

The Cefn & Cefn Mawr WSP 2016

The Cefn & Cefn Mawr and the Wales Spatial Plan at the centre of the
Pontcysyllte World Heritage Site



12th December 2016 2016

www.pckgroup.wales

David Metcalfe

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The Cefn & Cefn Mawr WSP 2016

Contents

Other Main Related Documents	3
Table of Figures	4
Susan Elan Jones MP for Clwyd South	5
WAG Foreword	6
Introduction	7
Cefn Mawr and the WSP	9
How the Wales Spatial Plan Works	10
The Wales Spatial Plan framework:	10
Delivering the Wales Spatial Plan	10
Influencing Policy	11
Leuan Wyn Jones AM	11
Engagement and Governance	13
National	13
Regional	13
Informing Plans & Mark Isherwood	13
National and Regional Transport Plans	14
Regeneration programmes	14
Aligning Investment	14
Strategic Capital Investment	17
The Wales Spatial Plan Themes	18
The Vision	18
Building Sustainable Communities	18
Regeneration	18
Housing	18
Health	18
Promoting a Sustainable Economy	20
Ken Skates	20
New employment sites	21
Skills	22
Valuing our Environment	23
Climate Change	27
Protecting and enhancing the environment	29
Challenges	29
Achieving Sustainable Accessibility	30
Access to services	30
Travel and climate change	30

The Cefn & Cefn Mawr WSP 2016

Information and Communication Technology (ICT).....	30
Challenges	30
Respecting Distinctiveness.....	34
Innovative Communities	34
The built and natural environment.....	34
The Welsh language	35
Culture	35
Challenges	36
North East Wales - Border and Coast	39
Promoting a Sustainable Economy	40
Skills, education and labour market issues.....	41
Tourism	42
Achieving Sustainable Accessibility.....	44
Valuing our Environment	46
Respecting Distinctiveness.....	47
Back to the future for Cefn Mawr	47
Abbreviations.....	49

Other Main Related Documents

- [The Cefn, Cefn Mawr & FGA 2015](#) (Future Generations Act)
- [The Cefn, Cefn Mawr & WSP 2016](#) (Wales Spatial Plan)
- [The Cefn, Cefn Mawr & PPW 2016](#) (Wales Planning Policy)
- [The Cefn, Cefn Mawr & WTS 2016](#) (Wales Transport Strategy)

The Cefn & Cefn Mawr WSP 2016

Table of Figures

Figure 1 the 6 areas of the Wales Spatial Plan	6
Figure 2 Wrexham County Borough.....	8
Figure 3 Cefn Mawr & the three bridges	9
Figure 4 Leuan Wyn Jones.....	11
Figure 5 Aerial view of Monsanto & Cefn Mawr in the 1960s.....	12
Figure 6 Monsanto in Cefn Mawr in the 1970	12
Figure 7 Dyfrbont Pontcysyllte.....	14
Figure 8 a new Railway Station for Cefn Mawr.....	14
Figure 9 WCBC LDP2 Settlement Hierarchy & Development Potential Table	15
Figure 10 WCBC UDP Tiered Settlement Grouping	16
Figure 11 The Holly Bush Inn Cefn Mawr.....	17
Figure 12 Cefn Community Council & 2000 strong petition for Health Centre	19
Figure 13 Cefn Mawr & the Aqueduct 2014 at the centre of the Pontcysyllte World Heritage Site....	20
Figure 14 the ex-Monsanto Site during demolition in 2010.....	21
Figure 15 Rhosymedre Industrial Estate & Tesco	22
Figure 16 The Crane 2012 before the loss of Public Transport Service	23
Figure 17 The Ebenezer to let 2016	24
Figure 18 Ebenezer Child Hazard	25
Figure 19 Broken Ebenezer Lead light Windows	25
Figure 20 Cefn Mawr & the Aqueduct 2016	26
Figure 21 Cefn Mawr & the Aqueduct 1970	26
Figure 22 the ex-Monsato Site & termination of the PKC	27
Figure 23 our greatest challenge 7 our greatest gift	28
Figure 24 Exhaust Emissions	28
Figure 25 Cysyllte Bridge.....	29
Figure 26 Crane Street Cefn Mawr 1900	31
Figure 27 Crane Street Cefn Mawr 2016	31
Figure 28 Plas Kynaston Canal & Marina and Jessop's Tramway	32
Figure 29 WSP Map.....	33
Figure 30 Crane Street 2016 & Low Footfall.....	34
Figure 31 Fron Male Voice Choir.....	35
Figure 32 Cefn Albion Football Club.....	35
Figure 33 Cefn Druids Football Club	36
Figure 34 Plas Madoc Leisure Centre.....	36
Figure 35 Ty Mawr Country Park	37
Figure 36 the George Edwards Hall Cefn Mawr.....	37
Figure 37 the Cefn Historical Society & Museum	38
Figure 38 Clwyd Family History Society Cefn Mawr	38
Figure 39 Brown & White Tourism Signage for Cefn Mawr.....	43
Figure 40 Back to the future for Cefn Mawr	48



Susan Elan Jones MP for Clwyd South

The Wales Spatial Plan & Sustainable Tourism Development has much to offer the Cefn & Cefn Mawr areas at the heart of the Pontcysyllte World Heritage Site. This is why I support community lead projects for tourism & economic development in our area, and the associated reunification of Cefn Mawr and the Aqueduct. The tourism sector can lead the drive for sustainable economic growth and recovery of our post-industrial community. I envisage that growth in the tourism sector will stimulate additional employment opportunities.

While tourism is a global industry and is highly competitive, there is no doubt that Wales can compete with the best. We can offer a rich culture and heritage, a landscape of high scenic quality, a unique coastline and a diversity of experiences to our visitors. The Cefn & Cefn Mawr area may only be a small part of the nation of Wales in terms of size; however, our ambitions, and ability to work with agility and a sense of purpose will help to set the region on the road to attaining the goals required to be a positive contribution to our country as a whole.

This plan provides the basis for the practical implementation of the Planning Policy for Wales 2016, the Wales Transport Strategy and Future Generations Act 2015 for the Cefn & Cefn Mawr area. The tourism industry provides a focus for the priorities that will potentially both initiate, and lead to delivering a more prosperous, competitive and cohesive community. The tourist economy touches every community in Wales, and within this sphere lies the opportunity to position the Cefn and Cefn Mawr more prominently within the UK and overseas markets as a whole.

Wales constantly surprises and delights visitors and we want our community to be a part of that experience. This strategy shows how this goal can be achieved, while at the same time assisting with the Welsh Assembly & UK Governments' ambitions to combat climate change and reduce carbon & green house gas emissions and act in a globally responsible manner. I offer my support to this plan and its call for a new unity of purpose that will bring added dynamism and focus to our community and the economy of the Cefn & Cefn Mawr region of North East Wales.



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WAG Foreword

The Wales Spatial Plan is the overarching framework and integration tool for Wales. It provides important underpinning in a whole range of matters, for example:

- Economic development and the long term goal of full employment at a rate of 80%;
- Regeneration programmes in various parts of Wales;
- Improving skill levels in the workforce;
- Improving regional and national strategic planning for transport;
- Reducing annual greenhouse gas emissions;
- Understanding and meeting affordable housing needs
- Making the right decisions, and getting the most benefit from specific major investment decisions, affecting public services
- Helping to shape our capital investment through the Strategic Capital Investment Framework.

Because it represents shared strategic direction, the Wales Spatial Plan provides a canvas against which Welsh Assembly Government investment, both capital and revenue, can be considered and agreed. It is about aligning investment and extracting synergies from joint working based on a common commitment to the Wales Spatial Plan. This will help ensure investments will best tackle agreed strategic area challenges. WAG will seek to build on this when thinking about core funding. WAG recognises that in promoting better decision making regionally through improved collaboration - the Ministerial led Spatial Plan Area Groups - it is inevitable that approaches and levels of detail will vary.

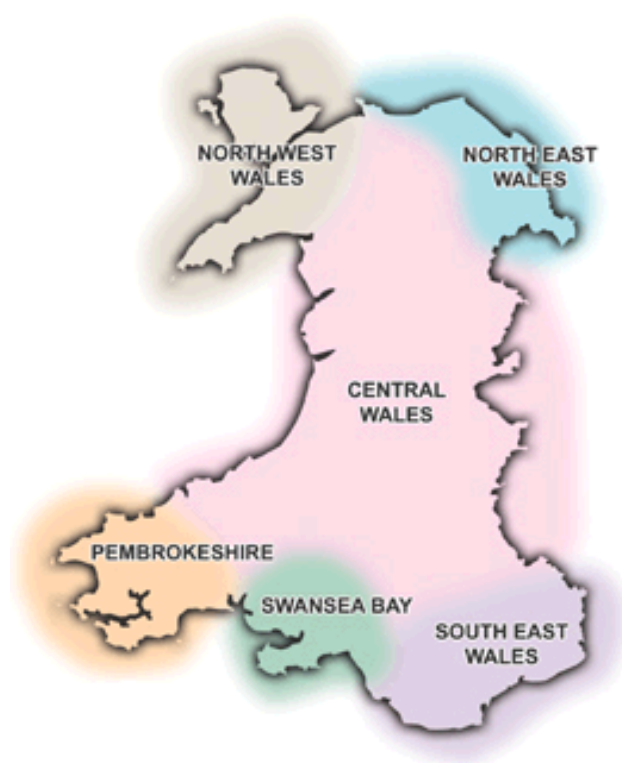


Figure 1 the 6 areas of the Wales Spatial Plan

Introduction

1. In Wales, spatial planning is the consideration of what can and should happen where. It investigates how policies and practice interact in specific areas as well as the role of places in a wider context. It goes well beyond traditional land use planning and sets out a strategic framework to guide future development and policy interventions.
2. It is a principle of the Wales Spatial Plan that development should be sustainable. Sustainable development is about improving wellbeing and quality of life by integrating social, economic and environmental objectives in the context of more efficient use of natural resources. The Wales Spatial Plan aims to deliver sustainable development through its Area Strategies in the context of the Welsh Assembly Government's statutory Sustainable Development Scheme. The Scheme is currently being revised to reflect the Assembly Government's One Wales agenda.
3. The purpose of the Wales Spatial Plan is to ensure that what is done in the public, private and third sectors in Wales is integrated and sustainable, and that actions within an area support each other and jointly move towards a shared vision for Wales and for the different parts of Wales. It achieves this through collaborative working and the vertical and horizontal integration of policies nationally and regionally.

Town and country planning in Wales is based on the land use planning system which applies in England. However, the system in Wales has some distinctive features which have arisen because substantial responsibility for town and country planning has been devolved to the Welsh Government (WAG). In particular, Wales now has a Spatial Plan and Welsh Ministers have a duty to under the Government of Wales Act 2006 to promote sustainable development.

The Wales Spatial Plan – People, Places, Futures 2004 was updated and adopted by the Welsh Assembly Government in 2008. The broad 20 year vision and role, purpose and principles of the Wales Spatial Plan remain unchanged to ensure that decisions taken are with regard to their impact beyond sectoral or administrative boundaries and that core values of sustainable development govern everything planned for while setting a context for local and community planning. The Wales Spatial Plan as published by the Welsh Assembly in 2004 was in some respects similar to a Regional Spatial Strategy in England, but was less prescriptive and broader than land use planning, setting out a wider-ranging spatial vision and strategy:

- Provide a clear framework for future collaborative action involving the Welsh Assembly Government and its agencies, local authorities, the private and voluntary sectors to achieve the priorities it sets out nationally and regionally
- Influence the location of expenditure by the Assembly Government and its agencies
- Influence the mix and balance of public sector delivery agencies' programmes in different areas
- Set the context for local and community planning
- Provide a clear evidence base for the public, private and voluntary sectors develop policy and action

It is a principle of the Wales Spatial Plan that development should be sustainable. Sustainable development is about improving wellbeing and quality of life by integrating social, economic and environmental objectives in the context of more efficient use of natural resources. The Wales Spatial

The Cefn & Cefn Mawr WSP 2016

Plan aims to deliver sustainable development through its area strategies in the context of the WAG Sustainable Development Scheme.

