



Severn Valley Regeneration Programme

*Regenerating
the local environment*



INTRODUCTION

Following a successful bid for European Regional Development Funding (ERDF), the Severn Valley Strategic Regeneration Programme was launched in 2010 to cover the Severn Valley area including the three main towns of Welshpool, Newtown and Llanidloes. The programme was delivered by the Welsh Government in partnership with Powys County Council and was completed in 2014. Match-funded by Welsh Government and Powys County Council, the Programme delivered three elements of capital investment designed to improve economic prospects and to make the Severn Valley an attractive area to work, live and visit by:

- providing infrastructure for new and expanding businesses at Abermule and Welshpool
- enhancing the streetscape of three town centres through environmental works in Welshpool, Newtown and Llanidloes
- improving historic business premises with heritage interest throughout the Severn Valley area.

Built Heritage Scheme

This scheme has renovated the external fabric of commercial and business properties of heritage interest, helping to make the Severn Valley attractive to residents, visitors, and businesses. The scheme has transformed key properties and brought vacant properties back into economic use leading to the creation of new jobs and additional investment within the Severn Valley area.

Environmental Enhancement Scheme

The environmental enhancement works in the three main towns were designed, where appropriate, to complement the existing historical context, improve accessibility and complement any associated built heritage schemes.

Site Infrastructure Works in Welshpool and Abermule

The Welsh Government delivered the infrastructure works for the programme by servicing two employment sites to provide a future supply of development plots, mainly for office and light manufacturing purposes, for new and expanding businesses in the Severn Valley.



Abermule Business Park, near Newtown extends in total to 7.2 acres (2.9ha) and provides serviced development plots for a total of 28,500 sq ft (2650 sq m) light industrial and office space.



Offa's Dyke Business Park at Buttington near Welshpool is an extension to an existing successful business park with direct access off the A458 Welshpool to Shrewsbury trunk road. The Severn Valley programme has assisted bringing forward a total of 11 acres (4.5 ha) of serviced development plots, which have been flexibly laid out to accommodate various sizes of unit for light industrial and office use.

Llyndu Terrace and New Street

footways and the removal of kerbs along New Street to create a level surface for pushchairs, shopping trolleys and wheelchairs, etc.

The improved streetscape will encourage more footfall and tourism into the town with easy access via a newly

The work carried out in New Street and Llyndu Terrace, Welshpool, has provided a clear pedestrian route from Berriew Street car park to the town centre, and improved access for local businesses and residents.

The work included improvements to paving, drainage and residents' parking and secured the continued use of the route as a public footway. Local residents were supportive of the improvement to the footway along Llyndu Terrace as uneven surfaces and drainage problems made the route difficult to use, especially by the elderly and disabled. On completion of the works, Llyndu Terrace was formally adopted by the Council.

A consultation with the local community took place which supported the retention of the Victorian brick



installed ramp from the car park. This improved route also forms an important link into Welshpool's network of walking and cycling routes and makes visiting the historic buildings along the Welshpool Heritage Trail more accessible.

Find out more about the Welshpool area by visiting: www.welshpooltowncouncil.gov.uk



Enabling work at 2 Scheduled Ancient Monuments

Two Scheduled Ancient Monuments, the Domen Castell (Motte & Bailey) and the light railway docks are situated side by side on the edge of Welshpool, close to the Old Station between the A483 bypass and Smithfield Road.

These largely unknown hidden gems include a Victorian Crown Bowling Green, now home to the local bowling club, and were mostly overlooked by visitors and locals due to the enclosure of the site and its overgrown state. Domen Castell comprises the substantial earthwork remains of a medieval Motte and Bailey castle and is of great archaeological and historical significance as a likely contender for the first documented native Welsh castle. The lower part of the site is a former Railway Transfer Dock which consists of a platform with cattle pens, track remains and iron fencing and dates from 1903. It is of national importance as the only surviving interchange facility between broad and narrow-gauge railways.

The enhancement scheme included works to open up the access into the site to help promote both historic monuments as visitor attractions. The Severn Valley Programme funded this initial phase of the work which has provided the foundation for further





improvements through a planned 5 year project between the Town Council and CADW.

The scheme has created a new wider access from Smithfield Road and provided footways, cycle parking, and pedestrian crossing points to encourage links with the Town Centre, public transport and the Heritage Trail. Works also included clearing the ditch around the Motte and Bailey for public access.

Tree surveys, archaeological and ecology reports have been produced which will inform future project plans. Some archaeological investigations have been undertaken on the site, with further investigations being planned in the Motte and Bailey area in the future.

