



Bay of Colwyn Place Plan

Our Place,
Our Plan!

January
2024



BAY OF COLWYN
CYNGOR TREF - TOWN COUNCIL

Forewords

It gives me great pleasure to introduce our Place Plan for the Bay of Colwyn.

This plan is the culmination of several years' work, which began with recognising the need to create a plan with, and for, the people of the Bay of Colwyn. This follows on from Conwy County Borough Council's Colwyn Bay Masterplan 2010, which has shaped some of the major physical regeneration projects we have seen in our town over the past 10 years and will help us to build on these for the future.

This Place Plan is the first plan created by the people of Colwyn Bay. It has been funded by the Bay of Colwyn Town Council, on behalf of our local residents, and created with the support of our planning consultants, Planning Aid Wales. The process of developing the plan has been led by a committed group of local people, including elected members of the Council and representatives from our voluntary sector and local business community, ably supported by our Staff team and Officers from Conwy CBC. We are all indebted to the Steering Group for their time, energy and commitment to the process.

I now look forward to seeing the Plan develop into a living and breathing document to guide the work of the Town Council and our partner organisations and begin to turn the vision for our town into a reality.

Councillor Hannah Fleet

Mayor of Bay of Colwyn 2023-24



BAY OF COLWYN
CYNGOR TREF - TOWN COUNCIL

As Chairman of the Bay of Colwyn Community Plan Steering Group, I am proud to present to you our Place Plan for the Bay of Colwyn.

There have been numerous development plans drawn up over the years, creating land-use plans and policies for our town. These have previously been strategic, drawn up by professionals in their fields, and often followed strict planning processes. However, this plan is different, in that it is the first plan that has been co-written by people who live in, work in, or visit the town, to collectively articulate and shape the future of our town together. This has included engaging with a large number of young people at sessions delivered in our local schools. We hope that many of these young people will choose to stay here, as our future residents and employees, and that they will be proud to call Colwyn Bay home.

The policies and actions included in the Plan all stem from ideas and comments submitted by you, our residents, business owners and visitors. They are backed up by evidence and guide us all to learn from the past, as we look to the future. An evidence-backed plan will help us to work together, not only to draw further investment into the town, but to take actions ourselves to improve our own economic, physical and mental well-being.

During my time as Chair of the Bay of Colwyn Community Place Plan, I have also been Chair of the Colwyn Bay Heritage Group, which has researched and documented the Heritage of the Bay of Colwyn. Our research and publications have highlighted how the town has changed over its short recent history, from being a rural community in the mid 1800's, to a vibrant holiday resort enjoyed by the Victorians and Edwardians, to a home for the Ministry of Food during the second world war and then its eventual decline as a holiday resort from the 1980's. Throughout this time, the Bay of Colwyn has adapted to change positively and regenerated for the benefit of the community. I am confident that this Place Plan will encourage the next generation to embrace any changes, whilst retaining the rich heritage of the town and its iconic buildings.

David Masding

Chairman of the Bay of Colwyn Community Plan Steering Group



Bay of Colwyn Place Plan, January 2024

On behalf of the Officers of the Town Council, I am delighted to welcome you to our first Place Plan for the Bay of Colwyn, a place we are all proud to live and/or work in.

Colwyn Bay Masterplan successfully attracted investment for the delivery of some major regeneration projects across the town, including the ongoing waterfront improvement project and the development of Parc Eirias as a major sports, leisure and entertainment hub. As these major developments approached completion, it seemed the ideal time to explore a Place Plan with the wider local community.

Though Place Plans are linked to Local Development Plans and their content should therefore focus mainly on land-use related topics, we were also aware that developing the Plan would be an ideal opportunity to identify and address some broader well-being related issues impacting our community. The Conwy and Denbighshire Public Service Board recognises the important role of local communities in helping to address well-being priorities, as identified in its Local Wellbeing Plan (2018-23).

The Bay of Colwyn Community Plan Steering Group was formed in 2019 to explore the creation of a Place Plan. Though its early progress was stifled by the Covid pandemic, work started in late 2021 and 2022 saw the completion of a thorough community engagement process, which has resulted in the Plan we are proud to present to you today. This has been a very thorough, but also enjoyable process and one of which I am immensely proud to have been part of. One positive outcome of the process has been a recognition of the quantity and quality of community assets we are fortunate to have and that we need to protect and enhance for future generations.

I would like to add my personal thanks to all who have contributed to and supported us in the process of developing our Place Plan, from the active members of the Steering Group and the Town Council, Officers of Conwy CBC and Planning Aid Wales, to you, our residents, who sent in your comments to our online portal, stopped to talk to us at events, sent in your pictures and photographs, or attended one of our local engagement drop-in sessions. We couldn't have produced this Plan without your involvement, and I hope you will continue to work with us as we start on the journey of turning our ideas and aspirations into reality.

Tina Earley, Town Clerk
Bay of Colwyn Town Council



BAY OF COLWYN
CYNGOR TREF - TOWN COUNCIL

Contents

1. About the Bay of Colwyn Place Plan	8
Introduction.....	8
How does the plan fit with other plans?	11
Stakeholder & Community Engagement.....	15
Community Engagement Feedback.....	19
2. We Love Colwyn – A Place Analysis	21
Our Location	21
Our History	22
Our People	23
What we love about the Bay of Colwyn	25
3. Our Vision for the Bay of Colwyn	26
4. Our Themes	27
Theme 1 - Housing and future development.....	30
Theme 2 – Culture, Heritage & Tourism	42
Theme 3 - Facilities, Assets, Health and Wellbeing.....	54
Theme 4 – Getting around – A Connected Colwyn.....	66
Theme 5 – Promoting a Green Colwyn.....	78
Theme 6 – Business, Retail and Skills.....	93
5. Delivering the Place Plan	109
6. Replacement Local Development Plan 2018 - 2033 ..	111
7. Section 106 – Project Ideas	112
References and Appendices	114

Thanks and Acknowledgments

The Colwyn Place Plan Steering Group would like to thank all members of the community, local businesses, local schools, key stakeholders for supporting and engaging in this Place Plan project.

Special thanks go to the following who took a key role in the process including representatives from:

- Bay of Colwyn Town Councillors and Officers (moved up list)
- A range of departments at Conwy CBC in particular the Planning Policy Team and Regeneration Team
- The people of Rhos-on-Sea, Colwyn Bay, Old Colwyn, Upper Colwyn Bay and Bryn-Y-Maen
- Stakeholder organisations (please see list in the community engagement section)
- Clerk of the Bay of Colwyn Town Council

The Plan was produced with the support of the Bay of Colwyn Town Council, Planning Aid Wales and Conwy CBC.



Pictured: Colwyn Place Plan Steering Group

Image Credits

Several images included within the Plan were submitted by residents of the Bay of Colwyn area and the Place Plan Team wishes to extend their heartfelt thanks to all individuals who submitted. Submitted images have been credited wherever possible.

Cover Image: Patrick O'Neil

Ethics & data protection

The privacy of participants in this research has been safeguarded throughout the production of this plan and General Data Protection Regulations have been observed at all times.

- All data has been anonymised for use in this report removing all identifiable information, either at source or within a period of 7 days of the completion of the collection process. No individual is identifiable from the data presented within this plan.
- Only information directly pertaining to the research and the research context has been collected.
- Where contact information for the purpose of updating participants has been obtained, this has been stored separately from anonymised data.
- All data has been stored in encrypted storage.
- Where external data has been used within this plan, this is indicated and has been appropriately referenced.

Maps

All maps have been supplied by Conwy County Borough Council

© Bluesky International Ltd and Getmapping plc 2022

© Crown Copyright and database rights 2022 Ordnance Survey 100023380

Use of this data is subject to terms and conditions.

© Local Government Information House Limited copyright and database rights 2022 100023380

You are granted a non-exclusive, royalty free, revocable licence solely to view the Licensed Data for non-commercial purposes for the period during which Conwy County Borough Council makes it available; You are not permitted to copy, sub-license, distribute, sell or otherwise make available the Licensed Data to third parties in any form; and Third party rights to enforce the terms of this licence shall be reserved to Ordnance Survey.

Copyright © Bay of Colwyn Town Council

1. About the Bay of Colwyn Place Plan

Introduction

What is a Place Plan?

Place Plans were introduced by Welsh Government in 2013 as an opportunity for communities to help shape their local areas and have a greater say in local planning decision making. Place Plans must be prepared by Town or Community Councils (where they exist) and involve extensive stakeholder and community engagement. They can be adopted by Local Authorities as 'Supplementary Planning Guidance' to provide more local detail in specific areas as an extension to the Local Development Plan.

By its nature, this Place Plan focusses on land use planning matters in the Bay of Colwyn area. The Place Plan considers (and does not contradict) both the existing Conwy Local Development Plan and the emerging Revised Local Development Plans.

Why a Place Plan for the Bay of Colwyn?

The idea of co-creating a plan with the people of our town was first discussed several years ago, following the introduction of Neighbourhood Plans across the border in England and of 'Place Plans' in Wales. It was recognised that:

- A Place Plan can enable local communities to create planning policy for their own areas, thus giving them a greater voice in land-use decisions.
- The process of developing the Plan would be an ideal opportunity to identify and address some broader well-being related issues impacting the local community.

At that time, the Colwyn Bay Masterplan (written and adopted by Conwy CBC) was still successfully attracting investment for the delivery of some major regeneration projects across the town (e.g., Parc Eirias). As these major developments approached completion and Welsh Government Regeneration funding priorities began to change, it seemed the ideal time to introduce the concept of Place Plans to the wider Colwyn Bay community.



Where does this Place Plan Cover?

This Place Plan covers several settlements that form the wider Bay of Colwyn area, including Rhos-on-Sea, Colwyn Bay, Upper Colwyn Bay, Bryn-y-Maen and Old Colwyn. This matches the jurisdiction area of the Bay of Colwyn Town Council.

Who is responsible for the plan?

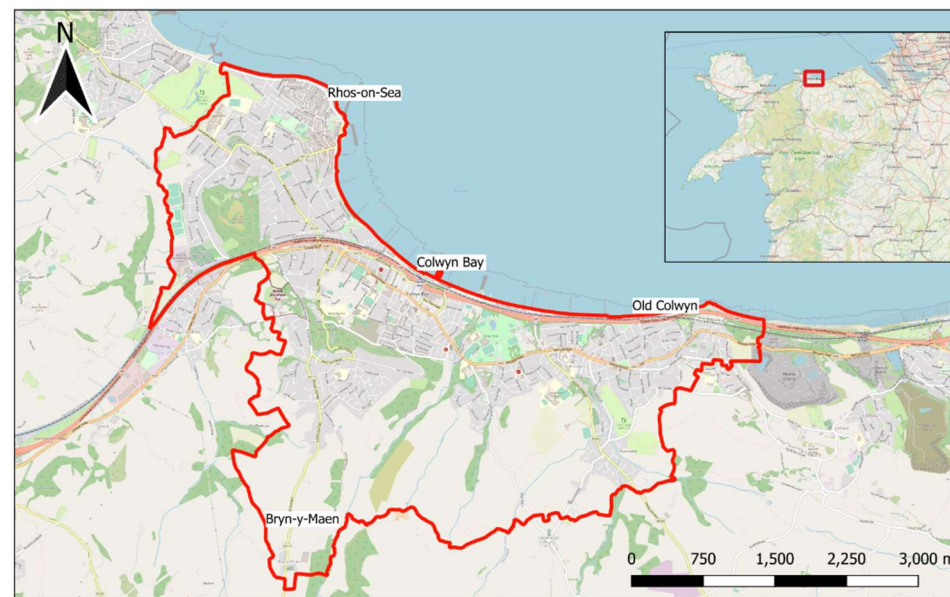
The production of this plan was initiated and overseen by the Bay of Colwyn Community Plan Steering Group on behalf of the Bay of Colwyn Town Council.

The Steering Group was formed in the Autumn of 2019 and is made up of Town Councillors, local businesses, voluntary organisations and other community representatives. The Steering group is constituted with a formal Terms of Reference and is chaired by a voluntary sector representative.

The purpose of the Place Plan process is to improve both the physical and social aspects of an area by identifying, agreeing and then addressing priorities via the adoption of a local Community/Place Plan. Ultimately, the group represents and serves the people of the Bay of Colwyn – in this regard, this is a community-led plan, and is seen as an opportunity for local people to step up and take responsibility to shape the future of the town themselves.

It is hoped that the plan will be firstly adopted by the Bay of Colwyn Town Council and subsequently by Conwy CBC as Supplementary Planning Guidance. The Steering Group will help guide the plan through these steps and ensure mechanisms are in place to make sure the aspirations in the plan are delivered.

The production of the plan and the associated stakeholder and community engagement was supported by Planning Aid Wales, a charity that supports community engagement in the planning process in Wales. For more information, see www.planningaidwales.org.uk



How was the Place Plan prepared?

The Steering Group oversaw a wide range of activities that helped ensure this Place Plan is thorough, evidence-based and reflects key issues identified by local stakeholders and the community.

Much of this activity took place during 2022 and the key activities are described in the table opposite. More detailed information about the steps undertaken to prepare the plan is provided in subsequent sections.

How will the Place Plan be used?

It is hoped that after the plan has been adopted by the Bay of Colwyn Town Council and by Conwy CBC as Supplementary Planning Guidance, the plan will:

1. Help inform the work of the Bay of Colwyn Town Council, the Community Plan Steering Group and partners within the local community.
2. Inform the Bay of Colwyn Town Council's responses to emerging development plans and responses to individual planning applications.
3. Act as a platform and evidence base for projects and initiatives that will deliver better placemaking and well-being for people in the Bay of Colwyn area.

The plan will act as a 'living document' that will change over time and in response to changing circumstances. The effectiveness of the plan will be monitored by the Bay of Colwyn Town Council and the Steering Group will oversee delivery of the actions within it. See section 5 for more information on delivering and implementing the plan.

Key Activities	Purpose
Desktop Research	To ensure the Plan aligns with other plans and considers up to date research and information (e.g., 2021 Census).
Stakeholder Engagement	To ensure local and regional agencies and organisations can help identify plan priorities, alignment with other activities and initiatives. Two large stakeholder meetings were delivered close to the start and end of plan preparation.
Community Engagement	To identify what matters are important to the community and to establish priorities to deliver positive change to the area. A wide range of face-to-face events and activities were delivered to reach as many people as possible in different locations in the Bay of Colwyn Area.
Evidence Collection	To gather more information to explore Plan priorities and justify proposals within the plan. Community-led evidence gathering activities took place in early 2023.
Drafting & Consultation	To ensure the plan reflects issues identified and the policies and actions are appropriate and achievable. The Steering Group, Town Council, Conwy CBC, stakeholders and the community will be consulted on the draft plan before it is adopted.

How does the plan fit with other plans?

This plan is not the only plan that affects the Bay of Colwyn - there are multiple pieces of legislation, other plans, policies and priorities produced by different agencies and levels of government that will affect the town over the coming years.

The key documents that will affect the Bay of Colwyn during the lifetime of this plan are illustrated in the table opposite. This Place Plan and its principles, projects and actions have been tested against these documents - the Place Plan:

1. Does not contradict the policies, priorities and aspirations in these plans.
2. Identifies opportunities to work collaboratively to help deliver the aspirations within this plan.

What do these other plans mean for this Place Plan?

Planning

Future Wales – The National Plan 2040 is a Wales-wide plan for economic development, climate resilience and health and well-being. Colwyn Bay would be covered by the ‘Town Centre First’ policy that prioritises growth and regeneration in towns. The railway and the A55 contribute to ‘national connectivity’ - planners should support schemes that maximise and improve this.

Welsh Government’s *Planning Policy Wales* and its associated *Technical Advice Notes* contain guidance on a wide range of planning topics that will affect planning decisions in the Bay of Colwyn.

Key Legislation & Plans	Other Local Plans & Strategies
The Well-Being of Future Generations Act (2015) & The Placemaking Charter	Conwy & Denbighshire PSBs (Public Service Board’s) Local Area Wellbeing Plan
The Planning (Wales) Act (2015)	Colwyn Bay – Community Audit, July 2010 (Colwyn Bay town, Glyn and Rhiw wards)
Future Wales – the National Plan 2040	Colwyn Bay Masterplan, October 2010
Planning Policy Wales (Edition 11)	Colwyn Bay Town Centre Investment Plan, Sept 2018
Wales Transport Strategy	The Heart of our Town – Colwyn Bay – Town Centre Review 2015-19, CCBC November 2019
Active Travel (Wales) Act 2013	Vibrant and Viable Places 2014 – 17, Bay Life
Conwy CBC Well-Being Plan	Driving Change Plan – Review
North Wales Growth Deal	Creu Conwy – Cultural Strategy for Conwy County
Conwy CBC Corporate Plan	Old Colwyn Regeneration Plan (Sept 2010)
Conwy CBC Local Development Plan / Revised Local Development Plan	Rhos-on-Sea Regeneration Plan (June 2011)

Bay of Colwyn Place Plan, January 2024

Building Better Places (July 2020) sets out how planning can deliver better placemaking and sets priorities such as ‘creating neighbourhoods’, ‘facilitating active travel’, ‘reawakening tourism’ and delivering ‘Green Infrastructure’.

North Wales Strategic Development Plan

The Bay of Colwyn is part of a region that is producing a new Strategic Development Plan for North Wales. This plan will be placemaking-focused and will set targets for housing and employment across Conwy; it will be very important for this reason. Chapter 9 identifies priorities that should be put forward relating to the Bay of Colwyn in Strategic Development Plan consultations.

Local Development Plans

The *Conwy Local Development Plan 2007-2022* affects all planning decisions in Conwy. This is a land use plan that identifies site specific development opportunities in response to the needs of the community and is a vehicle to define future growth and development priorities. It provides a framework to guide decisions on planning applications and is currently under review.

A new *Replacement Local Development Plan (RLDP)* is currently being prepared. This plan will allocate land for development, designate areas for protection and contain policies to provide the basis for decisions on planning applications. The RLDP will replace the existing Local Development Plan once it is adopted. The RLDP will cover a 15-year period and has the following objectives:

- Encourage sustainable placemaking
- Promote healthy and social places
- Develop prosperous places
- Value our natural and cultural places

This new plan identifies Old Colwyn as one of 5 key areas in the county for development within the RLDP and is the central focus of growth for:

- 450 new homes
- New recreational spaces
- Allotments
- Improvements to roads, public transport and cycle routes
- Improvements to primary and secondary schools
- Land for job growth

The Bay of Colwyn Place Plan will give Colwyn Bay and its neighbouring communities of Old Colwyn to the east and Rhos-on-Sea to the west an opportunity to add a local layer of detail to the Replacement Local Development Plan (RLDP). The Place Plan evidence gathered from the Bay of Colwyn communities is outlined in this Place Plan and can be used by the planning team at Conwy CBC in the production of the RLDP and future plans.

Economy and Regeneration

Conwy CBC's *Economic Growth Strategy 2017-2027* sets out aspirations to increase productivity, competitiveness and growth for local businesses. The *Destination Conwy Management Plan 2019 - 2029* recognises that tourism is central to Conwy's economy and sets out a vision to increase the value, quality and sustainability of tourism throughout the year.

The *Creu Conwy Culture Strategy 2021-2026* recognises that culture can drive sustainable economic growth and help bring communities together. The strategy sets out a programme for cultural activities, celebrating outstanding places and developing people. Importantly, this strategy has led to the formation of a 'Town Team' in Colwyn Bay with a focus on developing cultural initiatives in the area – opportunities for collaboration with the Town Team have been identified within this plan.

Future funding may be available from the *UK Shared Prosperity Fund*. Welsh Government funding is likely to continue to focus on economic and town centre regeneration – see '*Building Better Places*'. There is an emphasis on prioritising funding for towns that have a 'placemaking plan' or some form of plan (like this) in place.

Placemaking

Placemaking is a process where people from different sectors work collaboratively to develop distinctive, vibrant and sustainable places. The *Placemaking Wales Charter* encourages community involvement in the development of places and to help those places stay interconnected whilst growing sustainably. Developing places that have a positive distinctive identity with a wide mix of uses that reduce the need for car travel is also important. These principles have been considered in the production of this plan and should be considered when implementing the plan.

Climate Change

Welsh Government has declared both a climate and a nature emergency (this focuses on reversing the loss of biodiversity in Wales). To tackle the climate emergency, Welsh Government has set a target to become 'Net Zero' by 2050 (Net Zero means to balance greenhouse gas emissions with gasses we're removing from the atmosphere). Conwy CBC has its own Net Zero target of

2030. Most of the documents referred to within this Place Plan will have specific targets in relation to decarbonisation such as making homes more energy efficient and increasing the use of renewable energy. Any community priorities that align with these targets have been highlighted.

Delivering Well-being

The *Well-being of Future Generations Act (2015)* requires all public bodies to think long-term and to work better with people, communities and each other. It encourages prevention of problems such as poverty, health inequality and climate change.

Conwy & Denbighshire Public Services Board's Local Well-being Plan (2023-2028) prioritises good mental well-being for all ages, community resilience and the creation of environmentally resilient places. It also seeks to address inequalities, support the Welsh Language, support access to accommodation and to avoid duplication – this is important.

This Place Plan has been designed to align with the principles of the Well-Being Plan. The focus of the Well-Being Plan is to make Conwy and Denbighshire a more equal place with less deprivation. The 4 themes have been identified to support the main objectives and these will be reflected in the Place Plan:

- **Well-Being** - Communities are happier, healthier and more resilient in the face of challenges, such as the Climate Change and Nature Emergency, or the rising cost of living.
- **Economy** – There is a flourishing economy, supported by a skilled workforce fit for the future.
- **Equality** – Those with protected characteristics face fewer barriers.
- **Housing** – There is improved access to good quality housing.

Summary

All the plans, priorities and policies will be relevant to the Bay of Colwyn in varying degrees. You don't need detailed knowledge of them, but if you would like to look at any of them in more detail you can find links to them on page 113.

The Place Plan should support and uphold the principles in these plans. If they didn't, it could mean that the community and different levels of government would be pulling in different directions – this will likely be counter-productive. This does not mean that the plans must be identical at each level. Ideally, a Place Plan should extend and add local distinctiveness to the principles in the plans above it.

Stakeholder & Community Engagement

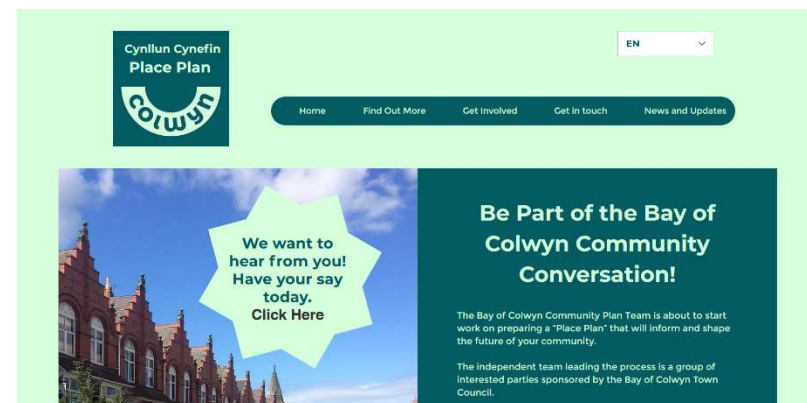
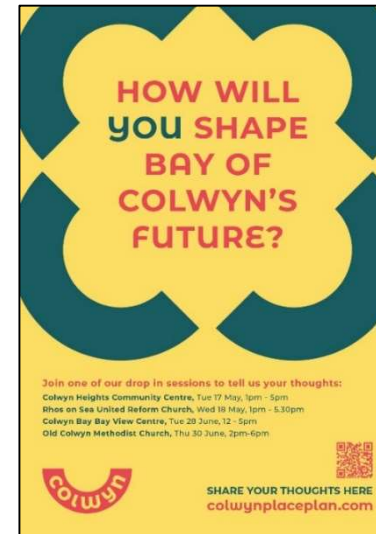
Why is engagement important?

Engaging with stakeholders and the community in the Bay of Colwyn has been the most important element of producing this Place Plan. The role of the Steering Group has been to better engage and encourage collaboration between communities.

The innovative approaches undertaken by the Steering Group team to better engage with the community and to make the process meaningful and positive has been a highlight of the community engagement phase of the Place Plan project.

Planning Aid Wales best practice principles have been followed through the process to ensure that trust and transparency of process will allow the Place Plan to bridge between place making and the policies of the LDP.

- Starting early
- Building trust
- Clear process
- Managing expectations
- Mutual exchange of knowledge
- Variety of methods
- Common base
- Clear feedback
- Meaningful evaluation



How was the community involved?

A timeline of key stakeholder events and activities undertaken in the production of this Place Plan are provided in the table opposite.

The aims of all these activities were to:

1. Raise awareness and encourage participation in the development of the Place Plan.
2. Better understand the priorities of stakeholders and views of the community on a wide range of issues.
3. Establish what people love and should be celebrated about the Bay of Colwyn area.
4. Identify existing challenges and opportunities facing the area.
5. Help form a vision for what people would like to see the Bay of Colwyn look like in the future.
6. Identify ideas and priorities for potential policies, projects and activities.

A mixture of engagement methods were used including delivery of face to face and online events and meetings, production of an engagement website, online survey and interactive map. See www.colwynplaceplan.com for more information.

Participation in these activities was encouraged by advertising through a wide range of avenues, including posters, flyers, press releases, social media, local radio, email, local websites and community noticeboards.

