



PRESTATYN & MELIDEN
TOWN & AREA PLAN
"LOOKING FORWARD TOGETHER"

2012 – 2020

NOVEMBER 2013 EDITION

Introduction

Denbighshire County Council has adopted a strategic aim of being “a high performing council closer to the community”.

To help achieve this aim, the County Council invited the town and community councils and the businesses, community and voluntary sectors in each of its main towns and the smaller outlying communities which relate to them to join together to develop “town plans”. These will be living documents which will be subject to regular reviews and will set out

- the current situation in the towns
- the key challenges and opportunities which they will face over the next decade
- a vision for each town which will provide it with a sustainable future, and
- realistic and achievable actions which will deliver that vision.

The County Council’s Cabinet acknowledged at its meeting on 15th January 2013 that the Town Plans had not considered the needs and priorities of smaller and more rural communities and agreed to broaden the Town Plans into wider Town & Area Plans to address this deficit. The Cabinet subsequently agreed at its meeting on 16th April 2013 that the new Town & Area Plans would have three sections and these would be

- one identifying the vision and priorities for each Town,
- a second identifying how smaller and more rural communities relate to the main Town, and
- a third setting out any specific needs or priorities for the smaller and more rural communities.

This then is the new Town & Area Plan for Prestatyn & Meliden.



