

# Llanfairfechan Kickstarter Plan December 2022

## Pre-Consultation Draft

Welcome to the draft Llanfairfechan Community Plan

This document has been collated from information gathered in 2022/23 from the residents of Llanfairfechan. It will be used to help us develop a coordinated approach to planning in the town, taking account of resident views.

It's only the start of the process and our newly formed Community Planning Partnership will continue to further develop the plan and will report back as the process progresses. Llanfairfechan Town Council are committed to the community planning process and will formally ratify our support once the partnership has completed their setting up and development of the project.

Thank you to everyone who has been involved so far and we hope that you will all be interested in working together to plan a positive future for our community.

## Contents

*"Growing up in Llanfairfechan is something that I hold closely to my heart, I have made some great friends and memories in the local community."* – Llanfairfechan resident

1. Introduction Page 4  
*About this Plan • About Llanfairfechan • What has happened so far?*
2. Where this plan fits Page 5  
*Other plans, policies and priorities • What they mean for Llanfairfechan • So what?*
3. How did we get here? Page 8  
*About this Plan • About Llanfairfechan • What has happened so far? • What will happen next?*
4. We love Llanfairfechan – about our town Page 10  
*Selected History • People • What we love • What will happen next? • What young people love • Community Asset Map • Community Groups, Clubs & Societies*
5. Community Priorities Page 15  
*Projects • Vision • Challenges • Opportunities • Young People's priorities • SWOT*
6. From Priorities to a Plan Page 19  
*Emerging Themes • Exploring the Themes • What type of plan? • Action Planning*
7. Llanfairfechan Kickstarter Plan Page 21  
*Vision • Themes & Objectives • Action Plan*
8. Making it happen Page 27  
*First Steps • First Year • Future Plan*
9. Further information Page 28

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## Production



**Cyngor Tref  
Llanfairfechan  
Town Council**



**Planning Aid Wales**  
Cymorth Cynllunio **Cymru**



**UK Government Wales**  
Llywodraeth y DU Cymru

This plan was produced with the support of Llanfairfechan Town Council, Conwy County Borough Council (Conwy CBC) and Planning Aid Wales, with funding from UK Government Wales.

## 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

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# 1. Introduction

## What is this plan?

Welcome to the Llanfairfechan Kickstarter Plan.

This plan presents an initial vision, objectives and actions that can be taken on priorities that are important to the community. The plan has been prepared with and by representatives of the community - it is a 'community-led' plan.

It is hoped that this plan will act as a foundation and springboard for the development of a full Community Plan or Place Plan in future. Guidance on taking these further steps is available at [www.placeplans.org.uk/conwyguides](http://www.placeplans.org.uk/conwyguides)

## About Llanfairfechan

Llanfairfechan is a coastal town on the northern coast of the County of Conwy. The town is situated between Snowdonia National Park and the Llanfair Sands. With a population of around 3,548 people, Llanfairfechan benefits from a range of community facilities and is sited in a striking natural environment set between the coast, forests and mountains.

This plan covers the whole boundary of Llanfairfechan Town Council, including the town, Nant Y Pandy and the surrounding countryside, as illustrated by the area outlined in the map opposite.

See Section 4 for a full profile of the area.

## What has happened so far?

The plan presents the results of desktop research, community and stakeholder engagement work that took place in

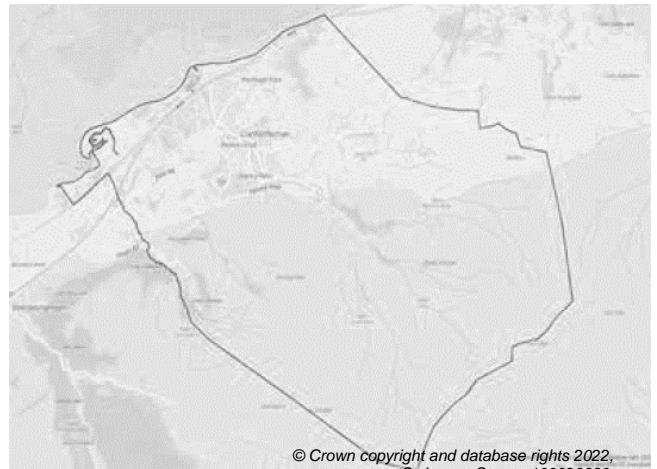
Llanfairfechan during 2022. See section 3 for more detail.

The community told us about the things that they love and ideas they have to help overcome the challenges facing the town. The 'Llanfairfechan Working Party', an informal group of residents and Town Councillors, have used the community's ideas to develop this plan.

More work will need to be done to explore these issues - more evidence will need to be gathered to help shape any future plans and projects. See sections 8 & 9 to see what will happen next.

## Acknowledgements

Llanfairfechan Working Party would like to thank all members of the community, local businesses, youth groups and schools for supporting this project. Special thanks are due to the Clerk of Llanfairfechan Town Council for supporting many of these activities. Thousands of comments have been received and the initial priorities have been



identified in this plan. A full list of comments received have been summarised anonymously in the appendix to this report, available at [www.placeplans.org.uk/llanfairfechan](http://www.placeplans.org.uk/llanfairfechan). The action plan refers to the need to continue to refer back to all these comments as the plan develops.

Thanks are also due to stakeholders who engaged with and supported this process, including representatives of a range of departments a Conwy County Borough Council, Conwy Voluntary Services Council and Betsi Cadwaladr University Health Board.

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## 2. Where this plan fits

### Policy Setting

### Other plans, policies and priorities

This plan is not the only plan that affects Llanfairfechan - there are several other plans, policies and priorities that will affect the town over the coming years.

