



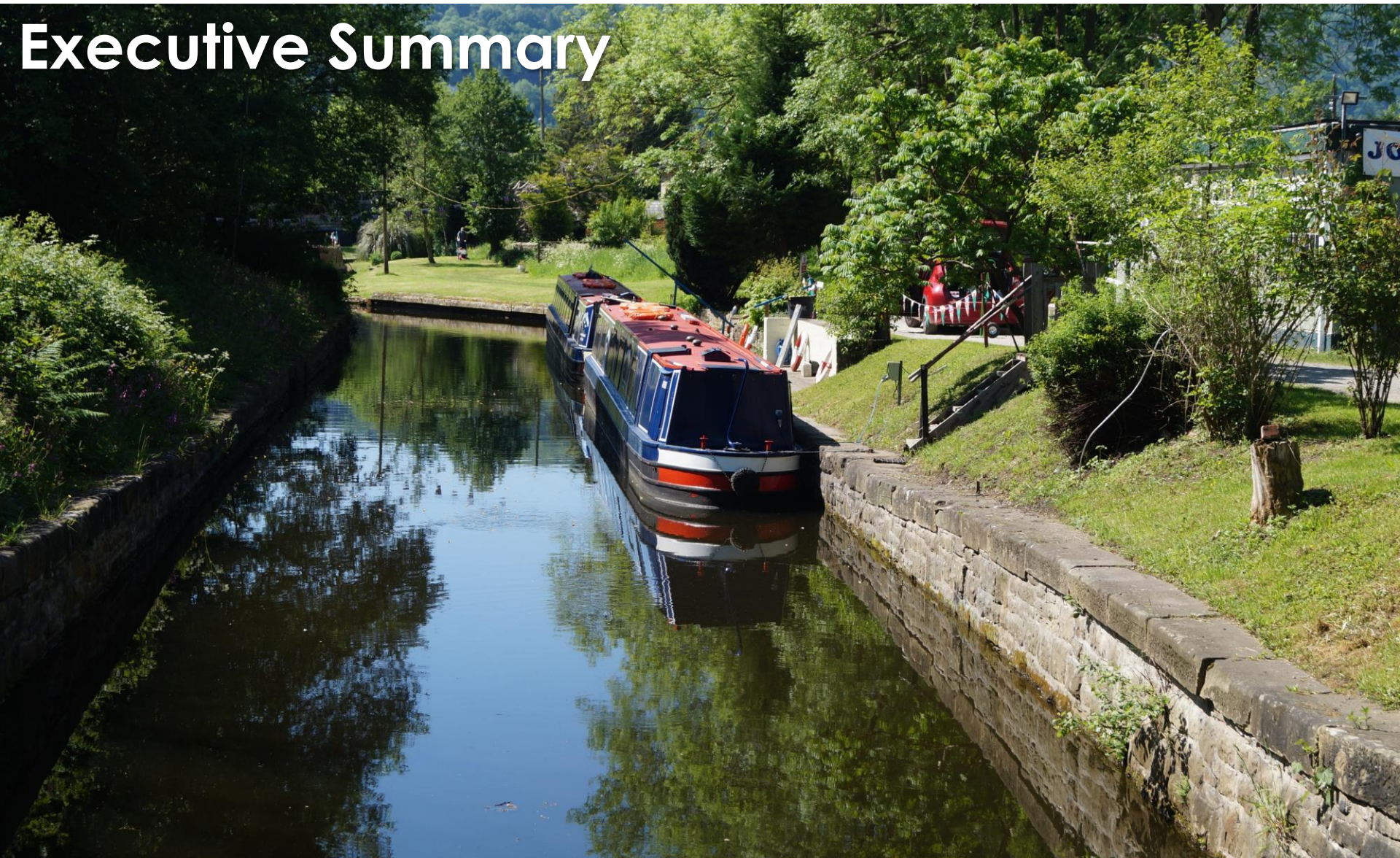
TREVOR BASIN AND SURROUNDING AREA MASTERPLAN

January 2021

Contents

	Page
Executive Summary	4
1. Introduction	7
2. Masterplan Process	10
3. Preferred Masterplan	15
4. Wider Connectivity	38
5. The Visitor Experience	41
6. Response to the World Heritage Site	46
7. Benefits	49
8. Appendices	52

Executive Summary



Executive Summary

Arcadis (UK) Ltd was commissioned by the Canal & River Trust, Solutia UK Ltd and Wrexham County Borough Council in 2017 to identify a viable and deliverable masterplan for a site of circa 74ha encompassing land at and around Trevor Basin and the area known locally as the former 'Flexsys site' at Cefn Mawr.

The masterplan work has comprised three stages:

- Stage 1 Baseline Analysis
- Stage 2 Option Development
- Stage 3 Preferred Masterplan

Aims and Objectives

The aims and objectives for the Masterplan have been to:

- Safeguard the World Heritage Site
- Maximise economic & community benefits
- Identify realistic options for brownfield regeneration
- Minimise brownfield maintenance
- Enhance visitor attractions and dwell time
- Balance the needs of community, residents and visitor numbers
- Improve accessibility

- Promote the health and wellbeing of communities and visitors
- Explore viability for extending canal / water space
- Inform the emerging Wrexham County Borough Council Local Development Plan (LDP)
- Inform asset management strategies

Stakeholder and Community Engagement

Extensive stakeholder and community engagement was undertaken as part of workshops during Stage 1, followed by further workshops and drop-in sessions for members of the public during Stage 2. The drop-in sessions were well attended by over 100 people and provided an opportunity to give detailed feedback and input to the developing options for the masterplan.

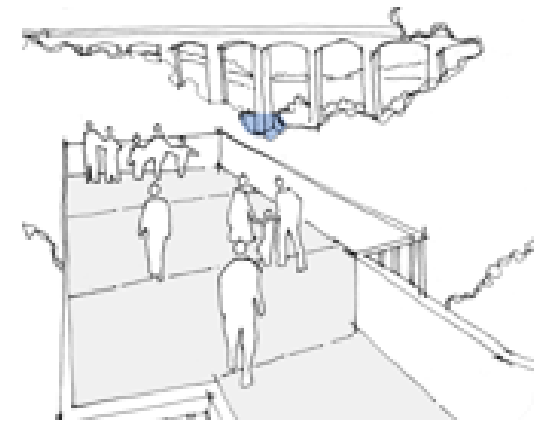
Stage 1 Baseline Analysis

This initial stage comprised a thorough review of the masterplan area from a variety of perspectives and technical disciplines. The analysis enabled the identification of strengths, weaknesses, opportunities and threats that would inform the subsequent development of masterplan options.

Stage 2 Option Development

During Stage 2, a range of potential ideas were identified for various parcels of land within the site boundary.

An independent assessment was undertaken in 2019 in order to quantify the economic and social impacts likely to arise from the masterplan proposals. The report concluded that the masterplan presented a significant opportunity to develop the visitor destination at Trevor Basin, promote local health and wellbeing, and improve quality of life through changing perceptions of Trevor and Cefn Mawr as places to live and invest.



The Preferred Masterplan

The Preferred Masterplan comprises:

- Multi-use Welcome Hub/Event Space and parking
- 'rewilding' the former manufacturing site
- creation of a Treetops Walk
- Public Realm Improvements at Trevor Basin
- Woodland Activity & Education Centre
- Glamping / Camping site
- Dee Valley Walks & new river bridge
- Potential Mixed-Use Development area and development plot

Benefits

Benefits associated with the Preferred Masterplan include:

- Safeguards the WHS via improvements in access, quality of land use, improved views and economic investment.
- Improvements for local residents and communities in terms of access to the WHS, health and wellbeing benefits from the creation of new walking links, and community uses incorporated into the multi-use welcome hub/event space.
- Forecast to generate circa £24.6 million in social value impacts from recreational users.

- Forecast to generate approximately £75.7mn (present value) of additional Gross Value Added (GVA) benefits for the local and regional economies over the next 30 years.
- Disperses visitors across a wider area, enhances visitor experience and increases dwell time. Increased visitor spend estimated to rise from circa £1.5mn per annum to circa £13.8mn by 2036.

Delivery and Implementation

A phasing plan has been developed for the preferred masterplan. Further discussions are now taking place with landowners and stakeholders regarding the delivery and implementation phase.



1. Introduction



1. Introduction

Arcadis (UK) Ltd was commissioned by the Canal & River Trust, Solutia UK Ltd and Wrexham County Borough Council in 2017 to identify a viable and deliverable masterplan for a site of circa 74ha encompassing land at and around Trevor Basin and the area known locally as the former 'Flexsys site' at Cefn Mawr. Arcadis' team included local property consultants, Legat Owen.

The principal focus of the masterplanning work has been to look at land use and place-making improvements, improvements to World Heritage Site (WHS) facilities and improving linkages both within the masterplan area itself and to settlements in the wider area (such as Cefn Mawr, Trevor and Froncysyllte).

Masterplan Stages

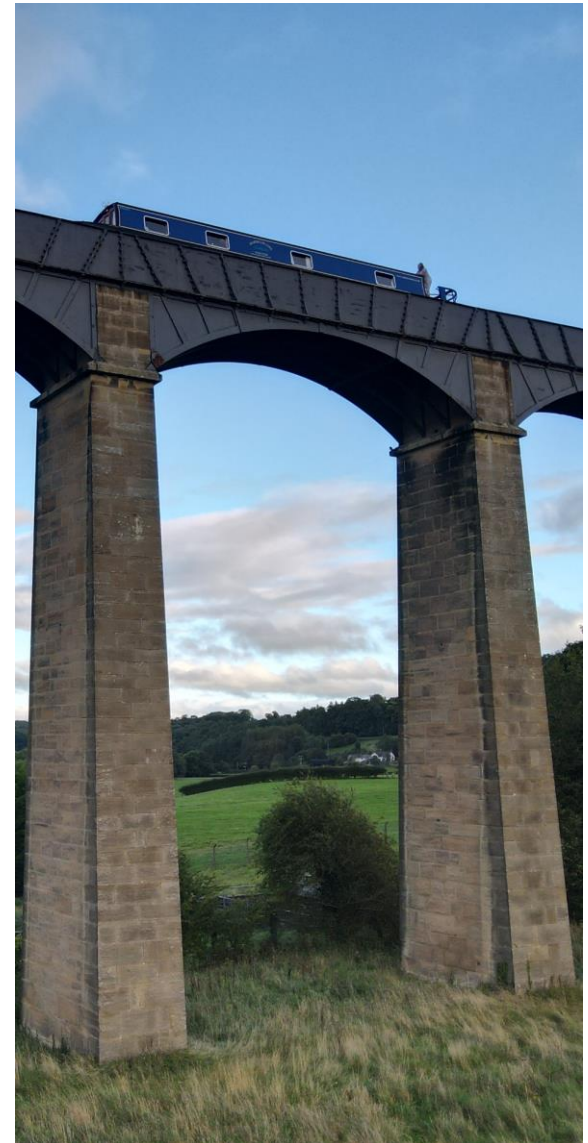
The masterplan work has comprised three stages:

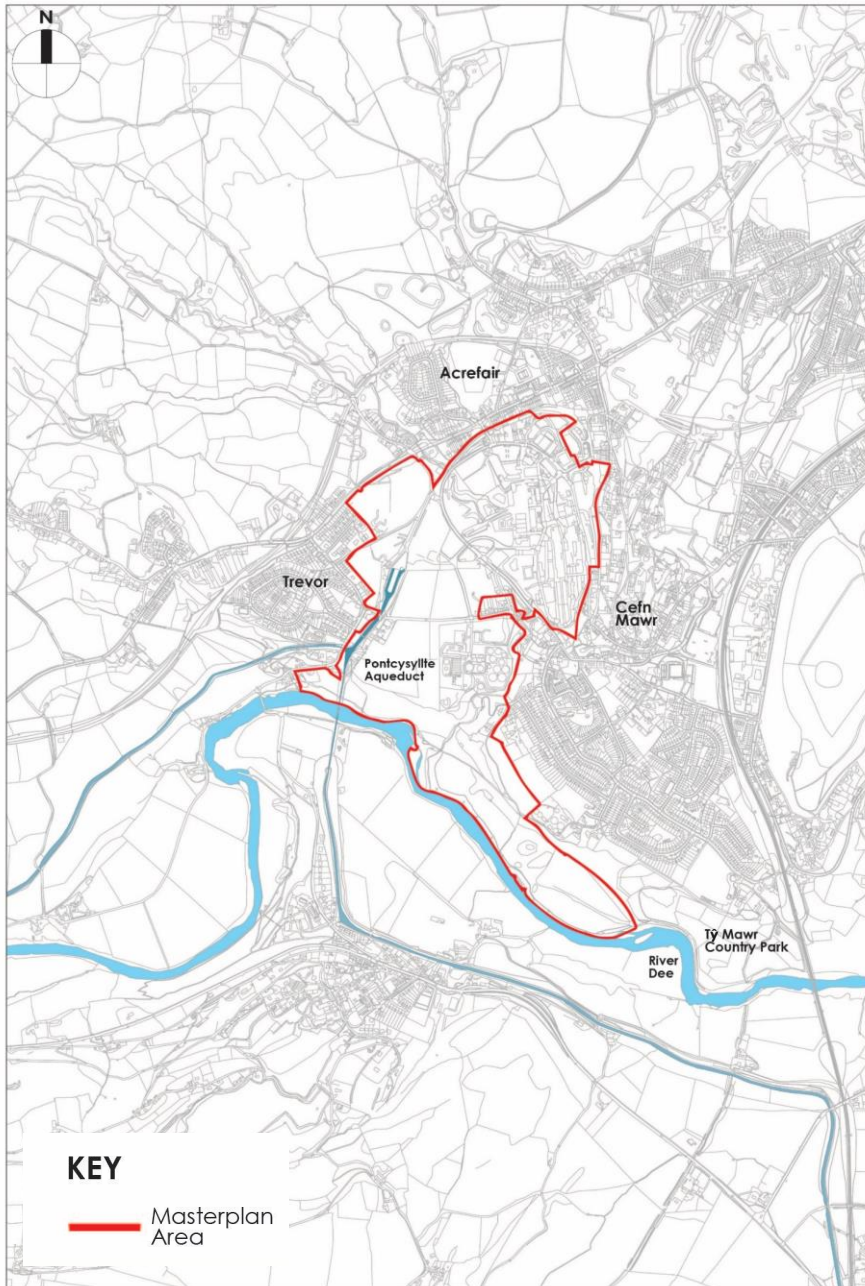
- Stage 1 Baseline Analysis
- Stage 2 Options Development
- Stage 3 Preparation of a Preferred Masterplan

