Wye Valley Villages Plan

Vision and objectives workshop March 11th 2021

monmouthshire sir fynwy | Wye Valley AONB | Community councils

ARUP

Wye Valley Villages

1. Vision & principles
2. Road safety overview and next steps

To respond to the unprecedented challenges of the 21st Century we need a new, sustainable relationship with our environment.

Our vision is to preserve, enhance and evolve this outstanding landscape and its communities.

The plan imagines change over a 100 years. This will deliver for the needs and wants of today without losing sight of the much longer timescale of nature and future generations.

Six Pillars

Tourism

Landscape

Placemaking

Wye Valley Villages

Transport and Movement

Governance and Delivery
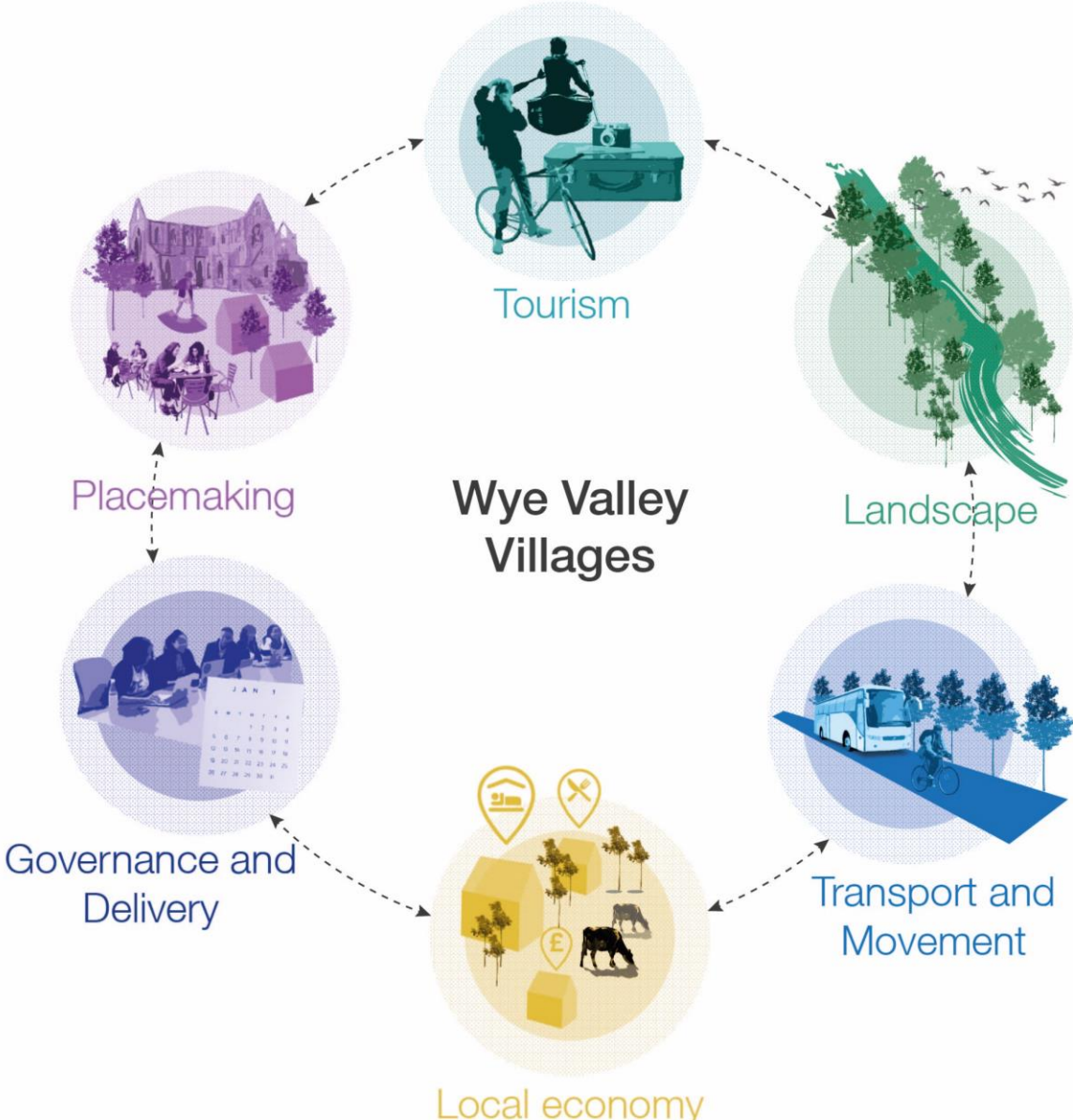
Local economy

Tourism

- **Integrated, sustainable and diverse tourism economy,**
- **Joint development organisation**
- **Strong offer and position in wider Welsh tourism offer (Brecon Beacons, Coast, etc)**