These are produced by different levels of Government. The key ones that will affect Llanfairfechan are shown in the *table below*.

Government Level	Plans, policies and priorities
United Kingdom Government	Levelling up funds
Welsh Government	Well-being of Future Generations Act
	Transforming Towns / regeneration funds
	Future Wales: The National Plan 2040
	Planning Policy Wales
	Building Better Places
Regional	Local Well-being Plan (Conwy & Denbighshire Public Services Board)
	North Wales Strategic Development Plan (coming soon)
	Economic Growth Vision / Ambition Board
Conwy County Borough Council	Conwy Local Development Plan
	Conwy's Economic Growth Strategy
	Destination Conwy Management Plan
	Creu Conwy Culture Strategy
Llanfairfechan Town Council	Where this plan fits!

### What do they mean for Llanfairfechan?

#### 1. 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 (2018-2023)* 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.

### What is 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.

## 2. Economy & Regeneration

Conwy CBC secured funding for this project from the UK Government's *Community Renewal* (or 'levelling-up') Fund. Further funding will 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.**

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. Llanfairfechan is referenced as an area that will see projects and benefits as part of the 'Launchpads' initiative.

## 3. Planning

*Future Wales – The National Plan 2040* is a Wales-wide plan for economic development, climate resilience and health and well-being. Llanfairfechan 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 *Technical Advice Notes* contain guidance on a wide range of planning topics that will affect planning decisions in Llanfairfechan. *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'.

Conwy CBC is part of a region that is producing a *Strategic Development Plan* for North Wales. This plan will be placemaking-focused and will set targets for housing and employment in Conwy; it is very important for this reason.

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The *Conwy Local Development Plan 2007-2022* affects all planning decisions in Conwy. A new *Replacement Local Development Plan* is also being prepared. This new plan will address the following:

- A new mixed-use site is proposed in Cae Ffynnon, consisting of ~200 new homes, affordable housing, possible new primary school and recreational space. Llanfairfechan currently experiences primary school capacity issues.
- There will be no new employment or retail land allocations.
- Planning are working with Betsi Cadwaladr University Health Board to identify mitigation for physical space for GP service.
- Improvements to pedestrianisation from residential areas
- Active travel routes will need to be improved to support the sustainability of the Cae Ffynnon site and wider area.

### What about 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 on this page have or will have specific targets in relation to decarbonisation such as making homes more energy efficient and increasing the use of renewable energy.

## **So what?**

All of the plans, priorities and policies will be relevant to Llanfairfechan in varying degrees. You don't need detailed knowledge of them, but if you would like to take a look at any of them in more detail you can find links to the on page 28.

Ideally, this and any future plan for Llanfairfechan 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 town-level plan should extend and add local distinctiveness to the principles in the plans above it. Town-level plans that seek to deliver on county, regional and national priorities will stand a better chance of attracting project funding.

# 3. How did we get here?

Step by step!

## Project timeline

Llanfairfechan Town Council embarked on a programme of community and stakeholder engagement activities with the support of Planning Aid Wales in June 2022.

The engagement activities focused on simple questions around challenges, opportunities, and ideas for improving the town. The following is a timeline of the main steps taken to create this plan.

This work should be the *beginning* of the conversation with the community.

Date	Activity
8 <sup>th</sup> June 2022 <i>Kicking off the Kickstarter Plan</i>	<u>Brainstorming</u> A group of 20 or so residents came together to brainstorm ideas around the six questions.
18 <sup>th</sup> July 2022 <i>Testing the ideas</i>	<u>Summer activity drop-in session</u> Local people came to a fun day at the town hall during the school holidays. They started voting on the brainstorming ideas and added their own and the art competition for young people was launched.
August 2022 <i>Bringing the community on board</i>	<u>Llanfairfechan Working Party formed</u> A new group made up of community representatives and town councillors came together to support engagement activity and to oversee the production and implementation of the plan.
7 <sup>th</sup> & 8 <sup>th</sup> October 2022 <i>Community in Action</i>	<u>Community-led drop-in</u> Members of the Working Party held a stall for two days at Llanfairfechan Co-op shop, asked people for their views.
26 <sup>th</sup> October 2022 <i>Reaching people online</i>	<u>Community Engagement Website Launched</u> The website included a information about the plan and links to an interactive 'Placecheck' map, art competition and online (and downloadable) survey for people to leave comments in whatever form they preferred.
10 <sup>th</sup> November 2022 <i>4 Towns Together</i>	<u>Stakeholder Conference</u> Representatives of Llanfairfechan joined Penmaenmawr, Conwy and Llanrwst and a range of other stakeholders to share knowledge. Presentations from Conwy CBC were followed by discussions that focused on what evidence might be needed to build stronger plans.
22 <sup>nd</sup> November 2022 <i>The stars of tomorrow</i>	<u>Youth Club Activity</u> The Local Youth Club held a session to get young people's views – great ideas abounded!
30 <sup>th</sup> November 2022 <i>And... Action!</i>	<u>Working Party Action Planning</u> Members of the Working Party came together to review the community's priorities from all of the activities above and start thinking about how they might take them forward – see section X for the results!
19 <sup>th</sup> December 2022 <i>Last but not least</i>	<u>Festive School Event</u> Pupils from Llanfairfechan attended a session at Aberconwy School and had plenty more to say than what they wanted for Christmas!
December 2022	<u>First Draft Plan</u>

<i>You are here &gt;&gt;</i>	The results of all of the above activity and background research came together to make the first draft plan.
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## Engagement results

	People	Votes on brainstorming ideas	Extra Comments
Engagement Events	75+	932	184
PlaceCheck Online Map	34	199	166
Young People	X TBC est.60	N/A	X est. 120
Online Survey	81	3,114	152
<b>Total</b>	<b>250</b>	<b>4,245</b>	<b>622</b>

The findings of all the community and stakeholder work is provided in the following sections.

