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ISLE OF ANGLESEY COUNTY COUNCIL	
Report to:	Executive Committee
Date:	16/09/2019
Subject:	The North Anglesey Economic Regeneration Plan
Portfolio Holder(s):	Cllr. Carwyn Jones
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Local Members:	North Anglesey Area Members

A – Recommendation/s and reason/s

Recommendations

- 1. Endorse and support the North Anglesey Economic Regeneration Plan**
- 2. Delegate to the Director of Place & Community Well-being and Portfolio Holder the authority to:**
 - a) update the plan accordingly;**
 - b) make funding bids, accept funding offers, and award funding for projects that will support the delivery of the plan, subject to agreement by the Head of Finance.**
- 3. Report on progress to the Executive Committee and the Partnership and Regeneration Scrutiny Committee on an annual basis.**

1.0 A Plan for North Anglesey

The North Anglesey Place Plan has been created as a direct result of the responses received from members of the public based on their priorities for regenerating the area. The objectives of the plan is to provide a clear direction of travel and provide a platform to bring about sustainable jobs, investment and opportunities for the North Anglesey area.

An initial public and stakeholder consultation process was carried out over the summer of 2018 to identify views, issues, ideas, and priorities. This process drew over 600 responses which indicated that local people were concerned about the future of their area, and were keen to see something done to improve it. A report has been prepared summarising these responses.

The draft plan was published in April 2019 and a public and stakeholder consultation process took place during May/ June 2019. This process resulted in 48 responses, which

were overwhelmingly supportive of the plan and its contents. A report summarizing these responses has also been prepared, and a number of changes undertaken to the draft in response. The County Council is also in the process of undertaking its own Place Shaping activities and there is recognition between the synergies and complementarities between the two activities especially in regards the Twrcelyn Ward.

County Council Officers, in collaboration with partners and stakeholders, will now begin to prioritise the immediate key activities to bring about opportunities for jobs, growth and investment in North Anglesey.

2.0 Background

The news regarding Hitachi's suspension of Wylfa Newydd and Rehau's Amlwch factory closure have been severe blows to the immediate economic prospects and communities of North Anglesey which add to the expected major impacts of the Wylfa power station decommissioning phase. A Welsh Government led Task Group has been created to address the immediate aftermath of these announcements, including special redundancy response activities.

An economic impact assessment of Magnox Sites prepared for the NDA in 2018 indicated that Wylfa Power Station contributed 503 jobs and made a GVA contribution of circa £37M to the economy of Anglesey ([Magnox Sites](#)). The report clearly shows Wylfa as the Magnox site closure which will have the most adverse local economic impact of any site in the UK, and these impacts will clearly be most heavily felt in North Anglesey.

As part of the planning for Wylfa Newydd, a special North Anglesey Topic Paper was prepared, and this was approved by the Full Council as part of the Wylfa Newydd Supplementary Planning Guidance. North Anglesey is defined in the Topic Paper (and therefore replicated in the Plan) as including the communities of Llanbadrig, Amlwch, Mechell, Llaneilian, Moelfre, Llanerchymedd and Llanfaethlu. The Topic Paper includes considerable background information about the area.

3.0 Funding to Deliver the Plan

Despite the severe impacts, the County Council's available resources remain limited. An external funding application was developed to secure additional external support from the NDAs socio-economic fund. Recognising the impact of both the Hitachi and Rehau announcements, the NDA announced funding support of £495,000 to help progress the County Council's North Anglesey Economic Regeneration Plan and support the creation of new economic opportunities on the island ([NDA](#)). The scale and significance of the investment from the NDA and their readiness and enthusiasm to collaborate quickly and efficiently fully deserves recognition and appreciation.

The purpose of this funding will be to further develop and advance to the next stage some

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of the concepts and ideas within the Plan. The NDA funding does not include officer employment costs, and some core revenue funded Regeneration staff time is required to manage the North Anglesey Plan and NDA funding activities, and this is to be counted as match funding.

Officers will ensure that the funding secured from the NDA is not delivered in isolation and adds value and supplements other activities to create a critical mass of investment in and for the North Anglesey area.

This work will be aligned with other activities in the area which will complement and add value to the Plan. These include the Arfor scheme, proposals for environmental projects through Enraw / SMS funding, and work being delivered on the ground by such groups as Caru Amlwch and Cemaes CIC.

Opportunities to secure funding from other sources are being/ will also be explored, including in particular the possibility of funding from the Welsh Government for key projects in the area.

At the time of writing this report the Regulation & Economic Development Service has been approached by a number of groups and individuals requesting funding for their projects/ ideas. These approaches are for significant sums of money. A clear risk is that the County Council will be inundated with funding applications which do not align with the core objectives of the NDA and that a number of groups will be disappointed and angry at the rejection. Steps will be taken where possible to advise external organisations of how and where they can seek funding support from other sources.

It must also be noted that the Plan itself should form only one small part of an overall homogenous strategy to regenerate and redevelop the North Anglesey area in collaboration with partners and stakeholders.

B – What other options did you consider and why did you reject them?

That the Plan is not endorsed by the Executive. However we are of the opinion that the Plan warrants recognition especially in the current socio-economic climate and that the Regulation & Economic Development Service has recently secured substantial funding.

C – Why is this decision for the Executive?

The matter warrants endorsement and approval by the Executive as the regeneration of North Anglesey is of a critical importance to the County Council. This will also provide consistency and full transparency with previous decisions.

D – Is this decision consistent with policy approved by the full Council?

Yes.

E – Is this decision within the budget approved by the Council?

Yes.

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F – Who did you consult?		What did they say?
1	Chief Executive / Strategic Leadership Team (SLT) (mandatory)	Comments in relation to ensuring Twrcelyn Ward place planning is recognised and complimentary between the activities; ensure spread of projects across North Anglesey area is impartial and objective.
2	Finance / Section 151 (mandatory)	No specific comments other than above.
3	Legal / Monitoring Officer (mandatory)	Risks – too many applications could overwhelm fund; need to ensure ‘spread’ of funding is fair and consistent across area.
4	Human Resources (HR)	
5	Property	
6	Information Communication Technology (ICT)	
7	Scrutiny	
8	Local Members	
9	Any external bodies / other/s	
G – Risks and any mitigation (if applicable)		
1	Economic	
2	Anti-poverty	
3	Crime and Disorder	
4	Environmental	
5	Equalities	
6	Outcome Agreements	
7	Other	

H - Appendices:
North Anglesey Economic Regeneration Plan (September 2019)

I - Background papers (please contact the author of the Report for any further information):
North Anglesey Economic Regeneration Plan Consultation Survey Response Reports (September 2018)



North Anglesey Economic Regeneration Plan



Revised version
July 2019

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wood.

Prepared by Wood on behalf of
Isle of Anglesey County Council

July 2019

Harbour at Amlwch Port





Llinos Medi
Leader of the Isle of
Anglesey
County Council

Foreword

The recent news regarding Hitachi's suspension of Wylfa Newydd and Rehau's potential Amlwch factory closure have been severe blows to the immediate economic prospects and communities of North Anglesey, adding to the expected major impacts of the Wylfa power station decommissioning phase. A Task Group has now been created to address the immediate aftermath of these announcements, including special redundancy response activities.

These announcements have reinforced the need for a programme of action to address the needs of North Anglesey. The first public consultation in 2018 drew over 600 responses which indicated that local people were concerned about the future of their area, and were keen to see something done to improve it. Following recent developments, the level of need and concern is much more acute.

This revised version of the plan reflects the comments of around 50 responses received in our consultation, which asked for comments on the draft plan.

The document identifies a wide range of proposed and potential measures that could benefit the area in the short, medium, and long-term. Some of these are ideas which require further work, and may ultimately not be feasible. Most rely on securing public and / or private investment funding, and this will not always be realised. The document is not perfect, but provides a starting point and a statement of intent to address

the needs and opportunities that exist, and should help in the process of seeking grants and investment.

Anglesey County Council has prepared the plan, but delivery of the plan's aims and proposals will require buy-in and action from a wide range of partners. These need to include other public bodies, funders, local organisations, community groups, businesses, developers and others.

Cllr. Llinos Medi

**Leader, Isle of Anglesey County Council
Talybolion ward member**

I. A challenging time for North Anglesey

A challenging time for North Anglesey

The existing Wylfa Power Station has been the main employer in North Anglesey for several decades, employing hundreds of people directly and indirectly. The station is now entering the decommissioning phase, and it is expected that the numbers employed will reduce significantly over time.

It was estimated in June 2018 that Wylfa supported 630 jobs on Anglesey and contributed £32m to Anglesey's annual GVA. The loss of these over time will have a major local impact.

Much work has taken place to plan a new replacement power station, Wylfa Newydd, which could provide much-needed long-term employment for the area to replace those lost at the existing power station. Unfortunately, there was an announcement by Hitachi in January 2019 that work on progressing this project has been suspended,



Wylfa Newydd was to produce C.850 quality jobs at operation for a period of 60 years, a 100 year project through construction, operation and decommissioning.

January 2019 also saw an announcement that North Anglesey's second largest employer, Rehau, was consulting on a proposal to close its manufacturing factory at Amlwch and approximately 100 jobs will be lost by 2019. The County Council, Welsh Government and other local stakeholders as a result of the recent announcements are taking immediate, responsive action to address what is clearly a critical situation. We will continue to collaborate and be pro-active to counter any potential loss of employment.

A plan of action for North Anglesey

There is clearly a need to address the economic challenges facing the area and ensure the long-term prosperity and well-being of the North Anglesey area. The County Council recognises that a coherent strategy is required to help create opportunities for sustainable jobs and investment and has therefore prepared this draft North Anglesey Economic Regeneration Plan.

The Regeneration Plan identifies a number of proposals for action and investment in North Anglesey to help the area respond to the recent announcements, and to drive economic revitalisation across the area up to 2026. This coincides with the



life-time of the Statutory Anglesey and Gwynedd Joint Local Development Plan (JLDP), to which this plan is aligned.

The aim of the Regeneration Plan is to provide a clear strategy that – following implementation and further progression over the coming years – will deliver significant improvements to the wellbeing of the area and deliver lasting benefits.

2. The aim of the Regeneration Plan

The Regeneration Plan identifies:

- The **key issues** affecting North Anglesey as identified by the community;
- A **Vision** for North Anglesey;
- Five **Priority Themes** for regeneration; and
- A range of identified **regeneration projects**.

The Regeneration Plan sets out a Vision for the North Anglesey area and identifies five Priority Themes for investment by the County Council and its partners. The Regeneration Plan will inform partnership working in the area by focusing on tangible projects that could bring economic benefits to North Anglesey; to help meet the challenges posed by decommissioning of Wylfa A, the potential closure of Rehav, and maximise the potential of the Wylfa Site. The Regeneration Plan provides a framework to help guide investment decisions and direct partners to the priorities for the area up to 2026. The Regeneration Plan is supported by an Implementation Plan (separate Appendix) which sets out the specific projects to be delivered and will be regularly updated

to ensure that the progress of projects, and any new projects that deliver against the Priority Themes, can be reported. This plan is aligned and will contribute to the economic development of Anglesey and the North Wales Growth Vision.

The vision for North Anglesey

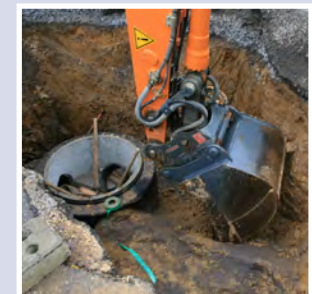
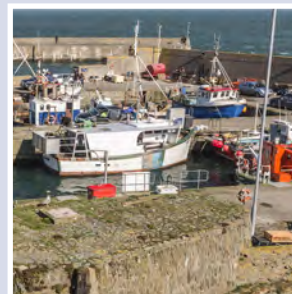
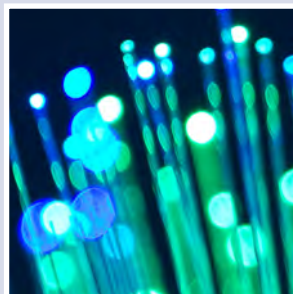
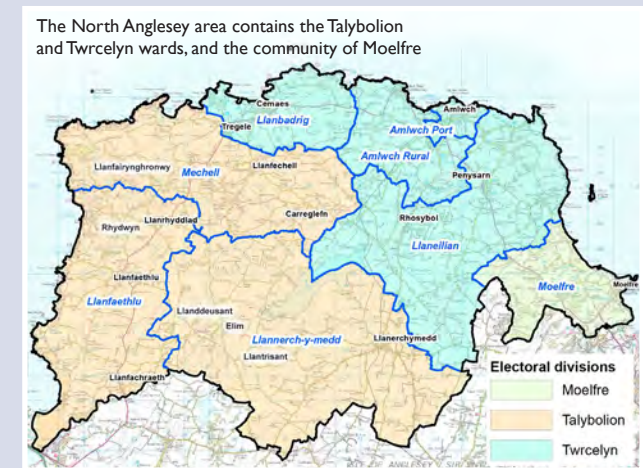
By 2026:

North Anglesey will have developed improved employment opportunities and supporting infrastructure that make the most of its natural, historic and built environment, complements the area's character and promotes wellbeing, community cohesion, Welsh language and quality of life. The area **will be an attractive place to live, work and visit.**

As the main urban area, **Amlwch** will have improved its role as a **key location for commerce and employment opportunities in North Anglesey** and its role as a **visitor destination will have been enhanced.**

Consultation on this plan

The draft Regeneration Plan was the subject of consultation between April - June 2019 with stakeholders and the public consultation. A report on the consultation process has been prepared, and this is the finalised version of the Regeneration Plan which needs to be adopted.