Preserve

Evolve

Enhance

- **Existing unique landscape, heritage, local language and culture, local producers, local, an inclusive community, agriculture.**

- **Perception of destination**
- **Ethnographic awareness & storytelling (Welshness),**
- **Year-round and varied experience,**
- **Legibility of landscape,**
- **Leisure mobility & active travel options.**
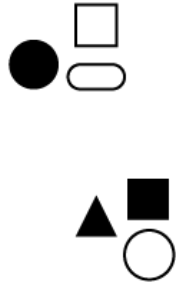
Vision

Tourism & Regional Development

Existing + **Potential** → **Future**
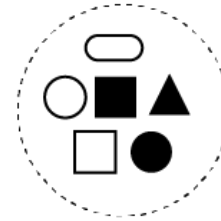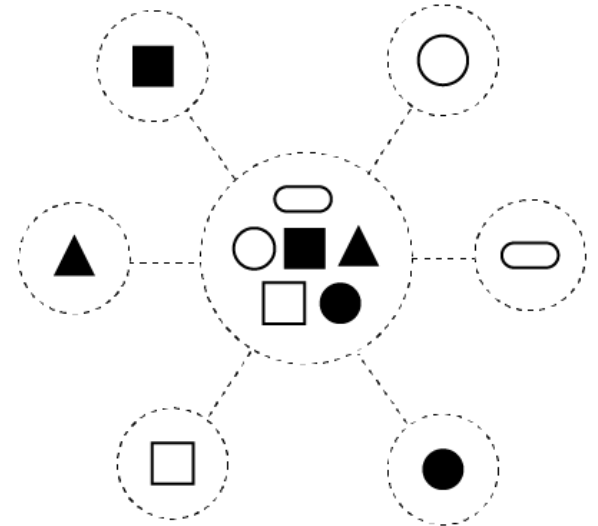

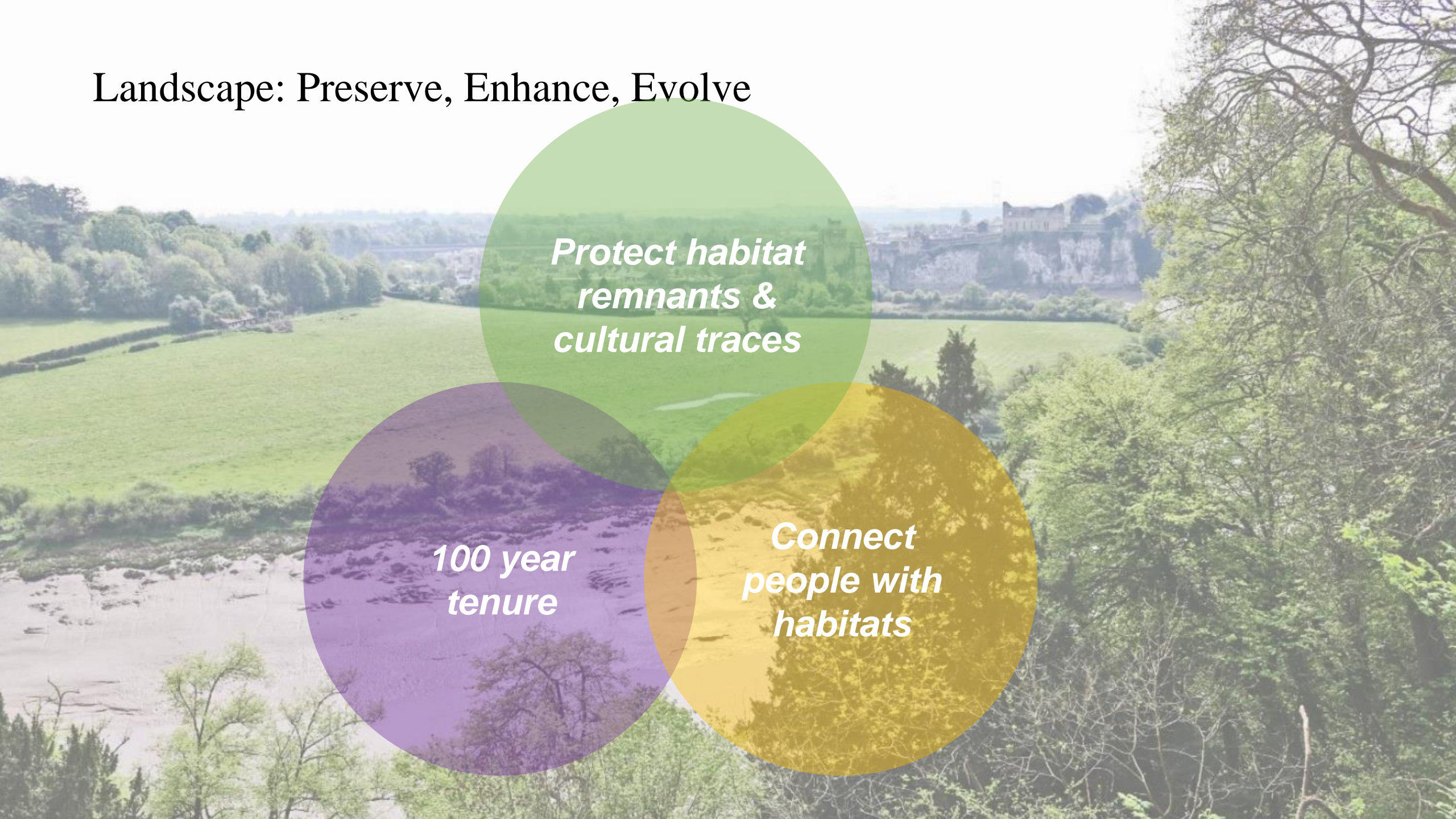Define   Strengthen   Diversify   Integrate   Package + Structure

