10

Tref

Towns

Adfywio Trefi Gwledig Sir Gâr

Regenerating Carmarthenshire's Rural Towns

sirgar.llyw.cymru/busnes

carmarthenshire.gov.wales/business

Cyngor
Sir Gâr
Carmarthenshire
County Council

KIDWELLY – SUSTAINABLE ECONOMIC GROWTH PLAN

CYDWELI – CYNLLUN TWF ECONOMAIDD CYNALIADWY

DRAFT PRIORITIES & ACTIONS

BLAENORIAETHAU A CHAMAU DRAFFT

Owen Davies Consulting

CHILMARK CONSULTING

MENTER DEG TREF

- Trefi gwledig
- Cynlluniau twf economaidd
- Gweledigaeth strategol hirdymor
- Trefi cynaliadwy
- Wedi'i ariannu gan CDC / CSG

TEN TOWNS INITIATIVE

- **Rural towns**
- **Economic sustainability plans**
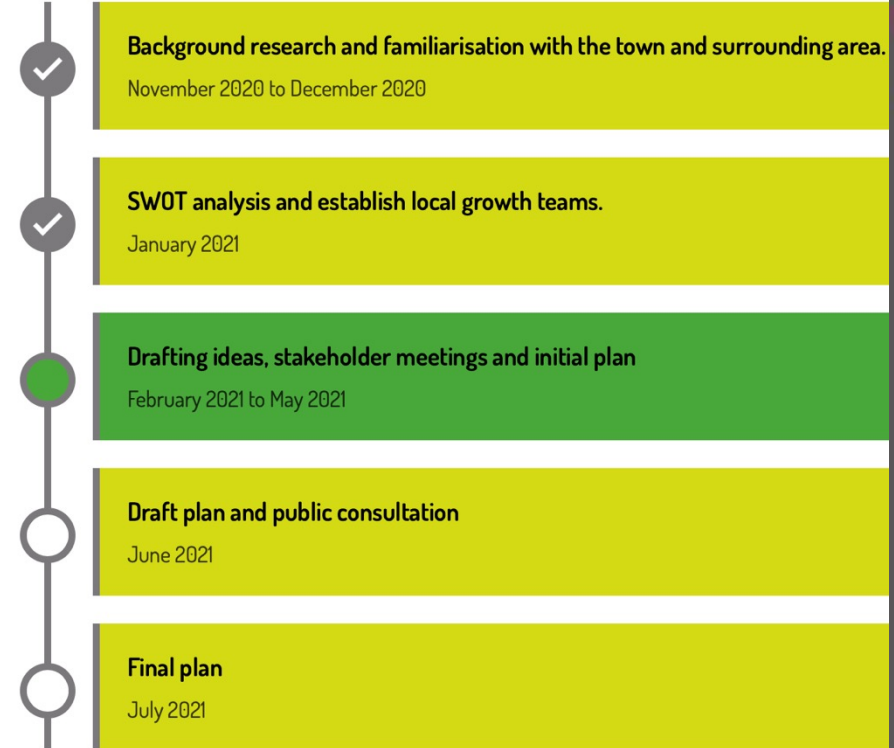- **Long term strategic vision**
- **Sustainable towns**
- **RDP / CCC funded**

PROGRESS SO FAR

Cynnydd hyd yma

Llinell Amser

- ✓ **Ymchwil gefndirol o'r dref a'r ardal gyfagos. Ymgysylltiad cychwynnol â rhanddeiliaid**
  Tachwedd / Rhagfyr 2020

- ✓ **Dadansoddiad SWOT a sefydlu Timau Twf lleol**
  Ionawr 2021

- ● **Drafftio syniadau, cyfarfodydd rhanddeiliaid a'r cynllun cychwynnol**
  Chwefror i Mai 2021

- ○ **Cynllun drafft ac ymgynghoriad cyhoeddus**
  Mehefin 2021

- ○ **Cynllun terfynol**
  Gorffennaf 2021

Timeline

- ✓ **Background research and familiarisation with the town and surrounding area.**
  November 2020 to December 2020

