

Cefn Signage Strategy

1/14/2016
PKC Group
Dave M



Cefn Signage Strategy

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Introduction

The Cefn and Cefn Mawr is largely bypassed by the majority of the traffic on the three main roads surrounding our villages. These main roads are the A5, the A483 and the A539. The combined traffic flow along these three main trunk roads is phenomenal and yet our traditional village centre sees very little of it, generally through a lack of appropriate signage.

This is despite Cefn and Cefn Mawr being at the centre of the Pontcysyllte WHS and immediately adjacent to the aqueduct. To reconnect the centre of Cefn Mawr with the Aqueduct in a positive manner the PKC Group are proposing:

- The opening up of the Windborne Gate Parking (WBG) area for direct central parking for both the Aqueduct and Cefn Mawr. This has the capacity to handle the traffic volume rather than continuing to overload the Trevor Basin, with no direct access to Cefn Mawr.
- The reopening of what was once Jessop's Tramway, which will connect the Aqueduct and WBG to the centre of Cefn Mawr and allow horse drawn hackney services to be run.
- The full reinstatement of the former Plas Kynaston Canal terminating in a 60 berth marina at the rear of the Queens Hotel.
- A railway station next to the Tesco Supermarket.

For adoption into the WCBC LDP2 (2013 to 2028)

This document is a basic heads up of what is required and where to address the problem of signage and bring tourism to the centre of the Cefn & Cefn Mawr in large numbers. The growth in traffic would then drive the economic recovery of our community at the centre of the Pontcysyllte World Heritage Site and put the Cefn & Cefn Mawr clearly on the tourist map.

Traffic Volumes

A483 In 2014 the traffic count according to the DOT was 9.25 million vehicles of which 7.1 million were cars or taxis.

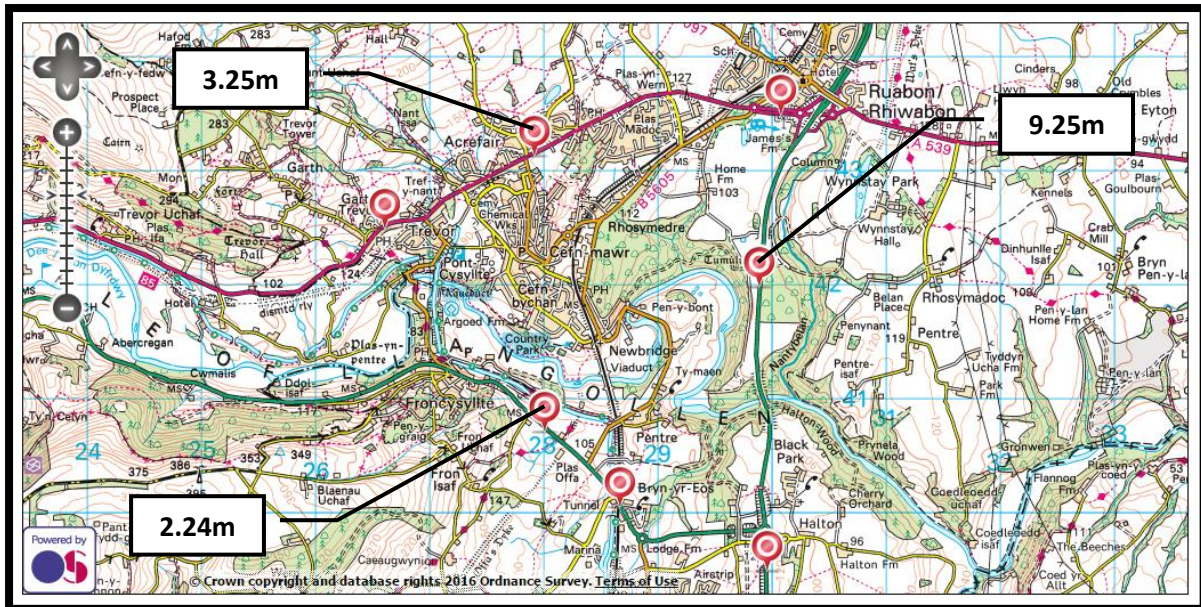
A5 In 2014 the traffic count according to the DOT was 2.24 million vehicles of which 1.7 million were cars or taxis.

A539 In 2014 the traffic count according to the DOT was 3.25 million vehicles of which 2.7 million were cars or taxis.

This means that 14.74 million vehicles drove past Cefn Mawr in addition to the +200,000 visitors to the aqueduct in 2014, while our village struggled on with low footfall and minimal trade.

Something has to be done about this and we are doing all we can, we hope you will join us.

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<http://www.dft.gov.uk/traffic-counts/cp.php?la=Wrexham>

Current Problems

The aqueduct see's in excess of 200,000 visitors annually according to Canal & River Trust, CRT (formerly British Waterways) counts which is conservative as compared to the figures given by WCBC at 500,000. Therefore assuming the CRT figure, 160,000 people arrive by car to visit the aqueduct and that is without an appropriate and coordinated signage scheme in place.



Here we can see that a Country Park is indicated, this is in fact Ty Mawr Country Park on the far side of Cefn Mawr from this sign post.

Also indicated is the long stay (WBG) parking area for the aqueduct. The current WBG parking area has no direct access to the aqueduct and any one parking there has to literally walk around disused Monsanto storage area before being able to get to the aqueduct.

No doubt the current situation will be having a negative effect on people for repeat business?

However and perhaps more importantly, where is the sign for Cefn Mawr which lies between the WBG parking area and Ty Mawr Country Park?

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Subject: RE: Dave and Signs

Date: Thu, 7 May 2015 13:06:18 +0000

Hi both,

The first phase of 'white on brown' directional signage to Pontcysyllte Aqueduct were erected during January 15. Unfortunately I don't have a map showing the whole area, they are however situated at:

Ruabon interchange (from the A483) then at strategic points along the A539, until the top of Station Road, Trevor, whereby car parking directional signage is then utilised at the bottom of Station Road and off New Road. Long stay car parking is also signposted of the A539 at Acrefair to the Wimbourne Gate car parking facilities (including a signpost off Queen Street into the car park).

There is also a sign off the A5 through Pentre/Newbridge to direct people to the Ruabon roundabout, whereby people are able to follow the signs to Trevor Basin along the A539. There are no further signs planned in phase one. There will however be welcome/directional panels at key points within the World Heritage Site.

Hope the information is helpful, if you have any questions, please feel free to contact me,



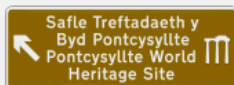
This is the planning by WCBC for visitor sign posting as of 2016, note the heritage village of Cefn Mawr is not included. These are the signs and the sites as indicated by WCBC in email between the relevant department and the PKC Group. Why is Cefn Mawr consistently left out?

Date: Tue, 2 Feb 2016 13:58:05 +0000

Dave,

There will be a scheme of signage on the A483 which directs people to the World Heritage Site via the Ruabon Interchange, as I highlighted in my previous email, exact locations, materials and sizes are yet to be confirmed by responsible officers in WCBC's Highways Department.

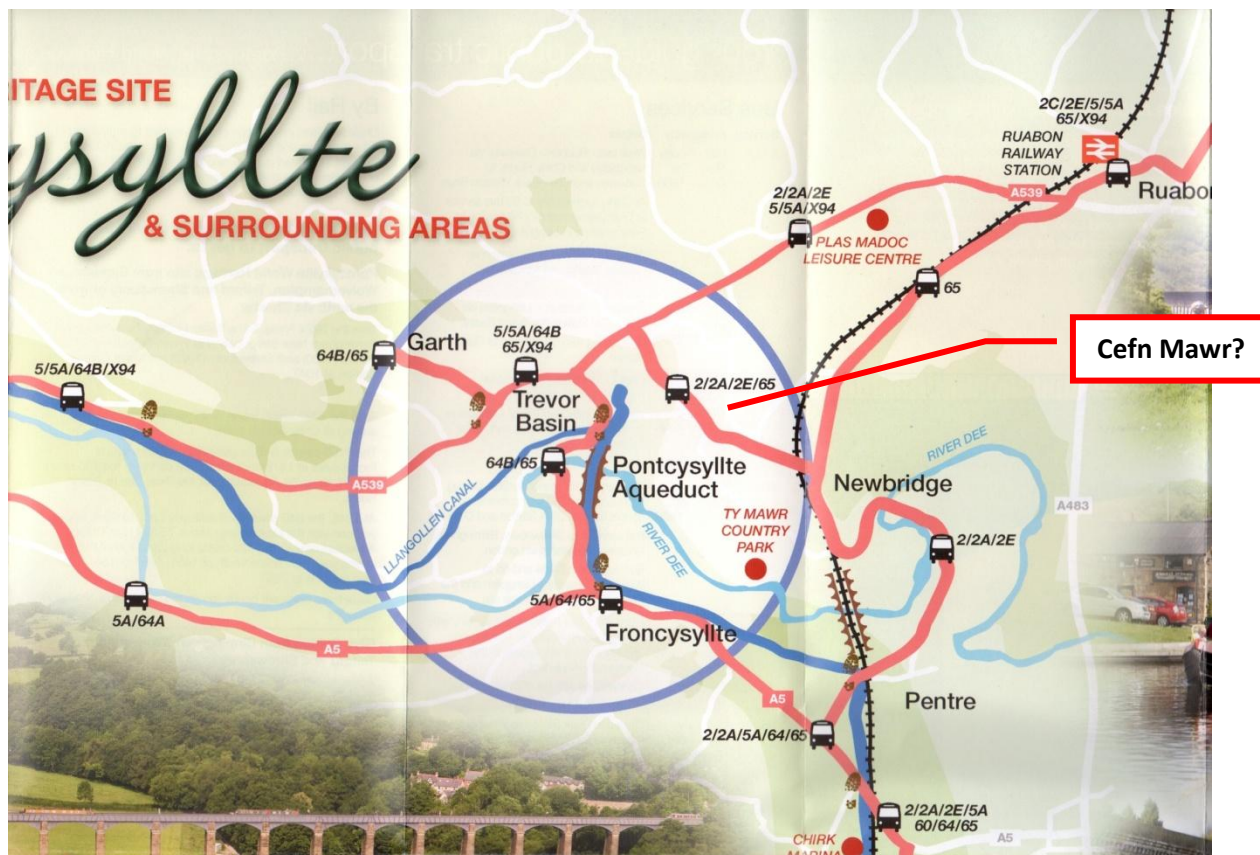
The wording on the signage was designed by the Highways Officer and approved by Welsh Government and the Trunk Road Agency and will be as shown below:



I hope this information addresses your queries,

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In fact there are far too many examples of Cefn Mawr being left off the tourist map to date which could almost be construed as a campaign against the community of the Cefn, if paranoid?



