

MINUTES OF A MEETING OF THE PLACE PLAN STEERING COMMITTEE OF THE BAY OF COLWYN TOWN COUNCIL, HELD AT THE TOWN HALL AND REMOTELY (VIA ZOOM) AT 11AM ON FRIDAY 12th DECEMBER 2025

PRESENT: Brian Cossey (Chair)
Cllrs: Hannah Fleet (Vice Chair), Chris Hughes, Cty Cllr Cheryl Carlisle,
Co-opted Community/Business Representatives: David Masding, Tracey Toulmin, Jeff Pearson

OFFICERS: Tina Earley, Town Clerk
Rachael Gill, Place Plan Manager
Pam Everley, Assistant Clerk
Shane Wetton, Place Plan Officer, Conwy CBC

ABSENT: Cllrs: C Bell, J Higgins, R Owen,

303/25 Welcome and Apologies for Absence:

Members were welcomed to the meeting and apologies for absence were received from Cllr Phillip Ashe, Tony Anderton, Helen Jackson, Rob Dix and David Sewell.

304/25 Declarations of Interest:

Cllr C Hughes declared his interests as a Director of Together for Colwyn Bay.

305/25 Minutes of the last meeting:

- a) *Resolved to approve and sign, as a correct record, the minutes of the last meeting, held on 3rd October 2025.*
- b) *Resolved to receive the meeting notes from the working groups:*
 - (i) *Culture, Heritage & Tourism (20.11.25)*
 - (ii) *Business, Retail & Skills (25.11.25)*
- c) *Further resolved to receive the meeting notes from the following working groups with the minutes, as Schedule 'A':*
 - (i) *Getting Around – A Connected Colwyn (joined with) Promoting a Greener Colwyn (4.12.25)*
 - (ii) *Facilities, Assets & Wellbeing (11.12.25)*

306/25 Matters Arising from previous meeting:

All matters from previous minutes will be covered in the following agenda items.

Cllr C Hughes reported that the Bay View Centre has been successful with planning permission to complete work to the rear of the centre. A separate planning application has been submitted for the development to the front of the Centre and is yet to be decided.

307/25 Feedback from Local Area Forum

Cllr C Carlisle reported that the planned meeting for October had been cancelled and the next meeting is scheduled for 9 January 2025.

308/25 22nd October event and next steps

- a) Place Plan Manager shared the feedback from attendees which had been overall extremely positive. Evaluation data shared as part of pack confirmed that and also that attendees now want to see action! Post event email had been sent to all those who registered and attendee with what the next steps would be.
- b) Members received a report from David Rudlin (DR) on findings following his consultancy and event feedback (*included as Schedule B*). The report identifies three suggested projects. BCTC funded five days of consultancy and received significant value beyond this. DR emphasised the need to properly analyse the issues before taking action. The report will support future grant and funding applications and sets out a clear way forward through three key projects.

(i) Project 1- Wild about Colwyn and Creative Agency

- Approx £150k project - various funders including Betsi Cadwaladr, Arts Council Wales & National Lottery, Network Rail, and others
- Creative Agency - long term dedicated marketing resource. TAPE hoping to be successful with applications to Gwynt yr Mor and WG digital inclusion grant.

(ii) Project 2 – Colwyn Bay Space Agency!

- Empty property scheme, working more closely with agents / landlords
- What could we be?
- Creative Agency supports this project also
- DR highlighted vacancy rate is at worrying 20% - not as bad as Bangor

(iii) Project 3 - Station Rd

- Eddie, Director HP Leisure, thinking of pulling out but doesn't want to close CB as it is flagship, employ 9 people, wants to help and support
- Could make space shared/modular; important to have a market
- Temporary urbanism; modular seating, use planters - what cost? (£500k?)
- Enable a path to work with partners (not full solution); large units do need to be dealt with, but can start to make some changes
- Businesses need footfall
- Need to create the environment for change
- Need to work collaboratively; take action, see outcome, analyse, take more action
- Engage with private sector / businesses, but keep the wider community picture in mind
- It was felt that businesses aren't aware of carpark plans for Market Hall and if they were would their view change about re-opening Station Road?
- CCBC looking at Princes Rd carpark as a commercial site and that could mean Market Hall site may be able to be used as carpark?
- WG funding previously would not support Market Hall sight to change to a carpark
- Station forecourt development, plans are unknown, importance of Task Force, to get influencers to the table and be more in the loop with developments
- Elen Edwards, CCBC Regeneration will support, help access to money

c) Members received Terms of Reference for the joint Task Force developed in partnership with Conwy County Borough Council, and supported the recommendation to Council to adopt the Task Force.

309/25 CCBC Strategic Engagement and Place Plan Officer:

Members received a verbal update report from the CCBC Strategic Engagement Place Plan Officer regarding:

- RLDP (Replacement Local Development Plan) will be out for consultation for 8 weeks commencing on Monday 12 January 2026.

310/25 Grant Opportunities for Future Projects:

The Place Plan Manager gave an update on the pipeline projects:

- a) Transforming Town Centres (£15k) – mapping project**
 - (i)** Due to timing it will not be possible to spend the full amount by the deadline (28 Feb), however, the art work portion of the project will be completed (£5k).
 - (ii)** Potential alternative funding is being discussed with CCBC.
 - (iii)** BCTC may be able to offer funding to achieve the final production and installation.
- b) SPF £10k secured –MUGA lighting upgrade, and solar lighting for Rhos park.**
 - (i)** Long delays put projects in jeopardy
 - (ii)** Planning have now advised MUGA lights can be done under permitted development.
 - (iii)** Solar bollards may not need - still awaiting feedback
 - (iv)** Hoping to achieve project by 28 Feb

The Meeting closed at 12:30pm

..... Chairman



CYNGOR TREF BAE COLWYN BAY OF COLWYN TOWN COUNCIL

Place Plan Working Group **Promoting a Greener Colwyn & Getting Around; A connected Colwyn**

**Meeting on Thursday 4 December 2025, 5.30pm
(Hybrid)**

MEETING NOTES

1. Welcome and Apologies for Absence:

Present: Cllr Jason Higgins (Chair), Dr Matthew Day, Michelle Kelsall, David Dudley, Cllr Chris Hughes

Apologies received from: Paul Smith, Tony Adams, Georgia Kirkbride, David Sewell, Cllr Paul Hughes, Cllr Lisa Wilkins, Cllr Tina Lee, Cllr Hannah Fleet

Officers: Rachael Gill, Place Plan Manager & Deputy Clerk
Pam Everley, Assistant Clerk

2. Transforming Towns – Mapping Project:

(i) The group received an update on the confirmed funding for the Mapping Project:

- £14,419 confirmed, which must be claimed by 28 February 2026.
- Map design work can be completed by the end of February, but installation is not achievable within the current funding deadline.
- An estimated £8.5k additional funding will be required for installation.
- The group was advised that work with the design company will now begin, with the aim of having the artwork ready for production by the end of February.

(ii) Initial preferred map locations were discussed:

- Terry Jones statue (from 26 April)
- Station – proposed double-sided map
- Beach/Promenade – single-sided map options
- A digital version of the map will be displayed on existing digital screens
- Members noted that future phases may include Rhos and Old Colwyn, subject to separate funding availability.

(iii) A draft list of approximately 40 icons was provided for review. The maps will include:

- Visitor information (parking, toilets, heritage trails)

- Multiple QR codes for onward navigation
- Bilingual content
- Large-format printed maps as well as digital versions
- Members were asked to review the document included in the meeting pack and provide any further feedback. Work with the art company is expected to begin after Full Council approval on 8th Dec.
- Around 300,000 people pass through the station each year, highlighting the importance of a clear arrival point.
- Expectation that the maps will need to be submitted through Planning, with mid-spring identified as the likely point for installation (subject to funding).
- The station forecourt was identified as a potential location; a small/moveable installation may be most practical.
- Redevelopment of the forecourt will take too long to align with the project's timescale.
- Opportunities may exist to link with Colwyn in Bloom, including their £5.5k allocation for Rhos.
- Potential connections with Wynne Gardens and the butterfly trail were noted.
- Other relevant reference trails include Wild About Art, the Bear Trail at Tatton Hall, and the Brighton Elmer Trail.

