

# Cefn Mawr and the Aqueduct

## Business Case

PKC Group Publication

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# Cefn Mawr and the Aqueduct

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## Introduction

This is a brief business case on how the “Cefn Mawr and the Aqueduct” project will work for the Cefn & Cefn Mawr. The primary objective is to put Cefn Mawr on the tourist map and bring income into the community. This will enable the switch to be made from a post industrial economy which is in recession, depressed and extremely weak to a tourism based economy. This in time will allow the economy of Cefn Mawr to grow becoming more viable and vibrant, as a Tourist Destination and Transport Hub for the Pontcysyllte World Heritage Site, South Wrexham and the Dee Valley.

This is proposed as a part of the “Back to the Future for Cefn Mawr” campaign for our community and is the first step along this road which includes the following main points:

1. Opening up Windborne Gate (WBG) parking as the main parking lot for Cefn Mawr and the Aqueduct. This will simply give a cost effective large capacity parking facility at the midpoint between Cefn Mawr and the aqueduct, 500mts in either direction. Cefn Mawr & the Aqueduct will be clearly displayed on YOU ARE HERE sign boards. Access to the Trevor Basin will be direct and there will be no need to walk all the way round the old warehouse site.
2. Opening up what was Jessop’s Tramway (JT) as a limited byway will provide a direct route between Cefn Mawr and the aqueduct that was deliberately engineered by William Jessop for horse drawn vehicles. This will allow horse drawn hackney services to be run between Cefn Mawr, the aqueduct and WBG. This will have appeal to the 200,000+ tourists visiting the aqueduct and encourage them to visit Cefn Mawr.
3. Re Opening the Ebenezer as an Arts and Visitor Centre will give a major tourist asset at the centre of our community to help attract people into Cefn Mawr and allow us to gain Visit Wales recognition for the tourist information signage scheme our village needs.
4. Local sign posting repaired and added to etc. where necessary and supported by printed material produced as required and backed up by websites etc.
5. A comprehensive Brown & White tourist information signage scheme guiding people to our main attractions in the Cefn, (1) Cefn Mawr Heritage Village Centre, (2) Ebenezer Arts & Visitor Centre, (3) Splash Magic, (4) Ty Mawr Country Park, (5) Cefn Druids, (6) WBG main parking for the Aqueduct & Cefn Mawr

This will put Cefn Mawr on the tourist map.

This will also go a long way to alleviating some of the points that the aqueduct is currently criticised for:

- Lack of facilities, Cefn Mawr has ample of all that is required and has had 4M spent on it through Townscape Heritage Funding in addition to private sector investment.
- Minimal dwell time, by encouraging more people to explore the wider area of the Cefn & Cefn Mawr this will obviously increase the dwell time in the area and local spend.



## Current Problems

Cefn Mawr currently sees virtually nothing from the tourist industry despite being next to one of North East Wales's top tourist attractions.

Cefn Mawr has been isolated from the aqueduct for many years by the Monsanto works, however those works that were once the main employers (including Air Products) have now moved production elsewhere in the world leaving the sites vacant. This has left Cefn Mawr with the highest unemployment figure for Wrexham County and in the top 30% of the WIMD with Plas Madoc, an area of the Cefn ward in the top 10%.

The current sign posting for Cefn Mawr is the worst for any village in the area and in fact Cefn Mawr is the only village that does not have brown and white tourist information signs.

The new Tesco supermarket in Cefn Mawr is doing very well with a head count of approximately 500,000 annually, however this has come at a cost to the community. The Co Op Supermarket and other shops have closed resulting in people losing their jobs and livelihood. People going to Tesco tend not come into the village and the new Oxford Road built to serve Tesco acts as a bypass for the traditional shopping centre of Cefn Mawr. Our community is the second largest community in the County of Wrexham and has been left without a public transport service in the village centre since it was moved to serve Tesco.

This has caused a significant reduction in the footfall of what was already a struggling community following the closure of the only major employers in the area, Monsanto and Air Products.

The proof of the lack of footfall can be drawn from the chequered history of the Ebenezer to date, even with all the funding by WCBC it has failed and been closed for three years and will most likely continue to stay closed unless the market base can be increased. (July 2016)

The current economy of the traditional shopping centre of Cefn Mawr is extremely weak and the new name for Crane Street in Cranium Street after the number of hair dressers to be found there. Takings are low and if commercial rates are reintroduced as planned this will be followed by shop closures. This will prove a self defeating exercise for the local authority and a crushing blow for our community. This will result in all the work done by the Townscape Heritage Initiative being lost and Cefn Mawr, the second largest community in Wrexham becoming a ghost town immediately next to the aqueduct.

## Continued Exclusion

The idea that people will drive to the aqueduct, and then hop on a bus to go into Cefn Mawr as suggested in the ARUP Master Plan will not work. Furthermore Cefn Mawr is not even considered in the Pleydell Smithyman Master Plan for WCBC & CRT, other than local people will be able to eat at the 1.5M pound café planned to be built almost on top of the aqueduct. So far Cefn Mawr has not been included in DMP planning by WCBC or other third parties for the WHS.

## Solution

The solution is simple; get the foot fall up by putting Cefn Mawr on the tourist map and re uniting Cefn Mawr and the aqueduct in meaningful ways that will actually work with tourism and help support our community.

## Opportunity

### HEAD Counts

The annual tourist counts for the Cefn:

- Pontcysyllte Aqueduct = 200,000
- Ty-Mawr Country Park = 55,000
- Cefn Druids = 5000
- Cefn Mawr Village & Heritage Trail = 1000 (or less)
- Splash Magic / Plas Madoc = 400,000

Total = 661,000 which qualifies for Visit Wales criteria for Brown & White tourist signage and holds out good possibility with the correct local signage and supporting maps and guides etc. within the area. See Appendix A

- TESCO annual head count = 500,000

### Road Traffic Volumes

The traffic volume is staggering and holds out the greatest opportunity. According to DOT figures for the three main roads surrounding Cefn Mawr, the A5, A483 & A539 there was a combined vehicle count of 14.75M vehicles for 2014 with the A 483 carrying more than half at 9.25M. The important point here is that Llangollen a known tourist destination, only sees 37% of the traffic volume surrounding Cefn Mawr. Therefore with the correct main road signage scheme big changes can be made to the fortune and commercial viability of our community. See Appendix B.

### Marine Traffic

According to CRT the Llangollen Canal is one of the UK's busiest canals with 15,000 boat movements annually and a distinct lack of moorings north of the aqueduct. The PKC & Marina holds great potential and there will be no shortage of takers for moorings when we can bring this on line in the future.

**Offa's Dyke & Dee Valley ANOB** This long distance footpath is one of the busiest long distance footpaths in the UK and crosses the Dee River at Cysyllte. This is relatively untapped source together with the Dee Valley AONB because of the previous chemical industry and the nickname for Cefn Mawr, Smelly Town. This can be improved on and Cefn Mawr can become a staging post for people exploring the wider area on foot.

**Cycling**, Cefn Mawr is bisected by cycling routes and reopening Jessop's Tramway offers new possibilities for all, and significant improvements are being planned for here.

**Rail** Tesco realise the value a train station would bring and this would also give the Rhosymedre Industrial Estate the boost it needs to become a prime employment area within the county as well as contributing to setting Cefn Mawr up as a Rural / Urban Transport Hub during course of the proposed LDP2 for the Pontcysyllte WHS, South Wrexham & Dee Valley.

## Cefn Mawr and the Aqueduct

### Future Footfall

By increasing the profile of the Cefn & Cefn Mawr on the tourist map as proposed and the given road count figures by the DOT we should be able to significantly raise the number of people visiting Cefn Mawr and the aqueduct. This in turn will give a very significant effect on the footfall in Cefn Mawr over a relatively short period of four to five years.

Tourist Asset	2016	2017	2018	2019	2020
Toruists count for Aqueduct at Windborne Gate parking	200,000	300,000	400,000	450,000	500,000
Tourist count in Cefn Mawr @ 10%	1,000	30,000	40,000	45,000	50,000
Tourist count in Cefn Mawr @ 15%	1,000	45,000	60,000	67,500	75,000
Tourist count in Cefn Mawr @ 20%	1,000	60,000	80,000	90,000	100,000
Tourist count in Cefn Mawr @ 25%	1,000	75,000	100,000	112,500	125,000
Toruist count in Cefn Mawr @ 30%	1,000	90,000	120,000	135,000	150,000

Please note the figures for 2016 only show the current situation and the prediction is based on a conservative figure of 200,000 although much higher figures have been quoted by WCBC. See Appendix A.

We would estimate that the visitor count or footfall into Cefn Mawr could be increased by 100% in four years with an estimated conservative figure of 20% of the total number of people visiting the aqueduct. This would mean 100,000 people on the streets of Cefn Mawr village centre by 2020.

### Potential Value to Community

#### Council Plan 2014 to 2017

According to the Council Plan for 2014 to 2017 the estimated visitor spend in the county was £96.2 million pounds. Although representing a very significant figure for the counties GVA very little of this if any at all was spent in the second largest community in Wrexham County, Cefn Mawr. Therefore yet again there is plenty of scope for improvement.

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

Table taken from the Council Plan 2014 to 2017

The value of the tourist industry is further confirmed by the TSA which quoted tourism and related industry spending for 2011 was £7 Billion pounds in Wales representing 6% of the entire Welsh Economy and FTE (Full Time Employment) as 9.5% of all Welsh Jobs. Please see Appendix C

## Cefn Mawr and the Aqueduct

### Day Visits and Spending

The definition used to define a tourism day visit requires the visit to be three hours or longer. This is where the current situation at the aqueduct is failing badly, as the average time is just over one hour according to WCBC.

This table also shows the average spend for a day visitor in the Wrexham area is approximately £22.00 which is £11.00 less than the national average for Wales.

**Table 3.3: Wrexham - GB based Day Visit Data by Length of Visit (Annual Averages 2011-2012)**

GB based day visits to Wrexham	Trips (m)	Wales Total	Spend (£m)	Wales Total	Spend per visit £	Wales spend per visit (£)
3h to 3h59	1.05	41.96	23	1,255	22.1	29.9
4h to 4h59	0.55	23.78	13	693	24.3	29.1
5h to 5h59	0.27	12.05	7	490	27.3	40.7
6h & more	0.53	23.69	7	949	13.0	40.1
Total	2.39	101.48	51	3387	21.17	33.37

Sources: GB day Visit Survey.

Table from Local Authority Tourism Profiles 2010-12 Wrexham

### Potential Spend in Cefn Mawr and the Aqueduct:

Assuming that only the tourists visiting both Cefn Mawr and the Aqueduct are counted and that the general pattern for the remained stays the same, i.e. the higher percentage stay for less than the three hours as prescribed by GB day visit requirements;

Therefore only counting the lower percentage of potential visitors visiting both Cefn Mawr and the aqueduct and at a mean of 20%:

- 2017 = 22 x 60,000 = **£1,320,000.00**
- 2018 = 22 x 80,000 = **£1,760,000.00**
- 2019 = 22 x 90,000 = **£1,980,000.00**
- 2020 = 22 x 100,000 = **£2,200,000.00**

Now there are no guarantees that people will spend this much money in our community but if they did it would certainly help and this would be a 100% improvement on the current situation in just four years and would continue to grow as our economy would likewise.

This is the kind of input that will help the Cefn & Cefn Mawr make the switch to tourism based economy and so alleviate unemployment & poverty within our community on a sustainable basis. This will then allow us to continue to restructure our economy and community into a Rural / Urban Tourist & Transport Hub for the Pontcysyllte World Heritage Site, South Wrexham and the Dee Valley over the course of the LDP2 in accordance with all the aspirations of the Welsh SDC.

## Costing of Project

From our initial research and costing estimates for various contractors and material supplies etc we have put together the following general figures:

- |                          |             |
|--------------------------|-------------|
| • Windborne Gate Parking | £67,000.00  |
| • Jessop's Tramway       | £102,000.00 |
| • Ebenezer & Signage     | £383,250.00 |

Total current estimate	£553,000.00
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Please see appendix D

## Funding Sources

- |                             |             |
|-----------------------------|-------------|
| • RCDF Grant                | £128,000.00 |
| • CFP Grant                 | £350,000.00 |
| • TISS Grant                | £25,000.00  |
| • WCBC Loan                 | £20,000.00  |
| • Funds raised by PKC Group | £30,000.00  |

Total being sought	£553,000.00
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## Partners

We have approached several bodies for their support and these fall into two categories as follows:

Strategic Partners:

1. WCBC as the Local Authority and have to be as per CFP Grant Funding Criteria
2. Eastman's as the site owners of the WBG and 300mt section of JT for reopening

Local Partners:

1. Splash Magic / Plas Madoc Leisure Centre
2. Cefn Druids Football Club
3. Tesco Cefn Mawr
4. Ty Mawr
5. Trevor Basin
6. Cefn Community Council
7. Cefn & District Chamber of Commerce
8. CRNCA
9. DVT
10. CPR

Please note smaller independent local traders come under the Cefn & District Chamber of Commerce.

