



Towyn & Kinmel Bay Town Council

2024-25 Well-being of Future Generations Report

- **Approved by TKBTC at Full Council Meeting held on 06/05/2025 - Agenda item 8.**

About this Report

Welcome to Towyn and Kinmel Bay Town Council's Annual Report for 2024/25. This report outlines how the Town Council is striving to provide and improve services that are compliant with the Well-being of Future Generations (Wales) Act 2015.

The Well-being of Future Generations Act 2015 is about improving the social, economic, environmental and cultural well-being of Wales. The Act places a duty on certain Community and Town Councils, to take all reasonable steps in meeting the local objectives included in the local well-being plan. It gives a legally binding common purpose – the seven well-being goals- for National Government, Local Government, Health Boards and other specific public bodies. It details the ways in which specified public bodies work, and work together to improve the wellbeing of Wales.

The Town Council are also required to comply with the Conwy and Denbighshire Public Services Board (PSB) Well-being Plan 2023 - 2028. This plan focuses on 4 priority area to make Conwy and Denbighshire a more equal place with less deprivation:

Well- Being - Communities are happier, healthier & more resilient in the face of challenges, such as Climate Change and Nature Emergency, or the rising cost of living.

Economy - There is a flourishing economy, supported by skilled workforce for the future.

Equality - Those with protected characteristics face fewer barriers.

Housing - There is improved access to good quality housing.

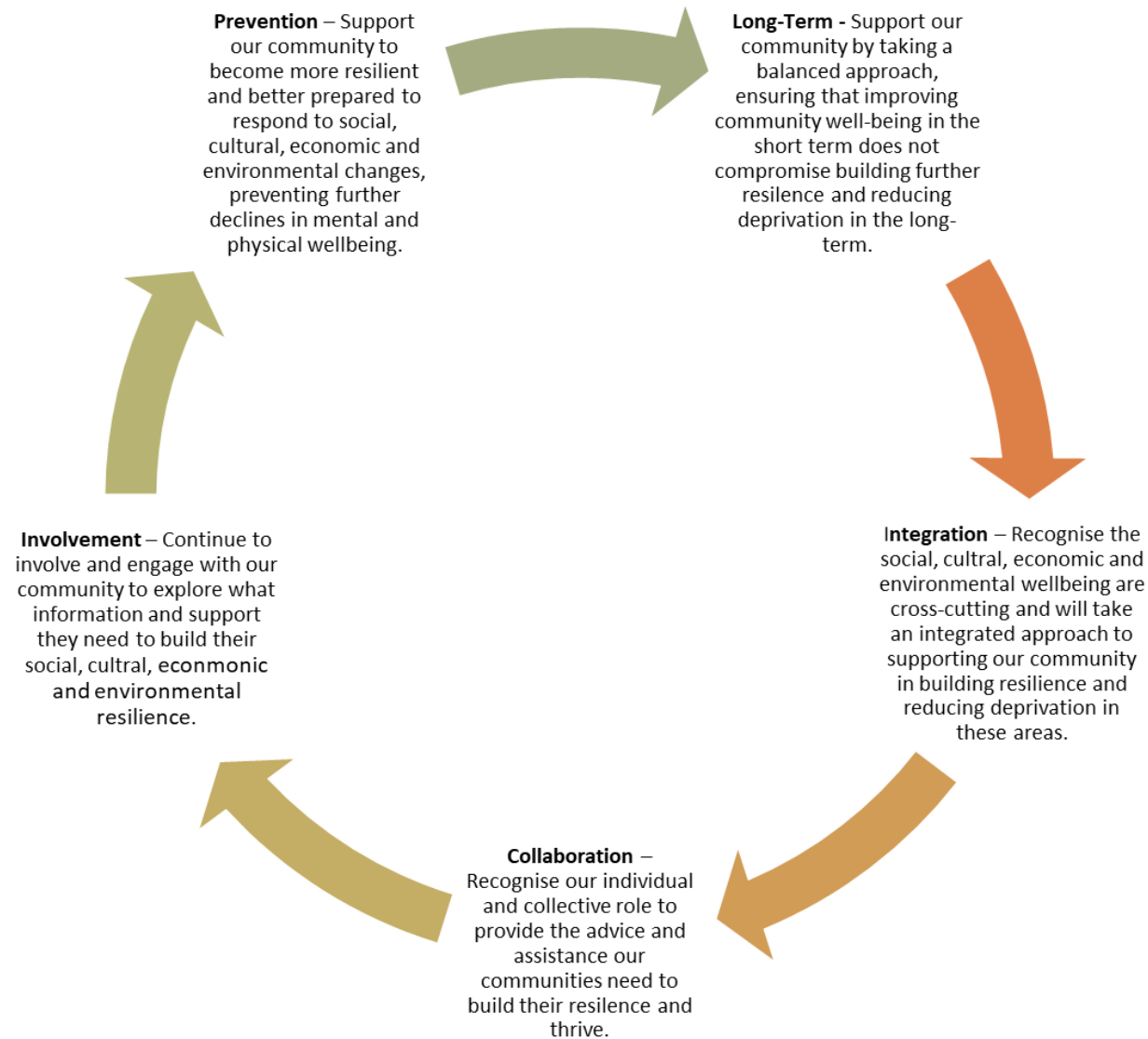
The aim of this report is to give a brief overview of what we have achieved and how TKBTC are making a difference in line with the 9 ways of working and to outline our future direction.