Date	Activities
28th Feb 2022	First Stakeholder Event in Parc Eirias
March 2022	Website and Placecheck online map launched
May 2022	Youth art competition is launched
7th May 2022	Prom Xtra Place Plan Promotion
17th May 2022	School workshop with 6 local primary schools and drop-in session held in Upper Colwyn Bay
18th May 2022	Drop-in session held in Rhos-on-Sea
25th May 2022	Online Focus group 1
8th June 2022	Online Focus Group 2
28th June 2022	Drop-in session held in the Bay view Shopping Centre
29th June 2022	School workshops with Ysgol Bod Alaw and Eirias High School
30th June 2022	School workshops with Ysgol Bryn Elian and drop-in session held in Old Colwyn
24th Nov 2022	Second Stakeholder Event is held in Rhos-on-Sea
8th Feb 2023	Online Meeting with Conwy CBC Regeneration and Highway Officers
6th March 2023	Community evidence gathering week
5th October 2023	Third Stakeholder Event held in Rhos-on-Sea to review Draft Plan – policies and actions

Who was involved?

The engagement activities generated 1,104 attendees and yielded 5,628 comments.

Engagement Activity	Number of Participants	Number of Comments
Place Check online map	198	280
Drop-in events	115	1394
School workshops	352 young people (10 Schools)	1092
Online survey	230	2862
Online focus groups	18	-
Three stakeholder events	125	-
Children's art competition	56	-
Evidence collection	10	
TOTAL	1,104	5,628



Initial Stakeholder Feedback

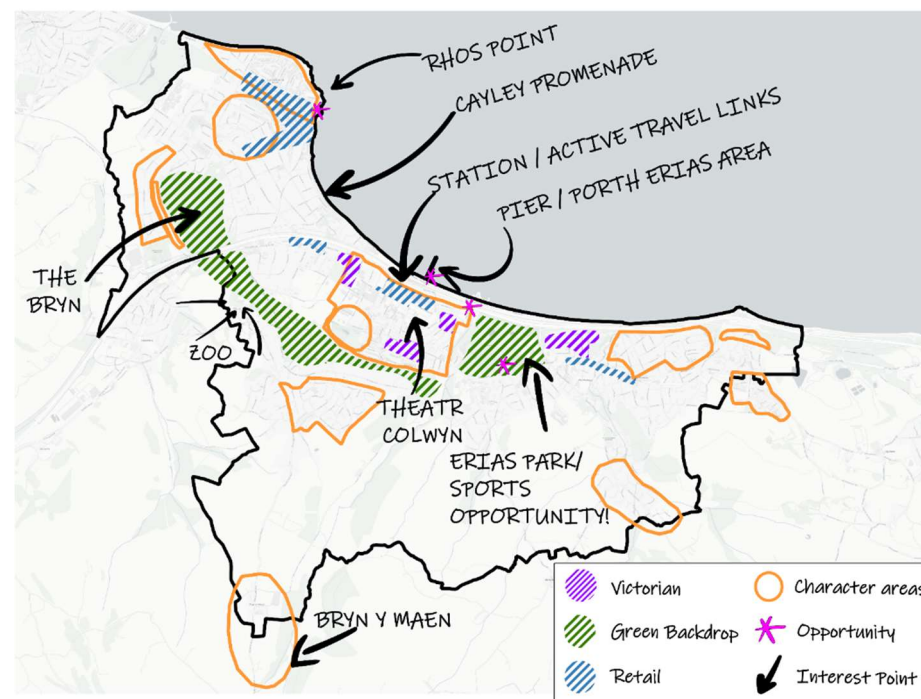
An initial Stakeholder Engagement session was held in Parc Eirias in February 2022. Attended by 40 stakeholders from a wide range of local and national organisations, the event identified a wide range of themes that could be explored further through later engagement work. Some of the key themes identified at this event included:

- Protecting Green Spaces / Biodiversity
- Improving the Local Economy
- Providing an appropriate mix of housing
- Facilitating better Tourism
- Celebrating our distinctiveness
- Town centre improvements
- Getting around
- Engaging and supporting young people
- Engaging the local population
- Delivering better well-being for the community

The event identified and mapped important character areas and interest points in the areas as well as some key opportunities for further development (see map opposite).

The event identified large lists of what should be celebrated about the Bay of Colwyn as well as a range of challenges and opportunities (see samples opposite). These were categorised by land use and non-land use issues and initial sources of evidence for each topic were identified.

The feedback from the event informed the development of all later community engagement activities, including the design of events and the content of surveys. See the appendices for a full summary of the topics discussed at the event.



Sample Challenges	Sample Opportunities
Limited employment opportunities, low-wage economy	Protecting green spaces e.g. The Bryn
Affordable housing and poor quality private rented housing	Extending the pier and improving the promenade
Negative perception of Colwyn Bay and low engagement	Raising profile to host more / bigger events
Empty properties in town centre, e.g., Imperial Hotel	More youth workers / facilities in the community

Community Engagement Feedback

To gather the views of the community a mixture of online and in-person engagement was used to provide accessible options for everyone in the community to take part. Activities included mapping exercises, surveys and facilitated discussions.

Using the themes established in the initial stakeholder event, community engagement activity focused on the following questions:

1. What should the Bay of Colwyn look like in 15 years' time?
2. What do you love about the Bay of Colwyn?
3. What places are important to you?
4. What places need improvement, and how?
5. What are the challenges and opportunities facing the area?

The results of this activity allowed us to refine the themes initially identified and to develop a set of priorities to gather more evidence on.

The results of these activities have been included throughout this plan and a specific community engagement summary report is available in the appendices.

Places that need Improvement

Themes with 10 or more Comments

Getting around	55
Empty Units	29
Community Facilities	24
Shopping	24
Run down	19
Tourism	19
Caring for Colwyn	18
Youth Facilities	18
Open Space	16
Beach	14
Local Businesses	12
Litter	11
Safety	11
Parking	10

Themes with 5 or more Comments

Nature	9
Benches	8
Food	7
Housing	7
Industry	6
Unspecified	6
Greening	5
Pedestrianisation	5
Toilets	5

Getting Around (55)

"The key points of the town are fragmented and separated not aided by traffic management or separation of public transport."

"Lots of potholes and uneven pavements."

Community Facilities (24)

"More indoor activities for wet days in Colwyn Bay, Rhos, Old Colwyn."

"More free public toilets."

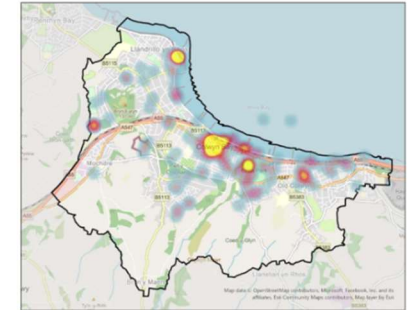
"More activities for different ages."

Empty Units (29)

"Station Road Colwyn Bay do something with imperial Hotel."

"Town centre empty shops"

"Improve Shopping area in Colwyn Bay, especially empty shops."



Seafront

- **Promote the wind farm** with signage promoting the amount of electricity generated and the peak conditions for generating electricity.
- Promote and take pride in the pier as a feature of the town.
- Add **rest points** and shaded areas along the promenade.
- Support Colwyn and the Colwyn Bay Pier Trust in **Year of the Pier 2023**.

Community Facilities / Support

- **Cost of living** - Services and support for the community e.g., childcare, community washing facilities, food banks.
- **Sports, health and entertainment** such as Yoga, archery, theatre, museums, minigolf and indoor car boots.
- Support and **volunteers** from within the community to improve the area and provide services.

Youth Services

- Things for children and families in the town centre **beyond shopping**.
- A youth club tailored to today's generation.
- A BMX track

Engaging Young People

During May and June 2022, we set out to have conversations with young people in the Bay of Colwyn.

We set up an Art competition, receiving 56 entries and ran Place Plan workshops at:

- Ysgol Pen Y Bryn
- Ysgol Eirias
- Ysgol Bryn Elian
- Ysgol Bod Alaw

In all, 10 schools from the larger catchment area were represented, we worked with over 325 children and received 1092 comments. Young people's feedback has been incorporated into remaining sections of the plan and the results of the art competition are illustrated opposite.



We are looking for colourful drawings, paintings or collages in three categories:

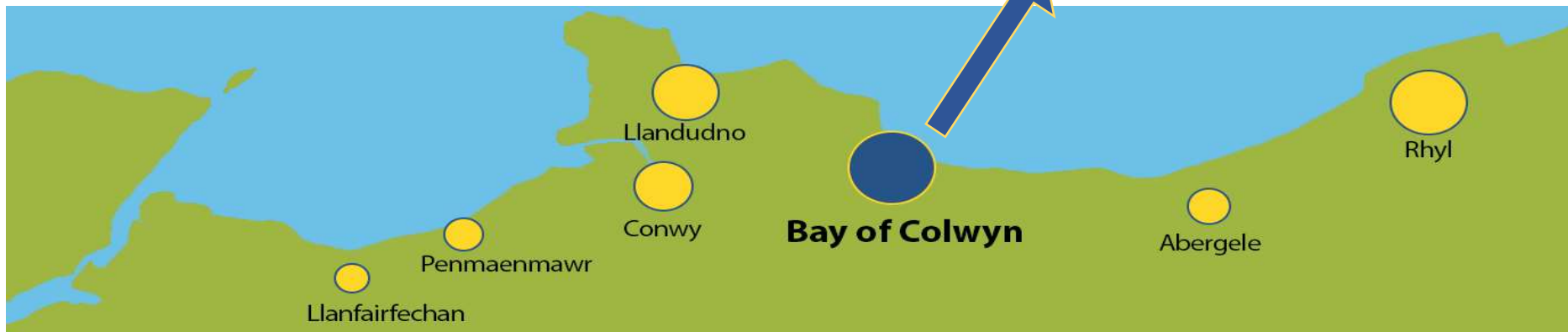


2. We Love Colwyn – A Place Analysis

Our Location

The Bay of Colwyn covers the North Wales coastal town of Colwyn Bay and its neighbouring communities of Old Colwyn in the East and Rhos-on-Sea to the West, extending inland through the Pwllcrochan Woods to incorporate Upper Colwyn Bay and the village of Bryn-y-Maen. Colwyn Bay is perfectly placed halfway along the North Wales Coast and has good transport links, with frequent bus and train services and easy access by car from the A55 dual carriageway.

Colwyn Bay is the second largest urban settlement in North Wales with a current population estimate of approximately 26,478 the town is set on a narrow coastal plain with a backdrop of woods and hills overlooking a wide bay.



Our History

61AD – Romans invaded North Wales.

1200 – Cistercian monks build a medieval fishing weir near Rhos point

1284 – Conquest of Wales by King Edward I and Conwy Castle is built

1844 – Parish of Colwyn created

1848 - Chester to Bangor Railway opened along the coast of North Wales

1875 - Establishment of Colwyn Bay and Pwyllycrochan Estate Company formed

1885 – Work Begins on what is now Theatr Colwyn

1895 – The Local Government District became the Urban District of Colwyn Bay and Colwyn 1898 – The Promenade is opened

1904 - Town Hall Opened by Coed Pella Road

1905 - Pwyllycrochan Woods purchased

1905 - Free Library Opens

1911 – Electric lighting extended to Old Colwyn

1921 - Eirias Parc land aquired

1939 – Ministry of Food relocates to Colwyn Bay

1947 – Colwyn Bay hosts National Eisteddfod

1958 - Harlequin Puppet Theatre Opens

1963 - Welsh Mountain Zoo Opens

1973 - Opening of the North Wales Police Headquarters in Colwyn Bay

1974 – Formation of the Borough of Colwyn Bay

1985 - Opening of the Bay of Colwyn A55 Expressway

1987 – Bay View shopping centre is opened

1995 – Bay of Colwyn Town Council formed covering Od Colwyn, Colwyn Bay and Rhos-on-Sea

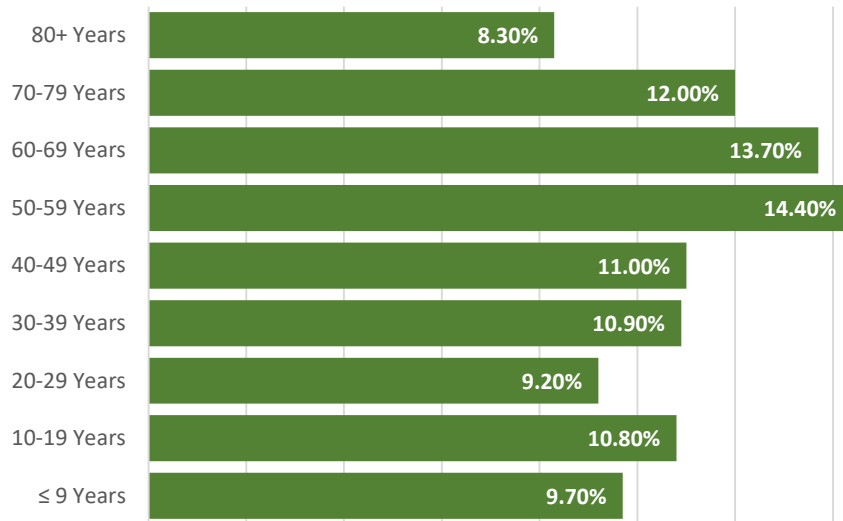
To see a full timeline of the history of the Bay of Colwyn visit:

<https://colwynbayheritage.org.uk/timeline>

Our People

All data related exclusively to the Colwyn Bay Place Plan area, including Colwyn Bay, Rhos-on-Sea and Old Colwyn. All Data Office for National Statistics (2021). Figures may vary marginally between categories due to OFNS calculation.

Age Distribution



26,478

**Bay of Colwyn Area
Population**

(Conwy County: 114,741, Wales: 3,136,000)

11,999

Total Households

1,787.85

People per km²

Gender Distribution

Gender	Bay of Colwyn Total Persons	% of Population	Conwy County %	Wales %
Male	12,874	48.6%	49.1%	51.1%
Female	13,602	51.4%	50.9%	48.9%

Welsh Speakers

	Percentage of Population
Bay of Colwyn	19.09%
Conwy County	25.3%
Whole Wales	17.8%

Employment

Economic Status*	% Bay of Colwyn	% Conwy County	% Wales
In full-time employment	33%	74.5%	73%
In part-time employment	16%		
Not Employed Student	4%	3.8%	12%
Not Employed - retired	30%	20.7%	21.6%
Not Employed - seeking work	3%	2.17%	4.2%
Not employed - carer / disability / other	13%	8.8%	15.9%

* Data excludes those under the age of 16

Education

Highest level of qualification	% Bay of Colwyn	% Conwy County	% Wales
No qualifications	17.1%	18.7%	18.2%
Level 1 and entry level qualifications	8.3%	8.6%	9.6%
Level 2 qualifications	14.4%	14.4%	13.4%
Level 3 qualifications	17.0%	16.5%	16.9%
Level 4 qualifications and above:	34.5%	32.4%	33.8%
Apprenticeship	6.0%	6.3%	5.3%
Other	2.8%	3.0%	2.8%

Level 1: qualifications up to 1-4 O Levels/CSE/GCSEs any grades or equivalent.

Level 2: qualifications up to 5 or more O Levels/CSE/GCSEs grades A*-C or equivalent.

Level 3: qualifications up to 2+ A Levels or equivalent.

Level 4 and above: qualifications up to and above degree level or equivalent.

Deprivation (households)

	% Bay of Colwyn	% Conwy County	% Wales
Household is not deprived in any dimension	46.20%	46.1%	45.5%
Household is deprived in one dimension	34.93%	34.8%	33.6%
Household is deprived in two dimensions	15.05%	15.2%	16.04%
Household is deprived in three dimensions	3.69%	3.7%	4.5%
Household is deprived in four dimensions	0.13%	0.2%	0.16%

Definitions:

The dimensions of deprivation used to classify households are indicators based on four selected household characteristics.

Education - A household is classified as deprived in the education dimension if no one has at least level 2 education and no one aged 16 to 18 years is a full-time student.

Employment - A household is classified as deprived in the employment dimension if any member, not a full-time student, is either unemployed or economically inactive due to long-term sickness or disability.

Health - A household is classified as deprived in the health dimension if any person in the household has general health that is bad or very bad or is identified as disabled.

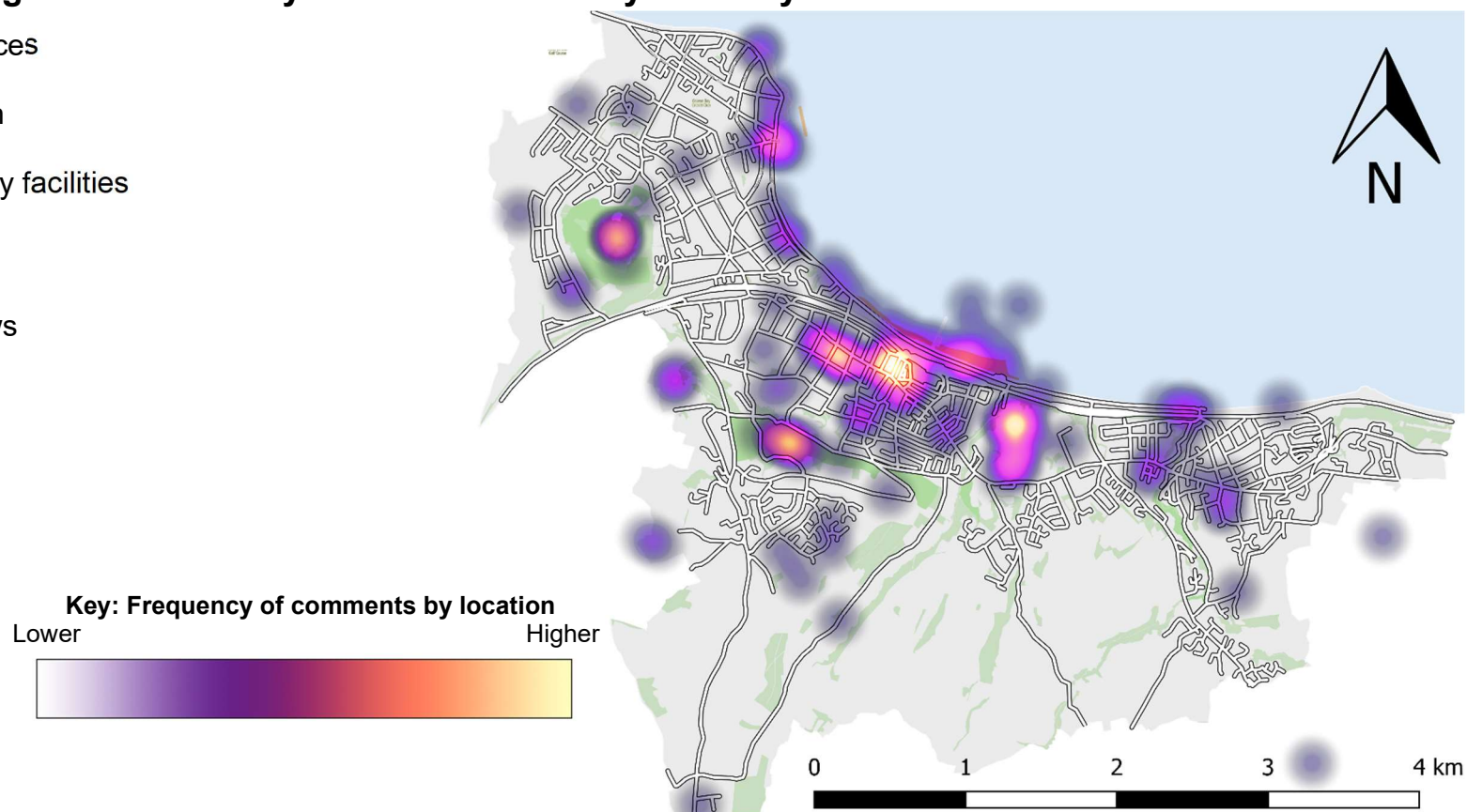
Housing - A household is classified as deprived in the housing dimension if the household's accommodation is either overcrowded, in a shared dwelling, or has no central heating.

What we love about the Bay of Colwyn

As part of our engagement work, we asked the community what places they love in the Bay of Colwyn. We received **235 comments** cover a wide range of topics. The heat map shows the concentrations of the comments received in specific places, with the yellow indicating the highest concentration of comments.

The top 5 things the community loves about the Bay of Colwyn are:

1. Open spaces
2. The beach
3. Community facilities
4. Shopping
5. Local views



3. Our Vision for the Bay of Colwyn

By the year 2037, the Bay of Colwyn aspires to be a vibrant and distinctive place to live, work and visit with community and inclusivity at its core.

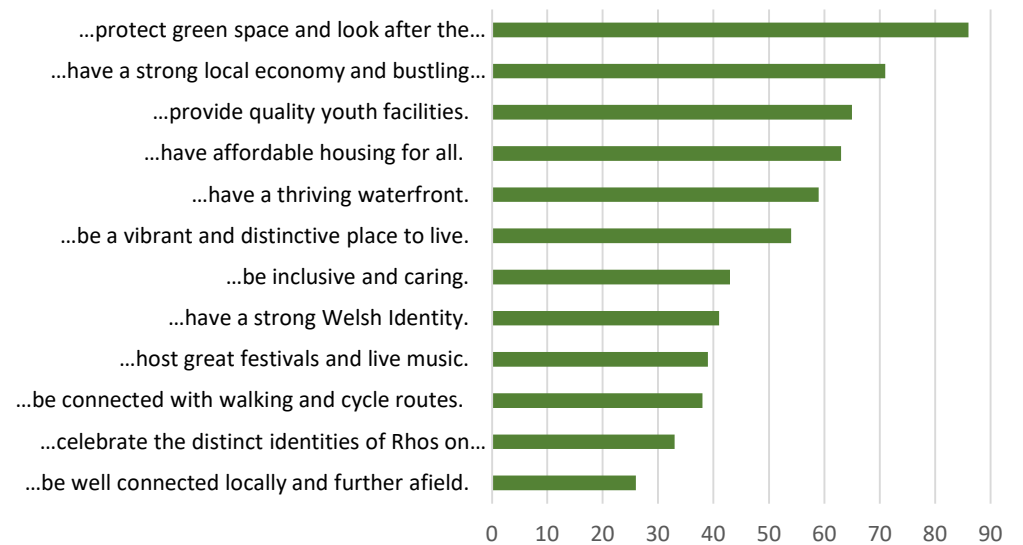
Developing the Vision, Themes and Aims

At the heart of this Place Plan is a shared vision for the Bay of Colwyn that reflects the needs and aspirations of the local community. This vision has been entirely developed by residents and stakeholders within the community over an extended period of engagement:

Stage 1 – First, we asked community stakeholders to develop a series of short statements answering the question “By the year 2037, I want the Bay of Colwyn to be...?”

Stage 2 – Next, we took these answers to the community via our drop-in session and online questionnaire and asked people to vote on their top priorities, whilst adding in anything that might have been missed.

Stage 3 – Finally, we took this feedback back to community stakeholders, and asked them to develop a final vision that reflects the priorities of the community. The resulting vision reflects the shared values, hopes, and aspirations of the people who call the Bay of Colwyn home. We are excited to work together to turn this vision into a reality.



4. Our Themes & Aims

Several key themes have emerged through the Place Plan project that are significant to consider for the future of the Bay of Colwyn. By focusing on these key areas, we can ensure a sustainable, vibrant and inclusive future for the area.

Each theme will conclude with a list of Place Plan principles, together with suggested projects and actions. It is suggested that the Bay of Colwyn Town Council consider the appointment of a Project officer to deliver the Place Plan going forward to ensure that the projects and actions are delivered.

The themes and aims that have emerged from the public consultation phase have been refined and include:

Theme	Aims
1. Housing and future development	Our housing will be varied with a proportion being affordable whilst responding to the needs of both people and nature.
2. Culture, Heritage & Tourism	Our community will celebrate and promote the area's heritage , valuing its Welsh culture and unique identity with aspirations to break down barriers to make Welsh culture accessible to all. Our area will host events , festivals, and live music, accessible to all.
3. Facilities, Assets, Health & Wellbeing	Our safe spaces will support community and cultural activities and ensure that health and wellbeing provision meets the needs of all our residents particularly nurturing our younger people .
4. Getting Around – A connected Colwyn	Our local network will champion connectivity via active travel whilst keeping us connected further afield. We will ensure national transport policy is tailored to fit local priorities.
5. Promoting a Green Colwyn	Our open spaces and waterfront will be clean, thriving, and accessible to all.
6. Business, Retail & Skills	Our high streets will be bustling, supporting local business and a strong local economy. Our residents will have the opportunities to develop new skills and have access to high quality jobs .

Many of the themes will have overlapping opportunities and challenges. In addition, many of the projects and actions that have evolved from discussions locally both with the community and stakeholders will relate to well-being issues. It is noted that all land-use issues are grouped under the Planning policy tables whilst well-being issues fall within the future actions and projects tables.

The Place Plan principles adhere to and address the current Conwy LDP policies – and these are listed under each theme for reference.

Implementing the Plan

The Plan will be implemented by a series of planning principles and actions as outlined in each chapter theme. Each theme has a set of objectives which have led to the identification of principles and projects/actions. These will be reviewed on an annual basis and the Plan kept up to date by the Place Plan Steering Group. Further information on the implementation of the Plan can be found in Section 5.

Theme 1

Housing and Future Development

Photo: Louise Nicholls



Theme 1: Housing and Future Development

Introduction

This chapter will examine the importance of meeting the housing needs of both current and future residents of the Bay of Colwyn. The community has placed a high priority on ensuring that everyone has access to high-quality and affordable housing. This includes the provision of a mix of housing types to meet the diverse needs of individuals in the community, from the young to the elderly, as well as the development of vacant and underutilised buildings to expand the existing housing stock.

The Well-Being Plan for Conwy tells us that good quality and low carbon housing is vital for individual and community well-being, providing security, privacy, good health, and space for personal identity, growth and development. (*Source: Conwy and Denbighshire Public Services Board, Well-being Plan Draft 2023 to 2028*)

This section will provide an overview of the current housing landscape in the Bay of Colwyn, incorporating the views of the community, before outlining a set of policies and actions to address the identified challenges and opportunities.

What did the community tell us about housing?

