

# Where is Cefn Mawr?

The Lack of Promotion in the Tourist Sector

11/21/2016

PKC Group

Dave M



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WTE Printers  
High Street, Cefn Mawr,  
Pontcysyllte World Heritage Site  
LL14 3B7  
Tel: 01978 821 292

# Where is Cefn Mawr?

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**Please Note:** Although it may appear that we are being anti WCBC in this document that is not the case, we genuinely seek to work with WCBC for the betterment of our community but they also need to work with us which is what this document is about or our community will only continue to decline.

# Where is Cefn Mawr?

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## Introduction

The Cefn & Cefn Mawr, the largest community outside Wrexham Town in the county of Wrexham is suffering from a serious lack of footfall in what used to be a very viable and vibrant community which formed a commercial hub for South Wrexham. The present sad state of affairs has come about because of a number of reasons, some of which cannot be changed and some of which can.

The Cefn & Cefn Mawr is a post industrial community dating back to the beginning of the Industrial Revolution from when the community and surrounding villages were borne. Originally the Ellesmere Canal came because of the rich mineral deposits to be found in the area, such as coal, iron stone, lead and copper. These deposits extracted from the many mines sunk in the area lead to the iron and steel industries becoming established to process the raw minerals into higher value materials such as pig iron, copper, lead and zinc ingots, castings, pipes and other iron and steel work. Clay was also in abundance and with the availability of coal to fire the kilns, this lead to bricks works and other famous terracotta clay products being produced. With the arrival of railways in the mid 1800's iron and steel work continued with the British Iron Works, Lancaster's and eventually Air Products latterly producing large pressure vessels with a highly skilled work force before closure in 2009.

A particular type of coal, cannel coal (a shale type coal) lead to the early production of shale oil and the beginning of the chemical industry at Cefn Mawr in the later half 1800's, later turning to the production phenol following the slump in crude oil prices after the American Oil Bonanza around 1900, much like today. During the first World War Grasser's Plas Kynaston Chemical works became the world's largest producer of Carbollic Acid mainly used in munitions against Germany, Grasser's own people! Following the Great War Monsanto Chemicals went into partnership with Grasser, before taking the site over completely the 1920's. The plant continued until final closure in the years between 2009 and 2014 and final clearance in 2015. In 2016 both sites of the former main employers of the area lie vacant along with other smaller industrial units and enterprises that once used to support them and so the Cefn & Cefn Mawr is a post industrial community, still suffering from the redundancies in our community.

This has left Cefn Mawr with the highest unemployment rate in the county of Wrexham and in the top 30% for WIMD, and unless the present trend is corrected Cefn Mawr will join Plas Madoc in the top 10%, a part of the Cefn over time. This must not be allowed to happen.

However the Cefn & Cefn Mawr lie at the centre of the Pontcysyllte World Heritage Site and although Cefn Mawr has a very low profile on the tourist map, as this document will show, that can be changed. Furthermore, given the volume of road traffic surrounding Cefn Mawr on three main trunk roads, the A5, A539 and A483 with a combined vehicle count +14M vehicles annually the foot fall in Cefn Mawr can be dramatically increased. This will have significant positive effect on the economic viability and vibrancy of our community. Coupled with the transport infrastructure and interchange availability at Cefn Mawr, canal, rail and road combined with the long distance footpath, Offas Dyke and one of the top tourist attraction in North East Wales, the Pontcysyllte Aqueduct and immediately adjacent to the Clywdian & Dee Valley AONB, there is no good reason why Cefn Mawr cannot become a Rural / Urban Transport Hub for South Wrexham, the Dee Valley and the Pontcysyllte World Heritage Site, and a tourist destination in its own right, over the course of the planned LDP2 by WCBC. This can and should be done and we hope you will join us.

Please note we are working towards this in practical ways such as with the Holly Bush Inn, [LDP2](#) work and our campaign for "[Back to the Future for Cefn Mawr](#)" along with our website.

# Where is Cefn Mawr?

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## Cefn Mawr & the Aqueduct



View of Cefn Mawr & the Aqueduct in 2014 after the demise of the Monsanto Works.



The Aqueduct, Cefn Mawr before UNESCO Inscription, since the aqueduct used to be at Cefn Mawr, why not now?

# Where is Cefn Mawr?

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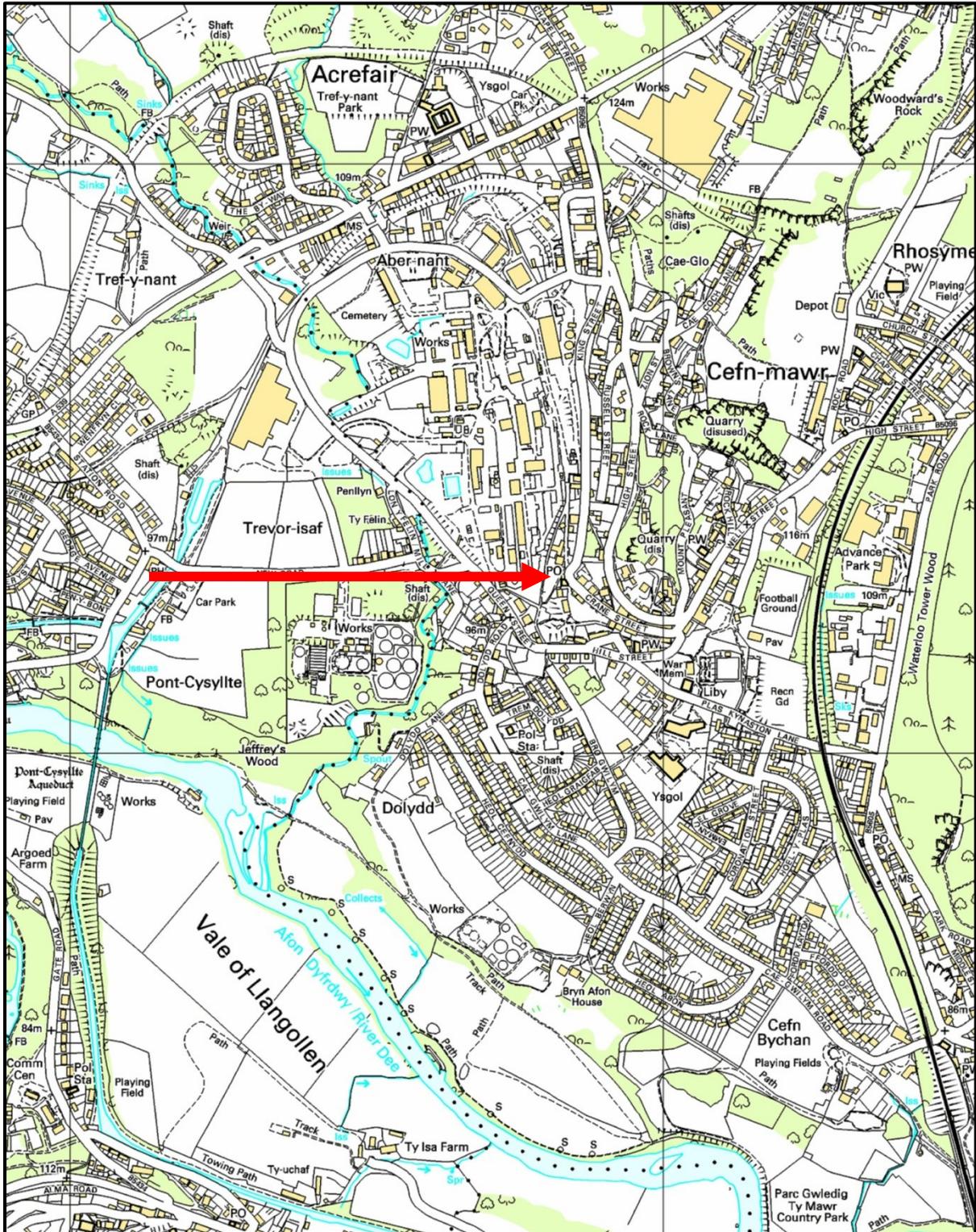


Cefn Mawr from the Trevor Basin Museum in early morning & Queens Hotel centre



Trevor Basin parking seen from the Queens Hotel Cefn Mawr 2015, this is all really the same area.

# Where is Cefn Mawr?



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 Trevor Basin, the [Windborne Gate](#) Interchange Parking Area and the centre of Cefn Mawr.

# Where is Cefn Mawr?

## WCBC DMP 2012 -2017

There are some bad statements about Cefn Mawr in the WCBC DMP 2012 – 2017 that we dispute. The first reference in the document to Cefn Mawr is made on page 40 as below.

The following appendix provides a summary of an audit of a number of potential destination hubs in Wrexham County Borough. This was based on site visits (conducted 24-26<sup>th</sup> April 2012) at the following sites:

- Trevor Basin and Pontcysyllte Aqueduct
- Cefn Mawr
- Erddig Hall
- Chirk Castle
- Chirk
- The Ceiriog Valley
- Wrexham Town Centre – and specifically
  - Wrexham Museum and St Mary's Cathedral
  - St. Giles Church and High Street.