- **Leadership:** Provide strong shared leadership and responsibility for effective long-term change, using our collective voice as partners to influence and advocate on behalf of our communities.
- **Co-production:** Foster an environment, and encourage strong networks, that promote meaningful engagement and communication with our communities, supporting a culture where co-production and involvement thrives.
- **Fairness:** Promote fairness, equality and diversity through all our work.
- **Informed decision-making:** Maintain effective governance that allows for strong, evidence-based decision making, acting on recommendations made through quality research and engagement.
- **Transparency:** Have clear and transparent performance management arrangements in place.
- **Assess:** Ensure that our activities and decisions are assessed for their impact in terms of the national Well-being Goals, the sustainable development principle, and five ways of working. This includes taking account of short and long-term needs, applying 'Futures Thinking' to identify and address root causes of the issues that we face, and preventing, rather than reacting to, high risk events wherever possible.
- **Reflect:** Use the advice given by the office of the Well-being of Future Generation's Commissioner, Natural Resources Wales and others to focus our discussions as we take forward our steps.
- **Development:** Explore and support joint opportunities for training and workforce development, such as secondment opportunities between our organisations.

- **Language:** Support and promote the Welsh Language in all that we do, integrating the Welsh Language strategies of partners.

We will apply these nine principles to all our work as we take forward the steps that we have identified in support of our objective to make **Denbighshire and Conwy a more equal place with less deprivation**. These are things that we can do collectively over and above the existing roles and responsibilities of our individual members, and they will help us to define our actions and structure the detailed planning that will support this Plan's implementation. They will also help us to hold ourselves to account by monitoring and measuring our progress and success.

A further aim of this report is to give a brief overview of how we will apply the 5 ways of working in order to maximise our contribution to the Well-being Goals.



The Seven Wellbeing goals for Wales

The Wellbeing of Future Generations Act 2015 outlines seven wellbeing goals which need to be considered when drawing up local objectives. A description of each wellbeing goal and the issues identified within the theme is provided below. All the issues identified in this needs Analysis are cross-cutting and impact on more than one of these spheres of wellbeing.

