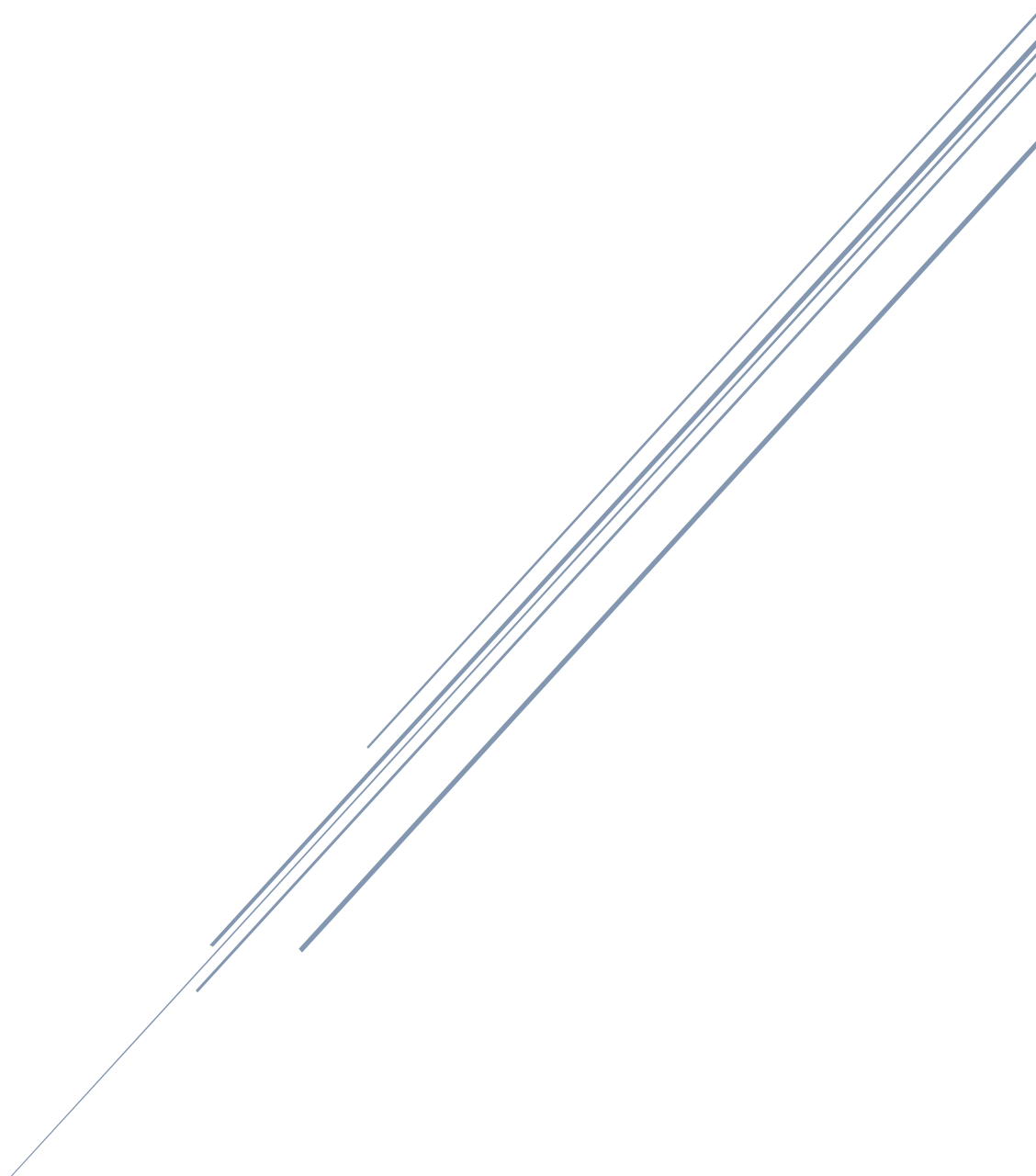


PONTCYSYLLTE AQUEDUCT & CANAL WHS MANAGEMENT PLAN DRAFT 2019 – 2029 RESPONSE



Contents

Summary:	2
Historical Context:	3
The Need for a Management Plan:	3
Achievements to Date:	4
Ownership and Governance of the World Heritage Site:	6
Community and Stakeholder Involvement:	6
Chapter 2 Outstanding Universal Value and Cultural Significance	7
Statement of Outstanding Universal Value:	7
Buffer Zone and Setting:	8
Statutory Duties and Responsibilities	8
Network Rail.....	9
Consultation Question 1	10
Chapter 4 Key Themes, Issues and Opportunities	10
Consultation Question 2	19
5 Vision and Objectives for the World Heritage Site	19
Consultation Question 3	19
Consultation Question 4	19
Chapter 6 Action Plans	20
Consultation Question 5	26
Consultation Question 6	26
Consultation Question 7	26
Appendix 1 Cefn Mawr 2017 Post Industrial Depression.....	27
Appendix 2 The Next Economic Hit.....	37
Appendix 3 The Forgotten Future	39

Summary:

The drafted management plan overall is a good piece of work for the World Heritage Site.

However, there are a number of minor mistakes and also very little reference is made to the largest community in the whole of the 11-mile corridor, i.e. the communities of the Cefn at the central section of the WHS. For the sake of clarification, the communities of the Cefn are: Cefn Mawr, Cefn Bychan, Rhosymedre, Plas Madoc, Trevor, Froncysyllte, Cysyllte, New Bridge, Garth, Acrefair and Pentre.

Unfortunately, it has been a common practice in most planning to date and promotion of the WHS and is a situation that needs addressing as the effect of this is having a detrimental result to the stated aims of the Pontcysyllte Aqueduct & Canal WHS Management Plan for 2019 -2029 and our combined community.

The following text details our observations concerning such, and for a graphic illustration of the general decline of our community at the central section of the WHS please refer to appendix 1.



The Ebenezer and Cefn Mawr's forgotten future economic regeneration at the centre of the WHS corridor.

If this is allowed to continue, our community will keep sinking further into economic depression. This will come at a cost to the whole of the WHS and the most ironic thing about it all is that if we actually worked together and included our community economic depression would be avoided.

Historical Context:

No mention is made of the important industrial history that our community was made from in the construction of the aqueduct or from where the materials for its construction were quarried, mined and produced. This is an extremely important part of the history and rivals that of Iron Bridge and Colebrook Dale. Without the raw materials from our area, high quality sandstone, coal to make coke, limestone to clean the iron smelt, and ironstone to produce the iron from, the aqueduct would not have been possible. All this then required a large workforce made up of local people and people that moved to the area for the work giving birth to our present communities of the Cefn that are located where the resources were to be found. From for the lime stone, Acrefair for the coal and iron stone and Cefn Mawr for the sandstone.

Section 1.10 quotes the tourist count at 300,000 but latest counts by WCBC are 330,000 and increasing.

The Need for a Management Plan:

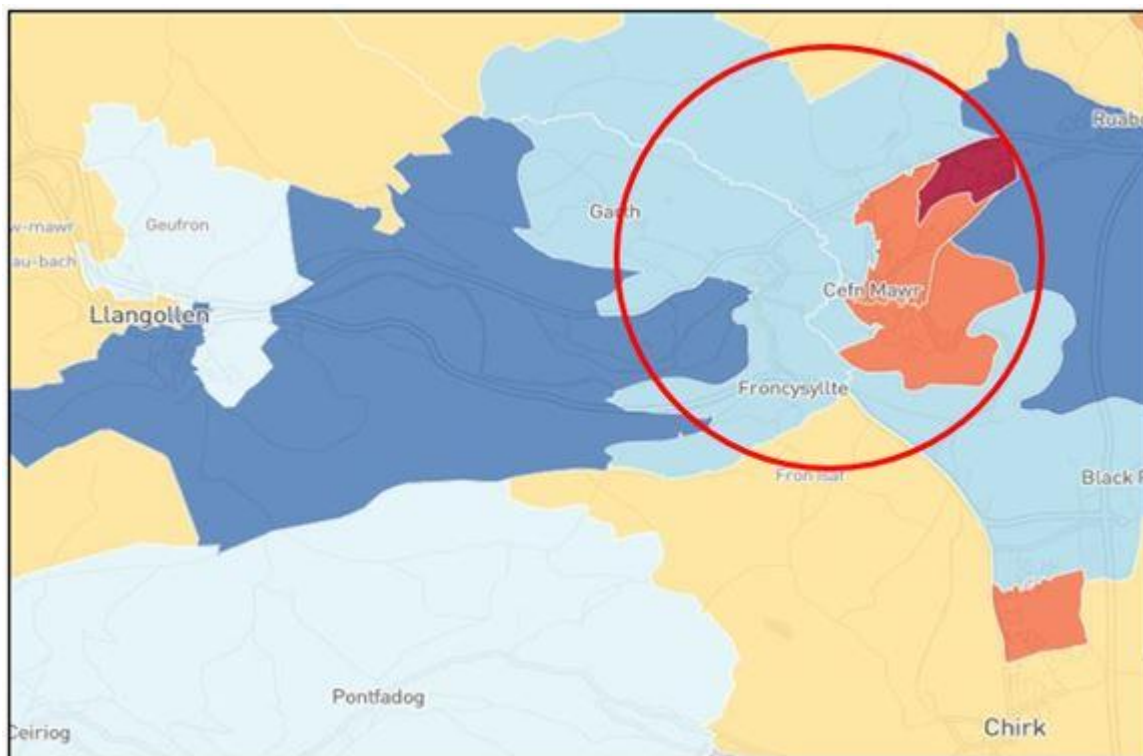
1.21 Management plans need to follow an ongoing process of assessment, objective setting, consultation, monitoring and review, in order to take into account changing circumstances and ensure that actions are delivered.

