

Conwy Programme Development Plan

Local Housing Prospectus

April 2025



**Sir Conwy, yr amgylchedd iawn i fod yn ddiogel,
yn iach ac yn annibynnol**

**Conwy County, the right environment to be safe,
healthy and independent**

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Glossary of Terms

Social housing is housing that is owned and let by Registered Social Landlords (RSL). The rent for social housing is set by Welsh Government. Social housing in the Conwy County is allocated via the social housing register (SARTH). The eligibility criteria can be found on CCBC's website -

<https://www.conwy.gov.uk/en/Resident/HousingServices/Looking-for-a-home/Social-housing.aspx>.

Households on the social housing register can select up to 9 area choices.

Intermediate rent is housing where the rents are above those of social rented housing, but below market housing rents. Intermediate rent properties in the Conwy County is allocated via Tai Teg (intermediate housing register). The eligibility criteria can be found on Tai Teg's website - <https://taiteg.org.uk/en/am-i-eligible-to-apply>.

Low cost home ownership is housing that is sold at a reduced market value to an eligible person. Low cost home ownership properties in the Conwy County is allocated via Tai Teg (intermediate housing register). The eligibility criteria can be found on Tai Teg's website - <https://taiteg.org.uk/en/am-i-eligible-to-apply>.

Mae'r ddogfen hon ar gael yn Gymraeg hefyd.

1. Introduction

1.1 This document provides Registered Social Landlords (RSLs) and other stakeholders with the information they need to make informed decisions about where to search for land and property to deliver new affordable housing.

1.2 This Prospectus is updated and published annually.

2. Context

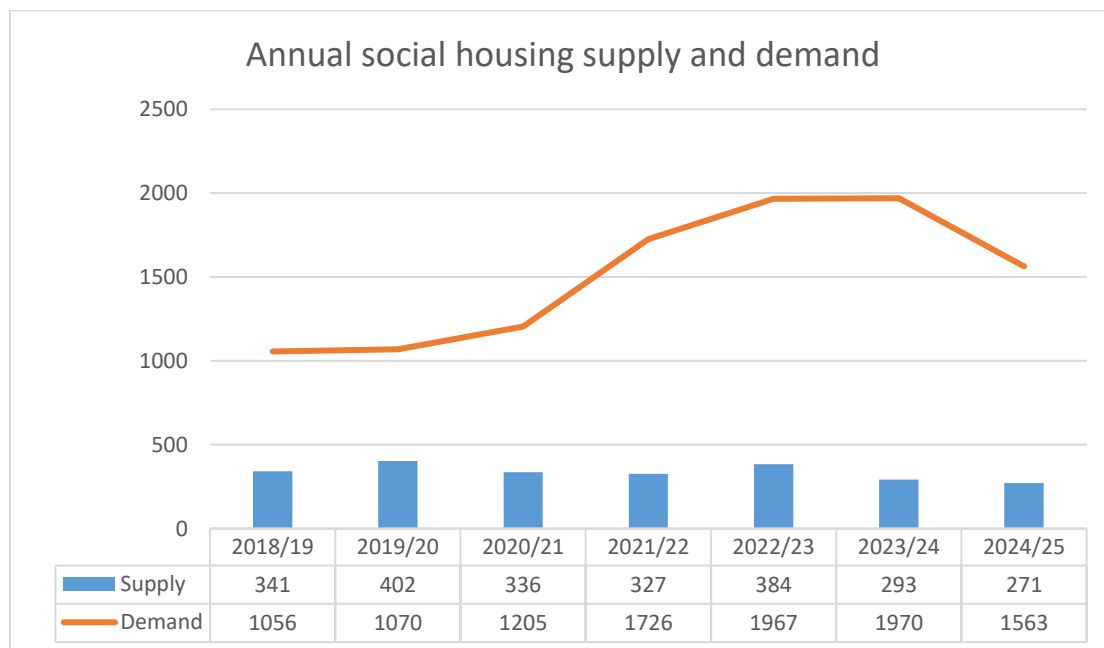
2.1 Conwy's 2018 Local Housing Strategy vision is for *'People in Conwy have access to affordable, appropriate and good quality accommodation that enhances their quality of life'*, to achieve this it is important that the right homes are delivered in the right places and at the right time.

2.2 Due to a number of external factors such as the cost of living, changes in Welsh Government policy and the introduction of new legislation, the demand for affordable housing has been increasing at an alarming rate.

2.3 The chart below shows the annual social housing supply (units delivered via the social housing grant programme, transitional accommodation capital programme and turnover of existing stock) and social housing demand (social housing register data at 01 April each year):

Chart 1: Annual social housing supply and demand

Source: CCBC Housing Strategy, SARTH (social housing register) April 2025



2.4 During 2018/19 and 2020/21 there was on average 1110 applicants on the social housing register at 01 April of each year, however following the Covid Pandemic the demand for social housing soared and between 01 April 2021 and 01 April 2022 the number of applicants on the social housing register increased to 1726. The figure increased to 1967 on 01 April 2023 and remained at a similar figure until September 2024. The number of applicants on the social housing register has been decreasing since October 2024 and as of 1st April 2025 there were 1563 applicants on the social housing register. The reason for the decrease in the number of applicants on the social housing register is due to reviewing applications being a key focus over the last 12 months for the social housing register team due to an increase in resource within the team.

