

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.

<p>Integration</p> <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>3. How does your project / activity deliver economic, social, environmental & cultural outcomes together?</p> <p>The Key themes for the Masterplan have been set out as;</p> <ul style="list-style-type: none"> • Growth, resilience, well-being, identity <p>Within which the Masterplan brings together 10 key objectives;</p> <ul style="list-style-type: none"> • 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. • 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. • 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. • 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. • 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. • Integrated and Sustainable Mobility: A robust transport strategy that creates a cohesive, accessible and legible network of pedestrian, cycle, public and private transport routes. • 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. • 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. • 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. • Events and Culture: Diversification of the town centre offer to provide a wider cultural, social and civic experience that brings added vitality and vibrancy.
--	--

Collaboration

(Acting in collaboration with any other person (or different parts of the body itself) that could help the body meet its well-being objectives)

4. How does your project / activity involve working together with partners (internal and external) to deliver well-being objectives?

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.

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.

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.

Involvement

(The importance of involving people with an interest in achieving the well-being goals, and ensuring that those people reflect the diversity of the area which the body serves)

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?

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.

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.

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.
--	--

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)?
<p>A prosperous Wales 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>	<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>
<p>A resilient Wales 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>	<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>A healthier Wales 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>A more equal Wales 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>A Wales of cohesive communities Attractive, viable, safe and well-connected communities.</p>	<p>The key objectives of the Masterplan are</p> <ul style="list-style-type: none"> • Urban Living and Intergenerational Communities • Enterprise Space: • Learning Hub: • Energy and Renewables: • Mixed Economy: • Integrated and Sustainable Mobility: • Green Blue Infrastructure: • Open Space and Community Hotspots: • Heritage-based Placemaking: • Events and Culture: <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>

<p>A Wales of vibrant culture and thriving Welsh language 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.</p>	<p>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.</p>	<p>Compliance of projects emerging from the Masterplan with the Welsh Language Act will be monitored.</p>
<p>A globally responsible Wales 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.</p>	<p>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.</p>	<p>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.</p>

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.

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