The assessment looked at a number of different elements of destination delivery including:

- The overall attraction and offer
- Access and parking
- Orientation and waymaking
- Visitor specific facilities
- Street furniture and general facilities
- Environment.

The scale and quality of supply of facilities within these categories were assessed and scored out of 5 (1 would be very poor, 3 average, 5 excellent). The scoring does, to some extent, take account of the scale and nature of the site/hub in question.

And Cefn Mawr is then scored like this on page 41.

The following table summarises the scores for each of the hubs.

Site / hub	Overall attraction / offer	Access / parking	Orientation / waymarking	Visitor facilities	Street furniture etc	Environment	Total
Trevor Basin	3.5	3	3.5	3	3	3.5	19.5
Cefn Mawr	1.5	3.5	3	1.5	3	2.5	15
Ceiriog Valley	4	2	3	3.5	4	4	20.5
Chirk Castle	4	3.5	3.5	5	4.5	4.5	25
Chirk	3	3.5	4	2	3	3	18.5
Erddig Hall	4	3.5	4.5	4	4	4	24
Wrexham Town Centre (overall)	3	3	3	2	3.5	3	17.5
Wrexham – Museum / St. Mary's	3	3	3	3.5	3	3	18.5
Wrexham – St Giles / High Street	2.5	3	3	2	3	3.5	17
<b>TOTAL</b>	<b>28.5</b>	<b>28</b>	<b>30.5</b>	<b>26.5</b>	<b>31</b>	<b>31</b>	

Please note we question these figures and do not agree with them, and ask how they are supported?

# Where is Cefn Mawr?

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## Overall Attraction / Offer

Cefn Mawr Village receives the lowest mark by far despite all the good work of the THI that we hear so much about from WCBC?

## Access & Parking

These are both primary problems for our village centre and we should have received a low score for this. Yet we have one of the highest which is just not true and plain nonsense.

## Orientation & Way Marking

We do not contest this other than state the signage and mapping for Cefn Mawr is one of the worst examples possible as this document proves. So one may question how we are put on a par with the other areas?

## Visitor Facilities

Cefn Mawr is given the lowest rating at 1.5 and clearly has far more facilities than Trevor Basin which has virtually none and receives a higher mark of 3, WHY?

## Street Furniture

Again what ever happened to regard for all the THI work when they were scoring this. I can personally vouch for how well our traditional shopping centre looks even in the current and unnecessary economic recession our community is suffering, in comparison to many other similar villages. However unless the economy of our community can be turned around by reuniting Cefn Mawr & the Aqueduct this will be lost through the village becoming derelict with the introduction of commercial rates and further subsequent shop closures on the main streets in the not too distant future.

## Environment

Cefn Mawr again receives the lowest mark which may have been true when Monsanto / Flexsys / Solutia were in production and the atmosphere was regularly polluted with H<sub>2</sub>S, Hydrogen Sulphide Gas, a known toxic gas, but those days have gone and this needs to be reviewed.

- **Cefn Mawr** is at an embryonic stage of development for visitors. Medium term opportunities lie in development of the Country Park – at the Aqueduct end, and in the longer term the development of the Flexys site by the Trevor Basin. However, the lack of current reasons to visit and of visitor infrastructure, and the relative distance from the Pontcysyllte Aqueduct mean drawing visitors into the town centre will be difficult.

The only other mention Cefn Mawr gets is this, which has obviously not taken into account WBG, JT or any of the other PKCG proposals that will work. Furthermore these few negative statements about our community is all that Cefn Mawr gets, however there are numerous references to the aqueduct without reference to our community. This can only be construed as promoting segregation which was not apparent before WHS status.

# Where is Cefn Mawr?

## WHS Tourism Development Plan 2011 & Busses

### ii) Cefn Mawr

The village of Cefn Mawr is intrinsically linked to the building of the Aqueduct and Canal through the location of the Plas Kynaston Foundry (where the iron troughs were made) and the local Cefn quarry which provided stone for the piers. The good work that has and is being delivered through Phase 1 of the Cefn Mawr Townscape Heritage Initiative (Wrexham Council working with local landowners to upgrade shop frontages/buildings within the designated THI area and funded predominantly by Heritage Lottery Funding), has made a major impact on the feel and environment along the High Street. This work will also continue through a Phase 2 THI scheme from April 2011 onwards. In addition to this Wrexham Council has supported the Dee Valley Community Partnership to redevelop key buildings within Cefn Mawr such as the Ebenezer Chapel on Crane Street. As a result of this work and investment Cefn Mawr is now ripe for the influx of visitors which WHS designation could bring in order to consolidate the potential which has been created by improvements to the physical realm and streetscape. Cefn Mawr could so easily be turned into a thriving village and tourism hub, akin to Ironbridge village and Blists Hill at Ironbridge. Trails, car and coach parking and **branded bus routes could spread visitors from the hub at Trevor Basin in to the village.**

This is what was planned for Cefn Mawr in 2011, a bus service from the Trevor Basin to Cefn Mawr. The PKC Group did not think this was a good idea and still don't. The idea of people driving to the Aqueduct and then hopping on a bus to go into Cefn Mawr does not stack up. It does not hold appeal just ask yourself the same question, no need for consultants on this issue.

## PUBLIC TRANSPORT 2014

**2014:** The traditional village centre of Cefn Mawr, the second largest community in the county of Wrexham lost its bus service. This was rerouted to serve Tesco while Cefn Mawr high street has been left with **NO PUBLIC TRANSPORT.**



**2016:** The Old Vaults pub and the former bus stop opposite the **Holly Bush Inn** Cefn Mawr. These buildings are on Cefn Square at the very centre of the village. The Old Vaults pub closed in 2012 but was reopened again as a Chinese Takeaway in 2014. However takings have been so low even the Chinese are thinking about selling up moving on!

# Where is Cefn Mawr?

## The ARUP Master Plan 2012

The ARUP Master Plan as announced by WCBC, CRT and other third parties in 2012 completely misses out the community of Cefn Mawr is totally unaware of the requirement for Sustainable Development and Poverty Mitigation. It talks of building new hotels, bars, restaurants and shops at the Trevor Basin while the community of Cefn Mawr struggles to survive?



## The P Smithyman Master Plan 2014

Prepared for WCBC & CRT and completely fails again to address the community of Cefn Mawr. The main purpose of this document is to promote a 1.5M pound café build at the aqueduct. This sum also includes £200,000.00 for ploughing up a field as a car park extension at the Trevor Basin and promotes continued use of Reads Yard coach parking immediately next to a children's play area?

We ask what is wrong with using the **Brownfield Site** of the [Windborne Gate](#) which is already hard surfaced as suggested by our group and widely supported in our community. This would enable Sustainable Tourism Development of Cefn Mawr and the Aqueduct rather than continued segregation, isolation and health hazards to our children.

# Where is Cefn Mawr?

## Tourist Information Mapping

### Pontcysyllte World Heritage Site & Surrounding Areas



This bus route map for the Pontcysyllte World Heritage Site by WCBC with Cefn Mawr omitted. Why is Cefn Mawr not shown? 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 our community, if we were paranoid? This clearly needs to be put right if we are going to get Cefn Mawr on the tourist map.