2.5 Over the last 5 years an average of 316 social housing units were available to let each year as a result of property turnover and/or new build delivery. These figures demonstrate how demand far outstrips supply. As the gap between the supply and demand of affordable housing widens the need for temporary accommodation increases. Temporary accommodation used by the local authority to accommodate applicants who are owed a housing duty under the homelessness legislation is mainly private sector accommodation including bed and breakfast. The number of households living in all forms of temporary accommodation on 31 March 2025 was 356, including 78 households with children. 231 households were in bed and breakfast accommodation on 31st March 2025, which included 21 households with children. This figure has been increasing each year, as a result, there is a need to deliver affordable housing at pace.

2.6 Social Housing Grant (SHG) and Transitional Accommodation Capital Funding Programme (TACP) is grant funding which is available to support Registered Social Landlords (RSLs) to develop and increase the supply of affordable housing. The total budget across Wales for SHG and TACP for 2025/26 is £411,000,000. Conwy County Borough Council have received an initial SHG allocation of £11,211,472 and £5,234,263 for TACP for 2025/26.

2.7 The process of allocating SHG to affordable housing schemes has changed from 2025/26 onwards. Any new RSL schemes claiming SHG from 2025/26 onwards will:

- Receive a grant offer letter.
- Receive acquisition grant in full in arrears.
- Receive construction grant in advance in three percentage tranches (40/40/20). The first 40% tranche will be paid in advance. The second 40% tranche will be paid in advance but will only be paid once evidence has been provided that the first 40% tranche has been spent in full. The final 20% tranche will be paid once evidence has been provided that the second 40% tranche has been spent in full.

- All grant must be paid within the compensation period. The compensation period is 6 months after completion of the site.

2.8 There is additional SHG funding available in 2025/26 and this will be allocated to schemes which are in a position to claim funding.

2.9 It is recognised that new social housing development is not enough to meet current and future demand. The private sector plays an important role in the housing market, enabling people and families to find a home that is right for them. As such funding has been made available to develop and implement initiatives to improve the condition and increase the supply of private sector accommodation at affordable rent levels, this includes unlocking the potential of empty properties. Funding is subject to availability and applicants meeting the eligibility criteria, a list of funding opportunities for private organisations can be found on the Conwy County Borough Council (CCBC) website.

- <https://www.conwy.gov.uk/en/Resident/HousingServices/Empty-homes/Financial-help.aspx>
- <https://www.conwy.gov.uk/en/Resident/HousingServices/Empty-homes/Leasing-Scheme-Wales.aspx>

3. Strategic Housing Priorities

The strategic housing priorities for the next 12 months have been identified as follows:

- a) General needs 1 bedroom accommodation and larger accommodation in coastal towns (4, 5, 6, 7 and 8 bedroom) including innovative solutions such as pods, acquisition and refurbishment of existing dwelling(s), conversions and/or shared housing
- b) 1, 2 and 3 bedroom adapted properties in coastal towns, where appropriate (i.e. land is suitable and ensures the property is accessible)
- c) Development that supports rightsizing initiatives and creates mobility within the existing housing stock.
- d) Sustainable communities (i.e. mixed size and tenure)
- e) Town centre regeneration
- f) Development that meets the housing need set out in the Supported Housing section of this document (4.13).
- g) Accommodation that supports the effective implementation of Conwy's Rapid Rehousing Transition Plan, such as accommodation that can be used as an alternative to bed and breakfast, including self-contained temporary accommodation and shared housing options.

- h) Development that meets the housing need set out in the Social Care section of this document (4.14-4.21).

Housing Demand

- 4.1 This prospectus provides a summary of the housing demand in Conwy using information from Conwy's Local Housing Market Assessment (LHMA) 2022-2037, social housing register (SARTH), and the intermediate housing register (Tai Teg). Information is broken down into Housing Market Areas (HMA). Appendix 1 provides a breakdown of the electoral wards within each HMA. The data is correct at the time of reporting and includes applicant's first area choice only.

