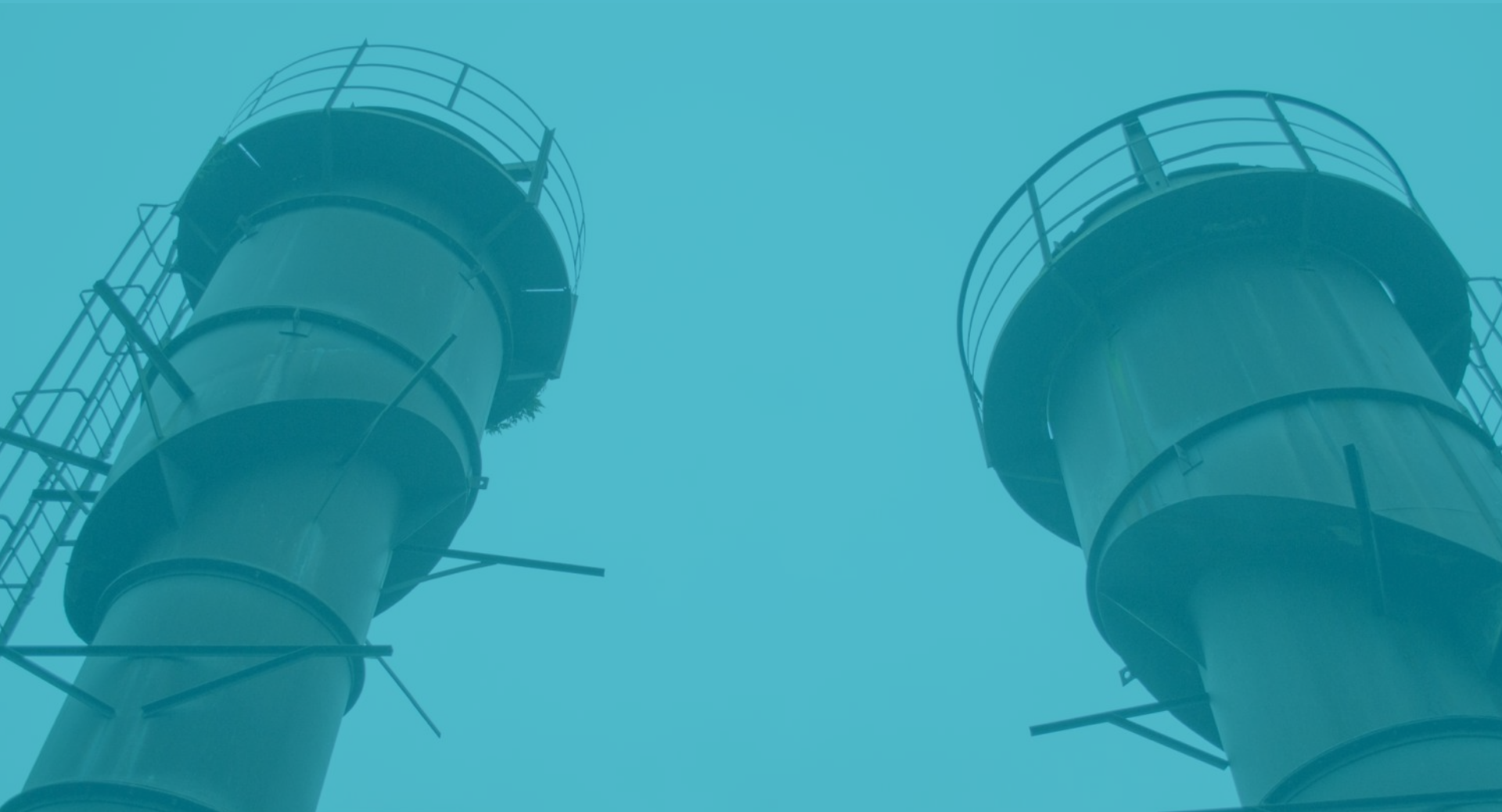


Brymbo Heritage Area Masterplan

July 2015



Contents

Executive Summary

1. Introduction

- 1.1 Report Background
- 1.2 The Prince's Regeneration Trust
- 1.3 Project Background
- 1.4 Planning Context
- 1.5 Masterplanning Process Principles
- 1.6 Masterplanning Process Structure

2. Scoping Day, 11 December 2014

- 2.1 Scoping Day

3. Masterplanning Workshop, 11-12 February 2015

- 3.1 Stakeholder Session
- 3.2 Design Session
- 3.3 Public Meeting

4. Brymbo Heritage Area Masterplan: Considerations and Proposals

- 4.1 Movement and Transportation
- 4.2 A New 'Heart' for Brymbo
- 4.3 The Wider Site
- 4.4 Phasing & Vision
- 4.5 Accommodation Schedule
- 4.6 Community Feedback

5. Next Steps

- 5.1 Timetable for Delivery

Appendices

- Appendix A: Masterplanning Workshop Agenda
- Appendix B: Second Stakeholder Session Attendee List
- Appendix C: Scoping Day Outputs

Executive Summary

This report summarises the results of collaborative planning events run by The Prince's Regeneration Trust (PRT) on behalf of Brymbo Heritage Group (BHG), to determine a route forward for the regeneration of the Brymbo Heritage Area near Wrexham, North Wales and develop an outline spatial masterplan for the site.

BHG's vision is to turn the Heritage Area, which consists of an ancient fossilised forest, partial remains of the eighteenth century Brymbo Ironworks and adjacent areas of brownfield land, into a vibrant, heritage-led mixed use visitor destination and community/enterprise hub. The Heritage Area is part of a wider Brymbo Steelworks site, currently owned by Brymbo Development Ltd (BDL), who have their own masterplan for the area.

The first collaborative planning event was held in December 2014, and involved a wide range of community, local authority-level, and national stakeholders. It included a review of BHG's vision and a SWOT analysis of the site.

The results of this exercise were then taken to a two-

day masterplanning workshop which took place on 11-12 February 2015.

During the first day of the masterplanning workshop a large number of community and local level stakeholders worked in groups to consider five key themes:

- Traffic and transport
- Housing and community facilities / village centre
- Heritage / visitor / education site
- Spatial requirements
- Phasing / delivery / site ownership issues.

Groups were encouraged to express their ideas and proposals through drawings, diagrams and photographs, to help explain and visualise the emerging masterplan.

These thoughts were then taken to the second day by a design team, consisting of representatives from PRT, 5th Studio Architects, and WSP, who worked alongside representatives from BHG and BDL to integrate and develop the ideas generated by stakeholders and produce an outline masterplan.

The proposals were split into two distinct phases:

- **Phase 1** would see a temporary structure placed over the fossil forest to secure the site against weather damage, and allow for geological archaeological activities to be undertaken.

The Machine Shop would be restored to create a welcome / entry point for the site, a gift shop, café, heritage interpretation area, rentable commercial space, and a craft / heritage skills training area, to contribute to revenue generation for BHG. A proposed perimeter fence was discussed, to allow BHG to retain control of the site. The other buildings on the Ironworks site would be allocated to meanwhile uses, and a lift has been considered to run up the charging wall, allowing for greater visitor access.

- **Phase 2** would see the creation of a visitor centre for the fossil forest, and a high-level walkway created through the excavated fossilised trees. The remainder of the Ironworks site would be developed, with a range of uses being considered for the foundry buildings. Garden terraces are proposed for the higher parts of the site above the blast furnace and charging wall, with the creation of an amphitheater on the terraces to the right of the

furnace. The vision also proposes changes to some elements of the BDL masterplan, including a hotel / YHA located in front of the amphitheater (fronting onto Heritage Way), to provide guest accommodation and a source of revenue income for BHG, and shops with flats above on the opposite side of Heritage Way, to respond to BDL's requirement for residential use on the site. Two major public spaces are also proposed – one in front of the machine room, creating an entrance to the BHG site, and a smaller square within it.

While the design team was working on producing the outline masterplan, members of BHG, along with Laura Norris from PRT, discussed next steps for the project and produced a timeline for the implementation of the masterplan.

The results of the design session and the proposed next steps were presented at a public meeting at the end of the masterplanning workshop.

Since the February workshop, plans for the site have been discussed and built upon by BHG. The results of these discussions have been collated into a separate document, "Brymbo's Heritage Renaissance: Preparing for Phase 1".

1. Introduction



1.1 Report Background

In the Spring of 2014, BHG applied for mentoring support through the BRICK (Building Resources, Investment and Community Knowledge) programme run by PRT. The group requested assistance related to their efforts to restore the Brymbo Heritage Area into a vibrant, heritage-led, mixed use visitor destination and community/enterprise hub.

BRICK is a training and mentoring programme funded by the Heritage Lottery Fund (HLF) and a number of corporate sponsors. The key aim of BRICK is to build the capacity of community groups with heritage-led regeneration projects, to assist them in securing funding from private sources and successfully delivering their projects.

BHG's application for BRICK mentoring support was approved in September 2014. The assistance focused on three key areas:

- advising on an appropriate legal structure for BHG
- advising on potential sources of funding
- assisting with putting together a masterplan for the site and identifying a way forward for BHG to achieve their project vision.

In collaboration with BHG, PRT developed and facilitated a series of collaborative planning events aimed at developing an outline masterplan for the Brymbo Heritage Area.

A Scoping Day was held on 11 December 2014, and was led by Biljana Savic, BRICK Programme Director, and Edward Holland, Senior Projects Advisor, both from PRT. Culture and regeneration consultant Lia Ghilardi provided pro bono advice during the day.

A further two day Masterplanning Workshop was then held on 11 and 12 February 2015, with the PRT team consisting of Biljana Savic, Laura Norris, Deputy Operations Director, and Alex Hatt, Assistant Projects Adviser. The design team also included Oliver Smith and Kieran Perkins from 5th Studio Architects (providing pro bono design assistance) and Andrew Cameron from WSP, who acted as transport consultant.

This report begins by introducing the project, PRT and BHG, as well as the local planning context. It then gives an overview of the collaborative planning events and the resulting outline masterplan, including recommendations for its delivery.

1.2 The Prince's Regeneration Trust

PRT was founded by HRH The Prince of Wales in 1996. It has dual charitable objects, covering heritage and regeneration – it works to ensure that important buildings at risk of demolition or decay are preserved, regenerated and re-used, for the benefit of the communities they are located in. PRT works in areas of economic and social deprivation in which its impact can be more greatly felt.

PRT delivers its diverse project work in three ways:

1. Supporting community groups to undertake heritage-led regeneration projects by advising and guiding them through the project development and delivery phases
2. Working with developers, local authorities, government bodies and other organisations to provide expert advice and undertake work on a consultancy basis
3. Acting as a principal by acquiring historic buildings and delivering regeneration projects itself.

In addition PRT shares the learning gained on over 90 projects through its education programme BRICK, publications, networking events and digital media.





1.3 Project Background

A vision for Brymbo's built and natural heritage was first put together in 2005. In 2012, that vision was the subject of a detailed feasibility study, which considered the scope for the area to become a vibrant, heritage-led, mixed use destination. The results of the study were received favorably by BHG. Along with emergency stabilisation work and a programme of community engagement, the progressing of a masterplan was one of the report's key recommendations.

