



JED CONSULTANCY

TOWYN AND KINMEL BAY COMMUNITY CONNECTOR PROJECT EVALUATION

30th June 2022

Funded by



UK Government



JED CONSULTANCY WISHES TO EXTEND THANKS TO

Chris Jones, Helen Wilkinson and Dylan Thomas for their time and help in providing the information required for the completion of this evaluation.

AND

The participants who kindly gave their time to be part of the qualitative interview process.

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EXECUTIVE SUMMARY

The area of Towyn and Kinmel Bay (TKB) faces difficulties in relation to some aspects of deprivation as detailed in the Welsh Index of Deprivation. There is also some geographic disadvantage in relation to being an area to simply 'pass through' on the way to larger areas such as Rhyl. Together with evidence of economic fragility, strain on local services due to high numbers of tourists in peak season and environmental issues such as flooding, TKB Town Council felt taking a 'place planning' approach could benefit the area.

To begin to further address some of these issues, in late 2021, the TKB Town Council secured funding from the Community Renewal Fund (CRF) to develop, in consultation with the community, a "holistic Community (Place) Plan" for the area.

This funding was to establish the Community Connections Project which would aim to set up a Community Partnership, employ Community Connector and Place Planning Consultants and produce an online toolkit that would encourage the continuation of this work post CRF funding.

Built into the funding bid was an external evaluation of the Community Connections project. The evaluation would aim to:

- Ascertain whether the project is achieving its aims and objectives and has been successful in meeting the performance indicators
- Measure the extent to which the project is contributing to making TKB a better place for future generations to live, work and visit
- Assess whether the project activities are well integrated and starting to deliver collective benefits
- Evaluate the effectiveness of the Community Partnership, the project's governance, management systems and delivery
- Draw conclusions make appropriate recommendations for its future sustainability

Using a mixed method approach (qualitative and quantitative) the evaluation gained insight into the project from set up (December 2021) to funding/project end in July 2022.

Key findings of the evaluation were that:

- The project has met all the specified Key Project Impact Indicators (e.g. establishment of the partnership, production of the Place Plan, toolkit production, numbers engaged, organisations assisted etc.).
- There is broad support from a range of partners for the partnership and Place Plan approach

- The project has successfully established a Community Partnership group with representation from across Conwy Council, TKB Town Council, the community, business and voluntary sectors
- There is now a visible TKB brand (TKBVOICE)
- There had been significant additional unpaid input from both consultants
- There is commitment to try to secure further funding and continue the work of the Community Partnership following the end of the CRF funded period

The evaluation also highlighted areas where the project had been disadvantaged at the outset as a result of:

- Delays in funding allocation
 - Resulting in shorter timescale for recruitment of the consultants and subsequent delivery
 - Lack of time to establish robust Management Information Systems
- Difficulties as a result of a lack of clarity around roles/responsibilities and overall project management responsibilities

The evaluation also highlighted areas for development as being:

- A collective clearer vision and goals for the Partnership
- The need for wider engagement - in terms of 'protected characteristics' and particular age groups
- The need for continuation of paid support for the development of the partnership and communications & engagement work

In summary, the recommendations for the next phase of the Community Connections Project are:

- Focus on continuation funding – including for a paid position to project manage the next stage
- Develop comprehensive Management Information Systems – and capture additional data to inform future development
- Further partnership development – in particular in relation to shared purpose, agreed vision and goals
- Ensure consistent terminology and definition in relation to Place Plan and
- Consider where the project/place planning 'sits' – in terms of whether it should continue to sit with TKB Town Council
- Wide and continued promotion of the new Place Plan document (and future of this work)
- Further evaluation at next stage (including case study development to feed into that)

S E C T I O N O N E

CONTEXT AND BACKGROUND

The area of Towyn and Kinmel Bay (TKB) is located near the sea on the Eastern edge Conwy. Deprivation is high in the area, with income and employment being particular areas of concern. In 2020, following Covid 19, the Centre for Towns reported TKB as being in the top three of the most economically fragile areas in the UK.

In addition, TKB has approximately 8,500 residents and faces significant pressures from tourism. An influx of over 50,000 visitors in peak season can see significant strain put on current resources and infrastructure. It appears that TKB is also often seen as a place to simply 'pass through' on the way to neighbouring Rhyl.

The development of the area faces further difficulties as it has also previously been the victim of substantial local flooding. This issue needs specific consideration in terms of future development in order to ensure the community and infrastructure is future proofed against flood risk.

The Community Connections project arose in response to the need to address these issues and also to address the fragmented nature of TKB, working towards more cohesion in both in the area itself and connection with the surrounding areas.

To facilitate the start of this work, a bid was submitted by TKB Town Council (TKBTC) to the UK Government Community Renewal Fund CRF, which aimed to support people and communities most in need across the UK by creating opportunities to trial new approaches and innovative ideas at the local level.

(<https://www.gov.uk/government/publications/uk-community-renewal-fund-prospectus/uk-community-renewal-fund-prospectus-2021-22> - accessed 19th June 2022)

The CRF monies were to look at the development of a "holistic community plan" (hereafter referred to as a 'place plan') that would be designed with community co-production at its heart, and would centre on making the area a better place for future generations to live, work and visit.

Following a successful bid to this fund (submitted in May 2021) and after

delays (attributed to UK Government) in December 2021, TKBTC began a six month project entitled 'The Community Connections Project', with the aim of preparing a place plan to align with:

- Conwy Country Borough Councils' Local Development plan
- Conwy and Denbighshire PSBs' Local Area Wellbeing plan

The place plan for TKB includes:

- The purpose of the strategy
- A vision for the area
- Understanding the area
- Reflections on the potential of the area
- The ambition for TKB
- Cross cutting themes
- Priority themes
- An action plan for delivery

S E C T I O N T W O

PROJECT DESCRIPTION

The Community Connections project was developed to tackle issues of a place that is fragmented and lacks cohesion, both physically and in terms of its community.

A bid was submitted to the CRF in mid-May 2021 but funding wasn't officially confirmed until mid-December 2021.

In the CRF bid, the main focus of the Community Connections project was detailed as:

- Establishing a community partnership facilitated by TKBTC
- Gathering evidence and understanding of the issues faced by the community
- Talking with the community about both the assets and challenges faced by the community and what they feel needs to be done to ensure the future wellbeing of their community
- Agreeing priorities and steps the community needs to take to make those priorities happen
- Developing an action toolkit that upskills the community in co-delivery

The objectives of the project were to:

- Establish Community led Partnership
- To recruit a Community Connector post
- To produce a Community (place) plan - part developed and delivered by procured place practitioners and the Community Connector resource
- Produce a toolkit - a local investment toolkit that will facilitate groups to take action and make a difference, post project duration

The main tangible outcomes of this CRF funded phase of the project have been to produce a place plan and toolkit.

For clarity, A place plan is defined as a document which focuses on the local infrastructure needs in communities. Infrastructure includes utilities such as electricity, gas, and water, as well as other things such as roads, schools, open spaces, flood defences, broadband, health facilities, leisure facilities, and more.