Section One

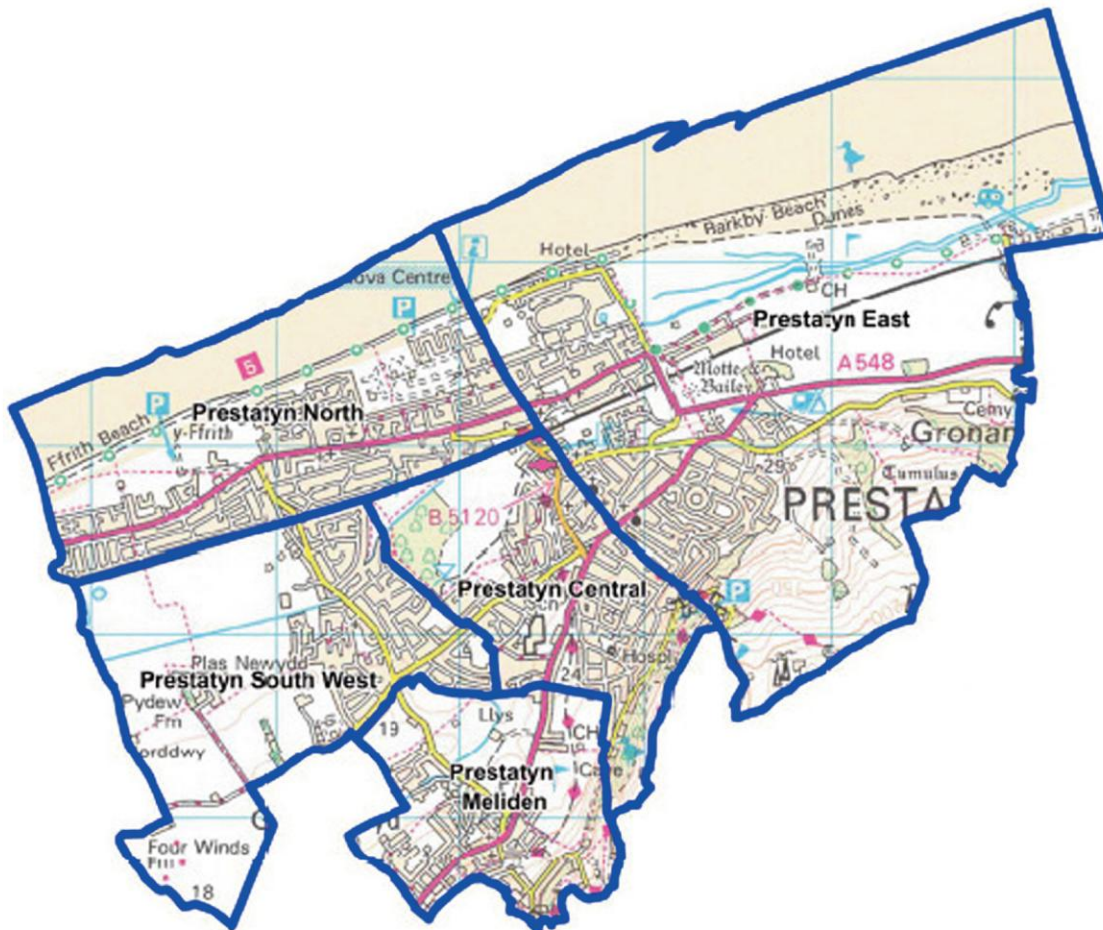
Vision and priorities for Prestatyn

Prestatyn, originally a Roman settlement, is the gateway to the North Wales coastal area, and the most easterly of the North Wales coastal resorts. The town centre is nestled between the hillside and the sea and has a unique location at one end of the Offa's Dyke trail which is popular with visitors from elsewhere in the UK and overseas.

Prestatyn town saw its first major growth when the railway was built between Chester and Holyhead in 1848 and became established as a holiday resort when Thomas Cook built Tower Beach in the 1930's. Pontin's has since built a holiday camp on the former trotting stadium and track.

Prestatyn was home to the national headquarters for Kwik Save until the company was taken over by Somerfield.

Prestatyn has several public facilities including a secondary school (Prestatyn High School) with a leisure centre on site, the Scala Cinema, the Nova, the North Wales Bowls Centre, and a Territorial Army unit. The town is a hub to a number of rural villages and settlements.



The population of the town of Prestatyn is 16,783.

Where we are now

(The actual figures are shown in the Statistical Appendix.)

People

Compared to the county as a whole, the town of Prestatyn has

- **more people aged over 65,**
- **a higher percentage of over 85's,**
- **fewer young people under 15,**
- **a lower proportion of households which are overcrowded**

Community

Compared to the county as a whole, fewer people in the town of Prestatyn

- **were born in Wales, and**
- **can speak Welsh.**

The crime rate in the town is lower than the average rate for the county, except for incidences of criminal damage. The crime rate in the Prestatyn East ward is higher than the county average with incidences of criminal damage and theft & handling being higher than average and violence against the person being lower than average. Crime in this ward is generally concentrated in the High Street and at Pontin's. The crime rate in the town's other wards is lower than the average for the county with the rate in the Prestatyn South West ward being particularly low.