Aims and Objectives

The aims and objectives for the Masterplan have been to:

- Safeguard the World Heritage Site
- Maximise economic & community benefits
- Identify realistic options for brownfield regeneration
- Minimise brownfield maintenance
- Enhance visitor attractions and dwell time
- Balance the needs of community, residents and visitor numbers
- Improve accessibility
- Promote the health and wellbeing of communities and visitors
- Explore viability for extending canal / water space
- Inform the emerging Wrexham County Borough Council Local Development Plan





Trevor Basin and Surrounding Area Masterplan



2. Masterplan Process



2 Masterplan Process

2.1: Stage 1 – Baseline Analysis

2.1.1 Desktop and Site Analysis and Evaluation

Stage 1 included review of a significant amount of environmental information, particularly in relation to the former Flexsys site. Masterplans have previously been completed for areas within and in close proximity to Trevor Basin, each of which have

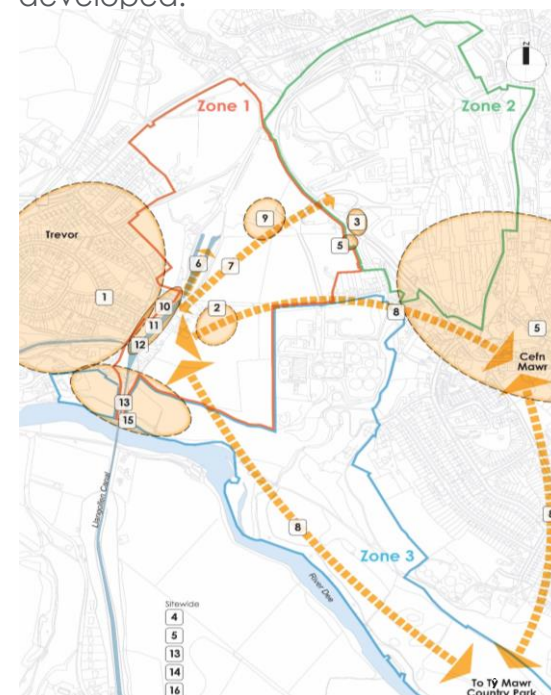
contained a variety of detailed background information. The desktop and site analysis stage has included a review of:

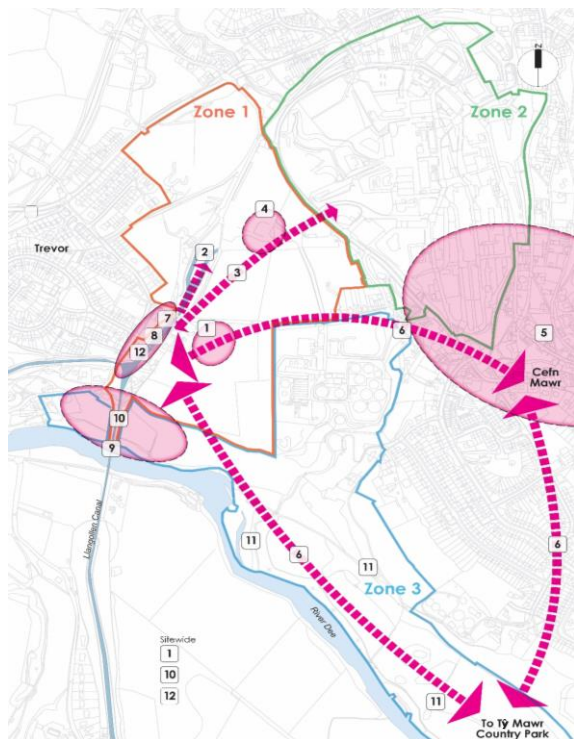
- Existing technical documents and previous masterplans for the area
- Key planning policies affecting the Masterplan Area (these are summarised in Appendix 1)
- Relevant studies and strategies

- Local and regional residential, leisure, commercial and industrial markets
- Access opportunities and constraints by all modes of transport to the Masterplan Area.

This resulted in a day to day and longer term opportunities and constraints plan to agree assumptions to enable viable masterplan options to be developed.

Day-to-Day Issues & Constraints	Opportunities / Strengths / Quick Wins
On street parking/yellow lines & safety concerns	1
Temporary car park – limited access	2
Car park too far away / unsightly views of ind. site	3
Litter and dog waste - sitewide issue	4
Lack of formal car parking - sitewide	5
Canal quality deteriorates	6
Lack of links with Cefn Mawr through former industrial site	7
Limited connectivity - Cefn Mawr and Tŷ Mawr Country Park	8
Restricted land use opportunities	9
Limited facilities	10
No moorings	11
Issues with 'Booze Cruise' visitors	12
Restricted views and river access	13
Lack of signage and wayfinding - internal and external to study site	14
River corridor footpaths deteriorating / washed away	15
Accessibility - site wide	16





Longer Term Issues and Opportunities

Longer Term Constraints		Longer Term Aspirations
Site-wide parking + yellow lines & safety concerns	1	Improve parking (Cefn Mawr) / additional car parking
Canal quality deteriorates	2	Canal extension/improvements
Lack of links with Cefn Mawr through former industrial site	3	Plan to include strong links with Cefn Mawr
Restricted land use opportunities	4	Realise options for alternative uses including Solar Farm
Lack of formal car parking in Cefn Mawr	5	Improvements to parking planned in Cefn Mawr
Limited connectivity-WHS with Cefn Mawr and Tŷ Mawr Country Park	6	Joint promotion of WHS, Cefn Mawr & Tŷ Mawr Country Park - guided walks etc
Limited facilities - visitor centre, toilets, food and drink	7	Plan to provide improved visitor and local facilities
No moorings	8	Canal extension to include additional moorings
Restricted views and river access	9	Ongoing tree works and signed viewpoints / improved riverside access
Lack of signage and wayfinding - internal and external to study site	10	Improve signage and wayfinding - signposting other local attractions
Short land leases / ownership and management and maintenance	11	Longer land leases to enable management plans to be put in place
Accessibility - existing pedestrian bridge and footpaths site-wide	12	Level crossing of canal at Trevor Basin and improved footpaths



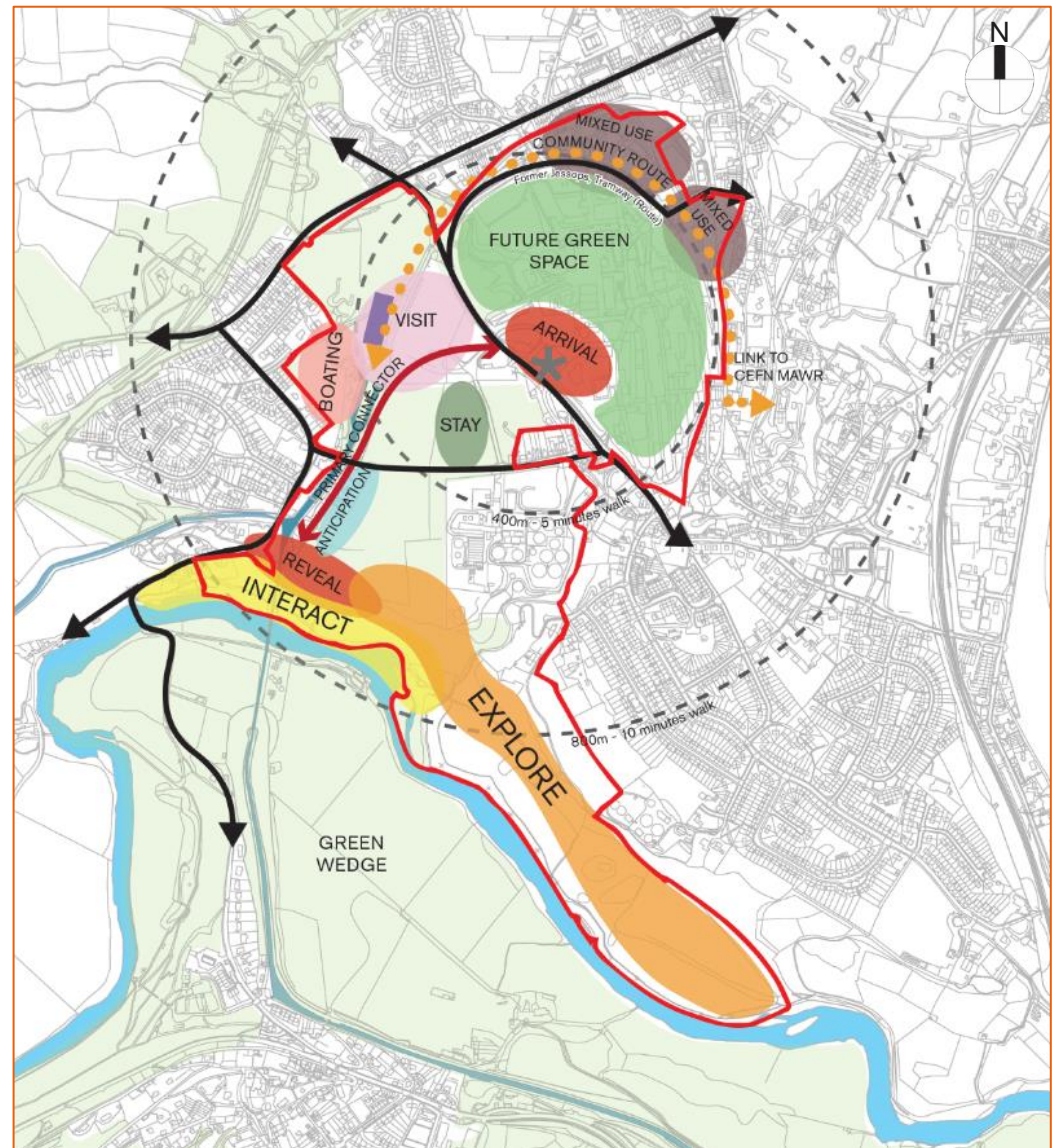
2.1.2 Stakeholder and Community Engagement

Extensive stakeholder and community engagement was undertaken as part of workshops during Stage 1, followed by further workshops and two drop-in sessions for members of the public during Stage 2. The drop-in sessions were attended by over 100 people.

The priorities highlighted as part of this engagement included:

- the need to improve the sense of arrival at the WHS
- issues relating to parking, access and movement both to and within the masterplan area
- the importance of creating links with the wider area
- consideration of income generating uses to benefit the local economy (for example waterside or camping uses, activity tourism, supporting infrastructure)
- the importance of encouraging visitor spend and increasing dwell time
- emphasis on education opportunities within the WHS

A Summary of Community Engagement is appended to this report (Appendix 2).



Proposed user experience & functions diagram

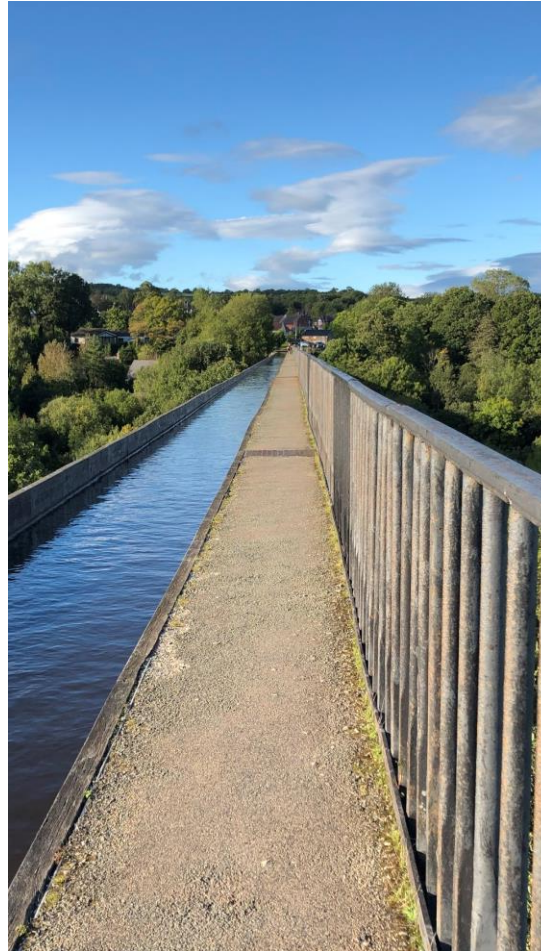
2.2 Stage 2 – Option Development

During Stage 2, a range of potential ideas were identified for the site, including:

- Potential Mixed-Use Development area
- Woodland Activity & Education Centre
- Former manufacturing site utilised as green space
- Multi-Use Welcome Hub/Event Space
- Glamping / Camping Site
- Treetops Walk
- Clinker Trail
- Basin Area Improvements
- Dee Valley Walks & River Bridge
- Development Plot

A range of proposals were developed for individual sites within the masterplan boundary, including potential ideas for a Multi-Use Welcome Hub/Event Space and linkages between here, Trevor Basin and the primary arrival / car parking area in particular. Options considered included the creation of a canal extension from Trevor Basin to the

Multi-Use Welcome Hub/Event Space, the creation of a 16-berth marina, and options for the Hub building itself in terms of size and therefore function.