Popular themes:

- Reusing empty buildings & accommodation above shops
- Affordable housing
- Number of second homes and Airbnb's
- Future housing should be sustainable
- Avoid housing developments on greenfield sites
- Absentee landlords

Key feedback

37% prioritised improving the provision of affordable and good quality housing, including affordable rental properties and housing for single people.

24% prioritised investigating the potential for small infill housing developments.

Community ideas on housing:

- Infrastructure provision needed before housing – e.g. more doctors, dentists, etc.
- More town centre housing. Key locations identified by the community where there are empty units above shops include - Abergele Road, Station Road.
- Larger empty buildings identified for potential housing include Imperial Hotel and Dinerth Road Offices.
- Higher percentage of housing development to be affordable to retain young people; both with and without children.
- The future need for affordable rental accommodation.
- Address the high number of Airbnb and second homes along the Promenade (currently taking properties out of local use).
- More accommodation for tourists.
- Future housing to be affordable and sustainable was a strong theme amongst young people (40 young people).
- Large scale housing developments should be restricted to brownfield sites.

Quotes from the community

“Limit Airbnb’s + Support tourism/hotels on seafront.”

“Affordable Housing - Higher % of new builds need to be designed as truly affordable. “

“Town Centre and Rhos - use upper floors for housing “

“Lots of Airbnb’s on the promenade and second homes - not available for local people”

“Very sad state as our "High Street" and the first view from the station. Absent landlords must be accountable for the state of their properties”

“Abergele Road needs a total revamp - Flats for locals above shops”

“Empty spaces above shops - the town centre feels empty”.

“More affordable housing for low-income families.”

What did we do about it?

Based on the feedback received from the community, further information was gathered through desktop research and community-led evidence gathering to provide more detailed specific information relating to the Bay of Colwyn. This included gathering local data on second homes and empty buildings in the area and exploring potential sites for smaller infill housing site developments. A summary of the findings is provided below.

This led to the identification of a set of objectives for the Place Plan that were then used to develop a series of potential principles for the plan and suggested actions the community can take to address some of these issues.

Housing in Bay of Colwyn

The Place Plan includes the areas of Rhos-on-Sea, Colwyn Bay, Old Colwyn and Bryn-Y-Maen. Each of these are unique with a wide range of existing housing stock present.

The 2021 census tells us that 65% of residents live in owner occupied with 35% living in rented accommodation across the Bay of Colwyn Place Plan area. The accommodation types are shown in table 1 opposite:

There is evidence that many of the larger housing units within the built-up areas are older properties, with many evident of disrepair. These types of properties are often used as Houses of Multiple Occupation (HMO's). The issue of absentee landlords and empty and underutilised buildings is a challenge and one that was identified many times during the community engagement.

There are currently 423 dwellings in the Bay of Colwyn area that have been unoccupied for 6 months or more. 50 of these are flats above shops / other commercial premises (CCBC March 2023). This demonstrates the strong need to prioritise getting empty units back into active use.

Due to its prime coastal location and potential as a tourist hot spot, there has been a rise in new housing being bought by developers for use as second homes and Airbnb. This trend has resulted in young families and first-time buyers being unable to afford homes due to rising prices and cash buyers. Evidence as to the number of holiday lets is notoriously hard to pin down as property owners do not need to declare the use of their property as a holiday let.

Table 2 shows how many properties are self-declared as Holiday Lets and are paying Business rates, as opposed to council tax within the Place Plan area (Source: CCBC

Type of Housing	% of Households
Detached	27.31%
Semi-detached	30.23%
Terraced	13.07%
In a purpose-built block of flats or tenement	18.25%
Part of a converted or shared house, including bedsits	8.45%
Part of another converted building, for example, former school, church or warehouse	0.86%
In a commercial building, for example, in an office building, hotel or over a shop	1.80%
A caravan or other mobile or temporary structure	0.03%

Table 1: Housing Types in Bay of Colwyn

Year	No. self-reported Holiday Lets
2020/2021	42
2021/2022	63
2022/2023	72

Table 2: Self-reported Holiday Lets

2023) and demonstrates the rising trend from 42 in 2020/21 to 72 in 2022/23. In addition to this, a snapshot of Airbnb indicated a total of 136 properties available for rental between Feb 2023 and Feb 2024 (Source: Airbnb, Feb 14th, 2023).

The local community have told us that there appears to be a trend for utilising existing housing stock for holiday lets.

To get a clear picture of the housing market – table 3 shows the number of house sales and average sale prices in the Place Plan area between, Feb 2022 and Feb 2023. (Source: Land Registry).

Table 4 gives a snapshot indication of available accommodation in the Place Plan area on 14th February 2023. (Source: Rightmove)

Evidence from the Conwy CBC Local Housing Market Assessment (LHMA) 2018-2022 indicates that the provision of affordable homes should become a key focus for housing delivery. This document relies on Technical Advice Note 2 *Planning and Affordable Housing* to define what affordable housing should be (see page 16 of the LHMA).

The community have told us that good quality affordable housing across a variety of housing types and tenures is needed across the Bay of Colwyn to accommodate a wide range of individual needs including those young adults who wish to stay in the area for work and to purchase their first homes. There is demand also from the aging population who wish to retire to the area or want to stay in the area but downsize to smaller properties.

It is known that since the adoption of the Conwy LDP, annual house building has consistently fallen below targets (source: *Adopted Local Development Plan – Evidence Base – Housing*). It is therefore essential that future policies are supported by actions that take an innovative approach for the provision of affordable homes within the Place Plan area.

House Type	No. Sold	Avg. Sale Price
Detached	83	£ 335,255.57
Semi-Detached	85	£ 236,897.06
Terrace	68	£ 152,343.38
Flat	103	£ 154,210.24
Other (not specified)	13	£ 218,534.62
Total Sold	352	
Total (residential)	339	

Table 3: Bay of Colwyn House Sales 2022 by house type. Source HM Land Registry, 2022

House Type	For Sale	For Rent
6 beds +	3	1
5 beds	16	0
4 beds	53	0
3 beds	61	5
2 beds	77	2
1 bed	45	0
Studios	1	0
House Share		1
Total	256	10

Table 4: Rightmove available accommodation in Bay of Colwyn on 14th Feb 2023

National Planning Policy

Future Wales: The National Plan 2040 indicates that the area of the North Wales coast between Caernarfon and Prestatyn is a Regional Growth Area – the Bay of Colwyn sits centrally within this area and is therefore strategically significant with Welsh Government supporting sustainable growth and regeneration. The Place Plan area, therefore, has both national and county significance in terms of future housing.

Conwy Planning Policy

The County Borough of Conwy has prioritised 5 focus areas for future growth within the County, one of which is Old Colwyn where 450 new homes are proposed.

Existing housing allocations within the LDP include Ty Mawr, Old Colwyn (an existing allocation within the LDP) The development brief for Ty Mawr was adopted as Supplementary Planning Guidance (SPG) in July 2018. This site falls directly east of the Place Plan boundary but is still close enough to warrant mention. This site has not been developed during the LDP plan period. (Source: *Conwy LDP SPG – Ty Mawr Development Brief (July 2018)*)

The RLDP includes further development sites including Peulwys Farm, Peulwys Road, Old Colwyn (site 2) – this site is split north to south by the Place Plan boundary with half of the eastern side of the site falling outside of the Place Plan boundary. This large site is an existing allocation within the LDP.

Relevant LDP Policies

Strategic Policies: DP/1 - DP/8.

Housing Policies: HOU/1 – HOU/12.

Others: NTE/6 – Energy efficiency and renewable technologies in new development.

Other Relevant Documents

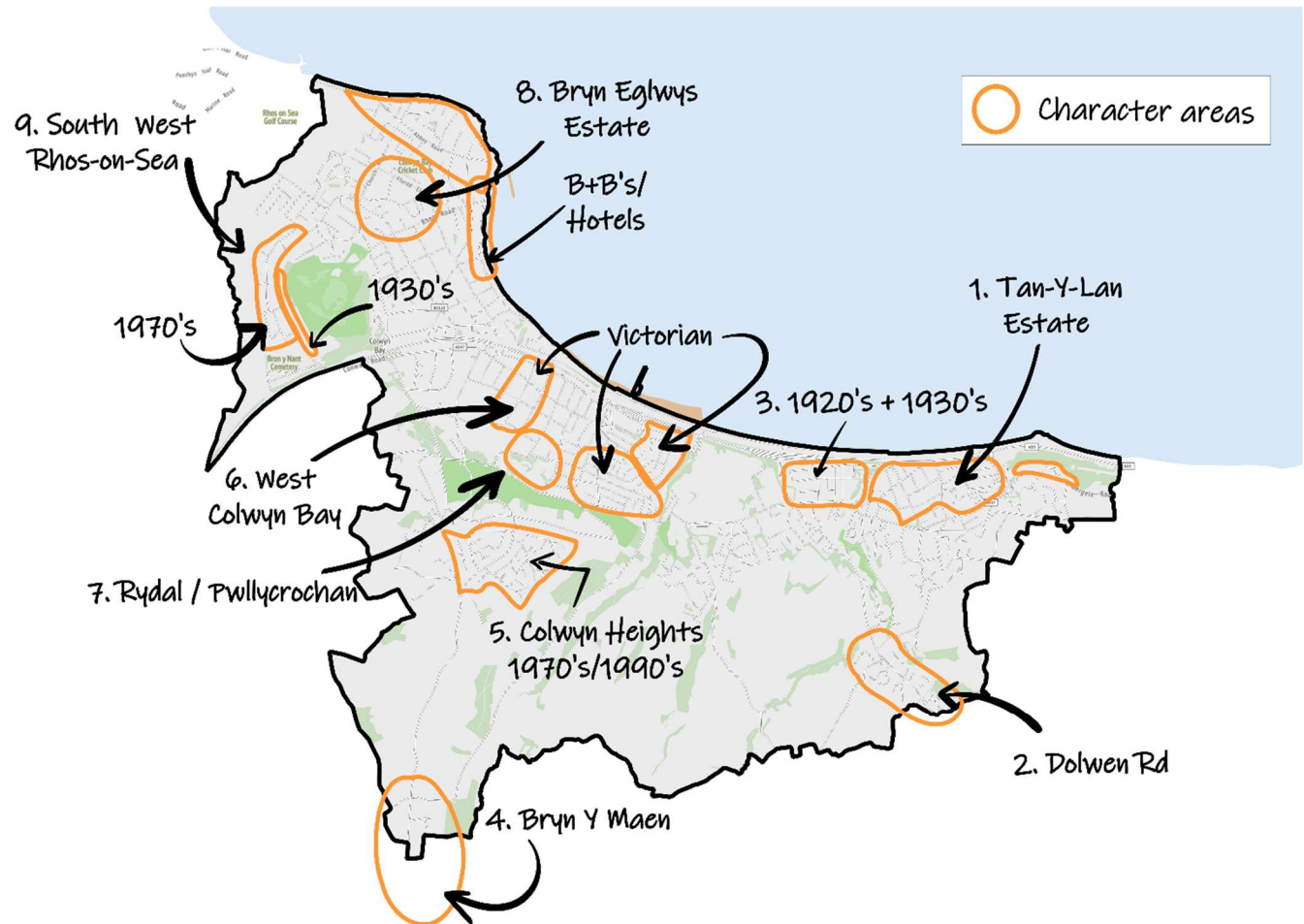
- Housing assessments (CCBC and Housing Associations)
- Census statistics – Housing profiles
- Empty Homes Strategy (2019)
- Housing Bulletin 2022 (CCBC)
- Welsh Government - Future Wales: The National Plan 2040
- The Welsh Government ‘Estimates of additional housing need (2019-based)’ over a twenty-year period up until 2038-39 (mid-year to mid-year)
- Adopted Local Development Plan – Evidence Base – Housing - Conwy CBC
- Replacement Local Development Plan - Evidence Base – Housing RLDP - Evidence Base - Housing – Conwy CBC
- Conwy County Borough – RLDP – Preferred Strategy July 2019
- TAN1: Joint Housing and Land Availability Study
- Conwy Corporate Plan (2022- 2027)

Housing Character

There is a wide mix of housing stock and quality within the Bay – more densely populated to the north with newer estates found on the elevated ground to the southeast.

The character map opposite gives an indication of how the Bay of Colwyn has developed over time with major expansion in the early 20th century supplemented by a number of social housing estates in the 60's and 70's and the creation of Colwyn Heights from the 1970's.

Future new build opportunities are concentrated to the south in Old Colwyn. As part of the evidence collection for the Place Plan – potential infill sites have been identified through the Place Plan process – see below.

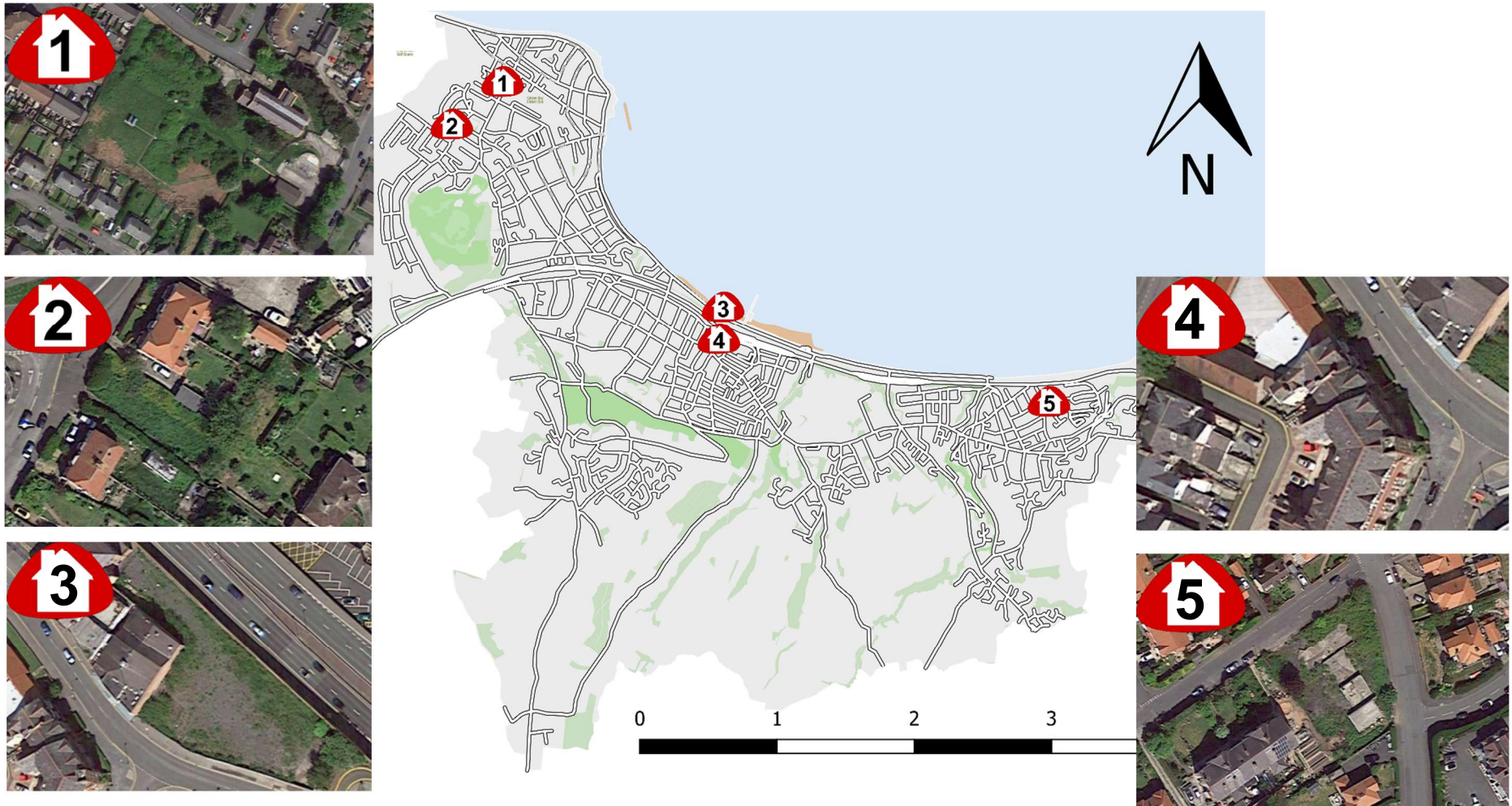


The photos below give a feel for the character of the areas and the architecture and distinctiveness of each place.



Potential Small Infill Sites

The Place Plan Steering Group have looked at the area in greater detail and have themselves identified some smaller infill sites that would accommodate less than 10 dwellings, and these are identified on the map below for future consideration.



Objectives for the Place Plan – Housing and future development

Based on the community priorities identified and the evidence summarised above, the following objectives have been identified for the Place Plan:

Aim: Our housing will be varied with a proportion being affordable whilst responding to the needs of both people and nature.

Objective No.	Objectives from Housing Chapter
Objective 1.	To reduce the number of empty flats above shops in the retail core - particularly Station Road
Objective 2.	Reduce the number of empty buildings in the Place Plan by promoting alternative re-uses (e.g., for local housing need)
Objective 3.	Fully understand and start to address the issues around Airbnb and second homes within the Place Plan area
Objective 4.	Support the development of a mix of tenures and affordable homes (both within the central areas and the new housing sites as identified within the LDP) and particularly those that promote sustainable construction and self-build principles.
Objective 5.	Address the issues around absentee landlords and seek innovative ways to improve.
Objective 6.	Set up partnership links with CCBC to investigate S106 opportunities for improvements to residents' well-being and links to new housing e.g., Play areas
Objective 7	To investigate opportunities for community-led housing schemes
Objective 8	To support the development of infill sites (less than 10 houses) as identified within the Place Plan Housing chapter

Place Plan Principles - Housing

Principle Reference	Principle	Related Objectives	Where most relevant
HP1.	<p>Housing developments will be supported where they demonstrate the delivery of social, intermediate and affordable homes, a mix of housing types and the following principles:</p> <ul style="list-style-type: none"> • Net improvements to infrastructure (e.g., new doctors, dentists, highway infrastructure, community facilities) as part of the development proposal • Pre-application discussions with Town Council • Design Brief (mix of housing types) • Community engagement at earliest opportunity • Strong active travel links • Renewable energy sources 	4 & 6	
HP2.	Development and heritage appropriate renovation that utilises empty buildings, brownfield sites and upper floors in town centre locations will be supported, particularly where there is a change of use to residential or live-work units.	1 & 2	Rhos-on-Sea, Old Colwyn (e.g., 1 Endsleigh Rd.) Colwyn Bay
HP3.	To encourage the use of upper floors above shops (for residential, commercial or leisure uses) – support will be given to developments that improve access and promotes active frontages, particularly in the Station Road and Abergele Road areas.	1	Station Road Abergele Road
HP4.	Support will be given to developments that promote sustainable construction principles and self-build initiatives.	4	
HP5.	Support will be given to community-led housing schemes	7	
HP6.	Support will be given to the development of infill sites within the Place Plan area (accommodating less than 10 dwellings) as identified within the Housing Chapter.	4	Sites identified within the Housing Chapter

Projects / Actions – Housing

Action reference	Actions / Projects	Related Objective	By When?	Lead Body / Collaborators
HA1.	<p>Liase with Conwy CBC to investigate potential research, initiatives, grants and support to bring empty buildings back into use, such as</p> <ul style="list-style-type: none"> • Schemes to convert town centre properties using Transforming Towns Grants. (particular focus on Station Road and Abergele Road). • Interest-free property improvement loans. • Grants for buildings that have been empty for up to 6 months. • Leasing schemes for empty properties. 	1, 2, 5	Long	<p>Steering Group Conwy CBC Town council CCBC – Housing and Regeneration Teams</p>
HA2.	<p>Set up links with the Planning Team at Conwy CBC to:</p> <ul style="list-style-type: none"> • Identify current planning consents in the Bay area and to discuss potential Section 106 funding opportunities. • Assist in the preparation of design briefs for housing sites that will have full public consultation. 	6	Medium	<p>Town Council Conwy CBC – Planning Team</p>
HA3.	Further investigate the extent of the Airbnb and Second home issues within the Place Plan area.	3	Medium	Town Council, Conwy CBC , Cwmpas
HA4.	Explore partnership opportunities with registered social landlords (RSLs).	4	Short	Town Council, Conwy CBC , Cwmpas, RSLs
HA5.	Investigate funding opportunities to take forward community-led housing schemes working in partnership with others.	4	Medium	Cwmpas , Town Council, Conwy CBC
HA6.	Identify the exact needs of the community in relation to housing – work with Conwy CBC in the first instance.	1-6	Short	RSLs, Conwy CBC, Town Council, Cwmpas
HA7.	Explore the need for a Brownfield site register	1, 2	Medium	Conwy CBC, Town Council

Theme 2

Culture, Heritage & Tourism

Photo: John Etheridge



Theme 2: Culture, Heritage & Tourism

Introduction

This chapter recognises the important role that Culture, Heritage & Tourism play in shaping the identity of Colwyn Bay and attracting visitors.

The community has told us that they place a high priority on ensuring that the rich heritage of the Bay is protected and showcased, and many people told us that they wanted to promote and celebrate the Bay of Colwyn's tourist offer as they felt very proud of what the area has to offer.

This section will provide an overview of the current Culture, Heritage & Tourism offer in the Bay of Colwyn, incorporating the views of the community, before outlining a set of policies and actions to address the identified challenges and opportunities.

What did the community tell us?

Popular Themes

- Developing a stronger tourism offer including accommodation
- Marketing Colwyn Bay
- Access and signage
- Celebrating Colwyn's history and culture and unique position in North Wales
- Festivals and Events: accessible to all
- The confrontation between residents and tourists
- Fully utilising Parc Eirias

Key feedback

- 75%** wanted the promenade, pier and seafront protected
- 46%** prioritised protecting cultural facilities such as Theatr Colwyn in our online survey
- 44%** prioritised protecting local heritage
- 41%** wanted the Arts and Festivals to be protected
- 19%** prioritised delivering great festivals and live music for the future of the Bay of Colwyn
- 18%** prioritised maintaining a strong Welsh identity for the future of the Bay of Colwyn

- Protecting local heritage features
- Promotion of local heritage and cultural facilities
- Utilising empty spaces for cultural activities
- Celebrating the Welsh language and identity

Community ideas on culture, Heritage & Tourism:

- Utilising space for culture
- Suggest a flower festival for Aug/Sept annually
- Respondents felt proud of the architecture and heritage and felt diminished buildings needed re-developing not demolishing
- Celebrating Colwyn's cultural links and heritage
- An overarching theme throughout the community's suggestions is for proper and full marketing of events and Colwyn's tourism offer
- The appointment of a town manager/ tourism officer to promote the Bay of Colwyn
- Develop the work of the Imagine Trail
- Potential to use empty buildings as space for cultural activities, events and workshops
- The possibility of using space on the new pier to place educational boards regarding the wind turbines, their energy production and environmental impact
- Development of a Lido in Rhos-on-sea

Quotes from the community

- *"Care about Residents, not just visitors."*
- *"Work on encouraging visitors to the Bay through measures such as good free parking incentives and business incentives."*

What did we do about it?

Based on the feedback received from the community, further information was gathered through desktop research and community-led evidence gathering to provide more detailed specific information relating to the Bay of Colwyn, as presented below.

This led to the identification of a set of objectives for the Place Plan that were then used to develop a series of potential policies for the plan and suggested actions the community can take to address some of these issues.

Culture, Heritage & Tourism in the Bay of Colwyn

The Bay of Colwyn has a rich heritage with many of the town's buildings giving a glimpse into the past. These features give the area a distinct identity and a sense of place for residents and those that visit the area. The area expanded rapidly with the railway in the mid-19th century attracting visitors to the coastal town.

However, a decline in tourist numbers led to the large Victorian hotels and guesthouses falling into disrepair and many being turned into houses of multiple occupation (HMO's). In recent times regeneration programmes have invested heavily in the area to see improvements such as "sea defences, waterfront developments, Theatr Colwyn renovation, Parc Eirias sports and events facilities, restoration and conservation of key buildings through the Townscape Heritage Initiative (THI), housing improvement schemes and the Coed Pella office development" (source: *Colwyn Bay Launchpad – Creu Conwy, Creating the Spark – Cultural Strategy for Conwy County*)

The community told us that the area was truly unique in that it was bounded to the south by mountains and to the north by the sea and promenade – this is the areas unique selling point and why tourism has great potential here. 76% of respondents of the Place Plan survey identified protecting and strengthening the promenade, pier and seafront as a strong priority for the future.

Culture and Heritage:

There is a rich mix of architecture and buildings of note within the Bay of Colwyn, and these are already highlighted by innovative initiatives such as the Imagine Trail. <https://www.imaginetrail.com/> which has been developed by the community as part of the Imagine Colwyn Bay project.

The Colwyn Bay Heritage Group also has a website <https://colwynbayheritage.org.uk/> which is a celebrated resource and offers 6



Source: Conwy Heritage



guided heritage walks within the Place Plan area together with oral histories and detailed histories of important key buildings and detailed information on key figures such as Sidney Colwyn Foulkes.

As part of the evidence collection for the Place Plan it was agreed that signage needs to be reviewed for the existing heritage walks and for links to be made with a new trail at Parc Eirias (launching in September 2023). It was also agreed that the Heritage Group would benefit from promotion and new membership with the existing Heritage Group website having the potential to be amalgamated with the Town Council website. It is essential that the Place Plan policies and actions build on all previous heritage and culture related projects that have taken place in the area.

