

St Asaph City Plan & St Asaph Area Plan

“Looking Forward Together”

2013-2020

Revised 13/11/2013

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Introduction

Denbighshire County Council has adopted a strategic aim of being “a high performing council closer to the community”.

To help achieve this aim, the County Council is inviting the town / city and community councils and the businesses, community and voluntary sectors in each of its main towns / city and the smaller outlying communities which relate to them to join together to develop “town plans” or in this case, a city plan. These will be living documents which will be subject to regular reviews and will set out

- **the current situation in the town / city**
- **the key challenges and opportunities which they will face over the next decade**
- **a vision for each town / city which will provide it with a sustainable future, and**
- **realistic and achievable actions which will deliver that vision.**





ST ASAPH

CITY PLAN

“LOOKING FORWARD TOGETHER”
2013 – 2020

DRAFT October 2013

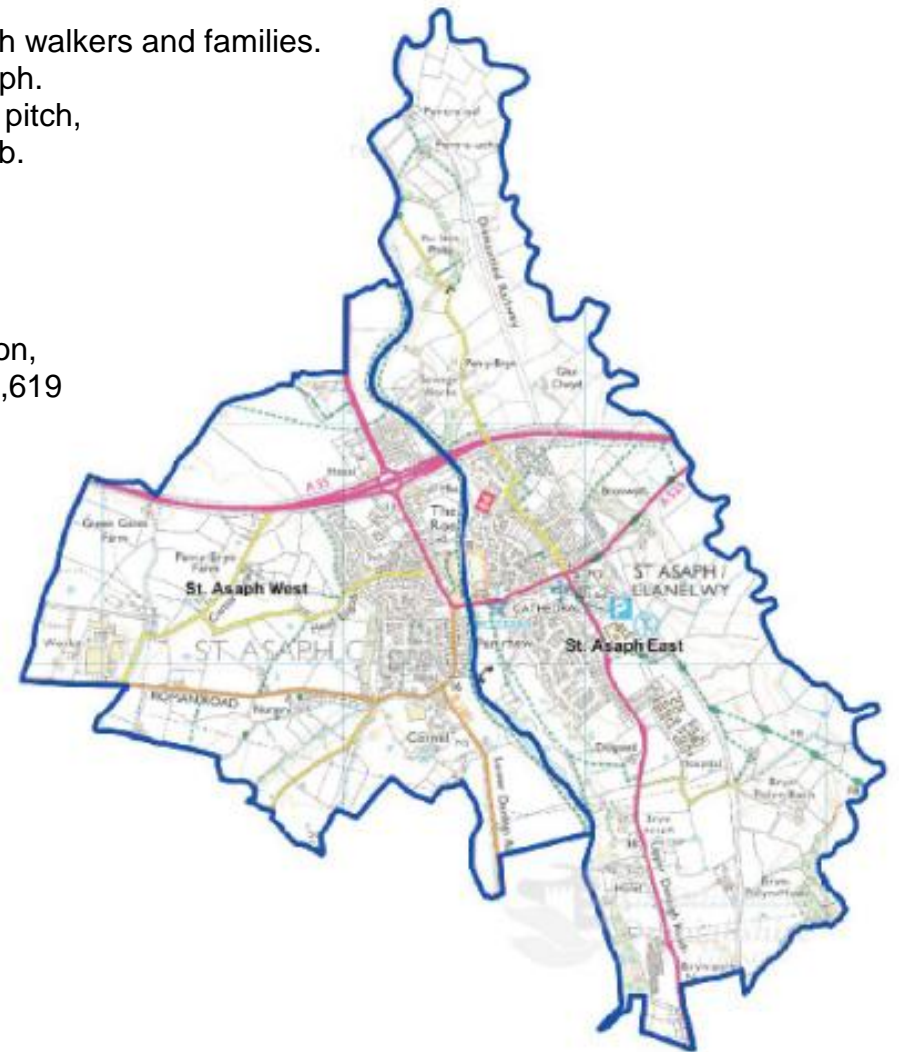
St Asaph

St Asaph, situated on the banks of two rivers, is dominated by its cathedral, which is held to be the smallest in Great Britain. The character of the town and the surrounding area has been largely shaped by this association but St Asaph also has strong associations with words and music and is home to the annual, week long North Wales International Music Festival.