Following Stage 2, it was agreed that the masterplan proposals had the potential to significantly improve the quality and variety of the area's visitor offer, drive new visitor spend and create jobs. However, it was also agreed that further research was necessary to explore the options that had been developed in order to provide a more detailed evidence base to support delivery mechanisms and potential funding applications.

An independent assessment was therefore undertaken in 2019 in order to quantify the economic and social impacts likely to arise from the masterplan proposals, as well as to take into account heritage and deliverability considerations and phasing. The report concluded that the masterplan proposals presented a significant opportunity to develop the visitor destination at Trevor Basin and promote local health and wellbeing, as well as improving quality of life through changing perceptions of Trevor and Cefn Mawr as places to live and invest.



3. Preferred Masterplan

3. Preferred Masterplan

3.1 Components of the Masterplan / Opportunity Sites

3.1.1 Overview

The development of a Preferred Masterplan for Trevor Basin and the surrounding area commenced in 2020. The Preferred Masterplan has taken on board findings from the preceding stages of work, including the outputs of the independent assessment undertaken.

The components of the Preferred Masterplan are as follows:

- 1 Creation of a primary arrival area, car and coach park and **Multi-Use Welcome Hub/Event Space** (a combined visitor centre, community resource and event space). This forms part of proposals to better manage the visitor experience at the WHS, and thereby overcome issues with poor parking, low dwell time and poor visitor management as at present. A new, landscaped car park would be provided at Wimborne Gate bringing a new sense of arrival, from which point visitors would be directed around the WHS through improved signage and wayfinding. The Multi-Use Welcome Hub/Event Space would form the 'welcome centre' for the WHS.



2 **'Rewilding' the former manufacturing site** – management of the site in accordance with the environmental permit; progressively develop as a restricted access brownfield nature reserve; include tree planting for screening; include opportunities to link Cefn Mawr to the WHS with a heritage trail along the former canal route.

3 Creation of a **Treetop Walk**, a new visitor attraction comprising level access walkway and viewing platform, which would be developed sensitively through the trees adjacent to the aqueduct. Care needs to be taken when positioning the treetop walk so as not to obscure the views that are being opened-up from Cefn Mawr. The platform helps to broaden the visitor experience and, importantly, provide a view of the aqueduct elevation in its landscape setting.

4 **Public realm improvements to the Basin Area** – developing a high-quality environment and experience fitting for the WHS. Improvements incorporate accessibility improvements associated with the provision of an accessible and DDA compliant bridge. Further improvements relate to the re-organisation of the operational waterspace with relocation of the hire fleet and associated infrastructure to free-up space.

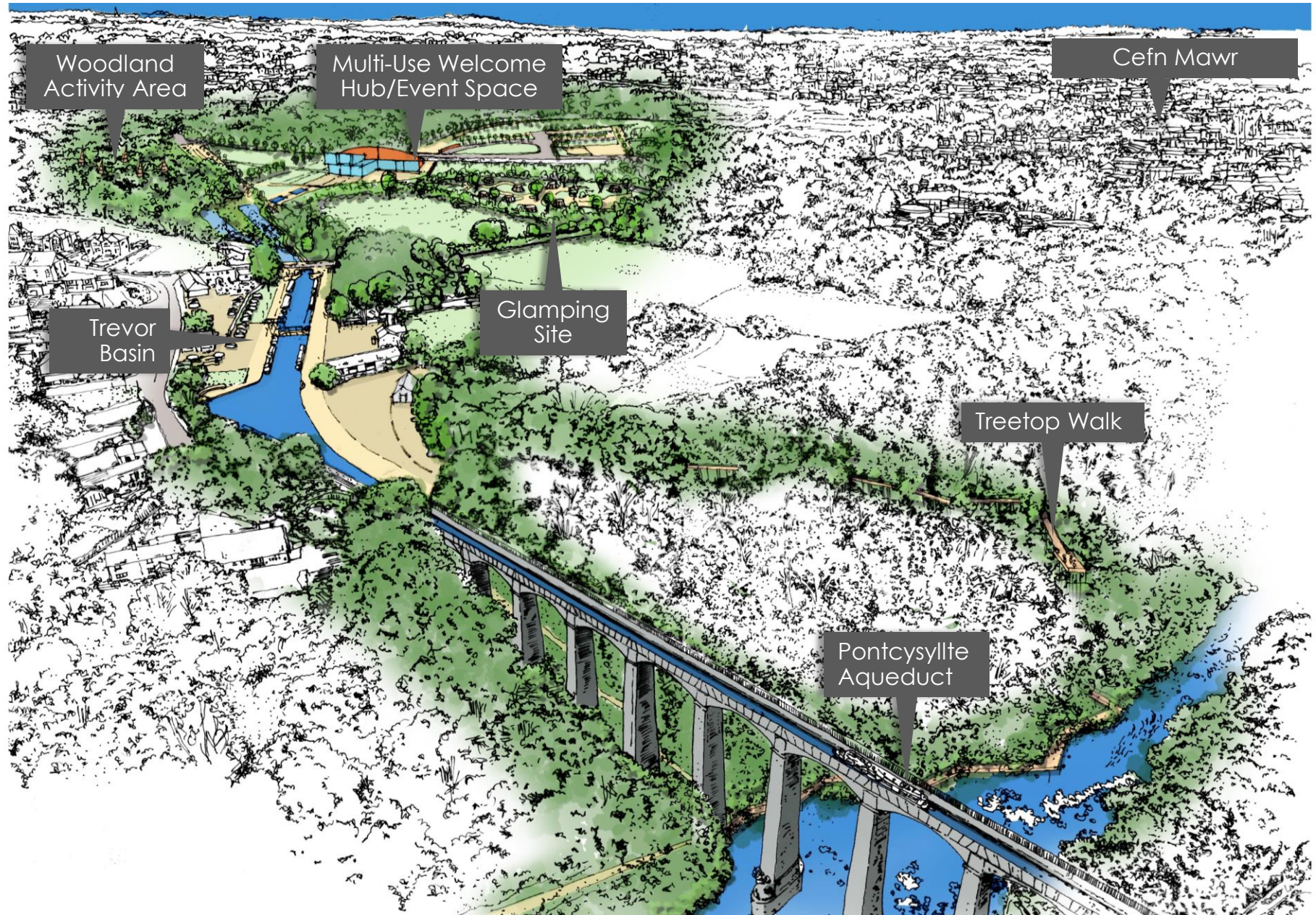
5 **Woodland Activity Area and Education Centre** on the former brickworks site – this may include a high ropes activity area or similar as well as incorporating education / interpretation opportunities presented by the wider site (for example heritage associated with the former brickworks)



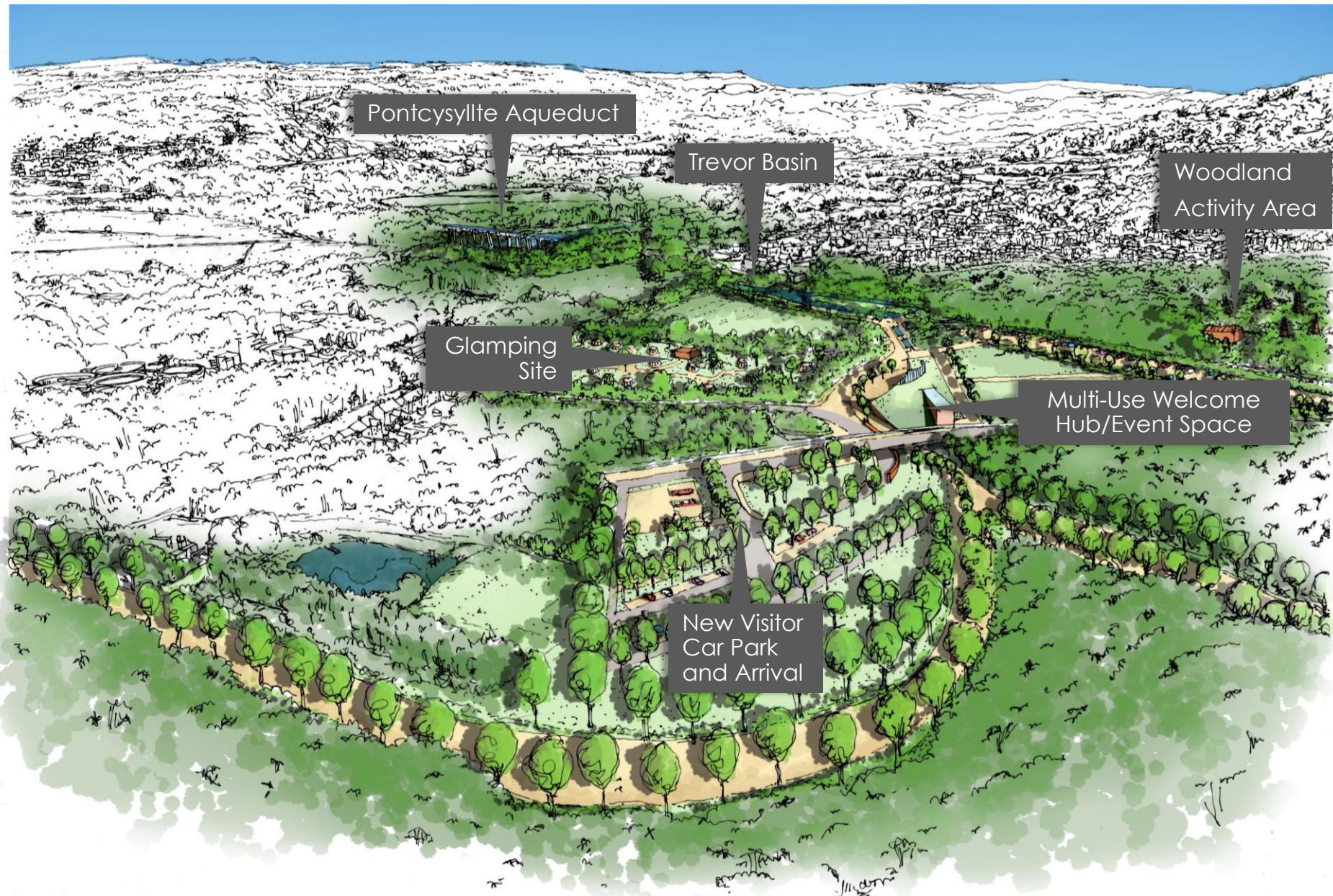
- 6** Developing a **Glamping/Camping Site** (1.4ha) on fields to the east of Trevor Basin, including associated infrastructure (shower block / reception area). The portion of the site closest to the WHS is to be kept as open space / green buffer, with potential for temporary uses such as events space here as necessary.
- 7** Creation of a **River Dee walk**, including a new river bridge crossing located outside of the WHS boundary, to protect the setting of the WHS. The creation of a new crossing over the River Dee enables visitors to be dispersed throughout the site, provides a link to a circular walk and helps to increase dwell time within the wider area.
- 8** Bringing forward two small **Development Plots** in the vicinity of the Multi-Use Welcome Hub/Event Space which could come forward for commercial, leisure or community uses to support wider needs as appropriate.
- 9** Bringing forward a small development plot as potential **Residential Infill / Self-Build** or mixed use, adaptable to support wider needs as appropriate.



