

## ISLE OF ANGLESEY COUNTY COUNCIL Scrutiny Report Template

<b>Committee:</b>	Partnership and Regeneration Scrutiny Committee
<b>Date:</b>	19 April 2023
<b>Subject:</b>	Anglesey Town Centres Improvement Strategy
<b>Purpose of Report:</b>	Review the Draft Strategy
<b>Scrutiny Chair:</b>	Cllr Dylan Rees
<b>Portfolio Holder(s):</b>	Councillor Llinos Medi : Leader and Economic Development Councillor Nicola Roberts : Planning, Public Protection & Climate Change
<b>Head of Service:</b>	Christian Branch, Head of Regulation and Economic Development
<b>Report Author:</b>	Dewi G Lloyd, Regeneration Manager
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<b>Local Members:</b>	Relevant to all members

### 1 - Recommendation/s

The Committee is requested to:

**R1** Review the scope and content of the Draft Strategy

**R2** Review the proposed process of taking the Strategy forward to delivery

### 2 – Link to Council Plan / Other Corporate Priorities

**Council Plan** – the Economic aims include supporting the vitality and viability of town centres and the Well-being aims include improving the built environment

**JLDP** – policies identify and support town centres (notably Strategic Policy PS15)

**DMP** – policies support the effective planning and management of places

### 3 – Guiding Principles for Scrutiny Members

**To assist Members when scrutinising the topic:-**

**3.1** Impact the matter has on individuals and communities [focus on customer/citizen]

**3.2** A look at the efficiency & effectiveness of any proposed change – both financially and in terms of quality [focus on value]

**3.3** A look at any risks [focus on risk]

**3.4** Scrutiny taking a performance monitoring or quality assurance role [focus on performance & quality]

**3.5** Looking at plans and proposals from a perspective of:

- Long term
- Prevention
- Integration
- Collaboration
- Involvement

[focus on wellbeing]

**3.6** The potential impacts the decision would have on:

- protected groups under the Equality Act 2010

- those experiencing socio-economic disadvantage in their lives (when making strategic decisions)
- opportunities for people to use the Welsh language and treating the Welsh language no less favourably than the English language

[focus on equality and the Welsh language]

#### 4 - Key Scrutiny Questions

1. What is the definition of a 'town' and a 'town centre'?
2. How does the proposed Strategy help to realise Council Plan 2023-28 aims?
3. What are the main benefits and risks associated with the proposed Strategy, and what mitigation is there to minimise any key risks?
4. What opportunities and challenges are faced when being dependent on competitive grant funding to deliver?
5. How difficult is it to secure private investment to regenerate the Island's towns?

#### 5 – Background / Context

The need to improve town centres is referred to and supported in several UK Government and Welsh Government strategies, reports and policy documents, and in a number of external reviews of town centres.

The recently approved Council Plan includes the aims of '*improving the vitality and viability of our town centres*' and '*that the people of Anglesey and its communities enjoy, protect and enhance their built and natural environment for future generations*'.

The Well-Being of Future Generations Act requires local authorities to address the economic, social, environmental, and cultural well-being of their areas.

Audit Wales undertook a study of Town Centre Regeneration in Wales and published a report in September 2021 with several recommendations for the Welsh Government and local authorities. This report and the Council's response to it was reported to the Governance and Audit Committee in February 2022. This process highlighted the need for the Council to develop a strategic approach to improving our town centres.

The Welsh Government's Transforming Towns programme includes a number of components, including capital grants and loans for town centre improvements. It can also now support the preparation of town centre place making strategies / plans, and new capital funding is conditional on these being in place. An updated town centre strategic policy statement is expected to be made by the Welsh Government.

Various town or town centre regeneration strategies / plans have been prepared on Anglesey in the past, mostly aligned to a specific external funding opportunity, with several having been prepared for Holyhead over the years.

