

Dewch i siarad
Pontypridd
Let's talk
Pontypridd

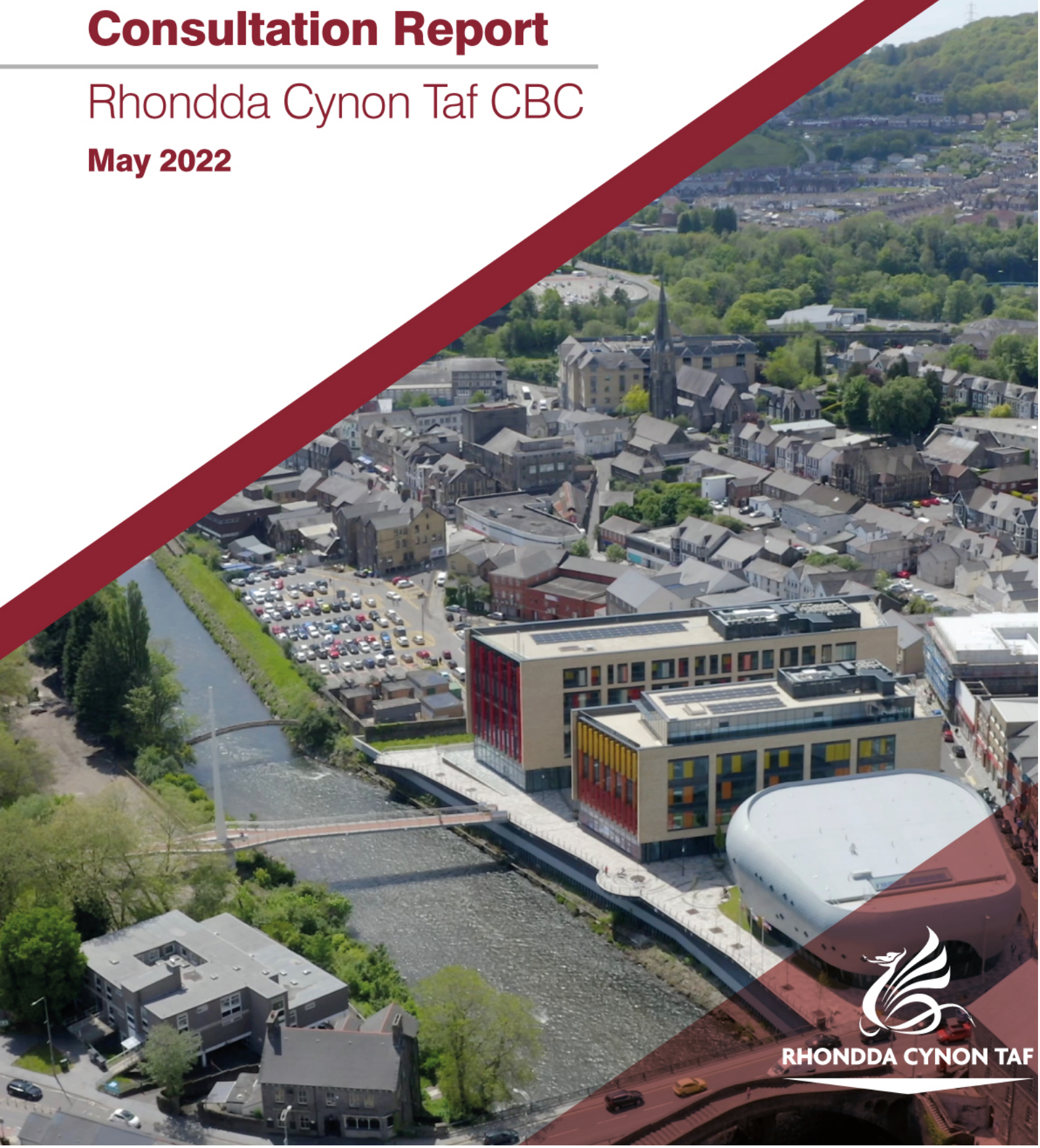


PONTYPRIDD PLACEMAKING PLAN 2022

Consultation Report

Rhondda Cynon Taf CBC

May 2022



RHONDDA CYNON TAF

CONTENTS

	<u>Section</u>	Page
	Executive Summary	4
1.	Introduction	6
2.	Background	6
3.	Methodology	7
4.	Let's Talk Pontypridd - Questionnaire - Polls - Ideas	9

TABLES AND FIGURES

<u>Tables</u>	Page
Table 1: Core Ambitions	16
Table 2: Proposed projects	24
Table 3: Vacant sites for development	27
<u>Figures</u>	
Figure 1 – Interest in Pontypridd	9
Figure 2 – Map of respondents' postcodes	10
Figure 3 – Visits to Pontypridd town centre	11
Figure 4 – Travel to Pontypridd town centre	11
Figure 5 – Positive and negative aspects of Pontypridd town centre	12
Figure 6 – Agreement with ambitions	17
Figure 7 – Agreement with investment in 5 spatial areas	18
Figure 8 – Agreement of future development	22
Figure 9 – Agreement with proposed projects	25
Figure 10 – Agreement with development on former sites	27
Figure 11 – Agreement with implementation of plan	29
Figure 12 – Age of respondents	31
Figure 13 – Do you consider yourself to be disabled?	32
Figure 14 - Quick Poll 1: Do you think Pontypridd needs a Placemaking Plan?	32
Figure 15 - Quick Poll 2: Do you think the Placemaking Plan will have a positive effect on Pontypridd?	33
Figure 16 – Examples of Ideas received on Let's Talk Pontypridd website	33

EXECUTIVE SUMMARY

- This section provides a summary of the main findings from the Let's Talk Pontypridd – Pontypridd Placemaking Plan consultation carried out in 2022.
- The consultation was conducted in-house and ran from the 1st March to 29th March 2022.
- The following methods were used to consult with stakeholders: online survey and other engagement tools via the Let's Talk Pontypridd website, a series of outdoor events with paper versions of the online survey being handed out, officers visited businesses and organisations in the town centre to promote the consultation, an exhibition held at Pontypridd Library detailing the placemaking plan and more detailed plans for the southern gateway, social media posts, email invitations to take part. These are explained in Section 3, Methodology.
- 164 survey responses were received, with a further 135 responses to "Quick Poll" responses and 70 contributions to an open-text "Ideas" function on the website.
- 8 emails in relation to the consultation were received, including responses from local businesses, Councillors, Pontypridd Town Council, Your Pontypridd Business Improvement District (BID), staff and Friends of the Earth, Pontypridd.
- Over 300 people were engaged in this consultation.
- 70.8% of respondents said they lived in the area.
- 32.1% of respondents said they visited Pontypridd town centre more than once a week. 19.1% visited weekly and 19.8% visited daily.
- The following aspects were seen mostly as **positive** by respondents:
 1. *Access to services*
 2. *Cafe's, restaurants and bars*
 3. *Ease of walking around the town centre*
 4. *Transport links*
- Over 50% of respondents 'strongly agreed' or 'agreed' with each of the seven core ambitions.
- 91.1% agreed with investment in the Town Centre Core (Main retail / commercial streets).
- 84.1% agreed with investment in the Southern Gateway (Railway Station / High Street area).

- 94.3% agreed with the need to redevelop vacant or dilapidated sites.
- 92.3% agreed with the proposal to make the town centre more resilient to potential future flood events.
- A high majority (over 70%) of respondents agreed with each of the statements with regard to implementation of the Pontypridd Placemaking Plan.
- Over 88% of respondents agreed that Pontypridd needed a Placemaking Plan.
- 64.5% agreed that the Placemaking Plan would have a positive effect on Pontypridd.

1. INTRODUCTION

- 1.1 This report presents the findings of the Let's Talk Pontypridd – Pontypridd Placemaking Plan consultation 2022.
- 1.2 Section 2 outlines some brief background to the consultation process.
- 1.3 Section 3 details the methodology.
- 1.4 Section 4 provides the results from the consultation activities carried out on the Let's Talk Pontypridd website.

2. BACKGROUND

- 2.1 Pontypridd town centre has faced significant challenges in recent years but has proven to be incredibly resilient during these times. Significant investment is already underway but with continued investment and a co-ordinated approach, the town centre has a positive and bright future. A draft Placemaking Plan has been prepared to respond to this exciting and changing context and to enable Pontypridd to fully become a key economic, social and cultural centre.

The draft placemaking plan identifies a framework to continue to deliver significant new investment to Pontypridd town centre that responds to the unique character of the town and the issues and opportunities that are present. The Placemaking plan will succeed the current Regeneration Framework for Pontypridd 2017 – 2022 'Pivotal Pontypridd – Delivering Growth'.

The successful delivery of the plan will result in transformational change for Pontypridd town centre. A coordinated effort between the public, private and third sectors will be required to realise the scale of opportunity in the town centre to ensure we can successfully deliver a dynamic, diverse and sustainable town centre where people are proud to live, work and visit.

- 2.2 Consultation and public engagement on the overarching Pontypridd Placemaking Plan was undertaken including engagement on early ideas for the former Marks & Spencer /Dorothy Perkins/Burtons area. This report presents the findings of the Let's Talk Pontypridd – Pontypridd Placemaking Plan consultation 2022, where views were sought on:
 - Interest in Pontypridd
 - Number of visits to Pontypridd town centre
 - Method of travel into Pontypridd town centre
 - Positive and negative aspects of the town centre
 - Seven core ambitions aimed at transforming the town centre;
 - 1. *A Business Destination*

2. *A Great Place to Live*
 3. *Connected and Accessible*
 4. *A Green Waterside Town*
 5. *A Unique Townscape*
 6. *A Cultural and Social Destination*
 7. *An Inclusive and Resilient Town*
- Five spatial areas identified for future investment;
 8. *Southern Gateway (Railway Station/High Street area)*
 9. *Town Centre Core (Main retail / commercial streets)*
 10. *Market Quarter (Indoor Market and surrounding streets)*
 11. *Northern Gateway (Bus Station / Berw Road area)*
 12. *Ynysangharad War Memorial Park*
 - Future developments
 - A series of proposed projects
 - Draft Southern Gateway Masterplan;
 - Implementation of the Pontypridd Placemaking Plan.