Preferred Masterplan - View NE across Trevor Basin towards Multi-Use Welcome Hub/Event Space and Cefn Mawr

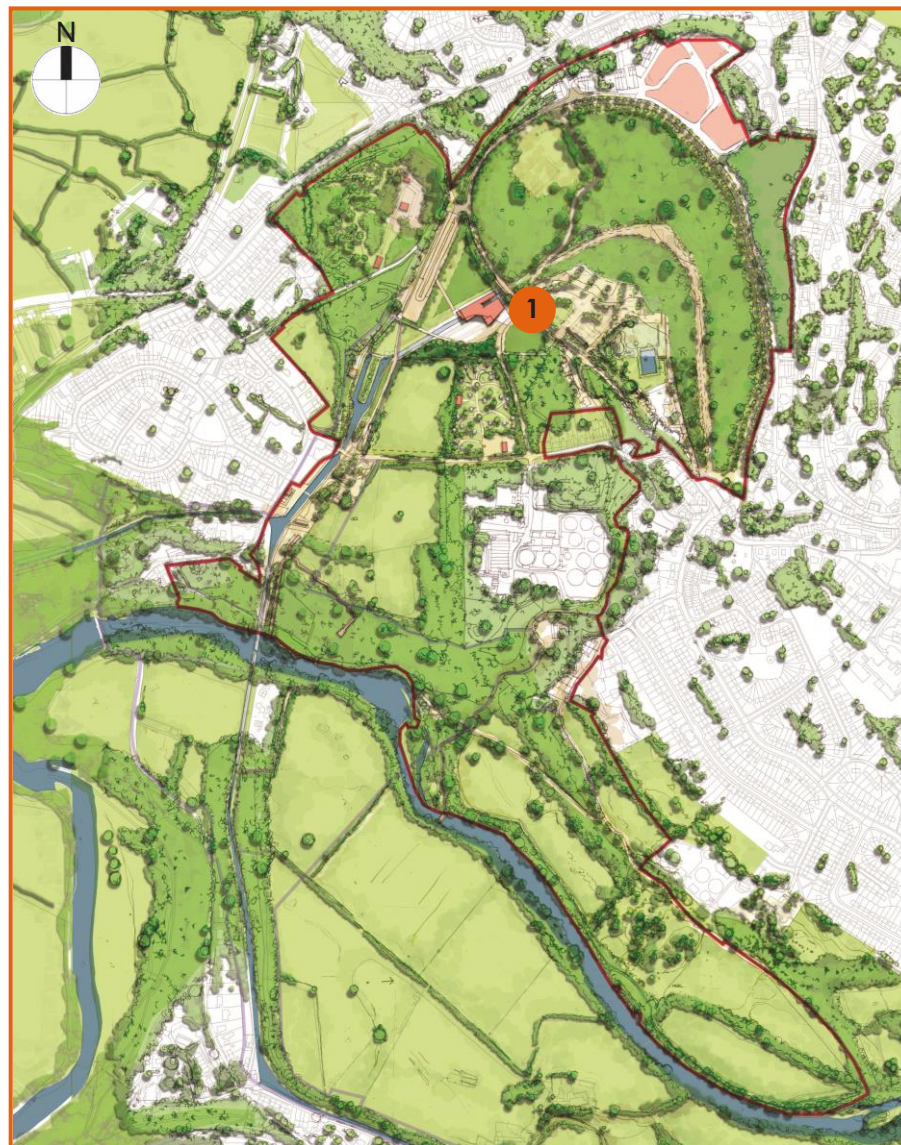


Preferred Masterplan - View SW from Cefn Mawr across a 'rewilded' former industrial site toward Trevor Basin

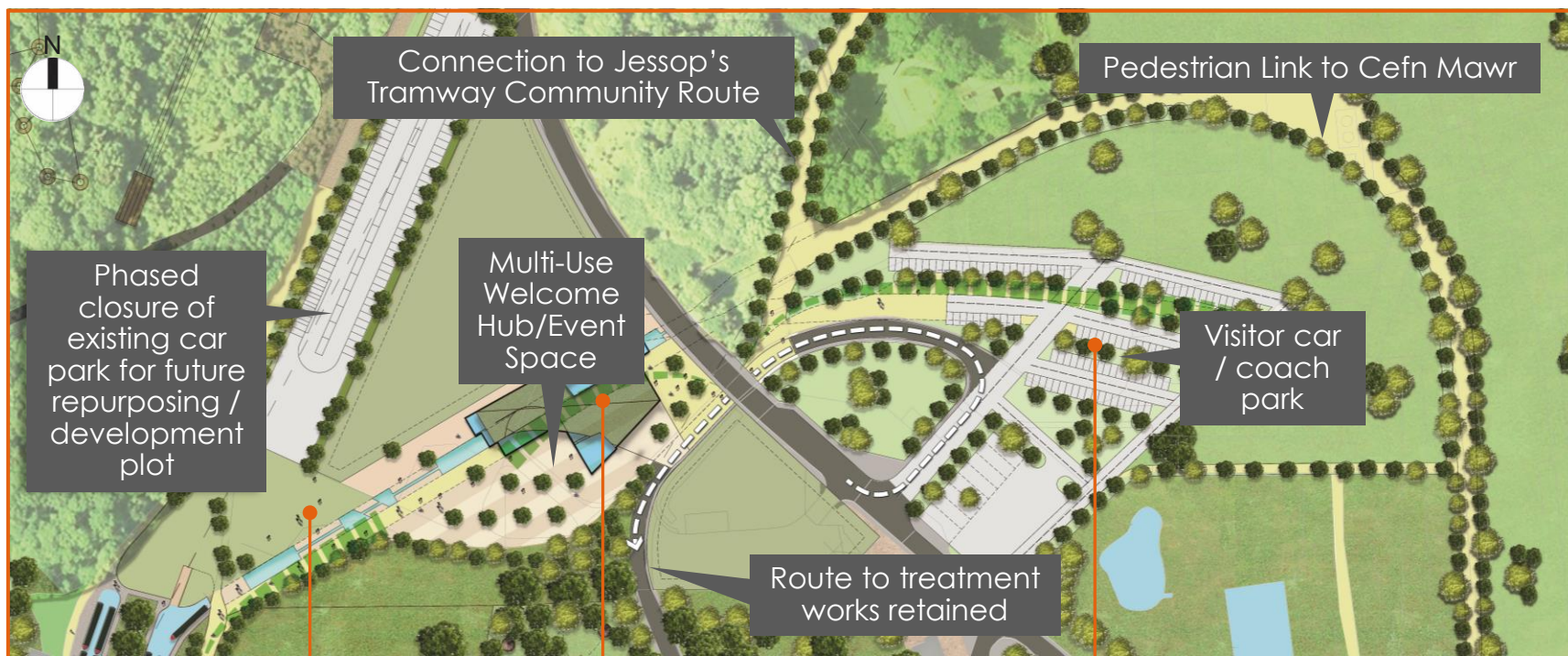


1 Primary arrival area, car park and Multi-Use Welcome Hub/Event Space

Total Area	12.4 acres (5.06 ha)
Ownership	Canal & River Trust / Solutia UK Limited / Wrexham CBC
Phasing	<p>Short-term – commence initial works for Multi-Use Welcome Hub/Event Space (e.g. design competition, seek funding, detailed design)</p> <p>Short to Medium term – progress development works</p>
Linkages	Core element of the Masterplan. Links with improvements to Trevor Basin area
Strategy	Hold design competition for the Multi-Use Welcome Hub/Event Space; explore funding opportunities
Funding	Opportunities include National Lottery Heritage Funding / Visit Wales



1 Primary arrival area, car park and new Multi-Use Welcome Hub/Event Space



Public realm associated with new visitor centre leads the visitor into Trevor Basin along a new water feature

'Multi-Use Welcome Hub/Event Space' - combined visitor centre, community resource and event space - welcome centre for the World Heritage Site

Primary arrival area and car park with signage and wayfinding directing visitors around the site

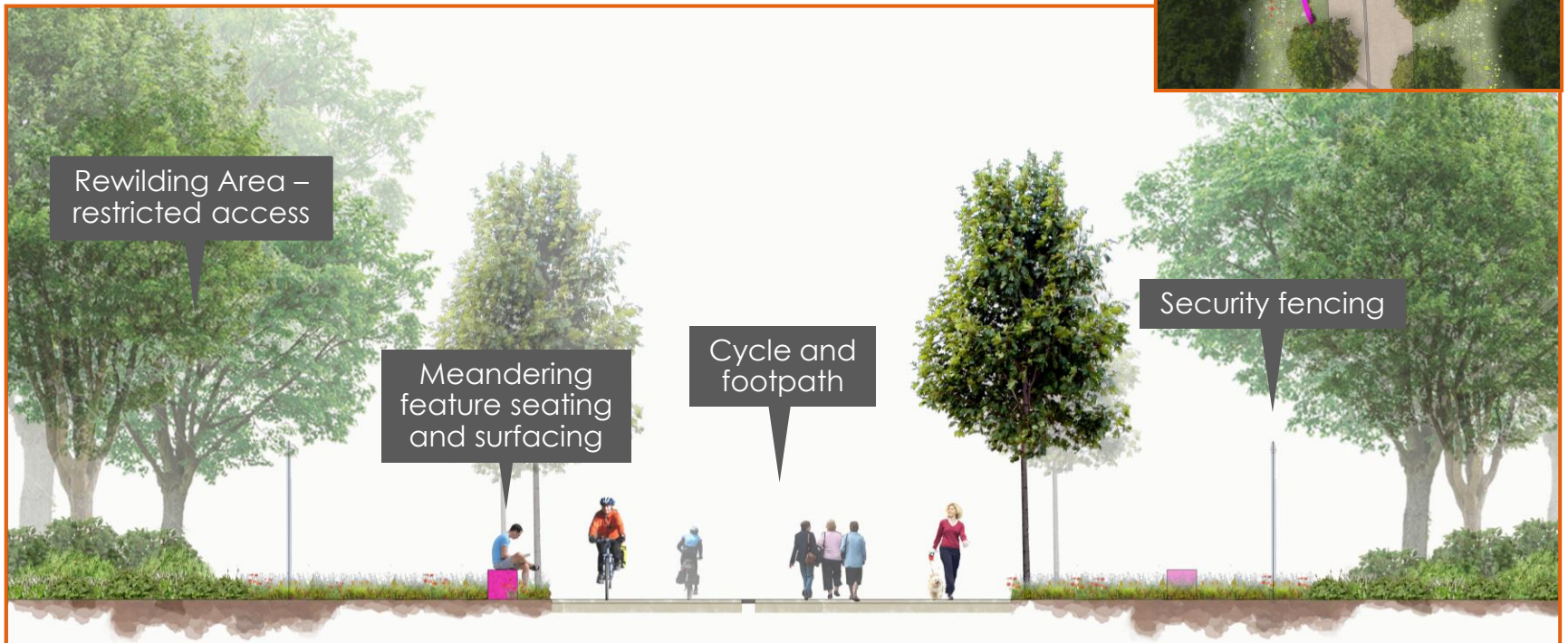
2 'Rewilding' the former manufacturing site

Total Area	28.7 acres (11.63 ha)
Ownership	Solutia UK Limited
Potential Use	Restricted access brownfield nature reserve with heritage routes
Phasing	Short term
Linkages	Heritage pathways element is linked to the Multi-Use Welcome Hub/Event Space / Trevor Basin improvements as part of wider connectivity to Cefn Mawr.
Strategy	Update ecology surveys; manage site in accordance with environmental permit; progressively develop as a restricted access brownfield nature reserve; tree planting for screening; reed beds for storm and groundwater; link Cefn Mawr to WHS with heritage trail (Jessop's Tramway) and other historical pathways.
Funding	Solutia UK Limited partnership with local wildlife organisation to explore option to develop as a brownfield nature reserve. Tree planting e.g. Welsh Government 'Plant' initiative Heritage pathways e.g. seek grant funding



2 'Rewilding' the former manufacturing site

Creation of a restricted access brownfield nature reserve incorporating a new heritage trail. There is an opportunity to animate this with a linear feature incorporating seating, wayfinding and lighting.



2 'Rewilding' the former manufacturing site

Links from Trevor Basin into Cefn Mawr need additional supporting work to ensure easy access to and from the WHS via the heritage trail into Cefn Mawr. This could include the creation of a new 'gateway' at the meeting of King Street, Railway Road and Crane Street.

Potential gateway crossing from Crane Street, Cefn Mawr



3 Creation of a Treetop Walk

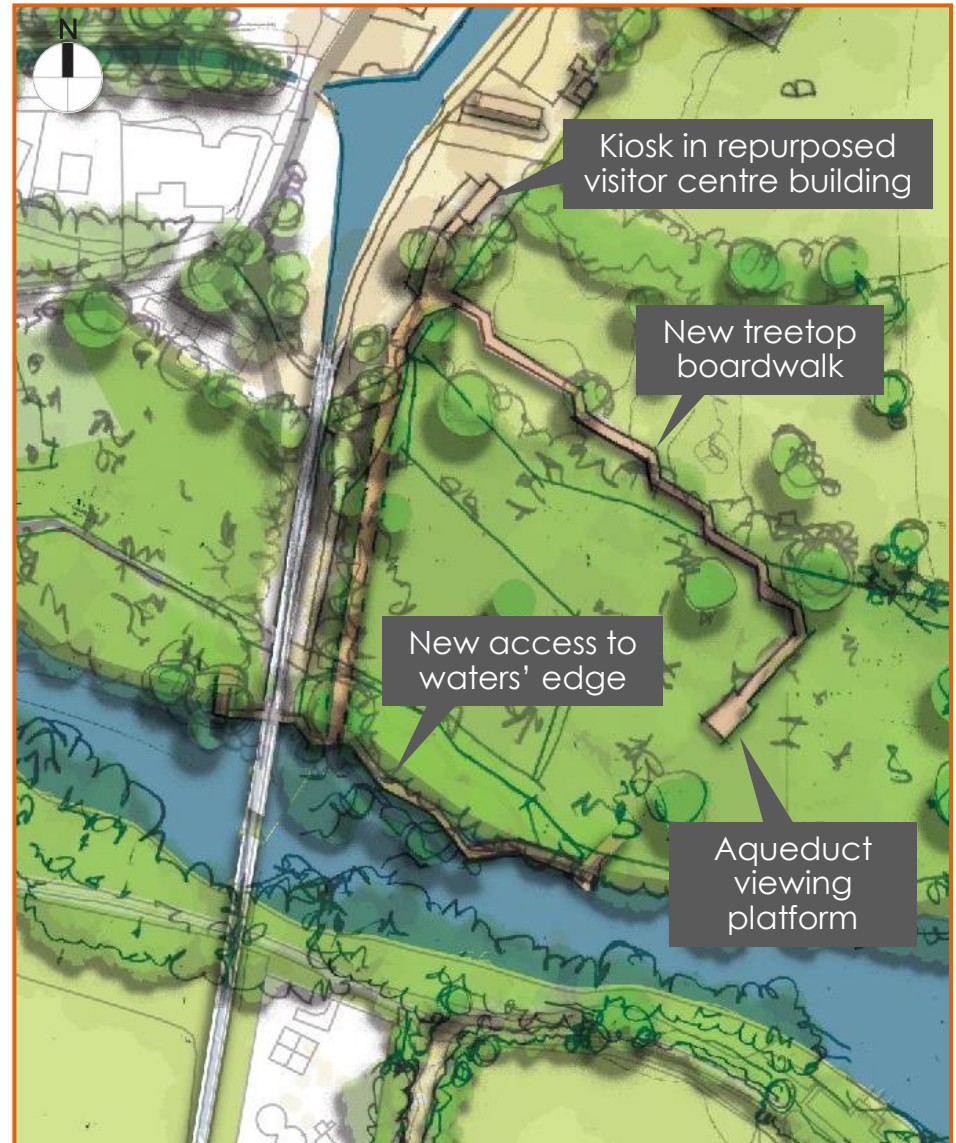
Total Area	190m
Ownership	Canal & River Trust(current visitor centre / new entrance building)/ Solutia UK Limited
Potential Use	Accessible and inclusive walkway, providing a viewing platform for Pontcysyllte Aqueduct for all visitors.
Phasing	Implementation medium term, with development works (detailed design, consents, funding applications) short to medium term.
Linkages	Linked with Basin Area – entrance kiosk within current visitor centre
Strategy	Potential for design competition, commence development works
Funding	Explore possibility of Visit Wales / National Lottery funding



