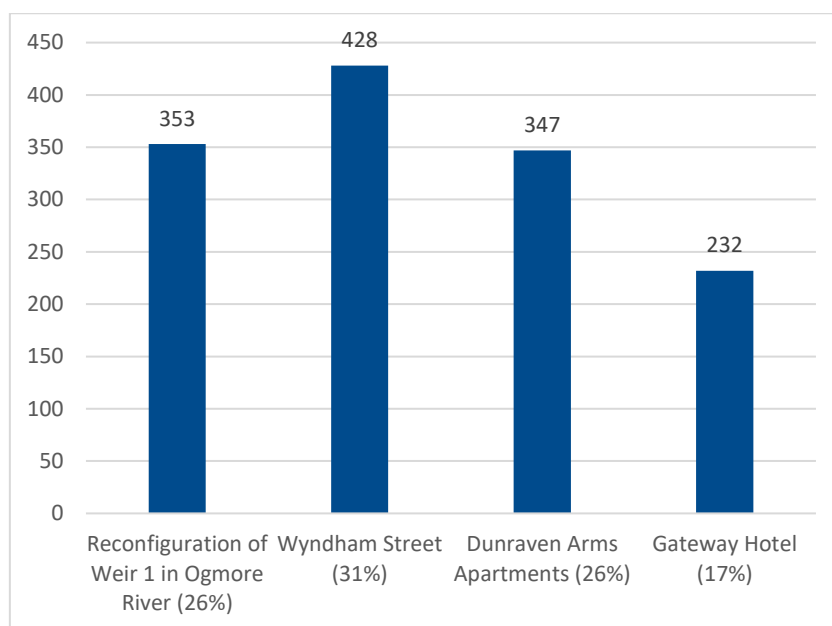
Theme	No.
Do not see a need for a hotel and concerned about who it will be aimed at	26

Do not need more housing, especially not social housing, and there is no infrastructure to support them	24
Unnecessary/unrealistic/waste of money	19
The Wyndham arms or Dunraven arms would be better renovated as a hotel	14
Should concentrate on regenerating what is already there and keeping the character/history of the town	8
Do not allow vehicles back into town and keep and improve the bus station	7
Reconfiguring Weir 1 and alleviating flood risk is important as well as supporting wildlife and green areas	7
Need more retail/ Consolidation with MacArthur Glen outlet	5
Implications for council tax/ I think there could be money better spent elsewhere	3
Concerned about street art/ Heritage trail	2
Do not trust the council with big projects	2
Feasibility	1
How tall is the gateway hotel going to be? Keep it low rise	1
Not an area I know well so unable to comment	1
Only thing worth looking into is a decent hotel for Bridgend.	1
The Angel housing site would be more appropriate for a hotel	1
The York Hotel is part of this area and needs urgent attention.	1
The Wyndham Street development would be better to demolish the existing buildings and create a town square area	1
Why does Maesteg not have such proposals	1

The most common responses were do not see a need for a hotel and concerned about who it will be aimed at followed by do not need more housing, especially not social housing, and there is no infrastructure to support them and then unnecessary/unrealistic/waste of money.

#### 7.2.5.3 Please select which two projects in this area would be your priority?





The projects were selected to be prioritised in the following order:

- Wyndham Street (31%)
- Dunraven Arms Apartments (26%)
- Reconfiguration of Weir 1 in Ogmere River (26%)
- Gateway Hotel (17%)

#### 7.2.5.4 Bridgend has a number of gateways into the town centre. How can the 'gateways' be developed to create an easy and attractive entry into the centre?

322 comments were received in response to this question. These have been themed and are detailed in the table below, some comments contained multiple themes:

Theme	No.
Better and clearer signage that are easy to follow to the town centre/"Welcome to Bridgend" signage at each gateway	34
Need to regenerate i.e. make them more attractive, clean and colourful	32
Infrastructure needs to be improved/reconfigured i.e. it is difficult to get to town, roads are too narrow and there is too much traffic	31
More greenery i.e. landscaping, trees, flowers, flower baskets and be environmentally friendly	29
Could use public art and sculptures that incorporates the town's history: archways, reinstate the toll house, pillars, over-arching gantries, large letters (like Amsterdam) and striking facades	25
Places that need regeneration: Dunraven Arms, Derwen Road, Wyndham House, Nolton Street, reopen the Embassy Bridge and take into account Angel Inn area	24
Need improved active travel links and public transport	18
Renovate the empty and rundown buildings	17
A hotel and/or increased housing would improve the area	16

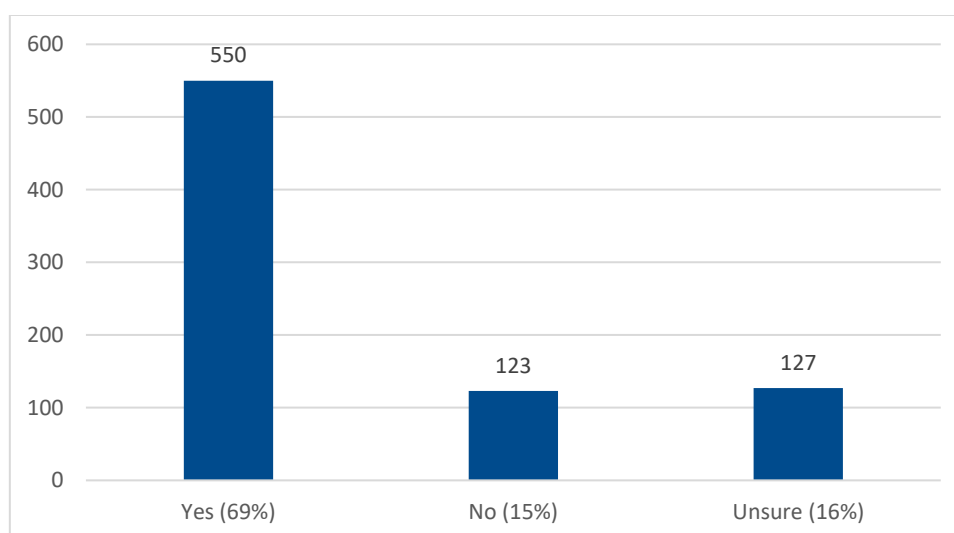
Need to address the anti-social behaviour	15
Unsure	15
Need more incentives to go into town/improved outdoor seating areas for cafes and restaurants would be a welcoming sight	13
Vehicles should have access to the town centre	11
Agree with the need to regenerate these areas and they will need to be maintained	10
Improved disabled access i.e. more wheelchair friendly, remove steep inclines and better disabled parking	9
The Weir and river is an eyesore and flood defences are important	8
Unnecessary/waste of money	8
Improve the entrance to the bus station and make it more attractive/refurbish bus stops	7
Do not agree with developing a river walkway or a hotel	5
Ensure no traffic in the centre	1
Limit the height of building projects, high rise would ruin the skyline	1

The most common responses were better and clearer signage that are easy to follow to the town centre/'Welcome to Bridgend' signage at each gateway followed by need to regenerate i.e. make them more attractive, clean and colourful and then infrastructure needs to be improved/reconfigured i.e. it is difficult to get to town, roads are too narrow and there is too much traffic.

## 7.2.6 Development zone F – Riverside

### 7.2.6.1 Do you agree with all the proposed projects in this area?

800 respondents answered this question.



69% of respondents stated that they agreed with all the proposed projects in this area. 15% stated that they did not and a further 16% were unsure.

### 7.2.6.2 If no or unsure please tell us why and any alternative suggestions or proposals you have

152 comments were received from respondents who did not agree with the proposals or who were unsure. These have been themed and are detailed in the table below:

Theme	No.
Do not need any more housing/this area is not suitable for housing/ will need supporting infrastructure, and be affordable	69
Unnecessary/unrealistic/waste of money	20
The area would be better suited to green areas and leisure facilities i.e. cafes, restaurants, nature or heritage trail	18
Council walkway is a waste and the council building is an eyesore	10
Concerned about the impact on traffic and parking	5
Need more retail not housing	5
Utilise what is there already	5
Do not agree it is a priority/ I have no alternative proposal	4
Feasibility/Impact of Covid and Brexit	3
I would like more information on proposals before commenting	3
Proposals should be given to other areas of Bridgend County Borough	2
Street art is a waste of money	2
Concern about flooding risk	1
angel housing (22) this should be the site of the new police station	1
Education and policing	1
Implications for council tax	1
Improvement to the walkway essential for aesthetics and security	1
Not bold enough, you need to think bigger	1

The most common responses were do not need any more housing/this area is not suitable for housing/ will need supporting infrastructure, and be affordable followed by unnecessary/unrealistic/waste of money and then the area would be better suited to green areas and leisure facilities i.e. cafes, restaurants, nature or heritage trail.

### 7.2.6.3 How would you like to see the riverside area developed?

364 comments were received in response to this question. These have been themed and are detailed in the table below, some comments contained multiple themes:

Theme	No.
With cafes, bars, restaurants, shops and undercover areas	61
With improved access, links to the town and Newbridge Fields, pedestrianised river walkways, active travel links and leisure activities	52
With a variety of residential spaces	47
More attractive and cleaner i.e. remove litter, modernise, replace uneven pavements and add lighting	39

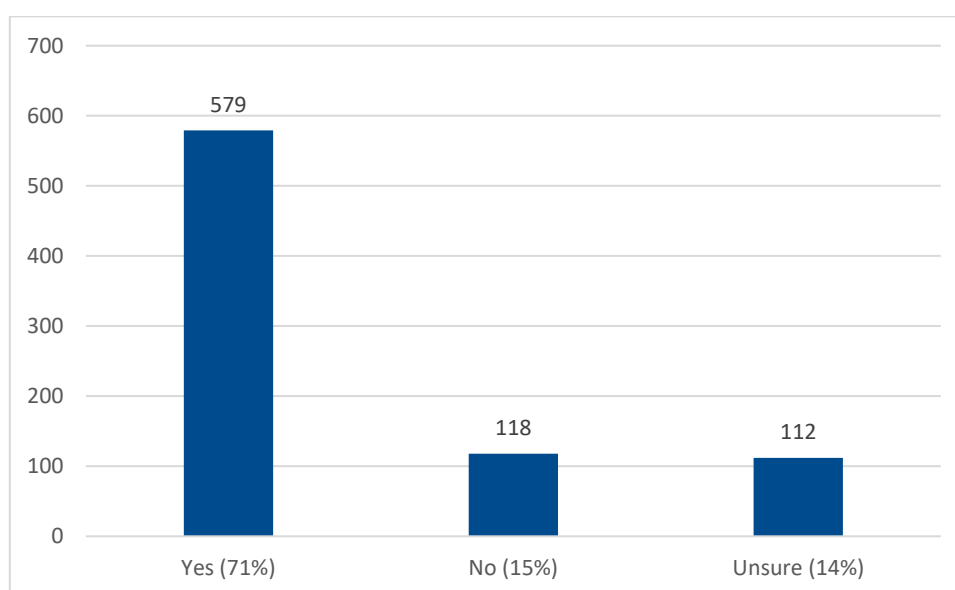
More green areas and spaces i.e. more trees, flowers, planting and wildlife	28
Redevelop old buildings and buildings backing on to the riverside	26
Unsure/agree with proposals to develop this area	22
Other areas are more important/no need to develop the riverside	18
Civic Offices and the Angel Walkway bridge are eyesores	14
Nice seating areas along the river	14
Do not think there should be any housing/there should be less housing	12
The river is an important asset and is underutilised	12
Retain the old bridge and keep new developments in keeping with the old bridge	10
Could be used for water sports, boat trips, river dining and sporting activities	8
Should be retained as a public space and not residential if houses are built	5
Flood defences are important but could be made more attractive	3
Unsure how this will be funded and if there is enough space	3
Decide on one focus area so as to maximise its contribution and avoid confusion as to its purpose	1
There is potential to utilise the river for green energy	1

The most common responses were with cafes, bars, restaurants, shops and undercover areas followed by with improved access, links to the town and Newbridge Fields, pedestrianised river walkways, active travel links and leisure activities and then with a variety of residential spaces.

## 7.2.7 Development zone G – Newcastle

### 7.2.7.1 Do you agree with all the proposed projects in this area?

800 respondents answered this question.





71% of respondents stated that they agreed with all the proposed projects in this area. 15% stated that they did not and a further 14% were unsure.

#### 7.2.7.2 If no or unsure please tell us why and any alternative suggestions or proposals you have

143 comments were received from respondents who did not agree with the proposals or who were unsure. These have been themed and are detailed in the table below, some comments contained multiple themes:

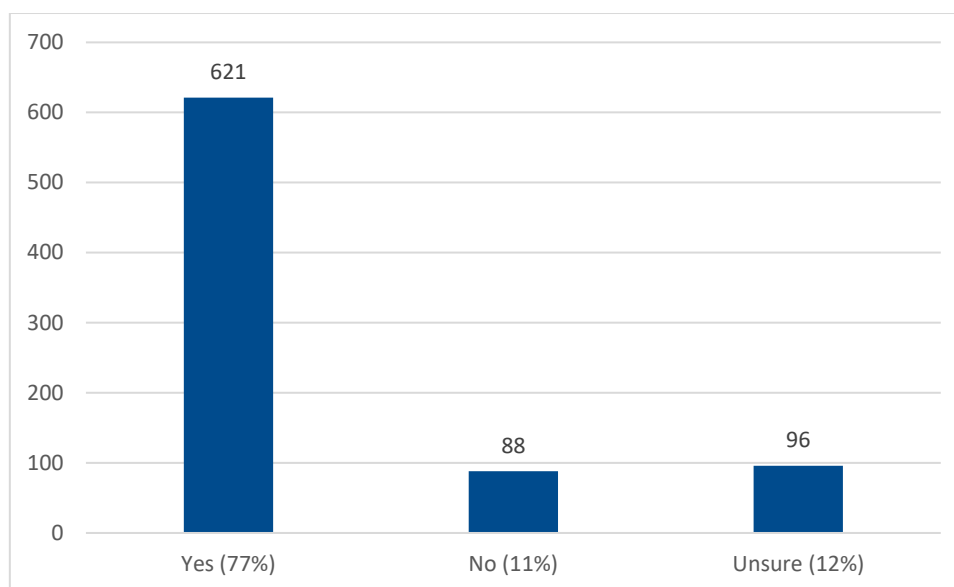
Theme	No.
There should not be social housing in this area/ it may cause anti-social behaviour	50
Newcastle has great character and needs to be retained/Need to retain the historical buildings/places in this area	19
This is not a priority/ unnecessary/waste of money	15
Needs infrastructure: parking, drainage, travel links/pollution and traffic is already heavy in area and Park street	14
Do not build more houses/ there are already too many vacant properties	8
Empty/other buildings and the square could be used for other uses i.e. community projects, shops, restaurants, youth centre	8
Not familiar with the area so can't comment	7
The area is too small to develop further	5
Focus on the town centre, attracting businesses and creating jobs	4
Proposal is too vague to comment	3
Regardless of changes, the area needs a considerable amount more policing due to anti-social behaviour	2
Street art is a waste of public money	2
The improvement to the Victorian and Georgian terraces is much needed but the homes should be affordable	1
The creation of more green space in the town centre is vital as is supporting existing ecology	1
Feasibility	1
Implications for council tax	1
Finance	1
Move everything out of Bridgend and give the area a chance	1
Relocate homeless centre	1
Street art seems like a good idea	1

The most common responses were there should not be social housing in this area/ it may cause anti-social behaviour followed by Newcastle has great character and needs to be retained/Need to retain the historical buildings/places in this area and then this is not a priority/ unnecessary/waste of money.

#### 7.2.8 Development zone H – Sunnyside

### 7.2.8.1 Do you agree with all the proposed projects in this area?

805 respondents answered this question.



77% of respondents stated that they agreed with all the proposed projects in this area. 11% stated that they did not and a further 12% were unsure.

