



Towyn & Kinmel Bay Town Council

2025-26 Well-being of Future Generations Report

- Approved by TKBTC at Full Council Meeting held on 20/4/2026 – Agenda Item 26.

About this Report

Welcome to Towyn and Kinmel Bay Town Council's Annual Report for 2025/26. 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.

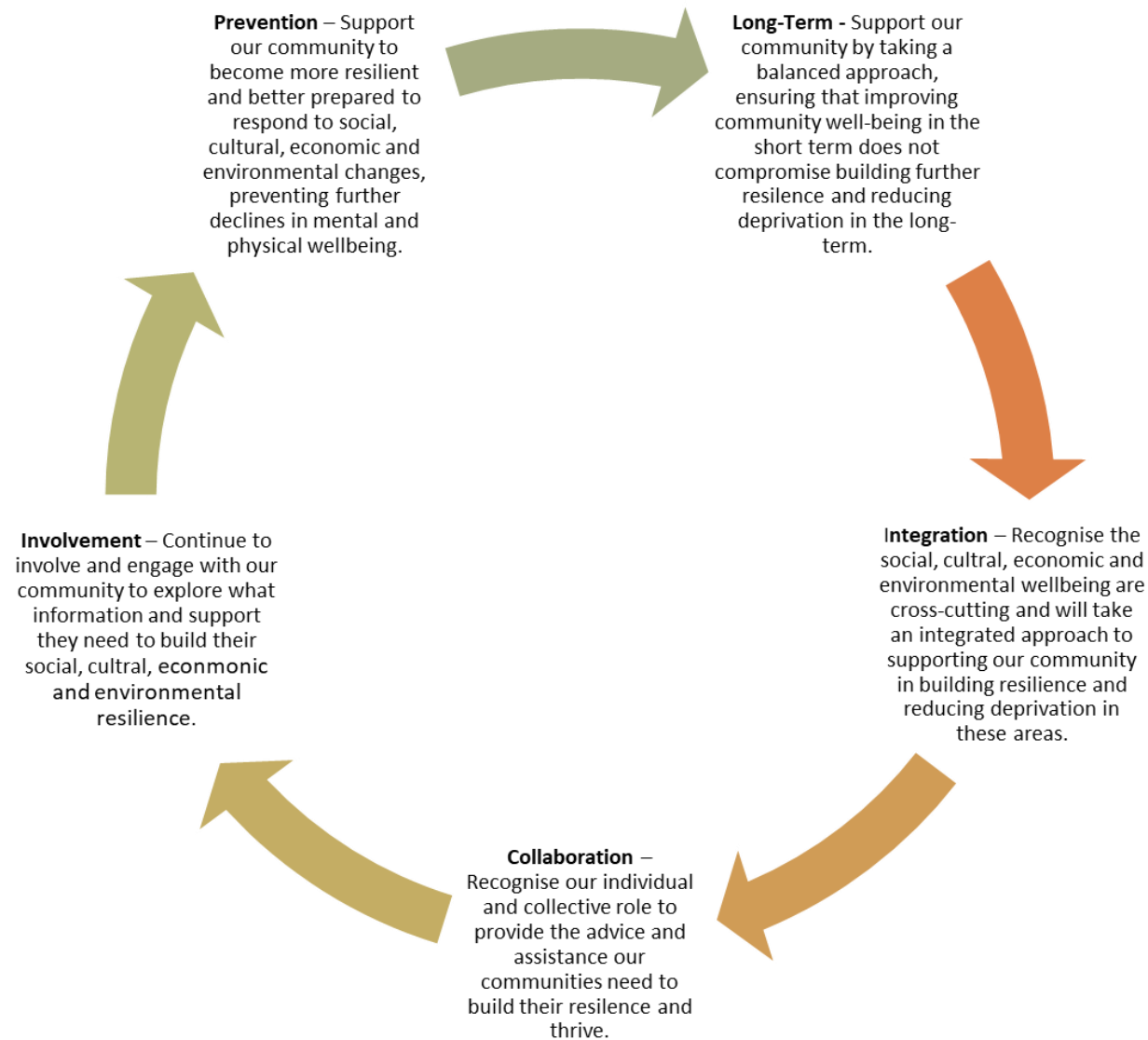
The aim of this report is to give a brief overview of what we have achieved and how TKBTC are making a difference in line with the 9 ways of working and to outline our future direction.