## Benefits for Local Partners

This scheme holds a lot of potential and positive benefits for all our community and is gaining good ground support with our local people and partners. By reconnecting Cefn Mawr to the Aqueduct will allow Cefn Mawr to become established on the tourist map which will have the following impacts on our community;

### WCBC:

**The Ebenezer**, this lead THI regeneration project has so far proved to be a white elephant in our community and is not popular because of the money spent on it. It has not been able to stay open on a viable basis without significant council funding and that was before the reduction in an already low footfall with the arrival of the Tesco supermarket. Although the council have put the property on the market for rent it is highly unlikely they will be able to let the building and it remains closed. The only people that have maintained interest in the building to date are the PKCG Trust who submitted a business plan in 2015. By implementing this scheme and raising the foot fall, this will allow the PKCG Trust to reopen the building in partnership with the CRNCA, DVT and new CPR Group in accordance with Council wishes as a community enterprise.

**Commercial Rates**, unless the economic viability of Cefn Mawr is raised there will be a lot of shop closures when commercial rates are reintroduced. Furthermore the potential income for the local authority from commercial rates will be severely curtailed by a continued downward spiral of recession in the area unless something is done. Alternatively we could turn our community around and so be able to pay commercial rates when they are introduced and support WCBC rather than have to shut up shop.

**Townscape Heritage Initiative**, over the past 10 years a lot of good work has been done in Cefn Mawr through the THI and the village centre currently does look good. However unless the economy of our community can be improved and the foot fall raised this will be wasted. If we do not turn our community's economy around to a tourism based economy as proposed in this project, we will see further shop closures with the reintroduction of commercial rates and the village will become run down and derelict once again. The choice seems clear to us.

### Eastman's:

Eastman's are looking for an exit strategy from Cefn Mawr and this can quite simply be the first step along that road. This project offers Eastman's a very good Public Relations opportunity with the local community and elsewhere, such as with the Welsh Assembly Government through the Sustainable Development Charter. The PKC Group have put forward a number of proposals for the sight that will help enable the site to be turned around from the current Brownfield ex chemical works into a useful community asset. Eastman's can be seen to be a helpful partner on a social and environmental basis working in and with our community in accordance with the Future Generations Act 2015 while pursuing their exit strategy in responsible manner.

### Tesco:

Tesco are fully aware of the potential commercial viability of Cefn Mawr. They would not have invested 20M building their new superstore otherwise. Furthermore by raising the profile of Cefn Mawr and getting Cefn Mawr on the tourist map, this will simply mean more customers in their store, and to do this, Tesco needs Cefn Mawr to take the lead because you cannot advertise Tesco on the tourist information signs.

### Splash Magic & Cefn Druids:

Splash Magic or Plas Madoc Leisure Centre and Cefn Druids will benefit from this scheme by the main road Brown & White Tourist Information signage including them. To be able to put this amount of signage up (by themselves) would be extremely cost prohibitive and would just not be possible. But by coming together and supporting the PKCG Trust in this project makes the signage very affordable on a far wider scale than would be possible otherwise. This will directly result in higher head counts at both facilities enabling them to stay open on a self sufficient basis for both LOCAL PEOPLE and visitors. Splash Magic is now a community run leisure facility.

### Ty Mawr & Trevor Basin:

Ty Mawr & Trevor Basin will benefit from this scheme by the main road Brown & White Tourist Information signage planned that they will be included on. To be able to put this amount of signage up would be extremely cost prohibitive as WCBC know. But by coming together again and working as a team on this project makes the signage available on a far wider scale than would otherwise be possible. This will directly result in higher head counts at both facilities. Furthermore since the WBG parking will be far superior to the present situation this will encourage more people to use it.

### Trevor Community:

By locating the main parking for the Aqueduct at WBG this will have a positive effect on Trevor Community. WBG can be accessed directly from the A539 without having to travel through a residential area. Furthermore WBG is NOT immediately next to a children's play area unlike the present arrangement at Reads Yard, and WBG is large enough to handle all the excessive traffic during the high season without people parking in the streets of Trevor causing further traffic restriction.

### Cefn & District Chamber of Commerce:

Pretty simple really, increased foot fall and the regeneration of the community's economy will obviously do every one good and help secure their businesses and livelihoods. Furthermore without undertaking this project this would be a totally impossible task for our community and local independent traders. Furthermore as the economy of our community grows we will then see reinvestment into our community as time goes by, as opposed to the current decline and number of shops for sale.

### Cefn Community Council, CRNCA, DVT, & CPR:

These are other community groups we work alongside and they too would like to see our economy turned around to a more vibrant and viable basis as it once was. Cefn Mawr came about because of industry and was borne out of the industrial revolution, firstly with the arrival of the canal and construction of the aqueduct which along with the construction of the viaduct has literally shaped Cefn Mawr.

## The Cefn & Cefn Mawr Community

Our community widely supports our proposals including this one which is largely based on what we have discussed over the years. By doing this now will start the transition of our community from a post industrial community to a tourism based community and local commerce will once again start to grow, as opposed to dying. This will bring increased prosperity and employment opportunity which is the best way of combating poverty in our community. This project will allow our community to see a physical change that will foster growth giving new hope and a rekindled sense purpose to our people. It will remove the feeling of isolation from the WHS and give our people a place at the table of the World Heritage Site, instead of being ignored.

Coincidentally it is reopening one of the earliest former tramways, Jessop's Tramway that can save the village, as the tramway once did for the canal back in the beginning, see <http://plaskynastoncanalgroup.org/pontcysyllte/jessop-s-tramway/> Please note this is only a brief resume of the stakeholder analysis and more formal and in depth detail will be provided for each stakeholder in the second round.

## Potential Third Party Stakeholders:

- CADW
- Visit Wales
- CRT & IWA
- Credit Union
- Caffi Florence
- Cynnal Cymru
- Colleg Cambria
- Business Wales
- Glyndwr University
- British Driving Society
- Natural Resources Wales
- Oriel Wrexham Arts Council
- Ground Works North Wales
- Federation of Small Businesses
- North Wales Economic Ambition Board
- The Welsh Language Commissioner's Office
- Wrexham Destination Management Partnership
- Clwydian Range and Dee Valley AONB Joint Advisory Committee
- AVOW Association of Voluntary Organizations in Wrexham
- Communities First Partnership Clusters



## Community Service Access

The community of Cefn is depressed since the closure of the main works and loss of jobs as the companies moved operations elsewhere in the world. Our community remains isolated by the former ex-Monsanto Chemical Works Site and this adds to social depression in the community. This has led to a state of hopelessness and apathy in many of our local people.

However if the PKCG Trust is successful in this initiative to reopen JT & WBG as we are trying to do and our community is aware of, this will rekindle hope and inspiration within our local people and their expectations will rise. The Holly Bush Inn, which we have recently restored in partnership with THI & WCBC is now seen as the leading regeneration project in our community, but we need to do more.

Reopening Jessop's Tramway will enable some of our local people to start new business operating hackney carriages between Cefn Mawr village centre, the aqueduct and the WBG central parking area. This will increase the sense of ownership and pride within the community as well as providing an alternative to offset the loss of public transport services on our village high streets.

An increase in footfall within the historic conservation village of Cefn Mawr will help increase trade and assist local businesses such as the local Post Office, whom have suffered over the last few years since the arrival of Tesco within the village area. The change in bus routes which now serve Tesco and NOT the village and the change in the way people shop and pay for services has not helped either. The Post Office is seen as a pivotal business in regards to sustaining footfall and community spirit and adhesion, and if the business fails due to the above factors this then takes the heart out of the area and impacts severely on the rest of the businesses along the high street. Due to bank closures the Post Office acts as the area's bank servicing the business and public banking needs. Without grant funding being provided, we fear the declining footfall will impact upon current level of services being supplied.

Cefn Mawr had three Doctors' Surgeries which the village needs given the size, but unfortunately one closed in 2010. Cefn Mawr Dental Practice moved out in 2012.

It is hoped by increasing the affluence of our community from its current low that the third Doctor's Surgery could be reopened which would be extremely favourable for the Pharmacy immediately next door. Having Dr Surgeries in the village centre does the village good as well as the patients because people are encouraged into the community which helps. We know people pop into the shops while going to the doctors, which may also encourage a new dental surgery to set up in our village. An important point about surgeries in our village centre is that they are within a short travelling distance of most of our community, i.e. there is good access. So this project by building the economy of our community can also contribute to the continuation of access to our local health services and perhaps the reinstatement of new.

Sports Facilities, a key component of this project is B&W signage on main roads and although we cannot improve access to Splash Magic / Plas Madoc Leisure Centre we can certainly help maintain access, i.e. by helping to keep it open. Splash Magic is a key partner and facility in our community and we intend to not only display Cefn Mawr Heritage Village, Arts & Visitor Centre on the B&W signs, but also Splash Magic as well. This will ensure more people use the facility in increasing numbers and therefore its ability to stay open. The main road B&W signage scheme we are planning covers the whole of the Cefn & Cefn Mawr therefore will promote all our facilities in the central section of the WHS.

## Cefn Mawr and the Aqueduct

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This also includes our football clubs, Cefn Druids the oldest football club in Wales and Cefn Albion, again both partners in this project. Main outdoor facilities to be promoted are the Pontcysyllte Aqueduct and Ty Mawr Country Park linked together by the Cefn Heritage Trail which is all about getting people out and about to enjoy sport and the country side. Be that by walking, cycling or canoeing, or whatever there is lots to do and plenty of space to do it all in for visitors and our own local people alike. By encouraging people to take more active lifestyles this will improve the general health of our population and reduce demand on Health Services.

The Ebenezer can host a variety of functions as well as operating as an Arts and Visitor Hub for Cefn Mawr and Pontcysyllte WHS, South Wrexham and the Dee Valley. The Ebenezer can be used to work with our partner organisations and the local youth service on various supporting projects for our young people. Here the intention will be to work with local groups and organisations such as the CRNCA & AVOW through the Communities First Program and DVT so that there is no duplication of activity. Promote wellbeing and raise the aspirations of marginalized members of the local community. Any profits will be put back into the community and project specific funding will be sought - offering free workshops and discounted courses to targeted groups of the local community such as NEET (Not in Education, Employment or Training) young people and elderly people affected by social isolation. Sessions will allow people to socialize and to develop their skills in engagement, art creation, expression and creativity thereby promoting wellbeing.

Credit Union has been considered and if the footfall of Cefn Mawr can be increased this could become a possibility in the future. Cefn Mawr once supported 3 banks before its decline and the last to go was HSBC on Christmas Eve in 2012. The PKCG Trust has looked at Credit Union and currently the nearest branch is in Wrexham Town with hundreds throughout the UK. We like the idea of Credit Union which is owned by "us" the people or members, and that loan applications are offered on favourable terms and limited by what people have saved. This is responsible lending unlike what we have seen from the Banks. Since there is no debit or credit cards associated with accounts if people want to withdraw money they have to complete and submit a form. Thus it encourages saving and helps prevent spiralling debt.

Cefn Mawr is lucky and has a good local library service. This will be displayed on local sign posting YOU ARE HERE boards etc. supported by printed material to promote our community and on our website [www.pkcgroup.wales](http://www.pkcgroup.wales)



## Cefn Mawr and the Aqueduct

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### Jessop's Tramway



Hackney carriage service on Crane Street Cefn Mawr early 1900's



Hackney carriage service on Crane Street Cefn Mawr for the 21<sup>st</sup> century, this carriage sits five passengers in addition to the driver and Jessop's Tramway reopened will simply allow it to operate between Cefn Mawr, the Aqueduct and WBG.



### Leading Regeneration Projects?

# TO LET



**Ebenezer Chapel**  
Crane Street, Cefn Mawr LL14 3AB

**The Ebenezer closed for 3 years and unsustainable without significant funding by WCBC**



The Holly Bush Inn, doors open and looking to expand business, however to do so the market base has to be increased and the general economy of our community improved. The PKC Group was fully aware of this when taking the pub on in 2013 and continues to work towards such and hence this Business Case and all our other work to help regenerate our economy for everyone.