Conwy's Local Housing Market Assessment (LHMA), 2022-2037

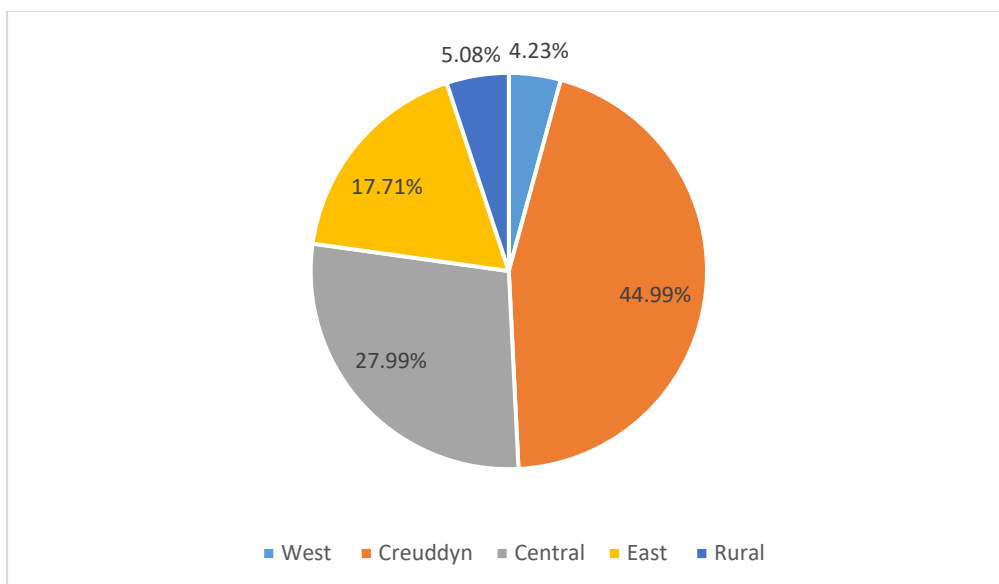
- 4.2 Conwy's LHMA 2022-2037 need figure is informed using the Welsh Government Principal Projection. A copy of the LHMA is available on our website - <https://www.conwy.gov.uk/en/Resident/HousingServices/Policies-plans-strategies/Local-Housing-Market-Assessment.aspx>. Conwy's LHMA 2022-2037 has identified that over the first five years of the LHMA period the total additional housing need estimate (gross need before turnover and supply) is 810, 116 of which is market housing and 694 is affordable housing. There is a higher need for affordable housing in Creuddyn HMA, followed by Central HMA and East HMA. It is important to note that the LHMA gives an estimate of households in need of affordable housing and market housing, and this does not equate to a new build target. A detailed breakdown by tenure is available in the LHMA 2022-2037 document.

Social Housing Demand

- 4.3 The chart below illustrates the percentage of overall demand for social housing in each Local Housing Market area as of 1st April 2025. The chart shows that there is a higher need for affordable housing in Creuddyn HMA followed by Central HMA and East HMA.

Chart 2: Demand for social housing by Housing Market Areas as of 1st April 2025

Source: SARTH (social housing register), April 2025



4.4 The level (and availability) of housing stock in an area can affect the demand, for this reason we strongly encourage RSL development teams to engage with the Rural Housing Enabler to help identify demand in rural areas, in particular areas with low social housing stock.

4.5 The top 5 area choices (based on 1st area choices only) broken down into bedroom sizes is outlined below:

Table 1: Top 5 area choices on the social housing register

CCBC Housing Strategy, SARTH (social housing register) April 2025

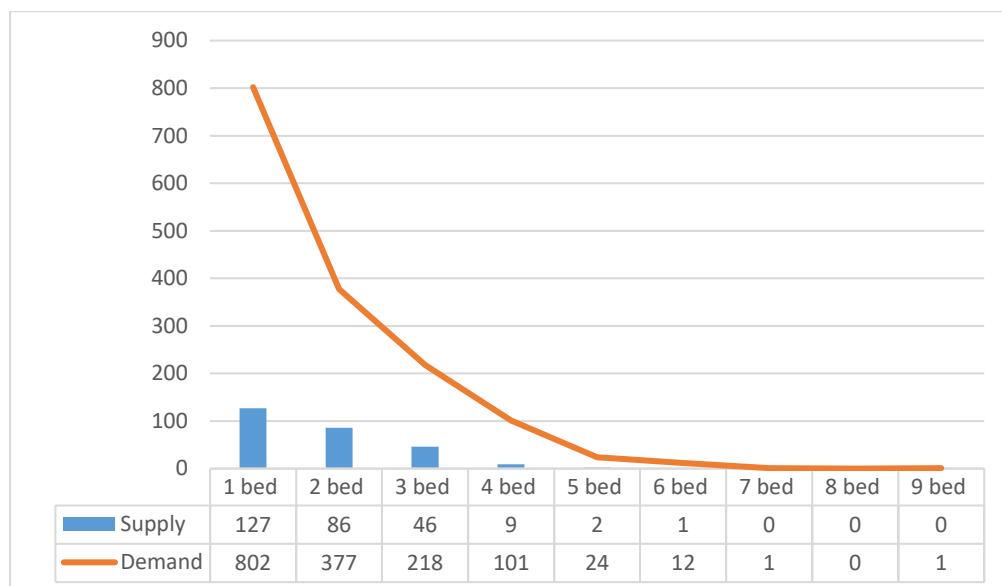
Bedroom size	Area choices
1	Llandudno, Colwyn Bay, Rhos on Sea, Abergele, Old Colwyn
2	Llandudno, Abergele, Old Colwyn, Colwyn Bay, Conwy
3	Llandudno, Abergele, Colwyn Bay, Old Colwyn, Conwy
4	Llandudno, Abergele, Colwyn Bay, Kinmel Bay, Old Colwyn
5	Llandudno, Llandudno Junction, Abergele, Colwyn Bay, Llanfairfechan
6	Llandudno, Abergele, Colwyn Bay, Kinmel Bay, Llandudno Junction, Old Colwyn, Penrhyn Bay, Peulwys Estate, Rhos on Sea
7	Llandudno
8	No Applicants
9	Penrhyn Bay