Local Place Plans are community-led plans setting out proposals for the development and use of land. Introduced by the 2019 Act, these plans will set out a community's aspirations for its future development.

(http://www.placeplans.org.uk/en/?page_id=315 – accessed 19.6.22)

The milestones in the project were set as:

- Community Connector in post
- Establish a partnership
- Co design and delivery of Community Plan
- Toolkit and Succession Plan

Funds for two consultancy positions formed part of the bid. Firstly, the Community Planner resource which was ostensibly the person/organisation that would compile the Place Plan on behalf of the Town Council and the partnership. Following a successful tender process, Chris Jones of Chris Jones Studio was appointed to this role in December 2021. As part of this contract, Chris also brought in associates to the project from the Architectural/Urban Design practice Roberts Limbrick Ltd, Owen Davies Consulting and Highgate Transportation.

The Community Connector resource was a 5 month contract that was to bring together the Community Partnership, support the Place Plan process and also the production of a toolkit for succession planning and delivery. This toolkit (online) would be designed to stimulate and build capacity within the community. Following a successful tender procedure, Helen Wilkinson (of Wilkinson Bytes Consultancy) was appointed to this role in January 2022.

Following a further tender process, Wilkinson Bytes Consultancy was also awarded the contract for digital project management, which included website design and delivery by SET Design.

A final contract, for external evaluation, was awarded to Jules Davies of JED Consultancy in April 2022.

The project monitoring and reporting to CRF was overseen by Dylan Thomas, the TKBTC Town Clerk.

Due to the delay at the start of the project, a 3 month extension was granted by CRF in April 2022. However, due to a critical path being adopted by the project team, it was already on track to spend the budget and deliver the targets by July, therefore re-profiling was too late at the time of being informed of the extension.

S E C T I O N T H R E E

EVALUATION

The brief from the TKB Community Council was for an external consultant to produce a summative evaluation of the CRF funded Community Connections project, that measured the period of delivery from December 2021 to June 2022.

3 . 1

OBJECTIVES

The overall objectives of this evaluation are to:

- Ascertain whether the project is achieving its aims and objectives as set out in the UK Government CRF funding application
- Ascertain whether the project has been successful in meeting the approved performance indicators within the funding application and agreement
- Measure the extent to which the project is contributing to making Towyn and Kinmel Bay a better place for future generations to live, work and visit
- Assess whether the various project activities are well integrated and starting to deliver collective benefits now and beyond June 2022
- Evaluate the effectiveness of the project's governance, management systems and delivery arrangements
- Evaluate the effectiveness of the newly formed Community Partnership
- Draw evident conclusions from the implementation of the project at the end of June 2022 and make appropriate recommendations for its future sustainability, post 2022.

3 . 2

CONSTRAINTS AND LIMITATIONS

The main constraint/limitation for this evaluation is that the project has only been running for a very short amount of time. Despite very effectively 'hitting the ground running', this short timeframe does mean that at this stage:

- It is impossible to measure some aspects of it effectively (namely, how much the project is contribution to making TBK a better place to live and whether the activities are well integrated and starting to deliver benefits)
- It is difficult to assess 'added value' as new connections, relationships, joint working etc. are only just beginning to emerge
- It was only possible to carry out a limited number of interviews
- The interviewees were limited with what they could contribute in terms of their thoughts on what the project had achieved to date.

Therefore, this evaluation can really only report on progress *towards* many of the objectives. To help mitigate this, the report contains recommendations for longevity and more in depth evaluation at a later stage.

3 . 3

METHODOLOGY

To assist with the evaluation process a logic model (Appendix 1) was compiled to provide a snapshot of the project in terms of the various components.

The evaluation took a mixed method approach incorporating:

- Desk based review and scoping
- Fieldwork comprising face to face/remote qualitative interviews using agreed topic guides to ensure consistency

- Collating and analysing data in relation to Project Impact Indicators (as specified in the CRF bid), monitoring, reach and finances
- An online survey (via Survey Monkey) for the wider community

S E C T I O N F O U R

FINDINGS

Firstly, it is important to reiterate that there were significant delays at the start of this project as a result of the CRF not confirming funding award until December 2021. This was 3 months later than anticipated.

This delay resulted in pressure to mobilise the project very quickly which meant insufficient time at the front end to set up the required project management framework and management information and administration systems.

Despite this difficult start, in terms of performance, the project has achieved all 4 objectives listed in the CRF bid, namely to:

- Establish Community led Partnership (established ,and will have met 4 times at project closure)
- Recruit a Community Connector post - completed
- Produce a Community (place) plan (Appendix 2) – draft developed
- Produce a toolkit - a local investment toolkit that will facilitate groups to take action and make a difference, post project duration (completed – resources on the website)

As a mixed method evaluation, this report contains quantitative and qualitative data as detailed below.

Quantitative data collection

- CRF project impact indicators:
 - Table 1 – CRF Outputs
 - Table 2 – Output breakdown
 - Table 3 – Type of support
 - Table 4 – CRF Outcomes
 - Table 5 – Budget
- Additional data collected
 - Table 6 – Overall marketing analysis

- Table 7 – Social Media analytics – Twitter
- Table 8 – Social media analytics - Facebook

Qualitative data collection via:

- Interviews
- Online survey

4 . 1

QUANTITATIVE DATA

Project Impact Indicators

Table 1: CRF Outputs

Main indicator	Indicator subset	Target number	Reach achieved by 30.6.22
People	Economically inactive residents	249	378
	Employed residents	353	426
Businesses	Small businesses	10	29
Organisations	Public sector orgs	4	24
	Voluntary sector orgs	10	26

Table 2: CRF Output breakdown

Category	Output		
Investment in communities and place	No. of organisations receiving non-financial support	10	10
	No. of businesses receiving non-financial support	10	10
	No. of people with improved social inclusion	249	511

Table 3: CRF Type of support

Main indicator	Indicator subset	Number	Number achieved by 30.6.22
Direct support	1 to many	500	511

Table 4: CRF Outcomes

Outcome	Total	Achieved by 30.6.22
Innovation plans developed as a result of support	1	1
Total surface area infrastructure added/improved	113,000 square metres	This a long-term target that will form part of co-delivery through the community partnership and working with Conwy CBC
Buildings built or renovated	6575 square metres	This a long term target that will form part of co-delivery through the community partnership and working with Conwy CBC, Registered Social Landlords, Town Council and community enterprises

Note: Tables 1–4 above illustrate that all targets/project impact indicators set in the original bid have all reportedly been exceeded.

Table 5: CRF budget

Item	Cost (£)	Spend as at 30.6.22
Community Partnership development costs	1500	1096.53 spent 403.47 allocated
Community connector	18662	Spent
Other project dev costs	2100	Spent
Community plan consultancy contract	35000	Spent
Development of online toolkit	10000	Spent
Evaluation	5000	Allocated (for payment on report sign off – July)
Total	72262	72262

Note: Figures have been supplied from the CRF monitoring process by the project team.