The Brymbo Heritage Area contains:

- Fossilised forest, trapped between two coal seams, c. 280-320 million years old, 5% of which taken out, most remaining in situ
- Brymbo Ironworks (1790s-1890s), incl blast furnace, foundry, casting house, pattern shop and charging wall
- Blast Colliery (1840s-1890s), incl winding house, lamp room, railyard, retaining wall and pit head
- Brymbo Steelworks (1920s-1960s), incl winch room and slope, rail workings, coke chute, machine shop
- Open space, incl area within Ironworks 'courtyard', ecology area by Blast Colliery, Wonderbank spoil heap and 'Valley Slopes' facing Lodge.

The Heritage Area accounts for a little over a fifth of the land area that was once occupied by Brymbo Steelworks. The Steelworks closed in 1990, and were largely demolished during the decade that followed. By 2004 only the buildings that are still in existence today remained, whilst the rest of the site was heavily reworked and reclaimed to produce a two tier plateau ready for regeneration by its land owner, BDL.

By 2006, plans for 600 houses at the southern end of the Steelworks site had been agreed, with most completed before the financial crash of 2008/9. BDL is now progressing with plans for more homes extending northwards, as well as a new primary school, supermarket, retirement community, health centre and other employment uses. These plans are at a masterplanning stage, with only a few full permissions in place.

The Brymbo Heritage Area, which is located at the northwestern edge of the Steelworks site, has always been seen as a key component of the wider masterplan, having the potential to attract higher value businesses and housing, and provide a stimulus for investment in high quality public realm and facilities.





There has been a strong community will to see the site brought back into use ever since the Steelworks closed. Initially the focus was on the provision of replacement jobs. With the changing global economy trends and declining investment in manufacturing, the employment expectations related to the Heritage Area changed too – proposals for the site are now expected to include a small number of quality jobs serving a mix of (non-manufacturing) uses on and around the Heritage Area.

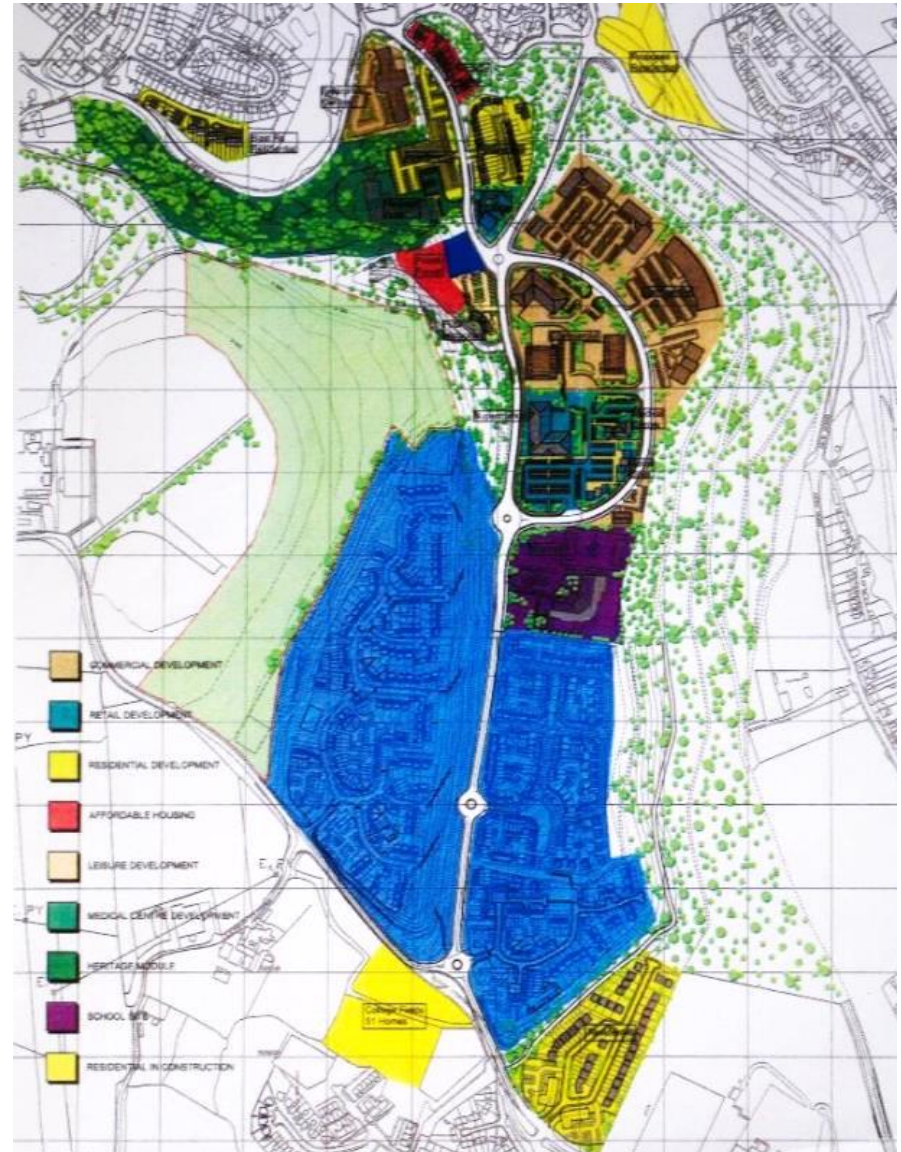
Wrexham County Borough Council (WCBC) has supported the notion of the Heritage Area regeneration over many years, incorporating it as a significant element in its tourism and regeneration strategies. The Council has provided practical support to help BHG develop and test its vision, and guidance on the interim preservation of the heritage assets on the site, as well as used its planning authority powers to secure a capital levy to provide match funding for Phase 1.

The Heritage Area is still in the ownership of BDL. Heads of Terms are being developed to agree the conditions under which the ownership of the area will pass to BHG, a principle condition being the securing of capital funding to achieve the aims of Phase 1 described later in this report.

1.4 Planning Context

The Brymbo Heritage Area forms part of a wider site already subject to a masterplan produced by the landowner, BDL, in 1994. Pertinent points relating to the BHG masterplan are:

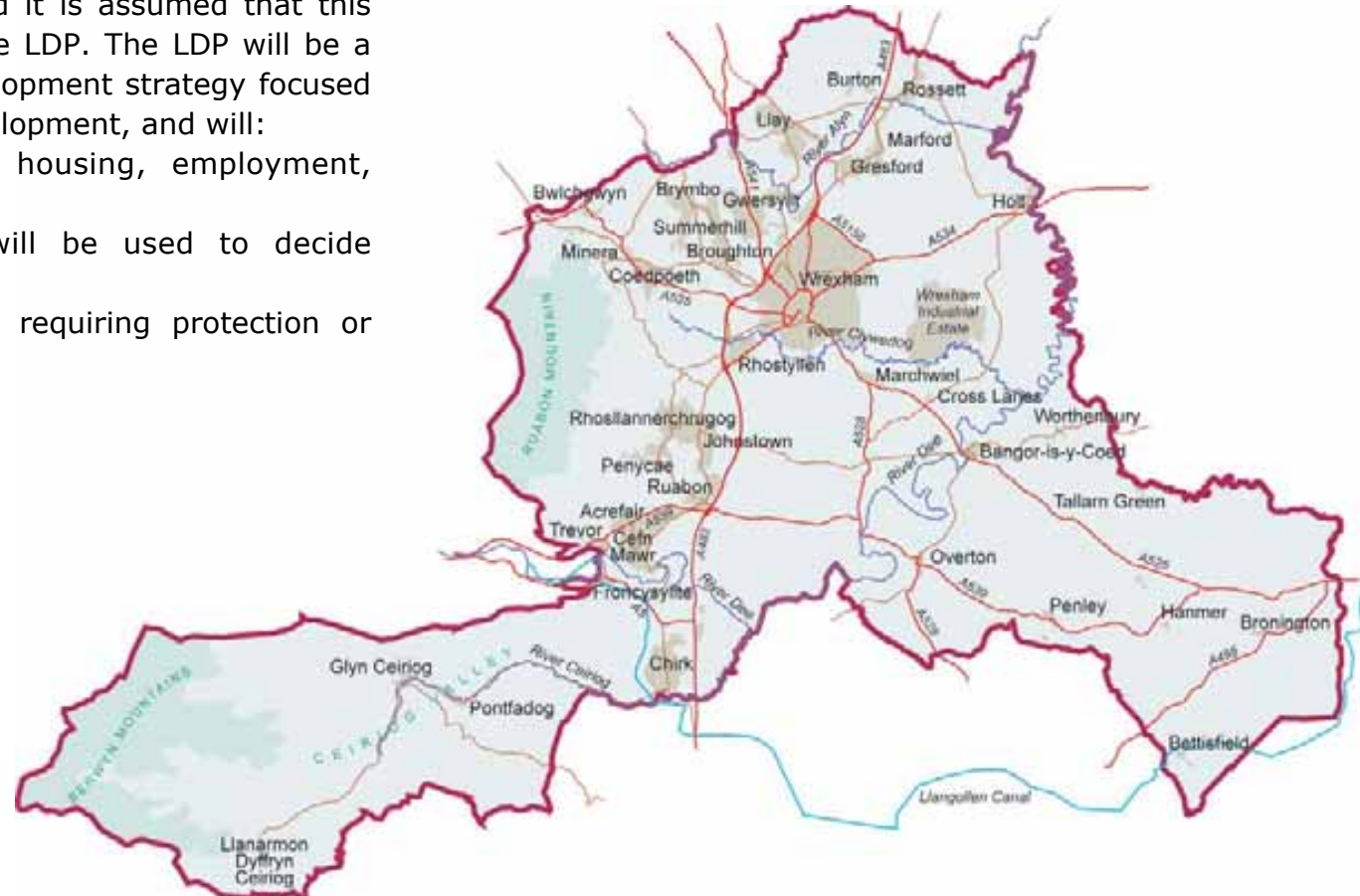
- Development of the BDL masterplan has begun from the southern end housing development (marked in blue on the plan to the right).
- The proposed primary school site (marked in purple) was positioned in the centre of the masterplan, as it was assumed that primary schools in both Brymbo village (to the north of the masterplan site) and Tanyfron (to the south), would close. However, Wrexham Council is now planning to keep Tanyfron Primary open, allowing for the potential of the new school site to be moved closer to Brymbo, where the demand would be greater.
- The proposed retail development (to the north of the school site on the masterplan) has been stalled by the current economic climate; however, the catchment area does not have a large supermarket, and the new housing to the south of the masterplan site will only increase demand.
- The BDL Masterplan shows a residential block fronting the BHG site; this proposal was subsequently abandoned, but BDL are keen to see an equivalent amount of residential use within their plans.



The proposed masterplan for the Brymbo Heritage Area must also be viewed within the context of WCBC planning policy. WCBC is in the process of preparing a Local Development Plan¹ (LDP) to replace the current adopted Unitary Development Plan (UDP). The UDP identified the BDL regeneration initiative as one of the priorities under the plan, and it is assumed that this will be taken forward into the LDP. The LDP will be a long-term land use and development strategy focused on achieving sustainable development, and will:

- guide development for housing, employment, retail and other uses
- set out policies that will be used to decide planning applications and
- safeguard areas of land requiring protection or enhancement.