3. Consultation: What you told us



“Amlwch could do with a general spruce up”

“Beautiful area, good sense of community. Friendly people”

“Strong community spirit”

“The area needs high quality jobs to encourage talent to remain / move to area”

“Develop tourist areas to draw more people into the area”

“Unique industrial heritage”



The Regeneration Plan has been informed by consultation with the community and key stakeholders. Initial consultation was undertaken during June and July 2018 alongside the County Council’s ‘Place shaping’ exercise for the Twrcelyn Ward. The consultation and the responses received are reported in the Amlwch and North Anglesey Regeneration Plan – Consultation Survey Results Report. Among the findings:

<p>Many respondents felt that the strong sense of community was a key strength of North Anglesey.</p>	<p>The coastal area, beaches and the coastal path are strong environmental and recreational features of the North Anglesey area.</p>	<p>Developing tourism attractions and visitor accommodation, the retail offer and reinstating Amlwch rail line were recognised as opportunities to help the area thrive. Schemes that could benefit from investment included Parys Mountain and Amlwch Port.</p>	<p>Poor road infrastructure and transport links, unattractive areas and lack of suitable employment units were recognised as hindering investment whilst many thought that the County Council and Welsh Government could do more to support the area.</p>	<p>Amlwch town centre, the former Octel site, the former Shell site at Rhosgoch, and Amlwch industrial estate provide opportunities for economic investment within the Amlwch area.</p>	<p>The responses suggested that boosting tourism and retail opportunities, increasing employment opportunities, supporting new and existing businesses, and redeveloping Amlwch town centre were top priorities for the area.</p>
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Following consultation, five Priority Themes for investment in the North Anglesey area have been developed and a number of projects have been identified for inclusion in this Regeneration Plan.

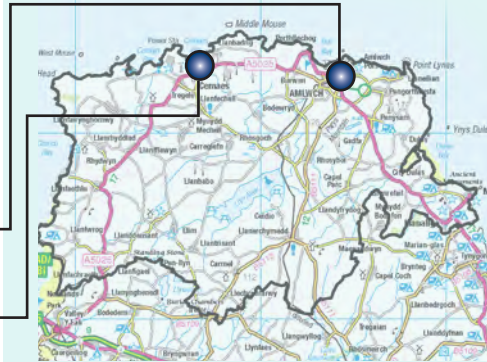
4. What is North Anglesey like now?

Population

- The total resident population of North Anglesey is 13,474*
- Amlwch is the largest settlement in the area with a population of 3,789*
- Cemaes is second largest, with 1,357*
- There are a number of other villages, clusters and individual isolated properties.
- The population is relatively aged. The 45 to 74-year age range which makes up 43.4% of the population, higher than both the Anglesey and Welsh averages.

Relatively aged

- Background information about the area is included in the Wylfa Newydd SPG Topic Paper for North Anglesey



60%

The Welsh Language

- 60% of people can speak Welsh (57% for Anglesey as a whole)*
- 69% of people have one or more skills in Welsh (70% for Anglesey as a whole)*
- The western and central areas have a higher percentage of Welsh speakers when compared with the eastern wards.

Employment

- 71% of population economically active (75% for Anglesey as a whole)*
- 66% of population in employment (69% for Anglesey)*
- 4% of population unemployed**
- Median household incomes across North Anglesey are comparable with Anglesey as a whole at around £25,000.
- Decommissioning of North Anglesey's main employer at Wylfa power station impacting on C.630 Jobs.
- Wylfa Newydd development suspended by Hitachi. Opportunity to create 850 quality jobs at risk.
- Closure of major employer Rehaul and a loss of C.100 jobs.

<£25k pa
incomes



Natural and Built Environment

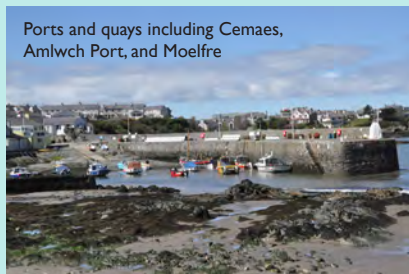
- Most of coastline designated Area of Outstanding Natural Beauty (AONB) and part is a Heritage Coast.
- There are four conservation areas: Amlwch (Central), Amlwch Port, Cemaes, and Llanfechell.
- There are several sites designated for nature conservation including:
- Cemlyn Bay Special Area of Conservation (SAC)
- Anglesey Terns Special Protection Areas (SPA)
- 19 Sites of Special Scientific Interest (SSSIs)

* Census 2011

** Nomis 2017-2018 data for Anglesey as a whole

Tourism

North Anglesey is a popular tourism destination. Some of North Anglesey's highlights include:



Ports and quays including Cemaes, Amlwch Port, and Moelfre



Industrial heritage attractions including Parys Mountain – the site of an 18th century the copper mine and Porth Wen Brickworks Cemaes



Point Lynas Lighthouse – a landmark coastal feature



The Anglesey Coastal Path



The coastal area landscape has many beaches and picturesque views



Llynnon Mill – the only working windmill in Wales at Llanddeusant



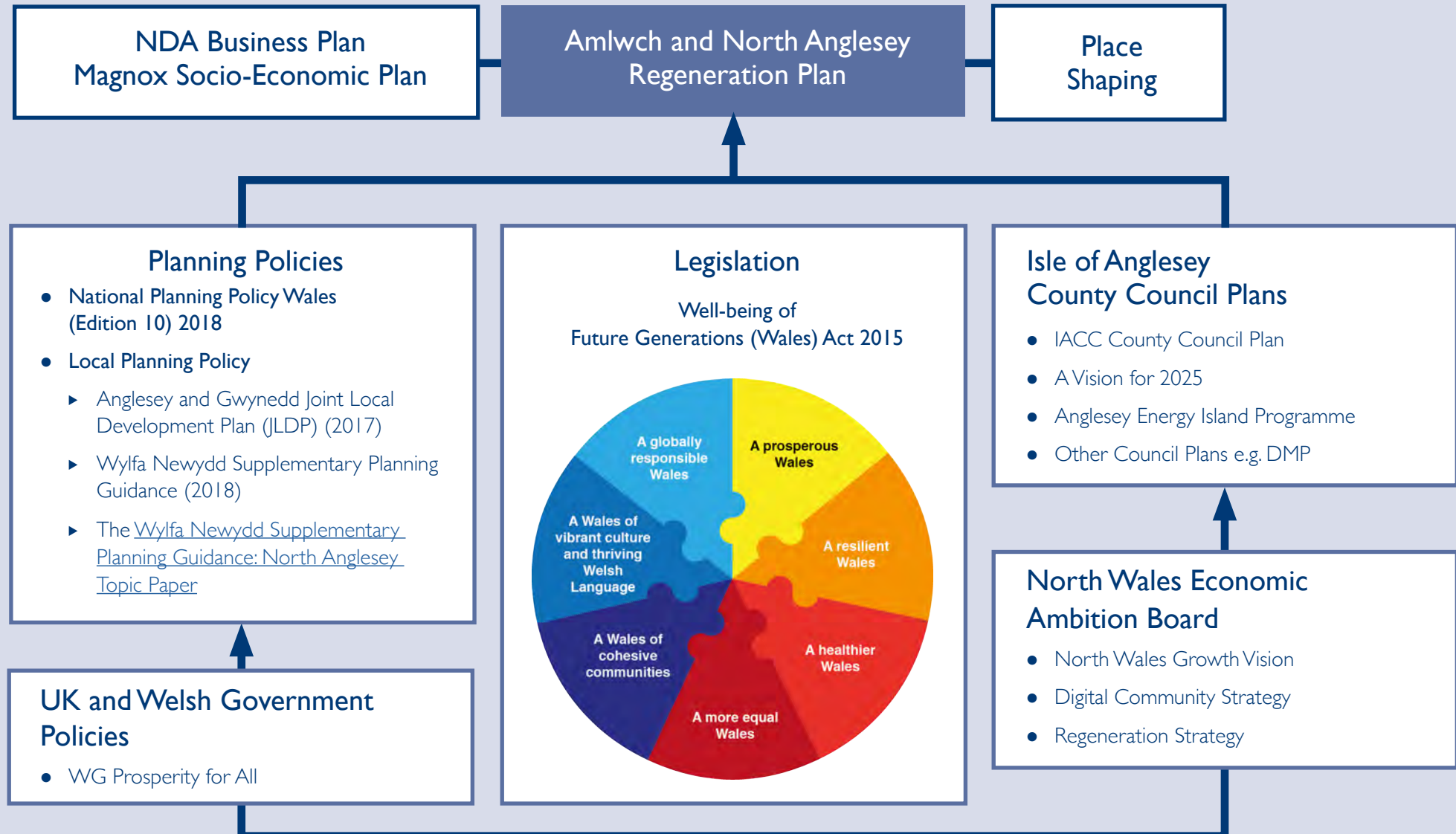
Llyn Alaw – man made reservoir that is Anglesey's largest lake



Din Lligwy – Remains of Celtic settlement near Moelfre

5. Links to other plans and policies

The Regeneration Plan does not sit in isolation. It reflects, and is informed by, several plans and policies at the national and local level.



6. Strengths, challenges and opportunities

The Regeneration Plan is based on an understanding of the strengths, challenges and opportunities in North Anglesey. The identification of strengths, challenges and opportunities has been informed by consultation with local communities and stakeholders and analysis of the existing baseline, evidence, strategies and policies.

North Anglesey generally:

Strengths

- An outstanding natural environment including coastal path, beaches and good coastal views
- Growing population relative to other Anglesey communities
- A high proportion of the local communities speak Welsh
- An area with vibrant history, culture and heritage and a strong sense of community
- The local natural environment is strong with designated sites, including the coastal AONB
- There are sites available for employment uses

Challenges

- Decommissioning of main employer Wylfa Power Station
- Uncertainty regarding Wylfa Newydd
- The closure of Rehav by end of 2019
- There is a generally poor retail offer
- Transport connections to the area
- Relatively limited broadband speeds
- The population is relatively aged with young people moving away
- Retaining and improving the percentage of the population who speak Welsh
- Rationalisation of services and facilities
- Sustaining rural communities and farms
- Peripheral location
- Lack of indoor attractions

Opportunities

- Wylfa Newydd power station proposal
- The decommissioning of Wylfa A may provide opportunities
- Benefit from the North Wales Growth Deal
- Capitalising on the tourism potential of the area
- Making the most of the sense of community and place



Specific to Amlwch:

Strengths

- Amlwch is identified in the JLDP as one of the main locations for new development in Anglesey
- There are a number of services and facilities within the town
- There are a range of sites identified for new housing in Amlwch in the JLDP
- There is a strong sense of community
- The leisure centre is a key facility
- Amlwch Port
- Parys Mountain is a strong heritage/ tourism asset

Challenges

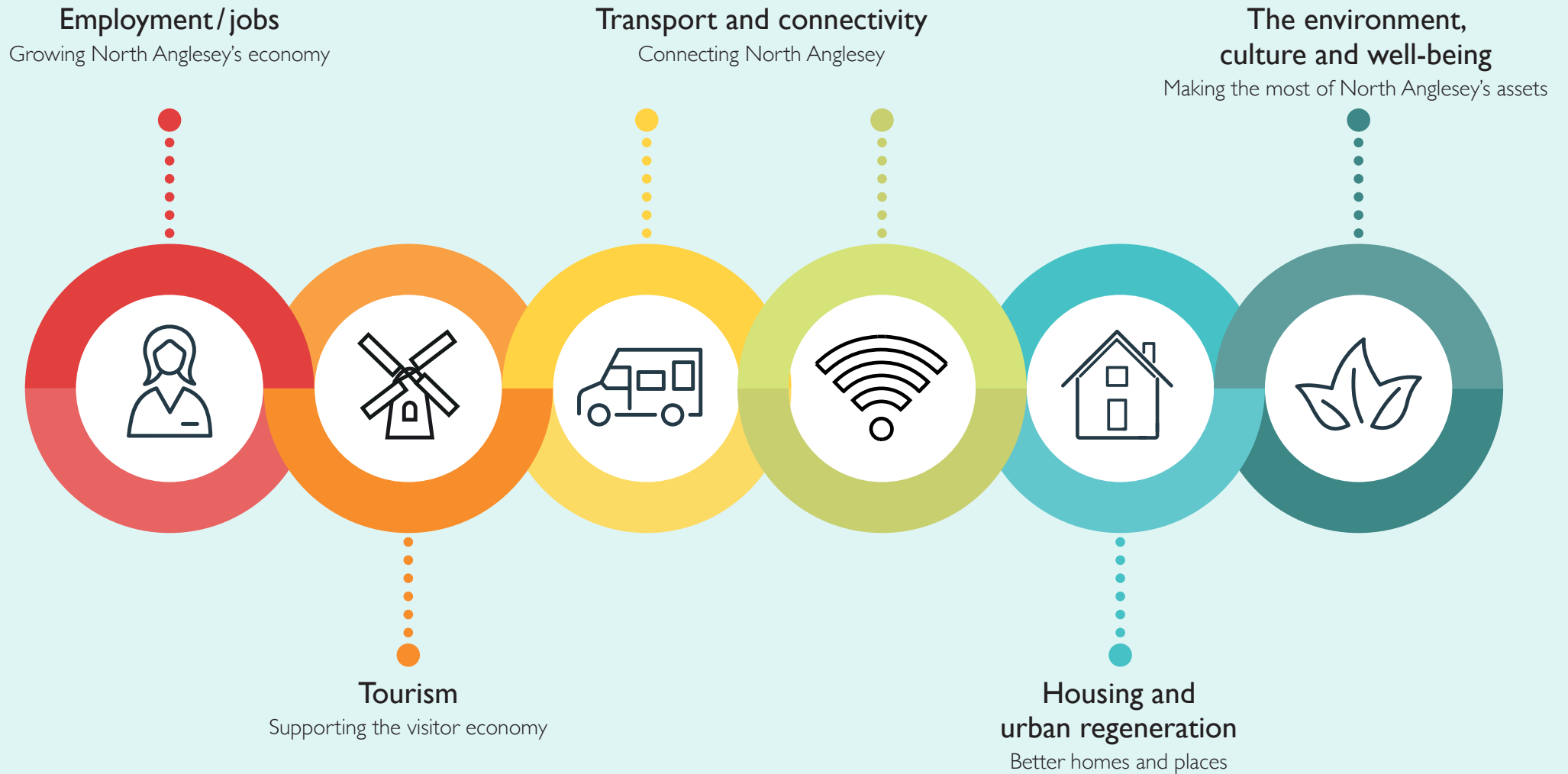
- Closure of Rehau – the town's main employer
- Loss of services and facilities such as banks
- The town centre has limited vitality and vibrancy
- Relatively remote from the main transport networks with limiting road links
- An ageing population with younger people moving away
- Employment unit provision does not meet needs of the area
- High School in need of modernisation
- No Enterprise Zone status (apart from Rhosgoch)

