

Conwy Local Development Plan 2007 – 2022



SUPPLEMENTARY PLANNING GUIDANCE

LDP44: Towyn and Kinmel Bay Place Plan

Adopted August 2023

Mae'r ddogfen hon ar gael yn Gymraeg hefyd.

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Statement of Consultation

This Supplementary Planning Guidance document was issued for a period of six weeks public consultation between 27 April 2023 and 26 May 2023

It was adopted by Cabinet on 22 August 2023

Copies of the representations received, together with the Council's response are available to [view on-line](#)

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TOWYN & KINMEL BAY PLACE PLAN SUMMER 2022



UK Government Wales
Llywodraeth y DU Cymru



TKB VOICE
Shaping the future of Towyn & Kinmel Bay together

Acknowledgements

This body of work could not have been achieved without the support and engagement of local people and a wide range of stakeholders who gave their time generously to share local intelligence, their views about problems, potential solutions and provided feedback to our team of consultants who engaged the community and shared emerging ideas through various forums. We apologise in advance that we cannot mention everyone we met and engaged throughout this process, but our thanks to everyone in the community who gave their time and shared their views so generously and with such commitment to the area.

The **TKBVOICE Community Partnership** and **Towyn and Kinmel Bay Town Council** as the sponsor body for the Community Connections project which has enabled the formation of the TKBVOICE Community Partnership and the two lead consultancies working on the Place Plan and the engagement with the community around it, **Chris Jones Studio** and **Wilkinson Bytes** wish to specifically thank the following groups and people for their support and contribution during the Place Plan process:

- All local people and TKBVOICE Volunteers – too numerous to mention by name here – who volunteered to support our #LoveTKB Community campaign and whose support ensured that every household in Towyn and Kinmel Bay received a #LoveTKB postcard and leaflet about the project and ways of getting involved
- All local people who stepped up to express an interest in becoming members of the TKBVOICE Community Partnership and those who were selected for their ongoing support and guidance to the consultants working on the project
- All those who attended our community engagement events (over 20 community events and activities in total), have contacted us directly or who have used our online tools to share ideas and feedback about the area, problems and potential solutions and who provided feedback on the emerging ideas as these were developed
- All local people who generously shared their photos for us to use on the website, social media and in project materials to support engagement and the development of ideas about the area
- Specific thanks to St Marys Church, Kinmel Bay Church, Festival Church, Creating Enterprise and Cartrefi Conwy at Community House, Chester Avenue, Spar Towyn, Kinmel Bay Social Club, Kinmel Bay Library, Ysgol Y Foryd and Ysgol Maes Owen, Kinmel Bay and Towyn Show, Y Morfa, Tir Prince Ltd, and many other local groups and businesses too numerous to mention here. Thanks to you all for publicising our posters, promoting our activities, inviting us to speak with you, providing us with use of local facilities or inviting us to join your events.
- Conwy County Borough Council's Strategic Engagement and Place Plan Officer for advice and guidance
- Conwy County Borough Council, specifically the co- operation of responsible officers from Strategic Planning Policy, Education, Estates and Asset Management, Environment, Roads and Facilities during the process
- Conwy County Borough Council kindly providing OS map licensing for this specific commission

It gives me great pleasure to introduce our Place Plan for the area.

The Town Council has been the host organisation and co-funder of the Community Connections Project, along with the UK Government Community Renewal Fund. We are delighted with its two core outcomes – the formation of the TKBVOICE Community Partnership to support the place planning process and the Place Plan itself.

This has been an ambitious project, with tight deadlines. We have achieved in 6 months what others achieved over years. I am extremely proud at the innovative approach we took ensuring that the TKBVOICE Community Partnership was genuinely independent of the Council and am confident that we are well represented on this Partnership, with members who will keep us informed, and ensure collaboration continues.

I am also extremely proud to report that the Project exceeded by a significant margin all performance indicators for the project with much additional value created through traditional grass roots community campaigning and volunteering alongside digital innovation. The independent evaluation report is extremely positive about what has been achieved. It also draws out lessons which will inform future projects we might be involved in whilst providing excellent pointers for the TKBVOICE Community Partnership as it starts to turn ideas in the plan into action with the support of other partners.

I am particularly grateful to all fellow councillors for support given to the project, to members of our community who volunteered, and to our two lead consultancies, Chris Jones Regeneration and Wilkinson Bytes for the excellent work achieved in a short space of time.

As a Town Council, we will remain closely involved, alongside other stakeholders, and will continue to support community action to make TKB the best place it can be now and for future generations.

Councillor Geoff Corry
Chair of Towyn and Kinmel Bay Town Council

As Co-Chairs of the TKBVOICE Community Partnership, it gives us great pleasure to introduce the TKBVOICE Place Plan. This is the first Place Plan for the area and it is long overdue. It gives us a route map to shape the future of Towyn and Kinmel Bay together.

As a Partnership, our role is to ensure ideas are turned into action with the involvement and support of local people. Our Partnership was formed in March 2022 after a grassroots community campaign and an open expression of interest process which was managed independently of the Council. It was over-subscribed, a testimony to the commitment local people have to shape a better future for Towyn and Kinmel Bay. Our 8 founding members met for the first time in April and after the local elections in May, we were joined by 4 new members, (3 Town Councillors and one County Councillor), selected through the same expression of interest process.

This two-stage recruitment process, meant that the TKBVOICE Community Partnership was genuinely community-led from the outset. The Partnership has met formally 5 times since inception and has helped shape, advise, input into and approve the Place Plan.

We are grateful to the Town Council, councillors and staff, for enabling the Partnership to form and for their commitment to community development.

Our gratitude extends to everyone who participated in discussions, shared ideas or provided constructive criticism during a range of community-led conversations and events that took place over a concentrated period of time since January this year. This programme of activity was delivered by our consultants Chris Jones Regeneration and Wilkinson Bytes.

Together we have achieved a lot in a short space of time.

Let's continue to shape a positive future for the community of Towyn and Kinmel Bay and carry on community-led conversations about priorities in the Place Plan!

Co-Chairs,

Bill Darwin, founding Co-Chair, and Barry Griffiths, Co-Chair

Executive Summary

In June 2021, Towyn and Kinmel Bay Town Council submitted the Community Connections project to UK Government's Community Renewal Fund, with a focus on the development of a Place Plan. The project objectives were to encourage greater community engagement in local planning and wellbeing, influence delivery plans of public sector bodies and deliver tangible improvement as outcome from this plan as the start of a continuous process. In December, the Town Council was successful in securing the funding which has led to the creation of this Place Plan document.

The need for the project was in response to the place being fragmented and lacking cohesion both physically and by its community on this eastern edge of Conwy. Located next to the sea on the North Wales Coast, Towyn and Kinmel Bay has pressures from tourism as the population increases by some 500% during the peak tourist season due to the location of its extensive caravan parks and its location close to Rhyl. Amongst its residents, deprivation is high with Kinmel Bay 1 lower super output area ranked 296/1909 for multiple deprivation with education, income and employment areas for concern. The A548 bisects the community in two with first impressions of it being a road based environment that is hard to access and explore. As you walk through the neighbourhoods there are pockets of untapped green infrastructure assets that have potential to open up opportunities for residents. Local services feel under strain with a lack of a co-ordinated approach to community infrastructure.

The need for a Place Plan that is centred on making the area a better place for future generations to live, work and visit was a key focus. There was also a recognition that the community lacked a wider partnership approach and so in March 2022, the TKB Voice Community Partnership was formed, providing a conduit for local conversations, prioritising and making things happen. The Community Connections Project has also been about energising and pointing local residents and groups towards the opportunities that a Place Plan can generate. A blend of digital and face to face engagement has helped to ensure residents could join in the conversation with events located across Towyn and Kinmel Bay, gathering issues and ideas that have been fed into the Plan's development.

This document presents a fifteen year vision that "Towyn and Kinmel Bay is a cohesive place that can be explored from the sea to its streets to its green space with a string of communities that is active, enterprising and healthy".

The Place Plan sets out a future direction for Towyn and Kinmel Bay and lays the foundations for future prosperity and wellbeing. Supporting the Plan's Vision are the five themes of i) A Resourced TKB ii) A Greener TKB iii) An Active TKB iv) An Enterprising TKB and v) TKB – A Destination for All.

The priority themes respond to Towyn and Kinmel Bay's key challenges and opportunities identified from our research and endorsed by the local community and stakeholder consultation. Realisation of the Vision and Strategic Outcomes for Towyn and Kinmel Bay will be driven by local actions for change that are people and well-being centred.

The Place Plan also provides a stronger foundation for Towyn and Kinmel Bay, shining a spotlight on its needs, assets and its people. Its integrated approach demonstrates to strategic partners of the community's ambitions, an inclusive partnership approach and gives confidence when seeking support with delivery. It provides a clear direction for local and sustainable action over the next fifteen years.

1. Towyn and Kinmel Bay Place Plan

WHAT IS A PLACEPLAN?

Place Plans are a powerful tool to promote collaborative action to improve well-being and place-making. Whilst Place Plans are non- statutory documents, they support the delivery of Local Development Plan policies and can be adopted as supplementary planning guidance.

To be successful, Place Plans will need to link carefully into the preparation and review cycle of Local Development Plans (LDPs). Timing of a Place Plan will therefore be an important consideration for a local planning authority. Most Place Plans are therefore expected to be prepared with the aim of becoming Supplementary Planning Guidance (SPG). As SPG, a Place Plan can only be adopted once a LDP has been adopted.

The purpose of a Place Plan is to

- Gather evidence about your area to understand what issues the community is facing.
- Talk to the wider community and stakeholders about how the area will develop, and what needs to be done for the future well-being of the community.
- Agree how you want the different aspects of
- your place to be in the future.
- Agree a plan to work towards this future, including, where relevant, policies for making decisions about planning and an action plan to set out how identified issues are going to be tackled.
- Have that final plan agreed by the community,
- key stakeholders and adopted by the Local Planning Authority (LPA) for use as Supplementary Planning Guidance.

The benefits to the community of having such a plan in place are

- Prioritised key actions to improve the vitality of the area and the well-being of the people who inhabit it.
- Having a good understanding of community needs and wants including the levels of support for different issues and actions.
- Improved input in local planning decisions, including influencing future iterations of the Local Development Plan to ensure they meet community needs.
- Enhance the working relationship between the community, the Local Authority and other key decision makers.
- Improve the strength of future funding bids for community projects within the Place Plan by providing evidence of need and support amongst the wider community.
- Improve community well-being.

Our place plan will involve

POSITIVE CHANGE TEAMWORK SOCIAL IMPACT

THE PLACE PLAN PROCESS

The key steps are .

STAGE 1 - Communication and engagement to inform all stakeholders of the approach

STAGE 2 - A focused review of background documents

STAGE 3 - Analysis and understanding of the performance of TKB

STAGE 4 - Consultation Wave 1: Listening to the community on issues and ideas

STAGE 5 - Preparation of a structured Place plan which will include the vision and review of strategies

STAGE 6 - Consultation Wave 2: Sharing our Proposals and Drafting the Place Plan

PURPOSE

The purpose of the Towyn and Kinmel Bay (TKB) Place Plan is to encourage greater community engagement in local planning and wellbeing, through influencing delivery plans of public sector bodies and delivering tangible improvement as outcome from this plan as the start of a continuous process.

AIM

The overall aim is to:

“Secure the support of the local community, so they take ownership of the outputs and agree shared responsibility for future delivery”.

OBJECTIVES

OUR OBJECTIVES ARE

1. To encourage greater community engagement in local planning and wellbeing
2. To influence delivery plans of public sector bodies
3. To deliver tangible improvement as outcome from this plan as the start of a continuous process

THESE WILL BE ACHIEVED BY

- Consulting with residents and key local organisations, including neighbouring community councils, and through the Plan Team to identify local needs, issues, and priorities
- Working in partnership with Conwy County Borough Council to produce locally relevant Supplementary Planning Guidance
- Engaging with public sector bodies and involving them in delivery of the Place Plan

2. WHY DO WE NEED A PLACE PLAN?

Towyn and Kinmel Bay (TKB) has a resident population of some 8,500 and is a community characterised over many years by large numbers of visitors who seasonally reside in holiday parks and whose numbers can reach some 50,000.

Visitors tend to stay on the holiday parks or venture to the larger towns of Rhyl, Colwyn Bay, Llandudno etc. There are amusements in the area but relatively little else for holiday makers.

Coastal flood defences are being improved and as a consequence of flood prevention measures access to the sandy beaches is made difficult.

TKB have a coastal and river boundaries and is a community at flood risk; the Town Floods of 1990 saw the largest evacuation in peacetime UK.

Flood risk is increasing with climate change, and this effectively limits residential building development as flood maps define in Natural Resources Wales (NRW) and Wales Gov Technical Advice Note TAN15 (new version December 2021).

The community is also defined in the Welsh Index of Multiple Deprivation (WIMD) as low in the areas of health, wealth, education, and environment.

The area is large for the population yet residential development has meant many properties are compressed as are the large holiday parks. Local employment prospects for national average salaries are low and in keeping with the WIMD.

Large employment spaces in TKB are dedicated to enterprise but some vacant and contain relatively few opportunities particularly for added value jobs with a lack of an entrepreneurial culture. The large areas dedicated to holiday parks contain little environmental quality and employ many local people in seasonal and related jobs.

TKB is fortunate in terms of open space opportunity including the dunes, coast, river, Tir Prince Park and an area of natural space (Parc Hanes) is defined as open space and an active travel hub. There are areas with unadopted roads and difficult access particularly for disabled. Active Travel is a Welsh Government and Conwy County Borough Council priority initiative but hampered here by poor access.

There possibly are plans for a new school to combine the Ysgol y Foryd foundation and Ysgol Maes Owen primary schools holding some 500 children in total.

TKB have a sports centre (Y Morfa) a legacy of the 1990 floods. Y Morfa is the largest community engagement location and base for Kinmel Bay FC one of just 12 clubs in the 500 across Wales to be accredited to the highest Platinum standard for work with junior players.

The centre is run by volunteers and serves the community across a range of activities. TKB is a place where volunteering is undertaken, respected and appreciated so our community will be found to respond. Place planning at this stage is a new start to engage with making our place a better place to live, work and visit.

TKB needs a Place Plan to address these current socio-economic and environmental challenges through a co-ordinated approach that supports long term sustainable development and improves the well-being of its residents.

KEY DRIVERS:

Location:

CLOSE TO OTHER LARGE CENTRES
HISTORY AS SEASIDE DESTINATION

Infrastructure:

CLIMATE CHANGE
HOUSING NEED
BALANCE RESIDENTS / VISITOR NEEDS

3. CONTEXT AND SETTING

LOCATION CONTEXT AND SETTING

Kinmel Bay and Towyn is located on the far eastern edge of Conwy County Borough. Across the River Clwyd is Rhyl in the county of Denbighshire with the communities being, 2.5 miles (4.0 km) north east of Abergele and 14.1 miles (22.7 km) east of Conwy. The community includes the holiday resorts of Kinmel Bay and Towyn. It is crossed by the Afon Gele, which flows from west to east, before joining the River Clwyd on the eastern boundary.

Before being named Kinmel Bay there was a small settlement called Foryd, which is the name of the bridge crossing into Rhyl. The area was developed after 1793, when the Rhuddlan Marsh Commissioners were granted powers to drain the area around Towyn. In the mid 19th century, flood defences were constructed to protect the new Chester to Holyhead railway. Storm-force winds, a high tide and storm surge caused the defences to fail over a 440-yard (400 m) stretch in 1990, resulting in the flooding of 2,800 properties. The flood water covered 4 square miles (10 km²). Since then a rock revetment has been constructed to protect the breached coastline, and further protective works have been carried out to the east.

4. POLICY SETTING

The policy setting for a place such as Towyn and Kinmel Bay is important as it shows the relationships to national, regional and local agendas, providing strategic direction and alignment. It also shows the strategic opportunities and limitations to a place and its development.

Wellbeing of Future Generations Act

Towyn & Kinmel Bay Town Council contributes to the seven national objectives through its five Organisational Goals (2017-2022). All five contribute to this objective:

The best possible start in life

- Lifelong well-being
- Maximise the potential of the natural and built environment
- Thriving and well-connected county
- Future-focused Council – including providing good sustainable local services whilst delivering excellent customer experience.

The Well-being of Future Generations Act places a duty on public bodies to carry out sustainable development.

This is not a new concept for the planning system as the principles of sustainable development have been at the heart of planning policy since Planning Policy Wales (PPW) was first published in 2002. However, the concept has been expanded under the Well-being Act and it requires an improvement in the delivery of all four aspects of well-being: social, economic, environmental and cultural.

The Well-being Act has established seven well-being goals which are intended to shape the work of all public bodies in Wales.

In order to demonstrate that appropriate consideration has been given to the Well-being goals and sustainable development principle in the decision making process, public bodies are required to have regard to the 'five ways of working' contained in the Well-being Act. These require consideration of involvement; collaboration; integration; prevention; and long term factors.

Planning Policy Wales (PPW)

Planning Policy Wales sets out the land use planning policies of the Welsh Government. Within the document it sets out to define "Placemaking" as a holistic approach to the planning and design of development and spaces, focused on positive outcomes, which draws upon an area's potential to create high quality development and public spaces that promote people's prosperity, health, happiness, and well-being in the widest sense.

In the context of this Place Plan PPW see placemaking as considering the context, function and relationships between a development site and its wider surroundings. This will be true for major developments creating new places as well as small

developments created within a wider place. The policy document also sees it not as an additional cost to a development, but will require smart, multi-dimensional and innovative thinking to implement and should be considered at the earliest possible stage. Placemaking adds social, economic, environmental and cultural value to development proposals resulting in benefits which go beyond a physical development boundary and embed wider resilience into planning decisions. Some of the key themes for placemaking to contribute to include:

- Strategic & Spatial Choices
- Active & Social Places
- Productive & Enterprising Places
- Distinctive & Natural Places

The use of masterplans, development briefs or place plans can complement strategies by providing additional detail and supporting the implementation of development plan policies. In developing strategies, plans and policies to revitalise and increase the attractiveness of existing retail and commercial centres, planning authorities should consult the private sector and local communities.

PPW states that Place Plans are non-statutory documents. They may be prepared at the initiation of the local community and are a powerful tool to promote collaborative action to improve well-being and placemaking. Place Plans should support the delivery of LDP policies and are adopted as supplementary planning guidance.

NATIONAL POLICY CONTEXT

Wales Transport Strategy

The Wales Transport Strategy provides the framework for transport related activities and sets out the strategic priorities of a safe, integrated, sustainable, efficient and economic transport system serving Wales. It provides the context for the Welsh Government's aim to reduce the need to travel, particularly by private car, and supports a modal shift to walking, cycling and public transport. This is reflected in Planning Policy Wales and Future Wales, which put placemaking at the heart of the planning system. This modal shift is supported by the sustainable transport hierarchy, which prioritises walking, cycling and public transport.