- ✓ **SWOT analysis and establish local growth teams.**
  January 2021

- ● **Drafting ideas, stakeholder meetings and initial plan**
  February 2021 to May 2021

- ○ **Draft plan and public consultation**
  June 2021

- ○ **Final plan**
  July 2021

Strengths

- Local convenience retail
- Heritage character
- Strong visitor economy
- Accessibility by road and rail
- National cycle route
- Extensive walking trails
- High levels of community activity and engagement
- Supportive local employers

Weaknesses

- Significant deprivation hidden pockets
- Lack of retail diversity
- High economic inactivity
- Small business base
- Above average semi-skilled and unskilled
- Low levels self-employment
- Narrow range of sectors – reliance on visitor economy and hospitality
- Commuting imbalance
- Limited employment floorspace
- Vacant buildings / sites
- Low levels visitor spend

Opportunities

- Align branding initiatives
- Increase dwell time and spend of Castle visitors (35K)
- Investment in flexible workspaces
- Re-purposing existing key sites and buildings
- Improved quality of broadband and mobile coverage
- Environmental and carbon reduction initiatives
- Coastal Communities Funding
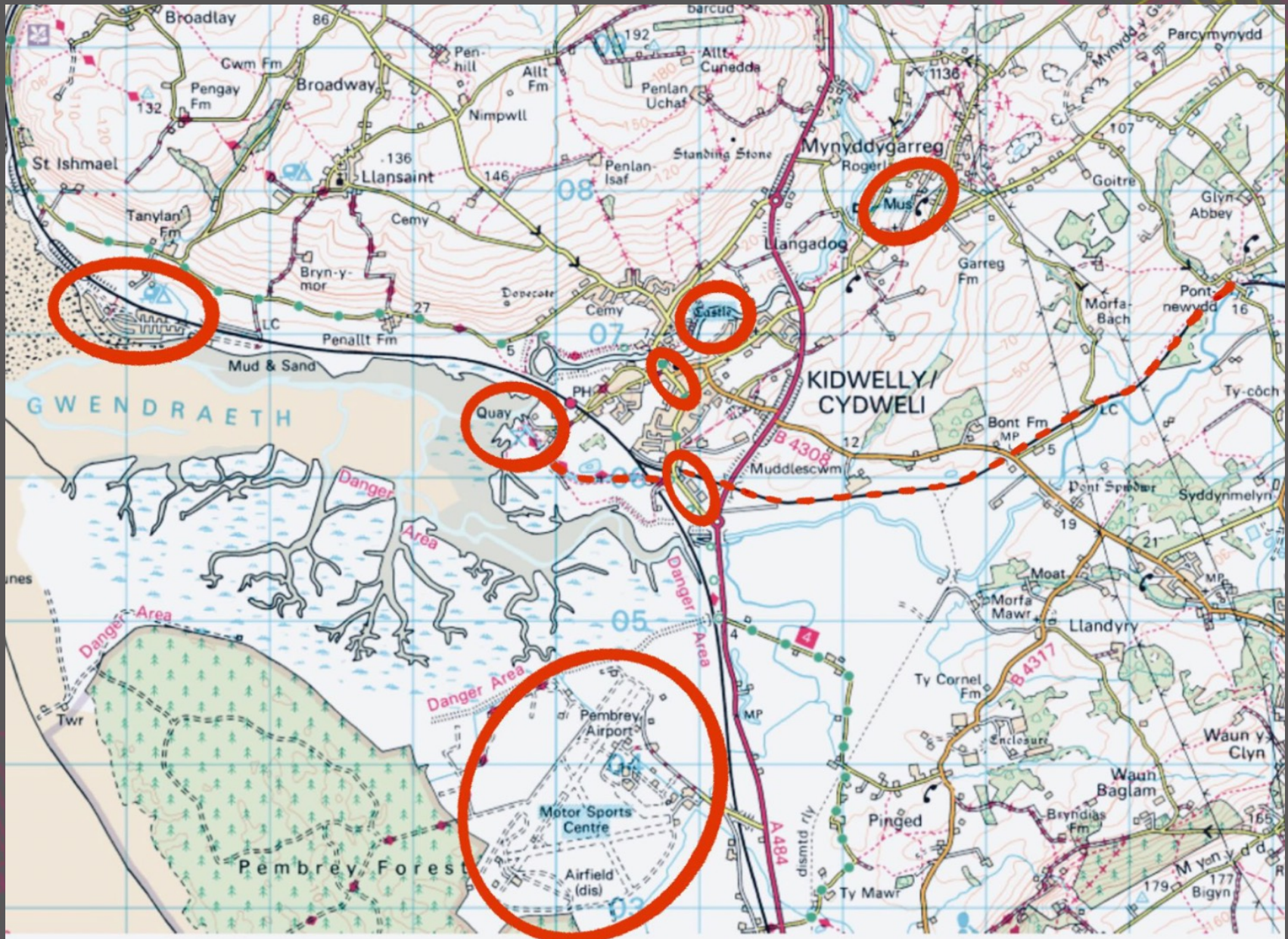- Community Renewal and Shared Prosperity Funds

