



Planning Aid **Wales**
Cymorth Cynllunio **Cymru**

Place Plans: Our Approach

**Community-led.
Evidence-based.
Built for Action.**





Planning Aid Wales offers a practical approach to creating locally distinctive, credible and deliverable Place Plans.

We do not arrive with a pre-written plan. We start with the people, the place and the evidence.

THE VALUE OF PLACE PLANS

Why Place Plans?

A Place Plan gives a community a structured way to think about the future of its area, identify what matters locally and turn that knowledge into a plan for action. It can add fine-grained local evidence and guidance to the wider planning system while also providing a practical platform for community projects and investment. A well-prepared Place Plan can help a community to:

- ✓ Shape local planning decisions with clearer, locally specific evidence and priorities.
- ✓ Build a shared understanding of the place — its strengths, challenges, opportunities and distinctive character.
- ✓ Strengthen relationships between the community, Town or Community Council, Local Planning Authority and other partners.
- ✓ Provide a credible evidence base for community projects, funding bids and partnership activity.
- ✓ Give developers clearer information about local priorities and, where relevant, help inform Section 106 discussions.
- ✓ Bring together planning priorities and wider community actions within one coherent, long-term framework.

Where appropriate, and subject to the requirements of the relevant Local Planning Authority, a Place Plan can also be prepared with a view to adoption as Supplementary Planning Guidance. It complements the Development Plan; it does not replace or override it.



The process can be as valuable as the final document.



ABOUT US

Why Planning Aid Wales?

Planning Aid Wales is an independent charity supporting meaningful participation in the planning system in Wales. We combine community engagement expertise with a detailed understanding of the Welsh planning system. Our role is to help communities participate meaningfully, build an evidence base and produce something that is both locally owned and practically useful.



1. Community-led, not consultant-led

We design and facilitate the process, but the community shapes the priorities, vision and content. A Steering Group or similar local structure provides continuity and ownership.



4. Planning expertise built in

We translate community aspirations into objectives, planning principles and actions that understand the limits and opportunities of the planning system.



2. Engagement with a purpose

We engage early, before the plan is written. Each stage has a clear purpose: exploring issues, testing priorities, collecting evidence, refining proposals or agreeing delivery.



5. Designed for delivery

Implementation is considered from the outset. The final Plan identifies actions, partners and priorities, then the process moves deliberately from plan to action.



3. Evidence where it matters

We do not begin with an oversized generic evidence base. Community priorities help identify what needs further investigation, so research remains proportionate and useful.



6. Capacity that stays local

A successful commission leaves behind stronger community networks, better planning knowledge, usable evidence and structures that can keep delivering after PAW steps away.



Our aim is not simply to produce a polished PDF. It is to leave a community better equipped to shape and improve its place.



FROM CONVERSATION TO ACTION

Our Place Plan Process

Every commission is tailored to the place, but our core methodology follows a consistent sequence. The stages overlap and feed back into one another; engagement is continuous rather than confined to a single consultation period.

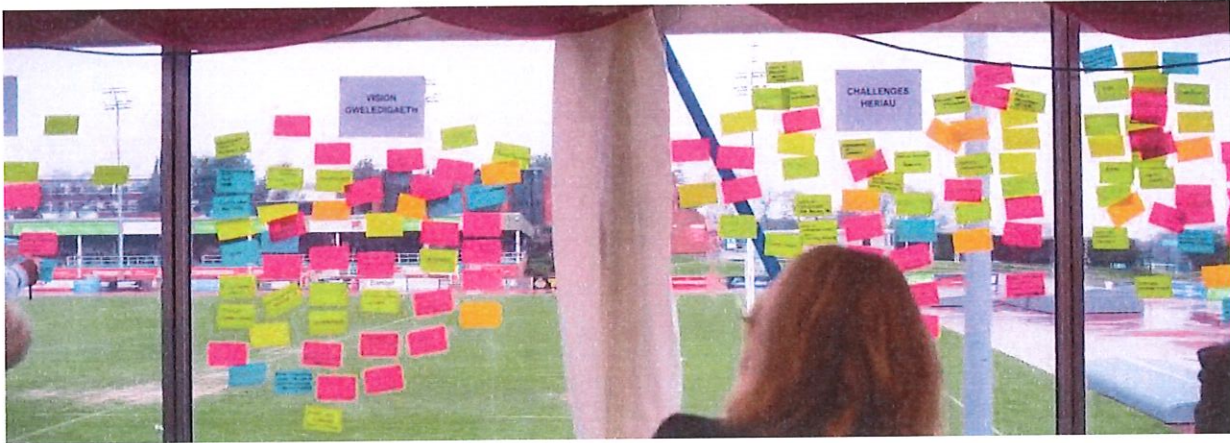


The stages overlap and inform one another — engagement, evidence and delivery are part of one continuous process.



