



Fishguard & Goodwick Town Council
Cyngor Tref Abergwaun ac Wdig
Town Hall, Fishguard, Pembrokeshire SA65 9HE
Neuadd Y Dre, Abergwaun, Sir Benfro SA65 9HE
Clerk/Clerc: Vanessa Walker Tel: 01348 874406
email: clerk@fgtc.demon.co.uk

25th June, 2012.

fao Abigail Phillips
Petitions Committee
Welsh Government
Cathays Park
CARDIFF

Dear Ms. Phillips,

Regeneration of Fishguard Town Centre

You will be aware that a meeting was held in Fishguard on the 18th May to discuss opportunities for regeneration of the town centre.

A copy of the report from the meeting is included with this letter, together with a copy of the presentation given by Mr. George Grace from TownCentred, a company which specialises in innovative solutions to regeneration of urban centres.

Subsequent to this meeting a Town App has been produced by the local Chamber of Trade and the Town Council is in the process of creating a Town Team along the lines recommended by George Grace. Once formed, this team will have the following remit:

- Quarterly meetings of all stakeholders
- Separate stakeholder 'forums'
 - Major landlords/developers, eg StenaLine, Conygar
 - Chamber of Trade – local businesses
 - Residents – selection of Town and County Cllrs and Mayor
 - Public and Voluntary Sectors
 - Professional Town Centre Facilitator – p/t appointment
- Agree priorities
- Start meanwhile users

Although positive actions are now being taken by the Chamber of Trade and the Town Council, a major impediment for the regeneration of Fishguard town centre to become a pedestrian-friendly environment is the fact that three Trunk Roads meet in the centre with two way traffic on each one despite the fact that there is inadequate pavement provision.

It is felt that any major regeneration will be dependent on a resolution of the congestion and safety issues in Fishguard regarding the traffic flow through the town centre. Visitors and residents have lodged many concerns about the danger of walking down the High Street where the pavement at times is less than a foot wide.

There have also been several incidents where people have been knocked by lorry, caravan and motor home mirrors and some collisions between large vehicles because of the narrowness of the road.

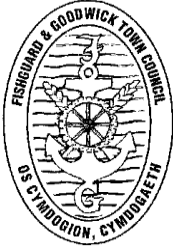
Furthermore, large commercial vehicles continue to ignore Trunk Road directives to avoid Lower Town and Fishguard town centre.

A new road system for Fishguard has been promised for many years now but in the meantime the congestion and accessibility issues affect our visitors and residents alike. May I urge you, on behalf of the Town Council, to make funding available so that a safe and improved road infrastructure within our town can contribute and enable our town centre regeneration plans.

Yours sincerely,

Margaret Stringer

Cllr. Margaret Stringer
Mayor of Fishguard & Goodwick



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REPORT AND ACTIONS ARISING OUT OF THE MEETING HELD
ON THE 18TH MAY, 2012, AT THE FISHGUARD BAY HOTEL,

THE REGENERATION OF FISHGUARD TOWN CENTRE.

ATTENDEES

George Grace - TownCentred

Dai Davies - creative enterprise

C Cllr. Pat Davies

C Cllr. Bob Kilmister,

PCC Business Manager

Paul Davies AM

Stephen Crabb MP

Dr. Kay Swinburne MEP for Wales

William Powell AM (sent representatives)

Fishguard & Goodwick Town Council:

Cllrs: Maggie Stringer (Mayor), Paul Mason, Mike Mayberry, Chris John, Sally Wilson,
Richard Grosvenor, Brian Morse, Bob Wheatley

Vanessa Walker (Town Clerk)

Ian Davies - StenaLine

Mike Conellan - Conygar

ex Mayor Richard Davies

Fishguard & Goodwick Chamber of Trade - Michael Charlton

Mr. Grace introduced himself, his background and his interest in Fishguard. He was very positive about the number of opportunities for regeneration most of which would require a pedestrian friendly environment. A copy of the presentation is available electronically with this report.

