



# Replacement Local Development Plan 2018-2033

## Topic Paper

September 2018

Topic Paper 04: Tourism

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## Contents

1.	Introduction .....	4
2.	Purpose of this Topic Paper .....	4
3.	Key Changes to Legislation and Policy (since LDP adoption).....	4
3.1	National.....	4
3.2	Regional.....	7
3.3	Local.....	7
4.	LDP Policy – Current position.....	9
5.	LDP AMR findings and Review Report Conclusions.....	9
6.	LDP Evidence Base .....	10
7.	Key issues.....	11
8.	Proposed amended and new policies.....	13
9.	Sustainability Appraisal / Strategic Environmental Assessment.....	14
10.	Conclusion .....	14
	Appendix 1: Existing LDP Policies.....	15
	Appendix 2: Tables from Planning Policy Wales 9.....	18

## **1. Introduction**

The Local Development Plan (LDP) is first and foremost a land use plan that identifies site specific development opportunities in response to the needs of the community for more housing, jobs, services and facilities. It also seeks to preserve, protect and enhance where appropriate, those aspects of the built and natural environment which are important in defining the quality and sensitivity of the places we value, enjoy, move through, and live in. The ultimate aim of the LDP will be to deliver sustainable development.

The LDP is a vehicle for the Council to define its key growth and development priorities and will provide the ongoing framework of policies to guide decisions on planning applications.

## **2. Purpose of this Topic Paper**

This is one of a series of topic papers which have been put together to inform the production of the Conwy Replacement Local Development Plan (RLDP). Their aim is to interpret the relevant evidence and guidance in relation to the specific topic and identify the key issues that the Plan will need to address as well as possible policy approaches to be incorporated in the Plan. Each topic paper has been compiled from detailed evidence originating from LDP Background Papers (technical documents that form the evidence base for the RLDP.) Topic papers are designed to cover key subject areas currently covered in the adopted LDP and summarise technical data contained within the Background Papers to make the presentation of data more accessible to readers. Topic papers establish a baseline position and identify the key issues facing the County Borough which the RLDP will need to address.

The Topic Papers are intended to provide an early opportunity for stakeholders and the public to have an input in the Plan. This topic paper covers key issues relating to Tourism.

### **Background**

Tourism is an important part of the Conwy economy, supporting 12,208 full-time equivalent jobs directly or indirectly, bringing £839m revenue to the County's economy annually and supporting 70,000 bed spaces (24% of North Wales stock). As such, it is one of the mainstays of Conwy's economy and is a major source of employment and revenue.

The benefits are increasingly shared across the County; with visitors spending on accommodation, food and drink, leisure activities and shopping. Non-tourism businesses also benefit through local supply chains.

Tourism also has a critical value to the wider community; particularly in the rural areas where many goods and services are only available to the resident community and remain viable because of visitor spend. This wider economic benefit to the destination is referred to as the Visitor Economy and is far more wide reaching than the direct impact of just the tourism element alone.

## **3. Key Changes to Legislation and Policy (since LDP adoption)**

### **3.1 National**

#### **The Well-being of Future Generations (Wales) Act 2015**

The Well-being of Future Generations (Wales) Act 2015 places a duty on public bodies to carry out sustainable development. This concept is not new but has been expanded under the Act and requires an improvement of all four aspects of well-being: economic, social, environmental and cultural well-being of Wales. It suggests public bodies such as Councils

think more about the long-term, work better with other organisations and communities to prevent problems and take a more joined-up approach.

The Act highlights seven 'well-being goals' to help ensure that public bodies are all working towards the same vision of a sustainable Wales (see Figure 1 below). The Act specifies five ways of working: long-term, integration, involvement, collaboration and prevention. Each of which will be incorporated into the RLDP process.