PROSPEROUS	RESILIENT	HEALTHIER	MORE EQUAL	COHESIVE COMMUNITIES	VIBRANT CULTURE AND THRIVING WELSH COMMUNITIES	GLOBALLY RESPONSIVE
• An innovative, productive and low carbon society which recognises the limit of the global environment and therefore uses resources efficiently and proportionately (including acting on climate change); and which develops a skilled and well-educated population in an economy which generates wealth and provides employment opportunities, allowing people to take advantage of the wealth generated through securing decent work	• A nation which maintains and enhances a biodiverse natural environment with health functioning eco systems that support social, economic and ecological resilience and the capacity to adapt to change (eg. Climate change)	• A society in which peoples physical and mental wellbeing is maximised, and in which choices and behaviours that benefit future health are understood.	• A society that enables people to fulfil their potential no matter what their background or circumstance (including socio-economic background and circumstances)	• Attractive, viable safe and well- connected communities	• A society that promotes and protects culture, heritage and the Welsh language, and which encourages people to participate in the arts, sports and recreation	• A nation which, when doing anything to improve the economic, social, environmental and cultural wellbeing of Wales, takes account of whether doing such a thing may make a positive contribution to global wellbeing.

Prosperous - An innovative, productive and low carbon society which recognises the limit of the global environment and therefore uses resources efficiently and proportionately including acting on climate change); and which develops a skilled and well-educated population in an economy which generates wealth and provides employment opportunities, allowing people to take advantage of the wealth generated through securing decent work

Resilient – A nation which maintains and enhances a biodiverse natural environment with health functioning eco systems that support social, economic and ecological resilience and the capacity to adapt to change (e.g. Climate change)

Healthier – A society in which peoples physical and mental wellbeing is maximised and in which choices and behaviours that benefit future health are understood.

More Equal – A society that enables people to fulfil their potential no matter what their background or circumstance (including socio- economic background and circumstances)

Cohesive communities- Attractive, viable safe and well- connected communities

Vibrant culture and thriving Welsh language – A society that promotes and protects culture, heritage and the Welsh language, and which encourages people to participate in the arts, sports and recreation

Globally responsive – A nation which, when doing anything to improve the economic, social, environmental and cultural well-being of Wales, takes account of whether doing such a thing may make a positive contribution to global wellbeing.

The challenge for the Local Council is to demonstrate how it can make a positive contribution to these priority areas, given that the objectives are strategically determined and of more relevance, to larger statutory bodies who can more effectively influence their progress. All Local Councils have their own local priorities, which are important to their own communities, and our ethos has been to work cohesively to support projects that make a meaningful contribution to the community and PSB plan.

Matrix showing cross-cutting themes

Some of the activities of Towyn and Kinmel Bay Town Council towards the wellbeing goals are cross cutting and impact on more than one of these spheres of well-being. The grids below give an interpretation of how each contribution might fit within the list of goals.

PROSPEROUS		RESILIENT	HEALTHIER	MORE EQUAL	COHESIVE	CULTURE	GLOBALLY RESPONSIVE		
1	Community Support Contribution								
2	First Response Engagement (Defibrillators)								

3	Community Library support							
4	Local Grant Scheme							
5	Community Awards							
6	Green Infrastructure							
7	Climate Change – (Solar lighting)							
8	Speed Sensing Signs							
9	Tir Prince Park Projects							
10	Community Centre Support							
11	Community Planting Scheme							
12	Crime Prevention and Reduction							
13	Community Planter Project							
14	Town Christmas Project							
15	Community Place Plan							
16	Community Litter Pick Days							
17	Ground Maintenance							
18	Flagpole							
19	Bus Shelters							
20	Goal Posts							
21	Flood mitigation support							
22	Sea Defence Improvements							
23	Community Engagement/Fundraising							
24	Digital Engagement							
25	Conwy CBC support							
26	Staff and Councillor Training							

Context supporting Matrix

1. Community Support Contribution

TKBTC has continued to strengthen its ties with the community, recognising the financial and social challenges faced by many residents and visitors. In response to the increased demand for essential

support services, particularly the Kinmel Bay Church Food Bank, TKBTC has taken proactive steps to ensure that those in need receive assistance. During 2024-25, the Town Council has directly contributed £5,118.64 towards purchasing food and basic provisions, helping to sustain this vital community resource.