The package of regeneration initiatives shared by Mr Grace included examples of successful strategies that have resulted in the transformation of small and large town centres not only in Britain but in a variety of countries.

Previously run down and depressed areas have been revitalised into thriving, vibrant cultural and commercial centres of excellence.

Mr Grace emphasised that the key to such changes lay in the construction of a committed working partnership for the development of Fishguard and Goodwick between political decision-makers, business entrepreneurs, and members of the community with cultural and commercial expertise.

The presentation provoked much discussion from the floor. A list of comments is given at the end of this report. The discussion eventually centred on the need for positive action which could best be achieved by the creation of a Town Team comprised of major stakeholders in the town. This model had worked well in other places.

The following collaborative actions were then put forward for the Town Council and the Chamber of Trade to work on.

- *Assemble a Town Team*
- *Draft a town plan with professional help*
- *Start meanwhile uses (short-term, low rent usage of empty premises in agreement with local landlords)*
- *Agree priorities*

During the Q&A session the following points were made:

- *Higher education very important – no HE centre in Pembrokeshire*
- *E learning an opportunity for the area – broadband issues though?*
- *New arts investment has been constricted by Theatr Muldur and the Torch Theatr – subsidised arts enhance the quality of life – indirect economic benefit*
- *Commercial creative industries are real businesses – direct economic benefit*
- *Need to stop the young people leaving the area.*
- *Need to provide starter premises for businesses to come into the area because the job market has decreased substantially. Port development will provide some opportunities.*
- *Golden Mile and old school site could become a new town centre rather than creating a market square outside the Town Hall.*
- *Professional urban designers should be employed by the PCC to decide where the new town centre should be.*
- *High speed internet is a must for young businesses.*
- *Liked suggestion of a Creative Coast – Business Improvement Directive*
- *Could tap into EU money if vision was appropriate- very underfunded compared with the Valleys*
- *Fishguard is the gateway to Ireland – must use that much more effectively.*
- *A new road layout is imperative for a successful regeneration*
- *The key is partnerships.*
- *Need to re-engage the Town and County Councils for any chance of success*



Regenerate, Revitalise, Refresh, Renew, Revive

Fishguard Town Centre

Not answers...

A few thoughts on ideas and partnerships

George Grace, TownCentred, 18th May 2012

Agenda

- Introductions
- Context
- Ideas
- Film (and break)
- Q&A
- Partnerships
- Q&A

About Us

- Former partner at property consultants Jones Lang LaSalle
- Previous experience in retailing and management consulting
- Specialising in high street and town centre regeneration

...and a native of Fishguard

Currently Advising



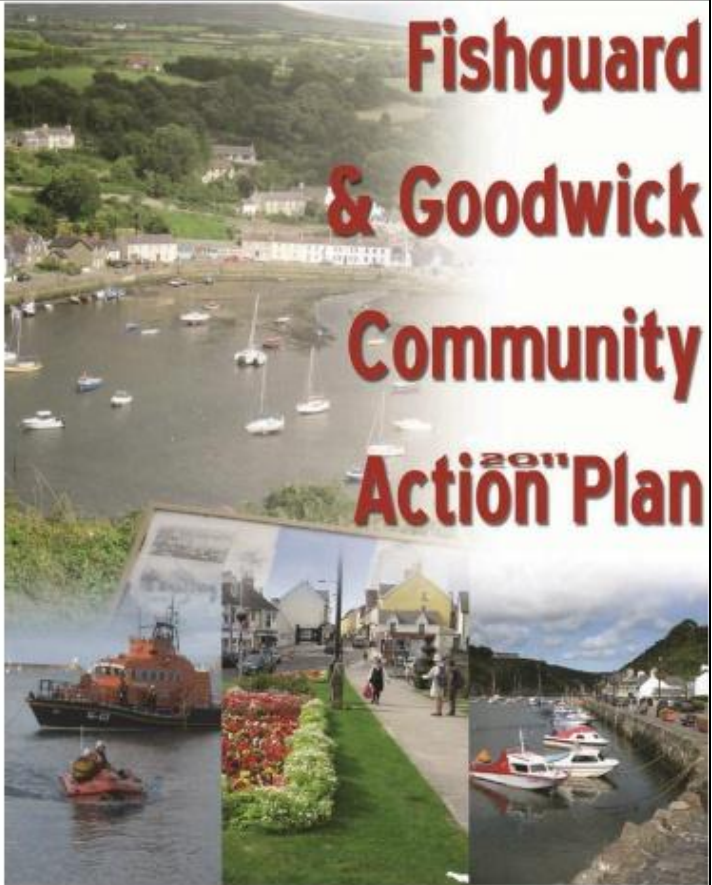
- Boscombe
Bournemouth Town
Team
- Welsh Assembly
Government (Swansea
High Street)
- Commission for
Regeneration
Excellence Wales