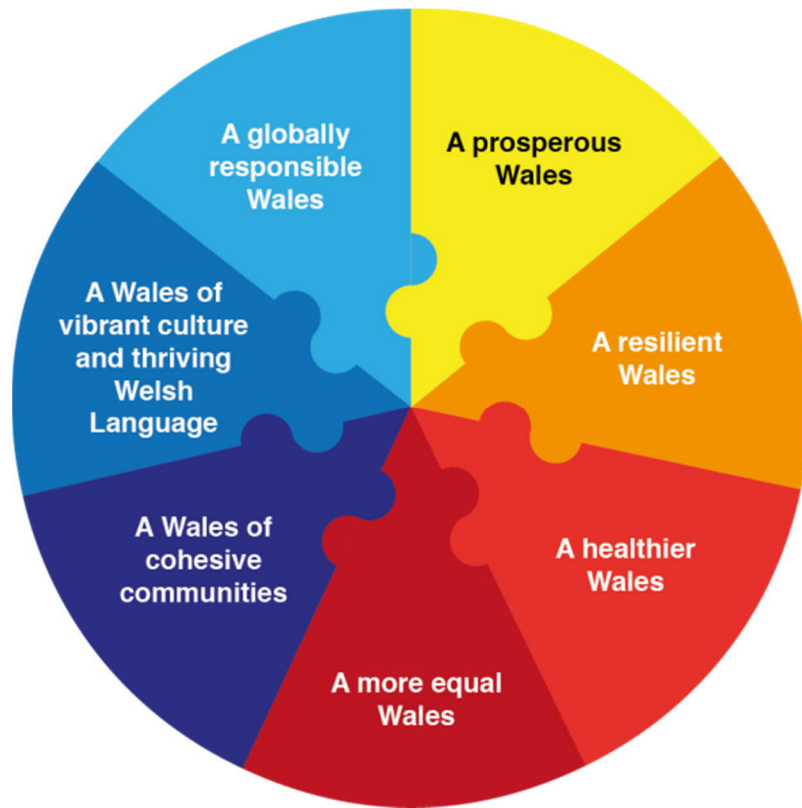


Figure 1: Well-being Goals

### **The Planning (Wales) Act (2015)**

The Planning (Wales) Act 2015 introduced a statutory purpose for the planning system, stating that any statutory body carrying out a planning function must exercise those functions in accordance with the principles of sustainable development as defined in the Well-being of Future Generations Act. The planning system is therefore necessary and central to achieving sustainable development in Wales. It provides the legislative and policy framework to manage the use and development of land in the public interest so that it contributes positively to the achievement of the well-being goals.

### **National Development Framework (NDF)**

The Planning (Wales) Act 2015 requires WG to produce and keep up-to-date the NDF. The NDF must cover a 20 year period accommodating Government priorities into a single, coherent direction, indicating the land use implications of key goals and objectives. The NDF will set out WG land use priorities and provide a national land use framework for SDPs and LDPs. The NDF concentrates on development and land use issues of national significance, indicating areas of major opportunities and change, helping to co-ordinate the delivery of WG policies to maximise positive outcomes. The NDF forms part of the statutory development plan and SDPs and LDPs must be in general conformity with the NDF.

## **Welsh Government Partnership for Growth Strategy for Tourism 2013 – 2020**

The strategy emphasises that tourism touches many parts of WG policy including skills and employment, planning, regeneration, heritage and culture. It also benefits many other sectors of the economy including transport, retail and agriculture and therefore, it is important to consider the wider influences of tourism and to identify a coherent set of responses to the strategic challenges that are likely to face the tourism sector in Wales during the strategy period.

The strategy, based on detailed research and analysis of the many factors that are likely to affect the future performance of tourism in Wales, seeks to drive higher tourism earnings to deliver maximum value for the Welsh economy. It supports the delivery of the following priorities for tourism defined in WG's Programme for Government:

- Develop tourism activity and specialist markets and secure maximum benefit from major events in our high profile venues;
- Promote Wales as a destination by making a high quality tourism offer;
- Work to extend the tourism season and associated benefits;
- Identify funding opportunities to improve the visitor infrastructure and produce in Wales; and
- Support investment in staff training and management to support a high quality tourism industry.

The Strategy places emphasis on key areas to achieve priorities including promoting the brand, product and people development, profitable performance and place building. It further identifies areas of competitive advantage including the natural environment, heritage and culture, activities and adventure, events and festivals and distinctive destinations.

### **Planning Policy Wales (Edition's 9, 2016 & 10 – consultation draft, 2018)**

Planning Policy Wales (PPW) sets out the land use planning policies of the Welsh Government and provides the context for land use planning in Wales. It is supplemented by a series of Technical Advice Notes (TANs) and policy clarification letters. PPW, the TANs and policy clarification letters comprise national planning policy. National planning policy should be taken into account in the preparation of all tiers of development plan. PPW will sit alongside the National Development Framework (NDF) which will set out where nationally important growth and infrastructure is needed and how the planning system at a national, regional and local level can deliver it by providing direction for Strategic Development Plans (SDPs) and Local Development Plans (LDPs).

