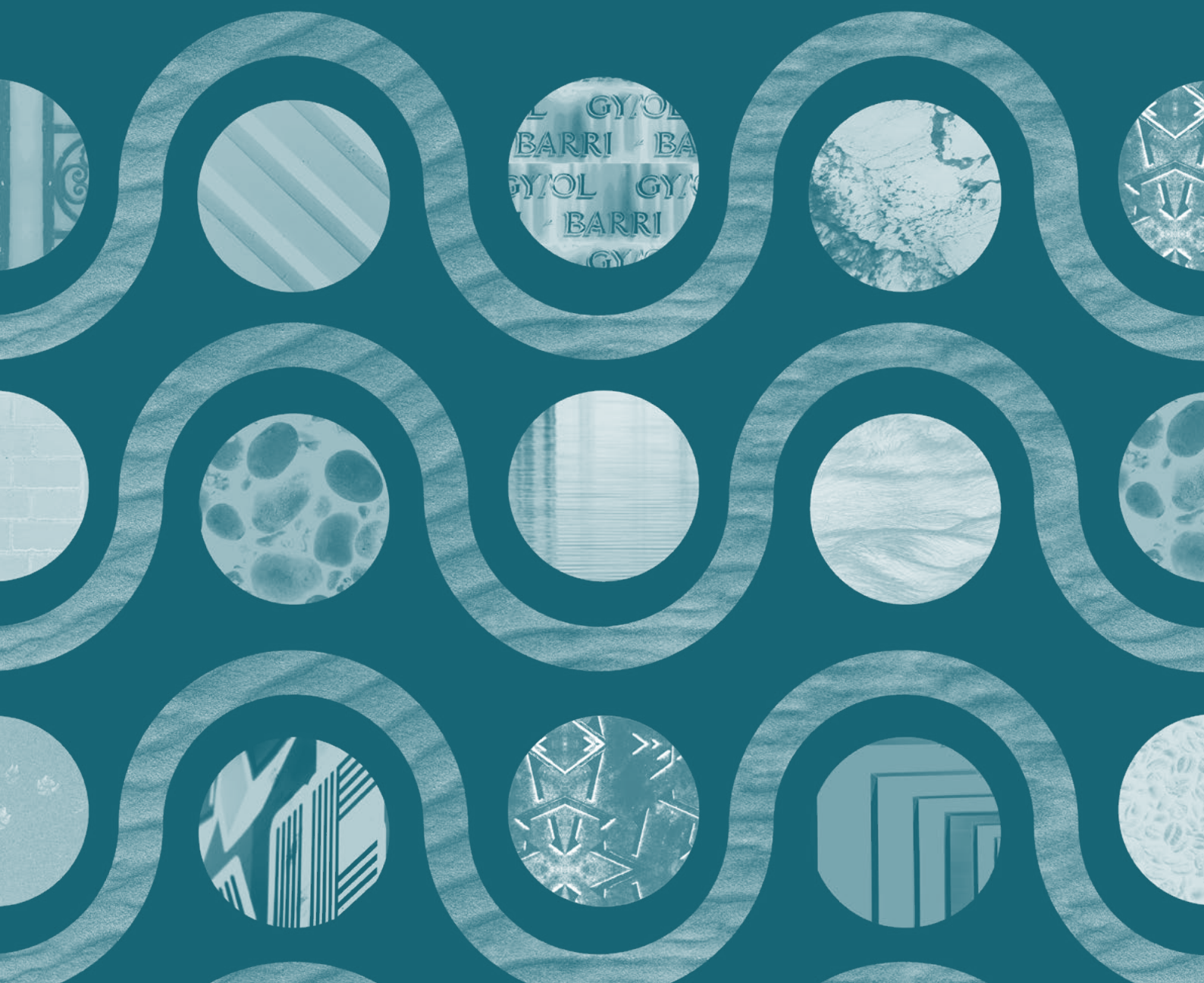


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November 2025

BARRY – **PLAN FOR NEIGHBOURHOODS** **10 year vision**



01. ABOUT BARRY

Barry is a town with a long and important history. It began as a small fishing village but quickly grew into a major industrial town in the late 1800s. This change happened when Barry was chosen as a new coal port to help move coal from the South Wales valleys. Within a short period of time, docks and railway links were built, and Barry became one of the busiest ports in the world. By the early 1900s, it was the largest coal export port globally.

As the town grew, people came from many different countries to live and work in Barry. This created a strong and diverse community. New homes, streets, parks and services were built, and the town developed quickly. Barry Island was also a popular place for visitors, where people came to enjoy the beaches, fairground and seaside attractions. At its peak, hundreds of thousands of people visited during holidays.