The bus route map for the Pontcysyllte Would Heritage Site by WCBC with Cefn Mawr omitted. Also please note the bus routes have been moved (2014) to bypass the traditional shopping centre of Cefn Mawr and serve the new Tesco Supermarket. This leaves the village centre without a bus service. Unfortunately the problem does not rest with the examples shown, there are more.

Wrexham County Borough Council (WCBC) ARUP Master Plan, in the Master Plan produced by ARUP for the WCBC, concerning the Trevor Basin, Cefn Mawr was mentioned. In the document it was suggested that the village could be connected to the as planned new marina and shopping facilities as promoted under the WCBC/ARUP Master Plan by a bus service? Somehow the suggestion that people would be willing to drive all the way to the aqueduct, visit a new marina and shopping centre at the Trevor Basin, and then hop on a bus to the village centre of Cefn Mawr, which is on its knees, somehow fails to stack up to the community of Cefn Mawr and the PKC Group.

The PKC Group has been asking WCBC for main road signs for 5 years to date, and although some progress has been made, WCBC say it is a slow process.

A criticism of the aqueduct noted by WCBC and CRT is the lack of dwell time. People arrive and walk over the aqueduct and drive off. Virtually none of the people visiting the aqueduct visit Cefn Mawr or are aware of it. Therefore if the correct signage was in place, a reasonable proportion of the people visiting the aqueduct would also visit the village of Cefn Mawr, and this would dramatically increase the visitor dwell time in the area and county of Wrexham.

Coordinated Signage System

There needs to be a coordinated signage system that works across the board and promotes Cefn Mawr & the Aqueduct. To do this efficiently several levels of signage are needed that will work together and guide people to appropriate parking areas and lead them on from there by either foot or an appropriate local green transport system. The signage system should help guide people into our village and encourage them to explore it as well as just walking over the aqueduct and then wondering what to do? This will require signs leading to the main parking areas, followed up by information boards, local finger post signs, maps and guides and designated routes such as the Cefn Mawr Heritage Trail. Provision will also have to be made to work with local trader sign posting for the traditional shopping centre of Cefn Mawr as well as Tesco. Furthermore the signage system also has to address the other major amenities in the area such as Ty Mawr Country Park, Splash Magic and Cefn Druids.

Tourist Visitor Information Road Signs

1. Large tourist information signs indicating the Heritage Village of Cefn Mawr, the World Heritage Site Arts & Visitor Centre, the Pontcysyllte Aqueduct, Ty Mawr Country Park & Splash Magic are needed. These should be at the major road junctions etc. on the A5, A483 and A539.
2. Secondary tourist information brown road signs backing up the main road signs leading to the main tourist parking areas. These would then form the main free parking areas.

Main Tourist / Visitor Parking Areas

The brown main road signs would then guide people to the main parking areas at:

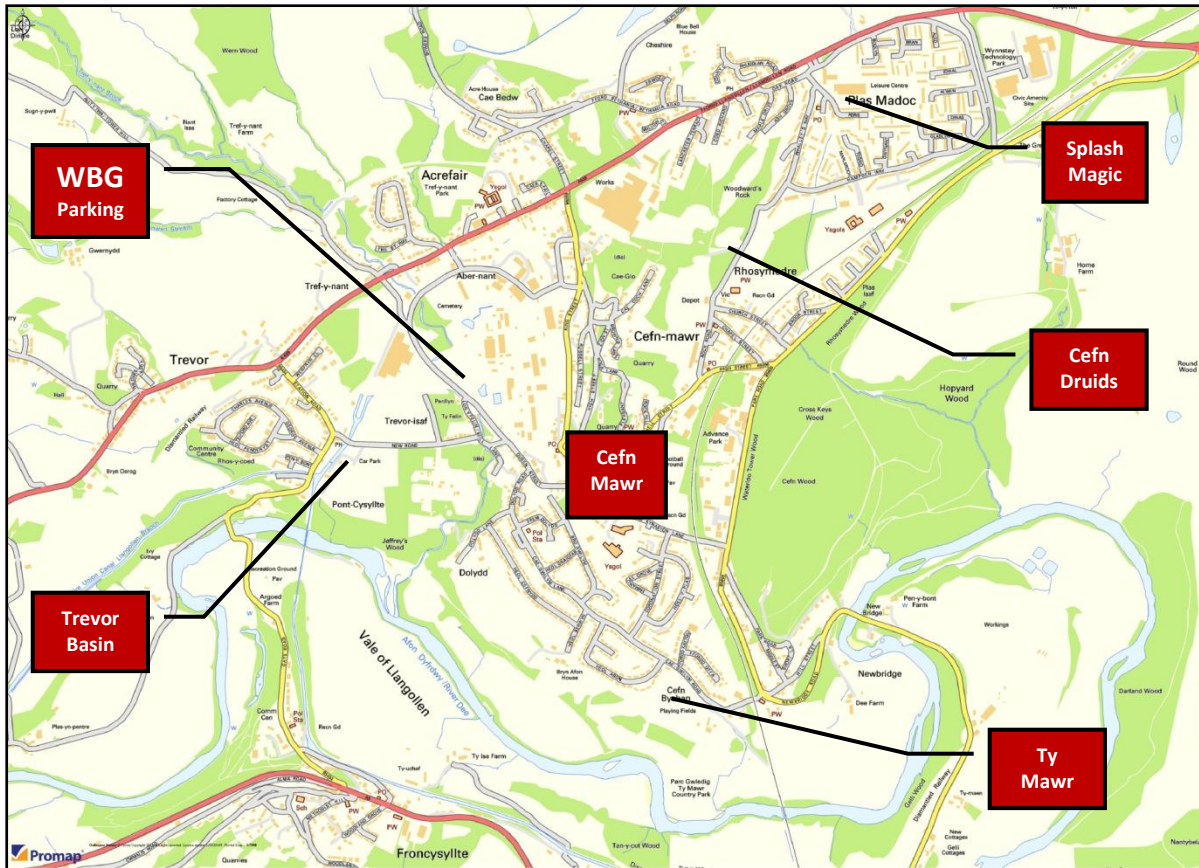
- The WBG for main parking for Cefn Mawr and Aqueduct
- Trevor Basin for limited & DDA parking at the aqueduct
- Ty Mawr Country Park
- Splash Magic Leisure Centre
- Cefn Druids Football Ground

These main parking areas are all within short walking distance, i.e. 500mts from the parking lot to the amenity as displayed on the sign and should be free parking. Obviously these main parking areas would be supplemented by the smaller parking areas within our community.

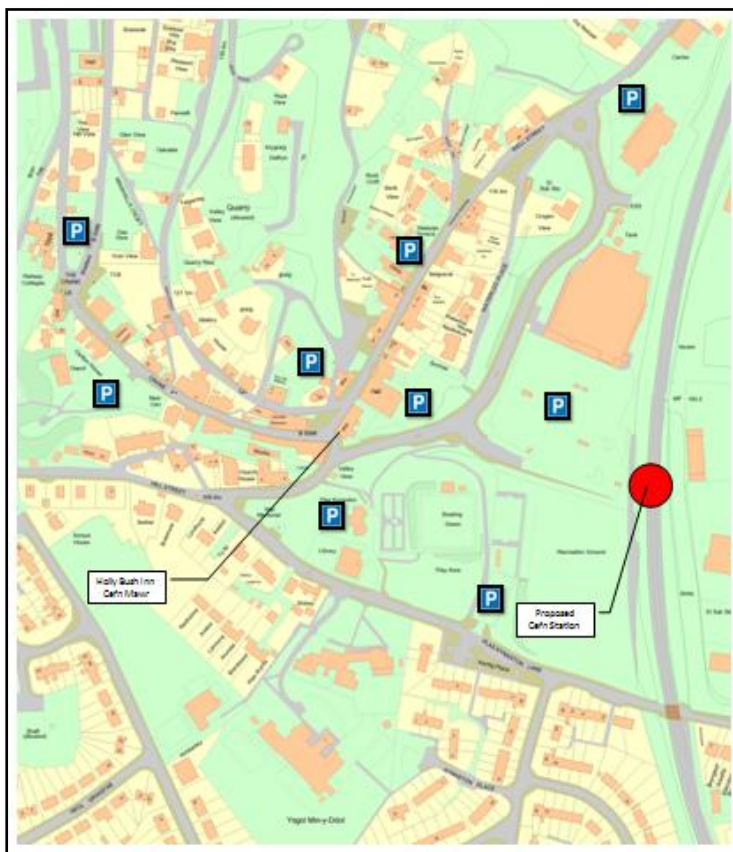
The limited parking facilities at Trevor basin could then be designated for direct DDA and pay and display. A pay and display system at the Trevor Basin would encourage people to use the much larger WBG and alleviate the traffic congestion at the Trevor Basin, rather than building a new car park in the adjacent field as proposed by PLS for WCBC & CRT.

Reads Yard could be reallocated for housing development. This would have the benefit of removing the exposure of the Children's Play Ground immediately adjacent to Reads Yard, from the NOx and CO emissions currently being produced by the minibus and coach traffic parking there.

