

# ***DRAFT*** **PRESTATYN TOWN** **PLAN 2012 -2020**

“Looking Forward Together”



# Introduction

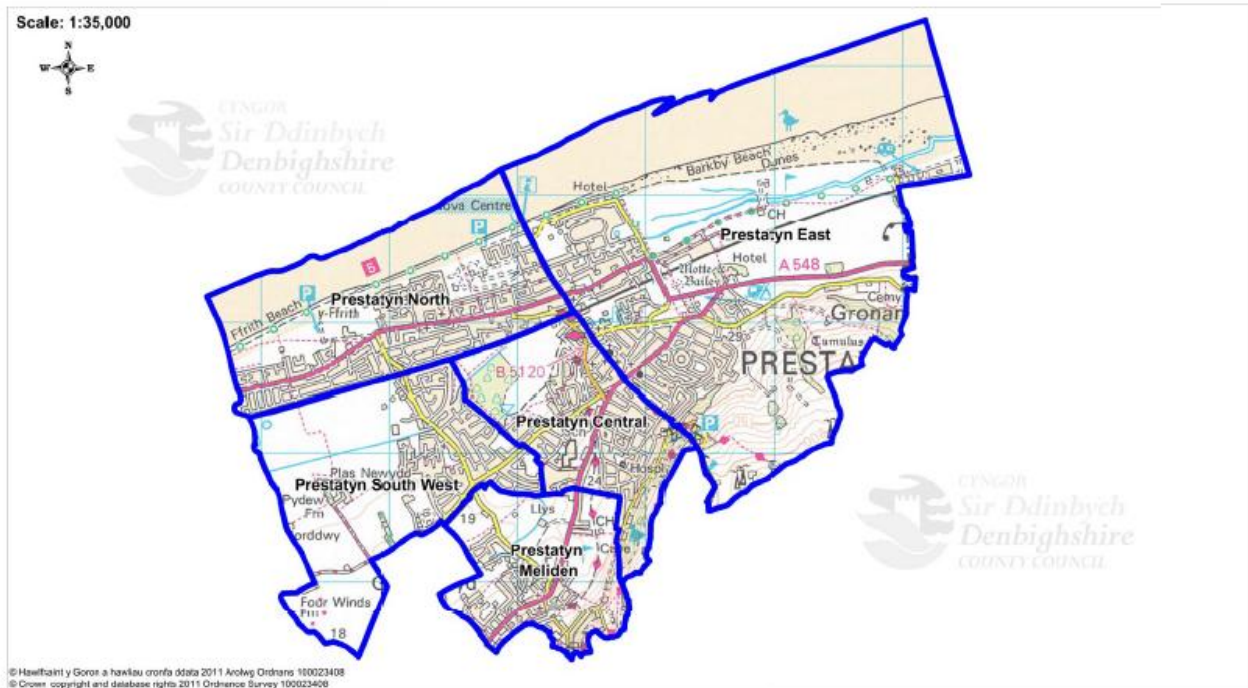
Denbighshire County Council has adopted a strategic aim of being “a high performing council closer to the community”.

To help achieve this aim, the County Council is inviting 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.



## Map showing the wards in the Prestatyn Area



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.

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 old 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, a community hospital 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 17,341.

The community also includes the village of Meliden which is the home to a further 2,154 people.

# Where we are now

## 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,
- more people claiming housing or Council Tax benefit
- 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.

### 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 similar percentage of people work in manufacturing (which is lower than in Wales as a whole)
- more people commute more than 20km to work, 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 2011**

Prestatyn	7.2%	(13 units)
UK	13.3%	(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**

Both the library building and 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. 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.

A statutory process is underway to merge Bodnant Infants and Juniors.

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, may be sold.

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.

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 will require support whilst the Stadium development building work is in progress.

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.

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.

## **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 has been entered for a Green Flag award which recognises the best green spaces in the United Kingdom.



# Vision for Prestatyn

We want Prestatyn

- 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.

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## Making it happen...