## 4. We Love Llanfairfechan

*All about our Town*

### A selected history

<i>Early history</i>	Evidence of neolithic stone axe making, iron age forts and Celtic field system on and around Dinas Mountain.
<i>120-200 A.D.</i>	Roman milestone inscribed 'Canovium, 8 miles' installed near Llanfairfechan.
<i>800 – 900 A.D.</i>	Llanfairfechan or 'Little Church of St. Mary' likely established, first taxation record 1252
<i>1335</i>	<i>Record of Caernarfon</i> finds Llanfairfechan mostly inhabited by free tenant farmers - "a community of scattered homesteads".
<i>1401</i>	Two Llanfairfechan residents involved in capturing Conwy Castle.
<i>1779</i>	Population recorded as 480
<i>1856</i>	Land area of Llanfairfechan recorded as 4,225 acres. 1,150 acres sold to Mr Richard Luck, who "made a great contribution to the development of the village", including giving land to form the Promenade and Victoria Gardens.
<i>1867</i>	700 visitors recorded as visiting Llanfairfechan this year, most for the first time.
<i>1879</i>	Population: 1,612, rise likely due to rise in quarrying.
<i>1894</i>	Llanfairfechan Urban District Council formed. Town hall built by group of local businessmen in 1901.
<i>1927</i>	Electricity arrives in Llanfairfechan.
<i>1930</i>	Aber Lake completed to supply water to residents for the remainder of the century.
<i>2011</i>	Town twinned with Pleumeleuc in France
<i>2021</i>	Census records population as 3,548

For more detail on the history of Llanfairfechan, see the source of this timeline, 'Teyrnged / Tribute: Essays & Addresses by Lloyd Hughes', 1994.



# About Llanfairfechan

## Our People

### Age distribution

Population	0-15	16-29	30-44	45-64	65+	All males	All females
3,548*	16.5%	14.1%	15.3%	30.2%	23.8%	49.9%	50.1%

\* Source: 2021 census

Age distribution Source: *ONS experimental small area population estimates 2019* © Crown Copyright

### Population Density

Population = 3,548 usual residents.

Density = 198 People per km<sup>2</sup>

When we think of this in terms of football pitches, this is equivalent to 1.4 people per football pitch. This is compared to Cardiff which has around 18 people per football pitch.

Source: *ONS Census, 2021.*

### Education

This data shows the highest level of education achieved, as a percentage of the whole population.

	Whole of Wales	Llanfairfechan*
No qualifications	26%	22%
Level 1 qualifications	13%	11%
Level 2 qualifications	16%	15%
Level 3 qualifications	12%	12%
Level 4 qualifications and above	24%	32%
Apprenticeship	4%	4%
Other qualifications	4%	4%

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.

Source: *ONS Census, 2011. (NB 2021 Census data not yet available).*

### Employment

Employment status of those age 16 or over in Llanfairfechan:

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In full time employment	34%
In part time employment	18%
Not Employed - Student	5%
Not employed - Retired	29%
Not Employed - Seeking work	3%
Not employed - carer / student / disability / other	12%

Source: ONS Census, 2021.

## Health

This data shows people's general level of health, as a percentage of the whole population.

	% Wales	% Llanfairfechan
Very good health	47%	46%
Good health	31%	34%
Fair health	15%	14%
Bad health	6%	5%
Very bad health	2%	1%

Source: ONS Census, 2011. (NB 2021 Census data not yet available).

## How far people travel to work as a percentage of the working population

Work less than 2km from home	11%
Work 2km - 10km	5%
more than 10km	39%
Work mainly from home	28%
No fixed Place of work or outside the UK	17%

Source: ONS Census, 2021.

## Mode of transport to travel to work

Work mainly at or from home	427	28%
Train	5	0%
Bus, minibus or coach	59	4%
Driving a car or van	830	54%
On foot	107	7%
Other	100	7%

Source: ONS Census, 2021.

## Welsh Language

Figures show the percentage of Welsh Speakers in Llanfairfechan compared to all of Wales.

	2011	2021	Percentage Decrease

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Whole Wales	19.01%	17.80%	1.21%
Llanfairfechan	46.72%	43.96%	2.76%

Source: ONS Census, 2021.

## What we love about Llanfairfechan

When talking to the community it is apparent that Llanfairfechan is a fantastic place to live. Whilst there are things we want to improve there is also lots we love about the area. These are some of the most popular themes. Numbers in brackets show the number of votes / mentions of the same item.

- Landscape and nature (93)
- The Beach and Sea (58)
- The Mountains (52)
- The sense of community (56)
- Walking and good footpaths (48)
- Friendly local people (45)
- Small and not overdeveloped (41)
- Llanfairfechan’s character (36)
- History and Heritage (32)

*“I have been born and bred here and love the sense of community. The local hotspots are beautiful” – Llanfairfechan resident.*

## What young people love about Llanfairfechan

*(Further data will be added by end December)*

- Parks, green spaces and nature (3)
- The shops and takeaways (3)
- Beach, mountains and sea (2)
- The community and the people (2)
- The Football Pitch
- Youth Club
- How small it is
- The events in the Town Hall