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The main parking areas for Cefn Mawr and the Aqueduct



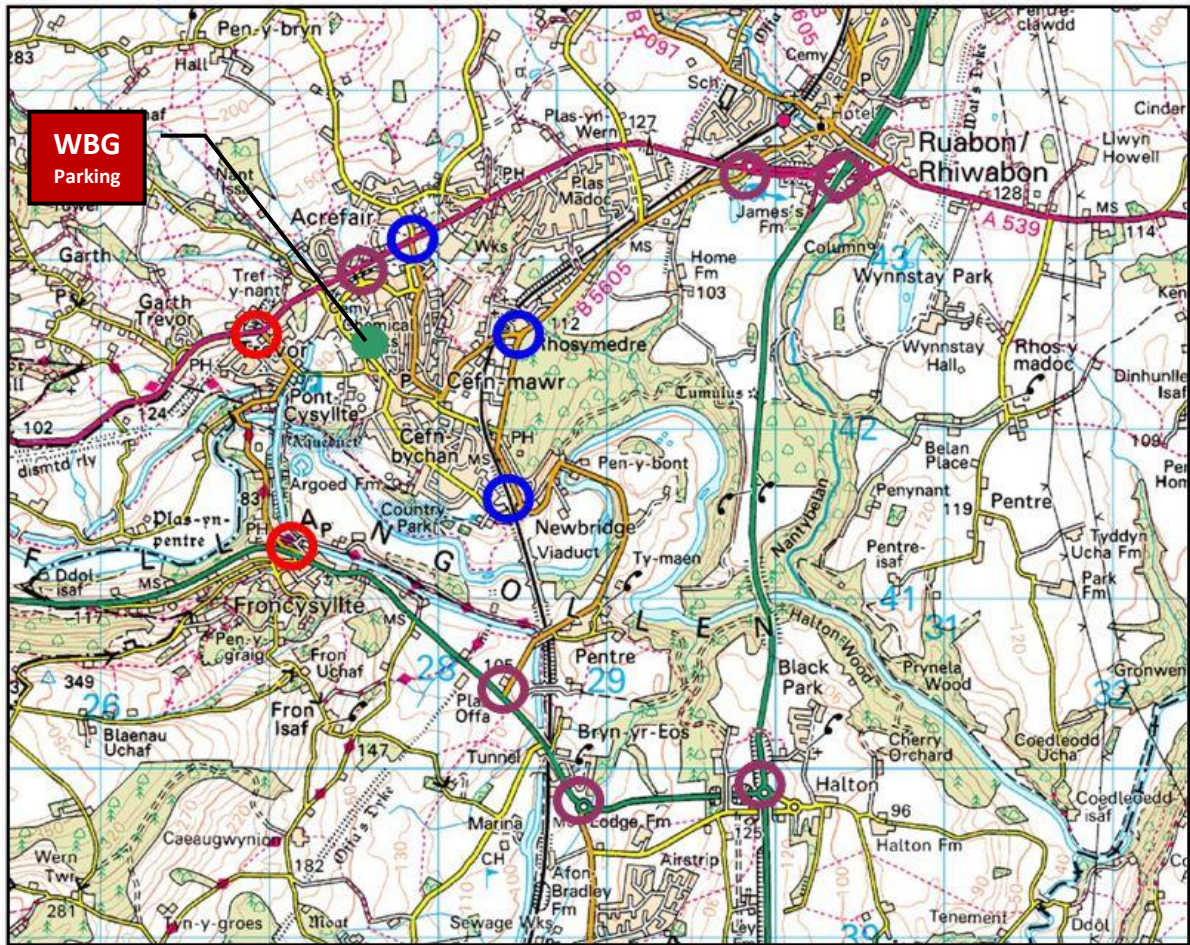
It should be noted on heritage value that Cefn Druids is the oldest football club in Wales.



<http://www.cefn-druidsafc.co.uk/>

Local parking areas within the village centre of Cefn Mawr

Cefn Signage Strategy



Magenta Circles indicate large main road Tourist / Visitor Road signs on the A5, A483 and A539

Blue Circles indicate secondary Tourist / Visitor Road signage leading to the amenities.

Red Circles we would suggest restricted access due to damage to the Cysyllte Bridge, a grade one listed structure that is being demolished by traffic.

Note by setting up the main parking area for the Pontcysyllte Aqueduct at the Windborne Gate (WBG) Parking Area as proposed by the PKC Group the traffic flow does not have to transit a housing

area. Furthermore the parking area is not immediately adjacent to a children's play area and therefore removes the NOx & CO problems associated with such. Also by opening up the WBG as proposed by the PKC Group this will reuse a Brownfield site. This is the complete contrast to the report compiled by Pleydell Smithyman for the WCBC and CRT in 2014. The PLS proposal is to plough up a field for a car park extension at the Trevor Basin.

This field would be ploughed up for the car park extension?



Welsh Government Guidance



The type of main road signage required on the A5, A483 and A539 which should show:

- Pontcysyllte Aqueduct
- Cefn Mawr Heritage Village
- Pontcysyllte World Heritage Site Arts & Visitor Centre
- Ty Mawr Country Park
- Splash Magic Leisure Centre
- Cefn Druids Football Ground

New Welsh Government guidance has made the application for tourist destination traffic signs simpler and more transparent.

The new guidance was developed from the results of a public consultation exercise for tourist signs on motorway and trunk roads and will make the application process and cost implications clearer to both the public and businesses. Partial grant funding for tourist traffic signs is also now available through the Tourism Investment Support Scheme.

More businesses are now likely to be eligible for a tourist traffic sign as the guidelines take a more favourable account of visitor numbers and distance from the trunk road as well as taking account of seasonal variance in visitor numbers in the eligibility calculation.

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For the first time there will be an opportunity for destinations that open on a seasonal basis to apply for tourist signing and golf courses will also be considered as a tourism attraction under the new guidelines.

Minister for the economy, science and transport, Edwina Hart said: "Tourism infrastructure, such as tourist traffic signs play an important part in a visitor's experience. They can make a difference between a satisfied or alienated visitor and are an example of how we can work together to build successful tourism destinations.

"The new guidance for tourist traffic signs focuses on local needs and offer greater flexibility in dealing with tourist signing on the trunk road and motorway network in Wales."

The new guidance provides partial grant funding up to 50% or £25,000 for signing schemes that satisfy Visit Wales' criteria for tourism investment support. All tourist destinations must participate in a quality assurance scheme recognised by Visit Wales. Tourist attractions must also be a member of the Visit Wales Quality Assurance scheme relevant to the attraction.

<http://highwaysmagazine.co.uk/new-guidance-for-tourist-signs-in-wales/>

Council Plan 2014 to 2017

Outcome Indicator	Comparison (Wrexham 2012/13)	Wrexham 2013/14	Target 2014/15
Sustain: Total value of investment in physical regeneration in Wrexham	1.6m ⁴	£2.36m	£2.36m
Sustain: Town centre vacancy rate	10%	10.5%	Sustain performance at a minimum of 5% below the national average ⁵
Improve: Value of visitor spend in Wrexham County Borough	£92.97m ⁶	Reports in July of the following year	96.2m

We will achieve this by:

- Improving the visitor experience within the whole of the world heritage site including support for the development of tourist facilities and attractions at key locations such as Trevor Basin and Chirk;
- Preserving the distinctive character of our built heritage;
- Delivering the Welsh Governments vibrant and viable places programme which includes; a masterplan for Wrexham town centre; the development of the creative industries sector; converting empty properties into homes, supporting independent living; improving standards in the private rented sector; extending the South Wrexham Housing Renewal Area; and investing in energy efficiency measures in private houses

The Council Plan clearly indicates the value of tourism to the county of Wrexham and an expected figure of £96.2 million pounds for the 2014/15 year. It also identifies the WHS and names Trevor Basin and Chirk, but omits Cefn Mawr again. The Cefn and Cefn Mawr represent the largest community in the WHS and are immediately next to the aqueduct. The village has had approximately 3 million pounds spent on it from HLF and that has been matched with private funds to the tune of a further 3 million pounds, and yet the Heritage Village of Cefn Mawr keeps getting left out. This has to change. Is there something wrong with brining tourism to the Cefn at the centre of the WHS?

Or does Cefn Mawr just not fit in with the councils "Master Plan"?

Main Road Tourist Signs for the Cefn



This is the kind of main road sign required for the A5, A483 and A539 for the Cefn and Cefn Mawr and it looks like we are going to have to get these put up our selves, so get used to the idea.

YOU ARE HERE Information Board Signs

At each main parking area there should be YOU ARE HERE information boards in the form of large simple maps showing where all the main attractions are and how to get to them from that point.



An example of what the YOU ARE HERE information boards may look like.

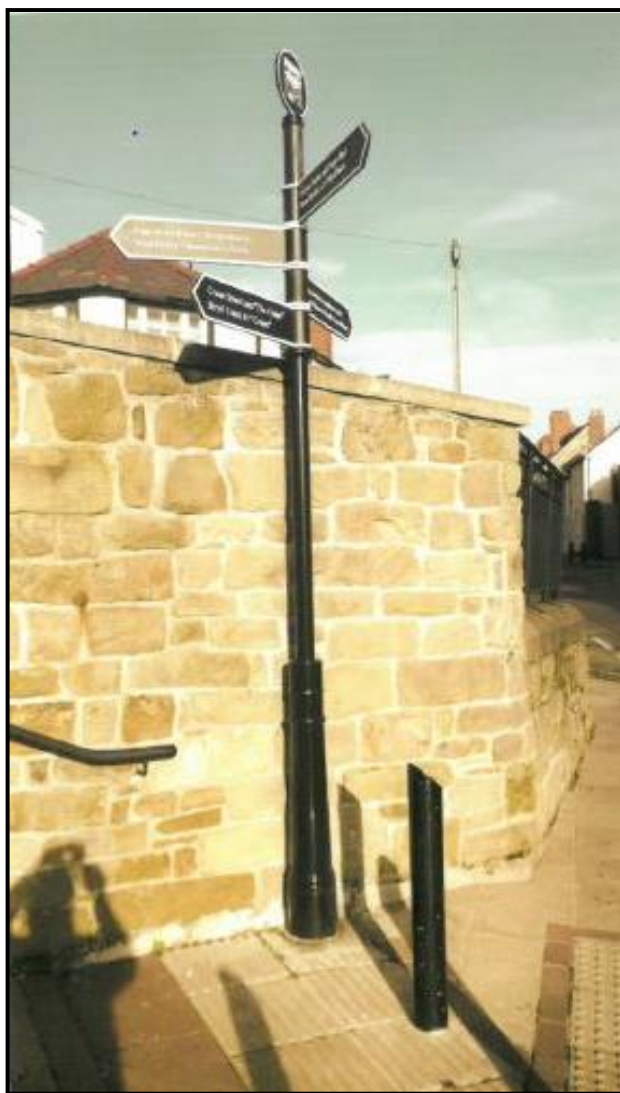
These information boards should integrate with and show the following:

- Pontcysyllte Aqueduct
- Cefn Mawr Heritage Village Centre
- Pontcysyllte World Heritage Site Arts & Visitor Centre
- Cefn Community Museum
- Holly Bush Inn Cartographic Museum
- Ty Mawr Country Park
- Cefn Viaduct
- Splash Magic Leisure Centre
- Cefn Druids Football Ground
- Cefn Bank and Cefn Viaduct View Points
- Public footpaths
- Cefn Heritage Trail & other footpaths / routes
- Offa's Dyke footpath
- Public Houses
- Local football grounds
- Post Office
- Tesco

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Please note this list is not exhaustive and should be added to. However the important key is that it is easy to read and shows where things are. The boards should be designed so that locally produced mapping can be related to them showing the way. Locally Produced maps and guides could be sold on a commercial basis and avoid the high cost of additional boards. They can also be relatively easily updated at minimal cost as the central section of the WHS develops, i.e. the Cefn.

