

Replacement Local Development Plan 2018-2033

Background Paper

BP73: Placemaking Plans and Place Plans compliance guidance



Deposit Plan

July 2025



Mae'r ddogfen hon ar gael yn Gymraeg hefyd.

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Placemaking & Place Plans Compliance in Conwy: A Guide for Communities

July 2025



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What is this Document?

This guide explains what **Place Plans** are, how they can be prepared and what they will need to contain in order to be **adopted** by Conwy County Borough Council (CCBC) as formal '**Supplementary Planning Guidance**'.

This guide is designed for **Community and Town Councils** in Conwy who are considering preparing or updating a Place Plan for their town or village. It sets out how to make sure a Place Plan is capable of being adopted by Conwy County Borough Council as Supplementary Planning Guidance. This guide has been prepared by Planning Aid Wales for Conwy County Borough's Strategic Planning Policy Team, with the support of a panel of local and national stakeholders.

This guide should be read in conjunction with other guidance on Place Plans prepared by Conwy County Borough Council, [available on their website](#). Planning Aid Wales also produced a series of guides on exploring Place Plan production, [available at the Planning Aid Wales website](#).

NOTE: Bold words and phrases are defined in the glossary on page 30.

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Introduction & Overview

What is a Place Plan?

Place Plans are local level land use documents that can be prepared by **Community and Town Councils** (or **community** groups where there is no local council).



As the title suggests, they must be related to 'place', which might be a geographic boundary (such as a **Community Council** boundary), or a named place such as a town or village. A place is normally somewhere that has some sense of identity and meaning for people who live, work or spend time there.

In its general form, a plan is a detailed proposal for doing or achieving something. It describes what we are going to do and how we are going to do it. For the purpose of this guidance, a plan is a document that is prepared by the community to identify what they want to improve or achieve in their area.

The planning system in Wales is designed to manage **development** and the use of land in the public interest; planning decisions are made using the **Development Plans** and policies that are prepared and **adopted** by **Local Planning Authorities** and **Welsh Government**.

So, a Place Plan:

- Thinks about how an area will change and develop over time.
- Relates to development and the use of land.
- Can be led and prepared by communities (or by Local Planning Authorities in conjunction with communities); and
- Can be adopted as 'Supplementary Planning Guidance' as part of the Local Development Plan, if it meets the criteria set out in this document.

Why make a plan at all?

Undertaking any **community** planning exercise can allow you to:

- Work together as a community to identify how you can improve your area – the process can be as valuable as the product.
- Communicate and build working relationships with stakeholders including the local authority and wide range of local organisations, businesses and groups.
- Think broadly about a range of community issues and how they could be addressed – this can help you think in the longer term.
- Develop community 'buy-in' and grow community spirit.
- Prepare evidence on local needs that can be used to apply for funding for projects and activities; and
- Focus on taking action as a community.

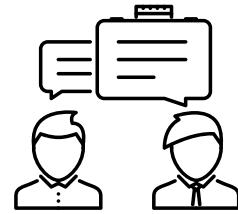


Why prepare a Place Plan?

Particularly when adopted as **Supplementary Planning**

Guidance, Place Plans can:

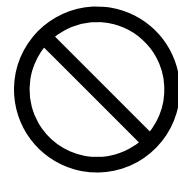
- Add fine grain detail to an **adopted Local Development Plan**.
- Help people to understand and **engage** with the plan making process and how planning applications are decided.
- Deliver local outcomes.
- Build consensus and buy-in within the wider Development Plan process.
- Be used as evidence to support funding applications for local initiatives.
- Be provided to developers to help shape new **developments** as part of the Pre-Application **consultation** process.
- Help evidence and focus feedback on planning applications.
- Help inform Section 106 negotiations – a Place Plan can inform a developer of **community** priorities for funding or other provisions in advance of their negotiations with the planning department.



What can a Place Plan not do?

A **Place Plan** cannot:

- Contradict the policies and principles established in the **Local Development Plan**.
- Contradict National Planning Policy produced by **Welsh Government**
- Introduce new sites for **development** or protection not already identified within the Local Development Plan (although prioritising already **allocated** sites or priority areas within existing settlement boundaries can be acceptable).



In addition to the above, a Place Plan should not simply restate the policies within the Local Development Plan in order to avoid duplication.

Progress in Conwy County to date

Conwy County Borough Council (CCBC) are supportive in the production of **Place Plans** and have a nominated Strategic Engagement and Place Plans Officer who can be contacted at Placeplans@conwy.gov.uk. Guidance and toolkits on Place Plan production have also been produced by and on behalf of CCBC which should be read in conjunction with this document – see page 13 for more information.



Three **Place Plans** have been created in the county to date – [Abergele](#), [Colwyn Bay](#) and [Towyn and Kinmel Bay](#). The Towyn and Kinmel Bay Place Plan was **adopted as Supplementary Planning Guidance** in August 2023 [at the CCBC website](#).