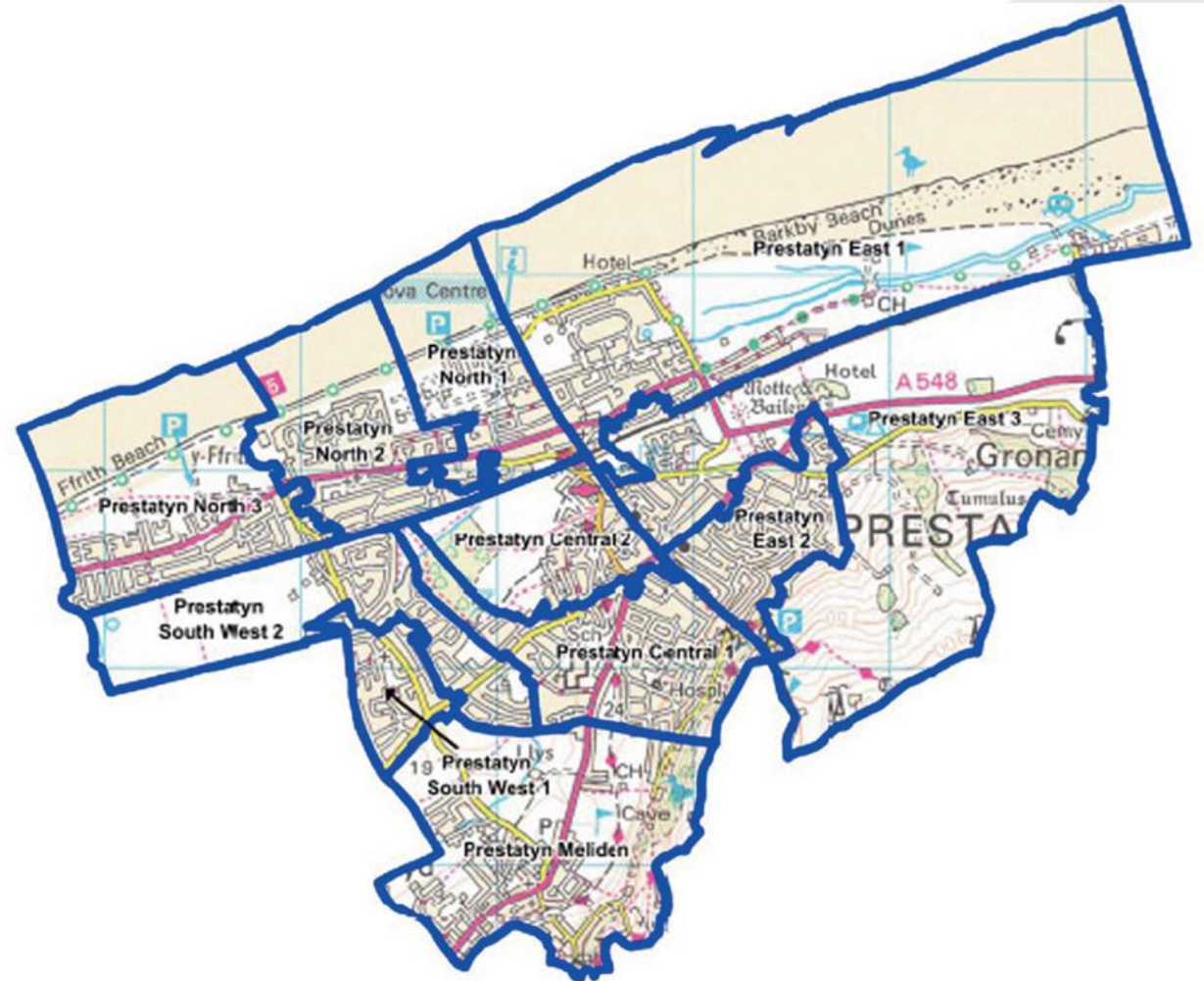
The Welsh Government uses a formula to measure deprivation called the "Welsh Index of Multiple Deprivation". Wales is split into 1896 areas which are smaller than County Council wards. Each area is then ranked with the most deprived given a score of 1 and the least deprived as score of 1896.

The scores in different years are not directly comparable because the way in which the index is calculated changes over time.

In the 2011 edition of the Index, all the “Lower Super Output Areas” in the town are considered by the Welsh Government to more deprived than they were in 2005, with the exception of Prestatyn North 2 and Prestatyn East 1.

The Prestatyn Central 2 area is considered to be the most deprived in the town in the Indices for 2005, 2008 and 2011 because they were all calculated using data from the 2001 Census for the proportion of housing with no central heating or double glazing. At the time of the 2001 census, many of the Council houses in this particular area had neither central heating nor double glazing. The subsequent investment by the County Council to bring its housing up to the Welsh Housing Quality Standard should mean that by the time that the 2011 Census data is used to calculate the Index, this area should not receive such a high ranking for this reason.

Statistics for the Maes Y Groes and Victoria Avenue area indicated that they could have qualified for Housing Renewal Area status had funding still been available.



