

Isle of Anglesey County Council	
Report to:	EXECUTIVE COMMITTEE
Date:	26th September 2023
Subject:	Approval of the Anglesey Town Centre Improvement Strategy
Portfolio Holder(s):	Councillor Llinos Medi: Leader and Economic Development
Head of Service / Director:	Christian Branch, Head of Regulation & Economic Development
Report Author:	Dewi G Lloyd, Regeneration Manager
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Local Members:	Relevant to all members

A –Recommendation/s and reason/s

A1 The Executive Committee is asked to approve the new Town Centres Improvement Strategy

REASONS

To deliver on the new Council Plan objective of improving the vitality and viability of town centres, and to comply with relevant Audit Wales recommendations to local authorities in respect of regenerating town centres, and requirements set by the Welsh Government in order to receive Transforming Towns funding.

1. OVERVIEW OF CONSULTATION PROCESS

1.1 A report on this matter was made to the Executive Committee of the 25th April 2023 who resolved to approve the draft strategy prepared by officers as a basis for public consultation. A process of public and other stakeholder consultation has taken place during June and July 2023 to gather views, comments, and seek support for the proposed strategy. The following reports on the comments received, and the finalisation of the Strategy and its adoption by the Executive.

1.2 An online public survey was created with support from the IT team. This was placed on the Council's website and publicised by the Communications Team. Information about the survey and a link to it was also emailed to County Council members, Town Councils, and other relevant stakeholders. The survey was open for over six weeks, closing on the 28th July 2023. A presentation about the strategy was made to a meeting of the 'Trefi Mon' Town Councils Group, and to two individual town councils following their invitations.

A –Recommendation/s and reason/s

2.0 SUMMARY OF CONSULTATION RESPONSES

2.1 Number of Responses - a total of 84 written responses were received to the consultation. This is considered acceptable for the initial strategic policy consultation. A much larger number of responses is expected in the later detailed local consultation phase.

2.2 Respondent Types – most responders identified themselves as Individuals, but some of these noted they were also involved in other capacities. There were several responses by town councils, county councillors, and local organisations. The number of responses from ‘businesses’ was limited, but included one from the Federation of Small Businesses who represent a wide membership, and some other category responses were from the private sector.

2.3 Interest by Respondents in Specific Towns - there was a good spread in terms of geographic interest, with significant numbers interested in each of the five towns, with the numbers broadly reflecting town sizes. Some 9% indicated an interest in other areas ie villages and rural areas. The strategy has now been revised to more clearly refers to village / rural needs and related strategies / plans

2.4 Need for a Strategic Plan – a large majority (85%) of respondents strongly agreed this plan was needed. Common comments on this included : lack of clear overall strategy, county-wide approach needed, town centres in decline / struggling, need new ideas and approaches, concerns about Holyhead and Amlwch, all towns need some support, shopping has moved out-of-town.

2.5 Strategy Aim – a large majority (85%) of responses agreed with the proposed overall aim.

2.6 Strategy Objectives – there was clear (80%+) support for all five proposed objectives. The highest agreement level (88%) was on ‘Intervention’ and the highest ‘strong agreement’ level was for ‘Resources’.

2.7 Responsibility for Town Centres – the majority (75%) of responses agreed that improving town centres should be a shared responsibility for the public and private sectors. Several questioned the reference to a role for the UK and Welsh Governments, and many emphasized the need for local people to lead / decide, and need to specifically refer to role of local volunteers, societies, education sector, local fora. The final strategy has been revised to reflect these comments, and more clearly emphasise local business & community involvement in and ownership of the place making plan process for their local town.

2.8 Suggested Successful Approaches to Adopt

Several examples / ideas of successful town centres and initiatives elsewhere were noted, and locally the success of Menai Bridge in becoming a place for eating out was referred to.

A –Recommendation/s and reason/s

2.9 Other Comments

A wide range of suggestions / ideas/ needs were submitted, some relevant to all towns, but many are town-specific, and these will be fed into the local Place Making Plan Process.

2.10 Other Responses

NRW submitted written comments which included requesting more specific reference in the Strategy to green infrastructure and climate change, and this has been included in the final version for approval. Amlwch Town Council provided a list of needs / ideas for Amlwch Town Centre generated from a local public consultation and a note of a meeting they held.

3.0 TOWN CENTRE PLACE PLANS – NEXT STEPS

3.1 The adoption of the county-wide framework supports the process of preparing individual town centre place making plans to move forward, Potential funding for this from the Welsh Government and UK Shared Prosperity Fund is already under consideration.

3.2 Comments have been made about the need to integrate / co-ordinate the Town Centre Place Making Plans process with the county-wide Place Shaping programme process, and the emerging Place Planning process that is being promoted across Wales. It is therefore proposed to discuss this with relevant officers within the County Council and in other relevant stakeholders.

3.3 Several comments were made regarding the need to also support villages and rural areas. It is therefore proposed to discuss this with relevant officers within the County Council and in other relevant agencies, including Menter Mon who have been leading on the delivery of the Rural Development Programme and LEADER schemes on Anglesey.

B – What other options did you consider and why did you reject them and/or opt for this option?

Not preparing this document is an option, but this was rejected as it would conflict with recommendations by Audit Wales to local authorities in Wales, and requirements set by the Welsh Government in order to receive their funding.

C – Why is this a decision for the Executive?

The decision is sought from the Executive as approval is needed for the adoption of the final version of the strategy to give the document status, and comply with the Committee resolution in April 2023

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

The decision would support the following policies :-
Council Plan (2023-28) – the Economic aims include supporting the vitality and viability of town centres and the Well-being aims include improving the built environment
JLDP – policies identify and support town centres (notably Strategic Policy PS15)

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

Having a Strategy should assist in attracting additional external capital grant funding from Welsh Government and potentially other funders, which could save on Council core capital funding.

The Welsh Government has indicated it may be able to provide a 70% revenue grant towards the cost of preparing town place plans but counties need to find the remaining 30% match funding. It is not yet clear if the recent announcement of Welsh Government budget reductions will impact on this.