### 7.2.8.2 If no or unsure please tell us why and any alternative suggestions or proposals you have

118 comments were received from respondents who did not agree with the proposals or who were unsure. These have been themed and are detailed in the table below, some comments contained multiple themes:

Theme	No.
Infrastructure: roads will not cope, congestion, there is no parking and increased air pollution near to Park Street	32
Need to focus on green areas/ there is little provision for green space/ unnecessary cutting down of trees	13
Unreasonable/ unnecessary/ waste of money	13
Is there a need for more housing? Could renovate empty properties	12
Why do we need a wellness centre when there is already an existing leisure centre: could improve the entrance, swimming pool, sports for children and promote this to residents	11
The Wellness Village is already agreed and has began	7
Need more information inc. is the housing affordable? Is it for the elderly?	6
What do you mean by wellness? / What is a wellness centre?	6
Seems a good place to build houses or a hotel	4
Feasibility/ flood risks	3
Low priority/need to focus on town and not housing	3

We need an event space in Bridgend for events and concerts	3
Forget the heat network, unsustainable and rarely work	2
Overpopulation	2
Should not have knocked down the court	2
Implications for council tax	1
I would like to see this delivered by a housing association not the council.	1
Leisure area in Porthcawl should continue as Bridgend already benefits from one. Can't we spread out funding between areas, rather than forces on a dying town.	1
Never go to this area so unable to comment	1

The most common responses were infrastructure: roads will not cope, congestion, there is no parking and increased air pollution near to Park Street followed by need to focus on green areas/ there is little provision for green space/ unnecessary cutting down of trees and then unreasonable/ unnecessary/ waste of money.

### 7.3 Project priorities

#### 7.3.1 Please tell us which projects identified in the masterplan you think should be the priority for Bridgend Town Centre.

520 comments were received in response to this question. These have been themed and are detailed in the table below, some comments contained multiple themes:

Theme	No.
Retail core/improve the retail offer/support businesses and attract new shops/the Rhiw development	106
The train station area: creating a new entrance, improving facilities, station hill and Tremains Road	97
Town square: will give the town a central focus, bring people together, provide activities and an events space	87
Relocation of the college/Cheapside	54
Creation of green and social spaces: to make the town more attractive, and provide places for people to meet, socialise and take part in activities	53
Residential housing/ utilising existing buildings for housing	52
Improve infrastructure: access to town centre, transport, traffic, active travel links and provide free parking	47
Café and cultural quarter/ cultural hub: to bring the town alive, increase footfall, promote independent food outlets	43
Anything that improves/repurposes empty properties	34
Sunnyside/wellbeing centre: wellbeing is important and will be needed after Covid	30
Need to address anti-social behaviour	23
Development of the riverside: use the river as a focal point, will attract people to the area, reconfigure Weir 1	20
De-pedestrianise the town centre	16
Northern gateway/gateways into the town: to attract visitors to the area	16

None/ have no confidence any of this will happen	15
Relocation of the Police Centre	13
The town centre needs to be regenerated	13
Wyndham Street: is run down and development would make the area more attractive	13
Build on what is already there and focus on improving that	12
Unsure if projects are feasible or how they will be funded	12
Agree with all projects	10
The heritage trail/utilising the history and historical aspects of the town	10
Dunraven arms/place: make the town more attractive and give a better impression	9
Market Street: looks run down and needs redevelopment	7
Other areas to include: Embassy hotel, Brewery Field, Town Hall façade, Park Place, The Angel Inn, Carnegie House	7
Derwen Road: area needs redevelopment and it will make the area more attractive	6
Focus on developments in the town centre	6
Invest in other areas in the borough inc. Maesteg and Porthcawl	6
Public toilets located throughout the town	6
Brackla Street/Nolton Street: will make the town more attractive	5
Tremains business park/ development of offices	5
Newcastle Hill: has some great/historical buildings that need renovation	5
Nolton Street/Nolton club: needs redevelopment and suffers from lack of daytime footfall	5
Projects should aim to be carbon neutral/environmentally aware/include electric car charging points	5
Improve the bus station/ more bus stops undercover	4
Keep the town centre pedestrianised	4
Development of the Post Office site	3
Hotel to attract visitors	3
I think there should be a consideration of creating an additional train stations in Coychurch/Pencoed and Bryntirion	1
Long term employment opportunities	1
Not knocking down post office, it the one place in town convenient to all	1
The residents of Bridgend would love to enhance their town centre and play a collaborative role in doing so, please consult more widely with local groups when we return to more normal times	1

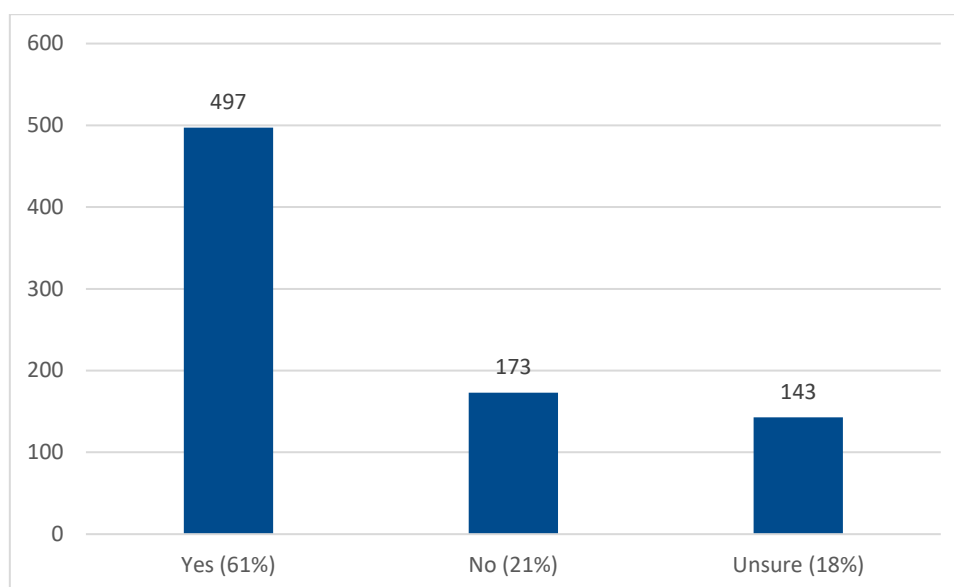
The most common responses were retail core/improve the retail offer/support businesses and attract new shops/the Rhiw development followed by the train station area: creating a new entrance, improving facilities, station hill and Tremains Road and then Town Square: will give the town a central focus, bring people together, provide activities and an events space.

## 7.4 Town centre housing

### 7.4.1 Would you like see Bridgend Town Centre as a place with more in-town living opportunities?



805 respondents answered this question.



61% of respondents stated that they would like to see Bridgend town centre as a place with more in-town living opportunities. 21% of respondents did not agree with this proposal and a further 18% were unsure.

#### 7.4.2 Please give reasons for your answer

277 comments were received from respondents who stated 'yes' to this question. These have been themed and are detailed in the table below, some comments contained multiple themes:

Theme	No.
It will benefit retailers i.e. increase footfall in town and support economic growth	85
It will bring life to the town/make the town centre more vibrant, including at night	36
It will make the town centre more attractive and create a community feel	26
A good use of empty buildings, it is better to have people living in the town rather than derelict buildings	24
It is a good idea, a lot of people would like to live in the town and is convenient for accessing shops and services	24
It depends who the housing is aimed at, should have limited social housing and a mix of residential types	17
Should cater for: older people, families, young people, people with limited mobility	17
Good environmental benefits, less need for cars and active travel links should cut town traffic/no building on green sites	15
It would make the town safe and discourage anti-social behaviour	14
The new housing needs to be affordable	12
The town is not commercial anymore so housing is a good idea	12

I am concerned about other parts of the infrastructure such as hospital capacity, dentists, surgeries, roads, bike lanes etc. to meet the increased population and housing.	3
Too many people are homeless, having more housing would prevent this	2
I would like to see it but am sceptical of investment	1
Only if appropriate large green spaces are provided and appropriate public transport links are provided for these residents	1
So too would other local towns which improves the look of an area	1
The balance needs to be right. First and foremost it is supposed to be a retail facility.	1
I would like to see it but am sceptical of investment	1
Only if appropriate large green spaces are provided and appropriate public transport links are provided for these residents	1
So too would other local towns which improves the look of an area	1

The most common responses were it will benefit retailers i.e. increase footfall in town and support economic growth followed by it will bring life to the town/make the town centre more vibrant, including at night and then it will make the town centre more attractive and create a community feel.

### 7.4.3 Please give reasons for your answer

106 comments were received from respondents who stated 'no' to this question. These have been themed and are detailed in the table below, some comments contained multiple themes:

Theme	No.
We should focus on supporting businesses, shops, retail, green spaces and making the town a cultural hub and not housing	35
This may result in increased anti-social behaviour	16
Town centres are not for housing/too many houses will stop it being a town centre	11
Need to focus on better access to the town, more housing would bring more traffic and parking issues	9
There should no /little social housing in the town	8
More housing would need additional services for residents and current service levels are inadequate	6
Is this needed/will people want to live in town?	5
There is plenty of housing Bridgend and the outskirts of town	5
Do not build houses and save money	3
It will be overcrowded	2
Maybe some housing but need to retain the purpose of a 'town centre'	2
Need to focus on making the town a residential area of shopping/cultural hub	2
Consolidation with MacArthur Glen outlet	1
I don't believe the centre is large enough to accommodate it.	1
Look what has happened already	1
The council needs to address areas outside the town centre and Porthcawl that actually need funding/investment	1

The most common responses were we should focus on supporting businesses, shops, retail, green spaces and making the town a cultural hub and not housing followed by this may result in increased anti-social behaviour and then town centres are not for housing/too many houses will stop it being a town centre.

#### 7.4.4 Please give reasons for your answer

79 comments were received from respondents who stated 'unsure' to this question. These have been themed and are detailed in the table below, some comments contained multiple themes:

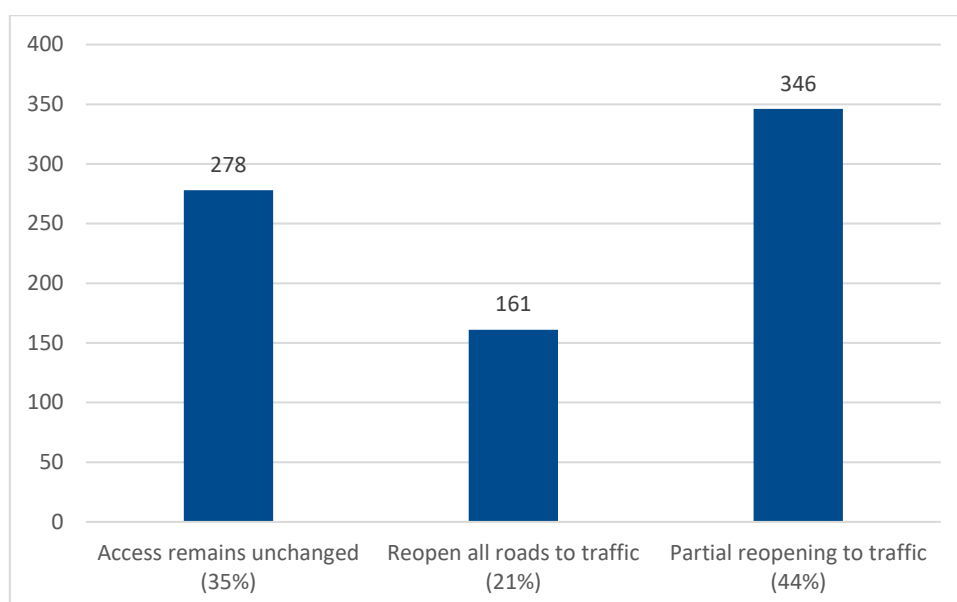
Theme	No.
Maybe some housing but need to retain the purpose of a 'town centre'	17
It should not be social housing as this may increase anti-social behaviour in the town	14
Current infrastructure, services, roads, parking and transport may not support this	10
It would depend on the type of accommodation and who the housing would be targeted at	9
Making use of derelict/empty buildings is a good idea but not building new ones	8
Need to focus on regenerating the town i.e. make it more attractive, more shops etc. before housing is considered	8
Unsure if this is needed/wanted	7
There is enough housing around the town centre	3
Implications for council tax	1
Retail premises may limit the entertainment opportunities and music licences for nearby night life	1
Overcrowding	1
This is not important for me personally.	1
They would need to be accessible for disabled people in order for disabled people to live independently	1

The most common responses were maybe some housing but need to retain the purpose of a 'town centre' followed by it should not be social housing as this may increase anti-social behaviour in the town and then current infrastructure, services, roads, parking and transport may not support this.

#### 7.5 Access within Bridgend C.B.C43e5555 town centre

##### 7.5.1 Which of the following statements do you think is the best option for access within Bridgend Town Centre?

785 respondents answered this question.



44% of respondents selected partial reopening to traffic as the best option for access to Bridgend town centre, 35% selected for access to remain unchanged and 21% selected to reopen all roads to traffic.

### 7.5.2 Do you have any further comments regarding vehicular accesses in the town centre?

248 comments were received in response to this question. These have been themed and are detailed in the table below, some comments contained multiple themes:

Theme	No.
Need improved, better and/or free car parking	50
pedestrianise	45
Need to de-pedestrianise the town centre and allow access	42
Need to allow/improve access for disabled people and more disabled parking	28
It needs to change/improve i.e. better roads, signage and business access	22
Should have 'drop off' and 'pick up' points and access at certain times	20
It needs to be a safe town centre, impose and enforce a speed limit and employ traffic wardens	12
A partial reopening may work/have a pedestrianised area and open some roads up	9
Unsure	7
No mention of electric car access or charging points	5
Improve active travel links and public transport	4
Make sure the bus station has a police outpost to avoid anti-social behaviour and improve toilets	4
Town centre vehicle access goes against the idea of a town square/café and cultural quarter	4
One way system is difficult to navigate and traffic lights take too long to change	3

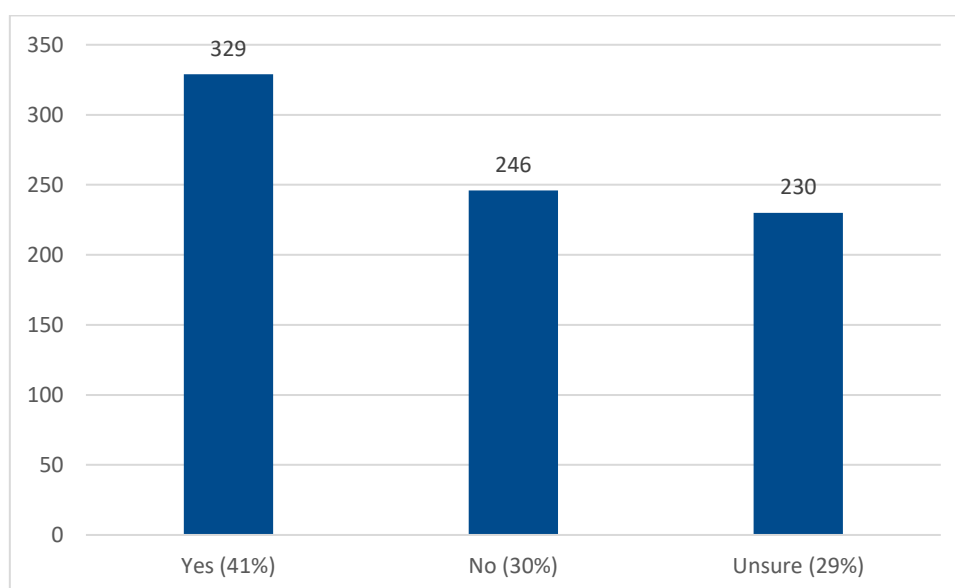


This will be dependent on any housing developments as residents would need access	2
A more positive approach to encourage motorbike parking	1
Golf cart system to bring people to town centre from car parks like they have at horse racing venues	1
Please make it a more pleasing town centre to shop in, more flowers and greenery.	1
Some way of increasing access to the railway station for the elderly who find the hill approaches extremely difficult.	1
Small round town public transport using electric vehicles. Assisted fares or no cost.	1
Waste of money	1

The most common responses were need improved, better and/or free car parking followed by need to de-pedestrianise the town centre and allow access and then need to allow/improve access for disabled people and more disabled parking.