However, like many industrial towns, Barry faced challenges when the coal industry declined. Jobs were lost, and the local economy struggled. Tourism also changed over time, which affected Barry Island. This led to difficulties for some communities and areas within the town.

In recent years, Barry has started to grow and change again. New developments at the Waterfront have brought housing, businesses, leisure spaces and education facilities. Investment has improved parts of the town, and more opportunities are being created. Barry benefits from good transport links, including trains to Cardiff, and continues to be a desirable place to live because of its coastline, green spaces and strong community spirit.

At the same time, there are still differences between areas of the town. Some communities are doing well, while others face ongoing challenges. This plan aims to address those differences and support everyone in Barry to benefit from future improvements.



Postcard images of St Cadoc's Church and Dock View Road, and view of Barry train station.

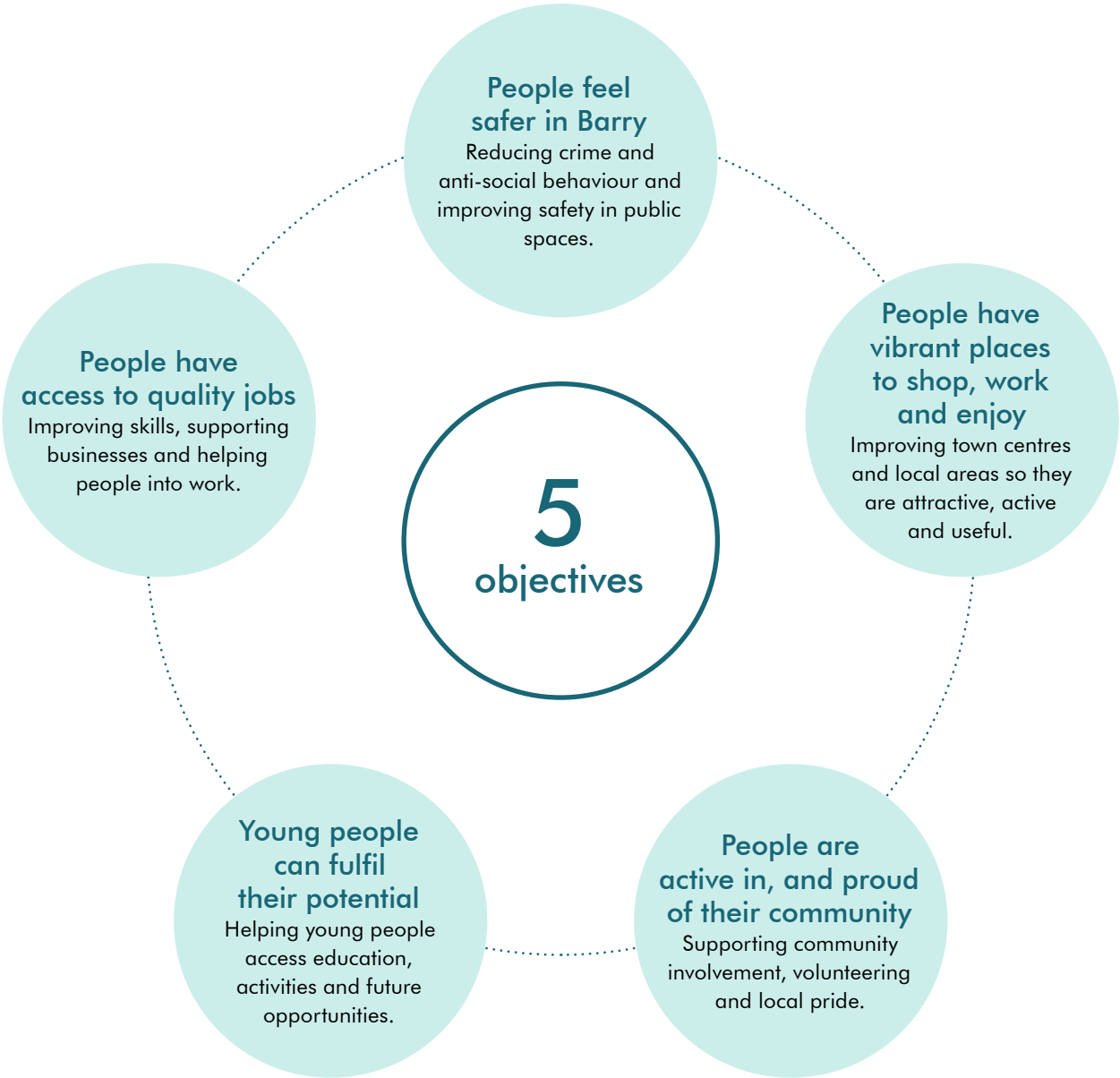
02. OUR VISION AND OBJECTIVES

Our vision is for Barry to be:

A vibrant, safe and connected town where everyone feels able to take part in opportunities and contribute to their community. It will be a welcoming and inclusive place where people can flourish and feel proud to live.