Fishguard Context


FISHGUARD AND NORTH PEMBROKESHIRE REGENERATION PLAN

A Plan by the Welsh Assembly Government,
Pembrokeshire County Council
and "Team Wales" agencies

March 2003



**Fishguard
& Goodwick
Community
Action Plan²⁰¹¹**



PLANED
PAVS
National Lottery
ADDHAM GUY'S LIONS
LYFAR FUND
European Union flag
LEADER
Llywodraeth Cymru
Welsh Government

Strengths

- World class **coastline** and good quality tourism accommodation in some sectors eg country cottages.
- The **port** – though infrastructure under-developed.

Weaknesses

- Relatively high unemployment, **low economic activity** and low pay.
- Narrow range of marketable **skills** in the labour force.
- **Weak enterprise** culture, few thriving SMEs.
- **Ferry** related tourism **traffic not captured**.
- **Lack of modern, quality business premises**.
- **Broadband** connectivity and relatively high charges.
- **Town Centre** operating below its full potential..

Opportunities

- The **port**
- **Marina**
- The **town – potential** for it to reclaim lost business and provide enhanced retail and leisure role for the benefit of residents and visitors
- **EU** funding – need to capitalise on status.
- **Tourism**
- Potential for life-style businesses in the **knowledge economy**

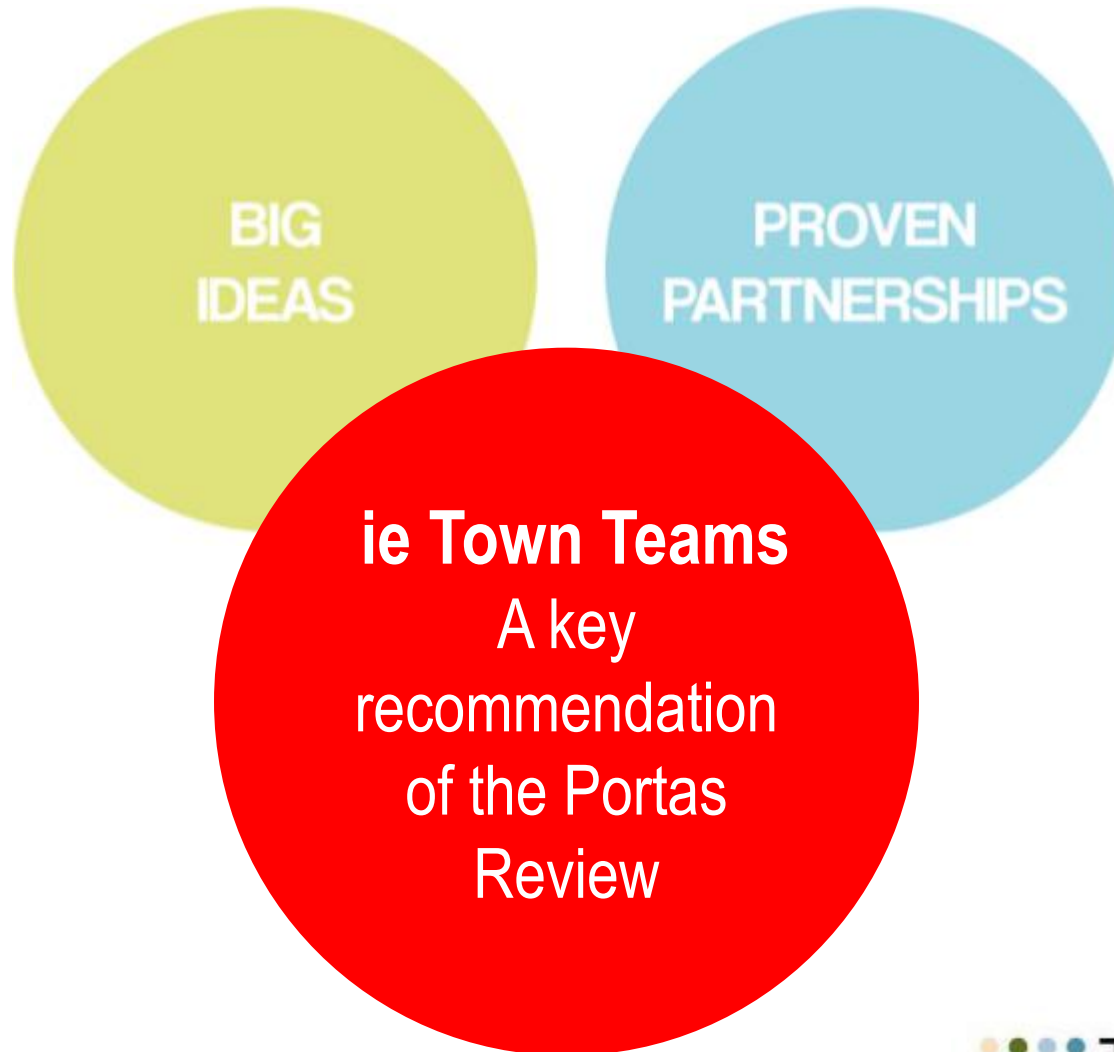
Threats

- **Ongoing weaknesses**
- Growing importance of **superfast broadband**

The County Council

- Key projects e.g **leisure centre, new school, town hall** refurbishment, **Marine walk**, car parking and Civil Parking Enforcement, support (no rent/rates) for Theatre Gwaun/Events 4U, new railway station, **Marina**, lobbying with Stena re port investment.
