

Corwen Action Plan

Denbighshire County Council / Cadwyn Clwyd

Brief

Cadwyn Clwyd and Denbighshire County Council appointed BE Group to produce an action plan for Corwen in North Wales. The work was commissioned as a result of a proposal by the Llangollen Railway Trust to extend the Llangollen Railway from Carrog to Corwen.

The key objective of the action plan was to identify opportunities for Corwen's community and businesses that would benefit the town upon the arrival of the railway. In particular, Corwen needs to strengthen its tourism offer, as the railway could bring 100,000 new visitors each year.

The action plan considered how to strengthen the links between the station and the town centre and to improve the service provision and environmental quality of the town.

Corwen and its surrounding communities have a high proportion of Welsh speakers and therefore the action plan needs to ensure it maintains and enhances the area's strong cultural and linguistic identity.

Activities

- Review of relevant strategies and other background studies
- Site visits
 - Extensive consultations with
 - Llangollen Railway Trust
 - Corwen Community Council
 - Corwen and District Business Association
 - Corwen Partnership
 - Major Land Owners including Rhug Estate, South Denbighshire Partnership.

Outcome

The research unearthed a number of fundamental problems that were threatening Corwen's appeal. These included:

- General aura of poor maintenance of buildings and public realm
- Insufficient, poorly placed, confusing and inconsistent signage
- Limited use of existing branding
- Inconsistent business opening hours.

An action plan was drawn up, which set out projects that aim to improve Corwen's attractiveness and overall appeal.

Actions included:

- Making signage more user-friendly
- Implementing a shop-frontage improvement scheme
- Better promotion of existing attractions
- Developing a rail heritage museum in the town, which could have a national role
- Improving Corwen's website.