There is no single consistently applied definition of a town or town centre. Anglesey has five town councils. The currently adopted development plan (JLDP) strategic policy for town centres (PS15) designates Holyhead and Llangefni as 'Urban retail service centres', and the settlements of Amlwch, Benllech, Beaumaris, Menai Bridge, Llanfairpwll, Rhosneigr, Valley and Cemaes are designated as 'Local service centres'.

It is now proposed that a single county-wide strategy covering all Anglesey town centres be prepared, not tied to any particular external fund or programme, but reflecting the

wider needs of the county and its towns and town centres, aligned with the newly approved Council Plan for 2023-28.

Subject to Executive Committee approval of the recommendations, a process of public and other stakeholder consultation and engagement would take place to gather views, comments, and seek support for the proposed strategy, with a view to finalisation and adoption during 2023. The consultation process would also be used to gather views, comments and suggestions for improvements to individual town centres to inform the preparation of individual place making plans and / or related projects, subject to resources.

## **6 – Equality Impact Assessment [including impacts on the Welsh Language]**

### **6.1 Potential impacts on protected groups under the Equality Act 2010**

No direct impacts identified

### **6.2 Potential impacts on those experiencing socio-economic disadvantage in their lives (strategic decisions)**

The Strategy is expected to improve the vitality, viability and built environment of town centres, thus contributing to social and economic improvement

### **6.3 Potential impacts on opportunities for people to use the Welsh language and treating the Welsh language no less favourably than the English language**

The Council's Welsh language policies will be applied to the delivery of the Strategy

## **7 – Financial Implications**

The Council will need some ongoing staffing capacity during 2023-28 to manage and monitor the strategy and deliver elements not already being delivered.

The Welsh Government is offering 70% revenue grant towards the cost of preparing town place plans but counties need to find the remaining 30% match funding. Having a Strategy should assist in attracting additional external capital grant funding from Welsh Government and potentially other funders, which could save on Council core funding.

## **8 – Appendices:**

Town Centres Improvement Strategy 2023-28 : Draft version for Approval by the Executive Committee as a basis for Consultation

## **9 - Background papers (please contact the author of the Report for any further information):**

Audit Wales - Regenerating Town Centres in Wales Report (September 2021)

<https://www.audit.wales/publication/regenerating-town-centres-wales>

Audit Wales – Regenerating Town Centres in Wales – Self-Evaluation Tool (Sept. 2021)

<https://www.audit.wales/system/files/2021-08/Regenerating%20Town%20Centres%20in%20Wales%20Self%20Evaluation%20Tool%20-%20English.pdf>

IoACC Governance and Audit Committee - 8<sup>th</sup> February 2022 – Item 7 - External Audit : Regenerating Town Centres in Wales Report – Recommendations and Response

(Pages 87-162) <https://democracy.anglesey.gov.uk/documents/g3911/Public%20reports%20pack%2008th-Feb-2022%2014.00%20Governance%20and%20Audit%20Committee.pdf?T=10&LLL=0>

# Town Centres Improvement Strategy 2023-28

Draft for Consultation - *updated 12.04.2023*

*Mae'r ddogfen yma hefyd ar gael yn y Gymraeg / This document is also available in Welsh*



## Introduction

Anglesey's towns and town centres are focal points for the Island's economic, social and cultural activities. They are key areas for the local economy, with over 500 businesses in our town centres employing thousands of local people. Our town centres are also important in many other ways – as hubs for services and facilities, as places to visit for leisure, hospitality or events, as focal points for culture and heritage, and as places to live.

Town centres across Wales and the UK have seen very significant changes, including the growth in edge or out-of-town retail, the loss of several traditional town centre services such as banks, and a large growth in online shopping which rapidly increased during the recent pandemic. Some town centres have been able to adjust and remain vibrant, but others are clearly struggling, and they need to develop different roles if they are to thrive, and new ideas and approaches are needed.

This strategy provides a framework for achieving the aim set out in our new **Council Plan of 'improving the vitality and viability of our town centres'**. It also supports our well-being objective **'that the people of Anglesey and its communities enjoy, protect and enhance their built and natural environment for future generations'**.