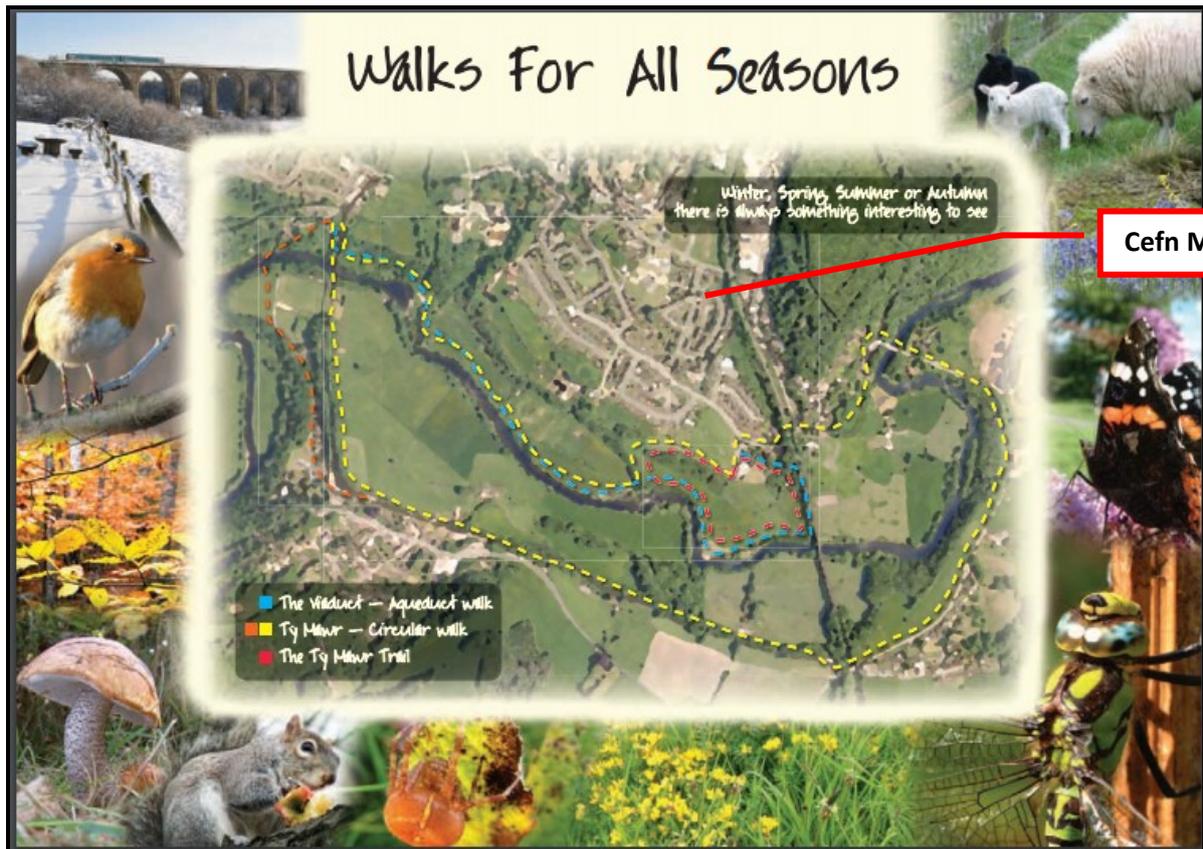


#### Cefn Train Station

Also note the railway line shown, this is the Chester to Shrewsbury line and when [Cefn Station](#) is built next to Tesco this will allow busses to be coordinated with trains establishing Cefn Mawr as a Transport Hub and Tourist Destination for the Pontcysyllte World Heritage Site, Dee Valley and South Wrexham. This would also give Rhosymedre Industrial Estate the impetus to become one of the foremost high tech industrial estates in NE Wales and a prime area of employment for the people of Cefn Mawr. This would be a vast improvement on the current state of affairs.

# Where is Cefn Mawr?

## Ty Mawr Country Park Walks



The Visitor Count for Ty Mawr Country Park is very good averaging approximately 55,000 annually, which is up almost 10,000 from the figures reported in 2012. This is one of the primary assets of the Cefn & Cefn Mawr and shows what can be done with simple promotion and basic facilities.

This pretty map for Ty Mawr Country Park clearly shows how to get from Ty Mawr Country Park to the Aqueduct without having to go into Cefn Mawr. Cefn Mawr is the village in the middle, and although Cefn Mawr is clearly in the middle between the aqueduct and the viaduct, Cefn Mawr is not mentioned once in the leaflet. Why Not? It would have been so easy for this publication to link into and promote the [Cefn Mawr Heritage Trail](#) as well and yet this has not been done, why not? Why not make reference to the Cefn Mawr Heritage Trail?



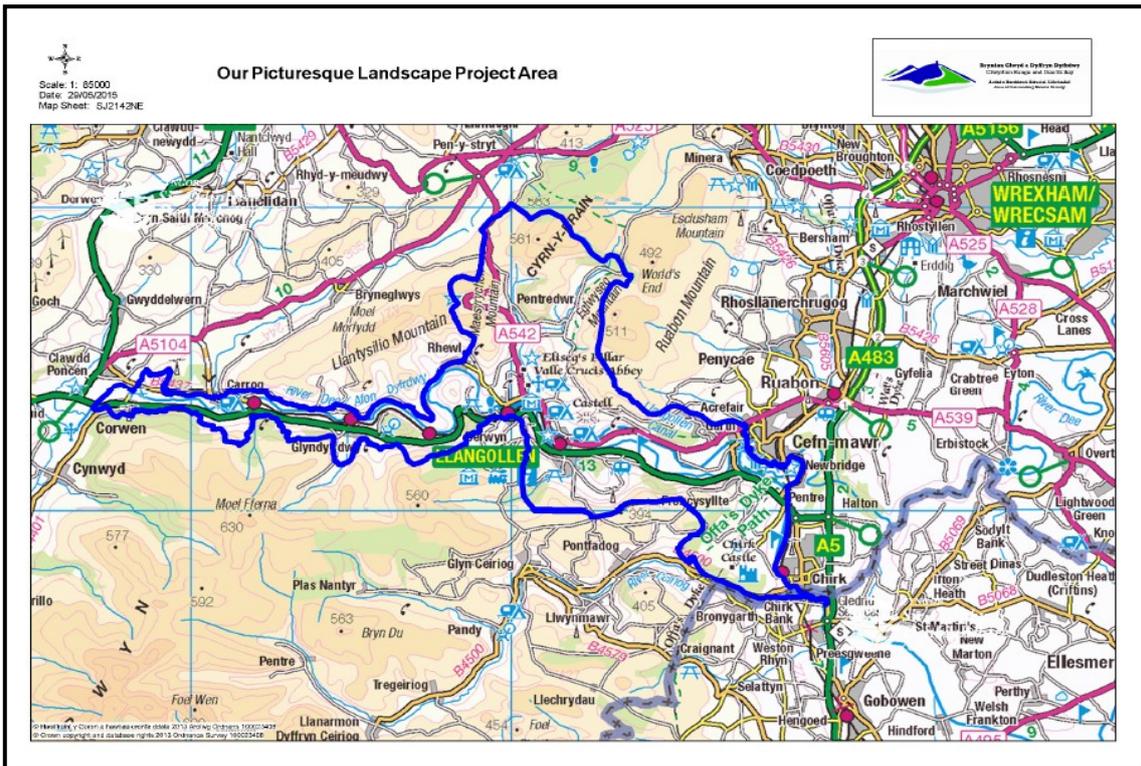
**TANY CUT WOODS**, this charming ancient wood land is on the opposite bank of the River Dee to Ty Mawr Country Park. It would be idea if a simple foot bridge was built across the river linking parks. This would certainly encourage far higher numbers of people to complete a circular walk around the area which would also encourage more people to frequent Cefn Mawr in general if displayed correctly.

# Where is Cefn Mawr?

AONB



In the above AONB map for the Dee Valley and Clwydian Range it would appear that Cefn Mawr is to the eastern side of the A483 and appears to have been displaced by Pontcysyllte?



Although Cefn Mawr is not in the AONB it is obviously immediately adjacent.

# Where is Cefn Mawr?

## Trevor Basin

Welcome to Trevor Canal Basin. During the 18th century this was an important area for early industrial activities and transport.

The Shropshire Union Canal was an important form of transport in pre-rail times. During the Industrial Revolution, Froncysyllte had a thriving limestone industry. The processed limestone was transported by canal as far as mid-Wales and the Midlands.

Telford's Aqueduct is said to be constructed from iron jointed with Welsh flannel and lead dipped in boiling sugar! The mortar contains ox blood, lime and water. The Aqueduct was originally built to extend the canal to Chester. This never happened due to the steep land, rising costs and awkward landowners! At the far end of the basin the canal abruptly ends. The Llangollen branch extends up to the water source at the Horseshoe Falls, Berwyn.

From Trevor Canal Basin you can follow several countryside walks.

- 1 Tŷ Mawr Country Park lies on the banks of the River Dee. The Park has beautiful riverside walks, picnic areas, abundant wildlife and various farm animals. Cefn Viaduct, built by Henry Robertson in 1848, borders the park. It is 147ft high and carries the Chester-Shrewsbury railway line over the River Dee. The Park is open daily throughout the year. (Go down the steps beneath the Aqueduct, turn left and follow the riverside path to the Park. Approximately 3/4 hour).
- 2 Plas-y-n-Pentre (private residence) was originally a farm for Valley Crucis Abbey in Llangollen. After the dissolution of the monasteries by Henry VIII, Roman Catholics were persecuted for their faith. Plas-y-n-Pentre was known as a 'safe house' where secret hiding holes and chapels protected the priests from persecution. (Walk over the footbridge and follow the road downhill. Follow the road parallel to the river and turn right up the steep hill. Turn right onto the canal. Circular walk approximately 3/4 hour).
- 3 The Aqueduct Circular Walk (available in the Boat Museum) will take you past Tan-y-Cut woods, an ancient, semi-natural woodland which is managed for nature conservation. The walk continues to Tŷ Mawr Country Park and then back to the Aqueduct. (Cross the Aqueduct and follow the canal until reaching the main road. Turn left and continue to Tŷ Mawr. Circular walk approximately 2 1/2 hours).