3. METHODOLOGY

- 3.1 The Let's Talk Pontypridd project was conducted in-house and the consultation ran from the 1st March to 29th March 2022. This report presents the results from the project run on the Let's Talk website. The aim of this report is to present the findings sought on the Pontypridd Placemaking Plan consultation that was made live on the website. This report will be presented to Cabinet and Officers to consider the feedback received.
- 3.2 The consultation approach used the new Let's Talk online engagement platform, which provides a user friendly and interactive form of engagement. The "Let's Talk Pontypridd" project provided key information, key dates, documents and graphics to outline the background to the Placemaking Plan, in addition to a number of engagement tools to allow feedback, which included online polls, a survey and an ideas tool.
- 3.3 Social media was used to communicate the key messages to residents and service users and encourage engagement and feedback regarding the Placemaking Plan, developments and investment areas.
- 3.4 An email was sent to a range of key stakeholders to promote the consultation.
- 3.5 A leaflet drop went out to all businesses and organisations in Pontypridd Town.
- 3.6 A press release went out on the Council's website, was shared on its Social Media platforms and was also picked up by local news outlets such as Wales online, Ponty Online and GTFM.

- 3.7 Your Pontypridd BID (Business Improvement District) sent out electronic newsletters and social media posts raising awareness of the consultation.
- 3.8 Outdoor face-to-face engagement events were held in Pontypridd. The Council's recycling trailer was used and Officers were on hand to outline the consultation approach, answer questions and collect views. Paper copies of the consultation were available to take away and post back to the Council's Freepost address. The following engagement events took place during the consultation;

Mill Street, Pontypridd	9 th March
Ynysangharad War memorial Park, Pontypridd	17 th March

- 3.9 Information boards were exhibited throughout the consultation at Pontypridd Library detailing the placemaking plan. Flyers, Placemaking Plan and paper copies of the consultation were available to take away and post back to the Council's Freepost address.
- 3.10 As with previous year's "digital by default approach" we continued to consider those having reduced or no access to the Internet and those who prefer to engage through traditional methods.
- A telephone Consultation option is now in place for all Council consultations, through the Council's Contact Centre. The option allows people to discuss their views or as a minimum to request consultation materials.
 - Individual call backs on request.
 - Consultation freepost address for postal responses.

4 Let's Talk Pontypridd

- 4.1 The following section outlines the results from the main consultation activities, including those carried out on the Let's Talk Pontypridd website.
- 4.2 There were three ways for page visitors to engage with the consultation. Firstly, the full survey, with questions provided by the Regeneration department of RCT. Secondly, a couple of "Quick Poll" questions, which were based on select questions from the main survey. Finally, there was an "Ideas" tool available, where respondents were invited to provide longer, free-text responses to a prompt.

Survey Results

- 4.3 A total of 164 completed surveys were received, including the results from a number of paper copies which were completed and handed in to RCT staff or posted back in. For the purposes of this report, any blank responses to individual questions have been discounted. Therefore, all percentages quoted are a percentage of the total responses for that individual question.

Interest and visits to Pontypridd

- 4.4 70.8% of respondents said they lived in the area.

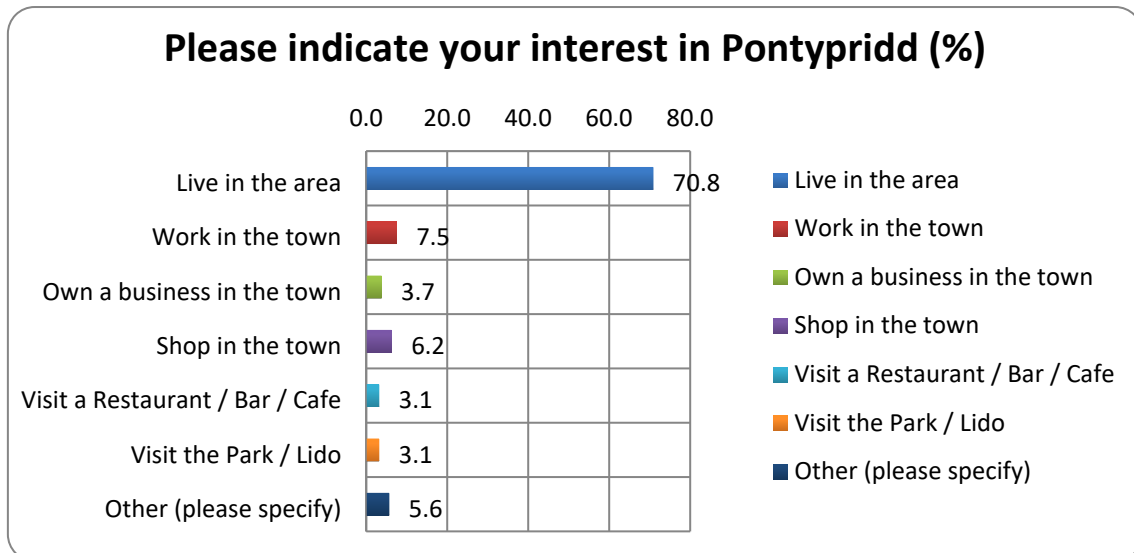


Figure 1 – Interest in Pontypridd

Other comments included:

- “Work in the town, live in the area”*
- “Visit restaurants, Lido, Park, sometimes shop there”*
- “Visit and sometimes work in Pontypridd”*
- “Live in Tonyrefail came to Ponty to walk along River Taff”*
- “Live and work in local area”*
- “Family lives in the area”*

4.5 The following map has been plotted with postcodes showing where respondents are from.

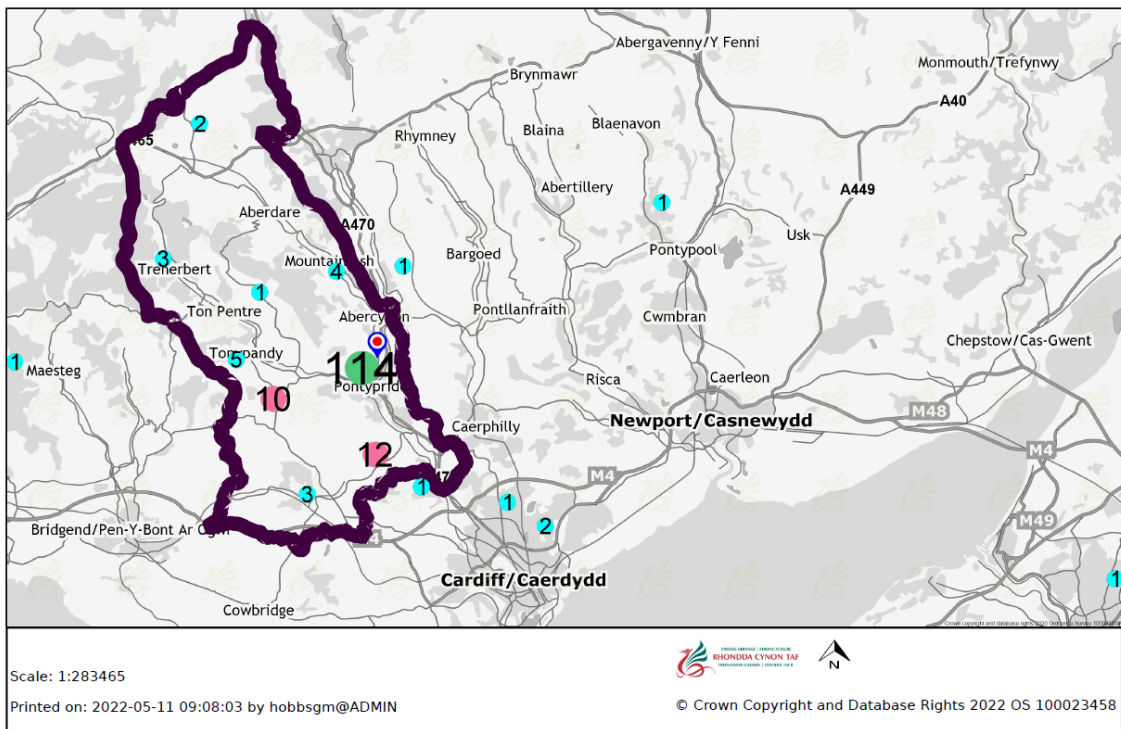


Figure 2 – Map of respondents' postcodes

4.6 32.1% of respondents said they visited Pontypridd town centre more than once a week. 19.1% visited weekly and 19.8% visited daily.

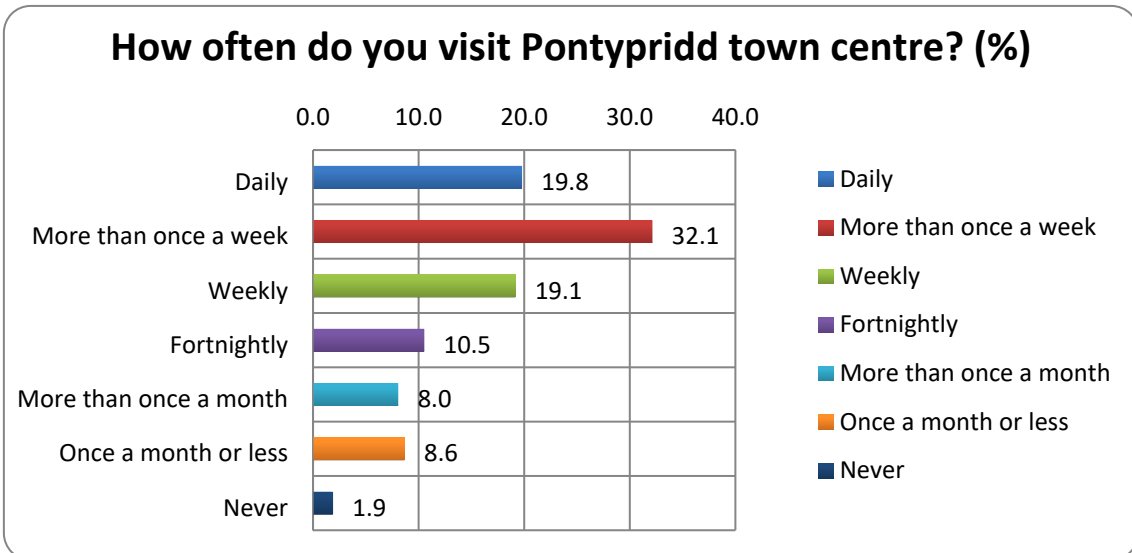


Figure 3 – Visits to Pontypridd town centre

Travel

4.7 47.2% of respondents travelled to Pontypridd town centre by car, whilst 42.2% walked. A much smaller percentage travelled by bus (7.5%) and train (3.1%).