Landscape: Preserve, Enhance, Evolve

Protect habitat remnants & cultural traces

100 year tenure

Connect people with habitats

Transport and Movement

Preserve

- **High quality network of permissive paths**
- **Positive attitudes towards active travel**
- **Existing public and community transport**

Evolve

- **Active travel routes tell a story**
- **Real-time travel and tourism information**
- **Demand responsive transport**
- **Mobility hubs**

Enhance

- **Street design and character**
- **Car parking for EVs**
- **Access to public transport**
- **Connectivity between active travel routes**
- **Improve road safety**

Enabling digitally inclusive and connected communities – recognising the relevance of digital transformation to all ages, supporting innovation in rural service provision and its role in promotion of a distinctive Wye Valley businesses community.

Local Economy

Preserve

Evolve

Enhance

A rural economy that capitalises on proximity to major growth centres in Wales & England

A highly integrated networked of places where local businesses support each other to be the best collectively.

An economy that seeks to be a testbed for rural service transformation

An economy which respects its unrivalled landscape whilst ensuring its resilience through digital connectivity and exploiting new technologies.

An economy where young people don't leave because they have the choice of locally based quality jobs or support to set up their own opportunities.
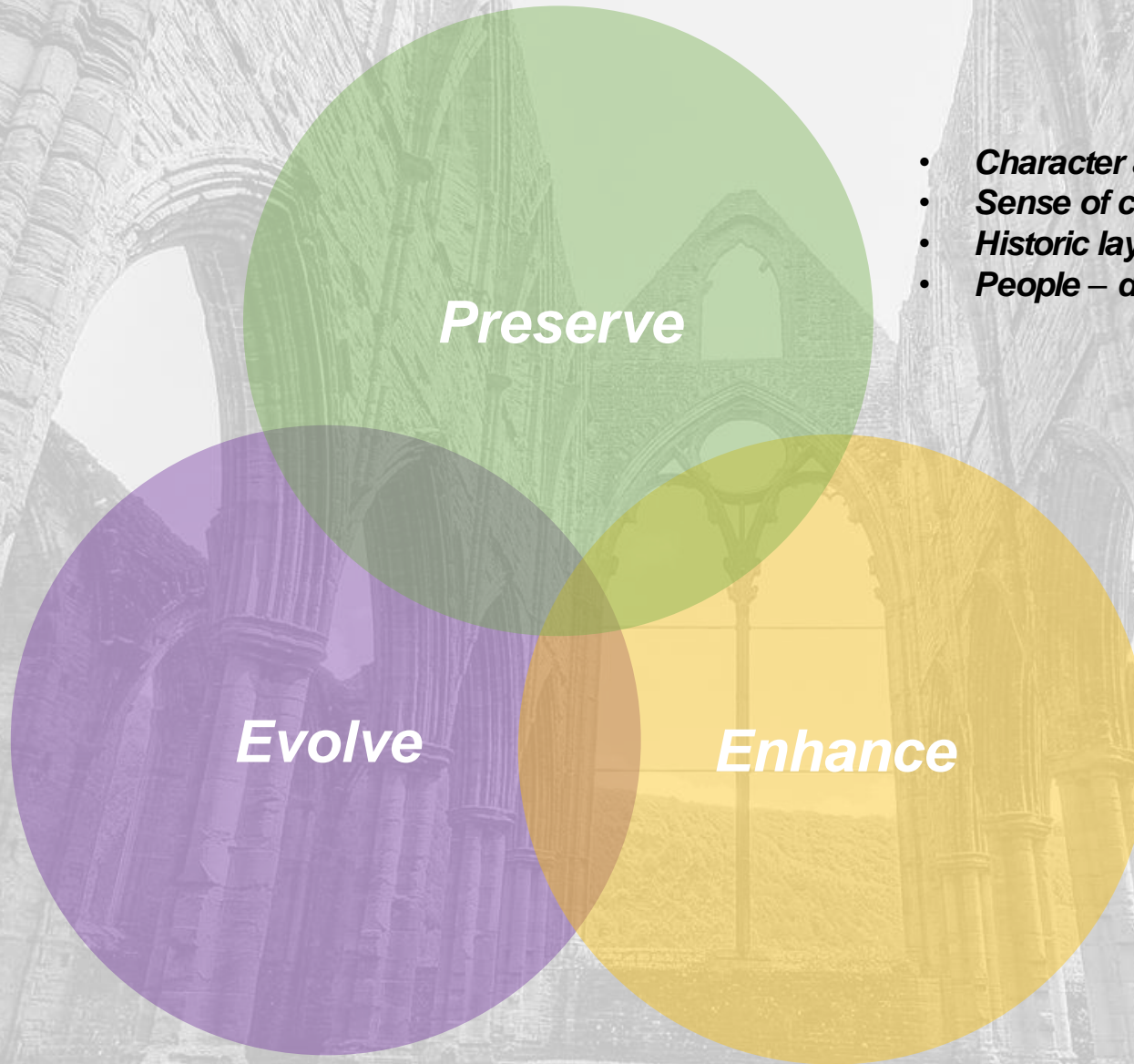
A business support ecosystem that encourages local entrepreneurial spirit.