These objectives reflect what local people said matters most and align with the funding programme goals.

To achieve this, the plan focuses on five key objectives:



03.

WHY CHANGE IS NEEDED

This section explains the main challenges facing Barry, based on data, research and local knowledge. These issues help guide what the plan focuses on.

Population and growth

Barry is the largest town in Wales, with a population of over 57,000 people.

Barry has a relatively young population compared to the rest of Wales. There are more children and fewer older people than average. This means there is a need to focus on education, skills and opportunities for young people.

At the same time, there are concerns about health and ageing well, particularly in more deprived areas.



View down Trinity Street

Inequality between communities

One of the biggest challenges in Barry is inequality between different areas.

Some neighbourhoods are among the most deprived in Wales, while others are among the least deprived. Around 28% of Barry’s population live in areas that are within the most deprived 20% in Wales.

These differences are often seen between the east and west of the town. Areas in the east and centre, such as Gibbonsdown and parts of Buttrills and Court, face higher levels of poverty and disadvantage.

This inequality affects:

- Income and employment
- Education and skills
- Health and wellbeing
- Access to services

Reducing these differences is a key aim of the plan.

Health inequalities

Health outcomes vary significantly across Barry.

In some areas:

- People live shorter lives
- There are higher rates of long-term illness
- Mental health conditions are more common

There are also higher levels of:

- Smoking
- Obesity
- Diabetes

These issues are more common in less affluent areas. Poor health can make it harder for people to work, learn new skills or access services.

Other barriers include:

- Cost of living
- Transport difficulties
- Lack of nearby services

Mental health challenges such as anxiety and low confidence can also prevent people from seeking help or improving their situation.

Employment and the local economy

Barry has around 16,600 jobs, but the local economy is relatively small for a town of its size.

There have been changes in the types of jobs available:

- Fewer jobs in manufacturing
- More jobs in tourism and service industries
- A strong public sector (health, education and government)

Many residents travel outside Barry for work, especially to Cardiff. Around 60% of working residents commute out of the town.

Barry also has a lower number of high-tech and higher-skilled jobs compared to wider areas. This limits local career opportunities.

Skills and education

A key issue is the level of skills within the local population.

Some areas have:

- Higher numbers of people with no formal qualifications
- Lower rates of progression into higher education

This links closely to employment opportunities, as many available jobs require fewer qualifications. This can create a cycle where:

- People stay in lower-paid jobs
- Economic growth is limited

There are plans to improve this, including new education facilities and training opportunities. However, more work is needed to ensure people are able to access and benefit from these.

Tourism and visitor economy

Tourism is an important part of Barry's economy.

Barry has strong assets:

- Beaches and coastline
- Leisure attractions
- Cultural identity and history

However, there are challenges:

- Visitor satisfaction has declined
- Fewer people are staying overnight
- Spending levels may be falling

There is potential to grow tourism by improving attractions, accommodation and the overall visitor experience.

Town centre challenges

Barry town centre, particularly around Holton Road, faces significant issues.

These include:

- Empty and unused shop units (around 21%)
- Reduced range of shops
- Negative perceptions from residents

Some smaller local centres also struggle with empty units and limited services.

Changes in shopping habits and the loss of national retailers have contributed to this decline. There is also a lack of a strong collective voice for local businesses, which makes it harder to respond to challenges.



Climbing wall, Barry Island Promenade



The Pumphouse



View down Holton Road



Bandstand at Victoria Park, Cadoxton



Hood Road tunnel light installation (Flow) designed by Jessica Lloyd-Jones in collaboration with Architainment



Transport for Wales train in Barry

Safety and community concerns

Most people feel safe in Barry, but there are still concerns.

Crime rates are higher than the Vale of Glamorgan average.

Key issues include:

- Anti-social behaviour
- Drug use and dealing
- Shoplifting and public order offences

Safety concerns can vary depending on location and time of day. Young people, especially young women, have reported feeling less safe in certain areas such as parks and near transport routes.

Addressing both actual crime and perceptions of safety is important.

Transport and connectivity

Barry has strong transport links, including:

- Rail connections to Cardiff
- Bus services
- Good road access

However, there are local challenges:

- The railway creates barriers between areas
- Some routes feel unsafe or difficult to use
- Public transport routes are not always direct
- Layout of the town, including steep areas, can make walking and cycling difficult for some people.