Action: Members to review the icons and mapping document and send feedback to REG.

3. The Place Plan Manager gave an update covering:

(i) David Rudlin Event – Station Road

- The report following the 22 October event is due to go to Full Council next week, and then to PPAC on 12 December.
- A Task Force will be recommended, made up of a small group of stakeholders tasked with taking forward agreed actions.
- The first Task Force meeting is anticipated for mid to late January.
- The group will involve private sector investors and CCBC regeneration officers working together to access emerging funding opportunities.
- Reporting will be through PPAC and Council.

(ii) Wild About Colwyn – Zoo Trail

- The Zoo Trail project continues to develop at pace:
- The project value stands at around £140k, with support from Network Rail, Transport for Wales, Betsi Cadwaladr, Arts Council Wales, the National Lottery and others.
- The project is recognised for its wellbeing, economic and national engagement benefits.
- Project partners include the Welsh Mountain Zoo, Dial-a-Ride, and the Conwy Rail Partnership, with work underway on a potential Zoo Bus project with Dial-a-Ride Denbighshire.
- Multiple bids are being prepared for 2026, with strong partner involvement.
- Links continue to grow with Colwyn in Bloom and other biodiversity initiatives.

(iii) Queens Gardens

- An update from Liz Ackerley (Queens Gardens) is hoped for early next year.

4. Next meeting date: tba

- From 2026, each Working Group will meet three times per year, allowing more time for delivery between meetings.
- Provisional dates will be circulated before Christmas.
- It was noted that several major projects in 2026 will involve shared partners and overlapping themes across the Working Groups.

The meeting closed at: 6.20pm



CYNGOR TREF BAE COLWYN BAY OF COLWYN TOWN COUNCIL



Place Plan Working Group Facilities, Assets, Health & Wellbeing

Meeting on Thursday 11 December 2025, 5.30pm
(Hybrid)

MEETING NOTES

1. Welcome and Apologies for Absence:

Present: Cllrs Hannah Fleet and Jason Higgins, Brian Laing, Tim Taylor, Tony Adams, Chris Gledhill

Apologies received from: Mark Richards, Amy Dyke, Alessandra Thomas, Deborah Doig-Evans, Lydia Mottershead

Officers: Rachael Gill, Place Plan Manager & Deputy Clerk
Pam Everley, Assistant Clerk

2. Presentation from:

Bevan Commission Collaboration - Brian Laing, Strategic Partnership Manager, Public Health Betsi Cadwaladr presenting. A copy of the presentation is attached as schedule 'A'.

The general feeling was that WG should be lobbied to extend funding cycles, i.e. allow for 2/3 year projects as opposed to 12 months. More research and evidence is needed for SROI (Social Return on Investment) to support funding applications. BL suggested TT contact the Centre for Health Economics at Bangor University to assist. CG believes the voice of young people is shaping the Youth service more than ever, with 790 service users having completed their annual survey and scoring 100% for feeling safe with their social worker.

3. Actions from the previous meeting:

The actions were provided as an attachment to the agenda.

Feedback and comments from Amy Dyke are attached as schedule 'B'.

4. Transforming Towns Mapping Project

(a) The group received an update on the confirmed funding for the Mapping Project:

- £14,419 confirmed, which must be claimed by 28 February 2026.

- Map design work can be completed by the end of February, but installation is not achievable within the current funding deadline.
- An estimated £8.5k additional funding will be required for installation.
- The group was advised that work with the design company will now begin, with the aim of having the artwork ready for production by the end of February.

(b) Initial preferred map locations were discussed:

- Terry Jones statue launch 26 April 26
- Station – proposed double-sided map
- Beach/Promenade – single-sided map options
- A digital version of the map will be displayed on existing digital screens
- Members noted that future phases may include Rhos and Old Colwyn, subject to separate funding availability.

(c) A draft list of approximately 40 icons was provided for review. The maps will include:

- Visitor information (parking, toilets, heritage trails)

5. The Place Plan Manager gave an update covering:

(a) David Rudlin Event – Station Road

- The report following the 22 October event went to Full Council earlier this week, and then will be presented tomorrow to Place Plan Advisory Committee (PPAC) (12 December).
- A Task Force will be recommended, made up of a small group of stakeholders tasked with taking forward agreed actions.
- The first Task Force meeting is anticipated for mid to late January.
- The group will involve private sector investors and CCBC regeneration officers working together to access emerging funding opportunities.
- Reporting will be through PPAC and Council.

(b) Wild About Colwyn – Zoo Trail

- The Zoo Trail project continues to develop at pace:
- The project value stands at around £140k, with support from Network Rail, Transport for Wales, Betsi Cadwaladr, Arts Council Wales, the National Lottery and others.
- The project is recognised for its wellbeing, economic and national engagement benefits.
- Project partners include the Welsh Mountain Zoo, Dial-a-Ride, and the Conwy Rail Partnership, with work underway on a potential Zoo Bus project with Dial-a-Ride Denbighshire.
- Multiple bids are being prepared for 2026, with strong partner involvement.
- Links continue to grow with Colwyn in Bloom and other biodiversity initiatives.
- TT - Some animals may not be at the Zoo in the future e.g. the Tiger so maybe use more generic animals to ensure longevity of trail?
- Practical considerations some animal sculptures are already “in stock” (lower cost). Exploring use of existing moulds company in Henfield identified – TT to send details
- TA - exchange of animals with other Towns, rotated keeps trail fresh, and families returning to do the next trail
- TA - Lincoln, trails structures auctioned off, money returned to town – is this an option?

- HF - each animal has a QR code with link to conservation / zoo story
- TT - other ideas such as made from flowers? (artist in Wales)
- TT - Where's Wally idea could that be done?

(c) Smart Towns – Update will be given in New Year

6. Next meeting date:

- From 2026, each Working Group will meet three times per year, allowing more time for delivery between meetings.
- Provisional dates will be circulated before Christmas.
- It was noted that several major projects in 2026 will involve shared partners and overlapping themes across the Working Groups.

The meeting closed at: 18:58



Colwyn Bay

Town Centre Workshops
and draft strategy

Document Control

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Colwyn Bay Town Centre Workshop Report	V2 (DRAFT)	20/11/2025	DR	HR

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Introduction

This brief report has been prepared for Bay of Colwyn Town Council following two workshops held with town centre traders and other stakeholders. These came about as a direct result Place Plan and were financially supported by the town council. Both workshops looked at people's current views of the town centre, at visions for its future and priorities for action. This report summarises the discussions and the analysis prepared as background, before suggesting a way forward.

This report has been prepared by Rudlin & Co, a new practice established by David Rudlin and based in North Wales, although working over the whole of the UK. David produced the book *High Street: How Town Centres can Bounce Back from the Retail Crisis* with his fellow authors Vicky Payne and Lucy Montague. David and Vicky presented their findings from the book at a workshop on 1st May 2025 which was attended by around 70 people and included presentations from the developers of the Bay View Centre, the police and highway engineers.

There were two breakout sessions at the first workshop but the feeling was that time was limited and it was agreed to hold a second workshop. This took place on 22nd October and was attended by around 60

people. The second event started with a recap of the analysis undertaken on the town centre and included two break out sessions looking at the vision for the town and a list of projects that should be pursued.

The Town Council is working with Conwy County Borough Council to convene the Colwyn Bay Town Centre Regeneration Task Force with representatives from Conwy County Borough Council, The Town Council, elected representatives, business, community and voluntary sector partners. This will be developing a programme of work to implement the Colwyn Bay Place Plan an important part of which relates to the town centre. This report can hopefully assist this process.

This report starts with a brief overview of the conclusions from the High Streets book, before looking at Colwyn Bay and exploring how the town centre compares with the other case studies in the book. We then outline the findings of the discussions at the workshop and develop a diagnosis of the current issues facing the town and how this can be addressed. In conclusion we propose a strategy based on three key projects to be developed as the next steps.



The High Street

The High Streets book was based on 100 case studies of which 83 were physical places (the others being companies or online retailers). The research was based on site visits, interviews and data from Experian to understand what was happening on the high street and what strategies and what strategies would be effective.

