

An aerial photograph of Conwy, Wales, showing the town, its harbor, and the surrounding hills. The title 'SHAPING CONWY'S COMMUNITIES' is overlaid in large, bold, white letters.

SHAPING CONWY'S COMMUNITIES



COOMBS JONES
architects+makers

shape
my
town





CONTENTS

01	Introduction
05	Step 1 Set up your Local Community Team
09	Step 2 Find out more about your Place
27	Step 3 Evaluate your Place
31	Step 4 Draft your Place Plan
37	Step 5 Agree & implement your plan
43	Appendices <ul style="list-style-type: none">- Get in touch- Useful resources- Glossary

INTRODUCTION

Welcome to **Shaping Conwy's Communities**. This practical toolkit will help you to play a part in shaping the places that matter to you. It will give you tools and ideas to explore, change and improve your town, village or neighbourhood in Conwy County Borough.



WHO IS THIS GUIDE FOR?

This toolkit is for town and community councils, local residents, community groups and residents associations embarking on producing a Place Plan. It is specific to communities within Conwy County Borough including the Snowdonia National Park area.* It aims to guide you through the process of producing the plan and explains how it could be delivered. This toolkit offers a step-by-step guide to setting up a Community Place Plan Board, understanding your place, effectively consulting with local people, producing a realistic plan that fits within planning policy and ensuring community ownership of your plan.

HOW TO USE THE GUIDE

This toolkit is designed to help guide your community through the process of writing a place plan.

STEP 1 talks you through setting up a Local Community Place Plan Team and involving others in the process

STEP 2 provides guidance on finding out about where you live, your environment, your community and your future needs

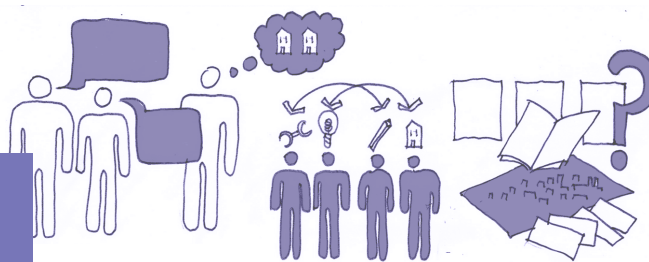
STEP 3 provides guidance on how to draw out findings and engage the wider community

STEP 4 describes the process of writing and drawing your place plan

STEP 5 talks you through agreeing, implementing and monitoring your plan

* Other versions of this toolkit may be developed across Wales as part of the Welsh Government's 'Place Plan' initiative. The original 'Shape My Town' toolkit, produced by Coombs Jones Architects and Design Commission for Wales, is available online at www.shapemytown.org and is relevant to all of Wales and beyond.

1 SET UP A COMMUNITY PLACE PLAN BOARD



2 FIND OUT MORE ABOUT YOUR PLACE



3 EVALUATE YOUR PLACE

4 DRAFT YOUR PLACE PLAN



5 AGREE & IMPLEMENT YOUR PLACE PLAN

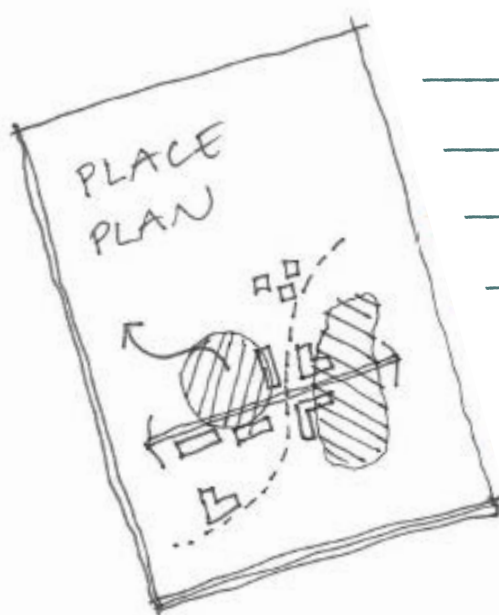
WHAT WILL I ACHIEVE?

Conwy County Borough Council (CCBC) wants to offer every community in the County Borough Council area the opportunity to write their own Place Plan. Once written, the Place Plan can inform planning decisions. The plan could focus on an entire community council area, a single village, a group of villages or a town. The scale of the project is up to each individual community to define. It is important that the plan area doesn't make decisions for communities who are not involved in the project.

THE PURPOSE OF A PLACE PLAN IS TO:

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

* Supplementary Planning Guidance contains extra detail on policies in the Local Development Plan. SPGs support, clarify and/or illustrate planning policy by example.



PRIORITISE ACTIONS

UNDERSTAND COMMUNITY

CONTRIBUTE TO LOCAL PLANNING

**ENHANCE RELATIONSHIP WITH
LOCAL AUTHORITY & TOWN &
COMMUNITY COUNCILS**

STRENGTHEN FUNDING APPLICATIONS

IMPROVE COMMUNITY WELL-BEING

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

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

If you decide to start writing a Place Plan for your area, you should get in contact with your Local Authority Place Plan Team at CCBC to talk about the practical elements of writing a plan that can be adopted as Supplementary Planning Guidance. They will provide you with a contact officer who will support you through the process. They will also provide you with a resource pack tailored to the development of your plan and examples of Place Plans successfully developed by other communities, showing how they have made a difference. The Place Plan Team can be contacted on 01492 575461 or placeplans@conwy.gov.uk

A QUICK GUIDE TO PLACE PLANNING

KEY TASKS

- Promote your Place Plan launch
- List local groups & organisations
- Invite representatives to join Community Place Plan Board
- Hold event(s) to gather & formalise your team
- Correspond with CCBC and town & community councils

SET UP A LOCAL PLACE PLAN BOARD

- SET UP A COMMUNITY PLACE PLAN BOARD:
- A: WIDER STEERING GROUP**

B: TOWN/COMMUNITY COUNCIL AS STEERING GROUP
- FORM A RELATIONSHIP WITH CCBC
 - REACH THE WIDER COMMUNITY THROUGH INITIAL PUBLIC MEETING

KEY OUTPUTS

- Community Place Plan Board charter or constitution
- Website and/or social media accounts
- Agreed schedule of meetings/events
- Communication strategy

CCBC INVOLVEMENT

Officer assigned to advise Community Area Team

Advice on setting up a team

KEY TASKS

- Workshop(s)
- Investigate:
 - Context & setting
 - People & place
 - Buildings & facilities
 - Life between buildings
- Record findings (maps, photos, text...)

FIND OUT MORE ABOUT YOUR PLACE

- EXPLORE & DESCRIBE YOUR PLACE
- USE ENGAGEMENT WEB TOOL & EXISTING EVIDENCE
- GATHER EVIDENCE TO INFORM & SUPPORT YOUR PLACE PLAN
- CONTINUE TO GATHER COMMUNITY SUPPORT

KEY OUTPUTS

- Evidence to inform & support your Place Plan
- Maps, diagrams, photos, text to illustrate findings

CCBC INVOLVEMENT

Provide bespoke Place Plan pack

Minecraft tool if required

Assistance with data collection and assessment

KEY TASKS

- SWOT analysis
- Community engagement activities

EVALUATE YOUR PLACE

- DRAW OUT FINDINGS FROM STEP 2
- ENGAGE THE WIDER COMMUNITY IN IDEAS FOR IMPROVING YOUR PLACE
- WIDER STAKEHOLDER MEETING IF COUNCIL AS STEERING GROUP

KEY OUTPUTS

- SWOT table
- Records of community engagement activities

CCBC INVOLVEMENT

Advice on impact & feasibility of ideas

Advice on possible funding sources

KEY TASKS

- Develop a vision
- Develop a delivery process
- Draft your Place Plan
- Identify Priorities

DRAFT YOUR PLACE PLAN

- AGREE A 'VISION' FOR THE FUTURE OF YOUR PLACE
- SET OUT A PLAN TO ACHIEVE YOUR VISION

KEY OUTPUTS

- Draft illustrated plan document
- Agreed vision
- Draft delivery framework

CCBC INVOLVEMENT

Help to build connections between your Place Plan & the LDP

KEY TASKS

- Stakeholder event(s)
- Consultation activities
- Attend Committee meetings (if SPG)*
- Agree your plan
- Put your Place Plan into action
- Monitor your plan

AGREE & IMPLEMENT YOUR PLACE PLAN

SPG* ROUTE

- REVISE PLAN IF NECESSARY
- AGREE YOUR PLACE PLAN
- FORMAL CONSULTATION PROCESS
- ADOPTION OF PLACE PLAN BY CCBC COMMITTEE

NON-SPG ROUTE

- REVISE PLAN IF NECESSARY
- AGREE YOUR PLACE PLAN
- INFORMAL CONSULTATION

– MONITOR & REVIEW YOUR PLACE PLAN REGULARLY

KEY OUTPUTS

- Revised action plan
- Written statement of agreement
- Adopted Place Plan (as SPG* and/or by town/ community councils)

CCBC INVOLVEMENT

Guidance on adopting your Place Plan as SPG

Help with consultation process

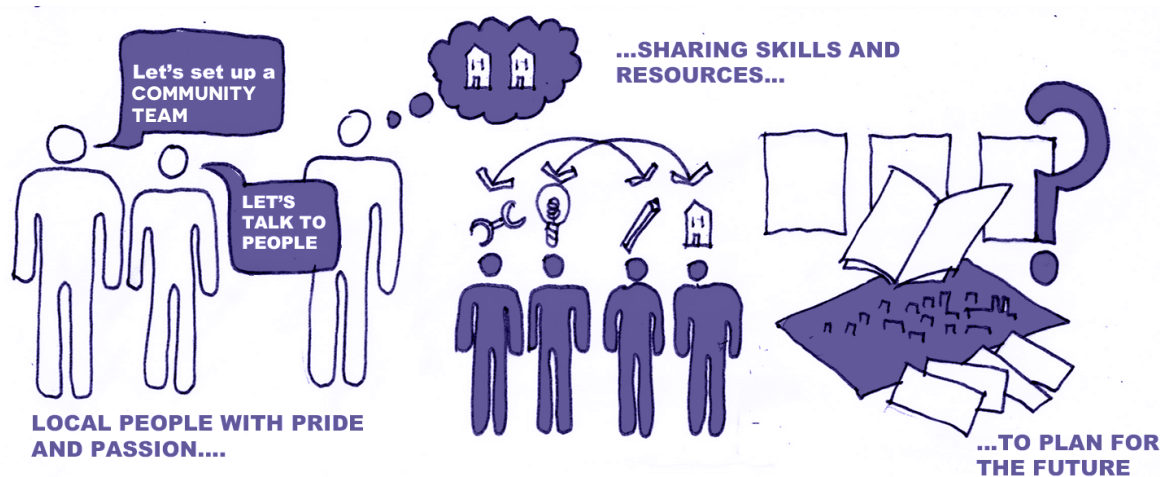
Help with implementing actions

* Supplementary Planning Guidance contains extra detail on policies in the Local Development Plan. SPGs support, clarify and/or illustrate planning policy by example.