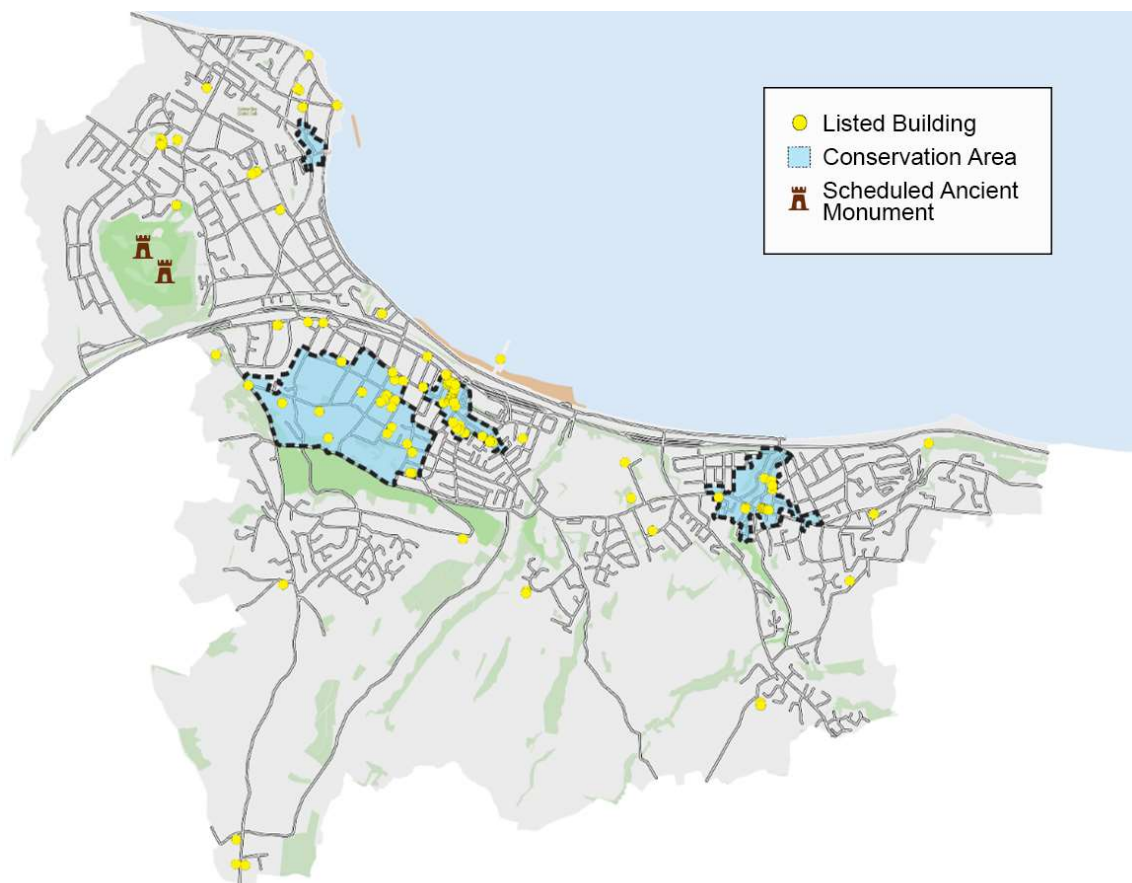
Listed Buildings and Conservation Areas

The Place Plan area currently has four designated conservation areas and 117 Listed Buildings.

- Colwyn Bay Town Centre Conservation Area
- Old Colwyn Conservation Area
- Rhos-on-Sea Conservation Area
- Pwlycrochan Conservation Area

There are two scheduled ancient monuments:

- Bryn Euryn Camp
- Llys Euryn Medieval House, Llandrillo-yn-Rhos





Small heritage features

This page demonstrates three examples of heritage features identified by the community. The images of the plaque (top left) and archway (bottom) can both be found on a grade 2 listed building along Station Road.

Currently being used for commercial purposes, the terrace of shops was built c1887 to the designs of Booth, Chadwick and Porter, architects of Colwyn Bay and Manchester, the principal architects to the Colwyn Bay and Pwllcrochan Estate Company, who were largely responsible for the development of Colwyn Bay as a resort after 1875. This property has had many uses including a bank and later a police station as demonstrated by the scales of justice and handcuffs.

The railing (top right) is from the original Victoria Pier which has been retained and incorporated into the new truncated Victoria Pier. The monogrammed wrought iron balustrading has been painted to mirror the original colours from 1934.

Tourism Offer

Regarding the tourist offer and experience, the community have told us that they feel that there is a wealth of potential in the area from Parc Eirias and the events that are promoted here, to heritage trails, the Mountain Zoo, the promenade, and annual festivals.

Tourism is a key employer and culture, and attractions are vitally important to support the prosperity of the area. The events and festivals not only attract visitors, but it provides entertainment and a sense of well-being for those that live in the area.

Tourism contributes £887m in income per annum in Conwy County, generated from 9.5m visitors (*Conwy Destination Management Plan*).

Key attractions / events in the Place Plan area include:

- Theatr Colwyn
- Mountain Zoo
- Parc Eirias water sports
- Prom Xtra
- Summer Concerts
- Rugby tournaments
- St David's Day Parade
- Flower Show, Rhos-on-Sea

The community (& local businesses) deliver a diverse range of events including:

- T4CB Big Picnic
- Pride event
- Outdoor cinema

Relevant LDP Policies

Strategic Policies: TOU/1, TOU/2 & TOU/4 (Tourism), CTH/1 – CTH/5 – cultural heritage policies including Welsh Language.

Other Relevant Documents

- Historic Building Asset register
- Menter Iaith Language Programme
- Census data
- STEAM report – WG / CCBC
- Creu Conwy – Creating the Spark” – A cultural Strategy for Conwy County Borough 2021 - 2026
- Library Strategy consultation
- Destination Conwy Management Plan 2019 – 2029 CCBC
- Perfectly Placed for Business and Growth” Conwy County’s Economic Growth Strategy 2017-2027
- TAN 15 – Flooding / Sea Defences
- North Wales Economic Ambition Board
- WG Partnership for Growth Strategy for Tourism 2013- 2020
- Events Strategy (CCBC)
- Conwy Town Centres First Study (Litchfield’s, June 2022)
- Conwy and Denbighshire Public Services Board Well-being Plan 2023 to 2028 (Draft)

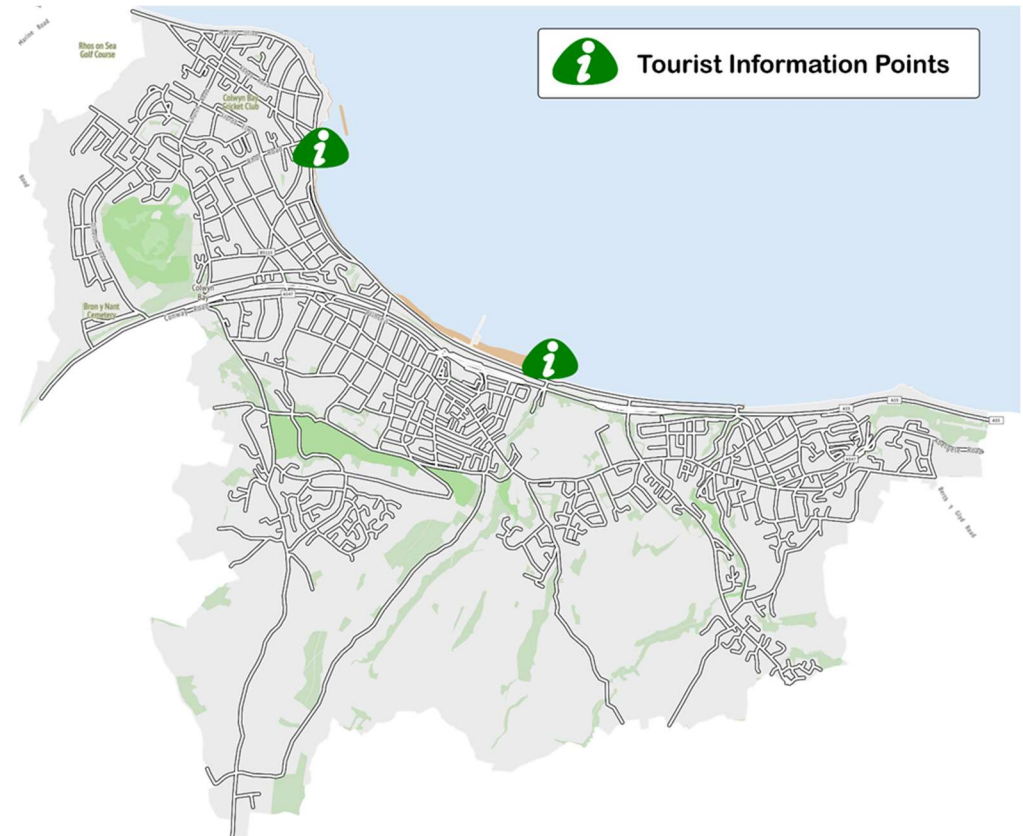
Bay of Colwyn Place Plan, January 2024

- Oriel Colwyn & Ink exhibitions
- Northern Eye photography festival
- Christmas and artisan/themed markets
- Annual Glamorgan Cricket (Rhos-on-Sea)
- Horticultural events (Rhos-on-Sea)

To enhance the economic prosperity of the area, additional improvements are required to ensure that visitors can easily reach the town centre locations of Rhos-on-Sea, Colwyn Bay and Old Colwyn from the promenade. Improved pedestrian connections should ensure longer visits and returning visits by tourists. These improvements would not only improve the visitor experience but also the daily life of local people who use the promenade for health and well-being purposes. We have also been told that the marketing of events and festivals could be improved to ensure locals are aware of the annual calendar and to find out what is going on locally to them. It is noted that there are two current Tourist Information Points within the Place Plan area at Rhos (volunteer-led) and Porth Eirias.

With regard to tourism accommodation, there are independent Bed and Breakfast establishments together with a national chain hotel and there are currently proposals to develop the former Civic Centre into a hotel. There is competing demand from Llandudno which lies 5 miles northwest of the Bay which has a wealth of accommodation providers.

In recent years, an influx of Airbnb accommodation has become available with properties on new estates and coastal new build apartments being purchased as second homes with Airbnb potential. This is having a negative impact on first time buyers who are being priced out of the area. Evidence as to the number of Holiday lets is notoriously hard to pin down as property



owners do not need to declare the use of their property as a holiday let. The number of self-reported Holiday Lets paying Business rates (as opposed to council tax within the Place Plan area) rose from 42 in 2021/2 to 72 in 2022/23 (source: CCBC 2023). In addition to this, a snapshot of Airbnb indicated a total of 136 properties, available for rental between Feb 2023 and Feb 2024 (Airbnb, Feb 14th, 2023).

The issue of second homes is recognised by Welsh Government who have introduced an increase to the maximum level at which local authorities can set council tax premiums on second homes and long-term empty properties – an increase to 300% is effective from April 2023.

Culture, Heritage & Tourism - Objectives

Aim: Our community will celebrate and promote the area’s heritage, valuing its Welsh culture and unique identity with aspirations to break down barriers to make Welsh culture accessible to all. Our area will host events, festivals, and live music, accessible to all.

Objective No.	Culture, Heritage & Tourism Objectives
Objective 1.	Develop and promote the Bay of Colwyn as a sustainable tourist destination.
Objective 2.	Protect and promote the Bay of Colwyn’s heritage, culture and facilities and its unique coastal position in North Wales
Objective 3.	Supporting festivals and events for visitors and residents.
Objective 4.	Support a balanced approach to the development of Parc Eirias as both a tourism asset and community facility.
Objective 5.	Utilise empty spaces for cultural activities.
Objective 6.	Improve and celebrate the Bay of Colwyn’s Welsh language, culture, and identity – ensuring accessibility to both visitors and residents
Objective 7.	Provide additional facilities to promote the area as base for a cycling, walking, and touring North Wales.

Place Plan Principles - Culture, Heritage & Tourism

Principle Reference	Principle	Related Objective	Where most relevant (if applicable)
TCH/1.	Development should prioritise the protection or enhancement of key heritage buildings and architectural features where possible. Development which involves the loss of key attractions within the Bay of Colwyn will not be supported unless it is no longer viable, and this can be clearly demonstrated/evidenced to the satisfaction of the Local Authority.	4	Areas with high % of absentee landlords
TCH/2.	Support will be given to the protection of important key cultural assets. Examples include Theatr Colwyn, Harlequin Puppet Theatre and the Pier.	1,4,5	
TCH/3.	Developments that damage or remove small heritage features such as fixtures / fittings (e.g., Station Rd.) or Cast-Iron signs (e.g. Rhiw Rd., Abergele Rd) will not be supported.		Rhos Promenade – heritage trail panels / water fountain
TCH/4.	Support will be given to events, activities and the re-use of kiosks at Parc Eirias to promote the park as both a key facility for residents and a tourism asset.	1,7	Parc Eirias
TCH/5.	In principle, support will be given to developments that: <ul style="list-style-type: none"> • Provide dedicated tourist accommodation, attractions and facilities • Contribute to the evening economy • Re-use empty / prominent buildings, particularly for cultural purposes • Facilitate tourism across the Place Plan area, particularly in existing centres • Promote the Welsh language and unique identity of the area <i>Unless the proposed developments are in conflict with other policies in this plan.</i>	1,2,5,6	
TCH/6.	Where new or existing events and festivals require temporary infrastructure – these will be supported to encourage a greater tourism where residents are not adversely impacted.	2	Parc Eirias
TCH/7.	Support will be given to empty (non-residential) premises that can be utilised as tourism assets e.g., Rhos Point, where the proposals are in accordance with the policies of the Local Development Plan.	1,5	
TCH/8	Development that could damage Welsh Language and identity will not be supported.	6	

Culture, Heritage & Tourism - Projects / Actions

Action Reference	Actions / Projects	Related Objectives	By When (S/M/L)	Lead Body / Collaborators
TCH/A1	<p>Support and promote existing activities that celebrate the Bay of Colwyn's Unique Selling Points, heritage, culture and tourism offer, including:</p> <ul style="list-style-type: none"> • Our proximity of the sea, beach, promenade and woods • Heritage Walks / Trails and associated signage. • Activities that promote the use of the promenade • Welsh Language cultural events • Our value as a cycling and walking destination 	1,2,6,7	Short	Town Council Conwy CBC Town Teams Schools Menter Iaith Visit Conwy Go N. Wales Sustrans Visit Wales
TCH/A2	<p>Working in partnership with appropriate agencies, investigate and develop projects that improve awareness of culture and heritage in the Bay of Colwyn area, including working on the identify and branding of the Bay. Projects could include:</p> <ul style="list-style-type: none"> • The potential for reuse of the station building on platform 3 for tourism. • Incorporating culture into existing connections between the town and promenade (e.g., better signage / public art). • Innovative features / Welcome to Colwyn Bay signage from the A55 to encourage people to stop off in Colwyn Bay. 	1,2,3,4	Medium to Long	Transport for Wales Network Rail North Wales Trunk Agency Town Council Colwyn CBC Visit Wales Welsh Gov. Town Teams Pigtown Theatre Cic

Bay of Colwyn Place Plan, January 2024

TCH/A3	<p>Undertake further research to investigate need / demand and funding opportunities for new initiatives to improve our tourism offer, including:</p> <ul style="list-style-type: none"> • The availability and distribution of existing tourism accommodation & demand to help inform consideration of future proposals • A Lido in Rhos-on-Sea • The appointment of a dedicated Bay of Colwyn Tourism / Regeneration / Town Manager to promote the area • Demand / opportunities for community ownership of public buildings • Using space on the Pier for wind turbine information boards / activities • The need for hook-up points for motorhomes along the promenade and within Parc Eirias. Investigate opportunities for a dedicated overnight area. 	1,2,3,4,5	Long	Town Council Conwy CBC Town Teams Visit Wales
TCH/A4	<p>Develop and deliver new projects that celebrate the culture and heritage of the Bay of Colwyn including:</p> <ul style="list-style-type: none"> • New heritage trails and linkages to new trail at Parc Eirias • Celebrating local figures such as Terry Jones and Sydney Foulkes. • Small museum for local heritage and culture. • Covered bandstand • Developing the work of the Imagine Trail • Ministry of Food – links to Colwyn Bay 	2,3,5,6,8	Short to Medium	Colwyn Heritage Society Town Council Friends of Eirias Park Visit Wales
TCH/A5	<p>Town Council / CCBC to investigate the potential for new multi-use tourism / heritage or cultural spaces within the Place Plan area e.g., Town Hall</p>	1,2,3,6,7,8	Short	Town Council, CCBC, Town Teams

TCH/A6	<p>Support, develop and promote a wide programme of events to cater for all age groups and abilities, such as:</p> <ul style="list-style-type: none"> • Cultural events and street life celebrations (e.g., open mic night, street food, live / open air music, food festivals, sporting events) • Celebrate and promote the centenary of Parc Eirias • Annual Flower Festival • ‘Best of the Bay’ and ‘Made in Wales’s Artisan Markets • Forties Event <p>Events are to be effectively communicated / marketed to the local community and further afield to attract visitors.</p>	2,3,4,5	Short	<p>Town Council Conwy CBC Artisan Market Company Town Teams Access All Eirias Visit Wales</p>
TCH/A7	<p>Undertake opportunities to improve digital connectivity in the area such as promoting the use of the electronic noticeboards to promote events calendar as a central hub for information. Potential to amalgamate Heritage Group website into the Town Council’s website.</p>	2		<p>Heritage Group Town Council</p>



Theme 3

Facilities, Assets, Health and Well-Being

Theme 3: Facilities, Assets, Health and Well-Being

Introduction

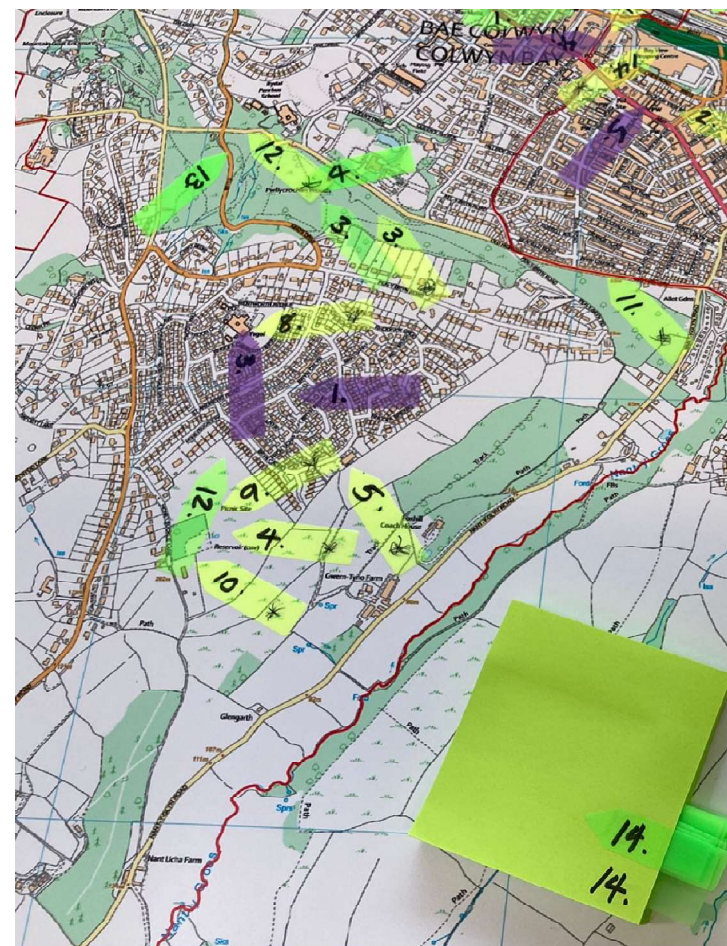
This chapter focuses on the important facilities and assets that are currently available in the Place Plan area together with their importance in promoting health and well-being for residents and visitors.

The community have told us of exciting initiatives already taking place in the area such as the Together for Colwyn Bay Games Club and Toastie Club on Rhiw Road which are exemplar projects that could be looked at across the Place Plan area.

Organisations such as Together for Colwyn Bay are unique and are considering establishing a community hub / permanent premises within the centre of the Bay which could include opportunities to assist young people within the Bay.

The community feel proud of projects taking place but also feel that there is much to be done particularly with regard to youth provision in the area.

This section will provide an overview of the current facilities and assets on offer in the Bay of Colwyn, incorporating the views of the community, before outlining a set of policies and actions to address the identified challenges and opportunities.



What did the community tell us?

Popular Themes:

- Maintaining and improving sports facilities
- Providing quality health and social care provision
- Creating safe spaces
- Facilities and activities for young people
- Quality Play space provision
- Community Space and facilities
- Public services and community facilities
- Toilet provision



Porth Erias play area - credit Nicholas Butterworth

Quotes from the community

“Drainage ditches around the football pitch need clearing of litter. Also, the dugout needs a face-lift”.

“Their (Doctors Surgeries) opinions should be sought over local developments that could impact on their service provision. “

“Too many drunks and drug users congregate here and on Station Rd. They need support but they are very anti-social. Lots of reports on Facebook showing there from first thing in the morning. They make me feel very uncomfortable walking past them at 10am!!!!”

“I’ve seen youngsters playing Football on the Bowling Greens. I don’t approve but where else within Eirias Park is there if you don’t have the means to join an organized group.”

“Rhos-on-Sea Park is fabulous with its paddling pool.”

“Square in town not a very nice place not appealing to tourists or locals due to shouting and bad language.”

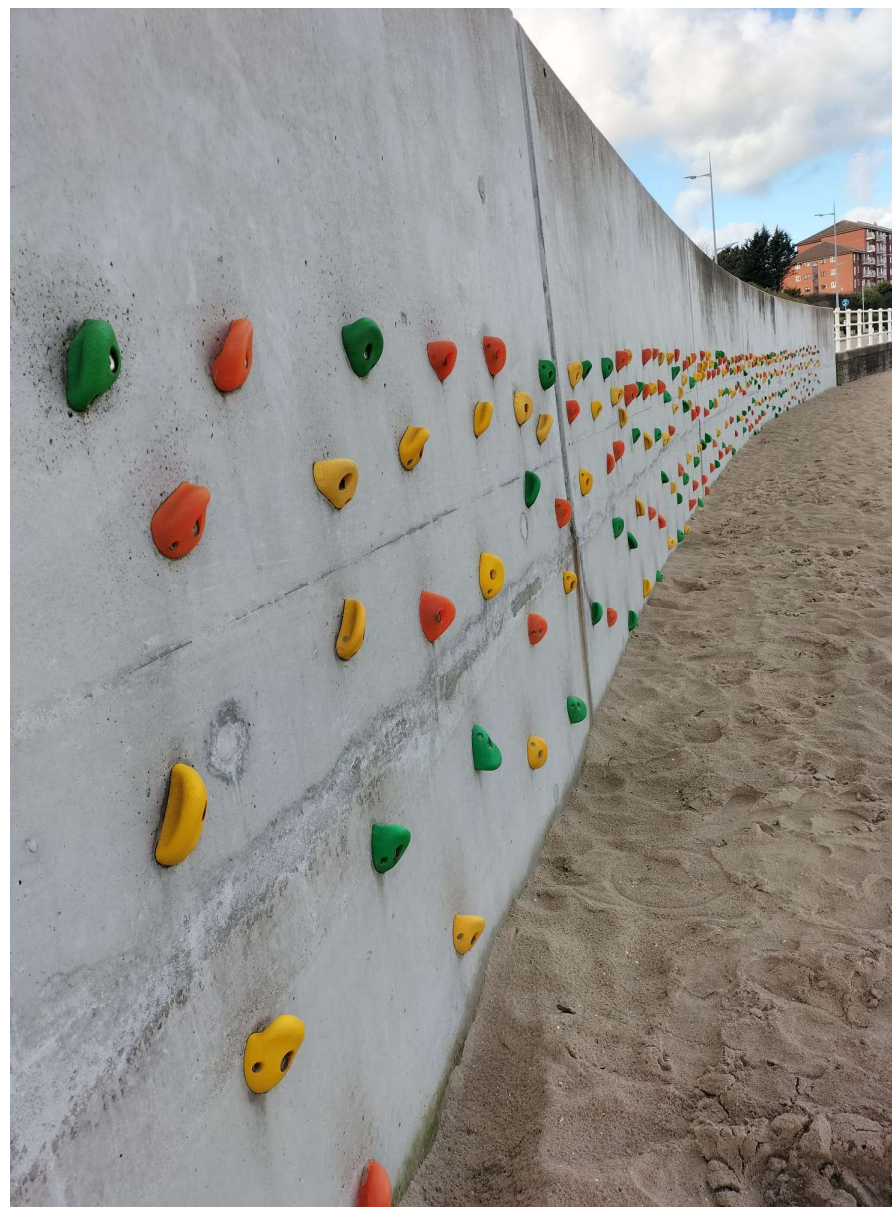
Feedback from Consultation

Sports Facilities

- 54% of respondents prioritised protecting leisure and sports facilities such as Parc Eirias.
- Current sports facilities are highly valued, however, many comments called for additional maintenance, notably on the pitches surrounding Colwyn Bay Rugby Club.

Health and Social Care Provision

- Healthcare was the 3rd highest rated area for improvement from the online survey.
- People expressed the need for better healthcare. However, views of healthcare vary across the Bay area, Cadwgan Surgery in Old Colwyn is viewed positively whilst Rhoslan Surgery has complaints of not being able to access services.
- Support is needed to attract GPs to work in local doctors' surgeries which are currently understaffed. Consultation with health care services should take place before approving applications that might impact local service provision.
- Concerns have been raised over care for older people with calls for in-home care and improved care provision for older people.



Safer Spaces

- Comments stated that residents felt unsafe or uncomfortable around the Bay due to anti-social behaviour and issues with drink and drug use in public spaces. Key areas of concern: Parc Eirias, the embankment, Ivy Street (car park), Station Road, outside the railway station.

Anti-social Behaviour and Youth Facilities

- Only 28% of respondents prioritised protecting facilities for young people. However, 42% told us services and facilities for young people needed improving.
- Comments from respondents clearly outlined a wish for more things for young people to do and safe spaces for young people to meet. Particularly in response to groups of young people spending time on the streets and current anti-social behaviour. These comments mention all parts of the Bay of Colwyn.

Public Toilets

- Respondents appreciated existing public toilets along the promenade and in Rhos-on-Sea, however, have identified the need for newer/improved toilets, and better access to disabled toilets. Notably in the town centre.