- **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	LOCALLY RESPONSIVE	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 connection with the local community, recognising the ongoing financial and social challenges faced by residents and visitors. In response to increased demand for essential support services, particularly the Kinmel Bay Church Foodbank, the Council has taken proactive steps to support those most in need.

During 2025-26, the Town Council awarded financial support of £2,414.91 to Kinmel Bay Church Foodbank, which was used towards the purchase of food and essential provisions, helping to sustain this important community resource.

2. First Response Engagement

TKBTC remains dedicated to protecting the health and safety of both residents and visitors through the ongoing upkeep of 15 community defibrillators across the area. This includes regular maintenance checks and the replacement of essential consumables to ensure each unit is fully operational when needed.

These devices play a vital role in responding to medical emergencies and are strategically located to be easily accessible. A full list of defibrillator locations is available on the Town Council's website, enabling individuals to quickly identify their nearest unit.

3. Community Library

The Community Library is a vital service for local residents and visitors. It is staffed by a part-time CCBC employee and supported by a dedicated team of volunteers, the Friends of Kinmel Bay Community Library. Towyn and Kinmel Bay Town Council contributes £3,000 per annum towards the salary of the CCBC staff member to help sustain and maintain the library service and ensure its continued operation.

4. Local Grant Scheme

During 2025-26 TKBTC awarded grants totalling £9,905 to local organisations and school PTA's.

The Town Council contributed £2,325 towards Conwy CBC summer play events at various parks in Towyn and Kinmel Bay in 2025-26.

5. Community Awards Scheme

The Community Awards Scheme recognises individuals/groups/businesses who have contributed and/or made a positive impact within the community.

6. Green Infrastructure

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

TKBTC has continued discussions with Conwy CCBC & the Welsh Government regarding the WG land at Parc Hanes being an area of natural space.

7. Climate Change

In 2025, Towyn and Kinmel Bay Town Council successfully applied for two UK Shared Prosperity Fund Grants. These funded the installation of an accessible pathway and six LED solar lights at Clwyd Park, along with a further nine LED solar lights at Ffordd y Berllan Field. In addition, the Town Council funded the installation of 10 LED solar lights at Sandy Cove.

These improvements have created safer, well-lit spaces for residents and visitors to enjoy, improving accessibility and encouraging greater use of local green spaces. In addition, most benches and all picnic benches installed by TKBTC are manufactured from recycled UPVC plastic, supporting the Council's ongoing commitment to sustainability and environmentally responsible procurement.

8. Speed Warning Signs

TKBTC continues to support Conwy CBC by funding the procurement and installation of additional speed signage in locations where they were identified as necessary.

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.

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's administration, TKBTC continues to manage the bookings diary for events hosted by residents, visitors, and community groups. This includes assistance with invoicing and banking, provided free of charge as a community service.

TKBTC staff also manage the cleaning arrangements for the Community Centre and supply cleaning materials, with costs recharged to Kinmel Bay Community Centre on a quarterly basis.

11. Community Planting Scheme

During 2025-26, TKBTC has continued to maintain the trees across Towyn & Kinmel Bay, including at Owain Glyndŵr Estate, St Asaph Avenue, Foryd Road, Clwyd Park, and the Owain Glyndŵr Community Garden. This ongoing maintenance helps to ensure these green spaces remain safe, healthy, and well cared for, supporting both the local environment and community wellbeing.

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.

In 2025-26 TKBTC agreed to jointly cover the cost of purchasing and installing CCBC CCTV on the proposed new Net Work Rail railway bridge at Ty Gwyn/Pen Uchaf (Match funding 50% TKBTC & 50% Abergele TC).

TKBTC are members of North Wales Community Alert.