The natural river setting of St Asaph Common and Roe Plas is very popular with walkers and families. The only Welsh medium secondary school in Denbighshire is located at St Asaph. There is an excellent play area for children, a leisure centre with an all weather pitch, a MUGA (multi use games area), tennis courts, bowling green and a cricket club.

The population of the city of St Asaph is 3,355.

The area around the city of St Asaph also includes Cefn Meiriadog, Tremeirchion, Rhualt, Trefnant and Waen and these communities are the home to a further 3,619 people.



Where we are now

People

Compared to the county as a whole, the city boundary of St Asaph has

- a similar proportion of people aged over 65,
- a higher percentage of over 85's,
- fewer young people under 15 but a higher percentage in the St Asaph West ward,
- fewer households claiming housing or Council Tax benefit
- a higher proportion of households that are overcrowded

Community

Compared to the county as a whole, more people in the city of St Asaph

- *have been born in Wales, but*
- *less people can speak Welsh.*

St Asaph is notable for its low crime rate, particularly for incidences of violence against the person, criminal damage and theft and handling.

The Welsh Government uses a formula to measure deprivation. Wales is split into 1896 areas which generally are smaller than County Council wards although this is not the case in St Asaph. Each area is then ranked with the most deprived given a score of 1 and the least deprived as score of 1896. The scores in different years are not directly comparable because the way in which the index is calculated changes over time.

In the 2011 edition of the Index, the ranking for St Asaph West has increased compared with the 2008 edition indicating an increase in deprivation in that area. This is explained by a fall in income and increase in unemployment relative to the rest of Wales. There has been no significant change in the ranking for St Asaph during the same period.

Jobs

Compared to the county as a whole,

- more people who live in St Asaph work in the public sector (and more people in Denbighshire work in this sector than in any other local authority area in Great Britain),
- fewer people work in retail
- a higher percentage of people work in manufacturing with the percentage in the West ward being particularly high for the county
- fewer people commute more than 20km to work, and
- a similar percentage of people of working age claim Job Seekers' Allowance.

Average annual household incomes in St Asaph are higher than the average for Denbighshire.

The place

The principal attraction in the city itself is the Cathedral which had around 9,000 visitors in 2011. However, the Cathedral hosts a number of prestigious events during the year which attract many more visitors in their own right.

There are 92 bed spaces in graded visitor accommodation in the city. The Oriel House Country Hotel & Spa is the only 4 star hotel in the county and Tan yr Onnen in Waen is the county's only 5 star "guest house".

Vacancy rates for retail premises – Autumn 2012

| | | |
|----------|-------|--------------------------|
| St Asaph | 3.5% | (2 units) |
| UK | 16.3% | (Colliers International) |

Future challenges and opportunities

People

Up to 75 new residential units are proposed for the former HM Stanley Hospital site.

Land with outline planning permission for residential development at the former St Winefride's primary school has been purchased.

The residential developments off Bishop's Walk and at Bryn Gobaith have not yet been completed.

Community

Funding towards the cost of constructing a new community centre on a site near the library is being investigated.

Older teenagers say there is nothing for them to do or anywhere for them to go.

Youth Services has developed a Youth Centre with excellent facilities.

There is a football club and a cricket club with youth teams.

A hydro power project is being developed at Cefn weir on the river Elwy.

Following the floods in 2012, funding has been secured for a new Cricket Club and the library has been fully refurbished and modernised

Future challenges and opportunities

Jobs

There is a variety of retail and hospitality businesses within the town. Larger companies have invested in the area such as Marston's Brewery which has recently renovated the Talardy Hotel.

There are specialist retailers such as Foxon's, R.N. Williams and Daniel Jones Butchers in the city centre which attract customers from a wider area.

Many of the 120 coaches which go to the Tweedmill shopping outlet in Trefnant, every month will pass through St Asaph to get there. Development of the City's facilities to capture these visitors by providing a coach park, toilets, shops and restaurants is needed.

