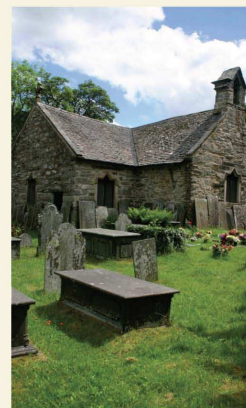




Conwy Rural Development Strategy

2007-2013

(Revised October 2009)



Conwy Rural Partnership

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Cronfa Amaethyddol Ewrop ar gyfer Datblygu Gwledig Ewrop yn Buddsoddi mewn Ardaloedd Gwledig
The European Agricultural Fund for Rural Development: Europe Investing in Rural Areas



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Introduction

This strategy has been reviewed by Conwy Rural Partnership in preparation for Business Plan 2 of the Rural Development Plan for Wales 2007-2013. The purpose of the review is to redefine the Partnership's strategic objectives in line with external & internal influences that have occurred over recent times.

The original strategy was prepared following a review of the Partnership's Action Plan, written in 2000, and the success of initiatives such as Rural Community Action, Menter Nant Conwy and Leader+. The review and development of the strategy has provided the Partnership with an opportunity to directly respond to the Rural Development Plan for Wales 2007-2013, in particular but also other changes within the policy environment.

The Partnership and this strategy remain true to the principles and aspirations within the original Action Plan, namely:

- a) To better understand the needs of rural communities within the County;
- b) To bring together the resources and potential of local businesses, rural communities, the Council and the various rural development agencies in meeting identified rural needs;
- c) To help rural communities to address their own economic, social and cultural aspirations, which;
- d) Result in an appreciable improvement in the quality of life and economic opportunities of rural communities.

The reviewed strategy document redefines the Partnership's objectives and outlines the development of its membership and the establishment of a robust delivery structure consistent with the requirements of the Rural Development Plan for Wales and able to enhance integration and co-ordination of other regeneration programmes. This strategy will be implemented by a rolling 3 year business plan.

Conwy County Borough Council will be acting as lead body for the Partnership providing secretariat support and financial coordination from its Community Development Service.

Section 1 – Partnership and Local Action Group (LAG) Structure

1. Present Partnership

- 1.1 The Conwy Rural Partnership was formed in early 2000 and arose from the first meeting of the Conwy Rural Forum. The Partnership had 19 formal members and is supported by the officers of various organisations with a rural development remit. Conwy County Borough Council provided executive/administrative support.
- 1.2 The Partnership's role is to co-ordinate and develop initiatives which support or benefit rural communities. An Action Programme was created in September 2000 supporting a variety of rural projects from grants, workshops, energy initiatives, village visions and enhancement etc
- 1.3 The Partnership perceives the involvement of the rural communities as an on-going development, and implementation of the Action Programme as fundamental, as Rural Conwy is a diverse area, with villages, and communities experiencing different living circumstances, needs and aspirations.

2 Future Partnership

- 2.1 In 2006, the Conwy Rural Partnership strengthened itself so as to have a more equal representation of the public, private, community and voluntary sectors with an interest in rural Conwy. The membership has been reviewed further in 2009 & now comprises some 28 formal members supported by advisers / officers. (List of members included at Appendix 1).
- 2.2 The current membership of the Partnership has developed through extensive consultation and independent facilitation of workshop discussion about the needs of rural Conwy and the Rural Development Plan. The Partnership has the ability to co-opt additional members if it sees fit and that in doing so the overall balance of membership is not affected.

3 Rationale for 2007- 2013 Structure

- 3.1 The Rural Development Plan for Wales (RDP) requires the local implementation of a Leader approach through Axis 4 (Leader Methodology), which must be delivered by a Local Action Group (LAG). It also requires that Axis 3 (Improving the quality of life in Rural Areas and Diversifying the Economy) will be directly linked to the delivery of Axis 4.
- 3.2 It is therefore apposite that a Rural Conwy Local Action Group delivers both Axis 3 and 4 on behalf of the Conwy Rural Partnership.
- 3.3 *Structure of Conwy Rural Partnership*
 - 3.3.1 The RDP proposed that local Partnerships manage both Axis 3 and 4, with the Leader+ like activity – the blending of innovation and risk – being delivered through Axis 4 and a Local Action Group structure. It also provided the option that Local Action Groups deliver both Axes on behalf of the Partnership.
 - 3.3.2 The Local Authority assumes Lead Body Status and Financial Co-ordinator roles on behalf of the local Rural Partnership and Local Action Group. (Appendix 2)
 - 3.3.3 This structure allows the Local Action Group to deliver both Axes 3 and 4 on

behalf of the Partnership. The membership of the Local Action Group (Appendix 3) retain the expertise and experience of the previous Group managing Leader+ but expands it to include voluntary and community representatives so as to be more representative of the scope of the RDP.

- 3.3.4 Within this structure the Local Authority host the management secretariat and functions as well as the financial co-ordination on behalf of the Conwy Rural Partnership and the Local Action Group.
- 3.3.5 The Rural Partnership holds ultimate decision making powers over all Axes 3 and 4 project and management issues as contracted, and the Rural Conwy Local Action Group can deliver Axis 3 and 4 deliverables on its behalf. This will be via a Memorandum of Understanding.

Section 2 – Background

4. Nature of Rural Conwy

- 4.1 The County of Conwy can be divided into the coastal settlements and rural area. The rural area accounts for some 80% of the total 1,130 km² of the County whilst being home to only 22.9% of its total population of 109,597 & with a population density of only 0.24 persons/ha compared to the Welsh average of 1.40 persons/ha. The rural area contains a diverse and rich environment stretching from the Snowdonia National Park in the west, which covers 50% of the rural area, across the Conwy Valley to the hills and moorland to the west of the Vale of Clwyd.
- 4.2 A predominantly farming landscape it is punctuated by the mountains of Snowdonia and the forests of Gwydyr and Clocaenog with scattered villages and hamlets. Within the Conwy Valley are the market towns of Llanrwst and Betws-y-Coed, a long established tourist centre.
- 4.3 The very nature of the area makes it attractive to so many, yet brings a number of difficulties in promoting and enhancing its economic base and sustainability of its economy and communities. It is therefore important that a Rural Development Strategy for Conwy recognises and understands the key barriers that conspire to limit and constrain rural development.
- 4.4 The Conwy Rural Partnership regard 'Rural Conwy' to include the 14 Wards, as shown in Table 1 below, and on Map 1 (page 12) which includes the market town of Llanrwst and the Gele ward of the Abergele market town.

Ward	Population
1 Capelulo	1,455
2 Gele	4,403
3 Betws Yn Rhos	1,923
4 Llansanffraid Glan Conwy	2,290
5 Caerhun	1,894
6 Eglwysbach	1,502
7 Trefriw	1,338
8 Gower	1,109
9 Crwst	1,928
10 Uwch Conwy	1,494
11 Llangernyw	1,321
12 Llansannan	1,853
13 Betws-y-Coed	1,187
14 Uwch Aled	1,403
Total	25,100

Table 1 - Source: 2001 Census

- 4.5 The Partnership recognises that the area is not self-sufficient and often neighbouring wards can have strong links with the rural area. Often projects located just outside the rural area can benefit its population and businesses. Consequently, the Partnership proposes that the following wards be regarded as potential Service Centres (see Map 1 for locations):

Ward	Population
Bryn	1,950
Conwy	4,080
Craig y Don	3,410
Deganwy	3,680
Llanddulas	1,570
Marl	3,750
Pandy	1,760
Pant-yr-Afon/Penmaenmawr	2,430
Pensarn	2,700
Penrhyn	4,770
Total	30,100

Table 2 – Source: 2001 census

This would indicate that some 50% of the County's population to one degree or another is directly affected by the future of the County's rural area.