### 7.5.3 Do you feel the current provision for public transport to travel to Bridgend Town Centre is adequate?

805 respondents answered this question.



41% of respondents stated that the current provision for public transport to Bridgend town centre is adequate. 30% of respondents stated no to this question and 29% were unsure.

### 7.5.4 Please give reasons for your answer

94 comments were received from respondents who stated 'yes' to this question. These have been themed and are detailed in the table below:

Theme	No.
There are regular bus service and trains	48
There is adequate/plenty of provision	12

Public transport is not fully utilised as it is now	6
The bus station is good/modern/needs to stay	5
It is adequate but it's a shame about the antisocial behaviour at the bus station	3
Free parking would be beneficial	2
Need a bus link from the railway station	2
Bus fares need to be cheaper, no free bus passes!	1
Except for bus route 75 which has been cancelled and missed by many retired people.	1
Better bus and rail information, friendly staff. information in braille and other languages	1
I think later buses would help	1
Improve rail access	1
I would close all roads into town and make them pedestrian.	1
It is adequate but could be much improved to unlock further economic opportunities	1
It is adequate but people are just choosing not to go to town	1
More trains on different lines would be an advantage	1
pedestrians should be able to shop without the danger of cars	1
provided that bus routes stay open	1
Public transport is simply not convenient - people like to travel in their own vehicles, park up and head home when they want to.	1
Some areas do not have public transport services	1
What is lacking is transport from Bridgend to other places	1
Some bus routes need to be upgraded	1
The standards of bus could be higher or smaller and more frequent	1

The most common responses were there are regular bus service and trains followed by there is adequate/plenty of provision and then public transport is not fully utilised as it is now.

### 7.5.5 Please give reasons for your answer

155 comments were received from respondents who stated 'no' to this question. These have been themed and are detailed in the table below, some comments contained multiple themes:

Theme	No.
Bus services are inadequate, unreliable and unpleasant	32
It is a bad service, it is very limited and needs improvement and more services	28
Places identified for improvement: Maes Dewi Pritchard, Porthcawl, A4063, Coity, Parc Derwen, Litchard, hospital, Pen-y-Fai, Pencoed, Wildmill, valley communities	27
There has been a lack of investment/too many cuts	18
Train services are inadequate: it is not easily accessible from town, trains overcrowded, car park congested, inadequate 'drop off', expensive and the gap from the platform is frightening	12

Do not want to go to the bus station, there is too much anti-social behaviour	9
Bus station is too far away from the train station, need better connectivity	7
It is expensive	6
Do not use public transport	4
Depends on where you live	3
This transport should be electrified/we need more electric community minibuses/it will not meet future environmental standards	3
Unnecessary and a waste of money	3
Buses and trains are underutilised	2
Not guaranteed a seat if traveling by bus in wheelchair/ need audio and visual announcements on buses	2
Providing free parking spaces for cars could bring in more people to town	2
There is a lack of safe cycle storage and cycle routes	2
Too much congestion	2
A metro system would provide adequate links through the borough	1
Allow electric scooters To be driven to and in the town	1
Move all fast food takeaways away from Waterton retail park and into town centre or Bridgend industrial estate.	1
it's very conglomerated!	1
No public transport actually goes into the town centre because it cannot (Pedestrianisation)	1
The lack of bus shelters in some areas is diabolical and discourages the use of public transport	1
We should try and use public transport more	1

The most common responses were bus services are inadequate, unreliable and unpleasant followed by it is a bad service, it is very limited and needs improvement and more services and then places identified for improvement: Maes Dewi Pritchard, Porthcawl, A4063, Coity, Parc Derwen, Litchard, hospital, Pen-y-Fai, Pencoed, Wildmill, valley communities.

#### 7.5.6 Please give reasons for your answer

136 comments were received from respondents who stated 'unsure' to this question. These have been themed and are detailed in the table below:

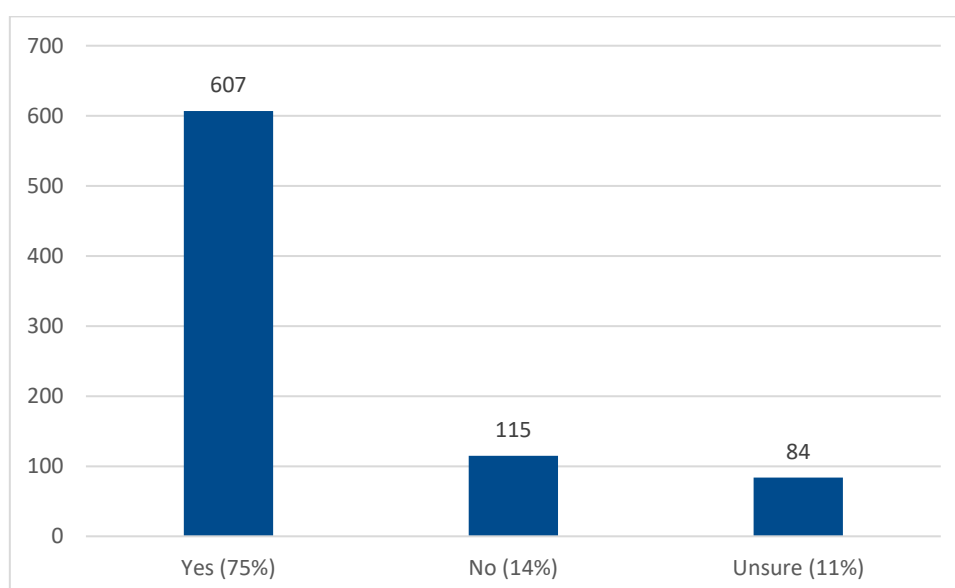
Theme	No.
Unsure/I do not use public transport	112
Always need more buses/more buses in the evening	3
Bridgend bus station is unwelcoming and there is always anti social behaviour there	3
Train facilities need upgrading	3
The bus station is vital to be kept	2
Need better links between bus and rail	2
Access for those who rely on buses from outlying residential areas (Cefn Glas, Broadlands, Brackla) is insufficient	1
Links to the industrial estate and the very limited bus routes through rural communities limits access and links to rural areas	1

More regular services between Porthcawl Broadlands and Bridgend	1
I currently live in Pencoed and it is expensive to get the train into town for our family of 6. The train also runs once an hour which is a long time to wait for a family with young children.	1
Do people from other places really travel to Bridgend?	1
Shame there is no train to Porthcawl.	1
Public transport can be hard to navigate	1
No megabus stops	1
Taxis need to have better access in and out of certain areas around the pedestrian areas	1
You have stopped them doing unprofitable routes. The elderly are screwed who can't drive	1
Would cycle if proper routes provided and secure lock up for bike.	1

The most common responses were unsure/I do not use public transport followed by always need more buses/more buses in the evening and then Bridgend bus station is unwelcoming and there is always anti-social behaviour there and train facilities need upgrading.

### 7.5.7 Do you believe the town centre would benefit from improved active travel links?

806 respondents answered this question.



75% of respondents stated that the town centre would benefit from improved active travel links, 14% of respondents stated no and a further 11% were unsure.

### 7.5.8 Please give reasons for your answer

263 comments were received from respondents who stated 'yes' to this question. These have been themed and are detailed in the table below, some comments contained multiple themes:

Theme	No.
Better for the environment, less traffic and less pollution	57



Positive effects on health and wellbeing, good exercise and to address obesity	55
More cycle routes and lanes needed and facilities i.e. bike storage/hire	37
Have to ensure routes are safe i.e. well lit, not hindered by traffic and paths maintained	28
Agree with proposal	27
Areas that need links: schools, to Porthcawl, Cefn Glas, Laleston, Parc Derwen, Broadlands, Tremains Road, the hospital, Ogmore by Sea, Brackla, bus and train stations	17
Improved links would benefit the town	16
There are already some good links but they need improvements and with less bollards	16
Great idea but facilities for older people and disabled people need to be considered too	10
They need to be thought out and links properly joined up	10
Walking and cycling should be encouraged	8
I would be wary of mixing cyclists and pedestrians	3
Active travel links can only be positive but car drivers and bus links need to be considered too	2
A relocation of the train station to a more accessible area in Bridgend Town centre would help	1
But more transport is needed at later times in the day	1
Except for cycle lanes, no cycle lanes!	1
Improving active travel infrastructure will be ineffective if you reopen the town centre to cars.	1
The increase in dog ownership does not factor into this scheme at all.	1
There are other places to have this consideration too (Maesteg)	1

The most common responses were better for the environment, less traffic and less pollution followed by positive effects on health and wellbeing, good exercise and to address obesity and then more cycle routes and lanes needed and facilities i.e. bike storage/hire.

### 7.5.9 Please give reasons for your answer

59 comments were received from respondents who stated 'no' to this question. These have been themed and are detailed in the table below:

Theme	No.
There is already adequate provision/ it is unnecessary	20
Not many people are using the Active travel links already in place	10
Waste of money	7
What about the elderly, disabled, young children and people who are unable to walk far or cycle?	7
Cycle lanes do not work	5
Need to focus on the town centre first	4
Walking yes but cycling no	3
Housing regeneration in the area would negate this.	1

There would be little or no benefit to the town centre but it would benefit public health	1
You are not able to carry your shopping when walking/cycling	1

The most common responses were there is already adequate provision/ it is unnecessary followed by not many people are using the active travel links already in place and then waste of money and what about the elderly, disabled, young children and people who are unable to walk far or cycle?

### 7.5.10 Please give reasons for your answer

35 comments were received from respondents who stated 'unsure' to this question. These have been themed and are detailed in the table below:

Theme	No.
There is already adequate provision/ it is unnecessary	14
Not many people using the Active travel links already in place	5
What about the elderly, disabled, young children and people who are unable to walk far or cycle?	5
Agree with proposal but do not think this should be a priority	4
Walking yes but cycling no	3
Agree with proposal but unsure how it will be achieved	2
It might encourage more people to walk	1
Make walking routes more attractive - plant more trees, invest in more attractive town landscaping	1

The most common responses were there is already adequate provision/ it is unnecessary followed by not many people using the active travel links already in place and then what about the elderly, disabled, young children and people who are unable to walk far or cycle?

## 7.6 Placemaking

### 7.6.1 What changes do you believe can be brought to the town centre that brings together its positive attributes in order to create public places for all to enjoy?

467 comments were received in response to this question. These have been themed and are detailed in the table below, some comments contained multiple themes:

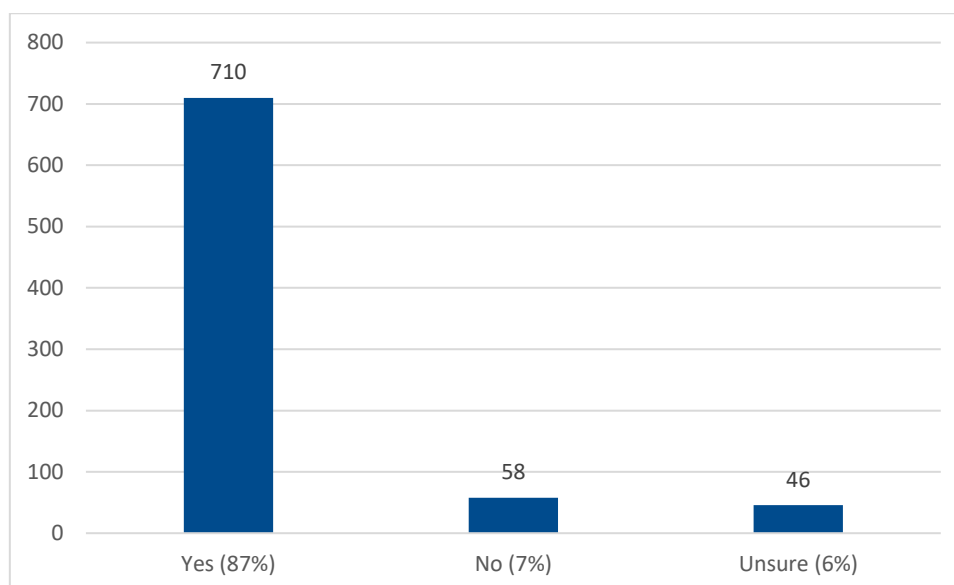
Theme	No.
More open and green areas and spaces	85
Address the anti-social behaviour and have an increased police presence so people feel safe in town	69
Regenerate the town centre and empty buildings, make it more attractive and clean	54
Improve the retail offer, more and better shops, restaurants, bars and support businesses	53
More leisure activities and events i.e. music, culture, art, theatre, cinema, food festivals, markets	38

Create mixed areas and community spaces/hubs for everyone to enjoy and where people can sit and socialise	35
Preserve historical buildings, celebrate the town's history/use more Welsh	30
A town square as a focal point and café/outdoor eating areas	25
Capitalise on the river, make river walkways	12
De-pedestrianise the town centre, improve transport, gateways, active travel links improve parking	12
Increased accessibility for disabled people i.e. flat pavement and kerbs, disabled parking and disabled friendly housing	10
Nothing/Unnecessary/save money	9
More housing in the town centre, empty buildings can be converted to housing	6
Everything you have covered in the masterplan	4
More undercover seating areas	4
Not the main issue, solve the big problems first/increase footfall	4
Unsure/do not think these plans will go ahead	4
Child play area/park	3
Fully serviced public toilets	3
We do not have the weather for a café culture/have appropriate ideas for the season	3
Change the planning process, put plans on display for those with no computers	2
Get the market back up and running and use its facilities	2
Involve interested groups you can and listen to what residents say	2
It is areas on the outskirts of town and within the borough that need money and facilities	2
No access for vehicles and no accommodation in the town centre	2
Revert to old town centre in the past	2
Change the labour led council	1
Consolidation with MacArthur Glen outlet.	1
Make the recreation centre and fields a place to be, NOT the town centre	1

The most common responses were more open and green areas and spaces followed by address the anti-social behaviour and have an increased police presence so people feel safe in town and then regenerate the town centre and empty buildings, make it more attractive and clean.

### 7.6.2 Do you support the creation of a new Town Square and more green space in the town centre?

814 respondents answered this question.



87% of respondents stated that they supported the creation of a new Town Square and more green space in the town centre, 7% stated that they did not support this proposal and 6% were unsure.

### 7.6.3 Please give reasons for your answer

314 comments were received from respondents who stated 'yes' to this question. These have been themed and are detailed in the table below:

Theme	No.
Will make the area more attractive, attract visitors and give the town a focal point	91
People enjoy green areas and we need to create more	52
It would provide a social space for families and people to meet, and bring life into the town	36
Agree with proposal/ it is a great idea	34
Will support health, wellbeing and mental health	25
Will need to be maintained i.e. grass cut and effectively policed to limit anti-social behaviour	22
Will provide a good mixed/multi-use centre and provide a great venue for events	18
Would provide a nice area to sit and relax/ must have seating	12
Would create a community feel and pride in the town/ involve volunteers in planting etc.	11
Better linkage and celebration of the town, war memorial needs to stay	4
Far too many empty retail units, we need more and high quality shops	3
I do not believe you have any intention of following through with this commitment	1
If you build more flats there will be more problems with anti-social behaviour	1
I support it but where is the space for this green space	1
No town centre park	1
Likewise for Maesteg	1



Rebuild town hall facade	1
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The most common responses were will make the area more attractive, attract visitors and give the town a focal point followed by people enjoy green areas and we need to create more and then it would provide a social space for families and people to meet, and bring life into the town.

#### 7.6.4 Please give reasons for your answer

34 comments were received from respondents who stated 'no' to this question. These have been themed and are detailed in the table below:

Theme	No.
Unnecessary/waste of money	18
Will encourage/provide more space for anti-social behaviour	9
Focus on having more green space	3
There is not enough space	2
need more disabled housing	1
Playable spaces would be better	1

The most common responses were unnecessary/waste of money followed by will encourage/provide more space for anti-social behaviour and then focus on having more green space.

