

Tir Llwyd, Kinmel Bay

Out of Site – Out of Mind

The enterprise park is a dog run, fly tip and traveller attraction it is an eye sore, unmaintained, and devoid of opportunity. TLEP is low-level marketed and is a community concern which should be delivering good jobs.

“Added Value Jobs” are those jobs / careers which generate an output more valuable than the inputs consumed. In manufacture this includes skilfully converting lower cost material into higher value product. In design and development, the conversion of knowledge / ideas into competitively marketed goods and services. Added value jobs require skill and knowledge and add to an organisation’s profitability, these jobs have much greater earning potential. Organisations look to increase added value jobs.

“Added Cost Jobs” often involve dedicated people giving good service but require less skill or knowledge, have a negative impact on business financial performance, competitiveness and sustainability, these jobs add costs and include many lower paid insecure jobs like attendants, warehouse duties, seasonal, shift work. Organisations look to minimise added cost jobs.

We need our current and future generations to have added value opportunity; young people today are getting great education from brilliant schools, teachers and LEA / GWE direction; they will emerge qualified and motivated from an education system and in our locality face bleak futures which in part account for our ASB and assign young people to leave the area or travel to find fulfilment.

Tir Llwyd.

For Plumbworkz Bethan Wynne-Jones has supplied some helpful information identifying some 15 jobs costing £330,000 p.a. at Plumbworkz Phase 1, the average staff salary is **£21k against national average of £27k** all are currently welcome and supported by TKBTC – but they are added cost jobs.

If we wanted to include in the plans for Tir Llwyd some added value jobs, then marketing the site for such would be essential. To attract added value employers who compete on all fronts then the TLEP would need to be spruced up to say the least.

Bethan Wynne-Jones (below) - Conwy County Borough Council have a standard policy on marketing the opportunities and as such all the sites

have been marketed nationally on web based “right move” which the authority has a corporate commercial account, We also share the details with agents within the commercial networking as well as do newsflashes within the business database we hold. We also work with other government network as well as funding opportunities through organization like Business Wales. We have experienced good feedback on all our marketing and are currently working with many third party developers on developing their options for the plots.

Therefore, there is no realistic chance or pro-active efforts made to attract added value employers to TLEP.

Cabinet member Lindsay Mercer agrees (email below) TLEP could be promoted better; the cabinet member shared an EMP/5 which shows TLEP is not even on the improvement area list; and that appears to fall well short of the TLEP needs.

I suppose it’s how the site is promoted to, and perceived by the market and if it needs to be improved to become more attractive to these end users?

We do have a policy in the current LDP which refers to this – I’ve copied it below for your information:

Future Tir Llwyd

Examples exist locally of affluent attractive industrial areas where tenant companies employ added value employees. My own experience at Optronics in St Asaph; Rhyl Employment Park, Denbigh Industrial Estate, Deeside, all testify to added value jobs coming from employers who locate in areas that support exemplar enterprise which their staff and clients find attractive and relevant; in the context of the business. TLEP needs to compete with Bodelwyddan, St Asaph, Wrexham, Abergele and many more.

Looking back on previous success in part through the WDA where companies like Pilkington moved new business from St Helens to North Wales and over the 60 or so years since employed thousands of local people in skilled added value employment.

Unless TLEP is to be substantially improved in appearance and attraction, and pro-actively and professionally marketed then it is assigned to lowest space-cost Warehouses, open air storage, low margin space consuming enterprise and added-cost jobs and residents need to share the plan.

Cader House

Cader House recent application indicates possible employment for 20 staff in the builder's merchant operation and 10 jobs in each of the 6 smaller units to be let. The estimates can only be rough approximations because client tenants are presumably yet to be identified but here lies a significant opportunity to engage with a real time added value employment prospect at the small or starter level.

The units are scheduled to be created as stand-alone business units and could be starter units or storage space. For the reasons outlined above we should engage with CCBC to make a special case plan with the owner to market these units ahead of construction.

Conclusion / Recommendation

TKBTC to resolve TLEP be aligned with the needs of our future generations and sustainable (economically viable; socially acceptable and environmentally friendly).

Bring TLEP into Policy EMP/5 and do so in an inclusive way with TKBTC

TKBTC should share the thinking and planning of CCBC with respect to industrial development in the area, in consultation / forum so we know where we stand.

TLEP to be improved in appearance and marketed more pro-actively to a suitable standard with a region ring-fenced for added value employment.

Cader House self-contained 6 units to be defined as an added value special case, brought to an agreed (high) standard with the owner and CCBC, supported and promoted strongly to attract imminent added value businesses.

29 Sep 2020

Cllr Barry Griffiths M.Sc.,
Community Councillor and Flood Warden.

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