Local Development Plans (LDP)

Following the Planning and Compulsory Purchase Act 2004, each unitary authority in Wales is required to prepare a local development plan (LDP) for its area. These will replace the previous unitary development plans (UDPs), and will become the sole development plans for each council and National Park. Authorities in Wales must have regard to WAG planning policy documents, including the Wales Spatial Plan, in preparing LDPs. Unlike the LDF arrangement in England, the LDP will be a single document, setting out strategy as well as site-specific and development control policies.

Development control is the process of administering and making decisions on planning applications, to develop or change the use of land or buildings. The basis for decisions on planning applications is usually the adopted development plan.

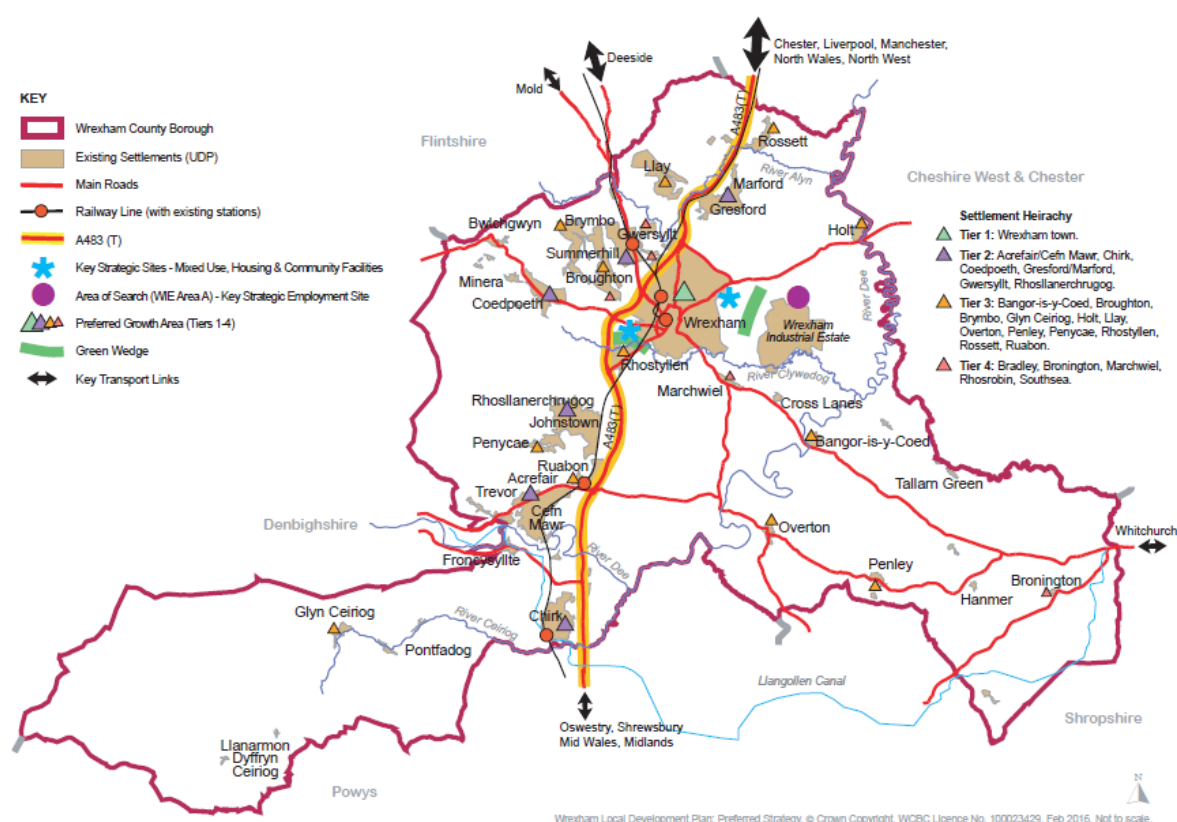


Figure 2 Wrexham County Borough

The Cefn & Cefn Mawr WSP 2016

Cefn Mawr and the WSP

It is notable in the Wales Spatial Plan that despite the population of the Cefn at the central section of the Pontcysyllte WHS being the largest in the WHS corridor exceeding that of both Llangollen and Chirk, both mentioned in the WSP, the Cefn & Cefn Mawr is not. This fact may offer some cause for the apparent exclusion of our community from such planning so far. This document sets out to put that to rights and firmly establish the case for Cefn Mawr and surrounding villages at the central section of the WHS to become established as a Tourist Destination & Transport Hub for the Pontcysyllte World Heritage Site, Dee Valley and South Wrexham. The combined population at the central section of the WHS is the second largest in the County of Wrexham and exceeds the populations of both Chirk and Llangollen combined. The Cefn & Cefn Mawr offers a unique Rural / Urban combination of Road, Rail, Canal, Long Distance Footpath and Cycle Routes that will enable Sustainable Tourism Development of the WHS during the course of the LDP2 by WCBC through to 2028 and beyond for the benefit of our children and grandchildren. What we promote is a practical application of Sustainable Development in every sense of the Future Generations Act 2015.



Figure 3 Cefn Mawr & the three bridges

The Cefn & Cefn Mawr at the central section of the Pontcysyllte World Heritage site and the convergence of the A483, A5, A539, the Chester to Shrewsbury Railway Line and the Llangollen Canal. This unique transport combination can be used to promote true Sustainable Tourism and Economic Development in every sense of the WAG Future Generations Act 2015. **Please note that for the purposes of this document that when we say the Cefn & Cefn Mawr, this includes all the surrounding villages at the central section of the WHS. These are Cefn Bychan, New Bridge, Pentre, Plas Madoc, Acrefair, Trevor, Garth, Rhosymedre, Froncysyllte, Cysyllte and Cefn Mawr.** The combined population for our area is in excess of 8000 and our social and domestic housing mix includes areas of multiple deprivation with some rating in the top 10% of the WIMD and other areas not far behind. All the proposals made in this document and supporting documents by the PKC Group will benefit all in the central section of the WHS and are written to remove and prevent exclusion and isolation by promoting a cohesive community.

How the Wales Spatial Plan Works

The Wales Spatial Plan encompasses the elements required to deliver sustainable development, services, land use and investment. It is a framework for developing national and regional perspectives. It contributes to better public services in a number of ways, including the shaping of policy, by promoting and facilitating engagement, and aligning investment to spatial priorities.

The Wales Spatial Plan framework:

- Evidence Base, uses a broad range of evidence to understand the different needs of different people and places, and to inform policy, (This document is designed to provide this for the WAG for the Cefn & Cefn Mawr).
- Shaping policy ensures government policies are sensitive to place, and responsive to the needs of citizens, communities and businesses in different parts of Wales, (This document is written to make WAG aware of the requirements of the Cefn & Cefn Mawr).
- Ensures better engagement and governance providing a framework within which public, private and third sector service providers can work together to prioritise action and design optimum solutions, (We the PKC Group seek to work with all to bring about the optimum solution for our community in partnership with our neighbours others in Wales).
- Plans, ensures that the plans through which solutions are delivered have regard to regional and national spatial priorities, (This is exactly where the PKC are trying to get WCBC to work with our community with regard to the “*Master Planning*” for the central section of the WHS so that our community is included rather than excluded).
- Aligns investment ensures public investment is made in the places and services where it is most needed, (With the highest unemployment in the county of Wrexham in the wake of the closures of the only main employers in the area, the Cefn & Cefn Mawr is certainly one of these).

Delivering the Wales Spatial Plan

It is important that the Wales Spatial Plan is accompanied by a detailed delivery framework, and this document is designed to provide that for the area of the Cefn & Cefn Mawr

Critical to success at a regional level will be WAG’s ability to extend and improve the engagement between Area Groups and key delivery partners, including for instance, regional economic for a, Welsh Local Government Association regional boards and the private and third sectors. This is exactly where we need WCBC and WAG to start working with our community and include it rather than being excluded and ignored.

The Wales Spatial Plan has been subject to a sustainability appraisal (SA) that includes a strategic environmental assessment (SEA), and, following this, a Habitats Regulations Assessment (HRA). Many recommendations from the SA/SEA have been integrated into the text of the document but a number also apply to the delivery stage of the Wales Spatial Plan. A checklist will be produced to guide project delivery and this will be widely circulated and promoted for use by stakeholders. The checklist will reflect the recommendations that have been made to mitigate significant environmental effects that are identified in the SA/SEA and also provide additional recommendations to provide further enhancements to the Wales Spatial Plan.

The Cefn & Cefn Mawr WSP 2016

Therefore, appropriate assessment will be carried out in greater detail in relation to the lower tier plans, action plans, and/or programmes which enable the delivery of the Wales Spatial Plan, and especially so in the Cefn & Cefn Mawr because of some of the significant problems we have with the ex-Monsanto Chemical Works and other past industrial uses of land in our community.

Influencing Policy

WAG aims to ensure government policies are sensitive to place, and responsive to the needs of citizens, communities and businesses in different parts of Wales.

- Put in place a strategy for the continual improvement of local services in Wales aimed at embedding the imperatives of efficiency and citizen-centred services in the context of the Wales Spatial Plan, (this should be the Cefn & Cefn Mawr).
- Adopt an all-Wales approach to economic development, guaranteeing investment in all regions within framework of the Wales Spatial Plan, (And not leaving the Cefn & Cefn Mawr out).
- Adopt the Wales Spatial Plan as an integrating tool in the context of the Assembly Government's commitment to eradicate child poverty by 2020, (Increasing employment potential and earning capacity is the best way to tackle this which can be achieved in the Cefn & Cefn Mawr through Sustainable Tourism & Economic Development).
- The Wales Transport Strategy is fully aligned with the Spatial Plan Area strategies, (A railway station at Cefn Mawr needs to be included in this).
- The Wales Framework for Employment Sites and Premises is at an advanced stage of development and has based its analysis on the Spatial Plan Areas, (Rhosymedre Industrial Estate and Cefn Mawr will see significant investment following the introduction of a railway station adjacent to the Tesco supermarket in Cefn Mawr).
- Environment Strategy for Wales, ([This must include provision for improvement of contaminated sites in communities such as we have with the ex-Monsanto Chemical Works](#)).
- Ensure community strategies inform, and are informed by, the Wales Spatial Plan Area Strategies.



Figure 4 Leuan Wyn Jones

[Leuan Wyn Jones AM](#)

Please watch my video on helping Cefn Mawr to a better future in accordance with Welsh Governments Future Generations Act 2015. Just click on my name to play.

Pleas also see The Cefn, Cefn Mawr & WTS 2016 for more information on how the Cefn can link into Wales's Transport System.



Figure 5 Aerial view of Monsanto & Cefn Mawr in the 1960s



Figure 6 Monsanto in Cefn Mawr in the 1970

The Cefn & Cefn Mawr WSP 2016

The former Monsanto Chemical Works in our community when it was a major employer for the area. These works have now been closed and the site cleared. The disused brown field site must be turned around to enable our community to switch from post industrial to a tourism based economy at the central section of the Pontcysyllte WHS. It must not be allowed to continue to act as a barrier denying our community a sustainable future as to do so clearly defies the WSP and FGA 2015.