#### 7.6.5 Please give reasons for your answer

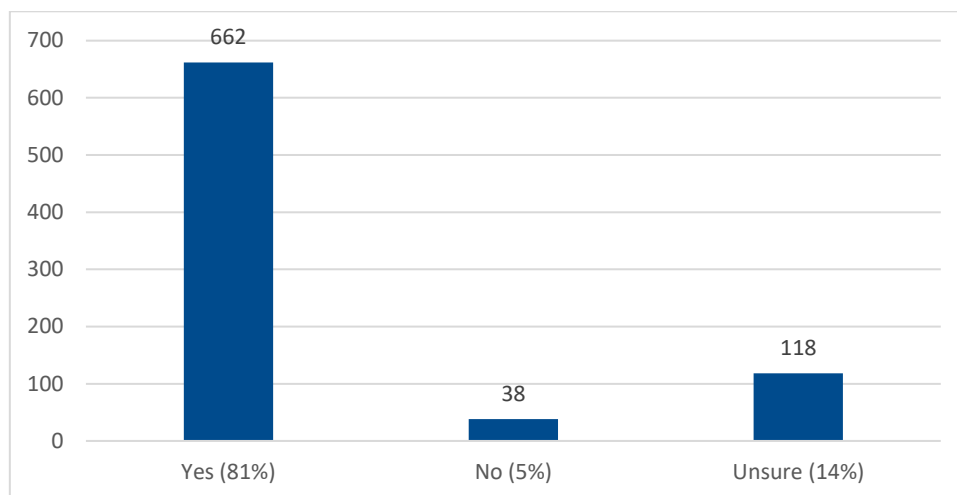
28 comments were received from respondents who stated 'unsure' to this question. These have been themed and are detailed in the table below:

Theme	No.
May encourage/provide more space for anti-social behaviour	7
Unsure it is necessary/what benefit it would add	5
Implications for council tax/costs	3
Already have open/green spaces	2
Needs to be kept tidy and safe (CCTV)	2
Yes more green space but unsure of town square	2
Not sure if the town square is big enough to make it greener	1
Have not experienced a town square	1
Only would be good if the post office remains more central	1
Town square is part of the historic district so unsure about changing it.	1
The existing cenotaph area is quite large. irony here, you want green space in town yet you want to permit development out of town on the playing fields of our communities	1
We live in a fairly wet climate	1
What the town needs up to date shops	1

The most common responses were may encourage/provide more space for anti-social behaviour followed by unsure it is necessary/what benefit it would add and then implications for council tax/costs.

#### 7.6.6 Do you think the town centre suffers from anti-social behaviour?

818 respondents answered this question.



81% of respondents stated that they thought the town suffered from anti-social behaviour, 5% stated no to this question and 14% were unsure.

#### 7.6.7 If yes, what measures could help reduce anti-social behaviour?

509 comments were received in response to this question. These have been themed and are detailed in the table below, some comments contained multiple themes:

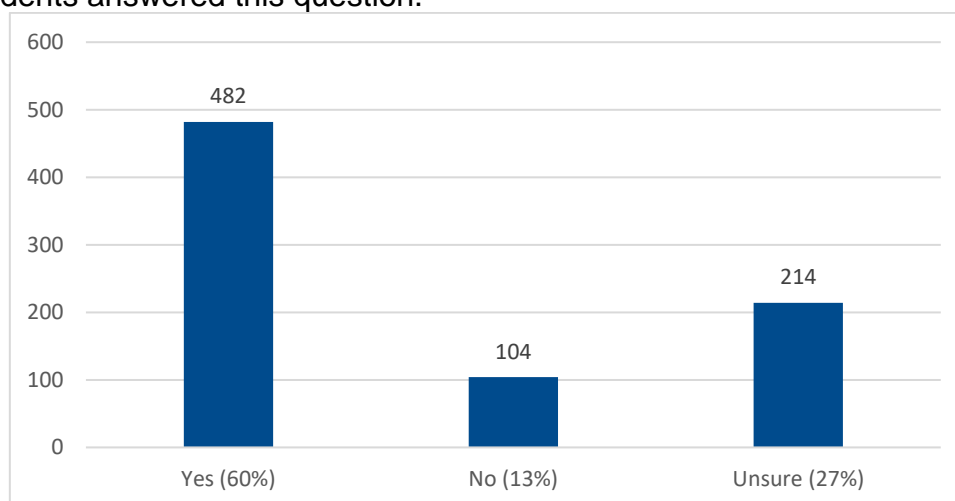
Theme	No.
Increased police presence/more police and PCSOs patrolling the streets/police centre in town	205
Regenerating the town, opening it up, good lighting and having mixed uses will discourage anti-social behaviour	59
Enforce the laws, zero tolerance, implement fines and dispersal orders	49
Provide more support for people with drug and alcohol issues and have more facilities for young people to engage in	48
There is a lot of anti-social behaviour at the bus station and the job centre/ put the job centre out of town or by police station	29
Less pubs in the town centre/ pubs given shorter opening hours	24
Remove drug and alcohol services and hostels out of the town centre	21
Need to remove groups of young people, drunk people and people on drugs from the town centre	17
More and improved CCTV	16
Stop visible drinking and drug taking on the streets	14
Increased residential areas would discourage anti-social behaviour	13
Consider the social housing around the town and do not build anymore houses in the town	11

Unsure but the perception of the town is that it is not safe	9
Encourage more pride in the area	8
Get homeless off streets get them somewhere to live	3
Do not bring Bridgend College into the centre	1
Keep the Police Station in town where it is	1
Move the town centre and consolidate with MacArthur Glen outlet	1

The most common responses were increased police presence/more police and PCSOs patrolling the streets/police centre in town followed by regenerating the town, opening it up, good lighting and having mixed uses will discourage anti-social behaviour and then enforce the laws, zero tolerance, implement fines and dispersal orders and provide more support for people with drug and alcohol issues and have more facilities for young people to engage in.

#### 7.6.8 Do you think there are aspects of the masterplan that can help young people have a greater connection with their town centre?

800 respondents answered this question.



60% of respondents felt that there were aspects of the masterplan that could help young people have a greater connection with their town centre, 13% stated no to this question and 27% were unsure.

#### 7.6.9 Please give reasons for your answer

244 comments were received from respondents who stated 'yes' to this question. These have been themed and are detailed in the table below, some comments contained multiple themes:

Theme	No.
Relocating the college	58
The open and green spaces, places to socialise and the cultural and café space	43
Need to consult with and involve young people in developments, will help create a sense of pride	31
Community centre and attractions such as music, events, arts and activities will encourage young people	28

The regeneration and more attractive spaces will be good for young people	27
Increase in affordable housing and job creation	19
Improved retail offer	8
Improved transport and active travel links	8
Agree that the plan will help young people feel connected to the town centre	7
The town square	7
Should encourage all ages	6
Anything that encourages appreciation of the towns history	3
More police presence and less anti-social behaviour would help	2
It may do but young people today in all honesty don't care what they have	1
More opportunities to buy drugs	1
Yes - cancellation	1
Youngsters will love the 24/7 pubs & clubs but this will drive everyone else even further away from the town centre	1

The most common responses were relocating the college followed by the open and green spaces, places to socialise and the cultural and café space and then need to consult with and involve young people in developments, will help create a sense of pride.

#### 7.6.10 Please give reasons for your answer

51 comments were received from respondents who stated 'no' to this question. These have been themed and are detailed in the table below:

Theme	No.
Young people don't/won't care	11
Unsure how the plan will benefit young people	10
Need more for young people: sports, arts, employment, drop in centre, cinema, theatre, concerts, bowling, McDonalds, gaming centres	9
You should ask/involve young people	5
There is nowhere for young people to go/they don't feel safe in town	4
You are not making the town centre better/the town centre is dead	3
Depends on what age group you mean by young people	2
Unnecessary	2
Lack of Cycle and footpaths	1
The only aspect of this plan for young people is the relocated college - their connection will remain with the college, not the town centre.	1
Nothing will change unless you remove all the rehabilitation centres	1
What about older people	1
Young people would prefer a more modern and environmental approach to this like solar energy	1

The most common responses were young people don't/won't care followed by unsure how the plan will benefit young people and then need more for young people: sports, arts, employment, drop in centre, cinema, theatre, concerts, bowling, McDonalds, gaming centres.



### 7.6.11 Please give reasons for your answer

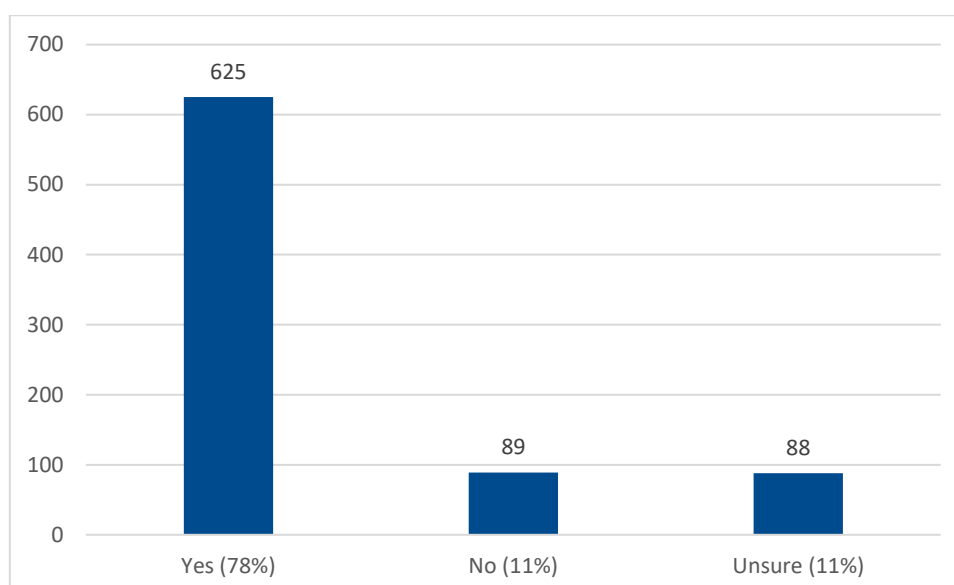
28 comments were received from respondents who stated 'unsure' to this question. These have been themed and are detailed in the table below:

Theme	No.
Young people need to be involved/consulted	11
Unsure how the plan will benefit young people	7
Too much antisocial behaviour/pub culture	6
Need more for young people: bowling, youth clubs, skate parks, ice skating, after school clubs	5
Aspects of the plan that appeal to young people: college relocation, riverside developments and Nolton club a good idea, but need to utilise the recreation centre too	4
Unsure/feel unable to comment	4
What about older people?/It is not just young people that need to connect to the town centre	4
Young people don't/won't care	3
Young people spend most time online/with their friends	3
Did any of us connect with our town centres?/Everyone is different	2
Do not like visiting/rarely visit the town centre	2
I would like to think so	2
Young people and families will be attracted to green, sustainable plans for Bridgend	2
I see a vibrant cafe culture as a definite draw. This masterplan looks as if it will remove the tacky clubs that attract the worst kind of youth behaviour.	1
More housing for young adults may encourage pride in the town centre as a place to live	1
There is some consideration for young people, but not in the evenings/weekends	1
Would not be a major priority	1
Young people want to shop in ethical, sustainable places, want independent bars and have their town represent them	1

The most common responses were young people need to be involved/consulted followed by unsure how the plan will benefit young people and then too much antisocial behaviour/pub culture.

### 7.6.12 Bridgend Town Centre has an abundance of history and heritage associated with it. Do you think the town centre would benefit from a heritage trail, linking up all the historic assets of the town centre?

802 respondents answered this question.



78% of respondents felt that the town would benefit from a heritage trail linking up all the historic assets of the town centre, 11% did not agree with this proposal and a further 11% were unsure.

#### 7.6.13 Please give reasons for your answer

292 comments were received from respondents who stated 'yes' to this question. These have been themed and are detailed in the table below:

Theme	No.
Would be enjoyed by residents and attract tourism, it would be interesting	63
It is important to remember and retain historical aspects and take advantage of our history	52
Residents would have more pride in their town from learning about the heritage	48
Agree with proposal/ it is a good idea/ link with historical societies	40
Would raise awareness of Bridgend's history and historical sites	25
It will give the town a new dimension, a new activity and reason to visit	19
Will need good linkage, transport and link with other parts of the borough	11
It could be linked to schools and taught to young people	10
As long as there are enough sites, had good signage and promotion	5
It won't work if alter the town, add too much housing, need to preserve historic buildings	5
It would also be good to have a museum	5
The town needs to regenerated and social issues addressed first	3
I would like to see some historical assets but I would like to see some modern assets	2
Bridgend needs to forge a position on the M4 corridor. Stop trying to be like Cardiff and try to be more like Cowbridge	1
But this would only appeal to a small demographic and would probably end up being vandalised anyway.	1
It's something new but would the uptake be enough to justify the cost	1

Rebuild town hall facade	1
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The most common responses were would be enjoyed by residents and attract tourism, it would be interesting followed by it is important to remember and retain historical aspects and take advantage of our history and then residents would have more pride in their town from learning about the heritage.

#### 7.6.14 Please give reasons for your answer

43 comments were received from respondents who stated 'no' to this question. These have been themed and are detailed in the table below:

Theme	No.
I do not think there will be much/any interest	8
All the heritage is gone/BCBC has got rid of most of the heritage	7
Need to improve the rest of the town first	6
Unnecessary/low priority	5
Waste of money	5
There is not enough places of interest	4
A museum would attract more interest	2
Because they still gather together	1
Don't think it would attract any more visitors	1
I think it would benefit from you leaving it alone.	1
Leave the past behind and move towards the future.	1
Kids will wreck it	1
With all these grand plans probably all the history and heritage will be bulldozed	1

The most common responses were I do not think there will be much/any interest followed by all the heritage is gone/BCBC has got rid of most of the heritage and then need to improve the rest of the town first.

#### 7.6.15 Please give reasons for your answer

30 comments were received from respondents who stated 'unsure' to this question. These have been themed and are detailed in the table below, some comments contained multiple themes:

Theme	No.
Agree with project but do not feel it is a priority	11
Do not think there would be much/any interest	5
Is there enough places of interest?	4
Don't know/unable to comment	2
Not sure about the benefit	2
A museum/gallery in the town centre to showcase the town's history	1
A website may be better	1
Designated cycle or walking trails to improve air quality and encourage interest in heritage / history	1

Have to see a proposal first	1
It creates too much street clutter. Things like this are never maintained and become an eyesore.	1
Need to improve the rest of the town first	1
Not sure it's the right location	1

The most common responses were agree with project but do not feel it is a priority followed by do not think there would be much/any interest and then Is there enough places of interest?