Promoted as a focus for green inward investment, particularly around land-based economy and food and drink.

Placemaking

Preserve

- *Character and form of the landscape and villages.*
- *Sense of community and way of life.*
- *Historic layers – natural and man made.*
- *People – doers and makers*

Evolve

- *New perspective on the network of villages and towns.*
- *Community infrastructure to meet C21st needs.*
- *Streets and spaces to create places for people not cars.*
- *Affordable homes for the next generation.*

Enhance

- *Buildings and structures to reduce carbon.*
- *Legibility - Signage and wayfinding/stories, myths and history*
- *Character – street design/safety*
- *Opportunities for community engagement.*

Tapestry of villages
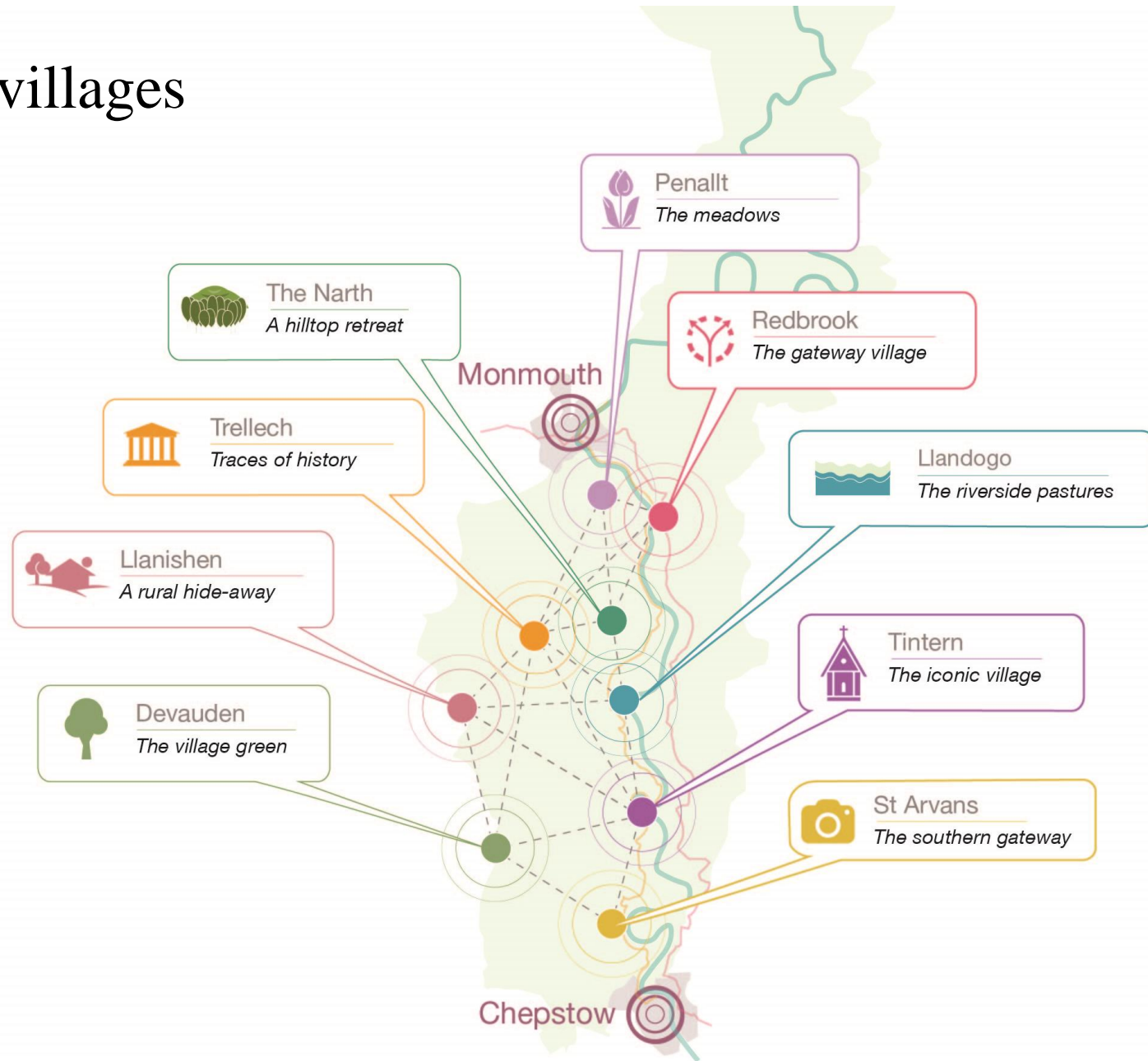
Governance and delivery