Engagement and Governance

One Wales gives a commitment to embed the imperatives of efficiency and citizen-centred services in the context of the Wales Spatial Plan and the Wales Spatial Plan is co-ordinated by a team at the Welsh Assembly Government with governance arrangements at a number of levels.

National

The Wales Spatial Plan is the responsibility of the Minister for Finance and Public Service Delivery.

Regional

- Welsh Ministers chair a Ministerial Area Group in each Area. This provides high level government leadership and offers a direct link to Cabinet and the national policy-making process.
- Area Managers appointed to co-ordinate regional activity.
- Area Groups convened, research undertaken, local stakeholders engaged and Area Strategies agreed, (This is the entry level for the PKC Group and our Community).
- The Mersey Dee Alliance (MDA), formed April 2007, has a shared vision for the development of North East Wales and the Cheshire/Wirral area. MDA won the Best Strategic Planning Document Award at the 2007 RTPI North West Regional Planning Achievement Awards.
- Improve our engagement with delivery agents, especially from the community, voluntary and private sectors.
- Actively engage more with organisations that represent the interests of groups that are marginalised or harder to reach such as children and young people, rural communities.
- Strong links established between the Area Groups and the regional transport consortia and tourism partnerships.
- Regular liaison and integration with Welsh Assembly Government policy departments and agencies such as the Department for Economy and Transport, the Welsh European Funding Office, the Environment Agency and Countryside Council for Wales.
- Improve awareness and understanding of the Wales Spatial Plan by implementing a communication plan.



Informing Plans & Mark Isherwood

Ensure that the plans through which solutions are delivered have regard to regional and national spatial priorities.

Please see The Cefn & Cefn Mawr PPW 2016 for more information on this for the central section of the Pontcysyllte WHS.

The Cefn & Cefn Mawr WSP 2016

National and Regional Transport Plans

These are informed by the Area Strategies and are designed to deliver integrated transport policies and strategic priorities. They should be guided by the principles of sustainable development and form the basis for planned investment in the provision of transport services and infrastructure to ensure that future development, in particular employment and housing is supported by transport infrastructure.



Figure 7 Dyfrbont Pontcysyllte



Figure 8 a new Railway Station for Cefn Mawr

A [railway station at Cefn Mawr](#) on the Chester to Shrewsbury line between Tesco and the Rhosymedre Industrial Estate will ensure the continued tourism success of the WHS for years to come and the economic regeneration of Cefn Mawr and the Rhosymedre Industrial Estate.

Regeneration programmes

Action plans guide strategic regeneration programmes, led by the Department for the Economy and Transport but cutting across portfolios.

Aligning Investment

Ensure public investment is made in the places and services where it is most needed.

The Cefn & Cefn Mawr WSP 2016

Appendix 4 - Settlement Function and Development Potential spreadsheet

	Acrefair/Cefn Mawr	Bangor	Bersham	Bettistfield	Bradley	Bronington	Broughton	Brymbo	Burton	Bwlchgwyn	Chirk	Coedpoeth	Cross Lanes	Dolwyn/Llwynmawr	Froncysyllte	Garth	Glyn Ceiriog	Gresford/Marfod	Gwersyllt	Gwynfryn	Halton	Hammer	Holt	Horseman's Green	Llanarmon DC	Llay	Marchwiel																												
Settlement Function																																																							
<i>Employment / Economic Opportunities & Function</i>																																																							
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																																																							
<i>Community Services and Retail Role</i>																																																							
School																																																							
Health Care Provision																																																							
Retail Provision																																																							
Other facilities																																																							
Recreation Capacity																																																							
<i>Sustainable Travel Options</i>																																																							
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																																																							

Figure 9 WCBC LDP2 Settlement Hierarchy & Development Potential Table

This table is taken from the WCBC LDP2 document called "Settlement Hierarchy and Development Potential" and shows the conclusions that the WCBC has formed about our community in Cefn Mawr & Acrefair. The two most striking indications are the above average unemployment levels and the best potential for residential development.

The green sector for the employment area is referring to the proximity of the Rhosymedre Industrial Estate; however, the employment opportunities currently available as of 2016 on the estate are low with literally a lot of room for improvement. The Rhosymedre Industrial Estate needs a significant boost to encourage inward investment and increase employment levels in the area.

The Cefn & Cefn Mawr WSP 2016

The Cefn Railway Station linked in with a local bus service terminus would address this directly and cause an economic boom on the estate as well as in Cefn Mawr & Acrefair at the centre of the Pontcysyllte WHS and gateway to the Dee Valley.

A tiered approach (based on the existing settlement limits as defined in the current Wrexham Unitary Development Plan 1996 – 2011) is used to group settlements with similar characteristics in terms of facilities and services. This information, combined with development opportunities, constraints and viability has then been used to direct development to appropriate locations, and ensure sustainable and proportionate growth in the most appropriate areas. The Figure below shows the tiers within the settlement hierarchy:

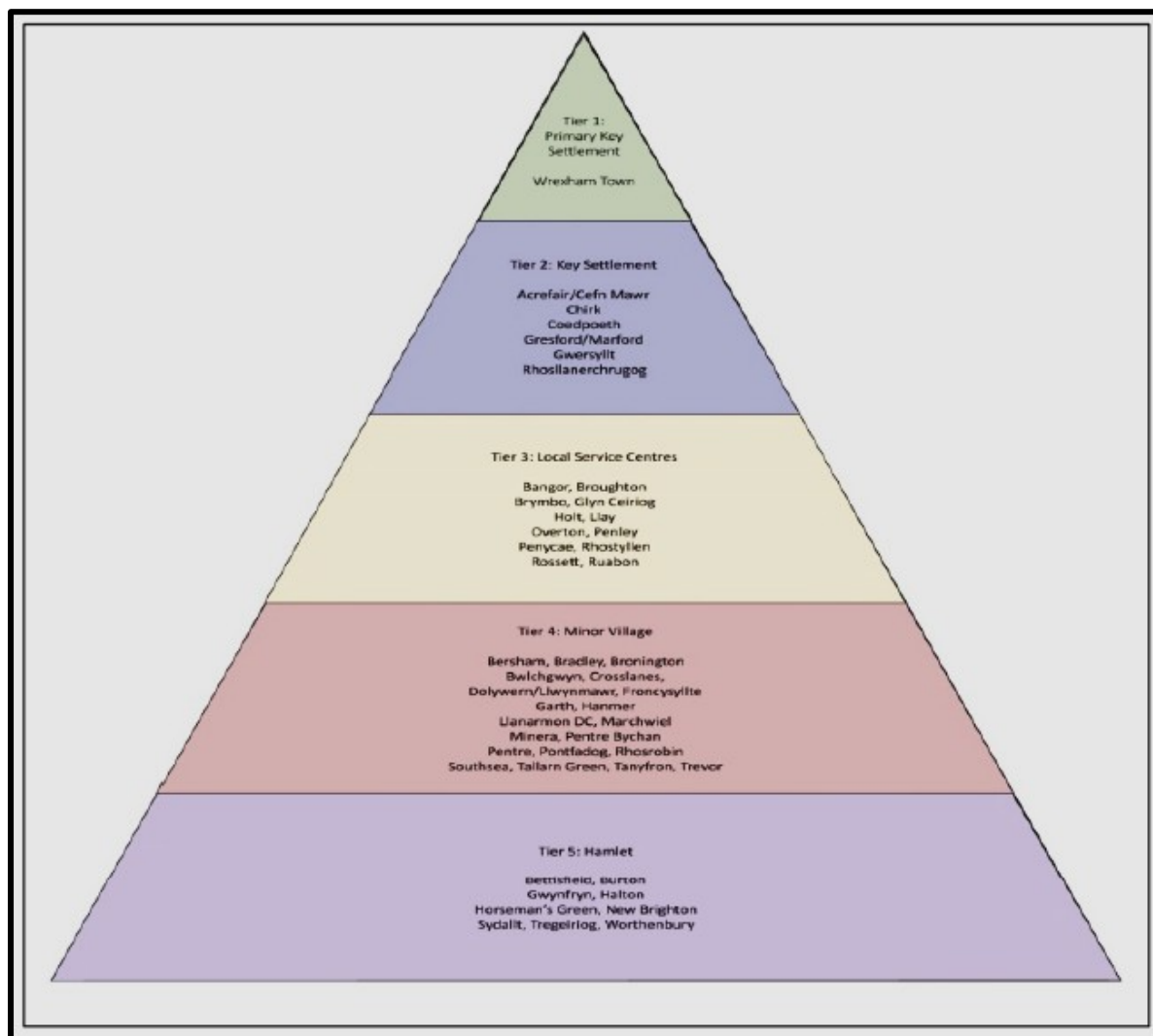


Figure 10 WCBC UDP Tiered Settlement Grouping

Again we are glad to see Acrefair / Cefn Mawr in second position behind Wrexham Town here. Our community was once a central focus for South Wrexham and with the drive towards public transport, our community should once again become such, unless we are going to build new railway lines elsewhere.

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Strategic Capital Investment

The Welsh Assembly Government, in line with a commitment from One Wales, has established a Strategic Capital Investment Board. The Board will oversee a capital investment fund of at least £400 million over 3 years (2008/09-2010/11) to delivery strategically important projects. The Wales Spatial Plan will inform the decision-making process on maximising the spatial 'fit' of investment proposals, (this needs review and updating by WAG).



Figure 11 The Holly Bush Inn Cefn Mawr

Strategic Capital Investment at a local level in Cefn Mawr kept the Holly Bush Inn open and prevented it from becoming another roundabout for Tesco. This pub, the oldest pub in Cefn Mawr was partly built in 1800 from the spoil produced in the construction of the aqueduct, and the second oldest part of the building, 1840 is constructed from the spoil of the viaduct.

The Holly Bush Inn, home of the PKC Group and now fully restored stands at the primary gateway into the traditional shopping centre of Cefn Mawr from the new Tesco bypass of our village. It was decided that this pub had to be saved to try and win customers back from the new road layout for our local traders and the sake of the village. The Holly Bush Inn now represents the leading regeneration work in our village and is a popular community centre. We keep the heart of the village alive. However we cannot stand alone forever and we need WCBC and WAG to work with us to turn our community's economy around from post industrial to tourism based. This will put our community on the road to Sustainable Development in accordance with the WPP 2016, the FGA 2015 and WCBC LDP2 and Cefn Mawr can become a leading example of Sustainable Development in the Nation of Wales as this document shows, 2016.

The Wales Spatial Plan Themes

The Vision

WAG will sustain our communities by tackling the challenges presented by population and economic change. WAG aims will grow in ways which will increase Wales' competitiveness while assisting less well-off areas to catch up on general prosperity levels and reduce negative environmental impacts. WAG wants to enhance the natural and built environment and will sustain Wales's distinctive identity.

Building Sustainable Communities

Our future depends on the vitality of our communities as attractive places to live and work. We need to reduce inequalities between communities whilst retaining their character and distinctiveness. The key challenges faced in building sustainable communities are to tackle deprivation - and particularly concentrations of poverty and unemployment and to bring about improvements in public health and the eradication of child poverty.