## 7.7 Do you have any other comments on the Bridgend Town Centre masterplan proposals?

Finally, respondents were asked if they had anything else to say about the Bridgend Town centre masterplan. 380 comments were received and have been themed in the table below, some comments contained multiple themes:

Theme	No.
This all sounds very positive, agree with the proposals, it is overdue and can't wait to see the results	106
No more housing, need to focus and support businesses, encourage more/better shops, bars and restaurants to the town	44
Make it a town that brings the community together with more green spaces, activities, events, parks and a place for people to meet and socialise	39
Would need more information i.e. how will this be funded, are the plans feasible and what impact will there be on the tax payer	37
Improve access and infrastructure to the town centre i.e. improve roads, traffic, ease congestion, improve parking, active travel links and decide on vehicle access for the town centre	31
Regeneration and redevelopment of empty properties is needed to make the town clean and attractive, any new developments need to be maintained	30
Don't do it/stop wasting money	24
Need to address anti-social behaviour in the town	24
Preserve/repurpose old buildings as much as possible and highlight historical aspects	15
Please invest in other areas and smaller communities too inc. Maesteg and Porthcawl	13
Listen to residents and involve them in the process	11
Agree with less focus on retail and more focus on residential	8
Development priorities: Wyndham St/Market St., train station entrance, Dunraven Arms, the post office and college relocation	8
Not convinced anything will happen	8
This needs to be efficient and effective, work needs to be managed properly and include post Covid needs	8
Improve disabled access i.e. make sure BSL is available, improve steep areas and consider housing for disabled people	4
Other areas to consider: Brewery Field regeneration, please take down the 'ranch' on Nolton street and Civic Offices are an eyesore	4



Council could repurpose old buildings to provide services/have an information centre	3
Develop the riverside further i.e. it is a focal point, develop south towards Merthyr Mawr and have water sports	3
Install charging points for electric cars for the future	3
Build on what you have and then develop ideas for development	2
I did not see any reference to the availability of public toilets, surely these are important in any town centre.	2
Incorporate more Welsh language into the town centre and provide opportunities for people to learn the language	2
Keep the town centre pedestrianised	2
Why didn't you deliver the last master plan?	2
De-pedestrianise the town centre	1
Create a lorry park/caravan rest area near the motorway with a food outlet, toilets and shower facilities this would attract motor way commercial vehicles and foreign travellers	1
Nothing in here about misuse of Cheltenham Terrace and Jenkin Street as cut through	1

The most common responses were this all sounds very positive, agree with the proposals, it is overdue and can't wait to see the results followed by no more housing, need to focus and support businesses, encourage more/better shops, bars and restaurants to the town and then make it a town that brings the community together with more green spaces, activities, events, parks and a place for people to meet and socialise.

## 8. Social media responses

During the consultation period there were 410 interactions on our social media channels.

The comments have been themed and are detailed in the table below, some comments contained multiple themes:

Theme	No.
Support for masterplan proposals	54
Masterplan is not achievable	35
Need bigger/better shops in the town centre	33
Criticism of council and council services	25
BCBC need to tackle anti-social behaviour in the town centre	23
Don't increase council tax	20
How is this being funded	19
Reduce rates and rents	16
Support for de-pedestrianisation	15
Need free town centre parking / better disabled parking facilities	15
BCBC don't listen to public views	13
This is a waste of money	13
Invest in other areas of county borough	13
Not supportive of more in town housing	11
How did BCBC perform in the last masterplan	11

Empty properties should be let/sold	10
BCBC need to prioritise road repairs	10
Problems are due to out of town / online shopping	10
Support for more affordable accommodation	8
Need more public toilets and baby change facilities in the town centre	8
Don't support relocation of Bridgend College to the town centre	8
Spend money on public services	6
Support for more leisure and community facilities	6
Spend money on health services	5
This plan is because of elections	5
Better cycling and walking routes needed	4
More space is needed for young people	4
Plans will cause more congestion in the town centre	4
What will happen to the post office?	4
Why do this following the impact of Covid-19	4
What are the timescales and who will carry out the work	4
Need more information on the Wellness Village	3
More housing will generate more council tax	3
Need to clean up the town centre and borough	3
Improved environmental impact	2
Need to improve night- time economy in the town centre	2
Better maps directions and transport infrastructure needed	2
Brexit has impacted on the town centre	1
We don't need more shops or offices	1
Welsh Government have ruined economy	1
Were consultants used to develop the masterplan	1
Can we see feasibility report	1
Encourage residents to shop local	1
Housing developers will benefit	1
In town businesses need more support	1
Is this sustainable	1

The most common comments were support for masterplan proposals, followed by masterplan is not achievable and then need bigger/better shops in the town centre

## 9. Engagement with Bridgend Youth Council

Members of the Regeneration Team and the Consultation and Engagement Team attended Bridgend Youth Council on 23 February 2021. The Youth Council were given an overview of the proposals and were invited to make comments. We engaged with six young people in this session. Comments made during this session have been themed and are detailed in the table below:

Theme	No.
Need to improve the retail offer, attract and support businesses and increase footfall in the town centre	7

College has negative connotations/ an increased presence of young people may deter older people	3
Need more for young people to do/ places to socialise, somewhere cheap and under cover	3
Police presence will make people feel safer but some may find them intimidating i.e. homeless and BAME people	3
Develop performing spaces for theatre	2
Do not know enough about the projects/ some projects seem speculative	2
Is there a need for more housing in the town centre and who will they be targeted at?	2
Need to create more green/natural spaces in the town centre?	2
Taxis park where they are not supposed to, it is important to have designated taxi ranks	2
More public toilets should be created	1
Need to make public transport more accessible and affordable	1
We need more facilities for cycling i.e. bike storage	1
We need to be giving people opportunities for proper jobs and a livelihood.	1
What will happen if the general consensus if the public don't want this plan?	1
Need to know what will attract people to the town instead of travelling to the cities	1

The most common comments were need to improve the retail offer, attract and support businesses and increase footfall in the town centre followed by college has negative connotations/ an increased presence of young people may deter older people and then need more for young people to do/ places to socialise, somewhere cheap and under cover and police presence will make people feel safer but some may find them intimidating i.e. homeless and BAME people.

## 10. Engagement with Town and Community Council Forum.

Members of the Regeneration Team and the Consultation and Engagement Team attended the Town and Community Council Forum on 15 February 2021. Attendees were given an overview of the proposals and were invited to make comments. We engaged with 39 Town and Community Council members in this session. Comments made during this session have been themed and are detailed in the table below:

Theme	No.
The masterplan has good projects and joined up strategies that will improve the town	4
Has the plan considered: public toilets/baby changing facilities, seating areas and recycling bins	3
Funding: is there an idea of total costs and will it include funding through the Cardiff City Deal?	2
Timescales of projects/start and end dates	2
A town centre shuttle bus could enhance travel within the town and visit the car parks, Asda and Tesco	2
What aspects of transport outside of the town so that residents from outside of the town can access the town centre are being considered?	2

Will provide a central hub and green spaces to improve leisure facilities and health and wellbeing (will be needed post Covid)	2
Have to work with stakeholders to implement the plan	1
Having a masterplan built into our Local Delivery Plan will strengthen grant applications	1
Positive to see improvements to active travel	1
Preservation of historical and architectural features is important	1
Relocating the college is a good idea	1
Improvements to the train station would ensure we are a hub and develop us as a county town	1

The most common comments were the masterplan has good projects and joined up strategies that will improve the town followed by has the plan considered: public toilets/baby changing facilities, seating areas and recycling bins and then funding: is there an idea of total costs and will it include funding through the Cardiff City Deal?, timescales of projects/start and end dates, a town centre shuttle bus could enhance travel within the town and visit the car parks, Asda and Tesco, what aspects of transport outside of the town so that residents from outside of the town can access the town centre are being considered? and will provide a central hub and green spaces to improve leisure facilities and health and wellbeing (will be needed post Covid).

## 11. Letters and emails

21 emails and two letters were received during the consultation. The details of the emails and letters have been themed and are detailed in the table below, some contained multiple themes:

Theme	No.
Request for survey/further information	8
Agree with proposals/looking forward to the developments	4
Need to support businesses in and to the town	4
How will projects be funded/will grant funding be available	3
Agree with relocating the college/where will the college be situated?	2
De-pedestrianise the town centre	2
Need more open and green spaces	2
Is the train area development needed/Unsure where access would be available on Llynfi Lane	2
Keep the town centre pedestrianised	1
Keen to see cultural hub and events	1
Letter submission	1
Need to address anti-social behaviour	1
Need to listen to the views of residents	1
Unsure where the police station will go	1
What buildings will be demolished	1
Would like to see more plans on the cycle lanes proposed	1
Is town centre housing needed and will parking be provided	1
Will there be an increase in policing	1



The most common themes were requests for survey/further information followed by agree with proposals/looking forward to the developments and then need to support businesses in and to the town.

One letter received from Bridgend College has been attached in Appendix one.

## **12. Conclusion**

### **12.1 Summary**

Using statistical analysis, based on a confidence level of 95% a sample of 849 survey completions is considered to be robust to a maximum standard error of  $\pm 3.35\%$ . Therefore, we can be 95% confident that the responses are representative of those that would be given by the total adult population, to within  $\pm 3.35\%$  of the percentages reported.

This means that if the total adult population of Bridgend had taken part in the survey and a statistic of 50% was observed, we can be 95% confident that the actual figure lies between 46.65% and 53.35%.

### **12.2 Equality Impact Assessment**

The Full Equality Impact Assessment will be completed to consider the impacts of the Bridgend Town Centre Masterplan proposals, and presented to Cabinet alongside the consultation report.

## **13. Appendix one.**

### **13.1 Letter from Bridgend College**

Bridgend County Borough Council  
Civic Offices  
Angel Street  
Bridgend  
CF31 4WB

By email: [consultation@bridgend.gov.uk](mailto:consultation@bridgend.gov.uk)

26 February 2021

Dear Sir / Madam

## **BRIDGEND TOWN CENTRE MASTERPLAN**

Bridgend College is a Further Education College supporting over 6,000 students and employing over 600 members of staff across its campuses in Bridgend, which includes its campus at Cowbridge Road which is located adjacent to, but outside of the study area for the masterplanning exercise. One of Bridgend College's strategic priorities is to *'be a catalyst for Economic Regeneration'* and this, combined with the aspiration to deliver a new campus within Bridgend town centre means that Bridgend College is a significant stakeholder with regards to the Bridgend Town Centre Masterplan (BTCM) and its delivery.

The current consultation relates to the "Bridgend Town Centre Masterplan: Executive Summary" which sets out background to the masterplan, outlines its vision over the 10 year period that it will cover, identifies eight "Proposed Development Zones", and, within the Proposed Development Zones, identifies 23 "Regeneration Projects". We have not had sight of the complete document, but understand that the consultation process is focused on the Executive Summary document.

Bridgend College has a number of generally positive comments to make on the BTCM which, given that the online forms provide limited opportunities for detailed commentary, are instead made in the form of this letter. We would welcome the opportunity to discuss our comments and next steps with BCBC and its consultant team who has prepared the BTCM.

Students at the College have been made aware of the online questionnaire and have been encouraged to complete it.

### **Masterplan Approach**

The preparation of a masterplan for Bridgend town centre is supported in principle, as a document which sets out the vision and aspirations for the town centre, and to ensure that its future development

is co-ordinated and comprehensive. It must, in practice, be used however as a means of securing future funding to deliver development, rather solely as a planning tool. Its proposed status as Supplementary Planning Guidance (SPG) is useful as it provides the certainty during the planning process. However, the masterplan's critical role and where it can be most valuable is at the earliest stages of the development process in terms of attracting developer and investor interest in the town centre (as a whole, and specific sites), attracting funding and thus, bolstering confidence in investing in the town centre – from public, private and third sectors.

Given Bridgend College's interest in the town centre and specifically its aspirations to develop a new town centre campus, it therefore supports the preparation of the BTCM as a tool to encourage regeneration of certain sites within Bridgend and as a mechanism to deliver improvements to the existing urban environment. Used correctly, the BTCM should support funding applications to funding bodies to help deliver specific projects, including a new town centre campus for the College.

## **Vision & Objectives**

The "Vision" set out in the BTCM is appropriate and the recognition of the role that learning and education can play in achieving this is welcomed by Bridgend College, as is the specific 'growth' objective relating to the creation of a "Learning Hub".

Having a presence within the town centre is an aspiration for Bridgend College and will not only be positive for our profile but would also result in the delivery of a high quality learning facility that is located in a sustainable and accessible location well served by complimentary services.

There is significant focus and certainty provided in the BTCM and supporting FAQs about moving the college into the town centre by utilising the existing Police Station site (Cheapside) as the 'location for education uses'. It recognises that this proposal can, and indeed would, act as a catalyst for town centre regeneration, increasing footfall and contributing to the creation of a mixed economy and demographic. For the reasons described in more detail below, the redevelopment of a new 'Learning Hub' is central to the realisation of the BTCM's objectives for growth in the town centre. The role of Bridgend College as a key stakeholder and organisation in the delivery of this development, and thus this objective, is therefore vital and we look forward to continuing to work with the Council and other stakeholders to meeting the BTCM's objectives.

## **The regeneration benefits of education uses in town centres**

The challenges faced by high streets are well known, with the accelerated evolution of retail and consumer shifts in 2020 in response to Covid-19. However, it is clear that for high streets to recover, non-retail uses will play a vital role in the transformation of traditional shopping spaces to a more dynamic, rich and purposeful mix of uses. As such, what is increasingly recognised within the education sector is the need to reposition how both colleges and universities themselves operate their towns and cities. Furthermore, education is a major employer in many towns /cities – as is indeed the case for

Bridgend College in Bridgend. As such, the college's role in the local economy through greater interaction with businesses, commitments to business innovation schemes, greater collaboration with other public stakeholders, increased community participation and wider dialogue with other education

providers in the locality, is pivotal in development a reinvigorated and viable place and community within the town centre.

In this context, Bridgend College's estates strategy is looking at how it ensures that its facilities are fit for purpose, whilst how it can best break down the boundaries with its surrounding place (i.e. the wider potential, or not, of its current Cowbridge Road estate), increasing connectivity and also opportunities to re-purpose part of its existing estate. As explained further below, there is an exciting opportunity for part or all of the college's Cowbridge Road facility to be relocated in a new building on the Cheapside site, in the town centre. This is clearly an attractive, emerging opportunity for greater collaboration between key town stakeholders to unlock a more sustainable future for Bridgend town centre. Indeed, many great interactions are already happening, but there is a substantial new opportunity to further unlock funding support, and subsequently regeneration of the town centre through the development of new education uses.

### **The Cheapside Site**

As BCBC will know, South Wales Police are to re-locate from their existing site at Cheapside to a new purpose-built facility adjacent to their existing facility at Cowbridge Road following the grant of planning permission in 2019 (ref. P/19/140/FUL). Bridgend College intends to develop a facility within the town centre and has been in high level discussions with South Wales Police with regards to the acquisition of their site at Cheapside.

The BTCM reflects this by identifying the South Wales Police site at Cheapside (Project 8) for a "Proposed Education and Civic Use" and for the delivery of education floorspace within the Brackla, Nolton & Oldcastle Proposed Development Zone. This reflects Bridgend College's aspirations to develop a campus within this part of Bridgend Town Centre and therefore the approach taken in the BTCM is supported.

At Page 20, the BTCM provides an overview of the form of development anticipated to be delivered at the Cheapside site, stating that a minimum of 10,000sqm of education floorspace is anticipated to be delivered over a one to six year time period. Bridgend College has undertaken a high level capacity exercise for the site but this remains very much at a preliminary stage. With that in mind, Bridgend College welcome the BTCM's approach of not providing an illustration for this site (as is the case for some sites) and not being prescriptive about building heights, built form, and urban design. Given that the capacity exercise work is very much at an early stage, Bridgend College welcome that no maximum figure is provided for floorspace to be provided and suggest that the minimum figure of 10,000sqm could also be removed to maintain maximum flexibility. The BTCM also identifies that pedestrian, cycle, and bus facilities and routing will be enhanced at Cheapside and this combined multi-modal approach is supported by Bridgend College.

It is also noted that land directly to the north of the site, referred to as 'Cheapside East' (i.e. the Brackla One Multi-storey Car Park, Aldi and Brackla House) and land to the south, the Nolton (Bridgend Shopping Centre), are also included as regeneration projects, for mixed use development, in the BTCM. The immediate regeneration benefits of providing a new education campus on the Cheapside site will be that it anchors development around it, notably on the land immediately adjacent to it. This



could include ancillary uses to the College which would further enhance the viability and vitality of this part of the town centre.

## Summary

Bridgend College is evidently a major stakeholder within Bridgend and has intentions to deliver a high quality educational development within the Town Centre. As such, the College's role and significance in delivering the BTCM, which signals the clear importance of the regeneration of the Cheapside site for this use, cannot be underestimated. Bridgend College therefore intends to work closely with BCBC and other partners to ensure that the proposed objectives and ambitions set out in the BTCM can be delivered.

Yours sincerely



**Simon Pirotte Principal/Chief Executive | Prif Weithredwr/Pennaeth**

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Yn unol gydag ymrwymiad Coleg Penybont i'r Safonau Iaith, carem wybod pe bai'n well gennych dderbyn gohebiaeth yn Gymraeg, yn Saesneg neu'n ddwyieithog gennym. Rydym yn croesawu gohebiaeth yn Gymraeg. Ni fydd gohebu yn Gymraeg yn arwain at oedi.