**KEY**

KEY	ALLWEDD
Walk 1	Lwybr Troed 1
Walk 2	Lwybr Troed 2
Walk 3	Lwybr Troed 3
Car park	Maes parcio
Public convenience	Cyfleusterau cyhoeddus
Steps	Grisiau
Photo point	Lle tynnu lluniau

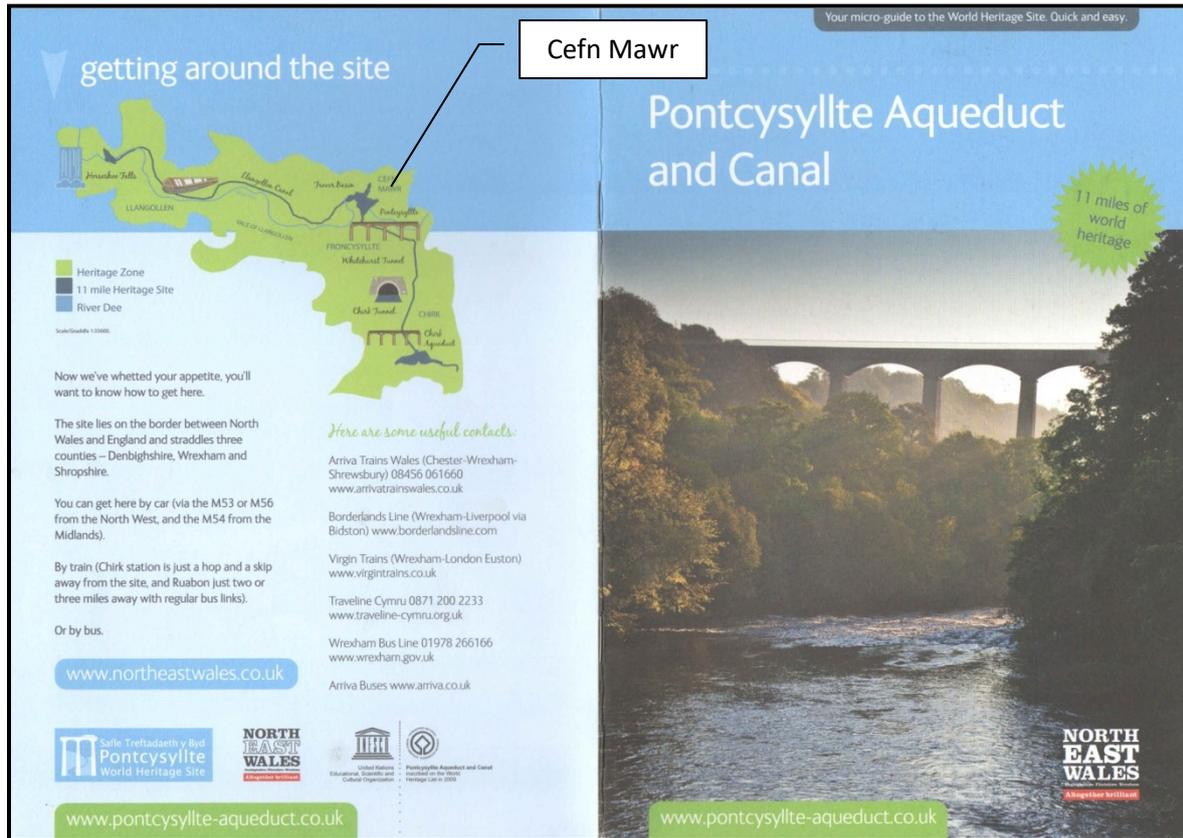
**Medwrch ddilyn nifer o lwybrau troed o Fasn Camlas Trefor.**

- 1 Lleolir Parc Gwledig Tŷ Mawr ar lannau Afon Dyfrdwy. Mae yna lwybrau troed prydfenth ar lannau'r afon, llefydd picnic, digonedd o fywyd gwylt ac amrywiaeth o anifeiliaid fferm. Traphont Cefn, a adeiladwyd gan Henry Robertson yn 1848, sydd yn ffinio'r parc. Uchder y draphont ydi 147 troedfedd ac mae'n cludo rheilffordd Caer-Amwythig dros y Afon Dyfrdwy. Agom y parc yn ddyddiol drwy gydol y flwyddyn. (Ewch i lawr y grisiau dan y draphont ddŵr, trochw i'r chwith, a dilynwch ian yr afon. Tua 3/4 awr.)
- 2 Fferm ar gyfer Abaty Glyn y Groes, Llangollen oedd Plas-y-n-Pentre (tŷ preifat) yn wreiddiol. Wedi i Harri VIII Ddiddymu'r Mynachlogydd, erlidwyd Pabyddion oherwydd eu fydd. Roedd Plas-y-n-Pentre yn dy diegol gyda chuddfannau a chapeli, a amddiffynnai'r offeiriad rhag erlidgaeth. (Cerdwch dros y bont droed a dilynwch y ffordd i lawr allt. Dilynwch y ffordd gyferbyn a'r afon a throchw i'r dde i fyny'r allt serth. Trochw i'r dde at y gamlas. Llwybr cylchol, tua 3/4 awr.)
- 3 Bydd Llwybr Cylchol y Draphont Ddŵr (ar gael yn yr Amgueddfa Cymru) yn eich arwain heib coedwig Tan-y-Cut, tir coedwig hynafol lied-naturiol, a reolr ar gyfer gwarchodaeth natur. Parha'r llwybr at Barc Gwledig Tŷ Mawr ac yna yn ôl at y Draphont Ddŵr. (Croeswch y Draphont Ddŵr a dilynwch y gamlas hyd i chi gyrraedd y briffordd. Trochw i'r chwith a pharhau i gerdded hyd cyrraedd yn ôl i Dŷ Mawr. Llwybr cylchol, tua 2 1/2 awr.)

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.

# Where is Cefn Mawr?

## Pontcysyllte Aqueduct and Canal Guide by WCBC



This handy little pocket booklet produced by WCBC for the Pontcysyllte World Heritage Site lists some of the main features and places in the WHS corridor on its eight pages. Unfortunately though Cefn Mawr is only mentioned once as indicated on the back page which probably means that 99.99% of the people reading this will not be aware of Cefn Mawr. This then obviously is not helping put Cefn Mawr on the tourist map.

Furthermore the website [www.pontcysyllte-aqueduct.co.uk](http://www.pontcysyllte-aqueduct.co.uk) is equally as poor at promoting the Cefn & Cefn Mawr.

The only website to promote the Cefn & Cefn Mawr to the tourist market in real terms has been the PKC Website for the benefit of the community of Cefn & Cefn Mawr and we reached half a million hits on the website as of 12<sup>th</sup> of September 2016. The PKC Group does not receive any public funds for this service and all advertising for public events is provided to the community free of charge.

# Where is Cefn Mawr?

## The Pontcysyllte Website by WCBC

Cefn Mawr has been listed on the WCBC sponsored website as seen below, however it is not easy to find the page as it is buried at the back and not that appealing when you get there, is this the way our community should be presented to the world?