2. First Response Engagement

TKBTC is committed to ensuring the safety and well-being of residents and visitors by managing, maintaining, and replenishing the consumables of 15 Community Defibrillators located throughout the area. These defibrillators serve as critical life-saving devices, readily accessible in case of emergencies. The full list of defibrillator locations within Towyn and Kinmel Bay can be found on the Town Council's website, ensuring residents and visitors can easily identify the nearest unit in an emergency. In addition to maintaining these vital devices, TKBTC has worked in partnership with the Welsh Ambulance Service to provide free defibrillator skills training to residents and visitors.

3. Community Library

The Community Library provides a key service to our residents and visitors, it's run by a part time CCBC staff member and several volunteers (Friends of the Kinmel Bay Community Library). TKBTC contribute the sum of £3,000 per annum towards the salary of the CCBC employee, to help maintain the Library Service/keep the Library open.

4. Local Grant Scheme

During 2024-25 TKBTC awarded grants totalling £3,032.69 to local organisations and school PTA's.

The Town Council contributed £1,400 towards Conwy CBC summer play events at Tir Prince Park in Towyn in 2024.

5. Community Awards Scheme

The Community Awards Scheme recognises individuals/groups/businesses who have contributed and/or made a positive impact within the community. In 2024, seventy-two nominations were received from the community for ten award categories and an award ceremony presenting the finalists with ten awards was held in February 2025.

6. Green Infrastructure

TKBTC was awarded a UK Prosperity grant in February 2024 to transform the abandoned play area at Owain Glyndŵr Estate into a vibrant community garden. The garden will be open for public use in 2025, providing a shared green space for residents and visitors and visitors to enjoy.

TKBTC have supported North Wales Police to hold children's garden events at the Owain Glyndŵr Community Garden.

TKBTC has continued discussions with Conwy CCBC & the Welsh Government regarding the WG land at Parc Hanes being an area of natural space, and the area has been included in the CCBC Replacement Local Development Plan.

7. Climate Change

In 2024, phase two of the eco-friendly LED solar lighting project was completed on Ogwen Avenue and Green Avenue in Kinmel Bay. Additionally, the Council secured a £9,000 grant from the Gwynt Y Môr Community Fund to install twenty additional LED solar lights at Tir Prince Park along the active travel route. This final phase completes the route, providing a safe and well-lit pathway for residents and visitors. Most benches and all picnic benches installed by TKBTC have been manufactured from recycled UPVC plastic.

8. Speed Warning Signs

TKBTC supported Conwy CBC by funding the cost of the procurement and installation of an additional speed sign in 2024-25 on St Asaph Avenue, Kinmel Bay.

9. Tir Prince Park Projects

The Town council continues to maintain the two fountains in Tir Prince Park, the fountains have been extremely well received and are popular with residents and visitors alike. There has been a significant increase in pond life due to cleaner water and improved oxygenation.

During 2024, TKBTC supported Conwy CBC with the grant funded refurbishment of the wooden pedestrian bridge at the park.

TKBTC continues to maintain the natural waterways within the park, which includes the scraping back of the banks, the unblocking of the Tir Prince Park Pond, and the removal of rubbish and excess/overgrown algae & reeds.

10. Community Centre Support

To support the Community Centre with administration, TKBTC continues to manage the bookings and diary for events held by residents and visitors and community groups. This also includes support with invoicing and banking (undertaken F.O.C. as a Community Service).

TKBTC staff undertake/manage the cleaning and the provision of cleaning materials for the Community Centre (recharged quarterly to Kinmel Bay Community Centre).

11. Community Planting scheme

During 2024 TKBTC has maintained/replaced and added new trees in the Towyn and Kinmel Bay area (Owain Glyndŵr Estate, St Asaph Avenue, Foryd Road, Clwyd Park, Clwyd Park Park, Owain Glyndwr Community Garden).

12. Crime Prevention and Reduction

TKBTC contribute towards the running costs of the three Conwy County Borough Council CCTV cameras which are located within Towyn and Kinmel Bay.

TKBTC have several CCTV cameras to protect both the Community Resource Centre and the Kinmel Bay Community Centre.

TKBTC are members of North Wales Community Alert.