Table 6: Marketing analysis

Note: A number of the figures in the following tables are reported to be conservative estimates in relation to what is felt has actually been achieved.

Category	Type	Number
Total TKBVOICE events/meetings	Including litter picks, consultation events on place plan, partnership meetings etc.	21
Events (including planned for July)	Celebration events, Website training event	3
Community connector attendance at other events	TKBVOICE Councillor updates	13
Direct mail		21
Bespoke stakeholder email updates during March prior to website going live		10
TKBVOICE weekly updates		19 (will be 23 by project close)
Direct mail from TKBVOICE database/digital platform	Direct mail marketing engagements with TKBVOICE subscribers	28 4,175 directly mailed out over 28 occasions <ul style="list-style-type: none"> • average number of people over project duration = 148 (almost 5 x the size of starting contact list) • Direct engagement estimated at 2000 people reached (based on median evidence of open rate as 50%)
Direct Email Updates	Alerting people to news/magazine, blogs, Newsflash info or reminders	11

	(e.g. Partnership EOI, evaluation etc.)	
TKBVOICE news/connects (initial stages of project)	Newsletter format	3
Blogs		10
Videos		11
Press releases		3

Table 7: Social media analytics

Twitter	
Followers	109
Total tweets	546
Impressions	116.6k (over 86 day period)
Average engagement rate	2.25%
Average daily click rate	1.5
Retweets	393

Table 8: Social media analytics

Facebook	
Followers	379
Likes	434
Total reach	14,124

In addition to Twitter and Facebook posts, the Community Connector also used her own LinkedIn network to generate 32 posts raising awareness of TKBVOICE, increase reach and engagement, and the Place Plan Consultant also used his own LinkedIn for posts relating to the project.

The TKBVOICE database has reportedly grown from list of 30 contacts to over 244 subscribers which equates to a growth rate of 800%

Note: Figures in tables 5, 6 and 7 and the narrative above was provided by the Community Connector (Helen Wilkinson)

4 . 2

QUALITATIVE DATA

This section includes analysis of information obtained from two sources, qualitative interviews and an online survey.

Informed by the CRF bid categories, as detailed in table 9 below, 15 interviews were carried out by the external evaluator. 5 topic guides were devised to ensure continuity of questioning and these were framed to suit the category of interview, namely:

- Questions for partnership members
- Questions for elected council/town council members
- Questions for voluntary organisations
- Questions for businesses
- Questions for paid staff (Town Clerk) and consultants funded by CRF monies

Table 9: Qualitative interview breakdown

Category	Number of Interviews
Businesses	1 (with additional input from 1 business owner via the Community Partnership interviews)
Community Partnership members	5
Public Sector	2
Voluntary sector	2 (with additional input from 1 voluntary sector partner via the Community Partnership interviews)
Consultants/staff	3
Councillors	2 (1 Conwy, 1 Town Council)

It is very important to note once again here that there has only been 5 months from the award of funding to the time of this evaluation. As a result, without exception, all participants felt it was too early to be clear on how successful the Community Connections project has been to date or what the future holds for the project and the

newly established partnership. All felt that progress has been promising and that the progress to date bodes well for the future.

All participants also felt that continuation funding was essential if this work is to continue.

Using topic guides to ensure consistent questioning, common themes were identified from the interviews (thematic analysis methodology) and these are detailed below, together with direct quotes from many of the participants.

4 . 2 . 1

THEMATIC ANALYSIS

Whilst it is vital to note that these results relate to the small number of interviews, the following themes emerged quite strongly.

- A. Partnership (including Expression of interest process and future)
- B. Council involvement
- C. Tourism
- D. The Place plan
- E. Communications and marketing
- F. Risk



A | PARTNERSHIP

I like that it's about
people's power

Getting all these
people around the
table is good in and of
itself

I went into this thinking 'this is a
farce with these deadlines and
nothing positive could come out of it',
but over last few weeks this has
completely changed. People round
the table are coming up with really
positive things

The first point to reiterate is how quickly this partnership has been established (at the time of writing there have only been four full partnership meetings) but even despite that, there were many positive comments.

A number of partnership members pointed out that previously "difficult" relationships between some people had already greatly improved.

In relation to the Expression of Interest process, most felt it was a very positive process with words like “comprehensive”, “thorough” and “transparent” featuring. There were a small number of comments relating to it being called an “expression of interest” and a need to “jargon bust” terms like this.

Especially for young people, have you ever heard any of them ever say I think I'll express and interest? It's just not the kind of thing they say so they wont know what it means

There were numerous positive comments regarding the mix of the group, such as:

The partnership is a great mix of business mixing with politics mixing with communities.

As mentioned in section 2 above participants said they were keen that the partnership was led by community and business members and not council members.

Most felt it was too “early days” to say what the future of the partnership was.

the [Expression of Interest] process was transparent and gave opportunity to get a “birds eye view to ensure the correct make up of the partnership

In terms of areas for improvement there were a small number of comments on the format of the partnership meeting with comments such as “It’s a bit bureaucratic, not very engaging, not very relaxed” and “[it’s] A fuddy duddy talking shop.” It was also described as a little “over formal”.

The direction is a bit wishy washy, it’s driven too much by consultants and council bureaucracy but I hope this changes as time goes on

In addition, a number of partnership members felt there was a need for a better overall vision.

when people say they’d like to focus on something they are told they need to focus on something else

It needs a better overall vision (which will come with time but needs to be priority in next phase

One participant wanted it to be noted that the decisions need to be informed by a sound evidence base.

If people are making statements like
“no one ever stops on their way
through here” – what is the data to
back that up? We can't make decisions
based on what someone thinks or
feels is true

In terms of the future of the partnership, without exception, all interviewees felt that the Community Connections project overall needed further funding if it was to continue with the current momentum. It was felt that there needed to be continued paid leadership of the partnership at this stage until it is more established at least. Few felt they would have time to contribute more than they currently do – meaning setting the agenda/providing minutes, writing funding bids etc. could be difficult to maintain without that support.

There was also hope that there would be freedom to develop future funding streams with less constraints than with the current funding.

All those interviewed indicated their intention to remain involved in the partnership going forward. The only comment that arose in relation to doubts on future participation was:

[I'm] worried about whether it
will get wrapped up in red
tape and my time will be
sucked up – I'll become
disillusioned then.

A number of participants stated that there must be visible improvements instigated by the partnership at a quick rate in order to achieve more engagement with the wider community.



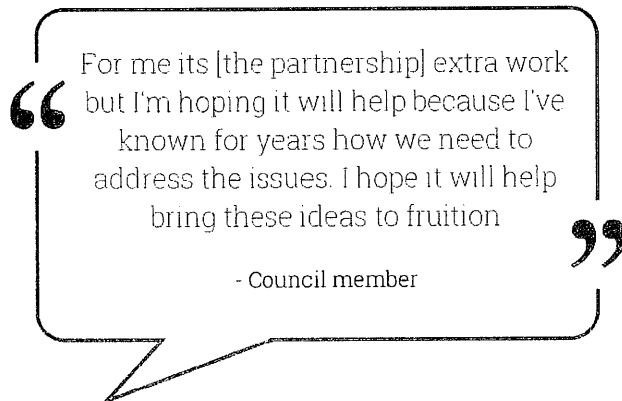
B | COUNCIL

There were a number of comments relating to council involvement, mostly around how other participants were pleased that the partnership is not “top heavy” with Council members.