The draft LDP outlines twelve suggested objectives that will direct the vision for the area; these are shown overleaf. The proposals recommended by this masterplan must be subsequently considered in relation to the published vision of the LDP upon its adoption in March 2018.



3.0 Local Development Plan Objectives:

3.1 The LDP objectives set out what the Plan is trying to achieve and reflect the chosen Vision for the Plan area. It is important that they accord with sustainability principles and will have to be tested against the Sustainability Objectives contained in the Scoping Report. This will help refine the LDP Objectives and identify LDP Options¹²

3.2 The objectives listed below are suggested objectives for the LDP and have been drawn up to directly support the identified Vision for the area.

3.3 **Objective 1:** Meet the future needs of a growing population by providing the right type, mix, quality and amount of development and infrastructure in sustainable and accessible locations, ensuring that the role of Wrexham as a key settlement of national importance in the Wales Spatial Plan Wrexham – Deeside – Chester hub is strengthened;

3.4 **Objective 2:** Foster mixed communities by delivering housing, including affordable homes to meet the needs of the County Borough, ensuring a range of dwelling types, sizes and tenure through the identification of deliverable housing land allocations with supporting social, environmental and physical infrastructure;

3.5 **Objective 3:** Ensuring a supply of jobs to support an increased workforce in the County Borough and surrounding area by providing economic development opportunities to allow existing businesses to expand and grow, and to ensure that the County Borough continues to provide the right type of employment land, in the right location to enable new businesses to locate in Wrexham and take advantage of its strategically accessible location within the wider North East Wales and North West England market region;

3.6 **Objective 4:** Redefine the role and purpose of Wrexham Town Centre as a multifunctional and sustainable destination within the wider North East Wales and North West England sub regions for retail, education, civic, amenity, employment, leisure and residential purposes, and regenerating those areas in need within the town centre to create a better quality environment;

3.7 **Objective 5:** Celebrate and promote all our cultural, historical and natural heritage for tourism and economic development opportunities including realising the importance of protecting and enhancing the Outstanding Universal Value of the Pontcysyllte Aqueduct and Canal World Heritage Site and associated features as well as the surrounding landscape of the Clwydian Range and Dee Valley Area of Outstanding Natural Beauty; together with other assets of cultural, heritage and tourism value for the regeneration benefits these will bring to a socially and economically deprived area of the County Borough;

3.8 **Objective 6:** Promote and encourage a healthy, active and safe lifestyle that improves wellbeing through increasing accessibility to services and facilities by locating development in sustainable locations, protecting our green spaces for people and wildlife and designing safe, secure and walkable communities;

3.9 **Objective 7:** Protect and enhance the natural and historic environment including protected species, international, national and local areas of wildlife and biodiversity interest and landscapes and the interlinks between them including water, soil and air as well as heritage assets including conservation areas and listed buildings;

3.10 **Objective 8:** Conserve, enhance and promote the local culture, character and distinctiveness of Wrexham through recognising, supporting and protecting the Welsh Language and the marked sense of place and local distinctiveness this fosters for the people of the County Borough;

3.11 **Objective 9:** Reduce the need to travel by car by locating new development in the most sustainable locations, within accessible distances by foot, bicycle, bus and rail to jobs, schools, community, leisure and health facilities, homes and shops, as well as seeking to alleviate known highway infrastructure capacity constraints on the road network within the County Borough;

3.12 **Objective 10:** Maximise our resistance to, and prepare for the consequences of climate change by reducing carbon emissions and the demand for energy, promoting the use of renewable resources, avoiding developing in areas of known flood risk and using a green infrastructure based approach to the planning and design of all new development;

3.13 **Objective 11:** Ensure development meets the needs of society and industry, now and in the future, through the provision of an adequate supply of high quality minerals in sustainable locations, the protection of valuable mineral resources from non-mineral development and the reduction of conflict between mineral workings and sensitive land uses;

3.14 **Objective 12:** Facilitate the provision of an integrated network of waste facilities which enable waste to be managed in a sustainable way, in sustainable locations and ensure that new development is carried out in a way that minimises the production of waste and, where it is produced, maximise recycling wherever possible.



1.5 Masterplanning Process Principles

The collaborative design process used to produce this masterplan was based on the Enquiry by Design (EBD) principles. The EBD is a key planning tool introduced by The Prince's Foundation for Building Community (PFBC), which directly involves the local community and other project stakeholders in shaping a vision for a place. It is an intensive design enquiry where most issues are tested by being drawn. The EBD process is facilitated by a multi-disciplinary design/technical team.

Engaging all in a collective, creative EBD process contributes to a greater mutual understanding of the different stakeholders' interests and aspirations, enables early detection of conflicts and synergies, building of consensus, and results in a greater sense of ownership over the resulting proposals and enthusiasm for their implementation.

EBD sessions are held on or close to the site in discussion, and always begin with a site visit, followed by an analysis of the observed constraints and opportunities. Further site visits are often done to get a better feel for whether the emerging design proposals work on the ground.

1.6 Masterplanning Process Structure

The masterplanning process for the Brymbo Heritage Area consisted of five sessions spread over three days:

Scoping Day, 11 December 2014

1. First stakeholder session (by invite only)
2. First public meeting (open)

Masterplanning Workshop, 11-12 February 2015

3. Second stakeholder session (by invite only)
4. Design session (closed)
5. Second public meeting (open)

The event agenda can be found in Appendix A.



2. Scoping Day, 11 December 2014



2.1 Scoping Day

11 December 2014, Brymbo Enterprise Centre

The main **stakeholder session** was attended by over 60 invitees from a wide range of community, local authority-level and national organisations. Its aims were to set the scene, review background information and agree key elements of the design brief for the masterplanning workshop to follow in February.

The audience received a series of presentations which set the context for the realisation of the vision:

- An outline of the vision itself from BHG, including their progress to date and anticipated next steps
- Cadw's view of the significance of Brymbo's industrial heritage in defining Wales' place identity and brand
- WCBC's Regeneration team's presentation on the tourism strategy for the wider area, the importance of concerted destination management and the scope for Brymbo masterplan in this context
- WCBC's Housing team's requirements for housing to be responsive to needs, including opportunities to provide flexible living accommodation within the Heritage Area

- BDL's vision for the wider site and how the Heritage Area complements it.

The participants worked in five groups to consider the strengths, weaknesses, opportunities and threats arising from the presentations and their understanding of the vision and the site; there was widespread positive consensus.

The stakeholder session concluded with a group exercise that listed a wide range of potential uses for the Heritage Area; over 100 unique ideas were listed, many of which were identified by more than one group. Several of the groups also discussed feasibility of some of the proposed uses and implementation mechanisms. The results of this exercise are included in Appendix C.

The day concluded with a **public meeting** to inform the wider community about progress to date, the masterplanning process; present and discuss the key points arising from the stakeholder session earlier in the day and review next steps. Public feedback was overwhelmingly positive and encouraging.

3. Masterplanning Workshop, 11-12 February 2015



3.1 Stakeholder Session

11 February 2015, Brymbo Enterprise Centre

The second stakeholder session was attended by over 30 invitees, many of whom participated in the Scoping Day.

The day began with introductory presentations, including a review of the work done at Scoping Day and a more detailed introduction to the wider masterplan by BDL. This was followed by group discussions and sketching out of ideas based around five key themes:

- Traffic and transport
- Housing and community facilities / village centre
- Heritage / visitor / education site
- Spatial requirements
- Phasing / delivery / site ownership issues.

Groups were encouraged to express their ideas and proposals through drawings and diagrams. These were then used to provide feedback to others during the day and as a basis for the work done during the design session that followed.





3.2 Design Session

12 February 2015, Brymbo Ironworks

The design session was an intense, all day event involving the members of the design team and resulting in a range of masterplanning drawings, visualisation materials and documents, including:

- Land use / spatial diagrams
- Key sections
- Movement / access / parking
- Ideas for key spaces
- Phasing
- Accommodation schedules.

Concurrently, members of BHG, along with Laura Norris from PRT, discussed next steps for the project following the production of the outline masterplan.

3.3 Public Meeting

12 February 2015, Brymbo Enterprise Centre

The public meeting at the end of the masterplanning workshop was designed to present the draft proposals to the local community and receive feedback. The session featured presentations from:

- Colin Davies, BHG – Welcome & Introductions
- Gary Brown, BHG – Project Background
- Biljana Savic, PRT, Oliver Smith, 5th Studios Architects & Kieron Perkins, 5th Studios Architects – Brymbo Heritage Area Masterplan: Proposals
- Gary Brown – Next Steps.

Following the presentations, attendees were asked to comment on what they felt were the positive aspects of the scheme, and whether they had any concerns with regards to the proposals; these are documented in Section 4.6.

Gary Brown concluded the evening by noting that a further session would be taking place a few weeks after the masterplanning exercise to enable BHG to properly digest and if required expand on the proposals generated during the workshop.