Important points to remember

- In order to be **adopted as Supplementary Planning Guidance**, a **Place Plan** needs to have a land use focus, align with the **Local Development Plan** and be evidence-based.
- Successful Place Plans are most often a result of good stakeholder and **community engagement**.
- Early and ongoing communication with the planning department, between departments, with stakeholders and with the **community** from the outset and throughout the preparation of a Place Plan will make for a stronger plan.



Place Plans as Planning Documents

What is planning?

Planning manages **development** and the use of land in the public interest. Planning helps us decide where new homes, businesses and infrastructure should be built and what areas should be protected.

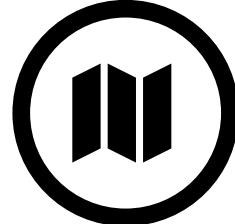


Planning is about delivering **sustainable development**, or 'development that meets our current needs without hindering future generations' ability to meet theirs.

Planning balances economic growth, environmental protection, and social equity to ensure long-term health and well-being for people and the planet.

What is a Local Development Plan and why is it important?

All local authorities in Wales are required to produce a **Local Development Plan** which sets out how the **development** and use of land should take place over a fifteen-year period. More information about the [Conwy Local Development Plan is available on their website.](#)



As well as providing a framework for how an area will change over time, Local Development Plans allocate areas to be protected and areas where development should take place. Development Plans are important because they:

- Identify growth levels for an area (e.g. housing and jobs)
- Set spatial strategies and locations for future development
- Allocate land for new development
- Plan for new infrastructure like roads and schools
- Identify land for protection from development
- Ensure good design and placemaking

Local Planning Authorities identify a range of land use issues and gather evidence to show how these issues should be addressed within Local Development Plans. The strength of this evidence is tested in a public **examination** by Planning and Environment Decisions Wales (PEDW).

Local Development Plans are 'statutory', meaning they are required to be produced and are enforceable by law. This makes them the most important factor (or 'primary material consideration') that Local Planning Authorities have to take into account when making decisions on planning applications.

What about other planning documents?

There are a wide range of planning documents that are also relevant to planning decisions, including *Future Wales: The National Plan 2040 and Strategic Development Plans*.



A **Strategic Development Plan** will be prepared for all of North Wales in the near future. This plan will cover issues of regional importance and will change future Local Development Plans. More information about all of these documents and plans is available at the [Planning Aid Wales website](#).

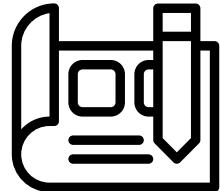
What kind of land use issues do Local Development Plans cover?

Key topics a **Local Development Plan** would cover are provided below; as a result, it would be expected that a **Place Plan** would cover one or more of these topics also:

- Design & placemaking
- Climate Change
- Transport
- Housing
- Community Infrastructure
- Employment
- Flooding
- Shopping
- Renewable Energy
- Minerals
- Waste management
- Tourism
- Environmental conservation
- Heritage
- Provision for Gypsy and Travellers

What is Supplementary Planning Guidance?

As **Local Development Plans** cover a wide range of issues over often large geographical areas, they sometimes are unable to go into fine detail in individual towns and villages.

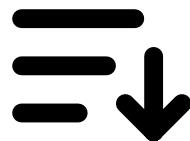


When more detail is required, Local Planning Authorities prepare **Supplementary Planning Guidance** (to supplement the Local Development Plan); this can either be location focused (e.g. a town-based design guide) or topic-based, such as more detailed guidance on affordable housing. [Conwy's current Supplementary Planning Guidance Documents can be found on their website.](#)

It is important to note that **Supplementary Planning Guidance** cannot contradict the Local Development Plan, in part because they are not subjected to **examination** in the same way. Nonetheless, Supplementary Planning Guidance should follow the same evidence-based approach when it is being prepared and is relevant to planning application decisions once it is **adopted**.

What is 'general conformity'?

General conformity means that **Place Plans** must 'conform' (or cannot contradict) the policies in **Local Development Plans**. Local Development Plans themselves have to conform with the general principles of higher tier plans, such as *Strategic Development Plans and Future Wales: the National Plan 2040*.



General conformity means that a lower tier plan must support and uphold the overall strategy, policies, and proposals of the most up-to-date higher tier plan(s). This ensures that planning decisions are consistent and support the strategies, goals and objectives outlined in the upper tier plans.

It is the responsibility of Conwy's policy team to ensure any Place Plans conform with the Local Development Plan - early and ongoing communication with the policy team as you prepare your plan will allow such issues to be identified and addressed before the plan is finalised.

Can a Place Plan allocate sites?

Place Plans have to conform to the **Local Development Plan** and cannot allocate major sites for **development** as these need to have been considered when the Local Development Plan was being prepared.



However, it may be possible to identify smaller 'windfall' sites as priority for development or to identify **community** priority sites within sites that have already been **allocated** within the LDP. Do contact the Strategic Planning Policy Team at Conwy to discuss specific sites as they emerge.

What if our Community is in Eryri National Park?