- A **supermarket** (c 20,000sq ft) to reduce leakage and new link road (Welsh Government issues over trunk road – they should fund it)
- **Grants for festival** activity (more than we do anywhere else in the county)
- Twin towns constant fragment and re-invent – 4-5 new groups and new ‘visions’ launched in the last 5 years...
- Can't expect the County Council to do everything

Realising the Opportunities



Ideas

- Importance of good urban design – ‘place-making’
- Embrace the marina development / align with the developers
- Towncentre-heart – for people (rather than cars)
- Creative Industries ‘Anchor’ (Town Hall, St Mary’s Hall?)
- Supermarket design must be exceptional
- Density
- Choose one retail ‘niche’
- Meanwhile Use Renaissance

Outstanding urban design – wide pedestrian promenades in San Sebastian v. Torquay dual carriageway



Marina Development

- Work with the developers positively... 1+1=3
- Beyond apartments... tourism
 - Lobster Hatchery and 'Lobster Stop' shop eg Padstow, Orkney
 - Maritime Trust - historically "significant" lifeboat 'Charterhouse' - catalyst to build upon a Maritime exhibition
 - Dolphin etc pods...Cardigan Bay, Seawatchfoundation.org.uk
 - Sea Zoo...Anglesey attracts c500,000 people visited
 - Outstanding watersports centre
 - Art/sculpture eg around the last invasion
- Make town renaissance in developer financial interest

The Square, make it the town's *heart*

Design for people, not cars





North

South
West

A Market Square
for 'people'

Market





It can't be done!