STEP 1 SETTING UP YOUR COMMUNITY PLACE PLAN BOARD

STEP 1

SETTING UP YOUR COMMUNITY PLACE PLAN BOARD



- SET UP A COMMUNITY PLACE PLAN BOARD AND GET THE RIGHT PEOPLE INVOLVED
- FORM A RELATIONSHIP WITH YOUR LOCAL AUTHORITY PLACE PLAN TEAM
- REACH THE WIDER COMMUNITY

YOUR COMMUNITY TEAM

A Community Place Plan Board is essential to oversee the development of your plan and make it a success. They will be a visionary group of people responsible for coordinating the voice of the community, guiding the place planning process. Key tasks for the team will include organising the various stages of activity, working with stakeholders and consultants, driving your plan forward, and supporting delivery of the project aspirations through a shared vision and shared goals. You may want to give your team a name associated with the local area.

WHO SHOULD BE INVOLVED?

Your Community Place Plan Board might come from existing successful partnerships or might be a newly formed team. It should be open to everyone and should include people with a wide range of experience and expertise. There will often be charismatic, passionate local people who can become or are already 'town or community champions'- keen to play a role in local affairs, widely connected and who care about the place where they live.

To make sure the aspirations of the whole place are reflected, your Area Team will need to involve a cross section of the community, including local residents, businesses, voluntary and community groups and land owners. The aim of the process is to engage as wide a section of the community of possible. This will encourage wider support for the plan, rather than it being seen as dominated by one person or group. Formalising your Community Place Plan Board will add impetus and authority. This could be done through a charter, constitution or perhaps through consultation with your Community or Town Council or Local Authority department. Identifying the purpose, membership, working arrangements, pattern of meetings and decision-making processes can help consolidate a team and make sure members know their role. Appearing professional will increase your voice and impact within your area. Coordinated leaflets, posters and brands and messages are important, and means of communicating with your town should be considered from the start.

QUESTIONS TO ASK:

- Where will the team meet, and how often?
- What skills do you possess? What skills are missing?
- What is the role and responsibility of each team member?
- How will you communicate with each other and with the wider community?
- What is the Place Plan area and boundary?
- Are there neighbouring communities undertaking similar place planning exercises?

WORKING WITH YOUR LOCAL AUTHORITY PLACE PLAN TEAM AND PARTNERS

Getting the right support, advice and skills will help make the most of your ideas. It is a good idea for the group to be affiliated to the Town/Community Council and have the involvement of the Clerk and at least one Councillor per ward. This link will help in the development of the plan, especially if the plan includes delivery of local services and facilities.

It is suggested you invite representatives from the relevant Local Authority Departments to be a part of the delivery. Contact information is available from your Local Authority Place Plan Team.

It may be relevant to invite other partners to be a part of your Community Place Plan Board. Potential partners may include: Housing Associations, Police/Safety Partnership, Snowdonia National Park, Betsi Cadwaladr, Public Health Wales, local employers and rural organisations. Please see contact information for more suggestions.

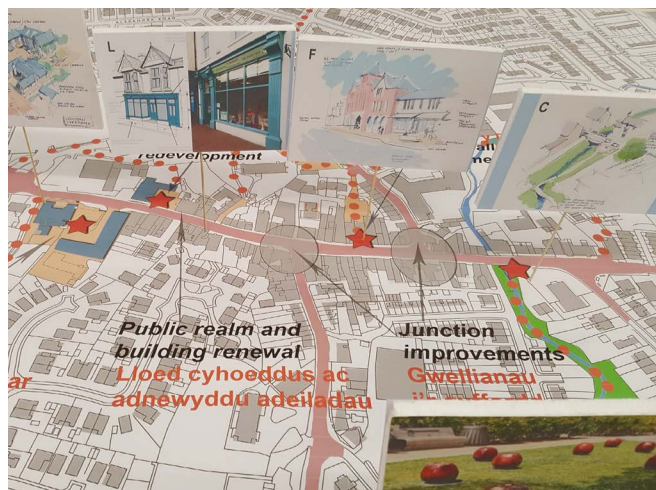
Officers from your Local Authority Place Plan Team are available to join the Area Team in an advisory capacity. They can help with the technical parts of the process. They will also be able to advise on the local planning policy that your plan should fit with if you want it to be considered in the planning process. The Local Authority can provide other specialist officers, such as heritage, ecology, tourism and community development, to advise and meet with the Area Team during the development of the plan.

WORKING WITH CONSULTANTS

There may be some areas where you require the help of experts. It is not recommended that consultants write the whole Place Plan. Your plan will be better for your local knowledge, and actions are more likely to be delivered if you know exactly where they have come from and why they are important. Your Local Authority Place Plan Team can advise if and when consultants may be required.

WORKING WITH YOUR COMMUNITY

Local people are an important community asset and know the area best. A wealth of knowledge and experience exists within your community.



Examples of consultation events held in the borough

This asset can be tapped into to help you understand your place and develop a vision for its future. To create a successful Place Plan, a broad spectrum of the community will need to be involved in the project, giving them a sense of ownership of the plan. Engaging local people in dialogue with the community place plan team, the Town or Community Council, and your Local Authority Place Plan Team officers will encourage local ownership and buy-in which will help prevent a feeling of a plan being imposed on them. The wider community should not act just as a sounding board for your ideas but should be seen as a wealth of knowledge that you can draw on. Their input should inform the development of a plan and can suggest avenues of exploration the Community Place Plan Board may not have considered.

Community consultation and engagement should not be a one off event, but should happen throughout the process. You will need to decide how and when to consult local people, businesses and interest groups. Make sure that a record of consultation and any feedback is logged as part of the evidence for your plan. You could consider the following:

- Contacting your Local Authority Place Plan Team for support
- Using the Community Engagement Webtool
- A Place Plan launch event
- Involving local people in analysing your place
- Community workshops and events
- Exhibitions
- Idea generating sessions
- Questionnaires and feedback forms
- Interviews and small group workshops
- Setting up a Place Plan website
- Using web-based social media for publicity
- Local magazines, newspapers and other media
- Workshops with schools and colleges
- Taking over empty shops for events

FUNDING THE PLAN

It shouldn't be expensive to write your plan. In many cases, local people have skills and are willing to be active in the process. Some funding opportunities may exist for small grants to cover basic costs, such as extra hours for administrative or clerk time and printing documents. Your local authority place plan team will be able to assist with identifying funding opportunities.

A person is ziplining over a dense forest. The image has a teal overlay. The person is wearing a helmet, a harness, and a life preserver. They are smiling and have their arms outstretched. The background shows a cloudy sky and the tops of trees.

STEP 2

FINDING OUT MORE ABOUT WHERE YOU LIVE, YOUR ENVIRONMENT, YOUR COMMUNITY AND YOUR FUTURE NEEDS

STEP 2

FINDING OUT MORE ABOUT WHERE YOU LIVE, YOUR ENVIRONMENT, YOUR COMMUNITY AND YOUR FUTURE NEEDS



IN THIS STEP YOU WILL:

- **GET TO UNDERSTAND THE PHYSICAL CHARACTER OF YOUR PLACE AND THE WELL-BEING OF ITS COMMUNITY**
- **EVALUATE AND DESCRIBE YOUR PLACE**
- **GATHER EVIDENCE TO INFORM YOUR DECISIONS AND SUPPORT YOUR PROPOSALS**
- **CONTINUE TO GATHER COMMUNITY SUPPORT AND EVIDENCE**

GATHERING EVIDENCE

Your Place Plan needs to be supported by good information to guide decisions. The effectiveness of a plan depends on the quality of information and evidence it is founded on. This is the stage where you will start to gather the evidence about what makes your place unique. You will look at its physical character – what it looks like; and how it functions – what is it like to live in your place. You will do this through a series of evaluations, done in small working groups, and in consultation with the wider community. **It is important to develop a really good understanding of the current situation before you try and write a plan about how things should happen in the future.**

WHAT DO I NEED TO GET GOING?

Your starting point will be the information pack provided by your Local Authority Place Plan Team, which is also available on the County Conversation website at <https://conwy.opus4.co.uk/planning/localism/county-conversation>. This will be unique to your area and provides all the up to date information held about your place. It includes:

- Planning policy context for your town/village/area
- Interactive map of planning constraints in and around your area
- Key statistics for your area
- All local plans and strategies relevant to your area. These may include:
 - Tourism strategy
 - Local Development Plan Assessments
 - Biodiversity Audits
 - Conservation Area Appraisals and Management Plans
 - Historic Landscape Information
 - Footpath improvements
 - Housing and Affordable Housing Needs Assessments
 - Community Appraisals
 - School Capacity Studies
 - Education Capacity Surveys
 - Retail and Employment studies
 - Active Travel plans
- Historical Maps of your area
- Historical images held in our archive of your area

In addition to the above, you will receive large maps of your area at different scales for annotation during your survey and consultation work. If you need more or would like a different area printed, please get in contact with your Local Authority Place Plan Team.

Remember to record what you see and hear - digital cameras and audio recorders are useful tools to keep with you, as is a notepad to draw the things you see or make notes.

PLAN AREA CONTEXT

Conwy covers an area of 1,130 sq. km. with resident population of approximately 111,700 people. The urbanised settlements of the County Borough, predominantly along the narrow coastal belt, houses around 85% of the overall population, with the remaining 15% falling within rural settlements. Around 4% of the population reside in the Snowdonia National Park, which is located outside of the Conwy Local Development Plan (LDP) area. The coastal town of Llandudno represents the largest populated area (20,000 inhabitants), closely followed by Conwy (14,200 inhabitants), Abergelge (10,000 inhabitants), Colwyn Bay (9,700 inhabitants) and Towyn & Kinmel Bay (7,800 inhabitants), all of which are served via excellent road and rail transport links and well established public transport services. The remaining, predominantly inland, rural area contains a number of locally important main villages and hamlets offering key facilities and services.

Llandudno is a traditional Victorian seaside resort, which combines its existing tourism role with a thriving commercial centre and acts as the sub-regional shopping centre for the area. Conwy Town Centre falls within a designated World Heritage Site and is important in terms of its contribution to the tourist economy, whilst Llandudno Junction is emerging as an important location for office and business-led investment. Other important urban settlements include Llanfairfechan and Penmaenmawr to the west and the towns of Abergelge and Kinmel Bay to the east.

WHAT AM I LOOKING FOR?