Dd – Assessing the potential impact (if relevant):

1	How does this decision impact on our long term needs as an Island?	Supporting the vitality and viability of town centres and built environment are specific sub-objective in the New Council plan
2	Is this a decision which it is envisaged will prevent future costs / dependencies on the Authority? If so, how?	The strategy will assist in generating external funding that will contribute to achieving the Council's objectives
3	Have we been working collaboratively with other organisations to come to this decision? If so, please advise whom.	The Strategy reflects collaboration with the Welsh Government and the other five North Wales Councils
4	Have Anglesey citizens played a part in drafting this way forward, including those directly affected by the decision? Please explain how.	Feedback from the public and other stakeholders has been taken into account when creating the final Strategy
5	Note any potential impact that this decision would have on the groups protected under the Equality Act 2010.	Negative impact not anticipated
6	If this is a strategic decision, note any potential impact that the decision would have on those	The Strategy is expected to improve the vitality, viability and built environment of

Dd – Assessing the potential impact (if relevant):		
	experiencing socio-economic disadvantage.	town centres, thus contributing to social and economic improvement
7	Note any potential impact that this decision would have on opportunities for people to use the Welsh language and on treating the Welsh language no less favourably than the English language.	The Council's Welsh language policies will be applied to the delivery of the Strategy

E – Who did you consult?		What did they say?
1	Chief Executive / Senior Leadership Team (SLT) (mandatory)	Increase visible reference to Council Plan and its strategic objectives Clear document. Need to manage expectations given the limitations on capacity and resources. Emphasise purpose to attract external funds
2	Finance / Section 151 (mandatory)	Issues/risks due to reliance on resources Clear and easy to read.
3	Legal / Monitoring Officer (mandatory)	Included within No1
4	Human Resources (HR)	-
5	Property	-
6	Information Communication Technology (ICT)	-
7	Procurement	-
8	Scrutiny	Reported to Regeneration & Partnerships Scrutiny Committee on 19.04.2024
9	Local Members	Members briefing session was held on 02.03.2023

F - Appendices:
Town Centres Improvement Strategy 2023-28 : Final version for approval
Town Centres Improvement Strategy 2023-28 : Report on Responses to Public Consultation Process in June & July 2023

Ff - Background papers (please contact the author of the Report for any further information):
Executive Committee - 25 th April 2023 – Anglesey Town Centres Improvement Strategy – see pages 21-41 (Public Pack) Agenda Document for The Executive, 25/04/2023 10:00 (anglesey.gov.uk)
Partnership and Regeneration Scrutiny Committee - 19 th April 2023 - Anglesey Town Centres Improvement Strategy – see pages 11-28 (Public Pack) Agenda Document for Partnership and Regeneration Scrutiny Committee, 19/04/2023 09:30 (anglesey.gov.uk)



Strategic Plan for Improving Anglesey Town Centres Report on Responses to Consultation Process held in June & July 2023

Status: Official

Prepared by:

Original Author	Version	Amendments Made	Dated
Dewi G Lloyd, Regeneration Manager	1	First Working Draft	08.08.2023 @2pm
DGL	2	Second Working Draft	09.08.2023
DGL	3	Final	18.9.23

1. Overview

The consultation period started on the 15th June and concluded on the 28th of July.

The online consultation was advertised through the media and on social media platforms, and emails publicizing the consultation and providing a link to it were sent to key stakeholders, including the five Town Councils, all County Councillors, and several partner agencies.

84 responses have been received and assessed to form the basis of this report. This includes 82 online responses and 2 emailed bespoke detailed responses.

Most responders identified themselves as Individuals, but some of these noted they were also involved in other capacities. There were several responses by town councils, county councillors, and local organisations.

The number of responses from 'businesses' was low, but included one from the Federation of Small Businesses, and some other category responses were from the private sector.

There was a good spread in terms of geographic interest, with significant numbers interested in each of the five towns, with the numbers broadly reflecting town sizes.

There was a high level of agreement with the key proposals in the document.

85% of responses agreed with the need for the strategic plan.

85% agreed with the proposed overall strategic plan aim.

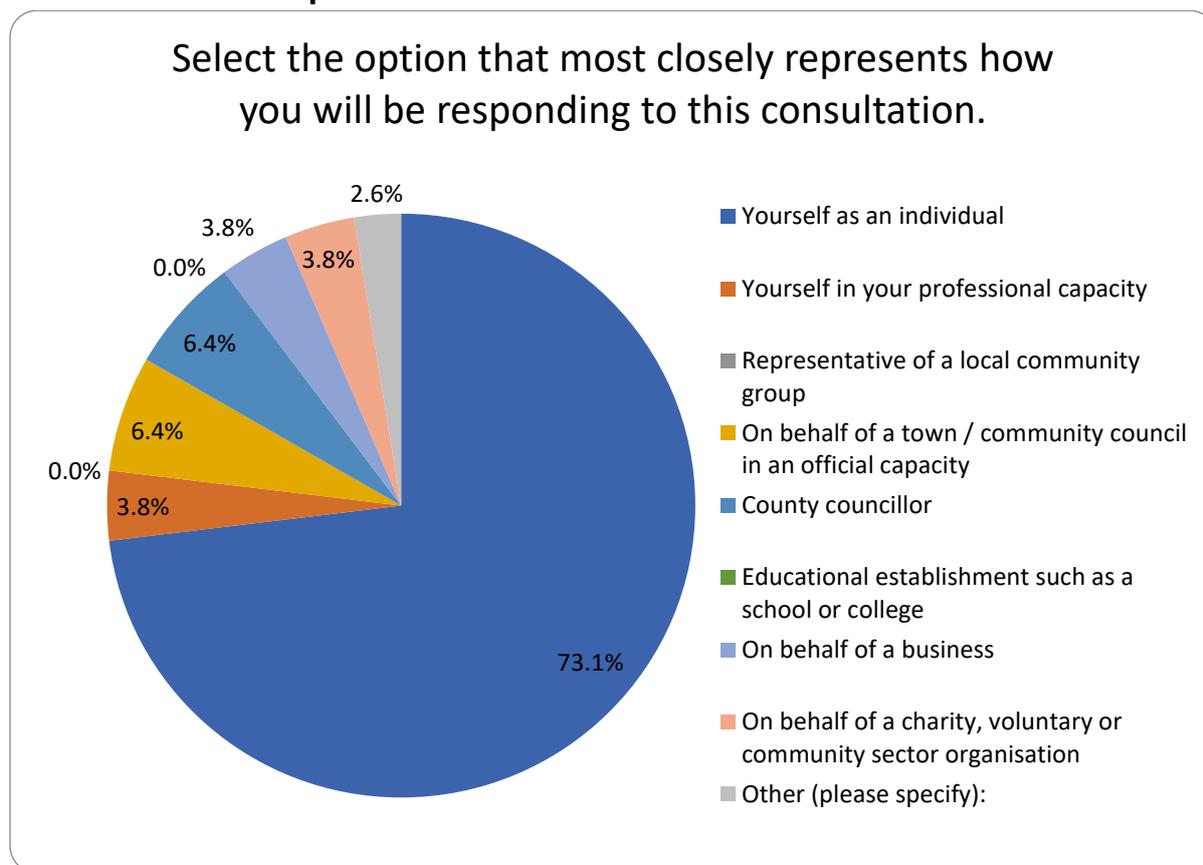
Over 80% agreed with each of the five proposed objectives / principles, with the highest agreement level of 88% being for 'Intervention', and the highest 'agree strongly' level being for 'Resources'.

79% of responses agreed that improving and managing town centres should be a shared responsibility, but several commented that this should be led / decided on by local people.

Several examples were given of successful approaches elsewhere that Anglesey could adopt.

A wide variety of other comments and suggestions were received, most of which are suitable for consideration at the more detailed individual town centre place making plan preparation stage.

