



LLANDUDNO  
COASTAL  
FORUM

FFORWM  
ARFORDIROL  
LLANDUDNO

## MINUTES

Tuesday 30<sup>th</sup> October, 2018

### 1. THOSE PRESENT

Cllr Frank Bradfield - Conwy County Borough Council  
Mr Owen Conry - CCBC (ERF)  
Mr Edward Hiller - Mostyn Estates Ltd  
Mr Berin Jones - Llandudno Hospitality Association  
Mr Jon Merrick – Conwy County Borough Council - CDS  
Cllr Donald Milne – Conwy County Borough Council  
Cllr Greg JT Robbins - Llandudno Town Council (**LCF Vice Chair**)  
Mr Dyfed Rowlands – CCBC (ERF)  
Ms Alison Shields – Restore Our Beach (RoB)  
Mr Mike Shields – Restore Our Beach (RoB)  
Mr Nigel Treacy – Destination Conwy (**LCF Chairman**)  
Ms Debbie Wareham - Ships' Timbers (**LCF Secretary**)

### APOLOGIES

Mrs Eileen Burrows - Llandudno Chamber of Trade  
Cllr Francis Davies - Llandudno Town Council  
Mr Geraint Edwards – CCBC (ERF)  
Cllr Louise Emery – Conwy County Borough Council  
Mr Adam Williams – Llandudno Pier

### 2. DECLARATIONS OF INTEREST

None

### 3. MINUTES

3.1 To receive and accept the Minutes of the Llandudno Coastal Forum meeting held on **Thursday 19<sup>th</sup> July, 2018.**

Proposed by Cllr Greg Robbins; Seconded by Cllr Frank Bradfield.

### 3.2 Matters Arising from the Minutes of, **Thursday 19<sup>th</sup> July, 2018.**

**None**

#### **4. URGENT ITEM**

None received at the time of publication.

#### **5. CONWY CDS – VISIONARY WORK**

7.1 Update on the progression of the CDS Tourism Trajectory / Visionary work.

(Mr Jon Merrick – CCBC CDS).

Mr Jon Merrick (CCBC – CDS) gave an update of the Consultancy work that CCBC has commissioned to look at what extra amenities could be established in Llandudno around the north shore beach, and to begin with understanding current dynamics of tourism in Llandudno and to consider that around future trends. AECOM have been commissioned to do the work, and who are currently undertaking the work on the Outline Business Case. The work carried out so far includes producing a base line study for Llandudno which provides an economic impact for tourism of the Town. And to look at current visitor profiles. That work is complete. Data is a challenge to produce at a Town level because it is only held at a County level, and a regional and national level, so we had to apply some modelling. We challenged AECOM over some of the results they produced, so it is still work in progress. We think we are going to get some useful data that we can use. We have also asked AECOM to look at forward trajectory, how visitor numbers might look in five, ten, and twenty five years time, looking at national demographics and what amenities might need to be developed for future trends. AECOM has completed that piece of work. We also asked AECOM to align their work with the work they are doing with the sea defences. So we are making sure that this work ties in with sea defence work. We have also asked AECOM to look at options for five, ten and twenty five years time, based on those visitor profiles that they have done, at projecting the economic impact on the Town. AECOM have produced an economic modelling tool which can be used. We asked AECOM to carry out some comparative work that is comparing Llandudno to other UK resorts, namely Brighton, Harrogate, Margate and Scarborough. We have also asked AECOM to look at the development of visitor options for north shore, west shore and Great Orme, as a combined plan for tourism. Tourism is viewed as an all year round offer for the Town. The final draft report is hoped to be available in two weeks time. The final report will be shared with Llandudno Coastal Forum and we will do a summary work shop of that. Hopefully, all of that will happen this side of Christmas.

Mr Owen Conry (CCBC – ERF) commented that the Tourism Report will determine what Tourism is worth to Llandudno which will be use in the economic case of the OBC. It will be a very robust report and very useful in the OBC.

Mr Edward Hiller (Mostyn Estates) commented that AECOM are putting the data together, but the solutions are our solutions, not their solutions, adding that data is useful, but careful interpretation is important.

Cllr Greg Robbins (LLTC / Forum Vice-Chair) and Ms Alison Shields (Rob), both commented that they were encouraged to learn that by encouraging more families to visit, numbers would raise from 10% of total visitor numbers, to say 20% and with that bring a significant increase in economic benefit to the

Town. This would provide a good reason to go to Welsh Government to argue the case to have sand back on the north shore, adding that those children are then families of the future.