HOW WE WORK

Engagement and Evidence



Different people engage in different ways. A strong process therefore uses a range of methods, at different stages and for different audiences. We combine broad participation with targeted work to reach people whose views can otherwise be missed. Bilingual delivery can be built into the programme, with Welsh-language materials and professional translation arranged for written outputs where required.

Engagement might include:

- Stakeholder workshops
- Community drop-ins
- Online surveys and interactive mapping
- Schools and youth activities
- Targeted outreach
- Online discussions and focus groups
- Piggy-backing existing community events

Evidence might include:

- Community asset and facilities mapping
- Character assessment
- Town-centre and vacancy surveys
- Accessibility and connections mapping
- Site and place-based fieldwork
- Demographic and Census analysis
- Review of Local Authority and partner evidence



Community priorities guide the evidence work. Evidence then tests, deepens and strengthens those priorities.



TURNING ENGAGEMENT INTO SOMETHING PRACTICAL

From Community Priorities to a Usable Plan

A Place Plan should show a clear line of sight from what people told us to what the Plan proposes. We make that chain visible, so the final document is understandable to residents, planners, partners and funders.



A Typical Place Plan Structure

VISION	A shared description of the future the community wants to work towards.
THEMES & OBJECTIVES	A manageable framework for the priorities identified through engagement and evidence.
PLANNING PRINCIPLES	Evidence-backed, locally specific guidance on land-use matters that can help inform planning discussions and decisions.
PROJECTS & ACTIONS	Practical activity that the community, council and partners can take forward — including matters outside the direct control of planning.
DELIVERY & REVIEW	Named partners, priorities, timescales and a mechanism for monitoring progress and keeping the Plan alive.

This separation matters. Not every community aspiration can become a planning policy, but that does not make it irrelevant. The Plan can distinguish clearly between matters that can influence land-use planning and wider actions that require community, service-provider or partnership delivery.



IMPLEMENTATION IS PART OF OUR APPROACH

From Plan to Action



For Planning Aid Wales, adoption is a transition point rather than the finish line. A strong Place Plan should make it easier for local people to organise, collaborate, secure resources and deliver visible change.

- ✓ Launch and celebrate the completed Plan, recognising contributors while making clear that delivery starts now.
- ✓ Create themed or priority-based working groups to take ownership of actions.
- ✓ Run focused action workshops that translate aspirations into short-, medium- and long-term tasks.
- ✓ Map the skills, contacts and organisations already available within the community.
- ✓ Identify quick wins that demonstrate progress while larger projects are developed.
- ✓ Use the Plan as a reusable evidence base for funding bids and partnership discussions.
- ✓ Review progress regularly and keep the Plan as a living document rather than a one-off publication.



The end point is local ownership: communities and councils continuing to deliver the Plan without ongoing dependence on Planning Aid Wales



THE APPROACH IN PRACTICE

Case study: Bay of Colwyn

The Bay of Colwyn Place Plan demonstrates the full PAW approach: early stakeholder scoping, broad multi-channel engagement, community-led evidence gathering, a clear separation between planning principles and wider actions, and a deliberate move into post-adoption delivery.



1,104

PARTICIPANTS



5,628

COMMENTS



352

YOUNG PEOPLE



10

SCHOOLS

How the Plan was built

- Stakeholder-led scoping of issues and opportunities
- Website, survey, interactive mapping and face-to-face events
- Dedicated school workshops and creative youth engagement
- Community-led evidence collection and place-based fieldwork
- Vision and priorities repeatedly tested and refined
- Six thematic chapters linking evidence to objectives, planning principles and actions

How it moved into action

- Six thematic working groups reflecting the Plan structure
- Action workshops involving more than 70 local participants
- Short-, medium- and long-term prioritisation
- Use of community networks to identify partners and expertise
- Quick wins and practical projects, including community-led improvements
- Increasing community ownership as PAW support reduced

A Place Plan should build the evidence, relationships and confidence needed for the community to keep going. See: www.colwynplaceplan.com



WHAT PAW PROVIDES

A Flexible Service

PAW can provide a complete end-to-end Place Plan service or support individual stages where local capacity already exists. We normally work closely with a Town or Community Council (CTC) project team, and the scope is tailored to the size of the area, local capacity, Local Planning Authority expectations, timescale and available budget. A successful commission is a partnership: the CTC will also need to commit staff or member time and local resources for coordination, contacts, communications, venues, Steering Group support and implementation.



Project design & management

Scoping, programme design, governance, Steering Group support and close working with the CTC project team to agree roles, responsibilities and local inputs.



Stakeholder & community engagement

Engagement strategy, materials, events, outreach, online engagement and facilitation. Bilingual delivery and Welsh-language materials can be built in, with professional translation arranged where required.