## Community Assets & Facilities

*(Key for map which will follow)*

<b>Community Facilities</b>	<b>Protected Areas and Buildings</b>	<b>Healthcare</b>
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Libraries: 1 Post Offices: 1 Community Centres: 1 Community Spaces: 1 Fire Station: 1 Public Toilets: 2	Listed Buildings: 75 Scheduled Monuments: 16 SSIs: 3 Conservation Areas: 2	Doctors: 1 Dentists: 0 Pharmacies: 1 Specialist Healthcare facilities: 1
<b>Education</b>	<b>Leisure and Tourism</b>	<b>Travel and Transport</b>
Primary Schools: 2	Golf Courses: 1 Play areas: 4 Sailing Club Skatepark: 1 Campsites: 2 Pubs: 3	Railway Stations: 1 Free Beach Parking: 1
<b>Religious Buildings</b>	<b>Retail</b>	<b>Community Support</b>
Church: 6	Main Shopping Area	Foodbanks: 1 Family Support Drop-in: 1
<b>Culture and Heritage</b>	<b>Character</b>	<b>Green Space</b>
Archaeological Dig Site: 1 Roman Roads Roman Milestone Stone Bridge: 1 Tunnel Mural: 1	Colourful Houses Beautiful Architecture The Towers	Open Green Spaces Allotments: 1

## Community Groups, Clubs & Societies

There is a wide variety of formal and informal groups, clubs and societies in Llanfairfechan, all meeting regularly and helping to make the community vibrant. The following list is made up from club members who participated in our survey – the list should be built over time. Ideally, these groups should be invited to help implement the plan:

- Active Llan
- Army Cadet Force Llanfairfechan
- Badminton Club
- Biodiversity Action Group
- Bryn Castell Coffee Morning
- Capel Zinc
- Crafties
- Croquet Club
- Friends of Llanfairfechan Library
- Grwp Sgwrs Cymraeg
- Incredible Edibles Llanfairfechan
- Llanfairfechan Bathing Belles
- Llanfairfechan Bowling Club

- Llanfairfechan Brownies
- Llanfairfechan Community Players
- Llanfairfechan Foodbank
- Llanfairfechan Golf Club
- Llanfairfechan Orchard Community
- Llanfairfechan Sailing Club
- Llanfairfechan Surf Life Saving Club
- Llanfairfechan Town Football Club
- Llanfairfechan Town Twinning Association
- Llanfairfechan Women’s Institute
- Llanfairfechan Youth Club
- North Wales Fishing Community
- Menter Iaith Penllan
- Painting Pals Art Group
- Parent governors / PTA at Ysgol Babanod
- Patient Engagement Group for Plas Menai Surgery
- Pendalar Hall Committee
- Plastic Free Llanfairfechan Group
- Quayside Buccaneers Nand
- St Marys and Christ Church - Dwyllan ministry area
- U3A
- Watersports Club

## 5. Community Priorities

*Summarising the engagement work*

This section shows the top 10 priorities against six key questions **as identified by the community in Llanfairfechan**. A full list of all votes and further ideas suggested by the community is available in Appendix A.

**Place Plan or Community Plan?**

Part of the aim of this project was to identify whether developing the plan into either a land use Place Plan or a non-land use Community Plan would be more appropriate.

So, community priorities that a Place Plan can deal with are marked with a ‘P’ and priorities that are more suited to a Community Plan are marked with a ‘C’, or where both types of plans can deal with them, both symbols are used.

**Community project ideas**

1. Youth activities and facilities for young people (57 votes) - **C**
2. Community-led energy scheme e.g. Wind / Water power generator (55 votes) - **CP**
3. Improved access to GP surgeries / health facilities (55 votes) - **C**
4. Repair / resurface prom car park (55 votes) - **C**
5. Free parking on prom car park (47 votes) - **C**
6. Affordable housing to rent and buy (47 votes) - **P**
7. Promenade and Pavillion regeneration & provide better access to the beach (47 votes) - **CP**

8. Greening the town – tree-planting / landscaping etc. (40 votes) - **CP**
9. All new buildings to be environmentally friendly (37 votes) - **P**
10. Improve area in front of Town Hall / Station Road – shopfronts / bunting etc. (36 votes) - **C**

## What should Llanfairfechan look like in 15 years' time (2037)?

1. Happy people and happy young people (53 votes) – **C**
2. Rejuvenated and thriving shops and High Street (49 votes) – **CP**
3. Keep the character of the town (44 votes) – **P**
4. Range of housing for all ages in keeping with town character (42 votes) – **P**
5. Green spaces kept as green spaces (42 votes) – **P**
6. A lot of nature and thriving wildlife (40 votes) – **CP**
7. More indoor and outdoor activities for young people (37 votes) – **C**
8. Active community interested in its

development (37 votes) – **C**

9. No empty shops (35 votes) – **PC**
10. A town that is well cared for (33 votes) – **C**

## Challenges facing Llanfairfechan

1. The number of Airbnb's and second homes in the area (44 votes) - **CP**
2. The cost of energy to heat our homes (43 votes) - **C**
3. Keeping young people in Llanfairfechan (39 votes) - **C**
4. Tackling climate change (37 votes) - **CP**
5. Overdevelopment on our greenfield sites (35 votes) - **P**
6. Getting the community involved in the development of Llanfairfechan (32 votes) - **C**
7. Finding the best locations for housing (29 votes) - **P**
8. Activities for young people to do (28 votes) - **C**
9. Deterioration of the Welsh Language (26 votes) - **CP**
10. Poor parking and active travel links (26 votes) - **C**

## Improving places - priorities

## Opportunities we should make the most of

1. Empty properties and shops empty houses should be reused (66 votes) - **C**
2. Encourage community engagement events and the use of our facilities (61 votes) - **C**
3. Food markets and events on the beach (32 votes) - **C**
4. Environmentally friendly houses that are affordable (29 votes) - **P**
5. Forest school at Nant Y Coed (28 votes) - **C**
6. Improve leisure facilities Multi Use Games Area and football pitch (28 votes) – **C**
7. Learn from how others have done it elsewhere (28 votes) - **C**
8. Use green space on prom for events a marquee or gazebo for rainy days (27 votes) - **C**
9. Reuse the school buildings once the new school is built (27 votes) – **CP**