Map showing the Lower Super Output Areas in Prestatyn

Jobs

Compared to the county as a whole,

- **fewer people of working age who live in Prestatyn work in the public sector (although more people in Denbighshire work in this sector than in any other local authority area in Great Britain),**
- **more people work in retail**
- **more people work in hotels and restaurants**
- **a lower percentage of people work in manufacturing, and**
- **a lower percentage of people of working age claim Job Seekers' Allowance.**

Median annual household incomes in Prestatyn are lower than they are for Denbighshire as a whole except in Prestatyn East ward.

The place

- **The railway presents a physical barrier between the town centre and the beach.**
- **Prestatyn is at one end of the Offa's Dyke trail.**
- **There are about 150 bed spaces in graded hotels and bed & breakfasts and over 8,000 in self-catering accommodation.**
- **Central Beach has been awarded Blue Flag status.**

Whilst there are some vacant units in the town centre in prominent locations, the vacancy rate is actually a lot lower than the national average.

Vacancy rates for retail premises – Autumn 2012

Prestatyn	7.8%	(14 units)
UK	16.3%	(Colliers International)

Some of the properties in the town centre have been poorly maintained which detracts from its overall appearance.

Future challenges and opportunities

People

The number of people aged over 65 and 85 is higher than average for Denbighshire and growing.

There are no longer any major providers of year round employment based in the town itself.

The number of people in the town grows considerably in the summer months with the influx of visitors.

Community

The Nova would require investment to remain viable in the longer term.

Prestatyn will be eligible for further community funds from the Gwynt y Mor off shore windfarm, and additional funds if Burbo Bank windfarm extension goes ahead.

The deposit Local Development Plan (LDP) for Denbighshire suggested no new allocation of greenfield land for housing in the town. A small site was subsequently identified at Mid Nant Farm which could be developed if other sites cannot be delivered. If adopted, this would mean no significant numbers of new homes being built in the town over the next ten years.

Ysgol y Llys school is to be extended and refurbished.

The statutory process to merge Bodnant Infants and Juniors has been completed but they are still on two sites until funding becomes available to accommodate both on one site.

Secondary school numbers are reducing which will lessen the need for the currently large number of mobile classrooms.

The vicarage, and in particular its grounds which are used for town centre events, was offered for sale.

Prestatyn has successful football and cricket clubs, but the cricket club needs a new pavilion.

There could be an impact on the Scala Cinema following the upgrade and refurbishment of the Apollo Cinema in Rhyl but the Shopping Park will provide up to 3 hours free parking which could be advantageous for cinema goers.

If North Wales Police were to reduce the number of administrative staff based in Victoria Road as has been suggested, there could be an opportunity to relocate the remaining officers to a base in the town centre.

Jobs

Retailers were given support whilst the Stadium development building work was in progress and this will need to continue once it opens.

The Stadium development will see the original station buildings façade restored.

The Stadium development will bring high street brands to Prestatyn.

There is a new owner at Pontin's which provides an opportunity to invest in the upgrading of the site.

The Holyhead to Chester railway line offers a sustainable means of travelling to centres of employment further afield.

The urban nature of the A548 coast road through Flintshire and the unsuitability of other links to the A55 makes travelling by road to centres of employment further afield more difficult than it need be.

There is an opportunity to make more use of Prestatyn's natural assets for cycling, walking and beach holidays/activities.

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The Place

There are several vacant sites, namely; the former Kwik Save headquarters and warehouse, the former Avimo factory, the former Camelot factory and the Former Gas Works site.

Prestatyn is not an easy place to get to by road.

Coronation Gardens is being entered for a Green Flag award which recognizes the best green spaces in the United Kingdom.

Vision for Prestatyn

We want **Prestatyn**

- to be able to sustain quality employment opportunities in the town itself
- to be a key retail destination for high street brands on the coast between Chester and Llandudno,
- to provide a high quality experience for residents and visitors alike who want to use the Blue Flag beach, walk the Offa's Dyke and Wales Coastal Paths, and cycle along National Cycle Route 5 which also runs along the sea front, and
- to offer environmentally sustainable easy access to centres of employment further afield.