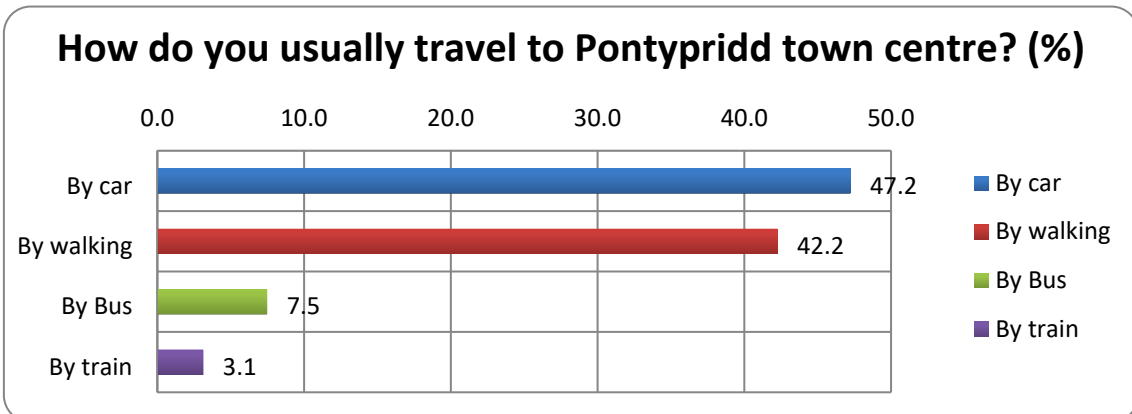


Figure 4 – Travel to Pontypridd town centre

About Pontypridd

4.8 Respondents were asked about some aspects of the town centre. Figure 5 shows whether the following aspects were seen as positive or negative to the respondent.

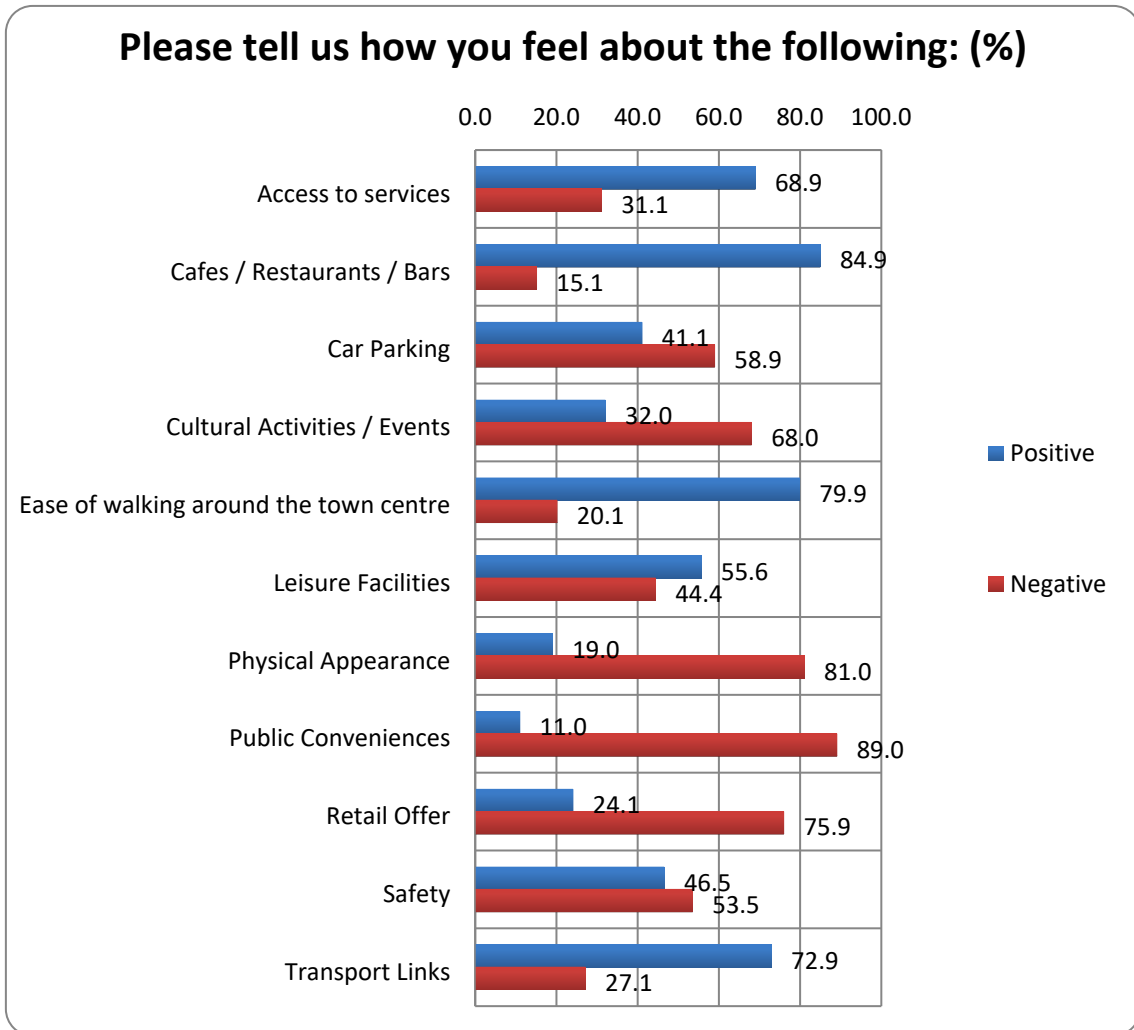


Figure 5 – Positive and negative aspects of Pontypridd town centre

4.9 The following aspects were seen mostly as **positive** by respondents:

- Access to services
- Café's, restaurants and bars
- Ease of walking around the town centre
- Transport links

The following aspects were seen as mostly **negative** by respondents:

- Car parking
- Cultural activities & events
- Physical appearance
- Public conveniences
- Retail offer

Leisure facilities and safety were seen as more neutral aspects of the town centre.

Other positive aspects

New businesses & re-development

“A lot of new business are appearing In Pontypridd which is a positive thing. It will be great to have a graphic road map that as flyer and stated the shop and service so people can know what the town can offer. Church street is the street that got missed”

“I am visiting Pontypridd town centre more regularly now as a result of the new development at the town entrance. The redevelopment of that area and the introduction of coffee shops and new gym is very appealing.”

“I think that real progress is being made to improve the town centre and there is a real momentum. We are a riverside town with huge potential and I thoroughly agree with the new plans.”

“The past couple of years have seen an increase in cafes/restaurants/bars popping up is a big positive”

“My favourite shop is the new artificial flower shop”

Park

“Beautiful park, weekly parkrun, lots of events in the summer. Lido is fantastic, leisure facilities in the centre of the town. Plenty of cafes, two in the park. Variety of shops, I don't shop there often. Impressed with my visits to the indoor market.”

“cultural activities & Leisure facilities are ok”

“Parkrun is positive”

River

“I think the investment and recent improvements have been very positive, I understand that this is an ongoing process but there are aspects of the town centre which don't reflect the progress made. For example river front, lack of retail.”

“The river is a hugely underused asset”

Other negative aspects

EV charging points

“lack of electric vehicle charge points”

Public conveniences

“Lack of public conveniences especially outside of typical office hours (that feel safe for older people to utilise). Any developments/regeneration must consider

needs of older people to ensure accessibility and to be age friendly (ageing population)."

"Public Conveniences in Market Sq should be better sign-posted. Taff St unsafe when open to parking. delineation between road / parking/pavement very unclear. onset of electric cars will make the road even more dangerous."

"There is a serious lack of toilets in the town, just one in the bus station. The only other one I am aware of is a paid one in the market."

Lack of shops

"Lack of shops such as high street shops e.g. M&S, Next, New Look etc they are all charity shops or vape shops! The only reason I go into town is either for Ynysangharad Park or to go to b&m"

"Poor quality retail outlets"

"Too many barbers and charity shops. Bars/pubs not catering for mature adults, Sunday parking/ access appalling, probations an eyesore"

Anti-social behaviour

"Lack of shops and lots of gangs of youths after 6pm anti social behaviour"

"Pontypridd unfortunately attracts some rather unsavoury characters and I have been witness not only to people using public places as a toilet, but also drug taking. drug overdoing, police involvement and fighting (poor impression / stays with you)"

"The anti-social behaviour and drug use in the town centre and park are a concern"

Policing

"The area is rough, to many mis-fits walking round, intimidating people. More police needed on patrol."

Parking

"Parking is terrible"

"Think free parking would help a few people complain that they catch local buses into bus station that arrive just as X4 etc are pulling out."

Run down

"Pigeon mess inside railway station and under railway bridge to the Graig"

“Shops could do with a face lift and the 99p store opposite Llys Cadwyn is an eyesore.”

“The bingo hall/cinema site, will in my opinion, be left fallow & an eyesore for maybe five years, please landscape the area in question so that the area does not suffer unnecessary”

“Town needs clean up. There are no public conveniences. River - untidy plastic/bollards, an ironing board and supermarket trolley needs to be cleared.”

Empty buildings

“Something needs to be done about empty buildings. Like old M&S, Burtons etc. Quite an eyes sore and a waste of good space for say a primark or wilko.”

“There are too many of the same shops and too many unoccupied shops. I visit the town centre regularly as I live close/within walking distance of town however I do not feel there is much to draw people to the town centre who live further away.”