Please note that Eryri National Park Authority is responsible for planning matters in areas where the park overlaps Conwy County Borough Council's boundaries. For example, planning decisions in Betws Y Coed would be made by Eryri National Park.



The Park's **adopted Local Development Plan** supports the production and of **Place Plans**, see Snowdonia National Park's [website](#) for more information.

If your Place Plan area overlaps Conwy and the Park's administrative boundaries both authorities will need to adopt the Place Plan; please contact both planning departments to discuss further.

Is a Place Plan right for your Community?

What other types of plans can be prepared?

Community Plans

- Focus on specific places on a range of issues, such as local activities, services, plans for events and whatever is important to the **community**.
- These can include **Community and Town Council Business Plans**.

Topic-focused Plans

- With a specific focus on community actions targeted at addressing specific problems, not necessarily relating to land use.
- Can include Local Nature Recovery Plans, Local Flood Plans, Biodiversity Action Plans and Climate Emergency Action Plans.

Authority-led Plans

- Local authorities often have responsibility for a wide range of local activities and services and often need to prepare plans in order to secure funding for things like regeneration projects.
- Plans like this can include Regeneration Masterplans and Placemaking Plans. Placemaking Plans are normally initiated by local authority regeneration teams and are similar to **Place Plans** but can cover non-land use issues too. Placemaking is a people-centred approach to the planning, design and management of places and spaces. More information about Placemaking is available at the [Design Commission for Wales website](#).

Supplementary Planning Guidance

- Must be related to land use matters and can be prepared by Local Planning Authorities or **Community and Town Councils**. Place or topic focused.
- Must be in general conformity with the **adopted Local Development Plan**.
- Can include Site Development Briefs, Design Guides and Place Plans.

Choosing the right plan for your Community

Ultimately, the types of issues and the importance of them can inform which type of plan might be best for your **community**. Ideally, any plan should be prepared in response to community issues and those issues should be identified and clarified from good **community engagement** activities such as discussion workshops, public meetings and surveys.

Once a range of community issues have been established, we recommend you review them and prioritise them according to whether they relate to land use or not.

Example Land Use Issues:

- Finding the right sites for new housing
- Affordable housing for local people
- Locally sensitive design of new buildings
- Community-led energy schemes
- Protecting community facilities or building new ones
- Ensuring sustainable construction
- Improving the town / village centre
- Identifying routes for new cycleways

Example Non-Land Use Issues:

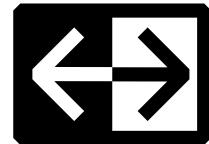
- Traffic Management (Speed Controls etc.)
- Meals on Wheels service
- More activities / events for young people
- Charitable giving schemes
- Managing Community facilities
- Tree planting initiatives
- Community fetes / festivals
- Improving public transport

See Appendix A for an expanded list of land use / non-land use issues. Some issues may well end up bridging both columns.

For example, the identification and **allocation** of land for new allotments are a land use issue, but the management and maintenance of allotments are not. In this context, the Place Plan can focus on the land use elements and other forms of plan may be more appropriate for their ongoing management.

Can we have both sets of issues and still call it a Place Plan?

It is recognised that within a **community engagement** exercise a wide range of issues will be raised by **communities**, and the feedback that people give is not necessarily going to be organised into land use issues. However, it is the case that only land use issues can be **adopted** as planning documents, so:



- If there are no land use issues raised, then a community plan or other form of plan may be more appropriate.
- If the majority of issues relate to land use, a **Place Plan** may be more appropriate.

If a mixture of land use and non-land use issues emerge, it is possible to prepare a plan that contains both. In such cases, it would be recommended that land use matters are contained within chapters of the overall plan; it may be possible for Conwy CCBC to adopt that chapter / section.

The Importance of Communication

Conwy's Strategic Planning Policy team have a nominated officer who can provide advice and guidance on **Place Plans** and the work of the team. If you are considering preparing a **Place Plan**, we would invite you to contact us to discuss further:



Strategic Engagement and Place Plan Officer

Strategic Planning Policy Team

Placeplans@conwy.gov.uk

This Officer is regularly in contact with the Strategic Planning Policy Planning Team and other teams in CCBC and will be able to advise on who might be best to contact to discuss a range of matters.

They will also be able to work with you to advise on the content of your plan as it develops as well as progress on emerging planning policy such as Replacement **Local Development Plans** and other **Supplementary Planning Guidance** documents.

Even if you are not seeking advice, we ask you to notify us that you are embarking on a **Place Plan** from the outset; this will allow us to help you and to prepare to receive your plan once ready.

The **Place Plan** Officer will keep in regular contact with you and can act as a point of contact for the planning department and help put you in touch with other departments as required.

Preparing a Place Plan

Who prepares the Plan?

Place Plans must be prepared by **Community and Town Councils** or by **community** groups where there is no local council.



You can broaden the reach and deepen the impact of your plan by working with partners who might help oversee, manage, or deliver the plan project. Partnership Agreements can establish what is expected from each partner.