10. Provide public toilets on the beach (25 votes) – C

## How can we reach more people in the community?

1. Arrange events – e.g. dances / music events at town hall, street parties and themed festivals (86 votes)
2. Go where people are – e.g. pub, school, Co-op, Pavillion, Seagrass and tie in to existing events (72 votes)
3. Use social media (46 votes)
4. Use ambassadors / champions from different locations and all age groups (29 votes)
5. Use questionnaires to find out what people want (28 votes)
6. Co-op table & physical noticeboard (25 votes)

7. Place large notices / noticeboards around town (25 votes)
8. Use incentives to draw people in – e.g. wine and cheese (22 votes)
9. Try to reach people who fall through the cracks (20 votes)

## Young People's Priorities

*From the community planners of tomorrow.*

It was clear from the community engagement activities that offering a wider range of activities and support services for young people was a strong theme across all questions.

Specific focused work was arranged with Llanfairfechan Youth Club and Ysgol Aberconwy to draw out the issues that were important to young people. This took place in the form of shorter survey focused on places they loved (see page 13, above), places they think need improving and activities and facilities they would like to see.

27 young people participated in these activities, and their priorities are as follows (*More data to follow*):

### **Better range of activities (34):**

Swimming pool (7)  
 Funfair/carnival (7)  
 Dog park / walks / grooming club (3)  
 Eco activities/Litter picking (3)  
 Skate Park (2)  
 Cinema (2)  
 Lights for Christmas (2)  
 Internet café (2)  
 Youth Clubs (2)  
 Events in the summer (1)  
 Cooking Classes (1)  
 Zoo (1)  
 Zipline (1)

### **Town improvements (20):**

Better Parks (7)  
 More shops/less empty (4)  
 Restaurants/Takeaways (2)  
 Less dog poo/more bins (2)  
 Better path to beach (2)  
 Bigger supermarket (1)  
 Better roads (1)  
 More flowers (1)

### **Sports Activities (12):**

Sports Teams (5)  
 Football Pitch (2)  
 Netball/Basketball Court (2)  
 Sports Centre (1)  
 Fencing club (1)  
 Tennis court (1)

## Summary: SWOT Analysis

Now we have a better understanding of the community's priorities, we can take it a step further and develop a Strengths, Weaknesses, Opportunities and Threats analysis.

By understanding the internal and external factors facing Llanfairfechan, this will help us better plan for the future.

<p><b>Strengths</b></p> <p>Stunning and varied natural landscape.          Distinctive town character with history, heritage and beautiful houses          Active Travel opportunities, particularly walking and the coastal path          Small and not overdeveloped          Forward-thinking Town Council and community supportive of enabling change.</p>	<p><b>Weaknesses</b></p> <p>Reliance on cars and limited parking          Empty shops / buildings          Increasing numbers of Airbnb's and second homes reducing the housing stock.          Limited activities for young people</p>
<p><b>Opportunities</b></p> <p>Building community cohesion – more events and activities, better communication etc.          Maximising and promoting leisure and tourism. Range of facilities that can be improved / reused (Nant Y Coed, Multi Use Games Area etc.)          Exploring community-led action on energy generation.          Housing, facilities and town close together – could be an ideal 15-minute neighbourhood.</p>	<p><b>Threats</b></p> <p>Climate change          External economic factors - cost of living crisis / inflation          Access to healthcare          Young people moving out of the area – further aging population.          Competition for funding</p>

## 6. From Priorities to a Plan

*Exploring the results*

### Emerging themes

5.6% of the town cast 4,245 votes on 181 ideas and generated 502 extra ideas – it would be challenging to turn all these into actions.

However, many priorities were repeated throughout the responses, and when grouped together, a clear set of 7 themes have emerged. These are:

- People & Community
- Business & Economy
- Town Centre & Buildings
- Environment & Energy

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- Transport & Travel
- Housing
- Leisure & Tourism

The results are not a *definitive* view of the community, but it is a start. A public consultation on this draft plan and further community engagement work is needed. These types of actions have been included in an 8<sup>th</sup> theme: *Community Action*

## Exploring the themes

Focusing on priorities within these themes allows us to make a more concise, focused plan. Each theme can be explored in more detail in the full plan.

As explained in our *Prove it!* Toolkit, a full Community / Place Plan should establish the facts around an issue. Community priorities can help focus information and evidence gathering which normally involves straightforward actions, such as:

- Internet research e.g. finding and learning from case studies
- Liaising with owners of existing information
- Topic-specific surveys (e.g. tourist questionnaires)
- Place-specific surveys (e.g. counting surveys, photography, mapping play facilities)

So, straightforward but focused actions can now be prioritised for the plan, for example:

Theme	Challenge	Community Solutions	Potential actions
Housing	The number of Airbnb's and second homes.	Limit numbers, planning policy and taxation.	Housing Survey - how many as a % of total homes? Liaise with Conwy CBC planning.
Environment & Energy	The cost of energy to heat our homes.	Community energy generation (e.g. water & wind).	Case studies; Local Area Energy Plan; explore Funding options.
People & Community	Keeping young people in Llanfairfechan.	Encourage apprenticeships; support networks for young people.	Leaver's survey – what are the push & pull factors? Case studies.
Transport & Travel	Poor parking and active travel links	Funding to replace prom car park; better communication on existing transport links such as shuttle services?	Parking facilities survey incl. quality assessment & usage; Liaise with active travel officer; establish local active travel map. Survey specific barriers.