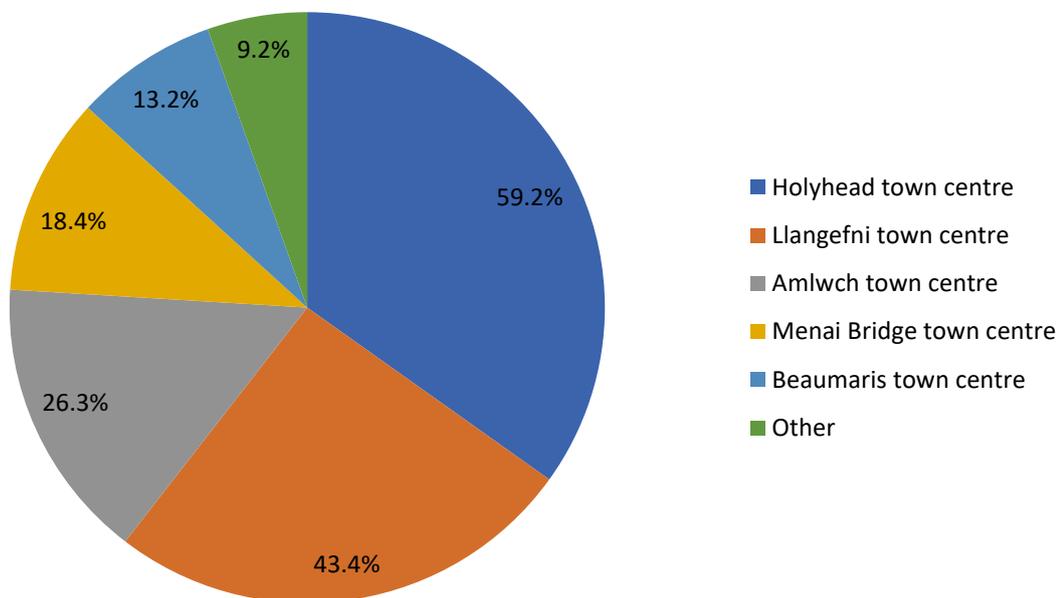
2. Status of Respondents



Comments	See above - several 'Individuals' noted they were also involved with organisations
Officer Response	Generally broad range of responses - the business response was limited but did include the FSB – businesses and other local stakeholders are more likely to be interested in the town-level plans
Proposed Modifications	None to strategic plan Ensure future detailed / local consultations target responses from businesses and other local stakeholders

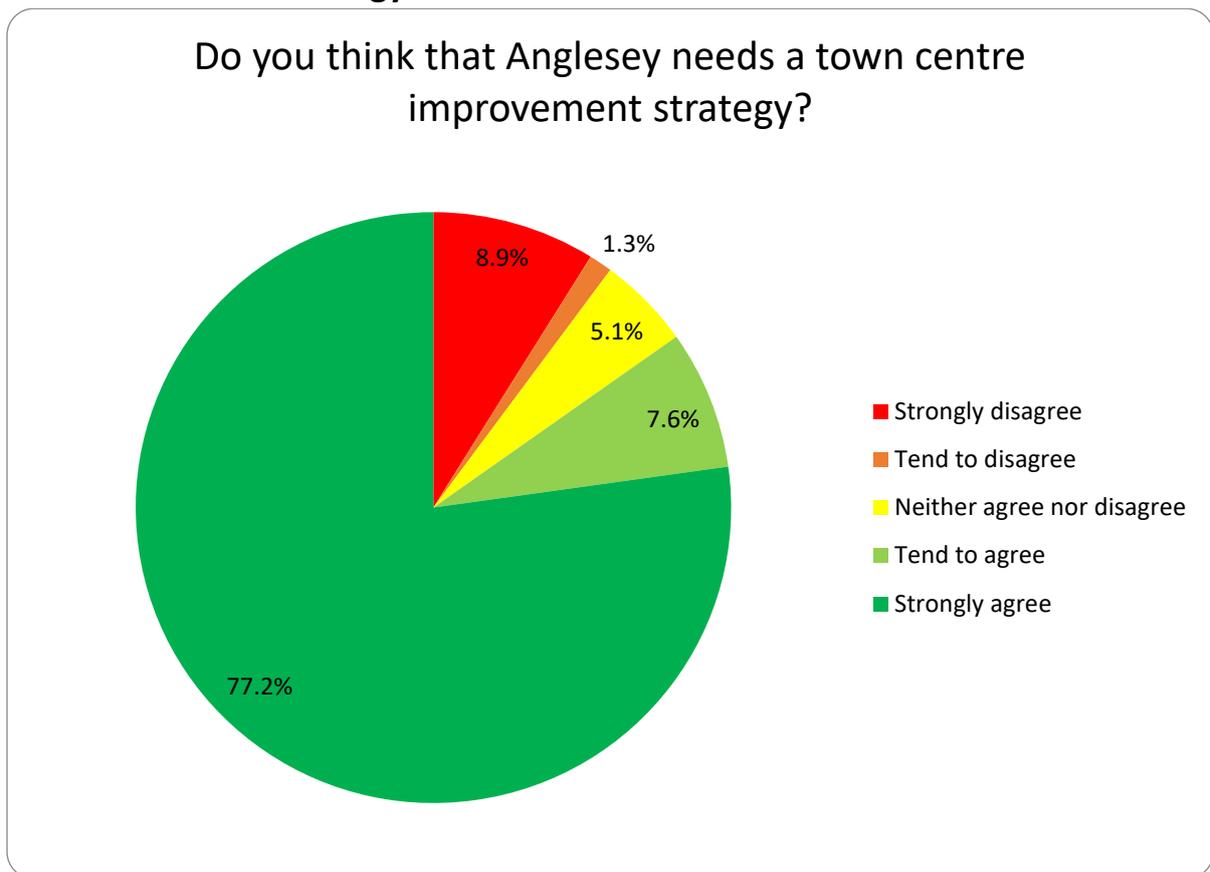
3. Geographic Distribution of Interest

Please identify which town centre(s) you are specifically interested in.