### Brown & White Tourist Information Signs



Exit from the Halton Roundabout on the A483 with signage for the Cefn.



## Cefn Mawr and the Aqueduct



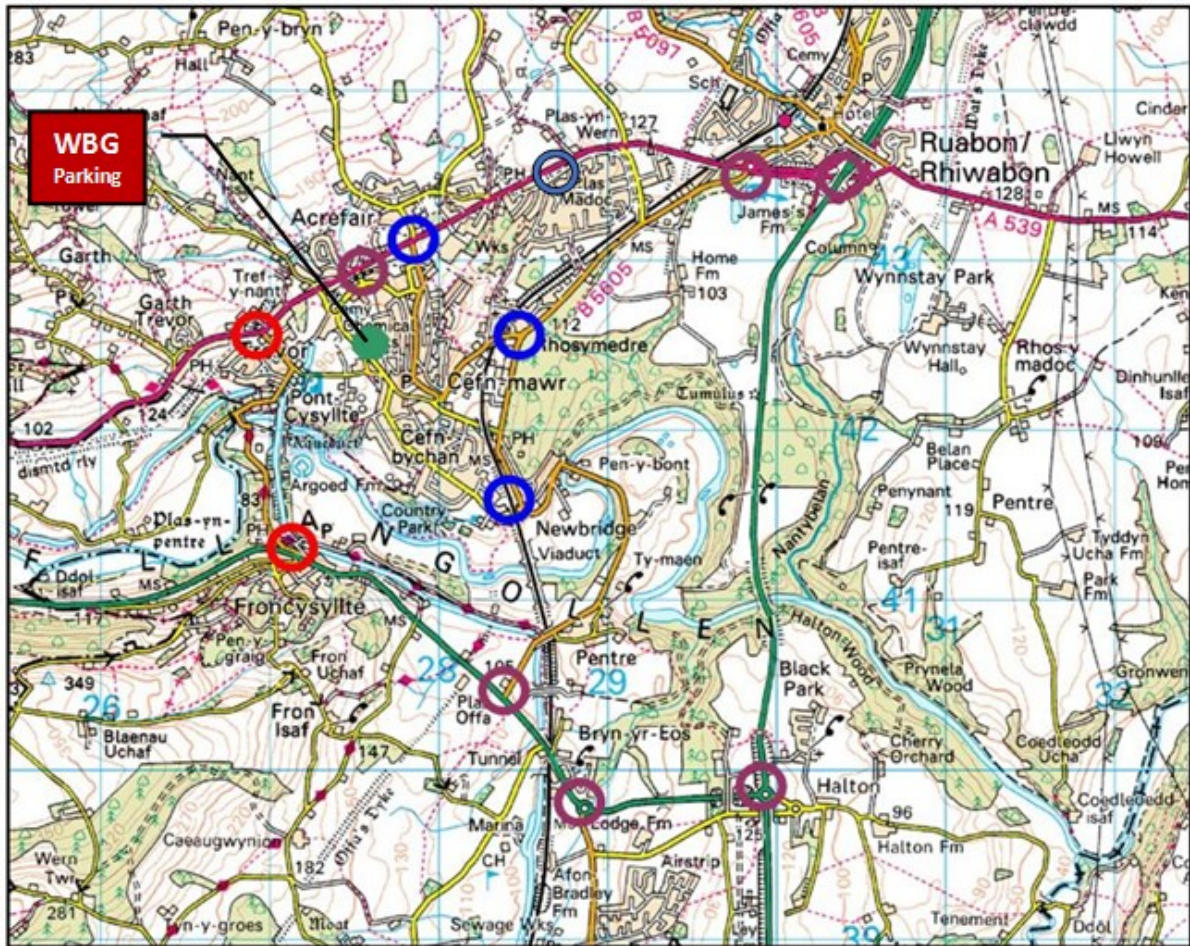
**Exit from the Whitehurst Roundabout on the A5.**

Note here we are using the back of signs to save on the overall cost of the signage scheme. These signs can be easily seen by passing traffic as the photographs show and so make a more efficient use of available facilities and maximise the coverage for the given budget.





Please note the A5 Historic Route Signage has used the same principle.



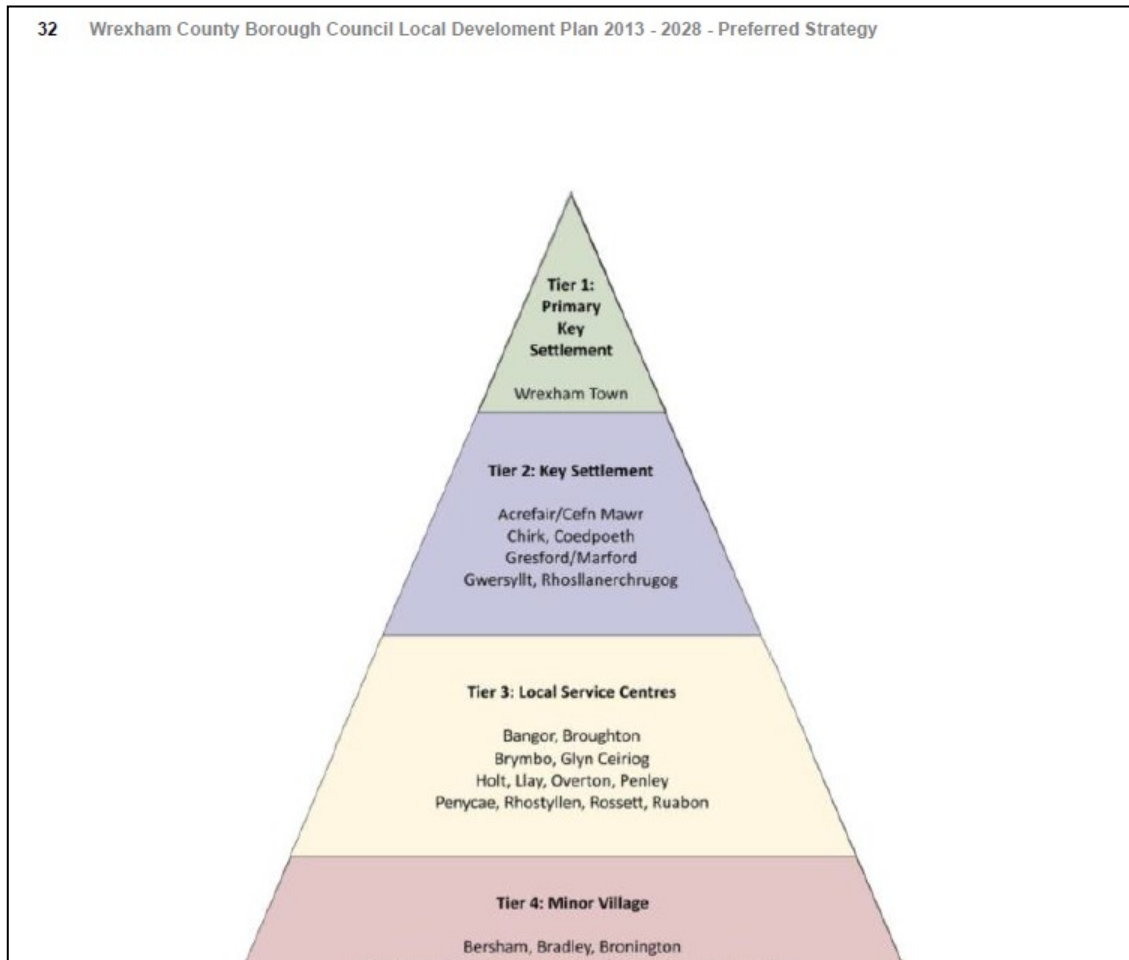
## Signage Locations



## Map Key

-  Brown & White Tourist Information Main Road Signs for Cefn Mawr, Pontcysyllte Aqueduct, Cefn Druids, Splash Magic / Plas Madoc and Ty Mawr Country Park
-  Secondary sign posting for Cefn Mawr & Aqueduct, Cefn Druids, Splash Magic / Plas Madoc and Ty Mawr Country
-  Restricted access to prevent further traffic damage to the Cysyllte Bridge, a Grade 1 listed Structure and far older than the Aqueduct.
-  The Windborne Gate Central Parking Area for the Aqueduct & Cefn Mawr can be accessed easily without having to go through a residential area, will alleviate all the current parking problems at Trevor and is not sighted next to a children's play area (unlike Reads Yard). It is sited on a Brownfield site and will comply with all LDP2 and WAG SDC requirements.

### LDP2



Cefn Mawr is at the Top of the tier 2 category for “development” by WCBC in the LDP2 which indicates that next to Wrexham Town, Cefn Mawr will receive the next highest allocation of “development”?

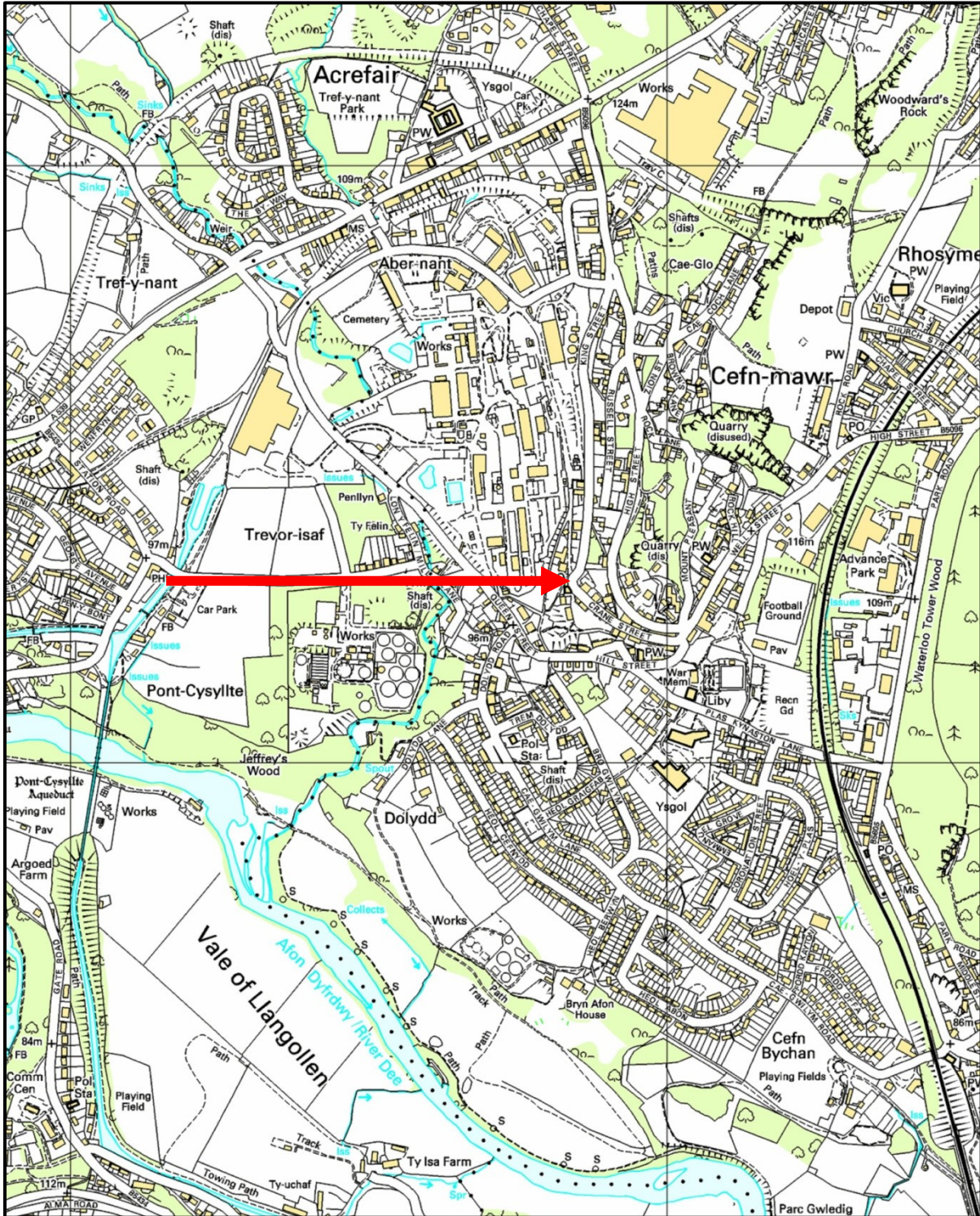
Unfortunately in the past as we are all aware the council development has been mainly centred on housing which has lead to some unfortunate examples. Plas Madoc Estate is a prime example and rates in the top 10% for the Welsh Index for Multiple Deprivation. Therefore it is important that we get the economy of Cefn Mawr on the road to recovery before we are allocated another round of housing by the local authority in the coming LDP2.