Evidence & place analysis

Policy review, data analysis, community-led evidence work, mapping, audits and fieldwork.



Plan writing, planning input & design

PAW can lead the full writing of the Place Plan or co-write it with the CTC team, depending on local capacity. This includes structuring chapters, synthesising engagement and evidence, drafting the vision, objectives, planning principles and actions, revising the text and preparing the final document.



LPA liaison & consultation

Working constructively with planning officers and supporting the route to endorsement or adoption where appropriate.



Plan to Action

Delivery workshops, thematic working groups, action prioritisation, partnership mapping and monitoring arrangements.



FORMAL QUOTATION

Howarden Place Plan

PREPARED FOR

Howarden Community Council

PREPARED BY

Planning Aid Wales

DATE

17 August 2026

A complete, end-to-end Place Plan commission

Community-led, evidence-based and structured to move from engagement through to a completed Plan and an initial transition into action.

FIXED FEE

£20,000

29 PAW days	8 core stages	£1,150 project-cost allowance	1 initial Plan to Action session
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PAW proposes to work in partnership with Howarden Community Council to prepare a locally distinctive, evidence-based Place Plan. The commission incorporates the full sequence described in our Place Plans approach: project set-up, understanding the place, engagement, prioritisation, targeted evidence gathering, Plan writing, testing and finalisation, and an initial Plan to Action stage.

Important scope note

The available £20,000 budget is at the lower limit of what PAW considers viable for an end-to-end commission of this breadth. This quotation therefore represents a deliberately lean programme and the maximum scope PAW can reasonably commit to within the agreed ceiling. Delivery will depend on proportionate engagement, active support from the Council project team, and careful control of additional or repeated work.

SERVICE SCOPE

Project design & management

Scoping, governance, project team/Steering Group and programme management.

Evidence & place analysis

Policy review, data analysis, mapping, audits and community-led evidence work.

LPA liaison & consultation

Constructive liaison with planning officers and support through review, consultation and finalisation.

Stakeholder & community engagement

Proportionate face-to-face, digital and targeted engagement, including bilingual delivery where required.

Plan writing, planning input & design

Full writing of the Place Plan, including objectives, planning principles, actions and final document preparation.

Plan to Action

One initial action-planning session focused on priorities, quick wins, delivery partners and monitoring.



PROPOSED PROGRAMME

Duration and Programme

The distribution of PAW time is indicative. Our recommendation is that the production process takes up to **18 months** from initiation of commission. In our experience this allows for establishing and building community buy-in to the project and lays solid groundwork for the Plan to Action phase.

Time may be moved between stages where this improves delivery, provided the overall fixed fee and agreed scope are maintained.

1 Set up	2 days	Inception, scope, governance, project team/Steering Group, programme and LPA relationship.
2 Understand the place	2 days	Review existing plans, policies, data, previous engagement and current initiatives.
3 Listen & explore	5 days	Proportionate stakeholder and community engagement using face-to-face, digital and targeted methods.
4 Prioritise	2 days	Analyse and test emerging issues, establish shared priorities and clarify what the Place Plan can influence.
5 Prove it	4 days	Targeted evidence gathering around priorities, including community-led mapping, audits or fieldwork where appropriate.
6 Develop the Plan	8 days	Full drafting: vision, themes, objectives, planning principles, community actions, delivery information, editing and final document preparation.
7 Test & agree	4 days	Draft review with Council, community, stakeholders and LPA; consultation analysis and final revisions.
8 From Plan to Action	2 days	One initial action-planning session to identify priorities, quick wins, delivery partners and monitoring arrangements.



SUMMARY

Indicative PAW professional input	29 days × £650 = £18,850
Agreed project-cost allowance	£1,150
TOTAL FIXED FEE	£20,000

The project-cost allowance is intended for proportionate expenses such as routine travel, workshop materials, small-scale printing and agreed translation input. If third-party costs materially exceed the allowance, PAW will agree either a programme adjustment or a variation before further expenditure is incurred.

KEY ASSUMPTIONS AND SCOPE BOUNDARIES

Community Council contribution

- Named Council lead and active project team/Steering Group.
- Local coordination, contacts, promotion, venue access where available and practical event support.
- Timely provision of existing evidence and consolidated feedback.
- Local ownership of delivery and monitoring after the initial Plan to Action stage.

Scope boundaries

- No open-ended or repeated engagement beyond the agreed programme.
- No substantial third-party venue, printing or translation costs beyond the allowance.
- No ongoing management of implementation projects or themed working groups.
- Material additional research, design or revisions require a separately agreed variation.
- Adoption as Supplementary Planning Guidance by the Local Planning Authority cannot be guaranteed.