Comments Summary	See above 'Other' indicates interest in villages / rural areas, and several comments indicate feeling of their being left out
Officer Response	Covers all five 'towns' and variation broadly reflects populations Need to consider how concerns about village improvements & rural needs are best addressed in strategy / policy terms in the future
Proposed Modifications	Revise strategic plan to more clearly refer to village / rural needs and related strategies / plans Consider need for updated / better publicised rural development plan (which has been led by Menter Mon)

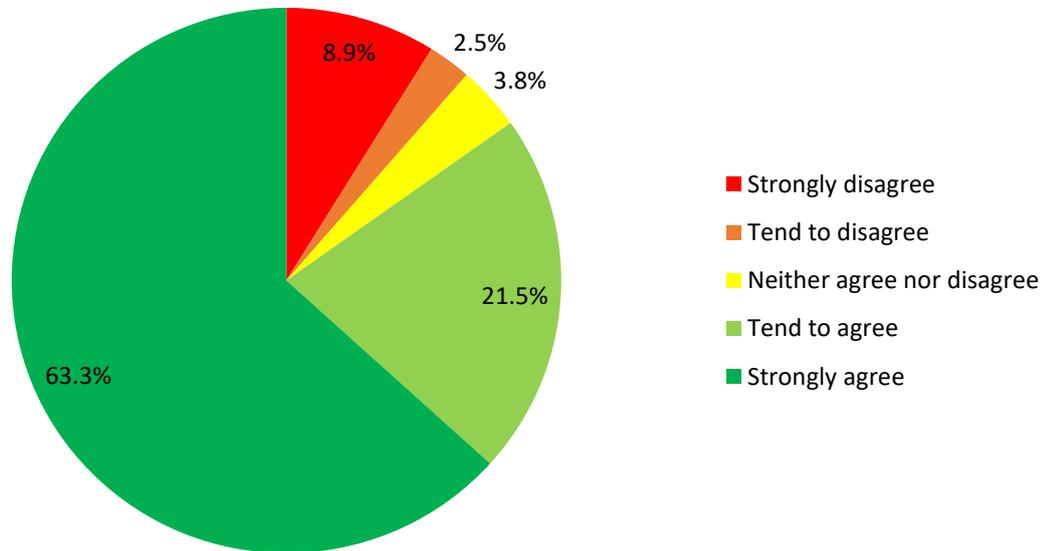
4. Need for a Strategy



Comments Summary	Large majority (c85%) agree Disagreement linked to comments on: rural needs, scepticism, view town centres are no longer viable, need for community lead
Officer Response	Strong support, including from FSB
Proposed Modifications	None to strategic plan

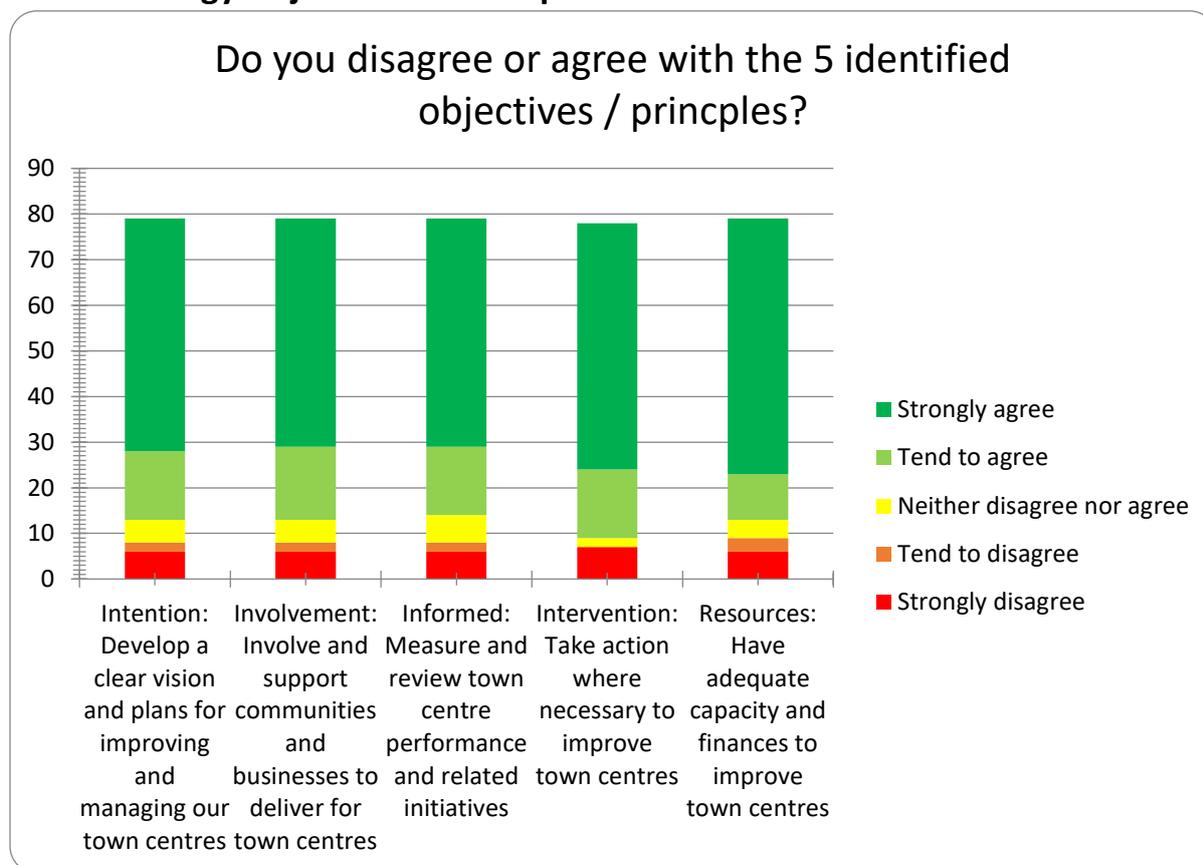
5. Strategic Plan Overall Aim

How do you feel about the strategy aim to ‘*support our town centres to be attractive and successful places*’?



Comments Summary	Large majority (c85%) agree Disagreement linked to comments on: rural needs, scepticism of public sector, view town centres are no longer viable, need for community lead
Officer Response	Strong support, including from FSB
Proposed Modifications	None to strategic plan

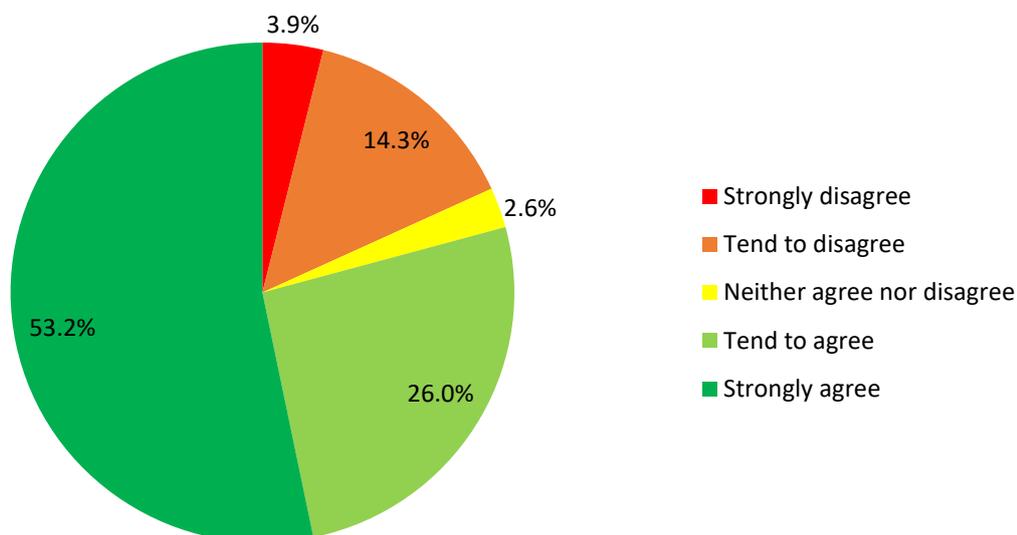
6. Strategy Objectives & Principles



Comments Summary	Large majority (over 80%) agree all 5 with highest agreement level on 'Intervention' and highest strong agreement on 'Resources'. Some detailed comments on individual priorities / principles
Officer Response	Majority of responses are in broad agreement with all five priorities
Proposed Modifications	No change to strategic plan's 5 headline objectives/ principles Minor wording revisions to some sub-objectives

7. Responsibility for Town Centres

Do you agree that improving and managing town centres is a shared responsibility between private businesses, town / community councils, the county council, Welsh Government, UK government?