The current Wales Transport Strategy, One Wales: Connecting the Nation, was published in 2008. Since then the Active Travel (Wales) Act 2013 has been introduced, which is increasingly influential in the way we integrate active travel with new development. This is essential to enable people to walk and cycle as part of their everyday activities. Metro schemes are also being developed in the Southeast, South West and the North, which are being driven by significant investment from the Welsh Government and its delivery partners. The metro projects will provide significant opportunities for communities and new development to be supported by good quality public transport. Transport technologies have also advanced significantly in recent years, with ultra-low emission vehicles capable of having a transformative effect on the decarbonisation of transport. The Wales Transport Strategy, Llwybr Newydd, will recognise these changes and set out our long-term vision for transport. Llwybr Newydd, along with the associated transport policies and

projects, have directly contributed to the spatial strategy, outcomes and policies of Future Wales.

Active Travel (Wales) Act 2013

Walking and Cycling has gained support when the Welsh Assembly passed the Active Travel (Wales) Act, received royal assent in November 2013. The Act places a number of duties on the local authorities to continuously improve new and existing facilities and routes for walkers and cyclists and to prepare maps identifying current and potential future routes for their use. The Act also requires new road schemes to consider the needs of pedestrians and cyclists at planning and design stages. The active travel network should be designed or enhanced to meet a set of best practice standards. The Welsh Government has published guidance:

- The Active Travel (Wales) Act 2013 – Design Guidance;
- Statutory Guidance for the Delivery of the Active Travel (Wales) Act 2013;
- The Active Travel Action Plan

Future Wales – the National Plan 2040

Future Wales – the National Plan 2040 is the national development framework, setting the direction for development in Wales to 2040. It is a development plan with a strategy for addressing key national priorities through the planning system, including sustaining and developing a vibrant economy, achieving decarbonisation and climate-resilience, developing strong ecosystems and improving the health and well-being of our communities.

Across the North region there are a range of strategic issues. Many of these issues have national, regional and local dimensions and will be delivered through co-ordinated action at all levels. Housing, economic growth, digital and transport connectivity infrastructure should be co-ordinated and planned on the basis of the whole region.

The management of natural resources, flooding and the protection and enhancement of areas of environmental and landscape importance should inform strategic decisions on locations for growth and new infrastructure. Decarbonisation and responding to the threats of the climate emergency should be central to all regional planning.

The region should work together to consider the connections with Mid Wales, Ireland, Cheshire West and Chester and the North West of England. Promoting accessibility and inter-linkages between these areas, based on an understanding of their roles and functions, will ensure these areas operate as a cohesive whole, and do not compete against each other or take strategic decisions in isolation. Relevant policies for Towyn and Kinmel Bay include:

Policy 21 – Regional Growth Area – North Wales Coastal Settlements

The Welsh Government supports sustainable growth and regeneration in regionally important towns along the northern Coast. Holyhead, Caernarfon, Bangor,

Llandudno, Colwyn Bay, Rhyl and Prestatyn will be a focus for managed growth and they have an important sub-regional role complementing the National Growth Area of Wrexham and Deeside.

Strategic and Local Development Plans should recognise the roles of these places as a focus for housing, employment, tourism, public transport and key services within their wider areas and support their continued function as focal points for sub-regional growth.

Policy 23 – North Wales Metro

The Welsh Government supports the development of the North Wales Metro and will work with Transport for Wales, local authorities and other partners to enable its delivery and maximise associated opportunities. The Welsh Government will work with local and regional authorities in North Wales and the North West of England to ensure the Metro and wider transport investments strengthen cross border transport connections with improved transport links between the North, Chester, Liverpool and Manchester. Strategic and Local Development

REGIONAL POLICY CONTEXT

North Wales Growth Deal

Ambition North Wales is a partnership comprising of the six Local Authorities in the region, along with Bangor University, Glyndŵr University, Coleg Cambria and Grŵp Llandrillo Menai. With a vision to focus on improving the region's economic, social and environmental well-being.

Ambition North Wales aims to “see the region develop sustainably, with opportunities for people to gain new skills for the future and develop rewarding careers. For businesses to grow and for communities to prosper. All whilst being champions of the Welsh language, culture and heritage and in line with the well-being goals for Wales”.

Making North Wales:

Connected:

- Improve digital connectivity and infrastructure.
- Enhance connectivity for the region's businesses and residents Smart:
- Developing and promoting innovative and high value projects in our region's key sectors
- Strengthening supply chain opportunities and advancing economic performance Resilient:
- Creating job opportunities and increasing employment levels
- Focus on retaining young people in North Wales

Sustainable:

- Develop projects that produce little or no carbon emissions and have a positive impact on biodiversity
- Securing the long-term future of our projects for future generations

The North Wales Economic Ambition Board, the joint-committee and decision-making body, responsible for the Growth Deal, worked collaboratively with Welsh Government, UK Government and the private sector to develop the North Wales Growth Deal. In December 2020, the Deal was approved securing £240m investment by both Welsh and UK governments.

The North Wales Growth Deal's five programmes will bring £1 billion of investment to North Wales over the next fifteen years. It will create a vibrant, sustainable, resilient and thriving economy for the entire region.

The five programmes are as follows:

- Agri-food and Tourism
- Digital Connectivity
- Innovation in High Value Manufacturing
- Land and Property
- Low Carbon Energy

Conwy Well-being Plan

In April 2016, the Well-being of Future Generations (Wales) Act 2015 established a statutory board, known as a Public Services Board (PSB), in each local authority area in Wales. Conwy and Denbighshire have used the power within the Act to merge both of their separate PSBs into a single board for the Conwy and Denbighshire region.

The PSB is a collection of public bodies working together to improve the well-being of their county. This means that as a board the Conwy and Denbighshire PSB must improve the economic, social, environmental and cultural well-being of the Conwy and Denbighshire area by working to achieve the national 7 Well-being goals.

LOCAL POLICY CONTEXT

Conwy Corporate Plan

The Corporate Plan 2017-22 sets out our values and the priority areas Conwy County Borough Council wants to focus on over the next five years. The priorities were developed through discussion with communities through 'The County Conversation'.

Our Vision is ... "Conwy - a progressive County creating opportunity"

The council is working in a changing and demanding environment. Their vision is to be progressive in managing change and to use it to create opportunities; to safeguard what we have, and to build on this to accommodate change. This vision is a shared endeavour. They want to strengthen our relationship with

citizens so that we can work together to improve the county. In all that they do, from educating children, caring for the vulnerable, recycling waste, regulating businesses, to providing leisure facilities and theatre performances to name but a few, we want to be progressive and creative so that we maximise the opportunities available to the communities within Conwy County.

LOCAL DEVELOPMENT PLAN (LDP)

Overview

The area is located on the coast bordering Denbighshire to the east with the River Clwyd forming the boundary. The study area is some 2.6 miles (4.2 km) west of Rhyl, 2.5 miles (4.0 km) north east of Abergele and 14.1 miles (22.7 km) east of Conwy. The area is crossed by the Afon Gele, which flows west to east, before joining the River Clwyd. At the 2001 Census, the community had a population of 7,864, increasing to 8,460 at the 2011 Census (equating to an increase of 7.6% totalling 596).

Spatial Objectives and Functions

The adopted Conwy Local Development Plan: 2007 – 2022 sets out spatial objectives for Conwy County Borough (Section 2.3). SO2 identifies the objective of promoting the comprehensive regeneration of Towyn and Kinmel Bay to broaden economic activity, address social exclusion and reduce deprivation through the Strategic Regeneration Area Initiative.

Diagram 4 of the LDP shows the Abergele, Kinmel Bay and Towyn Development Areas (extract below). It notes that Towyn and Kinmel Bay are key areas that serve the essential service needs of the surrounding catchment.

The LDP identifies that Towyn and Kinmel Bay are subject to high flood risk levels which will “result in limited development opportunities in the future”. The LDP recognises that a lack of development is likely to be detrimental to the area due to the possibility of “a number of brownfield sites becoming and remaining vacant in these locations”.

LDP Policy DP/2 (Overarching Strategic Approach) identifies Towyn / Kinmel Bay as an ‘Urban Area’. The policy describes that most new development will take place within and on the fringe of these Urban Areas. They will be key in the provision of market and affordable housing for local needs on allocated and windfall sites.

In addition to strategic planning objectives, the Towyn and Kinmel Bay Town Council has identified and undertakes various activities that support the seven goals of the Wellbeing of Future Generations Act, 2015. These are shown below as an extract from page 7 of the Towyn & Kinmel Bay Town Council: 2020-21 Well Being and Future Generations Report(1)

STRATEGIC CONTEXT - WIDER INFLUENCES

Towyn and Kinmel Bay are noted (alongside Abergele) to be expected to benefit from development and improvements arising from inclusion in the Welsh Government's Strategic Regeneration Area Initiative. The Future Wales National Plan 2040 sets a framework for national change and identifies several Regional Growth Areas in the North including Rhyl and Prestatyn, and Llandudno and Colwyn Bay with strong support for regeneration opportunities in this corridor. Policy for the overall growth vision for the wider area which specifically identifies opportunities to support coastal resorts and attractions but also recognises that the potential for flooding along the north coast will have implications for the delivery of growth.

The proximity of coastal towns including Towyn and Kinmel Bay means they are within the sphere of influence of Abergele to the west and the sizeable town and community of Rhyl (in Denbighshire) to the east. The cross-boundary nature of the area with respect to the inter- relationship between Kinmel Bay and Rhyl means that significant developments and investments such as the Marina Quay retail park and Fforyd Harbour regeneration are having an influence on the community and economy.

The adopted Conwy Local Development Plan: 2007 – 2022 sets out spatial objectives for Conwy County Borough and identifies the objective of promoting the comprehensive regeneration of Towyn and Kinmel Bay to broaden economic activity, address social exclusion and reduce deprivation through the Strategic Regeneration Area Initiative- East Strategic Area (ERIA) These areas are highly constrained from defenced flood risk resulting in limited opportunity to accommodate housing and employment growth over the Plan Period. However, the area experiences deprivation and opportunities to deliver community's needs is limited. The area is subject to flood defence improvements although this is only to hold' the line as opposed to assisting growth opportunities. The LDP recognises that a lack of development is likely to be detrimental to the area due to the possibility of "a number of brownfield sites becoming and remaining vacant in these locations".

Housing

The lack of development opportunities is evident from the LDP Housing Allocations shows that none of the proposed housing allocations are situated in Towyn or Kinmel Bay. The emerging Replacement Local Development Plan (RDLP) identifies modest and marginal population growth over the period to 2036 and finds that there will be an additional need for housing in Conwy County Borough arising from the formation of new households within the existing population. However, because of the levels of flood risk no growth is expected to take place in Towyn and Kinmel Bay.

WIDER INFLUENCES

Retail and Town Centres

Kinmel Bay is defined as a District Centre and Towyn as a Local / Village Centre in the adopted LDP. The LDP policies support the protection and management of these centres as important locations for the provision of local services and facilities. The

retail hierarchy more widely emphasises the role of Colwyn Bay, Conwy, Llandudno and (to a lesser degree) Abergele as the main sub-regional and town centre locations in the County. Rhyl, in Denbighshire has a similar main retail centre status and influence on the area. The emerging Replacement Local Development Plan (RDLP) indicates Kinmel Bay would be re-defined as a Local Centre.

The latest Retail Centre Health Checks conducted in circa 2018 that the main centres were generally performing well and adapting to changing retail trends. This conclusion was of course prior to the Covid 19 pandemic which is likely to have exacerbated / accelerated underlying structural retail and leisure trends.

Economy and Employment

Conwy County Economic Growth Strategy: 2017 – 2027 (August 2017) identifies one of the most dominant characteristics of CC's economy as being the significant number of SMEs and micro businesses. The key to economic prosperity within the county therefore is to build on these local strengths supporting business growth and innovation, whilst also capitalising on the wider strategic developments within the region.

The strategy also addresses key challenges in the County around the low salaried, part-time, seasonal employment and the loss of our young talent through outward migration. It wants to encourage the growth and establishment of businesses that can create the jobs that will support thriving communities, language and culture within Conwy.

There are six cross-cutting economic themes, these are highlighted below.

- Employment, skills and apprenticeships- Growing the size and capability of the workforce
- Infrastructure that enables growth- Making the county a magnet for people who want to set up and grow dynamic forward looking businesses
- Making the Conwy pound work harder- making sure more of the money that is generated in Conwy is spent in Conwy
- A confident, outward looking approach - capitalising on the opportunities that lie both east and west
- Dynamic leadership - through close collaboration of the public, private and third sectors
- Transformational tourism - making Conwy a truly international, year round destination

Five ambitions are set out for the growth of the County's economy. Ambition 4 (development of a night-time and winter tourism economy) particularly resonate with the reliance on tourism and visitors in the Towyn and Kinmel Bay area.

There are low levels of unemployment and hence high levels of commuting. The Strategy notes that this bodes well for opportunities that will emerge for economic growth and job creation in both the east (including Towyn and Kinmel Bay) and the west of the County in the future. Outward migration of the younger age workforce is especially resonant with respect to Towyn and Kinmel Bay in demonstrating the

economic opportunities arising from tourism (“that job opportunities go further than they may realise”) and that there is a concerted effort to address the dynamics of younger people leaving the County post University.

In terms of employment land provision, the LDP identifies that “in Abergele, Towyn & Kinmel Bay (including Pensarn) approximately 6 hectares of employment land (B1, B2 & B8) will be delivered to meet needs and contribute to a reduction in out-commuting levels and car usage. Safeguarded Employment land has been identified for Tir Llwyd Enterprise Park (with available serviced plots) and Safeguarded Employment & Improvement Site at St Asaph Avenue. The Employment Land Review identifies 4 sites within the study area with permission for B1, B2, B8

- To create state of the art business premises to support growth and attract new businesses
- To actively attract head offices / international bases to the county
- To establish a higher education presence in the county
- To develop the night time economy and winter tourism offer across the county making Conway a year round visitor destination
- To facilitate the tidal lagoon and other renewable energy projects across the county

WIDER INFLUENCES

Leisure and Tourism

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 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, it appears here is for places such as Towyn and Kinmel Bay to be able to support and benefit from the growth in North Wales regional tourism but also the specific attractions and offer available elsewhere in the County itself.

Sustainable Tourism growth is supported through a series of policy measures including development proposals for high quality, all-year round tourism development that diversifies the economy; resisting proposals that would result in the loss of services accommodation. Policies control the development of new sites and extensions for sites of chalets, static and touring caravans and camping; allows support for the extension of the holiday season in off-peak periods for existing chalets, static and touring caravans and camp sites (subject to issues of flood risk vulnerability in Towyn and Kinmel Bay); support for improved connectivity including at Foryd Harbour , the Wales Coastal Path and Public Right of Way improvements; support for the establishment of new or converted 4 and 5* hotel accommodation.

The LDP notes that the traditional coastal attractions and facilities offered by Towyn and Kinmel Bay (amongst other locations) remain important contributors to the economy but there is a need for a more diverse tourism base. Strict control of caravan and camping sites in the coastal areas aim to promote lower densities and

support site-wide improvements. This is to ensure that existing larger scale static sites are restricted from over-developing into sensitive landscapes. This is aligned with this to ensure that quality visitor accommodation is available- a broader range of serviced accommodation is particularly highlighted to allow more choice for visitors and appeal to the short-break market.

TRANSPORT INFRASTRUCTURE

Sustainable transport infrastructure is identified in the existing LDP at Policy STR/5 (Integrated Sustainable Transport System) (see page 236). This identifies a series of schemes to be developed, of relevance to Towyn and Kinmel Bay are:

- Foryd Harbour – promoting the Sustrans National Cycle Route 5 and a new connecting pedestrian / cycle bridge at Foryd Harbour in Kinmel Bay;
- Promotion of a link road between Par Hanes and Ogwen Avenue to improve overall access to the area;
- Safeguarding of the route of the former Vale of Clywd Railway in Kinmel Bay for improved community access;
- Wales Coastal path Improvement Programme and Conwy Rights of Way Improvement Plan.

The North Wales Joint Local Transport Plan 2015 – 2030 identifies various transport infrastructure schemes and proposals. Those relevant to Towyn and Kinmel Bay include:

- Strategic improvements and enhancements to transport connectivity to the A55 highway network;
- Bus priority enhancements for Kinmel Bay;
- Development of integrated public transport ticketing;
- Development of an Active Travel routes for:
 - Kinmel Bay / Towyn / Pensarn / Abergele;
 - Kinmel Bay to Tir Llwyd Industrial Estate;
 - Gors Road, Towyn (including capacity improvements).

LIVE STUDIES AND PLANS

Active Travel Proposals

Active Travel means making everyday journeys by walking or cycling instead of using transport such as cars or buses. (The term "walking" includes using wheelchairs, mobility scooters and other mobility aids.) Active Travel includes journeys made to work, school, college, shops and leisure facilities. An Active Travel route has to connect to these places and be suitable for everyday journeys. Active Travel does not cover routes that are only used for leisure or recreational purposes. Conwy CBC have an agreed network of routes planned for Towyn and Kinmel Bay with some improvements made to the A548 near to Tir Prince and the adjoining park. Working with Denbighshire County Council, plans to create an active travel route over the railway bridge and travelling along the eastern edge of Parc Hanes and through the eastern residential areas of Kinmel Bay.

Parc Hanes Proposal

In Spring 2020, Conwy CBC were aware of land at Parc Hanes being offered for grazing by the Welsh Government. At the same time CCBC had commissioned a Green Infrastructure Assessment to inform the Replacement Local Development Plan.

Planning Policy Services were previously aware of the lands and the issues around flood risk which have stifled development (that is considered as “high risk” from flood risk) and the community benefits it brings since TAN15 was put in place. It is unlikely any new residential development will be accepted within the flood risk area therefore Kinmel Bay needs alternative regeneration support. Conwy County Borough is interested to develop a and co-produce a workable package of projects and interventions with Welsh Government and other partners to utilise the site in a way which brings multiple benefits to local residents, business, education and the environment.

Sandy Cove Highway Study

Conwy County Borough Council with the support of Welsh Government is developing an improvement scheme for the roads and amenity space within the Sandy Cove neighbourhoods. The roads are not adopted and are in a poor condition as well as pedestrian accessibility and linkages to the beach and coast. The aim is to upgrade the quality of the existing road surface, while also providing drainage, streetscape and parking improvements, together with the option to install electric vehicle charging points at suitable locations. Provision will be made within the design for safe walking, cycling and non-motorised transportation, in accordance with the requirements of the Welsh Government’s Active Travel Act Guidance. The design outputs will lead to a business case for consideration by the local authority in partnership with the resident’s association in terms of any future adoption.

Coastal Defense Proposals

Conwy County Borough Council are seeking funding from the Welsh Government to improve the coastal flood defences around the county coastline to face the challenge of climate change and future sea level rise. Llanddulas to Kinmel Bay is one area where schemes have been identified that could attract funding to reduce the coastal flood risk and improve amenity access onto the foreshore.

The existing defences along this 11km frontage vary, including timber and rock groynes, revetments, seawalls and floodgates. Due to predicted climate change impacts, in the future (2118) the number of properties at risk of flooding along this stretch of coastline increases significantly from 1872 in the present day (2018) to 4958 for the 100 year return period event, taking into account the effects of climate change on sea levels and wave overtopping rates.