13. Community Planter Project

Throughout the years, TKBTC have installed twenty-four locally manufactured, environmentally friendly UPVC raised planters throughout Towyn and Kinmel Bay. These planters feature carefully selected wildlife-friendly plants that support pollinators and enhance the local environment. The Councillors maintain the planters year-round, ensuring they remain vibrant and well-kept.

14. Town Christmas Project

TKBTC take pleasure to source and install the annual Christmas Trees and Lighting for both Kinmel Bay and Towyn. The trees are in prominent positions in each town, and the Christmas motif lighting stretches approximately 3 miles through both Towyn and Kinmel Bay.

15. Community Place Plan

The Towyn and Kinmel Bay Community Place Plan was formally adopted as Supplementary Planning Guidance by the Conwy CBC Cabinet on 22nd August 2023. The Towyn and Kinmel Bay Community Place Plan is the very first Community Place Plan within Conwy CBC to be adopted as Supplementary Planning Guidance.

The TKBVoice Partnership has now been dissolved following the decision to bring the Committee under the Town Council. The Community Place Plan Committee is looking forward to moving forward with the objectives within the plan.

16. Community Litter Pick Days

TKBTC Community Litter Picking Equipment (litter tongs, litter bags, litter Bag hoops, high viz vests and gloves), have again been used by several local schools/groups/organisations/individuals for litter picking events. This initiative has resulted in the promotion of local groups/schools/organisations and individuals taking/restoring pride in our local community.

TKBTC has close links/working relationships with local Keep Wales Tidy Representatives.

17. Ground Maintenance

TKBTC continues to be responsible for the ground maintenance at Chester Avenue Woodland, Ffordd Y Berllan Playing Field and the Quarry Line Path. The Town Council financially supports and organises schemes of work at these locations, including planting, accessibility, clearing and general maintenance of any relevant gates, fencing etc. Also grass cutting initiatives in various locations within Towyn and Kinmel Bay.

18. Flagpole

TKBTC flagpole continues to be used to commemorate/ acknowledge/ celebrate important dates (such as St David's Day and Remembrance Day), this year it has also been used to commemorate D-Day which took place on the 6th June 2024, marking eighty years since the beginning of the liberation of Western Europe and Commonwealth Day on the 10th March 2025.

19. Bus Shelters

TKBTC continues to be responsible for covering the ongoing costs of maintaining and cleaning six Community Bus Shelters in the Towyn and Kinmel Bay area. These community bus shelters would have been removed by CCBC, if the Town Council had not agreed to take over the financial and maintenance responsibilities. The shelters are located at the following locations: - Kinmel Bay Community Centre, Chester Avenue and 3 x Towyn Road (outside Palins Caravan Park, Seagull Pub, and The Wendover Pub). Additionally, a new bus stop was installed on Towyn Road opposite Palins Caravan Park for the 2024/25 period, further improving local transport infrastructure.

20. Goal Posts

TKBTC continue to maintain the goal posts at Tir Prince Park & Ffordd Y Berllan Playing field, to promote sport and wellbeing for our younger residents and visitors.

21. Flood Mitigation Support

TKBTC is working closely with Conwy CBC and Natural Resources Wales (NRW) in response to the recent inland and road flooding in Towyn. The flooding has been primarily due to slow flow from the pump station, which is managed by NRW. In collaboration with these agencies, NRW has planned to increase the pump flow capacity during the 2025-26 financial year to help alleviate the flooding issues and improve the overall situation in the area. This is part of ongoing efforts to address the town's drainage and coastal flooding concerns.

22. Sea Defence Improvement support

TKBTC has been actively involved in supporting Conwy CBC with the ongoing sea defence improvement works that started in 2024. As part of this collaboration, public consultations have been held at the Resource Centre to keep the community informed and gather feedback. Additionally, members of the Town Council attend frequent site meetings to stay updated on the project's progress, ensuring that residents and visitors' concerns are addressed and that the works are carried out effectively to improve sea defences and protect the area from flooding risks.

23. Community Engagement/ Fundraising projects

TKBTC, in collaboration with North Wales Police, Sandy Cove Club, and Y Morfa Leisure Centre, helped organise and host two Christmas parties to spread festive cheer among local children. These wonderful events brought joy to families in the community, creating lasting memories and ensuring that children could enjoy a magical Christmas experience. The Town Council continues to support initiatives that bring the community together and make a positive impact on residents.