Detailed demand information for each village/town within the County Borough is available upon request, including a breakdown of house types and bedroom sizes. Requests for information can be made by emailing housingstrategy@conwy.gov.uk.

4.6 The chart below shows the 2024/25 social housing supply (*new build delivery and turnover of existing stock*) and demand broken down into bedroom sizes.

Chart 3: Social housing supply and demand 2024/25

Source: CCBC Housing Strategy, SARTH (social housing register), April 2025

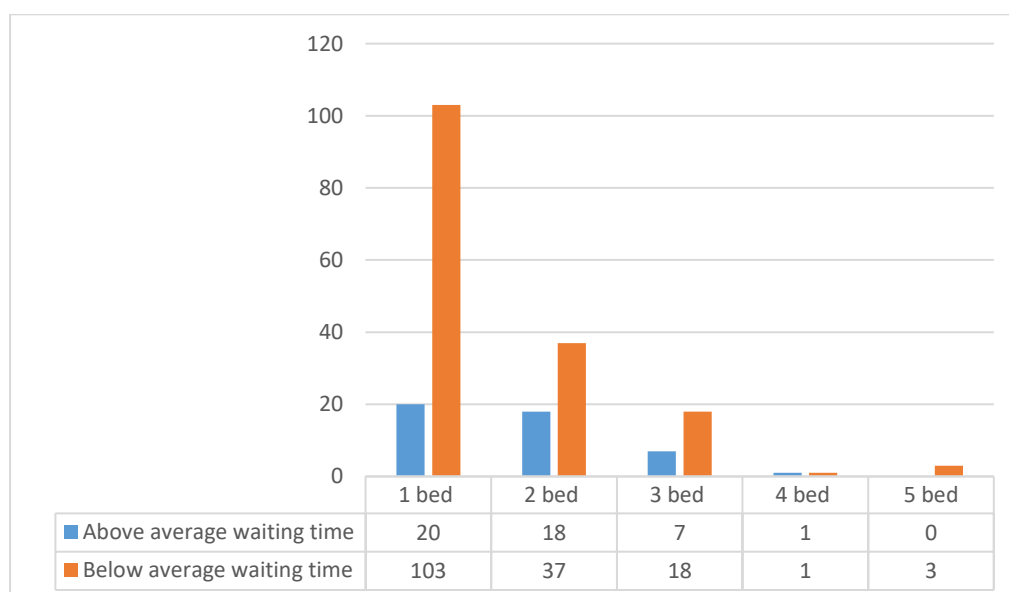


Specialist Housing

4.7 As of 1st April 2025 there were 208 applicants in band 1 (urgent housing need) on the social housing register (SARTH) and in need of an adapted social rented property. The chart below illustrates the number of applicants waiting for an adapted property who are above and/or below the average wait time for general needs accommodation, based on 2024/25 turnover of stock.

