

Isle of Anglesey County Council	
Report to:	EXECUTIVE COMMITTEE
Date:	25th April 2023
Subject:	Anglesey Town Centres Improvement Strategy
Portfolio Holder(s):	Councillor Llinos Medi: Leader and Economic Development & Councillor Nicola Roberts: Planning, Public Protection & Climate Change
Head of Service / Director:	Christian Branch, Head of Regulation & Economic Development
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Local Members:	Relevant to all members

A –Recommendation/s and reason/s

A1 Agree the Draft Strategy as a basis for public consultation.

REASONS

To deliver on the new Council Plan objective of improving the vitality and viability of town centres, and to comply with relevant Welsh Government and Audit Wales recommendations to local authorities in respect of regenerating town centres, which emphasise the need for stakeholder involvement. Subject to approval of the draft, 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 of the Strategy and its adoption by the Executive by the end of 2023.

1. BACKGROUND

1.1 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.

1.2 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*'.

1.3 The Well-Being of Future Generations Act requires local authorities to address the economic, social, environmental, and cultural well-being of their areas. There are clearly many related needs in all our town centres that should be addressed.

A – Recommendation/s and reason/s

1.4 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 strategy and corporate approach to improving our town centres.

1.5 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.

2.0 AN ANGLESEY TOWN CENTRE IMPROVEMENT STRATEGY

2.1 Local authorities across Wales are now in the process of responding to the above by preparing town centre regeneration strategies and place making plans. Guidance on the scope and content of these plans is provided by the Welsh Government, Design Commission for Wales, and Placemaking Wales.

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

2.4 A suitable draft strategy document meeting relevant requirements has been prepared and is attached as an Appendix to this report for approval as a Consultation Draft version.

B – What other options did you consider and why did you reject them and/or opt for this option?

Not preparing this document is an option, but this was rejected as it would conflict with recommendations by Welsh Government and Audit Wales.

C – Why is this a decision for the Executive?

The decision is sought from the Executive as approval is needed for the strategy to become a public document and consulted upon.

Ch – Is this decision consistent with policy approved by the full Council?

The decision would support the following policies :-
Council Plan (2023-28) – 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

D – Is this decision within the budget approved by the Council?

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 capital funding.

Dd – Assessing the potential impact (if relevant):

1	How does this decision impact on our long term needs as an Island?	Supporting the vitality and viability of town centres and built environment are specific sub-objective in the New Council plan
2	Is this a decision which it is envisaged will prevent future costs / dependencies on the Authority? If so, how?	The strategy will assist in generating external funding that will contribute to achieving the Council's's objectives
3	Have we been working collaboratively with other organisations to come to this decision? If so, please advise whom.	The draft Strategy reflects collaboration with the Welsh Government and the other five North Wales Councils
4	Have Anglesey citizens played a part in drafting this way forward, including those directly affected by the decision? Please explain how.	Feedback from the public and other stakeholders will be taken into account when creating the final Strategy
5	Note any potential impact that this decision would have on the groups protected under the Equality Act 2010.	Negative impact not anticipated
6	If this is a strategic decision, note any potential impact that the decision would have on those experiencing socio-economic disadvantage.	The Strategy is expected to improve the vitality, viability and built environment of town centres, thus contributing to social and economic improvement

Dd – Assessing the potential impact (if relevant):

7	Note any potential impact that this decision would have on opportunities for people to use the Welsh language and on 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
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E – Who did you consult?

What did they say?

1	Chief Executive / Senior Leadership Team (SLT) (mandatory)	Clear document. Need to manage expectations given the limitations on capacity and resources. Emphasise purpose to attract external funds.
2	Finance / Section 151 (mandatory)	Clear and easy to read – no additional comments to No1
3	Legal / Monitoring Officer (mandatory)	Included within No1
4	Human Resources (HR)	
5	Property	
6	Information Communication Technology (ICT)	
7	Procurement	
8	Scrutiny	Item at Regeneration & Partnerships Scrutiny Committee on 19.04.2024
9	Local Members	Members briefing session held on 02.03.2023 and many comments received.

F - Appendices:

Town Centres Improvement Strategy 2023-28 : Consultation Draft

Ff - 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 - 8th 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