It costs too much!



Creative Industries (Richard Florida)

- Agricultural economy... industrial... knowledge/creative
- Before we got the job and went and lived 'there'
- Today's the top talent chooses the place and then gets the job
- The most talented people will live in the best places
- Fishguard could and should attract the best creative entrepreneurs by offering
 - outstanding quality of life
 - basic creative industries infrastructure/hub

Town Hall or St Mary's Hall – Creative Industries?

Exemplar – Tobacco Factory, Bristol

- Creative industries niche
- Funky offices
- Superbroadband
- 2 'funky' restaurant-bars
- Theatre
- **Transformed the local high street**
- Requires broadband...



Town Hall and Market

- Used a few hours 2-3 times per week
- Is this good enough use of a fine building?
- Convert to a 'Creative Hub'?
- Move market onto new square?
- **Fishguard has this very lucrative option. Most places don't.**



Broadband

- Pembrokeshire was ranked 195th out of 200 areas in the UK for broadband speeds in an Ofcom report.
- The average broadband speed in Pembrokeshire is just 4.8Mb per second, which is 2.7Mb per second slower than the national average of 7.5Mb per second, and 19.2Mb below 'super fast' levels.

St Mary's Hall – 'Casual' restaurant/bar concept

Exemplar – *AtTheChapel*, Bruton (3,000 pop.)

- Bakery
- Winestore
- Bar
- Café
- Restaurant
- Open 9–11
- 'Transformed' the town



...affordability and flexibility...no minimum spend, people are encouraged to visit for everything from breakfast or and coffee, to drinks with friends or a full three-course meal with wine...

Supermarket design must be exemplar

Totnes Vancouver Roof(!)





More people
living in and
around the
centre

=

More demand
for local shops

‘Densification’ – more people in and around the centre

- The Georgian’s knew better?
- Tenby 18C v Fishguard 21st C
- Create opportunities for developers to contribute more
- s106, ‘New Homes Bonus’
- More people = more demand for local shops
- Best towns – 4 stories +





- And the Italians (Amalfi)

Densification? Or, pocket park



Report a problem Image Date: July 2009

Land-swap with ¼ lota park... pepper Fishguard with 'pocket parks'



How radical do you need to be?

- West Wales is now behind parts of Romania
- Soup kitchens are common in Greece
- The Chinese are not going away... it's going to get tougher
- It's going to require radical solutions
- Fishguard on Pembs coast and outside the National park ... a unique opportunity?

Be the best small town in the UK to live AND work.

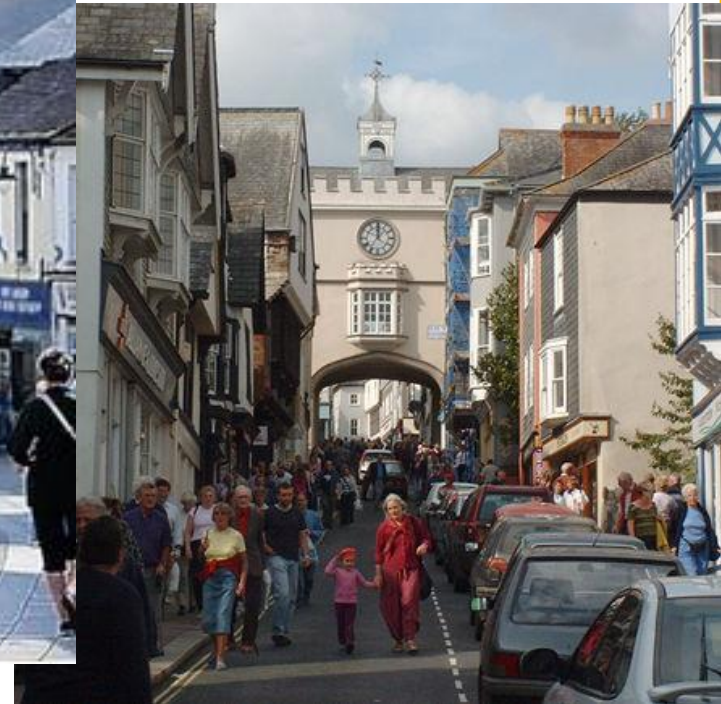
Cars v pedestrians – 1-way system? – shared space? – keep the hustle and bustle