Regeneration

Regeneration is an important driver for local development. This means co-ordinating activities and investment relating to transport, skills and employment, housing and inward investment. Regeneration proposals for an area must align different investment streams to secure joined-up delivery at a local level. Regionally agreed priorities will be supported by the current round of European Structural Funds (2007-2013) and this will be managed by working closely with Welsh European Funding Office Spatial European teams across Wales. The Wales Spatial Plan will also be an important consideration for our Strategic Capital Investment Programme, (this needs review now post Brexit)

Housing

A lack of good quality housing affects people's health and wellbeing and influences their long-term life chances. The scale of population growth that needs to be accommodated is challenging, with a projected growth of 330,000 persons across Wales between 2006 and 2031.

The general principles for new housing growth are, it should be linked to public transport nodes, including walking and cycling networks, it should take account of environmental constraints, including flood risk and it should meet high standards of energy efficiency. Housing developed near public transport nodes should be at higher than current densities to promote use of public transport and to increase opportunities for combined heat and power systems.

Health

Sound and accessible health services also help to sustain communities. The aim is to create a strong and well-run network of streamlined and integrated care services. Creating and sustaining the right set of services for each area will pose challenges in balancing access, safety, and affordability, and will need careful consideration of a range of competing criteria by planners at the national, local and Spatial Plan Area level.

The Cefn & Cefn Mawr WSP 2016

Future plans for healthcare reorganisation will follow the principles of locating services within or close to key settlements and in locations easily accessible by public transport. At the local level, health, social care and wellbeing strategies are placing renewed emphasis on illness prevention and strengthening primary and community-based services.



Figure 12 Cefn Community Council & 2000 strong petition for Health Centre

An initiative launched by Cefn Community Council for a new Health Centre at the former Co-Op supermarket site is an ideal example at a central location within walking distance of second largest community in the county of Wrexham. A petition has been signed by 2000 of our local people and is fully supported by the PKC Group. We all hope this will progress to fruition in the not too distant future.

Please note that should we be successful at both the Health Centre and Cefn Railway Station, the Health Centre will be capable of serving a much wider audience than just Cefn Mawr, without the necessity for cars, as they will only be a short walking distance apart. Therefore the Health Centre could serve the communities of Wrexham, Ruabon, Chirk and Gobowen if required without the need for motorised private road transport, i.e. the car.

The Cefn & Cefn Mawr WSP 2016

Promoting a Sustainable Economy

We need an innovative, high value-added economy for Wales which utilises and develops the skills and knowledge of our people, an economy which both creates wealth and promotes the spreading of that prosperity throughout Wales and an economy which adds to the quality of life as well as the standard of living and the working environment.



Figure 13 Cefn Mawr & the Aqueduct 2014 at the centre of the Pontcysyllte World Heritage Site

Development of key settlements with complementary roles to support a prosperous economy in rural areas, this is the Cefn & Cefn Mawr.

The Cefn & Cefn Mawr although currently in a state of post industrial depression offers wonderful opportunity to turn the economy around. The economy of the Cefn & Cefn Mawr can be completely reversed by connecting Cefn Mawr to the Aqueduct in practical ways and encouraging the two to three hundred thousand tourists visiting the aqueduct each year to also explore the wider area of the Cefn & Cefn Mawr instead of driving off as is current practice.



Ken Skates

Cabinet Secretary for Economy and Infrastructure

Please also see The Cefn, Cefn Mawr & WTS 2016

New employment sites

As a general principle, employment-related property development should be located near public transport and close to housing and infrastructure developments. Specific site identification and development will be progressed in accordance with appropriate planning and other regulatory requirements. Wherever possible, development of Brownfield sites should be prioritised over Greenfield sites.



Figure 14 the ex-Monsanto Site during demolition in 2010

The Ex Monsanto Works during demolition in 2010. Despite the loss of the main works a small section was kept running for the production of Nano Technology Material for the multinational chemical company DuPont until 2015. Then the remaining works were closed and the site levelled.

This Brownfield site offers opportunity for our community such as WBG, JT and the full reinstatement of the Plas Kynaston Canal to Cefn Mawr to aid in the tourist industry.

There is also opportunity for other development such as for small industry, most likely canal and marine orientated to coordinate with the large influx of boats that will move in with the availability of a large capacity marina. Solar power generation could be a possibility for roofing and limited housing on the cleaner areas.

Skills

Provision of appropriate skills on a regional basis involving schools, colleges and universities working in a more collaborative configuration involves an understanding of the long-term economic and demographic trends.

The Department for Children, Education, Lifelong Learning and Skills will ensure that areas have a sufficiently strong and co-ordinated network of education and skills providers to match geographical and sectoral needs. The FE and HE sectors will play an ever-increasing role in the economy in enterprise, in new technology and in the supply side of the labour market in Wales.

There is further potential to maximise the national and regional economic impact of higher education institutions through research, its commercialisation, and in information and communication technology (ICT) development.



Figure 15 Rhosymedre Industrial Estate & Tesco

Note Cefn Mawr has a reasonably skilled work force and what is needed is for the improvement of employment prospects to retain these skills and develop new skill sets in the community. Therefore this again reinforces that case for a railway station between Tesco and the Rhosymedre Industrial Estate which will encourage inward investment of outside companies on to the estate because of the increased connectivity with the national rail network and therefore diversity of people available for work. Rhosymedre Industrial Estate could become a leading high tech industrial estate with the right marketing providing many employment opportunities with high skill levels. This is a win-win situation for our community, WCBC and the WAG, and promotes sustainable development in the truest sense.

Valuing our Environment

The quality of our environment is a fundamental asset for its intrinsic value, and for our economy and quality of life. By safeguarding and enhancing both the natural and built environment we will attract people to and retain them within our communities and preserve the foundations for the future. The land, marine and historical environments of Wales are fundamental to our cultural heritage, values and quality of life. Protecting, regenerating and enhancing these assets are essential for our own sake, for health and wellbeing, and for economic opportunities.



Figure 16 The Crane 2012 before the loss of Public Transport Service

The Cefn & Cefn Mawr WSP 2016

So now instead of working in isolation & exclusion we need to reunite Cefn Mawr and the aqueduct to the West with:

- Windborne Gateway Interchange
- Jessop's Tramway
- The Plas Kynaston Canal & Marina

And to the East with the national rail network

- A railway station at Cefn Mawr

This will enable us to work with Wales as a Spatial Partner and turn our economy around and put it on a sustainable basis which it currently is not despite what WCBC may say. The failed lead project of the THI, the Ebenezer needs to be reopened as a World Heritage Site Visitor & Arts Centre and the centre of our community to give us a major tourist attraction in our community to help bring the 200 to 300 thousand tourists into our community.

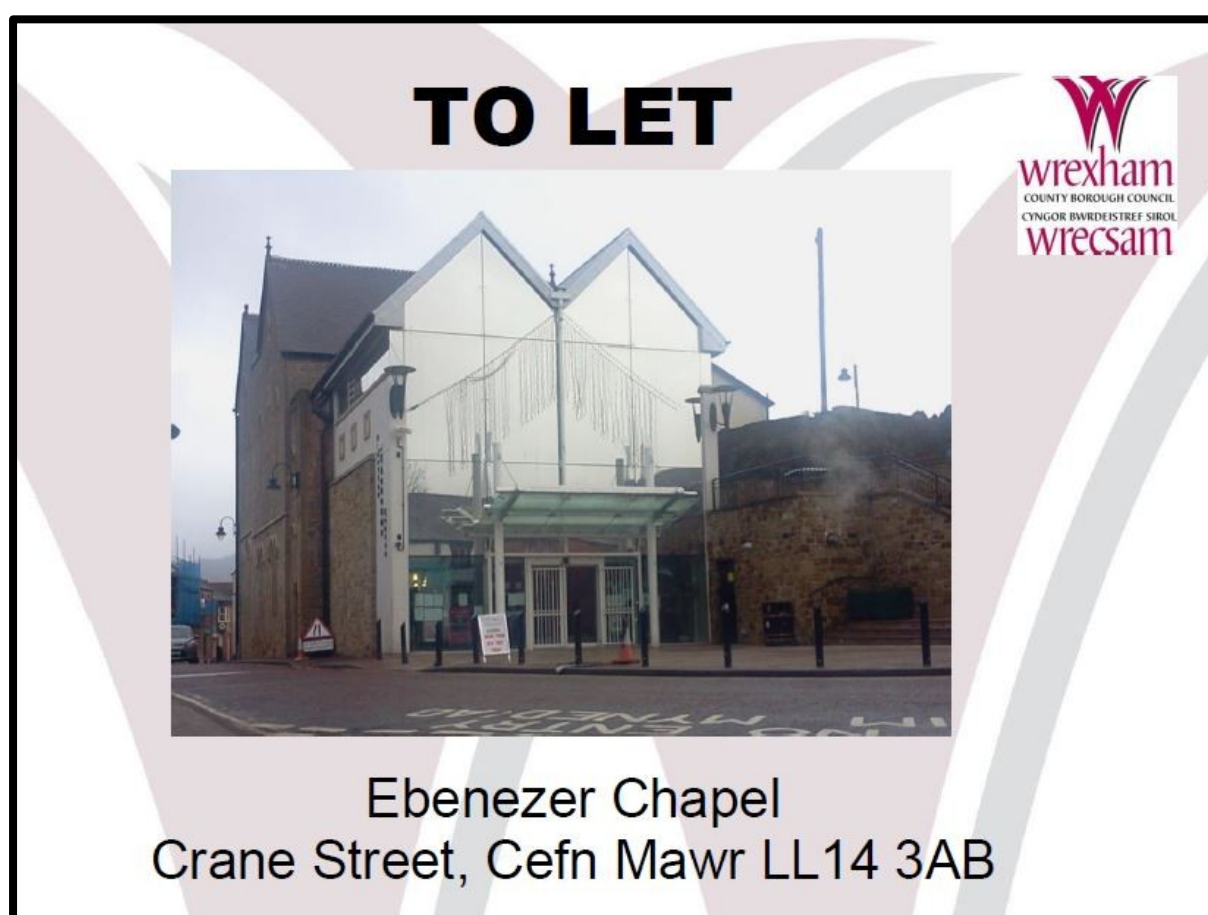


Figure 17 The Ebenezer to let 2016

The Ebenezer 2016 – closed for 3 Years and poor track record. This was supposed to be the lead regeneration work with the THI but remains a white elephant in our community. We the PKC Group say this needs to be reopened as the Pontcysyllte World Heritage Site Visitor & Arts Centre. This building has had £1.5M pounds spent on it and is being vandalised in 2016 through lack of use. Putting this building back into use in this way will ensure the viability of it and our community by attracting large numbers of tourists into Cefn Mawr. This is valuing our environment rather than building new down at the Trevor Basin, which is not.

The Cefn & Cefn Mawr WSP 2016



Figure 18 Ebenezer Child Hazard

The PKC Group submitted a business plan to WCBC in September 2015 to reopen this building as an Arts and Visitor Centre for the WHS but have been refused by WCBC to date. Our staff and locals at the Holly Bush Inn are fed up of chasing children off from jumping onto the glass roof as seen. How long will it be before a serious accident occurs?

Unfortunately this kind of behaviour happens when a building falls into disuse and the only effective way to stop it is to put it back into use as a viable building. The 200 to 300 thousand tourist visiting the aqueduct

would ensure the commercial viability of this building at middle of our community instead of it lying idle and being vandalised. We ask again for WCBC to work with us and not ignore us.

These lead light windows are very expensive to repair and here we can see more damaged by our local children.