Comments Summary	Over 75% in agreement, but several questioned reference to role for non-local governments, many emphasized the need for local people to lead / decide, and need to specifically refer to role of local volunteers, societies, education sector, local fora etc
Officer Response	Agree with need to clarify wording on this matter, and more clearly convey the local ownership of the proposed local place making plans
Proposed Modifications	Revise strategic plan wording to :- a) Also refer to role of others including volunteers, clubs & societies, social enterprises, local fora, education sector b) emphasise local business & community involvement in and ownership of the process for their local town

8. Examples of successful town centre improvement approaches that Anglesey could learn from or implement

Comments Summary	Several examples / ideas of successful town centres and initiatives were noted
Officer Response	Potentially useful information requiring time / resources to research, largely relevant to Place Making Plan stage
Proposed Modifications	No change required to strategic plan Seek to use of ideas/ suggestions to inform future / place making plans

9. Other comments on the proposed strategy or place making plans

Comments Summary	A number of useful suggestions / ideas/ needs have been noted Some relevant to all towns, but many are town-specific
Officer Response	Useful information, largely relevant to Place Making Plan stage
Proposed Modifications	No change required to Strategic Plan Seek to make use of ideas/ suggestions to inform future / place making plans

10. Responses outside of Questionnaire

Natural Resources Wales

Comments Summary	Link to Gwynedd & Mon Well-being plan, NRW Corporate Plan & Area Statement Reference to rural & village needs, integrated approach, reduced reliance on cars, importance of visitors, Aires Request for more specific references to green infrastructure & climate change
Officer Response	Agree with request
Proposed Modifications	Amend strategic plan to make more specific reference to green infrastructure & climate change

Amlwch Town Council

Comments Summary	ATC have provided a list of needs / ideas for Amlwch Town Centre generated from a local public consultation ATC also provided a note of a meeting they held specifically to consider the document and Place Making Plan process for the town
Officer Response	Both documents will be very useful in progressing a Place Making Plan for Amlwch town centre
Proposed Modifications	No change required to Strategic Plan Make use of these comments/ suggestions to inform the proposed place making plan for the area

Town Centres Improvement Strategy 2023–28

Final Version for Approval – September 2023

Mae'r ddogfen yma hefyd ar gael yn y Gymraeg / This document is also available in Welsh



Introduction

Anglesey's towns and town centres are focal points for the Island's economic, social and cultural activities. They are key areas for the local economy, with over 500 businesses in our town centres employing thousands of local people. Our town centres are also important in many other ways – as hubs for services and facilities, as places to visit for leisure, hospitality or events, as focal points for culture and heritage, and as places to live.

Town centres across Wales and the UK have seen very significant changes, including the growth in edge or out-of-town retail, the loss of several traditional town centre services such as banks, and a large growth in online shopping which rapidly increased during the recent pandemic. Some town centres have been able to adjust and remain vibrant, but others are clearly struggling, and they need to develop different roles if they are to thrive, and new ideas and approaches are needed.

This strategy provides a framework for achieving the aim set out in our new **Council Plan** of '*improving the vitality and viability of our town centres*'. It also supports our well-being objective '*that the people of Anglesey and its communities enjoy, protect and enhance their built and natural environment for future generations*'. The Council Plan also recognises the needs of villages and rural areas.

The focus of this document is the centres of the settlements legally designated as towns and having town councils, namely Holyhead, Llangefni, Amlwch, Menai Bridge and Beaumaris. Many of our villages are also very important to the Island's economy, with several being popular visitor destinations, and they may require similar improvements and projects to be considered under relevant plans / programmes/ strategies.

Improving our town centres will require considerable effort by the County Council and other town centre improvement stakeholders in the public, private and third sectors. This will not be easy given the current and potential substantial future financial challenges we face. Effective collaboration is therefore vital to developing a shared vision, and realistic ways of progressively improving and effectively managing our town centres.

Cllr. Llinos Medi, Council Leader & Economic Development Portfolio

Why do we need a Town Centre Improvement Strategy?

1. To set out how the County Council and its partners will work together to address the challenges faced by the Island's town centres, and maximise opportunities for their improvement
2. To deliver on the Council Plan aim of improving the vitality and viability of our town centres, and contribute to delivering its six strategic objectives within town centres
3. Inform the preparation of Placemaking Plans for our towns and help to access funds for their delivery
4. To enable the Council to meet its statutory obligations under the Well-Being Act

Relevant strategic documents are listed here – further details are provided in the Appendix

KEY UKG & WG FUNDING PROGRAMMES

United Kingdom Levelling-Up Fund & Shared Prosperity Fund
Transforming Towns Programme for Wales (2022-25)
Other Public Sector Funding Programmes

LEGISLATION, GOALS & POLICIES

Well-Being of Future Generations Act
Future Wales 2040 – The National Plan
Planning Policy Wales & Building Better Places

KEY LOCAL AUTHORITY PLANS

Anglesey Council Plan 2023-2028
Joint Local Development Plan for Gwynedd & Anglesey
Destination Management Plan
Other Local Authority Strategies and Policies

NATIONAL AUDITS & EXTERNAL REVIEWS

Regenerating Town Centres in Wales – Audit Wales
Small Towns – Big Issues Report
Placemaking Wales Charter
FSB Vision for Welsh Towns

'Create an Anglesey that is healthy and prosperous where people can thrive.'