The preferred option identified by Conwy County Borough Council includes raising of the existing seawall crest height, enhanced rock revetment and periodical beach recharge at Kinmel Bay. At Pensarn, a set back flood wall is proposed, with rock

revetment seaward of the existing wall at Belgrano to the east. A set back flood wall is also proposed at Llanddulas Beach, with raising of the revetment crest to the west. The preferred option results in significant improvements to flood risk in Kinmel Bay. The number of properties at risk of flooding under climate change conditions is reduced from 4958 to 595, resulting in significant betterment to flood risk in the area.

Tir Prince Highway Improvements

At the time of developing the Place Plan, Conwy CBC highways were making improvements to the highway outside Tir Prince. This included a wider junction and filter arrangement for traffic, boundary enhancements and an off road cycle route with linkages into Tir Prince Park.

5. CHALLENGES AND OPPORTUNITIES

Place Based Data

Data and statistics help us to understand how Towyn and Kinmel Bay relate to all Wales figures and also how it compares to other places that are similar in size and geography. The following charts and figures illustrate some of the data behind TKB, its place and its people.

People & Demographics

Figure 1 indicates Towyn and Kinmel Bay that tends to have a population that is above the Welsh average for those aged 65 plus and below all Wales average for those aged 16 to 45.

Economy & Employment

Figure 2 illustrates that most residents follow the Welsh average for employees, self-employed, full time and part time and unemployed but is above this average for those that are economically inactive and retired.

The type and levels of qualifications and skills within a community has a direct relationship to income, prosperity and wealth circulating within the local economy and the resultant impacts. This also has a relationship to the general health and well-being of the community and its residents.

Figure 3 shows us that the community is well below Level 4 (degree or higher) and in part Level 3 qualifications (2 plus A levels) and a greater representation of level 1 and those that have no qualifications. The community is well below the Welsh average for basic skills in addition to those parts of the community with no qualification at all. It demonstrates that there is a drop off between O levels, CSE and GCSEs, and A levels and the further/higher education route.

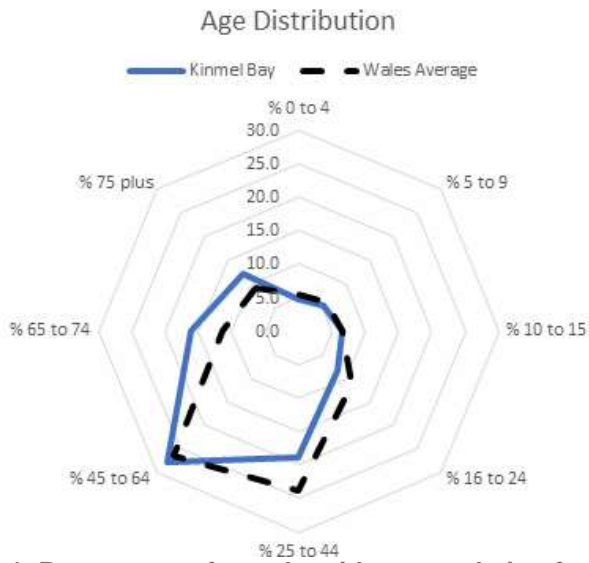


Figure 1 Percentage of usual resident population from the Office for National Statistics Mid-Year Population Estimates 2017.

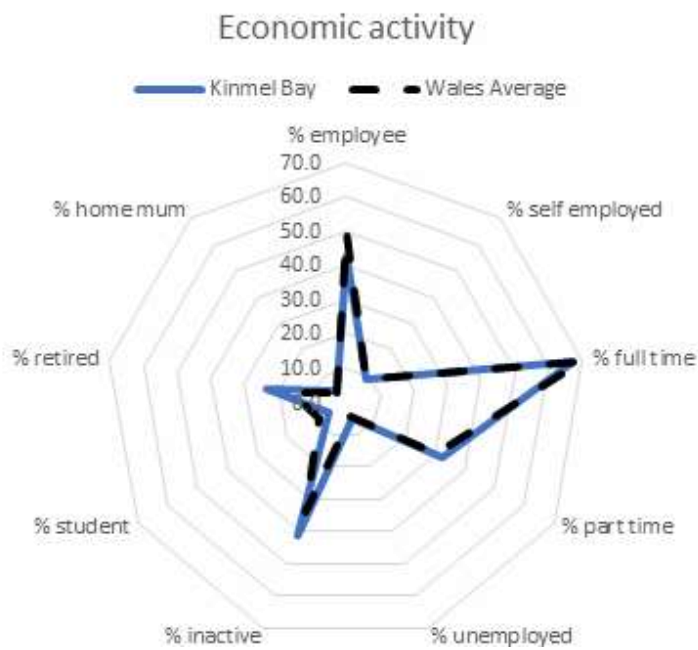


Figure 2 Percentage of usual resident population aged 16-74 (from Census 2011)

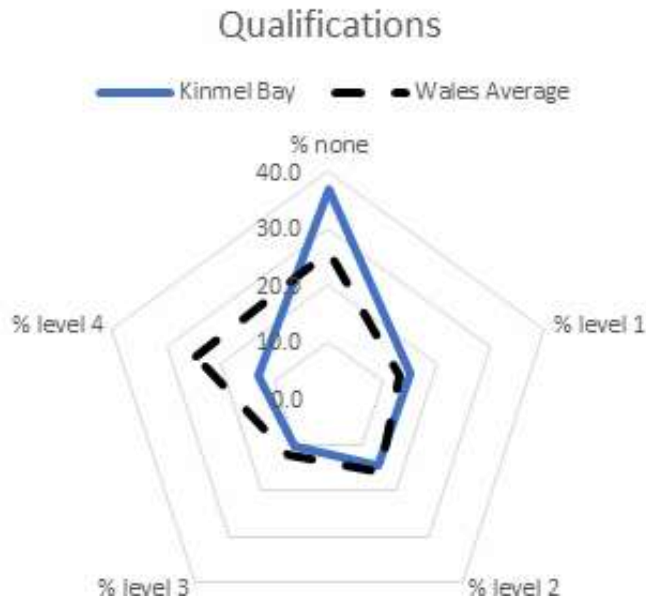


Figure 3 Percentage of usual resident population aged 16+ (from Census 2011).

Employment

Figure 4 shows the distribution of employment across the residents' population using standard industrial classification categories (SIC). The chart shows that the dominant employment sectors in Towyn and Kinmel Bay are those in wholesale, retail and vehicle repair; accommodation, food and service and health and social care. The latter two categories are linked to tourism within the place as well as older persons care due to the higher percentage of residents in the 65 to 74 and 75+ age groupings. There is also a large regional hospital located nearby at Ysbyty Glan Clwyd in Bodelwyddan, Denbighshire which is linked to the wider health care sector.

Areas where there is under-representation include those sectors such as finance and insurance, real estate and public administration, defence and social security.

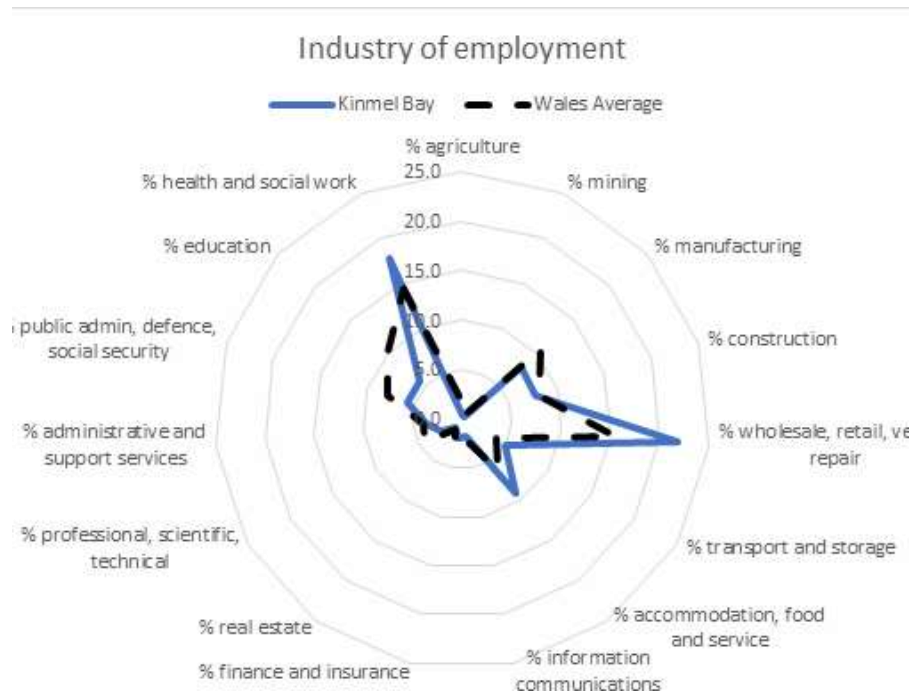


Figure 4 Percentage of usual resident population aged 16-74 (from Census 2011)

Transport/Mobility

There are two graphs below, which summarise commuting into, out of, or within the selected place. Each graph displays data relating to commuting flows in the form of a circle, with the axes of the graph representing each commuting flow variable.

The first chart shows us that residents who live within Towyn and Kinmel Bay meet the Welsh average for working at home or at location within the same local authority area, in addition to working in an English border authority area such as Cheshire. Due to the proximity of the place to the Denbighshire border, residents also have a higher than average pull to a different local authority area for work.

The second chart shows that for those people that commute into Towyn and Kinmel Bay tend to predominantly come in from a different local authority area, which emphasises the push and pull effect of being next to a local authority boundary which is Conwy and Denbighshire.



Figure 5 Commuter Patterns Living in Kinmel Bay

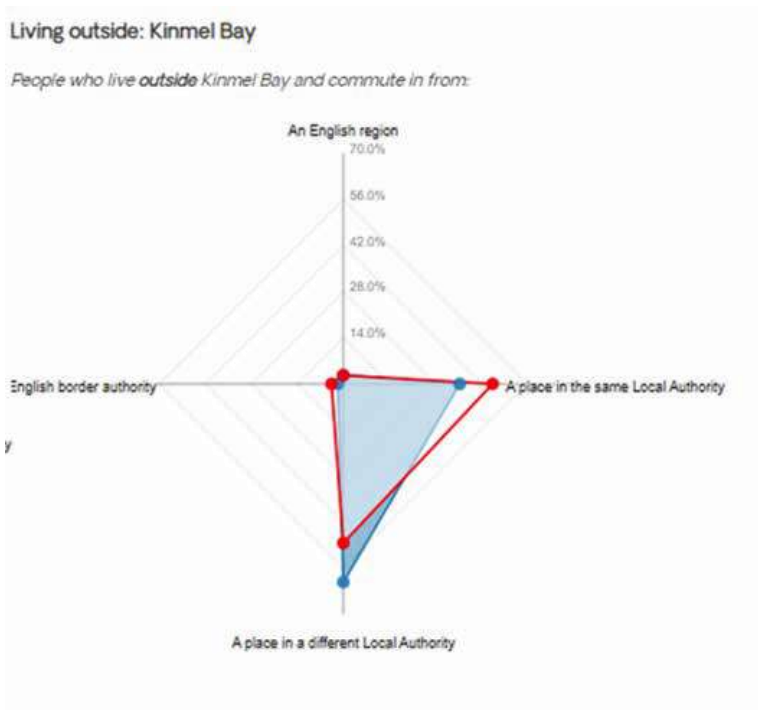


Figure 6 Commuter Patterns Living outside Kinmel Bay

Deprivation

Figure 8 illustrates some headline indicators on deprivation with residents tending to be less represented in employed in higher and intermediate managerial / administrative / professional occupations (social grade 1) with more people employed in skilled manual occupations (social grade 3) and in semi-skilled

and unskilled manual occupations; unemployed and lowest grade occupations (social grade 4).

It also shows us that Towyn and Kinmel Bay have a greater proportion of people whose day-to-day activities are limited by a long-term health problem or disability.

In understanding the levels of deprivation within a place, the Welsh Index of Multiple Deprivation (WIMD) is the Welsh Government's official measure of relative deprivation for small areas in Wales. It identifies areas with the highest concentrations of several different types of deprivation. WIMD ranks all small areas in Wales from 1 (most deprived) to 1,909 (least deprived).

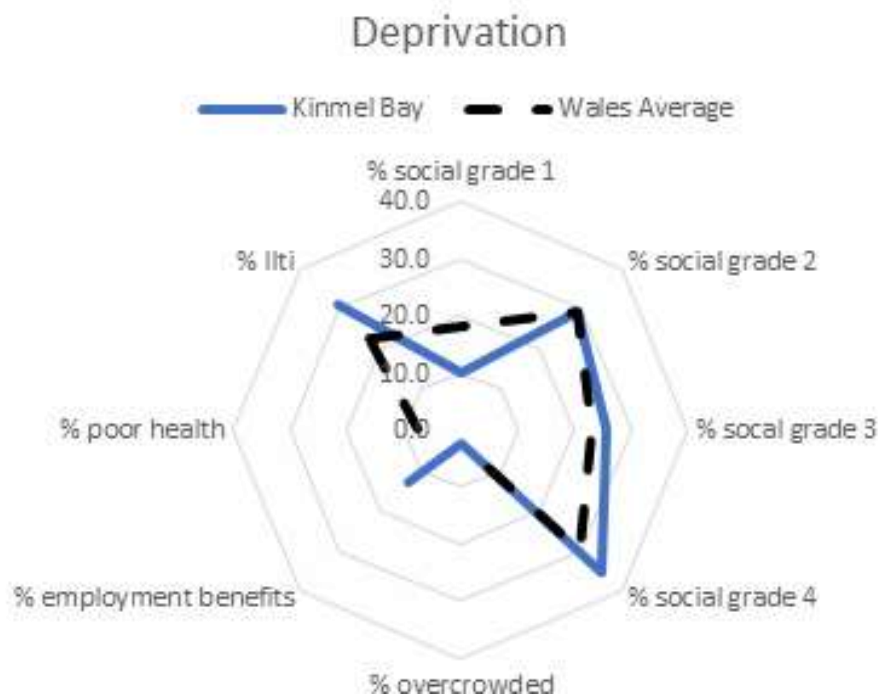


Figure 8 Percentage of usual resident population (from Census 2011).

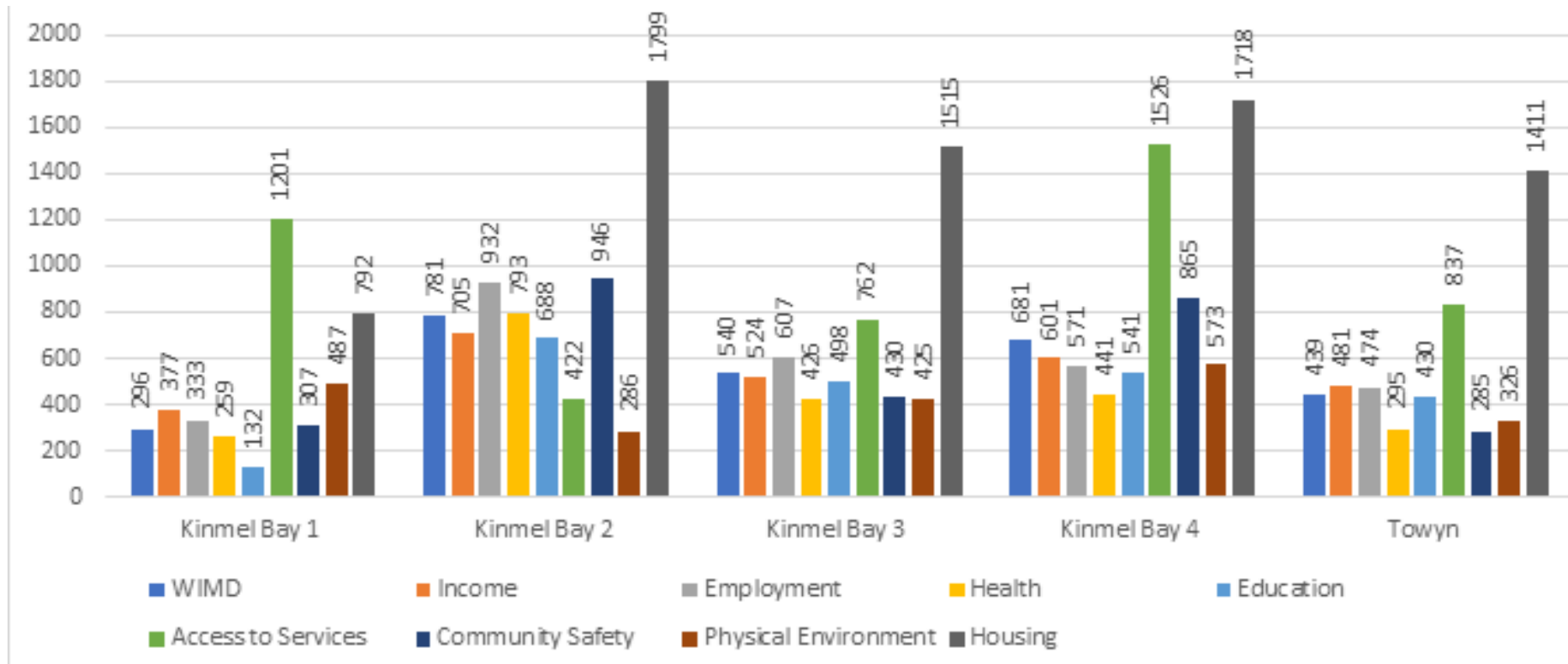


Figure 9 Welsh Index of Multiple Deprivation by Domains by LSOAs

Figure 9 shows us the levels of deprivation by domain and by lower super output area (LSOA). [these plans can be found in the appendix of this document]

In reviewing those LSOAs with the highest levels of deprivation Kinmel Bay 1 (Sandy Cove area) has the lowest index across the whole place of 296 with Kinmel Bay 2 having the highest index at 781 presenting less challenges.

Within Kinmel Bay 1, most of the domains present high levels of deprivation, except for access to services. Some notable areas include education (132), health (259) and community safety (307). Income (377) and employment (333) follow closely. Its housing quality tends to score half of what the other LSOAs present with it having an index of 792 compared to say Kinmel Bay 2 at 1799.

In looking at specific domains, education presents a low index for Towyn as well as Kinmel Bay 1. Health is also low in Towyn (295) and is relatively low in Kinmel Bay 3 and 4. The Physical Environment is also rated as low and having a direct linkage to deprivation in Kinmel Bay 2 (286), Towyn (326) and Kinmel Bay 3 (425). Kinmel Bay 2 (442) also experiences employment related issues compared to higher employment chances in Kinmel Bay 4 (1526).

Crime

Figure 10 here, shows the crime statistics for Towyn and Kinmel Bay from January to December 2021.

The main categories where crime is more significant is i) violent ii) public order iii) Criminal Damage & Arson and iv) vehicle related incidents. You will note from the chart that August sees a spike in reported crime across these four specific categories as the population increases almost five fold e.g. 104 violent related crimes were reported in August 2021.