Mr Jon Merrick (CCBC – CDS) commented that the most successful resorts were actually those which have the breadth of visitors.

Cllr Frank Bradfield (CCBC – Elected Representative) commented that families are important because children are important drivers of money coming into the economy and should be asked what they want for Llandudno, sand to build sand castles probably.

Members were pleased to hear of the progress of the Tourism / Visionary Work, and were looking forward to seeing the final report in due course.

## **6. LLANDUDNO BMP / OUTLINE BUSINESS CASE (OBC)**

### **5.1 Update from CCBC on the development of the Outline Business Case, the next stage of the Llandudno Beach Management Plan (2017) work.**

**(Mr Geraint Edwards, Mr Dyfed Rowlands, Mr Owen Conry - CCBC ERF).**

Mr Owen Conry (CCBC – ERF) commented that AECOM are looking at various combinations of sea defence options based on the options given in the Llandudno Beach Management Plan 2017 with costs. They are aiming to have a meeting here at the end of November / December with the findings of their work.

Mr Dyfed Rowlands (CCBC – ERF) commented that they are hoping to have a draft of the OBC from AECOM before Christmas to share with the Forum. AECOM are looking at the wider benefits of the sea defences, that is not just as a means of sea defence, but also for the benefits to tourism. Once, CCBC receive the OBC, CCBC will share that report with Llandudno Coastal Forum and ask AECOM to give a presentation of their report to Members. The report will then go through the democratic process in Conwy, that is Scrutiny and Cabinet. We will then have a public consultation event in the New Year, to share these options with the public once more, and get their views and opinions. Usually, we offer just one option, but it is different for Llandudno, we will have more than one option, because it is more than a cost benefit analysis, that is, it is not just choosing the cheapest option, it is choosing an option that is right for Llandudno, where a sandy beach is important, as it has a wider economic benefit. Getting the cost benefit ratio right for improved flood defence for Llandudno is not the issue, it is making sure we get the right type of flood defence for Llandudno, and the additional 25% funding which will be the challenge. Llandudno scores highly in need of a new sea defence, and is fourth in Wales at risk of flooding by the sea. We hope as officers to go to Welsh Government with the options in the OBC, and ask if we can go to potential stakeholders to obtain the additional 25%.

Ms Debbie Wareham (Ships' Timbers / Forum Secretary) asked for clarification that there is more than one option of sea defence being offered in the OBC.

Mr Dyfed Rowlands (CCBC – ERF) commented that that is what they are going to ‘try and do’ which we have asked the Consultant to do. There will be the preferred option that will come out as the most cost effective solution to protect the Town from flooding, and that is what the guidance asks us to do, but we believe we need to look at the wider benefits providing recreation, and other amenities for people for Llandudno so that is what we want to do. Once the OBC is finalised as a draft to comment on, I want to take those options, maybe four, back to the public, and ask, ‘which is your favourite?’ Then the Consultant will finalise the report to say this is what the community in the Town wants.

Mr Owen Conry (CCBC – ERF) adds that sand on its own is not going to be a sea defence, it would need to be with a seawall (for example), because we have to account for future climate change effects.

Ms Debbie Wareham (Ships’ Timbers / Forum Secretary) expressed concerns that the most cost effective option in the report could be keeping the stones on the beach, because there is no flood risk to Llandudno (at north shore) apart from at the paddling pool, and children’s corner, as Members were informed at the last Forum meeting, and so Ms Wareham asked for clarification that there will be other combined options presented in the OBC?

Mr Owen Conry (CCBC – ERF) added that north shore would be at risk of flooding from future climate change, hence the current means of sea defence on north shore is not adequate.

Ms Wareham (Ships’ Timbers / Forum Secretary) added that at the previous meeting climate change was addressed by suggesting that a secondary wall could be built, so allowing the stones to remain on the beach. Requesting again to have it confirmed that a number of options will be offered in the OBC.

Mr Dyfed Rowlands (CCBC – ERF) commented that usually an OBC only presents a single cost effective option, but in this case, a number of options are hoped to be offered.

Ms Alison Shields (Rob) commented that it is the word ‘hoping’ that gives cause for concern

Mr Dyfed Rowlands (CCBC – ERF) reiterated that usually an OBC only presents a single cost effective option, but in this case, it has been requested that a number of options are offered for people to give their opinion on.

