



Bywyd y Bae
Bay Life

Vibrant & Viable Places

Bay Life Regeneration
Programme 2014-17



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1. Background

The Bay Life Regeneration Programme was established in 2008 enabling Colwyn Bay to benefit from significant investment in major regeneration projects, including Phase 1 of the Waterfront Project; Porth Eirias Watersport Centre; the redevelopment at Parc Eirias; the purchase and demolition of the Market Hall building, and the refurbishment of Theatr Colwyn.

The vision for a regenerated Colwyn Bay was:

'A thriving, attractive and vibrant town that is welcoming, safe, and friendly; a place with unique character that people are proud to live in'.

If the vision was to be realised and the communities within the town were to prosper in the future, it was clear that the Programme needed a balance of initiatives to tackle health, economic, skills, housing and environmental issues. It was equally clear that the Programme needed to be long-term to realise the required changes.

A number of Critical Success Factors were agreed to measure the success of the Regeneration Programme:

1. That no ward within the Bay of Colwyn is included in the 10% most deprived wards, particularly for housing, employment, income, and health domains – Rhiw Ward is no longer designated as deprived and Glyn Ward is making good progress.
2. Youth and overall unemployment should be in line with county averages – the youth unemployment numbers and percentages have decreased, with an increased number of people entering into self-employment from unemployment.
3. Reduction in the number of vacant retail units to 25 – the number of vacant units reduced year-on-year up until 2016. In 2017, three national chains withdrew from the town; however, forecasts linked to the development of the new Coed Pella council offices suggest that the situation will shift markedly from 2018 onwards.
4. Increase the number of independent traders in the town centre to 160 – the figure now stands at 170, a clear reflection of the entrepreneurial spirit of the town and its ability to stand out from other towns/high streets.
5. Long-term increase in tourist bed spaces to 560 – this has already reached 390, and potential projects currently being explored will contribute to achieving this target.
6. Year-on-year increase in visitor numbers – visible increase in the number of people enjoying the new beach and promenade. Visitors to Porth Eirias have increased by 136% since 2014 and the number of slipway passes issued has grown to 2252, an increase of 332%. The 2017 concert in Parc Eirias attracted 26,000 music fans to Colwyn Bay, generating an additional £295,000 for the area's shops, pubs, restaurants, and cafes. These music fans also spent an additional £70,000 on the area's hotels, bed and breakfasts, guest houses, campsites, and caravan parks.
7. That no home in the Renewal Area is in a poor state of repair – 70% of targeted housing stock has benefitted from energy efficiency or improvement work.
8. Reduce crime rates year-on-year – police data from 2014 to 2017 shows a reduction in criminal damage (down from 112 to 85 incidents) and in public disorder (down from 26 to 22 incidents).



2. Vibrant & Viable Places (VVP)

In 2014, Colwyn Bay was awarded £12million by the Welsh Government from the Vibrant & Viable Places (VVP) regeneration fund. The award was a massive boost for the Bay Life Regeneration Programme and recognised the ability of Conwy County Borough Council and its partners to deliver a programme to rejuvenate Colwyn Bay.

Between 2014 and 2017, the VVP money has been used to further improve the Waterfront; to improve housing in the Renewal Area; and to improve key properties in the town centre. The total investment has been valued at over £34m, with public and private investment supporting the Welsh Government funding.

The aim was to deliver a comprehensive range of benefits to the communities within Colwyn Bay so that:

- People in the town have the opportunity to be educated and skilled to enable them to reach their full potential.
- The people of the town have safe, appropriate, and improved housing with local access to support services.
- The people in the town are healthy, safe, active, and independent with improved wellbeing.
- The town has a thriving, diverse, sustainable, and prosperous economy and is a great place to live, work, and visit.
- The town has a carefully managed physical and natural environment ensuring that its potential is maximised for present and future generations.
- The town is an easy place to travel, access, and explore.
- Colwyn Bay is an informed and cohesive community.

This report provides information about the Vibrant & Viable Places regeneration projects that have taken place in Colwyn Bay.