Play Space

- Play areas are valued by the community, notably the padding pool in Rhos-on-sea. The community want to see quality play areas with new equipment and highlighted the need for maintenance of existing play spaces.



What young people told us

Young people told us in the future they wanted:

- Better facilities in the town centre
- Improved youth provision and activities
- Improved community and improvements to getting around

The places that are currently important to children include:

- The Beach
- Bay View shopping centre
- Skatepark
- Welsh mountain Zoo
- Parc Eirias
- Theatr Colwyn
- Colwyn Leisure Centre



Community ideas

- Higher provision of drug and alcohol support services.
- A purpose-built community centre in Rhos-on-sea.
- A play area near to the town centre was requested together with outdoor gyms. One suggestion was to turn the square opposite Ivy Street into a community park for local children and a BMX track.
- Many members of the community supported intergenerational youth facilities, with older people sharing experience and skills with young people and vice-versa.
- The community felt that encouraging increased footfall along station road would decrease safety concerns.

What did we do about it?

Based on the feedback received from the community, further information was gathered through desktop research and community-led evidence gathering to provide more detailed specific information relating to the Bay of Colwyn. This included gathering local data on existing facilities in an asset map (see below) and a play area audit. This led to the identification of a set of objectives for the Place Plan that were then used to develop a series of potential policies for the plan and suggested actions the community can take to address some of these issues.

Facilities, Assets, Health and Wellbeing in the Bay of Colwyn

The well-being and health of residents within the Place Plan area is of great importance.

Since Covid-19 there is an increasing desire for maintaining excellent provision to allow residents to undertake exercise, meet friends in quality and safe communal community spaces and for young people to have access to sports facilities and activities in safe environments.

Many people told us that they wished for existing facilities to be maintained and improved particularly sporting facilities and activities with a focus for young people together with the provision of high-quality health and social care provision.

Relevant LDP Policies

Policy CFS/1 – Community Facilities and Services

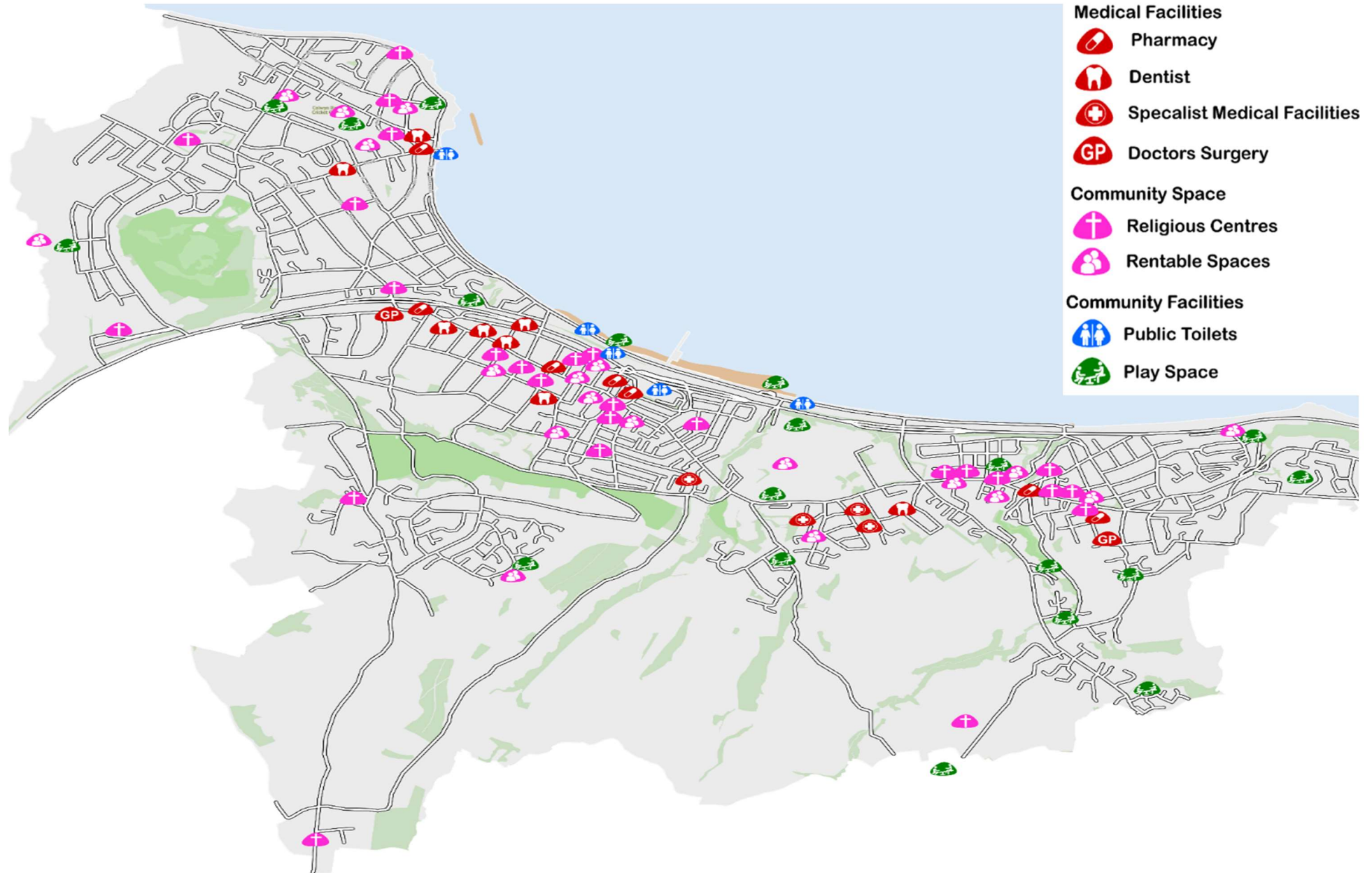
Policy CFS/6 – Safeguarding of Community Facilities outside the sub-regional centre and town centre

Policy CFS/15 – Educational Facilities

Other Relevant Documents

- Children’s poverty, County Research Document, CCBC (2012)
- Public Health Board Demographics data
- T4CB asset map and Driving Change Plan
- Play Area Audit (CCBC)
- Community facilities Study
- Conwy and Denbighshire Public Services Board Well-being Plan 2023 to 2028 (Draft)
- North Wales Population Needs Assessment April 2022
- North Wales Talking and Community Alert System data, North Wales Police website

Our Community Assets

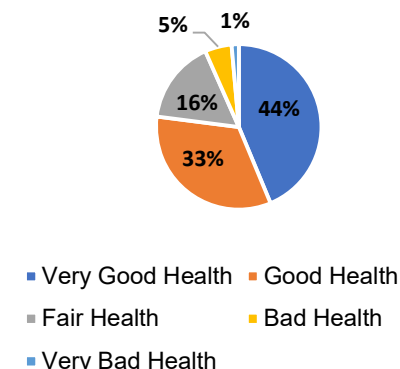


The community told us that quality play provision across the Bay of Colwyn was of high importance to them and they very much valued community spaces and wanted the provision of accessible toilets for all.

It was noted during the community engagement that loneliness and isolation was of concern post-Covid and future projects would need to take special account of this, particularly with the older generation.

Another theme coming through was the concern regarding an increase in anti-social behaviour particularly in the town centre of Colwyn Bay - this was having a negative impact on people feeling comfortable to access facilities during evening hours. The 2021 Census tells us that the percentage of population within the Place Plan area with very good health is 43.7% (see chart below) – however there are 21% that fall within the fair / bad health categories.

General Health in the Bay of Colwyn



Facilities, Assets, Health and Wellbeing – Objectives

Aim: Our safe spaces will support community and cultural activities and ensure that health and wellbeing provision meets the needs of all our residents particularly nurturing our younger people.

Objective N.	Key objectives from Facilities, Health and Wellbeing Chapter
Objective 1.	To maintain and improve facilities within the Bay of Colwyn particularly those that focus on youth provision and cultural activities
Objective 2.	Provide good quality play and sports provision
Objective 3.	Create safe and welcoming spaces for all
Objective 4.	Provide quality health and social care provision
Objective 5.	Provide quality community spaces and facilities
Objective 6.	Accessible free toilet provision for all, across the Bay of Colwyn

Place Plan Principles - Facilities, Assets, Health and wellbeing

Principle Reference	Principle	Related objective	Where relevant
FAHW/1.	Applications in town centres that promote vibrant and sustainable mixed-use spaces will be supported, particularly in areas with currently limited footfall. This should be with the aim of improving safety, reducing antisocial behaviour, improving social cohesion and providing opportunities for culture, learning and skills.	1,3,5	Town Centre (Station Road / Bay View Centre car park/ St Pauls church grounds / Ivy Street car park/ Sea View road) Retail cores, Min Y Don park, Wynn Gardens, First Avenue / Second Avenue
FAHW/2.	Applications for youth centres & facilities will be supported and priority should be placed on S106 contributions to provide facilities for young people including: <ul style="list-style-type: none"> • Purpose-built covered areas / meeting spaces / youth sheds / youth clubs • Shelters on the promenade with Wi-Fi and charging facilities • Outdoor teen areas e.g., parkour, basketball • Places for bands • Children’s soft play / leisure provision • Play areas 	1,2,3,5	Town Centres - Old Colwyn Colwyn Bay Rhos-on-Sea (youth-based facility needed)
FAHW/3.	Support will be given to applications that increase community facilities for health and wellbeing, including those that: <ul style="list-style-type: none"> • Build on healthcare infrastructure to promote a quality service provision e.g., doctors’ surgeries. This includes supporting the change of use of current empty buildings. 	4,5	Rhos-on-sea Old Colwyn Colwyn Bay

	<ul style="list-style-type: none"> • Create indoor provision such as indoor sports and games (e.g., bowling, archery, yoga, golf) and recreation (e.g., laser games, escape rooms, soft play for teens & under 18 discos). To include sensory / specialist activities where applicable. • Deliver purpose-built community centre provision in the Rhos-on-Sea area. 		Station Road – empty units
FAHW/4.	Support will only be given to outdoor sports and play provision that demonstrates a quality accessible design that is well-lit and safe for all.	3,5	
FAHW/5.	Any developments will not be supported if they negatively impact existing sport provision / facilities or play space.	1, 2	
FAHW/6.	Support will be given to new and existing drug and alcohol services in the area.	4	

Facilities, Assets, health and wellbeing - Projects / Actions

Action Reference	Actions / Projects	Link Objective	By When S / M / L	Lead Body / Collaborators?
FAHW/A1.	<p>Review community perceptions of safety within the Bay of Colwyn area and work to alleviate community concerns. Actions may include:</p> <ul style="list-style-type: none"> • Review lighting and CCTV coverage for safety • A project that will alleviate anti-social issues during the evenings • Liaise with local community police to improve safety • Support activities / provision for younger people, particularly in evenings 	3	Short	Neighbourhood Police Team Town Council CCTV Control (CCBC) Business Community Colwyn Youth Service T4CB / Town Council - partnership
FAHW/A2.	Investigate potential provision and funding of new 24/7 toilet provision, notably within open spaces and public areas. All new toilet provisions should be adequately sign posted.	6	Short	CCBC, Town Council, Business Forum, T4CB

FAHW/A3.	Investigate ongoing funding streams for youth play and sports provision.	1	S / M / L	Colwyn Youth Service CCBC – Family Centre, T4BC, Youth Justice
FAHW/A4.	Explore the current provision of community facilities and identify opportunities and funding for gaps in provision throughout the Place Plan area, including: <ul style="list-style-type: none"> • Health services including Pre & post-natal provision • Sports / gym / fitness facilities for young people (including outdoors) • 4G AstroTurf pitches / Skateparks • Youth workers / provision of youth services / Toddler groups • Good quality play provision (town centre location e.g., Ivy Street) 	5, 2	S / M / L	Town Council, Health board, Youth services Schools, Community Spaces, Family Centre (central area) Coleg Llandillo, Colwyn Leisure, Centre, T4CB, Cytun Community Library Service
FAHW/A5.	Investigate and support projects that combat isolation and loneliness e.g. 'Let's meet' events.	3	Short	Community Library Service (community hubs) Town Council Wellbeing Network
FAHW/A6.	Collate a list of community spaces in the Bay of Colwyn area and promote use of rentable community spaces to the wider community.	5	Short / Medium	Town Council Conwy Library Service T4CB
FAHW/A7.	Investigate and develop projects that promote intergenerational activity where older people can share experiences and skills with younger people.	1,3,5	Short / Medium	Conwy Library Service Schools, Age Connect Conwy Youth Service Neighbourhood Police Care Homes, Cytun, Tape – Music and Film

A photograph of a paved path, likely a sidewalk or cycleway, with a red tint. The path is made of rectangular paving stones. On the left, there is a concrete curb and some greenery. In the center, there is a white bicycle symbol painted on the pavement. To the right, there is a white pedestrian symbol painted on the pavement. A shadow of a person is cast across the path from the right. The overall scene is brightly lit, suggesting a sunny day.

Theme 4

Getting Around – A Connected Colwyn

Theme 4: Getting around – A Connected Colwyn

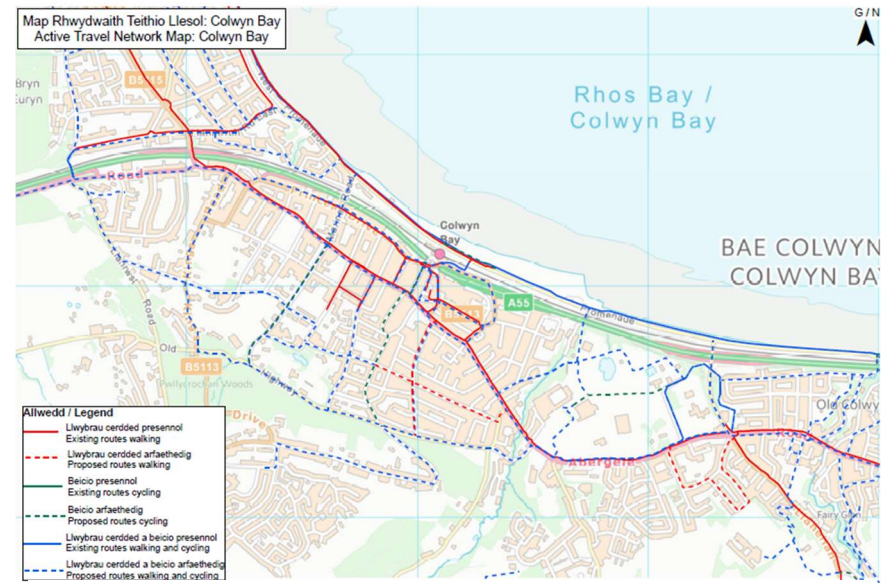
Introduction

Getting around the Bay of Colwyn in a safe, direct and accessible manner was a key message that came through the community engagement phase.

This chapter will focus on the importance of promoting active travel within the Bay. To ensure that journeys can, where possible, be undertaken without the reliance of the car and for walking and cycling to be the natural mode of transport, if possible, for short everyday journeys or in combination with other sustainable modes of transport (bus and rail). This would benefit not only the health and well-being of residents and visitors but would encourage improved connections between the town centres and the promenade, which are lacking.

Much has been done already along the Promenade to promote walking and cycling but to those we have talked to there are still challenges such as lack of rest points, toilet provision and segregation for users. There is ambition to ensure visitors who arrive directly at the promenade spend time undertaking other activities. There is much to do for visitors south of the promenade area - cafes and restaurants, theatre and galleries, independent shops and other sporting facilities that the area has to offer. With good connections from the promenade these trips could be made easier for residents and visitors.

The Active Travel (Wales) Act 2013 requires the County Council to promote and improve Active Travel routes and facilities in the Bay. Future routes are always being considered and much work has already taken place in the area. The Active Travel Map for the Bay of Colwyn can be found via this link <https://datamap.gov.wales/maps/active-travel-network-maps/> and shows existing walking and cycling routes together with future routes.



Colwyn Bay Active Travel Map

What did the community tell us?

Popular Themes

1. Access between the town centre and promenade
2. Limited provision of rest points
3. Promoting active travel
4. Poor condition of roads and pavements
5. Traffic Management
6. Parking (particularly along the seafront)
7. Pedestrianisation

Quotes from the community

“Such rough pavements everywhere so difficult for disabled people. “

“The prom is a great walk but nowhere to sit along its entire stretch!”

“Better access to prom, why is there no pedestrian crossing to the pier - hazardous crossing”

“Footpaths are a problem. Gutters running through uneven footpaths.”

“Longer parking time restrictions. 1 1/2 hours too short”

“Help small businesses on the prom with locals free parking on the prom.”



Key Feedback from consultation:

1. The community have identified connection issues between the town centre and the seafront/promenade. These include:
 - Lack of direct routes for pedestrians
 - Lack of clear signage, particularly for tourists
 - Lack of line of sight between the town centre and seafront
2. The community have identified limited benches, rest points and shaded areas, notably at bus stops (i.e., Ebberston Rd, Heaton Place, Diana Gardens) and along the promenade. This excludes some members of the community from active travel.
3. Communities have expressed the importance of active travel choices, however, there are current issues with how active travel is delivered.
 - Conflict between pedestrians and cyclists in shared spaces, i.e., along the promenade
 - More pedestrian and cycleways are needed which increase connectivity across the wider Bay area
 - Limited pedestrian crossing points
 - Limited provision of public transport on the North-South axis
4. The condition of roads and pavements has been a repeated issue identified within this engagement. This includes roads with potholes, uneven pavements, and overgrown vegetation and tree roots on pavements. This has caused safety and access concerns from disabled and elderly members of the community.
5. There have been issues of speeding and traffic. Areas noted include: Penrhyn Avenue, Cayley Embankment, Groes Road Ael-y-Bryn Road etc.
6. Parking has been a consistent concern with the community. While some residents are concerned as to the quality of parking available, many concerns focus around the wish for free parking in the town centre and along the promenade, and longer parking periods for shopping. The community raised concerns about the cost of parking for local people along the pier.

Community ideas:

- The community have identified the opportunity to develop a direct pedestrian access from the train station at the end of Station Road on to the promenade, this could potentially utilise the existing route from what was platform 3 and the promenade.
- Add pedestrian crossing points along the promenade to give priority to pedestrians. Notably between the underpass and the pier.
- Segregate pedestrians and cycleways, where it is possible to do so.
- Reduce speed limits for safety in key destinations.
- Reduce traffic along the promenade with shuttle buses between the town and promenade.
- Implementation of a local park and ride service to reduce traffic in the town centre.

What did we do about it?

Based on the feedback received from the community, further information was gathered through desktop research and community-led evidence gathering to provide more detailed specific information relating to the Bay of Colwyn. This included gathering up to date census data and creating a Connections Map (see below).

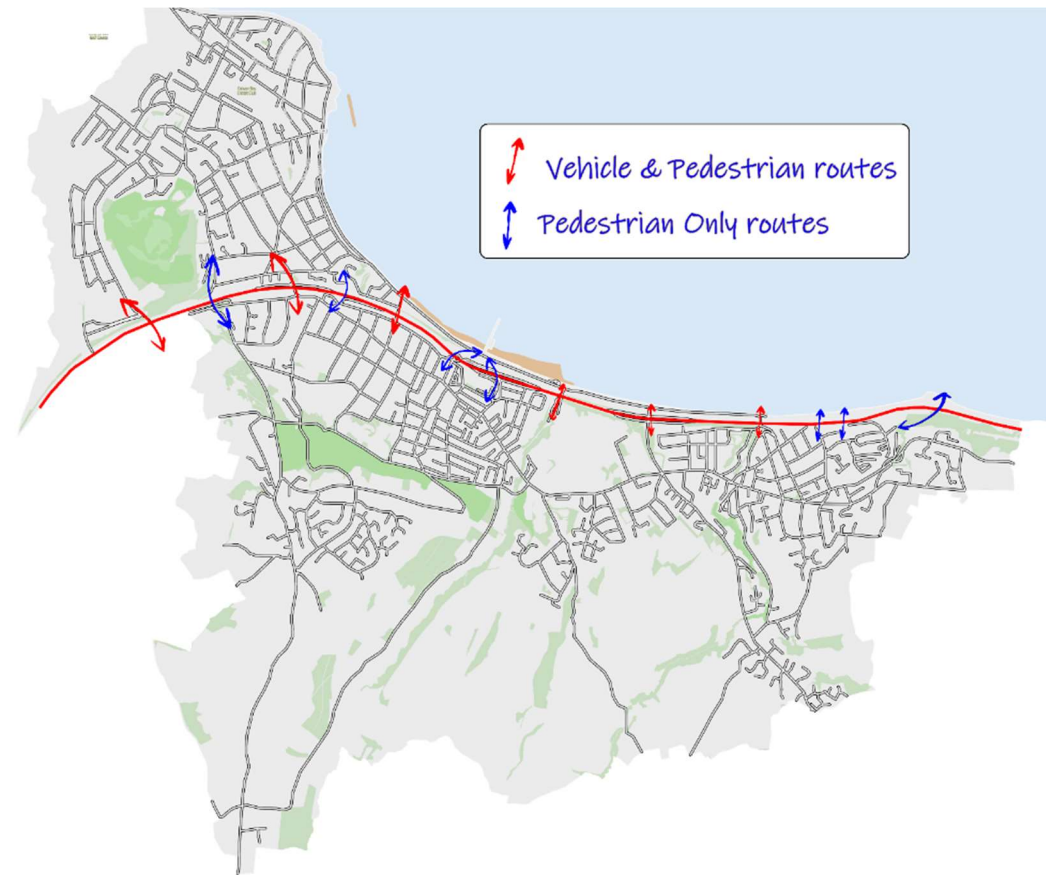
This led to the identification of a set of objectives for the Place Plan that were then used to develop a series of potential policies for the plan and suggested actions the community can take to address some of these issues.

Getting around in the Bay of Colwyn

The A55 and railway line currently act as a physical barrier between the built-up area of the Bay and the seafront, leading to connectivity issues for residents and visitors to the area. This situation means that people, except for those in Rhos-on-Sea, must rely on specific crossing points indicated on the map for access to the promenade. Regeneration improvements along the promenade in recent years have promoted the area as a destination for cycling, dog walking and use of a clean beach environment. However, many will drive directly to the promenade without accessing the services and facilities directly south.

The community told us that they feel proud of the seafront, promenade and pier and therefore it is essential that connectivity solutions are considered including improved signage and better access and crossing points. One such crossing is shown on page 71 where there is a pedestrian link from the town centre in Colwyn Bay to the promenade. There is no zebra crossing here to help pedestrians cross safely.

One project that has been raised on several occasions through the community engagement is the possibility of re-opening the connection between Platform 3 of the train station and the promenade. This is currently blocked up, but if reopened would be a real asset, facilitating direct access to the beach for incoming visitors and further facilitating beach and town connectivity.



Crossing locations across the A55.

Bay of Colwyn Place Plan, January 2024

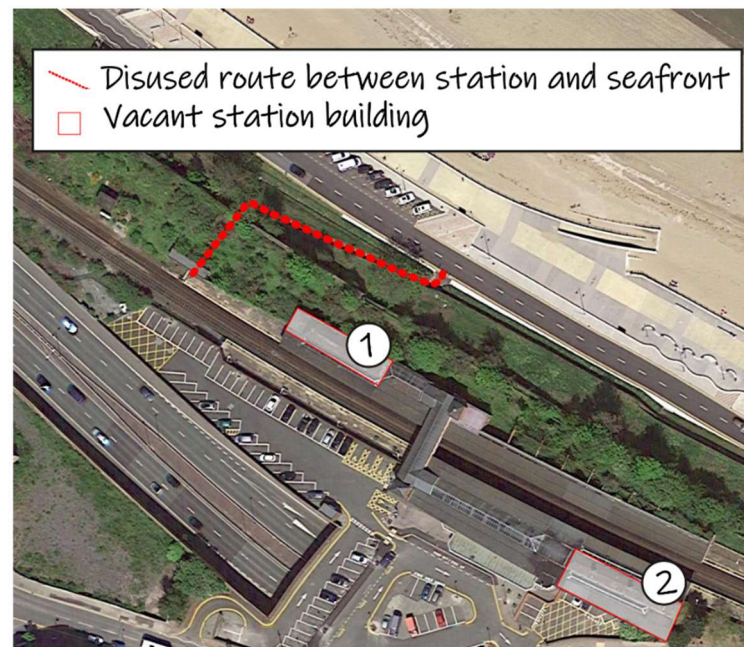
In addition, opening this route creates the opportunity to reopen building 1 - platform 3 on the adjacent map with possible commercial or community uses. Building 2 as shown already has community interest.

Many residents told us that the current state of pavements and roads was a concern to them in terms of walking and cycling around the Bay of Colwyn. Those with mobility issues were finding it difficult to move around safely.

Parking has also been a topic of interest during the consultation phase with many residents indicating that reduced parking fees along the promenade to facilitate dog walking and exercise would be a great advantage for residents. In addition, the length of parking allowed is often too short – older shoppers highlighted that 1.5 hours is too short a timescale to undertake their weekly shop, particularly for those with mobility issues.



Aerial photo displaying the pedestrian underpass between the town centre and promenade (taken before pier construction)



Aerial photo identifying the current disused pedestrian route between the railway station and promenade.

The reliance of the car for commuting is still high and the latest census data demonstrates 57% of commuters traveling via car or van, and only 14% of commuters utilising active travel methods such as walking, cycling or taking public transport (*Census, 2021*).