PPW 9 - Chapter 11 'Tourism, Sport and Recreation' highlights the fact that tourism is vital to economic development throughout Wales. WG's aim is for tourism to grow in a sustainable way and to make an increasing contribution to the economic, social and environmental well-being of Wales. The development plan should contain clear policies for the provision, protection and enhancement of sustainable tourism in both urban and rural areas.

At the time of writing this Topic Paper, Planning Policy Wales – 9<sup>th</sup> Edition (2015) remains in force. However, WG consulted on PPW – 10<sup>th</sup> Edition between February and May 2018 and once finalised, this edition is expected to be in place prior to the adoption of the RLDP. As such, the RLDP will need to align with the expected content of PPW – 10<sup>th</sup> Edition.

Chapter 4 of PPW 10 relates to 'Productive and Enterprising Places' which includes physical infrastructure, the use of energy and the efficient use of resources amongst its themes. It includes the development of land necessary for economic development, including rural enterprise and tourism, and encouraging planning authorities to provide a framework for maintaining and developing well-located, well-designed and good quality tourism facilities.

PPW 10 says;

*'The planning system encourages tourism where it contributes to economic development, conservation, rural diversification, urban regeneration and social inclusion, while recognising the needs of visitors and those of local communities. The planning system can also assist in enhancing the sense of place for an area which has intrinsic value and interest for tourism. In addition to supporting the continued success of existing tourist areas, appropriate tourism-related development in new destinations is encouraged. In some places however there may be a need to limit new development to avoid damage to the environment (for example in undeveloped areas), or to the amenity of residents and visitors.'*

### **Technical Advice Note (TAN) 13: Tourism**

The TAN was adopted in 1997, with no updates, and contains very little tourism based information to advise Development Plans.

## **3.2 Regional**

### **Strategic Development Plan (SDP)**

The Planning (Wales) Act 2015 provides a legal framework for the preparation of SDPs. SDPs should be prepared on a regional basis and must reflect functional areas, to address issues such as regional tourism and economic opportunity areas.

The preparation of an SDP allows opportunities and challenges to be considered and planned for in an integrated and comprehensive way, promoting the achievement of positive planning outcomes. SDPs must be in general conformity with the NDF.

### **Growth Vision for the Economy of North Wales (North Wales Economic Ambition Board – 2016)**

The aims of the Vision are;

- To improve the economic, social, environmental, and cultural well-being of North Wales;
- To support and retain young people in the region's communities;
- To address worklessness and inactivity across the region;
- To support and enable private sector investment in the region to boost economic productivity and to improve the economic and employment performance of North Wales.

Specifically in relation to tourism the vision will seek to capitalise on the regions reputation as a place with great quality of life and as a world-renowned adventure tourism destination.

## **3.3 Local**

### **Conwy Corporate Plan 2017-2022**

The purpose of the Corporate Plan is to present Conwy County Borough Council's Priorities for the five years from 2017 to 2022. The priorities are the areas that the Council want to focus special attention on in order to support the achievement of the citizen outcomes.

The outcomes are as follows:

- People are educated & skilled
- People are safe and feel safe
- People have access to affordable, appropriate, good quality accommodation that enhances the quality of their lives.
- People are healthy & active

- People live in a county that has a prosperous economy
- People value and look after the environment
- People live in a county where heritage, culture and the Welsh language thrive
- People in Conwy contribute to their community. They are informed, included and listened to.

Across all areas of work the Council is committed to ensuring that the needs of the present are met without compromising future generations, endeavouring to make the best decisions in light of financial restraints. In addition the Corporate Plan gives a commitment to consider the impact of policies on rural communities, those protected under Equalities legislation and people living in poverty. The Council will also promote the Welsh language, and build confidence to be progressive. Harnessing the potential of technology to improve performance, business processes and efficiencies is a strategic priority up until 2022.

### **Conwy Economic Growth Strategy (2017 – 2027)**

This Economic Growth Strategy for Conwy has been developed in the context of the wider Economic Growth Vision for North Wales. The Growth Vision was produced through the North Wales Economic Ambition Board which aims to work on a regional level to unlock the area's potential and to collaborate on themes such as transport infrastructure, skills, strategic sites and premises, business growth and innovation.