- 4.6 During the summer months the number of people staying within the area increases dramatically due to high levels of tourism (around 15% of all tourist accommodation in Wales is within Conwy). Whilst the majority of bed spaces will be found within the coastal communities, particularly Llandudno and Towyn/Kinmel Bay, the numbers are also significant within the rural area. Such numbers of visitors place significant pressures upon services and infrastructure. Whilst tourism generates an injection of around £375 million annually into the local economy it provides both opportunity and threat.

5. Demography

- 5.1 Whilst it is difficult to consistently separate statistics for the rural area alone there are a number of key Conwy wide statistics which need to be borne in mind when considering a rural strategy:

- Whilst the County's population as a whole is growing at a faster rate than much of the rest of Wales 2.6% compared to 1.9% across Wales for 1993-2003, the population of the rural wards is slowly declining, 0.3% in the same period.
- Within Conwy as whole & rural Conwy it is the older age groups which are growing. At 26.3% & 21.6% respectively, the retirement age group is significantly greater than the Welsh average of 20.1% with the working age group representing 55.2% compared to 59.7%.
- Only slightly more than half of the population of the County Borough were born in Wales (54%), this is however higher in the rural areas (63.3%). This in part accounts for the relatively low proportion of the population in Conwy County Borough who are able to speak Welsh when compared to the neighbouring counties to the West. 29% of the population aged 3 years old or over in Conwy County Borough are Welsh speakers; this significantly rises in the rural areas of Conwy to 49.2%. Both figures are considerably above the all Wales figure of 20.5%. Ability to speak Welsh is most prevalent amongst those of school age (49.5% aged 5-15 across the County Borough). In general the incidence of both Welsh speakers and those born in Wales increases towards the West, and as one travels inland from the more highly populated coastal strip, ability to speak Welsh is at a peak in the rural southern ward of Uwchaled (74% Welsh

speaking).

5.2 Ethnic Minorities in Conwy

Figures for ethnicity in Conwy taken from the 2001 census show that the percentage of usually resident people from an ethnic minority background was recorded as 1,157 people, a total of 1.06% of the population (see table below). Figures for Rural Conwy are lower with 186 people (0.7%) recorded as from an ethnic minority background.

Out of a total resident population of 109,597 (2001 census figure) the census further categorises the population of the County Borough as follows:

White			Mixed					
British	Irish	Other White	White & Black Caribbean	White & Black African	White & Asian	Other mixed	Chinese	Other groups
106,049	1,110	1,280	101	55	146	125	210	99

Asian or Asian British				Black or Black British		
Indian	Pakistani	Bangladeshi	Other Asian	Black Caribbean	Black African	Other Black
124	71	50	84	29	52	11

Table 3: Ethnic Origin

Extract from Conwy County Borough Council Race Equality Scheme 2005-2008

6. Economic Base

6.1 Base levels of unemployment in the County have increased from the figures included in the original strategy, i.e. from 3.0% in 2003 to 5.8% in 2009. In addition, the gap between the Conwy unemployment rate in 2009 compared to Wales & the UK has reduced, i.e. Conwy = 5.8%; Wales = 6.8%; UK = 6.2%. It must also be remembered that the predominance of the tourism sector within the local economy results in a marked increase in unemployment over the winter months. Conwy also has a low wage economy as demonstrated in Table 4 below.

	GVA/Head 2005	Index of GVA/Head 2005 (UK = 100)	Gross Disposable Household Income 2007 (UK = 100)	Average Gross Weekly Earnings of FTE 2008 (£)
Wales	13,693	76	88	421.00
Conwy	11,109	61	93	417.40

Table 4 - GVA and Incomes

- 6.2 It is accepted that the likely explanation for the discrepancy between GVA per head figures, which are calculated on a workplace basis, and wages/income, which is calculated on a residential basis, is the net out-commuting from Conwy, particularly to NE Wales. The position is exacerbated in the rural communities where, for example, 43.6% of households in Betws-y-Coed are classed as low income (gross annual salaries of first and second adults, below £8,000, compared with 39.2% for rural Wales).
- 6.3 The employment structure in Conwy is at variance to that of the country as a whole. There is a heavy skew towards the public administration and tourism sectors.

Industry Sector	Wales %	Conwy %	Rural Conwy %
Agriculture, hunting, forestry and fishing	2.5	3.1	8.7
Energy and water	1.0	0.8	1.3
Manufacturing	17.3	9.9	10.1
Construction	7.4	8.4	9.3
Distribution, hotels and restaurants	21.7	28.1	23.8
Transport and communications	5.5	4.9	4.3
Financial intermediation and business services	11.8	10.5	2
Public administration, education and health	27.9	29.3	28
Other services	4.8	5	12.6

Table 5 - Employment Structure – Census 2001

- 6.4 Although employment in agriculture accounted for only 8.7% of jobs in the 2001 Census, this sector is still of great significance within the area. Some 87% of agricultural land is classified as poor or very poor, and almost 90% of land is used as permanent grass or rough grazing. Livestock farming, especially sheep, predominates. It is the predominance of tourism, agriculture and the service sector which drive wage levels down, particularly within rural Conwy. This is also emphasised when looking at the nature of employee jobs in Conwy compared to Wales as a whole, i.e. high dependency on seasonal work.

Employee Jobs	Conwy %	Wales %
Full time	59.9	67.0
Part time	40.1	33.0

Table 6 – Employee Jobs – ONS Annual Business Inquiry (2007)

- 6.5 Conwy as a whole, but particularly rural Conwy, depends upon small and micro owner managed businesses. Indeed the County has a higher density of VAT registered businesses than Wales as a whole.
- 6.6 Since the mid 1990s there has been a general upward trend in new business start ups within the County reaching 3.5 per 1000 16+ population in 2003, comparable with Cumbria and Cornwall. However, overall performance has been poor with a 0.98% drop in the stock of VAT registered businesses from 1994 – 2004.