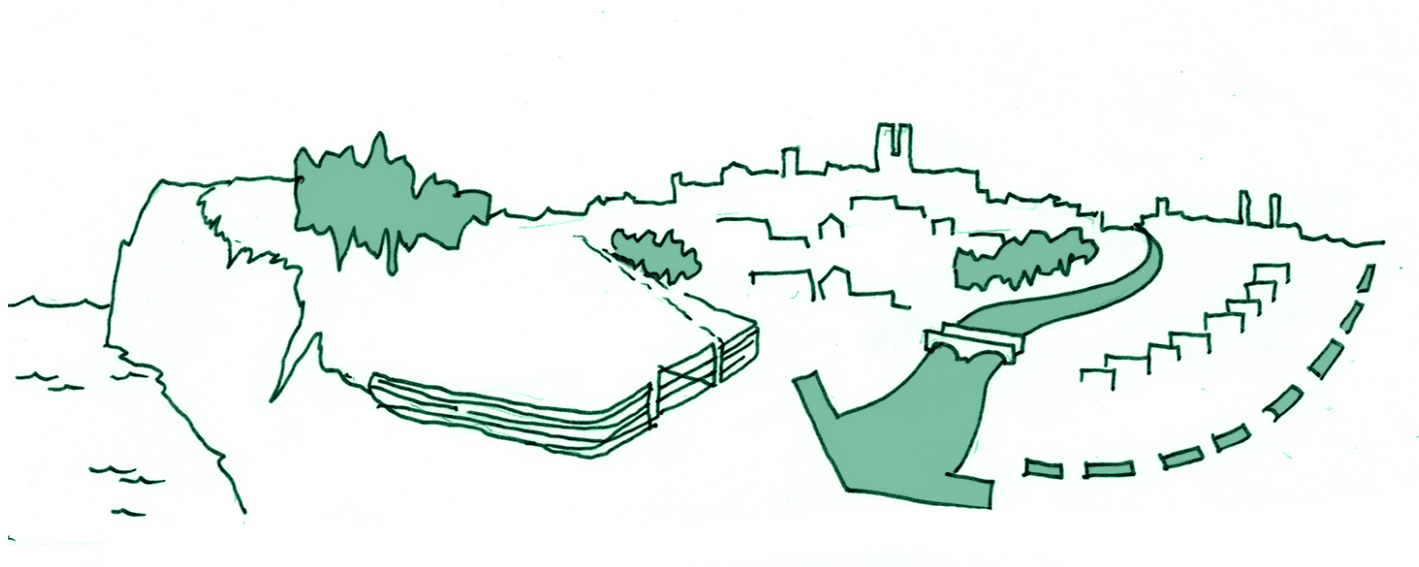
Looking at your place from different points of view will help you gain a complete picture of the built environment and the community. The information in this stage will allow you to think about place from four points of view:

CONTEXT & SETTING	PEOPLE & PLACE	BUILDINGS & FACILITIES	LIFE BETWEEN BUILDINGS
→ LANDSCAPE	→ PEOPLE & DEMOGRAPHICS	→ BUILDINGS & RETAIL	→ ACCESS & CONNECTIONS
→ HISTORY & HERITAGE	→ EMPLOYMENT	→ HOUSING	→ PUBLIC SPACES
→ DISTINCTIVENESS	→ COMMUNITY SERVICES	→ SUSTAINABILITY	→ STREETScape

Remember that there will be a wealth of knowledge held by the people who live in your area. You might also think about using archives, local newspapers, local history books and online information as well as the information pack provided by your Local Authority Place Plan Team. Working with others, carrying out research and talking to people in your place will reveal things that you might not expect - enjoy the process, have conversations and get to know your place in detail!

1 – CONTEXT AND SETTING

Conwy is an area of outstanding landscape ranging from sandy beaches and headlands to sheltered valleys, open moors and natural woodland that borders the mountains of Snowdonia National Park. In this section you will start to think about your place – what makes it special and why it looks the way it does – as well as the people who live there.



LANDSCAPE

This section will help you to understand the relationship between the wider landscape and your area. Conwy's landscape and seascape is varied and has Sites of Special Scientific Interest (SSSI) and Special Areas of Conservation (SAC) within its boundaries. The landscape, terrain, watercourses and geology have influenced the location and pattern of settlements. Many places are intimately connected with their landscape and have, for a long time, worked in harmony with the land. There are a number of Historic Landscape areas as well as five designated nature conservation sites of international importance, which are offered the highest level of environmental protection. The area also includes a number of locally designated sites which contribute to the overall character and quality of the natural environment.



Traditional buildings often exist in harmony with the landscape

One of the characteristics of small settlements is the contrast between the urban settlement and the surrounding landscape. Often, places can be seen from the surrounding landscape and the landscape can be seen from within a settlement. Consider the different views of your place and the key buildings visible as you move around the landscape; similarly, record any important views back to the landscape from within the settlement.

Llanrwst is the service centre for the rural area with a population of 3,000 and serving a wider catchment of almost 20,000 people. Neighbouring Betws y Coed is a strong tourism destination in part due to its proximity and links to the National Park. The surrounding areas have seen significant investment and job creation in recent years.

Describe the natural setting of your place and its relationship with the wider landscape using maps and photographs. Your information pack will include useful maps and relevant historic and landscape information. Natural Resources Wales Interactive Maps are available free and can provide further background information for your study. These include Landmap, assessing landscape diversity across Wales, and the Outdoor Wales online map and maps of protected sites.

QUESTIONS TO ASK:

- What is the landscape setting of your settlement? Is it in a valley, on a hilltop or in-between the two?
- Are there rivers, streams or other watercourses? Is there risk of flooding?
- Where are the best places to get views of the town? What do you see?
- Is your place surrounded by pasture, arable land, built up areas or industry?
- Are there outlying villages or is it part of a larger built up area?
- Do you live in or near a protected landscape, such as Snowdonia National Park or a SSSI?



In some places settlements have clear edges, defined by roads or landscape; in others, as seen here, edges are less well defined



Older buildings and streets can tell you about your place's history

CULTURAL HERITAGE & HISTORY

Now that you have found out about your settlement in its landscape, it's time to explore its history and heritage. Many places in the Conwy County Borough are fortunate to have characterful and historic settlements and an abundance of built heritage and architecture. Conwy Castle (including the town walls) is a World Heritage Site and there are 25 designated Conservation Areas.

Historic areas play a key role in fulfilling the objectives of the LDP, whether they form commercial or shopping centres, visitor attractions or attractive and interesting places to live. The Council is keen to ensure that such assets are protected from inappropriate development, and will take opportunities to enhance historic areas and buildings where needed.

Although national planning policy encourages prudent use of land with preference for the development of brownfield land within existing settlements, the special character and distinctiveness of Conservation Areas should be protected and enhanced. Small-scale changes to many properties, as well as larger scale alterations, can have a negative impact on the character of Conservation Areas.

The information pack from your Local Authority Place Plan Team will include information on any Conservation Areas in your study area. Further information can be found from Cadw, local historians, civic societies and your Local Authority Place Plan Team officer. A good starting point is to gather historic maps from different periods. These will help you see how your settlement has evolved to its present form; try to identify patterns of building and phases of growth or decline. Some maps are available online, but there will be many in your local archives or records offices. Talk to local people about local history, their stories and their experiences in your area. Explore the culture and heritage associated with the Welsh language and its use.

QUESTIONS TO ASK:

- What is the history of your place?
- Does it have famous associations, myths, legends or stories?
- Are there Conservation Areas or listed buildings?
- How is the settlement arranged? Is it along a road or clustered around a crossroads, a green or a square? Where is the centre?
- Can you identify phases of growth or decline? Has the settlement developed gradually, or in larger planned blocks or extensions?
- Are there historic event which have triggered growth or decline?

DISTINCTIVENESS

What makes your place unique? Is your community famous for an event, a person, a feature or a moment in time? Distinctiveness comes from that one characteristic that stands out above all others, giving it a clear identity. It is often not the intention to create a brand or theme for a town, but one may emerge over time. Distinctiveness can extend beyond the boundaries of a town to the national and international stage, creating a driving force for a vision that unites the community and provides economic benefits. However, to achieve this requires commitment, time and support.

QUESTIONS TO ASK:

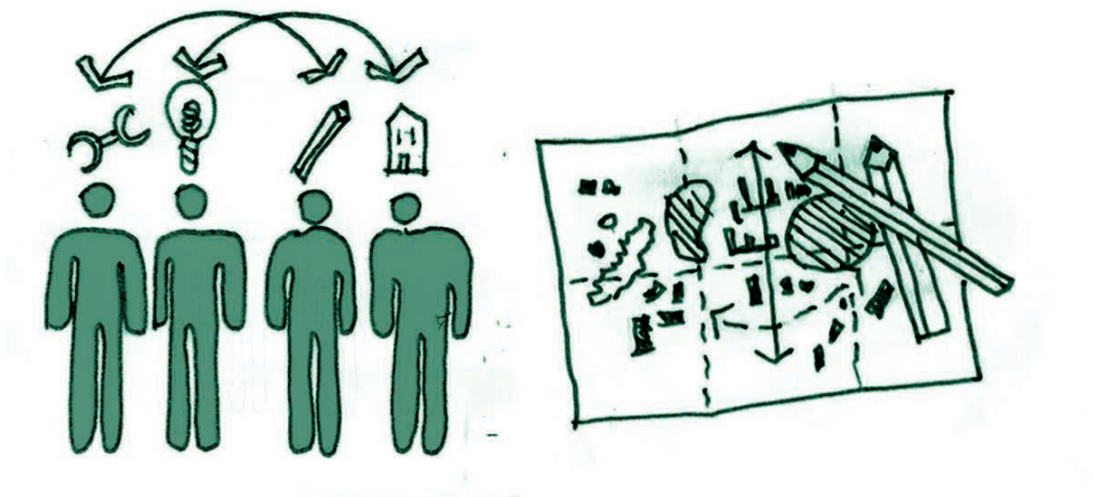
- Does your town have a distinctive identity or a theme? Is there a strength your town has that sets it apart from other places?
- Does your place have strong branding? What is its web presence like?
- What attracts visitors to your place? Is there a tourism strategy?



Places in Conwy might be distinctive for their history, landscape or events

2 – PEOPLE AND PLACE

In this section you will think about the people and services that contribute to your place and the well-being of your community. This is the state of being comfortable, happy and healthy, and depends in part on how well the educational, cultural, housing, health, employment and leisure needs of the community are met.



PEOPLE AND DEMOGRAPHICS

Having explored the landscape and history of your place, it's time to start finding out about the people who live in your community and make it unique. The information pack provided by your Local Authority Place Plan Team should include key statistics about your area. You can also find out about your community from local census data which will give you information about a wide range of topics such as the age of residents, household type and size, ethnic group, economic activity and general health.

Alongside information you can gather from analysing data, you can also ask people how they feel about their community through a householder survey. This is a very useful tool that will give you a view from the people who live in your place and provide evidence for your Place Plan.

Try to identify parts of the community that you need to get input from who may be difficult to contact or to get to attend events. These groups may include children, young adults, disabled groups, ethnic minorities and the elderly.

QUESTIONS TO ASK:

- What is the demographic of the area? Young families? Predominately retired?
- How would you describe the feel of the community in your area? Ask people what they think makes up their community.
- How are younger and older people served within the community?
- Are there hard to reach groups within the community?
- How economically active is the area? Are there local opportunities to access jobs?
- Do people travel to work or work locally? How far do they travel? What sectors do people work in?

ECONOMY AND EMPLOYMENT

Due to its coastline and the attractiveness of rural areas, the economy of the County Borough area relies heavily on tourism and service industries, especially within the urban coastal settlements. Industrial employment includes manufacturing and research, and agriculture and forestry are important employment activities in the rural areas.

CCBC has an Economic Strategy which focuses attention on accessible locations with good transport and infrastructure. The strategy aims to reduce out-commuting levels, develop skills and create higher value employment.

In the LDP land for employment purposes is allocated in the Urban and Rural Development Strategy Areas, predominantly in the locations of Conwy, Llandudno Junction and Llandudno and Abergel. However, appropriate proposals for new office and industrial development within and on the fringe of recognised settlements will be promoted where the priority objectives of the Economic Strategy are met.

The economic strategy policies of the LDP address a number of employment related challenges and aspirations including.

- Meeting the employment needs of the predicted population;
- Promoting and developing new higher value employment opportunities;
- Supporting business and technology clusters;
- Supporting the growth of existing business, entrepreneurs and business start-ups;
- Developing a skills and knowledge based economy which optimises the value of the area's natural resources, environment and cultural heritage;
- Utilising the County's strategic road and rail position. Ideally, such employment initiatives should provide permanent skilled careers that will attract and retain young people within the area.