4. Brymbo Heritage Area Masterplan: Considerations and Proposals



HERITAGE TRAIL/ROUTE

DESTINATION WREXHAM

- COACH / CAR
- CYCLE / WALK / HORSE

TOURISM - LINK TO OTHER ATTRACTIONS

INDUSTRIAL TOURISM
N. WALES COALFIELD
2-3 DAY TRIP

SIGNAGE - BROWN SIGNS
USE HERITAGE WAY
ERDDIG NAT. TRUST

Better walking and cycling connections

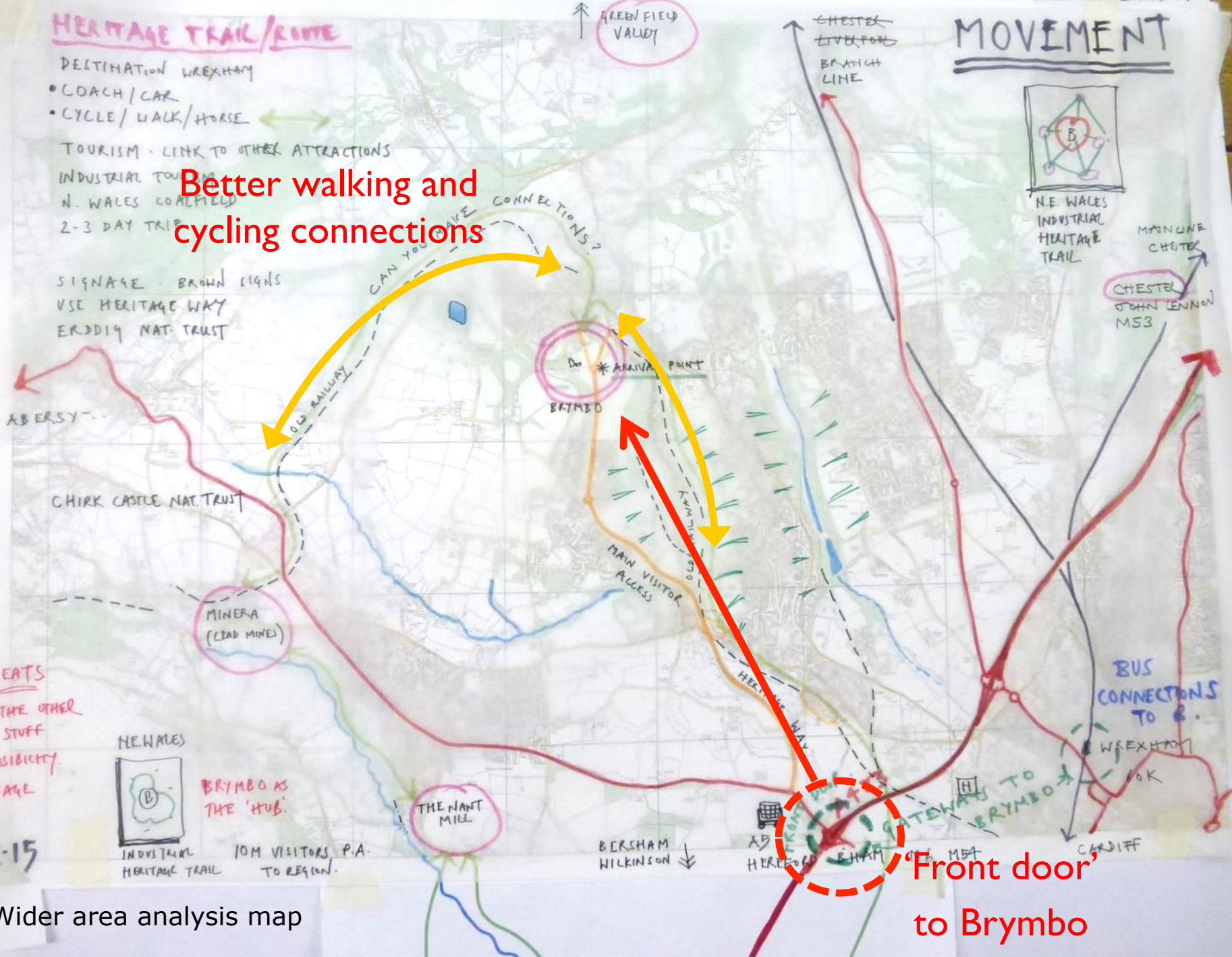
MOVEMENT



N.E. WALES INDUSTRIAL HERITAGE TRAIL

MAINLINE CHESTER

CHESTER JOHN LENNON M53



THREATS
ALL THE OTHER
GOOD STUFF
ACCESSIBILITY
SIGNAGE



BRYMBO AS THE 'HUB'

INDUSTRIAL HERITAGE TRAIL
10M VISITORS P.A. TO REGION.

11-2-15

Wider area analysis map

'Front door' to Brymbo

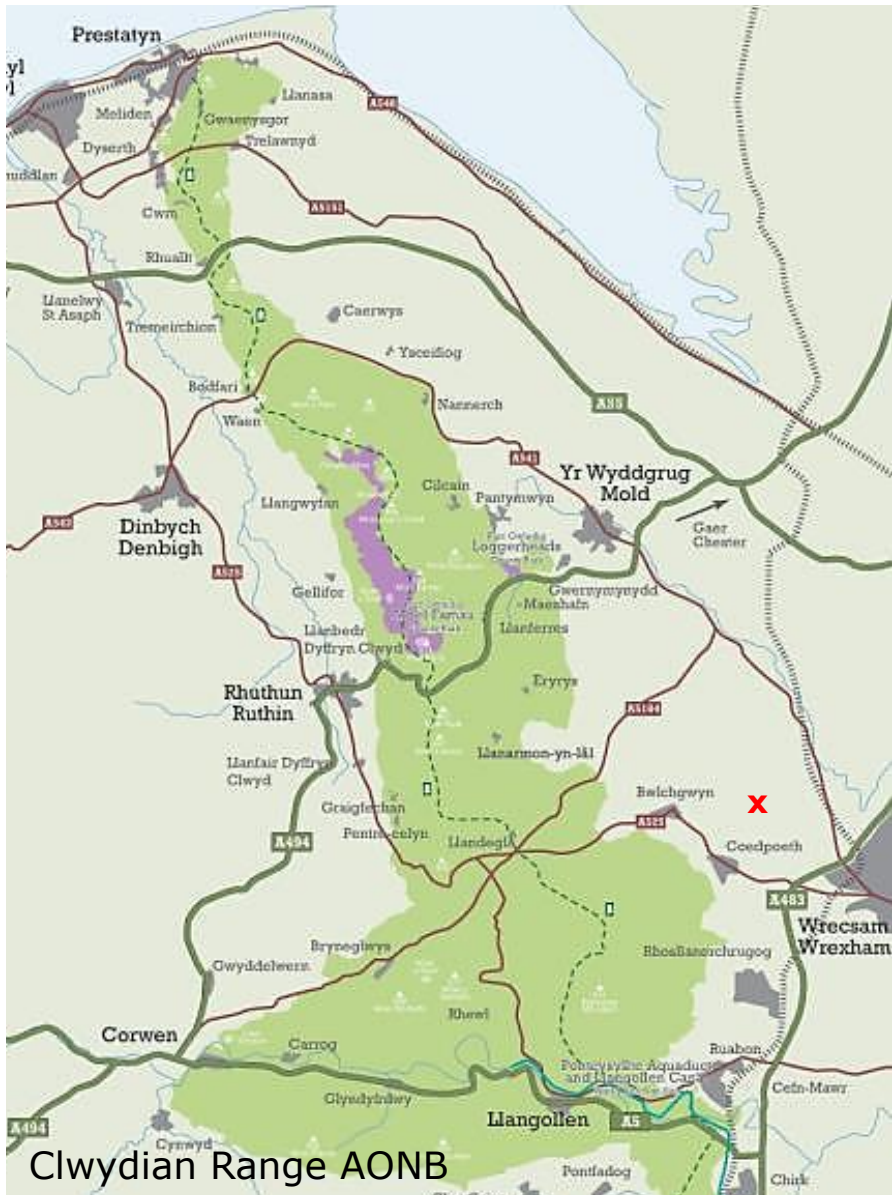
Existing Heritage Walks

There are a number of existing heritage walks around Brymbo, as demonstrated in the map to the right.

A key opportunity for Brymbo is in reinforcing existing and building further links to the attractions in the wider area, including the setting of trails for mountain biking, cycling and hiking and developing the section of Offa's Dyke which runs through the area.

During the first day of the workshop it was noted that the current signage on these trails is relatively poor and needs to be improved.



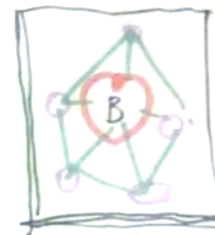


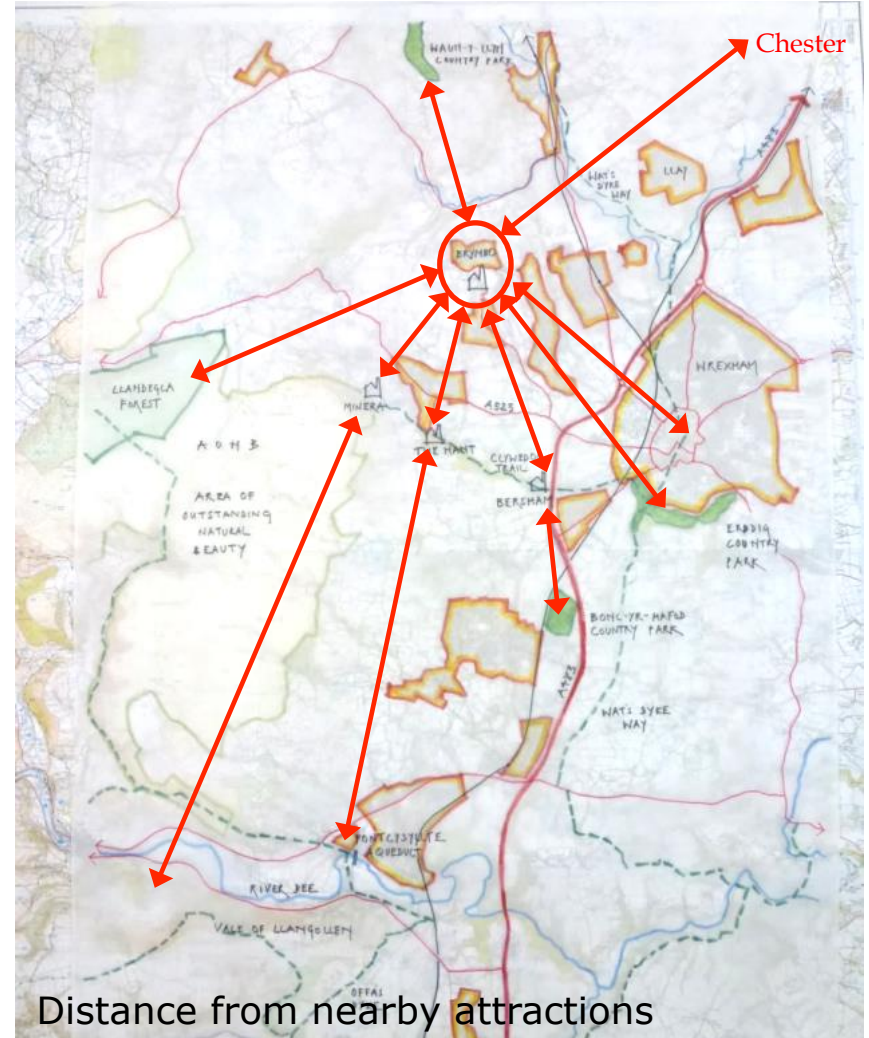
Wider Region Opportunities

More detailed analysis of the wider area shows the Clwydian Range Area of Outstanding Natural Beauty centered on Llangollen (shown to the left, with Brymbo marked as a red cross), country parks, the World Heritage Site of Pontcysyllte Aqueduct, and other visitor attractions in the region that could be included in Brymbo mapping.