	England %	Wales %	NW Wales %	Conwy %
Agriculture forestry and fishing	-13.64	-13.26	-9.48	-7.39
Mining and quarrying; Utility supplies	-0.41	-34.62	-33.33	None
Manufacturing	-7.13	-0.51	-8.11	0.00
Construction	12.07	1.38	0.88	-1.27
Wholesale, retail and repairs	-7.59	-12.82	-14.96	-14.52
Hotels and restaurants	19.45	10.98	7.21	2.35
Transport, storage and communication	12.97	4.50	0.00	-4.00
Financial intermediation	17.74	33.96	50.00	100.00
Real Estate, renting & business activities	61.86	64.26	49.15	61.19
Public admin, community, social and personal services	10.87	-2.25	-7.94	-9.09
Education, health and social work	10.35	-13.46	-26.32	-37.50
All sectors	14.16	2.09	-2.79	-0.98
Stock of Businesses and 2004	1,553,775	80,015	10,290	3,540
16+ population	40,336,48 0	2,380,1 80	243,580	91,860
Businesses per 1000 16+ population	38.5	33.6	42.2	38.5

*Table 7
Percentage Change in Stock of VAT Registered Businesses,
end 1994 to end 2004*

6.7 These figures indicate a possible lack of entrepreneurship within the County. However, they do, in common with other rural areas, hide the true picture, as emphasised by ESYS Consulting Ltd in their “North West Wales Economic Futures” report for WAG Spatial Plan team. They highlight the discrepancy of trends between VAT registration data and Business Start Up outcomes from Enterprise Agencies, etc. The latter, however, contains a predominance of lifestyle businesses which can form the backbone of a rural community. The same study proposes that a sustainable economic future for rural North West Wales would come from a concentration of effort within tourism and environmental sectors.

7. Skills

7.1 A business survey undertaken by Conwy CBC showed that finding skilled personnel is an important issue. The 2001 Census showed that the geographic distribution of qualifications across the Country is scattered with no bias towards the rural communities.

7.2 An Annual Population Survey (Nomis) indicates that 41.9% of the County’s working population has NVQ3 and above which is lower than the Wales average of 45.5%. In addition, the percentage of the working age population with no qualifications is slightly higher than the Wales average (14.9% and 14.1% respectively) therefore suggesting that more development work is required.

8. Services

- 8.1 The returns for Rural Conwy from the 2004 Wales Rural Observatory survey of local services in rural Wales indicates a worrying position for many communities. The communities of Rural Conwy are heavily dependent upon the coastal communities for major service provision. Whilst Llanrwst provides a range of shops, banks and basic services it is to a certain extent inaccessible to many in the rural area and certainly those dependent upon public transport.
- 8.2 Shops, pubs and cafés within the National Park have their trade bolstered by tourists. Whilst this ensures their survival it does not always meet the needs of the resident population.
- 8.3 The need for advice services within the rural area has been emphasised in recent years with the loss of the Citizens Advice Bureau and the Job Centre from Llanrwst.
- 8.4 The Welsh Index of Multiple Deprivation 2005 indicates that 7 of the 14 communities within Rural Conwy are within the 190 most deprived communities for the “Geographical Access to Services Domain”. Three others are in the worst 380 with only the wards covering Llanrwst and Abergele having reasonable access to services.

9. Affordable Housing

- 9.1 Affordable housing has been identified as a key issue by the Partnership and endorsed by the consultation exercise. Whilst in common with many areas the County of Conwy is seeing an increasing number of households due to population increase and the growing number of single person householders, problems are reinforced by its popularity as a retirement area and the tourism industry taking properties for self-catering accommodation or holiday homes.
- 9.2 In June – August 2009 the average house price in Conwy was £136,851 compared to an all Wales figure of £121,896. Although these prices have decreased it remains that the average house price in Conwy during June-August 2009 was over 6 times the average annual earnings. This situation has significant implications for younger people and key workers.

10. Natural Environment

- 10.1 Conwy’s high quality natural environment is a key factor in considering the future economic development of the rural parts of the County Borough. The natural environment provides an important context, particularly in respect of tourism, agriculture, forestry and opportunities for energy.
- 10.2 The habitats of rural Conwy range from limestone grasslands, wetlands and wooded river valleys, to upland moorlands and mountains, and the high quality of the landscape which those habitats create is reflected by the fact that nearly 50% of rural Conwy falls within the Snowdonia National Park.

- 10.3 The area is rich in biodiversity, with many designated Sites of Special Scientific Interest, four of which are Natura 2000 sites (sites of European significance designated under the Habitats Directive or the Birds Directive). The Natura 2000 sites include the extensive Eryri/Snowdonia Special Area of Conservation and the Migneint-Arenig-Dduallt Special Area of Conservation and Special Protection Area.
- 10.4 Protection and management of the environment is undertaken by landowners including large estate owners and farmers, and organisations such as the Forestry Commission Wales and National Trust. National grant schemes and local initiatives provide financial incentives for environmentally and economically sustainable management of land.
- 10.5 The natural environment of Conwy provides opportunities to develop and support the rural economy through its sustainable use and enjoyment – not only by providing a superb visual panorama for visitors to the area, but also through the development of active recreational opportunities which sensitively utilise the local environmental characteristics and topography. This has already been demonstrated through, for example, the mountain bike trails developed in the Gwydyr Forest and the walking and cycling trails developed in the Hiraethog area.
- 10.6 The natural resources of Conwy also provide opportunities for developments in renewable energy. Work has already been undertaken but further development is required.
- 10.7 As part of Conwy's Community Strategy, the Quality Environment Strategy provides a framework for the development of Conwy's rural environment. Wildlife aspects are also addressed within Conwy's Local Biodiversity Action Plan, and that for the National Park. A statutory local framework is also provided by the Development Plans of the two Local Planning Authorities (Conwy and the National Park Authority).

11. Rural Conwy - SWOT Analysis Summary (Partnership Workshop 29/09/09)

The original SWOT analysis as included in the Rural Development Strategy 2007-2013 was reviewed by the Partnership at their workshop on 29 September 2009. Members reviewed the factors identified in the original SWOT analysis & agreed on those that were particularly important now in 2009 by considering the factor's influence on the economy and quality of life in rural Conwy. Members culminated the review of the SWOT by identifying the overarching important factors, of which are included below. The full SWOT analysis can be seen at Appendix 4.

Strengths	Weaknesses
<ul style="list-style-type: none"> ▪ A55 Corridor allows easy access to both Ireland and the rest of the UK; also gateway to Snowdonia ▪ Strong sense of community ▪ Wealth of natural resources & facilities – clean energy opportunities: wind, water woodlands, fisheries and agricultural products ▪ Strong self employment sector ▪ Strong agricultural base ▪ Unique & diverse linguistic and cultural heritage 	<ul style="list-style-type: none"> ▪ Lack of infrastructure ▪ Lack of sustainable employment opportunities ▪ Skills mis-match and pockets of areas with low qualifications & low basic skills ▪ Closure of local retail ▪ Lack of tourism coordination ▪ Lack of affordable housing ▪ Inward migration of older population
Opportunities	Threats
<ul style="list-style-type: none"> ▪ Self-employment and entrepreneurship ▪ Marketing and promotion of existing resources ▪ Active tourism ▪ Make better use of natural resources ▪ Extending the tourism season ▪ Opportunities for renewable energy ▪ Development of a Skills Resource Centre 	<ul style="list-style-type: none"> ▪ Economic downturn ▪ Short term funding & the bureaucracy surrounding the funding ▪ Cuts in public expenditure leading to closure or reduction of basic services ▪ Lack of inward investment ▪ Agricultural economy undergoing structural long term change ▪ Outward migration of people of working age ▪ Climate change

Section 3 – Strategy

12. Vision

- 12.1 When initially established in 2000, the Partnership sought to “create new economic, social and environmental opportunities for the rural communities of Conwy”. This remains a driver for the Partnership as it brings together the key interests in rural Conwy in order to better understand the needs of rural communities, bring together their resources and potential to realise an appreciable improvement in the quality of life and economic opportunities of rural Conwy. The vision for rural Conwy is therefore to:

“Create a prosperous future for rural Conwy.”