3 Creation of a Treetop Walk

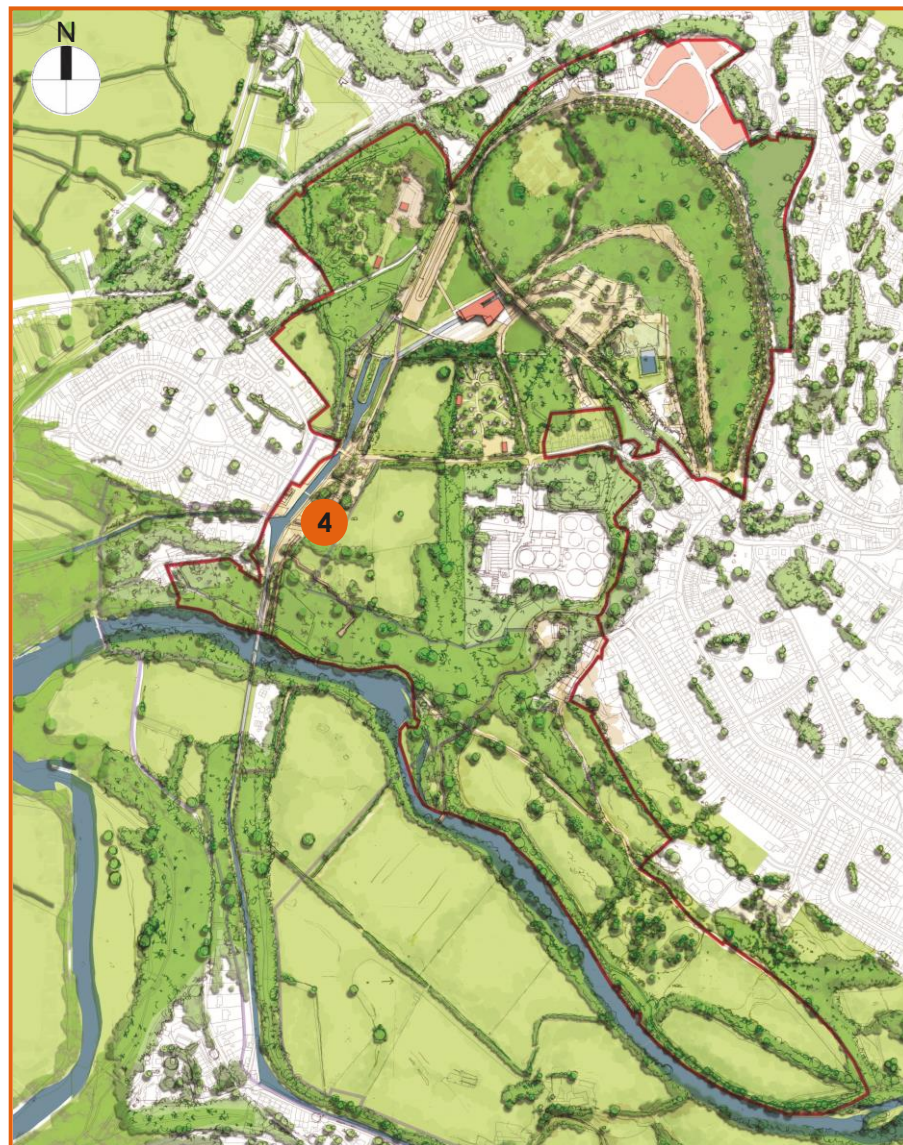


Precedent Kew Gardens Treetop Walkway - London

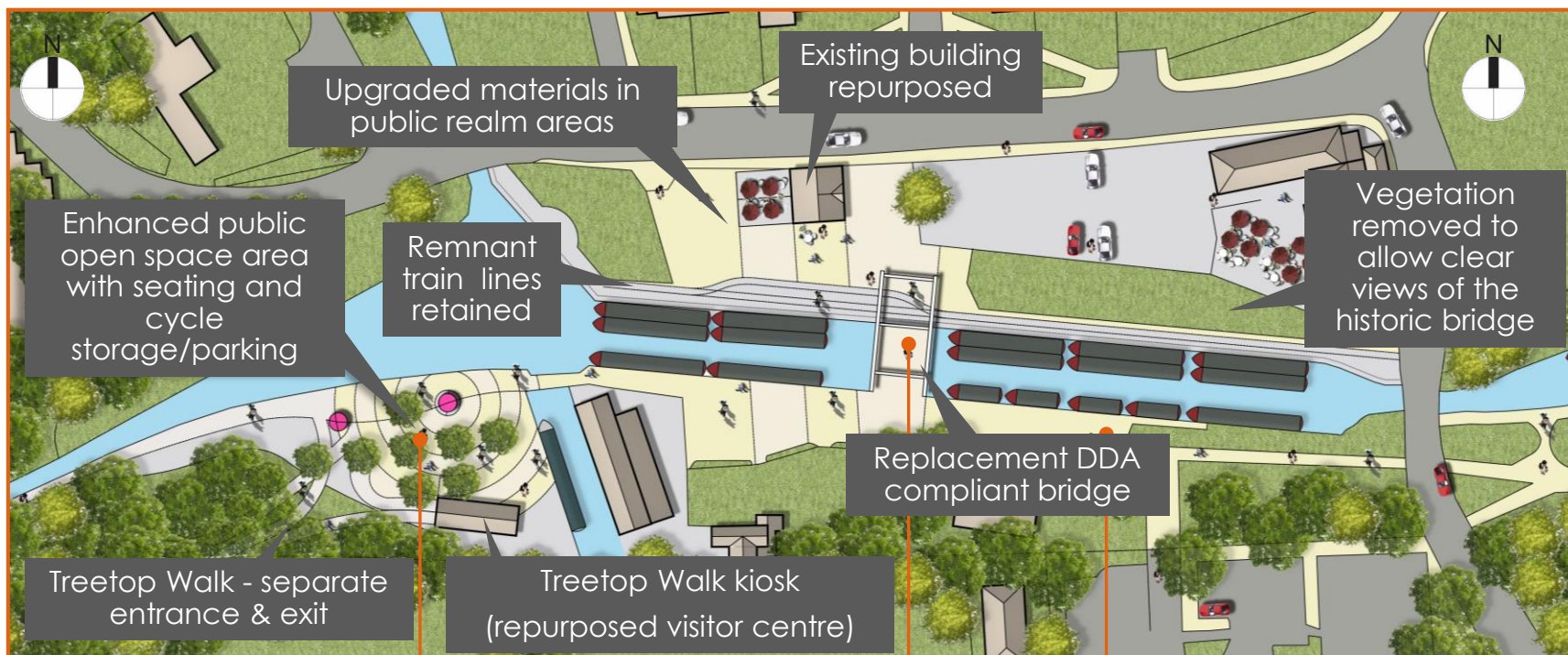


4 Public realm improvements to the Basin Area

Total Area	10.3 acres (4.15 ha)
Ownership	Canal & River Trust
Potential Use	Public realm improvements to Trevor Basin area including new DDA compliant footbridge and upgraded visitor facilities.
Phasing	Medium-term (detailed design, consents, funding applications public realm); Medium to long-term (implementation)
Linkages	Linkages with the Multi-Use Welcome Hub/Event Space and the Treetops Walk.
Strategy	Continue discussions with boat and other operatives within the Basin regarding location and use. Progress plans for a DDA compliant footbridge / apply for consent. Current visitor centre to be reconfigured as entrance kiosk for Treetops Walkway. Explore potential for ramped access to riverside (e.g. slope stability).
Funding	Explore grant funding for footbridge e.g. National Lottery



4 Public realm improvements to the Basin Area



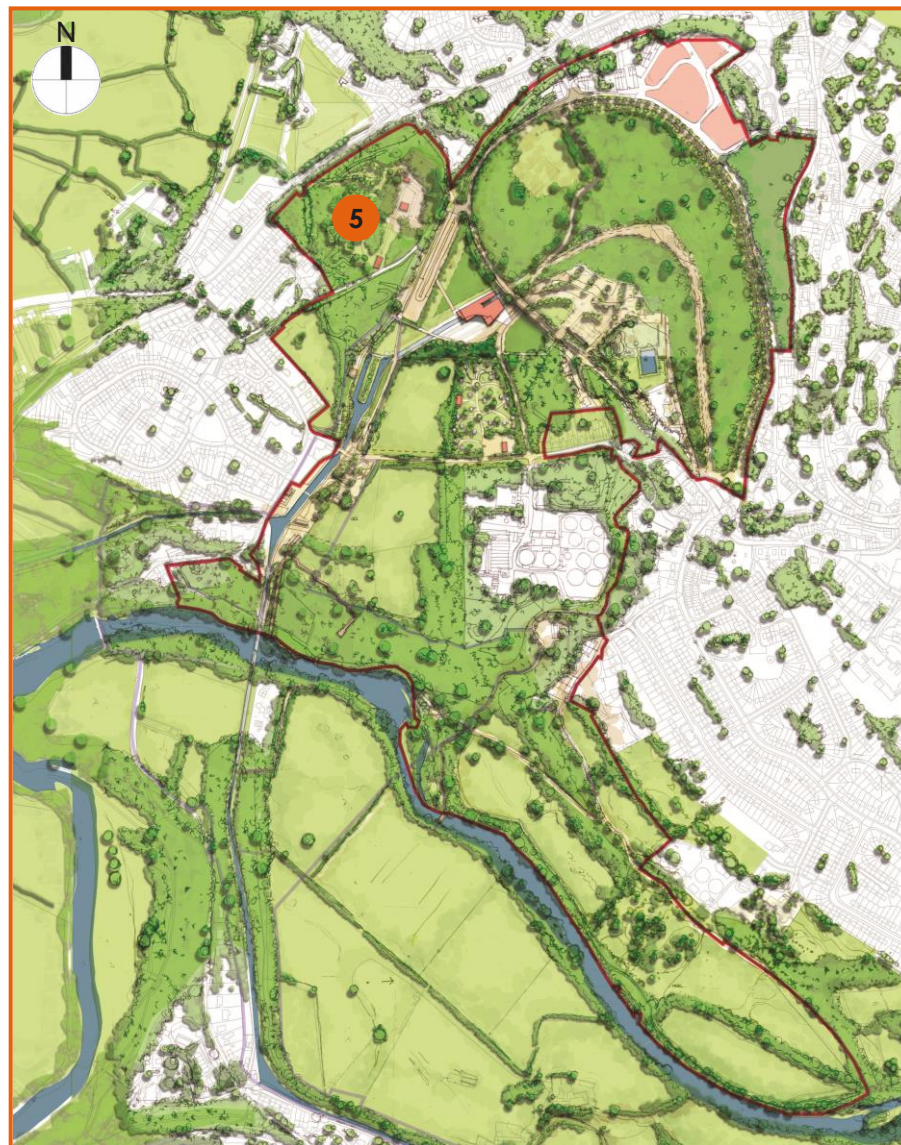
New visitor circulation space builds capacity for queueing for Treetop Walk during busy periods as well as providing shade, seating and cycle parking.

Replacement DDA compliant bridge improves pedestrian movement, retains existing crossing point and provides delight for visitors when in action.

Upgraded materials improves appearance, accessibility, interpretation & wayfinding around the basin area and creates a quality welcome to the WHS.

5 Woodland activity area and education centre

Total Area	15.6 acres (6.33 ha)
Ownership	Solutia UK Limited
Potential Use	Outdoor activity centre (for example high ropes) and incorporating education / interpretation opportunities presented by the wider site (e.g. heritage associated with the former brickworks)
Phasing	Short to Medium term
Linkages	Not dependent on other Masterplan elements
Strategy	Leasehold sale. Attract an operator for the site (e.g. Go Ape / visitor attraction operator). Potential for the same operator to run various attractions within the Masterplan area (e.g. glamping site).
Funding	Business support grants Potential partner organisations could include local wildlife trust.