In line with Bridgend College's commitment to the Welsh Language Standards, we would be grateful if you could let us know if you would prefer to receive correspondence in Welsh, in English or bilingually. We welcome correspondence in Welsh. Corresponding in Welsh will not lead to delay.

## 14. Appendix two.

### 14.1 Penybont Primary School engagement report

# Bridgend County Borough Council



## Appendix two

# Bridgend Town Centre Masterplan Penybont Primary School report

Date of issue: 11 March 2021

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## About this report

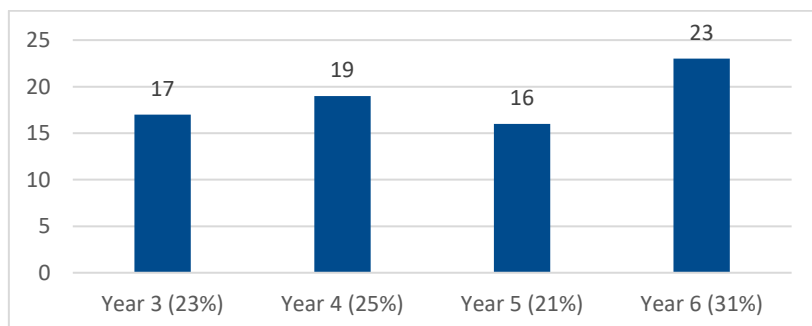
Penybont Primary School adapted the questionnaire and shared it with their pupils via Google Forms. 75 learners engaged in the survey.

There were 16 questions for respondents to answer.

## Survey responses

### 1. Which year group are you in?

75 respondents answered this question.



31% of respondents are in year 6, 25% in year 4, 23% are in year 3 and 21% are in year 5.

### 2. What do you think about the Bridgend Masterplan?

74 comments were received from respondents. These have been themed and are detailed in the table below, some comments contained multiple themes:

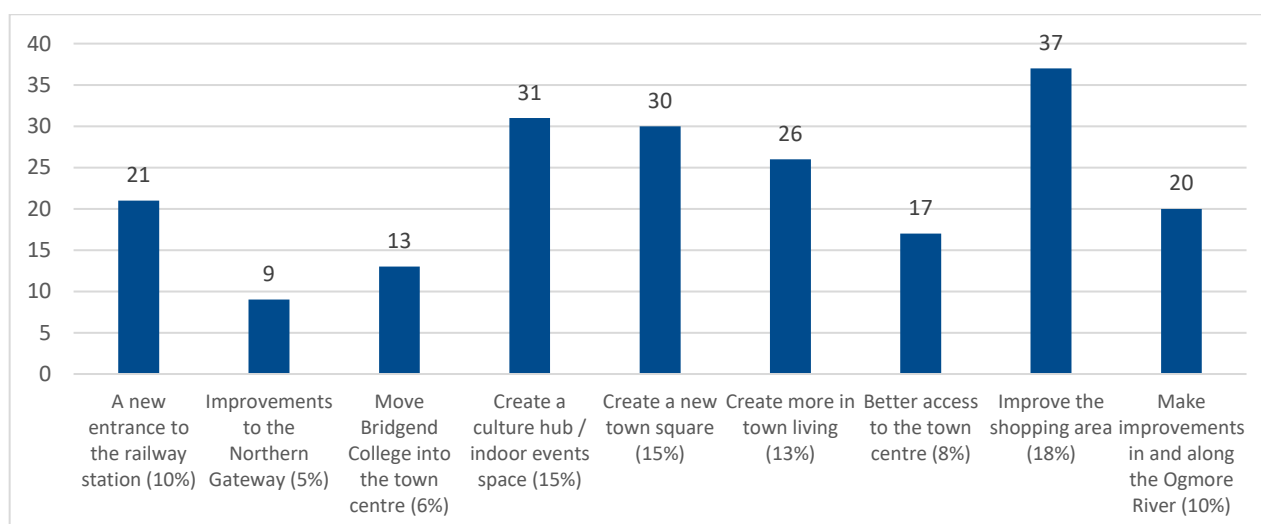
Theme	Number of responses
I think it is ok/good idea	44
I think it will make the town and community better	8
More green and open spaces will be good	5
It needs tidying up and will look better	4
Some ideas are good but I disagree with some	3
Need more/better shops	3
I would love to visit the cafes when they are built/ take advantage of the changes as I grow up	2
The railway station idea is good	2
I don't think the river needs improving	1
I don't think it's a good idea	1
I think It will work well but I don't want the college to be moved because it may harm people who work there	1
I think that it will bring more jobs to Bridgend and it will make Bridgend a better place	1
In some ways I think it is a really good plan. But I will miss things the way they are.	1

It's a great idea but I think cars should be able to drive through some of it	1
Please don't shut down any shops because people need their jobs and I love most of the shops around here	1
The town is fine as it is	1
There are some concerns about the cost	1
Unsure	1
Very interesting	1
There shouldn't be more housing or green spaces (there is a lot in Newbridge Fields)	1

The most common responses were I think it is ok/good idea followed by I think it will make the town and community better and then more green and open spaces will be good.

### 3. Which of these projects do you think is the most important?

This was a multiple choice question, respondents were able to choose multiple answers.



The projects were selected to be prioritised in the following order:

- Improve the shopping area (18%)
- Create a culture hub / indoor events space (15%)
- Create a new town square (15%)
- Create more in town living (13%)
- A new entrance to the railway station (10%)
- Make improvements in and along the Ogmore River (10%)
- Better access to the town centre (8%)
- Move Bridgend College into the town centre (6%)
- Improvements to the Northern Gateway (5%)



**4. Do you think moving Bridgend College into the town centre will make Bridgend better? Explain why or why not.**

74 comments were received from respondents. These have been themed and are detailed in the table below, some comments contained multiple themes:

Theme	Number of responses
People could get there quicker/easier	17
There will be more people to use the shops and spend money	16
No: where would people park, it will increase traffic and there is not enough space/won't be enough space for other things	15
It is okay where it is/it is not far from the town now	12
Yes, it will mean more people in town/town will be busier	6
Unsure	5
It could cause more social problems and litter	3
I'm not sure about it to be honest, it seems a weird place to put it/the town centre isn't looking the best but if the council make it nice and bright it would be a great idea	2
Yes, it will make the town centre look nice	2
Because college is just to learn	1

The most common responses were people could get there quicker/easier followed by there will be more people to use the shops and spend money and then no: where would people park, it will increase traffic and there is not enough space/won't be enough space for other things.

**5. Would you like to see improvements made to the shopping areas in Bridgend? Explain your answer.**

74 comments were received from respondents. These have been themed and are detailed in the table below, some comments contained multiple themes:

Theme	Number of responses
Yes, would like to see more/better shops as there aren't many in town, shops such as McDonalds, Blockbuster, Primark, M&S, children's shops and plant based food shops	38
I would like to see the town looking better	9
It would be good to see the area cleaned up and the old buildings refurbished	5
No, the shops are fine	5
Yes, I would like to see improvements made to the shopping areas	5
It would make shopping easier, better access for disabled people and would not have to travel to Cardiff	3
Yes, it will attract more people to the town	2

Yes I would like to see improvements especially with The Covid-19 pandemic.	2
I don't think they need any improvements but it would be nice if they did.	1
I think the new shopping centre should be in small sections like one area for food shops, one area for clothes shops, one area for toy shops etc.	1
Unsure	1
Yes I would like to see that. It would be a nice place to hang out. But there are more important things that should come before it.	1
Yes I would because people might not have enough food	1
Yes I do but that is only because I don't, and kinda can't, do online shopping	1

The most common responses were yes, would like to see more/better shops as there aren't many in town, shops such as McDonalds, Blockbuster, Primark, M&S, children's shops and plant based food shops followed by I would like to see the town looking better.

#### **6. Do you think the new shopping centre should be a mix of small shops and larger brand stores? Explain your answer.**

74 comments were received from respondents. These have been themed and are detailed in the table below:

<b>Theme</b>	<b>Number of responses</b>
It would be good to have a mix of shops and larger stores will support smaller ones	27
It will give people more choice	22
It will bring more people to town	8
I think we should have small shops/we should support our local businesses	7
Yes, you will be able to shop quicker and not have to travel around to different places	5
Yes	2
I'm not sure	1
No	1
No, I think that they should be separated because if then you know if you're going to a big brand store you know which end to go to	1

The most common responses were it would be good to have a mix of shops and larger stores will support smaller ones followed by it will give people more choice and then it will bring more people to town.

**7. What are your thoughts on a new town square in the heart of the town? This would be a multi-functional open space with movable street furniture for gatherings, events and food markets.**

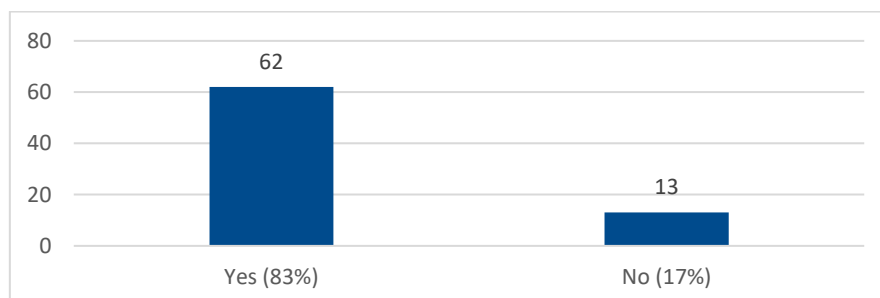
74 comments were received from respondents. These have been themed and are detailed in the table below, some comments contained multiple themes:

Theme	Number of responses
It sounds like a good/great idea	26
Yes will let people meet up and socialise and bring the community together	12
It would be good to have more markets and events such as parades, Christmas and Easter events, live music etc.	11
It will encourage people to come to the town	5
Unsure	5
It will look nicer	3
No, it is already a big open space and we have markets and events anyway	3
I think there should be a variety of shops, sweet shops and some street food shops from all around the world	2
No, it will be too busy in the streets	2
Yes there will be room for people to sit down	2
Could add a fountain	1
It will be good for kids to play and have a park. Including parkour.	1
Need a space just young people aged 10-16	1
That sounds great and all but I don't think you should change history	1

The most common responses were it sounds like a good/great idea followed by yes will let people meet up and socialise and bring the community together and then it would be good to have more markets and events such as parades, Christmas and Easter events, live music etc.

**8. Do you think having the Police Station positioned at the front of the shopping area is a good idea?**

75 respondents answered this question.



83% of respondents answered yes they did think having the Police Station positioned at the front of the shopping area is a good idea and 17% of respondents said no.

## 9. What cultural and leisure activities would you like to see in the town centre?

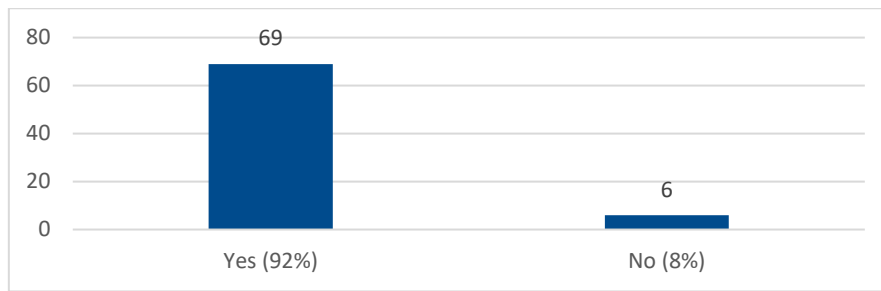
74 comments were received from respondents. These have been themed and are detailed in the table below, some comments contained multiple themes:

Theme	Number of responses
Sports: leisure centre, kickboxing, ice skating, rock climbing, swimming pool, basketball court, football, rugby, bowling, dance and gymnastics	21
Parks, skate/bike parks, parkour and water park	11
Music festivals, live bands and concerts	7
Theatre: pantomimes, shows, outdoor performances	7
More clubs and leisure activities to learn and make friends: baking, art, ballet, table tennis, drama, bird watching, making Welsh flags and youth club	6
More markets/food markets	6
Street art	6
Unsure	6
More shops and places to eat	5
Museum/local history	5
A small cinema/outdoor cinema	4
Parades, festivals and events	4
More things for children and families to do	3
None	3
A nature garden/more flowers	2
Circus things like they had in the Bridgend Mash up	2
Scooter, BMX and skateboard shows	2
A BBQ area because we can eat food with other people	1
A water fountain	1

The most common responses were sports: leisure centre, kickboxing, ice skating, rock climbing, swimming pool, basketball court, football, rugby, bowling, dance and gymnastics followed by parks, skate/bike parks, parkour and water park and then music festivals, live bands and concerts and theatre: pantomimes, shows, outdoor performances.

## 10. Do you think the Sunnyside Wellness Village (a wellbeing building which will provide 59 homes and a healthcare centre) is a good idea?

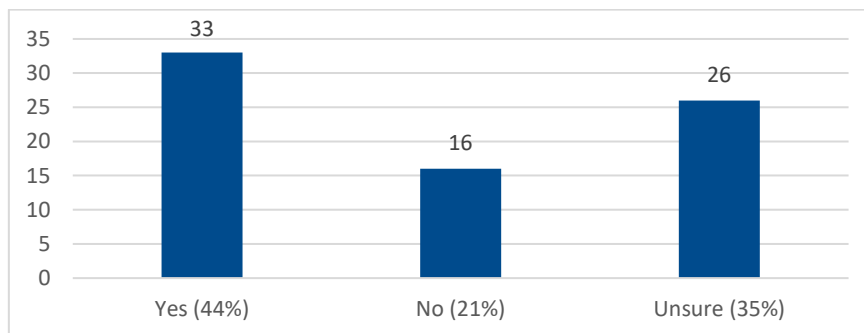
75 respondents answered this question.



92% of respondents said yes the Sunnyside Wellness Village is a good idea and 8% of respondents answered no.

### 11. Would you like to see more housing in Bridgend Town Centre?

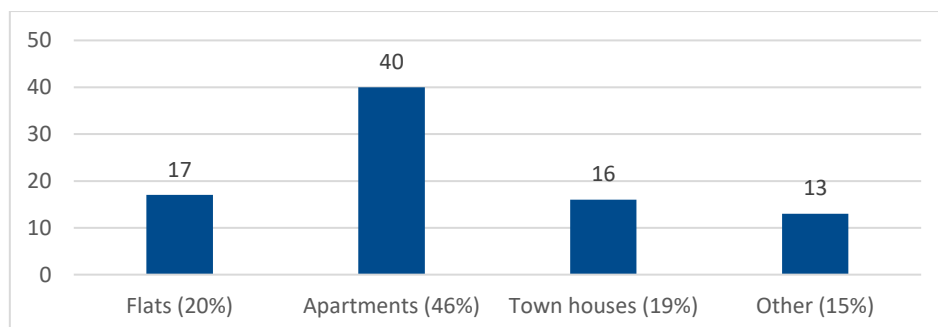
75 respondents answered this question.



44% of respondents said yes they would like to see more housing in Bridgend, 35% of respondents said unsure and 21% said no.

### 12. What type of housing do you think would be best for Bridgend Town Centre?

This was a multiple choice question, respondents were able to choose multiple answers.