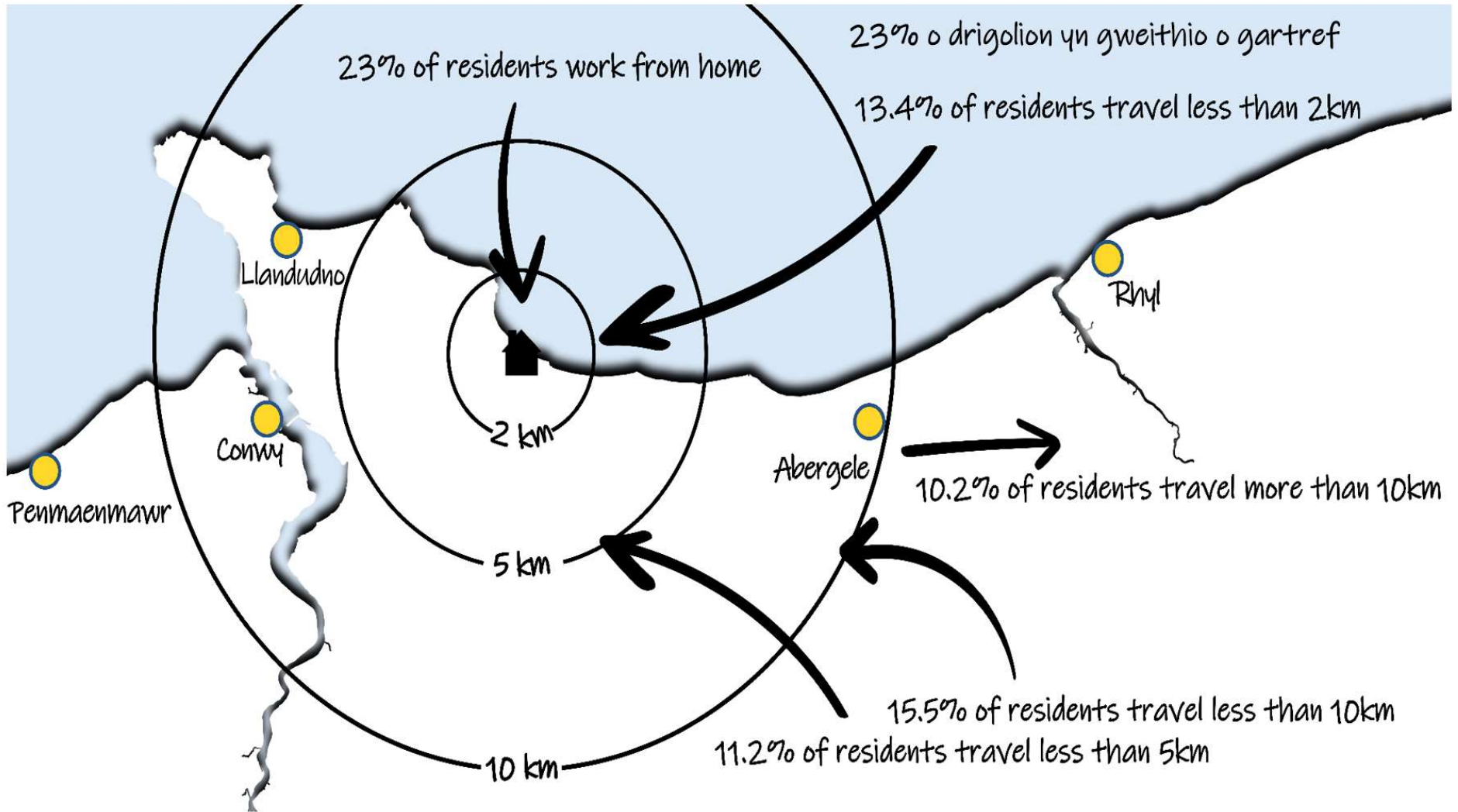
The Place Plan is in a strong position to promote active travel over the plan period and to promote walking and cycling as outlined in the Welsh Government hierarchy (*Source: Welsh Government: Llwybr Newydd A New Wales Transport Strategy 2021*). The diagram below demonstrates the distances that people travel to access work from within the Bay of Colwyn – interestingly with 23% now working from home (*source: Census, 2021.*)

Relevant LDP Policies

Strategic Policies: STR/1 – STR/5 (Sustainable transport, parking and travel)

Other Relevant Documents

- Active Travel (Wales) Act 2014
- Active Travel Act Guidance (July 2021) Wales <https://www.gov.wales/sites/default/files/publications/2022-01/active-travel-act-guidance.pdf>
- Active Travel Network maps (CCBC / Transport for Wales)
- Transforming Towns information
- Active Travel Town Centre Strategy
- Conwy Town Centres First Study (Litchfield's, June 2022)
- Conwy and Denbighshire Public Services Board Well-being Plan 2023 to 2028 (Draft)



Infographic displaying the commuting distance of residence of The Bay of Colwyn (Data: National Census, 2021).

Getting Around – A Connected Colwyn - Objectives

Aim: Our local network will champion connectivity via active travel whilst keeping us connected further afield. We will ensure national transport policy is tailored to fit local priorities.

Objective No.	Getting Around – A Connected Colwyn Objectives
Objective 1.	Improve ease of access between the town centre and the promenade ensuring safe access to the beach for all
Objective 2.	Promote Active Travel and provide additional rest points
Objective 3.	Improve pedestrian and vehicular signage and wayfinding opportunities to promote safe walking, cycling and tourist access
Objective 4.	Improve parking provision for everybody (tourists and local community)
Objective 5.	Improve traffic management to promote road safety including the condition of roads and pavements
Objective 6.	Continue to follow Wales National Transport Policy – whilst tailoring it to local needs and priorities

Place Plan Principles - Getting Around

Principle Reference	Principle	Related Objective	Where most relevant if applicable
GA1.	Support to be given to infrastructure that facilitates connectivity via active travel. Development that facilitates active connections and wider active travel initiatives e.g., Bike storage & racks, all weather rest points, additional cycling routes, cycle hire, and repair will be supported. All new routes should be clearly sign-posted. Key areas of connectivity between the town and local amenities are listed right.	1,2,3	Town and seafront, links to Parc Eirias, links from town to railway station, links across the A55
GA2.	Where funding and developer contributions through S106 are sought through new development – new walking and cycling routes and improvements (e.g., Improved connections across the Place Plan area and signage) should be promoted.	1,2,3	
GA3.	Any new development should incorporate pedestrian and cycle-way linkages with existing active travel routes, existing housing, public open space and local services.	1,2,3	
GA4.	Applications that will enhance the public transport network will be supported particularly on the North-South axis where provision is infrequent	2	
GA5.	Support will be given to future road safety improvement schemes that prioritise those walking, wheeling, using prams, wheelchairs and mobility scooters within the transport hierarchy. Including improvements to the surface of pavements and footpaths where existing conditions are causing accessibility issues.	5	Penrhyn Avenue, Cayley bank, Groes Road Ael-y-Bryn Road, Abergele Road
GA6.	Create an arrival zone for visitors to Colwyn Bay to orientate and receive information on attractions and wayfinding.	1	Space outside the station

Project / Actions - Getting Around

Action Reference	Actions / Projects	Link Objective	By When (S/M/L)	Lead Body / Collaborators?
GA/A1.	Investigate funding opportunities to provide signage improvements across the Bay of Colwyn – examples include: <ul style="list-style-type: none"> • New signage from the A55 to direct visitors to park in the town centre for beach access. • Signage to indicate walking / cycling times and distances across the Bay e.g., 2 minutes' walk to the beach. • Signage to promote connectivity between the town, pier and seafront. • New tourism signage – involving schools in the re-design to create a local feel / brand. 	3	Short	Conwy CBC Highways Town Council Business Forum Schools
GA/A2.	Investigate the provision of beach-friendly wheelchairs.	1	Short	Town Council
GA/A3.	Set up links with local transport providers e.g., Transport for Wales to ensure future routes, signage, re-opening of Platform 3 to promenade and promotional activities are prioritised.	2	Short	Town Council TfW, Transport providers
GA/A4.	Explore the need and practicalities of the introduction of an on-street parking permit system.	4	Medium	Town Council Conwy CBC
GA/A5.	Investigate key areas for additional crossing points e.g., Abergele /Conwy Road and the promenade underpass area and work with Conwy CBC to deliver.	5	Medium	Town Council Conwy CBC
GA/A6.	Support and implement the provision of new shaded rest points – particularly along the Promenade and at Ebberston Rd, Heaton Place, Diana Garden's bus-stops.	2	Short	Town Council Conwy CBC



Theme 5

Promoting a Green Colwyn

Photo: Catherine Bale

Theme 5 – Promoting a Green Colwyn

Introduction

This chapter will examine the importance of open space and green infrastructure within the Bay of Colwyn. The community have placed open space as their highest priority. The community are very proud of the open spaces within the Bay and want them to be protected from development and enhanced.

Green Infrastructure (GI) within the Bay is the network of natural and semi-natural features, green spaces, rivers, and lakes that interspace and connect places (*source: Planning Policy Wales*). These spaces provide ecosystems essential for people and nature to thrive. The Place Plan recognises the Bay for its diverse landscape from the coast and beaches to its open spaces on higher ground on the southern edges of the Place Plan area. It is important that these areas are protected and enhanced with habitats restored and a GI network maintained where possible. Green infrastructure within the Bay is of particular importance for encouraging and enabling both residents and visitors to enjoy a healthy lifestyle and promote well-being.

The Place Plan also needs to consider the connectivity between these spaces for them to be accessible for all, to be available as active travel routes particularly for walking and cycling safely.

This section will provide an overview of the current open space provision before outlining a set of policies and actions aimed at retaining and promoting open space provision for the future.



Photo credit: Tasmin Powell

What did the community tell us?

Popular themes

- Protection of open space and biodiversity
- Celebrating and promoting green spaces
- Fully utilise open spaces
- Manage litter and keep the Bay of Colwyn tidy
- Support community growing and allotments
- Greening and tree planting
- Production of renewable energy
- Overgrown vegetation onto footways

Key feedback from consultation:

- Green space is highly valued by the community, with 65% of survey respondents wanting the protection of open spaces (e.g., Bryn Euryn) as priority.
- Over 60 people mentioned that they “love” the current open spaces. Key green and open spaces mentioned by the community include Parc Eirias, Bryn Euryn, Nant-y-Glyn, Fairy Glen, Tan-y-Groes.
- Amongst young people the protection of green space was a key priority.
- Parc Eirias may be currently being underutilised as a green and open space. The community have identified the need for more family attractions and pulls to encourage people into the park.
- There is a need to ensure Parc Eirias is maintained (e.g., managing graffiti) and supporting formal exercise provision whilst also ensuring the protection of biodiversity.

Quotes from the community

Parc Eirias “a big green area which is safe for everyone”.

Eirias park - Protect the green space, no further developments within the green area.

“Bryn Euryn - valuable open green space to walk in for locals and visitors. Needs better promotion - a surprising number of local people don't know about it.”

“Need to conserve and add value to the 'green nature' of the town”

Eirias park needs more facilities for youngsters. It used to be wonderful.

“More family attractions Eirias park has become an empty space with nothing there for families or tourists”

“Dog mess is a problem, people don't bother to pick up after their dogs on these green areas, even though there is a bin there! And it is mainly from big dogs, it's a hazard for anyone, children especially to step on the grassy areas there.”

“Bryn Cadno / Dog Mountain pathways need stones - Dog poo issues!”

- The community felt strongly about the need to control litter and dog litter across the area with a specific focus on green areas such as Fairy Glen.
- Current allotments need increased management and investment. E.g., Dinerth Road Allotments is reported to need paths and toilet facilities.
- Feedback concerning play areas called for a play area near the town centre as well as existing play spaces to be protected from development and be properly maintained.
- The community supported increased tree planting.
- The community supported increasing biodiversity through reducing mowing of grass, supporting wildflowers.
- Several comments received related to the production of renewable energies, unanimously in favour. The production of renewable energies was particularly strong amongst young people with widespread support for further development of offshore wind energy.
- There have been concerns of litter and dog mess along the beach, partially due to changes caused by increased sand in the Bay.

Community Ideas:

- Parc Eirias:
 - Develop more activities in Parc Eirias for tourists and young people
 - Develop places to eat within Parc Eirias
 - Develop a canopy over Parc Eirias skatepark so it can be used on rainy days
 - Add floodlighting to Parc Eirias so it can be used on winter evenings
- Incorporate new allotment space with community centres.
- Proposed educational boards in green spaces to promote biodiversity education.

What did we do about it?

Based on the feedback received from the community, further information was gathered through desktop research and community-led evidence gathering to provide more detailed specific information relating to the Bay of Colwyn. This included gathering local data and reviewing allotments and open space provision.

This led to the identification of a set of objectives for the Place Plan that were then used to develop a series of potential policies for the plan and suggested actions the community can take to address some of these issues.

Green Colwyn

It was clear from discussions that the community hold the open spaces in the Bay of Colwyn in high esteem and want to celebrate and promote them where possible. Initiatives such as Colwyn in Bloom are held in high esteem and 65% of Place Plan survey respondents told us that they wanted open spaces protected as a priority. Over 60 people told us that they “love” the existing open spaces such as Queens Gardens and Parc Eirias.

The issue of keeping the Bay clean and tidy and free from litter was also strongly represented in the comments and although it was felt that the street cleaning and beach cleaning regime was adequate, there was a desire for more bins and more regular emptying of litter and dog bins across the whole area. Interestingly the young people (37 comments) asked for more bins and dog waste bins as priority. There are currently litter picking groups in Parc Eirias, Rhos-on-Sea, Colwyn Heights and a group in Old Colwyn currently being established.



Photo credits – John Etheridge

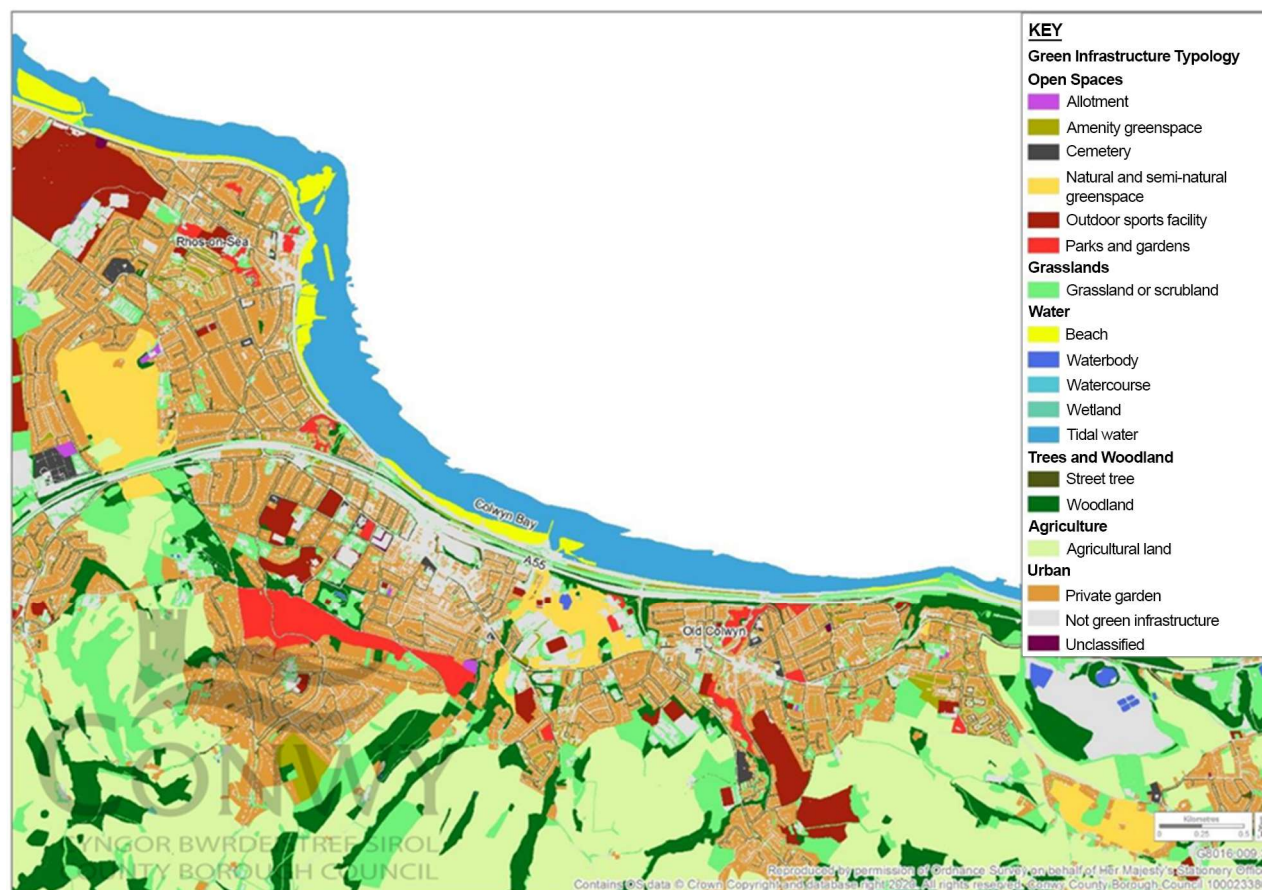
Key open spaces highlighted during community engagement included:

- Parc Eirias
- Bryn Euryn
- Nant-y-Glyn
- Bryn Cadno / Dog Mountain
- Fairy Glen
- Nant-y-Groes (Dingle Nature Reserve)
- Pwllcrochan woods
- Queens Gardens
- Green space around St Paul's Church
- Min-y-Don Park

Parc Eirias

A key asset within the Place Plan area is Parc Eirias. It is a 20-hectare public park to the east of the town centre and has a range of recreational facilities such as tennis courts, boating lake, children's play area, sports complex, stadium and leisure centre. This is a particularly important greenspace within the urban areas of Colwyn Bay and is an important asset to the people living and visiting the Bay.

Many told us that they wished to see attractions brought back to the park to utilise the unused space and for it to be used for community and tourism uses. The potential for allotments / community growing was also raised. The children we spoke to also highlighted Parc Eirias as a very important asset to them.



Play Provision

It was interesting to hear from the local community that the beach and promenade are used as informal maybe more so than formal play areas and so this is important to consider moving forward with projects and actions such as outdoor gyms.

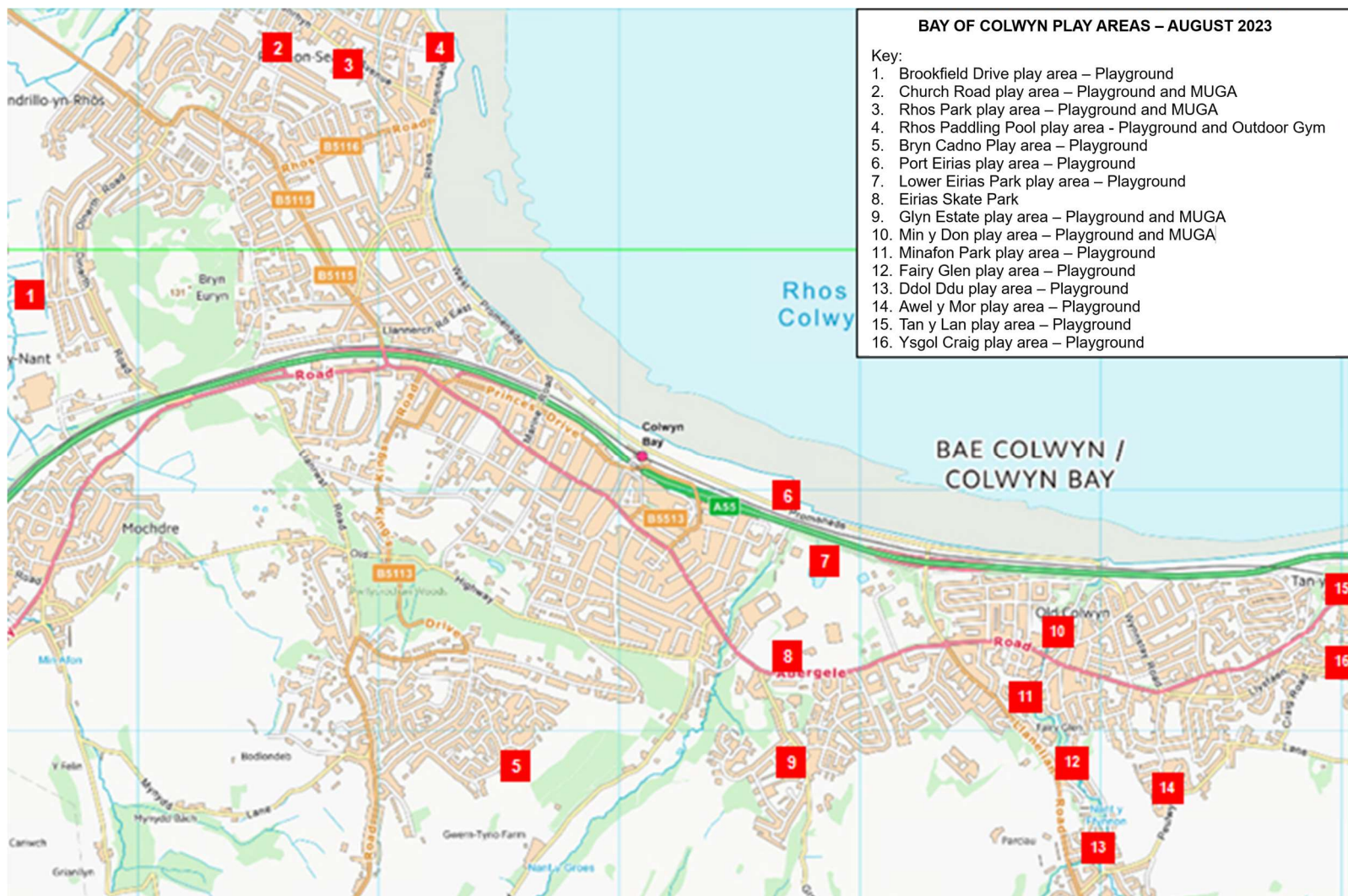
Regarding the existing play spaces – there was a strong desire for quality play areas and equipment together with the need for regular maintenance (e.g., “Zip wire at Rhos out of action for months”). The provision of play within the town centre of Colwyn Bay was also raised with an idea for the square opposite Ivy Street to be turned into a community park for local children.

Conwy CBC undertake an annual inspection of all existing play areas within the Bay of Colwyn which is a very useful resource: 15 play areas exist which have full risk assessments – this information can be obtained from the Council.



Bay of Colwyn Place Plan, January 2024

Play areas within the Place Plan area include:



Bay of Colwyn Place Plan, January 2024



Bryn Cadno Play Area



Fairy Glen Play area



Eirias Skate Park

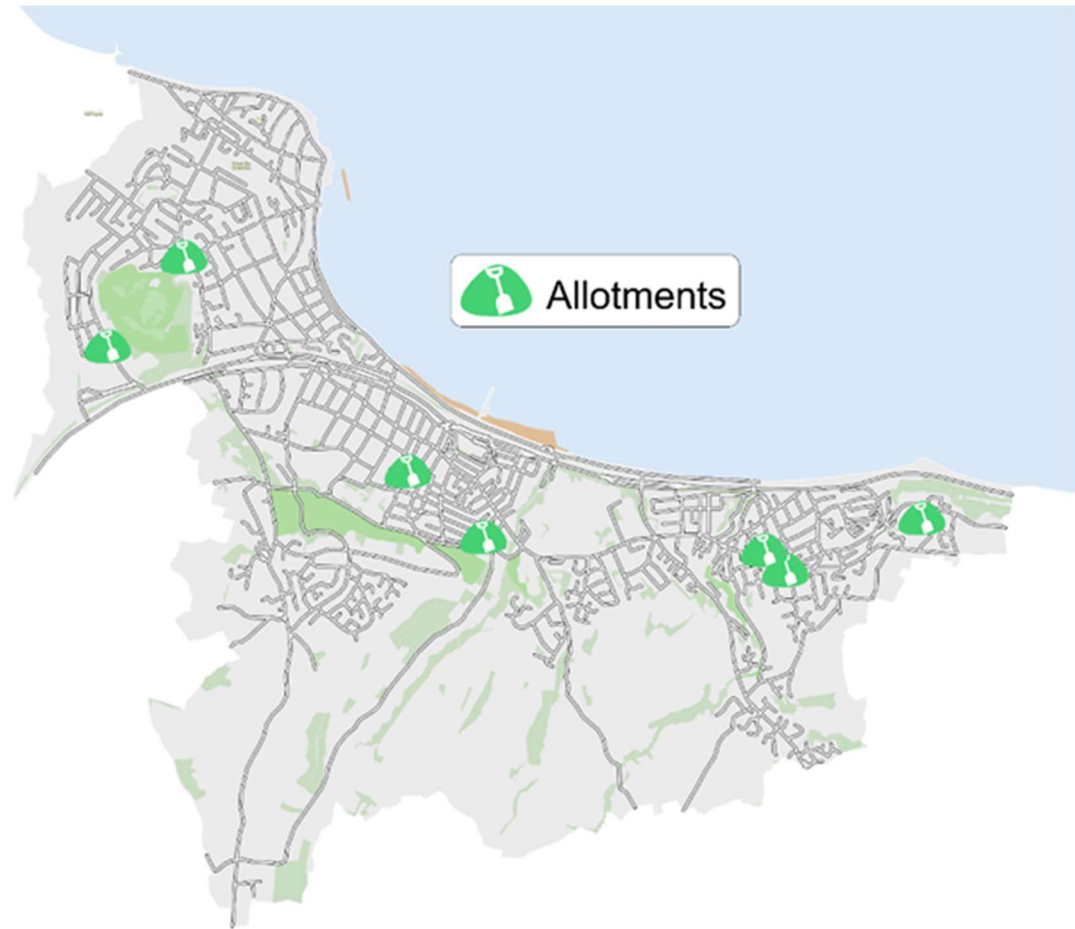


New Play area on Bryn Y Mor Estate – off Dolwen Road

Allotments

The map opposite shows the existing allocation of allotments across the Place Plan area. Many comments were raised during the consultation regarding the desire for more allotments across the Bay of Colwyn together with schemes such as Incredible Edibles (a volunteer led community gardening scheme) which already exists in the Bay.