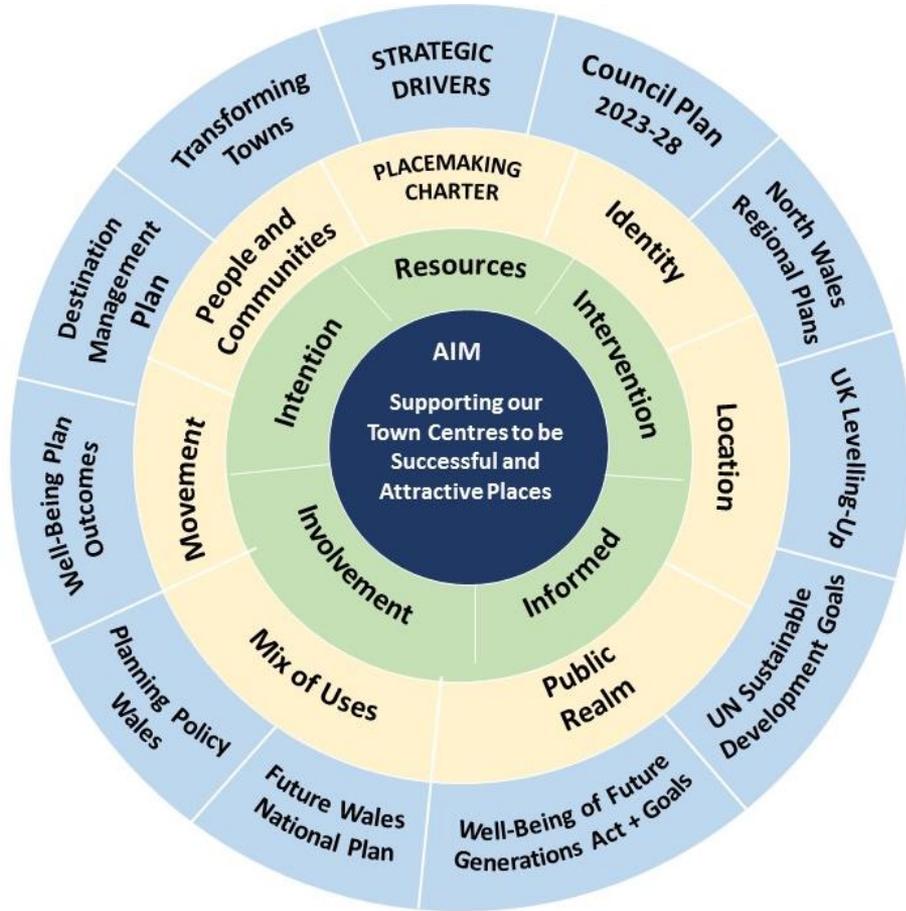
Strategic Context

This Strategic Circle sets out the proposed Strategy Aim and five Priorities which reflect the Audit Wales recommendations to local authorities in Wales. It also shows these in the context of wider Strategic Policy Drivers and the Wales Placemaking Charter principles.

Placemaking, Place Plans and Place Shaping

Guidance on Placemaking, Place Plans, and Town Centre Place Making Plans is provided by the Welsh Government, Planning Aid Wales, and Design Commission for Wales - see the Appendices.

'Place Shaping' is a different key strategic approach, delivered via a partnership between Medrwn Mon and the County Council through area community Alliances, with the following vision : *'The development of place, connecting the public, private and community sectors to create an Anglesey that is healthy and prosperous, where people can thrive.'*



Town Centres Improvement Strategy Aim and Objectives

AIM : Support our Town Centres to be Attractive and Successful Places

OBJECTIVES



1 - INTENTION : Develop a Clear Vision and Plans for Improving and Managing our Town Centres



2 - INVOLVEMENT : Involve and Support Communities and Businesses to Deliver for Town Centres



3 - INFORMED : Measure and Review Town Centre Performance and Related Initiatives



4 - INTERVENTION : Take Necessary Actions to Improve our Town Centres



5 - RESOURCES : Consider the Capacity and Finances needed to Improve and Manage Town Centres

DISCLAIMER : Budgetary constraints may impact on the County Council's ability to deliver these Objectives

Objective 1 – Intention



1 INTENTION – Develop a Clear Vision and Plans for Improving and Managing our Town Centres			
	Why is this important?	What are we going to do?	How are we going to do this?
1.1	To deliver relevant Council Plan aims and Audit Wales recommendations	Develop a Vision and Strategy to Improve our Town Centres	Establish a shared Vision and Strategy for Improving our Town Centres by finalising and adopting this document
1.2		Ensure an Integrated Cross-Council Approach to Town Centres	Develop and apply an integrated approach to improving and managing town centres and applying the 'town centre first' principle through joint working across services
1.3	To satisfy the WG requirement for plans to receive regeneration funding	Engage stakeholders and consult the public	Seek and establish public and other stakeholder comments and suggestions for improving town centres
1.4		Create Place Plans	Work with Town/Community Councils and other stakeholders to develop individual town / town centre Place Making Plans

DISCLAIMER : Budgetary constraints may impact on the County Council's ability to deliver these Objectives

Objective 2 – Involvement



2 INVOLVEMENT – Involve and Support Communities and Businesses to Deliver for Town Centres			
	Why is this important?	What are we going to do?	How are we going to do this?
2.1	Businesses are the key occupiers of town centres	Enable and Involve Businesses	Encourage and enable the private sector to invest and operate successful businesses in town centres and be involved
2.2	They are the local elected public bodies	Encourage Town / Community Councils to deliver locally	Encourage and enable Town/Community Councils to use their powers to help improve, support and manage their town centres
2.3	There are many other important bodies	Enable Other Organisations to deliver	Encourage and enable other organisations to carry out activities and projects that improve or support town centres
2.4	Involvement is a key Well-being Act requirement	Involve key Stakeholders	Involve key stakeholders, businesses and communities in the planning, improvement and management of town centres

DISCLAIMER : Budgetary constraints may impact on the County Council's ability to deliver these Objectives

Objective 3 – Informed



3 INFORMED – Measure and Review Town Centre Performance and Related Initiatives			
	Why is this important?	What are we going to do?	How are we going to do this?
3.1	To modernise and be effective	Create ‘Smart Towns’	Enable the creation of ‘Smart Towns’ digital systems and maximise their use and benefits, including measuring footfall and customer /visitor profiles, and other digital platforms
3.2	To identify town centre physical needs and changes	Survey Town Centres	Carry out periodic town centre surveys and analyse / report on these, including property occupancy and eyesores
3.3	To ensure effectiveness, efficiency and value-for-money	Evaluate and Improve	Review the impact and effectiveness of town centre initiatives, apply lessons learned to future plans, and highlight/ share good practice
3.4	This is a Well-being Act requirement	Inform and communicate with Stakeholders	Inform and communicate with key stakeholders about important town centre plans, issues, events and opportunities

DISCLAIMER : Budgetary constraints may impact on the County Council’s ability to deliver these Objectives

Objective 4 – Intervention



4 INTERVENTION – Take Necessary Actions to Improve our Town Centres			
	Why is this important?	What are we going to do?	How are we going to do this?
4.1	To address WG expectations and local stakeholder concerns	Tackle Problematic Buildings	Encourage property owners, or take enforcement action if that does not work, deliver or support agreed projects, and monitor / update the Action Plan, subject to resources powers
4.2		Reduce Commercial Property Vacancy	Encourage / support the re-occupation of empty commercial units, or their conversion to homes or other uses if appropriate, subject to resources and powers
4.3	To address 'built environment' improvement needs	Encourage building facelifts and improvements	Encourage & guide owners, and where necessary provide targeted town centre property improvement loans and/or grants, subject to resources and powers
4.4	To deliver Council Plan priorities	Deliver or Support Important Projects or Programmes	Deliver or support agreed town centre projects and programmes that reflect this strategy and related Place Making Plans, subject to resources
4.5		Support 'Green' & 'Green Infrastructure' projects	Deliver or support suitable Green Infrastructure, Climate Change Management and Zero Carbon projects in town centres, subject to resources