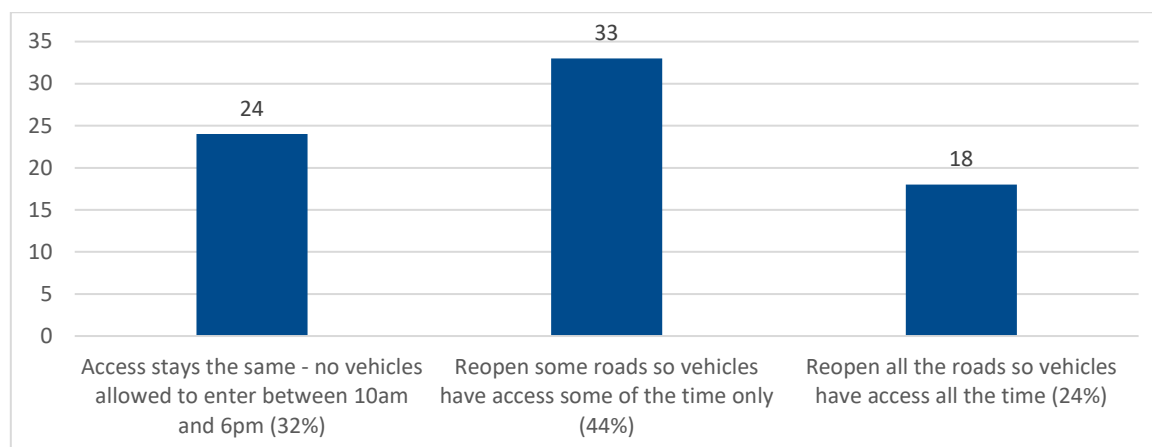
The projects were selected to be prioritised in the following order:

- Apartments (46%)
- Flats (20%)
- Town houses (19%)
- Other (15%)



### 13. Which of the following do you think is the best option for access in Bridgend Town Centre?

75 respondents answered this question.



44% of respondents said to reopen some roads so vehicles have access some of the time only. 32% of respondents said access should stay the same and 24% of respondents said to reopen all of the roads so vehicles have access all the time.

### 14. Do you think that Bridgend Town Centre should have better walking and cycling paths? Give reasons for your answer.

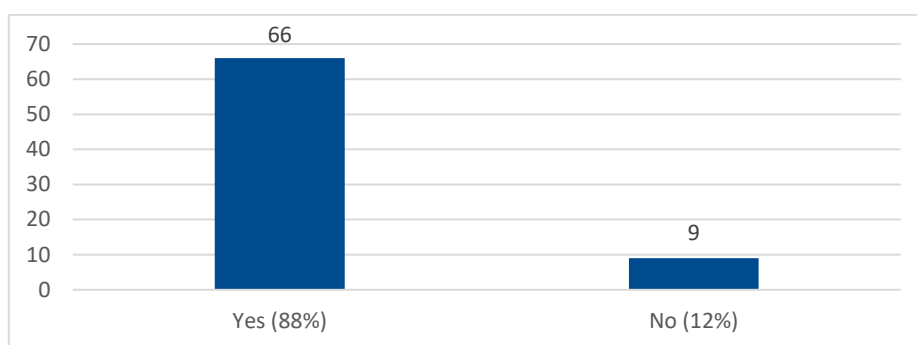
74 comments were received from respondents. These have been themed and are detailed in the table below, some comments contained multiple themes:

Theme	Number of responses
It will make it easier and safer i.e. won't have to go on the roads or worry about cyclists	18
To encourage people to walk and exercise	11
Yes because the roads are old, bumpy, cracked and need repairing	10
Yes	8
Yes, we need wider paths	8
No, it already has walking and cycling paths	7
We need more cycle paths that are easy to access	6
To help the environment/global warming	3
Unsure	3
It would make town more accessible	2
I think Bridgend town centre should have lots of walking and cycle paths but not many car paths	1
It will cause people to be more active and have more fun.	1

The most common responses were it will make it easier and safer i.e. won't have to go on the roads or worry about cyclists followed by to encourage people to walk and exercise and then yes because the roads are old, bumpy, cracked and need repairing.

### 15. Bridgend Town Centre has lots of history. Do you think it would benefit from a Heritage Trail/Heritage Walk which links up all the historic sites?

75 respondents answered this question.



88% of respondents said yes Bridgend Town Centre would benefit from a heritage trail and 12% of respondents said no.

### 16. What other ideas do you have for improving Bridgend Town Centre?

74 comments were received from respondents. These have been themed and are detailed in the table below, some comments contained multiple themes:

Theme	Number of responses
I have no ideas	15
More shops and places to eat	12
More fun things to do: playground, skate park, sports, outdoor gym and swimming pool	10
More green spaces, greenery and space for nature trails, dog walking and bird watching	8
Repair pavements and make town cleaner and brighter with colours/art	7
Unsure	6
Agree with the masterplan ideas	3
Build a homeless shelter	3
Knock down/renovate/repaint the empty buildings	3
Make town safe and have more police patrols	3
A fountain in the town centre	2
We should be able to drive into the town centre.	2
A shelter for homeless pets.	1
Bigger buses	1
Deal with drug problem stop people drinking in the street	1

Just a comfy space for kids and teens to be alone at gatherings	1
free parking	1
Maybe larger houses	1
Removing the council	1

The most common responses were I have no ideas followed by more shops and places to eat and then more fun things to do: playground, Skate Park, sports, outdoor gym, and swimming pool.

**Full Equality Impact Assessment (EIA) form**

Page 129

This document is a multi-purpose tool ensuring the appropriate steps are taken to comply with the [Public Sector Equality Duty](#) Equality Impact Assessment legislation and to demonstrate that we have shown due regard to the need to reduce inequalities of outcome resulting from socio-economic disadvantage when taking strategic decisions under the [Socio-economic Duty](#). It also ensures consideration of the [Welsh Language Standards](#). [Click here to access more information and guidance to help you complete this EIA.](#)

- This assessment should be carried out **before your policy or proposal commences but after your engagement or consultation activities**.
- Your EIA screening form should have informed your consultation or engagement activities.
- If you are undertaking a full public consultation as part of your policy or proposal this form should be completed after the consultation has concluded.
- The results of your consultation and engagement activities will have helped you to gain a better understanding of the needs of those who may be impacted by the policy or proposal.
- **All sections and all questions require a response and must not be left blank even if they are ‘not applicable’.**

Name of project, policy, function, service or proposal being assessed:	Bridgend Town Centre Masterplan
Brief description and aim of policy or proposal:	The Masterplan is a strategic document to provide a coherent direction for sustainable future growth for the town centre while meeting the requirements and aspirations of the private, public and third sectors. The document sets out a comprehensive range of economic and regeneration projects which could be delivered in the town, and provides a baseline from which to bring the projects to fruition. The document also supports the authority's ability to secure future funding for the delivery of regeneration.
Who is responsible for delivery of the policy or proposal?	Corporate Director Communities
Date EIA screening completed:	06/04/2021

**Evidence**

**Record of other consultation/engagement with people from equality groups, people who represent these groups, staff who work with groups, including any sessions run as part of a public consultation.**

Group or persons consulted	Date/venue and number of people	Feedback/areas of concern raised	Action Points
----------------------------	---------------------------------	----------------------------------	---------------

<i>Example: BSL Forum</i>	<i>BSL Users meeting Date and venue</i> <i>25 people in attendance.</i>	<i>Deaf people may be unaware of new service as information not available on BSL video.</i>	<i>Ensure updated version of video is available and presented to BSL Forum</i>

If you undertook a full public consultation please enter the details and a summary of the findings here:

A full public consultation exercise asking for views on the draft Bridgend Town centre masterplan was undertaken over a 12 week period from 7 December 2020 to 1 March 2021. The consultation received 1402 interactions from a combination of survey completions, social media engagements, emails and letters, engagement with the Town and Community Council forum, engagement with Bridgend Youth Council and engagement work that took place in Penybont Primary School.

An explainer video was designed to ensure people understood what was being asked of them. The video was featured on the webpage for the consultation and also posted on the council's social media channels, 10,673 views of the video were recorded

The consultation contained 51 questions related to the masterplan vision and project proposals. All questions were optional, and the response options were tailored to the questions asked.

The headline responses are as follows:

- 84% of respondents agreed with the overall vision for the town centre;
- 76% of respondents agreed with all the proposals in Development zone A – the railway station area;
- 83% of respondents agreed with the proposal to make a new entrance to the station from Tremains road;
- 71% of respondents agreed with all the proposals in Development zone B – Brackla, Nolton and Oldcastle;
- 65% of respondents agreed that moving part of the Bridgend College Campus and other educational institutions to the town centre would help to improve town centre footfall and improve its growth;
- 75% of respondents agreed with all the proposals in Development zone C – the retail core;



- 79% of respondents agreed with all the proposals in Development zone D – the café and cultural quarter;
- 74% of respondents agreed with all the proposals in Development zone E – the Northern Gateway;
- 69% of respondents agreed with all the proposals in Development zone F – Riverside;
- 71% of respondents agreed with all the proposals in Development zone G – Newcastle;
- 77% of respondents agreed with all the proposals in Development zone H – Sunnyside;
- 61% of respondents stated that they would like to see Bridgend town centre as a place with more in-town living opportunities;
- 44% of respondents selected partial reopening to traffic as the best option for access to Bridgend town centre, 35% selected for access to remain unchanged and 21% selected to reopen all roads to traffic;
- 41% of respondents stated that the current provision for public transport to Bridgend town centre is adequate;
- 75% of respondents stated that the town centre would benefit from improved active travel links;
- 87% of respondents stated that they supported the creation of a new Town Square and more green space in the town centre;
- 81% of respondents stated that they thought the town suffered from anti-social behaviour;
- 60% of respondents felt that there were aspects of the masterplan that could help young people have a greater connection with their town centre;
- 78% of respondents felt that the town would benefit from a heritage trail linking up all the historic assets of the town centre.

The most common themes from additional correspondence were requests for survey/further information followed by agree with proposals/looking forward to the developments and then need to support businesses in and to the town.

Based on the finding above and additional detail received, the responses indicate a positive view on the projects and information within the Masterplan.

Based on statistical analysis of the sample of responses, we can be 95% confident that the responses are representative of those that would be given by the total adult population.

Please list any existing documents, reports, evidence from previous engagement, previous EIAs, service user information etc. which have been used to inform this assessment.	No documented work prior to the public engagement has been used to complete this assessment.

If you have identified any data gaps then you **MUST** undertake more consultation/engagement/research.

### **Assessment of Impact**

It is important that you record the mitigating actions you will take when developing your final policy or proposal. Record here what measures or changes you will introduce to the policy or proposal in the final draft which could:

- Reduce or remove any unlawful or negative impact or disadvantage;
- Improve equality of opportunity;
- Introduce positive change;
- Reduce inequalities of outcome resulting from socio-economic disadvantage;
- Provide opportunities for people to use the Welsh Language;
- Ensure that the Welsh Language is treated no less favourably than the English Language.

### **Protected characteristics**

Based on the data you have analysed, and the results of consultation or engagement, consider what the potential impact will be upon people with protected characteristics (negative or positive). Include any examples of how the policy or proposal helps to promote equality. If you do identify any adverse impact you **must seek legal advice as to whether, based on the evidence provided, an adverse impact is or is potentially discriminatory, and identify steps to mitigate any adverse impact – these actions will need to be included in your action plan.**

	What are the impacts of your policy or proposal? Please place an X in the relevant box			Why have you come to this decision? Please provide an explanation and any supporting evidence.	Considerations to mitigate negative impact(s) and/or secure positive impact(s)
	Positive impact(s)	Negative impact(s)	No impact		

Gender			x	There will be no adverse impact on this group as a result of the adoption and development of the Masterplan.	
Disability	x			All projects where they are known to require a physical change to environment have been highlighted to ensure they are designed in line with the Equality Act 2010.	
Race			x	There will be no adverse impact on this group as a result of the adoption and development of the Masterplan.	
Religion and belief			x	There will be no adverse impact on this group as a result of the adoption and development of the Masterplan.	
Sexual Orientation			x	There will be no adverse impact on this group as a result of the adoption and development of the Masterplan.	
Age	x			For the first time the Masterplan has engaged with children and young people in its development, and will ensure that projects positively encourage their engagement in the detail development and design.	
Pregnancy & Maternity			x	There will be no adverse impact on this group as a result of the adoption and development of the Masterplan.	
Transgender			x	There will be no adverse impact on this group as a result of the adoption and development of the Masterplan.	

Marriage and Civil partnership			x	There will be no adverse impact on this group as a result of the adoption and development of the Masterplan.	
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### Socio-economic impact

Does the evidence gathered suggest that your policy or proposal will have a disproportionate impact on people living in socio-economic disadvantage? This could include communities of place or communities of interest (i.e., where stakeholders, service users, staff, representative bodies, etc. are grouped together because of specific characteristics or where they live).

	What are the impacts of your policy or proposal? Please place an X in the relevant box			Why have you come to this decision? Please provide an explanation and any supporting evidence.	Considerations to mitigate negative impact(s) and/or secure positive impact(s)
	Positive impact(s)	Negative impact(s)	No impact		
<b>Socio-economic disadvantage</b>	x			<p>Key objectives within the masterplan are to;</p> <p>Develop In-town living that caters to different age and income groups and increases social housing through the redevelopment of strategic vacant sites and repurposing of vacant buildings.</p> <p>Create Space for business and enterprise close to home and with robust transport links.</p> <p>Utilising education as a catalyst for town centre regeneration to spur on the development of a</p>	

				<p>mixed economy that caters for all demographics.</p> <p>Ensure that we develop safe and accessible public spaces</p>	
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### Welsh language

Consider how your policy or proposal ensures that you are working in line with the requirements of the Welsh Language Standards (Welsh Language Measure (Wales) 2011), to ensure the Welsh Language is not treated less favourably than the English Language, and that every opportunity is taken to promote the Welsh Language (beyond providing services bilingually) and increase opportunities to use and learn the language in the community.

	<b>What are the impacts of your policy or proposal for persons to use the Welsh language and in treating the Welsh language less favourably than the English language?</b> <b>Please place an X in the relevant box</b>			<b>Why have you come to this decision? Please provide an explanation and any supporting evidence.</b>	<b>Record of mitigation in order to:</b> <ul style="list-style-type: none"> <li>• secure positive or more positive effects</li> <li>• avoid adverse effects or secure less adverse effects</li> </ul>
	Positive impact(s)	Negative impact(s)	No impact		
Will the policy or proposal impact on opportunities for people to use the Welsh language			X	All projects emerging from the masterplan will ensure that the Welsh Language is intrinsic in their development	
Will the policy or proposal treat the Welsh language no less favourably than the English language			X	All projects emerging from the masterplan will ensure that the Welsh Language is intrinsic in their development.	

### Wider impact

#### Cumulative impact

**What is the cumulative impact of this policy or proposal on different protected groups when considering other key decisions affecting these groups made by the organisation?** (You may need to discuss this with your Service Head or Cabinet Member to consider more widely if this proposal will



affect certain groups more adversely because of other decisions the organisation is making, eg, financial impact/poverty, withdrawal of multiple services and whether this is disadvantaging the same groups, eg, disabled people, older people, single parents (who are mainly women), etc)

There are no objectives or projects within the Masterplan which when considered cumulatively alongside other key policies and decisions made by the authority would have a negative impact on any protected group. The Masterplan may present opportunities to enhance and strengthen other policies or projects which already have positive impacts on these groups.

### **Public Sector Equality Duty**

The Public Sector Equality Duty consists of a general equality duty and specific duties, which help authorities to meet the general duty.

The aim of the general equality duty is to integrate considerations of the advancement of equality into the day-to-day business of public authorities. In summary, those subject to the equality duty, must in the exercise of their functions, have due regard to the need to:

- Eliminate unlawful discrimination, harassment and victimisation and other conduct that is prohibited by the Act.
- Advance equality of opportunity between people who share a characteristic and those who don't
- Foster good relations between people who share a characteristic and those who don't

How does this policy or proposal demonstrate you have given due regard to the general equality duty?

Consideration has been given to the requirements of the Public Sector Equality Duty throughout the development of the plan. Where future projects impact on or advocate for changes in the physical environment, the need to demonstrate that proposals follow the requirements of the Equality Act 2010 have been highlighted within the plan.