The crisis on the high street is nothing new. Indeed there has been a perpetual crisis on the high street since the arrival of the supermarkets in the 1960s. They destroyed the high street of independent butchers, bakers and candlestick makers that many people still yearn for, the supermarkets that now account for 96% of grocery spend.

There was another crisis in the 1990s because planning policy had allowed a huge growth in out-of-town retail parks. However a change of policy was successful in reviving town centres and the early 2000s were boom years for many town centres. This brought its own problems as investment poured into in-town shopping centres and the high street become dominated by a small number of big retailers creating, what people called 'clone towns'.

The financial crisis of 2008 brought an end to this boom with the collapse of Woolworths and

other retailers that hit many town centres hard. However within five years the market had recovered and investment was once more flowing into retail. At this time Colwyn Bay was doing well, in 2014 it was the

The key message of the High Street book is that this was a crisis of big retail, not a crisis of town centres. It wasn't caused by anything that towns centres had done wrong, they were just victims of wider economic

This was a crisis of big retail, not a crisis of town centres.

only town in Wales to make the Great British High Streets shortlist and workshop participants remembered being a success story at this time.

However the retail crisis of the early 2020s saw the bubble busts with the collapse of the Arcadia Group, Debenhams, Intu shopping centres and many other retailers with the loss of a half a million jobs.

forces beyond their control.

The case studies in the book included four Welsh towns: Swansea, Cwmbran, Aberystwyth and Wrexham. It also included many towns facing similar problems to Colwyn Bay.

Key Trends

The book identified 6 trends that are currently shaping town centres:

1. The March of the Independents:

Multiple retailers may have declined drastically but their place has often been taken by independents. The number of multiple retailers has declined but the total number of shops has risen slightly and 63% of shops are now occupied by independents.

2. Return to the High Street: There has been a return of activity to traditional high streets. The most obvious sign of this is supermarkets that are no longer building mega stores but rather investing in high street convenience stores.

3. Multi-Channel Retail: Many online retailers are seeing the value of having a physical store and many small retailers trade from a shop but make most of their sales online. There are retailers in Colwyn bay who do this.

4. Touching feeling and looking:

People like the physical activity of shopping for things they didn't realise they needed, trying on the clothes, smelling the fragrances etc...

5. Authenticity and uniqueness:

People value products, shops and town centres that are unique and don't feel manufactured. There has been a growth in artisan bakers, cheese shops, craft breweries as an alternative to packaged mass produced products.

6. Experience rather than stuff: People are tending to prioritise having a meal, getting their hair done, meeting with friends, going to an escape

room etc rather than forever buying more stuff. The biggest growth is in the food and beverage sector and 65% of all shops are now selling services rather than products.

Recommendations

The book goes on to make 8 recommendations many of which are relevant to Colwyn Bay.

1: Town Centre First: Focus activity on the town centre. If you are looking to locate council offices, a health centre, school etc... put it into the town centre where its users will become customers for shops and generate activity.

2: Positive Planning: Use planning intelligently to reinforce the town centre. Refusing applications for a

5: Reforming Business Rates: This is more of a national ask but there may be scope for local rates rebates to kick start regeneration.

6: Reforming the Development

Model: There is currently very little investment in retail property, The Bay View Scheme is an exception and only made possible because of Morrisons. There are however independent developers who have funded development based on income rather than capital value that have made development work where traditional developers couldn't make schemes viable.

7: Unifying Ownership: This was a negative recommendation because there was a proposal that town centres should be brought under

People like the physical activity of shopping for things they didn't realise they needed

new cafe in a vacant unit to protect a key retail frontage makes no sense.

3: Encouraging diversity: It is important not to put all of your eggs in one basket, the greater the mix of retail, services and other uses the more robust a centre will be.

4: Tackling Vacancy: Vacant shop units will not fill themselves, market failure often means that landlords do not have an incentive to fill the unit and there is a need for sticks and carrots to deal with vacancy.

one ownership so that they could be managed like shopping centres. Our strong view was that this wouldn't work, especially since shopping centre continue to struggle.

8: Improving the Environment:

Finally we ended where most strategies start. Improving the environment is valuable and rarely does any harm. However replacing tarmac with expensive stone paving will not regenerate a shopping street as Station Road has illustrated.

Colwyn Bay

To understand a place we need to understand its history. The layout of a town, its architecture and uses and its relationship with its neighbours can only be understood through its history. The workshop therefore included a brief review of the origins of Colwyn Bay that is expanded here.

The starting point for this investigation was the 1875 plan below because it shows the birth of the town. Old Colwyn can be seen to the east but for some reason, probably pressure from the land owners, the station was built in fields to the west of the town. The map captures the moment soon after Station Road was built but very little else existed. When most people arrived by train Station Road was the gateway to the town. This, of course, is no longer the case when most people arrive by car.

The London and North Western Railway linked London to Holyhead and onwards to Dublin but it also opened the area to visitors. The Colwyn Bay and Pwllcrochan Estate Company laid out Colwyn Bay as a model town and resort for the Victorian middle classes. It was a town full of fine buildings with banks, department stores, theatres and restaurants very different to the more working class resorts elsewhere on the coast. The promenade opened soon after and the pier in 1900. In addition to the holiday makers the

town attracted a prosperous permanent population and their spending power meant that the town centre was larger than might be expected for a town of its size.

During the second World War the Ministry of Food relocated its headquarters to the town, housing thousands of staff in requisitioned hotels. After the war, the boom in car ownership brought a new set of visitors and the Abergele Road was clogged with traffic heading to Snowdonia and the coastal towns to the west. This passing trade also provided shops with passing trade, once more explaining the size and prosperity of the centre. The town boomed in the decades before cheap foreign travel changed people's habits and the new A55 took most of the through traffic out of the town.





When most people arrived by train, Station Road was the gateway to the town.

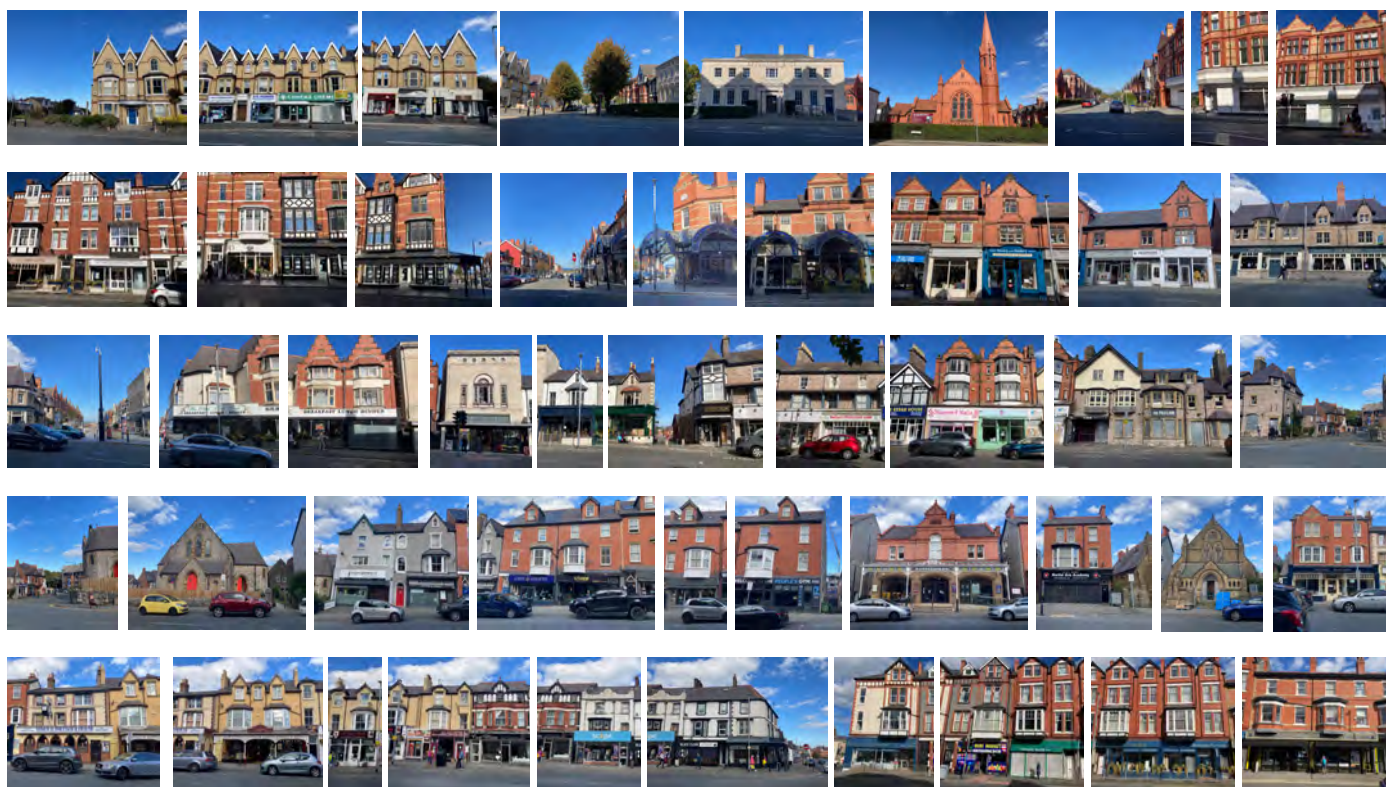


How is Colwyn Bay Doing?

