

Isle of Anglesey County Council

Report to:	The Executive
Date	24/02/2026
Subject:	Castle Car Park, Beaumaris
Portfolio Holder(s):	Councillor Ieuan Williams
Head of Service/Director:	Huw Percy, Head of Highways, Property & Waste
Report Author:	Julie Jones, Service Business & Strategy Manager
Local Members:	Councillor Gary Pritchard, Councillor Carwyn Jones, Councillor Alun Roberts

A – Recommendation/s and reason/s

The recommendation is that the Council refuses the request presented in a business plan by Beaumaris Town Council to transfer the Castle Car Park, Beaumaris, to the Town Council, and to offer them a new lease instead, until 31/03/2026, on the same terms as the original lease.

The recommendation to offer a lease is made because the original lease was agreed to support the Town Council to fund the maintenance of the Goal and Court, however, as the Covid pandemic disrupted the Town Council's ability to generate income for approx. 9 months, offering a new lease until the end of March 2026 would compensate the Town Council for the loss of income during the Covid period.

The original 5-year lease was signed on 15/07/2020 as part of the agreement to transfer the Goal and Court to the ownership of the Town Council. The 9-month period referred to above covers the period from the start of the lease until the end of April 2021. A rent of £1 a year was payable under the lease that ended on 15/07/2025. It was agreed that the Town Council could continue to be in possession of the car park for a short period of time after the end of the lease to allow the Town Council to submit a Business Plan in relation to their possession moving forward and because changing the income collection arrangements in the middle of the summer was not considered ideal. The Town Council submitted their Business Plan on 19/09/2025 and it is included as appendix 1 to this report.

The reasons for refusing the request to transfer the car park are explained in part B of this report.

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

The following options have been disregarded for the reasons noted:

1. **Transferring the car park to the Town Council**

1.1 Section 123 of the Local Government Act 1972 (the Act) prohibits Councils from disposing of property (except by way of a short tenancy) for a consideration less than the best that can reasonably be obtained (without Ministerial consent).

- 1.2 Based on the average gross profit quoted in the business plan, the capital value of the car park is estimated at between £900,000 and £1,200,000. Notwithstanding the above, the General Disposal Consent (Wales) 2003 (the Consent) allows disposals of up to £2m for a consideration less than the best that can be obtained (without obtaining Ministerial consent) if the Council considers that the disposal is in the interests of the economic, social or environmental wellbeing of the area or population of that Council.
- 1.3 There are risks associated with transferring the building to the community for no consideration or consideration less than the best that can reasonably be obtained, including:
 - Setting a new precedent by departing from Council policy for the disposal of property and procedures followed in relation to other property.
 - Undermining Council Policy and its ability to dispose of property for the best possible price in future.
 - The likelihood that other communities will use the new precedent to insist on similar transfers.
 - Undesirable financial implications for the Council because capital receipts for such sites would be reduced or lost.
- 1.4 The business plan presented by the Town Council suggests that the reason behind their application is to maintain the precept at a low level, and it does not state that income from the car park is being invested in the Goal or Court. As the precept is already very low, agreeing to transfer the car park would allow the Town Council to be run at next to nothing and it is likely to lead to similar requests from other town/community councils.

2. Not to offer a new lease but agree to give a share of the income to the Town Council

- 2.1 Under this option, responsibility for the car park would return to the County Council immediately, and a new payment machine and display board would need to be installed before the County Council could start charging for parking. It is therefore considered that it would be better to transfer the car park back to the County Council at the end of the financial year.
- 2.2 An agreement to share the income with the Town Council would help them to maintain the Goal and Court, but as their business plan does not provide evidence that the income received during the lease has been used for this purpose, this option has been disregarded.

3. Not to offer the Town Council a new lease and allow them continued possession of the car park

- 3.1 If the Town Council continues to be in possession of the car park without a lease, there is a risk that they may attempt to argue that a new periodic contract with the benefit of secure tenure under the Landlord and Tenant Act 1954 has been established. There would be no certainty around the exact terms of such a tenancy, and the tenancy would have to be terminated in accordance with the 1954 Act.