Preserve

- *Community participation.*
- *Proactive Entrepreneurs.*
- *Public sector collaboration.*
- *Cross agency working.*
- *Funding experience.*

Evolve

- *New Strategy and Action Plan Office for the Wye Valley Villages.*
- *Single representation and organisation of the Wye Valley*
- *Public and Private partnerships*

Enhance

- *Broaden community participation – hard to reach groups. Maximise potential.*
- *Entrepreneurial opportunities.*
- *Partnership working – beyond the current structure (PHW, Universities etc).*
- *Basis for funding – the plan and narrative.*
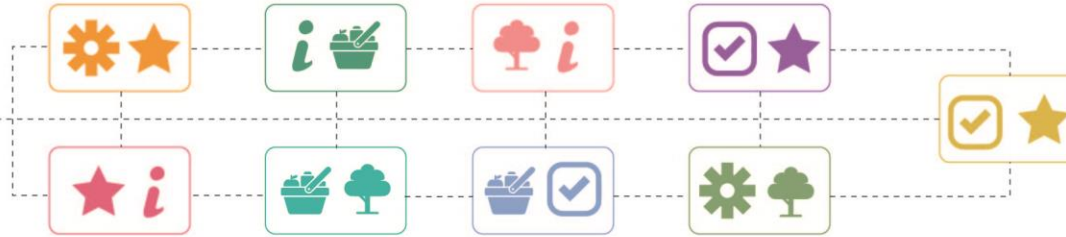- *Professionalisation of tourism sector*

AONB Office

Ethnographic Interpretation Centre

Wye Valley Local Produce - Flagship store

Tourism information

Business Organisation *Visit Dean Wye*

Strategic plan & Action plan Office - Governance

Monmouth

Chepstow

Wye Valley Villages

St Arvans, Devauden, Tintern, Llanishen, Llandogo, Trellech, Redbrook, The Narth, Penallt