In preparation for the workshop we undertook some analysis of Colwyn Bay so that we could compare the town to the other case studies in the High Street Book. This shows that the town is currently under-performing compared to similar towns elsewhere.

In preparation for the first workshop we bought the same Experian data for Colwyn Bay as we had for our other case studies (based on a 2023 survey). We were also able to refer to the 2013 retail study commissioned by Conwy Council which is obviously very out of date, but has some useful information on the catchment area. Before the second workshop we also undertook our

own survey assessing each of the 243 shop units in the town in terms of their use and occupancy. The photographs below show the northern side of Abergele Road. This has allowed us to compare Colwyn Bay to the other case studies in the High Streets book to understand how it is doing as set out on the following pages.



Vacancy Rates

The average vacancy rate of the case studies in the book (2021) was 13.2% of units and 11.5% of floor area. This was about the peak of retail vacancies following the retail crisis and was just below the vacancy rate in the British Property Federation's data for 2021 (14.5%).

The graph below shows an interesting pattern in this vacancy. The places with the highest vacancy rates were the large towns and the steepest rise was in out-of-town provision. The latter were the places most reliant on the big retailers who were either closing or contracting. When these retailers contracted they tended to keep their big city stores but close those in places like

Wrexham.

The smaller towns (like Colwyn Bay) and the high streets were the least affected by these

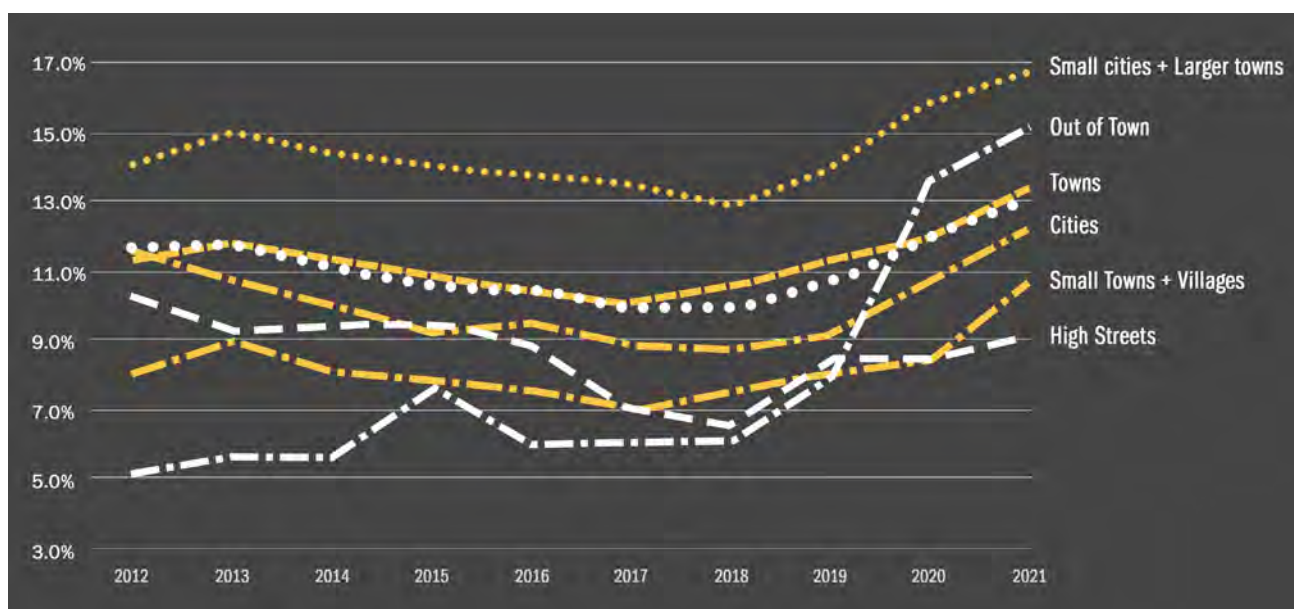
trends because they didn't have many big retailers to lose. The average vacancy rate for the small towns was 10.7%

The British Retail Consortium figures show that the vacancy rate has come down a bit since then (largely because of an improvement in retail parks) but there has been very little change in traditional town centres.

The Experian data for Colwyn Bay shows a vacancy rate of 17.7% in 2023 with an even higher rate of 18.42% for floor area (meaning that it is the larger units that are empty). This is high and compares particularly unfavourably to the other small towns in our case studies that had a vacancy rate of 10.7%.

We have updated these figures with a new survey as shown on the map. We identified 243 shop units in the town centre of which 50 were vacant. This suggests that the vacancy rate has risen to 20% which is particularly worrying. As the map shows there is a concentration of vacancy on Station Road but that there are vacancies throughout the centre.

The vacancy rate has risen to 20% which is particularly worrying





Types of Outlet

Through our survey we have sought to understand the mix of retailers in the town. It has been quite difficult to reconcile this with the 2023 Experian survey, which may be partly because of differences in how retailers are categorised and partly because of changes that have taken place in the last couple of years. Experian identifies three types of retailer:

Convenience: These are shops that sell things that we need to buy every week like food and household products. This is the market that the supermarkets have come to dominate. In our book case studies only 7.3% of retail floorspace was convenience retail but in Colwyn bay the Experian survey puts it at 13.4% which is largely due to the Morrisons, Iceland and Heron Foods in the Bay View Centre. Our survey identified 19 convenience units which is just under 8% although of course they are big units so the proportion of floor area is higher than this.

Comparison: These are shops that sell the things that we buy only occasionally and where we tend to shop around. It includes clothes and shoes as well as white goods and consumer electronics. Experian data from our case studies shows that Comparison shopping makes up 27% of floor area and is fallen in recent years as online retail has grown. In Colwyn Bay the 2023 Experian figure is higher than this at just under 38% of floor area being comparison. In our survey we find that just over 20% of units are comparison (because the units are generally bigger this is not necessarily incompatible with the 38% figure).

Number of units	Percentage	Overall Percentage
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SHOPS

Convenience	19	7.8%	7.8%
Comparison	29	11.9%	20.6%
Furniture	8	3.3%	
Charity Shops	7	2.9%	
Second Hand	6	2.5%	

FOOD

Takeaway	20	8.2%	18.9%
Café / Restaurant	17	7.0%	
Pubs and Bars	9	3.7%	

OTHER

Health and Beauty	43	17.7%	32.1%
Finance and Services	16	6.6%	
Community	12	4.9%	
Misc	7	2.9%	