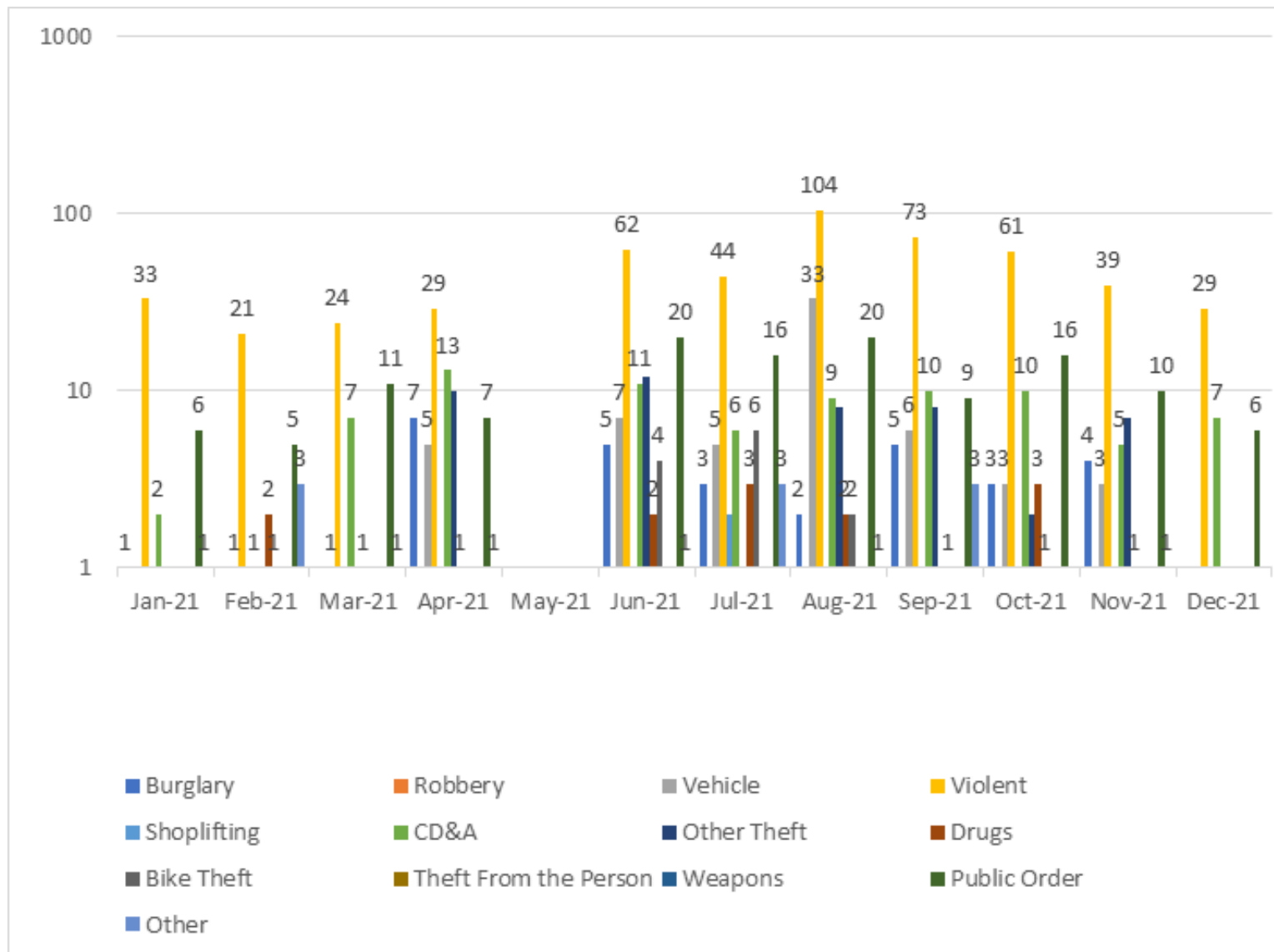


Figure 10 Crime Statistics for Towyn and Kinmel Bay by Policing Neighbourhood, January to December 2021

PLACE ANALYSIS

Located on the East of Conwy County, bordered by the River Clwyd and the Denbighshire town of Rhyl. Rhyl is one of the most deprived areas in Wales and TKB is effectively a suburb of Rhyl. The town of Abergele is to the West and inland TKB extends through farmland towards the Denbighshire towns of Bodelwyddan, Rhuddlan and cathedral city of St Asaph.

Some of the key place characteristics are:

- Resident population of some 8,500 swells to 50,000 in the height of the summer.
- Two 'communities' linked and dominated by the A548.
- Sporadic pockets of built development built over time in a piecemeal fashion with little street structure.
- Lack of quality destinations or offer e.g. dated pubs and restaurants with little in the way of historic core.
- Caravan parks and railway makes access to beach and coastline feel cut off and private.
- Necessary but utilitarian and unattractive sea/ flood defences.
- Fortunate in terms of open space including the dunes, coast, river, Tir Prince Park and an area of natural space (Parc Hanes).
- Wide A548 offers plentiful opportunities to reclaim space and tarmac with the view to create place and destination. Areas for dwell and landscaping.
- Flat topography benefits active travel – opportunity for strategic linkages.
- Opportunity to better integrate coast through positive connections and links, maybe through working with caravan park

Public & Community Services

Most of the public and community services tend to be centred around Kinmel Bay with the Town Hall, Library, Community Resource Room and Medical Centre all located around The Square area, off the A548.

In a central location, but not that accessible is the infants and primary schools, with the voluntary run Y Morfa Leisure Centre and sports/ recreational pitches alongside.

In Towyn, apart from a number of churches there are no community centred facilities.

Tourism

The tourism offer is centred around the coast and beach front, with holiday accommodation tending to be short-term and long-term caravans and chalets mainly on the coastal side of the A548. As you enter Kinmel Bay from the east you meet the Bike Hub next to Fforyd harbour which provides several visitor amenities with access links to the beach promenade area. The Wales Coastal Path and National Cycle Route 4, Lon Las Cymru are key visitor products along this section of the north Wales coast.

Kinmel Bay Beachfront is serviced by some kiosks selling hot and cold food and drink, beach accessories with a Conwy CBC providing parking. A privately run beach bar and café is found nearby, set back in the dunes area.

Along the A548 there are a number of public houses, bars and takeaways that service the needs of the current visitor market. The breadth of the food and drink offer is limited not only for tourists but importantly for local residents.

In Towyn, Tir Prince is a key regional and local draw with its large fun fair site, amusements, a weekly market and harness racing. It has been host to large events such as the Wales GB Motorsports Rally. Sandbanks Road provides the main access to amusement arcades, bars, cafes, caravan sites and to the beach side Knightly's fun fair.

Buildings & Retail

Due to the proximity of the two communities to Rhyl, Abergele, Colwyn Bay, Prestatyn and Llandudno, Towyn and Kinmel Bay does not have a large retail offering.

The Square at Kinmel Bay provides the main focus with a large Asda supermarket, small convenience store and on the southern side there are a number of local businesses that provide café, takeaway food, hair and beauty, car mechanics, gaming and other uses. It feels more like a neighbourhood centre in physical character and size, and is not a destination for tourists who would mainly gravitate towards the public houses, bars and takeaway outlets along the A548 in Towyn. There are some small convenience stores situated within areas such as Sandy Cove and Chester Avenue.

Housing

The existing housing stock is of a mixed nature and quality. It ranges from good quality standard family housing through to the low quality, cramped conditions of Sandy Cove. There is a relatively high proportion of bungalows with high levels of residents retiring to the area.

There is little opportunity for new build housing in the area due to the current flood risk category. New defence proposals may help to alleviate the situation but it is unlikely to lead to significant housing investment.

Access & Connections

The primary vehicular route in and out of TKB is the A548. This gives good access to Rhyl in the east and Abergele to the west. It also links to the A55 North Wales Expressway, giving excellent vehicular access to the wider area.

Within TKB, however, the A548 is heavily trafficked and creates a poor pedestrian / cycling environment. It has a plethora of traffic lighted junctions along its length which leads to high volumes of standing traffic. This contributes to making it often difficult to cross and gives the impression and feeling of a very traffic dominated

road. It is an excessively wide road, which further adds to its domination. This excessive width, however, does offer the opportunity for some significant improvement through, for example, the introduction of cycle routes, green infrastructure and improvement public realm / spaces.

Public Spaces

TKB has green space in areas but is not connected or is not accessible to local residents. There are large areas of green open spaces such as Parc Hanes, Towyn park and the Y Morfa playing fields. In addition, there is the large beach area, the coastal path / promenade and the links to wider countryside and environment. These offer a diverse typology of open spaces for use by residents, visitors and tourists.

What, however, is lacking is quality public realm / civic space. The two cores of Towyn and Kinmel Bay have, over the years, been eroded to become little more than traffic junctions. As with the A548 above, there is the space to offer the opportunity to make significant improvements in these areas. the opportunity to re purpose these spaces as point of arrival, destinations and civic cores with quality public realm, landscaping and sense of place.

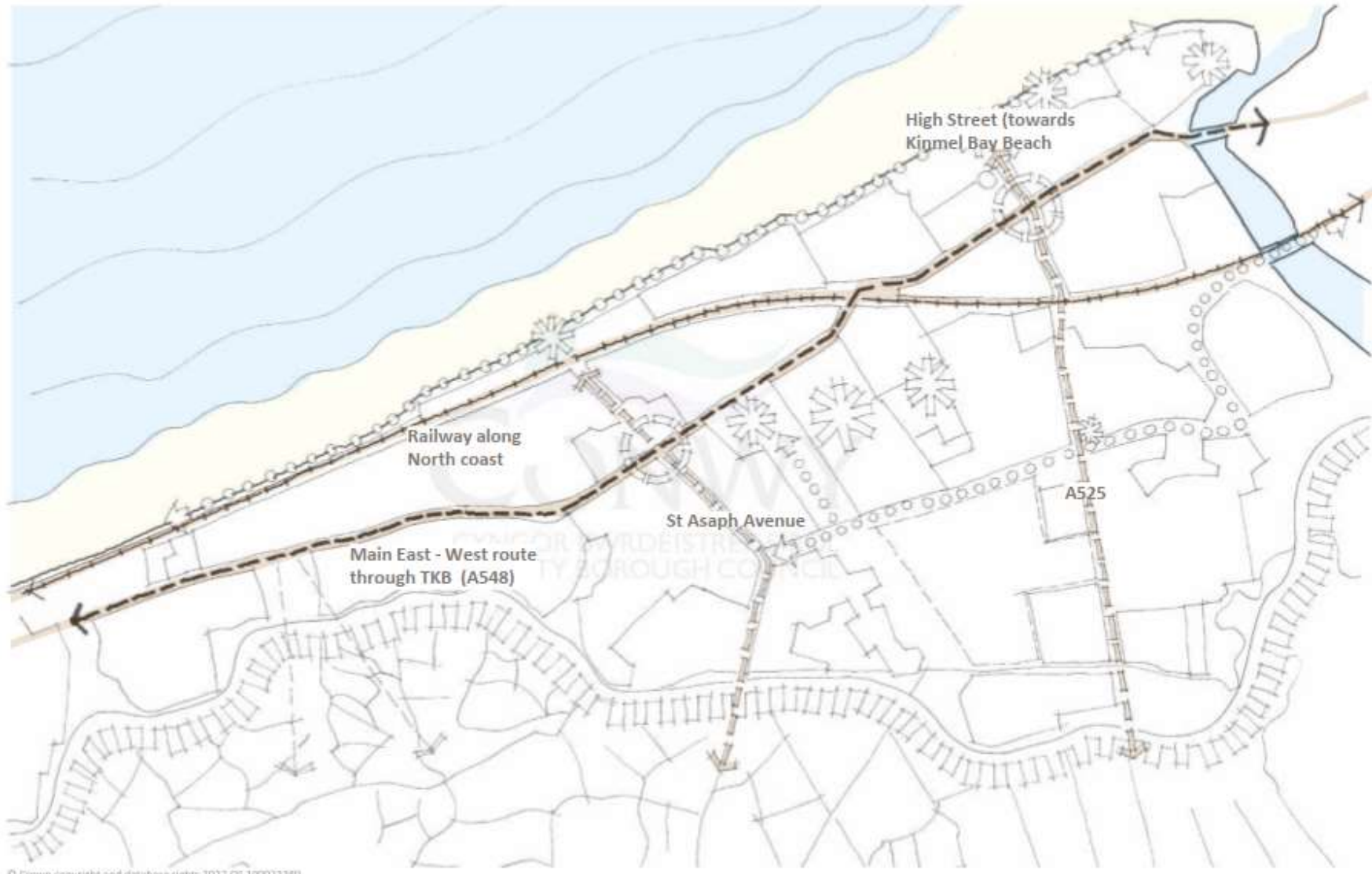
Streetscape

The general streetscape is piecemeal and feels unplanned in nature, with no design code. The only area that shows heritage character is the area by St Mary's Church, in Towyn, which was built in 1873 and designed by George Edmund Street, who was also the architect for the Royal Courts of Justice in London. It is in the Early Decorated style, and is Grade II* listed, as is the nearby Towyn and Kinmel Bay Youth Club, built two years earlier and also designed by Street. Also listed is the third building of Street's contract, the former vicarage, now Ty'n Llan Nursing Home.



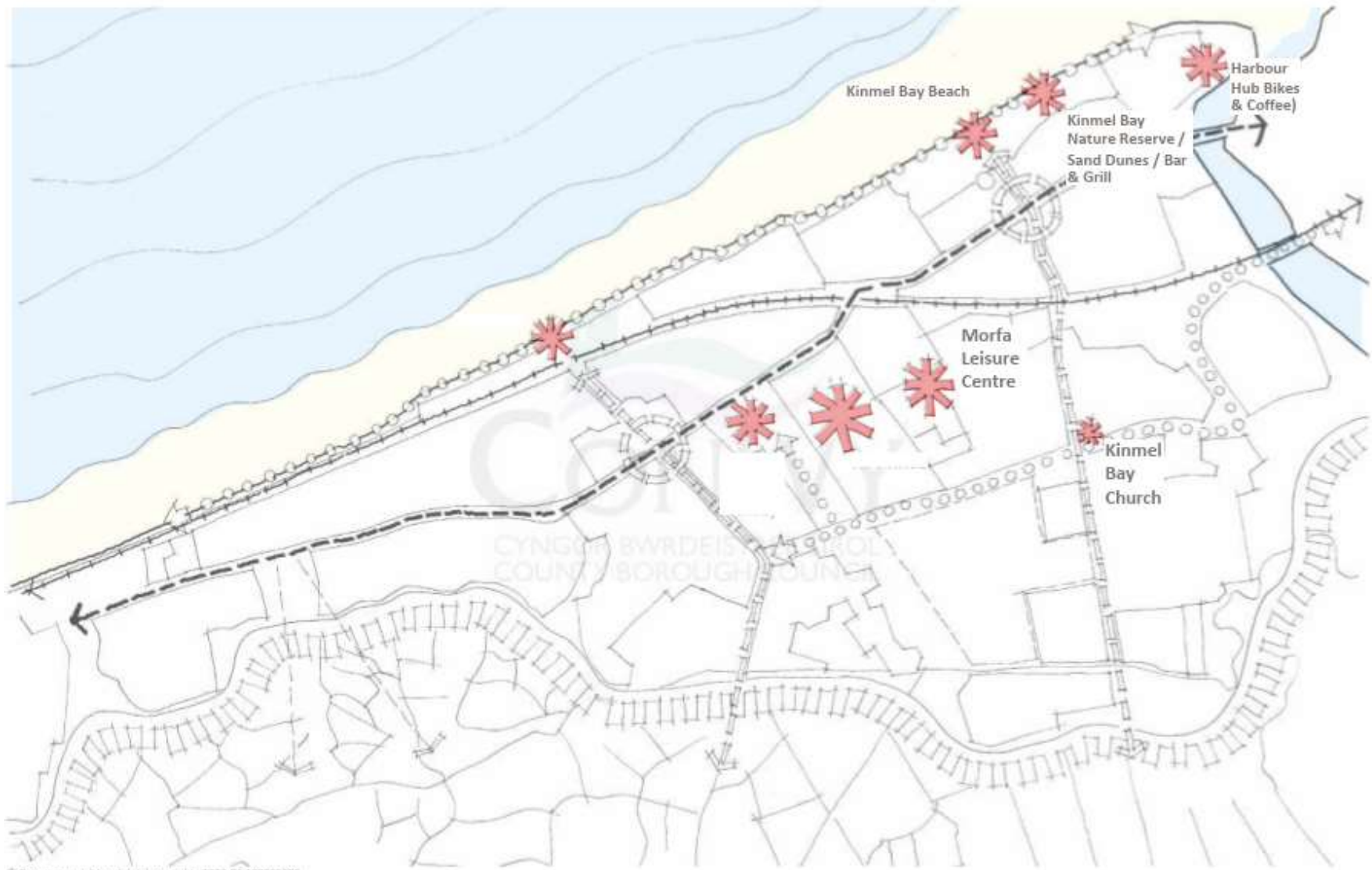
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Map 1 Place Plan Analysis



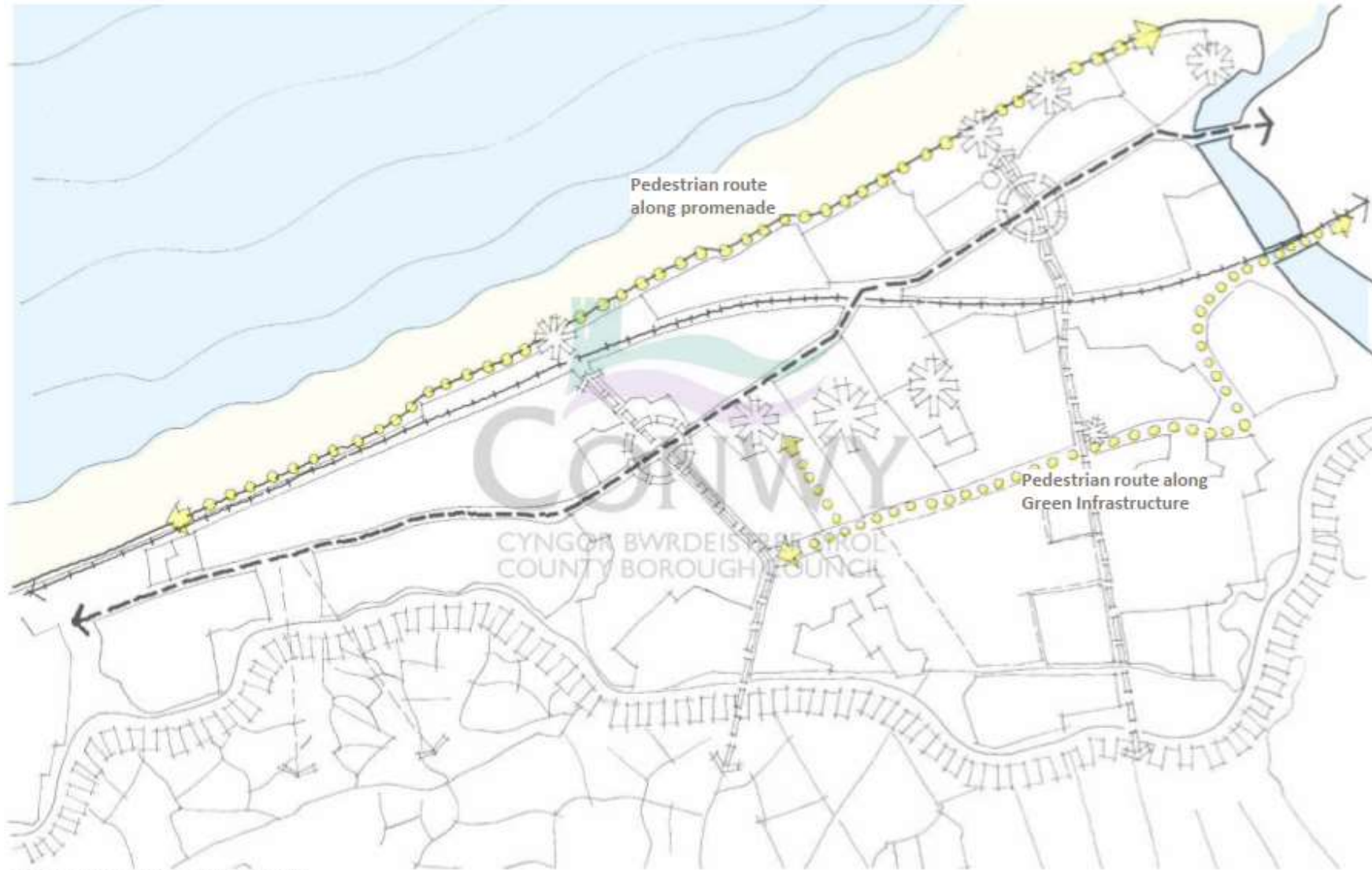
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Map 2 transport and movement