Situated adjacent to the City within the Bodelwyddan ward, St Asaph Business Park is a major centre for advanced manufacturing and a key growth area. Development of the St Asaph Business Park is likely to be a key theme of the emerging European Programme. New Vision and Vista are currently developing land at the old Pilkington's Glass Factory and sports ground, however further land is available for development. There are a number of high quality businesses situated at the park including OptIC which is an opto-electronic technology and incubation centre with a world class reputation, operated by Glyndwr University.

There could be better links between the town and the business park both in terms of businesses working together and the infrastructure along Glascoed Road.

The owners of the livestock market site have indicated that there may come a time when they would wish to sell the site in which case there would be an opportunity for accommodating an alternative use on it.

Place

The new City of St Asaph gained the status in March 2012 as part of the Diamond Jubilee celebrations.

The city is located very near to the A55 providing a good transport network for residents, commuters and businesses.

Denbighshire Highways are undertaking a three stage review of parking and altering the parking restrictions. Continuing to explore the possibility of a by-pass.

Brown visitor signs for the Vale of Clwyd would assist visitors travelling along the A55.

New visitor information boards are being installed in the west ward.

Vision for St Asaph

We want St Asaph

- to offer an enviable quality of life attractive to residents of all ages
- to be where the potential of the cathedral and the natural river setting as a visitor destination has been realised, and
- to sustain and further develop its buoyant evening economy.



Making it happen...
for people

| What we want to achieve | We will achieve this by | This will be led by | By when |
|---|---|--|-------------|
| There has been an improvement in educational attainment | Securing external funding from Welsh Government to extend and refurbish Ysgol Glan Clwyd | County Council Customers and Education Support | 1 - 5 years |
| | Completing area review of existing primary provision and agreeing the pattern for future provision and improvement works | County Council Customers and Education Support | 1 - 5 years |
| Appropriate housing for all | Building residential units on the former HM Stanley Hospital and St Winefrid's site and completing the developments at Bishop's Walk and Bryn Gobaith | Private sector | 1 - 5 years |
| | Looking into the provision of extra care housing for older people | County Council Housing / Adult & Business Services | 1 - 5 years |
| | Looking into the provision of affordable units in any residential developments | County Council Planning & Public Protection | 1 - 5 years |

Making it happen...
for the community

| What we want to achieve | We will achieve this by | This will be led by | By when |
|---|--|-----------------------|-------------|
| Better community facilities for people of all ages to use | Developing a new community centre on land near to the library. | Community Association | 1 – 5 years |

Making it happen...
for jobs

| What we want to achieve | We will achieve this by | This will be led by | By when |
|--|--|--|-------------|
| The full potential of the cathedral as a visitor destination is realised | Finding funding to develop a visitor centre and toilets | Representative Body of the Church in Wales and County Council Planning & Public Protection | 1 – 5 years |
| | Working with Tweedmill to encourage their visitors to call in St Asaph too | County Council Environment | 1 – 5 years |
| Viability of the remaining town centre shops | Improving Chester Street parking and traffic flow | County Council Highways and Planning & Public Protection | 1 – 5 years |
| | Supporting the establishment of tourism and business groups | County Council Environment | 1 year |