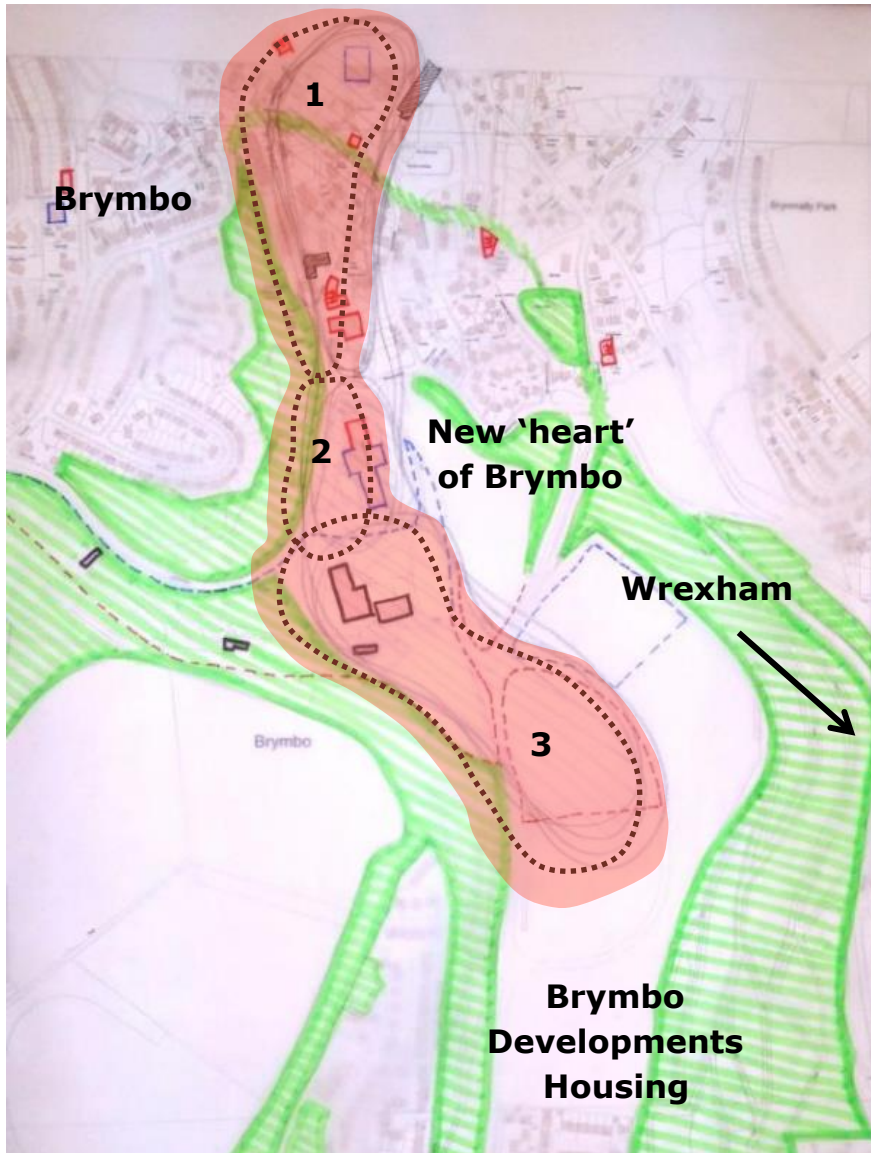
There is a good network of trails south of Brymbo towards Pontcysyllte; however, further work is required to develop connections to the north.

The aim of the masterplan should be to tie Brymbo into the attractions and industrial heritage of north east Wales so that visitors coming for two to three days have a range of experiences to take in. The majority will arrive by car and coach, but there will also be a need to cater for walkers, cyclists, and those who come by public transport.





Wider Area Opportunities



4.2 A New 'Heart' for Brymbo

Brymbo's current high street area (1 on the plan to the right) contains a number of vacant buildings. It was noted during discussion at the group sessions on the 11 February that the village centre requires a new injection of energy.

With the construction of new homes at the south of the Brymbo Developments land, there is scope for the creation of a new 'heart' of Brymbo to the south of the current high street, near the Heritage Area. This would incorporate the non-residential uses within and around the Enterprise Centre on Blast Road (2 on the plan to the right) and the proposed new uses on the Ironworks / fossil forest site (3 on the plan to the right).



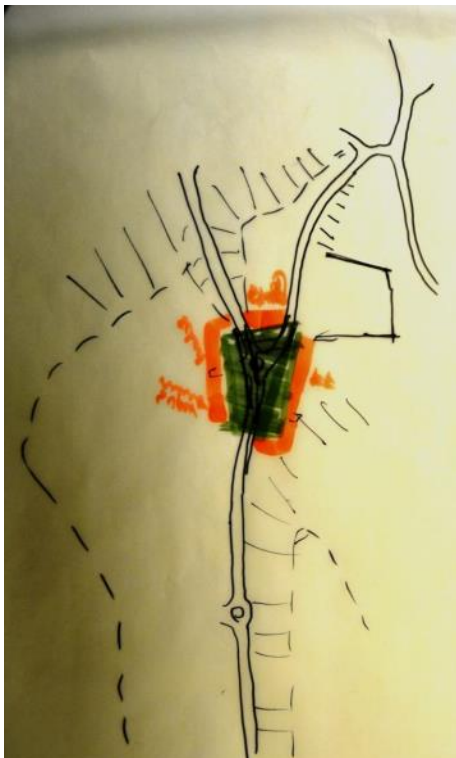
The plan to the left shows the proposed new activity centre in greater detail, with the school and retail development centered around the new roundabout opposite the planned BHG visitor centre / fossil forest.

Also proposed is a new square, extending out from the machine shop area and across Heritage Way, creating a shared space for pedestrians and vehicles. This would contribute to traffic calming, whilst at the same time encouraging better pedestrian connections between the two sides of the street. It was suggested that this new shared space could be named Robertson Square after Henry Robertson, who developed the Ironworks on the site in the mid-nineteenth century. A second square created as part of the BHG site was given the proposed name Wilkinson Square, after the great 'ironmaster' John Wilkinson, who moved his ironworks to Brymbo in the late eighteenth century.

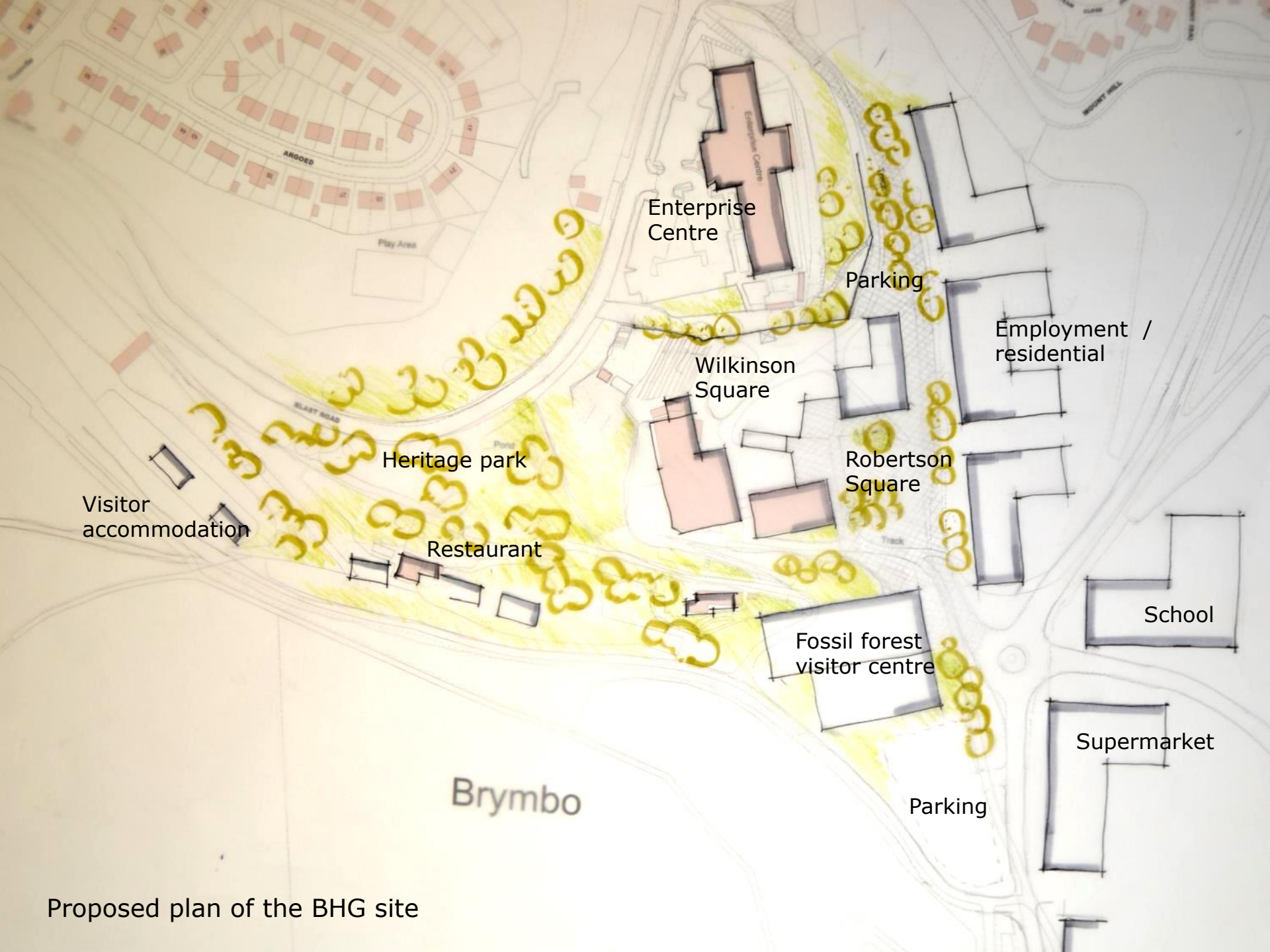
The proposed residential blocks to the north of the school (and directly opposite the BHG site) would have 'active uses' (ie retail, leisure, offices) at ground level. Together with the proposed café on the ground floor of the machine shop (overlooking Robertson Square) and active uses on the ground floor of the new building at the entrance to the BHG site (fronting onto Robertson Square and Heritage Way) they would define the new square, keep it active and contribute to creating an attractive entrance to the BHG site.

This and the following pages show how this concept was developed during the masterplanning workshop, culminating with the proposed final plan as shown on p. 43. Drawing on P. 33 shows the proposed active

frontages around the proposed key public spaces and new pedestrian routes through the BHG site, establishing better links with the Enterprise Centre site and the rest of the village, helping to create a 'walkable neighbourhood'.



Spatial diagrams sketched during the Stakeholder Sessions (left) and Design Session (right)



Enterprise Centre

Parking

Employment / residential

Wilkinson Square

Robertson Square

Heritage park

Visitor accommodation

Restaurant

School

Fossil forest visitor centre

Supermarket

Brymbo

Parking

Proposed plan of the BHM site

Key

- ■ ■ ■ Key pedestrian routes across the BHG site
- Proposed new active frontages



Enterprise Centre

Parking

Employment / residential

Wilkinson Square

Robertson Square

Heritage park

Pond

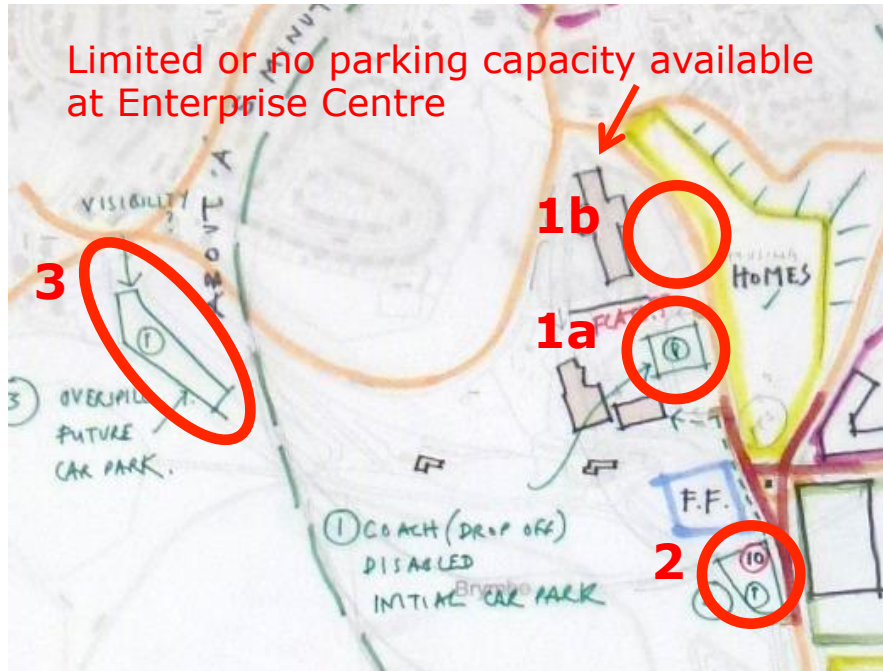
Restaurant

Visitor accommodation

Track

Fossil forest visitor centre

'Walkable Neighbourhood' visualisation



Car Parking

A concern amongst participants of the stakeholder session was how the creation of a new heart for Brymbo would affect the requirement for parking spaces within the BHG site, particularly as the current provision of car parking at the Enterprise Centre would be unable to meet the demand of a new visitor attraction.