<b>...for people</b>			
<i>What we want to achieve</i>	<i>We will achieve this by</i>	<i>This will be led by</i>	<i>By when</i>
an improvement in educational attainment	Improving facilities for Welsh medium education at Ysgol y Llys	DCC – Modernising Education	1 – 5 years
	Consolidating provision by Bodnant Community School on to a single site	DCC – Modernising Education	5 – 10 years
	Reviewing condition of other primary and secondary schools	DCC – Modernising Education	5 – 10 years

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## Making it happen...

<b>...for the community</b>			
<i>What we want to achieve</i>	<i>We will achieve this by</i>	<i>This will be led by</i>	<i>By when</i>
Improved local services	Review County Council assets in the town centre including the library and 6/8 Nant Hall Road	County Council Finance & Assets	1 – 5 years
	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 Leisure, Libraries and Community Development	1 year
	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 Leisure, Libraries and Community Development	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 Leisure, Libraries and Community Development	5-10 years
	Supporting the provision of a new cricket pavilion	Cricket Club	5-10 years
	Supporting the improvement of the Sailing Club building at Barkby Beach	Sailing Club	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	County Council Planning, Regeneration & Regulatory Services	1 year

	30 mph speed limit		
A reduction in the amount of dog fouling in public places	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, Regeneration & Regulatory Services	1 year

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## Making it happen...

<b>...for jobs</b>			
<i>What we want to achieve</i>	<i>We will achieve this by</i>	<i>This will be led by</i>	<i>By when</i>
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 Environment	1-5 years
	Looking into the possibility of the Retail Sector Skills Council undertaking a "Location Modelling" exercise for the town centre	County Council Environment	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 Planning, Regeneration and Regulatory Services	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 Planning, Regeneration and Regulatory Services	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 & Transportation	5-10 years

## Making it happen...

<b>... for the place</b>			
<i>What we want to achieve</i>	<i>We will achieve this by</i>	<i>This will be led by</i>	<i>By when</i>
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 Environment	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 Planning, Regeneration & Regulatory Services	1- 5 years
	Refurbishing the bus station	County Council Highways	1 year
	Resurfacing the High Street	County Council Highways	1 - 5 years
	Looking into the feasibility of improving the appearance of pedestrian areas	County Council Highways	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 and <del>County Council</del> Environment	1 - 5 years
	Reviewing the extensive parking restrictions around Central Beach	County Council Highways	1- 5 years
	Improving the look of prominent sites and structures including the shopping precinct and other untidy High Street properties, the outdoor market, the former Avimo factory, the former Kwik Save warehouse, the Morfa and the	County Council Planning, Regeneration and Regulatory Services	1 - 5 years

	parapets of the Bodnant and Penrhwyfya railway bridges using enforcement action if necessary		
The vitality of the town centre is retained	Making empty shops look attractive	County Council Environment	1- 5 years
	Being flexible about the uses allowed	County Council Planning, Regeneration and Regulatory Services	5 – 10 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 on the National Trail to avoid having to use the road to Gwaenysgor	Offa's Dyke Path Community Interest Company	1 year
	Creating a further path between the Hillside Shelter and Bishopswood Road 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
	Restoring the Hillside Shelter	Offa's Dyke Path Community Interest Company	1 – 5 years

## **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.



# Statistical Appendix

## 2001 census data

Percentage of...	In Prestatyn town	In the village of Meliden	In Denbighshire
Young people aged 15 or under	18.7	22.9	19.7
All people aged 65 or over	25.1	17.6	20.2
People aged 85 or over	3.6	2.9	2.8
People claiming housing or Council Tax benefit	10.4	9.9	9.9
Overcrowded households	3.4	4.6	4.4
People born in Wales	45.7	54.0	57.9
People over 3 years of age who can speak, read or write Welsh	17.4	22.3	29.0
Working residents who travel more than 20km to work	20.0	21.2	18.6
Working residents employed in hotels and restaurants	7.5	8.2	6.5
Working residents employed in manufacturing	13.6	12.3	13.9
Working residents employed in retail	18.1	15.9	16.4
Working residents employed in the public sector	28.4	28.2	30.0

## 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