Threats

- Longer term economic and social effects of C-19
- Over-concentration of food, drink and hospitality
- Failure to address work commuting imbalance
- Continued low levels of visitor spend
- Failure to maximise economic benefits from local assets

WHAT YOU TOLD US SO FAR

BETH RYDYCH CHI WEDI'I DDWEUD WRTHYM MOR BELLED

- Create good quality local employment opportunities

- Support growth of local business

- **Raising the visitor profile and capture more spending**

- **Linking Castle to Town Centre**

- Access to **sustainable transport** – bus and cycle

- Importance of **linking initiatives** together including Coastal Communities Fund

- Potential for **electric vehicle facilities**

- **Better quality retail** / facilities offer

- **Reducing traffic dominance** in the Town Centre

MOST IMPORTANT ISSUES   MATERION PWYSICAF

- Diversification of the economy

- Create new start-up and grow on business spaces

- Make the town centre - more welcoming, pedestrian friendly & support new and existing businesses to thrive

- Effective promotion of Kidwelly area and town centre as a place to stay & visit

- Improving signage, information, facilities & attractions to intercept more passing visitors

- Digital infrastructure upgrades and coverage

- Sustainable travel bus, cycle and pedestrian

DRAFT PRIORITIES

BLAENORIAETHAU DRAFFT

1. Support growth of local business & good quality jobs

2. Improve the town centre environment & wayfinding

3. Raise the profile & quality of the visitor attractions to capture more local spend

4. Improve local infrastructure to support the sustainable growth of the town & community

DRAFT ACTIONS

CAMAU DRAFFT

1 - BUSINESS GROWTH & EMPLOYMENT CREATION

1 - TWF BUSNES A CHREU CYFLOGAETH

New start-up/small workshop space
- Support local landowner investment in sites and premises
- Conversion/re-use of surplus buildings e.g Town Hall

Key local employer "grounded businesses" growth & investment
- Burns
- Gravells
- Pembrey Airport
- Carmarthen Bay Holiday Park - Parkdean
- Town centre business – develop the range offer

How?
- Business support & grants – start-up, growth, enterprise & property
- Encourage & support use of Welsh language – Helo Blod