The focus of this document is the centres of the settlements legally designated as towns and having town councils, namely Holyhead, Llangefni, Amlwch, Menai Bridge and Beaumaris. Many of our villages are also very important to the Island's economy, with several being popular visitor destinations, and they may require similar improvements and projects to be considered under relevant plans and programmes.

Improving our town centres will require considerable effort by the County Council and other town centre improvement stakeholders in the public, private and third sectors. This will not be easy given the current and potential substantial future financial challenges we face. Effective collaboration is therefore vital to developing a shared vision, and realistic ways of progressively improving and effectively managing our town centres.

**Cllr. Llinos Medi, Council Leader & Economic Development Portfolio**

# Why do we need a Town Centre Improvement Strategy?

1. To set out how the County Council and its partners will work together to address the challenges faced by the Island's town centres, and maximise opportunities for their improvement
2. To deliver on the Council Plan aim of improving the vitality and viability of our town centres
3. Inform the preparation of Placemaking Plans for our towns and help to access funds for their delivery
4. To enable the Council to meet its statutory obligations under the Well-Being Act



Relevant strategic documents are listed here – further details are provided in the Appendix

## KEY UKG & WG FUNDING PROGRAMMES

United Kingdom Levelling-Up Fund & Shared Prosperity Fund  
Transforming Towns Programme for Wales (2022-25)  
Other Public Sector Funding Programmes

## LEGISLATION, GOALS & POLICIES

Well-Being of Future Generations Act  
Future Wales 2040 – The National Plan  
Planning Policy Wales & Building Better Places

## KEY LOCAL AUTHORITY PLANS

Anglesey Council Plan 2023-2028  
Joint Local Development Plan for Gwynedd & Anglesey  
Destination Management Plan  
Other Local Authority Strategies and Policies

## NATIONAL AUDITS & EXTERNAL REVIEWS

Audit Wales Report on Regenerating Town Centres in Wales  
Small Towns – Big Issues Report  
Placemaking Wales Charter  
FSB Vision for Welsh Towns