Think about the types of jobs in your area and where these are located. Try to find out who and where the biggest employers of people in your community are. Consider how people travel to work and whether people commute into or out of your area. Find out whether and where there are facilities and services to support 'start-up' business, and whether there are services, such as fast broadband, to support working from home.

QUESTIONS TO ASK:

- What and where are the employers in your area? What sectors do people work in?
- Do people travel into and/or out of your area for work?
- Are there facilities to support start-up business and/or working from home?
- How economically active is the area? Are there local opportunities to access jobs?

PUBLIC & COMMUNITY SERVICES

Community facilities, including libraries, schools, medical centres and community centres play an important role in our communities. Shops, banks, cafes and restaurants help to enhance the vibrancy, vitality and attractiveness of town centres and support community cohesion, contributing to quality of life. Good facilities can instil a sense of community pride, increase equality and fairness and can help prevent crime and antisocial behaviour. Libraries, museums, community centres and performance spaces provide enjoyment, culture and ideas. Medical facilities ensure and safeguard health, while schools and colleges provide education opportunities for children and adults alike, and often provide facilities for community use outside of school hours. They also provide jobs and services for the community.

A walk around your area will allow you to locate facilities, while talking to local people can reveal facilities, activities and opportunities that you do not know about. These can be located on a map, perhaps by using different colours for different types of facility. Creating a list of all the groups and activities available in your area and where they operate from will highlight the range of opportunities available. Remember to think about all age groups, genders and ethnicities in your survey; check local listings and use the internet to search for what happens in your area. You may also be able to find out what activities people have to journey outside your area to take part in. Remember that services may not necessarily be fixed to a particular building or place.

Think about the level of education provided in your area. Where are local nurseries, primary schools, secondary schools and tertiary colleges? Mark these on a map. Do people have to travel outside your area for education, and if so how far? What opportunities are there for adult or further education? What opportunities are available to learn the Welsh language?

QUESTIONS TO ASK:

- What facilities are available within the community, e.g. community centres, doctors, dentists, libraries, leisure centres? How big are they? Who operates them? How secure is their long-term future? How easy are they to access? What condition are they in?
- What health services are available within the community? Are there any health promotion schemes in the community e.g. walking clubs, healthy eating education schemes or mindfulness groups?
- What learning opportunities are available within the community? Who are they open to?
- Are there schools within the area of the plan? How are they performing? Do local people access schools and colleges outside of the area, and if so how?
- What services and facilities are accessed from outside the area of the plan?

TOURISM

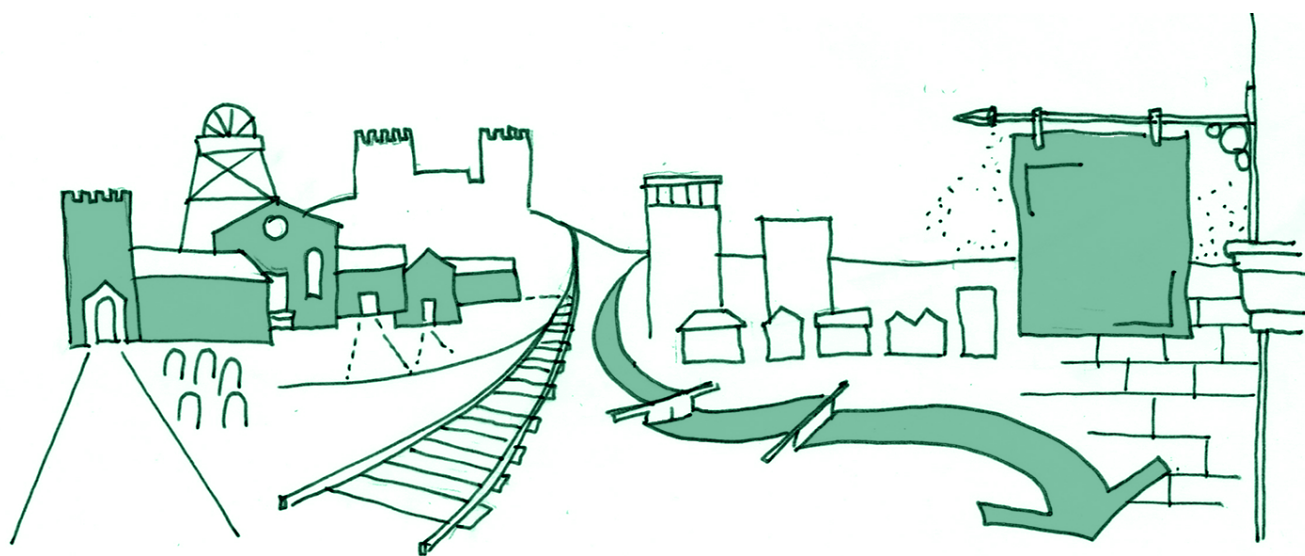
Tourism makes a vital contribution to the economy of Conwy. Year-round tourist attractions are essential to the prosperity and well-being of the area and the local economy. The main tourism accommodation focus lies in the traditional coastal holiday resorts, and tourists are attracted by the unique natural and built environment of the area and the proximity to Snowdonia National Park. It is important to protect the traditional attractions and facilities and improve the overall quality of existing accommodation, as well as promote off-peak seasons attractions, whilst safeguarding environmental and heritage qualities. Encouraging outdoor activities such as cycling, walking and environmental and heritage tourism could help sustain the tourism industry and local communities.

QUESTIONS TO ASK:

- Is tourism important in the plan area?
- What are the positive impacts and how can it be promoted?
- Does it bring any challenges and how can these be addressed?
- For how much of the year is tourism active?

3 – BUILDINGS AND FACILITIES

This section explores the buildings that make up your place and how the community functions within its environment. This section will help you to understand the facilities available for local people, housing provision, the impact of climate change and areas in need of improvement or regeneration.



BUILDINGS & RETAIL

A good step toward understanding your place is to identify the key buildings that give it its character. Take a good look at the buildings that make up your settlement and how they are arranged. Where are different types of building found? Are there clusters or zones of retail, homes, public buildings, industry, and commerce? Important public buildings, such as churches, chapels, museums and town or village halls might stand out by being taller, larger or a different style and material than their surroundings. Look for areas of new buildings or development. In the best examples, recent developments draw inspiration from their surroundings, with high quality designs that respond to the place. In poor examples, these new buildings seem like they *'could be anywhere'*.

The materials - stone, timber, brick, render, tiles, and so on - define the palette of colours and textures that characterise a place. Take a close look. What details, colours and textures give your place its unique character? Look for themes and similarities in roof shape and materials, chimneys, patterns of windows, colours, details around doors and porches, shop fronts and façade decoration.

Shops, cafes and restaurants can enhance the vitality and attractiveness of town and local centres, as well as providing jobs and useful services for the community. Think about retail in your area, including the types and scale of shops and whether they are independent or part of a larger chain. Consider where people in your area go to shop for different products, such as food or clothes, and how they get there. Does the retail on offer in your area attract people from further afield?

Use your maps and take photographs to record the types of building, their location, use, materials, colours and details.

QUESTIONS TO ASK:

- Where are different types of building located?
- Where are important public buildings and landmarks? Are they in the centre, or on the edges?
- Why do people like them?
- What are building fronts and facades like, for example shopfronts? Are there lively window displays or blank steel shutters?
- What materials are used in your place (stone, slate, timber, render, pebbledash, cobbles)?
- Does one material dominate? What colours, patterns and textures can you find?
- Are there any buildings considered eyesores or in need of repair?
- Where are different types of shops, cafes and restaurants located?
- Are there independent shops or larger chain stores?
- Where do people in your area go to shop?

HOUSING

To be successful, communities need to provide a range of housing opportunities for a wide range of people at a level they can afford. This may include rental properties, social or affordable homes, houses for first time buyers, apartments, accessible homes and retirement homes. In some places, in-migration or a shortage of housing can increase house prices, preventing young people from getting on the housing ladder; in other places the lack of employment and opportunities can lead to out-migration and empty homes.

It is crucial to the future of Conwy county borough that the needs of predicted population and household change are secured and a more balanced age structure promoted through the development of well-designed and accessible dwellings of the right type, size and tenure. You can find out more about the predicted housing needs in your area from your Local Authority Place Plan Team.

Exploring the housing market will give you a snapshot of the affordability and types of homes available. Local estate agents or online property search engines will be able to tell you about local market trends. Census data can be used to explore accommodation types and dwelling sizes. Organising a housing need survey or event is a very useful way to gather the opinion of local people. Use the information provided by your Local Authority Place Plan Team to find out whether sites have been identified for future housing and where they are.

QUESTIONS TO ASK:

- What is the housing market like in your area? How have prices changed?
- Are there enough homes to meet demand? Are there areas of expansion or areas of empty homes?
- What is the age of different areas of housing? Are houses expensive to heat?
- What types of tenure are found in your area? Are houses owner-occupied or rented? Do they belong to social landlords?



Flash flooding can have a damaging and disruptive impact on communities

CLIMATE CHANGE AND SUSTAINABILITY

It is important that settlements in Conwy can adapt to changes associated with climate and energy. Considering renewable energy sources, risks of flooding and the ability to adapt to extreme weather events will help make settlements more resilient. Consider the risks that your area may face in the future and ways that you could address these risks within the scope of your plan.

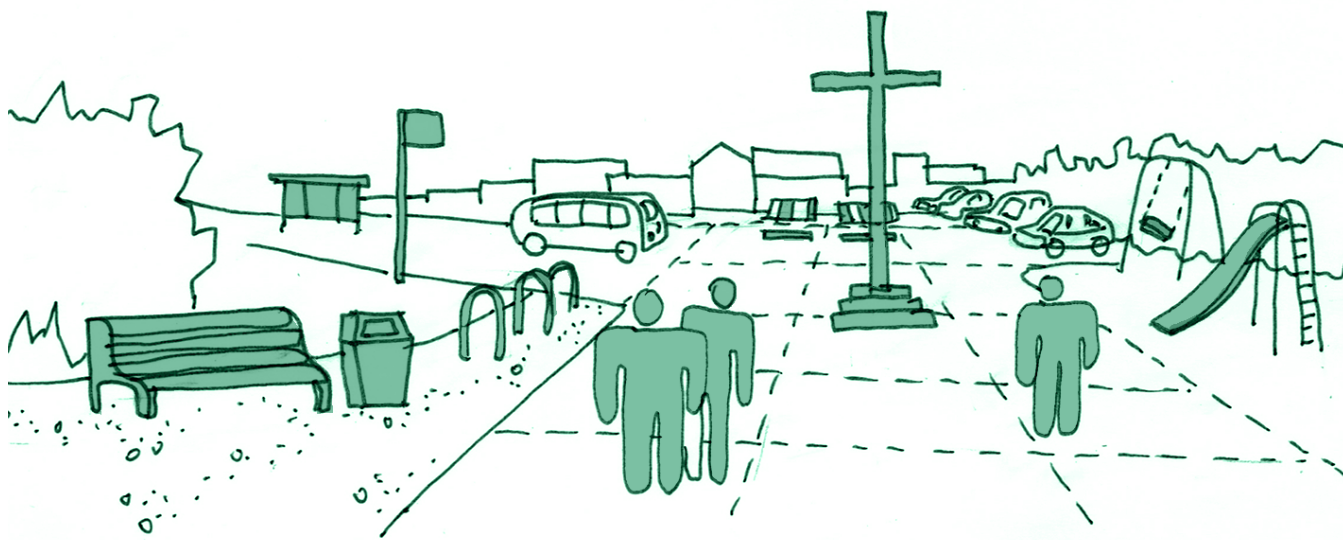
The Council will support further in-depth studies and dedicated working groups to identify significant issues for communities in terms of district heating networks especially around anchor heat loads and off gas areas. The Council will also aim to maximise positive legacies from any larger scale renewable energy projects such as solar farms and tidal energy schemes. There may be funding for community groups available from such projects.