Many ideas have been put forward during the scheme for the future of the site and it is seen as a valuable community site where local school and community groups can get involved.

This scheme will ensure that access to and around the monuments will continue to improve and that the site achieves its potential as one of the main attractions on the town's heritage trail, and a gateway to the town from the by-pass.

WELSHPOOL

5&6 High Street Anderson Antiques

A Grade II* listed building dating back to the late C17th. Works included extensive structural repairs to secure the future of the building. Extensive repair and enhancement works were also carried out to the front and side of the property.

Before



After



Christ Church

Church Road

This listed grade II* Church is situated in an elevated position above Welshpool. Works included roof repairs and renewal of associated materials.

Town Hall

Prominent building centrally located within Welshpool Town Centre. Works included stonework and lead work repairs re-instatement of sash windows and structural repairs to the clock tower.

Pheasant Inn

High Street

A Grade II listed building located in the centre of Welshpool. Works included repairs to the front and rear of the building as well as repairs to the roof.



11 Berriew Street

Harrisons Solicitors

Located in Welshpool's conservation area. Works included re-roofing and repairs to facia's and soffits.

The Green Dragon

Mount Street

A Grade II listed building located in the town centre. Works included the overhaul and repair of existing sash windows and repairs to a rear roof, which had failed and was allowing extensive water ingress.

Newtown Streetscape works

Newtown has benefited through the programme from an improved route between the town's bus and rail interchanges. Designed to encourage greater use, it included works to pedestrian and cycle areas and pavement and footway improvements. Existing street lights along the route were refitted with LED lanterns and energy saving units that complement the historic setting and improve safety and accessibility.

The accessible route passes the refurbished Pryce-Jones building and the Old College to a safe crossing point on the main through route. Pedestrians and cyclists are guided past the Methodist Church and towards the town centre, with additional crossing points en route. The remainder of the route passes the war memorial gates at The Park and continues to the Oriel Davies Gallery and bus station.

Additional works ensure connections with other town networks including improved links across the River Severn to the Dolerw Park area as well as the town's riverside path and the National Cycle Route 81. These are designed to encourage the local community and visitors to use the extensive local walking and cycling network to travel



across and out of town into the wider Severn Valley.

Find out more about the Newtown area by visiting: www.newtown.org.uk



NEWTOWN

16 Severn Street

This property underwent a huge transformation with the removal of paint from the brickwork to the frontage, re-instatement of Georgian style sashes to the upper floors and the renovation and enhancement of the shop front.

Before



After



Plas Dolerw

Plas Dolerw was built as a country house in 1826 and overlooks the River Severn. Having been the family home of Pryce Jones. The works included repairs to render and the portico, patch pointing and the replacement of damaged brickwork.

17 Shortbridge Street

Works included the re-instatement of a traditional shop front and sash windows to the upper floors, general repairs and re-roofing.

38 Broad Street

Replacement of the shop front along with the insertion of sash windows to the upper floors has greatly improved the appearance of this property.



Before



After

Cross Chambers

High Street

Replacement of the shop fronts and upper windows, creation of an entrance portico and general repair works including roof repairs have enhanced this property.

The Sportsman

Severn Street

Located in Newtown's conservation area. The works included external repairs, an overhaul of existing windows, the re-instatement of sash windows, repairs to brickwork and re-roofing.

39 Broad Street

Re-instatement of traditional style windows to the upper floors on the front and side elevation along with re-rendering and roof repairs have enhanced the appearance of this town centre corner property.

Great Oak Street, Llanidloes

The key objective of this project was to improve access to the central shopping and market area, providing a significant improvement to the historic setting of Great Oak Street and increasing the attractiveness of the town centre to businesses, residents and tourists.

Sympathetic works to the footways have resulted in enhanced surfaces, renewed signs and street furniture that have been designed to reflect the needs of users and the local environment. Where appropriate, the works have complemented the associated Built Heritage improvement schemes.

The pollarded lime trees have been given extra protection from vehicle damage and some that were missing were replaced. Street lighting was refitted with lower energy units and heritage style lanterns in keeping with the historic nature of the town centre and two “listed” cast iron columns outside the Town Hall were also refurbished.

Paving was refurbished to match the existing paving within the town, replacing the concrete pavers with a more original looking block paving. The cycle parking was refurbished in keeping with the restoration work as were planters and street furniture. Easier access points were installed on the street to assist with pushchairs, shopping trolleys and disabled access.