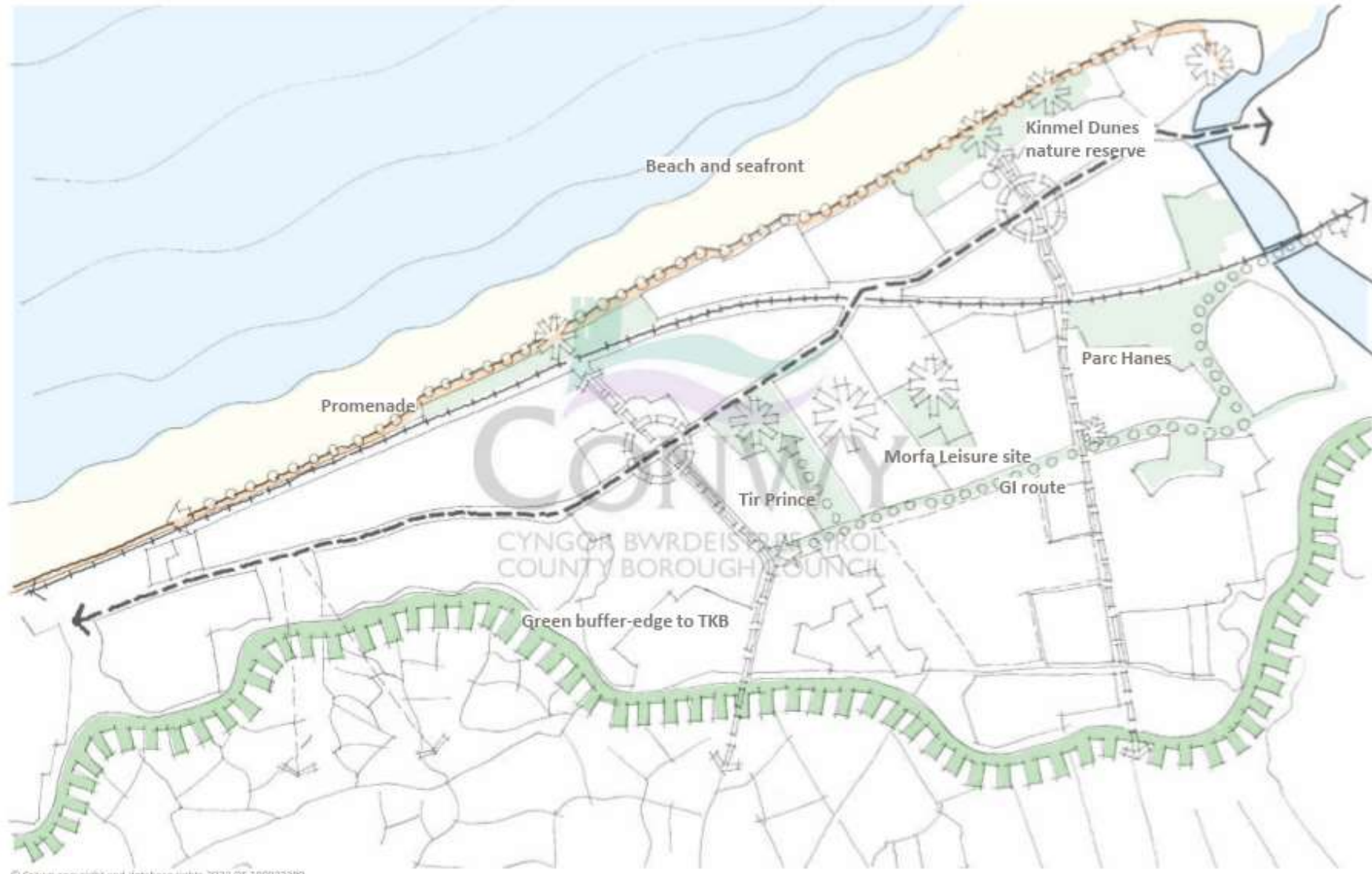
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Map 3 key assets



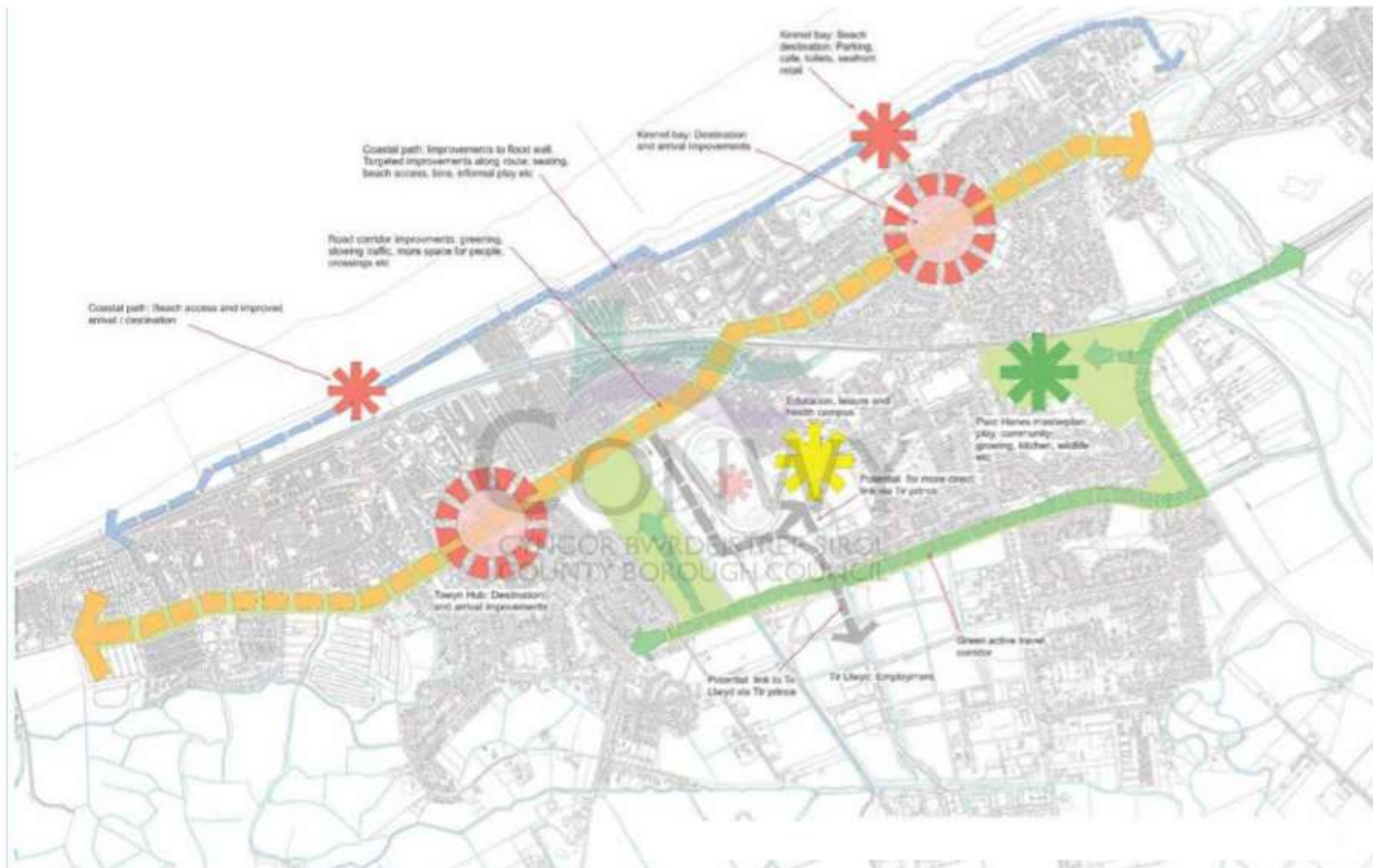
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Map 4 main pedestrian routes through the area



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Map 5 green infrastructure provision



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Map 6 key issues and opportunities

SWOT ANALYSIS

STRENGTH

- From coast to living to rural
- A flat and accessible environment
- Within reach of the A55 and access to other places and activities
- Known for its nostalgic family holidays
- A community that is proud and active
- A resilient community that has bounced back from the 1990 floods
- Voluntary led and managed assets

WEAKNESS

- The nearby A55 means people have choice and leakage of activity
- The flat nature of the environment does create challenges for orientation
- Quality of built environment has been unplanned or eroded
- The A548 creates severances and is vehicle dominated
- Difficult to move between the two communities unless you use the A548
- Environmental quality is poor within pockets of the community
- Housing stock is dated in places
- Lack of opportunity for younger people due to range of housing, facilities and employment

OPPORTUNITY

- A Garden city vision
- Some space could be brought back to community uses. Using TKBVOICE as a connector
- One of the largest outdoor markets at Tir Prince in North Wales
- Develop the leisure/experience economy- Active travel
- Some iconic buildings
- Some attractions that are unique to the area-racetrack etc
- Meanwhile use of underused space- there is lots knocking around
- Ageing population means volunteers to be brought in
- Foundational economy initiatives
- Small independent businesses which give the place identity
- Need to be innovative in meeting housing needs

THREAT

- Climate change, rising sea levels and other environmental impacts
- Visitors placing pressures on local community infrastructure
- Government policy will result in no development on greenfield sites
- Trying to create a more age balanced

6. COMMUNITY NEEDS AND FOCUS

TKBVOICE – RAISING AWARENESS AND ENGAGEMENT

In the first phase of involving the community in the development of Towyn & Kinmel Bay's Place Plan, we provided a range of face to face and digital options for everyone to have their say. We took the same approach in the second phase of community consultation and coproduction.

Throughout we combined traditional face to face community engagement techniques such as face to face events, and a #LoveTKB community campaign powered by volunteers alongside digital engagement through social media, using words, images and video to reach people, and raise awareness about the project.

We also ran two highly successful expression of interest processes to recruit members of the Community Partnership, which was over-subscribed. We developed the TKBVOICE brand, website and digital platforms and used it as a channel to keep the conversation going and as a digital hub for all information related to the project.

All in all TKBVOICE hosted 6 specific community engagement events over 4 days, in 6 different locations specifically to engage people in the place plan process. We also hosted 15 other TKBVOICE community activities, some in partnership with others between March and the end of July, to have more relaxed conversations, to foster and strengthen community connections, and encourage people to get involved.

We hosted Wellbeing Walks and Talks, mobilised volunteers for the #LoveTKB community campaign, held 3 drop-in Digital Skills Workshops during the first consultation window to support people to use the online tools for engagement, supported other volunteer action. We have attended events hosted by other local groups, and organisations, went into our two local schools to hear the views of children and young people and continue to respond to invitations to get involved in other local community and business events.

The TKBVOICE Community Partnership was formed following a highly successful recruitment campaign, and met for the first time in April. In May, we held another successful recruitment campaign to select the four government members. The Partnership meets monthly, and has been guiding the place plan process, listening to and commenting on the emerging themes, and priorities, and discussing how to turn ideas into action.

On the digital front, we have used social media to reach people, and developed an online TKBVOICE Community whom we update weekly and have communicated across a range of social media platforms to reach out and connect to a much wider group of people.

We are also proud to have developed and deployed innovative digital applications. We took our #LoveTKB postcards online, to be used as ongoing ways of engaging

people in telling their story about the place they live, work, visit and holiday in.

CONSULTATION OPPORTUNITIES

To ensure the Place Plan met its main aim, being “secure the support of the local community, so they take ownership of the outputs and agree shared responsibility for future delivery”, a number of opportunities were provided for local residents and organisation to have their say.

These were organised in two stages:

Wave 1 – understanding issues, challenges and ideas

Wave 2 – sharing our vision, focus and proposals

A summary of the two waves of consultation are provided as follows.

CONSULTATION WAVE 1

600 Comments received

We have had 600+ comments from local TKB residents who have taken an active role in sharing their experiences and ideas shaping their community

120 Face to face

We have spoken to hundreds of local people to gauge first hand the challenges and issues facing a TKB resident **conversations**

The following opportunities were made available to the local community and visitors.

Face to Face

Local Schools

The Community Connector attended the infants and primary schools to talk to pupils about where they live, what they and dislike and ideas for improving the place. Postcards were handed out and completed by the pupils, some with the support of teaching staff.

A total of 234 postcards were completed by the primary school pupils.

Community Roadshow

On the 1st and 2nd April, a roaming community roadshow was organised across Towyn and Kinmel Bay with a presence at the following venues and places:

- 1st April- 10am to 1pm – St Mary’s Church, Towyn
- 1st April – 2pm to 5pm – Outside library and resource centre, Kinmel Bay
- 2nd April – 8am to 1pm – Tir Prince Market
- 2nd April – 2pm to 5pm – Kinmel Bay Beach car park

80 people directly engaged across the four locations. 120 comments were made using a large physical map of the area and the use of simple issues and ideas flags.

Written

In addition to those postcards handed in during the 1st and 2nd April community consultation event, additional cards have been handed in to the Town Council and through other community outlets. 33 postcards were either handed in during the event or received through the Town Council and other community hubs.

Digital

From the 1st of April until the 25th of April, the local community could also comment online through the TKBVoice website. This specifically involved the use of a simple E-postcard and the use of the Create Communities Digital Mapping Tool. 12 comments were received using the E-postcard facility. 169 comments were made using the Create Communities Digital Mapping Tool.

What did people tell us?

A full report of consultation can be found on the TKB Voice website.
[www.tkbvoice.wales]

It provided us with a rich body of comments on issues, ideas and emerging focus of the Place Plan to address. The figure alongside is the total of all comments made, from the primary schools to people that attended the consultation events to digital comments. They show that people like the beach, park, the fair, their home and friends with community a central part of why they live here.

In looking at ways to improve Towyn and Kinmel Bay, people that responded tend to identify daily things that are visible to them. Litter, dog-bins, beach cleanliness, state of roads are a number of issues people identify with. The role of parks and recreation is seen as important with respondents wanting to see bigger parks and the provision of a local swimming pool. Whilst not as dominant as some topics, the need to provide quality and diverse local services is also identified which underpins the local well-being agenda.

These 'Word clouds' have been created from all of the Postcard Responses (Schools and Wider Community).



Key Themes

From sifting through all of the comments made we started to draft some themes and areas of focus which were also blended in with the views of the views of the Place Plan consultancy team. These shaped into visioning, themes, focus and proposals development. They were:

1. **A Resourced TKB** – social, health, cultural, local services and educational infrastructure that is underpinned by environmental resilience and climate change agenda
2. **A Greener TKB** – green infrastructure and practice with people at the heart of it, that includes open spaces, parks, play, streets, paths, trails and biodiversity corridors that complements the wider place agenda
3. **An Active TKB** – to develop a connected community that is mobile and active with recreation, sports and well-being accessible to all, with roads becoming more people orientated
4. **An Enterprising TKB** – to enable local economic development that supports young people, entrepreneurs and established businesses to grow and to play a role in a sustainable economy
5. **TKB – A Destination for All** – to create a balanced place to live in and visit with the need to improve the quality of the destination experience but through local solutions that meet community needs and appeal to visitors

CONSULTATION WAVE 2

On the 26th and 27th May, a second focused opportunity to get involved in the Place Plan process was organised. Compared to the April event it was about sharing a 15 year vision, some themes and focus and outlining a number of place and people centred proposals.

The two days were held at Kinmel Bay library and at St Mary's Church in Towyn with the proposals also provided digitally through the TKB Voice website. Feedback was

also given face to face at the events or through electronic post-cards and the use of the Create Streets app. Social media accounts were used to promote the 2 day event as well as signposting people to the website.

What People Told Us

The event had a smaller attendance than the April event with 55 people directly attending. These comments were added by residents using the Create Streets apps on the TKBVoice website.

Some of the themes people shared with the Place Plan consultancy team included:

- **Community Facilities:** buildings that need to be improved, as well as broadening the range of activities at assets such as Y Morfa and at the Community Resource Centre
- **Destination for all:** maximising the potential of TKB with infrastructure improvements, trialling out new events and activities and looking to community led tourism initiatives
- **Sandy Cove:** residents and the community are supportive, they just want to maintain dialogue with Conwy County Borough Council and also understand the relationship of the works to their homes and boundaries, etc
- **Young People:** affordable activities that are within reach as well as developing new events, festivals for young people
- **Access and Movement:** upgrading roads to standard and looking at other forms of access into Tir Prince
- **The Environment:** balancing change with the natural beauty of the area; problems with fly tipping and poor land management in places

7. VISION AND THEMES

OUR VISION & PLACE PLAN THEMES

From understanding TKB as a place and listening the view of its community, we have come to a Vision and a set of themes that will guide the Place Plan.

WHAT IS THE VISION FOR TKB?

Towyn and Kinmel Bay is a cohesive place that can be explored from the sea to its streets to its green space with a string of communities that is active, enterprising and healthy

WHAT ARE THE GOALS?

1. Balancing needs of residents whilst respecting heritage of tourism and visitor economy
2. A resilient place where coast meets land supported by essential infrastructure
3. A relaxed place of well-being for all that is accessible and inclusive for all
4. Community passion that is about getting things done

WHAT ARE THE THEMES?

Theme 1 - **A Resourced TKB** – social, health, cultural, local services and educational infrastructure that is underpinned by environmental resilience and climate change agenda

Theme 2 - **A Greener TKB** – green infrastructure and practice with people at the heart of it, that includes open spaces, parks, play, streets, paths, trails and biodiversity corridors that complements the wider place agenda

Theme 3 - **An Active TKB** – to develop a connected community that is mobile and active with recreation, sports and well-being accessible to all, with roads becoming more people orientated

Theme 4 - **An Enterprising TKB** – to enable local economic development that supports young people, entrepreneurs and established businesses to grow and to play a role in a sustainable economy

Theme 5 - **TKB – A Destination for All** – to create a balanced place to live in and visit with the need to improve the quality of the destination experience but through local solutions that meet community needs and appeal to visitors

GUIDING PRINCIPLES

The Well-being of TKB

The location of the community on a low-lying coastal plain does limit the scale of any

new development, especially housing. Whilst there can be some use of brownfield sites and application of innovative construction techniques this eastern edge of Conwy County Borough needs investment to support its existing community and for future generations.