Colwyn Bay

A thriving, attractive and vibrant town that is welcoming, safe and friendly; a place with unique character that people are proud to live in.

3. VVP Programme Area and Funding



	2014/15	2015/16	2016/17	TOTAL
VVP Budget awarded by Welsh Government	£3,023,000	£4,094,000	£4,905,000	£12,022,000
Additional VVP Pipeline awarded by WG*	£0	£370,000	£1,432,003	£1,802,003
TOTAL	£3,023,000	£4,464,000	£6,337,003	£13,824,003

*Additional funding made available by Welsh Government and awarded during the course of the programme.

4. Projects and Outputs

a. Housing Renewal

The scheme targeted investment in the housing renewal area in north Colwyn Bay to improve the quality of housing within the area, improve energy efficiency, and reduce household heating bills.

The work included:

- External/internal wall insulation.
- Replacement windows and external doors where required.

Overall, a total of 343 residential properties have been improved with 48.64GWh (Gigawatt hours) saved, representing a reduction of 10,074 tonnes in CO₂ emissions.

The Housing Renewal Scheme has proved successful, transforming the feel of the area and generating positive feedback.

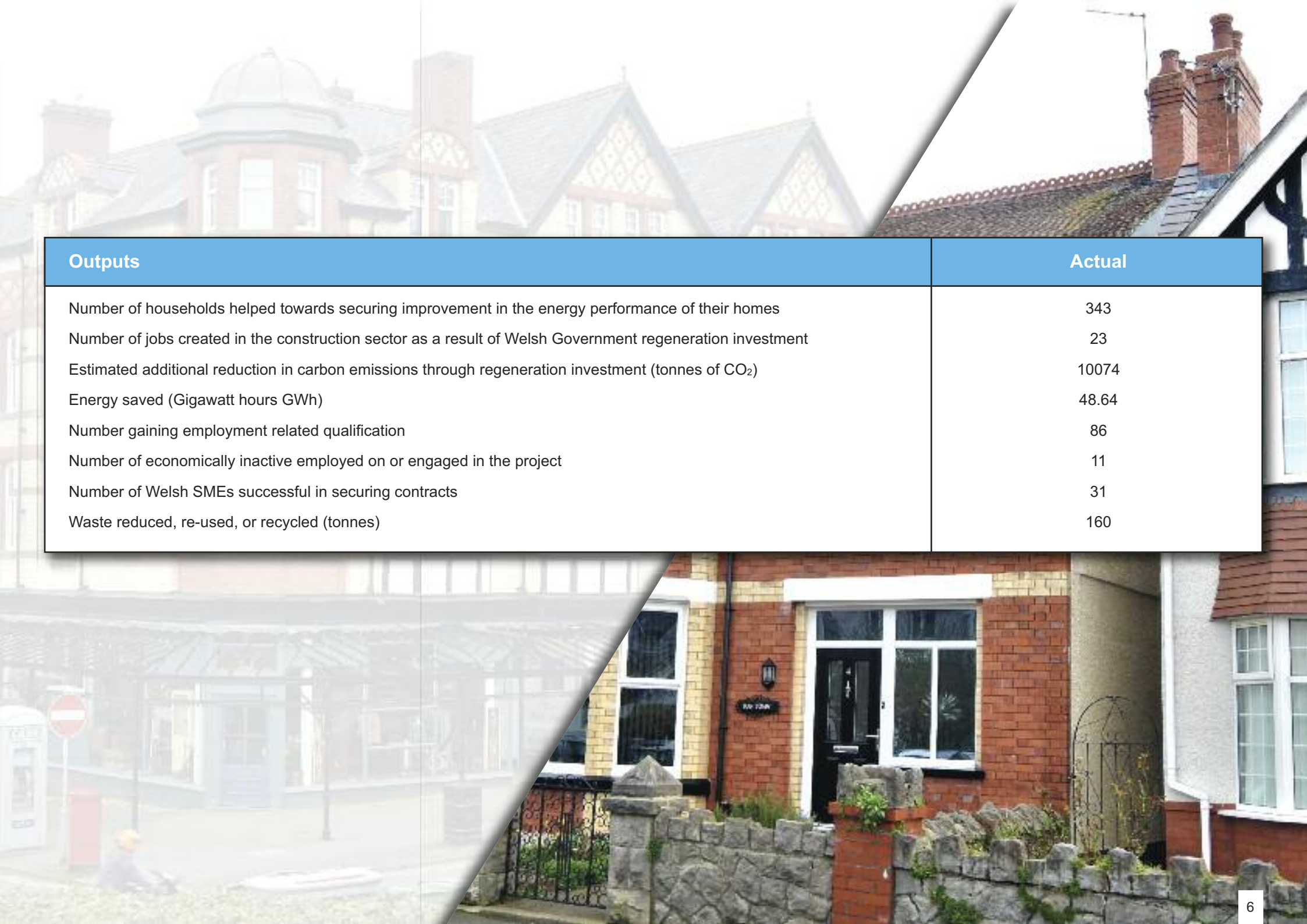
Housing Renewal Funding

	2014/15	2015/16	2016/17	2017/18+	Total
VVP	£1,882,373	£1,909,240	£1,781,387	-	£5,573,000
Other funding*	£565,000	£86,000	£75,000	£448,000	£1,174,000

**Conwy County Borough Council, Property Owners' contributions, Welsh Government's Maximising ECO Grant, Welsh Government Specific Housing Grant.*

Case Study

To improve the energy efficiency of Mr and Mrs Lea's home in Pendorlan, the property was fitted with a new composite front door, external wall insulation, and a ventilation system. In addition, to improve the aesthetics of their home, the bricks were cleaned and new rainwater and waste pipes fitted. Mrs Lea shared her experience of having work carried out on her home. She said: "I'm delighted with the quality of work. TPS worked efficiently, quickly, and professionally. The workmen were polite and really nice. I could not fault them. They kept the area clean and tidy and everything was done properly. Communication was fantastic before and during the work. I could always get hold of someone and queries were resolved quickly. I would be more than happy for TPS to carry out further work on my home and would highly recommend them to friends and family."