SPATIAL

Strategic Plan
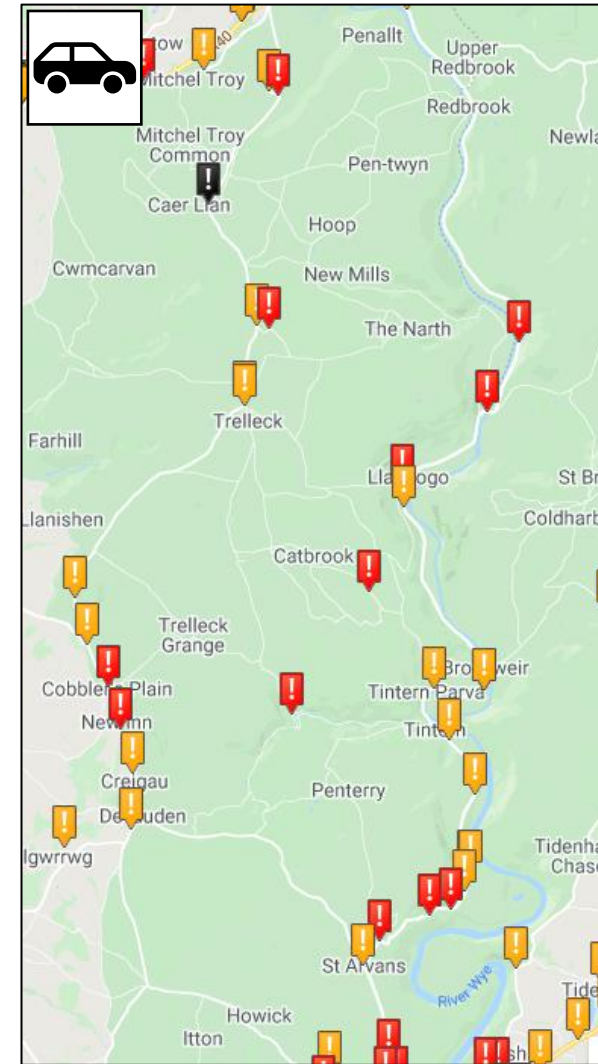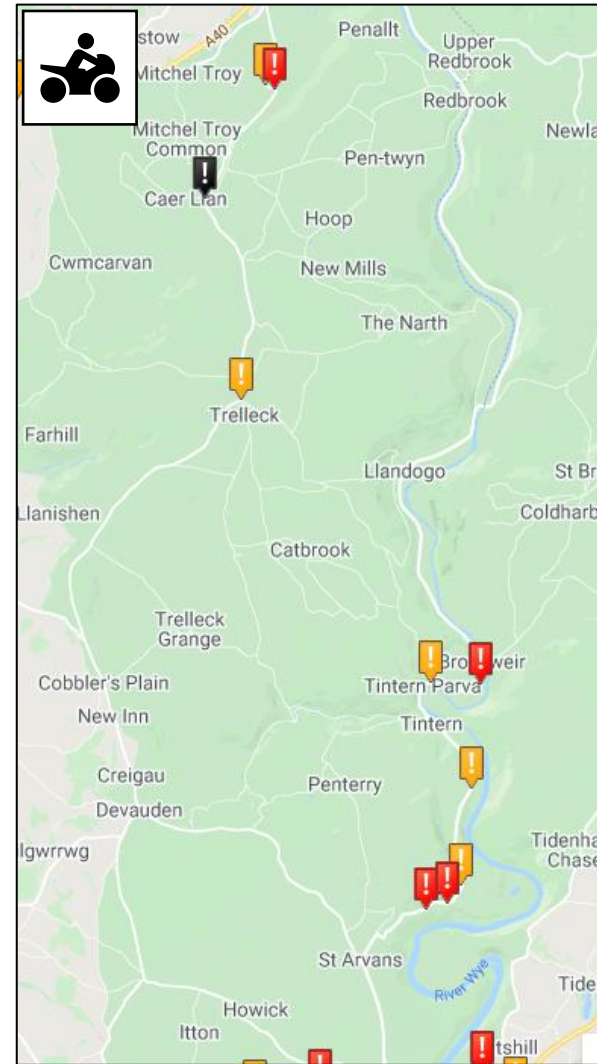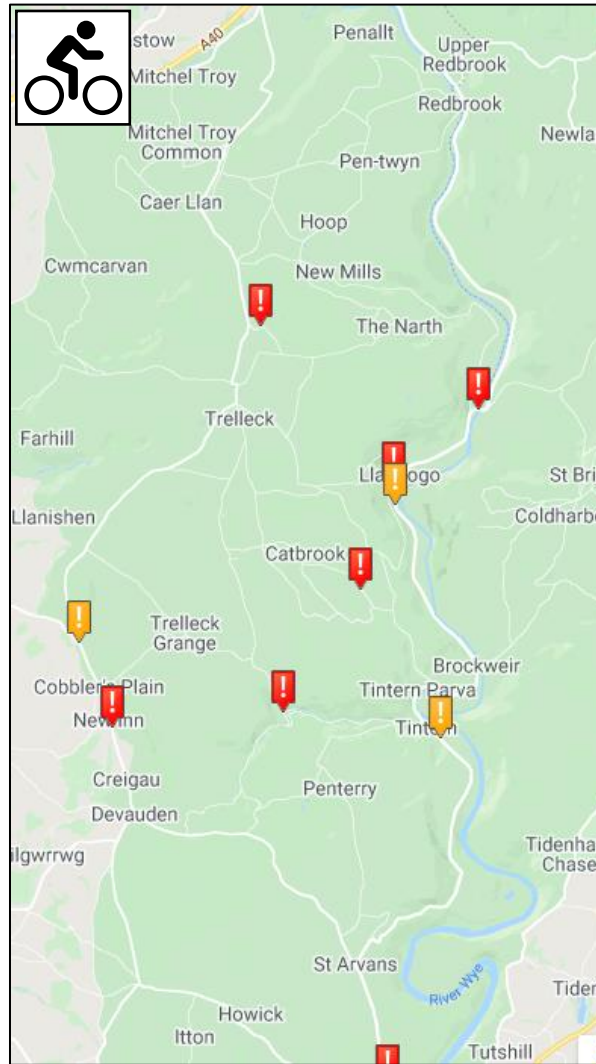
GOVERNANCE