Find out more about the Llanidloes area by visiting: www.llanidloes.com





LLANIDLOES

The Elephant

The property is situated in the centre of Llanidloes. The work included replacement of the front door and windows with ones of more appropriate styling. Other works included, re-pointing, re-painting and the erection of a portico above the entrance.

Before



After



Station Workshops

A grade II listed former railway station on the edge of the town centre has undergone extensive external repair works to visually enhance the property and to secure its future.

The Unicorn Hotel

This centrally located, late Georgian property is an important part of the street scene in Longbridge Street. Centrally located nearer the cross roads and medieval market hall, this hotel and bistro has recently been refurbished internally but required support for essential exterior repair work.

53 Longbridge Street

This centrally located property has undergone repairs to the roof, chimney, sash windows and the shop front. Re-instatement of two new sash windows to the rear and a new timber stallriser below the shop front.

10 Longbridge Street

This centrally located property has undergone extensive structural repairs to the gable to ensure the future stability of the property. Other repair works have been carried out to the property to enhance its appearance.

Before



After



Cambrian Workshops

This Grade II listed industrial property has undergone major re-roofing works and a vast number of repairs to secure its continued use as a warehouse and to increase the amount of useable floorspace.

51 Longbridge Street

Llanidloes Pharmacy

This centrally located property is also in the conservation area and the works have included minor repairs to the shop front to enhance its appearance.

40-41 Longbridge Street

Woosnam & Davies Newsagents

Works to this town centre property included the replacement of the shop door, removal of shop blinds installation of a timber stall riser and replacement of signage with traditional signwriting, all to enhance the shop front.

LLANIDLOES

Outbuildings to the rear of Llanidloes Town Hall

Lying within the curtilage of the listed Town Hall these vacant outbuildings have been brought back up to a suitable and useable standard to be let as office/workshop space. Extensive repair works have been carried out to these buildings as well as the replacement of the windows.

Before



After



Before



After



11-13 Great Oak Street

This grade II listed property has seen the removal of failing cement render to the frontage and its replacement with lime render, timber repairs to the two shop fronts as well as roof and chimney repairs.

The Mount Inn, Mount Lane

Located just off the main thoroughfare in direct view from the centre of town, the black and white property is within the conservation area and remains in use as a public house. It was in need of repair, particularly to the rear and side elevations, if it was to retain its character and add to the built environment of the conservation area.

Old Fire Station

Located within the conservation area this unique property had undergone many alterations over the years to accommodate a number of different uses. The property has now been extensively repaired and a new more appropriate frontage has been inserted.

Clywedog House

Longbridge Street

This property has undergone extensive structural repairs, particularly to the timber framing to the rear of the property. These supporting and strengthening works have been crucial in sustaining this historic property. Other repair works have been carried out along with the re-instatement of a chimney, traditional style windows and enhancement works to the shop fronts.

Cambrian House, Cambrian Place

Located within the Conservation area this property has seen the re-instatement of traditional sash windows to the front elevation and general repair works.

6 Longbridge Street

This listed property has undergone repair and enhancement works to the frontage to bring back into use a vacant property within the centre of town.

SEVERN VALLEY WIDER

Nags Head

Garthmyl

A prominent Grade II listed property located on the side of the A483 trunk road that had been vacant for five years and had deteriorated greatly from lack of maintenance. Works have included re-roofing, the repair or replacement of windows, renovation of the front timber porch and the replacement of defective bricks and mortar. The property, as a result, has been brought back into use.

Before



After



The Herbert Arms

Kerry

A prominent Grade II listed property located on the side of the A483 trunk road that had been vacant for five years and had deteriorated greatly from lack of maintenance. Works have included re-roofing, chimney repairs, the repair and replacement of windows, renovation of the front timber porch and the replacement of defective bricks and mortar.

Bryn-Y-Cagley

Montgomery

This prominent corner property has undergone repairs to the first floor bay window, re-instatement of the shop front and decoration.

Abermule Hotel

Abermule

A three-storey property recently re-opened after a short closure, it is situated at the entrance to the village of Abermule. Full use of the property was hampered as a result of the considerable maintenance work required.



Before

After



The completed programme included a new roof, chimney rebuilding, a re-leaded front canopy, paint removal off the brick work and pointing.

Checkers Hotel

Montgomery

The property is an old-established public house that had been vacant for eighteen months and required full repairs to the roof structure which was in very poor condition, causing water damage to the internal structure.