### **Procurement and partnerships**

The Public Sector Equality Duty (PSED) requires all public authorities to consider the needs of protected characteristics when designing and delivering public services, including where this is done in partnership with other organisations or through procurement of services. The Welsh Language Standards also require all public authorities to consider the effects of any policy decision, or change in service delivery, on the Welsh language, which includes any work done in partnership or by third parties. We must also ensure we consider the Socio-economic Duty when planning major procurement and commissioning decisions to consider how such arrangements can reduce inequalities of outcome caused by socio-economic disadvantage.

**Will this policy or proposal be carried out wholly or partly by contractors or partners?**

	<b>Please place an X in the relevant box:</b>
Yes	X

No

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If yes what steps will you take to comply with the General Equality Duty, Welsh Language Legislation and the Socio-Economic Duty in regard to procurement and/or partnerships?

	Steps taken to ensure compliance:
General Equality Duty	Any proposals should follow the requirements of the Equality Act 2010, which flow through the entire design, construction, operation and maintenance process relating to development; and further take into consideration the Covid-19 Secure: Safer Public Places – Urban Centres and Green Spaces Guidance, Active Travel Guidance, Wales and Well-being of Future Generations Act 2015.
Welsh Language legislation	All public sector partners are required to comply with Welsh Language legislation in the delivery and promotion of their activities. Where public sector finance is utilised there will be supplementary requirements for private sector organisations.
Socio-economic duty	All project partners will be expected to discharge their duty in respect of ensuring that no project design or delivery as promoted within the plan will have a negative impact on those who suffer socio-economic disadvantage.

### **Record of recommendation and decision**

What is the recommendation for the policy or proposal based on assessment of impact on protected characteristics, Welsh Language and socio-economic impact?

If you chose to continue with the policy or proposal in its current form even though negative impacts have been identified a full justification should be provided and actions should be identified with the aim to reduce negative impacts.

	Please place an X in the relevant box	Please explain fully the reasons for this judgement.
Continue with the policy or proposal in its current form as no negative impacts have been identified	X	This assessment has not highlighted any adverse or negative impacts on protected or disadvantaged groups through the implementation of the Bridgend Town Centre Masterplan.
Continue with the policy or proposal in its current form even though negative impacts have been identified		

Do not continue with this policy or proposal as it is not possible to address the negative impacts.

### **Monitoring action plan and review**

### **Equality Impact assessment Action Plan**

It is essential that you now complete the action plan. Include any considerations you have identified to mitigate negative impact(s) and/or secure positive impact(s) on protected characteristics, socio-economic impact and Welsh Language. Once your action plan is complete, please ensure that the actions are mainstreamed into the relevant Service Development Plan.

Action	Lead Person	Target for completion	Resources needed	Service Development plan for this action
The final Masterplan by published in Welsh	Group manager Strategic Regeneration	By March 2022		Communities Directorate Business Plan 2021 – 22
The final Masterplan be published on the authority's Website.	Group manager Strategic Regeneration	By March 2022		Communities Directorate Business Plan 2021 – 22

**Please outline how and when this EIA will be monitored in the future and when a review will take place:**

Monitoring arrangements:	Date of Review:
The EIA will be monitored in line with the performance indicators of the Directorate Business Plan.	<b>March 2022</b>

Approval

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Date Full EIA completed:	16/04/2021
Name of the person completing the Full EIA:	Delyth Webb
Position of the person completing the Full EIA:	Group Manager Strategic Regeneration

Approved by (Head of Service or Corporate Director):	
Date Full EIA approved:	

Publication of EIA and feedback to consultation groups

It is important that the results of this impact assessment are published in a user friendly accessible format.

It is also important that you feedback to your consultation groups with the actions that you are taking to address their concerns and to mitigate against any potential adverse impact.

**When complete, this form must be signed off and retained by the service and a copy should also be sent to [equalities@bridgend.gov.uk](mailto:equalities@bridgend.gov.uk)**

**Where a full EIA has been completed this should be included as an appendix with the relevant cabinet report and therefore will become available publically on the website.**

If you have queries in relation to the use of this toolkit please contact the Equalities Team on 01656 643664 or [equalities@bridgend.gov.uk](mailto:equalities@bridgend.gov.uk)

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## WELL-BEING OF FUTURE GENERATIONS (WALES) ACT 2015 ASSESSMENT

**Project Description (key aims):****Bridgend Town Centre Masterplan**

The Masterplan is a strategic document to provide a coherent direction for sustainable future growth for the town centre while meeting the requirements and aspirations of the private, public and third sectors. The document sets out a comprehensive range of economic and regeneration projects which could be delivered in the town, and provides a baseline from which to bring the projects to fruition. The document also supports the authority's ability to secure future funding for the delivery of regeneration.

**Section 1**

**Complete the table below to assess how well you have applied the 5 ways of working.**

**Long-term**

(The importance of balancing short term needs with the need to safeguard the ability to also meet long term needs)

**1. How does your project / activity balance short-term need with the long-term and planning for the future?**

The masterplan provides a framework as to what opportunities there are to deliver meaningful short, medium and long term projects in the Town Centre. There is an imperative to support town centre activity in the short term as it has suffered significantly over the last few years from the loss of major retailers and the rise of vacant retail units, the rise of internet shopping and more recently the effects of imposed lockdown on the economy. However, when investing significant time and money in the infrastructure and redevelopment of sites and premises it has to be done with a long term vision and in collaboration with partners to ensure the investment is supporting future needs of those, living in, working in, and visiting the town. The Masterplan has been developed to take account of the emerging LDP review for the authority and supports the direction of national Planning Policy.

**Prevention**

(How acting to prevent problems occurring or getting worse may help public bodies meet their objectives)

**2. How does your project / activity put resources into preventing problems occurring or getting worse?**

To not act on the need to repurpose and redefine Bridgend Town Centre would be a dereliction of duty on the part of the authority. Bridgend Town Centre has an economic, administrative and social role to play for the residents of Bridgend. It is the authority's role to ensure that services, buildings and public realm within the town are fit for purpose and inspiring. The decline in both the offer and fabric of the infrastructure will continue to deteriorate if the authority doesn't intervene by setting out its ambitions and intentions for how to invest and revive the Town.

Integration	3. How does your project / activity deliver economic, social, environmental & cultural outcomes together?
<p>(Considering how the public body's well-being objectives may impact upon each of the wellbeing goals, on their objectives, or on the objectives of other public bodies)</p>	<p>The Key themes for the Masterplan have been set out as;</p> <ul style="list-style-type: none"> <li>• Growth, resilience, well-being, identity</li> </ul> <p>Within which the Masterplan brings together 10 key objectives;</p> <ul style="list-style-type: none"> <li>• Urban Living and Intergenerational Communities: Creating in-town living that caters to different age and income groups and increases social housing through the redevelopment of strategic vacant sites and repurposing of vacant buildings.</li> <li>• Enterprise Space: Creating a satellite hub for businesses with room for office spaces, co-working hubs and light industrial units connecting South Wales and the Cardiff Capital Region through robust transport links.</li> <li>• Learning Hub: Utilising education as a catalyst for town centre regeneration to spur on the development of a mixed economy that caters for all demographics.</li> <li>• Energy and Renewables: To progress towards a low carbon economy through low energy buildings, combined energy networks, sustainable waste strategies and the strategic use of available land.</li> <li>• Mixed Economy: Fostering a mixed economy to ensure a thriving town centre in the ever-changing economic climate through a combination of business, education, retail, leisure and cultural uses.</li> <li>• Integrated and Sustainable Mobility: A robust transport strategy that creates a cohesive, accessible and legible network of pedestrian, cycle, public and private transport routes.</li> <li>• Green Blue Infrastructure: Creating a robust network of streets and spaces that are clearly defined, accessible to all, safe and resilient, incorporating greening measures and sustainable drainage.</li> <li>• Open Space and Community Hotspots: Encouraging positive social interaction through the creation of open spaces and areas of activity that demonstrate transformative placemaking to enable inclusive communities in Bridgend.</li> <li>• Heritage-based Placemaking: Highlighting and reinforcing the existing heritage of Bridgend and utilising it to create a legible town centre with a strong sense of place.</li> <li>• Events and Culture: Diversification of the town centre offer to provide a wider cultural, social and civic experience that brings added vitality and vibrancy.</li> </ul>

<b>Collaboration</b>  (Acting in collaboration with any other person (or different parts of the body itself) that could help the body meet its well-being objectives)	<b>4. How does your project / activity involve working together with partners (internal and external) to deliver well-being objectives?</b>  <p>The Masterplan was instigated by the Town Centre Collaboration group, made up of strategic partners operating within the town. Including Police, Bridgend College, social landlords and major landowners. The Masterplan will need to be delivered in partnership and will need private and public partners to deliver housing, cultural and social opportunities and educational services; and the private sector to invest in and create jobs in the town.</p> <p>The first stage in the development of the plan was to consult with numerous key stakeholders internal and external to understand the needs and aspirations of partners and local organisations. It was then developed in conjunction with many of those key stakeholders operating within the town to ensure that the projects would meet future needs and were deliverable.</p> <p>The final draft of the Masterplan has been consulted on during a three month public consultation period. Allowing the public to read and comment on its contents and direction. The consultation period has also included stakeholder meetings and targeted engagement. The final consultation report has been reviewed and incorporated within the document.</p>
<b>Involvement</b>  (The importance of involving people with an interest in achieving the well-	<b>5. How does your project / activity involve stakeholders with an interest in achieving the well-being goals? How do those stakeholders reflect the diversity of the area?</b>  

being goals, and ensuring that those people reflect the diversity of the area which the body serves)	<p>The nature of the collaborative process of developing the plan and the thorough consultation process has ensured that a diverse cross section of the population have been involved in putting it together and have considered the impact and outcomes promoted.</p> <p>The Town Centre serves an economic and social purpose for all, and as such involvement of stakeholders in how it is shaped is vital to ensure that no one is unable to engage with or access the environment or services and that it continues to be able to be fit for purpose.</p> <p>To deliver against the various projects within the masterplan, the authority will require the leadership and engagement of partners and stakeholders to deliver different projects through effective partnership working, communication and collaboration. Appropriate links will be made with current and future end users of town centre services and the environment to ensure that long term changes are made with the interests of all users in mind.</p>
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Section 2 Assess how well your project / activity will result in multiple benefits for our communities and contribute to the national well-being goals (use Appendix 1 to help you).		
Description of the Well-being goals	How will your project / activity deliver benefits to our communities under the national well-being goals?	Is there any way to maximise the benefits or minimise any negative impacts to our communities (and the contribution to the national well-being goals)?
<b>A prosperous Wales</b> An innovative, productive and low carbon society which recognises the limits of the global environment and therefore uses resources efficiently and proportionately (including acting on climate change); and which develops a skilled and well-educated population in an economy which generates wealth and provides employment opportunities, allowing people to take advantage of the wealth generated through securing decent work.	<p>As a guiding document, the masterplan is designed to enable us to deliver our vision of a vibrant town centre community, which reflects throughout its aims and projects the goals of developing a prosperous centre to drive the economy of Bridgend.</p> <p>The project and ideas within the plan aim to be innovative, productive and sustainable, with a basis in developing education and employment opportunities within the town.</p>	<p>The Masterplan is a framework and baseline for development over the next 10 years. As individual projects develop over that time they will seek to maximise benefits available.</p>
<b>A resilient Wales</b> A nation which maintains and enhances a biodiverse natural environment with healthy functioning ecosystems that support social, economic and ecological resilience and the capacity to adapt to change (for example climate change).	<p>The plan looks at how we can create a robust network of streets and spaces that are clearly defined, accessible to all, safe and resilient which incorporate greening measures and sustainable drainage.</p> <p>The Plan ties future development in the town into the Bridgend County Borough Council Biodiversity and Ecosystems Resilience Forward Plan 2018-2022, and Bridgend 2030 agenda.</p>	<p>As the Masterplan is a framework and baseline for development over the next 10 years. As individual projects develop over that time they will be further shaped by new and enhanced relevant policy.</p>



<p><b>A healthier Wales</b> A society in which people's physical and mental well-being is maximised and in which choices and behaviours that benefit future health are understood.</p>	<p>Throughout the projects identified within the plan the aim is to develop healthy streets and more inspiring environment.</p> <p>Engaging with the town centre on any level should not feel a challenge.</p>	<p>In the future project emerging from the Masterplan can be tied in to new Health and well-being opportunities.</p> <p>The Masterplan can be tied into the Active Travel Plan for Bridgend which has recently completed its public consultation process.</p>
<p><b>A more equal Wales</b> A society that enables people to fulfil their potential no matter what their background or circumstances (including their socio economic background and circumstances).</p>	<p>The cross section of projects and ideas within the masterplan should encourage and promote equity among users and a range of opportunities.</p> <p>The plan ensures project ideas are tied into the Equality Act 2010.</p>	<p>Individual projects emerging from the masterplan will be developed in with the authority's Socio Economic Duty.</p>
<p><b>A Wales of cohesive communities</b> Attractive, viable, safe and well-connected communities.</p>	<p>The key objectives of the Masterplan are</p> <ul style="list-style-type: none"> <li>• Urban Living and Intergenerational Communities</li> <li>• Enterprise Space:</li> <li>• Learning Hub:</li> <li>• Energy and Renewables:</li> <li>• Mixed Economy:</li> <li>• Integrated and Sustainable Mobility:</li> <li>• Green Blue Infrastructure:</li> <li>• Open Space and Community Hotspots:</li> <li>• Heritage-based Placemaking:</li> <li>• Events and Culture:</li> </ul> <p>The Objectives all contribute to the creation of a strong and cohesive community around the Town Centre.</p>	<p>To ensure that there is positive promotion of the safe and vibrant community being invested in in the town centre.</p>

<b>A Wales of vibrant culture and thriving Welsh language</b> A society that promotes and protects culture, heritage and the Welsh language, and which encourages people to participate in the arts, and sports and recreation.	Heritage-based Placemaking is a key objective within the Masterplan, encouraged by the consultation and engagement which took place with stakeholders. There are a number of projects which promote the inclusion of arts and heritage.	Compliance of projects emerging from the Masterplan with the Welsh Language Act will be monitored.
<b>A globally responsible Wales</b> A nation which, when doing anything to improve the economic, social, environmental and cultural well-being of Wales, takes account of whether doing such a thing may make a positive contribution to global well-being.	As the administrative centre for the County Borough, the masterplan promotes investment in the economic and social value of the town to the residents of Bridgend. Delivery the objectives of the masterplan will also enhance the contribution Bridgend makes to the regional economy.	The promotion of investment and change within Bridgend Town Centre does not impede the ability to invest in and deliver regeneration activity in other areas across the County Borough.

Section 3 Will your project / activity affect people or groups of people with protected characteristics? Explain what will be done to maximise any positive impacts or minimise any negative impacts			
Protected characteristics	Will your project / activity have any positive impacts on those with a protected characteristic?	Will your project / activity have any negative impacts on those with a protected characteristic?	Is there any way to maximise any positive impacts or minimise any negative impacts?
Age:	Yes	No	For the first time the Masterplan has engaged with children and young people in its development, and will ensure that projects positively encourage their engagement in their development and design.
Gender reassignment:	No	No	No project emerging from the masterplan will have an adverse effect of this group of people.
Marriage or civil partnership:	No	No	No project emerging from the masterplan will have an adverse effect of this group of people.
Pregnancy or maternity:	No	No	No project emerging from the masterplan will have an adverse effect of this group of people.
Race:	No	No	No project emerging from the masterplan will have an adverse effect of this group of people.
Religion or Belief:	No	No	No project emerging from the masterplan will have an adverse effect of this group of people.
Race:	No	No	No project emerging from the masterplan will have an adverse effect of this group of people.
Sex:	No	No	No project emerging from the masterplan will have an adverse effect of this group of people.

Welsh Language:	No	No	All projects emerging from the masterplan will ensure that the Welsh Language is intrinsic in its development.
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Section 4 Identify decision meeting for Project/activity e.g. Cabinet, Council or delegated decision taken by Executive Members and/or Chief Officers	
Delegated decision taken by Executive members and/or Chief Officers	
Compiling Officers Name:	D Webb
Compiling Officers Job Title:	Group Manager Strategic Regeneration
Date Completed:	16/04/2021