13. Target Groups and Cross Cutting Themes

- 13.1 From Section 2 and the SWOT analysis it can be seen that to realise this vision the Partnership needs to concentrate its efforts on particular areas of action/groups of the population to counter the decline in population, services and economic activity within the rural area. The focus of activity should be:

- Women, young people, black and ethnic minority groups ensuring that services and opportunities are made available for them to be active both economically and socially;
- Use the potential of the Welsh language, culture & heritage of the County to benefit the rural areas economic and social sustainability;
- Ensure that acceptable levels of service are available to meet the needs of children and the elderly within their communities;
- Micro and small enterprises: encouraging the creation of new business, supporting and encouraging them through the provision of relevant business support, infrastructure, support skills and networking;
- Creation of opportunities for rural Conwy to flourish be this through: employment & training opportunities to encourage youth retention; development of skills for the under employed to take a more active role within the local economy; adequate infrastructure to encourage business development;
- To conserve and add value to the areas environment, natural resources, social fabric and produce to the benefit of the local community and economy;
- Seek to use and maximise the opportunities offered by new technologies, including ICT to the benefit of the local economy and communities;
- Support the tourism sector to extend the tourist season & increase visitor spend in rural Conwy.

14. Policy Context

- 14.1 The Conwy Rural Development Strategy has been developed within the context of a set of existing and emerging policy initiatives and strategies. These provide an important backdrop to the Strategy and the Partnership wish to maintain a high degree of consistency, coherence and integration within the wider policy framework.

- 14.2 *EU Strategies*
- 14.2.1 Support for rural development by the European Agricultural Fund for Rural Development (EAFRD)
<http://europa.eu/scadplus/leg/en/lvb/l60032.htm>
- 14.2.2 The Common Agricultural Policy (CAP)
<http://www.defra.gov.uk/farm/policy/capreform/index.htm>
- 14.2.3 Lisbon Agenda
- 14.2.4 Gothenburg Agenda
- 14.3 *National Policy Initiatives*
- 14.3.1 Rural Development Plan for Wales 2007-2013 (RDPW)
<http://new.wales.gov.uk/topics/environmentcountryside/farmingandcountryside/ruraldevelopment/ruraldevelopmentplan4wales2007/?lang=en>
- 14.3.2 People, Places, Futures – The Wales Spatial Plan
<http://wales.gov.uk/about/strategy/spatial/?lang=en>
- 14.3.3 Wales: A Vibrant Economy
<http://wales.gov.uk/about/strategy/publications/business/935778/?lang=en>
- 14.3.4 Skills and Employment Action Plan 2005
<http://wales.gov.uk/topics/educationandskills/publications/circulars/401051?lang=en>
- 14.3.5 Farming for the Future
<http://wales.gov.uk/topics/environmentcountryside/farmingandcountryside/farming/farmingforthefuture>
- 14.3.6 The Sustainable Development Action Plan 2004-2007
<http://wales.gov.uk/topics/sustainabledevelopment/publications/susdevactionplan/?lang=en>
- 14.3.7 Environment Strategy for Wales
<http://wales.gov.uk/topics/environmentcountryside/epq/envstratforwales/?lang=en>
- 14.3.8 Making the Connections
<http://wales.gov.uk/about/strategy/makingtheconnections/:jsessionid=G1xvKlgWBnQxJzBQN4WdQkbjnRLt2isXpNgkRVcsMr0p6Qgp8W4RI-1542031213?lang=en>
- 14.3.9 Iaith Pawb
<http://wales.gov.uk/topics/welshlanguage/iaithpawb/?lang=en>
- 14.3.10 Achieving our Potential
http://www.tpnw.org/docs/strategies/Acheiving_our_potential_ENG.pdf
- 14.4 *Sub-Regional Initiatives*
- 14.4.1 West Wales and Valleys Convergence Strategy
<http://www.wefo.wales.gov.uk/default.asp?action=page&ID=1953>
- 14.4.2 A Winning North Wales – The North Wales Development Strategy
http://www.nwef.org.uk/downloads/2005_02_22_T13_04_24.pdf

- 14.4.3 Tourism Strategy North Wales 2003-2008 – Planning Tomorrow’s Tourism Today
<http://www.tpnw.org/english/strategies.html>
- 14.4.4 “Turning Ideas into Reality” – Community Strategy for Conwy 2004-2014
<http://www.conwy.gov.uk/doc.asp?cat=628&doc=2353>
- 14.5 *Local Strategies and Initiatives*
- 14.5.1 A Regeneration Strategy for Conwy 2005-2015
The Regeneration Strategy looks at a wide range of aspects including business, tourism, cultural and community issues. It supports and develops the Council's Community Strategy and sets out the themes and direction for Regeneration in the County.
<http://www.conwy.gov.uk/doc.asp?cat=1257&doc=15285&Language=1>
- 14.5.2 Rural Community Action 2003-2007
Supports locally led Community regeneration in renewing social, economic, environmental and cultural vitality of an area.
<http://www.conwy.gov.uk/section.asp?cat=3062>
- 14.5.3 Conwy Local Biodiversity Action Plan
Successful related activity includes the Hiraethog Moors initiative.
<http://www.conwy.gov.uk/sectionextra.asp?cat=1361>
- 14.5.4 Menter Nant Conwy
This successful private sector partnership has taken forward an action plan designed to deliver the Betws-y-Coed Rural Tourism Growth Area and Rural Business Action initiatives.
<http://www.menternantconwy.co.uk/eng/strategy/index.html>
- 14.5.5 Leader+
The combined work of the Rural Conwy Local Action Group and Conwy Energy Agency in delivery of the two phases of the Leader+ programme and associated projects.
<http://www.wefo.wales.gov.uk/default.asp?action=page&ID=21>
- 14.5.6 West Wales and Valleys Objective 1
The Conwy Rural Partnership were responsible for the development of all projects funded via the local allocations and influenced the local delivery of many of the regional projects.
<http://www.wefo.wales.gov.uk/default.asp?action=page&ID=18>
- 14.5.7 Local Development Plan
Rural Conwy has two planning authorities: Snowdonia National Park Authority and Conwy County Borough Council.
<http://www.conwy.gov.uk/sectionextra.asp?cat=493&Language=1>
- 1.6 *Co-operation & Collaboration*

Where appropriate, links will also be made with neighbouring RDP areas, where areas are adjacent, and cross-over between interests exists. This process has already begun in North Wales. Representatives from the Lead Bodies and the Local Action Groups have met and agreed that Energy (especially community solutions), Information Communication Technology (particularly high speed internet access in rural areas) and Cultural distinctiveness (including what makes

people want to live in an area) were priorities within their Local Development Strategies where a collaborative approach might be beneficial. These will be pursued further.