“Too many empty shops/units”

Lack of heritage

“Pontypridd’s Victorian heritage is not highlighted in new developments. Victorian architecture is hidden either by new buildings or actually clad as in the station. The lido”

“We have some beautiful buildings that seem to be ignored. We have a lot of space above and behind shops that is wasted. We haven't got enough trees and plants in the town centre.”

Transport / accessibility

“Only when the bus or train turn up.”

“Poor arrival experience for pedestrians outside the station - just acres of tarmac and unfriendly crossings”

“There's very few buses from Church Village in the evening, mostly looks tacky,”

Neutral comments / suggestions

"I would like to see more benches to sit on especially for the elderly. Toilets needed top end of town by Tesco's again. Lido needs to be more accessible to local people. all booked up over internet too soon. I can't enjoy it."

"It would be nice to have a cinema/theatre in the town like we had with the Muni and something for teenagers such as a skate park / BMX Park"

"Need to expand provisions for leisure activities - especially with surge on alternative sports such as roller skating and skateboarding, there needs to be more investment into leisure (not limited to football, rugby, bowls and tennis)."

"Retail and food offering is improving but I would like to see more"

"Retail offer is getting better but there are too many charity shops. Also need to sort out car parking when the barriers are down."

"The new buildings like the Library and Transport for Wales are great. The negatives include appearance of town centre, lots of retail spaces empty and plenty of rubbish around"

"The Park is a great resource. Would like to see more businesses to replace the ones closed down. The bus station is not very welcoming. The pedestrianisation is neither one thing nor the other and not safe for disabled people and those with children."

Seven core ambitions

4.10 The draft Placemaking Plan presents an exciting and ambitious vision that is based on seven core ambitions aimed at transforming Pontypridd town centre. Respondents were asked if they agreed or disagreed with the following ambitions.

Table 1: Core Ambitions

A Business Destination
A Great Place to Live
Connected and Accessible
A Green Waterside Town
A Unique Townscape
A Cultural and Social Destination
An Inclusive and Resilient Town

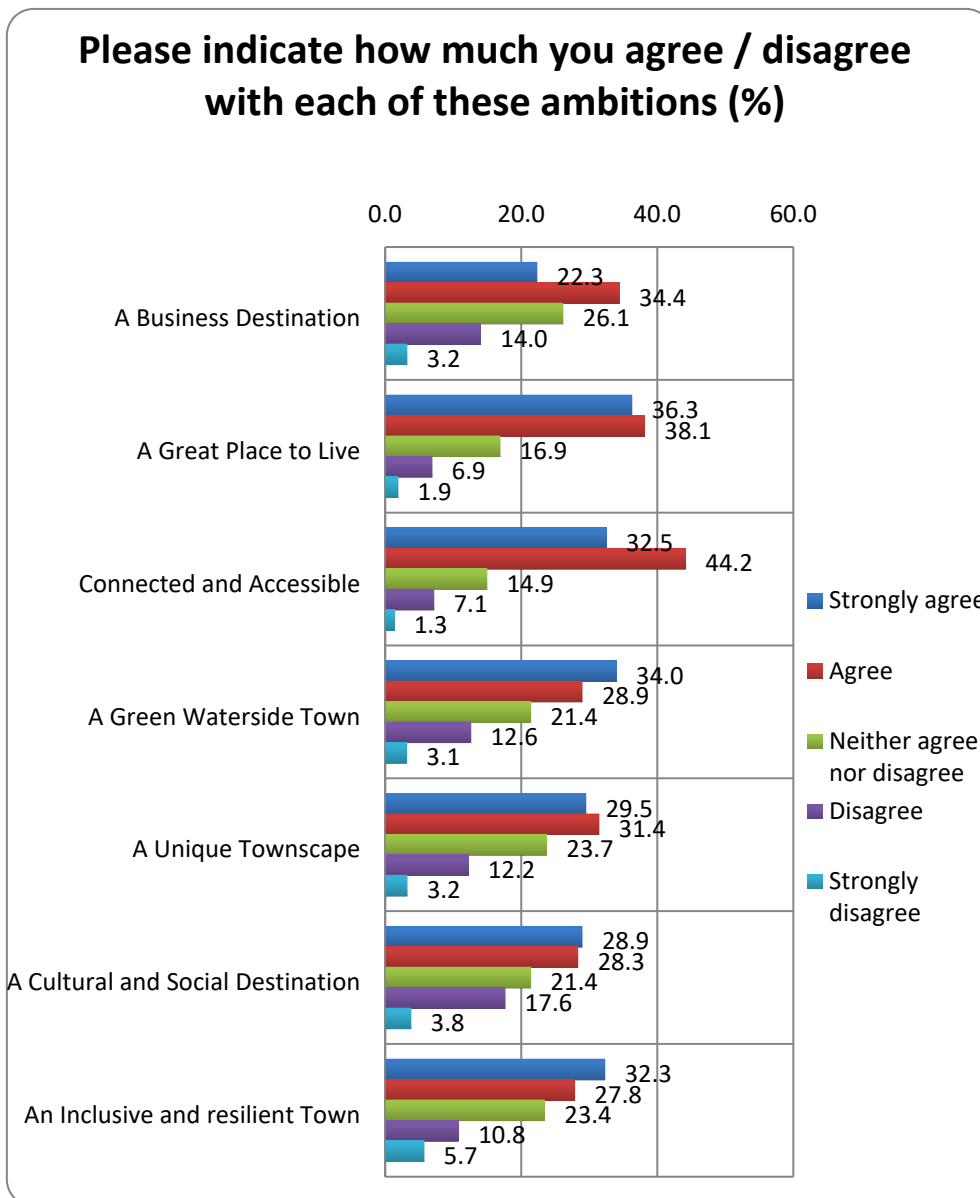


Figure 6 – Agreement with ambitions

4.11 Figure 6 shows that over 50% of respondents ‘strongly agreed’ or ‘agreed’ with each of the ambitions. 74.4% of respondents agreed with ‘A great place to live’ and 76.7% agreed with ‘Connected and accessible’. There were low percentages indicating disagreement with the ambitions and between 16.9% and 26.1% of respondents said that they neither agreed nor disagreed with the ambitions aimed at transforming Pontypridd town centre.

Focus for future investment

4.12 Five spatial areas have been identified in the town centre that will act as areas of specific focus for future investment. Respondents were asked to indicate whether they agreed or disagreed that investment in each of these areas is important for the economic regeneration of the town centre.

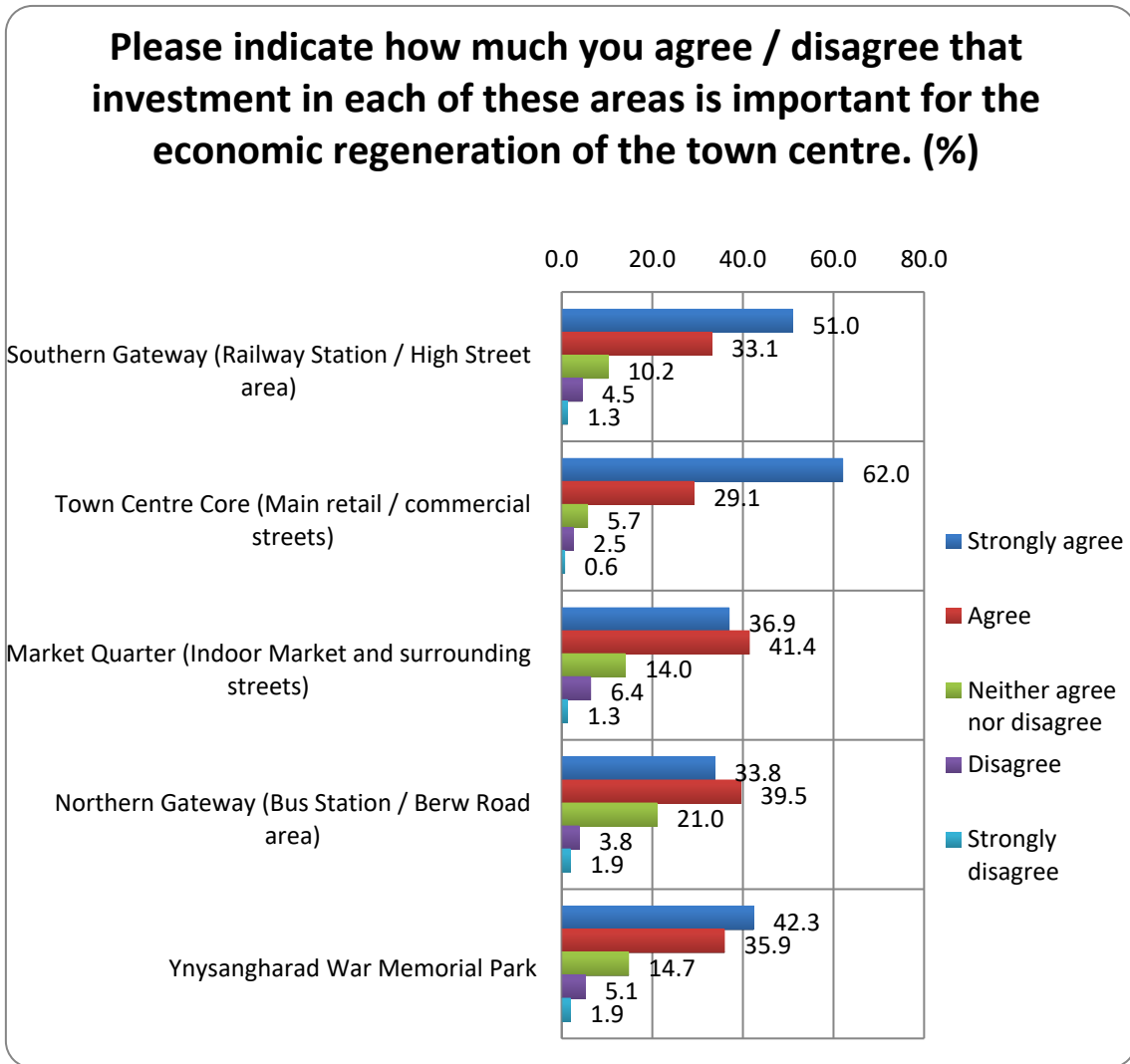


Figure 7 – Agreement with investment in 5 spatial areas

4.13 A high majority of respondents ‘strongly agreed’ or ‘agreed’ with the investment in the 5 spatial areas mentioned in figure 7.