2 - TOWN CENTRE ENVIRONMENT

2 – AMGYLCHEDD CANOL Y DREF
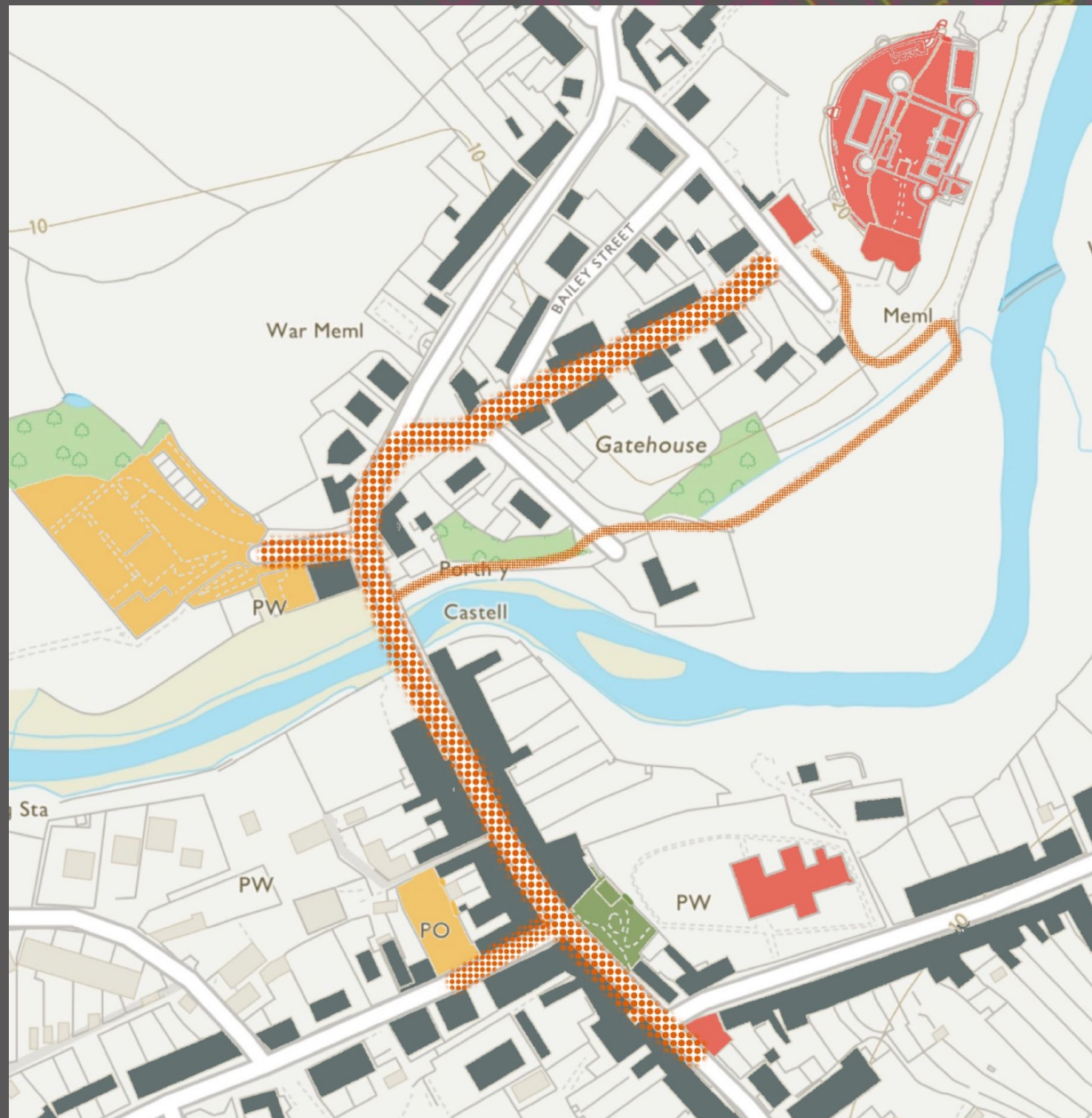
Castle to Bridge Street environment

- Improvements that make it more attractive for pedestrians & businesses

- Support cleansing and enhance the appearance of frontages

- Encouragement for new businesses

Castle to Bridge Street connection & environmental improvements

Cysylltiad o gastell i Stryd y Bont a gwelliannau amgylcheddol

Mackley Davies Associates (2004)

Proposals for Porth y Castell

Town Square

Sgwâr y dref

- Declutter & open-up space
- Temporary use of churchyard?
- Public realm environmental improvements
- Flexible shared use space – events, business uses & activities

Christmas
KIDWELLY POP UP MARKET

Cakes, Bakes, Jams, Chutneys, Crafts, Gifts, warm Firewood Pizza and a happy, safe, Christmas atmosphere.