QUESTIONS TO ASK:

- How resilient is the community to the likely and predicted effects of climate change?
- Are there any local energy improvement schemes?
- Are there any local groups with an interest in environmental sustainability?
- Are there areas of predicted flood?
- What is the main energy source in the community?
- What is the average carbon footprint of people living within the community?

4 – LIFE BETWEEN BUILDINGS

Public space is all around us and we use it every day: the streets we use to get to work or to shops, the parks where we walk the dog, the playgrounds where children play, the corners where you bump into friends, recreation spaces such as allotments and sports pitches, and the squares used for festivities and markets.



Spaces between buildings are experienced close up by residents and visitors, and provide important social spaces for movement, meeting and encounter. A well designed and maintained streetscape has a wide economic impact - increasing footfall within town centres; and through social impact - increasing conviviality through events, accidental meeting and socialising; and health benefits - encouraging people to spend time outdoors. Safe and user friendly connections between these spaces for pedestrians, vehicles, bicycles and public transport are vital to their success.

ACCESS AND CONNECTIONS

How well-connected, accessible and easy it is to move around a place can have a major impact on how welcome and safe and people feel. In most places there exists a hierarchy of types of roads, from dual carriageways to streets, lanes and alleyways. Cars often dominate, but in many places there is increasing pressure to redress the balance between vehicles, pedestrians and cyclists. This can increase social interaction, revitalise trade, and reduce accidents. Streets should be considered as safe and sociable places for people to inhabit and enjoy.

Good public transport networks and safe and convenient pedestrian and cycle paths help to connect people with jobs, services and facilities, whilst reducing problems with parking and traffic congestion. Think about the journeys people in your community need to make, and how well-connected places, services and facilities are. You can mark bus and train routes and foot and cycle paths on a map.

The Active Travel (Wales) Act requires local authorities in Wales to map and plan for suitable routes for active travel, and to build and improve their infrastructure for walking and cycling. By connecting key sites such as workplaces, hospitals, schools and shopping areas with active travel routes, the Act encourages people to rely less on their cars when making short journeys. Using your maps and the information from your Local Authority Place Plan Team, think about the impact of all forms of transport and their relative importance.

QUESTIONS TO ASK:

- How well connected are places, services and facilities in your area?
- Are there regular, convenient and affordable public transport networks? Where do they go?
- Where are foot and cycle paths? Do they feel safe to use? Are they convenient for everyday journeys?
- Where are the main routes? Is there a hierarchy of streets, lanes and alleys?
- Where is there the most and the least traffic? Are there any points of conflict between different road users?
- Where are car parks located? How many spaces are there and how busy are they?
- How do people know when they have arrived in your place?
- How reliant are residents on private cars for travel to work, education or other services (e.g. health)?
- Where are bus or train stops and taxi drop off points?



Safe active travel routes such as cycle paths can encourage healthy forms of transport

PUBLIC SPACES

Identify the most important public spaces in your place and consider how they are used at different times of the day, week, month and year. The location of markets, festivals, events and the local Christmas tree, are the centre of local life. What events take place and how often? How many people come to them? Do public spaces feel like the heart of your place?

Think about all aspects of public space: consider which places catch the sun, the number of obstacles (badly placed signs, bollards or benches) that disrupt the flow of movement; how much greenery there is; the amount of space given to vehicles, pedestrians and cyclists; the ease and safety of getting to schools and public buildings; how comfortable it is to move around your place; and, how sociable the streets are.

QUESTIONS TO ASK:

- Does your place have a main square or green, or a series of spaces?
- How are they used throughout the year?
- What elements make up the spaces – for example monuments, trees, water, paving, parking, bus stops or benches?
- Are the public spaces nice to spend time in?

PARKS AND GREEN SPACES

How green is your area? The green infrastructure of a town is made up of street trees, verges and hedges, pocket parks, greens, cemeteries, parks, allotments, river edges, as well as successful connections to the wider landscape. Successful green spaces bring wide-reaching benefits by encouraging biodiversity, social interaction, exercise and play. Places with high quality green spaces attract economic investment and are perceived as good places to live and work, while children socialise better where there are good places to play outdoors. Well designed and maintained green spaces which relate to the landscape and heritage can be an important component of local distinctiveness.

Some parks and gardens have historic or heritage importance and are listed on a Cadw/ICOMOS Register. New development that is proposed within or affecting the setting of a Registered Historic Park and Garden should not harm its special interest. The Local Authority has a responsibility to make sure that development proposals within historic landscapes, parks and gardens will not harm the special character of these assets.

Use your maps to mark the different types of green space, and record these with photographs. What could be done to improve these and encourage a wide range of users? Consider how well connected they are and how safe they are to get to and use.

QUESTIONS TO ASK:

- What types of green space does your place have, and where are they? Which are the most popular parks and green spaces? Who owns them?
- Are any of the parks and gardens protected, for example as Registered Historic Parks?
- Are green spaces connected together?
- Are they well maintained?
- Is a range of different activities available in them?
- Do green spaces connect to the wider landscape?



Indoor and outdoor community spaces are essential to create cohesive communities

STREETSCAPE

Watch where you're walking! Have a look down at the surfaces of the streets, paths and pavements. What are they made of? Are they in good condition? Do they make a good impression? These surfaces provide the background to your place, give the first impression for visitors and define the routes for pedestrians, cyclists and vehicles to move around. Think about how suitable the materials are for elderly and disabled people to travel over.

Use of one surface material throughout can unify a place, while different materials can be used to identify crossing points, vehicle routes and cycle paths. Poorly looked after surfaces with broken paving, litter, potholes, drainage problems, poor repairs, chewing gum or weeds have a negative effect on the sense of place, and can pose a risk to the safety of pedestrians.

Items of street furniture, such as benches, planters, bollards, cycle racks, bins and signs make a difference to how your place looks and feels, and influence how people enjoy the public spaces. Walk around and record where they are placed and how well maintained they are. Think about the environment - what are you looking at when sat on a bench? Are you in the sun or sheltered from the wind and rain? Is it quiet or noisy? Street furniture is periodically renewed and repaired, meaning that many different styles of bench, bin and bollard are often found. If one coordinated range of street furniture is used it will strengthen your place's identity.

QUESTIONS TO ASK:

- Are paths safe and comfortable to use for all users? How well kept are they? Are there areas in need of repair or replacement?
- What different types of materials and street furniture can you identify?
- Do you have distinctive street furniture, or is it from the 'everywhere catalogue'?
- How well maintained is the street furniture and planting? Is there any in need of repair or replacement?



STEP 3 DRAWING OUT FINDINGS AND ENGAGING THE WIDER COMMUNITY

1 Set up a Local Community Team

2 Find out more about your place

3 Evaluate your place

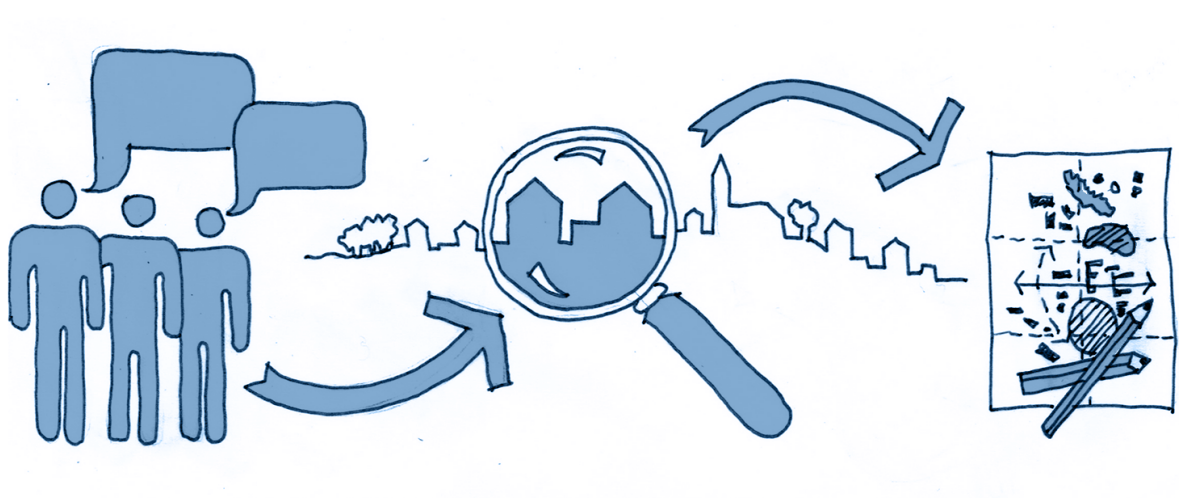
4 Draft your Place Plan

5 Agree & implement your plan

STEP 3

DRAWING OUT FINDINGS AND ENGAGING THE WIDER COMMUNITY

By now you will have lots of information about your community and its environment, but what does it mean and what do other residents think?



IN THIS STEP YOU WILL:

- DRAW OUT FINDINGS FROM YOUR STUDIES OF YOUR PLACE
- ENGAGE THE WIDER COMMUNITY ON IDEAS FOR IMPROVING THE WELLBEING OF THE AREA BASED ON YOUR FINDINGS

SWOT ANALYSIS

A simple way of bringing together and making sense of the information you have collected is to do a SWOT analysis. This is an easy method of evaluating your place under four headings:

- **STRENGTHS:** what is successful and what sets your place apart from others?
- **WEAKNESSES:** what is missing, unsuccessful or could be improved, or what puts your place at a disadvantage?
- **OPPORTUNITIES:** where is there is chance for change or are there external factors that offer a chance to make improvements?
- **THREATS:** are there conditions that are harmful to the success or character of your place or that could damage its chances to improve? Can anything be done to address or neutralise these?

Do a SWOT analysis for each of the headings in Step 2.

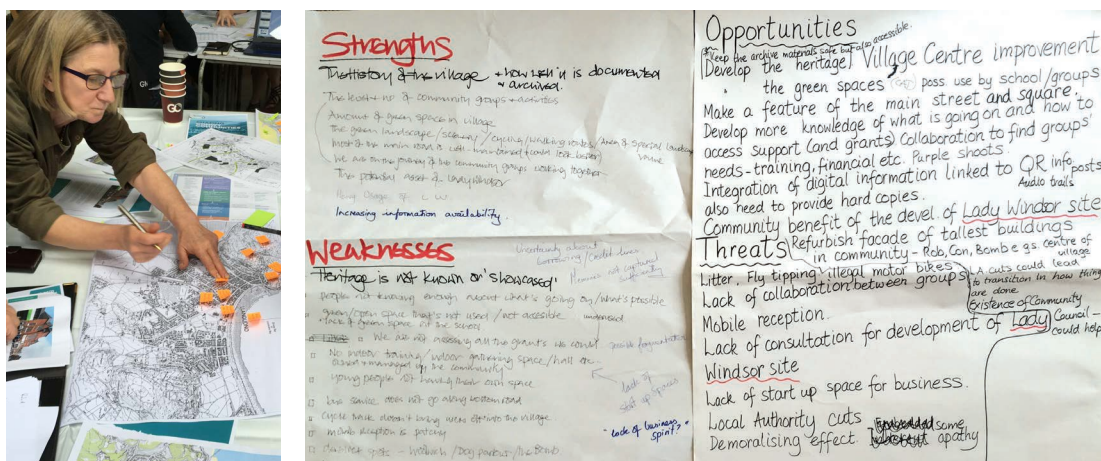
Everyone should carry out the SWOT analysis. This will ensure that many opinions are collected, and creative responses to each are developed. The SWOT analysis can help you to help draw out themes for your place to be addressed through your Place Plan.