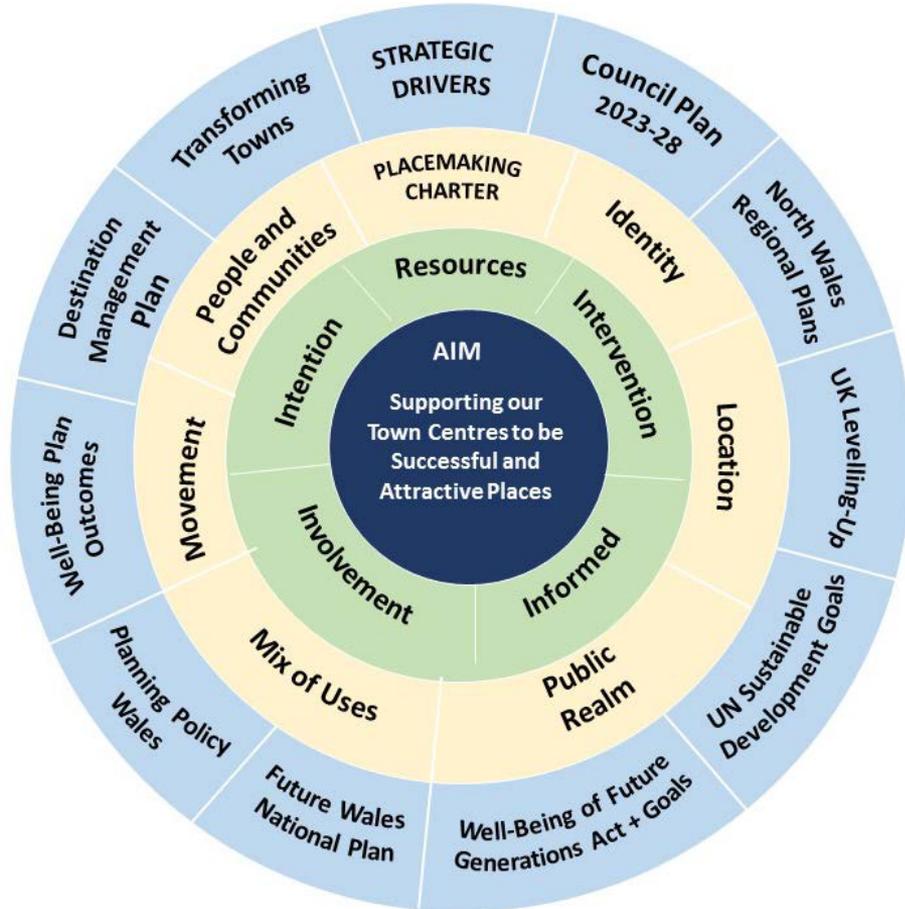
## Strategic Context

This Strategic Circle sets out the proposed Strategy Aim and five Priorities which reflect the Audit Wales recommendations to local authorities in Wales. It also shows these in the context of wider Strategic Policy Drivers and the Wales Placemaking Charter principles.

### Placemaking, Place Plans and Place Shaping

Guidance on Placemaking, Place Plans, and Town Centre Place Making Plans is provided by the Welsh Government, Planning Aid Wales, and Design Commission for Wales - see the Appendices.

‘Place Shaping’ is a different key strategic approach, delivered via a partnership between Medrwn Mon and the County Council through area community Alliances, with the following vision : *‘The development of place, connecting the public, private and community sectors to create an Anglesey that is healthy and prosperous, where people can thrive.’*



# Town Centres Improvement Strategy Aim and Objectives

**AIM : Support our Town Centres to be Attractive and Successful Places**

## OBJECTIVES



**1 - INTENTION : Develop a Clear Vision and Plans for Improving and Managing our Town Centres**



**2 - INVOLVEMENT : Involve and Support Communities and Businesses to Deliver for Town Centres**



**3 - INFORMED : Measure and Review Town Centre Performance and Related Initiatives**



**4 - INTERVENTION : Take Necessary Actions to Improve our Town Centres**



**5 – RESOURCES : Have Adequate Capacity and Finances to Improve and Manage Town Centres**

*DISCLAIMER : Budgetary constraints may impact on the County Council's ability to deliver these Objectives*

## Objective 1 - Intention



1 INTENTION – Develop a Clear Vision and Plans for Improving and Managing our Town Centres			
	Why is this important?	What are we going to do?	How are we going to do this?
1.1	To deliver relevant Council Plan aims and Audit Wales recommendations	<b>Develop a Vision and Strategy to Improve our Town Centres</b>	Establish a shared Vision and Strategy for Improving our Town Centres by finalising and adopting this document
1.2		<b>Ensure an Integrated Cross-Council Approach to Town Centres</b>	Develop and apply an integrated approach to improving and managing town centres and applying the 'town centre first' principle through joint working across services
1.3	To satisfy the WG requirement for plans to receive regeneration funding	<b>Engage stakeholders and consult the public</b>	Seek and establish public and other stakeholder comments and suggestions for improving town centres
1.4		<b>Create Place Plans</b>	Work with Town/Community Councils and other stakeholders to develop individual town / town centre Place Making Plans

*DISCLAIMER : Budgetary constraints may impact on the County Council's ability to deliver these Objectives*

## Objective 2 - Involvement



2 INVOLVEMENT – Involve and Support Communities and Businesses to Deliver for Town Centres			
	Why is this important?	What are we going to do?	How are we going to do this?
2.1	Businesses are the key occupiers of town centres	<b>Enable and Involve Businesses</b>	Encourage and enable the private sector to invest and operate successful businesses in town centres and be involved
2.2	They are the local elected public bodies	<b>Encourage Town / Community Councils to deliver locally</b>	Encourage and enable Town/Community Councils to use their powers to help improve, support and manage their town centres
2.3	There are many other important bodies	<b>Enable Other Organisations to deliver</b>	Encourage and enable other organisations to carry out activities and projects that improve or support town centres
2.4	Involvement is a key Well-being Act requirement	<b>Involve key Stakeholders</b>	Involve key stakeholders, businesses and communities in the planning, improvement and management of town centres