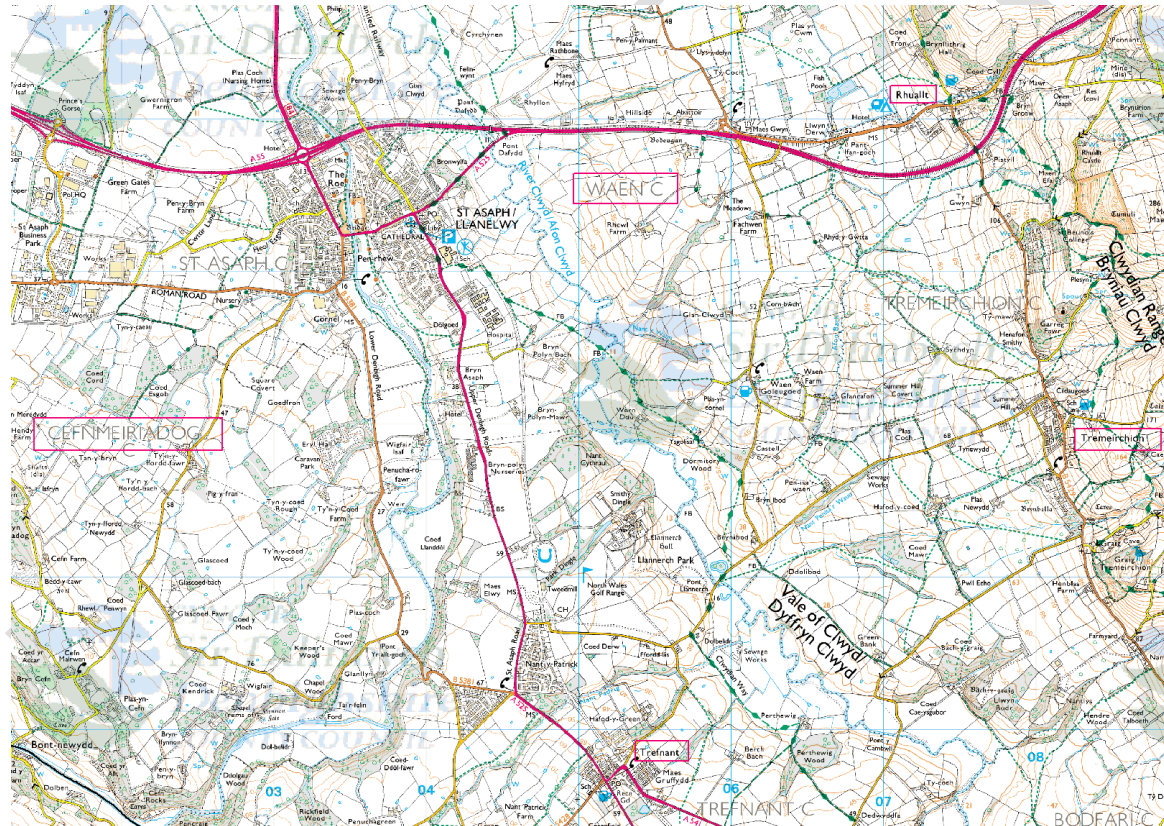
Making it happen...
for the place

| What we want to achieve | We will achieve this by | This will be led by | By when |
|-----------------------------|---|--|-------------|
| A better visitor experience | Tackling untidy sites and buildings such as the Auction Rooms in Gemig Street, Elwy Bank, a window on High Street and at gateway locations including the fences near H.M. Stanley Hospital and properties in Chester Street | County Council Planning & Public Protection and City Council | 1 – 5 years |
| | Reviewing the on street parking on Mill Street by the bowling green car park which reduces the traffic flow to one car width | County Council Highways | 1 year |
| | Keeping the toilets open for longer, improving the appearance and security measures on the building, look at burying the overhead cables near bowling green toilets | County Council Environment | 1 year |
| | Putting a city trail board in the car park | County Council Environment | 1 year |
| | Making the steps at Red Hill safer | County Council Environment | 1 year |
| | Getting the grass cut regularly outside the BT exchange | BT | 1 year |
| | Install brown visitor signs along the A55 for the Vale of Clwyd | County Council Highways | 1 – 5 years |
| | Reclassifying the pathway between Llys y Felin and The Roe as a Public Footpath | County Council Highways | 1 – 5 years |
| | Look into the development of derelict land between the High Street and Gemig Street. | County Council Housing | 5-10 years |
| | Investigate the possibility of a floral display on the A55 roundabout. | County Council Environment | 1 – 2 years |
| | City Status projects: | City Council | 1 – 2 years |

| | | | |
|--|---|-------------------------|--------|
| | 40 street banners with City Council logo 15 Plaques QR Codes Booklets of walks around the City City Council Website 6 Sculptures | | |
| Improved traffic flow on the High Street | Limiting the times that the brewery can deliver to and unload at the Conservative Club | County Council Highways | 1 year |

The Links between the City and the Area

The communities of Trefnant, Cefn Meiriadog, Tremeirchion, Waen and Rhualt and are closely linked with St Asaph as residents use many of the services that the town has to offer. There is a regular bus service into St Asaph from Trefnant, but the transport links from other areas are infrequent or none existent. Trefnant is home to the Tweedmill Shopping Outlet and work is ongoing to improve the links between the shopping outlet and the City of St Asaph.