One of the themes of this Strategy is Transformational Tourism which aims to make Conwy '*a truly international, year round destination*'.

The aim of this growth strategy is to build on these themes to develop high impact initiatives which will make a significant contribution to Conwy's economy. Delivering these big ambitions will require close collaboration between the private, public and third sectors with new ways of working. They will require both public and private investment. And most importantly of all they will require vision, imagination and ambition. One of the 5 ambitions outlined in the Strategy is;

*'To develop the night-time economy and a winter tourism offer across the county making Conwy a year-round visitor destination'.*

North Wales has been recognised as the fourth best tourism destination in the world by Lonely Planet, and Conwy County is at the heart of that tourism offer. The town of Conwy has an international reputation because of its world class heritage and Llandudno is named as the best seaside town in the UK and the 4th best destination in the UK by TripAdvisor. The county is becoming world renowned as a centre of excellence for adrenaline adventure with Surf Snowdonia, Go Below, and Zip Fforest all leading the way. Major events have attracted new audiences to the county and made significant economic contributions. The key now is to build on that success and to improve the quality of jobs that are linked to this tourism industry. 1 in 4 jobs in Conwy are directly linked to tourism. Sustainable destination management and engagement of the community is needed alongside targeted investment to continue to improve the food and retail offer and develop the night-time economy particularly within town centres.

### **Destination Conwy Management Plan (2015 – 2018)**

The Destination Conwy Management Plan sets out the touristic ambitions for the county – aiming to encourage the growth of the local economy through capitalising on local historic and natural assets. The Management Plan identifies the following main themes to achieving an improved visitor experience;

- Community Tourism – Placemaking, employment opportunities, etc.
- Events – Access all Eirias, Wales Rally GB, etc.



- Business Tourism – conferences, events, exhibitions.
- The Outdoors – extending and improving the outdoor tourism offer.
- Heritage – promoting and improving Conwy’s heritage assets and experiences.

## **Placemaking**

Placemaking now forms the core of PPW and must be embraced in both plan making and development management decisions to achieve the creation of sustainable places in line with the Well-being of Future Generations Act objectives. Placemaking is a multi-dimensional approach to planning, designing and managing an areas protection and enhancement. It is about responding to the surroundings by understanding the history and development of a place, its function and most importantly its residents and their relationship with the locality. It is then about delivering change that works towards meeting its environmental, economic and social goals. It uses a local community’s assets and needs as inspiration for creating good, functional places that promote people’s health, happiness and well-being.

The Abergele Placemaking Plan (APP) is currently being prepared. It will be owned and delivered by the local community and once finalised will set out the issues which need tackling in Abergele with an Implementation and Monitoring plan produced to address those issues. It will be the local reference document to achieving an improved and more sustainable community.

## **4. LDP Policy – Current position**

The LDP was adopted in October 2013 and has to date been through the Annual Monitoring process four times. The next section of this topic paper addresses the key findings that have arisen from the Annual Monitoring Reports (AMRs). The current LDP Tourism policies can be found at Appendix 1 for reference.

## **5. LDP AMR findings and Review Report Conclusions**

Policy TOU/1 - Sustainable Tourism Development sets out the key objectives with regards to the Council’s approach to the areas where tourism development will be supported. It is clear and does not require any amendment.

Policy TOU/2 - Sustainable Tourism and Recreational Developments was formed for large scale tourism developments, especially accommodation additions to recreation sites. It is generally working well and has been used to promote and defend sites which do not comply. Amendments to help clarify the Policy may be required at Review.

Policy TOU/3 - Holiday Accommodation Zone was somewhat of an inherited situation, which was updated and revised according to the latest survey work. However, market influences have the ultimate control and the area has seen a small number of properties wishing to close and be put on the market for various reasons. Lenders also prefer the open market properties to economic ones. An amendment at Review is considered necessary to allow for greater flexibility in the policy.

Policy TOU/4 - Caravan and Camping Sites is strictly in terms of the coastal areas in only allowing site improvements and promoting lower densities. In the rural area there is some change to the policy needed in order to address the existing large scale static sites from over-developing into sensitive landscapes. An amendment at Review will be necessary.