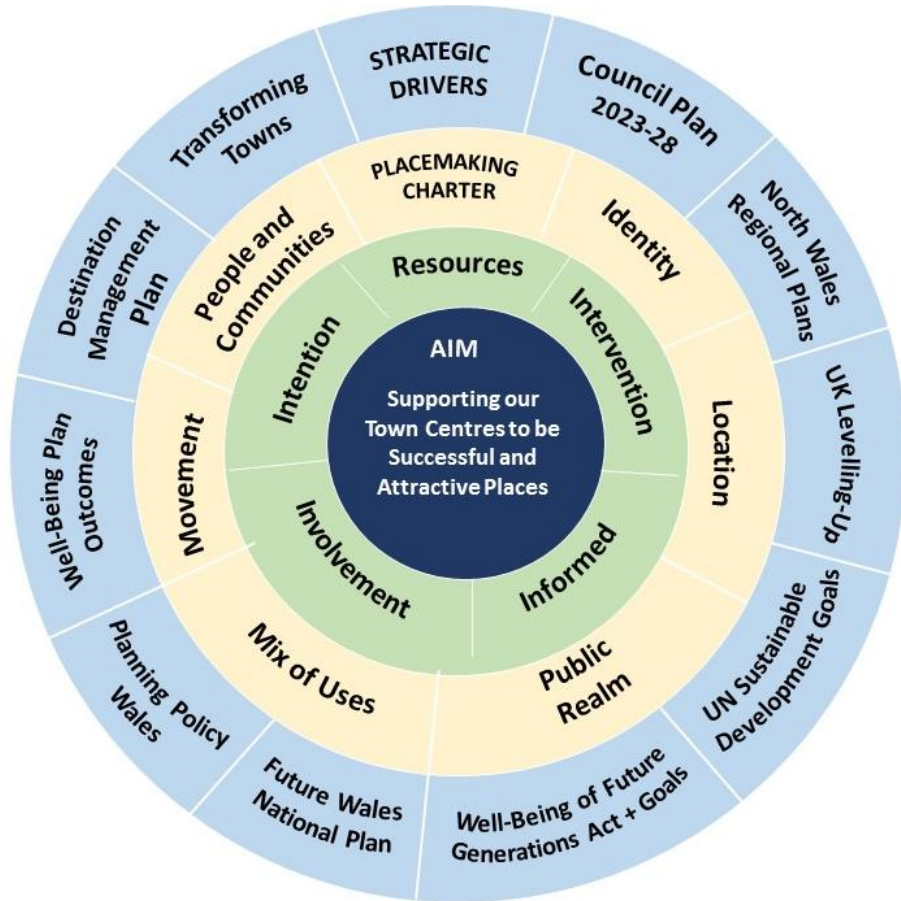
Strategic Context

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



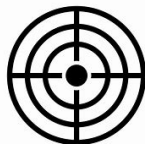
4 - INTERVENTION : Take Necessary Actions to Improve our Town Centres



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	Develop a Vision and Strategy to Improve our Town Centres	Establish a shared Vision and Strategy for Improving our Town Centres by finalising and adopting this document
1.2		Ensure an Integrated Cross-Council Approach to Town Centres	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	Engage stakeholders and consult the public	Seek and establish public and other stakeholder comments and suggestions for improving town centres
1.4		Create Place Plans	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	Enable and Involve Businesses	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	Encourage Town / Community Councils to deliver locally	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	Enable Other Organisations to deliver	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	Involve key Stakeholders	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	Create ‘Smart Towns’	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	Survey Town Centres	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	Evaluate and Improve	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	Inform and communicate with Stakeholders	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	Tackle Problematic Buildings	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		Reduce Commercial Property Vacancy	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	Encourage building facelifts and improvements	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	Deliver or Support Important Projects or Programmes	Deliver or support agreed town centre projects and programmes that reflect this strategy and related Place Making Plans, subject to resources
4.5		Support ‘Green’ projects	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	Enable private & commercial investment	Encourage and enable private sector and commercial investment and activity in our town centres, and suitable financially viable uses
5.2		Maximise external public / grant funding	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		Encourage and enable towns and communities to help themselves	Encourage and enable Town /Community Councils and other public and third sector bodies to deliver, support and provide services in town centres
5.4		Employ sufficient staff to support town centres	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
Adeiladau Masnachol Commercial Premises	95	100	141	91	224
Mewn Defnydd Occupied	89	91	122	73	170
Gwag Vacant	4	8	19	18	54
Cyfradd Gwag Vacant Rate	4%	8%	13%	20%	24%
Adeliaday Bler Eyesores	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

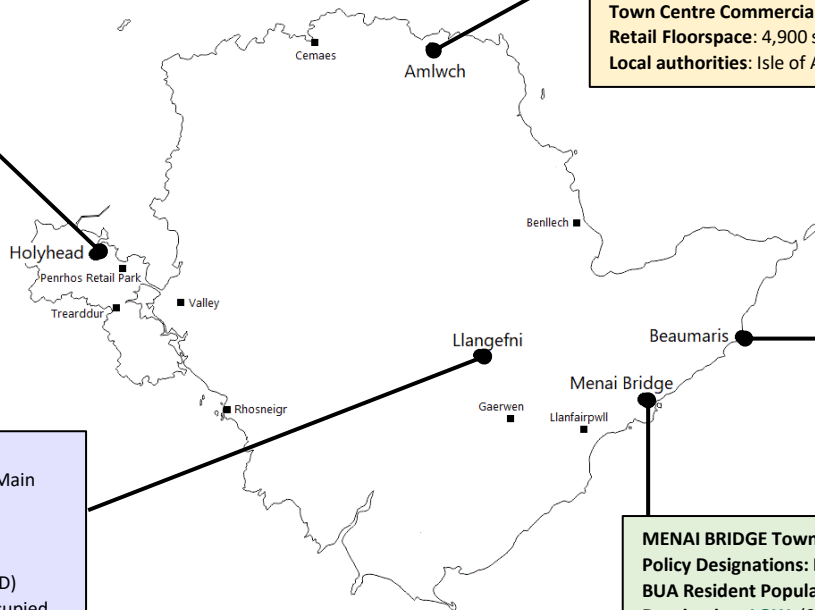
Policy Designations: Local Service Centre, Conservation Area

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