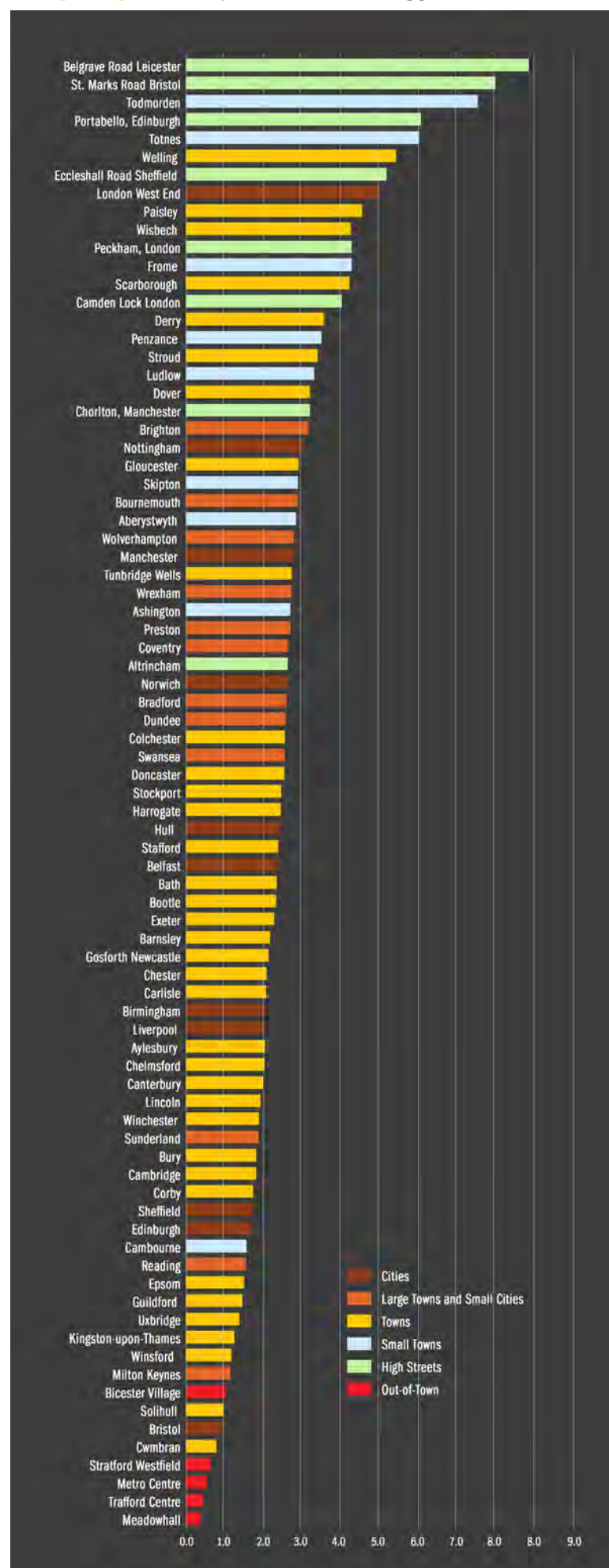
Vacant	50	20.6%	20.6%
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TOTAL	243	100%	100%
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Services: Finally the 2023 Experian data showed that just under half of the floor area in Colwyn Bay is services compared to 65% in the wider case studies. The town is therefore significantly under-represented in this area. The sector is incredibly broad including food and drink outlets and hot food takeaways, health and beauty outlets and banks and financial services. Our survey is once again counting units rather

than floor area but we show 51% of units as services (the food and drink and Other categories combined). The most common type of outlet in the town is Health and beauty with 43 units followed by takaways at 20 units. While it may well be that the town has a lower proportion of services that the Experian average in these categories at least local people would probably say that it has enough.

Just under half of the floor area in Colwyn Bay is services compared to 65% in the wider case studies



Independents

One of the findings of the book was that Independent retailers were taking over from multiples. Multiple retailers are classified as those with 8 or more outlets but in the last 20 years the market came to be dominated by a hundred or so retailers each of whom had around 400 outlets and were in most towns. It is these retailers who have been most hard hit by the retail crisis. In the 2013 retail study for Colwyn Bay it had 65 Multiples and by 2023 (23%) this had dropped to 41 (15%). Multiples like Boots and Peacocks have left the town but generally Colwyn Bay has been less exposed to the closure of the multiples than other places because it didn't have that many to start with.

As part of the town centre book we developed the Indi index as shown on the table to the left. This ranked the case studies by the proportion of independent businesses from Belgrave Road in Leicester that has 8.8 independents for every multiple to Meadowhall that has 4 multiples for every independent. Colwyn Bay has a ratio of 4.8 and can be compared to the other small towns on the list. It has fewer multiples than Todmorden and Totness but more than Frome (one of the case studies we describe later in this report), Penzance, Ludlow and Skipton. This is encouraging and is something that can definitely be built upon in Colwyn Bay.

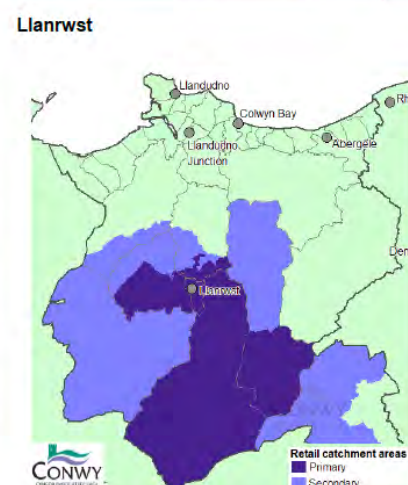
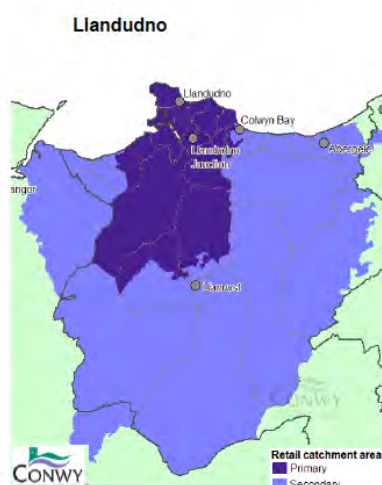
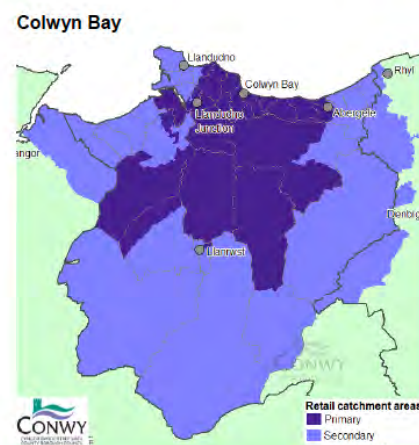
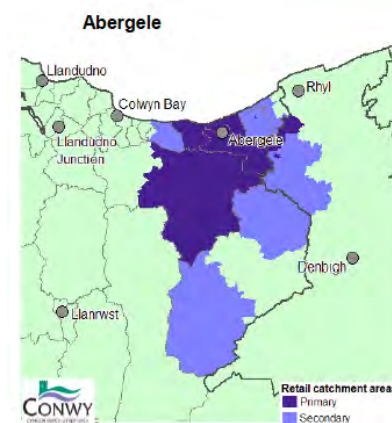
Catchment Area

Another piece of the analysis is catchment area. This is the area from which a town draws its local trade and is based on surveys of people's shopping habits. The methodology throws up some anomalies, in the High Street Case Studies, for example, Bury in Greater Manchester had a slightly bigger catchment population than Liverpool. However it is important because it is something that retailers look at closely when deciding where to invest.

The plans to the right are from the 2013 Colwyn Bay retail study and will not have changed greatly. They are based on surveys of town centre customers and where they come from and are divided into the dark blue areas which are the primary catchment areas and the light blue that are the secondary catchments.

The key finding of the 2013 retail study was that Colwyn Bay has a slightly larger than Llandudno and has a slightly bigger catchment population (119,400 compared to 113,170). This is really interesting and means that local people (tourists will be dealt with in a moment) travel some distance to come into Colwyn Bay including residents of Llandudno which is a much bigger shopping centre.

The surveys are then able to calculate how much of the potential spending power in each catchment is captured by each centre and here lies the problem. Colwyn Bay captures only 15.7% of its catchment spend whereas Llandudno captures just under 44%. These figures will, of course have changed since 2013. However in 2013 Colwyn Bay was doing very well so it is unlikely that



the figures have got better and they could have got a lot worse.

Tourists

Colwyn Bay is also able to draw upon tourist spend in addition to its local catchment population. We are still waiting for up to date tourist information from Conwy but the historic data gives some idea of the

In 2022 the STEAM modelling tool (which is used by Conwy Council to understand tourist spend) estimated that the total tourist spend in their area was £1.1B. The data was based on slightly earlier figures and is being updated but did show that there were 10 million visitors to the council area accounting for 18.36 million visitor days and supporting 12,617 jobs.