Making it happen ...
for people

What we want to achieve	We will achieve this by	This will be led by	By when
An improvement in educational attainment	Improving facilities for Welsh medium education at Ysgol y Llys	County Council - Modernising Education	1 – 5 years
	Consolidating provision by Bodnant Community School on to a single site	County Council - Modernising Education	1 – 5 years
	Reviewing condition of other primary and secondary schools	County Council - Modernising Education	1 – 5 years

Making it happen ...
for the community

What we want to achieve	We will achieve this by	This will be led by	By when
Improved local services	Looking at the feasibility of operating a shared one stop shop for public services in the town centre	Town Council	1 – 5 years
	Improving the signage and access at the Scala to increase the footfall and link in with the Stadium development	County Council Communications, Marketing & Leisure	1 year
	Looking at the feasibility of providing additional cinema and training facilities on the 3 rd floor of the Scala	Scala Prestatyn Company	1 – 5 years
	Providing a replacement skate park / BMX pump track	Town Council	1 – 5 years
Continued provision of a venue for shows such as classic car event and flower show	Requesting a provision in any development proposals for the vicarage	Private Sector	1 – 5 years
Improved leisure facilities	Continuing with the upgrading of the indoor facilities at Prestatyn Leisure Centre	County Council Communications, Marketing & Leisure	1- 5 years
	Working to improve swimming facilities in the coastal area including access to a pool for community use in the town	County Council Communications, Marketing & Leisure	5-10 years
	Supporting the provision of a new cricket pavilion	Cricket Club	5-10 years
	Development of watersports facilities at Barkby Beach	County Council Communications, Marketing & Leisure	5-10 years
Residents and visitors not feeling intimidated by people consuming alcohol in public places	Implementing a Designated Public Place Order within the part of the town covered by the 30 mph speed limit	County Council Planning, & Public Protection	1 year
A reduction in the amount of dog mess in public places	Developing a Council strategy on dog fouling including arrangements for consulting on the introduction of a Dog Control Order within the part of the town covered by the 30 mph speed limit	County Council Planning, & Public Protection	1 year

Making it happen ...
for the economy

What we want to achieve	We will achieve this by	This will be led by	By when
Improved retail offer	Completing Stadium retail development	Private Sector	1 – 5 years
	Bringing retailers in the High Street and on the new Stadium development together with the County Council and Town Council to work in partnership through a “Town Team” approach for the wider benefit of the town centre	County Council Highways & Environmental Services	1 – 5 years
	Looking into the possibility of the Retail Sector Skills Council undertaking a “Location Modelling” exercise for the town centre	County Council Housing & Community Development	1 – 5 years
	Developing and implementing an events programme	Business & Community Forum	1 – 5 years
Additional employment in the town	Redeveloping the old station buildings	Private Sector	1 – 5 years
	Working with the new owners of Pontin’s to maximise the economic benefit of the holiday park for the town	County Council Housing & Community Development	1 – 5 years
	Working with the owners to bring the former Avimo, Camelot and Kwik Save headquarters and warehouse sites back into productive use	County Council Housing & Community Development	5 – 10 years
	Reviewing the use of County Council assets in the town centre including the previous library site in Nant Hall Road and 6/8 Nant Hall Road	County Council Finance & Assets	5 – 10 years
Better road connection to centres of employment further afield	Lobbying for improvements to the A548 coast road through Flintshire and other links	County Council Highways & Environmental Services	5 – 10 years

