



ST ASAPH CITY PLAN

“LOOKING FORWARD TOGETHER”

2012 – 2020

UPDATED MARCH 2013

Introduction

Denbighshire County Council has adopted a strategic aim of being “a high performing council closer to the community”.

To help achieve this aim, the County Council is inviting the town / city and community councils and the businesses, community and voluntary sectors in each of its main towns / city and the smaller outlying communities which relate to them to join together to develop “town plans” or in this case, a city plan. These will be living documents which will be subject to regular reviews and will set out

- **the current situation in the town / city**
- **the key challenges and opportunities which they will face over the next decade**
- **a vision for each town / city which will provide it with a sustainable future, and**
- **realistic and achievable actions which will deliver that vision.**

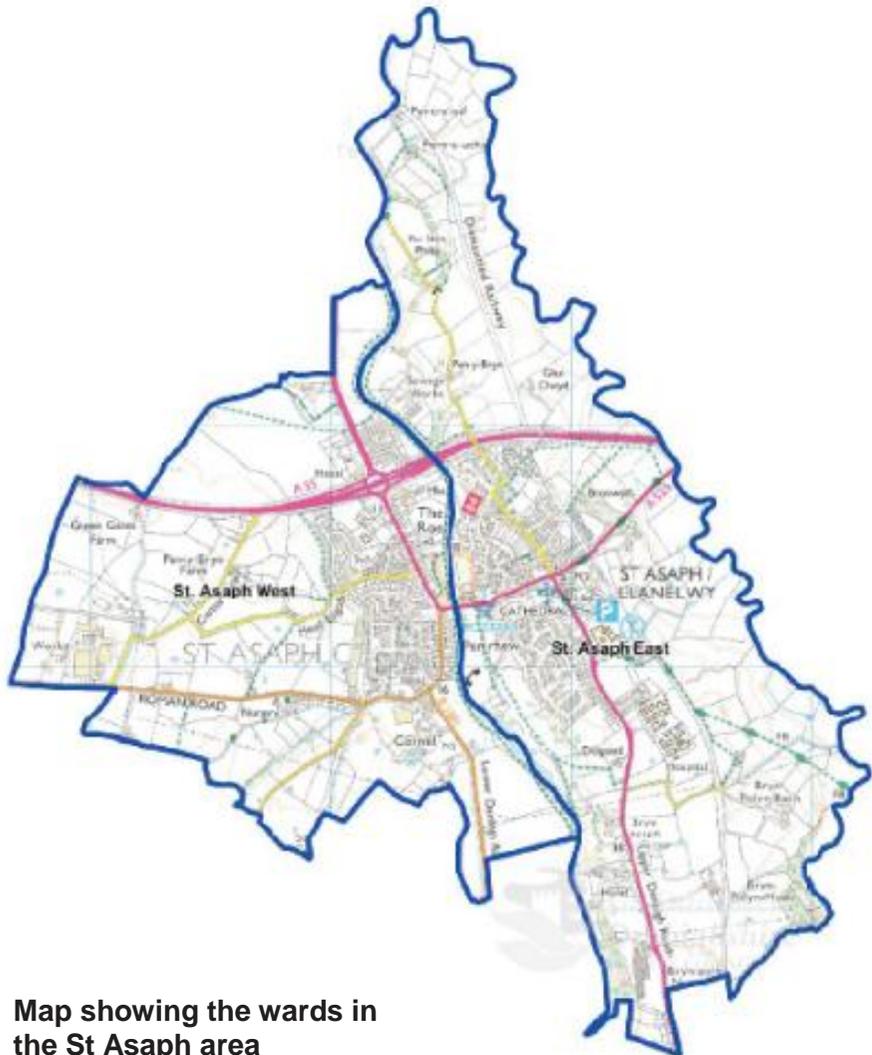
St Asaph, situated on the banks of two rivers, is dominated by its cathedral, which is held to be the smallest in Great Britain. The character of the town and the surrounding area has been largely shaped by this association but St Asaph also has strong associations with words and music and is home to the annual, week long North Wales International Music Festival.

The natural river setting of St Asaph Common and Roe Plas is very popular with walkers and families. The only Welsh medium secondary school in Denbighshire is located at St Asaph. There is an excellent play area for children, a leisure centre with an all weather pitch, a MUGA (multi use games area), tennis courts, bowling green and a cricket club.



The population of the city of St Asaph is 3,500.

The area around the city of St Asaph also includes Cefn Meiriadog, Tremeirchion, Rhuallt, Trefnant and Waen and these communities are the home to a further 3,051 people.