Note in the currently planned LDP2 (March 2016) Cefn Mawr does not figure in the DMP, Destination Management Planning which the LDP2 promotes. So unless we do something about this, Cefn Mawr and our community will be left out. The DMP, as planned under Master Planning for the Trevor Basin and Aqueduct will have a negative impact on our community through unfair competition and continued isolation. If there is any doubt about this please read the relevant documents. Fortunately we have been informed that this is being looked at to bring it into alignment with the Welsh Governments SDC, Sustainable Development Charter that advocates supporting local communities for the future of all our people.



# Cefn Mawr and the Aqueduct

## As the Crow Flies



**The distance** from the Telford Inn at the Trevor Basin to the Post Office on Crane Square in Cefn Mawr is **676mts** as the crow flies, so reuniting the community is not that great a task in reality. See the proposals for Jessop's Tramway and the Plas Kynaston Canal, both of which suit the LDP2. Jessop's tramway is one mile long following a gentle gradient engineered in 1805 for horse drawn vehicles, such as horse drawn hackney carriage service operating between the Cefn Mawr, the Aqueduct and Windborne Gate Parking.



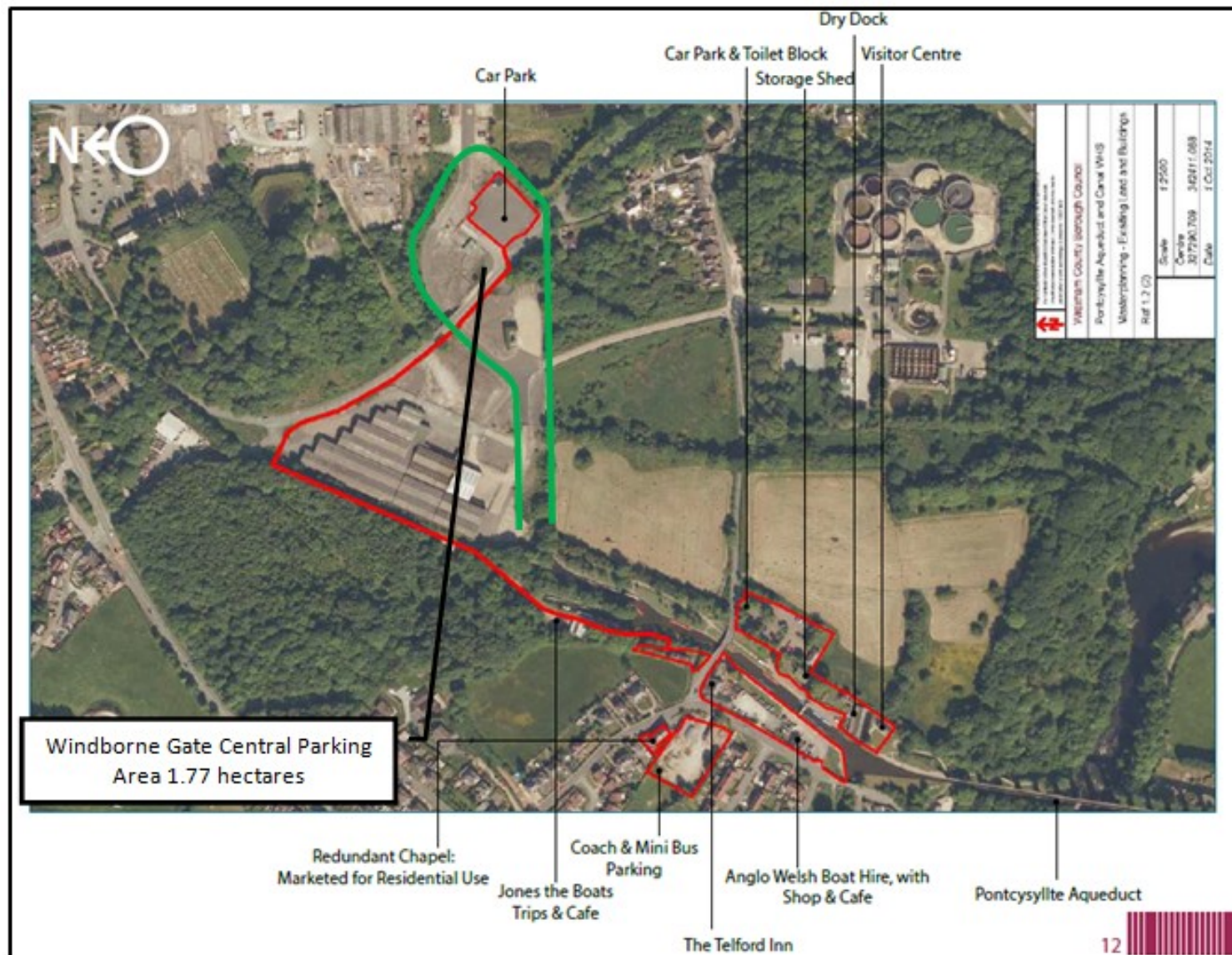
### Crane Lane to Trevor Basin



The idyllic view of Trevor Basin from Crane Lane in Cefn Mawr, however under the Pleydell Smithyman Master Plan in the DMP a car park is indicted for the field in view by the Trevor Basin at a cost of £200,000.00. We the PKC Group think this is extremely poor thinking and ask why should a pristine green field immediately next to a disused Brownfield site be ploughed up for a car park?

### SWOT

<b>Strengths</b>  Partners see viability Local community support THI work in village 200,000 known visitors to aqueduct	<b>Weaknesses</b>  Community depression & apathy Scepticism & negative outlook Lack of public funding Short sightedness
<b>Opportunity</b>  14.75 million road vehicles UK's busiest canal Offa's Dyke Chester to Shrewsbury Railway Line	<b>Threat</b>  Continued isolation & recession Development of Trevor Basin excluding Cefn Mawr and surrounding community



## Parking Lots

Note that the proposed new boundary for the Windborne Gate Central Parking Area is significantly bigger than the combined areas of the current WBG, Reeds yard and Trevor Basin parking lots combined.

The actual area is approximately 1.77 hectares and is hard surfaced for the majority. Therefore this would provide suitable parking without wasting green fields adjacent to the Trevor Basin at a far greater expense.

The capacity of such clearly exceeds the present provision and all that is required is appropriate fencing, tree screening and some basic landscaping.



### Windborne Gate Parking Area

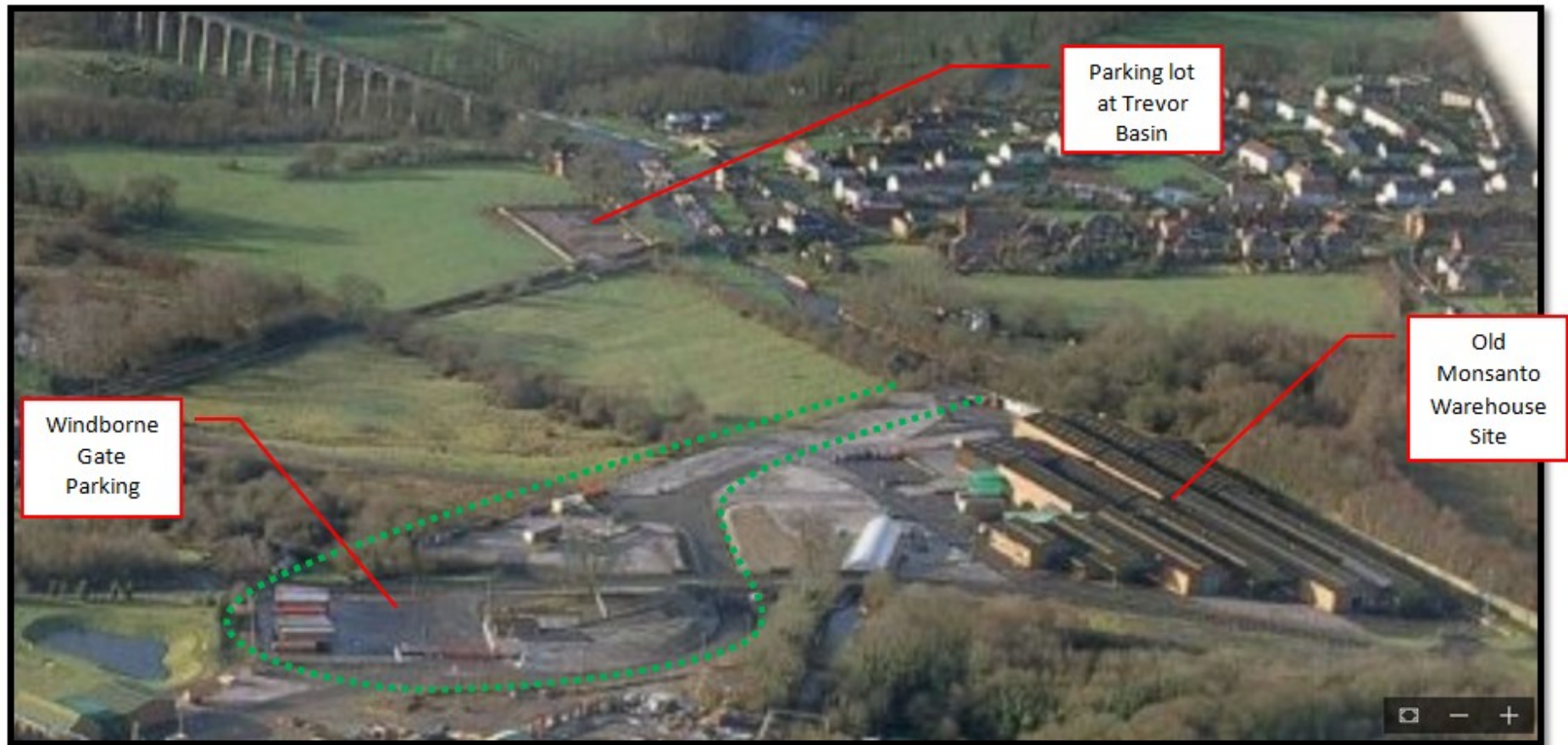


Area Required  
1.77 Hectares

The suggested parking area is approximately 1.77 hectares most of which just needs weeding. The fencing could be moved at a moderate cost and tree screen planted. This would give direct access to both Trevor Basin and the Pontcysyllte Aqueduct. This parking lot is also accessed without having to drive through a residential area, and if it needs to be increased in size, this is not a problem.



## Cefn Mawr and the Aqueduct



Please consider this, with direct access from the WBG parking area to the aqueduct this will encourage a lot more people to use this parking area. Furthermore these people will also then be encouraged to visit the wider area of Cefn Mawr rather than just walking over the aqueduct and back and then moving on. This short duration of stay is the current trend and one that the aqueduct is criticized for. By centralizing the parking Cefn Mawr Village center can provide what is lacking at the aqueduct without having to build new. On an environmental basis, by reusing the WBG as proposed here this will save the pristine field next to the current parking lot which has been proposed for a car park extension. Therefore this proposal by the PKC Group helps save a Greenfield site by reusing a Brownfield site. This makes sense both environmentally and economically and will help to promote tourism in Cefn Mawr at the center of the World Heritage site on a sustainable basis for generations to come AND minimize expenditure by the WCBC.