3.2 Similarly, the longer the Town Council continues to be in possession, the more difficult it would be to try to claim any dilapidations following the date of the end of the lease. As a result, this option has also been disregarded.

C – Why is this a decision for the Executive?

The legal lease has ended, and the Executive must determine whether to depart from the contents of the lease.

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

The decision is consistent with the Council's policy for disposing of property and the Council's decision to transfer Beaumaris Goal and Court.

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

The business plan states that the car park generated an income of £113,000 in 2024/25 and it is therefore a resource that generates significant income, with relatively low maintenance costs. The decision would therefore create an additional source of income for the County Council from 01/04/2026 onwards, income that could be used to upgrade and maintain other assets.

Dd – Assessing the potential impact (if relevant):

1. How does this decision impact on our long-term needs as an Island?

The decision would create an additional source of income for the County Council from 01/04/2026 onwards. This income can be used to upgrade and maintain other assets across the Island, whilst the car park continues to be available for use by visitors to Beaumaris town.

2. Is this a decision which it is envisaged will prevent future costs / dependencies on the Authority? If so, how?

The decision would not prevent future costs / dependencies on the County Council, but it would create an additional income stream for the County Council.

3. Have we been working collaboratively with other organisations to come to this decision? If so, with who?

Thorough consideration has been given to the business plan presented by the Town Council.

4. Have Anglesey citizens played a part in drafting this way forward, including those directly affected by the decision? Please explain how.

The decision will not affect Anglesey citizens, as the car park will be available to use whoever the owner may be.

5. Note any potential impact that this decision would have on the groups protected under the Equality Act 2010.

The decision will not affect groups protected under the Equality Act 2010 as the car park will be available to use whoever the owner may be.

6. If this is a strategic decision, note any potential impact that the decision would have on those experiencing socio-economic disadvantage.

The decision will not affect those experiencing socio-economic disadvantage as the car park will be available to use whoever the owner may be.

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 decision will have no effect on opportunities for people to use the Welsh language and on treating the Welsh language less favourably than the English language as the car park will be available whoever the owner may be.

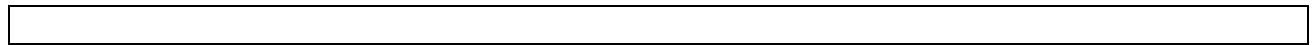
E – Who did you consult with and what did they say?