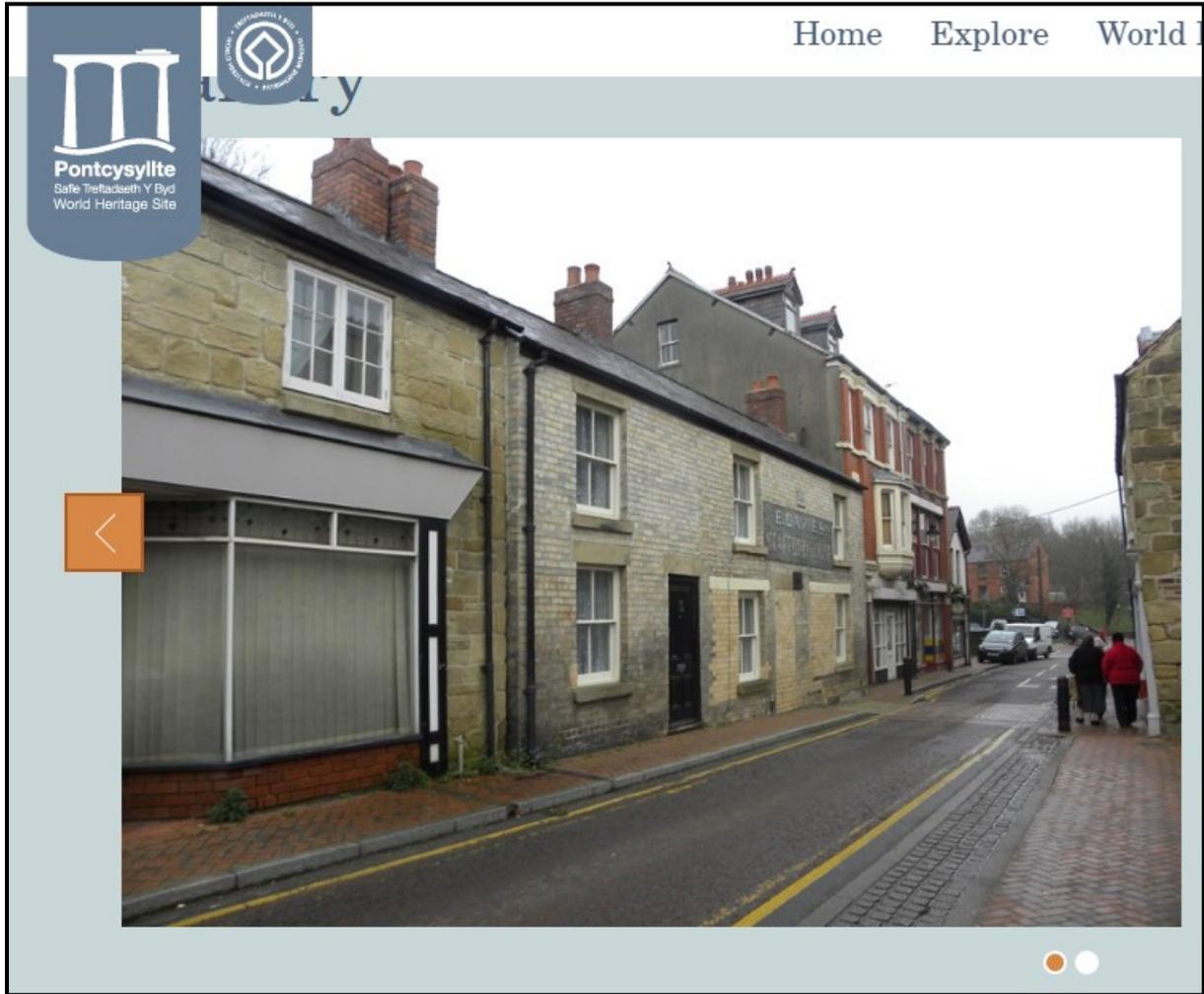


Cefn Mawr, the second largest community in the county of Wrexham and the largest community in the Pontcysyllte World Heritage Site Corridor gets the unnamed balloon at the back of all the other balloons?



On closer inspection we can see that Cefn Mawr has apparently been moved to Rhosymedre which will account for us being at the back and further away from the aqueduct?

# Where is Cefn Mawr?

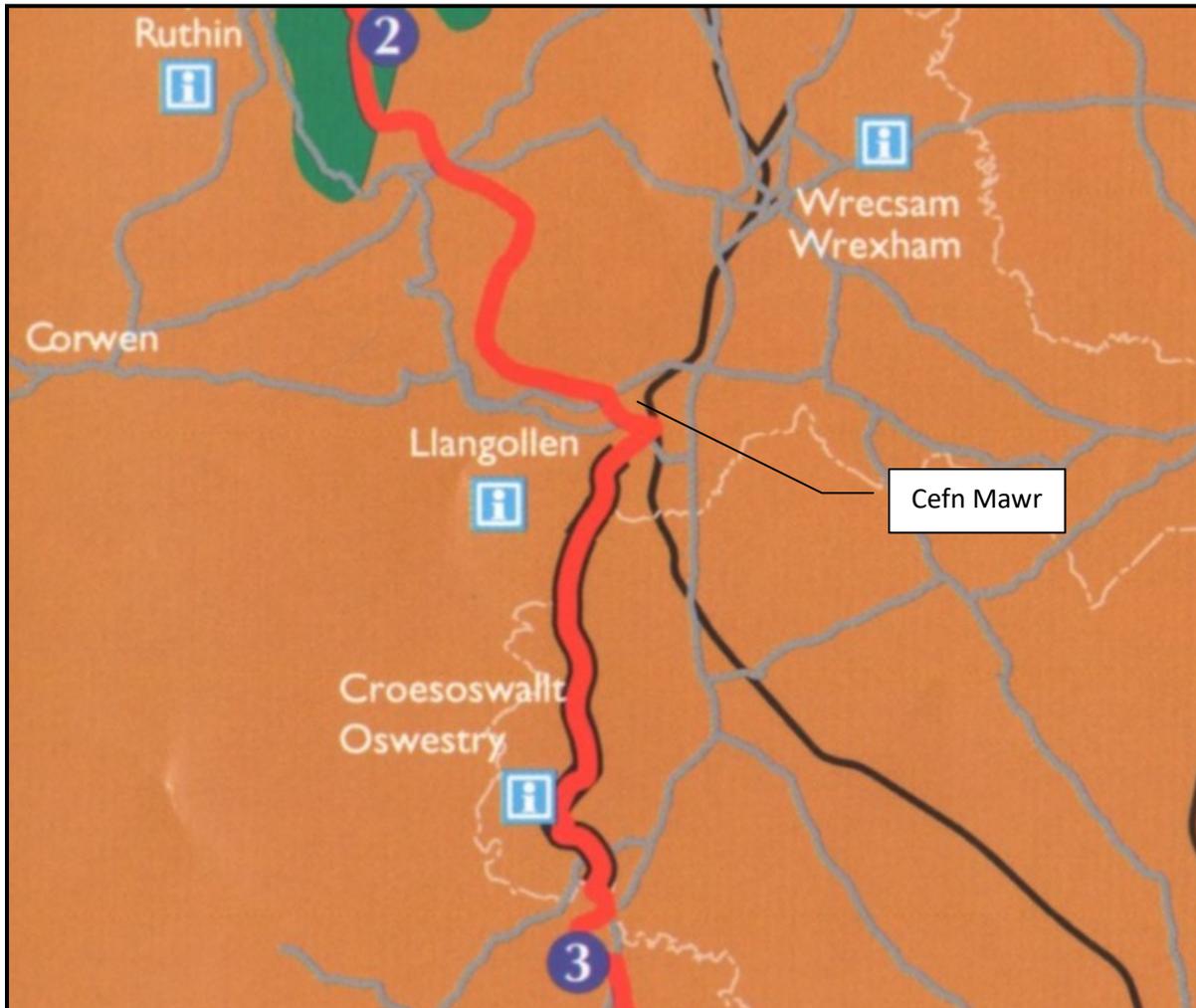


These are the only 2 photographs of Cefn Mawr on the 2016 WCBC upgraded website and not exactly presenting the best image for Cefn Mawr yet again. If WCBC and their website designers are so short of material, they are welcome to use anything they like from the PKC Website which does show a much better image of our community to the world. We also note they have now removed the link to our website but none the less to help our whole area and promote tourism we will keep our link to their website live. Please see

[WWW.PKCGROUP.WALES](http://WWW.PKCGROUP.WALES)

# Where is Cefn Mawr?

## Offa's Dyke



An extract from National Trail Map for Offa's Dyke, shown in red passing Cefn Mawr which is not marked but an important point along the trail as this is a good transport interchange point. This is important for walkers as they quite often require access to public transport or parking facilities and Cefn Mawr is at the centre of an intersection of 3 major trunk roads, the A5, A539 and A483 giving both north south and east west directions of travel. These three major roads are then supplemented with the Chester to Shrewsbury railway line, and a railway [station at Cefn Mawr](#) between Tesco and the Rhosymedre Industrial Estate will do extremely well and will have a high passenger count that will no doubt be used by people walking Offa's Dyke. Furthermore this road and rail interchange is also in close proximity of the Llangollen Canal giving access to the inland waterway network.

In short Cefn Mawr offers a unique combination of transport systems at the centre of the Pontcysyllte World Heritage Site that needs development on a sustainable basis. Off's Dyke just represents as yet untapped potential for our community and we can do something about this.