## What type of plan?

So, should this plan develop into a Place Plan or a Community Plan in future?

There is no definitive answer, and the priorities should be explored further. However, of most of the priorities in section 5 were identified as being land use (Place Plan) issues or non-land use (Community Plan) issues. The results are as follows:

Place Plan: 17 or 36.9%  
 Community Plan: 29 or 63.1%

So, a Community Plan might be more appropriate for Llanfairfechan in future as there are more non-land use priorities than land use ones.

Of course, a Place Plan or even a hybrid plan could still be produced, but only the land use-focused parts can be adopted as a planning document by Conwy Council.

Either way, presenting the findings of this plan to the planning team and discussing the land use matters raised could still be beneficial and has been included in the action plan.

For more guidance, see our Introduction to Place Plans Toolkit.

## **Action Planning Meeting**

All of the community's priorities were reviewed by the Llanfairfechan Working Party on 30<sup>th</sup> November.

The following section presents the results; a Kickstarter Plan for Llanfairfechan.

# **7. Llanfairfechan Kickstarter Plan**

## **Our Vision**

In 15 years' time, Llanfairfechan will be a place where...

... A happy, healthy and well-connected community work together to develop their places and protect, enhance and celebrate local wildlife and the natural environment.

... Young people have a range of options to develop their skills and interests, to live in appropriate and affordable housing and to work without need to travel by car.

... the unique character of its buildings and open spaces are protected and celebrated.

... A bustling, vibrant and well-cared for town centre provides a diverse range of shops, services and activities for people of all ages.

## Themes & Objectives

Theme	Objectives / Priorities
1. Community Action	1.1. Develop the Working Party
	1.2. Deliver the plan
	1.3. Plan ahead
	1.4. Connect the community
2. People, Community & Identity	2.1. Support and facilitate community events
	2.2. Diversify activities for young people
	2.3. Explore / improve access to health & well-being facilities
3. Business & Economy	3.1. Facilitate a new food market / festival
	3.2. Engage the business community
4. Town Centre & Buildings	4.1. Work with others to tackle empty properties
	4.2. Support Promenade and Pavillion regeneration
	4.3. Improve Station Road
5. Environment & Energy	5.1. Explore community-led energy options
	5.2. Support community action on climate change
	5.3. Explore town 'greening' initiatives
6. Transport & Travel	6.1. Support improvements to prom car park
	6.2. Explore parking improvements across town
	6.3. Work with others to improve active travel
7. Housing	7.1. Explore options to deliver more affordable housing
	7.2. Work with others to address rise in Airbnb's / second homes.
	7.3. Encourage alternatives to greenfield developments.
8. Leisure & Tourism	8.1. Develop project to improve leisure facilities e.g. Multi-Use Games Area / Football pitch.
	8.2. Explore options to provide public toilets near beach.
	8.3. Explore development of forest school at Nant Y Coed.

## Llanfairfechan Action Plan Theme 1: Community Action

Objective / Priority	Actions	By when?	Who? Possible Collaborators?
1.1. Develop the Working Party	Meet at a minimum of every three months starting from January 2023, inviting local group / organisation representatives to join.	January 2023, quarterly	Working Party Members, Llanfairfechan Town Council (TC), local organisations / groups
	At inaugural meeting, i) Appoint chairperson, ii) Discuss plan and launch consultation, iii) Consider draft constitution including 'seats' for local organisations and iv) survey skills of existing members to target further recruitment. v) consider forming working groups to progress specific themes / actions.	January 2023	
	Explore funding / 'in-kind' support with Town Councils.	February 2023	
	Identify skills development opportunities for Working Party Members.	April 2023	
1.2. Deliver the Plan	Launch 3-month community consultation in January, possibly with launch event. Provide online and physical access to the plan and circulate to all community groups.	January 2023	Working Party Members
	Incorporate community feedback and launch final plan.	April 2023	
	Consider inviting TC to formally adopt plan.		
	Allocate actions and review progress against actions on a quarterly basis.	Quarterly	
1.3. Plan ahead	Meet with Strategic Planning Team at Conwy CBC to explore options for Place Plans.	June 2023	Working Party Members / Conwy CBC
	Meet with Economic Development Team at Conwy CBC to discuss priorities and identify further opportunities for funding and / or Community Plan development.	June 2023	
	Decide on final plan form, secure TC support and prepare plan timetable.	October 2023	Working Party Members
	Review progress on this plan and launch work on new Community Plan / Place Plan.	January 2024	
	Prepare New Action Plan for 2024 – 2025 that addresses further priorities identified by community in this project.		
1.4. Connect the community	Build on community assets map – develop list of all local groups and organisations including contact information, consider further questionnaire to map activities.	April 2023	Working Party & TC with support of community groups
	Develop online platform / website to connect community groups with shared calendar for booking facilities, to be supported by social media campaign (with support of young people), flyers, noticeboards around town and other communications channels.	July 2023	



## Theme 2: People & Community

Priority: **S** = 'Within Months', **M** = 'Within First Year', **L** = 'Year 2 onwards'

Objective	Actions	Priority	Who? Possible Collaborators?
2.1. Support and facilitate community events	Support Town Council in building the annual events calendar based on feedback from community.	<b>S</b>	Working Party Members, TC
	Develop 'Llan Celebrates' into annual event that uses and celebrates different venues in town, consider dedicated sub-group of working party.	<b>S</b>	
	Develop 'Stakeholder Pitch'	<b>S</b>	Leena Farhat
2.2. Diversify activities for young people	Develop list of all existing activities available for young people in the area	<b>S</b>	Working Party Members, Conwy Youth Team, Llan FC, Local youth groups.
	Meet with local youth worker and Football Club representatives to i) develop ideas for youth activity development and ii) invite them to join working party	<b>M</b>	
	Non-sport activities: liaise with Scout & Guides associations and other local organisations to establish how to support adult volunteer recruitment.		
2.3. Explore / improve access to health facilities	Meet with Llanfairfechan Group Practices and Betsi Cadwaladr UHB to i) establish barriers to GP provision in the area ii) explore whether more 'roving' services can be provided, iii) Identify ways community can support extending provision including preventative facilities / services and iv) to invite participation in Working Party.	<b>M</b>	Working Party Members / Conwy CBC / Llanfairfechan Group Practices / Betsi Cadwaladr UHB.
	Support TC in lobbying for better access to GP surgeries.		