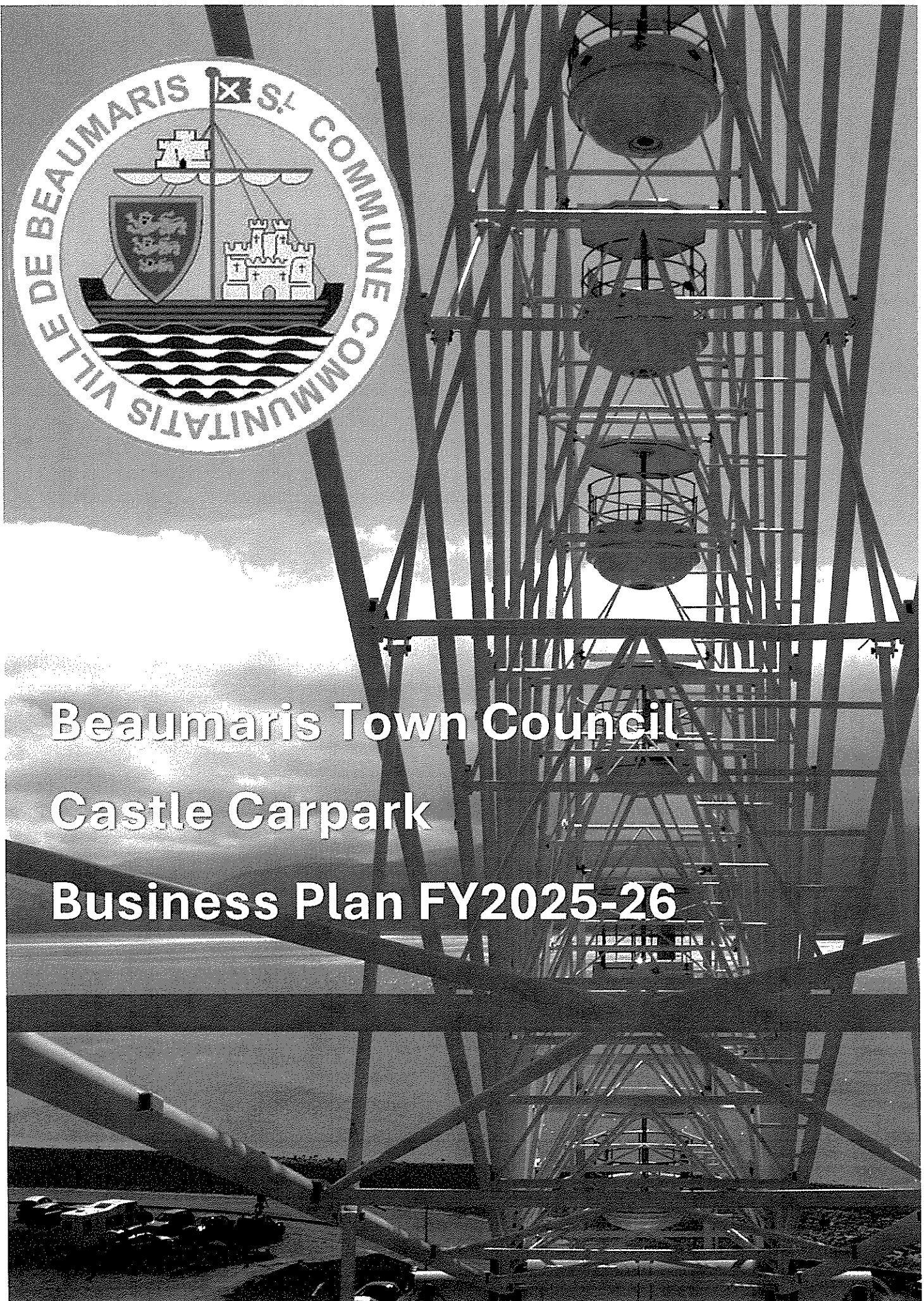
1. Chief Executive / Leadership Team (mandatory)	Supports the recommendation
2. Finance / Section 151	Refuse the request to transfer the car park, unless the Town Council can prove that accepting responsibility for the goal and court creates financial pressures.
3. Legal / Monitoring Officer (mandatory)	Supports the recommendation
4. Human Resources (HR)	N/A
5. Property	Refuse the request to transfer the car park as it would be contrary to the County Council's policy on the disposal of assets.
6. Information Technology	N/A
7. Procurement	N/A
8. Scrutiny	N/A
9. Local Members	No comment – the 3 local Members are members of the Executive.

F – Appendices:

Appendix 1 – Beaumaris Town Council Business Case

Ff – Background papers (please contact the author of the Report for any further information):





Beaumaris Town Council

Castle Carpark

Business Plan FY2025-26

Table of Contents

Executive Summary	4
Critical Success Factors.....	4
Industry Analysis	5
Customer Analysis.....	5
Sample of 2,765 respondents to survey	5
Competitive Analysis	6
Marketing plan	6
Operations plan	7
Management Team	7
Financial plan	7
Revenue projections	8
Projected Revenue, Expenditure & Reinvestment.....	8
Conclusion	10

A letter from the Mayor

Being vested the honourable position of Mayor of Beaumaris I feel that I have a responsibility to continue the development and enhancement of the town.

Whilst running of the Gaol and Courthouse helps the Town Council to further develop amenities and attractions and has increased employment in the town, the loss of the revenue from the Castle Car Park will be detrimental to the revenue stream.

In conclusion loss of the parking revenue may rest in the closure of the Gaol and Courthouse and thus have a detrimental effect on tourism and local employment.