Outputs	Actual
Number of households helped towards securing improvement in the energy performance of their homes	343
Number of jobs created in the construction sector as a result of Welsh Government regeneration investment	23
Estimated additional reduction in carbon emissions through regeneration investment (tonnes of CO ₂)	10074
Energy saved (Gigawatt hours GWh)	48.64
Number gaining employment related qualification	86
Number of economically inactive employed on or engaged in the project	11
Number of Welsh SMEs successful in securing contracts	31
Waste reduced, re-used, or recycled (tonnes)	160



b. Space for Living

The Space for Living scheme aimed to tackle empty and under-used properties in and around the housing renewal area and the town centre. In partnership with Registered Social Landlords, a number of problematic empty properties have been purchased and renovated/redeveloped to provide much needed good quality, affordable accommodation. These include:

- Six affordable housing units developed on the site of former Houses in Multiple Occupation (HMO) on Lawson Road.
- Twelve affordable units on the site of previously vacant properties at 118-126 Abergele Road.
- Six social housing units created at former offices at 94 Conway Road.

Space for Living Funding

	2014/15	2015/16	2016/17	2017/18+	Total
VVP	£494,119	£775,785	£929,095	-	£2,198,999
Other funding*	0	£441,000	£1,000	£1,836,000	£2,278,000

*Conwy County Borough Council, *Cartrefi Conwy, Pennaf, North Wales Housing, section106*.

Case study

An Edwardian period mansion was transformed and reconverted from its previous use as an office block into six affordable homes at 94 Conway Road. As offices, the building was inefficient and dysfunctional and wasn't commercially attractive or viable for investment purposes. Conwy County Borough Council submitted an application as part of VVP to convert 94 Conway Road into residential space. Cartrefi Conwy developed the six new spacious apartments, over three floors. All have two bedrooms plus either a separate lounge or lounge/ kitchen area and are equipped with the latest in heating and insulation.