Ideas put forward for the Place Plan include tackling mental health and loneliness with such gardening schemes being encouraged. An example project - <https://lifeatno27.com>



Green Energy

Welsh Government have set out the aim to generate 70% of electricity consumption in Wales from renewable energy by 2030, and to reach net-zero emissions by 2050.

This goal is set out locally in Conwy LDP by policy NTE/6 which sets out the need to promote renewable energy sources where appropriate.

This is particularly relevant in Colwyn Bay due to Gwynt y Môr wind farm positioned 13km of the coast and consisting of 160 wind turbines that generate enough energy for around 400,000 homes annually.

Community Energy

The Place Plan should consider project and policies that promote renewable energy and educational projects for the younger generation with links to the Gwynt-y-Mor wind farm which is particularly prominent in the Bay of Colwyn.

Relevant LDP Policies

CFS/10 – CFS/14 (allotments and open spaces)

DP/4 – Development criteria

NTE/1 – NTE/10 – Natural environment, green wedges, renewable energy and Sustainable Urban Drainage Systems

Supplementary Planning Guidance:

SPG - LDP4 – Planning Obligations

SPG – LDP5 – Biodiversity in Planning

Other Relevant Documents

- TAN16 – Sport, Recreation and Open Space
 - TAN8 – Planning for Renewable Energy
 - Green Perspectives
 - Nature Recovery Action Plan NE Wales (CCBC Ecology)
 - Local Places for Nature Programme (CCBC)
 - Speak to friends of Eirias Park.
 - Biodiversity and Resilience of Ecosystems Delivery Plan (CCBC)
 - Conwy and Denbighshire Public Services Board Well-being Plan 2023 to 2028 (Draft)
 - NRW – Northwest Area Statement
 - RLDP Topic Paper 12 – Recreational Spaces
 - RLDP Topic Paper 47: Green Infrastructure Assessment
 - RLDP Topic Paper 6 – Natural Environment
 - Conwy CBC Town Centre Green Infrastructure Interventions Assessment – Colwyn Bay (June 2022)
 - LNP Cymru Projects
- https://gis.wwbic.org.uk/apps/lnp/?data_id=dataSource_1-LNP_webtool_public_5674%3A14861&page=Public

Promoting a Green Colwyn - Objectives

Aim: Our open spaces and waterfront will be clean, thriving, and accessible to all.

Objective	Promoting a Green Colwyn - Objectives
Objective 1.	To protect and enhance existing open space and biodiversity. Creatively greening our area and creating new outdoor wellbeing opportunities for all to enjoy.
Objective 2.	Celebrate and promote green spaces in the Bay of Colwyn for all to enjoy
Objective 3.	Manage litter and overgrown vegetation – keeping the Bay of Colwyn clean, tidy and safe for all users
Objective 4.	Support and initiate community growing schemes and allotments in partnership with new and existing groups such as Friends of Eirias Park.
Objective 5.	Promote native species of local provenance, tree planting, biodiversity schemes, green corridors and the greening of the Bays Public Realm
Objective 6.	Retain existing play space provision and promote new safe and inclusive play spaces for all to enjoy both within the built-up areas and waterfront locations.

Place Plan principles - Green Colwyn

Principle Reference	Principle	Related Objective	Where relevant
GC1	<p>Schemes that will facilitate a greener Bay of Colwyn will be supported, particularly those that:</p> <ul style="list-style-type: none"> • Protect public open spaces and local amenity spaces such as the Dingle, Parc Eirias and Queens Gardens from future development. • Create new allotment spaces, particularly those that are intergenerational and make links with the Eco Schools scheme (e.g., Parc Eirias). • Propose new or improved open space and play provision. • Protect the coastline whilst adding value to existing open spaces and do not detract visually in terms of materials used incorporating green infrastructure when appropriate. 	1, 6	
GC2.	<p>Proposals will be supported where they:</p> <ul style="list-style-type: none"> • Promote the retention of public open space and do not result in negative effects (unless sufficient justification including acceptable mitigation has been provided). • Do not result in increased risk to wildlife and biodiversity within the Bay and safeguard priority habitats. • Do not result in the loss of existing allotments / growing spaces. • Safeguard hedgerows and trees. 	1,2,4,5	
GC3.	S106 funds to be secured where possible through development proposals for the intended use of providing new or improved open space / play provision within the Bay of Colwyn.	1,5,6	
GC4.	Opportunities to facilitate ‘pocket parks’ (small areas to provide small green spaces for wellbeing, biodiversity and new wildlife areas) within the Place Plan area will be supported.	1,5	

Projects / Actions - Green Colwyn

Action Reference	Actions / Projects	Lead Objective	By When S/M/L?	Lead Body / Collaborators?
GC/A1.	<p>Investigate innovative ways to:</p> <ul style="list-style-type: none"> • Maintain street and beach cleaning • Emptying of bins / dog bins • Provide new bins / dog bins • Discourage people from dropping litter • Encourage active litter picking groups/ awareness campaign with potential schools' involvement. (<i>Schemes already in place as exemplars – Rhos-on-Sea, Parc Eirias, Colwyn Bay</i>) 	3	Short	Conwy CBC Town Team Town Council Keep Wales Tidy North Wales Wildlife Trust – marine awareness team
GC/A2.	<p>Investigate potential projects / events / festivals to promote and celebrate the Bay of Colwyn's green spaces, such as:</p> <ul style="list-style-type: none"> • Celebrating and promoting the centenary of Parc Eirias • Annual Flower Festival • Projects to encourage the varied use of public open spaces such as Bryn Euryn and Parc Eirias. • Local food festival 	2	Short	Conwy CBC Town Council Friends of Eirias Park Colwyn in Bloom
GC/A3.	<p>Investigate opportunities for tree planting schemes, working with Eco Schools where possible, including consideration of facilitating a designated arboretum in the Place Plan area.</p>	5	Short	Conwy CBC Town Council Schools Friends of Eirias Park
GC/A4.	<p>Investigate demand for new allotments and growing spaces within the Bay of Colwyn. (Liaise with Friends of Eirias Park and Tan-y-Bryn allotments). Project ideas:</p> <ul style="list-style-type: none"> • Social gardening sessions • Expand Incredible Edibles Scheme 	4	Short	Conwy CBC- wellbeing team, Town Council, Tan-y-Bryn Allotments, Friends of Eirias Park, Incredible Edibles Conwy

Bay of Colwyn Place Plan, January 2024

GC/A5.	Work with St Paul's Church to ensure green space remains available to the public.	1,2		St Paul's Church Town Council
GC/A6.	Form partnerships to promote walking in the Bay of Colwyn's open spaces e.g., Pwllcrochan Woods leaflet and a 'wellbeing in green spaces' project	2	Short	Town Council, Conwy CBC – countryside and access team / wellbeing team, Colwyn Heritage group, Cerdded Conwy
GC/A7.	Ensure regular maintenance of play areas takes place and investigate funding opportunities for new safe and inclusive play spaces including within the town centre – working with Conwy CBC to deliver through S106 funding.	6	Short	Town Council Conwy CBC
GC/A8.	Investigate ideas for waterfront play areas and the potential to incorporate wind breaks.	6	Medium	Town Council
GC/A9.	Investigate any hot spots for overgrown vegetation where it impedes access – liaising with Conwy CBC for solutions and action.	3	Short	Town Council Conwy CBC
GC/A10.	Liaison to take place with Pier Trust regarding outdoor wellbeing projects and educational / tourism projects particularly linked to the Gwynt-y-Môr wind farm which can be viewed from the pier and the new platform at Old Colwyn end of Promenade.	1	Short	Town Council Pier Trust
GC/A11.	Investigate the potential for improved lighting within Parc Eirias (ensuring no detrimental impacts upon residents and protected species with regard to light pollution).	3		Conwy CBC Ecologist Friends of Eirias Park
GC/A12	Investigate provision of pocket parks (see Policy GC4 above)	2	Short – Medium	Town Council Colwyn CBC
GC/A13	Green corridors should be incorporated into new and existing housing areas / developments to allow the spread of native species.	5,1	Short – Medium	Colwyn CBC Town Council

An aerial photograph of a town street, overlaid with a semi-transparent purple filter. The street runs vertically through the center, with buildings on both sides. In the foreground, a large white building on the left has a sign that says 'WOODS' and 'FURNISHERS'. On the right, a prominent white building has 'IMPERIAL' written on its facade. The street is filled with cars, vans, and a red truck. The overall scene depicts a busy urban environment.

Theme 6

Business, Retail & Skills

Theme 6 – Business, Retail and Skills

Introduction

This chapter focuses on the important aspects of business and the retail sector within the Bay of Colwyn together with learning and how achieving improved skills for those that wish to stay and work within the area is an important aim for the Place Plan.

The community recognise that having a thriving local economy is a key driver for prosperity within the Place Plan area. The community have told us that they wish to see a diverse mix of retail and business opportunities, however the outlook at present within the main retail core is one where there is a significant rise in empty retail units with many national chains moving out of the town centre.

During the Place Plan period it will be important to focus on how Small and Medium sized businesses can recover and build sustainably.

“Wales’s smaller businesses play an essential role in supporting local communities, creating wealth and employment, driving innovation and helping Wales adapt and respond to challenges” (Federation of Small Businesses www.fsb.org.uk).

The Place Plan is an opportunity to revisit what works and what does not work and to invest in the future. There is a need to invest in the Bay area to improve outcomes for the local community and in terms of skills and education the Place Plan should consider ways of future proofing economic growth with effective regeneration programmes. The area has a higher education college and there are many links that could be made with this centre of learning that would benefit the local community.

This section will provide an overview of the current facilities and assets on offer in the Bay of Colwyn, incorporating the views of the community, before outlining a set of policies and actions to address the identified challenges and opportunities.



What did the community tell us?

Popular Themes

- Independent and small business
- Access to shops improved
- Local markets
- Retail offer
- Local employment
- Filling empty retail units
- Learning
- Protect the kiosks along the promenade

Key Feedback from consultation:

1. 65.2% of respondents agree “Improvements to the shopping areas and their vitality” was a priority for improvement.
2. The community have identified the loss of high street brands within the Bay of Colwyn area. Considering this independent shops and small start-up units were seen as an opportunity for the future of Colwyn Bay. 46% agreed that independent shops should be protected.
3. The Artisan market was said to bring life back to the streets at the weekend – there is a desire to make stronger links with the Artisan community.
4. The Tuesday market is currently struggling to attract traders, this has been prioritised for improvement by the community.

Quotes from the community

“Independent shops needed”

“Bring back small independent shops”

“Access to shops and buildings generally have poor access for people with disability aids.”

“Encourage light industry, businesses into area”

“Less big businesses more small businesses”

“Improving Colwyn Bay, in terms of shops, filling empty units with local business”

“Independent Shops like Conwy. More arts, Farm shops, pop-up shops in big buildings.”

“Bring back the market on station road to how it was a while ago. Miss the everyday stalls for the people who live in the Bay.”

“Business needs support with parking, visual support of town council, reduction in rates + better facilities.”

“Keep open the promenade kiosks. They are a low-cost option for people who cannot afford the cafes in town.”

“The prom from Old Colwyn to Rhos-on-Sea - Keep the Kiosks”

“It’s derelict and an eye sore (Imperial Hotel) and in such a prominent spot, it sets the tone for someone’s visit to Colwyn Bay”

5. The community have outlined a wish for a broader retail offer within the main shopping area. This was also a strong theme amongst young people.
6. 35% prioritised local business and employment to be protected in the area.
7. The community wanted access to better paid and meaningful employment.
8. Empty retail units particularly around the Station Road area was recurrent theme raised by the community who wanted units brought back into use.
9. Some members of the community attributed empty retail units to absentee landlords.
10. Disabled respondents highlighted current issues with wheelchair access to businesses.
11. The community emphasised the importance of education, training and upskilling for all generations.
12. The community valued the kiosks along the promenade due to their location and affordability.
13. A significant number of comments centred around Station Road with a generally negative view of the road.
14. Comments predominantly centred around the limited retail offer on the street, the number of empty shops and the need to support small businesses to take up premises.

Community ideas

Empty shops:

- Filling units with small and local business
- Reducing the size of larger units
- Being more flexible as to uses within the town centre (primary shopping area), to allow more recreation and limit the barrier of planning presented to small business

Supporting independent and small businesses:

- Reduced business rates
- Seed money / start up loans

- Smaller retail units which are more manageable/affordable to small businesses

Other ideas:

- The community emphasised the need for community and business involvement and volunteering in regeneration
- The community wanted to support innovative business that could result in local employment, particularly employment for younger people and upskill local workers
- Improve links between local people, businesses and education facilities in the area

What did we do about it?

Based on the feedback received from the community, further information was gathered through desktop research and community-led evidence gathering to provide more detailed specific information relating to the Bay of Colwyn. This included a survey of retail units and other research presented below.

This led to the identification of a set of objectives for the Place Plan that were then used to develop a series of potential policies for the plan and suggested actions the community can take to address some of these issues.

Business, Retail and Skills in the Bay of Colwyn

The Place Plan area includes 3 distinct shopping areas in Rhos-on-Sea, Colwyn Bay and Old Colwyn. Each are distinct and attract residents and visitors for their range of services.

The Conwy LDP sets out Colwyn Bay as a Town Centre within the retail hierarchy alongside Conwy, Abergele, Llanwrst, Llandudno and Llandudno Junction. The Hierarchy includes the following areas which also fall within the Place Plan boundary:

- Colwyn Bay (*Town Centre*)
- Colwyn Bay West End, Old Colwyn, Rhos-on-Sea (*District Centres*)
- Upper Colwyn Bay (*Local / Village Centre*)

Colwyn Bay is also identified as the largest of the 5 designated town centres across Conwy (Litchfield's Report (2022) and highlights the lack of footfall and private investment into the town as key barriers with competition with Llandudno an issue when aiming to attract high street brands.

Relevant LDP Policies

- EMP/1 – EMP/4: Office and industrial development
- DP/8 – Colwyn Bay Master Plan
- CFS/2 – CFS/8: Retailing
- CTH/1 – CTH/4: Cultural heritage and assets

Other Relevant Documents

- Together for Colwyn Bay Commercial Survey (Park Hotel to Coed Pella)
- Local Development Plan – CCBC
- Colwyn Bay - BID Business Plan
- Colwyn Bay Town Team - mapping data
- RLDP - Topic Paper 3: - Retail and Town Centre
- Conwy Town Centres First Study (Litchfields June 2022)
- "A Vision for Welsh Towns" Federation of Small Businesses – March 2022
- "Perfectly Placed for Business and Growth" Conwy County's Economic Growth Strategy 2017-2027
- "Creu Conwy – Creating the Spark" – A cultural Strategy for Conwy County Borough 2021 – 2026
- Conwy and Denbighshire Public Services Board Well-being Plan 2023 to 2028

As like many shopping centres across Wales – the effects of Covid-19 are apparent across the town centre, district centres and local village centres – with empty shops becoming an all too familiar feature. The last few years have had a detrimental effect on jobs and businesses and now is the time through the Place Plan and RLDP planning policies and projects /actions to focus on essential recovery.

The community consultation phase highlighted many challenges facing business and retail including:

Fragmentation / Connectivity:

- Improving active travel connections from the town centre to the Promenade / beachfront and to Parc Eirias (via Abergele Road to Coed Pella) - 22% of Place Plan Survey respondents wanted more pedestrian and cycle routes.

Car Parking and traffic:

- Possibility of making Market Hall site a car park.
- 19% mentioning traffic issues in the town centre needing improvement.

Safety

- Anti-social behaviour apparent in town centre particularly during the evenings.

Absentee Landlords

- Although Conwy CBC are aware that there has historically been an issue of absentee landlords, this is not currently a prominent issue with mechanisms in place to hold landlords to account. (Conwy CBC March 2023).

Market:

- The decline of market stalls in number/variety.

Closure of shops and services:

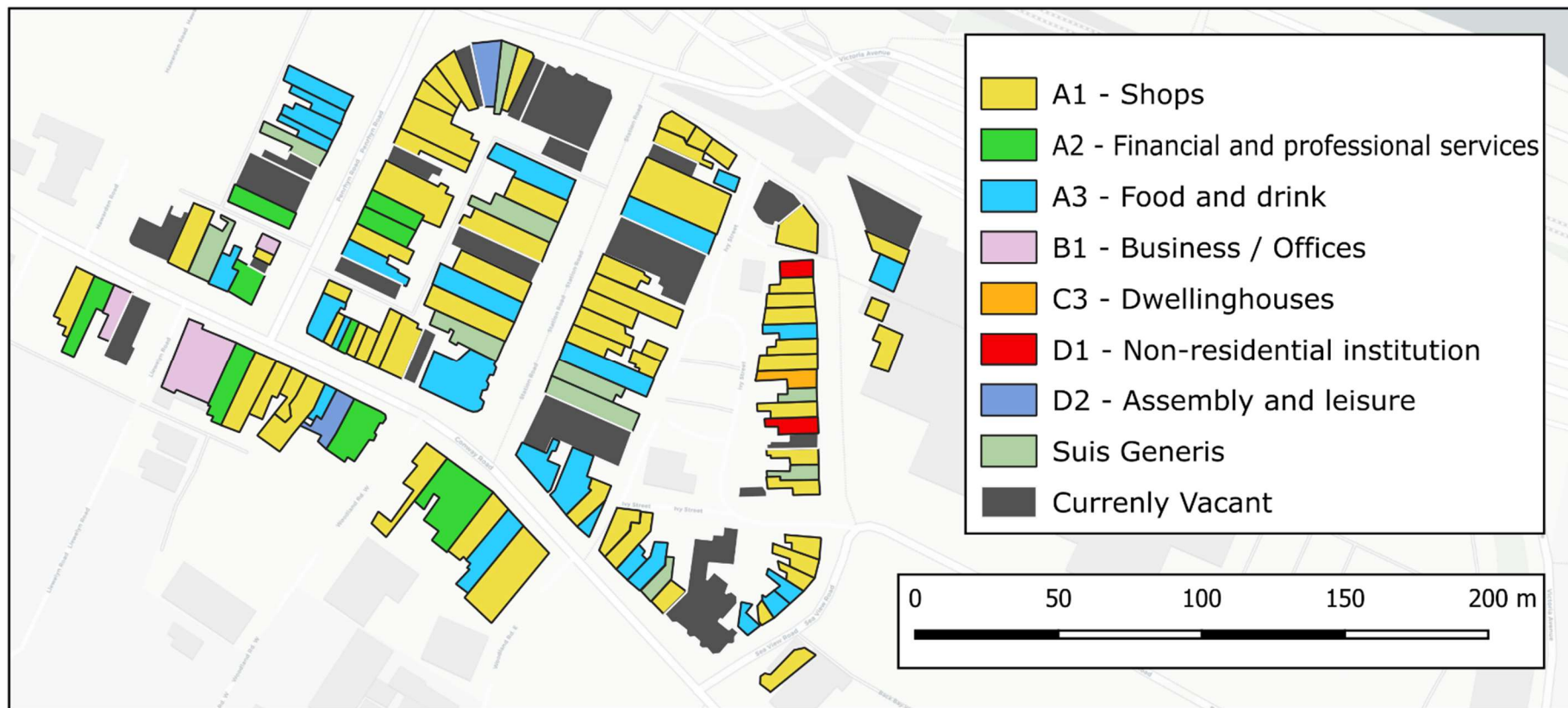
- Closure of small independent shops and national chains.
- Closure of facilities such as public conveniences due to anti-social behaviour (e.g., Ivy Street Car Park).

- A desire to retain the kiosks along the Promenade.
- 65% of Place Plan Survey respondents wanted improvements to the shopping areas and an improvement of their vitality.

Empty buildings:

- The regeneration and refurbishment of key redundant sites such as the Imperial Hotel (Grade II listed).
- Rhos-Point – empty buildings in a prime location on the seafront. 67% of Place Plan online Survey respondents wanted empty shops to be resolved.

The Place Plan Steering Group as part of the evidence collecting sessions in March 2023 undertook a survey of existing shops within the Station Road, Penrhyn Road and Abergele Road area (see map below). This map identifies the current planning uses of units with the majority falling within the A1 – shop use category. A3 – Food and Drink have a strong presence and those currently vacant are also shown.



Data obtained from Conwy CBC identifies that Colwyn Bay has approximately 260 retail and service units with approximately 35 vacant units identified (approximately a 13% vacancy rate). Old Colwyn has approximately 72 units with 11 vacant (approximately 15% vacancy rate) with Rhos-on-Sea having approximately 90 units with only 1 vacancy. (Conwy CBC 2023). It is interesting to note that Rhos-on-Sea has very few vacancies which demonstrates its popularity as a popular district centre.

A closer examination of individual streets is shown below (CCBC March 2023):

Location	Number empty	Notes
Conwy Road	1	
Penrhyn Road	4	
Princes Drive	4	Incl. Imperial
Station Road	6	2 of these are large retail units
Abergele Road	6	
Greenfield Road	5	
Sea View Road	2	
Bay View Centre	6	(Inc. Brighthouse)

Rhos-on-Sea Local Centre

This is a vibrant centre with a range of independent businesses. It is the largest designated local centre in terms of the number of retail and service units (Litchfield's June 2022). It is a compact centre with excellent links to the seafront and it attracts a range of local users and tourists.

Old Colwyn Local Centre

This centre has a range of retail and services and is the second largest designated local centre across the County (Litchfields Study June 2022). It is a linear centre with poor links to the seafront and is essentially a centre for residents with less tourist visitors utilising.

Colwyn Bay and Station Road Regeneration

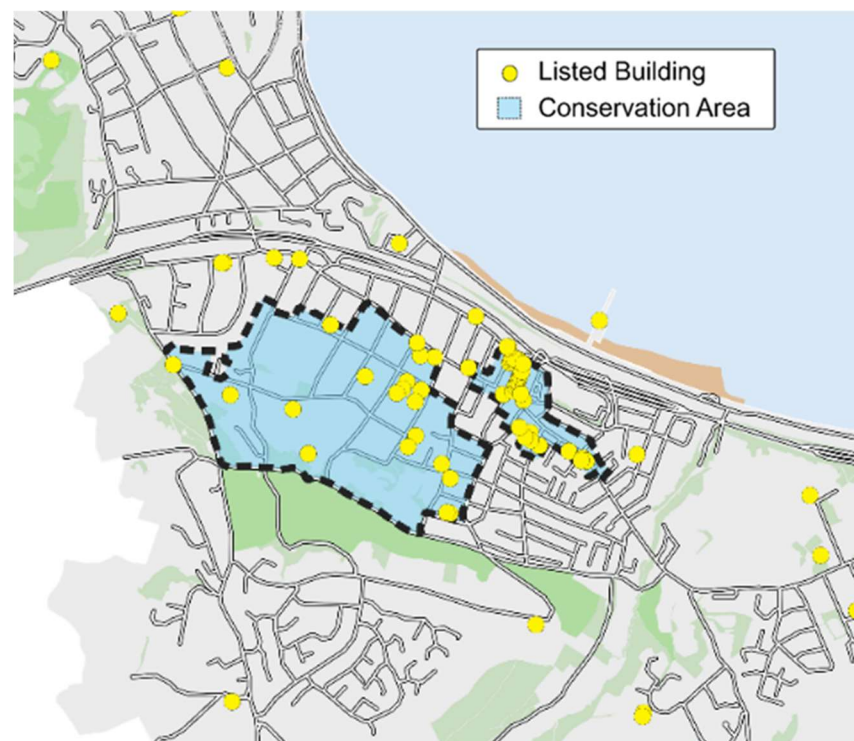
Station Road was laid out in 1887 as the town's main shopping street and was the centre of a popular shopping centre in North Wales up to the 1960s (source: www.colwynbayheritage.org.uk).

The original features of many of the buildings remain, particularly on the upper floors. Characteristic of many of the commercial buildings of Colwyn Bay were cast iron and glazed canopies, with entrances between curved shop windows - regrettably, few remain today (source: www.colwynbayheritage.org.uk).

During the community engagement phase Station Road and its environs came out highly in the number of responses obtained. There were strong opinions both to retain the pedestrianisation of the street whilst others wanted to see the street re-opened to vehicles to bring a sense of activity and ease of access.

There were strong views that Station Road is the first street you see when visiting the area from the station and it currently looks unloved and run-down. The map shows the number of listed buildings on Station Road together with the conservation area boundary.