The Town Mayor Councillor Stan Zalot

2025-2026

Executive Summary

The Castle Carpark was leased to Beaumaris Town Council for a five year term why the Council acquired the Gaol and Courthouse by way of Asset Transfer in July 2020. The Carpark was originally offered to the Town Council as all parties to the Asset Transfer recognised the significant costs which would be incurred to regenerate the Gaol and the Courthouse. What was not anticipated, however, was the impact of the National Government and Senedd Covid-19 measures which made both assets impossible to run as businesses for the first 14 months after the transfer took place. Resultantly neither the Gaol, Courthouse, nor the Carpark could be leveraged to achieve their full potential.

The lease has now expired, however, Beaumaris Town Council wishes to maintain the carpark, in perpetuity, by way of a further Asset Transfer. Beaumaris Town Council is in the process of developing both a Medium Term and Long Term Financial Plan of which the income of the Castle Carpark forms a critical element.

The Council envisions the transformation of the Castle Street Carpark into a state-of-the-art parking and tourist facility service located in the heart of a bustling local economy. Our mission is to provide customers with a secure, convenient, and technology-driven parking solution. Developed using Green Technology, which will provide both parking, charging stations and secure overnight parking for Recreational Vehicles.

Beaumaris needs to plan for the growing demand for safe and efficient auto parking which also reduces the impact on the environment, and which supports the Mayor's Biodiversity & Business Development plans for the Council and the Town.

The Castle Carpark facility will be equipped with the latest in security technology, including round-the-clock surveillance, automated parking systems, electric vehicle charging stations and dedicated Recreational Vehicle parking zones; making the Beaumaris Castle Carpark the one-stop solution for the parking needs of tourist vehicles, coaches and Recreational Vehicles whilst balancing the needs of the business community and the Council's Biodiversity plan.

The Castle Carpark is strategically situated to serve the Tourist Market in Beaumaris, ideal for accessing local amenities and businesses, thereby offering unmatched convenience and peace of mind to the Town's residents, business owners and all visitors.

Critical Success Factors

The success of the Beaumaris Town Council Biodiversity & Business Development plan hinges on several key factors: our prime location, advanced technology already proven, in use at the Carpark at the Green, and a strong focus on meeting both the needs of our residents, the local business community and our guests. The Council has already accomplished significant milestones; trialling & investing in the latest parking technologies, developing the Beaumaris Town Council Biodiversity & Business Development plan, and increasing the tourist footfall to the Gaol & Courthouse and the town through the use of innovative marketing development all designed to increase revenue from the Council's prime assets to ensure that the Precept demand upon Cyngor Sir Ynys Mon is kept as low as possible.

Since the Asset transfer of the Gaol and the Courthouse, the financial burden on the Council has trebled having worked to bring these assets back into good order, with a continuous programme of repair and maintenance in place for both locations. To ensure that the Council continues to leverage both the Gaol & Courthouse attractions to the fullest extent possible both attractions are now open seven days a week, fifty-two weeks a year.

Industry Analysis

Within key tourist destinations, the auto parking industry is experiencing significant growth, driven by scarcity of convenient and safe parking facilities. Additionally, environmental concerns are pushing for facilities that accommodate electric vehicles and offer greener parking solutions. As Beaumaris is reliant on tourist income to continue to develop and evolve, the need for innovative parking solutions like those that Beaumaris Town Council propose are offered by the Castle Carpark facility will only serve to increase tourist footfall in the town, positioning Beaumaris favourably, as the premier Tourist destination in Wales, both in the UK National and International markets.

Beaumaris with its stunning Castle unique High-Street, Sea-front and Historic Pier are an increasingly attractive tourist destination for both itinerant and organised tour groups with many Cruise ships offering Beaumaris as a tour group destination.

Beaumaris Town Council is in the process of developing a 3-5 year business and tourism development plan where we aim to double the level of tourism which the Town currently attracts. This will be achieved by hosting multiple events, improving the Town's biodiversity and eco-scape. Developing a new Heritage Centre at what is the old Happy Valley Pavilion and working with strategic partners to improve the overall appearance of the town including the development of a business support & planning group which all Beaumaris businesses will be invited to participate in.