Discussions amongst participants and the design team subsequently identified three location for additional car parking :

1. Coach drop off, parking and disabled parking to be provided at the main entrance in Heritage Way, with potential to displace parking to accommodate new buildings (1a). New parking and/or buildings could stretch northwards below Enterprise Centre (1b).
2. Site to the south of the fossil forest to be used for parking as demand grows.
3. Blast Road to provide access to NW edge of ecological area for overflow parking when demand requires additional spaces, should this area not otherwise be developed.

These proposals would need to be balanced with the requirements for parking for the school and retail developments opposite the BHG site.



Dumper



View from the
Wonderbank



Skip



Ladle



Tipple
Coke
Shoot



Base



Trucks



Slag heap



Bridge

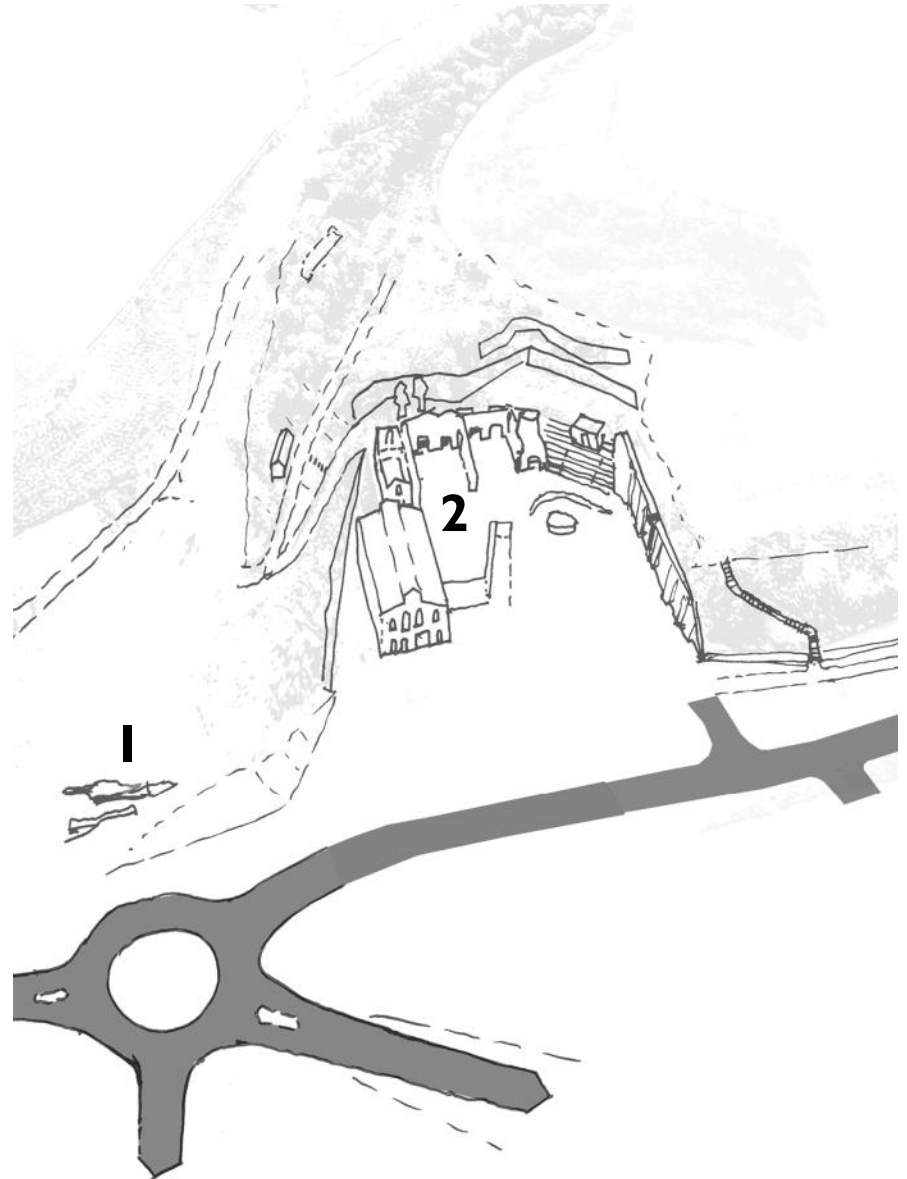
Landscape and industrial artifacts

4.4 Phasing and Vision

A Strategy

Central to the masterplanning exercise was a discussion as to the proposed phasing of the scheme for the BHG site. It was recognised that the fossil forest (1) would be the biggest draw and the key to the success and viability of the whole project. However, it was also recognised that development of the fossil forest site would take time and would not be fully open to visitors during the first phase; instead a temporary exhibit would be created, combined with geological / archaeological activities and excavation.

It was therefore agreed that focus should be initially on the Ironworks site (2), particularly in providing locations for heritage interpretation and incorporating uses that will bring in sufficient income to allow BHG to continue as an organisation and prepare for further stages of work.



Phase 1

Phase 1 would therefore see a temporary structure placed over the fossil forest (1) to secure the site against weather damage, and allow for geological archaeological activities to be undertaken by professionals, giving visitors something to see during their visits.

Central to this phase would be the restoration of the machine shop (2), creating a welcome / entry point for the site, a gift shop, café, heritage interpretation area, rentable commercial space, and a craft / heritage skills training area, all geared towards revenue generation for BHG.

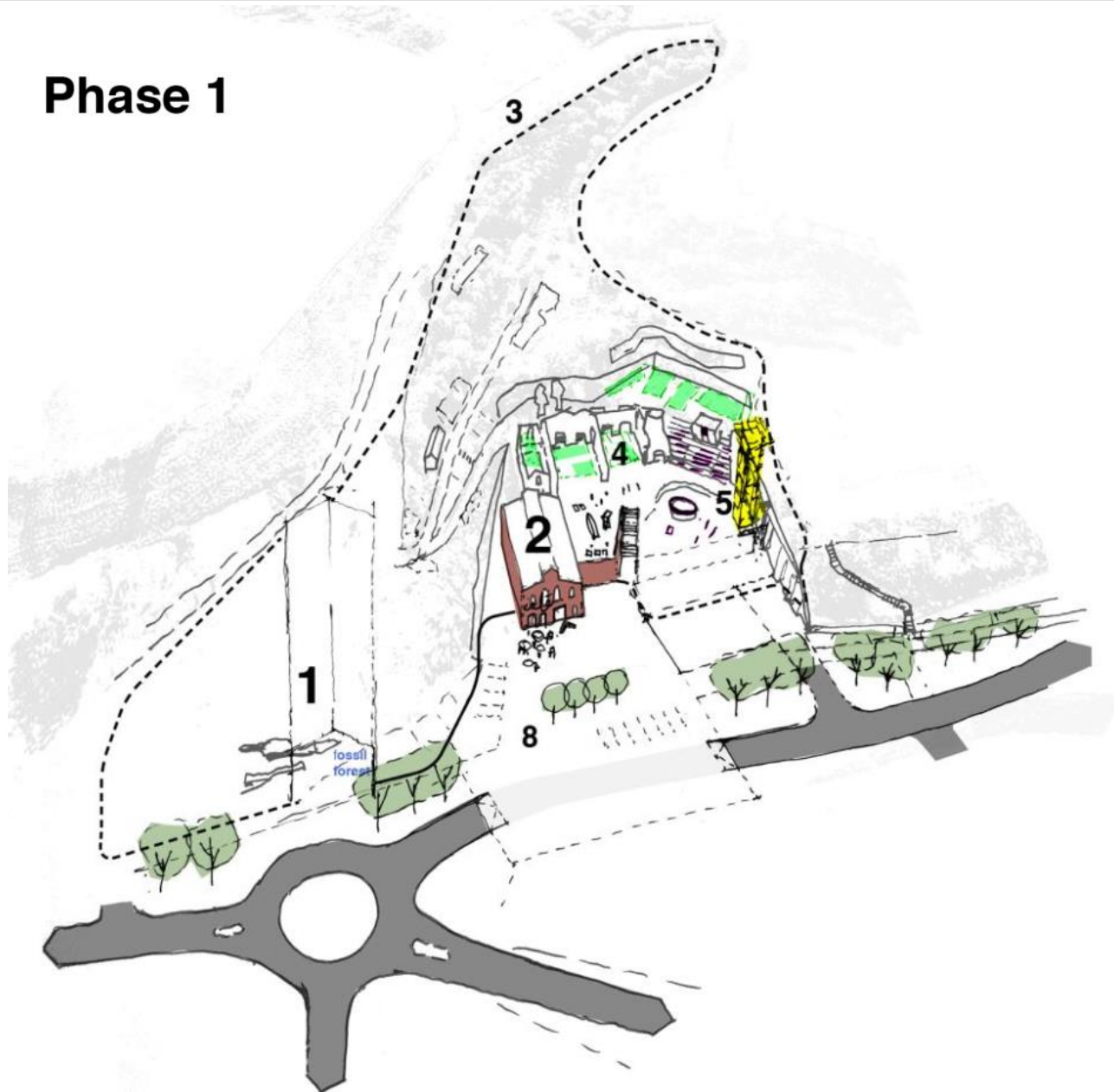
In order to ensure that BHG retains control of the site, this phase also incorporates the construction of a fenced perimeter around the site (3).

Given the limitations on funding during this Phase, it was agreed that the remaining buildings on the Ironworks site would not be fully restored. Instead, they would be turned to meanwhile uses (4), stabilising the buildings as ruins and turning them into managed gardens - a visualisation of how this might look is provided on p. 41.

Further landscaping work would be undertaken to the area to the rear of the Ironworks site, possibly with the creation of pathways using the historic rail tracks (see p. 40). In order to improve access to the wider area / the Enterprise Centre site, and enhance the visitor experience, it was agreed that an option for a lift / viewing tower, running up against the charging wall, would be considered (5), dependent upon funding available. This would be a part of a route from the machine room up to the back of the site, which would host further interpretation materials.

Finally, initial car parking facilities for visitors would be created to the north of Robertson Square, off Heritage Way.