ST ASAPH

AREA PLAN

“LOOKING FORWARD TOGETHER”

2013 – 2020

Making it happen...
for the people & the community

| Activity | Econ. Amb. Strat. Ref. | Output | Led by... | Start | Finish |
|---|------------------------|---|-------------------------------------|--------------|---------------|
| Review the use of the mobile youth bus and the current rural youth programme to include the rural communities around St Asaph. | 5.2c | Meeting with Community Council and Youth Services | Libraries, Arts and Young People | 1 April 2014 | 31 March 2015 |
| | | Commission feasibility study | | | |
| | | Business Case | | | |
| | | Implement youth bus service to rural areas around St Asaph (subject to business case) | | | |
| Investigating the possibility of having youth events linked with the St Asaph Leisure Centre i.e. sporting events that can tour the rural communities. | 5.2c | Meet with Community Council and Youth Services | Libraries, Arts and Young People | 1 April 2014 | 31 March 2015 |
| | | Meet with youth sports groups in the town and rural areas | | | |
| | | Business Case and Study | | | |
| | | Implement youth events (subject to business case) | | | |
| Investigating the possibility of reinstating the Youth Club in Trefnant Village Hall, following a potential review of the youth bus provision in the communities around St Asaph. | 5.2c | Meet with Community Council and relevant officers | Libraries, Arts and Young People | 1 April 2014 | 31 March 2015 |
| | | Commission feasibility study | | | |
| | | Business Case | | | |
| | | Reinstate the Youth Club (subject to business case) | | | |
| Improving transport links to towns from rural areas. Transport links should fit in with school times and business opening times and other service opening times. | 1.1a | Meet with relevant bus companies | Highways and Environmental Services | 1 April 2014 | 31 March 2017 |
| | | Feasibility study to look at demand | | | |
| | | Business case | | | |
| | | Implement bus services (subject to business case) | | | |

| | | | | | |
|--|------|---|--|--------------|---------------|
| Transport to the nearest towns of St Asaph or Denbigh is needed. Introduce a bus service in the Waen that stops near the Farmers Arms Car Park and for there to be a dedicated timetable. An M&H minibus passes through the Waen but there is no dedicated bus stop and no timetable. | 1.1a | Meet with Community Council, service providers and relevant officers to investigate current bus service provision | Highways and Environmental Services | 1 April 2014 | 31 March 2017 |
| | | Business Case | | | |
| | | Implement bus service (subject to business case) | | | |
| Denbighshire CC to support and finance links with the North Denbighshire Dial a Ride so that there is greater funded provision of a community car service for people in rural areas and that this service can also include people under the age of 60 i.e. young families in the Waen. | 5.2c | Meet with Community Council | Highways and Environmental Services | 1 April 2014 | 31 March 2016 |
| | | Business case | | | |
| | | Implement dial a ride service (subject to business case) | | | |
| a) To facilitate discussions between the Community Council and the County Council for the handover of the school field in Rhualt. b) Assisting the Community Council to develop the school field into a children's play area | 5.2c | Meet with Community Council | a) Valuation and Estates b) Community Council | 1 Dec 2013 | 31 March 2014 |
| | | Report | | | |
| | | Hand over the school field to the community council (subject to report) | | | |
| | | Identify and secure funding for play equipment and developing the field | | | |
| | | Play area developed | | | |
| Explore the potential to reduce the 40mph area in Rhualt to a 30mph | | Meet with Community Council | Highways and Environmental Services | 1 April 2014 | 31 March 2015 |
| | | Business case | | | |
| | | Implement the reduced speed limits (subject to business case) | | | |
| Explore the potential of introducing 20mph speed limits outside all schools. | | Meet with Community Council | Highways and Environmental Services | 1 April 2014 | 31 March 2016 |
| | | Business case | | | |
| | | Implement 20mph speed limit (subject to business case) | | | |
| Explore the potential for introducing a 40mph speed limit at the Cross Foxes, Glascoed, and on Ffordd Glascoed outside the council house and to extend the 30mph at Coed Madog and Cefn Church. | | Meet with Community Council | Highways and Environmental Services | 1 April 2014 | 31 March 2015 |
| | | Business case | | | |
| | | Implement the reduced speed limits (subject to business case) | | | |