Customer Analysis

The Castle Carpark's target customers include the following groups:

- Organised Coach Tours of North Wales & Anglesey
- Organised Tours of Beaumaris on Cruise Ship itineraries – transferred by Coach
- Film Crew & Support Vehicles
- Event Support Vehicles
- Recreational Vehicle users
- Overspill tourist vehicles when the Green Carpark is full

All the users of these groups are looking not only for parking facilities but also for security and convenience that traditional carparks fail to offer.

Our customer analysis, conducted during the summer of 2025 from the 1st of June to the 31st of August, indicates a strong demand for high-quality and secure parking services especially amongst older visitors who value the added peace of mind that comes with advanced security measures such as automated surveillance, entry and exit systems and well maintained facilities including eco-toilets and refreshments machines etc.,

Sample of 2,765 respondents to survey

Age range in years	< or = 20	> 21 < or = 35	> 35 < or = 55	> 55 < or = 70	> 70
	212	454	599	1,108	392
Mode of transport	Boat	Cycle	Walking	Car	Coach
	73	126	41	1,346	1,179
Reason for visit	Castle	Pier	Gaol & Courthouse	Beaumaris	Organised tour
	842	917	191	203	612
Duration of Stay hours	>1 < 4	> 4 < 8	> 8 < 10	> 10 < 24	>24
	516	1,217	463	26	569
Nights stay In Beaumaris	<=2	<= 4	<= 5	<= 6	>= 7
	328	17	39	0	185
What did you enjoy?	Castle	Pier	Gaol & Courthouse	Beaumaris	Organised tour

	1,001	1,703	676	2,341	458
What didn't you like	Shopping experience	Dingy High Street	Parking issues	Restaurants & Bars	Activities (Lack of)
	974	742	369	416	264
Would you return?	Yes	No	Maybe	Don't know	Other
	1,891	342	431	81	20

It should be noted that as of September 2025, Beaumaris Pier has the largest visitor numbers on Anglesey with many arts based entertainments and structured activities taking place on the pier which all attract significant footfall into the town, along with the resultant requirement for parking facilities. Further, according to Wales visitor economy profile: 2024, published on the 15th of July 2024, that the Business Register and Employment Survey (BRES) recorded that on;

“Anglesey over 20% of employment was in tourism industries, the highest of all local authorities.”

It is anticipated that during the next four financial years the requirement for 'Staycation' breaks in the UK will increase by over 47% due to the anticipated squeeze on the public purse caused by taxation, whilst International tourism will increase by approximately 23% due to anticipated continued devaluation of the pound.

Competitive Analysis

There are only two public parking facilities in Beaumaris: The Green Carpark and The Castle Carpark. As such, the Town Council currently has no competition and all surplus funds above the operational expenses of the Carparks are returned to the Council to fund its development projects and to keep the level of the Precept as low as possible for our members of the Electorate and upon Cyngor Sir Ynys Mon.

We distinguish ourselves through adding value with our advanced security features, customer-focused services, and the integration of the Town's Biodiversity plan to mitigate any impact on the local environment. Our advantage lies in our ability to provide a seamless and secure parking experience, for visitors, whilst increasing the foot fall throughout the town, driving business revenues up for business owners and being able to deploy reasonable and proportionate strategies to alleviate and mitigate environmental damage otherwise caused by Tourism.

Next steps to improve the overall parking experience will be to leverage the Council's newly implemented technology to offer visitors services such as online reservations, electronic payments, and real-time space availability updates via the Council's website.