Phase 1





Example of pathways created using historic rail track



Visualisation of managed gardens in the remaining Ironworks buildings



Visualisation of a high level walkway through the fossil forest

Full Vision

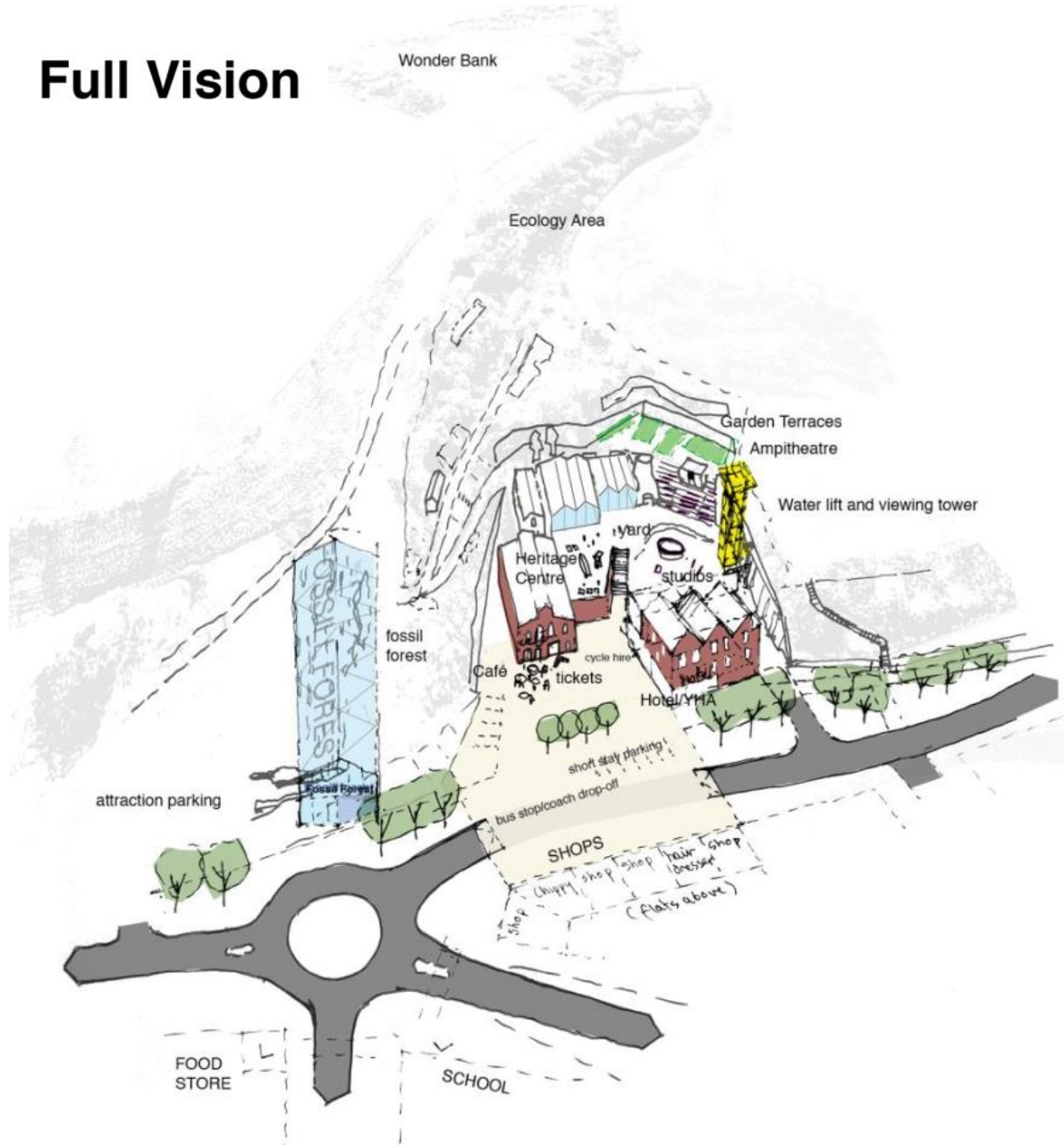
The full vision for the site sees the creation of a visitor centre for the fossil forest, which will be central to providing a visitor draw for the site. It was suggested that a high-level walkway could be created through the excavated fossilised trees - see a visual mock-up to the left.

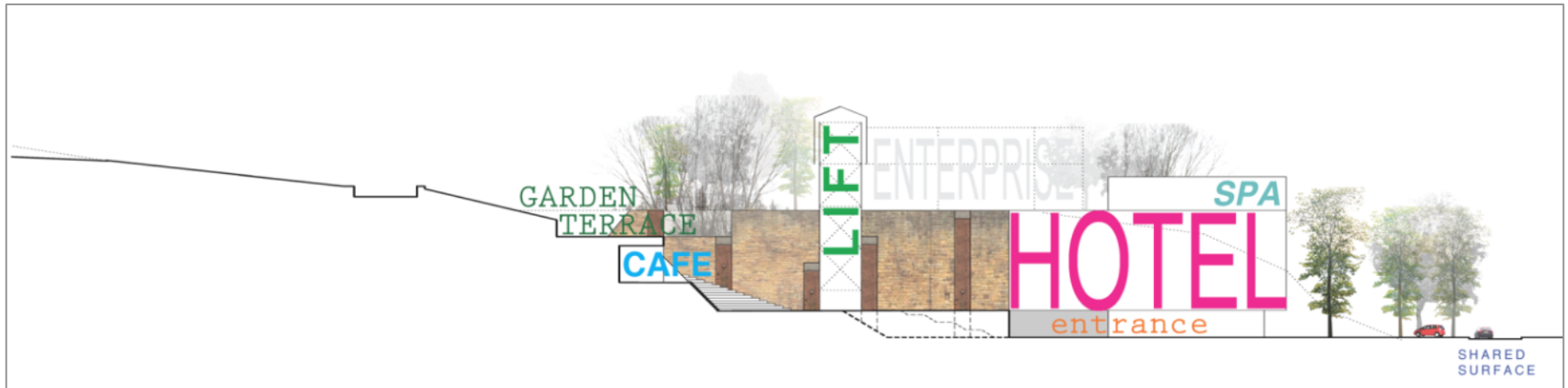
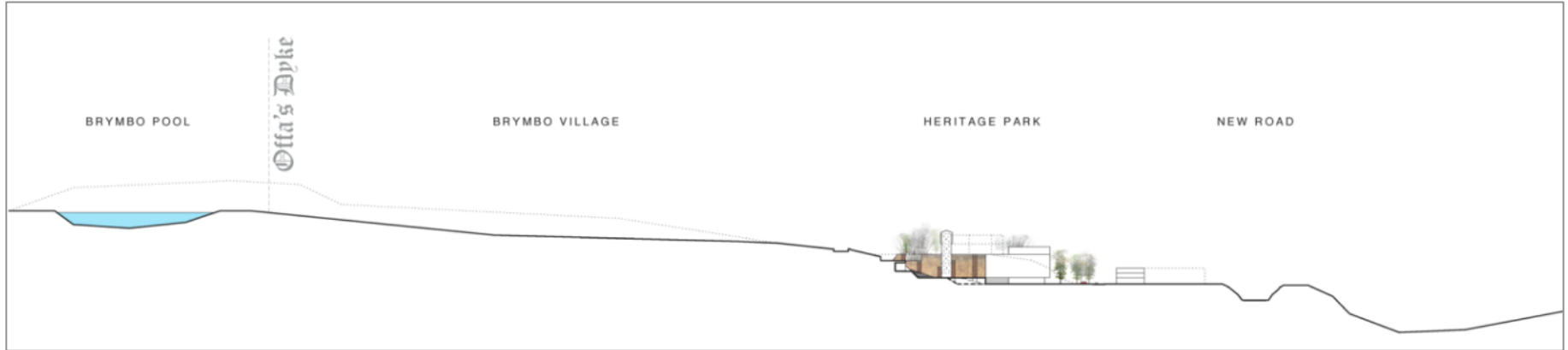
The remainder of the Ironworks site will be developed, with a range of uses being considered for the foundry buildings, including space for small creative industries or further heritage interpretation. Garden terraces are proposed for the higher parts of the site above the blast furnace and charging wall, with the creation of an amphitheater for outdoor events on the terraces to the right of the furnace.

The vision also proposed changes to a number of elements of the BDL masterplan, including a hotel / YHA to the front of the amphitheater / the BHG site, to provide guest accommodation and a source of income for BHG, as well as the creation of shops with flats above on the opposite side of Heritage Way, to provide BDL with additional residential use.

These plans have subsequently been discussed and built upon by BHG.

Full Vision





Sections showing the proposed final vision for the BHG site

4.5 Accommodation Schedule

As part of the masterplanning exercise, Matthew Gregory from TACP Architects helped BHG develop the accommodation schedule shown to the right. It includes the area currently available for use by BHG and the proposed area requirements for BHG's vision.

The schedule shows that a limited amount of further new-build space will be required to create the full vision for the site; however, any new building should not be too imposing upon the current landscape nor heritage value of the site; and might not be required if effective space saving measures were undertaken.

In particular, it should be noted that the schedule includes an 'all-in' list of potential commercial opportunities arrived at during the Scoping Day in December, some of which could be sacrificed.

Existing Buildings		
	m2	ft2
Machine Shop	622	6695
Foundry and Cast House	857	9225
Pattern Shop	383	4123
1960's Building	57	614
Agents House	78	840
Pit Head Buildings	111	1195
Total Existing Builing Floor Area	2108	22690

Proposed Uses Potential Areas Required		
Visitor Facilities		
Entrance Lobby	10	108
Visitor Centre	250	2691
Exhibition	250	2691
Cafe and catering for 25 covers	75	807
Administration	20	215
Welfare	30	323
Sub Total	635	6835

Commercial Opportunities		
Offices (Various sizes)	50	538
Meeting rooms (Various sizes)	75	807
Craft Units	125	1345
Market Area	150	1615
Bakery	30	323
Micro Brewery	35	377
Licensed Restuarant	250	2691
Holiday Let/Accomdation	150	1615
Youth Hostel	50	538
Recording Studio	40	431
Allowance for circulation etc	125	1345
Sub Total	1080	11625

Community Uses		
Community Space	100	1076
Space for Young People	25	269
Construction Skills	200	2153
Sub Total	325	3498

Support Facilities		
Toilets	50	538
Charity Managment Offices	25	269
Staff Facilities	35	377
IT Servers	40	431
Plant rooms and serices	150	1615
Circulation stairs and lifts say 10%	250	2691
Sub Total	440	4736

Total Floor area estimate	2480	26694
----------------------------------	-------------	--------------



4.6 Community Feedback

Following the presentation of the emerging masterplan to the public, opportunity was given for attendees to comment. The feedback on the scheme and its phasing received during this session was overwhelmingly positive and it was noted that the support of BDL was particularly positive.

A number of concerns were, however, raised:

- The design of the proposed commercial building around the new public square would need to be handled carefully to ensure they are representative of both the local area and do not detract from the BHG site.
- BHG would need to ensure that the perimeter fence is secure.
- No firm proposal had been secured for the listed agents house.
- The floor of the machine shop will need to be reinforced prior to use.
- There were concerns about theft and the general safety of the site prior to it being made secure.
- Attention would need to be paid to traffic calming and parking if the school is to be moved nearer to the roundabout.
- It would be useful to have the masterplan and other written materials translated into Welsh to ensure full accessibility.

5. Next steps



5.1 Timetable for Delivery

During the Design Session, members of BHG discussed a timetable for delivery of the project following the Masterplanning Workshop, as summarised in the table below.