- 84.1% agreed with investment in the Southern Gateway (Railway Station / High Street area).
- 91.1% agreed with investment in the Town Centre Core (Main retail / commercial streets)
- 78.3% agreed with investment in Market Quarter (Indoor Market and surrounding streets)
- 73.3% agreed with investment in Northern Gateway (Bus Station / Berw Road area)
- 78.2% agreed with investment in Ynysangharad War Memorial Park

4.14 Some comments were received in relation to the investment in these areas;

Southern Gateway (Railway Station/High Street area)

“Connect train / bus station. Market needs improving, not in private ownership which has 'strangled' that area. (Town Hall)”

“It's not a big town centre, all of these developments are key to the success of Pontypridd and will have interdependencies. The theme needs to be consistent and flow from the Train station right to Park View and the Bus station area.”

“Park & ride from goods yard / multistorey to train station can't park in Sardis Car Park and travel via train with late return due to gates being locked”

“The train halt at the bus station should be a push/pull between stops 'free' to make it easy to use”

“Train station desperately needs investment and regeneration to restore it to former glory”

Town Centre Core (Main retail / commercial streets)

“Fill all the shops with different things than already in Ponty. Knock down the old town hall & possible build something else. The Park is the jewel in the crown (No Car Parking in Park) Build skate park in park”

“It would be good to open up M&S to the river and provide nice areas away from traffic.”

“Not enough is being done to make retail space affordable and those that own the buildings have little or no interest in the physical appearance of the properties they own.”

“The main areas people use are the main throughfare from the new building down to the old M+S”

Market Quarter (Indoor Market and surrounding streets)

“Pontypridd is an old market town which should try to mimic the charm of Abergavenny. The old Bridge is the towns emblem and yet the bridge is hidden by the Victorian Bridge. The town should have Welsh flags plus "old styles street signs".

“The landlord of the market is not keeping up the repairs on the market building so he should be forced to do this properly. There are broken windows and the stonework on church street is in poor repair.”

“The market is capable of looking after itself and will thrive if it allows itself to do so and removes its restrictive practices”

Northern Gateway (Bus Station / Berw Road area)

“An important partner in the Northern Gateway will be Pontypridd Town Council, who own and run the Museum, and whose civic offices are also located here.”

“Better bus links to certain areas of Ponty and also making it cost affective so people can afford this option / not use cars”

“The bus station does not require an update. This would in my opinion be deemed a waste of taxpayers money.”

“Why not have a central transport hub? why is the bus station the opposite end of town?”

Ynysangharad War Memorial Park

“The Park needs a splash pad for the youngests Aberdare has one why not Pontypridd”

“The Park is very well kept and is an asset to Pontypridd”

“The Park is lovely, however it could benefit greatly from a skate park. There is ample space, especially on the Bridge Street side.”

“Increase Lido season - school Holidays in G.M.T and on weekends between holidays”

“I think any development in the park needs to be careful considered due to existing aesthetic. Also I think the park needs more events like it used to (eg. Car show, big Welsh bite, fireworks display etc.) With priority access for residents”

“Currently only the park, Lido and Llys Cadwn are visitor destinations. The rest of the town is run down and needs investment to bring it up to standard.”

“As you have mentioned the Park. I think you should spend some money to level the football pitch that is afforded to the cricket pitch. it is appalling and has been for years.”

“Add a musical water feature around the bandstand. I used to work in Bad Mergentheim, Germany which is similar in size to Ponty with a fantastic park and their musical water feature attracts many visitors. Look on you tube.”

Other comments included:

“As previous respondents have highlighted, the riverside are would also benefit from investment and re-instatement of the walkway at least.”

“Need integrated transport hub”

“I think parking should be free or a cheap rate to attract shoppers into the area”

“Please think outside the box, not just about profitability but quality of life. Using the space we have well, greening the space as much as possible, using the upper stories of shops etc fitting solar, wind etc, using our water well”

“Preserve heritage buildings so many have been lost int he town already, keep the old along with the new modern upcoming buildings! New and small business initiatives to help boast the town, bringing in new independent shops. Outdoor Bike track in park.”

Future Development

4.15 Respondents were asked whether they agreed or disagreed with the need for future development in the following areas that have the potential to accommodate this.

- Railway Station and High Street in the Southern Gateway
- Sardis Road Car Park in the Southern Gateway
- Gas Road Car Park in the Town Centre Core
- Bus Station in the Northern Gateway

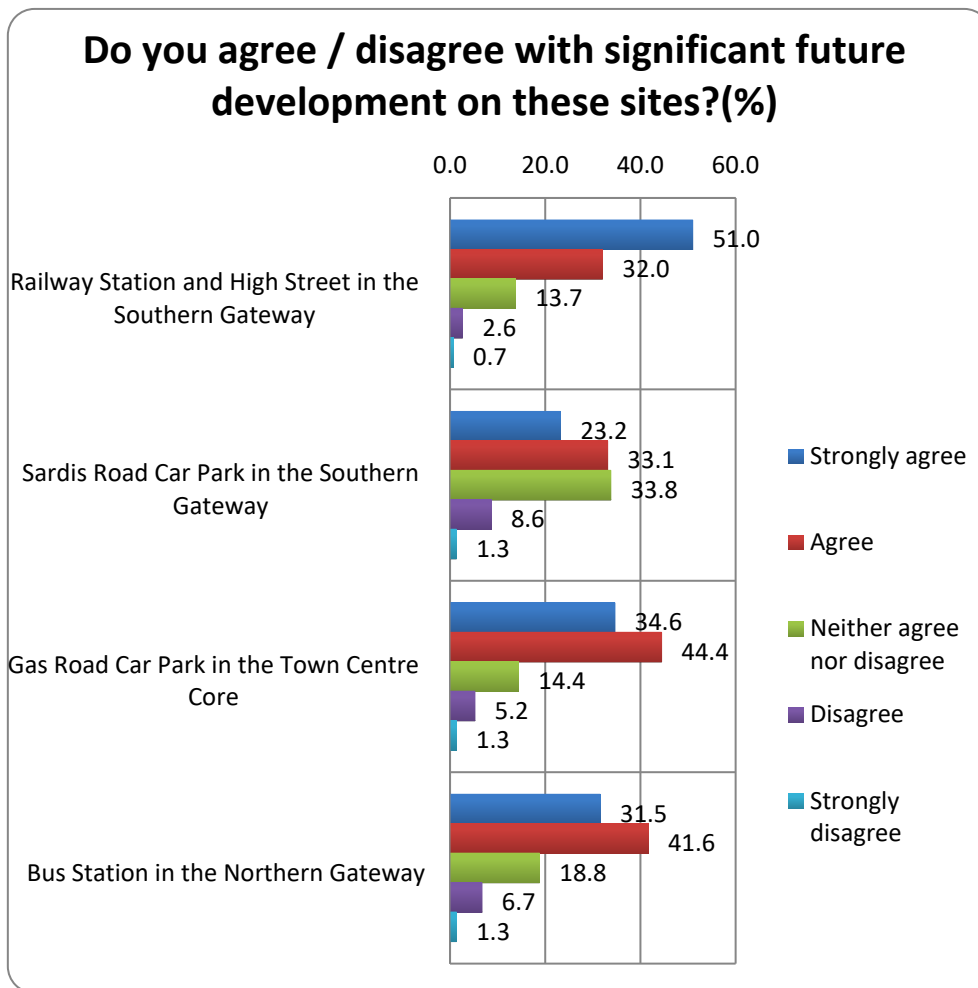


Figure 8 – Agreement of future development

4.16 83% of respondents ‘strongly agreed’ or ‘agreed’ with significant development in the Railway Station and High Street in the Southern Gateway, however a lower percentage of 56.3% of respondents agreed with development in Sardis Road Car Park in the Southern Gateway. 33.8% said they ‘neither agreed nor disagreed’. 79% of respondents agreed with developing the Gas Road Car Park in the Town Centre Core and 73.1% ‘strongly agreed’ or ‘agreed’ with development in the Bus Station in the Northern Gateway.

4.17 Comments in relation to future development are as follows:

Railway Station and High Street in the Southern Gateway

“More diverse retail. Remove probation and other linked services including Mill Street Hostel. All year round Lido access”

“Needs a M&S food outlet in Pontypridd”

“Smarten up shop fronts, uniformity like Cotswold stone, with individual shop names, hanging baskets”

“The castle bingo site clearly needs to be redeveloped following its demolition. I disagree that a hotel should be built there. A train halt at the bus station should have been built at the same time as the bus station.”

“The Railway Station is the 'face' of Pontypridd to commuters entering the town by rail/road. Anything to improve the look of this area would be a plus, including the old bingo hall site which has been demolished (thankfully).”

Sardis Road Car Park in the Southern Gateway

“Depends what type of investment you intend - at minimum the car parks should accept credit cards”

“Don't put a car park in the park but develop car parking elsewhere. Free car Parking after 10am (for 3 hours)”

“Free parking should be introduced at the very least on certain days. Make rail and bus stations safer for women with better lighting and more police and community police presence.”

“Sardis Road car park is too far out of town”

Gas Road Car Park in the Town Centre Core

“Gas road car park needs to be linked to the river walk. The bus station needs to be more attractive with better crossing point, maybe widen the pavement on town side by narrowing each traffic lane a little. Better links from train station to bus station”

“Parking needs to be improved, there is a lack of it in the town centre unless you want to walk to the Goods Yard which isn't always ideal in winter/with a pushchair/for those with disabilities”

Bus Station in the Northern Gateway

“I use the bus station quite often and this area does need to be redeveloped”

“Needs a rail station next to the bus station...”

“Excellent to have 'Halt' by near bus station”

“The northern gateway into town needs updating, particularly the Maltsters pub, which could look beautiful if refurbished the old buildings are the best and should be preserved”

Other comments included:

“Already had money spent on them”

“Not sure about the elevated structure proposed the vandalism lot of detritus on both riverbanks not pleasant to look at whatsoever.”