## Cefn Mawr and the Aqueduct

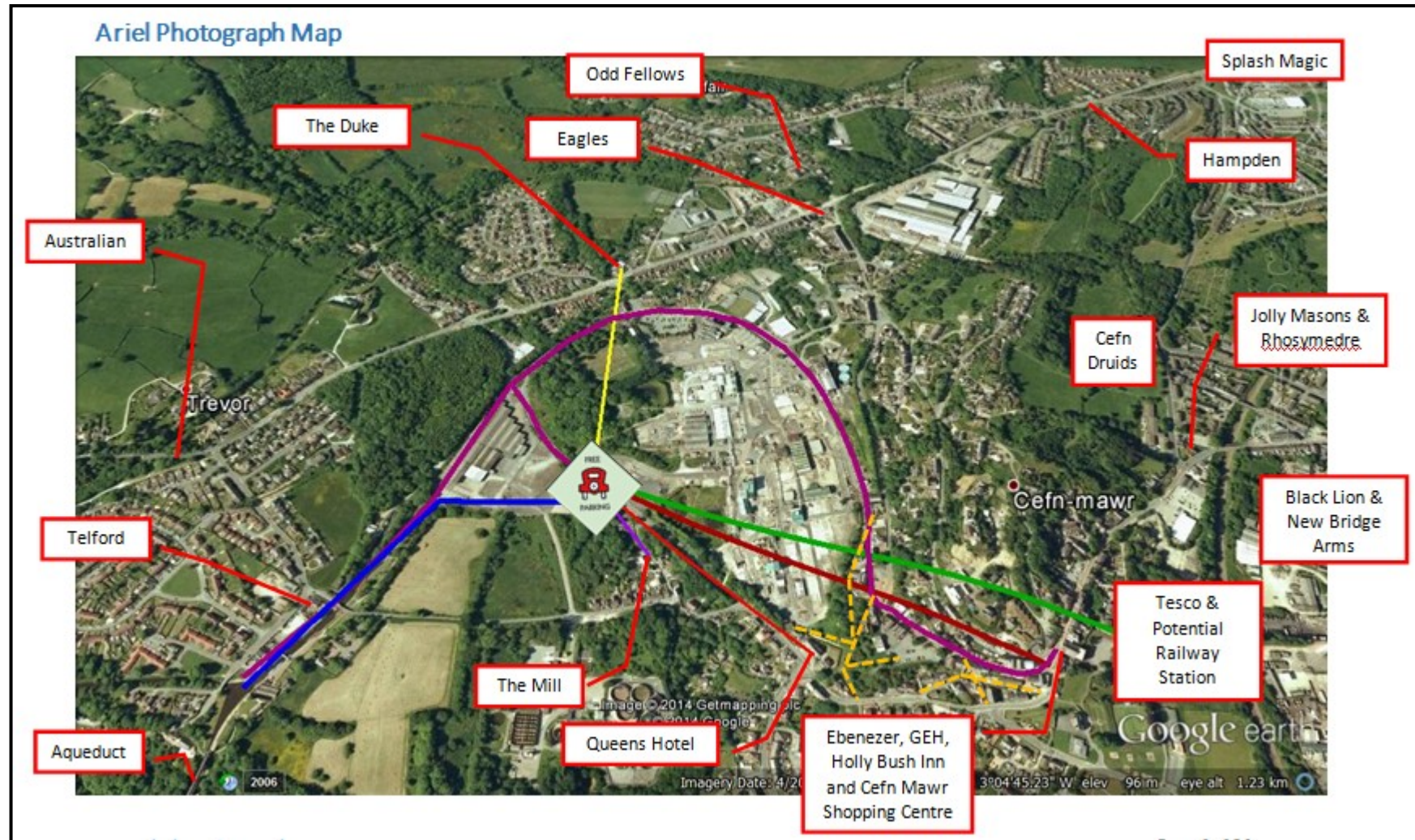
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The Windborne Gate parking area is hard surfaced and ready to go apart from weeding and basic landscaping. This is recycling by turning a Brownfield site around into a useful community facility for the benefit of all.



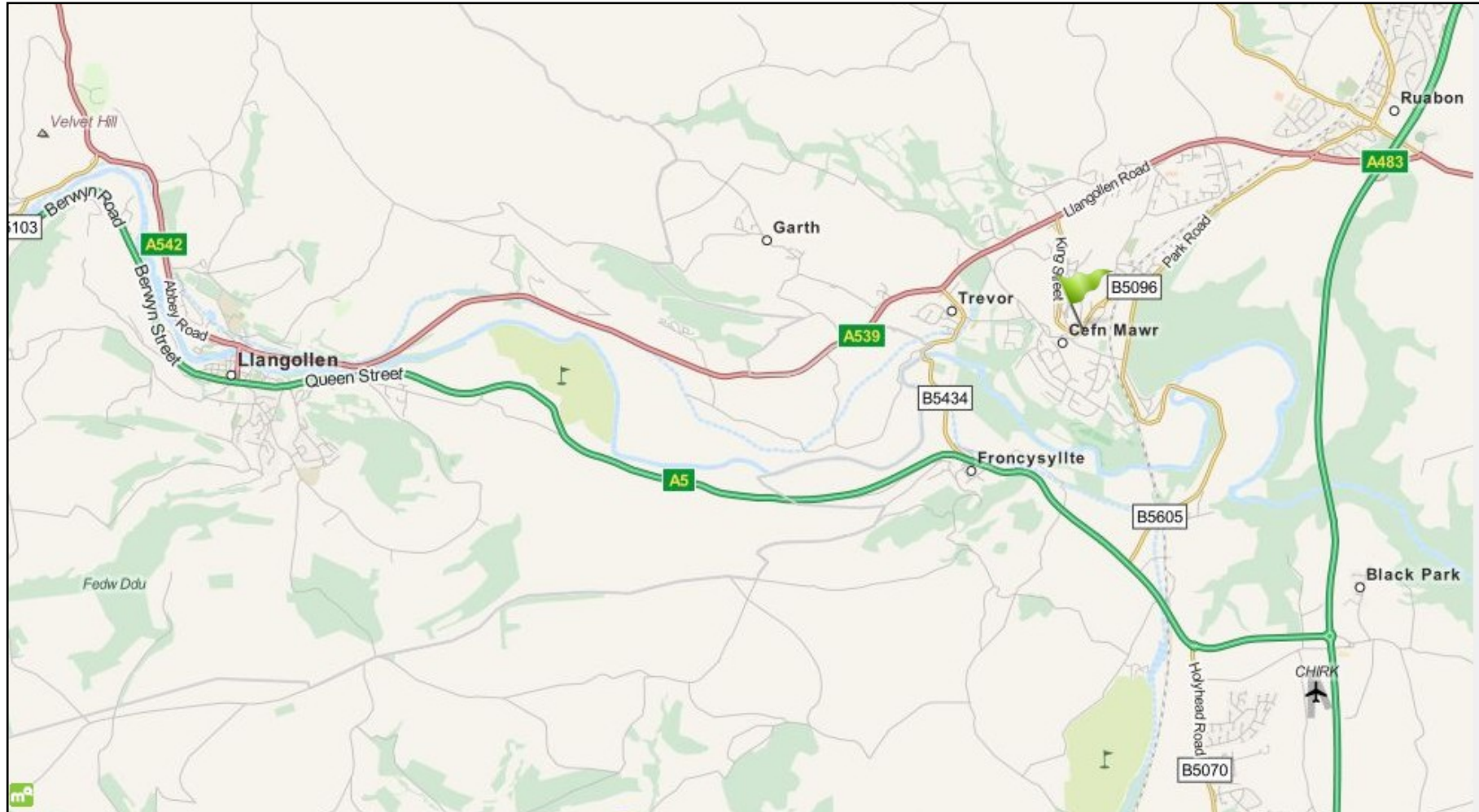
## Cefn Mawr and the Aqueduct



### Windborne Gate Free Parking at the centre of our community

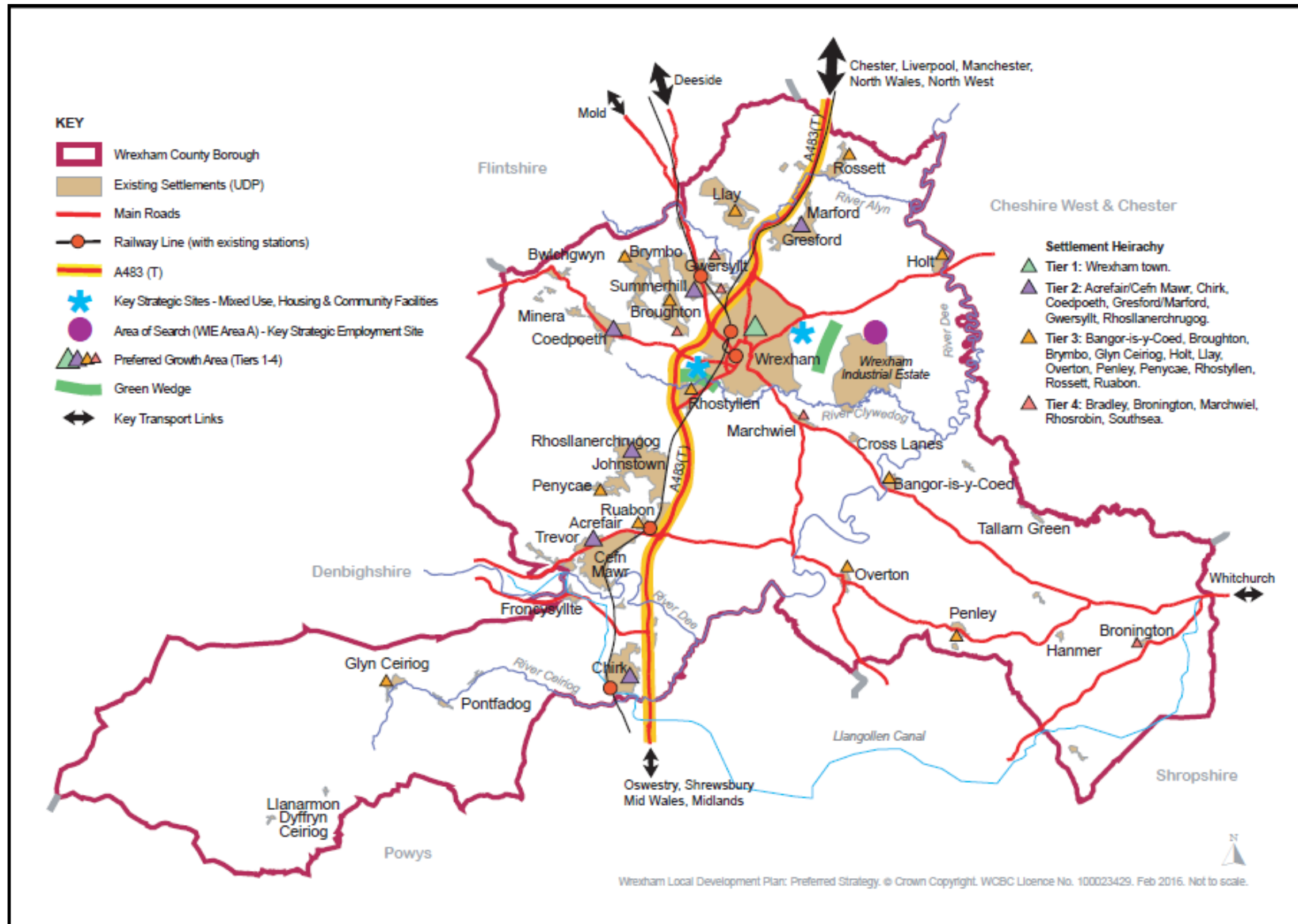
Note Jessop's Tramway shown in magenta linking Cefn Mawr, the Aqueduct and WBG central parking for the area.