Making it happen ...
for the place

What we want to achieve	We will achieve this by	This will be led by	By when
Visitors to the town will have a better experience	Implementing a programme of environmental improvements to the sea front including tidying up the outside of the Nova	County Council Housing & Community Development	1 year
	Looking into the feasibility of undertaking further environmental improvements at the sea front including the sea wall, the amusement arcade and Ffrith Beach	County Council Housing & Community Development	1 – 5 years
	Refurbishing the bus station	County Council Highways & Environmental Services	1 year
	Resurfacing the High Street	County Council Highways & Environmental Services	1 – 5 years
	Looking into the feasibility of improving the appearance of town centre pedestrian areas	County Council Highways & Environmental Services	1 – 5 years
	Carrying out a full signage audit both in the town and from the A55 to replace missing signs, restore damaged signs and provide new signs (including signs to the beach) once the Stadium development is complete	County Council Highways & Environmental Services	1 – 5 years
	Reviewing the extensive parking restrictions around Central Beach	County Council Highways & Environmental Services	1 – 5 years
	Improving the look of prominent sites and structures including the shopping precinct and other untidy High Street properties, the former library site in Nant Hall Road, the outdoor market, the former Avimo factory, the former Kwik Save warehouse, the Morfa and the parapets of the Bodnant and Penrhwylyfa railway bridges using enforcement action if necessary	County Council Housing & Development Services	1 – 5 years
The vitality of the town centre is retained	Making empty shops look attractive	County Council Housing & Community Development	1 – 5 years
	Being flexible about the uses allowed	County Council Planning, & Public Protection	1 – 5 years
An improved experience for the visitors joining or leaving the path on Prestatyn hillside	Creating a path between the view point car park and Hillside Gardens which will allow walkers to avoid having to use the road to Gwaenysgor	County Council Highways & Environmental Services	1 year
	Creating a further path from below the Hillside Shelter to the quarry car park which will allow walkers on the National Trail to avoid having to use the road to Gwaenysgor	Offa's Dyke Path Community Interest Company	1 – 5 years
	Improving the appearance of the Hillside Gardens through new planting	Offa's Dyke Path Community Interest Company	1 – 5 years
	Installing traffic calming measures in Fforddlas	County Council Highways &	1 – 5 years

		Environmental Services	
	Restoring the Hillside Shelter	Offa's Dyke Path Community Interest Company	1 – 5 years

Section Two

How Meliden relates to Prestatyn

Meliden lies very close to Prestatyn with the developed areas of the two communities now barely 300 metres apart at their nearest point.

However, the village of Meliden has its own important historical and cultural past. The Domesday Book says that there was a church in the village in 1086 but the circular churchyard would suggest that it may have been a burial site even before Christian times. Mining contributed greatly to the economy of the village until the activity ceased in 1884 and the track bed of the former branch line which passed through the village on the quarry at Dyserth now forms a relatively easy walking and cycling route.

The village is today situated in the area which is served by Prestatyn Town Council but it has continued to maintain its distinct character and independent spirit with residents accessing services in other nearby towns as well. For example, the village has its own primary school and children go to the High School and other primary schools in Prestatyn but some go to schools in other towns such as Rhyl, St Asaph and Denbigh. In relation to health care, the village surgery is operated by the Pendyffryn Medical Group which has its base in Prestatyn but it is intended that the future community hospital provision serving the village will be located in Rhyl. Similarly, whilst all of the bus services running through the village serve Prestatyn, they also run directly to other major centres including Rhyl and Llandudno.



There is a relatively limited amount of employment within Meliden itself with just 116 people working in the village (other than from home) at the time of the 2001 census. The wider area does however attract a substantial number of visitors with 8,000 self-catering bed spaces in nearby Prestatyn alone, up to 8,000 cars a day parking at the town's Shopping Park and 26,000 people per annum using the Prestatyn-Dyserth Way. With many of these visitors passing through Meliden, this presents a significant opportunity for growing the village's visitor economy by promoting its fabulous historic and natural environment to them.

Section Three

Needs and priorities for Meliden

At the time of the 2011 census, Meliden had 2,066 residents which was a slight reduction compared to the 2,175 recorded during the census in 2001.