The role and function of Towyn and Kinmel Bay in planning terms has been difficult to define with incremental development feeling to be outstripping community and social infrastructure. Its closeness to Rhyl and the A55 has resulted in residents having choice elsewhere resulting in a lack of cohesion, depth and quality to the range of local services that a modern day community needs. This is also significantly compounded when an additional C40,000/50,000 visitors descend during the tourist season, with some staying on holiday park sites for significant parts of the year. There is a hidden drain on local services such as health, social services, policing and civic services with the quantum of people also bringing environmental implications such as traffic growth, air quality as well as waste and sewerage infrastructure. Whilst tourism does support local employment through direct workforce and supply chains, comments from the local community do question the community benefits, with a perception that holidaymakers are contained within the various holiday park sites with no sense of wider economic benefits.

The well-being of Towyn and Kinmel Bay is also shown in deprivation statistics with Kinmel Bay 1 (Sandy Cove area) having the lowest index across the whole place of 296 with Kinmel Bay 2 having the highest index at 781 presenting less challenges. Within Kinmel Bay 1, most of the domains present high levels of deprivation, notably education (132), health (259) and community safety (307). Income (377) and employment (333) follow closely.

There is therefore a need to improve the community infrastructure so that it is fit for purpose and is accessible for all.

5-15 MINUTE NEIGHBOURHOODS

Communities like Towyn and Kinmel Bay are defined by the physical form and central hubs or places. This is where people tend to gather or meet, shop, work, play, go to school, amongst other activities. Neighbourhoods should be compact, pedestrian-friendly, and mixed-use, with many activities of daily living should be within walking distance.

When finding ways to organise a place, “walksheds” are where a distance that can be covered in five minutes at a normal walking pace—typically shown on a plan as a circle with a quarter-mile radius, which is 400 metres. By applying this in Towyn and Kinmel Bay we can overlay a number of 5 minute walksheds that radiate from a central point such as a parade of shops, a key roundabout or junction or roads, a key community service or in the middle of a town centre.

Whilst we recognise people don't walk in a straight line or “as the crow flies” it gives you a general sense of space where people can get to within 5 minutes. This neighbourhood could have a number of assets and activities that residents can access which could include the below. These 5 minute walksheds can coalesce with adjoining neighbourhoods, with a series of connecting rings collectively creating your

15 minute walkshed.

... neighbourhoods should be easily walkable fostering community cohesion ...

The essential uses and activities within a 15 minute walkshed are summarised and listed here...

5 MINUTE WALKSHED

1. Amenity space – pocket park, place to sit out, walk the dog, have a picnic
2. A community building or a social space to meet, talk, engage, learn and work
3. A local convenience store or business
4. Accessible, safe, pleasant paths and trails

15 MINUTE WALKSHED

1. Healthcare clinics and pharmacies
2. Primary schools and nurseries
3. Green spaces and parks
4. Emergency services
5. Local government outlets or hubs
6. Grocery stores and other essential retailers
7. Food and drink / Leisure facilities

The main aims of a 15 minute walkable town or place is to:

1. Reduce car use and unnecessary long- distance trips
2. Improve key service and amenity accessibility for people from all backgrounds
3. Create and grow social and park space for people across communities
4. Improve personal health and wellbeing across whole regions
5. Create more time for activities, such as connecting with friends and family
6. Give flexibility to how people live – e.g. flexible or hybrid working
7. Promote densification to make local amenities and services self-sufficient
8. Enhance connectivity based on cycle routes and walkability
9. Reduce through-traffic and the negative effects that come with it
10. Unlock a more sustainable way for us to live and move around

This place plan therefore needs to adopt some principles around:

- Developing corridors and streets for 'people areas'
- Supporting liveable neighbourhood plans
- Helping provide the facilities required for a 15-minute community
- Undertaking regeneration with a greater provision of local leisure, community and retail facilities
- For this plan to understand public and stakeholder issues and visions for their area, that promote cycling, walking and public transport use

THE PLACE PLAN ELEMENTS

The Place Plan sets out a future direction for Towyn and Kinmel Bay and lays the foundations for future prosperity and wellbeing. The priority themes respond to Towyn and Kinmel Bay's key challenges and opportunities identified from our research and endorsed by the local community and stakeholder consultation. Realisation of the Vision and Strategic Outcomes for Towyn and Kinmel Bay will be driven by local actions for change.

Each priority theme also reflects the overarching challenge of climate change, providing an integrated response to realise a long-term sustainable outcome for Towyn and Kinmel Bay.

Theme 1 – Resourced TKB

Social, health, cultural, local services and educational infrastructure that is underpinned by environmental resilience and climate change agenda

Theme 2 – A Greener TKB

Green infrastructure and practice with people at the heart of it, that includes open spaces, parks, play, streets, paths, trails and biodiversity corridors that complements the wider place agenda

Theme 3 – An Active TKB

To develop a connected community that is mobile and active with recreation, sports and well-being accessible to all, with roads becoming more people orientated

Theme 4 – Enterprising TKB

To enable local economic development that supports young people, entrepreneurs and established businesses to grow and to play a role in a sustainable economy

Theme 5 – Destination for all

To create a balanced place to live in and visit with the need to improve the quality of the destination experience but through local solutions that meet community needs and appeal to visitors

8. The Place Plan

COASTAL DEFENCE AND DEVELOPMENT

Identify suitable brownfield sites that meet immediate housing needs
Consider housing needs and location to community uses and assets
Consider innovative construction techniques

Dependencies

- Welsh Government Technical Advice Note 15; new flood map
- Flood consequence assessments
- Availability of brownfield sites that are suitable in terms of size, location, setting and meeting placemaking principles

Lead Organisation(s)

- Conwy County Borough Council
- Natural Resources Wales
- Respective land/building owners

Funding

- Welsh Government Coastal Defence Programme
- Conwy County Borough Council

Timetable

2022 – 2025	2025-2030	2030-2037
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PROJECT DESCRIPTION

Towyn and Kinmel Bay are located on the low-lying coastal plain, most of which is in the flood risk zone identified by Natural Resources Wales.

Some improvements to the coastal defences are planned to help protect existing residents from flooding, with the risk set to increase due to the effects of climate change. These improvements won't open the doors to new housing development, but the need for investment in the area is recognised in the new Local Development Plan which identifies the 'Eastern Regeneration and Investment Area'.

Here the Council will encourage redevelopment of brownfield sites with new uses and innovative designs of less-vulnerable development that is suitable for the location. Also upgrading and replacement of homes to make them more resilient to the challenges of flooding and climate change will be supported here.

Placemaking Principles

- Re-use of redundant or brown field sites
- Adopting a design code

‘THE SQUARE’ SHOPS & SERVICES

- A design code for buildings – colours, signs and facias
- Immediate public realm –including seating, activity space
- Cycle infrastructure – stands, bike mechanic station
- Linked to A548 improvements (see Active TKB)

Dependencies

- Ownership from private landlords
- Conwy County Borough Council highways
- Funding

Lead Organisation(s)

- Conwy County Borough Council
- Landlords and tenants
- TKBVoice Community Partnership

Funding

- Welsh Government Transforming Towns
- Conwy County Borough Council (capital programme, active travel)
- Private Sector

2022-2025	2025-2030	2030-2037
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PROJECT DESCRIPTION

The Square in Kinmel Bay is where shops and services tend to congregate around the A548. The proximity to Rhyl does mean that the size and range of uses is small and tends to be more service-orientated. Whilst we cannot directly attract new uses and occupiers, we can enhance the trading environment and setting.

This project therefore looks to an integrated design code for frontages that feels more coastal and presents a quality local offer.

The immediate public realm needs to work with the commercial businesses, developing develop space that isn't just parking, but social spaces and for other people based activities. Cycle infrastructure needs to be accessible and visible that support the active travel network with cycle stands, bike mechanic stations, water-points and maps/information boards.

Placemaking Principles

- Co-ordinated design code for buildings
- Functional and people friendly public realm

SANDY COVE IMPROVEMENTS

- Resurfacing of road and landscaping/improved drainage
- 1.2 metre wide clay or pre-cast concrete block footways and crossing points and reinforced grass parking areas
- Lighting columns
- Shallow swales to collect water run off
- New native hedgerows and coastal tree planting
- Amenity green space with social, play, biodiversity and productive features

Dependencies

- Detailed design development
- Statutory consents eg SAB approval
- Funding

Lead Organisation(s)

- Kinmel Bay and Towyn Community Association
- Conwy County Borough Council
- TKBVoice Community Partnership

Funding

- Welsh Government
- Conwy County Borough Council
- Other grants

Timetable

2022-2025	2025-2030	2030-2037
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PROJECT DESCRIPTION

These proposed environmental improvements include the 3.5 kilometres (over 2 miles) of roads and footpaths to upgrade. There is no existing active drainage system in terms of gullies and pipes generally across the estate, which has led to a passive system draining all hard surfaces into adjacent soft landscape areas to form a sustainable urban drainage or SUDS system.

There is a need to create a safe layout for vehicles and pedestrians as well as to retain the maximum amount of green space for residents amenity.

There are 12 separate open spaces totalling over 3 hectares (nearly 7.5 acres) each forming a focal point for a group of houses. Overall there is very little tree cover, and minimal planting, but there are some locations where residents have organised planting and seating, which they maintain so there is a desire to maximise use of the open space for informal recreation. There is great potential to increase the biodiversity of the area, as well as to improve the visual amenity through the use of coastal tolerant planting and aquatic marginal planting in rain gardens/ swales/

detention basins as part of the SUDS system. Amenity planting, retaining the best of what is already there and expanding on it will give great opportunity for community input and community- led development.

The central green spaces are a major social asset to the estate and it is important that the design for these spaces is not over-prescriptive where new social interactions may be limited. Instead they should allow for informal and unplanned meetings to happen as well as larger planned social gatherings and events. Some of the ways the design will achieve this is by i) Retaining areas of open space which have multiple uses such as informal sports games and community events ii) Having opportunities for community involvement in the installation (such as tree planting) and upkeep of the greenspaces and iii) Creating communal BBQ and seating areas

Placemaking Principles:

- Street based design
- Use of SUDs and biodiversity
- Community led design within open spaces

INTEGRATED TKB LEARNING & WELL-BEING HUB

- A mutually supported approach to the commencement and delivery of feasibility study, for both schools and the sports centre-Y Morfa.
- Modern infants and primary school provision
- To enhance and extend the sports and recreation centre
- To consider opportunities for shared benefits
- Explore access to the site and active travel network.

Dependencies

- A joint approach to delivery
- Commencement of feasibility study
- Support for Y Morfa with capacity, governance and management
- Understanding timelines, phasing and critical path

Lead Organisation(s)

- CCBC/LEA for the new schools
- Kinmel Bay & Towyn Sports & Recreation Association for the sports and recreation centre

Funding

- Welsh Government communities, facilities and activities programme
- Conwy County Borough Council
- Sports Wales
- Sustainable Communities for Learning Programme

Timetable

2022-2025	2025-2030	2030-2037
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PROJECT DESCRIPTION

These twin projects are strategic for the communities in Towyn and Kinmel Bay. The existing infants and primary school situated alongside Y Morfa is centrally located and can unlock significant benefits for young people and the wider community. The whole site is owned by Conwy County Borough Council with Y Morfa site leased to the Kinmel Bay and Towyn Sports and Recreation Association. The two schools are subject to future improvements as part of the Welsh Government's Sustainable Communities for Learning programme and are identified in the Band B programme over the next 3 to 5 years. Y Morfa sports and recreation centre is run entirely by volunteers and provides an indoor sports hall, toilets and changing rooms, outdoor MUGA and numerous football/ sports fields. Working in the community the trustees are actively exploring ways to expand the range of activities and facilities and could include

- An extension to the building to house a gym and GP Referral exercise resources.
- Refreshment area

- Outdoor artificial bowling green – all weather.

Access to construction vehicles during new build, with minimum disruption to existing activities on both sites. Traffic congestion and pedestrian safety a major priority. Assessment on the current building would need to be considered, to maximise the activities and uses and to look at any common provision across both sites in terms of access both for the periods during build and after completion

Placemaking Principles

- A campus site approach that respects the separate needs of the two lead organisations.
- Positively contributing to the health and well-being through learning, sport and recreation.

KINMEL BAY FC FOOTBALL STADIUM

- To develop a professional football ground and stadium in the area
- Having a ground with dugouts, seats, and floodlights built to a high grade specifications
- To support Senior Women's and Men's teams through to the different divisions to their respective Premier Leagues in Wales
- The Stadium and ground would also be used for children/youth teams finals, school events and other community functions

Dependencies

- Feasibility study
- Landowner and lease agreement
- Funding
- Understanding timelines, phasing and critical path

Lead Organisation(s)

- TKBVOICE Community Partnership
- Kinmel Bay and Towyn Community Association, Kinmel Bay FC
- Kinmel Bay and Towyn Sports and Recreation Association Ltd
- Towyn and Kinmel Bay Town Council
- Conwy CBC, Football Association of Wales (FAW), Sport Wales

Funding

- Local businesses
- Sports Wales
- Football Association of Wales (FAW)
- Conwy County Borough Council

Timetable

2022-2025	2025-2030	2030-2037
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PROJECT DESCRIPTION

Every vibrant community has a local football club to support and be proud of. TKB already benefits from this which is a great starting point for the ambition to develop a professional standard football stadium in the area.

Kinmel Bay FC has an impressive 20 year history. It has been one of only six football clubs in Wales to hold the highest Football Association of Wales Platinum Accreditation and was instrumental in the development of female football in North Wales starting up the North Wales Girls and Women's Leagues. The club now has 12 Girls and Boys teams, a Women's team, a Men's Senior Team plus a reserve team.

There is enormous scope to build on this impressive history of sporting activity and to develop an ambitious vision for the future. A shared vision is to develop a professional football ground and stadium in the area which can cater to existing teams and enhance current arrangements.

The proposed land is leased by Kinmel Bay and Towyn Community Association from Conwy County Borough Council. Kinmel Bay FC in partnership with Kinmel Bay & Towyn Community Association plans to undertake a feasibility study of the costs of building the football ground on the St Asaph Avenue football field, where there is a history of poor drainage.

Strong links to continue and made stronger with the Y Morfa campus for youth development. If this land is not considered viable, other locations should be considered with Conwy Borough Council acting as a strategic enabler where possible. Developing a vision for a professional football stadium and securing investment for it brings a number of important benefits, including

- It would allow Kinmel Bay FC, its teams, and players to compete at the highest level in Wales, and be an important symbol of raising aspirations and ambition in the area;
- It would mean that Kinmel Bay and Towyn Community Association were able to bring a poor-quality community asset into full use for community benefit creating volunteer opportunities and improving the leisure, recreational and sporting offer in the area;
- The employment and business opportunities that would accompany a project of such nature can develop skills, employment and business opportunities for local people and enhance the visitor and experience economy.

Placemaking Principles

- Reuse of land that is currently constrained by poor drainage
- Integration into landscape
- Active travel links
- Sustainable building design

PARC HANES

- A significant green infrastructure opportunity
- Local nature areas, biodiversity and tree planting
- Play – informal/kick about
- Picnic areas
- Community growing areas/ community farm
- Community cabin – place to meet, learn and grow, doing
- Trails and paths
- Active Travel

Dependencies

- Land transfer from Welsh Government
- Physical site surveys; flood consequence assessment
- Detailed design development
- Further stakeholder and community consultation

Lead Organisation(s)

- Conwy County Borough Council
- Towyn and Kinmel Bay Town Council
- TKB Voice Community Partnership

Funding

- Sustainable Communities for Learning Programme
- Conwy County Borough Council Sports Wales
- Welsh Government Community, Facilities and Activities Programme

Timetable

2022-2025	2025-2030	2030-2037
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PROJECT DESCRIPTION

In Spring 2020, Conwy CBC were aware of lands at Parc Hanes being offered for grazing by the Welsh Government. At the same time CCBC had commissioned a Green Infrastructure Assessment to inform the Replacement Local Development Plan.

This project followed guidance in Planning Policy Wales and NRW were involved in the project team. This will inform future policy and identify potential sites for GI, Active Travel, flood attenuation, habitat links and creation and placemaking. Due to the convenient timing CCBC, with the involvement of Kinmel Bay Town Council, included a case study “constraints and opportunities” mapping exercise for Parc Hanes as part of the GIA.

Planning Policy Services at Conwy CBC were previously aware of the land and the issues around flood risk which have stifled development (that is considered as “high risk” from flood risk) and the community benefits it brings since TAN15 was put in place.

It is unlikely any new residential development will be accepted within the flood risk area therefore Kinmel Bay needs alternative regeneration support. Developing the site for GI and making it accessible would bring a broad range of benefits summarized below:

Flood risk - reduction - Flood water storage/attenuation potential, SuDs scheme from nearby areas. This could potentially provide greater time for action in the event of a flood.

Active Travel - Enhanced community wellbeing- access to green space, new safe provision and links such as the- Clwyd bridge link and along the Ddol to St Asaph Avenue.

Inclusion - Areas of TKB and close neighbour Rhyl are classed as deprived in the WIMD including environment and health. The loss of natural environment access due to grazing land, holiday parks and areas of over development would be substantially addressed by the PH development

Better place to live, work and visit - The site represents a unique opportunity to create easily accessible and linked natural space in the centre of residential estates but could also provide better links to employment areas across Kinmel Bay and Rhyl.

Holistic betterment - It is a natural hub for active travel links, disabled access, children’s playspace, habitat and biodiversity, access to the Clwyd and Ddol embankments, a Tiny Forest, children’s play space and access to the coast.

Wellbeing - The pandemic has re-affirmed the vital importance of natural space and the area creates the vital public space to exercise, commute and engage with nature in a traffic free environment.

It will also provide play/explore space for children. Mental health benefits and awareness can be provided in line with RTPI practice guidance.

Community growing opportunities - There is a shortfall of allotments in the ward, provision of plots would provide skills, health and wellbeing gain, local organic food production, income.

Biodiversity enhancement - Increase habitat for pollinators, aquatics, trees and reduction in nitrogen and chemicals into the food chain. Grazing could still be accommodated as habitat part of the management.

Green economy - Community enterprise, cycle hire/repair/sales, tourism, allotment rental, communal food production, farmer’s market, plant sales, café, etc.

Education - The site could offer a safe outdoor learning facility for local schools and groups. Accessible greenspace is our natural health service, our children's outdoor classrooms, our community and leisure centres without a roof.

Carbon Reduction and Renewable Energy - Potential for small scale solar/PV or wind turbine with local ownership.

Sports, play and recreation - Safe and accessible play space, walking and jogging, potential for income-generating- club, events, sensory garden etc.