Opportunities

- The redevelopment of underutilised / brownfield land and premises
- Investment in the tourism and hospitality sector
- Reinvigoration of the high street and addressing empty shops/frontages
- Development of affordable housing to meet local needs
- Reuse of the disused rail line to Amlwch



7. Regeneration Plan – Priority Themes





Employment / jobs

Growing North Anglesey's economy

Existing position

Employment rates in North Anglesey are generally higher than across Wales but average incomes are lower. The impacts from the end of power generation at Wylfa A are long lasting with a major reduction in direct and indirect investment in the area. The development of Wylfa Newydd gives major opportunities for economic development, but the future of the project is now uncertain. The recent announcement of the closure of Rehau in Amlwch is another major blow.



Major opportunity at former Octel/Great Lakes site in Amlwch

Opportunities for investment

The creation of jobs is key to ensuring a sustainable economic base for North Anglesey in the short, medium and long term. Delivering suitable employment infrastructure is key to enabling employment growth.

Opportunities exist to revitalise key sites in the area and bring forward new land for investment. Bringing forward additional land and premises for incubator and 'grow on' spaces would enable small to medium enterprises and businesses to develop. The former Octel/Great Lakes and Shell sites provide major opportunity areas for investment and re-use for employment, as does the Rehau site.

There is a need to work with local employers to establish needs, encourage broader partnerships to deliver training opportunities and skills development, and work to support business development. Increasing the number and quality of employment opportunities can help to retain young people, support sustainable communities and thereby indirectly benefit the use of the Welsh Language.

Amlwch has the same status as Holyhead and Llangefni in the JLDP but does not benefit from Enterprise Zone (EZ) status except the old Shell site near Rhosgoch, which can impact on investment.

There are opportunities to explore commercial branding to ensure that the area is promoted as 'Open for Business', especially linked to the many potential opportunities presented through the proximity to Wylfa. Whilst the main opportunities to support economic development are within

Amlwch, the wider rural area does have potential for further small-scale investment and for low carbon opportunities and JLDP policies would support appropriate schemes.

Top priorities

- Contribute to and benefit from the North Wales Growth Deal
- Create new employment at the Rehau factory site
- Bring forward additional employment sites and units for small/medium businesses
- Assist existing businesses to fulfil their potential
- Explore best re-use of the former Octel/Great Lakes site,
- Explore Enterprise Zone status for other sites with Welsh Government
- Maximise opportunities to capitalise on Wylfa site
- Support wider 'rural economic development opportunities
- Address skills, qualifications and employability needs
- Assist those impacted by job losses to retrain, find alternative work or start a business



Tourism

Supporting the visitor economy

Existing position

Tourism plays an important role in providing jobs across North Anglesey. Tourism assets are numerous and include the 18th century Llynnon Mill and Parys Mountain whilst the Anglesey Coastal Path provides a key tourism route through the area. The Llyn Alaw reservoir is the largest lake on the Island and is used by visitors for bird watching and walking.



Opportunities for investment

The area benefits from many tourism assets and the sector could deliver wider benefits to North Anglesey. Whilst there are several visitor attractions in the area none are among the most visited ones in North Wales.

The public consultation responses indicated a desire for a new and exciting attraction to draw more visitors to the area, and partners should explore opportunities for a viable scheme. Potential opportunity areas include Amlwch Port Harbour, Cemaes Harbour and the dramatic industrial landscape at Parys Mountain.

Opportunities also exist to support closer links between tourism assets to deliver a more joined up visitor offer and more co-ordinated branding should be explored, including through social media. The Welsh language is integral to the tourism offer. The links between the strength of the Welsh language and visitor experience is central to delivery within this Priority Theme.

Improvements to the quality and quantity of visitor accommodation and hospitality in North Anglesey are key to the development of a vibrant tourism offer. The re-use of existing vacant buildings for tourism use, such as the planned redevelopment of Capel Bethlehem, Cemaes is also supported.

Coastal and water-based leisure activities also provide opportunities for the area.



Top priorities

- Review opportunities for new viable market-led tourism attractions
- Enhance tourism assets, attractions and infrastructure
- Support better visitor accommodation and hospitality provision
- Capitalise on the cultural and historic assets of the area
- Improve visitor interpretation for the area
- Address marketing and events opportunities
- Encourage investment in Amlwch Port and Cemaes Harbour



Transport and connectivity

Connecting North Anglesey

Existing position

The North Anglesey area is largely rural and not on the main east-west A55/rail corridor which stretches from the Britannia Bridge to Holyhead. The main route through North Anglesey is the A5025 whilst the rail line from Gaerwen to Amlwch (Lein Amlwch) lies disused. Superfast broadband has been rolled out across North Anglesey, but issues remain with regards to connectivity.

The provision of reliable and fast fibre broadband is key to North Anglesey's connectivity



Opportunities for investment

There are plans to improve the A5025 between Valley and Cemaes, but these plans may be affected by the current uncertainties over Wylfa Newydd. Improvements to the A5025 between Cemaes and Amlwch would help support connectivity across the area and support development potential in Amlwch.

Consultation responses support the re-use of the now disused and partly-overgrown rail line to Amlwch. This could see substantial benefits for connectivity in North Anglesey with associated economic and tourism benefits.

More broadly, public transport connectivity is crucial to ensuring the population of North Anglesey is connected both within the area and to the settlements of Holyhead, Llangefni and Bangor. The Regeneration Plan supports seeking investment to sustain these services. Improvements to cycling provision and to the Coastal Path would also be compatible with the Plan's support for the visitor economy.

Broadband connectivity is important for enabling businesses development and supports flexible working, it is increasingly important for community connectivity enabling people to come together online, supporting cohesion and the use of the Welsh Language.

Media communication also enables business to expand and market. Community radio and social media also have a key role.

Top priorities

- Deliver improvements to the A5025 from Valley to Amlwch
- Reuse Lein Amlwch
- Promote public transport provision as well as improvements to cycle routes and footpaths
- Ensure that good IT and telecomms links are available for all communities in the North Anglesey area



Housing and physical regeneration

Better homes and places

Existing position

The JLDP sets out the number of houses required in North Anglesey up to 2026 with specific requirements for Amlwch, Cemaes and Llannerchymedd. Amlwch town centre was identified in the consultation as suffering from a lack of investment and needing revitalisation.



Salem Street/Queen St, Amlwch – illustrative improvements

Opportunities for investment

Ensuring good quality housing options for existing residents, young people and those who may relocate to the area is central to economic revitalisation. Delivering the JLDP housing requirements will help meet housing need whilst also enabling further investment through the construction industries. The County Council should help to address the barriers to housing development whilst actively supporting the delivery of affordable housing through the application of the JLDP's housing policies and implementing the Council's Housing Strategy.

There were 165 empty residential properties in North Anglesey in 2017 and there are several brownfield sites. Making use of empty homes and the re-development of brownfield land, consistent with JLDP policy, would help meet housing needs whilst also bringing broader environmental improvement.

The number of empty units in Amlwch town centre has increased in recent years, including the loss of bank branches. This has impacted on the attractiveness of the place as an area to visit and invest, and on communities. Opportunities exist to revitalise the Amlwch high street and potential interventions (subject to funding) could range from 'facelifts' of properties, providing 'pop up shop' spaces and physical regeneration measures.

The consultation responses highlighted that the North Anglesey area suffers from a lack of retail competition. Improving Amlwch, as the main investment location, should help to encourage retail growth via the private sector.

The North Wales Regeneration Strategy supports aims which are similar to those in this plan and it may be possible to secure funds through it. Amlwch is already eligible to benefit from Town Centre Loans.

Some of the area's school buildings are in need of improvement and a schools modernisation programme is planned.

Top priorities

- Support housing delivery to meet the requirements of the JLDP, including delivering the affordable housing required
- The capability of brownfield land to deliver housing and/or employment should be explored and maximised
- Support interventions that bring empty buildings into suitable reuse
- Encourage investment in Amlwch town centre, Amlwch port and Cemaes harbour
- Explore opportunities for financial incentives to support investment
- 21st Century Schools Programme



The environment, culture and well-being

Making the most of North Anglesey's assets

Existing position

The area has significant natural and heritage assets, but it also has some localised pollution issues. The majority of the resident population is Welsh speaking.



Opportunities for investment

The quality of the environment is central to the well-being of local communities and contributes towards making the area attractive for residents, visitors, and inward investment. The Welsh language is central to the culture of North Anglesey.

Measures should be implemented to address environmental issues such as poor water quality and land contamination, whilst opportunities for enhancements must be seized.

There are four conservation areas across North Anglesey (Amlwch (Central), Amlwch Port, Cemaes, and Llanfechell). It is vitally important that these conservation areas are positively supported through development management and opportunities for positive change explored.

Investment aimed at developing the use of the Welsh language will help support its vibrancy across North Anglesey; thereby sustaining and enhancing the area's cultural well-being. Priorities should complement the Council's Welsh Language Strategy and focus upon its use by children and young people, in the workplace and at community level.

Amlwch leisure centre is a key facility that is used by the residents across North Anglesey and by visitors to the area. Opportunities for supporting the development of further facilities should be maximised to improve health and well-being.

Addressing environmental issues, such as improving water quality at Cemaes Bay, will support regeneration



Top priorities

- Protect and enhance the natural environment (beaches, coast line, coastal path, and rural landscapes) recognising their intrinsic and economic value
- Protect and enhance the area's heritage assets
- Invest in opportunities to support a thriving and vibrant Welsh language and culture in the area
- Invest in leisure services at Amlwch Leisure Centre as a key facility for the North Anglesey area
- Address pollution issues impacting on the area's environment
- Develop an Environment Action Plan for North Anglesey and apply for funding to deliver it

8. Delivering the Regeneration Plan

Partners

The delivery of the Regeneration Plan is dependent on a range of partners working together to bring forward schemes and provide a joined-up approach to secure the funding and investment required. The partners include:

- Magnox / Nuclear Decommission Authority (NDA)
- Welsh Government (including Visit Wales, NRW, Cadw, WEFO)
- Anglesey County Council
- Town and Community Councils
- Menter Môn
- Medrwn Môn
- Private businesses
- Utility Companies
- Property Owners
- Tourism Groups
- Community Groups
- National Lottery

Other partners are also likely to be involved for specific projects

How will the Regeneration Plan be implemented?

The Regeneration Plan is supported by an Implementation Plan, which is a separate Appendix to this document. The Implementation Plan sets out quantifiable projects under each Priority Theme that will support the delivery of the Regeneration Plan Vision for North Anglesey.

The Implementation Plan will be updated to reflect the delivery timeframes of projects and identify any new projects. It will also provide the mechanism for monitoring the progress of the Plan.

Resources and Capacity

Progression of the plan and its projects will require financial and human resources over several years. This will require input by partners from their own resources, as well as seeking and securing external funding. This will be addressed as part of the Implementation Plan.

Communications and Publicity

It is essential that partners and other stakeholders including businesses and residents are kept informed, and this will also be a role for the Implementation Plan.

Governance

Appropriate governance for the plan will be developed in conjunction with key stakeholders, funders and community representatives and this will be addressed through the Implementation Plan.

North Anglesey Regeneration Plan

Appendix: Implementation Plan

For the purposes of this document, activities are identified under their principal Regeneration Plan Priority Theme, although several projects listed will deliver against more than one Priority Theme.



All proposals are subject to statutory compliance and resource constraints.

Proposals will be reviewed and amended over time.