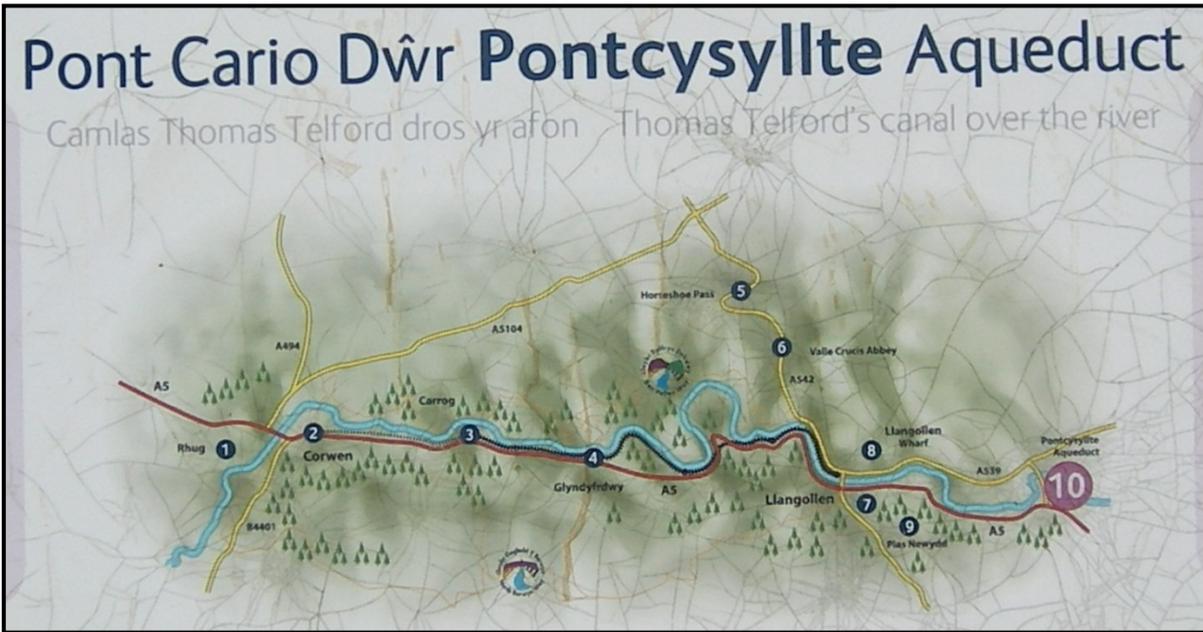
# Where is Cefn Mawr?

## Sign Boarding at Trevor Basin



Again where is Cefn Mawr on this main display board at the Trevor Basin? If you are careful and look very closely you may see reference, but this reference is very small and very easily missed by most people. Therefore again Cefn Mawr goes unnoticed. Visitor count for the aqueduct is 200,000 to 300,000 annually and we can do something about this.

# Where is Cefn Mawr?



Here we have another major display board at the aqueduct that does not show Cefn Mawr at all despite being immediately adjacent to the aqueduct and only 670mts from Cefn Mawr. If Cefn Mawr is going to be consistently left out and excluded like this from every opportunity, what chance will our community have?

# Where is Cefn Mawr?



New sign at Trevor Basin 2016 and where is Cefn Mawr?



On closer inspection of this map Cefn Mawr is mentioned but would appear to have been misplaced in Rhosymedre Industrial Estate on the far side of the Chester to Shrewsbury railway line, despite this sign only being 650mts from the centre of Cefn Mawr. Just another indication of how bad things are and why our community is not seeing any tourists despite being so close to the aqueduct.

# Where is Cefn Mawr?

## Finger Post Signs



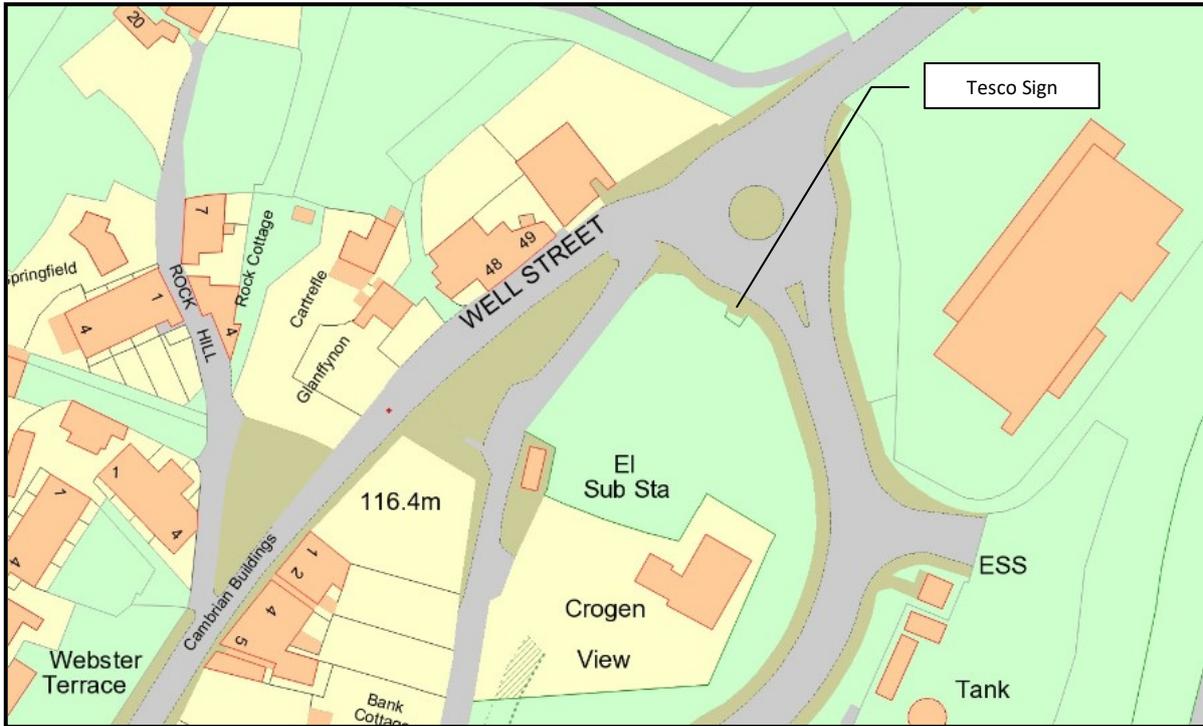
In the long run when the Plas Kynaston Canal is reinstated all the way back to the Queens Hotel in Cefn Mawr, this CRT fingerpost sign on the canal will show Cefn Mawr as well.



By looking carefully at the back of the parking lot at the Trevor Basin you can find this sign which does show the way to Cefn Mawr along the new gravel footpath. But again it is very easily missed by most people visiting the aqueduct. Furthermore by concentrating the parking at the Trevor Basin this maximises the distance into Cefn Mawr reducing the number of people visiting Cefn Mawr. The answer here is central parking at the Windborne Gate, which will also save the field you are looking at from being ploughed up for a car park extension, as planned in the "PS Mater Plan 2014".

# Where is Cefn Mawr?

## Tesco Roundabout



The Tesco roundabout has been a sore point in our community since the arrival of Tesco. The roundabout sends the traffic left along the new Oxford Street built to serve Tesco. This effectively bypasses Cefn Mawr .

When Tesco first opened in 2012 local traders put up sandwich board signs to say their

small shops were still open for business in Cefn Mawr. These were on the grass to the right of this picture. However rather than try to help the small independent traders of Cefn Mawr having to compete with the new multinational Tesco £20M pound super store, diverting the majority of traffic away from Cefn Mawr and to Tesco, WCBC threatened COURT ACTION and PROSECUTION against our own local people.

**2016** the PKC Group are seeking planning permission for signage for Cefn Mawr's Traditional Shopping Centre, with Tesco agreement.

# Where is Cefn Mawr?

## Cefn Mawr Library



Cefn Mawr Library is the only library in the county of Wrexham that is not signposted, why is this?

The PKC group actively supports Cefn Mawr Library and there is a button for it on our website on every page if you care to have a look. This is yet again another indication of how bad things have been allowed to become in Cefn Mawr and why our community is doing so badly despite being surrounded by three major roads carrying over 14M vehicles annually, on the main Chester to Shrewsbury Railway Line, and being adjacent to one of the UK's busiest canals, the Llangollen Canal. There is no good reason why our community should not be doing very well given the opportunity we are surrounded by but not using, and the lack of appropriate signage is a major contributory factor in this. This needs to be addressed and the PKC Group intend to see improvements made for our village. After all our home, the Holly Bush Inn needs customers just as much as everyone else. The truth is we want everyone to do well, simply because if everyone is doing well so will we and this is the way things should be and what our community needs.



# Where is Cefn Mawr?

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The effectiveness of Brown & White Tourist information signage, how effective is it?

This has been demonstrated to us and WCBC in a very practical way. In 2014 Pat Jeffers was saying that residents in Trevor were complaining about the traffic congestion caused by people visiting the Aqueduct. This was then scheduled for a major meeting at the Holly Bush Inn in June 2015 between WCBC, Eastman's, the PKC group and other interested parties such as the Cefn community Council.

However at the meeting Pat informed the attendees that the problem had been resolved by WCBC making improvements to Reads Yard parking lot. Unfortunately this is right next to a children's play area and not a good combination but it did resolve the traffic congestion problems on the roads at that point in time.

Then later in the year the new Brown and White tourist information signs were erected as shown above over the winter of 2015.

At the first Sustain Wales Meeting held in North East Wales in October 2016 at the Holly Bush Inn Pat Jeffers reported that the traffic congestion problem were back again and largely due to overloading of the parking facilities available as people tried to find some where to park. At a subsequent meeting with Janine Baggen from WCBC, she estimated that the head count could now be as high as 300,000 which would indicate and correlate with what Pat Jeffers was reporting and is attributable to the new road signage as shown above. So this gives a working example of what these signs can do for us locally. It is just a pity that Cefn Mawr is not on the tourist map at present.