Compared with Denbighshire as a whole, Meliden has

- a larger proportion of young people aged 15 or under;
- a smaller proportion of older people aged 65 or over;
- a larger proportion of people who work in the retail and tourism sectors; and
- a smaller proportion of residents who work in the manufacturing and public sectors.

Like the rest of the county, in the ten years since the last census, there has been

- a reduction in the proportion of young people aged 15 or under;
- an increase in the proportion of older people aged 65 or over; and
- an increase in the proportion of residents working in the public sector.

In the adopted Local Development Plan for Denbighshire 2006-21, there are two sites allocated for new housing in the village to the rear of Maes Meurig, and to the rear of Ffordd Hendre (which was not proposed for allocation by the County Council), which would significantly increase its population if both were to be developed. These would be in addition to the 3 new dwellings in Graham Avenue, the 8 new affordable dwellings for local people on the disused garden centre site in Ffordd Talargoch which the County Council's Housing & Community Development service are seeking to develop in conjunction with Cymdeithas Tai Clwyd, the 30 proposed for the former Caravan Park and the 12 proposed for the land behind the car showroom.

Needs

With this context in mind, the needs identified for the village area are as follows:

For people

With a relatively young age profile already, any new residential developments in the village would need to include enough housing which young people from the village would be able to afford.

Leisure facilities are required which meet the needs of all the village's young people and the play areas should have the right equipment for the age groups which they serve.

If the two additional sites allocated for housing were to be developed, the facilities at the village's primary school which are already at capacity would need to be enhanced to cater for any increase in the school age population.

For the community

The community centre is a superb asset for the village but it needs to be well maintained.

The village has a thriving football club playing in the Welsh Alliance League which raises the profile of the village across North Wales, but it needs better changing facilities at its ground.

As a community with a significant population, facilities like the chemist, the post office, the pubs and the doctors' surgery need to be retained and preferably enhanced to include additional services like dental care.

For the economy

The village has a fascinating history and fantastic setting which would enable it to attract more visitors and support additional jobs in the tourism sector if assets like the Goods Shed and Caravan Park could be returned to use and if more information was available to visitors.

For the place

There is a free car park in the centre of the village but it is not actively managed which often makes it difficult for people calling at the Post Office, attending services at the church and Blue Badge holders to find a parking space.

The area around the main A547 road through the village is generally very attractive but there are some places where both its appearance and the highway could be enhanced which would make the village a more inviting place for visitors to stop.

Making this happen ...

for people

Activity	Economic Ambition Strategy reference	This will be led by	Output	Start	Finish	Cost in £000's
Based upon local housing need, seek to achieve appropriate affordable housing provision in sites allocated for residential development in the village in Local Development Plan for Denbighshire to provide enough housing for young people in the village which they can afford	5.3	County Council - Development Control & Planning Compliance	Affordable housing provision included in approved schemes	1 st April 2014	31 st March 2021	
Developing a range of housing options for local people of all ages to enable their housing needs to be better met	5.3	County Council - Community Housing	8 affordable housing units developed on the former Garden Centre site	1 st April 2014	31 st March 2016	
Working with the children of the village to find out what equipment they would like to see in the play areas to meet their needs and using funding from Commuted Sums and Community Housing to provide it	5.3	County Council - Economic & Business Development	Improved play areas	1 st April 2014	31 st March 2017	£20,000
Ensuring that the facilities at the village's primary school are enhanced using funding obtained through the Community Infrastructure Levy imposed on the developers of new housing or elsewhere to accommodate the additional numbers of children in the village which will result from the development of the sites allocated for housing in the Local Development Plan	5.3	County Council - Modernising Education	Improved facilities at Ysgol Melyd	1 st April 2014	31 st March 2021	