“The more regeneration that can go on in the area the better”

“Transport hub”

“We have quite a few car parks. Better if they are free. For sustainability bus lanes and good bus and train services are crucial. If people want to visit for cultural reasons they usually don't wish to drive.”

“We need more shops not a hotel or more cafes. Car parking needs improving. Bus station has already been upgraded!”

Proposed projects

- 4.18 A series of proposed projects have been identified to collectively transform Pontypridd town centre. *Full detail can be found in the draft Placemaking Plan.* Respondents were asked to indicate how much they agreed / disagreed with each of these proposals.

Table 2: Proposed projects

Create distinctive and welcoming entrances into the town centre
Redevelop vacant or dilapidated sites and premises for new commercial uses
Deliver improved links between public transport services and high quality cycle infrastructure
Restore traditional buildings with a range of new uses
Create new public spaces that link the town to the River Taff and Ynysangharad War Memorial Park
Make the town centre more resilient to potential future flood events
Deliver more tree planting and green infrastructure
Provide better pedestrian routes and create spaces for social and cultural events that people can enjoy, and which businesses can use
Develop a stronger digital presence

- 4.19 As can be seen in Figure 9, a high majority of respondents agreed with the proposals.

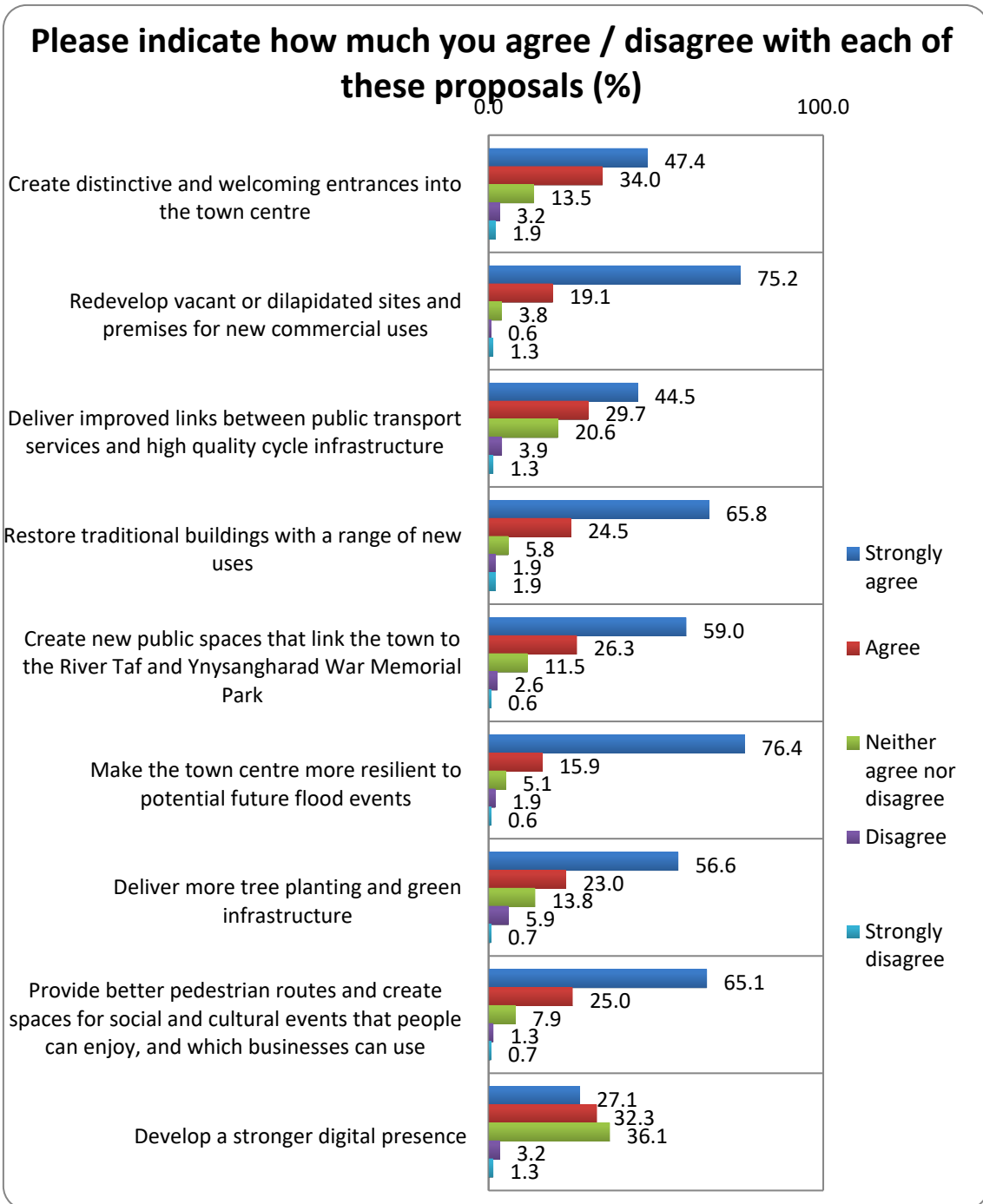


Figure 9 – Agreement with proposed projects

4.20 81.4% ‘strongly agreed’ or ‘agreed’ with the proposal to create distinctive and welcoming entrances into the town centre, 94.3% agreed to redevelop vacant or dilapidated sites and premises for new commercial uses and 74.2% ‘strongly agreed’ or ‘agreed’ that we should deliver improved links between public transport services and high quality cycle infrastructure. 90.3% agreed with restoring traditional buildings with a range of new uses, 85.3% were interested in creating new public spaces that link the town to the River Taff and Ynysangharad War Memorial Park and 92.3% agreed with the proposal to make the town centre more resilient to potential future flood events.

79.6% were interested in delivering more tree planting and green infrastructure, 90.1% agreed to provide better pedestrian routes and create spaces for social and cultural events that people can enjoy, and which businesses can use, while a lower percentage of 59.4% agreed that we should develop a stronger digital presence (36.1% neither agreed or disagreed).

4.21 Some comments were received in relation to these proposed projects:

“We need a pedestrian bridge from where Broadway exits Trefforest, over to Ynysangharad park. Walking along the dual carriageway park of Broadway is unhealthy, I think this would help link the University community to the Town Centre”

“Better links to Taff Trail to bring in cyclists who stop off. Better use of buildings on Taff River for Cafes and Restaurants.”

“Culture is needed! More attractions are needed if you want people in the town. When people shop they don't just want to shop, they want to eat/drink/enjoy! Small cinemas, escape rooms, museums all needed to make a full day out!”

“Develop the river front”

“I would agree with all of the above proposals.”

“improve crossing point between museum and top end of town (Llys Cadwyn) lights are not obvious so pedestrians risk turn and signal. Also remove co2 by improving traffic rules - let us turn right at police station junction into town.”

“Pontypridd needs to showcase the Riverside. This in itself could attract people with a river walk and bars and restaurants overlooking it. Flooding defences need to be in place to prevent these new spaces being subject to flooding in the future.”

“The park has large open areas that can be used for more events that gets the community more involved maybe even food festivals. We also need more interactive areas for younger people such as a skating park or cleaner football pitch.”

The Southern Gateway

4.22 The Southern Gateway is the first area that people experience when entering the town from the south, including from Pontypridd Railway Station. Currently the area is not fulfilling its potential and there is the opportunity to deliver development on a major scale as illustrated in the Draft Southern Gateway Masterplan.

Respondents were asked to indicate how much you agreed / disagreed that development of the following vacant sites will have a positive impact in kick-starting the transformation of the Southern Gateway.

Table 3: Vacant sites for development

The former Bingo Hall site
The former Marks and Spencer store
The former Dorothy Perkins/Burtons store

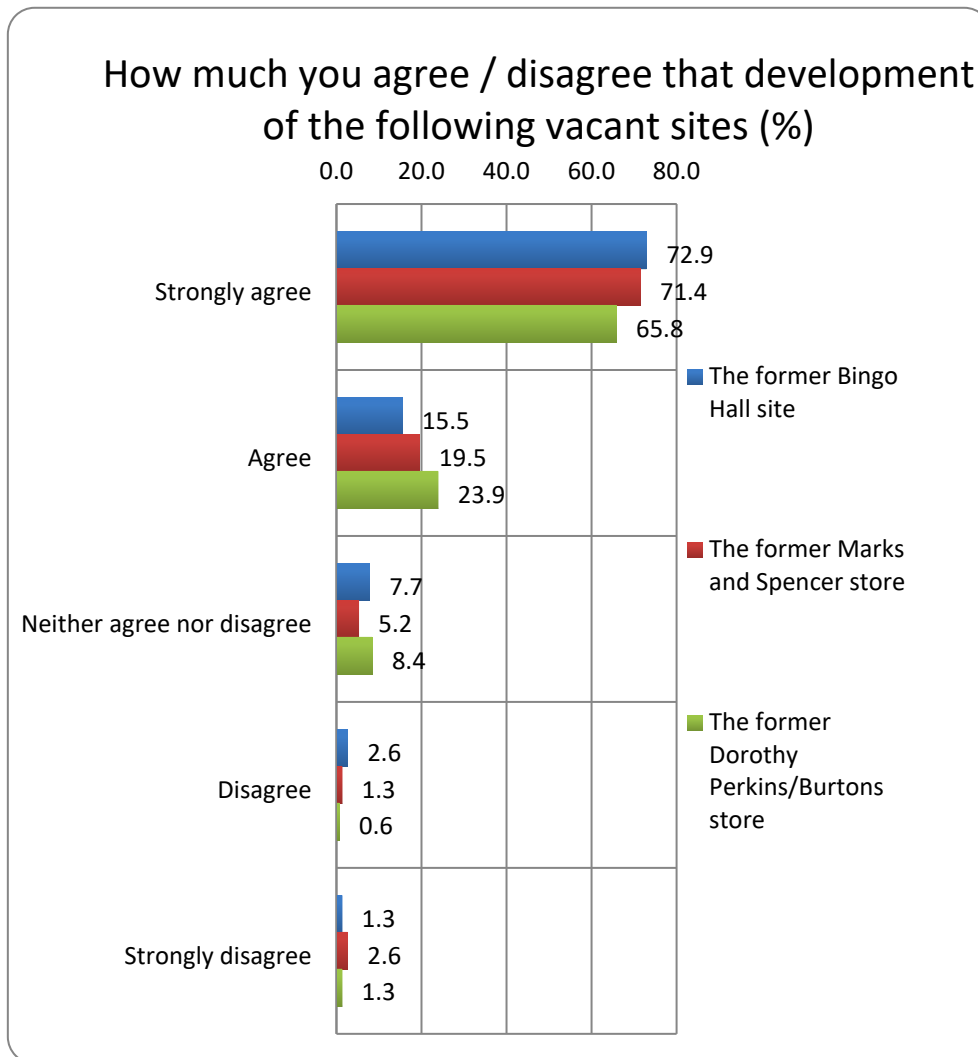


Figure 10 – Agreement with development on former sites

4.22 As can be seen in Figure 10, a high majority (over 65%) strongly agreed with the development of all former sites.

4.23 Some comments were received in relation to these proposed developments:

“All the back of these places can also be developed to enjoy the views of the river & Park. Pubs & restaurants etc.”