Placemaking Principles

- Green infrastructure
- Local biodiversity and nature
- Active travel
- Sustainable design

CONNECTING TOGETHER GREEN INFRASTRUCTURE (GI)

- Consistency of GI approach to spaces, roads, streets, gaps in neighbourhoods and paths/trails
- Link GI assets in terms of corridors and spaces
- Promote, interpret, educate through community action and information
- Develop a maintenance and management plan

Dependencies

- Subject to land transfer from Welsh Government
- Further Design Development

Lead Organisation(s)

- Conwy County Borough Council
- Towyn & Kinmel Bay Town Council
- TKB Voice Community Partnership

Funding

- Local Nature Partnership
- Welsh Government Transforming Towns GI Fund
- Local Places for Nature (LPfN) Funding from Welsh Government

Timetable

2022-2025	2025-2030	2030-2037
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PROJECT DESCRIPTION

This project is the continuation of work

- Planting for pollinators and other wildlife
- Mini- meadows / native hedgerow
- Trees and shrub planting
- Fruit trees / orchards
- Community food growing opportunities Locations include:
- Parc Hanes
- Parc Clwyd
- Parc Owain Glyndwr
- Chester Avenue Community Woodland
- Llys Emlyn Play Area (Towyn)
- St Mary's Church land r/o
- Including young peoples' play

Placemaking Principles

- Use of green infrastructure
- Protection and enhancement of local biodiversity

- Creating social spaces
- Connected to the 5 min and 15 neighbourhood walkshed

GROWING PROJECTS

- Meet need for allotment space
- Add growing space within larger projects e.g. Parc Hanes
- Integrate learning with local schools and Youth organisations
- Social prescribing activities including dementia friendly
- Other people based activities – window boxes to gardens

Dependencies

- Form a doing group
- Suitable land
- Small fund for equipment, seeds, planters

Lead Organisation(s)

- TKB Voice Community Partnership
- Landowners
- Links to Men's shed in Abergele

Funding

- Local Nature Partnership
- 'Local Places for Nature' (LPfN) funding from Welsh Government

Timetable

2022-2025	2025-2030	2030-2037
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PROJECT DESCRIPTION

To develop a community growing approach across Towyn and Kinmel Bay that supports health and well-being, community cohesion, use of underused land and developing new products and activities. When developed it could look to pooling resources and grown produce with community activities, harvesting and juicing events, farm to fork classes, local supper clubs and more.

The project could be at various scales and sizes from Parc Hanes, to productive/edible streets, neighbourhood gardens to window boxes. Links to the infant and primary schools, local library, youth groups, care homes who support inter-generational activity and help tackle physical and mental health, develop life skills and employability.

Placemaking Principles

- Use of green infrastructure
- Protection and enhancement of local biodiversity
- Productive landscapes

DELIVERING ACTIVE TRAVEL INTEGRATED NETWORK

- Linking with Denbighshire over the River Clwyd
- Implementation of remaining network of routes
- Using the Ddoll as the east to west link between Kinmel Bay and Towyn
- Integrating active travel with major projects e.g. Parc Hanes and Y Morfa/Schools site
- Cycle facilities – stands, pumps, bike mechanic stations
- Explore feasibility of a community bike/scooter or tuk tuk / rickshaw scheme

Dependencies

- Network design development
- Land ownership
- Welsh Government AT Funding

Lead Organisation(s)

- Conwy County Borough Council
- Sustrans
- Transport for Wales
- TKB Voice Community Partnership

Funding

- Welsh Government AT Funding
- Conwy County Borough Council

Timetable

2025-2025	2025-2030	2030-2037
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PROJECT DESCRIPTION

This project is led by Conwy County Borough Council as the Active Travel lead organisation. The local network opportunities have been audited and developed for future implementation, with annual bids to Welsh Government for funding.

The routes would connect neighbourhoods and improve the walking and cycling experience with wider routes, priority crossing points with the walk shed approach to the community. There are some key strategic sites that need detailed consideration in terms of routing, links to residential areas and community facilities. There is also a need to ensure active travel responds to green infrastructure, local biodiversity and engages with public transport.

As well as physical route implementation there is a need to select key meeting places for secure bike stands, bike pump and mechanic stations and on the coastal routes water points. The flat nature of the area also opens up opportunities to explore the feasibility of a community bike/ scooter scheme or a community tuk tuk /rickshaw initiative which could be centred on the A548.

Placemaking Principles

- Integrated route design
- Link into 5 and 15 walksheds and key facilities

TOWYN JUNCTION CROSSROADS

- Street based design approach
- Improved pedestrian crossing opportunities
- Improved streetscene
- Remodel brick kiosk structures
- More space to dwell
- More trees, planting, natural landscaping and use of sustainable urban drainage

Dependencies

- Highway authority buy in
- Businesses buy in
- Services locations
- Funding

Lead Organisation(s)

- Conwy County Borough Council
- TKB Voice Community Partnership

Funding

- Welsh Government Transforming Towns Green Infrastructure
- Welsh Government Active Travel Funding

Timetable

2022-2025	2025-2030	2030-2037
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PROJECT DESCRIPTION

This junction sits at the heart of Towyn. In its current form it is a highway dominated space with little sense of arrival or gateway. It is also bounded by the rears of brick built kiosk. These turn their backs on the street and obscure the views to the fronts of the businesses in this location. This project offers the opportunity to create a central place at the heart of Towyn. Demolishing the kiosks would instantly create active frontage to the street as well as creating space for businesses to spill out into. Claiming space back from the highway would offer opportunities for green infrastructure and sustainable drainage.

There is also the opportunity to re-visit the traffic management at this key destination. The current traffic light stop traffic and creates tailbacks.

Placemaking Principles

- Improved public realm
- Creation of a central place
- Creation of arrival gateway

- Green infrastructure
- Space for business

THE A548 – A COASTAL AVENUE

- Street based design approach
- Improved pedestrian crossing opportunities
- Improved streetscene
- More space to dwell
- Welcome signs
- More trees, planting, natural landscaping and use of sustainable urban drainage

Dependencies

- Highway authority buy in
- Location and type of existing services / constraints
- Funding

Lead Organisation(s)

- Conwy County Borough Council
- TKB Voice Community Partnership

Funding

- Welsh Government Transforming Towns Green Infrastructure
- Welsh Government Active Travel Funding

Timetable

2022-2025	2025-2030	2030-2037
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PROJECT DESCRIPTION

This is a very traffic dominated road. It is excessively wide with large chevroned central areas, multiple lanes leading up to lighted junctions and many lighted junctions. This project is about the repurposing of un-used highway space to create a more pleasant and safer environment for pedestrians and cyclists. There is also the opportunity to introduced significant levels of green infrastructure, potentially combined with sustainable drainage such as rain gardens. This revitalised corridor has the potential to become a significant linear 'place'.

Placemaking Principles

- Repurposing of road: creation of street and place
- Introduction of green infrastructure
- Sustainable drainage
- Active travel

TIR LLWYD EMPLOYMENT USE REALISATION

- Safeguard the available serviced employment land for new and growing local businesses
- Bring forward advanced build workspace on available plots
- Promote investment opportunities for new businesses and employment uses
- Community links
- Training and apprenticeship programme
- Local supply chain development
- Establish feasibility of road connection for Tir Prince to support traffic management

Dependencies

- Implementation of sea defence improvements
- Support of Conwy CBC for the further development of serviced employment plots
- Commencement of feasibility study for link road with Tir Prince

Lead Organisation(s)

- Conwy County Borough Council
- Tir Prince – link road feasibility

Funding

- Conwy County Borough Council
- Ambition North Wales Welsh Government
- Private Sector – contributions towards link road feasibility

Timetable

2022-2025	2025-2030	2030-2037
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PROJECT DESCRIPTION

Tir Llwyd is the primary location for future employment growth. The industrial area provides available serviced employment plots that are key to encouraging the growth and establishment of businesses that create the jobs and support opportunities for young people, new enterprises and local supply chain development.

The site is owned by Conwy County Borough Council and investment that would bring forward new property has been delayed by issues of flood risk and the viability of developing speculative industrial property. However, proposed 'hold the line' improvements to the sea defences and the need for modern small business units means the potential of Tir Llwyd should be realised during the period of this plan.

Developing premises and encouraging new enterprises at Tir Llwyd will provide an opportunity to develop wider programs of business support and local supply chain development with Conwy CBC and Business Wales. Any public investment at Tir

Llwyd should advocate the use of social clauses, local procurement policies and find ways of providing a mix of employment buildings that are agile and dynamic as businesses grow.

New investment in Tir Llwyd is also a strategic opportunity to explore the feasibility of a service link road development between Tir Llywd and Tir Prince. Not only would this potentially benefit the business activities taking place on Tir Prince but develop business and enterprise links between the two sites and support investment opportunities and growth across a combined business area. Wider benefits would be created to address traffic and movement issues including diverting service vehicles and staff traffic away from the A548 Towyn Road and enhancing the opportunity for environment and air quality improvements, enhanced active travel and public realm along Towyn Road.

Placemaking Principles

- A key enterprise and employment site approach that considers the relationship between the two primary business locations
- Developing a more connected business community and alleviating traffic issues for more people orientated enhancements

TIR PRINCE – QUALITY, YEAR ROUND DESTINATION

- Continued operator investment/plans
- Themed markets, events and activities
- Integration within community
- School of Fun Fairs – training and excellence

Dependencies

- Private sector confidence
- A joint approach to skills development and training

Lead Organisation(s)

- Tir Prince
- Colleg Llandrillo – skills development –
- Tourism Talent Network
- TKB Voice Community Partnership

Funding

- Private Sector
- Conwy CBC
- Community Renewal Fund / Shared Prosperity Fund – skills and business support
- Ambitions North Wales- Tourism Talent Network

Timetable

2022-2025	2025-2030	2030-2037
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PROJECT DESCRIPTION

Long term investment in the site and attractions are being planned to follow the recent transfer of the site's freehold to Tir Prince from Conwy CBC.

The ambition includes:

- Fairground- fully updated introducing new rides
- Markets- planned expansion
- Harness Racing- diversifying the range of activity taking place on the track.
- Environmental improvements for the gateways and parking areas

The vision also includes an all-weather Arena and Hotel fronting Towyn Road. The ambition is to create a resort centre that extends the tourism season and provides a wet-weather attraction that is currently absent from the Towyn and Kinmel Bay offer. Building all-weather facilities and comfortable serviced accommodation is a key gap to fill in the Towyn and Kinmel Bay visitor offer and should help to extend the season and benefit the wider caravan parks visitor market.

Tir Prince is also one of the largest local employers, employing several hundred full and part-time/seasonal employees. However, the business faces difficulties recruiting staff with the skills required to supporting the diverse nature of the operation. Skills requirements include mechanical and electrical engineering, carpentry, customer facing duties including ticketing and catering.

However, career opportunities in the Fairground industry are not usually widely appreciated, including the opportunity for experienced employees to progress to a supervisory management post found within a larger scale operation. Opportunities exist to work with Colleg Llandrillo to developed skilled staff through a hospitality (leisure and entertainment), maintenance advanced engineering apprenticeship/qualifications supported by on the job training.

Working with Colleg Llandrillo, the opportunity exists to promote career opportunities with Tir Prince 'School of Fun Fairs' with students of engineering, fabrication, and hospitality.

Placemaking Principles

- Supporting established business to grow and invest
- Supporting high quality, all-year round tourism development that diversifies the local economy
- Supporting young people into local employment and careers

START UP AND GROW ON PROVISION

Improvement and refurbishment of existing business sites and premises including those that have become outdated and unsuitable for modern employment activity.

Dependencies

- Private sector investment confidence
- Supportive planning framework and approvals
- Viability gap funding support

Lead Organisation(s)

- Private Sector

Funding

- Conwy Business Development Grant- to support the economic development of Conwy businesses and social enterprises

Timetable

2022-2025	2025-2030	2030-2037
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PROJECT DESCRIPTION

Flood risk and physical constraints are a restriction on growth and development across the Towyn and Kinmel Bay area. This means there's a need to maximize the economic value and betterment of built assets through the refurbishment of existing business sites and premises including those that have become outdated and unsuitable for modern employment activity. Improvements are likely to include the subdivision of premises to create smaller workspace for new enterprises/SME's, modernisation to upgrade energy efficiency standards and measures, physical adaptation to align with modern sectors e.g., automation, storage and distribution.

The project applies to established industrial and business areas including Tir Llwyd and Cader Avenue, as well as smaller individual business premises located elsewhere including property along Towyn Road

Placemaking Principles

- Sustainable betterment of existing built sites and premises
- Supporting new and established business to grow

COASTAL ENTERPRISE SUPPORT AND DEVELOPMENT

- Develop Business Clusters
 - Lifestyle
 - Upcycle beach waste
 - Bike/walk
 - Well-being
 - Food and drink
 - Community growing
- Mix of sole traders and social enterprises Business to business networking
- Short supply chain procurement policy and Practice

Dependencies

- Developing a business network
- Alignment to capital type project such as new beach hub at Kinmel Bay and at The Square
- Building on TKB digital platform

Lead Organisation(s)

- Private sector
- Conwy CBC
- TKB Voice Community Partnership

Funding

- Conwy Business Development Grant- to support the economic development of Conwy businesses and social enterprises

Timetable

2022-2025	2025-2030	2030-2037
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PROJECT DESCRIPTION

Explore opportunities for identifying and promoting new social and private enterprise aligned with localised environmental, social and economic openings. For example, the potential exists to align local assets and activities with new business ideas such as upcycling beach waste, servicing coastal walking and cycling activity, community energy or community growing from locally improved open spaces.

Establishing a stronger business network within Towyn and Kinmel Bay to support B2B and localised supply chain practices.

Promoting business support and advice that would help raise awareness, grow local enterprise and create new business opportunities and markets.

Placemaking Principles

- Supporting entrepreneurship and growth of local businesses
- Sustainable economic growth

CO-WORKING SPACE FEASIBILITY

- Establish local demand and potential supply
- Identify existing asset use
- Options to consider include co-locating space within surplus employment space, within local businesses and community venues
- Cluster approach with other established venues

Dependencies

- Demand for a sustainable co-working space
- Suitable premises and host business/local organisation

Lead Organisation(s)

- Towyn & Kinmel Bay Town Council – feasibility study
- TKB Voice Community Partnership

Funding

- Towyn & Kinmel Bay Town Council
- Conwy CBC

Timetable

<u>2022-2025</u>	<u>2025-2030</u>	2030-2037
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PROJECT DESCRIPTION

Responding to signs of increased remote working by residents and visitors to the Towyn and Kinmel Bay area, the intention is to carry out a feasibility study to establish the demand and potential location for a new co-working space. Options to consider include co-locating space within surplus employment space, within local businesses or within local community venues.

Placemaking Principles

- Sustainable betterment of existing premises
- Supporting new and established business to grow
- Improving the quality of the destination for visitors

KINMEL BAY BEACH – DESTINATION FOCUS

- Improved amenity value
- An improved arrival and setting
- Car park has same spaces in a better layout Improved access to the beach and along the promenade
- Managing walk/cycle provision
- A dwell area
- Mini hub- food and drink, seaside retail, toilet shower facilities
- Signage, litter and cleaning Event space- day and evening

Dependencies

- Leaseholder interests need to be recognised
- Conwy County Council is freeholder
- Coastal defence strategy and plan

Lead Organisation(s)

- Conwy County Borough Council
- Welsh Government and Natural Resources Wales
- TKB Voice Community Partnership

Funding

- Welsh Government Flood and Coastal Erosion Funding
- Conwy County Borough Council
- Welsh Government Coastal Communities Fund
- Gwnt Y Mor/Rhyl Flats

Timetable

2022-2025	2025-2030	2030-2037
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PROJECT DESCRIPTION

The Kinmel Bay Beach car park area falls short of a place for local people and visitors. It does not make the best of its setting and location on the coast, daytime and evening. This project aims to improve amenity value by improving access to the beach, where feasible widening the promenade to improve the walking and cycling experience and creating a visually pleasing mini hub building that sets the right tone for this destination.

The mini hub building would bring together the current retail uses and amenities into one building so that the site is less cluttered and simpler in form. A two storey building would give it some presence, views out to sea and improved viability for evening time use such as small bistro/bar. The area around the building would provide a better space for dwell, BBQs, sitting out as well as a place to park bikes. A new toilet block would be included.

The car park would be laid out in a more efficient way, with better pedestrian access across the site.

Placemaking Principles

- An accessible space for all
- A building that meets the coast in design terms - Low carbon building design
- Green infrastructure and use of SuDS

WELCOME TO TKB SIGNAGE (ARTFORM)

- To announce Towyn and Kinmel Bay better and re-enforce its identity at key places on A548 – Blue Bridge, Towyn gateway, The Square
- Explore if LoveTKB is the brand to use in signage
- Link this signage into A548 improvements and Coastal Avenue approach

Dependencies

- Early highways discussion and ownership of idea and process
- Consents

Lead Organisation(s)

- TKBVoice Community Partnership
- Conwy County Borough Council (highways authority)

Funding

- Arts Council for Wales; Create: Funding the development and creation of high-quality arts experiences;
- National Lottery Fund
- Other arts led organisations
- Gwnt Y Mor/Rhyl Flats

Timetable

2022-2025	2025-2030	2030-2037
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PROJECT DESCRIPTION

Whilst there are gateway signs coming into the two communities from the east and west, they are fairly standard and do not project the sense of place and coastal identity.

There is an opportunity to explore signage that is an artform or visual marker to visitors. This could be a partnership project between Conwy County Borough Council highways and the community partnership so that the artform is compliant in highways terms yet helps promote the area. This would be an artist led commission, which would look at a series of signage artforms that “talk” between themselves and build the local identity.

Placemaking Principles

- Needs to be integrated with A548 thinking and proposals
- Need to be low carbon and sustainable

TOWYN & KINMEL BAY EVENTS

- Utilising assets for events
- Community events, festivals and activities
- Developing community skills and resources

Dependencies

- None of significance
- Need to partner with other Conwy coastal places when developing events on a larger scale

Lead Organisation(s)

- TKB Voice Community Partnership
- Conwy County Borough Council events team
- Visit Wales

Funding

- Welsh Government Tourism Amenity Investment Support (TAIS)
- Gwnt Y Mor/Rhyl Flats

Timetable

2022-2025	2025-2030	2030-2037
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PROJECT DESCRIPTION

Towyn and Kinmel Bay has a stunning location on the north Wales coast which needs to be maximised for larger events, as well as community, grass roots activities.

In the past Tir Prince has been home to GB Wales Rally and could draw in larger events if their investment plans create the right infrastructure. The coastal location can also link into wider Conwy and neighbouring Denbighshire with events such as:

- Half marathon – Llandudno to Kinmel Bay
- Triathlon, open water swimming, kite surfing competitions
- Classic car runs

At a community level, there are also opportunities for Park Runs, wellness events on the beach (yoga, tai chi, etc), evening music.

The Kinmel Bay beach hub could also become a home for music, arts, outdoor theatre and film and other activities.

Placemaking Principles

- Use the physical landscape and character to develop and promote events and activities.