1.22 Changes that have taken place since the initial Management Plan was produced include to the local and national policy context, as well as administrative and organisational changes. Examples include the passing of the Well-Being of Future Generations (Wales) Act in 2015, with the focus now on improving social, economic, environmental and cultural well-being; in addition to the passing of the Historic Environment (Wales) Act in 2016. Administrative and organisational changes include the expansion of the Clwydian Range Area of Outstanding Natural Beauty (AONB) in 2011 to include much of the Dee Valley, the launch of the Canal & River Trust in 2012 (formerly British Waterways) and local government re-organisation in England resulting in the creation of Shropshire Council. Opportunities and issues facing the World Heritage Site have inevitably changed since the last Management Plan was produced, for example with visitor numbers increasing as a result of World Heritage Site status and the associated pressures of access and visitor management.

One of the largest changes in the WHS corridor, which has neither been mentioned nor recognised in the current Management Plan, is the closure of two major employers (Monsanto and Air Products). We suggest that this should be recognised.

An interesting point here is that Reads Yard Parking occupies the site of a former employer in the area, Reads Engineering, which once supported the main plants of Monsanto and Air Products.

The closure of these two major employers has contributed towards the decline of social, economic, environmental and the cultural well-being of our community that surrounds the so called “Jewel in the Crown”, the Pontcysyllte Aqueduct. This has occurred as our community has slid into post-industrial depression with the highest unemployment and rating of WIMD in the whole of the World Heritage Site.



Latest print out of WIMD for the WHS corridor.

Achievements to Date:

Protection – the entire canal from the Horseshoe Falls to Gledrid Bridge was scheduled as an ancient monument, and a number of additional buildings afforded listed building status. Changes were made to the boundaries of two Conservation Areas (Trevor Basin and Chirk) and Conservation Area Character Assessments and Management Plans were adopted and for some areas Article 4 (2) Directions were put in place.

This should also include the Cefn Mawr Conservation area Article 4 (2) Directions.

Planning – Supplementary Planning Guidance for the World Heritage Site was published in 2012 and adopted by each of the relevant planning authorities. Urban characterisation studies for Cefn Mawr and District and Llangollen were published by Cadw in 2014 and 2016.

Funding – the success of grant funding from the Heritage Lottery Fund under the Our Picturesque Landscape Project, which centres on the landscape of the Dee Valley and the Pontcysyllte Aqueduct and Canal World Heritage Site.

We are aware of the £5.5million win for Welsh Landscapes awarded through the Heritage Lottery Fund and that £1.5million has been allocated for the Clwydian Range and Dee Valley area.

Appendix 4 - Settlement Function and Development Potential spreadsheet

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

Appendix 4 WCBC LDP2 2016.

Our community is paying a heavy price when it is totally unnecessary given the opportunities because of the WHS & AONB if the situation is managed correctly.

Ownership and Governance of the World Heritage Site:

Perhaps this section of the Pontcysyllte Aqueduct and Canal WHS Management Plan helps reflect one reason why the plan works so badly in relation to our community. The flow diagram clearly puts the communities that live in the WHS corridor at the bottom of the decision-making process. This is something we have seen in our community quite clearly, where people that do not live here continue to make decisions that either don't work or in many cases are unpopular.

Furthermore, the misconception that our community is included in the WHS is not borne out in any way other than simply by geography. Our community, despite being the largest community and at the very heart of the WHS, sees virtually no benefit from the WHS.

So, we ask, where is the ownership in this and what is the current value to our community? It would be very interesting if the consultants Arcadis engaged in preparation of this document (Pontcysyllte Aqueduct & Canal WHS Management Plan Draft 2019-2029) and the third “*Master Plan*” for the Trevor Basin were tasked with calculating the current tourist value to the Cefn & Cefn Mawr.

One clear indication that we do have from many people in the Trevor Residential area are the continued year on year complaints regarding the excessive traffic congestion caused by the large volumes of visitors to the aqueduct, whilst most visitors are totally unaware of the existence of our community. So where is the ownership in this?

Perhaps in accordance with the FGA 2015 the communities living in the WHS should be placed slightly higher up on the flow diagram rather than at the bottom?

Community and Stakeholder Involvement:

1.28 The Management Plan has also been informed by consultation, involvement and engagement with communities undertaken as part of other projects and partnerships. A key example is that of the Our Picturesque Landscape project (OPL) which has received funding from the Heritage Lottery Fund (HLF) and which is centred on the Dee Valley, with the Pontcysyllte Aqueduct and Canal World Heritage Site at its heart. Themes of the project are taken from inspirational journeys that have been, and still are, a key feature of this area. The OPL Conservation Action Plan ‘recognises that this is a landscape under extreme and growing pressure, with high and increasing numbers of visitors attracted to some of our most fragile sites’ and that ‘the communities that live and work here are failing to see the benefits afforded by the landscape and are becoming increasingly disconnected from the heritage of the area’. The development phase for the project has included a plethora of community engagement events to understand community aspirations, and the overlap with discussions concerning the World Heritage Site has been clear.

We and a large proportion of our community agree with this statement as is borne out by the state of our communities’ economic wellbeing.

Chapter 2 Outstanding Universal Value and Cultural Significance

Statement of Outstanding Universal Value:

2.15 Pontcysyllte Aqueduct also exhibits an interchange of human values in conservation. It was recognised in the pioneering works of industrial archaeology and was one of the iconic structures of the early industrial heritage movement. In the 1940s it helped to inspire the formation of one of the earliest industrial conservation organisations, the Inland Waterways Association, which campaigned to save it from closure. It was among the earliest industrial structures to be designated a Scheduled Ancient Monument of National Importance, in 1958. In 1973 it was visited by the first ever international conference on the conservation of the industrial heritage.

The communities of the Cefn & Cefn Mawr are the main communities involved with the Industrial Heritage of the aqueduct far more so than either Llangollen or Chirk, and yet our community gets a very low profile in the promotion of the WHS corridor or the history of the industrial revolution and the arrival of the canal.

For a brief introduction of some of the works made in Cefn Mawr apart from the aqueduct please see: <https://www.plaskynastoncanalgroup.org/plas-kynaston/plas-kynaston-foundry/>

2.17 The process of industrialisation that began in Britain and spread to the rest of Europe, North America and the entire globe altered the economic and social basis of life. Pontcysyllte Aqueduct and Canal bears witness to many of the prime changes embodied by the Industrial Revolution, for example:

- *Increased inter-regional trade is illustrated by the physical connection made by the canal to external and world markets and by the installations for incoming and outgoing trade that grew up on its banks.*

It is the reverse of this situation that can now bring a turn around in our community at the centre of the WHS from post industrial depression to Sustainable Tourism Development.

- *The shift to fossil fuels is illustrated by the effort expended to carry the canal across the Dee Valley to the northern part of the coalfield. Coal was the major traffic on the canal throughout its working life.*

This is not quite correct; it was necessary to cross the River Dee to be able to supply enough headwater from either Hope Mountain (as originally planned) or the upper Dee Valley as in the Llangollen Canal. Without sufficient headwater it would not have been possible to operate the canal successfully.

What is more important about the switch in fuels at this time that very little is mentioned of and is extremely important in the industrial history of the aqueduct is the change in scale of casting. This was largely due to the skills of William Hazeldine and his work force at the Plas Kynaston Foundry where the castings for the aqueduct were made. If there is any question about this statement, please find something made of iron that was anywhere near as big preceding the aqueduct. The ability to cast large forms of ductile iron gave rise to the nick name, “William Merlin Hazeldine”.

Buffer Zone and Setting:

2.26 The Buffer Zone contains within it a number of settlements – from west to east these are Llantysilio, Llangollen, Garth, Trevor, Cefn Mawr, Froncysyllte, Chirk and Chirk Bank. The growth and development of settlements within the Buffer Zone are intimately linked to the developments in transport and in particular to the construction of the Llangollen Canal.