The Bluebell Inn

Llangurig

A Grade II listed property within the village centre that became an inn in the nineteenth century. Extensive repairs were carried out externally and included re-roofing, repair and re-instatement of windows and repairs to the timber porches.

SUMMARY

Following on from the completion of Severn Valley Strategic Regeneration Programme, future programmes are commencing:

- Local Growth Zones – looking at specific issues affecting key areas of Powys (further information can be found on the Welsh Government Website)
- The vibrant town's initiative – coming out of the Councils Regeneration Strategy for Powys supporting local solutions for town centre regeneration.
- Sirolli EFFECT – Enterprise facilitation – encouraging local communities to support new businesses. (further information can be found on the Welsh Government Website)

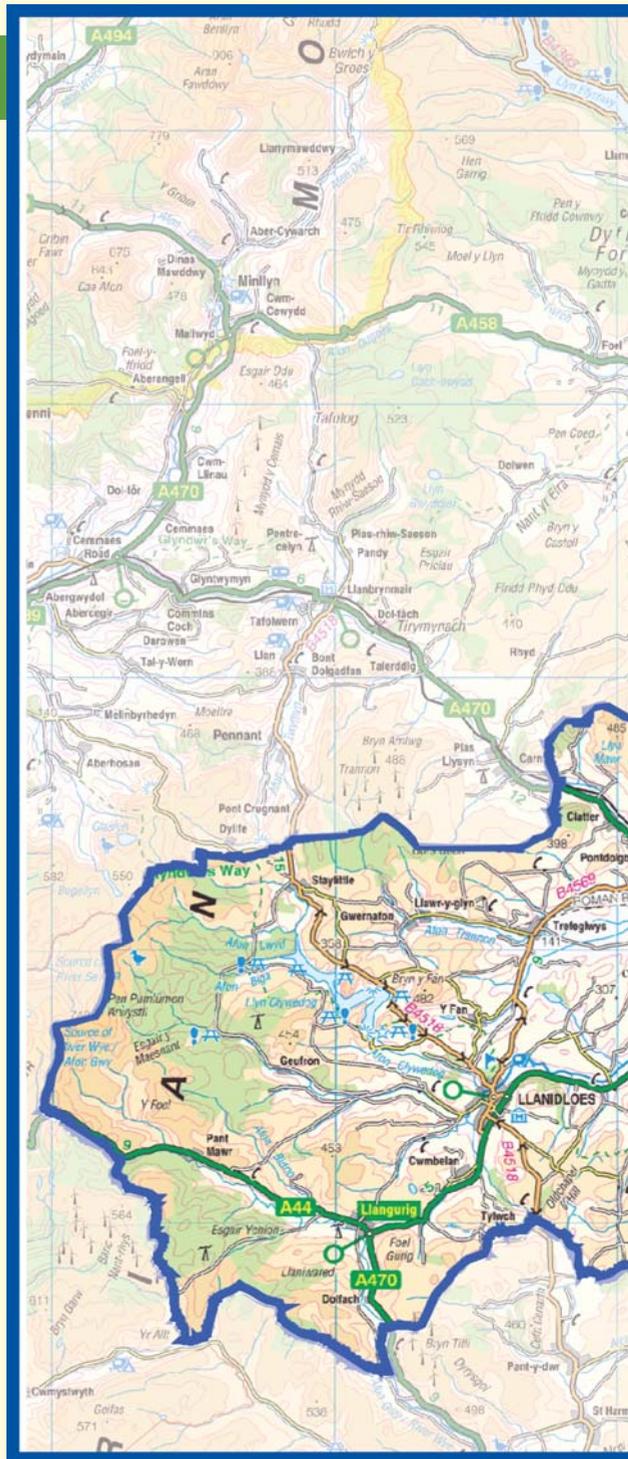
In addition to the above a 5 year management agreement has been secured between CADW and the Town Council to progress the works giving full public access in the future on the Motte and Bailey and Light Railway area in Welshpool.