There were also a number of comments relating to how the partnership needed to be “non-political”.

It was often felt that the fact the partnership met together first without the councillors (as a result of pre-election period) really helped the partners ‘gel’ before the councillors joined and made the partnership feel “less political”.

There were, however, also a number of concerns expressed that the council could end up “making all the decisions”.



One of the benefits of this approach is that it migrates these decisions away from the council - the partnership is very important strategic initiative and means decisions have to stand the test of being scrutinised by the partnership, meaning they have been weighted by evidence and scrutiny from outside the council.



C | TOURISM

Tourism was mentioned by all participants in quite some detail. There are clearly strong feelings from a number of perspectives, and it is universally felt that this will be a 'hot' topic for the partnership.

The fact that there are up to around 55,000 visitors during peak season was foremost in the mind of most participants and majority felt this caused a lot of problems for TKB.

There were some comments made in relation to tourist income, relating to how little of the income generated finds its way into the community in terms of more (and better quality) jobs, new businesses being set up or additional income for existing businesses.

We need to make sure that this serves residents first and tourists second.

“ The amount of tourism denies us any opportunity to develop and advance – holds us back – because it dominates everything ”

“ There IS a formula we can strike through this place planning process which may be better management of the ratios that will make enjoyment of holidays greater and the acceptance of holiday makers better ”

“ Our everyday needs are lost during the ‘season’ time so real levelling up is needed ”



D | PLACE PLAN

“ My initial understanding is that [the place plan] reviews, talks to people about how to make it a better place to work, live and play and unite more as a community rather than isolated developments ”

There was generally a good knowledge of what a place plan is amongst the partnership members but some definite confusion around the difference between a place plan and a community plan (and also a Local Development Plan) – with the former 2 terms often being used interchangeably within the Community Connections project. In addition, it was felt that those that do know about it in communities often think it is more about “making the town pretty” in the short term.

“ I’ve been to all the meetings and I don’t think there’s an understanding of what [the place plan] is and I think [the partnership] could be seen as a group where people can gripe about what is wrong and what the consultant isn’t doing etc. ”

“ People think it’s just about flowers and Christmas lights but it has to be more than that ”

“ The key thing is that terminology is confusing – they are using place plan and community plan interchangeably. THIS IS A PLACE PLAN but it’s being answered like it’s a community plan (e.g. dog bins, litter etc) ”

“ The Community aren’t aware of the difference so can often think it’s just a community plan – when a place plan can be more powerful (e.g. as supplementary planning guidance). This needs clarifying and making explicit ”

It was widely felt that the consultancy team had helped with the understanding of what a place plan is.

“ Very little understanding at the start but Chris and team have explained it very well and brought in other people (like Chris Gentle from an architects point of view) and that’s been really helpful. My feeling is that a place plan is an arial view of how to improve an area/town or village ”

There was universal agreement that more work was needed to ensure the community understood what it was and to try to increase ‘buy in’ to the process.

“ Most people don’t know what it is or what it’s about. When the postcards came out, I had to explain what it was to people ”

“ Needs to be lots of community engagement so that the community commitment to the plan is as broad as it can be ”

“ We have to be careful that we are not always just tackling smaller cosmetic issues instead of things like tourism, employment etc. otherwise it can just end up being about litter picking and things. ”

Amongst the positive comments, there were also some more negative ones relating to how participants felt the place planning process was developing. This indicates a need for further discussions as to how universal the agreement for current aspects of the plan actually are at present.

“ I thought there were going to be ideas put forward, then 'groups' discussing them, rather than individual suggestions just arriving in the plan ”

“ We were told that things were to be brought from the community through to the place plan and it would be a gathering of info, but then one or two items have been identified as requests by individuals and have made it into the plan ”

It was felt that without this project and this partnership the place plan development work would not have started.

“ it's okay me standing up as a local elected member saying what we need, but without a proper plan in place, funding won't come forward - so this will help ”

“ Toyed with place planning for years but we couldn't agree it as a council. so it was extremely fortunate to get this funding - it was a godsend ”

It was felt that the work around the place plan to date has been useful in terms of wider stakeholder engagement with both other public sector departments (for example the Council local education department) and also with local voluntary sector organisations and businesses.

This [place plan research by consultant) has backed our claims up and provided us with further evidence (which is always useful) about why we want to build the new school that would bring together infants and juniors...

because Chris has also been to one of the project board meetings to inform those different stakeholders about the place plan and this really makes it seem like a joined up approach between place planning and education planning

Again in this section, often expressed during conversations was that visible change is needed to the area quickly if the community were to stay/become more widely engaged. It was also felt important to have balance of these visible "quick wins" whilst still working on longer term investments, sustainability etc.



E | COMMUNICATION AND MARKETING

The project has benefitted from a mix of grass roots engagement activity, face to face consultation/engagement events (such as the Walk and Talk Wednesday sessions) and digital communications/marketing (Facebook, Twitter, TKBVOICE Website, YouTube channel etc.) plus other methods such as the 'have your say' postcards delivered to a large number of local residents, newsletters and blogs.

Despite the short timeframes of this project, as a result of the separate digital contract there is already a well-developed TKBVOICE brand (appendix 3) and accompanying website. In addition there have been active Facebook and Twitter accounts and a YouTube channel (see tables 6,7 & 8 above).

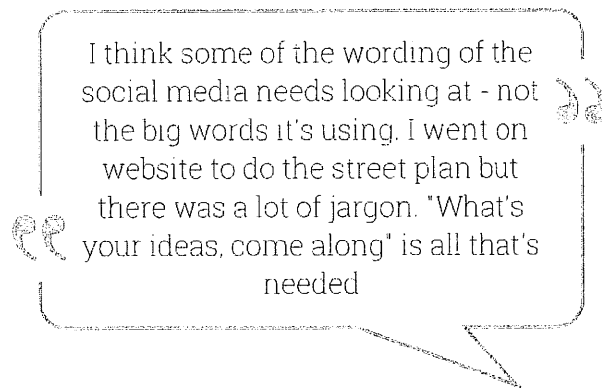
The digital content received quite mixed reviews, some very positive, others more critical of the approach.

The brand is definitely visible and something we've discussed as a team - it's always been called Towyn and Kinmel Bay, so the shortening of it to TKB has been 'gimmicky' and has worked to pick up interest - it's quite catchy

Not sure we are addressing the WIMD issues because social media has all been about flashing images and we may have served to confuse an easily confused population

A number of interviewees felt there had been too much digital content. That was also recognised by the consultants but was considered to have been necessary in order to mitigate the speed of implementation of the project.

Some interviewees suggested that going forward there also needs to be more emphasis on 'traditional' engagement, in particular in order to perhaps attract an older audience.