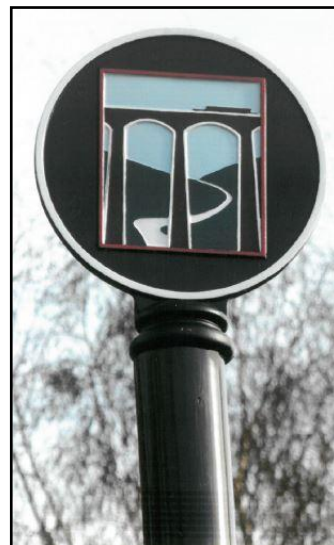
Finger Post Signs



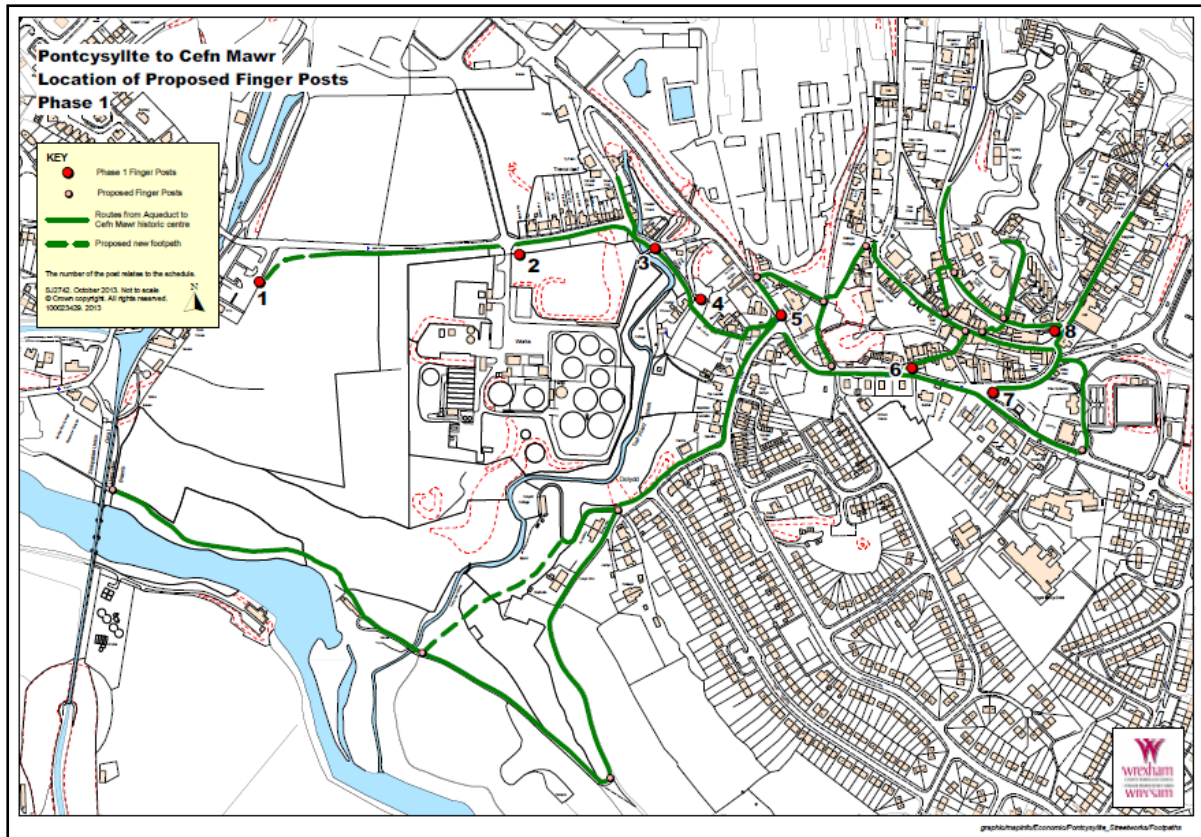
An example of one of the finger post signs installed at Cefn Square in the centre of Cefn Mawr outside the Ebenezer which will hopefully become the Arts & Visitor Centre for the WHS in the middle of Cefn Mawr. Finger post signs are useful for guiding people on foot as they walk around the village and the work done by the WCBC under the THI scheme in 2013 & 14 should be incorporated into the overall scheme.

This sign is number 8 on the Pontcysyllte to Cefn Mawr Location of Proposed Finger Posts Phase 1 map by the WCBC.

The logo used by WCBC on the finger post signs tying in with other printed materials by WCBC such as maps and guides. Sadly Cefn Mawr yet again does not feature in the maps and guides although being immediately next to the aqueduct and once providing the stone & labour for the construction of the aqueduct?



Cefn Signage Strategy



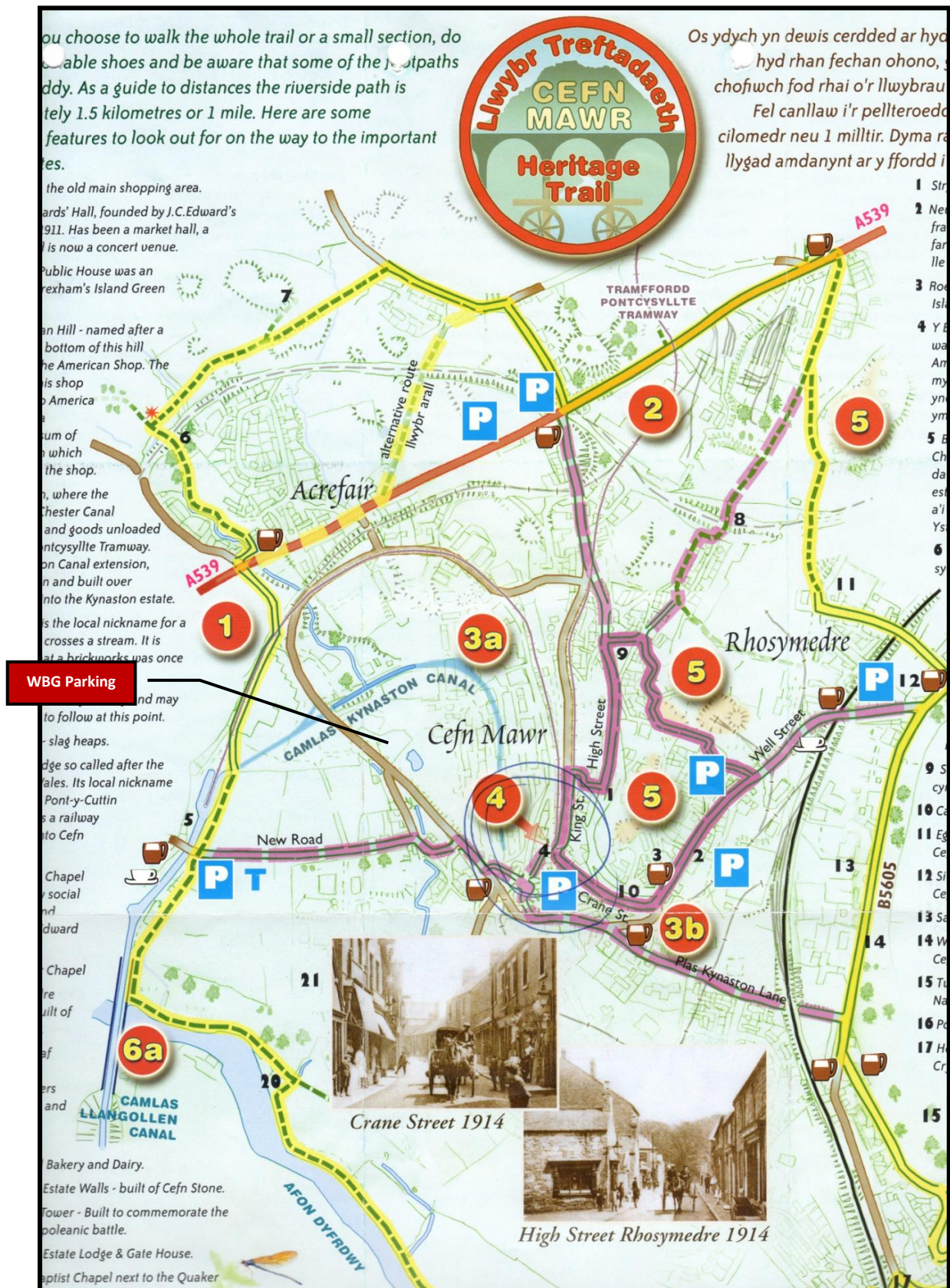
Note this is not a map produced for the tourist market, Cefn Mawr goes virtually unmentioned in almost every publication for the area to date since inscription by UNESCO



In the long run when the Plas Kynaston Canal is reinstated all the way to the Queens Hotel in Cefn Mawr, this CRT fingerpost sign will show Cefn Mawr Marina.

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Local Footpath Routes and Information Boards



The Cefn Mawr Heritage Trail

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The Cefn Mawr Heritage Trail was a very good initiative by members of the local community and WCBC in 2005 and 2006. This produced good local maps and guides which showed information about area which are still popular today in 2016. These were linked in with information boards about the local history of the area for visitors.



However the Cefn Mawr Heritage Trail signs are in need of some TLC but could be cleaned up and put back into good service for a moderate cost. These can be combined with other signage schemes that have been put up which also required some maintenance as follows. The signs can be coordinated with YOU ARE HERE information boards, maps and guide books to encourage people to explore the Cefn & Cefn Mawr on foot radiating out from the main tourist / visitor car parks.

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These signs are from the when Cefn Mawr was designated a Conservation Area in 2004 and again could be reused in the local signage scheme.



This information board is from the path in the ancient woodland of the Tany Cut Woods on the Froncysyllte side of the Dee Valley.

There are a number of these information boards around the Cefn but sadly some have been vandalised.