## Theme 3: Business & Economy

Objective	Actions	Priority	Who? Possible Collaborators?
3.1. Facilitate a new food market / festival	Work with Town Council and local businesses to explore establishment of food market, identifying potential location and requirements and develop plan to deliver	<b>S</b>	Working Party Members, TC, local businesses
3.2. Engage the business community	Invite further representatives of local businesses to take joint working party	<b>S</b>	Working Party Members, local businesses
	Consider and deliver focused business survey to identify business development priorities and incorporate into year 2 action plan.	<b>M</b>	

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## Theme 4: Town Centre & Buildings

Priority: **S** = 'Within Months', **M** = 'Within First Year', **L** = Year 2 onwards'

Objective	Actions	Priority	Who? Possible Collaborators?
4.1. Work with others to tackle empty properties	Review Conwy Town Centres First Study and meet with Empty properties officer at Conwy CBC to establish how community can assist.	<b>S</b>	Working Party Members, TC, Conwy CBC, Local landlords.
	Liaise with landlords of empty properties to see if empty shopfronts can be used to display information about the town / community event displays and prepare.	<b>As needed</b>	
4.2. Support Promenade and Pavillion regeneration	Invite Promenade / Pavillion group to participate in working party.	<b>S</b>	Working Party Members, Llan TC, Penmaenmawr TC, Promenade / Pavillion Group.
	Liaise with Penmaenmawr TC to identify opportunities for information sharing / joint working.	<b>S</b>	
	Prepare project proposal to deliver improvements with TC.	<b>M</b>	
4.3. Improve Station Road	Liaise with TC to help secure funding / support to improve Town Hall and Station Road, including clearer signage, street decoration and further greening initiatives.	<b>M</b>	Working Party Members / Conwy CBC

## Theme 5: Environment & Energy

Objective	Actions	Priority	Who? Possible Collaborators?
5.1. Explore community-led energy options	Explore case studies, reach out to Energy Local Bethesda & Dwr Anafon identify potential sites and funding options.	<b>M</b>	Working Party Members, TC, Energy Local Bethesda, Dwr Anafon
	Deliberate establishing a project.	<b>M</b>	
	Develop funding proposal if agreed.	<b>M</b>	
5.2. Support community action on climate change	Deliver 'quick wins' with TC Climate Working Group – e.g. community information / guidance, producing local case studies (such as Incredible Edibles) and share widely.	<b>S</b>	Working Party Members, TC Climate Working Group
	Research community-led climate action plans and local challenges - .e.g. flooding, biodiversity threats – identify and liaise with appropriate organisations to develop plan.	<b>M</b>	
5.3. Explore greening initiatives	Explore High Street Greening initiatives / case studies and deliberate options for development in Llanfairfechan.	<b>M / L</b>	

## Theme 6: Transport & Travel

Priority: **S** = 'Within Months', **M** = 'Within First Year', **L** = 'Year 2 onwards'

Objective	Actions	Priority	Who? Possible Collaborators?
6.1. Support prom car park improvements	Support Town Council actions on car park improvements and raise community awareness on challenges.	<b>As needed</b>	Working Party Members, TC
6.2. Parking improvements	Survey & map parking facilities across town & identify opportunities for future plan.	<b>M / L</b>	Working Party Members
6.3. Work with others to improve active travel	Liaise with Active Travel Officer at Conwy CBC and Sustrans to establish data available and how community could support improvements.	<b>S</b>	Working Party Members / Conwy CBC / Sustrans
	Survey existing active travel routes to identify areas of improvement for future plan.	<b>M / L</b>	

## Theme 7: Housing

Objective	Actions	Priority	Who? Possible Collaborators?
7.1. Explore options to deliver more affordable housing	Liaise with Conwy CBC planning team to ascertain existing data for Llanfairfechan, Consider Local Housing Market Survey to establish local pricing data, availability and tenure of properties.	<b>S / M</b>	Working Party, TC Conwy CBC
	Use results and explore community-led options in new plan.	<b>L</b>	
7.2. Work with others to address rise in Airbnb's / 2nd homes.	Conduct Local Housing Survey - how many are there as a % of total homes? Liaise with Conwy CBC planning.	<b>M</b>	Working Party, TC
	Work with TC to raise awareness of Conwy CBC Second Homes Levy consultation amongst community and encourage feedback.	<b>S / M</b>	
7.3. Encourage alternatives to greenfield developments	Liaise with Conwy CBC planning & empty properties officer to ascertain targets for affordable target for strategic sites, rationale for greenfield rather than existing stock	<b>S / M</b>	Working Party Members / Conwy CBC
	Explore solutions that can be facilitated by community / TC	<b>M / L</b>	

## Theme 8: Leisure & Tourism

Priority: **S** = 'Within Months', **M** = 'Within First Year', **L** = Year 2 onwards

Objective / Priority	Actions	Priority	Who? Possible Collaborators?
8.1. Develop project to improve leisure facilities	Gather further information on current usage / tenure; further community survey to establish potential.	<b>M</b>	Working Party, TC, Conwy CBC.
	Work with TC and culture team at Conwy CBC to develop proposals for improvements based on the above.	<b>M / L</b>	
8.2. Explore options to provide public toilets near beach.	Liaise with TC and Conwy CBC over provision, possible sites, management / maintenance & funding	<b>S / M</b>	Working Party Members, TC, Conwy CBC.
	Consider feedback and develop business case / project proposal, gathering any further information required.	<b>M / L</b>	
8.3. Explore development of forest school at Nant Y Coed.	Approach Forest School Association for more information on establishing school. Consider further consultation / survey to help build community support & recruit volunteers.	<b>M</b>	Working Party Members / Forest School Association.