Employment / Jobs - Growing North Anglesey's economy			
Proposal	Key actions / milestones	Potential lead / delivery partners	Potential funding sources
Wylfa – continue to support and plan to maximise economic benefits to North Anglesey	<ul style="list-style-type: none"> Collaborate to influence and attract investment and ensure local needs and opportunities are reflected in this 	<ul style="list-style-type: none"> IACC NACP Other 	
Rehau – respond effectively to the closure announcement	Co-ordinated response to assist employees to retain/find work if there are job losses. If factory closes seek alternative use that creates jobs	<ul style="list-style-type: none"> Rehau IACC WG Others 	<ul style="list-style-type: none"> Private
Redundancy Response – respond effectively to any redundancy events	Co-ordinated response to assist employees to reskill and find new work	<ul style="list-style-type: none"> JCP Careers Wales Grŵp Llandrillo Menai PS IACC 	<ul style="list-style-type: none"> PS REACT
Magnox – defueling and decommissioning impacts and opportunities	Work to maximise benefits & minimise / mitigate any disbenefits	<ul style="list-style-type: none"> Magnox PS IACC 	<ul style="list-style-type: none"> NDA
New Business Units - Provision of business units on suitable sites in Amlwch (location & funding tbc) and other suitable locations as opportunities arise	<ul style="list-style-type: none"> Identify location options Identify delivery/ funding options Secure relevant consents 	<ul style="list-style-type: none"> IACC PS Private Sector 	<ul style="list-style-type: none"> NDA / PS ERDF Private
Enterprise Zone Status – make case to WG for EZ status for other suitable sites (as well as Rhosgoch)	Identify suitable site(s) with priority to designated employment sites	<ul style="list-style-type: none"> AEZ PS IACC 	<ul style="list-style-type: none"> PS
Promote Private Investment – promote and support new investments in the area	Discuss with AEZ / WG Investigate opportunities for investment	<ul style="list-style-type: none"> IACC AEZB Welsh Government 	<ul style="list-style-type: none"> NDA PS DBW
Business Support – ensure to publicise support and advice for business starts and expansion	Raise awareness of existing support schemes and explore scope for new schemes. Maximise uptake of proposed Arfor business support	<ul style="list-style-type: none"> WG Business Wales Menter Mon Hub 	<ul style="list-style-type: none"> WG / Arfor DBW
Education, Skills and Employability – develop skills and work experience for local people	<ul style="list-style-type: none"> Identify gaps in provision Consider new Rural Lottery funding scheme 21st Century Schools Programme 	<ul style="list-style-type: none"> IACC Grŵp Llandrillo Menai Môn CF Parys Training 	<ul style="list-style-type: none"> ESF/ WG Big Lottery NDA
Rhosgoch EZ Site – development for suitable employment use	Dialogue with site owners, potential occupiers and planning officers for designated EZ employment site	<ul style="list-style-type: none"> Conygar 	<ul style="list-style-type: none"> Private PS
Octel / Great Lakes Site – remediation and redevelopment for suitable employment use	Dialogue with site owners, potential occupiers and planning officers for designated employment site	<ul style="list-style-type: none"> Private 	<ul style="list-style-type: none"> Private PS

Tourism - Supporting the Visitor Economy			
Proposal	Key actions / milestones	Potential lead / delivery partners	Potential funding sources
North Anglesey Coastal Path – improve and promote coastal path, links to/from it, and local benefits from it	Discuss with Coastal Path officer to Identify needs/ options to improve / better promote	• IACC	• PS
Mynydd Parys – further develop potential of site as tourist attraction, and linkages to/from it	Visitor car park upgrade underway (IACT) Discuss issues and options with owners and other stakeholders	• AIHT • Private	• VW • ENRAW • Private • NDA • ENRaW
Destination North Anglesey – increase priority to area within Anglesey DMP and related activities	Discuss with DAP	• IACC	• DMP • HNP • VWTais
Accommodation - improve the quality and provision of visitor accommodation in line with demand	Discuss with VW/ DAP Ensure providers are aware of VW support	• Private	• Private • VW
Attractions – consider and support opportunities to improve existing viable attractions or create new viable ones that provide added value / attract more visitors	Discuss with VW/ DAP Ensure providers are aware of VW support	• Private	• Private • VW
Local Tourism Infrastructure and Events – further develop role of host communities in local tourism	Discuss with T&CC's/ Local groups	• T&CC's • Local volunteers • Private	• T&CC's • Private • VW



Transport and Connectivity – Connecting North Anglesey			
Proposal	Key actions / milestones	Potential lead/ delivery partners	Potential funding sources
Highway Improvements : See Below:			
Improvements to A5025 between Valley and Cemaes	Progress to implementation if funds available from Wylfa Newydd project – see alternative funds if not	• IACC	• HNP • WG
Improvements to A5025 between Cemaes and Amlwch	Develop proposals & seek funds	• IACC	• HNP • PS
Improvements to Class 3 road Cemaes (Llanfechell/Rhosgoch) to B5111 Llanerch-y-medd to Rhosybol Road) (LTP priority)	Long term LTP road improvement scheme (2020-2030) to be designed and consents to be secured	• IACC • PS	• WG LTF
Junction capacity, sustainability and safety improvements, where necessary, to facilitate specific development sites	Ongoing delivery of improvements, dependent on development scheme and locations being brought forward	• Through planning application process	• Private • S106 agreements
Walking and Cycling Routes – seek to promote walking and cycling activities and new/ improved routes	Establish baseline and priorities for improvements	• IACC, T&CC's	• PS
Disused Railway – support to reopen / reuse asset, to include consideration of rail and other suitable uses	Support reuse of railway	• IACC • WG/TFW • Network Rail • Anglesey Central Railway group	• PS
ICT - Broadband implementation to support business and community development overcome local disadvantages	Ongoing support for provision of superfast broadband across North Anglesey Address digital exclusion and Digital skills	• BT • PS • Private developers • Menter Môn	• PS • RCDF

Housing and Physical Regeneration – better homes and places			
Proposal	Key actions/ milestones	Potential lead/ delivery partners	Potential funding sources
Empty Homes - Bringing empty homes back into residential use.	Ongoing reduction in the number of empty homes in the North Anglesey area.	<ul style="list-style-type: none"> • Property owners • IACC 	<ul style="list-style-type: none"> • PS • Private
Build New Homes - Delivery of JLDP residential allocations to help meet the housing requirements:	Delivery of the allocations in line with the JLDP housing delivery projections: <ul style="list-style-type: none"> • Amlwch – 373 units across five allocated sites • Cemaes – 60 units at one site (RSL has planning permission for 14 dwellings) • Llannerch-y-medd – 17 units at one site 	<ul style="list-style-type: none"> • Private developer • IACC • RSL 	<ul style="list-style-type: none"> • Private
Affordable Housing (social rented and intermediate) - Development of affordable homes to meet local need directly through new development or from offsite contributions.	<ul style="list-style-type: none"> • Ongoing provision reflecting the affordable housing contribution requirements in the JLDP. • New council housing programme for 2018/19 includes Maes William Williams – 4 bungalows. • Ffordd Lligwy – 3 bungalows. • Rhosybol - Mix of 10 houses / flats 	<ul style="list-style-type: none"> • IACC • Private developer • RSLs 	<ul style="list-style-type: none"> • Private • RSLs • SHG • HRA
Empty Buildings - Seek conversion of vacant buildings / redevelopment of eyesore sites within development boundaries for suitable use.	Investigation of potential for re-use of and conversion of existing buildings. Currently identified schemes below. (Other schemes to be determined). <ul style="list-style-type: none"> • Chapel on Wesley Street, Amlwch – 6 residential units • Bull Inn, Amlwch – 6 residential units 	<ul style="list-style-type: none"> • IACC • Private developers 	<ul style="list-style-type: none"> • Private • PS
Amlwch Town Centre – identify and pursue opportunities to improve the attractiveness and vibrancy of the town centre	Scope programme for investment in the town centre, ideally to include facelifts and re-use of vacant space, and seek funding	<ul style="list-style-type: none"> • IACC • TC • Local stakeholders 	<ul style="list-style-type: none"> • Private • HLF • PS
Amlwch Harbour Area - identify and pursue opportunities to improve the attractiveness and economic value of the area	Develop programme for investment in the harbour area Investigate potential to support fishing sector; marine / offshore supply chain opportunities	<ul style="list-style-type: none"> • IACC • TC • Local stakeholders • Menter Môn 	<ul style="list-style-type: none"> • Lottery • FLAG
Cemaes Harbour Area- identify and pursue opportunities to improve the attractiveness and economic value of the area	Develop programme for investment in the harbour area. Key project is re-use of Capel Bethlehem as new attraction / restaurant/ centre – need to support & assist CIC to develop & fund robust & viable project	<ul style="list-style-type: none"> • IACC • Llanbadrig CC • Cemaes CIC + Others 	<ul style="list-style-type: none"> • NDA • Cronfa Padrig • HLF
Heritage Assets - identify and pursue opportunities to improve and capitalise on heritage buildings and features	Consider HLF / other heritage funding opportunities	<ul style="list-style-type: none"> • IACC • Owners 	<ul style="list-style-type: none"> • HLF • Cadw
Play Areas & Facilities – ensure adequate & quality provision & maintenance	Improve play areas & facilities. Lottery funding secured for two schemes in Amlwch	<ul style="list-style-type: none"> • T&CC's • Local Groups inc Caru Amlwch 	<ul style="list-style-type: none"> • Lottery • T&CC's
Schools modernisation	Improve education infrastructure and make fit for 21st Century (This is a separate programme with separate consultation arrangements)	<ul style="list-style-type: none"> • IACC • Schools modernisation programme 	<ul style="list-style-type: none"> • PS

Environment, Culture and Well-Being – Making the most of North Anglesey's assets

Proposal	Key actions/ Milestones	Potential lead/ delivery partners	Potential funding sources
Cemaes Water Quality – Seek to improve bathing water quality at Cemaes beach to achieve 'good' status	SMS bid for capacity to plan	<ul style="list-style-type: none"> • IACC • NRW • Menter Môn 	<ul style="list-style-type: none"> • WG ENRaW • NRW • Land owners • SMS
Amlwch / Mynydd Parys Water Quality – Seek to address minewater pollution	As above	<ul style="list-style-type: none"> • IACC • NRW • Menter Môn 	<ul style="list-style-type: none"> • WG ENRaW • NRW • Land owners
Contaminated and Derelict Land – minimising any risks from past chemical industry/ removal of eyesores	As above	<ul style="list-style-type: none"> • IACC • NRW • Menter Môn 	<ul style="list-style-type: none"> • WG ENRaW • NRW • Land owners
Llyn Alaw – consider potential to generate greater benefits to locality	Investigate with Dwr Cymru and Visit Wales	<ul style="list-style-type: none"> • Dwr Cymru 	<ul style="list-style-type: none"> • Dwr Cymru • VW
Environmental Improvements in suitable urban and rural locations	Investigate potential scheme including tree planting	<ul style="list-style-type: none"> • Landowners • Menter Môn 	<ul style="list-style-type: none"> • NRW / Farming Grants • ENRaW
Amlwch Leisure Centre Improvements	Development of studio	<ul style="list-style-type: none"> • IACC 	
	Development of 3G 5-aside pitch	<ul style="list-style-type: none"> • IACC 	
	Refurbish existing wet changing rooms	<ul style="list-style-type: none"> • IACC 	

Planning and Delivering

Proposal	Key actions/ Milestones	Potential lead/ delivery partners	Potential funding sources
Economic Regeneration Summit	Arrange event to highlight area issues / needs and launch plan	<ul style="list-style-type: none"> • IACC 	
'Place Shaping' – integrate regeneration plan with community planning programme for electoral wards	Integrate with work at electoral ward level	<ul style="list-style-type: none"> • Medrwn Môn • Menter Môn • IACC 	<ul style="list-style-type: none"> • Various
Capacity – provide capacity to plan and make bids for identified proposals / actions/ projects	Prepare and make funding bids for capacity to support plan programmes/ projects	<ul style="list-style-type: none"> • IACC • Menter Môn 	<ul style="list-style-type: none"> • WG, NDA • S106, Big Lottery
Funding – plan and seek funding to deliver regeneration plan	Review potential funding sources and make relevant funding bids, including the following	<ul style="list-style-type: none"> • IACC 	<ul style="list-style-type: none"> • Linked to above
Funding Bid to NDA	Engage with NDA and prepare funding bid to Socio-Economic fund	<ul style="list-style-type: none"> • IACC 	<ul style="list-style-type: none"> • NDA Socio-Economic fund
Funding Bid to WG	Engage with WG and prepare funding bid to relevant minister / department	<ul style="list-style-type: none"> • IACC 	<ul style="list-style-type: none"> • PS
Funding bid to Big Lottery	Engage with BL and prepare funding bid to new Rural Programme by October 2019 round	<ul style="list-style-type: none"> • IACC 	<ul style="list-style-type: none"> • Big Lottery Rural fund
Partnership and Communications – establish and maintain effective partnerships and communications	Review existing stakeholder partnerships and communications arrangements	<ul style="list-style-type: none"> • All 	
Ways of Working – reflect the 5 ways of working in the Well-Being of Future Generations Act	Cross-cutting activity	<ul style="list-style-type: none"> • All 	
Welsh Language – reflect and support the Welsh speaking character of North Anglesey	Cross-cutting activity TIM Bach and other MIM Projects Establish Arfor programme and maximise benefit to North Anglesey	<ul style="list-style-type: none"> • MIM • IACC • T&CC's • Private 	<ul style="list-style-type: none"> • WG Arfor
Rural and Farming Needs – support the specifically rural needs of North Anglesey, and seek to ensure continued support from government to farmers	Maximise benefits from remaining EU rural funding schemes under RDP Sustainable management scheme bid Lobby to ensure government support for family farms continues	<ul style="list-style-type: none"> • MM • IACC • Others • Farm Unions and WLGA 	<ul style="list-style-type: none"> • EU Leader/ RDP via Menter Môn • WG
Third Sector Role	Support and develop third sector role in local regeneration and well-being eg Caru Amlwch, Cemaes CIC, Menter Mechell, Agewell	<ul style="list-style-type: none"> • Medrwn Môn • Menter Môn • IACC 	<ul style="list-style-type: none"> • Various • Leader
Governance	Develop appropriate governance for the plan	<ul style="list-style-type: none"> • IACC 	<ul style="list-style-type: none"> • PS