An account of all these signs, where they all are

and what condition they are in needs to be made. Some repair and maintenance work will need to be undertaken to bring these signs back into serviceable condition. They can then be used in conjunction with the overall scheme shown on the YOU ARE HERE information boards and the locally produced maps and guides that show all of the attractions of the central section of Pontcysyllte WHS including the Cefn and Cefn Mawr. This is the kind of detail that needs addressing to increase dwell time and encourage people explore the wider area rather than just walk over the aqueduct and then move on. This will help boost the local economy eventually enabling it to pay commercial rates and thereby provide a return to WCBC.

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Local Trader Sign Posting



The PKC Group are currently (2015/16) working on a planning application for Local Trader Sign Posting for two sites. This is to try and win some trade back into the traditional shopping centre of Cefn Mawr from the new Oxford Street. Oxford Street was built to serve Tesco and now effectively bypasses the traditional shopping centre of Cefn Mawr.

Note in this photograph the roundabout has the Tesco Sign with the store off to the

left but the sign to the right is only being applied for under the planning application by the PKC Group. There is no sign posting indicating that the shops in Well Street and Crane Street are trying to stay open. The group is currently waiting on Tesco for agreement to proceed, January 2016.

Here the same sign is projected on the side wall of Festival Fireworks at the top of Hill Street opposite the Holly Bush Inn. This road junction now forms the primary gate way into the traditional shopping centre of Cefn Mawr for the new main roads of Oxford Street and Hill Street.



An alternative design of strip sign that may be considered for the planning application, the criteria for such is that the sign has to be readable from a passing car and display local traders in Cefn Mawr.

Again the traditional shopping centre of Cefn Mawr will be clearly indicated on the YOU ARE HERE information boards at the major tourist car parks.

These signs will also link in with the local parking areas in the village centre of Cefn Mawr. See "Cefn Mawr Local Trader Signage" by the PKC Group.

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Large Wall Murals



It may well be worth considering large wall murals at the Rhosymedre junction of the B5096 with the B5605 and at the Eagles junction of the B5096 and the A539. These can be completed by our local sign writer.



More over the traditional art work around the Cefn and Cefn Mawr could become another feature for incorporating into the tourist information for the area. So selling the area once again and we currently have a fair amount of this which can always be added to.

Land Marks and Other Features



The Duke of Wellington

Pubs of the Cefn

Cefn Mawr was once famous for the number of pubs it had. Today the great majority of them have gone however, the Cefn still retains a number of historical pubs all dating back over 150 years. The oldest pub in Cefn Mawr is the Holly Bush Inn and then there is the Queens Hotel, the Black Lion, the Jolly Masons, the Aqueduct, the New Bridge Arms, the Eagles, the Odd Fellows, The Duke of Wellington, The Telford, the Australian, the Mill and the Hampden.

The remaining pubs constitute good land marks for incorporating into any local guide or map and can also be shown on the YOU ARE HERE boards.

The traditional hanging pub sign for the Holly Bush Inn on Oxford Road. The Holly Bush Inn has been renovated after years of neglect by the breweries to try and win custom back into the traditional shopping centre of Cefn Mawr.



Churches & Chapels

Churches and Chapels also constitute useful land marks that should be incorporated into to local mapping and guides for the Cefn and Cefn Mawr.

Arts & Visitor Centre for the Pontcysyllte World Heritage Site



The PKC Group has submitted a business plan to WCBC to reopen the Ebenezer as the Arts & Visitor Centre for the Pontcysyllte World Heritage Site at the centre of Cefn Mawr. To date since the restoration of this building under the THI scheme, the building has not been able to stay open on a commercial basis. It has now been closed for over 2 years since the last closure, the fourth since it was originally opened in 2008. This building was supposed to lead a regeneration of Cefn Mawr. Unfortunately to date this has failed, however the PKC Group believe if the WCBC are willing to work with them on the necessary basic infrastructure improvements in the short term:

- WBG parking as the central parking area for Cefn Mawr & Aqueduct
- Reopening the 300mts of roadway (Jessop's Tramway) as a limited byway to connect the centre of Cefn Mawr directly to the Aqueduct
- Providing the correct Tourist Visitor Brown Road signs on the main roads as stated

Then the Ebenezer can be reopened on a sustainable basis as the Arts & Visitor Centre for the Pontcysyllte World Heritage Site.

This can then lead the way as was originally intended for the regeneration of the retail economy of Cefn Mawr, which lies at the very centre of the WHS.

Pontcysyllte Aqueduct and Canal World Heritage Site – LDP 2

*The former industrial village of **Cefn Mawr has been identified** by a number of sources including Landmap and 'An Industrial Archaeological Survey of the area around the Pontcysyllte Aqueduct and Canal' as **of particular significance and even international significance**, partly because of its historic relationship with the World Heritage Site, and the Pontcysyllte Aqueduct. **As a relatively well preserved example of an unplanned industrial settlement**, Cefn Mawr makes a particular contribution to the understanding of the WHS and its industrial hinterland. The central area contains the Grade 2 listed Plas Kynaston which was linked to the Kynaston family that owned the Plas Kynaston Foundry from where the Aqueduct's ironwork was cast.*

***Several of the central streets trace the line of the old industrial tramway network** and it is likely that important archaeology remains beneath them. The old quarries provide visual evidence of the area's past, and the built heritage comprising a mixture of Cefn stone and Ruabon brick and terra cotta records and preserves the evolution and development of these very important historic local industries which are themselves **of regional and national significance**.*

Please see <http://plaskynastoncanalgroup.org/plas-kynaston/plas-kynaston-foundry/> for more information on what was produced at the Plas Kynaston Iron Foundry and is still in use today. It is an exceptional and generally unknown story.

Please note text ***italics*** are extracts from the WCBC LDP2 2013 to 2028 documents.

This document is written to work in conjunction with other documents by the PKC Group for Cefn Mawr:

- Cefn Mawr & Tesco Permeability Project (currently in progress)
- LDP2 – The Cefn & Cefn Mawr (main proposal document for WCBC LDP2 by PKC Group)
- Windborne Gate Parking
- Jessop's Tramway
- PKC Group Business Plan for Ebenezer as Arts & Visitor Centre for Pontcysyllte WHS

Consultations

At public consultation meeting of local traders regarding the Cefn Mawr & Tesco Permeability Project held at the Holly Bush Inn in February, June and September 2015 one issue became clear. Local traders stressed again they wanted the Cefn and Cefn Mawr to be sign posted clearly and that by doing so this would bring in more trade to the community and help bolster the fragile economy of Cefn & Cefn Mawr.

This meeting has been followed by a number of other subsequent meetings in 2015 relating to both signage and the LDP2 with the local community, WCBC and the Eastman Chemical Company, the now owners of the former ex Monsanto Chemical Works Site.

The next public consultation is planned for the 5th & 6th of March 2016

Venue, Holly Bush Inn, Cefn Mawr 10:00 to 16:00 Saturday & Sunday.

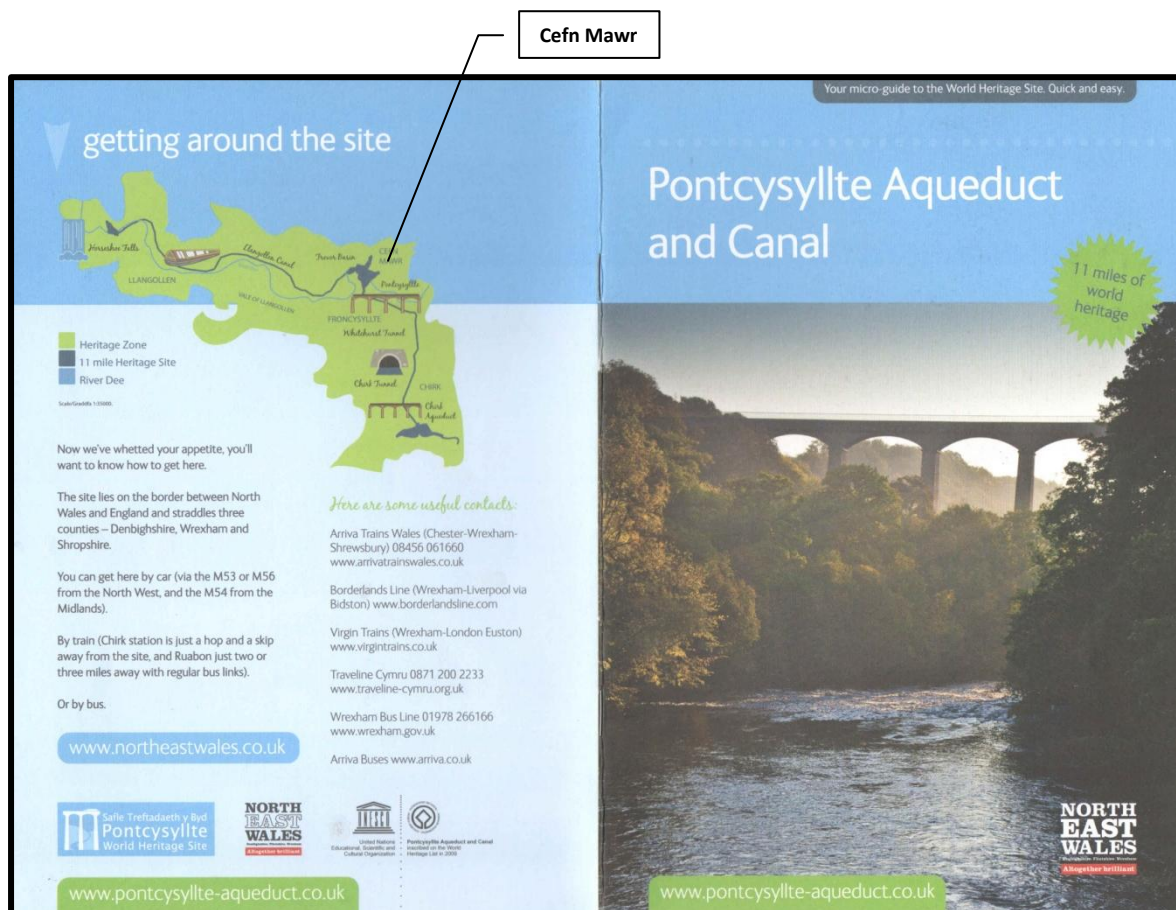
PUBLIC TRANSPORT FOOTNOTE

Furthermore although not a part of this scheme the bus routes and bus stops need to be properly addressed as they have now been moved off the high street of Cefn Mawr and onto Oxford Street to serve the new Tesco Supermarket. This has left the traditional shopping high street of Cefn Mawr with no service. In the new route along Oxford Street the only sheltered bus stops serve Tesco while the village centre of Cefn Mawr has been left with only a temporary stop at the Holly Bush Inn on Oxford Street. This has caused a lot of resentment in the community.