15 Strategic Objectives

15.1 In order to achieve the vision a number of strategic objectives have been identified. These remain loyal to the initial objectives of the Rural Action Plan for Conwy 2000 & those within the original version of the Rural Development Strategy 2007-2013. The current review of the Conwy Rural Development Strategy has involved the Partnership reconsidering its initial proposals in the light of the Rural Development Plan for Wales 2007-2013, the Conwy Community Strategy, the Conwy Regeneration Strategy and external factors.

15.2 SO1 – Develop & diversify the economic base of rural Conwy

15.2.1 Rationale: Significant added value and wealth is created by various sectors within the rural economy, however it remains the case that rural Conwy is less diversified than its coastal communities. SO1 seeks to change this position by increasing wealth generating capacity and employment opportunities through projects aimed at developing new and existing rural businesses; encouraging entrepreneurship; adding value to local products; and provide support for new opportunities. Our measures of success will be the creation of new businesses; increased employment opportunities; and increased diversification within the agricultural sector.

15.3 SO2 – Renew and strengthen sustainable recreation and tourism

15.3.1 Rationale: Tourism is of fundamental importance to the economy of rural Conwy as one of the largest employment sectors. SO2 seeks to improve the competitive position of the tourism and recreation sectors through projects aimed at extending the tourist season; maximising tourist expenditure in the area; enhancing sustainable recreation; and support for new opportunities. Our measures of success will be the increase in tourism numbers; increase in visitor expenditure; greater opportunity for all year round employment opportunities.

15.4 SO3 – Skills Development

15.4.1 Rationale: Skills are vital to the competitiveness of business and the development of communities. SO3 seeks to increase economic activity levels and the development of personal and community confidence through projects aimed at addressing the skills gap; sector specific training; expanding community led initiatives; supporting local provision of education facilities; and tackling the underlying reasons for economic inactivity. Our measures of success will be qualification levels; economic activity levels; and the number of community initiatives.

15.5 SO4 – Sustain & develop the built & natural environment

15.5.1 Rationale: Rural Conwy's environment provides opportunity for tourism, agriculture, forestry & energy. SO4 seeks to sustain & develop the built & natural environment of rural Conwy through projects aimed at conserving rural Conwy's natural environment; promoting sustainable energy initiatives; supporting village enhancement; integrated transport; encourage appropriate use of the natural environment and improve ICT infrastructure. Our measures of success will be use

of the natural environment; development of renewable energy initiatives; Broadband coverage; and new initiatives supported.

15.6 *SO5 – Enhance local distinctiveness*

- 15.6.1 Rationale: Local distinctiveness is what shapes the personality of a place. It is the combination of characteristics & qualities that combine to give a place its own particular identity & atmosphere. It provides its citizens with a sense of civic pride; & is a significant factor in attracting people to live, work, visit or invest in an area, & consequently is an important element in an area's economic competitiveness. SO5 seeks to enhance and further develop a rich heritage of distinct and dynamic communities which have local identity, culture, language and character. This will be achieved through projects aimed at reinforcing those characteristics that make rural Conwy distinctive; take full advantage of rural Conwy's location; reinforce rural Conwy's distinctive environmental assets; initiatives that promote & encourage the use of the Welsh language & retention of Welsh culture; and the active marketing of rural Conwy's distinctive characteristics. Our measures of success will be the increase in visitor numbers; perception of the area as a distinct cultural & linguistic area; and the number of Welsh speakers in rural Conwy.

15.7 *SO6 - Build Sustainable Rural Communities*

- 15.7.1 Rationale: The communities of rural Conwy are heavily dependent upon the coastal communities for major service provision. Of particular concern is the loss of basic services, affordable housing and social isolation. SO6 seeks to promote and support the social and built infrastructure of rural Conwy through projects aimed at the maintenance of service infrastructure and accommodation (including affordable housing & community facilities); outreach work; support for small scale capital development; access to ICT facilities; and the enhancement of support networks. Our measures of success will be the access to basic services; levels of Broadband usage; and the number of community led initiatives supported.

16 Policy Action

- 16.1 This section reviews the proposed strategy developed in conjunction with partners and mapped against the themes of the Rural Development Plan for Wales, Rural Community Action, Convergence Programme and the Conwy Community Strategy. Table 8 summarises the relationship between the Strategic Objectives and these key policy instruments. The context of each strategic objective is then summarised.

Table 8 - The Development Process

Conwy Rural Development Strategy 2007-2013: Strategic Objectives	Rural Development Plan for Wales									Convergence						Conwy Community Strategy									
	Axis 1	Axis 2	Axis 3: Measures							Axis 4	ERDF Priority					ESF Priority			Healthy Place	Prosperous Conwy	Strong and Safe Communities	Learning & Creativity	Quality Environment		
			311	312	313	321	322	323	331		1	2	3	4	5	1	2	3							
SO1 – Develop & diversify the economic base	✓	✓	✓	✓		✓			✓	✓	✓	✓	✓		✓	✓	✓	✓	✓	✓		✓		✓	
SO2 – Renew & strengthen sustainable recreation & tourism		✓	✓	✓	✓	✓			✓	✓		✓				✓		✓	✓	✓	✓	✓	✓	✓	✓
SO3 – Skills development			✓			✓			✓	✓	✓	✓			✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	
SO4 – Sustain & develop the built & natural environment		✓			✓	✓	✓	✓	✓	✓			✓	✓	✓				✓	✓		✓	✓	✓	✓
SO5 – Enhance local distinctiveness					✓	✓	✓	✓	✓	✓		✓		✓		✓			✓	✓	✓	✓	✓	✓	
SO6 – Build sustainable rural communities	✓					✓	✓	✓	✓	✓	✓		✓	✓			✓	✓	✓	✓	✓	✓	✓	✓	✓

Summary of Strategic Objectives

SO1 – Develop & diversify the economic base of Rural Conwy	
RDP Axes 1, 2, 3 and 4 Convergence Programme: ERDF Priorities 1, 2, 3 and 4; ESF Priorities 1, 2 & 3	
Proposed Interventions	<ul style="list-style-type: none"> ▪ Small Business Development Programmes ▪ Entrepreneurship Development Programmes ▪ Small Business Funding Programmes ▪ Quality Assurance Programmes ▪ Infrastructure ▪ Support for Innovation ▪ Develop business-to-business supply chain links ▪ Business support hub
Co-operational Project Potential	Bespoke rural business support programmes
Lead Organisation and Partners	Antur Conwy Enterprise Network; FS4B; FE & HE Centres; Chambers of Trade/Associations; Bank, Accountants, and other professional; LSP's; Princes Trust, WAG-DEIN, CCBC, SNP, Rural Development Centre Ltd
Links to other SOs	SO2, SO4, SO5 & SO6

SO2 – Renew and strengthen sustainable recreation and tourism	
RDP Axes 2, 3 and 4 Convergence Programme; ERDF Priorities 1, 2, 3 & 4; ESF Priorities 1, 2 & 3.	
Proposed Interventions	<ul style="list-style-type: none"> ▪ Improving Visitor Facilities ▪ Visitor Transport Infrastructure ▪ Marketing and Promotion Programmes ▪ Develop & Promote Food & Slow Tourism ▪ Support for New Opportunities ▪ Improve All Year Round Tourism & Recreation Offer ▪ Improve Customer Care ▪ Effective Destination Management ▪ ICT
Co-operational Project Potential	Rural and community based tourism
Lead Organisation and Partners	Conwy CBC, TPNW, SNP, DEIN, DELLS, Coleg Llandrillo, CCW, Dwr Cymru, Menter Iaith, Popeth Cymraeg, Tourism Associations, Menter Nant Conwy, Private Sector, Forestry Commission, Community Enterprises, Environment Agency, Farming Unions, RCA
Links to other SOs	SO1, SO3, SO4, SO5 & SO6