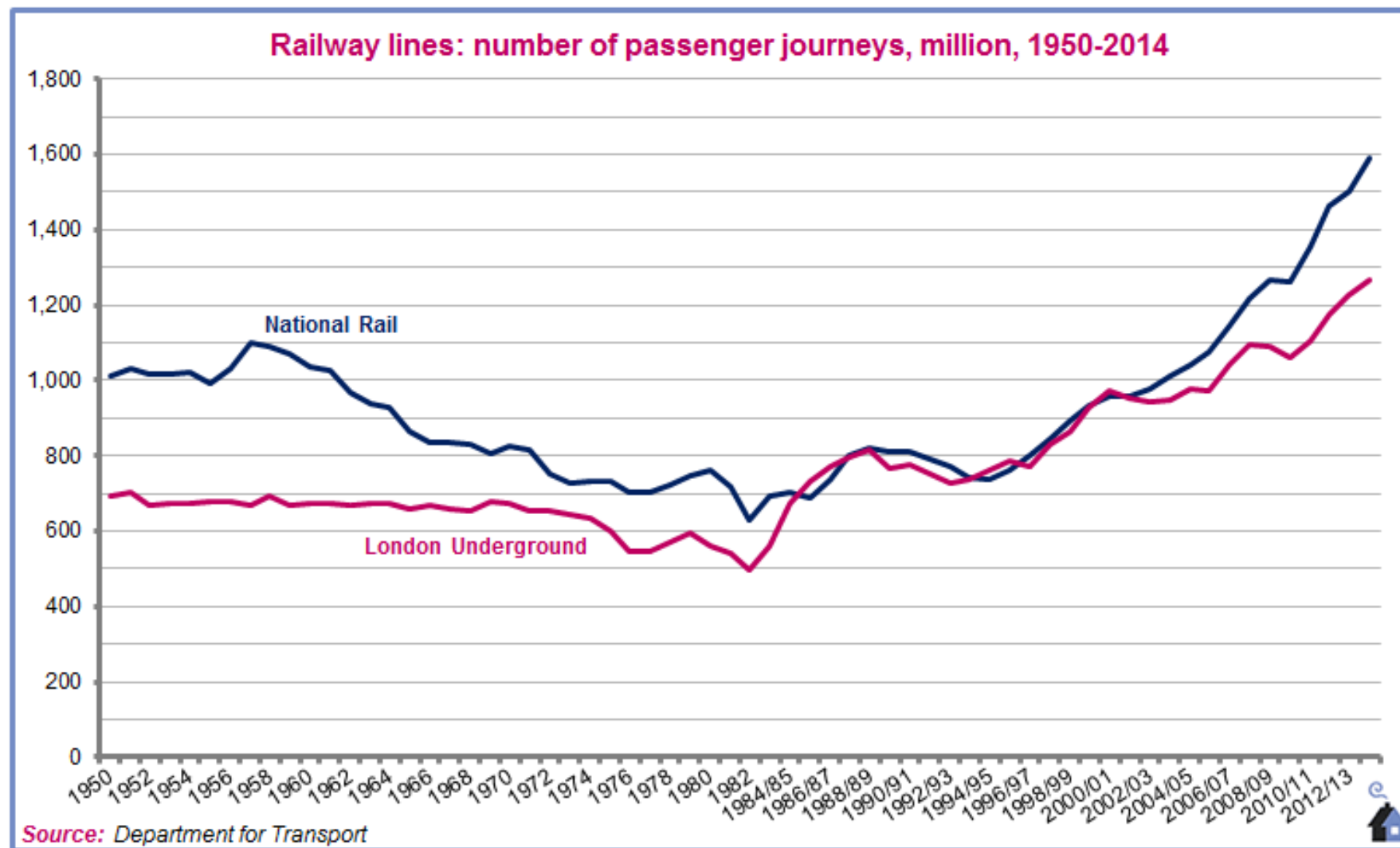
## Cefn Mawr and the Aqueduct





## Cefn Mawr and the Aqueduct





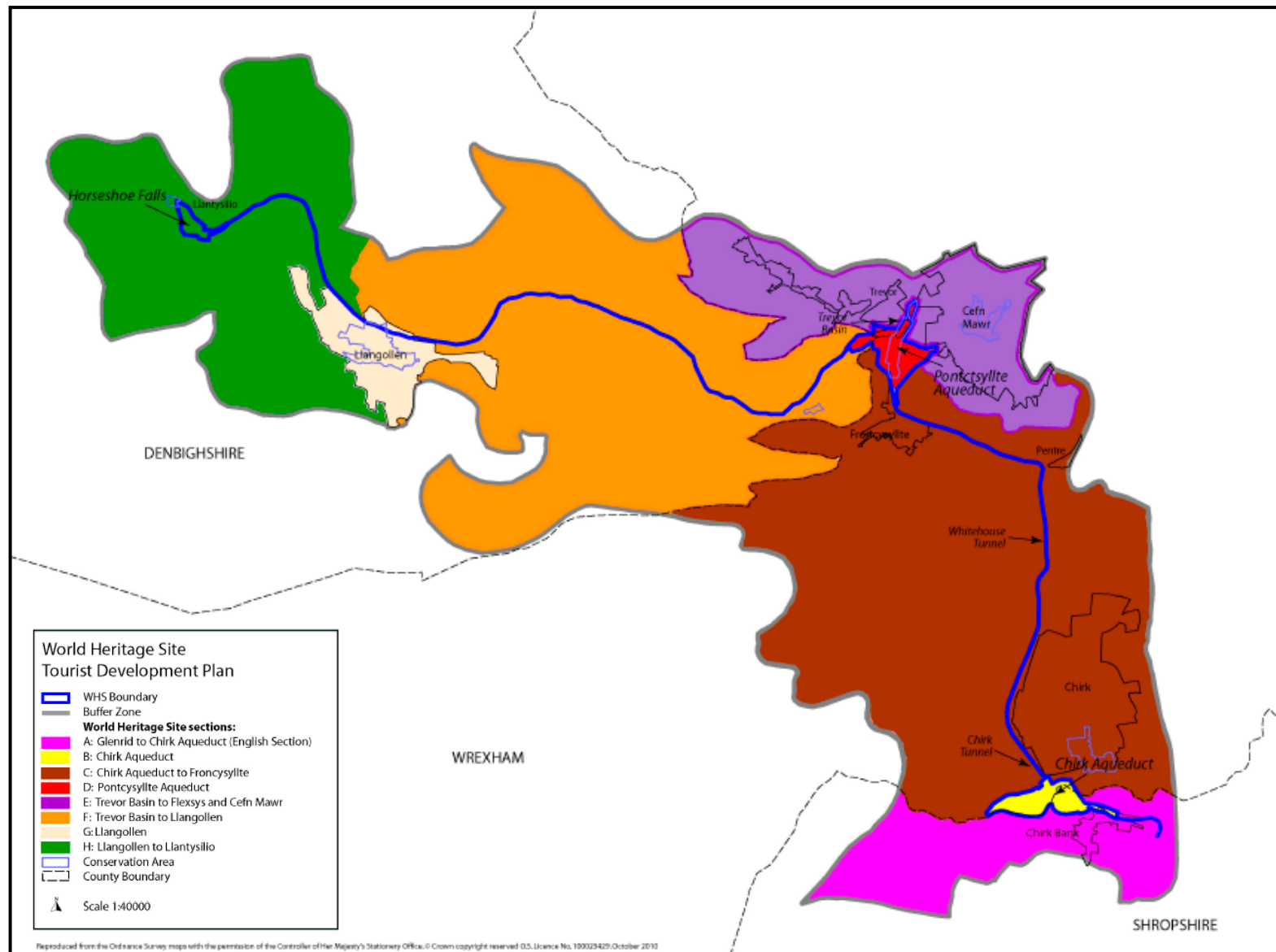




## Cefn Mawr and the Aqueduct

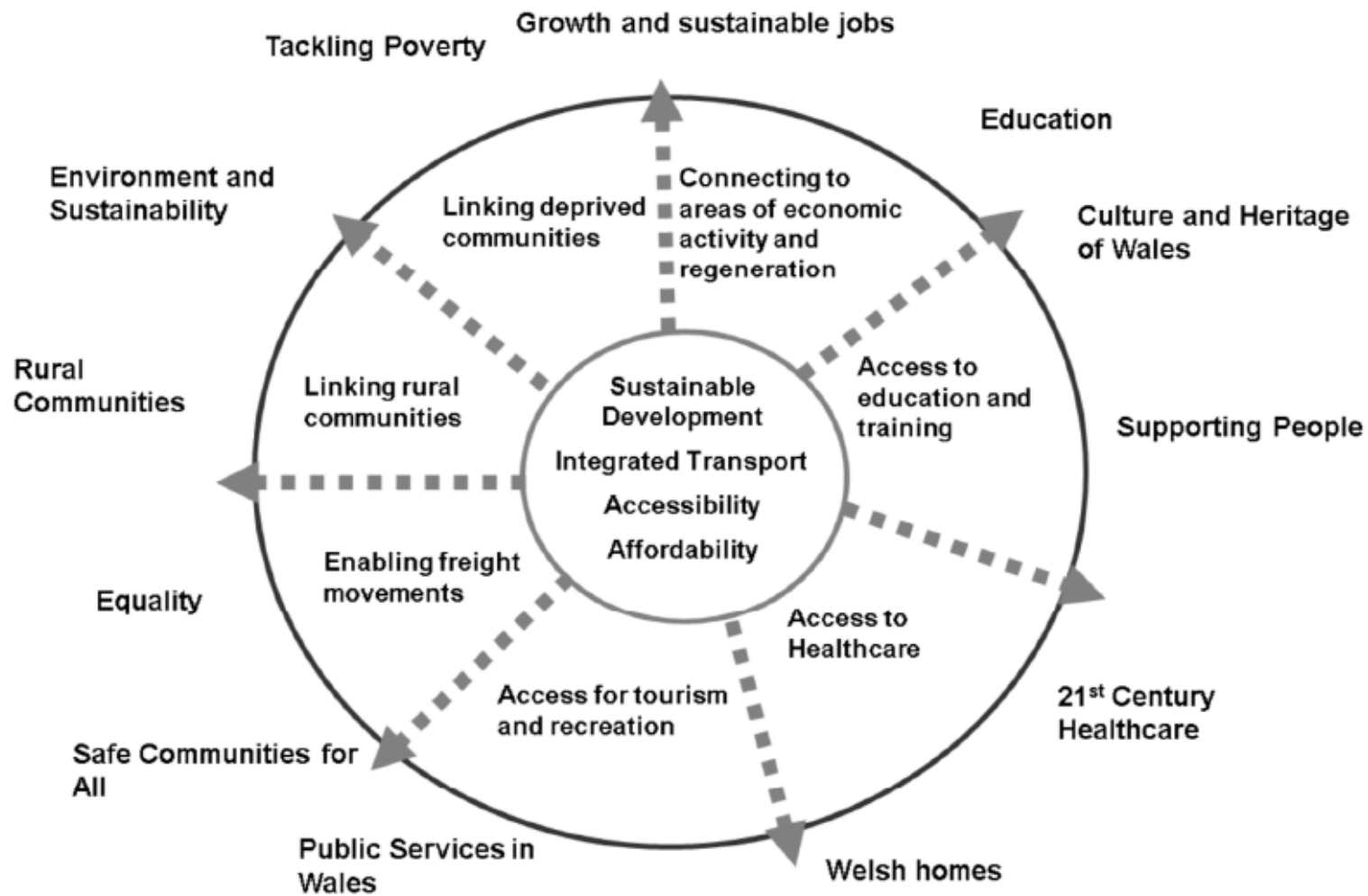


## Cefn Mawr and the Aqueduct





**Figure 2.1: Transport Links to Programme for Government Priority Area<sup>3</sup>**



North Wales Joint Transport Plan Draft 2014

## Useful Links and References:

### PDF Publications by PKC Group

- Windborne Gate Central Parking
- Jessop's Tramway
- Cefn Signage Strategy
- Cefn Railway Station
- Plas Kynaston Canal & Marina Proposal 2015
- LDP2 - The Cefn & Cefn Mawr

### WAG & WCBC Publications

- WAG Sustainable Tourism for Wales
- WCBC Preferred Strategy Summary

All available from this webpage - <http://plaskynastoncanalgroup.org/ldp2/>

<http://plaskynastoncanalgroup.org/pontcysyllte/jessop-s-tramway/>

<http://plaskynastoncanalgroup.org/>

- Welsh Sustainable Tourism Framework 2007
- Welsh Government Planning Policy for Wales
- Welsh Spatial Plan 2008
- Welsh Government Strategy for Tourism 2013 –2020
- The Welsh Sustainable Development Charter
- Future Generations Act 2015
- The revised Welsh Child Poverty Act 2015,
- Historic Environment for Wales Act 2016
- Environment Wales Act 2016
- WCBC Tourism Draft Plan 2010
- The Welsh Index of Multiple Deprivation 2014
- WCBC Local Development Plan 2013 – 2028 Preferred Strategy
- Local Authority Tourism Profiles 2010-12
- Council Plan 2014-2017

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

<http://www.wrexham.gov.uk/ldp>

## Documentation referenced:

### National:

- Wales Rural Development Program 2014-2020
- Local Sourcing Action Plan 'Food and Drink for Wales'. (2009)
- The Welsh Language Strategy (2012-2017)
- WG Woodlands For Wales (revised 2009)
- Towards Sustainable Growth: An Action Plan for the Food and Drinks Industry 2014-2020
- Continuity and Change – Refreshing the Relationship Between Welsh Government and the Third Sector (2013)
- One Wales: One Planet: A sustainable development scheme for Wales (2009)
- Climate Change Strategy for Wales (2010)
- Fuel Poverty Strategy (2010)
- Wales Infrastructure Investment Plan (2012)
- Energy Wales: A Low Carbon Transition (2012)
- Sustainable Tourism Framework 2007
- Strategy for Tourism 2013 to 2020 Partnership for Growth
- Strategy for Tourism 2013 to 2020 Framework Action Plan Year 2
- Strategy for Tourism 2013 to 2020 Framework Action Plan Years 1-3
- The Food Tourism Action Plan for Wales 2015-2020
- Local Authority Tourism Profiles 2010-12 Wrexham Statistics
- The Economic Impact of Tourist Information Centers In Wales 2012
- Traffic Signs for Tourists on Trunk Roads
- NMWTRA Trunk Roads
- Visits to Tourist Attractions in Wales 2014
- Wales Tourism Business Survey Wave 2-2015
- Planning Policy Wales 2016
- Wales Spatial Plan 2008