Figure 19 Broken Ebenezer Lead light Windows



This is unnecessary damage if the building is put back into use and would help prevent vandalism. This is happening through it not being valued in our community and in some case actually resented because of the vast sums of money spent on it and nothing to show or help the community.

The Cefn & Cefn Mawr WSP 2016



Figure 20 Cefn Mawr & the Aqueduct 2016

We need to reunite our community in a cohesive manner that will work rather than be segregated, excluded and isolated as has been happening since UNESCO inscription.



Figure 21 Cefn Mawr & the Aqueduct 1970

The aqueduct was always at Cefn Mawr before, so why not now?

The Cefn & Cefn Mawr WSP 2016

Climate Change

Climate change is an urgent and compelling issue which will have a fundamental impact on our communities and working environments, our way of life, and our health and wellbeing. We must act now to protect our communities from the unavoidable consequences. For example, most of Wales' population lives close to either rivers or the sea. Current and future changes in rainfall patterns and sea levels require us to have engaged people in flood risk issues. There will also be climate change consequences for land use, water resources, biodiversity and wildlife. All our communities - both living and working environments - need to be addressing these adaptation issues.



Figure 22 the ex-Monsanto Site & termination of the PKC

The ex-Monsanto site at the rear of the Queens Hotel in Cefn Mawr where the Plas Kynaston Canal terminated. The [Plas Kynaston Canal](#) can be reinstated to once again without any unnecessary compulsory purchase orders or evictions of people from their homes the site is completely clear and open for redevelopment. The canal will be just over half a mile in length and the combined mooring capacity of the marina and canal will give a minimum of 100 berths which will be well sort after. This will literally bring thousands more people to our community and establish Cefn Mawr as a tourist destination in its own right.

Welsh Government resolves to combat Global Warming and Climate Change and our community can play an active part in this. Furthermore, by doing so we can also address the significant local challenges we face such as the ex-Monsanto and Air Products sites, above average levels of unemployment and the appalling state of road signage for our community. The answers are quite simple and cost effective in the long run, and will save WCBC millions of pounds by re [uniting Cefn Mawr and the Aqueduct](#), and NOT continuing to exclude us from the Pontcysyllte WHS as has been the case to date, 2016.

The Cefn & Cefn Mawr WSP 2016

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 from post industrial to a sustainable tourism development based economic structure for the benefit of our community, our children and grand children.



Figure 23 our greatest challenge 7 our greatest gift

This can be done during the course of the proposed LDP2 to 2028 which allow Cefn Mawr to become established 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 in North East Wales. This will turn an ex industrial site into a Blue Green Environment that will support both Biodiversity and our Economy on a sustainable basis for generations to come. The Llangollen canal itself is now over 200 years old and is one of the busiest canals in the UK. This is a testimony to sustainability and one that we intend to link our community back into.



Figure 24 Exhaust Emissions

Equally, we need to act now to minimise the contribution that we will make to future climate change, through rethinking where and how we live, work and move around, reducing the energy and other resources that we require.

Developing the [Windborne Gateway Interchange \(WBG\)](#) is an ideal way of getting large numbers of these things (cars and coaches) parked up with their engines switched off while the occupants explore the wider area of the Cefn &

Cefn Mawr as well as the aqueduct on foot, bicycle, canoe or horse and carriage instead of producing further exhaust emissions. WBG represents a very easy and cost effective way of persuading large numbers of people to get out of their cars, and by reducing the CO2 emissions this directly supports our community. [WBG](#) will also directly alleviate all the traffic congestion in Trevor, as residential area and help prevent further damage to the [Cysyllte Bridge](#), a grade one listed structure and twice the age of the aqueduct. This is another win-win situation for our community, WCBC & Denbighshire CC and the WAG in pursuance of true Sustainable Development and the FGA 2015 for our community. Please see WBG.



Figure 25 Cysyllte Bridge

Previous damage to the Cysyllte Bridge originally built in the 1600's and under repair in 2012. Damage caused by road traffic trying to get to see the new aqueduct built in 1800!

Spatial Plan Area Groups can take a number of actions which will help us all tackle climate change, but also promote a healthy and enjoyable environment in which to live and work, including:

- Encouraging more walking and cycling as part of people's daily lives
- Providing safe and clean open spaces with more opportunities to enjoy wildlife
- Improving air quality, for example through an integrated approach to traffic management
- Managing waste, water and soils more sustainably, with Spatial Plan partners
- Enabling the development of enhanced provision for the re-use and recycling of waste.

Protecting and enhancing the environment

Each Spatial Plan Area is supported by an environment working group to provide expert advice and assist in delivering the Environment Strategy for Wales at an Area level.

Building on our partnership work with the Sustainable Development Commission Wales, each Area Group will develop practical plans to move towards becoming a low-carbon region, in addition to reducing their wider 'eco-footprint', going beyond the impact of carbon emissions alone.

Challenges

- Define the concept of low-carbon regions and how this can be achieved in each Area.
- Develop a response to climate change through each Area Group's delivery framework, by setting out how each Area will respond to its particular climate change challenges. This means identifying the key interventions to achieve agreed greenhouse gas reduction targets in each region, and adaptations to the effects of climate change.
- Develop a strategy to reduce each Area's ecological footprint across the range of its activities, and set this out in the Area's delivery framework.
- Identify areas of environmental opportunity in Spatial Plan Areas to improve wellbeing and quality of life in Wales' rural areas.
- Promote wildlife and biodiversity for intrinsic reasons and for people's enjoyment by increasing the quantity and quality of nature sites throughout all Spatial Plan Areas and particularly in urban areas.

Achieving Sustainable Accessibility

We will develop access in ways that encourage economic activity, widen employment opportunities, ensure quality services and balance the social, environmental and economic benefits that travel can have.

Citizens must be able to access job opportunities and public services -health, social services, education, etc - if equality of opportunity is to be successfully promoted in Wales. This is of particular concern for those who face barriers to accessibility, such as people on low incomes, young and old people, disabled people and those living in rural areas. Likewise, businesses need improved access to markets to create new job opportunities and secure these in the longer term.

Access to services

Major public service providers such as the NHS should at an early stage in preparing redevelopment or relocation proposals engage with those responsible for transport planning. The transport implications of proposals should be fully explored before binding decisions are made.

Travel and climate change

In the context of responding to and mitigating the effects of climate change, the Wales Spatial Plan supports the development of spatially targeted responses. These include reducing the need to travel by co-locating jobs, housing and services, for instance, and changing behaviour in favour of 'greener' modes of travel, such as car sharing, public transport, walking and cycling.

Information and Communication Technology (ICT)

The development of improved electronic communications and improved access to information and services through electronic means (including support for local access points and face-to-face contact) can reduce the need to travel while improving service delivery at the same time.

Challenges

- Work within the national and regional transport planning frameworks to improve the quality and sustainability of connections between key settlements, within and between the Wales Spatial Plan Areas.
- Integrate sustainable transport solutions with community and development planning to improve access to services and facilities, recognising the role of the third sector in hard-to-reach places.
- While continuing to invest in the transport infrastructure and services, ensure that transport in Wales contributes to mitigating the effects of climate change by achieving a reduction in total greenhouse gas emissions.
- Improve the quality of ICT networks in Wales as well as reducing barriers to accessing ICT, such as skills.

The Cefn & Cefn Mawr WSP 2016



Figure 26 Crane Street Cefn Mawr 1900

Cefn Mawr is intersected by former horse drawn tramways that could be put to use once again so providing a completely environmentally friendly form of transport, Horse Drawn Hackney Services.



Figure 27 Crane Street Cefn Mawr 2016

[Jessop's Tramway](#) can connect the village centre of Cefn Mawr to the [Aqueduct and WBG](#).

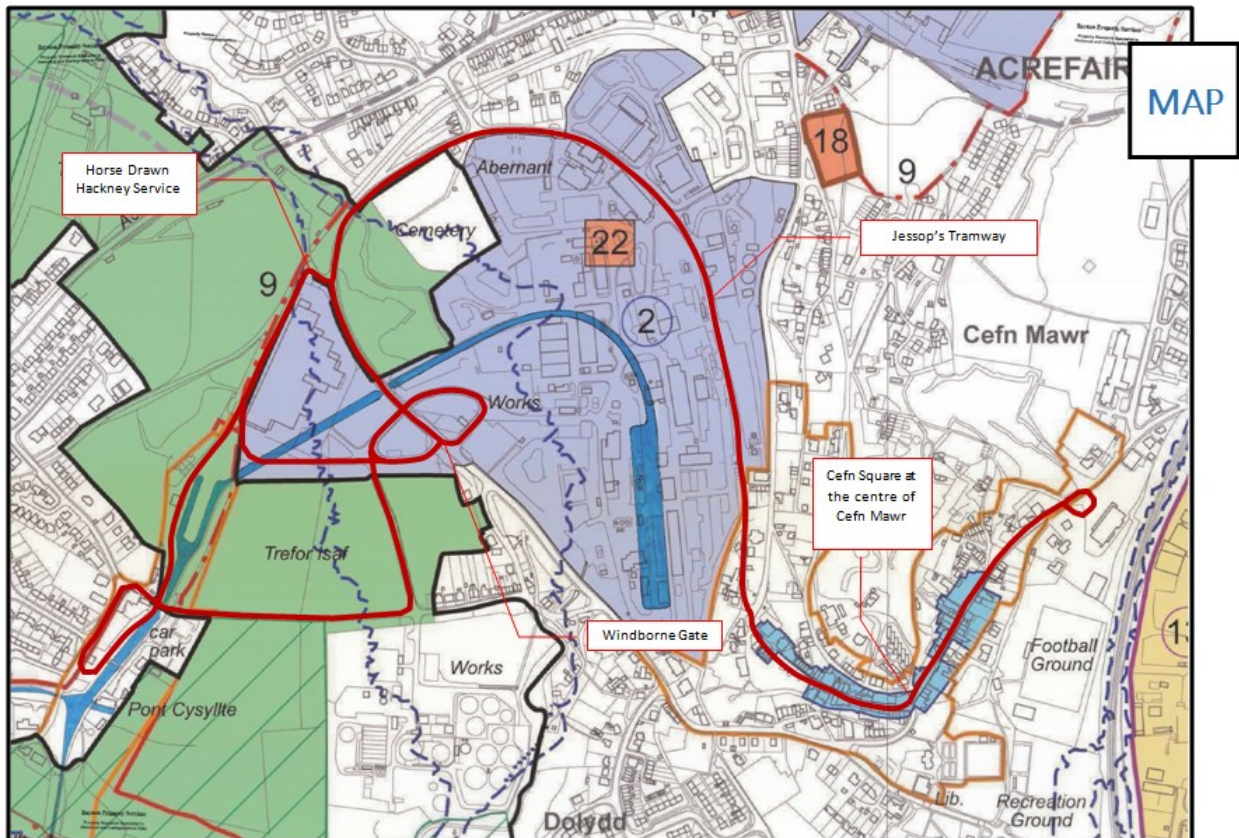


Figure 28 Plas Kynaston Canal & Marina and Jessop's Tramway

Jessop's Tramway (JT) offers a completely environmentally friendly local transport system that will work well with the tourist industry. There are several routes through the Cefn that have been specifically engineered for this with the correct gradients and inclines. The most obvious and potentially rewarding route is shown above in magenta. This route will positively connect the village centre of Cefn Mawr with the [Windborne Gateway Interchange](#) Parking and the Aqueduct.

Note the gradients for the tramways are also ideal for walking and cycling and JT will no doubt prove very popular with cycling clubs when reopened through the ex-Monsanto Chemical Works, rather than the steep drop and hill climb again as on the present Sustrans route.