| | | | | | |
|--|--------|---|--|--------------|---------------|
| Explore the potential for extending the 40mph speed limit from the AA box corner (A525) into Trefnant where the 30mph area starts. | | Meet with Community Council | Highways and Environmental Services | 1 April 2014 | 31 March 2015 |
| | | Business case | | | |
| | | Implement the reduced speed limits (subject to business case) | | | |
| Explore the potential to extend the double yellow lines by the school on Henllan Road, Trefnant to beyond the bend (specify which bend) to stop problems with traffic getting around the bend when cars are parked on both sides of the road. | | Meet with Community Council to determine the specific area | Highways and Environmental Services | 1 Dec 2013 | 31 March 2014 |
| | | Business case | | | |
| | | Extend the yellow line area (subject to business case) | | | |
| Explore the potential to extend the lay-by by Cae Onnen, Glascoed. | | Meet with Community Council | Highways and Environmental Services | 1 April 2014 | 31 March 2015 |
| | | Business case | | | |
| | | Extend the lay-by (subject to business case) | | | |
| To explore the potential of reducing the speed limit to 40mph between the A55 expressway to Trefnant and Denbigh as vehicles travel at excessive speeds. Many people walk along the road from the Waen Chapel, the nursing home, guest house and campsite as there is no footpath. There has been seven accidents on this road between Jan–Oct 13. | | Meet with Community Council | Highways and Environmental Services | 1 April 2014 | 31 March 2016 |
| | | Business case | | | |
| | | Implement the reduced speed limits (subject to business case) | | | |
| Consider the release of development land in the Waen when reviewing the LDP. | | Meet with Community Council | Policy Information and Research | 1 April 2016 | 31 March 2017 |
| | | Business case | | | |
| | | Include in the LDP review (subject to business case) | | | |
| Develop cycling and walking tourism opportunities, which will also be good for local wellbeing. | 3.1A-a | Meet with relevant officers | Destination, Marketing and Communication | 1 April 2014 | 31 March 2017 |
| | | Funding identified and secured | | | |
| | | Business case | | | |
| | | Cycling and walking tourism has been developed (subject to business case) | | | |

Making it happen...
for the place

| Activity | Econ. Amb. Strat. Ref. | Output | Led by.... | Start | Finish |
|---|---------------------------------|---|-------------------------------------|--------------|---------------|
| Cleaning all gullies, ditches, culverts and drains and producing a yearly plan of where and when the highways department will be clearing them. | | Meet with Community Council | Highways and Environmental Services | 1 April 2014 | 31 March 2015 |
| | | Business case | | | |
| | | Implement yearly plan (subject to business case) | | | |
| Maintaining the public footpath that runs along the edge of the school field in Rhualt. | | Meet with Community Council | Highways and Environmental Services | 1 April 2014 | 31 March 2015 |
| | | Business case | | | |
| | | Regular maintenance of the footpath (subject to business case) | | | |
| Investigating funding to maintain the activity of the lengthsman in Tremeirchion, Cwm and Waen. | | Meet with Community Council | Highways and Environmental Services | 1 April 2014 | 31 March 2015 |
| | | Business case | | | |
| | | Funding identified and secured | | | |
| | | Lengthsman activity funded (subject to business case and funding being available) | | | |
| To investigate signage in the Waen which identifies where the Waen area covers. | | Meet with Community Council | Highways and Environmental Services | 1 April 2014 | 31 March 2016 |
| | | Business case | | | |
| | | Funding identified and secured | | | |
| | | Signage for the Waen implemented (subject to business case) | | | |
| Resolving the flood problems between Willow Cottage, the old pump house and the waterworks in Cefn Meiriadog. | | Meet with Community Council to ascertain the issue | Highways and Environmental Services | 1 April 2014 | 31 March 2016 |
| | | Specialist report | | | |
| | | Business case | | | |
| | | Flood alleviation works implemented (subject to report and business case) | | | |

| | | | | | |
|---|------|---|-----------------------------------|--------------|---------------|
| Ensuring that the Post Office and the Village Shop in Trefnant receive support to continue into the future. | 5.2c | Meeting with shop owners and relevant officers | Economic and Business Development | 1 April 2014 | 31 March 2017 |
| | | Research funding opportunities | | | |
| | | Business case | | | |
| | | Post Office and Village Shop supported (subject to funding and business case) | | | |
| Explore the potential to help with the maintenance of Plas Newydd nature reserve. | | Meet with Community Council | Countryside Services | 1 April 2014 | 31 March 2015 |
| | | Funding identified and secured | | | |
| | | Business case | | | |
| | | Nature reserve maintained (subject to funding and business case) | | | |

