

# BRIDGEND COUNTY BOROUGH COUNCIL

## REPORT TO TOWN AND COMMUNITY COUNCIL FORUM

15 FEBRUARY 2021

### REPORT OF THE CORPORATE DIRECTOR - COMMUNITIES

#### BRIDGEND TOWN CENTRE REGENERATION MASTERPLAN CONSULTATION (DECEMBER 2020 – MARCH 2021) - ENGAGEMENT WITH TOWN AND COMMUNITY COUNCILS

#### 1. Purpose of report

- 1.1 The purpose of this report is to inform the Town and Community Council Forum of the proposed Masterplan for the Bridgend Town Centre and also of the public consultation, with the aim to ensure effective engagement with Town and Community Councils, local residents and businesses; and to introduce a presentation from BDP Consultants on the current proposal.

#### 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 under the **Well-being of Future Generations (Wales) Act 2015**:
- **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 securing future funding, attracting investors and delivering a comprehensive range of regeneration projects.
- 3.2 BDP Consultants and the 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. Arrangements have been made for BDP Consultants to deliver a presentation to the Town and Community Council

Forum at the meeting on 15<sup>th</sup> February 2021.

- 3.3 The Masterplan purpose is to ensure that Bridgend builds on its many strengths, so that alongside recent investment, there is a catalyst for future growth that incorporates town centre mixed use regeneration. It will be used as a dynamic long-term planning document that will offer a theoretical layout to guide future regeneration and growth. It also provides analysis, recommendations, and proposals for the town centre. It complements the Local Development Plan and builds upon the Bridgend Town Centre Framework.
- 3.4 As part of the development of the Masterplan, BCBC have conducted an extensive stakeholder engagement process during the early stages of the project. The findings are represented / incorporated into the Masterplan. BCBC extended an invite to all external stakeholders including 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.
- 3.5 In December 2020 a draft Masterplan was finalised for public consultation. The consultation started on 6<sup>th</sup> December 2020 and will finish on March 1<sup>st</sup> 2021.

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

- 4.1 The draft Bridgend Town Centre Masterplan that is currently out for public consultation outlines a vision for a liveable and vibrant place. The vision brings together enterprise, employment, education, in-town living, shopping, culture, tourism and well-being within a historic setting.
- 4.2 The consultation gives an overview of the plan which identifies a series of ambitious and deliverable projects. 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
- 4.3 Bridgend town centre consists of a variety of uses, which has formed the basis of eight development zones, within which 23 relevant projects have been identified, plus a number of site wide projects.  
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
- 4.4 Key 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

4.5 The consultation survey aims to gain views from as many different people and businesses about what their preferred projects, options and priorities might be.

4.6 The Town and Community Council Forum will be provided with the electronic link to the consultation and the explainer video. Paper copies are available where requested.

4.7 The consultation is available in a variety of formats, including online and paper, standard, easy read, youth version and large print. All formats are available in Welsh and English.

4.8 The Town and Community Council Forum are requested to receive the presentation by BDP Consultants.

## **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 There are no equality issues arising from this report.

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

7.1 The well-being goals identified in the Act were considered in the preparation of the masterplan and this report. It is considered that there will be no significant or unacceptable impacts upon the achievement of well-being goals/objectives as a result of this report.

## **8. Financial implications**

8.1 There are no financial implications arising from this report.

## **9. Recommendations**

9.1 That the Town and Community Council Forum receives and considers this report and gives consideration to engagement during the live consultation period;

9.2 That the Town and Community Council Forum notes the presentation by BDP Consultants.

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

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**Background papers:**

Executive Summary of the Bridgend Town Centre Masterplan