Given that a Place Plan is a document that represents community priorities, many Town Councils have formed steering groups or working parties with community representatives to oversee the production and delivery of the plan.

Steering groups are normally made up of Councillors and representatives of local charities and organisations, groups and individuals within the community, as well as representatives of the local authority where possible.

The Steering Group could help define what they would like to achieve, be accountable for ensuring the project will be delivered successfully, take key decisions, authorise use of funds, support the Project Manager and ensure effective communication with funders and stakeholders.

The Steering Group should also help ensure that the plan is delivered after it has been **adopted**. Whilst a steering group need not be independently constituted, a Terms of Reference document can help set expectations about the role, scope and activities of the group.

A Project Manager is the individual responsible for coordinating the day-to-day work on the project by staff, contractors and volunteers and monitors and reports on progress against actions. Subject to the scale of the project and nature of the funding, contractors may take on the project management role or a new member of staff could be appointed to the role.

More guidance on these matters and funding is available in the documents explored in the next section.

How should a plan be prepared?

This guidance is focused on the key requirements **Place Plans** have to meet in order to be **adopted as Supplementary Planning Guidance** with Conwy, rather than providing prescriptive advice on the steps you might go through to when preparing a Place Plan.

Conwy CCBC has previously commissioned Planning Aid Wales to prepare detailed guidance on Community Plan and Place Plan preparation as part of a project called 'Kickstarters'.

This project was funded by UK Government Wales and explored the preparation of 'Kickstarter Plans' as a precursor to preparing a Community Plan or Place Plan. They offer a potential route to exploring local matters that are important with your **community** without committing to embarking on a Place Plan from the outset and all of the key steps that can help make a plan successful. We recommend these guides are read in conjunction with this document. The guides include:

1. [Planning Ahead – Planning with your Community](#)

This guide explores Community-led plan making. It looks at the different types of plans communities can produce and what needs to be done to make a good plan that delivers results.

2. [Place Plans: A Guide for Communities](#)

This guide looks in more detail at what **Place Plans** are, how they can be produced and how they can be **adopted** as planning documents.

3. [Community Engagement: A Guide for Communities](#)

This guide explores **community engagement** in community-led plan-making. It considers why and how to plan and deliver a range of engagement

approaches and provides a series of practical worksheets to help plan and deliver engagement exercises for your plan.

4. Prove it! Community-led Evidence gathering

This guide explores community-led evidence gathering. It explains why evidence is important to make robust plans and provides a series of practical toolkits you can use to gather different types of evidence for your plan.

5. Community Action: Implementation and Inspiration

This guide explores how Working Parties can implement Kickstarter and other types of plans. It also explores case studies on a wide range of Community-led projects to help inspire the development of projects based on the Community priorities that have been identified.

6. From Plan to Projects: Developing & Funding community-led Projects

This guide looks at how to develop your project idea into a fundable project, where to find funding and how to apply for it. It is intended as an introductory guide and should be supplemented with advice and guidance of local funders and the Community Team at Conwy County Borough Council.

This guide should also be read in conjunction with other guidance on Place Plans prepared by Conwy County Borough Council, [available at their website](#).

Towyn and Kinmel Bay Town Council have produced a Place Plan that has been adopted as Supplementary Planning Guidance. You can view this the adopted plan [at the CCBC website](#).

Bay of Colwyn Town Council have also prepared a Place Plan that is being considered for adoption as Supplementary Planning Guidance – see the [Colwyn Place Plan website](#). They documented the production of their Place Plan in video form – these videos can be viewed at the same website.

Two sources of general information on Place Plans include the [Place Plan website](#) prepared by Planning Aid Wales and the [Shape My Town website](#), prepared by the Design Commission for Wales.

What if we already have a plan?

It is recognised that **communities** may already have a plan prepared for their place and it may not be necessary to start a new plan from the beginning in order for it to be adopted as **Supplementary Planning Guidance**.

However, **Local Development Plans** are kept under regular review and local circumstances and community priorities can change over time, so it may be worth revisiting and expanding elements of the plan in line with the broader guidelines established within this document; in particular, the assessment principles on page 16 can be used to help inform your review of the plan.

The Strategic Planning Policy Team at Conwy may be able to provide further advice on these matters.

What should a Place Plan look like?

There are no set rules about what a **Place Plan** should contain, particularly as a Place Plan should seek to address land use issues specific to your **community**.



Some Place Plans are comprehensive overviews of the area they cover, whilst others focus on specific issues that the community would like to see addressed. Others still set out principles on how the **Community and Town Council** will treat planning applications in the area and what actions they will take to address the priorities identified by their community.

The following list represents common contents of Place Plans as guidance, but please note that this is **not a prescriptive checklist for what Place Plans in Conwy should contain**:

- Introduction: Who prepared the plan (and why) and how the plan will be used.
- The Place: Identifying the area the Place Plan covers, including geographic boundaries.
- How the plan was prepared: Describing the steps taken to prepare the plan, including how long it took and who was involved.
- How the plan fits with other plans: Identifying existing plans including the Local Development Plan, broader local authority plans and strategies and other plans prepared by the Town Council and how these plans have shaped the Place Plan.
- Delivering well-being: Identifying how the plan will help deliver on the Local Authority / Public Service Board's well-being objectives whilst encapsulating what the community would want to look like by the end of the plan.