The 'Santa for a Senior' project was once again a great success in December 2024. Thanks to generous community donations and dedicated efforts, the Town Council delivered over 370 gifts to elderly residents in Towyn and Kinmel Bay, spreading festive cheer and kindness.

The TKBTC Mayor visited all nursing/residential homes in December 2024 to present the residents and staff with Chocolates and biscuits for Christmas.

TKBTC actively supported the Mayor and Council members in their fundraising work throughout 2024-25, successfully raising funds for St Kentigern Hospice and Diabetes UK through various events, including: A preloved fashion show at Kinmel Manor (September 2024) and a Murder Mystery Evening at St Asaph Cathedral (November 2024).

TKBTC organised a Covid-19 Reflection Memory Walk at Tir Prince Park, ending with a candlelit vigil at the Community Resource Centre. This event aligned with the UK-wide Covid-19 Day of Reflection, ensuring the community had a space to reflect and remember.

TKBTC is proud to support the Community Willow Coppice group, Llais y Goedwig and Keep Wales Tidy who are dedicated in transforming and maintaining the natural green space at Chester Avenue Woodland. This project is a great example of the community working together to care for the environment, support wellbeing, and make Chester Avenue Woodland a welcoming green space for everyone.

24. Digital Engagement

Over 2024-25 TKBTC as part of its ongoing commitment to transparency, accessibility, and proactive community engagement, the Council has adopted/increased several digital initiatives.

The introduction of QR codes across community notice boards and event posters allows residents and visitors to instantly access up to date information via smartphones and encourages active participation by removing barriers to information.

Over the past six months, TKBTC staff have been working closely with a website design company to build new, user-friendly Town Council website which provides a central hub for Council news, project updates, minutes of meetings, community services and contact information.

Throughout 2024-25 TKBTC has increased its social media activity on Facebook and by doing so has reached a wider and more diverse audience.

In February 2025, TKBTC launched its first Newsletter, informing residents and visitors of the latest updates and initiatives from the Town Council and the local area that are making a positive impact on the community of Towyn and Kinmel Bay. The Newsletter is posted on social media with paper copies available on request from the Deputy Clerk.

25. Conwy CBC Support

TKBTC has actively supported Conwy CBC by providing match funding for the grant funded Smart Towns Wales Wi-Fi project. The aim of this project is to support businesses, councils and communities in using digital technology and data to regenerate their highstreets and free Wi-Fi has been implemented along the main throughfare of Towyn and Kinmel Bay.

TKBTC has provided Conwy CBC with financial assistance for the replacement of two benches at Chester Avenue Playground and for the repair/replacement of worn and damaged playground equipment at Kendal Road Park. Without this support from TKBTC, Conwy CBC would have been forced to remove the play equipment, and the damaged benches would not have been replaced.

26. Staff/Councillor training

The Town Council Clerk and Deputy Clerk have completed training to CILCA (Certificate in Local Council Administration) level, which has enabled TKBTC to exercise the General Power of Competence (GPOC). This qualification provides the council with the legal and operational capacity to undertake a broader range of activities and powers, improving its ability to effectively serve the community. In addition, all councillors have received relevant training to ensure they understand their roles and responsibilities, further strengthening the council's governance. This collective training ensures the council has the legal and operational capacity to undertake a broader range of activities and powers, enhancing its ability to effectively serve the community.

Conclusion

This report reflects on the progress we have made during 2024-2025, despite the ongoing challenges and constraints that have affected us all. While these obstacles presented difficulties, we have consistently adapted our approach to remain focused on the long-term social, environmental, cultural, and economic wellbeing of our community.

Guided by resilience, collaboration, and a shared vision for a stronger Towyn and Kinmel Bay, our efforts have led to meaningful improvements. Through community engagement, infrastructure enhancements, and fundraising initiatives, we have made notable strides in improving the quality of life for both residents and visitors.