Chart 4: Households in need of an accessible property 2024/25

Source: CCBC Housing Strategy, SARTH (social housing register), April 2025



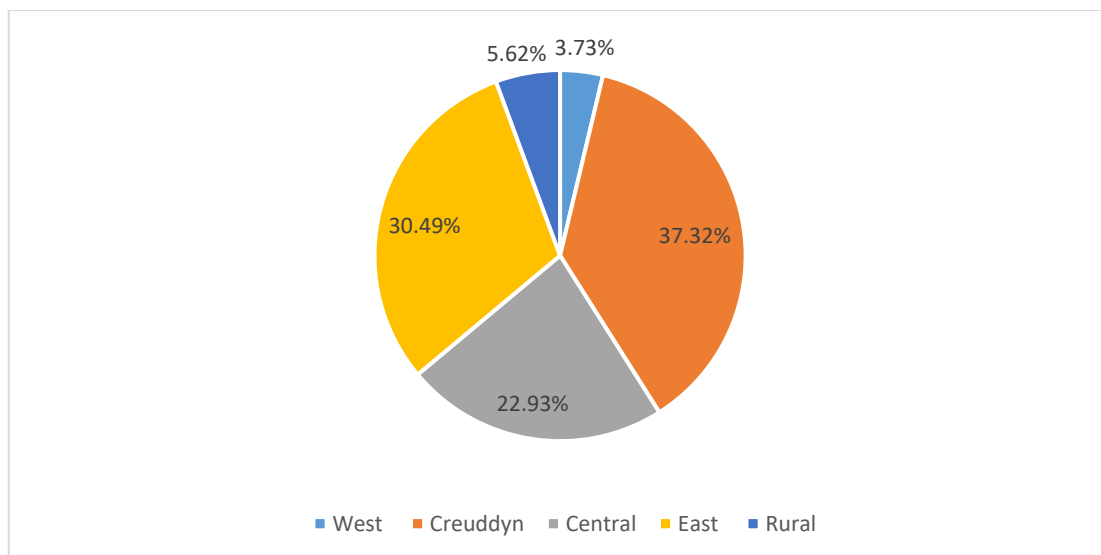
4.8 The chart shows that 22% of households in need of an accessible social rented property in band 1 on the social housing register have been waiting above the average wait time for a household rehoused in a general needs property in 2024/25. The graph shows that there is a significant demand for 1 bed adapted properties. The graph shows that 33% of households in need of a 2 bed accessible property and 28% of households in need of a 3 bed accessible property are waiting longer than the average wait time for general needs accommodation based on 2024/25 turnover data. This highlights the need to increase the supply of accessible properties, especially 1, 2 and 3 bedroom accessible properties.

Intermediate Housing Demand

4.9 The chart below illustrates the percentage of overall demand for intermediate housing in each Local Housing Market area as of 1st April 2025. The chart shows that there is a higher need for affordable housing in Creuddyn HMA, East HMA and Central HMA.

Chart 5: Demand for intermediate housing by Housing Market Areas as of 1st April 2025

Source: Tai Teg, April 2025



- 4.10 New housing development in an area can affect the demand for intermediate housing, for this reason we strongly encourage RSL Development teams to engage with the Rural Housing Enabler to help identify demand in rural areas in particular areas where there has been low levels of new housing development.
- 4.11 The top 5 area choices (based on 1st area choices only) broken down into bedroom sizes is outlined below:

Table 2: Top 5 area choices on the intermediate housing register

CCBC Housing Strategy, Tai Teg (intermediate housing register) April 2025

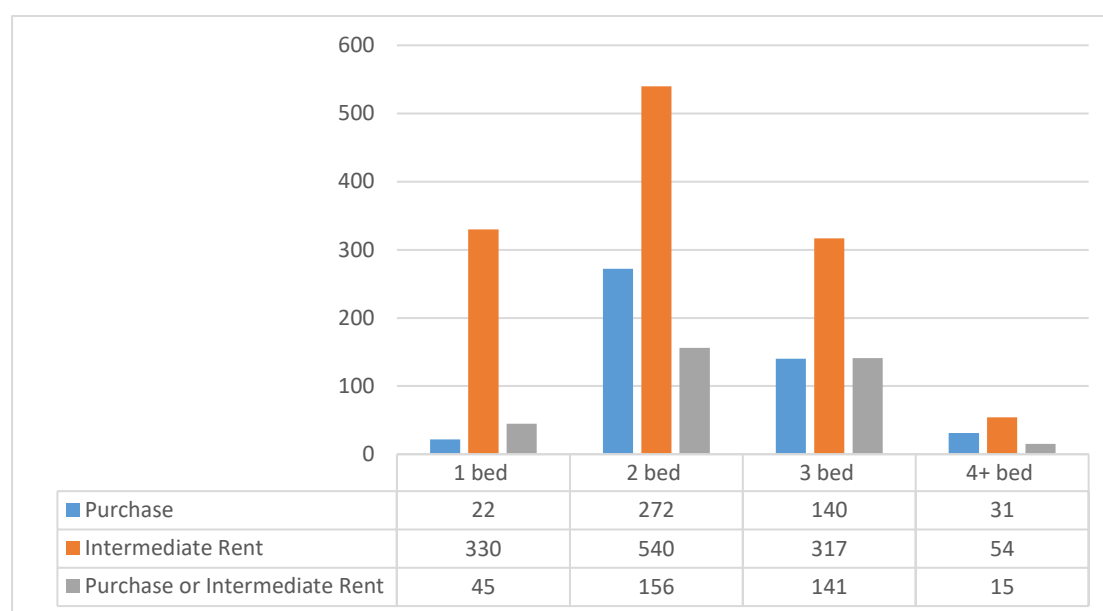
Bedroom size	Area choices
1	Abergele, Llandudno, Colwyn Bay, Kinmel Bay, Old Colwyn & Deganwy
2	Abergele, Llandudno, Llandudno Junction, Colwyn Bay and Kinmel Bay

Bedroom size	Area choices
3	Abergele, Llandudno, Colwyn Bay, Kinmel Bay, Llandudno Junction
4+	Abergele, Llandudno & Kinmel Bay, Colwyn Bay, Conwy & Old Colwyn

- 4.12 The chart below shows the intermediate housing demand broken down into bedroom size and tenure. Households are given the opportunity to select purchase only, intermediate rent only, purchase and intermediate rent when registering with Tai Teg.