Mr Berin Jones (LLHA) asked for clarification that both reports will be completed before Christmas and when they will go through the democratic process?

Mr Dyfed Rowlands commented that the draft OBC will be with CCBC before Christmas and we will share that with Llandudno Coastal Forum Members. We will ask AECOM to give a presentation to the Forum. The work will go to Scrutiny afterwards. Hopefully, in January or February, but to the Forum before then.

Ms Debbie Wareham (Ships' Timbers / Forum Secretary) asked a question in context of getting peoples opinion of what they would like to see on the north shore beach as a sea defence. The reason this group was formed, is because of Alison Shields, and Mike Shields, campaign, and people supporting that, because they do not like the stones used as a sea defence on the beach. We have been looking at this from the point of view of coastal defence, and now tourism, but I was just wondering how we can bring peoples 'value' of the north shore, as it used to be as a sandy beach, into this as Llandudno's north shore is appreciated as a landscape similar to Snowdon, or any other iconic landscape in Wales, as a representation of Welsh culture? How that approach can be brought into this process and considered on par with coastal defence and tourism? How people value the beach because it is part of their culture, a sense of place, belonging, identity?

Ms Alison Shields (Rob) commented that from the perspective of history, Llandudno was developed as a Victorian Tourist industry, and valued because of that due to its beautiful natural beaches, and we need to remember that important point from the public point of view.

Ms Debbie Wareham (Ships Timbers / Forum Secretary) commented that Llandudno's north shore is part of people's identity, and there are 70 years of living memory which needs to be captured, and given due consideration, in the same way that coastal defence, and tourism, is considered. People have been asked *what* it is they want to see on Llandudno's north shore, as a means of sea defence, but they have not been asked *why*, do they want to see that and what value does that have to you in sense of your own identity? And that is why it is so important to people because it is part of their psyche. The question I am asking is how do we capture that information from people so it can add weight to the Tourism argument, and de-weight the argument for keeping stones on the beach and in effect adding strength to the option for putting sand back on the beach. So does that request another report?

Mr Owen Conry (CCBC – ERF) commented that the scheme is not just about sea defences, there are wider benefits incorporated into that.

Cllr Donald Milne (CCBC – Elected Representative) commented that this would be in the area of Tourism, adding that it involves culture. So far as the question of the OBC that considers sea defence. The way we ask the questions at the consultation, what they want, will be and getting people's views.

Ms Debbie Wareham (Ships' Timbers / Forum Secretary) commented that it was not Tourism. Adding that we have already asked people what type of sea defence they want to sea and what they don't want to see, and people have answered that question. But people have not been asked the why do you want to see that, and how do you value that beach, which is a completely different question, of identity and Welsh culture, as a landscape.

Cllr Donald Milne (CCBC – Elected Representative) commented that the next public consultation will be much bigger than the previous consultations, and will provide the prime opportunity to ask people that question.

Ms Debbie Wareham (Ships' Timbers / Forum Secretary) reiterated that it was understood that people will be asked again which of these options do they want, but we have not asked people why do they want that option. People need to be brought into this arena here, at the moment they have not been, they are lost!

Cllr Donald Milne (CCBC – Elected Representative) commented that asking the right questions at the consultation will draw out the answers.

Ms Debbie Wareham (Ships' Timbers / Forum Secretary) commented that she thought a separate report could be produced which sits on par with the sea defences and tourism reports.

Mr Owen Conry (CCBC – ERF) commented that such a report would not sit on par with coastal defence or tourism, because they can get funding from coastal defence or tourism, but people's opinion, won't on that won't.

Ms Debbie Wareham (Ships' Timbers / Forum Secretary) commented that people's opinion vote Counsellors in, people's opinion votes Janet Finch Saunders AM in to go to Cardiff, to write the policy, so people's opinion matter.

Mr Owen Conry (CCBC – ERF) commented that people's opinion does matter, but it does not sit on par with protecting the Town from flooding.

Ms Debbie Wareham (Ships' Timbers / Forum Secretary) commented that you don't have a coastal defence to protect the buildings, you have a coastal defence to protect the buildings for the people, people's lives, and their livelihoods.

