

Our Area Regeneration Framework

LOCAL REGENERATION PLAN

PORTHMADOG AND PENRHYNDEUDRAETH AREA

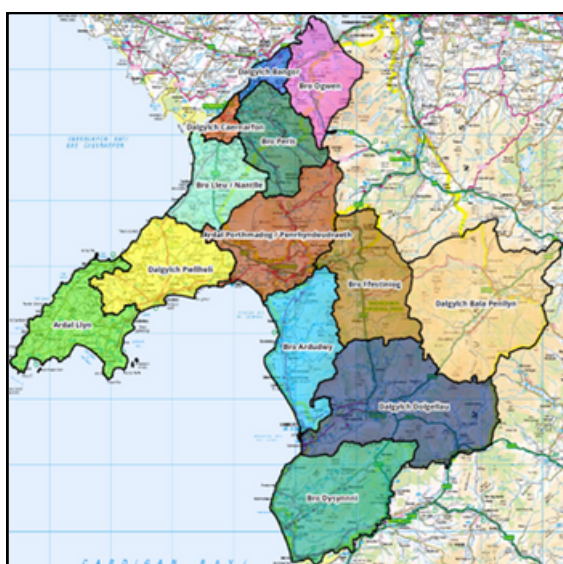


April 2025



In 2021, Cyngor Gwynedd Regeneration Board agreed to develop a new Regeneration Framework. The intention of the Framework is to ensure that proactive steps are in place to ensure collaboration to improve the areas economically, environmentally, socially and culturally.

As part of that Framework, the county has been divided into 13 Local Regeneration Areas and an action plan has been created for each of the areas. This is the action plan for the Porthmadog and Penrhyndeudraeth Area..



Local Regeneration Areas:
Bangor Area, Dyffryn Ogwen
Area, Bro Peris Area, Caernarfon
Area, Bro Lleu / Nantlle Area, Pen
Llŷn Area, Pwllheli Area,
Porthmadog / Penrhyndeudraeth
Area, Bro Ffestiniog Area, Bro
Ardudwy Area, Bala Penllyn Area,
Dolgellau Area and Tywyn & Bro
Dysynni Area.

'Regeneration' has been defined as a deliberate effort to improve areas economically, environmentally, socially or culturally. The framework also recognises a key role for communities to identify local priorities; and the contribution of local organisations in developing action plans.

After an engagement process in 2022 and listening to the opinions of local people, the plan includes the vision and priorities of each community for the future. With working in partnership at the core of the arrangements it is hoped that it will provide a clear path to steps that can bring positive change to communities that will change lives for the better. The aim of the plan is therefore to be a guide to investment locally as well as influence on policy decisions in all areas - from health and education to transport and planning.

GWYNEDD REGENERATION FRAMEWORK

The Framework for Gwynedd focuses on deliberate efforts to improve areas economically, environmentally, socially and culturally in order to create healthy, prosperous, dynamic and sustainable communities ensuring the input and contribution of a wide range of local organisations.

Vision

To develop and support sustainable communities that are healthy, prosperous and dynamic with the confidence to venture, and with the desire and ability to contribute their own solutions to local needs and to take advantage of new opportunities

Our Values

Inclusiveness: we will include more people in our work

Trust: we will respect and trust the people we work with

Collaboration: we will work together to achieve

Whole System Thinking: we will consider the full impact of our actions

Desire for Change : we will challenge convention and take action

Our Ways of Working

- Based on Assets: building on the strengths of the area
- Shared ownership: sharing power and the responsibility for our future
- Continuous Development: we will always seek positive changes
- Community leading: we will operate under the guidance of the Community



We will implement the Regeneration Framework in accordance with the Five Ways of Working of the Well-being of Future Generations (Wales) Act 2015



'OUR AREA' ENGAGEMENT

03

The aim of the Our Area (Ardal Ni) campaign was to hold a conversation with local communities in order to identify what is important to residents and how they would like to see their area develop over the next 10-15 years



Consultation and engagement with each community has been a key part of drawing up the action plans. There were three stages to the consultation held under the banner of 'Ardal Ni 2035'

- An initial discussion was held with town and community councils together with local organisations, groups and councillors receiving 7 responses on ideas about what should be the local priorities for the area in the period up to 2035. These responses were used as a basis for the second stage of wider engagement with the public.
- A public engagement campaign was organised to give residents the opportunity to voice their opinion regarding the challenges facing their area, what is important to them and what developments they want to see in their area over the next 10 to 15 years . 334 responses were received from the area through an online and paper questionnaire
- Following public sessions, workshops were held with organisations to discuss action plans focusing on the issues and priorities that had been identified locally.