Two strategic objectives are of particular relevance to this LDP area:

- SO5: Encourage the strengthening and diversification of the rural economy where this is compatible with local economy, community and environmental interests.
- SO8: Assist tourism through the protection and enhancement of coastal and rural based tourism attractions and accommodation and further exploit the potential to develop, strengthen and encourage an all year round tourism industry.

There are no concerns over the implementation of the strategic objectives. As stated above some factors have become apparent with TOU/2, TOU/3 and TOU/4 and minor amendments are planned at LDP Review stage, none of the changes go to the heart of the plan or strategy but will add further clarity.

It is considered that the policies are aiding to deliver the Strategic Objectives SO5 and SO8 in the strengthening and diversification of the rural economy where this is compatible with local economy, community and environmental interests. They also assist tourism through the protection and enhancement of coastal and rural based tourism attractions and accommodation and further exploit the potential to develop, strengthen and encourage an all year round tourism industry where development complies with other policy in the LDP.

It should be noted that the above AMR findings are based on set indicators whereas proposed changes/additions in the RLDP will take into account changes in legislation, guidance and planning decisions.

## **6. LDP Evidence Base**

The following new or updated evidence base will be required to inform the RLDP.

- Llandudno Tourism Vision\*
- Holiday Accommodation Zones
- Tourism Growth Strategy
- Conwy Destination Strategy
- Related Plans & Strategies
- LDP AMR and Review
- Sustainability Appraisal (SA) and Strategic Environmental Assessment (SEA) Scoping
- Site Deliverability Assessment

\*The aim of the Llandudno Tourism Vision will be to provide an analysis of Llandudno's key assets and an understanding of the current offer to visitors and assess the shape of future investment in the resort. This will include the assets, attractions and companies related to the tourism industry. Focus will also be placed on the tourism offer during the winter season.

In order to examine the future direction for the visitor economy, it is important to understand the current and historic position in terms of visitor profile and expenditure, key markets and historic trends in the sector. To establish the current position of tourism activity, expenditure and impact we will collate existing information detailing the visitor capacity of the area. This will include data on accommodation stock, accommodation occupancy, trip type, trip duration, and trip spend where available. Analysis will also focus on winter visitor numbers to satisfy the study's winter tourism aspirations.

## **7. Key issues**

### **Adventure Tourism**

Adventure Tourism is a growing market, with new attractions within and in close proximity to Conwy County. The Authority has supported new tourism proposals such as Surf Snowdonia in Dolgarrog. Welsh Government wish to promote Wales as the world's capital of adventure tourism, 2016 was the Year of Adventure and subsequent annual themes have been announced to promote Wales's greatest strengths and focus activities, events and attractions on the strongest qualities of the Welsh tourism offer. New and existing adventure tourist attractions within or close to Conwy include;

- Coed y Brenin Outdoor pursuits centre,
- Surf Snowdonia, Dolgarrog
- Bounce Below and Zip wires, Blaenau Ffestiniog
- Zip World, Bethesda
- Zip World Fforest, Betws y Coed
- Mountain bike centre, Blaenau Ffestiniog

North West Wales has witnessed a considerable growth in activity based tourism over recent years and it is regarded as a potential major future growth area within Conwy. Furthermore, adventure tourism offers great opportunity to develop an all year round tourism product in that it is least affected by changes in the weather. The Heart of Adventure/Calon Antur Guide and website looks to brand the area as an international exemplar of good practice across the outdoor sector and highlights the range of activities available throughout the region.

The RLDP objectives and policies will continue to support the development and adaptation of a range of tourism attractions, in appropriate locations, to accommodate a wide array of activities in both the rural and urban areas.

### **Rural Business Diversification**

In rural areas, tourism-related development is an essential element in providing for a healthy, diverse, local and national economy. The Authority recognise that some agricultural business may need to diversify in order to provide additional income, this sometimes involves the conversion of existing underused buildings into short term self-catering holiday accommodation. Policies within the Local Development Plan support the conversion of certain agricultural buildings where appropriate. The main purpose of the policies are to provide some form of economic benefit and not to permit second home occupation.

There have been a number of enquires/applications for new campsite or caravan sites on existing farm holdings. With these new types of small scale 'glamping' accommodation becoming increasingly popular the Authority will need to consider these types of applications and draft appropriate policy to support the development of small scale low impact alternative accommodation associated to genuine farm diversification. New developments would need to be in suitable locations and not have a negative impact on the landscape. Specific policies may be required to ensure farm and rural business diversification is appropriate, assists the retention of the enterprise and benefits the rural economy.