Monmouthshire Council   +   AONB   +   Business Organisation
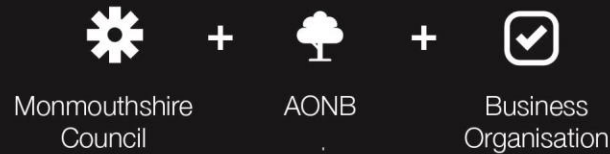
Action Plan
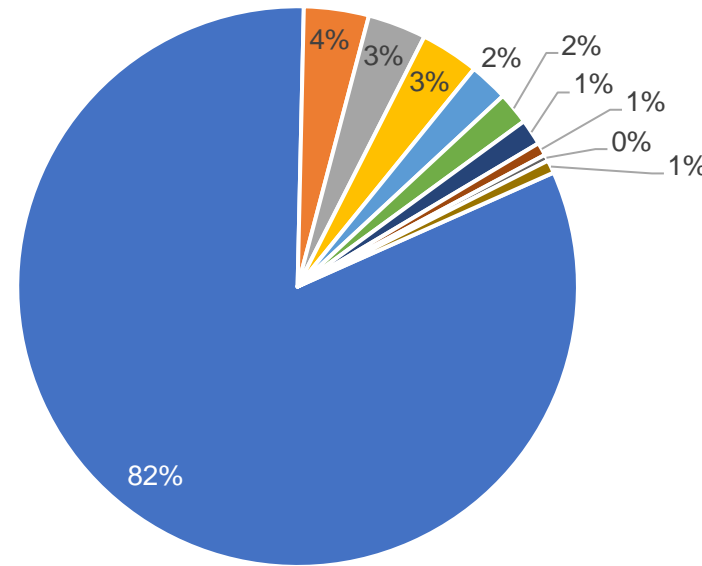
Road safety

What does the data tell us - collisions

Incident Severity
Slight (orange) — Serious (red) — Fatal (black)

What does the data tell us – travel choice

Commuting

82%
5%
1%
7%
1%
0%
3%
1%
0%
1%

Tourism

82%
4%
3%
3%
2%
2%
1%
1%
0%
1%

Cumbria Tourism Visitor Survey: between 2012 and 2015 the percentage of visitors stating car as their main mode of travel while in the Lake District has decreased from 73% to 58%
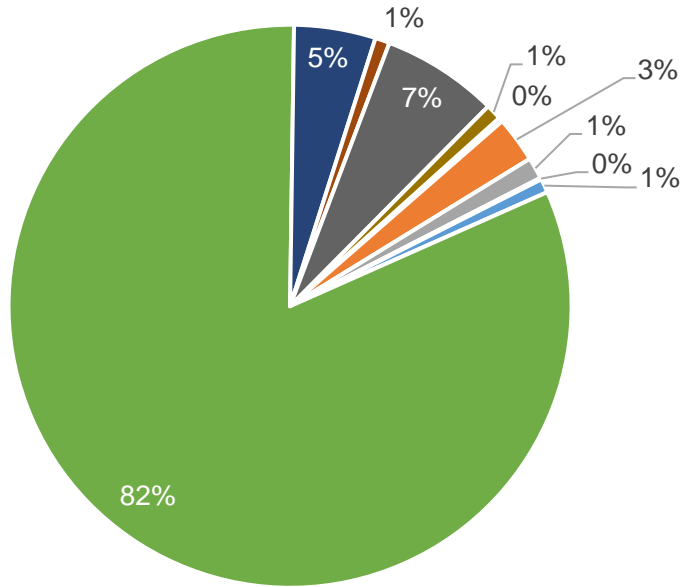
Commuting legend:
- Underground, metro, light rail, tram
- Train
- Bus, minibus or coach
- Taxi
- Motorcycle, scooter or moped
- Driving a car or van
- Passenger in a car or van
- Bicycle
- On foot
- Other method of travel to work

Tourism legend:
- Private car or van
- Hired car or van
- On foot
- Public bus or coach
- Train
- Bike
- Private bus or coach
- Motorbike
- Campervan or tourer
- Don't know \ can't remember

How do we manage Road Safety?

- Is it just speed cameras and speed bumps?