All respondents recognised the effort that had gone into the marketing and how quickly a visible presence had been developed.



F | RISKS

The interviewees were asked what they thought the biggest risks to the Community Connections project were.

Overall, it was felt that the most significant risk would be not securing further funding to transition to the next stage. There was a fear that if it “stalled” at this stage it could “recede further back than it was before it started”.

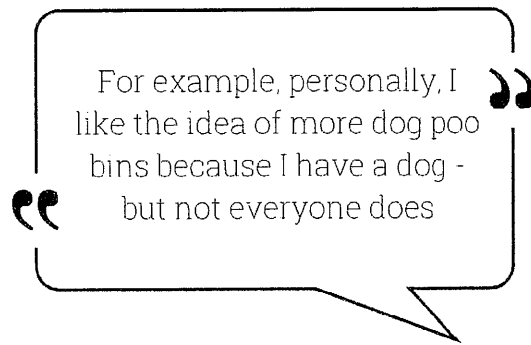
“ Risk that it was noisy, exciting and energetic at the start but then the place plan comes along and it falls over ”

“ Without funding and the consultant leadership, this could be “all sizzle and no sausage” ”

The other significant risk was felt to be what could happen to the project now the consultants’ leadership has come to an end Town council. It was felt by most that without the consultants in post there would only be “administration” input rather than anyone driving the project and it was felt this could stall the whole process.

As referred to in the partnership section, there were some reservations as to whether visible changes will happen quick enough and that was thought to be essential if people are to remain/become engaged.

There were also comments relating to the risk of the partnership being unable to unanimously agree on what needs to be taken forward, for example:



4 . 2 . 2

**FEEDBACK FROM CONSULTANTS/TKB
TOWN COUNCIL CLERK**

The CRF bid funded 2 Consultants and time was also allocated to the project from the TKBTC Town Clerk. Through the TKB Town Council there was a robust tender process for recruitment of the 2 consultants.

All 3 parties were interviewed for this evaluation and their feedback warrants its own section in this evaluation due to the rich data/lessons learnt that were obtained from the interviews – much of which will heavily shape the recommendations.

Most important to note is that it was felt by all that the timeline for this project was exceptionally tight.

 **A | POSITIVE OUTCOMES**

Despite the tight timeframes and amount of work involved in getting to this stage in such short timeframes, there were many positives reported by the interviewees such as:

- Some historically problematic relationships have been brought together through the partnership
- The Community connections project has brought people on board that hadn't been involved in place planning before (e.g. Local Education Authority)
- The EOI process for the partnership was oversubscribed, indicating significant 'buy in' to the place planning process
- The skills mix of the consultants ensured governance, community development, communications and place planning aspects of the project were covered

- The timeframe of the project is too short to tell what the changes to date are as yet, but there does seem to be a “rallying” spirit and there is felt to be a sense of pride over what has been achieved in such a short time (albeit this view was only gathered from a relatively small number of people who are already fairly active)
- Councillors report being pleased at how the plan is emerging and anecdotal evidence that a feeling of “something is happening at last” seems present in the community.

The consultant team
is great - diverse,
intelligent and skilful

The following challenges also emerged from these in depth interviews:



B | TIME ALLOCATION

Both consultants reported exceeding the allocated days for this project (47 and 18 days respectively – the latter being part of the 64.5 days overall contract for the Place Planning contract) by a considerable amount, therefore providing a number of days *bro bono*. Also both reported having undertaken significant work outside of their respective briefs in order to fill delivery/project management gaps. It is the evaluators opinion that the amount of work undertaken appears to have far exceeded the allotted time for those contracts.

The Town Clerk (paid position) assumed the role of administering finances, governance, collecting data, reporting to CRF/Conwy Council funding team etc. and this was all in addition to his usual job description and with no clear definition of what was expected. It was felt this additional role could be unsustainable in the long term (particularly once the support of the consultants is no longer available).

The above issues would need to be factored into future funding proposals/bids.

The tight time frame, delays at the start and limited days available have also meant little time for robust planning (e.g. in relation to developing management information systems, defining additional Key Performance Indicators, role allocation etc.). Similarly it is felt there has been no time for any reflection and action learning as the project progressed.

This has caused the Consultants to feel they often needed to be reactive rather than proactive and responsive and both feel difficult choices have needed to be made on how each spent their time.



C | PROJECT MANAGER ROLES AND RESPONSIBILITIES

There were clear tender specifications and both consultant tenders addressed those specifications.

However, there was no time allocation for overall project management and no overarching project management framework/systems or responsibility were agreed and put in place at the outset. This has also made data collection responsibilities somewhat unclear. There were also no job descriptions/role outlines which is reported to have caused some difficulties at various points during what has been an exceptionally busy time for all concerned.

These factors combined have caused some strain on all parties as it has relied on goodwill and professionalism to 'divvy up' the overall project management/task allocation. This has also meant both consultants have undertaken duties clearly outside of their original tenders.

Equally there was no risk assessment around organisational delivery.

The above issues mean that the interviewees feel the project hasn't been able to be as systematic and robust as it should have been.

It was felt that much more clarity was needed from the outset in relation to the definition of roles and responsibilities. Plus it was felt that more work should have been carried out at the front end of the project to establish clear boundaries and expectations.



D | ENGAGEMENT ACTIVITIES, COMMUNICATION AND MARKETING

It was felt that there was some confusion around who was responsible for what in terms of event management, communications (outside the digital contract) etc. (e.g. whose responsibility was it for leaflet drops? The place plan team could have been more involved in engagement events etc.) and that this sometimes caused duplication/gaps in activities.

In addition, it was felt there is still extensive engagement work to be undertaken.



Also commented on was that whilst Wilkinson Bytes had secured the additional contract for digital marketing, the responsibility for most other marketing had also fallen to the Community Connector role and that wasn't stated as part of contract specification or tender.



E | DATA COLLECTION AND MONITORING

It was felt that simply following generic UK Government headline indicators doesn't necessarily demonstrate the journey towards desired outcomes for the area. Therefore developing more meaningful Key Performance Indicators was felt to be a must for the subsequent phases.

Being held to government KPIs only masks the iceberg of the social capital building up

There was felt to be some confusion over who was collecting what data and again, it was felt this was down to insufficient time to develop data collection systems and no one person having specific overall project management responsibility in their contracts.

It was also felt that the unanticipated level of additional reporting required by Conwy CBC has put extra strain on all 3 staff.

In terms of the future positioning of this work, it was felt that there is not enough "slack" in the Town Clerk role to be able to continue developing the place plan after this current funding ends. It is also felt its position with the Town Council needs re-evaluating as it is felt it would not be good for it to be viewed as a town council sub-committee, and this is the danger if it was taken on by the Town Clerk.

ONLINE SURVEY ANALYSIS

An online survey was devised by the external evaluator and administered via the Survey Monkey platform. The survey was widely published across all social media channels and was live for 2 weeks until 17th June 2022. The publicity produced 33 respondents.