- attractive streetscapes attract business
- low-speed street design to reconcile cars with a distinctive neighbourhood
- pioneering examples of shared space and integrated streetscapes from the UK
- see www.hamilton-baillie.co.uk

Best small town high streets in Southwest

Pedestrian priority, traffic calming (but not by speed bumps) and carparking



Salcombe, Padstow, Totnes

Choose and excel in one retail 'niche'

- Hay – books
- Kinsale – restaurants
- Barga – artists
- **Booktowns**
- Can $1+1 = > 2$?
- Careful selection of tenant mix
- Close working between property owners and the wider business community.

Empty Shops – ‘Meanwhile’ Uses Exemplars in UK: Brixton Village, Bristol... numerous



Empty Shops – ‘Meanwhile’ Uses Exemplar: Newcastle, Australia

Before



After



Exemplar – ‘Renew’ Newcastle (and now Australia)

- Newcastle Australia, 150 empty buildings on the city’s former main street lay empty - no incentive for private to do anything
- Frustration with traditional approaches to regeneration – ie rebuilding has become unviable in the economic crisis.
- Fresh perspective was required - an issue of ***‘software rather than hardware’***
- Renew acting as an intermediary has turned the town around through community and arts groups taking ‘meanwhile use’

Renew Newcastle Film





CENTRE FOR
REGENERATION
EXCELLENCE WALES

CANOLFAN
RHAGORIAETH
ADFYWIO



Meanwhile Uses: Revitalising the High Street

Cardiff University, School of City and Regional Planning

Glamorgan Building, King Edward VII Avenue,

Cardiff. CF10 3WA

Tuesday, 22nd May 2012

4pm-7pm

Speaker: Marcus Westbury, an internationally recognised expert on the development of temporary uses to stimulate the arts and creative Industries for regeneration.

The Centre for Regeneration Excellence Wales (CREW), the Cardiff University School of City and Regional Planning (C Plan) and Coastal Housing Group Ltd are delighted to host Marcus Westbury, the founder of Renew Australia and Renew Newcastle (in NSW Australia) on the subject of 'temporary' and 'meanwhile' uses.

Renew Australia is a national social enterprise designed to catalyse community renewal, economic development, the arts and creative industries across Australia. It works with

Agenda

- Introductions
- Context
- Ideas
- Film
- Q&A
- Partnerships
- Q&A

Town Teams

- “*visionary, strategic, strong operational management structure for high streets*”
- *highly competent, inspired, high street governance*
- *mix – landlords, large and small shopkeepers, council, MP, residents”*