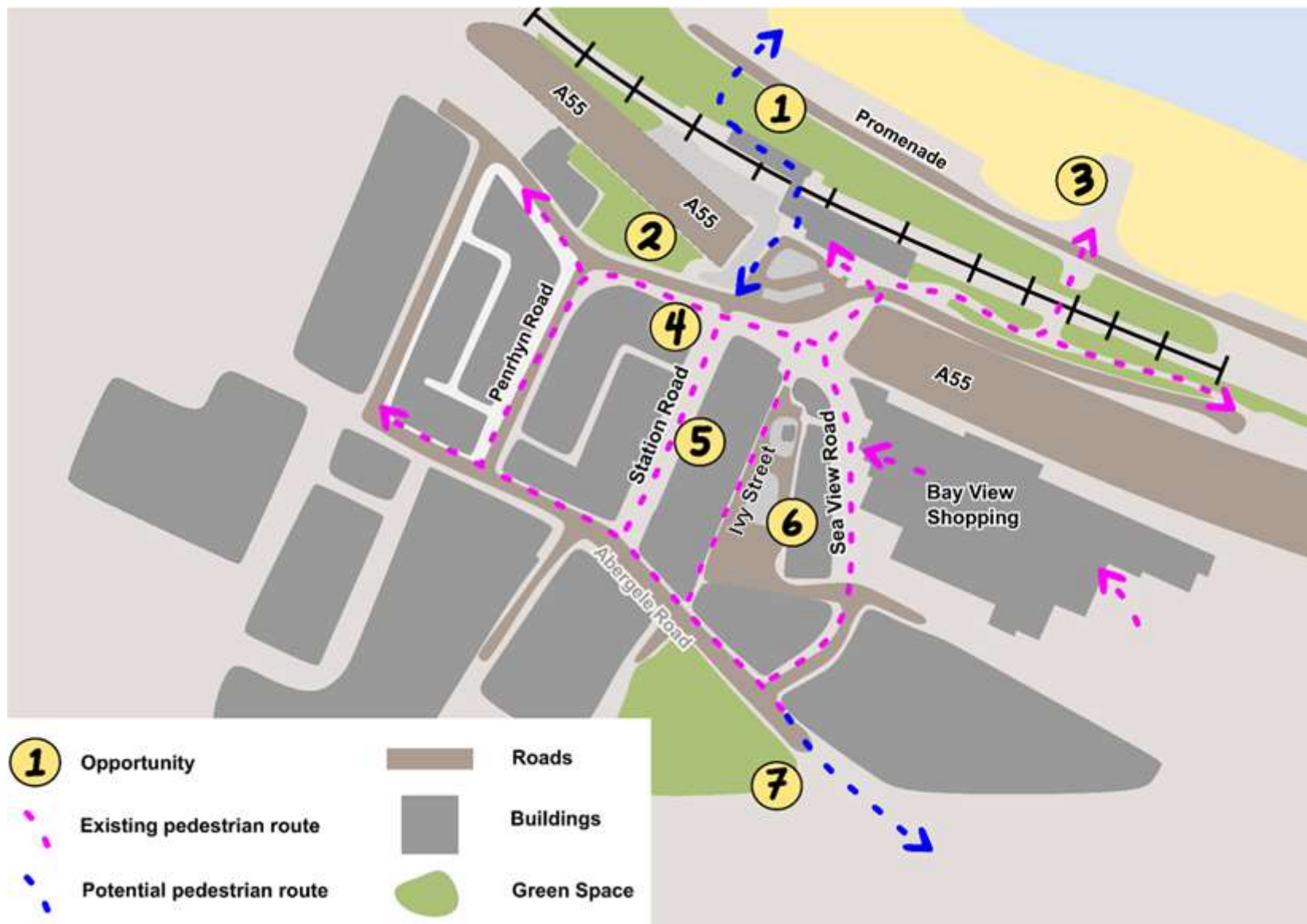
Several studies have taken place within the town centre of Colwyn Bay over the years – with the aim of developing a project to improve the town centre. The current thinking of Conwy CBC is that this work will form a phased approach and design work is to



be commissioned by Conwy CBC during 2023. (Funding has been earmarked from the Transforming Towns allocation). In addition, Transport for Wales have also been looking at improvements to the Station forecourt and a project to reconfigure the area is ongoing. A *Town Centres First Study* (Litchfield's June 2022) has looked at the impacts of COVID, office space, derelict buildings and potential for development within the area and action plans for vacant units are being implemented by Conwy CBC and the advice of Litchfield's taken forward within the RLDP.

Place Plan ideas and opportunities for Station Road – numbers as identified on the map below:

1. Potential pedestrian route to be re-opened from the promenade to station / Station Road.
2. Use of brownfield site for car parking and reconfigure station forecourt.
3. The Pier – improve links from station and Station Road.
4. Opportunity for the refurbishment of the Imperial Hotel.
5. Station Road opportunities:
 - Station Road should be a flexible space, with less focus on retail (mixed use). Attract small independent specialist businesses – create a unique identity / marketing campaign
 - Resolve issues around Station Road parking where users find the current system confusing with uncertainty over bollards and usage times
 - Requirement for disabled parking and affordable parking charges
 - Create a social space for events and markets and food court / seating
 - Strong retail offer with an emphasis on independent shops
 - A focus on hospitality – strengthen evening economy / attract young families / Café Culture
 - Pop Up Shops – incentives
 - Youth facilities
 - Tackle anti-social behaviour
 - Restore buildings to preserve and enhance the existing architectural quality of Station Road
6. Market – promotion and expansion of stalls – into Ivy Street Car Park – opportunities to re-configure and make better use of the space.
7. Improved pedestrian links from town to Parc Eirias.



Funding Opportunities

- Welsh Government funding for greener town centres
- Levelling up funding
- Transforming Towns
- Shared Prosperity Fund
- Town Team opportunities (leading on Culture Strategy for Colwyn Bay)
- Lottery Funding
- Welsh Government Place Making Funding

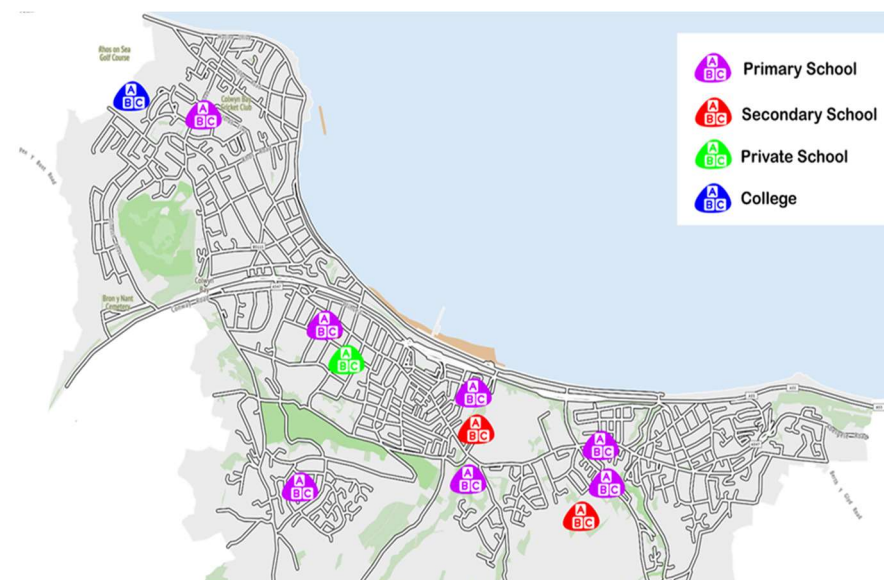
Learning Opportunities

The community emphasised the importance of education, training and upskilling for all generations during the engagement phase.

The Place Plan should seek to encourage employment or apprenticeship opportunities for young people within the Bay of Colwyn where at all possible.

There are 7 primary schools (of which one is Welsh Medium), 2 Secondary schools, one private school and one College of Higher Education within the Place Plan area. There are many children that access education within the Bay of Colwyn who travel from neighbouring areas and further afield. It is important to embrace the strong emphasis on education and learning in the area and to try and retain young talent wherever possible.

Coleg Llandrillo is located within the Place Plan area and has close links with Bangor University, the further education campus in Rhos-on-Sea delivers a range of degree courses for local students (source: *Perfectly Placed for Business and Growth* Conwy County's Economic Growth Strategy 2017-2027). There is opportunity to improve links between Coleg Llandrillo and businesses in the area which would benefit the local economy, growth and innovation in the area.



Business, Retail and Skills - Objectives

Aim: Our high streets will be bustling, supporting local business and a strong local economy. Our residents will have the opportunities to develop new skills and have access to high quality jobs.

Objective	Business, Retail and Skills - Objectives
Objective 1.	Work with partners to investigate innovative ways of providing smaller and more manageable units suitable for independent shops, small business start-ups, business hub and office space
Objective 2.	Promote active frontages and increased footfall
Objective 3.	Promote education, training, upskilling and employment opportunities for all
Objective 4.	Boost the number of market traders, types of markets, events and festivals offered in the Bay of Colwyn
Objective 5.	Enhance retail and services provision within the town centre
Objective 6.	Provide opportunities for businesses to take on redundant properties within the Bay.
Objective 7.	Facilitate and promote Café Culture within the town centre
Objective 8.	Work with partners for the longer-term sustainable future for Station Road including its current pedestrianised status
Objective 9.	Support the Business Forum to create a strong and proactive voice for businesses across the Bay of Colwyn

Place Plan Principles - Business, Retail and Skills

Principle Reference	Principle	Related Objective	Where? if applicable
BRL1.	Development proposals for empty units will be looked upon favourably, particularly where this generates small business units / start-ups, a business/ communications hub, office space or improved services provision. This may include the subdivision and mix of uses within larger properties within the retail core, including upper floors. The Place Plan supports a wide mix of proposals (including leisure and creative) providing they do not have a detrimental impact on residential amenity.	1,2,6	
BRL2.	Support will be given to proposals that promote active frontages within the town centre and temporary uses that will increase footfall and vitality. Project ideas: <ul style="list-style-type: none"> • Outdoor eating spaces • Pop-up shops and test trading spaces • Temporary food outlets in temporary structures 	2,5,7	
BRL3.	Development applications that will generate employment or apprenticeship opportunities for a range of age groups within the Bay of Colwyn will be looked upon favourably.	3	
BRL4.	Proposals to expand and promote the existing artisan market will be looked upon favourably with a future aspiration for an Artisan Quarter on Abergele Road.	4	
BRL5.	Applications to utilise on-street spaces for café culture, activities, play, events and outdoor seating will be supported to create flexible hybrid spaces and improvements to the streetscape.	7	

Projects / Actions - Business, Retail and Skills

Action Reference	Actions / Projects	Related Objective	By When (S/M/L)	Lead Body / Collaborators?
BRL/A1	<p>Work with the Business Forum, Business Wales and Federation for Small Businesses to investigate ways to provide improved technical skills and assistance for businesses across the Plan area. Project ideas:</p> <ul style="list-style-type: none"> • Networking opportunities / guest speakers • Empty property action group • Supporting start-ups / business rates • Administrative task support • Licensing requirements guidance • Flexible leases for start-ups • affordable Wi-Fi for businesses / town Wi-Fi network 	3	Short	<p>Town Council Business Forum Business Wales Federations for Small Businesses Colleges Commercial agents</p>
BRL/A2	<p>Undertake survey work of the upper floors of town centre units to ascertain numbers that are currently empty and work with landlords / owners to promote innovative uses.</p>	1,5,6	Short	<p>Conwy CBC Landlords Business Forum Commercial agents</p>
BRL/A3	<p>Work with Conwy CBC, landlords and Agents to identify innovative uses / adaptations for buildings e.g. Pop-up shops.</p>	5,6	Short	<p>Conwy CBC Town Council Business Forum</p>
BRL/A4	<p>Work with the Business Forum to investigate the opportunity for an Artisan Quarter on Abergele Road or suitable setting (e.g., Station Rd / Sea View Rd). Also investigate the opportunity to support the success of a range of markets such as farmers markets, street food, flea markets and local art & culture markets.</p>	4	Short	<p>Conwy CBC Town Council Business Forum The market traders Creative sector Town Team</p>

Bay of Colwyn Place Plan, January 2024

BRL/A5	Investigate opportunities to set up a local promotions / local loyalty scheme with shops.	5	Medium – Long	Town Council CCBC Business Forum
BRL/A6	Investigate opportunities to apply for funding for shopfront improvements and building renovations.	2	Short - Medium	Conwy CBC
BRL/A7	Work with Business Forum to investigate funding opportunities for the appointment of a Business Ambassador / Town manager to support the success of local businesses and promote the sharing of ideas / communication.	5	Short - Medium	Town Council Business Forum Town Team
BRL/A8	Investigate retention and employment opportunities for all. Ideas include: <ul style="list-style-type: none"> • development skills in creative industries • life skills courses • attracting young people back to the area • making links with the local college • signposting careers, apprenticeships, and opportunities locally for career changes. • Promote and attract quality jobs 	3	Medium	Local college Conwy CBC Town Council Business Forum
BRL/A9	Town Council to promote the retention and development of the existing promenade kiosks as well as supporting new business opportunities along the promenade	1,2	Long	Town Council Business Forum Conwy CBC
BRL/A10	Town Council to liaise with CCBC to discuss options for Station Road considering community engagement conducted and set up project team.	8	Long	Town Council Business Forum Conwy CBC
BRL/A11	Focus on a diverse retail offer and unique independent businesses – to provide a different retail offer than neighbouring towns		Medium	Town Council Business Forum Conwy CBC

5. Delivering the Place Plan

Introduction

This Place Plan pulls together many months of work by the Place Plan Steering Group and partners after a period of community engagement with stakeholders and the local community across the Bay of Colwyn. The Plan outlines several suggested principles, projects and actions in order to carry forward many of the wishes put forward during the consultation stage.

If successful, the Place Plan will produce positive outcomes for the local community and stakeholders who are partners in the project. However, thought must be given to how the Place Plan principles and actions will be taken forward.

From Plan to Action

The Bay of Colwyn Town Council and the Place Plan Steering Group have set out the Place Plan in a way that identifies Lead Bodies and Collaborators as the Plan must work in partnership with others for it to be successful. The Bay of Colwyn Town Council are looking at funding opportunities in partnership with Conwy County Borough Council to resource the next stages of the Place Plan “*The Bay of Colwyn Place Plan – from Plan to Action*” and it is hoped that funding will be awarded to facilitate the effective implementation of the Plan:

The aim of this project is to build on the opportunities identified and build a collaborative vision for all stakeholders, working in partnership, with the common aim of regenerating the Bay of Colwyn. The intended objectives are:

Phase 1 (October 2023 to March 2024)

Objective 1: Embedding and raising awareness and support for the Place Plan.

Objective 2: Initiating and supporting 6 themed community & stakeholder action groups to develop and implement the priorities and actions in the plan.

Ultimately, it will be for the individual action groups to consider priorities and gather further information necessary to arrive at concrete proposals that could then be developed via feasibility studies and or project proposals as part of phase 2 (this does not preclude establishment of events and activities as part of phase 1).

Phase 1 will be to ensure that the right support is in place for these actions to be initiated and supported by representatives of communities and to help them further understand the issues, requirements and responsibilities for developing specific projects Phase 2. Part of Phase 1 will be to investigate what basic resources are needed so that the Bay of Colwyn Town Council can set up a Place Plan support structure. Phase 1 will culminate with a project report which will summarise progress against both objectives, include further studies undertaken and will provide detailed recommendations for Phase 2.

Phase 2 (April 2024 to March 2025)

- Preparing feasibility studies on top priorities as determined necessary in phase 1.
- Preparing capital & resource funding proposals to deliver concrete initiatives identified within the plan and preceding work.

It is anticipated that further funding will be necessary for phase 2 based on the findings of the work in phase 1. It is likely that phase 2 funding will include direct support for the development of funding applications and where appropriate, the commissioning of feasibility studies, conceptual drawings and associated technical work to support funding applications for specific projects. It is likely that phase 2 will lead to both capital and revenue funding proposals.

The intended outcomes for Phase 1 and 2 will be:

- Improved community involvement and empowerment, where delivery is focused on the needs of people and communities are involved in designing and delivering projects, activities and services that benefit them.
- Establishment and strengthening of effective community networks with a focus on delivering improvement.
- Strengthened sense of community identity in the Bay of Colwyn Area.
- Vibrancy of the town of Colwyn Bay as a focal point for community interaction strengthened.

6. Replacement Local Development Plan 2018 - 2033

Conwy CBC are preparing a Replacement Local Development Plan (RLDP) for the period 2018 - 2033. This plan will allocate land for development and protection and contain policies to provide the basis for decisions on planning applications. This Place Plan has offered a mechanism for local participation and information and evidence-gathering to shape and inform policy development for the Bay of Colwyn. The items below are those that the community would like considered as part of the preparation of the new RLDP:

Retail & Town Centre. Consider contracting size of retail core, promoting active frontages, regenerating Station Road and introducing an Artisan Quarter on Abergele Rd. Encourage re-use of empty buildings and upper floors in town centres.

Housing. Facilitating a greater mix of tenures and affordable homes. Encourage developers to work directly with community to produce design briefs. Consider encouraging infill sites identified in this plan and community-led housing schemes.

Heritage and cultural assets. Protect important heritage buildings, architectural features and key cultural assets such as theatre Colwyn, Harlequin Puppet Theatre and the Pier.

Tourism. Support new tourism developments in the plan area.

Welsh Language. Consider policies that support the use of the Welsh Language.

Mixed use spaces. Consider policies to support vibrant and sustainable multi-purpose and mixed-use spaces.

Community facilities. Consider policies that encourage accessible play spaces and facilities for young people. Support facilities for health and well-being including a community centre in Rhos-on-Sea.

Active Travel. Support better active travel connections and initiatives such as bike storage, all-weather rest points, cycle routes etc.

Connectivity. Consider policies that facilitate better connectivity between

the town centre, seafront, Parc Eirias and the railway station and place greater emphasis on improving public transport networks, particularly those that run North to South. Consider 'arrival zone' outside railway station.

Open Spaces. Consider identifying The Dingle, Parc Eirias, Queens Gardens and Bryn Euryn as open spaces to be protected and encourage creation of new open spaces and "pocket parks".

Allotments. Consider policies that support the retention and growth of allotment provision.

Biodiversity. Discourage development that has detrimental impacts on wildlife, biodiversity and hedgerows.

Employment and Skills. Consider opportunities to better support employment and skills development.

7. Section 106 – Project Ideas

Below is a list of project ideas that could be put forward by the Town Council during planning application consultation stage to be considered for S106 funding (these projects link to projects / actions from each chapter).

Chapter Theme:	Project ideas for S106 funding	Page number(s)
Housing and Future Development	Community led housing schemes	39
	New play provision	60-64, 83-85, 89-91
Culture, Heritage & Tourism	Re-use of Station Building Platform 3	51, 69, 71, 76
	Heritage trails / new trails	52
	Museum	52
	Covered bandstand	52
	Active travel routes – cycle and walking routes	27, 39, 74-76
	Improved signage	51, 74 - 76
	Welcome to Colwyn signage	
	Bringing large empty units into use	40, 50-52, 62
	Improvements to the pier – interpretation boards / seating	52, 76
New lido – Rhos-on-Sea	51	
Facilities, Assets, Health and Wellbeing	New lighting and CCTV coverage	63
	Projects to stop anti-social behaviour / improve safety	
	24/7 toilet provision	
	Gaps in provision – sports facilities / health services / gym and fitness for young people / outdoor gyms / provision for toddler groups / 4G Astro turf pitch / skatepark / community play area in Colwyn town centre e.g. Ivy Street	64
Getting Around	New signage provision (tourism signage and signage for improved connectivity)	51, 74 - 76

	Beach friendly wheelchairs	76
	New crossing points – Abergele / Conwy Road and the promenade near underpass	
	New shaded rest points – at promenade and key bus stops on Ebberston Road / Heaton Place / Diana Gardens	
Green Colwyn	Provision of new litter and dog waste bins	90-91
	Tree planting schemes	90
	New allotment provision / growing spaces	90-91
	Maintenance of existing play areas	91, 90
	Provision of new play areas (safe and inclusive spaces)	91
	Provision of waterfront play areas / wind breaks – beach and promenade	
	Educational / tourism projects at pier (links to the Gwynt Y Mor windfarm)	
	Improved lighting – Parc Eirias	
Provision of new play / wellbeing areas		
Business, Retail and Skills	Market provision	106-107
	Shop front improvement scheme	
	New kiosks along promenade	107
	Station Road improvements – signage, regeneration works, improvement parking provision, disabled parking, social spaces for market, food court, seating	50, 62-63, 106
	Improved pedestrian links from town centre to Parc Eirias	50, 52, 90-91
	New pedestrian link from beach to Station Road (re-opening of existing route)	75-76

8. References and Appendices

References / appendices by topic

Additional information on the production of this Place Plan is available at www.colwynplaceplan.com

<u>Data on the Bay of Colwyn Area</u>	
Census 2021 results	https://census.gov.uk/census-2021-results
Airbnb Data	Snapshot of listings for Colwyn Bay accessed 14 th February 2023. Current listings: https://shorturl.at/bnEX3
Empty Homes	Conwy County Borough Council Empty Buildings Data – provided by their Empty Homes Officer (March 2023)
Land Ownership	Land Registry data: https://use-land-property-data.service.gov.uk/
Property Values	Rightmove listings data accessed March 2023. Current listings: https://shorturl.at/gjpCK
<u>Health & Well-being</u>	
Well-being of Future Generations Act	The Act which requires public bodies in Wales to consider long-term impacts of decision and tackle key issues such as poverty, health inequality and climate change: https://www.futuregenerations.wales/about-us/future-generations-act/
Local Well-being Plan 2023-2028	A plan for where there Conwy and Denbighshire Public Services Board can support reaching well-being goals: https://conwyanddenbighshirelsb.org.uk/well-being-plan/
Public Health Wales	<i>Working together for a Healthier Wales – Our Long Term Strategy 2023 – 2035, Public Health Wales:</i> https://phw.nhs.wales/about-us/working-together-for-a-healthier-wales/
<u>Economy, Regeneration & Transport</u>	
Shared Prosperity Fund	Details of the UK government levelling up funds which can provide funding and investment for projects across the UK: https://www.gov.uk/government/publications/uk-shared-prosperity-fund-prospectus/uk-shared-prosperity-fund-prospectus

Building Better Places	Sets out Welsh Government priorities for planning to improve places in Wales: https://gov.wales/sites/default/files/publications/2020-07/building-better-places-the-planning-system-delivering-resilient-and-brighter-futures.pdf
Conwy Economic Growth Strategy 2017-2027	Sets out the vision and strategy or economic growth in Conwy for 2017-2027 – Conwy Borough Council 2017: https://conwybusinesscentre.com/wp-content/uploads/1c76a1_05524f66b9d240c6b10c881837adef9e.pdf
Destination Conwy Management Plan 2019 - 2029	This report outlines the plan to support tourism in Conwy, and place Conwy on the world stage as a tourist destination – Conwy Borough Council 2019: https://www.conwy.gov.uk/en/Council/Strategies-Plans-and-Policies/Destination-Conwy/documents/Destination-Conwy-Management-Plan-2019-2029.pdf
Creu Conwy Culture Strategy 2021 - 2026	This report outlines the strategy to incorporate arts, and culture into community life across Conwy – Conwy Borough Council 2021: https://conwyculture.com/content/files/Creu-Conwy-%E2%80%93-Cultural-Strategy-for-Conwy-County-Borough-2021-2026_2021-12-14-120251_fbys.pdf
Transport Strategy	Welsh Government: Llwybr Newydd A New Wales Transport Strategy, 2021: https://www.gov.wales/llwybr-newydd-wales-transport-strategy-2021
<i>Planning</i>	
Future Wales: The National Plan 2040	A development plan that sets the direction of development for the whole of Wales, and identifies national priorities such as climate action: https://gov.wales/sites/default/files/publications/2021-02/future-wales-the-national-plan-2040.pdf
Development Plans Manual, Edition 3, 2020	Provides detailed guidance for the preparation of development plans: https://gov.wales/sites/default/files/publications/2020-03/development-plans-manual-edition-3-march-2020.pdf
Planning Policy Wales, Edition 11, 2021	National planning policy guidance: https://gov.wales/sites/default/files/publications/2021-02/planning-policy-wales-edition-11_0.pdf
Conwy Local Development Plan 2007 - 2022	The Local Development Plan sets out a vision and detailed plan for where development should take place in Conwy: https://shorturl.at/cirS7 Evidence Base – Housing: https://shorturl.at/lmnRX Development Brief Ty Mawr – LDP37 Supplementary Planning Guidance July 2018: https://shorturl.at/lmT3

Conwy Replacement Local Development Plan	Will eventually replace the existing Local Development Plan: https://www.conwy.gov.uk/en/Resident/Planning-Building-Control-and-Conservation/Replacement-LDP/Replacement-Local-Development-Plan.aspx RLDP Background Paper 47 – Green Infrastructure Assessment (pages 36 to 39): https://shorturl.at/hnlSW
<u>Heritage</u>	
Colwyn Bay Through Time	Graham Roberts (2009). ASIN B00DBA2LQM.
Listed Buildings	Listed Building and Conservation Area data – CCBC: https://datamap.gov.wales/maps/active-travel-network-maps/
Heritage Online	Colwyn Bay Heritage Online: https://colwynbayheritage.org.uk/
<u>Others</u>	
Active Travel Act	This document provides guidance to facilitate active travel such as walking, cycling and public transport – Welsh Government 2021: https://gov.wales/sites/default/files/publications/2022-01/active-travel-act-guidance.pdf
Placemaking Charter	Summary of key considerations around placemaking in Wales: http://dcfw.org/placemaking/placemaking-charter/
Welsh Government Climate Emergency	https://gov.wales/welsh-government-makes-climate-emergency-declaration
Welsh Parliament Nature Emergency	https://research.senedd.wales/research-articles/cop15-time-to-tackle-the-nature-emergency/
Tourism	Imagine Trail – interactive app developed by community: https://www.imaginetrail.com/
Horticulture	Life at No. 27 Horticultural Therapy: https://lifeatno27.com
Business	Federation of Small Businesses: www.fsb.org.uk

List of Stakeholders

The Place Plan Steering Committee would like to thank the following stakeholders and community representatives for their participation in the development of this plan (please note this list is not exhaustive):

Bay of Colwyn Town Council	Home-Start Conwy	Old Colwyn Residents Assoc
Bayside Radio	Incredible Edibles Colwyn	Peace of Mind
Betsi Cadwaladr University Health Board Public Health team	Le Sport	Public Health Wales
Bryn Woodlands House	Lichfields	Rhos-on-sea Rotary Club
Church in Wales	Llysfaen Community Council	Rhos-on-Sea Cycling Club
Colwyn Victoria Pier Trust Ltd	Menter Iaith Conwy	Richard Baddely & Company
Conwy County Borough Council – various departments	Mochdre Community Council	Rydal Penrhos School
Cynlas Cyf	North Wales Police	St Joseph's Catholic Primary School
Dementia Friendly Rhos on Sea	Networking for World Awareness of Multicultural Integration (NWAMI)	St Paul's Church Colwyn Bay
Friends of Rhos on Sea	North Wales Development Trust	TAPE Community Music and Film
Hafod-y-Bryn	Oriel Colwyn	Together for Colwyn Bay
		Upper Colwyn Bay Community Centre

Special thanks also to the Strategic Engagement and Place Plan Officer at Conwy County Borough Council (a member of the Strategic Planning Policy Team), who engaged in the process from the outset and regularly attended Steering Group meetings.