*DISCLAIMER : Budgetary constraints may impact on the County Council's ability to deliver these Objectives*

## Objective 3 - Informed



3	INFORMED – Measure and Review Town Centre Performance and Related Initiatives		
	Why is this important?	What are we going to do?	How are we going to do this?
3.1	To modernise and be effective	<b>Create ‘Smart Towns’</b>	Enable the creation of ‘Smart Towns’ digital systems and maximise their use and benefits, including measuring footfall and customer /visitor profiles, and other digital platforms
3.2	To identify town centre physical needs and changes	<b>Survey Town Centres</b>	Carry out periodic town centre surveys and analyse / report on these, including property occupancy and eyesores
3.3	To ensure effectiveness, efficiency and value-for-money	<b>Evaluate and Improve</b>	Review the impact and effectiveness of town centre initiatives, apply lessons learned to future plans, and highlight/ share good practice
3.4	This is a Well-being Act requirement	<b>Inform and communicate with Stakeholders</b>	Inform and communicate with key stakeholders about important town centre plans, issues, events and opportunities

*DISCLAIMER : Budgetary constraints may impact on the County Council’s ability to deliver these Objectives*

## Objective 4 - Intervention



4 INTERVENTION – Take Necessary Actions to Improve our Town Centres			
	Why is this important?	What are we going to do?	How are we going to do this?
4.1	To address WG expectations and local stakeholder concerns	<b>Tackle Problematic Buildings</b>	Encourage property owners, or take enforcement action if that does not work, deliver or support agreed projects, and monitor / update the Enforcement Action Plan, subject to resources and powers
4.2		<b>Reduce Commercial Property Vacancy</b>	Encourage / support the re-occupation of empty commercial units, or their conversion to homes or other uses if appropriate, subject to resources and powers
4.3	To address ‘built environment’ improvement needs	<b>Encourage building facelifts and improvements</b>	Encourage & guide owners, and where necessary provide targeted town centre property improvement loans and/or grants, subject to resources and powers
4.4	To deliver Council Plan priorities	<b>Deliver or Support Important Projects or Programmes</b>	Deliver or support agreed town centre projects and programmes that reflect this strategy and related Place Making Plans, subject to resources
4.5		<b>Support ‘Green’ projects</b>	Deliver or support suitable Green Infrastructure and Zero Carbon projects in town centres, subject to resources

*DISCLAIMER : Budgetary constraints may impact on the County Council’s ability to deliver these Objectives*

## Objective 5 - Resources



5 RESOURCES - Have Adequate Capacity & Finances to Improve Town Centres			
	Why is this important?	What are we going to do?	How are we going to do this?
5.1	The need for town centre investment and activity significantly exceeds the County Council's own resource levels	<b>Enable private &amp; commercial investment</b>	Encourage and enable private sector and commercial investment and activity in our town centres, and suitable financially viable uses
5.2		<b>Maximise external public / grant funding</b>	Make or support relevant bids for UK Government, Welsh Government, Lottery or other relevant grant funds, including trusts; inform and influence government / funder policies to reflect the needs of Anglesey's towns
5.3		<b>Encourage and enable towns and communities to help themselves</b>	Encourage and enable Town /Community Councils and other public and third sector bodies to deliver, support and provide services in town centres
5.4		<b>Employ sufficient staff to support town centres</b>	Ensure that the County Council has adequate staff capacity to deliver the strategy and place making framework and related workloads
	To address Audit Wales concerns about insufficient staff capacity in LA's		

*DISCLAIMER : Budgetary constraints may impact on the County Council's ability to deliver these Objectives*

## Strategy Consultation, Approval, Delivery and Governance

This is a draft version for consultation with many different stakeholders and key partners, and these will be engaged with prior to the finalisation of this document.