- Key themes:
  - Reduce traffic
  - Reduce speeds
  - Provide appropriate infrastructure
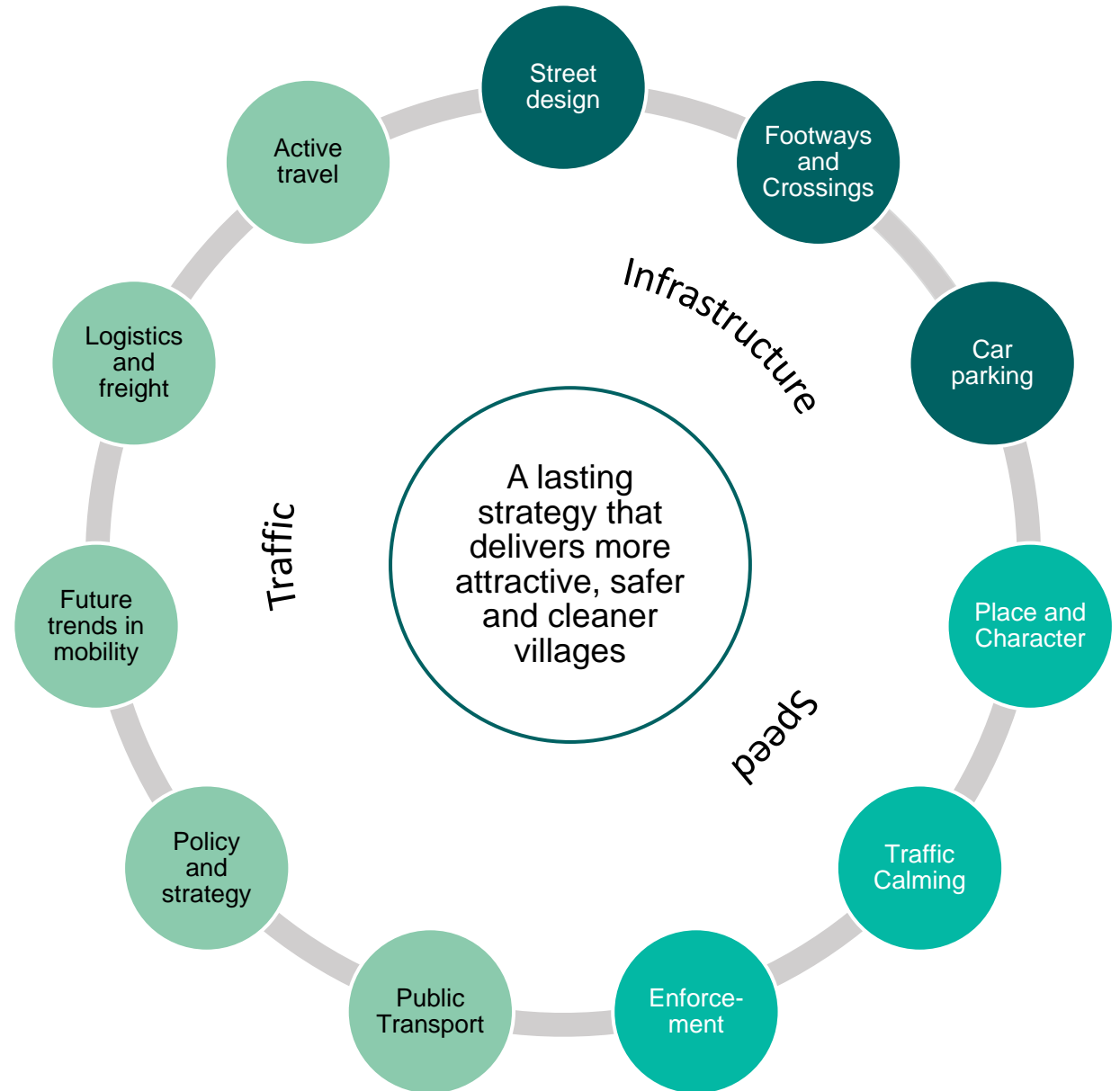
Reducing traffic speeds and introducing appropriate infrastructure

- Introducing traffic calming sensitively as if it were part of the original street scene

- Gateway treatments provide transition of environment for drivers

- Narrowing of carriageway and removing road markings to reduce speeds

- Defining the centre of the village and meeting places through highway layout, materials, parking availability and wider streetscape to ensure sense of place is maintained

- Provide safe crossings for all users, including children, the elderly, the disabled and those with pushchairs

1. Removing road markings in Buriton, Hampshire to highlight key spaces and reduce traffic speeds
2. Junction design creates an entrance place to Dunston village, Somerset
3. Simple paving solution in West Meon, Hampshire to create a low-speed environment

Reducing traffic through villages

- Go-Lakes Travel initiative reduced visitor vehicle miles by 14.5%

- Moorlands Connect (Staffordshire) DRT increased by 305 trip a week in the first year of operation

- Consolidating HGV movements through freight coordination, e.g. coordination achieved a 70% reduction in trips to Broadmead, Bristol.

- Active Travel Wales has put responsibility on LAs to prepare INM

- Signage strategy to redistribute traffic onto trunk roads, particularly HGV movements

- Future trends in mobility

Trends and Opportunities

- Transport schemes aren't just for transport

- Sustainable Transport Hierarchy

- Post-Covid travel behaviour

- Electric Vehicles

- Smart logistics

- Inclusive active travel

- Mobility as a Service and Autonomous Vehicles

Walking and Cycling

Public Transport

Ultra Low Emissions Vehicles

Other Private Motor Vehicles