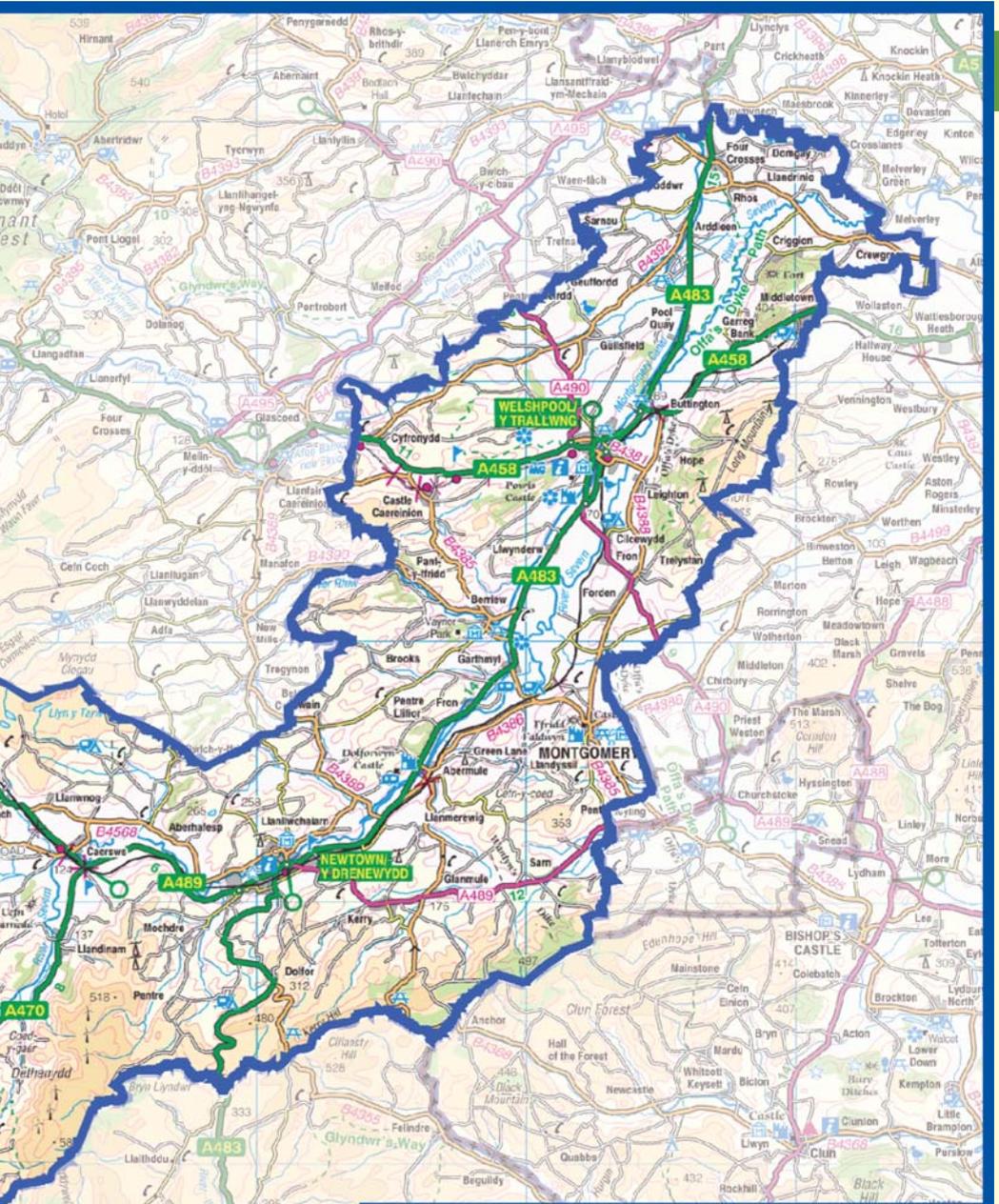
Useful websites

www.midwalesmyway.com

www.cadw.wales.gov.uk

www.canalrivertrust.org.uk





Atgynhychwir y map hwn o ddeunydd yr Arolwg Ordnans gyda chaniatâd yr Arolwg Ordnans ar ran Rheolwr Llyfrfa Ei Mawrhydi. © Hawffraint y Goron. Mae atgynhyrchu heb ganiatâd yn torri Hawffraint y Goron a gall hyn arwain at erlyniad neu achos sifil. 100025371 (2010).

This map is reproduced from Ordnance Survey material with the permission of Ordnance Survey on behalf of the Controller of HMSO © Crown Copyright. Unauthorised reproduction infringes Crown Copyright and may lead to prosecution or civil proceedings. 100025371 (2010).

Gwybodaeth Ychwanegol © Cyngor Sir Powys 2010
 Extra information © Powys County Council 2010



ERDF



Llywodraeth Cymru
Welsh Government

Ewrop & Chymru: Buddsoddi yn eich dyfodol
Cronfa Datblygu Rhanbarthol Ewrop

Europe & Wales: Investing in your future
European Regional Development Fund



Powys



Llywodraeth Cymru
Welsh Government