Further Details

Digital information has been placed on the Cyngor Gwynedd website:

<https://www.gwynedd.llyw.cymru/cy/Trigolion/Dweud-eich-Dweud/Canlyniadau/2022/Canlyniadau-Ardal-Ni/Canlyniadau-Arolwg-Ardal-Ni-2035.aspx>

Further details are available for each of the 13 regeneration areas including

- Area Assessments (statistical summary of the area)
- Initial Discussions Report (Stage 1)
- Public Engagement Exercise Results Report (Phase 2)

In accordance with the Values and Way of Working that have been identified, the information and feedback from Our Area (Ardal Ni) engagement work has been used in identifying county and local priorities.

COUNTY WIDE AND STRATEGIC PLANS

04

Gwynedd and Anglesey Public Services Board



The results of our Area were taken into account when preparing the well-being assessments of local areas. For the 2023-28 plan three Well-being Objectives:

- Mitigate the impact of poverty on the well-being of our Communities
- The well-being and success of our children and young people
- Supporting our communities to move towards Zero Net Carbon.

The Cyngor Gwynedd Plan 2023 - 2028

The plan includes a series of projects for the next five years under seven priority areas



GWYNEDD YFORY

Rhoi'r cychwyn gorau posib mewn bywyd i'n plant a'n pobl ifanc

GWYNEDD LEWYRCHUS

Cryfhau'r economi a chefnogi trigolion Gwynedd i ennill cyflogau teilwng

GWYNEDD GLYD

Cefnogi pobl Gwynedd i fyw mewn cartrefi addas a fforddiadwy yn eu cymunedau

GWYNEDD OFALGAR

Cefnogi trigolion Gwynedd i fyw bywydau llawn a diogel yn eu cymunedau

GWYNEDD GYMRAEG

Sicrhau ein bod yn rhoi pob cyfle posib i'n trigolion ddefnyddio'r Gymraeg yn y gymuned

GWYNEDD WERDD

Gwarchod harddwch naturiol y sir, ac ymateb yn gadarnhaol i'r argyfwng newid hinsawdd

GWYNEDD EFFEITHLON

Rhoi trigolion Gwynedd yn gyntaf gan eu trin yn deg a sicrhau fod y Cyngor yn perfformio'n effeithiol ac effeithlon

Eryri 2020 Snowdonia National Park Partnership Plan



A Statutory Management Plan which has been developed by the National Park Authority in partnership with a range of partners which focus on three areas, namely

**Environment Health,
Wellbeing and Communities
Economy Eryri**

Local Planning Authorities

Information will be considered when developing initial work

- Gwynedd and Mon Local Development Plan 2015 - 2026
- Review of the Eryri Local Development Plan (2016 – 2031)



PORTHMADOG AND PENRHYDEUDRAETH AREA TODAY

05

The Porthmadog and Penrhyndeudraeth Area stretches from the coast of Tremadog Bay to the mountains of Snowdonia. The Area includes the communities of Porthmadog, Beddgelert, Cricieth, Dolbenmaen, Llanfrothen and Penrhyndeudraeth.



Porthmadog and Penrhyndeudraeth Area Summary in figures

Strengths

Compares better than the average of Wales or Gwynedd

- **83.8** - women's life expectancy, higher than the Welsh figure of 82.3
- **79.1** - male life expectancy higher than the Welsh figure of 78.3
- **1.33** - (rate per 100) anti-social behavior recorded by the Police which is higher than Gwynedd's figure of 2.52
- **84.1%** - percentage of adults with a qualification that is higher than the average of Gwynedd (83%) and Wales (80%)
- **80%** - percentage of the population aged 26-64 who are economically active which is higher than the Welsh figure of 75%
- **69%** - who can speak Welsh which is higher than the figure for Gwynedd (65%) and Wales (19%)

Weaknesses

Does not compare as well as the average of Wales or Gwynedd

- **13.5%** - 4-5 year old children who are obese which is higher than the Welsh average of 11.8%
- **4.02%** - percentage of high value jobs which is lower than Gwynedd (11.1%) and Wales (13.6%)
- **16%** of houses are holiday homes, which is higher than the figures for Wales (3%) and Gwynedd (11%)
- **£180,105** – median house price in the area which is higher than the Gwynedd average (£167,125)
- **21.9%** - percentage of the population living with a long-term illness which is higher than the Gwynedd average of 20.5%

Source: Burum Consultancy Report 2021. Note that data has been modified due to differences between the boundaries of some regeneration areas and the boundaries of data sources)

Residents' opinion about the area

What is good about the area?