The tourist spend is therefore potentially greater than the local catchment spend and could be even greater when consider the people on the A55 and the railway travelling beyond Conwy. Some of this is captured by Colwyn Bay's seafront, pier and the Welsh Mountain Zoo, but these people do not currently come into the town centre.

Colwyn Bay captures only 15.7% of its Catchment Spend

scale of the opportunity. The 2013 Retail study estimated that Colwyn Bay attracted just under £5.2M of tourist spending compared to Llandudno that attracted around ten times that amount.

Workshop Feedback

The two workshops both included two break-out sessions. The first workshop asked about the attractions and drawbacks of Colwyn Bay followed by a session looking at suggestions for action. The second workshop included a visioning exercise and then an action planning session. The results are set out below:

Attractions

Workshop 1 discussed the idea of the 4As when it comes to assessing the health of a town centre. The 4As are: *Attractions*: The things that attract people into the town centre, *Access*: The ease with which they are able to get there by various means, *Amenity*: The quality of the environment when they get there and *Action*: The ability of people and stakeholders within the town to make things happen.

The most important of these is attractions. A place with very strong attractions (like York) can afford to be difficult and expensive to access because people will come anyway. A place with weak attractions needs to try harder. Amenity is very much a secondary issue and yet it is where most town centre strategies start. There is no point planting trees and changing the pavement if your attractions are weak and your access difficult.

There are two types of Attraction, primary attractions are the things that draw people into the

town while secondary attractions rely on people already being in the town. Many shops are not primary attractions in their own right, they need existing footfall. People agreed that accessibility to Colwyn Bay was very good with the A55 and the railway. It also has a good list of attractions as listed below:

Of these the most important attractions are the beach/pier, Eirias Park and Zoo but the problem is that people attracted to these places do not naturally come into the town centre. The barrier of the railway and A55 cut the town off from the beach and the park and zoo are a

little way out of

A place with weak attractions needs to try harder.

Primary Attractions:

- The Pier and its restaurant
- Eirias Park
- The Zoo
- The beach
- Morrisons
- The Bay View Centre
- The Theatre
- Stermats
- Speciality Shops (like Cambrian Photography)
- Independent shops
- Attractive Victorian buildings
- Events

town and in the latter case up a steep hill. For the town centre itself Morrisons is probably the main attraction for local people together with the free parking in the Bay View Centre. We don't know how many people shop in Morrisons and then walk into the rest of the town centre but observation on site suggests that there are quite a few linked trips. Tourists may also be attracted to Morrisons to stock up but they are also looking to eat and maybe do some leisure shopping. In this respect the town's attractions are weak.

Drawbacks

The workshop also looked at the drawbacks affecting the town centre. These included:

The poor arrival experience: This included both the view of the town from the A55 where the main thing people see is the blank wall of the Bay View Centre. The station square was also felt to be a poor arrival from the train. Most people passing through the town will therefore be unaware of its charms!

Access to and from the Beach: This is a serious structural problem that dates back to the foundation of the town but has been exacerbated by the A55. The beach is beautiful and well used in summer but it is not clear how to get into town from the beach and people have no idea what to expect and whether it will be worth the effort.

Low Tourist Spend: Because of these factors Colwyn Bay was seen as being reliant on local trade with



It is not clear how to get into town from the beach

little tourist spend in the town centre. It is therefore missing out on a huge potential market.

Run down appearance and vacancies: The town puts people off because of the number of vacant shops which make it feel neglected, further lessening its attraction.

The loss of the market: This was seen as a huge loss and something that could have attracted people into the town and boosted trade.

Visitor Accommodation: The workshop was at once concerned about the lack of hotels in the town while worrying about the number of AirBnBs. This reflects changing visitor habits and for a town that relies on its local catchment it is right to be worried about AirBnBs that are not occupied in the off season and therefore deprive the centre of potential customers.



Visioning

Workshop 2 included a visioning session. This started by asking people to name a place that Colwyn Bay could be like. The idea was to pick places that were not unattainable, but towns from which Colwyn Bay could learn. Having done that participants were asked what the town was doing right using that to suggest a vision for Colwyn Bay.

Aspirational towns (Alphabetical Order):

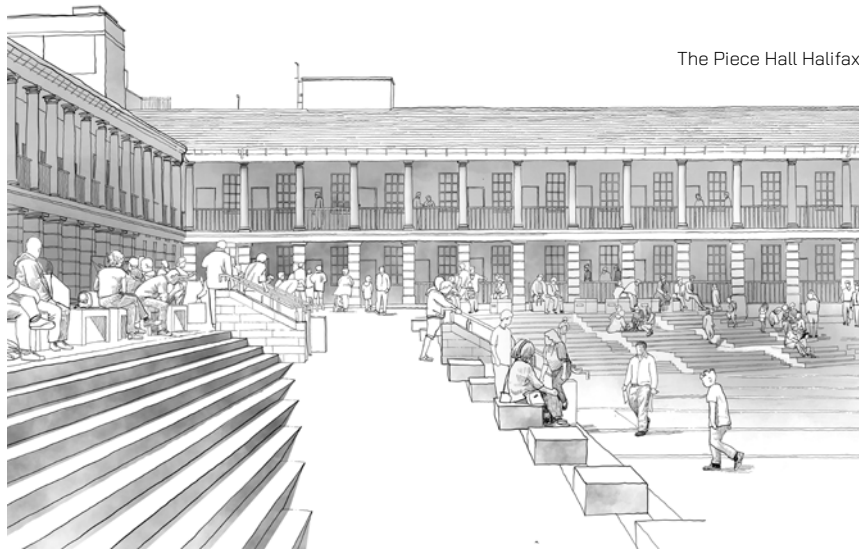
Altrincham X3: This was mentioned a lot, because of its new food hall and the way that it has been used to regenerate the whole town centre. (See Case Study).

Bakewell: Really big market, famous pudding and good coach parking.

Belfast: Tourist attractions and a new event centre with a revived harbour plus big Halloween and Christmas events



Altrincham Market



The Piece Hall Halifax

Blackburn: Created a 'cool' park surrounded by cafés with alfresco seating. They also have three types of toilets Parents and babies, accessible and other.

Brighton: Attractive to young people, property improvements.

Camden: The market, independents, vitality

Caernarfon: Specialist tourist shopping and shared space in main square.

Cardigan: One of a list of improved coastal towns.

The idea was to pick places that were not unattainable, but towns from which Colwyn Bay could learn

Chester: Characterful and a good mix of larger and smaller shops.

Conwy X2: Busy, lively high street with lots of independent businesses.

Cornwall: Full of independents businesses and attractive to tourists.

Criccieth: Small shops, all occupied with good restaurants and local business.

Derry: Community trust that has regenerated large parts of the city centre.

The North Laine Brighton



Freising (Germany): Cafes with large outdoor seating areas, full of people and bikes even in February.

Halifax: Big square (Piece Hall) celebrating the towns history, small scale creative places for small businesses,

Hinkley: A good example of a street being de-pedestrianised and a town that understand its people.

Holyhead: The work of the building preservation trust bringing vacant shops back into use.

Leek: Similar population to Colwyn Bay with independents, artisans, markets, touristy nick-nack shops, cafés and bookshops.

Llandudno: Retail parks and big shops plus lots of hotels.

Morecambe X2: This was picked out because of the Eden of the North project as a major flagship all weather investment. Plus initiatives to change the image of the town and deal with vacancies.

Mold: Incubator units allowing small businesses to experiment.

Plymouth: The Barbican / Mayflower along with improvements to the evening economy and the conversion of a department store to a skate park.

Porthmadog: Restaurants, experiences and quality shops.

Prestatyn: Public transport links, caravan parks, one way high street.

Rhos on Sea X2: Promoting cleaner streets, pop-up shops, food festival plus retailer support, social media and signag on junction 21.

Rhyl: Easy Cheap Parking

Shrewsbury X2: Good market hall spilling out into the town centre.

South Coast Towns: Initiatives to fund the subdivision of larger units for small businesses.

Welshpool: Similar size place with recent successes.

Westport (Ireland): Tiny town that has managed to sustain a lively town centre full of shops and pubs.