5 Woodland activity area and education centre



Precedent Go Ape Treetop Adventure



6 Developing a glamping/camping site

Total Area	7.7 acres (3.1 ha) (glamping / camping area is 3.5 acres (1.4 ha))
Ownership	Solutia UK Limited
Potential Use	Glamping / camping on the eastern half of the site, together with associated infrastructure (shower block / reception / shop). Western half of the site to be utilised as open space / green buffer, potentially events space as necessary.
Phasing	Short-term (but phased expansion over time e.g. limited to ten pitches initially)
Linkages	Not dependent on other Masterplan elements
Strategy	Leasehold to operator at peppercorn rent. Attract operator potentially in combination with other visitor facilities in Masterplan area.
Funding	Business support grants



6 Developing a glamping/camping site

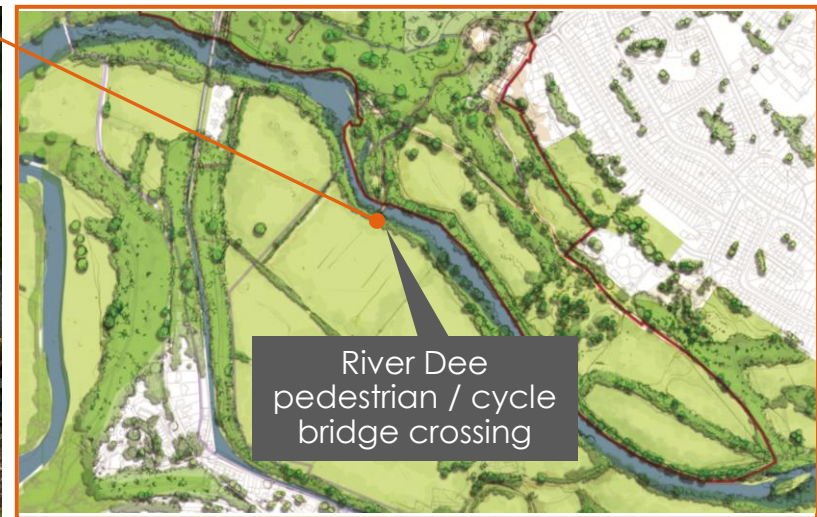
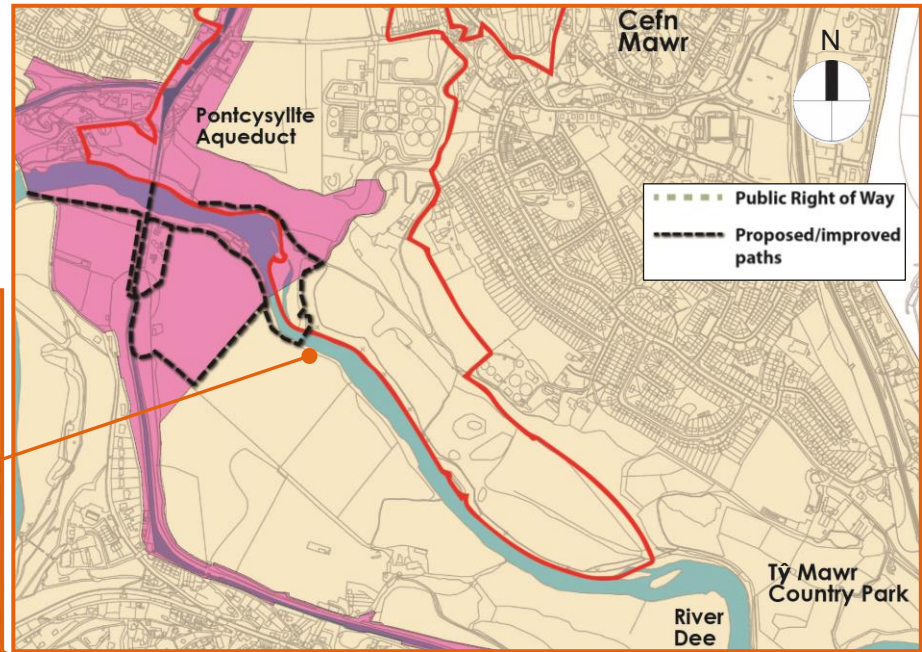


7 Creation of a Dee River walk

Total Area	64.2 acres (26 ha)
Ownership	Canal & River Trust / Solutia UK Limited / Wrexham CBC
Linkages	Improved footpaths through the woodland area to the north of the River Dee; new circular footpath on land to the south of the River Dee, including a new footbridge over the river.
Strategy	Agreement needed with Natural Resources Wales and landowners to south of River Dee. Proposed route will require negotiation with landowners/tenant farmers and is expected to be signposted only i.e. excluding formal footpaths
Funding	Link with AONB for tree / vegetation management programme.
Flood Risk	Extract of flood risk map from Natural Resource Wales will inform the location and span of the bridge (for the purposes of this exercise we have assumed a single span beam bridge of 50-70m)



7 Creation of a Dee River walk



8 Development Plots

Total Area 0.9 acres (0.38 ha)

Ownership Solutia UK Limited

Potential Use Commercial, leisure or community uses to support wider area.

Phasing Short to medium term marketing (after implementation of Multi-Use Welcome Hub/Event Space) with medium term development

Linkages Linked with projects in the arrival area and potential Multi-Use Welcome Hub/Event Space

Site Strategy Sale to potential operator as market demands. Guidance to be given within the Masterplan as to appropriate uses for the site – e.g. leisure or community uses.

Funding Business support grants



9 Development Plot

Total Area 3.6 acres (1.45 ha)

Ownership Solutia UK Limited

Potential Use Mixed use windfall development, incorporating residential (up to 35 units). Site is within settlement boundary of the emerging Local Development Plan. Likely to be 30% affordable housing requirement.

Phasing Long term, with some marketing in the medium term

Linkages Not dependent on other Masterplan elements

Strategy Solutia to undertake site clearance (e.g. demolition of existing buildings/ update site investigation works).

Sale to private developer.

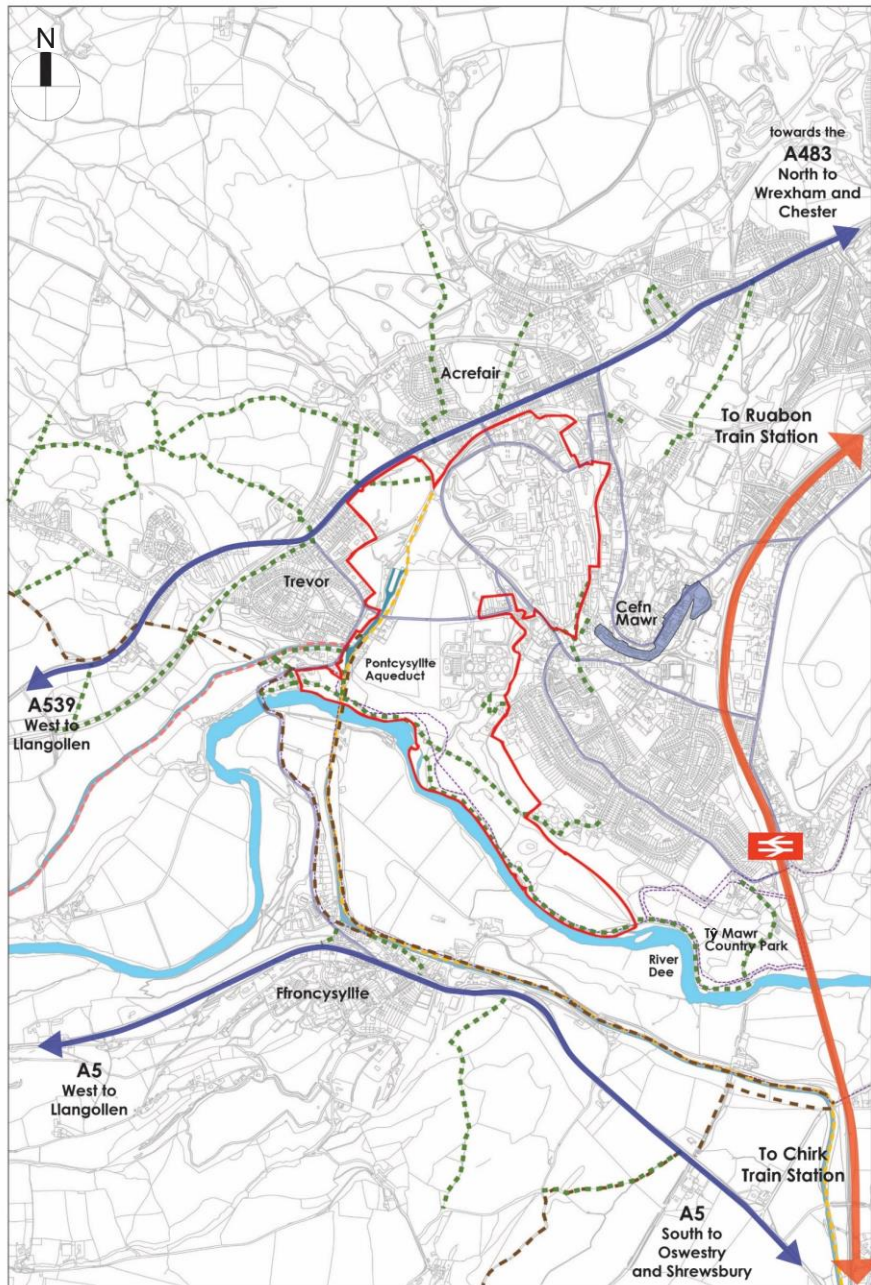
Land values of £350k per acre (£875k / ha) have been achieved locally (n.b. gross figure with abnormal costs deducted).

Funding N/A



4. Wider Connectivity





4. Wider Connectivity

4.1 Wider Accessibility

4.1.1 Access and Recreation

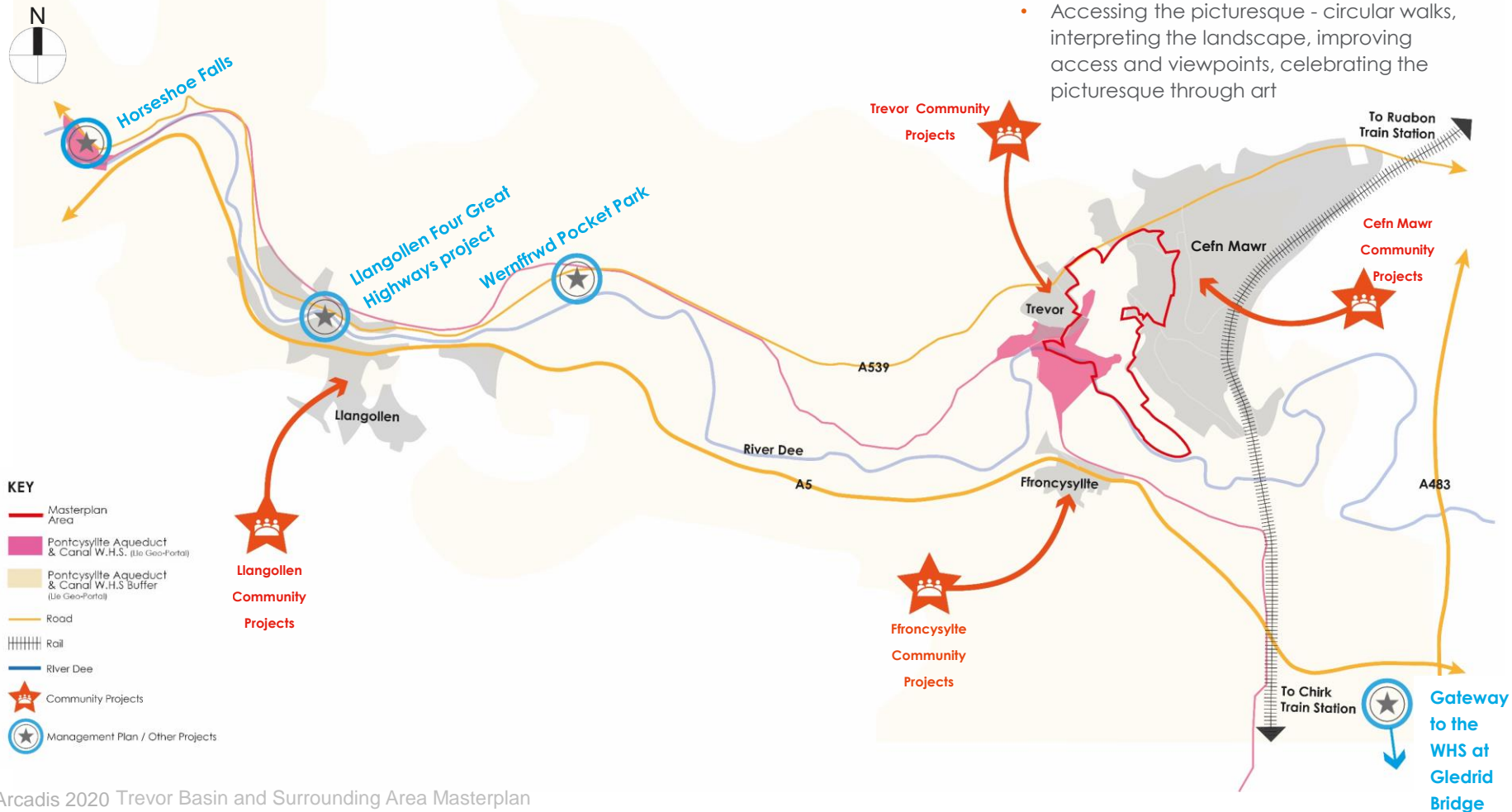
The diagram opposite identifies the existing accessibility to the wider area, including the communities of Cefn Mawr, Trevor and Froncysyllte.

KEY

- Masterplan Area
- ■ ■ National Cycle Route 85 (Sustrans)
- ■ ■ National Cycle Route 84 (Sustrans)
- National Trail Offa's Dyke Path (O.S.)
- - - Local Walks - Ty Mawr Country Park (Wrexham County Borough Council)
- ■ ■ Public Right of Way (PROW) – (O.S.)
- Primary Road Network / Bus Connections
- Local Road Network / Bus Connections
- Rail Connections

4.1.2 Catalyst for Development and Opportunity

Building on the ambition of improving connectivity, the realisation of the Masterplan will support and align with wider initiatives. These are illustrated here.