- The natural environment and ease of access to mountains, seaside and countryside(240)
- Heritage and history of the area(165)
- The Welsh language and culture (164)
- It is a safe area (152)
- The area's ability to attract tourism for economic benefit(114)
- Facilities such as local shops, cafes and restaurants (112)
- Community spirit of the area (107)
- Quality walking and cycling routes and the Coastal Path (105)
- Hafod y Gest Extra Care Housing Development for older people in the area (66)

What is not good about the area?

- Lack of suitable and affordable housing for local people to buy or rent (200)
- High number of second homes and summer homes in the area (174)
- Lack of high paying and full time jobs (174)
- Lack of provision for young people locally(143)
- Problems relating to parking, road conditions and traffic in many parts of the area (106)
- Concerns about local health and care provision (104)
- The public transport network in the area is insufficient (97)
- Poverty and high living costs are a problem in the area(93)
- Further action plans to tackle empty houses / properties(89)
- Lack of projects to develop sustainable energy(86)

(Source: Porthmadog and Penrhyndeudraeth Area Responses. Number of responses received in brackets)

PORTHMADOG AND PENRHYNDEUDRAETH AREA IN 15 YEARS

06



The list below shows responses received during the Our Area (Ardal Ni) public consultation. The issues are ranked according to the number of responses received, with the issues listed being identified by at least 1 out of 5 responses

The main local issues have been identified during the work of our Area

What changes would you like to see happen in the Porthmadog and Penrhyndeudraeth Area over the next 15 years that would make the area a better place to live?

Ranc	Main Issues / Priorities	Number
1	Plans to ensure housing that meets the needs of local people	219
2	Plans to create work and high value jobs and to attract money and investment to the area	208
3	Plans to provide more facilities and skills for young people	172
4	Plans to develop health, well-being and care resources in the area	164
5	A greener area - renewable energy, reducing the use of plastic, car charging points, tree planting schemes etc.	149
6	Plans to develop accessible, integrated and suitable public transport for local needs	121
7	Plans and support for activities that promote the Welsh language and culture and that support learners of the language	109
8	Plans to respond to the fact that the population of the area is getting older	104
9	Plans to tackle traffic problems	75

ACTION PLAN

07

It is anticipated that there will be an opportunity to review collaboration arrangements between active organisations in the area. By working in partnership there will be an opportunity to link together activities below, and to respond to gaps by planning additional activities

Key Issue	Ref	Project	Lead	Partners	Status	Timetable
B1. Plans to ensure housing that suits the needs of local people	1.1	Cyngor Gwynedd Housing Action Plan	Cyngor Gwynedd	Gwynedd Housing Partners, Welsh Government, Third Sector	Operational	With 1-5
	1.2	Dwyfor Area Pilot	Welsh Government	Cyngor Gwynedd	Operational	With 1-2
	1.3	Homely Gwynedd - Article 4 Instruction	Cyngor Gwynedd	Cyngor Gwynedd Planning Area	Preliminary	With 1-3
	1.4	Homely Gwynedd - Article 4 Instruction	Snowdonia National Park Authority	Areas within Snowdonia National Park	Preliminary	With 1-3
B2. Plans to create work and high value jobs and to attract money and investment to the area	2.1	A prosperous Gwynedd - Business Development Fund	Cyngor Gwynedd	UK Government	Operational	With 1-2
	2.2	Erection of 10 new work units, Eryri Business Park	Cyngor Gwynedd	Welsh Government	Preliminary	With 1-2
	2.3	Development of Porthmadog Town Centre Plan 'Placemaking'	Cyngor Gwynedd	Welsh Government, local organisations	Development	With 1-2
	2.4	Penrhyndeudraeth Town Centre Improvements	Cyngor Gwynedd	Local Organisations	Development	With 1-2
	2.5	Criccieth Town Center Improvements	Cyngor Gwynedd	Criccieth Town Council	Development	With 1-2
	2.6	Gwynedd and Eryri Sustainable Visitor 2035 Plan	Cyngor Gwynedd	Snowdonia National Park Authority	Operational	With 1-2
	2.7	County schemes such as Recharge, Digital Future, Buy locally, Ffiws, Arfor	Various providers	Cyngor Gwynedd, Welsh Government	Operational	With 1-2

ACTION PLAN

08

It is anticipated that there will be an opportunity to review collaboration arrangements between active organisations in the area. By working in partnership there will be an opportunity to link together activities below, and to respond to gaps by planning additional activities