A | LIMITATIONS

It is considered best practice to pilot test a survey to test the wording, discover possible ambiguities and test the overall design. (<https://www.bath.ac.uk/guides/best-practice-in-surveys/> - accessed 22.6.22). However, due to time constraints this wasn't possible.

As a result, a number of the questions have produced somewhat inconclusive results. (e.g. question 3 where it was requested to add additional categories which provided multiple answers that produced results that would need further investigation). Therefore it is advised that these should only be used as general guidelines and not necessarily be used to inform decision making.

It is also noted that from the contact details provided, 4 of the 33 respondents had also been interviewed by the evaluator as part of the qualitative data collection.

In addition, due to the fact that the survey was mostly promoted through existing channels and with current contacts, it is likely that only those that have a reasonable amount of knowledge about the project responded. Only 2 of the 33 respondents had not heard of the project. The survey would need to be carried out much more widely in order to get a more accurate picture of aspects such as acceptability, willingness to participate, knowledge etc.

Finally, the sample size ($n = 33$) would be considered too small to provide any generalisability to the wider population of Towyn and Kinmel Bay so is therefore just a 'snapshot' of initial opinions of the project to date.

A link to the full technical document can be found in Appendix 4.



B | AWARENESS

In terms of whether respondents had heard of TKBVOICE/Community Connections Project, 94% of the 33 respondents had heard of it. However, this should not be generalised to the wider population because, as mentioned in the limitations above, the survey is likely to have been taken by people because they have heard of it.

It was also not possible to ascertain if it was TKVOICE OR Community Connections/Place Plan that respondents had heard of, but it is most likely to be TKBVOICE due to the focus on digital brand marketing and communications.



C | WAYS OF ENGAGING

To support the above assumption, in question 2, 55% of respondents said they heard of it via social media posts and 30% via posters – making those methods the highest scoring out of the 7 categories offered. The 84% website and social media categories total again confirms most respondents know about the project because of digital engagement.

As also mentioned in the limitations section above, question 3 relating to how respondents had been involved proved difficult to analyse as respondents ticked multiple boxes. However findings for this question appear to mirror results from questions 1 and 2 and indicate digital engagement having had the most impact on numbers engaging with the project. However, 52% of respondents had attended some type of face to face event indicating a willingness to participate in person. Again this figure must be treated with caution as it is not possible to ascertain if people attended more than one of those events.

Question 4 related to what people liked about their involvement to date. The 4 main themes here were:

- praise for the consultancy team
- the level of engagement
- the promotion of the project
- how some people felt it was the beginning of 'making a difference'.

In terms of what improvements could be made, most of the answers to question 5 related to the short timescales of the project. In addition, there were a couple of mentions of needing to do more with regards to older people.

89% of respondents said they intend to keep in touch with the project going forward – which echoes the findings of the interviews and indicates a level of engagement that bodes well for the future.

When asked how they would like to be involved, 55% gave answers relating to ‘in person’ involvement (such as volunteering, litter picking, partnership membership etc.). Again, this indicates a good level of engagement at this stage – but it must be reiterated that this is a small sample size and it is most likely that a significant number of people who completed the survey are already involved on the partnership (with 4 of the respondents also having been interviewed by the evaluator in their partnership capacity).

4 respondents said they wouldn’t remain involved and the reasons given did not have a common theme. They ranged from not able to help due to age or bereavement. Lack of knowledge as to what the project is doing and that “nothing will get done”

76% of respondents had seen the website, re-iterating the positive reach of that digital platform.

The most common timeframe for accessing the TKBVOICE website was weekly (40%). However, an equal number of respondents stated that they access the website when they “need to find something out or make a comment”.



D | PLACE PLAN

69% of respondents indicated they know what the Place Plan is which although the larger percentage, does indicate that there is still work to be done to further raise awareness. Again, there needs to be the caveat here that it is reasonable to assume that those who responded to this survey have some involvement already, so are therefore likely to have some understanding of the Place Plan.

Of the 18 people who gave explanations as to their understanding of a Place Plan, there was a good overall understanding and consensus. The answers also illustrate that there is a very good understanding of the fact it hinges around community involvement in planning. However, 2 comments relating to the “council ignoring the public” and “things are a done deal with the council” are worth noting as whether real or perceived, this aspect would benefit from some discussion by the partnership.

56% of respondents have seen the Place Plan, meaning of course that 44% haven't. This can be addressed in some part by a widespread dissemination of the draft Place Plan and extensive promotion of the draft plan (early in July). This will only be possible if all involved in the partnership take ownership of that process and disseminate through their own channels.

93% of the people who have seen the plan, saw it at 1 of the 4 consultation events held in April and May 2022. This indicates that face to face is a useful tool for engaging with the place plan. However, 57% saw it online (some perhaps in addition to in person). This would suggest that it is useful to have that dual digital and face to face way of conveying messages to the community in relation to the Place Plan.

Whether respondents felt the Place Plan is responding to the needs of the community as an almost even split between "yes" and "not sure". This would support the view that further engagement to attempt to reach more of a consensus on priorities would be pertinent.



E | DEMOGRAPHICS

There was a 54% male and 42% female gender split of respondents.

45 to 64 years of age range was the largest demographic to engage in the survey, suggesting market segmentation may now be needed in order to target both younger people and those over 65. This will require very different messaging and using co-production methodology to ascertain the best ways to engage those 2 demographics may now be useful.

84% of the respondents didn't identify as disabled, and most respondents stated they identify as white/white British suggesting that again, some specific marketing is required in order to ensure the voices of all groups, particularly minority groups, are in the mix.

S E C T I O N F I V E

CONCLUSION

Despite the delays at the start, short project duration and comparatively limited funding for the Community Connections project, all aspects of the CRF bid have been achieved and all Project Impact Indicators have been exceeded.

This includes the timely setting up of the Partnership. A thorough Expression of Interest process was established and applications were oversubscribed in both recruitment rounds in all but the younger persons category. As a result, there appears to be a good mix of individuals and organisations (community members, Councillors, County Councillors, voluntary organisations and businesses) around the partnership table.

Great strides appear to have been made in relation to the Place Planning process and the target to have the draft Place Plan available by early July has been reached. This bodes well as a very comprehensive starting point for future place planning.

Again, particularly considering the short timeframe, there has been a good level of initial engagement (not least of all as a result of the skill and expertise of the Community Connector and the Web Developer). The development of TKBVOICE brand has also achieved a good initial reach despite timeframe.

The dedication of the paid staff and contractors involved in the project is evident by the amount of progress that has been achieved in such a short time. The Place Plan Consultant, in the role of Lead Consultant, has also provided a great level of skill and expertise to this process and in compiling the Place Plan itself.

The systematic management of the partnership formation/meetings etc., the monitoring/reporting (both to Conwy CBC and CRF) and financial management (collated and submitted by Dylan Thomas the TKB Town Council Clerk with significant input from the Lead Consultant) mean that the project has come in on time, on budget and has exceeded its targets.