SO3 – Skills Development

RDP Axes 1, 3 and 4

Convergence Programme: ERDF Priorities 1, 3 & 5; ESF Priority 3

Proposed Interventions	<ul style="list-style-type: none"> ▪ Skills development within rural businesses ▪ Sector Specific Training ▪ Expand community lead initiatives ▪ Local Provision for Education Facilities ▪ Tackle underlying reasons for Economic Inactivity ▪ Farming skills development programme ▪ Developing Environment and land based skills ▪ Developing the skills in rural communities
Co-operational projects	Training packages
Lead Organisation and Partners	FE & HE Colleges, Conwy CCET, private training providers, Young Farmers, Farming Unions, private sector, Conwy CBC, RCA, Rural Development Centre Ltd
Links to other SOs	SO1, SO2, SO5 & SO6

SO4 – Sustain & Develop the Built & Natural Environment

RDP Axes 2, 3 and 4

Convergence Programme: ERDF Priorities 3, 4 & 5.

Proposed Interventions	<ul style="list-style-type: none"> ▪ Landscape and conservation programmes ▪ Promote sustainable energy initiatives ▪ Village Enhancement ▪ Integrated Transport ▪ Improve ICT infrastructure ▪ Access enhancement and maintenance programmes
Co-operational Project Potential	Sustainable Energy Initiatives Landscape and environmental sustainability Access initiatives
Lead Organisation and Partners	Conwy CBC, WAG, National Trust, FE & HE Colleges, Dwr Cymru, Environment Agency, SNP, Farming Unions, CCW
Links to other SOs	SO2, SO5 & SO6

SO5 – Enhance Local Distinctiveness	
RDP Axes 1, 3 and 4 Convergence Programme: ERDF Priorities 1, 3 & 5; ESF Priority 3.	
Proposed Interventions	<ul style="list-style-type: none"> ▪ Development of Conwy products ▪ Development of Conwy's distinct culture, heritage & language ▪ Promotion, marketing and sales of Conwy products ▪ Community Support Programmes ▪ Collaborative Marketing ▪
Co-operational Project Potential	Product, brand and cultural development Promotion opportunities
Lead Organisation and Partners	Conwy CBC, Arts Council, FAS, DEIN, RCA, Farming Unions, Trade Associations, Forestry Commission, TPNW, Private Sector, Communities
Links to other SOs	SO1, SO2, SO4 & SO6

SO6 – Build Sustainable Rural Communities	
RDP Axes 1, 3 and 4 Convergence Programme: ERDF Priorities 1, 3 & 5; ESF Priority 3.	
Proposed Interventions	<ul style="list-style-type: none"> ▪ Maintenance of service infrastructure & accommodation ▪ Outreach Work / Services ▪ Support for small scale capital development ▪ Access to IT facilities ▪ Enhancement of support networks ▪ Social and Community Infrastructure ▪ Empowering Rural Conwy communities ▪ Community Key Fund ▪ Support community facilities ▪ Retention and regeneration of Rural Services Infrastructure
Co-operational Project Potential	Community Infrastructure Community Planning Community Finance Rural Services
Lead Organisation and Partners	Conwy CBC, CVSC, RCA, LSP, Health Trusts, Housing Associations, Community Transport, National Trust, Community Councils, SNP, WAG
Links to other SOs	SO1, SO2, SO3, SO4 & SO5

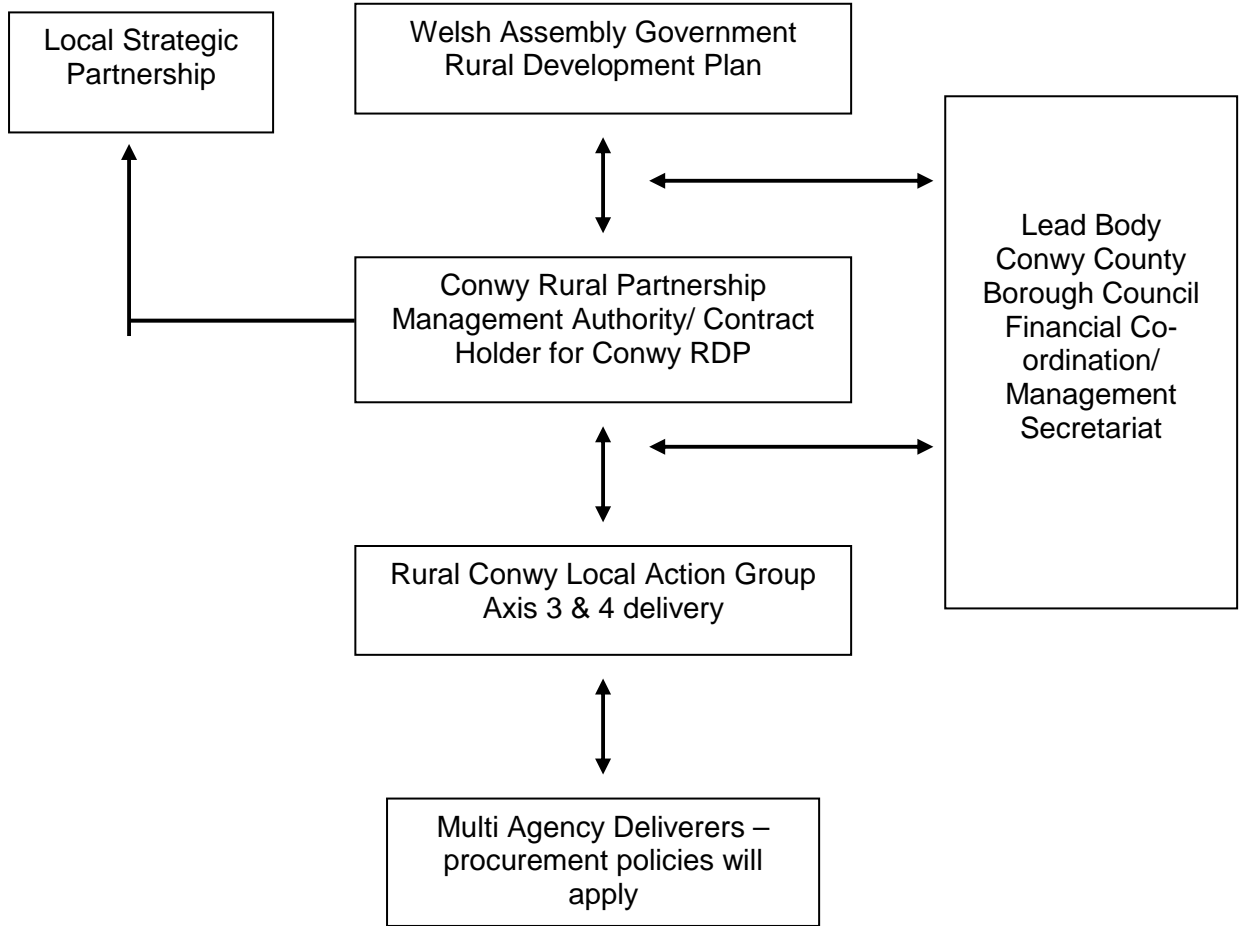
Visit Wales
CCBC Community Development Service

Linda Jones
Marianne Jackson
Rob Dix
Ann Lloyd Williams
Susan Owen
Andrea Williams
Anwen Davies
Tom Gravett
Dewi Davies

CCBC Countryside Services
Tourism Partnership North Wales

NB Please note that the membership is currently under review & work is underway to appoint new members.