“Beside the opportunity to enjoy the view by overlooking the river. We need to be able to offer an indoor activity area that allow to draw people into the town in the cold or wet weather. We need to find a way to get people in town in the winter as well”

“Castle Bingo/ Cinema site redevelopment urgently needs redevelopment. I would recommend leaving a large part of it as public open space Station Square”

“I don't agree that the old bingo site should be built on. It is now open and bright with views rights through the town. Can it not be an open plaza for pop up businesses. However, the hotel in the plan looks less imposing than the old build so that's good.”

“The Dorothy Perkins site is more central to the Park and more accessible for use as drink/food relaxing”

“The prominence of the former bingo hall means revamping this site will have huge benefits for the overall visual impact upon entering the town from the south.”

Pontypridd Placemaking Plan implementation

4.24 Respondents were asked to indicate how much they agreed / disagreed that implementation of the Pontypridd Placemaking Plan will result in the following:

- More people will be attracted to Pontypridd as a place to **work**
- More people will be attracted to Pontypridd as a place to **live**
- More people will be attracted to Pontypridd as a place to **visit**
- The economy of the town centre and surrounding areas will significantly benefit

Figure 11 shows respondents' level of agreement.

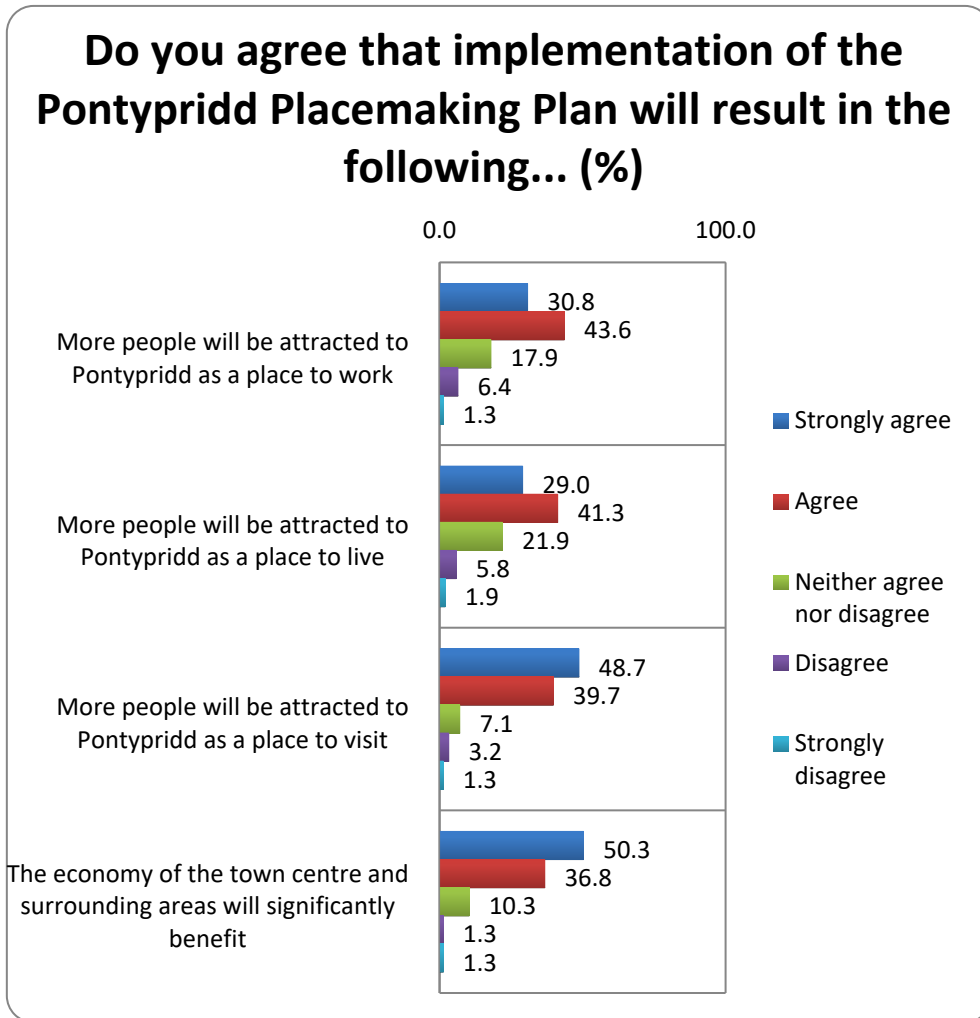


Figure 11 – Agreement with implementation of plan

- 4.25 A high majority (over 70%) of respondents agreed with each of the statements.
- 4.26 When asked if there were any other comments in relation to the Draft Pontypridd Town Centre Placemaking Plan, the following are some of the comments that were received:

“a feasibility study before developing a hotel complex. Also please ensure adequate resources are built in for graffiti removal and preventative youth crime measures.”

“Commercial rent prices are far too high. What can RCT do to bring these down?”

“If the upper floors of the older buildings are turned into apartments where will the owners be able to park their cars. Are parking spaces being considered? I could not live in one of the apartments without parking.”

“It is pleasing to know there is a plan and as a resident I can already see the improvements to the town centre which were long overdue.”

“It must be fortified with strong policing, street cleaning, dog wardens, all dogs should be on leads, especially in the park with exception of fenced off dog play area.”

“Links with the university are needed. We are a student town but it does not feel like it. We need to promote the welcoming of students.”

“Please consider the needs of an ageing population and ensure accessibility, transport links and sound provision of services to fulfil the needs of our older people, who form a large percentage of existing and future visitors to the town on a daily basis.”

“We need to promote the town as miniature city. Ponty could be the destination for daily shopping. The children and elder facility need to be more organized to allow people to shop in town without no restrictions and friendly”