2.27 A particular example is that of Cefn Mawr – until the Industrial Revolution of the late 18th and early 19th Centuries, Cefn Mawr was an undeveloped rural area situated within the Parish of Ruabon. However, the construction of the Pontcysyllte Aqueduct formed the hub of Cefn's industrial development and was a catalyst for growth, leading to an influx of entrepreneurs and workers to the area and doubling the population of Ruabon at that time. Industries included the Plas Kynaston and New British Iron Company foundries, large collieries at Plas Kynaston and Wynnstay and the Plas Kynaston Brickworks.

The above text is correct however this text also serves to indicate some of the root causes of the problems we currently face with the WHS Management Planning.

The WHS in reality falls into three main areas:

- **The Western Section of Llangollen and Llantysillio**
- **The Central Section of the Cefn & Cefn Mawr which in reality also includes Garth, Trevor and Froncysyllte simply because this is where these villages are, and together constitute the largest and poorest community outnumbering the Western and Southern sections combined.**
- **The Southern section of Chirk and Gledrid.**

The continued division of our community in the central section of the WHS dates back to times preceding the canal era and does not help with the present situation. It is another primary reason for the poor representation of our community in the WHS to date.

Statutory Duties and Responsibilities

3.19 Key tasks of the Strategic Board include:

- *Setting the strategic direction for the World Heritage Site;*
- *Ensuring resources are identified and allocated to fund the delivery of the Management Plan;*
- *Encouraging engagement and partnership working with all interested parties to ensure the OUV of the site is preserved through participatory means.*

3.20 The Strategic Board is supported by a Stakeholder Partnership which meets quarterly and four Delivery Groups (Planning, Landscape and Conservation; Visitor Management and Economic Regeneration; Community, and Education) which have been formed to take forward specific actions or objectives.

We ask is our community really being involved? The impression that we get as a community is that we are not.

3.22 Local authority owned assets within the Buffer Zone include Dinas Brân Castle and Plas Newydd (owned by Denbighshire County Council). Denbighshire and Wrexham Councils both operate public car parks and toilets that provide access to the World Heritage Site and the Buffer Zone – notably at Trevor Basin, Llangollen, Ty Mawr and Llantysilio.

For years, in fact since 2012, we have been actively trying to get WCBC et al to work with us to set up Windborne Gate Parking (WBG) as the main parking area for the central section of the WHS. This would directly address a number of known problems.

- 1. Traffic congestion in the Trevor Residential Community.**
- 2. Extend visitor dwell time from the currently very short 60mins by encouraging people to also explore the wider area of the Cefn & Cefn Mawr as well as visit the aqueduct. Unfortunately, no progress has been made on this and WBG remains virtually unused for several reasons that can be corrected.**
- 3. The centre of WBG is 500mts from the aqueduct and 500mts from the centre of Cefn Mawr, the former commercial centre for the area and currently struggling to stay alive, never mind the growth factor associated with WHS inscription.**
- 4. Therefore, we ask, are the plans working with our communities?**

Network Rail

3.29 Network Rail own and maintain Chirk railway viaduct. This is maintained to the highest standards given its function in carrying a main line railway and is subject to rigorous and regular examination.

Rail constitutes the future for mass transport and the opportunity for a Railway Station at Cefn Mawr adjacent to Tesco should not be ignored in the WHS Management Planning. This offers a real alternative to the already highly congested A483 and A5 trunk roads to access the WHS. Whilst it is true there are 2 other stations (Chirk and Ruabon) already, these station are really only left overs from a previous era when their locations served purposes and industries long gone, the most recent being Ruabon and the closure of the line to Barmouth with the Beeching cuts in the 1960's. Chirk station is where it is because of the former GVT, Glyn Valley Tramway that used to bring the slate out of the Glyn Quarries, the last of which closed in the 1940's.

Therefore, with a head count of just under half a million for Tesco, where better to put a new Railway Station that would serve South Wrexham, the Dee Valley AONB and the Pontcysyllte WHS. This would also significantly help our community turn around from post industrial depression to Sustainable Tourism Development though becoming a Transport Hub and Destination for the Pontcysyllte WHS, Dee Valley AONB and South Wrexham.

Typically, a very efficient mini bus service could be tied directly into this to serve the WHS providing a cost-effective service that would pay for itself without being a drain on public funds as the present bus services are. This is how the MRT system is run in Singapore which is one of the world's most efficient public transport systems.

Consultation Question 1

Based on the information presented in Chapters 1 to 3, is the Consultation Draft clear about the role and purpose of the Management Plan?

The above omissions need to be included and addressed.

Chapter 4 Key Themes, Issues and Opportunities

4.4 Traditional Building Skills training sessions were run in conjunction with the Cefn Mawr Townscape Heritage Initiative over a five-year period, with the aim of improving skills in traditional building techniques such as stone masonry, lime plastering and window repair. Despite this, there continues to be a potential skills gap in this area, with a lack of experienced young people taking up traditional skills and existing rural skills contractors approaching retirement age.

There are opportunities to provide new job opportunities and encourage skills development through working in partnership with local colleges and with partner organisations such as the AONB.

Having practical experience of many of the “Traditional Building Skills” sessions the above statement is not correct, and the following is said not as criticism of such but to give a true picture of events as they happened under the Townscape Heritage Initiative, THI.

Of the courses that the writer did attend the general ratio of attendees were in the region of 50% from WCBC, 25% contract builders for the THI and at a maximum 25% or less from the local community. Furthermore, the local participation was generally made up of the same people, i.e. people that were working with the THI or DVCP and of a more senior age group. Very few young people from our community attended.

At best, the courses run by the THI, can only be described as awareness courses of traditional building skills. They were one day events and it is totally unreasonable to expect to be able to train anyone up to be a skilled builder in one day. Skill training takes years which is why people serve apprenticeships to become skilled workers and then go on to be time-served. Two very important terms that have been forgotten in our modern society where everyone wants to be a manager.

*4.7 Key views of the World Heritage Site have been lost over time as a result of tree growth. This has been identified as a particular issue in Cefn Mawr, where the link between the World Heritage Site and the community is felt to be **diminished both physically (as a result of a lack of linkages)** and visually. There is an opportunity to reinstate key views through an appropriate tree management programme, in partnership with the AONB.*

We in the community of Cefn & Cefn Mawr agree with this statement and have been looking at a tree management programme that can be self-sustaining if all parties will work with us on a comprehensive programme for our area and possibly the wider WHS and AONB.

4.11 Key sites within the World Heritage Site Buffer Zone include the former Flexsys site at Cefn Mawr and the Krono span works at Chirk. Both sites are immediately adjacent to the World Heritage Site boundary and therefore have the potential to impact upon issues of setting. The Flexsys site is now a cleared brownfield site immediately adjacent to the Trevor Basin and the entire area has been subject to a master planning process, the outcomes of which will be incorporated into Wrexham's new Local Development Plan, ensuring that future development in this area continues to take place appropriately and identifying potential opportunities to benefit local communities and visitors alike.

The PKC Group in Cefn Mawr are currently proposing a Cable Car System to provide a physical link between the major parking for visitors to the aqueduct and the village centre of Cefn Mawr which they are hoping the WHS Board and all will take on board and work with them on.

4.13 At a community scale, work has been undertaken in terms of characterisation studies of settlements within the Buffer Zone, notably at Cefn Mawr (the Cefn Mawr and District Characterisation Study) and Llangollen. The wealth of information provided in these studies can help inform future planning policy and decision-making.

This was a very good piece of work by Cadw.

4.15 A final issue relates to the potential loss of undesignated features within the Buffer Zone of the World Heritage Site (for example features associated with construction such as limekilns or quarry workings). These heritage features may be less grand in scale to those such as the Pontcysyllte and Chirk Aqueducts, but nonetheless had a critical role in their construction. Whilst the loss of such features has been mitigated to a certain extent through the preparation of a comprehensive Archaeological Audit which considers the purpose and function of many of these features, there is also scope for conservation of some of the key examples.

We on the Cefn Community Council seek to preserve all known historical features in our community and actively work with the Cefn Historical Society, the Cefn Mawr Museum and the PKC Group.

4.16 The consultations that have been undertaken as part of the preparation of this Management Plan have identified that, although many people are aware of the World Heritage Site designation, there is a lack of awareness and understanding about such things as what the World Heritage Site includes, where its boundaries are, the existence of a Buffer Zone and what that might mean.

There is a preconception amongst many people – local people and visitors alike – that the World Heritage Site is simply the area in the immediate vicinity of the Pontcysyllte Aqueduct.