The opportunities that present themselves can be addressed in various ways: as preparatory projects that might inform the development of your Place Plan (for example, traffic analysis); as recommendations and guidelines in your place; and as desirable actions to strive to achieve in the future. Working with your Local Authority Place Plan Team officer will help you to identify areas where you can have an impact and advise on the feasibility of your ideas.

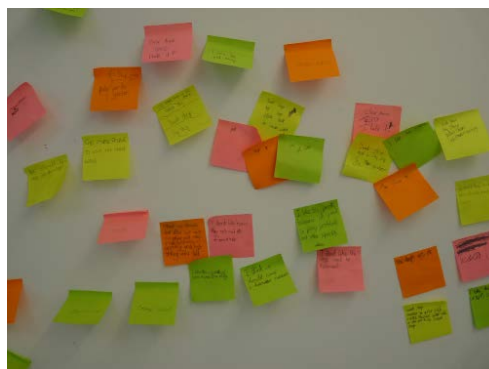
This process will help you brainstorm ideas for your Place Plan which are based on the evidence you have gathered.

QUESTIONS TO ASK:

- How can we build on our strengths?
- How can we improve areas of weakness?
- How can we take advantage of opportunities, now and in the future?
- How can we address each threat?



An example of a SWOT analysis, generated by a community group



Engaging the wider community through activities and exhibitions

ENGAGING THE COMMUNITY

You might have worked closely with members of your community to explore your place, but now it's time to engage the wider community on ideas for improving the wellbeing of the area based on the findings of all your evaluative work. Ideas for consultation events were discussed in Stage 1. Now it's time to revisit these and decide how best to get the input of local people and, in particular, those sections of the community who are hard to reach.

There are lots of examples of imaginative consultation approaches that could be undertaken that will generate different types of feedback, from structured data to personal interpretations. You could consider:

- Householder questionnaire - online or delivered to doors or at events to get a wider view and evidence of community wants and needs
- Community workshops and events with a range of people
- Community engagement tool (including social media)
- Idea generator or brainstorm sessions
- Small group workshops or focused discussions with hard to reach groups such as young people or the elderly
- Using the web, email and social media to spread news and ideas
- Workshops with schools and colleges
- Setting up a table full of your ideas at popular events such as markets and fetes
- Asking for comments on post it notes, collated on a wall
- Taking over empty shops for exhibitions and events
- Building a 'community wall' notice board to display your latest information
- Working with local artists to explore your place through interactive workshops
- Running a 'photomathon' - A competition for the best 6 photos on 6 themes you choose in 6 hours
- Mark the map - put up a map at an event and ask what people love, loathe and what they would change
- Guided walks and tours - remember what people talk about as assets
- Asking community groups to draw their area and mark on their perceptions

Make sure you carefully record the feedback from the community at any event or activity you put on as part of a record of consultation you have undertaken. This can provide evidence of support for your Place Plan, raise concerns, or suggest alternative ideas you may not have considered. A list of the names and affiliations of people present at your events is also very useful. You might consider recording events through audio, video or photography or using feedback sheets to be filled in by local people or interviewers. Events could also be publicised and recorded on a Place Plan website.

A sepia-toned photograph of a coastal town. In the foreground, four people are walking away from the camera on a wide promenade. To their right is a railing overlooking the sea. In the middle ground, there are several large, multi-story buildings, some with names like 'BELMONT' and 'THE ELM TREE' visible. A double-decker bus is parked near the buildings. In the background, a steep hill covered in trees rises behind the town. The sky is a uniform light color.

STEP 4 WRITING YOUR PLAN

1 Set up a Local Community Team

2 Find out more about your place

3 Evaluate your place

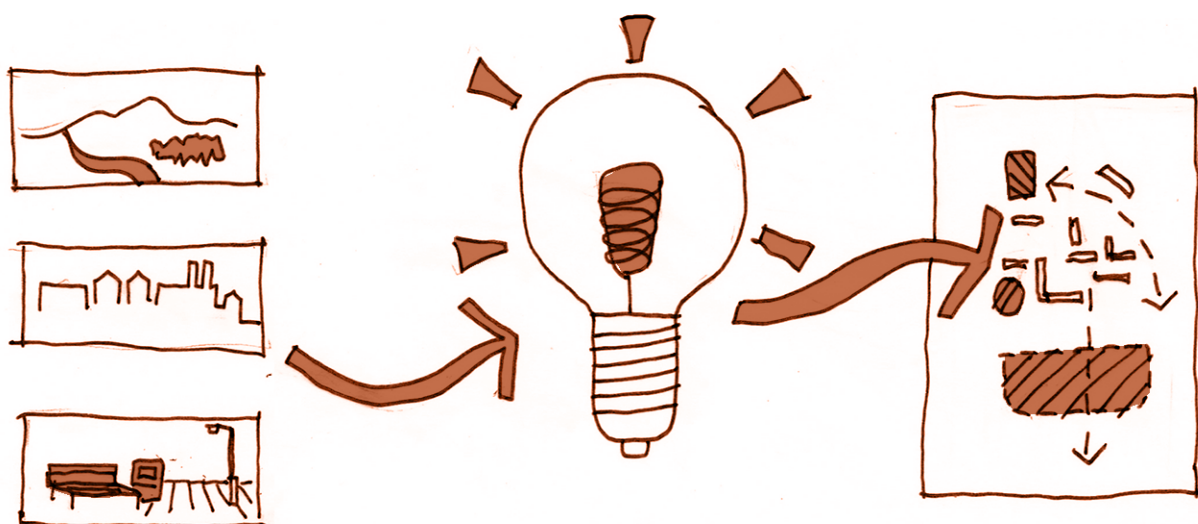
4 Draft your Place Plan

5 Agree & implement your plan

STEP 4

WRITING YOUR PLAN

Now it's time to get planning! You should by now have a good idea of your area's strengths, weaknesses, opportunities and threats. In this step your Community Place Plan Board will build on your evaluation and consultation work to create a Place Plan that communicates your ideas to improve your area.



IN THIS STEP YOU WILL:

- **AGREE ON A VISION OR A NUMBER OF KEY THEMES THAT ADDRESS HOW YOU WANT YOUR PLACE TO BE IN THE FUTURE**
- **AGREE A PLAN TO ACHIEVE THIS, INCLUDING, WHERE RELEVANT, POLICIES FOR MAKING DECISIONS ABOUT PLANNING AND AN ACTION PLAN TO SET OUT HOW IDENTIFIED ISSUES ARE GOING TO BE TACKLED.**

PREPARING A PLACE PLAN

Your Place Plan will be based on the issues and objectives identified by your Community Place Plan Board, residents and stakeholders within your area, and should address the key concerns arising from your evaluation. The Plan should contain detailed policies addressing issues of importance for the area. These policies will complement those currently in force in statutory documents and make the strategic policies contained in these specific to your place. The plan will steer the future direction of your Community Place Plan Board or Town/Community Council and partners over the coming years. If you work with your Local Authority Place Plan Team to adopt your Place Plan, it will become an important part of the determination of planning applications.

It is important to note that, once adopted, the Place Plan is not simply a project for the current local Community/Town Council to oversee. Your plan will have been developed with and for the residents of your area and it will provide a blueprint for development over the coming years.

Preparing your Place Plan offers the opportunity to encourage high quality design in your area. Your appraisal of your town will have explored what makes the character of your area unique and new development should be designed to enhance this. The aim of the Plan is to.

- Report the findings of your community study
- Provide a long term, evidence-based vision for the future of your place
- Provide a framework for its delivery
- Support further community consultation and funding applications

A good plan will be:

- Strategic
- Long term - a minimum of 10 years
- Firm and determined enough to be achievable
- Flexible enough to adapt to opportunities
- Transparent and open

WORKING WITH THE LOCAL PLANNING AUTHORITY

It is important that your plan fits within the boundaries of CCBC's local planning policy framework. If your community falls within the Snowdonia National Park there is a Local Development Plan (LDP) that describes an overall strategy for the area, the volume and type of development that is expected, the types and scales of development which will be supported, and environmental and social policies. This has already been widely consulted on. Your Local Authority Place Plan Team Officer will help you to build a connection with the local planning framework and understand what it means for your area.



WHAT SHOULD YOUR PLACE PLAN BE LIKE?

In order for your plan to be widely read it should be concise, clear and illustrated. Annotated diagrams, maps and illustrations are better than pages and pages of text. You should be able to add to or amend it as the plan progresses, and it should be widely available in different formats. It might include the following sections:

BACKGROUND

- Who wrote the plan, when did they write it and who owns it?
- Is it adopted as Supplementary Planning Guidance?
- Who and what the plan is for and how should it be used?
- Aims and objectives of the plan

THE EXISTING CONTEXT

- A description of your community and its surrounding (refer back to your studies)
- Characteristics of the community (refer back to your studies)
- Strengths, weaknesses, opportunities and threats
- Summary of your findings

YOUR VISION OR THEMES

- Your vision statement or key themes
- How your vision or themes were developed
- How they respond to your evidence

DELIVERY PROCESS

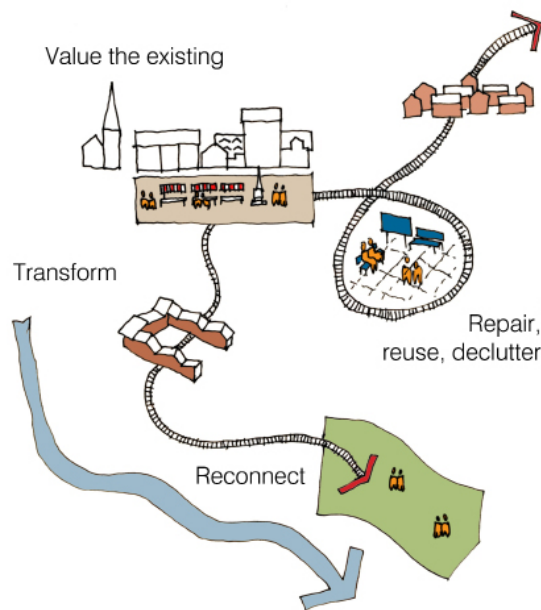
- Describe the key themes that support your vision
- For each theme, describe the issues identified, approaches to addressing the issues, what this means for the future, and emerging outcomes
- For each theme, create a table detailing actions, timescales, estimated cost and responsibility for the actions

ENSURING SUCCESS

- Identify factors that might threaten delivery
- Explain how the success of the plan will be measured

DEVELOPING A VISION

Your vision will be an overarching statement of the direction for your place over the period of the plan. It should be concise, summarise the key features of the plan, and be based on the evidence and views you have already gathered. If your vision is guided by the views of the community and the evidence you have gathered, it is more likely to influence the Local Authority and Council Members. From your vision, the objectives, aims and outcomes of your Place Plan will be developed.