MAPS AND GUIDES

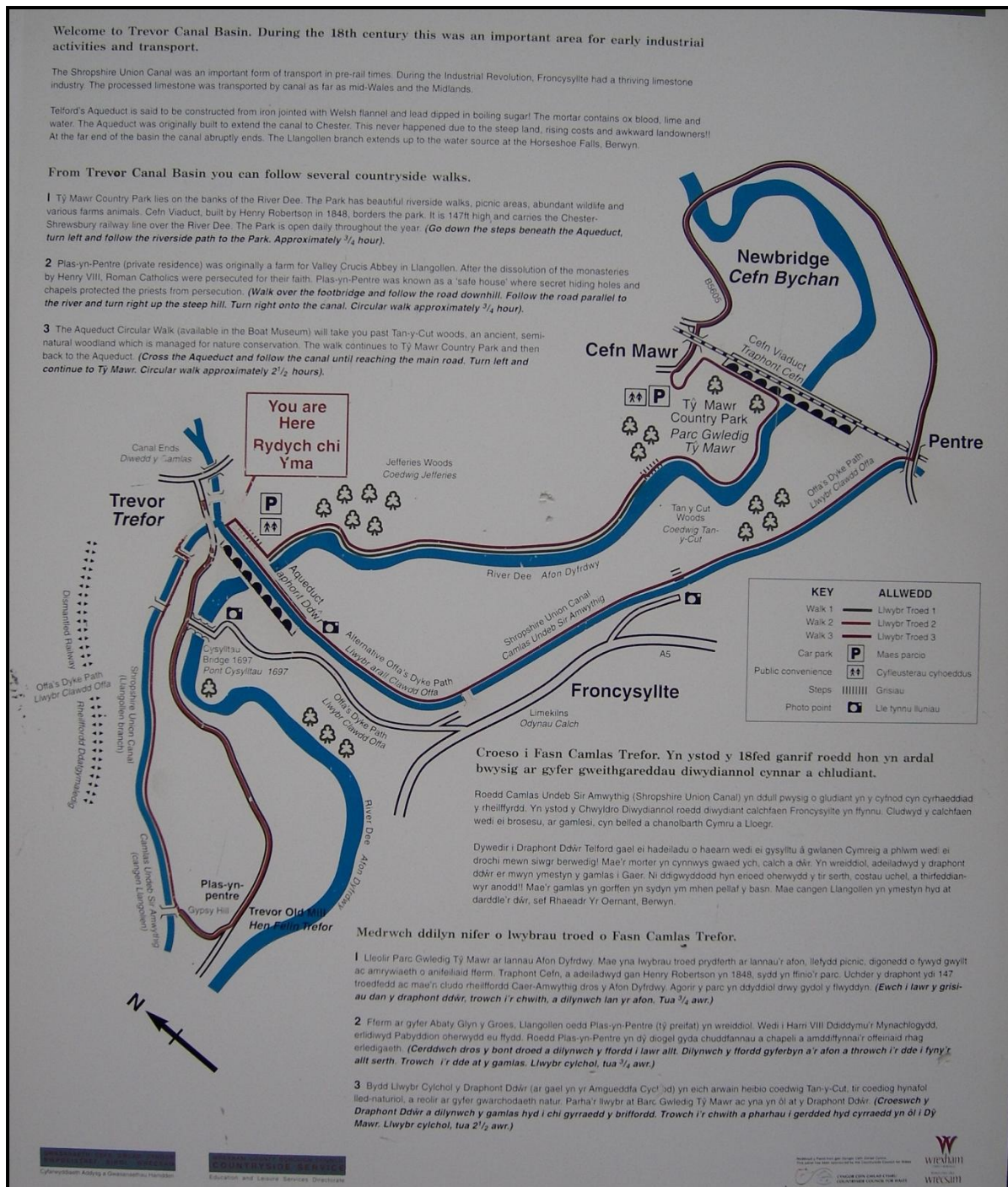
The Cefn & Cefn Mawr needs to be promoted correctly on maps and guides for the area.

The Pontcysyllte Aqueduct and Canal guide produced by WCBC. On the eight pages of this guide Cefn Mawr does get mentioned, but this is the only mention and is easily missed. This is despite the village being immediately next to the aqueduct as the map shows. It is no wonder Cefn Mawr goes virtually unnoticed by the great majority of people visiting the aqueduct.



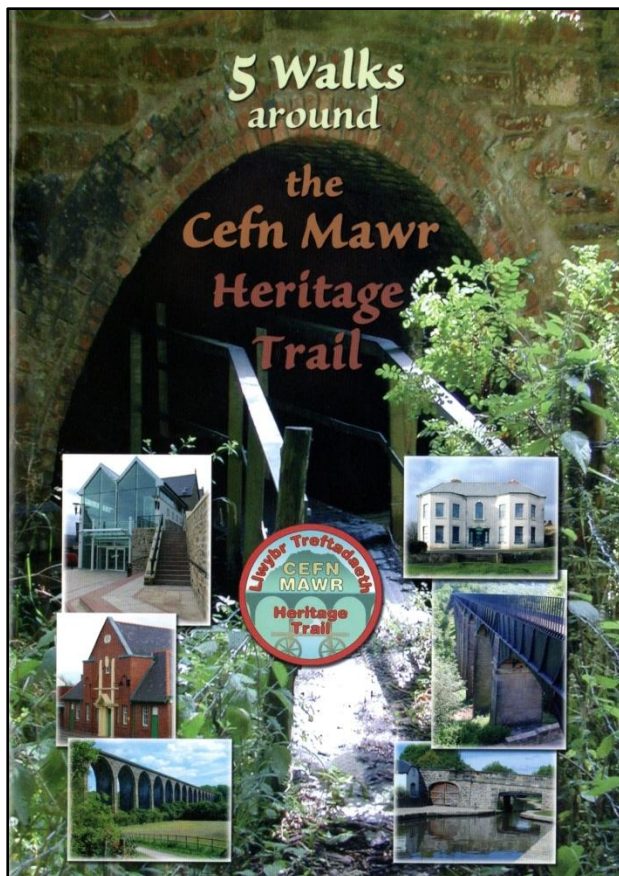
Furthermore the website www.pontcysyllte-aqueduct.co.uk is equally as poor at promoting the Cefn & Cefn Mawr. The only website to promote such to the tourist market in real terms has been the PKC Website for the benefit of the community of Cefn & Cefn Mawr.

Cefn Signage Strategy



This footpath map given away by WCBC at the Trevor Basin does not make much of Cefn Mawr and would not really prompt any visitors to venture into one of the best areas of the Cefn. The position of Cefn Mawr as shown is also incorrect as it would appear to be a lot further away from the aqueduct on the map than it is. This may just be artistic licence but again it is counterproductive towards attracting people to Cefn Mawr.

On the AONB map produced for our area and the Dee Valley, Cefn Mawr is shown on the wrong side of the Chester to Shrewsbury Railway Line! These omissions and inaccuracies need addressing.



To date without doubt the best overall guide book and mapping for the Cefn & Cefn Mawr has been the Cefn Mawr Heritage Trail publications.

This needs to be built on with appropriate infrastructure as propose by the PKC Group:

- WBG Central Parking
- Jessop's Tramway
- Cefn & Cefn Mawr Signage
- Arts & Visitor Centre for WHS
- Plas Kynaston Canal & Marina
- Cefn Railway Station

Therefore effort should be made to coordinate mapping and signage of the area. This should look at ways of working together that promote the Cefn and Cefn Mawr at the centre of the Pontcysyllte WHS.

Locally produced and third party printed paper mapping, guide books and flyers etc. can be

updated as required or on an annual basis to reflect any necessary changes.

Websites

Websites and facebook etc is a very flexible way of promoting the Cefn & Cefn Mawr and the top performing website for our area is the PKC Website which can now be found on our new website address:

www.pkcgroup.wales

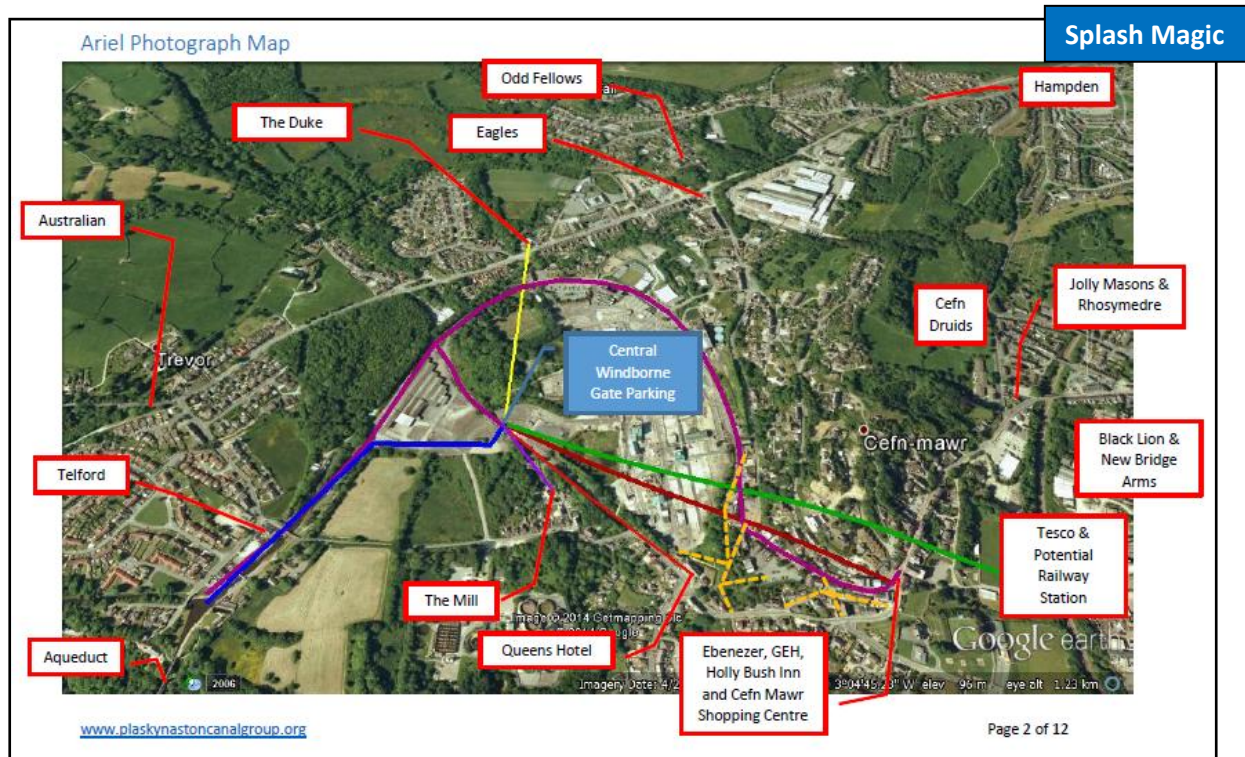
www.facebook.com/plaskynastoncanalgroup

The WCBC website for the aqueduct is:

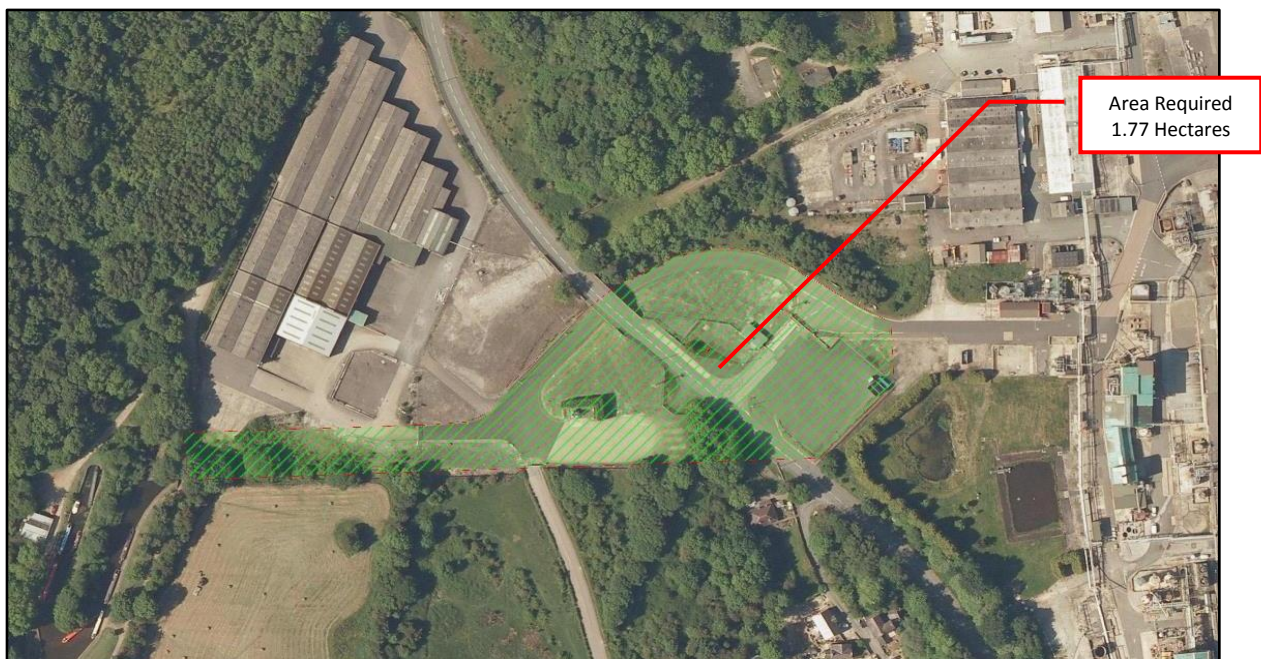
www.pontcysyllte-aqueduct.co.uk

Cefn Signage Strategy

WBG Parking



The above aerial photography shows why the WBG is key and forms a central parking lot for the whole of the Cefn & Cefn Mawr. The **magenta** line shows the route a horse drawn hackney service could use, with good gradients which were engineered 200 years ago. This is Jessop's Tramway. From the central point of the WBG it is 500mts to either direction to the centre of Cefn Mawr or the aqueduct. Opening up the WBG will also save the fields at the Trevor Basin.



WBG enlarges with direct access to the aqueduct please see the PKC Group proposal for Windborne Gate Parking, further details can be down loaded from our website, www.pkcgroup.wales

Cefn Signage Strategy

Further Road Traffic Analysis

The following tables are abbreviated from the Department of Transport official figures for the A5, A483 and A539 as they pass the Cefn & Cefn Mawr.

AADF Year	Road	Start Junction	End Junction	Bicycles	Motorcycles	Cars & Taxis	Buses & Coaches	LGV	HGV	All Motor Vehicles
2000	A5	LA Boundary	B5605	11	262	3743	69	497	320	4891
2001	A5	LA Boundary	B5605	10	285	3747	69	516	321	4938
2002	A5	LA Boundary	B5605	10	311	3912	55	582	326	5186
2003	A5	LA Boundary	B5605	1	93	4601	74	664	395	5827
2004	A5	LA Boundary	B5605	1	85	4651	48	706	390	5880
2005	A5	LA Boundary	B5605	1	93	4670	50	708	382	5903
2006	A5	LA Boundary	B5605	1	90	4810	50	745	391	6086
2007	A5	LA Boundary	B5605	1	95	4781	52	822	398	6148
2008	A5	LA Boundary	B5605	11	135	4496	80	725	393	5829
2009	A5	LA Boundary	B5605	13	142	4590	97	729	376	5934
2010	A5	LA Boundary	B5605	13	131	4480	103	747	377	5838
2011	A5	LA Boundary	B5605	11	139	4516	94	810	373	5932
2012	A5	LA Boundary	B5605	10	130	4515	100	848	375	5967
2013	A5	LA Boundary	B5605	10	135	4514	107	882	379	6017
2014	A5	LA Boundary	B5605	8	151	4572	113	929	383	6148

Although the A5 has the lowest vehicle count, this road represents one of the most important roads because of the holiday traffic migrating from London and the Midlands to North Wales and Ireland. The total 2014 vehicle figure is $6148 \times 365 = 2.24$ million.

AADF Year	Road	Start Junction	End Junction	Bicycles	Motorcycles	Cars & Taxis	Buses & Coaches	LGV	HGV	All Motor Vehicles
2000	A483	A5	A539	8	142	13792	60	2035	2219	18248
2001	A483	A5	A539	6	92	17092	77	2397	2361	22019
2002	A483	A5	A539	6	94	17451	89	2512	2388	22534
2003	A483	A5	A539	2	129	18025	111	2618	2452	23335
2004	A483	A5	A539	2	144	18043	94	2762	2483	23526
2005	A483	A5	A539	3	104	17208	118	2498	2282	22210
2006	A483	A5	A539	3	103	17208	129	2683	2310	22433
2007	A483	A5	A539	1	129	17359	91	3109	2657	23345
2008	A483	A5	A539	1	136	16804	97	3228	2583	22848
2009	A483	A5	A539	0	117	18341	93	2830	2152	23533
2010	A483	A5	A539	0	106	18085	97	2917	2089	23294
2011	A483	A5	A539	8	106	19433	83	3058	2042	24722
2012	A483	A5	A539	7	98	19279	86	3163	2006	24631
2013	A483	A5	A539	23	74	19499	91	3291	2331	25286
2014	A483	A5	A539	19	82	19450	95	3426	2291	25343

The A483 is by far the busiest road giving a total of $25343 \times 365 = 9.25$ million vehicles in 2014

AADF Year	Road	Start Junction	End Junction	Bicycles	Motorcycles	Cars & Taxis	Buses & Coaches	LGV	HGV	All Motor Vehicles
2000	A539	B5434	B5605	19	42	6771	174	892	283	8162
2001	A539	B5434	B5605	18	44	6561	182	898	269	7954
2002	A539	B5434	B5605	18	46	6666	184	963	258	8117
2003	A539	B5434	B5605	71	284	8504	303	895	189	10175
2004	A539	B5434	B5605	58	186	8614	248	986	219	10253
2005	A539	B5434	B5605	49	153	8218	235	1051	226	9883
2006	A539	B5434	B5605	77	133	8061	218	1066	212	9690
2007	A539	B5434	B5605	48	128	7932	197	1124	196	9577
2008	A539	B5434	B5605	53	122	7758	172	1147	196	9395
2009	A539	B5434	B5605	53	136	7929	170	1165	183	9583
2010	A539	B5434	B5605	53	129	7882	193	1244	190	9638
2011	A539	B5434	B5605	58	109	7858	182	1389	198	9736
2012	A539	B5434	B5605	55	104	7735	198	1405	200	9643
2013	A539	B5434	B5605	44	128	7261	235	903	139	8666
2014	A539	B5434	B5605	43	122	7458	226	966	144	8917

The A539 returns $8917 \times 365 = 3.25$ million vehicles in 2014.

Total for 2014 = 14.75 million vehicles passing Cefn Mawr

<http://www.dft.gov.uk/traffic-counts/cp.php?la=Wrexham>

Cefn Signage Strategy

Table 4: World Heritage Visitor Numbers

World Heritage Site	Visitor No's	Size of site	Date inscribed
Pont du Gard, France	2million		1985
Ironbridge	750,000	550ha	1986
Giant's Causeway, Ireland	751,693	70,000 ha	1986
Stonehenge	800,000	4,985 ha	1986
Edwardian Castles of Wales:			
Beaumaris	78,131		
Caernarfon	193,683		
Harlech	94,340		
Conwy	181,947		
Total for the WH site	548,101	6 ha	1986
Canal du Midi (France)	N/A	1,172ha	1996
Blaenavon Industrial Landscape	165,000	3290ha	2000
Derwent Valley Mills	135,000	1,228 ha	2001
New Lanark Works	400,000	146 ha	2001
Rideau Canal (Canada)	N/A	21,454ha	2007
Pontcysyllte Aqueduct and Canal	200,000 est	4,250	2009

Source: UNESCO and individual WHS websites

Table from the WCBC WHS Tourism Draft Plan 2010

Of the 200,000 visitors to the aqueduct 80% arrive by car. This therefore represents 160,000 people arriving by car. Assuming conservative figures for the sake of the exercise, half the people arriving by car are assumed to be families of four, a quarter of the people as couples and the remaining quarter as single people, so how many cars?

- Families = 80,000 people @ 4 people per car = 20,000 cars
- Couples = 40,000 people @ 2 people per car = 20,000 cars
- Singles people = 40,000 people @ 1 person per car = 40,000 cars

Total number of cars to serve the current visitor figure is 80,000 cars or thereabouts annually.