### **Alternative forms of accommodation**

In recent years since the adoption of the LDP there has been an increase in the types of self-catering/temporary accommodation on the market. The types of accommodation that have been seen are pods, yurts, tepees and wooden tents, collectively these are known as 'glamping'. There has been increasingly more enquiries and applications regarding these

alternative types of accommodation, both to be used on new sites and also existing sites within Conwy. The Authority is likely to experience an increase in planning applications for these non-traditional types of accommodation.

This type of 'low impact' accommodation can be aesthetically more acceptable than 'traditional' forms of accommodation such as static caravans. Therefore, current LDP policies will require modification to ensure that all types of holiday accommodation are included and assessed appropriately.

### **Creating a night-time economy and a winter visitor offer**

The night-time economy and a compelling winter visitor offer are fundamental to establishing Conwy County as a year-round destination. To grow this market, and ensure as many of these bookings as possible are overnight stays, Llandudno needs to offer more things for visitors to do in the evening, including offering more places that are open to eat. Meanwhile the STEAM1 data shows that visitor numbers across the county dip significantly from November through to February. This doesn't mean that people don't holiday during the winter months, they're just choosing to go elsewhere. Whilst Llandudno is the key destination within the county, investment must be across the county to ensure a consistent visitor experience. Core to attracting more visitors through these months will be programmes to invest in attractor events at this time of year and developing/investing in attractions which can be enjoyed through the winter. This would encourage more accommodation to be available at this time, contributing to the overall ambition of improving the tourism range and creating the environment for full-time, quality jobs.

The RLDP objectives and policies will continue to support the development and adaptation of a range of tourism attractions and facilities to improve the winter tourism offer for the area.

### **Holiday Accommodation**

A successful tourism destination is highly dependent on the quality, level and type of accommodation available within that area. Providing quality accommodation is one of Conwy's key priorities, there is a need to ensure there is a sufficient supply and range of quality accommodation to meet changing market needs, accommodate growth and support a thriving tourism economy. Furthermore, it is also recognised that a broader range of serviced accommodation would allow more choice for the visitor and appeal to the growing short break market.

### **Cultural Tourism**

The Destination Conwy Management Plan identifies heritage as one of the fastest growing tourism sectors in Wales and the UK with more than half of the top 20 visitor attractions in Wales being historic sites. WG is managing a project to develop heritage tourism in Wales, which will help maximise the economic value of heritage by increasing the number, length and value of visits to Wales. The project will also help open Wales's outstanding heritage to a wider audience by making it more enjoyable both for visitors and for people who live in Wales. Cadw is working with communities, heritage partners and the tourism sector across Wales to improve the visitor experience and provide a more integrated range of heritage tourism activities by developing heritage tours, trails and events packages.

Conwy's cultural heritage is rich and diverse and includes examples such as Conwy Castle World Heritage Site which is an essential part of the all Wales project as an important historic, economic and social asset.

## 8. Proposed amended and new policies

Taking into account the issues detailed above, it is proposed that the following policies will need amending as part of the RLDP:

Policy	Comment
TOU/1- Sustainable Tourism	Changes to reflect other Policy revisions and new policy additions.
TOU/2 – New sustainable tourism and recreational developments	More clarity is required to support the provision of ‘tourist attractions’ primarily. This policy will require re-wording and clarification that the accommodation element should only be ancillary and proportionate to the attraction. Remove reference to the former Dolgarrog Aluminium Works site which is now Surf Snowdonia.
TOU/3 – Holiday Accommodation Zone	Recent applications indicate that in certain circumstances an element of flexibility may be required in relation to Holiday Accommodation Zones. Perhaps a two tiered system to protect the ‘primary’ accommodation stock (i.e, Llandudno Promenade) from alternative uses and allow a more flexible approach to the ‘secondary’ stock areas – subject to a sound evidence base and strict criteria.
TOU/4 – Chalet, caravan and camping sites	This policy will require changes to clarify CCBC’s approach and what is meant by reference to ‘static caravans’, control increases to already large sites, consider modern forms of low impact accommodation and separation of existing & new sites. Also, possible separate policy for camping & caravan sites.