13. Community Planter Project

During 2025–26, TKBTC removed a number of planters and relocated them at the local primary schools and the area outside the Community Centre. This was done to ensure they could be properly watered and maintained, giving the flowers the best possible chance to thrive and grow. 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 supply festive lighting for both Kinmel Bay and Towyn. During 2025–26, TKBTC continued to invest in and improve the town's festive lighting infrastructure by purchasing 72 pre loved Christmas light motifs. The Christmas 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 Conwy CBC Cabinet on 22 August 2023. It is the first Community Place Plan within Conwy CBC to be adopted as Supplementary Planning Guidance. The Community Place Plan Committee meets on a quarterly basis to review progress and support the ongoing delivery of the plan's objectives.

16. Community Litter Pick Days

TKBTC's community litter-picking equipment (including litter tongs, bags, bag hoops, high-visibility vests, and gloves) continues to be widely used by local schools, groups, organisations, and individuals for organised litter-picking activities. This initiative has helped encourage community involvement and foster a renewed sense of pride in the local area. TKBTC also maintains strong links and working relationships with Keep Wales Tidy representatives to support ongoing environmental improvement initiatives.

17. Ground Maintenance

TKBTC continues to be responsible for the ground maintenance at Chester Avenue Woodland and Ffordd Y Berllan Playing Field. 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).

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 4 x Towyn Road (outside Palins Caravan Park, Seagull Pub, The Wendover Pub and opposite Palins Caravan Park).

20. Goal Posts

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

21. Flood Mitigation Support

TKBTC has worked closely with Conwy CBC and Natural Resources Wales (NRW) in response to the Inland and road flooding in Towyn over the past few years.

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

TKBTC has continued to support a wide range of community events and partnership initiatives throughout 2025–26, working closely with North Wales Police, Asda, and Y Morfa Leisure Centre to help deliver children's parties and family-focused activities, including Summer, Easter, Christmas, and Halloween events, as well as craft and bouncy castle days, 999 community safety events, ASB awareness sessions, and football activities. These events play an important role in bringing the community together and supporting positive engagement for residents of all ages.

The Senior Christmas project was again a great success in December 2025, with the Town Council hosting two Christmas parties for Senior residents at the Kinmel Bay Sports & Social Club and Browns Social Club, Towyn. In addition, the Mayor visited local nursing and residential homes to present residents and staff with Christmas chocolates and biscuits.

As well as celebrating our Senior residents the Town Council held its first Christmas Swap shop where residents brought along items they no longer needed and exchanged them for other pre-loved items which helped strengthen community sharing and reduce environmental impact.

TKBTC also runs a Repair Café as part of its commitment to supporting sustainability, reducing waste, and encouraging community involvement. The initiative provides residents with the opportunity to bring along broken household items to be repaired or restored by volunteers, helping to extend the life of everyday items and reduce landfill.

The Council is proud to support the Community Willow Coppice group, Llais y Goedwig, and Keep Wales Tidy in their work to develop and maintain the Chester Avenue Woodland site. This project is a strong example of partnership working to enhance local green space, promote wellbeing, and create a welcoming environment for all.

24. Digital Engagement

For 2025–26, TKBTC's digital engagement and communication systems are now fully implemented, embedded, and working effectively as part of its ongoing commitment to transparency, accessibility, and proactive community engagement.

The Town Council new website is now fully operational and provides a central hub for Council news, project updates, meeting minutes, community services, and contact information, improving ease of access for residents and stakeholders.

Social media activity, particularly via Facebook, continues to be well established, helping the Council to reach a wider and more diverse audience across the community. The Town Council Newsletter, launched in February 2025, is now regularly produced and distributed, providing residents and visitors with updates on Council activities and local initiatives. It is shared via social media, with printed copies also available on request from the Deputy Clerk.

25. Conwy CBC Support

TKBTC actively supports Conwy CBC by contributing funding towards community infrastructure improvements, including replacement play scheme equipment, speed sensor devices, and the installation of new CCTV cameras where required.

In 2025, funding was provided for the installation of an accessible swing seat at Tir Prince Park, improving inclusivity and ensuring that play facilities are accessible to a wider range of users.

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 2025 -2026, 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.