This will include a public consultation and engagement process during 2023, which will also be used to inform the preparation of individual town Place Plans.

The Town Councils and several other organisations have a key role to play in improving and managing town centres, and will need to be closely involved.

Effective integration and co-ordination will be needed within the County Council, and relevant structures and reporting arrangements will need to be operated.

The roles and responsibilities of the County Council, Town Council, and other important partners will be set out in the individual town centre plans.

The approved strategy will need to be subject to regular progress reviews and reporting to relevant County Council officer groups and scrutiny processes.

It's expected that individual Place Plans will be prepared by locally based partnerships including the County and Town Councils, and be subject to local governance arrangements, with county-level strategic monitoring.



## APPENDIX – Town Centre Ground Floor Premises Occupancy / Vacancy Survey – May 2022



651

Total Commercial Premises



103

Vacant Premises

19%



27

Eyesore Premises

	Biwmares Beaumaris	Porthaethwy Menai Bridge	Llangefni	Amlwch	Caergybi Holyhead
<b>Adeiladau Masnachol Commercial Premises</b>	95	100	141	91	224
<b>Mewn Defnydd Occupied</b>	89	91	122	73	170
<b>Gwag Vacant</b>	4	8	19	18	54
<b>Cyfradd Gwag Vacant Rate</b>	4%	8%	13%	20%	24%
<b>Adeliaday Bler Eyesores</b>	3	2	3	6	13

Cyfradd eiddo gwag masnachol y DU / UK average commercial vacancy rate = circa 14.5%

## APPENDIX – Towns / Urban Centres Overview

### HOLYHEAD Town Centre

**Policy Designations:** Regional Growth Area, Urban Service Centre, Main Shopping Centre, Employment Centre, LUF programme, Conservation Areas, close to EZ & Freeport bid sites

**BUA Resident Population: 11,981**

**Deprivation: VERY HIGH** (7/8 in top 20% WIMD)

**Town Centre Commercial Premises:** 170 occupied, 54 vacant (24%), 13 eyesores  
**Retail Floorspace:** 51,440 sqm (20,749 sqm in supermarkets)

**Local authorities:** Isle of Anglesey County Council & Holyhead Town Council

### AMLWCH Town Centre

**Policy Designations:** Urban Service Centre, Employment Centre, Conservation Areas, North Anglesey Plan main settlement, close to EZ

**BUA Resident Population: 3,265**

**Deprivation: MEDIUM** (1/2 in top 30% WIMD)

**Town Centre Commercial Premises:** 73 occupied, 18 vacant (20%), 6 eyesores  
**Retail Floorspace:** 4,900 sqm (1,084 sqm in supermarkets)

**Local authorities:** Isle of Anglesey County Council & Amlwch Town Council

### BEAUMARIS Town Centre

**Policy Designations:** Local Service Centre, World Heritage Site, Conservation Area, Article 4 Planning Control Area, in AONB

**Town Resident Population: 1,804**

**Deprivation: LOW** (0/1 in top 50% WIMD) but has poverty pockets

**Town Centre Commercial Premises:** 95 occupied, 4 vacant (4%), 3 eyesores  
**Retail Floorspace:** 5,280 sqm (0 sqm in supermarkets)