Outputs	Actual
Number of jobs in the construction sector as a result of Welsh Government regeneration investment	43 jobs supported and 2 jobs created
Hectares of land developed – other	1.25
Number of additional affordable housing units delivered (Built or ready for occupation - as a direct result of VVP support)	18
Number of empty homes brought back into use via action by local authorities	137
Number of Welsh SMEs successful in securing contracts	11

c. Waterfront Phase 2

Building on the success of phase one of the project — VVP, Visit Wales, European Union and Coastal Defence funding was allocated to improve the section of the waterfront from Victoria Pier to Cayley Bank.

Phase 2 of the scheme focused on improving almost a kilometre of promenade, creating a headland for a new seaside café, improving access to the beach, and providing additional seating.

Residents and visitors are able to enjoy a much-improved public space as well as the reassurance that the coastal defence work carried out will be protecting the town.



Waterfront Phase 2 Funding

	2014/15	2015/16	2016/17	2017/18+	Total
VVP	£161,454	£1,075,486	£2,813,060	-	£4,050,000
Other funding*	£15,000	£55,000	£684,000	£2,026,000	£2,780,000

*Conwy County Borough Council, European Regional Development Fund, Visit Wales Targeted Match Funding.

Case Study

Mike and Lesley Lewis own the Colbourn Hotel on Sea Bank Road. They said: “It’s been a very busy summer, and we have had only positive feedback on the prom from all our guests who have come from all over the world. Many of our guests have already booked to come and stay again next year. We have also noticed guests are staying a little longer this year, which benefits the whole area from tourist attractions, restaurants, pubs, and local shops. It’s such a great improvement for Colwyn Bay.”

Outputs	Actual
Number of jobs accommodated (created or enabled through regeneration investment)	6 (will follow on with construction of concession building next year)
Number of jobs created in the construction sector as a result of Welsh Government regeneration investment	20
Additional infrastructure investment levered in through regeneration projects (£s)	£4.15m
Number of people supported into work (Direct or indirect)	4
Hectares of land developed – other	1.5
Business Premises created or refurbished (m ²)	80m ² - construction of concession building
Number completing employment related courses	40
Investment Induced (£s)	£4,200,000

d. Townscape Heritage Initiative (THI)

The Heritage Lottery Fund's THI project aims to improve the general appearance and vitality of the town with a heritage-focused restoration and renovation scheme, plus community events and business initiatives. THI projects are resourced on a partnership basis.

The Colwyn Bay Townscape Heritage Initiative has proved highly successful and has received positive feedback regarding its contribution towards the overall regeneration of the town. It has operated within budget and time constraints.

To date, ten priority projects have been completed, including The Station; Porter's Coffee Shop & Bistro; Matthews and Son Hardware; and Arkwrights. Seventeen community partnership initiatives have been completed, most significantly the Town Heritage Group and the Pop-Up Shop scheme that received VVP support over two years. The Pop-Up shop has supported the establishment of eight businesses and test trading of a number of others.

Townscape Heritage Initiative Funding

	2014/15	2015/16	2016/17	2017/18+	Total
VVP	£455,054	£664,946	£546,102	-	£1,666,102
Other funding*	£130,000	£187,000	£148,000	£501,000	£966,000
Property owners' contributions					£2,059,031