Palace Street Caernarfon

Towards a Vision

The discussion of the places that Colwyn Bay could be like led to some themes emerging about what the vision for Colwyn Bay should be. These can form the basis for an emerging vision for the town as described below:

1. Lively Diverse High Streets: The places people admired were busy, bustling high streets with strong local character and a real mix of shops and other activities. This may seem obvious but it is significant that people were not asking for major investment or big retailers to be attracted back to the town. They really liked places that were self-made.

2. Independent businesses: Linked to this people liked the idea of independent business, of small local shops selling distinctive products. Places in which the person serving you is probably the business owner, and really believes in their produce and is committed to the town.

3. Filling Empty Shops: People's prime concern is the number of empty properties and the feeling that external stakeholders don't understand the pressures on small business and what is needed to bring the units back to life. Many of the places cited on the last page have implemented strategies to get shops back into use and in doing so have revived their high street and supported small businesses.

4. Car Access: There is an issue in the town about the pedestrianisation of Station Road and a number of the places had promoted the reopening of pedestrianised streets, created better car access and free parking. These was a feeling that

this was realistic and while the station was important most people would arrive by car.

5. Cafe Culture: People really liked cafés, particularly those with tables on the street, terraces and big canopies. People admired places that had become known as destinations for food and drink and for a likely evening economy.

6. Image: Places were admired that had changed their image and projected themselves positively through social media and other

channels. This has to be backed up by real improvements to the town but is really important in bringing in visitors because how else would they know about those improvements.

7. Making things happen: Finally people wanted action. There were many who looked to the council to prioritise Colwyn Bay but also a strong mood of self help. Lets not wait years to secure large capital funds, lets find things we can get on with now.

People admired places that had become known as destinations for food and drink



Action Plan

The last part of the workshop asked participant to list the actions that the town needed to take and to start thinking about the priorities for action and who is responsible. The following is a long list of the suggestions made:

1. Station Road: The future of Station Road was the top priority for many people in the room and we asked each table to suggest a solution that as described on the next page.

2. Empty Property Strategy: As might be expected from the previous discussions this was seen as a key move. Various suggestions were made including rents and rates relief, small grants, cooperation with landlords, compulsory purchase, subdivision of large units and a property trust like MonCa in Holyhead.

3. Small Business Support: A package of measures to support new and existing small businesses coordinated through the traders groups and including advice, start up loans and easy access premises.

4. Signage and wayfinding: It was felt that the only way to address the links to the beach and the Zoo was signage and wayfinding. People were very supportive of the Town Council's initiatives to commission sculptures of Zoo animals throughout the town with a trail linking them all together.

5. Street Cafes: There was concern that the local plan had prevented

retail units in parts of the town being converted to cafés and that the high-ways department had been against pavement tables. It was understood that this is being changes in the new plan and people wanted policy to positively promote these uses.

tially be on Station Road but could also be in the Ivy Street car park.

9. The Bay View Centre: The proposed development of the centre with the enlarged Morrison's unit and the short term parking on Sea View

The only way to address the links to the beach and the Zoo was signage and wayfinding

6. Verandas: A few of the tables mentioned the verandas that are such an important feature of the town. There is scope for a project to reinstate the verandas that have been removed.

7. The Market: There was strong support for the market to be re-opened and for it to be moved to Station Road. (We understand that this has also now been agreed).

8. Parking Strategy: People wanted short term parking to be more convenient and free. This could poten-

Road was broadly supported in the first workshop. There was a realisation that Morrisons are very important to the town and must be encouraged to stay when their lease is up.

10. Living over the Shop: A few tables suggested an initiative to bring the space over shops back into use. They felt this would promote activity in the town as well as giving landlords another source of income to make the refurbishment of the shops more viable.



Way Forward

This has been a short piece of work, applying the lessons of the High Street Book to Colwyn Bay and running workshops with local people to explore a strategy for the future of the town. There has not been the scope to develop a fully costed strategy and evidence base. However the following are my conclusions and recommendations following the work:

The analysis that we have done shows that Colwyn Bay is not doing particularly well, particularly when compared to similar small towns in the case studies that we did for the High Street book. It is not disastrous and the town is doing better than Bangor, for example, that has struggled with the loss of its big retailers but a vacancy rate of 20% is definitely a cause for concern.

It is important to diagnose the problem before jumping to conclusions about what should be done. It is clear from the discussions at the workshops that Colwyn Bay has many strengths: it is an attractive Victorian town built as an affluent resort and much of its character remains strong. It sits on a beautiful coastline and the town centre has a set of strong retailers and businesses.

There is also no lack of potential customers with almost 120,000 people in its catchment area and at least 10 million potential tourists visiting the area. These people are in cars on the A55 and on trains passing through the station. They even visit the beach and the Zoo, they are within a short distance of the Colwyn Bay town centre but

not enough of them come into the town. To be successful Colwyn Bay just needs to capture a small part of this market, to get its share of the catchment spend up from 15-25% to persuade a quarter of those visiting the beach or zoo to have lunch in the town centre. This is an achievable goal.

The structure of the town is part of the problem. The town was built after the railway opened and so it was always cut off from the sea. However the idea of Station Road as the main shopping street comes from the notion that most people would be arriving by train, which is no longer the case.

In the past all the car based tourist traffic travelling along the North Wales coast would have squeezed along Abergele Road / Conway Road, some of them stopping off for lunch or a bit of

shopping. These people are now speeding past on the A55 and their only impression of Colwyn Bay is the blank wall of the Bay View Centre. Nevertheless Abergele Road / Conway Road still has more than 10,000 vehicles a day which is why it remains relatively successful.

As described on next page there is a view locally that the pedestrianisation of Station Road led to its decline. There may be some truth in this, pedestrianising a struggling street rarely helps. But the traffic numbers on Station Road would only ever have been a fraction of those on Abergele Road / Conway Road so it probably wasn't the decisive factor.

There is a long list of initiatives from the previous page that could form part of a strategy for Colwyn Bay. However I am aware that we need move quickly and also to be realistic in terms of what resources are likely to be available. Our suggestion is therefore an action

It is important to diagnose the problem before jumping to conclusions about what should be done

plan based on the three projects on the following pages.

The first step will be to will be to establish the Colwyn Bay Town Centre Regeneration Task Force with representatives from Conwy County Borough Council, The Town Council, elected representatives, business, community and voluntary sector partners. This will provide a focused delivery vehicle that can package the projects, seek funding and create a small delivery team to take the projects forward.

Project 1: Wild about Colwyn

The first project is something that the town council is already developing. It addresses the key problem, namely that visitors to the beach and the zoo don't come into the town centre. It is not possible to overcome this physically, however clever marketing can make much stronger links:

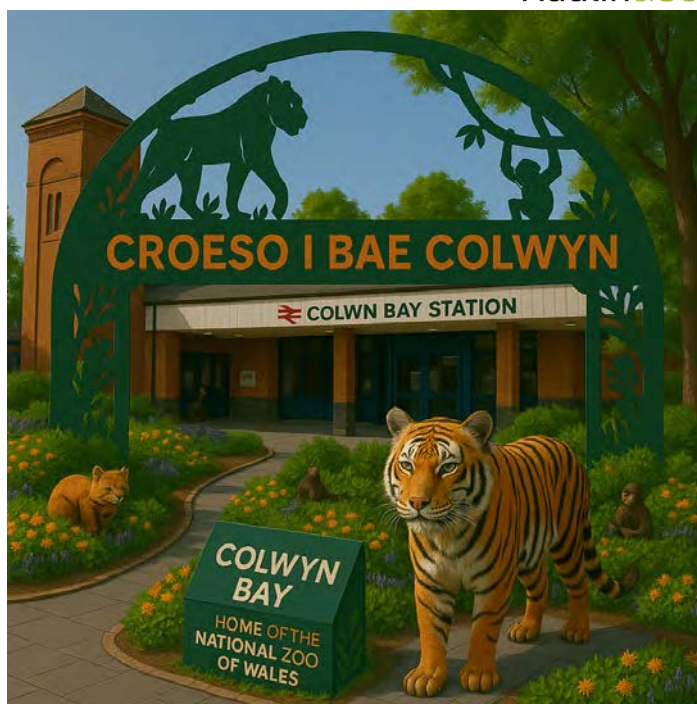
The proposal is to create a trail in partnership with the zoo with sculptures of their most important animals. Linking the beach to the Zoo and other parts of the town. This would alert visitors to both attractions as well as all the other things to do in the town. The trail will include sculptures in the underpass from the beach, Station Square, Station Road, Erias Park, Theatr Colwyn, Old Colwyn and Rhos-on-sea together with five other locations.