- Stakeholder & Community Engagement: Describing who, how and when stakeholders and community groups were engaged in the plan.
- Feedback: Outlining the issues identified through the engagement work, ideally in order of priority – e.g., what is special about the place, what people perceive the challenges to be.
- About the Place: Reviewing key information about the place, including its history, information about its population, age profiles, where people live and work etc. Could also include community asset maps, identifying buildings, services and places of community value.
- Vision: Encapsulating what the Community would want the place will look like by the end of the plan (e.g. in 15 years' time)
- Themes / Aims: Main descriptions of the goals the plan is trying to achieve – e.g. more affordable housing / protecting open spaces etc.
- Themes / topic papers: More detail exploring each theme / topic, including summaries of community feedback, existing evidence, evidence gathered in the plan, and what the community would like to see done about it, such as objectives and principles. Could include character studies that identify the unique character of specific parts of the town and how new development should protect and enhance it.
- Action plans / project ideas: What actions the plan owner will take to ensure the plan is delivered or descriptions of specific projects the community would like to see developed.
- Delivering the plan: Describing what steps will be taken to make sure the plan stays alive, is monitored and reviewed.
- Future Local Development Plans: Identifying what community feels matters and should be considered in future iterations of the Local Development Plan.

How will your Place Plan be assessed?

What to expect when you submit your plan

As described above, we strongly recommend you **engage** with Conwy's Strategic Planning Policy team at the outset and throughout the production of your plan; that will allow us the opportunity to prepare for the assessment and **consultation** on your plan.

We inform you of estimated timescales for adoption of your plan as **Supplementary Planning Guidance (SPG)** when you submit; the exact length of time will be determined by the level of responses received during the SPG consultation. However, we anticipate this will take no more than **6 months**.

The key steps we will follow in this process will include:

- Review and assessment of your plan against the principles below by one or more members of the Strategic Planning Policy Team. If it meets the assessment principles below, we will proceed through subsequent steps. However, we will contact you to advise if there are specific issues that will need to be addressed before we can progress with the adoption process.
- Submission of the draft version of the plan to the Strategic Planning Group, made up of elected **Members** who will review and recommend the progression of the **Place Plan/SPG** via the democratic process.
- A public **consultation** where we will exclusively ask **Members** of the public whether they think the plan should be **adopted**, rather than a consultation on the details of the plan itself. This consultation will usually be for a period of 6 weeks. NOTE: this assumes that you will have already consulted with your community on the draft plan. If this is not the case, a more detailed consultation may be required at this stage.

Please note that as these documents will go out for public consultation they will need to be provided to Conwy CCBC in English and Welsh.

Assessment Principles

In order to adopt your **Place Plan as Supplementary Planning Guidance**, Conwy's Strategic Planning Policy Team will apply the following principles when reviewing your plan:

- 1. Is it a Place Plan?** Ensuring that the Place Plan has sufficient land use focus in order to be considered a planning document (see parts 1 & 2 above for more information on this).
- 2. Does it conform with the adopted Local Development Plan?** Ensuring that your Place Plan does not contradict the policies in [Conwy Local Development Plan 2007-2022](#)
- 3. Does it conform with the replacement Local Development Plan?** Ensuring that your Place Plan does not contradict the [evidence gathered](#) and the [Preferred Strategy](#) and emerging **Deposit Plan** in the [Conwy Replacement Local Development Plan 2018-2033](#)
- 4. Has there been appropriate stakeholder & Community Engagement?**
Your plan should demonstrate how you have identified and **engaged** with local stakeholders and your community, what steps you went through to engage with them, and how you took their views into account in the production of your Place Plan.
- 5. Does the plan take into account evidence?** Your plan should identify what evidence you have used to arrive at the decisions you have made within your plan, including existing plans and strategies, evidence reports and / or new local evidence you have gathered to support what you are trying to achieve.
- 6. Does the Plan meet publication requirements?** The plan will be required to be published in Welsh and English. Conwy CCBC also has accessibility guidelines for format and layout of documents which is available on request.

Determining conformity

Given the broad nature of the land use planning system and the breadth of content contained within existing and emerging **Local Development Plans**, it is not possible to identify every issue that may raise matters of conformity.

As a starting point, once you have identified **community** priorities in relation to a specific topic, you should look at what the current (and emerging) Local Development Plan says about that topic and consider whether the community priority contradicts what the relevant policy says.

For example, if the community is adamant that no new housing should be built in a particular area, but there is already a land **allocation** for housing in that area, then it is likely that the **Place Plan** will not conform and cannot be **adopted**.