TIR PRINCE – QUALITY, YEAR ROUND DESTINATION

- Continued operator investment/plans for destination
- Build on markets draw, with theme markets, events and activities
- Integration within community in terms of cross- marketing, local supply chains and other linkages

Dependencies

- Site operator
- Future statutory consents
- Linking into other Place Plan proposals and initiatives

Lead Organisation(s)

- Tir Prince Ltd

Funding

- Tir Prince Ltd
- Visit Wales

Timetable

2022-2025	2025-2030	2030-2037
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PROJECT DESCRIPTION

Tir Prince is a major draw regionally as well as locally with it known to holidaymakers and day- trippers for many years. The operator recognises its importance within the local economy with recent plans underway that has seen the fairground refurbished as well as an improved access off the A548. Future plans propose to widen the accommodation offer on the site and improve visitor attractions and infrastructure.

The position of Tir Prince is very strategic and could unlock further local employment, accessibility improvements and link into community led tourism initiatives so that Towyn and Kinmel Bay has a balanced offer and range of facilities, all year round.

Placemaking Principles

- Recognise the site context and its relationships
- Importance of landscaping and treatment of edges
- Wider access and movement

HERITAGE, HISTORY & CULTURAL TRAILS

- Develop an integrated series of trails that tell the TKB story for local residents and visitors
- Mixture of wayfinding, interpretation tiles, use of QR codes link to audio based experiences
- Layers over active travel network and other rights of way
- Link into meeting places close to local shops, café and businesses
- Part of wellness agenda for inter-generational activity

Dependencies

- Research and development of the trails and information
- Locations in terms of ownership

Lead Organisation(s)

- TKBVoice Community Partnership
- Conwy County Borough Council

Funding

- Welsh Government Tourism Amenity Investment Support (TAIS)
- Gwnt Y Mor/Rhyl Flats

Timetable

2022-2025	2025-2030	2030-2037
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PROJECT DESCRIPTION

To develop an integrated series of trails that connect neighbourhoods, places of interest, meeting points and encourage people to explore, learn and socialise. This is good community tourism proposal with local people providing the local history, facts and figures and testing out potential routes. It would require some co-ordination with Conwy County Borough Council highways so that it works with other networks and trails as well as support for design development of wayfinding system, interpretation and other signage.

Apart from local knowledge on the heritage, history and culture of the area, the community based project could also include local people creating audio books, illustrations and other creative input.

Placemaking Principles

- A simple wayfinding and interpretation system
- Responds to location in terms of installation

COMMUNITY LED TOURISM INITIATIVES

- Community partnership to develop ambassadors and initiatives

Dependencies

- TKBVoice Community Partnership capacity and resources
- Working with tourism partners within Conwy and potentially nationally

Lead Organisation(s)

- TKBVoice Community Partnership

Funding

- Welsh Government Tourism Amenity Investment Support (TAIS)
- Cwmpas
- Gwnt Y Mor/Rhyl Flats

Timetable

2022-2025	2025-2030	2030-2037
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PROJECT DESCRIPTION

Through the Place Plan process an opportunity has come from Cwmpas (Wales Co-operative Centre) and the Scottish Social Enterprise Academy to develop an approach to community tourism, that aims to develop a community of practice that is better equipped to shape the future of your place. The series of five workshop sessions will help TKBVoice Community Partnership with sharing its dreams for the future of your community and the role of tourism in it, being:

- Turn your visions into actions
- Connect with other rural communities across Scotland and Wales
- Develop key leadership skills to effect change and bring people with you
- Enhance your community networks, toolkits and resources

Some of these ideas can be channelled through the Place Plan process and help add value to other proposals.

Placemaking Principles

- Sustainable tourism
- Place and destination management

PEOPLE CENTRED ACTIVITIES

The following activities complement the physical and land use based proposals outlined beforehand. They are about people, whether they be local residents, community groups, local businesses and people that have the interests of Towyn and Kinmel Bay close to them.

The following activities follow the themes of the Place Plan.

A Resourced TKB

Buy local, shop local, invest local, work local grow local, socialise local campaign

The development of a buy local approach to activities across Towyn and Kinmel Bay that points residents to local shops, food and drink and services. The project could lead to a campaign and activities that is about:

- Digital campaign – build on TKB Voice platform perhaps with a microsite for promotion and marketing
- Loyalty scheme – simple stamping cards or more intelligent electronic loyalty card are good for promotions, incentives and help businesses understand buyer behaviour
- Taster/events – this could be for an established business or for a start up to showcase, test or bring people together through a social, a community supper. These can delivered through a pop-up approach.
- Business to Business networks – these help with sharing ideas, exploring shared opportunities, cross-marketing and more
- Pop up/meanwhile events – these can be indoor and outdoor providing a risk free and more cost-effective way of trialling new business ideas sometimes in a fun and creative way. These could be held on the beach front, at Tir Prince market or in an empty business unit.

Voluntary organisation support and development by developing a hub and spoke approach through the community partnership

The evolving Community Partnership can provide a central focus for voluntary groups and organisations to talk, share challenges and look to shared solutions that may support smarter ways of working, reducing costs and linking together facilities and spaces.

Continue with local news through TKBVoice that is digital and in print that connects people and groups

Continuity and sustainability of communication of TKBVoice activities is key to building on the early steps of the building relationships and making things happen. Low cost yet impactful ways of having conversations and demonstrating that tangible things are happening is vital if the community is to take action.

A Greener TKB

The Place Plan has shown a number of green infrastructure projects on a large scale for spaces like Parc Hanes to a window box at someone's home. People focussed activities include:

- Keep TKB Tidy – support existing Keep Tidy groups with capacity and equipment
- Explore social prescribing activities through Green Infrastructure with the primary health care centre, local care homes, support groups
- Involve residents with the design of green areas, specifically age friendly spaces that considers dementia awareness in the planning and design of physical projects
- Develop educational and community action through “farm to fork” type activity, by adopting campaigns like Incredible Edibles (link up with group in Abergele) and work with local primary schools, residents associations
- Explore social enterprise models with products and services that could include honey, vegetables, weaving, bike/car mechanics, householder repairs, amongst other areas

Pilot some green based activities:

- Community supper clubs – proof of demand and concept for permanent uses and local businesses
- Tester space for food and drink

An Active TKB

Physical investment in routes and infrastructure is not enough to get people to walk and cycle more. The community can make things happen through:

- Well-being walking clubs that creates circuits and loops across Towyn and Kinmel Bay dropping into local cafes as part of the social benefits and supporting local business
- Cycle clubs or Sustrans providing the local community with some simple training in bike safety and basic mechanics
- Develop well-being led events that use the coast or rural area– e.g. open water swimming
- Work with the primary healthcare centre on GP referral active clubs with links to Y Morfa leisure
- Explore and develop a Tuk Tuk or Rickshaw (see Monmouth) inter-generational project that gets people out, removing social isolation and supports volunteering and access to basic services;
- Food delivery to elderly e.g. Hubbub and Food Connect Scheme

An Enterprising TKB

Towyn and Kinmel Bay lacks a business network due to the spread out nature of Towyn and Kinmel Bay and it not having a physical focus like a typical market town for examples. With time there is a need to bring business people together to see if

there is value in having a network. Other ideas centred on local business growth include:

- Link into the suggested buy local, shop local, invest local, work local, grow local, socialise local campaign and networks
- Develop a local supplier framework promotion and events
- Provide start up and grow on advice – with links to Tir Prince markets, empty space, beach hub tester space
- Develop youth markets at Tir Prince site
- Further education/higher education links to training that include i) Food & Drink ii) Event Management and iii) Visitor Economy

TKB – A Destination for All

As the welcome mat into Conwy County Borough, Towyn and Kinmel Bay needs to build its brand and positioning with supporting material, with the support of Visit Conwy. It also needs to explore i) Community tourism ambassadors ii) Coaching, mentoring and learning and iii) Activity and project development. Other ideas include.

- Coastal passport that involves walk and cycle and train, from Llandudno to TKB
- Transport for Wales as a key partner
- Brompton bike scheme trial
- Event development – from coast to rural – volunteer training and support
- Holiday park partnering – TKB welcome pack, calendar of events and activities – piloting ideas such as bike/scooter hire

9. ACTION PLAN AND PROGRAMME

THE ACTION PLAN

THEME	PROJECT	PROGRAMME		
		2022-2025	2025-2030	2030-2037
	Coastal Defence and Development	█	█	
	The Square – Shops and Services			█
	Sandy Cove Improvements	█	█	
	An Integrated TKB Learning and Well-being Hub	█	█	
	Kinmel Bay FC Football Stadium	█	█	
	Parc Hanes Project	█		
	Connecting and Stringing Together Green Infrastructure	█	█	█
	Growing Projects	█	█	
	Delivering the Active Travel Integrated Network	█	█	
	Towyn Crossroads	█	█	
	The A548 – from a Road to a Coastal Avenue	█	█	
	Tir Llywd Employment Use Realisation	█	█	
	Tir Prince – Quality, Year-round Destination			█
	Start-up and Grow On Space	█	█	
	Coastal Enterprise and Development	█	█	
	Co-working Space Feasibility	█		
	Kinmel Bay Beach – Destination Focus	█	█	█
	Welcome to Towyn and Kinmel Bay – Signage – Artform	█	█	
	TKB Events	█	█	
	Tir Prince – Quality, Year-round Destination	█	█	
	Heritage, History and Cultural Trails	█	█	
	Community Led Tourism Initiative	█		

ALIGNMENT TO LOCAL DEVELOPMENT PLAN AND REGIONAL AMBITIONS

Notes:

SO1. To accommodate sustainable levels of population growth.

SO2. To promote the comprehensive regeneration of Colwyn Bay, Abergele, Towyn and Kinmel Bay to broaden economic activity, address social exclusion and reduce deprivation through the Strategic Regeneration Area Initiative.

SO3. To provide land and develop a diverse supply of housing to contribute to needs, including affordable housing for local need, and to meet the need for gypsies and travellers, at a scale that is consistent with the ability of different areas and communities to grow.

SO4. Identify and safeguard land to meet the community's needs for more jobs and greater economic prosperity and reduced out-commuting levels focussing, in particular, on higher value employment opportunities and skills development within and around the strategic hubs of Conwy, Llandudno, Llandudno Junction and Colwyn Bay and in the accessible and sustainable location of Abergele.

SO5. Encourage the strengthening and diversification of the rural economy where this is compatible with local economy, community and environmental interests.

SO6. Develop vibrant town centre destinations for shopping, business and commerce, culture, entertainment and leisure through the protection and enhancement of the vitality, viability and attractiveness of Llandudno as the strategic sub regional retail centre, and regeneration of Colwyn Bay town centre and other key shopping centres.

SO7. Concentrate development along existing and proposed infrastructure networks and, in particular, at locations that are convenient for pedestrians, cyclists and public transport.

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.

SO9. To encourage efficient patterns of movement and to recognise the strategic role that the A55 and rail corridors will play in meeting the development needs of the Plan Area, and to give particular attention to development locations that are convenient for pedestrians, walking and cycling in Conwy to aid the reduction of transport CO2 emissions.

SO10 Ensure that good, sustainable, inclusive design is delivered which includes the opportunity to design out crime, to develop strong, safe and locally distinctive communities and encourage the younger population to remain and return to the area.

SO11. Reduce energy consumption through the careful siting and design of buildings and the promotion of renewable energy developments where they have prospects of being economically attractive and environmentally and socially acceptable.

SO12. Safeguard and enhance the character and appearance of the undeveloped coast and countryside, sites of landscape/conservation importance, features of archaeological, historic or architectural interest and ensure the conservation of biodiversity and protected species.

SO13. To protect and improve accessibility to essential services and facilities, including open space, allotments, health, education and leisure.

SO14. To promote the prudent use of resources through the minimisation of waste and assist in providing an integrated network of waste management facilities consistent with the needs of the area and the waste hierarchy.

SO15. Contribute to regional and local mineral needs in a sustainable manner.

SO16. Ensure that development supports and sustains the long-term wellbeing of the Welsh language and the character and linguistic balance of communities within the Plan Area

WELL BEING OF FUTURE GENERATIONS

The Well-being of Future Generations Act is the fundamental legislation that requires us to carry out sustainable development.

This should ensure that present needs are met without compromising future generations in meeting their own needs. When carrying out sustainable development, you have to publish wellbeing objectives which are designed to maximise the contribution to achieving each of the seven national wellbeing goals and take all reasonable steps to meet the objectives. The seven wellbeing goals are shown in the diagram below while our own well-being goals are incorporated within this plan.

In planning for services and taking action to meet our well-being objectives in Towyn & Kinmel Bay, you must consider but also demonstrate the following sustainable governance principles in our decision-making have been applied:

- Balancing short term needs with long term needs.
- Using an integrated approach, balancing social, economic and environmental needs.
- Involving others and considering their views.
- Working in collaboration with others.
- Putting resources into preventing problems

Integration

The need to bring together Towyn & Kinmel Bay in a physical sense is key to its role as a place to live, learn, work as well as visit. This is about integration of sites and buildings through streets that are accessible and appealing. It is also about developing a coherent identity for the towns that is attractive to users, businesses and future investors.

Long Term

This Vision and Strategy document is about positioning the community with a number of larger proposals that will require several proposals requiring significant development and negotiations before any implementation can start. The document also identifies some quick win type projects that can build confidence before the larger investments take place.

Well Being

Places such as TKB are about a diversity and equality of opportunity. The community needs to be able to access basic services, advice, healthcare as well as providing space to socialise and interact. A number of proposals are about healthy living, community services and being able to access green space.

Collaboration

This Vision and Strategy needs to be delivered through collaboration and partnership working that is multi sector and working at both a strategic and local level.

Involvement

This document aims to enable change that will require active collaboration and partnership.

10. MAKING IT HAPPEN

WAYS OF WORKING

Development and Delivery

The TKBVOICE Community Partnership is a community based partnership whose aim is to guide and support the development of the Towyn and Kinmel Bay Community Plan translating ideas and solutions and actions that produce tangible community benefit for Towyn and Kinmel Bay.

The partnership is committed to the 7 goals and the 5 ways of working as outlined in the Wellbeing of Future Generations Act and to supporting the principles and practice of co-production, the Equality Act and socio-economic duty and the Welsh Language Act.

The TKBVOICE Community Partnership is a voluntary, non-statutory body powered by TKB volunteers. Its core purpose is to improve the physical and social aspects of Towyn and Kinmel Bay as a vibrant and sustainable place in North Wales. The Partnership's role is to identify, agree and addressing community priorities through the adoption of a local Community Place Plan powered by a process of engagement and consultation with local people and visitors to the area.

TKBVOICE Community Partnership is designed to become the anchor leadership group:

- supporting and enabling community led action in Towyn and Kinmel Bay
- sharing ideas and solutions
- promoting and modelling collaborative action
- and
- making the place better now and for future generations

The Community Partnership is in its early days of development, still building relationships and trust, and discovering its own way of working.

The Place Plan will be one element of the Partnership's focus but provides a strategic direction for the next 15 years. The projects identify suggested project partners, dependencies and a timeline for development and delivery. The Community Partnership will therefore need to consider their starting position, skillset, capacity, resources and importantly community priorities. The Place Plan also outlines some people centred activities that are about trialling and piloting ideas. These will help build teamworking, be low cost and demonstrate some visible action on the ground.

VISUALISING SUCCESS

The need to understand what success looks like is important when you are enabling and delivering change within a place like Towyn and Kinmel Bay. It helps to understand the outcomes that you are reaching and the process you need to follow

to meet these. Visualising success is also good for motivation and rally around a common purpose, building trust and relationships. It also importantly demonstrates to those organisations that are funding projects, that you are attaining your outputs and outcomes and shows a return on investment. The diagram shows examples of outputs and outcomes by theme.

Following this, is a table of “place metrics” which shows a suite of indicators that could be used to monitor progress, by neighbourhood and by theme. Along with the outputs and outcomes, these would form part of an evaluation framework that a place partnership would use to monitor progress.

PLACE METRICS

	RESOURCED TKB	A GREENER TKB	AN ACTIVE TKB	ENTERPRISING TKB	DESTINATION FOR ALL
STRATEGIC	<ul style="list-style-type: none"> No people economically active No of people employed No of organisations receiving non-financial support No of people with improved social inclusion 	<ul style="list-style-type: none"> Total surface area of green/blue infrastructure added or improved as a result of support 	<ul style="list-style-type: none"> Linear metres of active travel routes created or improved No of users 	<ul style="list-style-type: none"> No people economically active No of people employed No of businesses receiving non-financial support 	<ul style="list-style-type: none"> No of visitors Visitor dwell time Visitor spend Visitor satisfaction Change in visitor perception
LOCAL	<ul style="list-style-type: none"> Sqm of land/roads improved Sqm of new community facilities improved Sqm of learning space improved No of community building users No of community groups supported No of new community groups formed 	<ul style="list-style-type: none"> No of people No of people accessing open space and engaging with green infrastructure engaged in gardening and community growing No of people on social prescribing pathways 	<ul style="list-style-type: none"> No of walking/cycling movements No of passengers (bus) Air quality count No of walkers on Wales Coastal Path No of cyclists on National Cycle Route Vehicle volume on A548 	<ul style="list-style-type: none"> No of vacant properties (commercial) Diversity of uses Average stay (dwell) Pedestrian footfall Local supply chains supported No of new business openings % growth in existing businesses 	<ul style="list-style-type: none"> Retention of spend in local economy No of events No of new visitor products No of people engaged in training Digital following and engagement

	RESOURCED TKB	A GREENER TKB	AN ACTIVE TKB	ENTERPRISING TKB	DESTINATION FOR ALL
	<ul style="list-style-type: none"> • No of community groups supported • No of people engaged in training • No of people engaged in volunteering 	<ul style="list-style-type: none"> • No of people engaged in play • No of people engaged in training • No of green enterprises created 	<ul style="list-style-type: none"> • No of people engaged in sport, recreation and other activity 		

MONITORING AND EVALUATION

The following table outlines the five themes and provides some examples of future outputs and outcomes as actions are developed and delivered.

Theme	Outputs	Outputs	Outputs	Outcomes	Outcomes
A RESOURCED TKB	Community assets enhanced	Neighbourhood spaces are improved	New people based activity developed	TKB is inclusive to all and supports local community well- being, networks and people based pathways	Inter-generational activity creates strong community cohesion and care for one another
A GREENER TKB	Area of green infrastructure improved or created	No of community growing schemes	No of play provisions improved or created	Space, streets and land support climate change agenda and improve quality of life in communities	Green economy is a key strand of TKB in terms of local enterprise and visitor activity
AN ACTIVE TKB	No of pedestrian spaces improved	Metres of active travel improved /created	Transport stages improved	A place where residents choose to journey by walking, cycling and use of public transport for local trips	Traffic volume has reduced, improved air quality and positive economic and environmental benefits
AN ENTERPRISING TKB	No of new enterprises created	No of strong business clusters with a local identity	Number of new jobs created	A place that grows enterprise from within using local assets, knowledge and partnerships	A balanced employment offer supports needs of local people, raises income levels and brings people out of poverty

Theme	Outputs	Outputs	Outputs	Outcomes	Outcomes
AN ENTERPRISING TKB	Improvements in visitor infrastructure	Community led tourism initiatives	No of locally grown visitor enterprises created	TKB is known as the “welcome mat” into Conwy County Borough	TKB is a destination that appeals to a broader visitor market which leads to direct local economic benefits

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