Glossary

AIHT	Amlwch Industrial Heritage Trust
CIC	Community Interest Company
DAP	Destination Anglesey Partnership
DBW	Development Bank of Wales
ENRaW	Enabling Natural Resources and Well-Being (Welsh Government programme)
ERDF	European Regional Development Fund
ESF	European Social Fund
IACC	Isle of Anglesey County Council
IACT	Isle of Anglesey Charitable Trust
HLF	Heritage Lottery Fund
NAP	North Anglesey Partnership
NDA	Nuclear Decommissioning Authority
NRW	Natural Resources Wales
PS	Public Sector
RDP	Rural Development Programme
T&CCs	Town and Community Councils
TC	Amlwch Town Council
VW	Visit Wales







Regulation and Economic Development

Amlwch and North Anglesey Regeneration Plan – Consultation Survey Results Report



20th September 2018

**Prepared by:
Regeneration Function**

1.0 Purpose of the Survey

- 1.1 Between 20th June and 16th July 2018, Regulation & Economic Development Service undertook a survey of North Anglesey. The purpose of the survey was to inform the preparation of a regeneration plan for the area. This report outlines the objectives and context, the survey process, and main conclusions, and is part of the evidence base for the North Anglesey Regeneration Plan. The detailed survey results can be found in Appendix (A). The work of preparing the North Anglesey regeneration plan is funded through the NDA / Magnox Socio-Economic Fund.

2.0 Objectives

- 2.1 Based on engagement with local communities about their views on conditions affecting the area and investment needs for Amlwch and the North Anglesey area, the aim is to draw up result as a starting point towards an agreed set of local priorities, coordinating actions and informing decisions.
- 2.2 Help provide evidence of locally identified investment needs and priorities in the Amlwch and North Anglesey area to support attempts to secure funding from relevant organisations at a later stage.
- 2.3 Potential benefits for North Anglesey having developing the Regeneration Plan include;
 - Clarification of local needs, issues and priorities
 - Identification of opportunities, ideas and help develop suitable projects
 - Create higher area profile
 - Work towards more investment
 - Opportunities to include more local spend
 - Ideas to develop more and better jobs
 - Improve well-being

3.0 Context

- 3.1 With the closure and decommissioning of Wylfa A and development proposals for Wylfa Newydd, IoACC have identified the requirement to develop a Regeneration Plan for North Anglesey, with a focus on Amlwch as the main town. Through funding from Nuclear Decommissioning Authority (NDA) and Magnox, the aim is to produce a Regeneration Plan following consultation with the North Anglesey community. Throughout the consultation, the community's views were highly important with the intention of creating a sense of community ownerships with the finalised Regeneration Plan.
- 3.2 Conditions affecting the area currently and reasons for developing a plan are;
- Loss of industry
 - Wylfa power station decommissioning
 - Rationalisation' of public and private facilities
 - Rural issues and needs
 - Lack of new investment
 - Wylfa Newydd – impact and opportunities
 - Plan helps access funding
- 3.3 Anticipated benefits of a regeneration plan include providing:-
- a) A focus for IACC, delivery partners and the community to target service delivery and resources;
 - b) A tool to inform local partnership working – ensuring an agreed set of priorities for the area;
 - c) Supporting attempts to secure funding.

4.0 The Amlwch and North Anglesey Context

4.1 The geographic area covered within the consultation and the Regeneration Plan development stage corresponds with the communities covered by IoACC's recently adopted Supplementary Planning Guidance (SPG) Topic Paper for North Anglesey. A map of the area is shown below.

4.2 Amlwch and North Anglesey area map:



5.0 Consultation Process

- 5.1 During the consultation (which ran from 20th June until 16th July 2018) the Amlwch and North Anglesey Regeneration Plan Survey was available by following the link;

<https://www.smartsurvey.co.uk/s/AD0JZ/>

Paper copies of the Survey were also distributed to various centres and establishment within the North Anglesey area, including rural villages across the North of the Island. This was done to maximise distribution too hard to reach groups. Locations included schools, surgeries, libraries, cafes, leisure centre, public houses, local shops and convenient stores etc.

- 5.2 Relevant documents and correspondence were sent to Local Members on June 20th 2018. We were eager to receive their comments as Members who know their areas well, and also to spread the word for the opportunity to respond. Local County Council members for this area include;

Talybolion ward – Llinos Medi Huws / John Griffith / Kenneth P Hughes

Twrcelyn ward – Richard Griffiths / Aled Morris Jones / Richard Owain Jones

Lligwy ward – Vaughan Hughes / Margaret Murley Roberts / Ieuan Williams (only the Moelfre part of the ward is in the Plan area)

- 5.3 Amlwch and North Anglesey Regeneration Plan Survey on-line link and copies of consultation documents were sent to a total of 9 Town and Community Councils on June 20th 2018 including those for;

Amlwch

Llanbadrig

Mechell

Cylch y Garn

Llaneilian

Llanfaethlu

Moelfre

Llannerchymedd

Rhosybol

6.0 Conclusion

- 6.0 The views of local people and the communities of North Anglesey were very important to us. We received 190 full completed on-line surveys, 497 partially filled on-line surveys and 23 completed paper copy versions.

- 6.1 Every feedback received was recorded and analysed, and the results are reflected in the Amlwch and North Anglesey Regeneration Plan – Consultation Survey Result Report Appendix (A). There were 10 questions within the survey.
- 6.2 Through analysis of the feedback received, the following key themes have emerged:-
- a) Support jobs & business
 - b) Develop tourism / new exciting attraction / accommodation
 - c) Improve high street / retail offer / tackle empty buildings
 - d) Improve transport / road infrastructure
 - e) Make use of the area's coastal / heritage / culture assets
 - f) Make use of the disused railway line & old industrial sites



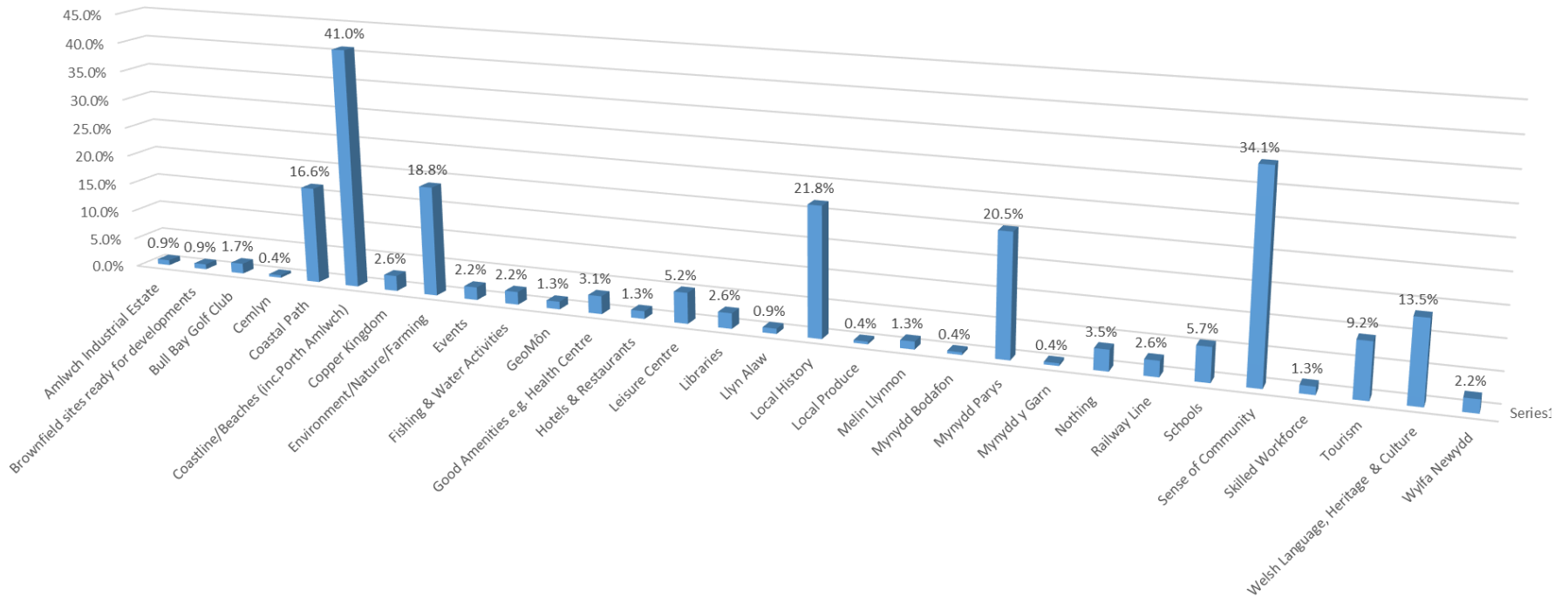
7.0 Proposed Nest Steps

- 7.1 Further work is now needed to consider and address the needs and ideas put forward by stakeholders. This will include scoping the identified priority themes for potential projects and assessing their viability.
- 7.2 There is also a need to identify other needs and proposals for the area which have not been highlighted by the public consultation process to date. Engagement is needed with relevant agencies to identify these e.g. housing, utilities, environmental, leisure, highways, schools needs or capital projects under consideration.
- 7.3 Local members and key stakeholders need to be briefed on the survey results and the proposed next steps, and be involved in these. Further 'Place planning' meetings for the Twrcelyn ward are being arranged by Medrwn Môn and the relationship between this activity and the regeneration plan process needs to be clarified.
- 7.4 Work on drafting the Regeneration Plan should now take place, utilising the information in the SPG Topic Paper and Survey response, but the content in terms of specific projects and proposals will need to await the outcome of the further work identified above. Several of the issues will clearly not be resolved for some time and suitable wording will be needed to cover the issue.
- 7.5 A potential format for the Plan could be a visually engaging high level multi-year strategic document, accompanied by a more detailed annually updated action plan.
- 7.6 Once an agreed draft Regeneration Plan is in place, further engagement consultation will be needed with local members and local stakeholders to ensure its soundness and acceptance before the plan is finalised and adopted.

Appendix (A)

Below are the questions outlined in the survey with the consultation responses for each question. Listed also are few examples of the responses given. There were 10 questions within the survey. Graphs have been created for each question showing the percentage following the numbers of responses.

Question 1: What are the strengths of the Amlwch and North Anglesey area?

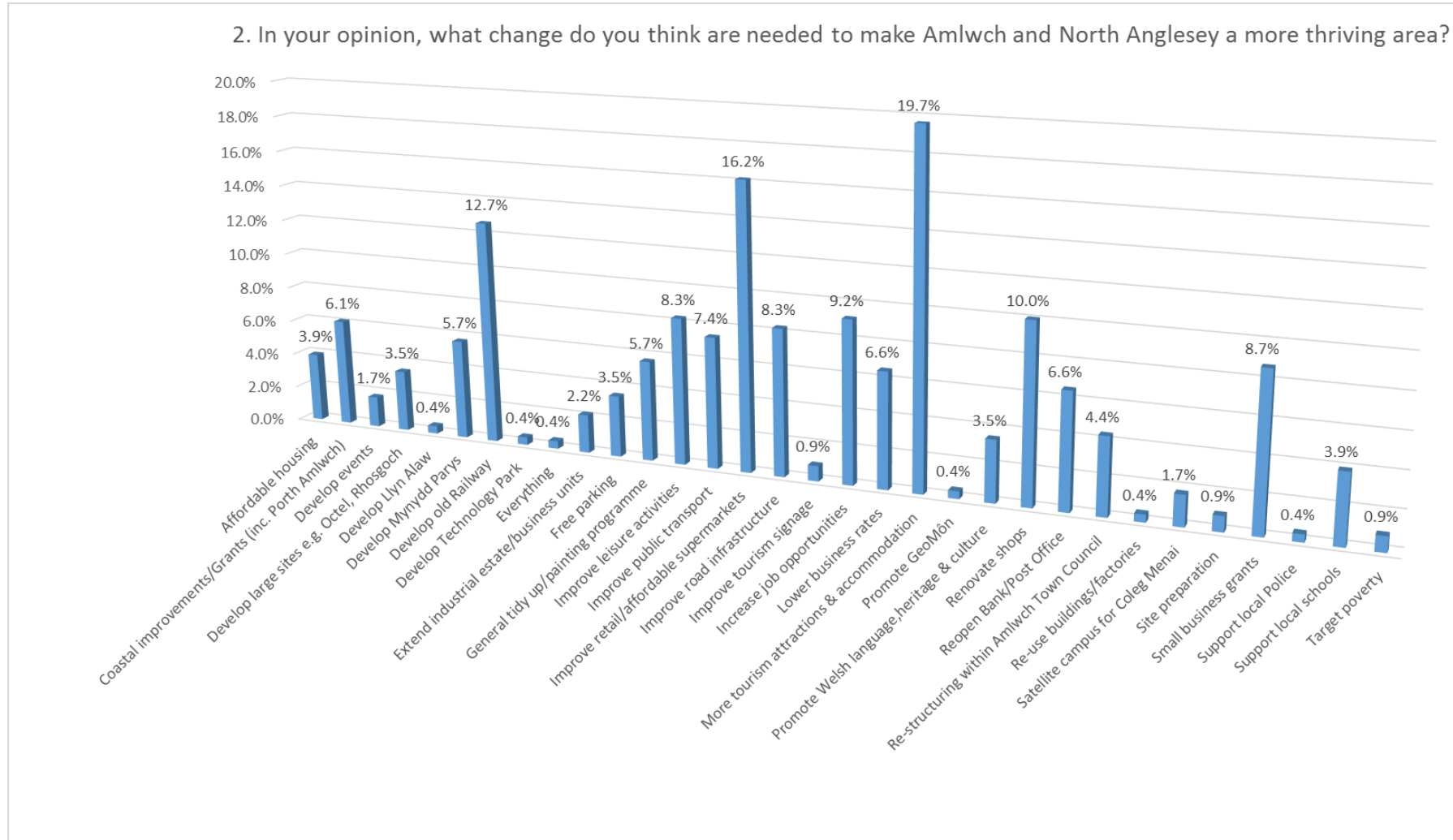


Top 4 answers: 1. Coastline & Beaches 2. Sense of Community 3. Local History 4. Coastal Path