When we get the basics right and in, then eventually we can also get the [Plas Kynaston Canal](#) extend all the way back to the Queens Hotel as shown above and once was. This with the new marina will provide much needed mooring capacity north of the aqueduct. There will be no shortage of takers for all available moorings and this will literally bring thousands more visitors to our community establishing it as a major tourist destination in its own right.

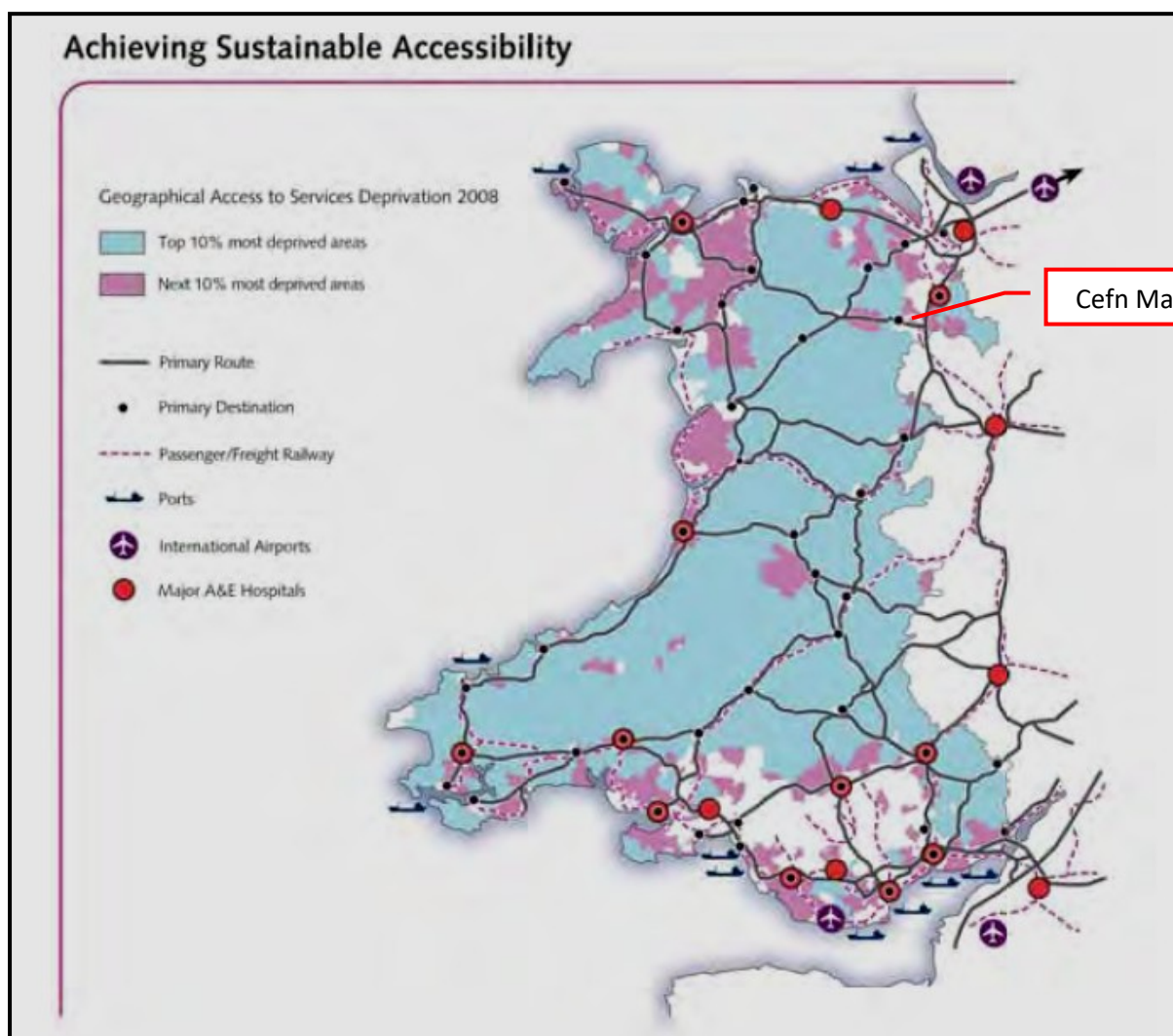


Figure 29 WSP Map

Some major and essential transport services for accessibility not shown on the above map that are at or around Cefn Mawr are, the Chester to Shrewsbury Railway Line, the A 539 East West main road and the Llangollen Canal leading into the Shropshire Union Canal. Note that the Cefn, despite having all forms of transport available Road, Rail and Canal still rates as a deprived area simply because it is not connected to them. See The Cefn, Cefn Mawr & WTS.

Achieving Sustainable Accessibility for Cefn Mawr is simply a case of using what is surrounding our community in an efficient manner by gaining access to it. Our community is circled by 14.5 million vehicles on three main roads annually and yet we see very little of this traffic. One of the main reasons for this is that our community, Cefn Mawr is the worst sign posted community in the WHS corridor, and Wrexham County. Please see "[Where is Cefn Mawr](#)" and this can be changed. The lead project of the THI, the Ebenezer has laid empty for three years as of 2016 when it could be reopened as a Visitor Centre for the WHS at the centre of our village. This would draw in large numbers of people from the 200 to 300,000 visiting the Aqueduct that Cefn Mawr sees nothing from. The Llangollen Canal is one of the busiest canals in the UK and yet again Cefn Mawr sees nothing of this trade either. Our village has the Shrewsbury to Chester Railway Line running through it and yet we do not have access, i.e. we need a railway station which will be very well used and encourage a lot more people to travel by train rather than by car. **Therefore what the Cefn & Cefn Mawr needs is access to the surrounding transport infrastructure to achieve sustainability.**

The Cefn & Cefn Mawr WSP 2016

Respecting Distinctiveness

A cohesive identity which sustains and celebrates what is distinctive about Wales, in an open and outward-looking way, is central to promoting Wales to the World, as well as to our future economic competitiveness and social and environmental wellbeing.

Innovative Communities

Across Wales there are many examples of how communities can flourish by creating a distinct identity and character through innovative leadership and partnership working. We need to learn how these communities have succeeded, monitor their progress and support the rollout of this good practice in more of our settlements. This can provide a sustainable boost to local economies, enhance our environment, identify more opportunities to promote Wales and develop the wellbeing and cohesiveness of our communities.

Here is the opportunity then for WAG & WCBC to work with the people of Cefn Mawr to preserve and promote our distinct identity on the borders of Wales. To show how the FGA 2015 and PPW 2016 can be applied in real and practical terms and literally showcased for the world by overcoming the environmental and social problems we have in our community.

The built and natural environment

Conserving and celebrating the unique heritage of each area is important. Key settlements need a high quality environment with quality buildings and spaces, nurturing a sense of identity and community. Over the past 10 years there has been some very good work done through the THI, Townscape Heritage Initiative and currently Cefn Mawr is in a very reasonable condition in appearance. However the economic base is weak and unless the tourist trade is brought into our community it will continue to decline and the good work done by the THI will eventually be lost.



Figure 30 Crane Street 2016 & Low Footfall

Crane Street in Cefn Mawr needs a higher footfall and this can be achieved by linking Cefn Mawr to the Aqueduct and establishing the Ebenezer at the centre of our community as the World Heritage Site Visitor Centre for the 200 to 300 thousand tourists visiting the Aqueduct every year.

The Cefn & Cefn Mawr WSP 2016

The Welsh language

The Welsh language has a significant role to play in our communities and should be promoted as a positive attribute to the area. A key priority will be to develop the Spatial Plan Area in accordance with Laith Pawb's vision of creating a modern bilingual society.



Figure 31 Fron Male Voice Choir

Culture

Culture, the arts and sport have a key role in creating cohesive communities and a sense of local identity. They also promote individual wellbeing and can be an important economic driver, either through festivals and events or by giving a unique cultural character which stimulates tourism and niche markets.



Figure 32 Cefn Albion Football Club

The Cefn & Cefn Mawr WSP 2016

Challenges

- Develop and promote distinct identities for key settlements and landscapes by encouraging sustainable design initiatives that respond to existing and anticipated climate change impact, reflect local distinctiveness, and protect the historic environment. Partners in the Spatial Plan Areas will work with the Design Commission for Wales and Cadw to encourage best practice in creating distinctive, clean, safe and sustainable development through the design process, including the use of sustainably sourced materials.
- Work with Visit Wales and the regional tourism partnerships to re-define the spatial dimension of tourism destination management areas and tourism marketing areas in Wales.
- Encourage local authorities, the private and third sectors to promote cultural activities and work in partnership to deliver high quality cultural experiences for communities.



Figure 33 Cefn Druids Football Club



Figure 34 Plas Madoc Leisure Centre



Figure 35 Ty Mawr Country Park



Figure 36 the George Edwards Hall Cefn Mawr



Figure 37 the Cefn Historical Society & Museum



Figure 38 Clwyd Family History Society Cefn Mawr

North East Wales - Border and Coast

‘An area harnessing the economic drivers on both sides of the border, reducing inequalities and improving the quality of its natural and physical assets’

North East Wales makes a very important contribution to both the Welsh and UK economy. The future prosperity of this area is closely linked with that of North West England, in particular West Cheshire, as well as the neighbouring Spatial Plan Areas of North West Wales and Central Wales. North East Wales is made up of distinct but closely linked areas - the urbanised and industrialised border including the Wrexham-Deeside-Chester hub, the coastal belt and the rural hinterlands.

Key elements in realising the vision for North East Wales are:

- Strengthening key hubs as a focus for investment in future employment, housing, retail, leisure and services. Outside the hubs, strong sustainable communities will be fostered within coastal, border and rural towns and villages to provide locally accessible jobs and services across the Area.
- Developing sustainable accessibility between hubs, coastal and border towns and rural parts of the Area. Improving **accessibility on key road and rail corridors to maintain economic growth and provide development opportunities**.
- Improving the quality and diversity of the economy, with a focus on high value manufacturing and services, **including a high quality year-round tourism sector**.
- Developing, in a focused and strategic manner, the skills and education of the current and potential workforce. It is vital that the Area’s children and young people develop the basic education, skills, wider knowledge and aspirations to enable them to access good job opportunities and meet the needs of local employers.
- **Promoting sustainable development**, which is at the heart of the strategy, in part driven by the wealth of natural and built heritage within the area. The need to protect and enhance this is paramount along with the need to address and respond to climate change.

For Flintshire, Wrexham and Denbighshire, the cross-border linkages to the wider area of Chester and West Cheshire are crucial. The opportunity in this border area of North East Wales is about harnessing its special characteristics to benefit not only North East Wales but the wider geography, east and west.

Working towards this vision, the Mersey Dee Alliance will play a key role in delivering the spatial plan

Key is marketing the area’s assets with good accessibility to other regions whilst developing travel solutions to improve the accessibility of the rural hinterland. This is the Cefn & Cefn Mawr on the Borders.

In or adjacent to the major towns of the northern coastal corridor and around Wrexham are pockets containing some of the most deprived urban areas in Wales. Here, there are problems associated with poverty, multiple deprivation, low levels of economic activity and low-quality housing and infrastructure. This is also the Cefn & Cefn Mawr at the central section of the Pontcysyllte World Heritage Site.