In not fully understanding or appreciating the boundaries of the World Heritage Site and its Buffer Zone, it is perhaps inevitable that there is a corresponding lack of understanding about what is special about this wider area and its contribution to the Outstanding Universal Value of the World Heritage Site. There is clearly much still to be done in terms of communicating with a variety of audiences, including local communities, businesses, landowners and key stakeholder organisations.

Unfortunately, the WHS master planning is lead by CRT and the only area of real interest that is shown is in the canal. Merely reading Gazette for this Management Draft Plan gives a clear indication of this and has been stated at meetings with both CRT and WCBC.



This illustration is clearly not true for the majority of the Cefn & Cefn Mawr where our economic growth is in decline.

A clear indication of this decline can be drawn from WCBC auctioning off the Ebenezer, Cefn Mawr, supposedly the leading regeneration work for our community. The Ebenezer was refurbished to the tune of 1.5 million pounds in 2008/9 and was supposed to lead the regeneration of Cefn Mawr and the THI scheme. However, during the course of the outgoing WHS Management Plan over the past ten years the complete opposite has been true and this building has remained vacant and vandalised for the last 6 years. So what we say is borne out by the evidence on the ground and unless something is done the situation is only going to deteriorate.

4.17 Community involvement and engagement to date has been through a variety of groups, events and activities. For example, a 'Friends' group (known as Aqueducks) was developed at the time of nomination and included people from communities along the World Heritage Site; similarly, the Aqueduct Community Association is made up of volunteer community representatives from the communities of Garth, Trevor and Froncysyllte. There is an ongoing programme of events and activities along the World Heritage Site corridor, including the 'Underneath the Arches' music and light spectacular held on an annual basis. Despite this, there is scope for further engagement with local communities and specifically, scope to further involve them.

Unfortunately, very little community involvement has been seen in Cefn Mawr and our community the largest in the whole of the WHS corridor remains segregated from the WHS which is grossly wrong given the total number of visitors to our area split between Ty Mawr and the aqueduct, 400,000 that our community sees no benefit from.

4.20 Improved interpretation of the World Heritage Site, including of features in the Buffer Zone, would assist with improving awareness and understanding of the value of the World Heritage Site for both visitors and local people alike. In addition to understanding about the heritage aspects of the World Heritage Site, there is an opportunity to promote understanding about the biodiversity value of the area, for example the Special Area of Conservation and SSSI designation of the River Dee.

There is a lot of room for improvement here for the WHS as a whole to show Cefn Mawr more prominently. The grossly wrong situation at the centre of the WHS is best indicated by the almost total lack of display of our community on all tourism related materials as has been highlighted in the PKC Publication, “Where is Cefn Mawr”.

Please just download:

<https://www.plaskynastoncanalgroup.org/app/download/5803418635/Where+is+Cefn+Mawr.pdf>

Furthermore, for more physical proof of the grossly wrong situation that this master plan is supposed to cover, just stand in the middle of the aqueduct in full view of Cefn Mawr at the height of the season at mid-day. Then ask the first 100 people passing where Cefn Mawr is and you will be lucky if 10 of them can tell you. We have tried this a number of times.

4.21 There is scope to create a greater sense of place and cultural distinctiveness along the World Heritage Site corridor through celebrating the natural and built assets of the area, recognising the role played by heritage, Welsh language and culture, involving local communities more actively, and improving the visitor experience.

4.22 Communities within the Buffer Zone in particular have important connections with the World Heritage Site, for example in terms of the role it has played in the development of the character and morphology of settlements and the role played by inhabitants in the construction and operation of the canal and associated features. The ‘social archaeology’ of these communities and their inhabitants is an area that should be further explored. There is a wealth of historical information available in local centres such as the Llangollen Museum, and the Cefn Mawr and District Museum.

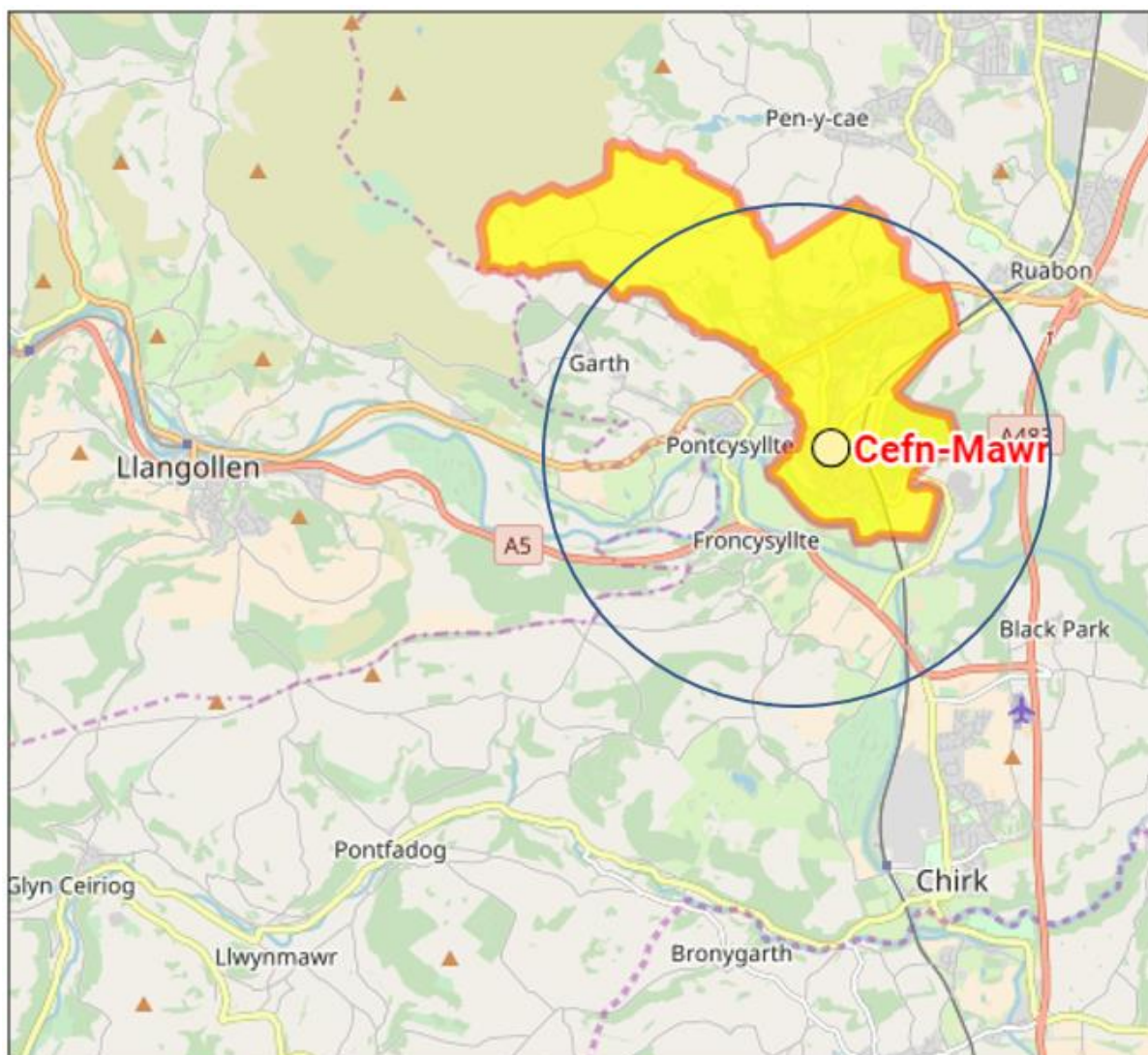
4.23 Cadw has prepared urban character assessments for both Llangollen and Cefn Mawr and the surrounding district, noting how historic character lies at the heart of local distinctiveness and helps create a sense of place¹⁰. The Llangollen Canal has played an integral role in the growth and development of these and other communities, creating a unique urban morphology and cultural function.

There is virtually no recognition of the heritage of the Cefn & Cefn Mawr in the WHS corridor or material except in these master planning documents which are not used for promoting the WHS. Therefore, instead of just mentioning the important role our community played in the construction of the aqueduct that 99.99% of the public never sees more needs to be done.

Whilst people may be exploring Trevor Basin (which is very small) and Trevor village (residential) is over run with visitors the rest of our community sees none and the work completed under the THI scheme in Cefn Mawr is starting to crumble and unless we turn this grossly incorrect situation around, the village centre of Cefn Mawr will be lost due to lack of funds (from retail) to be able to maintain it.

4.25 Of specific importance is the need to present the World Heritage Site seamlessly, as a linear destination, providing a quality offer for residents and visitors alike at the main hubs along the eleven-mile corridor from the Horseshoe Falls to Gledrid Bridge. Opportunities to achieve this include the creation of more definitive gateways at entrances to the World Heritage Site, to announce arrival and meaning.