Examples of Responses to Question 1: What are the strengths of the Amlwch and North Anglesey area?

- “Natural beauty, heritage, costal path, scenery, community, amenities, historical elements”.
- “The costal paths and good views. Nice walks especially Parys Mountain. People who live in the community. Strong presence of the Welsh language”.
- “Outstanding natural beauty”.
- “Close knit communities, strong Welsh background, natural beauty, and coastline”.
- “Historical, cultural and scenic attributes”.
- “Beaches and coastline, language, history and culture, communities, villages and friendly residents”.
- “Beautiful area, friendly people”.
- “The opportunity to build on tourism”.
- “Heritage / history. Coastal Path. Welsh Language. Opportunity for further tourism. Strong sense of belonging in smaller villages. Mynydd Parys”.
- “Potential rail access. Beautiful coastline, coves, bays and fishing ports. An appetite for regeneration”.

Question 2: What changes do you think are needed to make Amlwch and North of Anglesey a more thriving area?

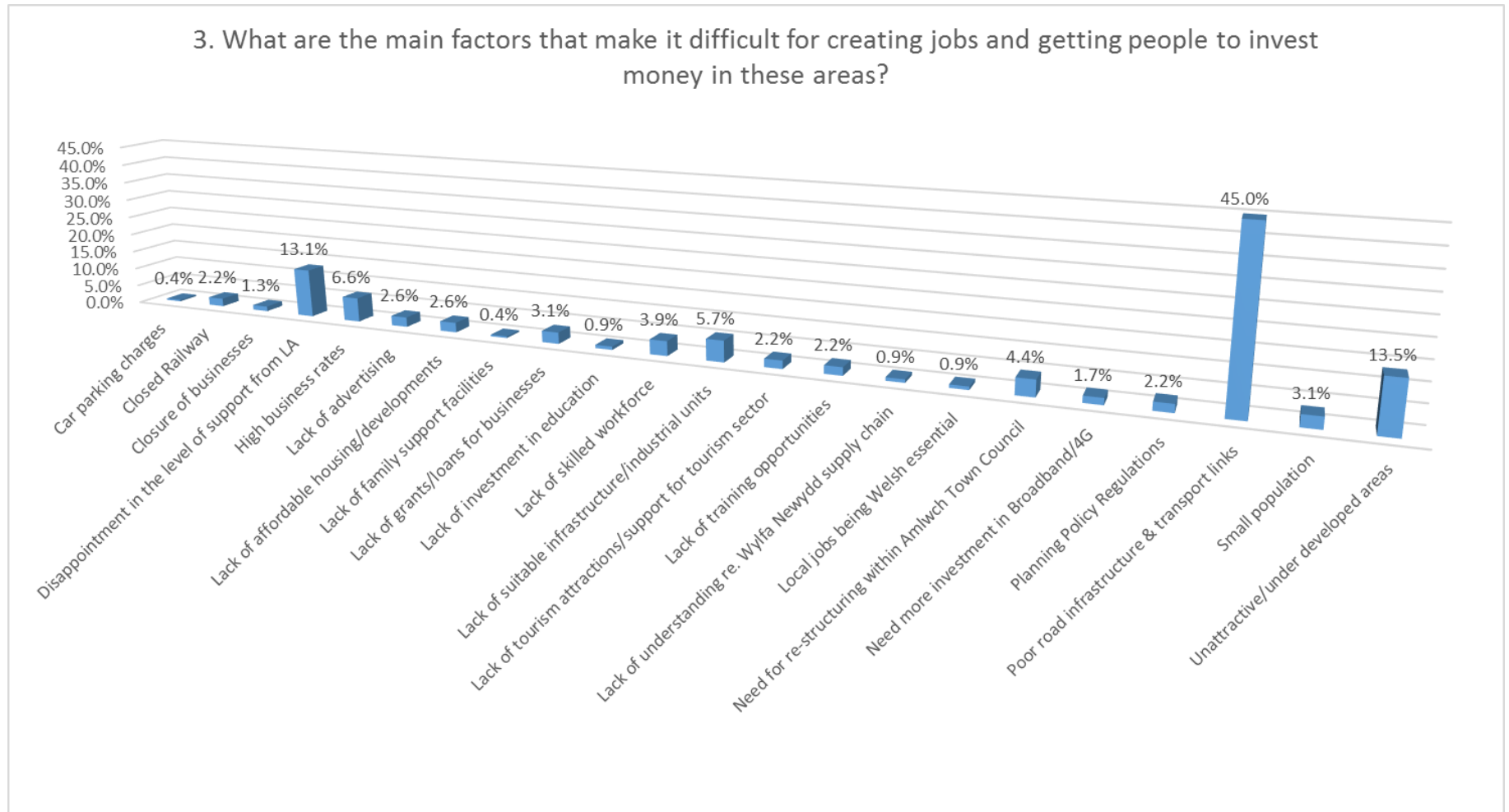


Top 4 answers: 1. Tourism Attractions/ Accommodation 2. Improve Retail 3. Develop old Railway 4. Renovate Shops

Examples of responses to Question 2: What change do you think are needed to make Amlwch and North of Anglesey a more thriving area?

- “Improving tourism support and developing necessary infrastructure. More marketing and promotion. Economic studies of other areas in Europe and USA indicate the importance of cultural factors – music and so forth – Anglesey hopeless at promoting culture alongside economic promotion”.
- “More businesses. More tourism. Equality for bilingualism and more power given to the people”.
- “Help create, or attract, new visitor attractions appropriate to the area”.
- “Invest more in small villages (Penyarn/Rhosybol). Cemaes is a good example of what can be done. Make sure to keep small primary schools, they are the life of the small villages”.
- “Ensuring the Welsh language is sold as a USP for our area – positive bi-lingual marketing and brands”.
- “Restore the train line. Develop tourist attractions like Mynydd Parys and open access to other coastal heritage sites. A decent supermarket. Money to regenerate the main shopping areas and the port. Private investors taking over Llyn Alaw. Vastly improved road links”.

Question 3: What are the main factors making it difficult to create jobs and getting people to invest money in the area?

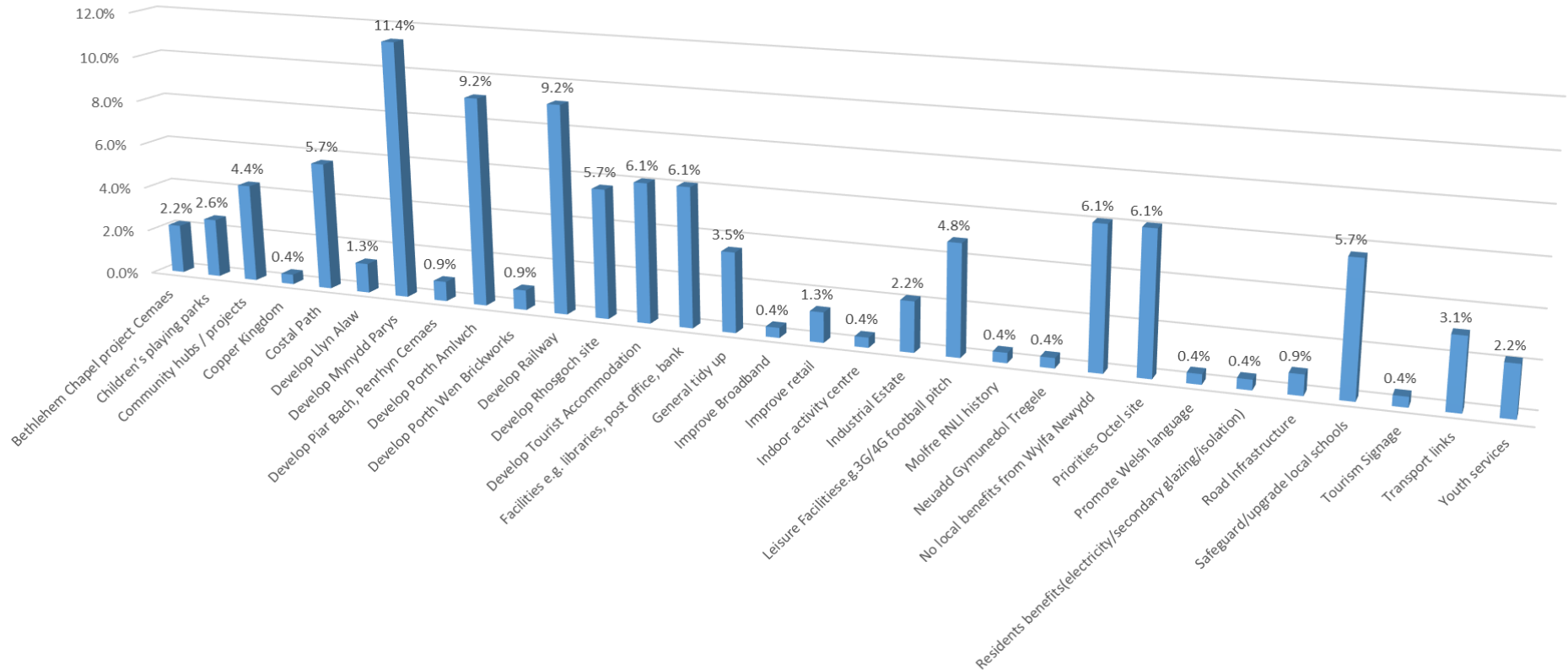


Top 4 answers: 1. Poor infrastructure / transport links 2. Unattractive / under-developed area 3. Lack of support
4. High business rates

Examples of responses to Question 3: What are the main factors that make it difficult for creating jobs and getting people to invest money in these areas?

- “No industrial units of various sizes available”.
- “Lack of funding from County Council”.
- “Poor road infrastructure and lack of rail link”.
- “Lack of suitable premises, public transport, road network in very poor condition and general run down appearance”.
- “Remote area”.
- “Poor rail link”.
- “Accessibility – it’s off the beaten track and we have no rail service and the Port’s under-utilised”.
- “High business rates and no support for new businesses”.
- “Perception. Lack of innovative marketing. Area needs high quality jobs to encourage talent to remain / move to area”.
- “Lack of youth employment and opportunities within the area. Lack of training”.
- “It’s a farming and tourist area not appropriate for the building of large factory units. We should be encouraging local developments - not looking for outside investment all the time”.

Question 4: What sites or schemes in Amlwch and North Anglesey should benefit from investments and developments such as Wylfa Newydd?