Plan to Action: the fee includes one initial transition-to-action session. It does not include the extended implementation support delivered as a separate follow-on commission in the Bay of Colwyn project.

Quotation validity: 30 days from the date of issue. The detailed programme and payment schedule will be agreed at inception.



Flintshire Residents Invited to Shape the Future of Walking, Wheeling and Cycling

Flintshire County Council is inviting residents to have their say on the future of walking, wheeling and cycling across the county as part of a statutory 12-week consultation on its updated Active Travel Network Map (ATNM).

Flintshire County Council's vision is to create a network that makes walking, wheeling and cycling the most natural and convenient ways to travel for local everyday journeys. By improving opportunities for active travel, the Council aims to support healthier lifestyles, reduce reliance on cars and help create safer, more attractive and liveable towns and villages.

Councillor Glyn Banks, Cabinet Member for Waste and Transportation, said: "Active travel has a vital role to play in creating healthier communities and making our towns and villages more attractive places to live and work.

"We want to hear from as many people as possible during this consultation to ensure the Active Travel Network Map reflects local priorities and helps us plan for a more sustainable for Flintshire."

Under the **Active Travel (Wales) Act 2013**, all local authorities in Wales are required to regularly review and improve their active travel networks. Flintshire's current Active Travel Network Map was approved by the Welsh Government in August 2022, and the Council has now reviewed the progress made over the past three years.

The map includes:

- **Existing Routes** - routes that already meet Welsh Government standards for walking, wheeling, cycling, or a combination of these.
- **Future Routes** - proposed new routes or existing routes that require improvements to meet the required standards.

The consultation will run for **from 10th August to 2nd November 2026**. Following the consultation, the final revised Active Travel Network Map will be submitted to the Welsh Government in **December 2026**.

Residents, businesses and community groups are encouraged to review the proposed network and share their views by completing the online survey.

You can view the map and take part in the consultation here:

What is Active Travel?

Good afternoon ,

Ahead of planned engagement sessions for Flintshire residents as part of the preparation for bus reform in Wales, please can you share the statement below and attached poster on any of your social media platforms or local display points as soon as you are able to publicise events and survey links with your residents, thank you.

Social Media /Website Post:

Have your say on future bus services in North Wales

Help shape the future of bus services in North Wales

Transport for Wales, working with local authorities across North Wales, is developing proposals for a new bus network, in preparation for bus reform.

We're inviting people who live, work and travel in North Wales to share their views on the proposed network and help shape future bus services across the region.

The existing bus network has been used as a starting point. We've used available information about passenger demand, reliability, journey patterns and local travel needs to adjust it.

This engagement is an opportunity to influence the future of bus services in North Wales. Feedback will help shape the development of a more connected, reliable and easy-to-use bus network. Have your say and help shape the future of bus services in North Wales.

There will be a number at drop in events

If you are unable to attend any of the drop in events you can still have your say by clicking on the below links and completing the **Have Your Say** online survey.

<https://haveyoursay.tfw.wales/future-bus-services-in-north-wales>

Cofion cynnes/ Kind regards

Sarah Blake
07425 739572

Cydlynnydd Ardal Drafnidiaeth | Transport Area Coordinator
Trafnidiaeth | Transportation
Gwasanaethau Stryd a Thrafnidiaeth | Streetscene and Transportation



Dweud eich dweud

**Dweud eich dweud
ar rwydwaith bysiau'r
dyfodol Gogledd Cymru.**

Yr Wyddgrug – 9:00am–1:00pm, Llyfrgell
ac Amgueddfa'r Wyddgrug, 2 Medi

Glannau Dyfrdwy – Trwy'r dydd, Coleg
Chweched Dosbarth Glannau Dyfrdw, 7
Medi

Y Fflint – 9:00am–1:00pm, Neuadd y Dref
y Fflint, 8 Medi

Treffynnon – 9:00am–1:00pm,
Amgueddfa Gymunedol Ardal Treffynnon,
17 Medi

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bysiau-yn-y-dyfodol-yng-ngogledd-cymru](https://dweudeichdweud.trc.cymru/wasanaethau-bysiau-yn-y-dyfodol-yng-ngogledd-cymru)



Have your say

**Have your say on a
future bus network for
North Wales.**

Mold – 9:00am–1:00pm, Mold
Library & Museum, 2 September

Deeside – All day, Deeside Sixth
Form College, 7 September

Flint – 9:00am–1:00pm, Flint Town
Hall, 8 September

Holywell – 9:00am–1:00pm,
Holywell Area Community Museum,
17 September

[haveyoursay.tfw.wales/future-bus-
services-in-north-wales](https://haveyoursay.tfw.wales/future-bus-services-in-north-wales)



trc.cymru
tfw.wales