**Local authorities:** Isle of Anglesey County Council & Beaumaris Town Council

### LLANGFNİ Town Centre

**Policy Designations:** Urban Service Centre, Main Shopping Centre, Employment Centre, Conservation Area, close to EZ

**BUA Resident Population: 5,226**

**Deprivation: MEDIUM** (1/3 in top 20% WIMD)

**Town Centre Commercial Premises:** 122 occupied, 19 vacant (13%), 3 eyesores

**Retail Floorspace:** 18,950 sqm (8,245 sqm in supermarkets)

**Local authorities:** Isle of Anglesey County Council & Llangfni Town Council

### MENAI BRIDGE Town Centre

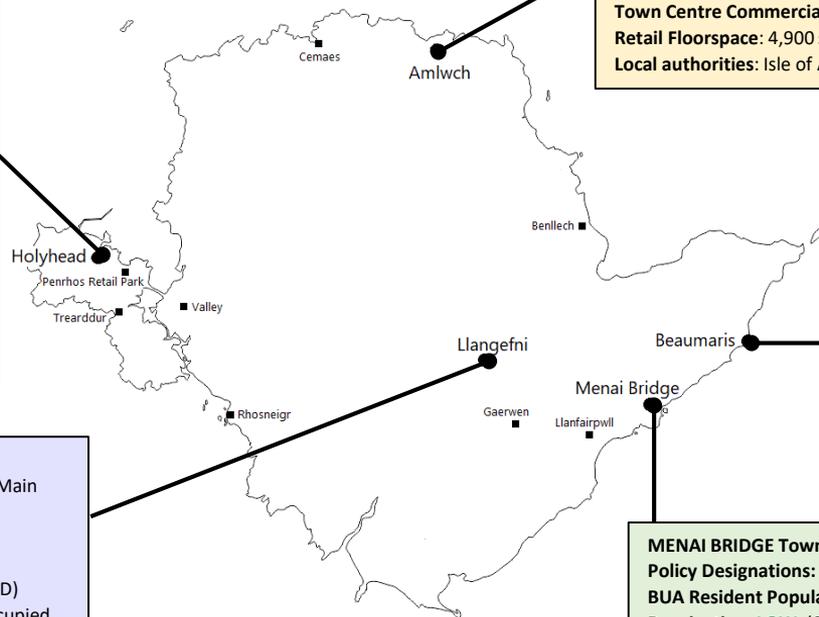
**Policy Designations:** Local Service Centre, Conservation Area

**BUA Resident Population: 3,376**

**Deprivation: LOW** (0/2 in top 50% WIMD) but has poverty pockets

**Town Centre Commercial Premises:** 91 occupied, 8 vacant (8%), 2 eyesores  
**Retail Floorspace:** 6,890 sqm (1,938 sqm in supermarkets)

**Local authorities:** Isle of Anglesey County Council & Menai Bridge Town Council



#### KEY

- Towns / Town Centres
- Other Important Centres

## APPENDIX – Documents Referred to in the Strategy

**United Nations Sustainable Development Goals** : goal 11 for ‘*Sustainable Cities and Communities*’ is to make cities and human settlements inclusive, safe, resilient and sustainable.

**United Kingdom Levelling-Up** : The UK Government’s Levelling-Up strategy specifically refers to investing in ‘...*regenerating town centres and high streets*..’.

**Well-Being of Future Generations Act** : requires local authorities to address the economic, social, environmental, and cultural well-being of their areas, and apply seven well-being goals.

**Future Wales 2040 – The National Plan** : supports the ‘*Town Centre First*’ principle that ‘*significant new commercial, retail, education, health, leisure and public service facilities must be located within town and city centres*’ and designates Holyhead as a *Regional Growth Area*.

**Planning Policy Wales (PPW11)** : sets out national land use planning policies, supplemented by technical advice notes, including TAN4 for retail and commercial development.

**Building Better Places (2020)** : sets out Welsh Government commitments for the planning system to achieve better places, placemaking, quality outcomes and good design. This document identifies a number of National Sustainable Placemaking Outcomes.

**Transforming Towns (2022-25)**: a Welsh Government programme to improve town centres, including grants and loans, enforcement, research and data, policies, and other initiatives. Some of this funding is now conditional on having Place Making Plans in place for relevant settlements.

**Small Towns – Big Issues (2021)** - emphasises the importance of a shared vision, investments plans that align policy with market needs, capable stakeholders, and focused regeneration teams.