These drawings illustrate the vision designed for Ruthin in north Wales (courtesy of DRU-w)

DEVELOPING A DELIVERY PROCESS

Once you have defined your vision, you need to set objectives that are more specific and outline how the vision will be achieved. This will create a framework that forms a key part of your Place Plan, and will be used to communicate information to local people, developers, designers, planners and the local authority. It will prioritise projects, attract funding, and set out monitoring procedures.

Your Community Place Plan Board should decide which areas you need to target to achieve your vision. You should generate and review ideas for projects, thinking about immediate, short-term and long-term targets. Take into account existing initiatives and projects in the town and consider how the plan can complement these.

You will probably have numerous targets, some of which will be easier to reach than others. Each of the actions required to meet your targets should be ranked by importance, support from local people, and resources and time required to complete them. Remember that small 'early wins' will demonstrate to local people that your plan is having an impact on their area.

Monitoring and co-ordinating the plan can be retained by one of the key groups if appropriate but its delivery will be reliant on a number of stakeholders getting involved in the developing and agreeing of objectives and taking responsibility for their delivery.

The framework should be split up into themes and set out:

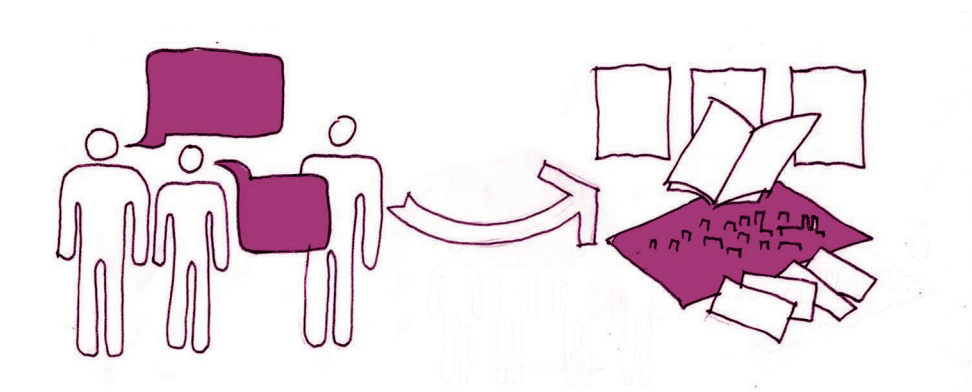
- The issues identified for each theme and their relationship to the vision
- Your approach to address the issues
- What this means for the future and what outcomes you hope to achieve
- Ways of achieving the outcomes, including how much they might cost and how long they might take
- Probable timescales (e.g.: 6-12 months, 1-2 years, 3-5 years, 5-10 years)
- Estimated costs and where funding could be found to enable the actions (costs mentioned previously)
- Any risks that could prevent the actions being achieved, and how they can be addressed
- Stakeholders responsible for the actions
- How success will be measured
- Who will be responsible for implementation

STEP 5 AGREEING AND IMPLEMENTING YOUR PLAN

STEP 5

AGREEING AND IMPLEMENTING YOUR PLAN

With your plan prepared, it's time to formally agree the principles with the Local Planning Authority, stakeholders and partners, before launching your Place Plan.



IN THIS STEP YOU WILL:

- **FORMALLY AGREE THE PLAN WITH THE STAKEHOLDERS AND PARTNERS IDENTIFIED TO DELIVER ACTIONS**
- **PUBLICISE THE PLAN**
- **START TO DELIVER ACTIONS AGREED**
- **MONITOR THE DELIVERY OF YOUR PLAN AND REVIEW PERIODICALLY**

AGREEING YOUR ACTION PLAN

In order for your plan to be deliverable, it's really important that all the partners identified have agreed to their actions within the plan. To do this we suggest undertaking the following:

- Stakeholder event
- Written statements of agreement

STAKEHOLDER EVENT

It's now time to re-invite everyone back to look at the findings of your analysis, consultation outcomes and the draft action plan. You should ensure representatives from all the partners identified in the plan come together. The way you arrange the event is up to you, but you should give all stakeholders the opportunity to look at the draft action plan and give comments. One way to do this is to separate the attendees into plan topic groups and provide large print versions of the action plan to discuss. Be sure that stakeholders are aware of the analysis you have done and how this has informed the draft plan. You can ask the group to think about:

- Which actions are a priority
- Which actions are aspirational and 'nice to have'
- Are there any actions which are not deliverable (and should be removed)?
- Are there any additional actions which should be included?

Following the stakeholder event, the action plan should be revised by the Community Place Plan Board ready for written agreement by stakeholders.

WRITTEN STATEMENTS OF AGREEMENT

It is important that, before finalising the plan, all the named partners have agreed in writing to the terms of the action plan. If you are unable to obtain agreement from a stakeholder who is responsible for an action in the plan, you will not be able to adopt that action.

Written agreement doesn't have to be anything overly formal, but you will need to have evidence to demonstrate that those named in the plan agree to the actions assigned to them. Achieving this can be as simple as sending an email to all named partners giving them some time to review the plan and get back to you. It may be that they will agree to the actions if some amendments are made. In which case, the stakeholder panel will need to review and confirm whether the amendments are acceptable or whether the action should be removed.

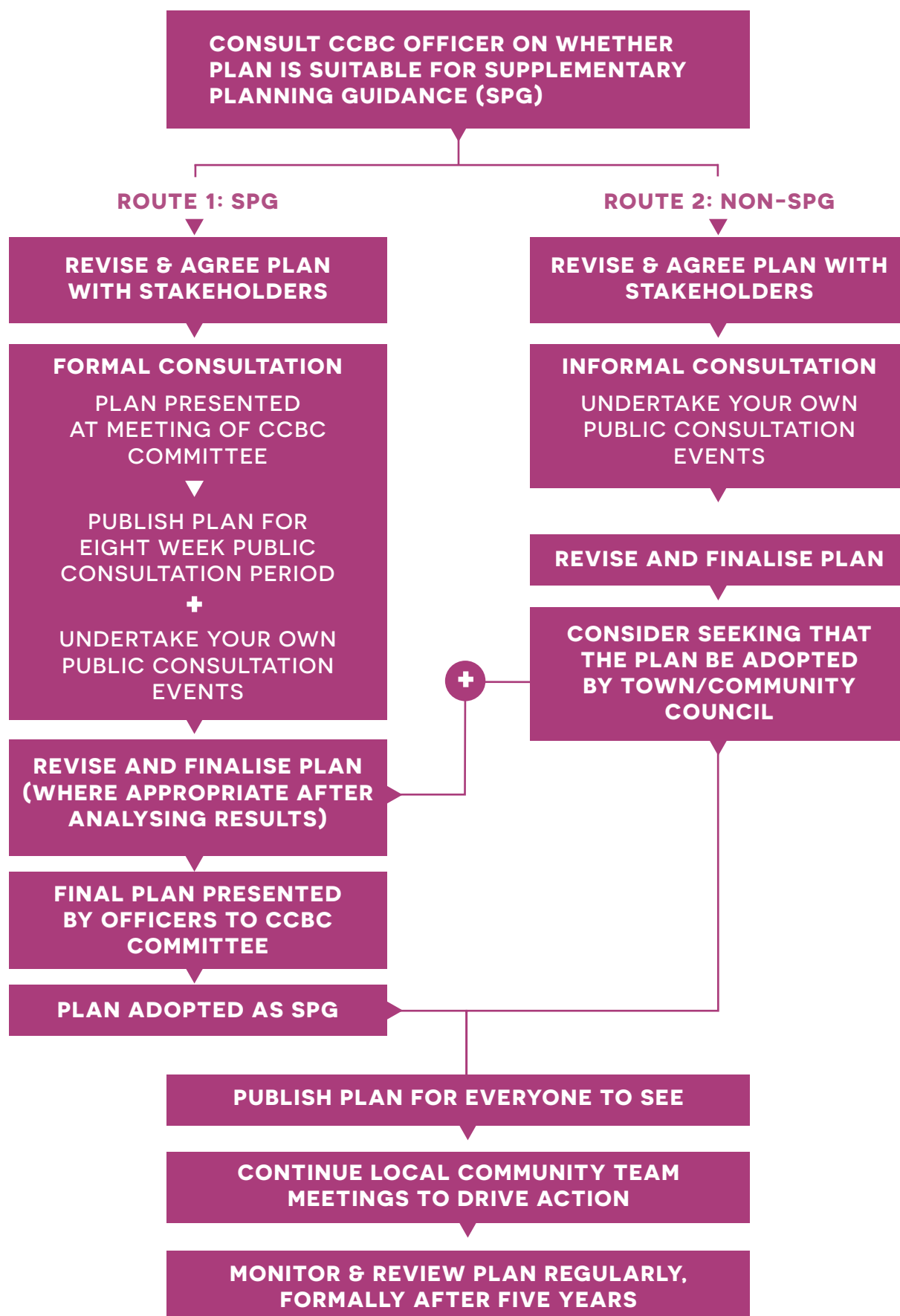
This stage is critical to the implementation of your plan and should be recorded within your record of consultation.

AGREEING THE PLAN AS SUPPLEMENTARY PLANNING GUIDANCE

At this stage, you should also work with your Local Authority Place Plan Team to agree whether the plan is suitable to take forward as Supplementary Planning Guidance. Officers will review the plan and provide some explanatory text for the plan explaining how the plan responds to the Local Development Plan (LDP) and which elements will be material in the determination of planning applications.

If the final plan is not suitable for adoption as supplementary planning guidance you can still adopt the plan for use within the community and to provide evidence to seek changes in the review of the LDP.

TWO ROUTES TO AGREEING & IMPLEMENTING YOUR PLACE PLAN



CONSULTATION ON FINAL PLAN

Once the plan has been put together, and the actions agreed by all the people involved, it is important that community members and stakeholders have another opportunity to look at it and provide comments before the plan is formally adopted.

ROUTE 1: CONSULTATION ON PLACE PLANS AS SUPPLEMENTARY PLANNING GUIDANCE

If you are working with your Local Authority Place Plan Team to have your plan adopted as Supplementary Planning Guidance, the plan will have to undergo a formal consultation process. This will mean that the document will need to go through the political process. Officers will request that the document is published for an 8-week period of consultation. Although this may sound very formal, it is nothing to worry about; the Local Planning Authority is very committed to the delivery of Place Plans. The meeting is an opportunity for Authority Members to learn about the work, the plan and decide whether there needs to be any changes to the plan. You have the opportunity to speak to the committee, but you do not need to do so.

Following the committee meeting, your Local Authority Place Plan Team will arrange for the consultation on the draft plan. This consultation will last for a period of 8 weeks and will give people the opportunity to comment on the final plan. In order to make sure that this period of consultation provides meaningful feedback, you may wish to design a brief consultation questionnaire (an example from previous consultation is given in your pack). The idea of the questionnaire is to focus people's attention onto the things which can be changed and not open up the plan to complete revision. We suggest it is published on your website if you have one.

You may wish to undertake your own consultation events within the community to advertise the final consultation period on the plan. These could be one of the following:

- Drop in session
- Newsletters posted to all residents
- Advertising in local press, community magazines, social media
- Display boards at key locations in your community (libraries, pubs, post office, etc.)

Following the consultation, the Community Place Plan Board should meet to consider all responses and decide whether there need to be any changes to the plan. This should be written up into a final report of consultation which should be made available to the community. We suggest it is published to your website if you have one. Once this is completed you will be in a position to formally adopt your plan.