DISCLAIMER : Budgetary constraints may impact on the County Council's ability to deliver these Objectives

Objective 5 – Resources



5 RESOURCES – Consider the Capacity & Finances needed to Improve Town Centres			
	Why is this important?	What are we going to do?	How are we going to do this?
5.1	The need for town centre investment and activity significantly exceeds the County Council's own resource levels	Enable private & commercial investment	Encourage and enable private sector and commercial investment and activity in our town centres, and suitable financially viable uses
5.2		Maximise external public / grant funding	Make or support relevant bids for UK Government, Welsh Government, Lottery or other relevant grant funds, including trusts; inform and influence government / funder policies to reflect the needs of Anglesey's towns
5.3		Encourage and enable towns and communities to help themselves	Encourage and enable Town /Community Councils and other public and third sector bodies to deliver, support and provide services in town centres
5.4	To address Audit Wales concerns about insufficient staff capacity in LA's	Seek to employ sufficient staff to support town centres	Seek to ensure that the County Council has adequate staff capacity to deliver the strategy and place making framework and related workloads, if resources permit

DISCLAIMER : Budgetary constraints may impact on the County Council's ability to deliver these Objectives

Strategy Consultation, Approval, Delivery and Governance

A draft version of this document was subject to public consultation during 2023 which drew 84 responses. A large majority of these were supportive of the need for a strategy, its aim and five priorities. Revisions have been made to reflect the comments received, and the many detailed specific and/or local comments will be used to inform the process of preparing individual town Place Plans.

The Town Councils and several other organisations (eg business groups, volunteers, societies, education sector, local fora) have a key role to play in improving and managing town centres, and will need to be closely involved.

Effective integration and co-ordination will be needed within the County Council, and relevant structures and reporting arrangements will need to be operated. The approved strategy will need to be subject to regular progress reviews and reporting to relevant County Council officer groups and scrutiny processes.

The roles and responsibilities of the County Council, Town Councils, and other important partners will be set out in the individual town centre plans. It is important that the local community and local businesses are involved in and take ownership of the place making plan process for their local town.

It's expected that individual Place Plans will be prepared by locally based partnerships including the County and Town Councils, and be subject to local governance arrangements, with county-level strategic monitoring.



APPENDIX – Towns / Urban Centres Overview

HOLYHEAD Town Centre

Policy Designations: Regional Growth Area, Urban Service Centre, Main Shopping Centre, Employment Centre, LUF programme, Conservation Areas, close to EZ & Freeport bid sites

BUA Resident Population: 11,981

Deprivation: **VERY HIGH** (7/8 in top 20% WIMD)

Town Centre Commercial Premises: 170 occupied, 54 vacant (24%), 13 eyesores
Retail Floorspace: 51,440 sqm (20,749 sqm in supermarkets)

Local authorities: Isle of Anglesey County Council & Holyhead Town Council

LLANGEFNI Town Centre

Policy Designations: Urban Service Centre, Main Shopping Centre, Employment Centre, Conservation Area, close to EZ

BUA Resident Population: 5,226

Deprivation: **MEDIUM** (1/3 in top 20% WIMD)

Town Centre Commercial Premises: 122 occupied,

19 vacant (13%), 3 eyesores

Retail Floorspace: 18,950 sqm (8,245 sqm in supermarkets)

Local authorities: Isle of Anglesey County Council & Llangefni Town Council

AMLWCH Town Centre

Policy Designations: Urban Service Centre, Employment Centre, Conservation Areas, North Anglesey Plan main settlement, close to EZ
BUA Resident Population: 3,265

Deprivation: **MEDIUM** (1/2 in top 30% WIMD)

Town Centre Commercial Premises: 73 occupied, 18 vacant (20%), 6 eyesores

Retail Floorspace: 4,900 sqm (1,084 sqm in supermarkets)

Local authorities: Isle of Anglesey County Council & Amlwch Town Council

BEAUMARIS Town Centre

Policy Designations: Local Service Centre, World Heritage Site, Conservation Area, Article 4 Planning Control Area, in AONB

Town Resident Population: 1,804

Deprivation: **LOW** (0/1 in top 50% WIMD) but has poverty pockets

Town Centre Commercial Premises: 95 occupied, 4 vacant (4%), 3 eyesores

Retail Floorspace: 5,280 sqm (0 sqm in supermarkets)

Local authorities: Isle of Anglesey County Council & Beaumaris Town Council

MENAI BRIDGE Town Centre

Policy Designations: Local Service Centre, Conservation Area

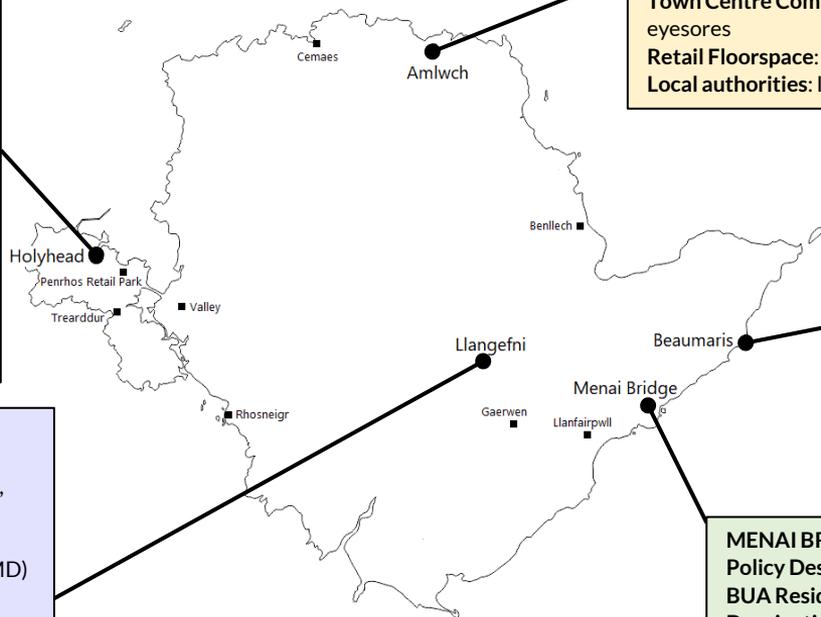
BUA Resident Population: 3,376

Deprivation: **LOW** (0/2 in top 50% WIMD) but has poverty pockets

Town Centre Commercial Premises: 91 occupied, 8 vacant (8%), 2 eyesores

Retail Floorspace: 6,890 sqm (1,938 sqm in supermarkets)

Local authorities: Isle of Anglesey County Council & Menai Bridge Town Council



KEY

- Towns / Town Centres
- Other Important Centres

APPENDIX – Documents Referred to in the Strategy

United Nations Sustainable Development Goals : goal 11 for ‘*Sustainable Cities and Communities*’ is to make cities and human settlements inclusive, safe, resilient and sustainable.