The Cefn & Cefn Mawr WSP 2016

Promoting a Sustainable Economy

North East Wales is highly dependent upon the manufacturing sector, both in terms of jobs provided and gross value added to the local and national economy. This sector is highly vulnerable to changes in the global economy, both in terms of exchange- rate fluctuations and of low-cost competition from new and emerging areas. Maintaining the competitiveness of this sector is of fundamental importance to the long-term prosperity of North East Wales and the wider North Wales region.

The key areas working in international markets are St Asaph (emerging industries), Broughton (high technology manufacturing), Deeside (high technology and mainstream manufacturing), Chester (high level services, leisure and tourism), Wrexham (mainstream manufacturing), and Llangollen (leisure and tourism).

Cefn & Cefn Mawr was dependant on manufacturing with Monsanto Chemicals and Air Products, however both plants have now closed and our community is now in post industrial depression. However we are at a unique junction of Road, Rail and Canal and are immediately next to the Pontcysyllte Aqueduct which is one of North East Wales top tourist attractions. Therefore we need to turn our economy around from post industrial to tourism based which will help us achieve sustainability.

It is important that the economy of North East Wales continues to build upon its significant strengths by improving the quality and value of the existing sectors and making the most of its environmental and geographic advantages. The focus should be on developing existing key sectors such as high value manufacturing, financial and business services, public service administration, health/social care and childcare, tourism, retail and leisure.

North East Wales has a relatively high number of large employers, outside which the economy is dominated by micro businesses. The establishment and growth of indigenous and incoming businesses needs encouragement. The Area must offer a high quality built and natural environment, a highly skilled and flexible workforce, a range of appropriate sites and premises, research and development and office opportunities and infrastructure such as effective transport and communications links.

Rhosymedre Industrial Estate with good road and rail transport connections would be an ideal site for small micro businesses to be attracted to.

The presence of adequate ICT infrastructure throughout the area is becoming an increasingly important location requirement as businesses adapt and change to modern technology. Outside the main settlements and centres, ICT infrastructure can also contribute greatly to the rural economy. It is important to maximise the opportunities from the Fibre Speed high speed broadband investment planned for North East Wales and take other steps towards competitive advantage and equality of access.

A key element of supporting sustainable economic development will be the provision of a complementary suite of strategic employment sites across North East Wales in order to retain and attract high quality employers. The Mersey Dee Alliance has also identified this as one of its priorities for joint action in the cross-border area with opportunities for both public and private sector intervention and joint working at key sites in North East Wales.

Furthermore, it is important to maintain the quality of the offer at established key employment sites in the North East Wales Area including major industrial estates in Wrexham and Deeside.

Across North East Wales there are sufficient or even surplus levels of employment land allocated in land use plans but it is recognised that the specific type and quality may not be suited to the future demands from employers which are more likely to require smaller units for service or high value manufacturing sectors as the economy develops. This is being addressed through the land use planning process.

Skills, education and labour market issues

North East Wales is aiming to grow its economy by helping more people into work who are currently economically inactive and by providing better higher paid and more secure job opportunities for those already in the workforce. Developing, in a focused and strategic manner, the skills and educational attainment levels of the area, which are low, will be critical to future economic success and social improvement.

These factors point to the need in North East Wales to concentrate effort on supporting a new group of people back into work and learning in order to widen participation beyond those who currently want to work. In addition it is imperative to continually update the skills of those who are currently in the workforce so that they can adapt to change, and offer a competitive advantage for the area in attracting quality employers in key existing and emerging sectors.

Employers identify a lack of basic skills and relevant vocational skills within the workforce, and for those with higher level qualifications there is often a skills mismatch in specific sectors, e.g. high value manufacturing. The further development of the skills base of North East Wales by public and private employers and trades unions will require a focus on the key economic sectors with potential for future growth as well as those sectors which continue to provide a variety of employment opportunities. It will also be important to work with employers in the area to ensure that they demonstrate support for raising the skills of the entire workforce, for example through the Basic Skills Employer Pledge.

The Department for Children, Education, Lifelong Learning and Skills will work with Spatial Plan partners across North East Wales, the further and higher education providers, private and voluntary sector training providers and Jobcentre Plus to take forward the key elements. In addition to this, the following tailor-made local action will be taken:

- Ensuring that the learning infrastructure and the provision of learning is adequate to meet current and future needs of businesses and individuals involved in key sectors, including, for example, tourism and hospitality, engineering and manufacturing,
- Ensuring that the provision of learning is responsive to the needs of those who are economically inactive and helps remove barriers to working,
- Promoting parity of esteem between academic and vocational learning to aid local economic development,
- Supporting the development of knowledge economy enterprises by the appropriate provision of learning,
- Supporting the development of local private and community enterprise by securing appropriate managerial and entrepreneurship learning,
- Supporting individual and enterprise development through learning to promote and develop generic skills,
- Providing sustainable transport links to ensure access to learning, and employment opportunities.

The Cefn & Cefn Mawr WSP 2016

Evidence-based reviews of needs, issues and the adequacy of the current learning network will be of paramount importance. A key priority for the Mersey Dee Alliance in the cross-border area is to work together to improve the planning of education and skills provision across North East Wales, West Cheshire and the Wirral.

Tourism

Tourism is identified as a key driver for the social, economic and environmental development of the region. Tourism is a volatile industry, influenced by a complex mix of external factors that have a major bearing on patterns of demand. 'Achieving our Potential' - the national Tourism Strategy for Wales, sets out an action plan to guide a co-ordinated response to the high level challenges which will face the industry.

Five strategic challenges have been identified for tourism in Wales: branding, quality, access, skills and partnership and our community needs WCBC and WAG to listen to us.

The focus for the region is in strengthening the unique sense of place, improving the quality of tourism facilities, and reducing seasonality. Actions are focusing on developing products, promotions and people. The areas highlighted for targeted marketing include Snowdonia Mountains and Coast, the coastal resorts of Llandudno, Colwyn Bay, Rhyl and Prestatyn, and the North Wales Borderlands. Some investment in key tourism destinations and supporting infrastructure will be required to ensure that the area meets visitor expectations.

The region is well placed to further develop high value sectors such as business tourism (building on the opportunities offered by a very large manufacturing sector) and outdoor activities such as walking and cycling, building on existing investments in opening up access to the countryside and **encouraging visitors to discover the wider natural assets of the North East Wales Area.**

There is also potential to develop cultural tourism and to increase leisure, retail and catering provision in the area's market towns, for example through developing 'place marketing', building on local assets of culture, history and landscape.

Adaptation to climate change will be crucial for the tourism industry and also **important is improving and promoting opportunities for accessing tourism facilities by sustainable modes and reducing the environmental impact of car traffic.**

The delivery of the tourism-related action plans and priorities will be co-ordinated by Visit Wales and Tourism Partnership North Wales, through the development of an updated tourism strategy for North Wales. This will include the priority actions identified for the area within the Welsh Coastal Tourism Strategy to guide the sustainable development of the tourism potential along the Welsh coastline.

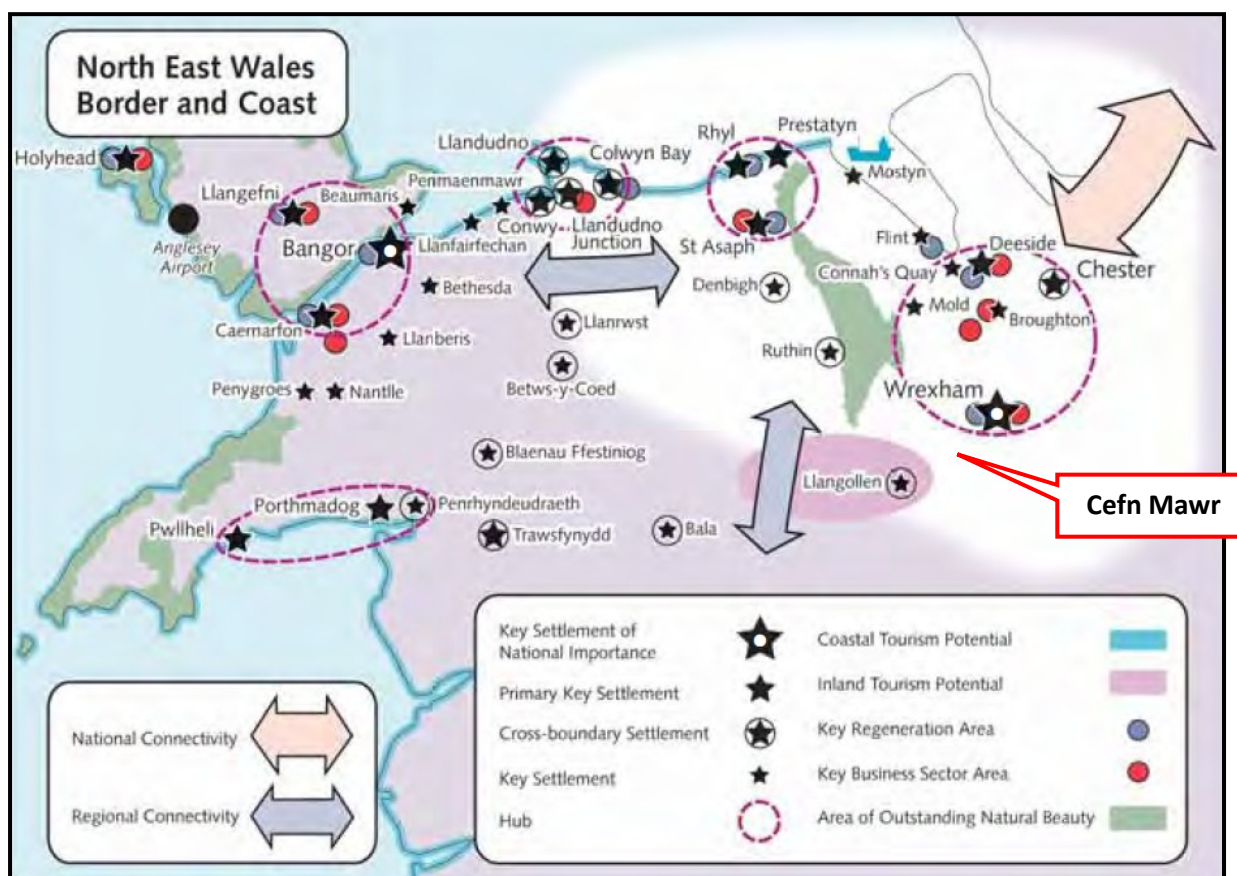
Cefn Mawr needs to sort out its facilities and erect large brown and white tourist information signs on the main roads to draw some of the +14M vehicles passing area and their occupants to bring about an economic change from post industrial to a tourism based economy.



Figure 39 Brown & White Tourism Signage for Cefn Mawr

An example of what is required for our community at the outer most locations such as the Halton, Whitehurst and A483 roundabouts and interchanges. The bulk of the traffic for the Aqueduct & Cefn Mawr would be sent to the large capacity WBG parking area and other traffic diverted off as required enroot. WBG will have a large capacity in the region of 250 cars and 30 coaches and will minimise traffic congestion in Trevor and reduce further vehicular damage to the Cysyllte Bridge.

The Cefn & Cefn Mawr WSP 2016



The fact that Cefn & Cefn Mawr is not included in the WSP despite being the second largest community in the county of Wrexham and the largest in the WHS corridor maybe because the WSP was drawn up before the closure of our only two main employers. The WSP was originally written in 2004 and updated in 2008, both dates preceding the closures. The above WSP map is based mainly on tourism, and at the time of writing our community was still dominated by what was then Solutia Chemicals and Air Products Works. However those days have now gone and we must move on and it is now our duty to stand up for our community and see that it is included in accordance with later WAG guidance such as PPW 2016 and FGA 2015. Please see The Cefn, [Cefn Mawr & PPW 2016](#)

Achieving Sustainable Accessibility

Developing sustainable accessibility solutions for the region that have minimal impact on the environment and protected areas will be a crucial element in delivering the spatial strategy for North East Wales. The Area forms part of a wider cross-border economy, where efficient movement of a large workforce to and from places of work, as well as moving raw materials and finished products to and from manufacturers and other freight users is vital to the Area's long-term competitiveness.