There will be people who follow the trail and discover the town, but its impact will be wider than this because visitors to the Zoo and Beach will be made aware

of events and other marketing activities. The agency will draw upon volunteers alongside professional staff to create a pioneering co-creation model.

This needs to reach three key audiences: The people and traders of the town, the people within the catchment area who don't currently

come into town, and the visitors to North Wales who don't currently come to Colwyn Bay. This needs a targeted campaign which others will be better qualified to design. However the message is that something special is happening in Colwyn Bay and its worth checking out the town.



This needs to reach three key audiences

that there is more to Colwyn Bay than they thought and may well come back on other occasions. The funding bid estimates that it could attract tens of thousands of visitors a year.

Creative Agency: This needs to be part of a wider campaign to promote the town. The Town Council is seeking funding to work with TAPE to establish a community led creative agency to promote Colwyn Bay through various channels as well as developing a year round calen-



Colchester, Essex: Colchester is a good example of a place using branding to regenerate a centre, in this case an area of independent retailers in a neglected corner of the town centre. They came together and rebranded themselves as the South Lanes with a logo and social media campaign.

They organised a really successful 'After Dark' project to persuade people to come into the area on winter's evenings with street entertainment, tastings, outdoor screenings with all the traders open late. They also pioneered 'clustering' in which local shops coordinate special deals and loyalty points and 'Daisy Chaining' in which retailers recommended other retailers in the town.

The area was short listed for the Rising Star Award of the Great British High Street Awards but it was never recognised or accepted by the local council.

Project 2: The Colwyn Bay Space Agency

The second project is an initiative to bring empty shops back into use. There are some successful models for this including the work of Môn CF in Holyhead and the St Catherine's Hill Initiative in Frome. It needs a small dedicated team plus a small amount of funding. The elements of the project would be as follows:



1. Setting up a local team: The first step will be to establish a small team to undertake the work. It needs to be a dedicated team (The Space Agency) with an entrepreneurial approach. Funding will be required initially with a view to the team becoming self sustaining. The organisation should be established as a charitable development trust.

the property owners to understand their intentions and build relationships.

3. Shop Windows: Artists should be engaged to create displays in vacant shop windows. These should be real displays (not stickers in the windows) with lights and will obviously need the landlords consent.

4. Prospective occupiers: A database of small companies and organisations interested in renting space. This could be part of a publicity campaign - 'Start your business in Colwyn Bay' and shouldn't be confined to retailers but could include crafts people, fashion designers, even manufacturers. The idea would be to bring together these

2. Property Register: A property register of all the shops in the town centre prioritising those that are vacant. This would record ownership, leases, rents, rates and any restrictive covenants. Dedicated staff would make contact with all

Funding will be required initially with a view to the team becoming self sustaining.



Holyhead: Representatives from Colwyn Bay have visited Holyhead to see the work of Môn CF. This started in 2012 and has grown into a charity with 45 staff and a turnover of £4M.

The first project was a shoe shop that closed on the high street and Môn CF persuaded the company to lease the shop to the former manager to run as an independent shoe shop

The approach was extended to other shops on the high street and the group has now started acquiring properties for refurbishment. Pictured to the right is the former Careers office that is being converted to a cafe and dance studio. Another scheme is converting the former HSBC Building into a restaurant and craft beer tap room.



Frome in Somerset: was one of the most inspiring case studies in the High Street Book. There is a lot to this, not least the approach of 'Flatpack Democracy' where the town council got rid of political parties and started to work collaboratively.

The Frome Independent, a market that takes place on the first Sunday of the month from March to December. It has grown from small beginnings on St Catherines Hill to a monthly market that fills the entire town attracting around 800,000 people a year.

Also of relevance here is the fact that Frome has implemented a strategy based on all the proposals on this page. In the 1990s the town had a vacancy rate of 28% and on St Catherines Hill (pictured right) the rate was 60%. As a result of the strategy the vacancy rate for the town dropped to 5% and St Catherine's Hill was fully occupied.



companies with landlords who might rent space directly, as well as market stalls and space let under a licence agreement (see below).

5. Model Licence Agreement: A model licence agreement should be drawn up enabling landlords to let space for a short period without incurring liabilities. Typically this would allow vacant properties to be brought back into use with a rent free period (6-12 months) with the availability of fit out grants (see below), stock loans and business support.

6. Small Grants: A small grants fund for businesses. In other places the grants have only been £2-4,000 depending on the size and state of the property.

7. Rates Relief: Colwyn Bay should apply to the Welsh Government's Retail, Leisure and Hospitality Rates Relief (RLH) scheme. We understand that this is something that Conwy needs to apply to but there are a number of Welsh towns that have used it to get 40% rate relief for town centre businesses with Rhondda running an additional Local Business Rate Reduction Scheme of £500/property for town centre businesses.

8. Enveloping scheme: As has happened in Holyhead there is scope to do block wide improvements. MonCa in Holyhead painted all the properties on the high street to achieve an instant impact at low cost.

9. Acquisition Fund: In the longer term there may be an opportunity to create an acquisition fund to purchase properties that are long term vacant. This is something that can happen once the agency has become established.

10. 26-28 Station Road: We very much admire the boldness of the Together for Colwyn Bay group in purchasing the former Allen & Sons department store which has most recently been a factory shop and a pub. This could be a hugely important part of the process and the Space Agency could help occupy the space and assist with fit out grants. It would also support the wider grant applications by the group for the full refurbishment of the building.

Project 3: Station Road

The tables at the second workshop were specifically asked to consider proposals for Station Road and there was a remarkable level of agreement about what should be done. As part of the presentation we had talked about temporary urbanism, using movable planters, seating and market stalls to reconfigure the space and to experiment with different solutions rather than wait for a major capital scheme.



Image generated by AI

This was broadly accepted and helped to broker a tentative agreement between those who wanted the street reopened and those who wanted it to remain closed so that it could be used for events and markets.

Opening to Traffic? The agreement was that the street should remain closed to traffic in terms of its legal status but the bollards should be left down allowing one way traffic from Conway Road. This would effectively create a shared space with pedestrian priority. This will need to be monitored and obviously agreed with the Highways Department at Conwy. However it wasn't felt that the traffic volumes would be high and while there were some concerns about whether the surfacing had been designed to take traffic, it was pointed out that service vehicles have been using the street for years and it hasn't been damaged.

Parking: There are quite a few vehicles parked on the street now that appear to belong to traders. These would not be allowed but short term parking (20mins) would be permitted so that people can pop into shops. There was a suggestion that alternative parking could be created perhaps by making the Ivy Street car park free and providing a cut through to Station Road.

Temporary Urbanism: The next step will be to provide movable street furniture including tables and chairs, planters and market stalls. The planters would be the main tool for reconfiguring the space, they can either be on locking wheels, or designed so that a forklift trolley can be used to move them around. They would be used to test different layouts and also to change the space for special events and markets. The tables and chairs would just be left out on the

Ashington, Northumberland: One of the examples used in the workshop was Station Road in Ashington. This is a high street that had been pedestrianised and where it has been reopened to traffic one way while allowing space for a market and other activities.



street allowing people to move them around as they use the space.

The Market: The new market is an important part of the strategy and should take place on Station Road. This would inevitably start small but the aim would be to grow the market so that it fills the entire street. It should also develop specialist markets such as farmers, plants, books, crafts etc... Rather than use gazebos

it is suggested that the initial grant invests in a set of stalls with coloured awnings that can be put out on the day of the market. This way you only put as many out as you need and don't end up with empty stalls. The stalls will probably start off on the eastern side of the street but as they grow they should occupy the central carriageway rather than turning their backs on the existing shops.

The planters would be the main tool for reconfiguring the space



Caernarfon: Castle Square in Caernarfon a good example of a shared space with movable furniture.