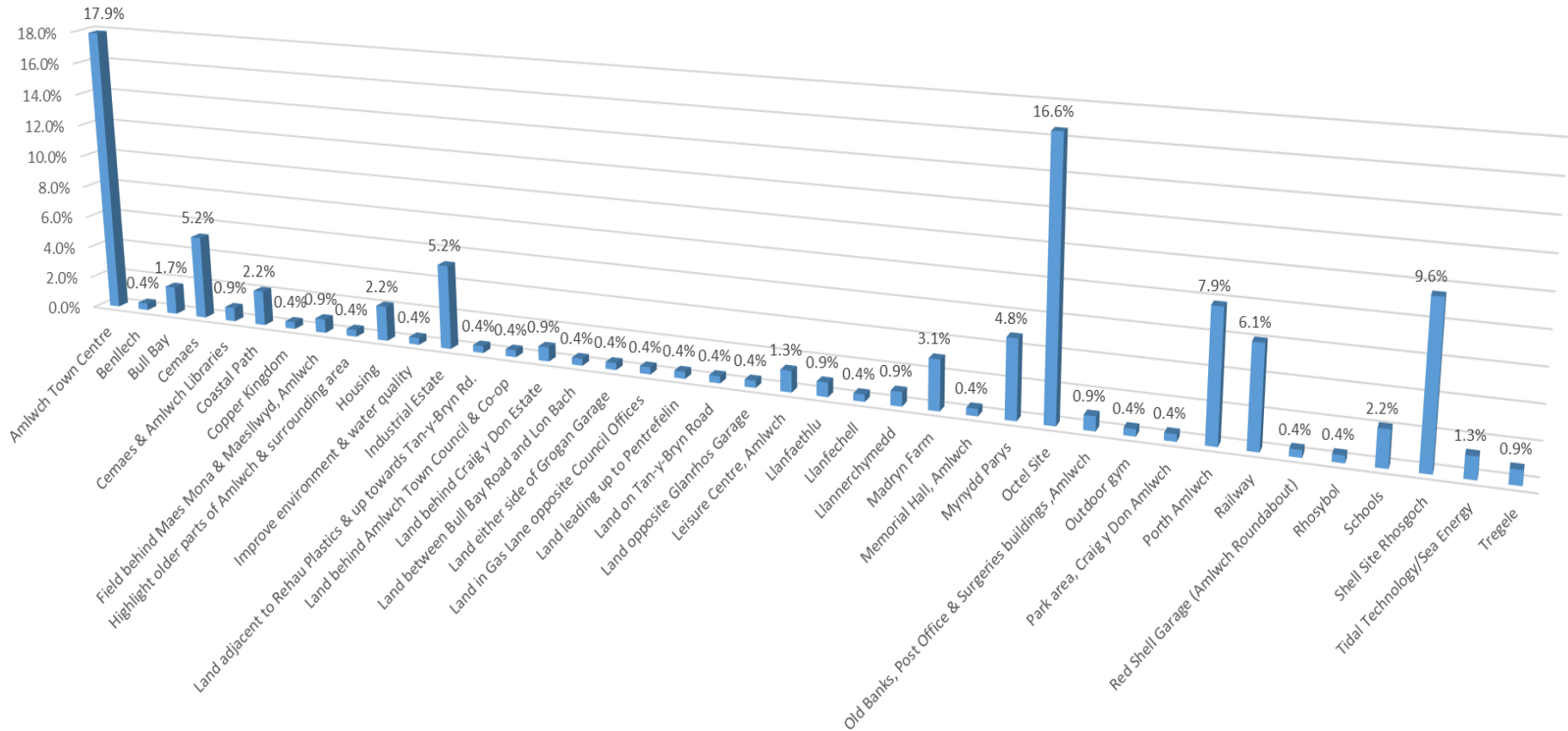
Top 4 answers: 1. Develop Mynydd Parys 2. Develop Porth Amlwch 3. Develop Railway

•4. Develop Octel Site •4. Tourist Accommodation •4. Facilities & Services •4. No local benefits

Examples of responses to Question 4: What sites or schemes in Amlwch and North Anglesey should benefit from investments and developments such as Wylfa Newydd?

- “The old Shell Terminal Building would be an ideal Community Asset Building for Water based activities – such as Diving School, Hostel for the Coastal Path, Rowing Club, Marine watch etc.”
- “Amlwch Port should be re-developed to make it look like other colourful ‘fishing villages’.”
- “Maintenance work on Ysgol Syr Thomas Jones (to get it upgraded etc.) taking into account that it’s a listed building”.
- “The Old Railway Line - for local transportation and a tourist attraction”.
- “Develop Mynydd Parys – Climbing centre, Mountain Biking track, Trips underground or Mill as Visitor Centre”.
- “Re-develop Octel Site with something like Surf Snowdonia”.
- “Re-develop old unused buildings in Amlwch town centre (e.g. surgery / bank / old school) and create a community hub with meeting rooms, café, tourist information with local crafts etc.”
- “Re-develop the old Antique shop in Porth Amlwch as s tourist attraction / restaurant”.
- “Re-develop the old Bull Bay Hotel as a Hotel with a view / Holiday Flats”.

Question 5: What sites in the Amlwch and North Anglesey area are the most important for developing new services, housing and employment?

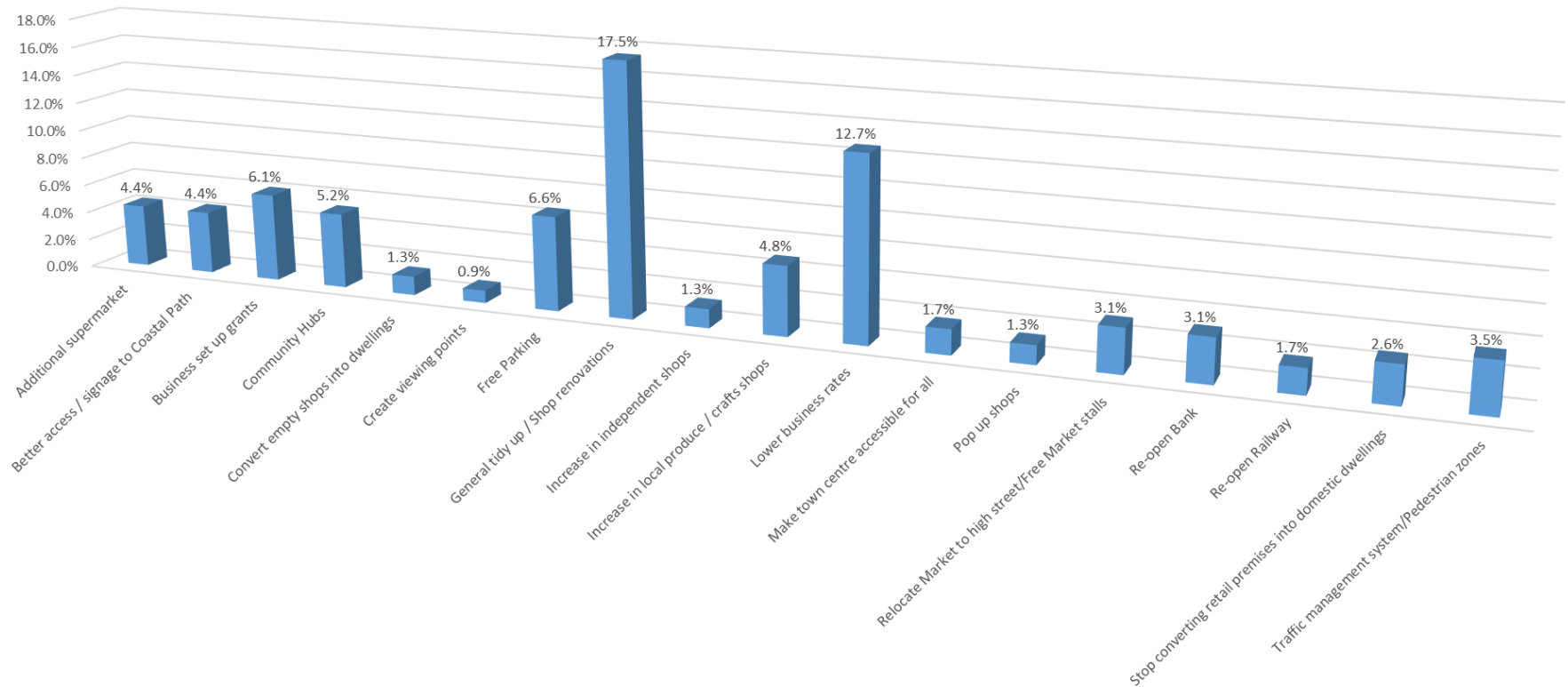


Top 4 answers: 1. Amlwch Town Centre 2. Octel Site 3. Old Shell Site Rhosgoch 4. Porth Amlwch

Examples of responses to Question 5: What sites in the Amlwch and North Anglesey area are the most important for developing new services, housing and employment?

- “Amlwch town needs more shops and facelift”.
- “The industrial estate could do with some new light units”.
- “Rhosgoch Site (e.g. Caravan site)”
- “Amlwch Industrial Estate to expand the jobs and Cemaes to expand the Tourism”.
- “The former Octel site for industrial units or larger scale developments. It also has a railway connection. Let’s get the railway open now, it’s a life line that would enhance Amlwch’s future, both for tourism and industry”.
- “Amlwch should be treated as a base for regeneration as the investment and regeneration would affect places such as Cemaes, Rhosybol, Llanfechell, Llannerchymedd and places close to the area”.
- “More social housing in Amlwch and budget supermarkets”.
- “Do we really need more houses and industrial estate? Too much of that will reduce farmland and open space and reduce tourism”.
- “In my opinion it is not the site, but the links that lead people into the region that would be most important. So not just improvements on the roads between Fali and Wylfa, but improvements in the local villages, to help them become less of a ‘place to drive quickly past”.

Question 6: In what ways would it be possible to make more use of the High Street and also make best use of the local environment?

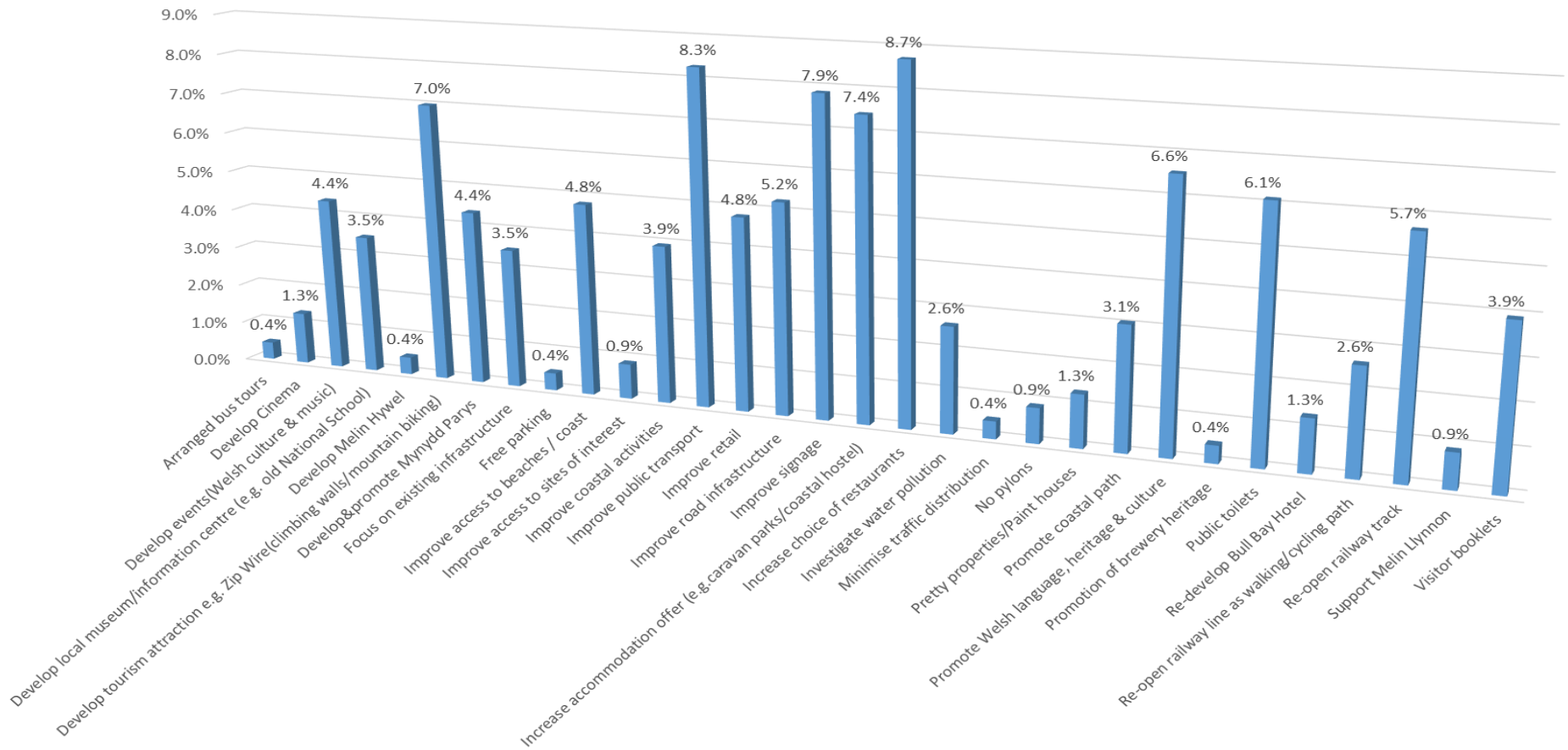


Top 4 answers: 1. General tidy up 2. Lower Business Rates 3. Free Parking 4. Business set up grants

Examples of responses to Question 6: In what ways would it be possible to make more use of the High Street and make best use of the local environment?

- “Advertise local attractions in the windows of closed shops”.
- “Let the weekly market be held in the street, provided the stalls do not include meat and flowers so not to effect butchers and florists in the High St. The Dinorben Hotel could set outside tables for those days”.
- “Financial incentives to attract new business’ using rate reduction, grants, and employment grants to incentivise start-ups”.
- “Accept the days of the High Street are gone. Turn the empty shops into housing”.
- “Lower High Street rates and stop the development of former shops into flats”.
- “Reduce shop rents, allow craft shops to open, reduce number of charity shops. Promote walking and sea based activities. Consider extending the railway...but only after there is something at the end of the line to draw people to the area”.
- “IACC collate property available list and seek users. Pedestrian zones like Bangor. Tourist, Heritage and Local History Hub”.
- “It certainly needs smartening up, which could encourage people to invest in small businesses”.
- “Free parking”.