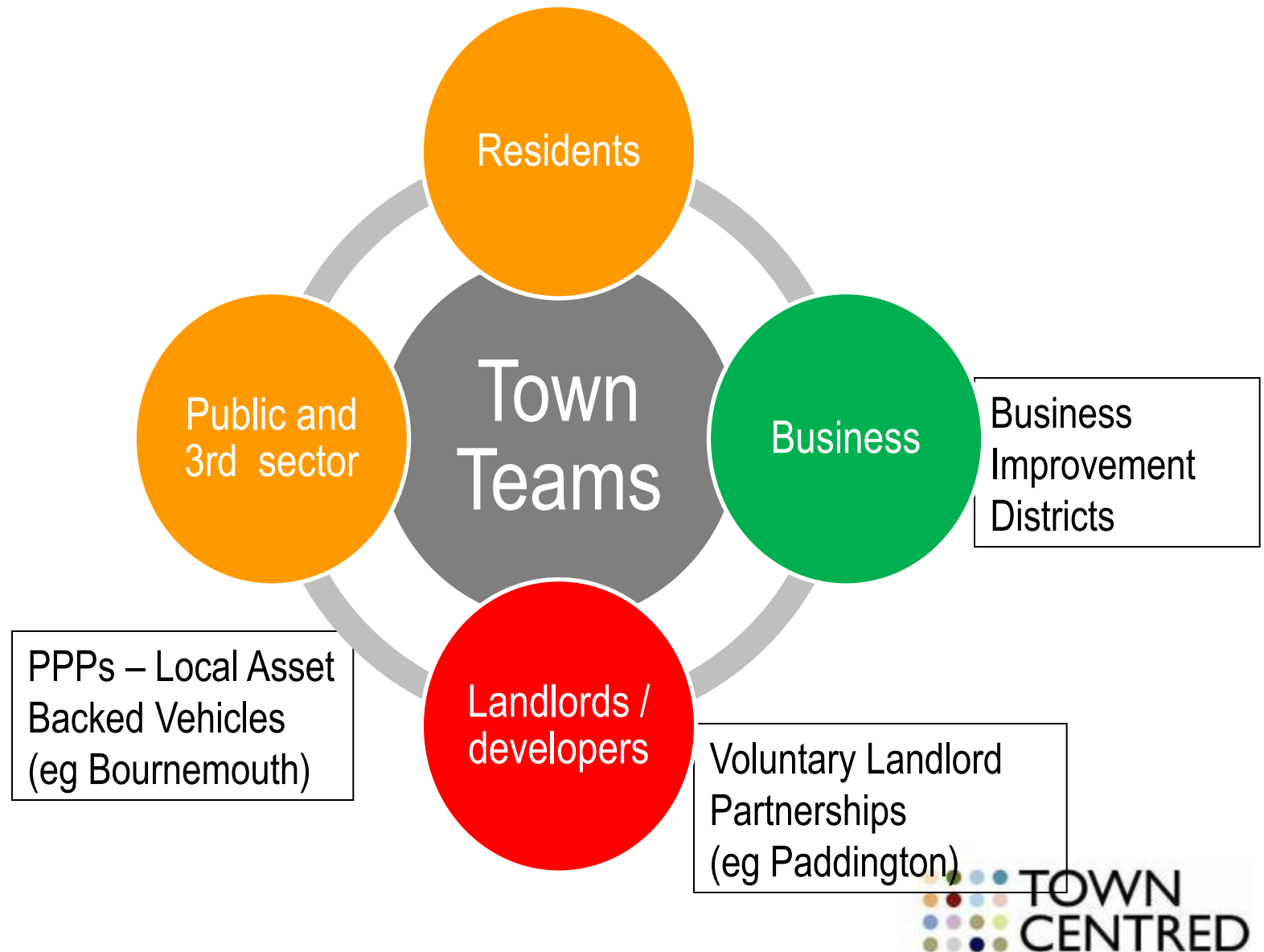


The screenshot shows the Scarborough's Future website. At the top left is the logo for Scarborough's Future, which consists of four colorful human figures (yellow, green, blue, red) standing together. To the right of the logo is the text 'Scarborough's Future'. Further right are two navigation tabs: 'A VISION FOR SCARBOROUGH' and 'LINKS'. Below the navigation is a large illustration of a woman in a purple top looking at a laptop, with another woman in a red dress in the background. On the left side of the page, there is a 'SITE SEARCH' section with a search box and a 'Go!' button. Below the search box is a 'LINKS' section with a link to 'Action Group & Town Team Meetings'. At the bottom of the page, there is a 'Town Team' section with a sub-section for 'Action Groups'. The 'Town Team' section includes a paragraph about the process of Renaissance and mentions that meetings are held on the second Tuesday of every month. At the bottom of the page, there is a 'Get Adobe Reader' logo.