If the above is true, which we would like it to be, then it must be asked why is our community, the largest in the WHS corridor consistently left out and marginalised resulting in segregation from the WHS corridor? Our community has the potential to significantly contribute to the WHS corridor and it is high time this was realised. Not only should Llangollen and Chirk be recognised but also the community of the Cefn & Cefn Mawr covering all the villages in the central section of the WHS which outnumber Llangollen and Chirk combined.



Demography - Despite Cefn Mawr and the Cefn having a population equal to or greater than Llangollen and Chirk combined we are not represented in the WHS material (all of it) very well at all and have the poorest medical health facilities in the whole of the WHS corridor.

Populations from 2011 Census

- Cefn Mawr = 7000
- Chirk = 4000
- Llangollen = 3500

Please note Llangollen also include villages of Garth, Trevor, Pontcysyllte, and Froncysyllte.

If the true immediate population of the Cefn (blue circle) at the central section of the Pontcysyllte World Heritage Site Corridor of Cefn Mawr and surrounding villages is taken into account this easily outnumbers the populations of Llangollen and Chirk combined.

So, the question must be asked, why do our people get such a poor deal?

The three main centres along the WHS corridor should be (1) Llangollen, (2) Cefn & Cefn Mawr and (3) Chirk.

The Cefn & Cefn Mawr should be brought online for long term planning and sustainable development simply because of logistics and the fact that our community surrounds the aqueduct, the main feature in the Pontcysyllte WHS.

We have the convergence of more transport routes than either Chirk or Llangollen and this needs to be recognised and built on which will lead to the Cefn & Cefn Mawr becoming a Destination and Transport Hub for the Pontcysyllte WHS, Dee Valley AONB and South Wrexham. Our area has three main trunk roads, the A483, A539 and A5 with a combined road count in excess of 15M and increasing, the canal itself and significant opportunity to expand mooring facilities on a currently disused brownfield site, the Marchers Railway Line and the extremely good opportunity to establish a very successful railway station next to Tesco giving direct rail access to the national rail network and all airports, Offa's Dyke long distance footpath runs through our community as to will the Sustrans new cycle route from Rhyl to Oswestry when it is completed.

So, start working with us. With an eventual move away from private transport to public transport the train is the transport system of the future and a railway station at Cefn Mawr is ideal for this. A railway station at Cefn Mawr next to Tesco would constitute a real gateway to the WHS Corridor unlike Chirk or Ruabon stations which are in the middle of nowhere and have very limited facilities and include parking lots that have already reached maximum capacity.

4.29 The World Heritage Site can be accessed by public transport by means of train stations at Chirk and Ruabon (the latter involving a walk of just over a mile between the train station and the World Heritage Site at Trevor Basin); bus services run regularly between Llangollen and Wrexham and between Cefn Mawr and Wrexham. Further connectivity between hubs along the World Heritage Site corridor is provided by the Llangollen Railway, which now extends west to Corwen; the station at Berwyn provides opportunities for visiting the Chainbridge and Horseshoe Falls area. Canal boats are available for hire and for boat trips from Llangollen and from Trevor Basin. Finally, the canal towpath itself provides a link for walkers and cyclists; the towpath forms part of the Offa's Dyke National Trail in the vicinity of the Pontcysyllte Aqueduct.

The above text – the walk of a mile between Ruabon station and the aqueduct for the vast majority of people visiting the aqueduct is unrealistic especially considering the majority of age groups concerned, more senior people or younger families with small children.

The Llangollen Railway only runs west of Llangollen, unfortunately it does not connect into the National Rail Network and will most likely never do so now considering the amount of house building that has occurred on the former line of the railway at Llangollen and now Acrefair, Cefn Mawr and Plas Madoc.

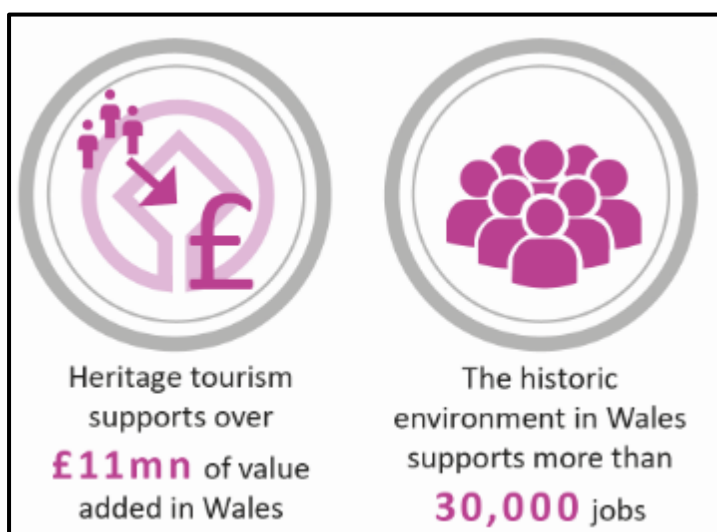
This again says why a railway station adjacent to Tesco in Cefn Mawr should be considered as a priority in the long-term future planning for the WHS corridor, and after all, this is a 10-year management plan is it not?

Once again, we point out that the current parking facilities at Chirk and Gobowen railway station are at maximum capacity for people going to work and glibly saying these stations are suitable is not correct. The parking problem at Ruabon has been altered by WCBC discouraging people from using the train (against WAG policy) with the introduction of parking metres.

Once again, a railway station at Cefn Mawr next to Tesco can provide very extensive parking and linked into a local mini bus service serving the WHS Corridor, Dee Valley AONB and South Wrexham would be a very efficient way of running a public transport system akin to the MRT system in Singapore. Now this is long term planning and again why our community is so important to the WHS corridor as a whole.

4.30 Despite the various transport opportunities described here, they tend to operate in isolation and do not provide either local people using the World Heritage Site as a recreation resource or visitors to the World Heritage Site sufficient opportunity for sustainable access and for the creation of 'joined up' routes and packages. With increasing visitor numbers, the integration of transport modes presents an opportunity to enhance sustainable access and in doing so extending the length of time visitors may stay in the area.

We agree with this statement which is why we say what we say about the Cefn & Cefn Mawr becoming a Transport Hub and Destination for the Pontcysyllte WHS, Dee Valley AONB and South Wrexham.



Both captions are not true for our community but if we turn things around and include our community in the WHS as it should be, the current situation can be rectified.

4.32 *Links between the World Heritage Site and the Buffer Zone (for example through the provision and marketing of circular routes making use of existing rights of way) provide a further opportunity to extend the length of time visitors may stay in the area (thus promoting economic benefits), and to provide opportunities to link up features and attractions of heritage value within the Buffer Zone.*

We agree with this statement and suggest that for our area that Aqueduct is linked to the Cefn Heritage Trail, Cefn Mawr Village Centre, Ty Mawr Country, Tan-y-Cut Woods and Froncysyllte back to the Aqueduct and WBG parking. This would give excellent circular walks for our area encompassing the majority of the Cefn and satisfying all management plan aspirations.

4.33 *Other opportunities exist in creating new physical access points and accompanying facilities, for example near Llangollen the proposed Wenffrwd pocket park would present a new opportunity to access the World Heritage Site in this location, opening up a stretch of the canal to those who may not have previously experienced it; similarly there may be opportunities in Llangollen itself to improve physical links to the World Heritage Site.*

And so too would the full reinstatement of the Plas Kynaston Canal (1/2 a mile) back to the Queens Hotel in Cefn Mawr.

4.34 *The drive to secure the World Heritage Site inscription stemmed originally from an aspiration to achieve heritage-led economic regeneration and to achieve sustainable economic growth by increasing the value of the tourism sector and conserving the area's heritage assets. Research has identified the role that WHS status can potentially play in terms of acting as a catalyst for regeneration, through attracting funding, investment, inward migration and increased tourism. Increasing community engagement and activity as a result of World Heritage Status can further provide benefits in terms of civic pride and social capital while ensuring a higher level of awareness amongst partners of what WHS status represents.*

Neither of these aspirations have been realised in the majority of the Cefn & Cefn Mawr surrounding the aqueduct despite the exceedingly high visitor count and the current average visitor dwell time is a clear indication of this, 60 minutes or less (WCBC).

4.35 *Tourism brings much needed revenue into the local economy and supports local employment, services and infrastructure. It is estimated that the value of tourism to the Wrexham economy in 2015 was £111.9mn, and to the Denbighshire economy in 2016 a total of £479mn (STEAM data). Tourism supports nearly 8,000 full time jobs across these two local authority areas.*

This has not occurred in Cefn Mawr or for the majority of the Cefn at the central section of the WHS.