Question 7: How could we improve or add value to the experience of those visiting North Anglesey?

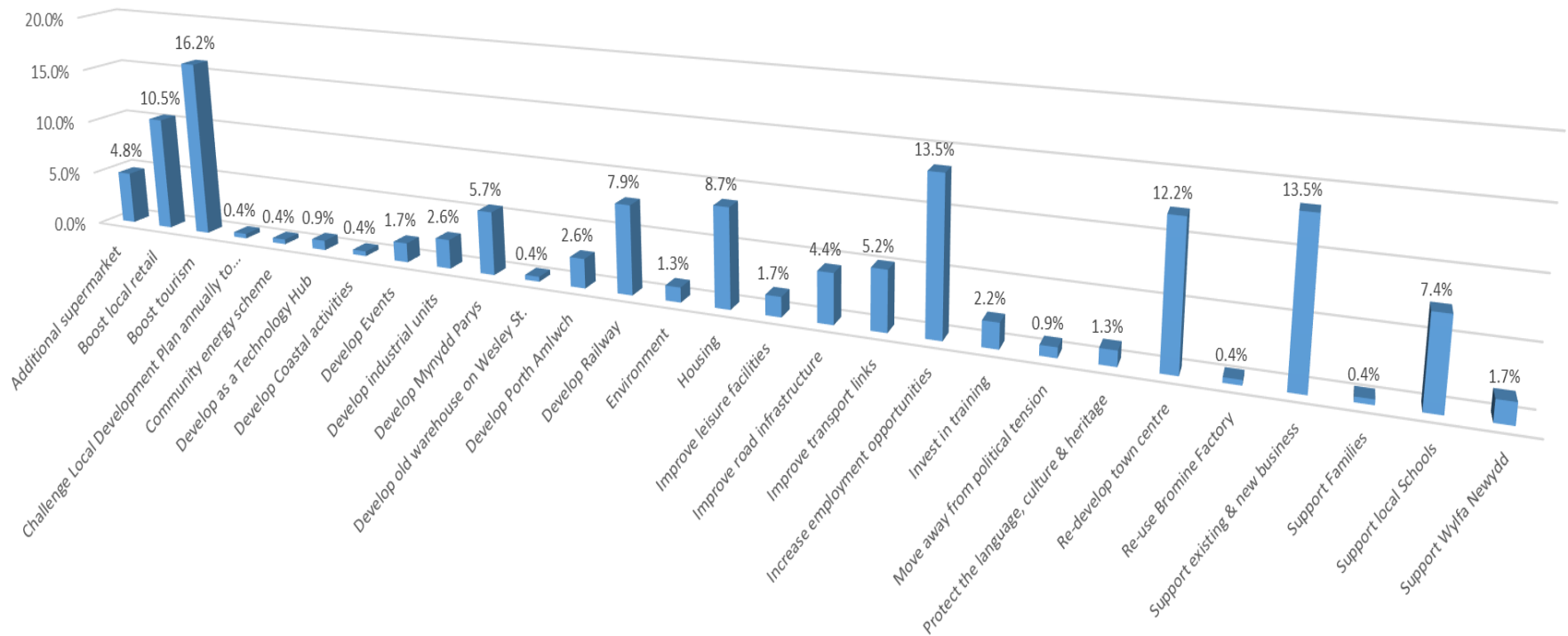


Top 4 answers: 1. More restaurants 2. Improve public transport 3. Improve signage 4. Visitor accommodation

Examples of responses to Question 7: How could we improve or add value to the experience of those visiting North Anglesey?

- “Better touristy destinations. People come, see no boats at Porth Amlwch, no decent cafes, no green space to sit in, no activity on the water e.g. fishing boats, and then they leave”.
- “Wider range of quality attractions, pubs, restaurants and water based activities”.
- “A wide safe road into the area from all directions for cars, lorries and caravans”.
- “While we do need to join modern civilisation with businesses etc...the old village feel and quaintness is also important to keep...look after the Welsh heritage”.
- “Investigate water pollution in Cemaes to eradicate it and thus promote tourism. Also improve transport both bus and trains”.
- “We need a lively web site that draws things / activities together. Some resources are already available but are not up to date – information are scattered and not easy to find”.
- “Tidy up the ‘grotty’ industrial parts. Stop pylons and further energy industrialisation of the landscape (wind farms and other large structures that blight the island)”.
- “A good painting scheme, where all the houses are different colours, instead of drab grey pebbledash”.
- “Offer them traditional and local Wales. Promote Welsh, local produce and services”.
- “More music and other cultural activities. Also, make it much easier to find scenic and historical sites – many are not signposted at all”.

Question 8: What are the top 3 priorities for developing the economy in Amlwch in the short, medium and long-term?

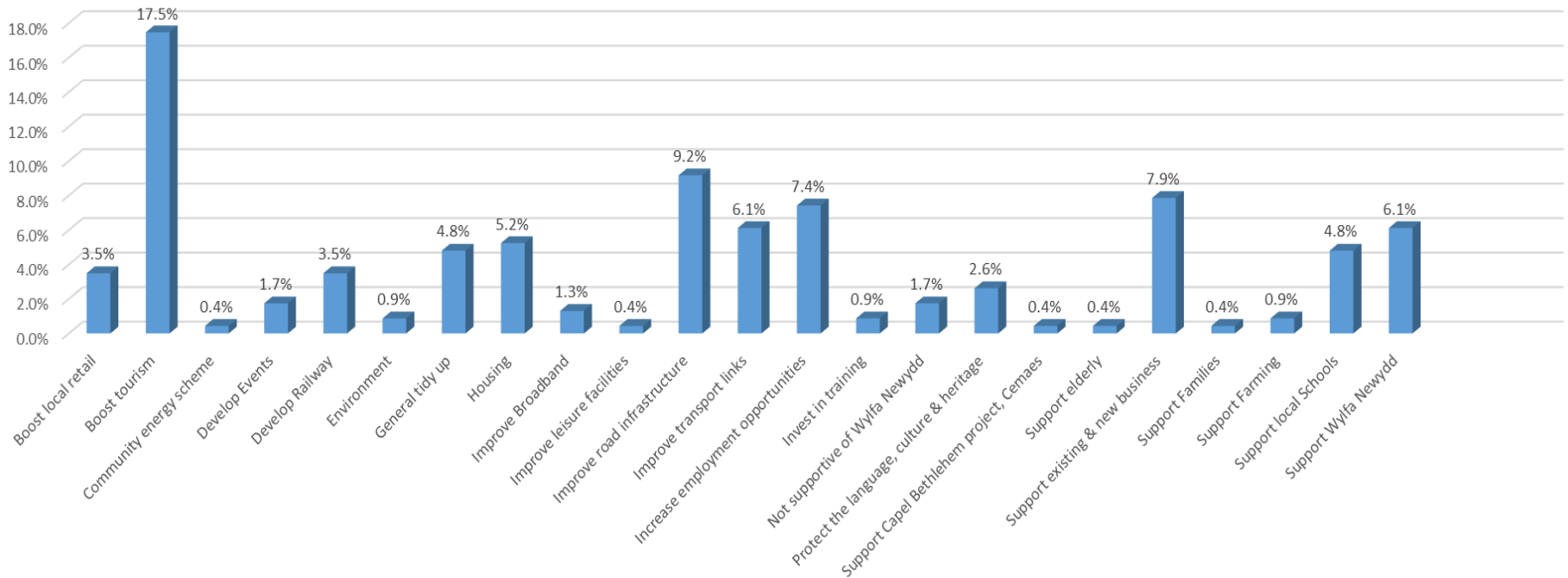


Top 4 answers: 1. Boost Tourism 2. Increase employment 3. Support businesses 4. Re-develop town centre

Examples of responses to Question 8: In your opinion, what are the top 3 priorities for developing the economy in Amlwch in the short, medium and long-term?

- “Tourism, Education and attracting more business and supporting local development”.
- “Improving the state of the High Street, possible development of the Port and lastly make it financially attractive for industry / retailers to relocate here”.
- “Pavement from Amlwch to Mynydd Parys, Open the railway line as a cycle path, and decontaminate and find a business to take over the Octel”.
- “Improve the High Street, attend to Council owned buildings (National School), and improve access / travel to Amlwch”.
- “Draw people to Amlwch through redeveloping the railway line from Llangefni into cycle / footpath, key employment sites delivered and brought into use, and finally, a complete overhaul of the town centre”.
- “Housing, Tourism and environmental clean-up”.
- “Rail links and cafes for walkers who love coming here, road improvements and improve social housing, business and local facilities in the long-term”.
- “Lowering high street premises, invest in making an area “traditional” Wales to promote tourism, and lastly develop recreational opportunities for the children and young people”.

Question 9: What are the top 3 priorities for developing the economy in North Anglesey in the short, medium and long-term?

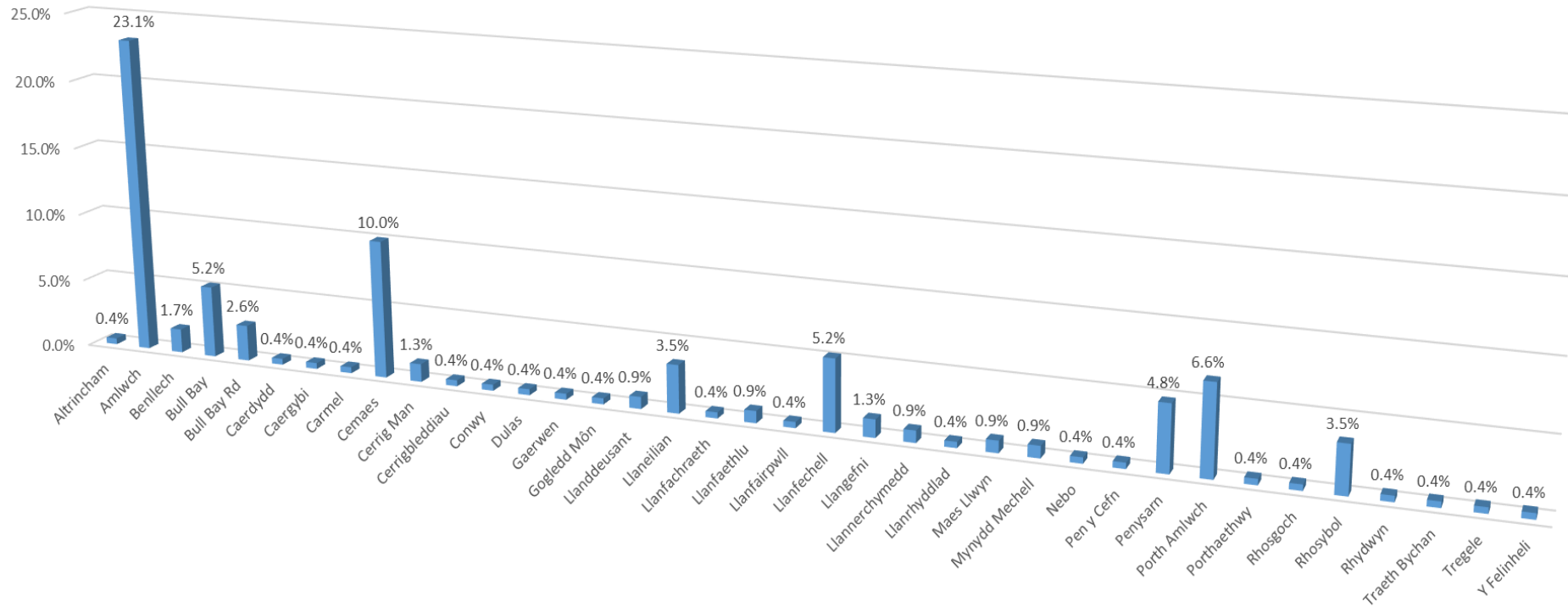


Top 4 answers: 1. Boost Tourism 2. Improve road infrastructure 3. Support existing and new business 4. Increase employment

Typical Responses to Question 9: In your opinion, what are the top 3 priorities for developing the economy in North Anglesey in the short, medium long-term?

- “Retaining the beauty of the island, supporting farming and tourism”.
- “Industry (small businesses linked to Wylfa Newydd), Tourism (Cemaes, Llaneilian, Mynydd Parys) and lastly offer incentives to bring new business here”.
- “Develop tourist areas to draw more people into the area, turn old railway into cycle path and long term to improve A5025 for better access”.
- “Ensure Cemaes gets its Blue Flag Beach, Ensure Wylfa Newydd benefits all of Anglesey, and long-term make sure investment are brought to Anglesey to develop good jobs”.
- “Transport, housing and health / education”.
- “Infrastructure, improve image and modernise tourism”.
- “Jobs to meet locals’ needs, ensure that the natural areas of beauty are protected, and quality education for all pupils”.
- “Fast and reliable connection for the web, jobs and improve infrastructure”.
- “Partnership working between businesses/attractions to promote area, support to businesses to develop and try new ideas, and long term for IACC to increase maintenance to improve outlook of area”.

Question 10: Where do you live?



Top 4 Answers: 1. Amlwch 2. Cemaes 3. Porth Amlwch 4. Llanfechell