This overloading of parking at Trevor also indicates the need for the Windborne Gateway Interchange as promoted by the PKC Group which would alleviate all the problems at Trevor and allow tourism to disperse into Cefn Mawr as well as visit the Aqueduct.

Please see [Windborne Gateway Interchange](#) documents.

# Where is Cefn Mawr?

## Rhosymedre Junction



The junction of the B5096 (High Street) and the B5605 (Park Road) is one of the main junctions for Cefn Mawr and is extremely poorly sign posted as can be seen from the photograph looking from the south.



Looking from the north at the same road junction is even worse; Cefn Mawr is extremely poorly signed. We can do something about this.

# Where is Cefn Mawr?

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## The Eagles Junction



The Eagles junction of King Street (B5096) with the A539 is a well know local land mark because of the pub in the local community. However for the tourist market that are not familiar with the local area it is plainly not marked at all with no sign posting for Cefn Mawr. Furthermore this is one of the main junctions for our village. It is no wonder that Cefn Mawr goes virtually un-noticed by the majority of traffic travelling along this road and people wonder why Cefn Mawr sees so little footfall.

# Where is Cefn Mawr?

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## Brown & White Tourist Information Signs

### The Aqueduct



Here Ty Mawr Country Park and the Long Stay parking for the aqueduct are signed, but **WHERE IS CEFN MAWR ?** Cefn Mawr actually lies between the long stay parking and Ty Mawr Country Park but is NOT signed. Although there have been improvements signing the aqueduct nothing has been done for Cefn Mawr. In fact the exact opposite has been happening. Please note the PKC Group have been asking WCBC for Brown & White Tourist Information Signs for 6 years and were told improvements would be made. However in 2016 it turns out these improvements were only available for the Aqueduct, and we questioned this with WCBC and were told Cefn Mawr could not have them as it “Wasn’t good enough”. So we checked to see who did have them.

# Where is Cefn Mawr?

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## Rhosymedre



## Newbridge



# Where is Cefn Mawr?

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## Chirk



## Froncysyllte



# Where is Cefn Mawr?

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## Trevor



## Ruabon



In **2016 after** being informed by WCBC that B&W signage would only be made available for the aqueduct we asked why was Cefn Mawr not being included?

# Where is Cefn Mawr?

**ANSWER:** Cefn Mawr would not qualify for B&W signage as it did not meet Visit Wales Criteria and lacked in many respects.



**Therefore** we decided to conduct a survey of the local villages to see who had B&W signage and who did not and as you can see, CEFN MAWR is the only village without B&W signage. Furthermore we also note the local Caravan park on the A483 has B&W signage, so why not Cefn Mawr?

## ii) Cefn Mawr

The village of Cefn Mawr is intrinsically linked to the building of the Aqueduct and Canal through the location of the Plas Kynaston Foundry (where the iron troughs were made) and the local Cefn quarry which provided stone for the piers. The good work that has and is being delivered through Phase 1 of the Cefn Mawr Townscape Heritage Initiative (Wrexham Council working with local landowners to upgrade shop frontages/buildings within the designated THI area and funded predominantly by Heritage Lottery Funding), has made a major impact on the feel and environment along the High Street. This work will also continue through a Phase 2 THI scheme from April 2011 onwards. In addition to this Wrexham Council has supported the Dee Valley Community Partnership to redevelop key buildings within Cefn Mawr such as the Ebenezer Chapel on Crane Street. As a result of this work and investment Cefn Mawr is now ripe for the influx of visitors which WHS designation could bring in order to consolidate the potential which has been created by improvements to the physical realm and streetscape. Cefn Mawr could so easily be turned into a thriving village and tourism hub, akin to Ironbridge village and Blists Hill at Ironbridge. Trails, car and coach parking and branded bus routes could spread visitors from the hub at Trevor Basin in to the village.

This extract for Cefn Mawr from the WCBC Pontcysyllte World Heritage Site Plan 2011 obviously indicates a different view by WCBC in 2011 and disputes the rating in DMP 2012 -2017.

# Where is Cefn Mawr?

## The Results

**TO LET**



  
wrexham  
COUNTY BOROUGH COUNCIL  
CYNGOR IARDEISTREF SIROL  
wrecsam

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

The Ebenezer, lead project of the Townscape Heritage Initiative (THI) scheme in Cefn Mawr restored to the tune of 1.5M. This has (2016) been closed for the last three years and has so far proved unviable without significant council funding. It is a white elephant in our community and not popular due to the amount of money spent on it with no results. Please note that the Ebenezer closed because of a lack of footfall before the arrival of Tesco and subsequent further reduction of traffic volume and footfall in Cefn Mawr village centre. Unfortunately this is not the only premises closed in Cefn Mawr, there are others and the main reason is a lack of footfall and trade. Our economy is extremely fragile and could see another major down turn with further recession when commercial rates are reintroduced unless something is done to take advantage of the opportunity Cefn Mawr is surrounded with, but has not realised.

- Over 14 million vehicles driving past Cefn Mawr annually on the A5, A539 & A483
- One of the UK busiest canals with over 15,000 boat movements annually
- Over 200,000 visitors to the aqueduct annually with WHS status
- Offa's Dyke, one of the busiest long distance footpaths in the UK
- The Dee Valley AONB
- The unique combination of transport infrastructure (a) Major Trunk Roads North/South and East/West, (b) Inland waterway, (c) The Chester to Shrewsbury Railway, (D) Long Distance Footpath, Offa's Dyke and Cycle Routes.

Please see the PKC Group proposals for the WCBC [LDP2](#) on how to address these opportunities.

# Where is Cefn Mawr?

## Working Together & We'er Listening?

Wrexham County Borough Council have put out two initiatives over the past few years called:

1. WCBC Understanding Customers 2012-13 titled "We'er Listening" and
2. Working Together In Wrexham 2012 to help local communities

But we ask, is this happening in Cefn Mawr ?

**2010** and **2000 local people** in Cefn Mawr signed the petition for the full reinstatement of the Plas Kynaston Canal all the way to the Queens Hotel in Cefn Mawr terminating in a 60 berth marina. The petition and plans were handed to the Lord Mayor of Wrexham and were accompanied by **50 letters of support from local businesses.**



**2011**, second round of public consultation was held by WCBC on the LDP and **1400 representations from the people of Cefn Mawr** were submitted for the full reinstatement of the Plas Kynaston Canal all the way to the Queens Hotel. This is to

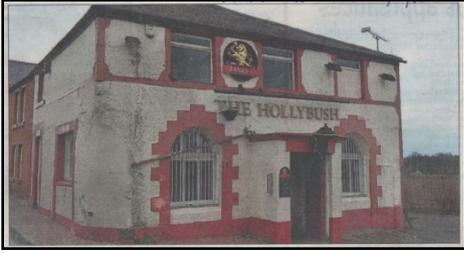
bring tourism into Cefn Mawr as our community was losing its only main employers Air Products and the former Monsanto Chemical Works. This was twice as many representations as Wrexham Football Ground (the Racecourse) got. Unfortunately for us, the people of Cefn Mawr WCBC called our representations a petition and therefore they only counted as one. Is that right or were WCBC cheating?

**Also in 2011** the PKC Group members met with WCBC and the WHS Steering Group and **asked about brown and white Tourist Information Signs for Cefn Mawr** and were told these were being planned as a part of a large scheme that would be implemented in the future.

**2012** – In a ballot held by the PKC Group regarding the remediation of the Ex Monsanto site the local people of Cefn Mawr voted with a clear majority in favour of remediation i.e. **cleaning the place up, at 99.99%** and reopening JT & WBG which is a first and essential step in that process. Following which PKC Group submitted planning application which became lost? The total cost of the planning application and plans submitted was in the region £5,000.



# Where is Cefn Mawr?



**2013** – The PKC Group took on the restoration of Cefn Mawr’s oldest pub, the Holly Bush Inn (HBI). The Holly Bush Inn had been identified as one of the key properties in Cefn Mawr by the THI, Townscape Heritage Initiative but the problem was no one including the brewery was willing to put money in. So to help prevent eventual demolition and HBI just becoming another roundabout for the new Tesco Store the PKC Group stepped up to the mark and bought

the pub. After years of neglect by the breweries it was in a poor condition and required extensive work. This was completed over the next 3 years as most people in Cefn Mawr are aware of, and were glad to see. During restoration the pub stayed open and the Holly Bush Inn now represents the heart of the village. We listened and now the HBI is popular. We also asked WCBC in 2013 about brown and white Tourist Information Signs and were reassured these were coming in due course.



**2014**, the PKC Group made the bold move of suggesting a new Railway Station for Cefn Mawr which could be incorporated into the new Local Development Plan, LDP2 by WCBC. This was to gauge public reaction and see what people thought and we were amazed. In the first three weeks approximately 3000 people had liked it on facebook and the score now stands in excess of 4000.