Marketing plan

Beaumaris Town Council's marketing strategy is currently under development as part of our Medium and Long Term financial plans which have not yet been Approved at Full Council. Therefore, we have included highlights of our proposed Marketing plan for your attention:

To underpin the revenue generation potential of both Beaumaris' and Beaumaris Town Council's Assets it is imperative that a well-designed, attractive, secure and properly managed parking facilities are provided for visitors to the town. From the 2025-26 financial year onwards, a series of significant events is being planned to increase tourism in Beaumaris. This includes but is not limited to:

- ✿ Community events such as the 250th anniversary of the Anglesey Regatta, Summer Music Festivals, Christmas spectacular, Carols at the Pier, etc.,
- ✿ The Big Wheel Beaumaris,
- ✿ Movie & TV venue for costume drama and major movie filming,
- ✿ Winning Biodiversity Wales Award 2026,
- ✿ Maritime Activity Centre development with RAYC and MS Heritage Society,
- ✿ Development of Beaumaris Digital Walking tours,
- ✿ Development of a North Wales themed Crazy Golf Course at the Happy Valley Pavilion,
- ✿ Development of Garden and Picnic facilities at the Happy Valley Pavilion,
- ✿ Development of the Gaol & Courthouse services

It should be noted that the Big Wheel @ Beaumaris increased overall footfall in the town by approximately 18% (+/- 5% of overall percentile). This resulted in increased revenue in both the Green and Castle Carparks and direct income to the Council of £7,500 from the wheel itself. This could not have been achieved without the necessary parking facilities for visitors.

Operations plan

The day-to-day operations of the Castle Carpark, should our proposal be accepted, will be focused on securing high levels of customer service, parking management efficiency, security and surveillance, facility appearance and cleanliness. Although the Council is committed to using the latest technology to manage parking space allocation, ensuring the safety of our customers and their vehicles, and providing a seamless financial transaction process we will do so without losing the personal touch which visitors to tourist attractions all require.

Beaumaris Town Council have trialled and implemented the latest Parking Facilities Management systems during the 2024-25 financial year with Metrics. This has now been embedded for over 12 months with early snagging issues resolved.

Currently the Council is in the process of recruiting a new Tourism Development Manager and additional key staff members who will ensure that all aspects of Tourism within Beaumaris are carefully planned, enabled and fulfilled.

Key operational processes will include but are not limited to the following:

- Regular security & welfare patrols;
- Messaging stations at both the Castle and Green Carparks;
- High levels of maintenance of the precinct of both the Castle and Green Carparks;
- High cleanliness and safety standards;
- Proper biodiversity planting and carbon offset programmes implemented at both the Castle and Green Carparks;
- Continuous monitoring of the performance of and upgrades to the Council's parking technology systems; and,
- Success measured by rewards based customer satisfaction surveys rating our parking facility in terms of usability, security, cleanliness, pricing and customer satisfaction.

Management Team

The management team at the Council comprises individuals with extensive experience in both National and International Sales and Marketing development, we also have Council Members with a wide range of skills, including investment management, local & national politics, local tourism and management accountancy. The Council's leadership under Mayor Stan Zalot, has already moved the Council forward to develop a robust and proportionate financial plan based on firm financial and economic forecasts developed from the Council's new accounting processes.

The Town Council has added to its leadership team by appointing a new RFO and Deputy Clerk who has in depth experience of Local and Smaller Authority administration in Wales and England combined with a strong background in business development and operations, globally, having won several national and international business awards. In short, the Council has assembled a skilled team which, under the leadership of Mayor Stan, is dedicated to driving Beaumaris Town Council forward so that the town achieves its commercial, developmental and residential objectives. Making Beaumaris not only the premier tourist destination in Wales, but also the most desirable town to live in Wales.

Financial plan

As stated earlier in this business plan, Beaumaris Town Council's Medium and Long Term financial plans which have not yet been Approved at Full Council. However, to reach our growth goals, significant investment will be required in the parking facilities at the Castle Carpark. This funding will be allocated

towards expanding and enhancing the parking facility, continuously upgrading our technology and security systems, providing charging stations for cars, coaches and Recreational Vehicles, providing secure toilet and shower facilities and the beautification of the area using the Council's Biodiversity plan as a template to negate any damage to the environment.