Map showing the wards in the St Asaph area



Where we are now

People

Compared to the county as a whole, the city boundary of St Asaph has

- a similar proportion of people aged over 65,
- a higher percentage of over 85's,
- fewer young people under 15 but a higher percentage in the St Asaph West ward,
- fewer households claiming housing or Council Tax benefit
- a higher proportion of households that are overcrowded

Community

Compared to the county as a whole, more people in the city of St Asaph

- *have been born in Wales, but*
- *less people can speak Welsh.*

St Asaph is notable for its low crime rate, particularly for incidences of violence against the person, criminal damage and theft and handling.

The Welsh Government uses a formula to measure deprivation. Wales is split into 1896 areas which generally are smaller than County Council wards although this is not the case in St Asaph. Each area is then ranked with the most deprived given a score of 1 and the least deprived as score of 1896. The scores in different years are not directly comparable because the way in which the index is calculated changes over time.

In the 2011 edition of the Index, the ranking for St Asaph West has increased compared with the 2008 edition indicating an increase in deprivation in that area. This is explained by a fall in income and increase in unemployment relative to the rest of Wales. There has been no significant change in the ranking for St Asaph during the same period.

Jobs

Compared to the county as a whole,

- **more people who live in St Asaph work in the public sector (and more people in Denbighshire work in this sector than in any other local authority area in Great Britain),**
- **fewer people work in retail**
- **a higher percentage of people work in manufacturing with the percentage in the West ward being particularly high for the county**
- **fewer people commute more than 20km to work, and**
- **a similar percentage of people of working age claim Job Seekers' Allowance.**

Average annual household incomes in St Asaph are higher than the average for Denbighshire.

The place

The principal attraction in the city itself is the Cathedral which had around 9,000 visitors in 2011. However, the Cathedral hosts a number of prestigious events during the year which attract many more visitors in their own right.

There are 92 bed spaces in graded visitor accommodation in the city. The Oriel House Country Hotel & Spa is the only 4 star hotel in the county and Tan yr Onnen in Waen is the county's only 5 star "guest house".

Vacancy rates for retail premises – Autumn 2011

St Asaph	3.6%	(2 units)
UK	13.3%	(Colliers International)

Future challenges and opportunities

People

75 new residential units are proposed for the former HM Stanley Hospital site.

Land with outline planning permission for residential development at the former St Winefride's primary school has been purchased.

The residential developments off Bishop's Walk and at Bryn Gobaith have not yet been completed.

Community

Funding towards the cost of constructing a new community centre on a site near the library has been found.

Older teenagers say there is nothing for them to do or anywhere for them to go.

Youth Services has developed a Youth Centre with excellent facilities.

There is a football club and a cricket club with youth teams.

Jobs

There is a variety of retail and hospitality businesses within the town. Larger companies have invested in the area such as Marston's Brewery which has recently renovated the Talardy Hotel.

There are specialist retailers such as Foxon's, R.N. Williams and Daniel Jones Butchers in the town centre which attract customers from a wider area.

Many of the 120 coaches which go to the Tweedmill shopping outlet in Trefnant, every month will pass through St Asaph to get there. Development of the City's facilities to capture these visitors by providing a coach park, toilets, shops and restaurants is needed.

The adjacent business park has land still to be developed. New Vision and Vista are developing land at the old Pilkington's Glass Factory and sports ground. OpTIC is an opto-electronic technology and incubation centre with a world class reputation, operated by Glyndwr University.

There could be better links between the town and the business park both in terms of businesses working together and the infrastructure along Glascoed Road.

The owners of the livestock market site have indicated that there may come a time when they would wish to sell the site in which case there would be an opportunity for accommodating an alternative use on it.

Place

The new City of St Asaph gained the status in March 2012 as part of the Diamond Jubilee celebrations.

The city is located very near to the A55 providing a good transport network for residents, commuters and businesses.

Denbighshire Highways are undertaking a three stage review of parking and altering the parking restrictions. Continuing to explore the possibility of a by-pass.

Brown visitor signs for the Vale of Clwyd would assist visitors travelling along the A55.

New visitor information boards are being installed in the west ward.

Vision for St Asaph

We want St Asaph

- to offer an enviable quality of life attractive to residents of all ages
- to be where the potential of the cathedral and the natural river setting as a visitor destination has been realised, and
- to sustain and further develop its buoyant evening economy.