In addition, new policies may be required to cover the following issues;

Adventure Tourism sites	Where appropriate to support the principle of new and expanded sites in line with a revised Policy TOU/2
Alternative forms of holiday accommodation	Consideration to be given to modern, low impact forms of holiday accommodation such as yurts, huts, pods, etc.
Rural Diversification	There have been a number of applications granted to support existing rural businesses to diversify and provide alternative holiday accommodation. Possible new policy specifically to address and clarify this issue.

Permanent new holiday accommodation	A new policy to provide criteria for the development of new and converted permanent holiday accommodation (eg, hotels, bunk houses)
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## 9. Sustainability Appraisal / Strategic Environmental Assessment

The Sustainability Appraisal Scoping Report outlines the proposed approach to the RLDP's Sustainability Appraisal (SA), incorporating a Strategic Environmental Assessment (SEA), to ensure that it meets social, economic and environmental objectives. The SA/SEA is an important process in identifying areas of change and mitigation measures to ensure the RLDP is sustainable and in compliance with the Planning (Wales) Act and the Well-being of Future Generations Act.

The following SA objectives are particularly relevant to tourism;

- **Employment and Skills:** Increase the number and quality of employment opportunities to meet identified needs, whilst improving the level of educational attainment and skills amongst residents.
- **Transport and Communications:** Enhance the accessibility of public services, economic opportunities and markets through improving infrastructure and creating a sustainable transport network, whilst also ensuring access to high quality communications and utilities.
- **Economic Growth:** Deliver sustainable economic growth and maximise the economic contribution of the CCBC area to the North Wales region, including through diversifying and strengthening the local economic base.
- **Cultural Heritage:** Conserve, protect and enhance the historic environment and cultural assets, including the use of the Welsh language.

The RLDP will be of specific importance in determining the acceptability, including in environmental terms, of the proposed location, nature, size and operating conditions of all new development proposals.

## 10. Conclusion

There is a need to encourage and, where possible, safeguard the tourism sector, particularly in the coastal resorts, and exploit tourism potential in the natural and built environment to increase the all year round tourism offer. Adventure and cultural tourism are growing sectors within Conwy and North Wales and CCBC will aim to further develop the region as a place for such tourism businesses to thrive, raise standards and encourage skills and careers. Holiday accommodation, particularly within the coastal towns, will need to be carefully controlled and protected to ensure an adequate supply and range of good quality accommodation to meet the all year round tourism market needs.

This Tourism Topic Paper seeks to establish the key issues to be addressed and the evidence required early in the RLDP process but as the Plan will take at least three years before adoption new evidence and issues may arise. Based on the current evidence available it is considered that the proposed new and amended policies would provide a more robust approach to delivering CCBC's tourism strategy. A key stakeholder group will regularly review the evidence base to identify strategic changes to policy objectives and evidence and then recommend updates to the background papers.

## Appendix 1: Existing LDP Policies

### **STRATEGIC POLICY TOU/1 – SUSTAINABLE TOURISM**

The Council will promote a sustainable tourism economy by:

- a) Supporting, in principle, proposals for new high quality all-year round sustainable tourism development that diversifies the economy and encourages cross-boundary links with neighbouring authorities, in line with Policy TOU/2 – ‘New Sustainable Tourism and Recreational Development’;
- b) Resisting proposals that would result in the loss of serviced accommodation, in line with Policy TOU/3 – ‘Holiday Accommodation Zone’;
- c) Control the development of both new sites and extensions to existing sites for chalets, static and touring caravans and camping within the Plan Area, in line with Policy TOU/4 – ‘Chalet, Caravan and Camping Sites’;
- d) Support, in principle, proposals to extend the holiday season in off-peak periods for existing chalets, static and touring caravans and camping sites whilst sustaining environmental and heritage qualities as set out in Policy TOU/4;
- e) Improve connectivity by supporting the delivery of improved links at Foryd Harbour, improvements to the Wales Coastal Path and through the Public Rights of Way Improvement Plan in line with Strategic Policy STR/1 – ‘Sustainable Transport, Development and Accessibility’ and Policy TOU/2;
- f) Support, in principle, the establishment of new or converted high quality (4 and 5\*) hotels which broaden the range of accommodation available in line with Policy TOU/2.