Chart 6: Intermediate housing need, broken down by tenure and number of bedrooms

Source: Tai Teg, April 2025



Supported Housing

- 4.13 The table below identifies the priorities for supported housing within the next 12 months:

Table 3: Supported Housing priorities

CCBC Housing Strategy, CCBC Housing Support Grant Team, April 2025

Priority	Description
1	Accommodation that supports the effective implementation of Conwy's Rapid Rehousing Transition Plan, such as accommodation that can be used as an alternative to bed and breakfast or accommodation that increases housing options for people in supported housing ready to move on, such as shared housing
2	Self-contained housing for people with complex housing needs. Over the last 12 months there has been an increase in individuals who are alcohol dependent. There has also been an increase in individuals requiring support with their mental health
3	Accommodation for people fleeing domestic abuse

4	Affordable self-contained housing for young people. There is a need to increase the supply of affordable supported accommodation for young people in employment
5	Accommodation for prison leavers

Social Care

- 4.14 This section sets out the requirements for accommodation across Social Care service areas as follows:
- Children and Young People
 - Vulnerable People
 - Disability Service
 - Adult/Older People Services
- 4.15 The requirements identified are an indicative indication at the time of writing and may be subject to change depending on priorities and needs that may arise.
- 4.16 It is not the intention of this section to identify individual accommodation requirements across each of the service areas – the document is a high level guide for Registered Social Landlords (RSL's) and other property providers in respect of Social Care accommodation needs in the short, medium and longer term.
- 4.17 If RSL's and other property providers believe they may have suitable properties based on information contained in this document then further dialogue with the Council will be scheduled to determine:
- Typical room requirements of individual properties and any regulations that are required to be met, e.g. The Regulated Services (Service Providers and Responsible Individuals) (Wales) Regulations 2017;
 - Any specific location requirements, including preferred village/town, access to facilities (e.g. GP's, leisure facilities, schools etc.), access to public transport etc.;
 - Any design and safety considerations;
 - Required community connections.

Children and Young People

- 4.18 The Council has established a Children's Residential Transformation Programme which has identified a 10-year plan to increase residential placements for Children and Young People. The table below outlines the need identified in the 10-year plan.

Table 4: Need identified by the 10 year-plan

CCBC Housing Strategy, CCBC Social Care, April 2025

Year	Description
2025/26	A minimum 4 bed detached property to support up to 2 young people. Typical facilities will include: lounge, kitchen, dining space, downstairs toilet (if more than one storey), bathroom (staff and young person can share) and garden space which should be fairly secure and not too overlooked or feeling of hemmed in
2026/27	A 6 bedroom property for longer term care placement where appropriate following assessment. Property to accommodate 3 young people + 1 emergency. The +1 emergency ideally needs to be in a type of annexe to the property. The remaining beds will be for staff sleep-in and these bedrooms should be ensuite. Typical facilities to include: communal lounge, large kitchen/diner, bathroom. Fairly large garden space
2027/28	Kick Start accommodation to provide semi-independent living accommodation for 4 young people aged 16+. Minimum 5 bed house with large communal areas (living room, kitchen, dining space etc.). 1 staff/office/sleep in room downstairs. Some garden/outside space
2028/29	A 3 bed property for longer term care placement where appropriate following assessment. Property to accommodate 2 young people, with potential to accommodate siblings. 1 bedroom for staff sleep-in/office space. Outside/Garden space
2029/30	A 3 bed property for longer term care placement where appropriate following assessment. Property to accommodate 2 young people, with potential to accommodate siblings. 1 bedroom for staff sleep-in/office space. Outside/Garden space

Vulnerable People

4.19 The table below shows the 2 types of accommodation required currently (2025/26).

Table 5: Type of accommodation required by the Vulnerable People Service

CCBC Housing Strategy, CCBC Social Care, April 2025

	Description
1	<p>Accommodation to support people aged 18+ who have been detained under Section 136 of Mental Health Act by the Police, who need care and support but not a hospital bed. This would be a safe place for a short period of time to stabilise their situation. Each unit requires a discrete space comprising of:</p> <ul style="list-style-type: none"> • Kitchen/Snack/hot beverages preparation • Bathroom/Toilet • Lounge/Sitting Room • Bedroom

	Staff facilities also required in each unit, to include staff bedroom, but other areas (bathroom, kitchen, lounge etc.) would be shared. Outside space desirable but not essential.
2	Accommodation to enable vulnerable people aged 18+ to hold their own tenancies and for the teams to establish the 'team around the individual' approach. The main requirement is for the individual to have their own front door, rather than a private bedroom, but shared communal spaces, which require a matching process. Based on the extra care model – that is one bedroomed accommodation. Outside space desirable but not essential
3	Supported accommodation for households with alcohol dependency. This could be self-contained or shared accommodation with support.