It will be important to sustainably meet the needs of freight traffic across North East Wales, including the requirements for roads, terminals, rail upgrading, transshipment facilities, the 'European Bridge' role of the northern coastal corridor, and the potential for coastal shipping.

Linking areas of need to areas of opportunity, delivering effective public services, spreading development from border and coastal hubs, fostering a high value services and manufacturing economy and providing a high quality year-round tourism destination - all rely on people and goods being able to move around the area efficiently, effectively and sustainably.

The Cefn & Cefn Mawr WSP 2016

Throughout North East Wales, improving accessibility will be key to spreading opportunities and reducing inequalities. Key road and rail corridors provide an opportunity to spread development to the west. Accessibility to the market towns and rural villages will help to provide north - south links from the coast to inland areas and link rural communities to services and employment and to strategic road and rail networks. Improved travel opportunities also need to be provided between the coastal and border towns and employment areas to ensure job and education opportunities are available across the Area.

In or adjacent to the major towns of the northern coastal corridor and around Wrexham are pockets containing some of the most deprived urban areas in Wales. Here are problems associated with poverty, outdated infrastructure and poor services. The strategy of regenerating for such communities needs to be supported by transport initiatives, for example to support travel for retraining and access to job opportunities or to improve access to healthcare, shops and other services. Sometimes poor transport services such as infrequent buses contribute to the causes of deprivation and in other cases they are consequences of the low level of economic activity.

North East Wales has a high quality environment and heritage offer with considerable potential to increase the tourism based economy in a sustainable way. Transport provided to meet the needs of remoter communities should also be considered in terms of its tourist role and vice versa.

There is a strong need to transfer as much travel as possible away from cars. In the deeper rural areas, or at times when there would be very low demand for public transport, cars may be the most efficient and environmentally acceptable travel choice. However, generally promoting modal shift in favour of non-car modes is desirable.

This is a very important point for a Railway Station at Cefn Mawr tied into a bus terminus serving the local area. This would provide a service similar to that of the Singapore MRT but at a very moderate cost in comparison to the MRT. The station would also offer a large park and ride facility so further encouraging more people to leave their cars rather than fight their way along the A483. However the biggest advantage of a Railway Station at Cefn Mawr is that it would be within walking and cycling distance of the second largest community in the county of Wrexham and the largest in the WHS corridor. This would persuade a lot of people to use the train rather than drive and Cefn Mawr Station head count would rival that of Wrexham General and may well exceed it, becoming the third highest on the Chester to Shrewsbury line. The Tesco supermarket which would be immediately next to the station bears relevance to this with an annual head count of approximately half a million.

The role of innovative mobility solutions will be key across the North East Wales Area, including enhancement of public transport links and facilities, the use of demand responsive transport, car sharing, Park and Ride and community transport solutions. The role of the 'Smarter Choices' behavioural change programme including the development and promotion of comprehensive walking and cycling networks will also help promote change.

The transport infrastructure of North East Wales is susceptible to failure or interruption arising from a number of causes including age and condition of some infrastructure, dependence on the commercial bus market to supply essential links, continuity of revenue funding and localised congestion.

The regional transport plan being prepared by TAITH, the regional transport consortium for North Wales, is strongly linked to delivering the spatial strategies for the North West Wales and North East Wales Spatial Plan Areas.

The strategic location of North East Wales on two Trans-European Network priority axes means it is crucial to build upon the existing cross-border partnerships with key international, regional and local stakeholders to ensure a joined-up and integrated approach to transport strategy and implementation between England, Wales and the Republic of Ireland. The Mersey Dee Alliance has identified cross-border transport and accessibility as a key priority for joint action with an initial focus on:

- Delivering sustainable cross-border accessibility to employment opportunities across the area by the development and implementation of a joint accessibility strategy, including building on current demand responsive transport schemes and rolling out and co-ordinating the delivery of good practice in labour market mobility schemes
- Further developing the economic, social and environmental business case for improvement of the Wrexham - Bidston railway corridor, which provides a sustainable link between Wrexham and Deeside and also provides connections with the Wirral and the wider Liverpool city region

TAITH will work closely with the partnership to develop proposals for inclusion and delivery within the regional transport plan.

Valuing our Environment

The natural environment and our built heritage are defining features of North East Wales and underpin its success as a place to live, visit, and work. Of note are the River Dee area of Outstanding Natural Beauty, our medieval castles, such as Rhuddlan and Flint and more recent industrial archaeology, particularly evident in places like Halkyn Mountain and Minera and the Pontcysyllte Aqueduct.

The overall aim is to deliver the Spatial Strategy for North East Wales in a way which protects and enhances the natural and built environment and to realise the opportunities that these assets provide in supporting the sustainable growth of the area. A high quality natural and built environment is key to attracting visitors, promoting ongoing economic and social investment and contributing to the quality of life for the people here.

It is particularly important for North East Wales to offer a very high quality environment with a unique sense of place where people will want to live, work and play given that the strategy focuses on attracting local and inward investing businesses in high value manufacturing and service sectors, tourists seeking high quality destinations and activity breaks throughout the year and also on encouraging young people to stay in the area because they see a good quality of life here rather than leaving to seek opportunities elsewhere.

North East Wales must play its part in mitigating and adapting to the impacts of climate change. This challenge provides huge opportunities environmentally but also economically and socially.

The Cefn & Cefn Mawr WSP 2016

Environmental opportunities and actions for North East Wales include:

- Protecting and enhancing protected wildlife, landscape and built heritage sites
- Improving important tourist and environmental infrastructure
- Developing and improving green transport links
- Raising awareness and understanding and promoting the use of the natural and cultural environment
- Developing the agricultural industry to respond to climate change and maximise related opportunities
- Enhancing the environmental goods and services sectors
- Managing important tourist destinations, countryside and coastal environments
- Providing and improving infrastructure for activity recreation.

A significant concern is the proportion of the area's buildings which are located in flood risk areas. Climate change increases the risk both through rising sea levels and the likelihood of more intense patterns of rainfall and storminess. The development of more housing and industry in the area may also put a strain on the environment particularly in relation to water resources and by isolating protected wildlife sites and species. In addition infrastructure such as energy, utilities, waste, water and sewers are already facing constraints in some places. It is therefore key that partners across North East Wales take a strategic approach to this issue to identify opportunities for creative solutions to, for example, land use and water issues that can improve our resilience to climate change and benefit wildlife while permitting development in appropriate locations.

The Mersey Dee Alliance is currently investigating the potential for the joint management of the River Dee and its estuary including the concept of developing a River Dee Regional Park, which would straddle the border and provide benefits to both. Building on the Dee River Management Plan, the concept could integrate economic development and tourism opportunities with environmental enhancement, protection of internationally designated sites, and the regeneration of communities along the River Dee and estuary area. A key element will include the need to balance the ecological, environmental and economic needs of the River Dee as a working river.

Respecting Distinctiveness

Welsh language issues, the use of the Welsh language varies across North East Wales and is currently more prominent in Conwy and Denbighshire than in Flintshire and Wrexham. Across North East Wales a new generation of Welsh learners and speakers is being fostered through the teaching of Welsh in schools and through adult education. This provides a good opportunity for the area to capitalise on this element of its cultural heritage.

[Back to the future for Cefn Mawr](#)

The name of the campaign stems from the original idea of promoting and reusing our former transport systems for our Future Sustainable Development. These consist of reopening [Jessop's Tramway](#) originally engineered in 1803 to 1815 to connect the canal to local industry and Cefn Mawr, re-cutting the [Plas Kynaston Canal](#) first cut in the 1820's to connect the Cefn Mawr and the Plas Kynaston Colliery, [Blast Furnace and Iron Foundry](#) directly to the canal and inland waterway network, and establishing a new Railway Station for Cefn Mawr on the main Marchers Railway line built across the mighty Cefn Viaduct in the 1850's.



Figure 40 Back to the future for Cefn Mawr

Please note this U Tube video and other U Tube Videos pertaining to the Sustainable Development of our community can be seen on our website at:

<https://www.plaskynastoncanalgroup.org/news/video-news/>

The CRP, Cefn Regeneration Partnership was formed in late 2015 between several groups, the Cefn Community Council, the Dee valley Trust, the Cefn & District Chamber of Commerce, WCBC and the Plas Kynaston Canal Group to try and make a start at bringing tourism into Cefn Mawr. The CRP is pursuing Big Lottery funding for Community Enhancements under the general banner of “Back to the Future for Cefn Mawr”, and the CRP proposals are:

1. Jessop’s Tramway (and we would like to see WBG added to this)
2. Reopening the Ebenezer
3. Local village footpaths and signage such as the Cefn Heritage Trail
4. The Cefn Arch and View Point Car Park
5. Rhosymedre Allotments
6. Plas Kynaston Gardens
7. Link pathways between Tesco and Well Street
8. A tree management program

For more information on long term transport infrastructure proposals please see:

- [The Cefn, Cefn Mawr & FGA 2015](#) (Future Generations Act)
- [The Cefn, Cefn Mawr & WSP 2016](#) (Wales Spatial Plan)
- [The Cefn, Cefn Mawr & PPW 2016](#) (Wales Planning Policy)
- [The Cefn, Cefn Mawr & WTS 2016](#) (Wales Transport Strategy)

Abbreviations

A&E -Accident and Emergency
AA -Appropriate Assessment
CCC Cefn Community Council
CCW -Countryside Council for Wales
CRP- Cefn Regeneration Partnership
DCELLS -Department for Children, Education, Lifelong Learning and Skills
DVT Dee Valley Trust
EU -European Union
FE -Further Education
FGA Future Generations Act
GDP -Gross Domestic Product
GIS -Geographic Information Systems
GVA -Gross Value Added HE -Higher Education
HRA -Habitats Regulations Assessment
ICT -Information and Communication Technology
IT -Information Technology
JT Jessop's Tramway
LDP -Local Development Plan
LNG -Liquefied Natural Gas
LSB -Local Service Board
LSOA -Lower Layer Super Output Area
MDA -Mersey Dee Alliance
NHS -National Health Service
NVQ -National Vocational Qualification
ONS -Office for National Statistics
PKC Plas Kynaston Canal
PKCG Plas Kynaston Canal Group
PPW Planning Policy Wales
PRIDE -Programme of Innovative Development
RTP -Regional Transport Plan
RTPI -Royal Town Planning Institute
SA -Sustainability Appraisal
SAC -Special Area of Conservation
SEA -Strategic Environmental Assessment
SEWTA -South East Wales Transport Alliance
SOA -Strategic Opportunity Area
SSSI -Site of Special Scientific Interest
SWWITCH -South West Wales Integrated Transport Consortium
TAITH -Regional Transport Consortium for North Wales
TEN -Trans-European Network
TEN-T -Trans European Transport Network
TraCC -Trafnidiaeth Canolbarth Cymru (Mid Wales Transportation)
WAG Welsh Assembly Government
WBG Windborne Gateway Interchange
WIMD -Welsh Index of Multiple Deprivation
WCBC Wrexham County Borough Council