Scarborough Awards

- Academy of Urbanism's Great Town Award.
- Recognise the best, most enduring or most improved urban environments.
- Scarborough...distinctive town ...locally driven renaissance in recent years.
- The town's cultural and visitor attractions were recognised, award winning Sea Life Marine Sanctuary, Art Gallery and the newly refurbished Rotunda, many festivals, including Seafest, Jazz, Bike Week, Scarborough Fayre and the Scarborough Cricket Festival.

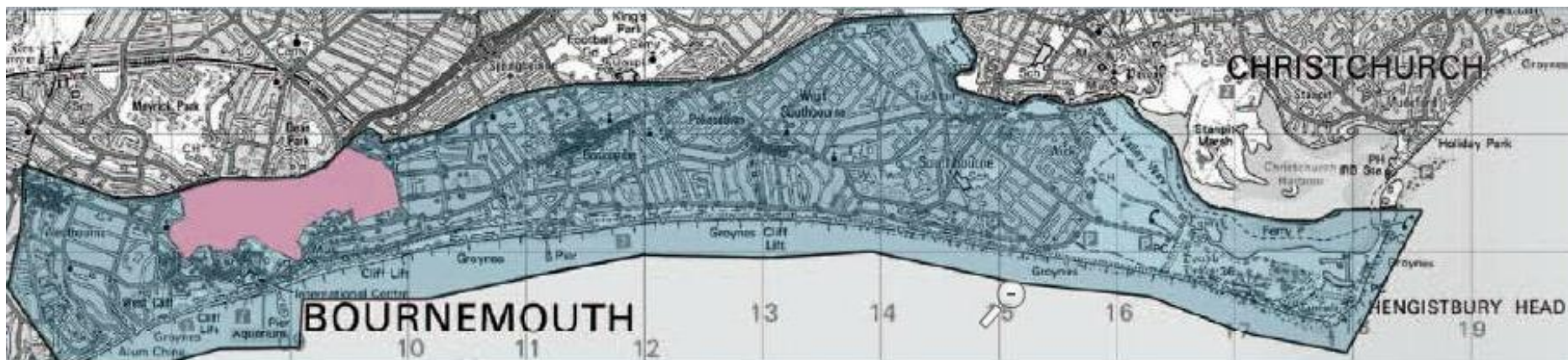
Town Teams



1. Business Improvement Districts (BIDs)

- What: business (occupier) led partnerships in which hundreds of geographically close businesses
 1. vote on a series of neighbourhood and trading improvement initiatives (eg cleaning, greening, safe, collective purchasing etc) and
 2. pay for them via a 1-2% business rates levy
- Why:
 - Collective innovation and implementation by business community
 - Proven concept borrowed from Canadian cities – the world's most 'liveable' (EIU) – thousands established across the world
 - Money to pay for things!

- Bournemouth Coastal BID – 6 miles across and 700 businesses
- North Pems Coastal BID?
- St Davids -> Cardigan?
 - Coastal towns
 - Cardigan creative edge
 - Howies, The Do Lectures etc



 Coastal Districts BID
 Town Centre BID

Voluntary Developer Partnerships

What: simple, effective, informal partnership that aligns multiple land ownerships who subscribe into a central pot that pays for improvements to the town

Why:

- a platform for place making
- enables landowners to cooperate and compete at the same time
 - cooperate – in terms of interfacing with the public sector, public realm, place making, s106
 - compete – in terms of building and marketing their own individual buildings



Next Steps

- Form a Town Team
- Quarterly meetings of all stakeholders
- Separate stakeholder 'forums'
 - Landlords/developers – led by Conygar
 - BID by council for businesses
 - Residents – selection of Town and County Cllrs and a 4 Year Mayor?
 - Recruit a p/t professionally qualified 'Director'
- Tour exemplars, draft a Town Plan; start 'meanwhile' uses agree priorities