Making this happen ...
for the community

Activity	Economic Ambition Strategy Reference	This will be led by	Output	Start	Finish	Cost
Making adequate provision for maintenance of the centre to ensure that it continues to provide an excellent facility for the village	5.3	Prestatyn Town Council	Satisfactory condition survey	1 st April 2014	31 st March 2017	
Helping the football club to access funding to provide better changing facilities at its ground to help it develop and raise the profile of the village across North Wales	5.3	County Council - Economic & Business Development	Funding secured	1 st April 2014	31 st March 2017	£25,000
Encouraging residents to make use of village facilities like the chemist, Post Office, pubs and surgery to ensure that they continue to thrive	5.3	Meliden Residents Action Group	Campaign	1 st April 2014	31 st March 2021	

Making this happen ...
for the economy

Activity	Economic Ambition Strategy Reference	This will be led by	Output	Start	Finish	Cost
Restoring the Goods Shed as a visitor attraction to provide more jobs in the tourism sector	3.1	Meliden Residents Action Group	Building restored	1 st April 2014	31 st March 2017	£50,000

Encouraging the caravan park being returned to use to provide more jobs in the tourism sector	3.1	County Council - Destination Marketing & Communication	Opportunity promoted to potential operators	1 st April 2014	31 st March 2017	
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Making this happen ...
for the place

Activity	Economic Ambition Strategy Reference	This will be led by	Output	Start	Finish	Cost
Actively managing the village car park to make it easier for people calling at the Post Office, visiting the church and Blue Badge holders to find a space to park	5.3	County Council - Traffic, Parking & Road Safety	Car park actively managed	1 st April 2014	31 st March 2017	
Improving the appearance of properties in the area around the A547 road through the village to make it a more inviting place for visitors to spend time in	5.1	County Council - Development Control & Planning Compliance	Untidy land notices served	1 st April 2014	31 st March 2017	
Supporting the improvement of the appearance of the public realm in the area around the A547 road through the village to make it a more inviting place for visitors to spend time in	6.2	Prestatyn Town Council	Improved planting	1 st April 2014	31 st March 2017	
Improving the on-street parking on the A547 road through the village to make it a more inviting place for visitors to spend time in	6.2	County Council - Traffic, Parking & Road Safety	Better parking bays	1 st April 2014	31 st March 2021	£25,000

How will we know if we are on track?

Annual reviews of progress will be undertaken by the County Council together with Prestatyn Town Council. More regular updates will also be provided to the County Council's Member Area Groups and to the Town Council, and also to the wider community through County Voice and through press releases made by Denbighshire County Council. The Plan will be treated as a living document in which aspirations can be added or removed according to changes in circumstances.

Who was involved in the production of this plan?

This plan was produced by Denbighshire County Council following consultations with County Council Councillors and Services, the Town Council, the Business Group, secondary schools and the wider community.

For further information:

econ.dev@denbighshire.gov.uk



Statistical Appendix 2011 census data			
Percentage of...	In Prestatyn town	In the village of Meliden	In Denbighshire
Young people aged 15 or under	17.7	21.19	18.1
All people aged 65 or over	25.0	20.5	21.1
People aged 85 or over	3.5	2.3	2.8
Overcrowded households	3.4	3.9	4.5
People born in Wales	47.7	56.3	58.1
People over 3 years of age who can speak, read or write Welsh	16.9	21.7	27.0
Working residents employed in hotels and restaurants	8.1	7.7	6.9
Working residents employed in manufacturing	8.3	6.6	9.1
Working residents in retail	16.6	15.4	14.4
Working residents employed in the public sector	34.7	34.4	35.7

Welsh Index of Multiple Deprivation			
Lower Super Output Area	Ranking in 2005	Ranking in 2008	Ranking in 2011
Prestatyn North 1	1006	843	830
Prestatyn North 2	677	815	745
Prestatyn North 3	609	547	571
Prestatyn Central 1	1694	1578	1592
Prestatyn Central 2	516	330	335
Prestatyn South West 1	978	769	695
Prestatyn South West 2	1119	907	925
Prestatyn East 1	835	725	848
Prestatyn East 2	1843	1851	1833
Prestatyn East 3	1062	1123	1020
Meliden	928	801	766