Making it happen...
for people

What we want to achieve	We will achieve this by	This will be led by	By when
There has been an improvement in educational attainment	Securing external funding from Welsh Government to extend and refurbish Ysgol Glan Clwyd	County Council Modernising Education	1 - 5 years
	Completing area review of existing primary provision and agreeing the pattern for future provision and improvement works	County Council Modernising Education	1 - 5 years
The housing needs of local people of all ages are met	Building residential units on the former HM Stanley Hospital and St Winefrid's site and completing the developments at Bishop's Walk and Bryn Gobaith	Private sector	1 - 5 years
	Looking into the provision of extra care housing for older people	County Council Housing & Community Development	1 - 5 years
	Looking into the provision of affordable units in any residential developments	County Council Planning & Public Protection	1 - 5 years

Making it happen...
for the community

What we want to achieve	We will achieve this by	This will be led by	By when
Better community facilities for people of all ages to use	Developing a new community centre on land near to the library.	Community Association	1 – 5 years

Making it happen...
for jobs

What we want to achieve	We will achieve this by	This will be led by	By when
The full potential of the cathedral as a visitor destination is realised	Finding funding to develop a visitor centre and toilets	Representative Body of the Church in Wales and County Council Planning & Public Protection	1 – 5 years
	Working with Tweedmill to encourage their visitors to call in St Asaph too	County Council Environment	1 – 5 years
Viability of the remaining town centre shops	Improving Chester Street parking and traffic flow	County Council Highways and Planning & Public Protection	1 – 5 years
	Supporting the establishment of tourism and business groups	County Council Environment	1 year

Making it happen...
for the place

What we want to achieve	We will achieve this by	This will be led by	By when
A better visitor experience	Tackling untidy sites and buildings such as the Auction Rooms in Gemig Street, Elwy Bank, a window on High Street and at gateway locations including the fences near H.M. Stanley Hospital and properties in Chester Street	County Council Planning & Public Protection and City Council	1 – 5 years
	Reviewing the on street parking on Mill Street by the bowling green car park which reduces the traffic flow to one car width	County Council Highways	1 year
	Keeping the toilets open for longer, improving the appearance and security measures on the building, look at burying the overhead cables near bowling green toilets	County Council Environment	1 year
	Putting a city trail board in the car park	County Council Environment	1 year
	Making the steps at Red Hill safer	County Council Environment	1 year
	Getting the grass cut regularly outside the BT exchange	BT	1 year
	Install brown visitor signs along the A55 for the Vale of Clwyd	County Council Highways	1 – 5 years
	Reclassifying the pathway between Llys y Felin and The Roe as a Public Footpath	County Council Highways	1 – 5 years
	Look into the development of derelict land between the High Street and Gemig Street.	County Council Housing	5-10 years
	Investigate the possibility of a floral display on the A55 roundabout.	County Council Environment	1 – 2 years
	City Status projects:	City Council	1 – 2 years

	40 street banners with City Council logo 15 Plaques QR Codes Booklets of walks around the City City Council Website 6 Sculptures		
Improved traffic flow on the High Street	Limiting the times that the brewery can deliver to and unload at the Conservative Club	County Council Highways	1 year

How will we know if we are on track?

Annual reviews will be undertaken by the City Council together with Denbighshire County Council. Each aspiration will be looked at in turn and the plan will be used as a working document where aspirations can be included or deleted due to changes in circumstances.

Quarterly updates will also be provided to the City Council informing them of the progress made on the various aspirations. Information will also be shared at the Member Area Group (MAG) and to the wider community through County Voice and through press releases made by Denbighshire County Council. A specific webpage on the Denbighshire County Council website could be established to inform the community of progress and changes made with regards to the plan.

The progress of all town and city plans will be reported to Denbighshire County Council's People and Places Board and the Communities Scrutiny Committee.

Who was involved in the production of this Plan?

This plan was produced by Denbighshire County Council following consultations with County Council Councillors and Services, the City Council, the Tourism Association, youth group and the wider community.

For further information:
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Statistical Appendix

2001 census data

Percentage of...	In St Asaph	In Denbighshire
Young people aged 15 or under	19.1 (17.2 in the East ward and 21.2 in the West ward)	19.7
All people aged 65 or over	19.9	20.2
People aged 85 or over	3.3	2.8
People claiming housing or Council Tax benefit	8.2	9.9
Overcrowded households	6.2	4.4
People born in Wales	62.4	57.9
People over 3 years of age who can speak, read or write Welsh	27.6	29.0
Working residents employed in the public sector	34.8	30.0
Working residents employed in manufacturing	17.7 (15.3 in the East ward and 20.5 in the West ward)	13.9
Working residents employed in retail	12.8	3.6
Working residents who travel more than 20km to work	17.3	18.6

“Lower layer super output area”	Ranking in 2005	Ranking in 2008	Ranking in 2011
St Asaph East	1663	1562	1565
St Asaph West	632	714	696