4.36 *Visitor numbers to the World Heritage Site have increased significantly since inscription in 2009; at this time visitor numbers were in the vicinity of 200,000 per annum. In 2017 there were over 300,000 visitors to Pontcysyllte Aqueduct and over 100,000 visitors to the Horseshoe Falls. The EU Referendum in June 2016 and subsequent fall in value of the pound could potentially result in a growth in overseas visitors to the UK as a result of more favourable exchange rates and thereby a continued increase in visitor numbers to the World Heritage Site.*

The increased visitor numbers have and still do cause aggravation to the residential community of Trevor on an annual basis whilst the rest of the Cefn and Cefn Mawr, the commercial centre for the area struggles to survive. This is a grossly wrong situation and needs to be addressed or it will go against the future integrity of the WHS designation OUV of the area.

4.37 The increase in visitor numbers brings its own set of issues – for example the management of visitors at particular hotspot locations (parking, congestion, erosion damage, pressure on facilities, and environmental management such as litter picking). Parking in particular has been identified as an issue at Trevor Basin (where a new temporary car park may now help alleviate the situation until future permanent car parking plans are finalised) and is an ongoing problem in Llangollen.

The so-called temporary parking which has taken some pressure off Trevor does nothing for the rest of our community and only serves to prolong and exasperate one of the main criticisms of the aqueduct, the short dwell time. The long linear parking area set up in early 2017 has only one way in and one way out and adds to the already excessive amount of security fencing on the ex-Monsanto Site.

A simple answer was proposed in 2012 for the WBG, Windborne Gate Parking area that would significantly improve the visual appearance of the whole area whilst still maintaining site security for what is now Eastman Chemicals.

WBG Parking is central to the whole area and key to getting visitors to our area to explore the wider area and increasing visitor dwell time so encouraging economic growth in our community through Sustainable Tourism Development.

We ask when will all the people outside our community involved in this planning of various descriptions listen to us and work with us for the benefit of all including all involved with this planning?

4.39 World Heritage Sites can be exposed to a range of disasters and hazards which may potentially change the physical attributes that carry the heritage value or which may pose risks to the local economy through the loss of tourism revenue. Risks facing the Pontcysyllte Aqueduct and Canal World Heritage Site include from climate change, flooding or breach of the canal, or from pollution events / major industrial incidents.

4.40 The Canal & River Trust has published a Water Resources Strategy which will assist with understanding the impacts of a changing climate on the inflows to canals across the UK; a Flood Risk Management Strategy is currently in preparation to explore resilience to changing climates and the way that flood risk is managed.

What is not mentioned in any of the current planning documents that we have read in relation to 4.39 & 4.40 is the use of canals in the control of ground water. This was a major reason for the conception of the former British Waterways. At the time of Barbara Castle it was alleged that putting in land drainage to deal with the needed drainage of land in the UK would have a similar cost factor to that of restoring much of the inland waterway network.

Here at the Pontcysyllte WHS and especially so for the ex-Monsanto site where we have a large surface run off area the full reinstatement of the Plas Kynaston Canal would have a very beneficial effect. It could be used as a drainage channel for the site with a runoff weir that does not require pumping up to the holding tanks and treatment facility, thus providing a much more cost-effective drainage solution over the long term as opposed to current practice.

We hope this is taken on board by all as this is a big plus point for the Plas Kynaston Canal and associated works and relates directly to the points raised in the Pontcysyllte Aqueduct and Canal WHS Management Plan.

4.44 Opportunities that exist both for closer working practices and potential allocation of resources to implement specific actions are presented by the Our Picturesque Landscape Partnership Scheme, which incorporates a number of the wider goals and objectives of the World Heritage Site Management Plan. Examples include ways to redistribute visitors along the length of the World Heritage Site and into the wider project area.

4.45 A final point relates to the need to include local communities in the decision-making process, in order to help with understanding and awareness-raising about the World Heritage Site and the value it presents to current and future generations.

We hope this will be implemented and actioned in ways that do work unlike in the present circumstances which are not working for the majority of the community at the central section of the WHS corridor.

Consultation Question 2

Does Chapter 4 describe relevant themes, issues and opportunities facing the WHS? Is there anything missing?

Please see all input as above as the current situation in the Cefn & Cefn Mawr at the central section of the Pontcysyllte WHS is deteriorating NOT improving and unless we correct this situation this will detract from WHS status.

5 Vision and Objectives for the World Heritage Site

5.4 The World Heritage Site will continue to be managed by an effective partnership, working together to seek:

- *A community with a vital sense of its own culture and heritage;*
- *The sustainability and preservation of the World Heritage Site itself; and*
- *Enjoyment of the optimum economic, social and environmental benefits that the heightened status can bring to the people of North Wales and North Shropshire.*

This is not working out for our community at the central section of the WHS Corridor.

Consultation Question 3

Does the Vision set out in Chapter 5 meet your aspirations for the WHS?

It is a nice vision that we agree with, problem is the reality is it is not being implemented.

Consultation Question 4

Are the themes and objectives identified in Chapter 5 sufficiently aligned to the issues and opportunities identified in the previous chapter and to the Wellbeing of Future Generations Act?

The FGA 2015 is not being applied in relation to our community.

Chapter 6 Action Plans

2.2	Update the Landscape and Visual Assessment Baseline document	Planning, Landscape and Conservation Delivery Group All local authorities	Clwydian Range and Dee Valley AONB	Medium	Clwydian Range and Dee Valley AONB Supplementary Planning Document Our Picturesque Landscape Conservation Action Plan	Objective 1 Objective 4 Objective 7 Objective 8 Objective 10	A Wales of vibrant culture and language A prosperous Wales
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This needs to include the ex-Monsanto site and our community.

2.6	Undertake training for decision makers including planning officers and local planning committee members.	All local authorities Planning, Landscape and Conservation Delivery Group	Clwydian Range and Dee Valley AONB Landscape and Conservation Delivery Group	Every 3 years	Local Development Plans	Objective 1 Objective 3 Objective 10	A Wales of vibrant culture and language A prosperous
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Why not include active members of our local communities?

2.12	Work towards the eventual removal / relocation of the Dwr Cymru sewage works beneath the Pontcysyllte Aqueduct	WCBC Clwydian Range and Dee Valley AONB	Natural Resources Wales Dwr Cymru	Long	N/A	Objective 1 Objective 3 Objective 7	A prosperous Wales
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If any one would like to speak to us about the above 2.12 we would like to speak to you which will include putting our community at the central section of the WHS on the road to sustainable energy production in line with WAG policy. This is a long-term goal that can again be achieved if all are willing to work together.

3.1	Develop international links with organisations such as the International Committee for Conservation of the Industrial Heritage (TICCIH) and the European Route of Industrial Heritage (ERIH).	WHS Co-ordinator Education Delivery Group	Cadw Historic England CPAT	Medium	N/A	Objective 10	A globally responsive Wales A prosperous Wales
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If links with the TICCIH are to be formed, then perhaps a more comprehensive and accommodating approach to our communities should be made. This because the principle industrial communities in the history of the WHS are at the central section of the WHS surrounding the aqueduct.

The plight of the current situation can be drawn from recent news articles:

BBC News 29th January 2019

Ebenezer chapel community centre in Cefn Mawr auction

<https://www.bbc.co.uk/news/uk-wales-47047021>

The Leader Live 29th January 2019

Former Baptist chapel to go under hammer

<https://www.leaderlive.co.uk/news/17392467.former-baptist-chapel-to-go-under-hammer/>

Wrexham.com 29th January 2019

Community building which received £1m cash injection set for auction unless council accept bid

<http://www.wrexham.com/news/community-building-which-received-1m-cash-injection-set-for-auction-unless-council-accept-bid-162845.html>

Leader Live 28th January 2019

Pontcysyllte Aqueduct celebrate 10 years of world heritage status

<https://www.leaderlive.co.uk/news/17390747.pontcysyllte-aqueduct-celebrate-10-years-of-world-heritage-status/>

Border Counties Advertiser 28th January 2019

Year of celebrations to celebrate World Heritage Status for Pontcysyllte Aqueduct and Llangollen Canal

<https://www.bordercountiesadvertiser.co.uk/news/17389297.year-of-celebrations-to-celebrate-world-heritage-status-for-pontcysyllte-aqueduct-and-llangollen-canal/>

3.2	Secure funding to explore the 'social archaeology' of the World Heritage Site and communities within the Buffer Zone.	WHS Co-ordinator Education Delivery Group	Local community groups OPL Partnership	Short to medium	Our Picturesque Landscape Project	Objective 2 Objective 3 Objective 4 Objective 7	A prosperous Wales A Wales of more cohesive communities A Wales of vibrant culture and language
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Perhaps just listening to what we have to say and taking it on board may help save money here?