About you

4.27 Respondents were asked to provide some information about themselves.

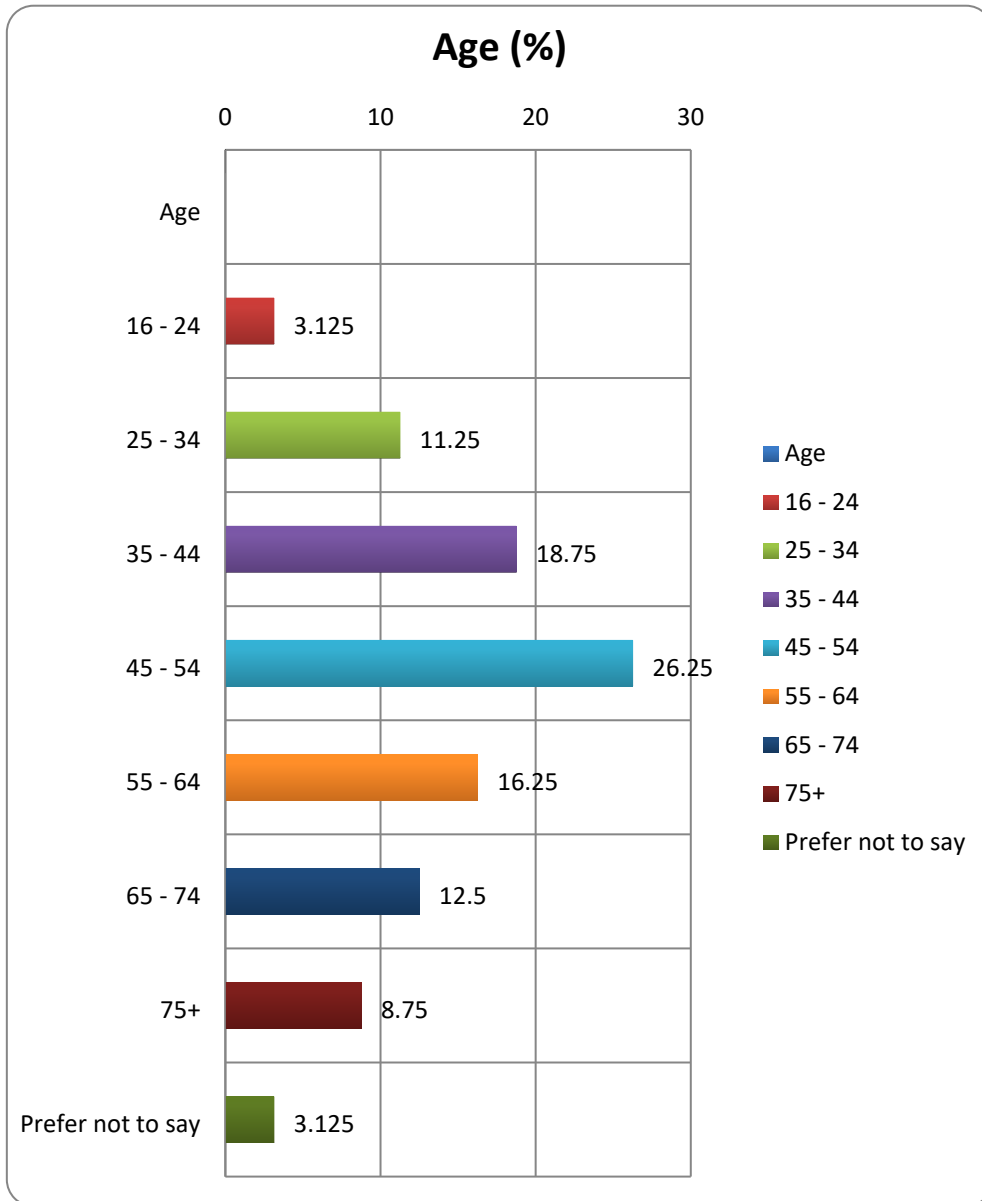


Figure 12 – Age of respondents

4.28 Figure 12 shows the age of respondents taking part in the survey.

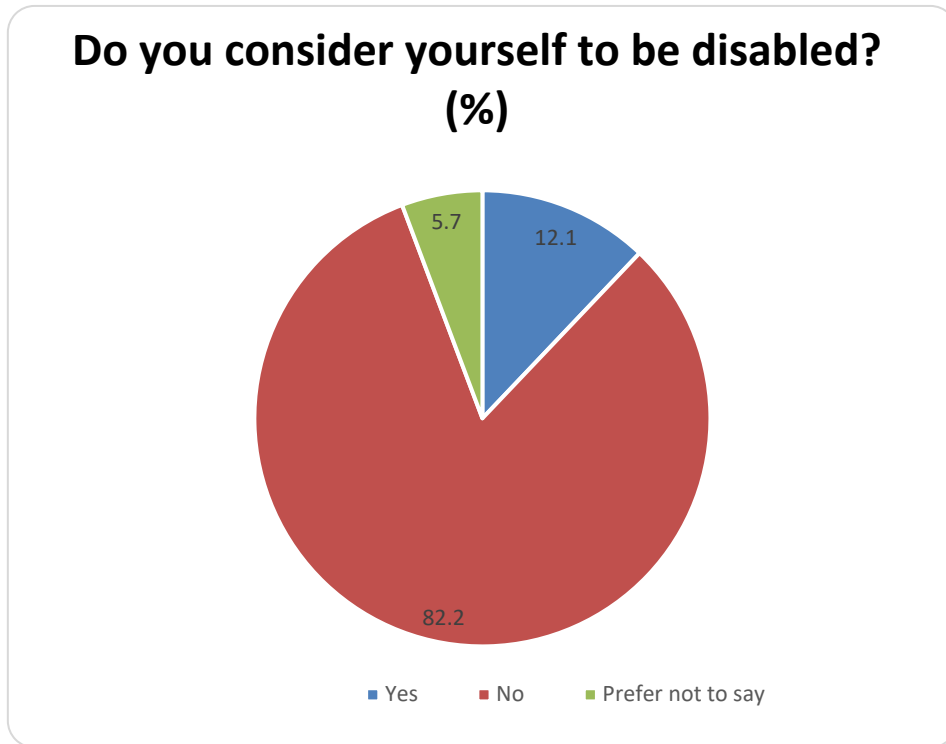


Figure 13 – Do you consider yourself to be disabled?

4.29 12.1% of respondents considered themselves to be disabled.

Poll Results

4.30 Two questions were available to respondents in the “Quick Poll” tool. In total there were 135 responses to these questions.

A screenshot of a "Quick Poll" form. At the top, there are social media sharing icons for Facebook, Twitter, LinkedIn, and Email. The question is "Do you think Pontypridd needs a Placemaking Plan?". Below the question are three radio button options: "Yes", "No", and "Don't know". At the bottom of the form, there is a "View Results" button and a blue "SUBMIT" button.

Figure 14 - Quick Poll 1: Do you think Pontypridd needs a Placemaking Plan?

4.31 Over 88% of respondents agreed that Pontypridd needed a Placemaking Plan.

Figure 15 - Quick Poll 2: Do you think the Placemaking Plan will have a positive effect on Pontypridd?

4.32 64.5% agreed that the Placemaking Plan would have a positive effect on Pontypridd, 20.8% said 'No' and 14.5% didn't know.

“Ideas” Tool Results

4.33 70 contributions were made to the Ideas tool on the Let's Talk Pontypridd website, with the prompt “What are your views on the Pontypridd Placemaking Plan?”. The responses varied in length and topic, with some common themes.

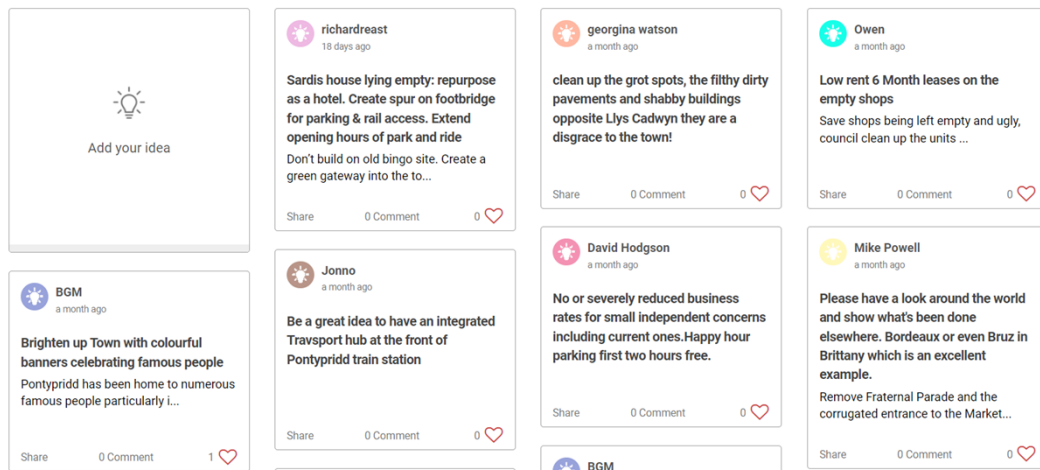


Figure 16 – Examples of Ideas received on Let's Talk Pontypridd website

4.34 Common themes included in the “Ideas” tool:

Better usage of riverside

“More riverside restaurants to attract people in. More shops like wilkos, primark, home bargains, to draw people in. Improved traffic at both”

“The Rivers Taff and Rhondda should be the focal point - a celebration of recovery, now that salmon, otters and other wildlife has returned.”

Car parking

“- better use of space in gas road car park as the new layout wastes a massive amount of usable parking space. Wider spaces within the police station car park - I am unable to open doors wide enough to get my young children in and out of their car seats, better located parking for families with young children.”

“It looks like the Gas Road car park is going to be reduced in size. If this goes ahead then this car park should be wholly reserved for short stay with a high proportion of disabled bays. One of the worst things about the town centre traffic is people queueing for this car park when other car parks are available (but more expensive to park in) as it causes traffic jams. Need to also make the other car parks more accessible to pedestrians (there is no pavement on either the entry or exit ramp to Goods Yard car park, could also provide steps down by municipal offices to make journey shorter for those who are walking).

Antisocial parking in the town centre also needs targeted enforcement as people park in the loading bays and bus stops by the new Llys Cadwyn development, blocking them from use by delivery vehicles and buses which also causes traffic jams when those vehicles load or unload elsewhere.”

Better use of empty properties / encourage businesses to occupy them

“More shops to attract people to the area - a blend of popular stores as well as boutiques- a push to lease out the new buildings that remain half empty”

“Save shops being left empty and ugly, council clean up the units and have interchangeable sign put above the door. Allow upcoming businesses to try out for 6 months with an option to extend twice on a low affordable rent. After you've extended the lease twice you would then be subject to standard rent. It takes around 18 months for a business to become established so if not by the end of the 3rd renewal then they make way for the next business. Keeps the shops in Ponty fresh and exciting and allows for small start-ups to have a chance.”

EV Charging

“Somewhere to charge electric vehicles would be good as well as better cycle tracks and somewhere to lock your bike up. Opening up the river from the town side with more views, a walkway, more trees. A sculpture in the river where the Rhondda meets the Taff would provide a focal point. Maybe a trout swimming upstream?”

Park and ride

“Use the old goods yard and depot building for Park and Ride”

“Park and Ride from Goods Yard and improve Disabled Parking”

Pedestrianisation

“I always like to cycle into my office from the station. It's the quickest way to get to work. It's dangerous on the main roads and I have been almost hit a couple of times. There are no obvious legal ways to get to the high-street from the station on a bike.....”

Transport links

“For true connectivity a new railway Halt should be installed at the bus station. Most of the infrastructure is already there from a previous halt years ago. This would do away with the silly situation of people jumping off the train at one end of town, walking through town to catch a bus. They could alight at the bus station instead. This is a quick easy win.”

“Be a great idea to have an integrated Transport hub at the front of Pontypridd train station”

More / better shops / retail outlets

“More retail shops please , ponty is full of barbers, charity and phone shops. A primark is needed, better parking and restaurants”

“We need to get more shops in the area. Primark the nearest one is Cardiff that would bring more people to Pontypridd. And maybe the shop.”

“Ambitious Retail Strategy Needed/ Opportunity to Develop Showpiece National Rugby Museum for Wales”

Regeneration / Restoration / general tidy up

“Restoration of older buildings”

“Add a musical waterfall around the bandstand. There is one in a park in Bad Mergentheim which attracts many visitors and it's gorgeous”

“Invest in intensive river clean up and on-going trash management. Create social spaces & strategies because retail will continue to decline.”

Renewable / sustainable energy sources

“At Radyr they have installed a micro hydroelectric power plant on the weir, providing 100% green electricity 24/7, 365 days of the year. A similar thing could be done at Treforest weir and other parts of the rivers around Pontypridd to help provide cheap green electricity to the town. It's a wonderful natural resource which is currently completely underutilised.”

“There is no mention in the plan of any improvements to the river itself. Aside from keeping the river clean, how about installing a Water Wheel? As well as generating electricity for council buildings, it would be a visitor attraction, and a focal point to raise awareness of renewable energy.”