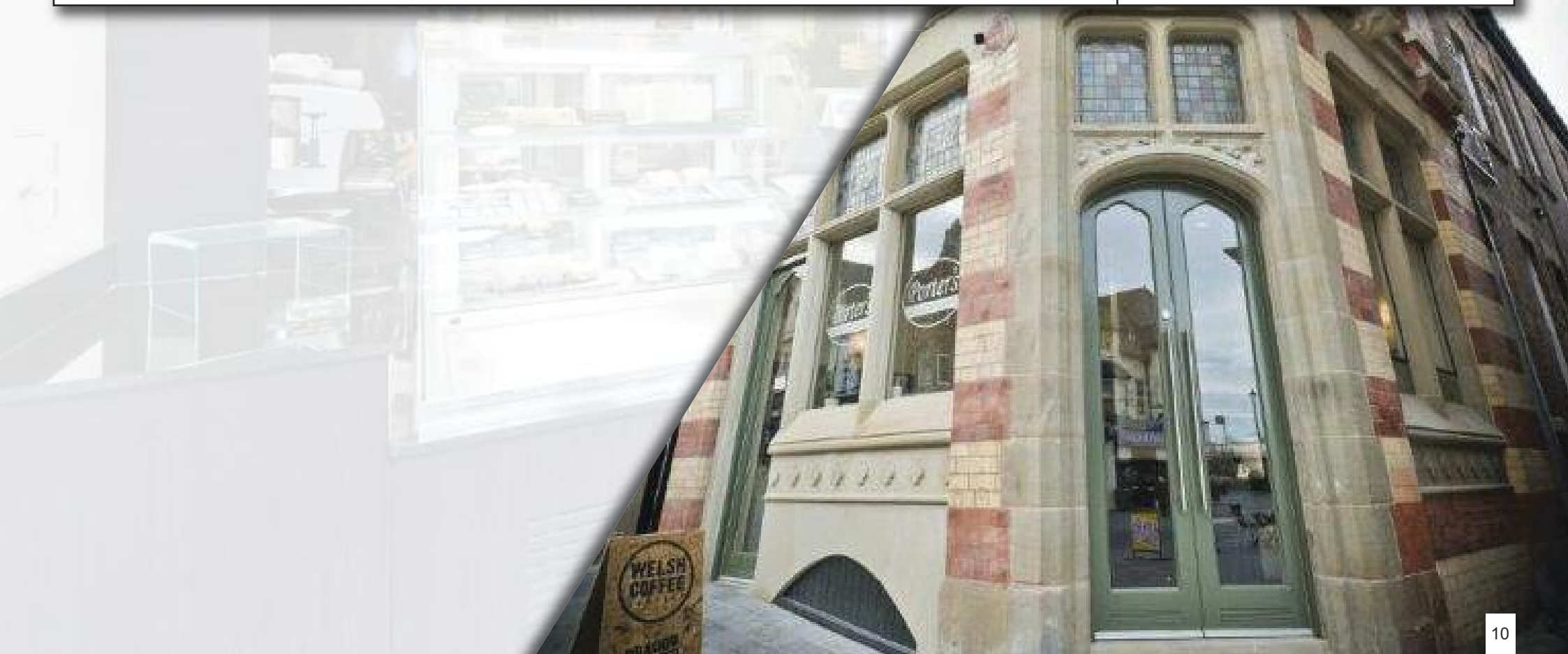
**Conwy County Borough Council, CADW, Heritage Lottery.*

Case study

Vital building work, including a new roof, refurbishment of the windows and reinstatement of the original shop front, meant the three-storey Station Court building was once again ready to open its doors. If you visit the building today, you will find Porter's Coffee Shop & Bistro on the ground floor. Named after the building's original architect, its role in the community is much more than simply a place to eat and drink. The coffee shop hosts several training and employment programmes; most of the serving and catering staff are volunteers, working to gain valuable experience and qualifications to help them secure permanent employment in the area.

Another social enterprise takes place on the first and second floors, where CAIS offers the newly refurbished rooms for hire as meeting/conference space.

Outputs	Actual
Number of traineeships on the project	12
Number of jobs accommodated (created or enabled through regeneration investment)	65
Gross jobs created	81
Investment Induced (non VVP funding) (£s)	£933,052.90
Number of enterprises accommodated	31
Business Premises created or refurbished (m ²)	2400m ²
Number of Welsh SMEs successful in securing contracts	8
Cost of recycled materials used on the project (£s)	£10,000.00





e. Community Grant Fund

The Vibrant & Viable Places investment was used to create a small capital grant fund for community groups within the Colwyn Bay area. The scheme provided core funding and support to help community groups bid for other funding.

Over the three years, thirty-one community groups and thirty-two individual projects have been supported by the scheme, including open space improvements; equipment for wheelchair sports; mini bus; and sport equipment for local groups.

Community Grant Funding

	2014/15	2015/16	2016/17	Total
VVP	£30,000	£38,543	£44,359	£112,902
Other funding*	£32,000	£146,000	£85,000	£263,000

*Colwyn Bay Town Council, Grant Applicants' contributions.