5. The Visitor Experience

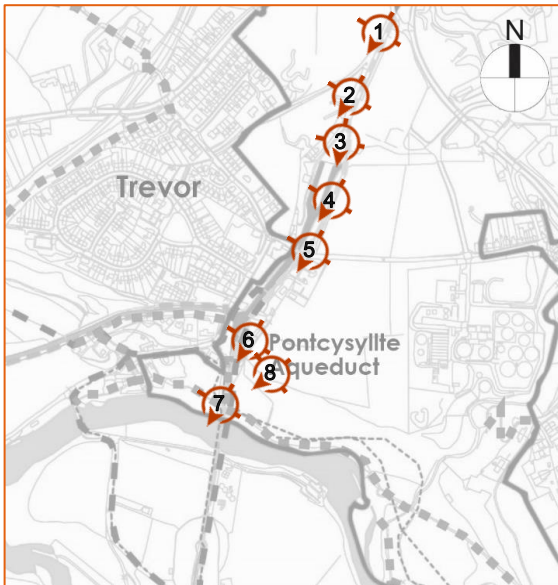


5. The Visitor Experience

5.1 Current Visitor Experience

The average annual number of visits to the Pontcysyllte Aqueduct over the past three years has been 313,609. Visitor numbers in 2018 were over 340,000. Interestingly, Canal & River Trust data shows that only 13% of people visit the Trevor Basin Visitor Centre.

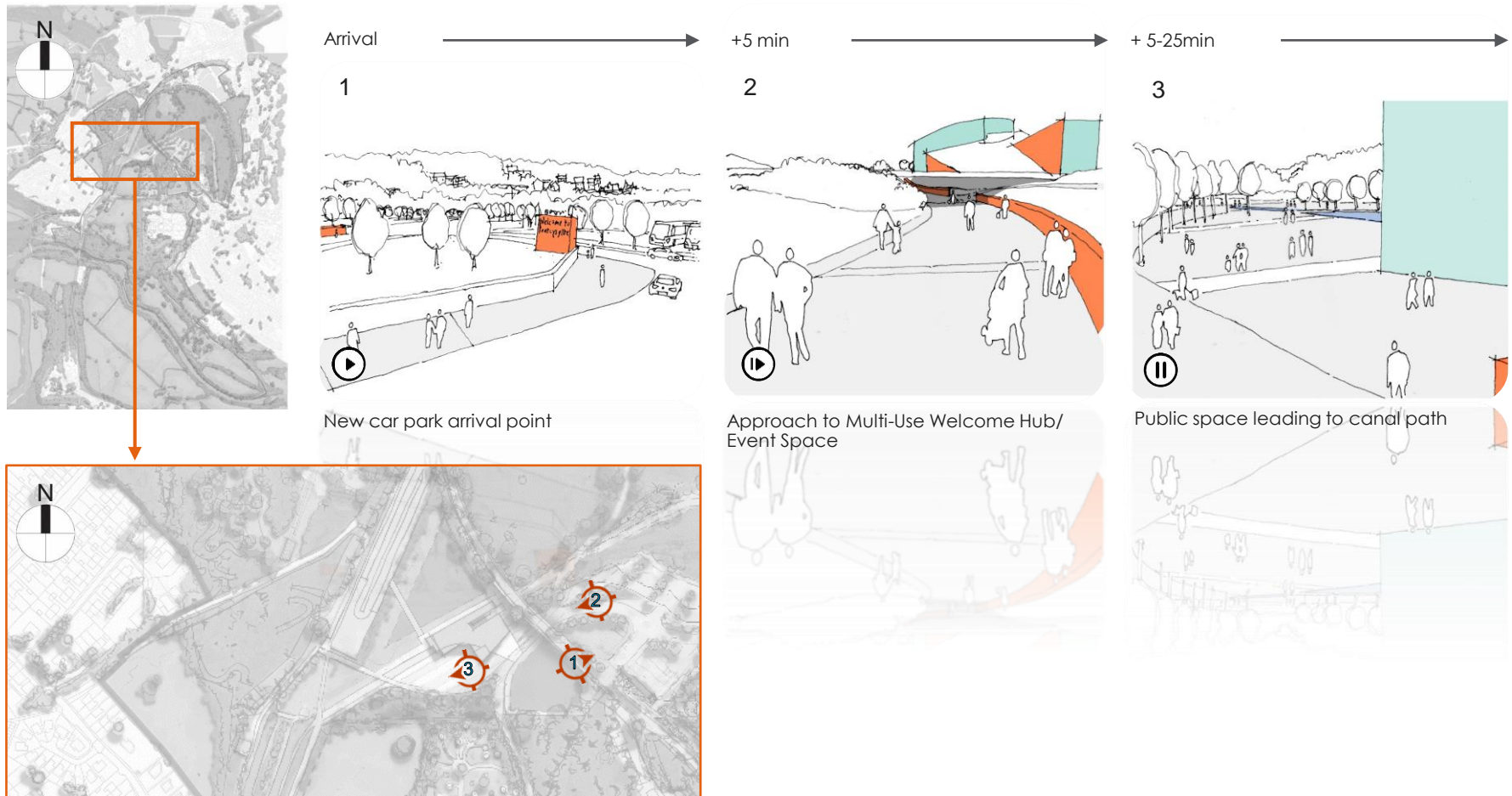
It is estimated that the majority (around 85%) of visitors only visit the Aqueduct itself; evidence suggests that the typical dwell time at the site is around 40 minutes (which translates into low local expenditure).



5.2 The Potential Visitor Experience

Once realised, the masterplan will improve visitor management – parking, wayfinding, and the breadth

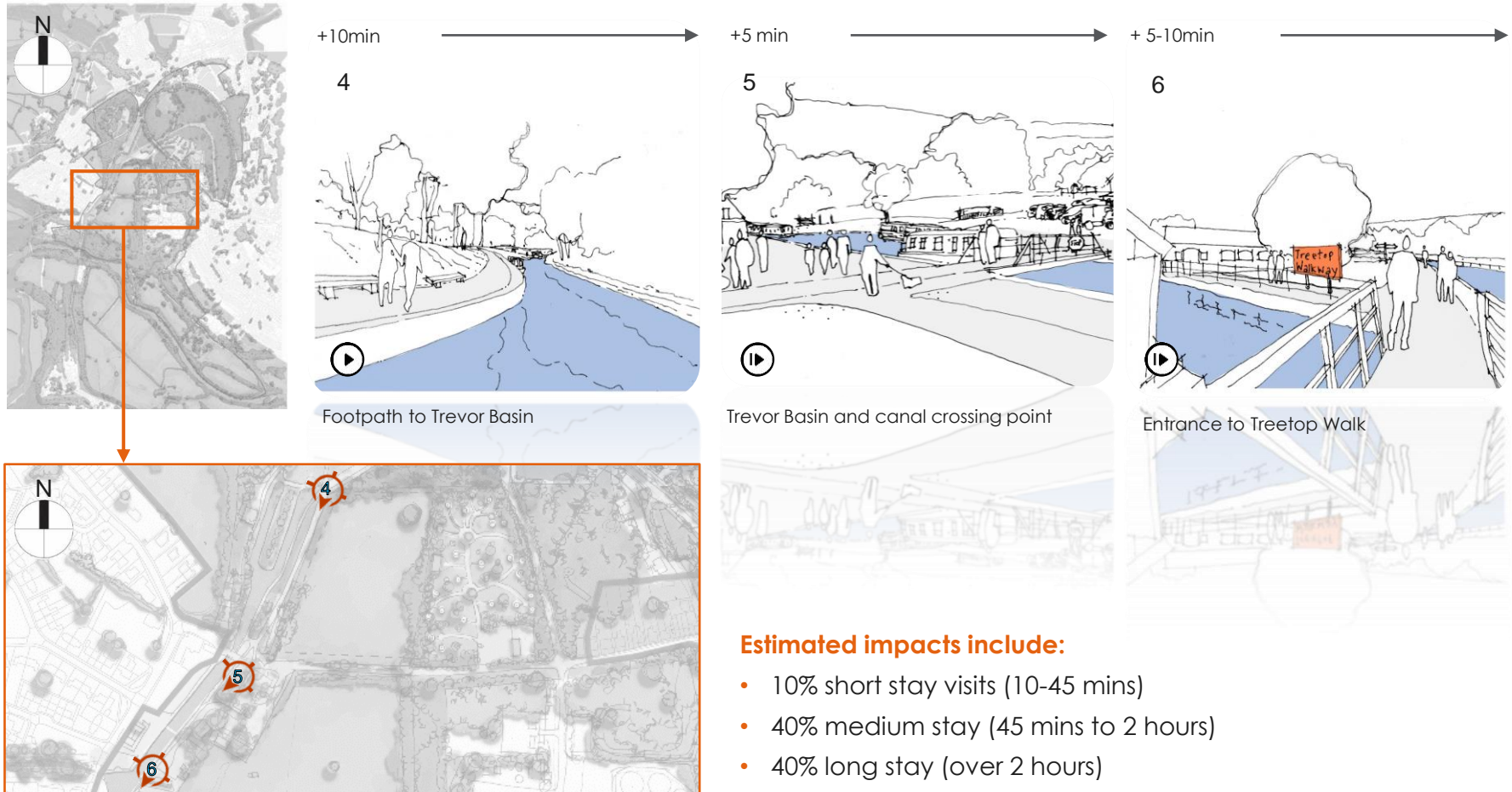
of activities and destinations available. The following sequential sketches set out the anticipated visitor experience.



5.2 The Potential Visitor Experience (Cont'd)

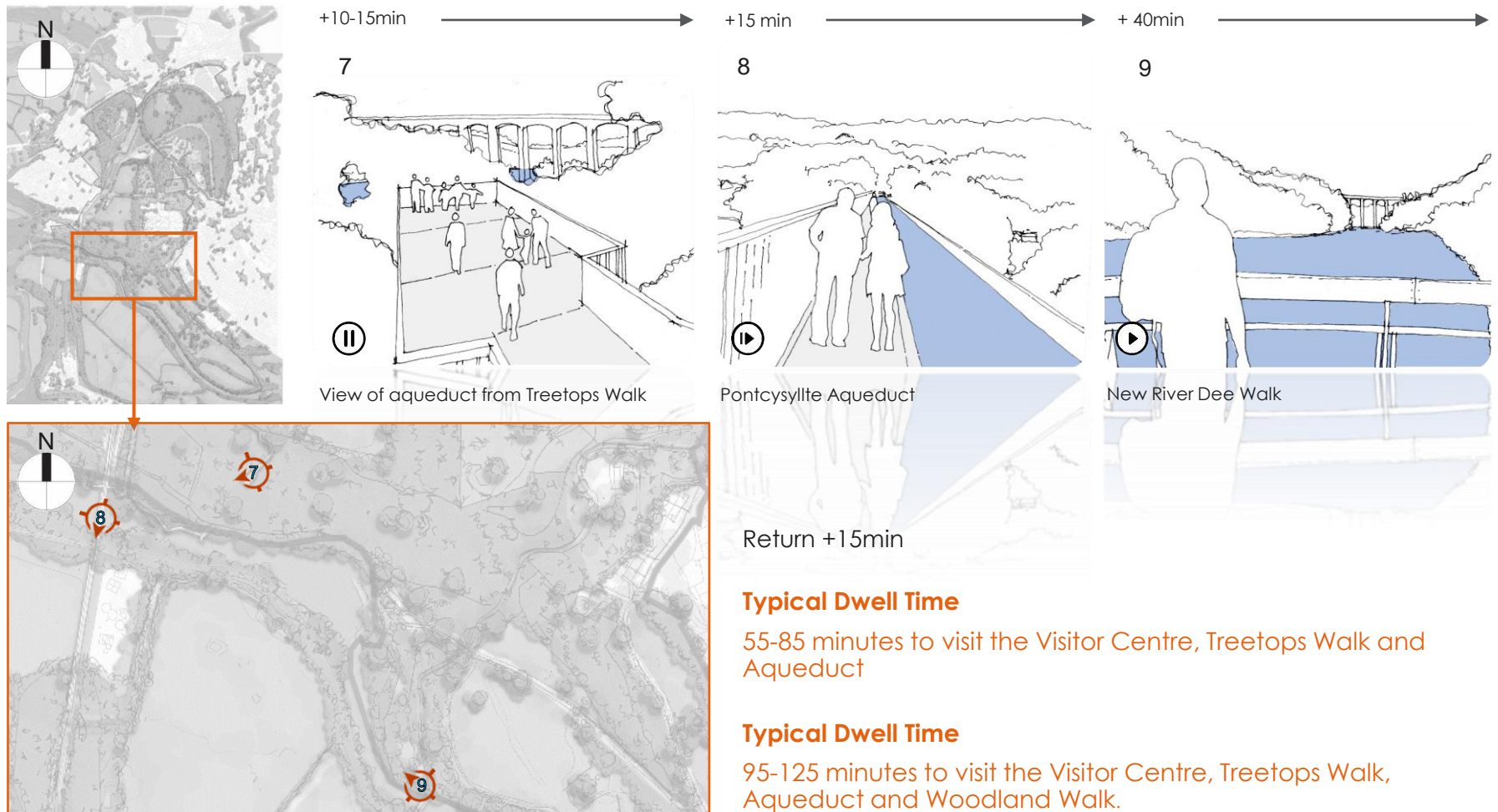
It is anticipated that the masterplan will increase dwell time within the area.

Visitors will be able to disperse through the site, with more opportunities to link with nearby communities, services and facilities.