United Kingdom Levelling-Up : The UK Government’s Levelling-Up strategy specifically refers to investing in ‘...*regenerating town centres and high streets.*’

Well-Being of Future Generations Act : requires local authorities to address the economic, social, environmental, and cultural well-being of their areas, and apply seven well-being goals.

Future Wales 2040 – The National Plan : supports the ‘*Town Centre First*’ principle that ‘*significant new commercial, retail, education, health, leisure and public service facilities must be located within town and city centres*’ and designates Holyhead as a *Regional Growth Area*.

Planning Policy Wales (PPW11) : sets out national land use planning policies, supplemented by technical advice notes, including TAN4 for retail and commercial development.

Building Better Places (2020) : sets out Welsh Government commitments for the planning system to achieve better places, placemaking, quality outcomes and good design. This document identifies a number of National Sustainable Placemaking Outcomes.

Transforming Towns (2022-25) : a Welsh Government programme to improve town centres, including grants and loans, enforcement, research and data, policies, and other initiatives. Some of this funding is now conditional on having Place Making Plans in place for relevant settlements.

Small Towns – Big Issues (2021) - emphasises the importance of a shared vision, investments plans that align policy with market needs, capable stakeholders, and focused regeneration teams.

A Vision for Welsh Towns – a report prepared for the FSB setting out the major challenges and realistic opportunities for town centres

Placemaking Wales Charter : outlines six principles for creating and maintaining good places

Regenerating Town Centres in Wales (2021) : an Audit Wales review of town centre needs with recommendations for the Welsh Government and local authorities, including a self-assessment tool listing key principles and 38 actions / activities they consider counties should undertake, categorised under the 4 ‘I’s of Intention, Involvement, Informed and Intervention.

North Wales Regeneration Plan (2019) : a framework prepared jointly by the six local authorities.

Joint Local Development Plan for Gwynedd & Anglesey : identifies a clear retail and settlement hierarchy, and the need to promote the vitality and viability of town centres.

Anglesey Council Plan 2023-2028 : includes specific reference to ‘*Improving the vitality and viability of town centres*’ on Anglesey. The Plan also aims to see ‘*Anglesey’s people and communities, enjoying, protecting and improving their built and natural environment for future generations*’ and of having ‘*attractive, viable and safe communities*’.

APPENDIX – Welsh Government Guidance on Preparing Place Plans for Town Centres

A pre-requisite of funding place making activity through Welsh Government Transforming Towns is that appropriate place plans are in place or being developed. These plans should be designed in line with the 6 principles of the Placemaking charter: Design Commission for Wales <https://dcfw.org/placemaking/placemaking-charter/> : People & Community, Movement, Public realm, Location, Mix of uses, Identity. Further clarity on the Placemaking Plan requirements should be discussed with your respective Regeneration Manager

Place plans should consider a holistic view of the requirements of towns and cities and therefore should include all of the current and planned funding interventions from Local Authorities, differing Welsh Government portfolio areas and key private and public sector developments. Place making plans should not focus solely on WG Regeneration funding and should include all sources of funding such as housing, tourism and health as examples in order to show totality of investment in settlements. Place Plans as a minimum should include:-

- A map with a red line boundary identifying the settlement area. This will be required for each settlement. The intervention area should be restricted to the core town centre with sufficient detail to include streets & landmark buildings/features. A second map showing the area on the periphery of the town, identifying the wider development activity and opportunities.
- Detail of the groups, such as BIDs and/or Town & Community Councils are currently operating in the area. Please keep a record of the consultation with these groups and also consultation with other parties such as local members.
- Evidence of engagement and consultation with town centre identified user groups such as young people, older people, ethnic minority groups or disability Groups;
- Alignment with wider economic recovery plans, regional strategies and other WG investment plans such as transport and active travel;
- Identification of the issues to be addressed which limit the full potential of the town centres and/or opportunities to be explored such as green infrastructure, housing, health, public realm, vacant shops, and commercial improvements. The outcome of this work will be shared across Welsh Government portfolios areas and key partners such as NRW;
- Development of a community Engagement Strategy as part of the plan;
- Consideration of the wider threats posed by out of town shopping, changing consumer habits, TAN15, phosphates in water impacting Special Areas of Conservation (SAC) and wider Climate Change considerations.
- A shared vision for the town centre developed through consideration of the identified issues and feedback from the consultation process; with an agreed Action Plan.
- Local Authorities plans will establish a baseline for the defined town centre using available digital technologies in order to establish as a minimum footfall and dwell time metrics at the beginning of the three year funding period;
- Regular review and evaluate deliverability and identified actions of the action plan with the WG and partners, through ongoing consultation.
- Ongoing regional and all-Wales feedback and learning;

Evaluation will be a key element of the Transforming Towns delivery. In order to demonstrate the impact of Place Making funding Local Authorities will be expected to produce an annual update report (including project case studies) to show the projects delivered and their impact on prioritized town centres. At the end of the three year funding cycle all Local Authorities in receipt of funding will be expected to commission an independent evaluation of Transforming Towns delivery covering all Placemaking and Strategic projects. Where Transforming Towns has been deployed over a grouping or clustering of smaller towns a single independent review may be commissioned to cover multiple town centres

Council Plan 2023-2028

The Council Plan is the key document serving as a focal point for decision-making at all levels; providing a framework to plan and drive forward priorities; shape annual spending; monitor performance and progress.

At its core is our desire to work with Anglesey residents, communities and partners to ensure the best possible services, improve the quality of life for all and create opportunities for future generations. Its six main objectives reflect the key areas the Council should be focusing its efforts on.

The Council Plan's vision is to:

'Create an Anglesey that is healthy and prosperous where people can thrive.'

Our six strategic objectives



The Welsh Language

Increasing opportunities to learn and use the language.



Social Care and Wellbeing

Providing the right support at the right time.



Education

Ensuring an effective provision for today and for future generations.



Housing

Ensuring that everyone has the right to call somewhere home.



Economy

Promoting opportunities to develop the Island's economy.



Climate Change

Responding to the crisis, tackling change and working towards becoming a net zero organisation by 2030.



[Council Plan 2023-2028](#)

Council Plan 2023-2028

The Council Plan 2023-28 is underpinned by the organisation's core values, which are used to develop and guide the vision, strategic plans and services.

Values



Respect

We are respectful and considerate towards others regardless of our differences.



Honesty

We are committed to high standards of conduct and integrity.



Collaborate

We work best as a team, with our communities and partners to deliver the best outcomes for the people of Anglesey.



Champion the council and the island

We create a sense of pride in working for the council and present a positive image of the council on the council and the island.



[Council Plan 2023-2028](#)