Making it happen...
for jobs

| Activity | Econ. Amb. Strat. Ref. | Output | Led by... | Start | Finish |
|--|------------------------|---|---|--------------|---------------|
| Exploring the potential to improve access to jobs through improved transport links, skills development and access to jobs. | 1.1c | Meeting with relevant officers | Economic and Business Development | 1 April 2014 | 31 March 2017 |
| | 4.1a | Business case | | | |
| | 4.1b 4.2d 4.2f | Improved access to jobs (subject to business case) | | | |
| Exploring the potential to enhance grant-aid for small businesses and more generous relief on business rates for small businesses. | 2.1c | Meeting with relevant officers | Economic and Business Development /Business Rates | 1 April 2014 | 31 March 2017 |
| | | Business case | | | |
| | | Enhanced grants and reduced business rates implemented (subject to business case) | | | |
| Exploring the potential to provide more opportunities for businesses to start-up. | 5.1a | Meeting with relevant officers | Economic and Business Development | 1 April 2014 | 31 March 2017 |
| | 5.1b | Investigate ways to increase opportunities for businesses to start-up | | | |
| | | Business case | | | |
| | | More opportunities for businesses to start-up are identified (subject to business case) | | | |

Area Plan Priorities

1. Assisting the Community Council to develop the school field into a children's play area – with an estimated cost of £8k.
2. Extending the double yellow lines by the school on Henllan Road, Trefnant to beyond the bend to stop problems with traffic getting around the bend when cars are parked on both side of the road – with an estimated cost of £2k.
3. Extending the lay-by at Cae Onnen, Glascoed– with an estimated cost of £5k.

How will we know if we are on track?

Annual reviews of progress will be undertaken by the County Council together with the Community Council. More regular updates will also be provided to the County Council's Member Area Groups and to the City Council, and also to the wider community through County Voice and through press releases made by Denbighshire County Council. The Plan will be treated as a living document in which aspirations can be added or removed according to changes in circumstances.

Who was involved in the production of this plan?

This plan was produced by Denbighshire County Council following consultations with County Council Councilors and Services, Ward members, Community Councils, businesses, schools and the wider community.

For further information contact:
econ.dev@denbighshire.gov.uk

Statistical Appendix

2011 census data

Welsh Index of Multiple Deprivation

| Percentage of... | In St Asaph | In Denbighshire | In the surrounding Rural Area | "Lower layer super output area" | Ranking in 2005 | Ranking in 2008 | Ranking in 2011 |
|--|----------------|--------------------|-------------------------------------|------------------------------------|--------------------|--------------------|-----------------------|
| Young people aged 15 or under | 28.9 | 18.1 | 16.2 | St Asaph East | 1663 | 1562 | 1565 |
| All people aged 65 or over | 35.7 | 21.1 | 23.1 | St Asaph West | 632 | 714 | 696 |
| People aged 85 or over | 5.9 | 2.8 | 3.3 | | | | |
| People claiming housing or Council Tax benefit | 8.5 | 9.6 | 4.0 | | | | |
| Overcrowded households | 3.2 | 3.0 | 0.8 | | | | |
| People born in Wales | 63.8 | 58.1 | 60.3 | | | | |
| People over 3 years of age who can speak, read or write Welsh | 25.5 | 18.6 | 25.4 | | | | |
| Working residents employed in the public sector | 39.5 | 35.7 | 37.5 | | | | |
| Working residents employed in manufacturing | 10.1 | 9.1 | 9.7 | | | | |
| Working residents employed in wholesale and retail | 13.3 | 14.4 | 11.9 | | | | |

Source: Office for National Statistics - 2011 Census

Rural Area covered: Trefnant, Tremeirchion, Cefnmeiriadog and Rhallt