The 'toolkit' is an online resource that has developed so far to include useful links and information that will help the community build up their own knowledge around place planning and TKB approach to it. In addition, in the Place Plan there are also links under 5 themes to examples of best practice that can be called upon to inform TKB developments. The toolkit also offers biographies and contact details for all partnership members, helping increase their visibility and accessibility to people who wish to become involved in any way. There will also be a library of consultation reports, the Place Plan itself, and many other documents to help people feel informed and to encourage engagement in a variety of ways.

However, it is important to note that this really has relied on a lot of 'pro bono' work by the people involved. The future role of the Town Clerk, and perhaps the Town Council, in this process will also need to be examined going forward as the place planning process will continue to demand significant time input from that post and the Town Council collectively.

As well as achieving the CRF Project Impact Indicators, there are also signs of the potential for wider social impact in terms of emerging new relationships, partnerships and joint working.

A clear need for a defined project management framework and dedicated project management time has been identified and will be essential for the success of the place planning process going forward. As too will the development of comprehensive management information systems from the outset of the next phase.

It is, of course too early to say if the project can bring about the desired changes and vision in the locality, but progress does bode well for future developments.

Despite the promising start, it is going to be no easy task to combine keeping the partnership engaged and active; to engage the wider community to a much greater degree – so they feel some 'ownership' of the place plan; to balance visible community based 'quick wins' to help illustrate to the community that "something IS happening, with longer term strategic impact. This will take further funding and a great deal of time to achieve.

This project has represented only the start of the process and it is now going to be absolutely vital to secure further funding and support in order to maintain momentum and build on the good initial progress to date.

The recommendations below will hopefully be a useful in terms of lessons learnt for the next stage.

S E C T I O N S I X

RECOMMENDATIONS

Taking the findings from this evaluation into account, below are a set of recommendations for the next phase post CRF funding. The recommendations would help address the issues raised and also set the project on a solid footing for the next phase.

- Funding

The most urgent recommendation is that the partnership identifies transition funding as soon as possible to enable it to continue without it stalling at this critical stage. This funding ideally would need to include:

- A paid project management position – at this stage it will be difficult for the partnership to be self-directed without that project management resource
- Resources for communications and marketing to ensure that visibility does not drastically drop at a critical point where interest has begun to be raised. It is recommended that the first stage of this work should be the development of a Communications and Marketing Strategy which would include plans for ‘market segmentation’ in order to target currently under-represented groups

- Comprehensive Management Information Systems (MIS)

Comprehensive MIS need to be developed put in place for this next phase. This should include defining new KPIs that capture rich data to inform the future phases. In addition, it would ensure robust monitoring, data collection and reporting protocols from the outset

- Partnership development

It would be advisable to examine the compatibility of the purpose and goals of the partnership members and their respective organisations. This would help define a shared vision and goals to enter this next phase of project development. A particular area to highlight is tourism – where there are clearly a number of differing opinions that will need to align in order to share a vision for the future. It was also felt important to those interviewed to have balance of visible “quick wins” whilst working on longer term investments, funding, sustainability, infrastructure developments etc. This is something that could be built into the vision/goals at this stage

- Place Plan terminology and definition

The partnership need to agree consistent terminology for the Place Plan, (e.g. in the TKP Press Notice from Feb 2022 it was referred to as a “community place plan”) along with a

clear and simple definition that all audiences can understand. This ensures that there is a collective understanding of what the plan is and what it aims to do

- Positioning of the Place Plan project

It is recommended that discussions take place as to where this work could best 'sit' – i.e. is the Town Council the best place for this or would another host organisation be more suitable? (perhaps in order to illustrate that it is a community needs led project as opposed to a council led project)

- Promotion of the Place Plan

It is recommended that a dissemination plan for the Place Plan is drawn up – with all partnership members promoting through their respective channels/contacts as well as social media and via partner organisations etc. in order to take the opportunity to raise awareness and engagement to the next level

- Evaluation and Case study development

In order to be able to illustrate wider aspects of this work, such as what partnerships have been formed, where joint working is taking place etc., a case study approach could be used for the next phase. Together with evaluation (best practice would be external evaluation, funding permitting), this could help build the picture of 'distance travelled' as the place planning process continues.

S E C T I O N S E V E N

APPENDICES

Appendix One: Community Connections Project Logic Model

Inputs	Activities	Outputs	Project Outcomes	Long term outcomes	Overall impact
Finance from UKCRF	Develop and establish a community partnership, facilitated by the Town Council	A community Partnership group A Community plan	A sustainable and well-functioning partnership group	Greater access to green infrastructure and bio diversity	Towyn and Kinmel Bay is a cohesive place that can be explored from the sea to its streets to its green space by communities that are active, enterprising and healthy
Match funding from TKB Council	Develop a brand and web site	An online Toolkit to support subsequent activity/project s etc.	Empowered residents and organisations that can make a difference to their community	Changes in transport modes Improved levels of physical activity	
Community Partnership	Deliver engagement events				
	You tube channel	A succession plan for the next phase of the project (post CRF funding)	Further Investment	Green/blue infrastructure added or improved as result of support – covering an overall area of 113,000 square metres	
Community Connector role	Wednesday walk and talk sessions		Improved community engagement, connections and relationships		
Community Planner role	Regular social media posts		Supported investment in wider wellbeing		
Support from TKBTC	Agreed priorities and steps the community needs to make them happen		Co design and delivery with the community		
	Develop an action toolkit that upskills the community with co-delivery				

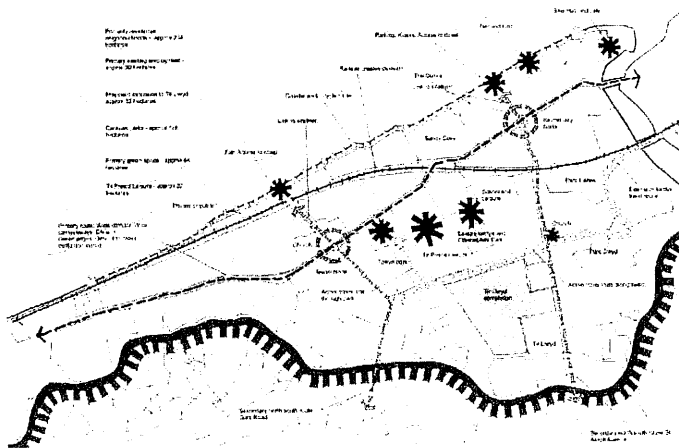
Appendix Two – place plan link

TO BE ADDED WHEN READY

Appendix Three – engagement and marketing example

What Makes the Place? – Beth sy'n Gwneud y Lle?

- ┆ Resident population of some 8,500 swells to 50,000 in the height of the summer.
- ┆ 2 'communities' linked and dominated by the A548.
- ┆ Sporadic pockets of built development built over time in a piecemeal fashion with little street structure.
- ┆ Lack of quality destinations or offer e.g. dated pubs and restaurants with little in the way of historic core.
- ┆ Caravan parks and railway makes access to beach and coastline feel cut off and private.
- ┆ Necessary but utilitarian and unattractive sea/food defences
- ┆ Fortunate in terms of open space including the dunes, coast, river, Tir Prince Park and an area of natural space (Parc Hanes).
- ┆ Wide A548 offers plentiful opportunities to reclaim space and tarmac with the view to create place and destination. Areas for dwell and landscaping.
- ┆ Flat topography benefits active travel – opportunity for strategic linkages.
- ┆ Opportunity to better integrate coast through positive connections and links: maybe through working with caravan park?