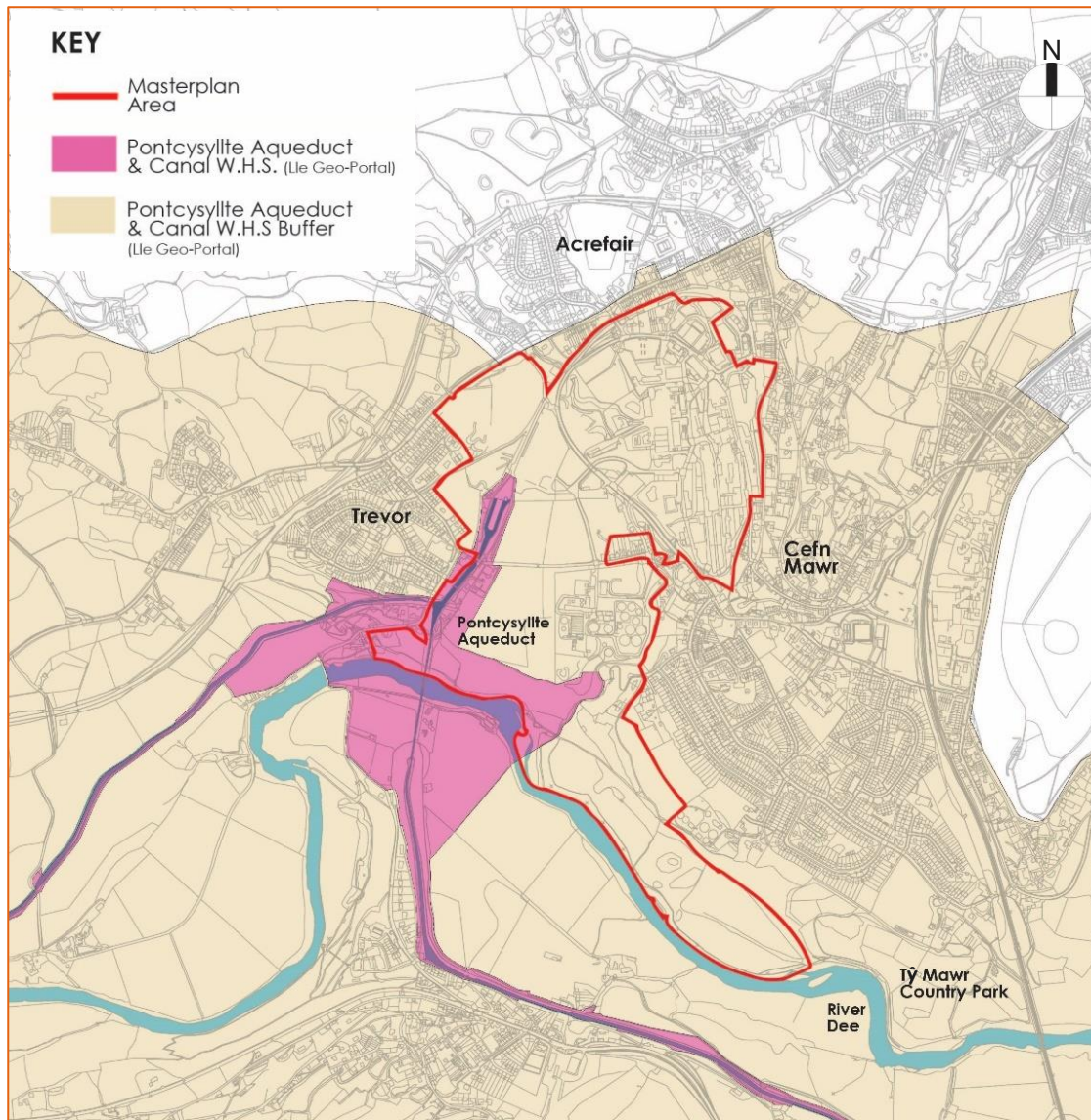
5.2 The Potential Visitor Experience (Cont'd)

It is anticipated that the masterplan will increase dwell time within the area.



6. Response to the World Heritage Site





Trevor Basin and Surrounding Area Masterplan

6. Response to the World Heritage Site

6.1 World Heritage Site – Issues and Pressures

The new WHS Management Plan identifies the following in relation to Trevor Basin and the surrounding area:

- the importance of protecting the Outstanding Universal Value of the WHS, its Buffer Zone and wider setting (including views and sense of arrival)
- the need for enhanced visitor facilities, including parking
- the need to improve physical and non-physical accessibility and connectivity to the WHS
- the need to ensure long-term sustainable access without erosion, damage or over-crowding
- the importance of realising economic, social and cultural benefits

6.2 World Heritage Site - The Masterplan Response

2 4 7

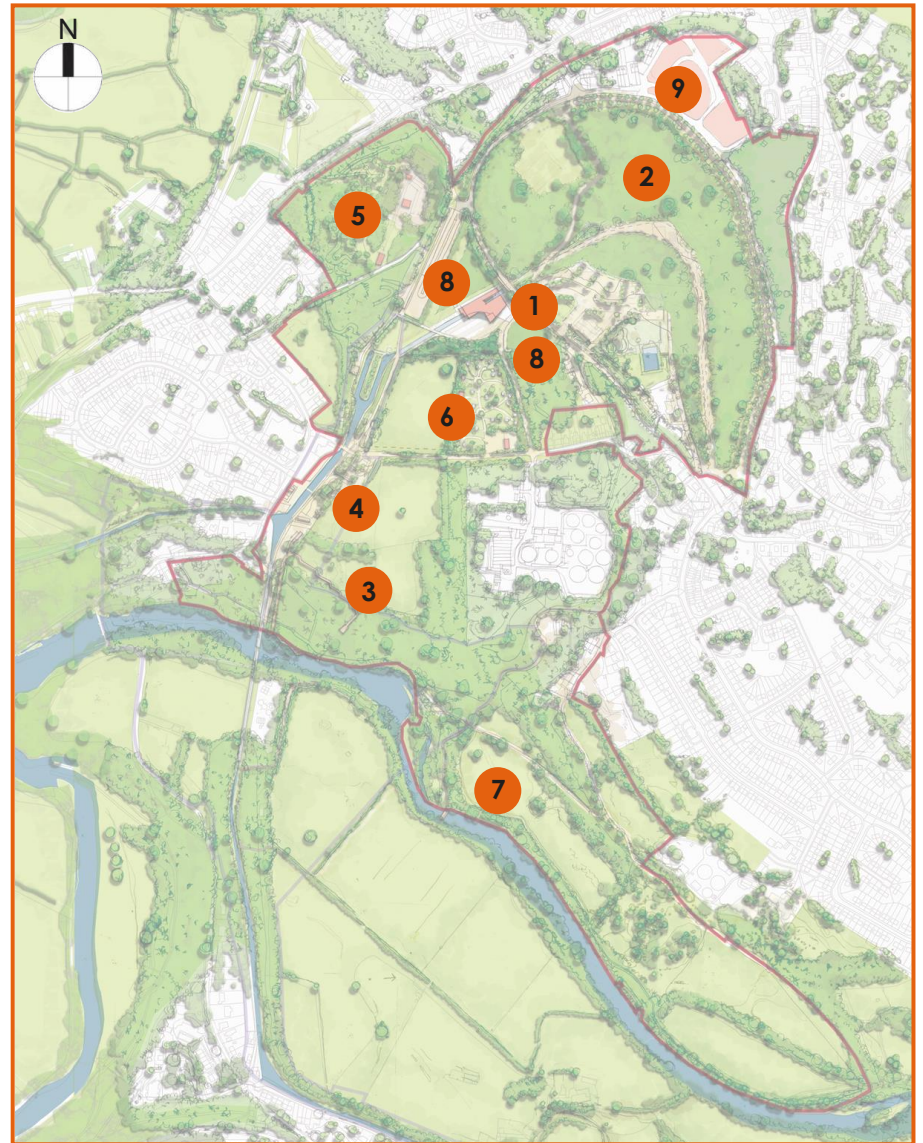
Opportunities, including the development of physical access within the WHS and between the WHS and the Buffer Zone

1 3 4 5

Improving facilities and waterspace management at Trevor and Froncysyllte

2 4 7

Creating better links between Pontcysyllte and Cefn Mawr



7. Benefits



7. Benefits of the Preferred Masterplan

7.1 Meeting the Aims & Objectives

The table below illustrates how the masterplan proposals meet the aims and objectives of the project.

Masterplan Proposals

	1	2	3	4	5	6	7	8	9
Masterplan Aims & Objectives	Multi-Use Welcome Centre / Events Space	Rewilding' Former Industrial Site	Treetop Walk	Public Realm Improvements to Basin Area	Woodland Activity Area	Glamping / Camping Site	River Dee Walk	Development Plots (8)	Development Plot (9)
Safeguard the World Heritage Site	•	•	•	•	•	•	•	•	•
Maximise economic & community benefits	•	•	•	•	•	•	•	•	•
Identify realistic options for brownfield regeneration	•	•			•	•		•	•
Minimise brownfield maintenance		•			•	•		•	•
Enhance visitor attractions and dwell time	•		•	•	•	•	•	•	
Balance the needs of community, residents and visitor numbers	•	•	•	•	•	•	•		
Improve accessibility		•	•	•	•	•	•		
Promote the health and wellbeing of communities and visitors	•	•	•	•	•	•	•		
Explore viability for extending canal / water space	•	•		•			•		
Inform the emerging Wrexham County Borough Council Local Development Plan (LDP)	•	•	•	•	•	•	•	•	•
Inform asset management strategies	•	•	•	•	•	•	•	•	•

7. Benefits of the Preferred Masterplan

Aim: Safeguard the World Heritage Site



Achieved via economic investment adjacent to and within the WHS to ensure long-term sustainable access, generate income to reinvest in maintenance and management, and improve physical and non-physical accessibility. Improved quality of land use within the Buffer Zone and views in and out.

Aim: Maximise economic & community benefits



Generate circa £75.7m (present value) of additional Gross Value Added benefits for the Welsh economy over the next 30 years

Aim: Improve accessibility



Improved access to the WHS site through new footways and access to the river, a new elevated viewing platform and enhanced public realm and car parking

Aim: Enhance the health & wellbeing of community & visitors



Spread of new and existing visitors along the Llangollen Canal towpath, across the Pontcysyllte Aqueduct, and within the network of paths in and around the masterplan area, supporting the physical and mental health of those who use them

The woodland activity and education centre will offer opportunities to educate visitors (both adults and children) about biodiversity and sustainability issues

Aim: Enhance visitor attractions & dwell time



Improving visitor management through parking, wayfinding and the breadth of activities and destinations, to enhance the visitor experience and increasing dwell time.

Increase visitor spend - predicted to rise from its current figure of circa £1.5 million per annum to circa £13.8 million in 2036

Aim: Balance needs of community, residents and visitor numbers



Estimated to generate circa £24.6 million in social value impacts from recreational users

The Multi-Use Welcome Hub/Event Space building will be designed around the needs of the local community with potential to host community events

The development will provide additional amenities that can improve quality of life for residents of Trevor and Cefn Mawr. Potential solution for current parking issues in Trevor.

Aim: Realistic options for brownfield regeneration / minimise brownfield maintenance



Providing sympathetic development, improving access and minimising visual impact, with limited remedial works .

8. Appendices



Appendix 1 – Key Planning Policies Affecting the Masterplan Area

The emerging Local Development Plan 2013-2028 sets out the proposals for Wrexham County Borough Council for future development and use of land, including areas which need to be protected for their environmental qualities. After adoption, the LDP forms the basis for planning decision-making.

Key policies within the Wrexham LDP 2013-2028 Deposit Plan April 2018 (not yet adopted) which affect the Masterplan area are listed below:

Policy BE1: Pontcysyllte Aqueduct and Canal World Heritage Site

Policy BE2: Trevor Basin Masterplan Area

Policy DM1: Development Management Considerations

Policy H1: Housing Allocations (Land Opposite Former Ruabon Works, Queen Street, Cefn (51 Units))

Policy NE1: International and National Nature Conservation Designations

Appendix 2 – Summary of Stakeholder and Community Engagement

Extensive stakeholder and community engagement has formed an important part of the Masterplan process, as summarised here.

A workshop for representatives of local community groups and other stakeholders was held on Thursday 15th June 2017 at the Trevor and Garth Community Centre. The purpose of the workshop was to gather information about the site and local communities, and the early identification of issues and opportunities for the site and links with the wider area. The workshop was attended by 22 people. A second workshop was held on Monday 14th May 2018 with the purpose of discussing emerging options for the Masterplan Area. This workshop was attended by 25 people. Organisations represented across the two workshops are as follows:

- Canal and River Trust
- Solutia UK Ltd
- Wrexham County Borough Council (officers and elected members)
- Clwydian Range and Dee Valley AONB
- Cadw
- Natural Resources Wales
- Sustrans
- North Wales Wildlife Trust
- Ty Mawr Country Park

- Cefn Mawr Community Council
- Llangollen Rural Community Council
- Llangollen Town Council
- Aqueduct Community Association
- Plas Kynaston Canal Group
- Local business representatives
- Cefn Historical Society
- Dee Valley Community Trust

Engagement with local residents took place by means of two drop-in events held in December 2017 and January 2018 at the Garth and Trevor Community Centre and the George Edwards Memorial Hall respectively. A flyer was produced to publicise the events and was distributed locally, including to local businesses and residents in the immediate vicinity of the Masterplan Area.

The two events were attended by nearly 100 people in total. Visitors were able to view background information to development of the Masterplan and preliminary zoning / ideas. The events were attended by members of the study team, in order to clarify and discuss issues. A series of boards showed clear and concise plans and other visual information (graphics and text). Feedback from people was captured by means of a form produced in both English and Welsh.