It is also worth considering what a Place Plan might be able to add to this topic at this stage; this may save time and effort and avoid unnecessary duplication. One of the advantages of Place Plans is that they can add local detail, for example, specifying priorities between allocated sites or identifying design considerations for new housing schemes.

Further examples of potential conformity matters include:

- Delivering Sustainable Development: Focusing all developments in places away from existing settlements / infrastructure and services OR Prioritising usage of cars or favouring sites with no access to public transport.
- Sequential Approach: Asking for development to be prioritised in a small village over a larger village or a town.
- Design quality: Requiring all new development to be designed in exactly the same way or ignoring local character.

- Masterplans: Ignoring existing adopted Masterplans in favour of alternative ideas.
- Urban Regeneration: Seeking to prevent regeneration initiatives out of desire to retain status quo.
- Housing Delivery: Seeking to prevent housing targets being met / objecting to already allocated housing sites.
- Affordable Housing: Seeking 100% affordable housing delivery on all allocated sites.

Scale and quality of engagement

Whilst it is recognised that it is not possible to **engage** all possible stakeholders and whole populations of local residents in an engagement activity, nor are there targets for percentages of populations to be reached, it would be beneficial if the following could be considered when preparing engagement work and writing the plan:



- Selection of a range of stakeholders that might include representatives of different local authority departments, local services and organisations, businesses and others who have a stake in the area affected by the plan.
- Use of a variety of methods in order to reach different representatives of the **community**, including advertising opportunities to get involved using online and offline channels, arranging public meetings / workshops at different times and different locations and considering an open survey. All methods should be advertised in different locations (online and offline). Targeting seldom heard groups such as young people and representatives of minority groups would also be beneficial.

- Having mechanisms for considering and prioritising feedback gathered, and illustrating how they were taken into account within the preparation of the plan.

Further guidance on the value of engagement in the planning process has been produced by Planning Aid Wales, [available on their website](#).

Evidence-based approach

Communities will often have strong opinions about what they want or need, but a strong plan will explore these wants and needs to help establish the facts around an issue.

Evidence can come in various forms - facts and figures, photographs, maps, historical records, research reports and technical reports produced by Conwy CCBC, **Welsh Government** and other agencies.



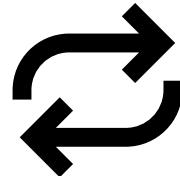
In order for a **Place Plan** to be 'robust', or be able to stand up to scrutiny, it should consider existing and / or new evidence that justifies the approach taken within the plan. Submitted Place Plans will need to demonstrate that at the least they have taken into account existing evidence in their production.

Planning Aid Wales has produced a detailed guide on evidence in Place Plan production that includes a range of examples of community-led evidence gathering called [Prove it! Community-led Evidence gathering](#).

Other matters to consider

Impact Assessments

Even though **Supplementary Planning Guidance** is non-statutory and does not require Sustainability Appraisals, Strategic Environmental Assessments or Habitat Regulations Assessments relevant regulations may apply, particularly if a plan is likely to have a significant impact on the environment.



Similarly, it is possible that an Equalities Impact Assessment may be required on your plan to ensure any policies and decisions that are made within it do not discriminate against groups with protected characteristics. More information on this is available on the [UK Research and Innovation website](#).

It is also possible that the impact of the **Place Plan** on the Welsh language may be required – more information is available at the [Language Commissioner for Wales' website](#).

The Strategic Planning Policy team will contact you if they think any such issues are likely to arise and will provide guidance with what you might need in these assessments if they are required.

After your plan is adopted as Supplementary Planning Guidance

Engaging with planning matters

Once your **Place Plan** has been **adopted as Supplementary Planning Guidance** it will become a **material** consideration that will be relevant to planning application decisions. Both the plan and the evidence you have used to prepare it can be used to inform your future **engagement** with a range of planning matters. For example, you could:



- Supply your plan to developers during [pre-application Consultations](#) to demonstrate what matters are important to the community, and what priorities are important for Section 106 funding.
- Use the plan to inform how you respond to planning applications received by Conwy CCBC. A 'crib sheet' or reference guide to the key principles in the plan can act as a quick reference for Town Council planning committees.
- Use the plan and the evidence gathered to inform your participation and engagement in future Local and Strategic Development Plans.

Putting the plan into action

Subject to the content and form of your **Place Plan**, it may well contain action plans and / or supporting evidence that can help get new projects started. More guidance on this is available in [From Plan to Projects – Developing & Funding Community-led Projects](#)



Bay of Colwyn Town Council undertook a ‘Plan to Action’ project with their **community**. See the [Colwyn Place Plan website](#) for more information.

Monitoring & Review

In order for a plan to be effective, consideration should be given within the plan to how and when progress against the plan will be monitored (for example, on a quarterly or annual basis).



Whilst conformity can only be taken into account for existing plans, it should be recognised that circumstances can change, new National and Local Policy can be **adopted** and new evidence can emerge, which could result in new conformity matters arising after a plan is adopted.