Current Structure of Conwy Rural Partnership



Structure of Local Action Group

Local Action Group Members

Public

Snowdonia National Park
Farming Connect
Coleg Llandrillo

Keith O'Brien
Arwel Williams
Gerry Jenson

Voluntary

Conwy Voluntary Services Council
Rural Housing Enabler – Tai Clwyd
Vacant
Vacant

Mary Trinder
Cerian Evans

Private

National Farmers Union
Farmers Union of Wales : Gwynedd & Clwyd
National Trust
Betws-y-Coed Tourism Association

Paul Williams
Gwyn Williams
John Morgan

Community

Ysbyty Ifan Memorial Hall
Menter Siabod
Vacant
Vacant

Eirian Roberts
Liz Roberts

INDEPENDENT CHAIR

Councillor Goronwy Edwards

NB Please note that the membership is currently under review & work is underway to appoint new members

**CONWY RURAL PARTNERSHIP
SWOT ANALYSIS
PARTNERSHIP WORKSHOP – 29 SEPTEMBER 2009**

STRENGTHS

Factors	Influence on Economy and Quality of Life
1. Strong sense of community <ul style="list-style-type: none"> ▪ close community groups ▪ Conwy Rural Community Network ▪ community facilities 	<ul style="list-style-type: none"> ▪ There is a 'can do' attitude within rural areas ▪ Opportunity to build on existing structures ▪ Promote social inclusion ▪ Strong social ties encouraging young people to stay or return ▪ Good starting point for skills development and to establish needs ▪ Rural Community Network helps provide confidence, new skills and respond to local needs. ▪ Management Group develops skills which brings economic benefit
2. Central location <ul style="list-style-type: none"> ▪ Gateway to Snowdonia ▪ Access to A55 ▪ large centres of population 	<ul style="list-style-type: none"> ▪ Bring in visitors/tourists ▪ Near markets and centres of population e.g. to sell local produce
3. Natural resources and facilities: <ul style="list-style-type: none"> ▪ environment ▪ tourism ▪ agriculture ▪ wind ▪ water ▪ culture ▪ language ▪ heritage ▪ creative sector ▪ sport 	<ul style="list-style-type: none"> ▪ Outdoor sector exists and is developing ▪ The environment is a basis for tourism development ▪ These are here to be exploited ▪ Can be used to improve quality of life ▪ All contribute towards a diverse employment base ▪ All are business opportunities & contribute to quality of life ▪ Several of these are in early stages of development but provide opportunities to develop further
4. Strong agricultural base	<ul style="list-style-type: none"> ▪ Good range of farm and local producers already in place
5. Innovative/enterprising/entrepreneurial culture	<ul style="list-style-type: none"> ▪ Strong self employment sector
6. High quality local products & strong consumer interest in local products	<ul style="list-style-type: none"> ▪ Farmers markets – Conwy, Colwyn Bay, Celtic Fair at Betws-y-Coed are all opportunities to attract customers ▪ Strong welsh products within retail sector, e.g. Snowdonia Cheese, Blas ar Fwyd
7. Good recreation infrastructure networks, e.g. Rights of Way, Conwy Valley Line	
8. Rural Development Plan & Conwy Rural Partnership	Conwy Rural Partnership is well established and successful in attracting

	<p>funding</p> <p>Glasdir is an important facility</p> <ul style="list-style-type: none"> ▪ contributes towards the economy and quality of life in the area ▪ near WAG centre in North Wales
9. High quality education and skills provision	The merger of Coleg Meirion Dwyfor and Coleg Llandrillo will provide greater skills development opportunity
<p>10. Unique & diverse linguistic & cultural heritage</p> <ul style="list-style-type: none"> ▪ Strong Welsh speaking community ▪ Attractive towns & villages of historical appeal to tourists from the UK & overseas 	<ul style="list-style-type: none"> ▪ Businesses and organisations have more opportunities of employing bilingual staff ▪ Ideal location to learn Welsh ▪ Develop the 'Welsh' experience for tourists
11. Strong self-employment sector	<ul style="list-style-type: none"> ▪ Positive implications for development of business models

WEAKNESSES

Factors	Influence on economy and quality of life
<p>1. Lack of tourism coordination:</p> <ul style="list-style-type: none"> ▪ public-private co-operation; ▪ events; ▪ quality accommodation; ▪ customer care; ▪ guides and literature; ▪ local marketing and e-marketing. 	<ul style="list-style-type: none"> ▪ County not reaching potential; ▪ Missed opportunities.
2. Sparse population	<ul style="list-style-type: none"> ▪ Lack of critical mass to make things happen.
<p>4. Lack of infrastructure:</p> <ul style="list-style-type: none"> ▪ Broadband; ▪ business premises; ▪ mobile phone coverage; ▪ integrated public transport and its promotion; ▪ built leisure provision. 	<ul style="list-style-type: none"> ▪ Not reaching potential; ▪ Affect on health due to lack of leisure facilities; ▪ Barrier to inward investment.
5. Outward migration of youth and ageing population	<ul style="list-style-type: none"> ▪ Loss of skills and talent; ▪ Pressure on local services.
<p>6. Lack of employment opportunities:</p> <ul style="list-style-type: none"> ▪ Travel to work culture; ▪ Low average wage; ▪ Lack of home working opportunities; ▪ Pockets of high unemployment; ▪ Tourism & retail employment opportunities unattractive. 	<ul style="list-style-type: none"> ▪ Impact on the environment; ▪ Employers have to pay a decent wage to retain good quality staff; ▪ Dependency on benefits; ▪ Outward migration.
<p>7. Education and skills:</p> <ul style="list-style-type: none"> ▪ Pockets of low qualifications and low basic skills; ▪ Lack of resources in some schools; ▪ Skills mismatch. 	<ul style="list-style-type: none"> ▪ Overdependency on benefits from one generation to the other; ▪ Social difficulties; ▪ Companies employing from outside the area.
<p>8. Lack of community facilities:</p> <ul style="list-style-type: none"> ▪ outdoor play areas for 11+ years; ▪ vision; 	<ul style="list-style-type: none"> ▪ Lack of development; ▪ Poor health; ▪ Communities which are opposed to

<ul style="list-style-type: none"> ▪ community cohesion; ▪ active involvement and meaningful consultation. 	change.
9. Lack of affordable housing	<ul style="list-style-type: none"> ▪ Outward migration of young people.
10. Closure of local retail	<ul style="list-style-type: none"> ▪ Diminishes community cohesion; ▪ Availability to purchase local produce; ▪ Increased expense because of travel.
11. Lack of the promotion of local distinctiveness: <ul style="list-style-type: none"> ▪ Lack of self-promotion; ▪ Lack of appreciation, ambition, global awareness. 	<ul style="list-style-type: none"> ▪ Missed opportunities – not looking at bigger picture.
12. Heavy reliance on seasonal tourist trade	<ul style="list-style-type: none"> ▪ People are unemployed for 6 months of year.
13. Shortage of large companies	<ul style="list-style-type: none"> ▪ <u>Could</u> lead to increased outward migration ▪ Lack of employment opportunities; ▪ No supply chain opportunities & economies of scale.