Disability Service

4.20 The accommodation requirements within the Disability Service are broad and can vary based on individual needs. Disability service use a combination of any voids that become available in current properties as well as creating new developments. Developments would therefore need to be discussed separately with accommodation providers, including input of the Disability Service Occupational Therapists and other professionals such as Health. However as an example, shared tenancies are generally 3 person which requires a 4 bed property to incorporate staff. This may need to be one level or dormer type with some bedroom provision on the ground floor. Single person accommodation usually comprises 6 flats with space for a sleep in / staff area if needed. Demand for single occupancy accommodation for people with complex disabilities is increasing, however, these can be located in close proximity to each other to provide adequate staffing. Broadly speaking the current number of people requiring accommodation can be categorised as follows:

Table 6: Type of accommodation required by the Disability Service

CCBC Housing Strategy, CCBC Social Care, April 2025

Year	Description
2025/26	There are currently 18 people requiring accommodation in the next 12 months with an additional 26 needing accommodation to be considered between 2025/26 and 2028/29. This can change depending on individual circumstances. There are people in hospital who will require a return to community living within the next 12-24 months.
2026/27	Along with the people known above, Disabilities have future planning in place to accommodate Looked After Children (LAC), i.e. not living with family who need

	accommodation post 18 years. Currently 4 young adults will turn 18 and require accommodation during this period.
2027/28	Children who live with family needing accommodation post 18 (next 5 years) – currently. 4 young adults will turn 18 and require accommodation during this period.
2028/29	Children who live with family needing accommodation post 18 (next 5 years) – currently 6 young adults will turn 18 and require accommodation during this period.

Adults / Older People Services

- 4.21 At the time of writing a separate Programme of work has been established within the Council to address Extra Care Housing needs in the central area.

5 Programme Development Plan (PDP) Schemes

- 5.1 The PDP is a year 3 development plan used to manage the allocation of Welsh Government (WG) Social Housing Grant (SHG). Conwy Housing Strategy Manager prepares/reviews the PDP once a quarter and submits a copy to Welsh Government for final approval.
- 5.2 The 2025/26 Welsh Government PDP submission deadlines are outlined in the table below.

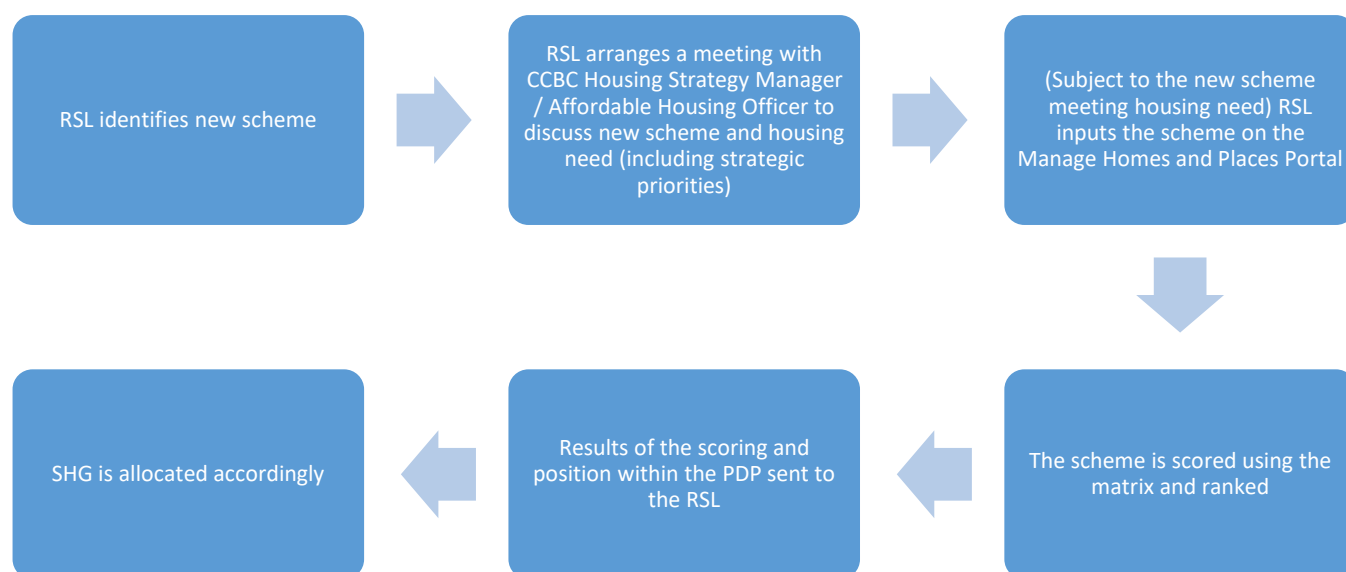
Table 7: PDP submission deadlines

CCBC Housing Strategy

Quarter	Date
1	13 th June 2025
2	8 th August 2025
3	7 th November 2025
4	30 th January 2026

