



Placemaking - April 2024

What is Abergele's Place Plan all about?

Abergele's Place Plan is about showing our town to be a desirable place to live, work, and visit, and highlighting all our town has to offer, for our residential and business communities, and also for tourists and investors.

The Place Plan includes key strategic development plans, which will be managed by Welsh Government and Conwy County Borough Council in the long-term.

It also includes a range of national and regional partnership opportunities, as well as more grassroots level local projects that will be delivered by Abergele Town Council.

Two such opportunities are the national Beach of Dreams project, and the regional Llenwi project:

What is Beach of Dreams?



“Beach of Dreams is a UK wide Coastal Arts Festival - a national outdoor and digital creative programme exploring and activating the UK's coastlines, across England, Northern Ireland, Scotland and Wales!”

Beach of Dreams is funded by Arts Council England, and aims to raise awareness of

environmental issues impacting our coastlines, today, tomorrow and into the future.

The project also aims to celebrate our coast, to provoke reflection and positive change, and to encourage our connection to our coast through the medium of art, as well as through a wide range of locally planned activities along the UK coast throughout the year – nature walks, writing workshops, painting, sculpture, photography, soundscapes, learning opportunities and more.

As an “early adopter”, Abergele is one of 25 member towns, and part of the growing Conwy network of members, with the aim of securing 100-200 member towns across the whole of the UK by May 2025, when the project will reach its highpoint with a series of walks along the entirety of the UK coast.

Watch for the Conwy network’s upcoming launch, as well as for an announcement about the planned dates for our segment of the UK wide coastal walk, and be sure to feed in your ideas for activities that will help Abergele to take an active role in the Beach of Dreams project in the lead-up to May 2025.

What is Llenwi?

Llenwi, funded by Creu Conwy, is a “celebration of Conwy’s amazing people and places”

It is a destination signage project, wherein augmented reality artist Livi Whitmore and traditional sign writer Tomos Jones will create five large-scale murals in five towns, including Abergele.

Llenwi needs to hear from local people – they are looking for help gathering stories, sayings, phrases, memories, pictures, or anything else you would like to see incorporated in the Abergele Mural