### **POLICY TOU/2 – NEW SUSTAINABLE TOURISM AND RECREATIONAL DEVELOPMENT**

1. New high quality sustainable tourism and recreational development within the Urban and Rural Development Strategy Areas will only be supported provided all the following criteria are met:
  - a) The proposal represents an all year-round high quality tourism offer which provides a range of tourism facilities and leisure activities;
  - b) The proposal is appropriate in scale and nature to its location and demonstrates resource efficient design;
  - c) The proposal is supported by evidence to demonstrate that there would be local employment benefits in terms of the number and range of jobs;
  - d) The proposal is sustainably accessible and encourages the use of non-car based transport;
  - e) The proposal makes use of any suitable existing buildings in preference to new build and previously developed land in preference to greenfield sites, where appropriate;

- f) The proposal would not have an unacceptable adverse impact on occupiers of neighbouring properties;
  - g) The proposal would support and extend the range of facilities on offer within the County;
  - h) The proposal- would assist the Council's regeneration objectives of Conwy;
  - i) The proposal meets other related policies in the Plan;
  - j) The proposal would not appear obtrusive in the landscape and is accompanied by a detailed landscaping scheme and, where appropriate, a Landscape and Visual Impact Assessment.
2. New high quality holiday accommodation will only be supported where it forms an ancillary or complementary part of an existing or proposed new tourism development scheme and meets all of criteria 1 a) – j) above. There will be a presumption against the development of new static caravan sites.
  3. Land at the former Dolgarrog Aluminium Works will be safeguarded for the purposes of an all year round sustainable tourism and recreation facility.

### **POLICY TOU/3 – HOLIDAY ACCOMMODATION ZONE**

Holiday Accommodation Zones are designated in Llandudno and shown on the proposals map. To safeguard an appropriate level of serviced accommodation for tourism, proposals for the redevelopment or conversion of existing serviced accommodation to other uses will not be permitted within the zones.

### **POLICY TOU/4 – CHALET, CARAVAN AND CAMPING SITES**

1. There will be a presumption against the development of new static caravan sites. Proposals for the improvement of existing sites within the Urban Development Strategy Area will only be permitted provided that the development:
  - a) Does not increase the number of static caravan or chalet units on the site, although minor extensions to the area of a site to facilitate density reduction and environmental or amenity improvements may be permitted;
  - b) Promotes a higher quality holiday accommodation, facility and design;
  - c) Would not appear visually obtrusive in the landscape and is accompanied by a detailed landscaping scheme and, where appropriate, a Landscape and Visual Impact Assessment;
  - d) Accords with the Development Principles and other related policies within the Plan including the joint protocol on flood risk for Towyn and Kinmel Bay;
  - e) Is accompanied by a Biodiversity Statement which indicates where biodiversity gains will be achieved in line with Policy NTE/3.



2. Extensions or improvements to existing chalet, caravan and camping sites within the Rural Development Strategy Area will only be permitted providing that the development conforms to all of the following criteria:

- a) The site is within or adjacent to, and would form part of, an existing chalet, caravan and camping site;
- b) Any increase in the number of pitches or accommodation units proposed over the Plan Period is small in scale, relative to the scale and extent of existing provision within the same chalet, caravan or camping site;
- c) The scheme would not result in an unacceptable concentration of sites or pitches at any one locality or area;
- d) Suitable access can be achieved and the development does not result in an unacceptable risk to highway safety;
- e) Compliance with criteria 1. b) – e) above.

The term 'camping site' encompasses touring caravans, tents and yurts, whilst schemes for timber pods or alternative small structures will be assessed on their own merits in line with the above criteria.

3. The Council will permit the extension of the holiday season for existing caravans, chalets and camping sites provided the site is suitable for such an extended use, that the extended season would not increase the consequences of an extreme flooding event, and that the development will be used only for holiday purposes.

## Appendix 2: Tables from Planning Policy Wales 9

Spatial policies that the RLDP may address;

<b>Paragraph</b>	<b>Policy Issue</b>
11.1.10	Availability of recreational land and water resources
11.2.1	Sustainable tourism proposals
11.2.3	Protection of open space
11.2.5	Sympathetic use of greenways

Topic based policies that the RLDP may address;

<b>Paragraph</b>	<b>Policy Issue</b>
11.2.1	Sustainable provision for tourism
11.2.1	Rural diversification
11.2.2	Standards of provision
11.2.3	Tourism development and provision of open spaces
11.2.4	Safe cycle routes
11.2.6	Multi-purpose and adjacent tourism and recreation uses