4.1	Develop the 'eleven miles of World Heritage' theme as presented in the WHS Style Guide through interpretation and promotional material.	Visitor Management & Economic Regeneration Delivery Group	Wrexham CBC Denbighshire CC Shropshire Council Canal & River Trust Clwydian Range and Dee Valley AONB	Medium	Destination Management Plans / Clwydian Range and Dee Valley AONB Management Plan WHS Interpretation Strategy Project Compass	Objective 3 Objective 7	A Wales of vibrant culture and language A prosperous Wales
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A big change needs to be made here to include our community to the level it should be at or our community will continue to decline.

4.2	Implement World Heritage Site-wide interpretation and signage strategy to ensure consistency across the site. Include interpretation and signage within key Buffer Zone settlements such as Cefn Mawr, Chirk and Llangollen.	Visitor Management & Economic Regeneration Delivery Group	Wrexham CBC Denbighshire CC Shropshire Council Canal & River Trust Clwydian Range and Dee Valley AONB	Medium	Destination Management Plans / Clwydian Range and Dee Valley AONB Management Plan WHS Interpretation Strategy Project Compass	Objective 3 Objective 7	A Wales of vibrant culture and language A prosperous Wales
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Again, a big change is required here in the presentation of the Cefn & Cefn Mawr.

4.3	Develop off-site marketing and pre-visit information through existing and potential new routes (e.g. information at airports).	Visitor Management & Economic Regeneration Delivery Group	Tourism Teams Destination Management Partnerships Local authorities Clwydian Range and Dee Valley AONB	Medium	Visit Wales / Visit England Strategy documents	Objective 6 Objective 7	A Wales of vibrant culture and language A prosperous Wales
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As a practical suggestion here, we would suggest that for visitor engagement by road that suitable parking locations are selected at the three principle areas, Llangollen, the Cefn & Cefn Mawr and Chirk and that the postcodes for the appropriate parking locations be adequately promoted. In the case for the Cefn & Cefn Mawr we suggest the use of the post code for the WBG parking lot as this will then serve the community of the Cefn as well as the Aqueduct.

This is simply because most people are now using mobile phones for navigation.

4.4	Enhance wayfinding and sense of identity within the World Heritage Site, for example through fingerpost signs at regular intervals.	Visitor Management & Economic Regeneration Delivery Group	Canal & River Trust Wrexham CBC Denbighshire CC Shropshire Council Clwydian Range and Dee Valley AONB	Medium	Destination Management Plans Clwydian Range and Dee Valley AONB Management Plan	Objective 3 Objective 7	A Wales of vibrant culture and language A prosperous Wales
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Big improvements need to be made here again for our community which is currently largely ignored. Also, please note that our community of the Cefn & Cefn Mawr is again not mentioned in this section of the Management Action Plan which only serves to illustrate what we are saying.

5.1	Develop links with healthcare providers to promote using the Llangollen Canal for better health and wellbeing.	Canal & River Trust	Wrexham CBC Denbighshire CC Shropshire Council Clwydian Range and Dee Valley AONB	Ongoing / Short	Local Authority / CRT Health and Well-being Strategies	Objective 6 Objective 7	A Wales of more cohesive communities A healthier Wales
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The poor state of the Health Care Facilities in the Cefn & Cefn Mawr, the largest community in the whole of the WHS corridor is another area that requires addressing. This has been left behind both Llangollen and Chirk which have brand new state of the art facilities whilst are community is forced to make do with what we have left over from the second world war.

So, we are not the leaders in this respect at all, but again it shows what a poor deal our community has been receiving over the 10 years during the course of the outgoing WHS management plan.

6.1	Support local walking festivals to ensure the WHS is incorporated and promoted, including circular walks to places of interest, and using trained guides from within the local community.	Visitor Management & Economic Regeneration Delivery Group	Community Delivery Group Canal & River Trust Wrexham CBC Denbighshire CC Shropshire Council Clwydian Range and Dee Valley AONB Local groups	Medium	Clwydian Range and Dee Valley AONB Management Plan Our Picturesque Landscape Project	Objective 3 Objective 4 Objective 7	A healthier Wales A Wales of more cohesive communities
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The linking of Ty Mawr Country Park and the Aqueduct via circular walks should be a priority for the current third round of “*master planning*” for the “*Trevor Basin*” which again does not seem to be including our community.

The current sale of the Ebenezer at auction by one of the leading promoters of the plan WCBC, is a clear indication of not including our community and will not promote circular walks along the Cefn Heritage Trail.

6.3	Develop a project to explore sustainable transport links to and along the World Heritage Site, linking visitor destinations and in tandem with the AONB. Consider a pilot project in the first instance during high season.	Visitor Management & Economic Regeneration Delivery Group	Wrexham CBC Denbighshire CC Shropshire Council AONB	Medium to long	North Wales Local Transport Plan / integrated transport initiatives	Objective 5 Objective 7	A healthier Wales A Wales of more cohesive communities A prosperous Wales
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The current proposal by the PKC Group in Cefn Mawr is exactly this, as has been all the other proposals by the group since 2010.

6.5	Monitor visitor numbers and the effect they are having on different locations within the WHS (for example environmental and economic effects)	Visitor Management & Economic Regeneration Delivery Group	Canal & River Trust Wrexham CBC Denbighshire CC Shropshire Council Clwydian Range and Dee Valley AONB	Ongoing	N/A	Objective 7	A prosperous Wales
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Please take on board what we are making very clear here over and over again.

Also, again please note there is no mention of the Cefn & Cefn Mawr in this section of the action plan on connectivity?

7.6	Explore funding and delivery mechanisms for the Masterplan for Trevor Basin and surrounding area.	Canal & River Trust	Wrexham CBC Solutia UK Limited Welsh Government	Long	Trevor Basin Area Masterplan	Objective 3 Objective 4 Objective 6	A Wales of vibrant culture and language A prosperous Wales
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This section of the WHS Management Plan confirms all we have said above in relation to our community, that of the Cefn & Cefn Mawr. Trevor Basin forms a very small part of it and a much wider view must be adopted that relates to the whole area as we have said already in this response document.

Otherwise as far as this plan is concerned the Cefn & Cefn Mawr may as well be removed from the buffer zone and not included in the WHS as it is clearly not being included in any practical sense other than lip service.

9.4	Review implications of research into the potential impact of climate change in Wales. Regular interaction with relevant agencies to understand potential implications for the WHS.	WHS Strategic Board	All local authorities Cadw / Historic England Canal & River Trust	Ongoing	Welsh Government Climate Change Strategy	Objective 1 Objective 2 Objective 8	A globally responsive Wales A resilient Wales
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For all the consultants and town planners reading this response we support the Blue / Green Environment approach through the full reinstatement of the Plas Kynaston Canal all the way back to the Queens Hotel supported by the largest marina facility that we can manage on the ex=Monsanto site. This would then make a significant contribution to mitigating climate change whilst also contributing to the economic resurrection of our economy.

10.6	Provide strategic input to the Trevor Basin Area Masterplan process and work with partner organisations to deliver proposals.	Canal & River Trust	Wrexham CBC Solutia	Short to medium	Trevor Basin Area Masterplan	Objective 3 Objective 4 Objective 7	A prosperous Wales A Wales of vibrant culture and language
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We are trying and openly seek WCBC, CRT, Eastmans and all to work with us.

Consultation Question 5

Are the actions outlined in the Action Plan sufficient to meet the objectives? Is anything missing?

NO, for the reasons stated above.

Number of buildings in the World Heritage Site and Buffer Zone on the Buildings at Risk Register	Reviewed every five years	Number of assets on the Buildings at Risk Register decreases	Objective 1
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This is significantly increasing in the Cefn & Cefn Mawr.

Private investment within local communities (monitored using number of new tourism businesses created within the WHS and Buffer Zone)	Annually	Value of investment in the WHS increases,	Objective 10
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The PKC Group is making significant efforts in Cefn Mawr with their current Cefn Mawr Cable Car proposals, so help them by working with them to achieve a better economic future for the WHS Corridor's largest community, that of the Cefn & Cefn Mawr.

Consultation Question 6

Are the monitoring indicators suitable and will they help provide a robust management framework?

This remains to be seen.

Consultation Question 7

We have asked a number of specific questions. If you have any additional comments about the Draft World Heritage Site Management Plan, please let us know in your consultation response.

Done so above.

Appendix 1 Cefn Mawr 2017 Post Industrial Depression.....

The work completed under the THI scheme in Cefn Mawr as a part of the Cefn Mawr Conservation Initiative attracted significant investment from our local community. Given the amount invested through the THI / National Lottery which is what is widely spoken about in public amounts to only 50% approximately of the total investment or less, this means our local people have also contributed a similar considerable sum. And while it may be relatively easy for public authorities to write off large sums of money in the region of £4M pounds in the case of the THI scheme in Cefn Mawr, our local people have a much harder time in doing so.



The work of the THI was supposed to lead the regeneration of our community in the buffer zone of the Pontcysyllte WHS but has not done so. Now in 2019 with the imminent sale of the lead THI work, the Ebenezer at auction our community's economic future is being written off along with all the investment and work that has gone into it by our local community.