OPPORTUNITIES

Factors	Potential influence on economy and quality of life
1. Collaborative working	<ul style="list-style-type: none"> ▪ Economies of scale are beneficial to initiatives; ▪ Networking leading to greater opportunities; ▪ Ownership over projects and ventures; ▪ Capacity building.
2. Self employment and entrepreneurship	<ul style="list-style-type: none"> ▪ Retain local people; ▪ Improve the economic base; ▪ Less travel – work locally; ▪ Improve profile.
3. Schools modernisation	<ul style="list-style-type: none"> ▪ Schools fit for purpose; ▪ Economies of scale beneficial for education; ▪ Opportunities for redundant buildings to be reused as: <ul style="list-style-type: none"> ▪ community hubs; ▪ incubator/business units.
4. Marketing and promotion of existing resources	<ul style="list-style-type: none"> ▪ Attract more tourists; ▪ Market less developed areas; ▪ Educate businesses to market more effectively; ▪ Creating a one stop shop and better coordination/packaging could lead to improvements.
5. Coordination and awareness of available support.	<ul style="list-style-type: none"> ▪ Better utilise existing funding; ▪ Draw down more funding; ▪ Less duplication.
6. Availability of funding.	<ul style="list-style-type: none"> ▪ More project activity; ▪ Share knowledge/good practice;

	<ul style="list-style-type: none"> ▪ Develop services further.
7. Central location	<ul style="list-style-type: none"> ▪ Gateway to Snowdonia ▪ Access to tourists/businesses
8. Development of local produce and supply chains	<ul style="list-style-type: none"> ▪ Develop local economy ▪ Reduce CO₂ emissions/food miles ▪ Take advantage of local tourism sector – build links with local producers and restaurants
9. Creative industry	<ul style="list-style-type: none"> ▪ Increased income opportunity sector; ▪ Encourage people/visitors to stay.
10. Active tourism	<ul style="list-style-type: none"> ▪ Increase tourist number & spend; ▪ Greater employment opportunities.
11. Betws-y-Coed and Hiraethog tourism ventures.	<ul style="list-style-type: none"> ▪ Increase tourist expenditure; ▪ Extend tourist season; ▪ Greater employment opportunities; ▪ Encourage tourists to extend their stay.
12. Better use of farms in County ownership.	<ul style="list-style-type: none"> ▪ Encourage more young people into agricultural sector; ▪ Education/Skills Centre could increase vocational qualifications 14+.
13. Improve use made of natural resources via: <ul style="list-style-type: none"> ▪ outdoor activity sector; ▪ encouraging internal tourism within County; ▪ renewable energy generation. 	<ul style="list-style-type: none"> ▪ Positive impact on tourism; ▪ Positive impact on community cohesion; ▪ Slow down/reduce climate change
16. Development of service sectors due to ageing population.	<ul style="list-style-type: none"> ▪ Greater employment opportunities.
17. Extending the tourist season.	<ul style="list-style-type: none"> ▪ Positive tourist.
18. Development at Dolgarrog	<ul style="list-style-type: none"> ▪ Employment opportunities.
20. Skills resource centre (e.g. Heads of Valleys)	<ul style="list-style-type: none"> ▪ Improved skills and employment match
21. Maximise opportunities provided by local culture and language to create 'local distinctiveness'.	<ul style="list-style-type: none"> ▪ Positive impact on tourism.

THREATS

Factor	Influence on economy and quality of life
1. Bureaucracy	<ul style="list-style-type: none"> ▪ Funding spent on managing not doing; therefore runs the risk of not making a 'real' difference to its full potential.
2. Economic downturn and public expenditure cuts	<ul style="list-style-type: none"> ▪ Cuts in jobs – depression of rural economy; ▪ Reduction in basic services; ▪ Affects mental health and well-being of inhabitants which can lead to depression etc.
3. Nimbyism	<ul style="list-style-type: none"> ▪ Inhibits development so that communities become stagnant and stale.

4. Short term funding	<ul style="list-style-type: none"> ▪ The effect of expenditure is short term and limited in scope – leads to a ‘stop - start mentality’. ▪ Lack of continuity & ability to make a ‘real’ impact.
5. Closure and reduction of basic services: <ul style="list-style-type: none"> • Community hubs • Schools • Post offices • Retail • Libraries 	<ul style="list-style-type: none"> ▪ Opportunities for social interaction disappears and so communities lack cohesion ▪ Leads to social exclusion
6. Climate change	Increased flooding: <ul style="list-style-type: none"> • decrease in house prices, • more difficult to grow local produce and so fewer local products; • less land for building; • fewer tourists visit & consequently a reduction in tourism expenditure.
7. Lack of investment in a coordinated transport network <ul style="list-style-type: none"> • Mismatched & limited public transport system; • Withdrawal of commercial bus services; • Conwy Valley line under threat; • Poor standards of highways 	<ul style="list-style-type: none"> ▪ Over dependence on cars. ▪ Village residents isolated.
8. Lack of inward investment, over-reliance public sectors	<ul style="list-style-type: none"> ▪ Pressure on local businesses & resources; ▪ Limited employment opportunities.
9. Outward migration of businesses	
10. Perception of ‘everything going to the coast’	
11. In-migration & purchase of properties as second homes	<ul style="list-style-type: none"> ▪ Threat to culture & heritage; ▪ Increase in older population; ▪ Reduction in Social / community cohesion; ▪ Closure of rural services.
12. Long term structural change to agricultural economy	<ul style="list-style-type: none"> ▪ Changes to schemes will lead to loss of capital funding; ▪ Instability in a fragile industry.
13. (Lack of) affordable housing	<ul style="list-style-type: none"> ▪ Lack of opportunities in construction industry; ▪ Outward migration of young people.
14. Fluctuating supplies of local produce and products	<ul style="list-style-type: none"> ▪ Increased food miles and CO₂ emissions.
15. Youth out-migration & ageing population	<ul style="list-style-type: none"> ▪ Community groups lose young age group; ▪ No mentors for younger members; ▪ Decrease in population of working age; ▪ Lack of disposable income;

	<ul style="list-style-type: none"> ▪ Isolation & dependency costs.
16. Competition from other tourist destinations	<ul style="list-style-type: none"> ▪ Visitors go elsewhere and don't spend in Conwy.
17. Availability of Council Farms	<ul style="list-style-type: none"> ▪ Lack of farms available for young people; ▪ Lack of opportunity for young people to enter agricultural sector.