**A Vision for Welsh Towns** – a report prepared for the FSB setting out the major challenges and realistic opportunities for town centres

**Placemaking Wales Charter** : outlines six principles for creating and maintaining good places

**Regenerating Town Centres in Wales (2021)** : an Audit Wales review of town centre needs with recommendations for the Welsh Government and local authorities, including a self-assessment tool listing key principles and 38 actions / activities they consider counties should undertake, categorised under the 4 ‘I’'s of Intention, Involvement, Informed and Intervention.

**North Wales Regeneration Plan (2019)** : a framework prepared jointly by the six local authorities.

**Joint Local Development Plan for Gwynedd & Anglesey** : identifies a clear retail and settlement hierarchy, and the need to promote the vitality and viability of town centres.

**Anglesey Council Plan 2023-2028** : includes specific reference to ‘*Improving the vitality and viability of town centres*’ on Anglesey. The Plan also aims to see ‘*Anglesey’s people and communities, enjoying, protecting and improving their built and natural environment for future generations*’ and of having ‘*attractive, viable and safe communities*’.

## APPENDIX – Welsh Government Guidance on Preparing Place Plans for Town Centres

A pre-requisite of funding place making activity through Welsh Government Transforming Towns is that appropriate place plans are in place or being developed. These plans should be designed in line with the 6 principles of the Placemaking charter: Design Commission for Wales <https://dcfw.org/placemaking/placemaking-charter/> : People & Community, Movement, Public realm, Location, Mix of uses, Identity. Further clarity on the Placemaking Plan requirements should be discussed with your respective Regeneration Manager

Place plans should consider a holistic view of the requirements of towns and cities and therefore should include all of the current and planned funding interventions from Local Authorities, differing Welsh Government portfolio areas and key private and public sector developments. Place making plans should not focus solely on WG Regeneration funding and should include all sources of funding such as housing, tourism and health as examples in order to show totality of investment in settlements. Place Plans as a minimum should include:-

- A map with a red line boundary identifying the settlement area. This will be required for each settlement. The intervention area should be restricted to the core town centre with sufficient detail to include streets & landmark buildings/features. A second map showing the area on the periphery of the town, identifying the wider development activity and opportunities.
- Detail of the groups, such as BIDs and/or Town & Community Councils are currently operating in the area. Please keep a record of the consultation with these groups and also consultation with other parties such as local members.
- Evidence of engagement and consultation with town centre identified user groups such as young people, older people, ethnic minority groups or disability Groups;
- Alignment with wider economic recovery plans, regional strategies and other WG investment plans such as transport and active travel;
- Identification of the issues to be addressed which limit the full potential of the town centres and/or opportunities to be explored such as green infrastructure, housing, health, public realm, vacant shops, and commercial improvements. The outcome of this work will be shared across Welsh Government portfolios areas and key partners such as NRW;
- Development of a community Engagement Strategy as part of the plan;
- Consideration of the wider threats posed by out of town shopping, changing consumer habits, TAN15, phosphates in water impacting Special Areas of Conservation (SAC) and wider Climate Change considerations.
- A shared vision for the town centre developed through consideration of the identified issues and feedback from the consultation process; with an agreed Action Plan.
- Local Authorities plans will establish a baseline for the defined town centre using available digital technologies in order to establish as a minimum footfall and dwell time metrics at the beginning of the three year funding period;
- Regular review and evaluate deliverability and identified actions of the action plan with the WG and partners, through ongoing consultation.
- Ongoing regional and all-Wales feedback and learning;

Evaluation will be a key element of the Transforming Towns delivery. In order to demonstrate the impact of Place Making funding Local Authorities will be expected to produce an annual update report (including project case studies) to show the projects delivered and their impact on prioritized town centres. At the end of the three year funding cycle all Local Authorities in receipt of funding will be expected to commission an independent evaluation of Transforming Towns delivery covering all Placemaking and Strategic projects. Where Transforming Towns has been deployed over a grouping or clustering of smaller towns a single independent review may be commissioned to cover multiple town centres