Since our area has an exceedingly high visitor count, 400,000 split between Ty Mawr Country Park and the Aqueduct, one has to ask what is going wrong, because the Ebenezer and our community is failing due to a lack of foot fall?

This is a grossly wrong situation and needs correcting and we ask all to join us as we are willing to do so in response to the Pontcysyllte Aqueduct and Canal WHS Management Plan. We want to work with all for the betterment of the WHS but unless you work with us as well, we cannot, can we?

It is no good just asking for our opinions on master plans that do not include our community in any meaningful way. The results of such are already obvious as shown here and has been proven over the last 10 years since WHS inscription when far more positive results could have been achieved.



The Ebenezer in our community January 2019. In excess of £1.5 million pounds has been spent on this building that unfortunately has not functioned in it's intended role as the lead regeneration work of the THI for Cefn Mawr. It has simply not worked for two main reasons, a lack of parking and a lack of foot fall which can both be corrected by forming viable and attractive links between the Aqueduct and Ty Mawr Country Park. The Aqueduct and Ty Mawr Country park can / have ample parking and total in excess of 400,000 visitors annually between them as of 2018.

AN ALTERNATIVE SOLUTION THAT WILL WORK



The PKC Group intend to build the Cable Car System originally spoke of six years ago in 2012. We are seeking a loan for this from the Business Development Banc of Wales and have put together a supporting Business Plan. To be successful in securing the required loan it will be necessary for all parties to work with us. The main ones being WCBC, CRT and Eastman Chemicals.

We are taking this step to initiate the regeneration of our community through Sustainable Tourism Development. The general plan is to build a cable car system between the Windborne Gate (WBG) Parking lot and the Crane. We will also install 2 x Zip wires adjacent to the cable car route so that people can enjoy riding both over the former works site. The cable car will be linked to the Ebenezer which we plan to reopen as an Arts & Visitor Centre that will provide display space to the Cefn Community, Museum & Historical Society, Local Schools, Groups, Artists & Artisans etc. as well as the static displays showing off our community and the redevelopment of it. On the second floor will be a display model of the Cefn, for the general idea see: <https://www.youtube.com/watch?v=5K1UdZxc9DM>

The Ebenezer failed for two main reasons, a lack of foot fall and no parking. By linking the WBG to the Ebenezer with the CC system, the problems are solved. There are 330,000 people visiting the aqueduct annually and if only 10% ride the cable car, this still delivers 33,000 tourists onto our streets, enough to keep the Ebenezer busy. Our main problem will be getting WCBC & partners to work with us, but we hope they will come around since this will be the key, they seek and a major boost to the economic future of our community. We estimate with the addition of the CC & Zip Wires the visitor count will rise to around 400,000 annually and our mean estimate of operation is 20% which will provide the operating costs for the Ebenezer. This means that we will be able to offer the display space to our community. We also intend to run training programs as we originally said in 2012 to work with our young people.



This will enable them to work with us and look for work outside our community both on and offshore which we will encourage them to do. To help us do this we will be looking at establishing links with other bodies such as the Princes Trust. We intend to pursue this on behalf of our community and can be successful if the relevant bodies will work with us. If you like this idea you can help, [like us on Facebook](#), it will show WCBC and all that we want this.

As of January 2019 WCBC, has been offered the asking price for this building to be able to accomplish the above but have refused and the Ebenezer is still going to be put for auction. What does this say about WHS Management Planning, AONB Planning, the WCBC LDP2, WPP and the FGA 2015?

The present situation continued:



The former Cefn Mawr Health Centre closed for the last 9 years.



The former dentists in Cefn Mawr, now residential.



The former Job Centre in Cefn Mawr next to Roberts Electrical Store, and Cefn Mawr now has the highest unemployment figure in the whole of the WHS and Wrexham.

We need employment in our area and our community and with the exceptionally high visitor count at the Aqueduct and Ty Mawr Country Park significant changes can be made if we only work together and not exclude and segregate our community.

A continuation of the trend during the outgoing WHS Management Plan will only result in a further deterioration of our community which will become detrimental to the WHS.

Please heed and act to resolve each of the points we have raised.



The former Exchange & Mart site has done nothing apart from grow weeds for the entire term since UNESCO Inscription, so much for the quoted increase in economic activity in the WHS.



Two more shops on Well Street refurbished under the THI Scheme but never opened. Whist the WHS may be celebrating ten years since inscription in 2019 the future for our community remains grim and continuing to decline. Oh, and just in case any one starts quoting Tesco, the Tesco store has come at a cost to all other retailers in the area and the jobs at Tesco at the cost of the people working at the former Co-Op supermarket.



The former Fish & Chip restaurant on Well Street, Cefn Mawr now residential.



Derek's Cycles now closing due to lack of trade.



The former HSBC Bank, the worlds local bank but not in Cefn Mawr. Please note the cash machine was removed on Christmas Eve 2014, (Merry Christmas Cefn Mawr).



The Cefn Mawr Conservation Area, Townscape Heritage Initiative (THI) Pontcysyllte World Heritage Site (WHS) hoardings on Well Street Cefn Mawr 2019 give a very good impression of the overall progress to date for our community.



The former National Westminster Bank at the Crane on Crane Street Cefn Mawr 2019 tells a very important story. Although this bank closed before all the current heritage work, be that with the AONB, WHS, THI or just the WCBC Conservation Area, it was a former bank. Cefn Mawr had at one point three banks, which indicates the former commercial and retail prominence of our community in the area, which is now not being recognised and worked with in a cohesive manner.

If we choose to work together, the community of the Cefn & Cefn Mawr can be turned around given the current and expected increase in visitor figures for the WHS corridor at the aqueduct and Ty Mawr Country Park which will work with all in our area such as Plas Madoc Leisure Centre etc.

Our community has a great deal to offer the WHS corridor that is not being recognised by the people visiting our area through a lack of linkage and promotion as pointed out in this response to the proposed management plan (draft) for the next 10 years.

We have a clear choice that can have a very real and profound effect on the future of both our community and the state of the WHS during the next ten years.

Our community can decline further into post-industrial depression with even more unemployment and greater WIMD surrounding the so called “Jewel in the Crown” or “Honey Pot” until our community becomes so disenchanted with the concept of such that anti-social behaviour becomes a common everyday occurrence for visitors to the WHS.

Alternatively, we can work together and make links between the Aqueduct and Cefn Mawr that will encourage the high levels of foot fall at both the Aqueduct and Ty Mawr Country Park to also frequent the village centre of Cefn Mawr which will eventually lead to the regeneration of our community at the Cefn through further diversion along for instance the Cefn Heritage Trail.

The proposed 2019-29 management plan has highlighted some of the problems our community is facing at the centre of the WHS corridor and so what is really required is for all to work with us in the Cefn to bring about the change that we need which will be of benefit to the WHS.

The Cefn & Cefn Mawr can become a:

Tourist Destination and Transport Hub for the Pontcysyllte WHS, Dee Valley AONB and South Wrexham during the term of the proposed Pontcysyllte Aqueduct & Canal WHS Management Plan 2019 -2029.

Or it can continue to decline and become a burden on the corridor detracting from the whole of the WHS.



We at the PKC Group and the Holly Bush Inn in Cefn Mawr opposite the Ebenezer are willing to work with all to make significant contribution to this work for our community and work with all, but as we keep saying, we need all to work with us. We offered WCBC the asking price for the Ebenezer to save it as a community facility for our community to be able to do this. But WCBC have refused and are insisting that the Ebenezer is sold at auction in case a slightly higher value can be realised.

What dose this say of the Pontcysyllte Aqueduct & Canal Management Plan or any of the other related planning documents?

Appendix 2 The Next Economic Hit



The new mixed development at the Ruabon roundabout will cause a further downturn in our local economy when this is opened.

The Leader Live 31st July 2018

Ruabon supermarket and drive-thru plans get the go-ahead

<https://www.leaderlive.co.uk/news/16388778.ruabon-supermarket-and-drive-thru-plans-get-the-go-ahead/>

We ask what ever happened to local planning control and the WPP, Welsh Planning Policy?

- Building on a pristine greenfield site,
- While brownfield sites remain unused,
- Building next to the A483 will not encourage the use of public transport,
- It will encourage even more private transport,
- On the already over congested A483,
- It will not build local traditional shopping centres such as Cefn Mawr & Ruabon,
- It will detract from them which does not agree with WPP.



Ex – Air Products site and 20 acres of brownfield site.



Ex – Air Products site and another 2 acres of brownfield site.

And then there is the entire ex-Monsanto site with over 50 acres of brownfield land.

What is going on?

Appendix 3 The Forgotten Future



Cefn Mawr & the WHS, AONB and former THI - 2019