Despite £44M pounds spent upgrading the line to Chester, the increased number of trains planned and the tremendous public support we have received, we have not heard much from WCBC?

## Where is Cefn Mawr?



**2015** WCBC announce the new LDP2 they are preparing since the previous LDP as proposed in 2010 had been rejected by the WAG in 2012. The new LDP2 would appear to be a lot better for Cefn Mawr than the previous version and the PKC Group has read through it carefully and picked out all the relevant sections for our community at the centre of the World Heritage Site. Meetings were organised regarding signage, the [LDP2](#) and our proposals for such largely based on what our local people were saying and telling us. And so we started our detailed response to the new

LDP2 by WCBC in order to keep ahead of events and present the best case we could for the Cefn and Cefn Mawr and have contributed to the LDP2 at every opportunity to date. We are trying to work with WCBC on behalf of the Cefn & Cefn Mawr for a better future for us all.

**2015** as the Holly Bush Inn was nearing completion we once again asked about **brown and white Tourist Information Signs**. Unfortunately after several emails between us and WCBC it became clear that **Cefn Mawr would not be getting any**, although they would be available for the Aqueduct. After 5 years of work and significant investment in the Holly Bush Inn at the centre of Cefn Mawr this was extremely bad news. Hence we resolved to do something about the situation and this document is just a small part of what we are doing and intend to complete for the Cefn & Cefn Mawr.



**2016** WCBC announced the Preferred Strategy for the new LDP2 would be open for public consultation and input. For such they chose several venues around Wrexham County but unfortunately not Cefn Mawr, the second largest community to Wrexham town in the county of Wrexham. The PKC Group found this unfortunate since WCBC had had their busiest ever public consultation in 2010 when we shared the GEH with them and first showed off the concept or reinstating the Plas Kynaston Canal. Therefore to make up for this the PKC Group organised a public consultation on the LDP2 and what was in it for Cefn Mawr over a weekend in March 2016. We did invite the WCBC but unfortunately since it was weekend no one from the WCBC came.

However the weekend was once again **well supported by our local people** and it also gave us a chance to discuss our proposals for the LDP2. Following the weekend the PKC Group dully submitted their proposals online to WCBC

under the LDP2 Preferred Strategy Public Consultation Process knowing that they were once again well supported our local people in Cefn Mawr. All our proposals for the LDP2 can be down loaded from our website; <http://plaskynastoncanalgroup.org/ldp2/>

# Where is Cefn Mawr?



The PKC Group and the Holly Bush Inn Cefn Mawr



**2016** David Metcalfe of the PKC Group goes to see the Welsh Assembly Government about getting brown and white Tourist Information Signs for Cefn Mawr after waiting over 5 years for WCBC to complete on what they promised and letting us down. Fortunately the WAG were a lot more helpful and we now have a lot of useful information to work on and ARE working on it and we will keep you posted on PROGRESS which we will make.

**September 2016** and the PKC Group got some more bad news regards WCBC working with the local community and ourselves. The PKC group had applied for approximately half a million pounds in grant funding of which approximately £100,000.00 was allocated towards main road Brown & White signage for our community. The PKC Group had raised £25,000.00 and placed this amount against possible grant funding and continues to raise monies and currently hold £30,000.00. However to get grant funding from the providers it is necessary to have WCBC as a strategic partner and although this had been discussed with WCBC, WCBC had informed the grant funders that they were not working with us as what we were proposing was a cross cutting theme. Therefore our grant funding application was refused.

WCBC and other third party partners were preparing another “third master plan” which did not include Cefn Mawr, although they said Cefn Mawr would be asked if we liked it or not! Therefore what we were proposing for our community was at cross purposes to what was being planned for the Trevor basin again. This then puts limited commercial retail out lets as in the other two master plans that have already had over £100,000.00 ponds spent on them, ahead of our community.

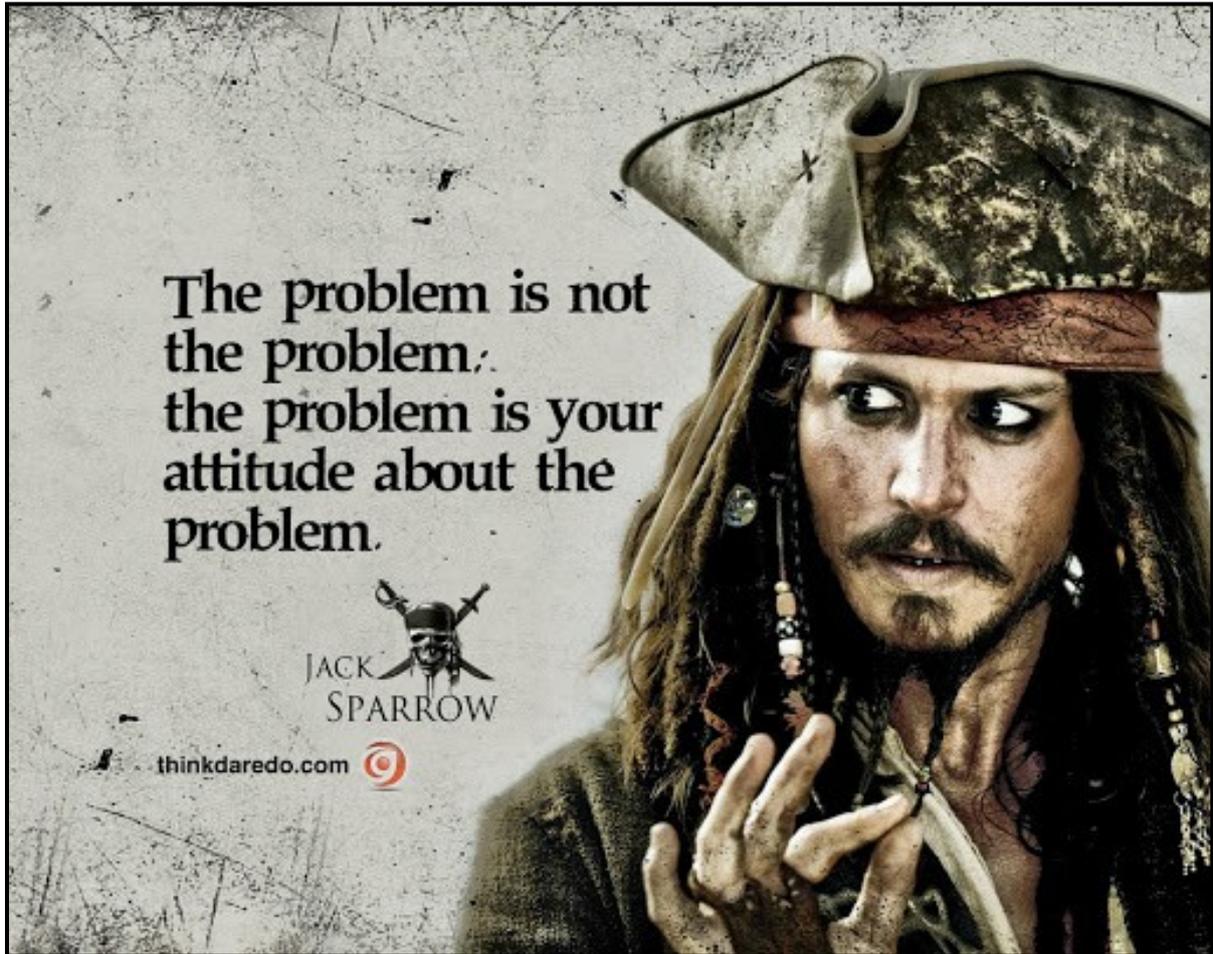
This does not comply with Welsh Planning Policy and we disagree with this.

Our general concept of the whole area of the Cefn & Cefn Mawr can be seen in [Cefn Mawr & PPW 2016](#) this is a comprehensive look at how to develop our community on a sustainable basis and not just sell cups of tea and cakes down at the Trevor Basin.

**BUT DON'T WORRY WE HAVN'T GIVEN UP!**

## Where is Cefn Mawr?

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So in the words of Captain Jack Sparrow, the Problem it is not that Cefn Mawr is not on the Tourist Map, it is the attitude of WCBC not to work with us and the people of Cefn Mawr to put our community on the tourist map that is the problem!

The answers are quite simple and cost effective and will save WCBC millions of pounds by re uniting Cefn Mawr and the Aqueduct and NOT excuding us from the Pontcysyllte WHS. We ask WCBC to work with us on our "Back to the Future for Cefn Mawr" campaign which will allow us to make the economic switch form post industrial to a tousim based economy. This can be done during the course of the proposed LDP2 to 2028 which will allow us to establish Cefn Mawr as a Tourist Destination and Rural /Urban Transport Hub for the Pontcysyllte World Heritage Site, Dee Valley and South Wrexham making our community a foremost place to live and work that will become well known.

We hope you will join us to in our quest and look forward to seeing you at the Holly Bush Inn.