The total number of cars or taxis on the main roads surrounding Cefn Mawr was 11.5 million vehicles in 2014. Therefore the number of vehicles visiting the aqueduct as a percentage of this is $80,000 / 11,500,000 \times 100 = 0.696\%$. This represents approximately 0.7% of the total volume of car or taxi type traffic passing Cefn Mawr and the Aqueduct in 2014.

With correct main road signage this could be increased to 1%.

One percent of 11.5 million cars and taxi type vehicles would equate to 115,000 vehicles. Using the same break down of people per vehicle this would deliver:

- 57,500 cars carrying families of four which is 230,000 people
- 28,750 cars carrying couples which is 57,500 people
- 28,750 cars carrying single people which is 28,750 people

Total number of visitors arriving by car would then be approximately 316,250

Therefore for a 0.3% increase in road traffic attracted to the site by correct road signage, this can increase the visitor count arriving by car by approximately **75%**. This then represents the biggest proportional increase in visitor numbers that could be achieved and why the PKC Group has been asking for the required main road signs for 5 years.

Market Research

Introduction

At the core of the process the masterplan is seeking to increase visitor dwell time and expenditure within the site, to achieve this we need to consider the existing and potential audiences for the site and understand what facilities, infrastructure, events and activities will attract them to the site, enable them to spend time in the site and encourage them to spend money. To do this we have considered a range of existing research, including that carried out specifically in relation to the site and wider market segmentation research.

Visit Britain Research: Tourism Day Visits 2013

Day visits are a key audience for the masterplan site, whether they are from people travelling from home to the site or from a holiday location. Understanding this audience is fundamental to achieving the targets of increased dwell time and spend. The results of the Great Britain Day Visitors Statistics (GBDVS) 2013 provide a useful and interesting insight into this market. During 2013 GB, residents took a total of 1,588 million tourism day visits, during which they spend around £54 billion. Based on these figures, with annual visitors of 200,000 Pontcysyllte accounts for 0.012% of the GB Day visit market.

In summary the GBDVS shows that:

- Day trips are seasonal, peaking in June - August with a secondary peak in December over the Christmas period.
- Visiting family or friends is the most popular general leisure activity. Eating out is the most frequently undertaken activity.
- 1 in 5 tourism day trips include a person with a disability.
- 44% of day trips in Wales last between 3 and 4 hours, which is higher than the GB average of 39%.
- 27% of day trips in Wales are to "small towns" and 28% to the "countryside".
- 78% of visitors taking day trips in Wales and from Wales, 2% from England.

The distance people are prepared to travel for a day trip is key to understanding the potential catchment area for the site. The GBDVS 2013 found that 45% of journeys to visitor attractions in Wales are between 0 and 11 miles, the average journey distance is 53 miles. The average journey for "going to visitor attractions is 52 miles".

In addition to this information understand methods of transport to the site is key, 64% of trips within GB and 75% within Wales use their own car to reach the destination of their visit.

Currently expenditure within the masterplan site is low, because of the limited options available to visitors. Understanding potential expenditure within the site, can be guided by the GBDVS 2013 findings which report that a third of visitors will not spend any money on a day to a site in Wales, the average expenditure is £34, which reduces to £29 in North Wales. When considering the data associated with "going to visitor attractions" the average spend increases to £41. This expenditure includes travel to and from the site, alongside expenditure within the site itself.

Table 6 provides a summary breakdown of expenditure during day trips in GB and Wales.

Expenditure Item	Expenditure	
	GB	Wales
Transport	22%	25%
Eating & Drinking	41%	40%
Entrance Charges	12%	11%
Shopping	19%	20%
Other	6%	4%

The GBDVS 2013 also provides insight into the type of people who take day visits within the UK. By comparing this to the Trevor Basin visitor profile we are able to understand gaps in the existing audience of the site. The data shows that:

- The balance of visits made by the genders is relatively equal with 49% of visitors being male and 51% female, compared to Trevor Basin which has a stronger male visitor base (62%).
- 51% of those surveyed who'd taken a day visit in the last 7 days were aged over 45 years of age, which reflects the visitor data for Trevor Basin.
- 56% of those who had taken a day visit in the last 7 days were from ABC1 social groups.
- 74% of those who had taken a day visit in the last 7 days have no children in the household, which reflects the limited number of family visits within Trevor Basin.

The data suggests there is scope for diversifying the audience at the Trevor Basin Hub, Pontcysyllte Aqueduct and Canal World Heritage Site, for example 40% of visitors that "Went to a visitor attraction such as a historic house, garden, theme park, museum, zoo, etc" are aged 16-34 years of age, and this is an audience that is not engaging with the site.

Pontcysyllte Aqueduct & Canal Audience Development Plan 2008 Review

The Audience Development Plan identifies four core audience groups for the site and provides a geographical catchment area for each group. Having reviewed the GBDVS 2013 the audiences are still relevant, and we have used 2011 Census data and Experian Online Demographics to update the information on each group, this is summarised below.

Regular and Frequent Visitors

These are visitors who live within a 30 minute drive time of the site, the data associated with this catchment area shows a resident population of 253,349 people. Compared to UK averages there is higher incidence of AB social grades (higher and intermediate manage/admin/professional) and C2 (skilled manual workers), 93% of the population is from white ethnic backgrounds and the population is skewed to an older age range with higher than average proportions of people aged over 45 years of age. This data, combined with the findings of the GBDVS 2013 suggests there should be a strong local audience for the site which is reflected in the findings of the Canal & River Trust 2014 survey. However, it should also be noted that the Audience Development Plan consultation identified a proportion of people living with in this catchment who see the masterplan site "as a been there, done that attraction" which doesn't result in multiple visits.

Occasional Visitors

The Audience Development Plan describes the catchment area for this groups as being within a 60 minute drive time of the site. 1.8 million people live within this catchment, of which 889,273 are economically active. There is a higher than the UK average proportion of people aged over 45 years of age. AB (higher and intermediate manage / admin / prof) are the dominant social grade within the catchment.

Day Trip Visitors

The population profile for this audience is based on a 90 minute drive time, which has a population of approximately 7.5 million people. The highest proportion of the population fall into the over 65 age group, the smallest proportion are aged 15-19 years of age. The social grade with the largest number of people is C1 (supervisory, clerical, junior manage / admin / prof) which is a group that engages with heritage visitor attractions. 94% of the population is from white ethnic backgrounds and 36% of the population are employed, slightly lower than the national average of 37%.

Visitors on Day Trips as Part of An Overnight Stay

Approximately 8 million people live within 2 hours of the site, which equates to 12.5% of the UK population. The GBDVS 2013, estimates that an average of 24 million day trips per year were made to North Wales in the period between 2011-2013, and that there was a decline of 27% in the number of day trips during this period.

International Visitors

Visit Britain's Inbound Tourism to Britain's Nations and Regions (2013) presents a profile and activities of international holiday visitors. Within the document is a breakdown of the inbound tourism market for Wales, which "welcomes a relatively high proportion of overseas visitors, with children and is especially popular in spring and early summer." The data shows "visitors to Wales are especially likely to visit the coast, countryside, national parks and go walking, with the area around Snowdonia attracting many visits" and "those visiting Wales are keen to socialise with locals and go the pub as well as go shopping for souvenirs, all activities which perhaps help Wales' unique offer" and could potentially be applied to the Masterplan site.

Whilst "visitors to Wales are not particularly likely to visit heritage related attractions compared to how likely visitors to other places in Britain are to do so" 46% of those who visit heritage related attractions will go to "famous monuments / buildings" such as the Aqueduct. Countryside activities, such as those offered in and around the site are popular with visitors to Wales with 50% participating in "walks in the countryside", compared to 24% across Great Britain.

What Do Visitors Want?

Responding to visitors wants and needs is key to increasing dwell time and spend within the site, the following information provides an overview of what elements would enable us to achieve this target.

The Canal & River Trust Visitor Survey 2014

The survey included specific questions, designed to draw out information on what would encourage visitors to stay longer and spend more within the site. 47% of those interviewed were planning to spend less than an hour on site and a further 32% between 1 hour to 90 minutes. It is noticeable that a third of visitors felt that nothing would encourage them to stay longer and 16% were unable to stay longer because of time limits associated with coach trip.

Walking trails / routes and boat trips were shown to be factors that would encourage people to spend more time on the site as would the presence of historic boats to visit. The same factors were also shown as ways of encourage people to return to the site, as was more to do indoors (16%).

A sit down catering offer, was also shown to be a popular option for visitors and one of the ways most likely to encourage them to spend money with the site. Demand for retail, guidebooks etc was more limited.

The above extracts are taken from the Pleydell Smithyman Report on the "Trevor Basin Hub, Pontcysyllte Aqueduct and Canal World Heritage Site for WCBC and CRT. The information is largely based on the GBDVS which stands for Great Britain Day Visitor Statistics, and we have highlighted the most useful sections of the extracts for the Cefn & Cefn Mawr as a whole which includes the Aqueduct and the Trevor Basin.

Unfortunately the report that these extracts are taken from does not include Cefn or Cefn Mawr other than making a vague statement that community engagement is important. Furthermore the PKC Group cannot agree with the idea (in the PLS report) of ploughing up a pristine field for a car park, or building a new café right on top of the northern end of the Pontcysyllte Aqueduct.

What people want is clearly shown above and there is no need to build anything new, people want to explore the place, be it with boats, footpaths or places they can visit and engage with. They just require the right guidance to do so, and so the correct signage and mapping are extremely important for the Cefn and Cefn Mawr to develop the tourist industry at the central section of the WHS.

Cefn Mawr Train Station

Ian Lucas: Extra direct Wrexham-London rail service hopes

🕒 9 January 2016 | North East Wales



A separate £44m project to upgrade the train line between Wrexham and Chester is due to finish this year

Hopes for more direct train services from Wrexham to London are a step closer, according to the Wrexham MP.

<http://www.bbc.com/news/uk-wales-north-east-wales-35264641>

There is an extremely good business case for a Railway Station at Cefn Mawr adjacent to Tesco. Please see the PKC Group Publication on this which can be down loaded from the PKC Webiste.

Cefn Railway Station document available from:

<http://plaskynastoncanalgroup.org/ldp2/>

And if we do get a railway station, this will need sign posting as well. With coordinated bus services this will set Cefn Mawr up as the transport hub for the Pontcysyllte WHS, Dee Valley and South Wrexham.