### Regional:

- Clwydian Range and Dee Valley Area of Outstanding Natural Beauty (AONB) Sustainable Tourism Strategy and Action Plan (2015-2020)
- Pontcysyllte Aqueduct and Canal World Heritage Site (WHS) Tourism Development Plan (2011) (please note Cefn Mawr is excluded in this).
- Economic Ambition – A Strategy for Change. North Wales Economic Ambition Board (undated)
- Leading and Learning: The experience of collaboration in North Wales. WLGA. (2008)
- Economic Ambition – A Strategy for Change. North Wales Economic Ambition Board (undated)
- The North Wales Tourism Strategy (2010-15)

### Visit Wales

- Self Assessment for Listed Status
- Off Peak Visitor Survey 2013/14
- Visitor Attractions Quality Standard
- North East Wales Brochure 2015



### Local Authority:

- Wrexham County Borough Economic Prosperity Strategy (2012-2016)
- Tourism Signs in Wrexham
- Wrexham Destination Management Plan (2012- 2017)
- Wrexham County Borough Economic Prosperity Strategy (2012-2016)
- Our Wrexham Plan. A Single Integrated Plan for Wrexham (2013-2024)
- Wrexham Community Strategy 2009-2020
- Council Plan 2014 to 2017
- Understanding Customers 2012-13
- WCBC Local Development Plan 2013 to 2028
- WCBC LDP2 Delivery Agreement
- WCBC LDP2 Growth Options
- WCBC LDP2 Settlement Hierarchy & Development Potential
- WCBC LDP2 Sustainability Appraisal & Scoping Report
- WCBC LDP2 Sustainability Appraisal
  - LDP2 Topic 1 Natural Environment
  - LDP2 Topic 2 Built Environment
  - LDP2 Topic 3 Community Well Being & Cohesion
  - LDP2 Topic 4 Waste
  - LDP2 Topic 5 Minerals
  - LDP2 Topic 6 Economy & Employment
  - LDP2 Topic 7 Population & Housing
  - LDP2 Topic 8 Infrastructure
  - LDP2 Topic 9 Climate Change & Energy
  - LDP2 Topic 10 Transport

## Appendix A

**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

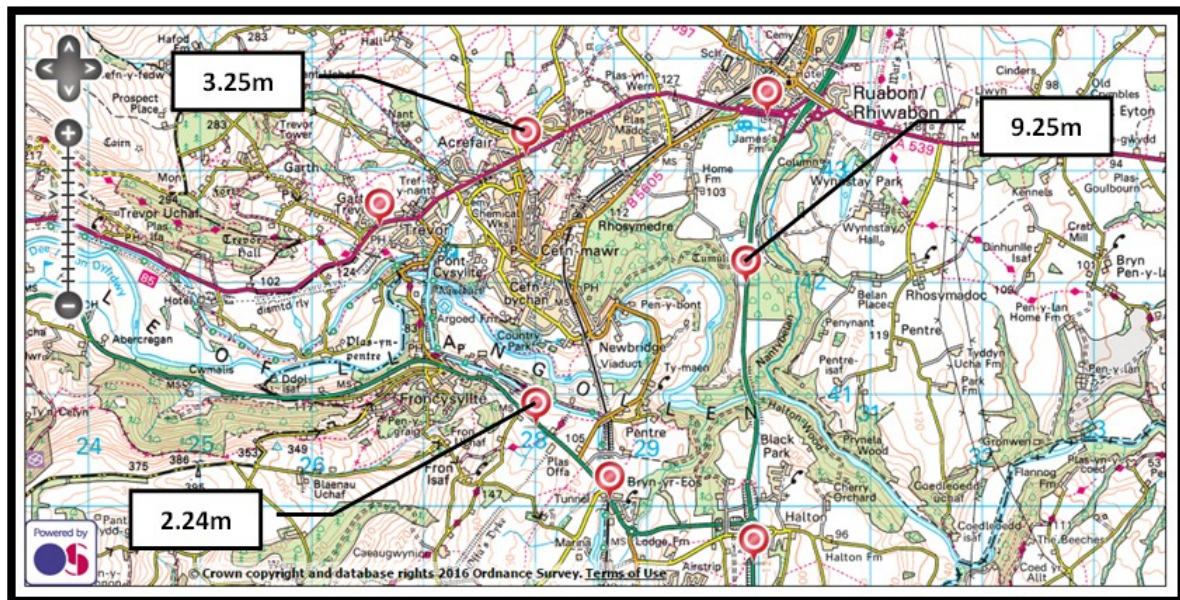
**The Free Press 28<sup>th</sup> November 2014** "Joe Bickerton, project manager at Wrexham Council's destination management, said since it was named a World Heritage Site in 2009, the aqueduct has seen visitor numbers double. Last year, more than half a million visitors from around the world visited the Trevor Basin – where the main Pontcysyllte Aqueduct arrival point is." <http://www.denbighshirefreepress.co.uk/news/141344/visitors-double-at-pontcysyllte-aqueduct-since-earning-heritage-honour.aspx>

**Daily Post 26<sup>th</sup> June 2014** "Pontcysyllte: World status helps double visitor numbers to aqueduct from 250K to 500K and 5.5 million spent" <http://www.dailypost.co.uk/whats-on/whats-on-news/pontcysyllte-world-status-helps-double-7329648>

Ranking position compared to 2014	2015 Ranking	Waterway	2014 Waterway Average lock counts	2015 Waterway Average lock counts
=	1	Central Shires	4440	4289
=	2	South East	4042	4000
=	3	North Wales & Borders	3700	3569
=	4	West Midlands	2755	2747
=	5	Kennet & Avon	2250	2360
=	6	South Wales & Severn	1985	2086
=	7	London	1863	1869
=	8	Manchester & Pennine	1285	1285
=	9	North West	1175	1217
=	10	North East	1057	953
=	11	East Midlands	830	851

Table taken from the CRT Annual Lockage Report 2015 showing North Wales & Borders as ranking third in the number of canal lock operations national basis with 15,000 boat movements reported annually.

## Appendix B



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

### A5

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.

### A483

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

## Cefn Mawr and the Aqueduct

### A539

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>

### Traffic Volumes

The good news is that given the current road traffic volumes passing Cefn Mawr annually and the opportunities Cefn Mawr has at the centre of the World Heritage Site being a junction point of road, rail and marine transport infrastructure the current state of depression and weak economy can be completely reversed.

There is absolutely no reason why we cannot turn our economy around on to a commercially sound footing that can support the sustainable development of our community in line with the desired goals of the Welsh Assembly Government under the Sustainable Development Charter that the new WCBC LDP2 is based on and is an essential step in that process of establishing Cefn Mawr as a central destination and transport hub for the WHS, Dee Valley and South Wrexham.

This can turn the Cefn & Cefn Mawr into a very viable and vibrant community in the county of Wrexham and the nation of Wales during the course of the LDP2.

### Appendix C

#### Importance of Tourism

The Wales Tourism Satellite Account (TSA) estimates total tourism spending in 2011 of £4.5bn, representing a Tourism Gross Value Added (GVA) of £1.8bn – around 4.4% of total direct GVA for the Welsh economy. Emerging research suggests that when indirect impacts are added, the Tourism GVA increases to £2.5bn, which represents 6% of the whole economy. In 2011, the TSA estimated that 8.3% (88,300) of all full time equivalent jobs in Wales were directly supported by tourism spending. With indirect (supply chain) added, this total FTE employment rises to over 100,000, which is equivalent to around 9.5% of all Welsh FTE jobs.

If we look further than the tourism sector impact to include the wider hospitality sector (hotel, restaurants and catering), Oxford Economics in 2012 indicated that the hospitality industry in Wales employed 9.2% (126,000) of the workforce.

Extract from the Welsh Government Stagey for Tourism 2013 – 2020 page 7



# Cefn Mawr and the Aqueduct

## Appendix D

Main Items	Length	Cost	Total	WBG	JT	CFP	TISS B&W
WBG1 Basin to Queens Street fitting new Mesh Panel Fencing parallel to PKC	180	£75.00	£13,500.00	£13,500.00			
WBG2 Back of parking lot fitting new Mesh Panel Fencing to secure main site	160	£75.00	£12,000.00	£12,000.00			
WBG Gates moving existing gates, reuse No 4 gates			£5,000.00	£5,000.00			
JTF1 Main site side fitting new Mesh Panel Fencing including the top section at Bowens Lane	400	£75.00	£30,000.00		£30,000.00		
JFT2 Up hill side fitting new Mesh Panel Fencing	300	£75.00	£22,500.00		£22,500.00		
<b>Sub total</b>			£83,000.00				
Removal of WBG1 old fencing	110	£25.00	£2,750.00				
Removal of WBG2 old fencing	200	£25.00	£5,000.00				
<b>Sub total</b>			£7,750.00	£7,750.00			
Tree Saplings for screening	300	£15.00	£4,500.00	£3,375.00	£1,125.00		
Planting	300	£15.00	£4,500.00	£3,375.00	£1,125.00		
Gravel track bed at Trevor Basin			£5,000.00		£5,000.00		
<b>Sub total</b>			£14,000.00				
Scraping and landscaping			£20,000.00	£12,000.00	£8,000.00		
Stone and period brick wall repairs			£25,000.00		£25,000.00		
Timber covered seating area			£15,000.00			£15,000.00	
CCTV system			£15,000.00	£5,000.00	£5,000.00	£5,000.00	
Toilet block			£65,000.00			£65,000.00	
Architects & Agents fees			£15,000.00	£5,000.00	£5,000.00	£5,000.00	
<b>Sub total</b>			£155,000.00				
Ebenezer Arts & Visitor Centre fitting out			£100,000.00			£100,000.00	
Ebenezer repairs			£43,250.00			£43,250.00	
Brown & White Signs	20	£5,000.00	£100,000.00			£75,000.00	£25,000.00
Local Sign Posting			£20,000.00			£20,000.00	
Printing			£30,000.00			£30,000.00	
<b>Sub total</b>			£293,250.00	£67,000.00	£102,750.00	£358,250.00	£25,000.00
<b>Grand Total</b>			£553,000.00				
<b>Grants Applied For</b>							
RCDF (to be allocated to WBG and JT)			£128,000.00				
CFP (to be allocated to Ebenezer, toilet block and other public facilities)			£350,000.00				
WCBC Enablement Loan			£20,000.00				
PKCG Trust Fund Raising			£30,000.00				
TISS Funding contribution (to be channel towards Main Road B&W signage)			£25,000.00				
<b>Total</b>			£553,000.00				
<b>Match Funding Capacity</b>							
PKC Group raises £30K + £20K Enablement Loan from WCBC			£50,000.00				
Possible funding raised by new CPR Group for Cefn Mawr?							
Three years rent free for Ebenezer by WCBC as Arts & Visito Hub / Center for Cefn Mawr			£45,000.00				
This is then 19.89% match funding against overall total to help secure grants			£95,000.00				

Project Estimated costing as of 26<sup>th</sup> May 2016



## Appendix E

### The European Structural Funds & Rural Development Plan Programs

NORTH WALES ECONOMIC AMBITION BOARD – PRIORITY PROGRAMMES & PROJECTS					
Theme	Regional Programme (Responding to EAB Priorities)	Indicative Project Activity	Potential Delivery Level		
			National	Regional	Local
ACCESSIBILITY & CONNECTIVITY	Economic Growth in North Wales – Regional Employment Sites Access / Connectivity  (ERDF Priority Axis 4: Connectivity & Urban Development)	North Wales Rail Modernisation		✓	
		North Wales Public Transport Hubs		✓	
		A55 TEN-T Road Network enhancement and access to / from		✓	
		Anglesey Enterprise Zone: Utilities Infrastructure Programme (part of project)		✓	✓
		Anglesey Enterprise Zone: Llangefni Strategic Infrastructure Programme (part of project)		✓	✓
		Snowdonia Enterprise Zone – Llanbedr Airfield Site Infrastructure (part of project)		✓	✓
		Extension of enterprise grade broadband network to all North Wales Enterprise Zone sites		✓	✓
		Holyhead Port Redevelopment		✓	

Note in this extract Rail Modernisation and Public Transport Hubs are indicted as key points for North Wales. A train station at Cefn Mawr adjacent to Tesco in the centre of the second largest community in Wrexham would certainly satisfy both of these regional objectives. This will enable The Cefn & Cefn Mawr to become a Tourist & Transport Hub for the Pontcysyllte WHS, Dee Valley and South Wrexham.