Saturday, Dec 5th
9am - 1pm
Kidwelly Town Square

Please respect the 2m rule,

Mackley Davies Associates (2004)

Proposals for town square

Positive reuse of Town Hall

Aildefnydd o Neuadd y Dref

- Quality attraction

- Attract footfall through the town centre

- Encourages new business & enterprise

WAYFINDING
LLYWIO

- Comprehensive bilingual signage & information strategy linking
  - Castle
  - Church
  - Quayside & canal
  - Town centre
  - Carparks

- Town gateway visitor signage

Norman Church

Troedffordd
Glan-yr-Afon

Castle Walk

Canol y Dref

Kymer's Canal
The Old Quay
Princess Gwenllian
Centre

Eglwys y Santes Fair

Y Castell

The
FISHER
ARM

20

WARNING
24 HOUR CCTV
IN OPERATION

LIVE HERE
SPORTS   ESPN

BT Sport
GREAT SPORT HAPPENS HERE

3 - PROFILE & QUALITY OF THE VISITOR ATTRACTIONS

3 - AMLYGRWYDD AC ANSAWDD O ATYNIADAU

- Improve the range town centre businesses and the visitor offer

- Accommodation – opportunities for longer stays

- Town & castle working together

- Quayside & canal

- Coastal Communities – branding and trails

CADW

CADW – new approach – new brand – positive about working with Kidwelly

- Grow overall town experience
- Tell the story of the town & castle
- Increase visitor numbers & length of visit
- Work with Town and businesses
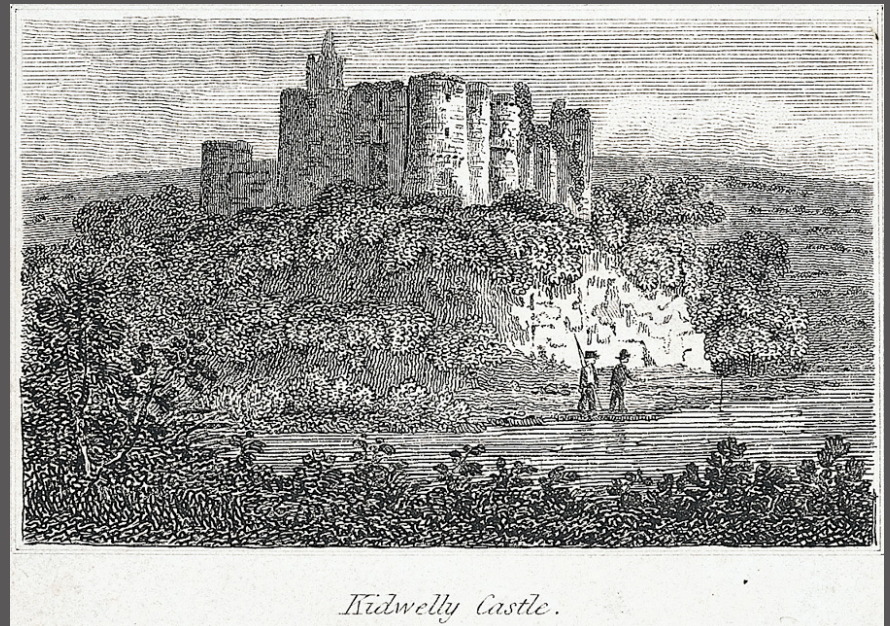
Kidwelly Castle.

Quay & Canal
Cei a Camlas

- Feasibility study (started) developing Kymer's Canal to Pontnewydd.