Case study

Old Colwyn Bowling Club received a grant from the Community Fund towards providing disabled toilet facilities, which had previously not been available. Joan Simpson, Club Secretary, said, "The new facilities have been much appreciated by club members and disabled members from visiting teams. Many thanks to the Bay of Colwyn Community Fund for their contribution to the cost of the project."

Outputs	Actual
Investment Induced (non VVP funding) (£s)	£263,383.87
Number of community initiatives supported: Education and Training	15
Number of community initiatives supported: Health	12
Number of community initiatives supported: Young people	15
Number of Welsh SMEs successful in securing contracts**	21

**Spend of VVP Community Fund was allocated to Community Projects based on their merit within each community, the choice of contractor was made by the individual community group.

5. Other (non VVP) Regeneration Projects in Colwyn Bay

Eirias

The Events Centre at Eirias was created under the Welsh Government's Strategic Regeneration Area (SRA) programme. Since then, the facility has gone from strength to strength with the support of Wales Rugby Union (WRU) and other national sporting bodies. A full calendar of community and entertainment events has been developed to complement sporting activities. For example, the Summer 2017 concert attracted 26,000 music fans to Colwyn Bay - generating an additional £295,000 for local shops, pubs, restaurants, and cafes. The Council's Social Services and Education Services have worked in partnership with Betsi Cadwaladr University Health Board to develop a Health Precinct at Parc Eirias to improve and support the health and wellbeing of local residents. The Health Precinct is now highlighted as best practice nationally, with this model being promoted and rolled-out elsewhere in North Wales.

Communities First

Communities First has performed well against its original targets, with all planned activities delivered within time and budget. Throughout the duration of the programme 1182 unique participants were engaged in 723 sessions. As the programme comes to an end, Conwy County Borough Council will continue to work to ensure that the needs of the local community are supported through Communities First Legacy Fund projects. An end-of-programme report will be available highlighting achievements over the course of its duration.

Office Accommodation Strategy (OAS)

Over recent years, the Council has been reviewing its

buildings and looking at ways to operate more efficiently by consolidating its staff and services onto fewer sites. The Council appointed Muse Developments Ltd. to provide new office accommodation in the centre of Colwyn Bay and redevelop the old Civic Centre building. The Council will rent the new fully-fitted office, which will replace up to thirteen inefficient and poor performing properties.

The office development supports the regeneration of Colwyn Bay town centre:

- Bringing people into the heart of Colwyn Bay will bring vitality, footfall, and an anticipated additional spend in the town of up to £1m by people using this new building.
- During construction, over a fifth of the total value of contracts have been awarded to local companies by the main contractor Bowmer & Kirkland.

Health Care Centre

The new medical centre is located on the site of the former Conway Road Infants School. Conwy County Borough Council sold the former school to Haven Health for the specific purpose of developing a primary health care centre for two local doctors' surgeries. Offering a perfect solution to two problems: disposing of the old school building and finding a suitable location for the doctors. This project ensured the site continues to have a community use, offering a whole range of health services to residents in the area. By re-using a developed site and bringing it back into use, the development complements the on-going regeneration programme in Colwyn Bay.

Ocean View Development

The former Rothesay Hotel site on the promenade, adjacent to Phase 2 of the Waterfront works, was run down and not operating as a hotel. The private sector invested over £5m to redevelop the site into a complex of forty seafront apartments named Ocean View.

Colwyn Business Improvement District

The Welsh Government identified the Bay of Colwyn as an area that they wished to support in developing a Business Improvement District (BID). In November 2015, businesses from across the Bay of Colwyn, voted in support of creating a BID. The Colwyn BID includes Rhos on Sea, Colwyn Bay, Old Colwyn and Mochdre and provides an opportunity for businesses to shape the future of the area and build upon recent investments. The BID aims to develop and promote the strengths and characteristics of the Bay of Colwyn for leisure and business, and raise awareness of its business sectors. The BID also offers targeted business support to its 860 levy payers.