On this basis it is recommended that a mechanism for future reviews of a **Place Plan** is considered in a specified time period. At the least, review of a Place Plan should be considered when a new **Local Development Plan** and / or Strategic Development Plan is **adopted**.

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Further Information

Conwy Strategic Planning Policy Team

[The Conwy website](#) contains links to more information about the work of the team and includes links to more information about the current and future **Local Development Plans** as well as **Supplementary Planning Guidance**.

Email: placeplans@conwy.gov.uk

Guidance by Planning Aid Wales

www.placeplans.org.uk

www.planningaidwales.org.uk/about-planning

Email: helpline@planningaidwales.org.uk

Development Plans Manual

Detailed guidance for Local Planning Authorities on the production of **Local Development Plans**; may be useful as a reference guide in the production of **Place Plans** is contained in the [Local Development Plans Manual](#) produced by Welsh Government.

Conwy Kickstarter Guides

www.placeplans.org.uk/conwyguides/

Shape my Town

www.shapemytown.org

Planning Glossary

Adopted / Adopted Development Plan – The **Development Plan** is complete; it has been agreed and has full status. It is the **Local Planning Authority**'s confirmed **adopted Development Plan**.

Allocated / allocation – Land which is identified for a certain use (housing, retail, open space, etc), usually in a **Development Plan**.

Annual Monitoring Report – A report each year to the Welsh Assembly setting out progress against targets for preparing and revising **Development Plans**.

Community / Communities – A general term used to describe the people who live together in a neighbourhood, village, commune, hamlet or centre of population.

Communities can also be based around a religion, a set of interests, a profession, etc

Community and Town Councils – The local administrative body in a ward, town or **Community** area. Usually **Consulted** about planning issues. Known as parishes in England.

Community Involvement Scheme – Sets out the **Local Planning Authority**'s approach and a timetable for involving local **Communities** in preparing **Local Development Plans**. It is part of the **Delivery Agreement** which is submitted to the Assembly Government at the beginning of plan preparation. Certain bodies and groups must be given a chance to comment on a draft **Community Involvement Scheme**.

Consult / Consultation – Asking people or organisations what they think about something. Comments are usually asked for on a particular matter (such as a planning application), or a set of issues, or a draft document (such as public participation in preparing a plan). **Consultation** can be formal or informal. It can involve everybody in an area, or a small selection of people or groups. Statutory **Consultations** are those that are required to take place under planning law.

Delivery Agreement – A document which sets out the **Local Planning Authority**'s timetable for preparing its **Local Development Plan**. It also contains a **Community**

Involvement Scheme, setting out how the authority will involve people, groups and organisations at different stage of plan-making. The **Delivery Agreement** needs to be agreed with the Assembly Government.

Deposit – The period of public **Consultation** once a **Local Planning Authority** has prepared its intended final draft . The **Deposit** Plan is the document, which is looked at by the **Inspector** at **Examination**, as well as comments on the plan from other people, groups and organisations.

Development – Defined as ‘the carrying out of building, engineering, mining or other operations, in, on, over or under land, or the making of any **material** change in the use of any building or other land.’

Development Plan – The document which uses words and maps to set out the **Local Planning Authority**’s policies and proposals for future **Development** in its planning area. Usually looking fifteen years forward, it contains policies for specific sites and for different types of **Development**. **Development Plans** include Unitary **Development Plans**, Structure Plans and Local Plans. All planning authorities in Wales will be moving to the new **Local Development Plan** system over the next few years.

Development Plan policies – Policies are usually contained in the **Development Plan**. They set out how different types of **Development** and land uses should be managed. Policies can be for a small area, for a type of **Development**, or apply over the whole plan area.

Engage / Engagement – To take part in an active and involved way, usually in plan-making. Under the new planning system, local planning authorities should **Engage** with their **Communities** from an early stage of preparing **Local Development Plans**. **Engagement** means more than **Consultation** – it means people getting involved early in the plan-making process, and not just commenting once a draft plan has been prepared.

Examine / Examination – A **Local Development Plan** is **examined** by an independent **Inspector** to see if it is ‘**Sound**’. The plan **Examination** includes the **Inspector** considering written **representations** on the **Deposit** plan, as well as sessions where

people can speak (give evidence) either for (support) or against (object) proposed policies.

Inspector – An independent, experienced planner who works for the Planning Inspectorate. Looks carefully at detailed planning issues which are debated during **examination of a Development Plan**, or at a public inquiry into a specific proposal. **Inspectors** also decide appeals.

Local Planning Authority – The local authority or council that is responsible for preparing plans and for making planning decisions. In Wales, there are twenty-five planning authorities, including the three National Parks. The planning authorities also deal with waste and minerals matters.

Material / material consideration – If something is **material**, it is relevant and needs to be taken into account before a decision is made. Whether or not something is **material** often depends on the individual case. In other words, there is no hard or fast rule. Each case has to be considered on its own particular merit

Members – People elected as local politicians to help councils make decisions.

Members attend council meetings, and often 'sit' on committees.