- Extend the existing section of the canal by 5km

- Establishing a public right of way & active travel routes - high-quality walking and cycling routes.

- Bird watching and wildfowl centre

Brand and marketing – Coastal Communities Fund
Brand a marchnata – Cronfa Cymunedau'r Arfordir

- **Town Branding** - Redevelop the current black cat into a brand identity for the town which demonstrates more clearly the friendliness and strong creative identity of the town.

- **Cat Trail** - A series of commissioned cat statues placed around local landmarks and attractions.

- **Website** - A 'Visit Kidwelly' integrated website, dedicated to improving awareness of attractions around

- **Festivals & Events** - Working in partnership with local groups, and organisations to develop 2/3 key ideas for festivals unique and reflective of the town

Museums and historical experiences
Amgueddfeydd a phrofiadau hanesyddol

- Secure Future of Industrial Museum – Mynydd y Garreg? – strengthen the profile of town industrial heritage

- History Shed Experience – proposal?

4 – Supporting infrastructure and initiatives

4 – Seilwaith a mentrau

- SMART towns
- Circular economy
- Green energy

Discussion
Trafodaeth

1. Are these the right economic sustainability projects and actions to focus on?

2. What is missing?

3. What's most important?

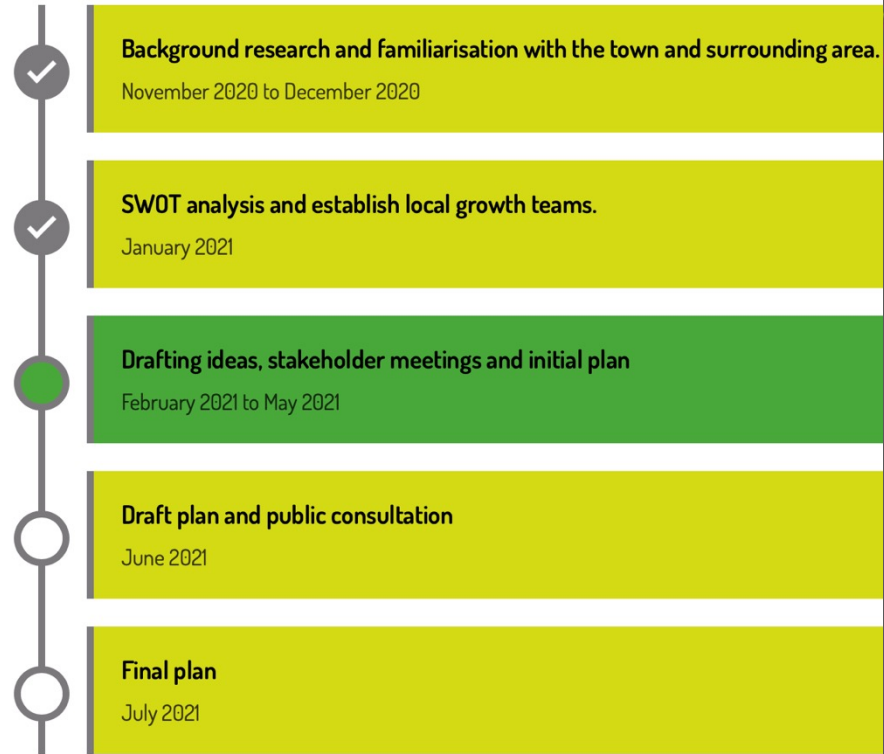4. Which partners should be involved – who should lead?

NEXT STEPS   Y CAMAU NESAF

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What support is there?   Pa gymorth sydd ar gael?

- Market town officers

- Seed funding

- Capital funding

- Business grant funds

- Town digital solutions

- Local marketing distinctiveness

- Local energy plans

- Swyddogion Trefi Marchnad

- Cyllid sbarduno

- Gyllid cyfalaf

- Cronfeydd Grantiau Busnes

- Atebion digidol i drefi

- Marchnata lleol/cymeriad unigryw

- Cynlluniau ynni lleol

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