ROUTE 2: CONSULTATION ON PLACE PLAN WITHOUT SPG ELEMENT

If you are not aiming to adopt your plan as SPG you do not need to take your plan to the Local Planning Authority for approval, but you should still give the community opportunity to provide comments on the draft plan. It is up to you how you go about this and how long the consultation should last for. The suggestions above regarding community consultation may give you some ideas as to how you wish to consult with your community. Again it is recommended that you use a standard questionnaire to gather people's opinions and put together a final report of the consultation for people to see.

ADOPTION OF THE PLAN

ROUTE 1:

If the plan is going forward as Supplementary Planning Guidance, it will need formal endorsement from the local authority. Following the final period of consultation, the finalised plan and report of the consultation will be presented by officers to a meeting of the local authority Scrutiny Committee and Council. This time officers will be recommending that the plan be adopted as Supplementary Planning Guidance. Again, you do not need to come to the meeting, but you are welcome to attend and/or speak as you see fit. If Members vote in favour of adoption the plan will be material in the determination of planning applications.

ALL ROUTES:

It is also recommended that the town or community council adopt the plan in some way, as this shows commitment to the actions. This may be by formal resolution of the council, or you may just choose to publish your plan. If the plan is not SPG you will need to think how you want to use your plan, and if formal adoption by the town or community council would add weight to the plan.

It is a good idea to have an official launch of the plan, this will let the community know that it has been finalised and give them opportunity to sign up to work on relevant projects.

IMPLEMENTATION, MONITORING AND REVIEW

Once adopted, the plan can be put into practice. It is a good idea for the Community Place Plan Board to continue to meet to drive the plan actions forward and to monitor progress.

A yearly monitoring report should be produced by the steering group 12 months after the date of adoption of the plan. The monitoring report should set out the progress that has been made for all listed actions. Where no progress has been made reasons should be set out. This report should be published to your website, or put into public libraries as per your usual practice. Think about:

- The outputs from each action
- Whether actions are being completed on time
- Whether the strategic aim of the vision is being met
- The impact of actions in the wider area
- Whether any unplanned activities, benefits or further projects have come out of each action
- Whether the action has had a positive impact

Informal methods of collecting feedback include community consultation sessions, questionnaires, and before and after statistics. Other methods of assessment of the success of your plan include comparison to other local or national towns and villages, the foundation of a network of Community Place Plan Board in the CCBC area to share success stories, or entering projects for awards.

In order to keep the plan relevant it should be kept under review and a formal review of the plan should commence 5 years after the adoption of the plan. Plan review does not mean that the whole process has to restart, but it does give you the opportunity to review the evidence base, and the action plan. Any plan review should be informed by a revised stakeholder panel and community wide consultation.

MONITORING YOUR PLAN

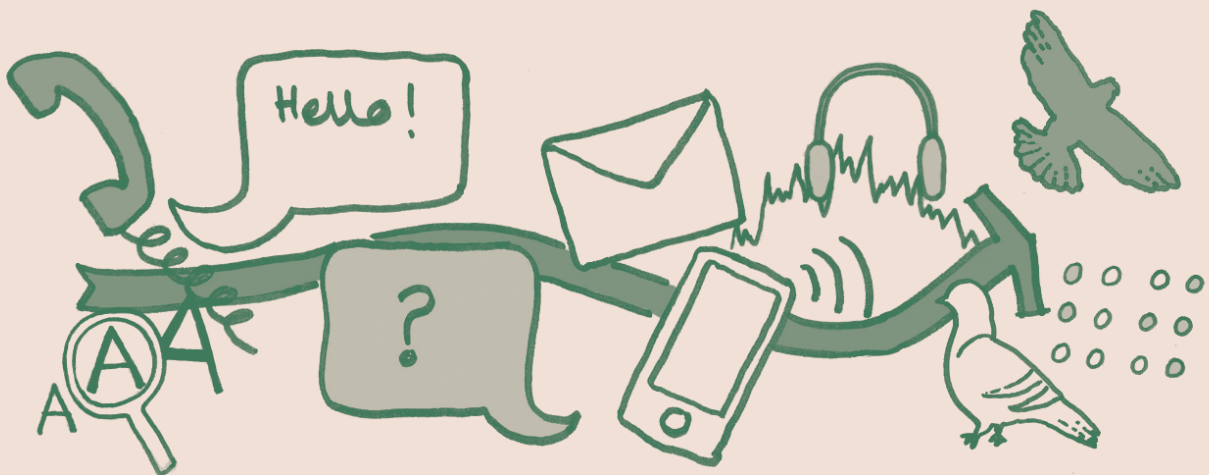
Your Community Place Plan Board will need to periodically review your plan to ensure your objectives are being achieved and you still have your vision in focus.

APPENDICES

GET IN TOUCH

Contact the Conwy County Borough Council for support and to receive your bespoke Place Plan Pack: placeplans@conwy.gov.uk

Let the Shape My Town Team know about your Place Plan. You could see your Place Plan as a case study on the Shape My Town website: www.shapemytown.org/contact Email: shapemytown@dcfw.org



USEFUL RESOURCES:

CCBC PLANNING, BUILDING CONTROL & CONSERVATION

<http://www.conwy.gov.uk/en/Resident/Planning-Building-Control-and-Conservation/Planning-Building-Control-Conservation.aspx>

CADW

Historic environment information for Wales, including information about maintenance, grants, listed buildings and Conservation Areas:

<http://cadw.gov.wales/historicenvironment/?lang=en>

COFLEIN

Coflein is the online database for the National Monuments Record of Wales (NMRW), the national collection of information about the historic environment of Wales. Coflein allows access to details of many thousands of archaeological sites, monuments, buildings and maritime sites in Wales, together with an index to the drawings, manuscripts and photographs held in the NMRW archive collections.

<http://www.coflein.gov.uk>

COMMUNITY LAND ADVISORY SERVICE

The Community Land Advisory Service in Wales (CLAS Cymru) aims to help community growing groups, landowners - plus others involved in land access - to work together to make more land available for community growing.

<http://wl.communitylandadvice.org.uk>

DESIGN COMMISSION FOR WALES

DCFW promote the importance of good design for the built environment, across sectors, by connecting the design disciplines. DCFW collaborate with the decision makers that shape Wales, to help capture the public value of design excellence.

<http://dcfw.org>

NATURAL RESOURCES WALES INTERACTIVE MAPS

Natural Resources Wales maps are available for free and can provide background information for your Plan. These include environmental data, flood risk and open access land maps.

<https://naturalresources.wales/our-evidence-and-reports/maps/?lang=en>

PLANNING AID WALES

An independent registered charity providing free, professional and impartial advice and support on all aspects of land use planning in Wales.

<http://www.planningaidwales.org.uk>

PARTICIPATION CYMRU

Participation Cymru aims to achieve better public engagement in the design, development and delivery of citizen-centred services for the people of Wales. They provide bespoke training and practical engagement work with your organisation. The website provides useful resources and practical guidance on running community engagement events.

<http://www.participationcymru.org.uk/home>

SHAPE MY TOWN

Shape My Town is a practical toolkit to inspire local people to play a part in shaping the places that matter to them. It gives the tools and ideas to change and improve towns, villages or public places in Wales.

<http://www.shapemytown.org>

SUSTRANS CYMRU

Sustrans Cymru is a leading charity enabling people to travel by foot, bike or public transport for more of the journeys made every day.

<http://www.sustrans.org.uk/wales>

WELSH GOVERNMENT, 'WELL-BEING OF FUTURE GENERATIONS (WALES) ACT 2015

This Act is about improving the social, economic, environmental and cultural well-being of Wales.

A useful 'Essentials' guide can be found online here:

<http://gov.wales/docs/dsjlg/publications/150623-guide-to-the-fg-act-en.pdf>

DESIGN GUIDANCE: ACTIVE TRAVEL (WALES) ACT 2013

<http://gov.wales/docs/det/publications/141209-active-travel-design-guidance-en.pdf>

PLANNING POLICY WALES

Welsh Government set the overall framework of the planning system in Wales.

<http://gov.wales/docs/desh/publications/150924planning-policy-wales-edition-7-en.pdf>

SNOWDONIA NATIONAL PARK AUTHORITY

<http://www.eryri-npa.gov.uk>

BETSI CADWALADR UNIVERSITY HEALTH BOARD

<http://www.bcu.wales.nhs.uk>

PUBLIC HEALTH WALES

<http://www.publichealthwales.wales.nhs.uk>

GLOSSARY

SENSE OF PLACE

The sense of place is a combination of characteristics that make a place unique and distinctive and creates a sense of belonging. It includes the experience of landscape, the built environment, myth, history and folklore.

SPG

Supplementary Planning Guidance contains extra detail on policies in the Local Development Plan. SPG's support, clarify and/or illustrate by example planning policy.

LOCAL PLANNING AUTHORITY

A Local Planning Authority is the term for a legal body able to exercise statutory town planning functions for a particular area.

UNITARY AUTHORITY

There are 22 unitary authorities in Wales that deliver a wide range of services. Typical services include trading standards; libraries, leisure and tourism; environmental health, refuse and recycling; transport and highways; housing; and, social services.

RESILIENCE

Resilience is the ability of a community to anticipate change, reduce its impact, and bounce back through adaptation and evolution. This can be resilience to natural change or disasters, predicted effects of climate change, economic challenges or social change.

LDP

Every local planning authority in Wales has a statutory duty to prepare a local development plan (LDP) within the framework set by national planning policy in Planning Policy Wales; in the National Park this one of the roles of the Local Planning Authority. LDP's provide the proposals and policies to control development of the local area for a 15 year period.

TOWNSCAPE

Townscape describes the visual experience of a settlement. It explores the elements that make up the built environment, their scale, relationships and materials and what makes them pleasing to the eye.

CONSERVATION AREAS

Conservation Areas are nationally important areas of special architectural and historic interest. Special permission is needed from the Local Planning Authority before making alterations to buildings in these areas.

LISTED BUILDINGS

Listed buildings have been identified as being of local or national significance. Significance is graded in three bands: grade I- buildings of exceptional interest; grade II*-particularly important buildings; and grade II- buildings of special interest. Cadw maintains a record of all listed buildings in Wales.

PUBLIC SPACE

A public space is a generally open and accessible social space, for example a pavement, square, park, common and village greens. These are spaces that historically belonged to everyone and allow people to meet and are used events.

SHARED SPACE

Shared space is an approach to the design of roads and public spaces that minimises the segregation of pedestrians, cyclists and vehicles. This is commonly done by removing features such as kerbs, road markings and signs.

PLACE PLAN

Place Plans are a Welsh Government initiative to allow local people to shape their town, village or neighbourhood and have a voice in the planning system.

DISTINCTIVENESS

Local distinctiveness is what makes one place different from another. It is the features, buildings, landscape, heritage, produce, industry and anecdotes that contribute to a sense of place. This is increasingly important in attracting visitors and tourists to a place.

WELL-BEING

Well-being is the state of being comfortable, healthy and happy. Community well-being is a combination of a number of factors: economic, social, environmental, political and cultural factors that are identified by local people as essential for them to flourish and fulfil their potential.

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DESIGN:

www.theundercard.co.uk

This toolkit is based on the original 'Shape My Town' online toolkit, produced by Coombs Jones Architects and Design Commission for Wales, which is available online at www.shapemytown.org and is relevant to all of Wales and beyond.

SHAPING CONWY'S COMMUNITIES