Planning Policy Wales – Sets out the national policy framework for land use planning in Wales and includes many different areas of planning. Prepared by the Assembly Government to give local planning authorities and others a clear understanding of how the system should work.

Preferred Strategy – Part of a **Development Plan**. The **Core Strategy** sets out in very general terms how an area will develop in the future. It gives the plan a central framework, which allows more detailed planning policies to be prepared for specific areas and topics.

Place Plan – a local level land use document prepared by town and **Community** councils, or **Community** groups where there is no local council. Can be **adopted** as **Supplementary Planning Guidance** if in conformity with the **Local Development Plan**

Representation – Comments which are submitted to a **Local Planning Authority**. They can either be in support of something, or they can object to something. **Representations** are usually made in connection with a planning application, or a proposed policy in a **Development Plan** for the area.

Section 106 Agreements / Planning Obligations – **Planning Obligations** are legal obligations entered into to mitigate the impacts of a **Development** proposal. They have to be necessary, directly related to the **Development** and reasonable, and can take the form of financial contributions or require the provision of things like playgrounds or affordable housing. They are entered into under Section 106 of the Town and Country Planning Act 1990 and are legally binding.

Sound – **Local Development Plans** are tested by an **Inspector** at the **Examination** to see if they are **Sound**. The **Inspector** tests the plan using three ‘tests of **Soundness**’ which include 1. Does it fit? 2. Is it appropriate? and 3. Will it deliver?

Supplementary Planning Guidance – Detailed guidance prepared by the **Local Planning Authority**. Usually to do with a particular set of planning issues. It might cover a theme such as design and landscaping or be to do with a particular area. Often gives further detail of policies and proposals in a **Development Plan**. Does not need to be examined like a **Development Plan** but must be in line with **Development Plan** and national policies.

Sustainable Development – Looking after the world by using its resources in a sensible way. Or ‘**Development** that meets the needs of the present without compromising the ability of future generations to meet their own needs’. The planning system is important for **Sustainable Development** – it can bring about more sustainable ways of living and working. It can also encourage new types of **Development** which use less energy.

Welsh Government – The Welsh Assembly Government is the national government in Wales. It is responsible for the planning system in Wales and prepares national planning policy.

APPENDIX A: Land Use / Non-Land use issues

Material / Non material considerations for SPG Guidance - Version

Land Use Issues / Material issues

Strategic issues

- WG strategic Planning Policy e.g. Circulars / TANS/ SPG/ Ministerial statements / Chief Planner letters etc
- Proposals and policies in the adopted LDP and Place Plans.
- Development to minimise, adapt to or mitigate against causes and impacts of climate change
- Principles of case-law held through the courts

Site specific

- Sites for new housing Development
- Any previous planning decisions (including appeal decisions)
- Affordable housing for local people
- Layout, density, design and material s proposed
- Scale and dominance
- Impact on character or appearance of an area - locally sensitive design of new buildings
- Keeping and improving open spaces
- Energy conservation and sustainable construction of new buildings including renewable energy projects
- Safeguard existing Community facilities / ensure provision of new or enhanced facilities
- Conserving existing quality of spaces and buildings
- New facilities for visitors / tourists
- Highway safety – including traffic and parking issues
- Improving town/village centres
- Flood mitigation schemes – directing Development away from flood risk areas
- Drainage and flood risk

- Environmental Health issues such as noise disturbance, smells, dust and fumes
- Existing site uses and features
- Loss of daylight / sunlight or overshadowing
- Overlooking / loss of privacy
- Impact on the Community and other services
- Ecology issues, protect and enhance the natural environment. Particularly in wildlife sites and special landscape areas.
- Use of Brownfield land – making sure Development is in the most sustainable places
- Economic impact and sustainability – want a diverse economy
- Adequate supply of housing in sustainable places
- Historic built environment – effect on listed buildings, conservation areas and sites of archaeological importance
- Contamination issues - land stability & subsidence
- Ensure Development socially and physically accessible to all
- Promotion of healthy lifestyles and promoting well-being
- Capacity of physical infrastructure (water systems / drainage)
- Deficiencies in social facilities e.g. spaces in schools
- Incompatible or unacceptable uses

Non-Land Use Issues / Non-material

- Matters controlled under Building Regulations or other non-planning legislation e.g. fire precautions / licensing etc.
- Traffic management (speed control etc.)
- Improving public transport
- More activities/events for children/young people
- More activities/events for older people
- House prices / house insurance
- Initiatives to improve safety and reduce crime
- More/better footpaths, cycleways, bridleways – Active travel
- Planting more trees etc.

- Litter management
- Ethical issues
- Reputation – of Agent / Applicant / Builder – who they are & their background
- Loss of property value
- Loss of views
- Any concerns over future maintenance
- Personal circumstances of applicant
- Loss of trade or increased competition
- Strength or volume of local opposition
- Construction noise during Development (planning conditions can be imposed for this)
- Fear of damage to property
- Previously made objections regarding another site or application
- Factual misrepresentation of the proposal
- Boundary disputes / covenants or property rights
- Rights of way