Improving connections within Barry will help people access jobs, services and opportunities.

Environment and green space

Barry has valuable natural assets, including its coastline and parks.

However:

- Some areas have limited access to quality green space
- Tree coverage is lower than average
- Some public spaces are underused

Improving green spaces can:

- Support physical and mental health
- Improve air quality
- Help tackle climate change

It can also make neighbourhoods more attractive and encourage community use.

04. WHAT PEOPLE TOLD US (PRIORITIES FOR CHANGE)

Over the last few years, the Council has spoken to local people through different projects, workshops and surveys. This has given a strong understanding of what matters to residents and what needs to change.

Local people said they want:

A safe and welcoming town	• Cleaner streets and public spaces • Less crime and anti-social behaviour • A place where people feel comfortable
Fair and thriving communities	• Equal opportunities for all • Better access to services • Support for healthier and more active lifestyles
A place for young people	• More activities and spaces for young people • Affordable and inclusive opportunities • Support to help them succeed in education and life
A vibrant town centre	• More shops and services • Fewer empty units • A wider mix of retail, leisure and community uses
More local jobs and opportunities	• Support to help people into work • Support for businesses to start, grow and continue

These priorities directly shape the 5 objectives of this plan.

05. WORKING WITH OTHER INVESTMENT

Investment will be focused on areas that need it most, particularly in parts of east Barry such as Gibbonsdown, Cadoxton, Treharne, Pencoedre and Colcot.

This does not mean other parts of Barry will be excluded. Investment may also take place in areas such as the town centre or Barry Island where improvements can benefit the whole town.

Barry is already receiving significant investment, including:

- A new Watersports Centre and Waterfront park
- A new college campus
- Improvements to schools
- New housing and public spaces
- New business and community facilities

Around £141 million of funding is being invested across Barry.

The Plan for Neighbourhoods funding will be used alongside these projects to:

- Support community-led projects
- Fill gaps where other funding is not available
- Attract further funding from partners
- Help smaller projects get started

Funding will often be used as match funding, meaning it helps unlock additional money from other organisations. This increases the impact of every project.

There will also be a focus on long-term sustainability. Some projects will generate income or reduce future costs so that benefits continue beyond the life of the plan.



CAVC Waterfront campus



Waterfront development

06. COMMUNITY INVOLVEMENT

Local people are at the centre of this plan.

The Neighbourhood Board

The plan is guided by a local Board, made up of community leaders, business representatives, local Council members, and public service partners.

The Board:

- Sets direction
- Approves projects
- Works with the community

Action groups

There are also five action groups, focused on key topics:

- Safer Barry
- Vibrant Barry
- Barry Futures
- Barry Thriving Communities
- Barry Together

They bring together local people and organisations to develop ideas and support delivery.



Barry Town Hall and King Square

07. GOVERNANCE (HOW DECISIONS ARE MADE)

The Board and Council work together:

- The Board recommends priorities and projects
- The Council manages funding and ensures rules are followed

Experts and panels may also provide advice on major decisions.

To ensure fairness and transparency:

- Members follow a Code of Conduct
- Meetings are recorded and shared publicly
- Conflicts of interest must be declared



David Davies statue by Alfred Gilbert RA



Public engagement event at the Memo

08. HOW PROJECTS ARE APPROVED

Projects can be suggested by:

- Action groups
- Community organisations
- Board members
- Partner organisations

Projects must meet certain criteria. Before approval, each project is checked for:

Eligibility

- Does it meet a real local need?
- Does it fit the plan’s priorities?

Quality

- Community impact
- Value for money
- Long-term benefits
- Ability to deliver
- Links to other projects

Projects are then approved or rejected through a structured process.



Paddleboarding at Jackson’s Bay

09. ASSURANCE (MANAGING PUBLIC MONEY)

The Council is responsible for making sure funding is used properly.

There are strong processes in place to:

- Check applications
- Assess risks
- Monitor spending
- Track outcomes

Projects must:

- Show how money is spent
- Deliver agreed outcomes
- Follow rules and regulations



Detail of lion sculpture on Barry Town Hall

CONCLUSION

This 10-year plan sets out how Barry will improve for its residents over time.

It focuses on:

- Making communities safer
- Creating better places to live, work and visit
- Supporting young people and future opportunities
- Improving access to jobs and skills
- Reducing inequalities between areas

By working together with residents, businesses and partners, this plan aims to create lasting change so that everyone in Barry can benefit from a healthier, safer and more prosperous future.