- ┆ Poblogaeth breswyl o tua 8,500 yn chwyddo i 50,000 yn anterth yr haf.
- ┆ 2 'gyrmyned' wedi eu cysylltu â'i gilydd o bobtu i'r A548.
- ┆ Pceddi yma ac acw o ddatblygiadau wedi eu hadelladu dros amser mewn modd tameidiog heb fawr o strwythur strydoedd.
- ┆ Diffyg cyrchfannau na chynrig o safon ee tafarndai a thai bwya wedi dyddio heb fawr o graidid hanesyddol.
- ┆ Meysydd carafannau a'r rheilffordd yn ei gwneud yn anodd mynd i lan y môr, sy'n ymddangos fel pe bairn breifat ac ar wahân.
- ┆ Amddiffynfeydd môr/lifogydd angenrheidiol ond anneniadol.
- ┆ Ffodus o ran llecynnau agored gan gynnwys y twyni, arfordir, afon, Parc Tir Prince ac ardal o lecyn naturiol (Parc Hanes).
- ┆ Yr A548 lydan yn cynnwys digon o gyfleoedd i adennill lle a tarmac i greu teimlad o lle a chyrchfan, lleuedd i dreulio amser a thirlunio.
- ┆ Topograffeg gwastad o fudd i deithio llesol – cyfle am gysyllhadau strategol.
- ┆ Cyfle i integreiddio'r arfordir yn well trwy gysylltiadau cadarnhaol: efallai trwy weithio gyda'r parc carafannau?



UK Government Wales
Llywodraeth y DU Cymru

The Community Connects projects funded by the UK Government through the UK Government's Rural Communities Development Fund are a product of the partnership between the UK Government and the Welsh Government.




Issues and Opportunities – Heriau a Chyfleoedd


As part of a Place Plan it's good to understand what are the key issues and opportunities Iowyn and Kinnel Bay has. This helps us to understand what is good about the place and what we need to work harder at. These are some facts we know:

Fer i'han o Gynllun Creu Llechedd mae'n dda deall y prif heriau a chyfleoedd sy'n wynebu Twyn a Bae Cinnel. Mae hyn yn ein helpu ni i ddeall beth sy'n dda am y lle a beth sydd angen mudi weithio'n galedach arno. Dyma rai ffeithiau a wyddom.


People over the age of 65 tend to live here more than other places in Wales. People over the age of 65 tend to live here more than other places in Wales.



When looking at those parts of the community that face the most challenges, the Sandy Cove area experiences challenges with education, health and community safety being high. When looking at those parts of the community that face the most challenges, the Sandy Cove area experiences challenges with education, health and community safety being high.



People tend to work more in retail, accommodation, food and services and health and social care. People tend to work more in retail, accommodation, food and services and health and social care.



The physical environment is rated as low in terms of quality of space, amenity value and setting. The physical environment is rated as low in terms of quality of space, amenity value and setting.



People tend to commute to a place in a different local authority area such as Denbighshire. People tend to commute to a place in a different local authority area such as Denbighshire.



Some people have higher than average long term health problems or disabilities. Some people have higher than average long term health problems or disabilities.



Where crime is committed this relates to violence, public order, criminal damage and related incidents. Where crime is committed this relates to violence, public order, criminal damage and related incidents.



Traffic on the A548

Climate Change and Flooding


Enterprise space for small businesses


Traffic on the A548


Health and Safety in the Workplace


Lleuedd mentro i fusnau bach


Opportunities – Cyfleoedd











Appendix four: Online survey technical document

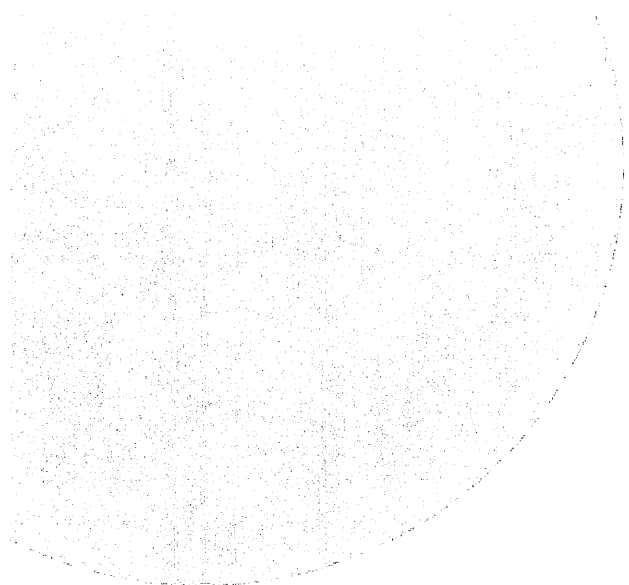


S E C T I O N E I G H T

FURTHER RESOURCES

Here are some links to key sources of information and potential funding:	
Wales Council for Voluntary Action http://www.sustainablefundingcymru.org.uk/	This organisation provides funding advice and opportunities. Excellent resources are available on the website and there is also a bilingual helpline.
Welsh Government	Voluntary sector grants http://wales.gov.uk/topics/housingandcommunity/grants/voluntary/?lang=en
	Community Facilities Programme http://wales.gov.uk/topics/housingandcommunity/grants/cfap/?lang=en
	Culture & Sports funding http://wales.gov.uk/funding/fundgrantareas/culturesportfund/?lang=en
Coalfields Regeneration Trust - Coalfields Community Grants Programme (Wales)	A regeneration organisation dedicated to improving the quality of life in Britain's former mining communities. The Coalfields Community Grants Programme in Wales can award grants from £500 up to £7,000. http://www.coalfields-regen.org.uk/

Esmee Fairburn Trust	<p>The Foundation is one of the largest independent grant-makers in the UK. A Place Plan may be eligible for grant funding as “work that motivates and enables communities to use their collective ideas, skills and assets to bring about change”.</p> <p>http://esmeefairbairn.org.uk/</p>
Garfield Weston Foundation	<p>A charitable grant-making foundation, which supports a wide range of causes across the UK, donating over £62 million annually.</p> <p>http://www.garfieldweston.org/</p>
Community Councils	<p>If you are in an area with a Community Council, it will be worth exploring the possibility of using unallocated funds.</p>
Local Authorities	<p>Many local authorities also have funds set aside for community groups to bid for when they are engaged in local well-being and place making activities.</p> <p>www.Placeplans.org.uk</p>
Partnership/community planning related (useful for future bids)	<p>https://www.communityplanningtoolkit.org</p>
Engaging your community	<p>https://www.kingsfund.org.uk/publications/place-based-partnerships-integrated-care-system</p>



This work was carried out by

JED CONSULTANCY

on behalf of

**TOWYN AND KINMEL
BAY TOWN COUNCIL**

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