Key Issue	Ref	Project	Lead	Partners	Status	Timetable
B3. Plans to provide more facilities and skills for young people	3.1	Upgrade Madog sports club to be able to continue using the resource	Madog sports club	Local sports clubs	Development	With 1-2
	3.2	The development of the modernisation of Ysgol Treferthyr, Cricieth	Cyngor Gwynedd	Welsh Government	Operational	With 1-2
	3.3	Porthmadog Football Club Upgrade Facilities to be energy efficient	Porthmadog Football Club		Operational	With 1-2
	3.4	Morfa Bychan play park	Play Park Committee		Operational	With 1-2
	3.5	Secure the future of Garndolbenmaen Play Park	Neuadd Garndolbenmaen		Preliminary	With 1-2
B4. Plans to develop health, well-being and care resources in the area	4.1	Supporting People Hub	Cyngor Gwynedd	Various agencies	Operational	With 1-2
	4.2	Porthmadog Surgery relocation plan	Health Board		Development	With 1-2
	4.3	Beddgelert Village Hall Upgrade Scheme	Beddgelert Village Hall Committee	Local groups	Development	With 1-2
	4.4	Upgrading Pemmorfa Village Hall	Penmorfa Village Hall Committee	Local groups	Development	With 1-2
	4.5	Friends of Croesor - community scoping work to identify better use of community assets	Friends of Croesor	Local groups	Development	With 1-2
	4.6	Morfa Bychan Village Hall - upgrade	Morfa Bychan Village Hall Committee	Local groups	Operational	With 1-2

ACTION PLAN (CONTINUED)

09

It is anticipated that there will be an opportunity to review collaboration arrangements between active organisations in the area. By working in partnership there will be an opportunity to link together activities below, and to respond to gaps by planning additional activities

Key Issue	Ref	Project	Lead	Partners	Status	Timetable
B5. A greener area - renewable energy, reducing the use of plastic, car charging points, tree planting schemes etc.	5.1	Porthmadog Flood Risk Management Plan	Natural Resources Wales	Cyngor Gwynedd, local organisations	Operational	With 1-2
	5.2	Tremadog flood prevention plan	Natural Resources Wales	Cyngor Gwynedd, Local organisations	Operational	With 1-2
	5.3	Clean and Tidy Communities A program of locally prioritised improvements	Cyngor Gwynedd	Local organisations	Operational	With 1-2
	5.4	Penrhyndeudraeth community allotment scheme	Penrhyndeudraeth town council	Local groups	Development	With 1-2
	5.5	Cricieth flood prevention plan	Cyngor Gwynedd (YGC)	Local organisations	Preliminary	With 3-5
B6. Plans to develop accessible, integrated and suitable public transport for local needs	6.1	Green Gwynedd: Public Transport (County Plan)	Cyngor Gwynedd	Welsh Government, Transport for Wales and Providers	Preliminary	With 3-5
	6.2	Plan Boston lodge Ffestiniog Railway	Ffestiniog Railway	Various	Operational	1-2
B7. Plans and support for activities that promote the Welsh language and culture and that support learners of the language	7.1	Welsh Gwynedd : Promoting the use of the Welsh language (County Plan)	Cyngor Gwynedd	Various	Development	With 1-2
B8. Plans to respond to the fact that the population of the area is getting older	8.1	Age Friendly Gwynedd (County Plan)	Cyngor Gwynedd	various organisations and groups	Operational	With 1-2
B9. Plans to tackle traffic problems	9.1					

COORDINATING AND MONITORING

10

The Action Plan is intended to incorporate the projects and activity of a wide range of organisations that contribute to the regeneration and improvement of the Porthmadog and Penrhyndeudraeth Area. This is a live document, and will be updated from time to time.

As part of the Regeneration Framework, arrangements for monitoring and coordinating the work program will be established in the Porthmadog and Penrhyndeudraeth Area, taking into account existing collaboration structures and arrangements.

A short annual report will be prepared including an update on the action plan and all related projects, and any progress during the period.



Thank you for the contributions of representatives from local organisations including:

- Porthmadog Town Council
- Beddgelert Community Council
- Penrhyndeudraeth Town Council
- Llanfrothen Community Council
- Dolbenmaen Community Council
- Criccieth Town Council
- Y Ganolfan, Porthmadog
- Caru Port
- Porthmadog Football Club
- Friends of Morfa Bychan
- Morfa Bychan Village Hall
- Tremadog Memorial Hall
- Beddgelert Community Hall
- Penrhyndeudraeth Memorial Hall
- Deudraeth Cyf.
- Menter Llanfrothen
- Gwerin y Coed
- Porthmadog Sea Museum
- Dref Werdd Community Hub
- Cyfeillion Croesor
- Canolfan Prenteg Centre
- Penmorfa Memorial Hall
- Canolfan Gymdeithasol Golan Community Centre
- Garndolbenmaen Village Hall
- Y Ganolfan Pentrefelin
- Criccieth Memorial Hall
- Dyffryn Madog Young Farmers Club [YFC]