Mr Berin Jones (LLHA) asked if surely something falls under the Future Generations Act, so potentially there is funding schemes under that. And affirmed that Ms Wareham was quite right to point out that we may have a third opportunity to have some funding here. And that we are missing something here that we are talking about sea defences, and business, but we are not talking about people. So when we have the public consultation we need to think about how we are going to target what people's feelings are about the beach. If that opportunity does not gather enough of the right information then we have to back to Conwy to ask for funding for that report to be produced.

Mr Dyfed Rowlands (CCBC – ERF) commented that there is a section in the OBC that covers heritage, so the questions asked at the consultation, can be fed back to AECOM, and included in the report.

Members went on to discuss organising the public consultation, sharing information with the public about that, and preparing the next press release, including the questions 'why is the beach important' so people can start thinking about those questions beforehand . It was agreed to put a short update on the LCF Facebook page to advise about the next steps of the work to accompany the 19.07.2018 minutes when they are shared on the LCF website.

## **7. PENRHYN BAY BEACH COASTAL DEVELOPMENT WORK**

**6.1 To provide Llandudno Coastal Forum Members with an update on the Penrhyn Bay Coastal Development work (Mr Geraint Edwards, Mr Dyfed Rowlands, Mr Owen Conry - CCBC ERF).**

Mr Owen Conry (CCBC – ERF) explained that the beach levels have dropped at Penrhyn bay, so we developed a preferred option, and carried out a cost benefit analysis, with a drop in session for public feedback. The public decided that the preferred option was not the one the public wanted. That feedback was given to Welsh Government and they agreed that CCBC would go back and review the option being offered at Penrhyn Bay. That work is ongoing.

## **8. LLANDUDNO BEACHES – INTERIM WORKS UPDATE**

Cllr Louise Emery has been asked to prepare a report concerning Llandudno Beaches - interim works and their costs. As Cllr Emery is unable to attend this meeting, this item will be rescheduled to the next Coastal Forum Meeting. Cllr Robbins (LLTC / Forum Vice-Chair) suggests an update should be available in January, 2019.

## **9. LLANDUDNO WEST SHORE – LLANDUDNO COASTGUARD AND RNLI TEAMS (LLANDUDNO AND CONWY) RECENT RESCUES OF PEOPLE FROM THE INCOMING TIDE FURTHER TO CROSSING NORTH DEEP CHANNEL**

**9.1 Over the last two weeks many people have been rescued by the Llandudno Coastguard and local RNLI teams (Llandudno and Conwy) further to them crossing the north deep channel at Llandudno's west shore, and then becoming cut off from the incoming tide. This is an extremely serious concern, and the need to address this problem has been raised with CCBC ERF. An email was sent (09.07.2018) by Llandudno Coastal Forum to CCBC ERF and to Cllr Donald Milne (CCBC – ERF Portfolio holder) about this matter asking for additional support to address this problem as a matter of some urgency. Llandudno Coastal Forum has previously discussed the need for improved signage / communication to people about the sand banks at west shore, and included this in a matrix of items to include for improvements in this area. Llandudno Coastal Forum has not received a reply yet to our recent enquiry about this matter raised with CCBC ERF. Hence, we now raise this issue as a concern at this LCF meeting (19.07.2018). (CCBC – ERF and Cllr Donald Milne (CCBC – ERF Elected Representative)).**

A reply has been received on 30.10.2018 from the Llandudno Coastguard. In order to give the matter due attention, it was agreed to address this matter at the next coastal forum meeting. Cllr Robbins (LLTC / Forum Vice-Chair) asked if an update could be given about the new signage that is going to be installed at west shore, as explained at the LCF meeting of 19.07.2018. It was agreed (by CCBC) an update will be given at the next LCF meeting.

## **10. TO DISCUSS OR NOTE ITEMS OF CORRESPONDENCE RECEIVED**

None received.

**11. MATTERS ARISING RELEVANT TO THE LLANDUDNO COASTAL FORUM**

Ms Wareham (Ships' Timbers / Forum Secretary) asked about website hosting costs 2019 and a possible application to Llandudno Town Council to cover these costs of £160. Cllr Greg Robbins (LLTC / Forum Vice Chair) suggested sending an email to the Town Clerk Llandudno Town Council.

**12. TO NOTE THE TIME AND DATE OF THE NEXT MEETING**

To be agreed, but provisionally, 1<sup>st</sup> week in December 2018.

**PLEASE ADVISE ANY APOLOGIES IN ADVANCE**