	Economic Growth in North Wales - Regional Employment Sites' Infrastructure  (ERDF Priority Axis 4: Connectivity & Urban Development)	Anglesey Enterprise Zone: Utilities Infrastructure Programme (part of project)		✓	✓
		Snowdonia Enterprise Zone – Llanbedr Airfield Site Infrastructure (part of project)		✓	✓
		Snowdonia Enterprise Zone – Trawsfynydd Site Infrastructure		✓	✓
		Anglesey Enterprise Zone: Llangefni Strategic Infrastructure Programme (part of project)		✓	✓
	Economic Growth in North Wales - Regional Strategic Sites & Premises  (ERDF Priority Axis 4: Connectivity & Urban Development)	Anglesey Enterprise Zone: Strategic Sites & Premises		✓	✓
		Doc Fictoria - Caernarfon Creative Industries Centre		✓	✓
		Wrexham Creative Industries Centre		✓	✓
		Anglesey Enterprise Zone: Llangefni Strategic Infrastructure Programme (part of project)		✓	✓

Again a railway station at Cefn Mawr would enable the Rhosymedre Industrial Estate to become one of the most successful industrial estates in Wales through improved transport links diving Economic Growth. We are gaining a lot of support for this and most people realise the increased real estate values that would be generated combined with good employment opportunities as companies moved onto the estate because of the ease and reliability of transport. This would also directly alleviate local unemployment which ranks as the highest in Wrexham.

## Cefn Mawr and the Aqueduct

	Economic Growth in North Wales - Regional Regeneration (ERDF Priority Axis 4: Connectivity & Urban Development)	Colwyn Bay Waterfront Phases 2&3 ( <i>part of project</i> )		✓	✓
		NW Physical Regeneration Programme		✓	
		Caernarfon Heritage led Regeneration Programme and Tourist Destination Development ( <i>part of project</i> )		✓	✓
		Rhyl Coastal Facilities		✓	✓
		Colwyn Bay Transport Interchange		✓	✓

Again under this section of ACCAESSIBILITY & CONNECTIVITY North Wales Regeneration is indicated as an ERDF Priority Axis 4 for Connectivity & Urban Development and the Cefn & Cefn Mawr is a Rural / Urban community in North East Wales.

ENERGY	Low Carbon North Wales (ERDF Priority Axis 3: Renewable Energy & Energy Efficiency)	North Wales Marine Energy Programme		✓	
		Domestic Energy Efficiency Collaboration (North & Mid Wales)		✓	
		MORLAIS Marine Renewables Infrastructure		✓	✓
		Marine Energy: Welsh Offshore Training Centre	✓	✓	
		Anglesey Community Power Network Management			✓
SKILLS	Opportunity North Wales – Regional Skills & Employment Priorities (ESF Priority Axis 1: Tackling Poverty through Sustainable Employment) (ESF Priority Axis 2: Skills for Growth) (ESF Priority Axis 3: Youth Unemployment Attainment (Youth Unemployment in East Wales))	ASPIRE - Regional NEETs Programmes • Aspire 11-16 • Aspire 16-18 • Aspire 18-24		✓	
		Gallu / Ability - Regional Workforce Development Programme		✓	
		Regional Economic Inactivity Programme		✓	
		STEM in North Wales		✓	

**Renewable Energy**, The Cefn & Cefn Mawr has the capacity for renewable energy through micro hydro electric schemes. This is clearly indicated through the topography of the landscape combined with the annual rain fall. The concept for this has been proven and the prime sites previously identified by the old mills that once operated in the area.

**SKILLS:** simply put here without any waffle, the more chances we give our young people the better, however it should also be remembered that learning is a lifelong process and provision should be made for all age groups to progress in their working lives and careers.



## Cefn Mawr and the Aqueduct

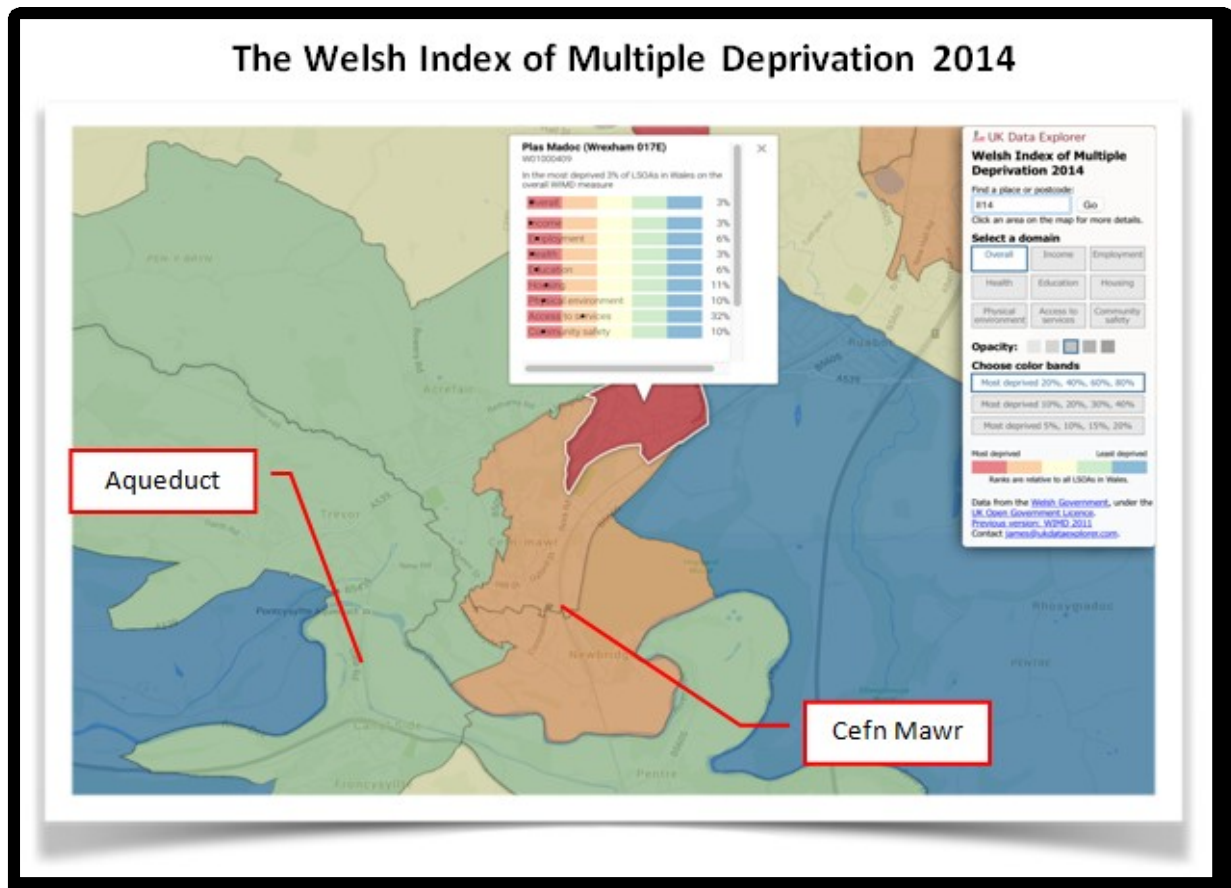
TOURISM	Destination North Wales – Destination Management for Economic Benefit (ERDF Priority Axis 2: SME Competitiveness)	Caernarfon Heritage led Regeneration Programme and Tourist Destination Development ( <i>part of project</i> )		✓	✓
		Colwyn Bay Waterfront Phases 2&3 ( <i>part of project</i> )		✓	✓
	(ERDF Priority Axis 4: Connectivity & Urban Development)	Reconfiguration of Venue Cymru		✓	✓
	Destination North Wales – Making the most of our Culture & Heritage (ERDF Priority Axis 2: SME Competitiveness)	North Wales Cultural Tourism Project		✓	✓
		Making the most of Gwynedd's Culture and Heritage for Regeneration and Economic Development		✓	✓
	(ERDF Priority Axis 4: Connectivity & Urban Development)	Infrastructural improvements within Pontcysyllte WHS		✓	✓

The Pontcysyllte WHS is clearly named in this section of the European Structural Funds & Rural Development Plan Program. However the second largest community in the county of Wrexham that is immediately adjacent to the aqueduct, The Cefn & Cefn Mawr must be taken into account and included in this planning. The previous exclusion and isolation of our community from this will not be tolerated any longer.

## Appendix X

Appendix 4 - Settlement Function and Development Potential spreadsheet																											
	Acrefair/Cefn Mawr	Bangor	Bersham	Bettistfield	Bradley	Bronington	Broughton	Brymbo	Burton	Bwlchgwyn	Chirk	Coedpoeth	Cross Lanes	Dolymern/ Llwynmawr	Froncysyllte	Garth	Glyn Ceirion	Gresford/ Marford	Gwersyllt	Gwynfryn	Halton	Hammer	Holt	Horseman's Green	Llanarmon DC	Llay	Marchwiel
Settlement Function																											
Employment/ Economic Opportunities & Function																											
Labour Force (% of population economically active)																											
Unemployed (% of economically active population out of work)																											
Employment Area Located in the settlement limit / distance to nearest employment area																											
Employment Land Review																											
Employment function conclusion																											
Community Services and Retail Role																											
School																											
Health Care Provision																											
Retail Provision																											
Other facilities																											
Recreation Capacity																											
Sustainable Travel Options																											
Public Transport Provision (bus)																											
Public Transport Provision (train)																											
Walking/ cycling																											
Settlement Function Conclusion	2	3	4	5	4	4	3	3	5	4	2	2	4	4	4	4	3	2	2	5	5	4	3	5	4	3	4
Development Opportunities																											
Potential sites which can accommodate residential development (green or amber sites)																											
Constraints																											
Flooding																											
Sewerage/ waste water treatment																											
Ecology																											
Built heritage																											
Agricultural land classification																											
Mineral resource																											
School Capacity																											
Highways capacity																											

The main aim of this project is to reverse the current cycle of recession & depression of our post industrial community following the closure of the only two major employers, Monsanto and Air products. Cefn Mawr and surrounding villages at the centre of the Pontcysyllte WHS is the largest community in the county of Wrexham outside Wrexham Town and has the highest unemployment rate. Cefn Mawr ranks in the top 30% for WIMD and Plas Madoc, a part of the Cefn Ward ranks in the top 10%.



In contrast the Pontcysyllte Aqueduct, one of NE Wales top tourist attractions sees in excess of 200,000 visitors annually. The aqueduct carries the Llangollen Canal which is rated as one of the busiest, if not the busiest canal in the UK and it is booming.

However the aqueduct and Trevor Basin are criticised for lack of facilities and average dwell times are short before people move on elsewhere, generally by car.

Unfortunately Cefn Mawr sees virtually nothing of this trade, and is largely excluded from the aqueduct by the ex-Monsanto works site. Therefore the main thrust of this project is to breach the ex-Monsanto site as a first step in the reunification of Cefn Mawr and the aqueduct as it once was. This will enable the development of tourism on a sustainable basis in full compliance with ALL the aspirations of the Welsh SDC and the proposed WCBC LDP2.

Cefn Mawr can provide the facilities that the aqueduct lacks, and this will encourage people to explore a wider area, i.e. come into Cefn Mawr as well as visit the aqueduct thereby increasing dwell time. This increase in footfall and business into our community will allow more shops to stay open and reopen, consequently more jobs will become available. This will then help more people back into work while supporting those that are currently in work by increasing the commercial viability of our community which is currently, extremely fragile.



The tourism industry is applicable to all age groups for employment prospects but traditionally favours younger people. The increase in commerce and business activity within our community will result in time, to greater access to services and subsequent reductions in fuel and work poverty. More local jobs simply means more people can walk to work, which directly combats fuel poverty, while also contributing to reductions in CO & NOX production.

Access to information and good advice can help our local people in many ways from basic communication to job seeking and distance learning at the centre of our community in the Ebenezer and Library etc. within walking distance of most. Our aim is to build our local community helping it to cope with and adapt to change. This will lead towards an increased GDP for Cefn Mawr in accordance with the aims of the Welsh Government Rural Communities - Rural Development Program 2014-2020 for the rural economy.