# Section 8 – Making it happen!

## First Steps

The Llanfairfechan Working Party will consult with the community on this draft plan in the first quarter of 2023. The plan will then be updated, published in its final form and will be implemented and overseen by the Working Party.

The Working Party will decide whether it will become a fully constituted group or will ask to become a sub-committee of the Town Council. It is recommended that the plan should be submitted to the Town Council to be adopted as a Town Council document.

## First Year

It is hoped that the Working Party will grow its membership and representation to many sectors of the community; this will enable a focus on and delivery of the actions identified.

Many of the actions centre around building connections with stakeholders, information-gathering and building ideas into projects. A series of guidance toolkits and case studies have been designed to help this to happen:

- *Getting from here to there: Key things to consider for plan-making*
- *Engaging further with your communities.*
- *Prove it! Plan evidence and how to get it.*
- *An Introduction to Place Plans.*
- *Community Action: Community-led project case studies.*
- *Tips for Applying for funding.*

These guidance toolkits are available at [www.placeplans.org.uk/conwyguides](http://www.placeplans.org.uk/conwyguides)

## Future Plan?

It is over to the community to decide where to go with this plan – it could be reviewed and updated each year, it could be developed into a full Community Plan or even a Place Plan.

In order for it to be successful, the plan should be treated as a ‘living document’ that is delivered, monitored and reviewed.

With the support of the community, it is hoped that the plan will bring positive and meaningful change and build on the work started in this project.

# Section 9 – Further information

## Well-being

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 2018-2023  
A plan for where there Conwy and Denbighshire Public Services Board can support reaching well-being goals:

<https://conwyanddenbighshirelsb.org.uk/well-being-plan/>

## Economy & Regeneration

Levelling Up Funds  
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/levelling-up-fund-round-2-prospectus/levelling-up-fund-round-2-prospectus>

Shared prosperity: <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:

[Building Better Places: https://gov.wales/sites/default/files/publications/2020-07/building-better-places-the-planning-system-delivering-resilient-and-brighter-futures.pdf](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](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](https://conwyculture.com/content/files/Creu-Conwy-%E2%80%93-Cultural-Strategy-for-Conwy-County-Borough-2021-2026_2021-12-14-120251_fbys.pdf)

## Planning

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>

Provides detailed guidance for the preparation of development plans

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Development Plans Manual Edition 3, 2020	<a href="https://gov.wales/sites/default/files/publications/2020-03/development-plans-manual-edition-3-march-2020.pdf">https://gov.wales/sites/default/files/publications/2020-03/development-plans-manual-edition-3-march-2020.pdf</a>
Planning Policy Wales, Edition 11, 2021	National planning policy guidance: <a href="https://gov.wales/sites/default/files/publications/2021-02/planning-policy-wales-edition-11_0.pdf">https://gov.wales/sites/default/files/publications/2021-02/planning-policy-wales-edition-11_0.pdf</a>
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: <a href="https://www.conwy.gov.uk/en/Resident/Planning-Building-Control-and-Conservation/Strategic-Planning-Policy/Adopted-Local-Development-Plan-LDP/Assets-written-proposals-maps/Conwy-Local-Development-Plan-2007-2022.pdf">https://www.conwy.gov.uk/en/Resident/Planning-Building-Control-and-Conservation/Strategic-Planning-Policy/Adopted-Local-Development-Plan-LDP/Assets-written-proposals-maps/Conwy-Local-Development-Plan-2007-2022.pdf</a>
Emerging Replacement LDP	<a href="https://www.conwy.gov.uk/en/Resident/Planning-Building-Control-and-Conservation/Replacement-LDP/Replacement-Local-Development-Plan.aspx">https://www.conwy.gov.uk/en/Resident/Planning-Building-Control-and-Conservation/Replacement-LDP/Replacement-Local-Development-Plan.aspx</a>

## Others

Active Travel Act	This document provides guidance to facilitate active travel such as walking, cycling and public transport – Welsh Government 2021 <a href="https://gov.wales/sites/default/files/publications/2022-01/active-travel-act-guidance.pdf">https://gov.wales/sites/default/files/publications/2022-01/active-travel-act-guidance.pdf</a>
Placemaking Charter	Summary of key considerations around placemaking in Wales <a href="http://dcfw.org/placemaking/placemaking-charter/">http://dcfw.org/placemaking/placemaking-charter/</a>
Welsh Government Climate Emergency:	<a href="https://gov.wales/welsh-government-makes-climate-emergency-declaration">https://gov.wales/welsh-government-makes-climate-emergency-declaration</a>
Welsh Parliament Nature Emergency:	<a href="https://research.senedd.wales/research-articles/cop15-time-to-tackle-the-nature-emergency/">Welsh Parliament Nature Emergency: https://research.senedd.wales/research-articles/cop15-time-to-tackle-the-nature-emergency/</a>