Stage	Description	Target Timescale
1	Presenting and pursuing the Masterplan <ul style="list-style-type: none"> • Partnership group • Community partners • Statutory partners • Potential funding partners 	Autumn 2015
2	Preparing to secure Phase 1 funding <ul style="list-style-type: none"> • Ownership and heads of terms • Concept sketches • Get an elemental cost outline for whole project +/- 20% • Funding strategy research and pre-applications • Business planning, branding, organisational development • Outline conservation plan • Outline activity plan 	Autumn / Winter 2015
3	Phase 1 HLF First Round application	Winter 2015/16

<p>4</p>	<p>Starting Phase I – Development Stage (12 months)</p> <ul style="list-style-type: none"> • Procuring design team and consultants • Firming up Phase I proposals and designs • Firming up costs of physical work • Specialist reports – archaeology, environmental etc • Activity plan and business plan • Funding plan and securing match • Statutory permissions • Readiness to transfer ownership of relevant parcels 	<p>April 2016 to March 2017</p>
<p>5</p>	<p>HLF Second Round application</p>	<p>Spring 2017</p>
<p>6</p>	<p>Delivery of the build project for Phase 1 (capital phase c. 12-15 months)</p>	<p>June 2017 to June 2018</p>
<p>7</p>	<p>Phase 1 operational and delivering activities (3 years)</p>	<p>April 2018 to March 2021</p>
<p>8</p>	<p>Prepare Phase 2 application (at start of Year 3)</p>	<p>April 2020</p>
<p>9</p>	<p>Phase 2 First & Second Rounds, operational</p>	<p>2021 to 2025</p>

Appendix A

Masterplanning Workshop Agenda

Time	Agenda item
	DAY 1 - STAKEHOLDER SESSION
10.00	Tour of Brymbo Ironworks and surrounding area led by Brymbo Heritage Group
11.00	Introduction to the workshop Biljana Savic, The Prince's Regeneration Trust
11:10	Summary of the Scoping Day – proposed uses Gary Brown, BHG
11:20	Existing masterplan for the wider site Brymbo Development Company
11.30	Group work – SWOT analysis / mapping out of context and analysis of spatial requirements for proposed uses <ul style="list-style-type: none"> • Traffic and transport • Housing and community facilities / village centre • Heritage / visitor / education centre site • Spatial requirements • Phasing, delivery, site ownership issues
12.30	Report back
13.00	Lunch
14.00	Questions and introduction to afternoon session
14.15	Group work – masterplan options Groups to focus on different aspects <ul style="list-style-type: none"> • Traffic and transport, parking strategy • Housing and community facilities / village centre • Heritage / visitor / education centre • Key site options, eg school, housing, public space • Phasing, delivery, site ownership issues
16.00	Tea and coffee
16.15	Feedback and amalgamation of options
17.15	Wrap up
17.30	End of Day 1 workshop
17.15	Post-workshop design team & BHG debrief
18.00	Design team departs

Time	Agenda item
	DAY 2 – DESIGN SESSION
9.30	Team briefing
9.45	Detailed design work (including site visits as necessary) Draft masterplan
13:00	Lunch
13:30	Design work continues
17.00	Final review of slides
17.30	Close of design workshop
	PUBLIC OPEN MEETING
18.00	Welcome and introduction Biljana Savic, Prince's Regeneration Trust
18.10	Welcome from Brymbo Heritage Group Gary Brown, Brymbo Heritage Group
18.20	Welcome from Leader of Wrexham Maelor B.C.
18.30	Brymbo Heritage DVD
18.45	Presentation of masterplanning proposals generated during workshop Biljana Savic / Gary Brown
19.15	Q&A / discussion
20.15	Next steps
20.30	Close

Appendix B

Second Stakeholder Session Attendee List

First Name	Surname	Organisation
Nick	Amyes	BHG
Mike	Barclay	WCBC
Joe	Bickerton	WCBC
Paul	Blackburn	WCBC
Jamie	Breggan	WCBC
Gary	Brown	BHG
Karen	Brown	BTRT
Andy	Cameron	WSP
Ross	Cook	Archaeaodomus
Colin	Davies	BHG
Will	Davies	Cadw
Matt	Ferguson	BDL
Andrew	Foster	BDL
Jonathan	Gammond	WCBC
David	Gittins	Cynefin
Matthew	Gregory	TACP
Steve	Grenter	WCBC
Brian	Gresty	BHG
Sue	Hannaby	BHG
Kate	Harcus	Business Supporting Communities
Alex	Hatt	PRT
Steve	Jones	Ffin
Ken	Matthews	BHG
Chris	McLean	BHG
Ian	McLean	BHG
Peter	Middleton	HLF Mentor
Laura	Norris	PRT
Paula	Parry	WCBC
Kieran	Perkins	5 th Studio
Kasia	Pugh	BHG
Raymond	Roberts	NRW

First Name	Surname	Organisation
Henry	Robertson	
Paul	Smith	ECBC
Biljana	Savic	PRT
Linda	Sharp	WCBC
Oliver	Smith	5 th Studio
Catherine	Speed	WCBC
Brian	Stapely	BHG
Paul	Tincello	WCBC
Phil	Walker	Byrom Clarke Roberts
Gordon	Watkinson	BHG
Keith	Williams	BHG
Bernard	Winstanley	BHG

Abbreviations:

BHG – Brymbo Heritage Group

BTRT – Brymbo and Tanyfron Regeneration Trust

HLF – Heritage Lottery Fund

NRW – Natural Resources Wales

PRT – The Prince's Regeneration Trust

TACP – TACP Architects

WCBC – Wrexham County Borough Council

WSP – WSP Global

Appendix C

Scoping Day Outputs

Notes from Scoping Day

11 December 2014

SWOT analysis

STRENGTHS

Brymbo heritage group – position and ability
Significance of heritage (international)
BHG's passion and ability
Partners (number and quality of)
Lots of ex-employees of steelworks
Whole story of 300m years of heritage is unique
Breadth of visitor offer, great variety
Support of land owners / developers
Road past site
Size of site
Community engagement
Volunteers
BTRT as a model that works that can be replicated
Great story
BDL support
Partner support
Breadth of site
Compactness of key elements
Atmospheric
Volunteers' enthusiasm
Topography
Detailed understanding of heritage & buildings
Site lines / view points

Potential of buildings
Public transport links
Spine road Potential facility Location
Fossil site
The 'mix'
Some ideas are still evolving
Potential footfall
Celebrate the history and invest in the future
Bringing in multi-use facility and recreating history
Business units
Conserving historic buildings
Living space offers secure income
Fossil forest has potential to bring in large visitors
Iron making industry offers heritage trails
Events lead to increased visitor numbers
Training opportunities

WEAKNESSES

Some routes need reviewing
Cohesion with wider development site
Parking
Security
Maintenance
Overreliance on community involvements
Public liability?
Health & Safety?
Topography
Consideration of phased plan – what first?
Security
Location
Lack of signage
Security
Condition of buildings
Funding (sources and amounts needed)
No plan B
Public liability
Project manager/team – huge scale of project
2 separate master plans – BDL and BHG (Housing & heritage)
Health & safety
Levels / topography
Sheer state of buildings
Site access and safety
Size could be too big

Already proven to be difficult if heritage alone (needs mixed economy)
Brand?
National?
Location away from 'A' roads
Need to balance community focus with visitor focus

OPPORTUNITIES

Keeping the place alive
Signage
Spine road – open
Creation of a destination
Limitation of other visitor sites
Advertising - joining up story
Visitor accommodation
Partnership working – LR, WHS
Building on existing sites
Intergenerational --- CYP, families, older people
Cycle routes, nature trails
Lower bank areas – picnics etc
Sculpture trails
Slides
Community involvement – user groups
Site topography suited to renewable energy
Could be Wales' first heritage skills centre
Opportunity for heritage led community regeneration
(inc jobs)
Restore sense of place / feeling of community
Opportunity to explain industrial heritage of area
Co---promotion from other local attractions (inc WHS)
Funding opportunities because of strengths
Sponsorship?
Research opportunity – Glyndwr Uni
Create jobs

Education – primary onwards
Ecology area – unique flora and fauna
Generate income from first phase to sustain further phases
Partnership working with BTRT (to support each other)
Can pass on knowledge of manufacturing to future generations
Student accommodation
To be dynamic more than nostalgic
Community hub – clustering
To offer continuity to old community and offer new services to all
Mountain bike trail and orienteering route
Horse riding
The story of Lodge and steel
Climbing wall and picnic areas
Amphitheatre
State of the art in whatever it does – continuing the tradition of inventiveness
Publicity further afield; put it on the map; educational aspect – industry, skills, geology; maintaining old image/usage

THREATS

Transport links – limit tourism
Development of apartments adjacent to main site, location & type
Access in and out of the site
Quality of new build to tie in
BHG's development aspirations (housing in particular for revenue)
Parking
Long term maintenance
Keeping focus / heritage integrity
Meeting costs
Shouldn't try to ape Iron Bridge / Blaenavon
Need to sustain enthusiasm
Unclear approach / sense of arrival / boundary
Limited parking options
Unclear relationship with wider steelworks site regeneration
Danger of losing 'beauty' of old buildings when reused
Newts
New development – no firm outline on all development
Cost – too much to raise
Will people visit? Depends on promotion and management
Change of political landscape
Security

Condition of buildings
Bad weather
Time to deliver peoples' expectations
Funding – long term?
Can we secure all the resources we need?
Capital for new build
Cost too much to raise / too long term / not all aspect fundable too much to raise; too long term; not all aspects easy to fund

Notes from Scoping Day

11 December 2014

Comments and ideas for potential uses

Education centre; training; micro brewery; cafe; visitor centre; shops; workshops; recording studios; meeting rooms (>15, <50); Holiday lets; office space (for BHG and to let out); old train as accommodation; community park (for cyclists, horse riders and walkers); community space.

Car parking – where? Area appears quite small, coaches & turning circle; DDA compliance.

Shut cafe in Enterprise Centre – don't need two cafes so close, one already seems to struggle – instead release space in Enterprise Centre to help them generate further income for BTRT.

Machine shop as visitor centre and cafe.

Use old buildings for blacksmiths, jewellery makers, crafts – rent space to generate income for BHG.

Training for local colleges.

Workshops where people could pay for experiences (pottery, blacksmiths, etc).

Micro brewery – link with cafe/ restaurant.

Recording studios

Agents House --- Developed into original design, used by students as digs, house staff on site Cafe – public space, catering facility maybe licensed

Use space between machine shop and new road –

curb appeal

Foundry and pattern shop – as library and research centre

Machine shop – big enough for exhibition space?

Seeing potential for foundry space once roof is removed in 2015

Real concern about development at the front of the site – fuel station?

Plaza / public open space

Put a building within a building (cheaper than complete re roofing)

Consider a young persons space – lower floor of machine shop, self-managed by young people

Project images onto the buildings of past times in the steel works / present with BHG / future with YPs

Utilise spaces for craft areas eg jewellery making, glass work, candle making, etc

Micro brewery

Artisan bakery

Climbing wall

Archery & shooting

Fossils

Establish a Wilkinson trail

Agents House – visitor centre

Avoid building apartments if possible

Blast furnace – light it up at night

Glass box over fossils

Car parking

Encroachment of modern buildings