- 5.3 For a scheme to be considered for SHG, RSLs are required to submit an application for the scheme via the Manage Homes and Places Portal. The information inputted on the Manage Homes and Places Portal enables CCBC to score and prioritise schemes.
- 5.4 A scheme must be inputted on to the Manage Homes and Places Portal no later than 14 days before Q1 submission deadline, to be considered in the (current) main programme. However, to ensure the PDP remains flexible to meet emerging and/or urgent strategic priorities and can accommodate time limited development opportunities, CCBC will accept schemes on to the Manage Homes and Places Portal throughout the year

5.5 The operational process is set out below:



Scoring Matrix

(a) Sustainable communities that meets housing need (30% weight)

	RSL has gathered all relevant housing need data and engaged with the Rural Housing Enabler team / community where applicable	Housing mix meets housing need and has been approved by Conwy Housing Strategy Team	Sustainable communities (i.e. mixed size and tenure)
Mixed development (size and tenure) <i>Will also be applied to acquisitions</i>	2 points	5 points	2 points
Social care/Supported Housing development that has been approved by the relevant Officer	9 points		

(b) Strategic Housing Priorities (30% weight)

	Included within the development and no. of units has been approved by Conwy Housing Strategy team	Consideration has been given to include within the development but valid justification submitted to exclude
General needs 1 bed accommodation in coastal towns	5 points	5 points
General needs larger accommodation (4, 5, 6, 7 and 8 bed)	5 points	5 points
1 bed, 2 bed and 3 bed adapted properties in coastal towns, where appropriate (i.e. land is suitable and ensures the property is accessible)	5 points	5 points
Development supports rightsizing initiatives and creates mobility within the existing housing stock	5 points	5 points
Town centre regeneration	5 points	5 points
Sustainable communities (i.e. mixed size and tenure)	5 points	5 points
Accommodation that supports the effective implementation of Conwy's Rapid Rehousing Transition Plan such as accommodation that can be used as an alternative to bed and breakfast, including self-contained temporary accommodation and shared housing options.	5 points	5 points
Acquisition that meets one of the above	20 points	
Social care/Supported Housing development that meets the housing need set out in 4.13 and 4.14-4.21 of this document	20 points	

(c) Deliverability (40% weight)

	Pre application submitted	Full Planning application submitted	Full Planning application approved
Planning permission	2 points	5 points	10 points
Welsh Government approval	5 points		

	Land owned by RSL	Land to be purchased before planning has been approved	Land to be purchased after planning has been approved
Allocated site	10 points	5 points	2 points

Where applications receive the same score, applications will be prioritised in date order.

6. Monitoring and Governance

6.1 The PDP will be monitored quarterly by the local authority (LA) and Welsh Government (WG).

6.2 The local authority is responsible for:

- Ensuring development is demand led and helps to meet local strategic housing priorities
- Preparing the PDP for WG approval
- Ensuring the full allocation of SHG is spent and the LA is prepared to accept additional funding at the end of the financial year (if available)

6.3 Welsh Government is responsible for:

- Ensuring a fair system is in place when allocating SHG
- Approving the PDP and ensuring SHG has been allocated appropriately against the local authority criteria
- Ensuring the full allocation of SHG is spent and the LA is prepared to accept additional funding at the end of the financial year (if it is available).

It is important that the information within the PDP is up-to-date. RSLs are responsible for updating the milestones data for all schemes on the Manage Homes and Places Portal before the PDP deadlines.

6.4 To support effective communication between all stakeholders the following is in place:

- Six weekly 1-2-1 meetings between the LA and RSL, to discuss potential schemes and monitor progress of schemes in the programme.
- Quarterly stakeholder meetings with all partners including Welsh Government, to discuss the PDP and provide relevant updates.

Appendix 1 - Housing Market Areas

There are five Housing Market Areas (HMAs) in Conwy. The Housing Market Areas include the following electoral divisions (wards):

- West HMA
 - Bryn
 - Pandy
 - Penmaenmawr

- Creuddyn HMA:
 - Conwy
 - Craig y Don
 - Deganwy
 - Glyn y Marl
 - Gogarth Mostyn
 - Llansannffraid
 - Penrhyn
 - Tudno

- Central HMA:
 - Colwyn
 - Eirias
 - Glyn
 - Llandrillo yn Rhos
 - Llysfaen
 - Mochdre
 - Rhiw

- East HMA:
 - Gele and Llanddulas
 - Kinmel Bay
 - Pensarn Pentre Mawr
 - Towyn

- Rural HMA:
 - Betws yn Rhos
 - Betws y Coed and Trefriw
 - Caerhun
 - Eglwys-bach a Llangernyw

- Llanrwst a Llanddoged
- Llansannan
- Uwch Aled
- Uwch Conwy

The map below shows the boundaries of the Housing Market Areas and wards.

Map 1: Housing Market Areas

Source: Natural Resources Wales and Ordnance Survey open data, 2023