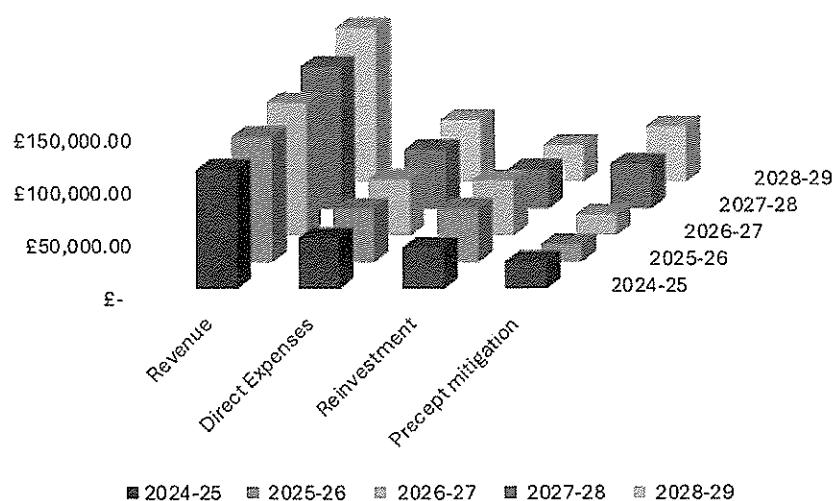
In addition to reinvesting surplus income from the Castle Carpark to achieve these objectives, it is our aim is to secure additional funding to support these initiatives from specialist NGO's, the Senedd and Central Government, enabling us to meet Beaumaris' growing demands as the town continues to develop and evolve.

Revenue projections

TITLES	FY2024-25	FY2025-26	FY2026-27	FY2027-28	FY2028-29
Revenue	£113,000.00	£118,650.00	£125,769.00	£135,201.68	£146,693.82
Direct Expenses	£48,428.00	£50,849.40	£53,391.87	£56,061.46	£58,864.54
Gross profit	£64,572.00	£67,800.60	£72,377.13	£79,140.21	£87,829.28
Reinvestment in Carpark	£25,670.00	£41,500.00	£42,000.00	£25,500.00	£25,500.00
Reinvestment in Gaol & Courthouse	£13,181.00	£9,500.00	£10,500.00	£11,500.00	£9,500.00
Precept mitigation	£25,721.00	£16,800.60	£ 9,877.13	£42,140.21	£ 52,829.28

Projected Revenue, Expenditure & Reinvestment

Castle Carpark projected revenue & reinvestment



Conclusion

The Officers and Council Members of Beaumaris Town Council have expended considerable effort in developing the Town Council's infrastructure and management capability during the 2024-25 financial year to ensure that it is on a firm footing as it moves forward with the implementation of its Medium and Long Term financial plans. The Retention of the Castle Carpark facility is key to achieving the Council's objectives.

Not only does the Castle Carpark provide an invaluable public facility because it serves an important role in supporting local accessibility, tourism, and community needs. It also ensures that residents and visitors have reliable parking options, whilst maintaining the Council's Biodiversity and Net Zero targets which are essential for the town's economic development and social well-being.

However, retaining control of the Castle Carpark does not only facilitate the management of the carpark in line with local priorities and public interest, it also allows Beaumaris Town Council to keep the Precept levied against its electorate, currently somewhat under £38,000.00, at a minimal charge. Losing the revenue from the carpark, would require the council to raise the precept levied against its electorate and Cyngor Sir Ynys Mon by in almost 200% for the 2026-27 financial year with reduction in the investment in critical local infrastructure. Beaumaris Town council has retained the Precept at a deliberately low level to ensure that the Town's residents enjoy the benefit of the town's tourism revenue.

It is the Council's ardent belief that Beaumaris, already one of the most visited locations in Europe, (indeed the 10th most visited in Europe and the only destination in Wales to be listed) requires the continued provision of the Castle Carpark to enable the Town to become the most visited destination in Europe. We can achieve this by increasing the revenues driven through the Carpark and leveraging the other tourist assets under the Council's Management.

Stan Zalot
Mayor
Beaumaris Town Council

This Business plan has been prepared for the sole use of Cyngor Sir Ynys Mon. To the fullest extent permitted by law, no responsibility or liability is accepted by Beaumaris Town Council to any third party who purports to use or rely, for any reason whatsoever, on this report, its contents or conclusions.